Product growth and User experience Case

Making Internet Safe for India

India is amidst an Internet revolution which is quite unique in its scale and shape. The number of active Internet users has grown by more than 400% over the last 7 years and currently stand at more than 47 Cr. It is expected that more than 50% new users over the next 3-5 years will come from rural India. Going forward, anchors like the Government's focus on digitalization and sustained expansion of low-cost mobile infrastructure will continue to fuel this growth.

Indian users have a very unique and distinctive journey with an overwhelming majority of users being mobile-first or mobile-only users. Further, the cultural and linguistic diversity of India manifests in unique local preferences and challenges.

Hence, **the Internet needs to be very different from what it is today**

There is no doubt that the Internet will serve as a tool for good and will bridge some much-needed gaps in areas like welfare delivery, education, information dissemination, and financial inclusion. At the same time, it brings a few unique challenges related to user inclusion, user experience, and user protection & trust.

Most of these new users are not technology savvy and can be vulnerable to several risks on the Internet. This could disrupt their experience and make them sceptical adopters of the Internet, and technology at large. Therefore there is an urgent need to make the Internet more inclusive for all users by making user safety and protection central to any efforts to expand the coverage of the Internet and allied technologies.

Problem Statement

- Identify the unique user trends and protection needs that we should consider as we build or evolve our products for India.
- Suggest strategies that can be deployed on any Google product with more than 1 B users to enhance user safety and garner their trust.

Additional Resources

Data resources used

[Resource 1](#)
(please feel free to use more data sources for your research and solution)

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