



## SOLUTIONIZING

# Weighing pros & cons of product decisions



I'm a Product Manager for a 2-way automobile classifieds. We are launching a new car inspection service that will allow any user to request for a detailed inspection report on a car for a price.

The management is debating which party - buyer or seller - to monetize for this service.

Give arguments for & against each option.



Monetizing the buyer for this service would have the following arguments in favor:

- Buyers are more likely to have the financial resources to pay for the inspection service, as they are typically the ones with the funds to purchase a car.
- By charging buyers for the inspection service, you may be able to create a sense of urgency and increase the likelihood that they will make a purchase decision, as they will have more information about the car they are considering.

Arguments against monetizing buyers for this service would include:

- Buyers may be less likely to use the service if they have to pay for it, as they may not want to spend the extra money if they are unsure about purchasing the car.
- Some buyers may be hesitant to pay for the inspection service if they are unsure about the credibility of the inspection process or the qualifications of the inspector.

Monetizing the seller for this service would have the following arguments in favor:

- Sellers are more likely to have a vested interest in the outcome of the inspection, as they are the ones with the car to sell.