

Task_PM_2.3: Visualization Method Selection

Select Visualization Method

I chose to use **codification** for this task because the competitor review snippets consist of qualitative data that reflects user experiences and sentiments. Since the data includes various themes—such as user satisfaction, feature requests, and complaints—codification allows me to systematically categorize these insights. By identifying recurring themes in the reviews, I can better understand the user experience and how it relates to the quantitative data from the graphs.

Given that the reviews highlight emotional responses and practical feedback, codifying this data will enable us to extract meaningful insights that can explain the trends observed in the graphs. This approach provides a holistic view of user preferences and pain points, helping us identify what factors contribute to the performance metrics shown for each competitor. Ultimately, using codification will allow us to connect the qualitative feedback with the quantitative data, offering a comprehensive understanding of the competitive landscape.

Competitor A

User Feedback	Category	Sentiment	User Intent	Impact Level	Opportunity
“Too many ads—it takes away from the experience.”	Ads and Monetization	Negative	Reduce ad clutter	High	Explore ad reduction strategies
“I like the filter selection, but I wish there were fewer ads.”	Ads and Monetization	Mixed	Balance filter options with fewer ads	Medium	Optimize filter variety with ad management
“Great app, but I would pay to get rid of the ads.”	Ads and Monetization	Positive	Seek a premium option to eliminate ads	High	Investigate premium subscription model
“Good user experience and never came across a bug.”	User Experience	Positive	Maintain a high-quality user experience	High	Continue focusing on quality assurance

“All my friends are on this app, so it would be hard to change—not that I would necessarily want to.”	Social Aspects	Positive	Stay connected with friends	Medium	Enhance features that promote sharing
“Good privacy and sharing permissions.”	Privacy	Positive	Ensure privacy is maintained	High	Promote privacy and security
“Reliable app. Good customer support if you need them. No complaints.”	Customer Support	Positive	Seek assurance of reliability	Medium	Maintain and promote strong support systems
“As a content creator, this app just doesn't have enough features—I can't fully express myself.”	Features	Negative	Request more creative features	High	Identify and develop new creative tools
“I like that they're keeping it simple.”	User Experience	Positive	Appreciate simplicity in design	Medium	Focus on maintaining a user-friendly design

Competitor B

User Feedback	Category	Sentiment	User Intent	Impact Level	Opportunity
“Love this app—I can add music snippets to my photos to really bring them to life.”	Feature Requests	Positive	Enhance music features	Medium	Introduce more music options
“It's a good app, and it's easy to upload photos, but some filters are really over the top and make the product feel childish.”	Feature Requests	Negative	Improve filter selection	Medium	Offer more authentic filters

“I prefer apps with fewer filters because the content feels more authentic.”	Feature Requests	Negative	Simplify features	Medium	Introduce filter customization options
“I like the music snippets, but I wish they didn’t autoplay when I view a photo.”	Feature Requests	Negative	Control autoplay settings	Medium	Provide user control over features
“I keep trying to get my friends on this app, but they think the content is too branded.”	Social Aspects	Negative	Improve content perception	Medium	Increase authenticity
“Their latest release (because they do, like, 100 a month) locked everyone out of their accounts for 15 minutes—they solved the issue quickly, but it didn’t feel great. I trust them less now.”	Performance Issues	Negative	Improve release stability	High	Ensure reliability of updates
“I find some of the new options and buttons confusing—not quite sure what will happen when I tap on something.”	User Experience	Negative	Simplify UI	High	Improve user interface

Competitor C

User Feedback	Category	Sentiment	User Intent	Impact Level	Opportunity
“Since it became possible to upload videos, the entire app has gotten really slow—even viewing normal photos feels slow.”	Performance Issues	Negative	Improve app speed	High	Optimize performance
“Good app. I’ve been using it for a while now. The new video feature is	Performance Issues	Mixed	Improve app speed	Medium	Enhance video performance

cool, but I think it's slowed the app down a bit."					
"Their big update was the video feature, and it's nice, but they didn't get it right—it takes way too long to upload the video. Sometimes it even takes too long for other people's videos to load before you can watch them."	Performance Issues	Negative	Improve upload times	High	Streamline upload process
"A lot of my friends use this app to share/watch videos and use a different app for sharing photos."	Social Aspects	Neutral	Strengthen community	Medium	Encourage sharing features
"They should fix their current issues before rolling out more features."	Performance Issues	Negative	Prioritize stability	High	Focus on bug fixes

Visibility Technique and Summary

Competitor A users frequently express frustration with ads, indicating that they detract from the overall experience. Positive sentiments highlight user reliability and simplicity, yet there's a notable demand for enhanced features for content creation.

Competitor B feedback shows a blend of appreciation for its unique music features but also critiques the excessive filters and autoplay functions, suggesting a desire for a more authentic user experience. Users indicate confusion over new options, reflecting a need for clearer functionality.

Competitor C faces criticism primarily for performance issues following the introduction of video features, with users noting slowdowns and longer upload times. This signals a significant area for improvement, as users feel the app has become less efficient.

Analysis of Graphs:

Figure 1: Competitor Performance Over Time

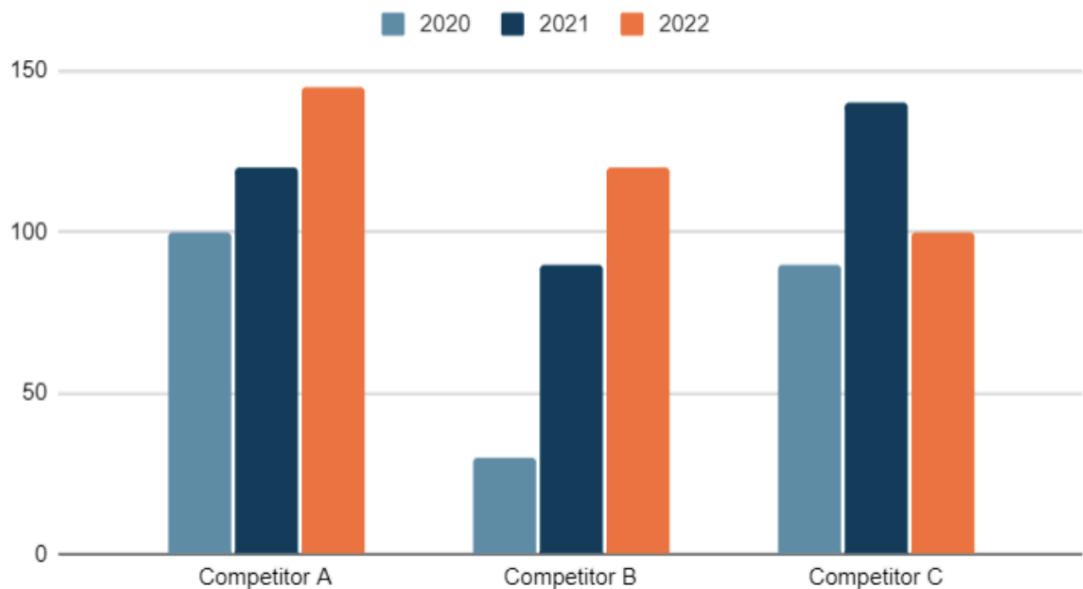


Figure 2. Competitor's new users (in millions) per year.

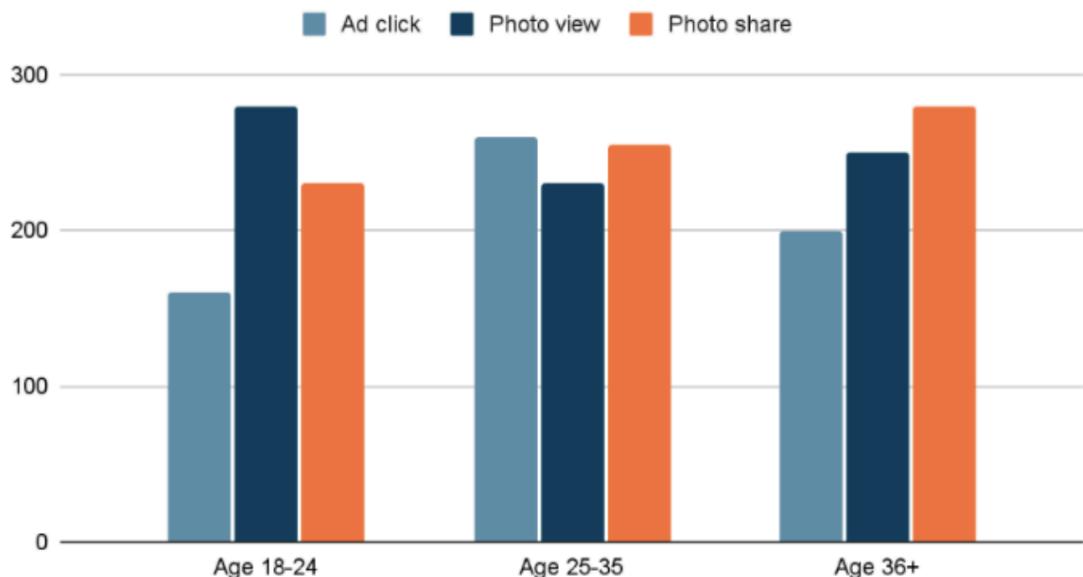
Competitor A: Shows consistent growth from 100 in 2020 to 145 in 2022. This suggests strong user retention and possibly increasing user acquisition strategies.

Competitor B: Starts at 30 in 2020, peaks at 90 in 2021, then rises to 120 in 2022. This indicates fluctuations but an overall upward trend, possibly due to feature enhancements or marketing efforts.

Competitor C: Sees significant growth from 90 in 2020 to 140 in 2021 but drops to 100 in 2022. The decline in 2022 may indicate issues with user satisfaction or competition.

Figure 2: New Users by Age and Interaction Type

Figure 2. Competitor's new users (in millions) per year.

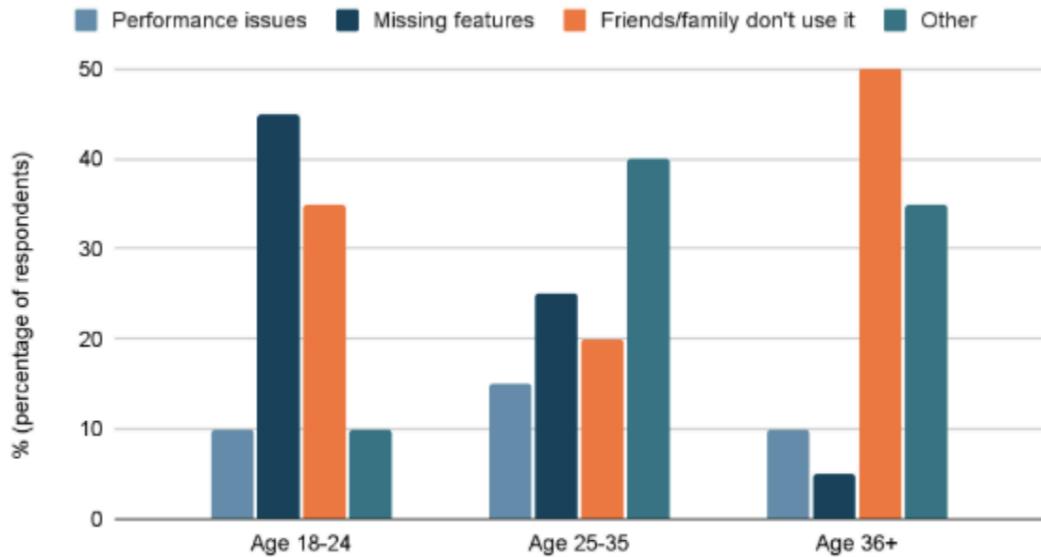


Age Group 18-24: strong engagement with photo reviews and photo sharing, indicating that they value interactive and engaging content along with sharing it with others.

Age Group 25-35: High level of interaction with ads, which may indicate a preference for commercial engagement. Also actively participate in photo sharing, highlighting a balance between consumption and content creation.

Age Group 36+: Leads in photo shares, suggesting that they prioritize sharing over interacting with ads. Engagement with photo reviews is also high, indicating a preference for viewing content before sharing it.

Figure 3: User Interaction Issues by Age Group



- **Age Group 18-24:** Notable concerns about missing features and the social aspect of app usage. They show a strong desire for features that enhance connectivity with friends.
- **Age Group 25-35:** Blend of concerns, indicating that they find the app's performance lacking. They also report missing features, suggesting that functionality is crucial for this demographic.
- **Age Group 36+:** revolves around social connections, indicating that they feel the app's value is diminished without their social circles engaging. The low concern for missing features suggests they may be less focused on functionality compared to social aspects.

Recurrences, Changes, Correlations, and Patterns

1. Recurrences in the Data

Frustration with Ads: Across Competitor A, users consistently express dissatisfaction with the volume of ads, highlighting a strong desire for a more streamlined experience. This sentiment is echoed in user requests for ad reduction strategies and the introduction of premium options.

Feature Requests: Competitor B's feedback reveals a recurring theme of users wanting improved filters and more control over features like autoplay music. This indicates a need for greater customization and an authentic user experience.

Performance Concerns: Competitor C's users frequently mention performance issues, particularly after updates that introduced new features. This suggests that while new functionalities may attract users, they also risk compromising performance and user satisfaction.

Social Connectivity: Across all competitors, the importance of social aspects is highlighted. Users express a desire for features that enhance sharing and connectivity with friends, indicating that social interactions are a crucial element of the user experience.

Category	Recurring Themes
Ads and Monetization	Users want fewer ads and premium options.
Feature Requests	The desire for improved filters and customization.
Performance Issues	Concerns about app speed and reliability.
Social Aspects	Need for enhanced social features.

2. Changes Over Time

Competitor A: The consistent growth in user numbers from 100 in 2020 to 145 in 2022 indicates effective user retention and possibly improved acquisition strategies. This growth may also be linked to ongoing enhancements in user experience and ad management.

Competitor B: The fluctuation in user numbers, peaking at 90 in 2021 before rising to 120 in 2022, suggests that the introduction of new features may initially draw users in but could also cause temporary dissatisfaction (as seen with negative feedback). The overall upward trend could be attributed to continuous feature enhancements.

Competitor C: The growth from 90 users in 2020 to 140 in 2021 followed by a decline to 100 in 2022 points to potential dissatisfaction after introducing video features. This drop highlights the risk of launching significant updates without adequately addressing existing performance issues.

3. Correlations and Causations

Ads and User Experience: The negative sentiments regarding ads correlate strongly with users' desire for a more enjoyable app experience. Users frequently mention that ads detract from their overall satisfaction, which may suggest that reducing ad clutter could enhance user retention.

Feature Requests vs. User Sentiment: The mixed feedback regarding new features (like music snippets and filters) indicates that while users appreciate innovation, poorly received updates can lead to distrust and dissatisfaction. This correlation suggests that feature enhancements need to be carefully evaluated and tested before rollout.

Performance Issues and User Retention: For Competitor C, the introduction of new features leading to performance problems shows a direct relationship between app

performance and user satisfaction. Users have indicated that they may abandon the app if performance issues continue, linking these two aspects closely.

Correlation	Impact
Ads ↔ User Experience	Negative feedback on ads correlates with lower user satisfaction.
Feature Requests ↔ User Sentiment	Mixed feedback on features highlights the need for user-aligned updates to maintain trust.
Performance Issues ↔ User Retention	Performance problems may lead to potential user abandonment.

4. Regularities and Irregularities

Regularities:

- **High User Expectations:** Across all competitors, users exhibit high expectations for app performance, feature quality, and user experience. This regularity suggests that companies must prioritize these areas to maintain user loyalty.
- **Desire for Customization:** The recurring request for more customizable features (like filters and music options) indicates that users want a tailored experience that aligns with their personal preferences.

Irregularities:

- **Divergence in User Sentiment:** While Competitor A receives generally positive feedback on user experience, Competitor B faces mixed reviews despite having unique features. This inconsistency suggests that even innovative features can lead to negative perceptions if they do not meet user expectations or if they complicate the user interface.
- **Social Aspect Concerns:** The heightened concern about social connectivity among older users (36+) is less pronounced in younger demographics (18-24). This pattern may indicate a shift in how different age groups perceive the value of social features, suggesting that younger users may prioritize content over connections.

Key Insights

1. **User Frustration with Ads:** A significant recurring theme across competitors is the dissatisfaction with ad presence, particularly for Competitor A. Users express that ads detract from their overall app experience, suggesting a potential opportunity for ad reduction strategies or premium subscription options.

2. **Feature Enhancement Needs:** Users consistently request improved and customizable features, particularly evident in Competitor B. While innovation is appreciated, the mixed feedback indicates that updates should be thoroughly tested to ensure they enhance rather than complicate the user experience.
3. **Performance and User Retention:** Performance issues, especially noted by users of Competitor C, directly impact user satisfaction and retention. The introduction of new features can lead to significant slowdowns, emphasizing the need for prioritizing performance improvements alongside feature additions.
4. **High Expectations Across Age Groups:** Users across all age demographics maintain high expectations for app performance and functionality. However, older users exhibit greater concern for social connectivity compared to younger users, who prioritize content engagement.
5. **Divergence in User Sentiment:** Despite having unique features, Competitor B faces mixed reviews, highlighting that innovation alone may not lead to positive user perceptions. This inconsistency underscores the importance of aligning features with user needs and expectations.

Insights	Implication
User frustration with ads	Opportunity for ad reduction strategies and premium options.
Need for feature enhancement	Importance of testing updates to ensure user satisfaction.
Impact of performance on retention	Prioritize performance improvements alongside new features.
High expectations across age groups	Tailor experiences based on age demographics to enhance engagement.
Divergence in user sentiment	Align innovations with user needs to improve perceptions and loyalty.