

## Milestones 5 and 6: Positioning with a Marketing Message, Designing and Running Your Landing Page Tests, User Stories:

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User Stories:

Comfort

As a commuter, I should be able to search for an available ride with ease so that I can plan my day as per my needs

As a daily commuter, I want to experience the comfort of a car, so that I don't feel exhausted after reaching work/home

As a daily commuter, I want to ride in a safer means of transport, so that I don't have to worry about my well-being or feel insecure

As a passenger, I should be able to provide feedback or contact someone so that I feel heard

As a passenger, I want to have insights/information of my driver before I schedule, so that I feel safe while traveling with them

Schedule

As a daily commuter, I want to have previsibility on what time my transportation arrives/leaves and get to the place so that I get on the right time

As a passenger, I want to schedule a ride at my desired time, so that I arrive/depart on-time

As a passenger, I should be have an option to cancel the ride so that I don't feel obligated to take the ride once booked

Time Saving:

As a passenger, I should be able to have real-time tracking of the ride so that it eliminates confusion/ inconvenience

Payments:

As a ride sharer, I want to be able to make payments with ease so that there are no dues pending on anyone

Communication:

As a user, I want to have an option of communicating with the drives/co-passenger to perform tasks like finalizing the scheulde, so that I can be aware of my schdeule and any changes

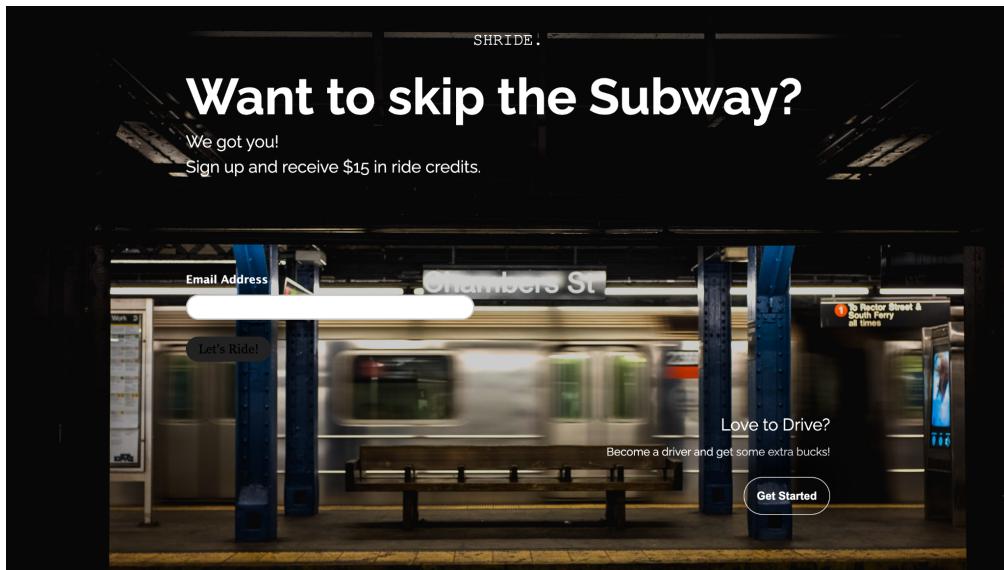
## Driver Focused:

As a Co-passenger, I should be able to specify if I want to be a driver or a passenger so that there is no confusion later on

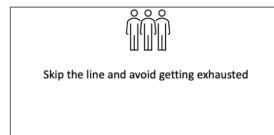
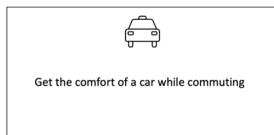
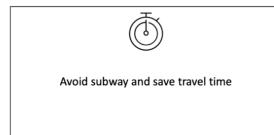
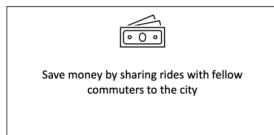
As a Driver I want to be able to accept or reject ride requests so that I have the ability to make choices.

As a Driver, I want to have a list of requests to choose from, so that I can select the one which meets my needs/trip

## Landing Pages:



Comfort of a car at the cost of subway!





1. What problem does the landing page address (this will likely be the same problem you have identified in weeks 2-4, but you might have been forced to switch to a different one)?

It addresses the problem of not having a faster and cheaper mode of transport/commute

2. How many visitors saw your landing page?  
290

3. How many visitors took your desired action (clicked on your Call-to-Action button, entered their email address, etc)?

14

4. What was the conversion rate?  
4.8%

5. What was the average Customer Acquisition Cost or CAC from that landing page?

\$10 Spent.

$\$10 / 14 = \$0.71$

6. What is your expected LTV from customers in your target audience?

An estimate of 2% fee would be charged each ride.

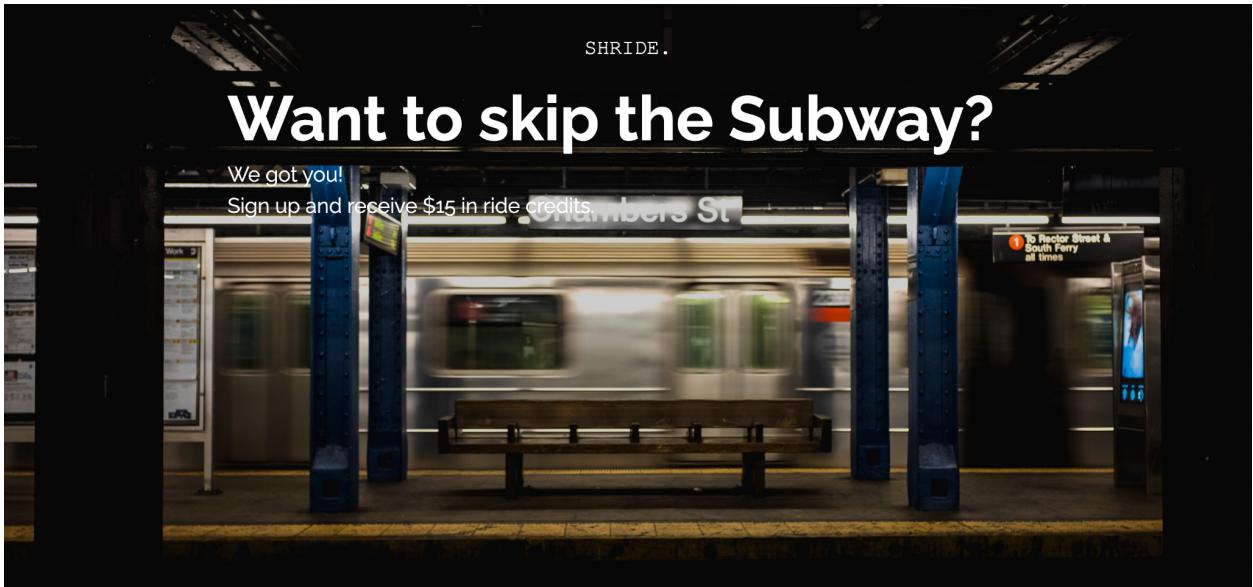
An avg. of \$10 would be spent on each ride = \$0.2 per ride

For an avg of 7 rides per week, earnings each month = \$5.6

If the customer uses the app for 18 months = \$100.8 = LTV

7. LTV - CAC = \$100.09

## Landing Page 2



Email Address

Let's Ride!



Love to Drive?

Become a driver and get some extra bucks!

Get Started

Comfort of a car at the cost of subway!



Save money by sharing rides with fellow  
commuters to the city



Avoid subway and save travel time



Get the comfort of a car while commuting



Skip the line and avoid getting exhausted

1. How many visitors saw your landing page?  
140
  2. How many visitors took your desired action (clicked on your Call-to-Action button, entered their email address, etc)?  
3
  3. What was the conversion rate?  
2.14%
  4. What was the average Customer Acquisition Cost or CAC from that landing page?  
\$10 Spent.  
 $\$10/3 = \$3.33$
  7. What is your expected LTV from customers in your target audience?  
An estimate of 2% fee would be charged each ride.  
An avg. of \$10 would be spent on each ride = \$0.2 per ride  
For an avg of 7 rides per week, earnings each month = \$5.6  
If the customer uses the app for 18 months = \$100.8 = LTV
7. LTV - CAC = \$96.76

#### RESULTS:

Landing page 1 is the most effective one.

Having the CTA options on the first page itself helps to gain more customers, as they might not scroll down for the next page to subscribe.