Design experiments to drive referral growth

92% of consumers trust the recommendations from people they know*

POWER OF PEOPLE WE LIKE



Hygiene checks before referral campaigns!

Do users **trust** the product?

Do users find the product **easy to use**?

Do users **find value** in the product?

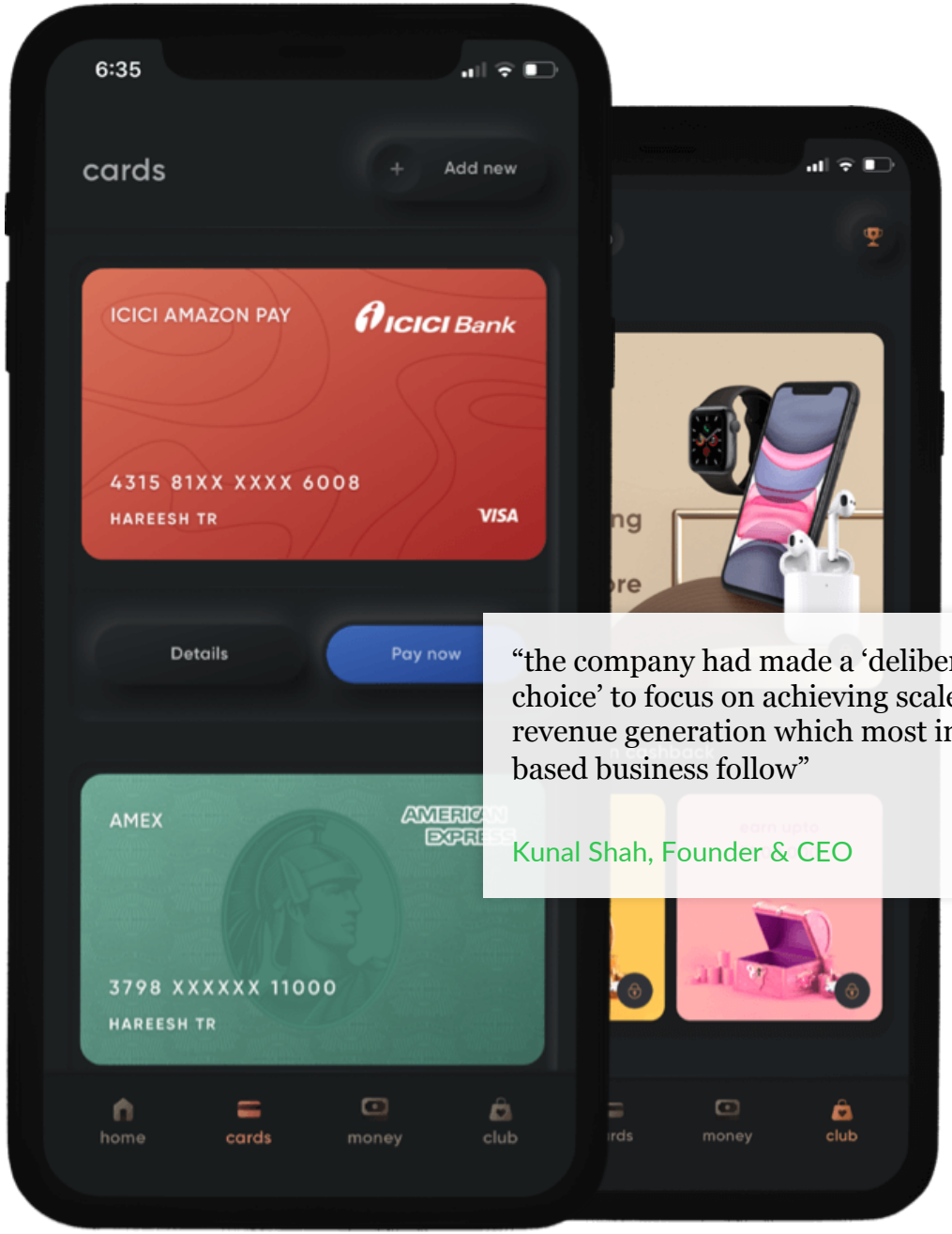
*NIELSEN SURVEY, 2019

CRED

Premium product for a niche segment providing rewards with every credit card bill payment.

Strategies that worked well!

- Exclusive Access
- Influencer Marketing
- WOM Referrals
- Association with niche brands



"the company had made a 'deliberate choice' to focus on achieving scale than revenue generation which most internet-based business follow"

Kunal Shah, Founder & CEO

3 million+ users

use the app with a high trust model and variable rewards system

Key Hits!

Personalised Financial Insights

Unobtrusive Marketing

Calendar Alerts

Variable Rewards

Savvy Sarah

26, Marketing Specialist

Salaried Professional

Med Income Group

Informed Consumer

High Self-Esteem



Self-Actualisation

Esteem

Belongingness & Love

Safety Needs

Physiological Needs

The referral journey

JOURNEY 1

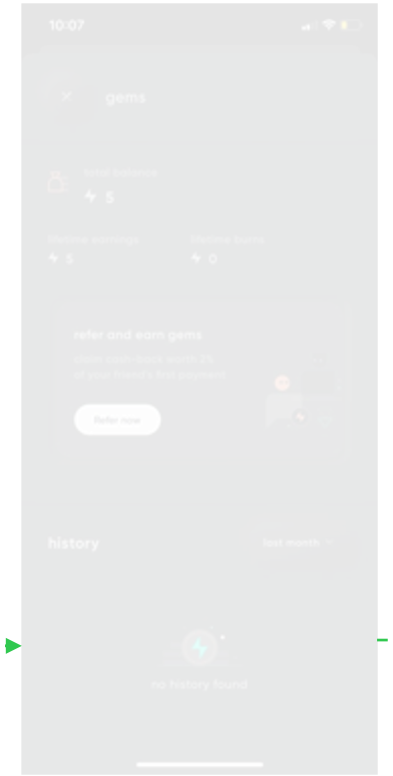


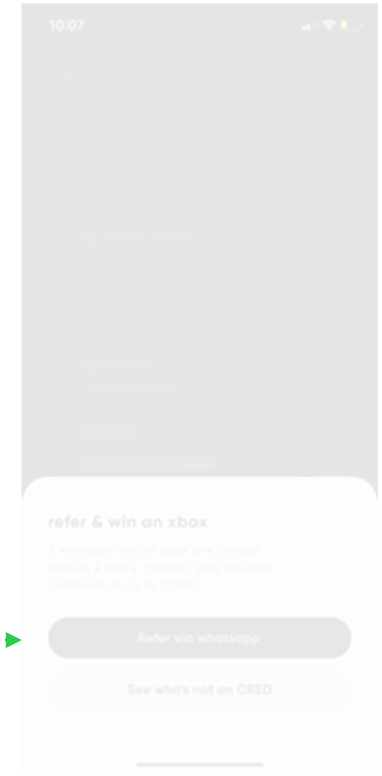
MISSING HOOK FOR REFERRAL

An intuitive hook to initiate a referral tends to build an association with the campaign

☹ PRIMING & ASSOCIATION







JOURNEY 1

SAMPLE MOCKUP



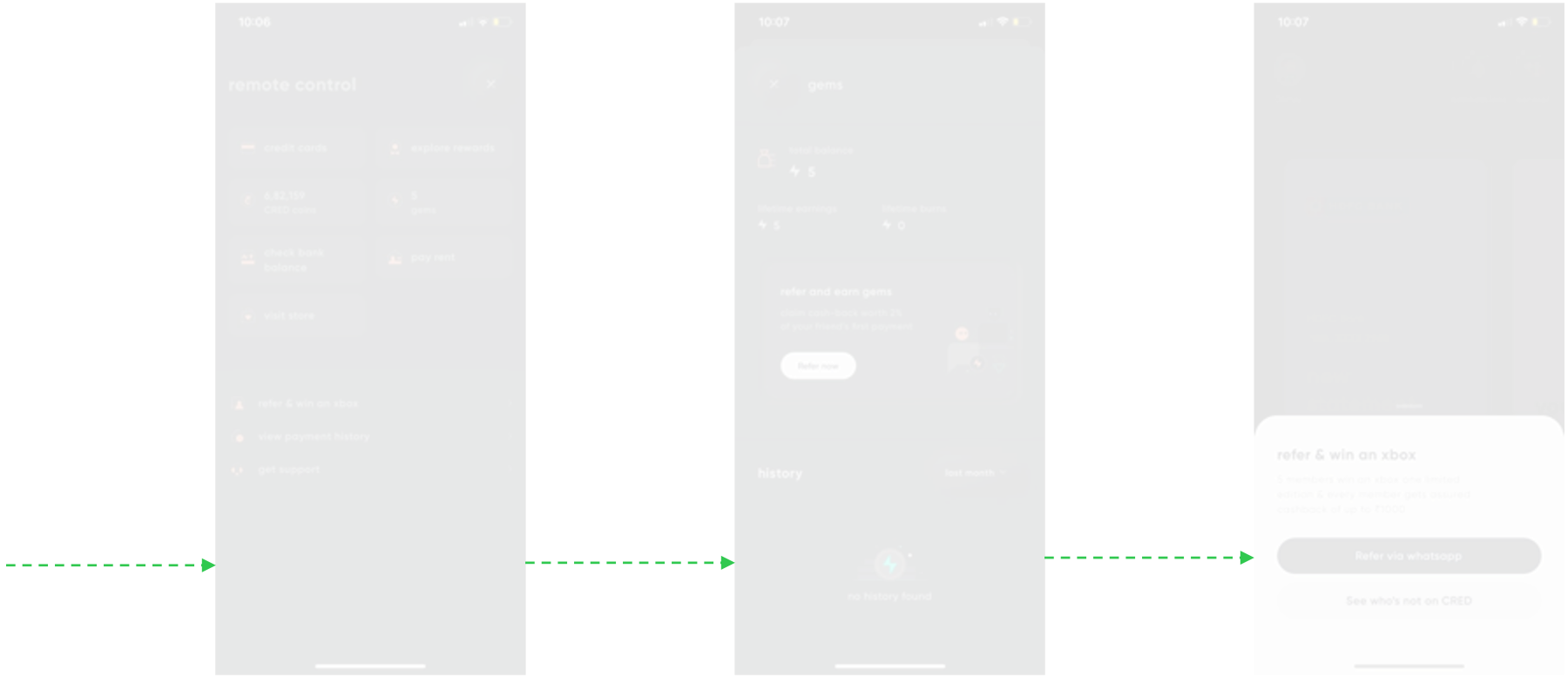
OPPORTUNITY #1

Consistent icon for referrals in the primary navigation system will facilitate learnability & association with the campaign

PRIMING & ASSOCIATION

MISSING TRIGGER

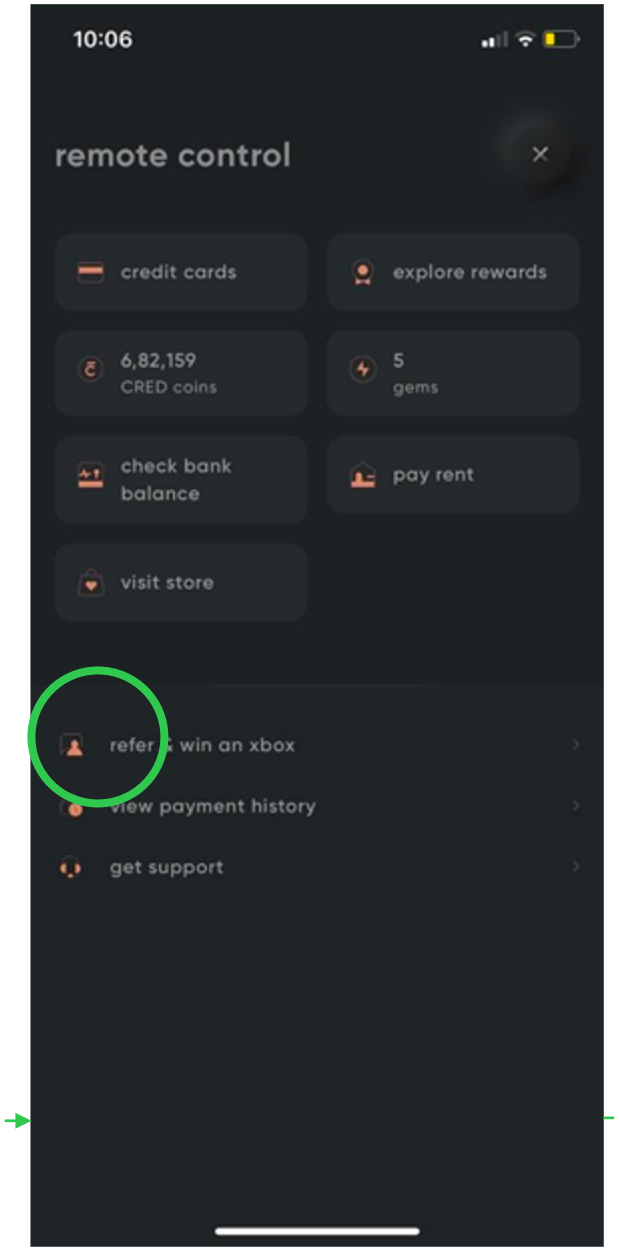
Missing intuitive hook to initiate a referral may lead to dissociation with the campaign



JOURNEY 1

UNOBTRUSIVE NUDGE

Referrals are given a treatment of secondary action as expected by the user without being too salesy

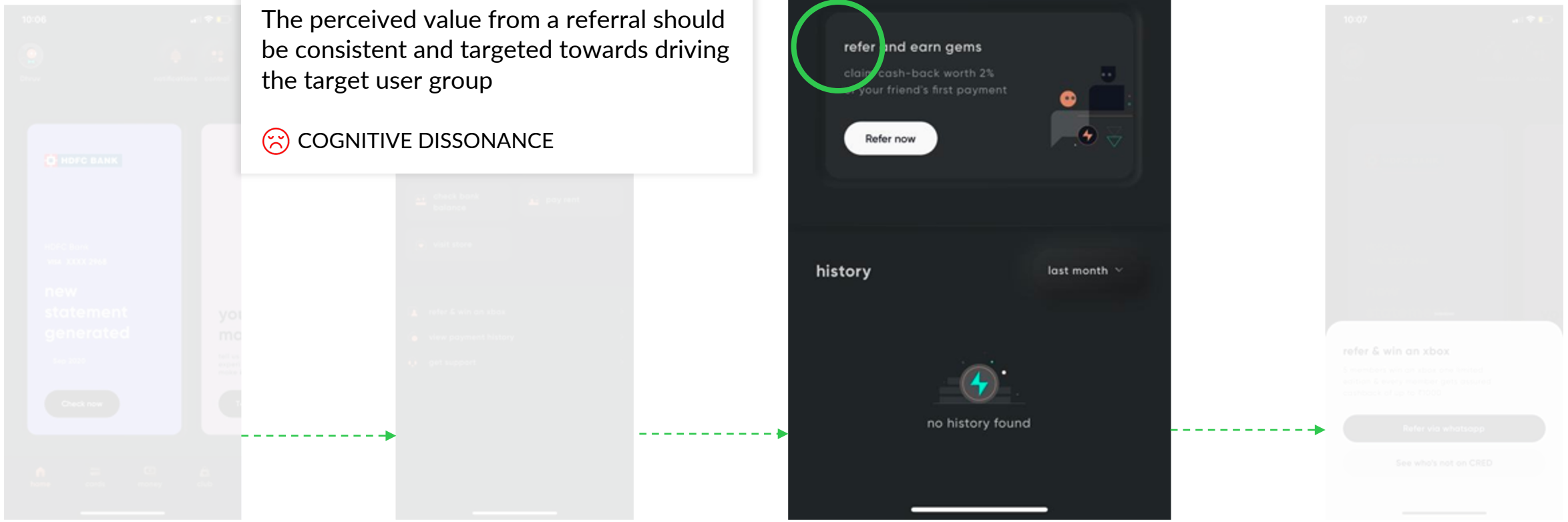


JOURNEY 1

INCONSISTENT VALUE

The perceived value from a referral should be consistent and targeted towards driving the target user group

☹ COGNITIVE DISSONANCE



JOURNEY 1

INCONSISTENT VALUE

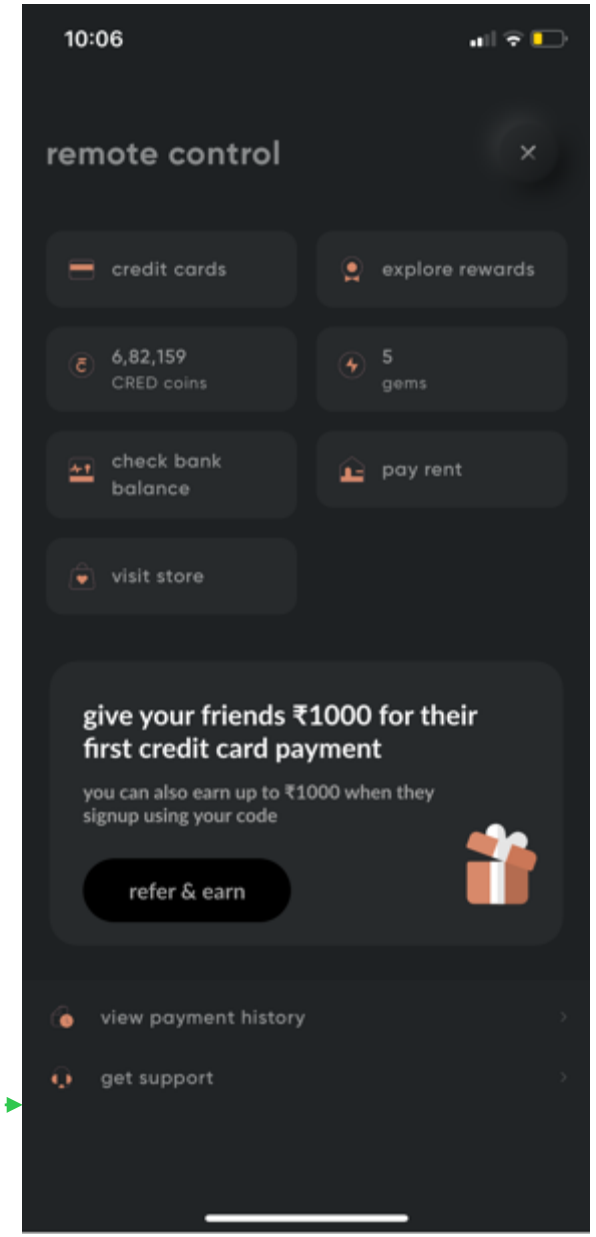
The perceived value from a referral should be consistent and targeted towards drivers of target user group

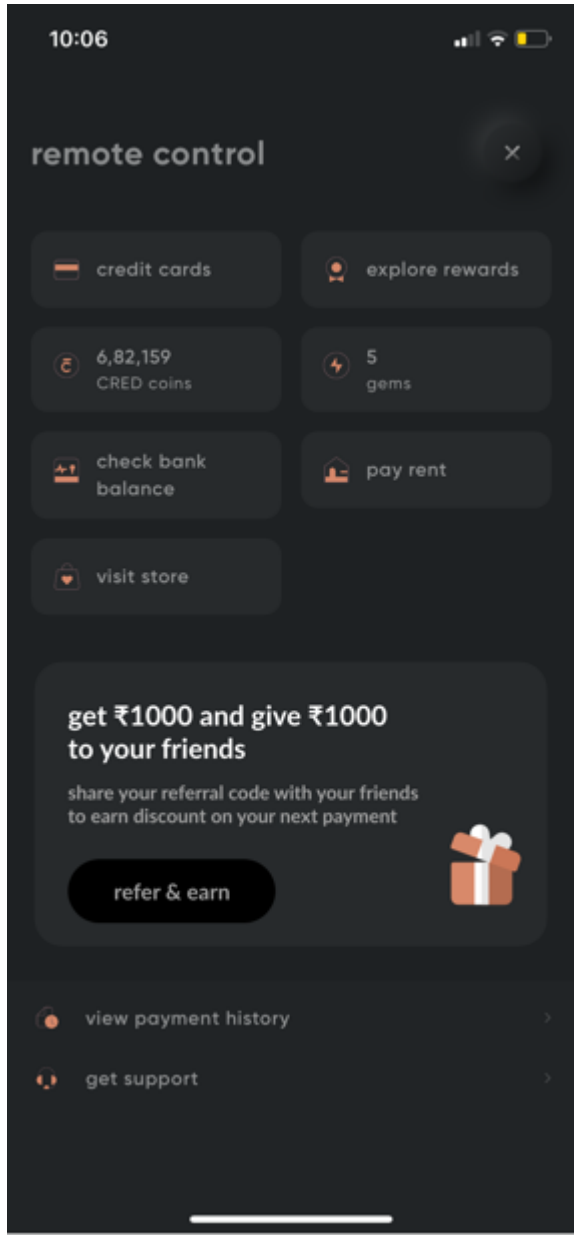
OPPORTUNITY #2

Try 2 value propositions as hooks for referral program; altruistic & direct and measure performance with an **A/B test**

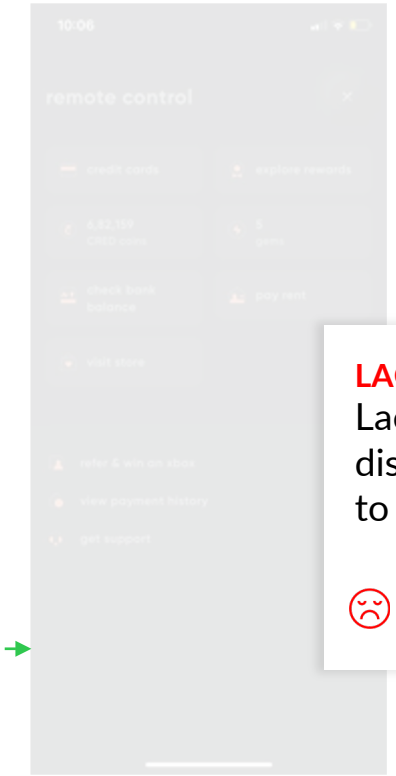
- FEEL GOOD PRINCIPLE
- OPTIMAL LEVEL OF DISSONANCE

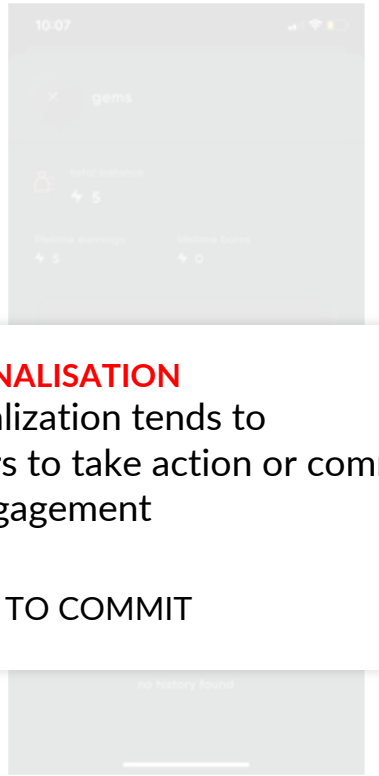
SAMPLE MOCKUPS





JOURNEY 1

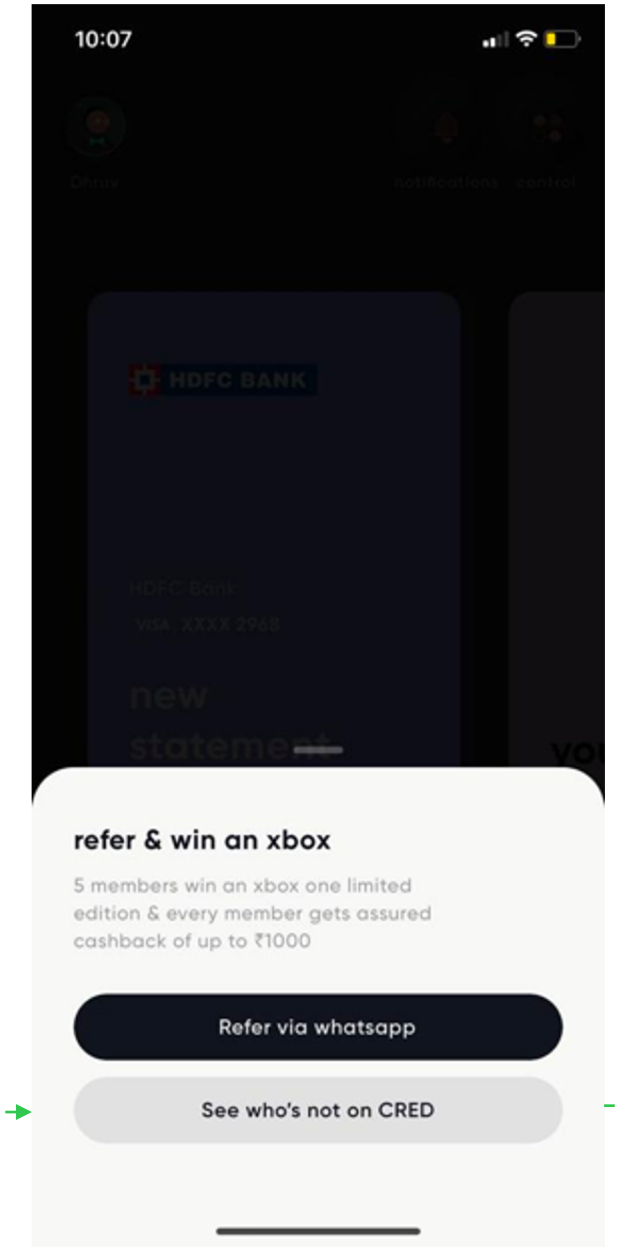




LACK OF PERSONALISATION

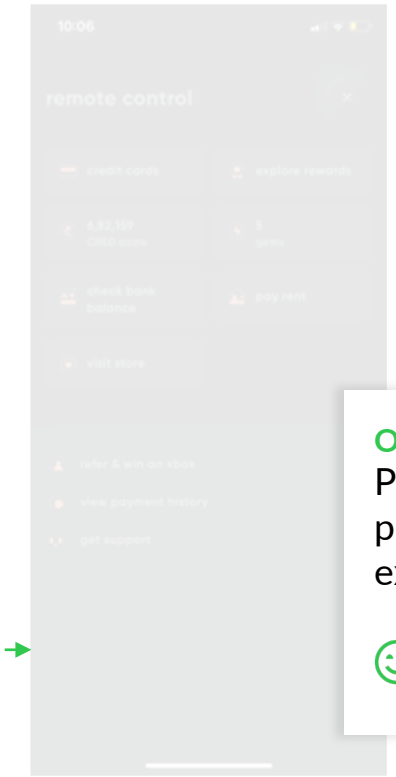
Lack of personalization tends to discourage users to take action or commit to a specific engagement

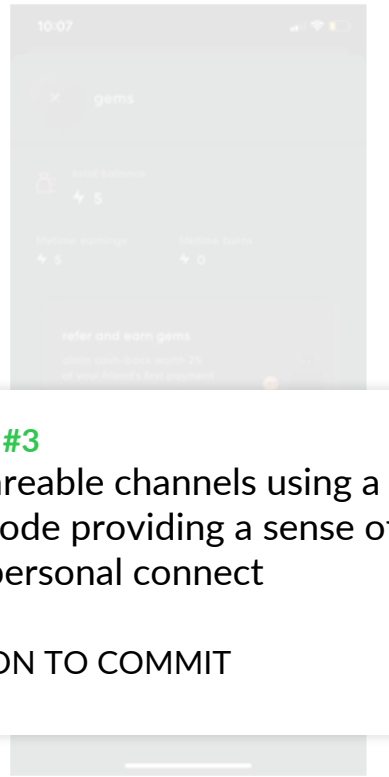
☹ MOTIVATION TO COMMIT



JOURNEY 1

LACK OF PERSONALISATION
Lack of personalization tends to discourage users to take action or commit to something

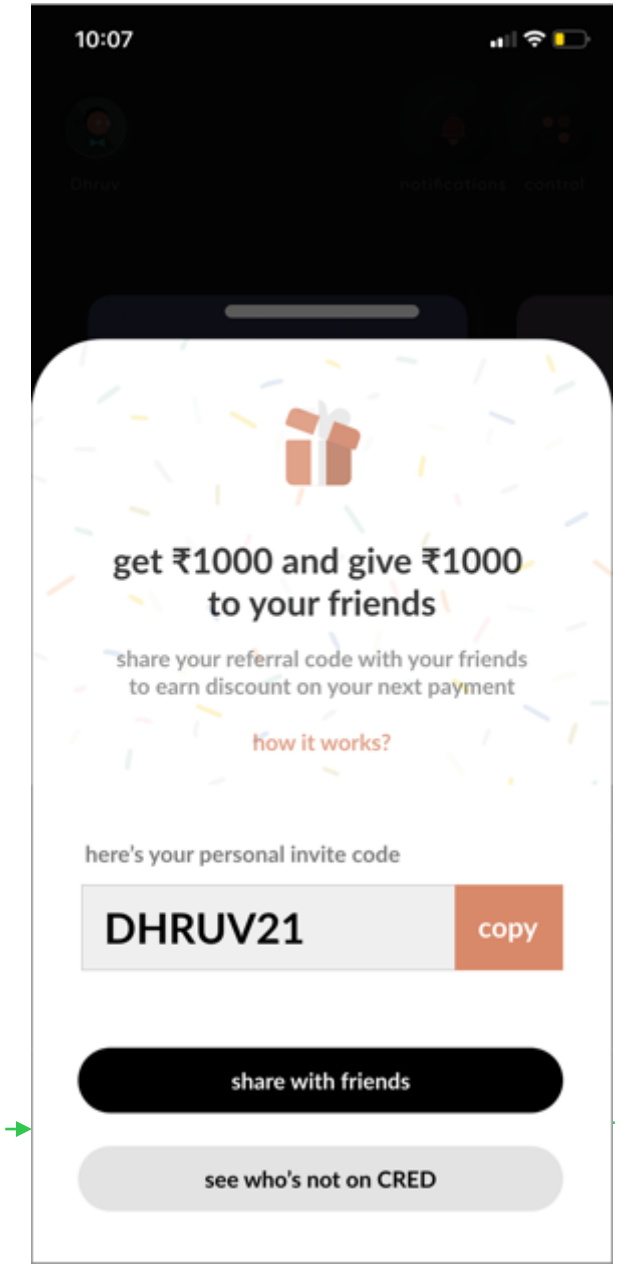




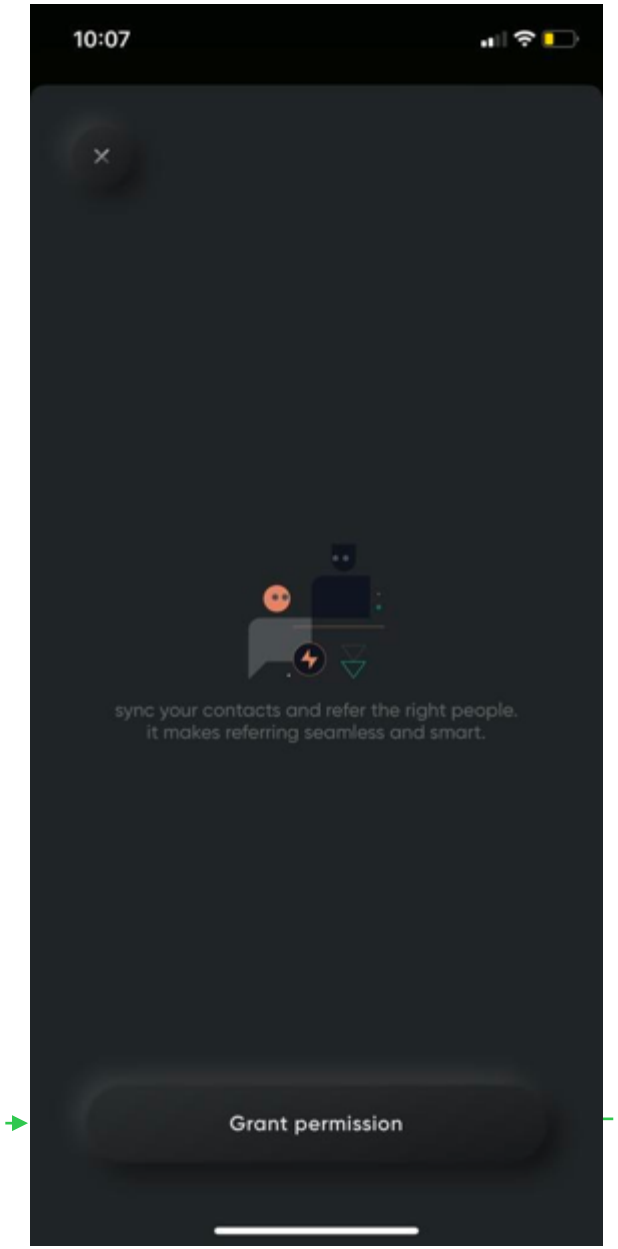
OPPORTUNITY #3
Provide all shareable channels using a personalised code providing a sense of exclusivity & personal connect

MOTIVATION TO COMMIT

SAMPLE MOCKUP

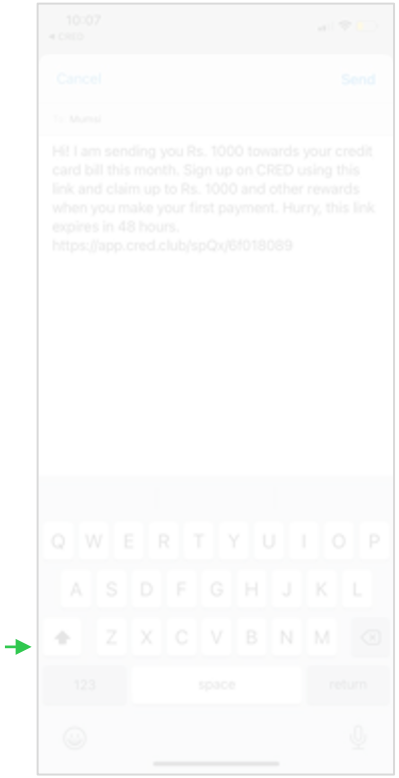


JOURNEY 1

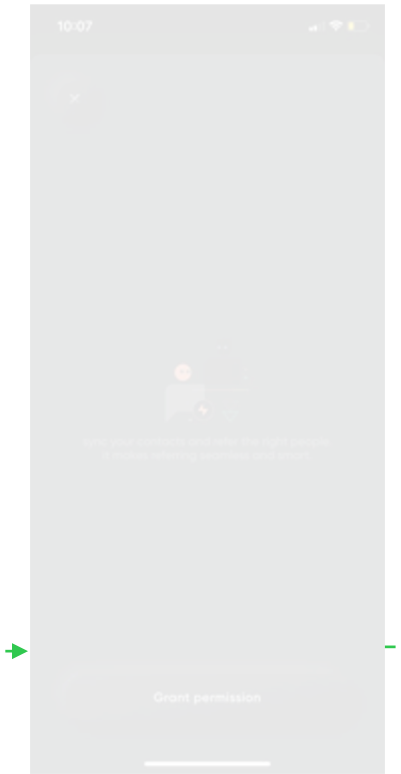


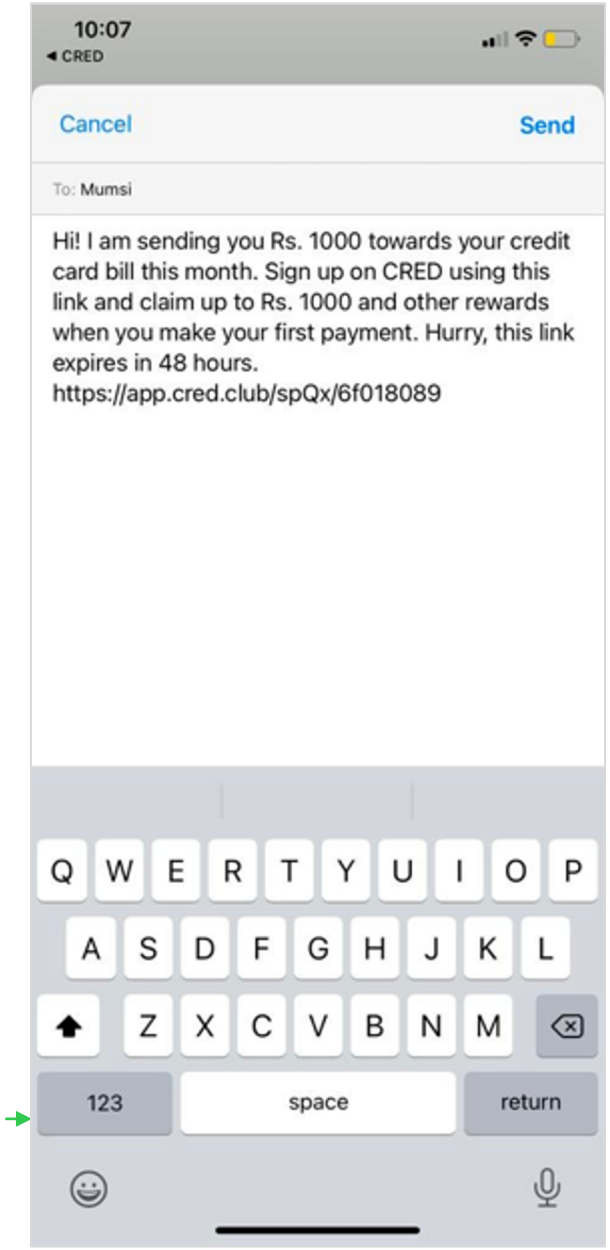
ANCILIARY FUNCTIONS

Through the referral program, getting access to customer's contacts allows for opportunities for future lead generation



JOURNEY 1



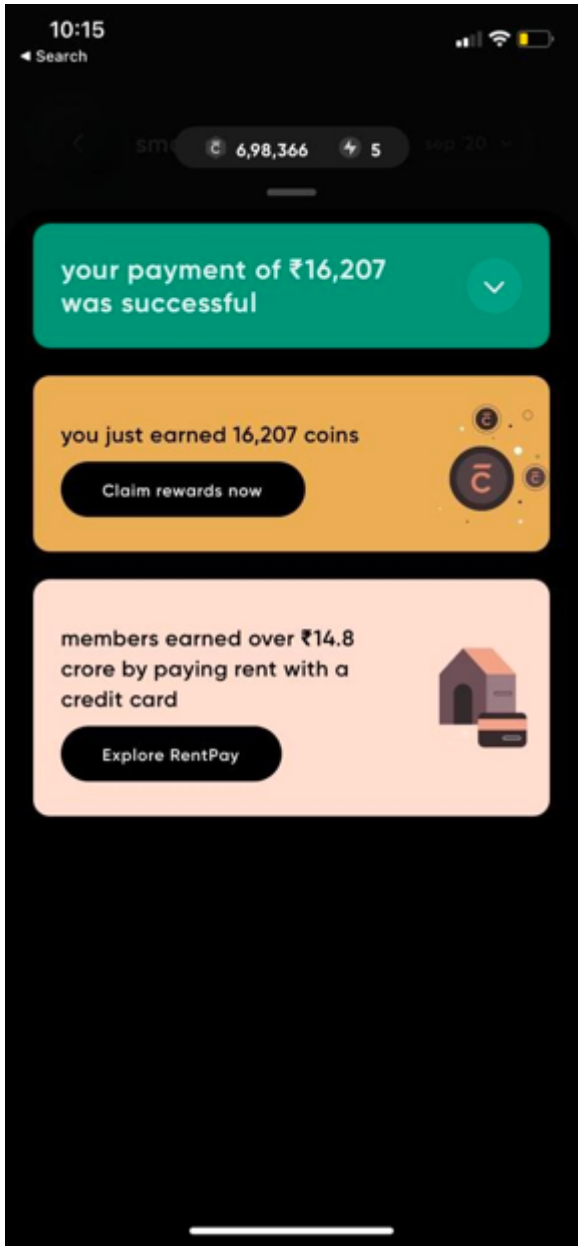


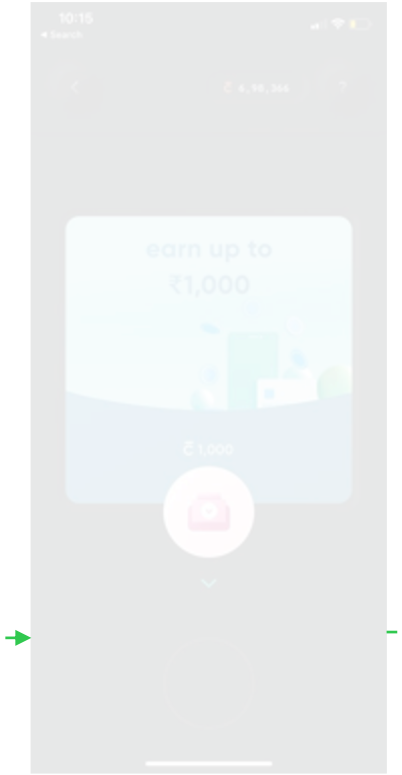
PERSONALISED MESSAGE

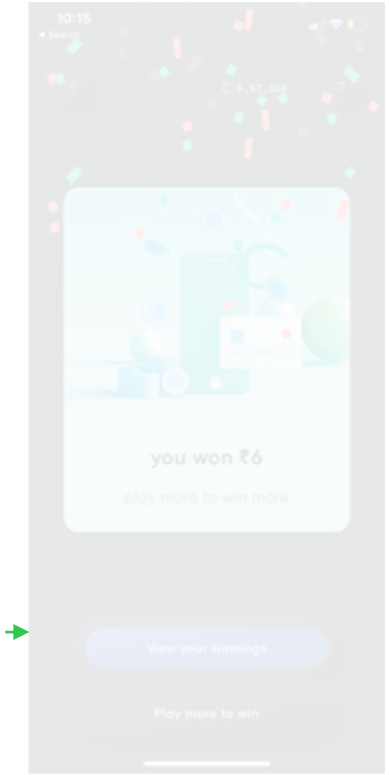
It is critical to personalize the shared message in order to get attention from the referred customer

☺ SCARCITY PRINCIPLE

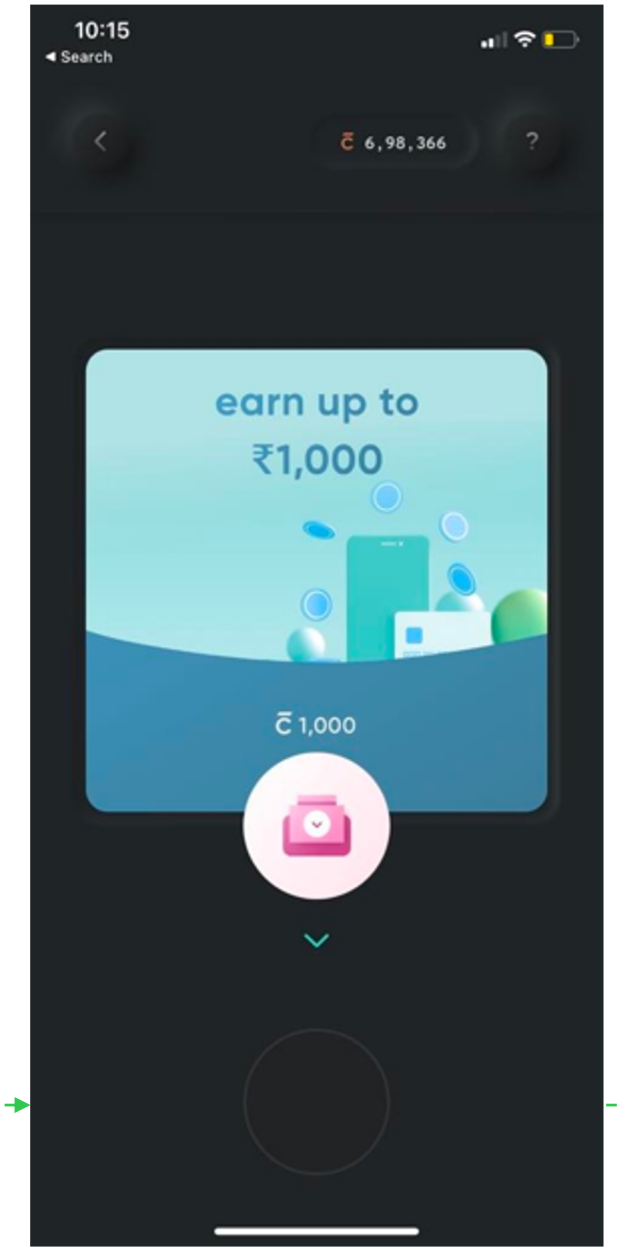
JOURNEY 2

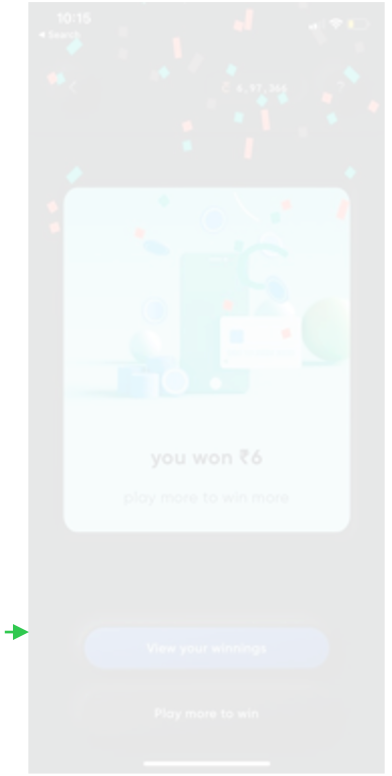

10:15
Search
6,98,366
5
your payment of ₹16,207 was successful
you just earned 16,207 coins
Claim rewards now
members earned over ₹14.8 crore by paying rent with a credit card
Explore RentPay


earn up to ₹1,000


you won ₹6
play more to win more
View your winnings
Play more to win

JOURNEY 2



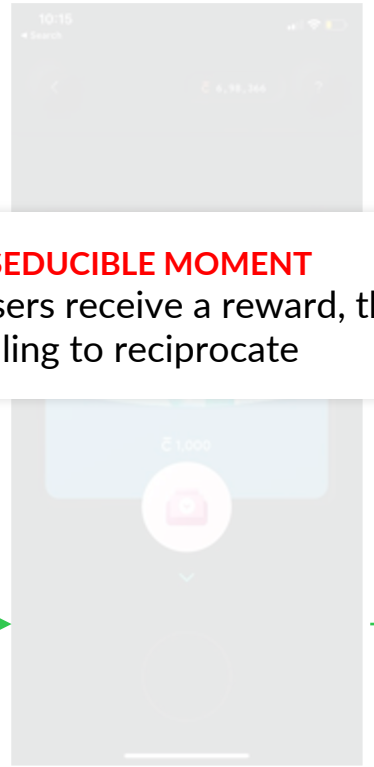


VARIABLE REWARD

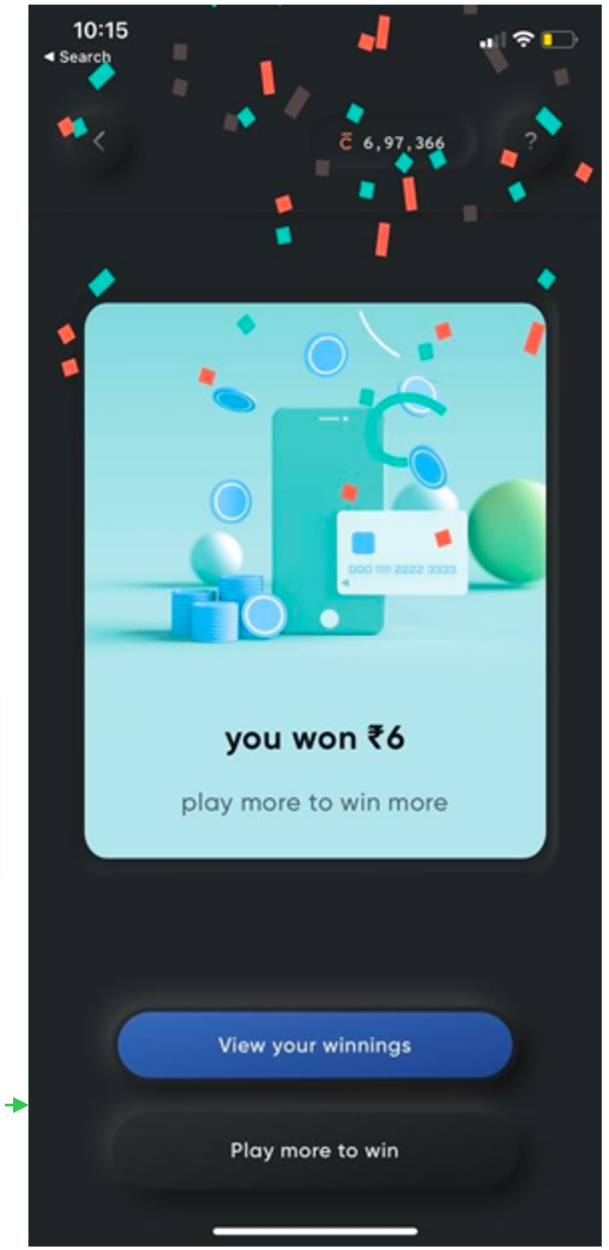
Using a variable reward, an element of surprise nudges the users to come back for more and thereby supports retention

☺ TRIGGER USING VARIABLE REWARD

JOURNEY 2



MISSED SEDUCIBLE MOMENT
When users receive a reward, they are more willing to reciprocate



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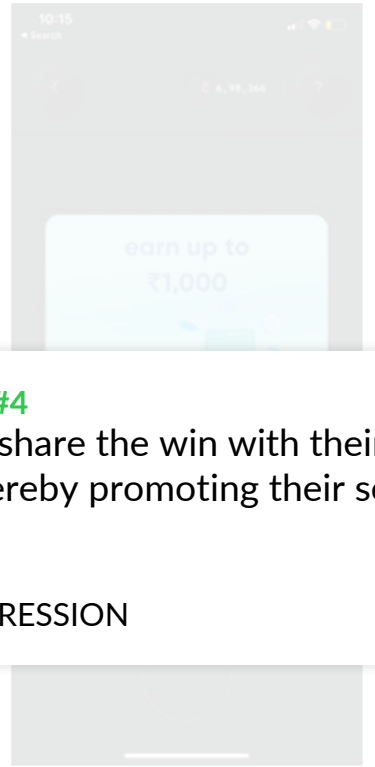
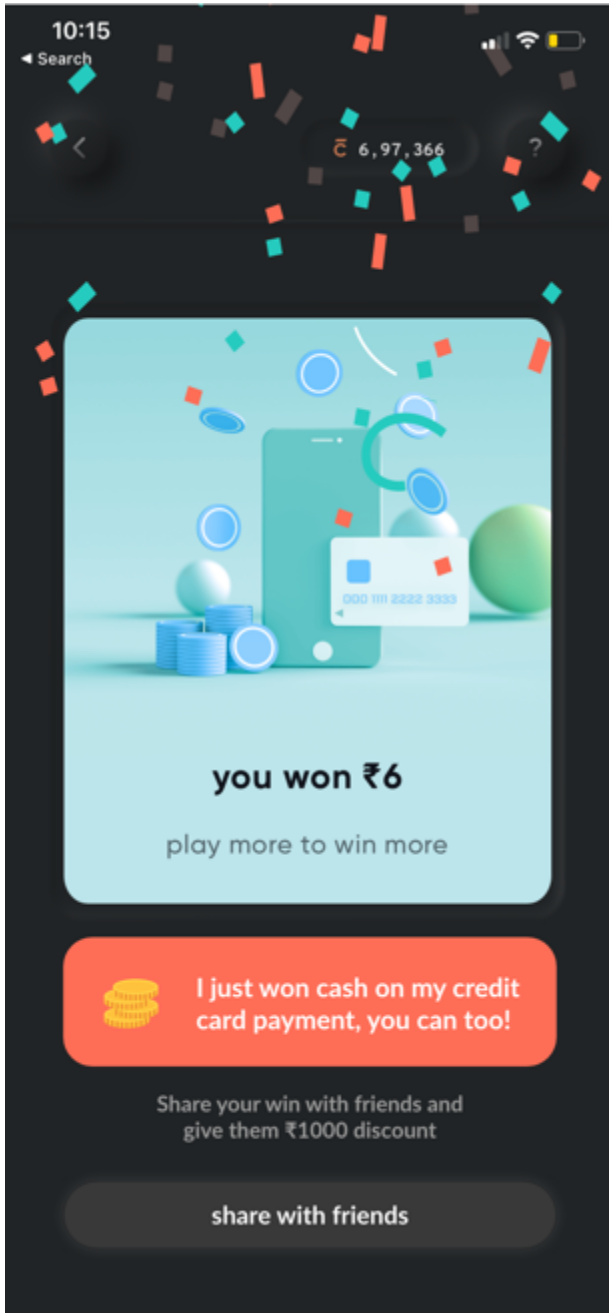


OPPORTUNITY #4

Allow users to share the win with their social circle thereby promoting their social status

SOCIAL IMPRESSION

SAMPLE MOCKUP



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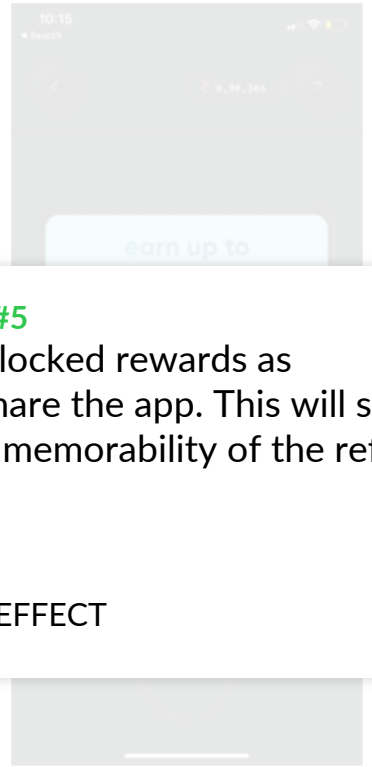
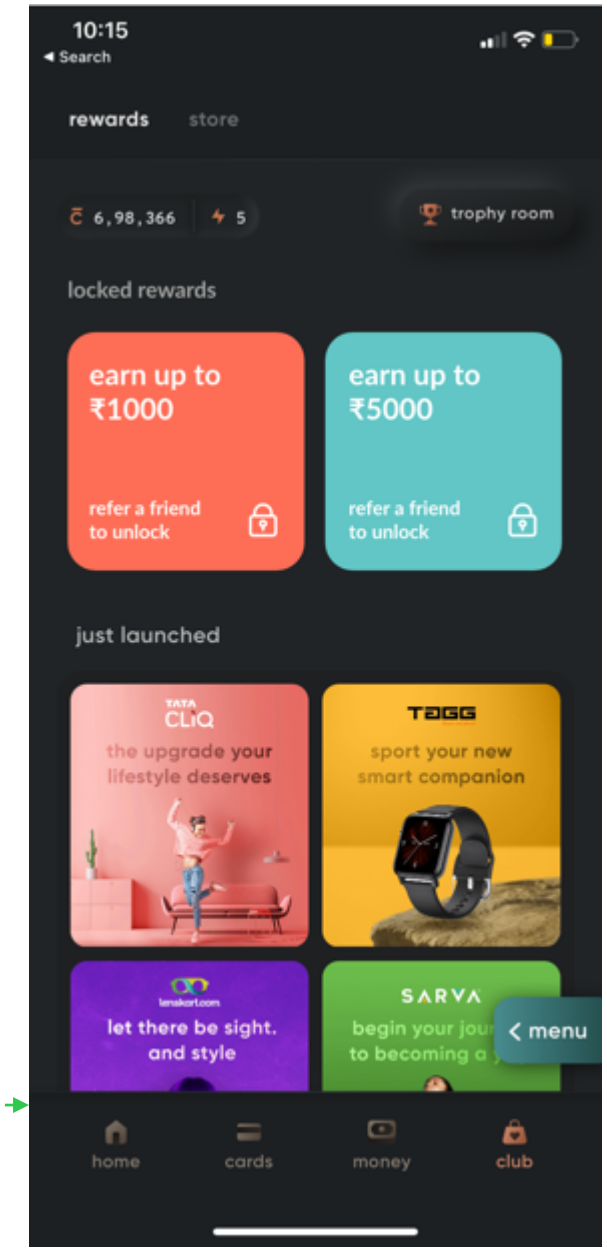


OPPORTUNITY #5

Give users the locked rewards as reminders to share the app. This will serve as a trigger for memorability of the referral program

ZEIGARNIK EFFECT

SAMPLE MOCKUP

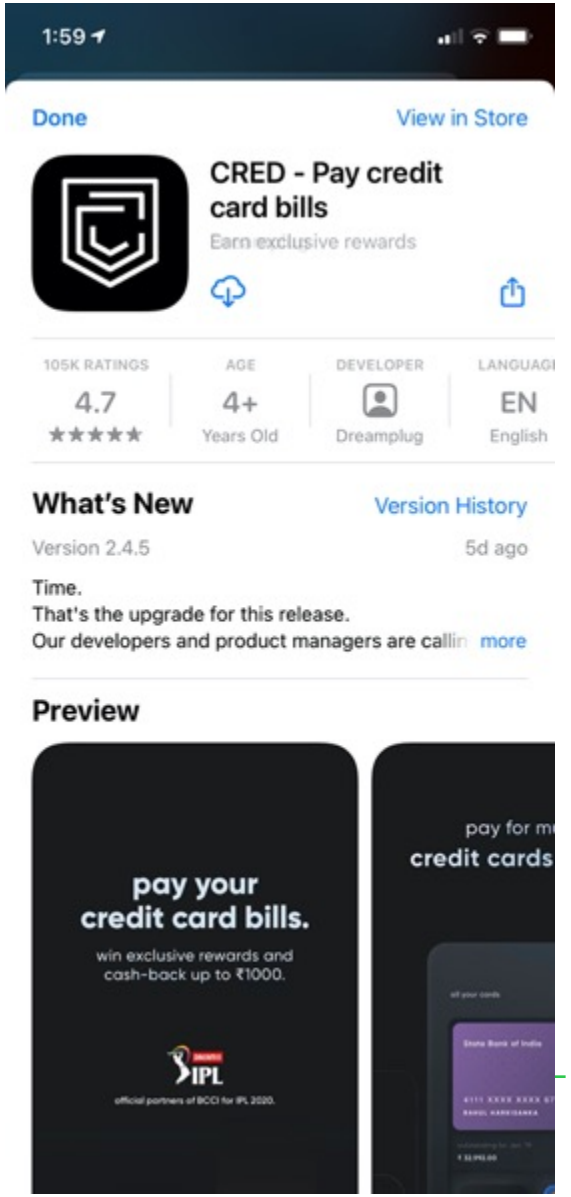


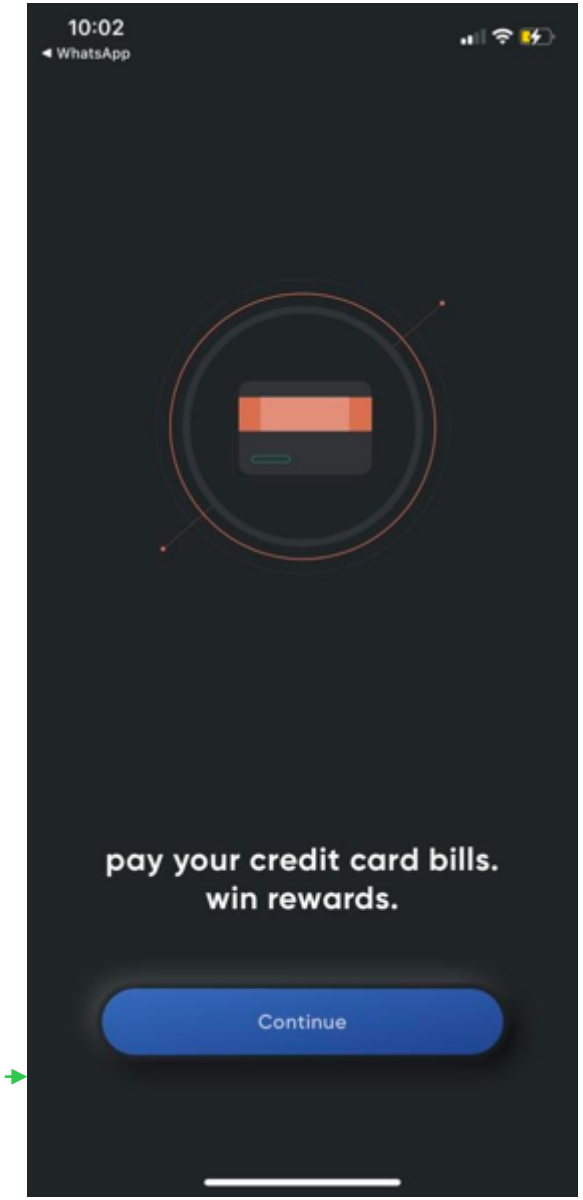
JOURNEY 3

NO REFERRAL ONBOARDING

The referred customer gets redirected to app store landing to download the app followed by a standard app onboarding

☹ COGNITIVE DISSONANCE





JOURNEY 3

NO REFERRAL ONBOARDING

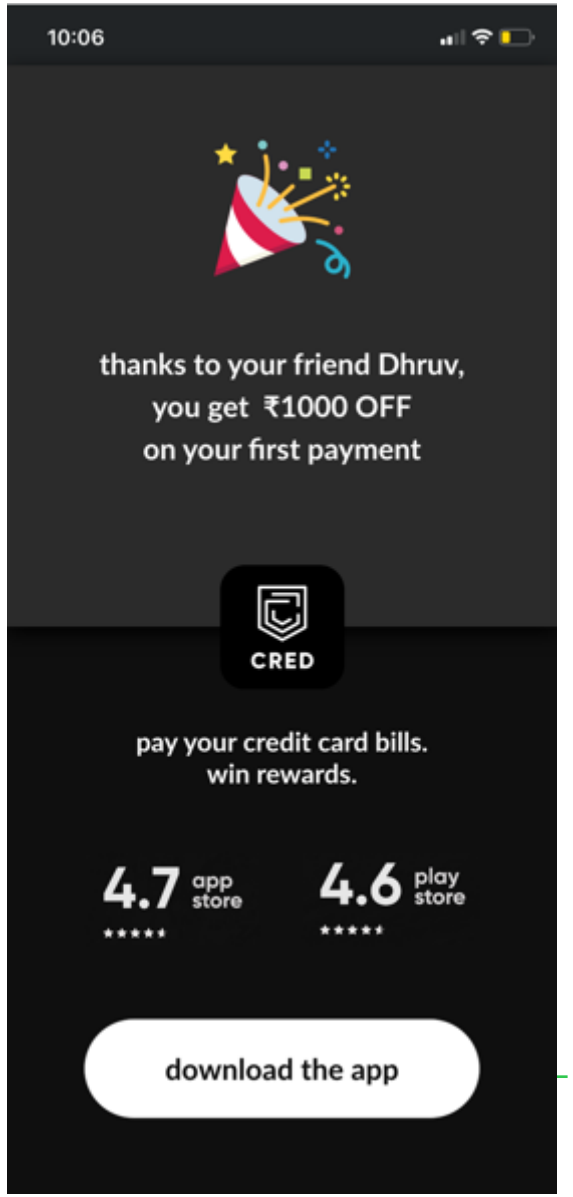
The referred customer gets redirected to ap—store landing to download the app followed by a standard app onboarding

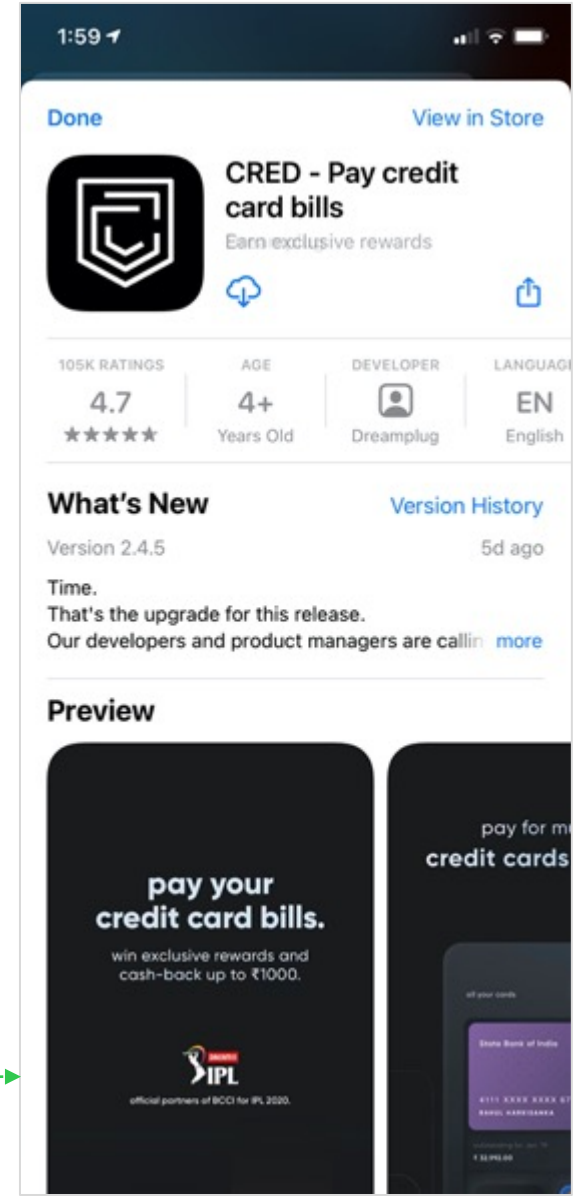
OPPORTUNITY #6

Use a micro-landing page post redirection or personalize the experience post app installation

- FRAMING AND ASSOCIATION
- SOCIAL PROOF

SAMPLE MOCKUP





Next Steps

Conducting a quick DVF analysis of uncovered opportunities can drive focus

Experiments	Desirability (D)	Viability (V)	Feasibility (F)	Score (S)
Consistent icon for referrals in the primary navigation system will facilitate learnability & association with the campaign	5.0	3.0	4.0	**4.0**
Try 2 value propositions as hooks for referral program; altruistic & direct and measure performance with an A/B test	4.0	4.0	3.0	**3.7**
Provide all shareable channels using a personalised code providing a sense of exclusivity & personal connect	2.0	3.0	2.0	**2.3**
Allow users to share the win with their social circle thereby promoting their social status	3.0	4.0	2.0	**3.0**
Give users the locked rewards as reminders to share the app. This will serve as a trigger for memorability of the referral program	3.0	2.0	2.0	**2.3**
Use a micro-landing page post redirection or personalize the experience post app installation	5.0	3.0	4.0	**4.0**

To be followed by

Conduct a User Test to uncover qualitative insights before launch & iterate the designs if required

Conduct a A/B Tests to measure performance of experiments with variations in design

Measure performance of experiments that support the key growth levers

ADVOCATES

IMPRESSIONS

of users who acted upon the trigger

Cohort breakup of users who acted upon different triggers

Points of action in the customer journey

Cohort breakup of users who dropped-off

SHARE

of users who shared the referral ★

Cohort breakup of users who shared the referral

Channel breakup of referrals

Sentiment Analysis

REFERRALS

IMPRESSIONS

of users who viewed the referral*

Cohort breakup of different triggers with reach

Channel breakup of reach

CONVERSTIONS

of users who clicked on the referral

# of users who downloaded the app ★

# of users who initiated first payment

Cohort breakup of source ★

Engagement metrics

* for measured channels

★ METRICS FOR NORTH STAR

“if data fostered better emotional decisions, then accountants; not poets, would be the cultural prototype for great lovers”

MARTIN LINDSTORM, SMALL DATA



Dhruv Sharma

Senior Strategic Designer | User Experience Trainer

dhruvsharma.online

Submitted to Taxfix for the purpose of recruitment