

# FIRST IMPRESSIONS

What makes users “swipe right” on a mobile application?

Kimberley Pita  
20719710  
Summary of an article by  
Verkijika and De Wet

## Problem

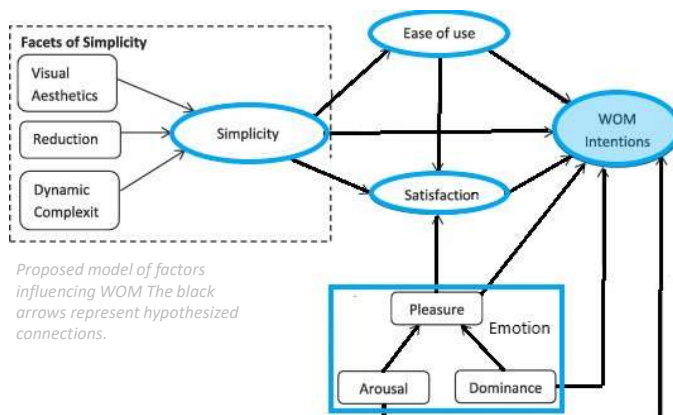
Mobile apps today face low retention rates – users try them once or twice, then don’t use them again.

## Question

One way to improve acquisition and retention is through positive word of mouth (WOM). *What factors should mobile app designers consider in order to encourage first-time users to speak positively about an app?*

## Hypothesis

The researchers proposed 2 key factors, simplicity and emotions, as encouraging positive WOM, with ease of use and satisfaction as intermediary factors.



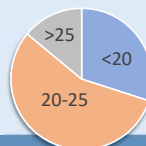
**word-of-mouth**, *n.* the informal communication that an individual directs towards others that describes the features of a given product/service offering with the aim of influencing users’ perceptions of the offering

## Methods

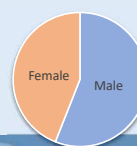
- 100 participants
- 1<sup>st</sup> time using app
- 12 minute task-based session
- post-test questionnaire
- quantitative data analysis methods

### PARTICIPANT DEMOGRAPHICS

Age Group (y)

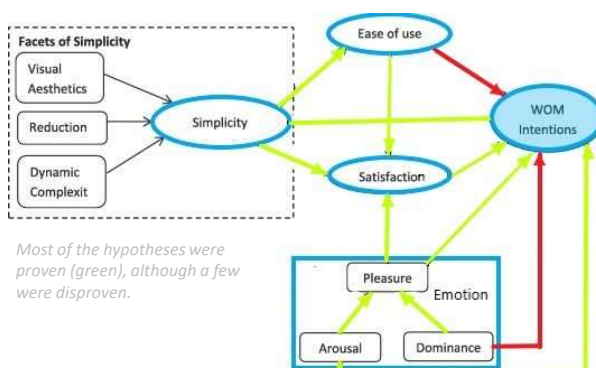


Sex



## Findings

Simplicity, emotional experience, and satisfaction were all found to contribute directly to users’ intentions to provide positive WOM. Simplicity and emotion also contribute to satisfaction, as does ease of use; but ease of use does not contribute directly to positive WOM intentions.



## Conclusions

### HOW DO WE BUILD APPS USERS WANT TO SPEAK POSITIVELY ABOUT?

#### Design for simplicity.

Consider its diverse facets through all stages of creation.

#### Invest in emotional design.

People say good things about experiences that leave them feeling good.

Build for satisfaction from the perspectives of ease, emotion, AND simplicity.