InPocket

Product Case Study

In a squad of 5 with no fixed titles, I worked on the product spec, pricing and launch plan for InPocket, a tool for field-service companies that combines receipt scanning with tracking field workers' visits. Our MVP was the scanner only: it uses AI to read receipts, so companies stop losing them and stop typing them in by hand.

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1. The problem

In field-service companies, receipts get lost, retyped by hand, or guessed, and each of those hurts someone different:

- **The accountant** has to enter every receipt into the system manually.
- **The field worker** can't get reimbursed once a receipt is lost, so they pay for that expense themselves.
- **The company** ends up with records built on guesses and data-entry mistakes.

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2. My role

We were a squad of 5 with no fixed titles, and we made most decisions together. I took part in every stage, and the parts I worked on most were:

- **Product:** the MVP scope, the PRD with acceptance criteria, the backlog and the Now / Next / Later roadmap, and where AI should and shouldn't be used.
- **Metrics:** the experiment spec, and what success and failure look like in numbers.
- **Pricing:** the business model, cost per seat and the lowest price we could charge, price tiers, and the pricing test.
- **Launch:** the go-to-market plan (including an Arabic sales script), the launch readiness checklist, the announcement and FAQ, and the growth plan.
- I also ran a user interview and helped design the MVP wireframes.

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3. Three decisions

1 Scanner first.

The full idea combined receipt scanning with visit tracking, but we built the MVP around the scanner only. We left out tracking and exporting to accounting systems for now, because we wanted to prove one thing first, and we didn't know which accounting systems our target companies used, or whether to integrate with Odoo first.

2 AI reads the receipt; a simple rule picks the category.

We used AI only to read the merchant, amount and date from the photo. For the category, we used a lookup table: five categories (meals, fuel, tolls/parking, supplies, lodging), chosen by the merchant name. If the merchant is unknown, the user picks the category by hand. We gave up smarter AI categorization, and got something free, easy to explain, and that never makes up an answer. If accountants start correcting too many categories, that's the signal to bring in AI.

3 A targeted launch, not a public one.

We chose a Tier 2 launch: reach 5 businesses through accountant intros and sales calls, backed by an email, a blog post and a help article. We gave up the full Tier 1 campaign, which waits for the public launch.

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4. What I would test next

Before turning the MVP into a real product, I'd interview 10 managers at field-service companies to check two things: is this a real problem for them, and would they pay to solve it?

The number to watch is how many of the 10 say yes to both. If fewer than half do, the product shouldn't be built as it is.

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5. An honest label

This was a course project in Core Pro's 120-hour product management program, built by a squad of 5. The MVP was an HTML prototype and a landing page; nothing worked for real, and no real users tried it.

I'm not fully happy with it. We never had clear positioning in the market, and we tried to combine two hard problems (receipt scanning and visit tracking) without one clear story that tied them together. If I did it again, I'd pick one problem and build the whole story around it.