Shreyan Budhouliya

OpeninApp

UX Flow Exploration of OpeninApp's Campaign & Earnings feature

User Persona

Understanding the needs and problems of the users

Arjun
Age : 22
Location : Gurgaon, India

Bio

"Arjun is an Instagram influencer with over 100k followers. He posts fashion related content and he has just started his own YouTube channel"

Goals

- Wants to start earning from his new YouTube channel
- Wants to convert his Instagram followers into YouTube subscribers

Pain Points

- Instagram followers are engaging with stories about new YouTube videos but subscribers count is not increasing
- Doesn't know how to create affiliate links

Bio

"Priya has just started building her personal brand on Instagram. She has over 30k followers and wants to start collaborating with brands. She also likes making Spotify playlists"

Priya
Age : 19
Location : Mumbai, India

Goals

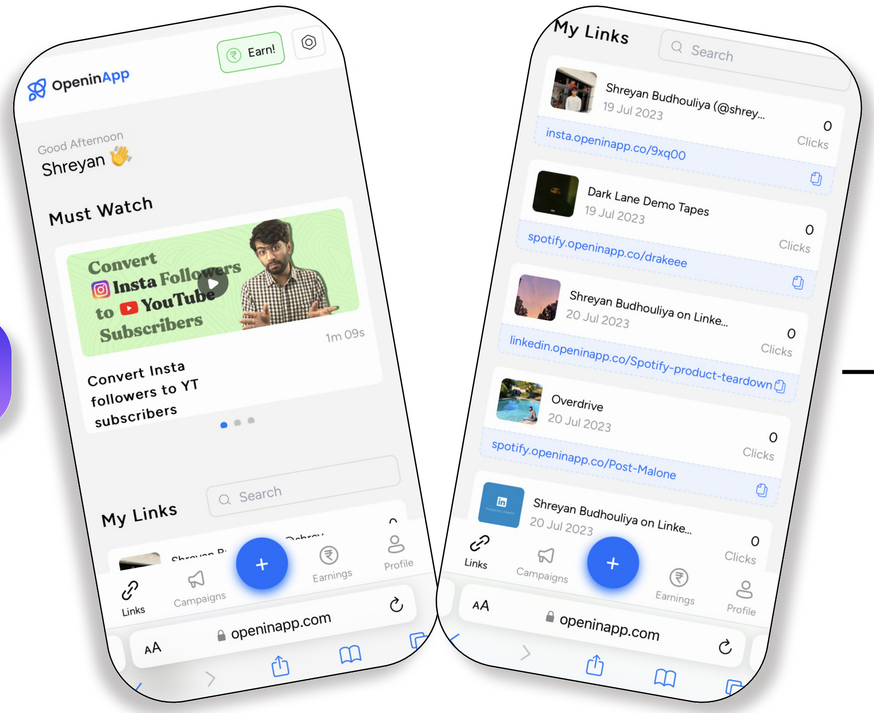
- Wants to apply to brand campaigns
- Wants insights and stats on the users who open her Spotify playlists from Instagram using the link

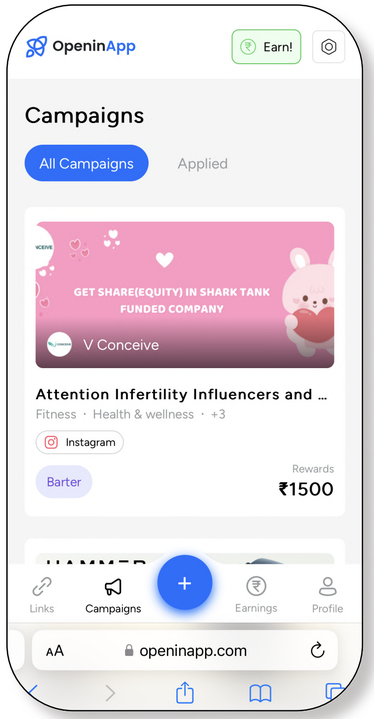
Pain Points

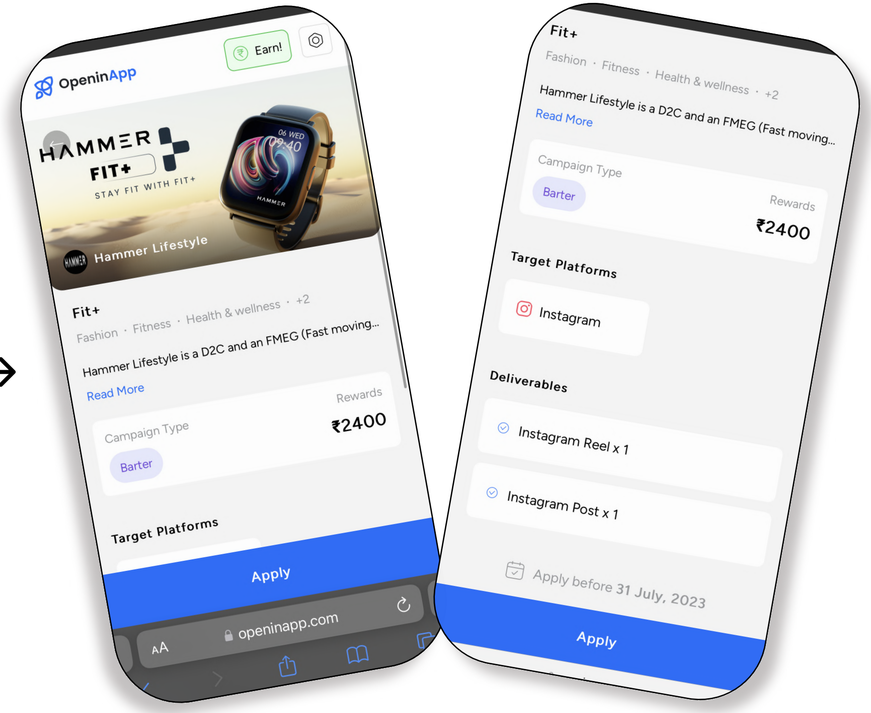
- Doesn't know how to get brand deals
- Wants to customise her links

UX Flow

Exploring UX Flow of Campaign feature







User Action

User Thoughts

"Okay, nice I can see all of my links in one place and I can open them up to see insights"

"Nice, I can browse all the campaigns available but how can I filter them according to my preferences?"

"Wow I can see all the details about the campaign, it would've been amazing if I could check the brand's social media handle"

User Feelings

😁

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😁

Pain Points

- "Download our app" Call-to-action (CTA) button missing
- Placement of "My links" can be above "Must Watch" which may increase user engagement

- No option to sort or filter campaigns
- Video pop up keeps showing up until you watch the video

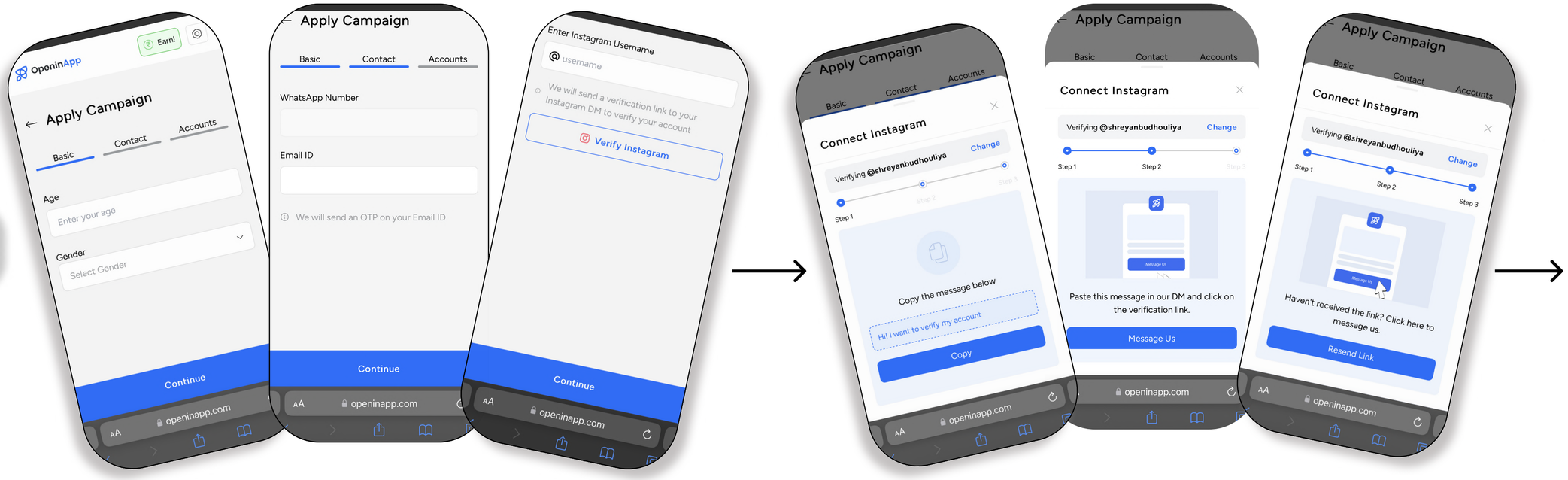
- Website link or social media handle of brand not shown to the user

User Persona | UX Flow | UX Improvements

UX Flow

Exploring UX Flow of Campaign feature

User Action



User Thoughts

"Finally, I'll apply to a campaign and it's nice that it's 3 steps only because I'm really excited to get a brand deal but why do they need my email when I already provided my mobile number"

"This step is so nice, they're explaining everything so I don't have to stress about anything"

"Why didn't I get the verification link, I did every step as it was told. I've been left on sent for hours now"

User Feelings

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Pain Points

- No information provided about why email is needed, user may like to know for privacy reasons

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- If having a public Instagram account is necessary, user should be told before the whole process

User Persona | UX Flow | UX Improvements

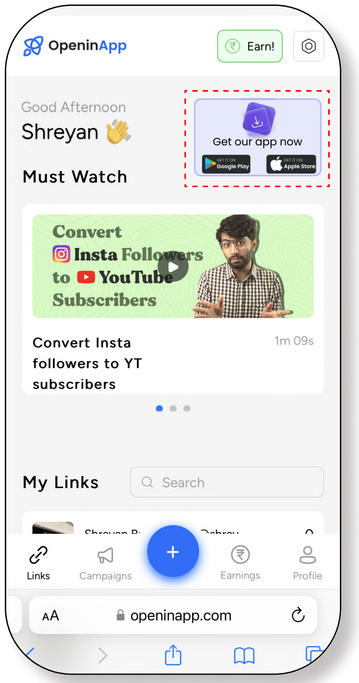
UX Flow Improvements

Changes in UI shown by

L1 - Can directly improve “Applying to challenge” **funnel conversion**

L2 - Improves **User Experience** and thus can indirectly improve funnel conversion

Improvement 1



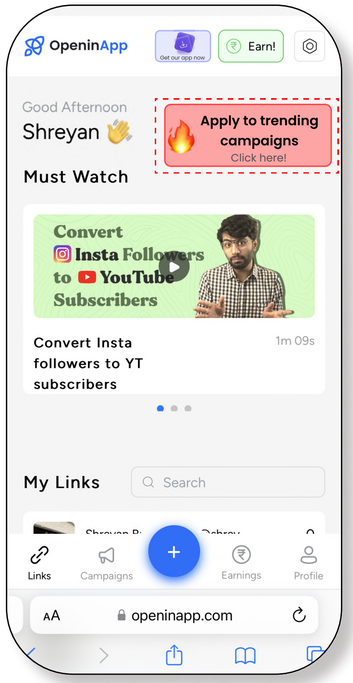
L1 Improvement

- Introducing a **Call-to-action** button for “Download the app” which will lead to more users downloading the app
- Downloading the app means better user experience and thus **increased retention**

Targeted Metric : Conversion Rate

= # of users downloading app by clicking on button/ # of users using the mobile web platform

Improvement 2



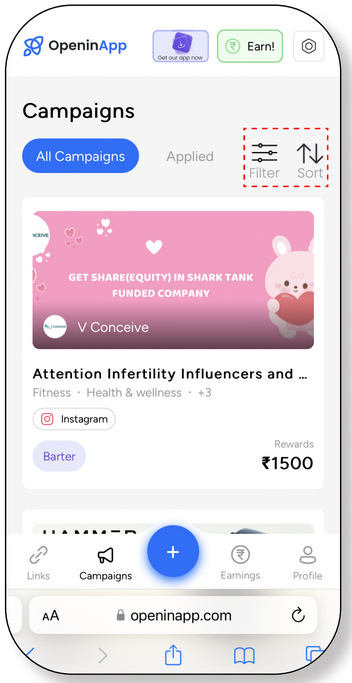
L1 Improvement

- Introducing a **CTA** button draw user’s attention and create **curiosity** and **fear of missing out** by using terms like ‘trending’ and ‘hottest’ etc.
- Directly leads the user to ‘Campaigns’ thus increasing **conversion**

Targeted Metric : Click-through rate

= # of users clicking on the button to go to ‘Campaigns’

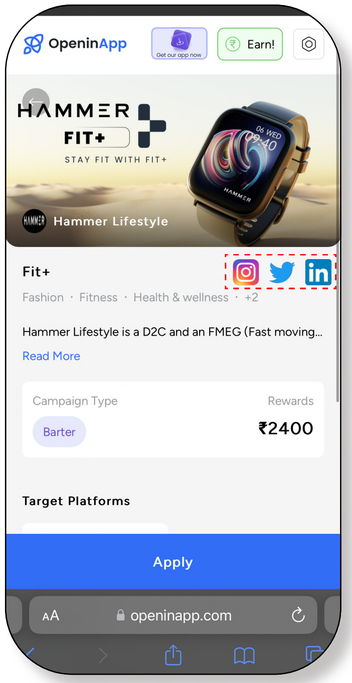
Improvement 3



L2 Improvement

- Giving the users ability to **filter and sort** the brand campaigns
- **Filter** by Brand, Social media platform and **Sort** by Amount of Reward
- Users can **navigate easily** and thus can increase **retention**

Improvement 4



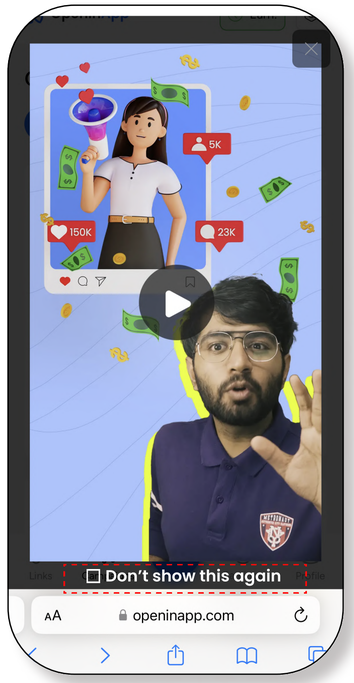
L1 Improvement

- Putting up the **Social Media links** of the Brand with the information of the campaign
- Users can know about the brand more, **trust factor** will increase and can understand if they resonate brand’s identity

Targeted Metric :

# of users applying for campaigns on avg.

Improvement 5



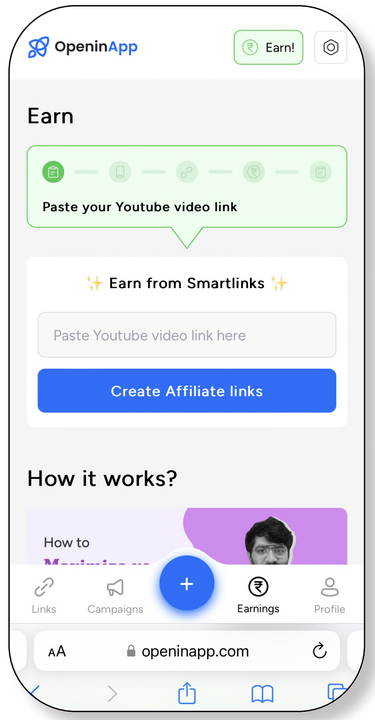
L2 Improvement

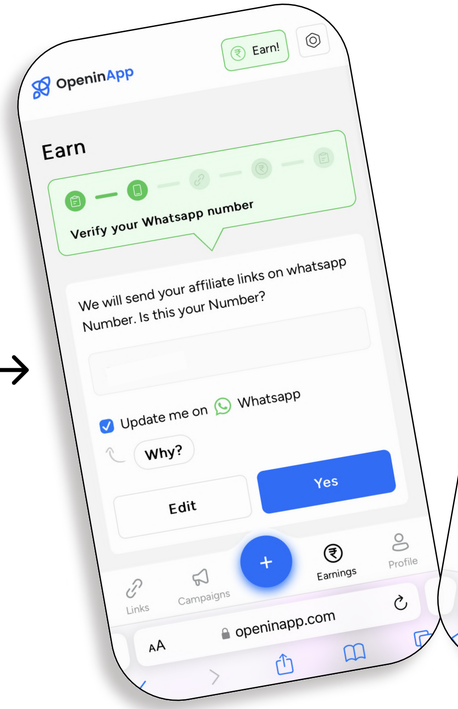
- Video pop up occurs every time you open ‘Campaigns’ until you watch the whole thing
- Giving the users option to **opt for** never seeing the video again
- Will lead to increase in **User Satisfaction**

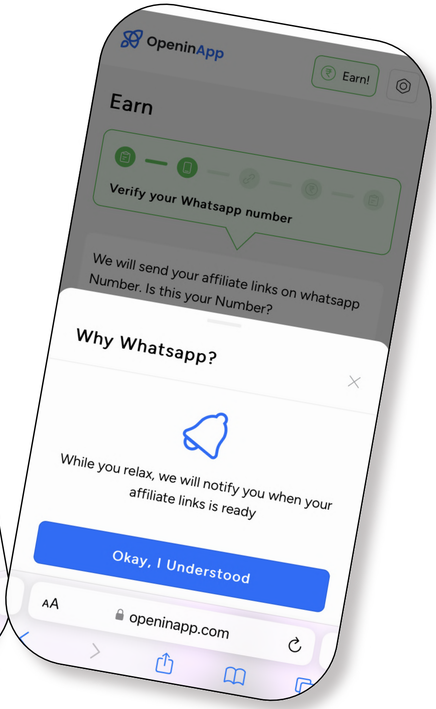
UX Flow

Exploring UX Flow of Earnings feature

User Action







User Thoughts

"Okay, nice I can see all of my links in one place and I can clearly see the highlighted 'Earn' button so I know where to go"

"Okay, let's create affiliate links from my video but how does this work? Let's watch the video!"

"This is nice that they are giving a reason for taking my Whatsapp number"

User Feelings

😁

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Pain Points

- "Download our app" Call-to-action (CTA) button missing
- Placement of "My links" can be above "Must Watch" which may increase user engagement

- Although the video explanation is good but some examples of other creators using this feature can increase trust and thus conversion rate

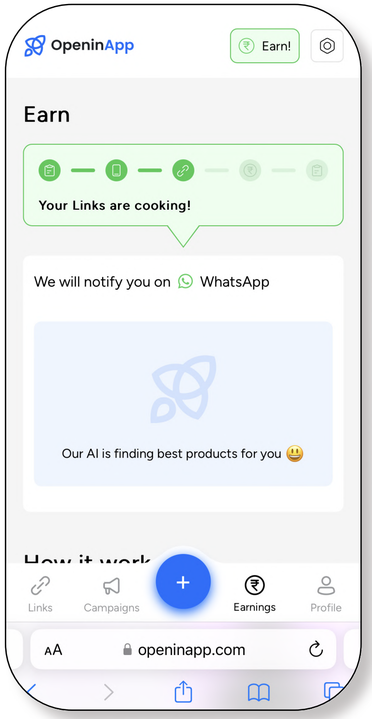
- This is a really nice feature but I never actually got my affiliate links on Whatsapp

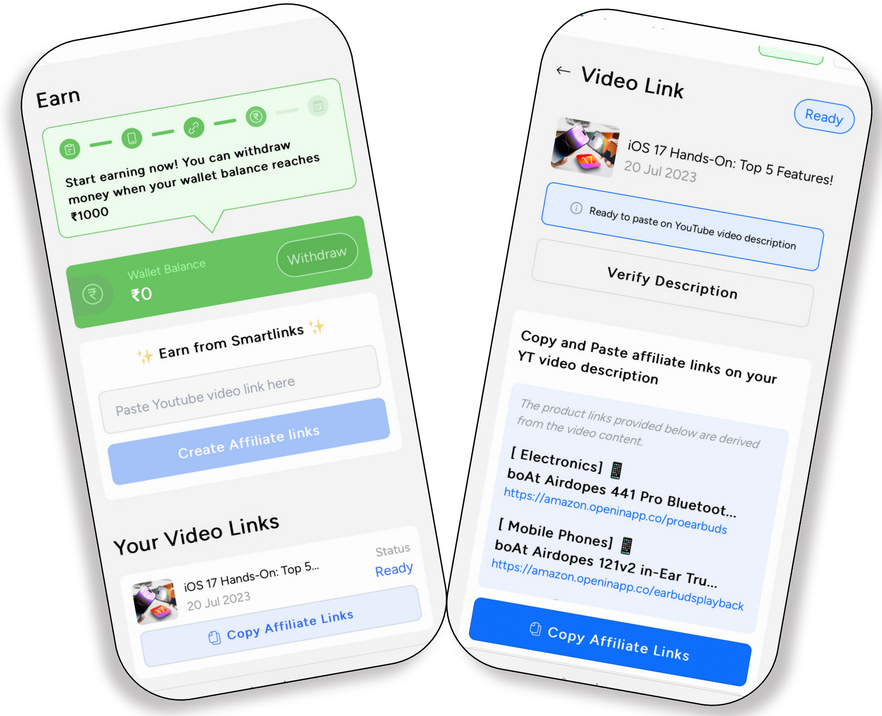
User Persona | UX Flow | UX Improvements

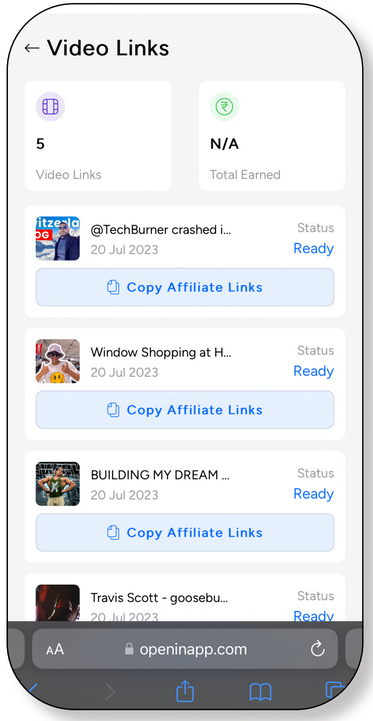
UX Flow

Exploring UX Flow of Earnings feature

User Action







User Thoughts

"While waiting I wish I could watch or read something here instead of this screen"

"Wow that was fast and all my affiliate links are made but can't I edit them?"

"This is good, I can see all my videos here and it's easy to copy all my affiliate links"

User Feelings

😕

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Pain Points

- Users won't be engaged during this process and sometimes they don't get Whatsapp notification so they won't know if link is made or not

- No option to edit affiliate links

- No option to filter or sort videos, could be helpful if user has a lot of videos

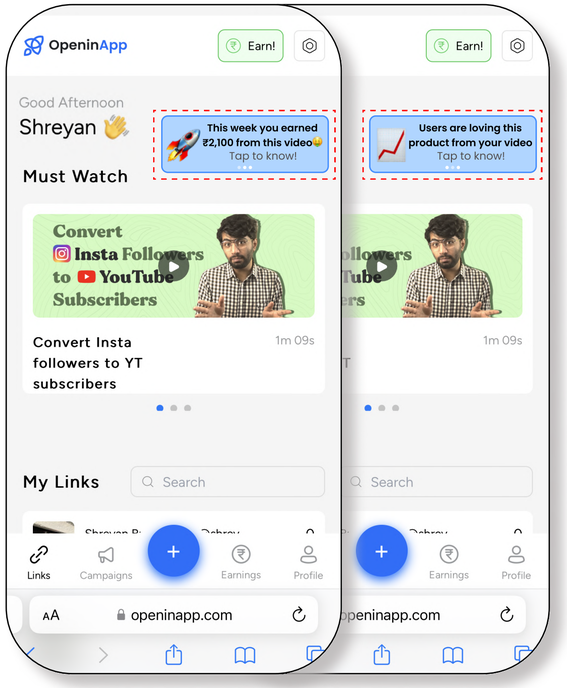
User Persona | UX Flow | UX Improvements

UX Flow Improvements

Changes in UI shown by [ ]

L1 - Can directly improve "Creating an Affiliate link" **funnel conversion**
L2 - Improves **User Experience** and thus can indirectly improve funnel conversion

Improvement 1

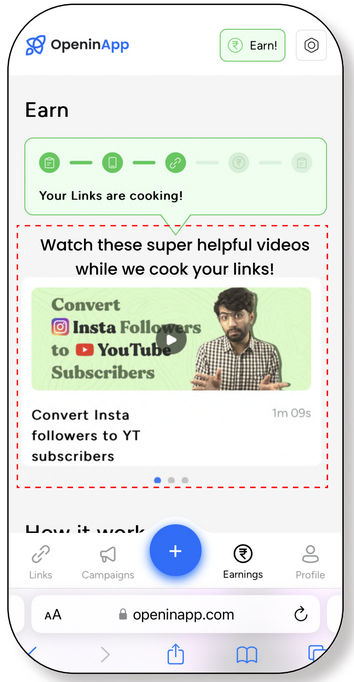


L1 Improvement

- Introducing a **CTA** button that shows the user **insights** and **stats** about their **earnings** and their affiliated **products**
- This will increase curiosity and drive the user to 'Earnings' as soon as they enter the mobile web platform

Targeted Metric : **Conversion Rate**
= # of users using Earnings feature/ # of users using the mobile web platform

Improvement 2

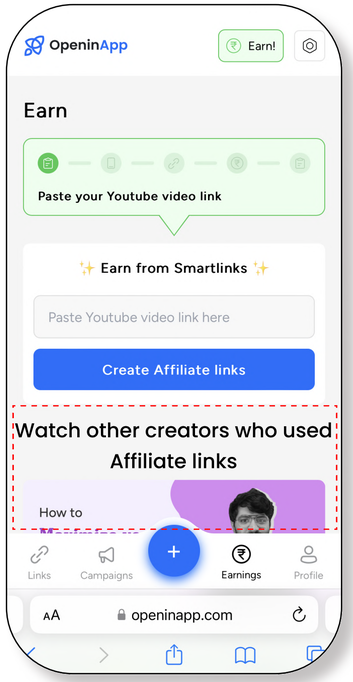


L1 Improvement

- Instead of showing nothing while the AI creates Affiliate links, we should show the **videos created by OpeninApp** (which are on homescreen)
- This will lead to an increase in users being **engaged** and not leaving the website

Targeted Metric :
Avg. time spent by users on platform

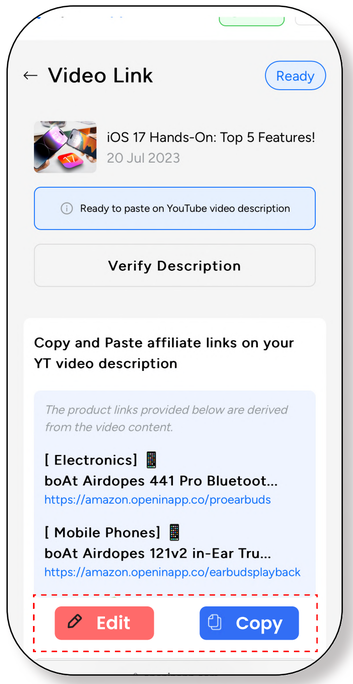
Improvement 3



L2 Improvement

- On the 'Earnings' screen, users can be shown videos of **other creators** who have used Affiliated links in their description
- This will lead to increase in **trust factor** and user having faith in **business value** of the affiliated links

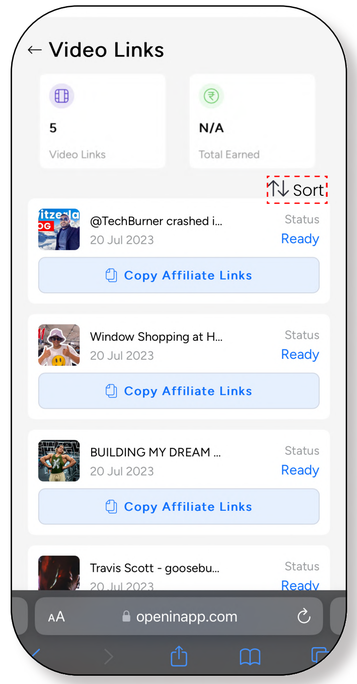
Improvement 4



L1 Improvement

- Adding an edit button which allows user to **edit to personalise** the affiliated links message
- Users can **add/remove** any specific product according to their needs

Improvement 5



L2 Improvement

- Giving the users ability to **sort** their 'Video Links' according to video **views**, **earnings** from video etc.
- Helpful for creators who have hundreds of videos
- Improves **User Navigation**