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Customer Portal: Optimisation Sprint

Sprint Goals

Business Value

Increase the amount of users being logged in and/or using saved properties (through CRO).
(To increase logins requires increasing signups.)

Increase the number of users converting to sale from the current 11.3% to 12.5% (i.e. a 10% increase) through developing & split testing 5 features.

Customer Value

Develop & test functionality for collaborative group decisioning on saved properties.

Backlog of Feature Ideas

Feature	Reason	Value	Size	Metric
Quick link to saved properties (top/all pages)	Qualitative research shows this is a customer pain if hidden. Users are also more than twice as likely to convert if they use saved properties.	Biz & Customer	M	LP - SP
Voucher code link above fold	Qualitative research shows customers are looking for this. It is also an opportunity for increasing signups, i.e. "signup to receive offers" then after verification redirect to property search.	Biz & Customer	M	LP - Signup
Show user's name + avatar when logged in.	Data shows users are more likely to convert if they are logged in (23% compared to 15%). So they need to know they are logged in through seeing their username + avatar. ..	Biz & Customer	M	LP - Login
Map; all saved properties together (1 map).	Qualitative research shows customers would like to explore the locality, and therefore to decide the closest of saved properties to nearby attractions.	Biz & Customer	M/L	Logged in SP - Purchase
Ranking of properties	Allows collaborative decisions. Lead user will rank properties and send to others.	Customer	M/L	Logged in SP – Purchase
User Comment section for each saved property	Allows collaborative group decisions	Biz & Customer	M	Logged in SP - Purchase

Feature Ideas hypotheses

Quick link to saved properties (top/all pages)

Inserting a top visible quick link to the saved properties page should allow users to resume their decisioning.

Map; all saved properties together (1 map).

Inserting a map to allow users to decide the closest of saved properties to nearby attractions will speed up deciding what property to rent leading to smoother UX & more sales.

Show username if logged in

Personalising experience (if logged in) using name + avatar will allow users to see they're logged in and lead to better engagement i.e. metrics (LP-SP & SP-Purchase)

Voucher code link above fold

A voucher code link/ CTA button above fold "signup to receive offers/discount codes" will lead to increased signups leading to more logged in users

Ranking of properties

Giving users an option to rank properties (1-5) will lead to more easily deciding what property to rent leading to smoother UX & more sales.

User Comments under each saved property

User Comments box will act to speed up decisioning leading to more sales.
Lead user will comment on properties and send to others.

Sprint plan overview

Research: Where do users click most? (scrollmaps, heatmaps).
User flows (through to sale), blockers (do they correlate with qualitative research?).

Prioritisation of items: using Size, Metrics, & Impact as criteria.

Design: Mock-ups of each backlog item are required.

Develop: To *insert* UI components (rather than modify) probably requires developing before testing (depending on A/B testing tool capability).

Test: Setup & Run 50:50 tests, 1 test/pg. Use online AB Testing calculator to decide test run length.

Evaluation: In Sprint Review using BDD Criteria and Definition of Done. Did test results prove their hypotheses? Are features used?

User Stories & BDD

Link to saved properties	Map; all saved properties together	Voucher code link	Logged in user's name + avatar	User Comments under saved properties
As a logged in user I need to quickly find the saved properties page so I can share & decide	As a logged in user I need to view all saved properties together on a map so I can see those nearest to attractions	As an unlogged in user I need to quickly find voucher codes to save money.	As a (un)logged in user I need to know if I'm logged in so I can use logged in functionality.	As a logged in user on saved properties page I need to insert comments under each so I can share & decide as a group
Given user is on any page **and** is logged in, **When** clicking on link, user is taken to the saved properties page	**Given** user is on SP page, **and** logged in **when** map is clicked user can view all saved properties on a map & nearest attractions.	**Given** user isn't logged in **and** on homepage, **when** clicking on CTA "signup to receive vouchers" redirect to signup	**Given** user is on any page **and** is logged in, **When** looking at top, user can see their name + avatar.	**Given** user is on SP page, **and** logged in **when** clicking in box under each, user can insert comments

User Story Mapping

Link to saved properties	Map; all saved properties together	Voucher code link	Logged in user's name + avatar	User Comments under saved properties
Design mock-up	Design mock-up	Design mock-up	Design mock-up	Design mock-up
Develop UI	Develop UI	Develop UI	Develop UI	Develop UI
Insert URL	Code APIs	URL to signup	Backend code	Save to /retrieve from Database
AB Test	AB Test	AB Test	AB Test	AB Test