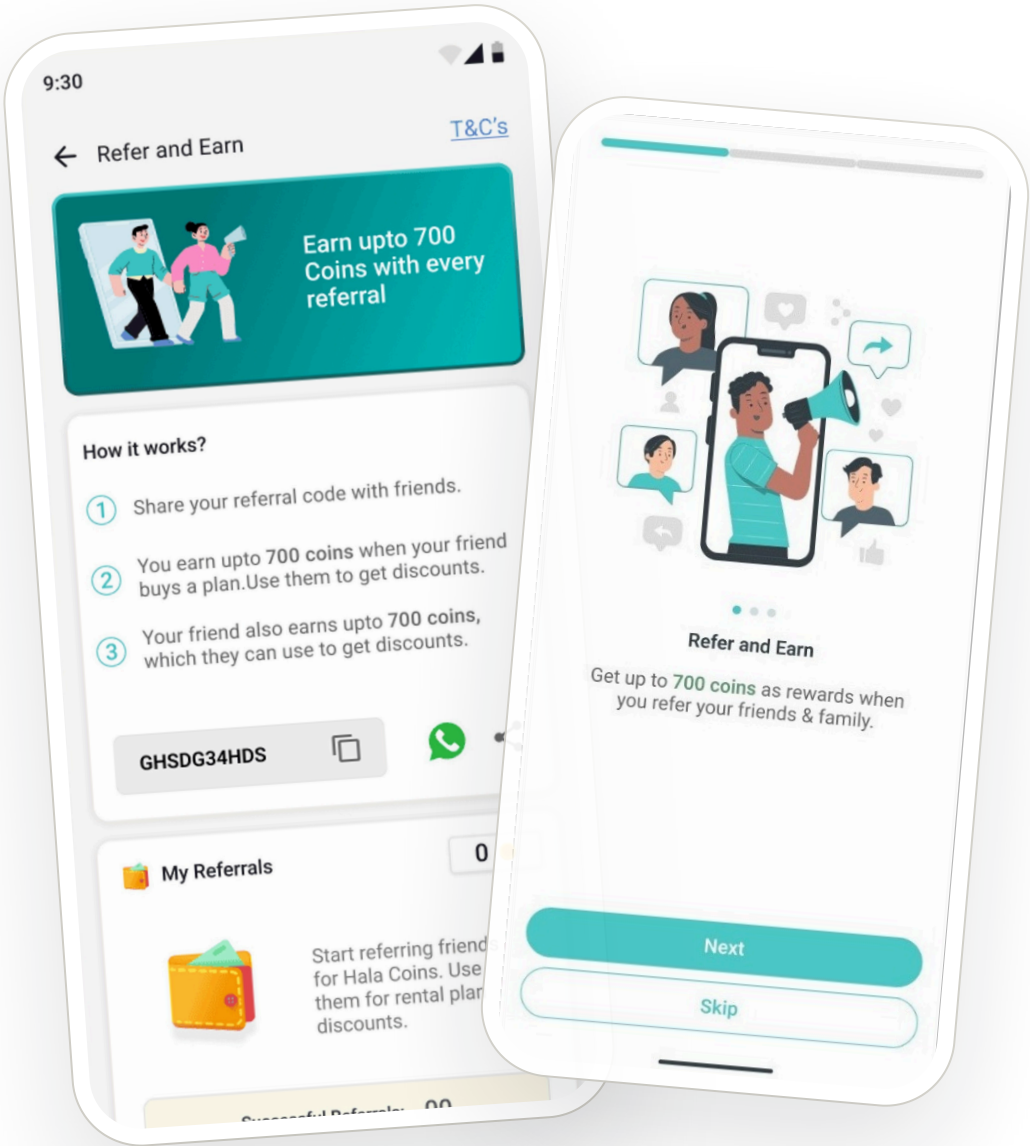


Refer & Earn

Designing a referral MVP for Hala’s rider app that could ship within one sprint.



ROLE
Product Designer

PLATFORM
Android rider app

TEAM
PM, marketing, 4 engineers

TIMELINE
Jan – Mar 2025

SHIPPED
Within one sprint



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

One reward, one action, clear rules

PROBLEM

Paid acquisition was getting expensive, and happy riders had no easy way to recommend Hala.

MY ROLE

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

WHAT I DESIGNED

Hala’s first Refer & Earn, scoped so engineering could build it within one sprint.

RESULT

+28%

referral sign-ups, with an 11% lower acquisition cost.

WHAT SHIPPED IN V1

Reward banner

The value, explained at the top

WhatsApp sharing

Share Now, plus a copyable referral code

Clear rules

When rewards are credited, shown in the flow

Wallet integration

Coins credited straight to the wallet

01 — PROBLEM

Paid acquisition was getting expensive

As Hala expanded into new cities, discounts brought in first-time riders, but many never returned.

THE BRIEF

How might we create a referral experience people understand instantly, while keeping it simple enough to ship as an MVP?

Costly growth

Paid acquisition got pricier as Hala expanded.

Riders didn't return

Discounts won a first ride, not loyalty.

No word of mouth

Happy riders had no simple way to recommend Hala.

Clarity beats bigger rewards

I reviewed Uber, Ola, Rapido, Bounce, Google Pay and PhonePe, then spoke with riders.

01 Clarity matters more than bigger rewards

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

02 Sharing has to feel effortless

Almost everyone preferred WhatsApp to copying links.

03 Simplicity builds trust

Complicated rules created hesitation.

WHAT CHANGED MY MIND

I went in assuming bigger rewards would drive referrals. Research showed riders first needed confidence that the process was simple and trustworthy.

Most programmes had an in-app referral dashboard. It wasn't feasible for the MVP, so I deferred it to protect the launch.

Three concepts, one shipped

DEFERRED

Referral dashboard

Full visibility, but it needed new backend APIs and risked the timeline.

NOT PRIORITISED

Gamified referrals

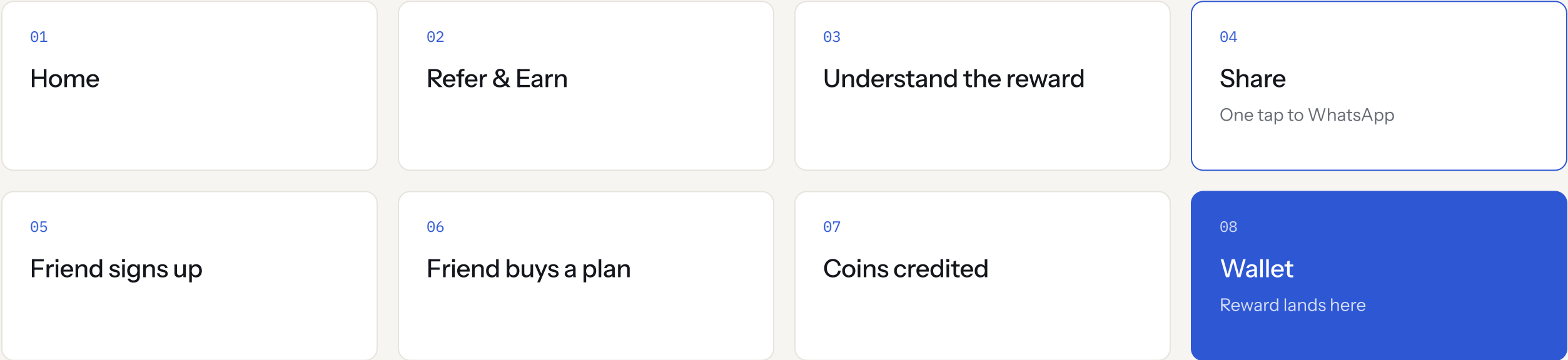
Leaderboards and badges didn't address the immediate acquisition problem.

SHIPPED

Simple referral flow

Built around one action: Invite a Friend.

Eight steps from invite to wallet



One primary action · Share Now

Reward timing in the flow · not buried in the T&Cs

Designing for trust

Make the value obvious

The reward banner sits at the top of the page.

One action

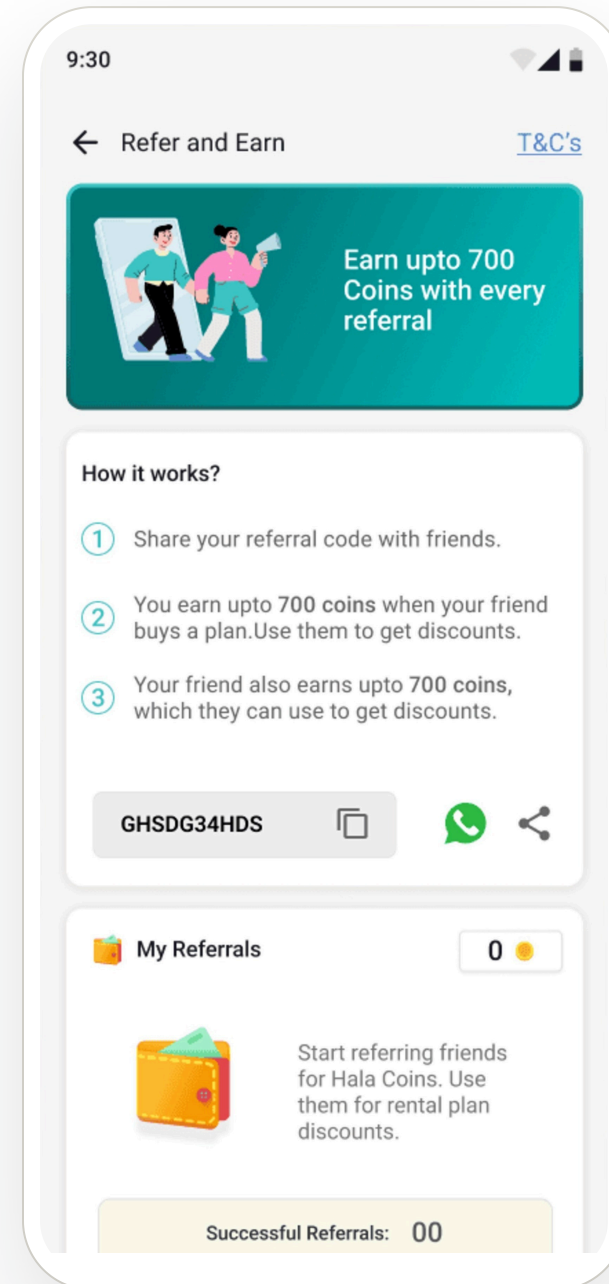
A single primary CTA: Share Now, straight to WhatsApp.

Be transparent

When rewards get credited is shown in the flow.

Reduce visual noise

Information grouped into scannable sections, with FAQs below.



ON THIS SCREEN

Reward banner

How it works, in three steps

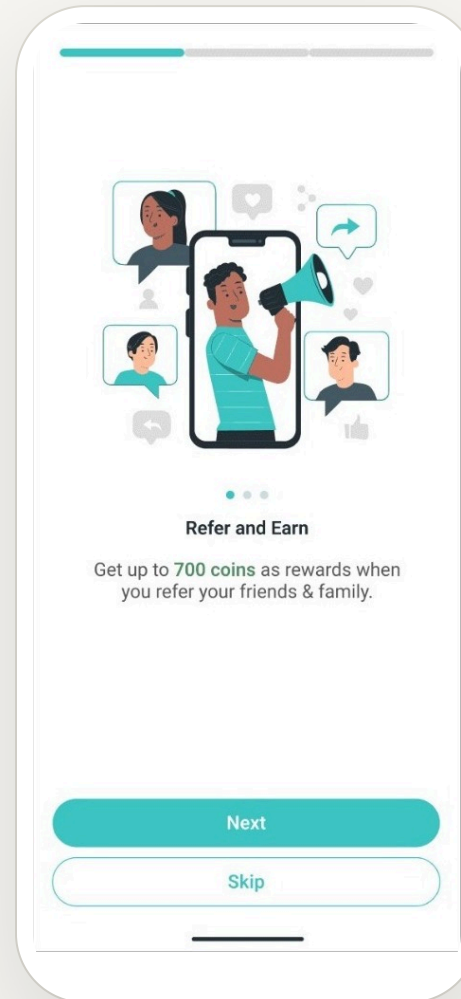
Copyable referral code

WhatsApp share

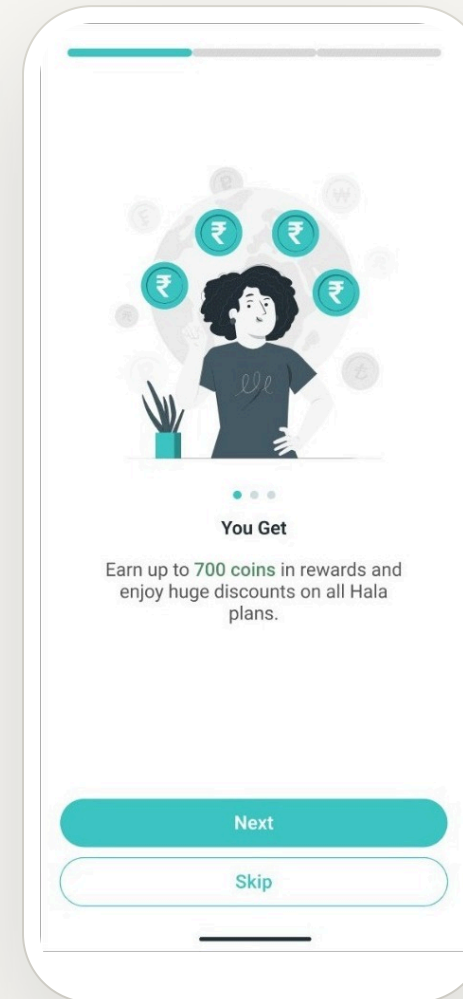
My referrals and coins

Explained in three screens

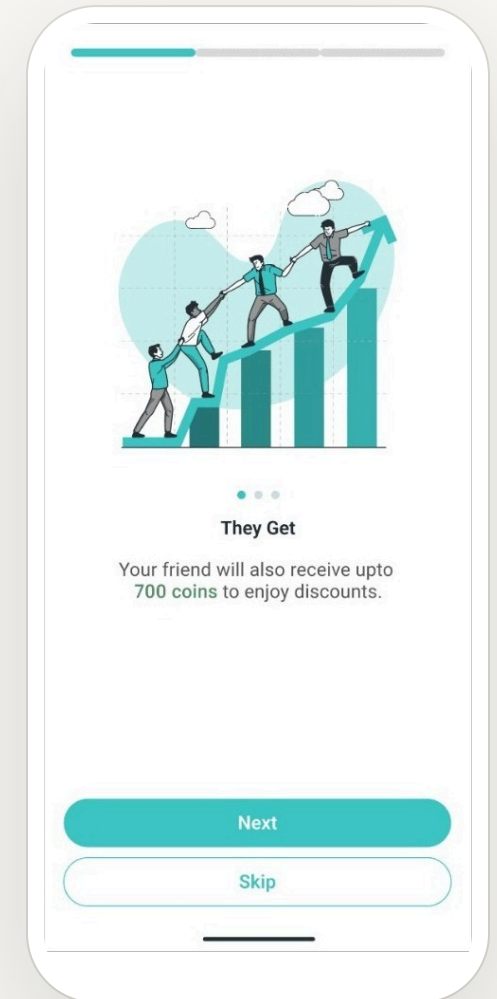
Three onboarding screens explain the programme: what it is, what you get, and what your friend gets. One idea and one button per screen.



Refer and Earn
What the programme is



You get
Your reward, in coins



They get
Your friend's reward

Built on the existing design system

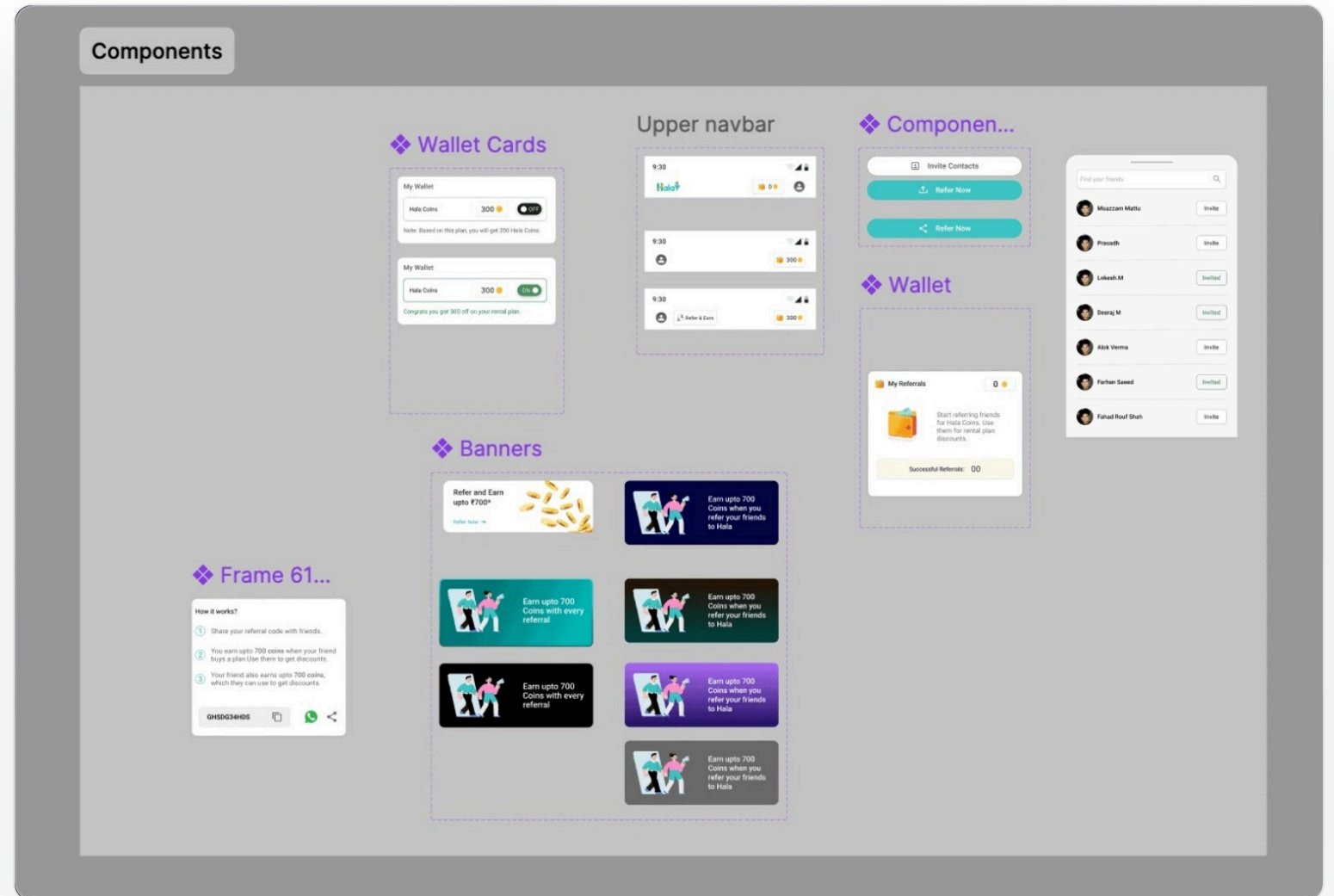
Reused what existed

Buttons, cards, wallet components, icons, typography and spacing.

Added only what was missing

New patterns, like the reward banner, only where needed.

That's what kept a one-sprint timeline realistic.



Organic growth, shipped in one sprint

+28%

referral sign-ups

-11%

customer acquisition cost

-35%

referral-related support tickets

Measured by attributing every sign-up to its referrer’s code, the same mechanism that credits reward coins. Before launch, internal stakeholders walked through the prototype: the reward was understood immediately and people chose WhatsApp naturally.

NEXT, IN V2

- Pending reward history
- Fraud detection
- Push notifications
- Milestone rewards
- A/B tests on rewards

MOAZZAM MATTU · PRODUCT DESIGNER

Thank you

Happy to walk through any screen in detail.

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