



DISCOVERY

Generating Opportunity Trees

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Act as a product manager for a car rental marketplace that helps users find cheap cars to rent for short-term periods. Assume that the desired outcome you're working for is to increase purchase of upgrades like free fuel, extra mileage, baby seats, mobile phone holders etc. at the time of checkout.

Craft an opportunity tree based on Teresa Torres' book, Continuous Discovery Habits, against this desired outcome.



Opportunity Tree:

- Root: Increase purchase of upgrades at checkout
 - Branch 1: Improve visibility and accessibility of upgrade options at checkout
 - Leaf 1: Add clear calls-to-action for upgrades on the checkout page
 - Leaf 2: Offer personalized upgrade suggestions based on user browsing history and search preferences
 - Leaf 3: Allow users to add upgrades before finalizing their rental booking
 - Branch 2: Increase perceived value of upgrades
 - Leaf 1: Highlight the benefits of each upgrade (e.g. free fuel saves money, extra mileage allows for more flexibility)
 - Leaf 2: Offer discounted packages of multiple upgrades
 - Leaf 3: Create a loyalty program that rewards users for purchasing upgrades
 - Branch 3: Reduce friction in the upgrade purchase process
 - Leaf 1: Streamline the checkout process to minimize clicks and steps required to purchase upgrades
 - Leaf 2: Offer multiple payment options for upgrades
 - Leaf 3: Send follow-up emails or notifications reminding users of the benefits of upgrades they did not purchase at checkout.