

•Key problems of “Partners and offers” chapter



Hard to find a partner (no filters, no sorting)



Low level of partner's information (working time, phone number)



Low conversion rate **visit** “Partners and offers” vs **bought** something



Needed to use another app to find a partner on a map (no map)



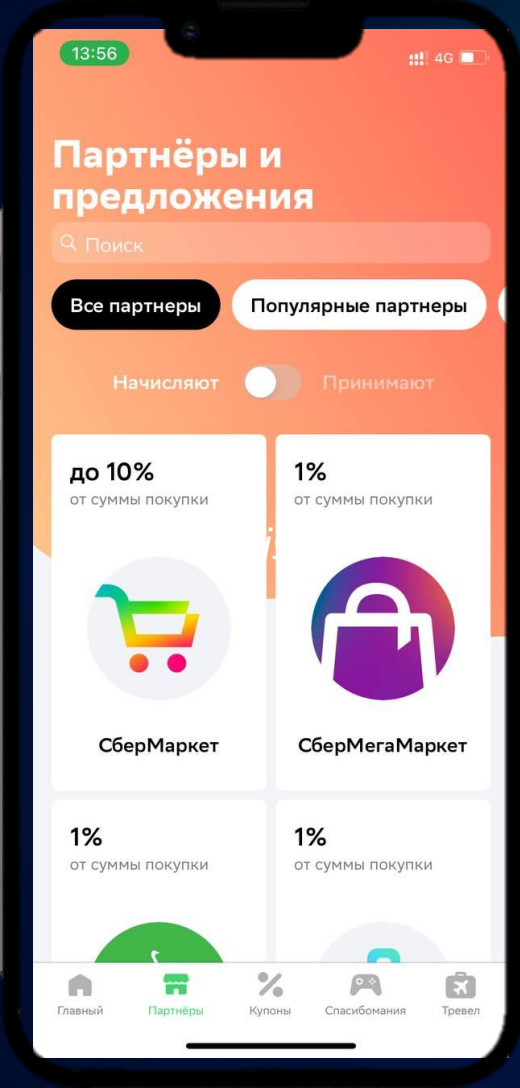
Inconvenient UX/UI (pagination, switcher, sorting)

Based on:

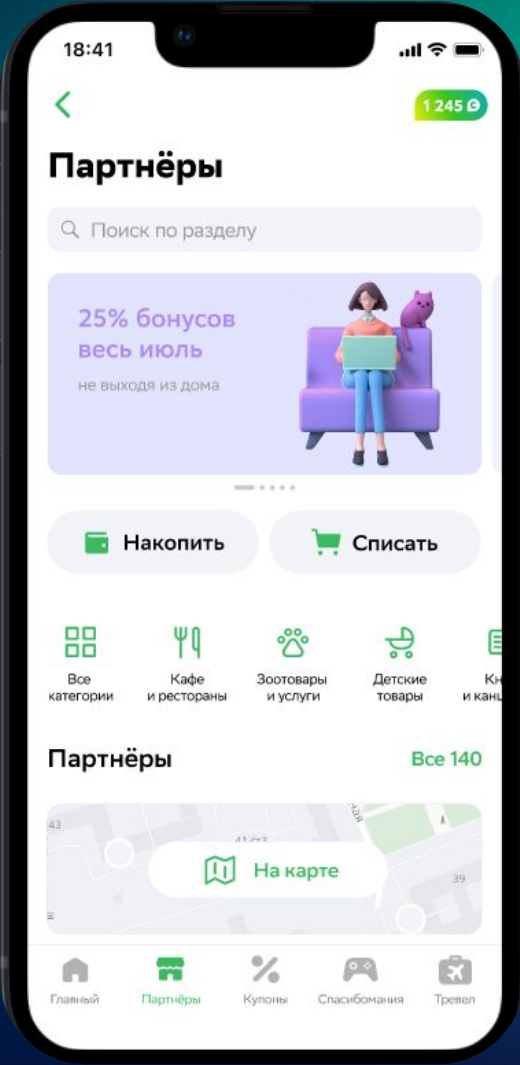
- Problem interview
- NPS - 38% of request based on one issue – hard to find a partner

- Survey
- Time user spend searching a partner

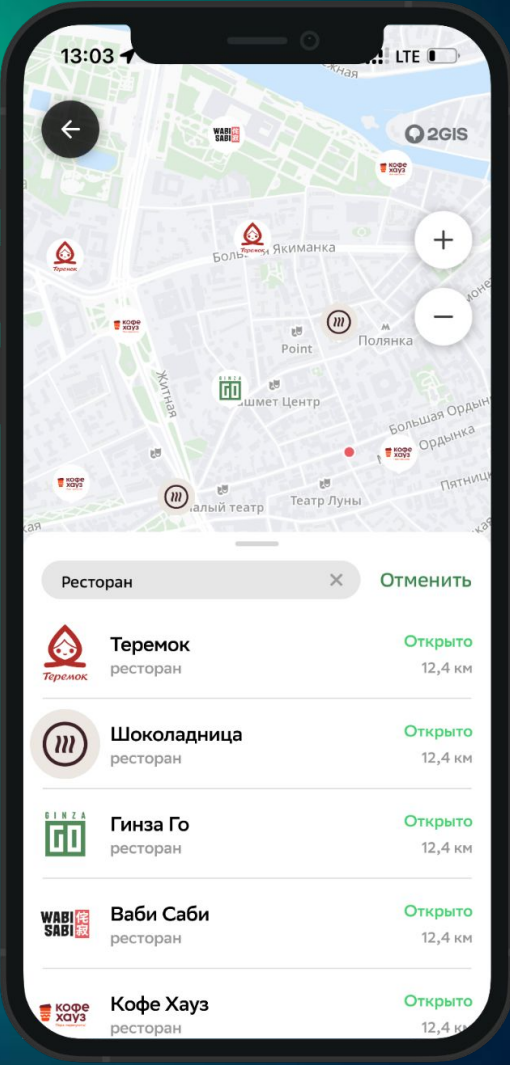
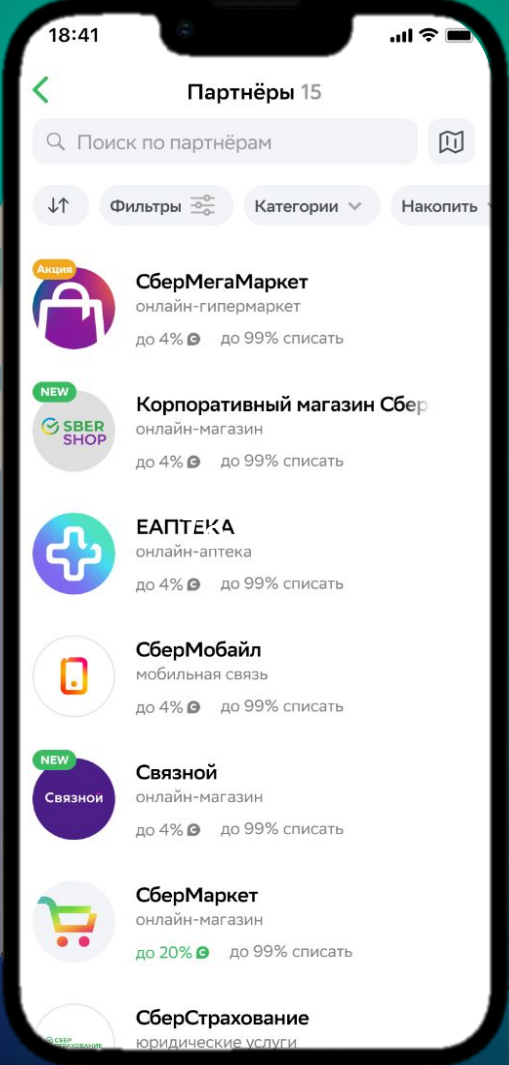
Job to be done: “I want to find the exact partner, all necessary information about it and plan the route, fast and easy”.
I would like to optimize possibility to find a partner and built the route.



AS IS



TO BE



Team

Partners chapter:

- 20 mio MAU
- 66% - EBITDA
- 1K partners
- 10K outlets



CPO



PO



CJE



Designer



BA



SA



Vendor



4 engineers

What we've done:

- Interview (more than 30)
- Hypothesis (100)
- Design (web, iOS, Android)
- Metrics analysis

I always believe in one thing, only one thing. No matter what we think, ask what your client think about it.

The biggest challenge we've faced was technical solution for the client request.

