

UX strategy to reduce drivers uninstall rates before campaign

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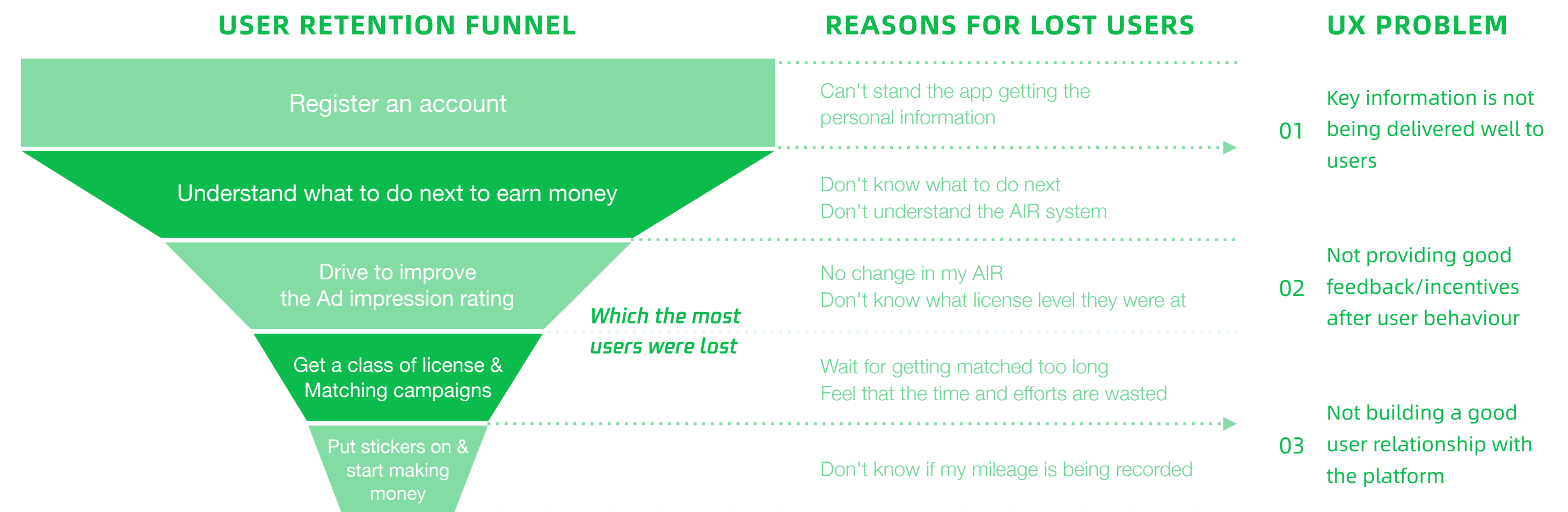
Introduction & Background

Adverttu is a platform that helps drivers earn money by posting ads on private vehicles. This service is a great way for many drivers to earn extra money. However, a large number of drivers have uninstalled before the campaign stage. Based on initial user feedback, we understand that this is due to the length of the driver matching campaign and it is known that there will not be enough campaign to the driver at registration. So, what we need to do is what are the reasons other than the known and how can this be solved?



Research Methodology

For this issue, we mainly through 2 random interviews, 216 user feedback and 98 questionnaire responses to understand and analyse this issue. And through this user retention funnel model to analyse. The width of the funnel represents the number of users at that stage, and we can see graphically that the number of users retained gets smaller as the stage progresses.

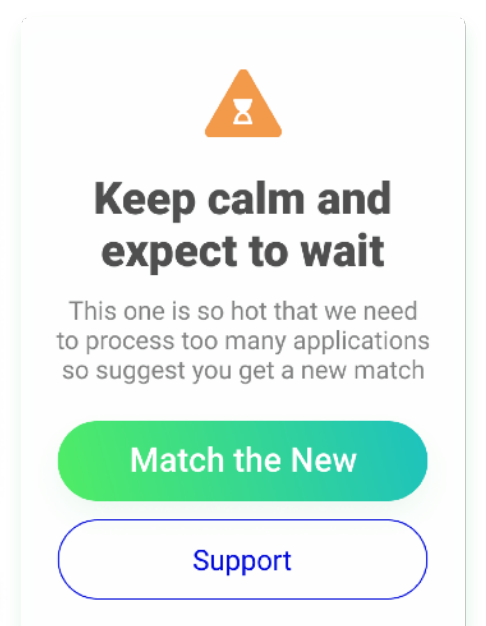
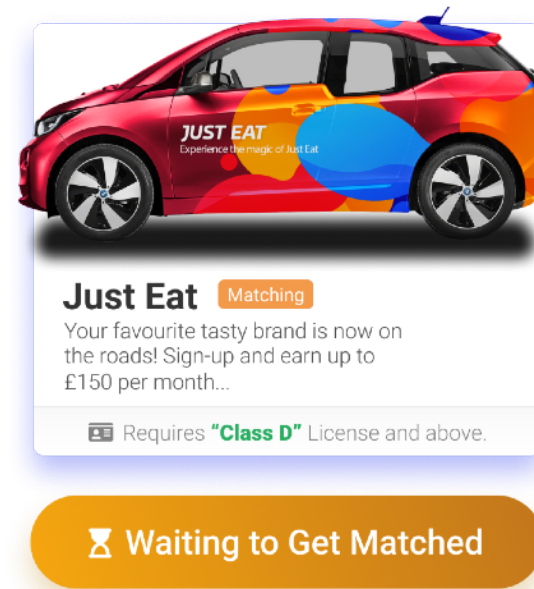
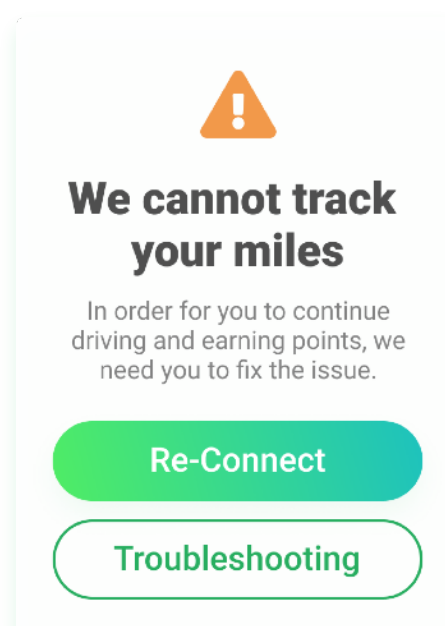
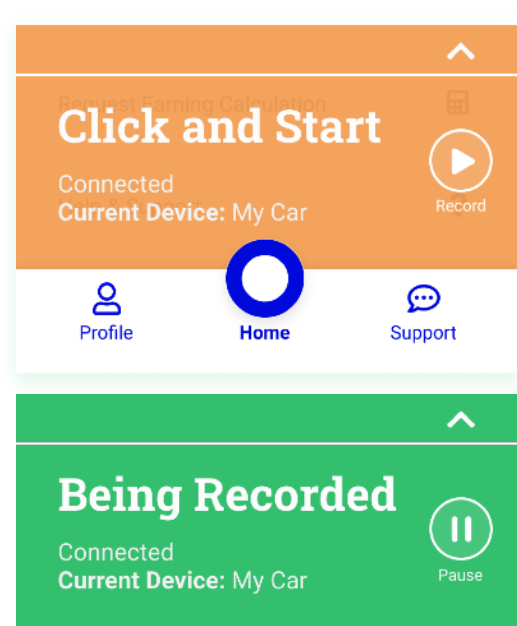


Design strategy and Prototype

Users not getting the key information they need to know in time leads to confusion and frustration, and even loss of trust in Adverttu, gradually leading to their uninstallation. Here are part of the redesign prototypes for the recording and matching stages.

STRATEGY

- 01 Help users reduce the time it takes to match
- 02 Enhanced visibility and control of status at each stage
- 03 Increase platform activity through the design of the driver community
- 04 Improve app performance to reduce power consumption



Future Work

Use the prototype to test how the same group of users' knowledge of key information changes. Also through interviews, find out what the 'other' in the questionnaire includes, in order to take user-centred design a step further.