

Design of Adverttu App-User Communication

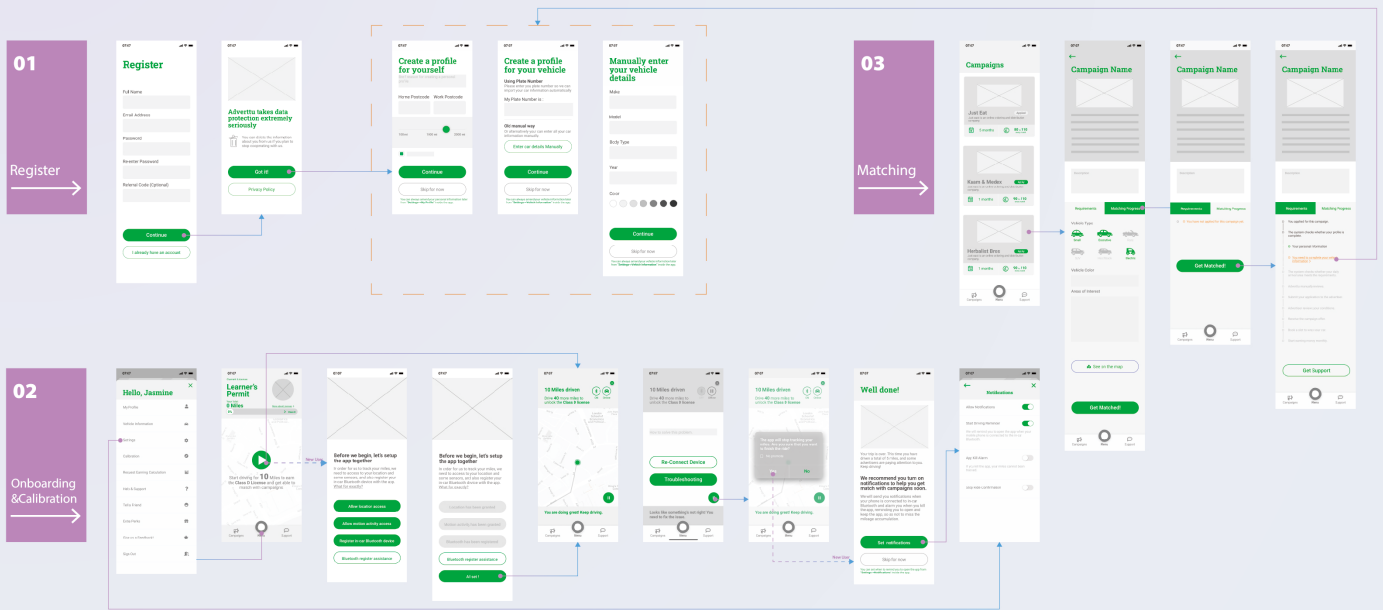
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Abstract

This is a field project in cooperation with Adverttu. This project attempts to help Adverttu retain more drivers who can match the activity by changing how the Adverttu app communicates with users. This project uses competitive product analysis, literature review, questionnaire survey, user feedback data analysis, and field research methods to conduct preliminary research on Adverttu's products and users. Based on the survey results, suggestions were made for the communication methods between the app and users during the registration, onboarding, calibration, and matching stages. The main thing is to make suggestions on the interface display content and user flow. This project is currently only going through the preliminary research and the first version of low-fidelity prototype production.

Introduction & Background

Adverttu is trying to turn vehicles into mobile billboards. They convene private vehicle owners to provide on-vehicle advertising for advertisers. Meanwhile, the drivers can earn extra monthly income from everyday driving. The advertising needs to appear at the area and time as the advertisers expected. Therefore, Adverttu collects and analyses the daily driving data of the drivers to know their day-to-day route so that they can match them with suitable campaigns. Adverttu does this by asking drivers to open the app to track their daily trips. After the app tracks the driver for some time and specific miles, Adverttu can invite the driver to participate when a suitable campaign is released. Thus, there is a time gap between drivers registering and starting to earn money. The data shows that the driver's retention rate during this period is very low, resulting in very few matchable people.



Research Methodology

- Communicate with the company and fully understand how the business operates.
- Experience the app and review user feedback in the app store.
- Conduct field research and observe the behaviour and emotions of potential users when using the app.
- Analyze the five competing products to find similarities and differences between them and Adverttu, and review the evaluation of the competing products in the app store.
- Analyze user feedback data shared by the company.
- Edit the questionnaire and send it to the driver for investigation by the company.
- Perform literature search based on the insights gained.

Reserch Results

- The initial commitment propose to the user is high-stakes and high-cost.
- The current way to help users understand the two systems is not effective.
- The unexplained acquisition of currently unnecessary permissions from the app further increases the alertness and suspicion of users.
- The system status is not visible, results in users not feeling the company's recognition of their efforts.
- User wait for a long time for a reward (join campaigns and earn money); the principle of reciprocity is broken.
- Users are used to refusing to receive notifications, and they dislike the current way of sending a reminder, but they do need to be reminded.
- The process of choosing the right activity has a high interaction cost.
- Matching is a long process during which users feel that they have lost control.

Conclusion & Future Work

The main problem with the Adverttu app is that the interaction cost paid by the user is higher than the benefit that Adverttu gives to the user. Therefore, it is necessary to change the interaction mode and interaction flow between the user and the app to reduce the user's interaction cost and bad emotions.

At present, the project has proposed a low-fidelity prototype based on the research results. In the future, we will use low-fidelity prototypes to conduct usability tests with users and conduct personalized interviews with users to gain in-depth insights and then improve the prototype.