

hava havai User Flow, Metrics Funnel, & Growth Plan

Business analysis performed by Samiya Alam

Tasks performed:

- 1. **User Journey Flowchart:**
 - Mapped the app's end-to-end user flow.
 - Highlighted key steps and navigation paths.
- 2. **Hypothetical Funnel:**
 - Created a funnel visualization for user stages based on estimated drop-offs.
- 3. **Feature Mapping:**
 - Categorized app features by functionality and user benefit.
- 4. **Pain Points and Solutions Visualization:**
 - Highlighted user challenges and offer actionable recommendations.
- 5. **Recommendations:**
 - Proposed strategies to improve the app experience and user acquisition.

- 1) User Journey
- I have made this user journey flow Figma Report for the app which includes:
 - User actions
 - Goals and experiences
 - Feelings and thoughts
 - Pain points
 - Opportunities or improvement

CHECK IT OUT HERE:

[https://www.figma.com/board/yrU31Wjxcfy1VEPX3UcCdO/User-Journey-Flow-\(Community\)?node-id=0-1&t=L8gmdUINvYn8nGLC-1](https://www.figma.com/board/yrU31Wjxcfy1VEPX3UcCdO/User-Journey-Flow-(Community)?node-id=0-1&t=L8gmdUINvYn8nGLC-1)

User stages	Outstanding Blocks	Steps in Progress	Permissions	Main Content/Outlines (Tabs)	Assets Tab	Profile Tab
User actions	Current App Overview and Features (2024-01-01)	Review	Review	Review	Review	Review
Goals & Experiences	Goal: Users can explore and interact with the app.	Goal: Users can explore and interact with the app.	Goal: Users can explore and interact with the app.	Goal: Users can explore and interact with the app.	Goal: Users can explore and interact with the app.	Goal: Users can explore and interact with the app.
Feelings and Thoughts	Feelings: Users can explore and interact with the app.	Feelings: Users can explore and interact with the app.	Feelings: Users can explore and interact with the app.	Feelings: Users can explore and interact with the app.	Feelings: Users can explore and interact with the app.	Feelings: Users can explore and interact with the app.
Pain points	Pain points: Users can explore and interact with the app.	Pain points: Users can explore and interact with the app.	Pain points: Users can explore and interact with the app.	Pain points: Users can explore and interact with the app.	Pain points: Users can explore and interact with the app.	Pain points: Users can explore and interact with the app.
Opportunities	Opportunities: Users can explore and interact with the app.	Opportunities: Users can explore and interact with the app.	Opportunities: Users can explore and interact with the app.	Opportunities: Users can explore and interact with the app.	Opportunities: Users can explore and interact with the app.	Opportunities: Users can explore and interact with the app.

Open in Figma

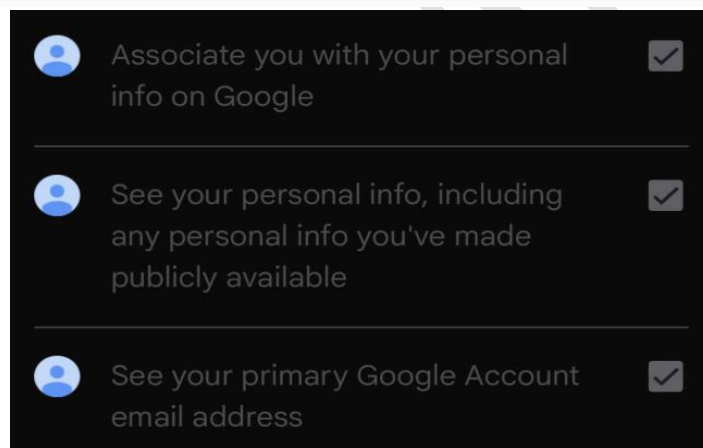
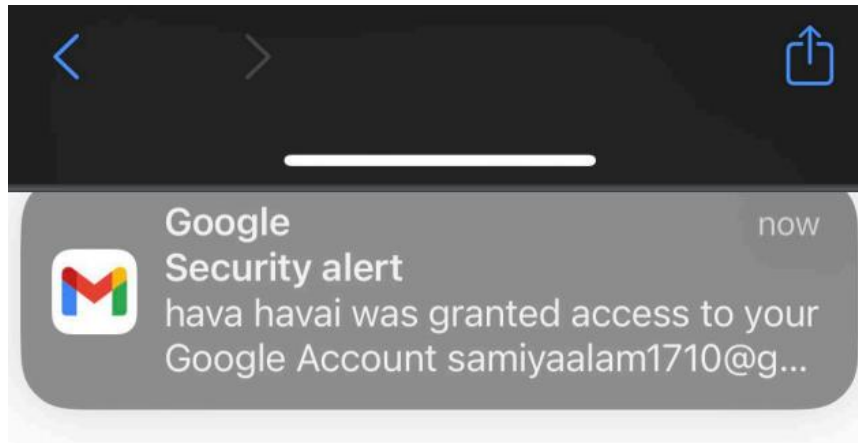
Touch points

1. **Onboarding Slides:**
 - General slides with app features information
 - **Actions:** Skip or continue.
2. **Sign-In Page:**
 - **Options:**
 - Sign in with **Google**.
 - Sign in with **Apple ID**.
3. **Google Or Apple Account Permissions:**
 - Requests access to:
 - Email messages and settings.
 - Google Calendar.
 - **Note:** Users receive a Google security alert.
 - **Actions:** Approve or cancel.
4. **Syncing Trips:**
 - Loading indicator with text: "Syncing your trips with Hava Havai."
5. **Main Dashboard (Flights Tab):**
 - **Stats:** Number of trips, flights, and countries.
 - **Tabs:**
 - **Active Flights** (default).
 - **Completed Flights**.
 - **Action:** "Add Flight" with these options:
 - Scan boarding pass.
 - Upload ticket as PDF.
 - Enter flight number manually.
6. **Airports Tab:**
 - **Features:**
 - Search by name, code, or city.
 - **Filter options:** Upcoming, Past, Popular airports.
7. **Profile Tab:**
 - **Top Section:**
 - World map showing travel activity.
 - Stats: Number of flights, domestic/international airports, airlines, distance traveled.
 - **Middle Section:**
 - Connected accounts: Gmail and WhatsApp.
 - Option to add more accounts.
 - **Bottom Section:**
 - Notifications: General and WhatsApp.
 - **Contact Us: Chat with Founder.**
 - Other options: FAQ, Rate Us, Refer to Friend, About Us.

Pain Points

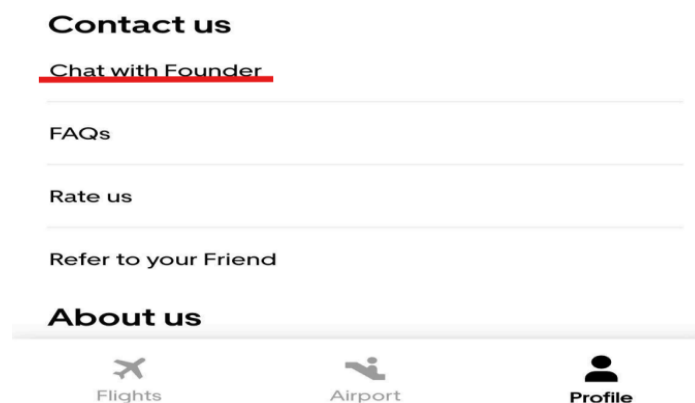
1. Google Security Alert:

- Raises concerns about data privacy, potentially causing user drop-offs.
- Suggested Fix:
 - Display an explanation or reassurance within the app about why permissions are needed and how data is protected.



2. Chat with Founder:

- While personable, it may appear unprofessional or unscalable for larger audiences.
- Suggested Fix:
 - Replace with “Contact Support” or a chatbot.



3. Onboarding Slides:

- No interactive elements to engage users.
- Suggested Fix:
 - Add visuals or allow customization of onboarding flow (e.g., "Tell us your travel habits").

4. Syncing Process:

- A generic loader without progress indication can frustrate users during data syncing.
- Suggested Fix:
 - Implement progress bars or estimated times for syncing processes.

5. Empty Dashboards:

- First-time users face a lack of guidance, making the interface feel unwelcoming.
- Suggested Fix:
 - Introduce a "Get Started" walkthrough to help first-time users engage with the app.

Pain Points	Impact	Solutions
Google Security Alert during Sign-In	High	Provide reassurance in-app about permissions, explaining data usage and privacy protection.
Onboarding Slides Lack Interactivity	Low	Add a short quiz or user preferences during onboarding for better personalization.
Profile Insights Limited to Tables	Low	Enhance the visual appeal with dynamic charts or interactive travel trends.
Chat with Founder	Low	Replace with a scalable support chatbot or "Contact Support" section.
Empty Dashboards	Medium	Introduce a "Get Started" walkthrough to help first-time users engage with the app.
Syncing Process	Low	Implement progress bars or estimated times for syncing processes.

Moving on, I performed a hypothetical funnel analysis as the user data was not provided to me

And I created a simple funnel diagram for these metrics on using python

Hypothetical Metrics:

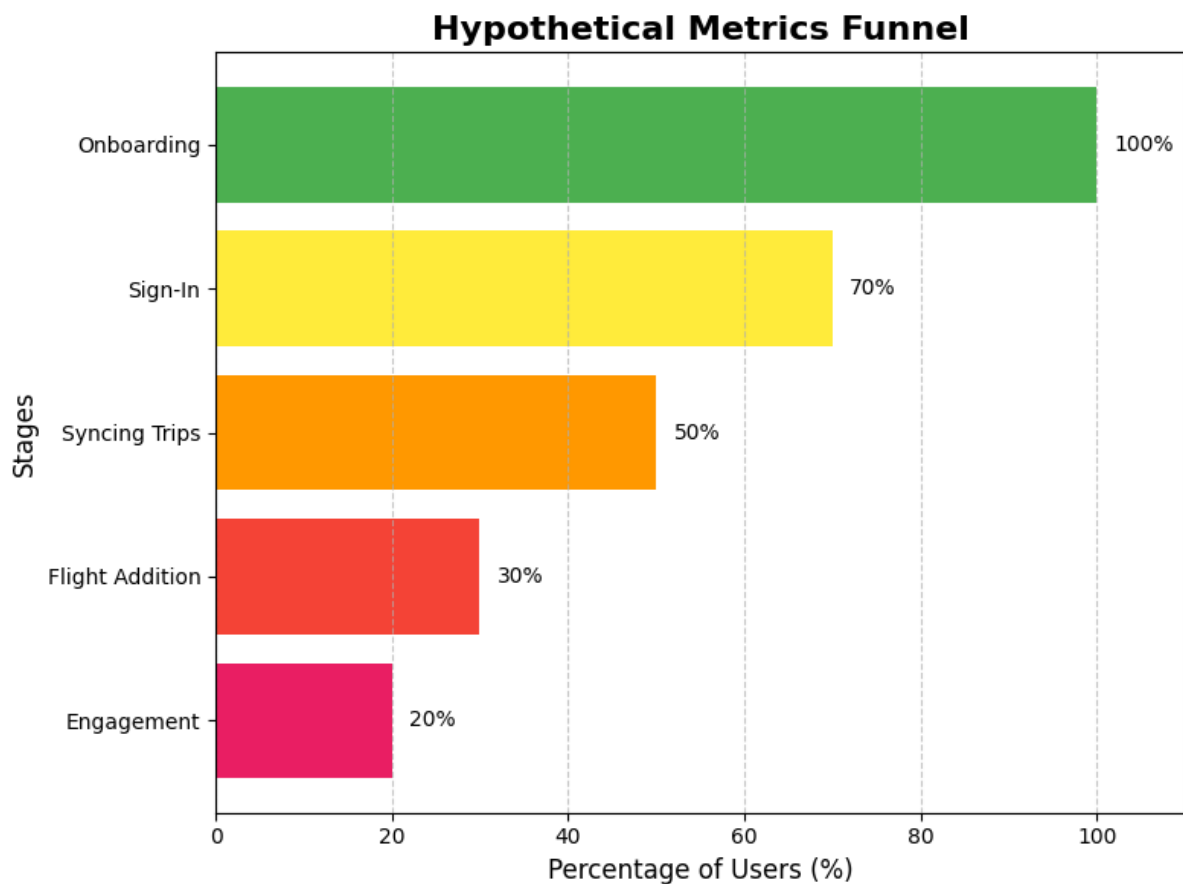
Onboarding: 100% (All users see this stage).

Sign-In: 70% (Drop-offs due to concerns with permissions/security alert).

Syncing Trips: 50% (Further drop-off due to delays or hesitation).

Flight Addition: 30% (Effort required to add flights manually or via scan/upload).

Engagement: 20% (Active users exploring dashboards, features, and updates).



Now after my analysis so far, I have a growth plan that I want to share

Growth Plan

I personally think we all love the apps which feels like home and saviour for our specific need. So, we need to give this idea that Hava Havai is truly here to make user's life easy, and people love discounts and free services, we could partner with some airlines in future for that if the budget allows and I am certain this will boost the number of users. For now, I suggest these:

Organic Growth Strategies

➤ Referral Program

- **Why It Works:** Encourages existing users to act as brand advocates.
- **How to Implement:**

1. Offer incentives for both the referrer and referee, such as:
 - Free access to premium features for a month.
 - Discounts on a future upgrade.
 - Reward points redeemable for travel perks or digital goodies.
2. Provide a simple in-app referral system with sharable links.
3. Create social media-friendly templates that users can customize and share (e.g., “I use Hava Havai for seamless flight tracking. Join me and get 10% off!”).

➤ **Strategic Partnerships**

- **Why It Works:** Leverages existing networks of airlines, travel agencies, and booking platforms.
- **How to Implement:**
 1. Partner with budget airlines or online travel agents (OTAs) to co-promote the app.
 2. Offer exclusive features or benefits for partner users, such as:
 - Integrated flight ticket detection.
 - Early access to airport guides or travel insights.
 3. Use a co-marketing strategy like featuring Hava Havai in email newsletters or on airline/OTA websites.

➤ **Content-Driven Growth**

- **Why It Works:** Attracts users organically through valuable content.
- **How to Implement:**
 1. Launch a blog or in-app travel tips section featuring:
 - Flight deals and hacks.
 - Destination guides curated from user data.
 2. Optimize the content for SEO to attract users searching for flight or travel tools.
 3. Encourage users to share their experiences using UGC campaigns (e.g., “My Year in Flights with Hava Havai”).

Engagement and Retention Tactics

➤ **Gamification**

- **Why It Works:** Adds an element of fun and competition, boosting engagement.
- **How to Implement:**
 1. Introduce badges and achievements for milestones like:
 - Tracking 10 flights.
 - Visiting 5 countries.
 2. Add a leaderboard for frequent travelers to foster a sense of community and competition.

➤ **Personalized Notifications**

- **Why It Works:** Increases retention by providing timely and relevant updates.
- **How to Implement:**
 1. Send notifications about:
 - Upcoming flights and check-in reminders.

- Recommendations based on past destinations (e.g., “Planning another trip to Paris? Check out this guide!”).
2. Use push notifications sparingly to avoid overwhelming users.

Expected Impact:

- Referral programs and partnerships will significantly boost new user acquisition.
- Gamification and notifications will improve user retention, converting casual users into active ones.
- Scalable solutions ensure long-term growth without stretching resources.

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