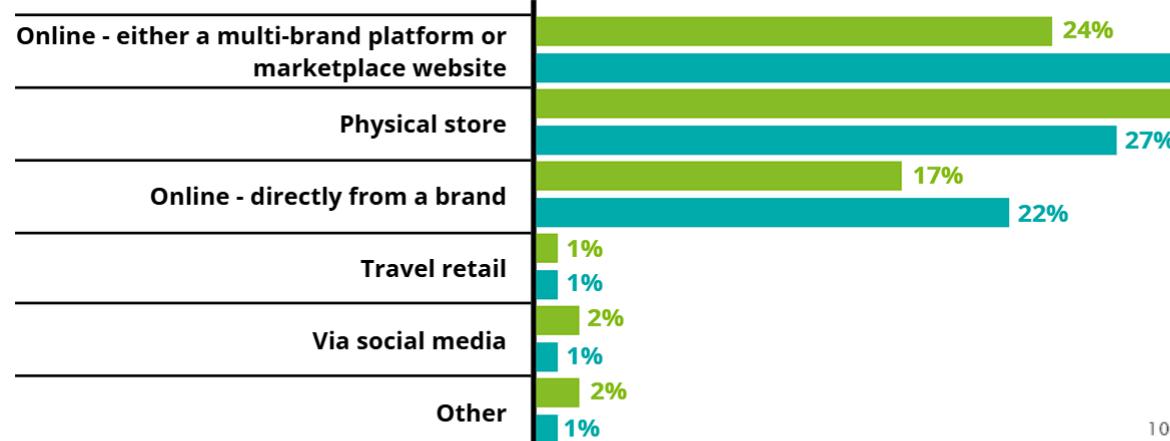


**TITAN**



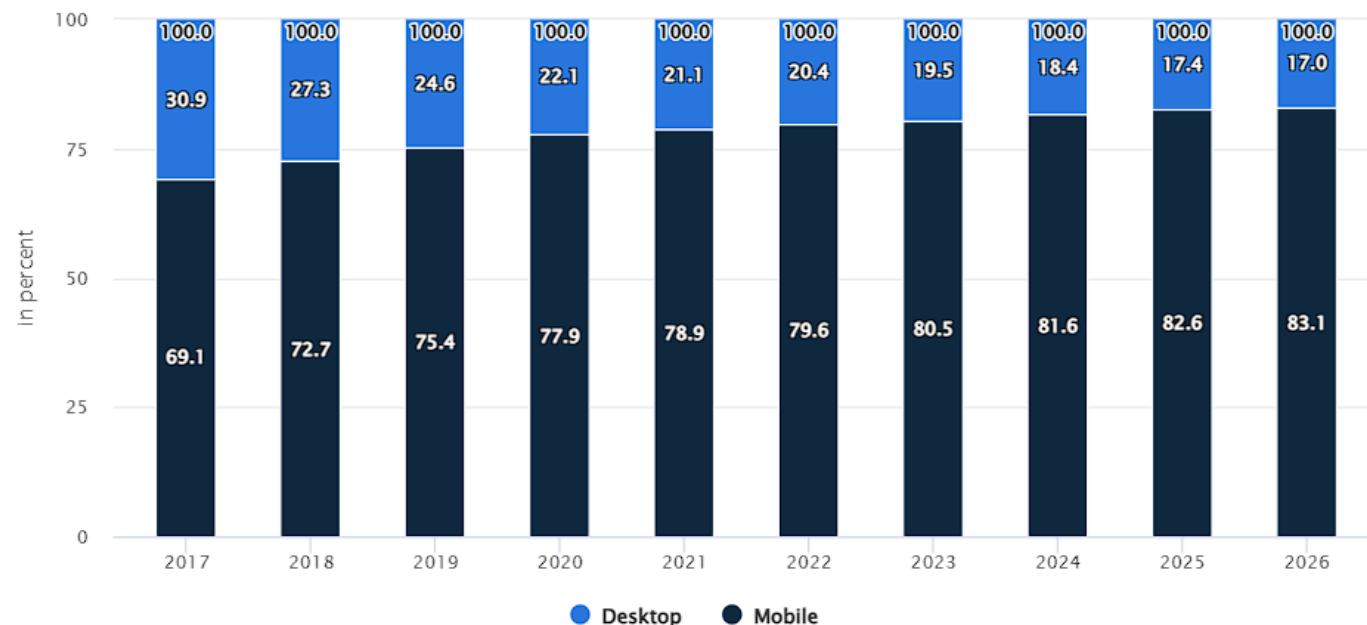
## E-Commerce Trends



● Global ● India

## Mobile Shopping Habits

## Buying Behaviour



Indian E-commerce Market (US\$ billion)



## User Segments & Needs

## Competition and Brand Perception

User Persona	Age Groups	Needs & Behaviors	Titan Brands
Young Professionals	25-35	Seeks Fashionable & stylish, affordable options	Pose, Vyb, Fastrack
Luxury Seekers	35-50	Quality & exclusivity	Nebula, Raga, Xyls, Edge
Gift Shoppers	All ages	Seeks Recommendations & brands	Titan, Sonata

### Pain Points

1. Navigation Issues
2. Lack of Personalization
3. Checkout Friction



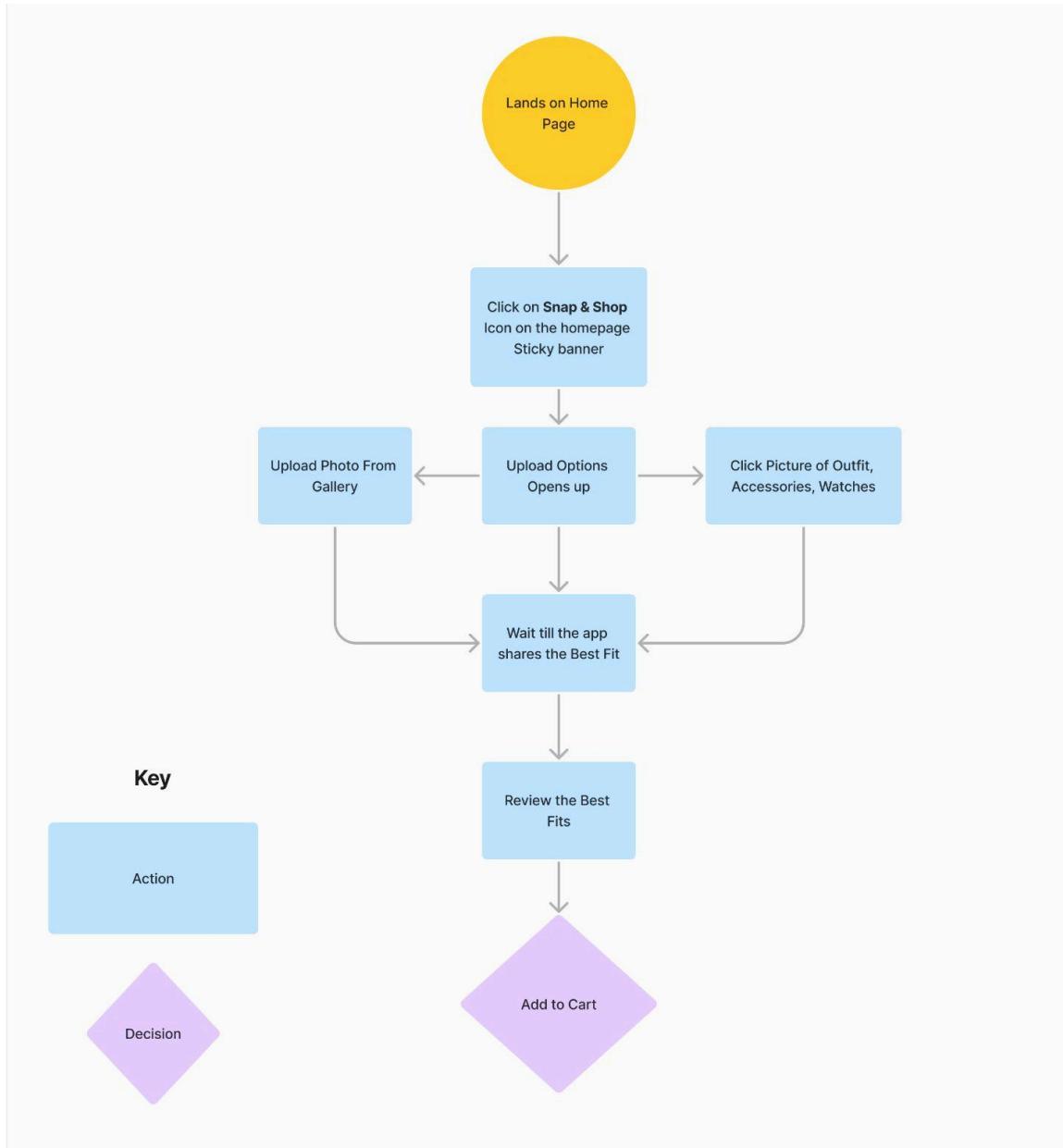
# Snap & Shop Feature

## User Flow:

The user flow for the Snap & Shop feature on the Titan app is as follows:

- Home Screen:** The user starts on the main home screen of the Titan app. At the top, there's a search bar with the placeholder "What are you looking for?". Below the search bar are five circular icons representing different categories: Offers, Men, Women, Kids, and Couple. The "Offers" icon features a "SALE" banner.
- New Arrivals Screen:** The user navigates to the "NEW ARRIVALS" section. This screen displays several Titan watches on a light blue background. A promotional message says "Use Code 'NEW10' to get 10% OFF\*". Below the watches, there's a "liveChat" button. At the bottom, there's a "Pick up where you left off!" section showing a previous purchase of "Titan Men's Multifunction Karishma Two-Tone Steel" for ₹3,585.
- Bottom Navigation Bar:** The navigation bar at the bottom includes icons for HOME, SMART, GIFT STORE, and SNAP & SHOP.
- Transition to Camera View:** The user uses their camera to take a photo of a Titan watch. The camera interface shows "Gallery", "Files", and "Camera" buttons.
- Photo Preview and Selection:** The user reviews the captured photo of the watch. They can see a preview of the watch and its details. There are also other watch images and a payment confirmation for ₹849.
- Check the Best Fits Screen:** The user is shown a list of recommended watches based on the snap. The first item is the "Titan Men's Multifunction Karishma: Two-Tone Steel Elegance Watch" for ₹3,585. Other items include the "Titan Men's Elegance Watch: Black Dial with Sleek Link Strap" for ₹1,995, the "Sonata Poze Quartz Analog Black Dial Mesh Strap Watch for Men" for ₹975 (with a 40% OFF discount), and the "Titan Men's Timeless Style Watch: Refined Black Dial and Metal Str..." for ₹3,995.
- Bottom Navigation Bar:** The navigation bar at the bottom includes icons for HOME, SMART, GIFT STORE, and SNAP & SHOP.

## User Journey:



## Pain Points Addressed:

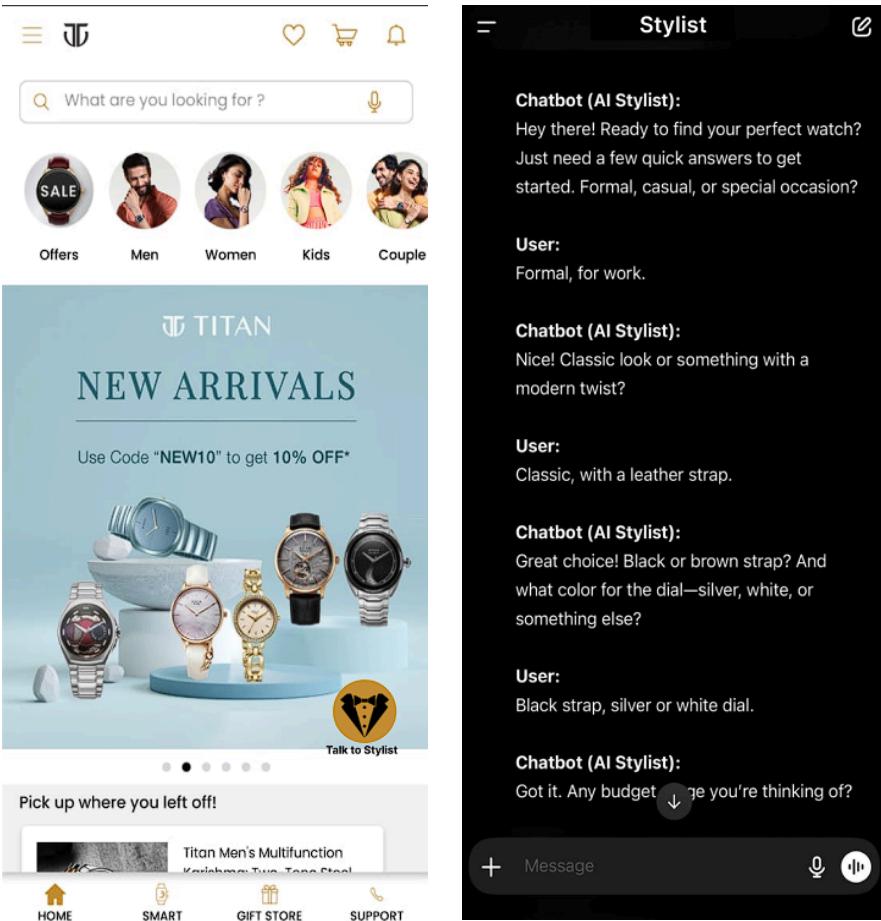
- Navigation Issues:** Improves navigation by allowing visual searching rather than relying on possibly imperfect textual search.
- Poor Product Discovery:** Enhances product discovery by enabling users to find similar watches visually, bypassing textual limitations.
- Lack of Inspiration:** Provides visual inspiration for users, helping them discover styles they might not have considered otherwise.
- Difficulty in finding specific styles:** The visual search feature directly addresses the challenge of finding specific watch styles, improving the overall user experience.

# Talk to the Stylist Feature

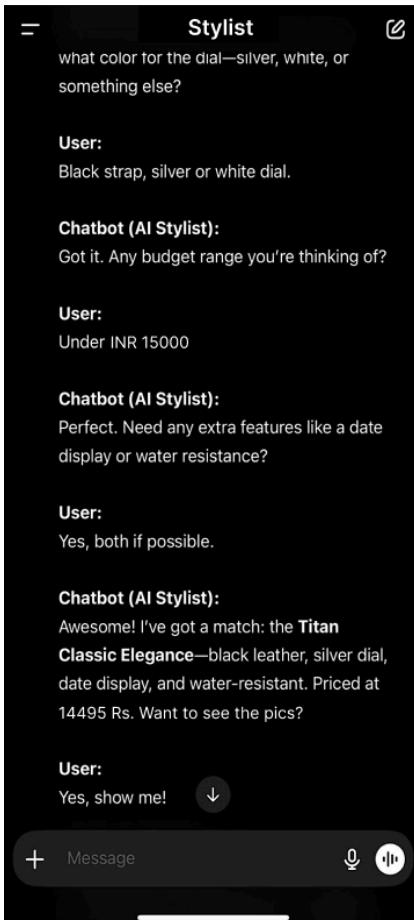
## User Flow:



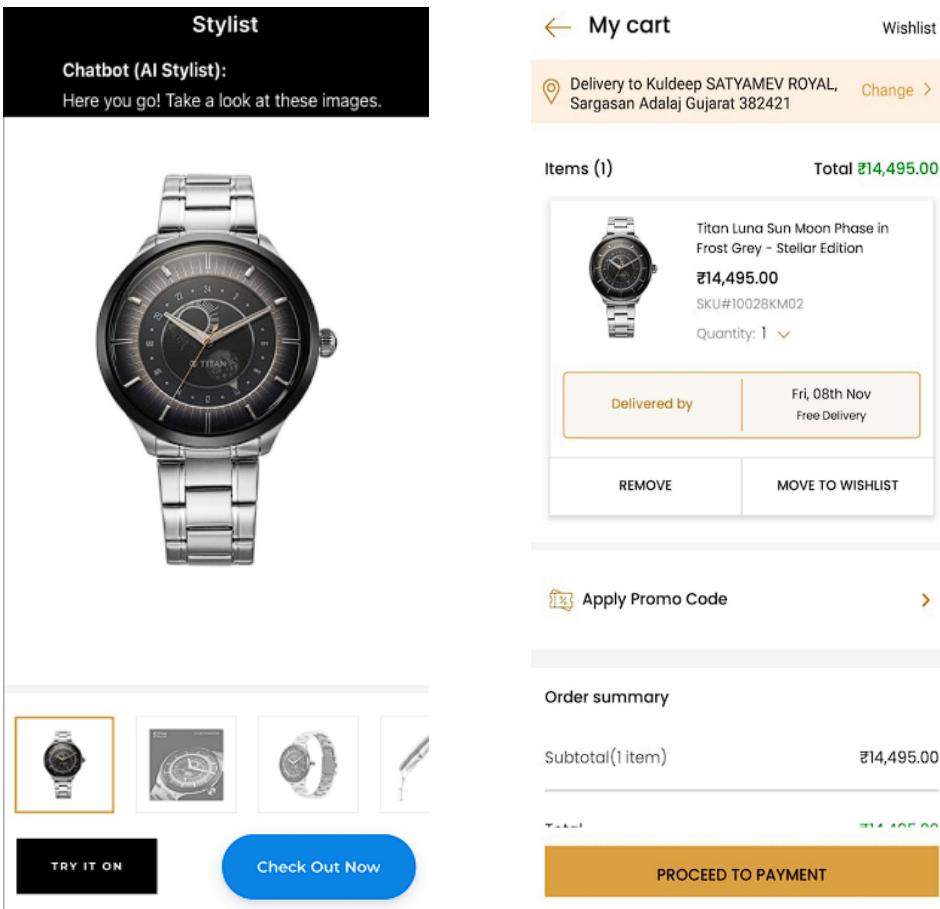
The screenshot shows the Titan website homepage. At the top, there's a search bar with the placeholder "What are you looking for?", followed by icons for heart, cart, and notifications. Below the search bar are five circular category icons: SALE, Men, Women, Kids, and Couple. A banner for "NEW ARRIVALS" features several watches and the text "Use Code 'NEW10' to get 10% OFF\*". A "Talk to Stylist" button is located at the bottom right of the banner. The main navigation menu includes HOME, SMART, GIFT STORE, and SUPPORT.



This screenshot shows the "Stylist" AI chatbot interface. It starts with a welcome message from the chatbot: "Hey there! Ready to find your perfect watch? Just need a few quick answers to get started. Formal, casual, or special occasion?". The user responds: "User: Formal, for work.". The chatbot asks: "Nice! Classic look or something with a modern twist?". The user responds: "User: Classic, with a leather strap.". The chatbot asks: "Great choice! Black or brown strap? And what color for the dial—silver, white, or something else?". The user responds: "User: Black strap, silver or white dial.". The chatbot concludes: "Got it. Any budget range you're thinking of?".

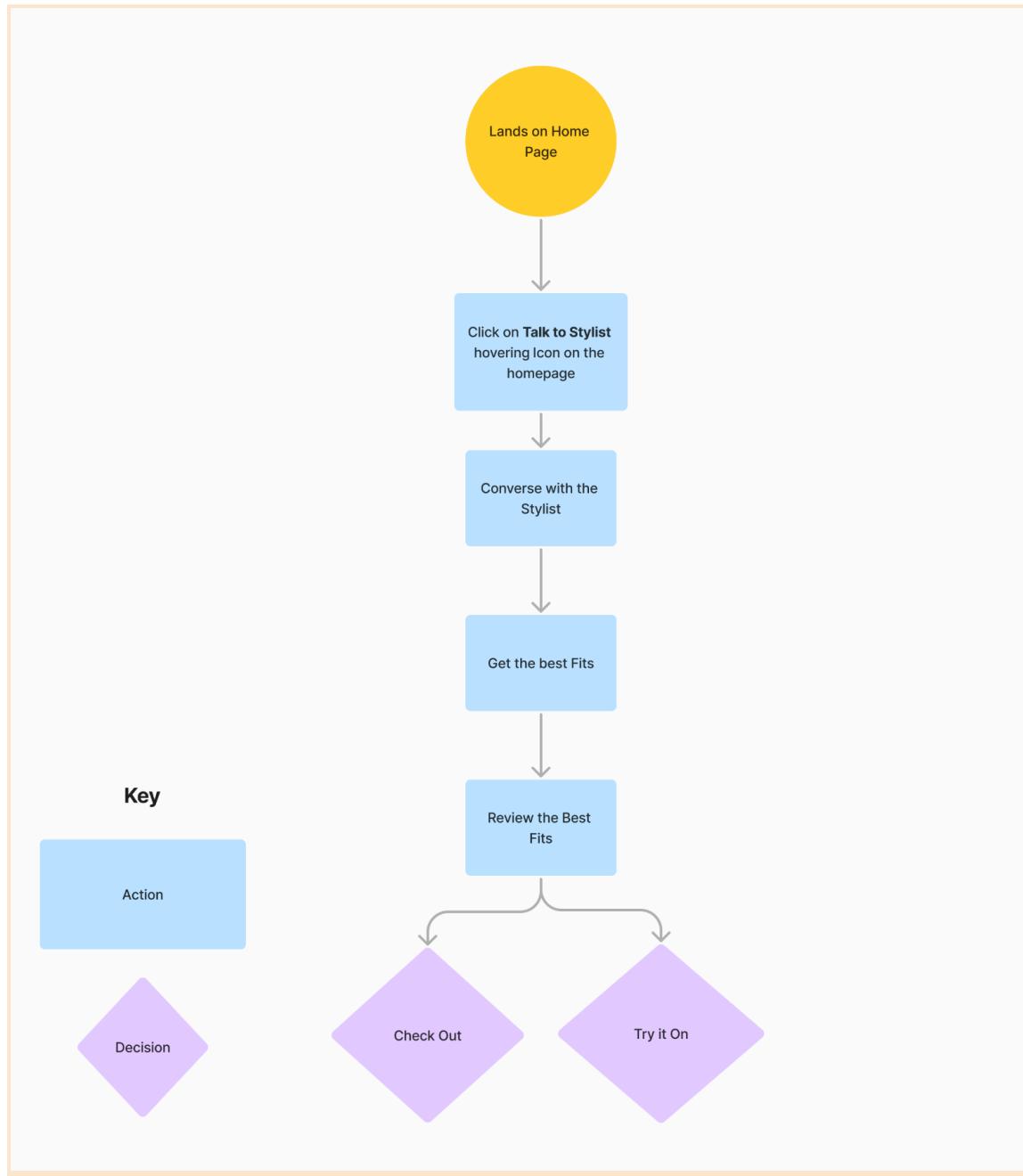


The conversation continues with the user specifying a budget: "User: Under INR 15000". The chatbot asks: "Perfect. Need any extra features like a date display or water resistance?". The user responds: "User: Yes, both if possible.". The chatbot recommends a specific model: "Chatbot (AI Stylist): Awesome! I've got a match: the **Titan Classic Elegance**—black leather, silver dial, date display, and water-resistant. Priced at 14495 Rs. Want to see the pics?". The user replies: "User: Yes, show me!".



This screenshot shows the product page for the recommended watch, the "Titan Luna Sun Moon Phase in Frost Grey - Stellar Edition". The watch is displayed prominently. The cart summary shows one item at a total price of ₹14,495.00. The delivery information is listed as "Delivered by Fri, 08th Nov Free Delivery". Buttons for "REMOVE" and "MOVE TO WISHLIST" are visible. The "Order summary" section shows a subtotal of ₹14,495.00. A large blue "Check Out Now" button is at the bottom left, and a yellow "PROCEED TO PAYMENT" button is at the bottom right.

## User Journey:

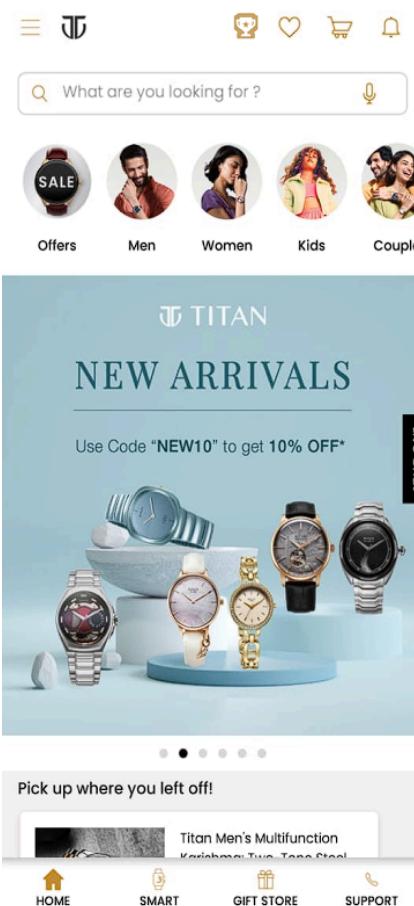


## Pain Points Addressed:

1. **Lack of Personalized Recommendations:** The chatbot directly addresses this by offering tailored recommendations based on user preferences.
2. **Difficulty Finding Relevant Products:** The chatbot simplifies the product discovery process by guiding users to relevant watches based on their needs.
3. **Limited Customer Support:** The chatbot provides 24/7 support, readily answering frequently asked questions.
4. **Generic Product Recommendations:** The AI-powered chatbot avoids providing generic product recommendations, focusing instead on user preferences.

# Rewards-Based Style Quizzes

## User Flow:



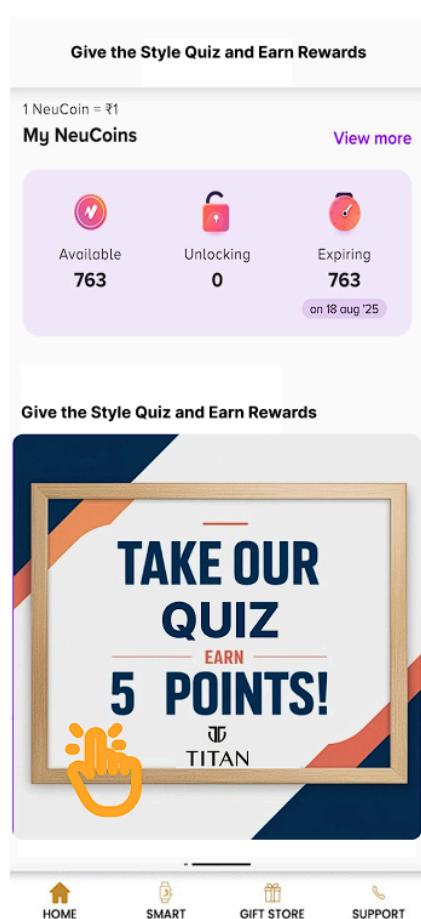
- Style Quiz
3. What dial shape appeals to you the most?
- A. Round
  - B. Square
  - C. Rectangle
  - D. Unique shapes (e.g., oval, hexagon)

4. Which color scheme do you typically prefer for your accessories?

- A. Classic (black, white, silver)
- B. Warm tones (brown, gold, rose gold)
- C. Bright and bold (red, blue, green)
- D. Neutral/earthy (beige, tan)

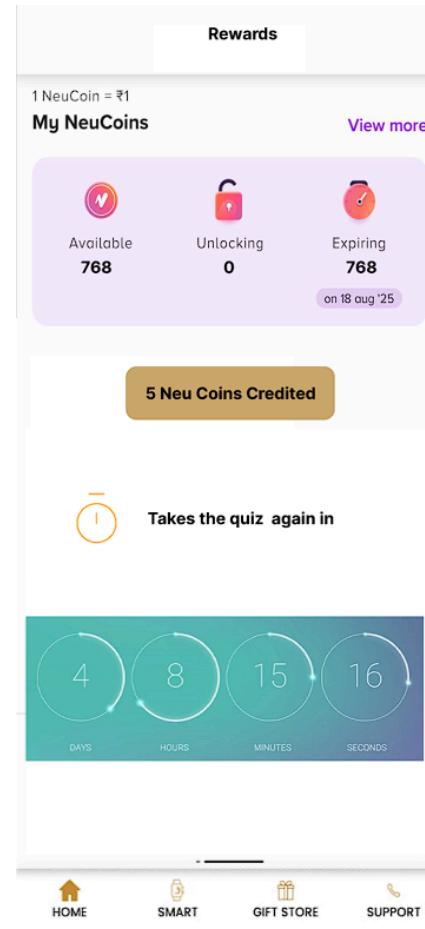
5. Do you value any additional watch features? (Select all that apply)

- A. Date display
- B. Water resistance
- C. Chronograph (stopwatch functionality)
- D. Minimalist design with no extra features

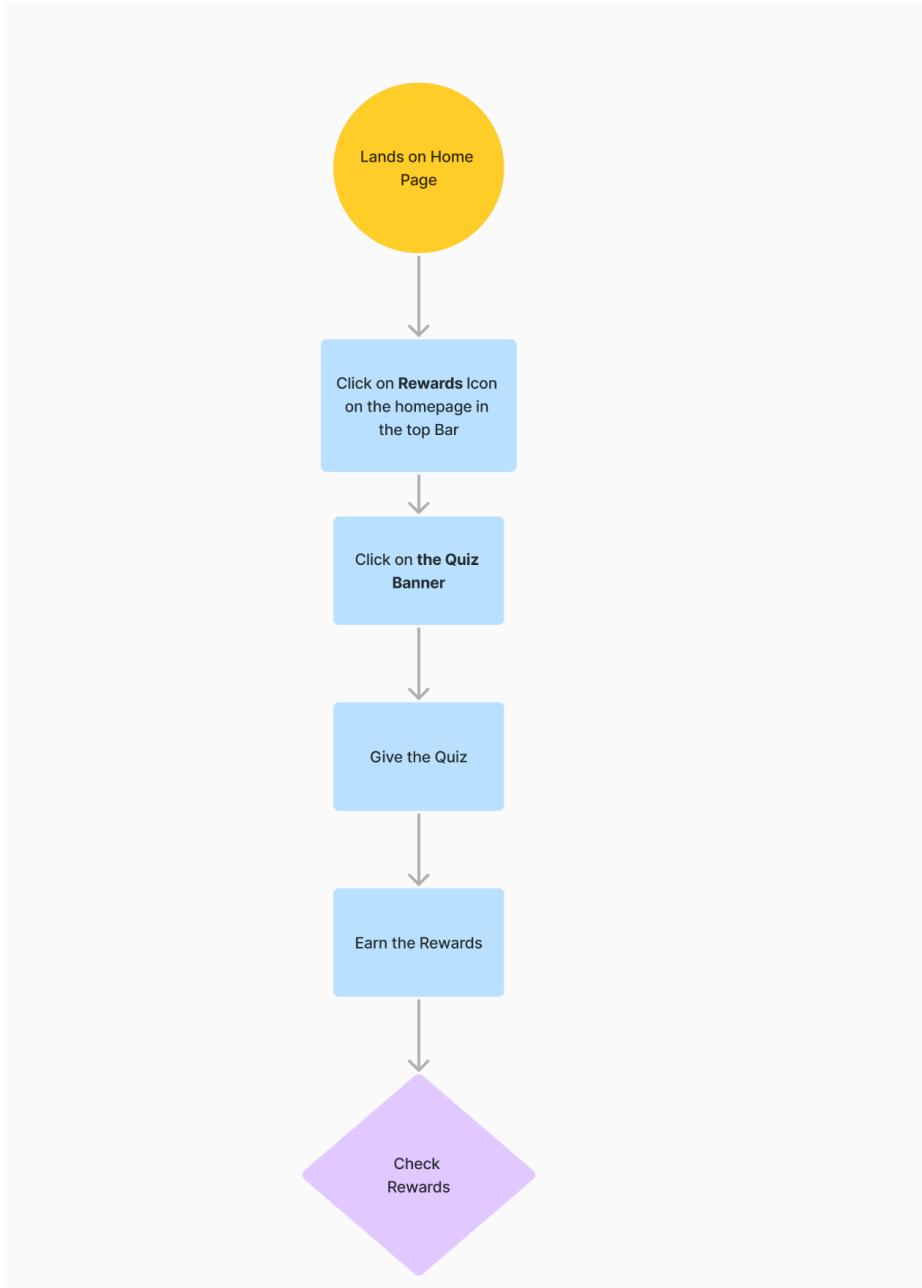


- Style Quiz
1. What type of occasions do you wear a watch for most often?
    - A. Formal events (work, meetings)
    - B. Casual outings (weekends, social gatherings)
    - C. Sporty activities (gym, outdoor events)
    - D. Special occasions (weddings, parties)
  2. Which strap material do you prefer?
    - A. Leather
    - B. Metal
    - C. Silicone/Rubber
    - D. Fabric/Nylon
  3. What dial shape appeals to you the most?
    - A. Round
    - B. Square
    - C. Rectangle
    - D. Unique shapes (e.g., oval, hexagon)

HOME SMART GIFT STORE SUPPORT



## User Journey:



## Pain Points Addressed:

- Lack of Personalization:** The quizzes gather data that directly improves the personalization of product recommendations.
- Generic Recommendations:** By leveraging the data, generic recommendations are replaced with more relevant and tailored suggestions.
- Low User Engagement:** The gamified nature of the quizzes increases engagement and incentivizes active participation.
- Difficulty Finding Relevant Products:** By providing personalized recommendations based on quiz data, users more easily find relevant products.

# Cart Hover View Checkout

## User Flow:

The image consists of three vertical mobile screenshots illustrating a user flow for a shopping application.

**Screenshot 1: Product Page**

A watch with a black dial and two-tone (silver and gold) metal bracelet is displayed. The top navigation bar includes icons for heart, cart (with 1 item), and share. Below the watch are five small thumbnail images and a "Live Chat" button. The text "Colors Available" is shown above a grid of three watch images. Below the grid are "TRY IT ON" and "SIMILAR PRODUCTS" buttons. The brand name "Titan" and product name "Titan Men's Multifunction Karishma: Two-Tone Steel Elegance Watch" are listed, along with SKU #NSI713BM02. At the bottom are "ADD TO CART" and "BUY NOW" buttons.

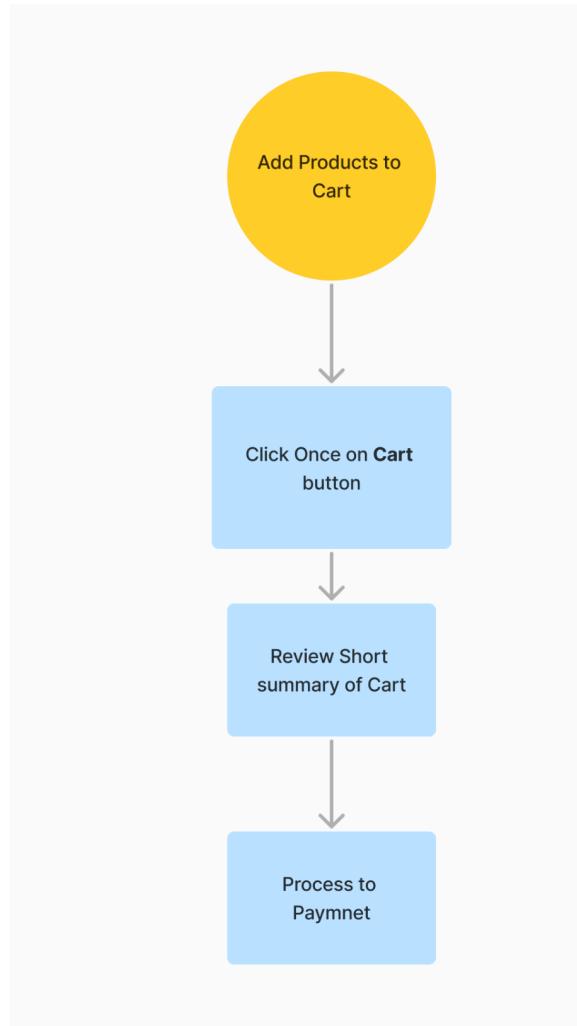
**Screenshot 2: Product Page after Addition to Cart**

The watch is shown again, but the top navigation bar now shows a cart icon with 2 items. A message "Product added to cart" is displayed above the watch. The rest of the interface is identical to Screenshot 1.

**Screenshot 3: Payment Screen**

The top navigation bar shows a cart icon with 2 items. The main content area displays a summary of items in the cart: "Items (2)" and "Total ₹11580.00". It lists two items: "Titan Men's Multifunction Karishma: Two-Tone Steel" and "Titan Neo Splash Blue Dial Quartz Multifunction Stainless Steel Strap". Each item has "Delivered by" and "Free Delivery" options, "REMOVE" and "MOVE TO WISHLIST" buttons, and a "Live Chat" button. Below this is a "PROCEED TO PAYMENT" button. To the right, a "Payment" section shows a note about using Encircle & Gift card first, followed by "Loyalty Redemption", "Gift Card", "Pay Online", and "Pay on Delivery" options. A "Total breakdown" table shows Subtotal (2 items) at ₹11580.00, Shipping as FREE, and Discount as ₹0.00. The Grand Total is ₹11580.00\*. A note states the total is inclusive of all taxes. A "Live Chat" button is also present on the right side of the payment section.

## User Journey:



## Pain Points Addressed:

1. **Checkout Friction:** This feature directly reduces checkout friction by simplifying the process and minimizing the number of steps.
2. **Complicated Checkout Process:** The streamlined design makes the checkout process more intuitive and user-friendly.
3. **Cart Abandonment:** By simplifying the checkout flow, the feature addresses the major cause of cart abandonment.
4. **Slow Checkout Process:** Faster checkout times lead to a more satisfying user experience and increased conversions.

# Buy Now, Pay Later & COD Display in the cart

## User Flow:

Product added to cart



Colors Available



TRY IT ON

SIMILAR PRODUCTS

Titan

**Titan Neo Splash Blue Dial Quartz Multifunction Stainless Steel Strap watch for Men**

ADD TO CART

BUY NOW

My cart

Wishlist

Delivering to Kuldeep SATYAMEV ROYAL, Sargasan Adalaj Gujarat India 382421 Change >

Items (2) Total ₹11580.00

 <p>Titan Men's Multifunction Karishma: Two-Tone Steel ₹3585.00 SKU #NS1713BM02 Quantity: 1</p>	Delivered by   Free Delivery
<p>REMOVE</p>	<p>MOVE TO WISHLIST</p>
 <p>Titan Neo Splash Blue Dial Quartz Multifunction Stainless Steel Strap ₹7995.00 SKU #NS1805QM01 Quantity: 1</p>	Delivered by   Free Delivery
<p>REMOVE</p>	<p>MOVE TO WISHLIST</p>

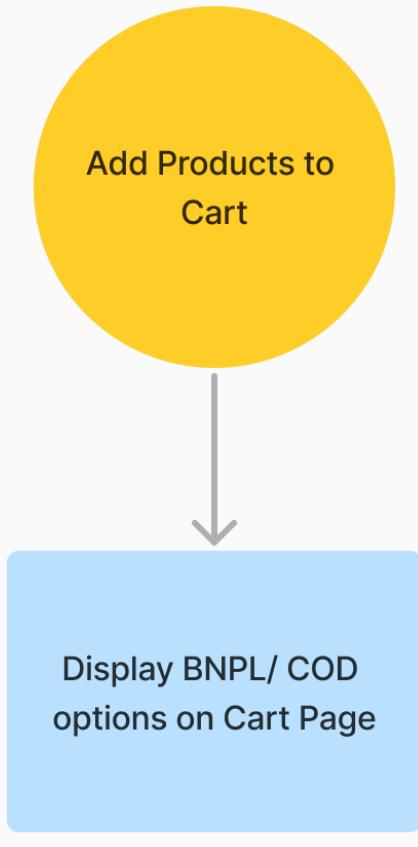
Pay 500 Rs/ Month  
No Cost EMI/ BNPL Options

Cash On Delivery

Pay Now  
5% Discount on all prepaid Orders

Live Chat

## User Journey:



## Pain Points Addressed:

1. **Financial Constraints:** BNPL helps overcome financial limitations for potential buyers.
2. **Lack of Trust in Online Payments:** COD provides security and trust for users hesitant to pay online.
3. **Limited Payment Options:** Offering a wider variety of payment methods increases inclusivity and accessibility.
4. **Checkout Friction:** Presenting payment options clearly within the cart reduces steps and improves the checkout experience.
5. **High Upfront Cost:** BNPL allows customers to manage finances better by spreading out payments.

Feature Road Map & Time Line							
Feature	Phase	Priority	Rationale			Success Metrics	
Snap & Shop	Phase 1	High	Addresses user pain points, improves product discovery, high impact on conversion.			Snap & Shop searches/week, Conversion Rate (Snap & Shop to Purchase), User Feedback on Accuracy	
Cart Hover View Checkout	Phase 1	High	Streamlines checkout, reduces cart abandonment, enhances user experience, improves conversion.			Reduction in Cart Abandonment Rate, Average Checkout Time, Faster Checkout Completion Times	
Talk to the Stylist	Phase 2	Medium	Enhances personalization, boosts engagement, improves customer support scalability.			Chatbot Interactions/week, Average Chatbot Session Duration, User Satisfaction, Conversion Boost on Recommended Products	
Rewards-Based Style Quizzes	Phase 2	Medium	Proactive data collection, improves personalization, increases engagement through gamification.			Quiz Completion Rate, Increase in Personalized Product Views/Purchases, Redemption Rate of Rewards Points, Data Usage Leading to Uplift in Tailored Product Click-Throughs	
Buy Now, Pay Later & COD	Phase 3	Medium	Increases accessibility, purchase likelihood, conversion rates, broadens customer base.			% Purchases using BNPL, % Purchases using COD, Overall Increase in Sales Conversion, Decreased Cart Abandonment	
Feature		Phase	Month 1	Month 2	Month 3	Month 4	Month 5
Snap & Shop		Phase 1	Design & Development	Testing	Deployment	Monitoring	
Cart Hover View Checkout		Phase 1	Design	Development	Testing	Deployment	Monitoring
Talk to the Stylist		Phase 2	Design	Development	Testing	Deployment	Monitoring
Rewards-Based Style Quizzes		Phase 2	Design	Development	Testing	Deployment	Monitoring
Buy Now, Pay Later & COD		Phase 3		Design	Integration	Testing	Deployment

AB Testing Plan				
Feature	Hypothesis	Testing Groups	Metrics to Track	Testing Schedule
Snap & Shop	Providing visual search will improve product discovery and CTR.	Group A: Visual search enabled; Group B: Traditional text search only.	Number of photo uploads, CTR on product views, Product purchase rate.	3 weeks
Cart Hover View Checkout	Implementing a hover view checkout will reduce checkout time and abandonment rate.	Group A: Users with access to the cart hover view; Group B: Users using the standard cart page checkout.	Checkout completion rate, Time to checkout, Cart abandonment rate.	3 weeks
Talk to the Stylist (AI Chatbot)	Users engaging with the chatbot will show higher conversion rates.	Group A: Access to the chatbot; Group B: No chatbot.	Interaction rate, Average session duration, Conversion rate on recommendations.	3 weeks
Rewards-Based Style Quizzes	Implementing quizzes will increase engagement and personalized product views.	Group A: Users with quizzes shown; Group B: Users without quizzes.	Quiz Completion Rate, CTR on recommendations, Purchase rate.	2 weeks
BNPL & COD Display	Displaying BNPL and COD options prominently in the cart will reduce cart abandonment.	Group A: Cart with BNPL/COD display; Group B: Cart without these displays.	Cart abandonment rate, Payment selection rate, Conversion rate.	4 weeks
Evaluation Criteria:				
1. Statistical Significance:	Ensure results show a clear difference with a confidence level of 95% or higher.			
2. User Feedback:	Collect qualitative feedback post-test to supplement quantitative data.			
3. Iterative Testing:	Run additional tests based on insights gathered to further refine features and optimize user experience.			

# Marketing Channels

- Social Media
- Paid Advertising/ Performance Marketing
- Email Marketing
- Content Marketing & Public Relations
- App Store Optimization (ASO)
- Influencer Marketing

# Budget Allocation (Tentative)

- ASO: 15%
- Social Media Marketing: 30%
- Paid Advertising: 25%
- Email Marketing: 10%
- Influencer Marketing: 10%
- Content Marketing & PR: 10%

Phase 1: Foundation (Month 3-4): App Store Optimization (ASO) & Snap & Shop Launch					
Month	Week	Activity	Channel(s)	Key Metrics	Notes
Month 3	1	ASO Optimization (Keyword Research, App Store Listing)	App Stores	App Downloads, CTR	Initial ASO setup, competitive analysis
	2	ASO Optimization (Creative Assets, A/B Testing)	App Stores	App Downloads, CTR	Iterate on creatives based on A/B testing results
	3	Snap & Shop Feature Launch; PR outreach	App, Social Media, PR	App Downloads, Media Mentions	Press release distribution, influencer outreach
	4	Snap & Shop Social Media Campaign (Visuals)	Social Media	Engagement, Website Traffic	Focus on visual content showcasing Snap & Shop's functionality
Month 4	5	Snap & Shop Social Media Campaign (Influencer)	Social Media	Engagement, Website Traffic	Influencer marketing campaign launch
	6	SEO Optimization (On-page, Off-page)	Website, Blogs	Organic Website Traffic, Keyword	Keyword research, content optimization
	7	Snap & Shop Email Campaign (Targeted)	Email	Open Rate, Click-Through Rate	Segmented email campaigns based on user interests
	8	Snap & Shop Performance Analysis & Optimization	All	All Key Metrics	Review results and make adjustments to marketing campaigns as needed

## Phase 2: Engagement & Personalization (Month 5-6): AI Chatbot & Rewards Quizzes

Month	Week	Activity	Channel(s)	Key Metrics	Notes
Month 5	9	Talk To Stylist Launch; Social Media Campaign	Social Media	Chatbot Interactions, Engagement	Initial chatbot functionality rollout. Focus on user-friendly experience.
	10	Talk To Stylist Launch; Email Campaign	Email	Open Rate, Click-Through Rate	Highlight personalized recommendations
	11	Paid Advertising Campaign (Google Ads)	Google Ads	Cost per Acquisition (CPA), Conversion	Target users based on demographics & interests
	12	Talk To Stylist Performance Review & Optimization	All	All Key Metrics	Adjust strategy based on initial chatbot usage data
Month 6	13	Rewards-Based Style Quizzes Launch	Social Media, In-	Quiz Completion Rate, Engagement	Launch quiz with compelling visuals and rewards
	14	Influencer Marketing Campaign (Tier 2 Influencers)	Social Media	Engagement, Reach, Website Traffic	Target different segments with relevant influencers
	15	Rewards Quizzes Email Campaign (Gamified)	Email	Open Rate, Click-Through Rate	Use gamified elements in email subject lines and content.
	16	Talk To Stylist & Quizzes Performance Review	All	All Key Metrics	Analyze data, make adjustments to campaigns as necessary

Phase 3: Conversion & Retention (Month 7-8): Checkout Enhancements & Retention Initiatives					
Month	Week	Activity	Channel(s)	Key Metrics	Notes
Month 7	17	Cart Hover View Checkout Launch	App, In-App	Checkout Time, Conversion Rate	Highlight ease and speed of new checkout
	18	Buy Now Pay Later & COD Launch; Social Media Ads	Social Media	Conversion Rate, Payment Method Usage	Target budget-conscious users for BNPL and first-time buyers for COD
	19	Email Campaign (Checkout Enhancements)	Email	Open Rate, Click-Through Rate	Promote convenience and flexibility of new payment options
	20	Checkout Enhancements Performance Analysis	All	All Key Metrics	Review data and adjust strategy accordingly
Month 8	21	Loyalty Program Launch; Retention Email Campaign	App, Email	User Retention, Customer Lifetime	Implement loyalty program. Send welcome emails and personalized messages
	22	Content Marketing (Blog Posts, Articles)	Website, Blogs	Website Traffic, Engagement	Publish relevant and engaging content about watches and brand story.
	23	PR Campaign (Feature Roundup)	PR	Media Mentions	Highlight app's new features and overall improvements.
	24	Comprehensive Performance Review & Planning for Q3	All	All Key Metrics	Analyze data from all channels to inform future marketing efforts

## Post Launch Continuous Improvement Plan

Feature	Priority	Post Launch Issues	Proposed Solution	Timeline
Snap & Shop	High	Low conversion rate from Snap & Shop to purchase	Improve image recognition, refine recommendation algorithm	2 Months
Cart Hover Checkout	Medium	Confusing UI	Improve UI/UX design	1 Month
Talk to Stylist	High	Users struggle to articulate their style needs	Improve conversational flow, provide style examples	1 Month
Rewards Quizzes	Medium	Low completion rate	Shorten quiz, improve incentives, add gamification	1 Month
BNPL, COD Display	High	High cart abandonment due to payment issues	Streamline payment integration, offer more options	2 Months

## Key Metrics for Performance Tracking

### 1. Feature-Specific Engagement Metrics:

- *Rewards-Based Style Quizzes:*
  - Quiz Completion Rate: (Number of Completed Quizzes) / (Number of Initiated Quizzes) \* 100%
  - User Retention Post-Quiz: Number of users who revisit the app after completing a quiz.
  - Redemption Rate of Rewards Points: (Number of Points Redeemed) / (Total Points Awarded) \* 100%
- *Talk to the Stylist (AI Chatbot):*
  - Number of Interactions Per Day/Week: Track daily and weekly interactions to measure user engagement.
  - Average Chat Duration: Total duration of conversations / Number of sessions.
  - Conversion Rate on Recommendations: Percentage of chatbot-based recommendations that lead to purchases.
- *Snap & Shop:*
  - Photo Uploads and Usage: Number of users utilizing the visual search tool.
  - Product Click-Through Rate (CTR): Percentage of users who click on recommendations after using Snap & Shop.
- *Cart Hover View Checkout:*
  - Usage Rate of Cart Hover View: The number of users who initiate checkout using the hover view compared to the total number of checkouts.
  - Checkout Completion Rate: Percentage of users who complete the purchase after interacting with the cart hover view.
  - Time to Checkout: Average time taken from the moment the cart hover view is activated to checkout completion.
  - Cart Abandonment Rate: Comparison of abandonment rates before and after the hover view implementation.
- *Buy Now, Pay Later (BNPL) & Cash on Delivery (COD):*
  - Selection Rate of Payment Options: Number of users choosing BNPL or COD / Total checkout attempts.
  - Impact on Cart Abandonment Rate: Comparison of abandonment rates before and after feature implementation.

## **2. Overall App Performance Metrics:**

- *User Acquisition and Retention*: New user sign-ups and returning user rate.
- *Conversion Rate*: Total purchases / Total sessions.
- *Average Order Value (AOV)*: Total revenue / Number of orders.
- *Bounce Rate*: Percentage of users who exit the app without making a purchase.
- *User Satisfaction*: App reviews, ratings, and post-interaction feedback surveys.

### **Tools for Data Collection and Analysis:**

1. *Analytics Platforms*: Google Analytics, Mixpanel, or Amplitude for user behavior and engagement tracking.
2. *A/B Testing Tools*: Optimizely or VWO for controlled experimentation on feature effectiveness.
3. *Surveys and Feedback Tools*: In-app survey tools like Qualtrics or Typeform to collect user feedback.
4. *Customer Data Platforms (CDPs)*: Segment or Pendo for consolidating user data and behavioral insights.

### **Methodologies:**

1. *Data Segmentation*: Analyze user interactions based on demographic data (e.g., age, location) to identify high-engagement user groups.
2. *Heatmap Analysis*: Tools like Hotjar or Crazy Egg to visualize where users interact most on the app interface, refining the placement of key features like BNPL and COD.
3. *User Flow Analysis*: Study user navigation to pinpoint drop-off points and optimize app paths to improve user retention and conversions.

# Post-Launch Strategy Document

## Key Performance Indicators (KPIs) Monitoring:

1. **Acquisition:** App downloads, daily/monthly active users (DAU/MAU), customer acquisition cost (CAC).
2. **Engagement:** Session duration, feature usage (Snap & Shop, Chatbot, Quizzes), time spent in app, screen views.
3. **Conversion:** Add-to-cart rate, purchase conversion rate, average order value (AOV), revenue.
4. **Retention:** User retention rate (daily, weekly, monthly), churn rate.
5. **Satisfaction:** App store ratings, user reviews, in-app feedback, survey responses.

## Data Sources:

- **App Analytics:** Google Analytics, Firebase, or similar. This will provide data on app usage, conversions, and other KPIs.
- **In-App Feedback:** Collect feedback directly within the app through surveys, polls, and feedback forms.
- **App Store Reviews:** Regularly monitor app store reviews for insights into user experience and feature satisfaction.
- **Customer Support:** Analyze customer support interactions (emails, chats) to identify recurring issues and areas for improvement.

## Feedback Mechanisms:

- **In-App Surveys:** Short, targeted surveys to gather feedback on specific features.
- In-App Feedback Forms: Allow users to provide detailed feedback on their experience.
- **Usability Testing:** Conduct periodic usability testing sessions with representative users to identify areas for improvement.
- **Focus Groups:** Gather insights from focus groups to discuss user needs and preferences.

## **Iteration Process:**

1. **Data Analysis:** Regularly analyzing data from all sources to identify trends and insights. Focus on identifying which features are performing well, which need improvement, and which features are causing friction for users.
2. **Prioritization:** Prioritizing updates based on their potential impact on key metrics (e.g., conversion rate, retention, user satisfaction). Using a scoring system that weighs impact against the effort involved in implementation.
3. **Implementation:** Implementing prioritized updates in an agile manner, releasing updates frequently to ensure responsiveness to user feedback. Using A/B testing to compare the performance of new versions against older versions.
4. **Monitoring & Evaluation:** Continuously monitoring the performance of updated features to assess their effectiveness. Tracking key metrics and user feedback to ensure updates are achieving their intended goals.