

# Product Teardown

New User OnBoarding



1/10

Submitted by - Rahul Devadiga



## About us.

Truecaller is a Swedish company founded in 2009 in Stockholm, Sweden by Nami Zarringhalam and Alan Mamedi. The app began when our co-founders were just students who wanted to create a service that would easily identify incoming calls from unknown numbers.

Today, Truecaller is loved by over 368 million monthly active users around the world, and is the go-to app for Caller ID and spam blocking.

### Business Model:

Truecaller employs a freemium model with multiple revenue streams:

- Premium Subscriptions:
  - Advertising:
- Truecaller for Business:
  - Other Services:



### Competitive Landscape:

Truecaller faces competition in various areas:

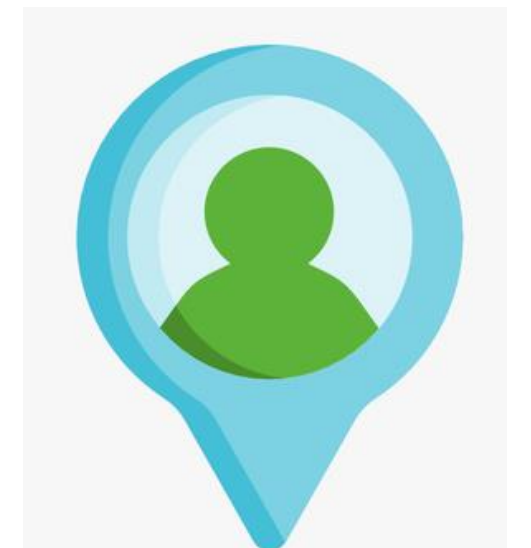
- Caller ID and spam blocking: Hiya, CallApp, TrueID
- Payment services: Paytm, Google Pay, PhonePe
- Business communication: Zoho Phone, CloudTalk, RingCentral



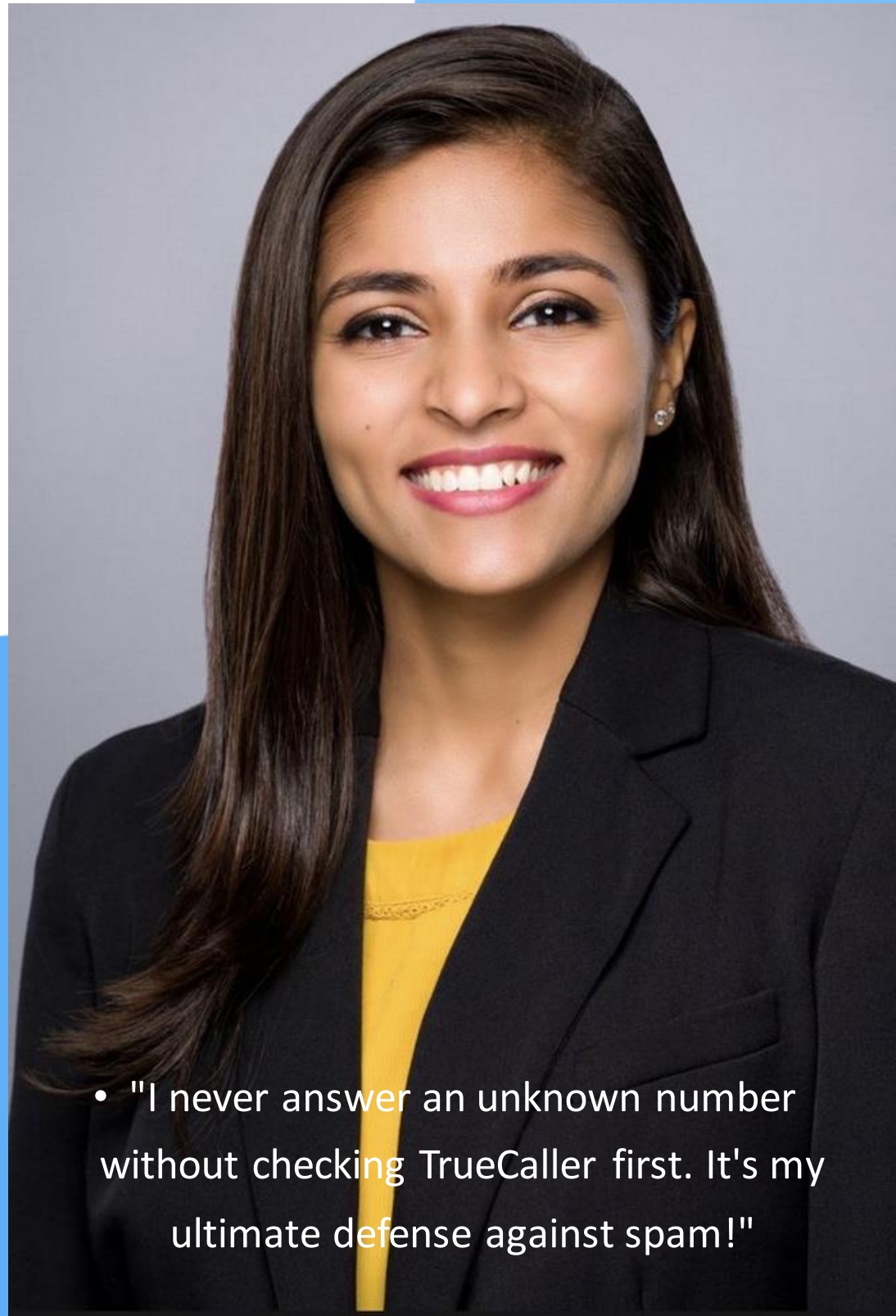
### User Positioning:

Truecaller positions itself as a multi-faceted platform that helps users:

- Identify unknown callers:
  - Stay connected: .
- Enhance communication: .
  - Simplify life: .



# User Persona



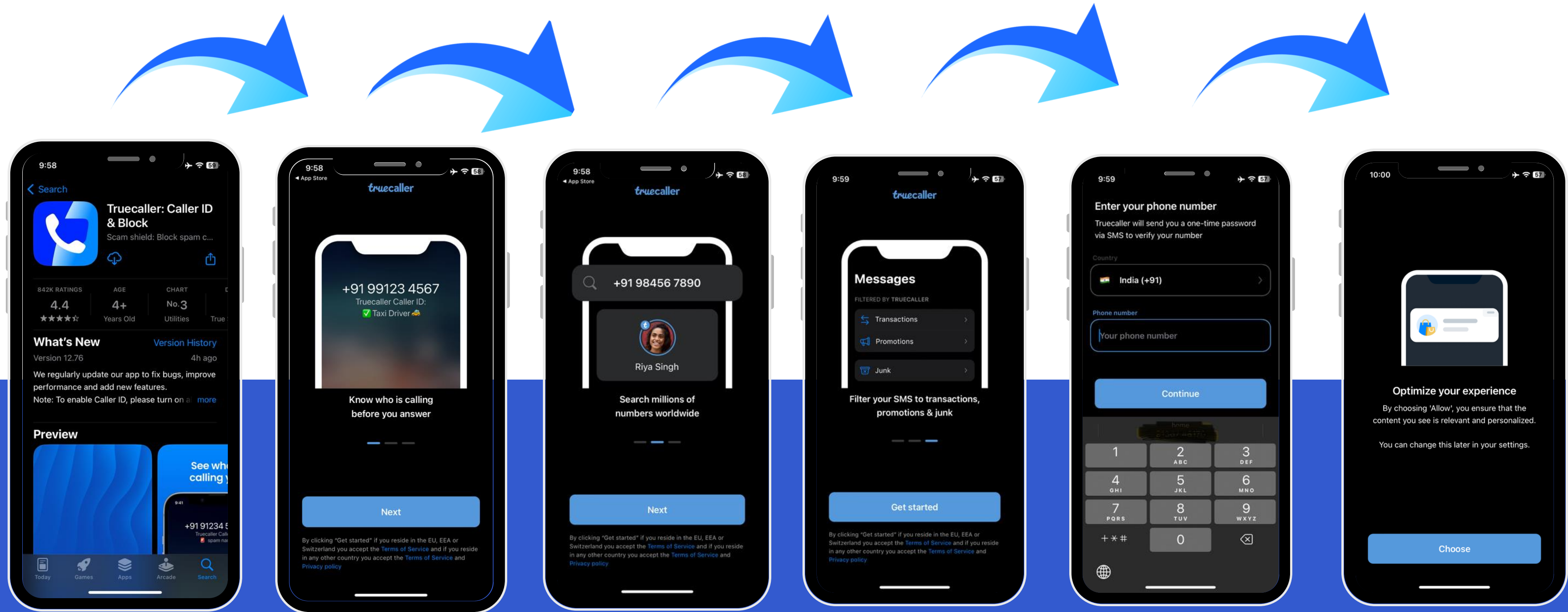
## Name : Vineeta Sharma

- Age: 32
- Gender: Female
- Location: Bangalore, India
- Occupation: Digital Marketing Manager at a growing tech startup
- Marital Status: Married

### Truecaller Usage:

- Primary driver: Identifying unknown numbers
- Secondary functions: Spam call blocking, caller history/contact management, location tracking (for her husband and family)
- Frequency: Daily user, checks TrueCaller before answering most calls
- Features used: Caller ID, spam blocking, message blocking, location tracking, occasional name search

## User Journey Map



• Landing on the app store page and viewing screenshots/reviews.

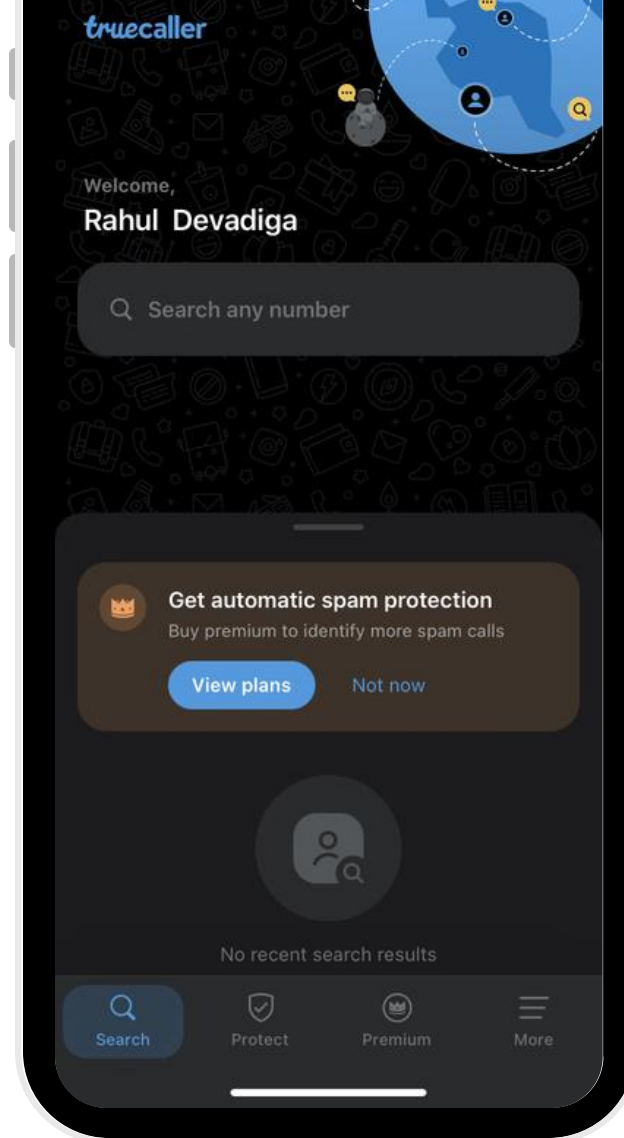
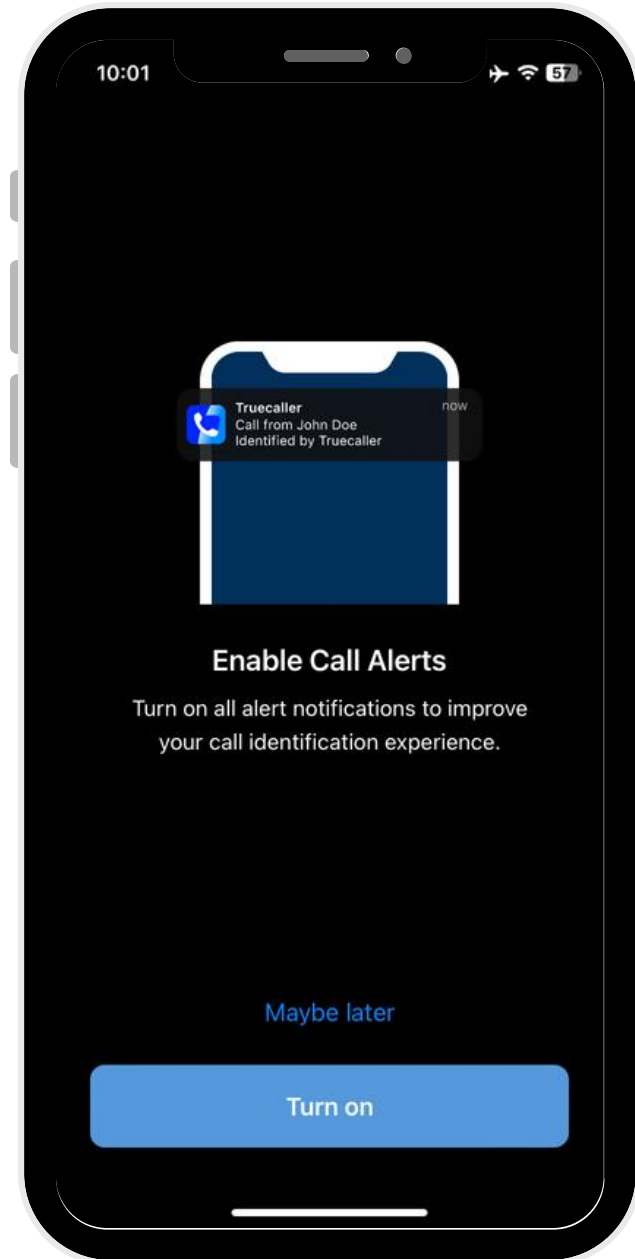
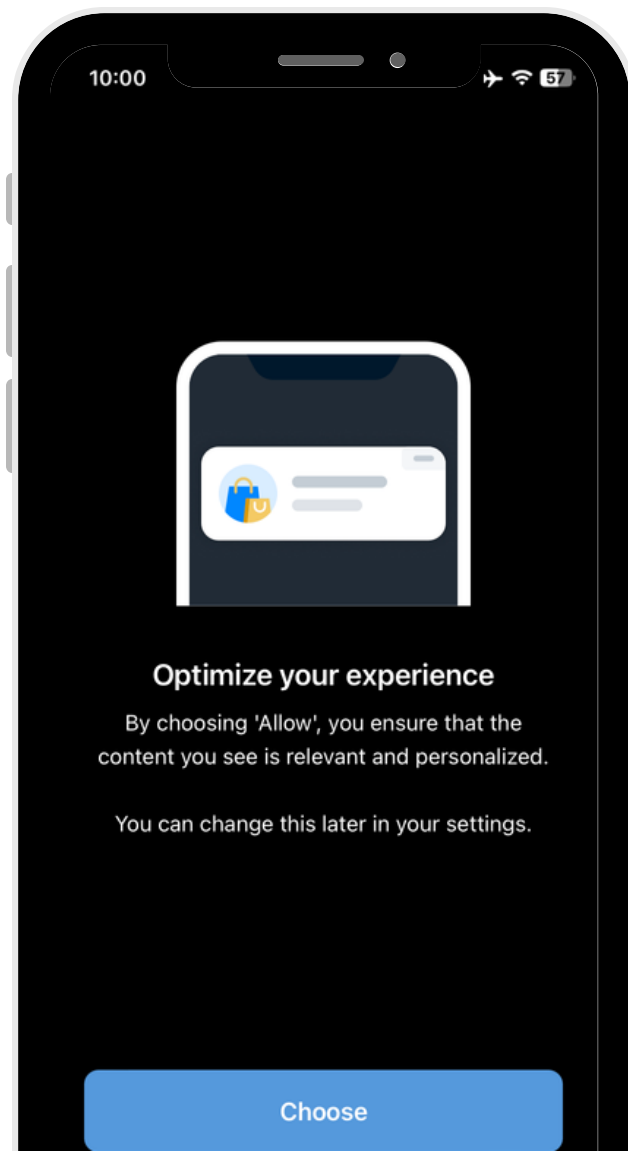
2. App give's a view about who is calling

3. App gives a view to search people

4. App gives a view on SMS features

5. Choosing to sign up with phone number and entering their number.

6. Granting app permissions for access to call logs and contacts.



# Menu Display

01

## Search:

- Identify unknown callers: The main reason most people use Truecaller. Enter a phone number or name to see associated information like caller ID, location, and spam/scam flags.
- Find contacts: Search for contacts in your phonebook or Truecaller database, even if their number is not saved
- Explore businesses: Look up business details like location, reviews, and contact information.

02

## Protect:

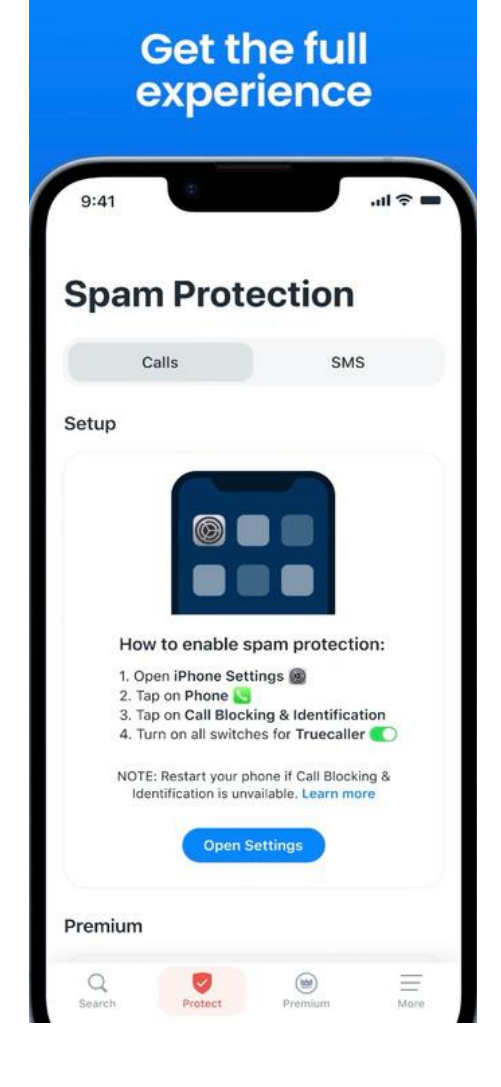
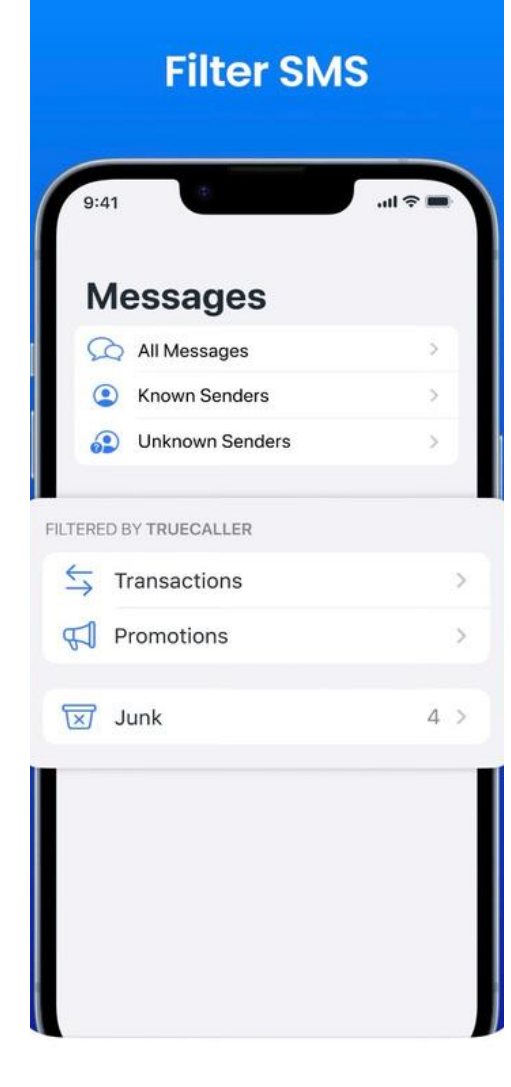
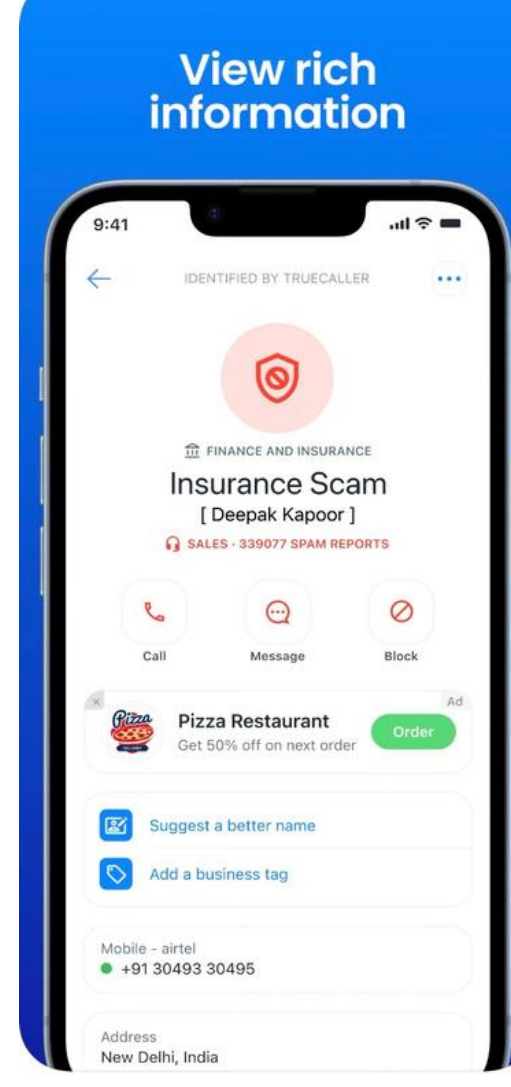
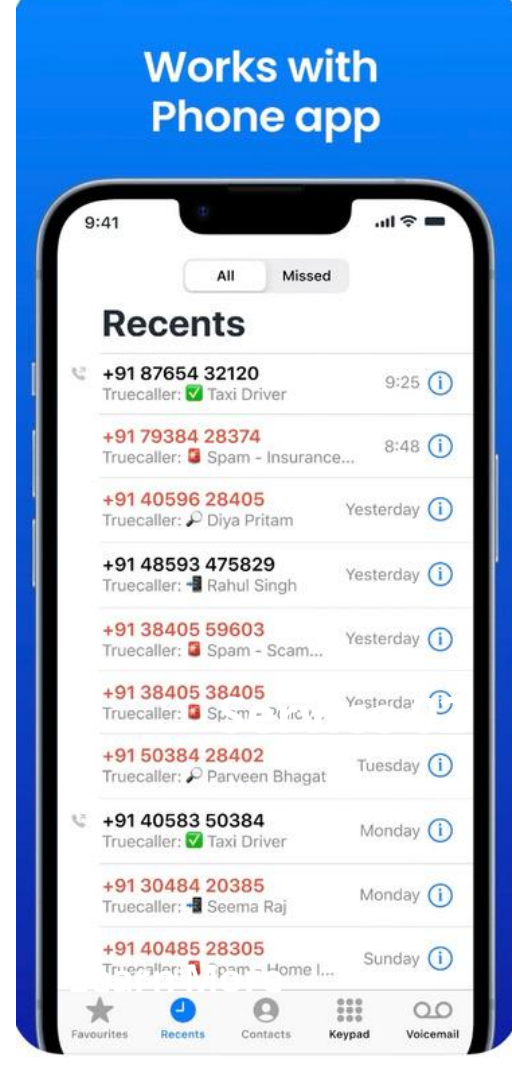
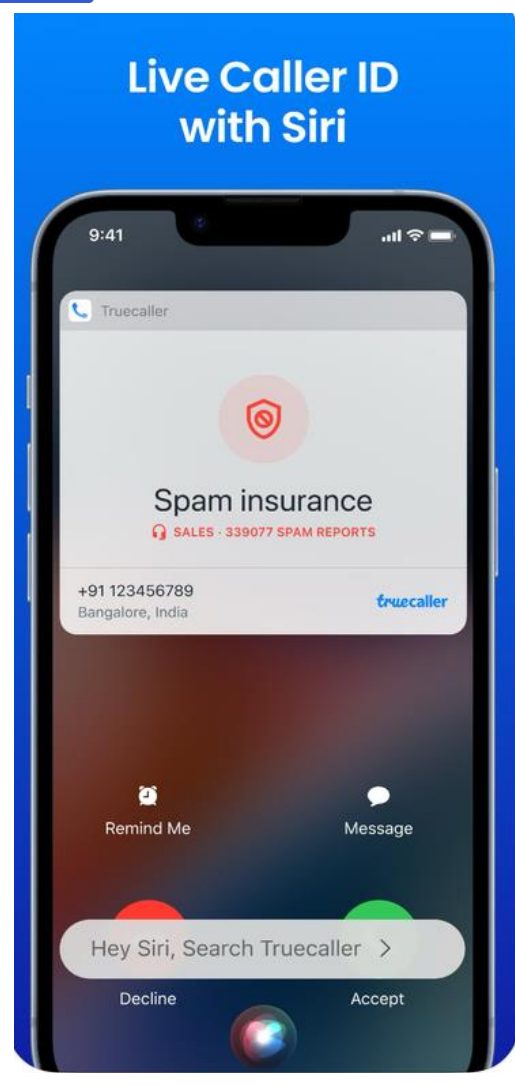
- Block spam calls and SMS: Filter out unwanted calls and messages from known spammers and telemarketers. You can also manually block any number.
- Caller ID alerts: Be informed about the potential risks before answering a call, thanks to spam and scam warnings displayed through caller ID.
- Advanced call blocking: Set custom rules to block calls based on specific criteria like location, time of day, or unknown numbers.

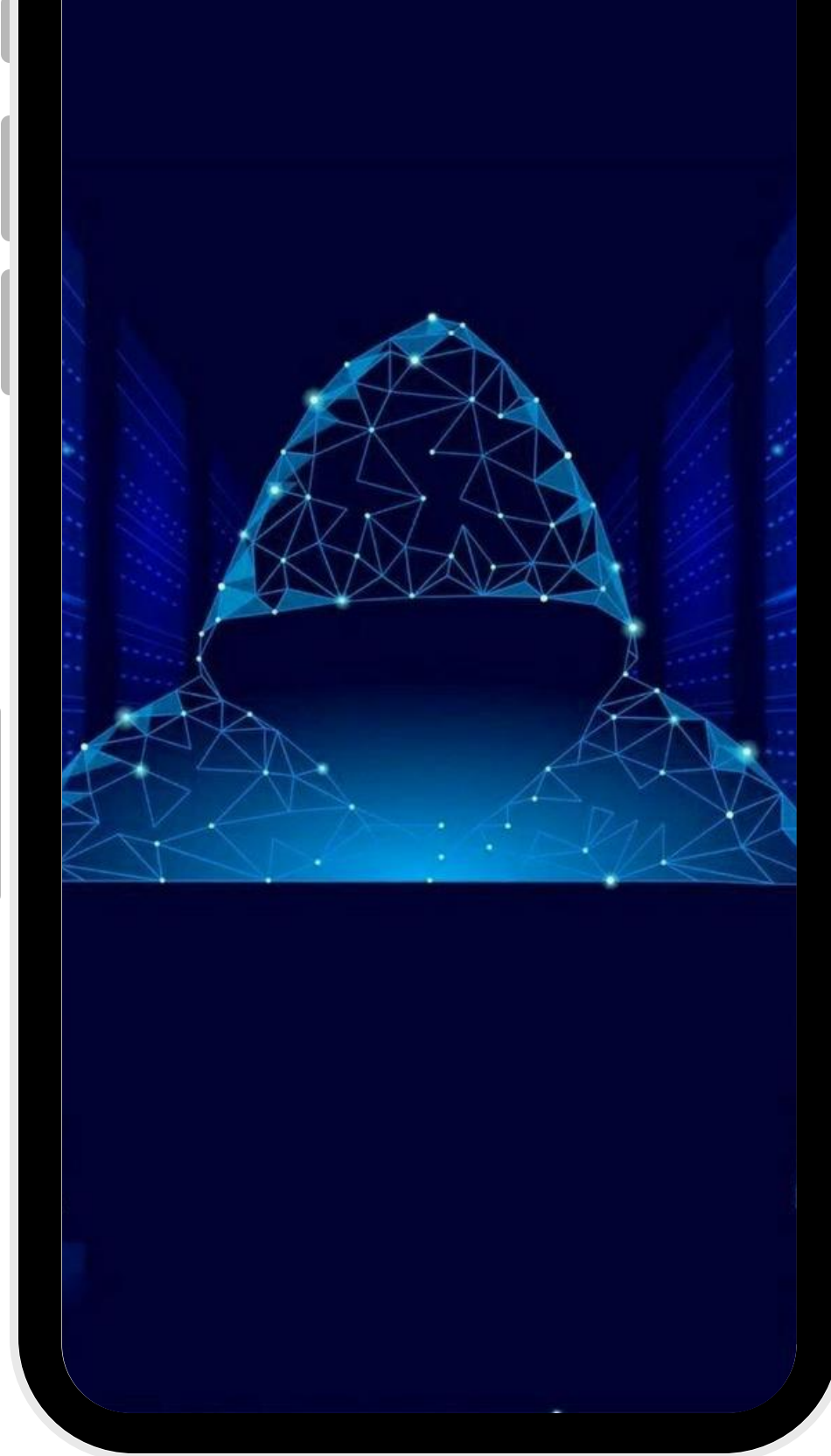
03

## More:

- Settings: Manage your app preferences, privacy settings, and notification options.
- Help & Support: Access FAQs, troubleshooting guides, and contact Truecaller customer support.
- Share & Invite: Share the app with your friends and earn rewards for successful referrals.

# Key Learning:





# Recommendations to Improve

## 1. Spam Detection and Blocking:

- Invest in advanced AI and machine learning algorithms for more accurate spam call identification.
- Enhance customization options to allow users more control over call blocking settings.

## 2. User Interface:

- Continuously refine and simplify the app's interface for a more user-friendly and intuitive experience.

## 3. Resource Optimization:

- Optimize the app's resource consumption to minimize battery usage and improve overall device performance.

## 4. Community Engagement:

- Actively incorporate user feedback into app improvements, addressing concerns and enhancing user experience.

## 5. Global Collaboration:

- Collaborate with international telecom authorities to improve spam databases for accurate global spam identification.

## 6. Language Accessibility:

- Expand language support to cater to a diverse user base, making the app more accessible and inclusive.

## 7. Localized Reporting:

- Implement a system for users to report spam in their local languages, improving the accuracy of spam identification.

## 8. Regular Updates:

- Keep the app updated with new features, bug fixes, and security enhancements to maintain user satisfaction.

## 9. Privacy Education:

- Provide clear information to users about Truecaller's privacy features to build trust and understanding.

# Metrics:

01

User Base: Measure the total number of users to gauge the app's popularity.

02

Active Users: Track the number of users regularly engaging with the app.

03

Spam Detection Accuracy: Assess how well Truecaller identifies and filters out spam calls.

$$\text{Spam Detection Accuracy} = \left( \frac{\text{Correctly identified spam calls}}{\text{Total spam calls}} \right) \times 100$$

04

Call Blocking Effectiveness: Evaluate the success rate of blocking unwanted calls.

$$\text{Blocking Effectiveness} = \left( \frac{\text{Number of unwanted calls blocked}}{\text{Total unwanted calls}} \right) \times 100$$

05

User Ratings and Reviews: Monitor feedback on app stores to understand user satisfaction.

06

App Performance : Analyze load times, responsiveness, and overall app stability.

07

Monetization Metrics: If applicable, track revenue through premium subscriptions. or ads.

$$\text{Revenue per User} = \frac{\text{Total Revenue}}{\text{Total Number of Users}}$$

08

Partnerships and Integrations: Assess collaborations with other apps or services to expand functionality.

# Thank You

