OfferUp
Local Advertising

The Challenge

OfferUp

As a locally-focused marketplace, OfferUp has an active user base of 44 million annual users spending more than 20 mins a day engaging in recommerce. This audience is highly sought after by local businesses, however, OfferUp does not offer any tools to tap into its user base.

— **What are the customer needs?**

The high level goal for local businesses is to increase foot traffic or generate new leads for service providers so that they can grow their business.

— **What are the business objects for OfferUp?**

Aligns to local marketplace value proposition; Logical first step towards long term vision of facilitating local business transactions; Opportunity to monetize traffic

The Challenge

OfferUp

My role

– Strategy & roadmap

– Competitive analysis

– User journey

– User testing

– User interface & visual style

– Interaction design

– Interactive prototype

Deliverables

– Interactive user journey

– Interactive prototype

– Project MVP

The Outcome

OfferUp

Seattle MVP

– Average spend $23/advertiser

– Total spend $1500/day

– # of ads 110

– # of advertisers 65

Recognition

“ Carlos is so amazing to work with… he did so much work including designing the business portal, admin portal and self-service flows… he bug bashed everything… he handled countless changes and last minute product requirements… and created a really nice seamless experience ”

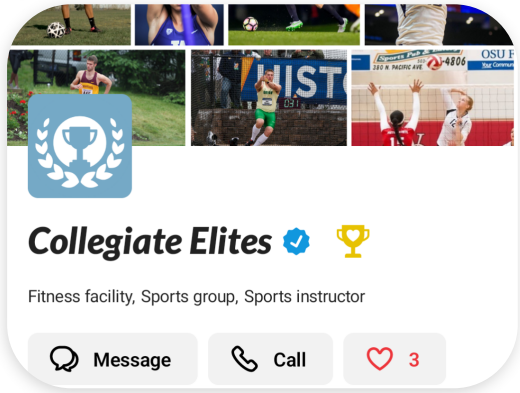
Devon Kerns, Principal Project Manager

The Process

Deliverables

Discover

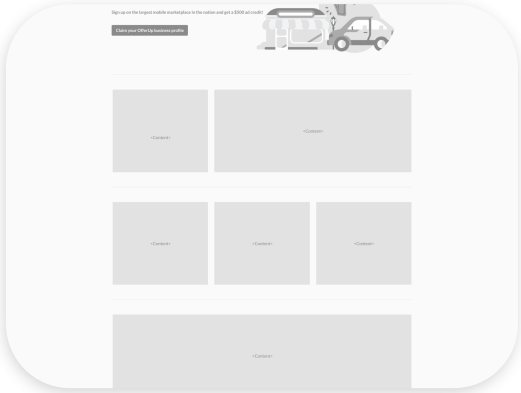
Gather insights from representative users to understand their problems and opportunities

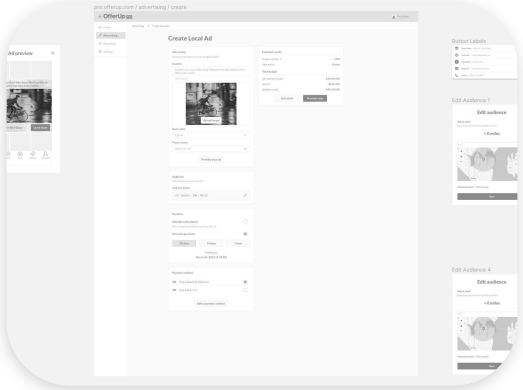


- Businesses track the sources of leads to determine ROI of advertising
- Coupons eat into slim profit margins and may not be initially appealing
- Businesses want to be able to target specific neighborhoods and geo to reach target customers

Define

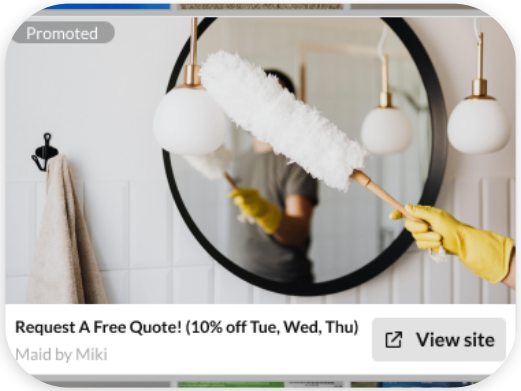
Early concept to help product & engineering with estimates and requirements

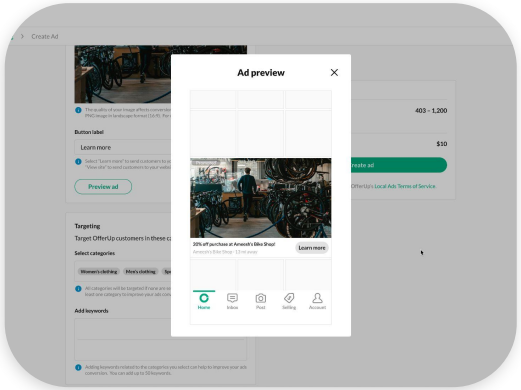




Design

Test with customers, check the data, and iterate.

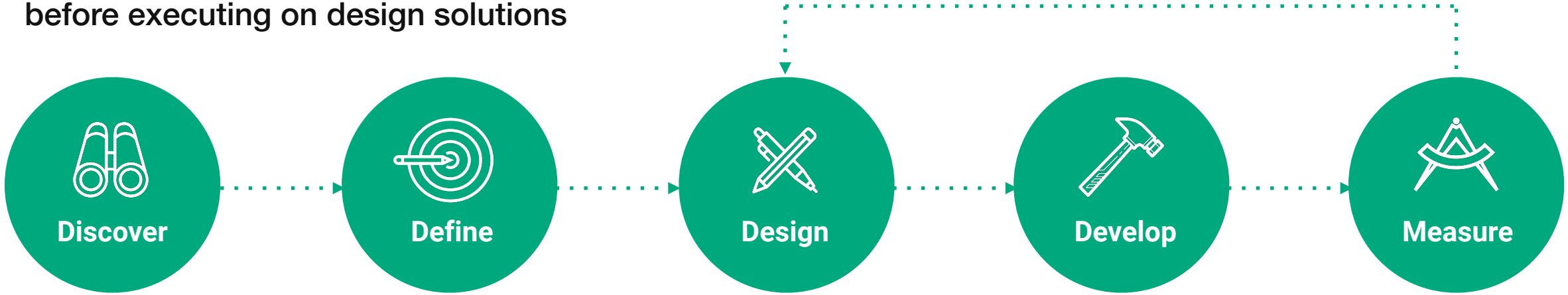




The Process

Slow down to speed up

To ensure we are solving the right problems before executing on design solutions



Identify & understand customer and business needs

Define what problems are worth solving

Align on **O**bjectives and **K**ey **R**esults (**OKRs**) and Customer Goals

Brainstorm

Explore many ideas

Usability testing

Iterate based on feedback

Provide final designs

Support engineers throughout development

Test new experiences

Measure against key performance indicators (**KPIs**)

Dig into user feedback and metrics

Learn

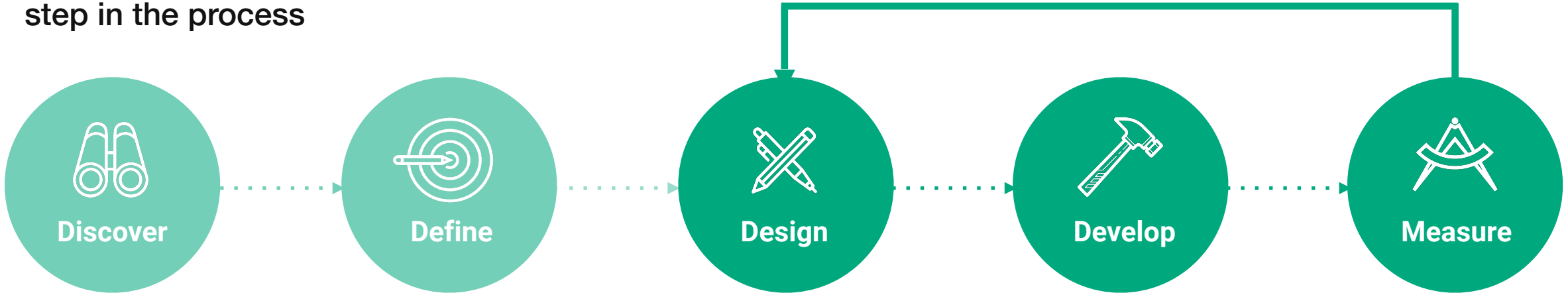
slow down

speed up

The Process

Slow down to speed up

Applying learnings to design iterations is a critical step in the process



Identify & understand customer and business needs

Define what problems are worth solving

Align on **O**bjectives and **K**ey **R**esults (**OKRs**) and Customer Goals

Brainstorm

Explore many ideas

Usability test (if needed)

Iterate based on feedback

Provide final designs

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Measure against key performance indicators (**KPIs**)

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Learn

slow down

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The Process

Experience outcomes

Business objective

What is the business objective?

Customer Insights

What opportunities exist to improve our experience that will impact customer behavior the most?
What pain points are causing customers to give up?
What are customer expectations for the goodness of the experience?

Customer Goals

What value do we need to provide in order to achieve our business objective?

KPIs

If we succeed, what metrics will change?

Ideas
Concepts
Designs
Customer feedback

Measure and iterate

Design
Test
Build
Optimize

Solutions

Features and technology we design and build in service of customer goals

The Process

Guiding principles

One

Don’t reinvent the wheel

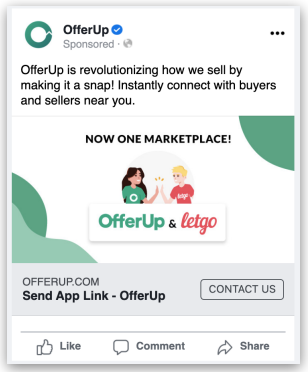
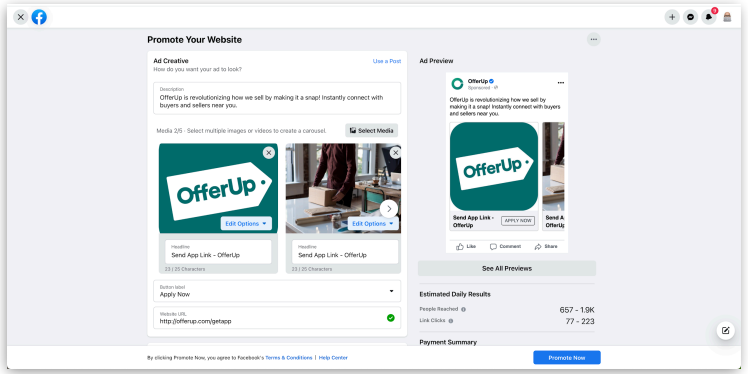
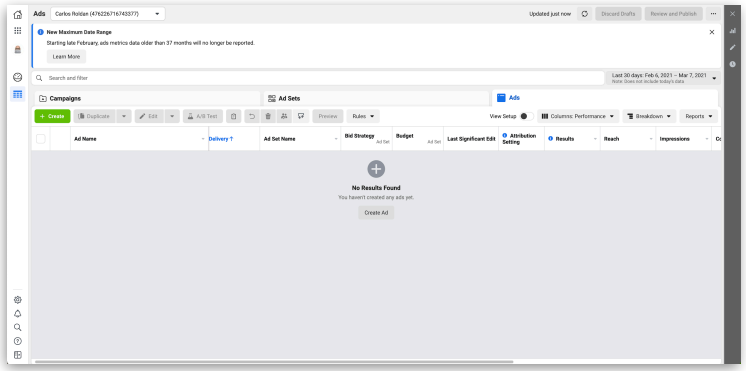
Jakob’s Law of UX

Two

Keep things simple

Hicks Law of UX

Three

Web app first approach

OfferUp Business Portal