

Subquestion research

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Semester six**

Introduction

We as a group formulated multiple important subquestions for the client project, we divided these subquestions over the team. My subquestion is: **“How can we keep the users engaged?”**.

People can use the app to check their feet on a frequent basis to ensure that their condition does not deteriorate. Users tend to exit the app and fail to incorporate the foot check app into their everyday lives, as seen by our stakeholders' data, resulting in a loss of user retention and engagement.

I used recommended CMD research methods like; Lab: *Online analytics*. Library: *Benchmark creation, Design pattern search, Literature study*.

The goal

The goal of this research is to find an educated solution for the research question: “How can we keep the user engaged?”. Keeping the user engaged will help avoid the potential health risks associated with diabetes.

Hypothesis

To start the research with an idea of what the expected result may be, a hypothesis can be written.

The user engagement is very limited in the current application and many users stop using the app after a short while, I think that a very few changes can change this completely.

When starting with working out, you probably want to make changes. And seeing progress of achieving these changes will motivate you to keep working out. But if you don't see changes, why are you working out, these questions pop up and will challenge your motivation. This is what is happening with the app as well. The user does these checks on some type of basis, but the way the app is designed right now the user only gets any feedback when there is something wrong with the sent checks. So the user is not explicitly reminded that they are up to date with actively preventing health risks. Sometimes we only need to be motivated and reminded why we do something, this will lengthen the user retention and engagement.

These reminders and motivational elements can be implemented in various ways and intensities, this will have instant impact on the designated goal.

How can we keep the user engaged? (Gamification?)

I made use of library research, one of the CMD methods.

Library research

- <https://clutch.co/app-developers/resources/keep-users-engaged-with-app>
- <https://www.appcues.com/blog/increase-user-engagement>
- <https://mindsea.com/app-engagement-and-retention/>
- <https://www.revechat.com/blog/increase-user-engagement/>
- <https://www.gamify.com/gamification-blog/7-best-gamification-examples-2021>

To have a sense of how to keep people engaged, I must learn what engagement precisely means.

Who are the users

The target group of the application are of course people with diabetes type 2. You cannot recognise this target group by age, gender or profession.

On-boarding

Entrepreneur Arpit Jain states a few steps, on Clutch.co, on how to keep app users engaged. The first step is providing an easy onboarding. Making it easy and simple for the user to start using the app.

Easy first-time-use

“Once users have downloaded your app, the first few minutes they use it is crucial.”

To make the first-time-use of the app easy will give a good impression, this impression, as stated above, is very important.

Optimise user experience

“User experience, or UX, is the experience, feeling, and perception of users during and after their interaction with your mobile app.”. Optimising the user experience will enhance the user engagement and retention as people tend to stick to and remember good experiences.

The feet checker app target audience is broad, but looking at the demographic data it can be concluded that older people are more effected by diabetes type 2. Usability is clearly an important matter, even more when targeting people of age. To achieve a *good* experience of use, Jakobs 10 usability heuristics can be consulted.

Implement Game Elements and Rewards (gamification)

Rewarding the user on wanted behaviour is a way of achieving the wanted engagement. Users can be rewarded with I.e., game elements like pie charts that presents the desired check frequency.

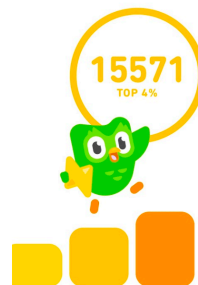
Many examples can be found in our daily life, as this is an active trend. Duolingo, for example, uses badges, charts and a playful user interface to enhance the user experience and make learning *fun*.

Duolingo is an app build to make linguistic education available for everyone. To encourage people, Duolingo uses gamification heavily.

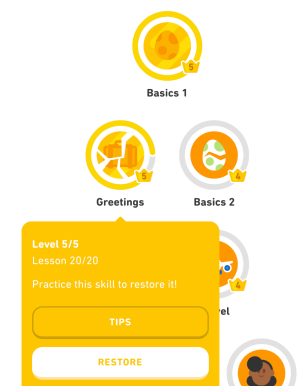
There can be a various of rewards for the user, Duolingo uses I.e. XP and visual rewards like full pie charts and assuring colours.

Earning points for a physical rewards can of course also motivate the user to participate more in what earns them these points.

Restoring something that was virtually broken gives a satisfying feeling. This can be seen in Duolingo, this happens when an old lesson needs refreshment.



You found an XP Boost!



Conclusion

When consulting best practices regarding the user engagement and retention, gamification is often seen. In the example of Duolingo the game elements are something to test and could be a major improvement.

As written in the hypotheses, the lack of feedback needs improving in any way possible. This can be done even a small change to a whole make over. In apps like Duolingo after completing a lesson you directly get rewarded. This gives a sense of completion and notifies the user that the lesson that has started also has ended. Without it, the flow of the experience will be abrupt and will make it unclear what the user has done. So the small subtle details can matter.