

CREATING SUCCESSFUL PRODUCTS

With Measure and Learn

@shoaibshaukat

@jarrodscoott



Top 10

■ ■ I'm Following ▾



Your PR 28s

6 /13

	Athlete	Time	
1	Henry Ruiz	17s	22.6km/h
2	Tom Ainsworth	21s	18.3km/h
3	Robert Cass	23s	16.7km/h
4	Mike Breeze	24s	16.0km/h
5	Steve Caddy	25s	15.4km/h
6	David Collins	28s	13.7km/h
6	Jarrood Scott	28s	13.7km/h
8	sarah mead	30s	12.8km/h
9	Cameron Jones	31s	12.4km/h
10	Andrew Wilkinson	38s	10.1km/h

[View full leaderboard](#)



CREATING SUCCESSFUL PRODUCTS

With Measure and Learn

V24.6

#measurelearn

#agileaus

@shoaibshaukat

@jarrodscoot

What we will share today?

- Who we are
- How our purpose defines us
- Our approach to product development
- The role of Measure & Learn
- Examples
- Culture as an enabler

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Search Properties to Buy

Search properties for sale by state, suburb or postcode



All Property Types ▾

Min Beds ▾

Max Beds ▾

Min Price ▾

Max Price ▾



Discover your own secret hideaway

House & Land packages

EXPAND to find out more



A person is holding a large, rectangular red sign with a white border. The sign is held up by two hands at the top edge. The person's legs, wearing blue jeans, are visible at the bottom. The background is a plain, light-colored wall.

To **empower**
people by
making
property
simple,
efficient and
stress-free.

Our purpose defines us, not our
products.

It helps us to be part of a bigger goal and gives us a
responsibility to achieve something bigger.



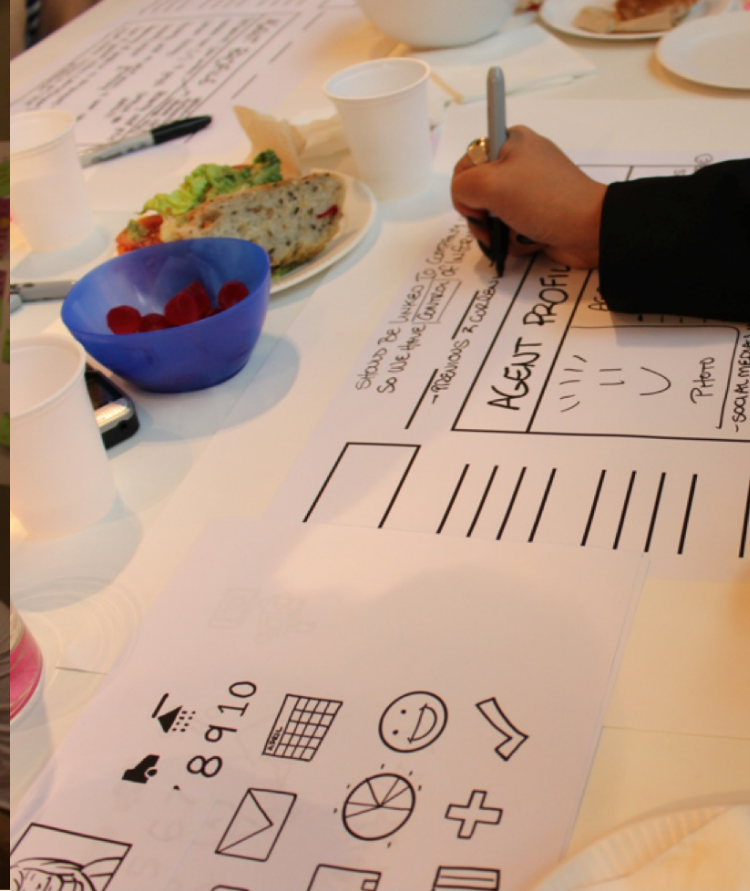
Multiple solutions



Discovery is governed by a desire to **understand**, and ultimately **fulfill**, **needs**.

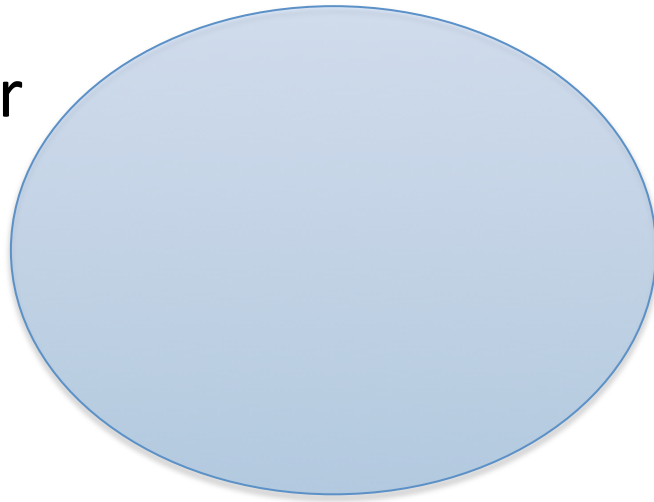
- Understand markets
- Anticipate change
- Identify constraints
- **Prioritise needs**
- **State hypothesis**
- **Define learning goals**





Often this is sans technology

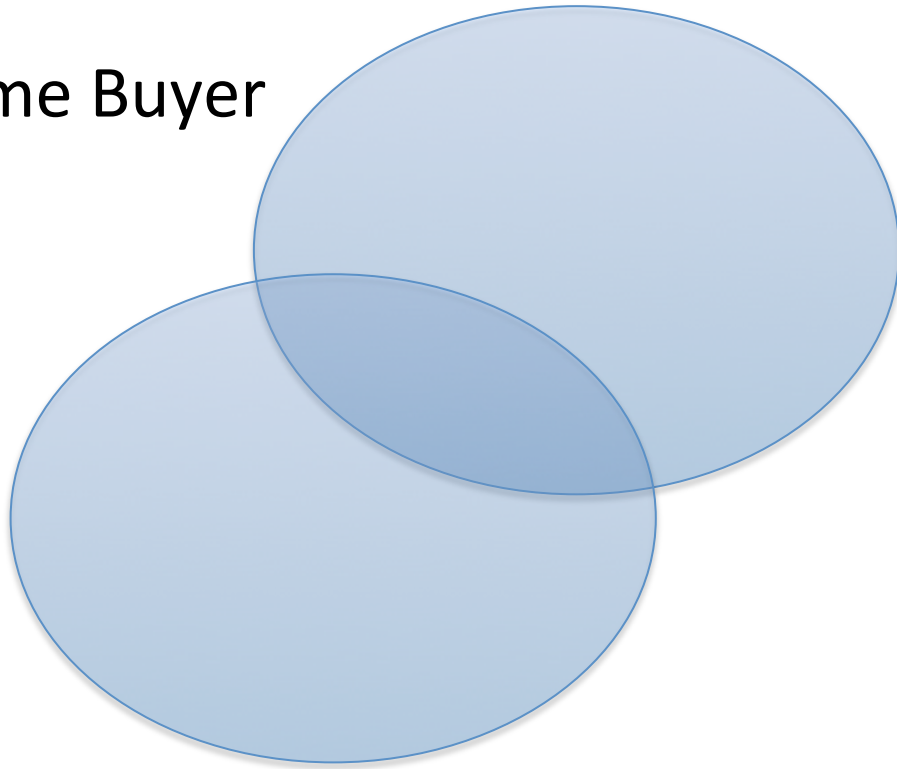
Home Buyer



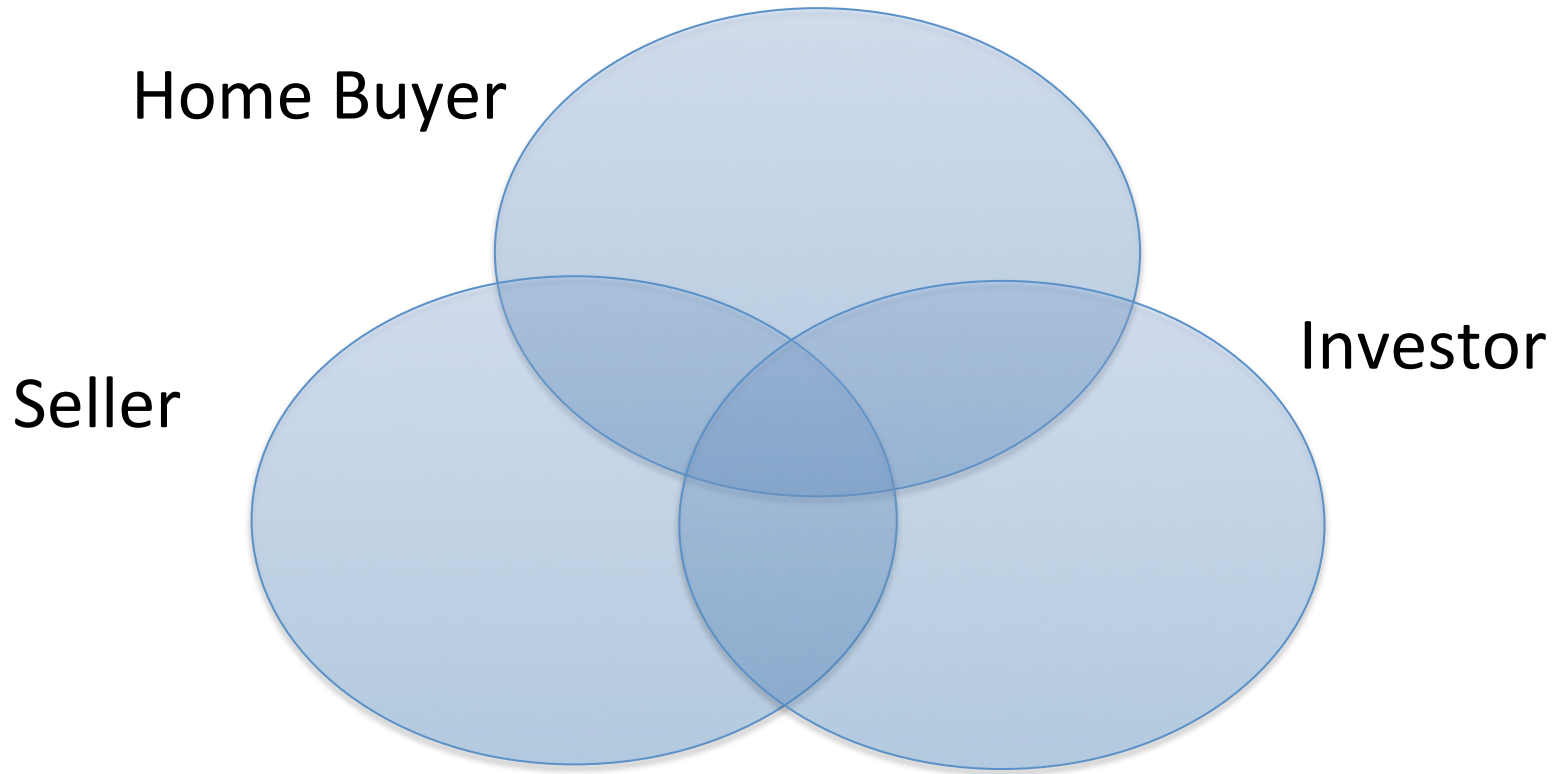
Understanding Needs

Home Buyer

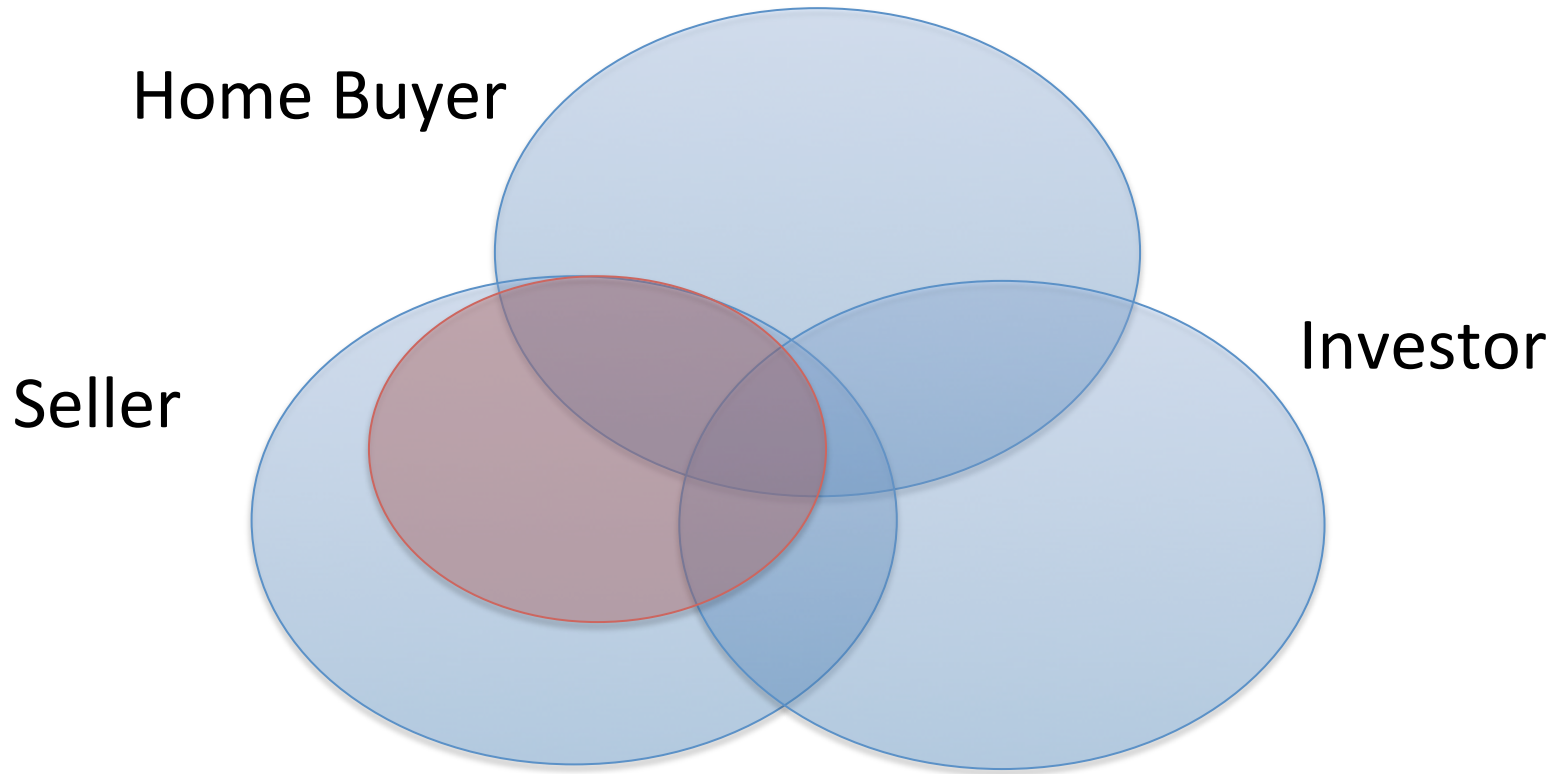
Seller



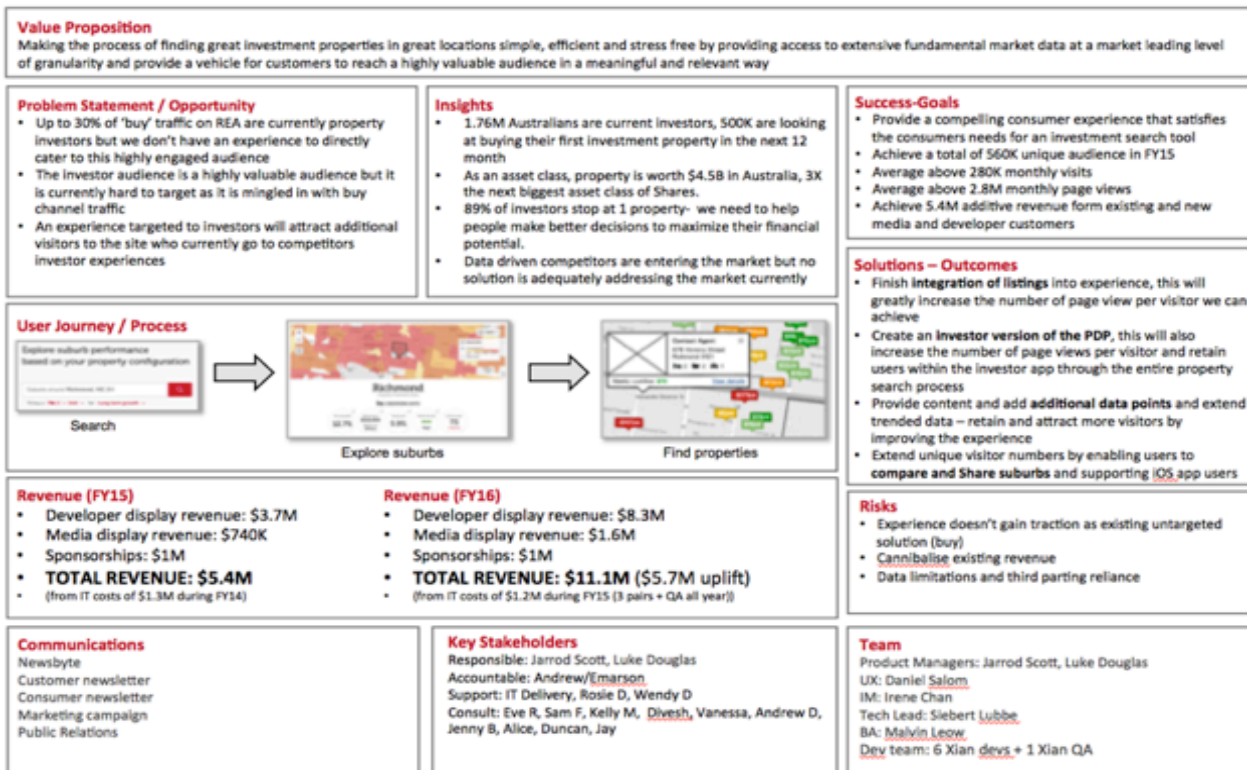
Understanding Needs



Understanding Needs



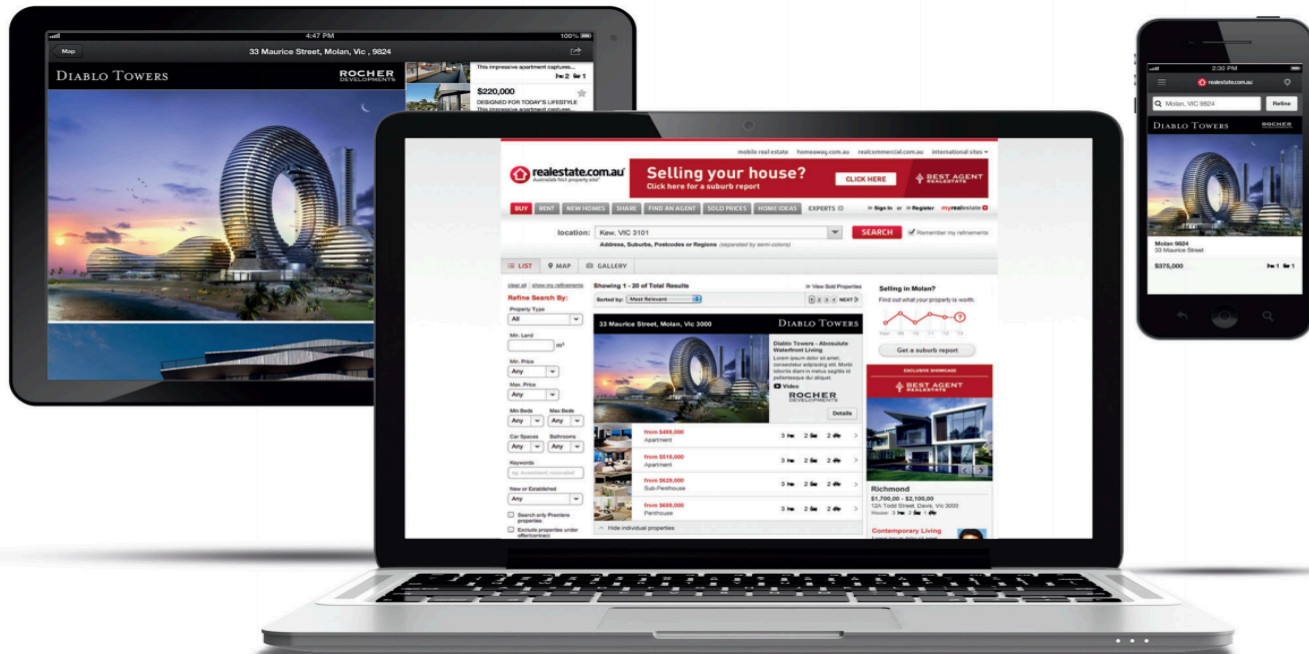
Understanding Needs **and constraints**



Agile outcome

1 page canvasses that give a sense of direction, without all the answers

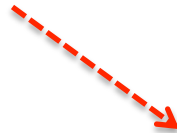
Case study



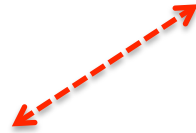
Buyer  Property (Project)

Buyer  Property (Project)

Buyer  Property



Project



33 Maurice Street, Molan, Vic 3000

DIABLO TOWERS



New Apartments

Diablo Towers - Absolute Waterfront Living

Designed by multi award winning architect know globally for leading designs. This one of a kind design is unique for its location, style and quality. These apartments offer...

ROCHER
DEVELOPMENTS

[Details](#)

Apartment	3		2		2		from \$488,000	>
Apartment	3		2		2		from \$518,000	>
Sub-Penthouse	3		2		2		from \$628,000	>
Penthouse	4		2		2		from \$688,000	>
Penthouse	4		2		2		from \$750,000	>

☐ **Hide Properties** within Diablo Towers

Hypothesis:

Buyers will get the right property AND project information they need from realestate.com.au

We will increase conversion of buyer interest and provide customers an efficient way to manage their properties for sale.

Hypothesis:

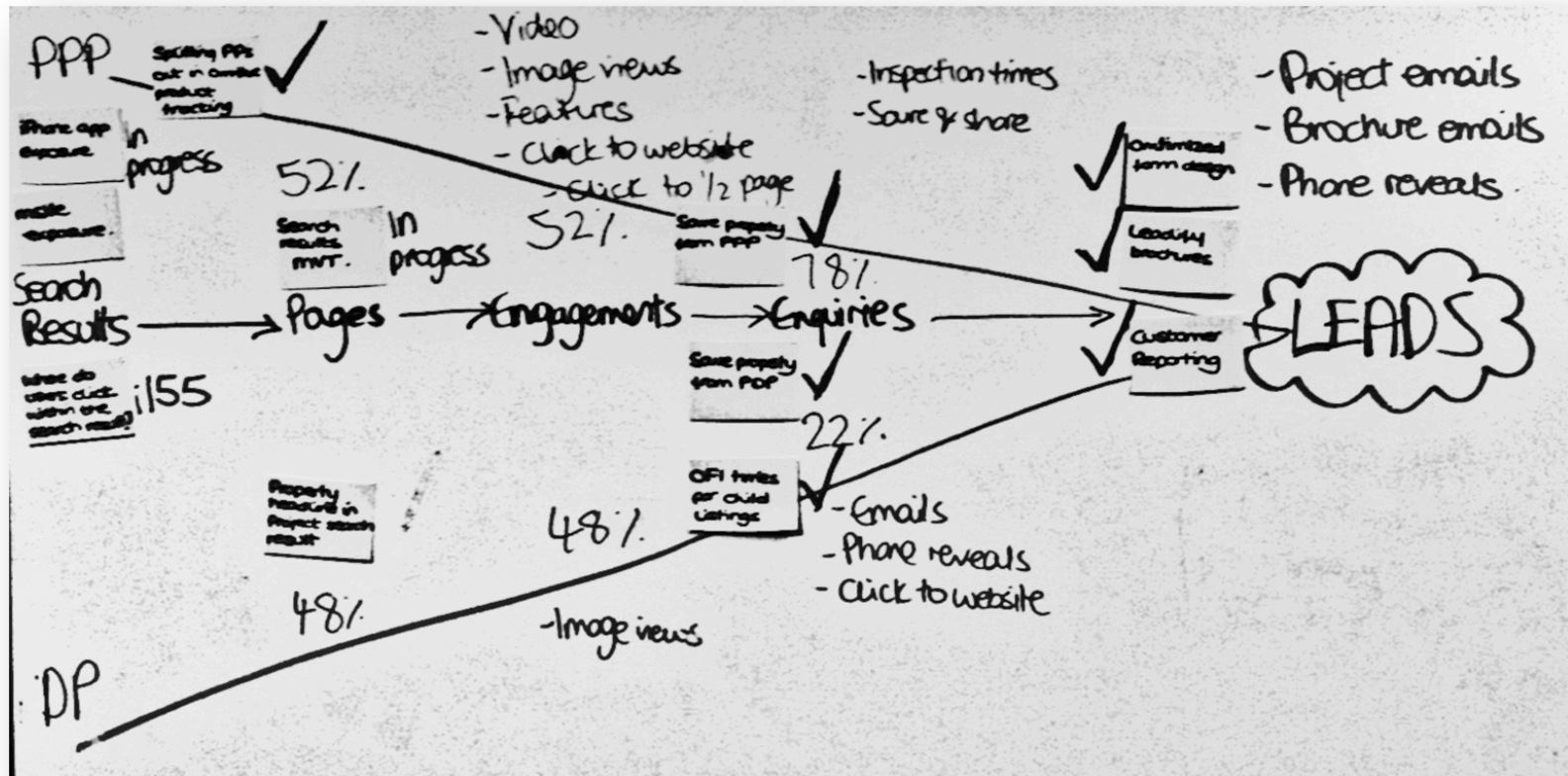
Buyers will get the right property AND project information they need from realestate.com.au

We will **increase conversion** of buyer interest and provide customers an efficient way to manage their properties for sale.

We got this wrong

Tools down – stakeholder management

- 1) validated our hypothesis
- 2) tested sequential assumptions
- 3) Measure and learn plan



1 Wexford Street, Subiaco, WA 6008

W WEXFORD



The Finest in Subiaco - The Wexford Apartments

The Wexford promises to be one of the most exciting and stunning apartment complexes offered in the heart of Subiaco. With...

[Details](#)

Now Selling - One Bed One Bathroom A...	1	1	1	\$462,000	>
Now Selling - Two Bed One Bathroom A...	2	1	1	\$615,000	>
Finest Apartments in Subiaco - Two Bed ...	2	2	2	\$656,000	>
Three Bed Two Bathroom Apartment - T...	3	2	2	\$925,000	>






Montebello Boulevard, Two Rocks, WA 6037

The Reef
APARTMENT ESTATE

BY THE OCEAN...NEAR THE MARINA

Land so close to the beach and marina is indeed a very rare commodity. These traditional size blocks, many with ocean...

ACTON
APARTMENT ESTATE

	515 m² (approx) A very unique investment & lifestyle opportunity	\$194,000 Details >
	390 m² (approx) Land so close to the beach and marina is indeed a very rare c...	\$169,000 Details >
	390 m² (approx) Land so close to the beach and marina is indeed a very rare c...	\$169,000 Details >
	573 m² (approx) A Unique Investment & Lifestyle Opportunity	\$204,000 Details >
	591 m² (approx) Large block close to the beach and marina	\$230,000 Details >

Alhambra Parkway, Landsdale, WA 6065

Corimbia



Welcome to magical Corimbia

Located in Landsdale, this thriving community has been carefully designed with its natural surroundings and

[Video](#)

Stockland

[Details](#)



4 1 2 2
OPEN THE DOOR TO A NEW LIFE

From \$444,790
[Details >](#)



4 1 2 2
PERFECT FAMILY HOME

From \$468,000
[Details >](#)



458 m² (approx)
BUILD YOUR DREAM HOME IN CORIMBIA

\$305,600
[Details >](#)




494 m² (approx)
YOUR NEW HOME STARTS HERE

\$316,100
[Details >](#)

33 Maurice Street, Molan, Vic 3000

DIABLO TOWERS




Diablo Towers - Abosolute Waterfront Living

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi lobortis diam in metus sagittis id pellentesque dui aliquet.

Video

ROCHER DEVELOPMENTS

Details



from \$488,000


Apartment

3

2

2

>



from \$518,000


Apartment

3

2

2

>



from \$628,000


Sub-Penthouse

3

2

2

>



from \$688,000

Penthouse

3

2

2

>

>

Hide individual properties

33 Maurice Street, Molan, Vic 3000

DIABLO TOWERS

New Apartments

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Designed by multi award winning architect know globally for leading designs. This one of a kind design is unique for its location, style and quality. These apartments offer...

ROCHER DEVELOPMENTS

Details

Apartment

3

2

2

from \$488,000

>

Apartment

3

2

2

from \$518,000

>

Sub-Penthouse

3

2

2

from \$628,000

>

Penthouse

4

2

2

from \$688,000

>

Penthouse

4

2

2

from \$750,000

>

Hide Properties

within Diablo Towers

Need was identified, but not entirely understood

Focused on founding assumptions and hypothesis

Focused on optimising experiences when needs were clarified

Property Investors

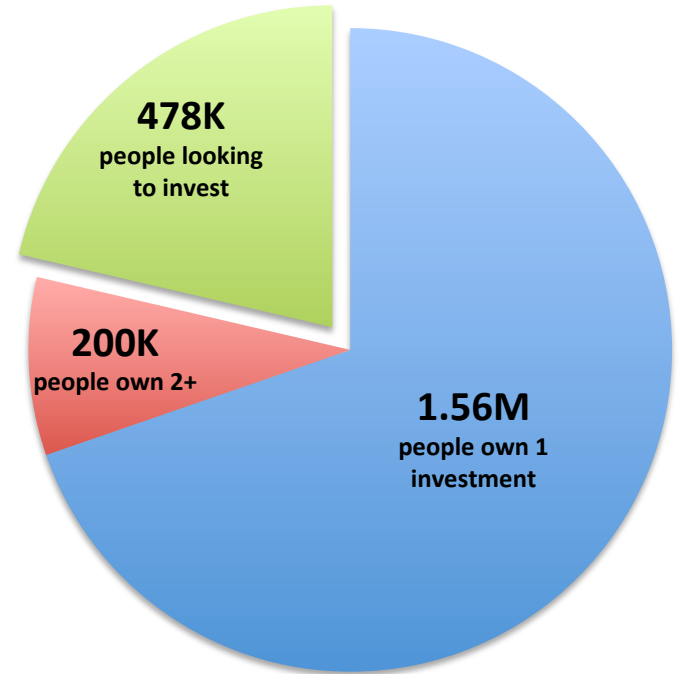
“Market data”

“Financial metrics for properties”

“Expert tips and guides”

2.24M people and **2.7M properties**

are currently connected to property investment



Explore suburbs for property investment potential

Suburbs near Kialla, VIC 3631



I'm looking to buy a

2 BR



Unit



for

Long term growth

[AUS](#)[VIC](#)[NSW](#)[SA](#)[TAS](#)[NT](#)[ACT](#)[QLD](#)[WA](#)

Top performing suburbs in Australia

[METRO AREAS](#)[ALL SUBURBS](#)

Long term growth

1

4 bedroom houses in
Lyons
NT 0810

27.5%

5 year
growth

Median
price

\$898K

2

2 bedroom houses in
Springfield Lakes
QLD 4300

25.3%

Incoming cash flow

1

1 bedroom units in
Caboolture
QLD 4510

13.9%

Rental
yield

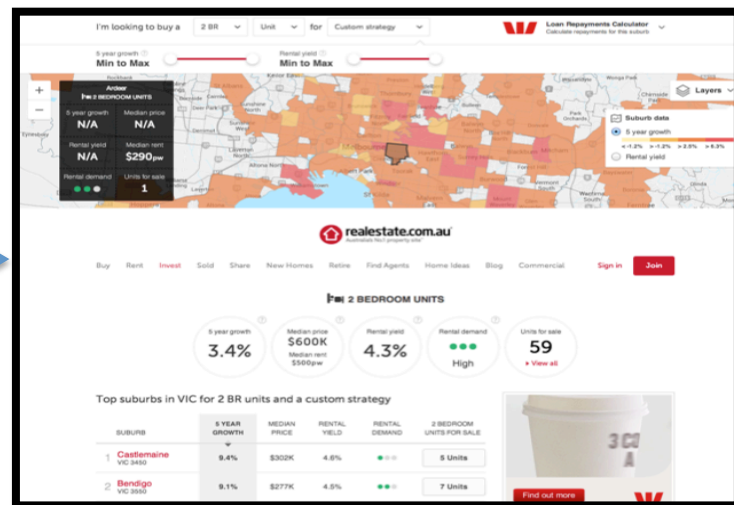
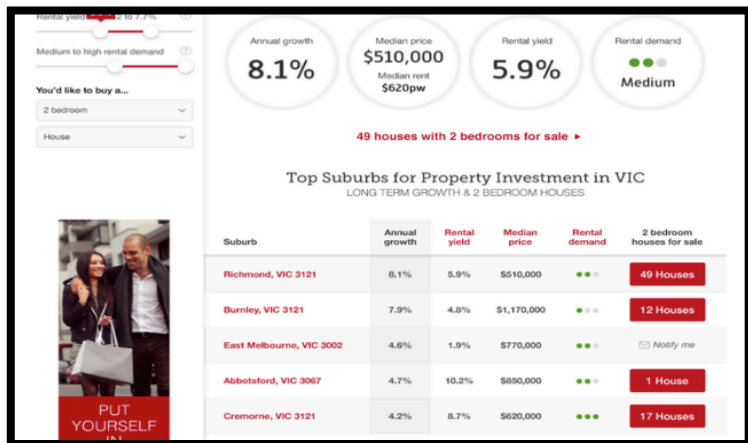
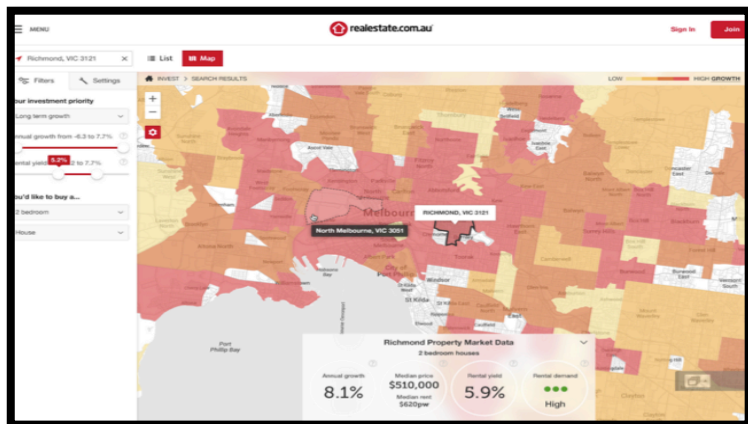
Median
price

\$82.5K

2

1 bedroom units in
Parap
NT 0820

13.7%



BUT we're still not where we expected to be:

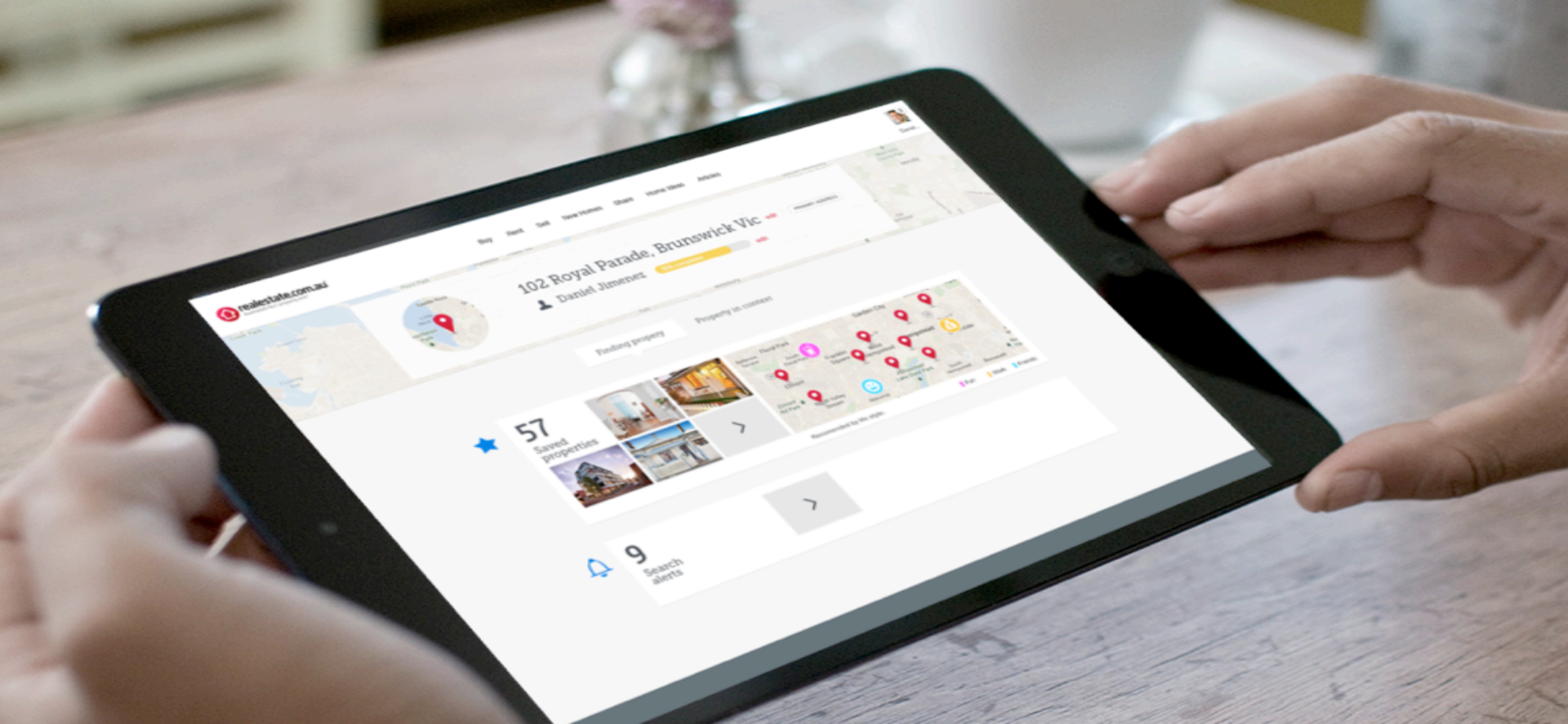
"Market data"

"Financial metrics for properties"

"Expert tips and guides"

"Property listings"

- Evolving our approach to this market
- Learnt that want and need can be very different
- Measuring behaviour and attitude change is key



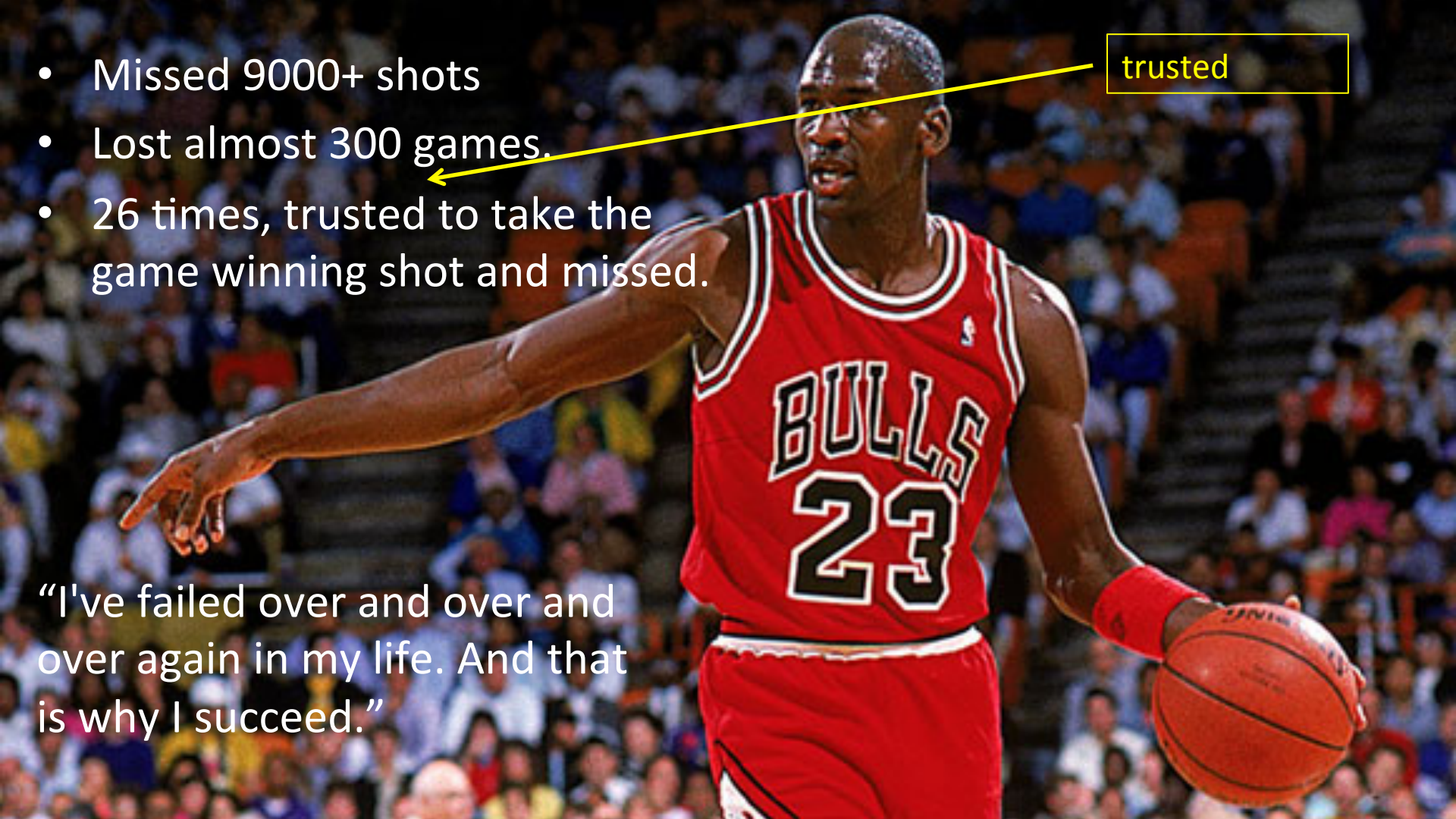
Learning in market

culture

- Missed 9000+ shots
- Lost almost 300 games.
- 26 times, trusted to take the game winning shot and missed.

trusted

“I've failed over and over and over again in my life. And that is why I succeed.”



Role of **Culture** in a growing company

- accepts change and be patient
- promote trust, team work and collaboration
- look for passion and curiosity



Failure is part of the process
We value recovery from failure

Measure and Learn drives success

Be Purposeful

Supportive Culture

Understand Needs and Context

Design to Learn

Be in Market