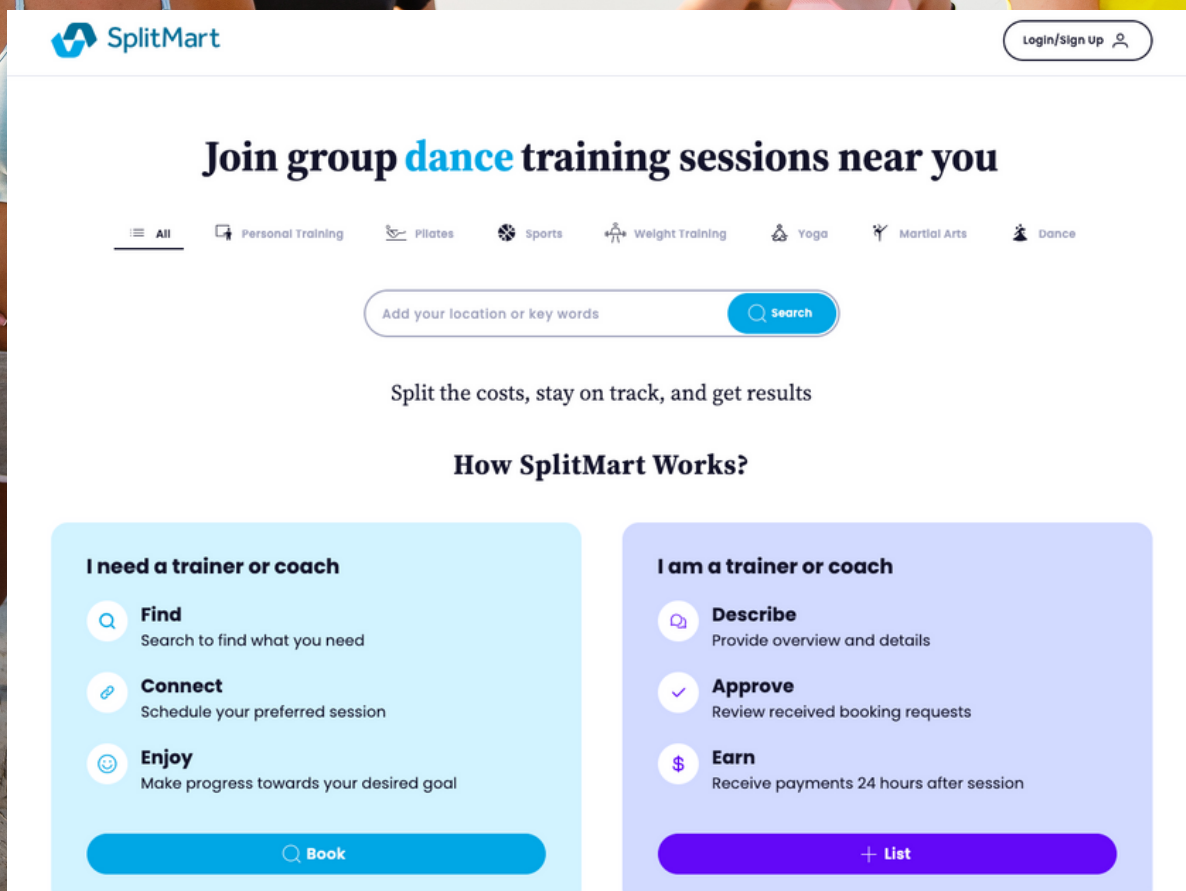


# CASE STUDY

## Full-cycle market research and UX research

From idea validation to the successful launch of a two-sided marketplace





# CLIENT

SplitMart

# CHALLENGE

- The client aimed to identify the most profitable market category and location for a new business—an innovative two-sided marketplace connecting service providers with clients.
- The tasks included developing user personas for both providers and clients, testing the business idea across various audiences and locations
- Creating branding, promotional materials, ads.

# SOLUTIONS

Qualitative and quantitative market research techniques were applied.

- We conducted market research, designed surveys to analyze potential service providers and users, and gathered insights into their challenges, drivers, and needs.
- We also obtained feedback on the product concept and developed actionable user personas.
- We set up social media accounts and sign-up pages to attract potential leads and understand the potential reactions of users.
- Launched 17 ad prototypes to different groups within the target audience to test two main concepts in four different locations.



# THE OUTCOME

**Evaluated the viability of a new marketplace through research conducted directly with potential customers.**

Presented a comprehensive 63-page market research study that addressed all client inquiries. Through rigorous market analysis, we identified a promising category and pinpointed four key cities for the marketplace launch. Our journey encompassed market research, product concept testing, and prototyping.

**16** ↙

Designed 16 surveys

**1700** ↙

Received 1700 survey responses

**2** ↙

Social Media Accounts  
Facebook and Nextdoor

**15** ↙

Ad Campaigns  
13 Facebook / Instagram Ads  
2 NextDoor Ads

**4** ↙

Sign-up pages

**27,083** ↙

Impressions from 13 Facebook /  
Instagram Ads within 3 days.

# SURVEY

## SURVEY DESIGN



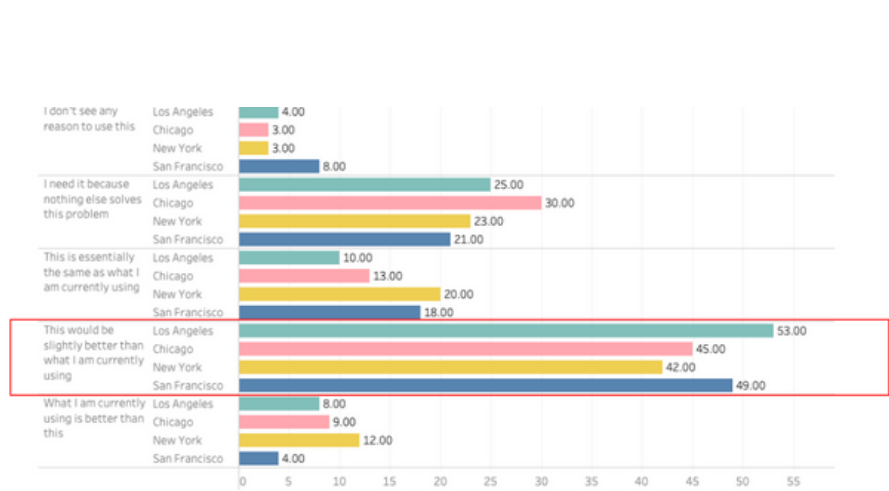
We developed four distinct questionnaires and executed a total of 16 surveys across the United States, the United Kingdom, and Canada.

Through this comprehensive data collection, we identified four key cities for the subsequent phase of product prototyping.  
**Survey tool:** Pollfish

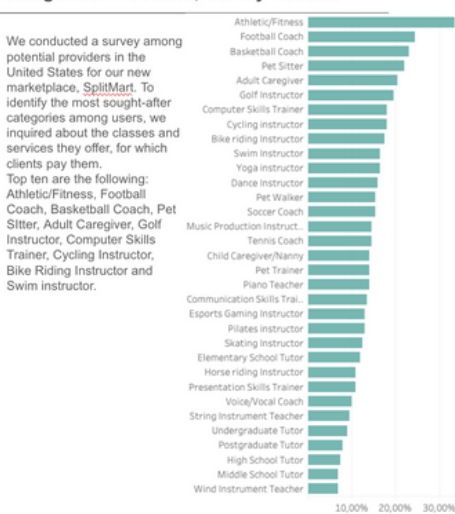
## INTERPRETATION OF THE DATA



Built dashboards in Tableau to present the data in a comprehensive way.



Categories: Providers, Survey Results



### Challenges - Providers



In conclusion, the data clearly indicates that the primary motivation for offering services on a two-sided marketplace is the prospect of acquiring more clients. The measure values across different cities consistently highlight "More clients" as the highest-ranking motivation, with Los Angeles, New York, Chicago, and San Francisco all placing significant emphasis on this aspect. Achieving a broad and diverse clientele seems to be the overarching goal for service providers, as it not only contributes to increased revenue but also enhances the visibility and marketing reach of their offerings.

"I haven't gotten a lesson from Takelessons in almost a year. And so I can't push them to market me anymore, right? So that's like the bad thing is that I'm depending on somebody else. So that's why I'm kind of going away from them too."

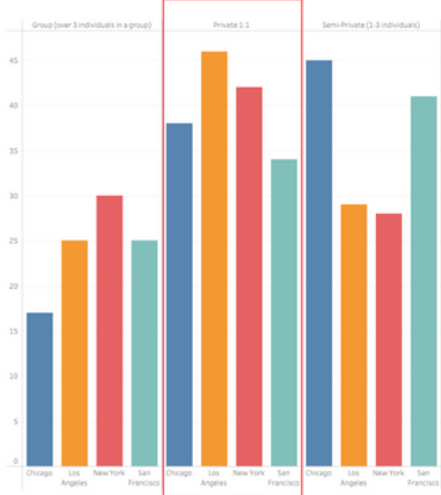
Beckie (Walsh) Euson  
Freelance Musician and Private Teacher



The findings are substantiated by a competitive analysis, revealing that providers who fail to secure new clients through competitive marketplaces are likely to exit the platform. This observation is supported by Beckie (Walsh) Euson, a Freelance Musician and Private Teacher, who shared her experience of leaving Takelessons after a year without acquiring any clients.

This suggests a desire for more independence and control over marketing efforts, which could be a common sentiment among freelancers using such marketplaces.

### Structure of the Services - Users



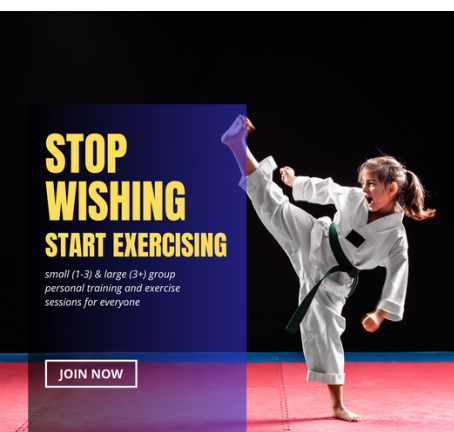


# BRAND MESSAGING AND PROMOTIONS

We successfully established branding elements for the prototyping phase. Additionally, we crafted messaging for ad copies that effectively resonated with the target audience.

Visuals tailored for Facebook, Instagram, and Nextdoor were created, and a systematic testing process was implemented. This allowed us to identify the most high-performing ad copies and gain additional insights into the audience demographics.

*Samples of visual materials were created for the client and utilized in ads and on various social media channels.*



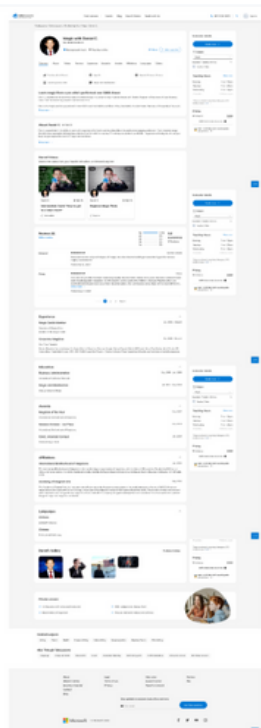
# COMPETITOR RESEARCH



Identified 10 direct and indirect competitors.

Conducted a deep analysis of the four main competitors:

- UX Design + recommendations
- Display ads, Ad Campaigns, and Ad Spend
- Users
- Pricing Strategy
- Business Model
- USP
- Conclusion: key differences and key similarities of competitive platforms; recommendations.



- Header, menu, search bar, phone number and sign in that leads to login screen

- Main Profile
- Book a lesson option

Free on-demand videos and reviews

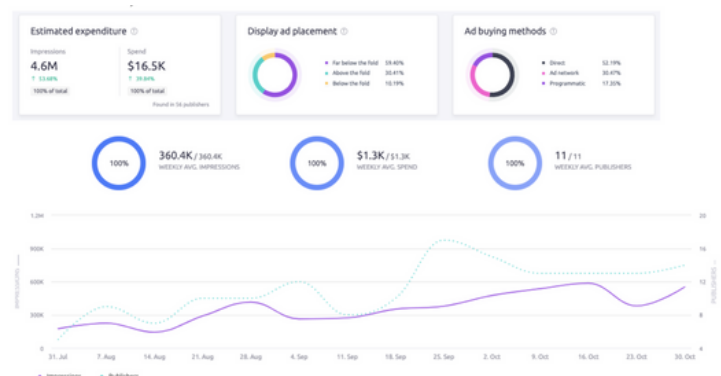
- Toggle List:
- Experience
  - Education
  - Awards
  - Affiliations
  - Languages

Photo Gallery, Languages

Takelessons info on Private Lessons they offer on the platforms and Related Subjects

Footer

Marketplaces	Takelessons	Superprof	Wyzant	Care.com
Number of Users	20 thousands	2 million	2 million	32.9 million
Made of Teaching	Online In-person	Online In-person	Online In-person	In-person
Structure	Private 1:1 Group Classes	Private 1:1 Group Classes	Private 1:1	Private 1:1
Video Conferencing Tool	TakeLessons Classroom, customized video chat software, Zoom, Google Meet, Skype, or Facetime.	Zoom, Skype, Slack, WeEx, Google Talk	Wyzant Learning Studio	Zoom and Google Meet or other tool (to connect with family and understand job details remotely)
App	iPhone and Android	iPhone and Android	iPhone and Android	iPhone and Android
Platform Fee for instructors	20%	10% + subscription	25%	\$0
Subscription	\$0	Student Pass \$49 a month	\$0	12 months: \$13 per month 3 months: \$26 per month 1 month: \$39 per month Premium Membership Tier: 6 months: \$10 per month 3 months: \$10 per month 1 month: \$20 per month
Free Trial	No	No	No	Yes
USP	Pre-recorded content: on-demand videos	Provides tutors for all age groups who want to find local or online tutors for any subject, skill, or hobby with flexible rates and schedules.	Tutors from TOP Universities	- Tax Calculator - Care.com is also provided as an employee perk by 950 firms and organizations, including Google and Facebook.







im.research

# DEVELOPING USER PERSONAS

We undertook the development of user personas for the two-sided marketplace connecting service providers and users to gain a comprehensive understanding of the distinct **needs, preferences, and behaviors** of both parties.

Creating these personas allowed us to tailor our strategies, enhance user experiences, and optimize the platform to effectively meet the diverse requirements of providers and users alike.


We used three main channels for creating buyer personas:



Meta

Additionally, we contacted potential users and conducted short interviews among service providers to cross-check the data.

*Samples of some of the user personas:*



**Ruth Thompson**

User in Personal Training and Fitness Category  
Health Issues and Chronic Pain

**Demographics:**

Age: 45+  
Gender: Female  
Occupation: Retired  
Location: New York City  
Marital Status: Widow

**About:**  
Ruth Thompson, a resilient 45-year-old retired woman from New York City, epitomizes strength and determination in her fitness journey. Ruth's commitment to holistic well-being extends beyond herself, although living alone with financial constraints, she seeks solutions and relies on the support of a caring friend.

**Health Background:**

- Osteoporosis survivor through powerlifting.
- Underwent hip replacement surgery in July 2022 and subsequent surgeries.
- Experiences chronic back pain and relies on Pilates and chiropractic care.
- Struggles with hip mobility post-surgery.

**Lifestyle:**

- Lives alone with significant health challenges.
- Relies on a friend for assistance but faces financial constraints.
- Active in seeking solutions for health issues.

**Motivations:**

- Desires to maintain and improve bone health.
- Seeks relief from chronic pain through holistic approaches.
- Values independence and self-care.


**Challenges:**

- Faces financial constraints for caregiving services.
- Struggles with mobility post-hip surgery.

**Marketing Message**

🔥 **Defy the Odds, Embrace Strength** 🔥  
Don't let health setbacks define you. Discover the transformative power of weightlifting and Pilates for bone health. Just like Ruth, who battled osteoporosis, you too can regain control and vitality. Join small (1-3) & large (3+) group personal training and exercise sessions nearby. Sign up before they're booked!

🌟 **Reclaim Your Mobility, Rediscover Life** 🌟  
Say goodbye to chronic pain and mobility issues. Our Pilates, Yoga, Fitness classes have proven results, helping individuals recover from surgeries, strengthen muscles, and improve posture. Join small (1-3) & large (3+) group personal training and exercise sessions nearby. Sign up before they're booked!



**Emily Bay**

User in Personal Training and Fitness Category  
Online Workouts

**Demographics:**

Age: 30+  
Gender: Female  
Occupation: Social Services  
Location: Chicago  
Marital Status: Dating

**About:**  
Meet Emily, a 32-year-old fitness enthusiast and a recent Club Pilates member turned at-home workout seeker. Emily values her fitness routine but has decided to prioritize cost savings, leading her to explore online workout alternatives. Seeking the convenience of home workouts, she recently attempted a YouTube Pilates video with Nicole but found herself struggling with motivation and self-consciousness in her living room. Emily appreciates clear instructions and a suitable pace but is looking for ways to overcome the feeling of self-consciousness during solo home workouts. She is open to advice and solutions that will help her maintain a consistent and effective fitness routine within the comfort of her home. Emily's primary goal is to find engaging online workouts that not only match her fitness needs but also address the challenge of feeling self-conscious during at-home sessions.

**Health Background:**

- Her main motivations is to be healthy and fit

**Lifestyle:**

- The presence of a boyfriend suggests a shared lifestyle and possibly shared fitness goals
- As someone working in social services, Emily likely navigates a busy schedule, requiring flexibility in her workout routine.



*Thank you!*

Inspired by SplitMart's success story?  
Get in touch with us to start your journey toward  
outstanding results.

*Stay in touch!*



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