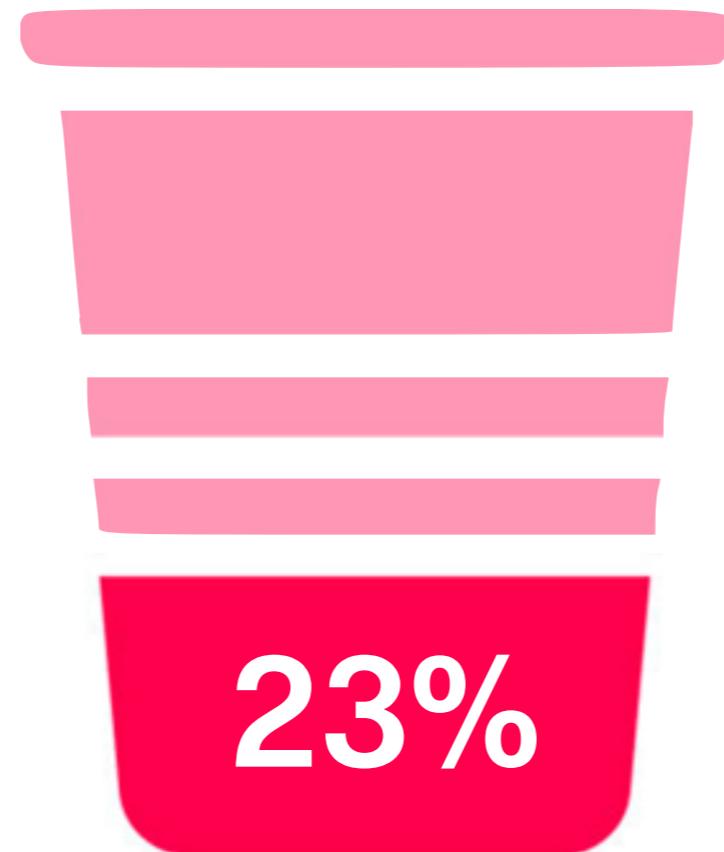




Houseparty

the golden minute

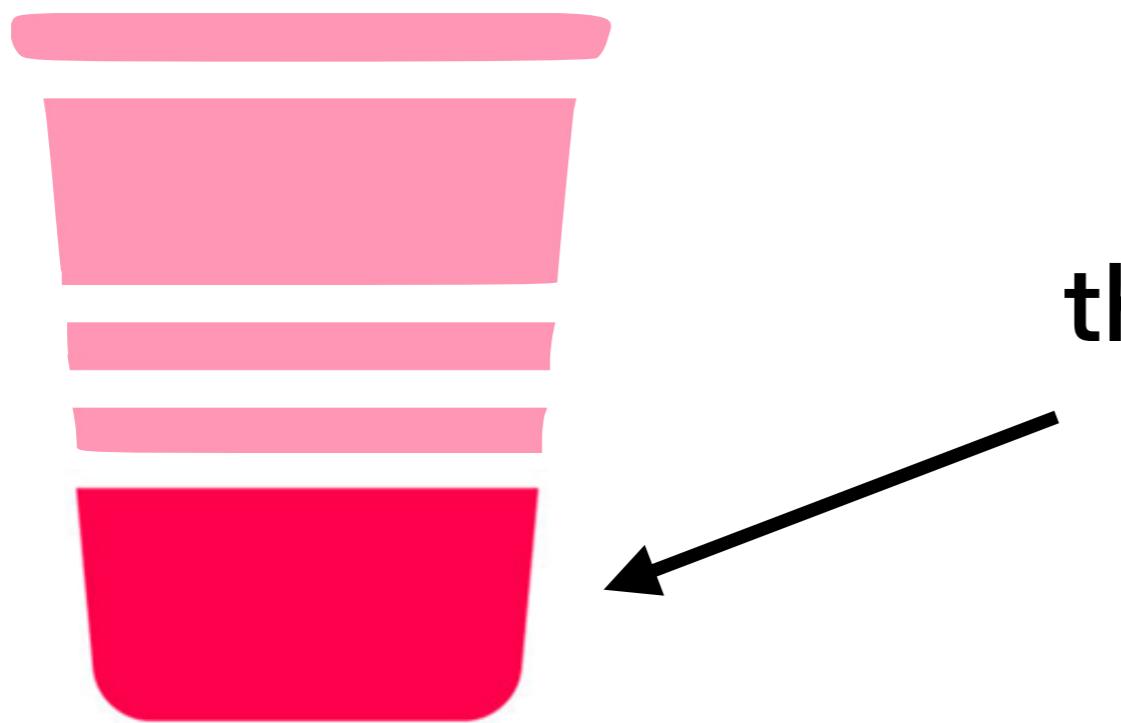
Most apps on the market fail at
making a great **first impression** ✨



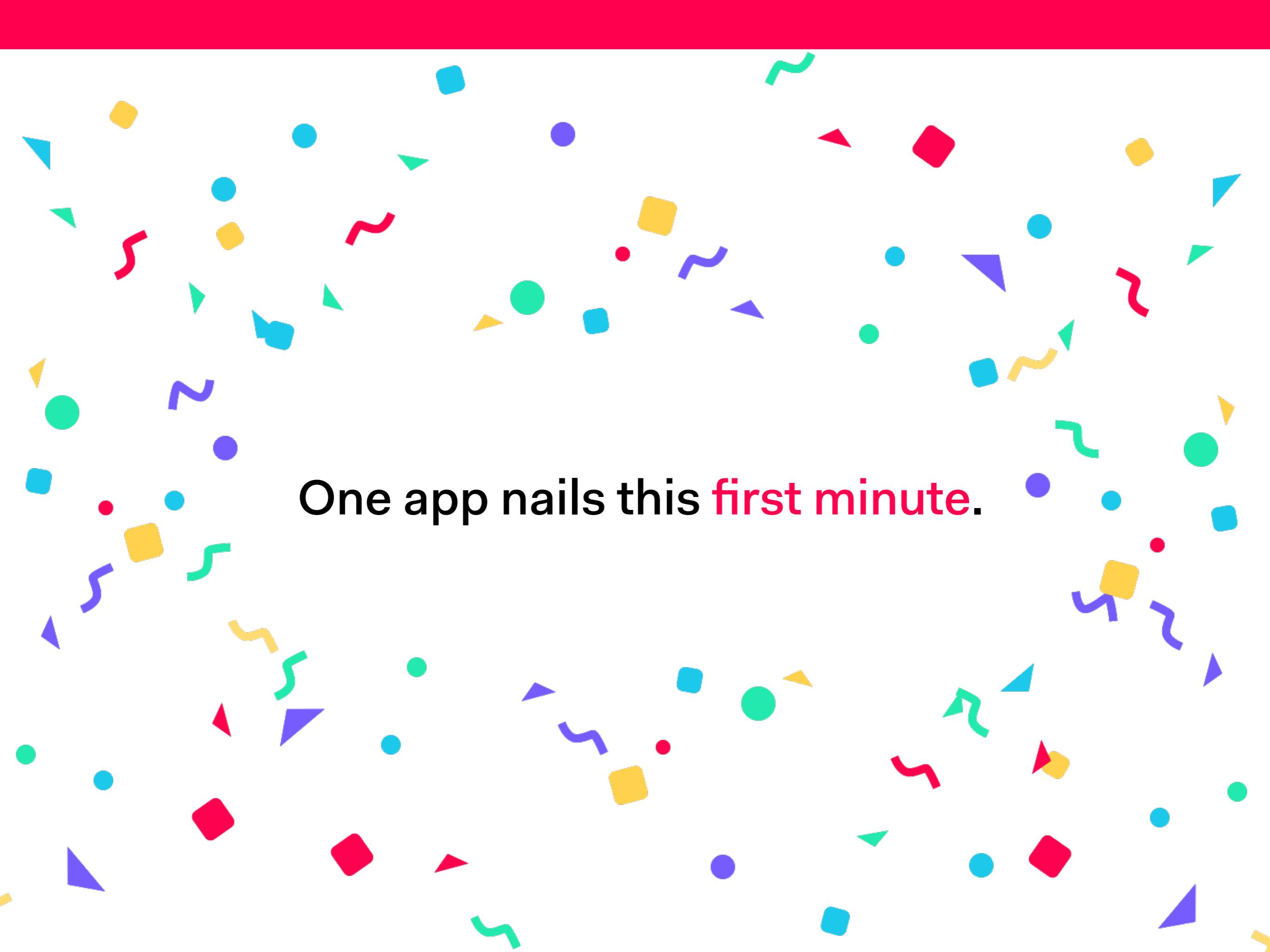
**of users abandon an app after only 1 use
on average**

Localytics, May 2016

<http://info.localytics.com/blog/23-of-users-abandon-an-app-after-one-use>



To hook new users,
the first minute is golden.

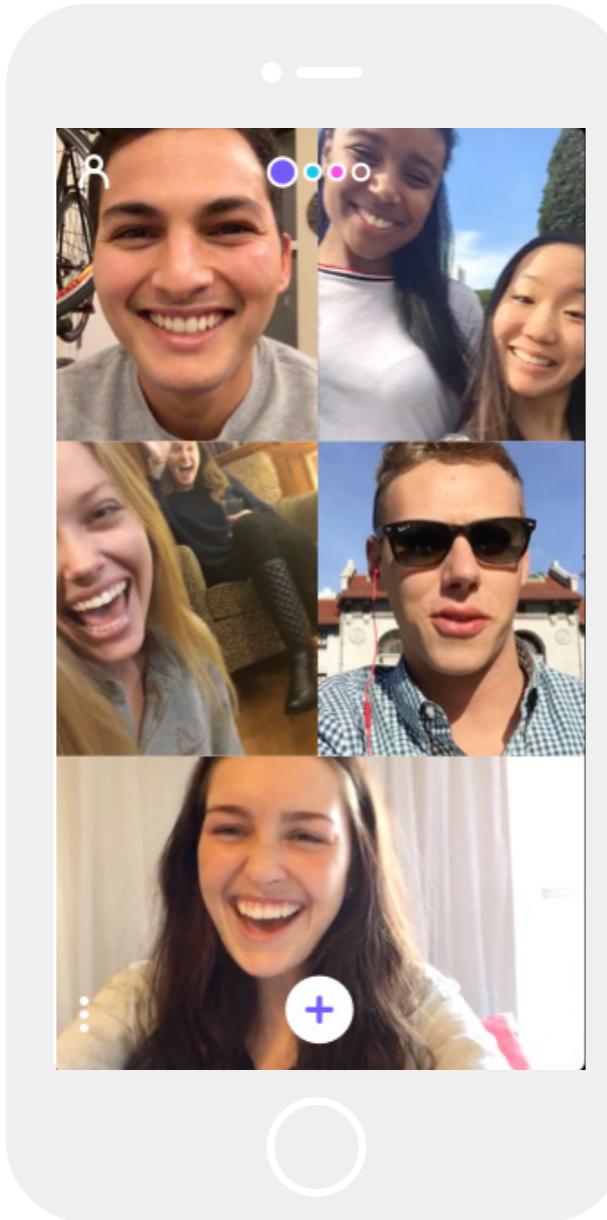


One app nails this **first minute.**



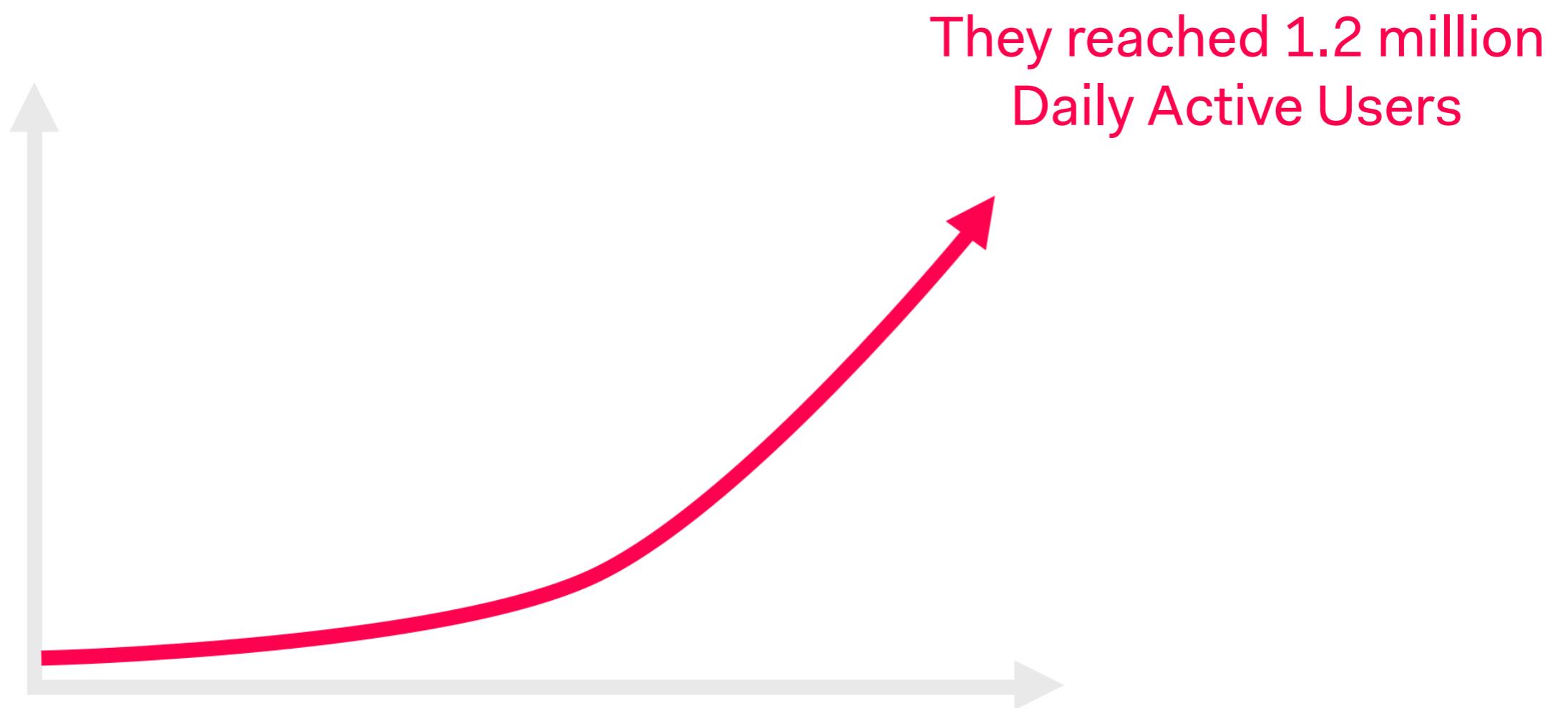
Houseparty



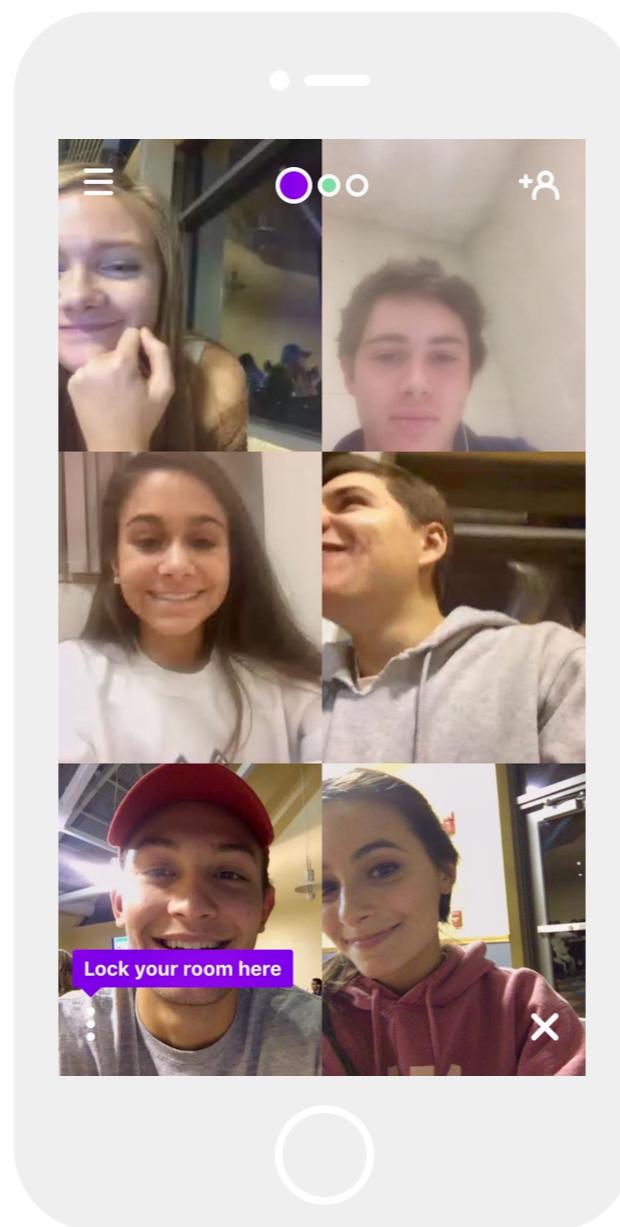


Houseparty lets you jump into video chat “parties” of up to 8 people simultaneously.

Houseparty is growing really fast

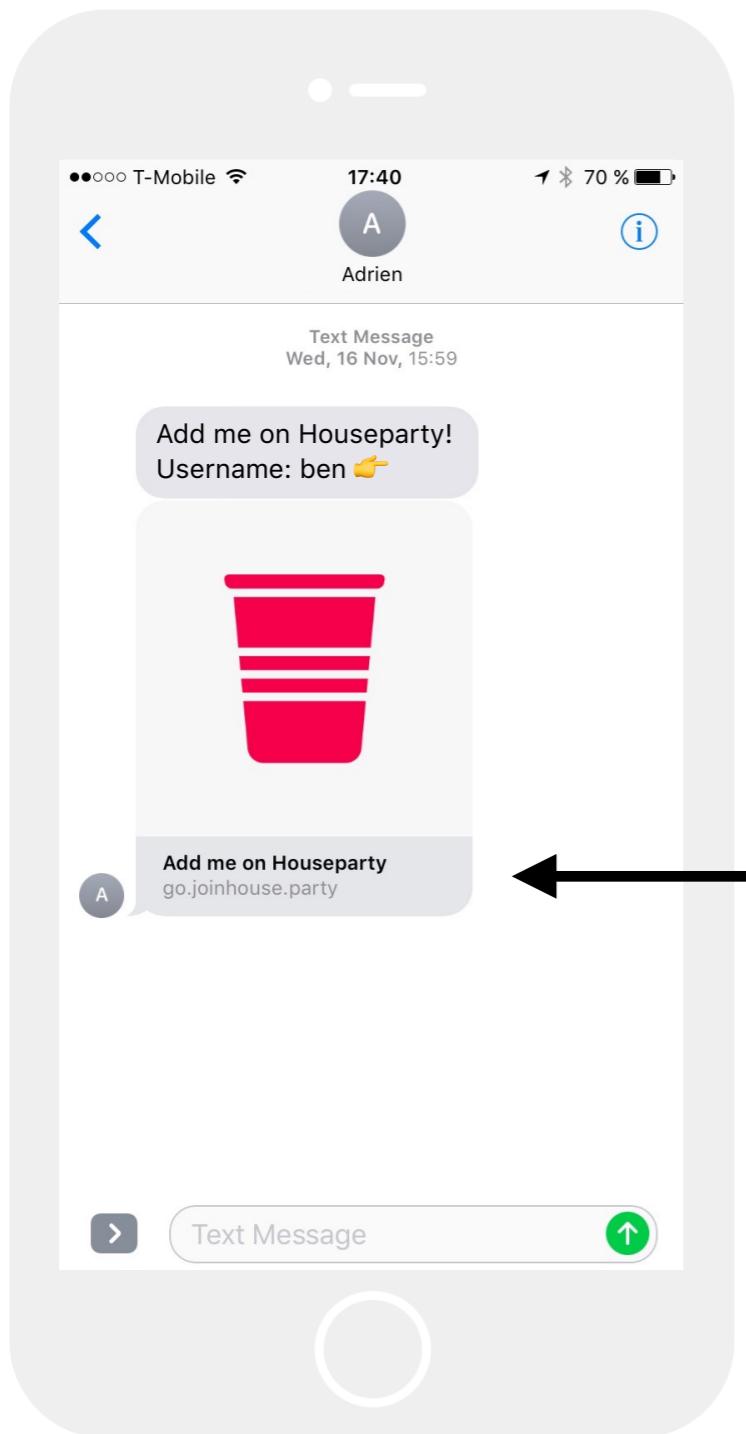


Every day, people spend 20 million minutes hanging out on it!





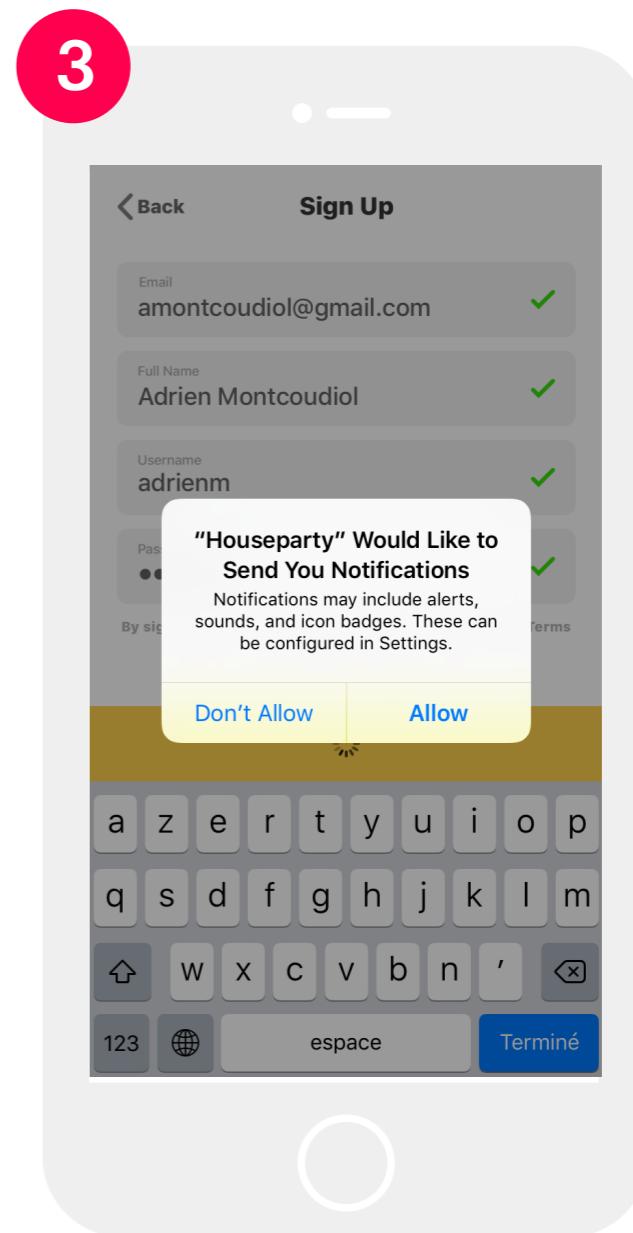
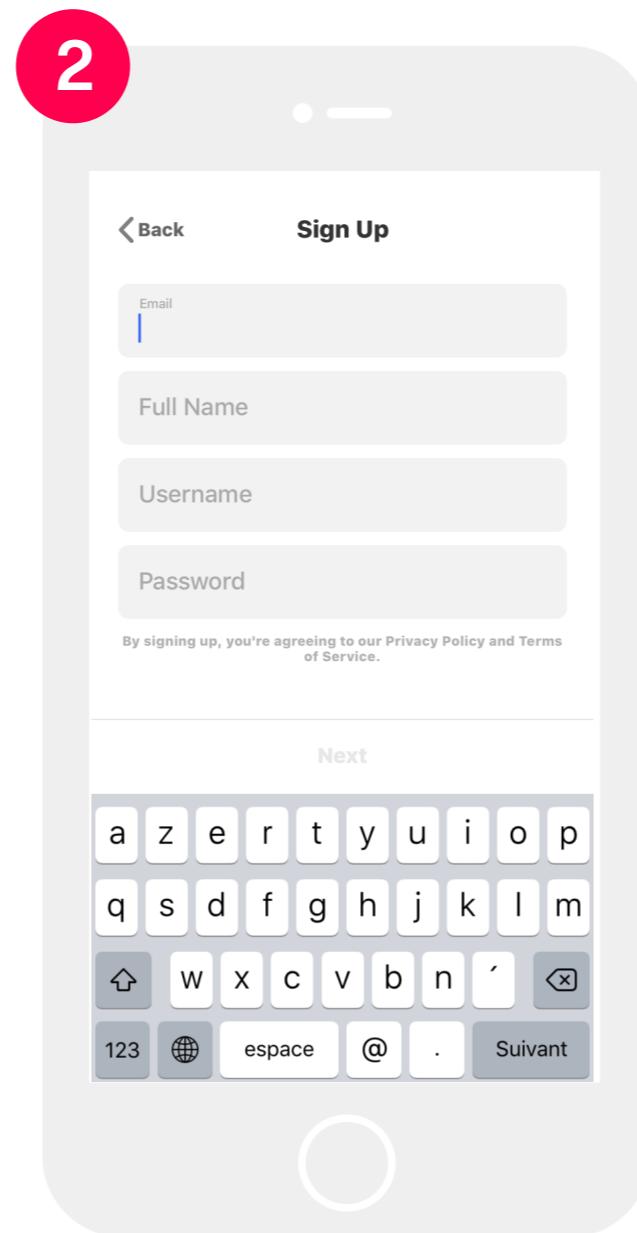
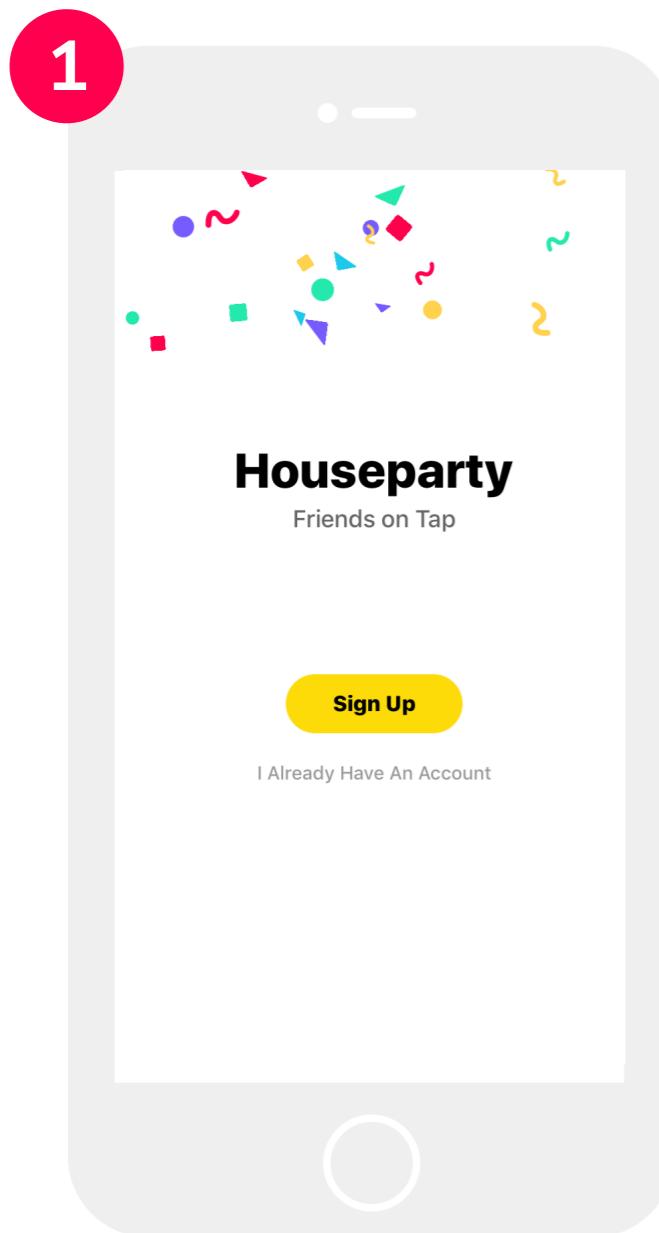
Let's have a look at their **first minute**.

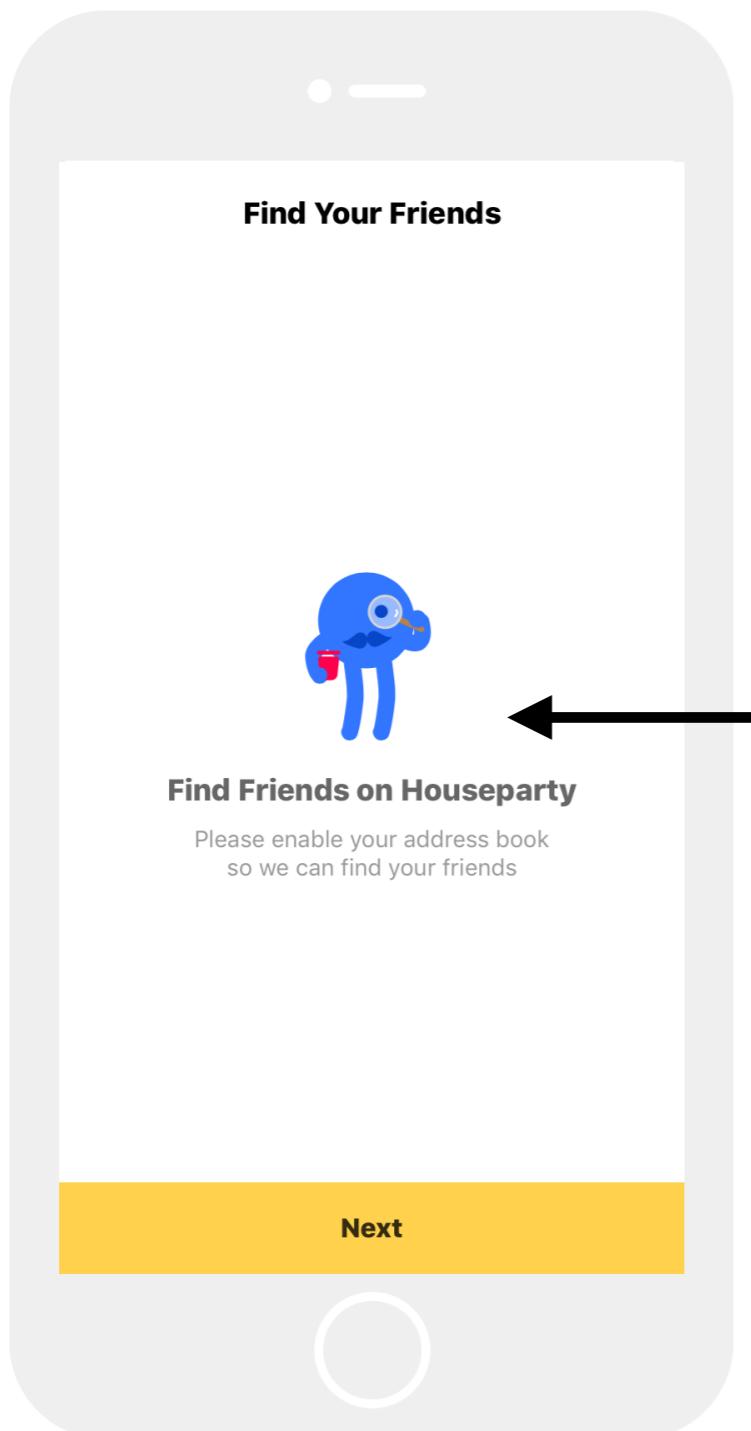


Oh, I just received an invite from my friend Ben!

Let's see how it goes.

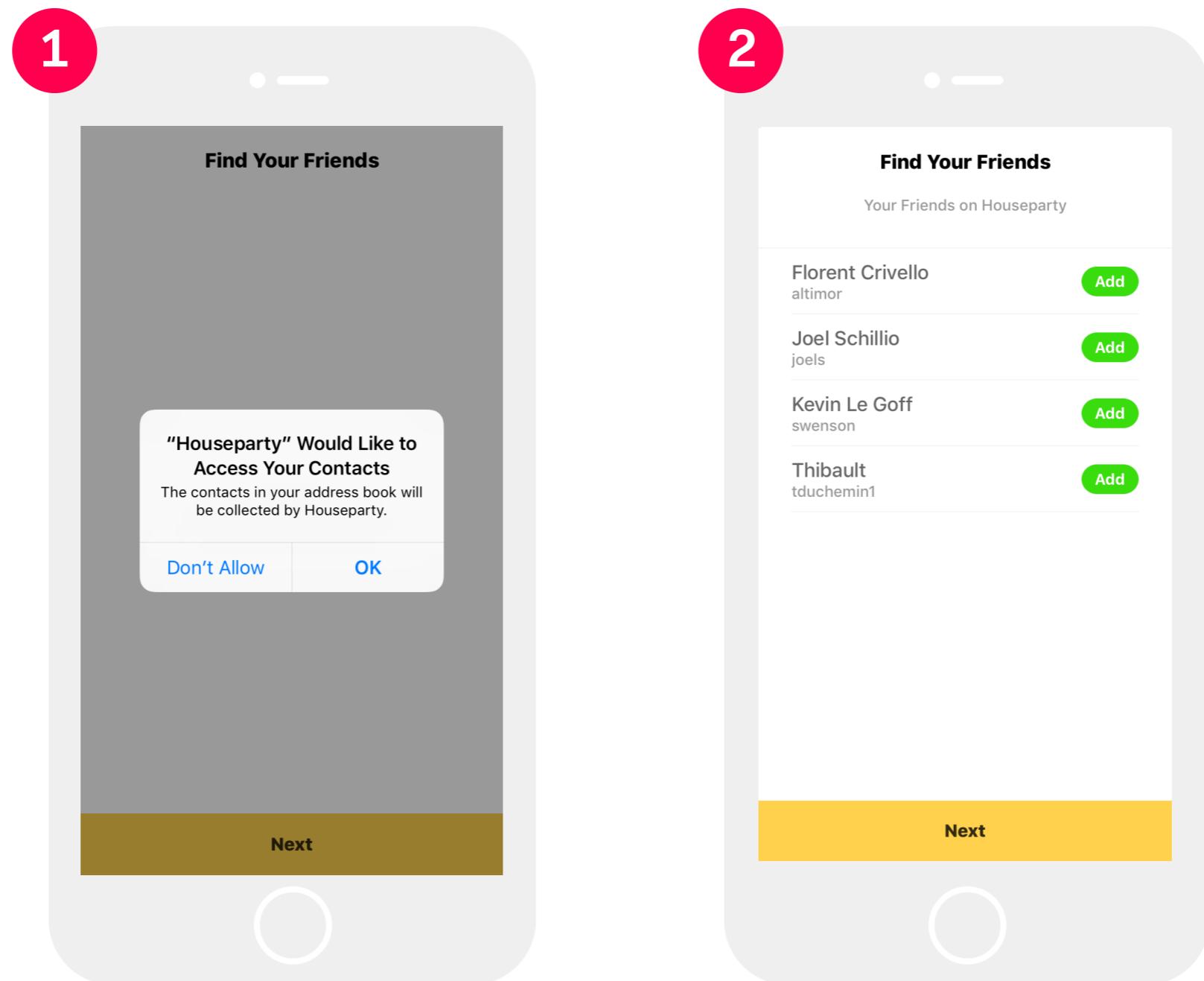
A few seconds to download the app, signup and give authorizations



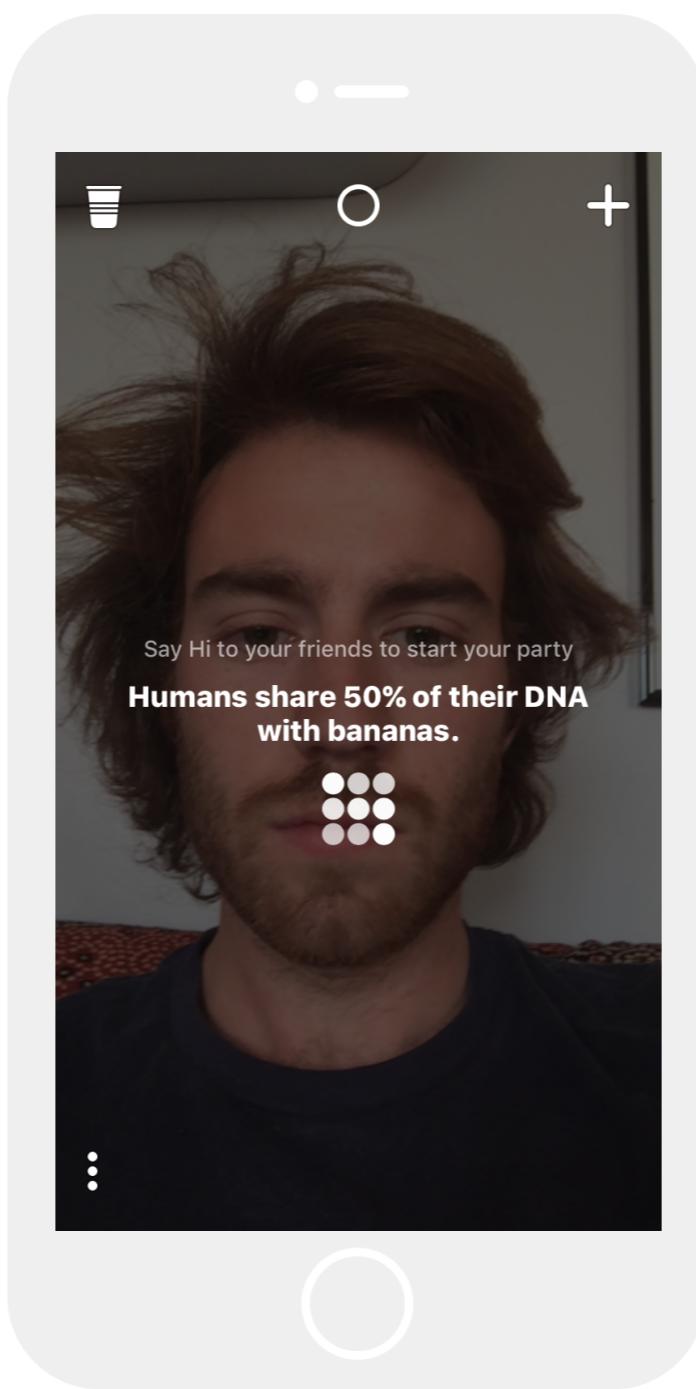


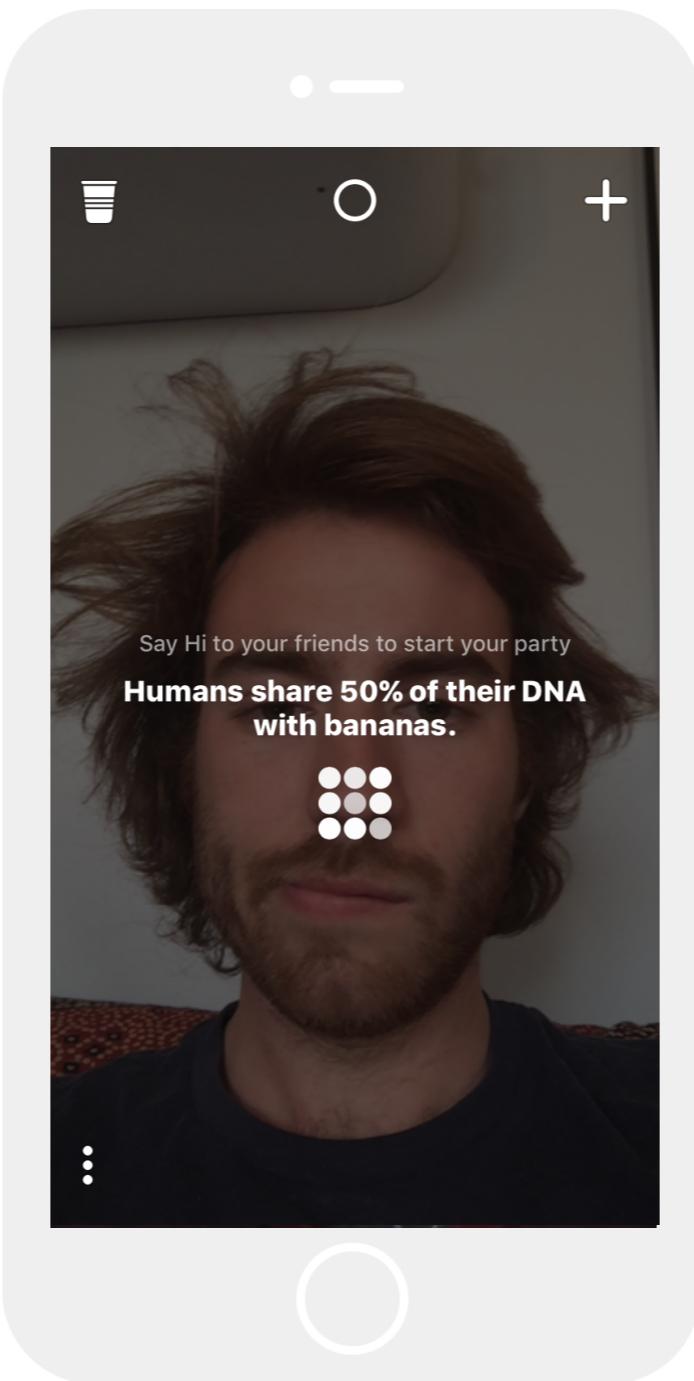
This is where it gets interesting

Before showing me what the app is about, I'm asked to give access to my contacts

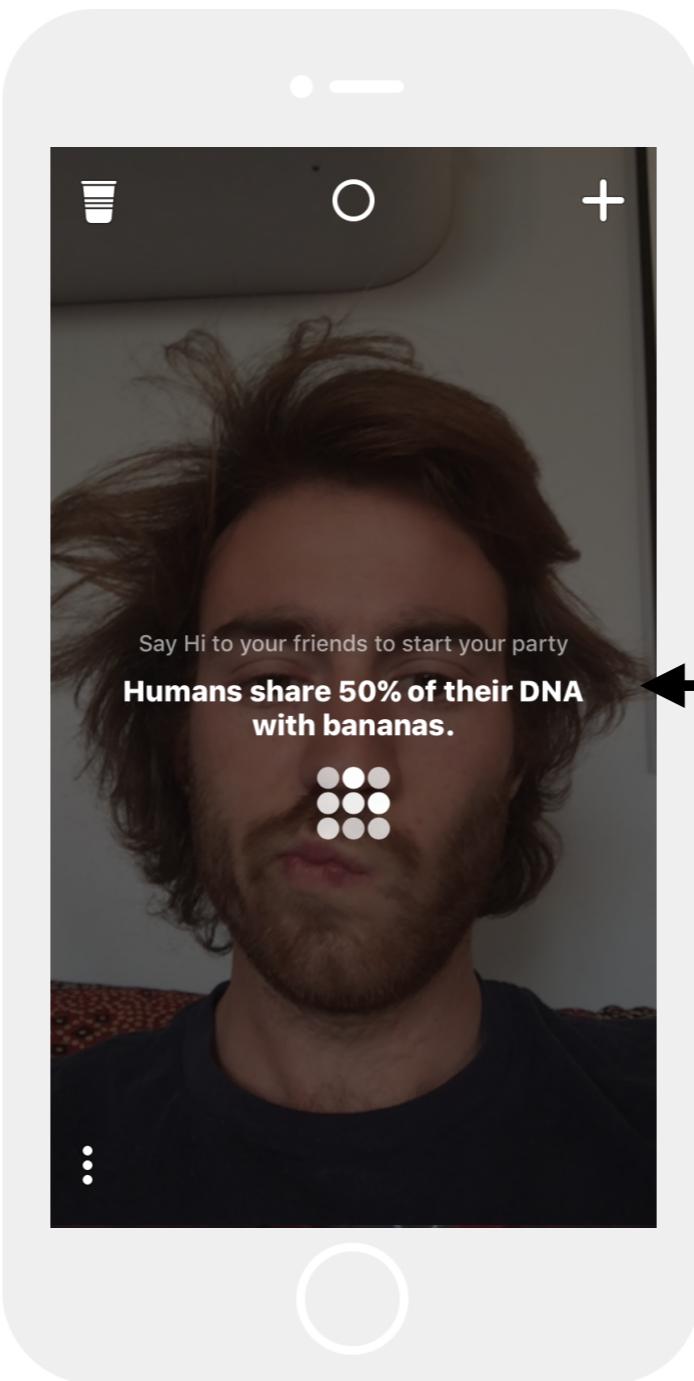


Then I land on this screen



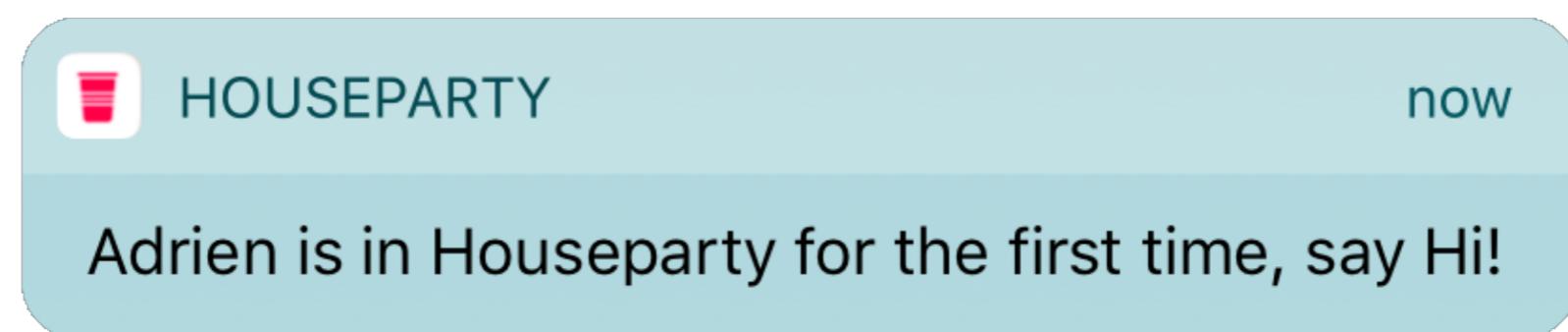
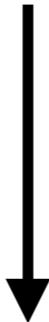


Nothing happens...

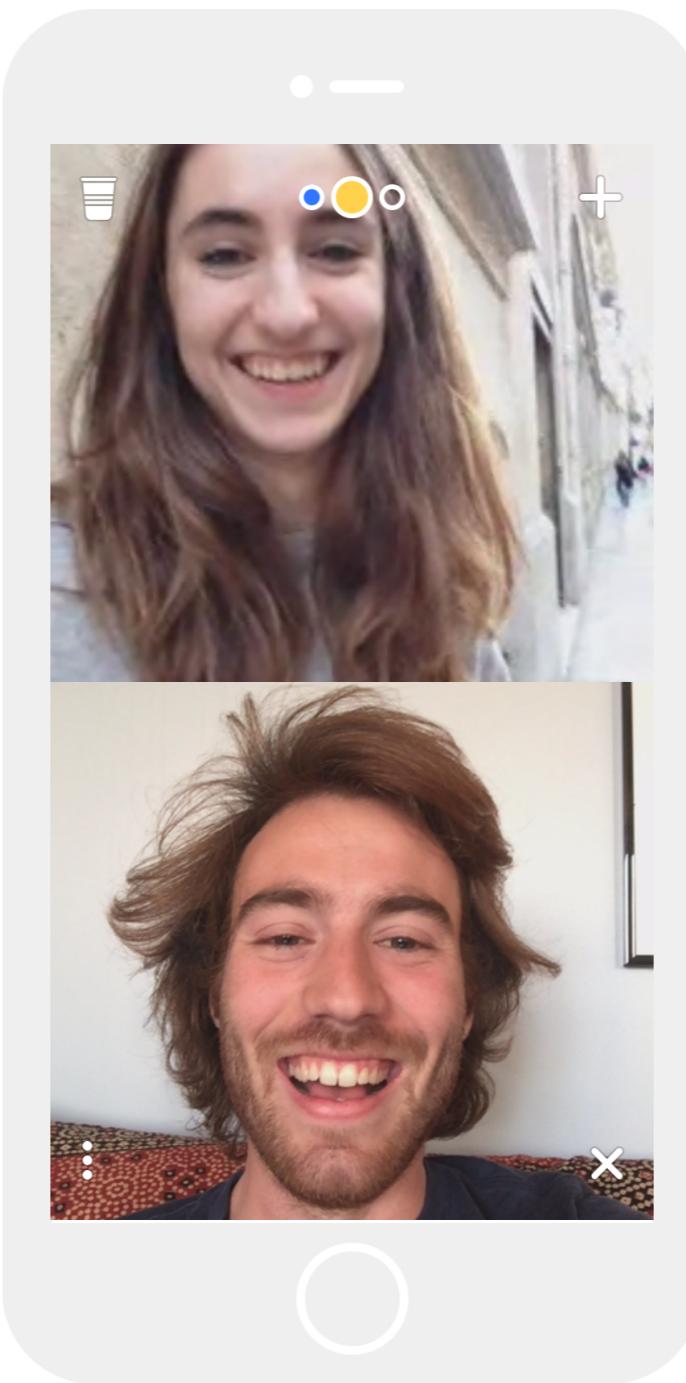


But this random fun fact is kind of funny

What I don't know is that at the same time, all my friends just received this notification!

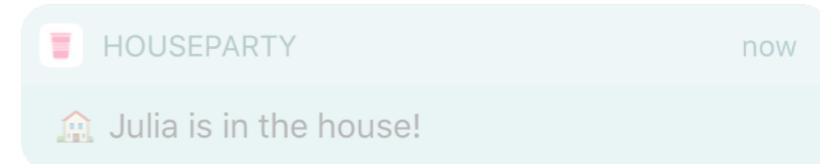
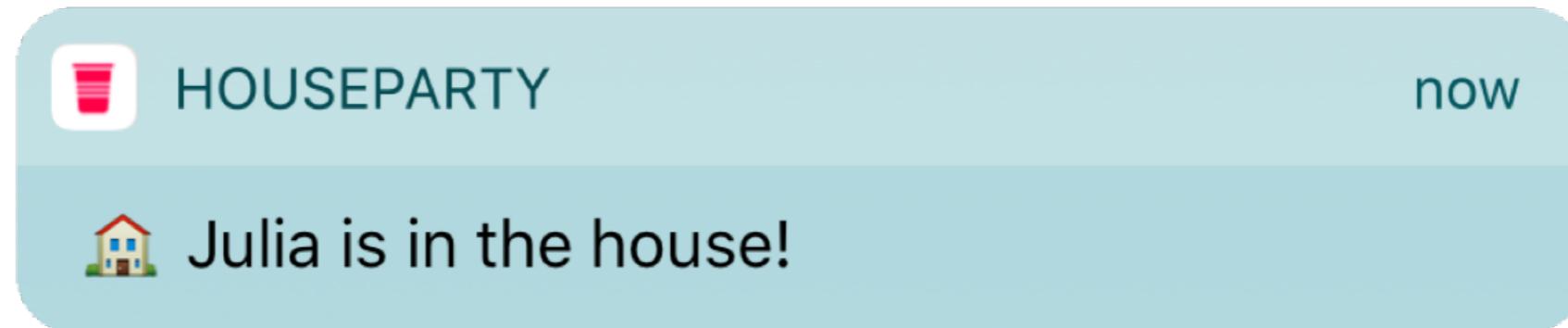
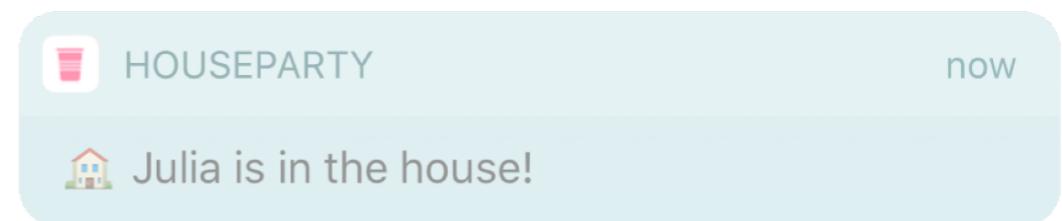


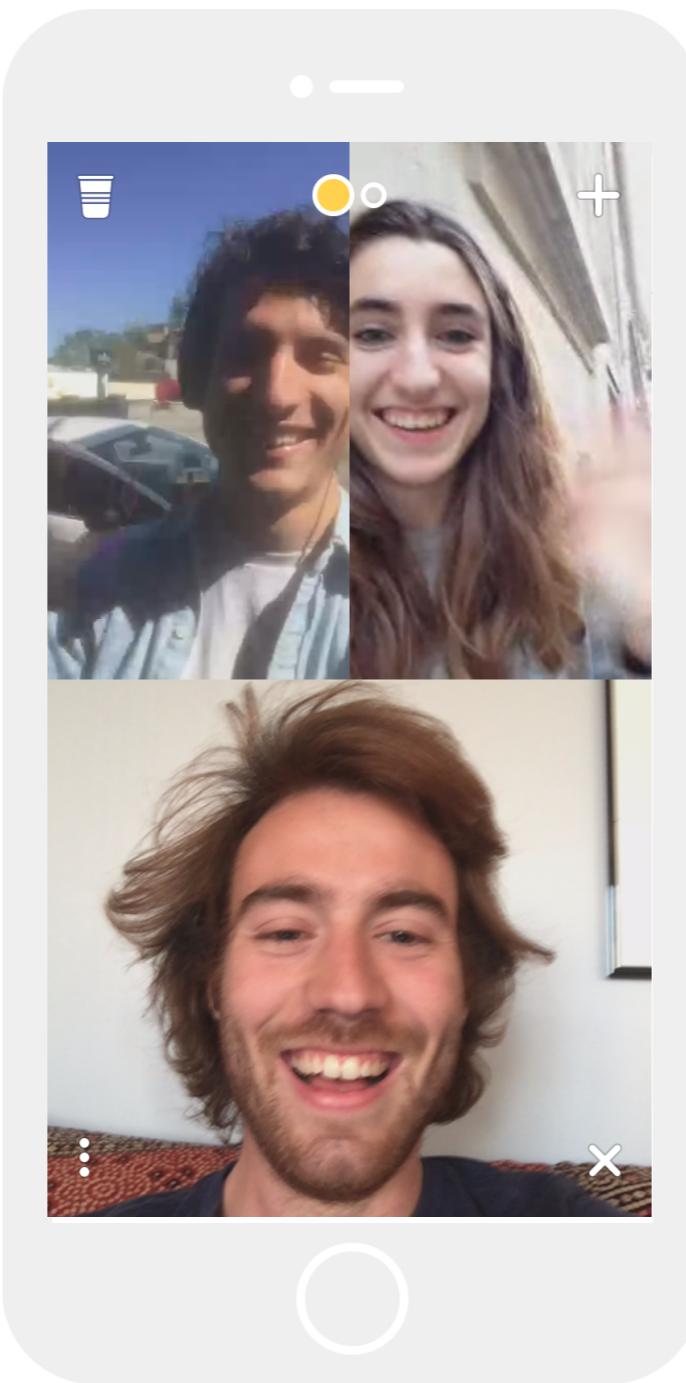
They just have to open the app...



And they are here with me!

When my friends arrive, their friends too immediately get a notification so that they can join the party!

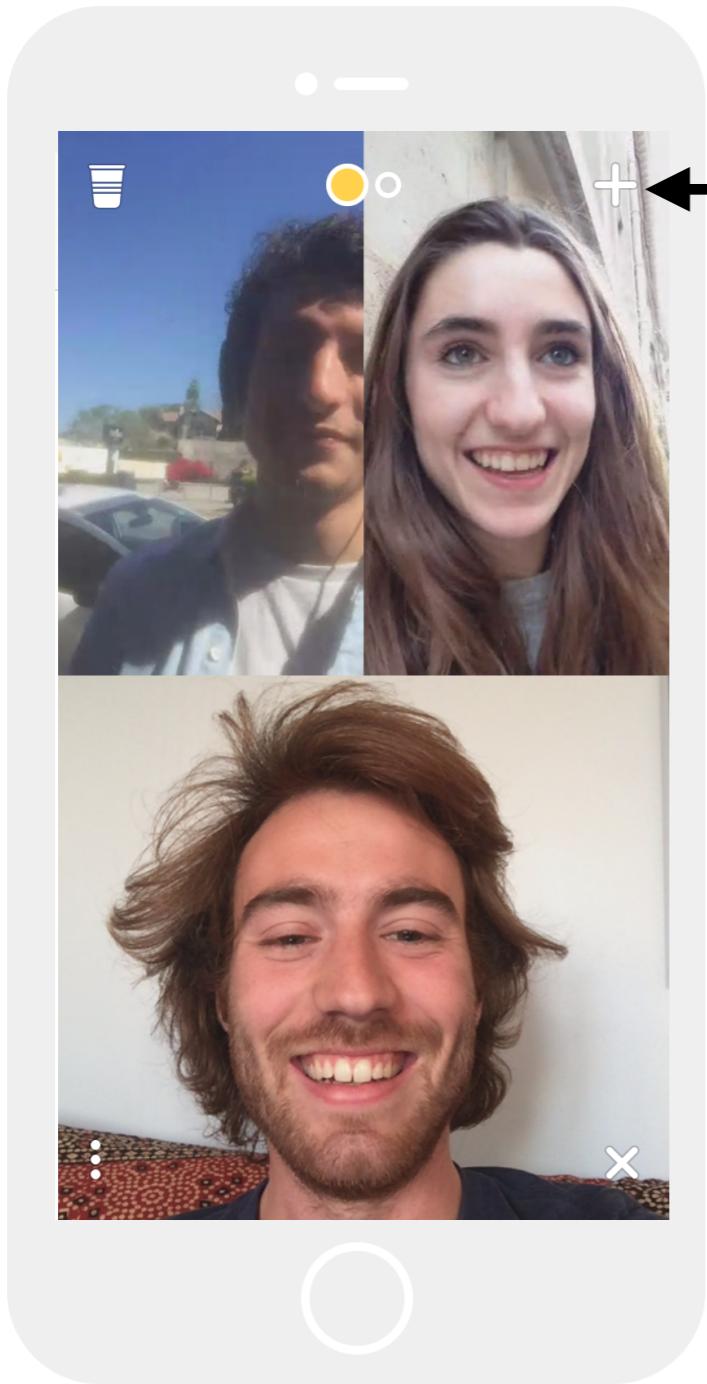




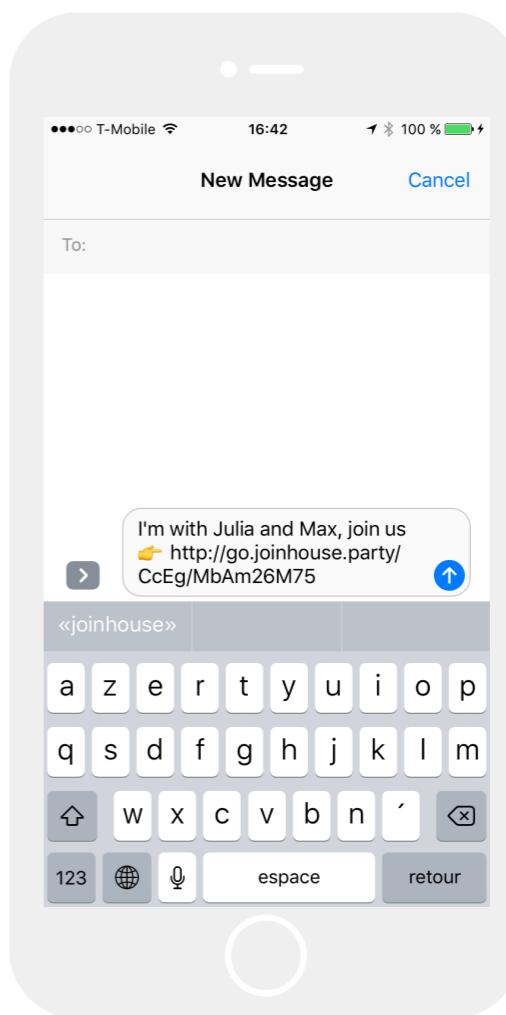
Less than a minute into the app and I'm already having fun with two friends!



A fun crowd of friends welcoming you is the best first experience you can have.

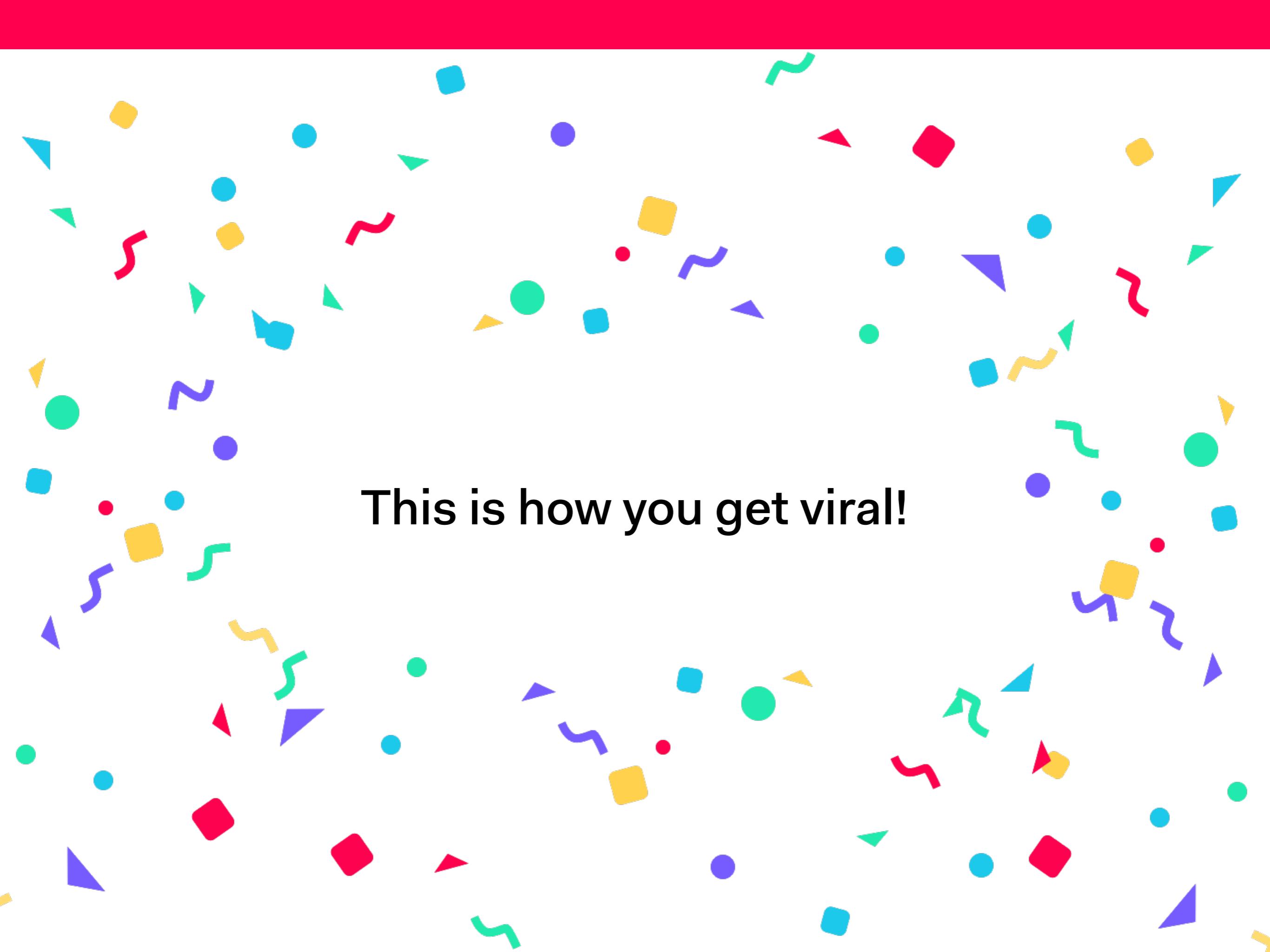


And I'm only one tap away from inviting new friends that are not yet on the app!



The Houseparty **formula**:

- ✓ Amazing first experience
- ✓ Intuitive product
- ✓ Super easy invite flow



This is how you get viral!



more analyses on [mozza.io](#)