



## Summary of progress

Since the project proposal, our team has:

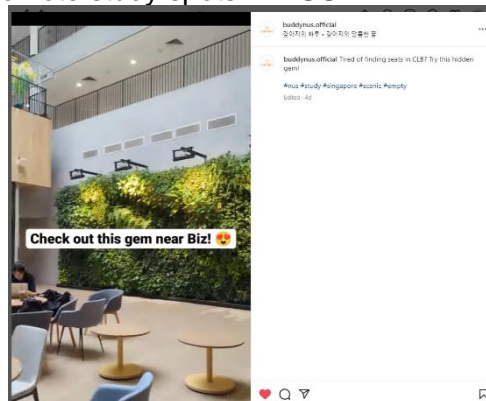
- Launched our web app and marketed it to real users (<https://buddynus.com>)
- Ramped up marketing efforts
- Acquired about 40 organic sign-ups
- Did user testing with real users
- Improved our UI/UX

## Marketing Efforts

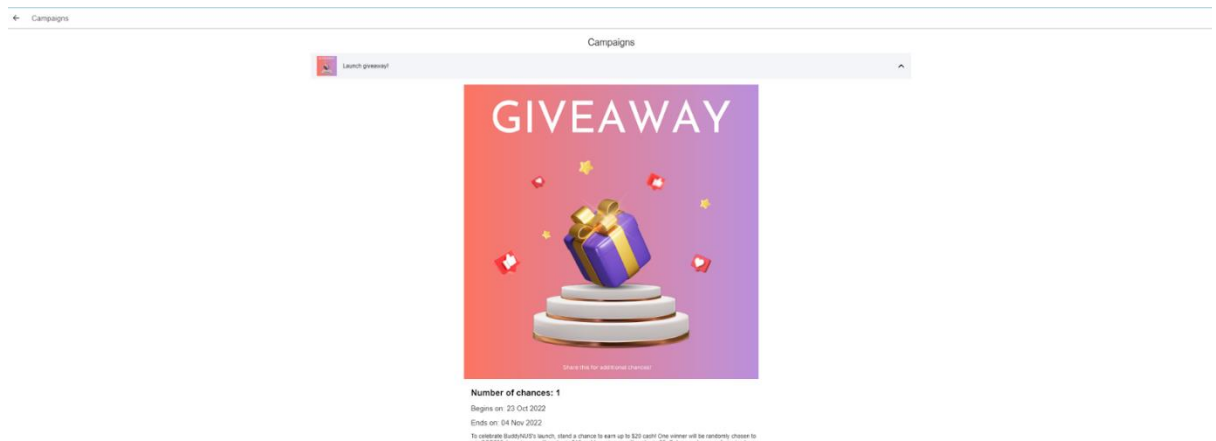
Since launching, we have done social media and email marketing and engaged our pool of pre-registrants that were obtained via a Google form posted on Reddit before we launched.

These include:

- Marketing reel to promote study spots in NUS



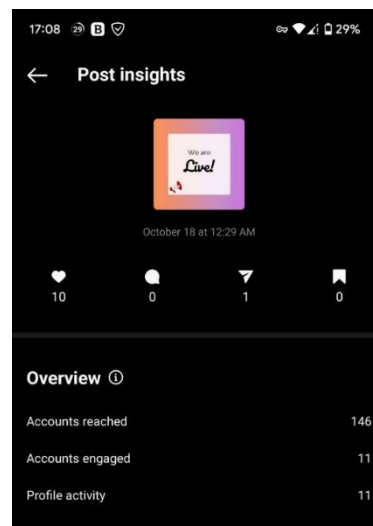
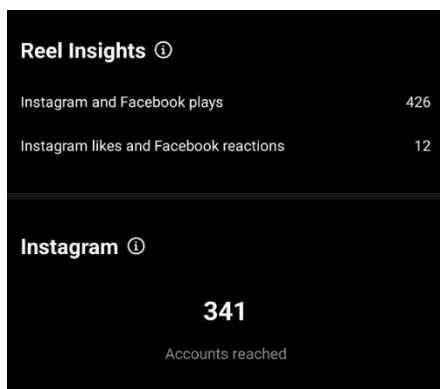
- Launch announcement on Reddit r/nus as well as our [Instagram](#)
- Marketing emails sent to registered emails (pre registrants + those who signed up on BuddyNUS)
- Introduced a small giveaway campaign in hopes of increasing word-of-mouth and to encourage those who are sitting on the fence



- While monetary rewards are never ideal for engaging organic users that will stay, the aim is not to keep users who joined just for the campaign but rather to spread the word, hoping that perhaps 1-10% of the people we reach through the campaign will stay
- We reward additional chances for using the platform to create study sessions and applying for sessions
- Monetary reward is kept low and we chose to increase the number of winners over having one large prize for a single winner because we do not want money to be the main draw for using the app, it is meant to be a motivating factor

Based on Instagram insights, our marketing efforts reached:

- 341 accounts on our marketing reel
- Posts tend to reach about half that number or less
- 367 accounts in total



Reels seem to be the most effective in reaching accounts, likely due to the virality of the content (our first reel was on hidden study spots in NUS) as well as Instagram prioritizing reels in their algorithm, so we will continue to put more effort into reels.

As we have just launched the campaign over the long Deepavali weekend, traction has yet to pick up. We will continue to promote the campaign after school reopens and monitor its effectiveness.

## User Acquisition

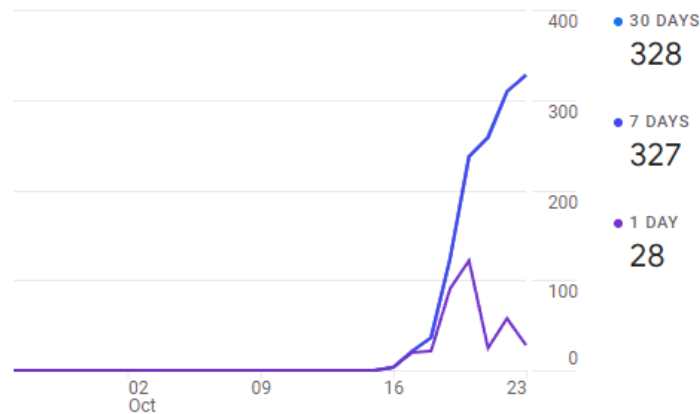
Since doing a soft launch with 19 pre-registrants on 17 October and publicizing the launch on 19 October, we have garnered 39 signups, averaging at about 15 daily active logged-in users (the value for 24 Oct is lower as we took this screenshot on the morning of 24 Oct)



Monthly active logged-in users are currently at 52



User activity over time



Daily traffic (including non-logged in users) is about 30, while total traffic since launch is 328

<a href="#">create_post</a>	15	11
<a href="#">apply_post</a>	10	5

15 study sessions were created by 11 users and 10 applications were made by 5 accounts.

Out of the 15 study sessions, 3 were created by us for testing purposes so the actual number of sessions created by real users is 12. Out of the 10 applications, 6 were accepted by the poster, out of which 1 of them was applied for by one of our team members (Chun Yong). He took the chance to interact with an organic user and find out more about her pain points, motivations, and experience with the app.

Summary:

Days since soft launch to pre-registrants	8
Days since public launch	6
Total traffic	328
Daily average traffic (both logged and not logged in)	30
Total users (number of unique devices)	304
Total logged-in users (number of unique logged-in devices)	52
Daily average logged-in users (number of unique logged-in devices)	15
Number of accounts	39
Number of study sessions posted by users	12
Number of study applications	10
Number of applications that were accepted	6

12 sessions were created by actual users, out of which 6 of them had at least one confirmed applicant. This translates to 50% of posted sessions finding an applicant. We find this percentage acceptable given our small pool of users.

## Product Development

Since the last sprint, we:

- Fixed many bugs, and the app is now fully usable with no apparent bugs
- Improved our UI/UX based on user testing (changes detailed in the customer contact report)
- Introduced push notifications and a notification tab on our app
- Launched a giveaway campaign that automatically records chances as users perform activities on BuddyNUS
- Introduced a gamification system [more on that below]

## Pivots

According to our schedule, in this sprint, we were supposed to introduce:

- Push notifications
- Chat
- Review system to review each other
- More filtering options for study sessions

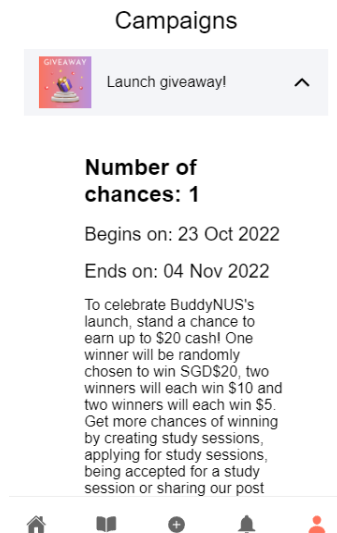
Push notifications are an important feature so that users can be alerted to new applicants, that they have been accepted for a study session, etc. While we have built-in email notifications from the start, emails might go into the junk box so a dedicated notification tab plus push notifications would increase the chances of them not missing updates on the platform. That was what our team focused on this sprint and we have fully implemented a working push notification system on our web app (does not work on iOS due to iOS restrictions).

For the chat, review, and filtering options, we eventually decided not to implement them because:

- For chat, we did not see a significant value-add compared to users exchanging telegram handles. While it would be a “good to have”, exchanging telegram handles seem to be working perfectly fine and we felt we could put our bandwidth on more value-added features.
- For reviews, as we currently only have a small base of users, we anticipate reviews to not be worth the effort since there would not be many reviews. This feature would be more appropriate when we have hundreds of daily users.
- For filtering options, we did not implement it since the number of study sessions posted so far is still manageable and users can easily glance through them without filtering.

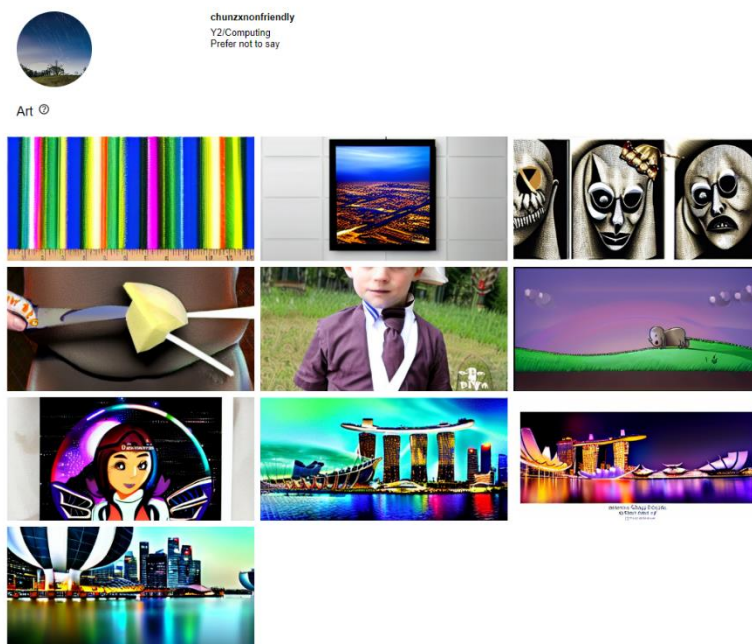
Our focus was more on ideating what would encourage users to use the platform more often, to post and apply for study sessions more often. This led us to implement:

1. The giveaway campaign, where users can accumulate chances by creating study sessions, applying for them as well as accepting applicants. This was rolled out over the long weekend.



2. We decided to introduce some elements of gamification and achievements, to encourage users to create, apply and accept study applications more often. This is currently still in our test server (link below) and will be rolled out to production this week.

To introduce elements of gamification and achievements, we have to provide something tangible to users, something novel, something interesting. Think along the lines of Strava's trophy and achievements page. However, that is starting to get stale. Yet, we recognize the effectiveness of being able to "parrot" and "show off" a user's accomplishments. Human nature never changes. So what can we do to implement something similar, without having to design generic-looking trophies and accomplishments? Introducing **Art!**



- As users use our app, for every action they perform (e.g. creating study session), they stand a chance of receiving an art piece that is unique to them. **No one else in the world owns it**

- These art pieces are visible on their profile for all to see, and **can be shared on their social media**
- Art pieces are also tiered. We use an open-source stable diffusion model to generate art from text prompts, and designed our in-house algorithm to randomize the prompts to the AI model such that the chances of receiving a beautiful piece are lower, to encourage people to keep trying. At the same time, our prompts are all at least half-decent, as we want every single generated art to at least look decent
- There is also a NSFW filter to ensure the art pieces generated are socially acceptable

## Schedule for next sprint

- Reach out to more users and find out their pain points and requests to brainstorm improvements/new features
- Ramp up marketing efforts
  - Reels
  - Posts
  - Reddit
  - Telegram
- Project poster
- Project video
- Project presentation
- Iterate and improve on our gamification system

## Marketing Schedule

### Content Calendar

Social media engagement will be a critical pillar of our marketing efforts

Week 8	Interest Indication Link + Coming Soon poster
End of week 9 or start of week 10	Post to announce launch of app + places to study in NUS reel
3rd post (Week 11)	Post to explain how BuddyNUS works + 1x viral reel to increase reach
4th Post (Week 11)	Mental wellness
5th Post (Week 12)	Post to address privacy concerns
6th Post (Week 13)	Meme about exam season in NUS, and encourage people to use our app to find study buddies

## Testing

Our test environment is free for you to play around at <https://cs3216-final-group-9.web.app/>

If you need any accounts:

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[lim.chunyong@u.nus.edu](mailto:lim.chunyong@u.nus.edu)

All have the same passwords: 123456