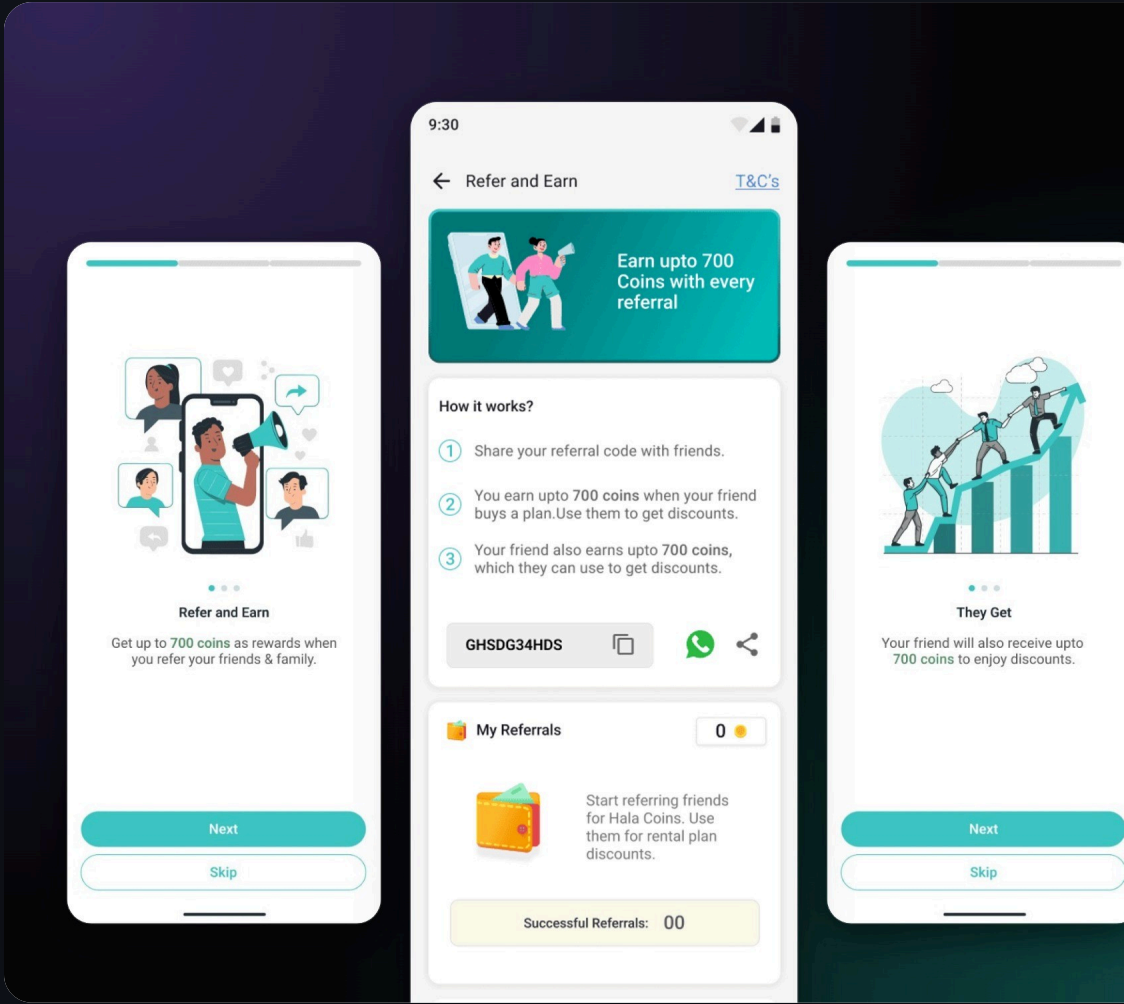


Refer & Earn

A referral programme riders understand instantly, shipped in a few sprints



ROLE
Product Designer

TEAM
PM, marketing, 4 eng.

PLATFORM
Rider app (Android)

TIMELINE
Jan – Mar 2025

STATUS
Shipped



ABOUT ME

Hi, I'm Moazzam

Product designer, 3+ years across enterprise B2B, SaaS and B2C in the UAE and India. I turn complex workflows into simple products.

Gloify	Mashreq Bank's corporate credit platform	2025–26
Hala Mobility	EV mobility app and fleet dashboards	2024–25
Delphi Consulting	Wasl, Mubadala, Emirates Steel Arkan, Tabreed	2024
Piche	SaaS and web products	2023–24

AT A GLANCE

Replacing promo codes with a referral loop

PROBLEM

Promo codes were costly, confusing, and bought riders who rarely came back.

MY ROLE

Product Designer: discovery, research, UX/UI, prototyping and developer handoff.

WHAT I DESIGNED

One reward, one WhatsApp action, and payout rules shown in the flow itself.

IMPACT

+28%

sign-ups through referral vs the promo-code period. CAC down 11%.

01 — PROBLEM

Promo codes bought sign-ups, not riders

How might we create a referral experience people understand instantly, while keeping it simple enough to ship in a few sprints?

Expensive

Time-limited discounts for every new city.

Riders didn't return

Discount riders rarely came back after the first ride.

Confusing

Codes expired, conditions were unclear, and riders called support.

Riders had to trust it before they'd share it

6 programmes reviewed + rider conversations

Uber

Ola

Rapido

Bounce

Google Pay

PhonePe

01

Clarity beats reward size

Riders wanted to know what they get, when, and whether it's guaranteed.

02

WhatsApp is the channel

Almost everyone preferred sharing there to copying links.

03

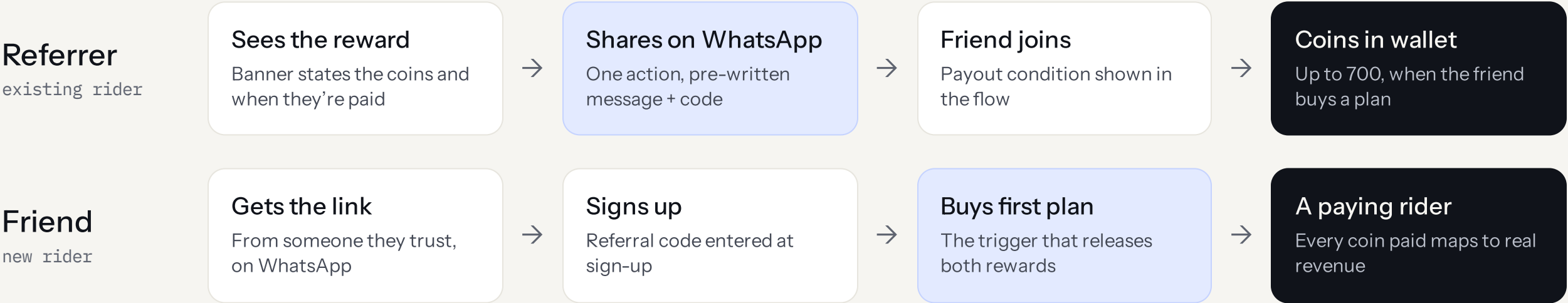
Complex rules kill intent

More conditions, more hesitation: exactly the promo-code problem.

THE REFRAME

~~“Pick a bigger reward”~~ → “Design for trust”

A referral has two users. I designed both sides.



Pay out when the friend buys a plan, not when they sign up

OPTION A · REJECTED

Reward on sign-up

Instant and generous, but invites fake accounts and pays for riders who never rent. The promo-code problem again.

OPTION B · SHIPPED

Reward on the first plan purchase

Up to 700 coins, scaled to the plan's value. Every coin paid out maps to a paying rider.

The cost: a slower reward is a weaker motivator, and invites “where’s my reward?” questions. So the payout condition sits right under the reward banner, not in the T&Cs.

One action, and one feature we chose not to build

DECISION 2

WhatsApp first

One primary button opens WhatsApp with a pre-written message and the code. Copying the code is the secondary option.

Trade-off: riders on other apps take one extra tap. Research said they were the minority.

DECISION 3

No referral dashboard at launch

It needed new backend APIs and would have added several sprints. Referral codes still attributed every sign-up, so measurement didn't depend on it.

Also ruled out: leaderboards and badges. They didn't solve acquisition.

05 — FINAL DESIGN

Every section answers one question a rider has

01

What do I get?

Reward first: up to 700 coins

02

How does it work?

Three plain steps, payout condition included

03

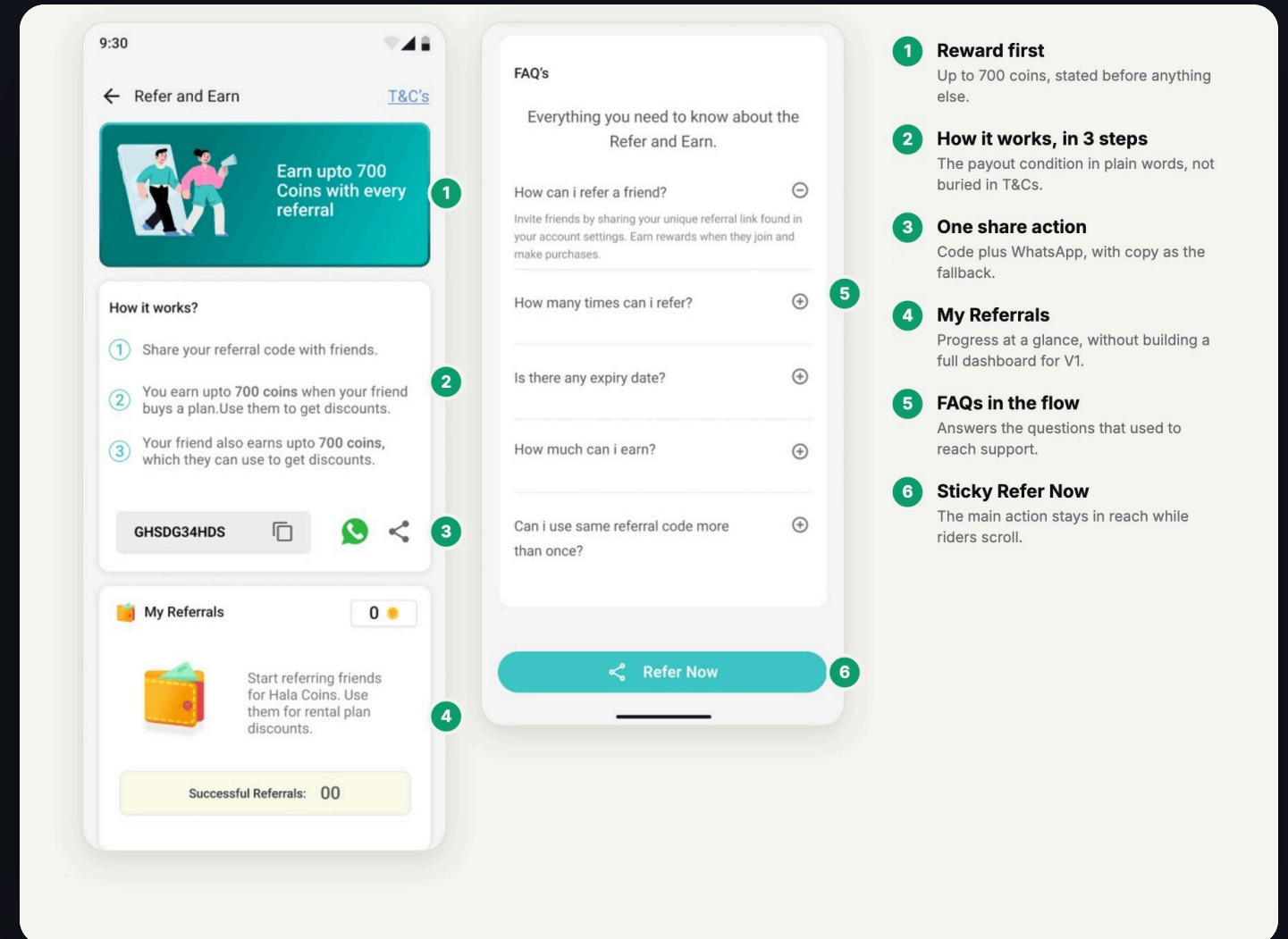
How do I share?

One WhatsApp button, code as fallback

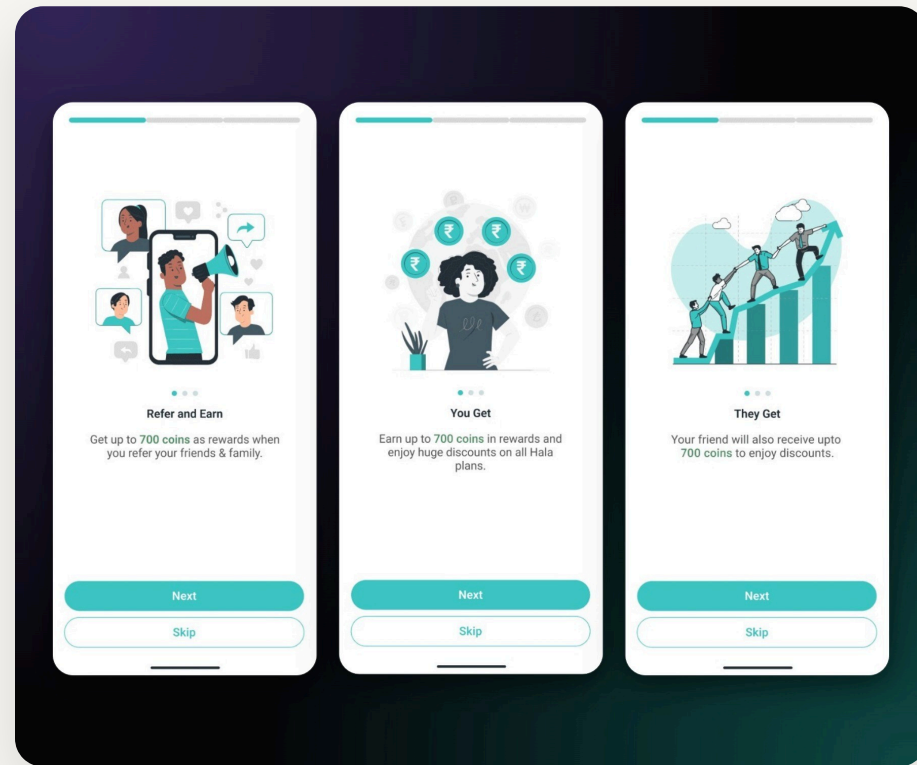
04

Has it worked yet?

My Referrals, plus FAQs in the flow

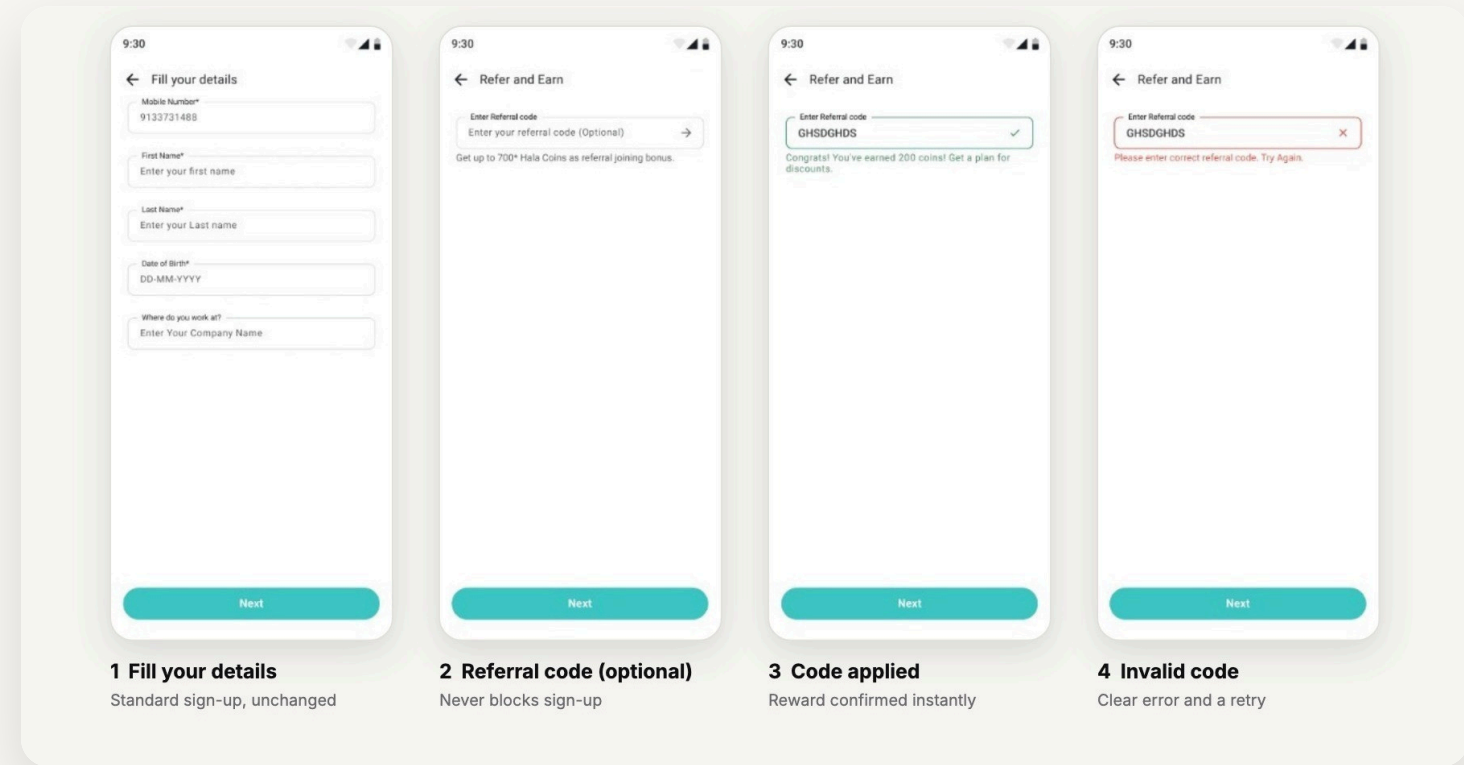


Onboarding, and the friend's side of sign-up



Three onboarding screens

What it is, what you get, what your friend gets



Code is optional at sign-up

It never blocks a new rider; success and error states are explicit

Built on the existing design system, with one new pattern: the reward banner

More sign-ups than promo codes, at lower cost

+28%

Sign-ups through referral
vs the promo-code period

-11%

Customer acquisition cost
vs the promo-code period

-35%

Referral and code tickets
because the rules were finally visible in the
flow

Measured through referral codes: every sign-up is attributed to its referrer, the same mechanism that credits the coins.

WHAT I'D DO NEXT

A “pending reward” line in the wallet

A/B test reward value vs message

Fraud checks once volume grows

MOAZZAM MATTU • PRODUCT DESIGNER

Thank you

Happy to walk through the flows and trade-offs in detail.

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