AutoVu's Growth Strategy

In the Utility version of AutoVu, the goal was to create an application that represents the value of Warp's software. The clean, modern, smooth aesthetic with useful interfaces provides a pleasant user experience, similar to that of Warp's. As the spec document suggested, many founders need this tool and as they begin to appreciate and rely on it, they will consider what other products Warp may have. The sticky pink bar at the top with a link to Warp's integration page serves as a consistent reminder of the other services Warp provides.

The functionality of this application is best for founders who need to move quickly, responsibly, and communicate with their board. It is these founders who will be great candidates for Warp's other products. In the pie charts section of the utility application, the user can select a toggle to benefit from a $50,000 savings, Warp's reported savings per company (from the website). This is a subtle reminder of the benefits of Warp as a founder may be frustrated/concerned by their shortening runway. Furthermore, when cash goes negative in a founder's planning, a pop-up box will appear with a reminder of Warp and its ability to help their company. In this time of concern for the founder, Warp can benefit from urgency-based conversion.

The process of planning new hires and other expenses will likely stir up decision anxiety for a user. This is when users turn to Warp. Warp reduces overhead, saving time and money, an attractive proposition for a founder facing the difficulties of headcount planning. This marks the moment of highest intent, the critical moment to convert users. The interface meets this opportunity with the pop-up box, surfacing the exact problems that Warp solves.

Today, people enjoy interacting with AI, and much conversation is made of its responses and impressive accuracy. For this reason, I chose my Viral mode to make use of the ubiquitous fascination with AI. My Viral mode uses AI to predict whether a company will "take off" or "crash" based on its cash, headcount, and expenses. The user inputs their information and immediately receives their exciting results. The easily shareable, flashy PDF card is then seamlessly exported for sharing via Twitter, LinkedIn, or a copy-and-paste link. New users are invited to the application to reset the viral loop, beginning with the intrigue of the LLM's prediction. The prediction is likely to be shared because of the status-driven nature of starting a company. Young, emerging founders who are savvy with social media will use this tool for social comparison, bringing others into the loop. Potential users will click the link as they are intrigued by their friend's company and excited to see the evaluation of their own company. As more users experience Viral mode and its value, they will toggle to Utility mode, the real conversion tool. Viral mode invites users, then Utility mode converts them. Viral mode's interface is intentionally incomplete. The design is implemented to cultivate excitement (and chaos), but Utility mode enables clear headcount planning. Critical features like the "salary multiplier" (among others) enhance accuracy, credibility, and decision-making power. For these reasons, toggling from Viral to Utility mode is a rather natural progression.

I would track the success of Viral mode by seeing how many new users are acquired and if those new users come from previous users' scenarios. This would show virality. A successful implementation of my virality tactics would mean many users open existing links to examine their friend's company but are then enticed to enter their own scenarios. I would track a share rate, click-through rate (shared links), and scenario creation rate to expose where the loop breaks. If new scenarios were not being built, I would implement more intentional ways of encouraging new scenario creation. To evaluate conversion, I would first need to see how many users toggle from Viral to Utility mode. If the conversion rate was poor, I would add tactics to Viral mode that expose Utility mode and its benefits. I would also create metrics that can track when the user toggles to Utility mode, in an effort to find causation. This metric answers the question of the value of Viral mode. Is it truly the base of conversion to Warp?