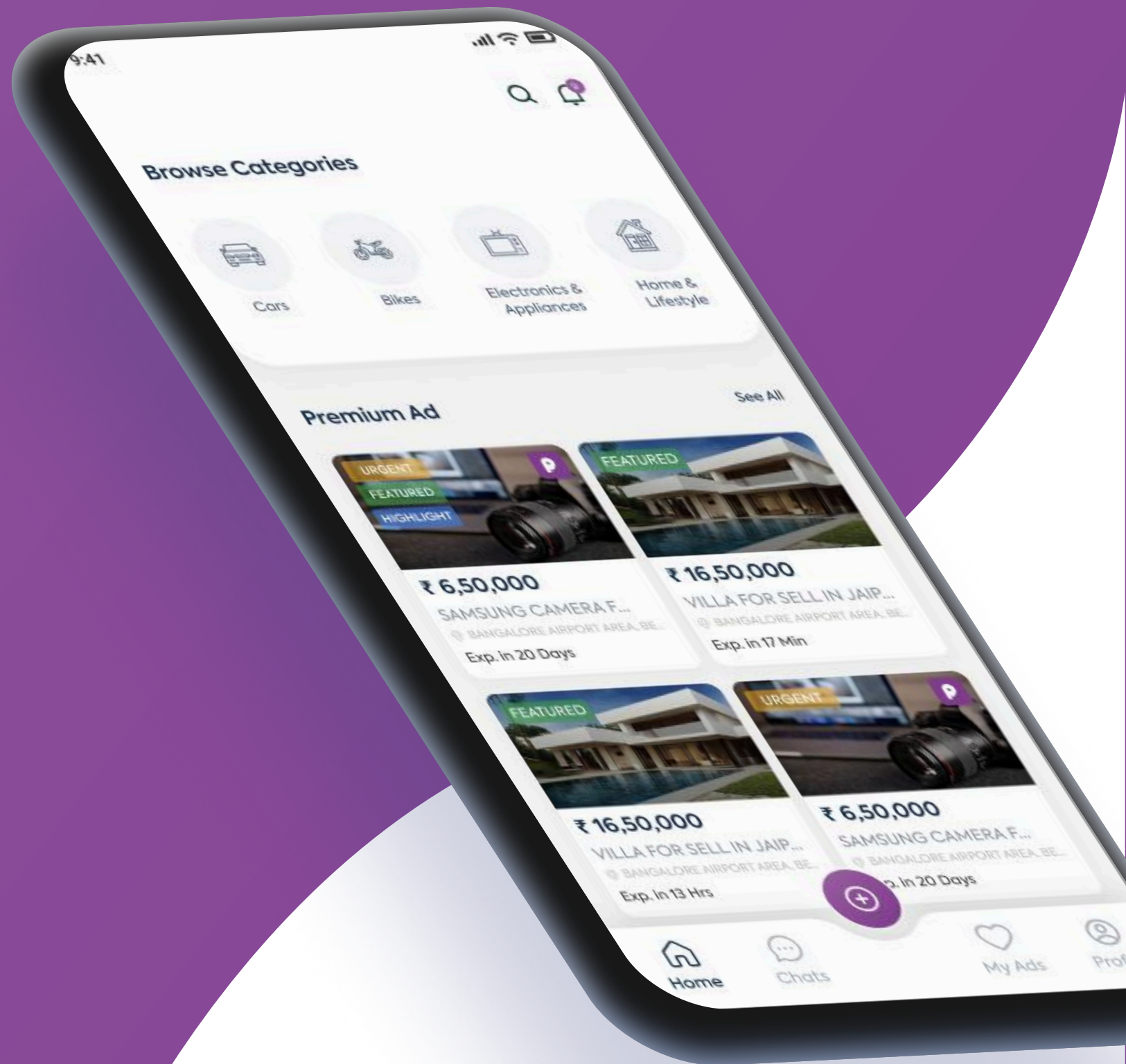


Payaki

Search thousands of classifieds across categories, all in one mobile app.

Tools



Case Study

Payaki is a mobile app that aggregates thousands of classifieds, allowing users to search all in one place. By simplifying the process of finding and posting ads across various categories such as jobs, real estate, vehicles, and more, it aims to enhance the classifieds experience for users on both ends of transactions.

Our Process



Concept & Planning

- Define the Idea
- Market Research
- Project Scope & Requirements
- Set Milestones

UI/UX Design

- Wireframes & Mockups
- Prototyping
- User Testing

Development

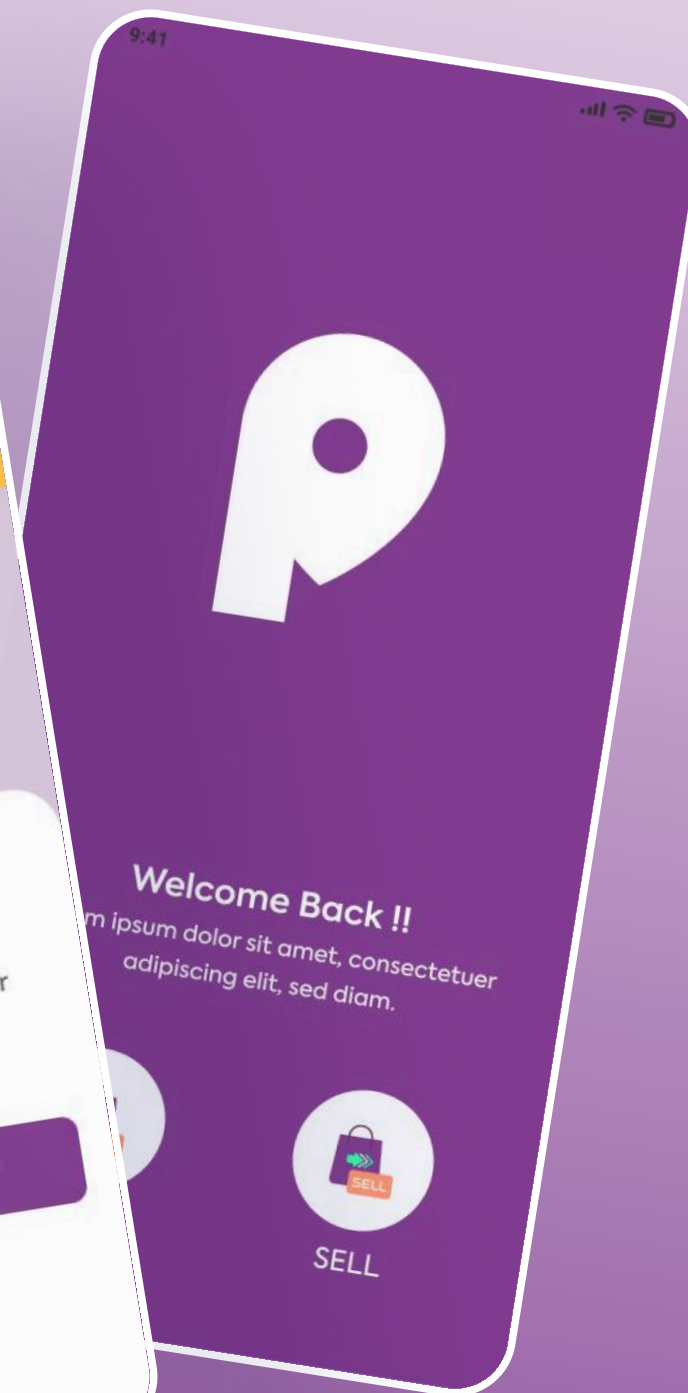
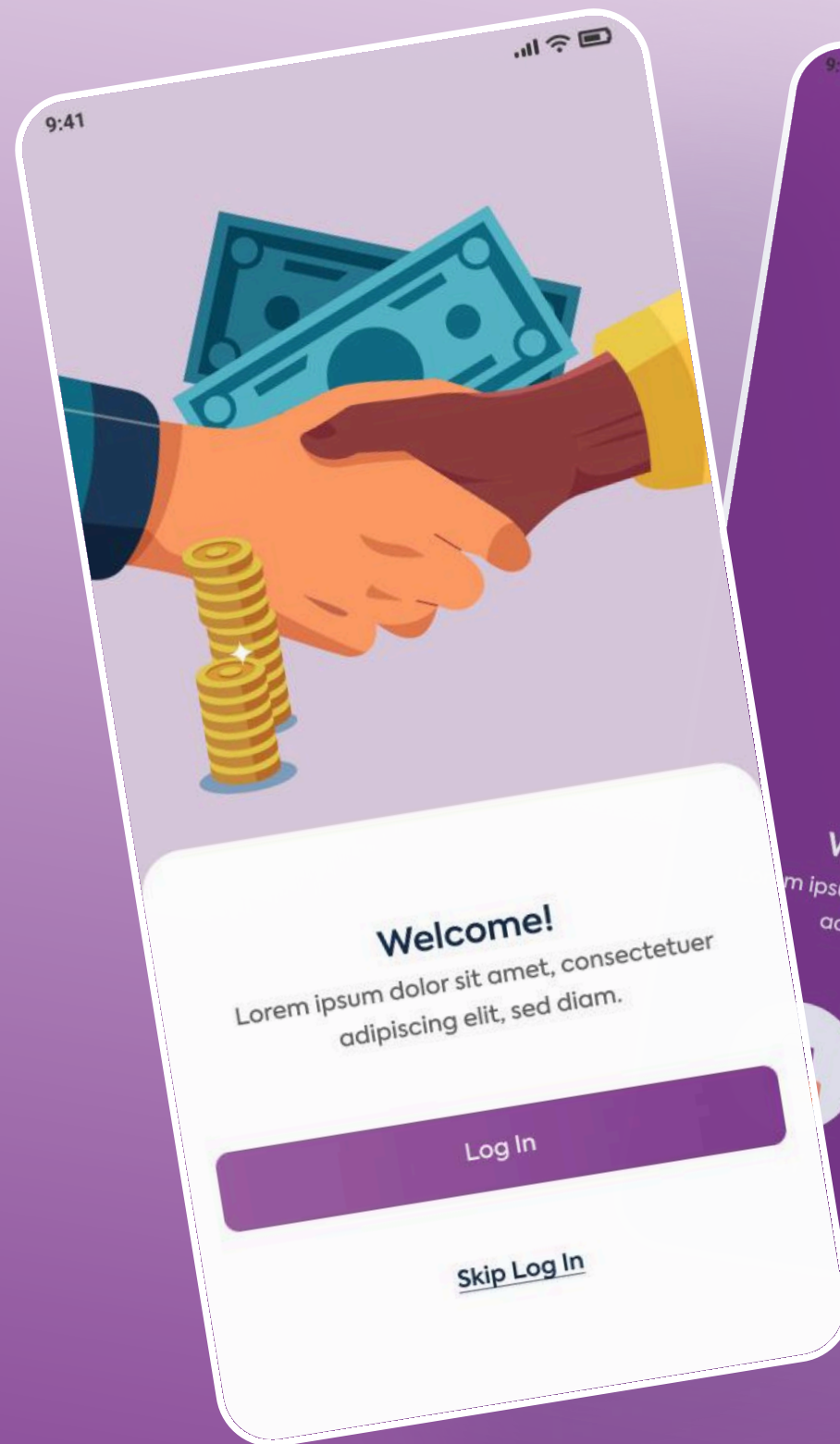
- Choose Platform
- Front-end Development
- Back-end Development
- Integrations
- Testing

QA

- Functional Testing
- Performance Testing
- Security Testing
- Device Testing

Deployment

- App Store Submission
- Compliance Checks
- App Approval



Challenges **Statement**

Fragmented Market: The classifieds space is highly fragmented, with numerous platforms offering similar services. It was difficult for users to search multiple sites and apps, leading to a less efficient experience.

Data Privacy: With user data being integral to the app's functionality, ensuring data privacy and secure transactions posed a significant challenge.

User Retention and Engagement : Like many other mobile apps, Payaki faced the challenge of maintaining user engagement after initial downloads. This required a seamless user experience to avoid high churn rates.

Scalability: As the app aggregates classifieds from many platforms, scaling the platform to manage increasing traffic while ensuring quick search results was a key technical challenge.

App Store Visibility: In a competitive app marketplace, increasing visibility and downloads required a clear ASO (App Store Optimization) strategy.



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Solution Statement



Unified Search Platform: By aggregating multiple classifieds sites into one app, Payaki made it easier for users to find what they are looking for without hopping between different websites. This saved users time and improved the search experience.

AI-Driven Recommendations: To enhance personalization, Payaki utilized machine learning algorithms to recommend listings to users based on their search behavior, similar to strategies used in successful app.

Enhanced Data Security: Payaki implemented advanced encryption and privacy measures to protect user data, offering secure transactions and keeping sensitive information private.

Optimized User Interface: To boost user retention, the app focused on delivering a clean, intuitive interface that simplified the process of searching and posting classifieds. User-friendly design principles were prioritized to minimize friction.

ASO and Marketing Strategy: Payaki improved its visibility on app stores by optimizing keywords, using relevant terms like "classifieds search" in its descriptions and titles, and improving its app icon, which led to a significant increase in downloads.

Result



Increased User Engagement: The integration of AI-based recommendations and a more personalized experience led to increased user satisfaction and engagement.

Higher App Store Rankings: By focusing on ASO and improving the app's usability, Payaki saw a substantial rise in downloads and app store rankings.

User Base Growth: The app's user base expanded quickly due to its unified search functionality and user-friendly interface. Feedback highlighted ease of use as a key differentiator.

Improved Scalability: The backend systems were scaled successfully to handle increased traffic, ensuring consistent performance even as the app's user base grew.





Key Features

- Aggregated Search

Combines multiple classified platforms into one unified search engine.

- AI-Powered Listings

Personalized recommendations based on user preferences and browsing habits.

- Categories

Broad categories include jobs, real estate, vehicles, services, and more, making it a one-stop solution for various needs.

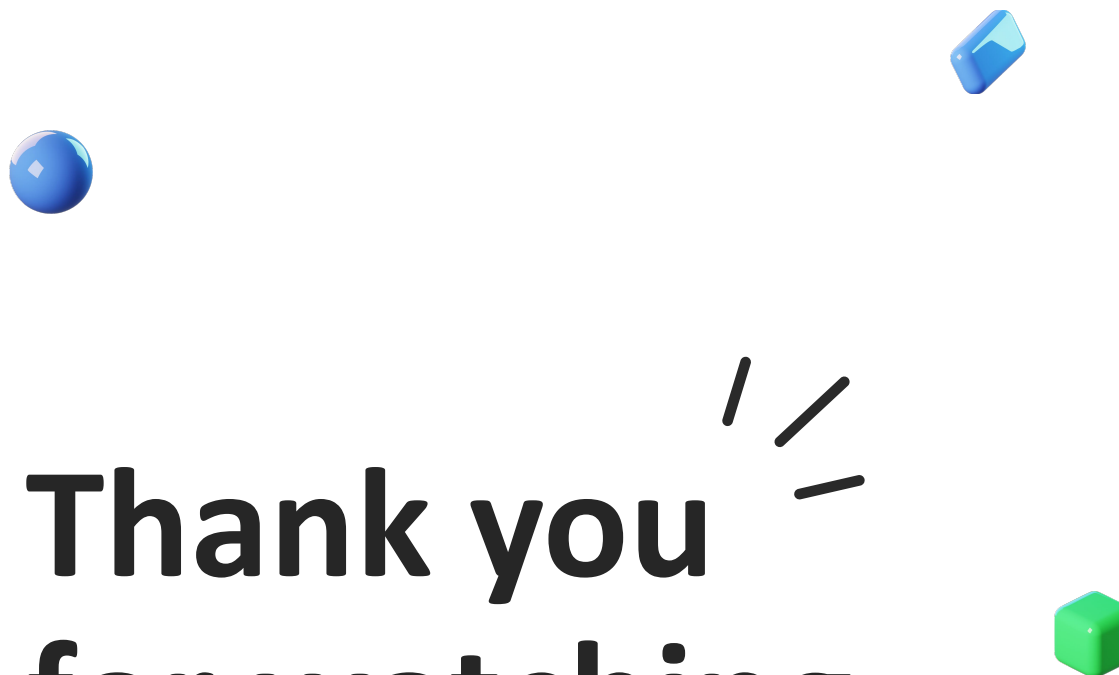
- Secure Transactions

Data privacy and security features to protect sensitive user information.

- User-Friendly Interface

Simplified navigation, posting, and browsing, enhancing the overall experience.





Thank you for watching

We are available for new projects

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