OLX Case Study

In this exercise, you are the Product Manager for OLX and have been asked to improve the First Time User Experience to reduce drop-offs in the initial stage of a user's lifecycle and increase the core actions on the app.

● What customer pain points are not being well served during the FTUE?
● Come up with at least 2 proposed Product solutions to improve FTUE. How would you measure success?

o Provide UI mocks/flow charts and explain the feature in detail (Balsamiq/Figma wireframes preferred) Think of Product solutions. For e.g., if a new user wants to sell on OLX, showing her how much money other users made by selling items on OLX serves as a social proof for her to take the core action.

(For OLX, the FTUE starts from app install and ends when the user browses items for the first time on the app. The core actions of OLX are buying and selling items near you. We want you to consider how OLX serves new customers who are not yet familiar with the service.)

| 1 | Free Classifieds | 2 | Mellow Buying/Selling Experience | 3 | Quality | 4 | Affordability |

OnLine eXchange(OLX) has changed the way we buy or sell products/services for the past one and a half decade.

Problem Statement:

To improve the First Time User Experience(FTUE) to reduce the drop-offs in the initial stage of a user's lifecycle and increase the core actions on the app.
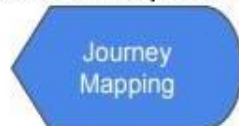
Our Goal:

1. To address the customer pain points to provide better services during the FTUE.
2. Propose atleast 2 product solutions to improve FTUE.

Solution:

To improve the UI to provide a better experience to different persona of users(buyers and sellers).

User Persona	Journey Mapping	UI Design	UX Audit- Metrics
Segregate the buyers and sellers	The process the user goes through to accomplish their	Provide a mellow user interface	Measuring the customer satisfaction index

User Persona

Joey's Barcalounger "Rosita" is something which he really admires. His friend Rachel wants to enjoy the comfort of it but Joey doesn't share.

JOEY

Rachel gets furious and got herself a black La-Z-Boy E-Cliner 3000 having much more features than Rosita and refuses to share it with Joey.

RACHEL

Joey now becomes greedy and decides to sell Rosita at a decent price and get himself a better barcalounger than Rachel's
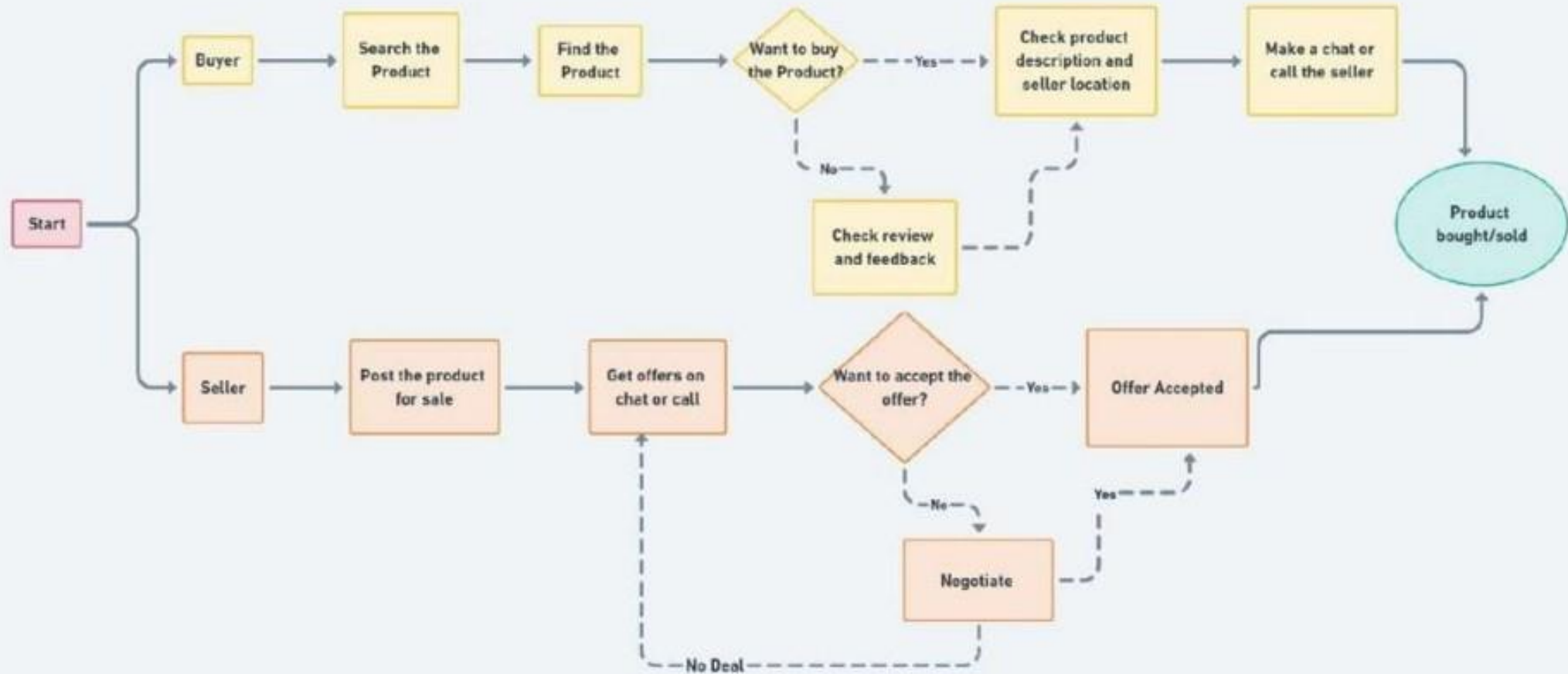
JOEY

Ross lives two blocks and works as a Professor in the paleontology department. Due to stress given by his students he wants to relax at home on weekends and hence is looking to buy a barcalounger but is not willing to spend too much.

ROSS

Journey Mapping

Seems to be a quite simple user journey, then what are the pain points that make a bad FTUE UX?

Feature Description-

Comprehensive product information along with buying and selling price.

Tips & Suggestions-

- Apart from basic details, condition of the product could be mentioned and prices should be capped accordingly.

Bad- Heavily used, Average- Moderately used, Good- has been used for 3-4 months, Excellent- as good as new.

- The date on which the product was bought along with the bill helps the buyer make an informed decision.
- Total number of views and likes on a product reflects the overall sentiment about the product(already provided option).

Phone X

3:03

< **Product Details** ♡

Black Barcalounger Leather Sofa
Buying Price- ₹ 55,000
Selling Price- ₹ 35,000(price negotiable)

Product Information

Condition	Good
Category	Furniture
Bought On	10/08/2019
Views	150
Likes	5

Chat | Call

Continued...

- The price at which the product was bought can be provided as the user won't go to other platforms to check its original price and when he/she sees that the product is being sold at a heavily discounted price, it's a win win situation for him/her.

Expected Output for OLX-

- Improved overall user experience
- Increased product sales
- Increased user retention

Metrics for consideration-

- Total views and likes
- D-1 & D-30 retention rate
- Average revenue per user
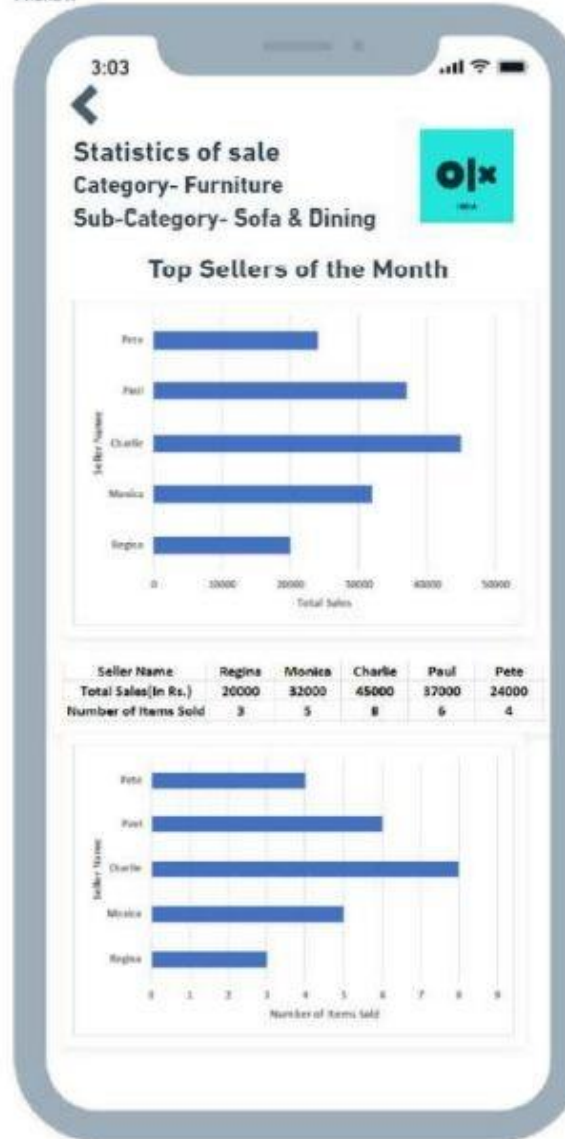
Feature Description-

Statistics of sale on different categories and sub-categories.

Hi Guys! I am here to sell my barcalounger and I'm surely gonna tease Rachel big time by getting a better one than her's. Since, I'm very close to it, I'll make a sale only if I get a decent price.

Woahh!! People are making a lot of money here. I feel convinced that I can make some good money by selling my barcalounger and I think I should sell off my vacuum cleaner as well since I don't use it anymore.

Phone X

3:03

Statistics of sale
Category- Furniture
Sub-Category- Sofa & Dining

OLX

Top Sellers of the Month

Seller Name	Regina	Monica	Charlie	Paul	Pete
Total Sales(In Rs.)	20000	32000	45000	37000	24000
Number of Items Sold	3	5	8	6	4

Tips & Suggestions-

- How much money other sellers made by selling similar items serves as a social proof for him/her to take the core action.
- On seeing the statistics, he would be convinced to sell off other unnecessary items to have some partial income.
- Statistics can be made more graphical so it's easy to understand and comprehend and at the same time it's visually appealing.

Expected Output for OLX-

- Improved first time user experience of seller
- Increase in overall business at OLX
- Increased buyer/seller interaction

Metrics for consideration-

- Total and average sales per month
- Top Sellers of the month by total sales and number of items sold

HEART METRICS	Goals	Signals	Metrics
Happiness	User Satisfaction	User reviews and ratings, feedbacks from customer support	Average seller rating, Net Promoter score, average app rating
Engagement	User Content Discovery	Total number of sales, total time spent on the app	Total revenue per user, average sales per month
Adoption	User Onboarding	Number of app downloads, new users, first time user experience	Average user-stories watched, number of reviews on seller
Retention	User Loyalty	Recurring buyers and sellers	D-1 and D-30 retention rate, number of items bought/sold from/to same seller/buyer
Task Success	User Goal Completion	User analytics and user studies	Number of items bought/sold, numbers of deals that couldn't take place

HEART METRICS	Goals	Signals	Metrics
Happiness	User Satisfaction	User reviews and ratings, feedbacks from customer support	Average seller rating, Net Promoter score, average app rating
Engagement	User Content Discovery	Total number of sales, total time spent on the app	Total revenue per user, average sales per month
Adoption	User Onboarding	Number of app downloads, new users, first time user experience	Average user-stories watched, number of reviews on seller
Retention	User Loyalty	Recurring buyers and sellers	D-1 and D-30 retention rate, number of items bought/sold from/to same seller/buyer
Task Success	User Goal Completion	User analytics and user studies	Number of items bought/sold, numbers of deals that couldn't take place