

PROG7312

# APPLICATION PROGRAMMING 3B POE Part 1

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Mikayle Devonique Coetzee

ST10023767

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# Task 1: Research

## Five User Engagement Strategies:

User engagement is the active participation and interaction a user will have with the application (userpilot, 2024). Businesses evaluate their customer satisfaction, loyalty and success by viewing reports on how much users are actively involved with the app to measures the user engagement (userpilot, 2024).

### 1. Collecting and act on user feedback:

Collecting user feedback is a strategy that is normally used to gather users input regarding a specific feature, their experience and their overall view of the app and how it can be improved (userpilot, 2024). The benefits of using a feedback mechanism in an application is to improve user engagement, showing users that their input and feedback is valued, valid and will be acted upon. Implementing the users feedback will improve user loyalty, and experience (userpilot, 2024).

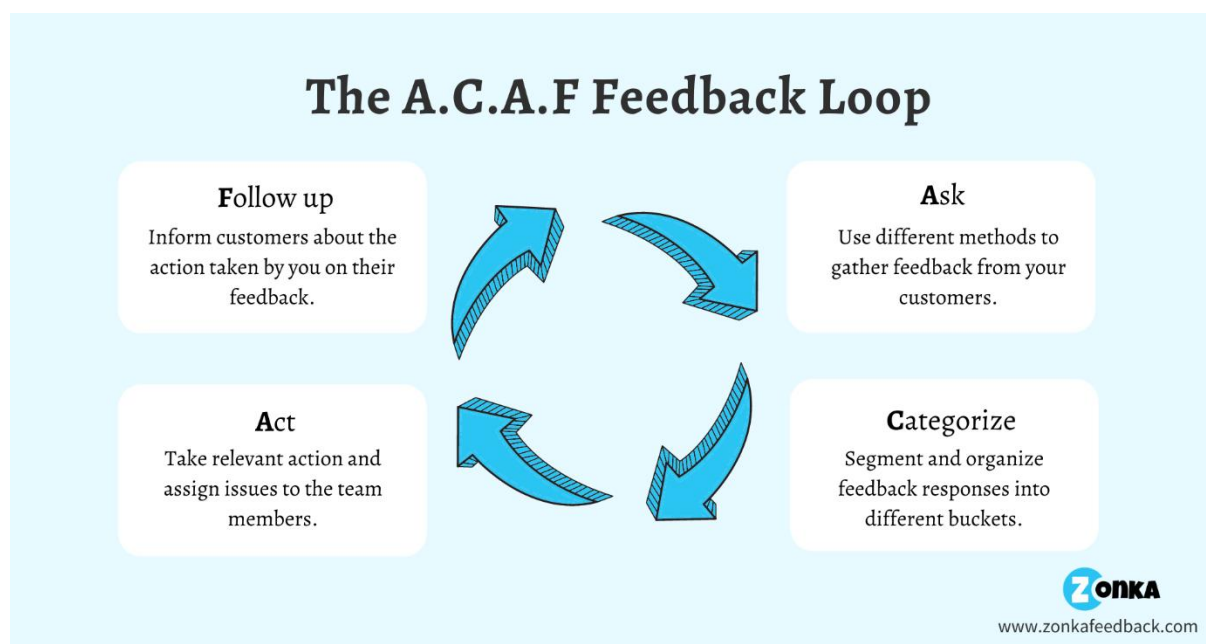


Figure 1: A.C.A.F Feedback Loop (Dawer, 2024).

As it is shown in figure 1, it is important to also act on the users' feedback and follow up with them so that users feel like their opinion matter and that they have contributed to the success of an application (Dawer, 2024).

## 2. Personalized app:

Personalized apps are another strategy that can be implemented to keep users engaged with the app. This will allow users to tailor their application to their liking (userpilot, 2024). Normally this involves providing the user with the ability to customize their app theme, their content, recommendations or features (userpilot, 2024). The benefits of implementing a personalizing feature into the app is to ensure that all users are satisfied and engaged (userpilot, 2024).

## 3. In-app messaging:

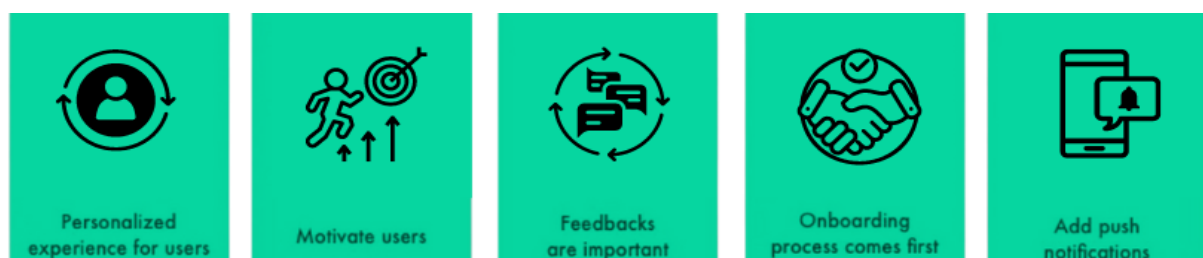
In-app messaging can be seen as timely popup messages within the application or a chat bot feature where users can interact with and ask questions (userpilot, 2024). These messages can be used to inform, guide or help users within the application (userpilot, 2024). The benefits of using an in-app messaging system are to improve user engagement by directly interacting with the user based on their input, it makes the user feel supported and valued (userpilot, 2024).

## 4. Rewarding Users:

Rewarding users is a strategy that involves giving users rewards or gifts like points or badges so that they feel their working up to something (Tariq, 2024). This will motivate users to interact with the application more frequently (Tariq, 2024). The benefit of implementing such gamification reward system is to ensure that the user stays engaged and continue using the app (Tariq, 2024).

## 5. Display Progress Bar:

A progress bar will be the last engagement strategy that I will be mentioning (Nicholas, 2021). It is a visual representation of completed tasks to make the user feel closer to the finish, more engaged and exited to continue (Nicholas, 2021). The benefits of implementing a progress bar are to ensure that users are motivated, and it also ensures that the users understand how to use the app (Nicholas, 2021).



*Figure 2: How to keep users engaged.*

## **Chosen user engagement strategy – In-app messaging & Progress Bar:**

For my municipal service application, that will allow users to report issues. I have chosen in app messaging and progress bars as my two main user engagement strategies. The strategies are relevant in the app, a progress bar has been mentioned in the POE document and it will contribute to enhancing the users experience and making the process of reporting more interactive.

### **In-App Messaging:**

One of the main user engagement strategies that I will be implementing is an in-app messaging system for this project that will serve as a communication channel/chat bot and provide the user with relevant messages depending on their user input (userpilot, 2024). By incorporating an interactive message feature, the app will offer users guidance and support when needed (userpilot, 2024). The app will allow users to view their reports, ask for help, search for a specific report and start new messages (userpilot, 2024).

### **Reason why I chose In-App Messaging:**

- **Immediate Feedback:** Users will receive an instant response to their input/message (userpilot, 2024). For example, when a user enters '1' or 'help' they will be provided with a message to inform them on what they can do and when the user submits a report, they will get notified on the progress of that report and all their reports will be able to be viewed.
- **Guided User Experience:** New users will benefit from this feature, especially when we need to implement the event part of the POE, so that users can get guided step by step through the app, ask questions on the upcoming events and get instant replies. This messaging feature will make the app more accessible, user-friendly and it will keep the users engaged (userpilot, 2024).

### **Progress Bar:**

The second user engagement strategy that I will be implementing is adding in a progress bar that will guide the users through the submission process (Nicholas, 2021). The progress bar will have a motivational/feedback label to give clear and fun instructions to the user (Nicholas, 2021). For the app, the process will involve steps like users entering a location, description of issue, category of issue

and the media (Nicholas, 2021). By showing users their progress visually, it will reduce anxiety over how long it will take to submit a report, and it will keep the users engaged (Nicholas, 2021).

**Reason why I chose Progress Bars:**

- **Increased Motivation:** The research that I have done shows that users are more likely to complete tasks when they know how long it is going to take, the progress bar motivates and encourages the user to reach the next step and finish the task (Nicholas, 2021).
- **Simplified Steps:** By me breaking down the reporting process into stages and showing the users what they completed, it will indicate to them what they need to complete next (Nicholas, 2021).
- **Clear Milestones:** The users will be more engaged when they feel like they have achieved something (Nicholas, 2021). By reaching small milestones like being 50% through, users will want to complete the process (Nicholas, 2021).

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