

A Ha Moment ☆

우리 제품에 A Ha Moment는 어디에.



Aha Moment

사용자 使用 상품시 문순

- 核心功能 (= A Ha Moment)

Content
⋮
Content
Content
← Aha Moment!

- 不可或缺

不是自己設計的固有功能，而是사용자가 좋아하는 기능.
↳ 사용자 입장에서 없어서는 안 되는 것 (특히, 在产品上) 상품

- 知道這裡有什麼是別人沒有的

→ 而且 사용자 보다는
④ 与他人 공유

- 使用者可以與他人介紹

- 會跟他人分享

⇒ 설명 가능 → 和他人不一样 → 提供 가치

同樣服務，不同的Aha Moment

Twitter:

30個朋友的使用者
比較容易流存

Why?

換句話說 사용자가 어느 지점에서 무엇을 느끼(발견함) ex) 가치.

Slack:

使用者收到2000條
訊息後比較容易升
級

Why?

0 (can 覺得 Email 보지 않아도).

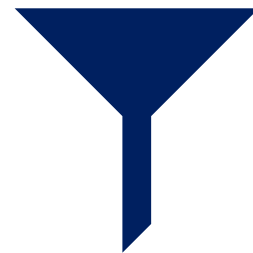
調查 Aha Moment

- ① 與真正的客戶交談
已有Aha Moment的
進行產品測試
深入分析使用者數據

調查對象



Active User：詢問為什麼用



Churn Out User：詢問為什麼不再使用

使用者分析組合 -> 特定使用規律

층계.

(각종 정도).

사용자 레벨 나누기.

Behavior



정규 Super / Active / Normal



也可以再分

변형 심화 etc.



不同

Demography

Super

組合

要找出最不一样的点

이런 패턴이 다른. 다른 Data의 영향력 제한 করা.

不可或缺性 (없으면 안되/불편한/대체가 어려움)

如果這個產品明天就無法用了，你會多失望？

不可替代性 \uparrow 高 = Aha Moment.

如果本產品無法使用了，你會用什麼代替？

示能

Affordance

問 使用者 怎么使用

使用者用法不同

使用者的用法才是對的



Seller Handbook

여기 서비스 주요 기능은 뭐.

아무튼 이 서비스 안을.

tsy

Community

Help Sign In

ims

Etsy Forums ▼

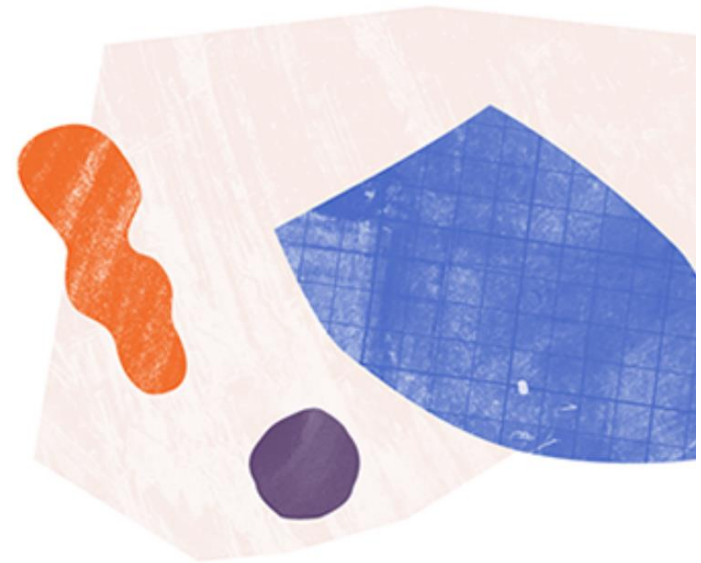
Seller Handbook ▼

Help ▼

elcome to t
ommunity

All Seller Handbook
Articles
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sellers use these community spaces to grow their
nesses. Sign in with your Etsy shop to join the
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[ome post](#) to get started. We're so glad you're here.



rch the Community

Search

Instagram

(출시 사용자 안 쓰는 기능 버리고
자주 이용하는 것만 남겨 → 강화)



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Free

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★★★★☆ (39 ratings)


REMEMbering chicago
february 2005, a visit to iIT in chicago to see rem koolhaas' new addition to the student center. it required buying tickets to ride the el-train just so we could pass through the tunnel and back.
Tags // [chicago](#) [architecture](#) [koolhaas](#) [iit](#)
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★★★★☆ (6 ratings)


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★★★★☆ (4 ratings)


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Fire Balls outside of applepi's
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★★★★☆ (12 ratings)


serious traffic
we didn't really know how to handle traffic when we first got here. in this video, we're standing in the middle of a street...shot by donny newman
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Channels // [Videoblogging](#)
Added: 2 days ago by [bolemoon](#)
Runtime: 00:51 | Views: 4812 | Comments: 20
★★★★☆ (19 ratings)


jumbodude: rollerblading bandit
jumbodude encounters a rollerblading bandit. is he friend or foe?
Tags // [jumbodude](#) [chicago](#) [bulls](#) [jordan](#) [basketball](#) [rollerblading](#)
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Question

如果一個網站已經驗證過使用者的A-Ha Moment，確定使用者會使用產品也願意付錢，請問這時候應該？

- 增加產品功能
- 增加付費者的人數