

GO LEAN AND DELIGHT YOUR USERS

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WE THINK POPULAR.

DAVE MARTIN

Digital Director, Classifieds, Bauer Xcel (UK)

Blog: www.productwarrior.com

Background - product leadership, consultancy, tech start up.



ThoughtWorks®



SOFTWARE IS COMPLEX



SIMPLIFY .

AGILE WEAKNESS IS “PRODUCT OWNERS”





LEARN

BUILD

MEASURE

A wide-angle, aerial-style photograph of a classic car show held in a large, open grassy field. The field is densely packed with a variety of vintage cars, ranging from compact sedans to larger station wagons and convertibles, all in vibrant, well-maintained colors. Numerous people are scattered throughout the scene, some walking between the cars, others standing near specific vehicles, and a few sitting on the grass. The background features a dense line of tall evergreen trees under a bright, slightly cloudy sky.

MIDDLE AGED MEN
& OLD CARS

CAR DEALERS NOT GETTING ENOUGH ENQUIRIES



DIFFICULT TO EXPLORE & ENQUIRE





TRAFFIC

LEADS

PROSPECTS

CUSTOMERS

NEEDED BETTER CONVERSION



BUYERS DO NOT ENQUIRE ON IMPULSE



1 (2.04%)

RESEARCHED CLASSIFIEDS LANDSCAPE



RESEARCHED
CLASSIFIEDS LANDSCAPE

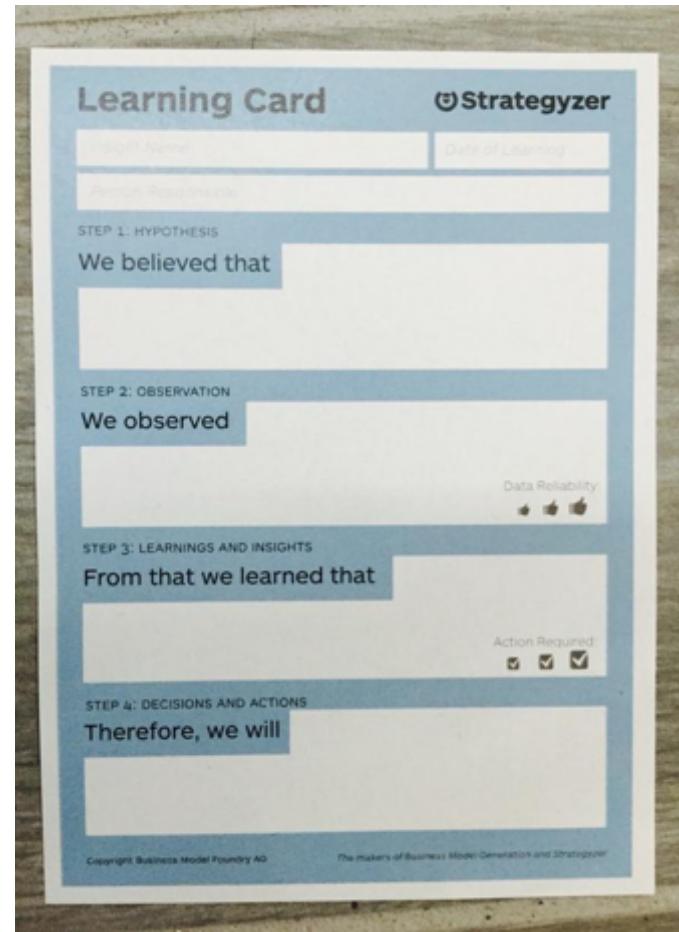
The image is a collage of four screenshots from different classifieds websites, illustrating the 'Classifieds Landscape' as the title suggests. The websites shown are iklman.lk, Autotrader.co.uk, Rightmove.co.uk, and eBay.

- Top Left (iklman.lk):** A screenshot of the iklman.lk website, showing a search results page for used cars. It features a large image of a white car, search filters, and a 'Post your ad' button.
- Top Right (Autotrader.co.uk):** A screenshot of the Autotrader.co.uk website, showing a listing for a £2,500,000 Ferrari Enzo 6.0 2dr. The listing includes a large image of the car, details like '2002 (02) Ferrari Enzo 6.0 2dr', and contact information for a trade seller.
- Bottom Left (Rightmove.co.uk):** A screenshot of the Rightmove.co.uk website, showing a search results page for properties in PE2 9BQ. It displays several property listings with images, prices, and details.
- Bottom Right (eBay):** A screenshot of the eBay website, showing a listing for 'Jaguar E Type Series 1Front Calipers'. The listing includes a large image of the calipers, bidding information, and seller details.



CROSS FUNCTIONAL IDEAS WORKSHOP

TEST CARDS AND LEARNING CARDS



**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:

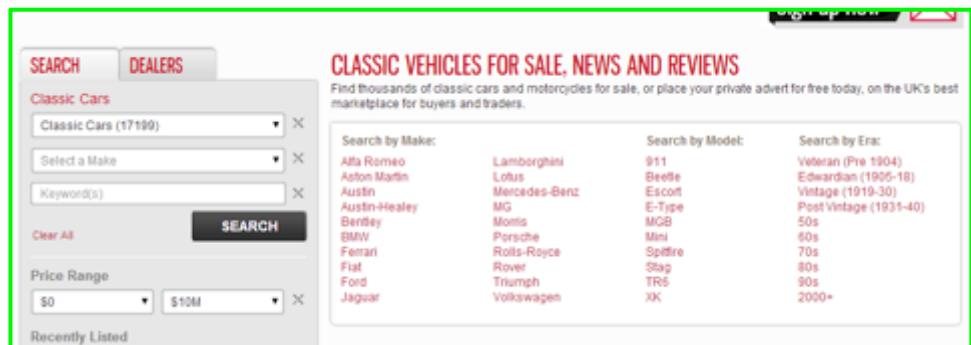
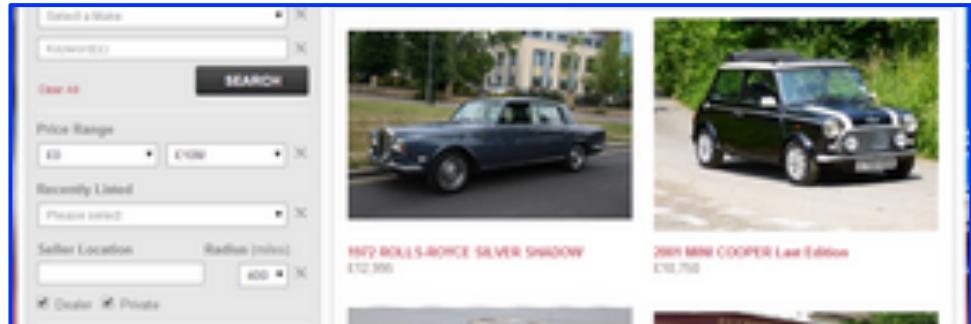
19% of users clicks one of these links.
Makes received most clicks (80%).
Bounce rate dropped by 18%
Listing results page increased by 12%
Vehicle page views increased by 8%
Enquiries went up.

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:

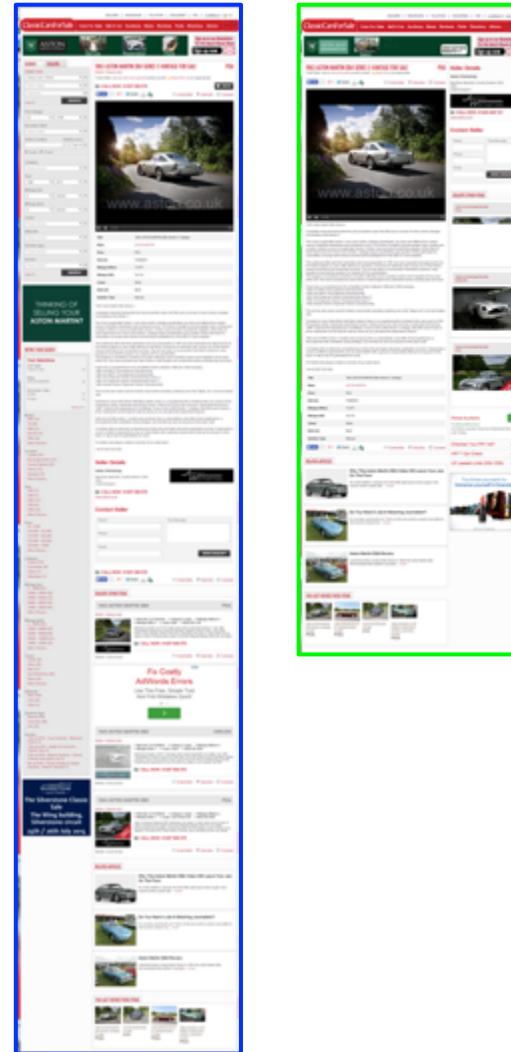
Email enquiries improved by over 50%.
Website clicks went down.
Related content clicks went up.

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

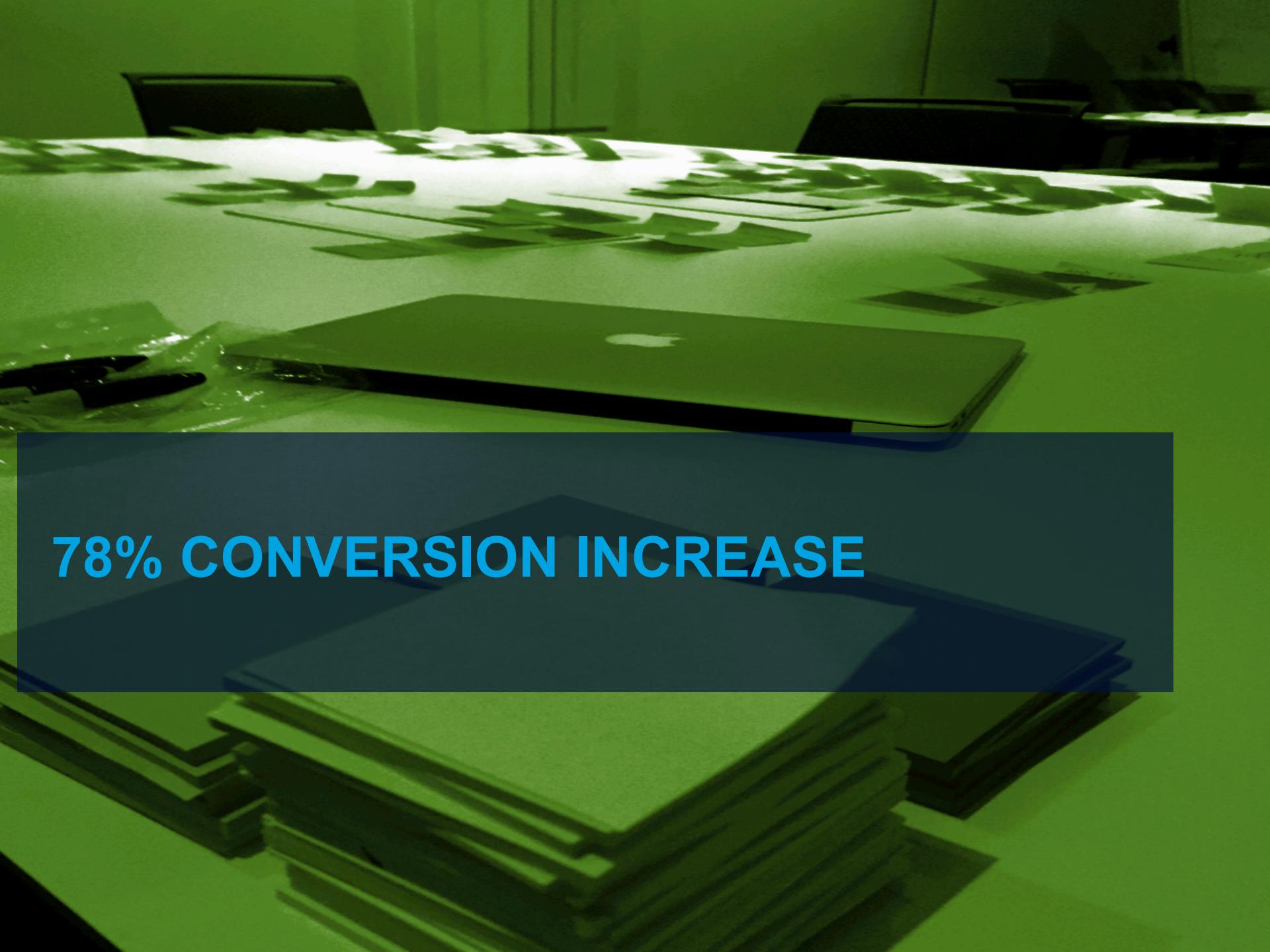
RESULTS ORDERING

FLAT SITE DESIGN

CAR FACTS

RELATED CARS POSITION & LAYOUT

ETC.....



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 | x

www.classiccarsforsale.co.uk

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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? ADVANCED SEARCH + SEE ALL CLASSIC CARS

Classic Cars for Sale

1988 LANCIA DELTA INTEGRALE (Tipo 831AB024)	1990 FERRARI TESTAROSSA	1973 JAGUAR E-TYPE	1962 JAGUAR E-TYPE
£39,950	£114,990	£86,750	£198,000

1967	1964	1967	1965
£132,500	£159,950	£16,500	£59,950

www.classiccarsforsale.co.uk/rover

COYS
FOUNDED 1919

SATURDAY 29TH OCTOBER 2016
ALEXANDRA PALACE, LONDON

FORTHCOMING CLASSIC AUCTIONS

22nd Oct 2016 - Mathewsons - October Auction	15th Oct 2016 - Silverstone Auctions - The Porsche Sale
12th Nov 2016 -	25th Oct 2016 - Barons

LEAN REDESIGN YoY PERFORMANCE

PAGE VIEWS **Up 43%**

BOUNCE RATE **Down 19%**

ORGANIC SEARCH **Up 29%**

EMAIL ENQUIRIES **Up 52%**