

GO LEAN AND DELIGHT YOUR USERS

October 2016

DAVE MARTIN

Digital Director, Classifieds, Bauer Xcel (UK)

Blog: www.productwarrior.com

Background - product leadership, consultancy, tech start up.



XCEL MEDIA



comparethe
market.com™

monster.com



PEPSICO

Google

ThoughtWorks®



THREE SPARKS



SOFTWARE IS COMPLEX



SIMPLIFY .

AGILE WEAKNESS IS “PRODUCT OWNERS”







MIDDLE AGED MEN & OLD CARS

CAR DEALERS NOT GETTING ENOUGH ENQUIRIES

DIFFICULT TO EXPLORE & ENQUIRE





TRAFFIC

LEADS

PROSPECTS

CUSTOMERS

**NEEDED BETTER
CONVERSION**



	Direct Paid Search Organic Search Direct Referral Direct Referral	
17.	Direct Referral Direct Organic Search Direct × 5 Paid Search Referral Direct Organic Search × 2 Direct × 3 Paid Search Organic Search × 2 Direct × 2	1 (2.04%)
18.	Direct Organic Search Direct Organic Search × 2 Direct Paid Search Organic Search Direct × 2 Email Direct Organic Search Direct Organic Search × 2 Email Organic Search Direct × 7 Organic Search Email × 2 Organic Search Email	1 (2.04%)
19.	Direct Organic Search × 2 Direct Paid Search Organic Search Direct × 2 Email Direct Organic Search Direct Organic Search × 2 Email Organic Search Direct × 7 Organic Search Email × 2 Organic Search Email	1 (2.04%)
20.	Referral Direct × 3	1 (2.04%)
21.	Referral Direct × 2 Referral Direct Paid Search Direct Referral Direct × 2 Referral Direct Paid Search	1 (2.04%)

BUYERS DO NOT
ENQUIRE ON IMPULSE

RESEARCHED CLASSIFIEDS LANDSCAPE





CROSS FUNCTIONAL IDEAS WORKSHOP

TEST CARDS AND LEARNING CARDS

Test Card 

Test Name: Deadline:

Assigned to: Duration:

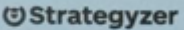
STEP 1: HYPOTHESIS
We believe that
 Critical   

STEP 2: TEST
To verify that, we will
 Test Cost: Data Reliability:   

STEP 3: METRIC
And measure
 Time Required:   

STEP 4: CRITERIA
We are right if




Copyright Business Model Foundry AG The makers of Business Model Generation and Strategyzer

Learning Card 

Insight Name: Date of Learning:

Person Responsible:

STEP 1: HYPOTHESIS
We believed that

STEP 2: OBSERVATION
We observed
 Data Reliability:   

STEP 3: LEARNINGS AND INSIGHTS
From that we learned that
 Action Required: ☐ ☒ ☒

STEP 4: DECISIONS AND ACTIONS
Therefore, we will

Copyright Business Model Foundry AG The makers of Business Model Generation and Strategyzer

**6 WEEKS 16 EXPERIMENTS
LOTS OF LEARNINGS
ENQUIRY CONVERSION IMPROVED**

Experiment



EXAMPLE EXPERIMENT

WE BELIEVE THAT:

Users prefer to click / tap instead of search.

WE OBSERVED:

19% of users clicks one of these links.

Makes received most clicks (80%).

Bounce rate dropped by 18%

Listing results page increased by 12%

Vehicle page views increased by 8%

Enquiries went up.

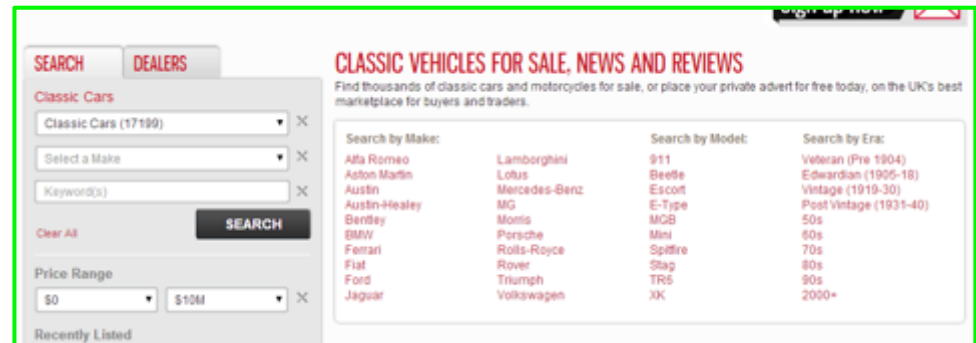


FROM THAT WE LEARNED:

Prompted search is important to users.

THEREFORE WE WILL:

Review search paradigm to promote prompts.



EXAMPLE EXPERIMENT

WE BELIEVE THAT:

Using a layout favoured by other classifieds sites (defacto standard) will convert response higher.

WE OBSERVED:

Email enquiries improved by over 50%.
Website clicks went down.
Related content clicks went up.

FROM THAT WE LEARNED:

A more familiar vehicle details layout should be adopted - no search column, CTA top right.

THEREFORE WE WILL:

Redesign this page to improve user value and adopt “defacto” standards.



SOME OTHER EXPERIMENTS...

RESULTS IN GRID OR LIST

RESULTS LAYOUT

RESULTS ORDERING

FLAT SITE DESIGN

CAR FACTS

RELATED CARS POSITION & LAYOUT

ETC.....

A green-tinted photograph of a desk. In the center, a silver laptop is closed. To its left, a pair of black scissors is visible. The desk is covered with various papers and documents. In the foreground, there are several thick stacks of papers or documents. The background shows a blurred office environment with other desks and chairs.

78% CONVERSION INCREASE

INFORMING A REDESIGN

- EXPERIMENT LEARNING
- AVOID HIPPO EFFECT
- KILL FEATURES NOT USED
- FOCUS JUST ON SELLING CARS
- ANALYTIC TRACKING

Classic Cars for Sale UK

www.classiccarsforsale.co.uk

AppsresearchMCN devstuff to buycampingwww.classiccarsforsale.co.ukNew & Used MotorbLean Product ManagGoogleClassic and PerformUptime ReportsAdweek - Breaking

ClassicCarsForSale

For SaleAuctionsReviewsDealersValuationsInsuranceBlog

Place a FREE ad

Classic Cars

Classic Bikes

Vans & Commerical

Classic Car Parts

POPULAR CLASSIC CAR MAKES FOR SALE

Alfa Romeo (279)

Aston Martin (248)

Austin (407)

Austin Healey (169)

Bentley (368)

Bmw (539)

Cadillac (131)

Chevrolet (276)

Citroen (181)

Daimler (153)

Ferrari (363)

Fiat (285)

Ford (1062)

Jaguar (1011)

Land Rover (259)

Lotus (135)

Mazda (147)

Mercedes Benz (1348)

Mg (945)

Mgb (177)

Mini (214)

Morris (374)

Porsche (827)

Rolls Royce (405)

Rover (478)

Toyota (166)

Triumph (519)

Vauxhall (153)

Volkswagen (539)

Volvo (207)

See all makes +


What car are you looking for?

Q

ADVANCED SEARCH +


SEE ALL CLASSIC CARS

Classic Cars for Sale




1988£39,950

LANCIA DELTA INTEGRALE (Tipo 831AB024)




1990£114,990

FERRARI TESTAROSSA




1973€86,750

JAGUAR E-TYPE




1962€198,000


JAGUAR E-TYPE



1967€132,500




1964€159,950



1967€16,500

FORD TAUNUS



1965€59,950


FORD MUSTANG

SATURDAY 29TH OCTOBER 2016

ALEXANDRA PALACE, LONDON

COYS

FOUNDED 1919



FORTHCOMING CLASSIC AUCTIONS

22nd Oct 2016 - Mathewsons - October Auction

15th Oct 2016 - Silverstone Auctions - The Porsche Sale

12th Nov 2016 -

25th Oct 2016 - Barons

WE THINK POPULAR.

BAUER
MEDIA GROUP

LEAN REDESIGN YoY PERFORMANCE

PAGE VIEWS **Up 43%**

BOUNCE RATE **Down 19%**

ORGANIC SEARCH **Up 29%**

EMAIL ENQUIRIES **Up 52%**