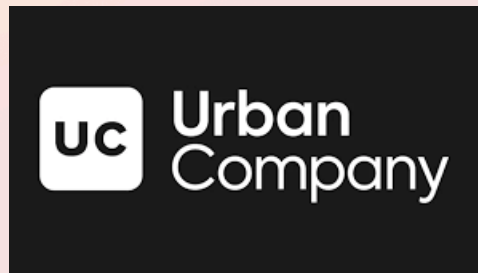# Problem Solving Case (RCA) – Urban Company

Project Brief:

- Imagine you are a Product Manager for Urban Company - is a home services platform in India.
- The App Store rating in India has dropped from 4.7 to 4.1 stars in the last 6 months.
- Find out the possible root cause(s) of the problem.

Assumptions:

- Assuming that this happened only on iPhone devices.
- Focusing on the last 6 months of user feedback, app updates and modifications.
- Majority of UC's user base is from Tier 1 and Tier 2 cities where Iphones are more used.
- The app went through a major update recently.

Analysing the problem ▬

- There is a drop in rating, meaning there is a decrease in positive review or increase in negative review.
- The rating has been decreasing for the past 6 months, suggesting it to be a sustained issue rather than a sudden incident.

- The issue is isolated in IOS, likely because of software updates, or IOS specific design inconsistencies due to the updates.

Ratings & Comments Analysis ▬

We are analysing the comments of the specific version that has been released during this 6 months or just before 6 months.

- Quantitative Analysis-
  - Comparing the number of positive and negative reviews.
  - Analyse the trends in average rating per month for all the 6 months and look for any sudden decline in rating.
- Qualitative Analysis-
  - Looking for recurring complaints or keywords in reviews
    - Performance/Crashes ('app not loading')
    - Payment Issues (failed payments)
    - Service Quality (low priority as the issue is only on IOS)
    - UI/UX (Unpleasant design or user experience in IOS version, new layout/user workflow)
    - Negative Reviews for a category (example-Men's Salon & Massage)
    - New Feature (Newly released feature not working as expected)

External Factors Analysis ▬

- Spike in demand might have caused service delays or unavailability.
- Apple might have released a new IOS version due to which there might be compatibility issues with the app or bugs.
- New App Store Guidelines or compliance regulations that might have disrupted the user flow.

Internal Factors Analysis ▬

- App updates or Feature released and these versions might not be compatible with all versions of IOS.
- Lazy Loading or Frequent Crashes in some versions of IOS.
- IOS version of the UC app might have gone through a major redesign that the users didn't find appealing and led to more confusion.
- Aggressive push notifications from IOS apps might have made the user uncomfortable.
- No offers are being given to users or specific to IOS users.

User Journey Analysis ▬

- Login/Onboarding
    - Login with mobile number- Auto- read OTP from messages might not be working.
- Location, Address and Map Selection
    - Certain locations or locality might be not serviceable
    - Map and address data might be corrupted or wrong.
- Service Listing
    - Some services might be missing in IOS after an update.
    - No Services are available under a specific category (due to a bug or API issue)
    - Re-Ordering/ Repeated services are not showing up for re-booking for IOS versions after the update.
    - Always no slots available for all the services or some services for some IOS versions (API issue)
- Add to cart
    - Any bugs or issues with the add to cart feature where users are unable to add their services.
- Address Selection/Location Selection
    - Saved addresses are missing.
    - Unable to add address or pin location (issue with the map).
- Payment
    - Issue in payments or specific mode of payments are not working.
    - High failures in payments from the bank side or issues with the gateway.
- Service *(low priority since the issue is with Iphone user's only)*
    - Delay in service or professionals are not reaching as per slot
    - Poor Quality / misbehaviour
- Customer Support
    - In-app customer support/feedback system or chat system not working or in IOS thus forcing the users to post their review in the App Store.

Metrics Breakdown ▬

- Product Metrics
    - DAU/MAU – any drop in these metrics for IO?
    - Conversion rates from add to cart to order completion- any difference comparing IOS with android or any decline in conversion rates?
    - Churn Rates among IOS users – any spikes?
- Technical Metrics
    - Crash free sessions percentage in IOS.
    - Loading time- any spike in average Loading time for IOS users?

        ○ Error logs/Crash data for the past 6 months- any similar pattern?
- Customer Support Tickets
    - Any increase in the number of tickets raised by IOS users.
    - Increase in the surge with respect to any specific version release.
- Other Metrics
    - Service completion percentage, Cancellation rates and service rebooking rates

Conclusion ▬

Potential root causes for rating drop in IOS App Store based on the analysis-

- IOS Version Compatibility Issue
    - The app may experience performance or crashing issues on newer versions of IOS leading to negative reviews.
- New feature or UI update
    - Addition of new feature updates for IOS may have caused bugs or crashed in the app.
    - Major UI redesign in IOS version may have caused confusion and frustration among users leading to negative reviews.
- Checkout/Payment Issue
    - Frequent Payment failures- causing repeated transactions or incomplete booking resulting in low star review.
- Push notification in IOS
    - Aggressive push notification or pop-ups, irritating IOS users who are concerned about privacy.
- Customer Support Issues
    - Support chat or call not working for IOS or not getting any resolution, forcing the users to put reviews or issues in the App Store.
    - In-app service feedback system not working also forcing users to navigate to App Store for posting feedback.