My indaHash Overview

   This study includes the output of my research about indaHash, the statistics from Statista, Google Trends, Smart Insights, and Socialblade, and also my personal opinion/suggestion to maximize ROI. First, I write this report in order to show my skills on marketing research and product re-design.
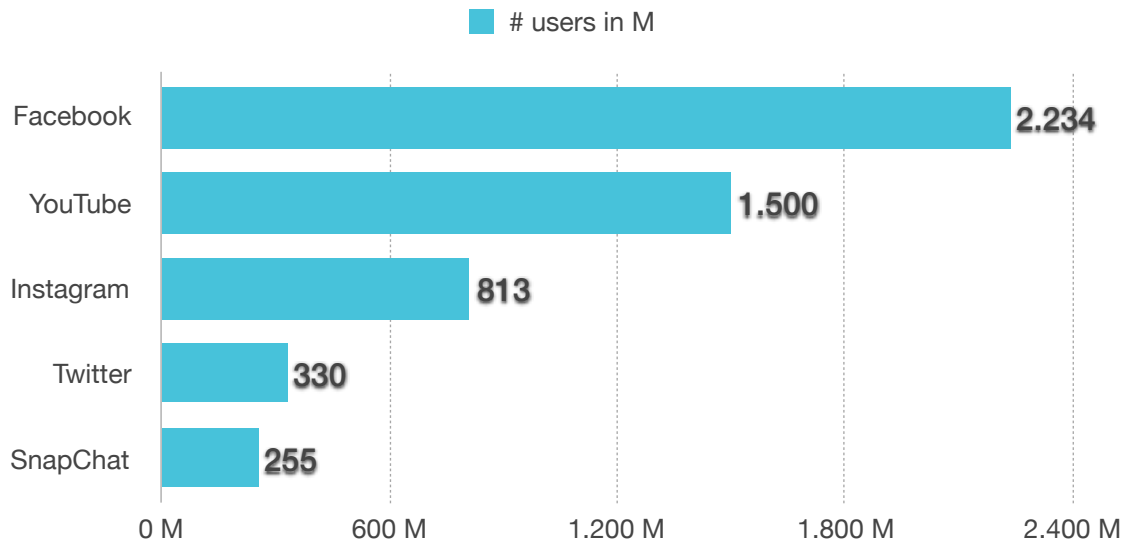
Contents

Basic Statistics

Worldwide Networks

This graph shows some of the most popular social networks worldwide, which are often being used by indaHash, as of April 2018, leveled by number of active users in millions.

These are some important numbers of social network accounts of indaHash, as following.

Facebook:	29 K followers	29 K likes
YouTube:	112 K views	67 videos	(followers info is not public)
Instagram:	71 K followers	2 K following
Twitter:	9 K followers	1 K following

Question: Why is there no tumblr account? It comes right after Instagram with about 800 M active users in the list. Obviously more effective than SnapChat and Twitter.

About Instagram Statistics

It's the network where indaHash is more successful, comparing the other social networks.

Followers	Following	Pictures	Avg Daily Followers
71.919	2.863	910	**+137**
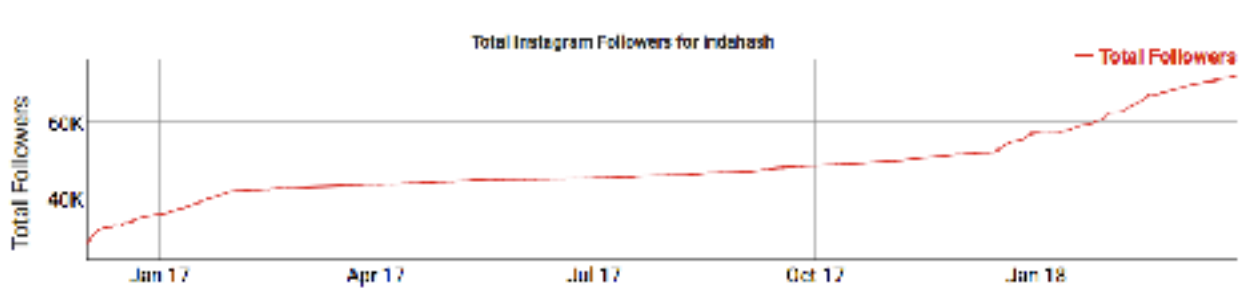
The first picture ever is posted in 3rd of September 2015. In the first 7 months, IndaHash has gained 10 K followers. Almost everyday, a new media file has posted in the Instagram account. Funny fact, average like rate of the media has not changed so much since the beginning, despite the number of followers has steadily kept increasing. In a short amount of time, the account reached more than 70 K followers.

I have randomly checked some of the Instagram followers, then realized that some of them are artificial accounts, and real accounts with artificial followers (in other words, fake influencers). I do not know if you have purchased or developed artificial followers, which is very common social media marketing trick done by brands and agencies, to create brand awareness in early startup phases.

You may want artificial followers to impress people, however you do not want influencers with artificial followers. It causes false engagement and impression numbers, money loss, and incoherency between marketing statistics and sales statistics of customers.

On the other hand, it may be profitable in short period. In my previous experience, the sales team was very skilled to convince the customers to use our platform, by using fake statistics, such as count of downloads & active users, impressions, engagements, telemetry numbers, and etc. So, artificial followers might be good beginning step in marketing.

Markets Around the World

indaHash is active on markets of 75 countries. (I counted 69)

In these countries, people must be engaging with indaHash by either mobile social network apps or search engines. Unfortunately, I am not allowed to track the trends in Facebook, Instagram, and Twitter. However, Google Trends should be printing some data parallel to the markets and general interest. Let's take a quick look the following graphs.

Google Web Search results worldwide from 01.01.2016 to now, for search term *indahash*.

The term "*indahash*" has been interested worldwide since the beginning. After the dramatic jump in September 2017, the search count had serious rising. This graphs also supports my purchased followers hypothesis, because the rising followers number in instagram do not match with the period before September 2017. However, it's just an opinion according to the Google Trends statistics. Either the influencer profile may be different than the instagram followers, or the influencers may not tend to search indahash in Google Web Search.

Also I think the reason of acceleration after September 2017 is not about the campaigns, but the crypto coin - indaHash Coin. Please observe the following graph of search term *indahash coin*.
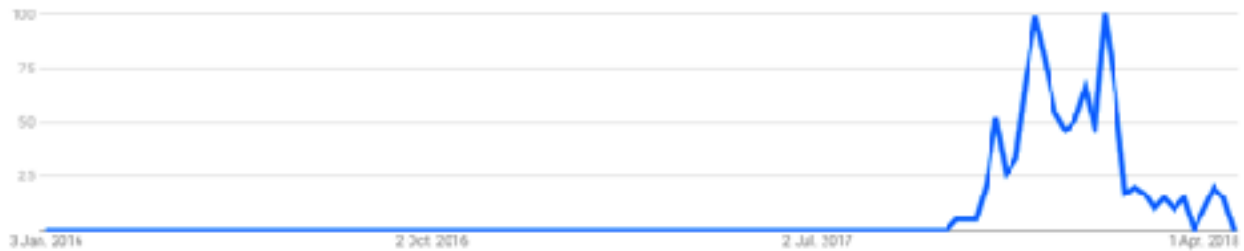

By comparing this graph and the previous graph, it can be assumed that the small accelerations might be related with indaHash campaigns, while the huge accelerations might be related with the crypto coin. More supporting outputs, the results of the search terms bitcoin, crypto coin, cryptocurrency, and etc show very similar graphs too.
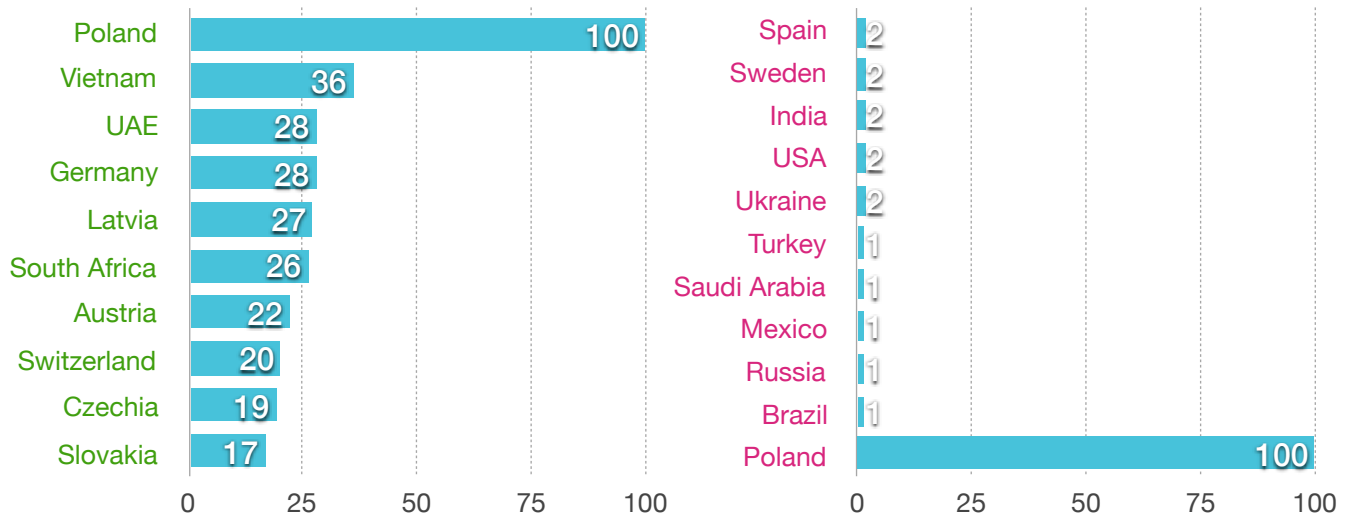
Search term: bitcoin

Search term: cryptocurrency
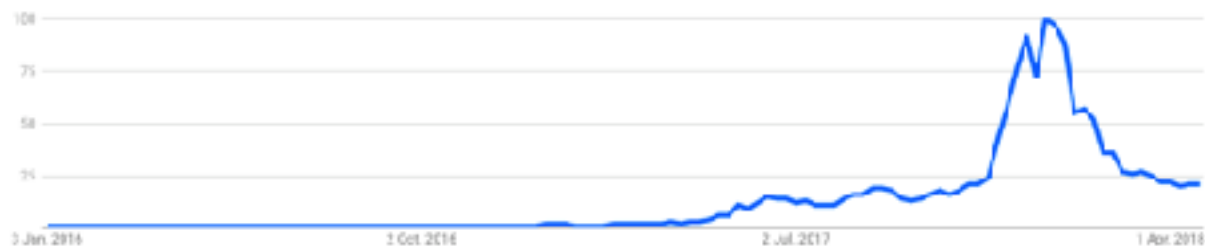
In conclusion, indaHash Coin has been searched in Google Web Search after September 2017 just like other coins, and the topic cryptocurrency. According to Google Trends, it's observed that indaHash has created a good acceleration by taking active role in cryptocurrency. There seem to be a relation between searching *indahash* and searching cryptocurrency, regarding results of Google Web Search.

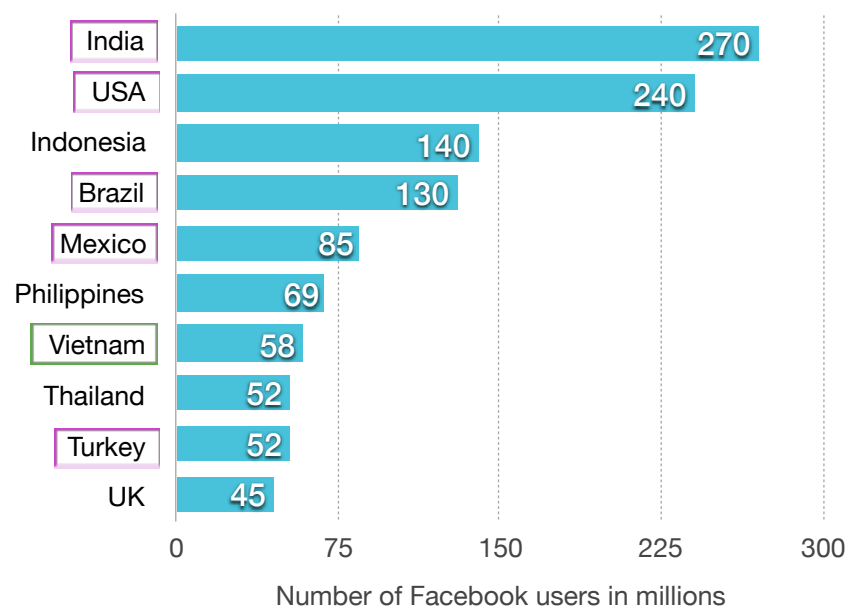Let's get back to the search of term *indahash* in Google Web Search.

Since the January 2016, it is seen that the total searches is divided by 49 regions. The top 10 regions and the bottom 10 regions are listed as following:

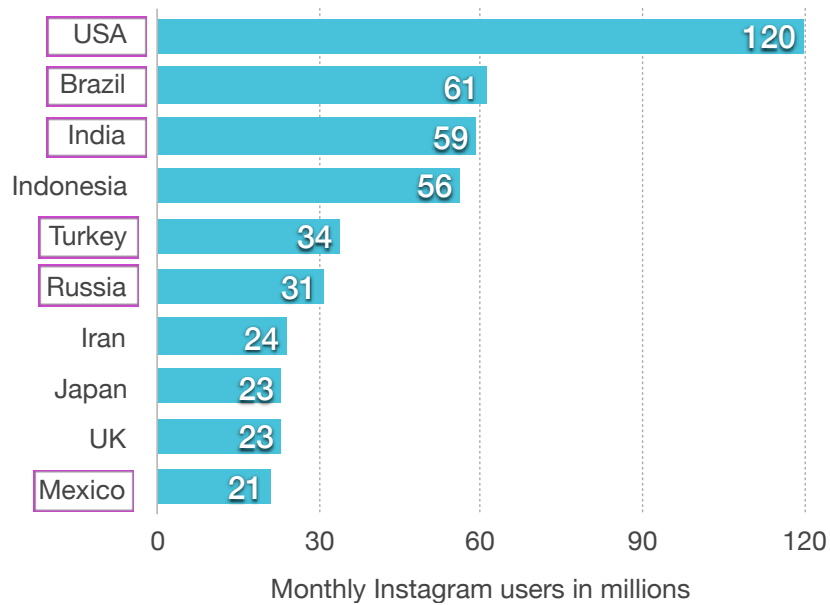| Region	Value		Region	Value
Poland	100		Spain	2
Vietnam	36		Sweden	2
UAE	28		India	2
Germany	28		USA	2
Latvia	27		Ukraine	2
South Africa	26		Turkey	1
Austria	22		Saudi Arabia	1
Switzerland	20		Mexico	1
Czechia	19		Russia	1
Slovakia	17		Brazil	1
			Poland	100

It is totally natural to have most of the searches in Poland. I think that basic Google Web Search for term *indahash* is directly related with the influencers, coin owners, and campaing owners. People, who live in those top 10 countries, wonder about indaHash, and make search in Google Web. I do not know your real statistics of regions of IndaHash users, nevertheless I think it can be very similar to the graphs above.

Now, let's get into social network usage by region. Then compare the output of *indahash* search in Google Web Search worldwide with the following graphs.
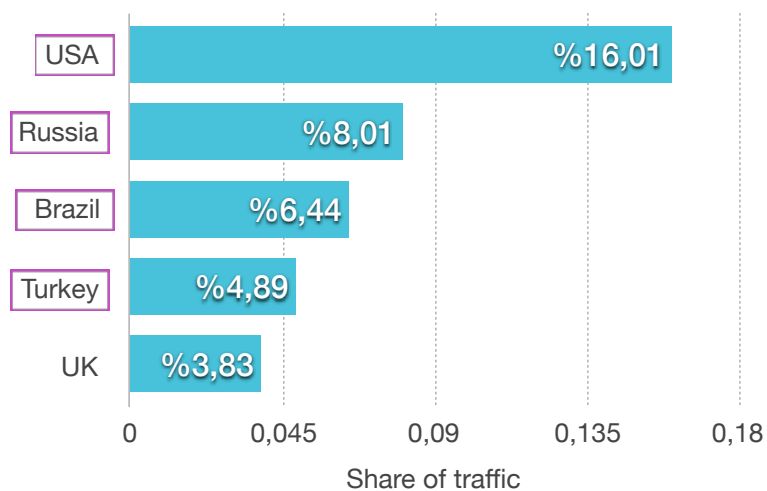
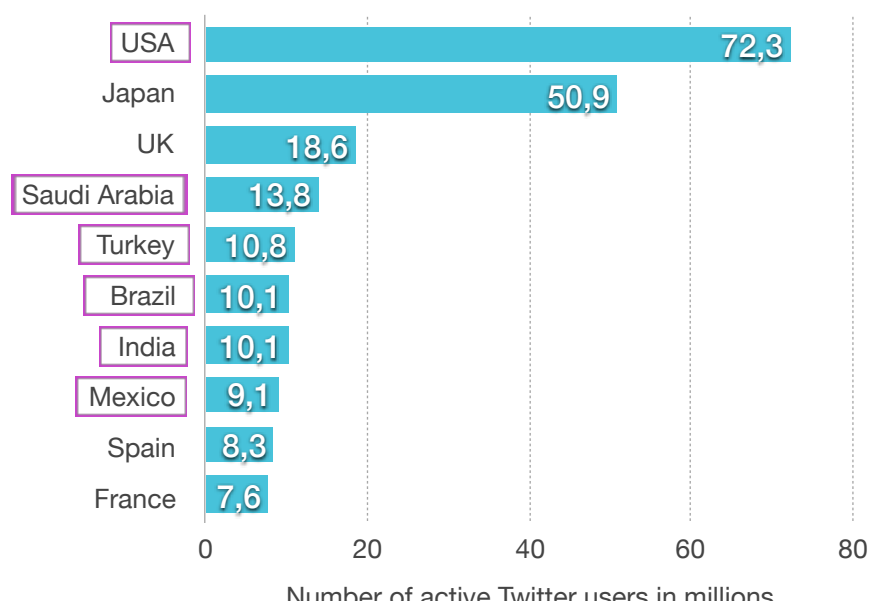Leading countries based on number of Facebook users as of April 2018:

Country	Number of Facebook users in millions
India	270
USA	240
Indonesia	140
Brazil	130
Mexico	85
Philippines	69
Vietnam	58
Thailand	52
Turkey	52
UK	45

Number of Facebook users in millions

Leading countries based on number of Instagram users as of April 2018:

Country	Monthly Instagram users in millions
USA	120
Brazil	61
India	59
Indonesia	56
Turkey	34
Russia	31
Iran	24
Japan	23
UK	23
Mexico	21

Monthly Instagram users in millions

Regional distribution of desktop traffic to instagram.com as March 2018, by country.

Country	Share of traffic
USA	%16,01
Russia	%8,01
Brazil	%6,44
Turkey	%4,89
UK	%3,83

Share of traffic

Leading countries based on number of Twitter users as of April 2018:

Country	Number of active Twitter users in millions
USA	72,3
Japan	50,9
UK	18,6
Saudi Arabia	13,8
Turkey	10,8
Brazil	10,1
India	10,1
Mexico	9,1
Spain	8,3
France	7,6

Number of active Twitter users in millions

6

It is really interesting that the countries, that search *indahash* in Google Web Search, are not in the list of the countries, leading the social media. In contrast, bottom 10 countries are at the top of the social media usage. As a Turkish, I know that people are extremely crazy about being popular, being an influencer, becoming a social icon. Turkey is just one of those companies, leading the social media.

I think that IndaHash has not much influencers in those bottom 10 countries in the list. It would be profitable to target those countries. While doing research about both marketing and indaHash, I came up with an brilliant idea, which I will be keeping for myself. My suggestion is indaHash should focus on the leading countries, especially on Turkey.

App Problems

UI Inconsistency

The mobile consists of one main landing page, 5 pages in the user panel, and one quick chat page.

1. Shadows Under Headers In Pages With Same Duty

If outer shadow is used under one of the headers in any page of the user panel, then you should to follow the pattern and apply the shadow for the headers in all pages of the user panel. The subjects, belonging to the same parent/category and doing same job, should be represented in the same way.
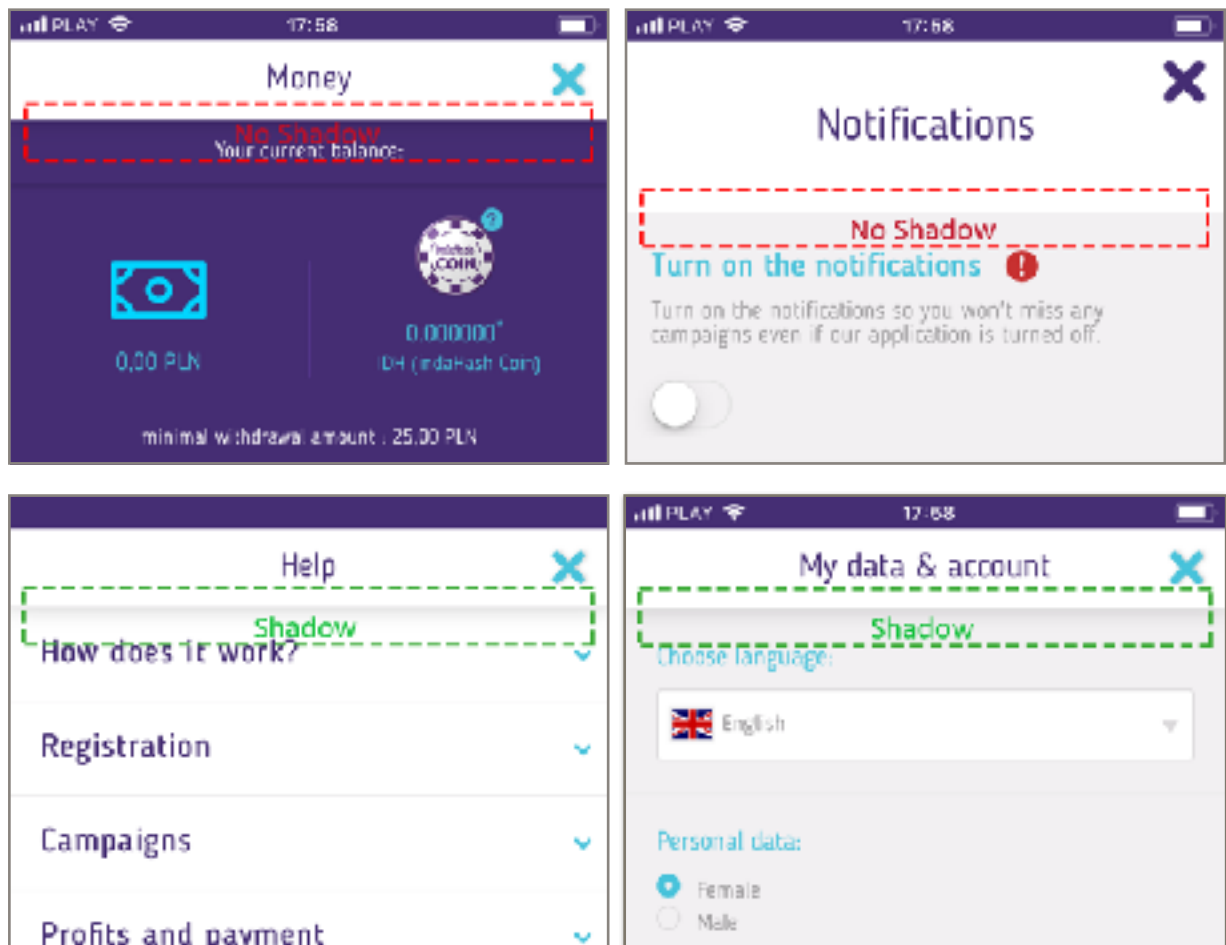
2. Different Header Sizes & Close Buttons

The same problem with the previous one. The size and location of the headers and the close buttons should be same. Why are they different in Notifications? Is the header in Notifications more important than the other headers? Does it have a special job/function than the other headers have? Why is Notifications page opens with a smooth animation, while the rest of the pages have no opening animations? Why is the close button at the right top corner in Notifications page is different by both size and color than the common close button in the other pages?

The header in Notifications page should have the same size with the common headers in other pages. The close button in Notifications page should also be the same with the common close button.
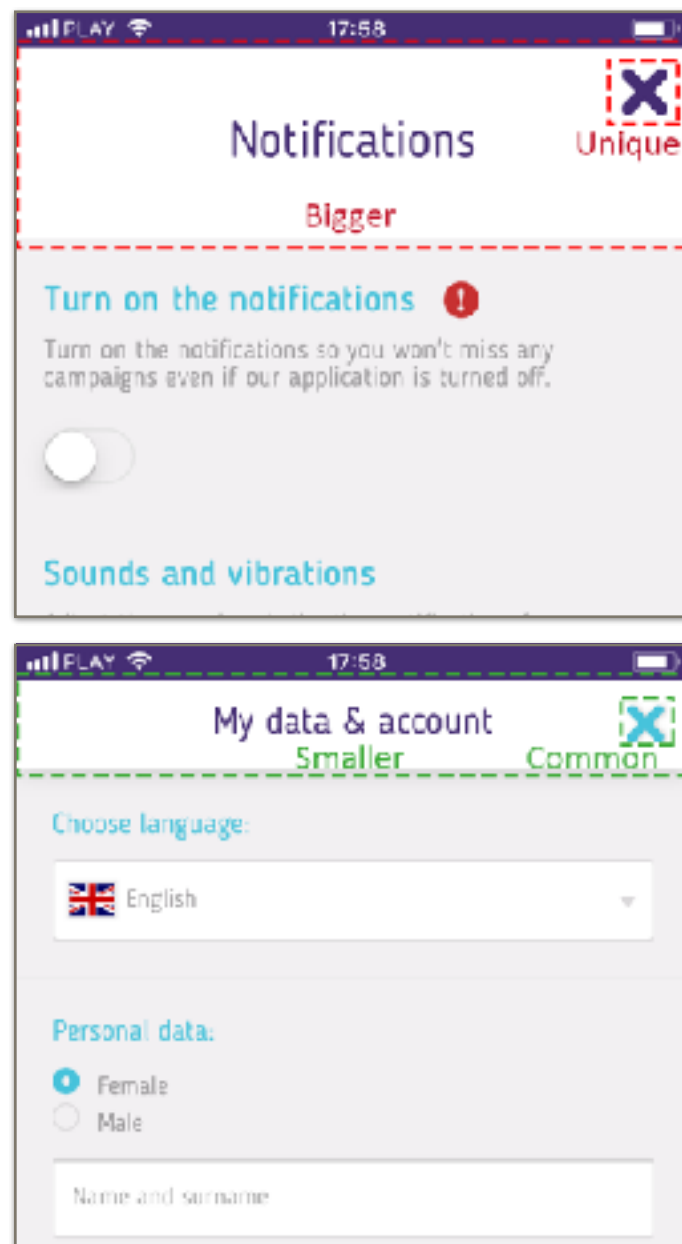
Poor Quality

1. Pixelated Campaign Thumbnails

Campaign thumbnails does not look well. We live in a technology age, which presents us very high quality of image and video renders, powerful GPUs, 4K monitors, and etc. Even the worst apps / games come with good quality of graphics. See the pixelation on the thumbnails.

The following is the worst. It has a watermark on it. Also to distinguish between campaign container and the background is not possible. It really looks awful.

Whether it depends on campaign owners, the fact is visual quality is poor. It can be managed either in app by scaling the thumbnails and placing in an additional frame/container; or stating thumbnail quality rules, and let the campaign owners know it.

2. Almost Full Page Vertical Video Thumbnail

Nobody needs to see an almost screen sized thumbnail, and little part of background image. That background image does not even compatible with the flat design the app has. It is a confusing view of mixture of flat and realistic images. Also there is a missing title of "See how it works" video. Why I say missing? Because all the other videos have title on the header, and again there exists an incoherency.
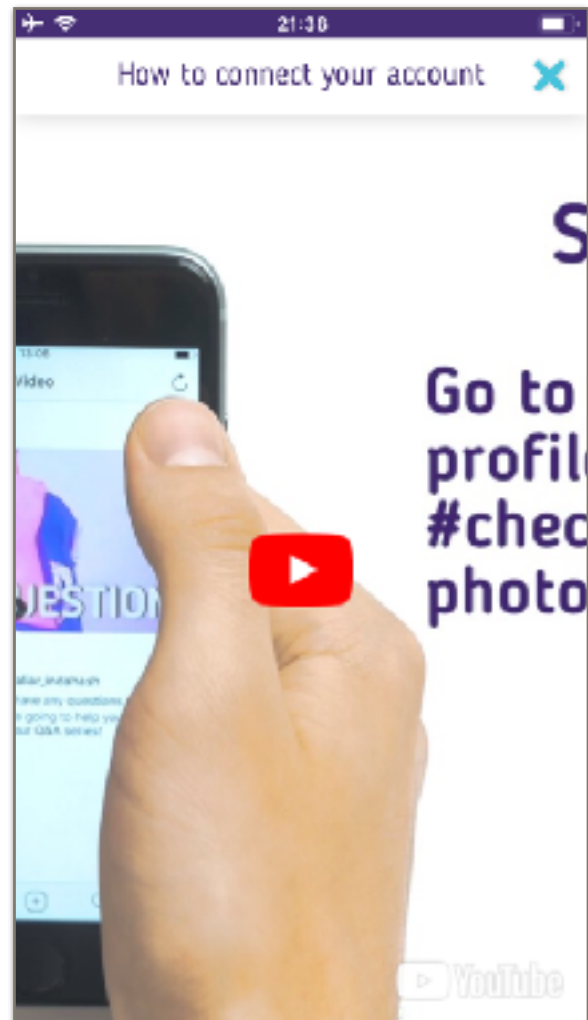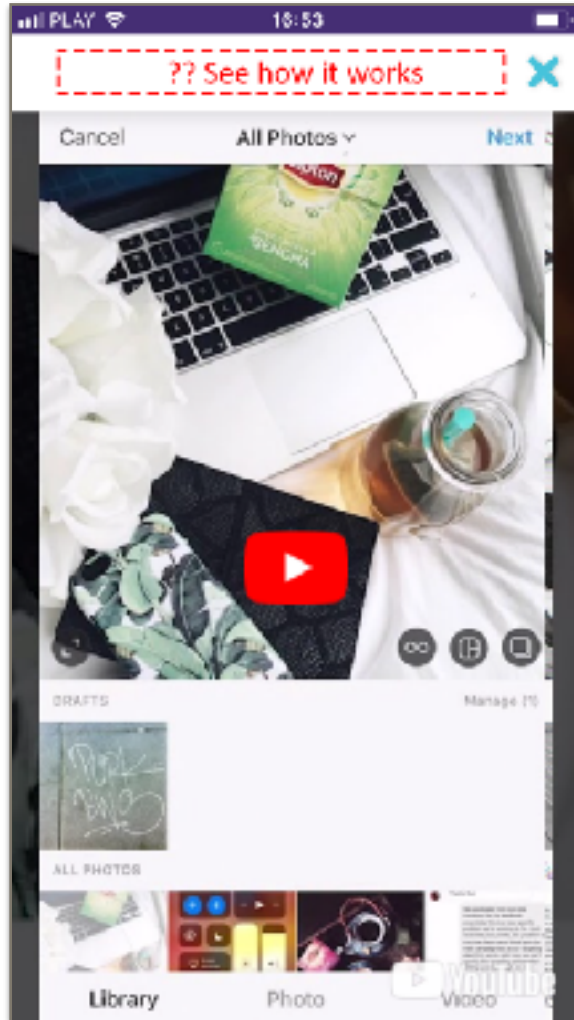
Bugs

Sometimes taking the app into background, and poor internet connection causes little bugs. I do not know exactly how I get these, however, I have played so many times with background-foreground switch, and taking it into foreground right after unlocking the phone. (Iphone 6s, IOS 11.3)

Wrong positioned close button
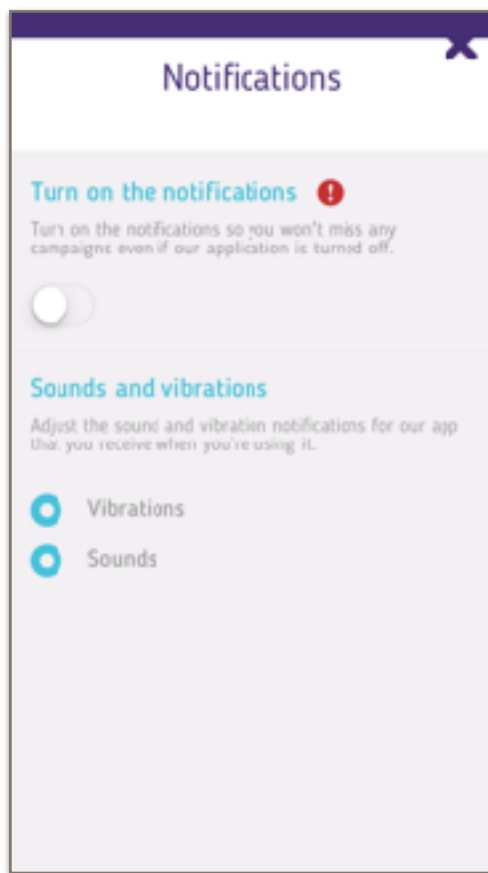
Purple box and missing headers and buttons
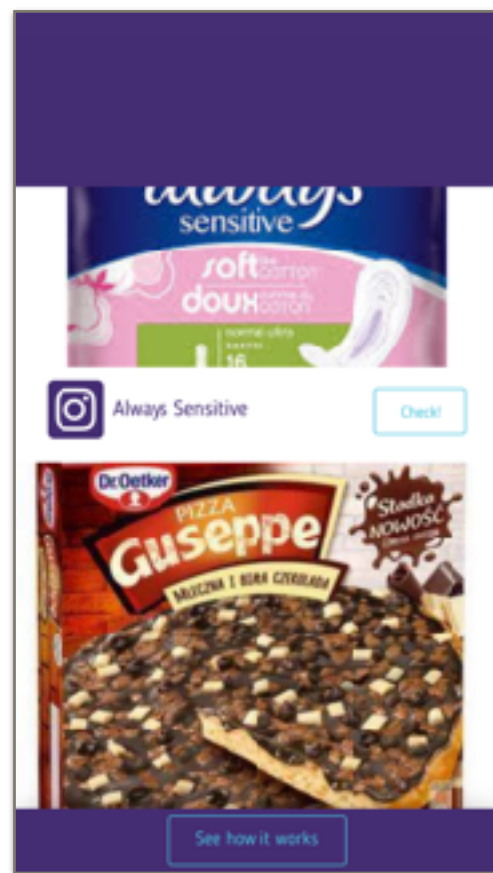
Missing lines
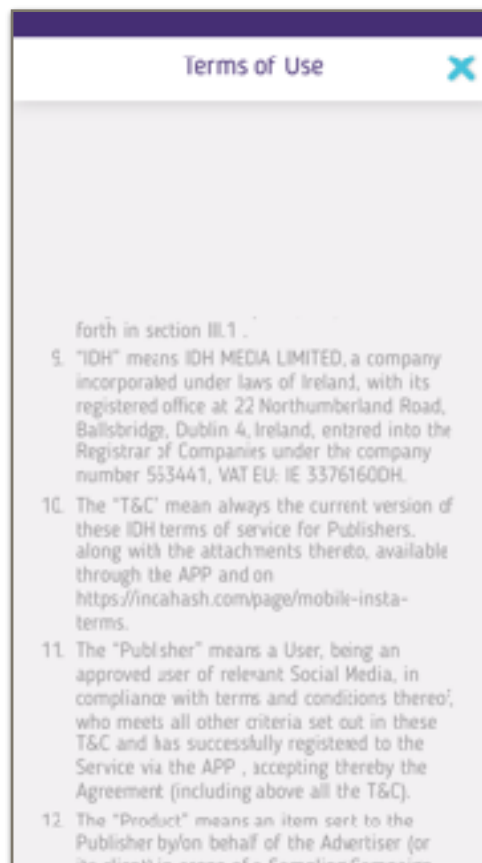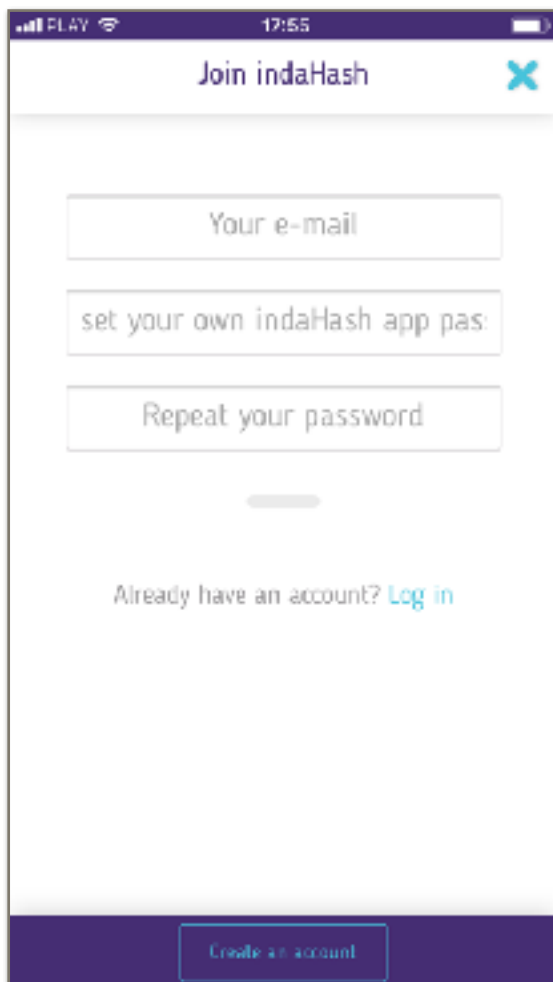
Legal Issues

I'm not neither lawyer, nor legalization specialist. However, 25 May 2018 is not far from today, and I know that the biggest privacy regulations ever, called The General Data Protection Regulation (GDPR), will being executed from that day, and all the companies will have to change their terms of use and privacy policy. I'm aware of how to comply with it. You need to check your policies, and implement the changes if required before May 25. I think indaHash privacy policy is pretty suitable for GDPR, but I do not know if the data collected is portable.
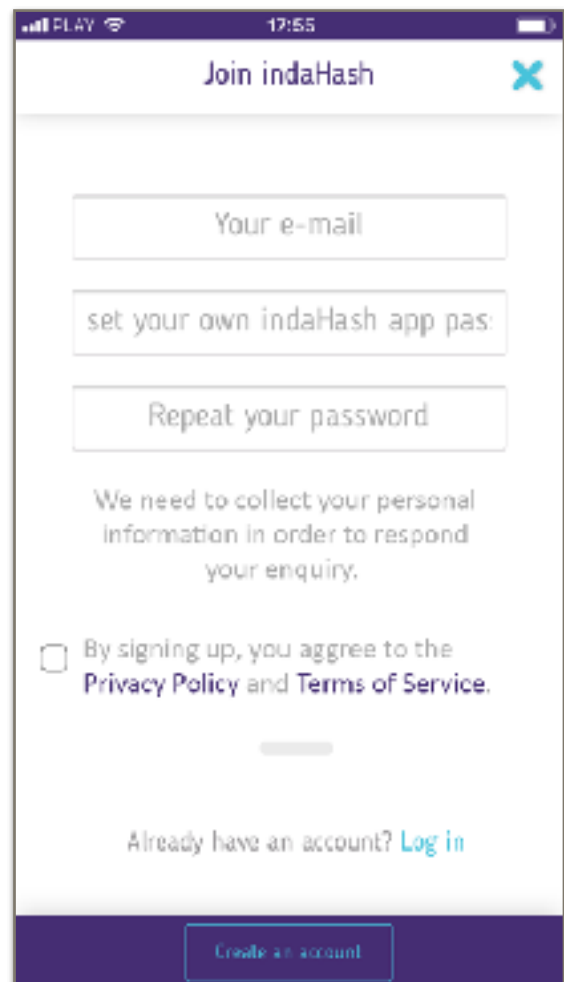
The UX is not compatible with the GDPR. It is no more allowed to take data before receiving consent of user on the privacy policy and terms of service. It is rubbish to let user sees **"READ ALL OF THE FOLLOWING TERMS AND CONDITIONS CAREFULLY BEFORE DOWNLOADING, INSTALLING OR USING THE SERVICE"** after you make him/his download the app and take personal data.

Current	Updated

Improvements

Poor pixelated quality in graphics are not acceptable. The product should be elegant and looking high class. Hasn't nobody noticed it before? This is where you face your users, the most significant part of your technology. If people do not like it, they do not use it. The very first impression made by visuals on me is saying "Who uses this app ever?" Fortunately, paying influencers and possessing a crypto coin sound more catchy. Influencers may not mind the graphics, but good impression creates trust and loyalty.

Please distinguish the differences, and decide which ones have better looking.

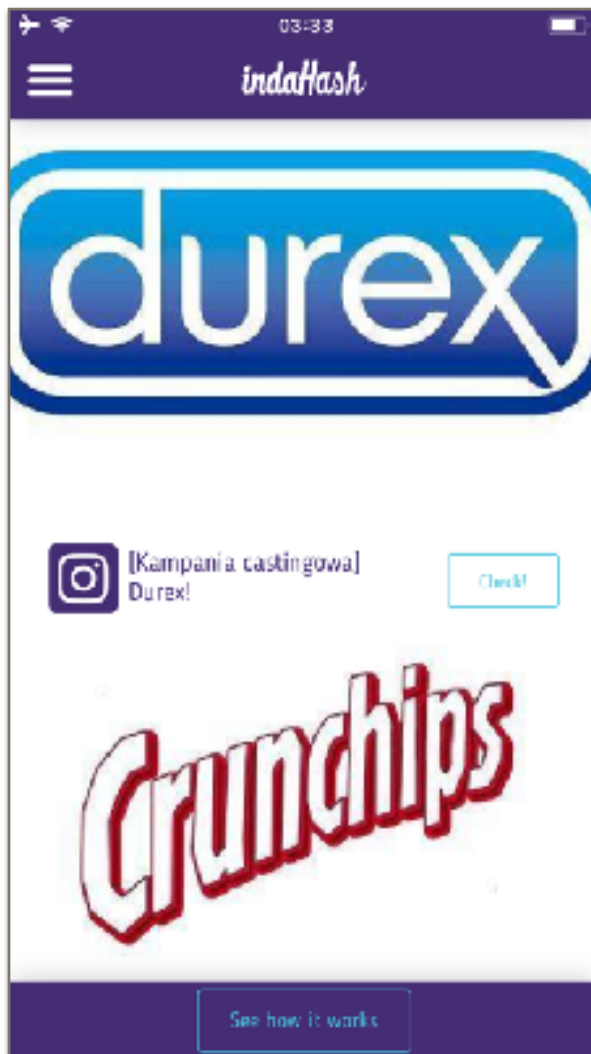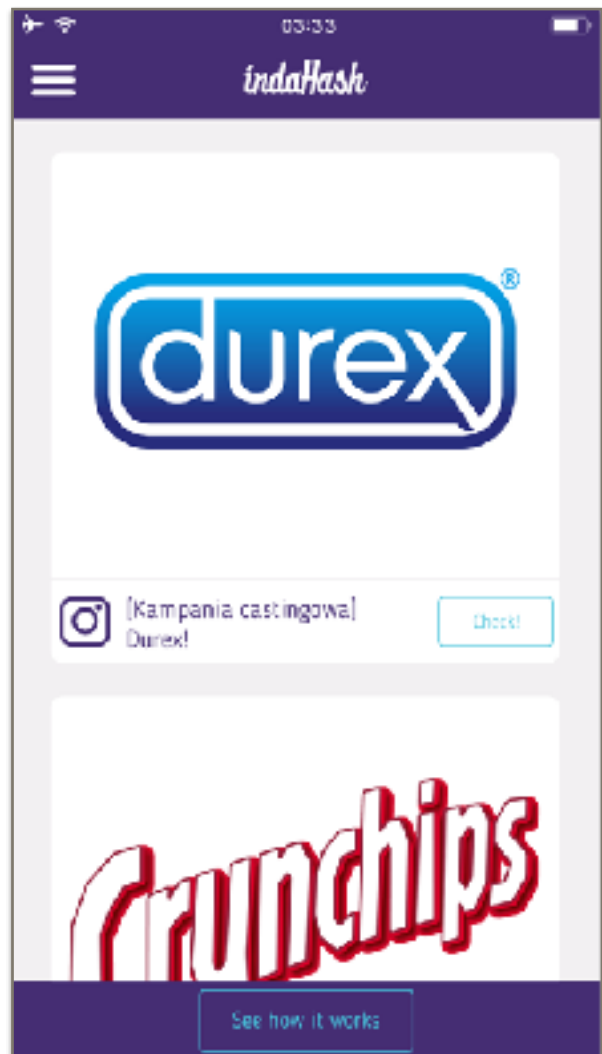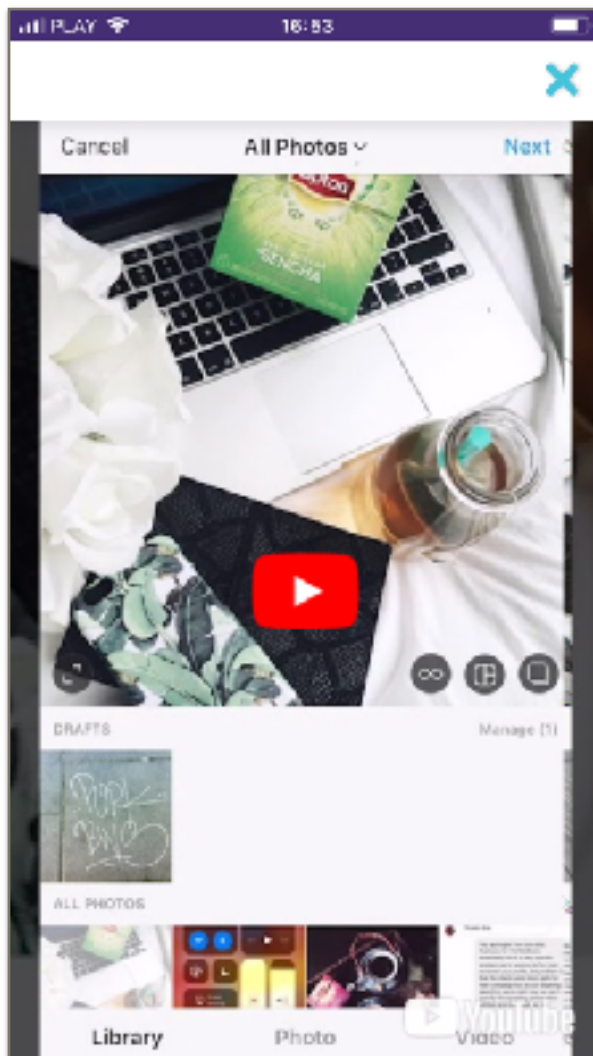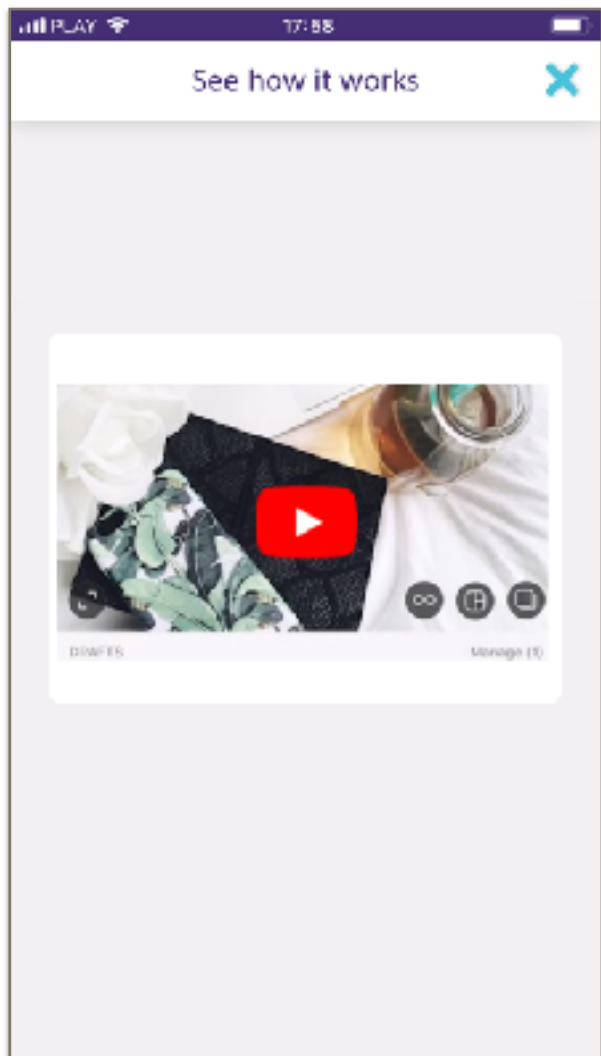Current   Improved
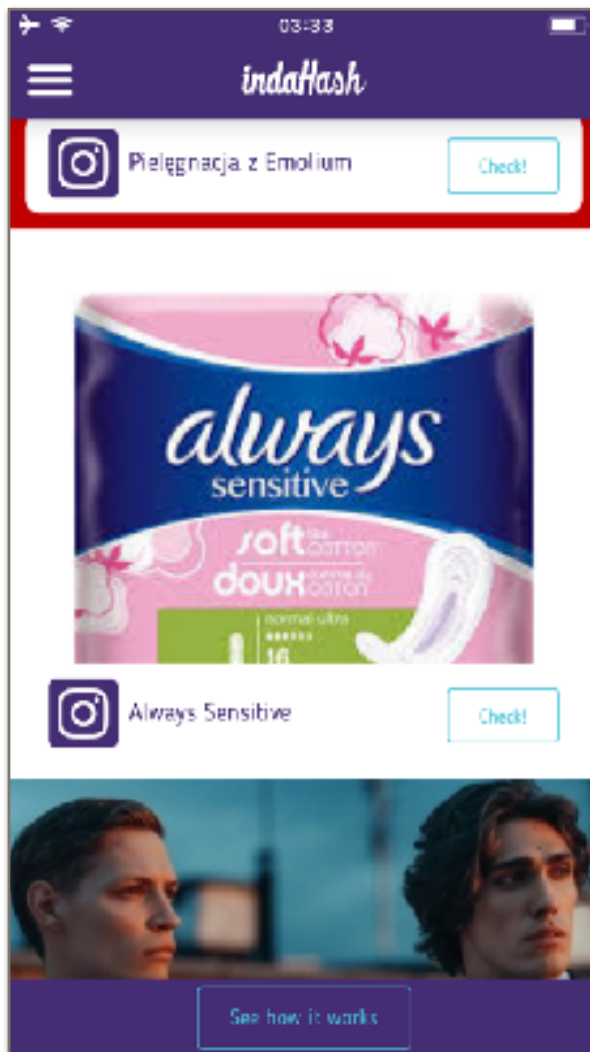
Current   Improved

Current   Improved

Some Other Suggestions

indaHash can negotiate with a brand for a specific product, which will be carry a 3-step "Call-To-Action" on it, saying "Download indaHash, take a picture with the product, share with #indaHash #product #campaing". By this way, popularity of indaHash will be increased, people will begin to see indaHash every time they buy that product.

Example Case:
Brand: Coca-Cola
Campaign: Zero Sugar Summer
Product: Coca-Cola Zero products
Call To Action on the can/bottle: Download indaHash, take a picture of a cool moment, share with #indaHash #cocacola #zerosugarsummer