# Case Study

## Popertee

After the initial orientation, the Fellows brainstormed their ideas, met with the Groopeze team to gain additional insights, and worked under the supervision of Sage Corps' on-site staff and alumni leader who were in Dublin with the students during the program.

**Sage Corps Popertee Consulting Team**

| | | | |
|---|---|---|---|
| Adele English | Cricket di Galoma | Owen Mann | David Meyer |

## Team Objective

The Popertee team asked the Fellows to complete the following tasks:
- Conduct a comprehensive review of the layout and content of existing site
- Analyze user trends on existing site
- Research UX/UI best practices
- Make recommendations on UX/UI
- Develop content (written/video) and future A/B testing recommendations based on learnings from applicable data
- Provide B2B market research solutions

On their last day, the Fellows presented the following findings/recommendations to the Popertee team.
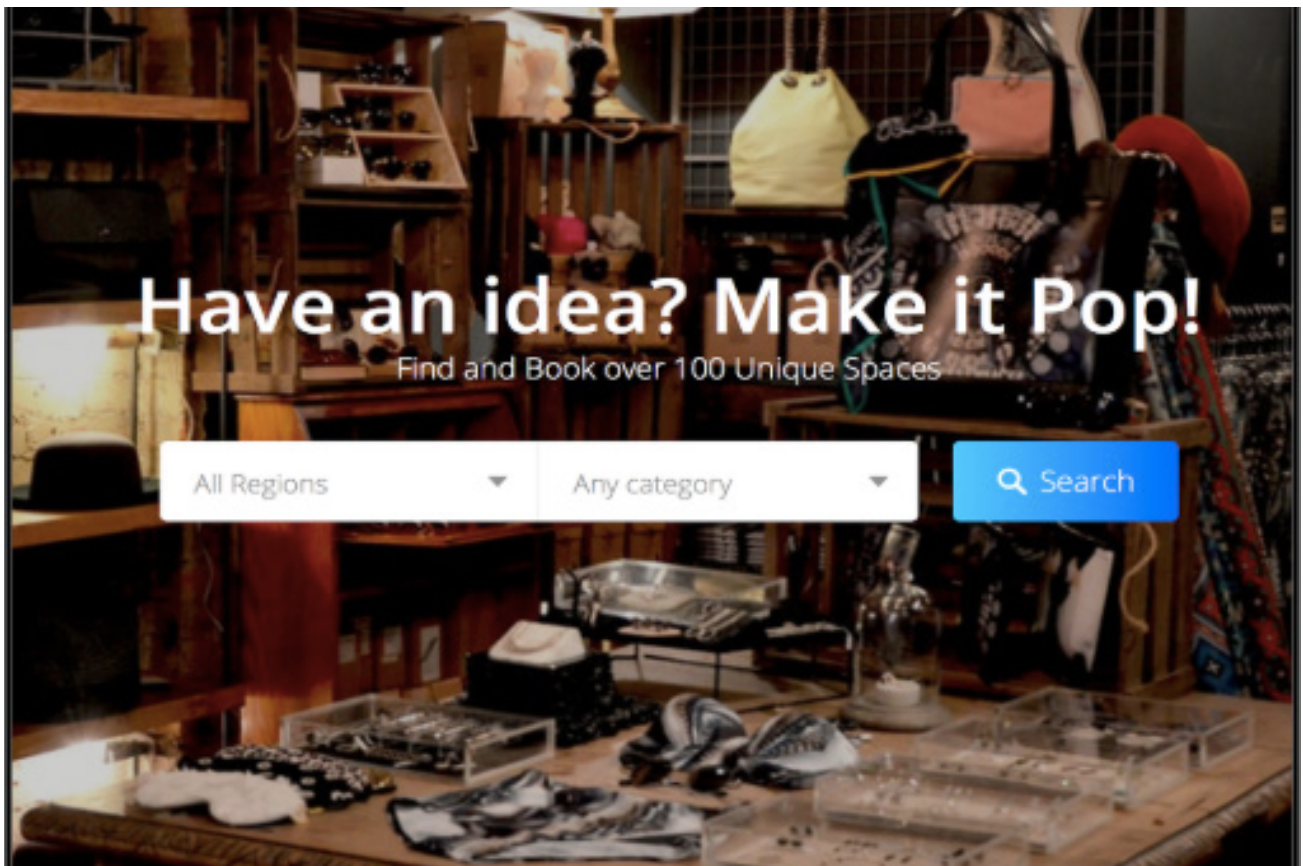
❯ Original slide deck cover of the Sage Corps Fellows team presentation

# Our Research



Empathy Maps & Tracing Customer Journeys

Competitive Analysis

Case Studies/B2B Research

Google Analytics & Hotjar Heatmaps

# Homepage Analysis



**Deters landlords:**
Core customer is not attracted to this initial search because they want to instantly list their property

1% of users click on List Your Space

**"Have an idea? Make it Pop!":**
Does not easily convey to audience what Popertee is and does, especially with this background photo
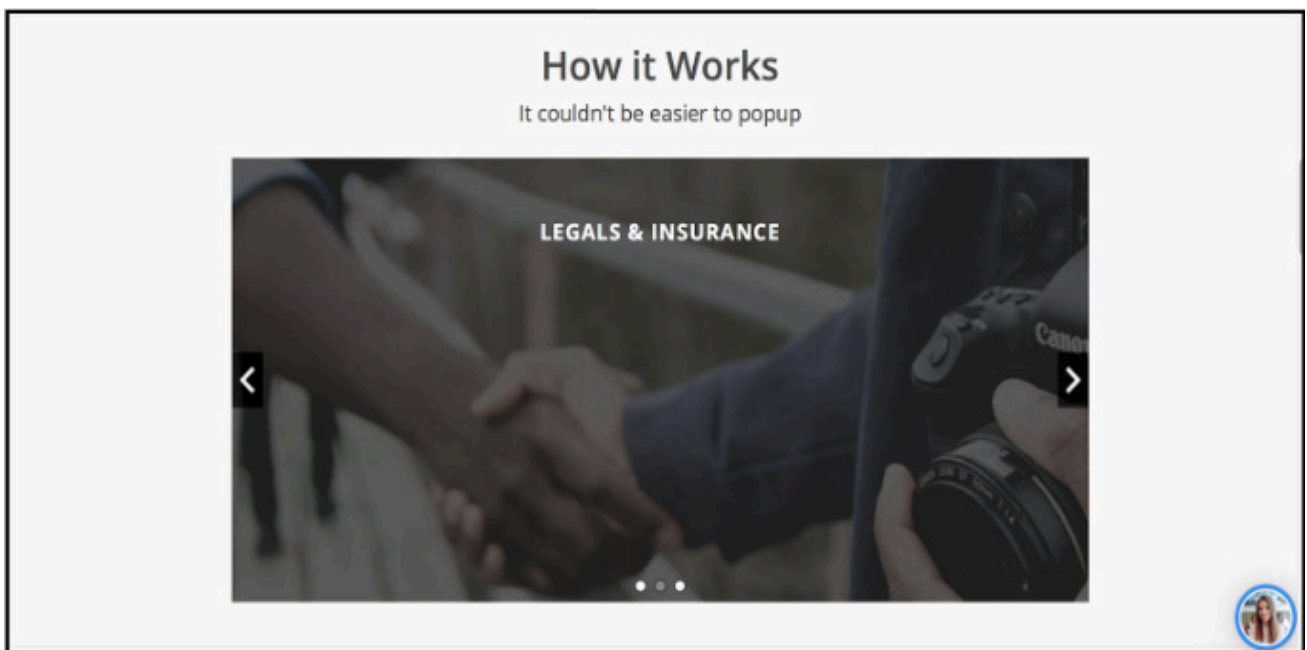
# Our Recommendation



**New CTA/Tagline:**
"Use A.I. to Pop-Up Your Brand"

**Inspire customers with past pop ups and explain how your business helps brands:**
- Including video on a landing page can increase conversion by 80%
- Video content provides "social proof" and validity
- Video helps persuade 73% of people to buy a product of service online

# Homepage Analysis



**Topics:**
Topics are too broad and make the title name seem unfitting

Things like "Legals & Insurance" are not alluring to customers and should be left for a page that helps customers find more detail
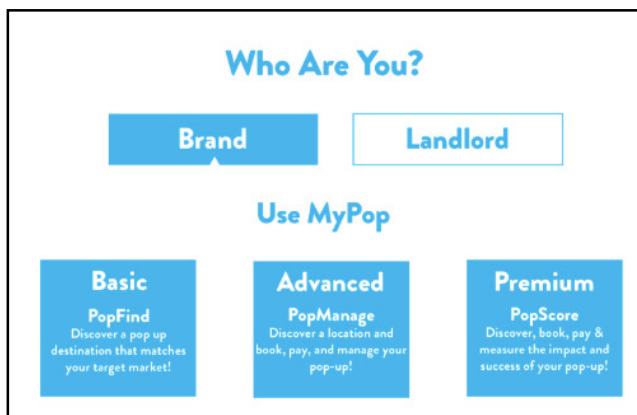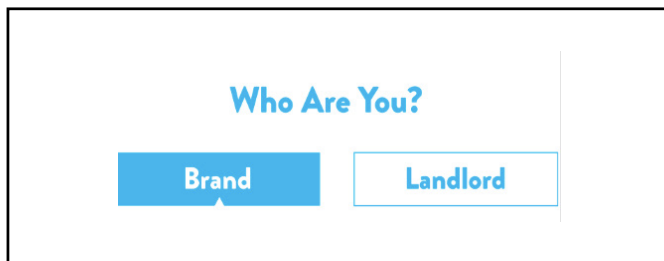
**Functionality:**
This page does not go anywhere when clicked

# Our Recommendation

**Implement a split screen feature:**
- Establishes which two customer groups the site caters to
- Instantly tells the customer that Popertee will address their needs
- Use this space to showcase your innovative Discover, Book, Measure platform
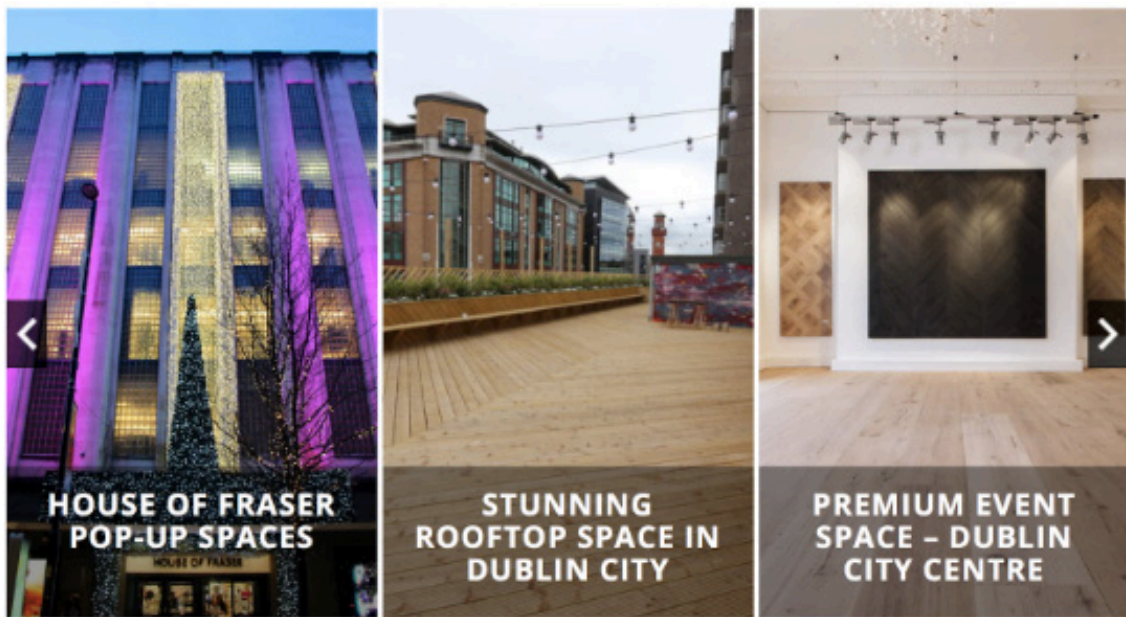






**Landlords will also join MyPop:**
Fixes Landlord confirmation page problem

List, Match, & Receive Payment

# Homepage Analysis



**Featured Pop Up Spaces**
Explore a collection of our most exciting spaces

HOUSE OF FRASER POP-UP SPACES

STUNNING ROOFTOP SPACE IN DUBLIN CITY

PREMIUM EVENT SPACE – DUBLIN CITY CENTRE

## High Engagement:
- The most popular place on your homepage: receives 24% of all user clicks
- Exciting Pop-Ups
- Spaces with heavy footfall

## User Experience:
- Navigation is intuitive
- Visuals are informative

## Our Recommendations:
### Take Control:
- Limit the content displayed
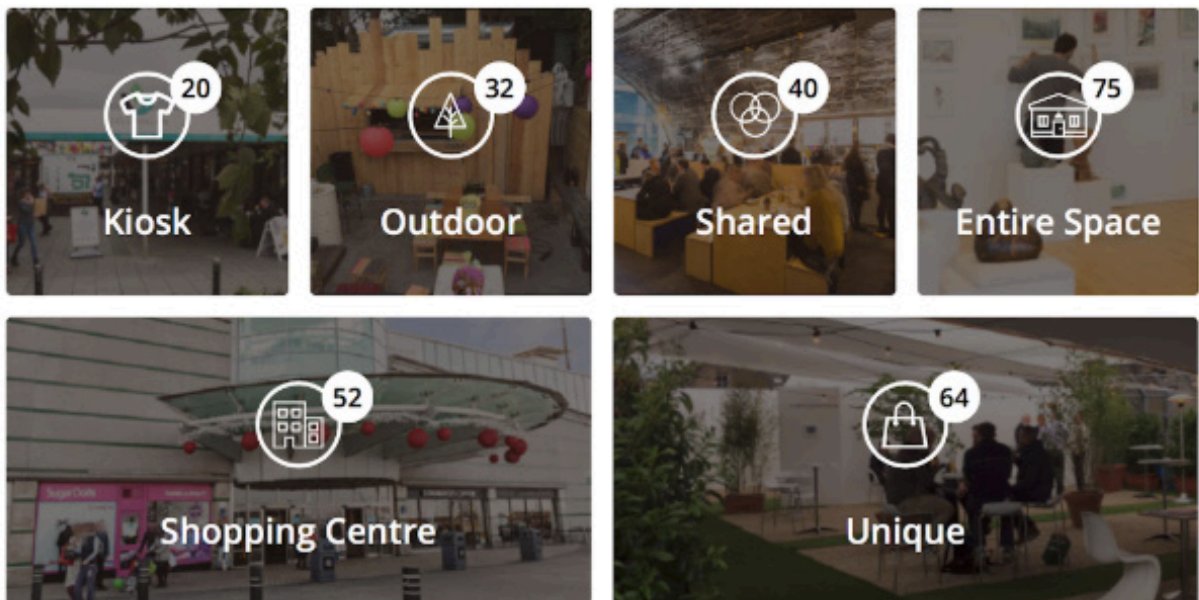- Photo Gallery
- Location
- Category

### Take Advantage:
- Capitalize on this section's popularity
- Keep at the top half of the home page
- Charge landlords a premium to display their location

# Homepage Analysis

## Find Your Space

Search by category to find your perfect space



**Very little traction:**
- This section receives little attention: Just 7% of all user clicks
- Category dropdown menu at the top of the page receives just 2% of all user clicks
- Customers are not at this point in their journey

**Possible Opportunity:**
- Integrate into the Discover platform

# Our Recommendation



## Experiences in New York

**ARTS & DESIGN**
Create ceramics on the potter's wheel
€40 per person
★★★★★ 11

**INTIMATE CONCERT**
Best Funk + Folk from the NYC Subway
€22 per person
★★★★½ 80

Source: Airbnb

**Insight: Inspiration is an important part of the customer journey:**

Provide more experiences to customers in the upper part of the funnel (the dreaming and inspiring stage)

Make room for customers who have less of an idea what pop up opportunities they want to take

Source: Warc Case Study: "Seven Customer Experience Tips from Airbnb, Booking.com and Skyscanner",Events Reports, EyeForTravel Singapore Summit 2016)

# Homepage Analysis
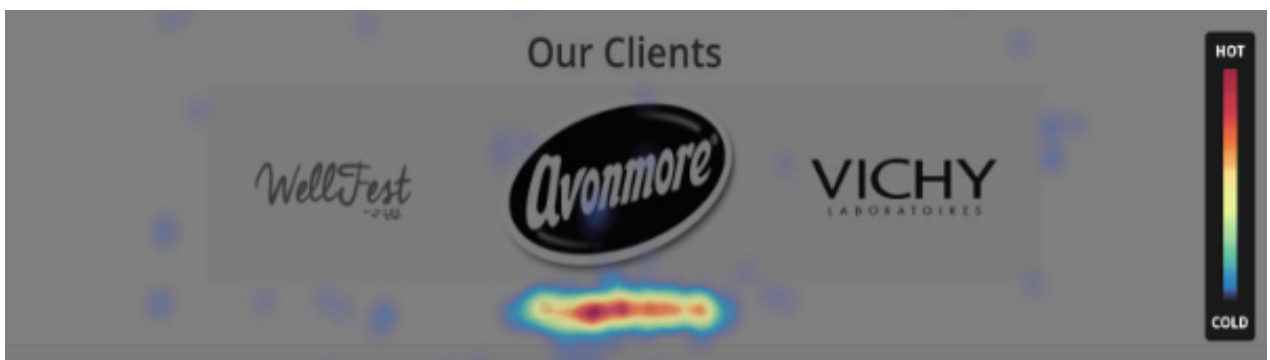


**Very popular part of site:**
- Customers want to see which brands trust you so that they too can build trust with your brand
- At the bottom of the page, so it is not easy to find and validate that trust from the beginning of the customer journey through the site

**Does not stand out:**
- Lack of color

# Our Recommendation



**Show off:**
If most revenue comes from biggest clients, show that you have credibility with some of the biggest names in the industry (Coca Cola, Heinz)

**Be collaborative:**
Instead of phrasing this section as "Clients", build a sense of collaboration by framing them as your "partners" or "community"

**Location, location, location:**
Bring to the top and put it just below the "How It Works" section



**Add partnership reviews:**
Forbes reports that "84% of people trust online reviews as much as a personal recommendation."

People tend to favor a product on Amazon that has more reviews, even when it has the same low rating as an alternative product.
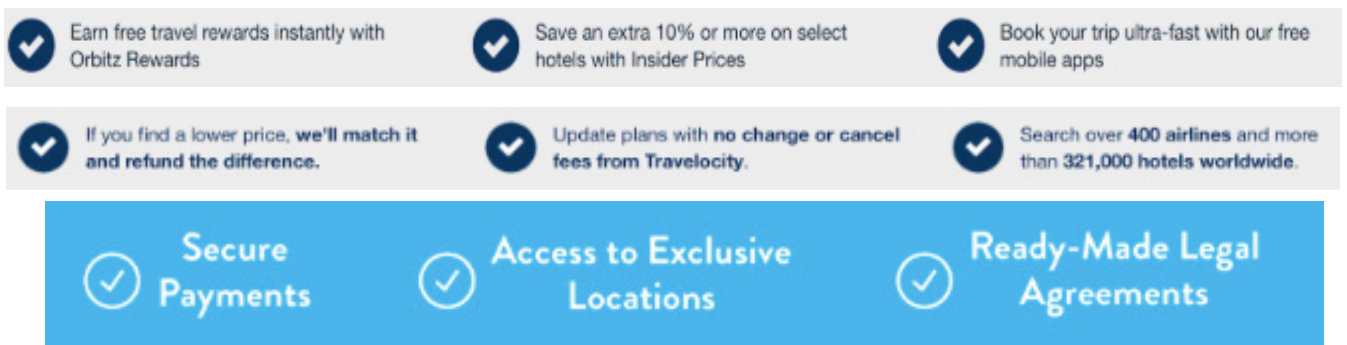
# Homepage Analysis



**The Magic of Popertee**
What makes us so special?

**Secure Payments**
We make sure that all your payments are secure

**Customer Experience**
Intuitive user-friendly interface designed with you in mind

**Fast & Efficient**
We know that your time is important. Get what you want, when you want

**License**
Send legal agreements quick and

**Unique Locations**
Access to exclusive locations you

**Expert Knowledge**
We know what it takes to get your

**Ensures Popertee's validity:**
Shows the breadth of knowledge and service that Popertee has

## Our Recommendation



- Earn free travel rewards instantly with Orbitz Rewards
- Save an extra 10% or more on select hotels with Insider Prices
- Book your trip ultra-fast with our free mobile apps
- If you find a lower price, **we'll match it and refund the difference.**
- Update plans with **no change or cancel fees from Travelocity.**
- Search over **400 airlines** and more than **321,000 hotels worldwide.**

**Secure Payments**
**Access to Exclusive Locations**
**Ready-Made Legal Agreements**

2013 survey from GE Capital found that customers examine other competitors by weighing top 3 strengths of each service
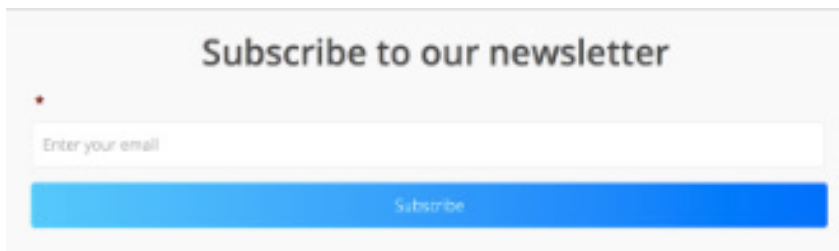
**A Reminder to Build Trust:**
Make the added benefits special for the customer not just Popertee "Our Promise to You"

**The Power of Three:**
Keep these added benefits simple and seamless

# Homepage Analysis



## Currently:
- Color contrast is pleasing and effective
- CTA phrase is mainstream
- Placement of the Newsletter Section is too low
- 74% of Popertee users miss this entire section
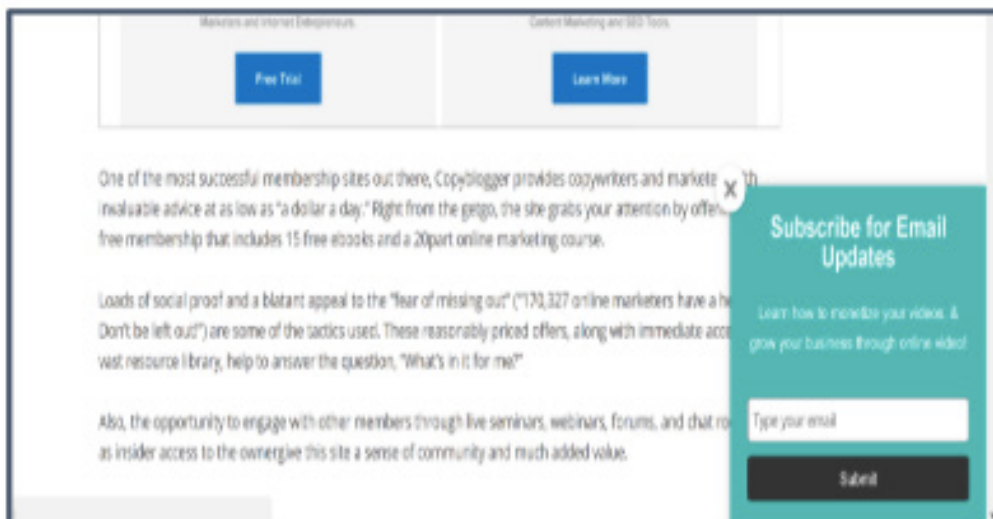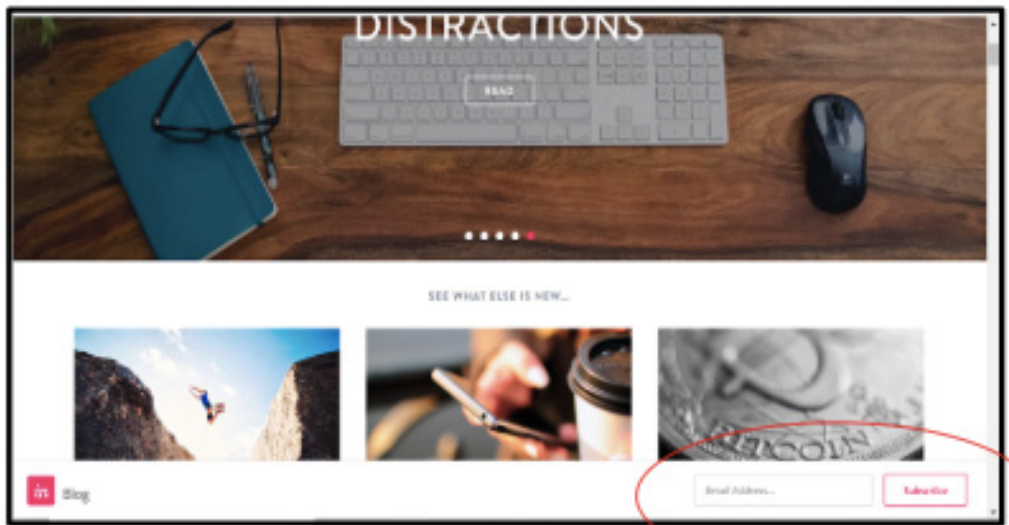
## Our Recommendations

### Tailor CTA To Customers:
- Targeted CTAs convert 42% more visitors into leads than untargeted CTAs:
- "Unlock Your Creativity"
- "Discover Insights Today"

### Know Your Audience: (We did!)
- Use visuals such as a GIF to capture millennials' attention
- Appeal to the users' pop culture by location

# Our Recommendation





**Layout Examples:**
- Horizontal Bar
- Timed Pop up Box

**A/B Testing:**
- Size of navigation elements
- Visuals- Gifs/Images/Text boxes
- Phrases- "Your" vs "My" vs "Our"
- Keywords- Colors that contrast vs. blend

# About Us Analysis

## Our vision:

*Popertee is building the first global data platform that will use artificial intelligence to match the perfect audience with the perfect location, enabling brands to intelligently find the optimum short term retail or marketing space for campaigns.*

## Our story so far:

Since our foundation at the beginning of 2016, Popertee has worked directly with the property market in order to offer Irish & international brands, as well as marketing agencies, great locations for their pop-up campaigns. We also work in correlation with landlords & space owners to list their vacant and underutilised units for free on our website so that brands can discover the space that best matches their needs and requirements.

To date we have assisted a variety of brands spanning a number of industries from online companies & independent start-ups, to global FMCG brands. With 150+ unique spaces across Ireland, we have worked in correlation with our marketplace of partners to match brands including Heinz beans, Boohoo.com, Sony Playstation& Volvo with their perfect pop-up space.

Recently, Popertee were recognised as the 'Best Creative Retail Start-up' at the Bank of Ireland Start-up awards in addition to winning first prize in the Wayra UK pitch contest at the TechConnect Live showcase at the RDS. With plans for groundbreaking technological developments and global expansion, we have only just begun to Pop!

## Whats next?

Upon establishing our presence in London at the end of 2017, Popertee will offer an automated audience optimization tool to customers that will assist them in locating the optimum pop-up space based on the demographics that they strive to target. Popertee will offer a web API service for agencies & brands alike in addition to a business API for the property market which will offer such parties with more intelligence for their existing websites.

## User Behavior:
3rd most clicked section from Heatmaps→ for more information

## Informative:
User gets a sense of what you have done, what you do, what you are doing next

## Important:
"Visitors to an About Us page were five times more likely to make a purchase than those that didn't"

# About Us continued



**Personal:**
- Pictures create transparency
- Personality shines through with the fun facts

**Knowledgeable:**
- Advisors page is great
- A foundation of trustworthy teamwork

# Our Recommendation

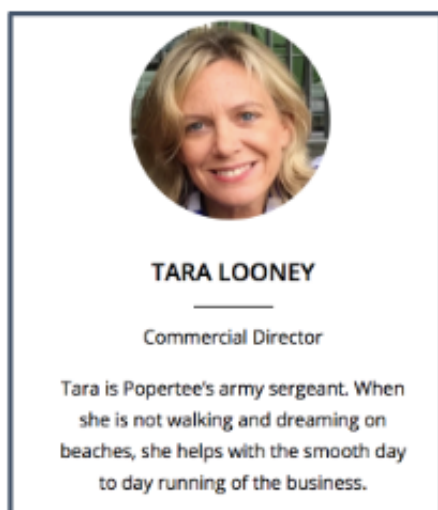

**Earlier:**
Our Vision clear from the start

**Less material:**
"People retain 80% of what they see versus 20% of what they read"

**Keep headers**
Insert color and images



TARA LOONEY

Commercial Director

Tara is Popertee's army sergeant. When she is not walking and dreaming on beaches, she helps with the smooth day to day running of the business.

**Less material:**
- Condense fun facts so that customers can quickly pick up on your
- personalities

**Consistency:**
- Photos with same background/clarity

**Personal benefits:**
- More personal/one-on-one language directed toward the customer
- "I help with the smooth day-to-day running of your business"

# Marketing Recommendation





**Be seen!**
Tripadvisor and ZAGAT encourage engagement with physical branding for their customers

**Here's what we would like to do next….**

- Talk to customers directly to identify needs

- Implement A/B Testing recommendations using sites such as Optimizely

End of presentation

# Takeaways

The project was a huge success, and the Popertee team was very pleased with the Fellows' recommendations. In fact, the new website implemented many of the Fellows' recommendations!

" "The amount of work the team put in over the last couple of weeks was clearly evident, I was very impressed. The insights and recommendations were amazing considering they did not know Popertee existed not that long ago.

It [the presentation] was well organised, the summary at the beginning of what will be covered was brilliant, they made it engaging and funny...it was really well thought out and put together. Well done!"

- Joe, Head of Product and Operations at Poppertee "



**Joe Pakenham**
Head of Product