

DT

Week-6 Notes

L1 Testing the prototype

- giving your ideas into a shape is prototype. For softwares, it is wireframes. Tackle, full & interactive.

L2 Solution - Camera Steady

- video stand - lightest. Δ keeps camera steady

L3 Story of Inventions

- Eg. of Edison's Story

L4 Assumptions in Test Phase

- Read, hold, assumⁿ to know rules & regulations
- document all assumptions of users for your app.
 - ↳ long and dynamic document - keep going \Rightarrow helpful for next iteration of empathize with users.

L5 Features in the Test Phase

- look at an ad - what they try to convey you, focus on features of product & service
- list all the features, that you have added in the app. Keep the wordings easy. Again, it is a running document.
- make an ad campaign for your users.

L6 Modified CTM

- there are some preferred ways of doing sth. \rightarrow modify existing CTMs along with the user journey (how your product is affecting the life of your users).
- keep the original version also, then, compare.

L7 Intro to Digital Marketing

- you have made a product. Now let the world know. Level - Brand recall.
- Marketing - It is the process of getting potential clients or customers interested in your products or services.
- E - Identify target audience
- A - Need & product centrality
- S - Content is king
- T - Feedback

L7.1 DM Strategies - Part 1

- Stages $\rightarrow A \rightarrow A \rightarrow K$ (Awareness \rightarrow Acquisition \rightarrow Retention)
- Awareness Stages
 - \rightarrow Target audience \rightarrow who to market to?, what problem are we solving?
When will the customer require our solution?
 - \rightarrow Competitor research \rightarrow features, update frequency, monetization models, ratings & reviews, pros & cons etc.
 - \rightarrow Trending & relevant hashtags, brand's hashtag, encourage engagement, user generated content.
 - \rightarrow best practices \rightarrow keyword hygiene, fix broken links, clear call to action, neat aesthetic
 - \rightarrow video content \rightarrow explainer, educational, testimonial
 - \rightarrow types of content \rightarrow audio, video, images, written \Rightarrow SEO

L7.2 DM Strategies - Part 2

- Google's UAC (Universal Ad Campaigns) \rightarrow Google display network, Admob, Google AdWords, Youtube Ads, Google Play
- In app ads, Press release, reviews, Referral markets (Bonus who refers), Influence marketing

\hookrightarrow Following tiers

1M+	\rightarrow Mega Macros
500k - 1M	\rightarrow Macros
100 - 500k	\rightarrow Mid
10k - 100k	\rightarrow Micro
0 - 10k	\rightarrow Nano

L73 DM Strategies - Part 3

- Retention Stage
- Mobile App engagement metrics → no. of downloads, active mobile app users, session interval, session length, lifetime revenue
- Onboarding → benefits oriented onboarding
 - fun oriented onboarding
 - progressive onboarding
- push notificat^{ns} and alerts (best in market → Zomato), Feedback

L8 Solution - Jogging Puzzle

- Treadmill → solves the jogging problem