

Projects : what I could work on.

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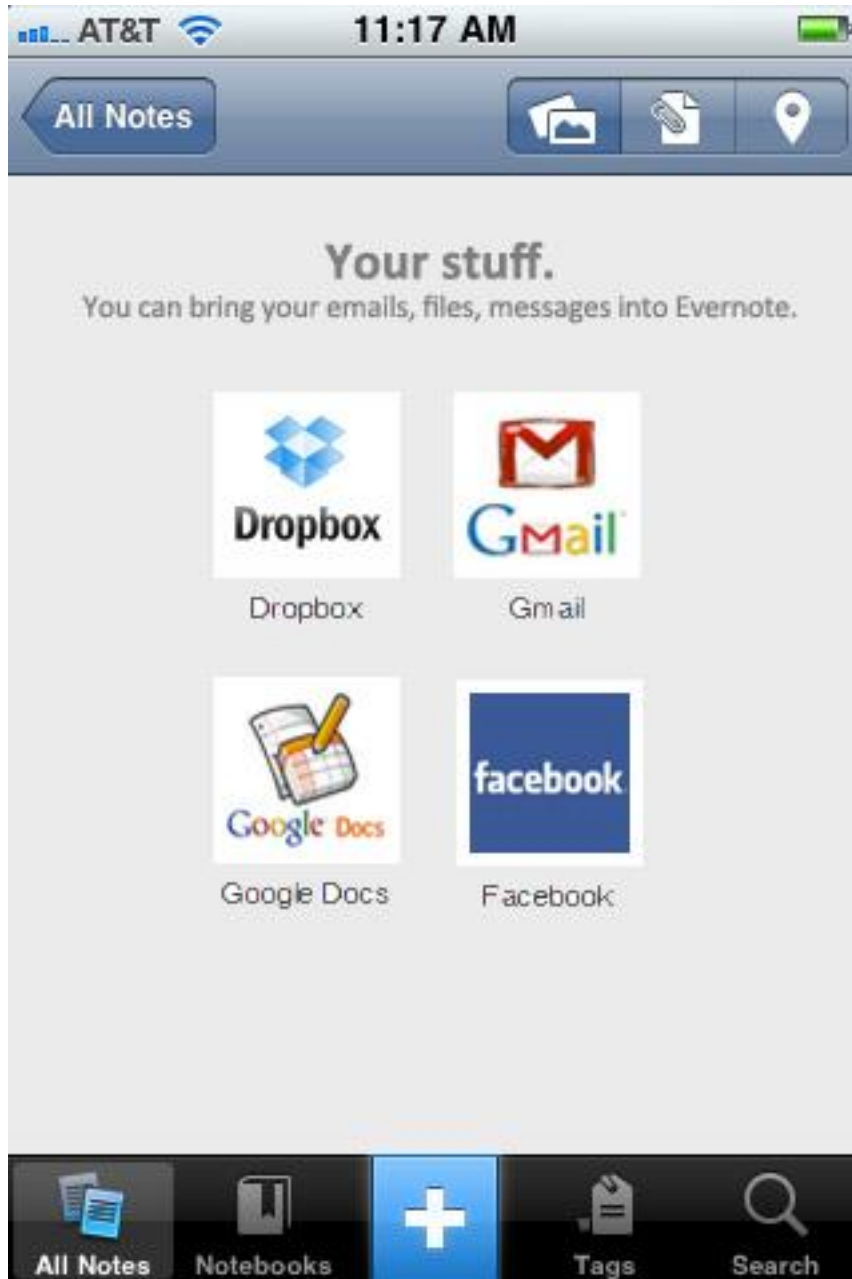
3 ideas...

1. Unlock existing content
2. Build/improve internal analytics
3. Reduce first time user abandonment

idea #1:

Unlock existing content

Don't make users start from scratch. Let them bring in content they've already made into Evernote.



idea #2:

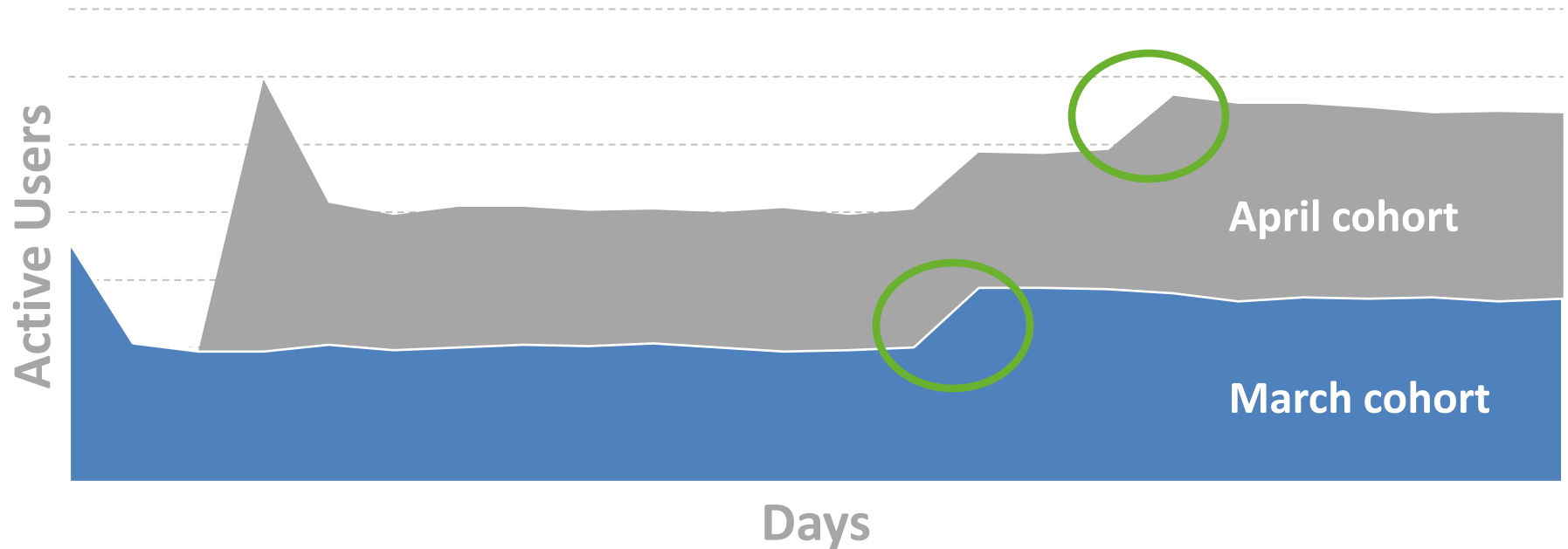
Build/improve internal analytics

When Phil spoke at Stanford, he mentioned he stayed up all night preparing a cohort analysis for the board. Let's automate (or at least simplify) it by building an internal analytics tool.

idea #3:

**Reduce first time user
abandonment**

users abandon, but then come back.



why do they abandon and then return?

I sat down with **23** new, current and former Evernote users to find out.

“I tried it, but got stuck. I didn’t understand their system. But I listened to the podcasts and figured it out.” (now avid Evernote user)

“This seems really complex. Way more cumbersome than Notes. Do I create a note? Or should I create a folder first?” (design student)

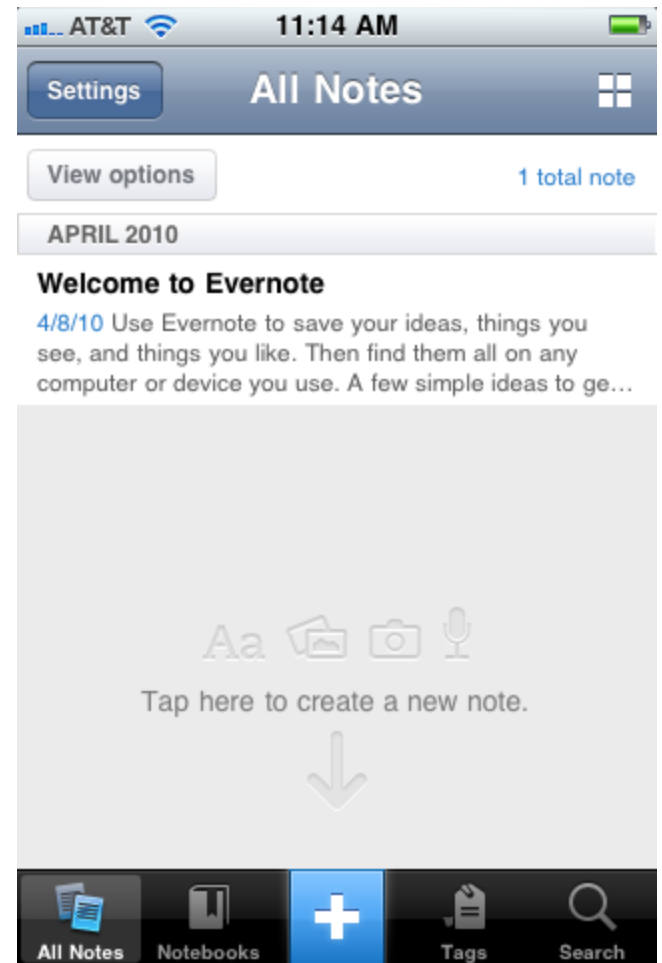
‘What am I supposed to do now? I’m kinda lost.’
(business school student)

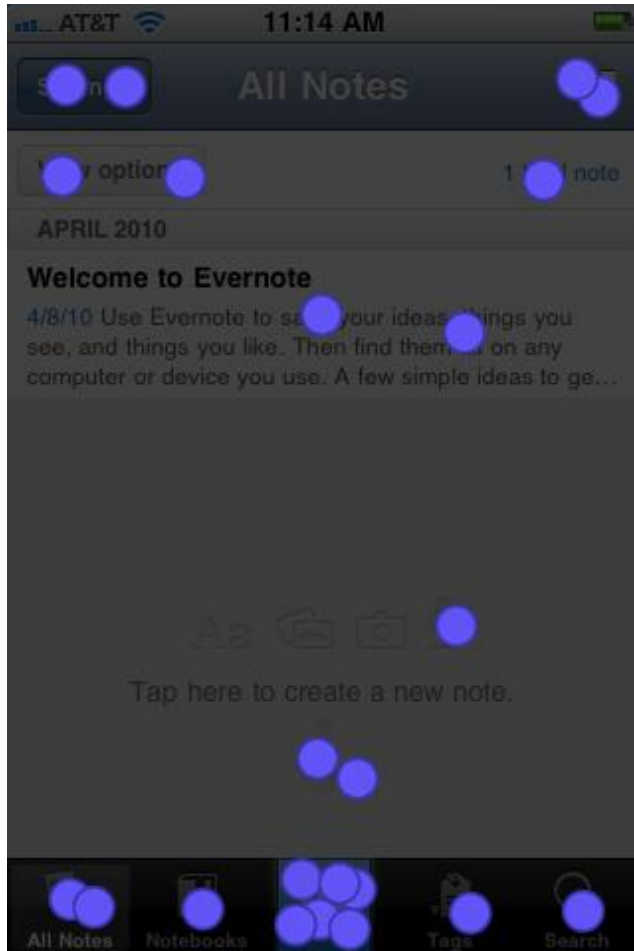
one reoccurring problem: **the first screen.**

users don't where to start.

I did click analysis
with the 23 users
on the first iOS
screen.

Where would you
click?





Users clicked
everywhere.

● = 1 click

hypothesis: users abandon because they don't know what to do. Some of them come back to try again.

next step: A/B test multiple 1st screens and measure impact on engagement and retention.

intuition: the current 1st screen allows full functionality. It's great for some users (e.g. power, adventurous, feature hungry), but scary for new users.

idea: can we create a new 1st screen that is like an onion? At first, you only see the outside (the basic features), but as you spend more time you peel off more layers revealing rich features.

really low resolution example:

The 1st time you log in (if you created a new account), all you see is a stripped down version. The next time you see more features.

