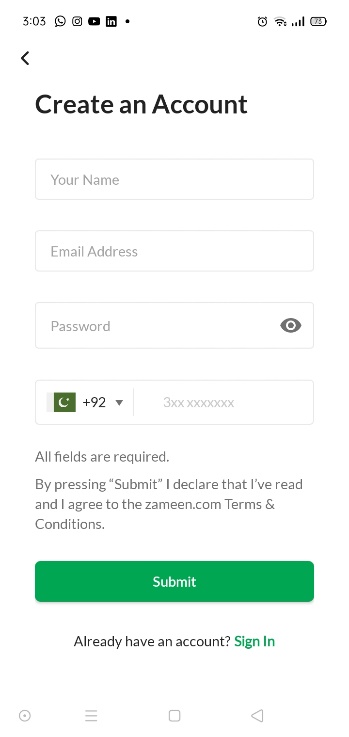
**BAT ASSIGNMENT 1**

**K190257 || M. Tuaha Ajaz**

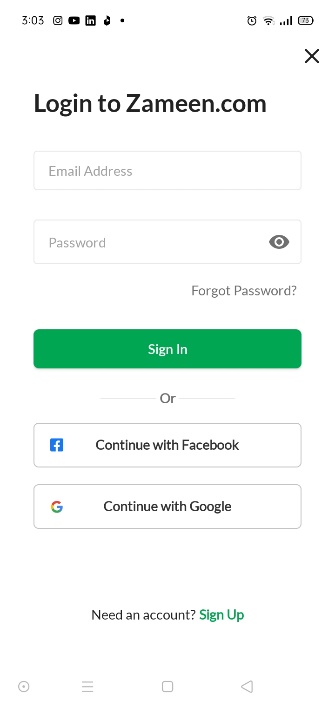
**ANSWER\_1**

**Stage\_1: Signup/Login**

Signup:

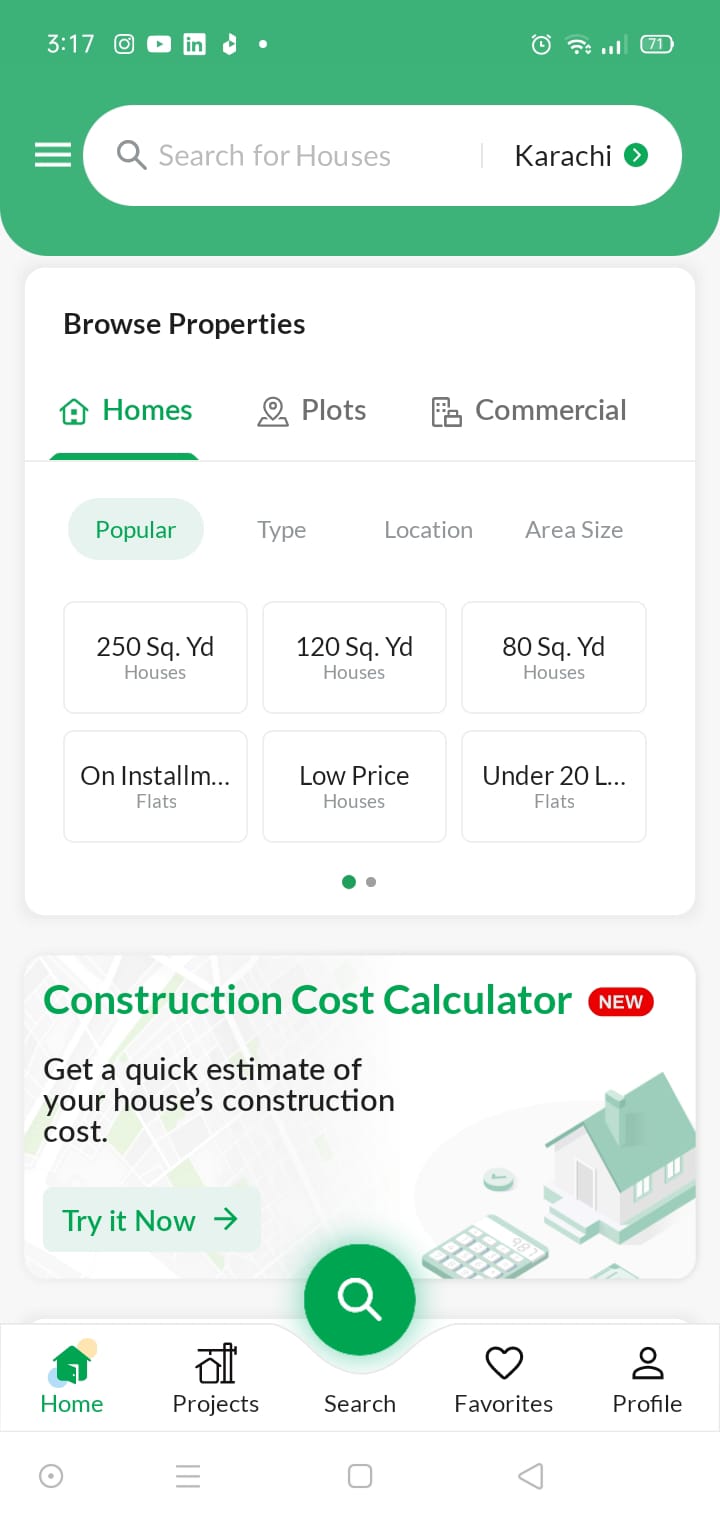


Login:

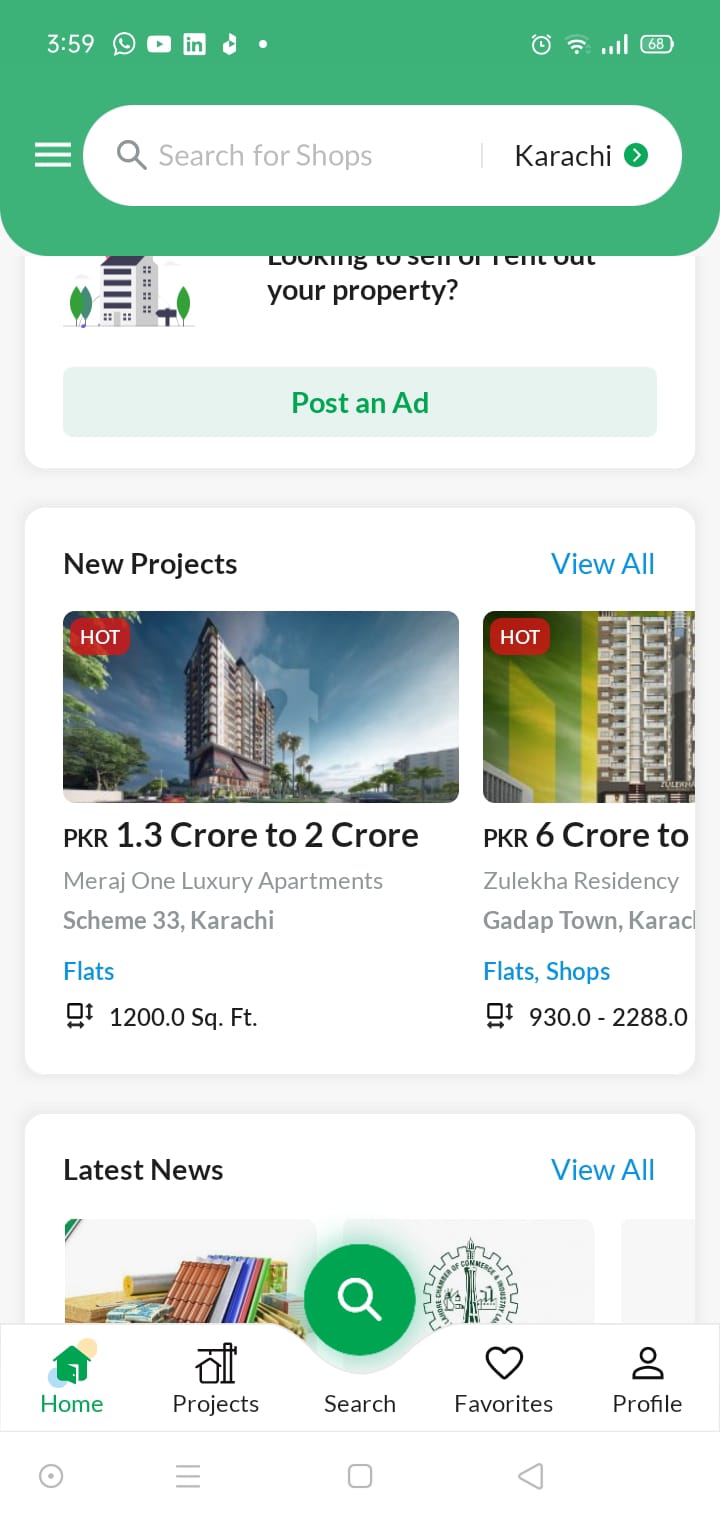


**Stage\_2: Find a property**

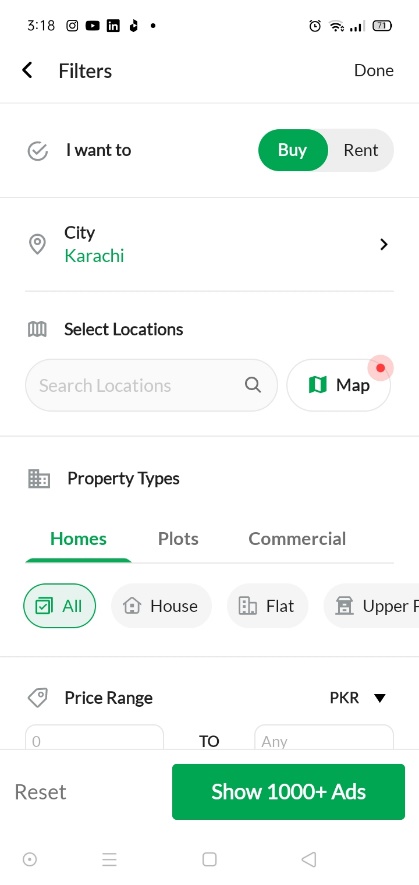
Search by a specific category:



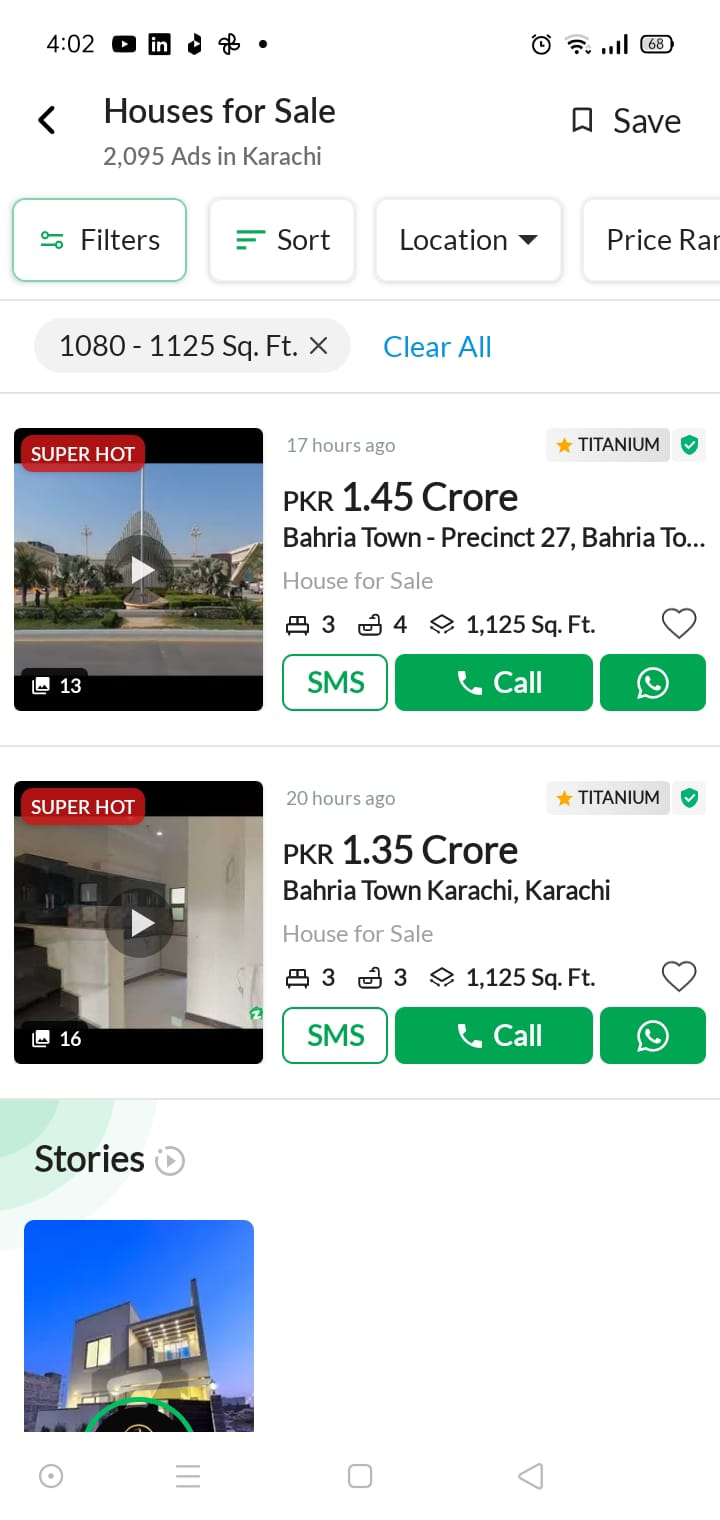
New Properties:



Search by multiple filters:

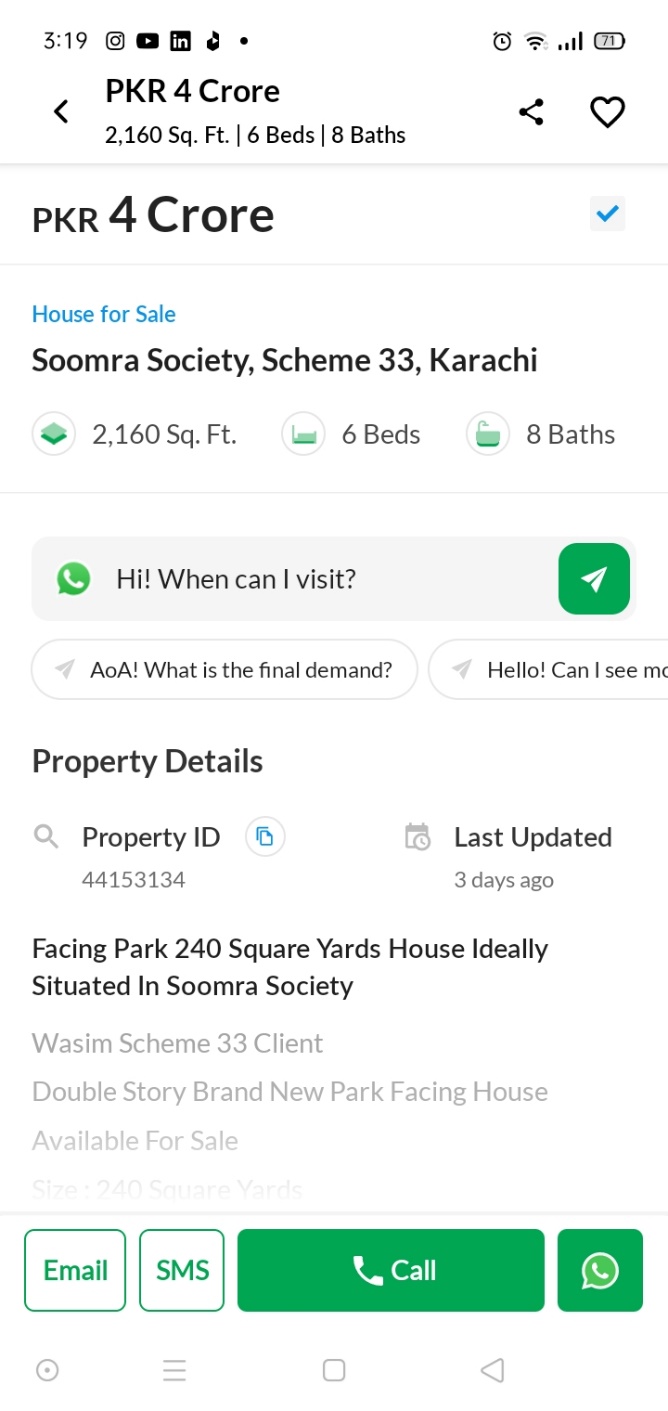


Search Results:



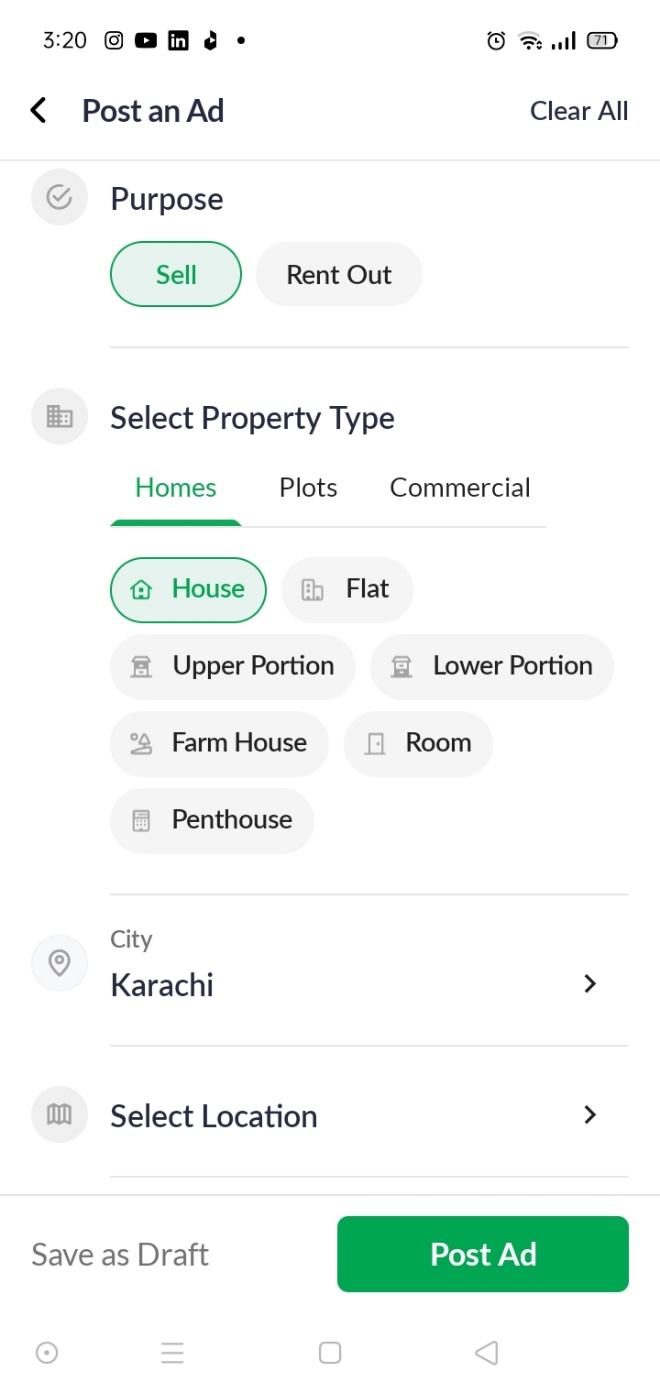
**Stage\_3: Viewing property details**

Property Detail Page:



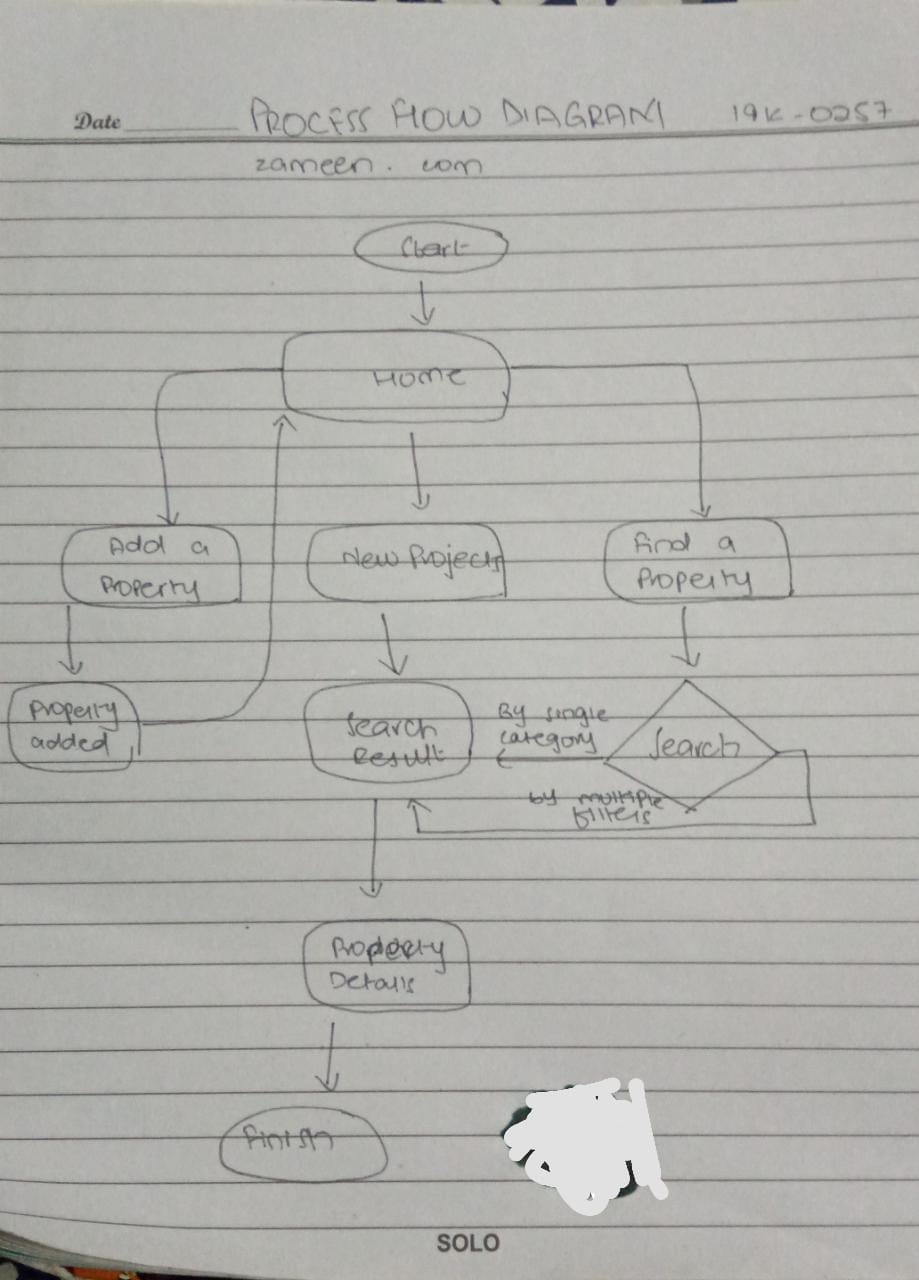
**Stage\_4: Add your own property**

Property adding page

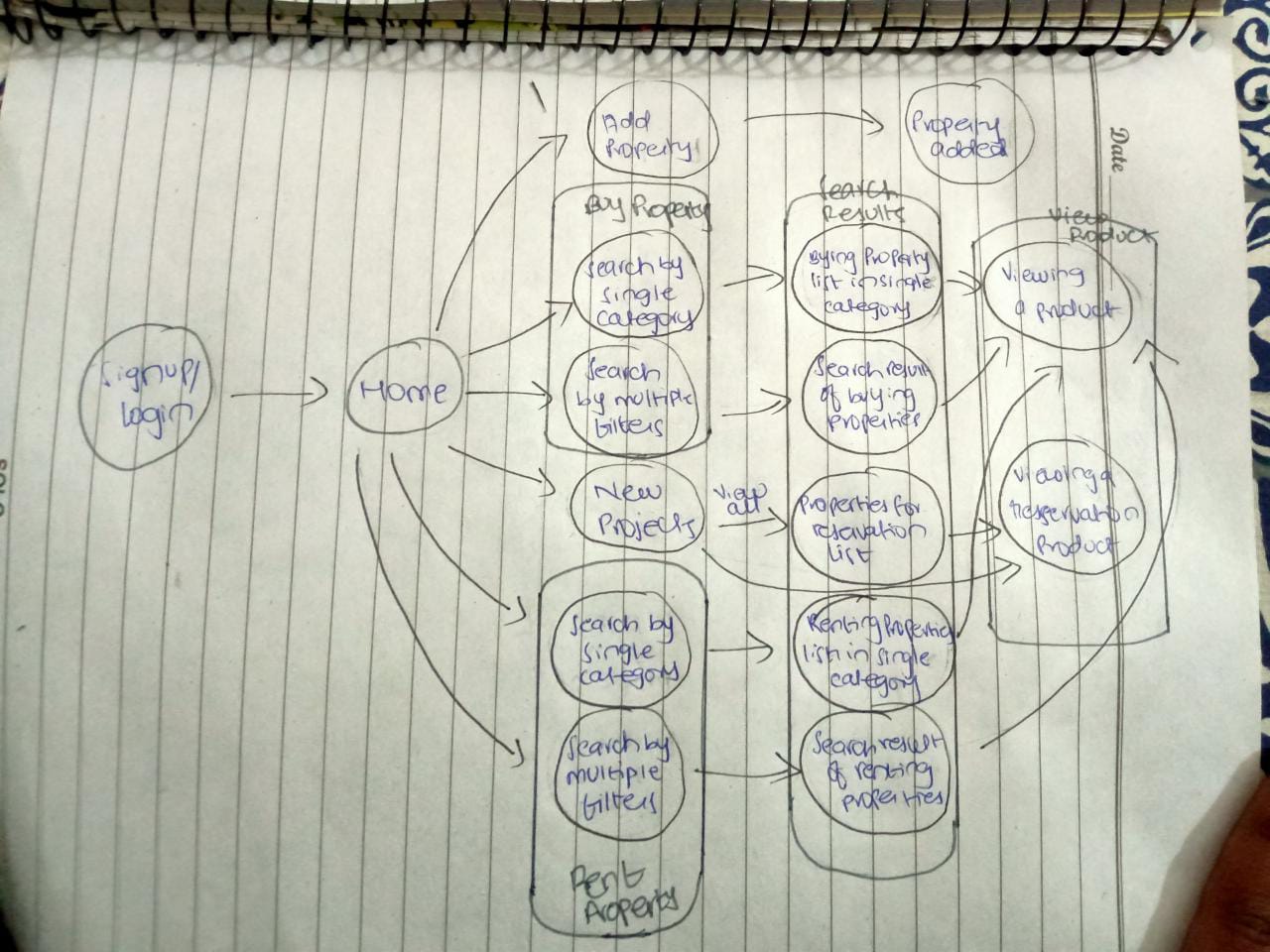


**ANSWER\_2**

**Process Flow Diagram**

****

**State Transition Diagram:**

****

**ANSWER\_3**

**Engagement Metrics**

Hypothesis:

* Seamless Signup and Sign in improves engagement.  
  Metric: Seamless Signup/Sign In
* Time required to register any property is inversely proportional to engagement.  
  Metric: Property Registration Time
* Search results accuracy is a sign of engagement.  
  Metric: Search results accuracy
* Time spend on the search result page is inversely proportional to engagement.  
  Metric: Search result average page time.
* Bouncing back from the search result page is bad for engagement.  
  Metric: Bounce-back rate from search results.
* Bouncing back from the property details page is bad for engagement.  
  Metric: Bounce-back rate from property details page.
* Time spent on the property details page is directly proportional to engagement.  
  Metric: Property details page-time
* User should move to contacting property owner.  
  Metric: Number of times user contacted property owner.

Variables:

|  |  |
| --- | --- |
| Metrics | Variables |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Seamless Signup/Signin | Successful  Signup  count | Not successful  Signup count | Successful Sign  in count | Not Successful  Sign in count |
| Property Registration Time | Time spent contemplating (doing nothing) on registration page. |  |  |  |
| Search results accuracy | Choosing from the top 3 results | No. of additional filters added |  |  |
| Search result page time | Micro view of search result page | Choosing a property that is not within the starting 5 results | Count of scroll  up/down on  search result |  |
| Bounce-back rate from search results | Count  Bounces  back from  Search Results |  |  |  |
| Bounce-back rate from property details page | Count  Bounces  back from  Details page |  |  |  |
| Property details page-time | Micro view of Property details page | Count of scroll  up/down on  Property details |  |  |
| Number of times user contacted property owner | Number of times user clicked on any of the three contact buttons |  |  |  |

**ANSWER\_4**

**Google Analytics:**

|  |  |  |  |
| --- | --- | --- | --- |
| Variable | Google Analytics Availability | Variable | Google Analytics Availability |
| Number of Sessions | TRUE | Does request for more info | TRUE |
| Average time of sessions | TRUE | Is satisfied with further results shown | FALSE |
| Text format feedback | FALSE | Is not satisfied with further results shown | FALSE |
| Time spent Scrolling on Recommended Property page | FALSE | Time spent registering | FALSE |
| Time spent Scrolling on Sponsored Property page | FALSE | Time spend on recommended properties | FALSE |
| Number of Clicks taken to reach target | FALSE | Time spent on searched properties | FALSE |
| Time Scrolled to reach property in recommendations | FALSE | Number of times user searches for keyword before they find their desired result | FALSE |
| Property opened on first search keyword | FALSE | Response time to sign user in | FALSE |
| Keywords taken to arrive at desired property | TRUE | Response time of server to validate credentials | FALSE |
| Count Bounces from Recommended page | TRUE | Search response time | FALSE |
| Count Bounces from Search page | TRUE | Response time of showing filtered properties | FALSE |