

Namaste

You have officially launched a meditation app. Welcome to the world of helping others find their centers, align their chakras, and reclaim their True Norths.

The user feedback is rolling in...take a look at a few below. Think about what core issues they allude to or what their comments might suggest. Think past the problem. What should you take away from these comments? Post your thoughts in the Q&A Section.



“

All of these meditation apps say the same thing. You can find this stuff for free on YouTube. Not worth it.



“

I enjoyed the speakers relaxing voice. However her technique did not help me relax. I feel that she encouraged me to keep focusing on the negative thoughts and pressure, rather than just observing them and letting them go. Ideally, she would instruct us to return our focus to the breathing and let go of the “pressure” (or just ignore it and let it be). Otherwise, if one continues to FEEL the pressure, it will bring more energy to the pressure (instead of drawing energy and attention AWAY from it). I am not suggesting one should suppress the pressure feelings, but we should not give it that much attention either. Returning to the breath is ideal.



“

The one thing that I don't like is that you have to pay for the extra packaging I would really love to try the emergency packages since I have such a bad anxiety and just random attacks all the time but \$12 a month has me a little hesitant on my budget. I wish you didn't have to pay so much.... As to any money at all to get help. Because I feel like 10 days for me just isn't enough.



“

I have gotten hours of use from this app. There are two different voices that lead meditations, one is calming and pleasant, the other sounds like a deflating circus balloon. Why can't I choose which voice I get? The paid subscription for this app is really high as far as apps go so I should be able to have options. Also, why are all these meditations on tracks? Why can't I customize my meditation program?



“

Bit of a sham, isn't it? Not much content outside of the paid section, which wouldn't be as unfortunate had the app's adverts not insinuated there was more access to understand what it is this has to offer. The price levels are quite steep! The free app requires you to register, so you can be advertised to, and then pushed into a subscription.



“

The app won't allow me to stay signed in. When you're using the app almost daily it's extremely annoying. Either save my password or allow me to use TouchID but stop making me sign in every dang time. Some of us take security seriously and use long, hard to guess passwords it's annoying to have to go into 1Password to copy and paste my password every time I want to open this app. This almost never happened before you released this new “better” app.



“

I seldom pay for apps, but I didn't flinch at the \$10/year charge. They're jumping to \$40, and I'll miss it, but it's not worth it as they keep adding content I don't use.



“

The queuing feature is unintuitive. I had the foundation courses in my queue and was in the middle of foundation 2 when I decided to add pro 1 to my queue, thinking it would tack on the the end of my queue, after foundation 3. Instead, it swapped out with foundation 3, and when I tried to add foundation 3 back it was locked because I haven't finished foundation 2. I asked customer support about this and they added foundation 3 back to my queue but only by telling the system I had completed foundation 2, which I haven't....so now my timeline and progress stats are incorrect. Queue would be better if you could queue up an infinite number of courses and move them around in your timeline (like Netflix queue :(



“

Can we gamify this? Like there's another app out there that helps you stay positive by playing games...so what if we create a SIMs-like world where we can all go and meditate together? And we can choose different backgrounds like being on a sunshine hill or under the ocean. And then we can each create our own meditation music playlists and share with each other and take turns DJing during our meditations. And we can be friends and see who meditates more and win things like free yoga classes nearby or shirts or a meditation bell. And also we can make a meditation game game where you like see who meditates the longest at one time.



Breathe...

Alright, so what are you going to take away from this enlightening experience?

Remember to think past what they're initially saying to find the underlying issue.

Post your thoughts in the Q&A Section.

[ACTIVITY]: Separating the Signal from the Noise

Product Managers have to navigate a sea of user feedback. **And to keep with that metaphor**, it's important that you be able to navigate and not flop & drown in it.

What happens when you have two users saying completely contradictory things? Or how do you evaluate whether a user speaks for the majority of users or just their weird selves?

The answer? Practice

Overview **Q&A** Notes Announcements

Search all course questions

Current lecture

Sort by recommended

Filter questions

Course content

☒ 32. [ACTIVITY]: Separating the Signal from the Noise

1 min

Resources

☐ 33. Users vs. Customers

2 min

Resources

☐ Quiz 7: [QUIZ] Ideas and User Needs

☐ 34. Section 4: Review & Recap

0 min

Section 5: Competitive and Market Analysis

15 / 17 | 1hr 19min

Section 6: Customer Development

8 / 17 | 1hr 35min

Section 7: Designing and Running Experiments

19 / 26 | 2hr 18min

Section 8: Conceptualizing the Solution

3 / 9 | 1hr 2min