**Priorities for Fall**

* [CATEGORY] Interactivity
  + [GOAL] Easily share the app with friends + members of your group
    - [IMPLEMENT] Share button after you mark attending to an event for the first time
    - Share button after you join a group for the first time
    - Allowing shares to contacts, social media, other communication tools (FB, Twitter, Snapchat?, link for groupme/slack? - offer a checklist?)
  + [GOAL] The experience is enjoyable
    - Welcome email
    - Positive reinforcement: little animations when you do something good
    - Search should open filters + search events + groups
  + [GOAL] Wanting to interact with the app
    - Push notification saying people have visited my profile (weekly?)
    - Push notification saying an event is really popular right now (threshold?)
    - Push notification saying a friend created a public event or public group
    - Taking attendance
    - Weekday + Weekend Roundup push notifications
    - Share the event or group you just created with people that match with it (or push notification saying a new group / event was created that matches your interests. For creators, it will say: “We let 54 people know you created this group who may be interested)
* Analytics
  + Understand how to make the app ‘stickier’
  + Understand how to get more users on the app
* Scaling to other communities
  + Make it super easy to collect quality events from any community
  + Getting ready to send an email to every group on campus

App Analytics

General filters

\* By date range

\* By community

\* By user

\* ID

\* In a particular group

\* Said attending a particular event

1. User flow

1. Where do users spend the most amount of time

2. How much time do they spend on each page

3. How do users walk through the app generally

2. User counts

1. How many users on the app

2. How many logins per day / week

3. How many users went to the map view (what % of all sessions go into map?)

3. User interest

1. What events were viewed the most

2. What groups were viewed the most

3. What were the most popular searches

Who what when where **why how**

Question: How do we get people to like or mark as “attending” on events?

* What are the most popular events?
* What are the events with the highest conversion from view to attend?
* Where did users come from that had the highest conversion

Question: Where are users coming into an event from? (Where the events are being clicked on)

* Events list
  + On vs. off campus
  + Featured banner
* Map
* A notification
  + IGIYG
  + Share
  + Group’s event
* User profile
* Group profile

Question: When do users decide to go to an event? (When people actually decided to go to events)

* When they find it on their events list?
* “” on the map?
* “” through one of the notifications?
  + Which one?
    - IGIYG
    - Share
    - Group’s event
* “” on someone else’s profile?
* “” on a group’s profile?

When do people join/follow groups?

(similar to events)

What actions do people take before and after creating an event?

How many groups have been manually created versus pulled in from FB?

How many of the attendees/interesteds are for events from each event source?

After how many people interested or attending do the views of an event turn into another like or RSVP?

What percentage of group members are typically “active” (weekly)?

What percentage of group followers are typically “active” (weekly)?

Of those users who are active, how many groups are they an admin of? Member of? Follow of?

What kinds of push notifications actually bring people into the app?

* IGIYG
* Event invite
* Group invite
* New event created by a group you’re part of?
* Does time of day matter

What percentage of users are content creators/spreaders?

* Creating events, sharing to groups

https://docs.google.com/spreadsheets/d/1-YV3RwgW\_kmSIiAUYQVxJs8-rykwd5Hak\_h3TNT7q7k/edit?usp=sharing

|  |  |  |
| --- | --- | --- |
| **What I want to do** | **I need to know** | **How to Measure** |
| Send highly targeted emails out to students with a limited selection of events. | what events are trending on campus  What events have been pulled into the app from Facebook | Show top 10 events that has the most number of ‘interested’ and ‘attending’  Show number of events that have been pulled from FB out of the number created in total |
| Send targeted push notifications | what events are trending among particular sub-audiences (i.e business majors, seniors, etc.)  If more than 1 of a user’s friends have added an event to their calendar or saved it for later  The time of day most users are checking the app  How many users came back into the app as a result of the push notification  Whether there is a correlation between a user’s activity & the push notification that was sent (i.e. adding the event mentioned in the push notification to their calendar) |  |
| Understand how the journey path we’ve created relates to the actual user flow | Are most people using the events tab because it’s the default screen, or is most of the activity happening within groups? I.e. should we rethink the mapping of the app to better reflect how users use it |  |
| Know if there is a difference in usership/retention between manual sign ups and FB signups | Are those connected with Facebook more active/engaged than those who are not? |  |
| Know how group admins use the app versus non-admins |  |  |
| Keep people within the app as much as possible | If people click on an address, or something that causes them to leave the app, do they come back? |  |
| Make the app look as populated as possible | How many people have hid their profile? |  |
| Encourage people to create AND maintain an event or group | How many people clicked on the create event or group icon and did not complete the profile  How many people created an event or group, but has left it relatively inactive |  |
| Encourage people to share the app | Who has added events to their calendar but not get sent an IGIYG or share |  |
| Play with timing: send PNs at the right time, know when to change featured events/groups | Graphs/charts of when users are logging on (broken down hourly?) |  |
| Encourage people to remain active | When the last time a user logged into the app was |  |
| Rate & Review the app | If there is a way to do this within the app or if we can create a way to do this |  |