

## IMPROVE FUNNEL CONVERSION

Please write a recommendation note - With the aim to maximize conversion and driving more traffic to the search panel:

1. Identify 3 key problems with the current search
2. Provide 3 recommendations which can help improve the conversion (CTR for the search)
3. Provide a prioritization logic - which recommendation would you like to ship first and why?
4. Please add a low fidelity wireframe to support your highest priority recommendation
5. Highlight any risks which you anticipate with the recommendations

Please refer to the UC App for Delhi city and Salon Prime Category for understanding the current flows and coming up with recommendations

### DATA

You have the following data points

S. No	Step	Funnel	Target
1	Total users landing on search	100%	-
2	Users who type or click on bestsellers/Top offers	80%	-
3	Users who type	70%	-
4	Users who click after typing	52%	Increase ↑
5	Users who drop off after typing	18%	Reduce ↓
6	Users who click on bestsellers/offers	10%	-
7	Users who drop off without typing/clicking anything	20%	Reduce ↓
8	Overall search CTR (S. No 4 + 6)	62%	Increase ↑

### Additional Data Points:

- Out of the 100 users opening the app only 15% end up clicking on the search bar as an entry point.
- 10% times the search panel does not deliver a successful search result - the user searched for something, but didn't get anything in return as a search result

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## Pitfalls of the current search algorithm:

1. Uses a rudimentary ranking algorithm for search results based on text similarity. It struggles when the spelling is incorrect. Any word misspelled after the first word vary the results significantly. For e.g. “home painiting and home tepair gives result on cleaning”. This variability can result in bad customer experience. It supports only english search queries.
2. The search results are static. Based on few test cases of the search results I think it is creating a score using ratings, price, time and other features to rank the them. For someone who wants to have a cheap hair colour this system is making his user journey longer. This needs some improvement for better UX (clear visibility)
3. While starting a search S, a user just looks at the dynamic results below to see if S has appeared there, eventually saving his time. UC’s dynamic search results are the exact opposite with excessive information on price, time, category, sub-category etc. The user manually filters through excessive information. For e.g. search ac.
4. There are two types of results for a search (salon) either a category with large screen area (salon prime) or sub categories with smaller uniform screen area (salon classic, salon for men). This emphasis on a category just makes user fatigue higher, consider n results for 1 out of n cases his search result is at top and in other n-1 cases his attention is caught by something he doesn’t need.

## How to improve the conversion rate (CTR):

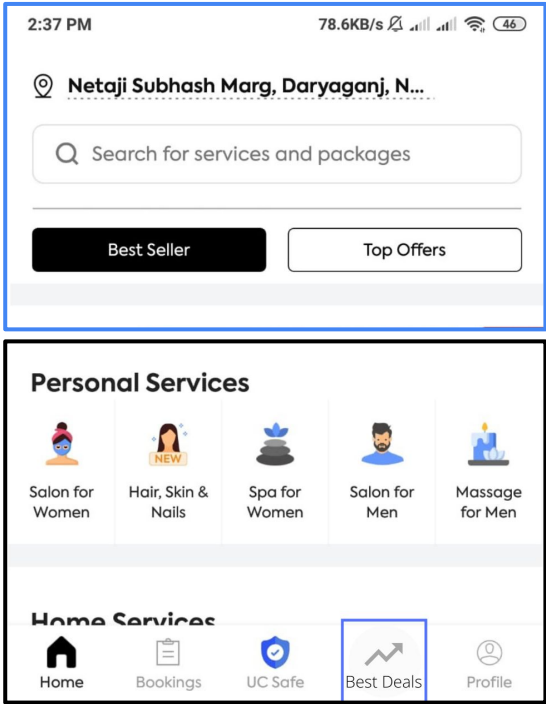
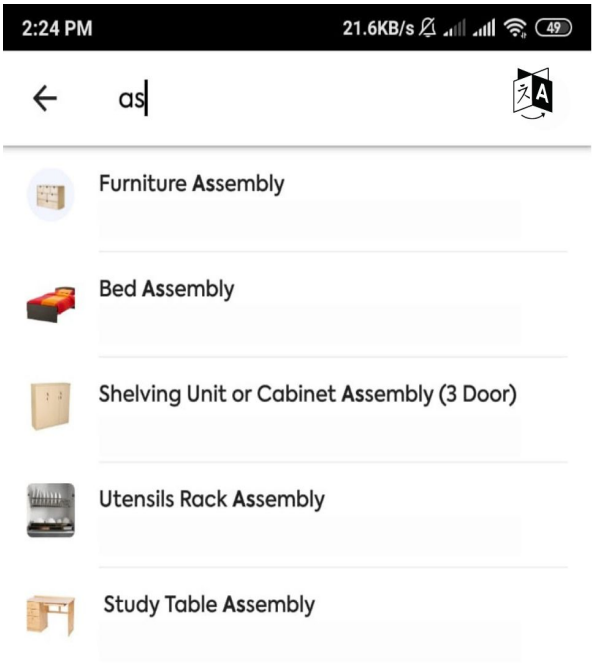
1. Improving CTR from user who click after typing: The search algorithm needs to be updated with native languages so that it can give relevant results. For higher conversions improving the response for misspelled words, adding a list of frequent keywords for a service and replacing them for best fit for the results.. Redundant information from dynamic search results (users hasn’t entered the search query completely) as discussed in pitfalls be dropped to reduce user fatigue.
2. The search results tab needs sort and filter option. Basic filters and sort option specifically for price, rating, time, category class (e.g. *waxing in Salon Prime*) and distance are must. All the results after a search should have uniform area on the search tab (sorting is alright). This has more probability of user satisfaction.
3. To improve CTR from Best Seller/Top Offers (BS/TO) channel (considering they don’t type): If I consider two users (A: Software Techie, B: Uncle after retirement) they would find it difficult to navigate to the BS/TO section as it comes after around 3 steps after coming to the app. To improve visibility in this case we can do two things, first is to have a separate section for BS/TO in the navigation bar by hypothetically replacing UC Plus and the second option is to include it below the search bar on home page, so that user can navigate between home and BS/TO without going to search. This will also reduce the users drop off without typing.

Prioritizing logic for recommendations using RICE score:

Recommendations	Reach R	Impact 1-3	Confidence [0.6,0.8,1]	Effort 0-12 M	R*I*C/E
SEO for misspells, dynamic results, regional language	0.7	3	1	3 M	4
Search output bridges like sort, filter and uniform area for each.	0.18	2.5	0.8	4 M	1
More visibility for BS/TO	1.00	2	0.5	1 M	5

Effort is calculated as time taken to add the feature into the UC app. Reach is taken to be an approximate representation of data we have.

Wireframe for the prioritized features:



Risks and Pitfalls:

- 1. Placing BS/TO, including native language on home-page may lead increased latency as the app size will grow. Eliminate redundant files from the APK.
- 2. Sort and filter can lead to cannibalization of existing feature (recommendation) on the search page. UC plus services and this can be included in filter options.