

# 2025-09 - US/DE/JP - Profile Management Page

## Quick Analysis Sharing Checklist

This is a checklist to check before sharing any analysis

- Business question is clear and directly answers the stakeholder's ask
- Context and approach is aligned and agreed with stakeholder in Jira
- Data is accurate and clearly linked to the insight
- Visuals/charts (if used) are clearly and accurately labelled, easy to view
- Recommendation or key takeaway is included
- Challenges, blockers, or limitations are flagged (if any)
- Someone else has reviewed the analysis before sharing

## 1. Business Context & Question

Business Context	Business Question
The goal is to improve the overall user experience by making the profile management process more intuitive and user-friendly. By gathering insights and identifying best practices, we aim to implement features that allow users to easily update their information, manage preferences, and access relevant resources, ultimately enhancing user satisfaction and engagement.	<ol style="list-style-type: none"><li>1. Do we see large interaction of MAUs on the profile page?</li><li>2. Where do we witness the maximum interaction on the profile page, on which options?</li></ol>

## 2. Approach (To Be Signed Off Before Analysis)

What metrics will be analyzed?	<ul style="list-style-type: none"><li>• % and absolute count of users viewing the profile page</li><li>• % of users that actually click something on the profile page</li><li>• Count of CTAs clicked on profile page by CTA name</li><li>• % of NEW users that view the profile page after registration</li><li>• Any reviews of the profile page</li></ul>
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**Time Periods**

- Past 6 months

### 3. Data Challenges (if applicable)

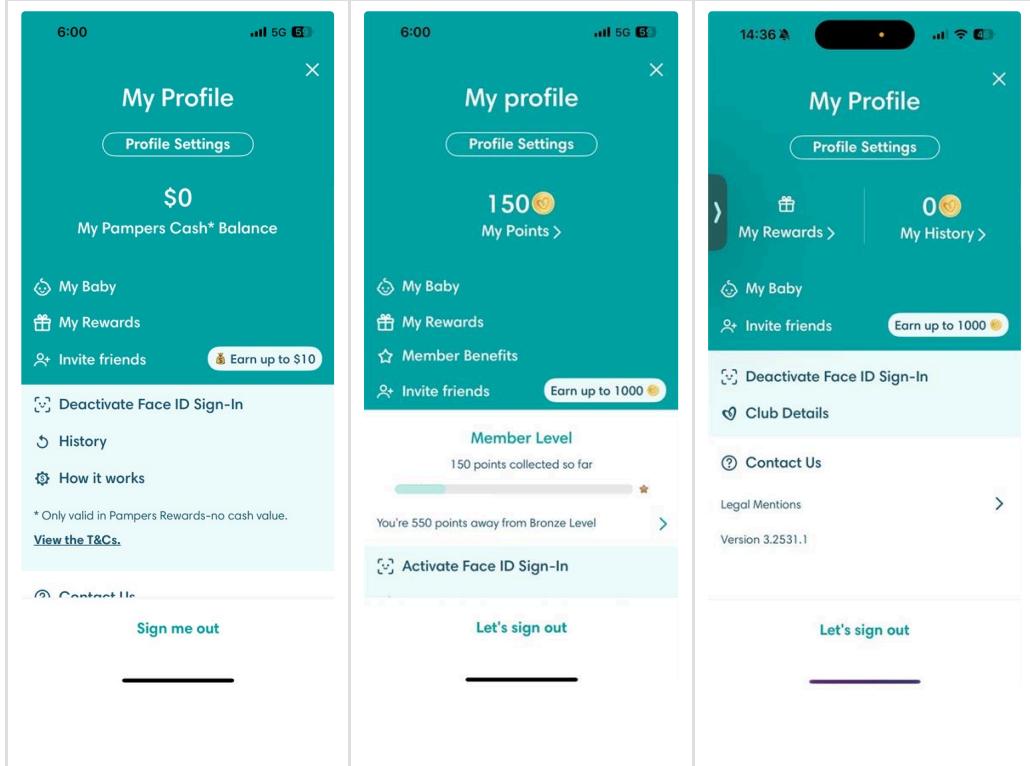
Flag known or suspected issues that may affect analysis.

Challenge	Impact	Resolution / Status
CTA clicked event missing for contact_us and my_rewards	negligible data loss incase if the user clicks on it and the page load fails or user drops off after click	Using the screen viewed property in a funnel <span style="background-color: #90EE90; color: black;">DONE</span>
• “number of people redeeming after visiting this page, who have enough balance”, does the PO wants to know how many users are looking at the Rewards section on the profile page?		<span style="background-color: #90EE90; color: black;">DONE</span>

### 4. Detail of Analysis

Profile Screens (iOS):

US	JP	DE
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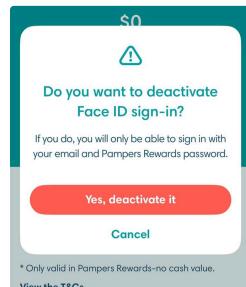
Business Question	What the Data Shows	Insight / Interpretation								
Do we see large interaction of MAUs on the profile page?	<ul style="list-style-type: none"> <li>~ 3% MAU users visited the profile page in the last 6 months from these 3 markets on average.</li> </ul> <p><a href="#">Request Access - Mixpanel</a></p> <table border="1"> <thead> <tr> <th>Market</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>jp</td> <td>3.66%</td> </tr> <tr> <td>de</td> <td>3.43%</td> </tr> <tr> <td>us</td> <td>2.31%</td> </tr> </tbody> </table> <ul style="list-style-type: none"> <li>57% users visit the profile section at least once and 24% users visit at least twice.</li> </ul> <p><a href="#">Request Access - Mixpanel</a></p>	Market	Value	jp	3.66%	de	3.43%	us	2.31%	<ul style="list-style-type: none"> <li>Profile is a low traffic page: we hardly have any MAUs visiting the profile page.</li> <li>In March, profile page visits increased due to OKTA.</li> </ul>
Market	Value									
jp	3.66%									
de	3.43%									
us	2.31%									
Where do we witness the maximum interaction on the profile page, on which options?	Overall clicks:	<ul style="list-style-type: none"> <li>Invite a friend feature has the highest intent on the profile page across all markets, (US 57%, DE 49%, JP trails with 31% in comparison, an indication)</li> </ul>								

CTA Clicked	de	jp	us
profile_menu_invite_friend	48.6%	31.4%	56.8%
delete_my_account	24.2%	27.4%	13.8%
edit_baby_info	11.0%	22.2%	5.1%
add_another_baby	12.9%	20.1%	4.8%
biometrics_deactivate	9.9%	5.7%	10.4%
biometric_yes_deactivate	5.7%	2.8%	8.4%
update_email_address	4.2%	6.1%	2.2%
activate_biometrics	4.8%	2.8%	3.6%
Catalogue			10.2%
biometric_cancel_deactivate	4.5%	3.0%	2.0%
privacy_choice			1.8%
add_phone_number		1.7%	
history	0.8%	0.3%	0.1%
menu_pampers_do_not_sell_my_personal_info			0.7%
profileChangePassword	0.0%	0.0%	

Biometrics deactivate: [Request Access - Mixpanel](#)

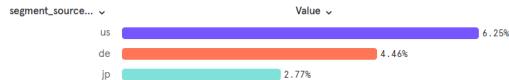
on the referral appetite in this market.

- ~ 25% of users that interact with profile page, click delete my account, vs 14% in US → this outlines user intent
- US users who start biometrics deactivation tend to follow through → with 81% completing the process (52% JP and 45% in DE)



Source: US iOS App

Are users interacting with Rewards section from the profile page?



Rewards section activity: [Request Access - Mixpanel](#)

We hardly see users clicking on rewards section from the profile page as the same option is available on the home screen

## 5. Summary of Insights and Recommendation

Insights	Recommendations
<ul style="list-style-type: none"> <li><b>Profile page has limited reach compared to benchmarks.</b></li> </ul> <p>Only ~3% of MAUs in US/DE/JP visited the profile page in the last 6 months, versus 10-15% in leading loyalty/finance apps where profiles act as account hubs.</p>	<ul style="list-style-type: none"> <li><b>Profile as engagement driver:</b> Add loyalty value (points balance, tier progress, rewards overview). This is standard in loyalty apps (Starbucks, Sephora) and directly addresses low profile traffic by making it worth visiting.</li> </ul>

- **Engagement is driven by forced flows, not organic demand.**

Visit spikes (e.g., March OKTA rollout) show traffic comes mainly from mandatory journeys rather than user-initiated activity.

- **Referral is the strongest positive interaction signal.**

“Invite a Friend” accounts for 47% of clicks in US and 31% in JP, making it the dominant driver of engagement on profile.

- **Account management behaviors show distinct market patterns**

In JP/DE, ~25% of profile interactions are delete attempts vs. 14% in US, but 45–52% cancel at confirmation — more exploration than true attrition.

- **Biometric deactivation follow-through varies by market.**

US users complete deactivation 81% of the time once started, compared to 52% in JP and 45% in DE, showing stronger decisiveness in the US.

- **Biometric features show trial-and-error usage.**

DE leads in biometric activations and deactivations, suggesting users experiment with enabling/disabling the feature.

- **UX structure lags best-in-class apps.**

Profile actions are fragmented (separate Privacy, T&Cs), no language switcher, no visible loyalty value (points, tier, benefits). In top apps (Starbucks, Amex, Revolut), profiles surface loyalty status and program guidance clearly.

- **Referrals as priority CTA:** Highlight “Invite a Friend” more prominently and tailor nudges per market (e.g., JP where uptake is lower). Strong referral intent in US shows this is already a proven value driver.

- **Simplified account management:** Merge Privacy/T&Cs (low-use items that clutter the UI), add confirmation dialogs for high-risk actions, and keep deletion fully in-app. All are industry best practices that reduce confusion without creating new friction.

- **Clearer biometric usage:** Refine toggle design and add messaging (“Enable Face ID for faster login”) so activation/deactivation feels intentional. This responds directly to the high trial-and-error seen in DE.

- **Localized experience:** Add a language switcher and tailor content per market. This is standard in global apps (Netflix, Revolut) and improves comprehension, particularly in JP/DE where English is less dominant.

- **Benchmark against leaders:** Use loyalty/finance leaders (Starbucks, Amex, Revolut) as models for structure and copy. This ensures Pampers profile isn’t just a settings page but reinforces loyalty value consistently.

## QUERIES:

```
1 --Event count for profile CTA--  
2 select  
3 properties_CTA,  
4 count(*) as events,  
5 from `dbce-c360-119lake-prod-36f0.f_pampers_hub.v_rew_mobile_track_fct`  
6 where event = 'CTA Clicked'  
7 and properties_screen_name = 'profile'  
8 and country_code IN ('us')  
9 and DATE(timestamp) >= '2025-03-01'  
10 group by 1  
11 order by 2 desc
```

```
1 --Reviews about profile section--  
2 select date, platform, rating, translated_review  
3 from `dbce-c360-119lake-prod-36f0.f_pampers_analytics.tbl_feedback_river_reviews`  
4 where country_code = 'US'  
5 and translated_review like '%profile%'  
6 order by date desc
```

## APPENDIX

### Insights

1. Profile is where actions like sign out and settings usually appear and it is standard for major loyalty apps, but Invite Friend grabs 47% of clicks, while other lighter-use actions make up 25% (like turning off biometrics or deleting an account)
2. Two insights stand out from these reviews:
  - Account deletion flow confusion: Users report being kicked from the app to a website to finish deletion, creating confusion and doubts about data handling and integrity.
    - A proper communication or message can be delivered to ensure clarity around the account deletion journey.
  - Profile data management friction: Editing a child's profile forces full re-entry and rejects valid older birthdates, indicating poor form design and validation.

### Recommendation

1. Add a language switch per market's primary languages to improve comprehension, comfort, and conversion.
2. De-emphasize "Sign me out" styling and add a confirmation dialog (Similar to deactivate biometrics option on the profile page)

3. Offer a reward or incentive at/after sign-out to retain or win back users.
4. Change the content from “How it works” to “How to earn or redeem” - providing more clarity on the objective of our loyalty program.
5. Merge “Privacy” and all “T&C” options in a single tab to free up space in the second fold of the profile screen