A UX study to increase the number of users of RWRD's paid functions

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Abstract

The aim of this study was to explore the possibility of increasing the number of users who pay for energy by making paid features more attractive in the interactive interface of the app. In the RWRD app, which combines information about independent coffee shops and coffee culture, RWRD+ is used as a paid feature to help users gain access to offers and more coffee culture. In the process of studying how to increase the number of users of RWRD+, a solution based on a design diagram was developed through user research and click tests.

Introduction&Background

Europe is one of the birthplaces of coffee culture and the contemporary coffee industry is growing rapidly. RWRD is a platform that brings together independent coffee shops to help users find and explore independent coffee shops. The paid feature RWRD+ is designed to help users access offers and coffee culture. Through literature research, it has been found that user satisfaction and emotional design influence user payment. This project will explore how the paid features of RWRD+ can increase the appeal of RWRD+ to users by encouraging free users to join RWRD+ and retaining existing RWRD+ users.

Design Diagram
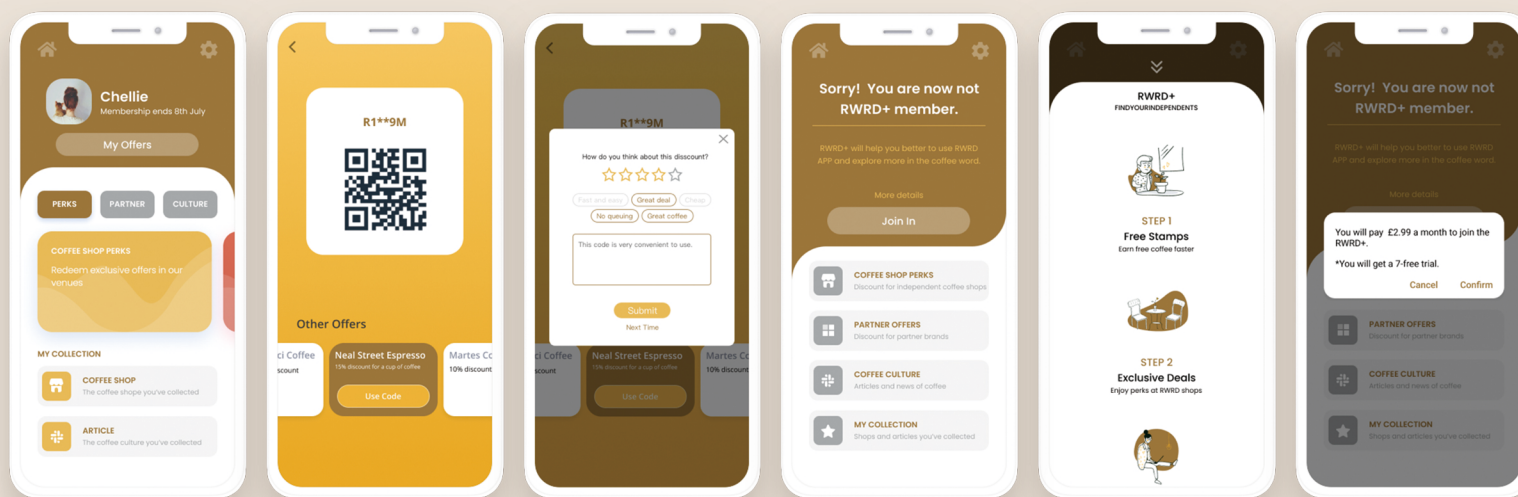
The current prototype diagram is used to illustrate four solutions include increasing RWRD+ exposure, encouraging users to learn about RWRD+, improving the ease of use of RWRD+, and increasing user engagement.

The high-fidelity prototype is based on the low-fidelity prototype with the main pages selected for adaptation and design.

Research Methodology

The design process for this project used a questionnaire for user research and a click test for testing low fidelity graphs.

During the user research phase, some users of the current RWRD APP filled out a questionnaire and ended up with 56 valid data. The questionnaire was designed to explore the extent to which users were aware of RWRD+ and the possible purposes for which they would like to join RWRD+. Based on the results of the questionnaire, a user experience map was created to analyse what users were thinking as they became familiar with and used RWRD+, in order to analyse possible user needs and user pain points. Based on this, points of opportunity for possible improvement were reasoned out and a design solution was developed.

A set of speculative low-fidelity diagrams were created after the user analysis and sent to 10 participants who had used the coffee brand app or the food app for a click test. 5 of the participants were contacted after the click test. The low-fidelity maps were further improved through feedback from the participants, and some high-fidelity maps were created based on the improved low-fidelity maps.

Research Result

The results of the survey show that more than 50% of the users are not aware of RWRD+ or even don't know it at all. The willingness to learn about coffee culture and to redeem vouchers for products is relatively strong. According to the user analysis, users now need more opportunities to learn about RWRD+ and become interested in it. For users who have already joined RWRD+, there is a need to consider the extent to which users need different features and to increase their goodwill towards RWRD+.

The above analysis suggests specific solutions. On the one hand, it is to encourage free users to join RWRD+, which entails increasing the presence of RWRD+ and letting the user know how RWRD+ might help him, and should also help him understand the specific features of RWRD+. The other side is retaining more RWRD+ users and those who participate in free trials. This requires improving the ease of use of the RWRD+ interface as well as increasing user engagement and making RWRD+ users feel valued, depending on demand.

Conclusions & Future Work

The main conclusion was a complete set of low-fidelity prototypes and high-fidelity prototypes of some of the main pages that were eventually aligned with the solution. Through these specific design solutions, the process of learning about RWRD+ was made easier and more enjoyable for users, increasing the ease of use of RWRD+ features and thus the willingness of RWRD+ users to stay, while increasing the attractiveness of RWRD+ to free users.

In future work, it remains important to continue to consider how to optimize the actions of RWRD+ users when using the features. What needs to be taken into account are the problems that may be encountered during the use of the discounts and how to develop a more attractive offer rule for users.