Improved User Onboarding Experience and Reduced Customer Churn Significantly

Scandid

About the Company

Scandid is the largest shopping assistant for online and local shopping and launched in 2012. It's AI-powered discovery and personalization engine helps the user in discovering great deals & saving money. It enables the user to discover products, instantly compare prices, find coupons and offers from hundreds of online shopping portals, and mobile apps in India like Flipkart, Amazon, Myntra, and more & maximize their savings.

The user can also scan or search the product before buying it from the local stores. And can make the best shopping decisions by finding out the lowest available price for a product and the place of availability. It also helps in getting the "phygital" shopping experiences from nearby malls.

Scandid is available on Playstore with over a million installs and the users get push notifications on their mobile phone about coupons, offers, and best deals.

Problem

Scandid team had difficulties with user onboarding and retention of its users after their first engagement with the app.

- **Difficulty in deciding the user onboarding flow**
  The user onboarding experience was the biggest challenge for the Scandid team. The team was unable to decide on their onboarding strategy.

- **A low number of user signups**
  The app was successfully downloaded from the Playstore and installed in the mobile but the users were having difficulty with the signup process.

- **User retention**
  There was a lower number of users returning to the app after the first launch. And the team was unable to find out the reasons behind the broken experience.

Seeking Solutions in
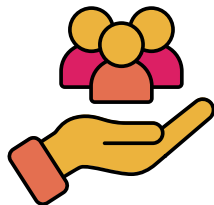
Overhaul their
onboarding flow

Find friction point in
the sign-up process

Why lower user retention
after the first launch

Solutions

Scandid team integrated UserExperior into their mobile app to see the user difficulties and find answers to certain questions on the user journey.

Diagnose the Onboarding Experience

- The Scandid team used the session replay tool to drill down into the recordings of both single-user as well as aggregate users to understand the usability and design issues of the app. The design and product team were able to improve the UI and flow of onboarding based on the time spent on screens.

- The crash and ANR analysis helped the team to identify the actions that led to the crash in the on-boarding process. They reproduced the crash accurately to pinpoint the exact user action or sequence of user actions that led to a crash. Finally, they were able to successfully fix the issue that led to the crash

Fix the Broken Experience

- With session replays available for every user, the team was able to see that most of the users were returning from the walkthrough page as they were not aware of what to do next. The product team was able to fix these dead clicks and made the user navigation smooth.

- The team was able to see that the OTP API was taking too much time. This led to user fatigue and hence the number of signups was low. They fixed the OTP issue that led to a significant increase in the signups.

Experience Improvements

Scandid team keeps looking for ways to deliver the best app experience to the users and in their quest, they started to use UserExperior crash analytics and heatmaps tool.

Usability Improvements in UI and functionality

The team drilled down into the heatmap and crash analytics to identify the places which were detrimental to the user navigation. They got a sneak-peek into the rage taps performed by the user when he/she was frustrated with the signup process.
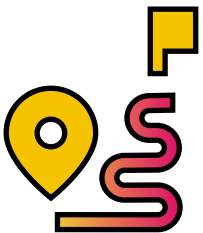
User Journey Improvements

The product and design teams were able to read the gesture distribution data which gave them crucial insights about the user behavior on the app. The users were not in the know on where to go after the signup and the product team was able to identify this issue. They fixed this broken experience and made the user navigation seamless across the app.

UserExperior

UserExperior is founded in 2016 with a vision to help mobile first business deliver the best possible user experience to their customers. UserExperior is used by UI/UX designers, Product Managers, Mobile App Developers to understand user experience issues experienced by their customers. UserExperior records every interaction on your app, enabling you to identify, analyze and fix user experience issues.

Visit us at www.userexperior.com

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