***Session By Karan Peri***

I recently attended a session conducted by Karan Peri from The Product Folks on "Mastering Product Growth through User Intent." Here are the key learnings from the session:

1. Framework: The session introduced a framework for mastering conversion from user intent. The framework consists of four stages: Acquisition, Activation, Engagement, Retention, and Monetization. These stages form a comprehensive approach to driving growth and maximizing user conversion.
2. User Experience: The flow of users through the conversion process is heavily influenced by the user experience. A seamless and enjoyable user experience can have a significant impact on improving conversion rates and overall product growth.
3. User Motivation: User intent is closely tied to user motivation. Understanding what motivates users is crucial for developing effective conversion strategies. By aligning the product offering with user motivations, it becomes easier to drive user intent towards desired actions.
4. User Need vs. User Intent: User needs represent broader requirements, while user intent is more specific and action-oriented. While user intent may change over time, the underlying needs often remain consistent. Recognizing the difference between needs and intent helps in creating targeted conversion approaches.
5. Conversion Success: The success of conversions heavily relies on managing user intent. The session highlighted four ways to handle user intent effectively: creating intent through persuasive messaging and value propositions, acquiring intent through targeted marketing and user acquisition strategies, shaping intent through personalized experiences and interactions, and serving intent by delivering on promises and providing a seamless conversion process.

These learnings emphasize the importance of understanding user intent, aligning it with user needs and motivations, and optimizing the user experience to drive successful conversions and overall product growth.