

신규  
사용자를  
사로잡는

아하 모먼트를 찾아라!



# **NUX**

**= UX for New Users Only**

# '우리 고객'은 누구인가?

구매 고객

VS

구매 후  
만족한 고객

# '우리 고객'은 누구인가?



# '우리 고객'은 누구인가?

구매 후  
만족한 고객

상품 판매

# '우리 고객'은 누구인가?

구매 후  
만족한 고객

서비스를  
지속적으로  
이용하는 고객

상품 판매

온라인 서비스



신규 사용자가  
= 상품의 효용가치를  
깨닫는 순간

# 아하 모먼트

aha moment!

신규 사용자가  
= 상품의 효용가치를  
깨닫는 순간

# 사용자 행동으로 정의한 아하 모먼트!



가입 후  
10일 안에  
7명의 친구 추가

# 사용자 행동으로 정의한 아하 모먼트!



가입 후  
10일 안에  
7명의 친구 추가



30명을 팔로우

**사용자 행동으로 정의한 아하 모먼트!**



**1개 파일 업로드**

# 사용자 행동으로 정의한 아하 모먼트!



1개 파일 업로드



게임 최초 실행 후  
다음날 게임 플레이

# 사용자 행동으로 정의한 아하 모먼트!



1개 파일 업로드



게임 최초 실행 후  
다음날 게임 플레이



2,000개의 메시지



가입 후 10일 안에  
7명의 친구 추가

페이스북의 효용 가치를  
느낄 확률이 높다

**상관은 인과를 나타내지 않는다**

**Correlation does not imply causation**



**가입 후 10일 안에  
7명의 친구 추가**

**"We talked about nothing else.  
It was the single sole focus."**

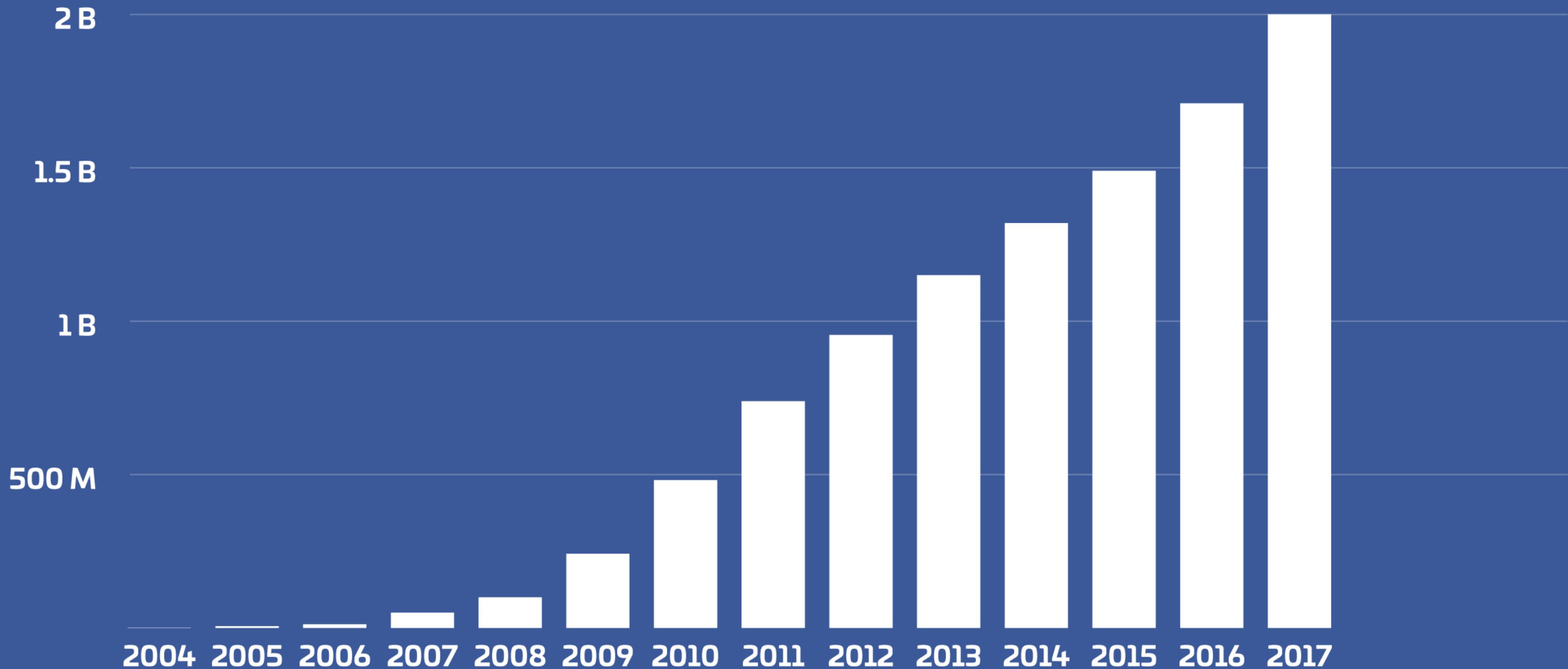
Chamath Palihapitiya, the former growth lead @Facebook



가입 후 10일 안에  
7명의 친구 추가

# FACEBOOK MONTHLY ACTIVE USERS

JUNE 2017



우리 모두가 잘 아는, 엄청난 성장을 이뤄냈다고 말합니다.

**the single sole focus**

**아하 모먼트의 진정한 가치**



Real People. Real Reviews.™

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### Best of yelp

[More "Best Of" »](#)

#### Restaurants

2549 reviewed



1. Fifth Floor...
  2. Vik's Chaat House
  3. Kiss Sea Food...
  4. El Metate
  5. Isa Restaurant
- [... see more »](#)

#### Night Life

498 reviewed



1. Great American Music...
  2. The Independent
  3. NIHON Whiskey Lounge
  4. Bimbo's 365 Club
  5. Cafe Du Nord
- [... see more »](#)

#### Beauty and Spas

358 reviewed



1. Studio C Skincare
  2. BellaPelle Skin...
  3. The Salon
  4. International Orange
  5. Yo Yo Hair Salon
- [... see more »](#)

#### Active Life

185 reviewed



1. Yerba Buena Gardens
  2. Golden Gate Park
  3. International Orange
  4. Golden Gate Bridge
  5. Japanese Tea Garden
- [... see more »](#)

### Today in Talk

[More »](#)

3 hours ago

"need a Kinko's alternative"

3 hours ago

"Rick Hirsch Hits His First 100"

4 hours ago

"long hair"

4 hours ago

"A fun place to have a holiday party?? (100 people)"

7 hours ago

"Yelp Field Trip – Olive!"

### Pick of the Day

Voted by our members!



DailyCandy.com

"Ahhh. Daily Candy. I would say it's a morning ritual for most SF females in my age group. This is how the writers describe its purpose..."DailyCandy, a free daily e-mail newsletter and website, is...  
[\(Read More\)](#)

### Featured Yelpers



Jordan M.

Runs In Circles



Brandon M.

New in San Francisco, but found a...



Dave R.

argyle roast mmm



marcus s.

### Fresh Lists

The newest of our users' favorites



Shops to find dope kicks

"If you are tired of lookin like everyone else, you need to shop at these spots!"



My Neighborhood Haunts

"Just a hop, skip or jump away - well not really, but they're close by..."



Pho better or worse....

"The good and the mediocre. Results of pho-fest, 2005."



My 'hood, da HV!

"That's Hayes Valley to most people. Everyone but me in fact. And these are the places I walk to."



I like soup

"Smokin' bowls of goodness!"



As seen in:



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### Best of yelp

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More »

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4 hours ago

"long hair"

4 hours ago

"A fun place to have

7 hours ago

"Yelp Field Trip – C

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Near San Francisco, CA



Restaurants

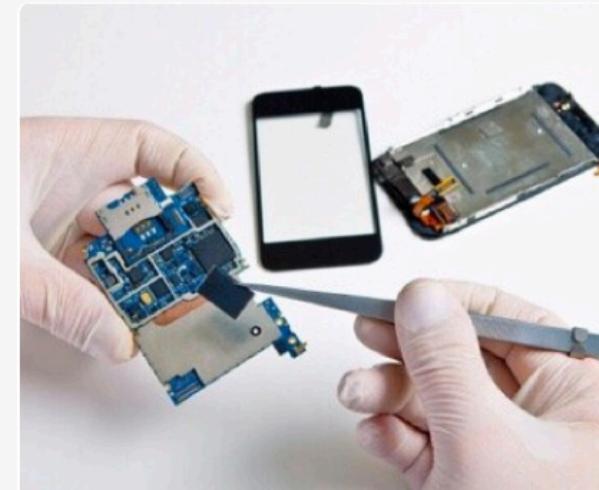
Nightlife

Home Services ▾

Delivery

Union Square Greenmarket  
Photo by Asim F.

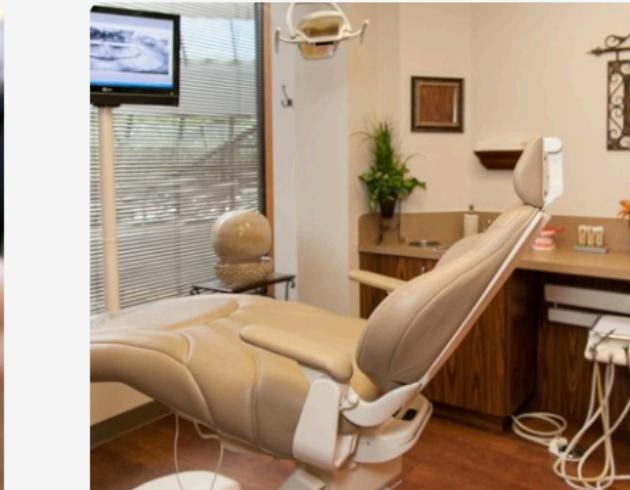
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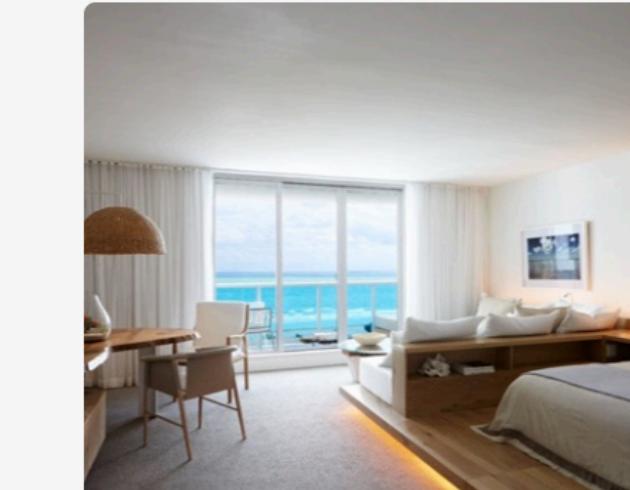
Phone Repair



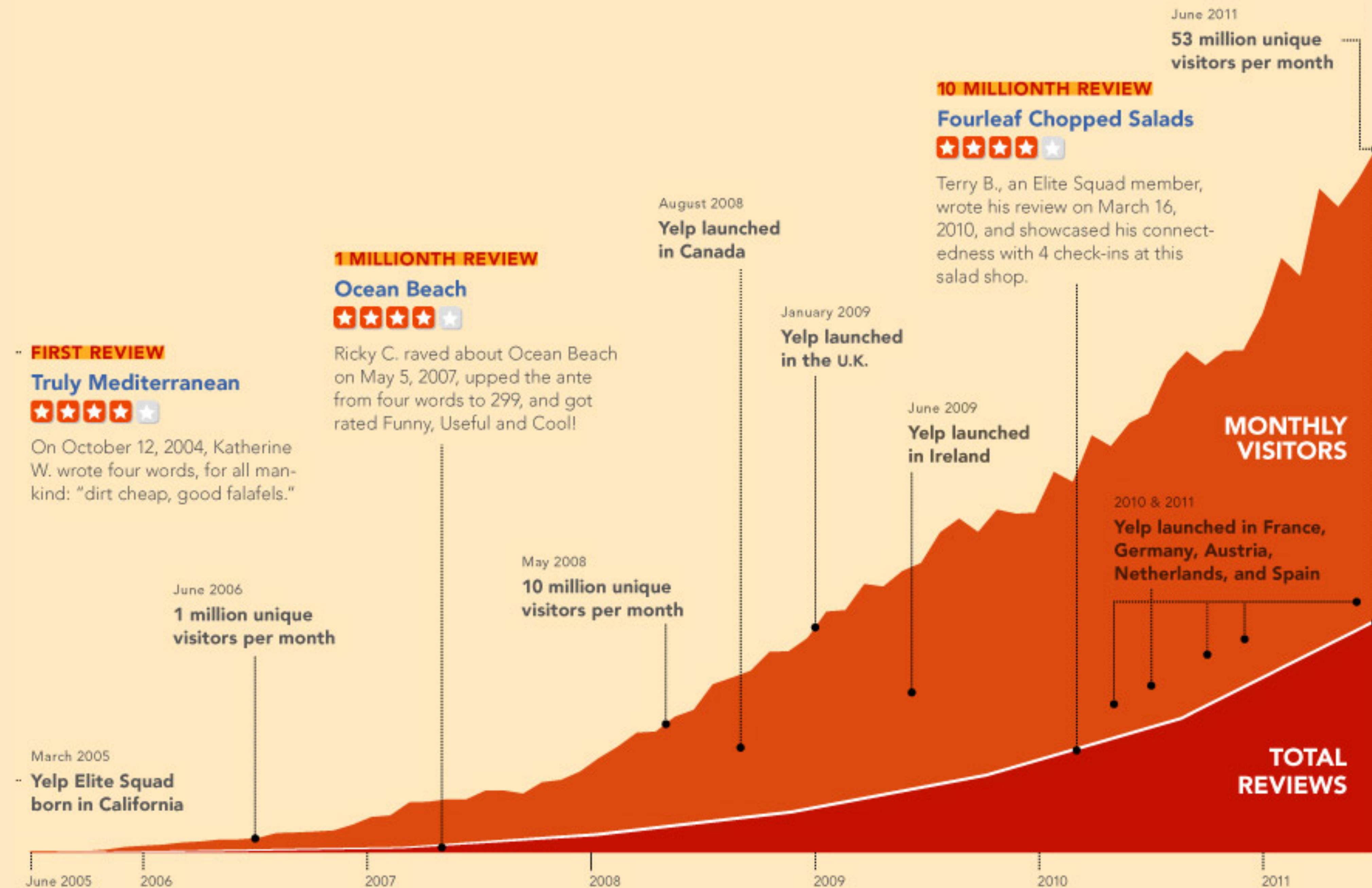
Locksmith



Dentists



Hotels





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