



# how Zenly nailed it

Location sharing apps  
have been around for a  
long time.

# You can find dozens of them on the App Store.



OMW - on my way - share yo...



myLocation - The easiest...



zLocation safely name and shar...



Reach Me:  
Location Sharing



Location  
Manager Pro -...



PlaceTrack - family tracking...



Glympse - Share GPS location...



GPS Location  
Tracker for...



FollowMe:  
Family Locator...



Location  
Sharing+...



Find Me! - share my GPS...



Loccate Tracker  
- Share your...



Radar - Location  
Sharing



Share My  
Location (No...



Meet Me Here - Social Location...



GPS Location  
Utilities

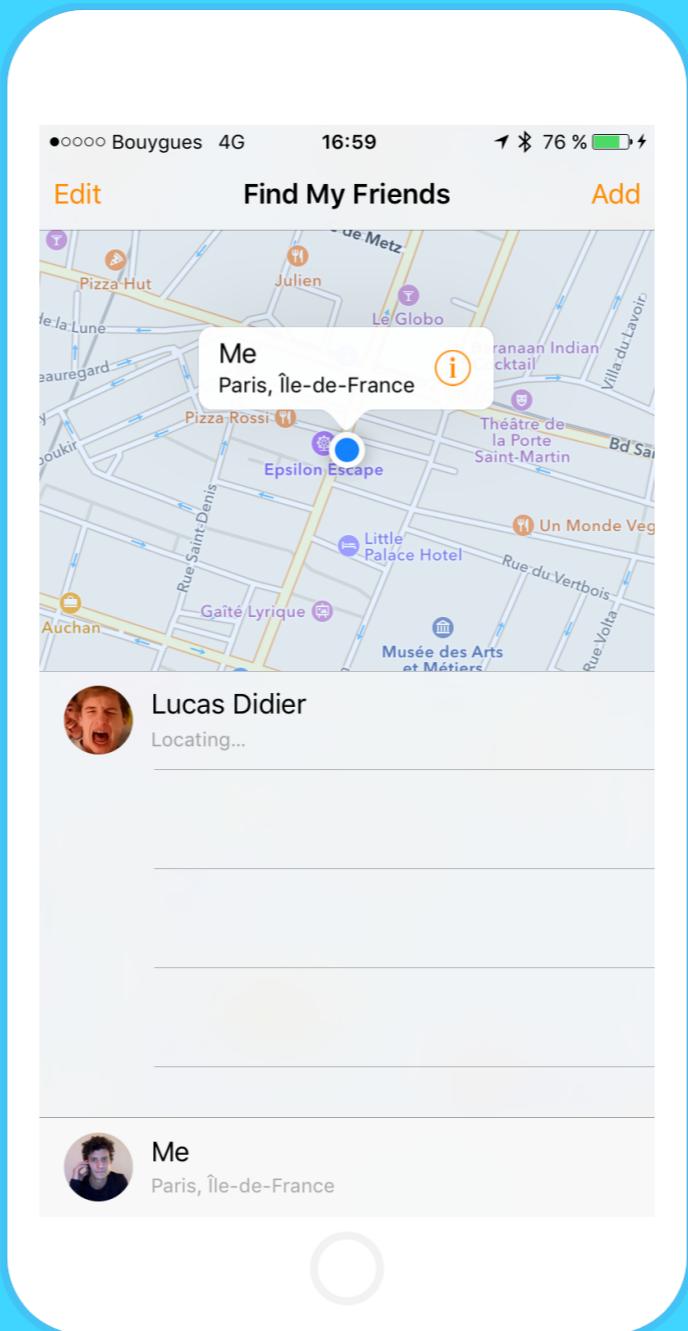


Tracku Friend  
Tracker



Where The Hell  
Are You? -...

# Even Apple has one.



I have 1 friend on it.

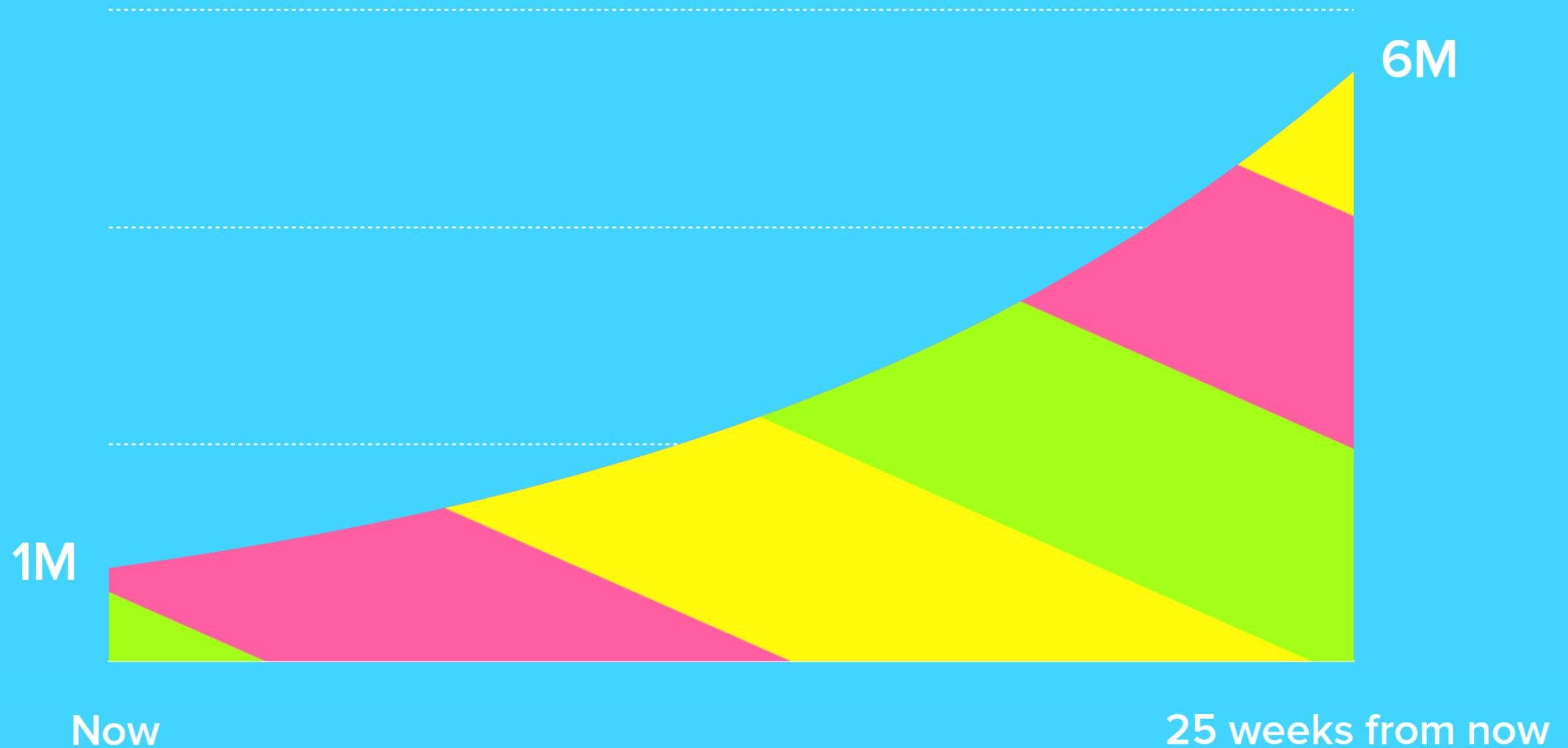
@mxbraud

But Zenly is the only one  
with an exponential growth.



8% weekly

If it continues that way, it will have  
6M users by the end of the year.

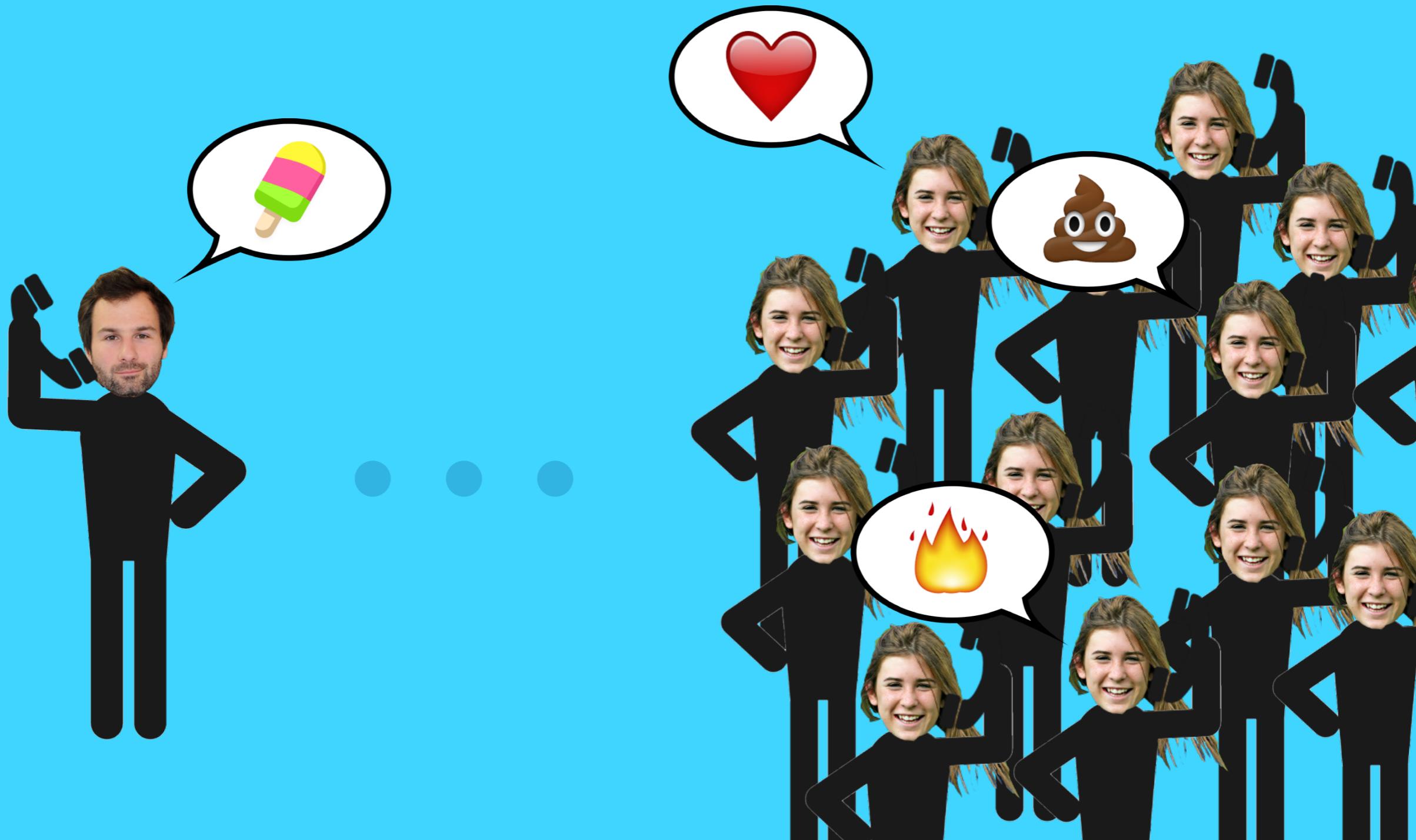


# What is their secret?



They talk to  
their users.

Zenly's COO called 5000 users  
over the past year.





He understood the  
reasons why people don't  
use location sharing apps.



it's creepy



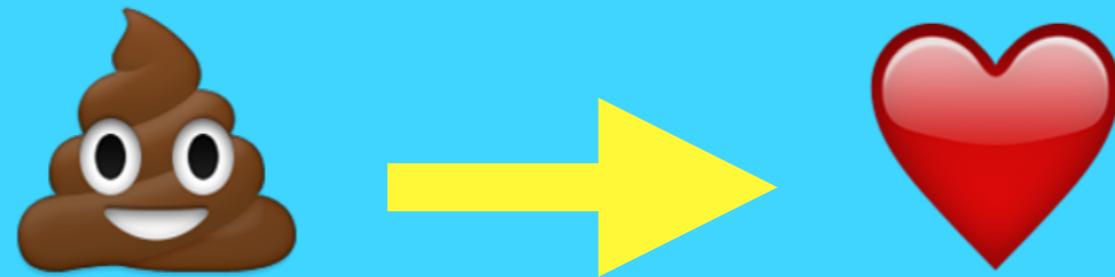
it kills my battery



my friends are not on it



it's not really amazing



The team iterated on  
its product until these  
problems fade away.

# Let's see how!

1

1

it's creepy

2

it kills my battery

3

my friends are not on it

4

it's not really amazing



What a classic location  
sharing app feels like.

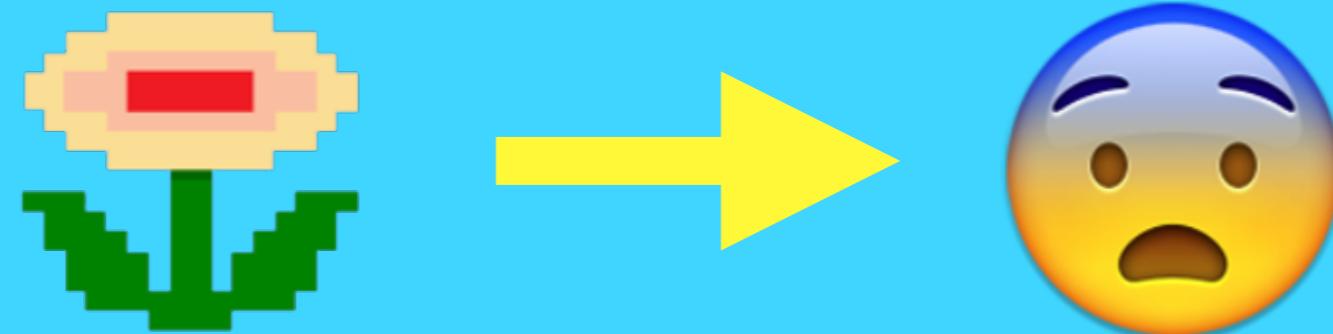
A photograph of two young men outdoors. The man on the left has curly brown hair and is laughing heartily, holding up a chocolate-covered ice cream bar. The man on the right has dark hair tied back and a beard, looking directly at the camera with a neutral expression, also holding an ice cream bar. They are standing in a field with hills in the background.

What Zenly feels like.

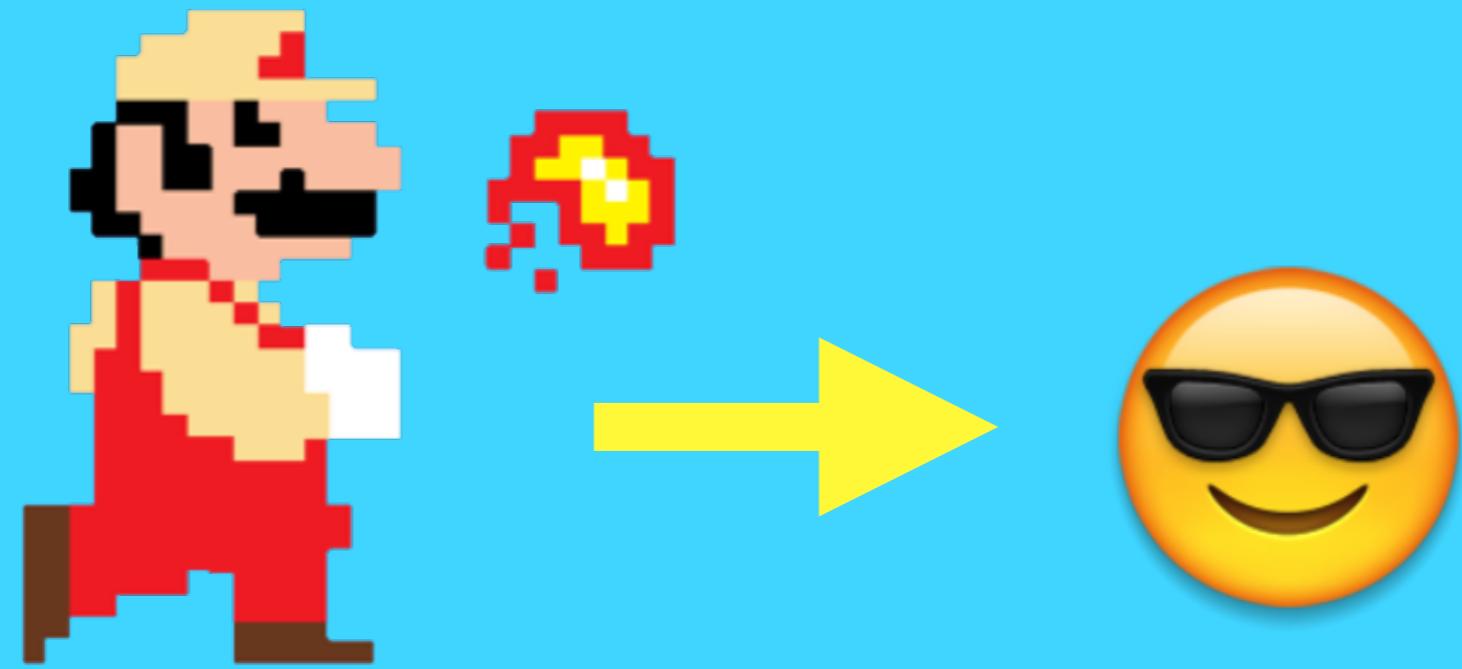


Zenly's branding is about the  
experience, not the features.





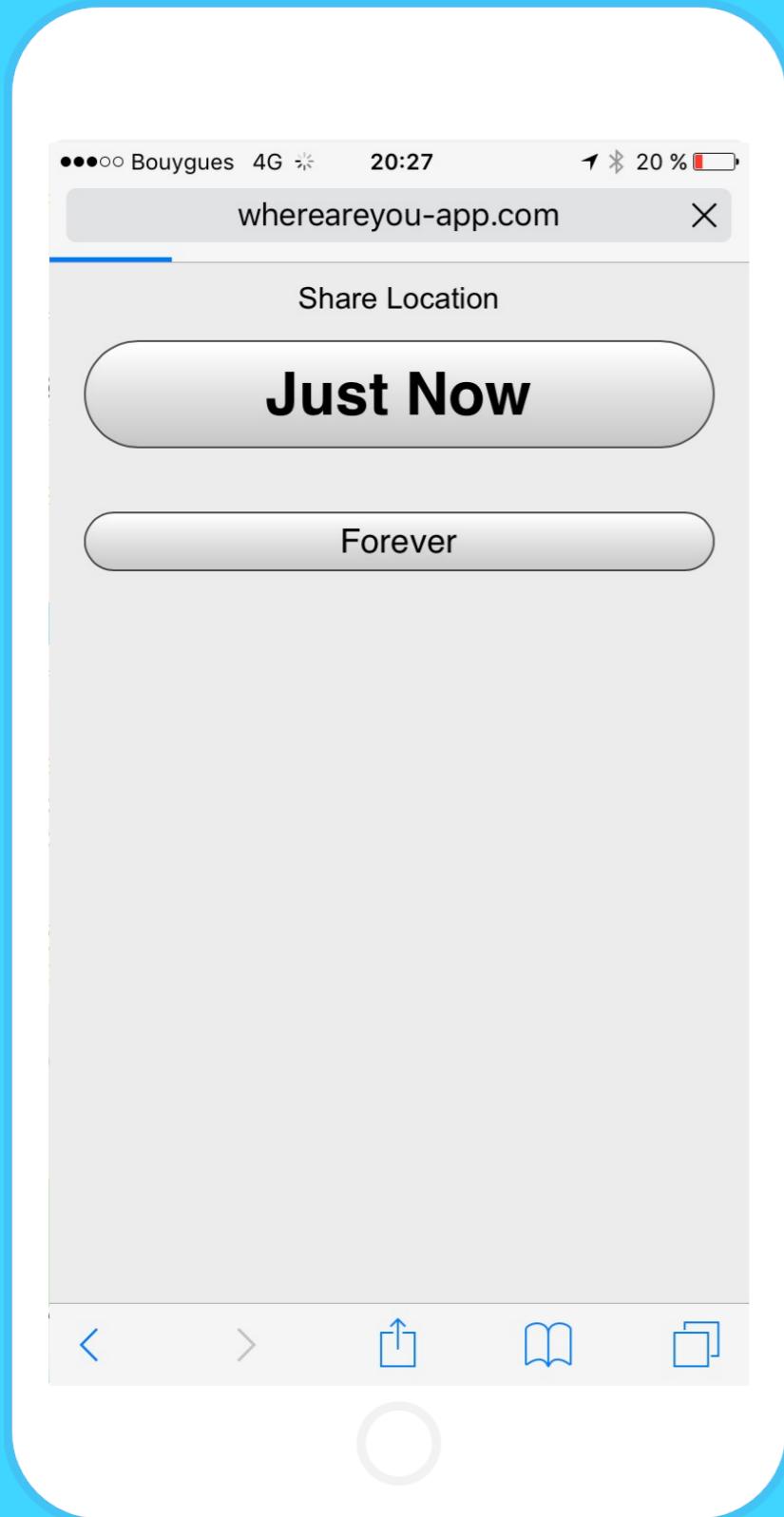
"We're going to locate you  
and your friends"



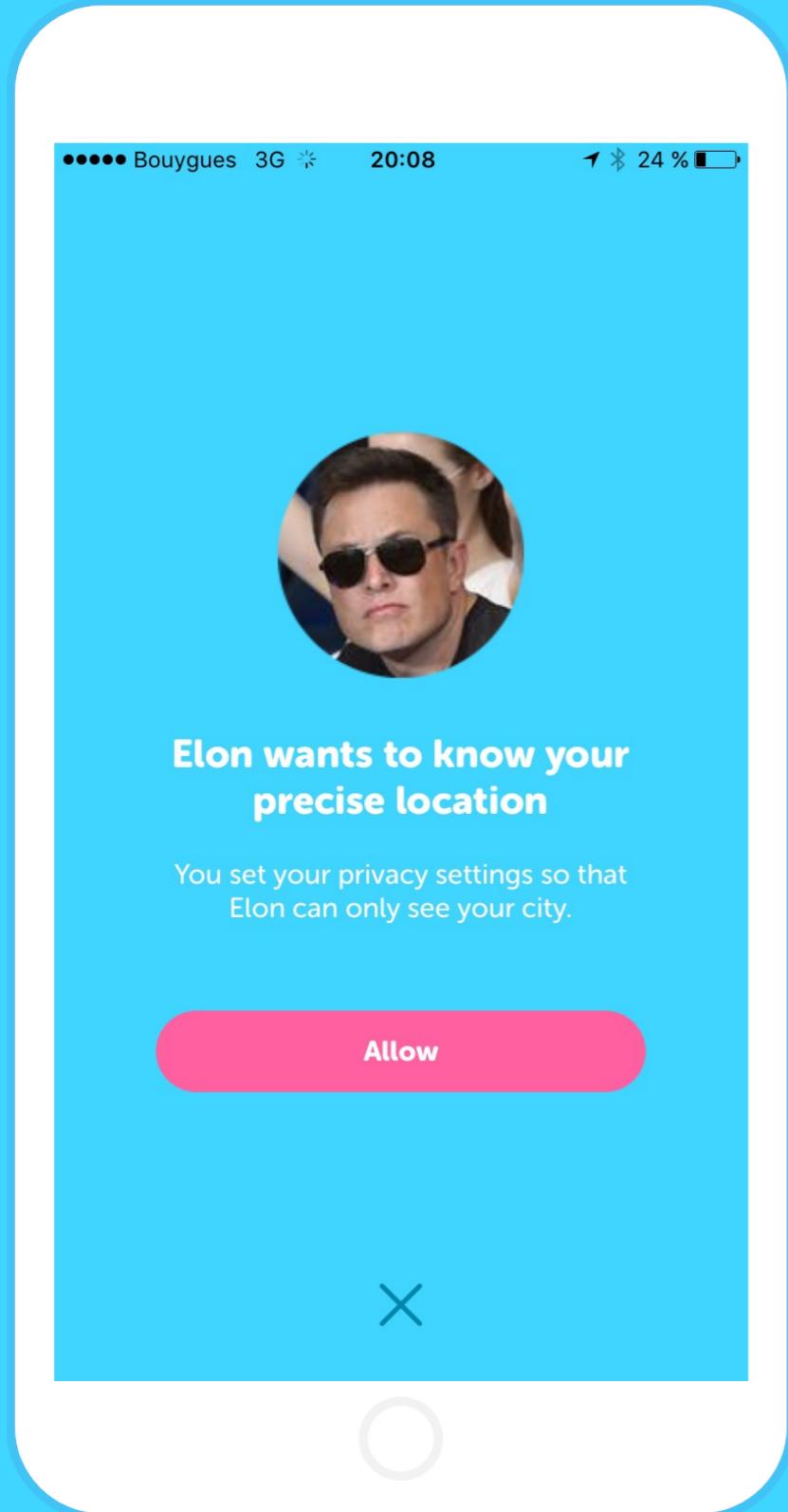
"You're going to spend good  
times with friends"



It's very cautious with how it  
asks for your location.



"Who am I sharing my  
location with? Better not  
touch that button"



"My bro Elon wants to  
know where I am. Such  
a nice guy!"



Your friends and family are the  
only people you trust enough  
to give access to your location.

**Elon wants to know your  
precise location**

Your contacts prompt you to  
access your location. Zenly  
asks nothing.



Zenly talks like a human, not  
a cold robot spying on you.

Messages you get when you open the app:

Oh yeahhhhh.

I vote for you!

**AWESOME!**

Bonjour!

You made it! Give  
yourself a hug.

Hola, amigo!

Welcome back  
Superstar!

Have fun today!

@mxbraud

It even shows you love in settings  
by singing you a song.



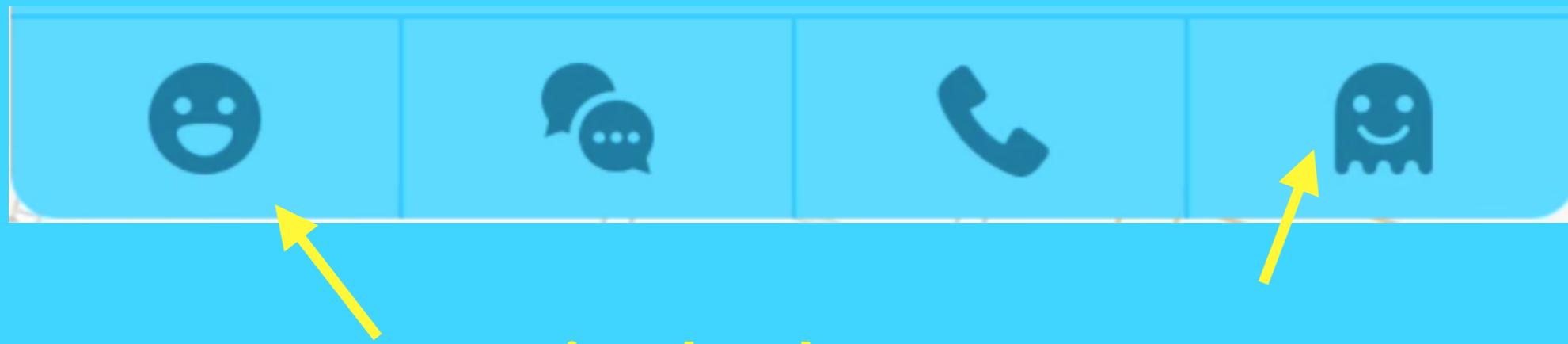
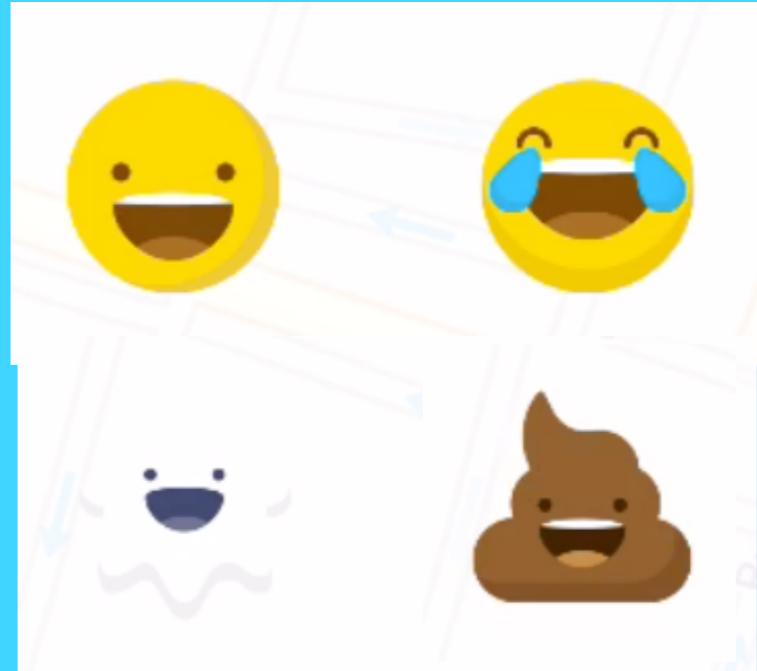
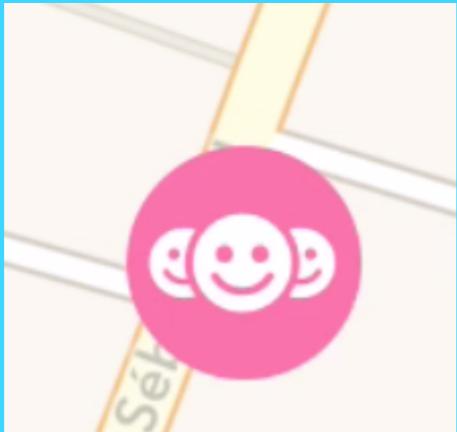
tap here in the app to  
get your love song

In a stroke of genius, you joined Zenly, on a bright morning of May 2016. It's been 62 days since then and our love for you has never faltered.



It uses a friendly and fun  
imagery to prove sharing  
your location is no big deal.

# Smiling faces everywhere!



even in the bottom menu

# + childish and fun colors



A close-up profile of Ron Burgundy, played by Will Ferrell. He has his signature mustache and is wearing a red suit jacket over a white shirt and a blue and white striped tie. His right hand is resting against his chin, and he is looking slightly upwards and to the left with a faint smile.

NO BIG DEAL

2

- 1 it's creepy
- 2 it kills my battery
- 3 my friends are not on it
- 4 it's not really amazing

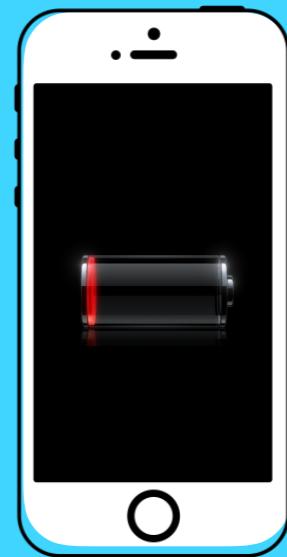
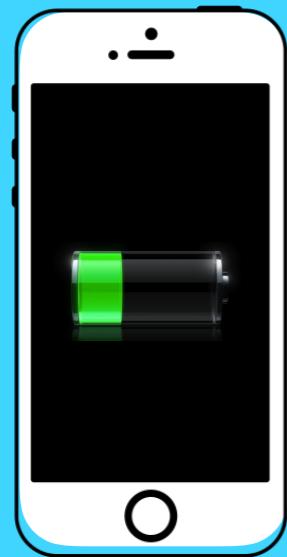


this random location-based game literally kills my battery



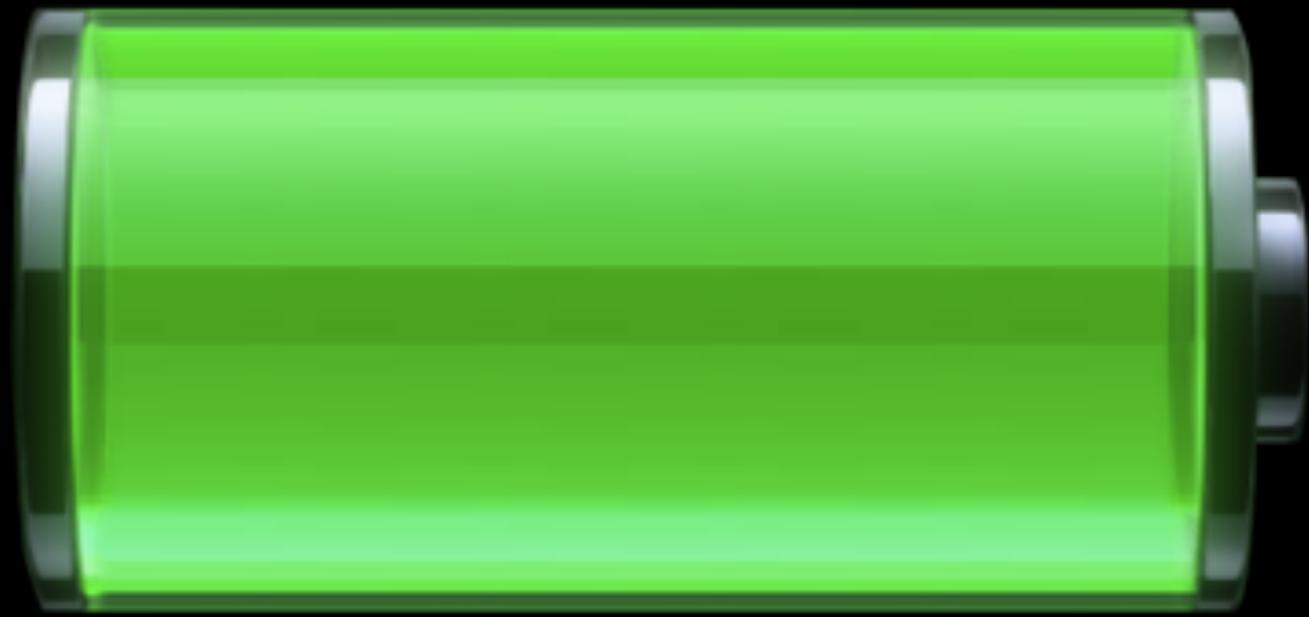
Zenly...not so much

Zenly's developers spent two years working  
on the battery consumption of their app.





They came up with a technology  
that asks for your location only  
when one of your friends needs it,  
which saves A LOT of battery life.



problem solved!

3

1

it's creepy

2

it kills my battery

3

my friends are not on it

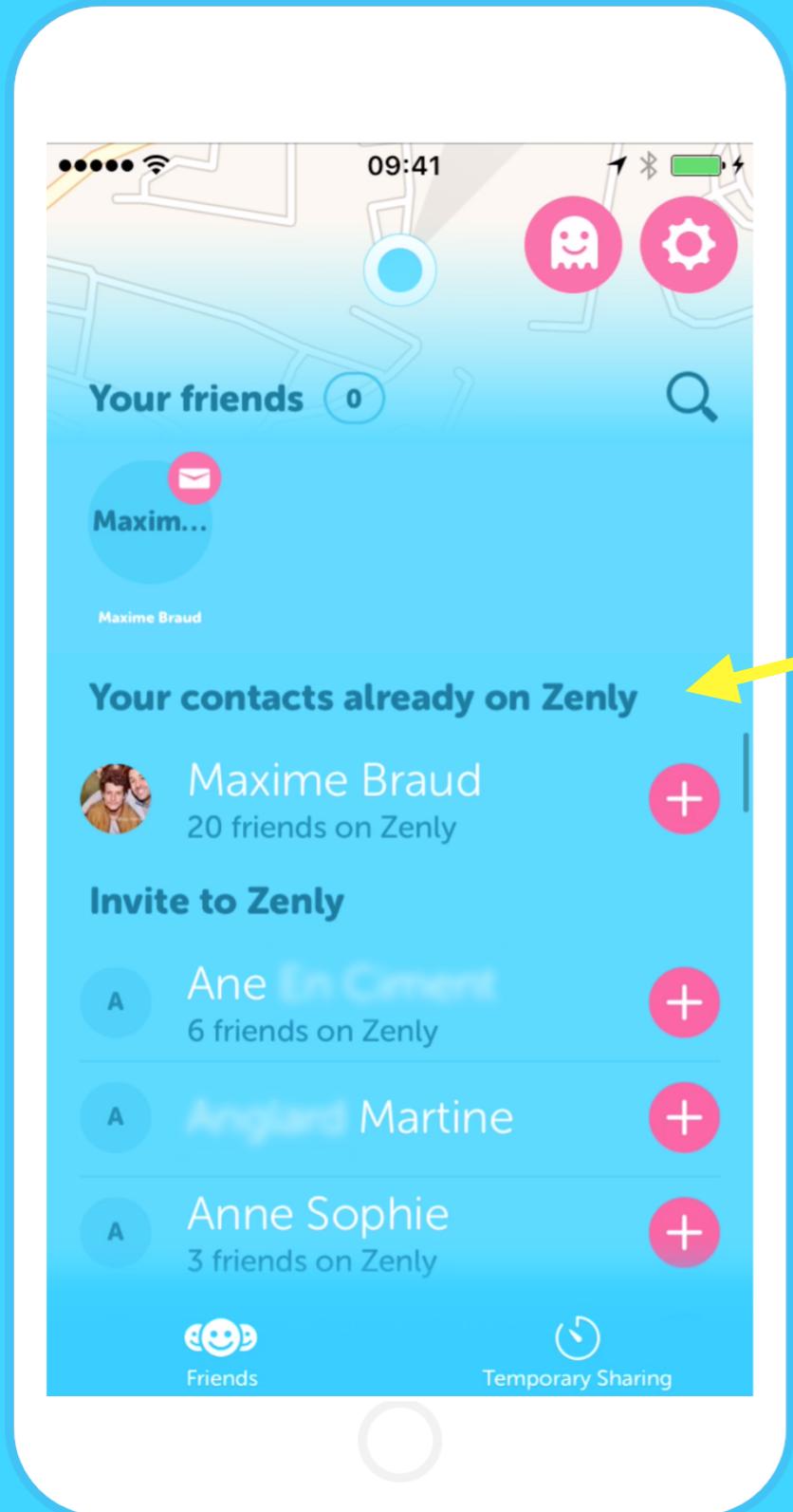
4

it's not really amazing

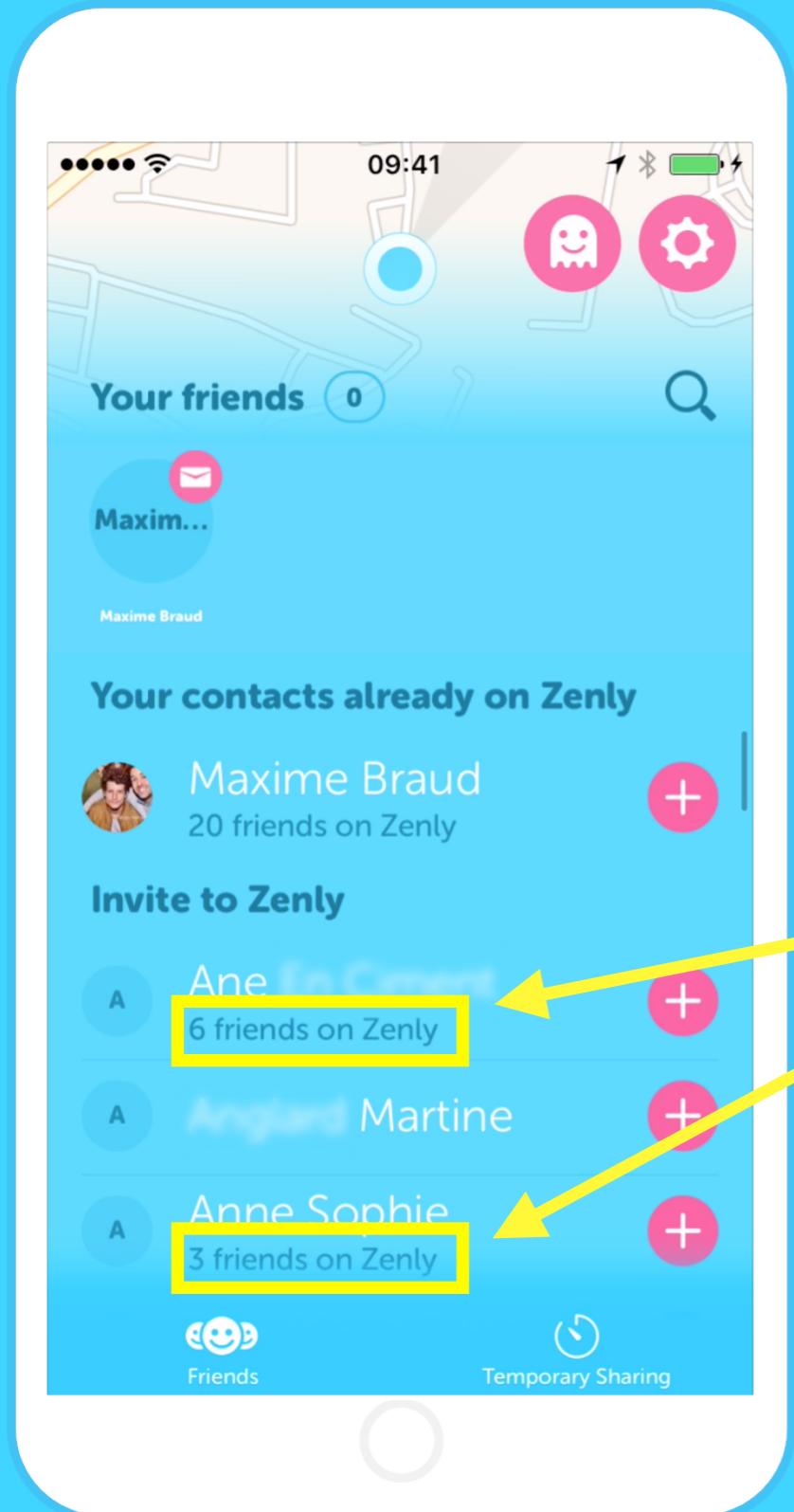
**How many great social networks  
are you not using because well...  
nobody does?**



Zenly integrates growth  
processes directly in its  
product.



It shows you all the friends that you haven't added yet directly under your Zenly friends.



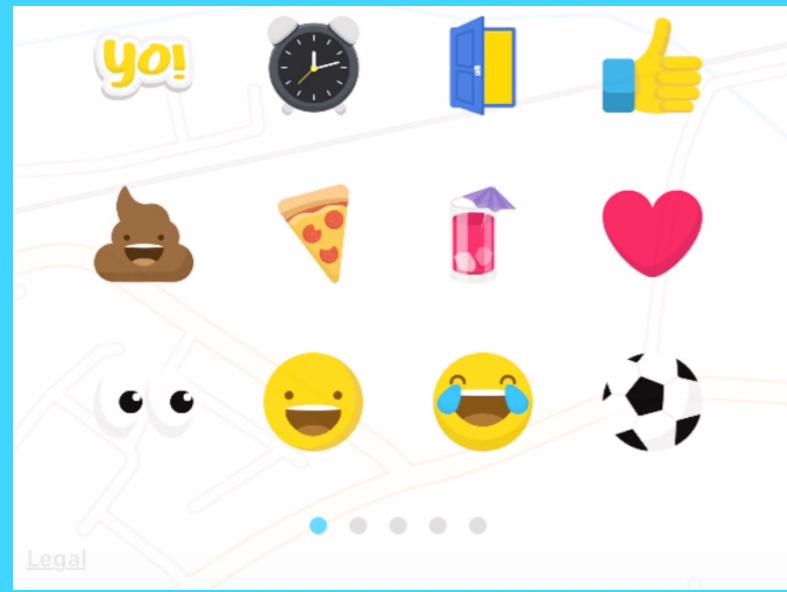
And contacts that have friends on Zenly!

This doesn't mean they are on Zenly but it makes you feel a lot of people are using it.

+ it creates a sort of competition of who has the most friends.



You need to invite friends  
to unlock the best emojis.



Rookie Emojis

To get these emojis you'll need 2 friends!

Add 1 more friend

A section titled "Rookie Emojis" featuring a pair of glasses emoji. Below it is a message: "To get these emojis you'll need 2 friends!". A pink button at the bottom says "Add 1 more friend". The background shows a faint watermark of a map with the text "Ruisseau-La-Barberie".

Fancy Emojis

To get these emojis you'll need 10 friends!

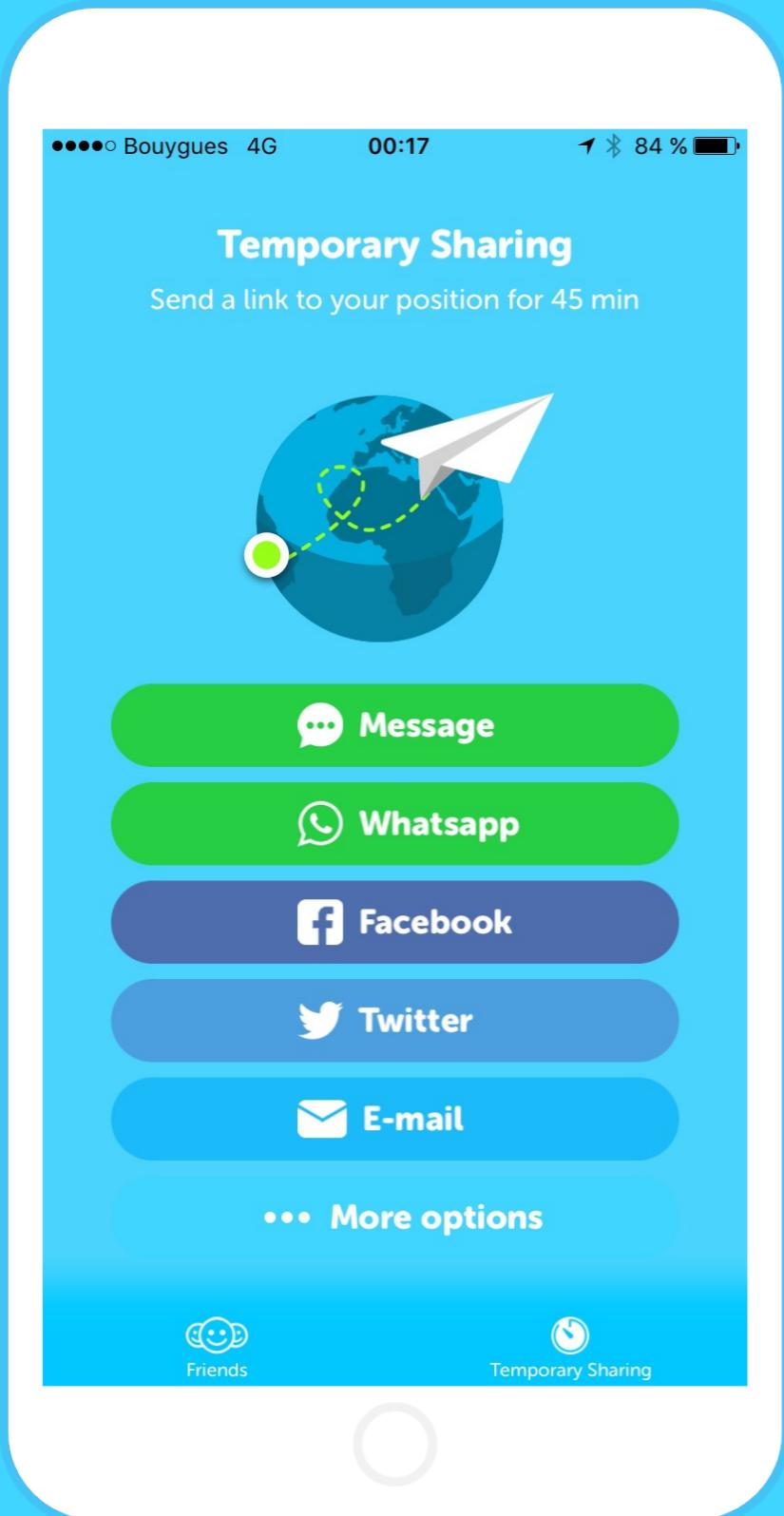
Add 9 more friends

A section titled "Fancy Emojis" featuring a space helmet emoji. Below it is a message: "To get these emojis you'll need 10 friends!". A pink button at the bottom says "Add 9 more friends". The background shows a faint watermark of a map with the text "Ruisseau-La-Barberie".

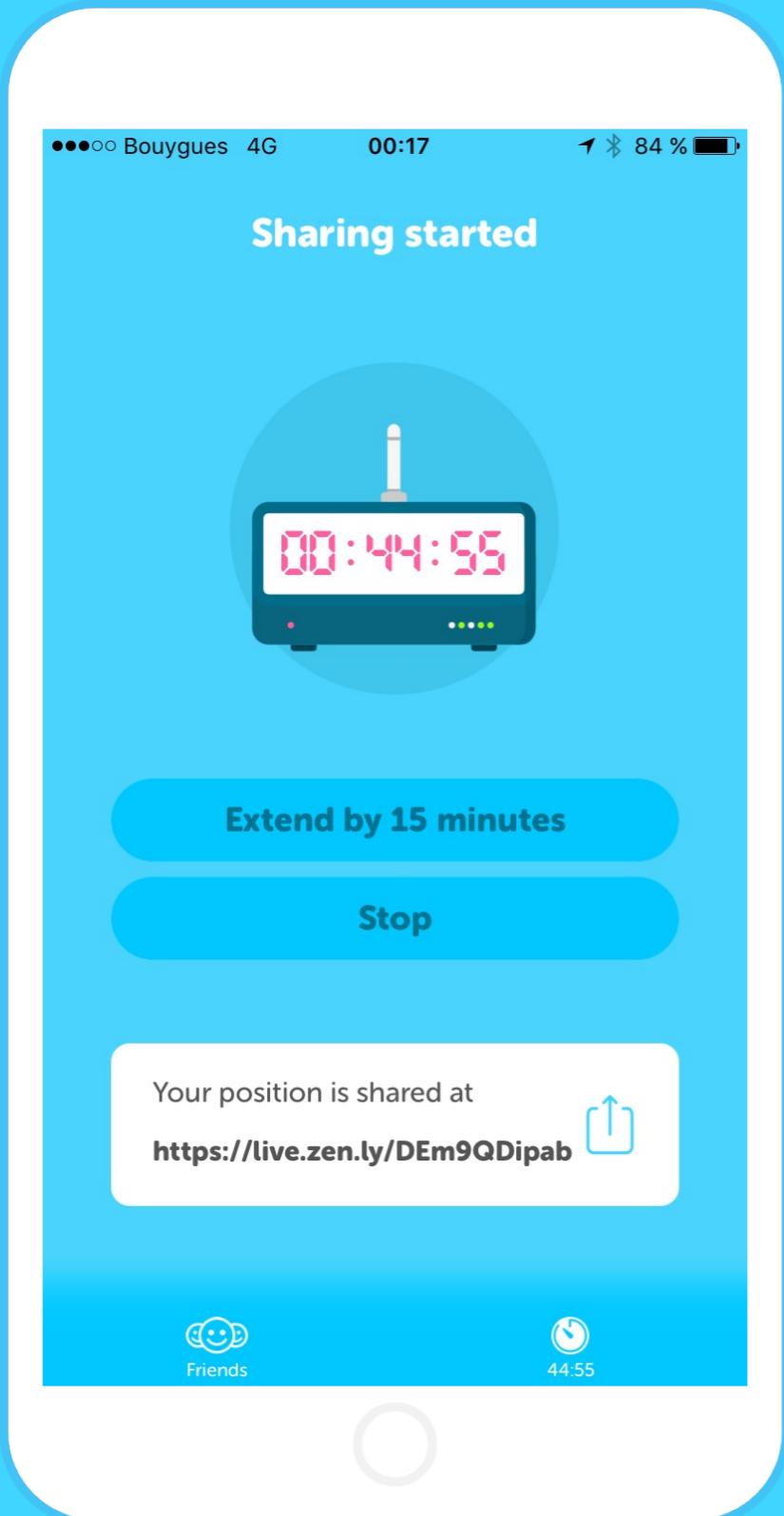
They want every active user to have at least 10 friends on it. This is a way to achieve it.



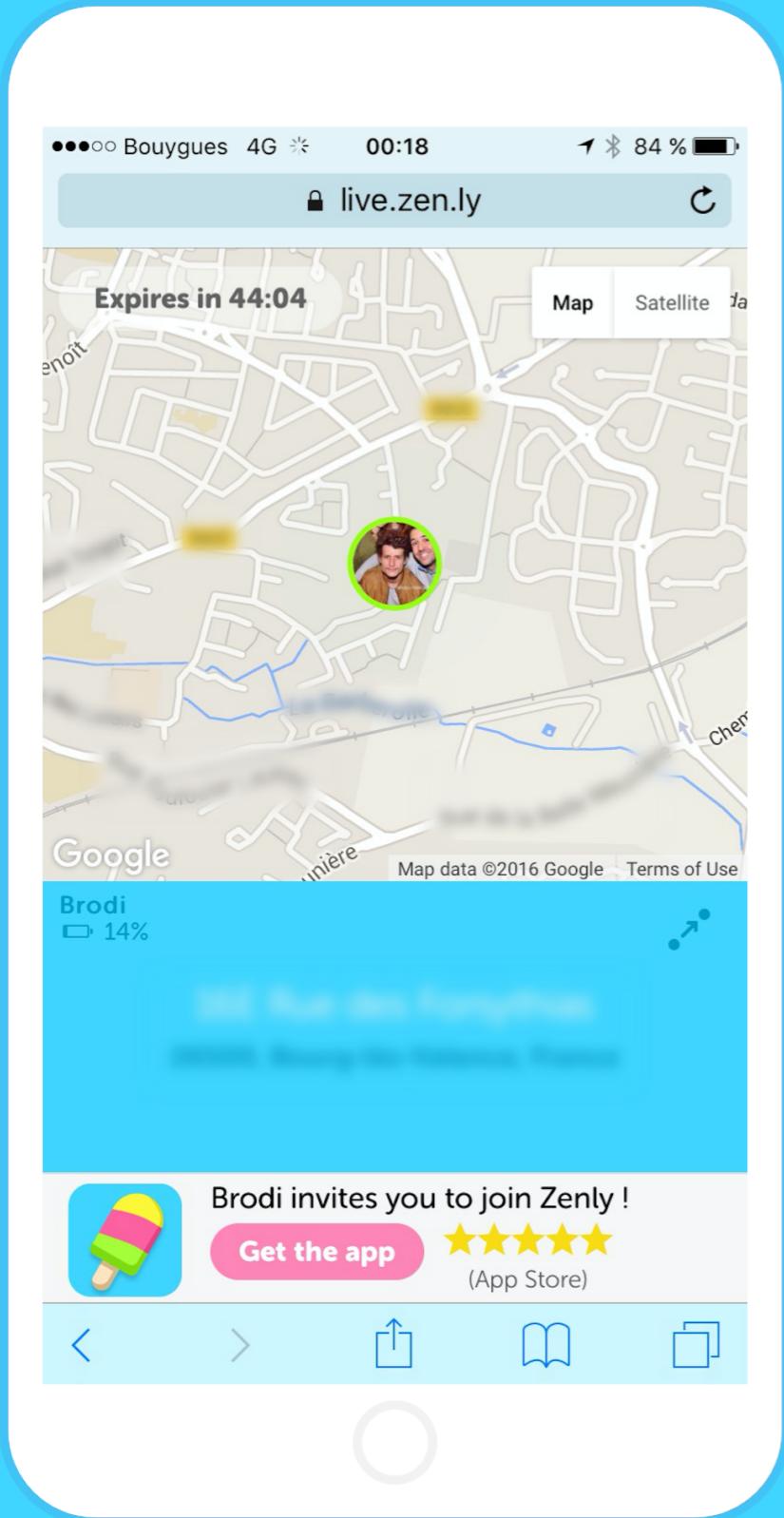
It lets you share your  
position with friends that  
are not on Zenly.



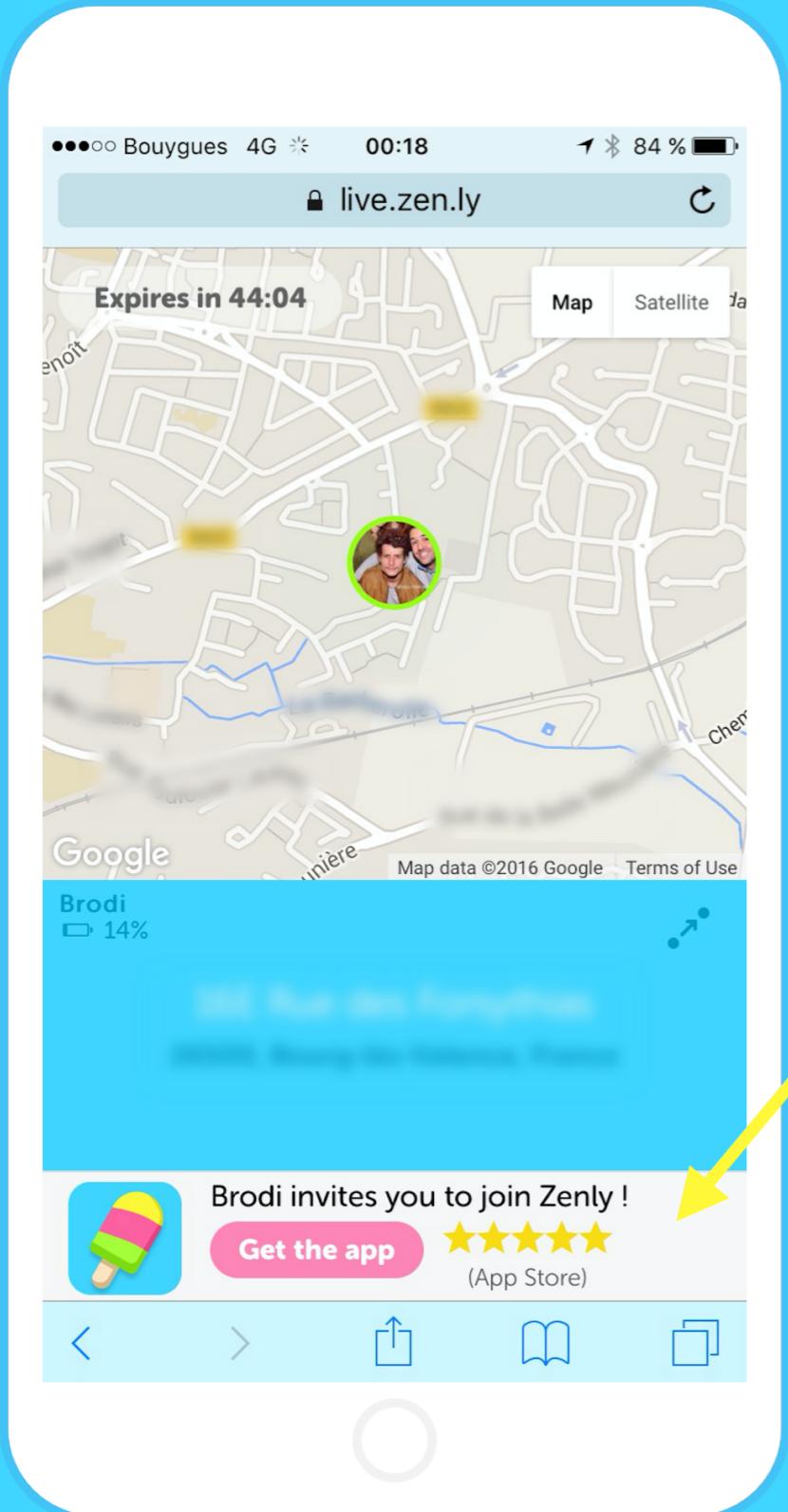
You can share your position  
for the next 45 minutes.



This makes the app more useful from the beginning, when you don't have many friends.



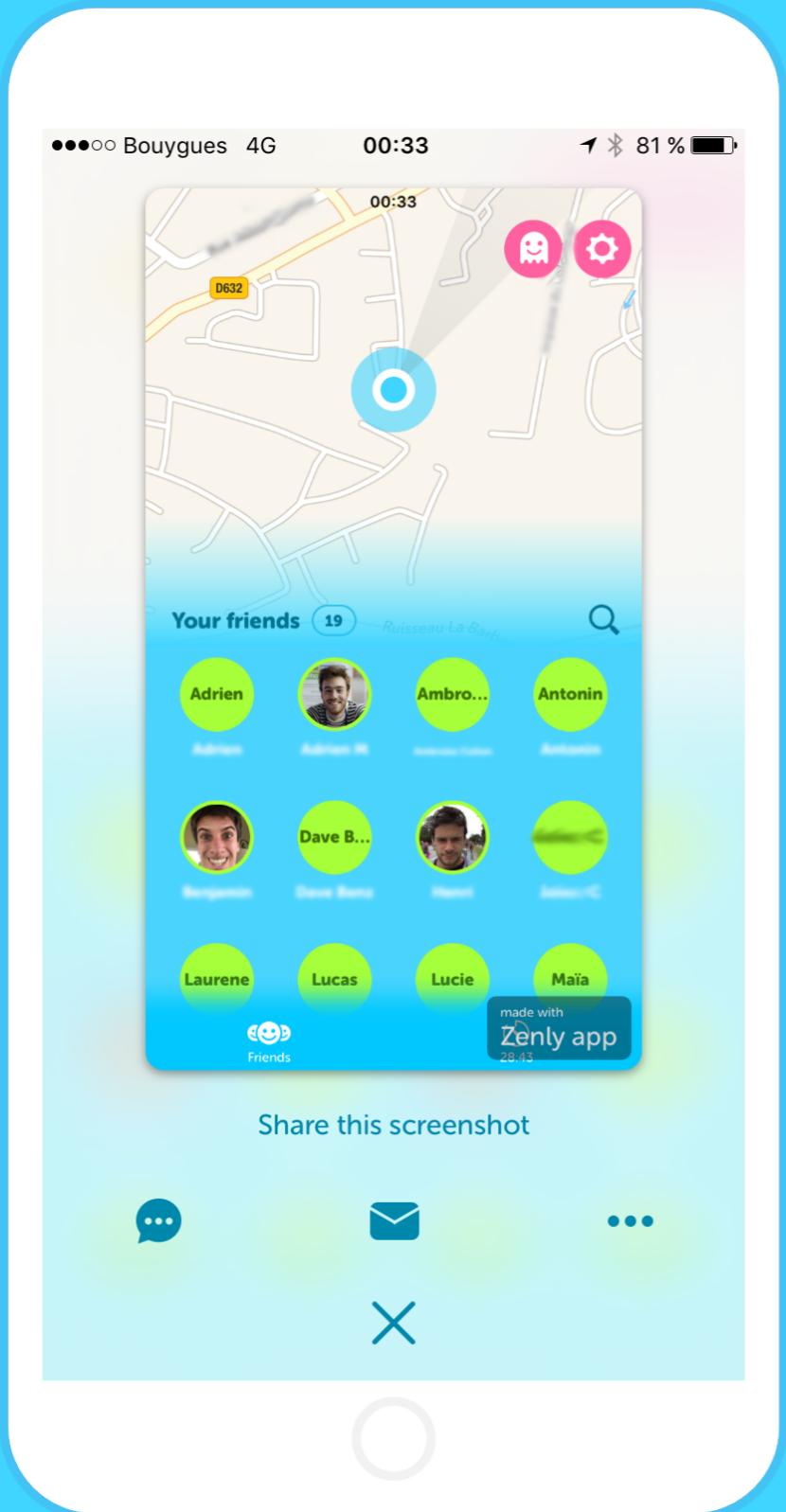
And your friend gets a glimpse of what Zenly is by experimenting its main feature.



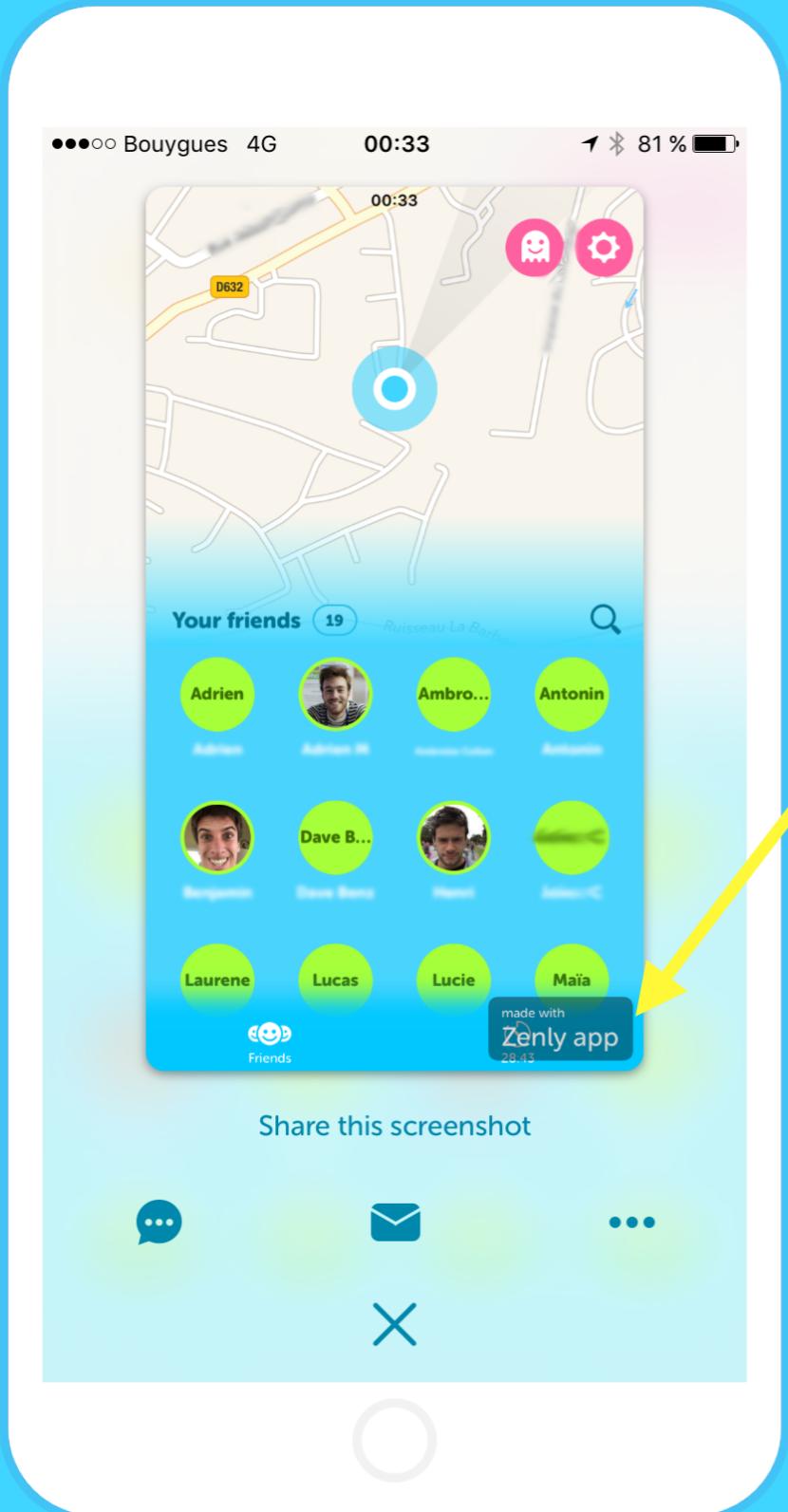
With a clear CTA to download the app!

Wait... I never invited anyone to join Zenly!

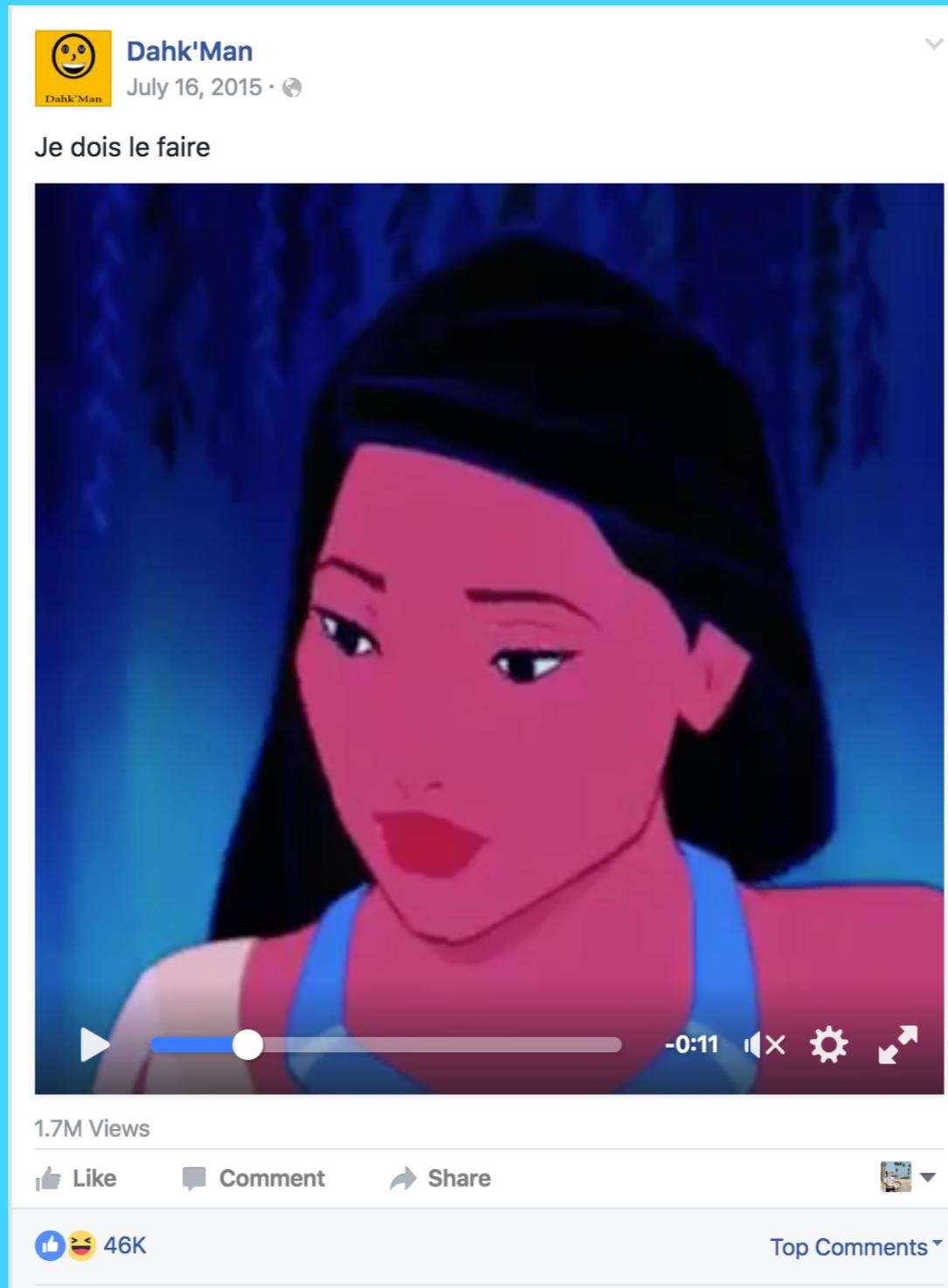
It uses screenshots as a  
viral tool.



Every time you take a screenshot, Zenly suggests shortcuts to share it more easily.



And they add a clear watermark so people know which app is used.



This funny video made with the video-editing app Lipp got 2M views on FB.



But they didn't add a watermark and nobody ever knew it was made with an app.



watermark

So they added one and got 1M app downloads  
in 6 months thanks to the next videos.

made with

Zenly app

28:43

# Watermarks!

made with

Zenly app

28:43



4

1

it's creepy

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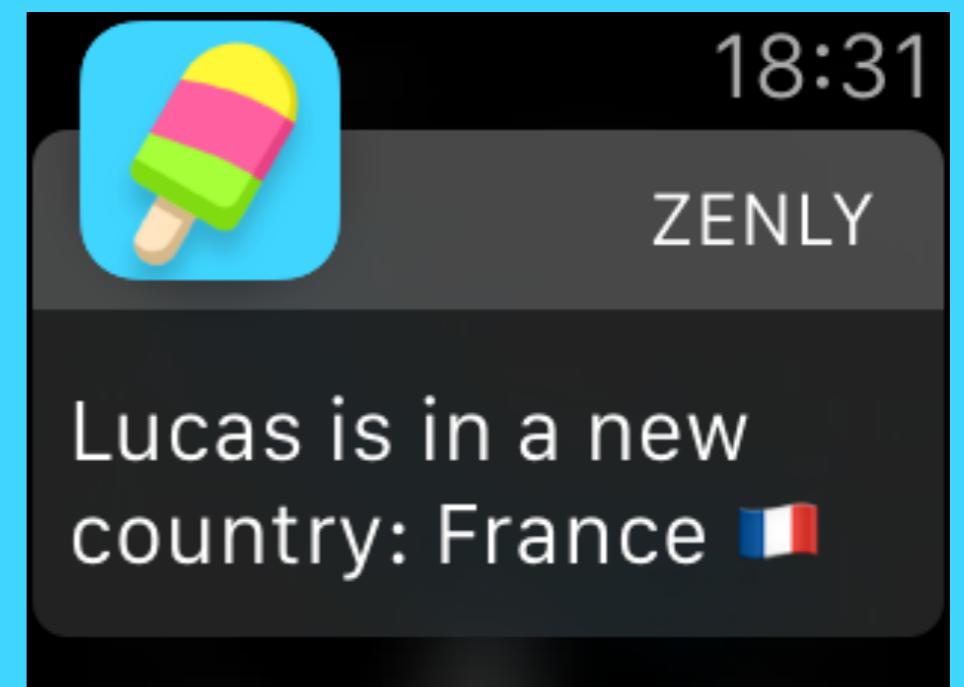
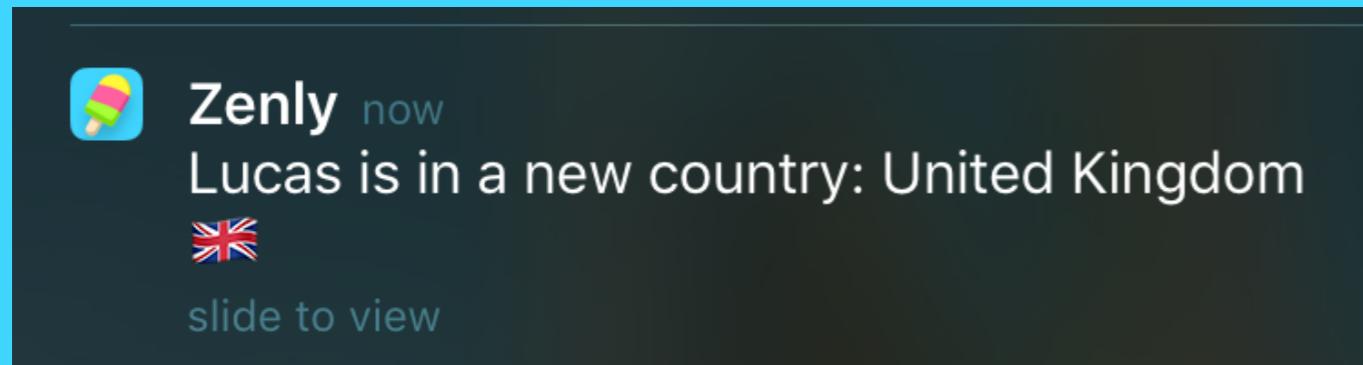
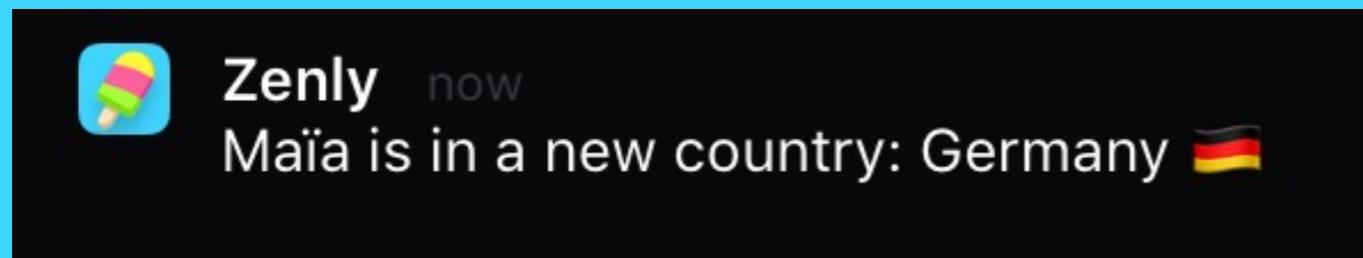
For most people, location  
sharing is just a commodity.



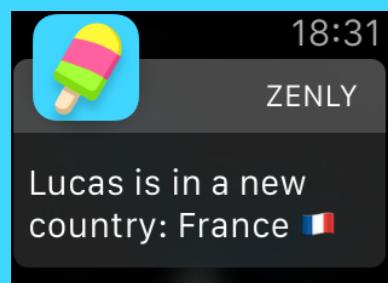
Zenly triggers the magic with  
real-life interactions.



You get a notification  
every time a friend lands  
in another country.



# This fosters cool interactions



Your friend is back in town.



You send him emojis to have a drink!

Your friend is travelling abroad.



You wish him a good trip!



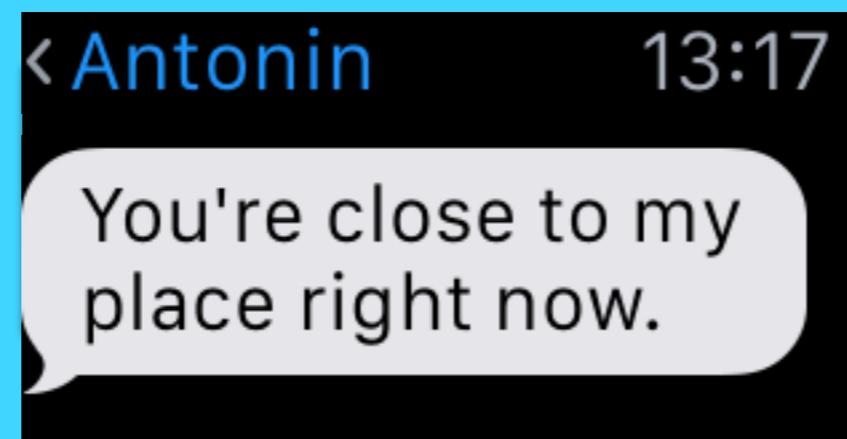
Emojis + location  
feels like magic.



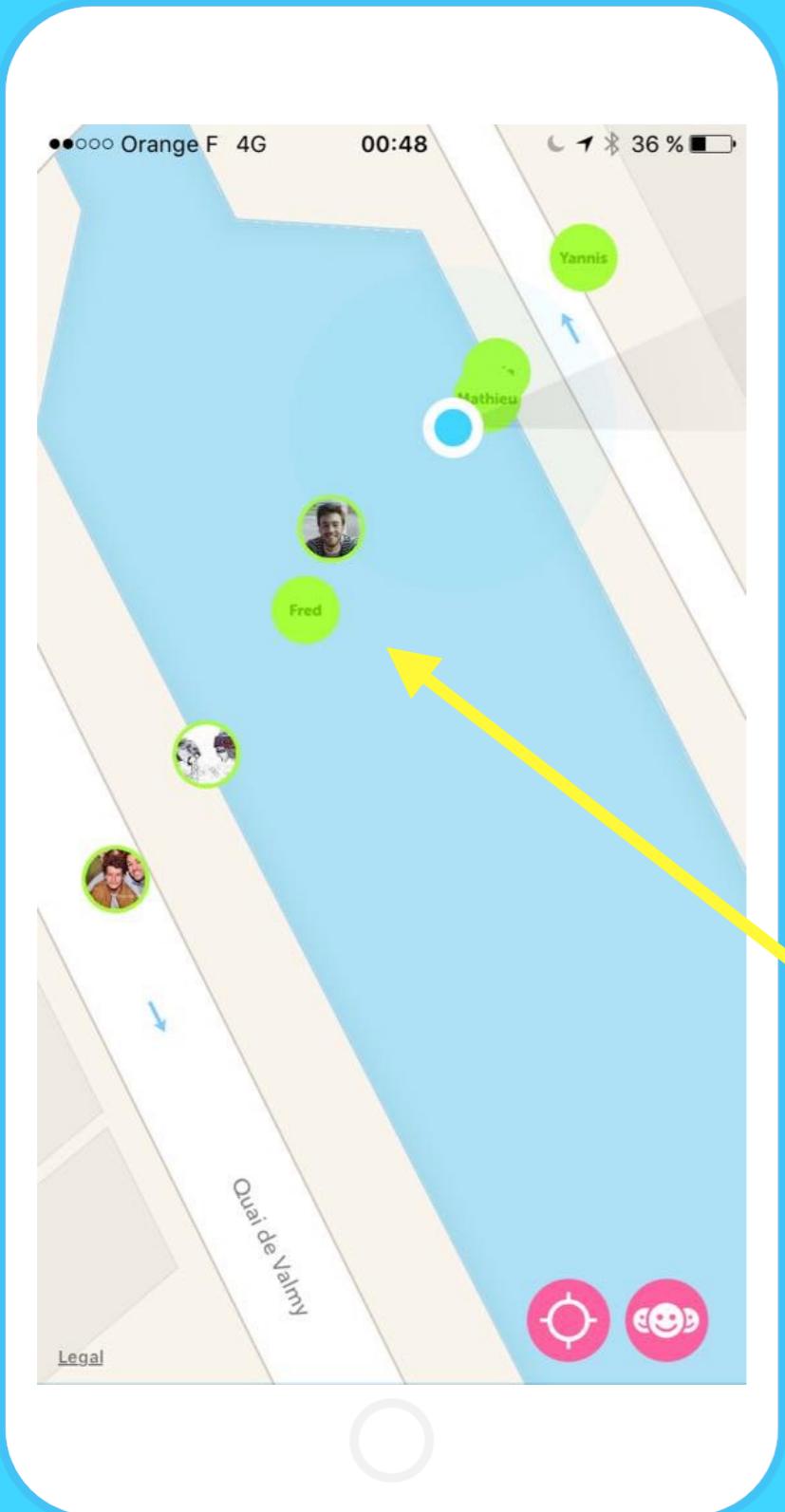
My friend Thomas sent me emojis because I had locked the door and he knew I was inside.



Your friends know that  
you're close and join you  
naturally.



My friend Antonin noticed I was around and invited me at his place.



Our house party stopped because of neighbors complaints.

It evolved into a walking party with everyone following the movement via Zenly.

People didn't actually jump in the water with their phones.

A large pile of various colorful emoji stickers, including faces, food items like a burger and an eggplant, musical notes, a video game controller, and a hand, are scattered across a light-colored wooden surface.

Fun and randomness  
make you stick to Zenly!

# Want to nail it too?

@mxbraud

70k views

# ROAD TO A **GREAT PRODUCT**

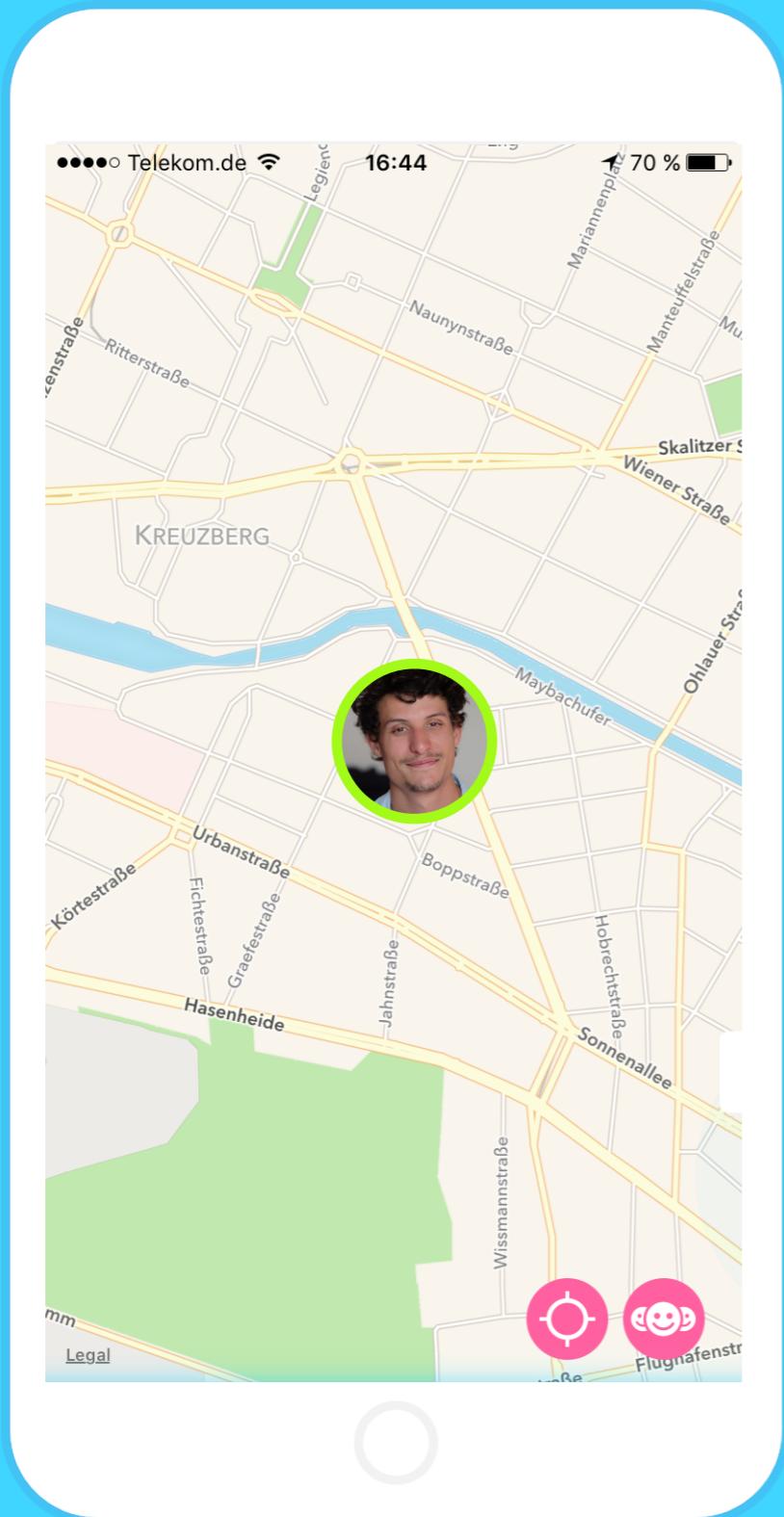


Methods, Tools and Hacks

[bit.ly/roadtoagreatproduct](http://bit.ly/roadtoagreatproduct)



Follow me to get the  
next product analysis!



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my crew



mangrove

