



Summer Internship Project

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Submitted to:

Prof. Rajwinder Kaur

Submitted by:

M Nandini Reddy

Roll No: 191125

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Author of the project	M Nandini Reddy
Company Name	StockTry under IConflux (https://iconflux.com/)
Company Address	Ahmedabad: Avadhesh Huse, 1002-1004, 10th Floor, Sarkhej - Gandhinagar Hwy, opp. Gurudwara, Bodakdev, Ahmedabad, Gujarat 380054
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Institute Name	Institute of Management, Nirma University Ahmedabad
Faculty Mentor	Mrs. Rajwinder Kaur Institute of Management, Nirma University Ahmedabad
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Part A: Profile of the Organization

Industry Overview:

Iconflux falls under the Information technology Industry.

The IT industry is known as the fastest growing industry of India. The IT industry of India can be divided into Software Industry, ITES (information technology enabled services) and BPO (business process outsourcing) Industry.

The worldwide sourcing market in India keeps on developing at a faster rate in comparison with the IT-BPM industry. India is the main sourcing hub over the world, representing around 55 percent of the overall industry of the US\$ 185-190 billion worldwide services sourcing business in 2017-18. Indian IT and ITES organizations have set up more than 1,000 worldwide conveyance hubs in around 80 nations over the world.

The IT-BPM industry in India stands at US\$177 billion in 2019 forecasting the development of 6.1% year-on-year and is evaluated that the size of the business will develop to US\$ 350 billion at the end of 2025. India's IT and ITES industry developed to US\$ 181 billion out of 2018-19. Fares from the business expanded to US\$ 137 billion in FY19 while local incomes (combining equipment) progressed to US\$ 44 billion. IT industry has 4.1 million individuals as of FY19.

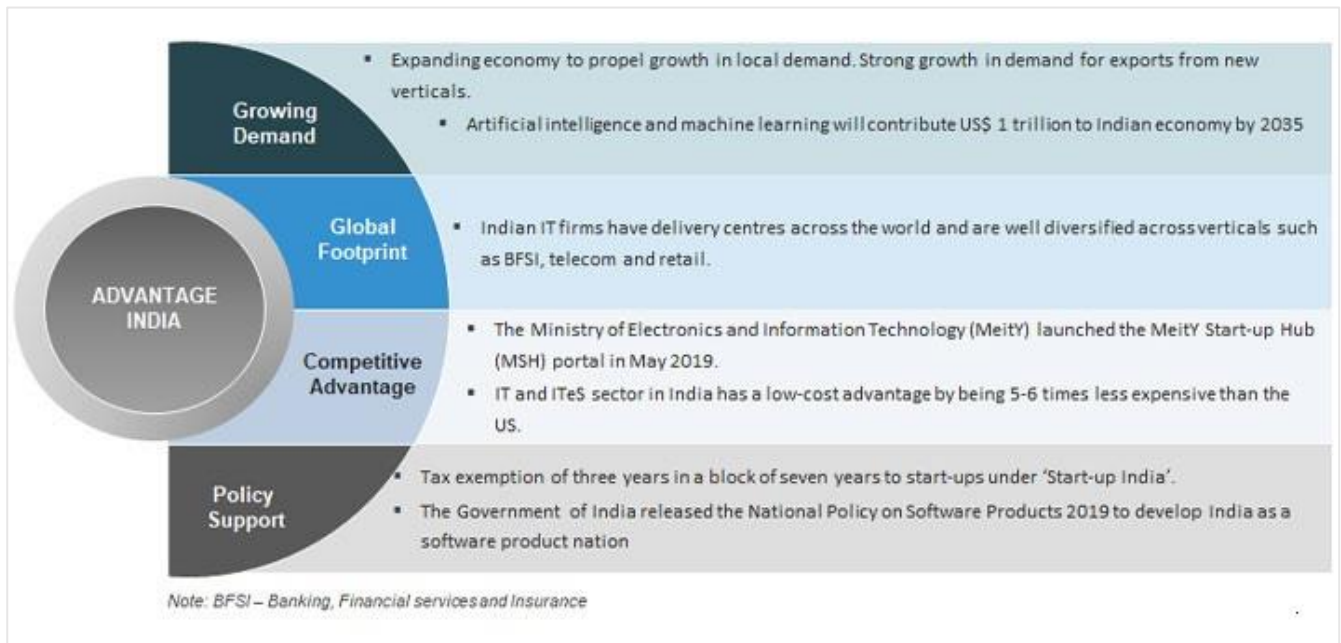


Figure 1 Indian IT Industry Advantage

About the Company:

Name	Iconflux Technologies Private Limited
Company Category	Company limited by Shares
Company Subcategory	Non-Government Company
Class of company	Private
Date of Incorporation	29 th May 2013
Age of Company	7 years, 1 month

Iconflux was established to develop organizations with imagination and innovation, in view of a shared objective: to assist organizations with creating specialized abilities that quicken development. Reinforced by a similar purpose, Iconflux investigates the current situation to create customized IT arrangements and make exceptional products for a business to grow.

Corporate Mission: “To drive innovation across client's business processes making them simple and efficient with the help of our world-class resources who become our client's dependable technology partner, forever”.

Corporate Vision: “To be an enviable brand name by offering industry-first technology solutions and thus become a credible entity for our clients”.

Throughout the venture, Iconflux investigated and assembled a triumph theory guided by their solid fundamental beliefs. Their name implies their position towards progress and keeps everybody focused on basic qualities that they trust

I ntegrity	Integrity towards everyone- our clients, employees, and society.
C ommitment	We respect our commitment. Once committed, we will surely deliver.
O bsession	We are obsessive towards the quality we deliver to all our clients.
N urture	We believe in nurturing your business through best practices and innovative methodologies.
F uturistic	Our thought process is aligned to the future.
L oyalty	Loyalty runs through our veins. At Iconflux, everyone is loyal to a common goal- your growth and success.
U niqueness	Originality in approach is something we abide to, day in and out.
X -Factor	We are unique owing to our X-factor that helps you stand out of the crowd.

Figure 2 Meaning of Iconflux

Business Organization:

StockTry is a joint venture of Iconflux, FSL11 and Choice broking, a Mumbai based Financial Services company. FSL11 and Choice broking have provided the company 60L+ seed funding.

- **FSL11:** This company comes under the entertainment sector. Its main service includes providing Fantasy games to the users. It was established in 2018 with a motive to deliver fun and be the reliable Fantasy games platform of India. It is operated by Brainy Bucks Private Limited. The first game that they provided to the audience was Dream11. This game initially targeted cricket which is treated as a religion in India.
- **Choice Broking:** It is a complete service broker with interest in multiple sectors such as FMCG, Hotel business, IT industry, etc. Its main motive is to deliver value to its shareholders. The company became a member of NSE, MCX, NCDEX, BSE, and Depository Participant CDSL in 2010. The journey after that has been really path breaking.

Key Differentiation Factors of Iconflux:

Iconflux excelled in creating content from scratch. They have mastered the skill of using technology to innovate and meet the needs of their clients. Iconflux experts follow scientific approach to solve anything be it projects, or an issue faced by the clients. Thus, the clients get the creative aspect of art, objective and expertise of skill and talent. The other things that helps them surpass everyone else in their field are:

- **Standardization Strength-** Staying abreast of business while upholding performance is a challenging task. Yet the company always assumed that continuity is essential to effectiveness. This is why they have processes unified for all of their operations which is what makes them one of the few IT companies that believe in the benefits of standardization and pass it on to all of their customers.
- **Imbued Inclusiveness-** Iconflux isn't just a tech company. It is a society that homes inclusive culture. If clients come to them with their request, they believe that end-to-end services can answer their clients' concerns. With the help of a complete handholding system they make it a point to make the service experience constantly inclusive and enjoyable.
- **Superhero Streak-** The company respects human rights and privacy. Therefore, they observe a strict non-disclosure policy and sign an NDA before involving their team on any of their clients' projects, ensuring that their clients are at complete peace when it comes to trading their secrets. For the company it means that by creating something revolutionary without exposing someone's privacy, they have a chance to change this planet.

- **Deft Deliverables-** The bond that keeps them tied to their clients is the job they do for catering to needs of the clients. By using their expertise, they ensure that they stay focused on their pledge of service and give the clients the most outstanding deliverables on time.
- **Refreshed Resources-** Experts and tech pundits around the world condemn an IT company's work culture where workers are not adequately inspired that contributes to low quality of work. This is not the case in IConflux. All the employees work energetically, staying 100% committed to their work. Thus, whenever they get a chance to work on any project, they channelize all of their energy to make the project success in the shortest time possible.

Services Provided by IConflux

The services provided by IConflux can be classified under 4 different heads:

1. **Enterprise Services-** Their enterprise services are focused on equipping an organization for the digital future in order to meet the dynamic demands of growing companies. They make technology available to modern organizations, through a team of business automation and engineering experts. Enterprise Services can be subdivided under following heads-
 - a. Intranet Portal Development
 - b. Enterprise Mobile App Development
 - c. ERP System Development
 - d. CRM System Development
 - e. Business and Technology Consulting
 - f. Digital Transformation
 - g. Managed Services/ Staff augmentation
2. **Expert Services-** With niche expertise in core tech domains, IConflux is highly efficient in providing expert services related to core web creation, the creation of mobile apps, artificial intelligence, IoT, big data machine learning and analysis. Using a catering specialist team to meet personalized needs, they put technological excellence within reach of every company, business and entrepreneur. Expert Services can be subdivided under following heads-
 - a. Web Development Services
 - b. Mobile App Development
 - c. IoT App Development
 - d. AI & ML Implementation
 - e. Analytics & Big Data
 - f. UI/UX Designing
3. **Trending Technologies-** IConflux allows companies to embrace trend innovations to increase the organisation's profitability. They improve the business processes with their

unique emerging technology solutions, improve the customer experience and make it easier to develop further. Trending Technologies can be subdivided under following heads-

- a. BOT & Assistant
 - b. Robotic Process Automation
 - c. AI/ML
- 4. Product Development Services-** IConflux are taking product development processes a step ahead of the usual development phase with an agile approach towards product growth. Using their knowledge of the industry and using a proactive process towards strategic ideation, prototyping and growth, they are propelling their client's product to greater success.

Why join hand with IConflux for Product Development?

- Multi Industry Competency
- Time-bound Product Delivery Approach
- Lean Development Methodologies
- Innovative Customization Opportunities

Solutions provided by IConflux

IConflux aims to help clients transition to a digital future through technological breakthroughs. Using their experience in the tech domain, they have perfected high-end solutions for enterprises struggling to automate and streamline their business processes. Their solutions, ranges from end-to-end enterprise mobility to CRM and more.

- **Enterprise Mobility Solution-** They develop and deliver interactive enterprise mobility solutions that help your business enhance the bottom line. Utilizing advanced packages such as SAP, Microsoft EPM, SharePoint, etc., they promote end-to-end enterprise mobility integration and customize the solution to client's specific needs.
- **CRM Solution-** IConflux is one of the most experienced players in the field of CRM integration. With a dedicated team of expert CRM specialists, they provide end-to-end CRM deployment solutions for small, medium, and large-scale organizations that want to improve customer relationships.
- **FOREX Solution-** Icon flux's exceptional Forex solutions help their clients streamline operations, service and automation across departments and offices. With dedicated customer end and broker end platforms, their solutions eliminate the difficulties associated with manual paperwork and speed up your operations.
- **HRMS Solution-** HRMS solutions help to get rid of manual methods and improve HR management policies for an organization. With specialized modules for payroll management,

attendance tracking, recruitment, learning and development, self-service staff and analytics, IConflux can easily digitize your organization's HR operations.

- **Intranet Portal Solution-** Employees at IConflux are experts in the development of feature-rich intranet portal solutions for HR, sales and marketing, finance and accounting departments and the smoothing of business workflow and approval. Intranet portals developed by them streamline the information sharing system and promote an inclusive environment across businesses.
- **Field Force System-** Transition from paper-based or mechanical processes to digital excellence can be a tiresome and confusing job. Knowing how to make businesses better by infusion of technology, their experts can drive digital business transformation efforts and help to build an organization for the future.
- **Assets Management Solution-** With the best talent in the industry, IConflux provides valuable staff increase services to growing enterprises. Companies can hire their top app developers, web developers and experts who can deliver managed IT services on a budget and on a cost-effective basis.

Iconflux Clients:

Few of the clients of IConflux are:

- Foxyloop
- Vikasinfo Solutions Pvt Ltd
- My Crop Technologies Pvt Ltd
- e2e Projects Pvt Ltd
- Solance Industries
- Lalloji and Sons
- Kotak Life Insurance

Part B: Project Work

Introduction:

Daily we see a lot of people invest in Stocks and win a lot of money. This task requires market knowledge and an interest in the equity, it is also filled with a lot of risk. StockTry is the app that removes the high risk from trading. This gaming app provides a platform for all the equity market and trading enthusiast to test their skills. StockTry is a start-up and plans to provide an app to the users that has a hassle-free experience.

Developing a user-friendly requires the collaboration of many people such as the designers, developers, product managers, etc. A product manager manages the app from development to the deployment. As an intern in project Management I was given various tasks for the betterment of the app. The activities given to me are as follows:

Task 1: Making PRD

A project requirement document contains details about the features that have to be implemented in the app. Some of the PRD that I have done for the app are:

PRD for Payment Gateway:

Introduction:

A customer can pay for the features of the app or transfer the prize amount he won in the app through payment gateways.

Objective of the project:

The following are the objectives of this PRD:

- Market assessment of all Payment gateway service providers
- Flow/Steps of payment process in the app
- Steps to follow for testers while trying this feature

Approach to the Assignment:

- The first step that was involved was to gather information about the payment gateway service providers and decide which service provider will be the best fit for the app, so that the user will have a good experience. This task required me to do a secondary research of the service providers. After the research I was able to compare the services of the top players in the industry. A small portion of the comparison is provided below:

Features	Pay Zippy	PayU India	CC Avenue	Citrus	Directpay
Set-up fee	Rs. 0	Rs. 4500 for economy, Rs. 9900 for Silver, Rs. 19900 for Gold and Rs. 29900 for platinum	Rs. 0 for Popular, Rs. 30000 for Privilege	Rs. 0	Rs. 60,000 for Basic, Rs. 12000 for Advanced, Rs. 24000 for Professional and Rs. 36000 for Corporate
Transaction Cost (TC)-debit card	0.75% for <=Rs 2000, 1% for >Rs. 2000	0.75% for <=Rs 2000, 1% for >Rs. 2000	1.25% for all	1.25% (for 1000- 5000 transactions per month)	1.25% for all
Customer Services	Monday – Friday 11am to 7pm	Monday-Friday 9:30am to 6:30 pm	24/7 customer support via live chat, telephone, email.	24/7 via telephone and email id	24/7 via phone, email, SMS or contact form
Support Mobile Payments	yes	yes	yes	yes	yes

Table 1: Services Comparison

- After providing the table of comparison my next task was to develop a flow of payment. This required me to analyse the app and set up an area from where the user can do the payment. The task was to give a detailed description of all the steps that the user will be following. This is similar to developing UX for a website. For this there was a requirement of having prior knowledge about the technology. This could have been possible through the basics that were thought while pursuing engineering in computer science.
- The next task was to create a document in which the testers can check if the particular feature is working well or not. For this task I was supposed to observe every detail and come up with possible situations where an error can occur. After analysing all the possible steps, I was able to provide a 13-step testing check box. Through this if one check box is empty the developer

will know that there might have been an error somewhere and will come up with a possible solution.

The Common Issue:

The most common issue faced by companies during payment gateways are as follows:

- User will get diverted from making payment to the app
- The user payment details might get corrupted or leaked.
- The user does not trust the app to make payment

Steps taken to reduce the common issue:

- To introduce a payment process with least number of steps and less distractions.
- For the user data to be safe the app requires a trusted service provider who will ensure safety.
- A user can trust the app when it is certified that the app is safe for transactions. For this the developers have been advised to choose an SDK that is PCIDSS certified.

PRD for Multilingual Support:

Introduction:

The developers of the app wanted it to be accessible by everyone. To make it easier for them to access the app they wanted the users to be able to access it in a language of their choice. My task was to make the product requirement document for installing Multilingual Support in the app.

Objective of the assignment:

- Design where and when the users can change language.
- Steps involved in selecting different languages.

Approach to the Assignment:

- For the above task I had to come up with designs in the app where the options to change language will be implemented. I have proposed that it can be implemented in 2 places:
 1. While registering to the app
 2. In the settings option of the app
- While registering to the app I have proposed 2 possible designs which are as follows: in the image on the left the various languages will be available above the continue option. The advantage of this design is that the developers will not require to install a separate page just for language, this will reduce the app size. In the image on the right the language selection option will come after the user registers and before he is transferred to the dashboard of the app. The advantage of this design is that the user will be able to see the options more clearly.



Figure 3 Language selection options design

- Design of the language change option in settings. For this initially the app did not have a settings option, thus I designed a setting logo on the top right corner in the more option. When the user clicks on the settings logo, he will be given the option to change the language along with other options. The user can click on the change language option and select a language of his choice. The design of the app is as follows:

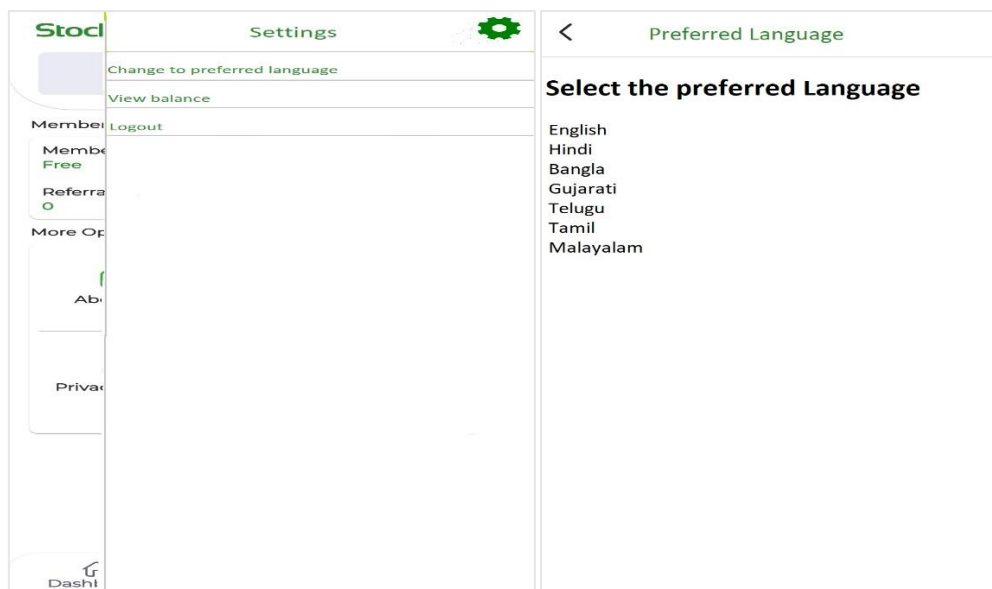


Figure 4 Option to change language in settings

- The final step required me to give the step by step approach for the above design.

The Common Issues:

- User changing the language accidentally
- Not being able to change back to original language (English)

Steps taken to reduce the issues:

- For the problem of language being changed accidentally the user is sent a confirmation text and if the user agrees to that, then the language will be changed otherwise the default language (English) will be followed.
- For the user to be able to change it back to the default language an option to change the language is provided in settings. Moreover, the steps to change language are quite simple and they are also available in the helpdesk.

PRD for Creating Contest

Introduction:

This is a feature through which a user can create his own game which he/she can play with his/her friends.

Objective of Assignment:

- Describe how the user will be sharing the link for the game
- Where should the buttons be placed in the app.
- Develop a checkbox for testers while testing this feature

Approach to Assignment:

- The first thing I did was to list out the apps to which the link can be sent. To do this I did a secondary research of similar apps and got the apps that were used to send links. The selected app must be a popular one.
- Apart from selecting the app, the process of sending a link must be simple so that the user will be able to follow it easily.
- After the secondary research on similar apps the decision to put the link on the top right of the contest was finalised.
- After this the checkbox for the testers was created by going through every step and finding out where a possible error could occur.

The common Issue:

- Link not leading to the right landing page
- User experience is not top notch

Steps taken to reduce the issue:

- While preparing the code the developer must be guided in advance about the right landing page. The testers must see that the checkbox for landing page is checked.
- To make sure the user experience is at most comparative research about the competitors must be performed. Thus, other gaming apps have been analysed to know where the buttons go.

PRD for asking customer review**Introduction:**

Through this feature the company can improve its rating in the play store/App store and rectify their errors through customer complaints. Additionally, through customer feedback the app can progress and develop themselves.

Objective of Assignment:

- When the user will be asked to review the App.
- When and how many times should the notifications be triggered.
- To find reason for review (why 3 star or why 4 star)

Approach to Assignment:

The first step was to decide when the review should be asked. Based on the market research of secondary data it was concluded that the reviews must be asked right after the user creates a contest because this is when the customer has used every aspect of the app and will thus know about it better.

After this the number of times for asking reviews was fixed to be not more than 3 times per week. If the reviews is asked more than 3 times it will cause customer dissatisfaction and it is asked less than 3 times the customer might ignore reviewing the app.

If the user provides less than 3 stars, then they need to be asked why he/she is rating the app so low. The reasons will be asked through Checkbox. Users would be able to choose multiple checkboxes. The reasons for checkbox would be below:

- Too Difficult
- Too easy
- Not Clear how to play
- Open Text Box

If the number of stars the user gave is more than or equal to 4 stars, then he will be asked to share a review on Play Store/App store and user will be redirected.

If the user has already given rating as 4 or 5, User will not be asked to RATE again.

The common issue:

- User might ignore to rate the app
- If a user gave a low rating, he might change his mind after using the app more.

Steps taken to resolve the Issues:

- To prevent ignorance in case of reviewing the app the user will be asked to review the app 3 times per week
- To keep the ratings higher if the user have a low rating, he will be asked to review the app again after 2 weeks.

PRD for creating groups:

Introduction:

The purpose of creating groups is to make the app network base. This helps the user in knowing the progress of other players. Through this the user can even challenge

Objective of Assignment

The objective is to allow users to create and join groups

Approach to Assignment:

- **Creating Group:** when the user clicks on the add group option he will be taken to another page where the user can enter the group name and group description. The group name must be compulsory, but the group description need not be compulsory.
 - The group name should not be more than 25 characteristics and can contain the number 0-9. The group description should not be more than 256 characters and can contain alphabets, numbers and special characters like),,., Etc.
 - After the user enters the above details he should press done and he will be taken to another page where he can incite his friends.
 - The user can invite his friends by copying the link and sharing it personally or through Whatsapp or any other social media. Once this is done the user can press done and the group will be created.
 - After pressing done if the user wished to invite more people to the group, then he can open the group if he clicks on the settings option on the top right, he will get 3 options:
 - Invite friends to this group option: When the user clicks on this option he will be taken to the same page where he can send the link or Whatsapp the link or send it through other social media.

- Mute notifications: Through this option the user can mute all the notifications that he gets through this group. There can be a slide to mute option.
 - View group info: when the user clicks this, he will be taken to a page where he can view all the participants that are there in the group and he can see who the admin is. In the same page the mute option and the invite friends to this group option will be present.
- After the group is created and the friends are added, then the users can chat with each other as well as see how their friends are performing.
- To know how well a friend is playing, then the user can go to the group info and click on the participant whose info the user wants to check. After this the user will click on the view profile option. Once the user clicks on the view profile option, then he will be taken to the profile of his friend where there will be the following options:
 - Follow option: if the user is not already following his friend, then there will be a follow option and he can click on it to follow his friend. If the user is following his friend, there will be a following option. If the user wishes to unfollow his friend, then he can click on the following button. Upon clicking that the app will ask for a confirmation if the user wants to unfollow his friend. The user can either cancel the action or unfollow the friend.
 - Name of the user: The name of the friend whose profile the user visited will be there.
 - Number of followers, following and points: The number of people the user's friend is following, is being followed by and the total number of points the user's friend has earned till now will be present.
 - Playing since: This will show since when the user's friend has been using the app.
 - Playing history: This will contain the number of contests the user's friend has participated in and the number of wins the user had.
 - Recent contest: This will show the recent 2 contests in which the user's friend has participated. It will also show how many points the user made v/s his friend in the same match. If the user did not participate in the contest it will be shown as 0 pints.
- The user can press the back option to go back to the group.
- **Joining the group:** Once the user clicks on the link sent by others, then he will be taken to the app to the page where there are his other groups. If the user confirms to join the group, he will be a part of that group and if he cancels, then he will not be a part of the group. Every

time a new user joins the group there will be notification saying ‘mr x’ joined the group ‘group name’.

Common Issues:

- User might not be able to join the group
- The user might be unable to create groups

Steps taken to resolve issue:

The user is provided with guidelines in the help section of the app here the user will have step by step procedure on how to create and join a group

Apart from the guidelines the user will be told what to do next while creating or joining the group.

PRD for rewards won by others:

Introduction:

This features notifies a user if his/ her friend won some reward by participating in a contest through StockTry.

Objective:

To let a user know when his/her friend wins a reward so that he will come back to app to win a reward too.

Approach:

- Whenever a person who has joined with the referral code of some other person (say Mr X) wins a contest or gets a reward, then person X will be sent a notification.
- For this the process the people who are in the leader board should be accessed.
- When a person wins the contest, then his details should be checked. If he is registered with a referral code, then the person whose referral code is used will get a notification saying “Your friend X (name of the person) has won a contest and earned Rs. Y get back to StockTry to check your skills and earn money”.
- The notification should have a go to app button which will take them to the make my team page.
- The notification can be sent to even those people who used the referral code of the person who won the contest. The message of notification will be same as above.

Possible Issues:

The user might just ignore the notification if it does not interest him.

Steps taken to rectify the Issue:

To make sure the customer get back to the app the notifications must be interesting enough to grab the attention of the user. Additionally, if the user does not login for 3 days straight, then notifications about some offers will prompt him to use the app.

Task 2: Market Research

This task required me to perform secondary research based on existing data. This was to understand the existing products better and take inspiration from them to create a better App.

Business Models of Similar Apps:

Introduction:

The gap here was to know what the other apps have done that have taken it to its current position.

The objective of the study is to find out the following things:

- About the app
- How it became successful

This study will help the StockTry implement some of the methods used by other apps for its betterment.

Methodology:

A secondary research on qualitative data was performed to jot down the information. Based on the research the following apps were decided to be similar to StockTry: Dream11, MPL, Paytm first games, Gamezo

The information about the apps was taken from their respective websites.

Presentation of data:

The data was presented in the form of points and tables.

- **About Dream11**

S. No	Issue	Solution
1	Problem	To create an app for all the sports enthusiast
2	Solution	An app which allows the users to bid on the team that they created and win money
3	Customer Segment	This app is for all the people who are interested in sports and have the knowledge to cash their interest
4	Competitive advantage	They get the first movers' advantage, they have light weighted application, they do not have ads, a feed that is specific to sports, partnership with ICC, IPL
5	Sales Channels	They contact their customers through tv, radio, and social media.

- **About MPL**

S. No	Issue	Reason
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1	Problem	To provide a platform for users where they can play and earn cash
2	Solution	An app which provides users with more than 30 games to choose from.
3	Customer Segment	The users are people who are interested about sports or people who want to earn cash by playing some fun games
4	Competitive advantage	Good software, games for everyone, high pool amount.
5	Sales Channels	The company reaches its customers through tv, radio, social media and mobile ads

- **About Paytm First Game:**

S. No	Issue	Solution
1	Problem	To have Paytm's own app where it can engage the users
2	Solution	To have a gaming app which provides users rewards through coupons, and credits
3	Customer Segment	People who are bored and want to earn cash by betting on their games and challenge friends.
4	Competitive advantage	Have over 300 games, the brand name of Paytm, Ability to chat with people, make new friends
5	Sales Channels	They promote their app mostly through social media, SEO, and mobile ads.

- **About Gamezo**

S. No	Issue	Solution
1	Problem	To have an app that lets anyone play games
2	Solution	A gaming app which has over 10 different languages for people from any region.
3	Customer Segment	People who want to earn cash or exciting prizes by betting on games and answering quizzes.
4	Competitive advantage	Has a quiz for everyone, has native languages quizzes, exciting prizes like iPhone
5	Sales Channels	They promote their page through social media and mobile ads.

Analysis & Discussion:

By analysing the entire data presented to StockTry the following conclusions have been drawn:

The main reasons which are making an app popular and can be implemented to get better app are:

1. **The software used:** People want apps that are light weight and can run on a slow internet connection too. They want apps that do not take up a lot of space in their phones.
2. **The offers:** People normally invest more when there is a possibility to receive more amount. They know that higher the risk higher the prize.
3. **Marketing:** The apps that are extremely popular are in the position they are because they have chosen a good marketing techniques and have great brand ambassadors who are trusted by people.
4. **Referring friends and earning money:** when people get money through referrals, they will do it as everyone wants to save cash. Thus, by giving them rewards on referring we are not just gaining a new customer we are also making the existing customer happy.
5. **Not having lots ads:** Ads are inconvenient for the user and spoil their entire experience though it is a good way to earn money it is better to limit the number of ads the user sees.
6. **Make customer used to the app:** the more games the customer plays the more he gets used to the app thus it is advisable to give more offers in the beginning so that the customer gets habituated to play the game.
7. **Good customer Support:** A customer is especially important to business thus it is vital to solve his queries. Having a customer service that answers the problems of customers instantly is essential to keep them happy.

Task 3: Comparative Study:

Introduction:

The task was to perform a comparative study of CleverTap v/s Firebase. These both are analysing tools for apps perform various activities like Audience status, activities in the app, number of uninstallers etc.

Approach:

The data about the app was taken from their official site and their features were reported. Later a comparative study was conducted to see which app works better for the requirements of the company.

Feature	CleverTap	Firebase
Funnel	Funnels allow you to identify how users navigate your app and where they drop off before reaching a conversion step. They help	A built-in Notifications funnel analysis shows you how your users respond to particular notifications sent from the Firebase console.

	you plot a series of actions performed by the user and answer critical questions	This view includes data for targeted iOS and Android devices
Cohorts	cohort analysis is used to easily compare how different user groups behave over time in onboarding, registration, purchasing, and uninstalling.	Does not perform such activity
Customer behaviour analysis	CleverTap is the tool to help you collect, analyse, process, and act on customer insights in seconds. This app provides specific charts and sheets that can be shared to other workers. It also provides google analytics	Provides google analytics to analyse customer behaviour
Uninstall Tracking	This provides information about all users who uninstalled the app	Does not provide such information
Pivots	1.Tell complete story of customer behaviour. 2. Analyse hotspots. 3. Analyse correlation.	Does not provide pivots
Flows	1.Visualize end to end customer behaviour to improve engagement. 2. Analyse conversion times, Granular insights on user behaviour. 3.Prevent churns by tracking events that lead to uninstall app.	Prevents churns by the method of analysing crashes.
Custom dashboard	Here the programmer can add all the key performance indicators that are useful for the app and track them at the same page.	Does not provide such features
Real Impacts	Shows how and to what extent users respond to marketing campaigns	Does not have such features.

Based on the above analysis CleverTap was chosen as a better tool for performing data analytics.

Part C: Learnings

These are the learnings from my internship so far:

- Communication is the key for getting better results: when the employee understands the work well, then he will deploy better results, thus the documents that are made should explain every detail in a precisely in simple language. This will make it easier for the developer.
- I have learnt how an app is constructed from its development stage to the deployment stage.
- I got to learn that before launching the app there are multiple launches i.e. the alpha launch and the beta launch where a team of testers use the app multiple times and give inputs.
- While working in the testing of the app I have realised that every detail (even the colour of the banner in the app) is important and should be in synch with the entire app.
- I have understood that the user's attention in mobile devices is short due to the other notifications or call he might get, thus the content that is used must be engaging and entertaining apart from being short.
- I have learnt to conduct secondary research for comparing competitors or for finding out the strategies of other business. Additionally, I have learnt to link the data to the requirements of the company.
- Through Comparative Study I could analyse the data well and come up with an alternative solution.

References

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Summer Internship Certificate

This is to certify that **Ms. M Nandini Reddy** from Institute of Management, Nirma University has successfully completed her summer Internship at **Iconflux Technologies Pvt Ltd** from **24th April, 2020** to **24th June, 2020**.

She has worked as a **Product Management Intern** on our recently launched Product '**StockTry**'. The project involved in creating Product Requirement Documents for upcoming Product Features of StockTry. She has done market research and competitive analysis for StockTry. The Project was taken under the guidance of Mr. Ravi Thakkar.

During the period of internship, we found her to be Punctual, Hardworking and focussed. She has worked sincerely on her assignments. Her performance was **Excellent**.

We wish her good luck for her future.



Regards
Sanket Thakkar
CEO
Iconflux Technologies



Iconflux Technologies Pvt. Ltd.
1002-1004, 10th Floor, Avdhesh House, Opp. Gurudwara, S.G. Road, Bodakdev, Ahmedabad, India - 380054
E:info@iconflux.com | W:www.iconflux.com | P:+91-9512787877

confluence of exuberance

Declaration

To Whom It May Concern

I, hereby, declare that the work presented in this report, in fulfilment of the requirements for MBA FT Program, submitted to Institute of Management Nirma University, Ahmedabad is an authentic record of my own work and is free from any type of plagiarism, carried out under the supervision of Mrs. Rajwinder Kaur, Faculty Mentor.

I also declare that the work embodied in the present report is my original work and has not been copied from any source.

Name: M Nandini Reddy

Roll No: 191125

Section: A

Batch: MBA – FT (2019-2021)

M Nandini Reddy

(191125)