

## Growth Hacking Assignment

### Problem Statement

Snapdeal would like to increase the number of recharges done through the Mobile recharge option in the menu. As the product manager, you think that users are not able to relate Snapdeal with mobile recharge and end up using other apps for this service. Ideally, you would want to build an ecosystem where Snapdeal users use other services on this platform; for instance, recharge or booking an Uber.

| Question | What would be your business goal?   |
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| Response | Increase Snapdeal's revenue via its relatively new diversifications such as mobile recharge services.   |
| Question | List the metrics which would you track?   |
| Response | <p>Looking at growth hacking funnel-</p> <ul style="list-style-type: none"> <li>• First we need to increase awareness to bring more people to the website to recharge mobile.</li> <li>• Next we need to see if the mobile recharge is easily reachable by user from Snapdeal's home page. This comes under Internal Search Result phase of growth hacking funnel.</li> <li>• Landing pages of mobile recharge is now navigated by users and as soon as they select a recharge amount, they are taken forward to the payment pages.</li> </ul> <p>Metrics to track:</p> <ol style="list-style-type: none"> <li>1. Number of weekly mobile recharges</li> <li>2. Number of clicks/landings on mobile recharge of Snapdeal</li> <li>3. Macro conversion rate = % of unique visitors who made purchase</li> <li>4. Micro conversion rate = % of unique visitors progressing from one step to next</li> <li>5. Lead generation conversion rate after doing A/B Testing</li> <li>6. Bounce Rate</li> <li>7. Conversion = Number of activated users/Total number of visitors</li> <li>8. Retention: D7,D8..D30,D40,D50 and so on as users will most likely not recharge a number everyday.</li> </ol> |
| Question | Provide potential solutions along with the rationale.   |
| Response | <ol style="list-style-type: none"> <li>1. <b>Inclusion under top categories:</b> Major problem with Snapdeal is that customers are not aware of its mobile recharge. It is very difficult to reach mobile recharge page of Snapdeal unless we directly type "Mobile Recharge" in Search Bar of Snapdeal. Snapdeal should include Mobile Recharge under its "TOP CATEGORIES</li> </ol>   |

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|          | <p>” so that users visiting the site at least come to know of these services of Snapdeal and easily navigate to these pages.</p> <ol style="list-style-type: none"> <li>2. <b>Popup offers on mobile recharge:</b> In initial phases, to increase awareness and credibility amongst customers, anyone ordering something via Snapdeal should be shown a pop up stating that he/she will get a cashback on first mobile recharge or cab booking through Snapdeal.</li> <li>3. Conduct research and understand user intent <ul style="list-style-type: none"> <li>• Understand if users are not aware of mobile recharge of Snapdeal.</li> <li>• Understand if users are aware of these services by Snapdeal but are unable to find mobile recharge from Snapdeal’s home page</li> <li>• Check if user drops off because of cluttered landing page or unclear/missing call to action buttons</li> </ul> </li> <li>4. Formulate a hypothesis as per user research to either prove it correct or incorrect before implementing a user’s need or request as what may be liked by a minority of users may not actually be a preferred feature for a majority of users. Design the variant version based on hypothesis analysis and conduct A/B Testing</li> </ol> |
| Question | Prioritise the proposed solutions basis these criterion: Reach, Impact & Effort.  |
| Response | <p>The above-proposed solutions may be categorized into a few broad categories. These include:</p> <ul style="list-style-type: none"> <li>• Task 1 - Include Mobile Recharge under its “TOP CATEGORIES”. This will have a huge reach and impact and effort is also less. Hence this is a priority 1 task.</li> <li>• Task 2 - Include first time Mobile Recharge cashback offers with every purchase made by a new user through Snapdeal. The reach is significant, impact will also be a decent figure. Effort required would be considerably lesser than conducting user research.</li> <li>• Task 3 – Conduct user research to find their awareness level or exact changes expected by users. This is a high reach and impact task, however, effort required is also high.</li> <li>• Task 4 – Formulate hypothesis after user research to prove if users actually need features as found through user research. This is followed by creating variant version and comparing it with the earlier version through A/B Testing. This is high impact and high reach as well as high effort task.</li> </ul>  |