



Bidda

BIDDA
Quantitative Data Report

21st of September, 2023

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OVERVIEW

BIDDA is the go-to platform for streamlining asset disposal, providing a seamless avenue for business owners to efficiently sell of assets they no longer need. Whether businesses are looking to sell to their employees, other businesses, or interested individuals, BIDDA's mission is to make the process quick and transparent.

Following the completion of two auctions on the platform, this report seeks to provide valuable insights into user experiences as well as actionable recommendations on how to improve user experiences on BIDDA platform.





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Behavioral Metrics

Comparing first and second auction



214 Total Sessions



31.3% Bounce Rate

According to standard guidelines, a strong average bounce rate for B2B websites is 25-55%
Bounce rate lower than 25% indicates that something is broken



11:04 Average Session

According to standard guidelines, a strong average session duration metric is between 2-4 minutes.
A longer average session duration is reasonable



3.4 Average pages per session

According to standard guidelines, a strong average page/session metric is between 1.7-4.0
A higher number would mean users are interacting more with the platform



71 Total Sessions



21.1% Bounce Rate

According to standard guidelines, a strong average bounce rate for B2B websites is 25-55%
Bounce rate lower than 25% indicates that something is broken



7:42 Average Session

According to standard guidelines, a strong average session duration metric is between 2-4 minutes.
A longer average session duration is reasonable



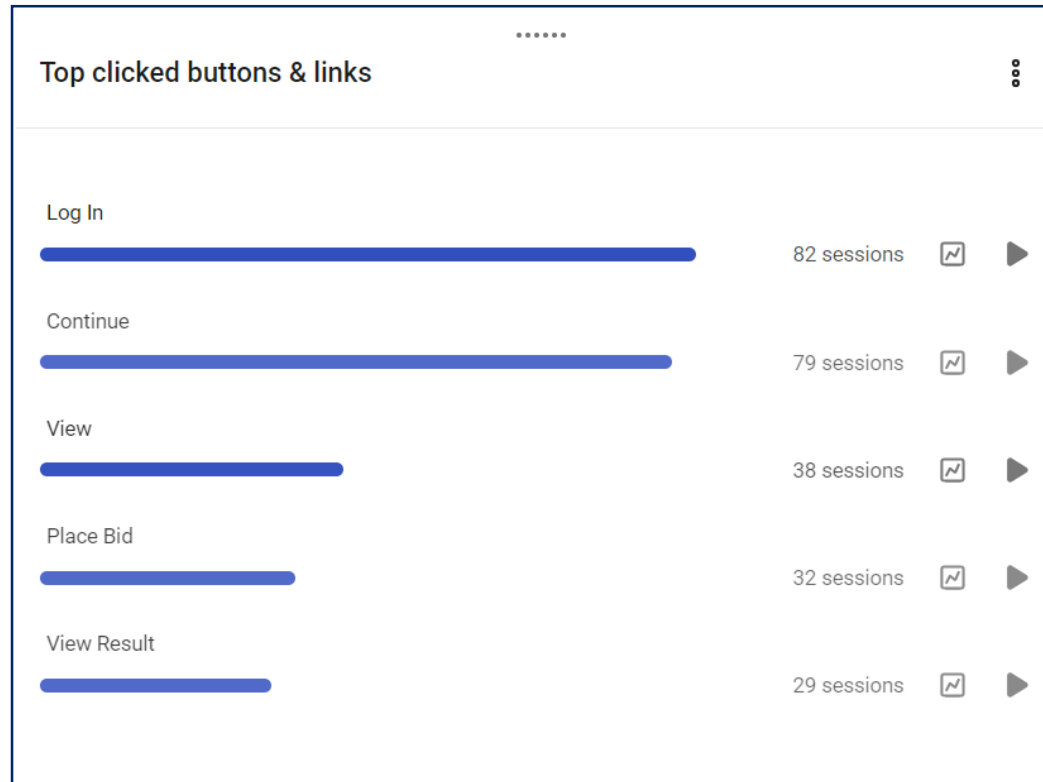
4.7 Average pages per session

According to standard guidelines, a strong average page/session metric is between 1.7-4.0
A higher number would mean users are interacting more with the platform

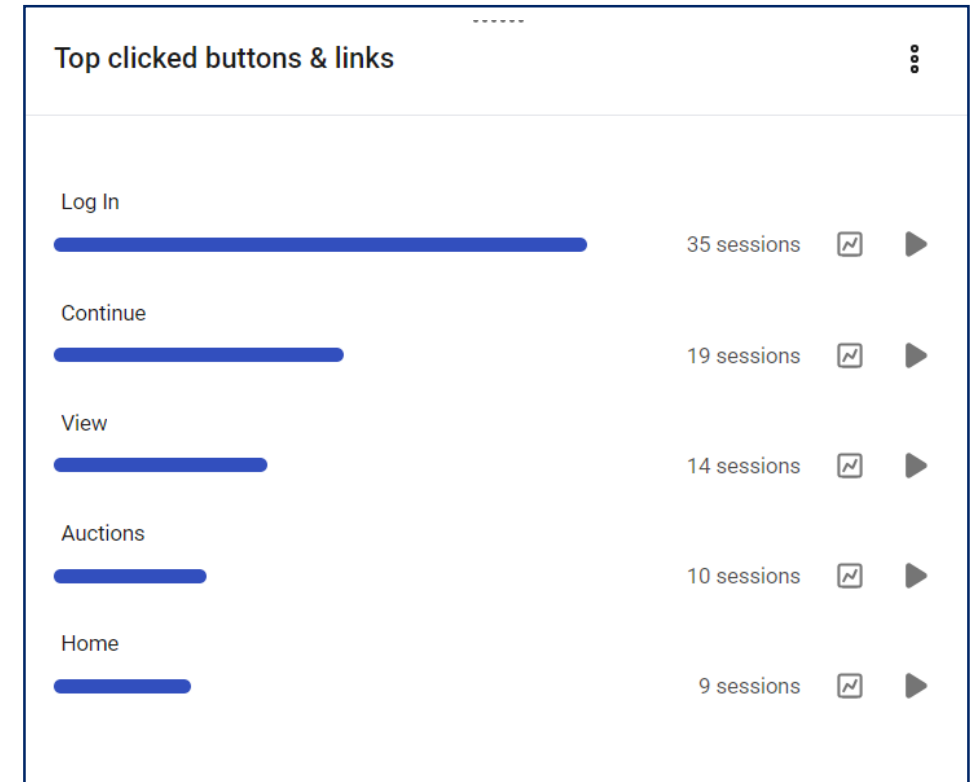


TOP CLICKED BUTTONS

1



2



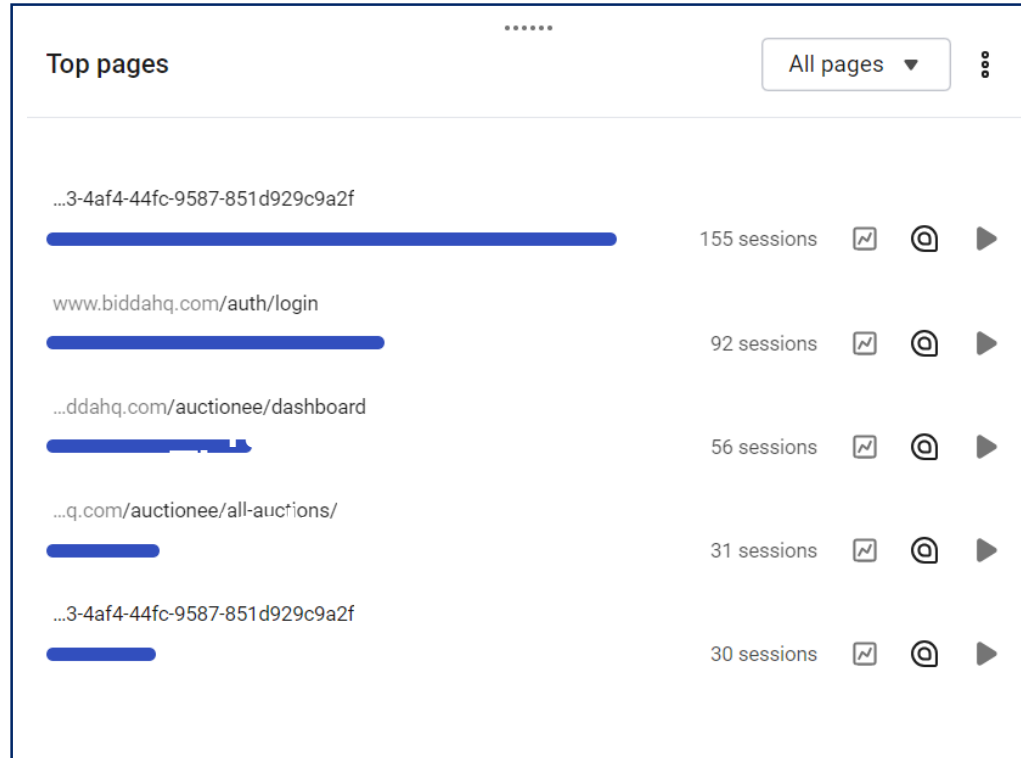
This report shows that:

- We have more returning users than new users i.e. existing user base is actively involved with the platform
- Users are responding positively to CTAs
- Users were more inclined to place bids on items during the 1st auction compared to the second auction

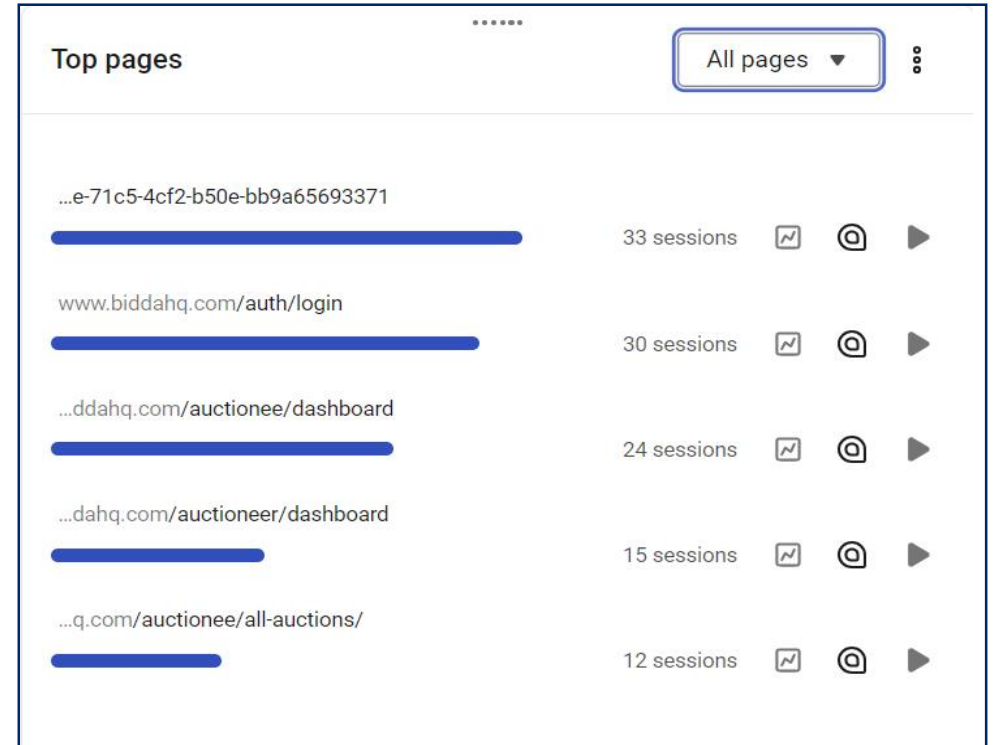


TOP PAGES

1



2



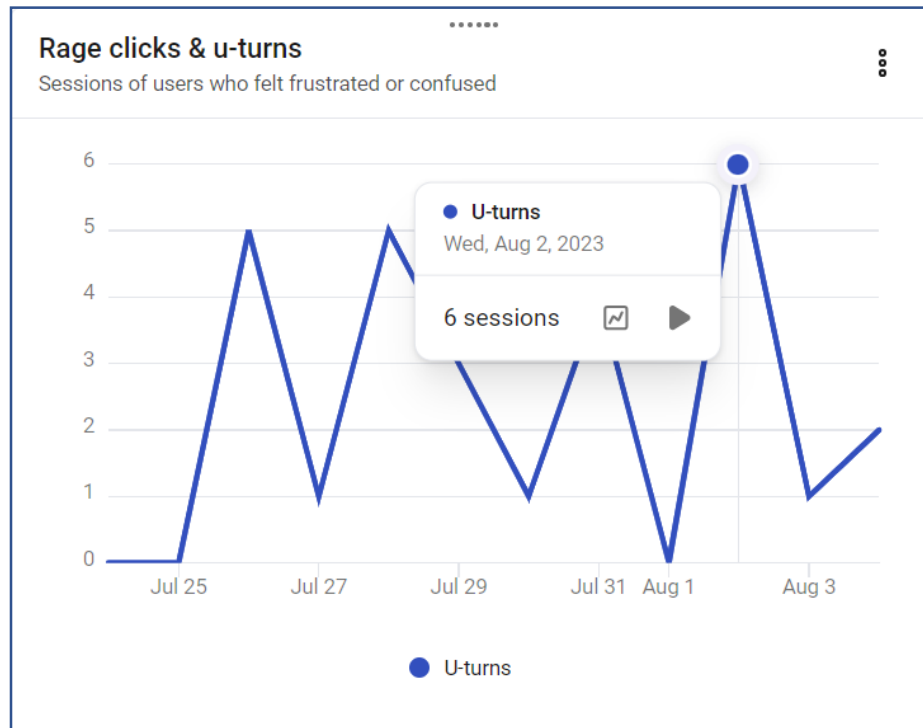
This report shows that:

- Users spent time on the auction page (item listing page) than any other page

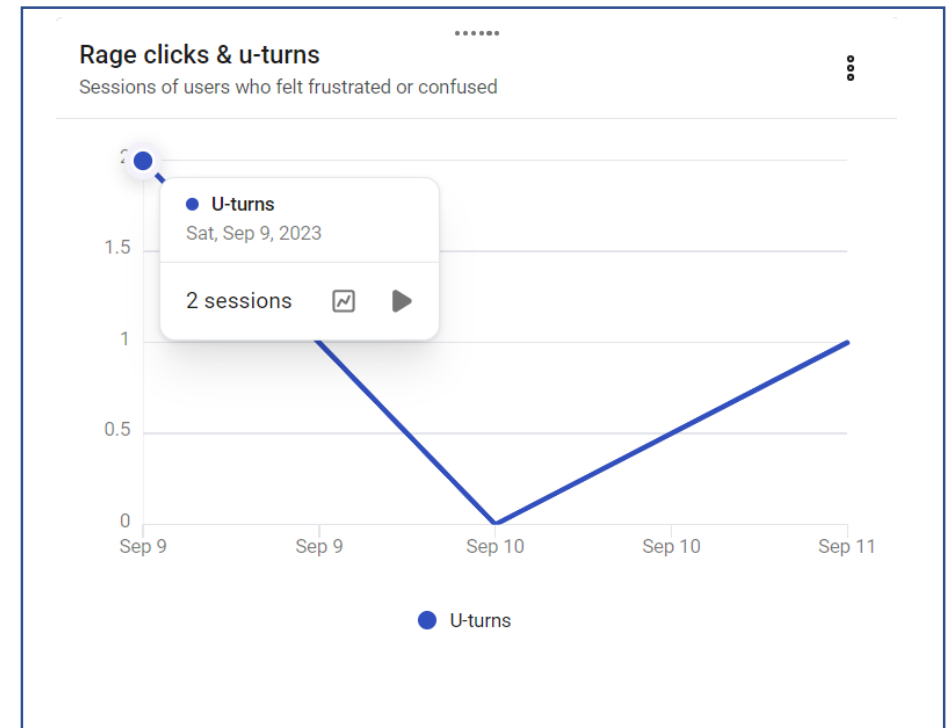


RAGE CLICKS AND U-TURNS

1



2



This report shows:

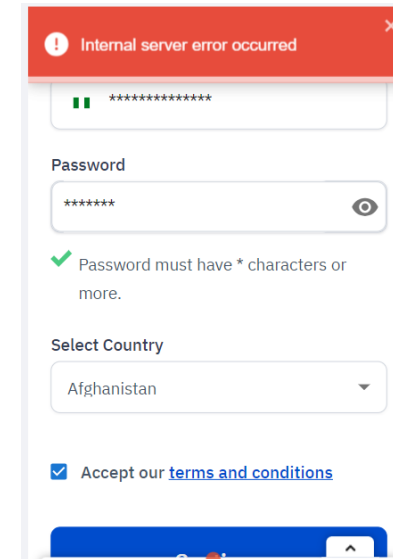
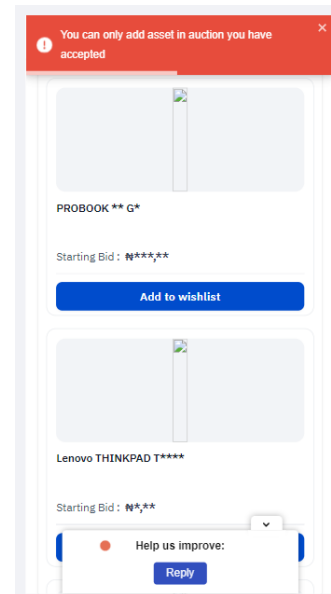
- Sessions of users who felt frustrated or confused on the platform



INSIGHTS- HEATMAPS AND RECORDINGS

This report shows:

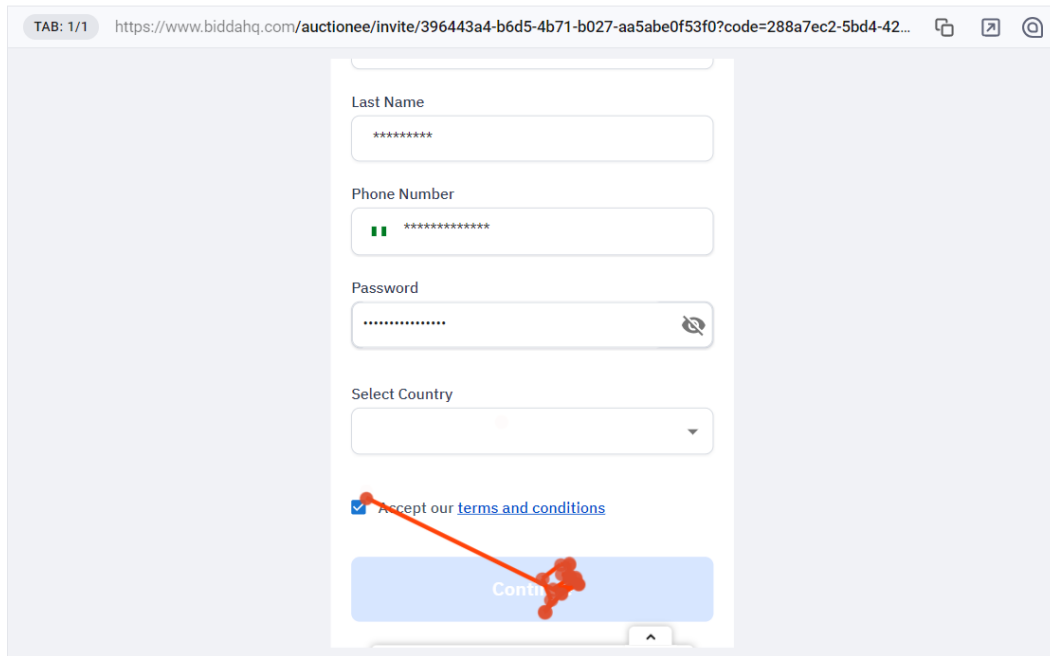
- Some of the users encountered technical issues while signing up and viewing the auction page



2nd Auction



INSIGHTS- HEATMAPS AND RECORDINGS



2nd Auction

This report shows:

- A single user was unable to complete the sign-up process due to the disabled “continue” button



INSIGHTS- HEATMAPS AND RECORDINGS

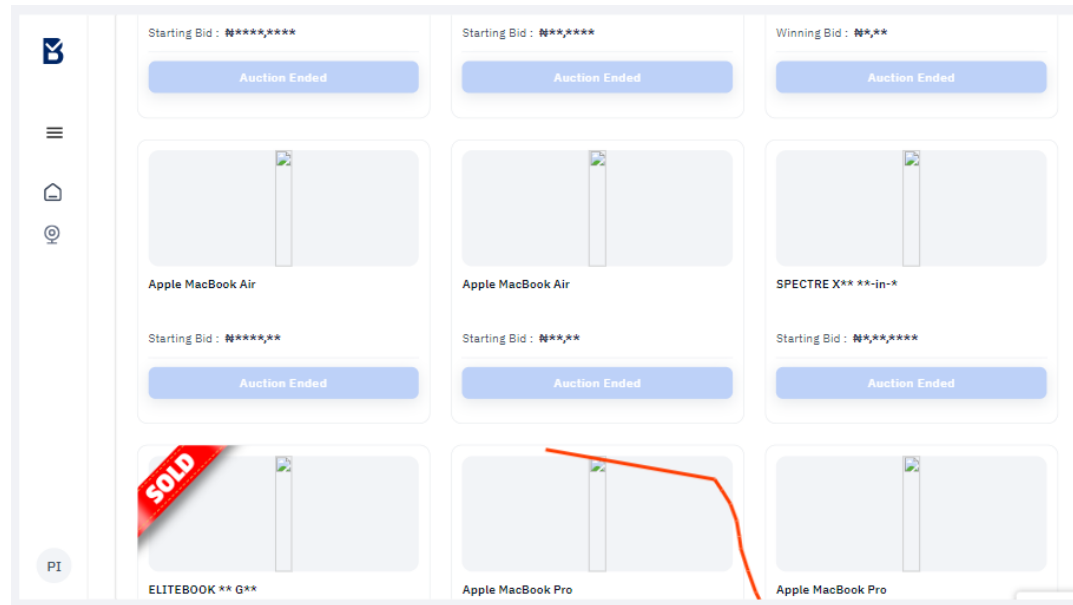
The screenshot displays the Bidda website interface. On the left, there is a navigation menu with items like Home, Auction Items, Activities, Watchlist Items, Support, and Settings. The main content area features a 'Welcome' message, a 'Layers Auction' card with a timer, and a 'Featured Items' section. On the right, a 'Welcome to Bidda' sign-up form is visible, containing fields for Username, First Name, Last Name, Phone Number, Password, and Select Country, along with a 'Continue' button and a 'Help us improve' dropdown menu. A heatmap overlay is present, with a yellow circle highlighting the 'Continue' button and red lines indicating the user's path from the navigation menu to the sign-up form.

This report shows:

- A single user dedicated time to reading the content before proceeding with the platform's sign-up process



INSIGHTS- HEATMAPS AND RECORDINGS



This report shows:

- Six users visited the platform after the auction had concluded.

2nd Auction



INSIGHTS- OTHER OBSERVATIONS FROM RECORDINGS

- 11 users participated in the second auction
- Most users re-visited after auction had ended
- Users often exit the platform following an extended period of scrolling (particularly the auction page)





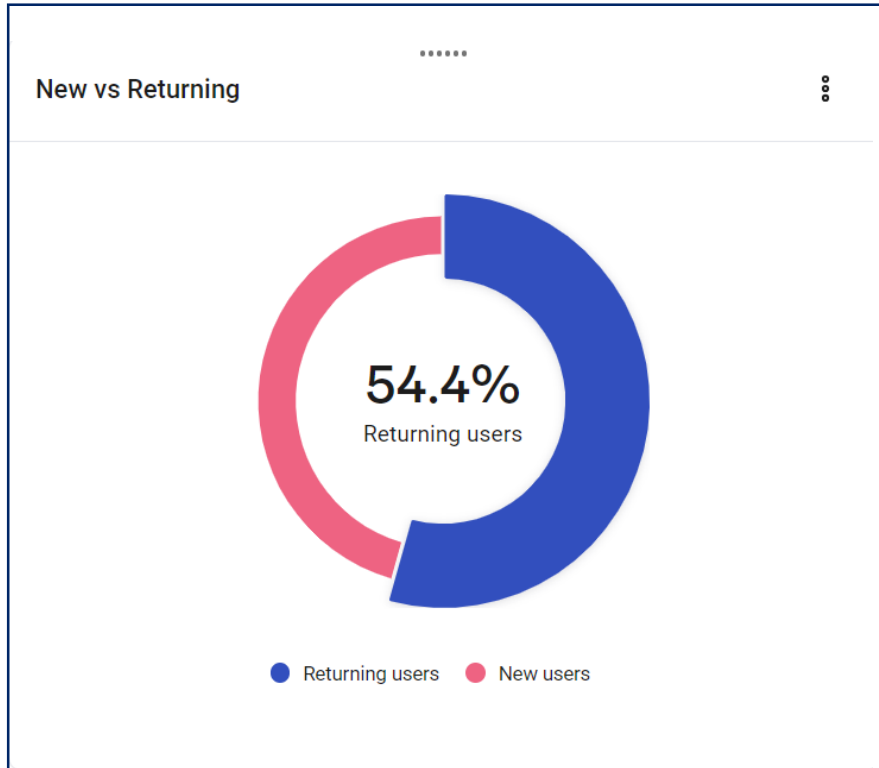
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Attitudinal Metrics

Comparing first and second auction

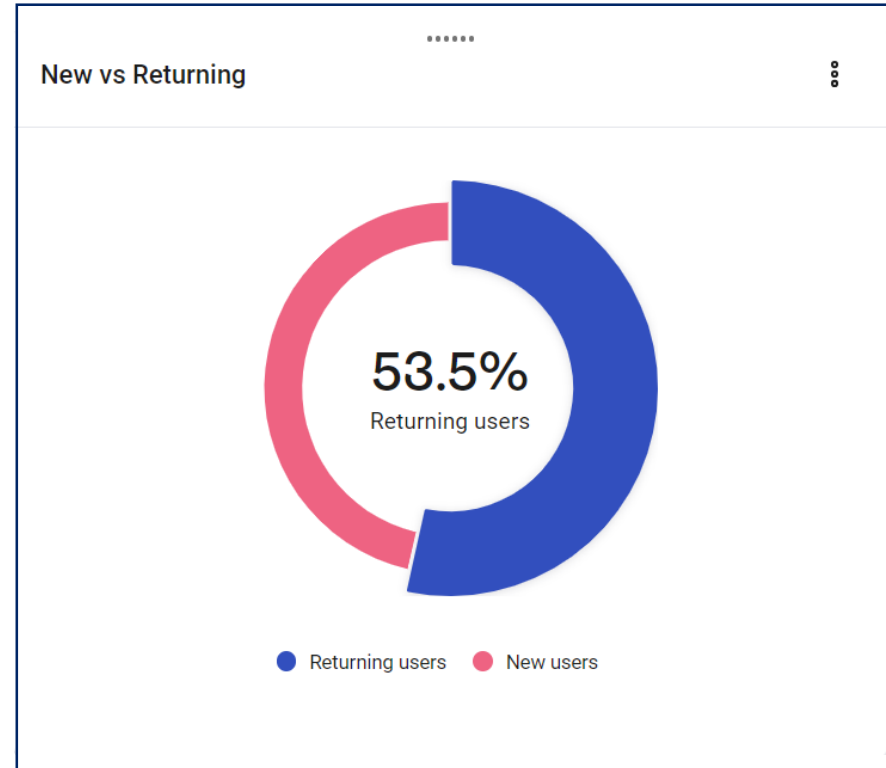
NEW VS RETURNING USERS

1



54.4% Returning Users

2

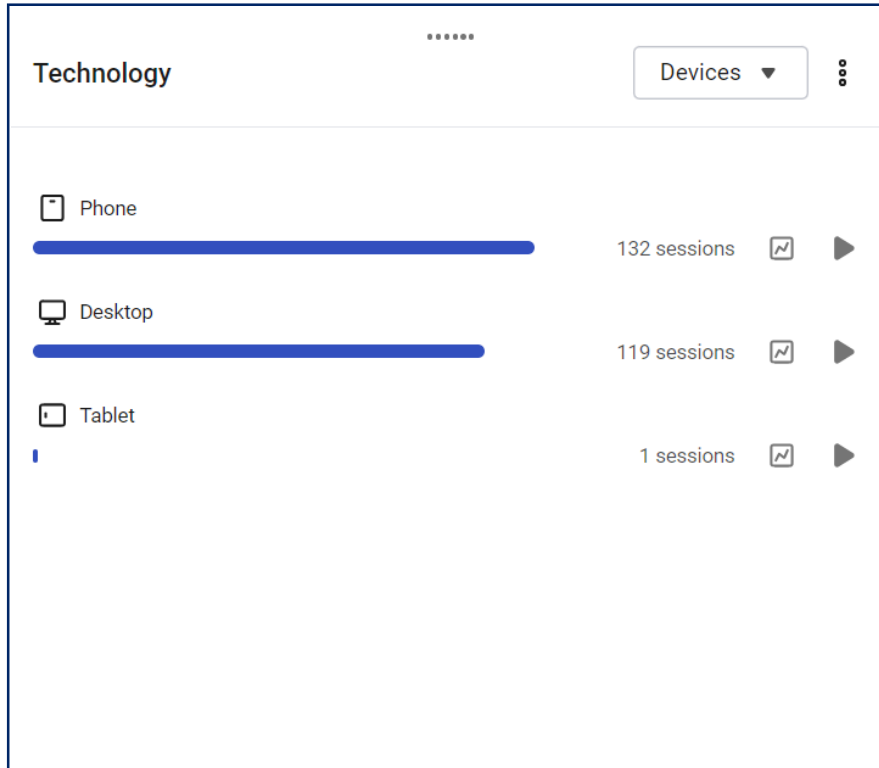


53.5% Returning Users

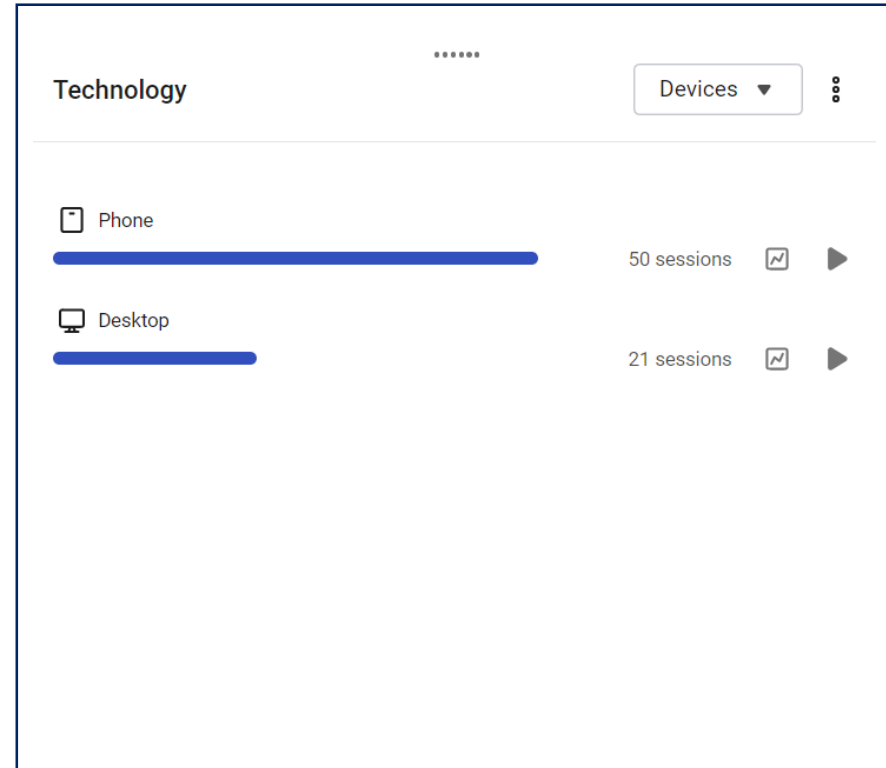


USER ENGAGEMENT

1



2



This report shows that:

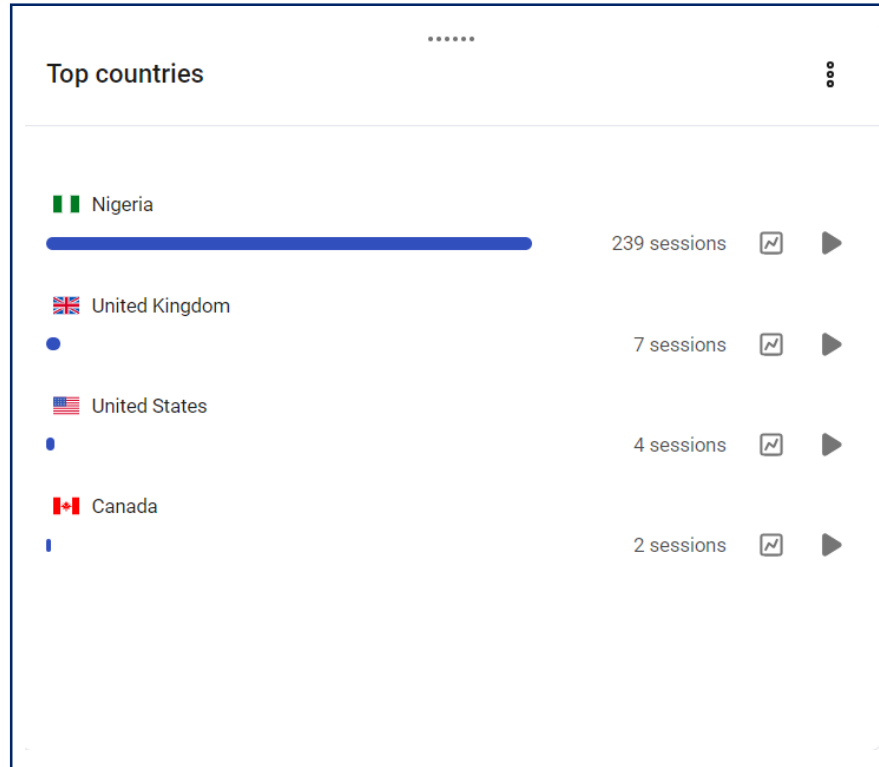
- Users access the platform more on their mobile phones

Consider mobile-first design

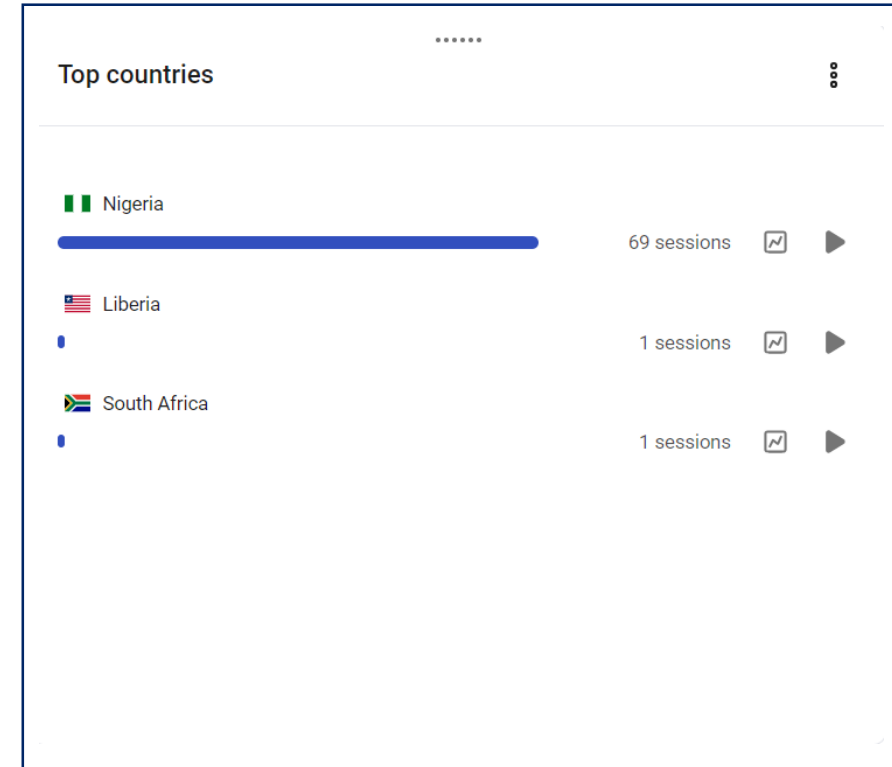


TOP COUNTRIES

1



2



This report shows that:

- The majority of users taking part in the auction are from Nigeria





Bidda

Recommendations

How might we improve user experiences on BIDDDA?

HOW MIGHT WE IMPROVE USER EXPERIENCES ON BIDDA?

Bugs

Minimizing technical issues on the platform is crucial to ensure a smooth user experience and maintain user trust

Increase user engagement

Introduce a reward system for active participants through bonus bidding credits such as placing a certain number of bids or winning auctions. This can add an element of excitement to the bidding process.

Offer bonus bidding credits to users who refer new participants to the auction platform. This encourages users to invite others to join and participate.

Offer educational resources on safe bidding and buying practices. Educated users are more likely to trust the platform.

Foster a sense of community by allowing users to interact, discuss auctions, and share their experiences on the platform.



NEXT STEPS?

- Competitors' analysis
- Guerilla Research- Nigerians, like users from many other regions, may have unique concerns and preferences when it comes to online transactions. Conducting research to better understand these concerns and challenges will help to inform some of the actionable steps that will be taken, ultimately leading to increased business profitability.



Thank You
