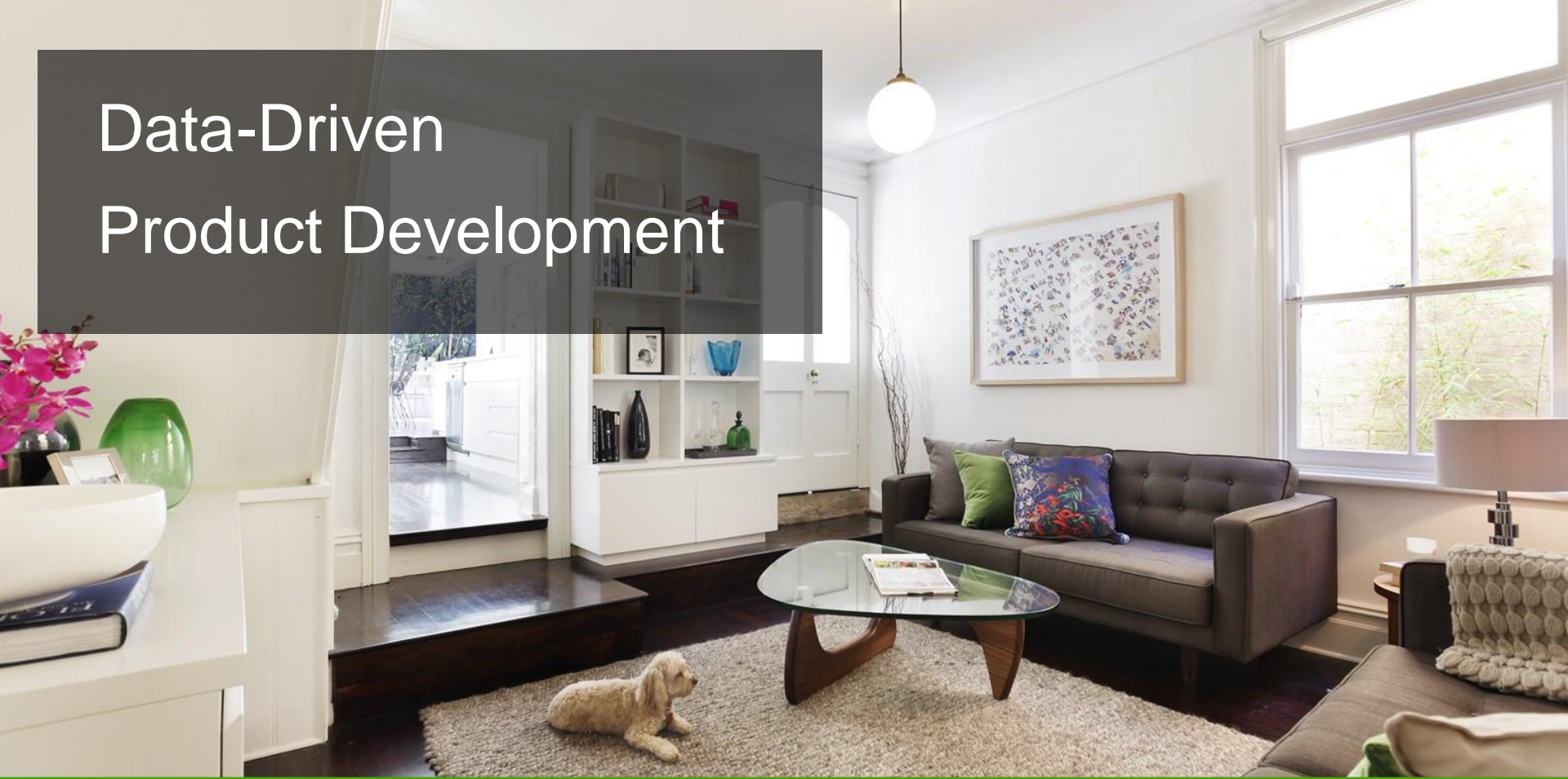


Data-Driven Product Development





➤ Introduction

Approach

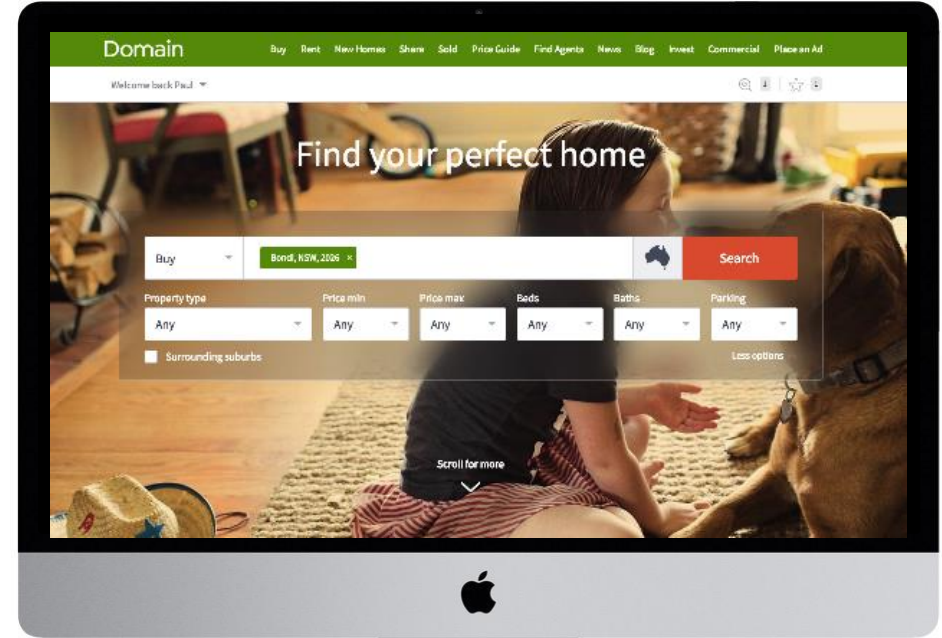
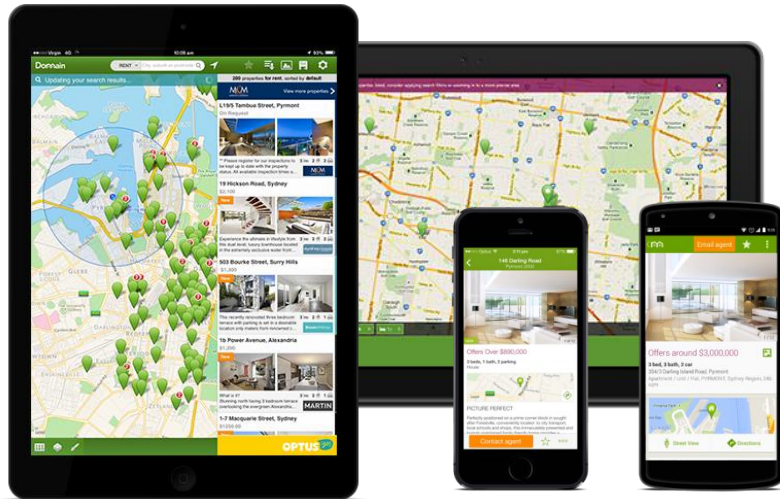
Implementation

Putting it in action

Going mobile

Learnings

Domain





Desktop website

The screenshot shows the Domain.com.au desktop homepage. At the top, there's a navigation bar with categories like NEWS, JOBS, REAL ESTATE, CARS, FINANCE, MOBILE, DATING, TRAVEL, and WEATHER. Below this is a secondary navigation bar with 'Dornainbusiness', 'commercial', and 'Dornainrural'. The main header features the 'Domain' logo and a search bar. A large green banner reads 'Search to buy' with a search input field and a map of Australia. Below the search bar, there are sections for 'My Domain', 'Recent Searches', and 'Latest Matches'. The 'Latest Matches' section features two property listings: 'KENSINGTON - From \$815,000, VISIT THE DISPLAY AND REGISTER TODAY' and 'HOMEBUSH'. At the bottom, there are several promotional banners for services like 'DHA 133 342 Defence Housing Australia', 'st.george Want a great fixed rate?', 'inet Working from home', and 'MORTGAGE HOUSE 133 144 How much can I borrow?'.



The screenshot shows the Domain.com.au mobile website homepage. The top navigation bar is green with the 'Domain' logo and links for Buy, Rent, New Homes, Share, Sold, Price Guide, Find Agents, News, Blog, Invest, Commercial, and Place an Ad. Below the navigation bar, there's a search bar with a dropdown menu set to 'Buy' and a value of '2132'. A large image of a woman sitting on a rug with a dog is the background for the main content area. The text 'Find your perfect home' is overlaid on the image, along with 'We have 346,861 for you to choose from'. Below the image, there's a 'Scroll for more' indicator. At the bottom, there are several promotional banners: 'Looking to invest in property? We can help', 'Buy smarter with Saturday's auction results and price guides', 'SPOIL YOURSELF WITH A LITTLE LUXURY' featuring Hyundai cars, 'Dr Wilson discuss Buying with Karl on the Show', and 'Complete Home Buyers' Guide'.

Desktop Website



Home Buy Rent New Homes Share Sell Price Guide Find an Agent News & Advice Invest My Domain

Home > Property For Sale > NSW > Sydney Region > Beecroft > 121 Copeland Road Beecroft

121 Copeland Road Beecroft Real property ID:

belle PROPERTY More properties from the agency

121 Copeland Road Beecroft 4 beds, 2 baths, 4 parking
 Auction - price guide over \$1,450,000



Photos (7) Floor Plans (1) Lot/air map Street View



Your Notes Add note

Timeless elegance with comfort and convenience

Lifestyle - This distinguished and charming 1920's residence has been tastefully renovated and extended with the utmost consideration for attention to detail. It's rich with space and light and features amazing 10th carriage and excellent indoor/outdoor flow. Holding an impressive 1.211 Pagar parcel with an elite north rear aspect, the moments from quality schools, village shops and Beecroft station.

Accommodation - Strategically vast interiors include multiple living spaces with an elegant lounge room, open-plan marble kitchen, casual dining plus a lesser most versatile room. There are four well proportioned bedrooms including a grand master with sitting area plus a large study / home office. An oversized four-car garage has abundant storage and internal access and there are two stylish bathrooms plus a powder room.

Features - 11 frod glass doors open out to a peaceful undercover alfresco and private sunlit lawn providing the ideal place for relaxed entertaining. Air conditioned throughout, the home boasts several period details including original fireplace and ornate light fittings. Modern updates are the spotted path timber floors, Australian red cedar masterpiece, ducted r/c system, convection stove and security alarm.



Belle Property Castle Hill

Phone this advertiser

Email this Agent

Justin Lowery
 Belle Property Castle Hill
 02 83 81 81 81

Andrew McDermott
 Belle Property Castle Hill
 02 83 81 81 81

Subject: 121 Copeland Road Beecroft

Your name:

Your email:

Your phone number:

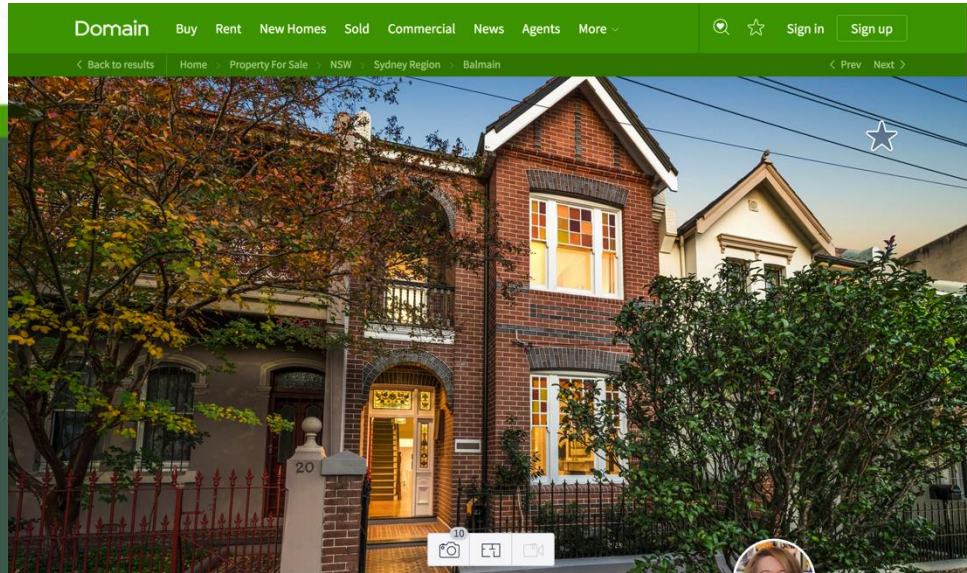
Your home postcode:

Enquiry:

- Could I see a price guide?
- What is the property size?
- What are the inspection times?
- What are the strata fees/levies?
- Other?

We are looking for this information?

Send my enquiry



Auction - Price Guide over \$2,250,000

22 Montague Street, Balmain NSW 2041

3 Beds 2 Baths 2 Parking

'Cornubia' - Rich in style and tradition

Lifestyle - Flawlessly presented, 'Cornubia' boasts a stately Federation pedigree beautifully accentuated by original period features and stylish contemporary design. Its spacious two storey layout captures city skyline views while showcasing elegant living spaces, private outdoor entertainment areas and premium designer finishes. A superb retreat in a highly regarded setting, it is only one block to Darling Street boutiques, cafés and restaurants and enjoys rapid access to Sydney CBD

Accommodation - Rich in tradition, the formal double living room is enhanced by high ornate ceilings, antique gas fireplaces and parquet floors. An extension beyond accommodates a casual living space and deluxe gas kitchen with high quality Caesar stone surfaces, European appliances and an island bench. Bi-folds reveal a wraparound deck crafted around soaring ornamental palms and upstairs, three oversized bedrooms are served by a split bathroom with chic Caesar Stone finishes. Second



Monique Dower
 Belle Property Balmain

Call



Email agent

iPhone

Domain 4:24 PM
ilter.dumduz@f...xmedia.com.au

Featured Properties

Raine6Home.

14/106 Campbell Parade, Bondi
For Sale 2

2/87 Roscoe Street, Bondi Beach
Auction - 17 September 2013 1

10/261 Old South Head Road, Bo
Auction - 11 September 2013 2

53 Yanko Avenue, Bronte
AUCTION 4 2 1

Auction Details

Sat 5-Oct-13 12:00PM
Location: On site



Domain 2:31 pm
55 results Buy

**28 Hillcrest Avenue
GLADESVILLE 2111**
McGrath

43 Mons Street, Russell Lea
4 beds 2 baths 2 parking

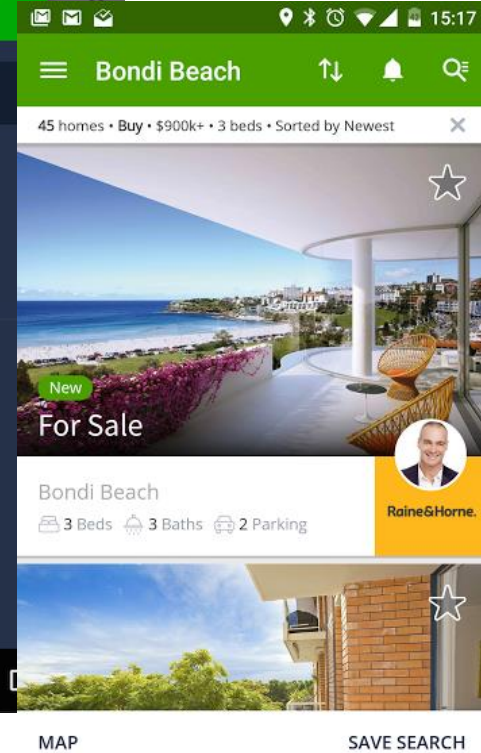
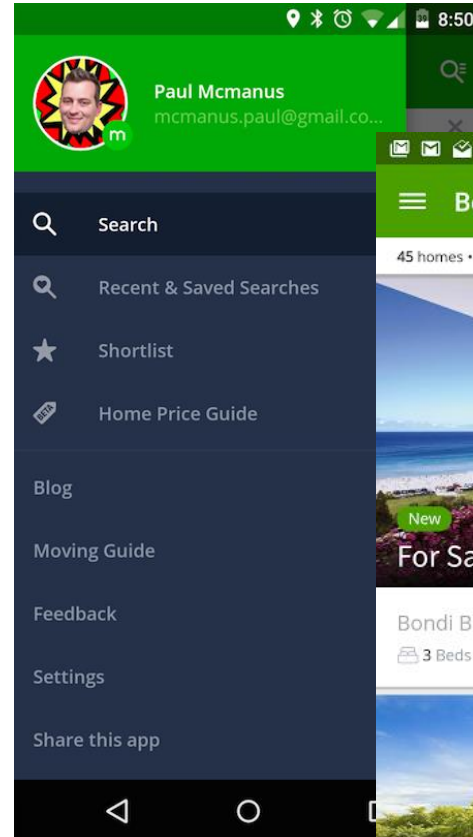
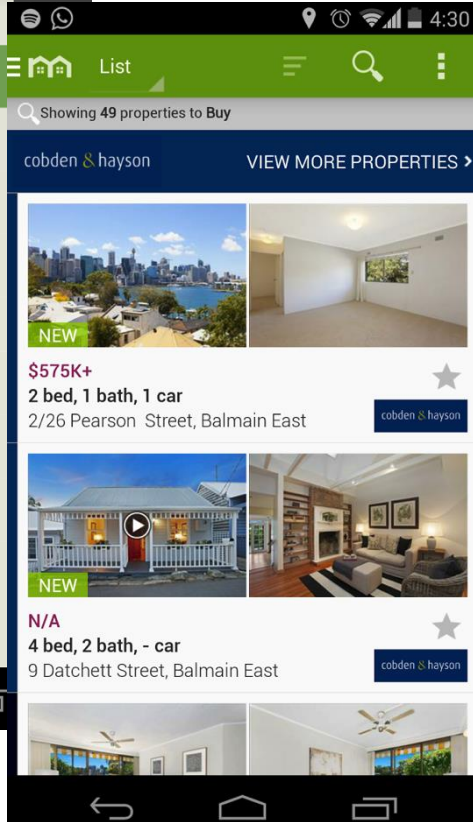
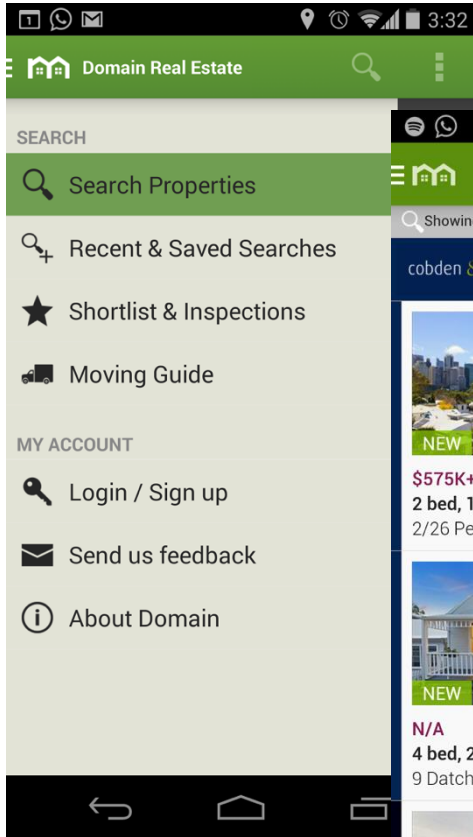
346 Maroubra Road, Maroubra
AUCTION

Auction, price guide over \$1,800,000
4 beds, 2 baths, 2 parking
834.00, House

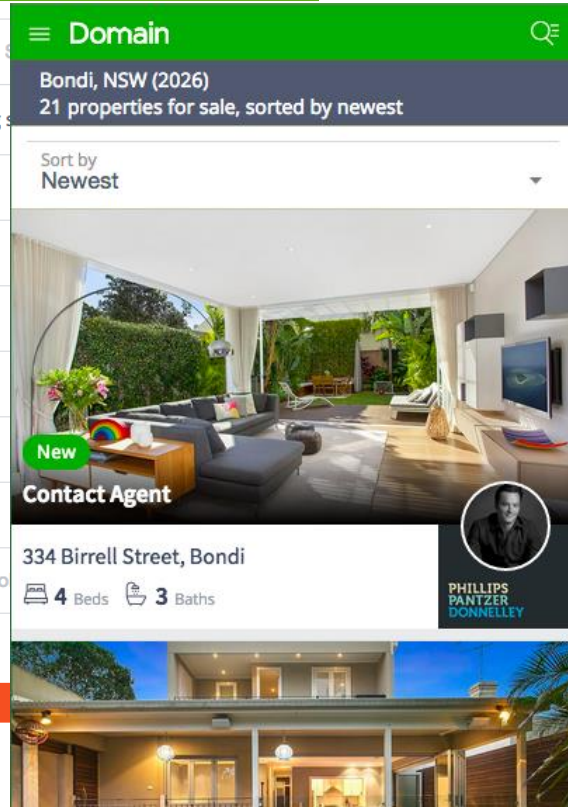
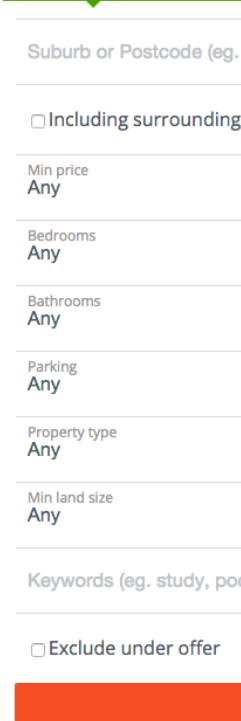
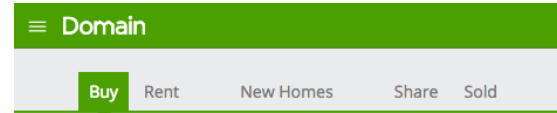
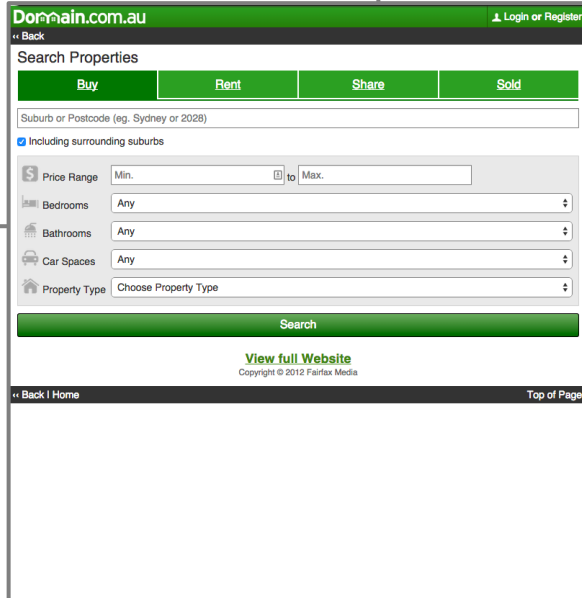
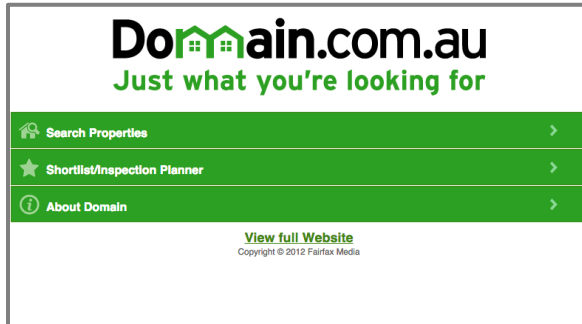
Character home infused with modern family style
Effortlessly fusing period character with modern style, 'Dungowan' c1919 is a full brick home enviably positioned on the high side of the street within the Hunters Hill Municipality. It's set over 834sqm just footsteps to a cul-de-sac park and city buses.

Contact Agent

Android



Mobile website



Domain Now

- Major improvements, with no major releases
- While growing audience and revenue

So how did we do it?



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We believe.

- Product manager & their team = success
- Identify success with metrics & measurement.
- If we can't measure it, we can't improve it.
- Must deliver fast & learn fast.

Initial approach

- Set goals & use actionable metrics.
- Instrument to measure, track & learn.
- Identify the features to improve first.
- Improve these features quickly & iteratively.

Feature analysis.

Which features did
we start with ?

Low



IMPORTANCE

High

Feature Analysis

FREQUENCY OF USE

Domaingroup

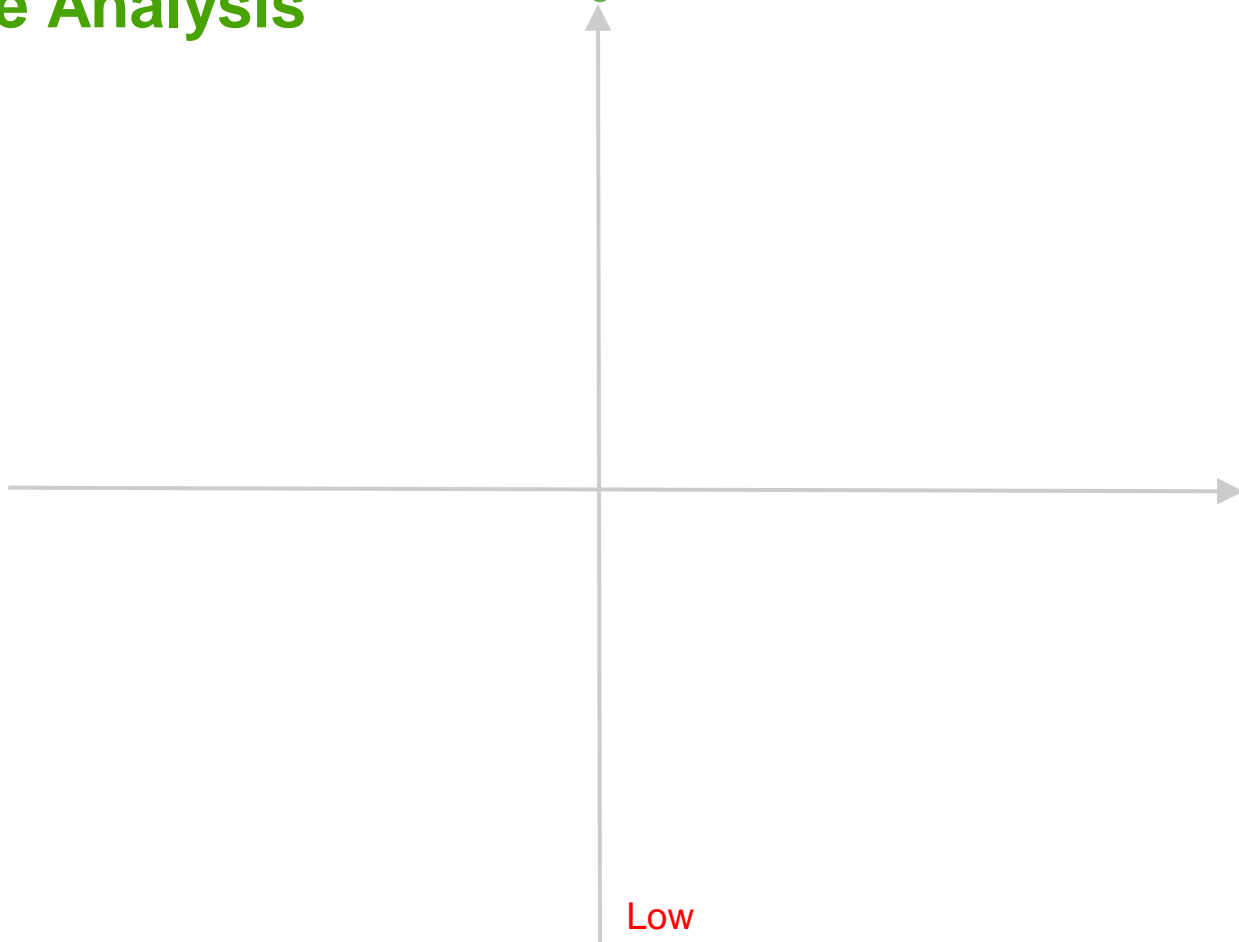
High

IMPORTANCE

Low

High

Low



Feature Analysis

FREQUENCY OF USE

Domaingroup

High

High value features.
Invest

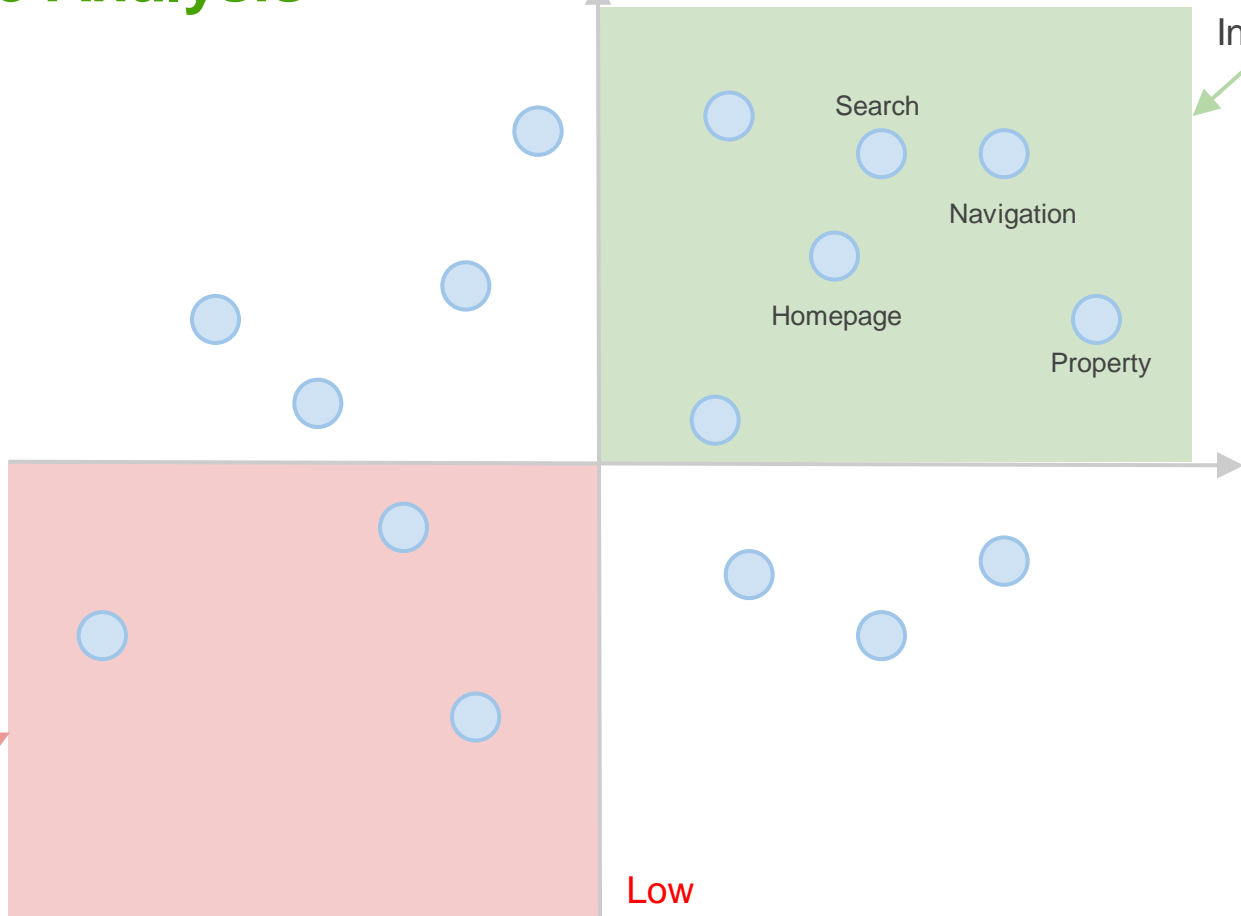
Low

Low value features.
Sunset

Low

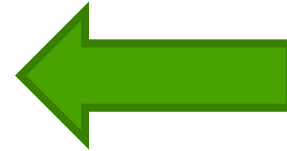
IMPORTANCE

High



Types of ideas.

$\frac{1}{3}$ positive effect



$\frac{1}{3}$ neutral effect

$\frac{1}{3}$ negative effect

Book: The Lean Enterprise

Our Sprints.

Each sprint idea's (stories) move through 4 steps.



We ship instrumented experiments !

We love & trust data.

- Validate ideas at scale in production.
- Many real users vs a few users.
- Use data gleaned from actual usage.
- New insights unearthed for future planning.

So how did we get started ?

A modern, two-story house at night, illuminated from within. The house features large glass windows and a balcony. In the foreground, there is a swimming pool and a patio area with a wooden bench. The sky is dark blue.

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Google Analytics

Web Analytics



Database Logs



logstash

Server Logs

Killing Radar Search

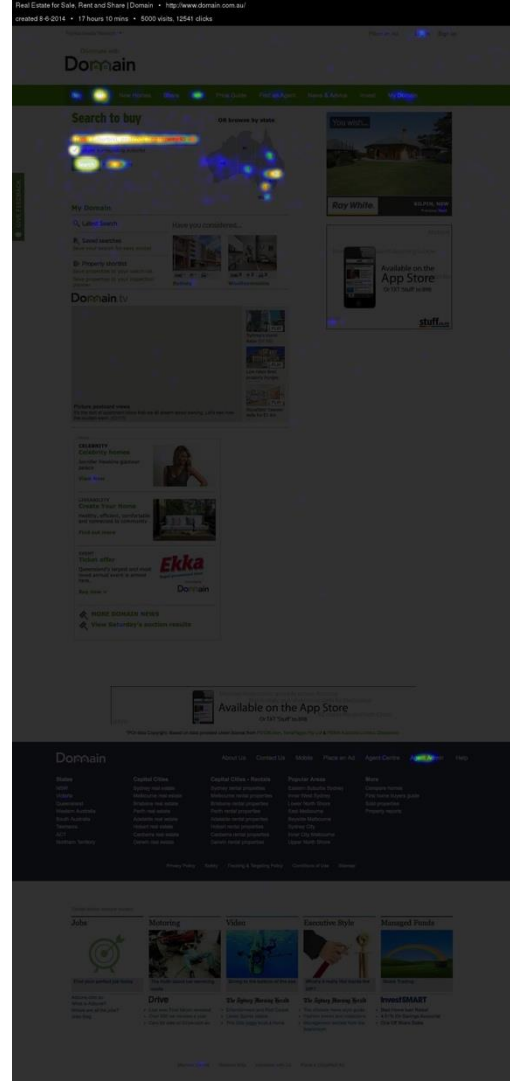
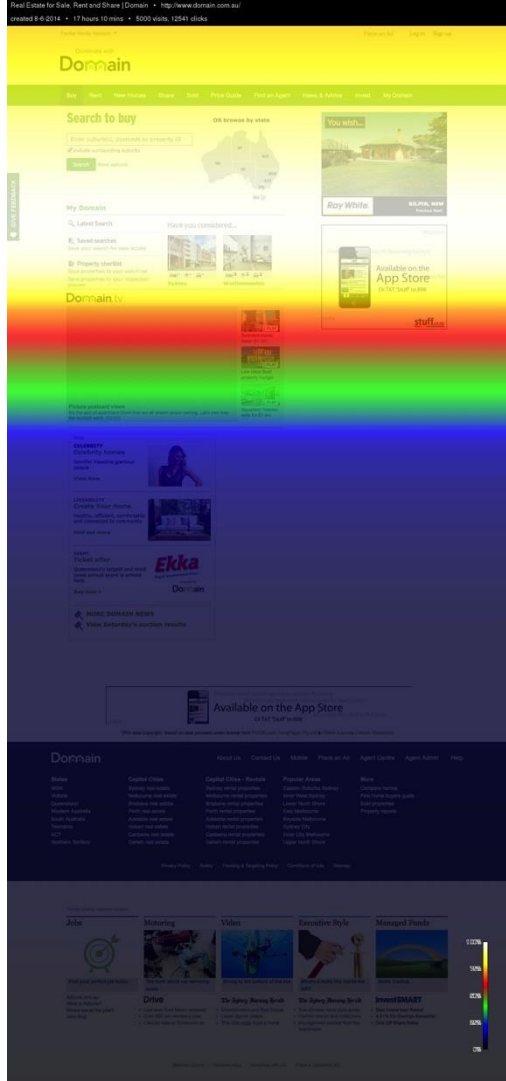
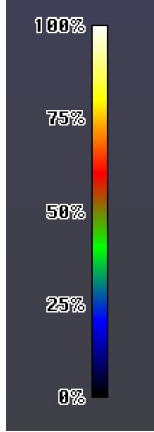
- Large dev effort to re-build
- GA data showed very low usage (0.3% of searches)
- ‘Schools’ was most popular

The screenshot shows a search filter interface with the following sections:

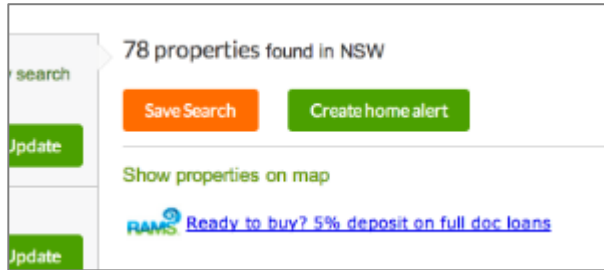
- Keyword**: A section for entering search terms.
- Property Features**: A dropdown menu currently set to "Any".
- Live near to**: A section with a list of checkboxes for various amenities:
 - Schools
 - Railway Stations
 - Shopping Centres
 - Parks
 - Community Facilities
 - Entertainment
 - Restaurants
 - Cafes
- Near is**: Radio buttons for "Important" (selected) and "Nice to have".
- How close?**: A dropdown menu set to "Within 2km".
- Additional filters**: A list of checkboxes for "Recreation Centres", "Health Care", and "Emergency Services".
- Update**: A green button to apply the selected filters.
- Live away from**: A dropdown menu currently set to "Any".

Optimization Platforms

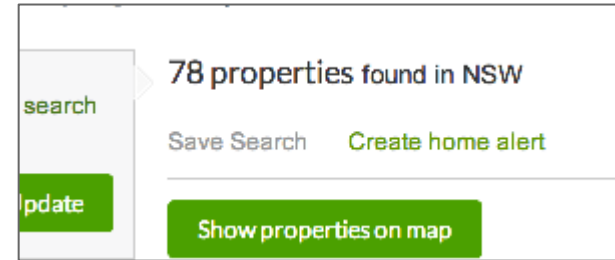




Swapping Links for Buttons

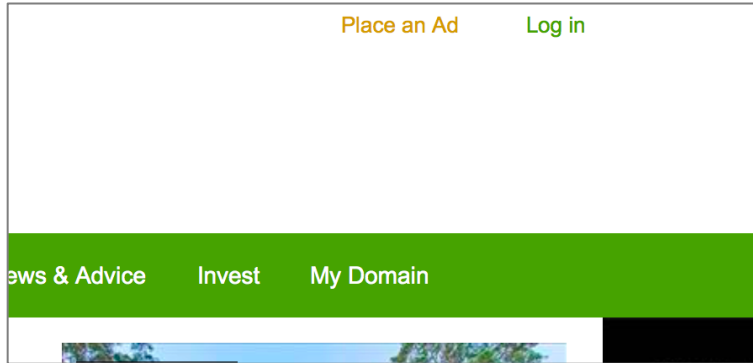


VS

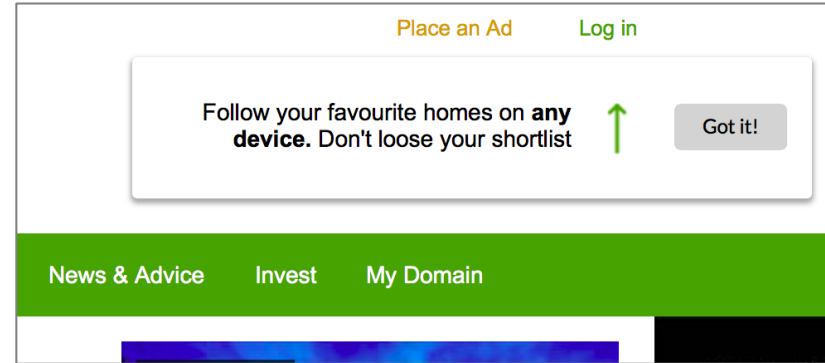


Hypothesis: Changing “Create home alert” to a text link will achieve higher conversion.

Calling out the login button



VS



Hypothesis: Adding a call out to the "Log In" link will generate more log ins.

Optimization Platforms

- ✓ Quick to implement
- ✓ Quick to get results
- ✓ Pre-built reports
- ✓ No dev skills required
- ✗ Easy to make mistakes
- ✗ Performance hit
- ✗ Presentation glitches
- ✗ No dev skills required

Time to get serious....

Feature Flagging



Implementation

```
1 @if (FeatureToggle.Enabled("MSiteNewSearchResults"))
2 {
3     <ul class="properties clearfix" id="ul-listings-results">
4         @foreach (var model in Model)
5         {
6             Html.RenderPartial("NewStuff");
7         }
8     </ul>
9 }
10 else
11 {
12     <ul class="properties clearfix fourteen" id="ul-listings-results">
13         @foreach (var model in Model)
14         {
15             Html.RenderPartial("OldStuff");
16         }
17     </ul>
18 }
```

Check the flag

New logic

Original logic

Domain Switchboard

Switch Board

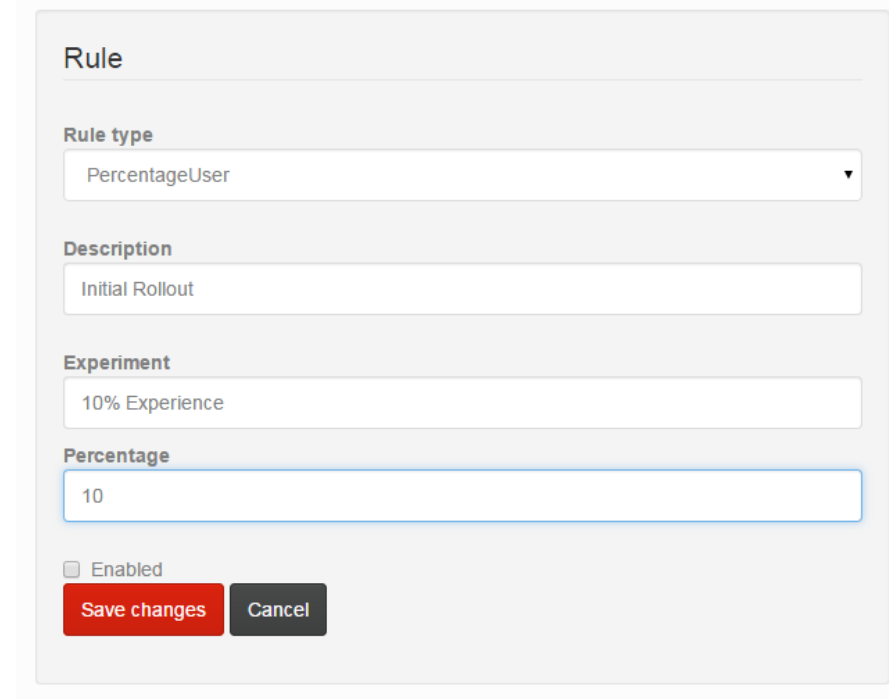
pmcmanus ▾

[+ Add Feature](#)

Flag Name	Description	Rule Applied	Status	Created Date	Action
Agency Clearance Flow			<input type="checkbox"/> OFF	3/25/2015 11:16:25 AM	Edit Delete
Agent Profile: Profile bio text section			<input checked="" type="checkbox"/> ON	5/20/2015 4:26:26 PM	Edit Delete
Agent Profile: Show Facebook Url			<input checked="" type="checkbox"/> ON	2/26/2015 10:43:09 AM	Edit Delete
Agent Profile: Show Twitter Url			<input checked="" type="checkbox"/> ON	2/26/2015 10:43:16 AM	Edit Delete
Agent Profile: Template V2			<input checked="" type="checkbox"/> ON	2/26/2015 10:59:19 AM	Edit Delete
Agent Profile: Video section			<input checked="" type="checkbox"/> ON	2/26/2015 10:43:22 AM	Edit Delete
AgentProfile			<input checked="" type="checkbox"/> ON	8/7/2014 6:25:01 PM	Edit Delete
Airbrake.io			<input type="checkbox"/> OFF	4/23/2014 11:08:54 AM	Edit Delete
Back To Search Result			<input checked="" type="checkbox"/> ON	3/19/2015 2:59:06 PM	Edit Delete
DisableDynamicImages			<input type="checkbox"/> OFF	3/3/2015 2:46:42 PM	Edit Delete
Display Ads (desktop)			<input checked="" type="checkbox"/> ON	6/5/2014 11:21:49 AM	Edit Delete

Rules


- On/Off
- Percentage
- Logged In Status
- User Groups
- .. and more to come



The screenshot shows a 'Rule' configuration form with the following fields and controls:

- Rule type:** A dropdown menu with 'PercentageUser' selected.
- Description:** A text input field containing 'Initial Rollout'.
- Experiment:** A text input field containing '10% Experience'.
- Percentage:** A text input field containing '10'.
- Enabled:** A checkbox that is currently unchecked.
- Buttons:** A red 'Save changes' button and a dark grey 'Cancel' button.

See: <http://tech.domain.com.au/2015/05/feature-flagging-framework/>

A modern living room with a large window, a bookshelf, and a sofa. The room is well-lit and features a mix of contemporary and traditional decor. A large window on the left side of the room offers a view of a cityscape. In the foreground, a dark blue sofa is adorned with patterned and solid-colored pillows. A low, dark coffee table sits in front of the sofa. To the right, a long, dark wood bookshelf is filled with books and decorative items, including vases and framed art. A small table with a telescope and other decorative objects is visible in the background. The overall atmosphere is sophisticated and comfortable.

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Visible: Homepage opt-in/out

Domain

Buy Rent New Homes Share Sold Price Guide Find Agents News Blog Invest Commercial Place an Ad

Welcome back Irene ▾

🔍 1 | ☆ 3

Domain has a new and improved homepage! [Try it now](#)

Search to buy

Parramatta, NSW ×

Include surrounding suburbs

Price Range Any ▾ Any ▾
 Property Type Any ▾
 Bedrooms Any ▾
 Bathrooms Any ▾
 Car Spaces Any ▾

Close to...
 Rail Stations
 Childcare
 Shopping Centres
 Parks
 Restaurants
Stay away from...
 Railway lines
 Power Stations
 Rubbish Dumps
 Airports

Search [Less options](#)

OR browse by state



SHOWN FIRST TO ONLY 10% OF USERS.

USERS CAN CHOOSE TO TRY A NEW EXPERIENCE

MEASURED OPT-INS

Welcome to Domain's new homepage

Got feedback?

Take a tour

Back to original

Find your perfect home

We have 323,530 for you to choose from

MONITORED
FEEDBACK

MEASURED HOW
MANY USERS
WENT BACK

TRENDS...

"OPT OUT"

Buy

Search by region, suburb or postcode

Search

More options

Find your perfect home

We have 348,432 for you to choose from

Buy

Balmain, NSW, 2041



Search

Surrounding suburbs

[More options](#)

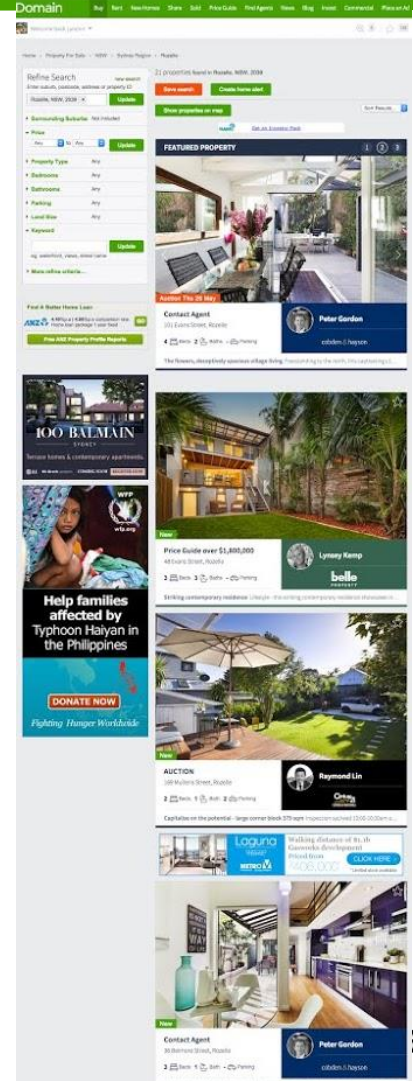
MAP IS BACK
&
USAGE IS
MEASURED

Scroll for more



Invisible: 5 more results

- Insight: Users don't go beyond pg 1
- Idea: 15 results p.page v 20 results
- Metrics: leads & views - CR
- Exposed to small % of audience



SEARCH RESULTS PAGE NUMBER - VIEWS

Invisible: 5 more results

- Search Page Views - Dropped 5.5%
- Property Page Views - Increased 4.6%
- Email Enquiries - Increased 3.4%

Small change + Big Impact + Valuable Insights



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➤ **Going mobile**

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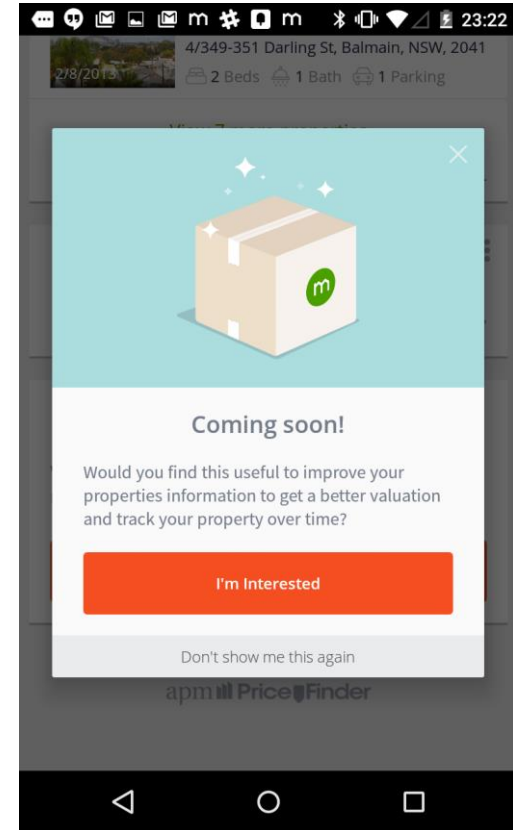
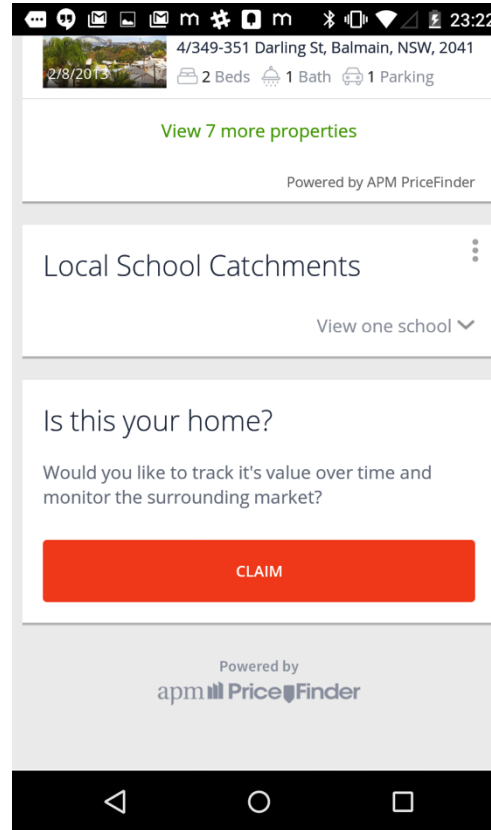
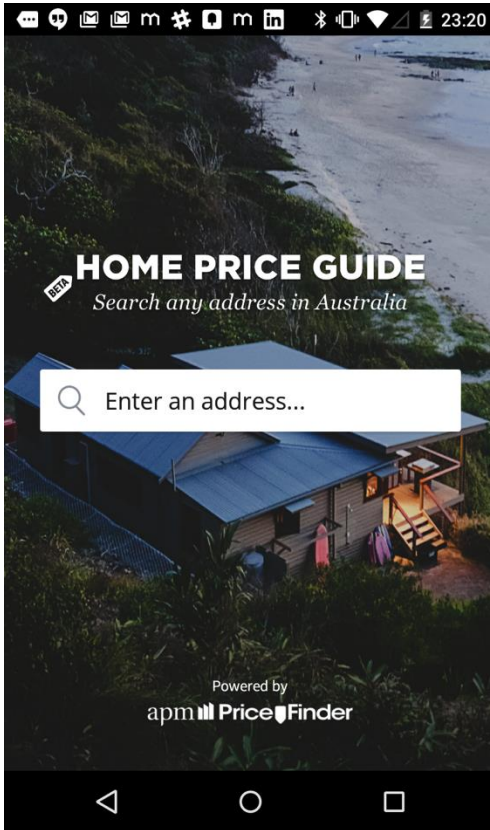
Mobile A/B Testing



The banner features the Amazon logo in the top left corner. Below it, four Erlenmeyer flasks are arranged in a row. The first flask on the left contains green liquid and has circular icons for the Amazon 'a' logo, the Android robot, and the text 'iOS' positioned in front of its base. The second flask contains blue liquid. The third flask contains orange liquid and has a large black circular icon with a white checkmark on top of its neck. The fourth flask on the right contains yellow liquid.

**A/B Testing
(Beta)**
An easy way to run in-app
experiments

Mobile - Button to nowhere test

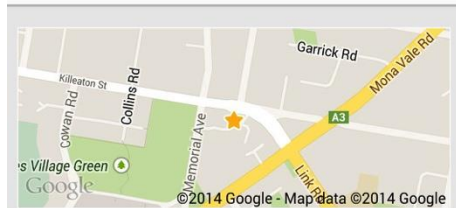


Android A/B Test



Offers above \$700,000 

2 beds, 2 baths, 1 parking
653/17-19 Memorial Ave, St Ives
Apartment / Unit / Flat, St Ives, Sydney Region



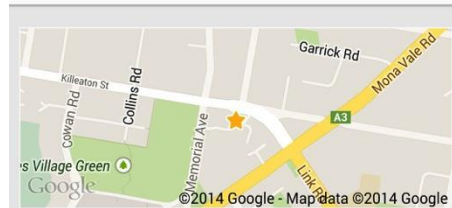
[Street View](#) [Directions](#)

Spacious & Sunny North West 



Offers above \$700,000 

2 beds, 2 baths, 1 parking
653/17-19 Memorial Ave, St Ives
Apartment / Unit / Flat, St Ives, Sydney Region



[Street View](#) [Directions](#)

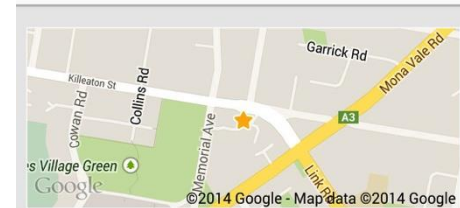
 [Email Agent](#)

Spacious & Sunny north west?



Offers above \$700,000 

2 beds, 2 baths, 1 parking
653/17-19 Memorial Ave, St Ives
Apartment / Unit / Flat, St Ives, Sydney Region

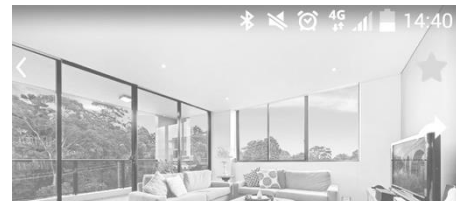
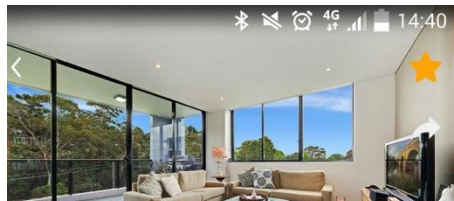


[Street View](#) [Directions](#)

[Email Agent](#)

Spacious & Sunny North West?

Android A/B Test



1. Enquiry sent 

Variation	# of Views 	# of Conversions 	Conversion Rate 	Change 	Confidence 
Variation A (Control)	53,781	514	0.96% ±0.07%	—	—
Variation B	86,397	1,087	1.26% ±0.06%	▲ +31.64%	100.00% 
Variation C	92,586	1,137	1.23% ±0.06%	▲ +28.49%	100.00% 

[Back to Summary](#)



Street View Directions

Spacious & Sunny North West



Street View Directions

 **Email Agent**

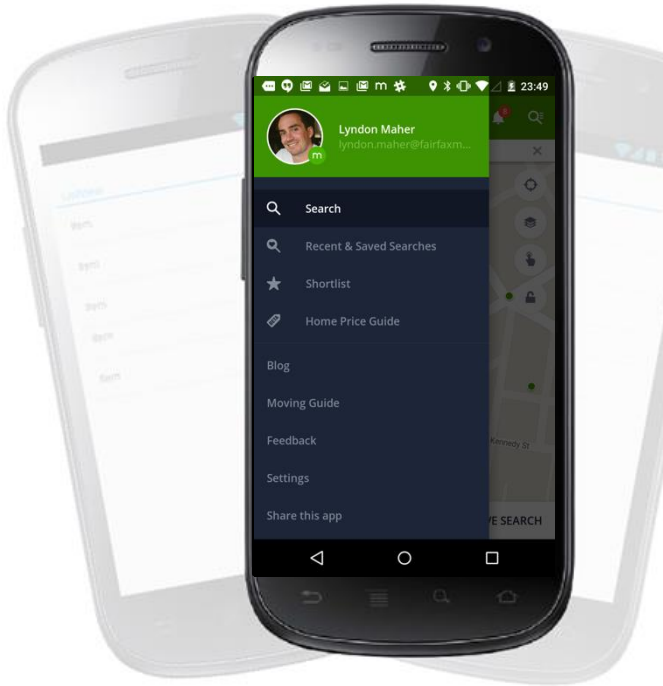
Spacious & Sunny north west



Street View Directions

Email Agent

Mobile Tech



23:38

FEATURE TOGGLES

- Chaos mode OFF
- Trending OFF
- Similar Properties ON
- Photosphere demo OFF
- School error comment OFF
- Show all Catchments OFF
- Show user profile ON

DEBUG PREFS

- Enable Stetho OFF

23:44

23:44

Retrofit log level
BASIC

Use mock AB test manager ON

EXPERIMENT VALUES

rate_app_dialog: dialog_type

- no
- yes

Cancel

ACTIONS

- Backup database
- Clear preferences
- Clear histories

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Getting Started



Changing culture



Changing culture

Browse by state confusion

Created by Stuart Bargon, last modified on Jun 06, 2014

Status	COMPLETED
Where	Desktop
Result	4% of people are confused about how the browse map works

Goal

There is a view that some people get confused and think that the search and the browse map are the same thing. i.e. if i select 2 bedrooms and the click NSW it will show me 2 Bedroom places in NSW. Try a variation to see if it can clarify that they are separate.

Variations

Original

Search to buy

[Advanced Search](#)

OR browse by state

Include surrounding suburbs

Search

[More options](#)



Conclusion / Highlights

Data-driven product development:

- Agile + Tools + Data.
- Move quickly and learn things.
- Cultural change. A new way of working.

Thanks

Thanks



Lyndon Maher

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@lyndon_maher



Paul McManus

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@paul_macca

<http://tech.domain.com.au>