

Week 25 (@June 18, 2025)

▼ Strategic updates (@Alvaro Martinez @Isa) [10 min]

2025 Q2 Board Debrief

▼ Growth metrics (@Javier Ramis) [10 min]

▼ Performance vs. plan

Current WAUs: 4.26M (-1.98M or -31.7% vs. plan) 🦴

Actual vs. forecasted WAUs with LY's WA seasonal trend



T30D MAUs: 10.23M (-15.5% vs. June plan of 12.10M) 🟡

References:

- DAU/MAU ratio → GPT 30% (vs 12% us)
- Retention → GPT 80% (vs 50-60% us)

▼ App growth KPIs

▼ Call outs

- Seasonal events:
 - None relevant
- Mid-year seasonal downward trend has already started, with countries such as CO already in a non-school scenario even if holidays have not officially started. The trend is expected to last until around July 20th 🇺🇸
 - LY's drop from late May to late July was ca. -48%.
 - Our financial model does not include such a correction.
- 0.76M new users (50% organic).
- D1 down to 20.3% and below target (25%).
- WoW retention slightly down but way below target (65%)

- W1 retention partially recovered.
 - Paid users: 28.1% (-150bps WoW)
 - Organic users: 33.5% (-19bps WoW)
- RoW again under 60%.
- Avg. days still far from target (2.5).

Country										
Channel	app									
k factor (proxy)	16.30%		18.27%		18.38%		19.27%		19.46%	
	2025-06-09		2025-06-02		2025-05-26		2025-05-19		2025-05-12	
	CW	LW	WoW	YoY	W-2	W-3	W-4			
Average DAU	1,146,001	1,208,482	-5.2%	33.3%	1,193,780	1,231,746	1,216,166			
WAU	4,500,436	4,664,737	-3.5%	43.5%	4,627,936	4,710,643	4,660,286			
New users	760,372	845,355	-10.1%	43.8%	865,928	897,932	908,050			
D1 Retention	20.3%	21.4%	-107	-335	21.5%	20.7%	21.0%			
Repeaters	2,426,075	2,473,819	-1.9%	27.8%	2,487,243	2,507,846	2,520,815			
Active LW	4,664,910	4,628,105	0.8%	44.4%	4,710,832	4,660,629	4,665,902			
WoW Retention	52.0%	53.5%	-145	-676	52.8%	53.8%	54.0%			
W1 Retention	30.8%	32.0%	-122	-892	30.6%	31.5%	32.6%			
RoW Retention	56.7%	58.4%	-169	-696	58.0%	59.2%	59.1%			
Reactivation Rate	4.3%	4.5%	-22	-681	4.4%	4.6%	4.5%			
Inactive LW	2,184,392	2,223,726	-3.1%	84.7%	2,152,939	2,145,415	1,898,033			
Reactivated (inactive)	528,048	568,135	-7.1%	58.7%	537,708	561,506	471,652			
RR (inactive)	24.5%	25.5%	-104	-401	25.0%	26.2%	25.4%			
Dormant LW	4,224,559	4,006,792	5.4%	62.2%	3,860,320	3,471,625	3,717,336			
Reactivated (dormant)	476,945	468,099	1.9%	50.8%	445,021	416,791	458,584			
RR (dormant)	11.3%	11.7%	-39	-85	11.5%	12.0%	12.3%			
Lost LW	24,294,621	23,632,133	2.8%	829.7%	22,898,366	22,444,672	21,571,993			
Reactivated (lost)	308,996	309,329	-0.1%	421.3%	292,036	326,568	301,185			
RR (lost)	1.3%	1.3%	-4	-100	1.3%	1.5%	1.4%			
Inactive	2,238,835	2,154,286	3.9%	68.1%	2,223,589	2,152,783	2,145,087			
Dormant	4,264,783	4,224,151	1.0%	66.9%	4,006,407	3,860,071	3,471,294			
Lost	25,094,800	24,292,937	3.3%	704.1%	23,630,453	22,896,776	22,442,647			
Total users	36,098,854	35,336,111	2.2%	255.9%	34,488,385	33,620,273	32,719,314			
Avg. days per user	1.78	1.81	-1.7%	-7.2%	1.81	1.83	1.83			

▼ WhatsApp growth KPIs

While the issue with onboarding campaigns was fully fixed, we have not seen the strong recovery in D1 retention we expected (only 340 bps vs. 3 weeks ago).

Country										
Channel	whats...									
k factor (proxy)	7.44%		7.13%		6.60%		7.44%		4.18%	
	2025-06-09		2025-06-02		2025-05-26		2025-05-19		2025-05-12	
	CW	LW	WoW	YoY	W-2	W-3	W-4			
Average DAU	349,649	363,927	-3.9%	-33.7%	362,960	370,584	334,398			
WAU	1,206,926	1,216,723	-0.8%	-41.3%	1,214,456	1,233,646	1,151,433			
New users	90,544	86,646	4.5%	-42.7%	81,425	85,650	49,534			
D1 Retention	23.6%	23.7%	-5	78	22.2%	20.2%	20.8%			
Repeaters	729,482	747,604	-2.4%	-37.9%	762,759	738,606	731,758			
Active LW	1,216,723	1,214,456	0.2%	-52.9%	1,233,646	1,151,433	1,185,606			
WoW Retention	60.0%	61.6%	-160	1,450	61.8%	64.1%	61.7%			
W1 Retention	31.0%	29.6%	136	832	30.3%	33.5%	32.9%			
RoW Retention	62.2%	63.9%	-168	1,492	64.2%	65.5%	63.1%			
Reactivation Rate	1.1%	1.1%	1	-129	1.0%	1.1%	1.0%			
Inactive LW	466,852	470,887	-0.9%	-64.5%	412,827	453,751	417,773			
Reactivated (inactive)	129,759	137,747	-5.8%	-40.8%	124,431	147,568	120,874			
RR (inactive)	27.8%	29.3%	-146	1,113	30.1%	32.5%	28.9%			
Dormant LW	781,210	744,930	4.9%	-88.2%	758,514	713,134	815,985			
Reactivated (dormant)	110,835	107,450	3.2%	-42.5%	106,843	102,980	112,161			
RR (dormant)	14.2%	14.4%	-24	1,128	14.1%	14.4%	13.7%			
Lost LW	34,957,377	34,905,243	0.1%	53.6%	34,849,103	34,850,122	34,699,639			
Reactivated (lost)	146,306	137,276	6.6%	-53.0%	138,998	158,842	137,106			
RR (lost)	0.4%	0.4%	3	-95	0.4%	0.5%	0.4%			
Inactive	487,241	466,852	4.4%	-65.4%	470,887	412,827	453,751			
Dormant	814,379	781,210	4.2%	-83.6%	744,930	758,514	713,134			
Lost	35,004,160	34,957,377	0.1%	40.0%	34,905,242	34,849,103	34,850,122			
Total users	37,512,706	37,422,162	0.2%	12.2%	37,335,515	37,254,090	37,168,440			
Avg. days per user	2.03	2.09	-3.1%	12.9%	2.09	2.10	2.03			

▼ WebApp growth KPIs

WebApp back to pre-Government levels.

Country								
Channel	webapp							
k factor (proxy)	173.42%	88.95%			104.95%	125.90%	214.29%	
	2025-06-09	2025-06-02			2025-05-26	2025-05-19	2025-05-12	
	CW	LW	WoW	YoY		W-2	W-3	W-4
Average DAU	35,190	19,822	77.5%	#DIV/0!		17,844	14,350	9,617
WAU	217,151	111,954	94.0%	#DIV/0!		102,304	82,436	57,732
New users	194,152	91,004	113.3%	#DIV/0!		86,513	72,687	51,707
D1 Retention	5.2%	8.0%	-287	#DIV/0!		8.2%	8.9%	8.3%
Repeaters	16,234	15,403	5.4%	#DIV/0!		12,447	7,693	4,771
Active LW	111,954	102,304	9.4%	#DIV/0!		82,436	57,733	24,130
WoW Retention	14.5%	15.1%	-56	#DIV/0!		15.1%	13.3%	19.8%
W1 Retention	9.0%	10.3%	-126	#DIV/0!		11.7%	11.0%	15.4%
RoW Retention	38.3%	41.2%	-290	#DIV/0!		40.7%	33.3%	45.8%
Reactivation Rate	2.7%	3.3%	-59	#DIV/0!		3.3%	3.9%	3.6%
Inactive LW	86,901	69,989	24.2%	#DIV/0!		50,040	19,359	9,586
Reactivated (inactive)	3,765	3,550	6.1%	#DIV/0!		2,119	1,261	739
RR (inactive)	4.3%	5.1%	-74	#DIV/0!		4.2%	6.5%	7.7%
Dormant LW	130,104	73,489	77.0%	#DIV/0!		35,459	25,670	25,238
Reactivated (dormant)	2,733	1,832	49.2%	#DIV/0!		1,181	795	515
RR (dormant)	2.1%	2.5%	-39	#DIV/0!		3.3%	3.1%	2.0%
Lost LW	31,952	24,125	32.4%	#DIV/0!		15,459	7,945	45
Reactivated (lost)	267	165	61.8%	#DIV/0!		44	0	0
RR (lost)	0.8%	0.7%	15	#DIV/0!		0.3%	0.0%	0.0%
Inactive	95,720	86,901	10.1%	#DIV/0!		69,989	50,040	19,359
Dormant	193,853	130,104	49.0%	#DIV/0!		73,489	35,459	25,670
Lost	48,339	31,952	51.3%	#DIV/0!		24,125	15,459	7,945
Total users	555,063	360,911	53.8%	#DIV/0!		269,907	183,394	110,706
Avg. days per user	1.13	1.24	-8.5%	#DIV/0!		1.22	1.22	1.17

▼ Key project updates (All) [45 min]

▼ Papercuts

▼ 7 papercuts completed LW

- [AA] Removed fake "New" tag from Tools
- [AA] Fixed post-login navigation ([more details](#))
- [AA] Fixed transitions, i.e. stopped showing Home screen when going from Sign Up to onboarding or from Onboarding to Chat
- [AA] We fixed duplicate tools in Tool Section (Popular one)
- [ER] Fix Language Inconsistencies in App Headers
- [ER] Update language selection/device setup from mobile into BE

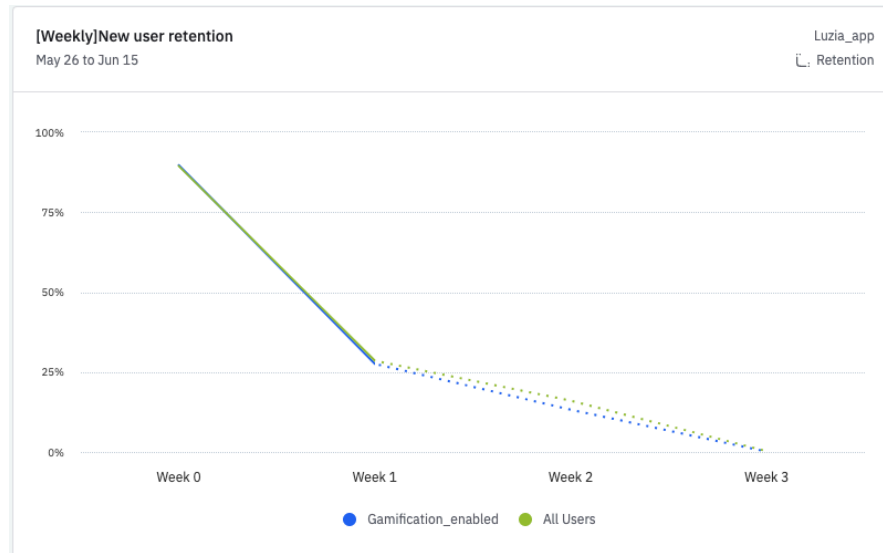
▼ 33 ready to pickup

▼ Engagement & Retention

▼ Impact Analysis

▼ Levels

- ▼ Week 1 retention showing similar results to earlier retention → no significant change between exposed and not exposed



- Next (no FE work and minimal BE needed) → Gamification boost initiatives:
 - Increase points accrual to reduce time to level 2
 - Adjusting accrual system so that +50% get to level 2 with signup and 4 messages to luzia
- ▼ Detailed journeys: current and proposed:
 - If you
 - Sign up and do onboarding (45), chat with luzia first time (10), send 3 messages (6) = 61
 - Proposal → Change chat with luzia to 15 and messages to 4bp/message
 - Sign up and do onboarding (45), chat with luzia first time (15), send 3 messages (12) = 72
 - Communications: Campaigns launched for users who are level 2 but have not interacted with levels , and for those who have claimed level 2 but have not reached level 5

▼ Search MS1

- Reminder
 - Search version right now includes sources.
 - June Search queries analysis (500 queries) showed same findings as conversation reading:
 - ▼ 95% of current queries do not require search -

2. Do these prompts *really* need a web search?

Needs external search?	Prompts	Share
Yes	25	5 %
No	475	95 %

Only the "General knowledge" slice routinely benefits from live search (e.g., exchange rates, celebrity ages, current events). All other categories can be answered directly by the assistant without hitting the web.

▼ 77% are unclear intent (→ a lot are follow ups to previous questions)- 80% are either unclear intent, follow-ups or random chats

1. Distribution of query types

#	Category	Example prompt (1 of first 3)	Count	Share
1	Other / Misc. – short fragments, single words, unclear intent	"Vieja"	385	77 %
2	Greetings / Chat – hola, emojis, "te amo", etc.	"🤔🤔"	53	10.6 %
3	General knowledge questions – "¿Cuántos años tiene Young Miko?", "Precio del dólar hoy"	"¿Cuál de las 2 es la respuesta?"	25	5.0 %
4	Content creation requests – "Hazme un poema", "Escribe un texto sobre medio ambiente"	"Texto teatral..."	21	4.2 %
5	Math / computation – currency conversions, time calculations	"Cuánto es US\$9,99 en pesos argentinos"	7	1.4 %
6	Language assistance – translate, correct grammar	"Traduce esto en español"	5	1.0 %
7	Personal advice / how-to – study tips, health tips	"¿Cómo puedo mejorar mi técnica de estudio?"	4	0.8 %

- Experiment results on Search MS1 Stopped until we have next improved iteration ([link to experiment](#))
 - PRR: no effect (negative or positive)
 - -10% in response style use and -2% in chat → tool use.

▼ Thumbs up and down (TUTD)

▼ Android released last week 9/6 (iOS) 18/6 ([Amplitude Experiment](#))

SELECT DATE(created_at) AS response_date 123 total_responses 123 positive_responses 123 percent_positive					
Grid	1	2025-06-12	1	0	0
	2	2025-06-13	909	776	85.37
	3	2025-06-14	15,990	13,303	83.2
	4	2025-06-15	32,677	26,997	82.62
	5	2025-06-16	12,575	10,275	81.71

▼ In these past 3 days: Luzia_intimate, Luzia_games, Kawaii and journaling have the highest PRR_V2. Math and professor have the lowest.

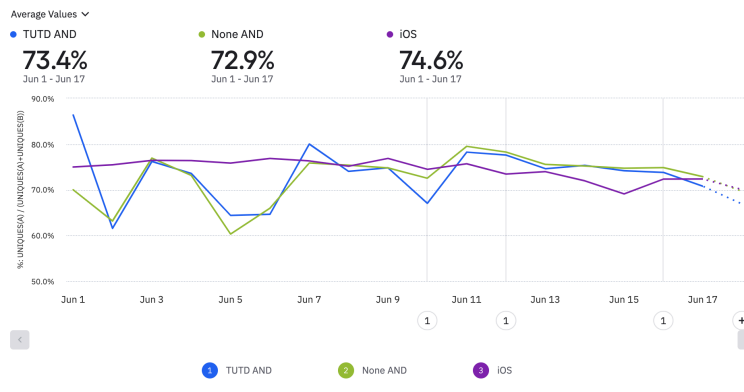
Key Insights on Response Quality by Source

(June 12 – present, thumbs-up vs. thumbs-down only)

Metric	Observation	Why it matters
Overall positive rate	82.6 % of 62 395 total responses are thumbs-up.	Sets the global benchmark.
Volume leader	LuzIA accounts for two-thirds of all TUTD traffic (66 %). Positive rate: 82.8 % – almost identical to the global average.	LuzIA's UX drives most sentiment data; changes here move the overall metric the most.
Top high-volume mood-boosters	<code>luzia_intimate</code> (87.6 %), <code>luzia_games</code> (87.1 %), <code>Kawaii</code> (85.5 %), <code>journaling</code> (84.7 %).	These characters consistently delight users; their interaction patterns could inspire others.
Lowest high-volume scores	<code>maths</code> (76.8 %) and <code>professor</code> (78.9 %).	Technical/academic roles score ~6 pp below average – opportunity to soften tone or add hints.
Custom Bestie (consolidated)	521 responses (0.8 % of total) · Positive rate 82.5 % (≈ platform average).	Early signal: performance is on par despite bespoke variations; needs more volume to draw firmer conclusions.
Long-tail sources	11 niche personas each contribute < 1 % of traffic but mostly > 80 % positivity.	They don't move the global needle yet, but can be incubators for new interaction ideas.

▼ PRR vs TUTD and why its gone down (WIP)

- <https://app.eu.amplitude.com/analytics/appluzia/chart/new/e-obqrxct1?source=copy+url>
- Enabled (on) vs Not Enabled (off) averages since TUTD launch seem very similar-



▼ Initiatives in progress and discussion topics

Theme	Initiative	Orig. ETA	ETA	Status
UX & UI & Use Case	Dynamic Tools -> Explain and CareerPath	W23	W23	B. Monitoring
Gamification	Custom Bestie Funnel Optimization AB test	W24	W24	B. Monitoring
UX & UI & Use Case	Thumbs up and down	W25	W24 AND (4.23.0) iOS (4.26.0)	B. Monitoring
Luzia Intelligence	Search with sources (pills, source view, new prompt + classifier)			D. In Progress
Luzia Intelligence	Vision UX Revamp			E. Ready for dev
UX & UI & Use Case	Dynamic Tools - Flirt Fixer			C. In Definition
UX & UI & Use Case	Dynamic Tools -> Image Editing (BE only)	TBD		D. In Progress
Luzia Intelligence	Search fix for files context			E. Ready for dev
Gamification	Engagement Challenges			I. On Hold
Luzia Intelligence	Memory - Custom Memories			H. Not started

▼ Sprint priorities and comments

▼ Search V2

- BE plan is set aligned with Manu → Three parts
 1. Include classifier in search enabled queries for data collection and afterwards → improve classifier
 2. Improve search prompt to exclude non-search queries from users and redirect straight to LLM

3. Response structure → to match is_real_time responses

- FE Plan to include favicons and consolidated sources to match web_app

▼ Vision UX Revamp split in three parts (PRD for MS1 [here](#))

- Designs here → <https://www.figma.com/design/gZtmNHajDjo072rDOWuTMu/%E2%9C%85-Engagement---Retention?node-id=4444-10768&t=kbHs84YYdO6FhcgD-4>
- Scope:
 - MS1: New upload experience flow (avoid empty prompt) and quicker access to cropping
 - MS2: Cropping improvement and nudges to users
 - MS3: ML driven nudges for better image capturing

▼ Dynamic tools : Flirt fixer (one image)

- Designs → <https://www.figma.com/design/gZtmNHajDjo072rDOWuTMu/%E2%9C%85-Engagement---Retention?node-id=4393-6022&t=zJgRBSNpDKdnhhiO-4>
- [PRD](#)
- First version includes one image upload - we need to build multiple document upload components to unblock this and more tools

▼ Dynamic tools: Image editing

- Design here → <https://www.figma.com/design/gZtmNHajDjo072rDOWuTMu/%E2%9C%85-Engagement---Retention?node-id=3700-91571&t=LuCNLxBtwnFQbAYj-4>
- Cost analysis [here](#)
- Conclusion
 - We *need* to cap this at 2-3 images/user. With 1.5M, and 1.5% adoption and 2x DAU = 50k
 - Do we *want* to launch it w/out some sort of payroll? -
 - What if we launch behind rewarded ads?

▼ Papercuts

- Bulleted answer in web_app responses
- Language issues, system prompt review for bilingual users

▼ Upcoming sprint

- Dynamic tools multiple upload
- Search - Include images
- Vision UX MS2 - Cropping and nudges
- Memory

▼ Discussion topics

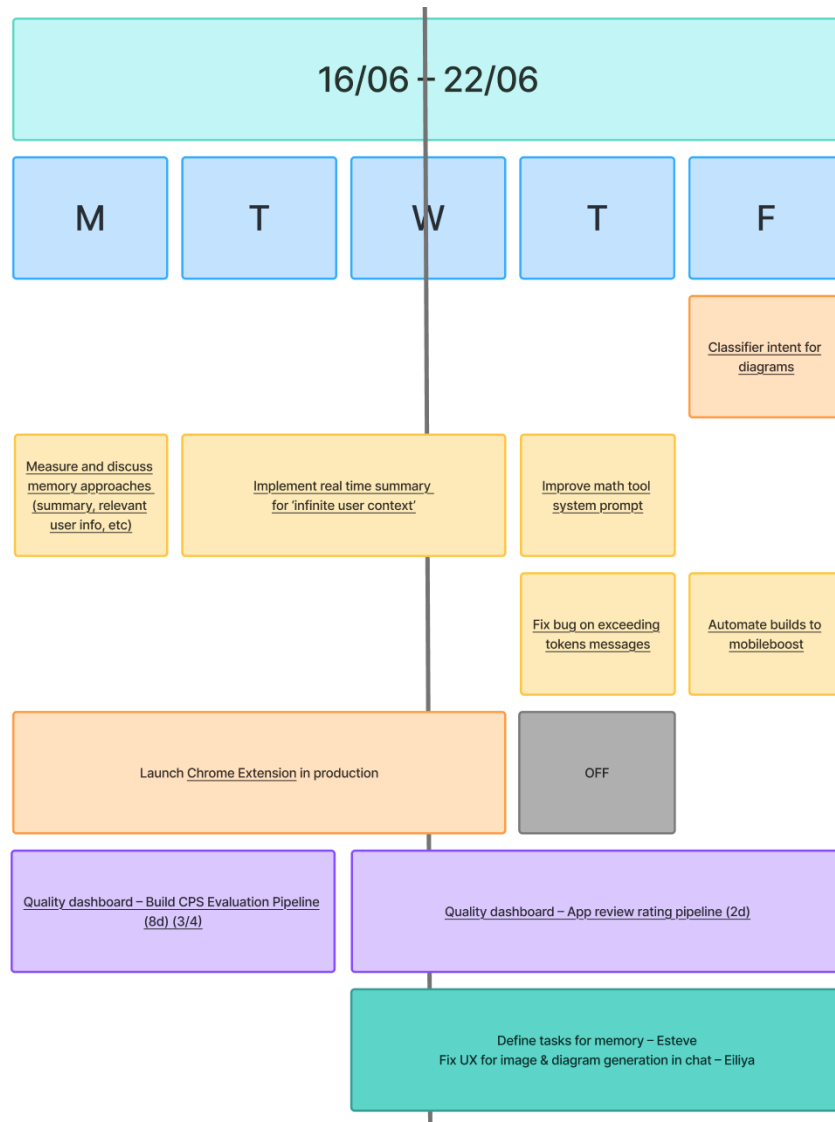
- Image editing
 - Cost is 0.04/ image transformed → with 1.5MDAUs at 1.5% adoption and 2 imagesx user = 50K / month
 - Do we want to launch this with rewarded ads?

▼ Core

Outcomes of comments

- ☐ Turn off TUTD for A/B testing on PRR?
- ☐ Latex on app → works on webapp, whatsapp and telegram
 - ☐ Check deep research shared by Alvaro
- ☐ Evals scaffolding simplified
 - Multiple images sent to chat at once is not easy → will be picked up in 2 weeks because Eiliya is ooo next week
 - ☐ Conversation pending around quality of model used to OCR and classify the images (if it's already bad for 1 image, it will keep being bad or even worse for n images)
- ▼ PRR discussion
 - ⚠ PRR has decreased in general in app platform for all use cases and models
 - Since 14/06 started going down → could it be due to thumbs up thumbs down, starts getting traction on that date (15k votes)
 - We were at 81% overall and we're at 72% (81% on thumbs up/down)
 - Significant decrease in votes (from 80k to 50k per day) → could be due to new PRR format (thumbs up/down)
- ▼ Last week action items
 1. Model changes
 - a. 10% of traffic to 4.1-mini
 - i. New PRR thumbs up/down is 81% for 4o-mini
 - ii. New PRR thumbs up/down is 85% for 4.1-mini (5k votes)
 - b. None to 2.5-flash – deactivated due to latex issues → blocked for now by evals and also app
 - iOS can be picked up next week with Richie
 - ☐ For Andoid however Eiliya won't be able to pick it up until W27 (he's fully comitted for W25 and OOO on W26) → The alternative is to put Kemal to it, who started a PR back in the day
 2. Memory workshop and decisions made
 - This week 'infinite user context' (Mark)
 - Next week memory experiment with one-off user profiling (Esteve)
 3. Chrome Extension ongoing, market upsell here [Chrome Extension \(WIP\)](#)
 4. Evals work scaffolding
 - a. Unified and consolidated data sets → [@Manu](#)
 - b. Annotating tool → [@Wendy](#)
 - c. Evals user interface → [@Wendy](#)
 - d. System prompt → Set up eval interface [@Wendy](#)
 - e. Signals definition → [@Natalia Solano](#)
 - f. (Post-launch) Maintenance
- ▼ Updates implementation
 - Recent and middle user context deployed to 100% (OpenAI)
 - PRR generic is 83% – no strong variation

- Classifier on whatsapp and telegram deployed 100%
- Vision BE improvements
 - Classifier on vision (for is_education true/false) → deployed to test group
 - Generic PRR is oddly low but with classifier seems to improve
 - Without it 65%
 - With it 72%
 - New PRR (TUTD)
 - 2025-06-18**
 - Without Classifier: **77.47%**
 - With Classifier: **79.54%**
 - 2025-06-17**
 - Without Classifier: **78.71%**
 - With Classifier: **79.65%**
 - Prompt asking clarifications when blurry (describe instead of solve) → deployed to 10% of users, no impact visible yet
 - Step by step answers → included in classifier impact
 - Order of tools to get math on top
 - Yesterday we had 4.02% adoption, whereas last Tuesday 10/06 we had 3.46%
- Webapp anti abuse deployed to 100%
- Mobile work
 - UX for image and diagram generation fix → this week
 - Multiple images sent to chat at once is not easy → will be picked up in 2 weeks because Eiliya is ooo next week
 - ☐ Conversation pending around quality of model used to OCR and classify the images (if it's already bad for 1 image, it will keep being bad or even worse for n images)
 - Latex work → tbd
- Data
 - CPS (completion performance score) evaluation pipeline in monitoring
- ▼ Language inconsistencies taskforce
 1. Change language options for guest users [@KemaI](#) – done
 2. Update language selection/device setup from mobile into BE [@Esteve](#) – done
 3. Make sure the prompts don't take into account the country nor the locale but the language preferences [@Esteve](#)
 4. Making sure the prompt language takes priority over the context language [@Esteve](#)
 5. Listen to language changes to load the tools endpoint [@KemaI](#)
- ▼ Objectives this week



▼ Monetization

Outcomes of comments

- ✓ ~~Contracts pressure both Koah and NexAd~~
- ✓ ~~Other formats, discuss now or ad-hoc meeting?~~

▼ Last week's action items

- Launch the banner on Android – done
- Let's change to a set number cohort for monetization (to test eCPM) – done but there was a problem with the cohort definition until Sat 14/06
- Rewarded (let's put it on top of a tool or something) – interstitial instead of rewarded, implementation ongoing from chat to home

▼ Implementation status

- iOS
 - TestFlight tomorrow, production tbd

- Then interstitial, then banners
- Android
 - Banners are live but have terrible performance → we're going to replace the implementation of banner format with native ad imitating banner, and prefetching it to solve latency
 - Koah SDK implementation is merged → release planned for Monday
 - Contract is in Maialen & Eva's hands
 - Interstitial was vibe coded but process to get to production is long and tedious (btw no param to set the time to skip)
- Backend
 - NexAd Search API with `isAd: true` and 'sponsored' tag is live
 - Still no contract signed

▼ Metrics

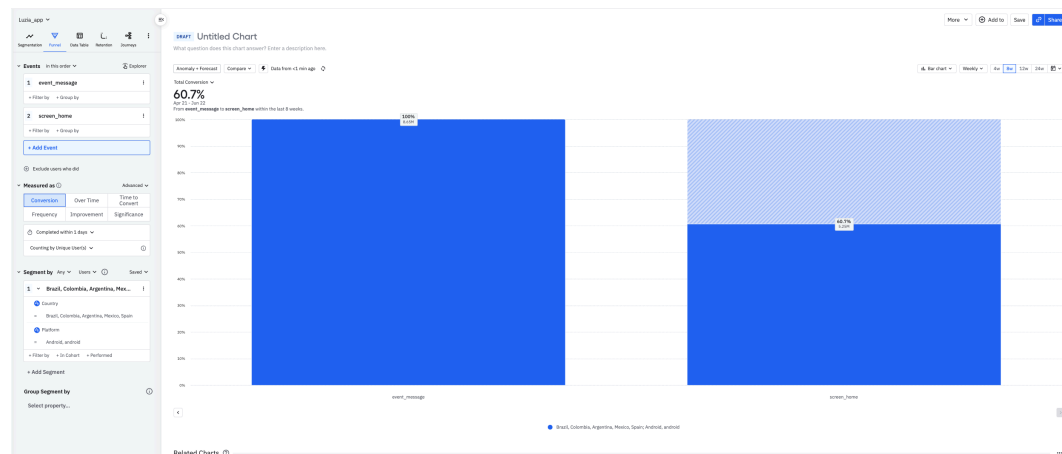
https://docs.google.com/spreadsheets/d/132hfK27RC8w2hUe-_f4QVHqumhIMdiw1LgoCohLbdrU/edit?gid=0#gid=0

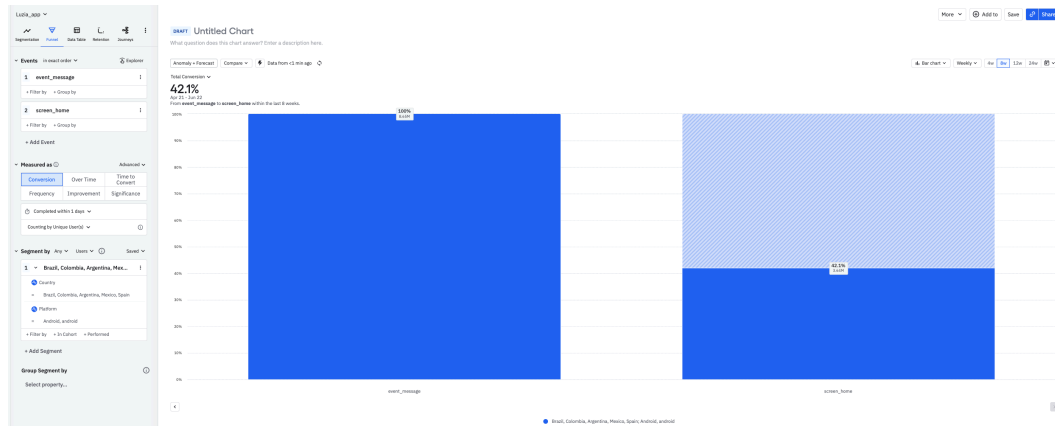
▼ Call rate improvement next steps

- Fix for count of ads before shown is implemented, not yet deployed
- 'Pending' logic to be reviewed
- Add transcriptions and vision to 'pending' logic

▼ Other formats

- Rewarded has been deprioritized due to interstitial taking priority – on home after chat without contribution modal
- ▼ Data – 60% of users after chat go to home (42% exact order)
26% of users go to chat ie 16% overall



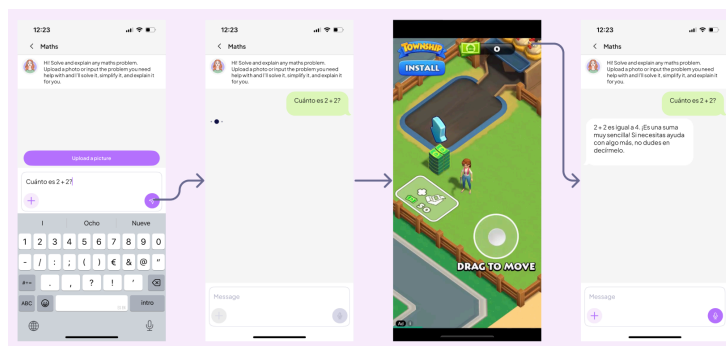


☐ Next up, scrappy rewarded while waiting for first response from math tool? Or real feature?

▼ Scrappy proposals

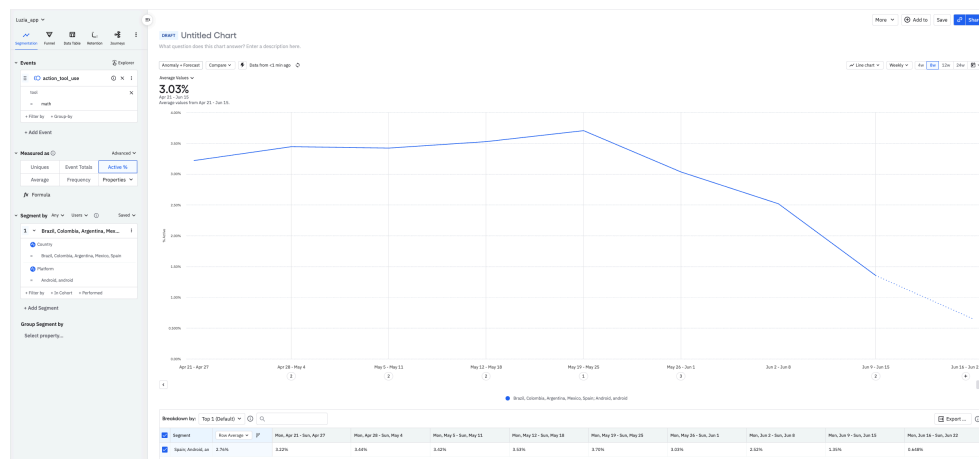
▼ Design here

<https://www.figma.com/design/dJ7DyoUn3VP1g83IUiaO5J/Monetization?node-id=590-1657&t=aRvWDC3Y0qcZJDm8-1>



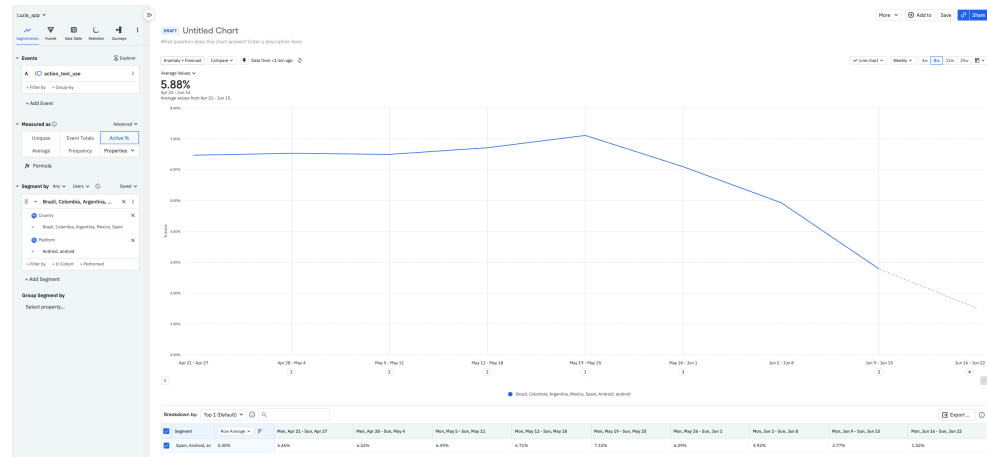
1. In math tool after first message before first response

▼ Data – 3% of active users use math on weekly basis



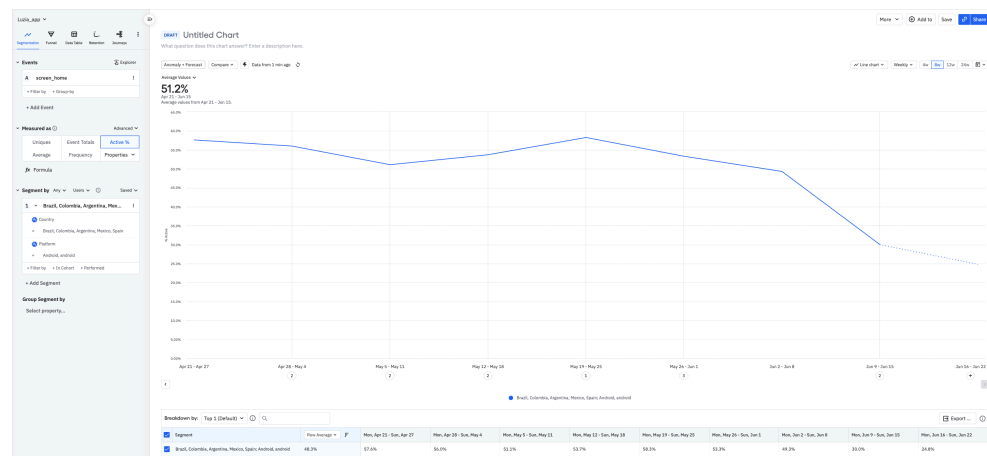
2. Before using any tool

▼ Data – 6% of active users any any tool on weekly basis



3. Landing on home page 1x day

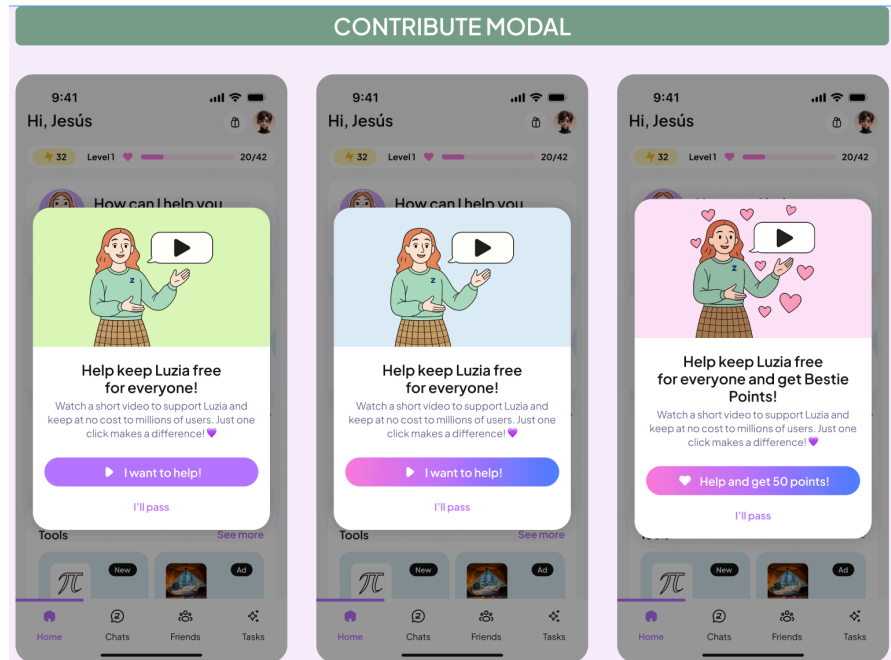
▼ Data – 51% of active users land on home page on weekly basis



▼ Actual features

▼ Designs

<https://www.figma.com/design/dJ7DyoUn3VPIg83IUiaO5J/Monetization?node-id=473-2383&t=ZdpTcRKcSCnhLLGt-1>

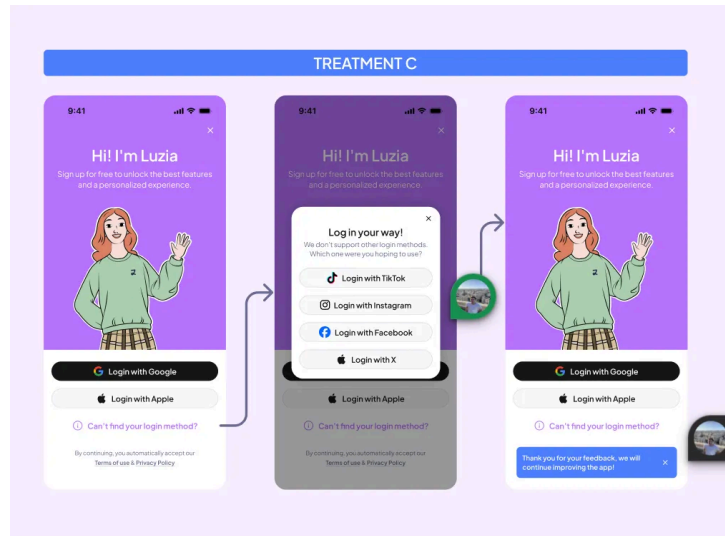


1. Back to home after chat contribution modal
 - a. With/without BP
 - b. With/without 'contributor' medal
 2. Streak saver
 3. Limits
 4. Better image generation model toggle
- PRD here for more context: 🌟 [Rewarded & interstitial ads](#)
 - PRD here for other third party explorations: 🌟 [Third party contenders – NexAd](#)

☐ Paywall?

▼ Acquisition & Activation

- ▼ Action Items Last Week
 - ▼ Under 13 Limitations
 - ▼ Experiment: Put tools on top of characters in home and see if there are changes
 - We've prioritized the Sign Up experiment



- We understand lead-time with Top Picks experiment would be the same (not effort, but time-to-prod)

▼ Metrics and Impact Analysis

▼ DOB in Full User Onboarding Flow (*partial results*)

- With less than 2 days of experiment, we're seeing a -1.1% reduction in the activation rate (-90bps, 82.4% Control vs 81.5% best Treatment) **for Android users only**. It's not affecting iOS
- Asking DOB earlier in the funnel performs best
- We'll let the experiment ON until next week for figures to stabilize
- Follow up questions for next week
 - Which users are we losing? Under 13? Are we fine with losing these user in order to put an age to our Full Users?
 - Are users in the Treatment groups retaining better?

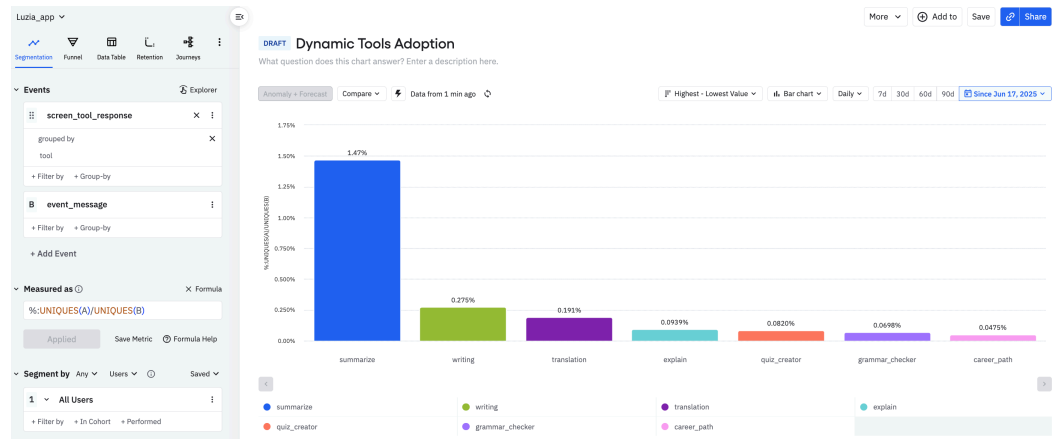
▼ Tutorial in Chat with Tooltips (*partial results*)

- With less than 2 days of experiment we're observing no impact on Activation Rate
- iOS users in the Treatment seem to be 3% more likely to interact with composer icons vs Control
- We've found an unwanted difference between iOS and Android implementation: in iOS we force users to see ALL tooltips (expected behavior), while users in Android can dismiss them by tapping outside the tooltip
 - We'll leave it as is and take advantage of the situation to try to learn from the different approaches
 - Users in Android tapping on the "Next" button of the Tutorial flow show +15% more likelihood to interact with composer features. We can't claim this is a causal effect: 50% of users seeing the first tooltip tap on "Next" and we're not seeing a ~7% improvement (50% * 15%) when comparing the entire population.
- We'll keep it running one more week. A quick iteration to experiment could be:
 - Adding a "x" to close the tutorial

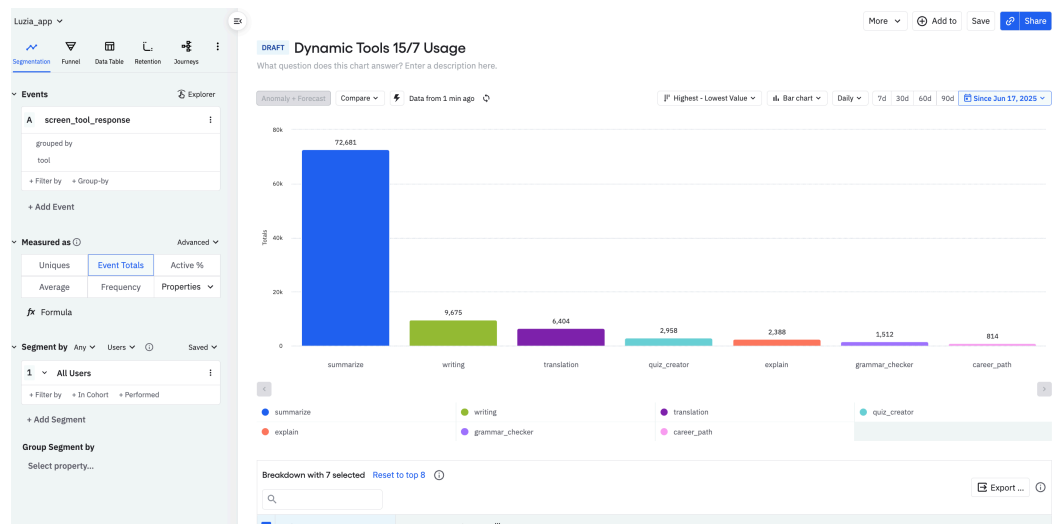
- Replicating iOS behavior in Android, i.e. don't close if tapping elsewhere
- To explore: expanding the composer icons when showing the tooltip would be more visual and memorable, helping user to incorporate the usage of these features
- We'll report final results next week, including impact on retention

▼ New Dynamic Tools (early figures)

▼ Tool Adoption (link)



▼ Total Usage (17/6) (link)



- We did a stealth launch. If no errors and everything smooth, we'll launch a Braze campaign to promote the new set of tools
- We are a PR away of also launching Code Master tool

▼ Roadmap status update

▼ Status & Decision Taken

Theme	Initiative	ETA	Status
Onboarding	Fix navigation transitions for smooth onboarding experience (iOS)	W24	A. Done
UX & UI & Use Case	Markdown for Dynamic Tools	W24	A. Done
Onboarding	Onboarding Flow Iteration #2: Re-launch experiment with age validation	W23/24	B. Monitoring
Onboarding	Additional Social Logins Dummy Experiment (Instagram, FB, TikTok)	W25	B. Monitoring
Onboarding	Fix navigation transitions for smooth onboarding experience (Android)		B. Monitoring
Onboarding	Onboarding Flow: Free-text input (dummy & actual)		C. Ready to turn on
Personalization	Onboarding System prompt injections		C. Ready to turn on
App Performance	Android Performance First Stab (Cold Start, Memory, Frozen Frames)	W24	D. In Progress
App Performance	iOS Performance First Stab (Cold Start, Memory, Frozen Frames)	W25	D. In Progress
Personalization	Character List Smart Sorting	W26	D. In Progress
Personalization	Tool List Smart Sorting	W26	D. In Progress
UX & UI & Use Case	Dynamic Tools Optimization (error handling, token consumption, out	W26	D. In Progress
Personalization	Top Picks in Home (iOS)	W26/27	D. In Progress
Onboarding	Fix Sign Up screen for low-resolution devices (Android mainly)	W26	D. In Progress
Other	New Tool Icons: support color icons in App	W26	D. In Progress
Personalization	Top Picks in Home (Android)		E. Ready for dev
Onboarding	Additional Social Logins (Instagram, FB, TikTok)		F. In design
UX & UI & Use Case	New Components for Dynamic Tools		F. In design
UX & UI & Use Case	Dynamic Tools with Interactive Output (exploration)		G. In Definition
Personalization	In-chat Tool Upsell		H. Not started
Onboarding	Tutorial in Home		H. Not started

DISCLAIMER: iOS development is almost frozen.

▼ **Updated priorities for the following ~5 business days:**

- Android
 - Fix Sign Up screen
 - Unblock Character and Tool smart sorting experiment
 - Unblock release of new Tool icons
 - Finish Android Performance Analysis & Plan
 - [PLACEHOLDER] Performance Improvement Quick Wins
 - Start Dynamic Tools revamp
- iOS (*first two items will be taken care by Ricardo. Rest are blocked until Arturo comes back*)
 - Unblock Character and Tool smart sorting experiment
 - Unblock release of new Tool icons
 - Top Picks in Home Experiment
 - [PLACEHOLDER] Performance Improvement Quick Wins
 - Start Dynamic Tools revamp
- BE
 - Dynamic Tool Optimization
 - HTML templates
 - Dynamic Tools revamp
 - (TBC) New Tools

▼ **Initiatives Deep Dive**

▼ **Dynamic Tool Next Steps**

▼ **New Set of Tool Deployment**

- Grammar Checker , Translator and Quiz Maker launched on Monday 16/6 and 17/7
- Code Master doesn't have a reliable output format. We're working on a templated-approach that could fix this (similar to what we used for Quiz Maker)

▼ Short-term improvements (this week)

1. Error handling for Max Output Token scenarios
2. HTML managed by BE instead of LLM
 - a. Used to ensure consistent format of `Quiz Maker` output
 - b. To be used for the same purpose for `Code Master`
 - c. Helps reducing LLM output tokens too
 - d. Needed to ensure a standard Title + Body output in rest of tools aligned with Luzia's style

▼ Mid-term improvements (next sprint)

- Overall UI alignment with rest of the app
- Component improvement and/or addition

▼ New Tools

- Had a new brainstorming session with BE and @Eliya Abedini, this time removing the restriction of "not new components"
- Output [here](#).
- If we're going to be investing FE to upgrade Dynamic Tools we might unblock BE to start building the tools in the list. We have the bandwidth in BE for that.

▼ Roadmap Updates

▼ App Performance

- Android
 - We time-boxed 4 days to run an exhaustive diagnostic of the app in order to map, plan and prioritize problems and opportunities
 - ▼ We're falling behind schedule due to the following:
 - Last week we had to prioritize 4 bugs/papercuts, some of which were blocking the Tool Tip experiment
 - We spent last Friday reverting some library updates that were producing crashes in production
 - On Monday we had to update the Braze SDK version producing those crashes and re-insert the libraries we removed on Friday
 - We're now fixing an issue we found last week in the Sign Up screen, which is likely the cause the new sign up impacted activation negatively
 - We also want to unblock Brand with the release of the new icon, which has been distracting Ruyman too
 - Expectation is to have a deliverable before EOW

▼ Diagnosis Plan & Deliverables

App Section	<i>Start time</i>	<i>Frozen Frames</i>	<i>RAM consumption</i>	<i>Other vitals</i>
Splash	Deliverable #1	Deliverable #1	Deliverable #1	Deliverable #1
Signup	Deliverable #1	Deliverable #1	Deliverable #1	Deliverable #1

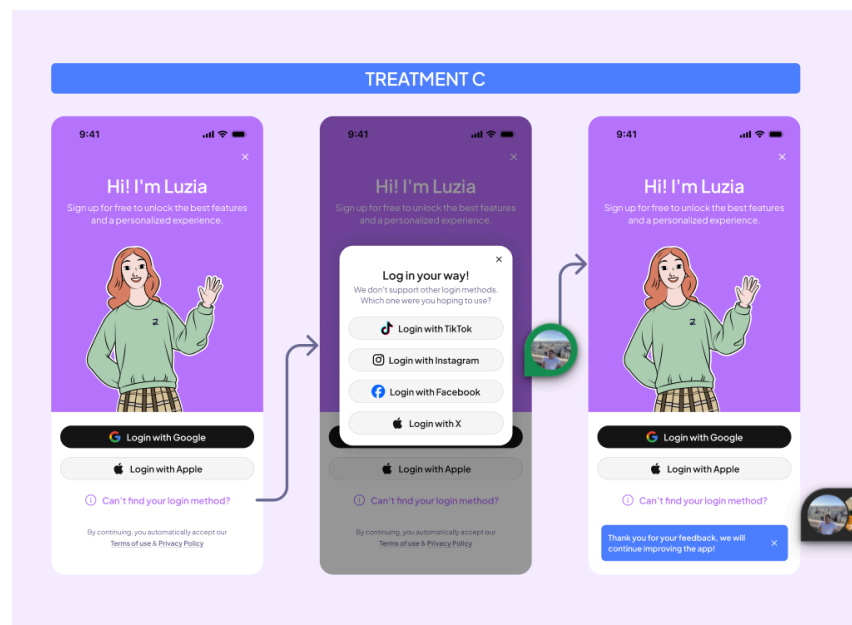
Chat Screen	WIP	WIP	WIP	WIP
Home Screen	WIP	WIP	WIP	WIP
Chat List	WIP	WIP	WIP	WIP

- iOS
 - We did a quick vital-check and a couple of improvement suggestions came up
 - We should review them and prioritize accordingly

▼ Sign Up

- Experiment to measure new method appetite going live with 4.26.0 this week

▼ Wireframe



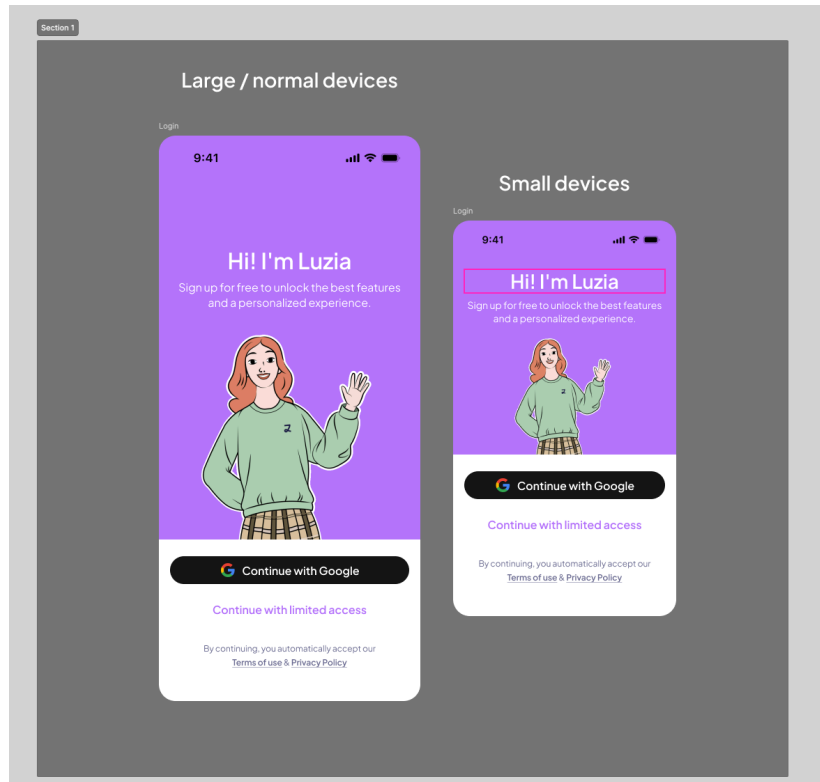
- We have a problem in Android for small devices. It could be explaining why we saw a massive increase in Full User conversion as well as users abandoning the app

▼ Video

[attachment:8687471a-0f79-4122-aaee-d9d094d02a36:IMG_4128_\(2\).mov](#)

- iOS solves this dynamically. The idea is to implement a similar solution in Android:
 - Modal with CTAs fixed in the button. We always show all its content
 - Luzia animation will be hidden behind the modal in case there's not enough room, from the bottom to the top
 - We will still need to implement two versions of the sign up: one for small devices and another one for the rest

▼ Wireframe



▼ Top Picks

- iOS is moving forward with the development of the experiment

▼ Personalization

- BE is ready with Tool and Character sorting, we need Apps to create flags and deploy to prod
- We should have the experiment in prod next week's release

▼ Brand

- Next prios
 - ~~Doubling down on diverse audiences assets for UA and Organic~~
 - Education, companionship, male, young adults, entertainment.
 - Male+Web/App+Companionship live yesterday
 - Reducing Edu and focusing on diverse for seasonality
 - Continue supporting Store+Meta experimentation with Growth
 - Companionship
 - Male
- Meta CAC is around \$0.23 while Google \$0.19
 - Initial Meta tests male audiences
 - Live in MX - \$30 daily / 12 ad-sets
 - \$0.24 CAC, too early for retention data - Companionship male
 - \$0.60 CAC - Male Custom Besties

- CB's generate attention and cheap UA, but product is barrier due to BPs needed to unlock feature. To reconsider?
 - \$0.27 CAC - Meta
 - \$0.20 CAC - Google (CB Male)
- Top-picks, new tool icons live in production NEXT WEEK.
- 2 more male personalities (Chef & Trainer) EOW
 - Non-educational for seasonality
 - 4o mini very challenging, flat generic responses
 - Higher token count? different model?
- Kawaii Personality performing well 2.5% avg. adoption - Avg. messages 6 (above apps's avg.).
 - 5th-6th best performing, after Luzia, Teacher, Friend, Elias and Intimate.
 - Ads featuring Kawaii have the best D1 and 7 retention on Google (19%)

▼ **Focus topics (All, max 2 topics, needs to be in agenda by Friday) [20 min]**

▼ Focus topic 1

▼ Focus topic 2