**Jar Data Analyst Assignment**

**App Exploration:**

There are two feature of the app, which I noticed, and that can be improved in the further versions.

1. **Problem with Jar Security Shield in Android**:
   1. the app gets closed automatically when it detects wrong fingerprint instead, it should show ‘**Fingerprint Not Recognised**’ and it should prompt for ‘**next attempt**’.
   2. App opens automatically within 10 seconds when locked with Jar Security Shield. It prompts the ‘**Confirm your Password**’, but the app gets opened in the background in **7 seconds**, without the passwords or fingerprint. (I can tap on the back button/back swipe after 7 seconds to easily enter the app without the password/fingerprint verification.)
   3. App gets closed suddenly whenever it receives another apps message notification, on the password verification or fingerprint verification prompt.
2. **Application Tour to be added:** There is no guided tour for the new users when the app gets opened after OTP verification to get them introduced to the App features.

**Product Optimisation:**

There are variety of ways that can be done to attract more people to play the ‘**Spin to Win**’.

I have analysed carefully and noted some changes that can be made to the App to get the desired result. They are:

1. **Change App Layout:** The layout of the Spin the Win can be changed to more promising place based on the user activity data in the app to push users to click on it.
2. **Need changes in Spin wheel representation**: Spin wheel only has image of gifts on the wheel. It might increase the audience if they get interested in mysterious representations of gifts which should increase the excitement.
3. **Push Notification:** Send notifications to users if they have not spin for the day with tempting offers as this could remind them of playing the game.
4. **Sense of Urgency Offers:** Create sense of urgency offers, which might attract the user when they immediately receive the notification. I can also include Limited Time Offers.
5. **Sharing posts to social media:** To bring in audience, we can allow users to share/show off their rewards received from spins to their social media to influence other people with similar interests.