

# New Alerts Flow

Help more users search...while they sleep

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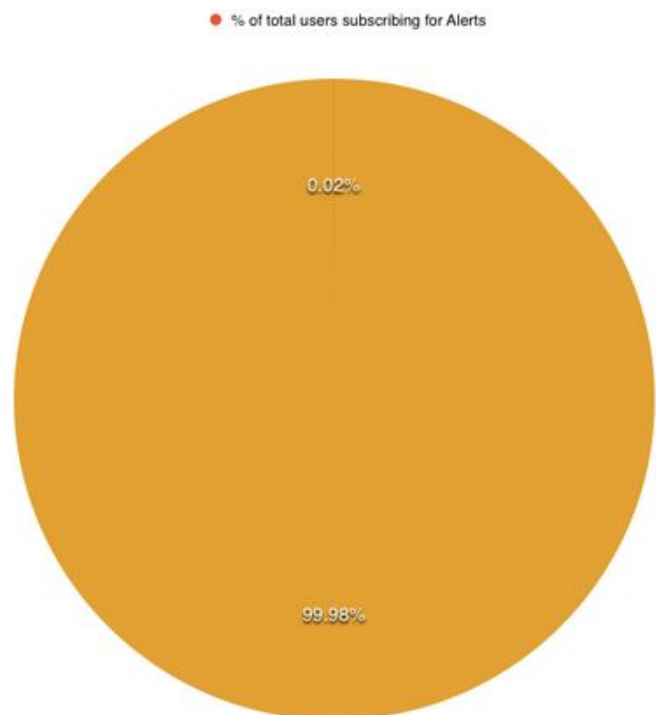
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## Summary

- Main objective: increase subscribed user base, send users the optimal number of relevant listings and drive up conversions.
- Currently 2% of the total users are clicking on the [Get Alerts] CTA and 90% of these users are logged-out users (not signed up+not signed in). 98% of the total users don't even try to opt for alerts.
- To increase alerts usage we have a 2 fold strategy -
  - Remove the login barrier and enable email-only alerts. As long as users share an email ID, they can avail this service (takes care of the 90% drop off).

## The Actual Picture!



- Auto-alerts/recommendations for the uninterested 98% (of total users) you either are signed up on housing, or have shared email via FCRF.

## The Alerts Widget ( Deployment Deadline - 28th Oct'15)

The Alerts widget will be

- Served through Robin, contextually, while a user is in the search flow - app and web. This targets the **X%** of people who dont FCRF.
- Served through Raven for the app homescreen

- % of users subscribing to get alerts, out of those opening
- % of users dropping off



### Flow for Logged in User

(Web) While on the results page, a user will be shown the alerts widget with a search summary (filters applied by the user for the ongoing search) and a CTA to set an alert for that particular search. [See the Widget here!](#)

Clicking on the CTA will result in a confirmation within the same card, along with a text link to [Manage/Edit Alerts](#) which will link to the Alerts section in the user profile. [The edit section will look like this](#)

After the Alert is set, the card will go away on Scroll and not appear again for this search.

The list view on the other hand, will always have a card on the RHS which will work in the same way as the seed element, if the user has yet to subscribe to that search. [See Card here](#) (only for placement, look and feel is the same as the seed- widget). If the user already subscribed to a

search, we should instead show something else on that card, not “Get an Alert”//Have the necessary API.

### Flow for New User (no account on housing)

While on the results page, a user will be shown the alerts widget a search summary, a text field to enter email address and a CTA to set an alert for that particular search. [See the widget here!](#)

The user will have to enter an email address and hit [Save Search]. After the Alert is set, the card will go away on Scroll and not appear again for that exact search.

Clicking on the CTA will result in a confirmation within the same card. Along with a text link to [Manage/Edit Alerts](#) . Clicking on Manage/Edit Alerts will take the user to the login screen with email pre-filled (non-editable) and -

- a field to set password, if no password has been set + a CTA [Submit]
- a field to enter password if password has been set via email link

A Housing account will be created for the user immediately and an email will be sent on the given address, confirming the account creation with a link to set the password. [See Email here](#)

If user sets password, consider subscription verified as well. No verification link should appear in the subscription emailers.

If not,

The Subscriptions will be sent as scheduled. A verification link will be on top of the email and any interaction with any CTA will trigger auto-verification.

We should send 3 mails and consider an email verified if:

- If a user opens all 3 emails (but doesn't verify)
- If a user clicks on any element in the email (text, images, CTAs) except unsubscribe
- If a user clicks the text link

If a user does neither, we should discontinue the service after the third email

When user clicks on verification link:

- Direct the user to the set password modal
- Modal will have only email address field (non-editable) and a field to set password. CTA will be [Submit]
- After user adds password, user will be logged in and taken to the results page with the latest alerts (same landing page as "view all listings")

Header: Secure your space with a password

[Email - pre-filled and greyed out]

[Choose Password - ]

[Submit]

Terms of use and Privacy Policy should remain, so should "already have a housing account, Login"

Don't need the back-button here. This will be a skippable modal.

On Mobile web, when a user filters we can set a prompt to get alerts, and have the get alerts modal then. Or at least this case will be covered in Robin.

Logged-out User (has an account on housing, but isn't logged in)

As long as the user shares the same email address that has an associated Housing account, the syncing will be done automatically at our end.

## Opt-out Subscription rules (for web and app)

Will eventually become recommendations

How to auto-subscribe when a user changes the search?

- If a user changes the filters, keeps the locality
  - update the alert to include both filters
  - V2 we should take into account where the user was more engaged
  - Send alerts and recommendations
- If a user changes the locality
  - update the alert to add that locality
  - [Data: Date Range : 1st sep - 15th Sep](#)
    - Around ~ 85% users fill contact request form for only 1 locality.
    - Around ~ 10% users fill contact request form for only 2 localities
    - Around ~ 3% users fill contact request form for only 3 localities
    - Rest ~2% users fill contact request form for more than 3 localities
- If a user subscribed to an alert already and does more searches
  - keep the subscribed search as the email
- Rules for auto-alerts:
  - Need qualifying criteria and limit, if limit is hit then devise a way to curtail it. Also have expiry criteria in place

- QC for App: Any shortlist, contact (chat, request call back, call) and/or multiple searches (define), (not valid for broad search, polygons below city level, “x” number of listings as a limit?)
  - Limit on Alerts?
- If Logged in, send everywhere (notifications+emails), if user gets annoyed can go edit in the alerts section.
- Need merging logic for syncing (user is not logged in, then logs in)//Needs more discussion
- Maintain one profile for ever, (Login ID+GA ID), keep it synced always. irrespective of log in.
- Update: Auto-alerts via contact Modal Will appear in contact confirmation. If a user is subscribed to the exact alert, we will use the space to promote chat instead of alerts.

### Rules for changes in search:

- If a user was searching for 2BHK, Powai for 45k and then changes polygon to Andheri, prompt to update alert. <Would you like to add Andheri to your previous search?> Then show tag cloud: <x Powai> <x 2BHK> <x 45k> and CTA [Add and Update Search]. A user can :
  - retain both Andheri and Powai by clicking [Add and Update Search]
  - remove Powai and add Andheri
  - dismiss the card by clicking “x”
  - or remove any existing tag
  - We can then update the alert accordingly
- We can allow for some filter changes to get updated without any prompts. Minor changes in search can be handled by influencing relevance/ ordering of listing in mail based on user profile. **TO-DO: Define “Minor Change”**
- If user adds the suggested filter, then the email (as well as the alerts section) should have alerts divided by polygon only
  - 24 new listings in Powai!
  - 32 new listings in Bandra!
- If a user ignores the card, the alert won't auto-update, but it will appear in the next search card if the user persists with Andheri (any new filter added). eg if a user searches for Andheri only once, refuses to update his/her alert and doesn't search for Andheri again, don't add Andheri to the next search card. If Andheri is searched multiple times (even after dismissing prompt) add to next search card.

## Opt out widget - Rules Summary

Condition	Opt-out alert status	Alert content
User has not set an alert before, searches and fills CRF	Show OPT out widget	Same as what he searched
User has set an alert before for that polygon and then starts making filter changes but maintains polygon	Don't show OPT out widget	<p>Directly modify the prev alert to accommodate for the new filter changes as follows-</p> <ol style="list-style-type: none"> <li>1. BHK (add the bhk type). Take a super set of all bhks he's searched for . If he's removed a bhk type from his most recent search do not make any changes</li> <li>2. Budget - Take the min and max budget of all prev searches. Example - first search 20k-45k, second search 15k-25k Take 15k-45k</li> <li>3. Listed by - Again super set. However, mention this on emails only if landlord is set as filter</li> <li>4. Furnishing type - take the superset of the searches</li> <li>5. Other specific filters ( example - pool, ignore these as this will narrow down the results) only if user explicitly modifies the alerts these will be considered.</li> </ol>
User has set alert before for a x polygon and now changes it to Y which is a child polygon	Don't show OPT out widget	No changes
User has set alert before for a x polygon and now changes it to Y which is a parent polygon	Don't show OPT out widget	Change the polygon type to parent polygon in the alert
User has set alert before for a x polygon and now changes it to Y which is neither a child or a parent polygon	Show Opt out widget	Create a new alert for polygon Y

## User Logged in state

State/Condition	
If user is not logged in	Link the alerts to the email id he's provided in CRF
If user is logged in and logged in email id and crf email id are similar	Link the alerts to the email id he's provided in CRF
If user is logged in and logged in email id and crf email id are similar	Link the alerts to the email id he's provided in CRF

## Emailers for Alerts

[See them Here!](#) Please share feedback!

[See Updated Emailer here \(15 Oct\).](#)

## Alerts

*Revised CTAs (9th Oct):*

[Contact Now] - On mobile this will lead to a direct call to the associated Agent/Landlord. On web this will open up the dedicated property page with the CRF in the viewport.

Clicking on any property detail or picture should take the user to the results page, with the info window of that particular property opened up.

[Show Me All Listings] - Should take the user to the results page sorted by date, with all new listings displayed on top.

[Show Me] ----> Results page with new results on top and the info window of the selected flat opened up (Not linked to dedicated page, so that user doesn't have to shuttle back and forth between the email and the dedicated pages). This will ensure continuity in user flow.

[Show Me All] ----> Results page with all new listings on top

## Alerts+Recommendations Merger

- Hold the global CTA till DSL builds a landing page for recommended properties, for now go with individual CTAs, [Show Me]
- Limit recommendations to 2 if there are sufficient alerts (4 for the email). If <4, Show 4 recommendations.
- Need to ensure zero overlaps

## Saved Search

Link to Doc:

[https://docs.google.com/document/d/1E1O-x3cVj\\_T5\\_5n39-jhD\\_BRLiAu6MWc3RILqzN0zdA/edit](https://docs.google.com/document/d/1E1O-x3cVj_T5_5n39-jhD_BRLiAu6MWc3RILqzN0zdA/edit)

### AB Test:

Day 8 (As of 20th Oct)

2.6x improvement in CTR: Rent

2.1x improvement in CTR: Buy

Click-through Rate	Buy		Rent	
	Get Alerts	Saved Search	Get Alerts	Saved Search
Day 1	38	53	67	187
Day 2	52	107	101	318
Day 3	47	103	128	295
Day 4	39	100	112	279
Day 5	49	87	103	259
Day 6	56	104	102	255
Day 7	33	88	80	251
Day 8	60	140	142	340
<b>Total</b>	<b>374</b>	<b>782</b>	<b>835</b>	<b>2184</b>



## CTRs:



## Actual Subscriptions:



## Alerts Modal Redesign

To be updated post A/B test

## Instant Alerts

As soon as a listing goes live on housing, a subscribed user can be notified instantly. We could also make use of web notifications.

(Rules to prompt user to set an instant alert:

Define rare filter how many properties per day + very very narrow

How many notifications per day (threshold)

Serve through Robin)

- When a user sets landlord as a filter - <prompt>
- When a user sets gym/sofa/(other divine) filters - <prompt>
- We can also prompt supply users that post a flat to get alerts for new listings in the area (eg a landlord wants to keep track of inventory. We can have this alerts card on the success screen for signing up to post)

## Timelines

- Save Search widget - In dev. Can only launch when Modal is also ready.
  - Rent
  - Buy
- Save Search Modal - In Design. Who can spare dev resources for this?
- New subscription Emailers - In testing, can launch by 10/30
  - Welcome
  - Welcome+Set password+Auto login
  - Subscriptions
- Opt-out Subscriptions - Expected by Mid November
- Recommendations + Subscriptions - Yet to get a timeline from DSL. Will update on 10/29.

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## Notes

- Replace identical alert with a live counter of latest listings added/Preview
- Clear demarcation between filters and recommendations. Make more fluid, recommendations should take alerts/filters into account.

### Requirements:

1. Welcome/Set password Email (design)
2. Subscription email
3. **Landing page for Recommendations**
4. Prominent Download the App hook
5. idle state for RHS card
6. **Tracking**
7. API from DSL, Darshan
8. FE Gaurav for landing page (Alerts emailers) DESIGN for this//Add [CONTACT ALL]

### Logged in user:

- Remove login for alerts, remove get alerts manual option everywhere.
- Need engagement points
- Only users logged into

- Auto-subscription works only for polygon + 1 filter

Design for prompt + API confirmation

Non-logged in, if the user isn't interacting, unsubscribe. Auto-expiry of alerts.

Ved adding a Predictive element for better, smarter recommendations.

Notifications have to start on app first, then we can have auto-alerts.

- DSL will work on these notifications

- Need landing page

Things to discuss:

#### Role of Alerts

- When do we send an auto-alert?
- What about filter changes?

#### Role of recommendations -

- sort function within alerts + Separate section beneath alerts
- Moving forward it will have a predictive element as well, will recommend nearby localities
- Need Dedicated page for recommendations (do we want it to be map or list?)

#### Alerts Meeting 19/10/15 Shriram, Vaish, Prashant

- Recs - we do the work (auto-alerts)
  - What's the rec algo?
  - What is the boost to new flats?
  - Unseen flats?
  - Segment by search? Tell user based on search XYZ, we are giving you these recs
- Alert - user does the work
  - App - we can send rec notifications, if we have email we will also email them
  - Do we merge or update?
  - Add an alert with opt out in the CRF (if will go fast, once we have recs, we will reconsider if we will do auto-alerts)
- Data
  - How many people OCRF in different searches? We are trying to understand if we set up auto-alerts for users, will we have to update, add or remove a previous alert if a new OCRF is filled out in another search (eg Jack OCRF in powai for a 2BHK, then Jack OCRF in Bandra for 3BHK - do we add this to his alerts or remove the previous one?) How common is this scenario?

