# Understanding Users

**Hub App Team 2**
Aarshiya, Jasmine, Changjiang,
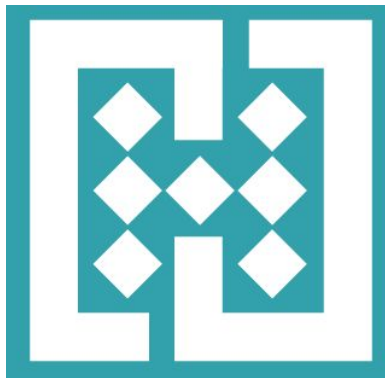Zicong, Wenting

# Table of Contents

# 01
## Our Project

What question did we answer and how did we approach our analysis?

# How do user journeys differ between Hub App's repeated users versus their one-time users?

*What are the Hub App user segments?*

...

# How we approached the question

## 1

### What did the data tell us?

- Analysis in SQL and Python
- Patterns in the data and descriptive statistics

## 2

### What did users say?

- User interviews with undergraduate students
- What users think about the certain pages and why they would/would not continue using Hub App

# 02

# Segmentation
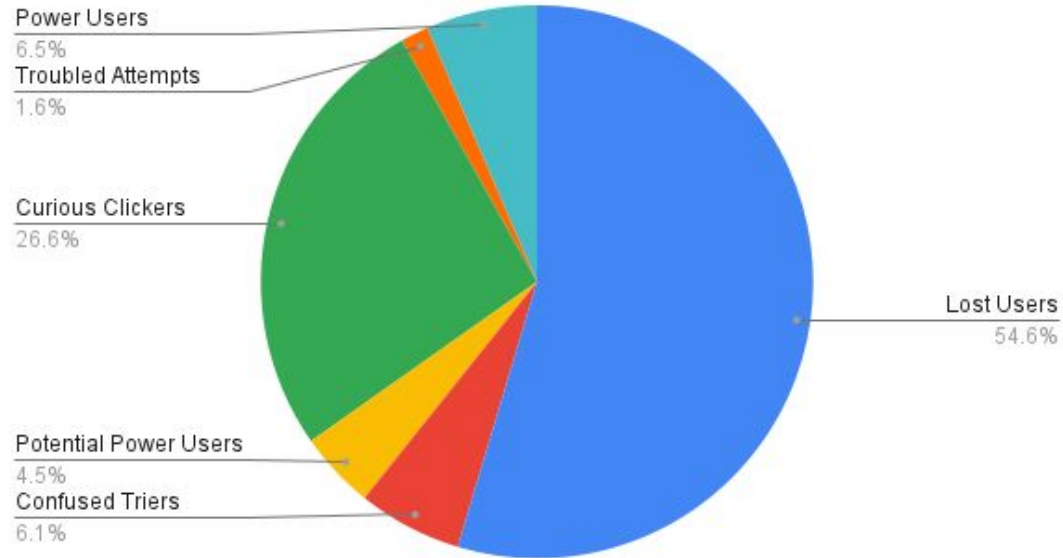
How did we divide users into groups?

# One Time User Segments

| User Persona | "Send invitation" interaction? | Event owner? | Segment Size | Percentage of All One Time Users |
|---|---|---|---|---|
| Lost Users | No | No | 1479 | 84% |
| Confused Triers | Yes | No | 165 | 9% |
| Potential Power Users | Yes | Yes | 122 | 7% |

# Multiple Login User Segments

| User Persona | "Send invitation" interaction? | Event owner? | Segment Size | Percentage of All Multi Users |
|---|---|---|---|---|
| Curious Clickers | No | No | 721 | 76%? |
| Troubled Attempts | Yes | No | 44 | 5% |
| Power Users | Yes | Yes | 176 | 19% |
| Power Users+ | Yes | Yes (responded by 2+) | 100 | 11% |

# Pie Chart

## Percentage of Each Segment



Power Users
6.5%

Troubled Attempts
1.6%

Curious Clickers
26.6%

Potential Power Users
4.5%

Confused Triers
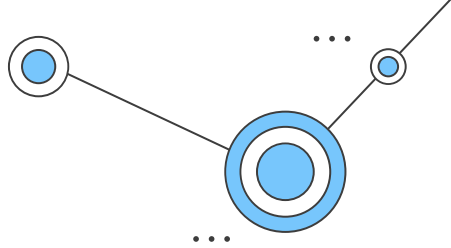6.1%

Lost Users
54.6%

# 03
# Analysis Findings
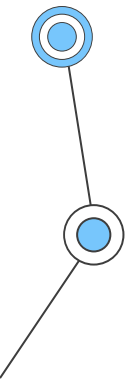
What are the most important insights
we found?

# Power Users Come with Intent

Power Users: Logs in multiple times, has "Send Invitation" Interaction, is Event Owner

- Size : 176 (19% of all Multi Users, 6% of all the users)
- Users come with the intention to create an invitation
  - 54% of Power Users send invitation on their **first** client session vs. <30% in other segments
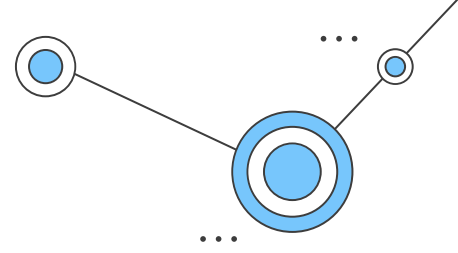
# Highest Percentage of Large Events

Power Users have large events and small events
- Most events are small (less than 4 people)
- Highest percentage of large (18%) events (more than 10 people) vs. other segments (<5%)
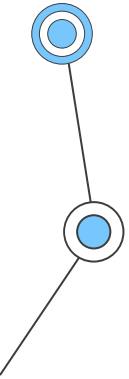


Invitation Count per Events
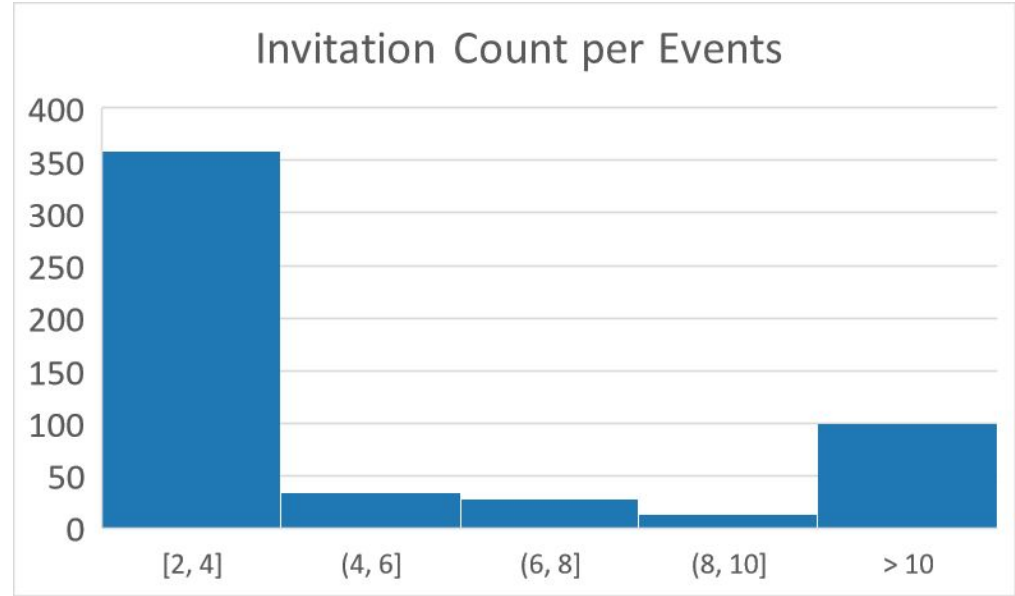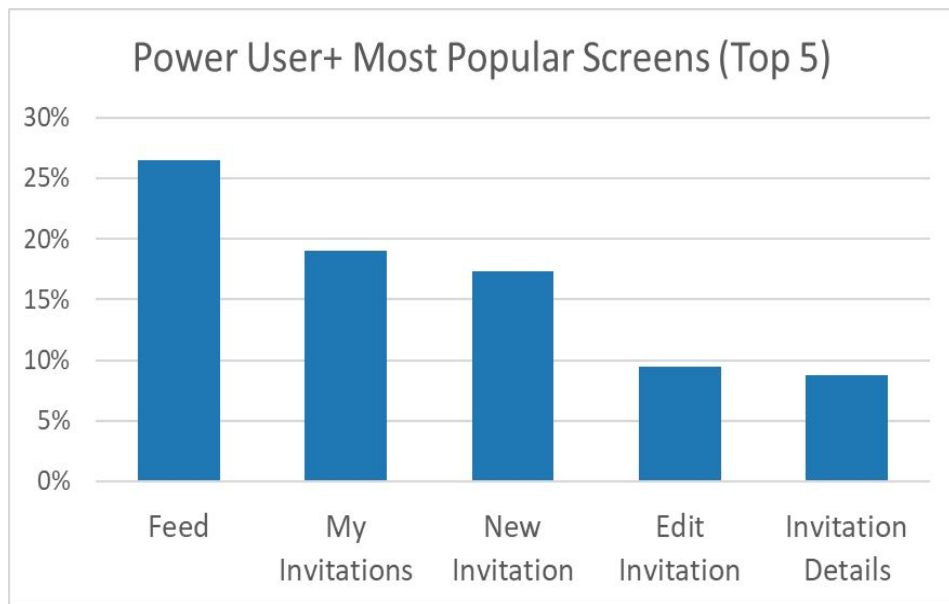
# Power Users+ Schedule Events Early

Power Users+ : at least one event has 2+ responses

- Size : 100  (57% of Power User, 11% of All Multi Users)
- Schedule events early
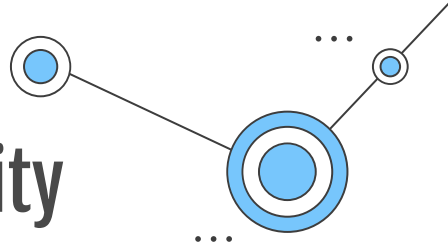  - Avg 16 Days ahead of event date (vs. < 2 Days in other segments)

# Time Spent on Invitations

Power Users+ spend more time on invitation-related pages

## Power User+ Most Popular Screens (Top 5)

| Screen | Percentage |
|--------|-----------|
| Feed | ~26% |
| My Invitations | ~19% |
| New Invitation | ~17% |
| Edit Invitation | ~9.5% |
| Invitation Details | ~8.5% |

# Potential Power Users: High Events Quality

Potential Power Users: Logs in one time, has "Send Invitation" Interaction, is Event Owner

- Size : 122 (4.5% of total users, 7% of all one time user)
- High Events Quality
  - 85% have confirmed responses, not that likely to be completely lack of-impact testing
  - For 80% of their events, the most frequent response is confirmed
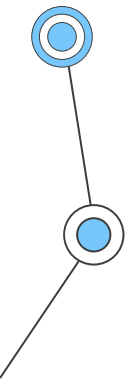
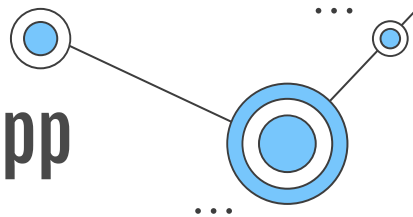# Potential Power Users: High Intention

New Invitation and My Invitation are 2 of the top 3 pages that Potential Power Users spend time on
- ○ Come in with the intention of sending invitations



Most Popular Screens (Top 5)
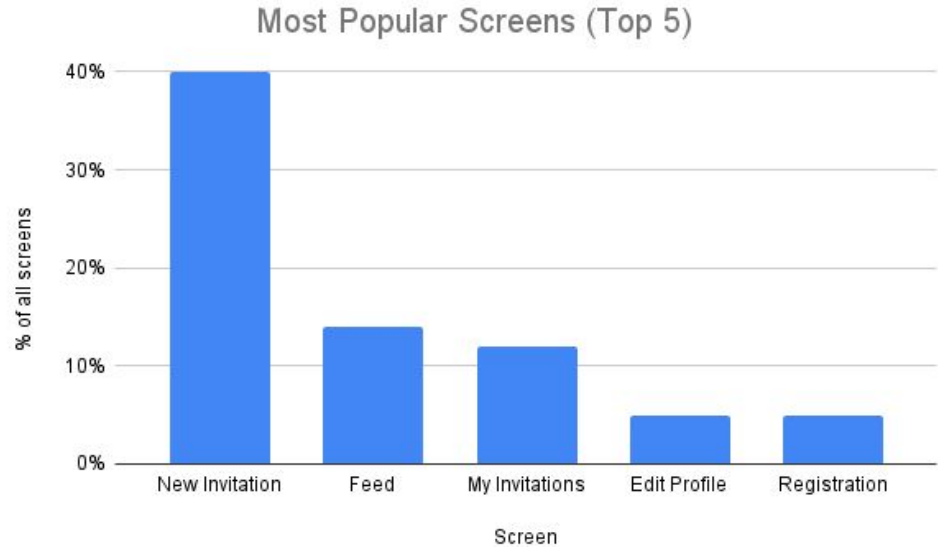
# Potential Power Users: Time Spent On the App

Time spent in app is much higher than the one time users group who do not send invitations

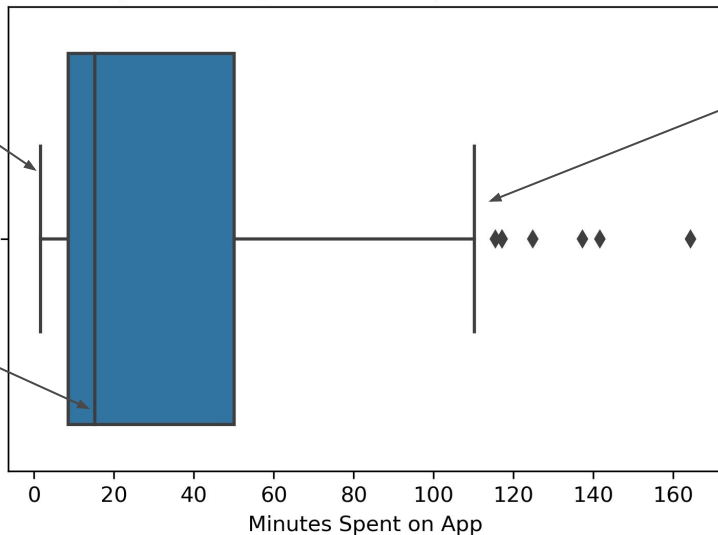Minutes Spent During Session Boxplot (Outliers Removed)

Minimum time spent: 1 min

Maximum time spent: 117 min

50% Percentile:
- median time spent is 17min
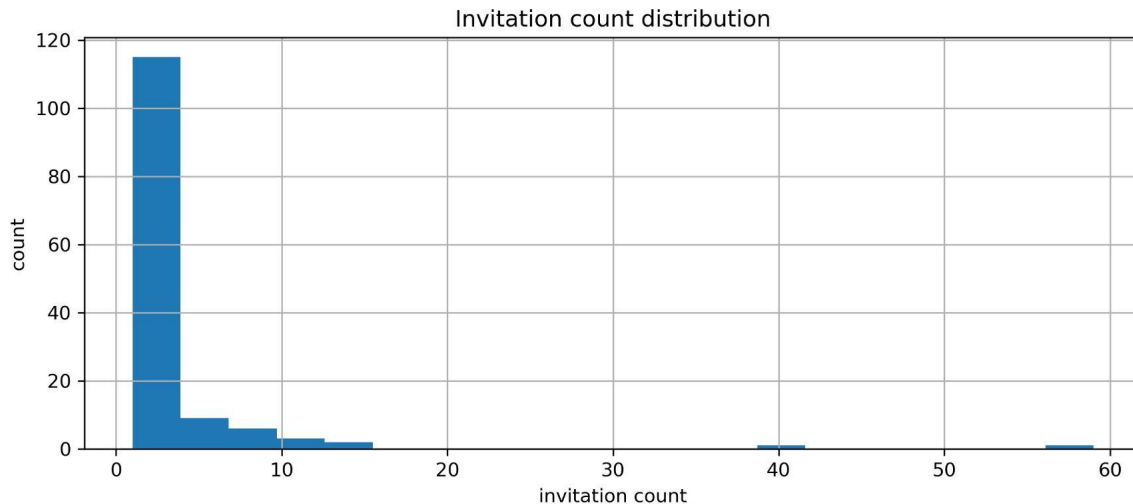- 50% percent of users spent more than or equal to 17 min

Minutes Spent on App

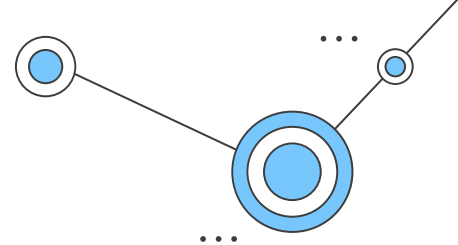# Potential Power Users: Small Event Size

## 87% of events are less than 5 people
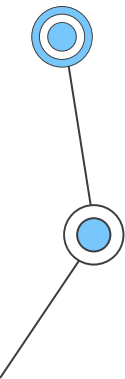- Not so useful for small events



Invitation count distribution

# Troubled Attempts/Confused Triers

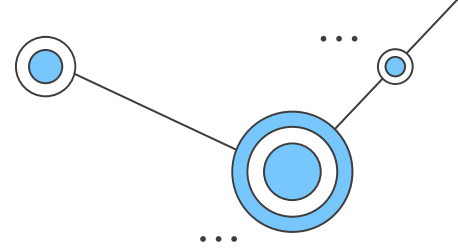| User Persona | Number of Logins | "Send invitation" interaction? | Event owner? | Segment Size |
|---|---|---|---|---|
| Troubled Attempts | Single | Yes | No | 44 |
| Confused Triers | Multi | Yes | No | 165 |

# Possible Technical Issue with Android

● 80% of these devices are Android versus only half for potential users
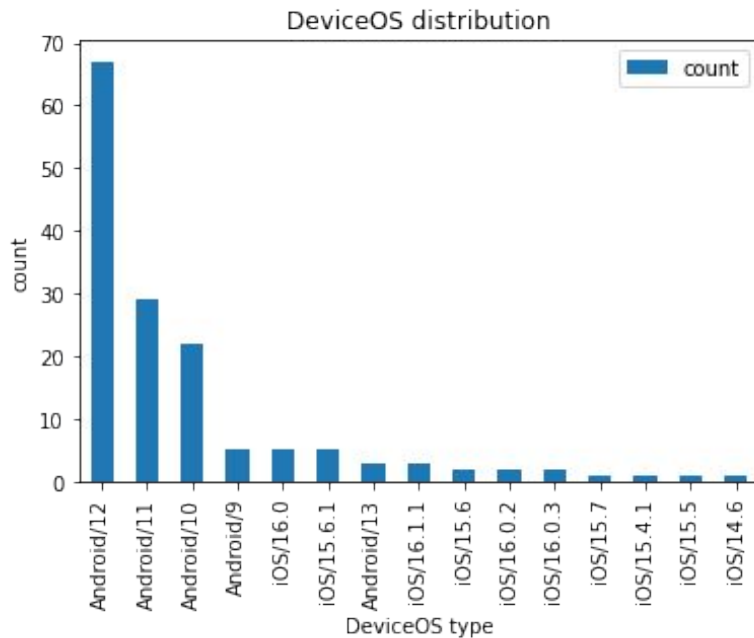
# They Spend Time Making Invitations

- Average time spent: Trouble attempts spent an average of 6.55 mins on New Invitation screen. Confused Trier spent an average of 5.68 mins on New Invitation screen
- They spent 51% of time on the 'New Invitation' screen.
- Both for Trouble Attempts and Confuse Triers, the most common screen name is "New invitation".
- 21% of users clicked "send invitation" when they first log in to the App; 79% of them clicked "send invitation" the second time they login.
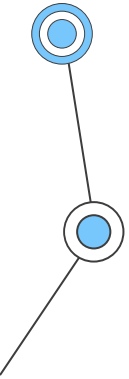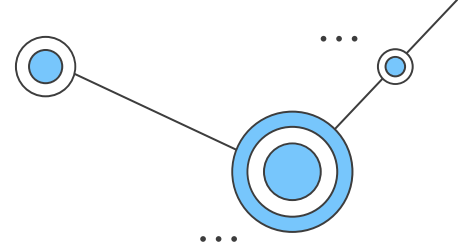
# Troubled Attempts/Confused Triers Takeaway
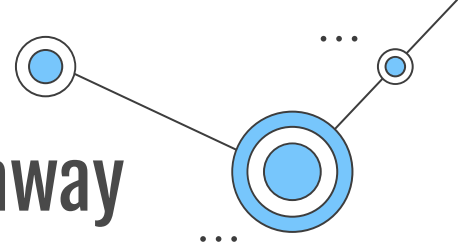
- They can be divided into the potential Power Users
  - They spent the most time on the "New Invitation" screen and their last quit screen is also "New Invitation."
  - They have at least one "send invitation" interaction
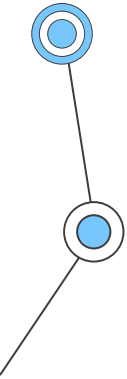
# Non Invite–Senders

- Lost Users + Curious Clickers don't click send invite
  - Lost users are 84% of one-time users and curious clickers are 76% of multi-login users
- Feed page is the most common quit screen
  - Might be a confusing page
- Screen times – lost: 1 min, curious clickers: 5.5 min
- Only 28% of curious clickers are logging on more than twice
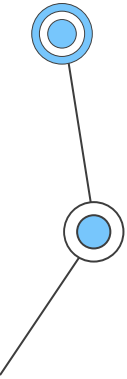
# 04

# Qualitative User Interviews

What do real users think about Hub App?

# Research Design: 6 User Interviews

- Research Objectives:
  - Understand what types of gatherings college students would use Hub App for
  - Understand the likelihood of college students adopting Hub App as an event planner and recommending it to a friend
  - Collect feedback from college students on app features and page design
- Method
  - 15-20 minute interviews conducted after users have used the app for 2+ days

| Name | User 1 (she/her) | User 2 (she/her) | User 3 (they/them) | User 4 (she/her) | User 5 (she/her) | User 6 (she/her) |
|---|---|---|---|---|---|---|
| **Major** | CS | CS | CS + Design | Applied Math | Business + Law | Business |
| **Segment** | PowerUser+ | PowerUser+ | New User | New User | New User | New User |

# Research Objective 1

Research Objective 1: Determine what types of gatherings college students would use Hub App for

- Hangouts with acquaintances
- Parties
- Going out to specific restaurant or bars, especially if there is a discount there

# Research Objective 2
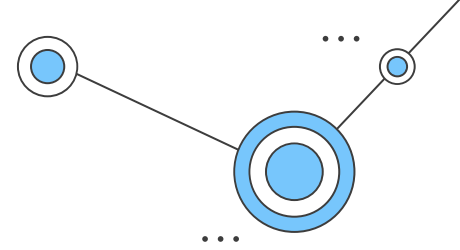
Research Objective 2: Understand the likelihood of college students to adopt Hub App as an event planner and recommend it to a friend

- Average Net Promoter Score: 5.5
- Main competitor mentioned is Facebook Events
- Deterrents:
    - Other people they know don't use the app
    - Already have established channels for event planning with their friends
    - No unique differentiator to justify making their friends download a new app
    - Unpolished app experience
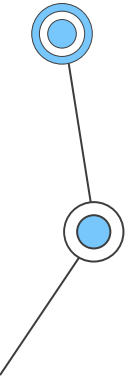
# STEM Majors Feedback On App Features
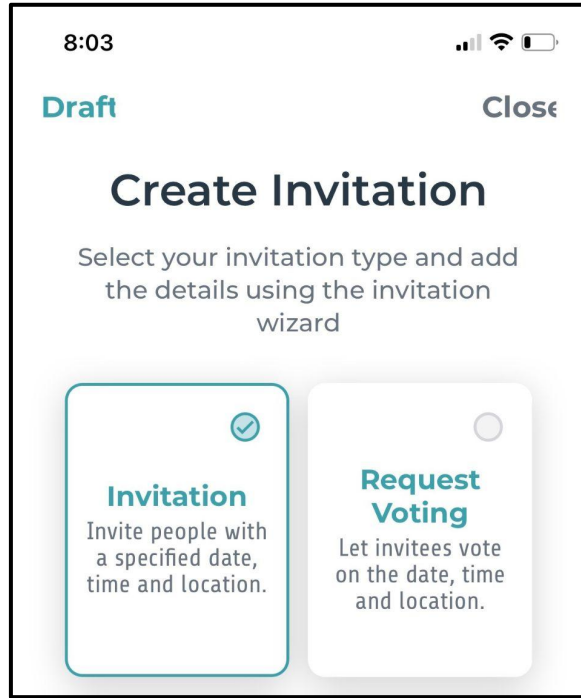


User provided screenshot of her app interface
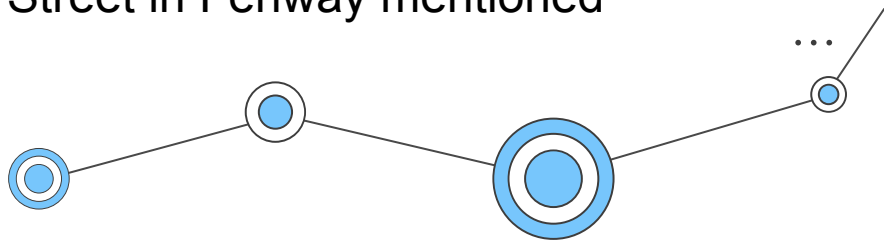("Close" cut off on screen)

- "Unpolished feel" about some features and tabs
  - Overwhelming Feed page
  - iPhone 12 Display
  - Tab layout on bottom should include Chat
- Would like more "undo" guidance
- In-app guided tutorial
  - More personalized touch to the app
- Privacy concerns with syncing all contacts simultaneously

# Business Majors Feedback on App Features

*"Right now, I think Hub App lacks the unique pull to it that would make the app popular. I would use this app if it combined the features of discounts and invitations into one functionality. For example, by making the invitation specifically for a specific discount code." -User 5*

- Both business student users mentioned a lack of market differentiation
- Recommends highlighting the promotions
  - Restaurants on Peterborough Street in Fenway mentioned
- Implementing a "Late" feature

# Study Limitations
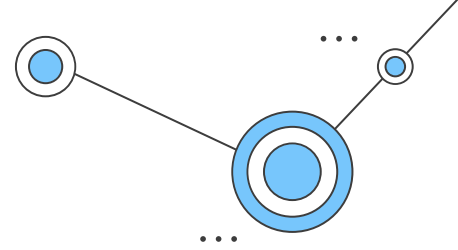
1. Small sample consisting mostly of college women & CS/Design/Business students
2. Convenience sample so results cannot be projected onto the entire population of college students
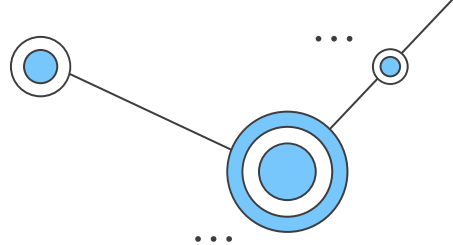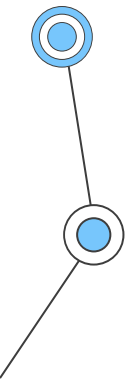3. Users may be more detail oriented than the average user
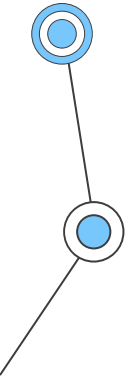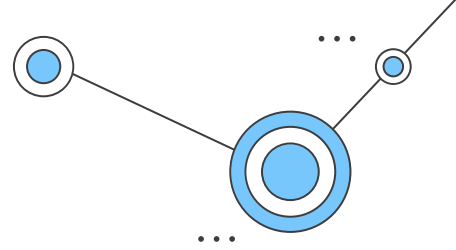
# 05

## Key Takeaways

# Power Users+

- There are some dedicated power users+, but there could be more
  - This means that most people aren't sticking to the app
  - People that stick to the app come already with the intention of using the app
  - You only have a few minutes to get a user's attention

# UI/UX Design

- There is most likely an inconsistency in the app experience based on device type - certain pages look different
- Potential tech issue where some people are clicking "send invitation" but are not actually event owners
- Some pages look great - Invitation Page is popular
- Could use more work on UI/UX on other pages - "unpolished" feel on pages like Feed
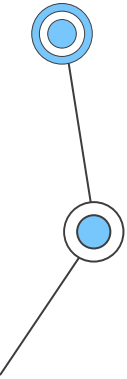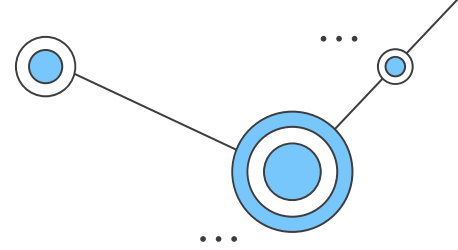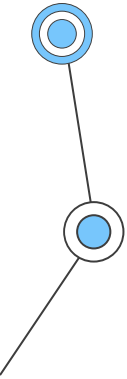
# App Differentiation
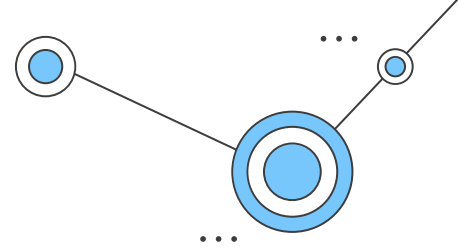
- Marketing Works! Students love the gift cards
- Ideas:
  - Giving more directions about promotions
  - App Differentiation
    - Phone number not the only way to connect to people (friends)
    - Acquaintance Market vs. Buddies
    - Marketing Potential
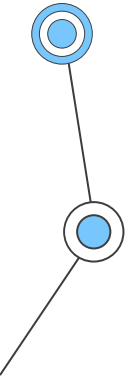
# Data Collection

- Potential future directions for Hub App:
  - Gathering more demographic information of users
    - In the account creation phase
    - Information like age, gender, pronouns, race
    - Would be helpful in understanding users
  - Feedback survey that people could respond to for gift card
  - Privacy
    - Keeping users' data private
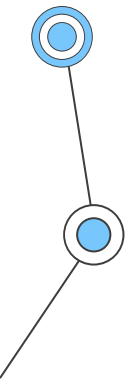    - People are reluctant to sync their contacts

# In Summary
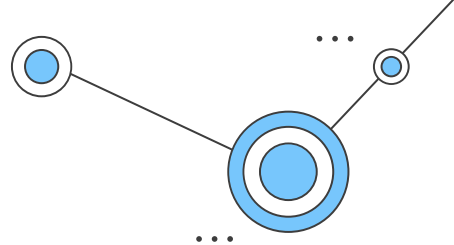
Here are the main factors we think you should consider:
1. Increasing Percentage of **Power Users+**
2. **UI/UX** Design Improvements
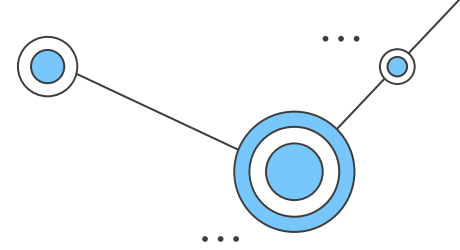3. App **Differentiation**
4. Future **Data Collection**

# Thank you!

Questions?

# Appendix

# User Interviews

https://drive.google.com/file/d/1YZrkxjSNJdxjpo4fIwAv1HX9sB5Uqv9g/view?usp=sharing