

Case Study

How to Increase Content discover-
ability & Student Engagement

Find a solution

Hypothesis:

Having 2 different CTA's to serve one need requires a high level of intent and understanding from the user end.

Camera as a search method is becoming a basic feature users expect in content and search oriented apps.

Instantaneous is the best, most helpful service we can provide.

Supporting data:

50% of users who post a question use the camera to upload their question (even though it's not prominent and leads to another click)

95% of those using a camera post question successfully. Using a camera to find solutions is fast, easy, accurate.

In CMS the camera is the default tab and 80% of users use the camera as a method of getting a solution.



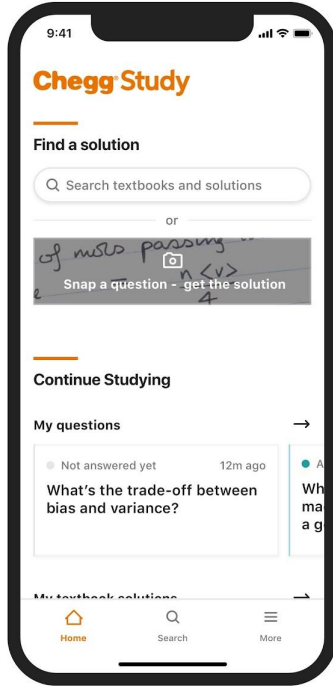
This app has definitely helped me answer many questions that I would not be able to get on my own. The way some of the questions are explained has helped me learn how to break down the solutions on my own for similar questions and answers. Some answers are the results you receive on socratic as well so might as well try the photo aspect of this app and see if you get a result the same way socratic answers questions.

By Juan Grimaldo · v5.23.0

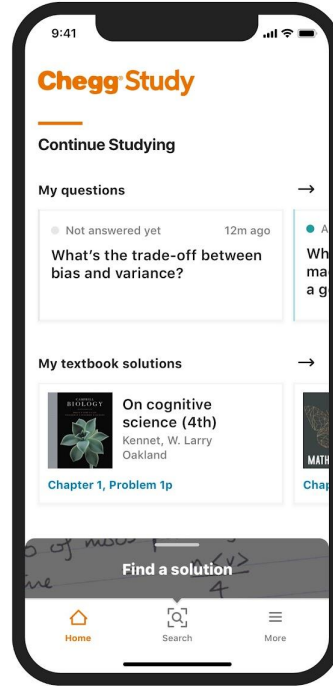


It doesnt even let me scan my homework

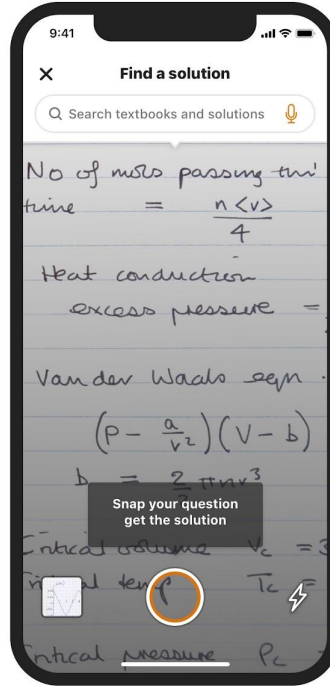
By Gacha Izzy The Wolf



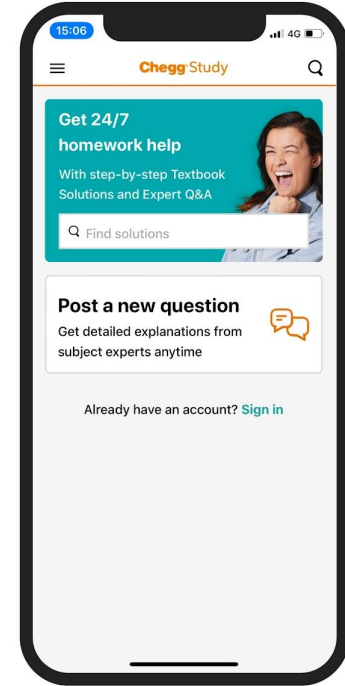
Home option 1



Home option 2



Search



Current



Direct to camera after signup

Hypothesis:

Enabling a new user to snap a photo is better than directing to an empty state HP.

For existing web user (~85% of app users) in certain scenarios can be directed to snap a photo after download.

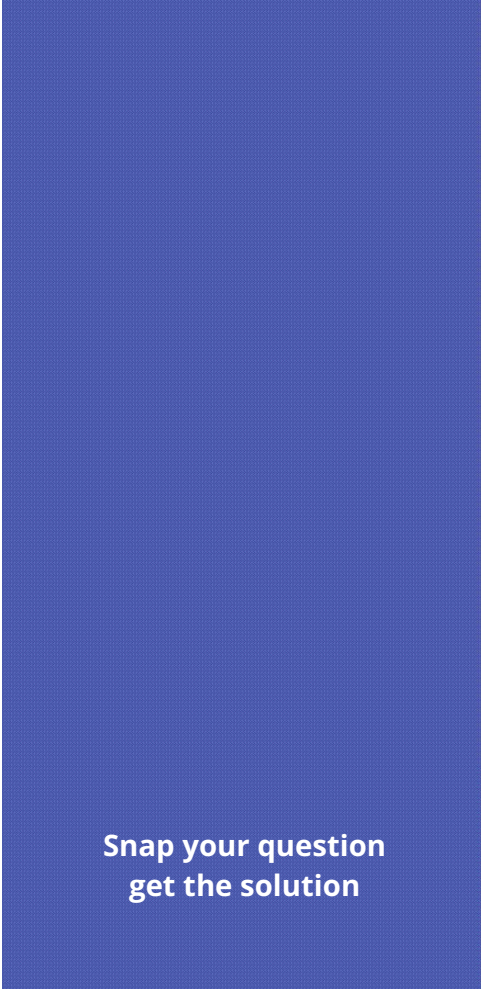
Supporting data:

50% of users who post a question use the camera to upload their question (even though it's not prominent and leads to another click)

95% of those using a camera post question successfully. Using a camera to find solutions is fast, easy, accurate.

UXR recommendations:

Students felt like the tutorial could be replaced with something more interactive and lightweight, like tooltip (CMS).



Snap your question
get the solution

Bottom navigation

Hypothesis:

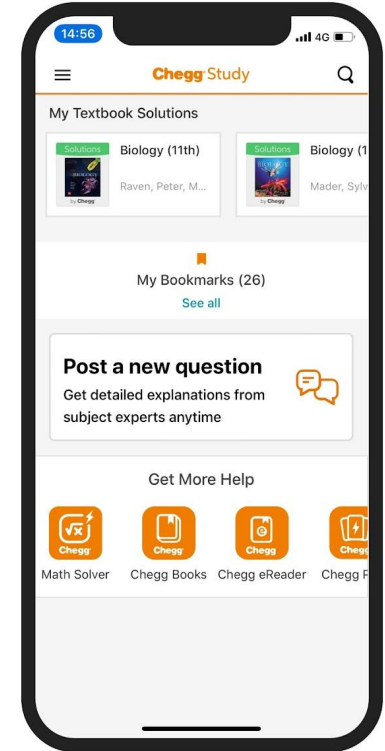
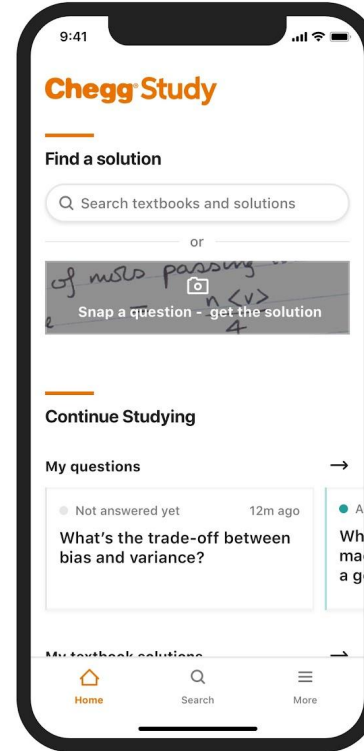
Having a visible docked functionality will make the search more accessible and therefore increase engagement.

Bottom navigation is standard and considered best practice, enables to jump between screens more easily.

UXR recommendations:

Use tab bar as primary global nav and use hamburger menu as secondary navigation.

Make the search feature more salient-both on the homepage and throughout the app experience.



Current

Live camera

Hypothesis:

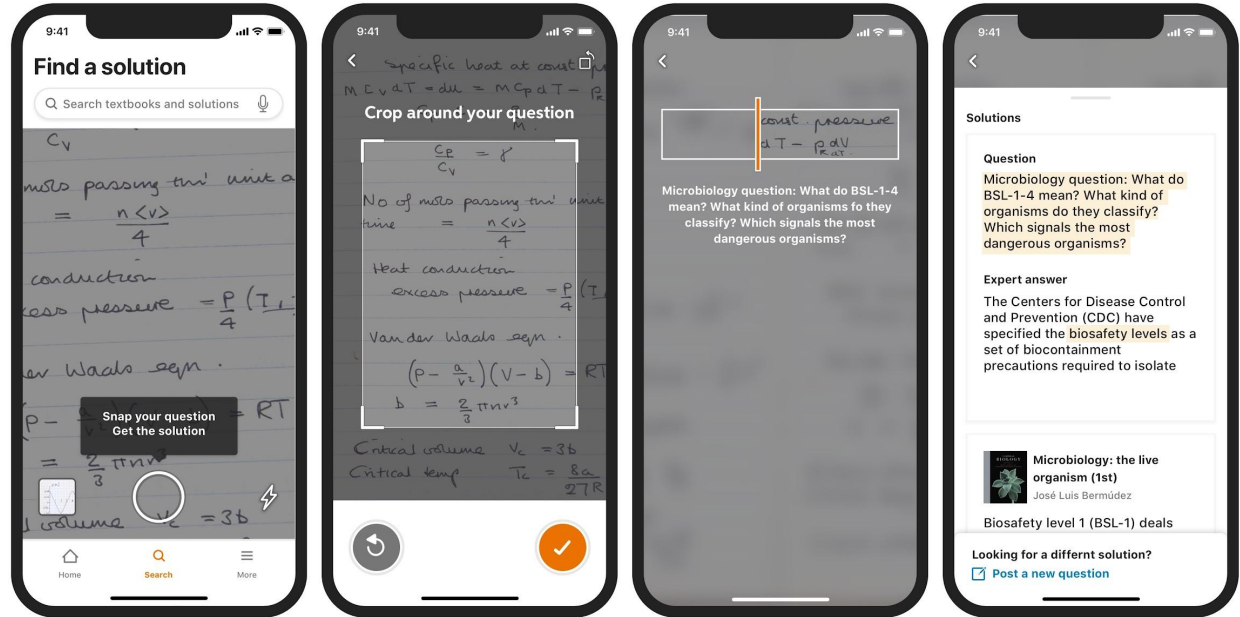
App is lacking some interactivity and ease of use, placing a live camera as a button will increase the focus and educate the user on the functionality.



Processing

Hypothesis:

Using the processing to provide confirmation will enhance the feeling of success.



Content validation in search

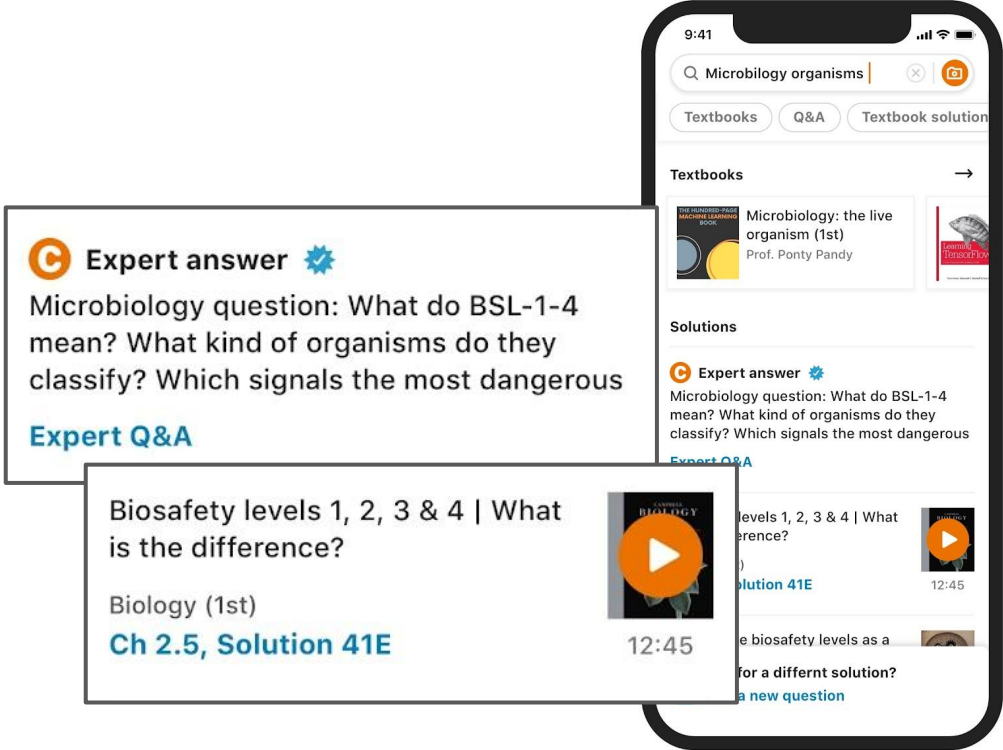
Hypothesis:

Having a visual indication on solutions that are EC or contain video will enable the user to choose the best solution to fit their needs.

Supporting data:

Only **13.6%** of users who view a TBS solution engage with solutions that have a video walkthrough.

We did see x2.6 engagement by subs who view TBS video and generally video consumption is going mobile more and more (data from H1 2019).



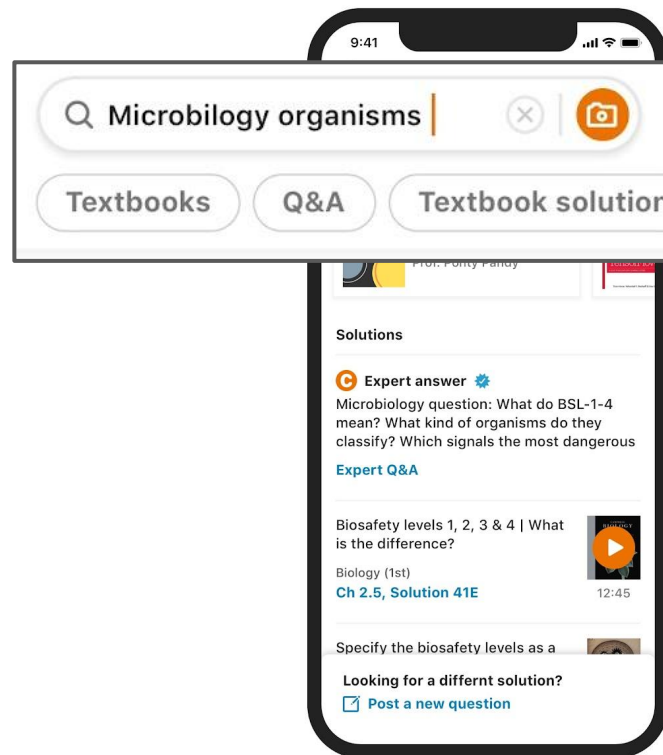
Combined & relative to term search results with filtering

Combined search

Currently user needs to navigate in the app between the content type, while in web the search shows a combination of relevant results.

Term relative results

Currently on web results are relative to term, so if for a specific search term the prediction is that the user is most likely to search a textbook, textbooks are presented prior to solutions. Parity will enable app users to get a match sooner.



Easy to match results

Hypothesis:

Search results should provide the user more info and should include the answer as well (currently only the question is showcased in the list of results) so users can evaluate at this stage if the result is a match for their need instead of navigating back and forth between the results.

A/B testing both lists can help us reach a more accurate UX.

Supporting data:

Currently only 25% of users who post a question view the results offered as a match to their term.

