# Feedback from Users

After adding News Feed to our main page, all the users who were complaining about website not having anything interesting design have like the website after adding News Feed to their main page.

One of the feedbacks was “Now it can hold me on this website for around 30mins to 1 hour”. 3rd August 2019.

Other feedback was “It is good to have News Feed on main page which shows new postings and Updates”. 4th August 2019.

# Customer Engagement Strategy

We will engage with the users using following methods:

* Radio
* Social Media (Facebook, Twitter, YouTube)
* News Paper
* Other Famous application
* Ads
* Website

And Using the customer movements on the website we will improve design of those pages where customer stays on for least time.

# Metrics

**Goals and Objectives**

• 1,000 users in 3 months

• Create Community base for user

• Provide seamless user experience

• Focus and attract big crowd using different advertising methods

**Data Collections**

• We collected data from different websites and applications (e.g. Facebook, Twitter, YouTube, Play Store, Apple Store)

• By analysing user activity on different websites, engage them with our ads

• Analysing user heat maps provided their daily activity on different websites and application.

# Insights

Based on the analysis of results 7 out of the 10 people are going through decision-making problem for cooking.

And all these people use Youtube or other websites and application to find recipes but left unsatisfied even after.

# Opportunities and Gaps

• New Community based app will attract more users

• New cook pad function will attract more users

• News Feed page will keep the user activity alive on the website for a longer time

• High Start-up Cost

• Attracting high crowd of a user in the initial phase will be challenging.

**To Overcome these Gaps**

• To balance the high initial cost, we will show ads on News Feed page to make profit

• To attract high numbers of users, we will do advertisements and promotions on social websites

• Also creating events will attract more customers.