

GAME 3

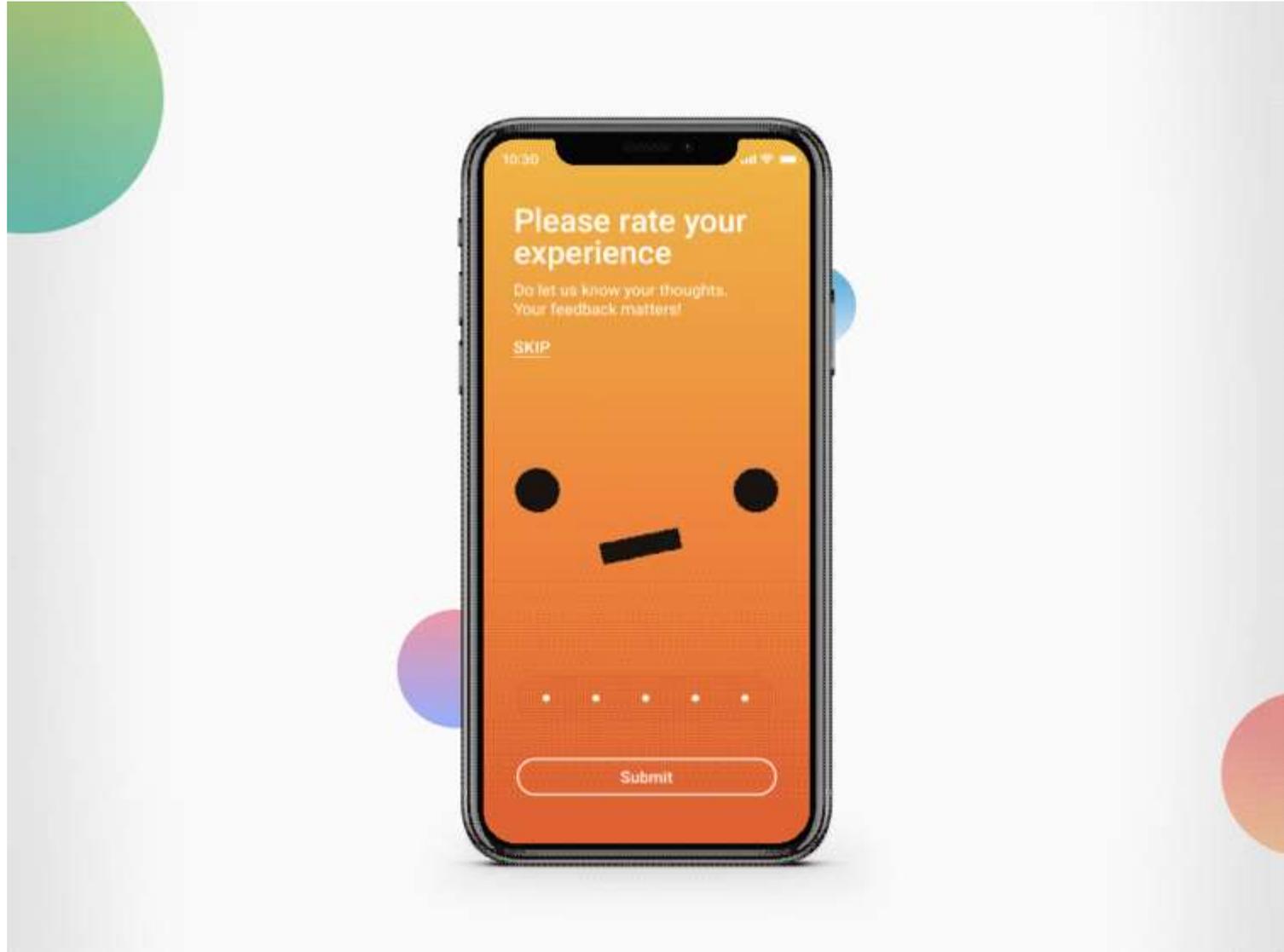
IMPROVING THE USER EXPERIENCE



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Agenda

- **What is the User Experience?**
- **Why does it matter so much on Mobile?**
- **Product Management**
- **Prioritization**
- **The Game**



What is User Experience?

- In commerce, user experience (UX) is a person's emotions and attitudes about using a particular product, system or service. It includes the practical, experiential, affective, meaningful and valuable aspects of human–computer interaction and product ownership. Additionally, it includes a person's perceptions of system aspects such as utility, ease of use and efficiency.

In a nutshell

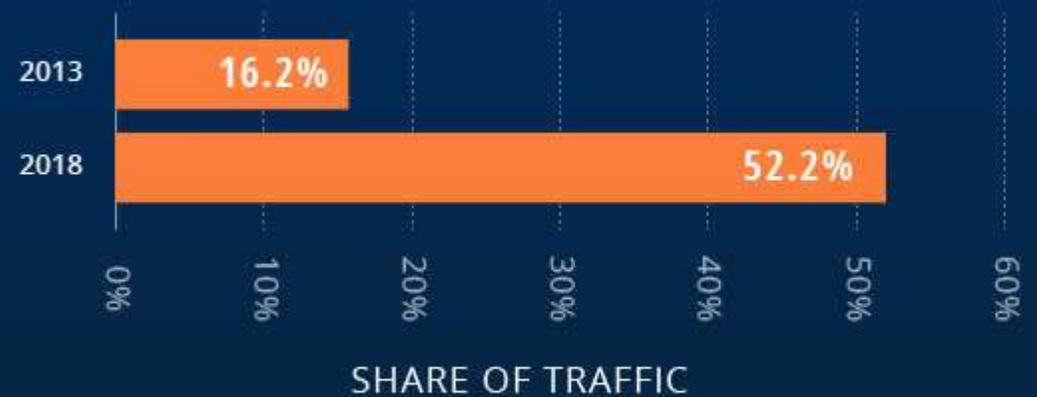
To put it simply, UX or user experience is the **general feel a user gets when interacting with a product.**

Why does it matter so much on Mobile?

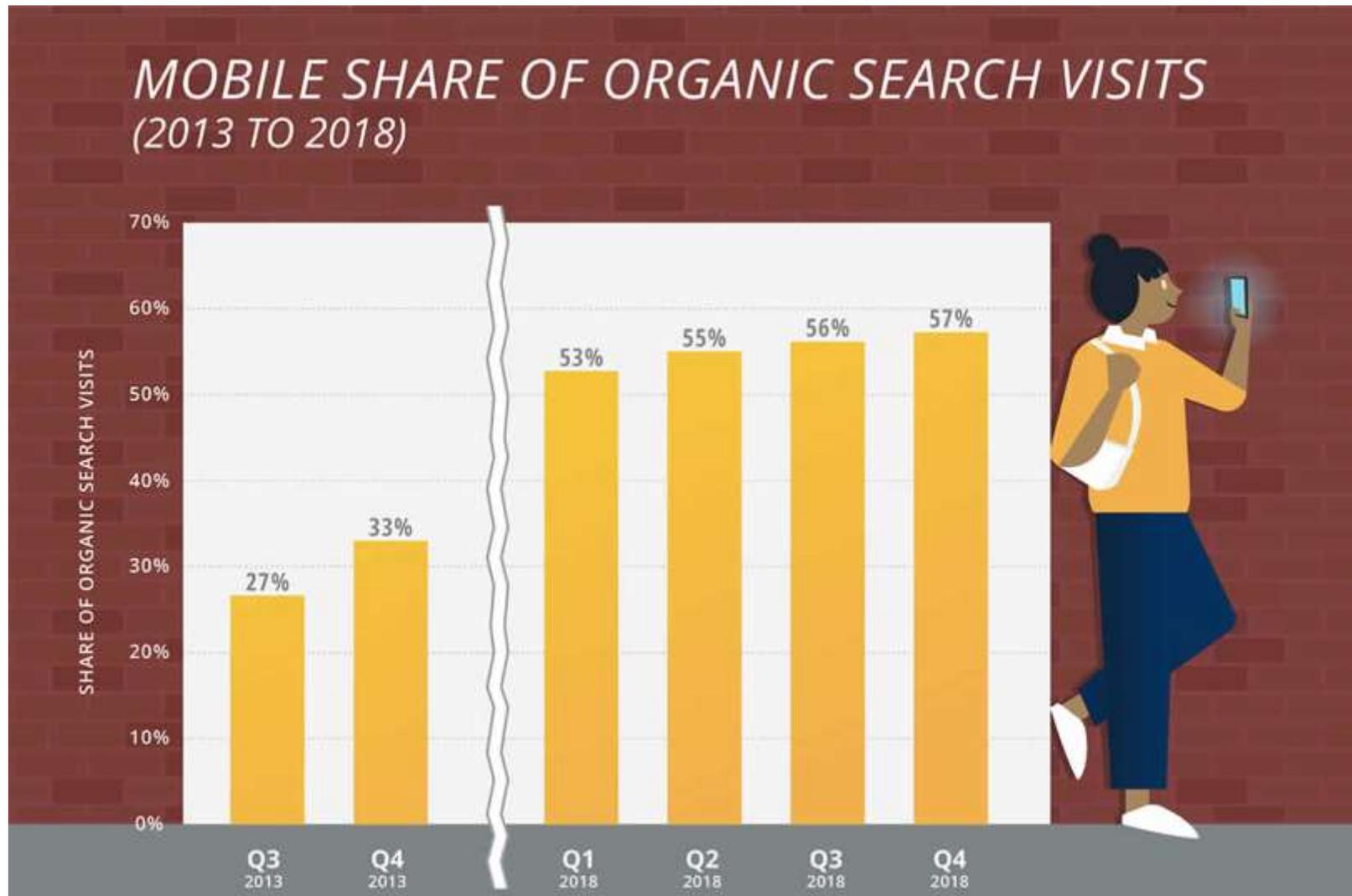
**MOBILE
TRAFFIC**

UP
222%
IN THE LAST 5 YEARS

COMBINED TRAFFIC WORLDWIDE 2013 VS 2018

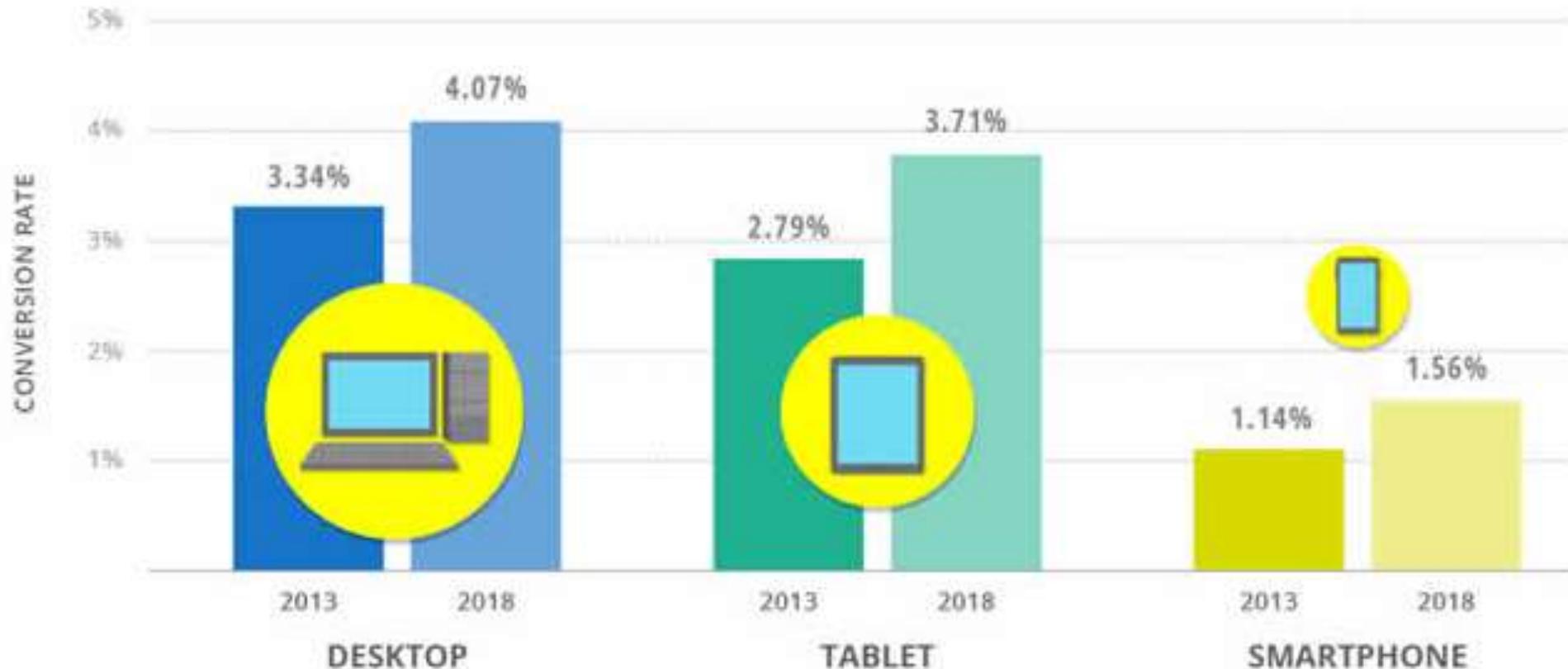


Why does it matter so much on Mobile?



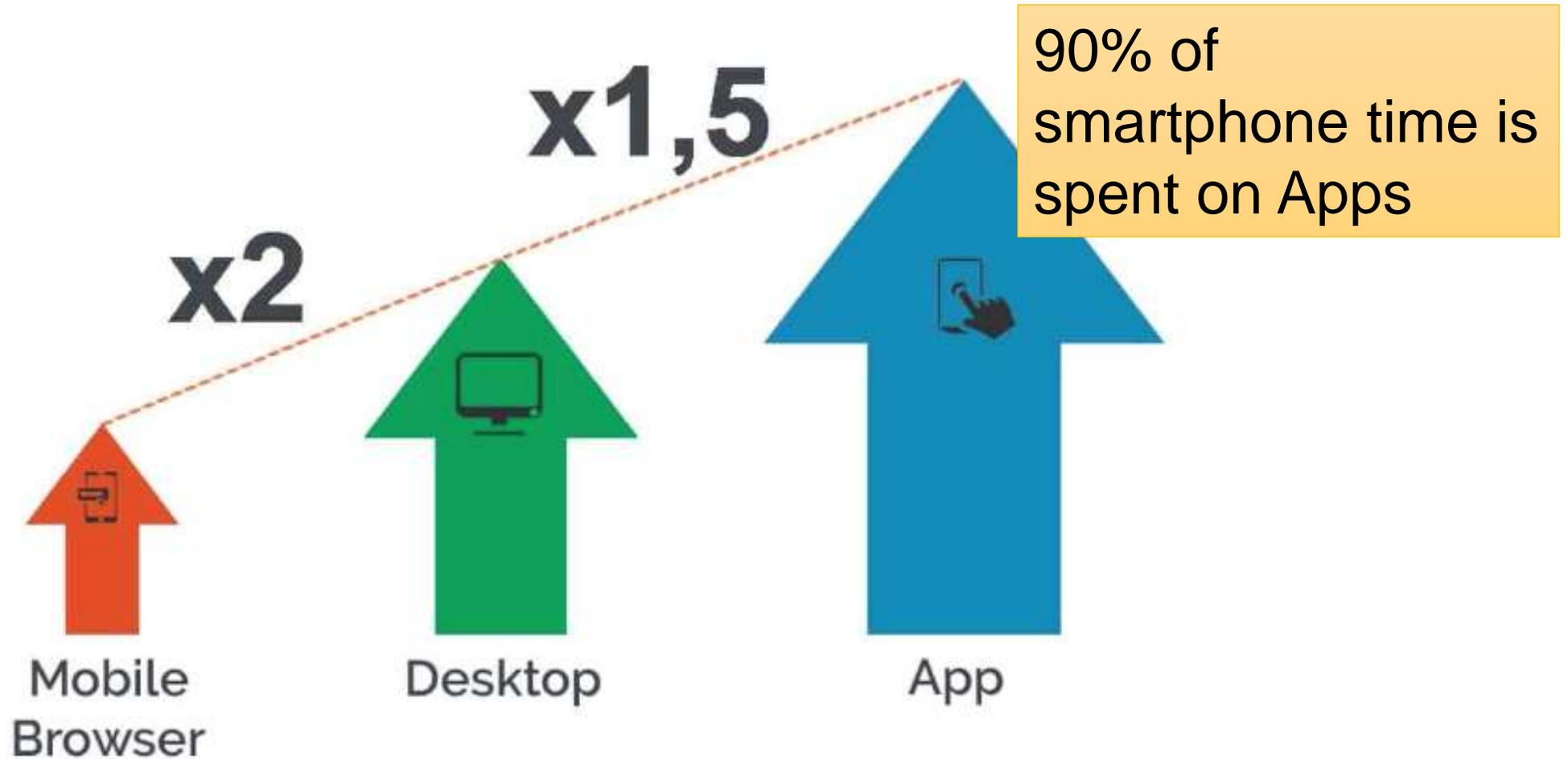
Which device has the highest conversion rates?

*US E-COMMERCE CONVERSION RATES,
BY DEVICE (2013 VS 2018)*



Source: <https://www.broadbandsearch.net/blog/mobile-desktop-internet-usage-statistics>

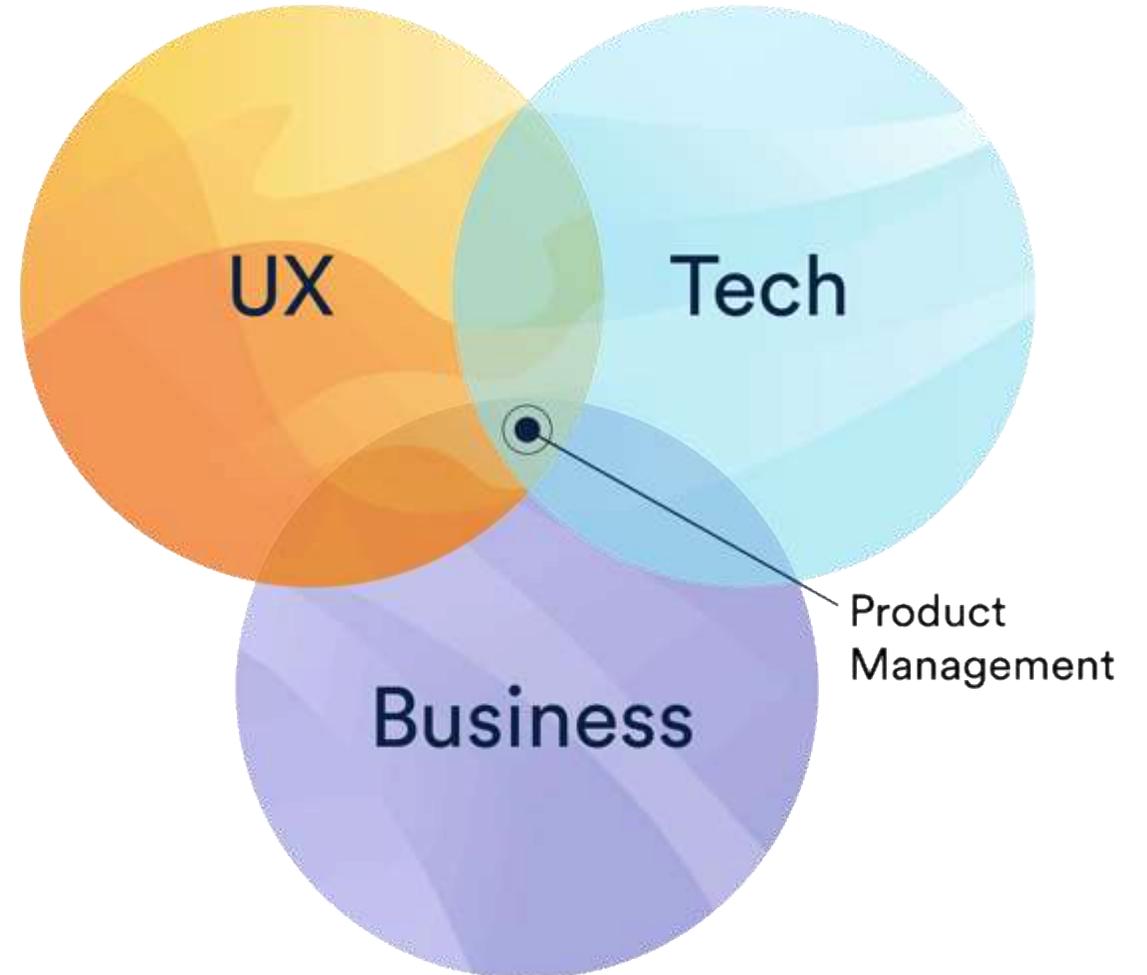
Building (and promoting) better apps might help



Source: <https://jmango360.com/wiki-pages-trends/mobile-app-vs-mobile-website-statistics/>

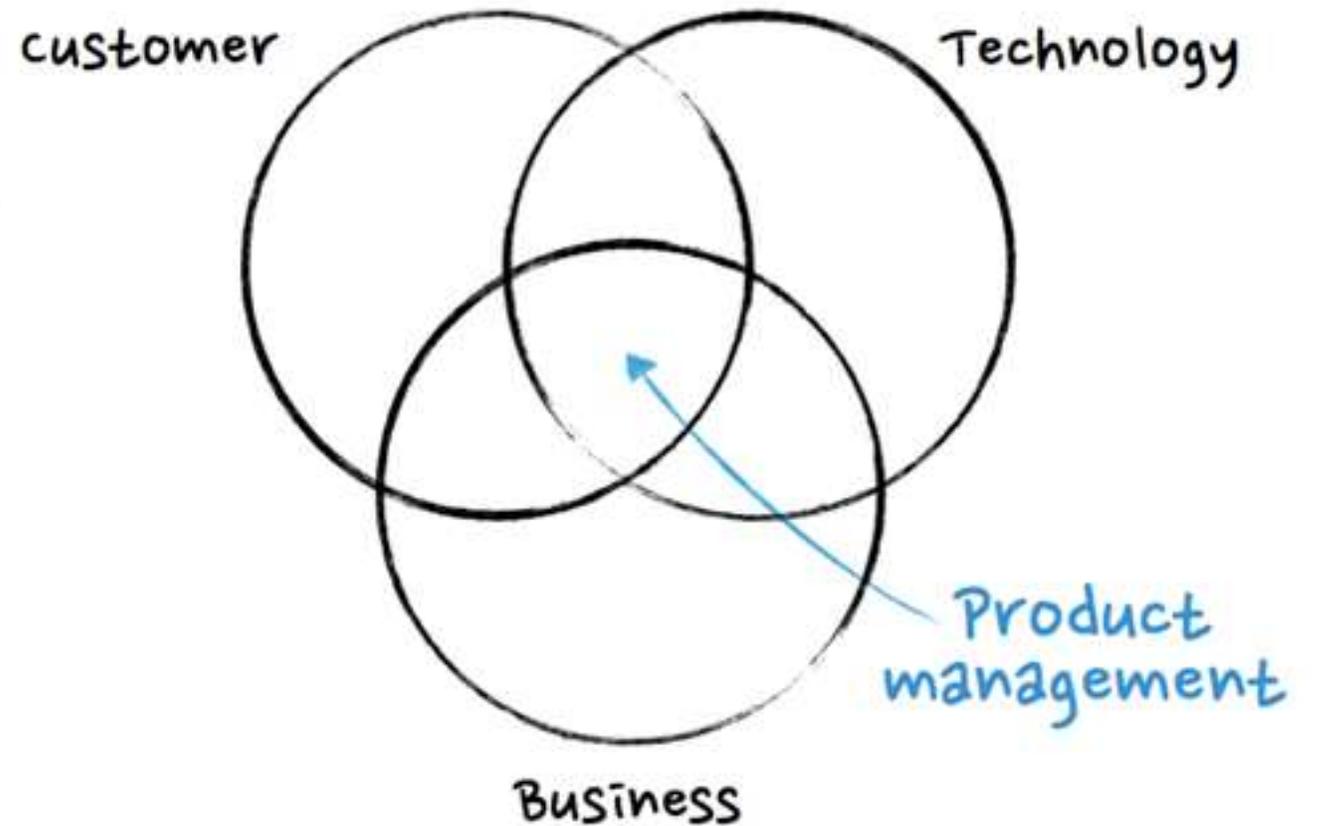
Product Management

- Product management is an important organizational role.
- They are responsible for the **strategy, roadmap, and feature definition** for a product or product line.

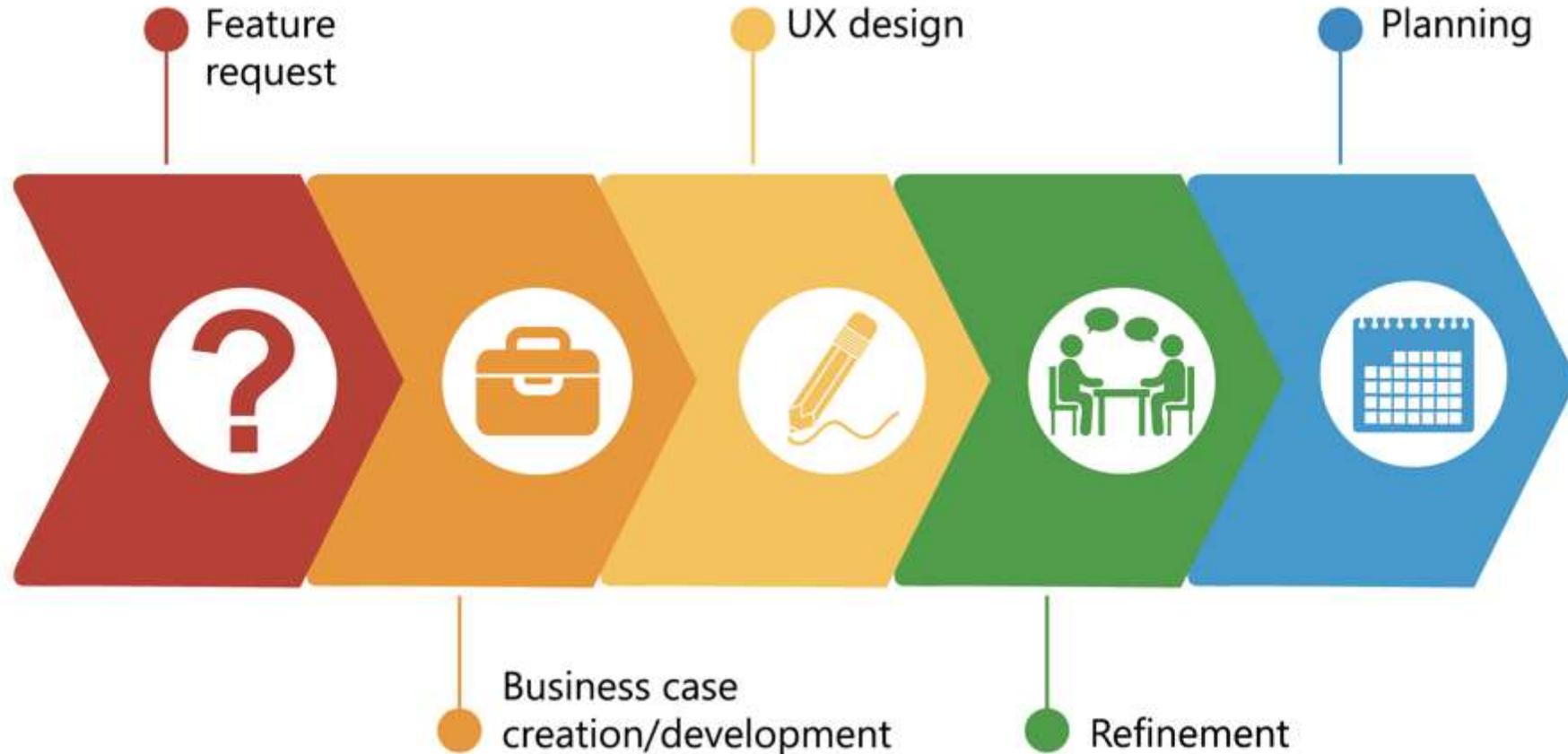


Product Management

- To build the best possible product, product managers advocate for customers within the organization and make sure the voice of the market is heard.



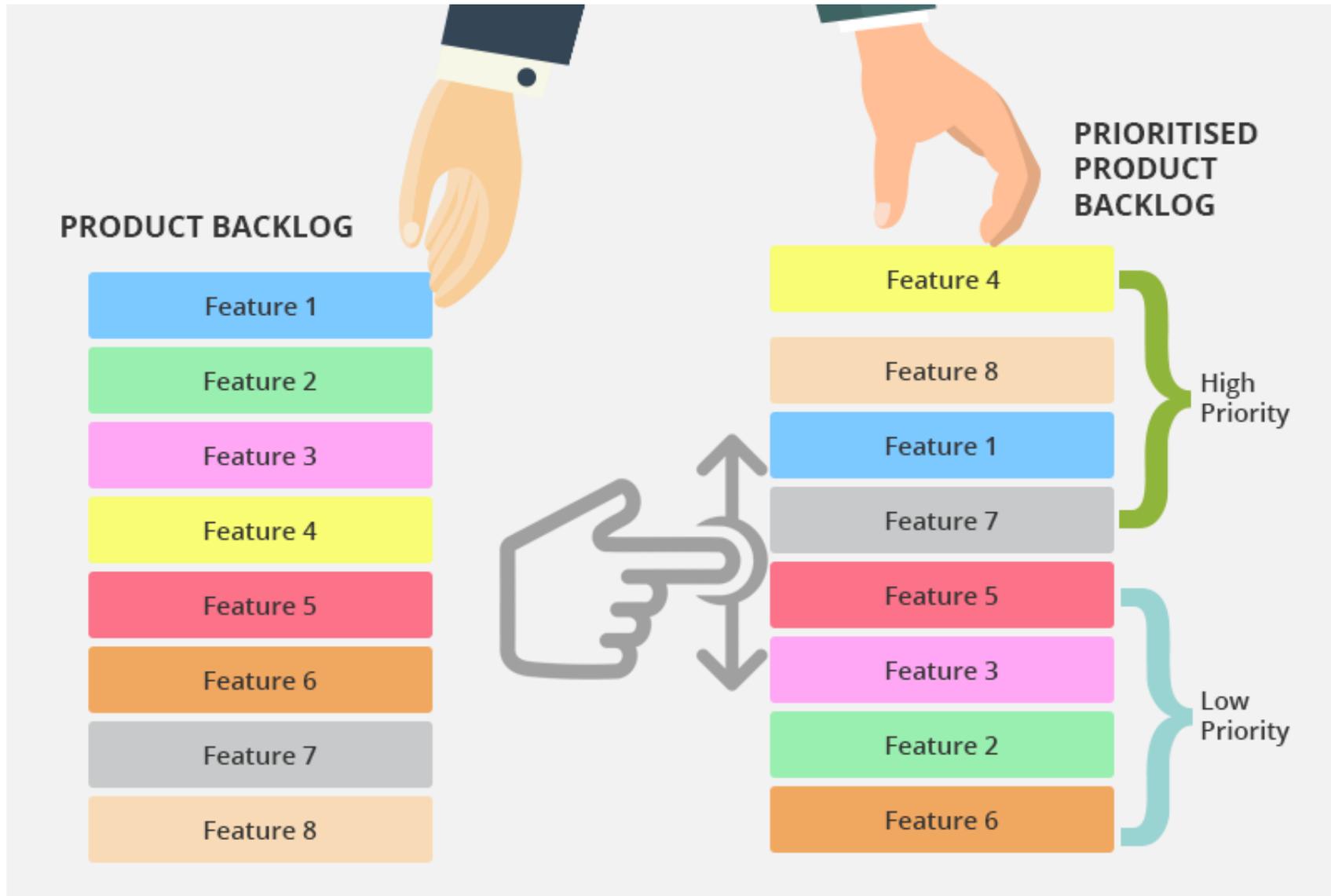
“Building the best possible product”



A **business case** captures the reasoning for initiating a [project](#) or task.

The [logic](#) of the business case is that, whenever [resources](#) are consumed, they should be in support of a specific business need.

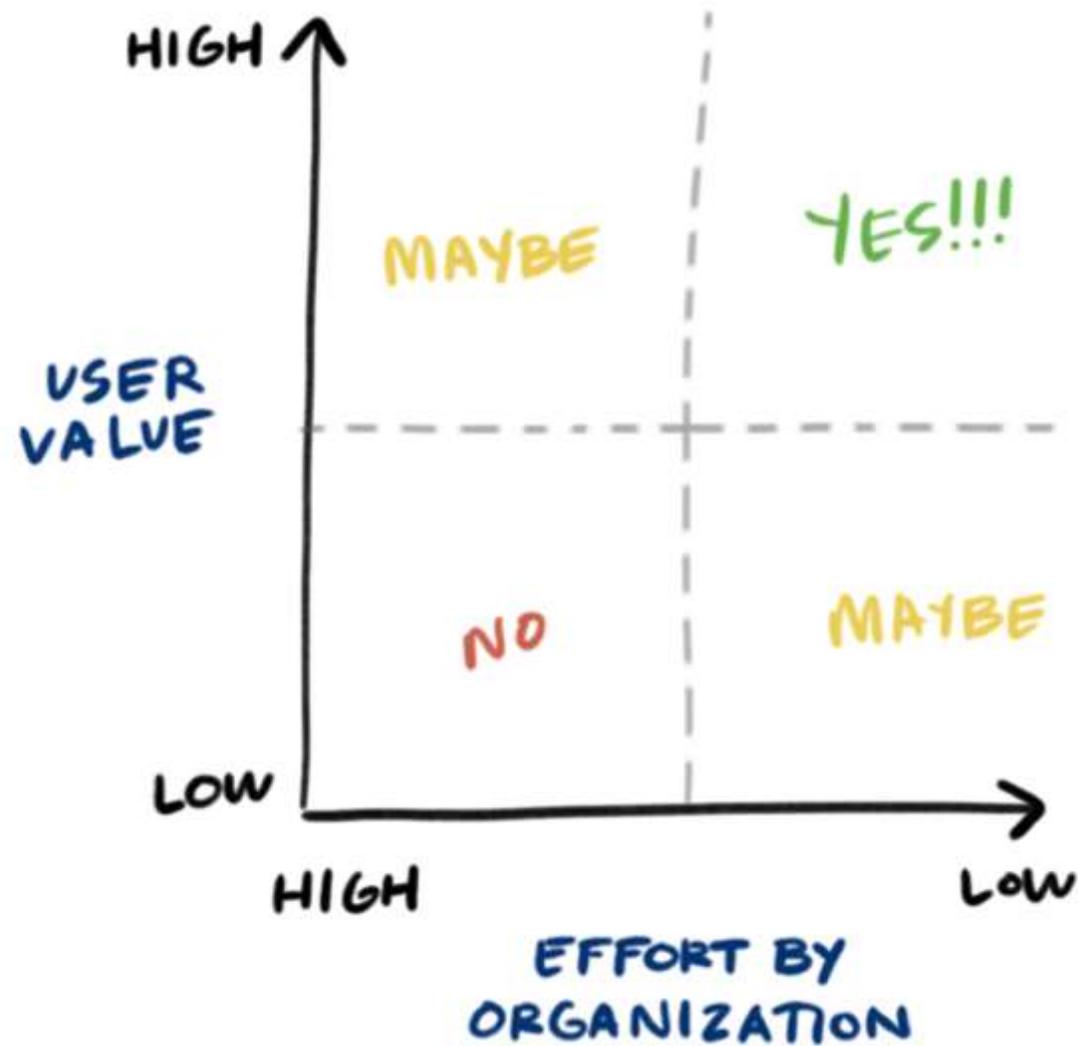
Product Backlog Refinement



HOW TO PRIORITIZE WHICH FEATURES TO BUILD FIRST IN YOUR MOBILE APP?



Prioritization matrix



Prioritization model: RICE

- The **RICE scoring model** is a framework designed to help product managers determine which products, features, and other initiatives to prioritize on their roadmaps by **scoring** these items according to four factors.
- These factors, which form the acronym **RICE**, are reach, impact, confidence, and effort.

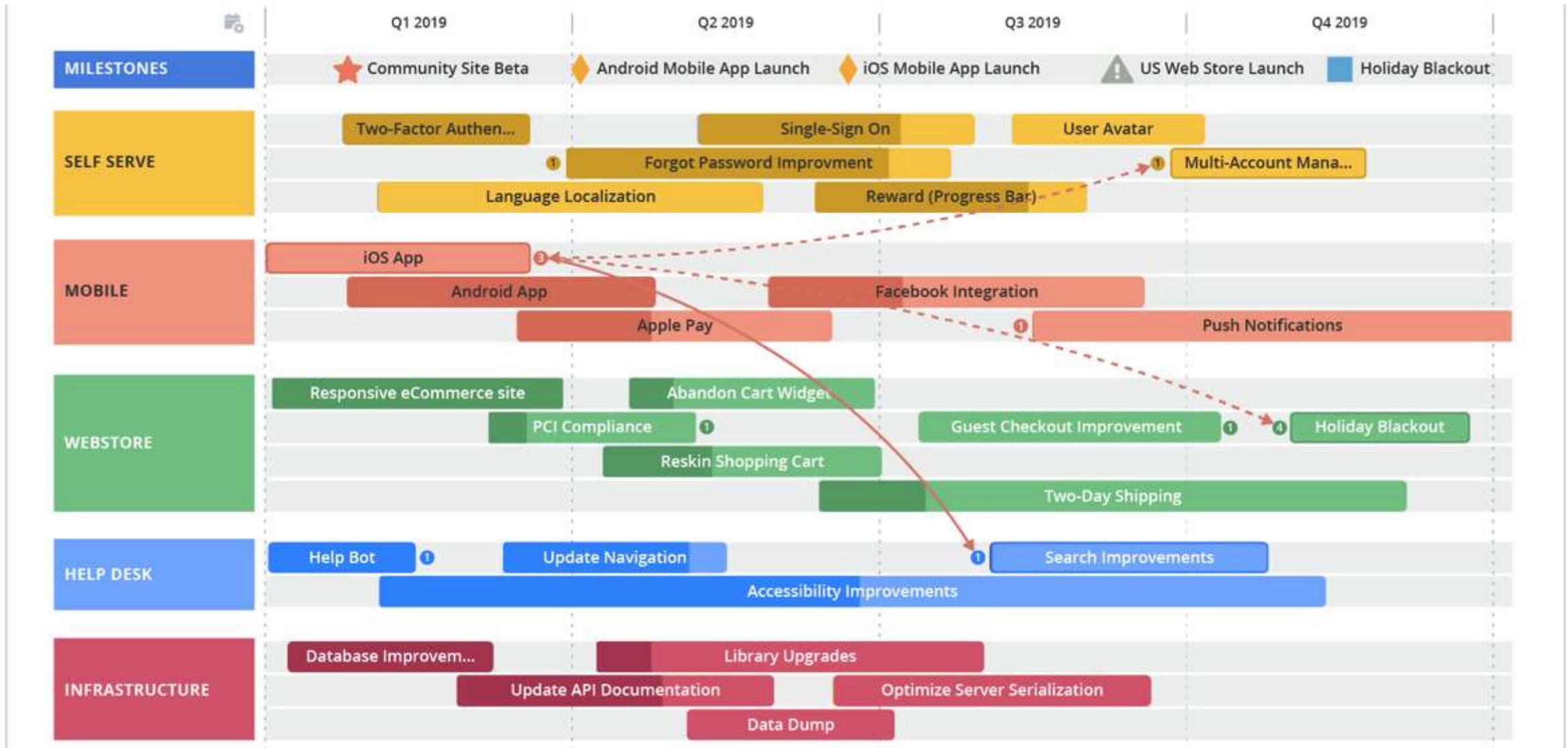
$$\frac{\text{Reach} \times \text{Impact} \times \text{Confidence}}{\text{Effort}} = \text{RICE SCORE}$$

RICE scoring

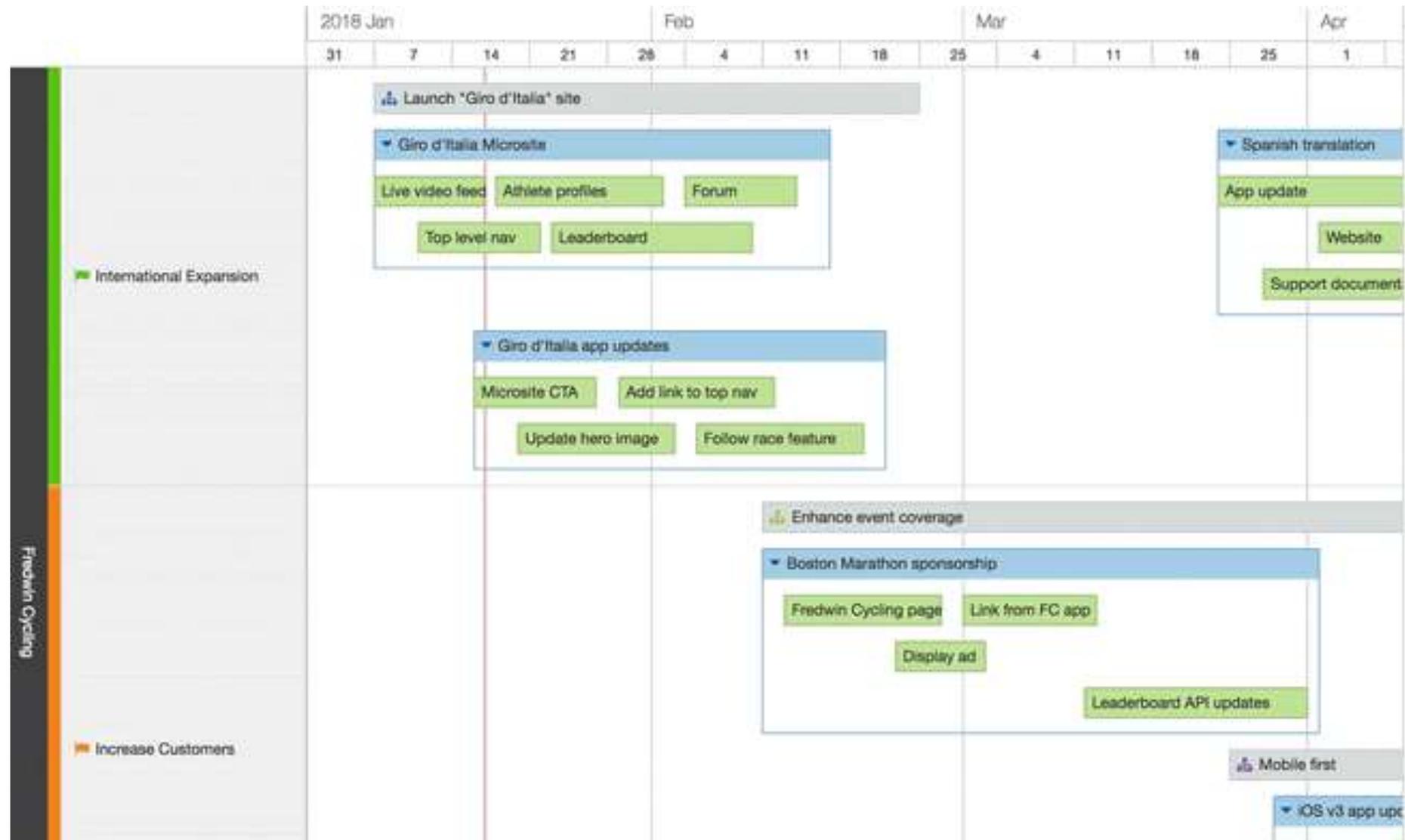
The screenshot shows a Google Spreadsheet interface with the following data:

Project name	Reach	Impact	Confidence	Effort	RICE score
Feature 1	450	3	100%	2	675
Feature 2	2,000	1	80%	4	400
Feature 3	800	2	50%	1	800

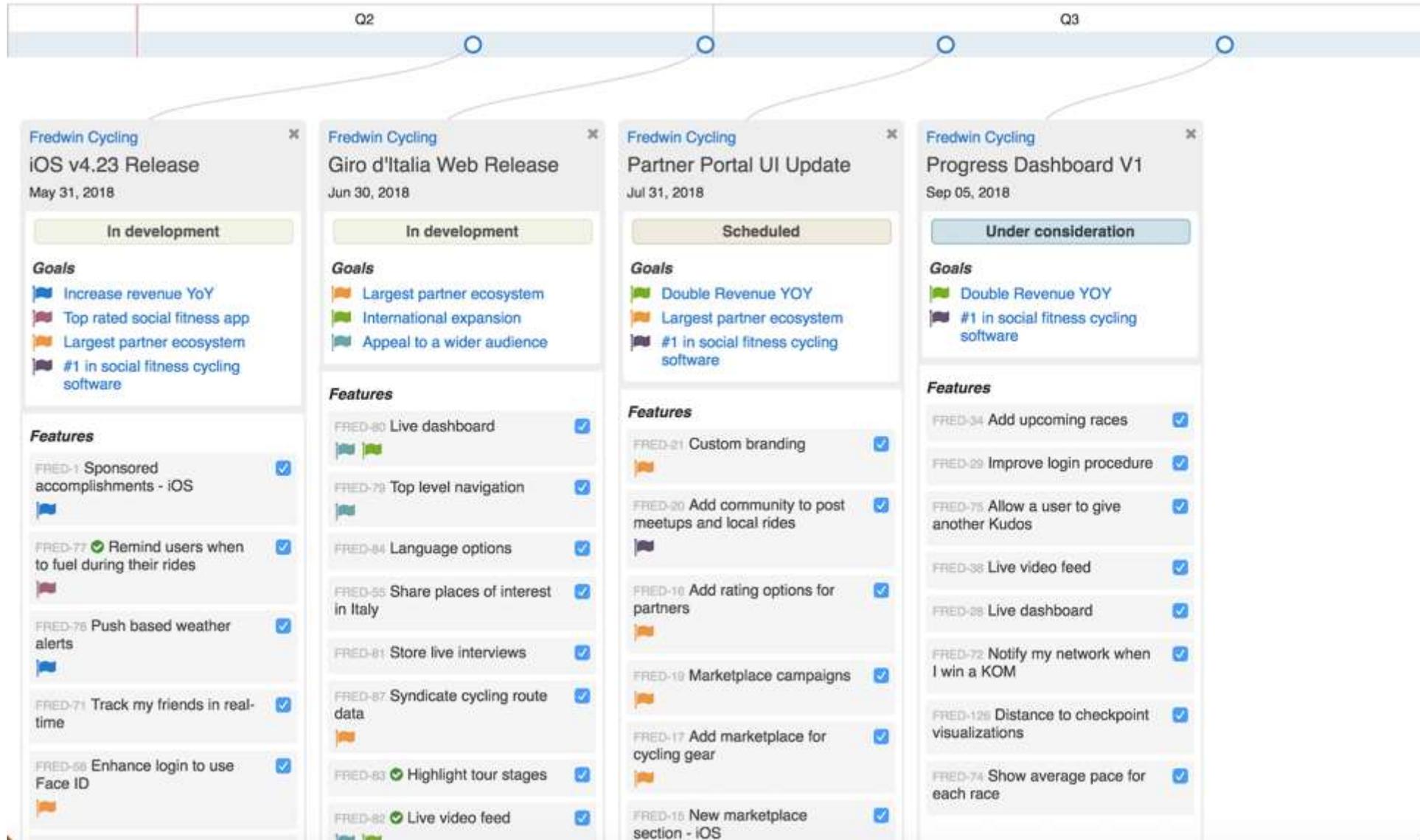
Roadmap



Roadmap



Features Roadmap



Guidelines

1. **Use the RICE scoring method to score each feature in the list**
 1. Every team member will score Reach, Impact, Confidence and Effort per feature
 2. The team should come to an agreed scoring for each feature
 3. The scoring will help you pick **5 of the 8 features** which you will add to your plan

Guidelines

- 1. Build your 6 months Product Roadmap from September to February (same timeline of your Acquisition plan) using top 5 features as per your RICE scoring**
 1. It should be based on the RICE scoring (as a general rule top score features should come first)
 2. It should maximize the market opportunities. Key features should be ready when you expect high traffic volumes on your app
 3. It should minimize risks. A major feature should not be released during business-critical events (e.g: TV campaign goes live, big match, any time you expect high traffic peaks)
 4. Releasing multiple features at the same time might increase costs significantly or simply not be feasible due to technical constraints and capacity limits

Features

- 1. Performance improvement:** Loading times reduction with no changes to the User Interface. No changes to the available functionalities
- 2. Homepage Rebranding:** UI changes only. The new homepage will reflect a change in the Brand guidelines. More vivid colors will be used. Slight changes in the visual elements aiming for a more appealing homepage
- 3. Registration page optimization:** UX improvement for maximizing registration rate (e.g: 2 steps registration instead of long registration page)
- 4. Deposit page optimization (credit card scanner):** UX improvement. Customers will be allowed to use the smartphone camera to capture credit card details. Adding a credit card will be easier and faster

Features

- 5. New scratchcards vertical:** Product extension. No changes to the UX on the current offer. Customers might increase their spend as a result of this addition
- 6. Search feature improvement (real-time results):** UX improvement. This search enhancement might improve the product discoverability
- 7. Biometric login:** UX improvement. Will remove friction on customer login. Remembering the password won't be necessary anymore
- 8. Onboarding screens:** UX improvement. The screens will showcase the app features at first app launch