

Exercise Prompt: Perspektive Case Study

Context

The Business

Perspektive is a knowledge-sharing platform where information is crowd-sourced from the community. Users come to this platform looking for both expert and general advice. Topics range from asking complex data science questions to restaurant recommendations as well as general relationship advice.

The Platform

Perspektive has both a mobile and web platform where users can

- Sign up for an account
- Search for topics of interest
- Interact with Content: post and answer text-based questions, follow a thread, upvote, etc.
- Invite friends to join the platform

Visitors who don't have an account are exposed to Perspektive through SEO (search engine optimization) results.

The Business Model

As a relatively early startup that has gained momentum, Perspektive is still looking to grow users and find a more solid market fit. The business currently has a small but engaged user group and thus can attract some advertisers onto the platform to market their content.

Advertisers are looking to surface their marketing content strategically on the platform. For example, users searching for infant caring advice on the platform are likely to see ads related to baby car seats, toys, formula, etc. Ad revenue is the primary source of revenue.

Problem

Most users on Perspektive are active, but the overall number of users is relatively small. The current business goal is to grow new users by 50% in the next half of the year.

As a knowledge-sharing platform, the product's value lies in having a solid community that generates high-quality content. The business is looking for ways to engage existing users further to build a strong community that can attract even more new users to the platform

Metrics

Here are some frequently discussed metrics at Perspektive, all measured weekly

- # Weekly Visitors

- Number of unique visitors who viewed at least one Perspektive post
- New visitors come to the platform mainly through search engines. The more traffic a particular post gains, the more likely it will be exposed to new visitors
- New User Conversion Rate
 - The percentage of unique visitors from the website or app that signed up for a new account
- # Weekly New Users
 - The number of new users that sign up for an account on Perspektive
 - $\# \text{ Weekly New Users} = \# \text{ Weekly Visitors} * \text{New User Conversion Rate}$
- #Weekly Active Users
 - For all users that have an account associated with Perspektive, those that performed one of the following meaningful, proactive actions at least once a week
 - Search for topics of interest
 - Viewed a post
 - Followed a topic thread
 - Upvoted a post by others
 - Posted a question
 - Answered a question
 - Invite friends to join the platform
- # Weekly Inactive Users
 - For all users that have an account associated with Perspektive, those that hadn't interacted with the platform in the past week

Research

The user research team has shared the following learnings with you:

Of all the "Visitors" who found Perspektive via search results and are viewing the content, here are the significant takeaways

- "I enjoy the content - there's always something interesting to read"
- "I don't post or offer feedback because it can feel scary - what if people think my thoughts don't matter or ignore me?"
- "Sometimes, I don't know what I want to search for. I'm just curious about what others are talking about"
- "I love that it's available on mobile. It gives me something fun to read when I'm waiting around"

Of all the "Active Users" who had a meaningful engagement on the platform at least once a week, here are the major sentiments

- "I answer questions because I love feeling like the expert"
- "It's always rewarding when you see people upvote my post - I felt like I helped people"
- "The community is awesome. I can always expect people to raise interesting topics"

- “I post answers here because I know for sure I will get an opinion”
- “After seeing others answer my questions, I’m motivated to post now too because I want to give it back”

Of all the “Inactive Users,” here are the representative quotes from the users

- “I don’t like that I have to sign up to interact with the content on the platform; it’s annoying”
- “It was helpful when I had a specific question last month, but not sure why I would go back to the platform regularly”
- “Why would I trust the opinion and answers of these people that I don’t know”