

Phase 3 : OLX (Features Prioritization)

Step 1: Brainstorm Solutions (Diverge)

Solution	Short Description	Key Assumption	Category
Verified Batch : Identity Attestation	Implement mandatory KYC (Aadhaar/DL) for a "Verified Profile" badge. This ensures the user name matches the legal ID, preventing "OLX" or "Support" as display names.	Visual trust cues reduce hesitation	High Confidence
Verified Batch: Dual-Path Onboarding	A conditional onboarding flow that asks, <i>"Are you a Business Seller?"</i> If yes, mandatory submission of GSTIN else Physical site verification	Confidence regarding user groups	Low Confidence
Verified Batch: Velocity Based Triggers	An automated rule where any account listing 10 items /month is flagged for mandatory commercial verification	Prevents fake identities	High Confidence
Verified Lady Batches	Only verified lady buyers/sellers will appear in the chat	Women feel safer in interaction	Moon shot
AI-Driven Shield: Sentiment & Pattern Scoring	Deploy a Natural Language Processing (NLP) model to analyze real-time chat behavior. It flags messages with bot-like patterns (e.g., instant replies, repetitive "Check this link" text, or odd timestamps).	Platform backed safety net reduces the fear of bots	Low Confidence
AI-Driven Shield: Trust-Score Prioritization	High-intent human users (based on account age and successful past transactions) are moved to the top of the inbox, while suspicious accounts are hidden or require a "reCAPTCHA" to continue the thread.	Filtering of users based on trust score results in confidence among the users	High Confidence
Calling: Privacy-First Communication Bridge	Implement a native calling feature (similar to MyGate or Uber) that uses internet data for voice calls. This allows a "Call" button on the ad that connects the buyer and seller directly while keeping both numbers anonymized	Safeguards the privacy of the user when interacting with strangers	High Confidence
Calling: Voice Notes	Implement a voice note feature similar to Hinge	Starts the dialogue without sharing personal information	High Confidence

** The Voice notes option was part of the solution but i noticed that during my project work, OLX added this to feature to the application chat hence did not proceed with it further

Step 2: Prioritize Smartly (From Possibility to Focus)

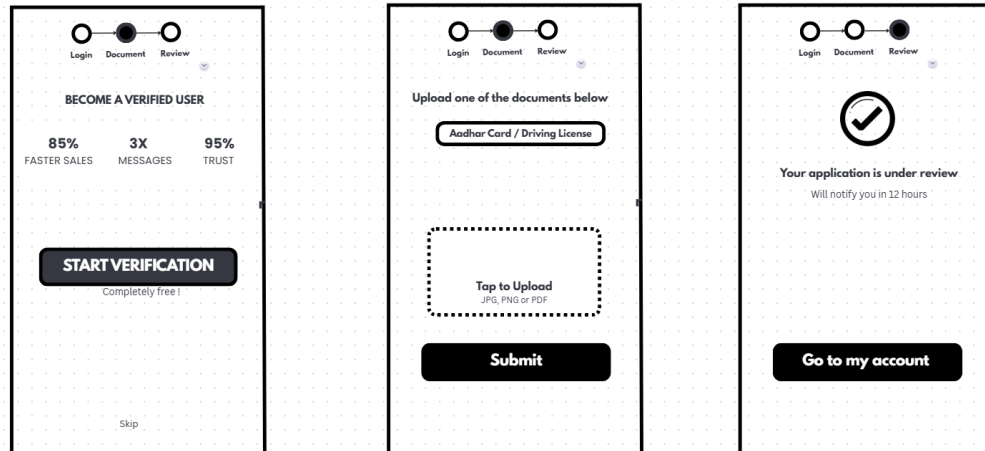
Impact/Effort Matrix

Priority	Solution	Effort	Impact	Reasoning
P0	Identity Attestation	Moderate	High	Identity attestation is the core of the platform
P1	Velocity Based Triggers	Low	High	A rule-based trigger that flags the account once the listing count hits 10. Logic: No external APIs or complex AI models are needed—just basic backend logic

Step 3: Wireframe Checklist

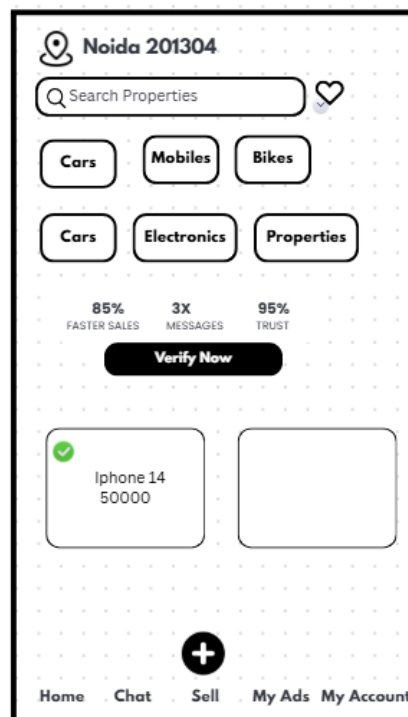
Flow1 : Identity Attestation (New User)

1. New user setup page → User enters Phone no/ Email (verification via code) → Verification page, here click the front side or back side boxes to upload the doc → Review



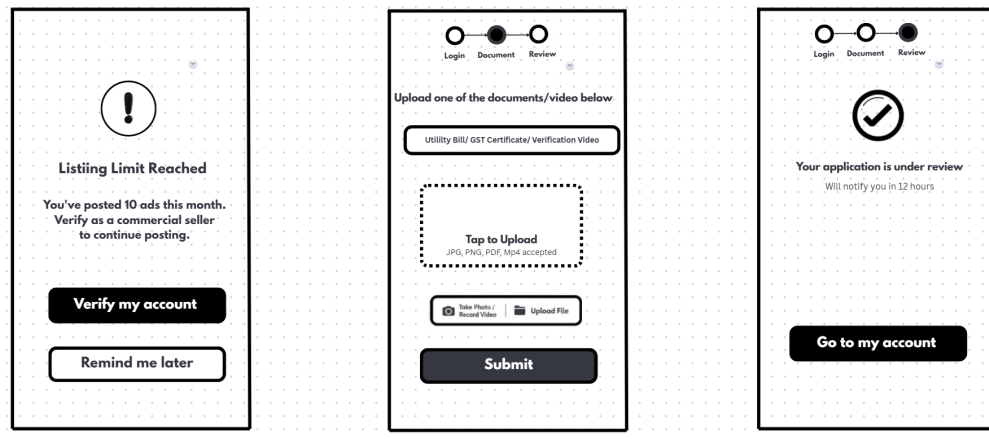
Flow 2: Identity Attestation (Existing user)

2. Existing User → User to to be prompted with a verification prompt when on the account (if not verified as part of flow 1)



Flow3: Identity Attestation (Commercial User based on Velocity)

User Listings reach 10 → Verification message pops up → User clicks the option to Verify my account → Uploads Documents/Video → Review



STEP 4: Define Success Metrics

Metric Type	Metric Name	Definition	Why it matters
Key Metric	Weekly Active Users	% increase in the no of users actively using the app	It is directly proportionate to the confidence in the user base
Secondary Metric	Transaction completion	% of completion of sale/purchase of goods	Users are getting the job done out of the app
Secondary Metric	More chats	% increase in the chats of the users	Indicates confidence in userbase
Secondary Metric	Time Spent	% increase in user engagement across browsing and selling behaviors.	More the time spent better third party sponsorship and in app purchase probability
Guardrail Metric	Churn rate	% Negative Trend Deviation	It acts as an early warning system to catch "accidental churn" caused by UI changes or new steps in the user journey.

STEP 5: Identify Pitfalls & Mitigations

Assumption at risk	Failure mode	Impact (H/M/L)	Likelihood (H/M/L)	Mitigation (practical)	Detection signal (metric)	Containment / rollback
Verified Users result in trust & confidence in the platform	Fraud users still finding a way	H	M	1) Manually monitor the chats of verified users and look for anomalies	1) Contextual Anomalies 2) Velocity checks to differentiate b/w human & bot 3) Ai to detect scam speak	1) Suspend malicious users 2) If user hasn't converted any transaction in a year, then the verified batch to be removed

Step 6: PRD Creation

Title/Initiative	User Verification & Security
Date & Version	21/02/25
Product - Point of Contact (POC)	Piyush Arora
Design POC	PA
Tech POC	PA
Marketing POC	PA

Why? (Objective)

Genuine domestic users experience anxiety and uncertainty due to forced interactions with unverified strangers, bad actors, and bots. In fact, primary and secondary research indicates that 42% of respondents cite a lack of verification as their primary concern. This lack of platform trust leads to user drop-off.

OLX loses out on every kind of revenue stream be it third party ads, subscriptions since the engagement is less. The primary business objective is to increase platform revenue by 30% over the next 6 months.

How do we measure success?

North Star Metric: 10% increase in Average Weekly Users (AWU).

Secondary Metrics: Percentage increase in transaction completion rates, chat volume, and average time spent on the app."

Guardrail: The user churn rate, which **must not increase** following the feature implementation.

Who are the users:

Jatin

When I have high-value electronics that are no longer in frequent use, I want to find a reliable buyer quickly and easily, so that I can declutter my home and recoup fair market value without wasting time on unproductive interactions.

Priya

When I have a high-value personal device (iPhone 14 Pro) that I am no longer using, I want to find a verified, trustworthy buyer quickly, so that I can monetize the asset safely without compromising my personal privacy or wasting time on disingenuous negotiations."

Solution:

- a) Implement a mandatory government ID verification step during new user onboarding, as well as prompt existing users to implement the same
- b) Implement velocity-based tracking to detect commercial sellers operating under domestic profiles. Users attempting to post 10 or more listings within a single month will trigger a mandatory commercial verification flow

Alternatives considered were : Dual Path on-boarding for commercial users, Verified Lady to Lady chats, Ai Driven shield to track user behavior(chats), Voice Calling

Product flow (Details of the feature/product):

Wire frames of the flow

https://www.canva.com/design/DAHB2XZuofQ/rS8c6w7THUj8B0iMI7cVng/edit?utm_content=DAHB2XZuofQ&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Edge cases

- **Identity Spoofing (C2C):** Individual users utilizing stolen or third-party identification to create unauthorized duplicate accounts.
- **KYC / Verification Fraud (B2C):** Professional sellers submitting forged business documentation to bypass platform verification checks.
- **Listing Velocity Evasion:** Commercial entities creating multiple burner accounts to intentionally circumvent platform posting limits.
- **Onboarding Churn:** Increased drop-off rates and decreased user activation caused by the friction of new security or verification layers.

Tentative Timelines:

Task	Date
Leadership approval	28 Feb 26
Design ready	9th March 2026
Prototype testing	11th March 26
Development starts	18th March 26
Beta Launch	1 April 26

Dependencies:

1. Open Questions
 - a. Will we need distinct verification workflows?
 - b. Should we consider the alternative solutions in the next phase?
2. Internal Dependencies (Tech, Design, Other Teams)
 - a. Design team to ready the prototype
 - b. Confirmation from the business on the design
 - c. Tech leads to confirm on the allotted time frame

