UPSHOT

START OFF ON THE RIGHT FOOT WITH UPSHOT. BUILDING A DELIGHTFUL ONBOARDING EXPERIENCE FOR FIRST TIME USERS

Studies have revealed that 90% of all downloaded apps are used only once and then eventually get deleted by the users. Users often abandon apps because of a poorly designed interface or an overall negative experience. Instead of having their problem solved by the app, users get confused trying to wade through a jungle of screens, menus and buttons. Hence it's very essential to clearly show users why they need your app.

A LITTLE ABOUT THE APP..

Our client is a US venture with more than 25 years of dedicated research and clinical experience in biocommunication and human psychology. The client put up all the content into a mobile app. The mobile app uses an advanced voice analytics technology to help users in anxiety relief and relaxation. It puts the users on an accelerated path to improve their health, relationships, and work performance with a few quick and easy sessions on over 38 topics of human experiences, categorized in Happiness, Health, and Wealth.

A FORESEEN CHALLENGE..

Our client's objective was to make the app comprehensible enough for the end users and enable them to effortlessly self-help themselves with the perception reframing process. This is where Upshot pitched in and helped build an elementary engagement strategy for the app.

UPSHOT IN ACTION..

The best way to communicate the purpose of the app is through an engaging onboarding experience. Users need to understand:

- why they need the app,
- what the app can do for them,
- what are app's most important features & how to use these features

ENGAGEMENT STRATEGY BEGINS..

Onboarding Made Easy through Tutorial Campaigns:

Designed overlay swipe Tutorials to educate First Time Users on how to go about the app. For instance, when the user lands into the Begin Session page he is still unaware of what he might have to do next. A carousel depicting the 5 simple steps helps educate the user of the process flow.

OUTCOME: Around 21% increase in the Sessions Count in the first month of launching the tutorials. Higher App Usage with Lower drop offs!

Adding a dynamic theme to the app:

To give a new feel to the users each time they visit the app, a dynamic splash was displayed at the app launch. This would provide a fresh start screen for the users every time along with a healthy thought for the day!

Push Notifications targeting Inactive Users:

Existing users can be reached out through push notifications at regular intervals reminding them about the app's purpose & nudging them to make use of it.

Planned a series of notifications around the Christmas Holidays & New Year Eve, one such as : "Craving a peaceful mind? Reframe your frustrations, see new light."

OUTCOME: Higher Retention! 38.5 % increase in app visits. +7 day retention during this period was 24% higher.

In-app messages to the aid:

n-app messages are very useful in keeping the users informed on the 'what's next' and 'what's new' in the app. The behavioral analysis of such campaigns help conclude on user interests and hypersegmentation helps

OUTCOME: 13% increase in the Music Purchases. 25% increase in the total in-app purchase. Higher Conversion from non-paying to Paying users!

Ratings for Qualitative Data Collection:

Ratings are an intelligent way of collecting useful inputs from the users itself! Sessions in this app is a series of rounds which eventually shifts user's negative perceptions to positive ones. To quantify user's emotional state before a vocal session and compare it with the same post session, we set up two ratings to gauze the effectiveness of the session.
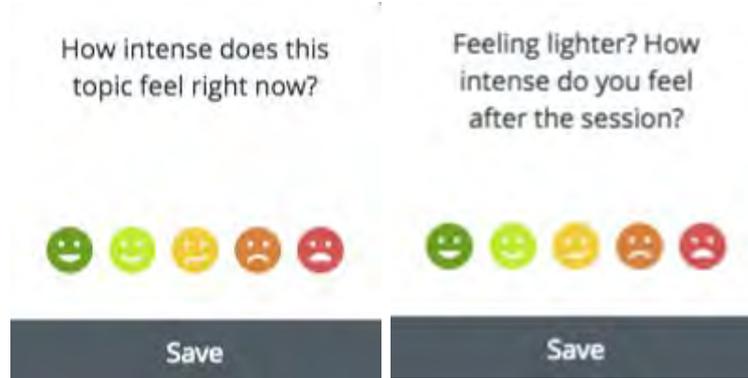
OUTCOME: 38.9% of users rated to be feeling 'Bad' before the session start & 52.7% of the same cohort rated to feel 'Good' after the session. This helped in concluding how well the app served it's purpose!

Efforts still continue to contribute to the app's success...