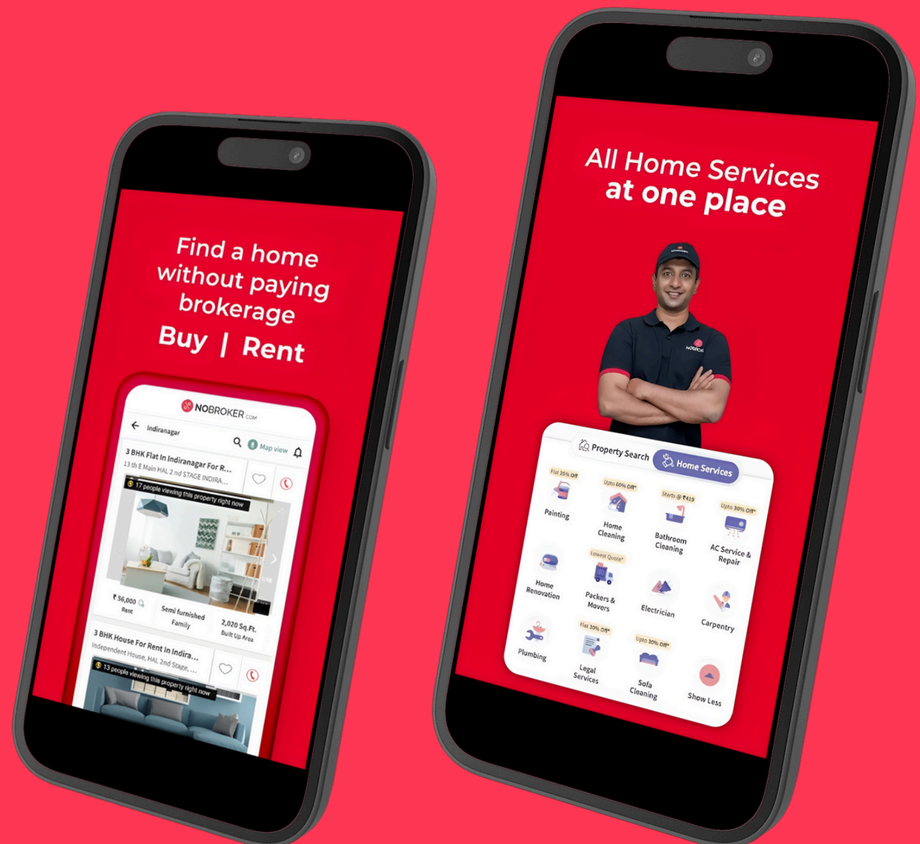
nextleap

Product Teardown and Improvements

NOBROKER



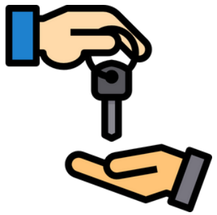
Overview

NoBroker is an Indian prop-tech startup founded in **2014** that revolutionizes real estate transactions by eliminating brokers. It provides a seamless, **brokerage-free** platform for renting, buying, selling properties, and accessing **home services**.

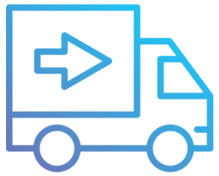
Services Offered



Renting



Buying/Selling



Packers & Movers



Home Services



Financial Services

Business Model

a. Subscription Plans: The platform offers various subscription plans for property owners, which grant them access to different features and services, such as increased listing visibility and priority customer support.

b. Tenant Plans: NoBroker offers subscription plans for tenants, allowing them to access premium listings, avail priority customer support, and get personalized recommendations.

c. Transaction Fees: The company charges a nominal transaction fee from property owners for successful deals closed on the platform.

d. Value-added Services: NoBroker earns commissions from home service providers, financial institutions, and other partners for services availed by its users.

Market Analysis

Sector
PropTech

Market Size
$2 Billion (2024)

CAGR (24-30)
20%

NoBroker Revenue
609 Cr (2023)

Total Users
2 Cr+

Key Players

Urban Company

99 acres

magicbricks
India's No.1 Property Site

Target User

- Millennials and Gen Z
- Urban Professionals
- Property Owners & Landlords
- Real Estate Buyers

User Personas



Name: Rahul Sharma
Age: 28
Profession: Software Engineer
Location: Bengaluru
Income: ₹12,00,000 per year

Characteristics:
- Tech-savvy
- Time-constrained
- Independent

Goals:
- Find a rental property near his workplace within a budget of ₹25,000/month.
- Avoid paying hefty brokerage fees.
- Complete the rental agreement digitally.

Pain Points:
- Brokers demanding excessive fees for subpar properties.
- Difficulty in finding genuine listings online.
- Time constraints for property visits due to a busy work schedule.



Name: Priya Mehta
Age: 42
Profession: Entrepreneur
Location: Mumbai
Income: ₹18,00,000 per year

Characteristics:
- Organized
- Risk-averse
- Tech-friendly

Goals:
- Rent out her 2BHK flat in Andheri to a reliable tenant.
- Ensure quick tenant screening & rent agreements.
- Minimize property downtime & maximize rental income.

Pain Points:
- Dealing with unverified tenants and delayed rent payments.
- Involvement of brokers demanding commission for every new tenant.
- Time-consuming tenant management processes.



Name: Ankit Gupta
Age: 35
Profession: Marketing Manager
Location: Pune
Income: ₹15,00,000 per year

Characteristics:
- Family-oriented
- Budget-conscious:
- Cautious

Goals:
- Purchase a 3BHK apartment in Wakad within a budget of ₹70 lakhs.
- Get assistance with home loans and legal documentation.
- Avoid hidden costs and brokerage fees.

Pain Points:
- Lack of transparency in property pricing with brokers.
- Struggles to find properties within his budget.
- Uncertainty about the credibility of listings and sellers.



Name: Vijay Desai
Age: 50
Profession: Business Owner (Retail)
Location: Ahmedabad
Income: ₹25,00,000 per year

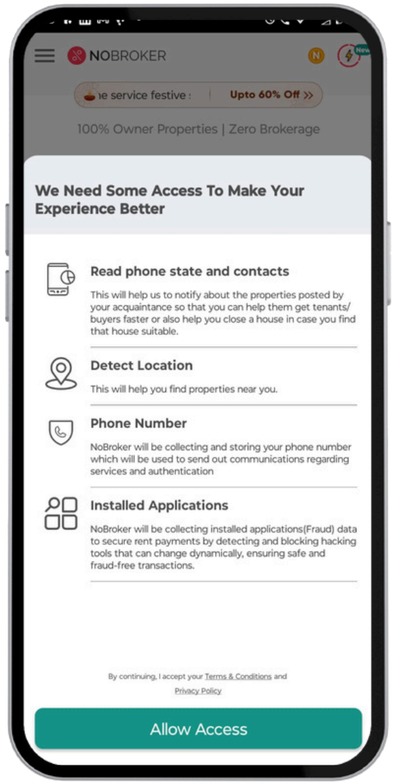
Characteristics:
- Experienced Investor
- Risk-taker
- Informed Decision-Maker

Goals:
- Purchase residential and commercial properties for investment purposes.
- Explore new markets for rental income and potential capital appreciation.
- Avoid brokers and commission fees.

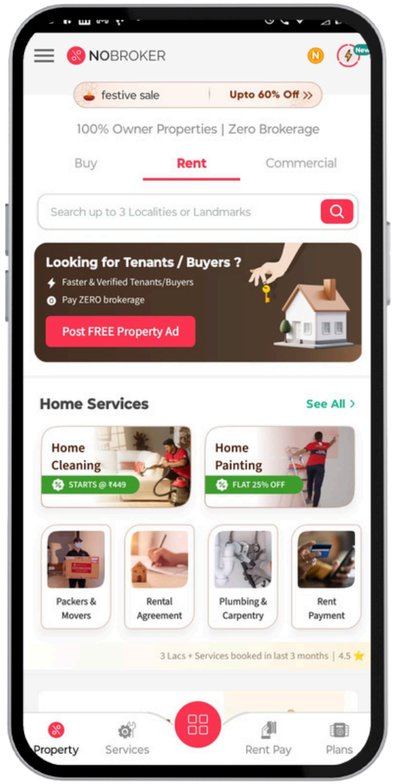
Pain Points:
- High brokerage fees and hidden charges in real estate transactions.
- Difficulty finding properties with clear and transparent pricing.
- Lack of reliable information on property history and valuation.

User Journey Mapping

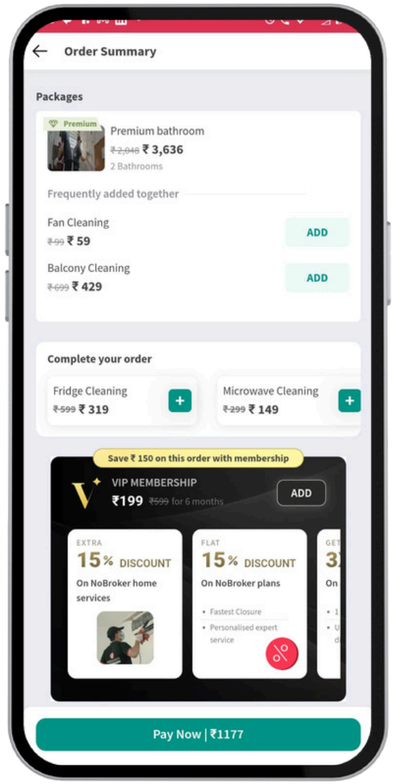
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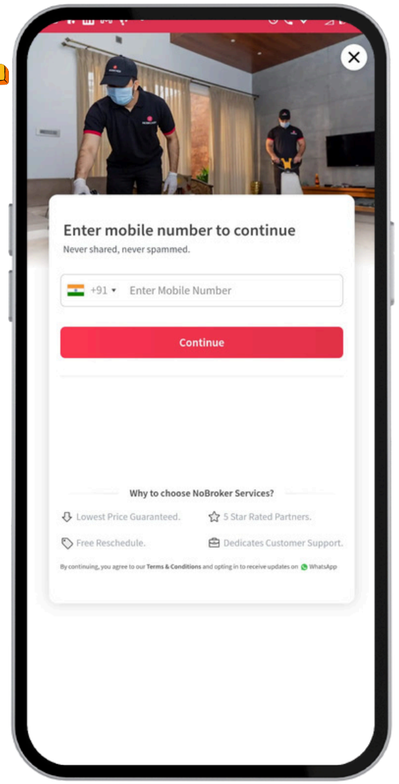
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3



4



Steps

Opens NoBroker App

Looks for desired category

Selects Service

Enters Mobile Number

Emotions

Installed Applications Permission? 🤔

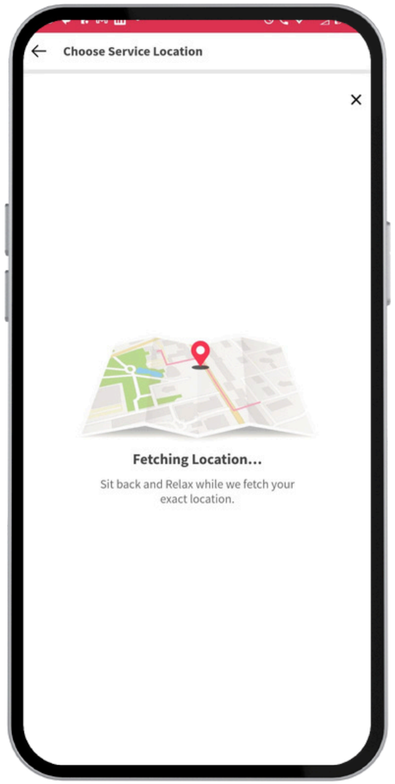
too-many options where is my req. category? 😵

My required service is present. 😊

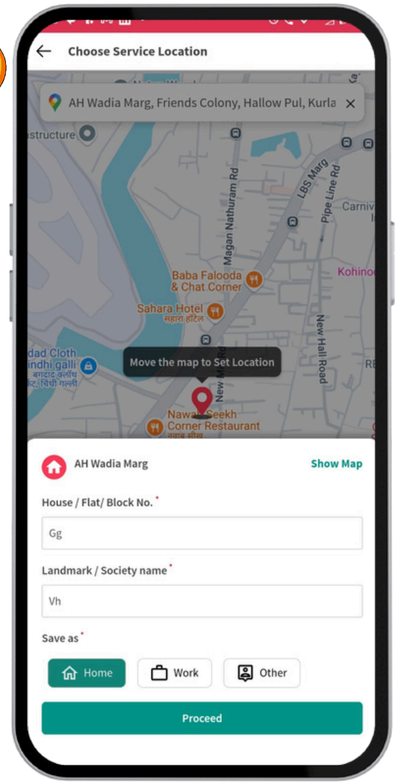
Pleasing design 😍

User Journey Mapping

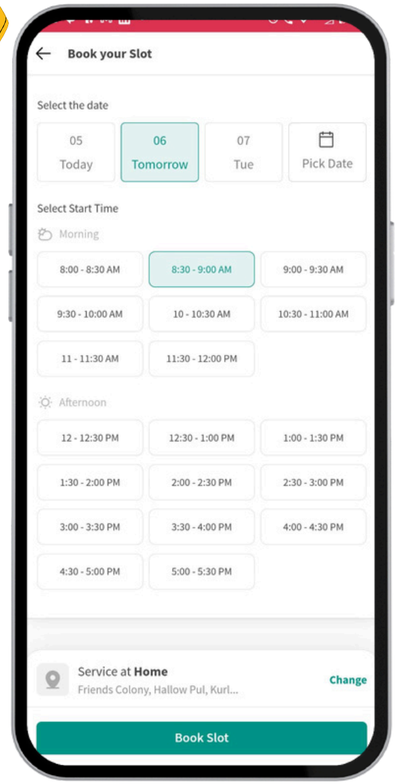
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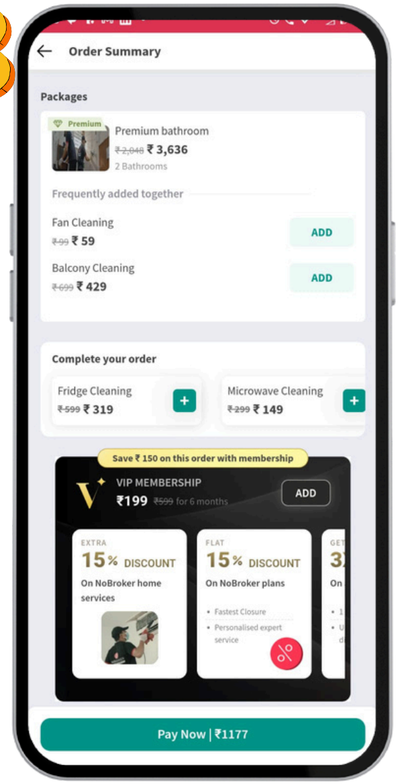
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7



8



Steps

Need to tap cross

Fills-Up Address

Books Slots and Timings

Make Payment

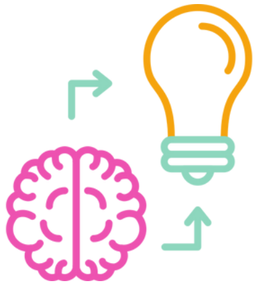
Emotions

It is unable to fetch location #BadExpereince

Amazing UI and Map Integration

Precise and UI Design

Very Clutter, user get hesitate



Key Learnings & Insights

- The user interface (UI) is visually appealing and user-friendly, ensuring a seamless navigation experience
- The process of fetching the current location takes longer than expected, potentially disrupting the user flow..
- Allowing users to explore the app without immediate login can lead to better engagement and lower bounce rates.
- On the Order Summary Screen, the payment button is relatively small, which could reduce its visibility as a Call-to-Action (CTA).
- The app uses clear and intuitive graphics to represent services, helping users understand offerings quickly.





Recommendations

- the user experience (UX) on the Home Page can be refined to improve accessibility and engagement.
- Optimizing location fetching feature can significantly enhance the app's responsiveness.
- Mobile Number is not verified using OTP might later lead to miscommunication.
- The drawer in the Home Page Screen should be less in width





Key Metrices

North Star Metric

Number of Successful Property Transactions

$$= \text{Total Listings Facilitated} \times \left(\frac{\text{Transactions Completed}}{\text{Total Listings Facilitated}} \right)$$

Key Performance Metrics:

- Engagement: Monthly Active Users (MAU), Conversion Rate, and Repeat Customer Rate.
- Operational Efficiency: Property Listing Growth Rate, Time to Transaction Completion.
- Financial Metrics: Customer Acquisition Cost (CAC), Lifetime Value (LTV), and Revenue Per Transaction.

Users Feedback

Sunil Singh

★★★★☆ January 3, 2025

I rented my flat with NoBroker and the process was smooth and efficient, very satisfied%

Jyothsna Reddy S

★★☆☆☆ January 3, 2025

I am unable to use the app since last week that too after taking CPMS.I don't know what's the problem

sudhanshu chauhan

★★★★★ January 2, 2025

app truly understands my preferences and budget. personalized recommendations are spot on, and the traditional searches. and I must say its been a game changer. The The interface is user-friendly, making it easy to looking for. It saves so much time compared to Here's a positive review for a personalized housing app: "Ive been using this housing app for a while now, browse through properties, schedule viewings, and even get updates on new listings that match what I'm %

Thank you! 