GENERATING & PRIORITISING IDEAS

Ideation Topics

1. **Ad Reduction Strategies**
2. **Enhanced Feature Customization**
3. **Performance Optimization for User Retention**

Rationale and Customer Pain Points

1. Ad Reduction Strategies

Rationale: Addressing the issue of excessive ads is crucial for improving user experience. Users report that high ad frequency interrupts their engagement, detracting from the enjoyment of using the app. By implementing ad reduction strategies, we can significantly enhance user satisfaction. This approach not only addresses the immediate frustration users feel but also aligns with their desires for a more streamlined and enjoyable experience. Ultimately, reducing ads can lead to higher user retention rates, as a more enjoyable experience fosters loyalty and encourages users to spend more time in the app.

Customer Pain Points:

- **Disruption**: Frequent ads interrupt the user experience, leading to frustration.
- **Value Perception**: High ad volume diminishes the perceived value of the app.
- **Desire for Premium Options**: Users want alternatives that allow them to engage without interruptions.

2. Enhanced Feature Customization

Rationale: Users have expressed a need for greater customization within the app's features. By enabling users to tailor their experience according to their preferences, we can empower them to express their creativity and individuality. Addressing this need is essential for fostering a sense of ownership over the app experience, which in turn can lead to increased engagement and satisfaction. By improving feature customization, we can directly address users' frustrations with generic options, ultimately enhancing their overall interaction with the app.

Customer Pain Points:

- **Limited Expression**: Users feel constrained by the current feature set.
- **Complexity from Updates**: New features can be confusing and overwhelming.
- **Desire for Personalization**: Users seek tools that cater to their specific preferences.

3. Performance Optimization for User Retention

Rationale: Performance issues have been identified as a primary concern for users, particularly slow load times and lag when using features. By prioritizing performance optimization, we can directly enhance user experience, ensuring the app runs smoothly and efficiently. Addressing this issue is essential because a fast, responsive app not only satisfies users but also encourages them to engage more frequently and deeply with the content. Improving performance can lead to higher user retention, as satisfied users are more likely to continue using the app and recommend it to others. A focus on performance also establishes the app as reliable and trustworthy, critical factors for user loyalty.

Customer Pain Points:

- **Slow Load Times**: Delays in app responsiveness frustrate users.
- **Impact on Engagement**: Performance issues deter users from exploring features.
- **Expectations for Reliability**: Users expect a seamless experience that enhances their enjoyment.

HMW Questions

1. Ad Reduction Strategies
- HMW reduce the frequency of ads to enhance overall user satisfaction and engagement?
- HMW create user-friendly alternatives to ad revenue that maintain app profitability without disrupting user experience?
- HMW create an ad-free subscription option that appeals to users without excluding those who prefer free access?

2. Enhanced Feature Customization
- HMW allow users to easily customize their app experience to reflect their preferences and creativity?
- HMW streamline the process for users to select and adjust features to avoid confusion and enhance usability?
- HMW gather user insights to continuously adapt and improve customization features based on their evolving needs?

3. Performance Optimization for User Retention
- HMW identify and address performance issues that hinder user engagement and satisfaction within the app?
- HMW ensure that the introduction of new features does not compromise app performance?
- HMW develop a robust performance feedback system that allows us to proactively enhance user experience?

Ideation Session

Session Details

Goal: To generate creative and actionable ideas in response to our "How Might We" questions, focusing on improving user experience and engagement in the app.
Date and Time: 5 Nov 2024; 10:00 AM
Location: Google Meet link.
Participants: ● Priyanka (Me) - Facilitator ● Arnold- Designer ● Pradip - developer ● Elia- marketing ● Alex- Customer support
Agenda: ● Ice-Breaker Activity ● Presentation of HMW Questions ● Mind Mapping ● Brainstorming ● Feedback session ● Closing and Next Steps

Chosen Ideation methods

Mind Mapping and Brainstorming	● Our data includes user feedback indicating a desire for reduced ads, enhanced customization, and improved performance. These methods will allow us to explore a wide array of ideas that address these specific pain points. ● Emphasize quantity and visual organization, aiding in generating and refining a diverse set of ideas. ● Mind mapping organizes ideas visually while brainstorming fosters diverse perspectives, resulting in a more comprehensive pool of solutions.. ● Mind maps create engaging visuals that enhance analysis and idea presentation, clarifying connections among concepts.

Mind Mapping	**Brainstorming**
Process: ● The mind mapping session was conducted using Miro to visually	**Process** ● Conducted a collaborative brainstorming session using Miro.

organize ideas around our central themes. ● Here is the link to our Mind Map: Mind_Map_miro	● Focused on generating ideas related to the HMW questions. ● Ideas were grouped based on themes. ● Encouraged open communication and spontaneity for idea generation. ● Here is the link to our Mind Map: Mind_Map_miro

Ideation Summary

Ad Reduction Strategies	Enhanced Feature Customization	Performance Optimization for User Retention
● Smart ad rotation ● Dynamic frequency adjustment based on engagement ● Engagement-based scheduling ● Premium features for ad-free experience ● Partnerships with user-preferred brands for sponsorships ● Flexible subscription tiers ● Trial promotions and referral incentives ● Gamified ad experiences ● User-controlled ad preferences (categories, frequency) ● Ad transparency dashboard	● Customizable themes and layouts ● Profile sharing for themes ● Guided setup wizard for easy customization ● Quick access to frequently used settings ● In-app surveys for feedback on the customization experience ● Real-time previews for customization changes ● Seasonal or event-based themes ● Community hub for user-generated content and custom features ● Accessibility options (multi-language support, voice commands)	● Real-time performance monitoring tools ● Simplified bug reporting feature for users ● Stress tests for new features before rollout ● Dedicated feedback forums for performance issues ● Regular maintenance updates for optimization ● AI-driven performance predictions and alerts ● Personalized performance tips for users ● Gamified feedback (rewards for reporting issues) ● Communication on performance updates and improvements

Prioritization

I have selected **Dot Voting** and **Scorecard Evaluation** to prioritize ideas effectively. Here's the rationale for each method:

Dot Voting	Scorecard Evaluation
● Our ideation generated a wide range of ideas across **Ad Reduction**, **Customization**, and **Performance Optimization**, including some overlapping and experimental options. Dot Voting provides a quick, visual filter, allowing us to highlight top choices without in-depth analysis, which will follow in the next step. ● Dot Voting ensures all team members—design, development, marketing, and support—can weigh in, contributing diverse perspectives to identify high-potential ideas. This collaborative approach aligns well with the team's varied expertise and the multi-faceted nature of our ideas. ● Given the broad scope and varying practicality of ideas, Dot Voting will eliminate lower-priority or niche ideas	● After Dot Voting, the remaining ideas require a structured evaluation across **User Experience Impact**, **Financial Cost**, and **Development Effort**. The Scorecard method lets us systematically assess each idea using relevant metrics, suited to our priorities. ● With the Scorecard's quantitative scoring, we can identify high-value ideas that balance cost and ease of implementation ● Unlike the Effort-Impact Matrix, the Scorecard allows for a nuanced, data-driven approach, clarifying each idea's value and practicality individually. This is particularly useful where ideas may have trade-offs, like high impact but higher cost. ● The Scorecard enables us to apply consistent criteria across our three focus areas, ensuring each idea is fairly judged against goals like user satisfaction, engagement, and ease of implementation.

Dot Voting Process

Here is the link to Dot voting process: 🗓 Prioritizatio_task_2.5

Scorecard Evaluation process

Here is the link to Scorecard evaluation process: 🗓 Prioritizatio_task_2.5

Top Prioritized Ideas by Category

Ad Reduction Strategies	Enhanced Feature Customization	Performance Optimization for User Retention
● **Premium features for ad-free experience** (Votes: 5, Total Score: 6): Strong user impact and feasible	● **Real-time previews for customization changes** (Votes: 5, Total Score: 7): Highest score; enhances user	● **AI-driven performance predictions and alerts** (Votes: 5, Total Score: 7): Strongly impacts

implementation make this a priority for enhancing user satisfaction. ● **Flexible subscription tiers** (Votes: 4, Total Score: 6): Offers customization to users, appealing to a broader audience. ● **Dynamic frequency adjustment based on engagement** (Votes: 4, Total Score: 5): Tailors ad delivery to user behavior, improving user experience. ●	engagement through immediate feedback. ● **Guided setup wizard for easy customization** (Votes: 4, Total Score: 5): Simplifies the user experience, encouraging more users to utilize customization features. ● **Customizable themes and layout**s (Votes: 4, Total Score: 6): Enhances personalization, a key driver for user retention	user experience by proactively addressing performance issues. ● **Regular maintenance updates for optimization** (Votes: 4, Total Score: 6): Essential for maintaining app performance and user trust. ● **Real-time performance monitoring tools** (Votes: 4, Total Score: 5): Provides users with insights, promoting transparency and engagement.

Reflection

How the Session Went:

- The session was productive and engaging.
- Used structured methods (Dot Voting and Scorecard Evaluation) to prioritize ideas.
- Encouraged collaboration, allowing all participants to contribute insights.

What Challenges We Encountered

- Encountered a large volume of ideas, making prioritization difficult.
- Confusion arose regarding scoring metrics during the Scorecard Evaluation.

How We Overcame These Challenges

- Facilitated open discussions post-Dot Voting to clarify the intent and impact of ideas.
- Reiterated and clarified predefined metrics for consistent scoring during the Scorecard Evaluation.

Session Outcome

- Successfully developed a prioritized list of ideas to move forward with.
- The collaborative approach helped identify key focus areas and aligned the team on next steps.

How We Managed Time

- Allocated specific intervals for each session phase.
- Each participant had five minutes to jot down ideas before regrouping for Dot Voting.
- Spent adequate time discussing results and moved methodically to the Scorecard Evaluation, ensuring contributions without rushing.