# Product Management Internship Assignment

## Improving in-app search functionality

Please submit your completed assignment to **verna.niva@wolt.com by Friday the 1st of November at 12:00.** If you require more time, feel free to reach out to us, and we'll be happy to accommodate your request.

Typically, candidates spend 2-6 hours on the assignment, but the time may vary depending on your approach. If you have any questions or need clarification, don't hesitate to ask—Verna is available to help you throughout the process.

If you advance to the next stage, you will have the opportunity to present your assignment to one of our Heads of Product or Directors during the following round of interviews.

Good luck! 💙

# Introduction

Wolt started as a convenient way to get food delivered to your door. Over the last few years, we have expanded our selection to non-Restaurant venues and items — e.g., groceries, flowers, electronics, clothes.

### Why search matters

Search is one of the core features of our consumer app. It's showcased at the bottom of our main view and it allows users to directly find what they're looking for. Every day thousands of purchases are made through search. Unfortunately, not all searches produce valuable results, especially when the thing you're searching for is something else than a specific restaurant. Improving the conversion of our search product by just a few percentage points would have a significant impact on our sales.

# The task

Your task consists of two parts: **1) understanding search behavior and 2) recommending product improvements.** The first part will help us evaluate how well you extract meaningful insights from data. The second part will give you a chance to use those conclusions to suggest improvements and changes to search.

You can choose the format, but keep it to a **maximum of 10 slides or 5 pages** (excluding cover and non-content pages). Your submission should include a concise summary of your findings and outlining actionable steps for the product team.

In your presentation, don't just come up with the perfect solution. Explain how you work - how you approach problems, what tools and methods you use and what additional information you might need. **Use the assignment as an opportunity to show us how you identify and solve problems, relying on data insights**.

## Part 1: Understanding how customers use search

We've provided you with a snapshot of our search data (**link to the data download**). More information about the data set is available in the appendix.

Have a look at the customer search data to uncover insights into what people are searching for, how effective these searches are, and what are the customer behavior insights and pain points you can find based on the data. Dig deep and go beyond averages.

It might help to benchmark our search to one of our competitors (or some other similar platform) to understand how other companies have implemented their search.

### Part 2: Improving search

Now that you know what people are searching for, it's your job to figure out how we can provide better search results and hopefully help more customers find what they are looking for.

What would you do as a Product Lead responsible for Search? Take what you've learned from the first part, and **recommend improvements that we should implement** within our search tab. Here are a few guiding questions:

A) What kinds of benefits do you expect to see from the improvements?

B) How would you measure the impact and the success of the improvements?

C) Who is this improvement for?

D) How would you prioritize the improvements?

## Evaluation criteria

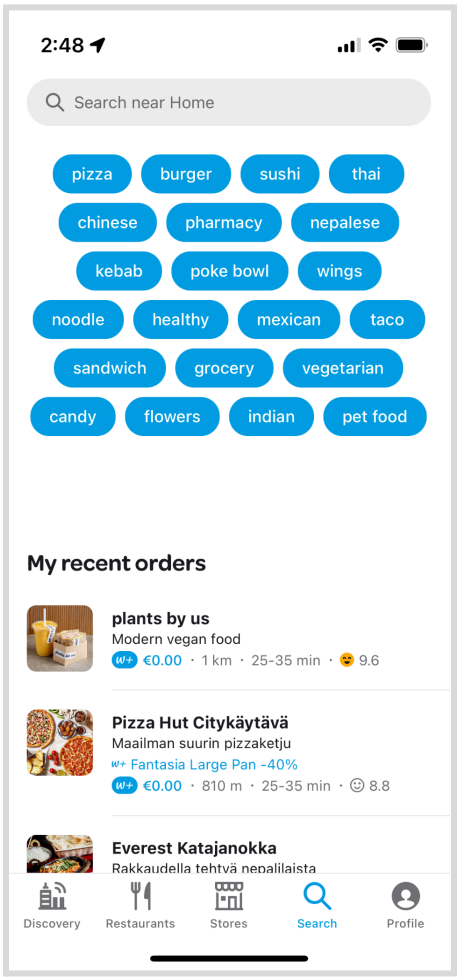
There is no single right answer and there are no trick questions. We evaluate assignments as a whole. Here are a few characteristics of a great assignment:

- Your message is clear, and your findings and conclusions are straightforward and easy to follow.
- High information density - you focus on what matters (Search is a huge subject, choose your battles)
- You understand what the impact of your recommendation is

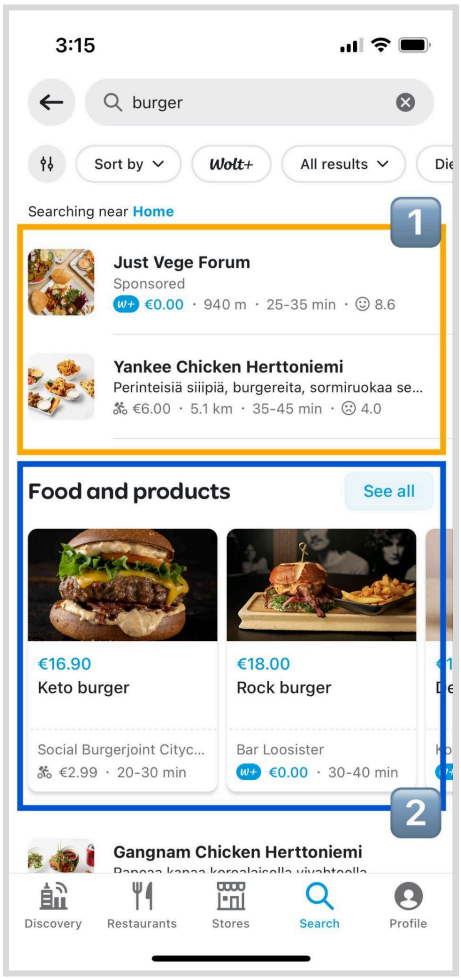
Don't limit yourself to the guiding questions. We want to understand what kinds of questions you find important.

# Appendix: The data

We've provided you with a snapshot of searches made in our app's search tab (see pic below). Users can write their own search queries or choose one of the provided ones. Both kinds of searches show up as part of the data but you can treat them similarly.




View of the Search page in the Wolt app




Example of results for search **burger** — notice that searches return two types of results:

- *venues* (marked in orange 1), and
- *items* (marked in blue 2).

A few things to keep in mind:

1. The data is limited to the top 500 searches (in terms of search count) made in Finland during an unspecified time period
2. The data only includes searches made in the search tab
3. You can assume that unfamiliar search terms refer to individual restaurants (e.g. “Loosister” → “Restaurant A”)
4. The data has been edited for clarity and Finnish terms have been translated

**You can download the data here.**

## Descriptions of the data fields

| Data field | Description |
|---|---|
| Query Text | The search term |
| Query Type | • text = user wrote down query text in the search bar<br>• tag = user selected one of the predefined tags<br>• recent_searches = user selected from the Recent Searches section (see screenshot of search view above) |
| Search Count | The number of times the term was searched. |
| Conversion Rate | The share of searches that generated a purchase. Number of purchases divided by number of searches (for a given term). |
| Avg Order Venue Position | Average location of the selected venue (restaurant, store, etc.) in the search results. Top search result is 0, the second is 1 and so on. |
| Share of Searches with Empty Result | The percentage of searches that didn’t find any venues. |
| Share of Searches with Interactions | The percentage of searches where the customer clicked on a displayed venue. A percentage over 100% means that the customer (on average) opened several venues before making a purchase. |