AVITO.MA

Bootcamp Review

End user point of view gathered data

Soumia Youbi

Roadmap

- Comparing ad-insert across various mobile apps
- Inquiring randomly picked users of Avito
- Suggestions to make the App better

1.

Comparing ad-insert across various mobile apps

Ad-insert comparison

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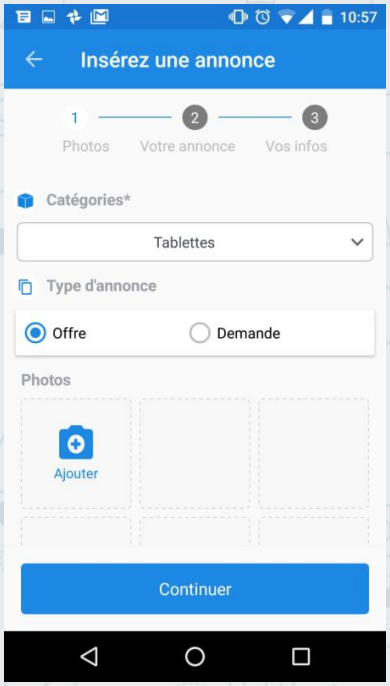
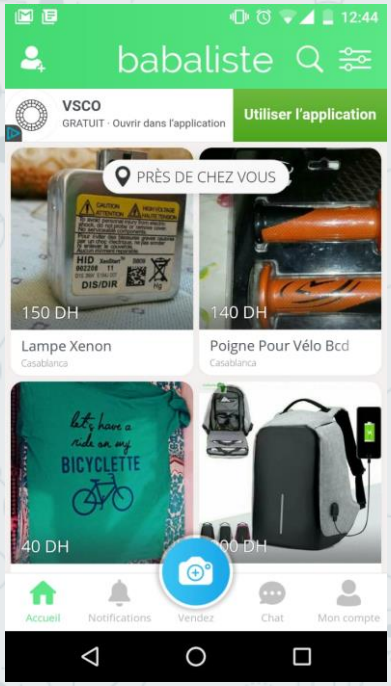


3 Steps

babaliste



2 Steps

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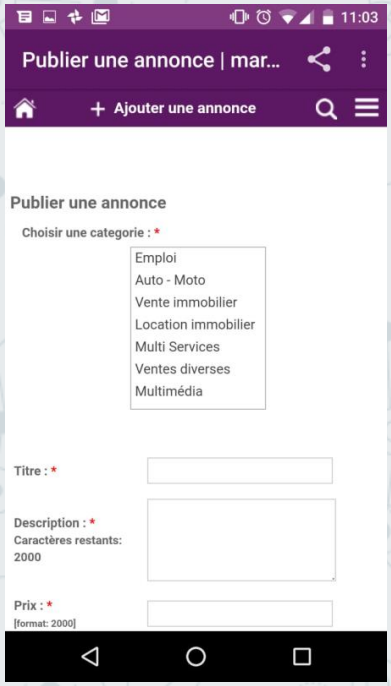

3 Steps

Ad-insert comparison

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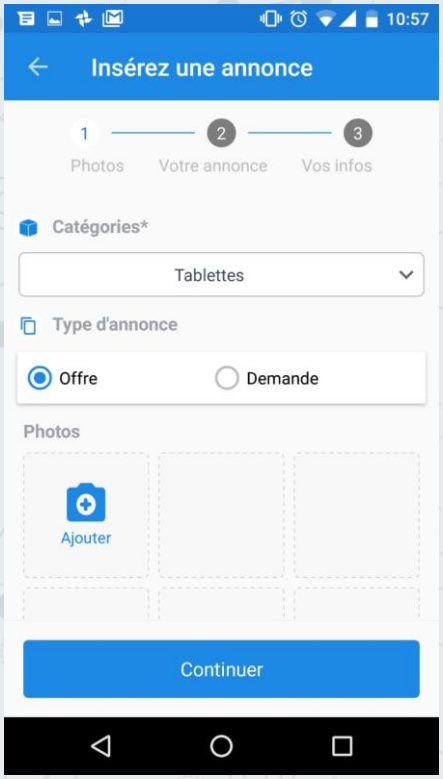
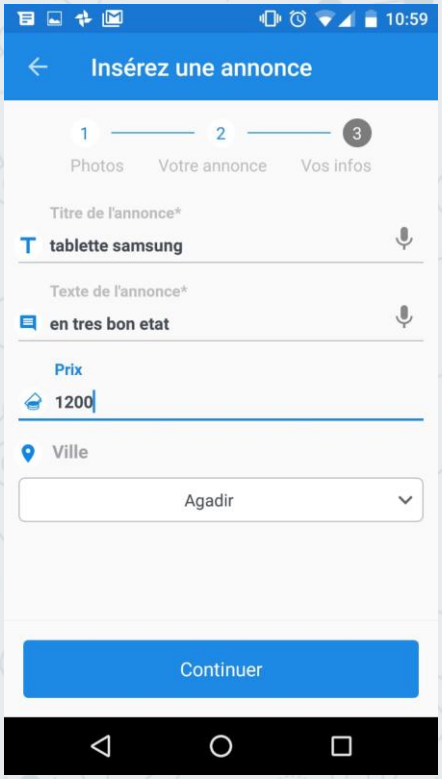
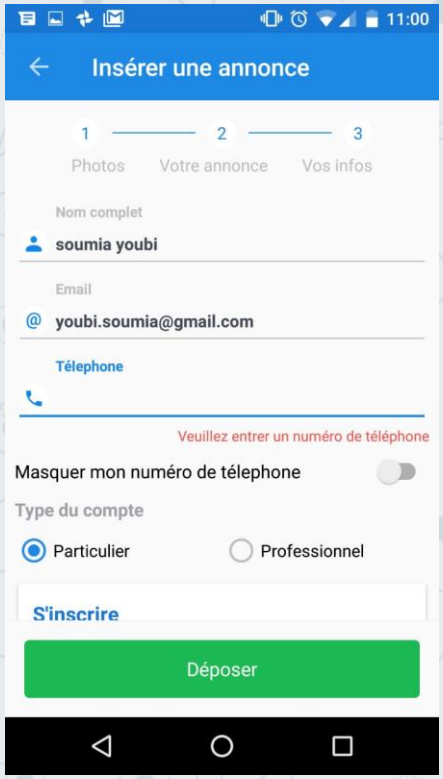


Creating an ad



Ad Info

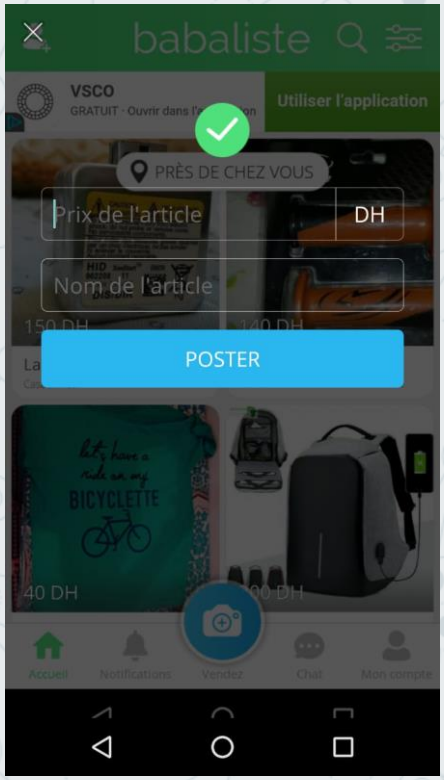


Personal Info and subscription

Ad-insert comparison

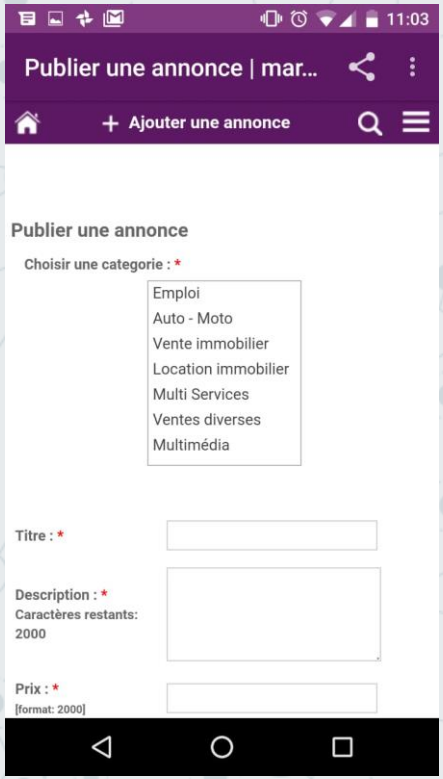
babaliste

Add photo



Ad Info

Ad-insert comparison



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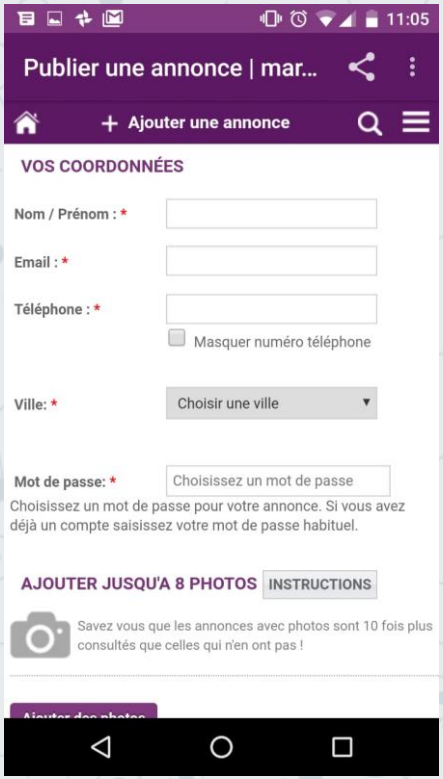
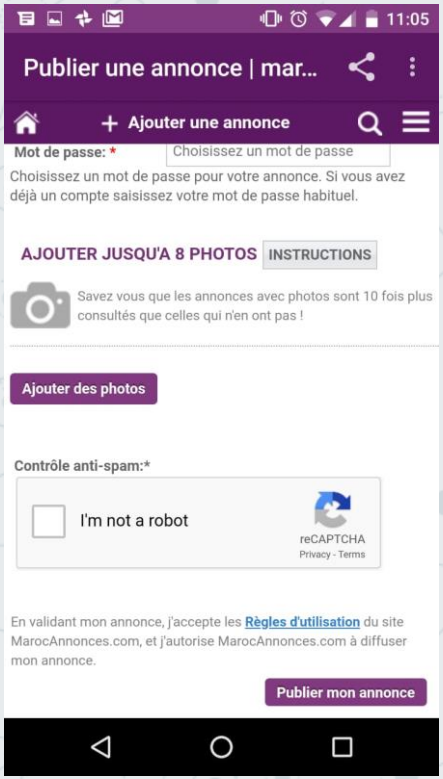


Personal Info



Add photo

Ad-insert comparision

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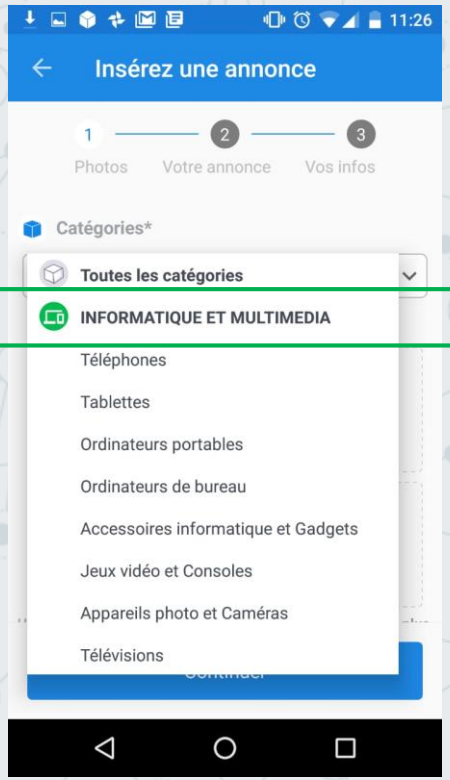

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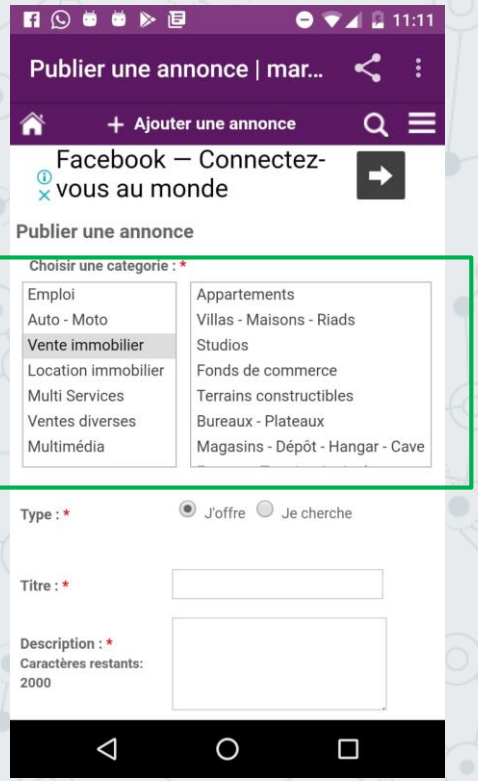


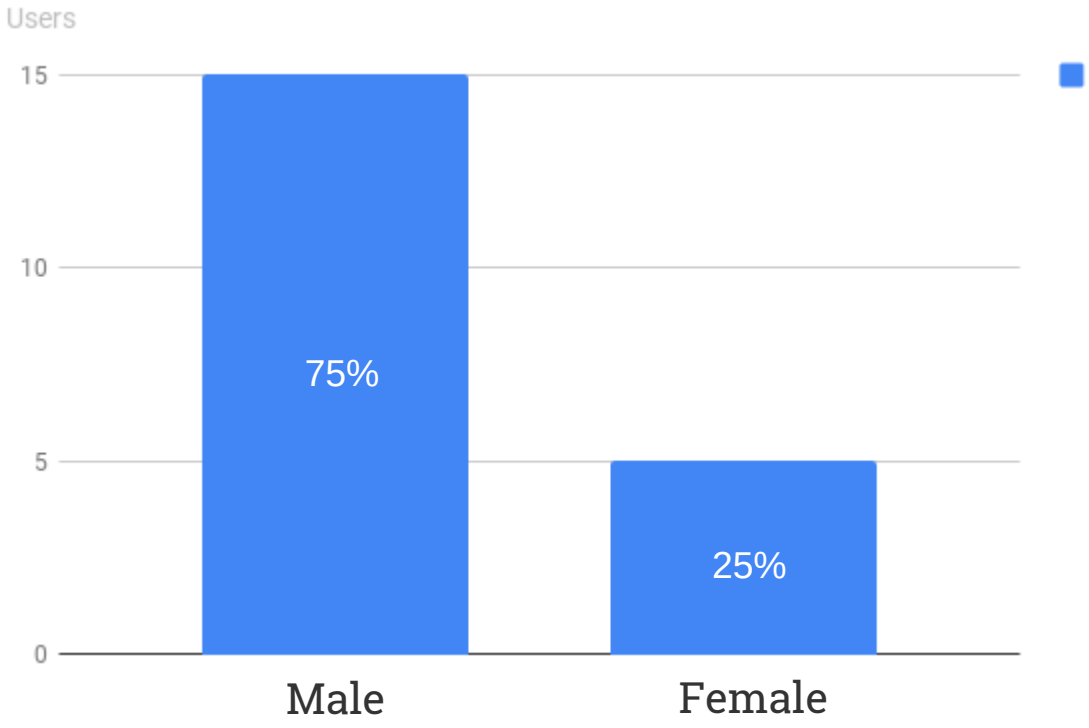
Ad-insert comparison

	AVITO.MA	babaliste	Maroc Annonces .com
Steps	**3**	**2**	**3**
Login required	**No**	**Yes**	**No**
Details level	**Very high**	**Low**	**High**

2.

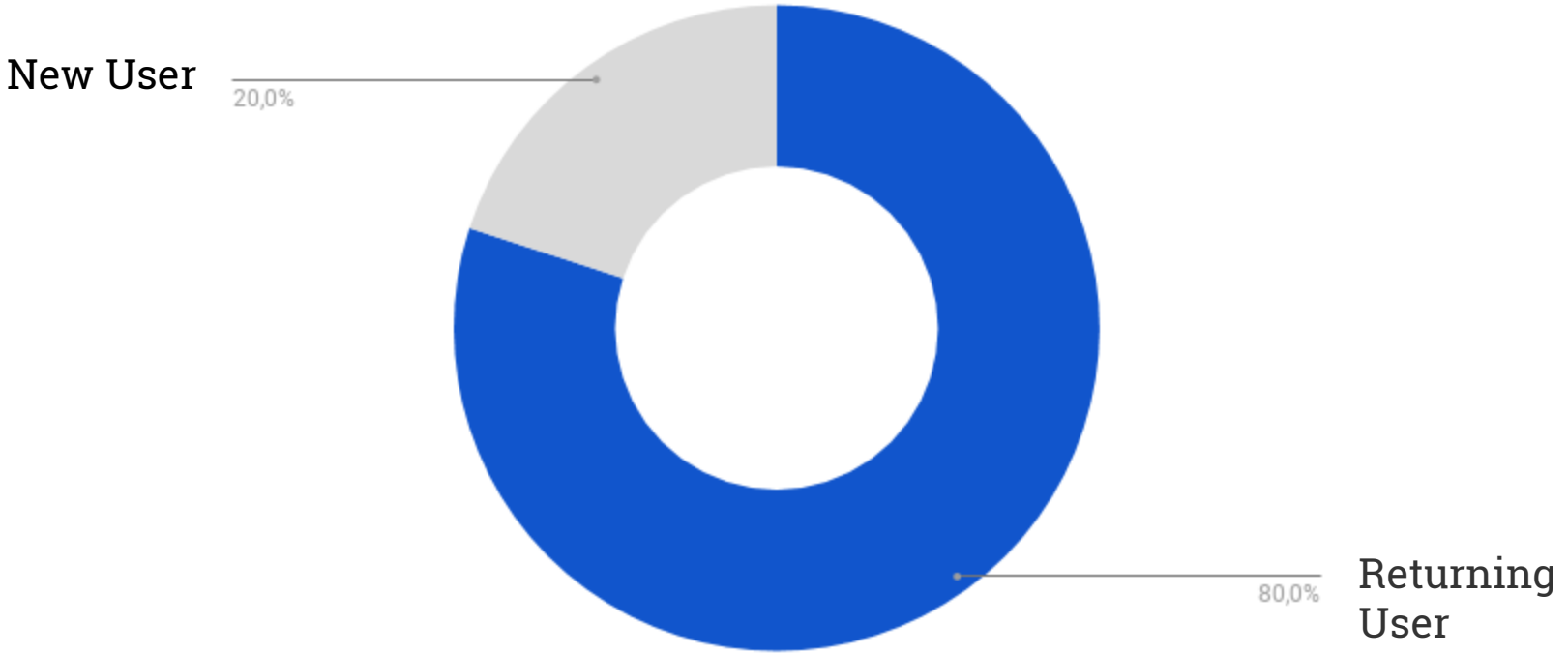
Inquiring randomly picked users of Avito

Random Calls



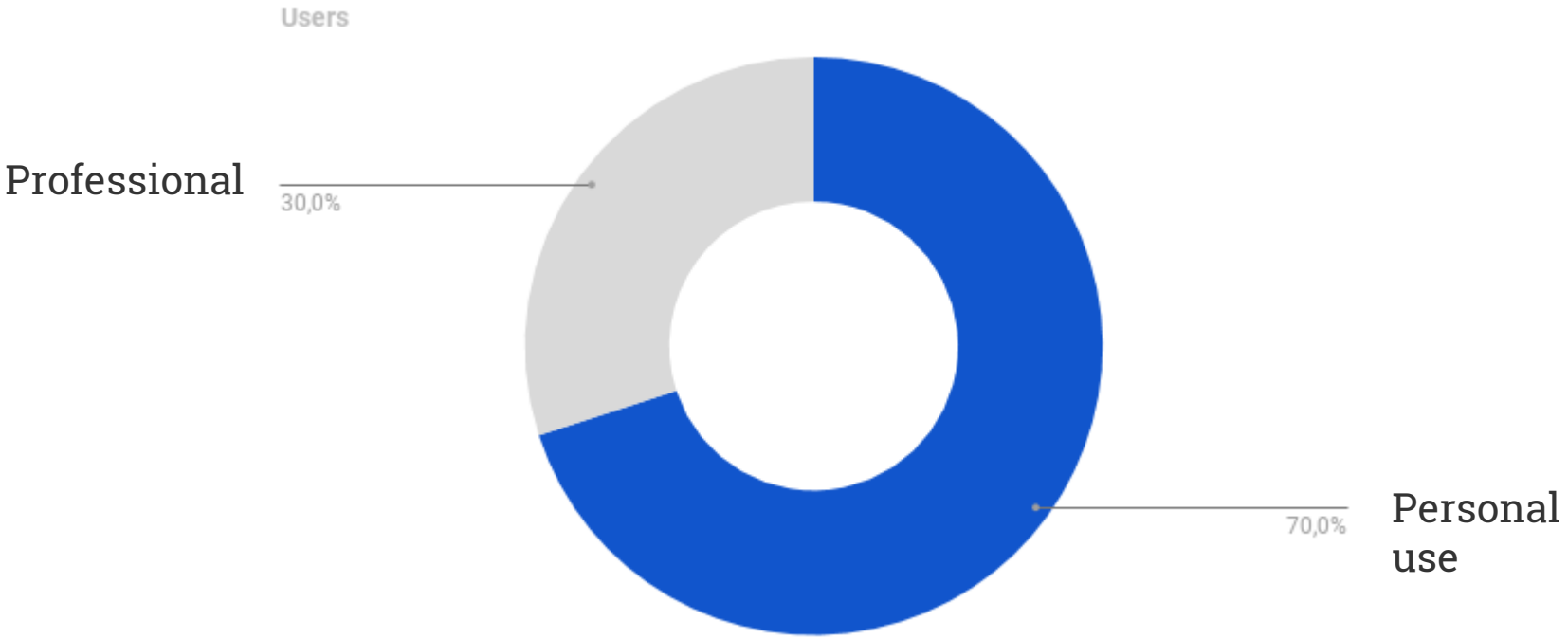
Users of Avito

Random Calls



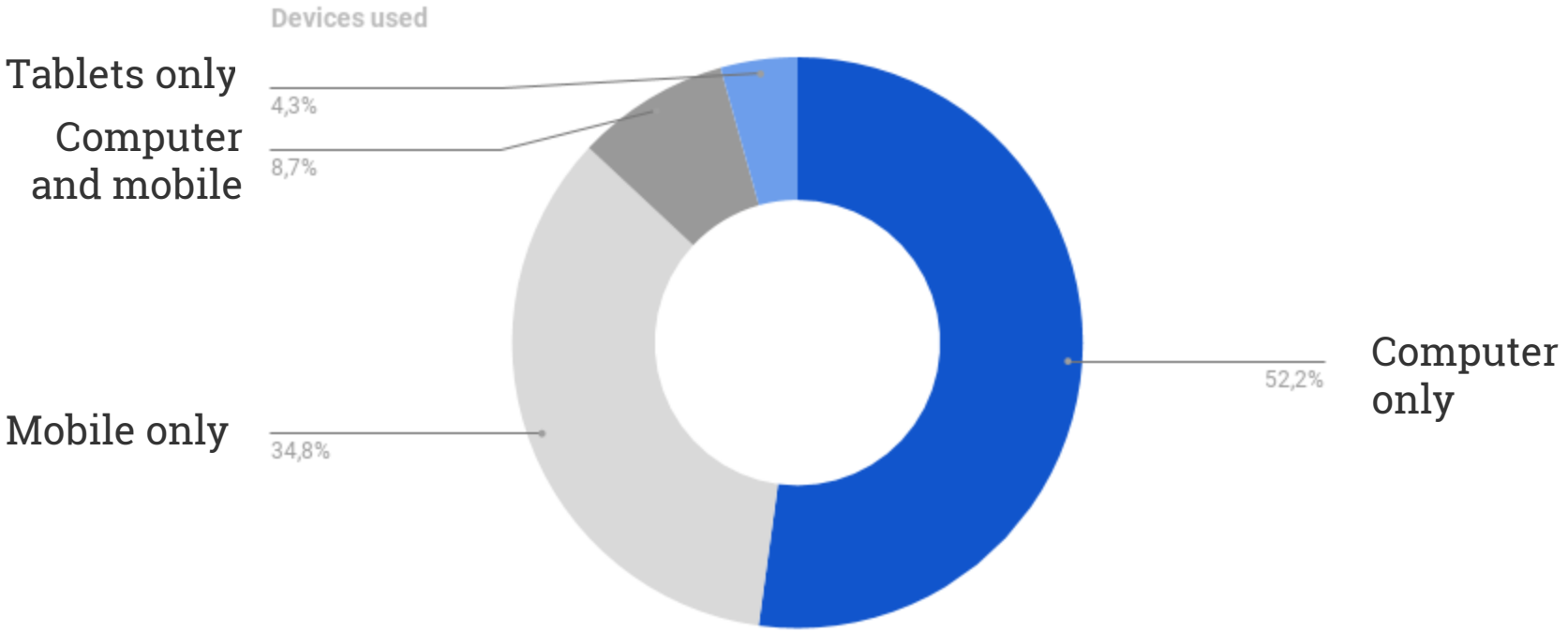
Users of Avito

Random Calls



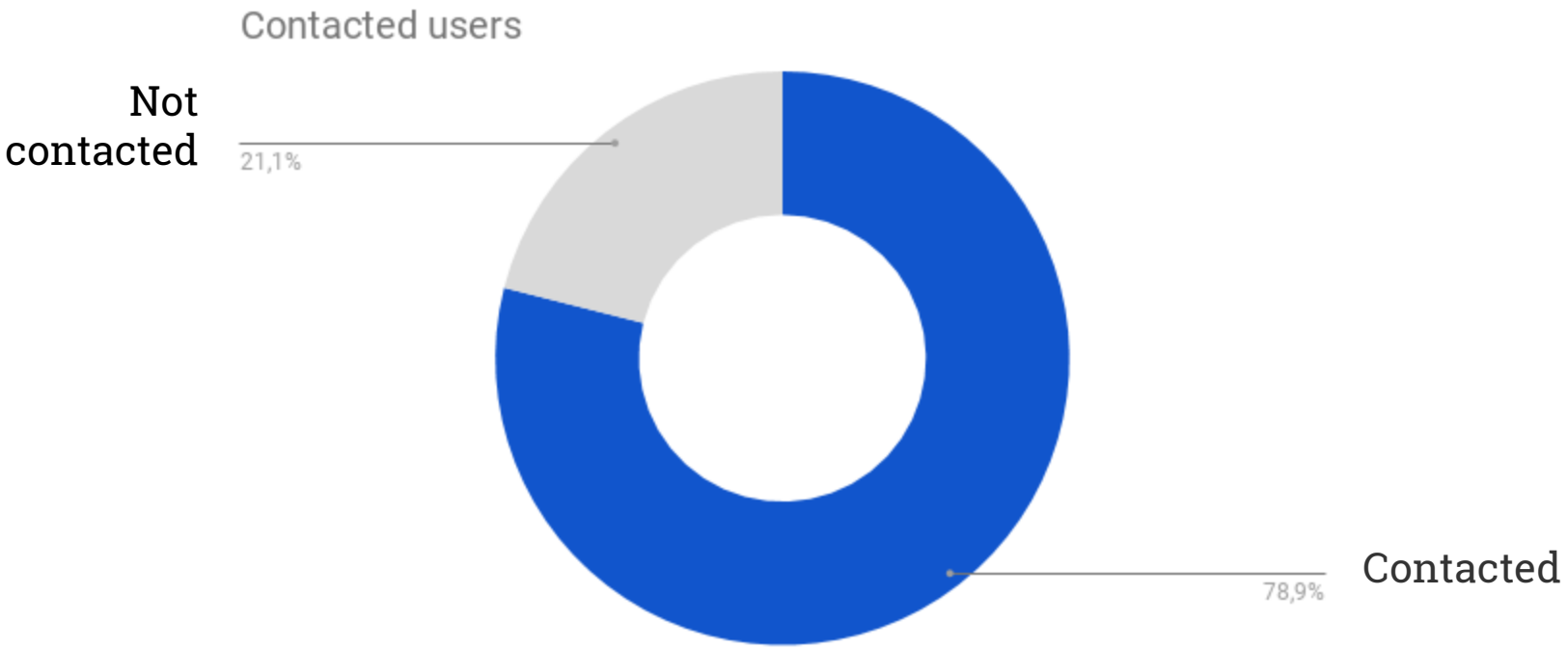
Users of Avito

Random Calls



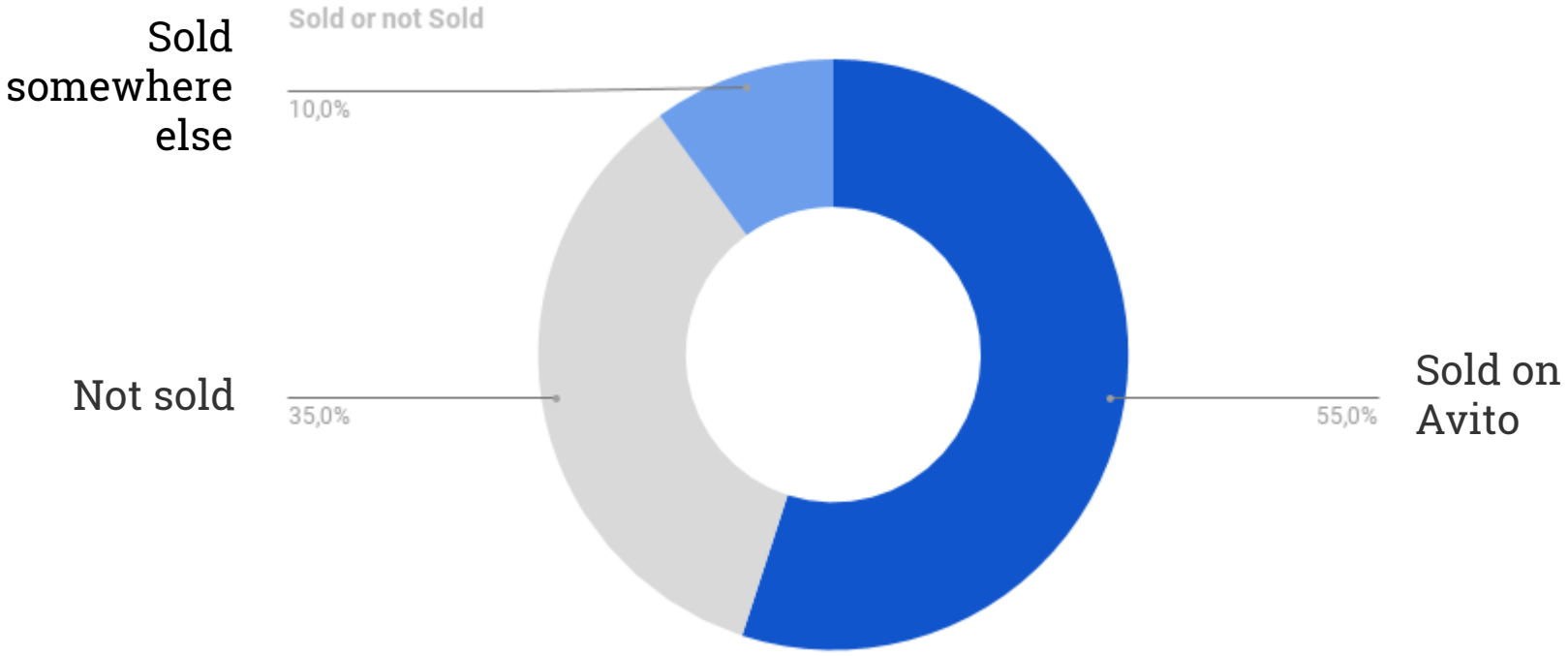
Users of Avito

Random Calls



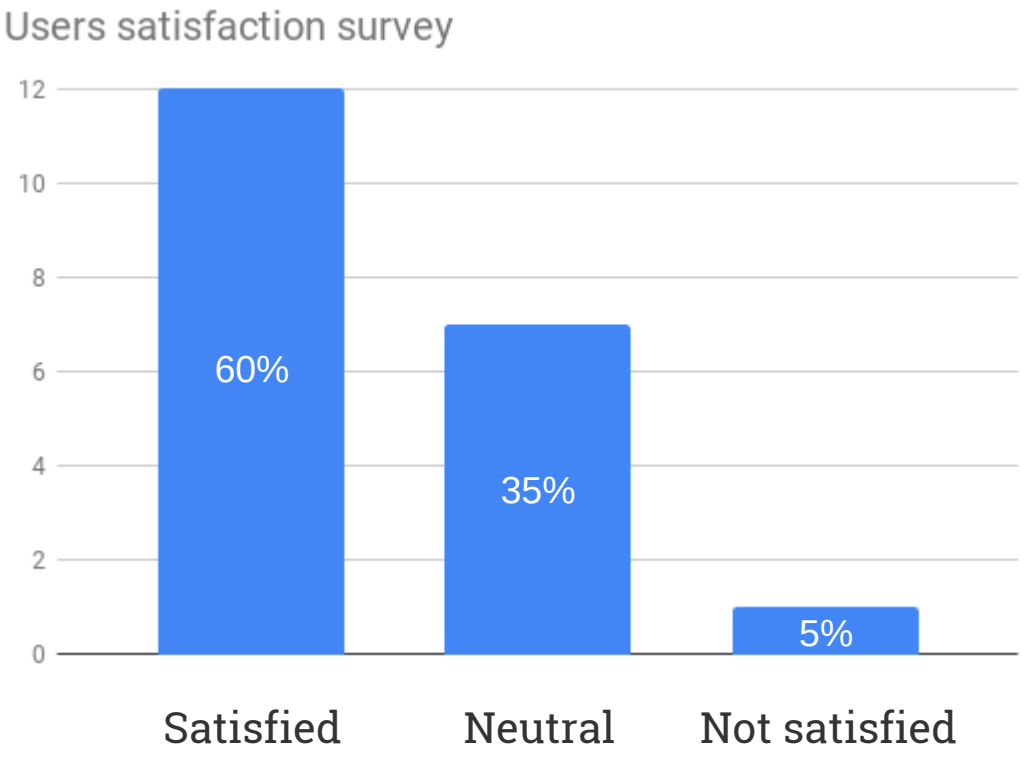
Users of Avito

Random Calls



Users of Avito

Random Calls



Users of Avito

3.

Suggestions to make the App better

Faster ad-Insert process

Ad Info

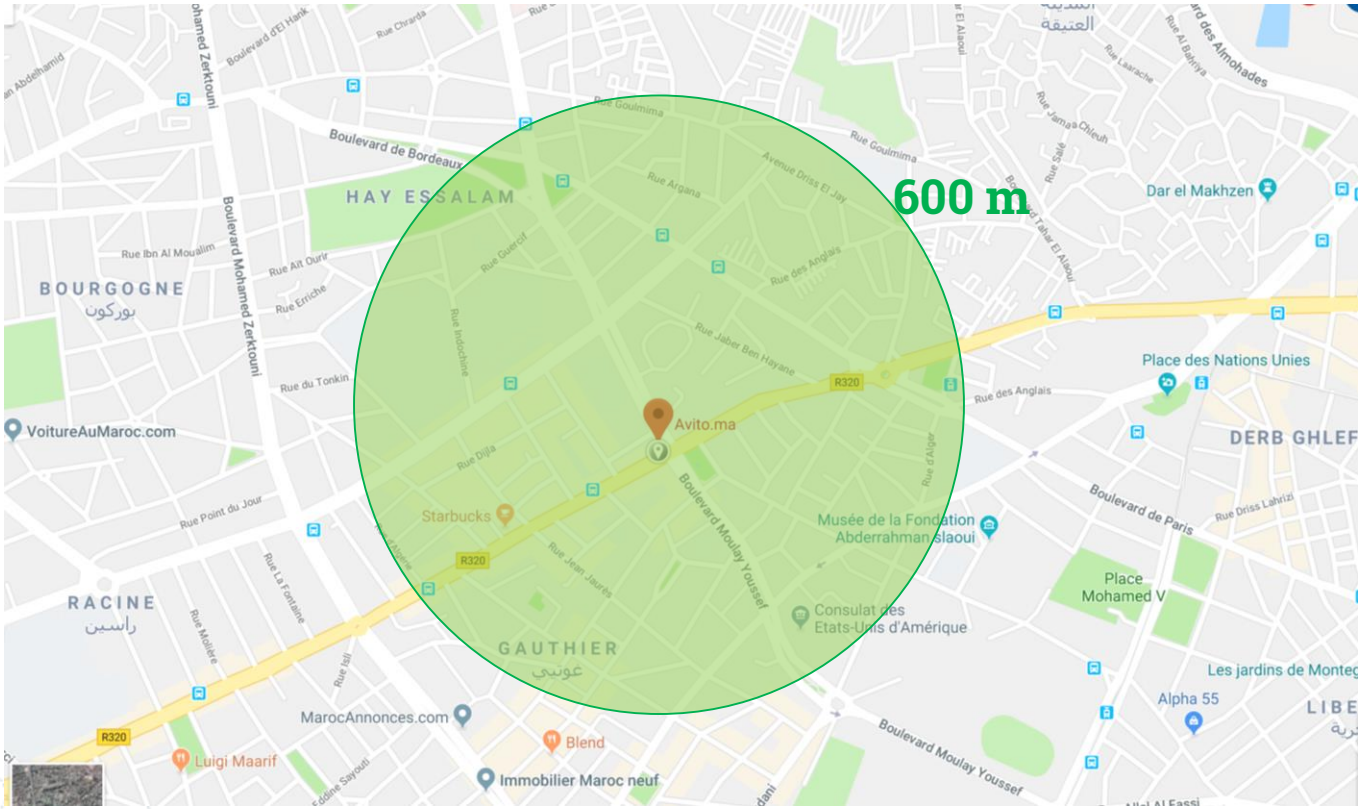
Quick Ad-Insert (Pictures, Title, Price)
Detailed Ad-Insert (Optional)

Personal Info

In case the user **is not logged in**

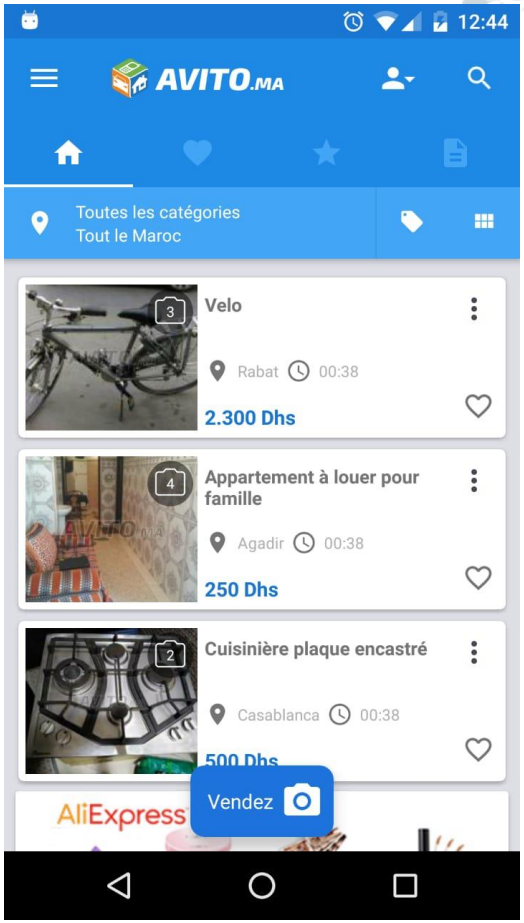
Suggestions to make the App better

- Search near my localisation



Suggestions to make the App better

- Separating professional users from particular ones



Suggestions to make the App better

- Add direct chat option to contact the seller through the App
- Proposing delivery services that are provided by the professionals

Thanks ! ☺