About NoBrokerHood

NoBrokerHood, the Neighbourhood Super app, is a visitor, community and finance & asset management system aimed at making life secure and convenient for gated societies.

🎯 Company Vision 🎯

"Make life convenient, hassle-free, and secure for the residents of a gated community"

Value Proposition

- Security System & SOS feature
- Rent and Bill payments
- Book Home Services
- Simple & Easy User Interface
- Visitor Management

Research Link ↗

Problem Statement

You are a product manager on the Revenue Growth team of NoBrokerHood. The team has been given a mandate of **increasing the monthly revenue** from the product. What would be the top initiative you would drive to achieve this desired outcome? Assume you have infinite tech bandwidth

Revenue Model

NoBrokerHood generates revenue from two streams -

- Ad revenue
- Quotation charges from society management
- Commission from Home services booked

NoBrokerHood app

- Commission from products sold on Exclusive store
- NoBroker Services
- Convenience fee from Bill payments (Rent, Maintenance, Utility)
- Commission from Financial services

User Research

User Research consisted of three parts: **User Surveys, User Interviews, Field Studies.** While User Surveys gave a good insight into what **Residents** like and dislike, User Interviews helped understand what the **Management** wants out of the app. The third method was to understand an important actor in the ecosystem, the **Guards**. It was similar to usability testing but in this case, it required the interviewee to go through their usual user journey.

User Interview

4 user interviews of Society Management were taken with a focus on understanding the problems NoBrokerHood solves for them, how successful it is in giving the society a community feeling and digging deep into why they're loyal users of the app.

Major pain points pointed out by them :

"Most of the times, people ignore the notices we put on the app so we have to post the same thing on WhatsApp groups"

"We have to organise events like festival based or other events offline because the app doesn't satisfy that requirement"

"We had used NoBrokerHood earlier but had to stop because many residents were not opening the app regularly which led to missed notices and visitor updates

Field Study

Went to 3 societies where NoBrokerHood was being used to talk to their guards and to understand their feelings and pain points with NoBrokerHood app.

Positive:
- Easy to use, NoBrokerHood team taught everything during onboarding
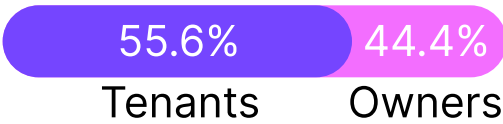- Don't have to call for every visitor, just have to notify through app

Negative:
- Some visitors don't allow to get their photo clicked which leads to resident complaints
- Sometimes residents don't pre-approve parcel/visitor and don't respond to notification too

User Survey

66.7% Tier 1 users 33.3% Tier 2 users

55.6% Tenants 44.4% Owners
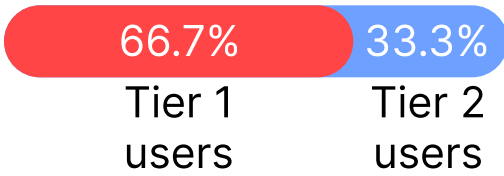
66.6% of respondents use the 'approve guests using the app' feature **multiple times in a day**

while

60.1% of respondents **never** use the social features like 'chat feature' and 'society groups' feature

and

55.2% of respondents **never** participate in events organised on the app

whereas

61.1% of respondents pay their **monthly** bills through the app
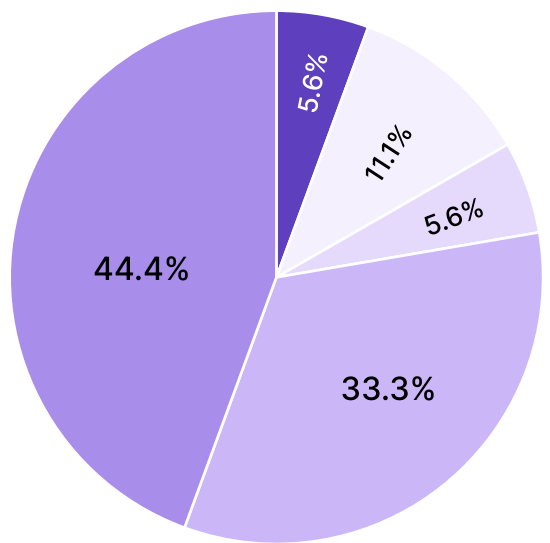
an app that caters to everyone's needs

- 25 - 30 years old
- 18 - 24 years old
- 41 - 50 years old
- 31 - 40 years old
- 50+ years old

(Pie chart values: 44.4%, 33.3%, 11.1%, 5.6%, 5.6%)

Mapping Business Outcomes to Product Outcomes

The revenue comes from - NoBrokerHood app and NoBroker services(part of the app) The revenue equations for both of them have been simplified to identify possible Product outcomes which will directly affect the Business outcome that we are targeting
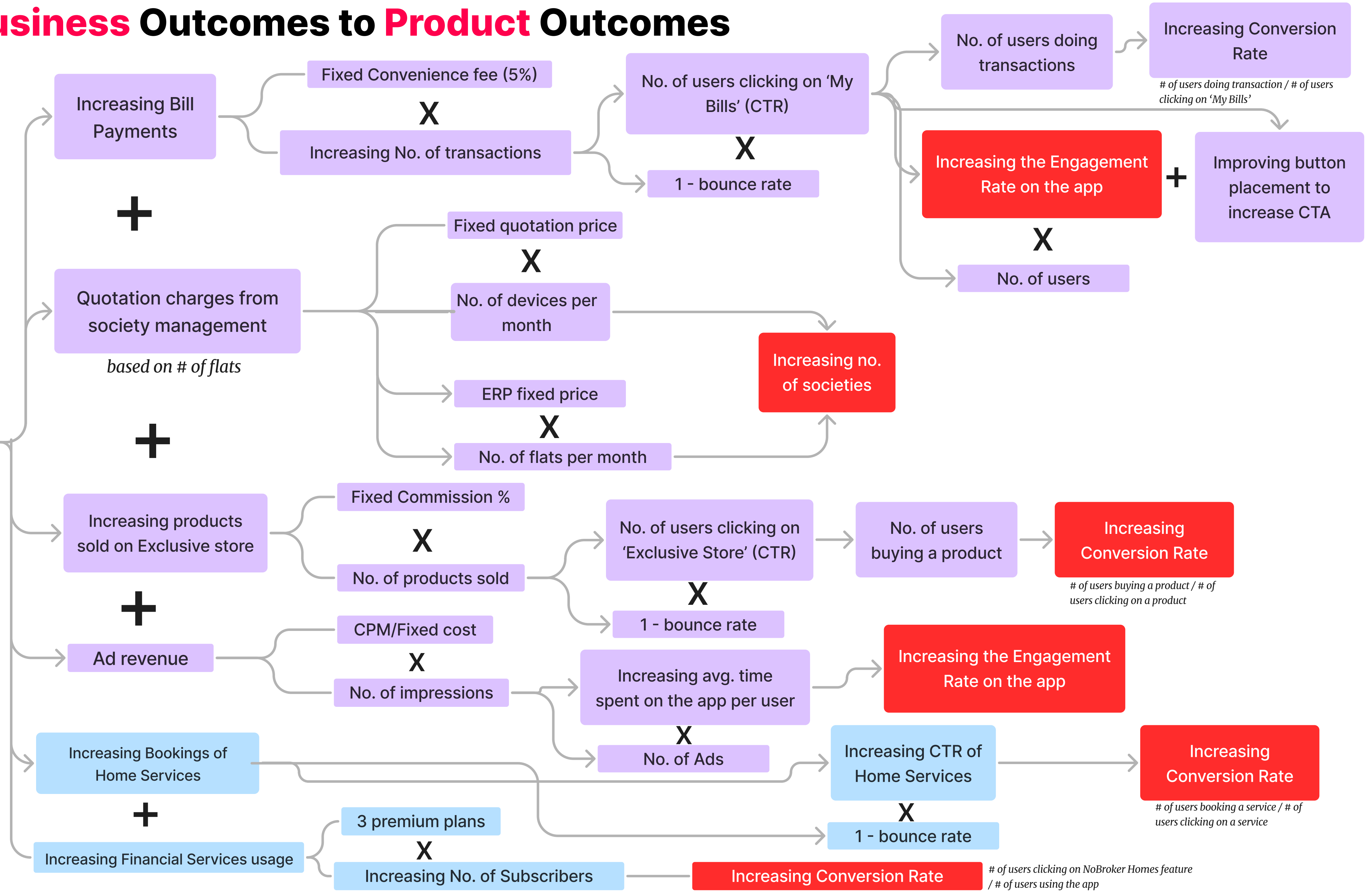
Increasing the Monthly Revenue

This activity along with takeaways from user research will help us create solutions as these outcomes act as a leading indicator that directly affects the business outcomes. In our case: **An increase in Monthly Revenue**. The product outcomes identified are marked in red

→ Through NoBrokerHood app

→ Through NoBroker Services

Increasing Bill Payments

Fixed Convenience fee (5%)

X

Increasing No. of transactions

No. of users clicking on 'My Bills' (CTR)

X

1 - bounce rate

No. of users doing transactions

Increasing Conversion Rate

# of users doing transaction / # of users clicking on 'My Bills'

Increasing the Engagement Rate on the app

X

No. of users

+

Improving button placement to increase CTA

+

Quotation charges from society management

based on # of flats

Fixed quotation price

X

No. of devices per month

ERP fixed price

X

No. of flats per month

Increasing no. of societies

+

Increasing products sold on Exclusive store

Fixed Commission %

X

No. of products sold

No. of users clicking on 'Exclusive Store' (CTR)

X

1 - bounce rate

No. of users buying a product

Increasing Conversion Rate

# of users buying a product / # of users clicking on a product

+

Ad revenue

CPM/Fixed cost

X

No. of impressions

Increasing avg. time spent on the app per user

X

No. of Ads

Increasing the Engagement Rate on the app

Increasing Bookings of Home Services

Increasing CTR of Home Services

X

1 - bounce rate

Increasing Conversion Rate

# of users booking a service / # of users clicking on a service

+

Increasing Financial Services usage

3 premium plans

X

Increasing No. of Subscribers

Increasing Conversion Rate

# of users clicking on NoBroker Homes feature / # of users using the app

Analysis of the Problem

Value Generated

For Business :

1. **Increase in Engagement Rate :** solving customer problem(s) will increase the time they spend on the app

2. **Increase in Monthly Revenue :** by increasing time spent on app, ad impressions will increase and by implementing reviews on services, drop off rate will reduce

3. **Improve User Satisfaction :** gamifying and improving social community feature will lead to better reviews and thus could lead to increase in no, of users

For Users :

1. **Improved social community feature :** improving the social features of the app will keep users engaged and make the experience more rewarding for the user

2. **Better products, better services :** adding trustworthy reviews on home services and products from exclusive store will lead to better and more reliable services and products

Who is facing the problem?

Aditi
42, Homemaker, Delhi

- Aditi's society has had NoBrokerHood for almost a year. She uses the app to accept visitors and to pre-approve packages.

- Life gets boring and she wants to join some groups and clubs so she can have a social life

- She has tried doing online quizzes and competitions but without some friends it's boring for her

Vidit
27, Analyst, Gurgaon

- Vidit just rented a flat in a new society. He is a very socially active person and likes hosting and attending events.

- He saw Events on NoBrokerHood app but they were not relatable and he could not see his neighbours participating

- He wants to host and create events to make his society more active

Why should we solve it now?

Scope of the market : Using Top-Down approach - First we calculate no. of societies in Tier 1 cities which is around 5,00,000. Next we calculate avg. no. of people living in a society which is approx 400 (considering 100 flats and avg. no. of people living in a flat = 4). Therefore, target population is 5,00,000 ∗ 400 =
2,00,00,000

Ideating Possible Solutions

Introducing *NoBrokerHood Community*
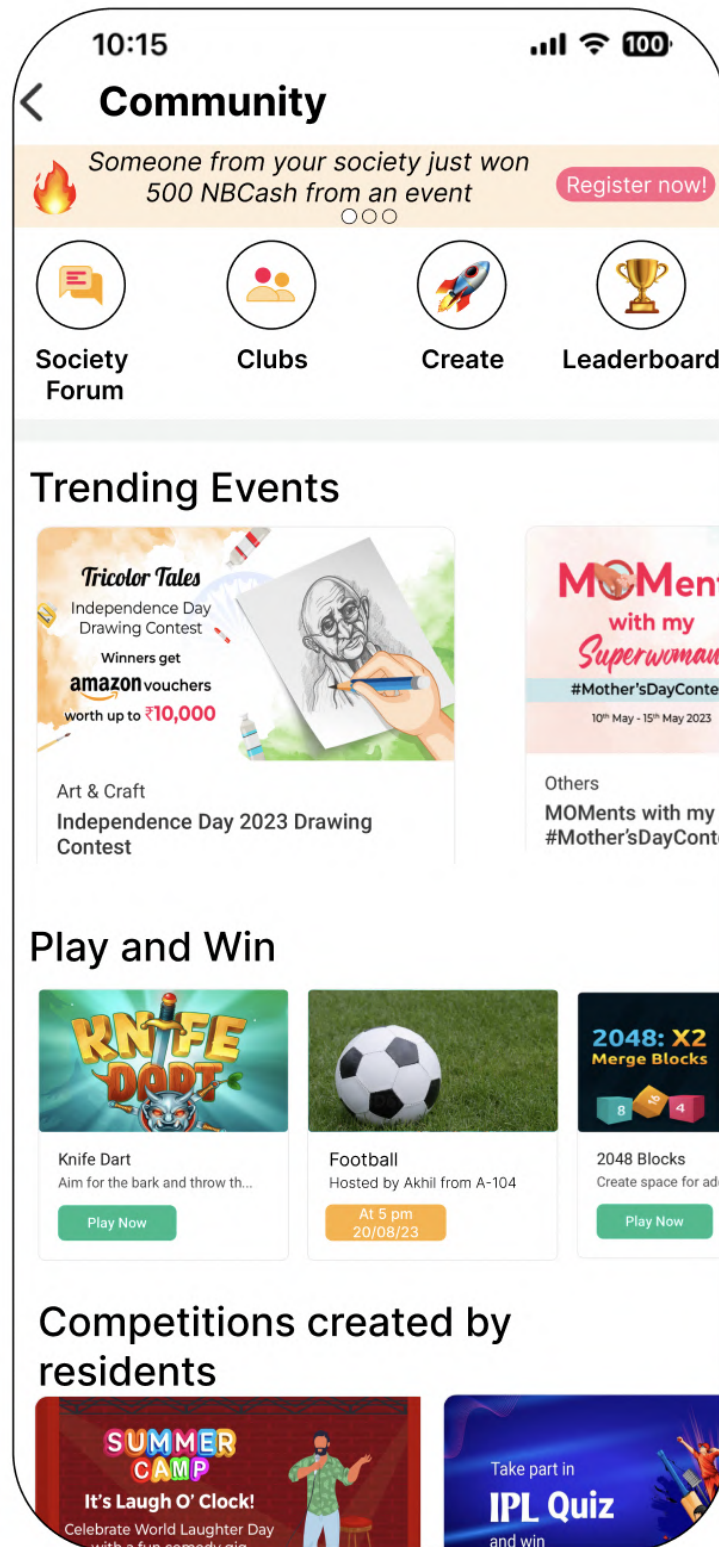
Community integrates all existing social features of NoBrokerHood and introduces new ones to make the app better for users. It introduces -

1. **Clubs** : Users can now create and join existing clubs made by NoBrokerHood exclusive to only that society. Some predefined clubs could be kitty party club for women, morning yoga club for people of old age and so many more.

2. **Create** : Giving users the ability to create offline/online events, competitions, quizzes etc. NoBrokerHood will earn commission fee from events created by societies.

3. **Leaderboard** : On the basis of competitions, leaderboard would consist of two types of rankings - Leaderboard of residents of that society and Leaderboard of different societies participating in that competition.

What does it solve?

Living in a society means living in a community. Currently, NoBrokerHood does not cater to that need successfully. This feature integrates the offline life of residents with the app and gives them the ability to experience life better as a community

Validating the solution

As per the surveys and interviews, almost 60% users don't use social features because its not relevant to them. There is no familiarity and no good content to interact with

Introducing *Neighbourhood Reviews*

Reviews add credibility to products and services and **Neighbourhood Reviews** increases trust by a large factor because it's written people near you and people you know.

There are reviews on some home services right now in the app but there is no way for user to know if they are real or not. Users like booking services when they can trust the service and if someone they know has booked that service.

There is no review system for products sold on Exclusive store, introducing Neighbourhood Reviews will help increase sale of products as residents can see the name of the neighbours who have bought the product and they know the reviews are real because the people are real.

How do these solutions increase monthly revenue?

- Community will lead to an increase in engagement rate which will lead to increase in Ad revenue potential
- If an event has more than 20 registrations, there will be a small 5% convenience fee
- Reviews will add trust and thus lead to increased sale of products from exclusive store
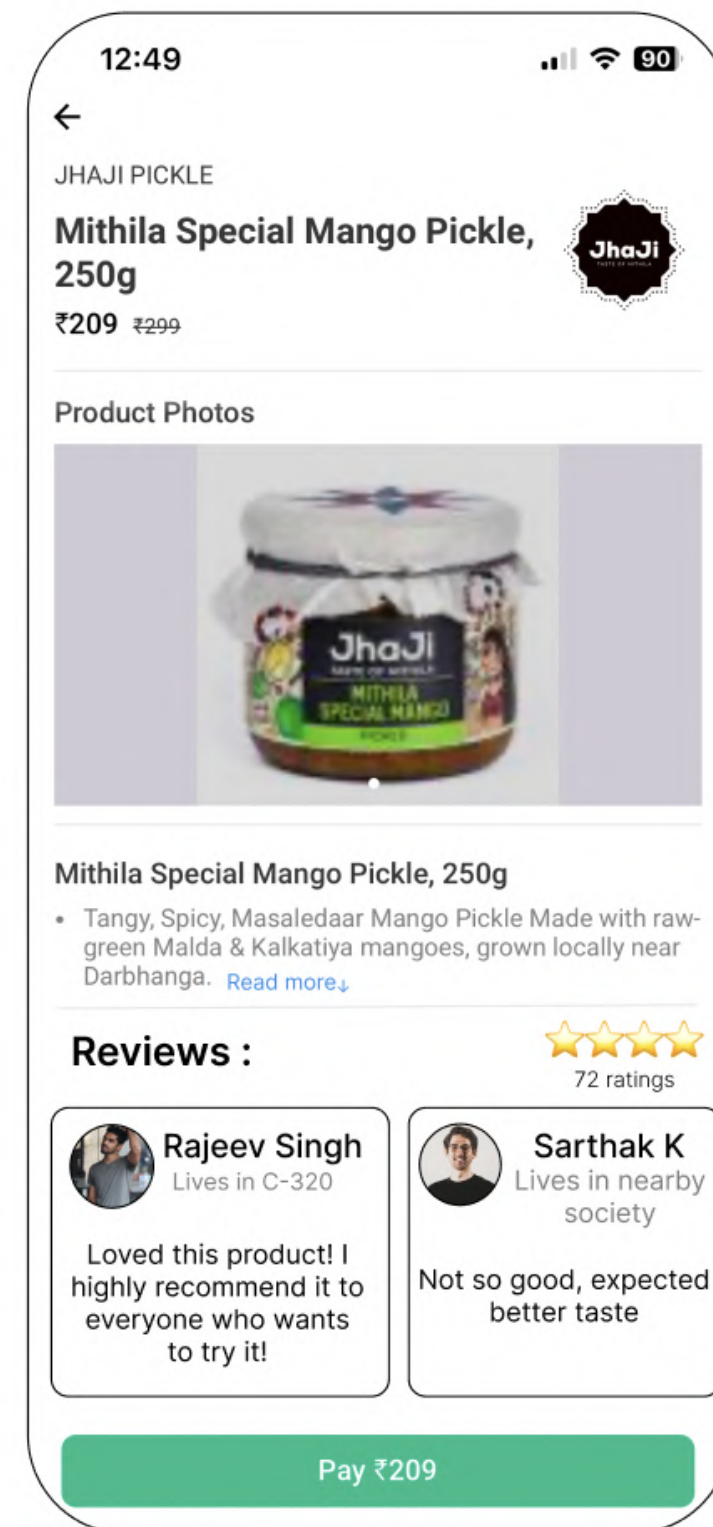
Validating the solution

According to the user survey conducted, 77.7% users have never bought products from the exclusive store. This is a missed opportunity for the app and adding this feature can help.
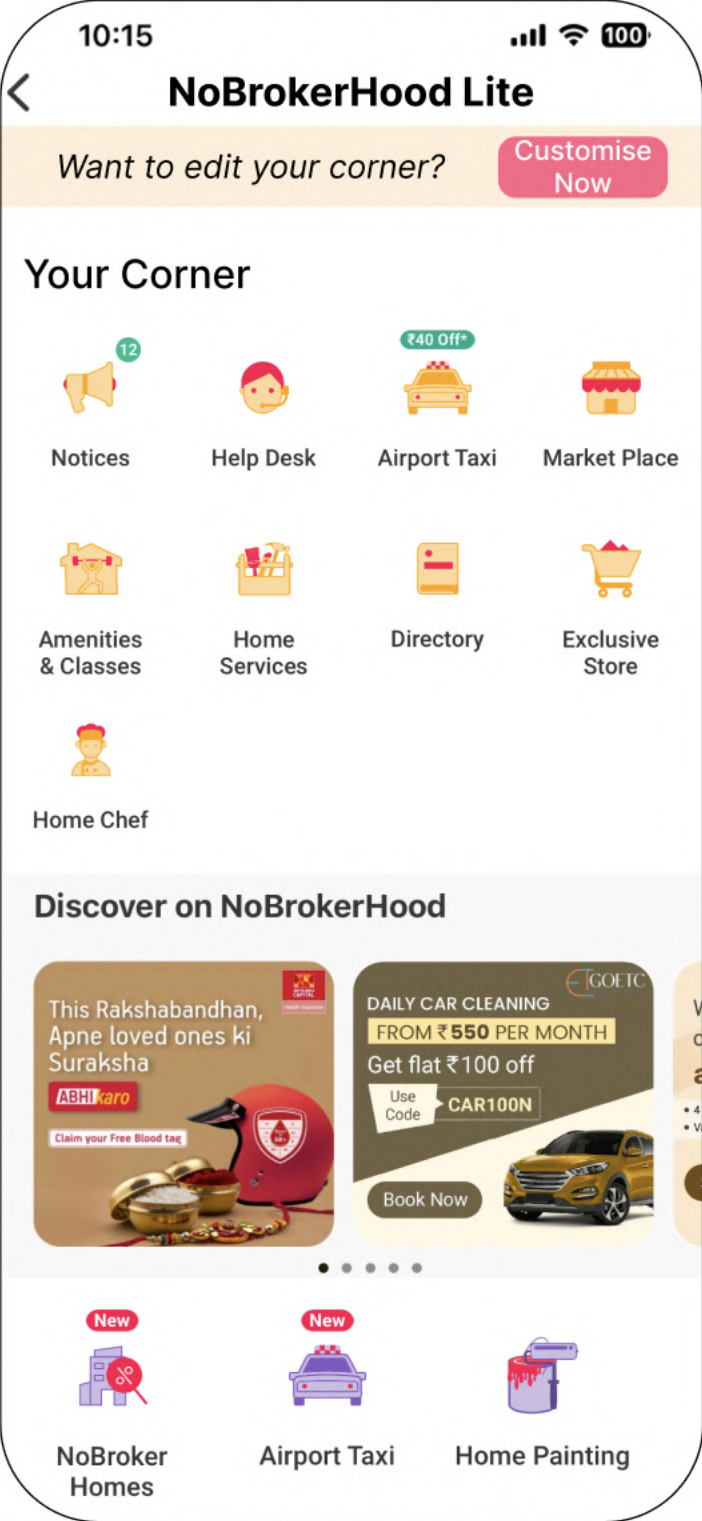
What does it solve?

For business :
It can lead to an increase in sale of products from exclusive store so revenue increases.

For users :
Users can buy trusted products and thus don't have to worry about product being bad.

Introducing *NoBrokerHood Lite*

NoBrokerHood Lite allows user to control their user experience. They get the ability to choose the features they want to see on the app. No more seeing irrelevant features, no more complaints about too many features.

Only selected users who pay for the Lite feature as an In-app purchase would be allowed to use this. It will allow total customisation and total feed control.

Users will still be shown Ads and specific NoBrokerHood features will be recommended to them.

What does it solve?
For business :
Users use the app more as they don't get annoyed by irrelevant features so retention rate increases.

For users :
Users get a better app experience as they only get to use the features that are most important to them

How does this solution increase monthly revenue?
- Users will have to pay to get the NoBrokerHood Lite feature
- It will be an In-app purchase
- Ads will also be shown to the user which will lead to Ad revenue

Validating the solution
72.2 % of the respondents to the user survey complained that there are too many features and many complained that this makes navigating the app difficult

Solution Prioritisation

Assumptions : For all 3 solutions,
1) Technical capability required is available
2) Cost involved in building solutions is same
3) Time taken for building solutions is same

	NoBrokerHood Community	NoBrokerHood Reviews	NoBrokerHood Lite
Reach Scale of 1-5 (very low to very high)	5 (Reach is very high as the solution caters to all age groups)	2 (Reach is low as not that many people are interested to buy products from the app)	5 (Reach is very high as a significant chunk of user base complains of too many features)
Impact (on users) Scale of 1-5 (very low to very high)	5 (Impact is very high as ~60% users surveyed don't enjoy current social features and new features make society feel like a community)	4 (Impact is high because reviews make products trustable for users)	4 (Impact is high giving the opportunity to select specific features will get rid of irrelevant features for users)
Impact (on business) Scale of 1-5 (very low to very high)	4 (Higher user engagement on app will lead to Ad revenue potential)	4 (Reviews will lead to increased potential products sale)	5 (To use the feature, there will be a direct In-app purchase)
Confidence Scale of 1-5 (very low to very high)	4 (Users already do events and clubs offline, using this feature they can do all that easily but it may take some time for the transition)	5 (Users check out reviews before buying products as they already do so on Amazon, Flipkart etc.)	3 (Users may not pay extra to remove irrelevant features)
Effort (Unlimited tech bandwidth)	1	1	1
Total Score (Reach * Impact_users * Impact_business * Confidence) /Effort	(5*5*4*4)/1 = **400**	(2*4*4*5)/1 = **160**	(5*4*5*3)/1 = **300**

As per the prioritisation, we are going ahead with **NoBrokerHood Community** as the winning solution as it will clear improve user experience for users and bring more revenue for the business
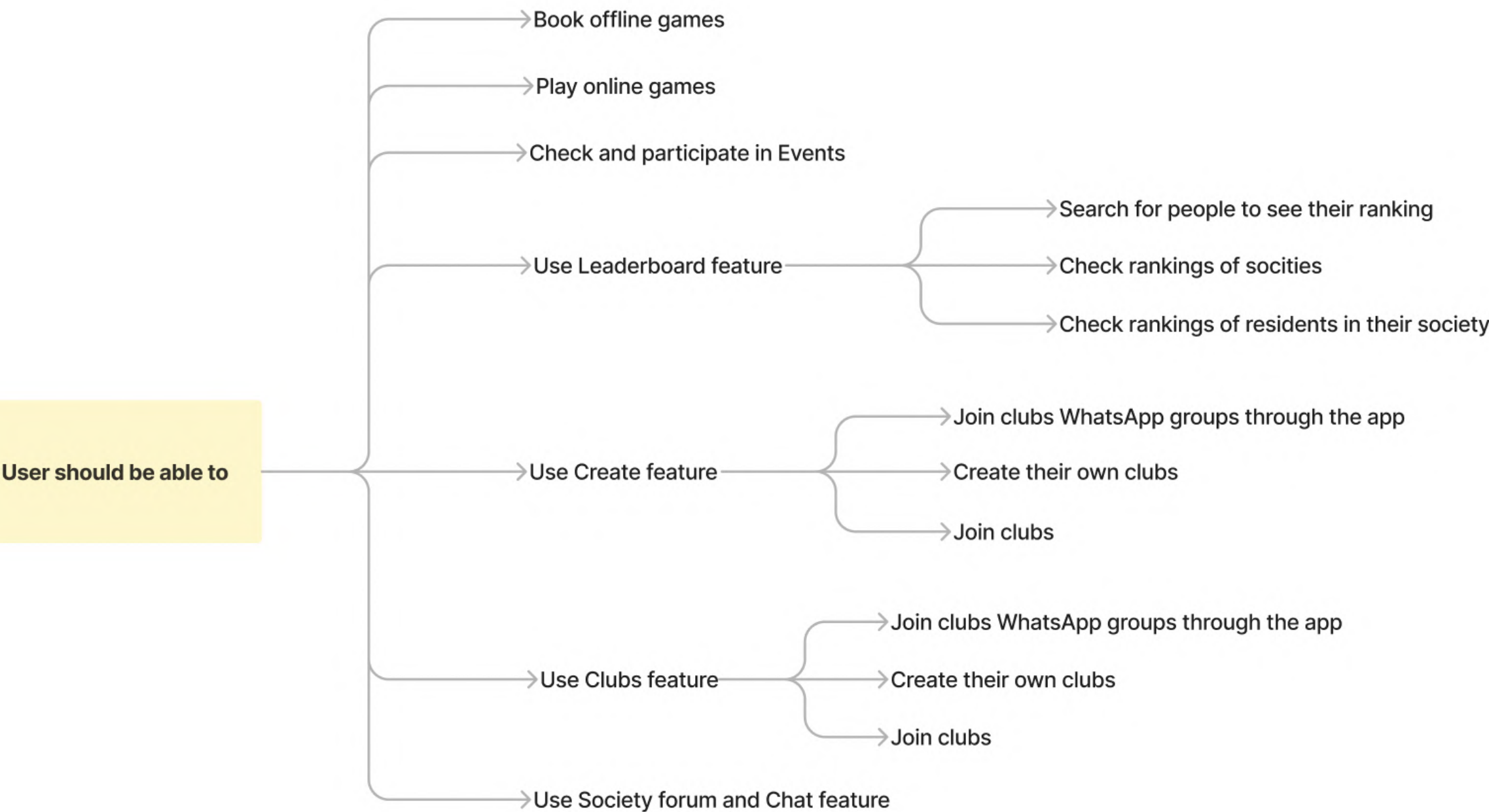
Solution Chosen :
NoBrokerHood Community

An overview of all the features that will be part of the Community feature :

User should be able to
- Book offline games
- Play online games
- Check and participate in Events
- Use Leaderboard feature
  - Search for people to see their ranking
  - Check rankings of socities
  - Check rankings of residents in their society
- Use Create feature
  - Join clubs WhatsApp groups through the app
  - Create their own clubs
  - Join clubs
- Use Clubs feature
  - Join clubs WhatsApp groups through the app
  - Create their own clubs
  - Join clubs
- Use Society forum and Chat feature

Community Prototype :   Link

Steps taken for creating a MVP for the chosen solution

1. Listed down the needs & pain points of users, noted jobs to be done to get an idea of what all features will be needed for MVP
2. Created user journey on pen and paper and then iterated on High level wireframe using Figma

NoBrokerHood Community will gamify the app experience. The feature will be placed on the navigation bar for increased CTA

My Hood   Community   Services   Homes
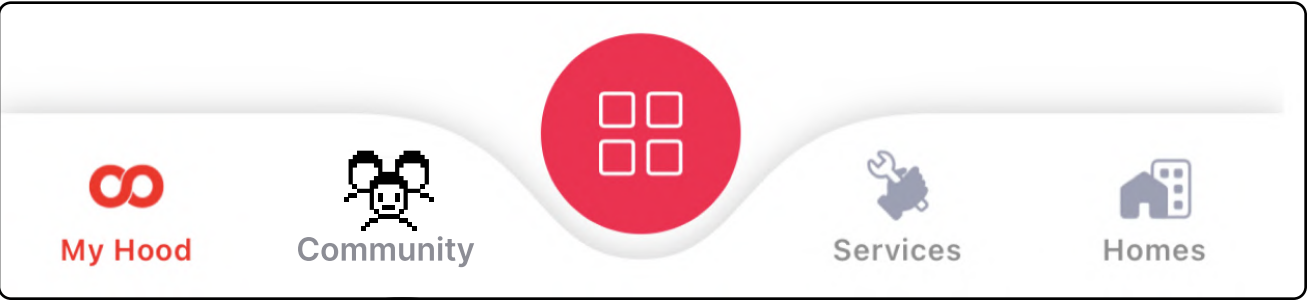
**Section A :
Community Home Screen**

- All the features like Clubs, Create and Leaderboard will be available on the top of the screen

- There will be a carousel on top that will create urgency by telling users about other users who won prizes through games and events

- Users can also use existing features like Society forum and chat feature from this screen only
- You can go through all the events and competitions hosted on the app

Section B :
Clubs Screen

Section C :
Create Screen

Section D :
Leaderboard Screen

Section B : Clubs Screen

Clubs

Create a club | Search

Your clubs
- Yoga Club — No Requirements
- Badminton Cl — Requirements: • Age 18+

Your society's clubs
- Kitty Party — Requirements: • Age 30+ • Female only
- Daily Pooja — No Requirements

Trending clubs in your locality
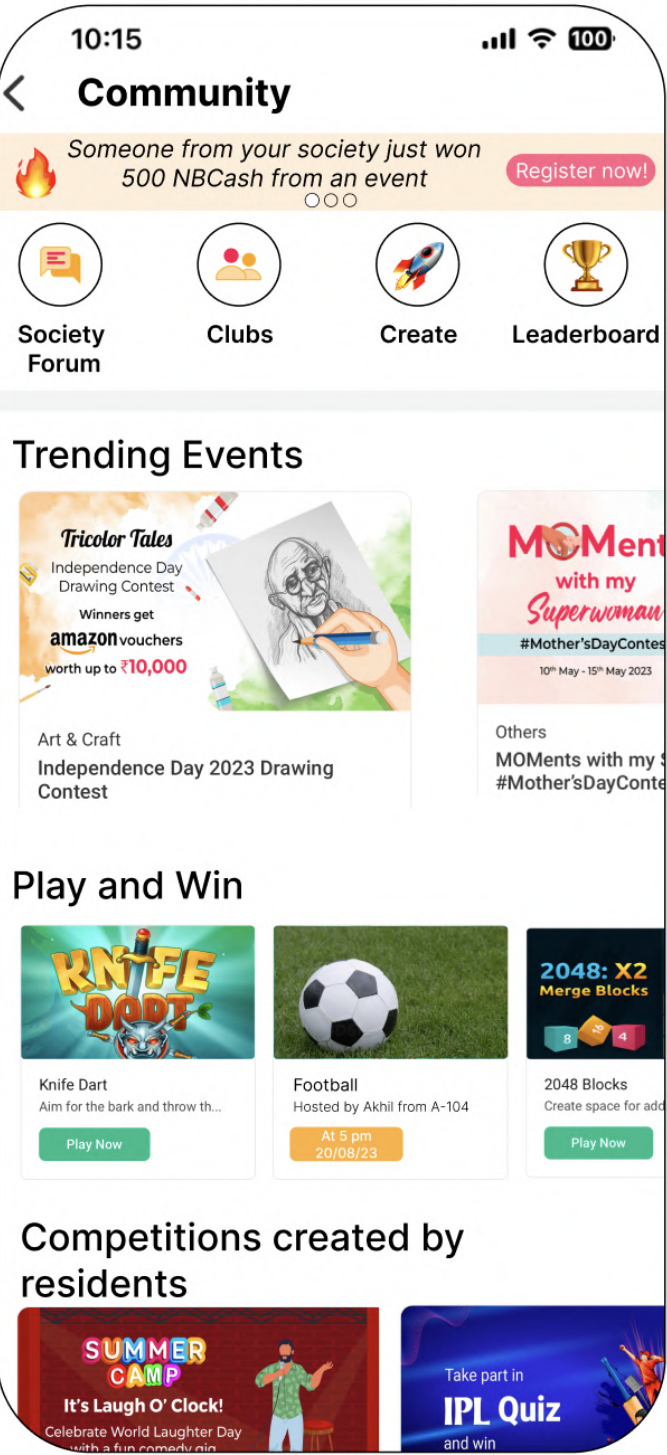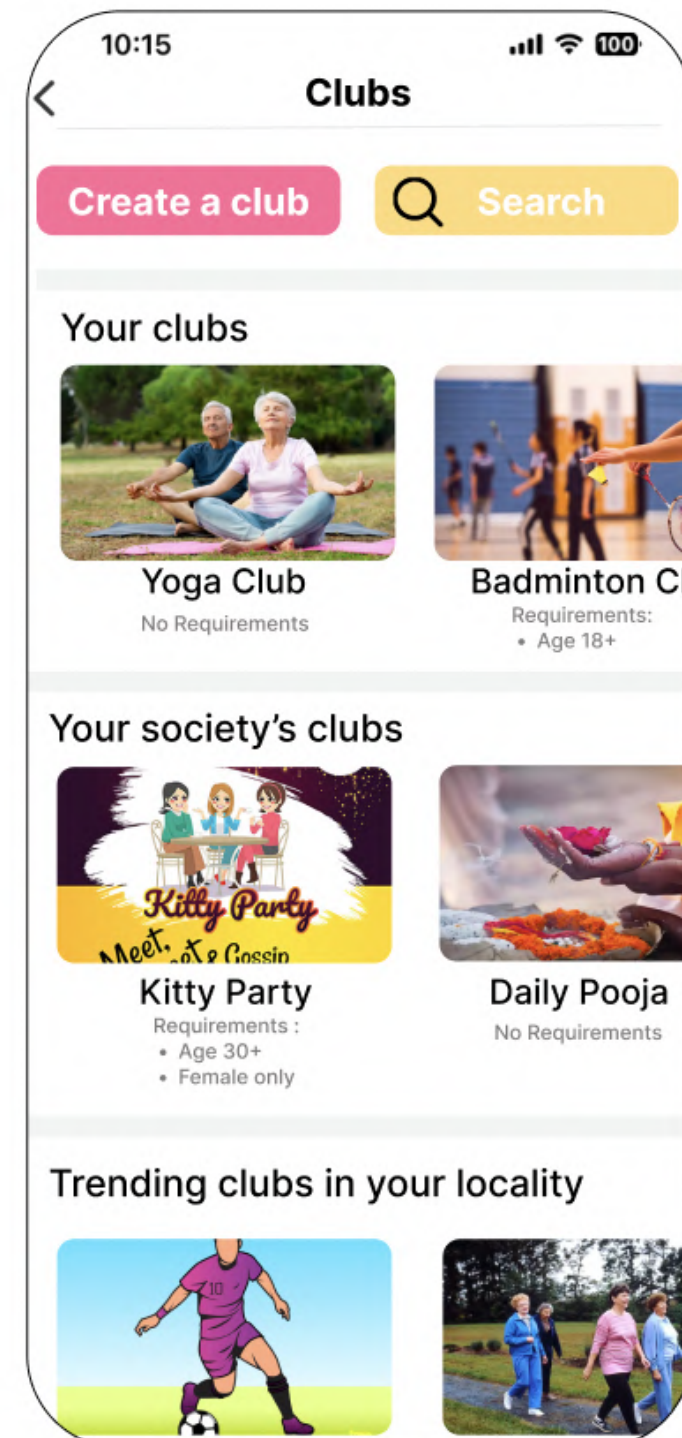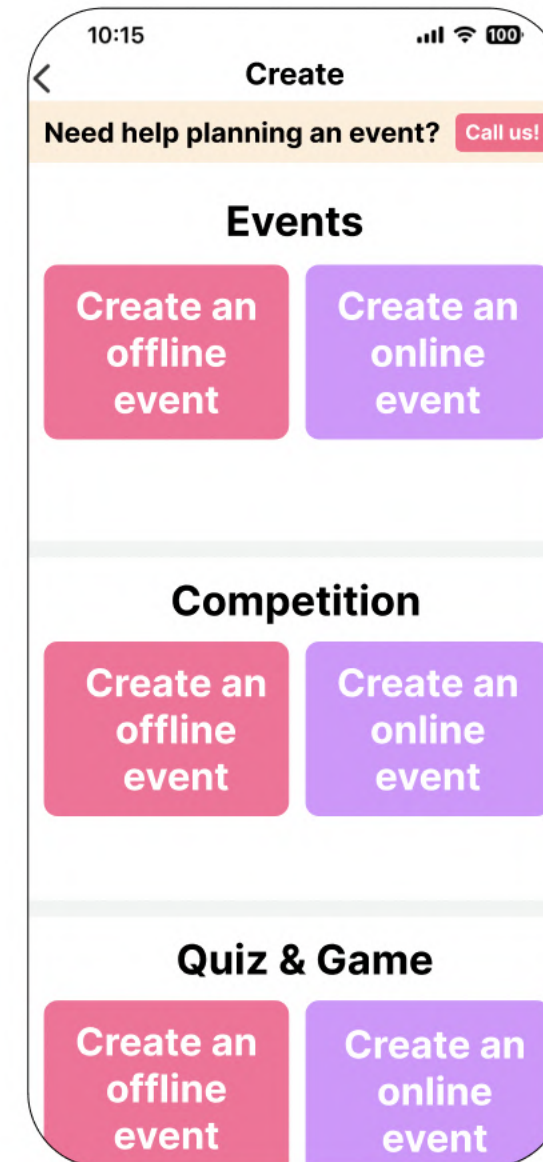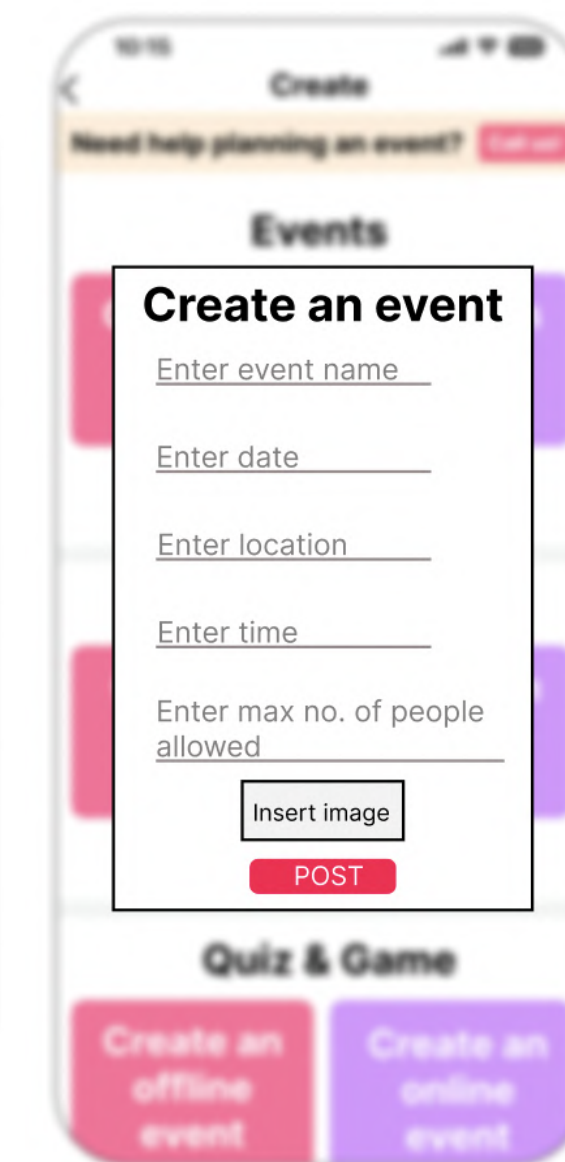
- Users can explore different clubs posted on the app

- Requirements are posted right below the listing so users know if they the club is right for them or not

- You can create your own club but there should be minimum no. of people

Section C : Create Screen

Create

Need help planning an event? Call us!

Events
- Create an offline event | Create an online event

Competition
- Create an offline event | Create an online event

Quiz & Game
- Create an offline event | Create an online event

- Users can create their own events, competitions, quizzes and games

- It could be offline or online

- NoBrokerHood will offer quiz templates to the user to help them create new ones

- There will be a small 5% convenience fee every time a new event or competition is created, not for games
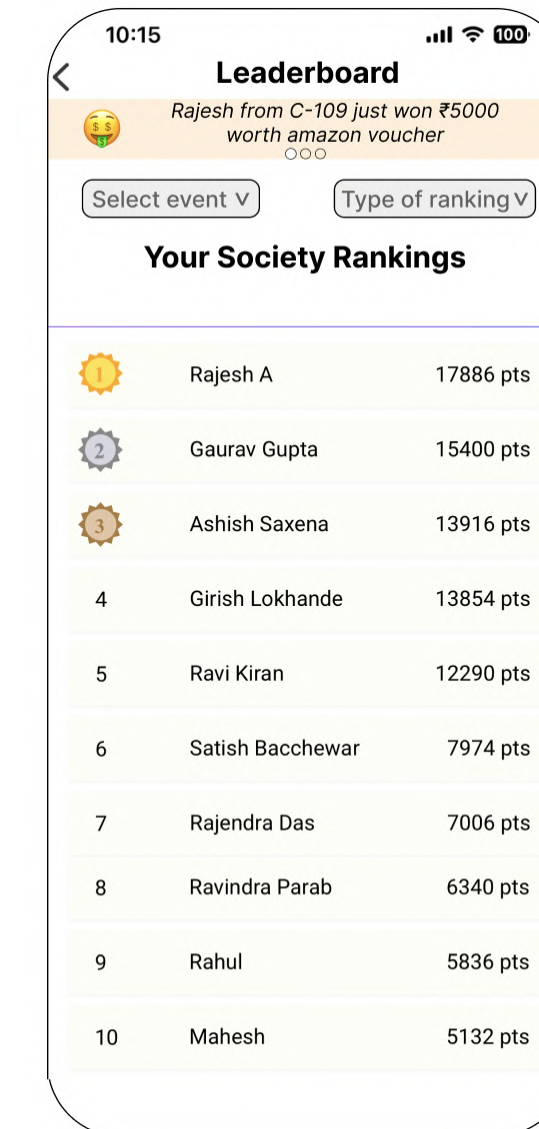
- To create an event, user has to enter basic details like event name, date, time and location

- Event creators can buy 'Spotlight' to make their event more visible to users apps

- Events already exist on the app but they're not user specific events

Create an event

Enter event name
Enter date
Enter location
Enter time
Enter max no. of people allowed

Insert image

POST

Section D : Leaderboard Screen

Leaderboard

Rajesh from C-109 just won ₹5000 worth amazon voucher

Select event ∨ | Type of ranking ∨

Your Society Rankings

🏅	Rajesh A	17886 pts
🥈	Gaurav Gupta	15400 pts
🥉	Ashish Saxena	13916 pts
4	Girish Lokhande	13854 pts
5	Ravi Kiran	12290 pts
6	Satish Bacchewar	7974 pts
7	Rajendra Das	7006 pts
8	Ravindra Parab	6340 pts
9	Rahul	5836 pts
10	Mahesh	5132 pts

- Leaderboard gamifies the user experience

- Users can see other residents rankings for games and quizzes

- Winners get vouchers or NBcash

- 2nd leaderboard is for apartments and societies

- This shows the societies which hosts maximum events and wins inter-societies events

- This can lead to conversion to NoBroker as tenants may find better societies

Leaderboard

Rajesh from C-109 just won ₹5000 worth amazon voucher

Select event ∨ | Type of ranking ∨

Delhi Rankings

🏅	ABC Apartments	17886 pts
🥈	xyz Apartments	15400 pts
🥉	dfg Apartments	13916 pts
4	roy Apartments	13854 pts
5	pos Apartments	12290 pts
6	dsa Apartments	7974 pts
7	royal Apartments	7006 pts
8	ion Apartments	6340 pts
9	taj Apartments	5836 pts
10	tru Apartments	5132 pts

Solution Analysis

Success Metrics

North Star Metric (NSM)	Revenue from Community feature	Increasing monthly revenue from Community will increase monthly revenue for NoBrokerHood
NSM supporting metric	Engagement Rate of Community feature	Avg. time spent on the Community feature, increased engagement rate will lead to increase in Ad revenue

Activation Metric
1. No. of events created in a week
2. % of active users joining a club
3. No. of users participating in an event for the first time

Engagement Metric
1. Avg. time spent on the Community feature
2. No. of Ad impressions

Adoption Metric
1. No. of users participating in more than one event/game/competition
2. No. of societies and users increasing on leaderboard

Retention Metric
1. Daily Active Users (DAUs) of Community feature
2. Avg. no. of users per club

Validating Solution

Based on the prototype testing done through this survey :

- 64.2% respondents chose 'Club' feature as their favourite feature
- 71.6% respondents believe the Community feature is better than existing social features of NoBrokerHood app

Second Order Thinking

Why it might now work?

1. Users already use social platforms like WhatsApp to communicate with their friends and neighbours so the transition might be difficult

2. Users may not want to pay to create events so for initial rollout, free event creation may be needed

3. Some users may join clubs but be inactive thus leading to stagnant clubs

System Design

High level system design : Link