# "Refund High School Chapter 22-30: The New Arc of Mook"

## User Interaction Analysis

### Insights:

- Considering total number of users daily active users are very few in number. It suggests that the content does not seem much engaging to most of the users.
- Majority (70%) of the users are new users and the rest (30%) are repeat users. It suggests that the content is reaching to a broad audience but may not be retaining them.
- Users do not interact as much as 70% of the page views do not get further interaction. The longer page loading time is a potential cause. Dull UI on the webpage is also a possible reason for less interaction.
- The average time spent on the page is quite low. Its content does not engage users to spend more time on the page. It leads to lesser page interaction.

## A/B Testing Strategy to Improve User Retention and Reduce Bounce Rate:

### Data Points for Monitoring A/B Testing Performance:

The below data points need to be monitored to identify the performance of A/B testing:

- **Average Time Spent:** Does the variation increase the average time users spend on the page?
- **Bounce Rate:** Is there a reduction in the percentage of users leaving without further interaction?
- **Repeat Viewers:** Does the percentage of repeat viewers increase after making the changes?
- **Daily Active Users:** Is there an increase in daily active users?

**Content Changes for Test:**

**1) Headline Enhancement:**

We can increase user engagement and retention by attracting interest with more compelling headlines.
- **Current Version:** "Refund High School Chapter 22-30: The New Arc of Mook"
- **Test Version:** "Mook's Power Unleashed: Epic Twist in Refund High School (Chapters 22-30)"

**2) Improved Visuals:**

By creating engaging and appealing visual experience user retention can be improved.
- **Current Version:** Text-heavy layout with minimal visuals.
- **Test Version:** Enlist high-quality chapter illustrations or comic-style images that align with the story and the headline.

**3) Interactive Elements:**

By introducing interactive elements we can engage users on the page.
- **Current Version:** No interactive elements are used. <br>
- **Test Version:** Introduce interactive elements like surprise questions, progress bar etc.