



## **Product Teardown: Refer A Friend**

**Gautham N Holla | C28**

# Overview



Rapido is India's first and fastest growing Bike taxi app with a whopping 50 Million+ app downloads. We are now running operations in more than 100 cities

## User persona

## User flow

## App flow

## Metric

### ROAD RUSH

RAPIDO HAS ESTABLISHED LEADERSHIP IN THE BIKE-TAXI MARKET WITH OVER 60 PER CENT MARKET SHARE

OUTSIDE BIKE-TAXI SERVICES, RAPIDO HAS PARTNERED WITH SWIGGY, AMAZON, AND JIOMART TO PROVIDE ITS CAPTAINS WITH AMPLE WORK THROUGH THE DAY

PEGGED AT \$50.5 MILLION IN 2021, THE INDIAN BIKE- TAXI MARKET IS ESTIMATED TO REACH \$1.47 BILLION BY 2030, PER ALLIED MARKET RESEARCH

RAPIDO IS WORKING TO TRANSITION ITS FLEET FROM TRADITIONAL ICE VEHICLES TO ELECTRIC TWO-WHEELERS

### Revenue Model Of Rapido

**Commission Based**

Primary Revenue Source

**B2C Commission**

Secondary Revenue Source

**India**

Primary Market

**2015**

Founded

**₹443 Cr**

FY22 Revenue

### Competitors



### Revenue Insights

- Rapido Merchandise
- In app Ad
- Ride Fees
- Subscription
- Surge Pricing
- Promotions
- Price per distance

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Chirag

Age: 29

Gender: Male

Occupation: IT (Designer)

Location: Metropolitan Area

Chirag is a 29-year-old tech professional who has been living in the city for several years. He is highly tech-savvy and enjoys using the latest gadgets and apps to simplify his life.

## Tech-Savvy Professional

### Behavior and Interests:

- Relies heavily on his smartphone for work, entertainment, and travel.
- Values efficiency and convenience, always willing to try new digital solutions.

### Goals:

- Streamline his daily routine, save time, and maximize his urban lifestyle.
- Seeks reliable transportation options that fit his fast-paced life.

### Referral Programs:

- Cautious about trying new things, especially in a new city.
- Believes referral programs are a great way to save money and explore new services.

### Pain Points:

- Busy work schedule demands seamless transportation solutions.
- Frustrated by unexpected delays and long wait times.
- Constantly looking for ways to optimize expenses and earn rewards or discounts.



Neha Sharma

Age: 24

Gender: Female

Occupation: Designer

Location: Frequently changing cities

Neha is a 24-year-old designer who has recently moved to a new city. She loves exploring different places, which means she changes cities often. With her busy lifestyle and frequent relocations, Neha relies on Rapido to navigate through new environments efficiently.

## City Hopper Designer

### Behavior and Interests:

- Relies heavily on Rapido for daily commutes in unfamiliar cities.
- Values efficiency and quick solutions, especially in new environments.
- Enjoys exploring new places and adjusting to different urban settings.

### Goals:

- Simplify daily commutes while settling into new cities.
- Save time and minimize stress during frequent relocations.

### Referral Programs:

- Finds referral programs useful for saving money in new cities.
- Appreciates the opportunity to discover new services through referrals.

### Pain Points:

- Struggles with navigating unfamiliar city routes.
- Frustrated by transportation delays, especially when adjusting to a new city.
- Aims to keep commuting costs low while moving frequently.

## What is a successful referral for Rapido?

If the person you referred successfully completes a ride within 7 days of registration, you'll receive a referral reward of 50 coins (1 coin = ₹1) within 48 hours. The coins will appear in your wallet and can be redeemed when booking a ride for a ₹50 discount.

## How to Calculate?

Your referral rate is one of the key metrics to consider when assessing the overall success of your referral program on Rapido.

$$\text{Referral Rate} = \frac{\text{Total \# of referral link clicks}}{\text{Total \# of conversion from those clicks}}$$

If you have a **2%** referral rate — the global average referral rate is around **2.35%** — that means that for **every 100 customer referrals**, **2** of them were a referred purchase.



## Referral Marketing Funnel



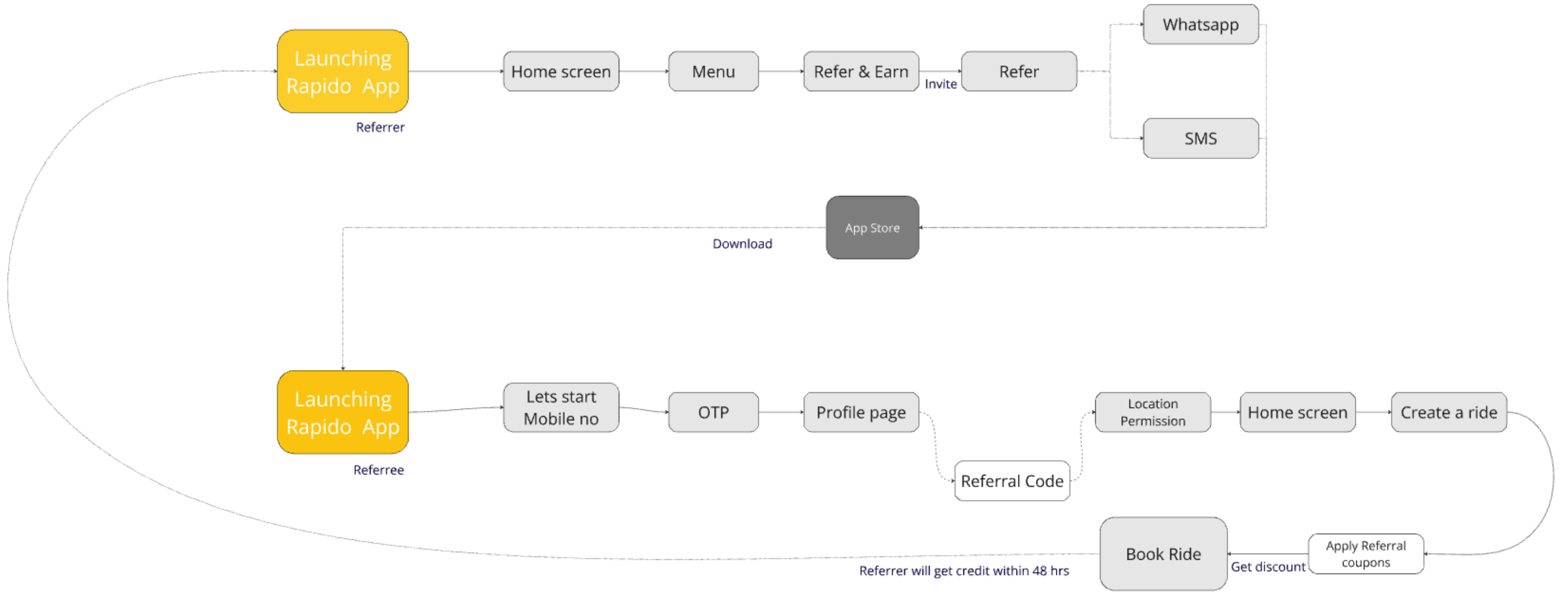
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[Access the whole flow here](#)

**Referee – the one that is invited to join**

**Referrer – the one that invites a friend**

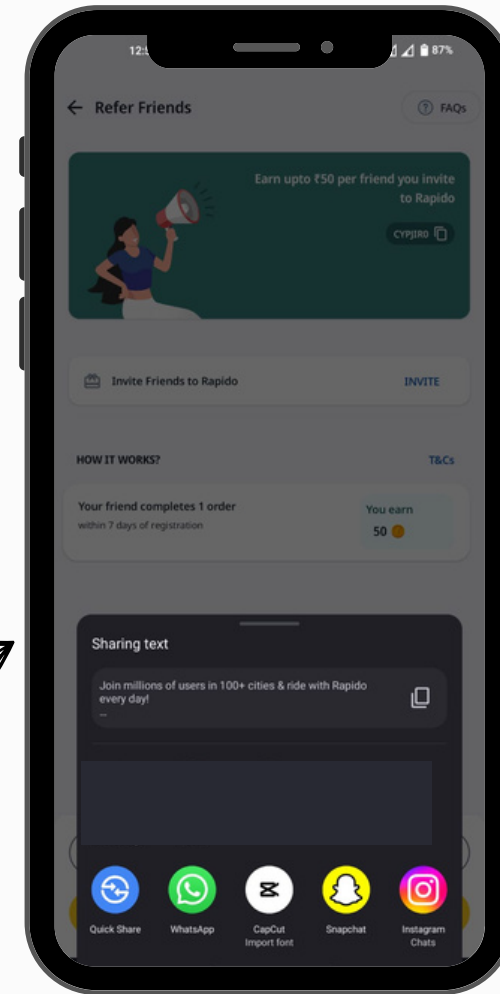
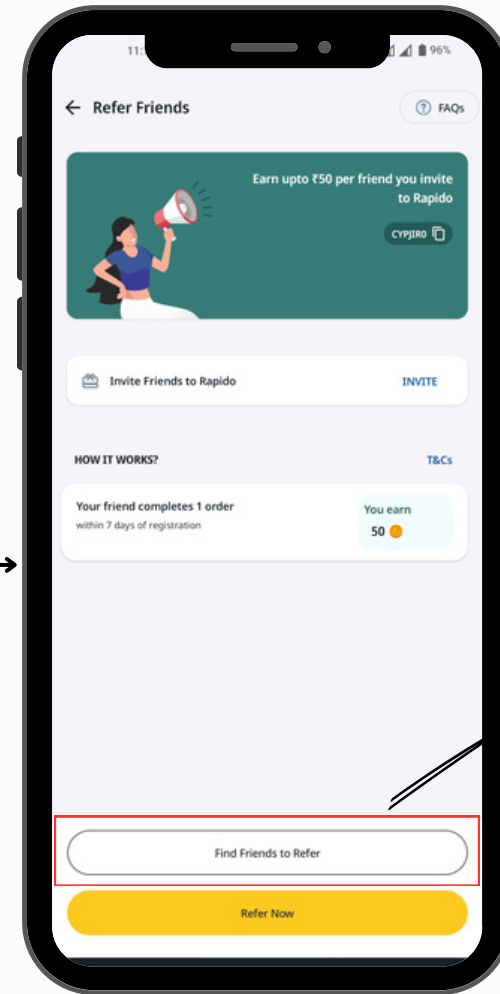
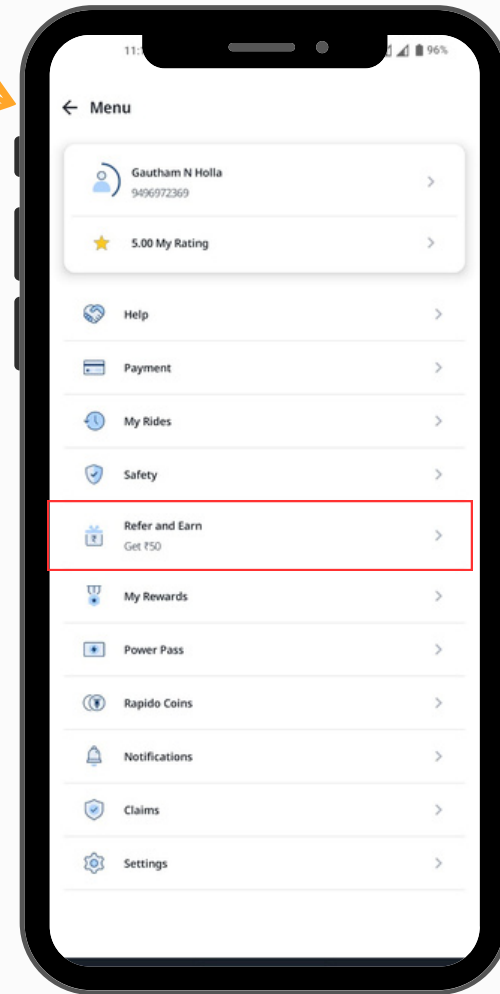
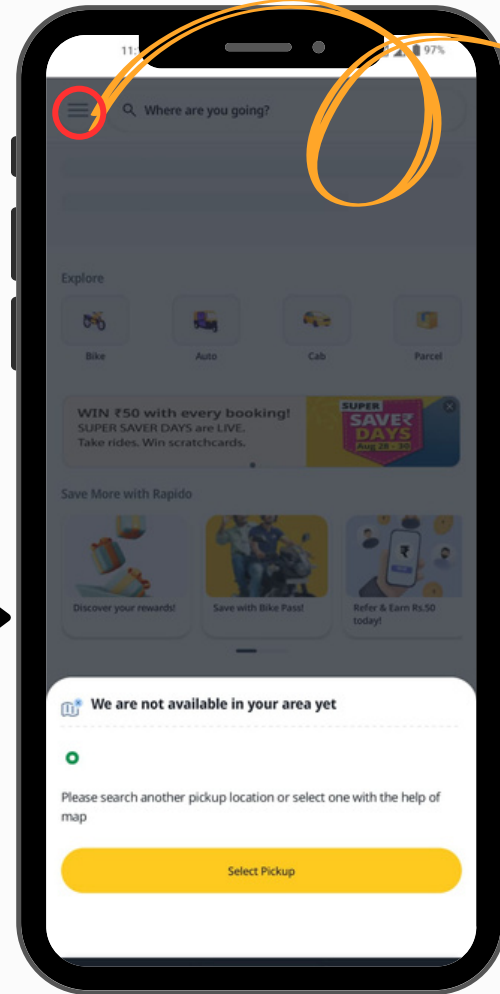
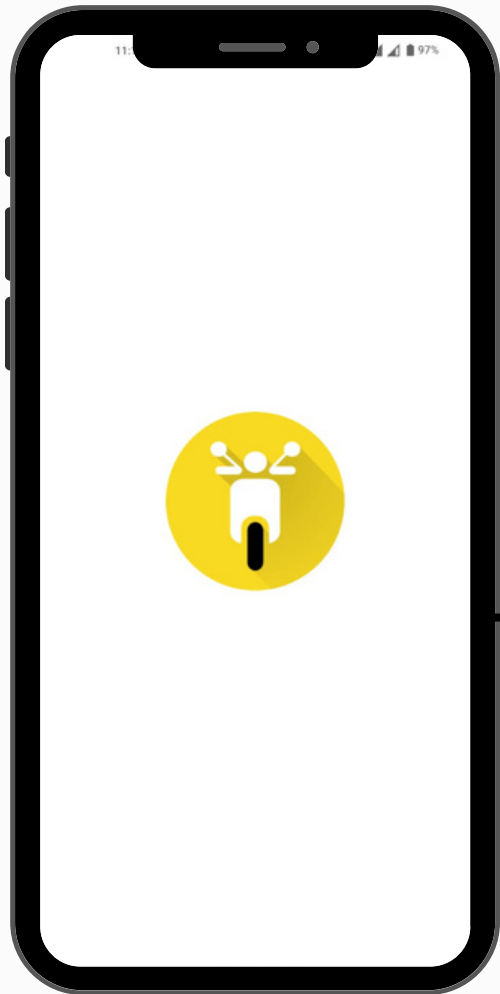
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User Action  
User Thought  
Emotion

Opens the app and

Navigates to the app's homepage and looking for the referral program option

Clicks on the referral program option to learn more

Explores the referral page, looking for benefits and details

It suggests you the possible app by which you can send a referral message

Sends the invite, leads to whatsapp chat box, with filled message and he clicked the send button

Had such a positive experience with this app. Why not share it with a friend

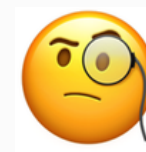
Let's see if there's a referral program here. Could be interesting

Wow quick, I can earn rewards and my friend gets a discount I guess.

Let me see if I can get know the benefits before invite.

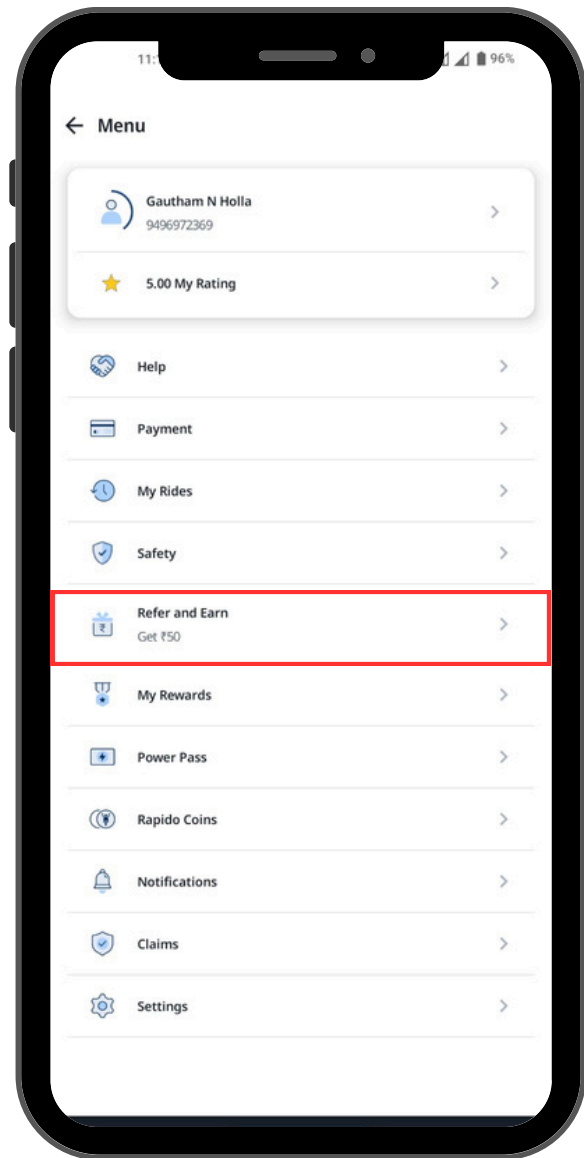
Okay, this seems like the right option. I'll import my contacts

Oh, it's already filled, need to have this much text ah, ok

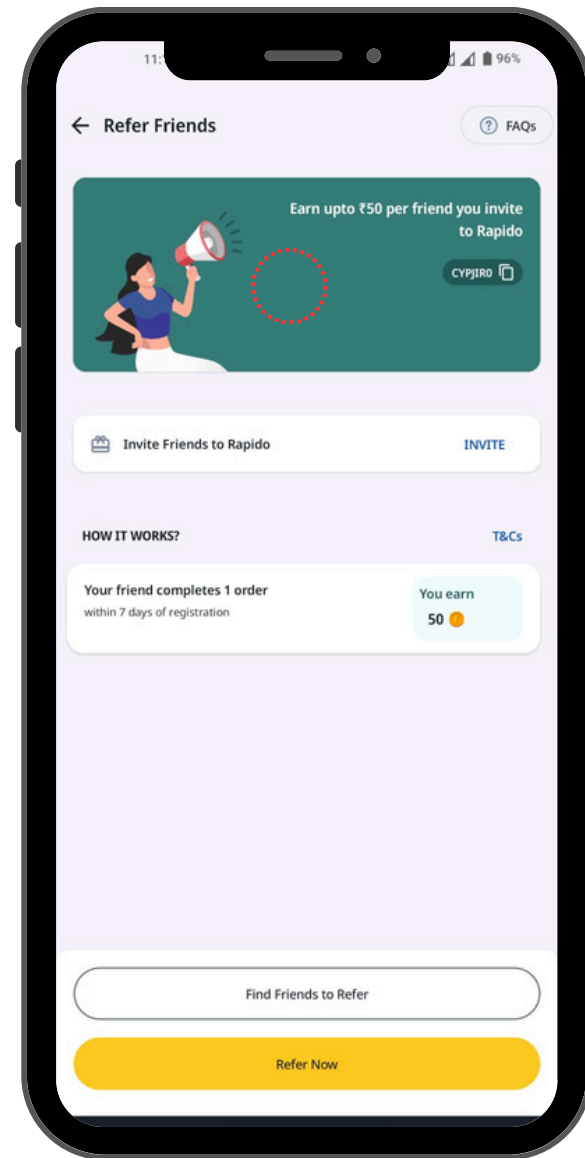


# Referral Features & insights

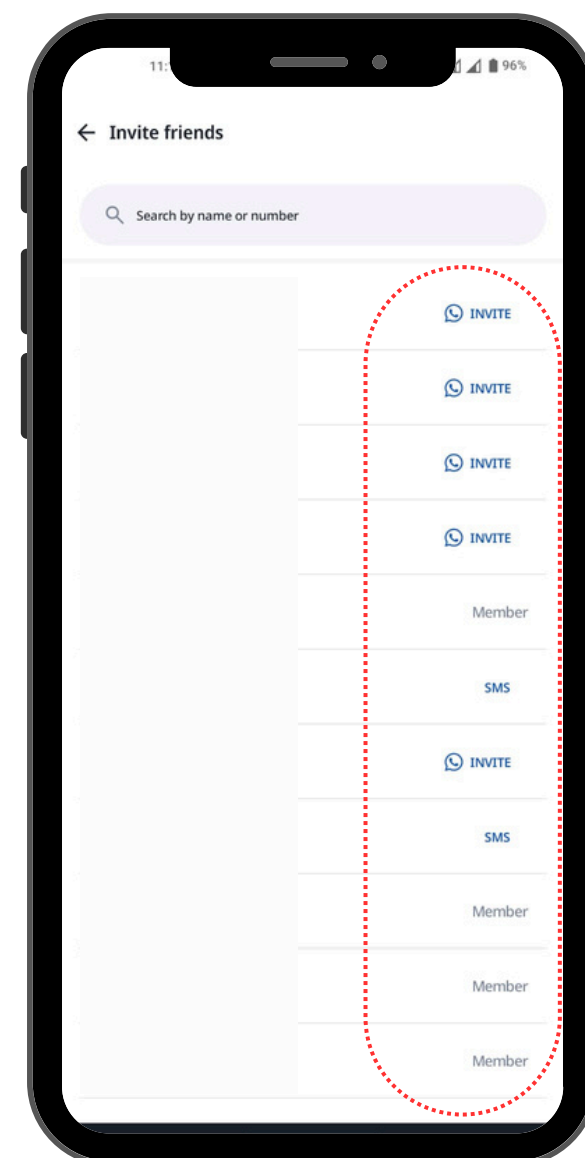
## PROs



The strategic placement of the referral "refer and earn" feature in the menu, directly linked to the home page,



Featuring a concise single-page invitation interface and an informative FAQ section, enhances user engagement



Integration of existing Rapido members from the user's contact list, coupled with intelligent suggestions for communication channels such as WhatsApp for users with WhatsApp contacts and SMS for others, streamlines the invitation process, increasing the likelihood of successful referrals.

## PAIN POINTS

**Limited Appeal of Rapido Rewards**  
 Spending nearly ₹200 daily on Rapido for office commutes makes a ₹50 discount less appealing. The same applies to referring friends who only get ₹25 off; it doesn't feel worthwhile.

**Repetitive Refer and Earn Nudges**  
 As a content creator, I find the constant, identical refer-and-earn notifications from Rapido monotonous.

## SUGGESTIONS

### Enhance Rewards:

- Offer the referee their first ride free, along with 100 coins for the referrer.
- Provide a gift card from a top brand to the referrer.
- Give the referrer one free ride each month within 5 km.

### Promote the Referral Program:

- To generate buzz, get creative with your referral program.
- Introduce game mechanics and offer variable rewards, similar to how GPay’s referral program became popular by keeping users engaged with scratch cards.

### Add Referral Tracking:

- Implement a referral tracking dashboard that displays the referee's details and progress, similar to Zepto's approach.

## North Metrics

### Monthly Active Referral Invites

Measures how many users actively invite friends to join the program each month. It aligns with the program's growth objectives and reflects the core value of referrals in expanding the user base.

## Level 1 (L1) Metrics

### Referral Conversion Rate

Calculates the percentage of referred users who successfully sign up or do a ride after being referred. It assesses the effectiveness of the referral process itself, indicating how well it converts potential leads into active users.

## Level 2(L2) Metrics

### Lifetime Value (LTV) of Referred Users

This metric evaluates the long-term impact of referred users on the business. It assesses not only their initial conversion but also their loyalty and the revenue they generate over their lifetime as customers.

# Thankyou!



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*sabse  
saxi*

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