

StepSetGo Case Study

StepSet Go

StepSet Go is a platform to walk your way to a better health and amazing rewards while tracking your daily steps, distance & calories. Along with this, SSG has introduced shopping. Every 1000 steps you take is rewarded with 1 SSG coin. These SSG coins can be collected over time to claim products & discounts in-app 'Market'.

Problem statement

StepSetGo has been experiencing drop offs for users after sign ups.

Our Goal

We need to identify the specific features of the product that will keep active users coming back and form a retention strategy.



User Persona



Joe – Athlete

- 25-year-old living in Berlin.
- He's a fitness freak and a sprinter.
- Therefore, he wants to keep a track of the distance covered and calorie lost daily.



Marie- Freelancer

- 34-year-old living in Hamburg.
- She is mostly busy with her kid and goes for a walk occasionally.
- She is eager to find out nearby places/ parks where she can take her kid and have a safe walk.



Hanes – Fulltime Job

- 29-year-old living in Munich.
- Spends a lot of time at office.
- He has little to no knowledge of workout.
- Looking for an app which can guide him to use his precious time after office efficiently.



Stefanie – College Student

- 19-year-old living in Bremen
- Lives in a hostel and is frugal.
- She is in constant lookout for offers and cashbacks to save money on shopping.

Problem Statement:

StepSetGo has been experiencing drop offs for users after sign ups. This means users download the app, signup and have the first session on the app but then never come back to the app. Assume that you have acquired the right users on the application. So, this is not an acquisition targeting problem. But due to some reason, users do not come back.

Also, this is not to be thought of as a technical implementation problem. Almost 35% of the new users drop off on day 1 and do not return the next day. This number falls further, and we have only 20% of the users still retained after day 2.

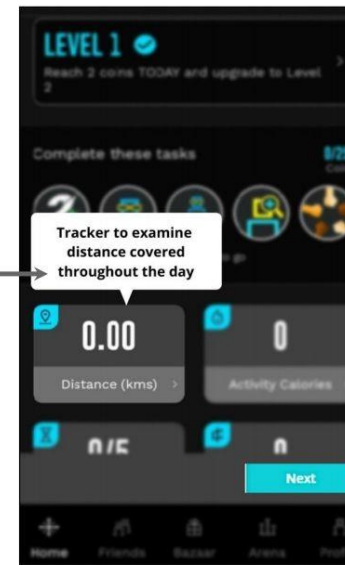
Looking at the current product experience, could you come up with solutions on how could these drop offs be reduced? Please note that these numbers are hypothetical.

You could suggest new features. You could also study a few competitors to see if there are any best practices which could be adopted for the first few days on a user coming onboard.

User Onboarding

- ❖ The major pain point that we are trying to solve is to decrease the user abandonment rate. We will try to increase the User Activation.
- ❖ To improve User Activation, User Onboarding could be the key which can eventually result in high retention. As higher drop off rates can be attributed to lack of understanding for the app features.
- ❖ With function-oriented onboarding we will highlight specific functionalities that show the user actions they can take, how the functionality is used, and when it should be used.
- ❖ **Coach marks** can either appear on the first session or when a new feature is to be introduced. A coach mark points to the targeted UI element on the page.

- We can use Coach Mark here to convey the value proposition, key features and get user familiar with the user interface.



App Enhancements - Homepage

- ❖ Pain point: When user visits the app for the first time, he/she doesn't get the critical features offered by the app on the first fold.
- ❖ Key features like tracking distance and calorie should be visible upfront. The hypothesis can be tested through A/B testing.

- Keeping Distance, Calorie on the first fold will help us communicate the value proposition effectively to the user.



App Enhancements - Distance Tracker

- ❖ Section below the graph is to show users the stretch of distance covered at different time intervals. Along with this information, we can include some key personalised distance metrics.
- ❖ These metrics can help user to determine the accomplishments on DoD and WoW basis.

Some examples of messaging that can be given with walking stats are:

- You are taking fewer steps a day this week than last week.
- Your average steps each day are down this month compared to last month.



App Enhancements - Monthly Tracker

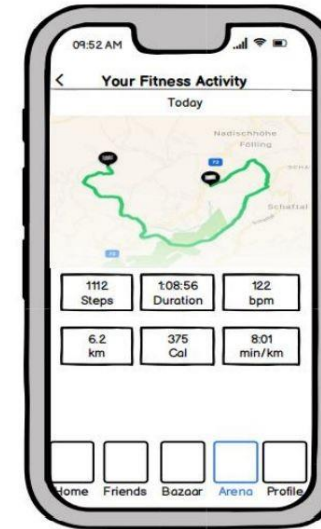
- ❖ Here we can provide user the ability to track accomplishments on the monthly basis. We should allow the user to set up a goal and then eventually achieve it on a daily and monthly basis.
- ❖ Badges can be provided to users on completion of goal. Sharing option here might act as a growth hack as user tend to showcase the progress on social media.
- ❖ I believe instead of histograms we can use the calendar UI for monthly tracker. As users are more familiar with date wise calendar. The pie can be full on the goal completion. This will help user to check progress in a effective manner.

- User interface to showcase the monthly distance tracker.



App Enhancements - Location Tracking

- ❖ Location tracking can assist users to track the path travelled. Here user can also track distance, calories, duration to improve on each route.
- ❖ These paths can then also be used as a personalised persuasion/reminder.
Example: Its 6 PM. Time to jog around Netaji park. This will help you complete remaining 300 meters for the day.



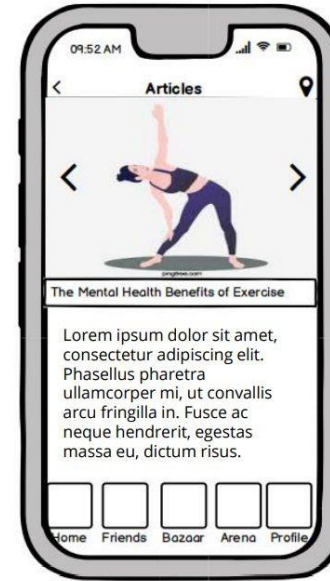
App Enhancements - Nearby Walkways

- ❖ As our users are walking and running enthusiasts. It gets tough to find a good spot to run. Therefore we can assist them by recommending nearby walkways to burn some calories.
- ❖ Our community can provide ratings and reviews to help others determine the merits and demerits of the place.
- ❖ We also need to show how far is the place from the user, name, location, total length of the track in park/stadium etc.



App Enhancements - Content

- ❖ We already know that exercise is good for your body and is effective in dealing with depression, anxiety, stress, and more.
- ❖ Therefore by sharing information we can share meaningful content with users. Which they can use to improve their physical and mental health while making healthy changes.



Key Success Metrics

1. Acquisition and Retention Cohorts
2. Customer Churn
3. App Abandonment rate
4. Day wise Retention Curve
5. Net Promoter Score
6. Avg Time Between sessions
7. Avg session time
8. Daily App Open rate
9. DAU/MAU
10. App uninstalls