



# Building a new community feature for Zigwheels

By Radhika Dutt

# **Methods for problem identification**

Shadowing, Surveys, Literature Review and Competitor  
Analysis, Telephonic Interviews.

## **Problem 1**

Over a period of time, doing many things, lost direction. Might not work well for next gen.

## **Problem 2**

UI wise cluttered, lacking visual hierarchy, too much information overload.

## **Problem 3**

Decision paralysis

## **Solution 1**

Enhancing ZW community experience making it for enthusiasts first.

## **Solution 2**

Redesigning beautiful neat and latest UI mobile friendly interactions.

## **Solution 3**

Reimagining users and rethinking flows according to their updated requirements.

# More understanding of problem indepth by conducting qualitative survey.

Survey question: Why do you use Zigwheels website?

ANSWER CHOICES	RESPONSES	
To check best offers	29.03%	9
To read user reviews	51.61%	16
To ask questions	19.35%	6
To answer questions on my vehicle	74.19%	23
To read latest news	54.84%	17
<b>Total Respondents: 31</b>		

### Survey question: Why do you like to see content posted by other users?

ANSWER CHOICES	RESPONSES	
To check best offers	29.03%	9
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# Website Survey Results

## Report

74% of users visit a website to answer questions on their vehicle. Majority of them answers the posts whenever they get time. And they do that to express their views and share experiences, with 70% of users responded they answer so that they can help others buy.

Most users have expressed interest to post pictures and like to see content posted by other users because it helps them in making a decision and remains informative.

## **Problem: Redesign website to fulfill the need of the customers**

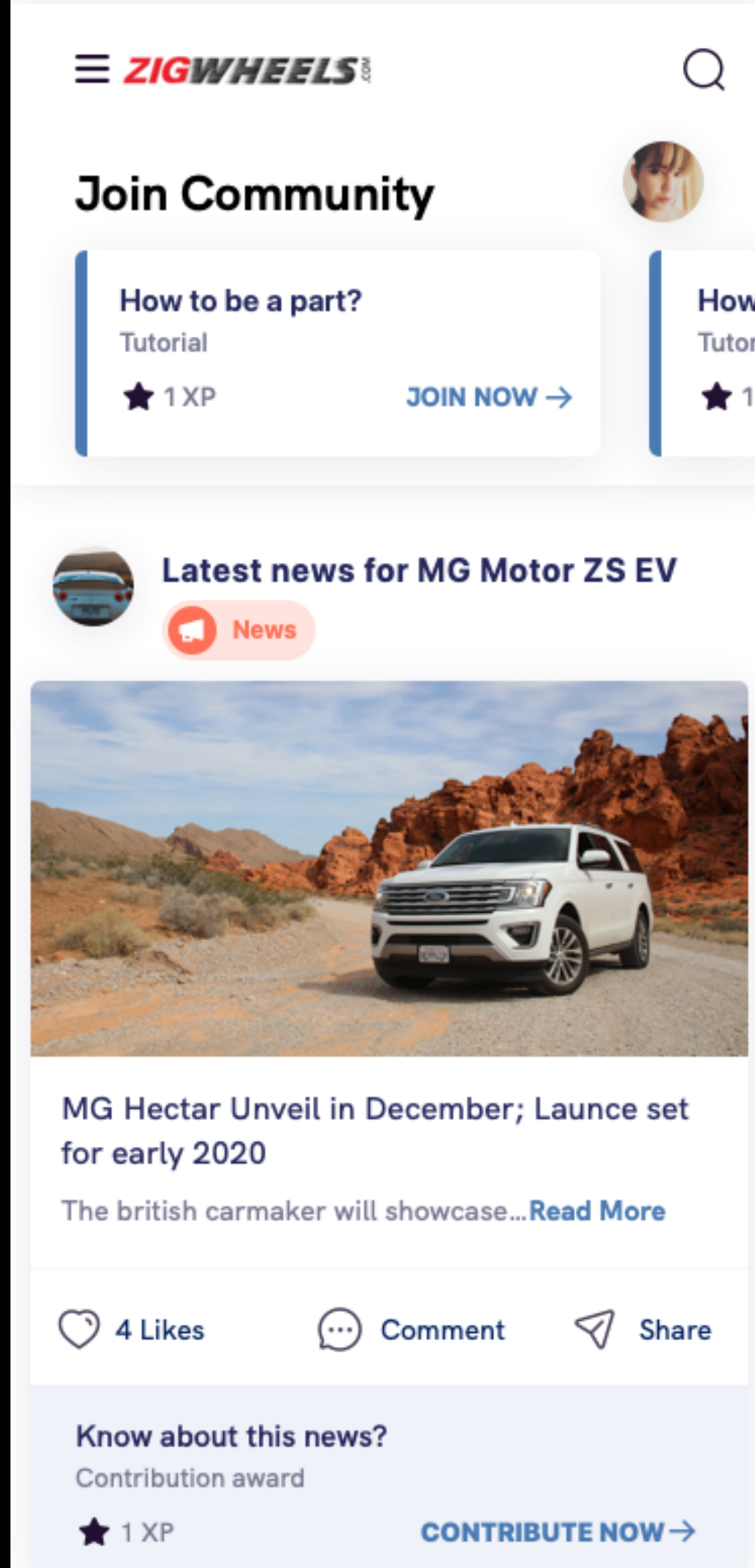
The business requirement is that make the website more engaging by rewarding loyal customers.



## **Solution: By making community or group**

By doing this, stakeholders aim to increase engagement and so that people keep visiting the websites again and again.

# Redesigned to engage customers



# Potential user base

who have availed services of Cardekho, Zigwheels

who follow car expo

who use gaming platforms

who contribute to reviews

who have filled the garage section of the profile

who want to explore the new features in Zigwheels

who want to contribute their knowledge about automobiles

who have businesses in the automobile industry

who want to flaunt their knowledge about cars, who are early adopters and evangelists.

# Coming up with a new community feature

## Understanding Community

Two or more people who, for longer than a few moments, interact with and influence one another and perceive one another as “us.”



More than a collection of individuals

# Metrics to be measured

Ways how can we think about users and ways to measure if we are doing right.

Educate / onboard users who land on the website/app about a new community within 30 seconds.



# of first-time users who have viewed the tutorial visits / total number of first-time visitors

# of signups / total first-time visitors

# of signups / total downloads after releasing community feature

# Metrics to be measured

Ways how can we think about users and ways to measure if we are doing right.

User should be able to explore other's already existing community profiles and should be able to be a part of more than one community.



# turnaround time to complete one community profile

# Metrics to be measured

Ways how can we think about users and ways to measure if we are doing right.

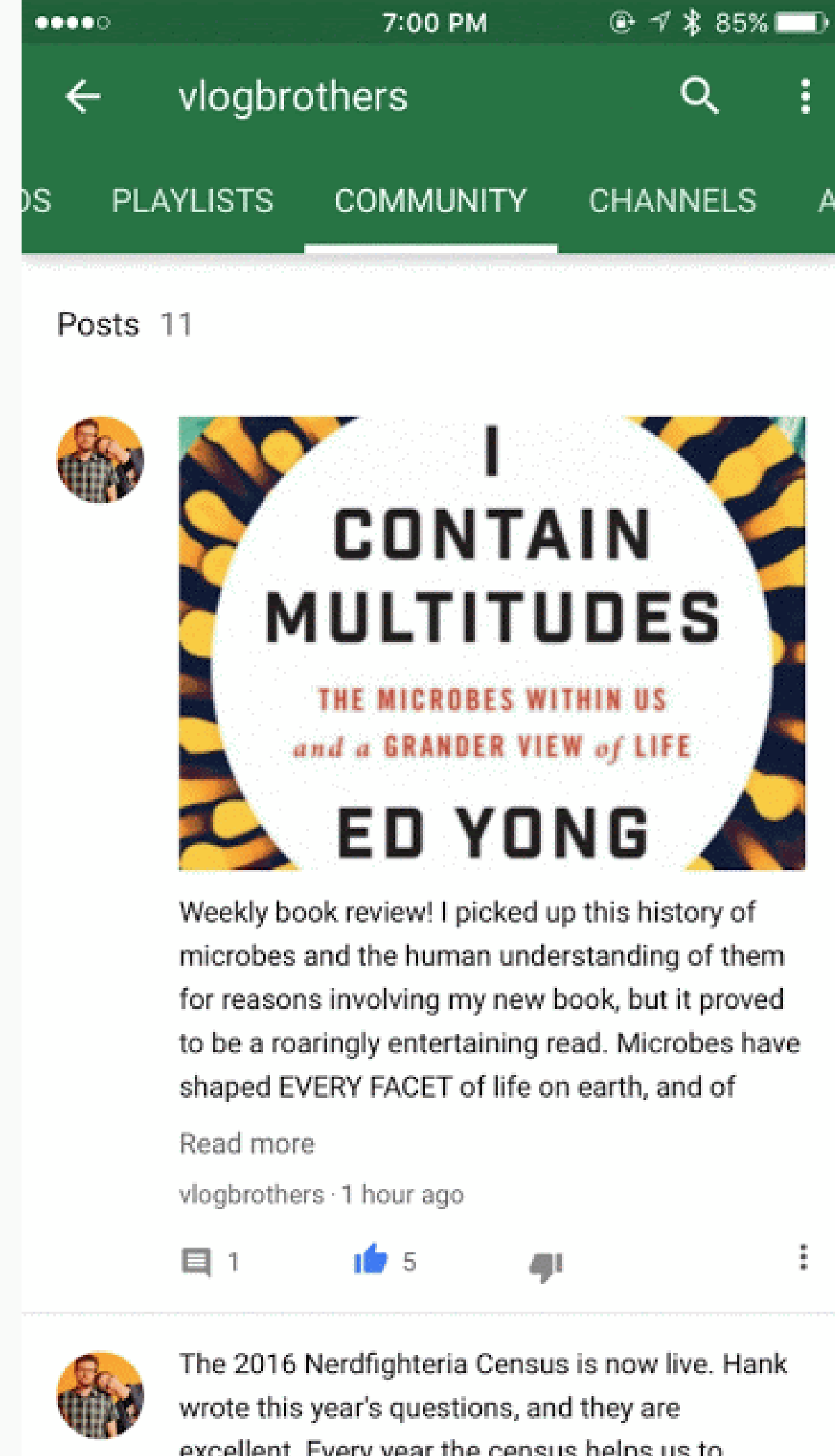
User should be informed of his scorecard at all times with milestones and rewards in front and in an easily accessible manner.



#average session duration and average daily attendance

# What others are doing in their community?

Conducting peer/  
competitive analysis




7:00 PM 85%

vlogbrothers

PLAYLISTS COMMUNITY CHANNELS

Posts 11

 **I CONTAIN MULTITUDES**  
THE MICROBES WITHIN US  
*and a GRANDER VIEW of LIFE*  
**ED YONG**

Weekly book review! I picked up this history of microbes and the human understanding of them for reasons involving my new book, but it proved to be a roaringly entertaining read. Microbes have shaped EVERY FACET of life on earth, and of

Read more

vlogbrothers · 1 hour ago

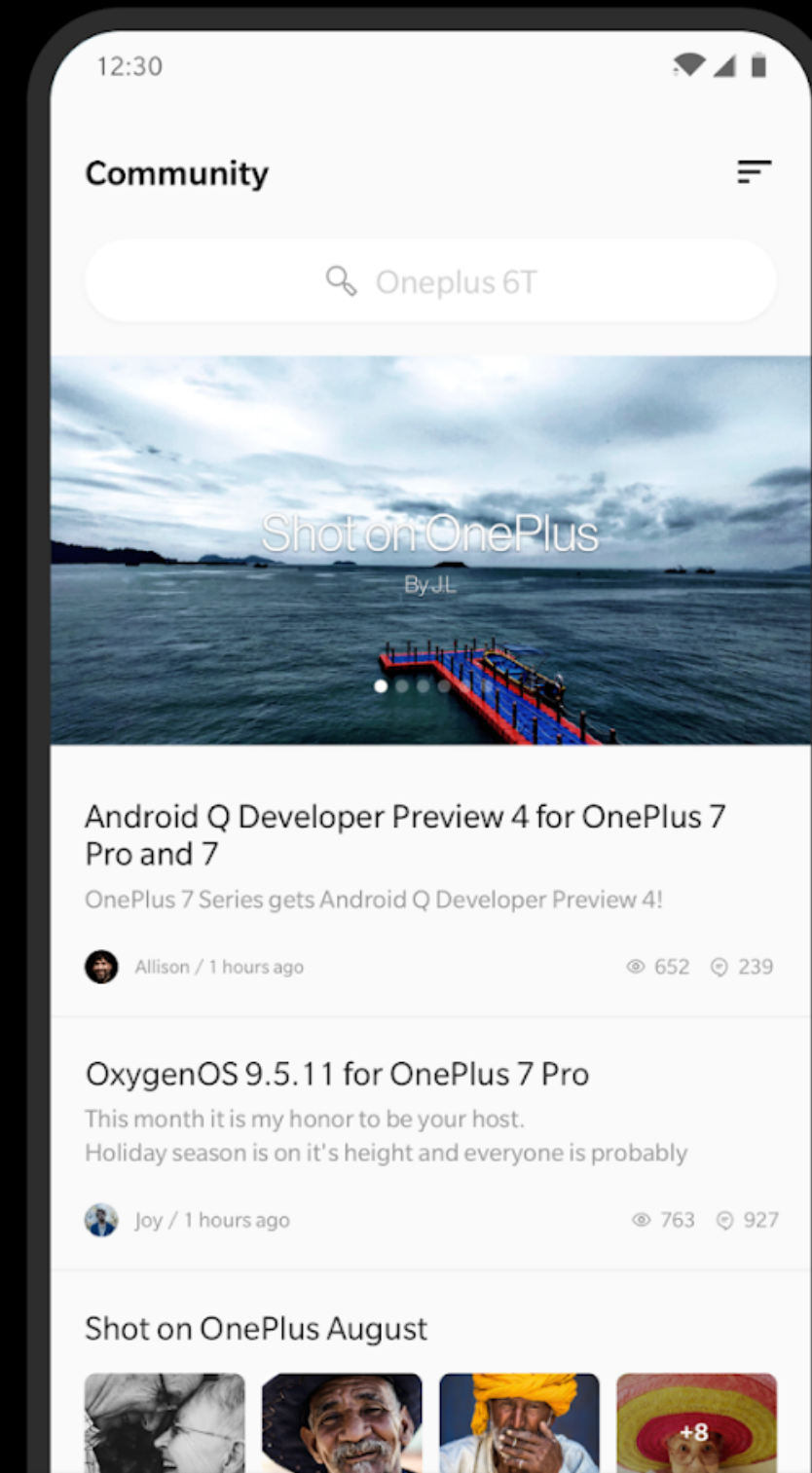
1 5

The 2016 Nerdfighteria Census is now live. Hank wrote this year's questions, and they are excellent. Every year the census helps us to



# What others are doing in their community?

Taking examples of other  
giants

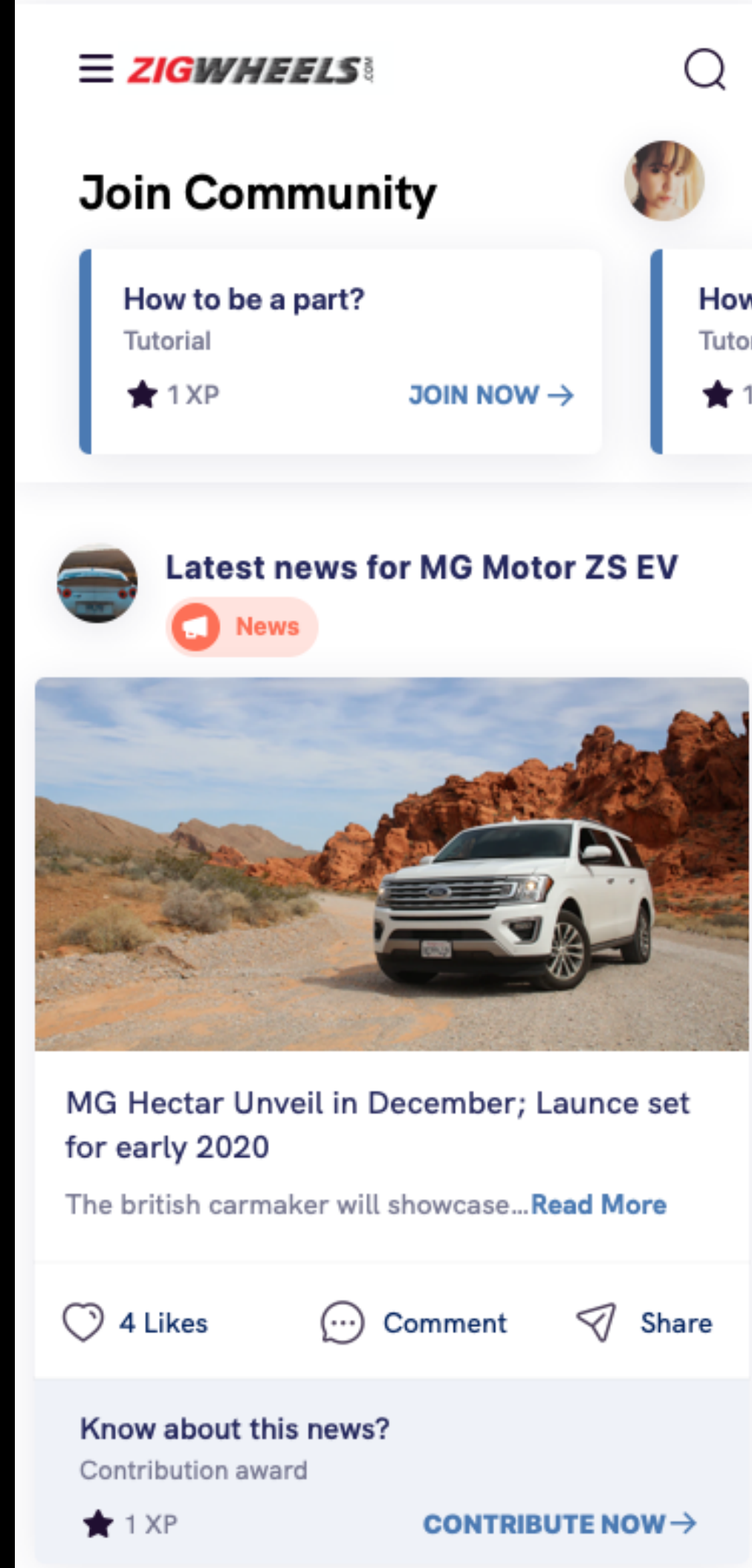


Enjoy complete access to the  
OnePlus Community Forums



# Behavioural Design & gamification experience

Solution provided



# Feed & social feel

Dashboard/web view

**ZIGWHEELS**.com

Search cars or people

**Join Community**  
Introducing XP points for those who contributed to the community. Get rewarded now!

- How to be a part?  
Tutorial  
★ 1 XP [JOIN NOW →](#)
- New video in car segment  
Video  
★ 1 XP [WATCH NOW →](#)
- How to be a part?  
Tutorial  
★ 1 XP [JOIN NOW →](#)

**Know what people are talking!**  
All **Following** New Trending

**MG Motor ZS EV** News

**MG Hectar Unveil in December; Launce set for early 2020**  
The british carmaker will showcase... [Read More](#)

4 Likes Comment Share

**Know about this news?**  
Contribution award  
★ 1 XP [CONTRIBUTE NOW →](#)

**People to follow** [See all](#)

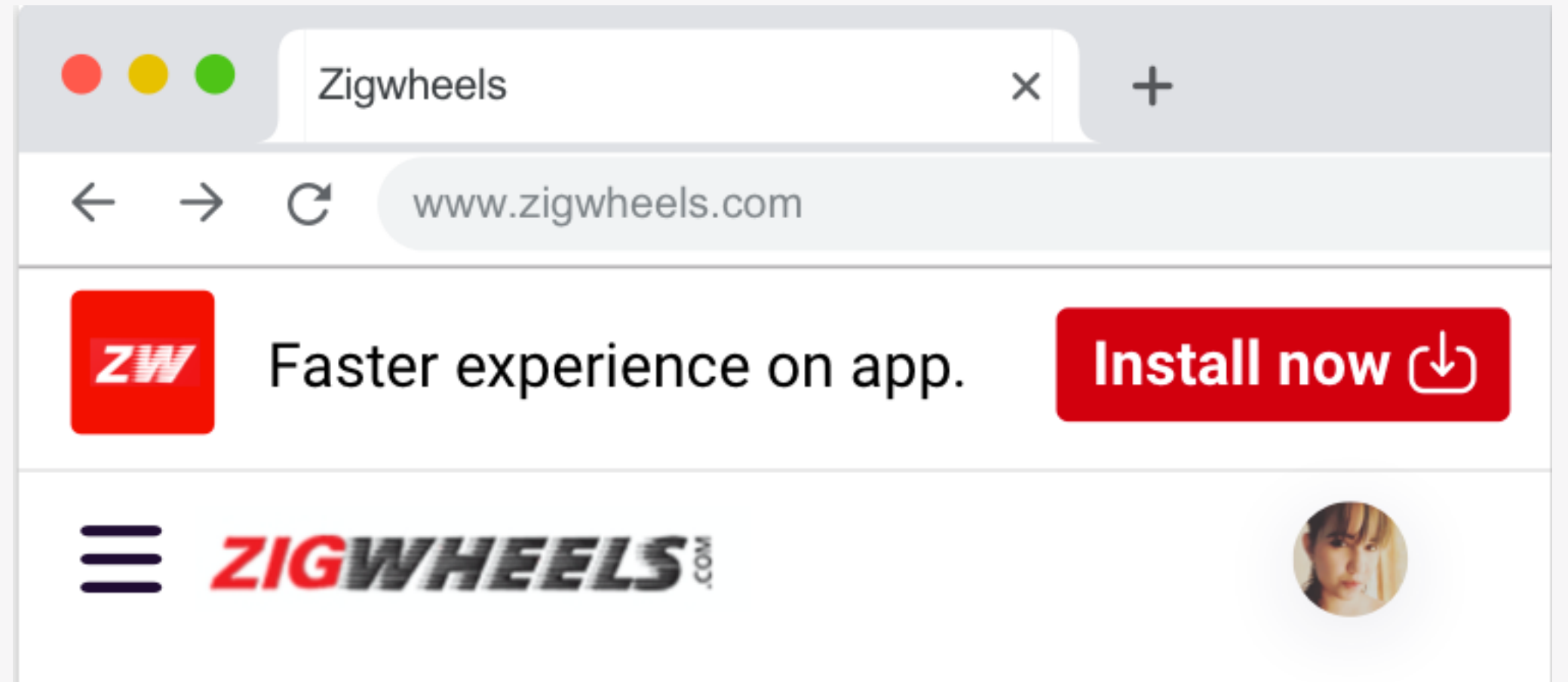
- Radhika Dutt** @radhikadutt [Follow](#)
- Mostafa Mohamed** @mostafa2020 [Followed](#)
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**Last Activity** [See all](#)

- You've Comented on Ahmed Mohamed review
- You've Liked MG Hectar car
- You've contributed on MG Motor ZS EV news
- You've got 1 XP for your contribution on MG Motor ZS EV news

# App Install Banner

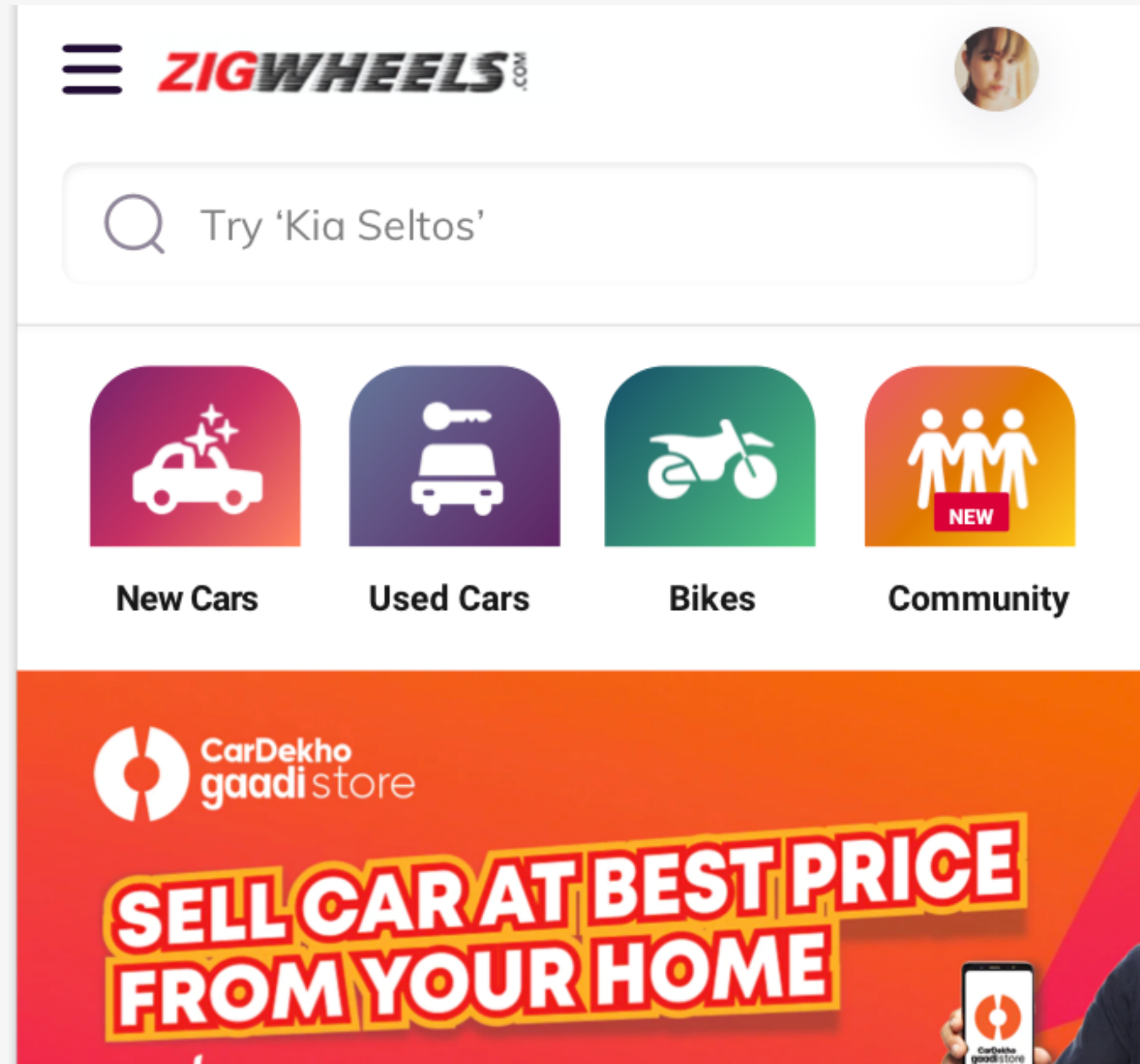
To increase installs





# Colour tab icons to increase saliency

To drive traffic to pages



# Using icons on text heavy pages

To reduce the cognitive  
load

## Specifications of Kia Seltos



**Engine**

1353 - 1497 CC



**Emission norm  
compliance**

BS VI



**Mileage**

16.8 - 20.8 Kmpl



**Boot Space**

Boot Space

**Introducing  
widgets on  
main  
webpage to  
introduce  
new feature**

**See what our  
community has  
to say!** NEW

India's largest  
automotive  
community

**Explore Now →**



# Cleaner home widget redesign, improving UI



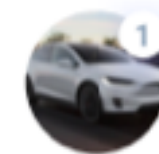
Join the  
Zigwheels  
Community

The largest automotive  
community in India

Explore Now

Join Community

## WEEKLY TOP CONTRIBUTORS



1

**Kiran Dagar**

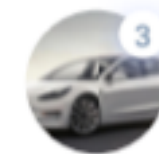
23 Contributions



2

**Anwar Husain**

25 Contributions



3

**Mamta Jain**

34 Contributions



4

**Chetan Kulkarni**

14 Contributions



5

**Mayiera Huge**

12 Contributions



**Thank you**

Radhika Dutt

[radhikadutt.com](http://radhikadutt.com)

