

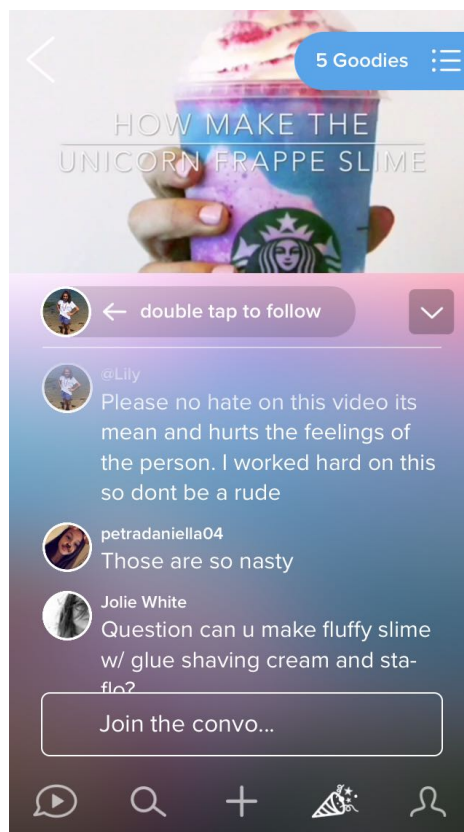
## DARBY SMART Mobile App User Retention Research

User retention is a common challenge in mobile and web apps. To assess the success of a feature launch, understanding different ways to capture user retention are researched in the DARPA SMART mobile app and the market in which the company is operating. To aid with this research, a SWOT analysis is done to set up background for user retention ways below:

### SWOT Analysis

<b>Strengths</b> Focuses on user interests and expanding to more communities vs using existing friends community	<b>Weaknesses</b> Community not as big of a community as Instagram, Buzzfeed and Youtube
<b>Opportunities</b> Can utilize existing and new DARBY Smart customers using different ways to capture user retention	<b>Threats</b> Instagram, Buzzfeed

Recently, the mobile app team launched the chat overlay on top of the video to assess user engagement and retention of that specific feature. The image of that feature is shown below.



To see if that feature and others performed well, daily active users (DAU), weekly active users (WAU), monthly active users (MAU) in that feature, number of clicks in that window, where users are spending the most time in app are some ways to measure retention. To show different ways of retention across competitors, a feature table of the Darby Smart mobile app is shown below:

Mobile App Feature Table

	DARBY SMART App	Instagram App	Youtube App
Easy to use	Bottom navigation	Bottom navigation	Bottom navigation
App Availability	iOS primarily, limited Android content	iOS/Android	iOS/Android
Push Notifications	None (hard to find if so)	customizable	customizable
Incentives (# of followers/following, trophies )	Yes, trophies being awarded didn't show up in latest app release	Yes except for trophies	No listing of followers/following shown
Onboarding	Limited, better tutorials needed for first time user as well as navigation in app	New features are in live stories	New features are shown when opening app after updating
Settings	limited	Can switch to different profiles, 2 factor authentication, posts you've liked, push notifications	Push notifications setup, video filtering, location

As shown in the table, some ways to capture user retention are to have better onboarding, push notifications, incentives, and more customizable settings.

To continue further research, data needs to be gathered to assess the validity of whether any of these features is desirable to the customers through customer interviews, surveys, feedback in the app and company strategy.

For next steps, once these potentials featured have been verified with data, wireframing designs and solutions, A/B tests can take place with a small beta test group. If the results go over well, begin prototyping a design and continue testing to make sure the features are still what the customers wanted.