

Day one, APP Store Reviews

General:

Users discuss the most photo features, user-friendliness, and capability of keeping their records.

Positive aspects: "easy"

Features: "photo," "add," "subscription," "update," "version," "option," "note."

Challenges: "pay," "support," "change," "premium."

Rating = 1:

Top words = negative experiences and complaints:

Support issues: "support," "email."

Monetary concerns: "pay," "subscription."

Functionality: "update," "change."

User experience: "look," "apple," "user."

Rating = 2:

Top words = negative experiences and complaints, but not that severe

Support issues: "support."

Monetary concerns: "subscription," "pay."

Functionality: "photo," "change," "work," "update," "premium."

Rating = 3:

Top words = good or bad:

Functionality: "work," "new," "update," "sync," "option," "icloud," "change," "version."

Wishful features: "wish," "hit."

Rating = 4:

Top words = satisfaction and positive experiences:

Functionality: "update," "premium," "photo," "thing," "support," "add," "create," "able," "change," "multiple."

Rating = 5:

Top words = high satisfaction and positive experiences:

Ease of use: "easy."

Functionality: "keep," "great," "life," "daily," "photo," "add," "thing," "thought," "look."

Subscription-related:

Comparing the users' distribution as a whole and subscription-related subset, we can see more dissatisfaction regarding subscriptions.

Negative Feedback

Price Issues:

The subscription fee is too high and not worth the value.

Functionality and Experience:

Users are **unhappy with changes in the app's functionality after updates, feeling that the new layout and features are not user-friendly**

"The new layout for the iPad app fundamentally changes how it works."

"I briefly played with the free version and was satisfied with what I saw. With that, I purchased the premium and have experienced numerous quirks."

Automatic Renewal:

Difficulty of canceling the subscription and automatic renewal processes:

Lack of Support:

Poor customer support experiences, including slow or no response to their issues:

"Support for this app is non-existent. I've emailed multiple times over the last two weeks about a feature not being accessible."

"Very fishy. They shield all communications with bots instead of helping directly."

Positive Feedback

Rich Functionality:

Users appreciate the rich features provided by the subscription, finding them useful and beneficial:

"As a long-time user of the day one app, I love it and use it daily. The subscription is worth it."

"I've been using Day One for over five years. The premium subscription is affordable and worth every penny."

Daily Usage:

Some users **find the subscription valuable because they use the app daily, enhancing their journaling experience:**

"I love this app because of all its features. I wish the membership fee was lower."

"I love this app. It's exactly what a journal app should be - simple, local, private, and with an excellent subscription model."

Summary:

Pros: ease of use, positive impact, and valuable features

Cons: negative experiences related to support, payment, and disruptive updates

Other: It's also crucial for users to sync their records to different devices. And the version difference of the app should not be a barrier.

Avoid: Free-trial and Subscription versions should not be too different regarding layouts.

Recommendations:

Customer Support:

1. 24/7 multi-channel support, such as chatbots, email, and phone.
2. Create a comprehensive help center and send proactive notifications about common issues and their solutions.

Reevaluate Subscription and Payment Models:

1. Ensure **transparent pricing with flexible plans** (monthly, yearly, lifetime).
2. Communicate the value of premium subscriptions.

User-Centric Updates:

1. Involve users in the development process with beta testing and feedback.
2. Updates should enhance the user experience and provide rollback options.
3. Updates shouldn't be often, so users won't have to keep changing their journal habit

Integrate User Feedback:

1. Conduct regular surveys and create a feature request platform for user ideas.
2. Build **a community for user engagement** and continuous feedback.

Focus on Positive Aspects:

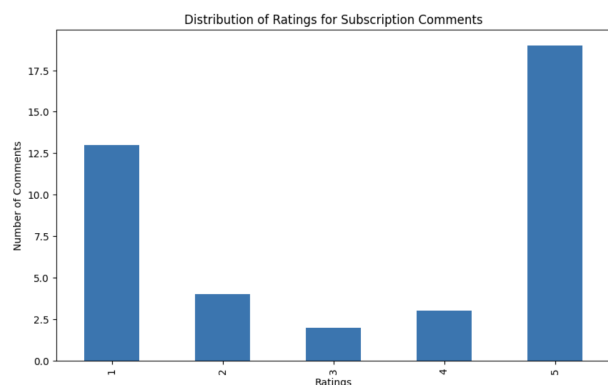
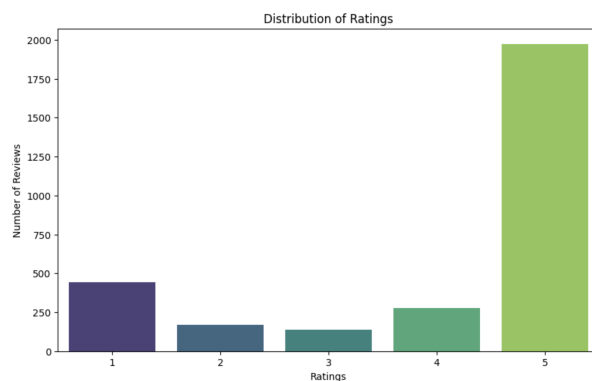
1. Prioritize ease of use and enhance popular features like photo integration and daily prompts.
2. Fast loading and smooth functionality.
3. Improve the ability to sync the data to different platforms or devices

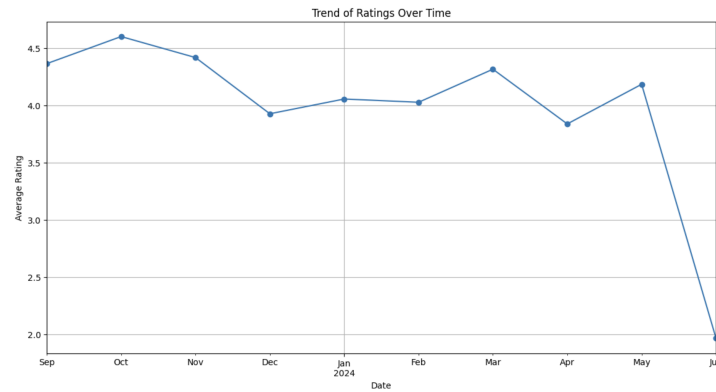
Appendix:

Reviews data:

[https://github.com/BosanHsu/Airy_Works/blob/main/Text Mining on Customers' %20Perspective/APP_Store_Reviews/Day%20One%20Journal%20Private%20Diary_Reviews.csv](https://github.com/BosanHsu/Airy_Works/blob/main/Text%20Mining%20on%20Customers'%20Perspective/APP_Store_Reviews/Day%20One%20Journal%20Private%20Diary_Reviews.csv)

Total Reviews Distribution vs Comments Mentioned Subscription Distribution





(The decreasing rating in June does not necessarily mean the app is less popular, as June just began for ten days)

Ratings

Ratings	Num of Users	%
1	444	14.80%
2	168	5.60%
3	138	4.60%
4	276	9.20%
5	1974	65.80%
Total	3000	100.00%

Total (more red = more reviews)

free easy new pay give
 note version keep option applesupport every well able
 update subscriptiondaily premium
 great change thing photo thought
 user work many add life look
 think

Word	Count
photo	82
easy	81
keep	80
life	75
new	74
add	74
great	74
work	70
thing	67
look	67
pay	62
daily	61
subscription	59
update	59
support	57
change	57
well	56
premium	56
version	56
user	53
able	53
many	51
option	48
thought	48
apple	48
every	48
free	47
think	45
give	44
note	43

Rating = 1 (444 users)

Top	Word	Count
1	support	27
2	new	22
3	pay	22
4	email	20
5	subscription	19

6	update	19
7	change	19
8	look	17
9	apple	16
10	user	16

Rating = 2 (168 users)

Top	Word	Count
1	support	14
2	subscription	11
3	photo	9
4	change	8
5	work	8
6	user	8
7	update	7
8	premium	7
9	pay	7
10	everything	7

Rating = 3 (138 users)

Top	Word	Count
1	work	9
2	new	7
3	update	7
4	sync	6
5	option	6
6	icloud	6
7	change	6
8	version	6
9	wish	5
10	hit	5

Rating = 4 (276 users)

Top	Word	Count
1	update	14
2	premium	14
3	photo	14
4	thing	10
5	support	9
6	add	9

7	create	9
8	able	9
9	change	9
10	multiple	9

Rating = 5 (1974 users)

Top	Word	Count
1	easy	72
2	keep	64
3	great	59
4	life	59
5	daily	55
6	photo	51
7	add	47
8	thing	46
9	thought	45
10	look	40