OLX CASE STUDY

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Olx

Context: Olx is a free classifieds platform to buy and sell within your neighbourhood. Olx brand is active in India.
Sellers have a good success rate in selling and find posting products to be a seamless experience

You've joined Olx as a product manager

Problem Statement: First-time users are not aware of the value proposition right away. There seems to be a low trust factor over sellers, buyers and products on the platform.
You are tasked with improving the first-time user experience and project assurance and legitimacy
Things to do: Identify improvements in the product to increase adoption and first-time user experience. Reduce the risk of drop-off.

ABOUT

- OLX is a FREE online classifieds platform catering to the CTC market.
- Sellers find posting an ad a seamless experience and ecstatic that the service is free of cost.
- They vouch for good lead generation and success rate in selling.
- The buyers are happy that they have more control over the search control of inventory in terms of localisation.
- Overall Customer satisfaction is higher than its competitors.

PROBLEM STATEMENT

- First time users are not aware of the value proposition right away.
- There seems to be low trust factor over sellers, buyers and products on the platform.
- The first time user experience does not project assurance and legitimacy.
- Risk of drop offs due to a couple of bugs

OBJECTIVE

Our goal is to identify areas of improvement in the product to make a better impression on the first time users and encourage engagement.

USER PERSONAS

User 1

40 year old Raj living in Bangalore looking to sell his old bike and buy a second hand car for his family.

User 2

18 year old Raju starting his UG program in Delhi far from home.

Due to shortage of funds, he is being thrifty. However, he needs to buy a laptop for projects and some furniture for his room.

User 3

25 year old Neha is a working individual in a nice fully furnished apartment in Bangalore.

She is now moving abroad for higher studies. She plans to dispose her home furniture and electronics for some extra cash.

User 4

35 year old Lalita and her family just bought an apartment in Chennai.

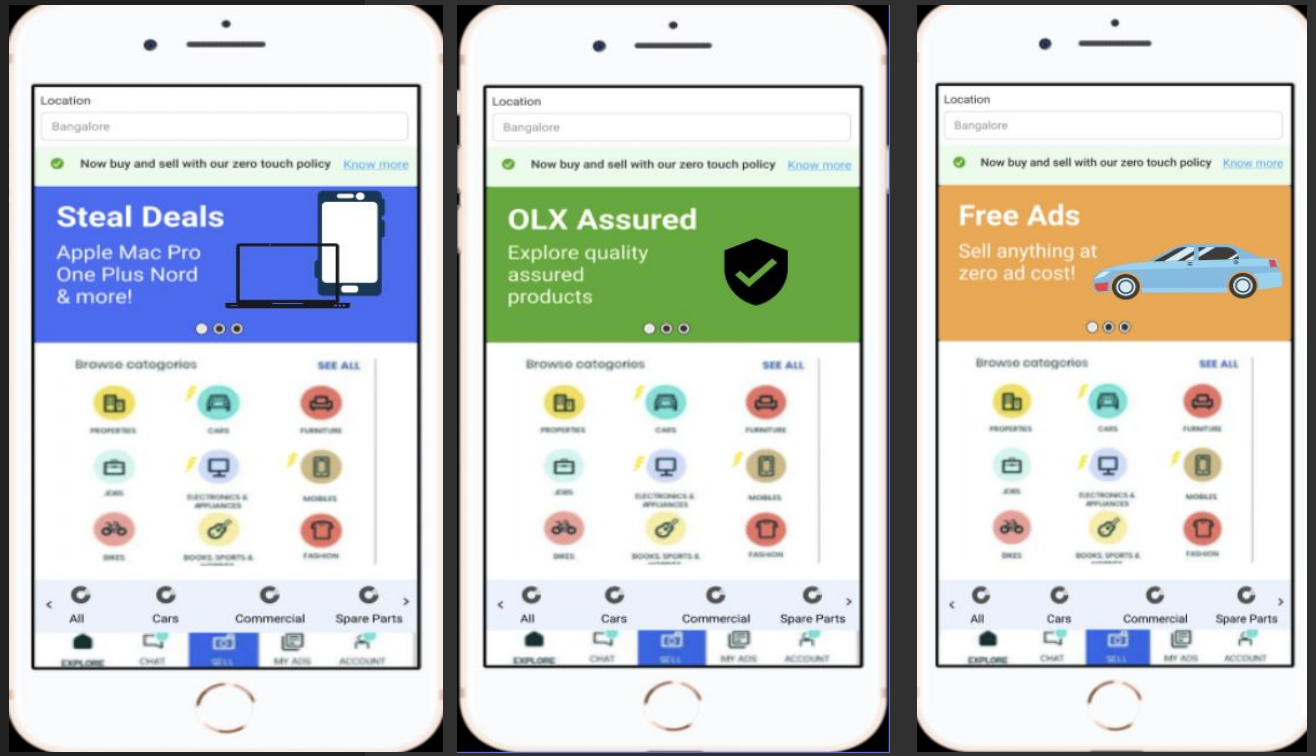
She is designing interiors before moving in. She wants to get rid of their existing furniture and electronics to make room for new ones.

Focus area - Activation

We shall look at the onboarding flow and user experience of first time users. Hence acquisition, adoption and retention are not in scope of this study. We shall address both seller and buyer personas. Further, pain points of repeat/regular users are not in the purview

Display Value Proposition

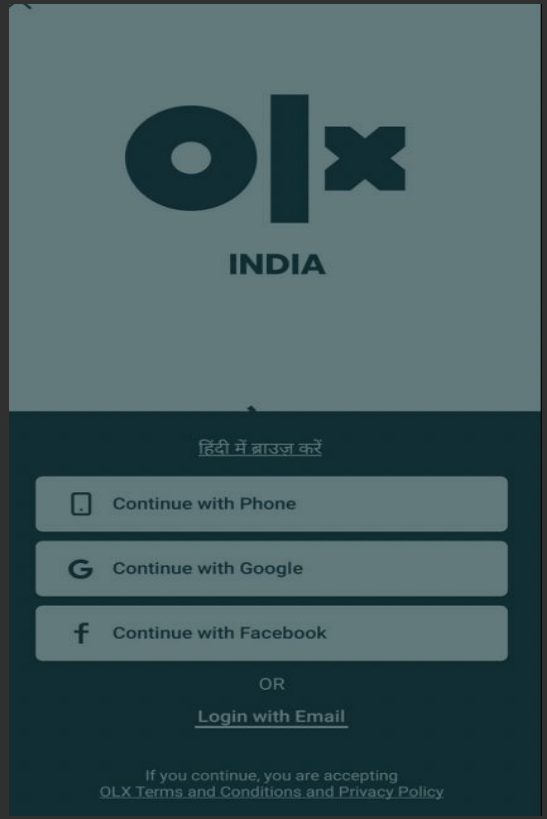
- Trust
- Cost Effective
- Proven Customer Success



Reduce Drop-off Points - I

Fix glitches during account signup/login.

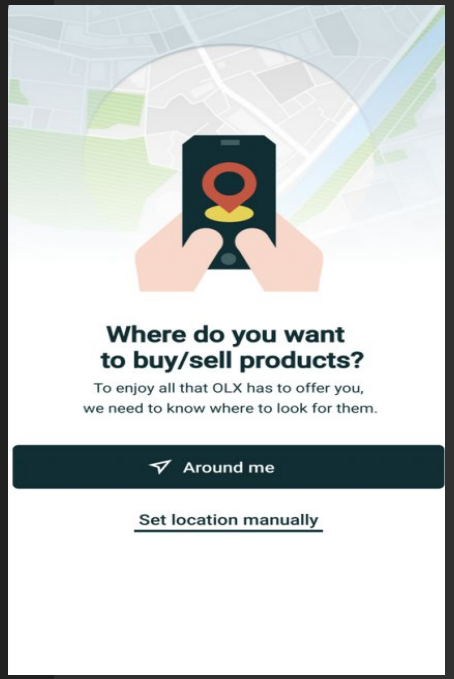
Additionally, for poor internet connections, while the interface loads,we can display a value proposition message with a low resolution animation



Reduce Drop-off Points - 2

Automatically pick the current location the first time and add a spotlight later to coach users to set location if they need to.

Remove this



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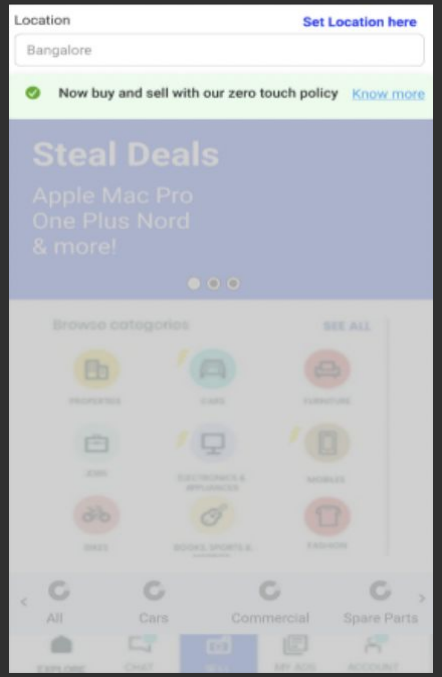
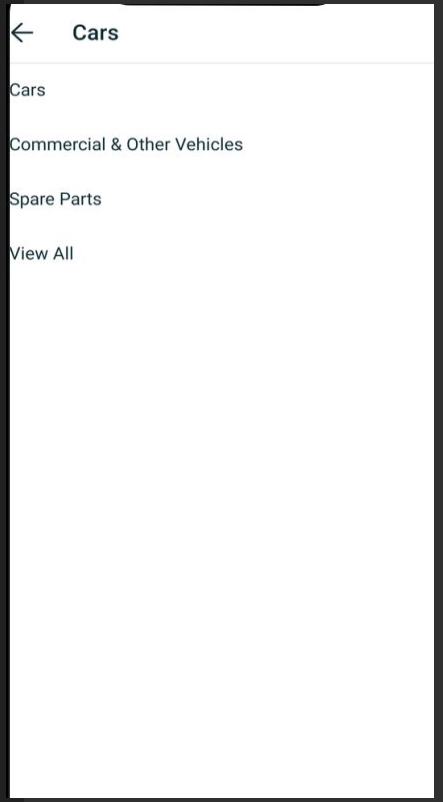


Reduce Drop-off Points - 3

Retain the context in the interface when user needs to choose a sub category of an item.
Instead of popping up a list, display the list below after users select a product category.

Remove this



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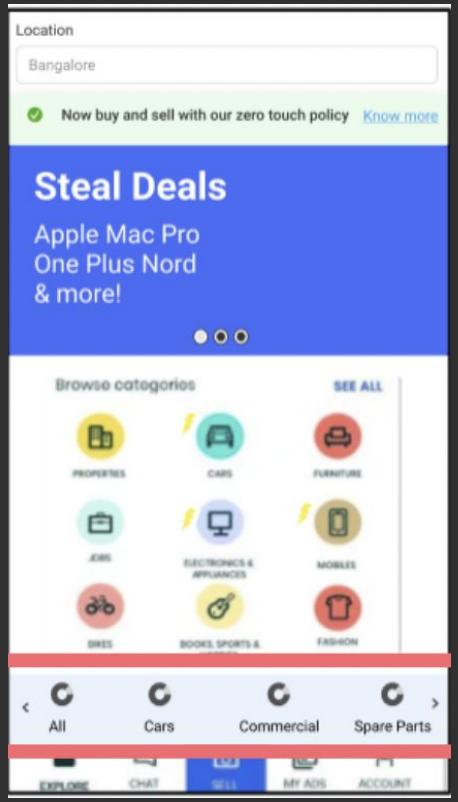
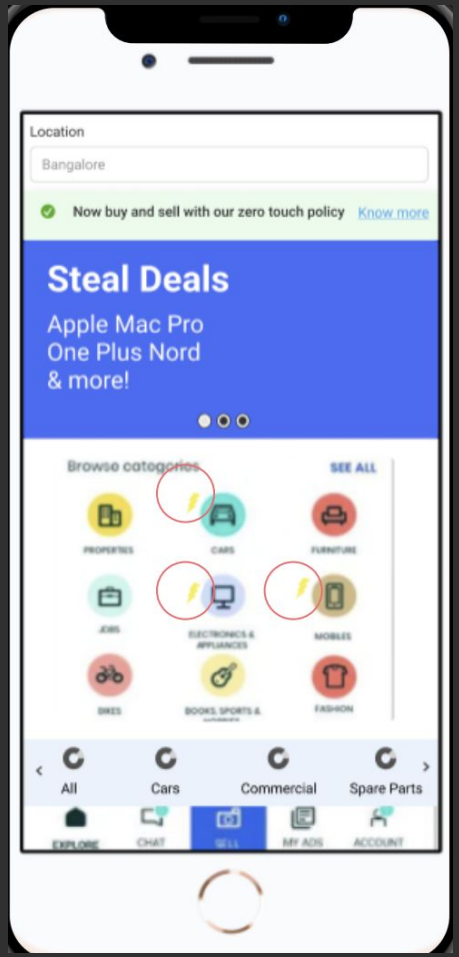


Draw Attention - 1

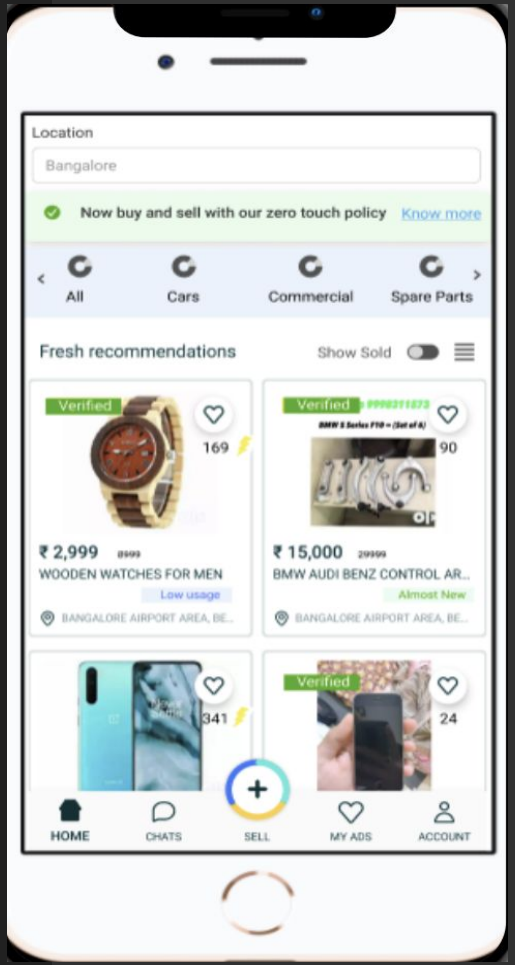
Indicate fast moving or trending categories
This will intrigue both buyers and sellers. Which can lead to clicking on it and further engagement



Draw Attention - 6,7

6.Attract sellers with the success stories.Attract buyers with price differences and great deal indications.

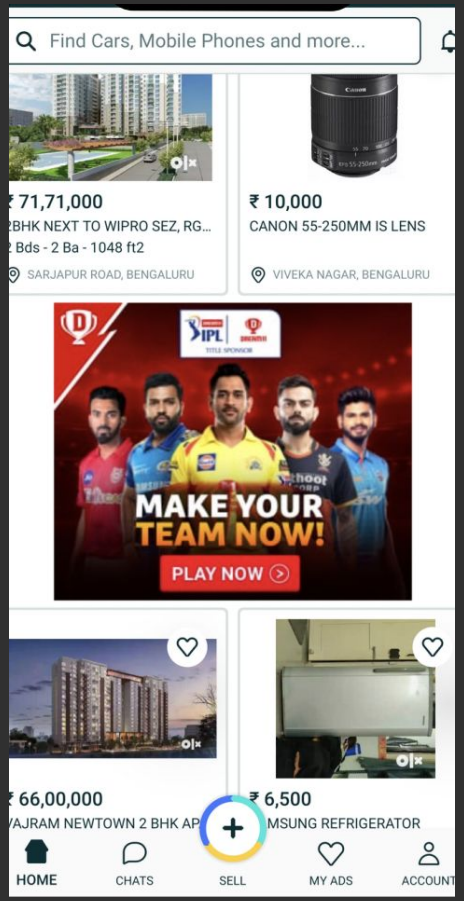
4.Curate field with verified,trending and popular items at the top.



- Collect current market price of the new copy of the item from the seller and show the price difference.
- Show popular,verified and trending items at the top.Also allow user's sort on these criteria and latest-old.
- Show old/closed deals options to draw interest from sellers.

Bonus

- Curate the feed to personalise if data is available.
- Show google ads only after 2-3 scrolls and not before.



SUCCESS CRITERIA

- Activation & Adoption cohorts
- Time to first engagement (Curve)
- Drop off/App abandonment rate for FTUs
- Average session period for FTUs
- Average time between 1st & 2nd session
- DAU/MAU App Uninstalls

THANKYOU