

1
3
4
1
—
9

- ☐ Guest Speaker: "Knowing Millions of Users:
Rueven Sherwin, Vice President of Wix.com
- ☐ Product Development at Wix.com
Largest Front-End Development Employer in Israel
Wix is a Front-End for people who want to build websites without
any background. Drag and Drop.
Live websites in 5 minutes.
"Optimize for your beneficiaries."
React Native Framework from Facebook building on JS.
Advanced dev for web.
Native Framework is iPhone and android
"Responsive Development"
"194-198 countries in the world."
Listed in NASDAQ

My Questions:

- ☐ How do you generate revenue?
- ☐ What are your languages in back-end and front-end?
- ☐ What are your best and worst decisions as a start-up?
- ☐ How are you using machine learning?
- ☐ What is relationship between node.js and React Native?
- ☐ Do you measure time to deploy?
- ☐ Do you measure retention?
- ☐ Do you monitor traffic?
- ☐ Do you sponsor remote development?
- ☐ Where are you located in Israel?
- ☐ Are you affiliated with the Trump administration?
- ☐ Do you screen your users content?
- ☐ Are you open source?

☐ Who are your users?

- Bloggers
- Designers creating portfolios
- Kids doing homework
- Doctors/Medical business owners - calendars and appointments
- Lawyers/Legal business owners calendars and appointments
- Couples getting married
- Online store owners
- Dentist
- Musicians selling music
- Martial arts studios
- Sync to owners phone

☐ Web Yente, Matchmaker

☐ 3000 employees who regularly scan sites built with Wix.

☐ Research, Market Research, Competitive Research

If you want to open a car dealership you must discover:

How many dealerships are already open

How many are successful, how many not?

Why are they successful?

How many people need new or used cars?

How many new, and how many used

☐ Data! Lots of Data

☐ BI/BA, A/B Testing, User Feedback

BI - Business Intelligence

BA - Business Analytics

A/B Testing:

Expose population to two items

See which option they react to in a way that you want

How many people click like on your button out of

how many people saw the post?

☐ Inference: "seen=open" for threshold time, measuring dwell.

Trolling, not showing a like button,

Not having a thumbs down button.

A/B testing on Like/No Like Button

Stickiness of product

Easy to test using continuous engagement

Testing revenue against loss of like button

- ☐ My observation
 - monkey cocaine engagement
 - single parameter equation.
 - trolling as endpoint in spectrum of engagement
 - We are part of the largest social experiment ever.
 - We are manipulated for media for their objective
- ☐ Trolling
 - Killing every third user - oxycontin
 - Do we allow them to conduct this social experiment?
- ☐ It's not about focus groups or surveys

Henry Ford, first successful mass producer of cars said:
 "Any color as long as its black."
 "If I had asked, they would have wanted faster horses."
 His banana republic intrusions for acquisition of latex.

- ☐ Risings and Fallings
 - Nokia monopoly of cell phones out of Finland
 - Google now has 80%, Nokia had higher than 90%

Nokia communicator E90, first smart phone ever 2003.



Nokia ran a focus group:
 Focus group said, "No one will pay \$500 for a smart phone."

Alternate endings of movies are chosen by focus groups that measure reactions until they select the one that provides maximum profit.

Blackberry by RIM Research In Motion in Canada, still in use.

iPhone

Jan 2007 watched Jobs reveal new thing - He pulled out iPhone.

Blackberry executives deemed the "Jesus phone" technically impossible. Hence, we do not need to react to that.

Steve Balmer: In 2007 Microsoft promoted their own MP3 player to compete with the iPod using the Zune.

When Asked Balmer said, \$500 for a phone without a keyboard??

Folding screen phone from Samsung and Huawei for \$2700.

We're smart about what we know, but not about what we don't know. 2nd order ignorance.

Wix.com method, "Interview Your Users!"

Example of the benefit of User Interview

We had an idea that would help successful users, create more business by Wix releasing a feature that would simplify repeat purchases. They rolled out the feature for these already-successful users. Test group of 30-40 users, during Holiday Season of high traffic, Thanksgiving and Christmas. Then they analyzed data and saw that all the users to whom they rolled out the feature and saw that they increased sales. User interviews give experience with product. After 5 interviews Rueben was surprised to find he should scrap the feature!

Interview Questions:

"Have been using this feature?" Yes.

"Has it increased your sales?" Yes.

"What's bothering you?"

I am unhappy with it. Because you increased my holiday sales but you ruined my holiday with my friends and family because I had to spend more time at the post office. I was planning for certain sales and certain time spent in post office. You did not help me increase my capacity for handling those increased sales. (fulfillment). Until you give me that part... hiring someone would cost me more than I am making. Match feature for increasing sales, with feature for handling fulfillment.



Many users don't pay, only 3% of users are paying customers!!

Every 3 months every product team presents their products.

Employees share their funnel on a per product basis, leading them to know what they can and should improve.

Drops and especially exceptional drops are explained.

Why is the drop, and how will you fix it?

Picture: "Knowing your Users"

Knowing your Users

- You don't have to do what your users tell you to do.
- You do need to know what they think you should do.
- You do need to know what they think about what you are doing.
- And the best way to do this is to interview your users.

We are all business owners, the business of 'ourselves'.

We are our business, running and managing it for many years to come.

They planned a feature without talking to users.

Problem was not the number of purchases, problem was people looking at new feature.

Adding explanatory text fixed the sudden funnel narrowing.

Only looking at data is extremely deceptive.

When you talk to the users you realize their problems. Just like the Israeli airports screens terrorists. You talk to them. No focus group or survey.