

UNIACCO

[Improving Engagement on Property Page (PDP) Assignment Submission]

Strategies to Boost User Engagement and Interaction on Uni Acco's Property Display Pages (PDP)

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15th October

This document outlines strategic approaches to enhance user engagement on UniAcco's property page (PDP). It includes data-driven insights, user-centric design improvements, and personalized features to boost interaction, increase conversions, and streamline user experiences. Key ideas such as virtual tours, property comparisons, personalized recommendations, and gamification are proposed to create a more engaging and responsive platform for users.

Approach to Improve Engagement on UniAcco Property Page (PDP)

To enhance user engagement on UniAcco's property page, my focus is on optimizing user experience, increasing interactivity, and making the content more dynamic and relevant.

1. Understanding User Behaviour

- **Data Analysis:** Use tools like Google Analytics to understand user behaviour—where they drop off and which sections draw the most attention.
- **Competitor Analysis:** Study competitors to adopt best practices and identify gaps in UniAcco's current PDP.

2. Improving User Experience

- **Mobile Optimization:** Ensure a seamless mobile experience, as many users access properties on their phones.
- **Faster Load Times:** Improve load speed for smoother navigation, reducing bounce rates.
- **Clean, Simple Design:** Highlight key property features with easy-to-read bullet points and eye-catching icons.

3. Engagement-Boosting Features

- **Virtual Tours & 3D Floor Plans:** Allow users to explore properties in real-time, increasing time spent on the page.
- **Property Comparisons:** Add a feature to compare properties side-by-side to keep users engaged longer.
- **User Reviews & Ratings:** Make reviews and ratings more prominent to build trust.

4. Personalization

- **Tailored Suggestions:** Use user data to offer personalized property recommendations and re-engage them via the emails or push notifications.
- **Wishlist Feature:** Let users save favourite properties to encourage them to return later.

5. Gamification & Incentives

- **Loyalty Programs:** Offer referral bonuses or loyalty points to motivate users to interact more with the platform.

-Ideas for Engagement

- **AR Features** Let users visualize room layouts through augmented reality.

- **AI Chat Support:** Real-time chat support for instant answers, improving trust and user satisfaction.
- **Social Sharing:** Add social media buttons for the easy sharing of properties with friends and family.

• **Prototype/Wireframe Suggestions**

1. Header Section:

- Include a clean navigation bar with a prominent **Book Now** and **Save to Wishlist** buttons.
- Add a search bar for easy filtering by location, price, or amenities.

2. Main Property Display:

- Showcase high-quality images and 3D Virtual Tours right at the top.
- Present essential details (e.g., rent, room types, location) in clear bullet points for quick scanning.

3. Interactive Features:

- Add a side-by-side comparison tool that stays sticky as users scroll through the page.

- Include user reviews and ratings in a highlighted section just below the property images.

4. Call-to-Action (CTA) Buttons:

- Ensure there's a sticky **Book a Viewing** or **Request Info** button that follows the user as they explore the page, making it easy to take action.

- **By focusing on personalization, user-centric design, and interactive features, UniAcco's PDP can significantly boost engagement, driving higher user retention and conversions.**
- **And By incorporating these design elements, the page will not only look clean and intuitive but will also encourage users to interact more with the content.**

So, As a Product Manager at UniAcco, I'll enhance property page (PDP) engagement by integrating virtual tours, personalized recommendations, user reviews, and a

streamlined mobile experience to boost user interaction and satisfaction.