

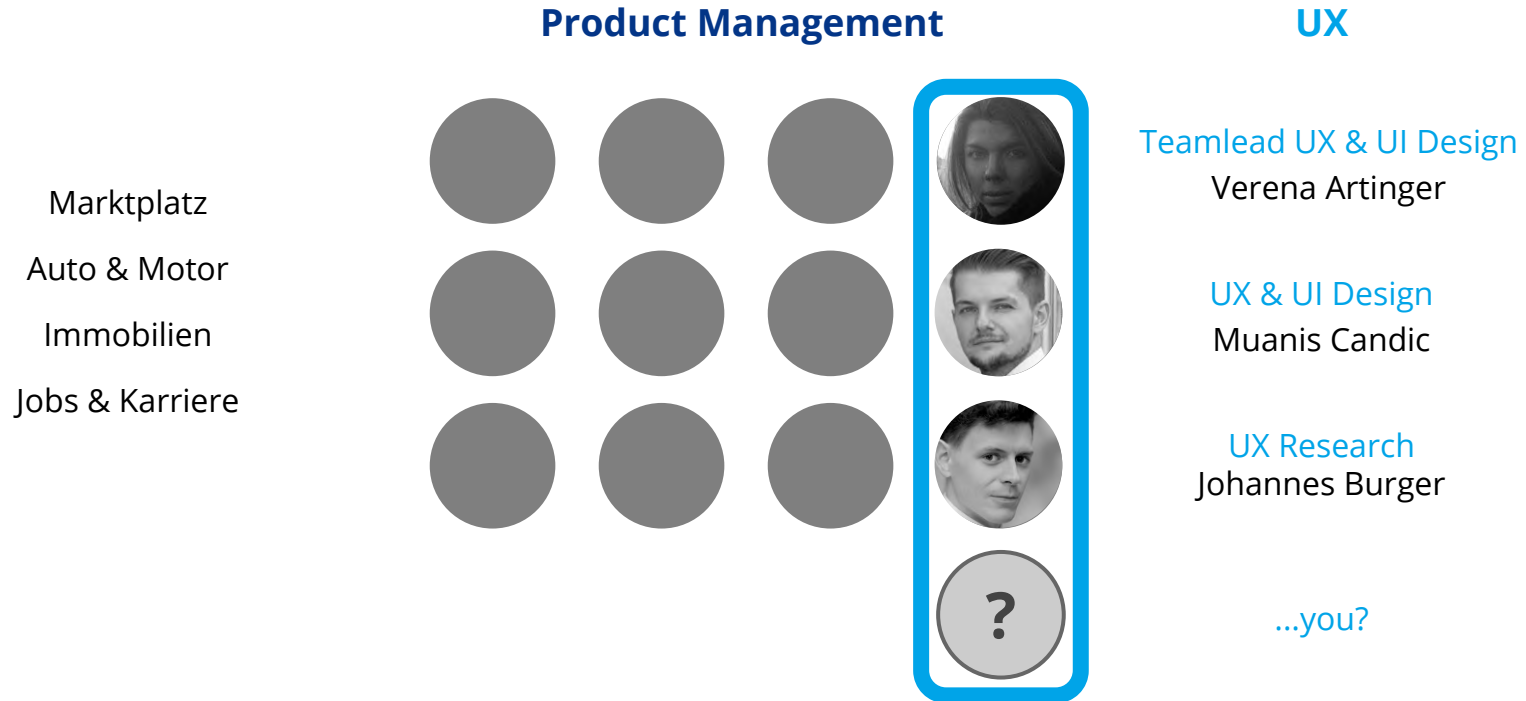
FURBY

The Launch of the willhaben-App 4.0

WILLHABEN

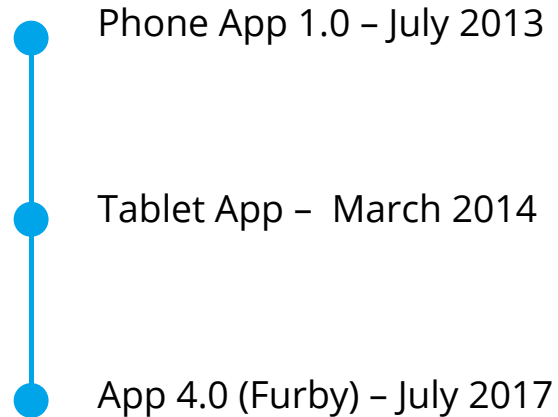


UX is part of the Product Management Team



Mobile Facts & Figures

Launches:



Downloads:

iOS: 1.072.255

Android: 2.379.295

Ratings:

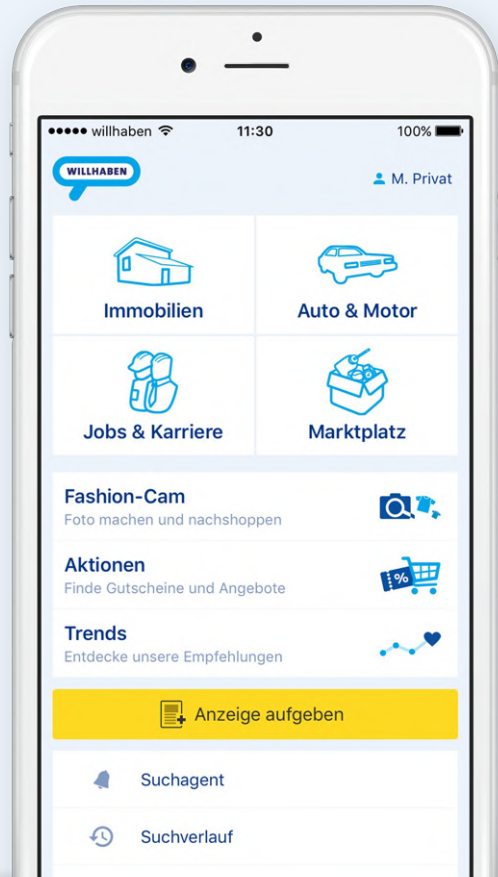
iOS: 4,6

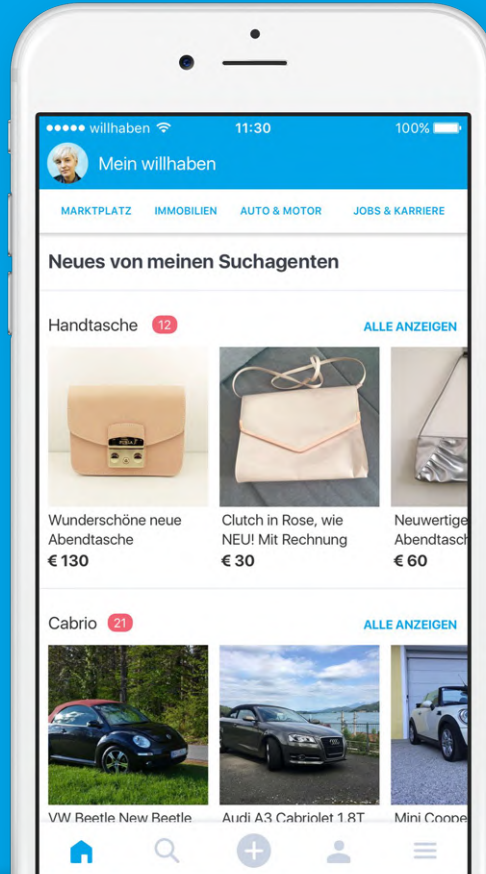
Android: 4,6

Furby?



Before Furby...





willhaben 11:30 100%



MARKTPLATZ IMMOBILIEN AUTO & MOTOR JOBS & KARRIERE

Neues von meinen Suchagenten

Handtasche 12

ALLE ANZEIGEN



Wunderschöne neue
Abendtasche
€ 130

Clutch in Rose, wie
NEU! Mit Rechnung
€ 30

Neuwertige
Abendtasche
€ 60

Cabrio 21

ALLE ANZEIGEN



VW Beetle New Beetle

Audi A3 Cabriolet 1.8T

Mini Cooper



From an ad-centered to a user-centered marketplace

Goals:

- Attracting a younger audience
- Modern UI and easier to use
- More personal and more relevant

KPIs:

- Inserted ads
- DAU/MAU
- Store rating
- Awareness among youths

Different user research methods in different parts of the cycle

Discover:

User Interviews

Focus groups

Open Card Sort

Diary Studies

Define:

Predictive modelling

Clustering

Closed Card Sort

Online Survey

Evidencing

Develop:

Web analytics

User testing in a lab

Quasi Experiments

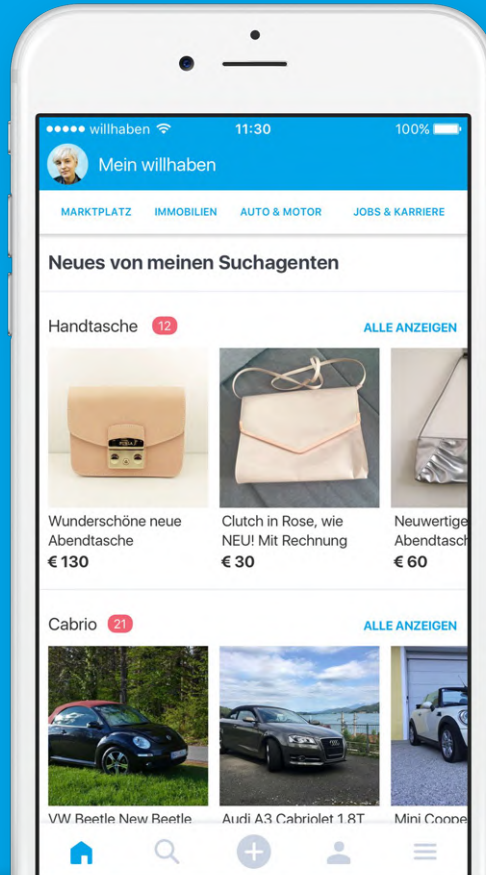
Guerilla User Testing

Deliver:

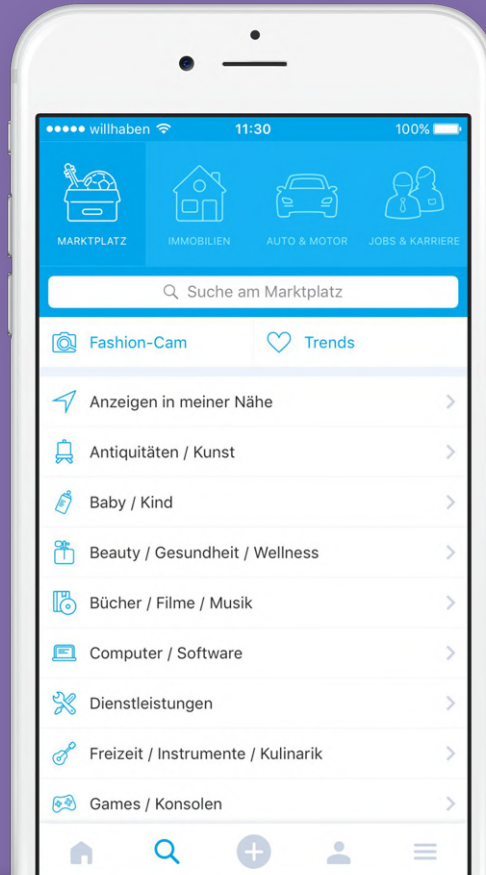
A/B-testing

Controlled experiments

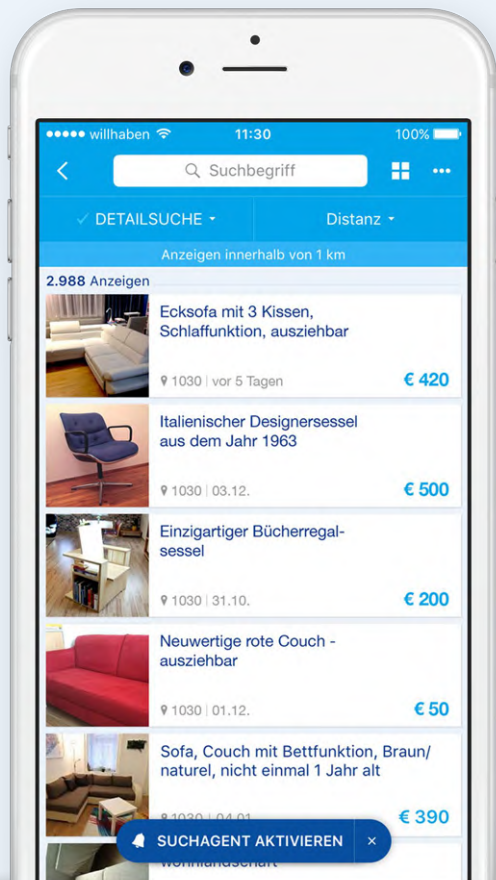
New startpage and a bottom navigation



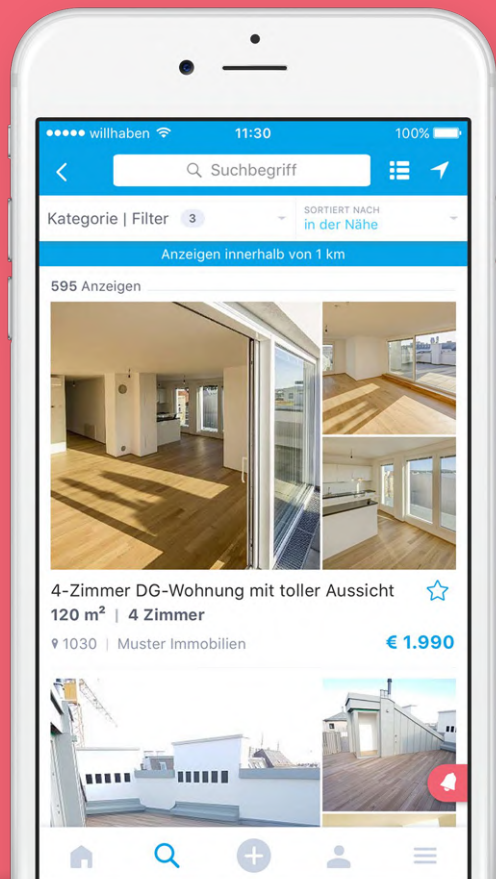
All search
entry points
on one page



Old result list:
Cluttered with
tiny images



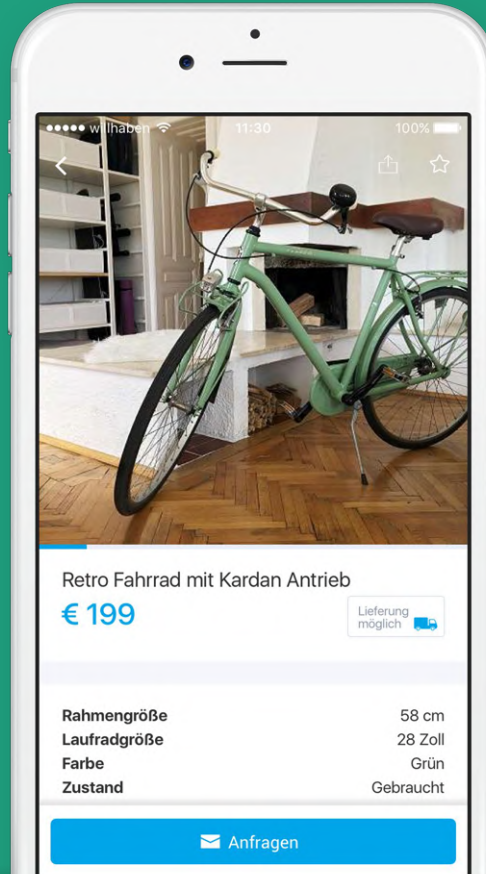
Bigger and
more images



The detail page.
Well....



Big image,
useful attributes



Retro Fahrrad mit Kardan Antrieb

€ 199

Lieferung
möglich 

Rahmengröße

58 cm

Laufgradgröße

28 Zoll

Farbe

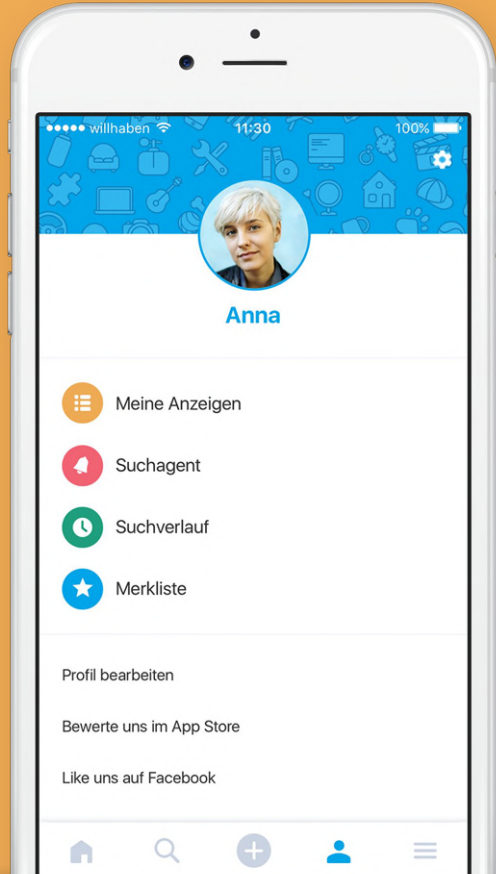
Grün

Zustand

Gebraucht

 Anfragen

User profile to
make it more
personal



Integrating user feedback right from the beginning



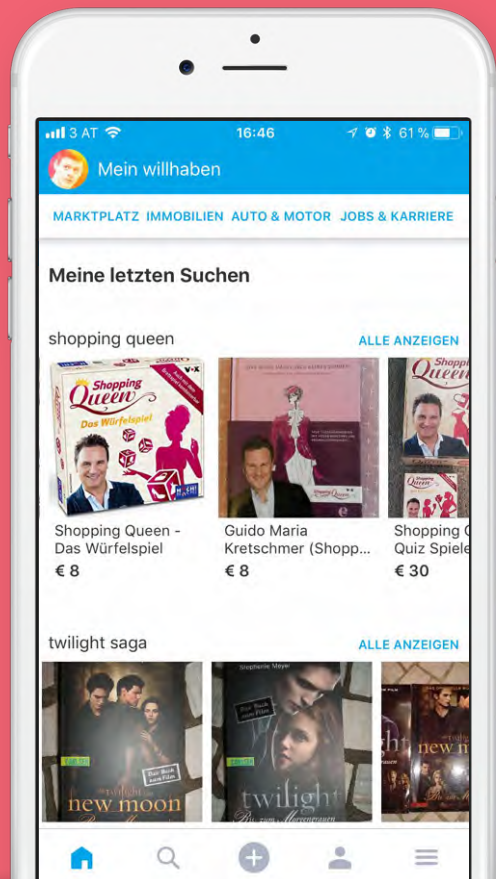
WIE GEFÄLLT DIR DIE
NEUE WILLHABEN-APP?

Nur mit deinem Feedback können wir die App besser machen! Danke.

Feedback geben

The image shows a smartphone displaying the willhaben app interface. The app shows a list of items for sale, including a handbag, a motorcycle, and a car. The text 'WIE GEFÄLLT DIR DIE NEUE WILLHABEN-APP?' is prominently displayed in white on a blue background. Below it, a message says 'Nur mit deinem Feedback können wir die App besser machen! Danke.' and a button labeled 'Feedback geben' is visible.

DELETE
SEARCH
HISTORY



Further
improve Feed
relevance

KPI-based feedback

- # of activated search agents decreased (due to a bug) → After fix: doubled
- +20% logged-in users
- Increase of ad insertion
- More visits
- Solid store rating of 4,6

Picture recognition

How we started:

Fashion fans are a relevant target group

The app should be more useful for frequent fashion sellers

The possibility to use innovative technology

Let's do a 2-day Design sprint



Design sprint

Understand Background review, Personas, Journey Mapping, Problem Statement

Diverge Identify opportunities, 6 Ups (sketching), Storyboards, Group Critique

Decide Assumption matching, turning ideas into testable hypothesis

Build More sketching, building prototype(s), test preparations

Test Validate ideas and decide on next steps

What we came up with...

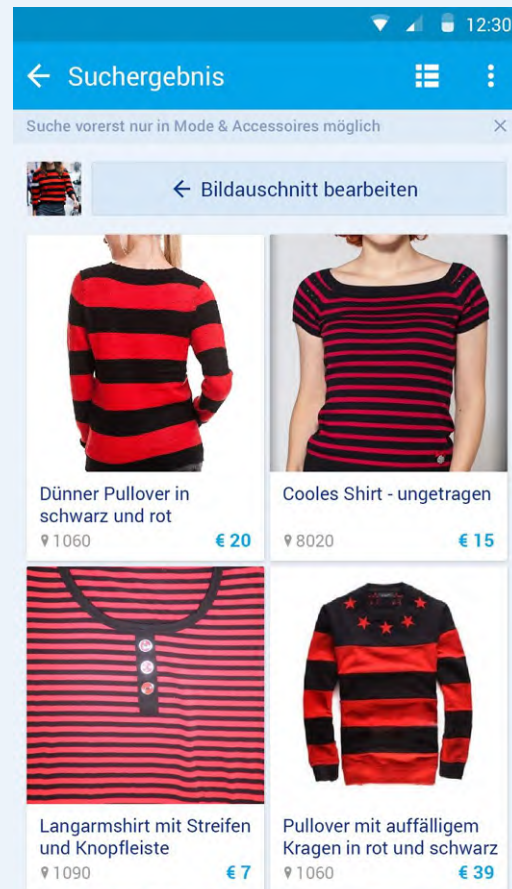
First assumptions/ideas:

- Using picture recognition to speed up the ad insertion
- Prefill title and/or category based on image information

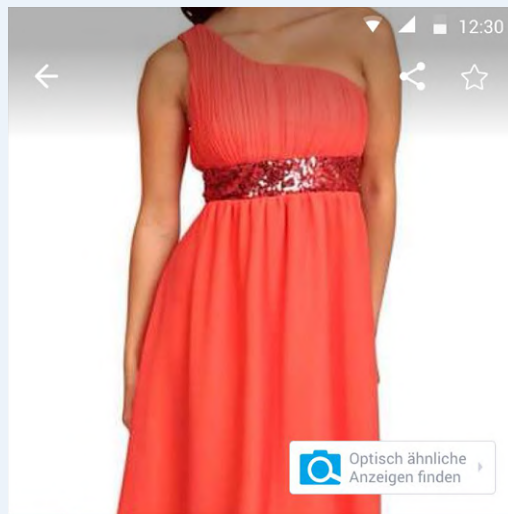
In the end:

- Test users found it far more useful to use the picture recognition for searching
- Fashion Cam: taking a picture and find similar items
- Similarity Search: find similar items to an existing article on willhaben

FASHION CAM



SIMILARITY SEARCH



Rotes Kleid mit Glitzergürtel -
asymmetrisch geschnitten

€ 89

Lieferung
möglich

Größe

36/S

Farbe

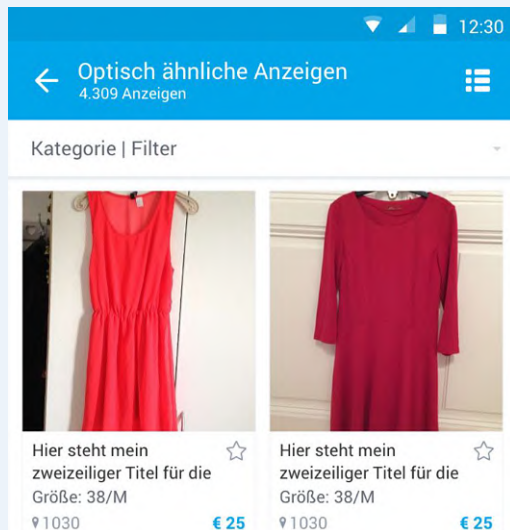
Rot

Zustand

Neuwertig

Anrufen

Anfragen



Hier steht mein
zweizeiliger Titel für die
Größe: 38/M
€ 1030 € 25



Hier steht mein
zweizeiliger Titel für die
Größe: 38/M
€ 1030 € 25

More user testing

Are we doing it right?

- What do users perceive as more relevant: shape or color?
- Do they use the cropping feature to get better results?
- How satisfied are they with the results?
- Are additional filters relevant for the users?
- Which other categories would be useful?

User feedback

UserZoom survey

- 87% think it's interesting and useful
- 55% say it's very good or good
- Users want additional filters like: size, price and brands
- Users want more categories: furniture, jewellery and toys

Get in touch!

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