

•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)



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



Inconvenient UX/UI (pagination, switcher, sorting)



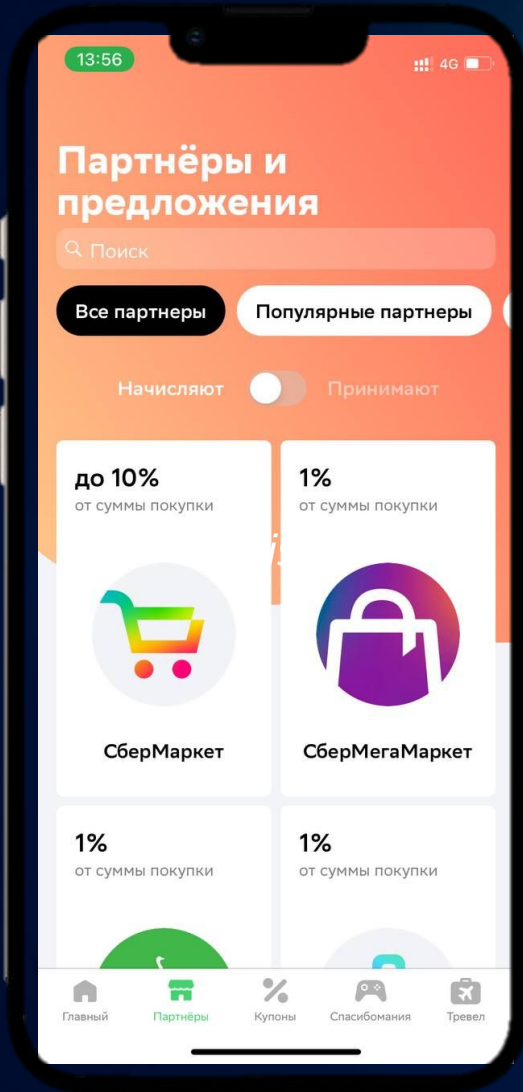
Low conversion rate visit “Partners and offers” vs bought something

Based on:

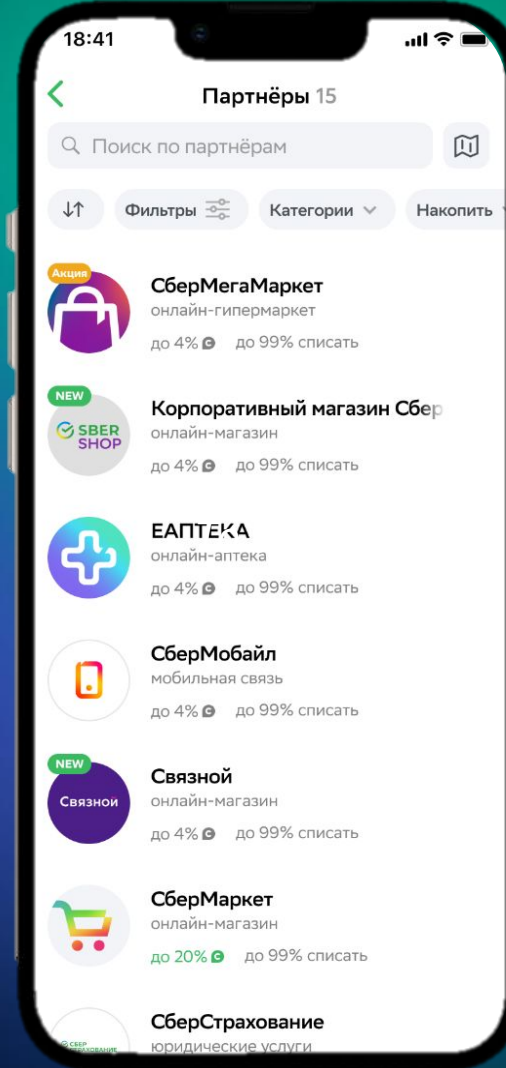
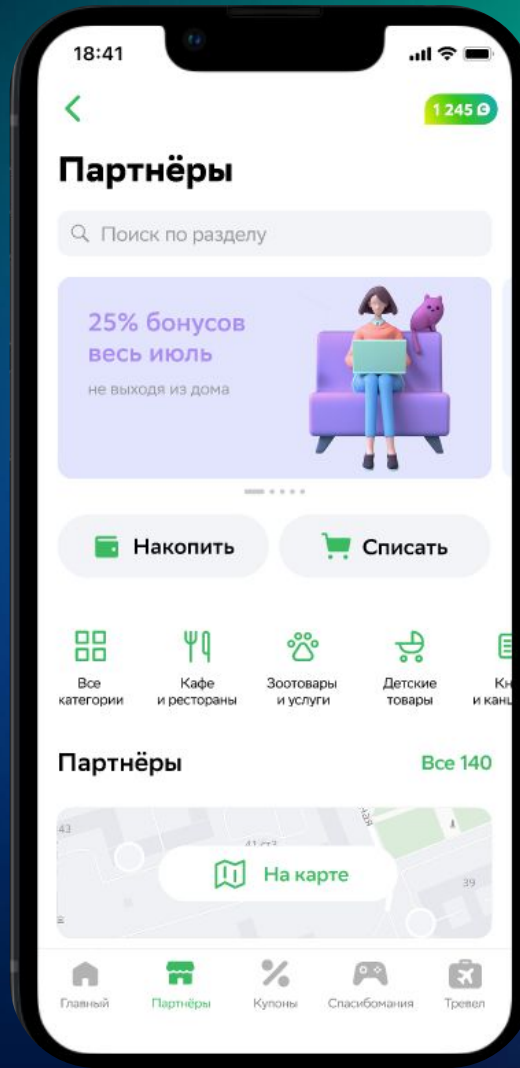
- Problem interview
- NPS - 38% of request based on one issue – hard to find a partner

- Survey
- Time user spend searching a partner

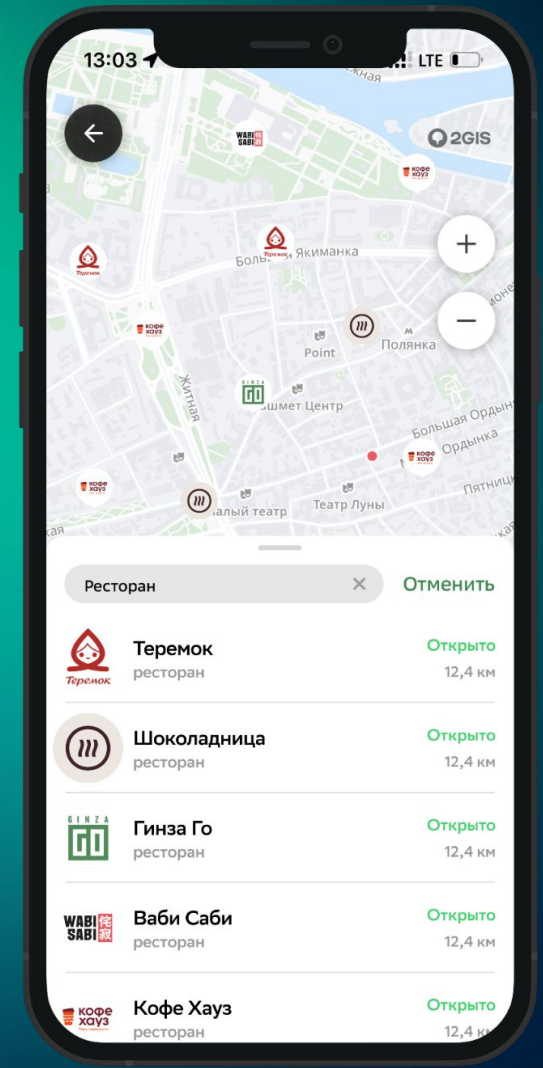
Job to be done: "I want to find the exact partner, all necessary information about it and plan the route, fast and easy".
I would like to optimize possibility to find a partner and built the route.



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

