CPlynk (*Coming December 2025*)

Role: Product Manager

CPlynk is an upcoming carpooling app designed to make urban travel in Lagos more affordable, social, and eco-friendly. Leading product strategy and execution, I've worked closely with designers, engineers, and stakeholders to build a seamless ride-sharing experience—with plans to expand across Nigeria post-launch.

Key Contribution:

➢ **Streamlining Onboarding**

Problem: Usability testing revealed an **8+ minute onboarding time**, causing drop-offs.

Solution: Proposed and implemented:

- **Social login (Google)** to reduce friction.
- **Redesigned UI** with progressive form fields.
- **Cut unnecessary fields** by 40%.
- **Outcome:** Onboarding time reduced to **under 5 minutes** (+38% efficiency).

➢ **Data-Driven Feature Prioritization**

Problem: Early user interviews showed **low interest in scheduled rides**, but the team debated building it as a premium feature.

- **Actions:**
  - Conducted **competitive analysis** of 5 rival apps to identify gaps.
  - Ran a **fake door test** with a "Coming Soon" button for scheduled rides, tracking click-through rates.
  - Analyzed **cost vs. impact** with engineers (estimated 3-month dev time).
- **Outcome:**
  - Only **12% of users** engaged with the fake feature, signaling weak demand.
  - Pivoted resources to **real-time carpool matching**, which 89% of testers rated as "core need."
  - Saved **200 engineering hours** by deprioritizing low-value work.

Lesson: "Validating assumptions before development prevented wasted effort and aligned the roadmap with true user pain points."

➢ **Optimizing Driver Supply & Retention**
- **Problem**: Low driver signups (35% below target) and high 30-day churn (42%) threatened launch readiness
- **Actions**:
  - Led **driver pain point workshops** uncovering key issues: unclear earnings and safety concerns
  - Spearheaded **3 pilot programs:**

1. **Upfront earnings calculator** in signup flow

2. **Safety badge system** (profile verification + rider ratings)

3. **Tiered incentive program** for consistent drivers

- Partnered with ops to **streamline onboarding docs** (reduced from 5 to 2 items)

  Outcome:

  - Increased driver signups by **65%** in 8 weeks
  - Reduced **30-day churn to 28%**
  - Achieved **1:3 driver: rider ratio** target before Lagos launch
  - **Tools Used**: Microsoft Excel, Figma prototypes, Google form for driver interviews