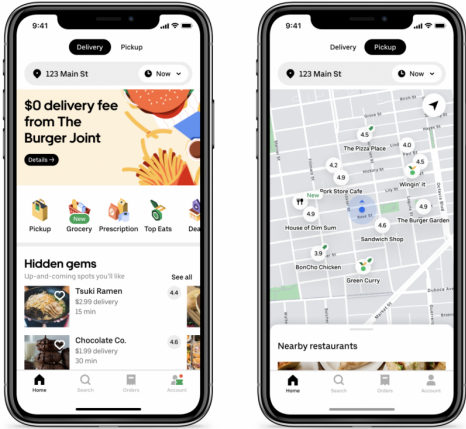




# **Product Analytics**

Uber Eats

Exercise #1: Choose Your Product (5 minutes)

Product Name	Uber Eats
What does it do?	On-demand food delivery service
Where do you use it?	Desktop via browser (ubereats.com) Mobile & Tablet - Android Mobile & Tablet - iOS
Photo(s)	

## Exercise #2: Finding Your Value Moment (20 minutes)

For 3 of your favorite products, list the specific actions that you feel indicate that people are getting value (e.g. “watch a video”, “like a photo” etc. Then **highlight** the most important ones.

Product	Actions	Value Moment
Twitter	Follow users Users follow you Send a tweet Respond to a tweet	Follow 30 users with 1/3 of them following you back
Airbnb	Request a booking Booking confirmed Complete stay Make a second booking	Making a first booking
Uber Eats	Make order Track order progress Order arrives on time Make a second order	Placing a second order within 3 days of the first one

### Exercise #3: Four Value Moment Questions (5 minutes)

*Reflect on and try to answer the following questions.*

- 1) Can a user experience more than one “value” moment?

Yes. A value moment is when a user experiences an emotional reaction to the discovery of a feature. This can happen in multiple parts of user onboarding. Many companies focus on just the moment of highest value.

- 2) Are “value” moments the same for every user?

No, value moments vary depending on whatever job the user is trying to achieve e.g. with Dropbox, one user wants to access a document from multiple devices, another to securely share documents with others.

- 3) What is the difference between a “value moment” and an “activation”?

Aha moment = when a user discovers value in your product e.g. when a user shares a document with another.

Activation = when you see value in that user e.g. when user subscribes to your paid plan.

- 4) Is it possible to guide a user to experience a feeling of “aha/value”?

Absolutely! Covered in following lecture.

Exercise #4: Finding & Removing Friction (5 - 10 minutes)

Given your product's value moment:

“Placing a second order within 3 days of the first one” - Uber Eats

1) Identify 2 possible areas of friction where users may be dropping off.

Friction Moment #1: Users are price-conscious.

Friction Moment #2: Users can’t find foods they like.

2) For an identified friction moment, what experiment ideas would you test to reduce friction and improve retention?

Friction Moment	Experiment	Success Criteria
#1: Users are price conscious	Run “specials” with discounted prices negotiated with restaurants. Restaurants get better rankings and are featured in a “specials section” on the homepage.	Min of 2% improvement in user retention
	Negotiate “special” prices for bundled purchases. E.g. 10% off for 2 pizzas and a drink	Min of 2% improvement in user retention
	Run special pricing for pre-purchasing meals from a restaurant e.g. 15% off for pre-purchasing 10 meals.	Min of 2% improvement in user retention

## Exercise #5: Define “active” for your product (5 mins)

*Define what it means to be an “active” user on your product, ensuring that your definition is:*

- 1) Measurable*
- 2) Easy to understand*
- 3) A good indicator of value delivery*
- 4) A good indicator of monetization*

An active user for Uber Eats is one who has placed at least 1 order in the time period.

### Key Metrics:

Daily Active Users (DAU): Placed at least 1 order on that day.

Weekly Active Users (WAU): Placed at least 1 order in the last 7 days.

Monthly Active Users (MAU): Placed at least 1 order in the last month.

## Exercise #6: Define your behavioral cohort (30 mins)

What are you trying to learn from your behavioral cohort analysis? Ask yourself these questions to frame your problem.

Questions	Uber Eats
1) What action or behavior would you like to investigate? E.g. adding a friend	How does usage on Uber impact Uber Eats?
2) What timeframe are you interested in? E.g. within the first day of use or during a specified date range	Analyze behavior in the last 30 days.
3) Is the # of times the user takes the action significant? E.g. add at least 7 friends.	Yes. Analyze for power Uber users.
4) Are there any user properties you need to specify? E.g. only iOS users in the US that are between 24 and 35 years old.	No.
5) Are there other actions you'd like to investigate together? E.g. users who added 7 friends AND shared 1 link.	No.

Behavioral cohort definition:

Users who **booked a ride**, with a count **> 5 times**, anytime within **30 Days**

## Exercise #7: Analyze the behavior of cohorts (30 mins)

*After saving your cohort, it's time to understand the impact that behavior has on your core metrics.*

Question	Uber Eats
<b>Retention</b> Does being active on Uber impact Uber Eats user retention?	Plot the retention curve of the cohort who were active on Uber, compared with the cohort who were not active. Is there a difference in retention 1 week later? 1 month later?
<b>Conversion Rate</b> Does being active on Uber affect Uber Eats conversion rate?	Set up a funnel of the key steps a user takes to 'convert'. Look for differences in conversion rate between your 2 cohorts in each step of the funnel.
<b>Stickiness</b> Do users who use Uber use Uber eats more often?	Compare stickiness between 2 cohorts by examining % of users who access Uber Eats "n days out of a week".
<b>Revenue</b> Do users active on Uber spend more money on Uber Eats?	Compare whether user who use Uber spend more on Uber Eats. Metrics to use include LTV, ARPU.
<b>Key User Actions</b>	Investigate how usage of Uber relates to how often user does important actions on Uber Eats.



## Exercise #8: What does your power use curve look like? (15 mins)

Reflect on what type of power user curve your product is likely to have.

Question	Uber Eats
What do you think your product's power user curve looks like? (left, right, or smile)	Left-leaning
Explain your rationale	<p>Consumer has:</p> <ul style="list-style-type: none"><li>1) a plethora of choices i.e. other delivery apps, going out, cooking at home.</li><li>2) Low switching costs compared to other products such as social media</li><li>3) No incentive to buy daily i.e. not rewarded for loyalty</li><li>4) Strong incentive to try it once i.e. coupon for first purchase</li></ul>

**Exercise #9: Create an A/B test plan (30 mins)**

*Pick one idea to A/B test and use the following template to build out a test plan*

1) State Your Hypothesis:	Making the “add to cart” button more prominent will lead to better conversions			
2) Success Criteria:	At least a 2% improvement in conversion rate			
3) Design:	Control: The existing design Variant A: Change button to a blue color Variant B: Use a floating button Variant C: Use a bigger button			
4) Targeting:	Users on Desktops in California			
5) Targeting Approach:	URL based:	X	Audience profile:	
	Cookie-based:		Query parameter:	
	Technology based:	X	Data Layer variable:	
	Geo targeting:	X		
6) Scheduling:	Run Immediately			
7) Traffic Allocation:	25% to control   25% to Variant A   25% to Variant B   25% to Variant C			
8) Tracking:	Clicks on “add to cart” button Pageviews for “Thank you for your order page” Etc			