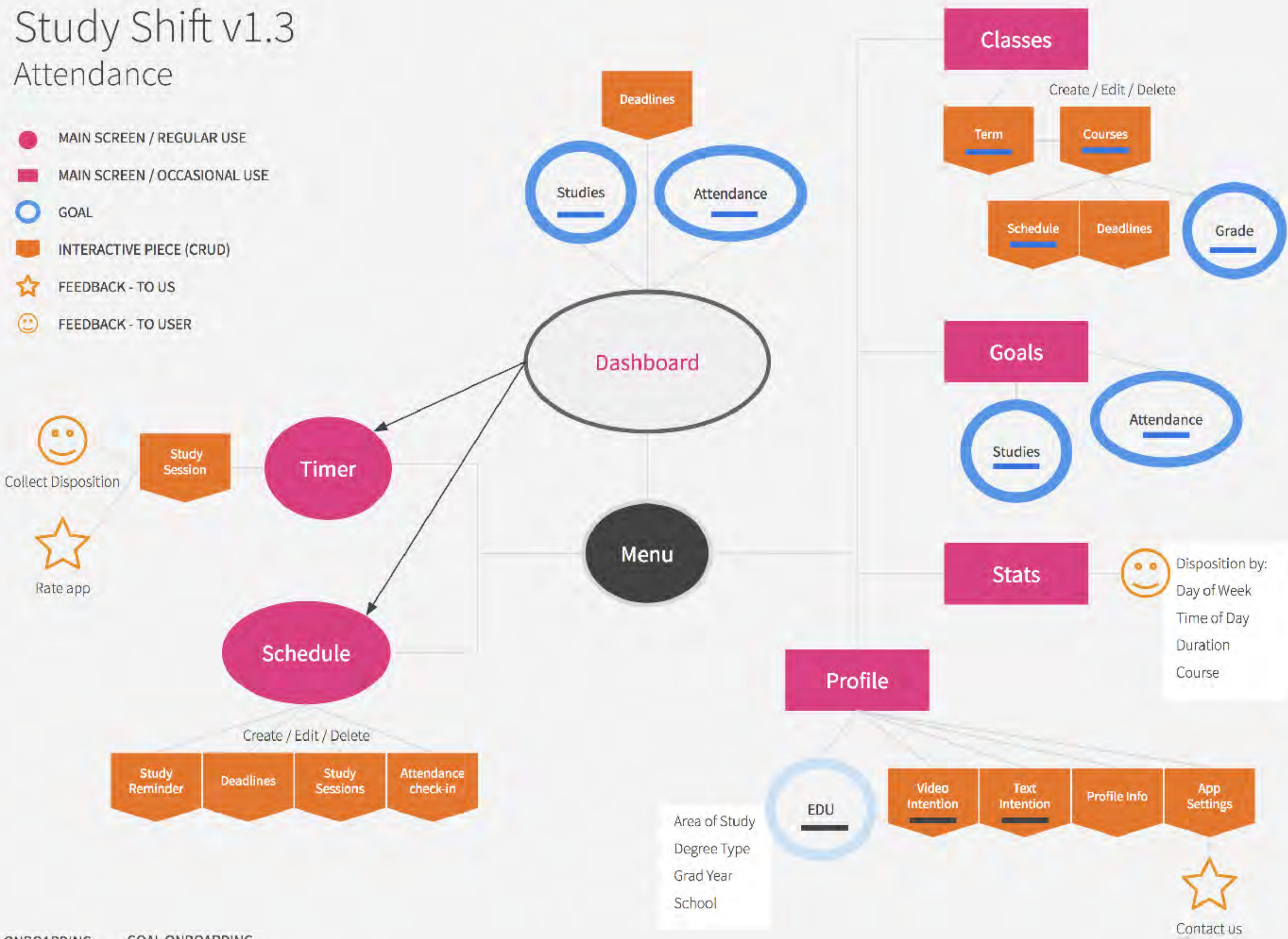# UX App Analysis

Study Shift as of 6/24/17

Study Shift v1.3
Attendance

Legend:
- MAIN SCREEN / REGULAR USE
- MAIN SCREEN / OCCASIONAL USE
- GOAL
- INTERACTIVE PIECE (CRUD)
- FEEDBACK - TO US
- FEEDBACK - TO USER

Collect Disposition

Rate app

Dashboard
- Deadlines
- Studies
- Attendance

Timer
- Study Session

Schedule
Create / Edit / Delete
- Study Reminder
- Deadlines
- Study Sessions
- Attendance check-in

Menu

Classes
Create / Edit / Delete
- Term
- Courses
- Schedule
- Deadlines
- Grade

Goals
- Studies
- Attendance

Stats
Disposition by:
- Day of Week
- Time of Day
- Duration
- Course

Profile
- Area of Study
- Degree Type
- Grad Year
- School
- EDU
- Video Intention
- Text Intention
- Profile Info
- App Settings

Contact us

ONBOARDING   GOAL ONBOARDING

The current layout of our app as of the latest release. Paths have simplified from 1.2 map. Users can:

- Set academic goals

- Track study time

- Track attendance

- Schedule study sessions and deadlines

- See stats on tracked studies

- Manage classes to track studies, attendance, and deadlines/grades by.

v1.3 | 5/29/17 - 6/24/17

Feature Engagement

Timer, Class tracking, Scheduling, Goal setting
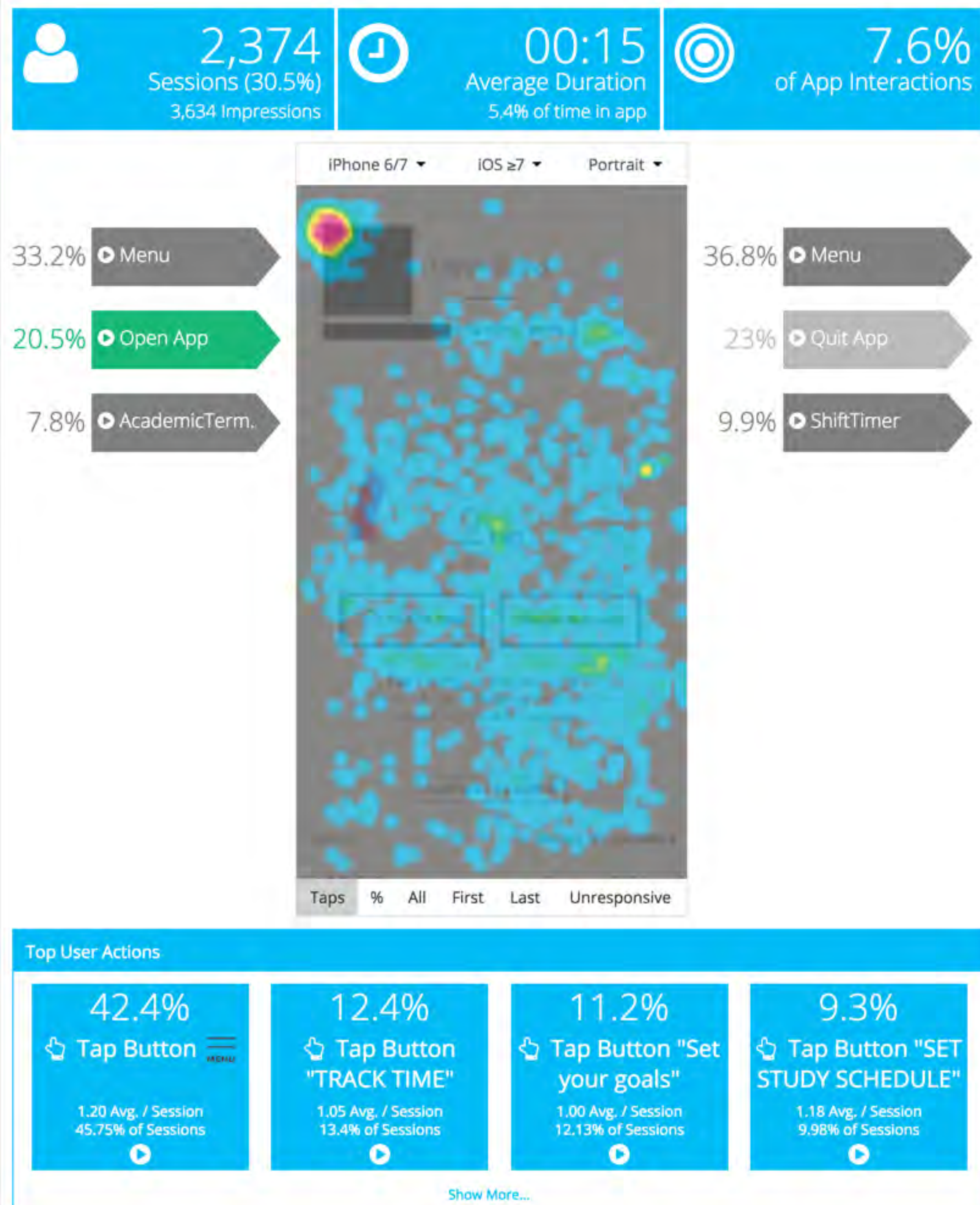
Problem areas - Dashboard

- The "slinky" on the Dashboard where users can view their weekly progress gets a lot of frustrated taps (as well as the class list below it). Users are expecting to engage with it somehow and are disappointed.

- They also expect something when they try to swipe left and right.

- The main CTA logic needs refinement to guide users to their next logical step (this is really important considering the interaction level it gets). When users set up their first study reminder, the prompt to create a reminder stays instead of telling them to start tracking. I see users trying to create a study reminder again and backing out. When new users add attendance, they don't get a study reminder prompt at all.
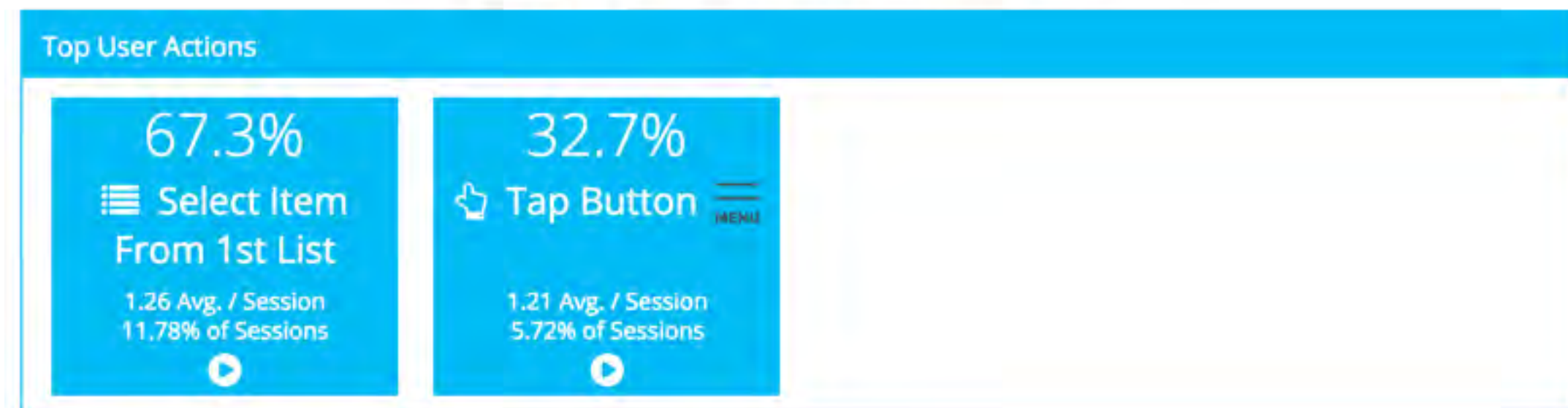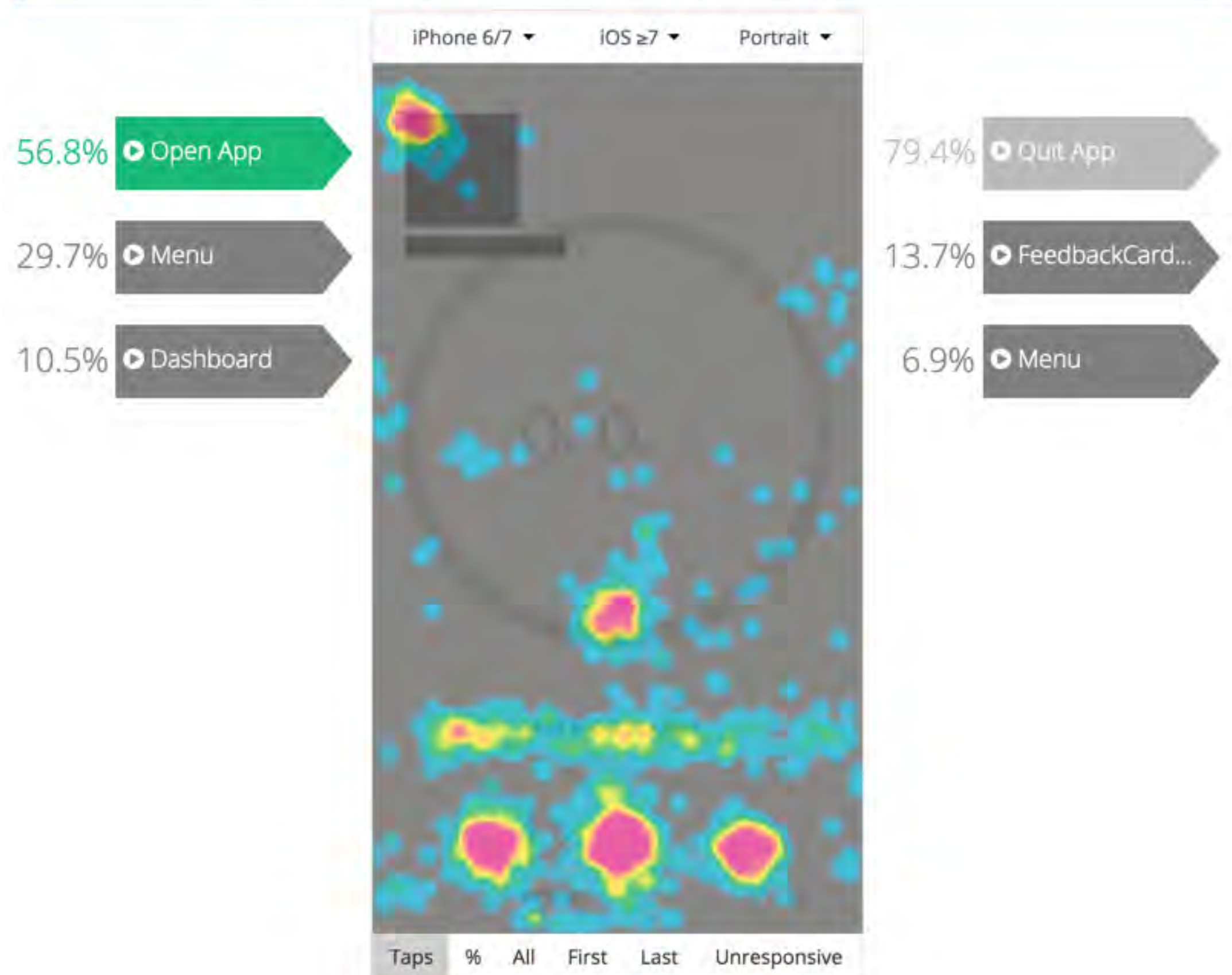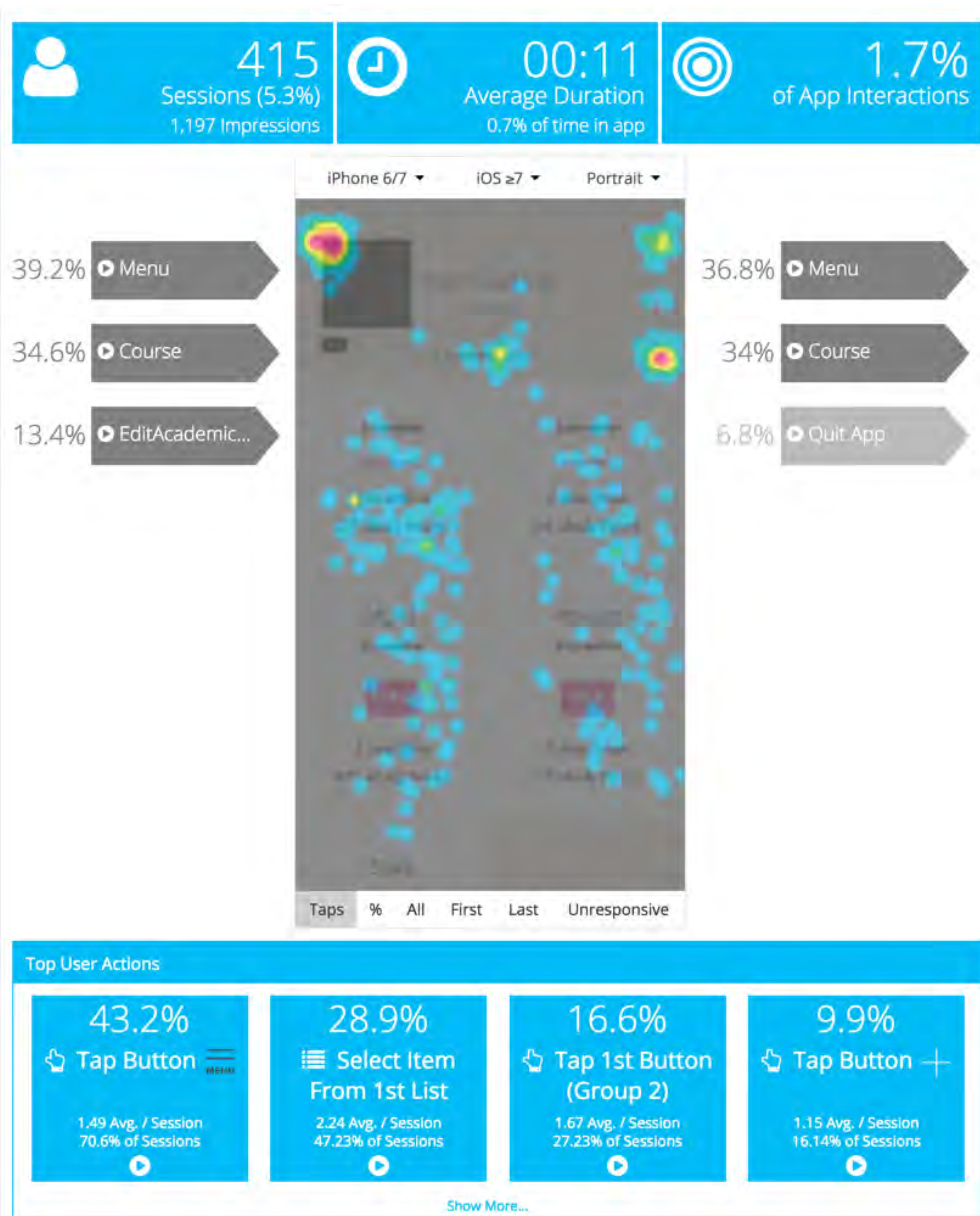
Problem areas - Timer

- Timer screen is very simple and straightforward, having some of the most successful interactions in the app. Where we see issues is in users saving a study session. We need a way for users to edit the time if necessary (most unresponsive taps are related to that). New users seem to also want to start and stop the timer by tapping it, rather than the play/stop button.
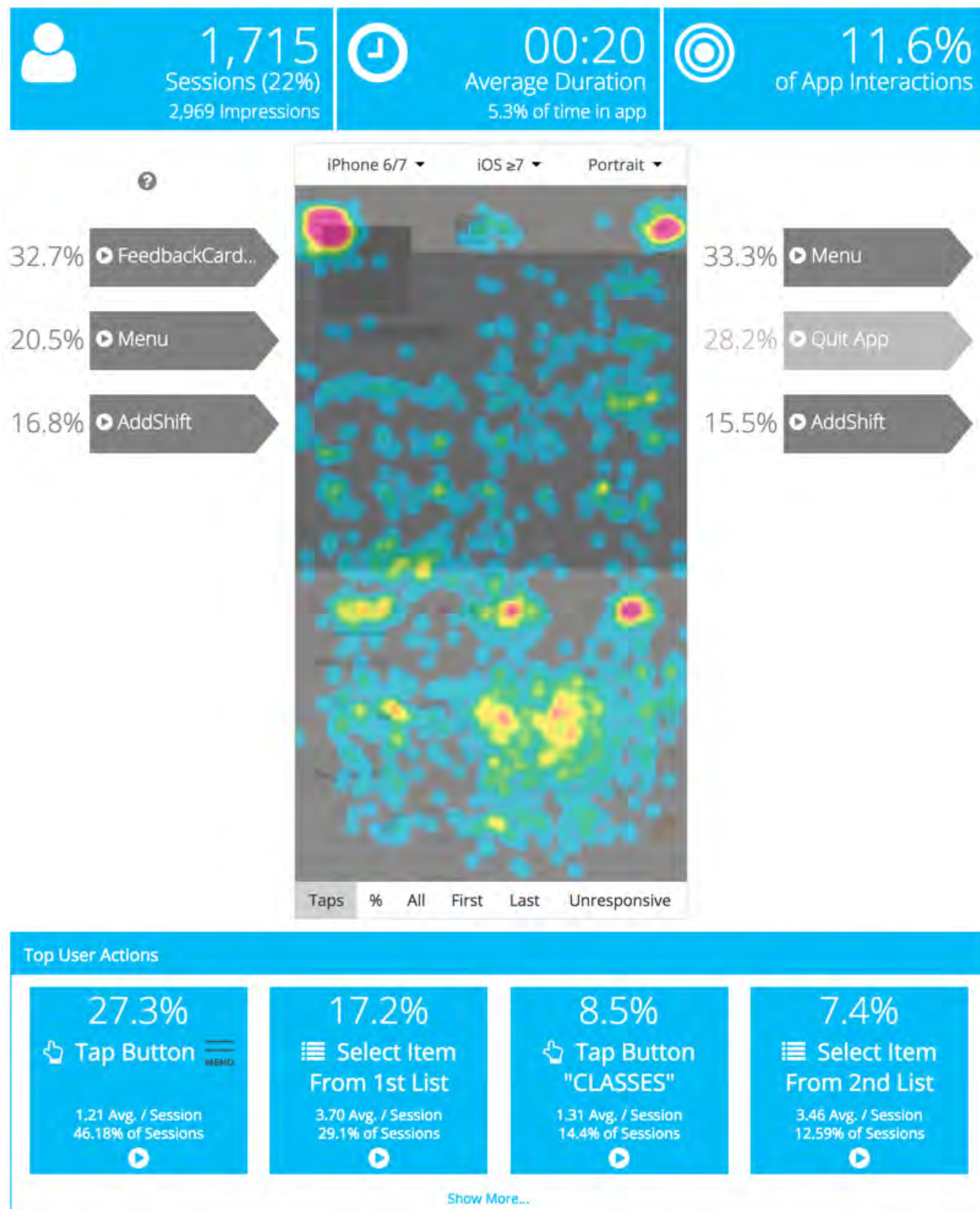
Problem areas - Schedule

- New users come to an empty page with no prompt for next action, which shows confusion. We're missing the opportunity to pre-populate info and/or to guide them into creating their schedule.

- The view in general is complex and could use another pass to improve it based on what we've seen and learned from user interaction so far. Consistency in items displayed (study session, deadline), actions available per item (add, edit, delete), what the item communicates (complete, upcoming), and how it fits into the calendar will help iron out new user confusion and return user frustrations.

Problem areas - Classes

- There is a fair amount of confusion with users first interacting with classes. The set up of adding classes/terms/deadlines needs to be re-examined, as users are confused where to add or edit and what the settings are per class. Users do tend to add classes and deadlines in a long sweep, so having some easy way to list them out is still crucial.

- We may also be missing an opportunity for a visual element in the classes, specifically something to represent the tracking they are doing.

My takeaways

- Although there isn't a good way to separate out new vs return users in Mixpanel, overall timer use seems to start out strong and dwindle with time. We see extremes in general of people ditching the app versus a handful of users that are very disciplined about using the timer.

- Study Reminder and Deadline first-time usage tend to be similar, which is worth exploring. I'm suspecting that people that use one feature are more likely to use the other. However, Deadlines seem to get more recurring use than Study Reminder creation.
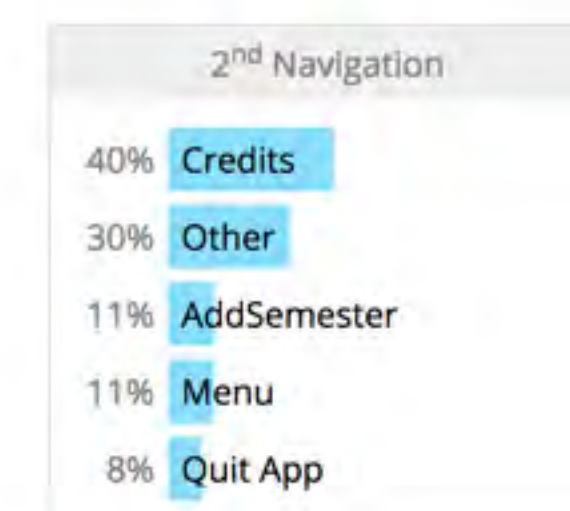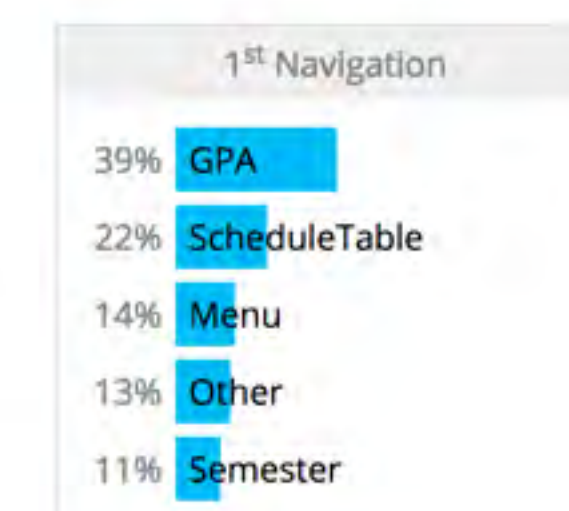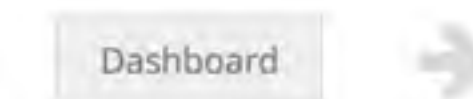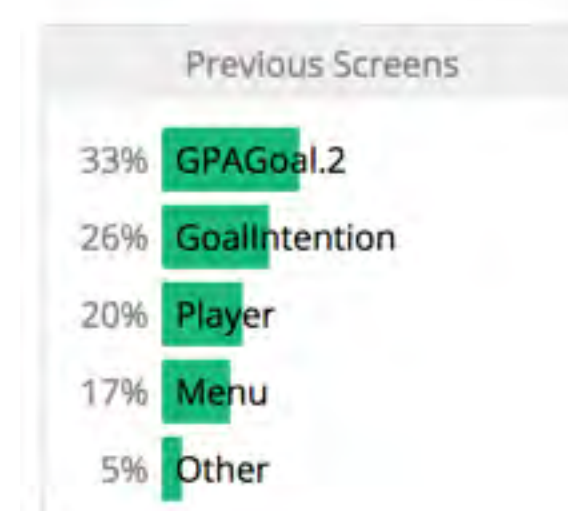
My takeaways

- App engagement overall starts out very, very strong then takes a dive after onboarding. I think this is partly due to lack of enabled notifications and lack of clear direction after onboarding. The main CTA button on the dashboard helps with that, but I don't think the cycle of Track > Inform > Adjust is clear.

- For our loyal return users, we haven't invested enough in watching their use and offering them value, which I think is really worth following through with to keep them engaged. That kind of use and loyalty is hard to cultivate, so we should keep them.

- For more qualitative data, I think there's a pool of about 500 users we can pull from that are loyal users of the app.

1.2 New User Dashboard Use

This underscores that main guiding actions on the dashboard are effective, as usage is split between setting study goal (39%), using main CTA button to go to Schedule (22%), using the Menu (14%), and adding classes (11%).

From these actions to the 3rd level, we're seeing pretty good coverage of the app's features in first use.

Previous Screens		1ˢᵗ Navigation		2ⁿᵈ Navigation	
33%	GPAGoal.2	39%	GPA	40%	Credits
26%	GoalIntention	22%	ScheduleTable	30%	Other
20%	Player	14%	Menu	11%	AddSemester
17%	Menu	13%	Other	11%	Menu
5%	Other	11%	Semester	8%	Quit App

1.3 New User Dashboard Use

The main guiding actions on the dashboard continue to be effective. You can see how changing the main CTA from Schedule shortcut to study reminders is reflected.

We're seeing the large drop-off rate in Study Goal onboarding here as well.
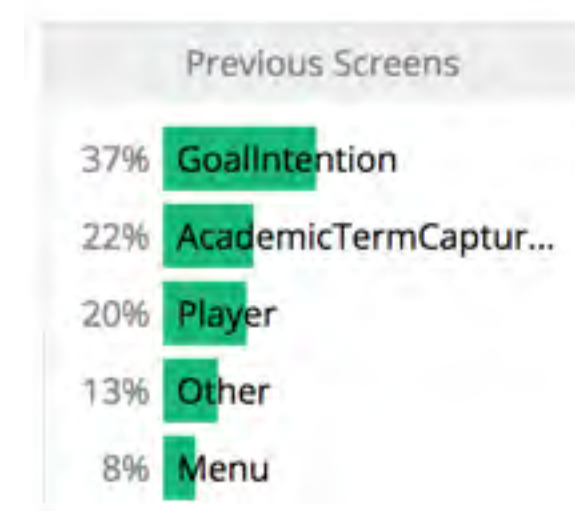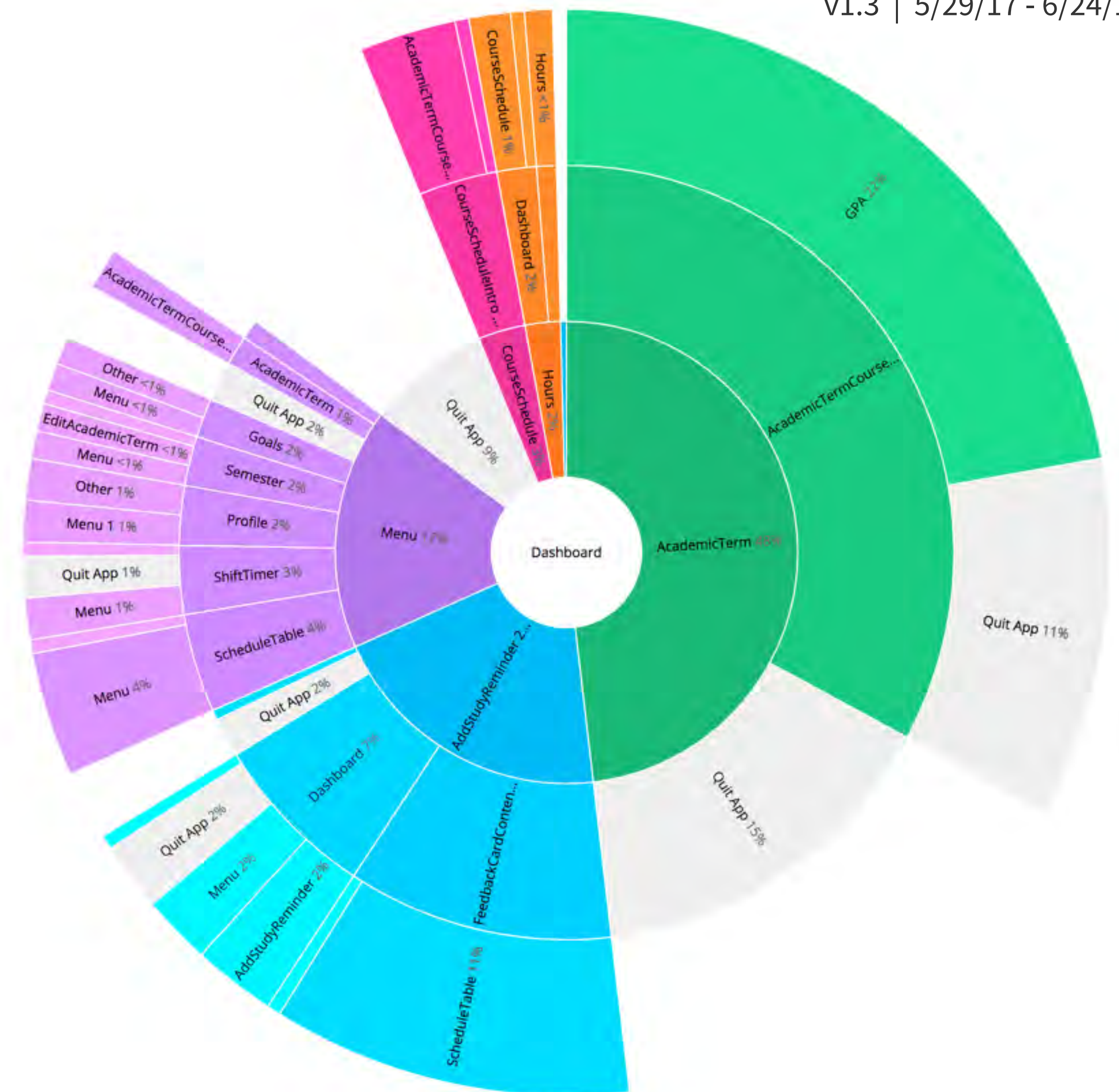
User Profiles in Mixpanel

Digging into retention, user flows, and interaction levels in our longest held tool
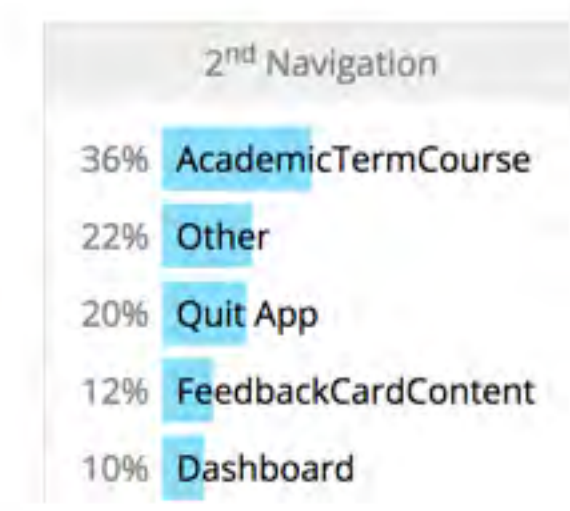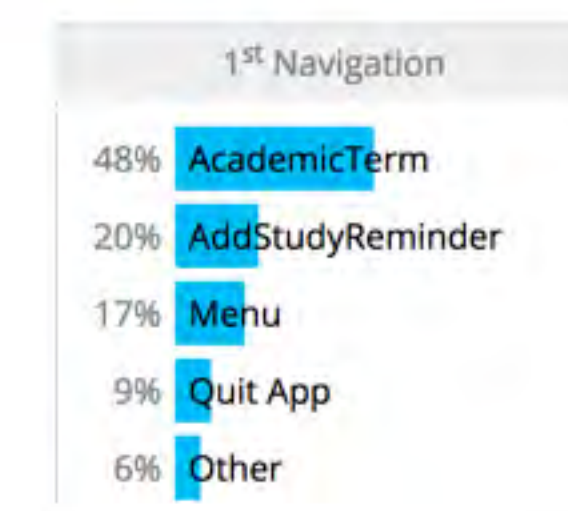
Filtered actions from the other ~75%

- Across versions, 82% of users that install start the onboarding process (measured using First Launch Date set and Area of Study or Study Goal).

- We see a drop in people making it to setting a Study Hour Goal in 1.2 and 1.3, which corroborates what we saw in Appsee. Overall, ~70% of users that start onboarding end up setting a study goal.

- Current week progress might have some tracking issues as well but would be a useful measure of users actively tracking time. To examine continued use after onboarding, timer usage seems to be the best metric, but its limited to last 90 days in Mixpanel.

Filtered actions from the other ~75%

Tracking Value Set	1.0	1.1	1.2	1.3	All Versions Avg.
First launch	2185	375	1434	579	1143
User Area of Study	82%	90%	86%	23%	70%
User Goal Reason	80%	81%	43%	43%	62%
Study Goal hours	71%	77%	67%	59%	69%
Current Week Progress	87%	10%	6%	5%	27%
Profiles via FB	55%	56%	41%	10%	41%
Profiles via undefined	45%	44%	59%	90%	59%

*App version is limited to latest user install. Older versions likely don't have recent use.
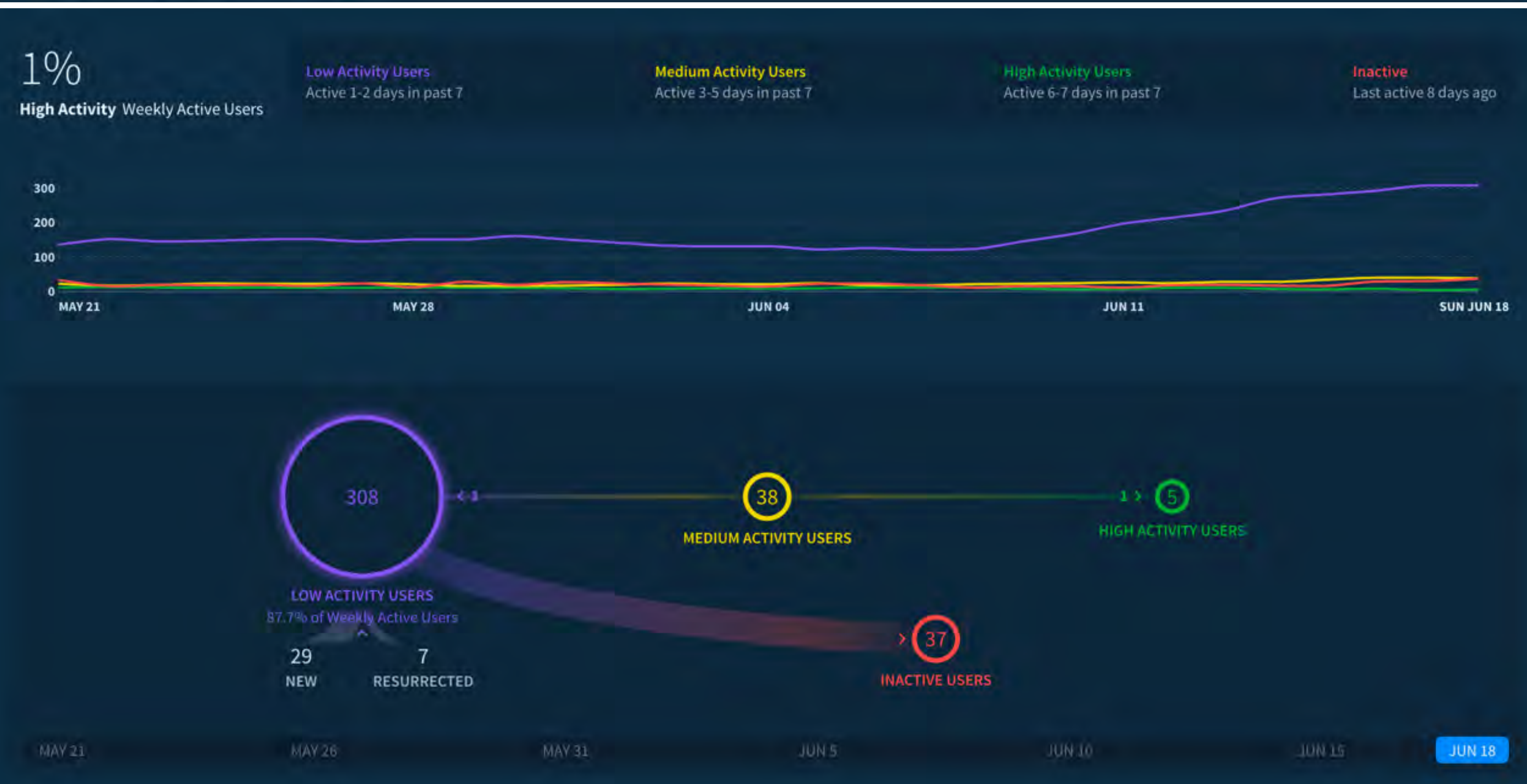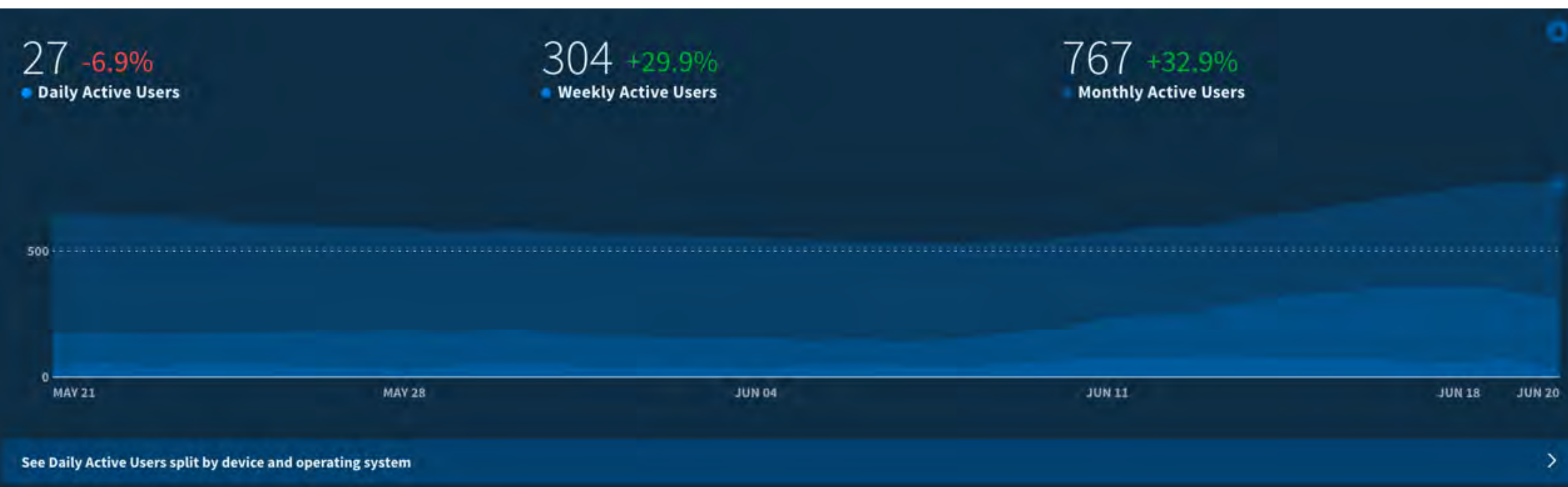
Fabric

Without Facebook traffic, we're seeing about 50 daily active users, 200 weekly active users, and 600 monthly active users this month.

After users get set up, we've consistently seen a bulk of users falling into the Low Activity category (1-2 sessions a week).
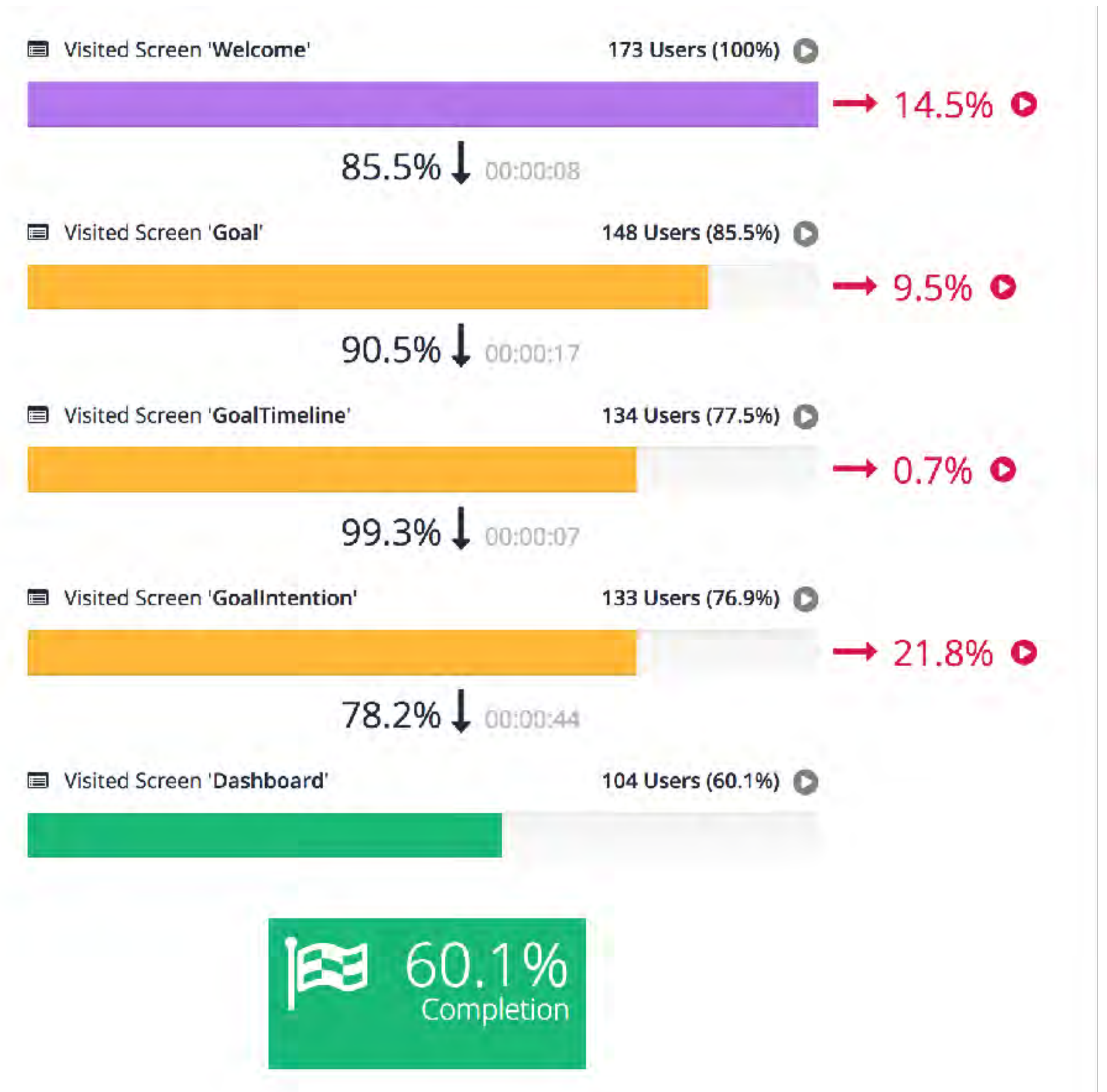
Key User Flows

App Launch, Goal Setting

1.2 App Launch Onboarding

Drop-off on Goal Intention can be addressed by making it clearer that video is NOT required. Videos on Appsee show most users backing out of the video, even after enabling permissions.

Approx 36% of users that set an intention use video to do so.

1.3 App Launch Onboarding

We changed button text to record video to be more vague in this release. It's hard to tell if its made a difference as we're seeing a pretty strong completion rate throughout the funnel, almost up 10 percentage points.

Visited Screen 'Welcome'   385 Users (100%) ⊙
→ 7% ⊙

93% ↓ 00:00:06

Visited Screen 'Goal'   358 Users (93%) ⊙
→ 6.1% ⊙

93.9% ↓ 00:00:13

Visited Screen 'GoalTimeline'   336 Users (87.3%) ⊙
→ 1.8% ⊙

98.2% ↓ 00:00:06

Visited Screen 'GoalIntention'   330 Users (85.7%) ⊙
→ 18.8% ⊙

81.2% ↓ 00:00:24

Visited Screen 'Dashboard'   268 Users (69.6%) ⊙
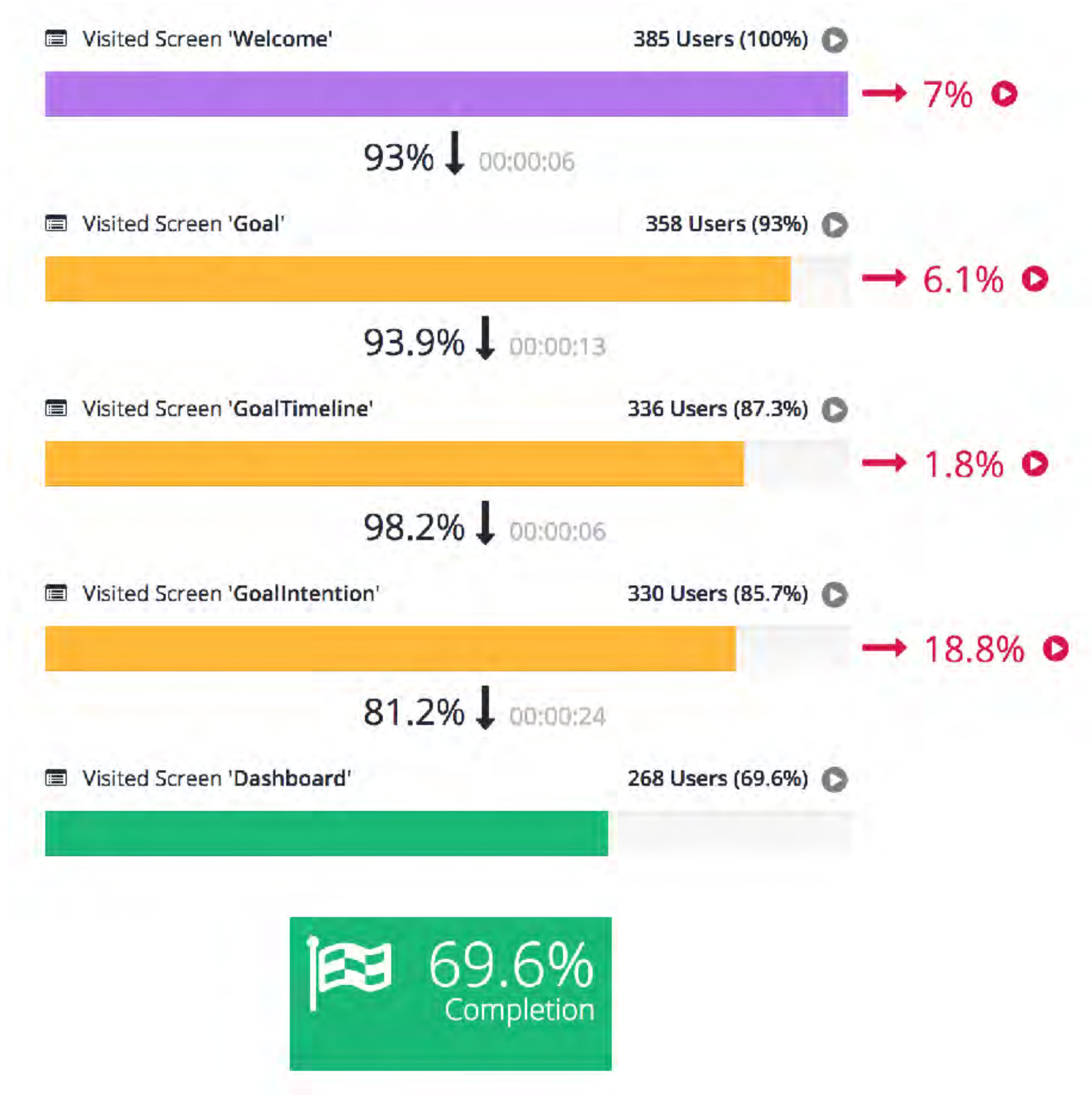
69.6% Completion

1.3 Study Goal Onboarding

We've seen a significant downgrade in completion in this funnel (20 percentage points). It can likely be attributed to the number of steps and fields to completion, the largest drop-off being at entering classes.

More than likely, we need a skip button for impatient users. We don't front-load enough of the app to show value or give a sense of completion of these tasks.

Triggered Event 'Empty Dashboard' 305 Users (100%)
→ 8.2%
91.8% ↓ 00:00:04

Visited Screen 'AcademicTerm' 280 Users (91.8%)
→ 12.5%
87.5% ↓ 00:00:27

Visited Screen 'AcademicTermCourse' 245 Users (80.3%)
→ 16.3%
83.7% ↓ 00:00:29

Visited Screen 'GPA' 205 Users (67.2%)
→ 1%
99% ↓ 00:00:06

Visited Screen 'Hours' 203 Users (66.6%)
→ 3.4%
96.6% ↓ 00:00:24

Visited Screen 'AcademicTermCapture.3' 196 Users (64.3%)
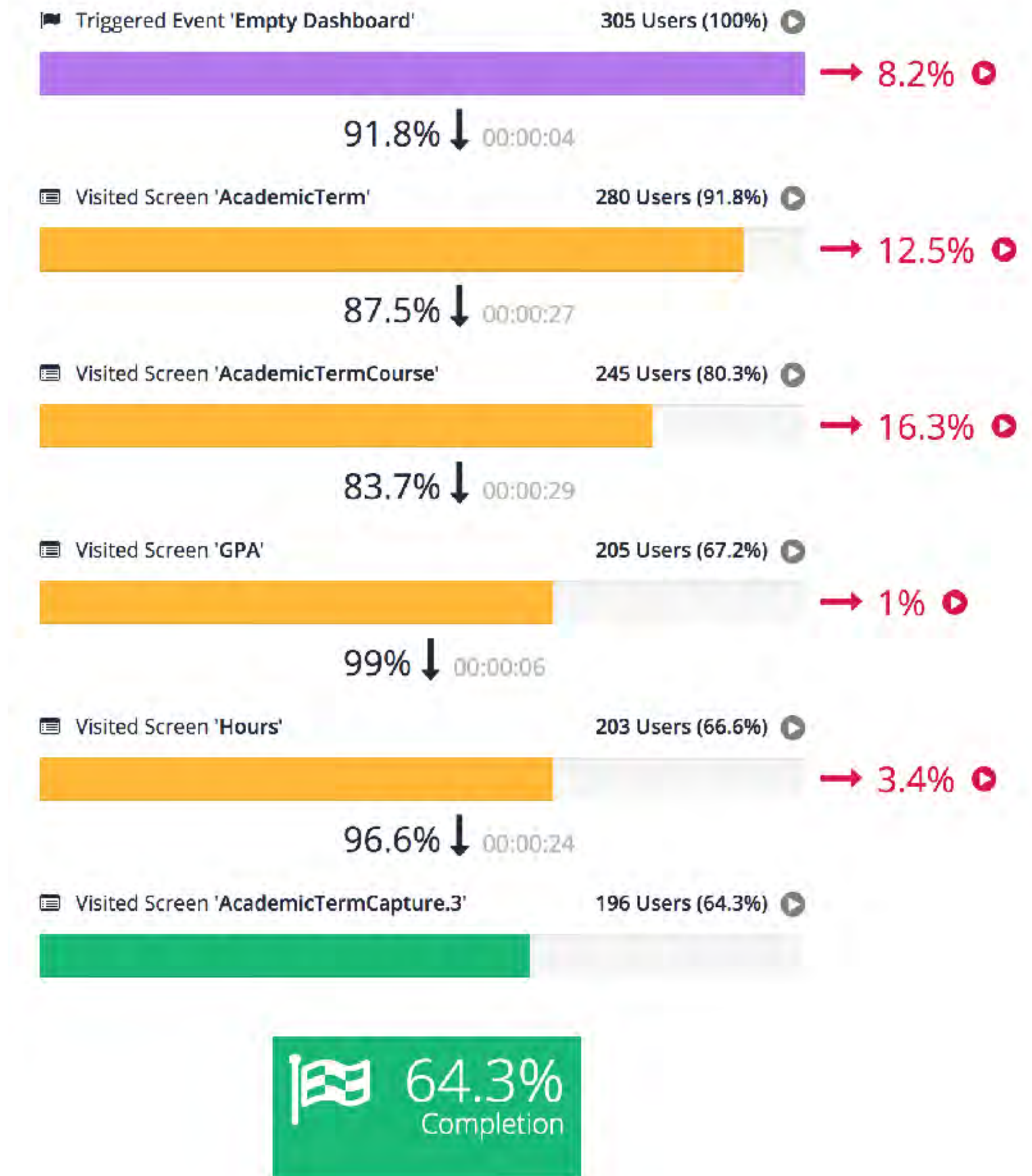
64.3% Completion

1.3 Attendance Goal Onboarding

Perusing the videos so far, I'm seeing users check out attendance then back out of it.

One thing to keep an eye out on is that the completion rate might grow as users come back to enable this when they are ready. It should inform how we integrate and market this feature in-app to users.

Tapped button ☐ in screen 'Dashboard' 146 Users (100%) ▶

→ 22.6% ▶

77.4% ↓ 00:00:00

Visited Screen 'CourseScheduleIntro' 113 Users (77.4%) ▶

→ 20.4% ▶

79.6% ↓ 00:00:03

Visited Screen 'AcademicTermCourse' 90 Users (61.6%) ▶

→ 3.3% ▶

96.7% ↓ 00:00:04

Visited Screen 'CourseEvent' 87 Users (59.6%) ▶

→ 26.4% ▶

73.6% ↓ 00:00:36

Visited Screen 'CourseAttendanceGoal' 64 Users (43.8%) ▶

→ 0%

100% ↓ 00:00:13

Visited Screen 'Dashboard' 64 Users (43.8%) ▶

🏁 43.8% Completion