

## Explore- Phase 2

### Objective

To revamp the Explore screen for better personalization, modular content delivery, and contextual VAS engagement to drive higher service adoption and streamline user journeys.

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### Key Modules & Functional Logic

#### 1. Intake Selector

- **Display Logic:** Show nearest upcoming intake based on user's selected country and current month.
- **Country-intake mapping:**

Country	Possible Intakes
UK	January, May, September
USA	January, May, September
Australia	February, July, November
ROW	February, June, October

- **Interaction:**
  - Tapping the month label or dropdown opens a Pop-up with months and year.
  - The month next from the current month of the current year will be minimum allowed to select for the user. (If current month is May, then the minimum the user can select is June )
  - In year the current year and next 2 years will be shown. (if current year 2025 then 2025, 2026, 2027 will be shown)
  - On clicking Set the selected month and year will be selected as intake and the complete screen will be changed as per as the logics applied of intake.
  - On clicking cancel the previous selected intake would persist and won't change anything.

#### 3. Banner

- Functions like existing banner setup.
- If no banner is live, collapse the section completely (no white space).

#### 4. Handpicked for You

- **Default View:**

- Center-aligned heading
- Top 4 services based on intake & current month and country selected
- This will be in auto carousel and if user interacts it will stop for a while (5s and will start again)

- **Service Logic Table:**

- [Explore revamp VAS details.xlsx](#)

#### 5. Most Popular in 24 Hours

- Fixed services:
  - Airport Pickup
  - International Money Transfer
  - Flight Tickets
- View Count Display:


##### 1. Initial View Count Generation

This happens **once per device**, stored in cache.

##### Rules for generating numbers:

- All 3 numbers should be between **2500 and 5000**
- Each number should differ from the others by **at least 100**
- The difference between the **lowest and highest** number must be **less than 1000**

##### Example:

- 2667, 2788, 3227 → 
  - Minimum gap = 121
  - Total spread = 560

These numbers are then **randomly assigned** to the 3 services and stored **locally in cache** (not on the server).

If the user:

- Reinstalls the app, or
- Clears app cache
  - Then the numbers are regenerated.

##### Simplified Logic

Aspect	Logic / Rule
Aspect	Rule / Logic
<b>Initial Generation</b>	Random value between <b>2500–4000</b> per service, with <b>min 100 gap</b> between any two (only at init)
<b>Value Cap</b>	<b>No upper cap</b> – values grow indefinitely
<b>Update Frequency</b>	Every <b>2–3 minutes</b> , <b>staggered independently</b> per service
<b>Update Increment</b>	Random value between <b>+2 to +5</b> per update
<b>Growth Variation</b>	Random increase from 2-5

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## 2. How the Numbers Behave on Explore Screen

Once the user lands on the **Explore screen**, the following happens:

- The 3 numbers (fetched from cache) are shown for each service.
- **Every 5 seconds**, each of the three numbers will:
  - Increase by a random value between **1 and 20**
  - This increment happens to **all 3 services at the same time**

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## 3. Reordering Logic

After every increment:

- Check if the order of view counts has changed.
- If any service's new number becomes greater than another that was earlier above it:
  - The UI will **animate** that service card moving first (as shown in the design)

This creates a dynamic “leaderboard” effect, making the Explore screen feel live and competitive.

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## 4. Technical Implementation Notes

- Numbers are stored only **once per device** (in local cache)
- They will **not reset daily** unless cache is cleared
- View increments start **immediately** after user lands on Explore
- All 3 services update together in sync every **5 seconds**
- Animation only happens **when a reordering is triggered**
- If the order remains unchanged, the numbers quietly update with no animation

#### 6. Service Categorization

- Tabs: Finance, Travel, Settle-in
- Toggle logic: Horizontal switch between categories
- If in any of the category, no VAS service is available then the category won't be visible to the user.

Finance	Travel	Settle-in
Student Financing	Student Flight Tickets	International SIM
International Money Transfer	Visa	Room Essentials
Forex	Travel Insurance	Luggage Storage
Guarantor	Airport Pickup	Hungry Hub
Health Insurance	Test Preparation	Job search
Student E-Money App		Student Internship

#### 7. UL Infinity

- Show all 3 bundles in a horizontal scroll
- On card click → redirect to respective UL Infinity Bundle page
- All assets/content from backend (configurable)
- Document link for further process: [📄 UL Infinity - Logic and Rules](#)

#### 8. Talk to Expert

- CTA opens bottom sheet with:
  - WhatsApp option
  - Call/Text option
- Content is backend-controlled

## Call & WhatsApp CTA

- **Case 1:** User exists in VAS module
  - Redirect to assigned agent (call or WhatsApp)
  - WhatsApp message: "hey" (custom Gupshup string)
- **Case 2 (Default):** User not in VAS module
  - Redirect to default VAS team number and WhatsApp string
    - ADD THE NUMBER DEFAULT

## 9. Partners list

- All the partner's list will go in three lines and all of them will be moving as shown in design i.e. the upper line will go to left and the next line will go right and then the third line will again to the left.
- In each line there will be minimum of 5 partners logo and then the further more will added as per as the following logic:
  - after 15 partners the new partner will be added in the first, then the second and then the third line respectively.
  - i.e. the 16th partner will be added in the first line and the 17th partner will be added in the second line and 18th partner will be added in the third line.
- The logos will be updated with the backend logic as follows:
  - The list of all the partners will be fetched form the services and will be updated with them.
  - When any of the partner is added in any service then then the partner's logo will be updated in the footer as well.
  - If at any point of time any partner is discarded, then the logo will also be removed from here when removed from the service.

**Design Link:** [Explore Page/VAS: Re-imagined](#)

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## Backend-Controlled Components

- Banners
  - UL Infinity content/cards
  - Services shown in "Most Popular in 24hr"
  - Talk to Expert CTA content
  - Services shown in each category
  - List of all the partners
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## Tracking &amp; Analytics

User Event	Current Event	Update event	Attributes
Clicked on <city, country>	mainsearchitemclicked	mainsearchitemclicked	<b>Key:</b> screen <b>Value:</b> Explore, home_search etc.
Clicked on intake	No event	intake_change_clicked	<b>Key:</b> screen <b>Value:</b> screen name <b>Key:</b> intake_month_year <b>Value:</b> intake that is existing <b>Key:</b> Country <b>Value:</b> Country selected by the user
User changed the intake	No event	intake_changed	<b>Key:</b> previous_intake <b>Value:</b> {the previous intake} <b>Key:</b> current_intake <b>Value:</b> {the_new_intake_selected}

			<b>Key:</b> Country <b>Value:</b> Country selected by the user
User clicked on Ask an expert	<b>No event</b>	ask_an_expert_clicked	<b>Key:</b> screen <b>Value:</b> {screen from which the user clicked on ask and expert}  <b>Key:</b> position <b>Value:</b> {header (if from the header), footer(if clicked on the footer CTA)}
User clicked on any of the VAS	<b>VAS_&lt;vas screen&gt;_clicked</b>	VAS_{vas_name}_clicked	<b>Key:</b> screen <b>Value:</b> {explore, thank you vas etc.}  <b>Key:</b> explore_section <b>Value:</b> {handpicked_for_you,most_popular_in_24_

			<code>hour,</code> <code>explore_all_s</code> <code>ervices}</code>  <b>Key:</b> <code>filter</code> <b>Value:</b> <code>{finance,</code> <code>travel,</code> <code>settle-in}</code>
User selected any UL inifnity bundle and clicked on any of the infinity plan	<b>No event</b>	<code>UL_infinity_cl</code> <code>icked</code>	<b>Key:</b> <code>plan</code> <b>Value:</b> <code>{Lite, plus,</code> <code>elite}</code>  <b>Key:</b> <code>{screen}</code> <b>Value:</b> <code>{screen</code> <code>from which UL</code> <code>inifnity is</code> <code>clicked}</code>