Dot.alert() quarterly survey report
Q1, 2023

This report contains the analytics for the second Dot.alert() survey (for Q1, 2023). The data for this survey were collected from March 6th, 2023 to March 19th, 2023. A total of 22 submissions were made and analyzed. The cleaned version of the data can be found [here](#).
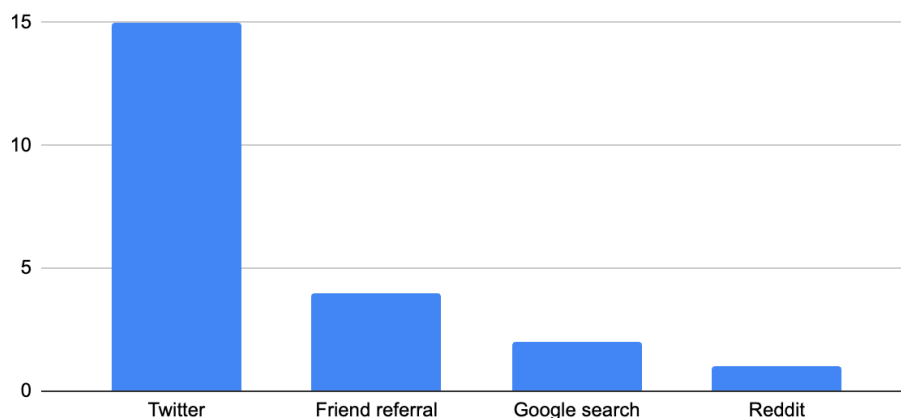
Results

General Data

- 59% of the respondents have been in the ecosystem for 1 to 3 years and 22% currently work in the ecosystem.
- 40% of respondents are presently ambassadors in an ecosystem project.
- 100% of respondents have visited the dot.alert() website before.
- 54% of respondents have taken a dot.alert() quiz before.

62.8% of respondents encountered Dot.alert() more frequently on Twitter than other social media platforms.

Just like in Q4 2022, most of the respondents encountered Dot.alert() content more on Twitter.


Count of Through which media channels do you often come across dotalert content?

45.5% of respondents rated the user experience of dot.alert() platform as good

The percentage of respondents that rated Dot.alert()'s user experience as "good" in Q1 2023 was lower than that of Q4 2022. However, the percentage of users that gave the user experience an "excellent" rating was similar.

How would you rate the user experience of dot.alert() platform?

Average
9.1%

Excellent
27.3%

Good
45.5%

Needs to be improved
18.2%
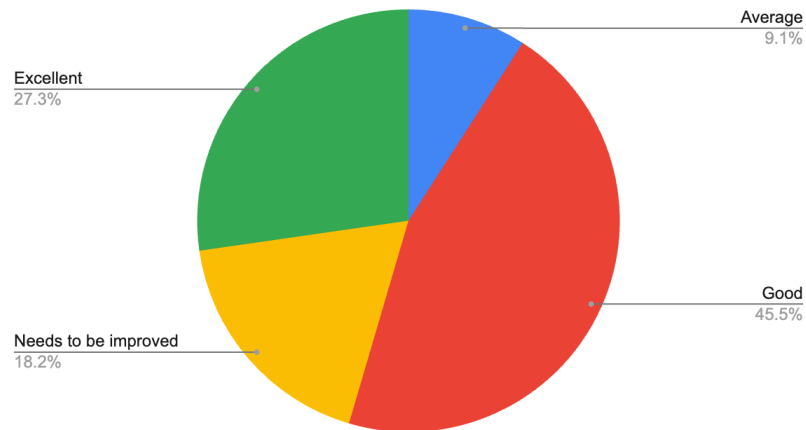
54.5% of respondents gave a rating of 7 or more for dot.alert() article quality.

When asked to rate Dot.alert() articles' quality, 54.5% of respondents gave it a rating of more than 7, while 45.5% of respondents gave it a rating of less than 7.
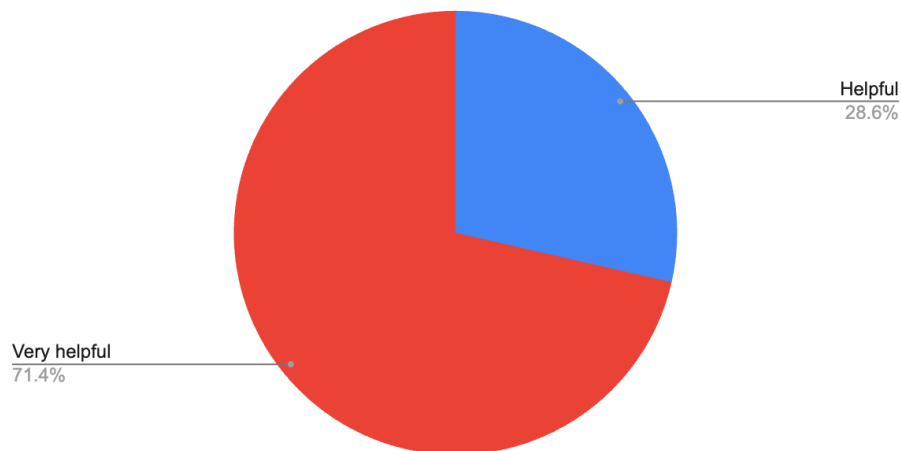
Rating of Dot.alert() articles quality

7 or less
45.5%

more than 7
54.5%
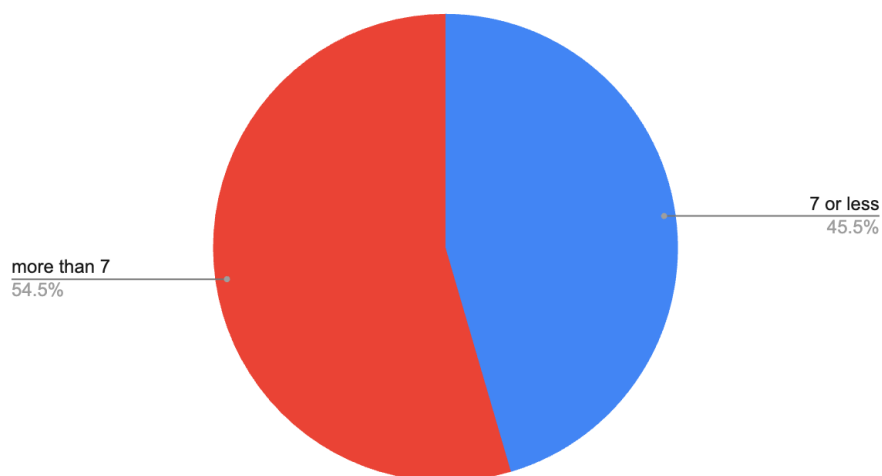
Over 70% of respondents have found Dot.alert() articles very helpful in improving their understanding of the ecosystem.

71.4% of respondents classified dot.alert()'s content as being "very helpful" in improving their understanding of the ecosystem, while 28.6% classified Dot.alert()'s content as "helpful".

How helpful have the articles you've read being in improving you understanding of the ecosystem?

Helpful
28.6%

Very helpful
71.4%

Over 85% of respondents gave Dot.alert() content a quality rating of more than 7

This is a significant improvement when compared to Q4 2022, where 69% of respondents gave a quality rating of more than 7
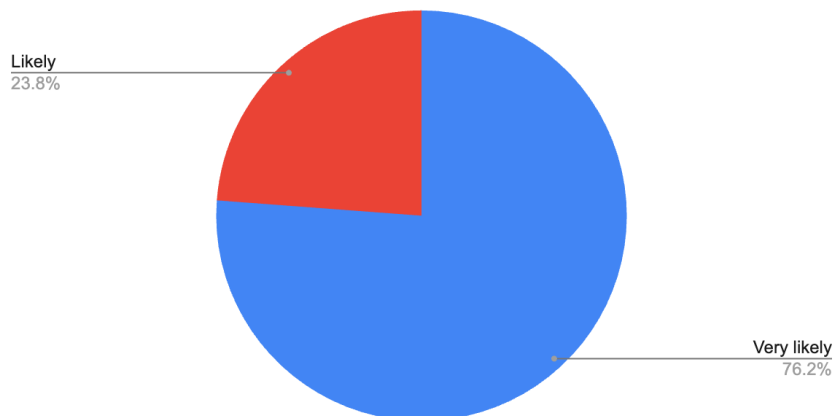
Quality rating of Dot.alert() content

7 or less
13.6%

more than 7
86.4%
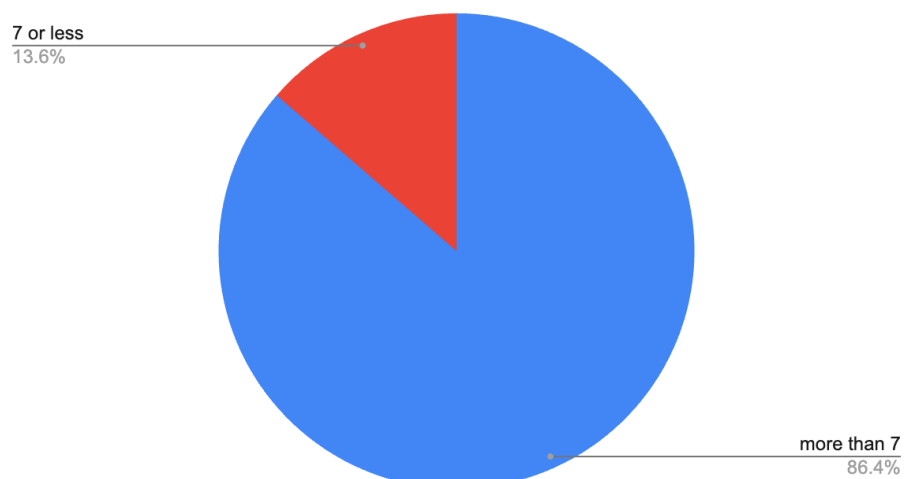
100% of respondents are at least likely to recommend dot.alert() content to a friend

Out of this 100%, 76.2% of respondents are "very likely" to recommend dot.alert()'s content to a friend.

How likely are you to recommend dot.alert() content to a friend?

Likely
23.8%

Very likely
76.2%

100% of respondents think Dot.alert()'s quizzes are at least helpful in improving their understanding of the ecosystem

Out of this 100%, 58.3% of respondents think Dot.alert() quizzes are "very helpful", while 41.7% think they are "helpful". There is an improvement when compared to the Q4 2022 survey, where 20% of respondents think Dot.alert() content is not helpful at all.
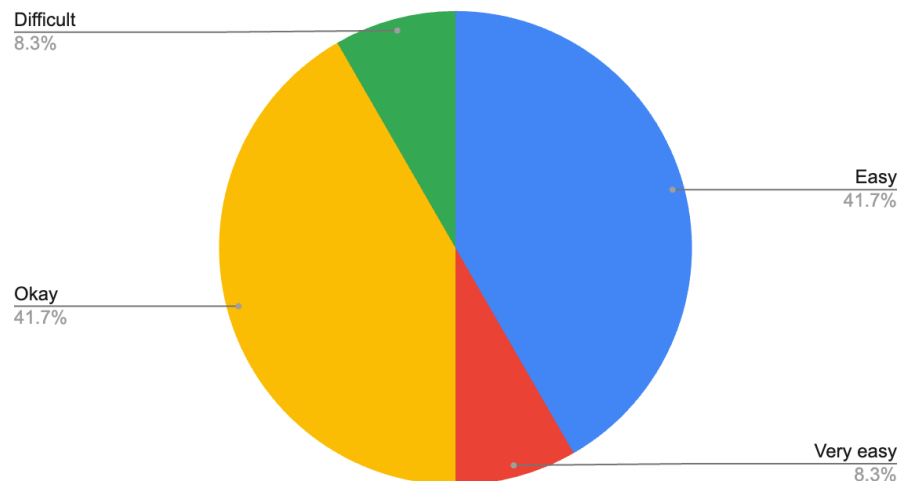
How helpful has/have the quiz(es) being in improving your understanding of the ecosystem?

Helpful
41.7%

Very helpful
58.3%
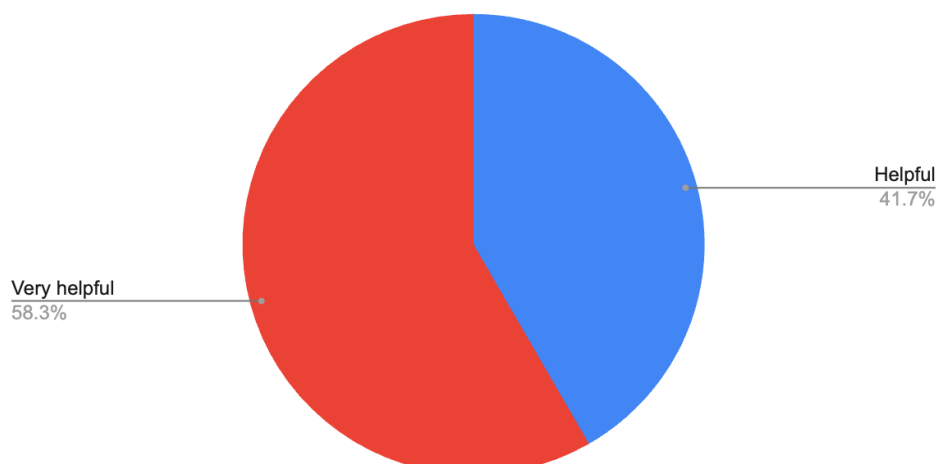
41% of respondents think the quizzes are okay

8.3% think the quizzes are Difficult and 8.3% think the quizzes are very easy.

### How would you describe the difficulty level of the quizzes?

Difficult
8.3%

Easy
41.7%

Okay
41.7%

Very easy
8.3%

Suggested improvement to Dot.alert() quizzes from the respondents

6 respondents suggested that the number of winners for Dot.alert() quizzes should be increased. 4 respondents suggested that more rewards should be offered to winners, and 2 respondents suggested that tougher questions should be provided in the quizzes

Suggested improvements in Dot.alert() quizzes
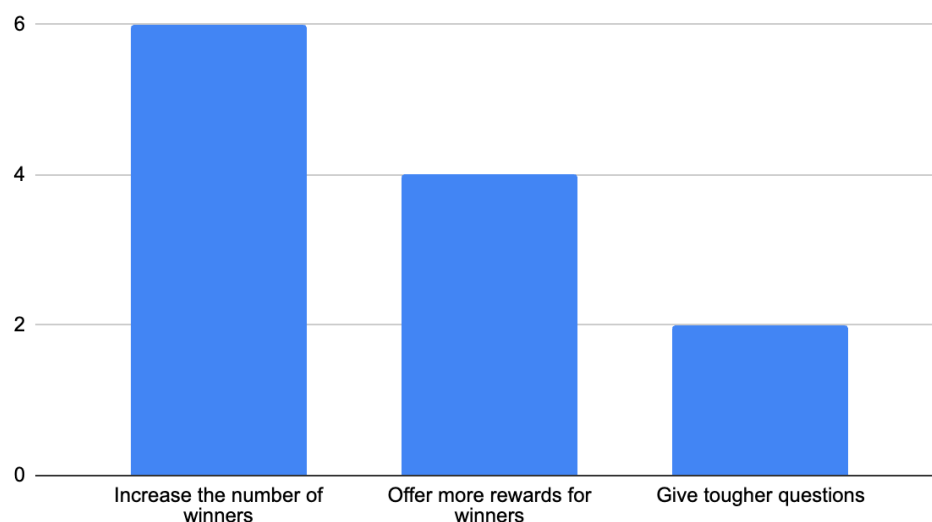
Conclusion

The percentage of respondents who found Dot.alert()'s content very helpful, gave the articles a rating of 7 or more, and that are very likely to recommend Dot.alert()'s content to a friend was higher than in Q4 2022. However, 18% of respondents think the Dot.alert() user experience needs to be improved.

For the quizzes, there's an improvement when compared to the survey in Q4 2022, as 100% of the respondents in this survey found the quizzes to be helpful. Here're some of the suggestions from respondents that they think will help improve the quality and reach of the quizzes.

- Reducing the interval between quizzes.
- Reducing the duration of the quizzes but doing more pre-quiz campaigns.
- Increasing the rewards.
- Increasing the number of questions per quiz.