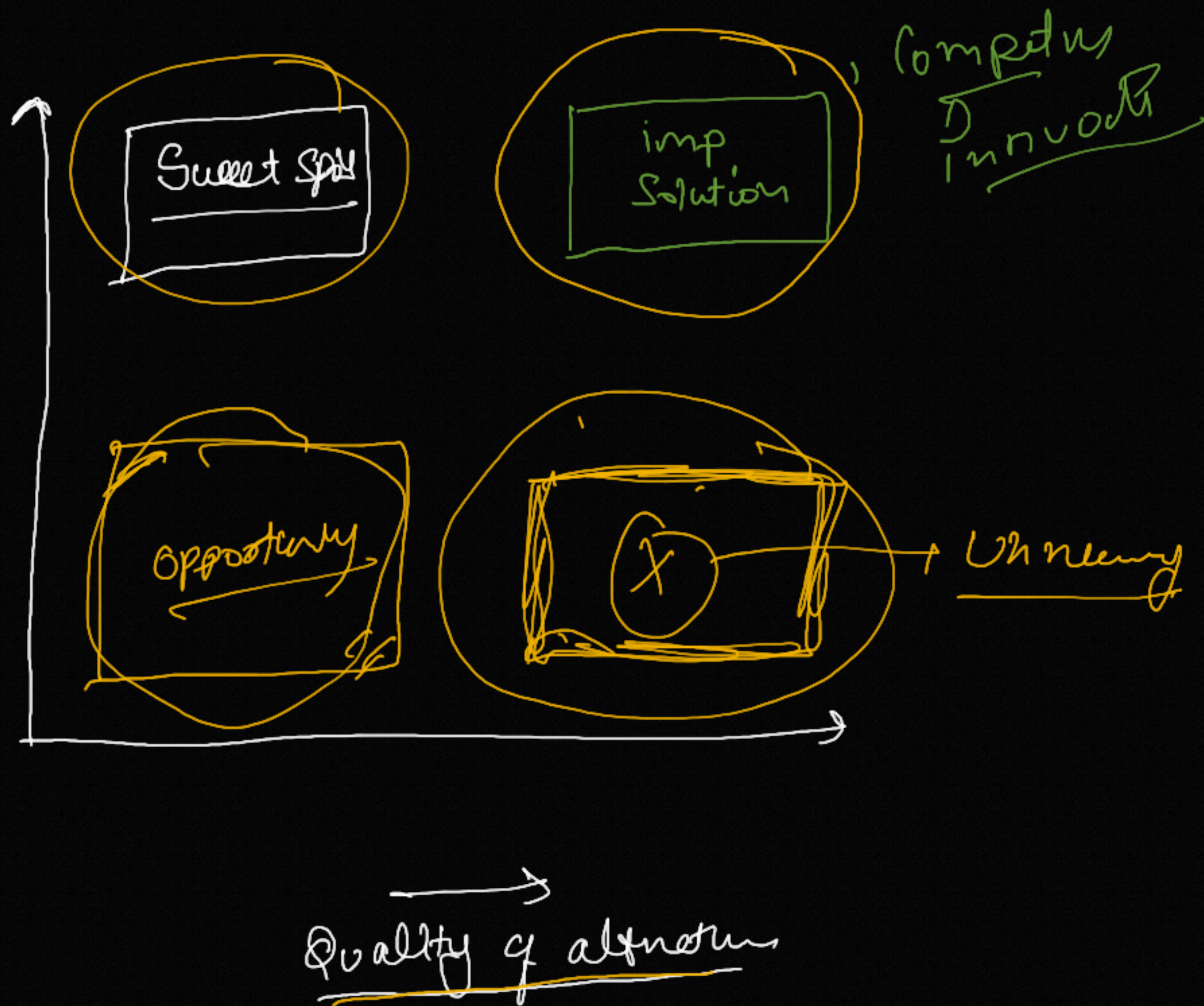


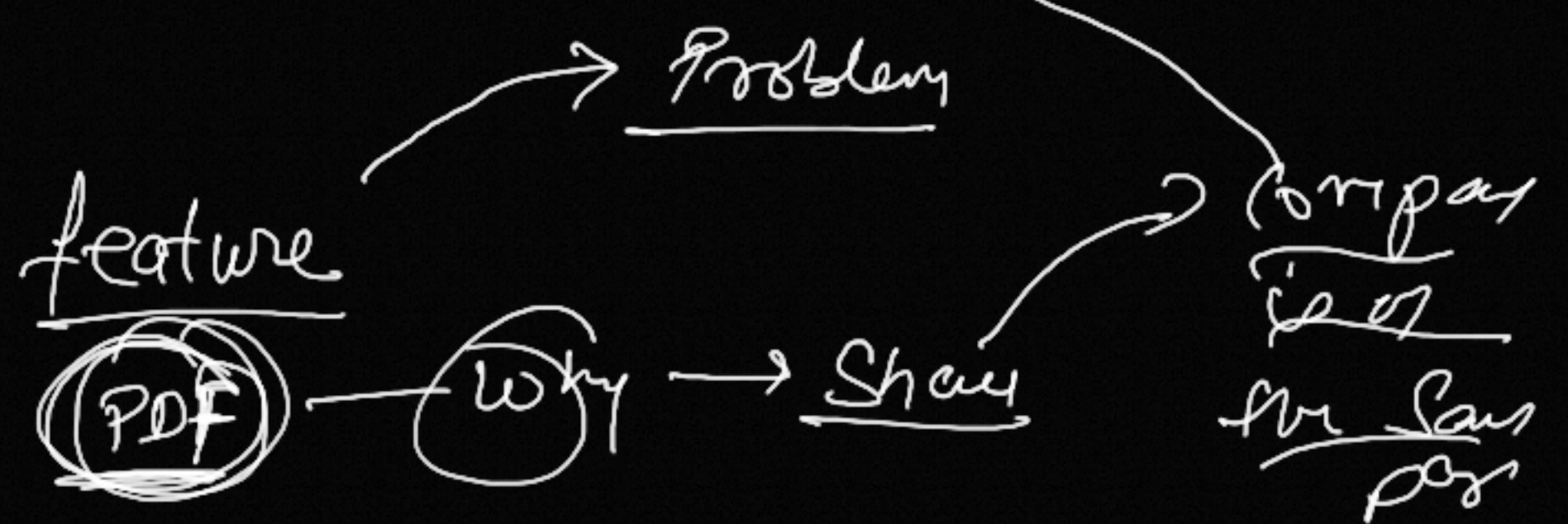
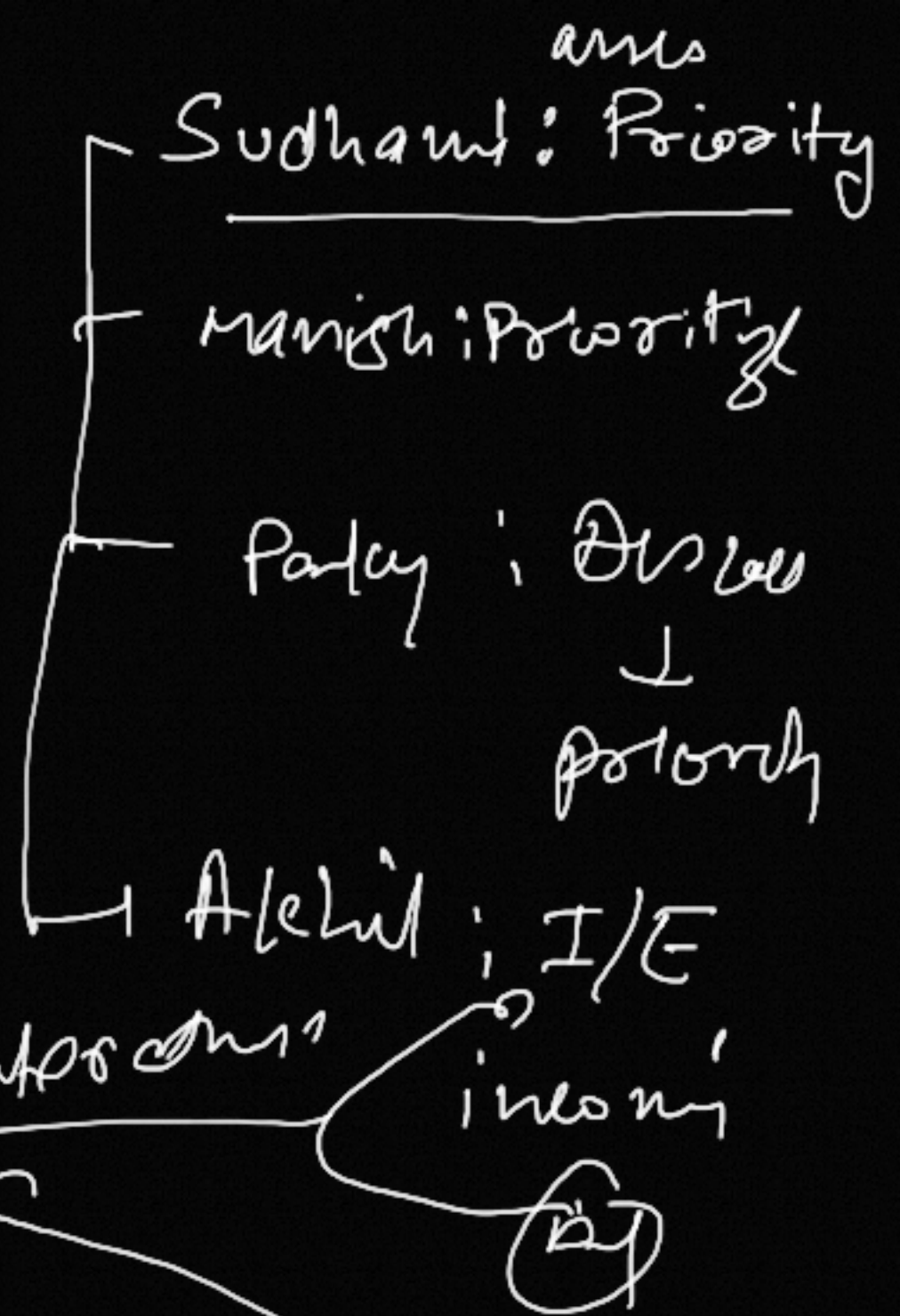
↑
Intensity
of
Problem

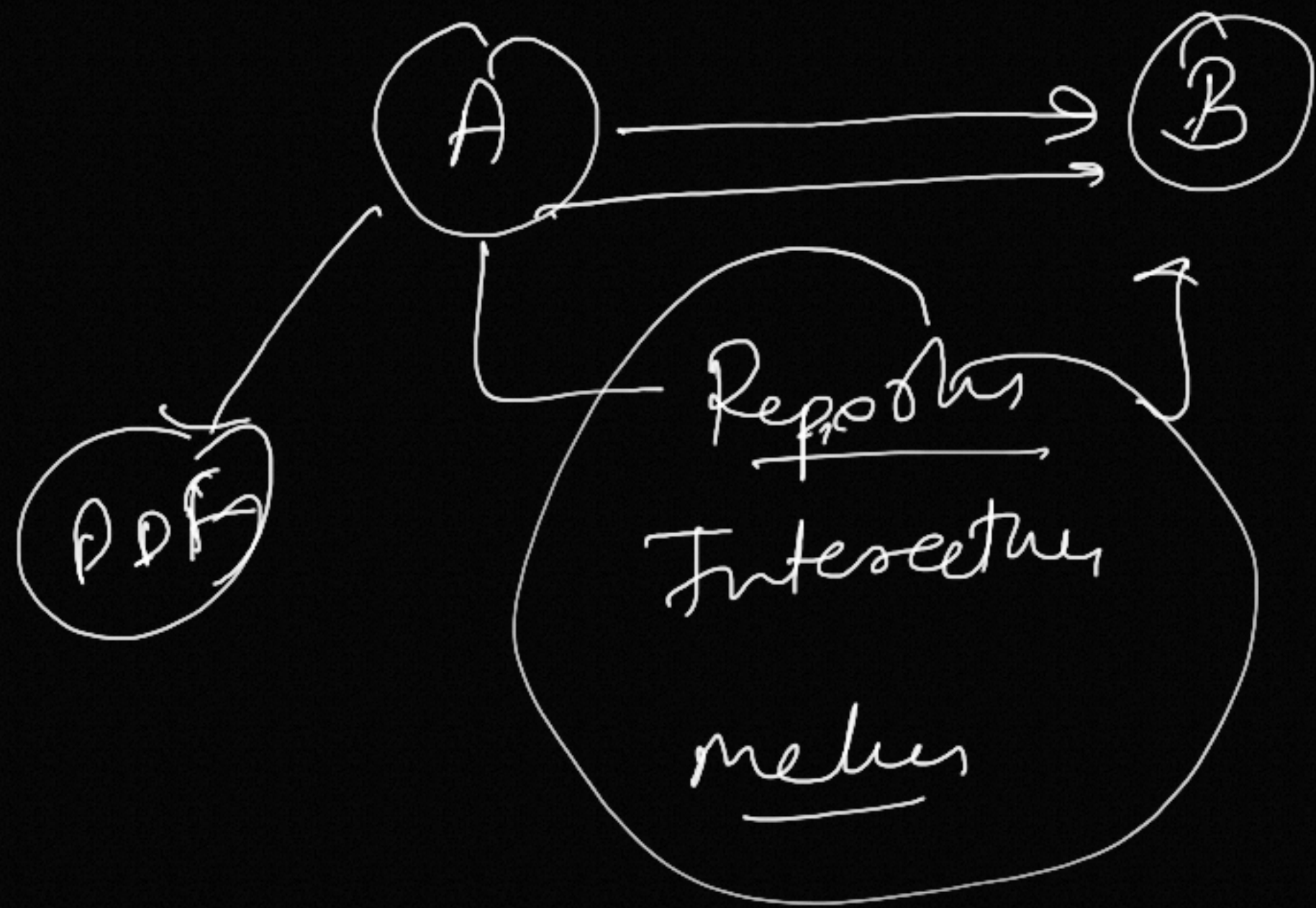


Strategy



Project manager mindset





Produkt — Prozedur
mischen modell

New Product

→ User Interview

↳ Customer development

→ Secondary data

mvp

→ Contextual inquiry

→ Analytics

Mature product

→ user interview

→ Analytics



User research

100 ⇒ 2%

98%

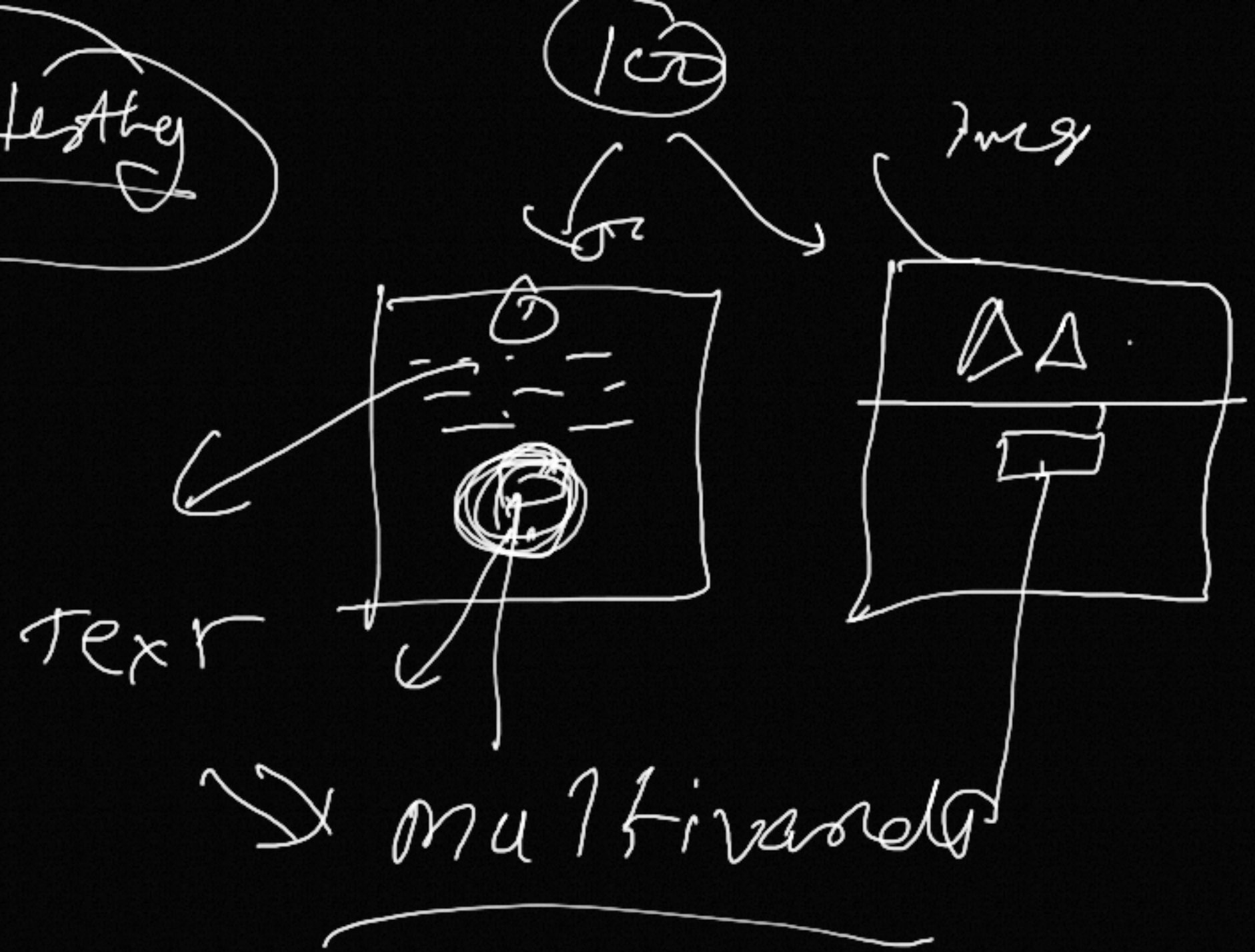
100%

Survey

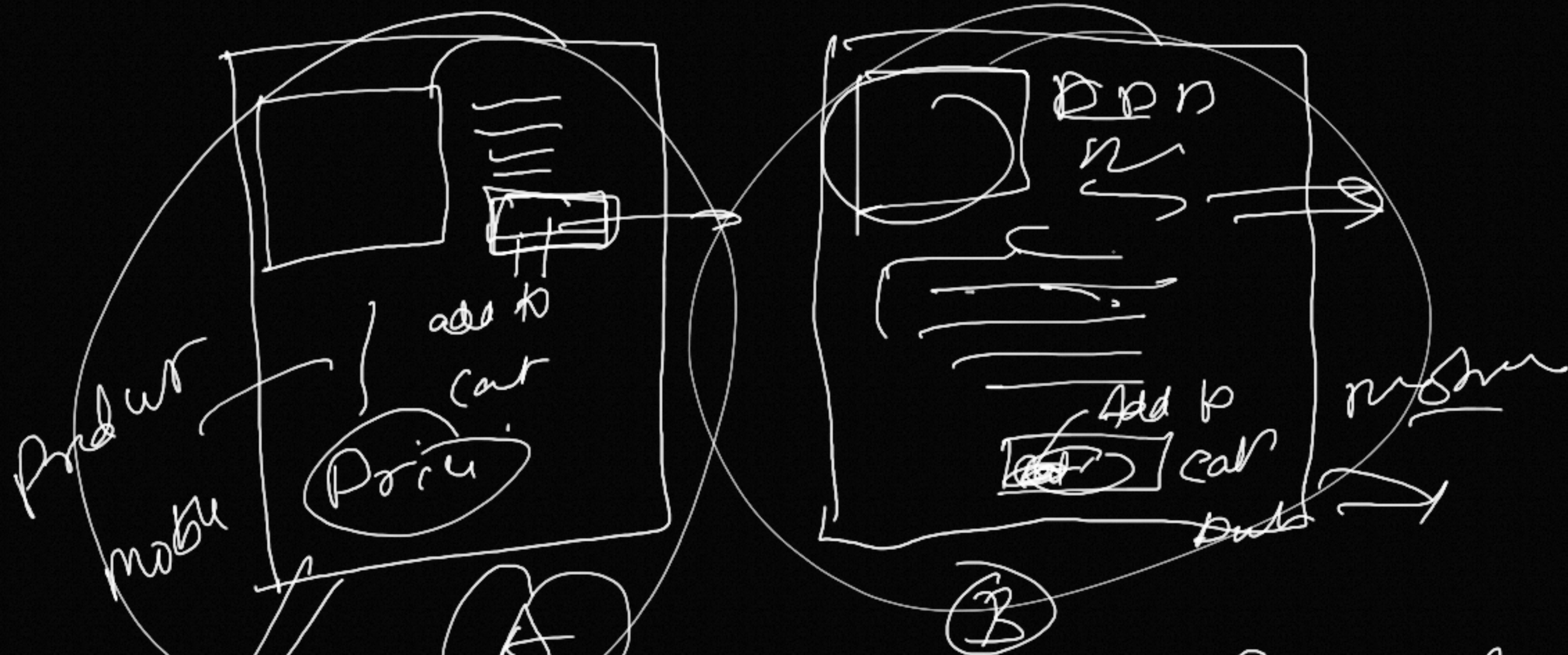
data

100%

A/B testing



optimizing | google optima | Visual Metrics
optimizer



Add to cart
 = Abandoned
 Conversion m
Vanity metrics

Conversion metrics

Consumer optin

(LTV)

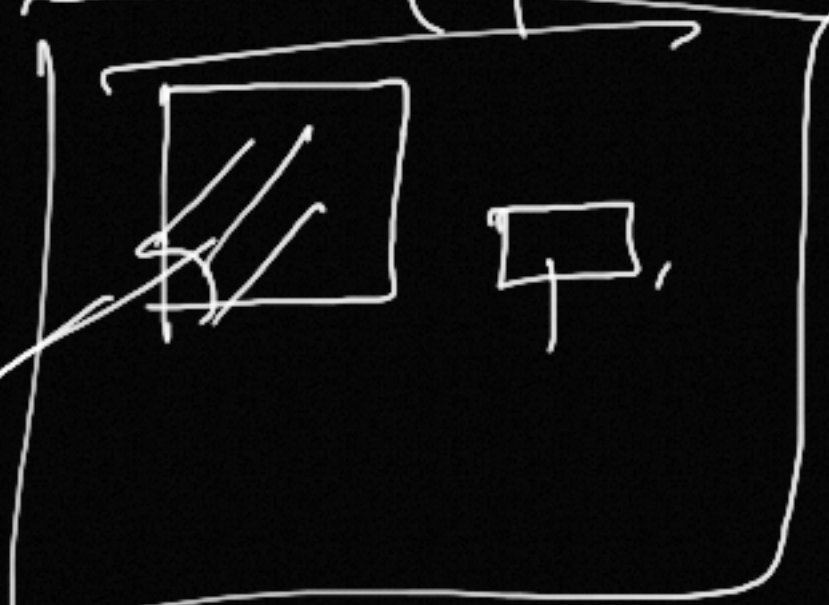
Life time value

/ first optin

Day 1 to Day 3

~~Monday to Wednesday~~

Imagin



~~Sol~~

~~Sol~~

A

B

7

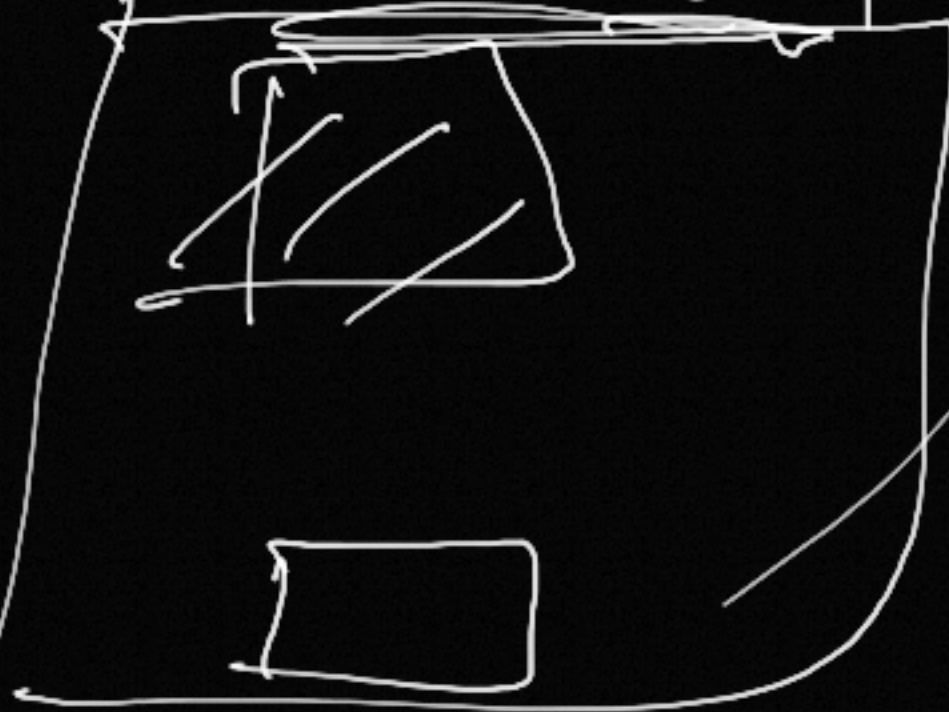
=



A

Day 4 to Day 6

~~Thursday to Saturday~~



B

A/B

C · A/B

C2

~~C~~

Assignment: 14 July

Scaler \Rightarrow 100 cr \Rightarrow 500 cr

OST

Dis

Outcome

Opportunity 2

Opportunity 1

Solution — Expansion