

# BUFFET EXPERIMENTS

2016 Q2



Buffer Experiments - InVision

## Content Recommendation

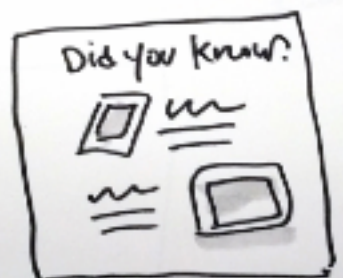
- Surface content recommendations in more relevant places
  - Show recommendations after activity completions
  - Encourage other types of daily activity than just learning
  - Recommend varying chunks of content during onboarding



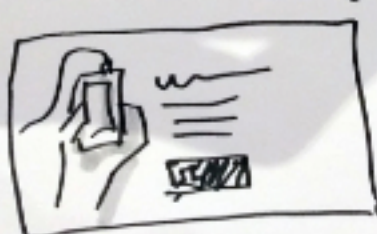
## Emails & Student-selected Goals

- Send less emails and make them more relevant

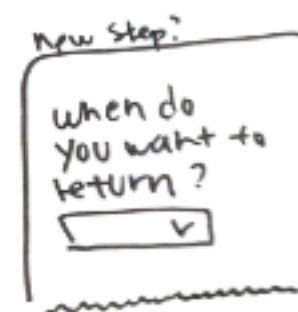
## mobile awareness



marketing style pg



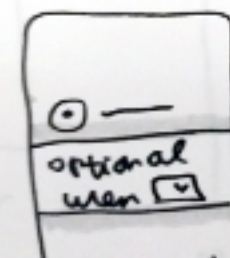
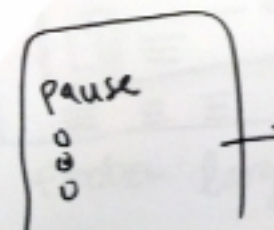
## Pause Experiment



email /t



or



"we will remind you then and we will not auto enroll you"

## chunking



## capturing intent



Commit to learning. You are investing [bar chart]

Pick [bar chart]

Time [bar chart]

For [bar chart]

Typical [bar chart]

This is for yourself

restate why signed up

optional custom fill

pick days (times & durations)

"Leaving for 15 min x 3 days is 260 mins a year 36 hours"

mad lib

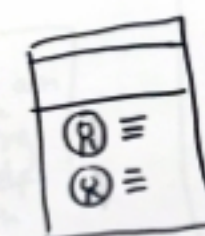
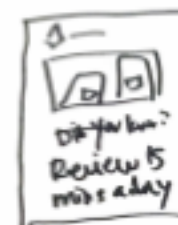
I name am committing to myself to learn code on mondays for 1 hour.

use data: for emails  
for mobile awareness  
for TD upsell

## emails



- homework  
- link to forum with discussion on homework



- success stories  
- blog content?

## Student Goals

pay are last for TH resume



(filled from before or here to fill)