

Enhancing the Waze User Experience: Device Type Analysis

Investigating the Impact of Device Type on User Engagement

Overview

This executive summary presents the results of our analysis focused on understanding the relationship between user device type and user engagement with the Waze application. We aimed to determine if there is a statistically significant difference in the mean number of drives between iPhone and Android users. Our findings provide valuable insights into user behavior and potential areas for improvement within the Waze ecosystem.

Key Insights

- The analysis found **no statistically significant difference in the mean number of drives between iPhone and Android users** on Waze.
- The **choice between iPhone and Android devices does not significantly influence the frequency of app usage** for navigation purposes.
- To enhance user engagement, the team should **prioritize universal user experience improvements, concentrating on features, performance, and usability for all users.**

Details

Average number of drives per device



66



68

The mean number of drives have been rounded up.

The project involved the collection of user data, data preprocessing, and a two-sample t-test to compare the mean number of drives between iPhone and Android users. A significance level of 5% was chosen, and the p-value obtained (14,34 %) exceeded this threshold, leading to the conclusion that there is no statistically significant difference.

Next Steps

- ❑ Monitoring of user data to detect emerging trends and shifts in user behavior.
- ❑ Consider conducting A/B tests on specific features or interface elements to assess their impact on user engagement.
- ❑ Collect and analyze user feedback to inform product development decisions and prioritize improvements.
- ❑ Ensure consistency in features, performance, and usability across both iOS and Android platforms to maintain a high-quality user experience.