

Insightify Weekly Report - Week 18

Week: July 01 - July 05, 2024

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Highlights

Implemented zero-result fallback recommendations.
Positive feedback on new onboarding flow and tooltip hints.
Reduced average latency by 15% for Android users.

Key Metrics

Support tickets: 142 total ((down) from 164)
SmartSearch usage up by 22% week-over-week.
NPS: 8.0 ((up) from 7.1)

Top Issues

Confusion between Filters vs Tags remains.
Search input not saving on form reload (Safari only).
Zero-results UI state still lacks guidance.

Next Steps

Launch experiment on context-aware autocomplete.
Push accessibility-focused design updates to QA.
Analyze support transcripts for top complaint themes.