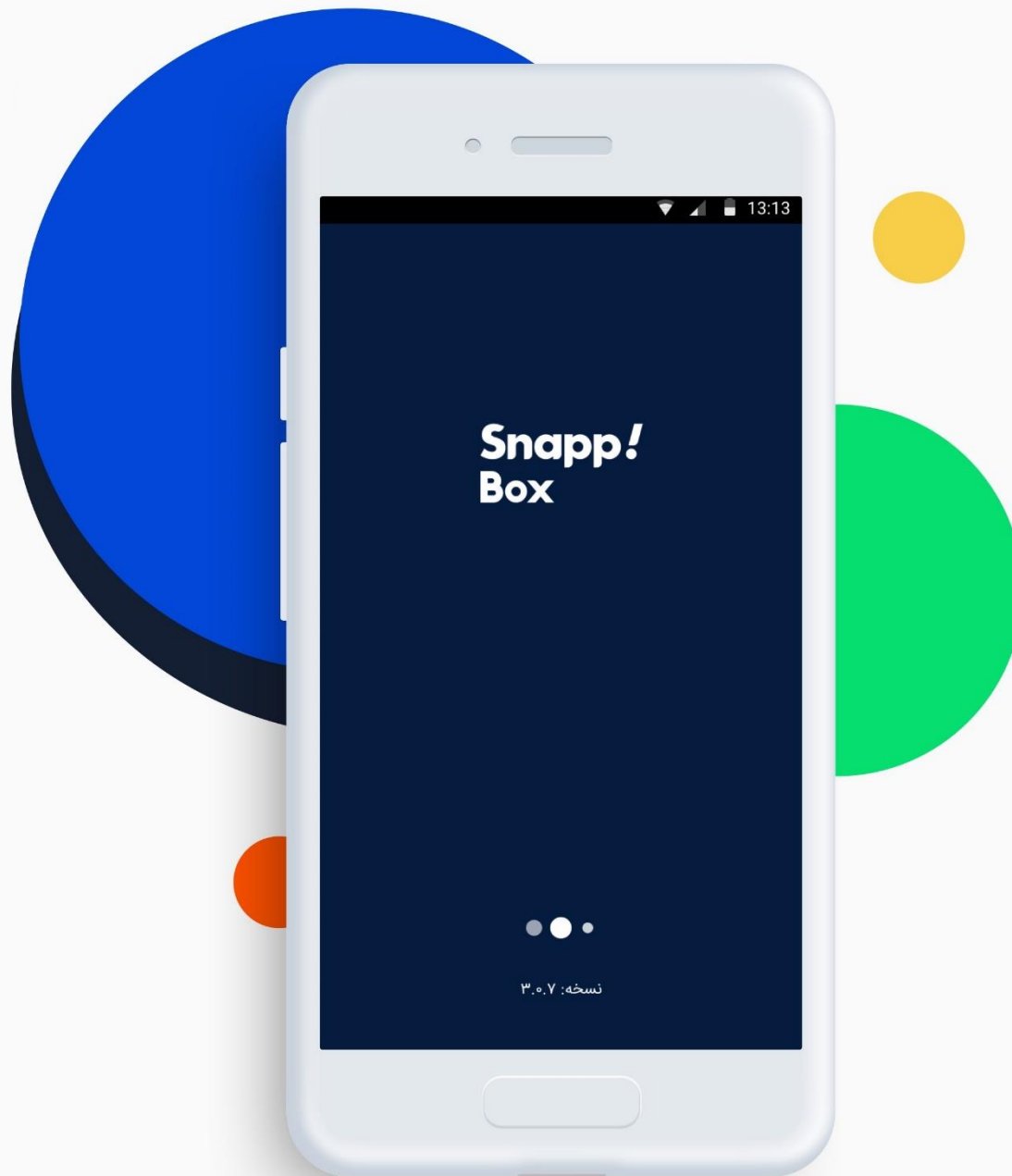


Snapp! Box

Candidate Assignment – PM
New Order Offering Page



1. SUMMARY

In designing the **order offering page**, we first need to find the **biker needs**. the problem is that for customers to understand the changing metrics that matter to their success, they must compile the data from different sources. This process can be time-consuming and slow down decision making. This information is collected in several ways:

- **Market research** of some users through conversation
- Market research between Iranian **competitors** and similar foreign products
- Experience of driver roll in Snapp **Driver application** by myself in the past

2. CUSTOMERS NEEDS

Based on the above information and considering that our goal in designing this page is to **increase the acceptance rate** by the biker, we propose the following scenarios to achieve the desired goal:

1. The biker must be able to see the **origin, destination** and **amount** of the order **quickly** and **clearly** and make decisions based on these.
2. The biker must calculate the **time of arrival to the origin** as well as the **time of origin to the destination** (ETA) and accept the order based on its **comparison** with the order price.
3. Ability to view **multiple orders** at the same time will allow the biker to compare and select to accept the appropriate order.
4. Announcing the high probability of receiving an **order at the destination** will encourage the biker to accept the order
5. Receive orders to **Favorite destination**

3. OBJECTIVES

Customers Problem	To accept the order, the driver cannot read and analyze all the components in the request clearly and in the shortest possible time, so he usually only pays attention to the price factor .
Vision Statement	The biker can read the order carefully, see the basic information of origin and destination and price clearly and persuade to accept the order.
Goals and KPI	Increase the order acceptance rate compared to viewing the order by biker.
Persona	Our users' persona includes two categories of drivers: the first category is those who received orders differently before using this service. The second category is those who earn money through this service in dead times or daily routes .

4. RELEASE

Name	New Order Offering Page
Date	November 28st, 2020 (Q4)
Features	<ul style="list-style-type: none">- Estimate time arrival (ETA)- Multiple orders- Favorite destination- Destination with high demand
Milestones	<ul style="list-style-type: none">- Estimate time arrival (Q2) - Multiple orders (Q3)- Favorite destination (Q1) - Destination with high demand (Q4)
Dependencies	<ul style="list-style-type: none">- Provide travel time estimate data Q1- Ability to receive multiple orders from backend Q2

5. FEATURES

1. Estimate time arrival	
Description	This feature allows the biker to estimate the time from arrival to destination without calculating the distance.
User Problem	The origin or destination address may be unknown to users, so they can not estimate the distance they have to travel. For this reason, they may not accept some orders.
Value Proposition	To increase the rate of acceptance of orders by biker, it is necessary to be able to give them accurate information about the time required to perform that order.
Assumptions	<ul style="list-style-type: none">- Biker need to know the distance and time between origin and destination- Drivers do not know all the routes and do not have much time when receiving orders

2. Multiple orders

Description	With this feature, the biker can see several orders at the same time and choose the appropriate order from them.
User Problem	The driver is unable to reject the request and has to wait until the opportunity to accept the order is over and see the next order .
Value Proposition	By offering more choices , the biker can choose the right order and choose the route he wants.
Assumptions	<ul style="list-style-type: none">- The right choice creates a better experience for the user and the driver will not wait to see the next order

3. Favorite destination

Description	Using this feature, the biker can announce his favorite destination to the application and then receive orders with the same path when activating
User Problem	Bikers most of the time like the order they receive to be in line with the direction they are going and have to reject many requests in order to reach a request that meets their goal
Value Proposition	By sending requests according to the users' favorite destination , we will have a more appropriate distribution than sending orders to bikers, and the acceptance rate of trips will be improved
Assumptions	<ul style="list-style-type: none">- Receiving an order in accordance with the biker's opinion can increase the order acceptance rate- There are many bikers who receive orders on the way to or from work, and this feature is very effective for this group of people.

4. Destination with high demand	
Description	With this feature, the biker is notified of destinations where there is a high demand when receiving an order
User Problem	The biker is interested to know if going to accept orders announced could easily get the next order
Value Proposition	Showing the results of this feature helps the driver to accept the order even if the price is low because he is sure that he will continue on his way to the destination immediately with the next order
Assumptions	<ul style="list-style-type: none"> - A high percentage of bikers are interested in receiving the most consecutive orders in limited hours

6. USER STORIES

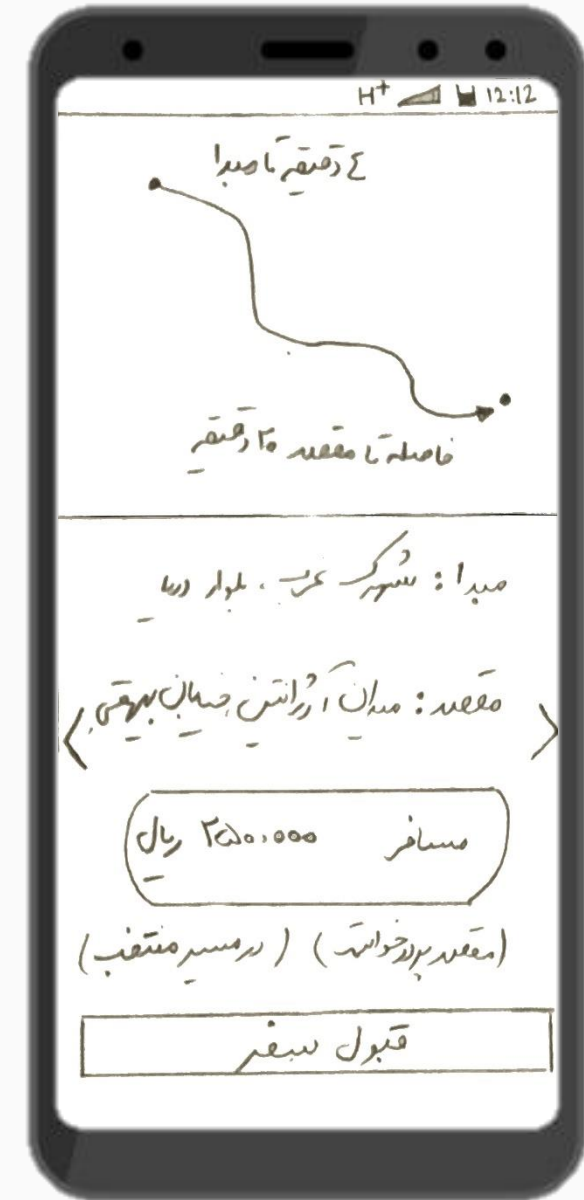
User story	Acceptance criteria
As a user, I want to at the time of receiving the order, I will see the estimated time of origin to destination so that I can compare it with the price and decide faster to accept the order	<ol style="list-style-type: none">1. Display the time interval to the origin2. Display the time interval between origin and destination on the map3. Display the total travel time along with the order price
As a user, I want to receive multiple orders at the same time so that I can accept my appropriate order by comparing them	<ol style="list-style-type: none">1. Show multiple orders if available2. Ability to flip through and view other multiple orders

User story	Acceptance criteria
As a user, I want to receive orders at my favorite destination so that I can reach my desired order in less time	<ol style="list-style-type: none">1. Ability to select a favorite destination in the app settings2. Show favorite destination badges if the order is displayed with this feature
As a user, I want to receive orders in destinations with high demand so that I can receive the next order quickly after reaching the destination	Show High Request Destination badge for destinations with this feature

7. SKETCHE

The sketch is based on the items that were announced as a feature, as well as the priorities for the user's needs:

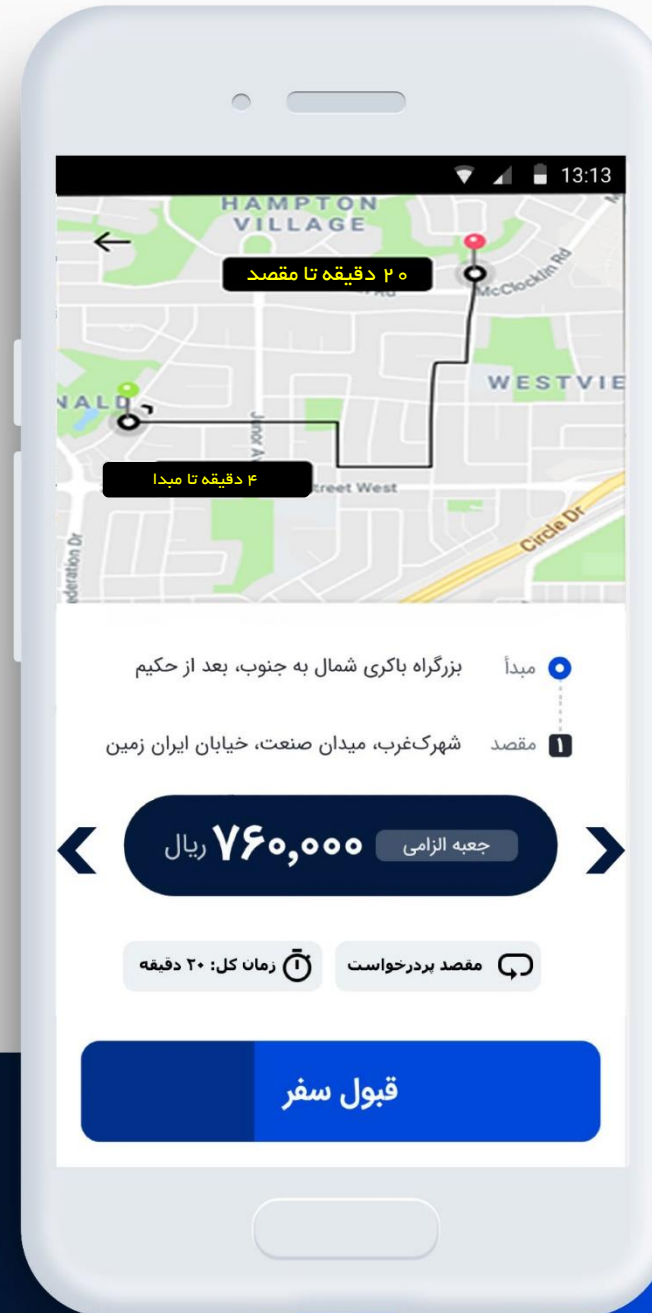
- Transparent origin and destination
- Distance to the origin and estimation of the total order time
- Order price
- Information such as the most requested destination and the destination along the favorite destination



8. DESIGN

This is a suggested design and definitely the final design should be in the opinion of the designer by providing more details about the **prioritization** of items.

Items such as **order price**, origin and destination, **total time** and other details on the page.



9. TESTING

KPI	BASE LINE	BENCHMARK	TIME FRAME
Increase conversion rates accepted order to display driver	We need data	15% improvement	3 Month