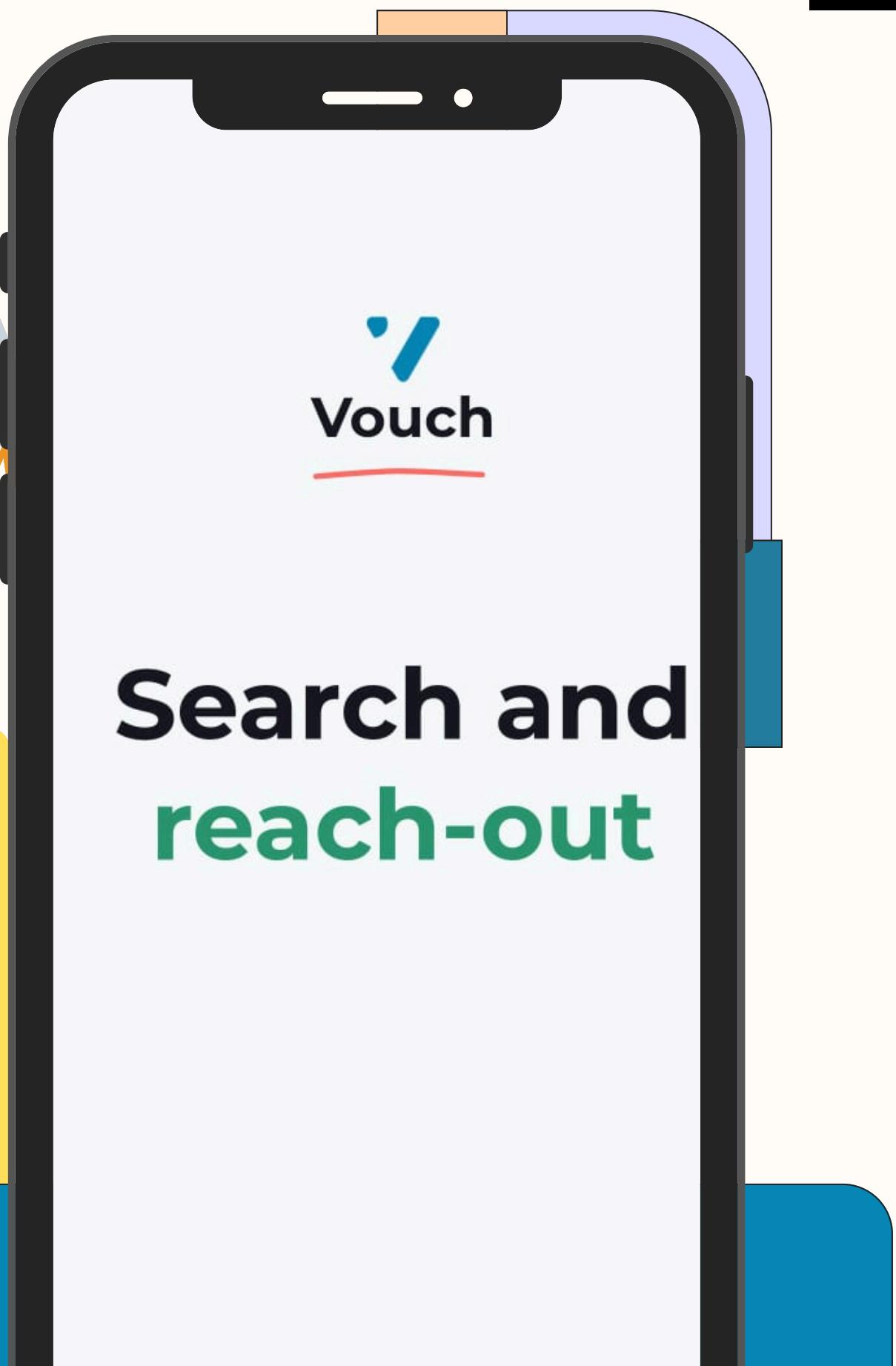


# Product Teardown | Season 9



Objective: To increase the number of successful reach-outs per day specifically on the B2C Channel of Vouch

**REFERRALS ON  
DEMAND**



**TEAM TWINACE**

Ananya Chopra | Avishi Chopra

# OVERVIEW :

Vouch is a **referral-on-demand platform** that links people and businesses via their networks, using **social proof** to authenticate information & facilitate interactions.

## VISION & MISSION

**01**

**Vision:** To transform the way businesses interact with their customers through genuine & trustworthy referrals.



**Mission:** Help businesses grow & succeed by providing instant access to verified customer advocates.

## VALUE PROPOSITION

**03**

Get instant access to trusted recommendations for local businesses, saving time and ensuring quality service choices.



## LINK TO STAKEHOLDER & PERSONA ANALYSIS

**02**



## TARGET SEGMENTS

**04**

### REFEREE (B2C)



Service Seekers



Product Seekers



Profession Seekers

### SERVICE PROVIDERS (B2B)



Hiring Companies



Brands



Freelancers

## INDIRECT COMPETITORS:

LinkedIn yelp



**01**



### Find Jobs

Helps motivated individuals to build professional network to easily find a referral and end up getting a job.

**02**



### Connect via referrals

Connects users with potential leads within their network to achieve specific goals. This helps users to build meaningful connections.

**03**



### Boost social proof

Satisfied customers advocate about their real life positive experiences, thereby, providing social validation, resulting in ease and comfortable purchase.

**04**



### Refer and earn

Motivates users to provide referrals through Vouch Karma. This incentivizes users for continued participation.



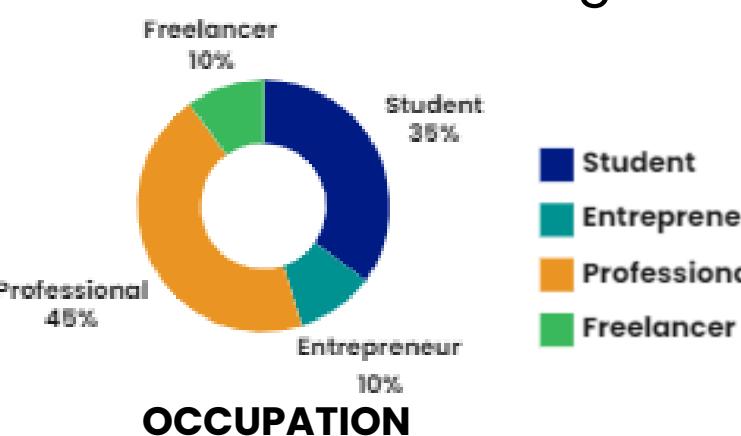
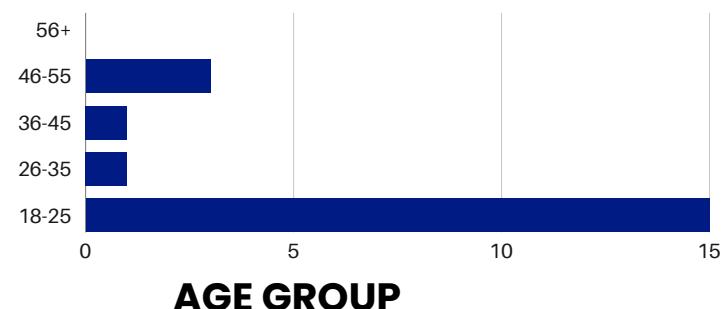
**~100+ active users**



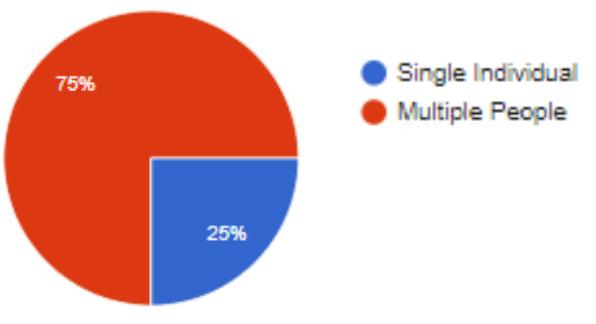
**~10+ downloads per day**

# USER RESEARCH: SURVEY & INTERVIEW

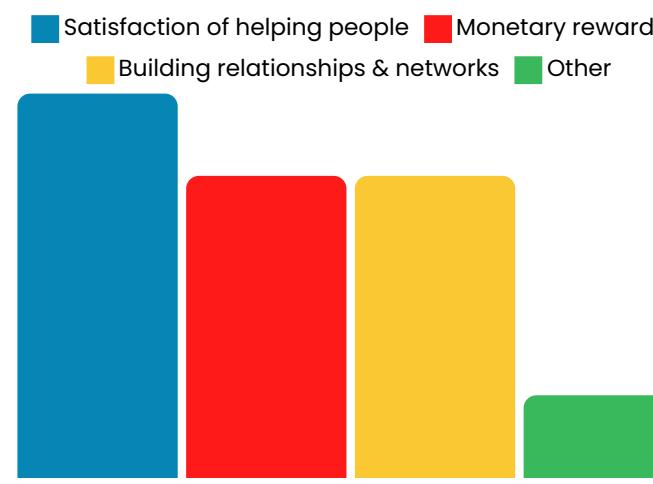
20+ [survey responses](#) were collected with the following demographic features



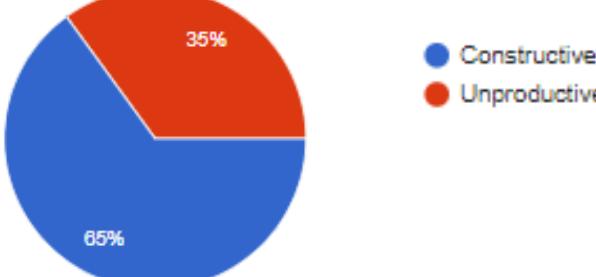
When you're in the final stage of making a purchase of a service/product, do you prefer referral of a single trusted person or multiple trustable people?



What would incentivise you to refer a brand/company to someone?



In your free time, are you someone who is looking for a constructive screen-time or unproductive screen-time?



Who would you rely on to seek referrals for any company or brand?



10+ Interviews were conducted with people across different age groups & occupations, across India:

**80% of the people felt that the procedure involved in connecting to the target is extremely lengthy & slow.**

- Lengthy & Indirect Procedures:** Users are frustrated by the time-consuming process of connecting with target individuals through indirect referrals.
- Lack of Control:** Users feel they have limited control over gaining referrals, as the process depends on the responsiveness of intermediaries.
- Immediate Referral Needs:** Users requiring urgent referrals are unable to benefit from the current system.

**60% of the people felt that they would not keep the application installed if they did not get any direct requests for referral for a long time.**

**Motivation for Karma Points:** Users are dissatisfied with the current system where earning Karma Points is dependent on receiving referral opportunities.

**90% of the people felt that the application restricts them sharing the link only via WhatsApp. This restriction hinders the effectiveness of the referral program.**

[CLICK HERE TO ACCESS THE INTERVIEW DOCUMENT](#)

[CLICK HERE TO ACCESS THE SURVEY QUESTIONNAIRE RESPONSES:](#)

## Key Takeaways

- Complex & Time consuming** referral process
- Lack of **multiple-opinions** gathering options
- Highly **motivating reward structure** required
- Trust & credibility**
- Engaging activities** for referrers

# USER PERSONAS

## Ishika- Service Seeker



Age: 24  
Occupation: HR Recruiter  
Location: Delhi  
Income Range: Rs 5L-7L

### ABOUT

- She is a soon-to-be bride
- She is budget conscious but willing to spend on **quality service**
- She is looking for a bridal makeup-artist for her special day

### PAIN POINTS

- She is **new to the city** & has small social circle, hence very **few people** to refer her.
- She is unable to find the right make-up artist based on her **specific preferences**.

### GOALS

- Access to a wider pool of potential makeup artists beyond her limited social circle.
- Find a platform that can help her discover & connect with makeup artists in her **desired location, budget, and style**.

## Sachin: Product Seeker



Age: 38  
Occupation: Businessman  
Location: Bangalore  
Income Range: Rs 15L-20L

### ABOUT

- Sachin has 2 children. He wishes to purchase a puzzle kit from firstcry
- He is **unsure of the utility** of the kit & wishes for best playtime for his children

### PAIN POINTS

- He is unable to keep his **referrer list organized** & cannot **filter the connections** who have been useful , in order to successfully reach to them in future.

### GOALS

- Streamline the process of **managing referrals**.
- Quick and easy access to **favourite referrers**.

## Raghav: Profession Seeker



Age: 27  
Occupation: -Unemployed  
Location: Gurgaon Income Range: - N.A

### ABOUT

- He is a motivated **job seeker**
- Seeking referral for a job and desperately waiting to get **connected to a professional**

### PAIN POINTS

- He finds it challenging to discover **suitable job openings** that align with his career goals
- Difficult for him to gauge the **strength of a referral** & how it can impact his job application.

### GOALS

- To establish a **personal connection** with the hiring manager or recruiter, which can increase his chances of being remembered.

## Bhawna : Experience Seeker



Age: 21  
Occupation: Student  
Location: Bihar  
Income Range: 0

### ABOUT

- She is a recent graduate going for higher studies to Pune now.
- Looking for a PG which is affordable. Confused due to **over information**.

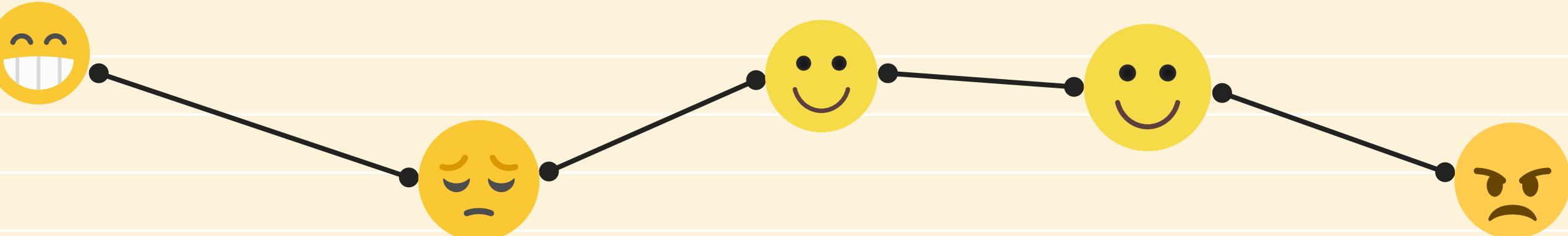
### PAIN POINTS

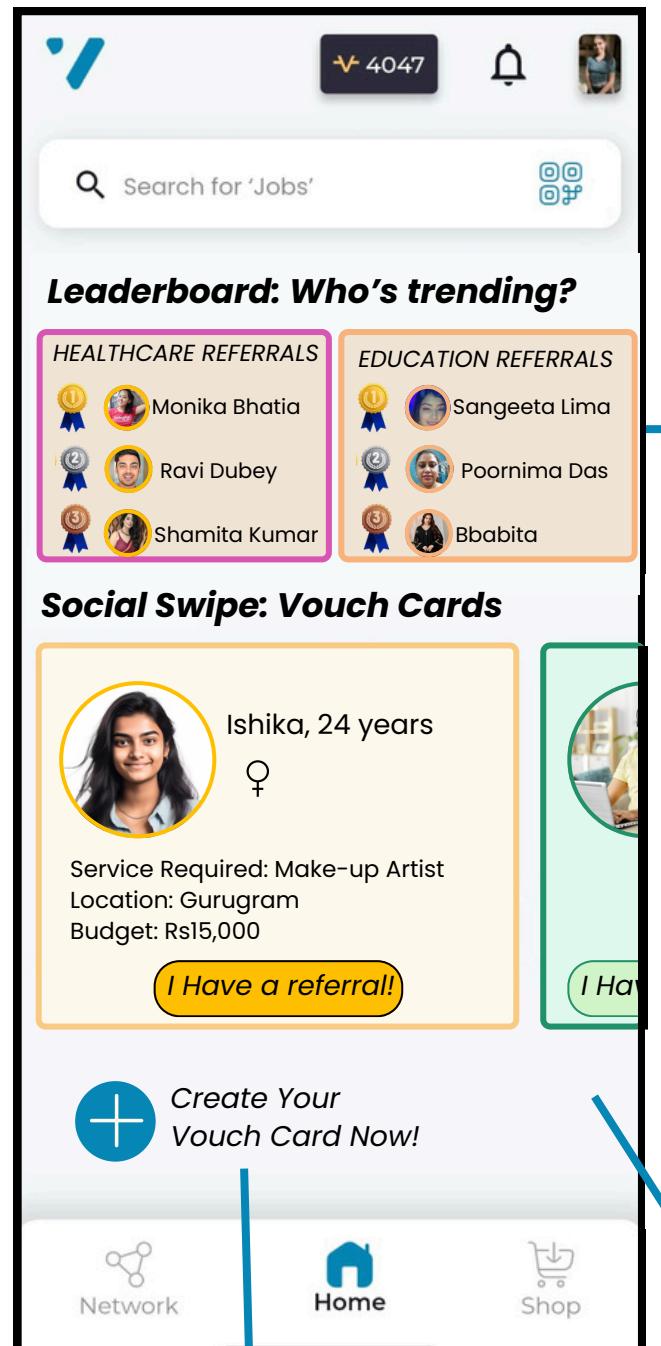
- Unable to seek validation as there is no option of gaining **collective opinion**.
- She has to spend a lot of time due to lack of a **simple voting option**

### GOALS

- To look for a platform to collect **diverse perspectives** on a topic.
- Desiring a space to confirm personal beliefs or choices through **group consensus**.

# USER JOURNEY

USER JOURNEY	DISCOVERY	ONBOARDING	HOME PAGE	NETWORK	SHOP
User Actions (Activities)	Scrolls through the information slides	Create an account	Explore features	Invite others to Vouch	Redeem Karma Points
Touchpoints (Interaction Points)	Feature Overview	Signing up procedure	Feature Pages	Invite Feature	Available options to avail points from
Sentiments (Thought Bubbles)	Excitement	Dissatisfaction (only option to login via number)	Curiosity & Seeking information	Desire to connect & build trust	Frustrated (No exciting offers)
Emotions (Mood Meter)					
Possible Solutions (Opportunities to improve the experience)	<ul style="list-style-type: none"> <li>Clear &amp; concise information</li> <li>Visually appealing design</li> </ul>	<ul style="list-style-type: none"> <li>Option to login via various mediums</li> <li>OTP automation</li> </ul>	<ul style="list-style-type: none"> <li>Personalized recommendations</li> <li>Prominent call to actions</li> </ul>	<ul style="list-style-type: none"> <li>Gamification elements</li> <li>Social Proof</li> <li>Engaging Content</li> </ul>	<ul style="list-style-type: none"> <li>Variety of redemption options</li> <li>Clear terms &amp; conditions</li> <li>Gamification</li> </ul>



# WIREFRAMES

If the user feels a need to get referrals from other than the '**Indirect & Direct Network**' approach, they can create their own card & publicly list their requirement

On Opening the home-screen, the user can view the **leaderboards** which will be categorised based on services & industry types.

**Top 3 Vouchers** from each type of industry will be displayed

The leaderboard display can be **swiped** in order to view the different industries' top vouchers.

The leaderboard will be curated based on the number of **successful referrals** a person makes & being on top 3 of the leaderboard leads to an avail of Karma Points.

User can view all the vouch cards that have been created by other users, if they can provide a referral for the given requirement, they can click on the '**I HAVE A REFERRAL**' button

## 1.1 SOCIAL SWIPES: VOUCH CARD & LEADERBOARD

### EXISTING SHORTCOMINGS

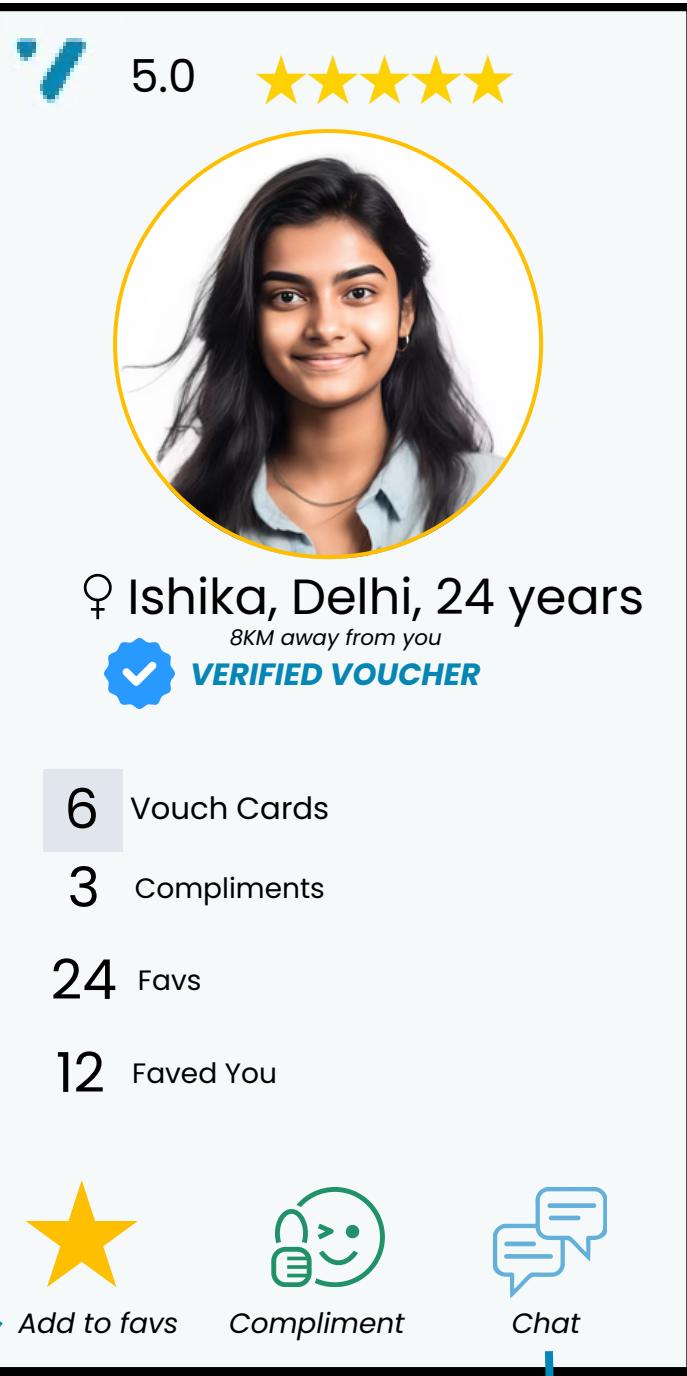
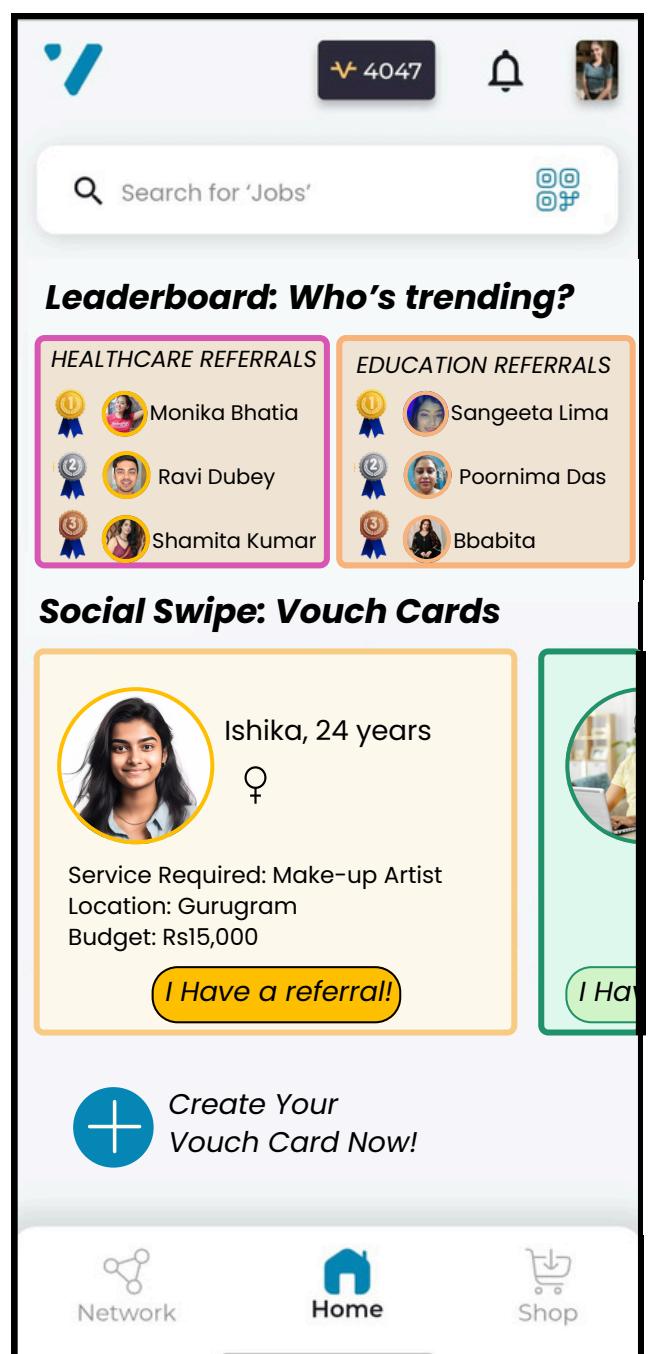
- Non Engaging Activities:** There is no activity that keeps the referrer engaged & feel the need to be retained.
- Slow & Lengthy Connect Procedure:** The indirect & direct options are extremely lengthy & slow procedures which is not useful for people seeking immediate referrals.

### FEATURES INTRODUCED

- Vouch Card Creation:** Along with indirect & direct connection procedure, this feature allows users to create public profiles detailing their needs. Referrals can browse these profiles & directly contact users or whom they have a referral. To incentivize active participation, card creation is restricted to users with a certain number of Karma Points, encouraging community involvement & point accumulation.
- Leaderboard Access:** Users get to understand who are the top referrers in a particular industry & are more likely to trust & individuals who have a proven track record of successful referrals.
- Recognition and Rewards:** Being recognized as a top referrer can provide a sense of achievement.

### IMPACT

- Incentivized Participation:** The Karma Point System motivates users to actively participate in the platform, including creating vouch cards
- Community Building Leading Boost In Successful Reach Outs:** encouraging users to share their needs & connect can attract new users who are drawn to the supportive & collaborative environment.
- Proactive Engagement:** Valuable for users who are eager to contribute but haven't received any direct requests.



On clicking the 'I HAVE A REFERRAL' Button, the user is landed on the profile page of the referee who requested for the referral. The user can click on the chat button to initiate the conversation

## 1.2: PERSONALISED & ENGAGING PROFILE

### EXISTING SHORTCOMINGS

- Low credibility & Authenticity:** Even if people being connected are from close connections, there can be a concern with authenticity if they are distant connections
- Lack of adding to faves & complimenting features**
- Lack of ability to view detailed profiles of users**

### FEATURES INTRODUCED

- Verified Badge:** Users who successfully refer a specific number of users will be awarded a "Verified Voucher" badge on their profile, serves as a visible indicator of credibility & trustworthiness, enhancing their reputation within the community.
- Add to Faves & Compliment:** Users get the chance to mark their referrers as faves if they were satisfied with the referrals which will help them come back to the person in future. Complimenting the referral serves as a gesture of thanking & enhances user engagement
- Ratings:** Users get the option to give a star-based rating to the referrer based on how successful the referral was.

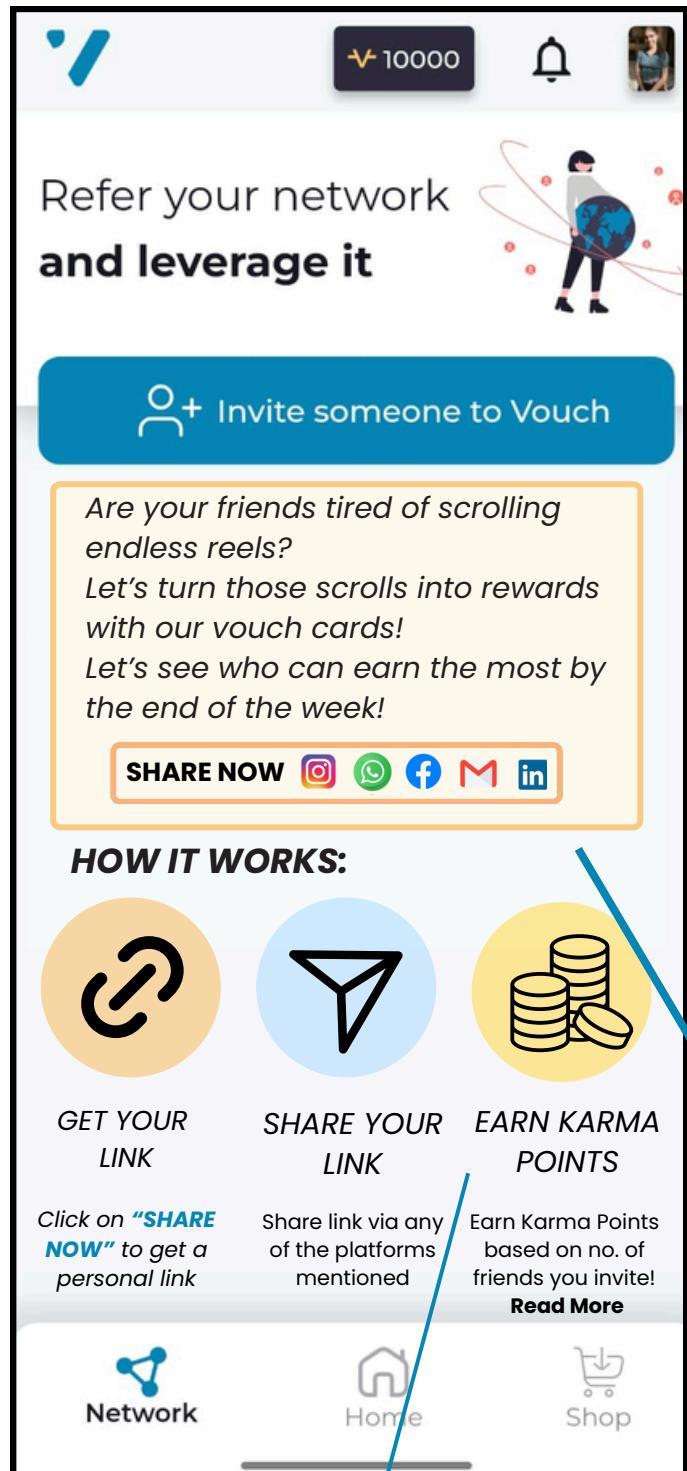
### IMPACT

- Credibility and Trust:** increased confidence in the platform and a greater willingness to participate and make referrals.
- Positive User Experiences:** Compliments & favorite features enhance user satisfaction & encourage repeat interactions
- Quantifying Per User Impact :** Based on the no. of faves feature, number of compliments feature & ratings, users are able to assess themselves & feel the need to be engaged & boost their statistics to gain Karma Points

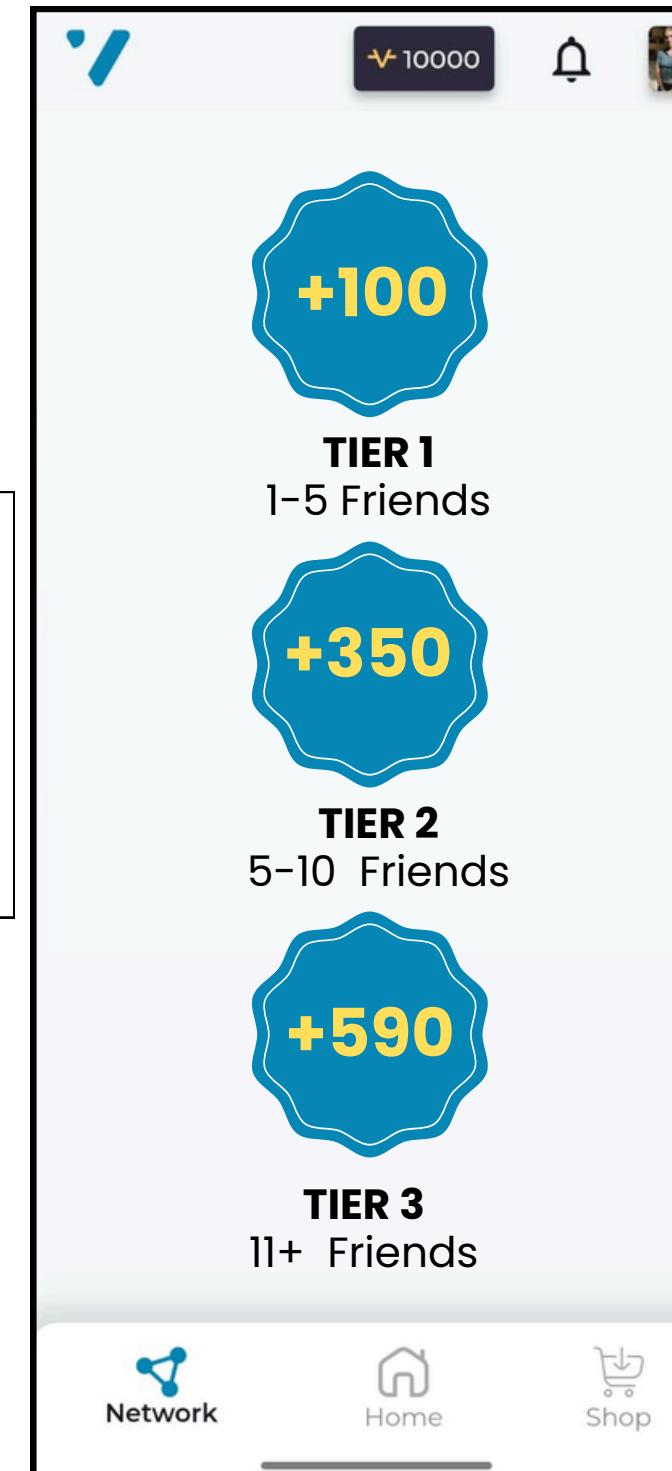
## CONTENT SAMPLES

*Ever felt like you were searching for a needle in a haystack? Vouch is like a magical treasure map that helps you find anything or anyone you need! You can also help others by referring them and earn awesome rewards in the process. It's like getting paid to be a good friend! Download Vouch now and let's start exploring together.*

*"I've got a challenge for you. Can you beat my referral score on Vouch? It's a fun way to help others and earn rewards. Let's see who can come out on top!"*



User can view the "HOW TO PROCEDURE" in order to better understand the process & increase the speed of inviting users . The Gamification boosts the participation



User is nudged to share the app link with the friends & family members. Clicking on these specific applications leads the user to sending the link through those mediums thereby giving more flexibility.

## 2. ENGAGING CONTENT STRATEGY

### EXISTING SHORTCOMINGS

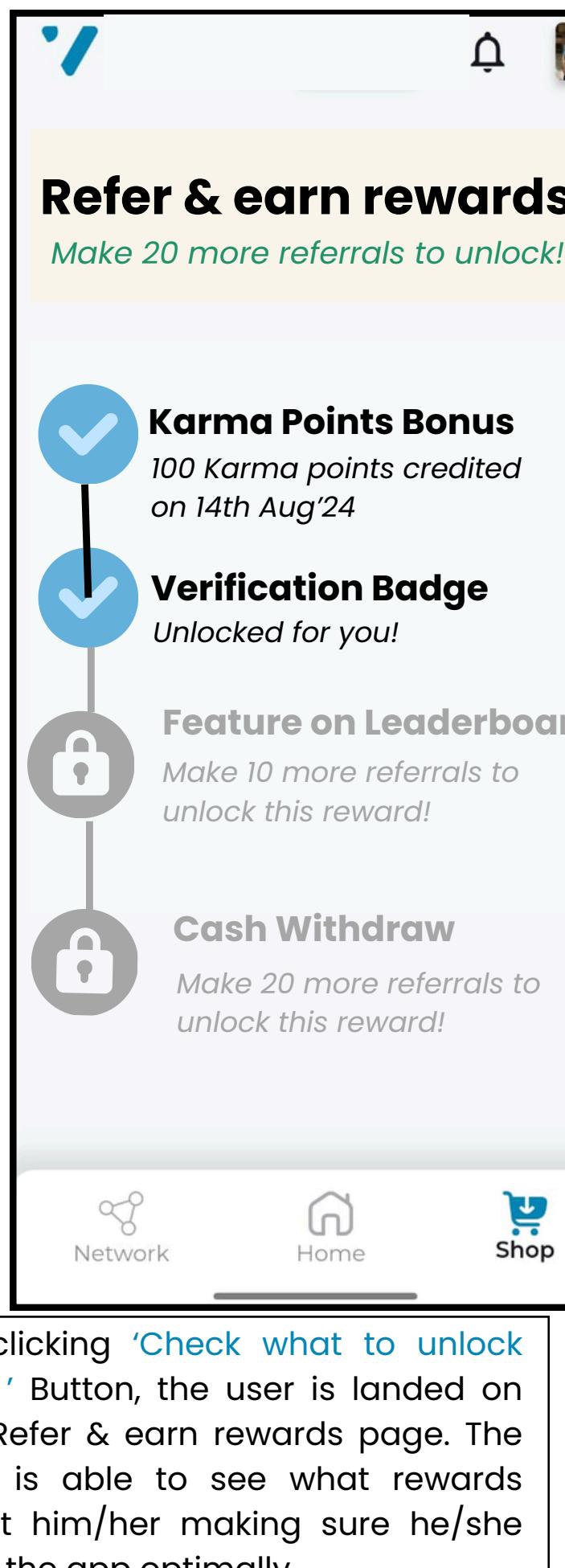
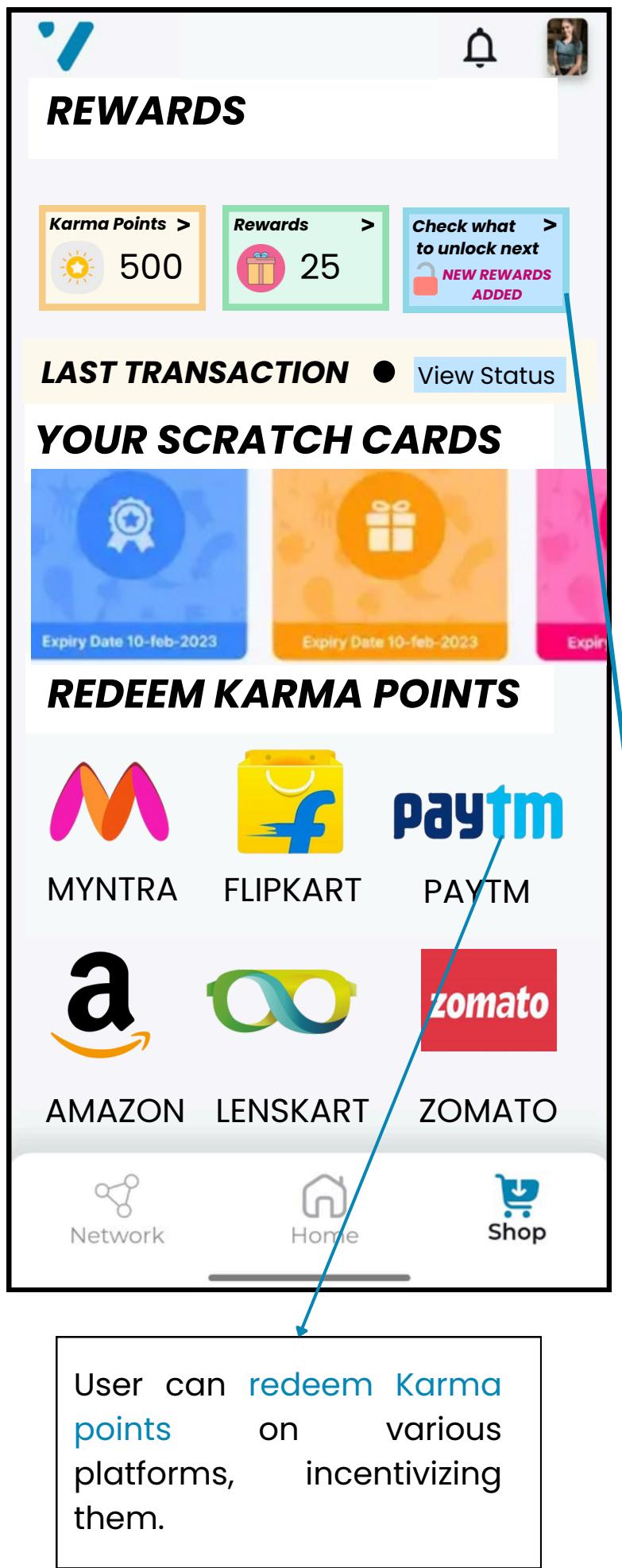
- Over-information:** Currently, the sharing with friends part offers reasoning for why & how sharing the app with their network can benefit, but this may not pique people's interest because people are constantly searching for entertaining and engaging things to do.
- Non Engaging WhatsApp Invite Message :** The WhatsApp message currently only talks about how it provides the right path to connect and not how we can also be of help & earn exciting rewards simultaneously.
- Lacking Gamification & Reward-based Incentives**

### FEATURES INTRODUCED

- FOMO Creation:** The nudge mechanism & text created leads to a sense of sense of urgency and exclusivity which encourages users to download the app before missing out.
- Multi-app Sharing Access:** The option to share the application link via different modes provides greater flexibility & caters to all types of audiences who might be active on specific platforms.
- Visual Laydown of Procedure :** The user can, glance, understand how the process from generating a link to gaining points work.
- Reward Structure:** Users get to understand the criteria for gaining points.

### IMPACT

- Increase in Mobile App downloads:** Engaging content is essential for attracting, converting, & retaining users. By creating a compelling narrative, & fostering a positive user experience, Vouch can significantly increase their app's download rate & long-term success.
- Tiered Rewards-Nudge:** Offering rewards for reaching specific thresholds can encourage customers to engage more.



### 3. EXCITING REWARD SECTION

#### EXISTING SHORTCOMINGS

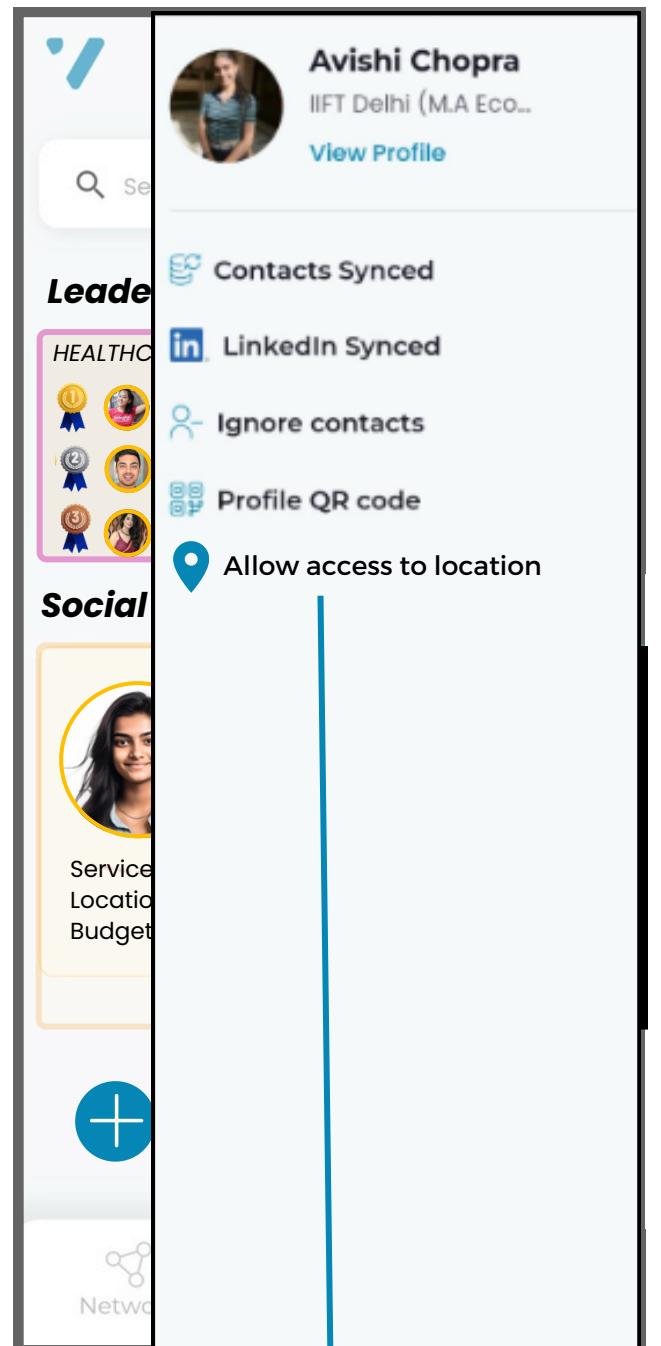
- Coming Soon:** Currently, the shop section says "coming soon" while this section should be developed as soon as possible as it is the most exciting for users.
- Transaction Status Section:** The existing section which displays all transactions lack a personalised nudging system & does not make the user feel the need to engage in transactions more often.
- Unclear Navigation:** Placing the Karma Points icon to the left of the notification menu confuses the user with objective.

#### FEATURES INTRODUCED

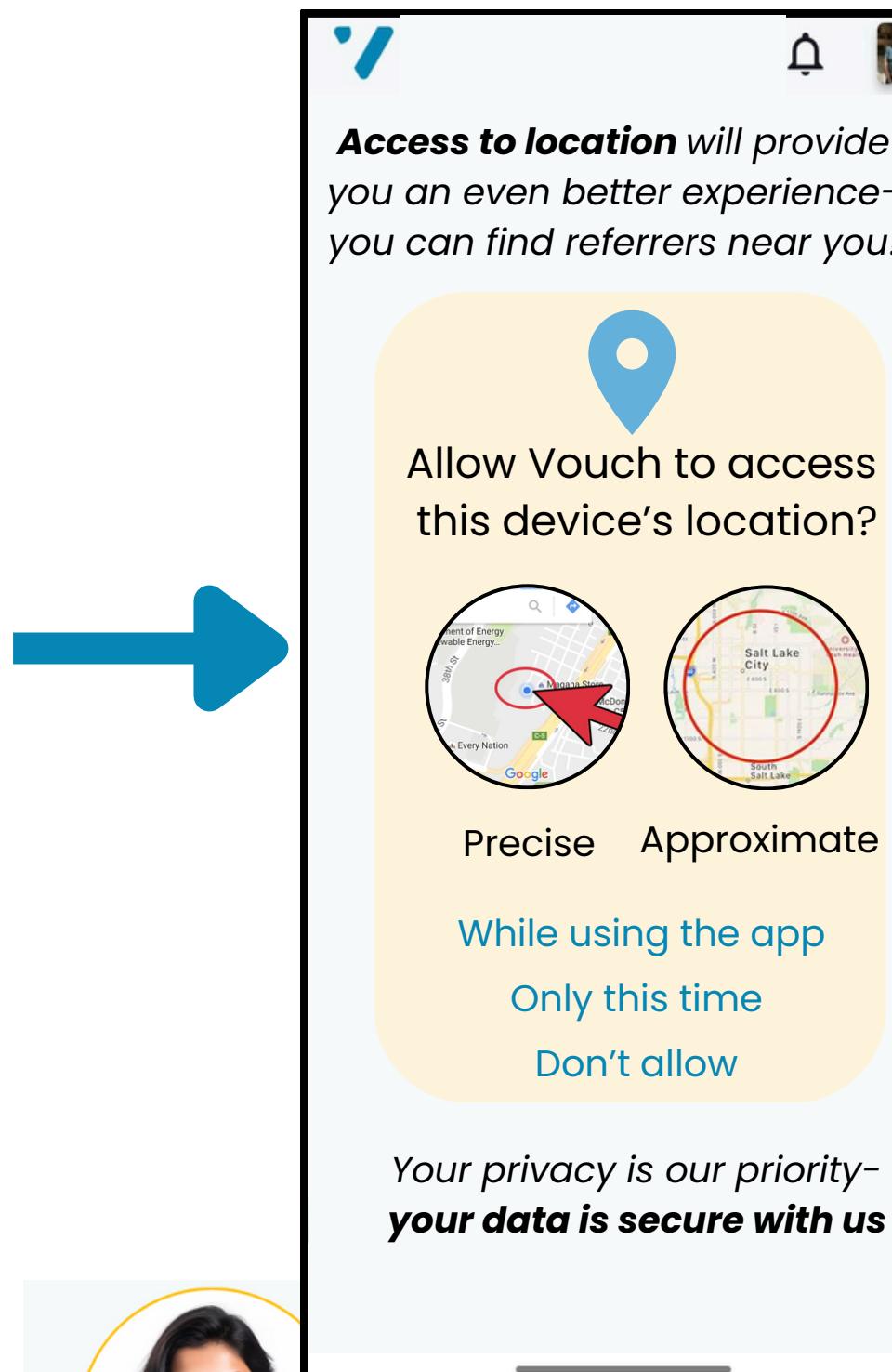
- Redeem Karma Points :** This feature will let users convert their Karma points and use attractive platforms to avail the same.
- Shop Section Acceleration :** Users will receive scratch cards based on their activity on the application which they can avail till a particular date.
- Reward-based-nudging:** Users will get to see where they stand & how many more referrals will it take to make them earn something exciting.
- Intuitive Placement:** Karma Points view icon placed in a prominent location, such as the dedicated rewards section.

#### IMPACT

- Increase in app usage:** Users will spend more time on the platform to collect and scratch cards.
- Easier Navigation:** Users will be able to view everything related to transactions, redemption of points & shopping under one section.
- Personalized Experience:** Tailoring the nudging based on individual user behavior creates a more engaging and personalized experience.



The user gets an option to provide [access to his/her location](#). Referrers nearby will give users a sense of relatability and one more medium of trusting their referral. The location will show on the profile like "8KM away from you"



On clicking "Allow access to location" this screen pops up which allows users to choose what kind of location they want to provide access too. This screen also lets the user be assured about their data and how the location access will give them a better experience.

## 4. Access to location

### EXISTING SHORTCOMINGS

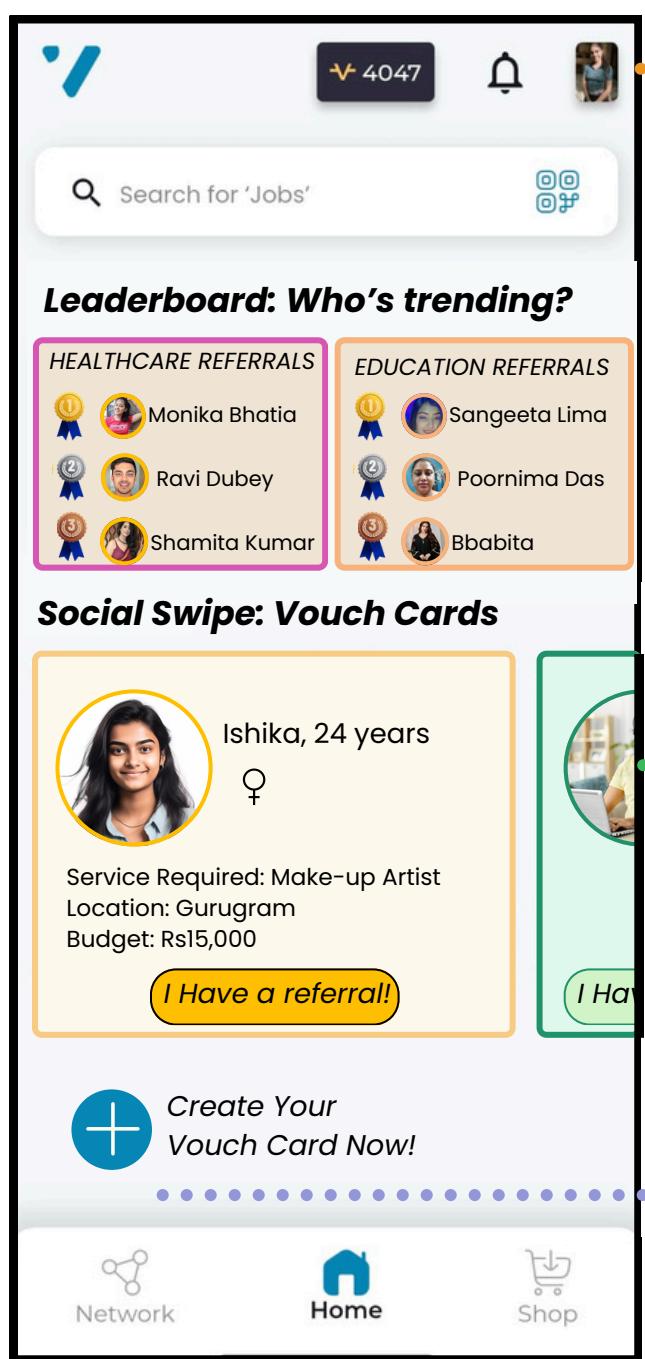
- Limited Reach:** Without location access, users could only connect with referrals who were already part of their existing network or who they knew personally. This significantly limited the potential pool of referrals.
- Missed Opportunities:** Users might have missed out on valuable referrals located nearby but who were not part of their immediate circle.

### FEATURES INTRODUCED

- Location-Based Matching:** Uses users' location data to suggest nearby referrals, increasing the likelihood of finding relevant connections.
- Clear Message Regarding Usefulness and Data Security:** Transparent communication mentioned on the top and bottom of the screen helps build trust.
- Personalized Recommendations:** The app can provide tailored recommendations for referrals based on users' location preferences and network.

### IMPACT

- Expanded Network:** Users can connect with a wider range of referrals, potentially leading to new opportunities and collaborations.
- Enhanced User Experience:** The app's ability to provide personalized recommendations based on location enhances the overall user experience and satisfaction. Enable users to easily find and connect with professionals in their local area for face-to-face meetings or collaborations leading to **successful reach outs**.

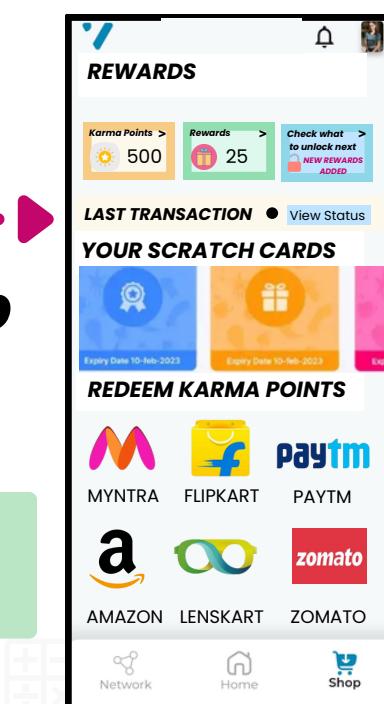


**Increased incentives leading to retention**

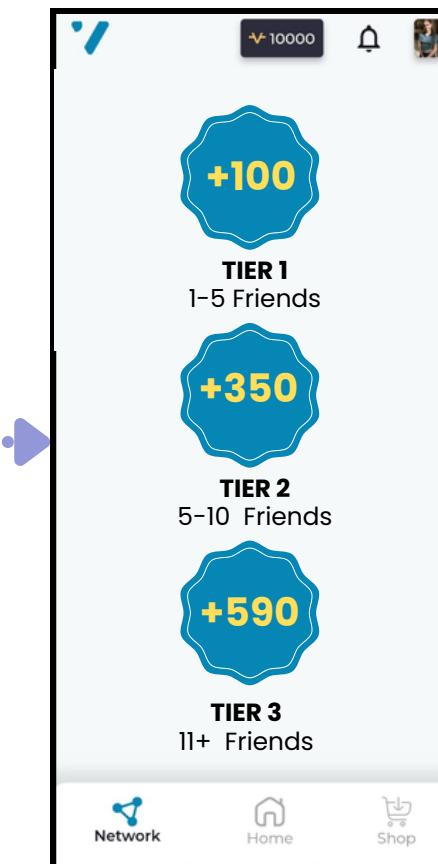
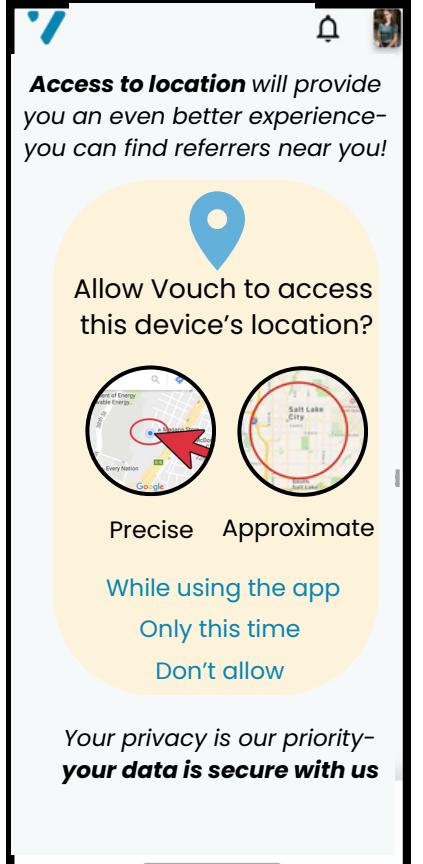
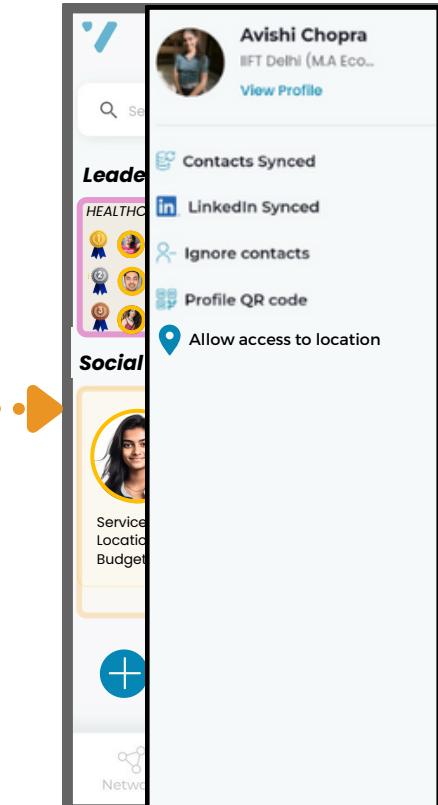
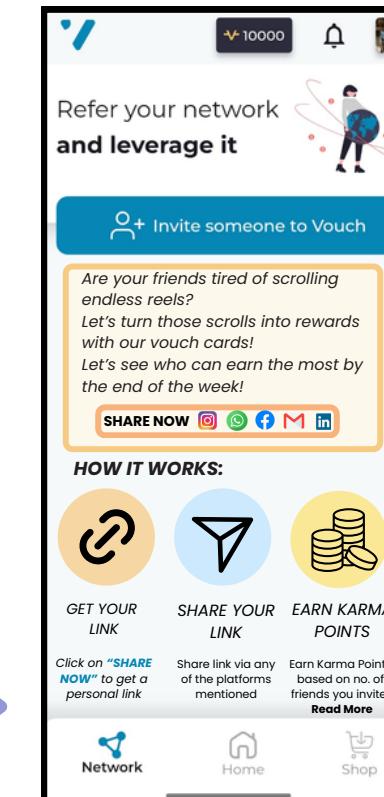
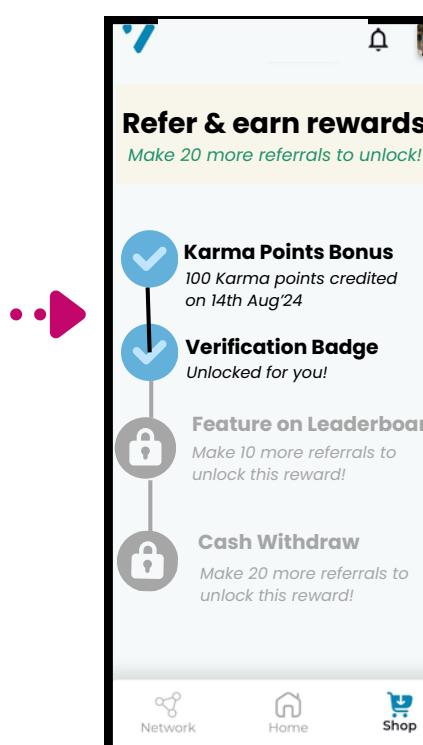
## My Profile

## Other's Profile

## Network



## Shop



# PRIORITIZATION MATRIX

MAJOR PROBLEMS	SOLUTION	REACH	IMPACT	CONFIDENCE	EFFORT	SCORE	RANK
Slow & Lengthy Procedure	Vouch Card Creation	100%	3+2=5	70%	5	0.7	
Lack of credibility of distant connections	Verified Voucher Badge	50%	1+3=4	60%	2	0.6	
Inability to connect with nearby connections	Location Access feature	100%	4+4=8	80%	3	2.133	
Lack of appealing incentives to users for referring	Reward-based nudging	70%	2+1=3	50%	4	0.26	
Lack of engaging content while sharing the app	FOMO & Engaging content strategy	100%	2+2=4	60%	2	1.20	
There is no way for users to reward other users for their contributions, lack of quantifying the impact	Leaderboard Creation Ratings, Add to Faves & Compliments Giveaway	100%	2+2=4	70%	5	0.56	

**Reach:** In terms of percentage of Vouch users that can be benefitted & reached in one quarter post launch of MVP.

**Impact:** On scale of 1 to 4, based on customer satisfaction & increase in successful reach outs

**Confidence:** As a % of how confident we are in achieving the said impact, based on business competencies & customer feedback.

**Effort:** Represents the development time, costs, operational, requirements and complexity of integration. On a scale of 1 to 8, 2 points for each factor. (Point is given if effort is required for that factor)

**Total Score:**  $(\text{Reach} \times \text{Impact} \times \text{Confidence}) \div \text{Effort}$

# METRICS

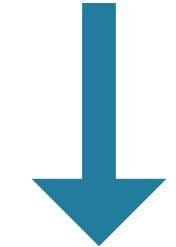
**NORTH-STAR METRIC:** The number of successful reach-outs done per day

SOLUTION	SUB-METRIC	LAUNCH STRATEGY
Vouch Card Creation	<ul style="list-style-type: none"> <li><b>User Engagement:</b> Avg time spent by users to make referrals indicating boosted retention activity</li> <li><b>Average Response Time :</b> Speed of responses to the outreach made</li> <li><b>Positive response rate :</b> Percentage of positive responses to the outreach.</li> </ul>	Simultaneous Launch
Verified Voucher Badge	<ul style="list-style-type: none"> <li><b>Click Through Rate:</b> the % of users who either searches for referral or uses the scanner for QR Cod</li> <li><b>Positive response rate :</b> Percentage of positive responses to the outreach.</li> <li><b>CSAT Score:</b> % of users satisfied with the credibility &amp; authenticity the app offers</li> </ul>	Gradual Roll-out
Location Access feature	<ul style="list-style-type: none"> <li><b>Customer acquisition &amp; retention:</b> No. of new &amp; retained users due to the ability of finding close connections</li> <li><b>Conversion rates:</b> The percentage of users who take desired actions after granting location access.</li> <li><b>Positive response rate :</b> Percentage of positive responses to the outreach.</li> </ul>	Simultaneous Launch
Reward-based nudging	<ul style="list-style-type: none"> <li><b>New Users:</b> Increase in users via content strategy</li> <li><b>Growth rate:</b> Rate at which the users are growing</li> <li><b>Conversion rate:</b> Percentage of users exposed to the content who decide to download the app.</li> </ul>	Gradual Roll-out
FOMO & Engaging content strategy	<ul style="list-style-type: none"> <li><b>User interaction rate:</b> Frequency of user interactions with the leaderboard</li> <li><b>Leaderboard views:</b> Number of times the leaderboard is viewed.</li> <li><b>CSAT Score:</b> % of users satisfied with the credibility &amp; authenticity the app offers</li> </ul>	Gradual Roll-out
Leaderboard Creation	<ul style="list-style-type: none"> <li><b>User interaction rate:</b> Frequency of user interactions with the leaderboard</li> <li><b>Leaderboard views:</b> Number of times the leaderboard is viewed.</li> <li><b>CSAT Score:</b> % of users satisfied with the credibility &amp; authenticity the app offers</li> </ul>	Simultaneous Launch
Profile Development: Ratings, Add to Faves & Compliments	<ul style="list-style-type: none"> <li><b>Count:</b> Number of times a user adds another user to faves, gives compliments &amp; ratings.</li> <li><b>User interaction rate:</b> Frequency of user interactions with these features</li> <li><b>CSAT Score:</b> % of users satisfied with the credibility &amp; authenticity the app offers</li> </ul>	Simultaneous Launch
Automatic OTP Authentication	<ul style="list-style-type: none"> <li><b>Average login time:</b> Determine the time it takes users to log in with OTP.</li> <li><b>Login success rate:</b> Calculate the percentage of successful login attempts using OTP.</li> <li><b>Login error rate:</b> Track the number of failed login attempts due to OTP issues</li> </ul>	Simultaneous Launch
Email Log-in Option	<ul style="list-style-type: none"> <li><b>Login success rate :</b> Percentage of successful login attempts using email.</li> <li><b>Login error rate:</b> Track the number of failed login attempts.</li> <li><b>Login frequency:</b> Measure how often users log in using email.</li> </ul>	Simultaneous Launch

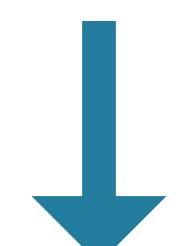
# PITFALLS, MITIGATION & GO TO MARKET STRATEGY

SOLUTION	PITFALLS	MITIGATION
Vouch Card Creation	<ul style="list-style-type: none"> <li><b>Overwhelming Feed</b></li> <li><b>Inefficient Matching:</b> Mechanism may not be the efficient to match users with suitable referrals.</li> <li><b>Lack of Privacy:</b> Publicly listing vouch cards could raise privacy concerns for users.</li> </ul>	<ul style="list-style-type: none"> <li><b>Curated Feed:</b> Filter &amp; curate the feed, ensuring users only see relevant vouch cards.</li> <li><b>Privacy Settings:</b> Provide users with control over their privacy settings, allowing them to choose who can see their vouch cards.</li> </ul>
Verified Voucher Badge	<ul style="list-style-type: none"> <li><b>Inflated Reputation:</b> Users may attempt to game the system to obtain certified badges, potentially undermining their credibility.</li> <li><b>Limited Utility:</b> If the certified badge doesn't provide significant benefits or recognition, it may have limited value to users.</li> </ul>	<ul style="list-style-type: none"> <li><b>Benefits and Recognition:</b> Ensure that certified badges provide tangible benefits, such as increased visibility, access to exclusive features, or special discounts.</li> <li><b>Regular Reviews:</b> Conduct regular reviews of certified users to ensure they continue to meet the criteria and maintain their status.</li> </ul>
Reward-based nudging	<ul style="list-style-type: none"> <li><b>Diminishing Returns:</b> As rewards increase, their effectiveness may decrease, leading to a plateau or decline in user engagement.</li> <li><b>Addiction:</b> Users may become overly focused on rewards, leading to addiction or dependence on the system.</li> </ul>	<ul style="list-style-type: none"> <li><b>Introduce new challenges:</b> Continuously introduce new levels or goals to keep users engaged and motivated.</li> <li><b>Limit rewards:</b> Ensure rewards are not excessive or addictive. Establish clear guidelines for rewards to prevent misunderstandings or feelings of manipulation.</li> </ul>
Leaderboard Creation	<ul style="list-style-type: none"> <li><b>Inequitable competition:</b> Users may feel discouraged if they are consistently at the bottom of the leaderboard.</li> <li><b>Lack of engagement:</b> Users may lose interest in the leaderboard if it becomes stale or irrelevant.</li> </ul>	<ul style="list-style-type: none"> <li><b>Create multiple leaderboards:</b> Categorize users based on skill level, experience, or other factors to ensure fair competition.</li> <li><b>Track user behavior:</b> Analyze user data to identify trends and preferences, and tailor the leaderboard accordingly.</li> </ul>
FOMO & Engaging content strategy	<ul style="list-style-type: none"> <li><b>Diminishing Returns:</b> Overusing FOMO can lead to decreased effectiveness as users become desensitized to the technique.</li> <li><b>Short-Term Focus:</b> Relying too heavily on FOMO can lead to a short-term focus on engagement rather than long-term relationship building.</li> </ul>	<ul style="list-style-type: none"> <li><b>Focus on Quality Over Quantity:</b> Ensure that the exclusive offers or content promoted are truly valuable and desirable to your audience.</li> <li><b>Long-Term Value Proposition:</b> Clearly articulate the long-term value proposition and how it benefits the users. This will help build trust and loyalty, which are essential for long-term relationships.</li> </ul>
Profile Development: Ratings, Add to Faves & Compliments	<ul style="list-style-type: none"> <li><b>Subjectivity and Bias:</b> Ratings and compliments can be subjective, leading to biased or unfair assessments.</li> <li><b>Social Pressure:</b> Users may feel pressured to give positive ratings or compliments to maintain social standing or avoid negative feedback.</li> </ul>	<ul style="list-style-type: none"> <li><b>Anonymity:</b> Allow users to provide ratings and compliments anonymously to reduce the risk of social pressure and harassment.</li> <li><b>Privacy Controls:</b> Give users control over who can see their ratings and compliments</li> </ul>

FEATURE DEVELOPMENT



USER ACCEPTANCE TESTING



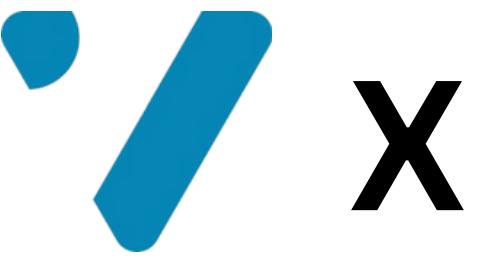
BETA LAUNCH



FEEDBACK & IMPROVEMENT



FINAL LAUNCH



# Thank You!

WE ARE OPEN TO ANY QUESTIONS!