Village Coders

BrainStation - Industry Project - Kijiji
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The Challenge…

How Might We

… create features or tools that foster a stronger community among Kijiji users, encouraging more trust and interaction?

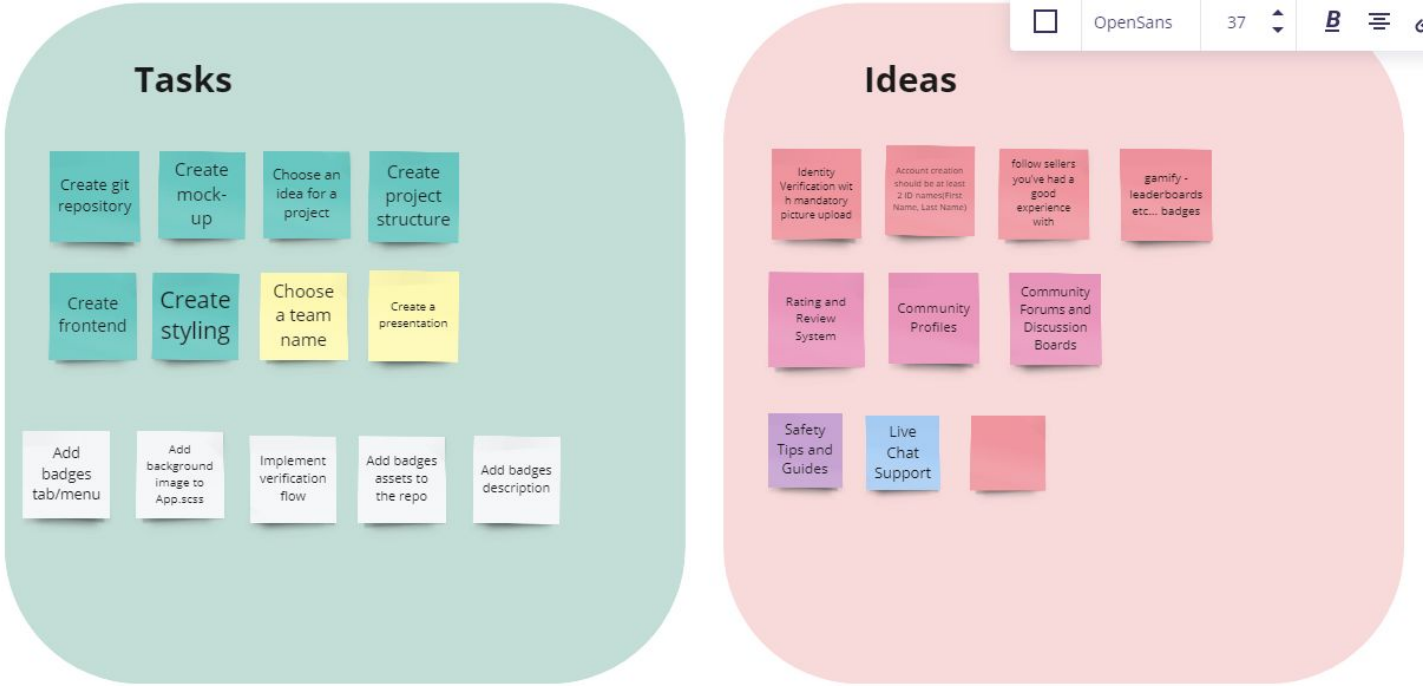
Trust and Interaction

How is trust built? - by being authentic and adding value

- Are you who you say you are?
- Is the listing truthful… and will they show up?

What makes people interact with each other?

- Common interests
- Shared values



We used Miro to help keep us on track. We all did a bit of research and then gathered our ideas in Miro. We chose a couple we felt were in line with the challenge.

Our Story

Demographics

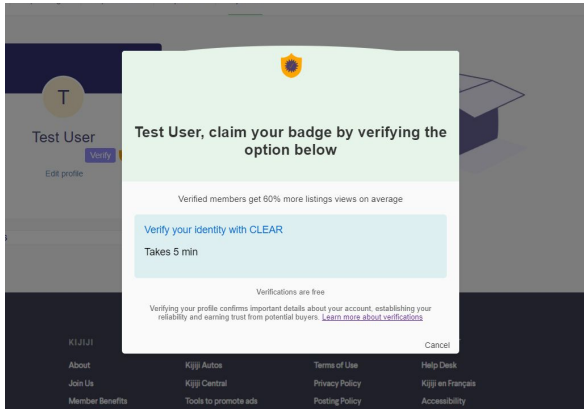
The kijiji platform is for everyone… it's for the whole village. The demographics are fairly evenly split 50.8% male and 49.2% female.

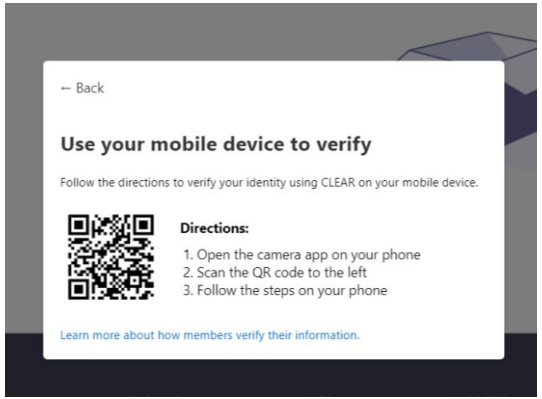
> "According to Statista's Consumer Insights, Gen Z and Gen Y consumers have a higher propensity to buy secondhand goods. This is evidenced by the fact that 70% and 68% of Gen Z and Gen Y users, respectively, say they have purchased a pre-owned item in the past 12 months." - https://ecommercedb.com/insights/recommerce-why-younger-consumers-in-the-u-s-are-opting-for-used-goods/4440

After some research and discussion, we decided to address verification, and to gamify!

Verification

Why verification? This clearly gives people the opportunity to prove that they are who they say are. It shows the buyer that they are real, even if only the first name is visible on the site.





On LinkedIn, when you click on verify now you see “Verified members get 60% more profile views on average”

“Over two-thirds of consumers (68%) think it’s important to use a digital identity to prove who they say they are when using a financial service online, closely followed by healthcare providers (52%) and social media sites (42%). “

Financial Post. Accessed on 02/06/24. Published May 25, 2022
https://financialpost.com/pmn/press-releases-pmn/business-wire-news-releases-pmn/global-survey-finds-80-of-consumers-prefer-identity-verification-measures-when-choosing-online-brands

Gamify

“**Gamification** is the strategic attempt to enhance systems, services, organizations, and activities by creating similar experiences to those experienced when playing games in order to motivate and engage users” - https://en.wikipedia.org/wiki/Gamification

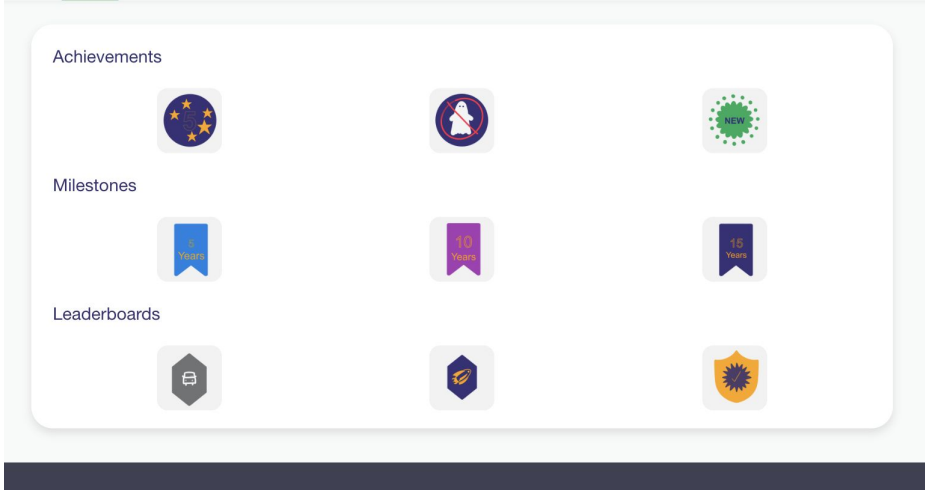
As we discussed gamification - We realized that it would be a way for users to get to know each other.

Also, It’s fun to be rewarded at any age!

Badges would be easy to implement with the current review system.

To start, we chose…

- Five Star
- No Ghost
- New User
- Account Milestones - 5/10/15
- Platinum Car buyer/seller
- Rocket Seller
- Verified user



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Questions
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