iOS mobile app report

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Background

Background

The Company X iOS app was released in 2020. An initial round of survey and interview research about the experience of using the app was conducted in January 2020. A second round of research which focused on app installation and awareness was conducted in early 2021. Since then, the app has remained stagnant; however, web and mobile web have changed drastically

The purpose of this research is to take a fresh look at the motivations and challenges of using the app and understand app awareness with those who do not use the app

Research objectives

1. Discover motivations and challenges of using the app

2. Assess app awareness

3. Explore deterrents to using the app

Sample and methodology

Research method	Criteria	Dates	Medium
Survey – Company X members N=420	• Sex: Female/male mix • Age: 18+ • Active within last 12 months • Opted into Company X Member Voice (IMV) • iOS registered devices	May 30 – June 5, 2023	Alchemer
Interviews – Company X members N=6	• Selected from survey responses • Responded Yes to participate • Is currently using app	June 9 – 15, 2023	Zoom

Executive summary

Executive summary: key takeaways

1
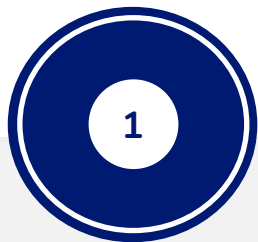
Website and app users exhibit similar behavior when it comes to utilizing the platform, with one notable difference. Website users update their profile at a lower rate than app users

2

Members prefer the app over the website due to the convenience of accessing information on-the-go. They value not having to login each time they use the app

3

The desired functionality members wanted in 2020 closely aligns with the functionality they would like to have in the app in 2023

4

Email and app notifications are helpful for members; however, they express a desire to have greater control over the frequency and timing of receiving these notifications

Executive summary: key takeaways (cont.)

5

In general, users find the app to be user-friendly and easy to navigate. However, they express a desire for more precise filtering options and additional means of communication beyond private messaging

6

The majority of members switch between the app and website depending on the specific tasks they need to accomplish during their session.

7

App users rely on emails as prompts to open the app, whereas website users primarily rely on emails to stay informed. Consequently, these website users may not perceive a necessity for the app

Executive summary: recommendations

Optimize typing functionality
- Streamline typing experience by introducing features like voice-to-text or predictive text suggestions. This can make typing on mobile devices more efficient by reducing reliance on desktop usage for lengthy posts or replies

- Address font size concerns by improving the readability of the app's font which may encourage users to stay engaged for longer durations and reduce the need to switch to the website

Enhance filter and sorting capabilities
- Incorporate more advanced filters such as date range filters, keyword exclusions, topics, and personalized preferences on both the home feed, search, and community pages

- Educate members by creating tutorials, tool tips, or interactive guides that demonstrate how members can effectively utilize filter and sorting options to enhance their ability to find the information they need

- Actively seek feedback from members regarding their filtering needs and preferences. This feedback can inform future updates and improvements to ensure filter and sort options align with user expectations

Executive summary: recommendations (cont.)

Improve push and in-app notifications

- Enable members to have greater control over their push notification settings by providing more customization options that will allow them to personalize when and how often they wish to receive notifications

- Explore new technologies or features that facilitate quick responses directly from push notifications. By reducing the cognitive load of having to remember to revisit and reply to messages later, this approach will enhance convenience for members and ensure timely interactions

- Revamp the in-app notification to include options to clear all notifications, snooze them for later, and selectively mark specific notifications as read or unread. These enhancements will offer members greater flexibility and organization in managing their notifications within the app

- Conduct further user research to continuously improve the design of in-app and push notifications to ensure readability, scannability, and clarity

Expand opportunities for communication

- To encourage consistent usage among members who are NED (no evidence of disease) or have stable conditions, explore ways to provide value beyond immediate needs by offering personalized content, additional resources, or opportunities to become a leader in their community

- Consider the development of a live chat feature, akin to Facebook Messenger, which would show when others are on the app and enable real-time communication for members seeking to share information swiftly and efficiently without the need to post to an entire community

Detailed findings:
User interviews

Several of the features and functionality members desired in 2020 are similar to what they want in 2023

Member feedback 2020

Notifications: Members need a way to figure out which posts have been reacted to and identify which notifications have been checked

Filtering posts: Members want more filtering options when looking at posts e.g., time, community, conditions

Live chat: Some members suggested a live chat option which would identify members who are currently using the website/app

Member feedback 2023

Notifications: *[re: unable to mark it as unread] Sometimes I get a notification that someone has asked a question or commented on my post.* **but if I'm not feeling well, it might be a week or so before I check again**. *And then I'm like, oh, I feel so bad*

Filtering posts: *I find in, in some other applications that it's useful to be able to search or view or I should* **say filter um you know, like the last 30 days or last 60 days**

Live chat: *[re group chat] I like that idea too. For the most part, everyone that has an autoimmune disease usually has more than one. I'm sure there are people that just have Sjogren's.* **So, um, I think having that ability to, to converse and chat like** *that would be beneficial*

App users value convenience & ease of use, they also expect seamless access to information while on the go

Several members mention using the app when they are away from home and need to immediate access to information

Users find the mobile app to be an ideal solution for logging in, as it eliminates the hassle of repetitive sign-ins and the need to remember passwords

Members often turn to the Company X app for information when they find themselves with some spare time or waiting for an appointment

> " *Well, like* **if I'm sitting around and I'm bored**, *I'll just take my phone out and…***which app should I press now?** *Just to entertain myself*
>
> *The* **easier, the more accessible it is**, *the more I am going to, uh, be inclined to, um, access that and use it*
>
> *I like the app. I mean, I'm just gonna tell you,* **I like that I don't have to sign in.** *It's right there. It's open for me at, you know, at any time. I don't care what time it is? Three o'clock in the morning I can get on there and read about different things going on in different people's lives.*

Members will switch between the app and website depending on their specific tasks and needs

If members anticipate their post or reply **requires a more detailed response**, they will opt to use the website on a computer **since typing is more convenient**

> " *If I'm going respond to someone's post, and it's gonna* **elicit a longer response I don't want to type it on my phone.** *I want to be able to type it on my computer and* **be able to proofread it** *to make sure what I'm typing makes sense and I'm not missing any words*

Members report if they intend to scroll through posts and **read for extended durations**, they will switch to the website as the **font on the app is too small**

> " *I'm 77. It. It's easier for me to see the larger type,* **the larger font on a on a larger monitor,** *you know. Sometimes it's yeah. I can enlarge the cell phone font. I can enlarge it,* **but then you don't see that many words.** *You know, it's visual more than anything*

Members find it **easy to create posts on the app;** however, they express difficulty due to challenges with typing and desire the same **voice-to-text option** as the website

> " *I think that would be an awesome feature* **(voice-to-text)**. *Um And I, I mean, I can say that for, especially for like the Lupus community because* **we have a lot of joint and hand pain**

Members prefer using in-app & email notifications to stay informed, finding them more effective than push notifications

Email notifications were found to be effective in prompting users to engage with the platform

Members appreciate the control they have to click on an email discussion and have it instantly open in the app, without the hassle of logging in

Some users find push notifications to be distracting and have even reported that this type of notification drives them crazy

Other members report they'd use push notifications if they could limit the number of times they are received

Members with less stable conditions tend to check their notifications more often compared to members who feel their condition is stable

Several users have expressed wanting to check and uncheck notifications, allowing them to easily revisit and address them at a later time

" *It's so nice because* **the emails come through** *and I can just click on discussion and* **it'll take me right there**, *and it's like I don't have to sign in or do anything.* **It just opens in the app**

" *[Re: frequency of checking notifications] So I think it's just a matter of the* **state of urgency within that condition**. *If you're kind of like frantically trying to gather information to help yourself or whether you're like come to terms with what's going*

Detailed findings: Current app users

In 2023, 90% of members were likely to recommend the app, increasing from only 50% in 2020

Overall app rating
(N=115)

4.3 ★★★★☆

> 2020 rating
> 4.1 stars

Likelihood to recommend*
(N=115)

> 2020 rating
> 49% likely

90% are likely to recommend

In their own words…

> It is **easy to use** and everything that you are looking for is **at your fingertips**.

> I started logging in initially on my laptop Although I use it occasionally, the app is so nice. It's been very quick and easy to use. And **you can check it out no matter where you're at**.

> Easy navigation, can **easily find** what I am looking for, **automatically brings you to the article** I clicked in my email.

Email is the most common way members discover Company X app

How members discover app
(N=136)

Company X email	21%
Outside Company X	20%
Homepage ad	18%
Other members	10%
Webpage footer	10%
Apple store	3%

Several interviewees report hearing about Company X from outside resources
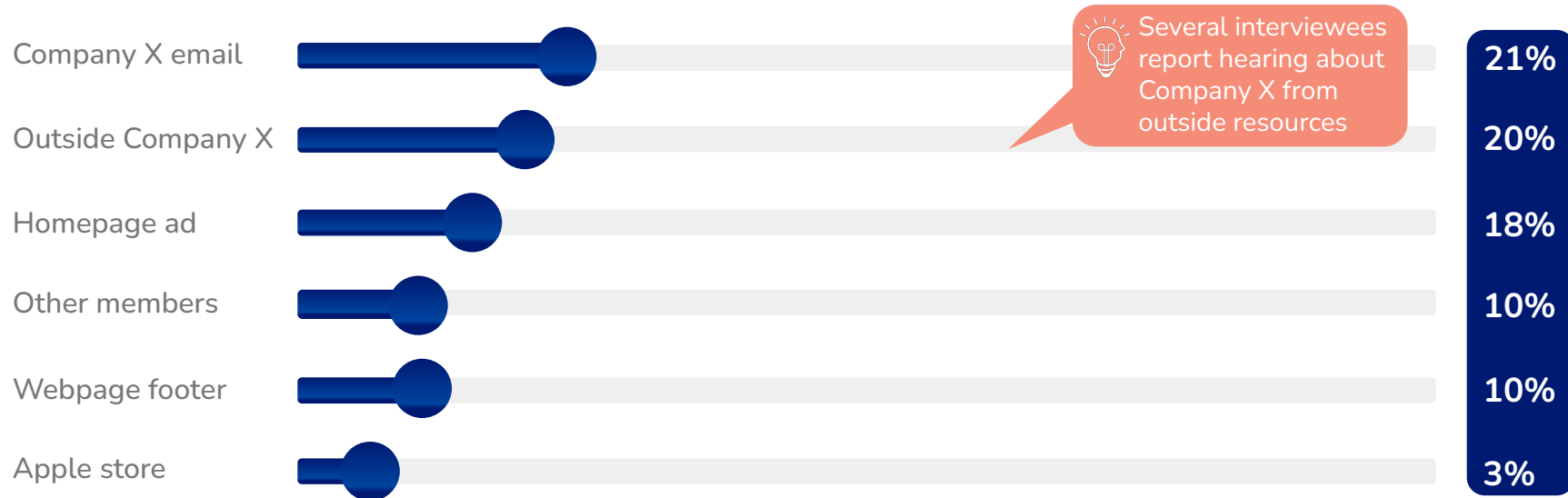
According to the survey & interviews, the most common reason for installing the app is using it on-the-go

Why members install app
(N=115)

40%	37%	36%	24%	7%	5%	2%
Use it on-the-go	Want to try out	Prefer app to browser	Prefer using apps	Member told me	Medical person told me	Family or friend recommend
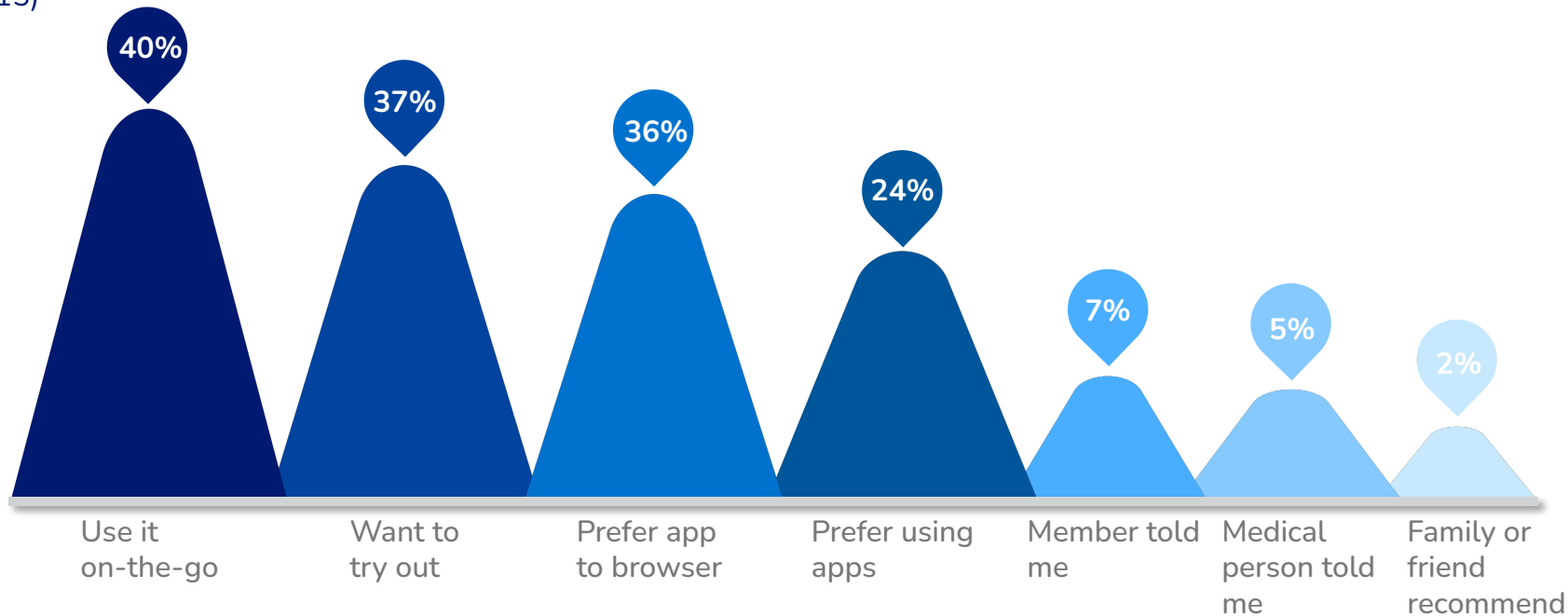
Q. Why did you install the app? Other (5%), Not sure (4%) **Note:** Data may not equal 100% as respondents could select more than one option

Over 60% members are actively seeking new posts or updates related to their medical condition

What members do on the app
(N=115)

63%	63%	61%	40%	38%	31%	17%	10%	6%
Search for condition info	Casual scroll	Look for new posts	Reply to posts	Check notifications	React to posts	Write a post	Send private messages	Check for new members
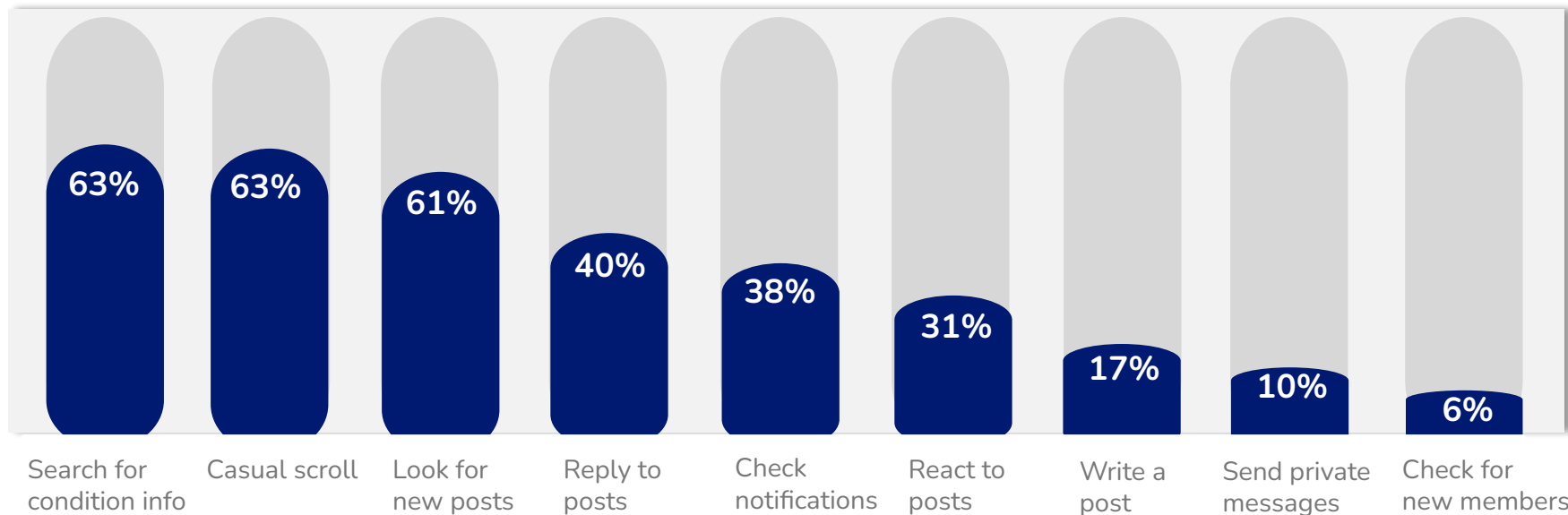
Q. Since installing the app which actions/features do ou use the most? **Note:** Data may not equal 100% as respondents could select more than one option

More than 35% of members rely on email or email notifications to initiate their engagement with the app

When members use the app*
(N=115)

52%	43%	37%	30%	29%	29%	17%	3%
Member has condition question	After receiving Company X email	New email alert on phone	Learned something new about condition	In-app notification	Check out of habit	After medical appt	At doctor appt
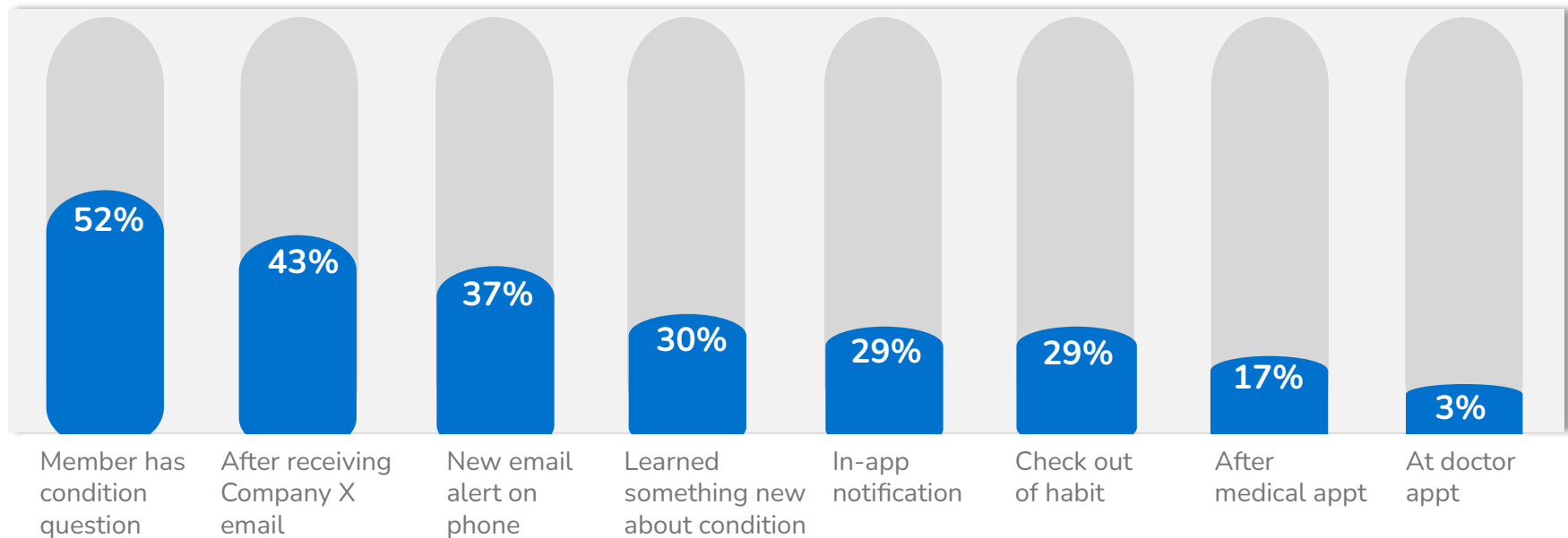
Q. When or in what situations do you find yourself using the app? *Other (2%), *Not sure (1%)

Note: Data may not equal 100% as respondents could select more than one option

App metrics

The majority of members, over 80%, found performing each task on the app to be relatively easy

Level of ease performing task on app
(N=115)

Legend: ■Very difficult ■Difficult ■Somewhat easy ■Very easy ■Have not done

Search for specific condition
- 2%
- 5%
- 32%
- 54%
- 7%

Edit/update profile
- 2%
- 28%
- 53%
- 17%

Navigate to joined community
- 2% 3%
- 34%
- 57%
- 4%

Finding relevant posts
- 2%
- 8%
- 31%
- 53%
- 6%
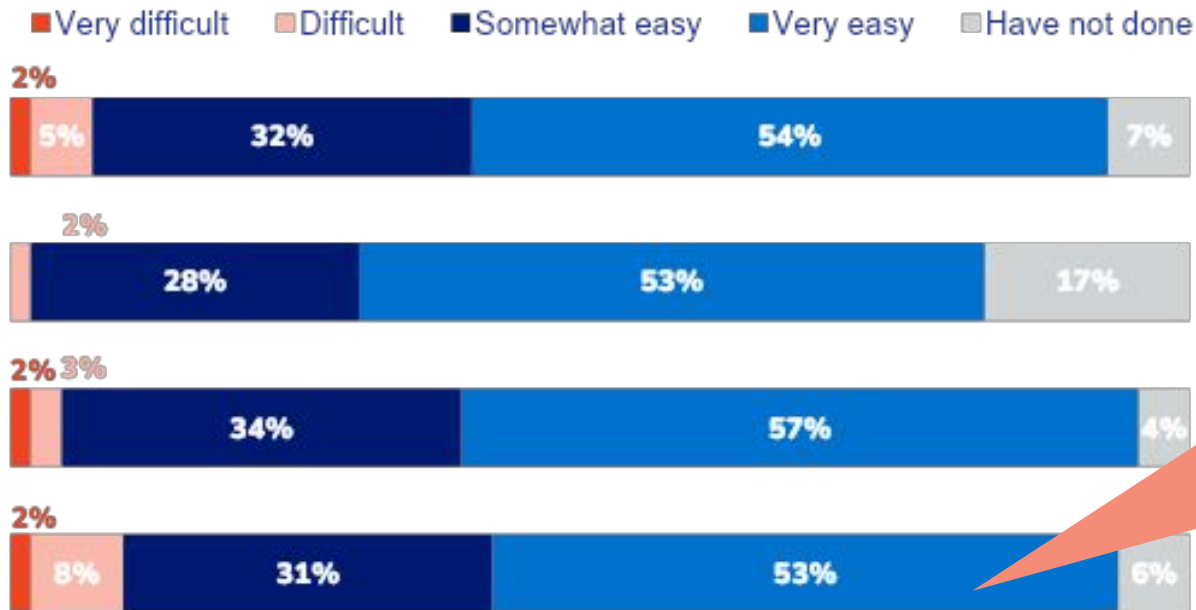
> A few interviewees report they sometimes struggle to find relevant information

Q. Please rate the ease or difficult of performing each task on the Company X app.

App users are not engaging in sending private messages and almost a quarter are not creating posts

Level of ease performing task on app
(N=115)

Legend: ■ Very difficult ■ Difficult ■ Somewhat easy ■ Very easy ■ Have not done

Send a private message
1% | 5% | 19% | 35% | 40%

Reply to a post
3% | 23% | 63% | 10%

Create a post
3% | 26% | 48% | 23%

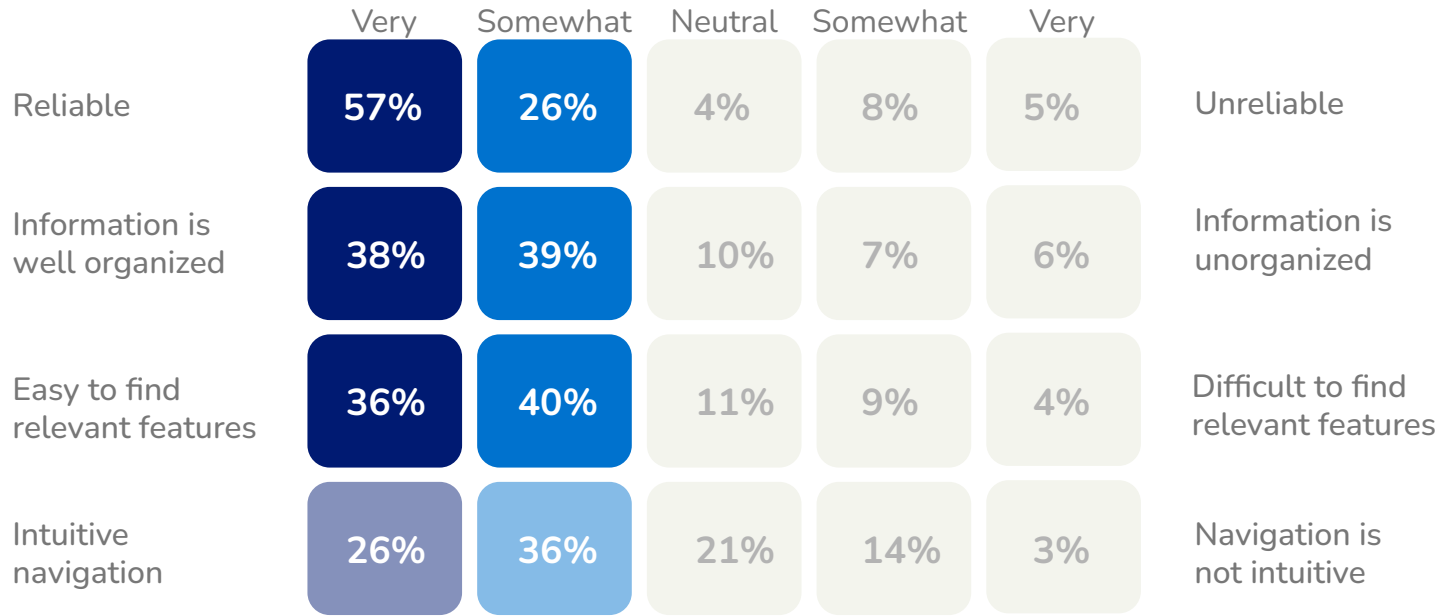During interviews, users reported interest in a live group chat option

Q. Please rate the ease or difficult of performing each task on the Company X app.

A minimum of 75% of users feel the app is reliable, well organized, and easy to find relevant features

Ratings: the app is...
(N=115)

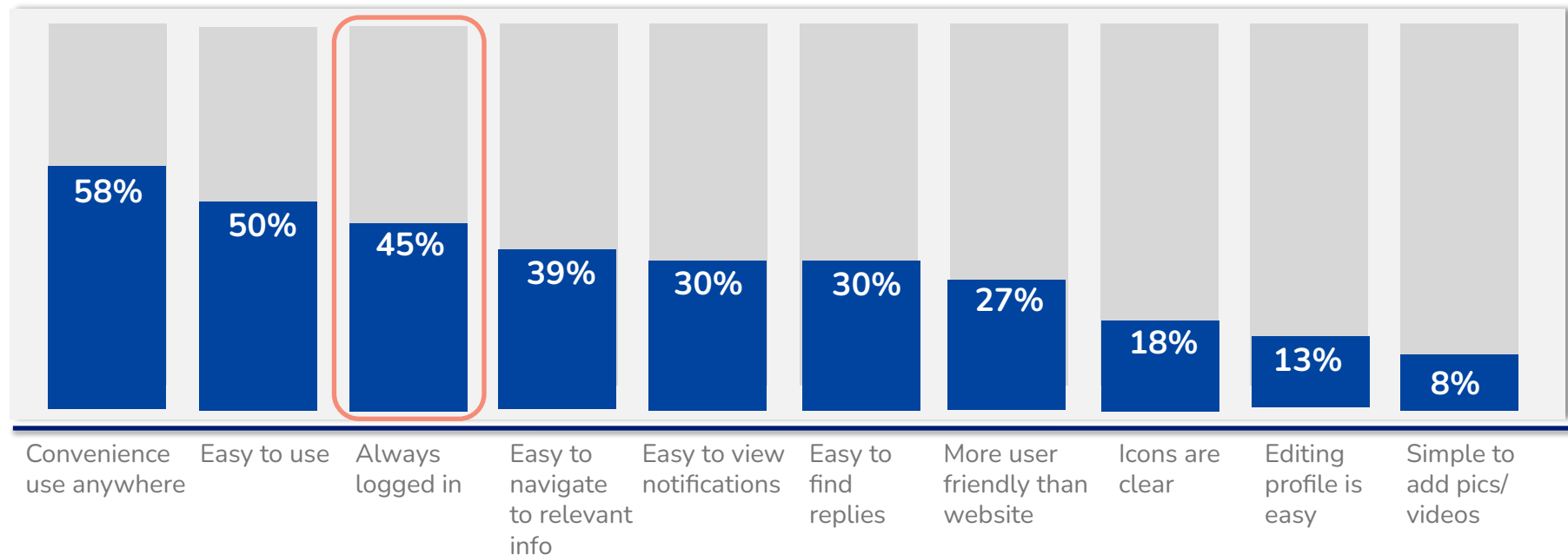|	Very	Somewhat	Neutral	Somewhat	Very	
Reliable	57%	26%	4%	8%	5%	Unreliable
Information is well organized	38%	39%	10%	7%	6%	Information is unorganized
Easy to find relevant features	36%	40%	11%	9%	4%	Difficult to find relevant features
Intuitive navigation	26%	36%	21%	14%	3%	Navigation is not intuitive

Q. Based on your experience and engagement with the Company X app, please rate the following. The app is...

Survey and interview respondents appreciate not having to login each time they use the app

What members like about the app
(N=115)

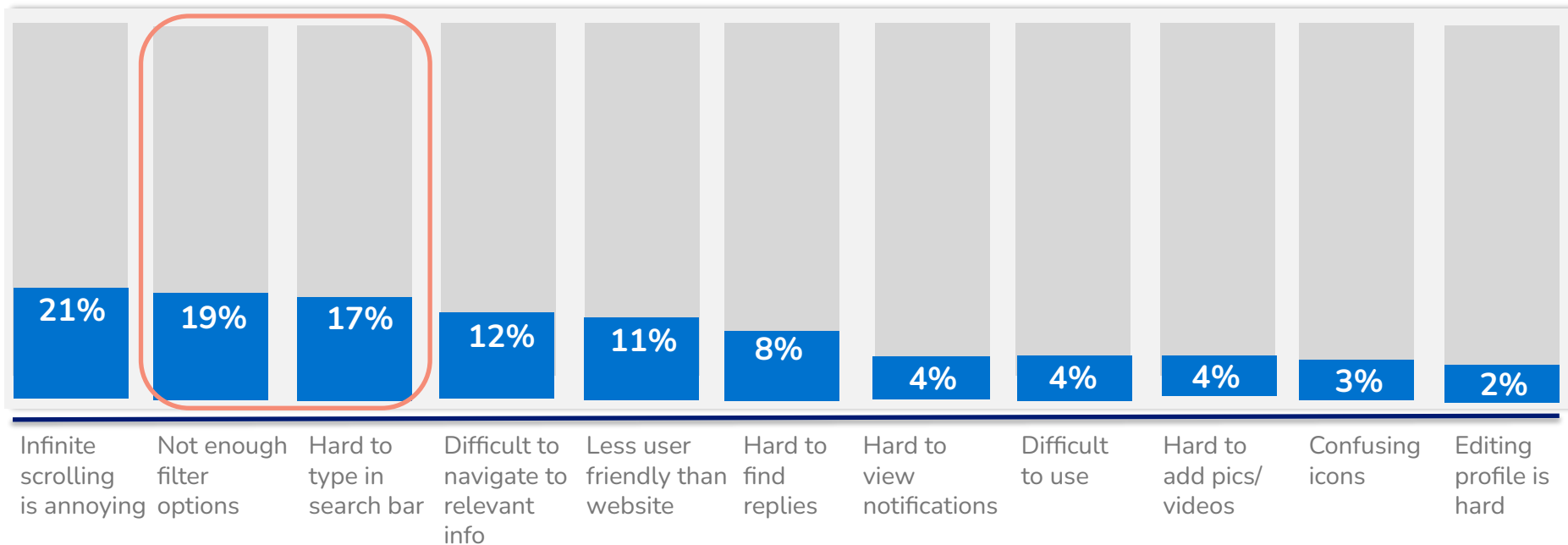| Convenience use anywhere	Easy to use	Always logged in	Easy to navigate to relevant info	Easy to view notifications	Easy to find replies	More user friendly than website	Icons are clear	Editing profile is easy	Simple to add pics/videos
58%	50%	45%	39%	30%	30%	27%	18%	13%	8%

Q. What do you like about the app? **Note:** Data may not equal 100% as respondents could select more than one option

Both interview and survey respondents feel filter options are limited, and it is difficult to type in search bar

What members dislike about the app
(N=115)

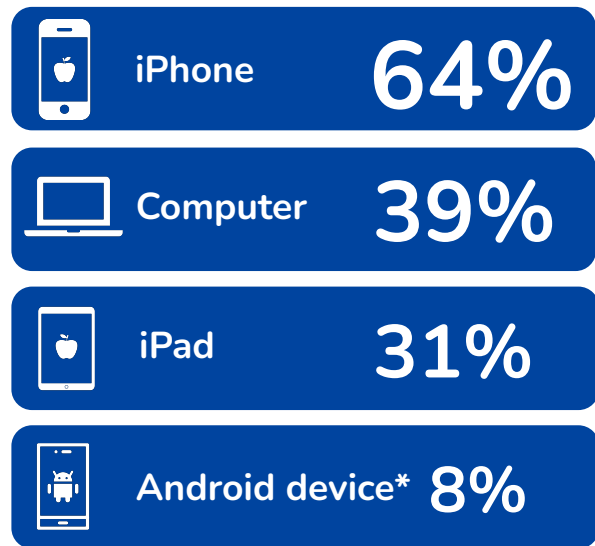| Infinite scrolling is annoying	Not enough filter options	Hard to type in search bar	Difficult to navigate to relevant info	Less user friendly than website	Hard to find replies	Hard to view notifications	Difficult to use	Hard to add pics/videos	Confusing icons	Editing profile is hard
21%	19%	17%	12%	11%	8%	4%	4%	4%	3%	2%

Q. What do you dislike about the app?   **Note:** Data may not equal 100% as respondents could select more than one option
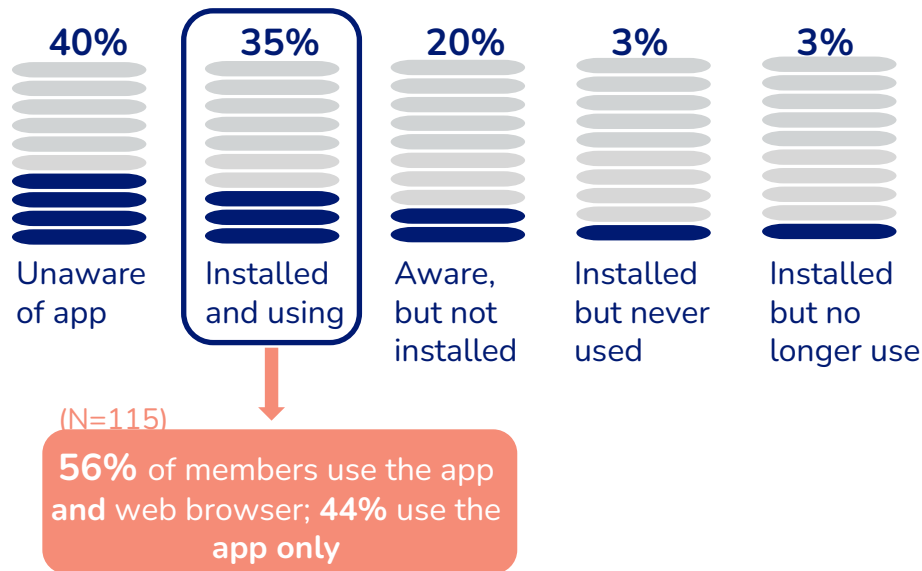
Non-app users

Despite the fact 64% of users log in using their iPhone, 40% remain unaware of the app

Devices used to log into Company X
(N=420)

iPhone	**64%**
Computer	**39%**
iPad	**31%**
Android device*	**8%**

App installation for members who login using iOS device
(N=333)

40%	35%	20%	3%	3%
Unaware of app	Installed and using	Aware, but not installed	Installed but never used	Installed but no longer use

(N=115)

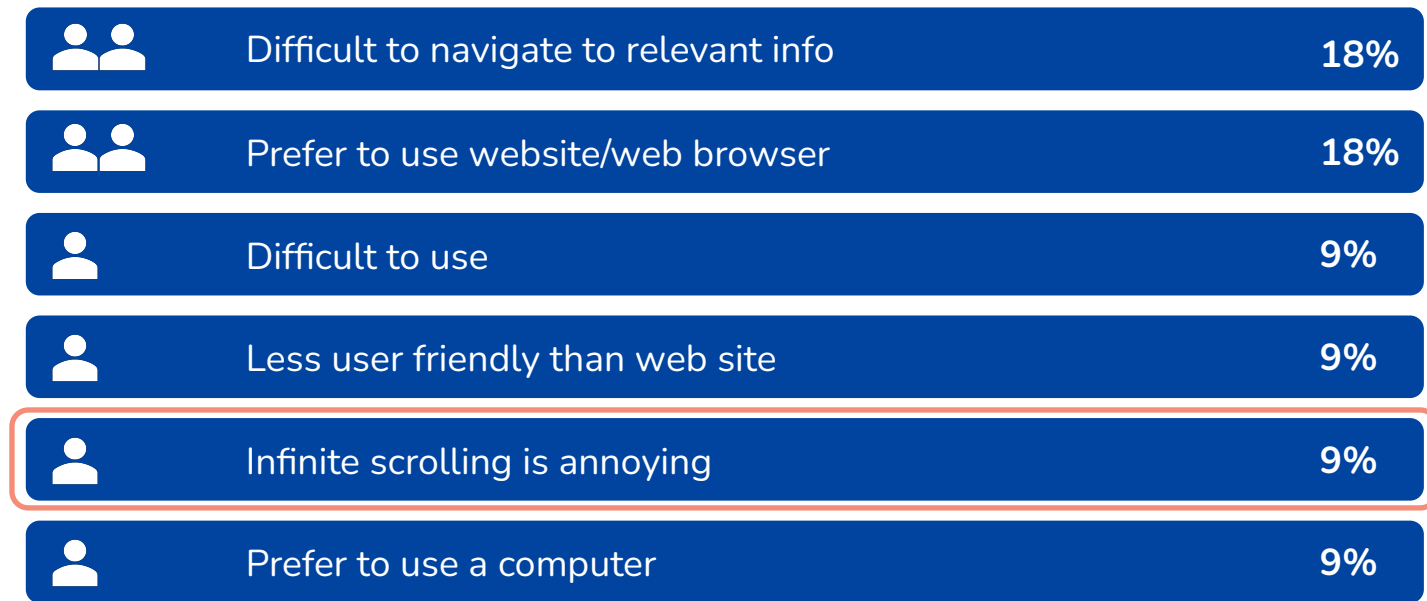**56%** of members use the app **and** web browser; **44%** use the **app only**

*Android/other tablet 3% Android/other smartphone 5% Q. How do you log into your Company X account? Q. Have you installed the Company X mobile app on your iPhone and/or iPad? Q. How are you logging in?

Note: Data may not equal 100% as respondents could select more than one option

Users who have installed the app but decided to stop using it express concerns about the app's usability

Why members no longer use the app*
(N=11)

Difficult to navigate to relevant info	18%
Prefer to use website/web browser	18%
Difficult to use	9%
Less user friendly than web site	9%
Infinite scrolling is annoying	9%
Prefer to use a computer	9%

21% of current app users find infinite scrolling irritating to their experience

Q. Why do you no longer use the app? Note: Question was given to those who report having downloaded the app but no longer use it. **Note:** Data may not equal 100% as respondents could select more than one option

Members are generally less inclined to use the app due to their preference for the website or web browser

Why members installed app but did not use it
(N=10)

40% forgot about the app after downloading it (N=4)

30% haven't found the time to learn how to use it (N=3)

40% Emails keep me updated (N=4)

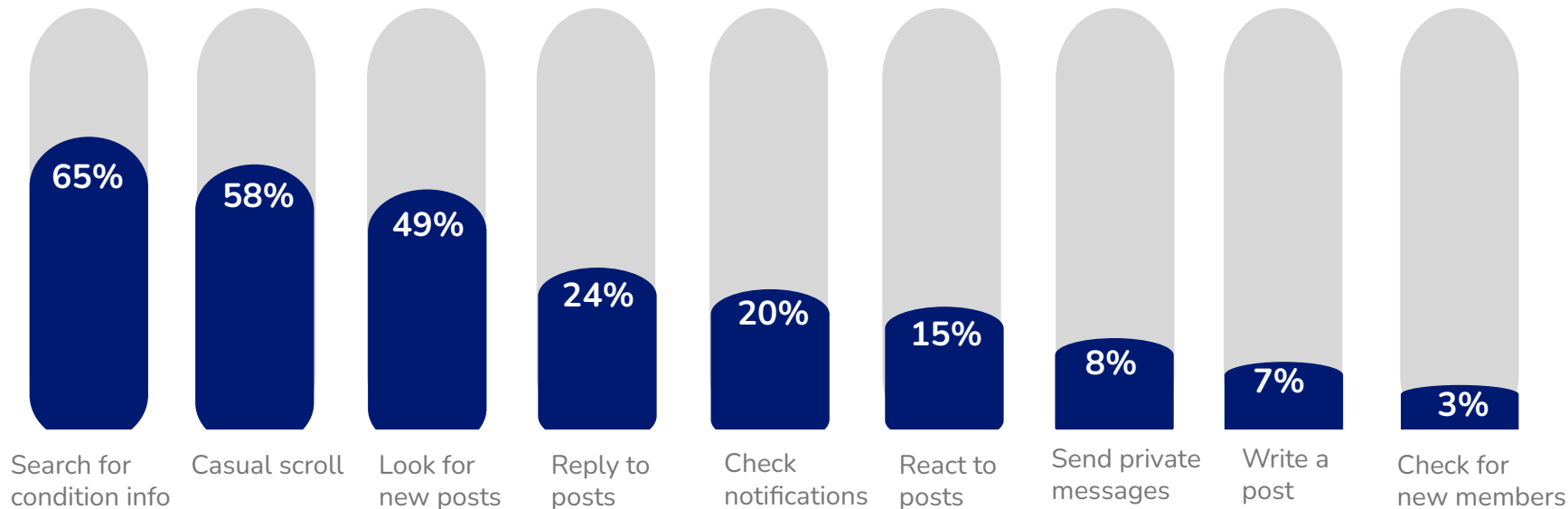**10%** Prefer accessing Company X on a computer (N=3)

During interviews, users reported using email to stay updated about community activities; however, these emails primarily serve as reminders to encourage them to open and check the app

40% Prefer accessing Company X via web browser on iPad/iPhone(N=4)

Q. Why did you install the app but not use it?

The primary activities reported by both app and website users are searching for info and casually scrolling posts

What members do on the website
(N=218)

65%	58%	49%	24%	20%	15%	8%	7%	3%
Search for condition info	Casual scroll	Look for new posts	Reply to posts	Check notifications	React to posts	Send private messages	Write a post	Check for new members

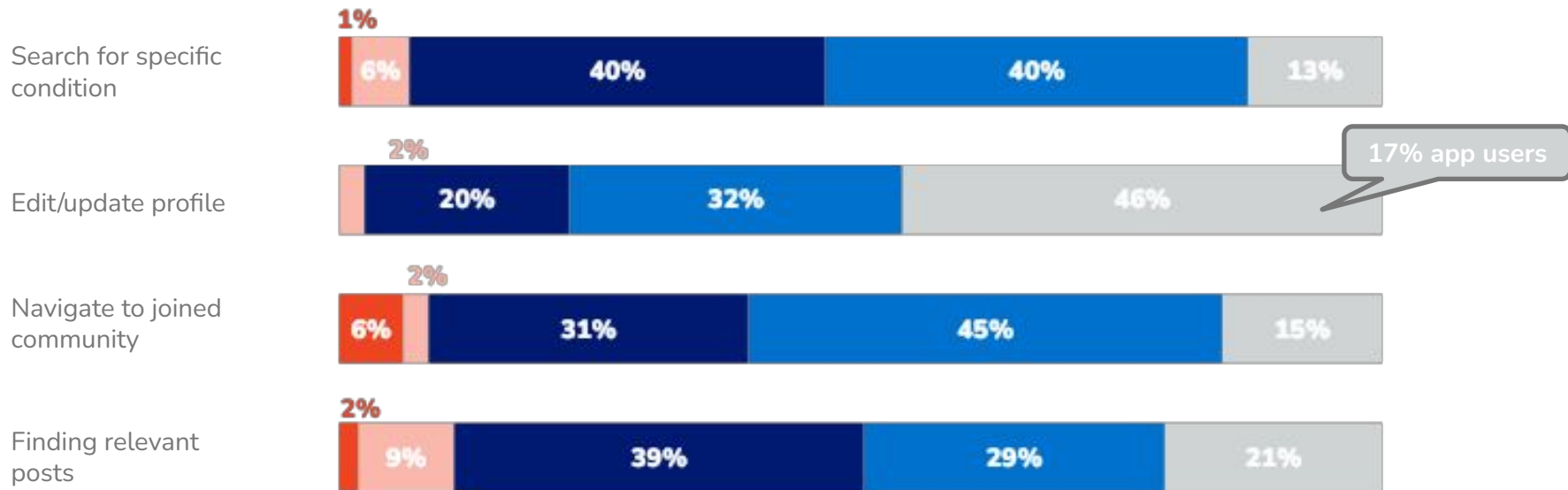Q. Which features do you use the most when logged into your Company X account?

Note: Data may not equal 100% as respondents could select more than one option

46% of website users have not updated their profile whereas only 17% of app users report not doing it

Level of ease performing task on website
(N=163)

Legend: ■ Very difficult ■ Difficult ■ Somewhat easy ■ Very easy ■ Have not done

Search for specific condition
1%
6% | 40% | 40% | 13%

Edit/update profile
2%
20% | 32% | 46%
[17% app users]

Navigate to joined community
2%
6% | 31% | 45% | 15%

Finding relevant posts
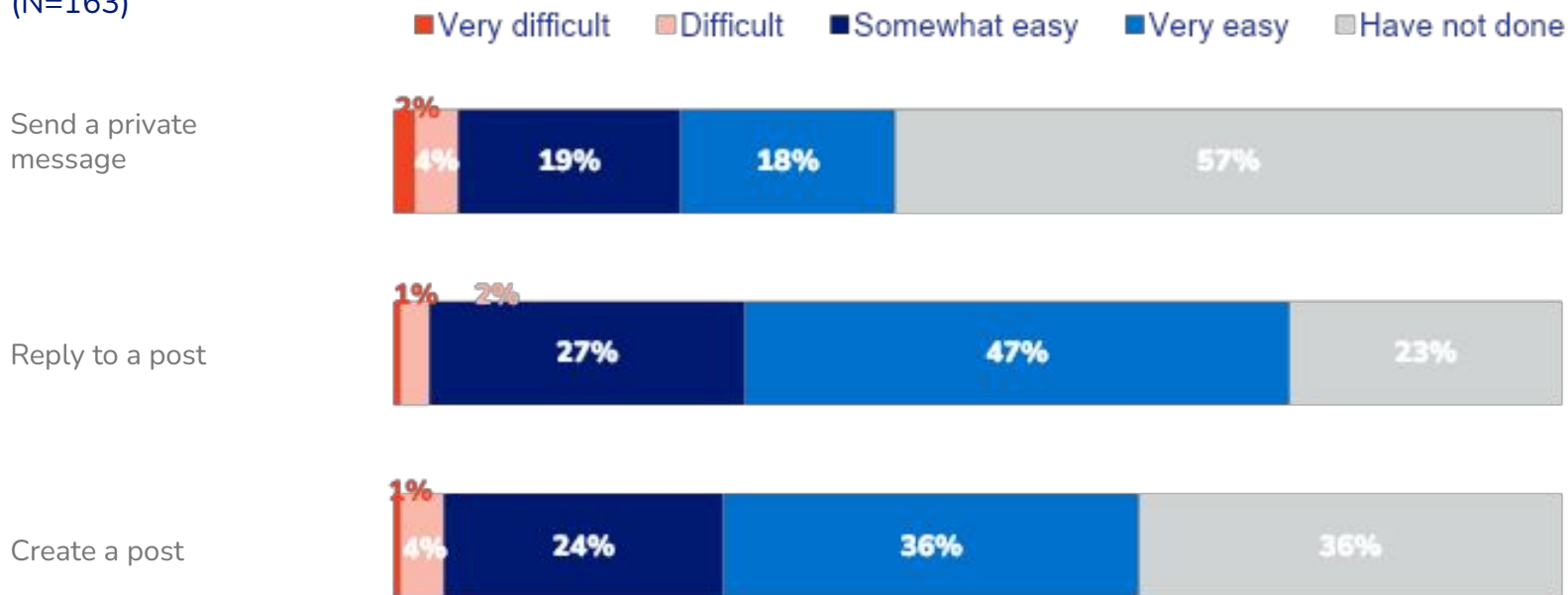2%
9% | 39% | 29% | 21%

Q. Please rate the ease or difficult of performing each task.

Similar to app users, most members are not sending private messages

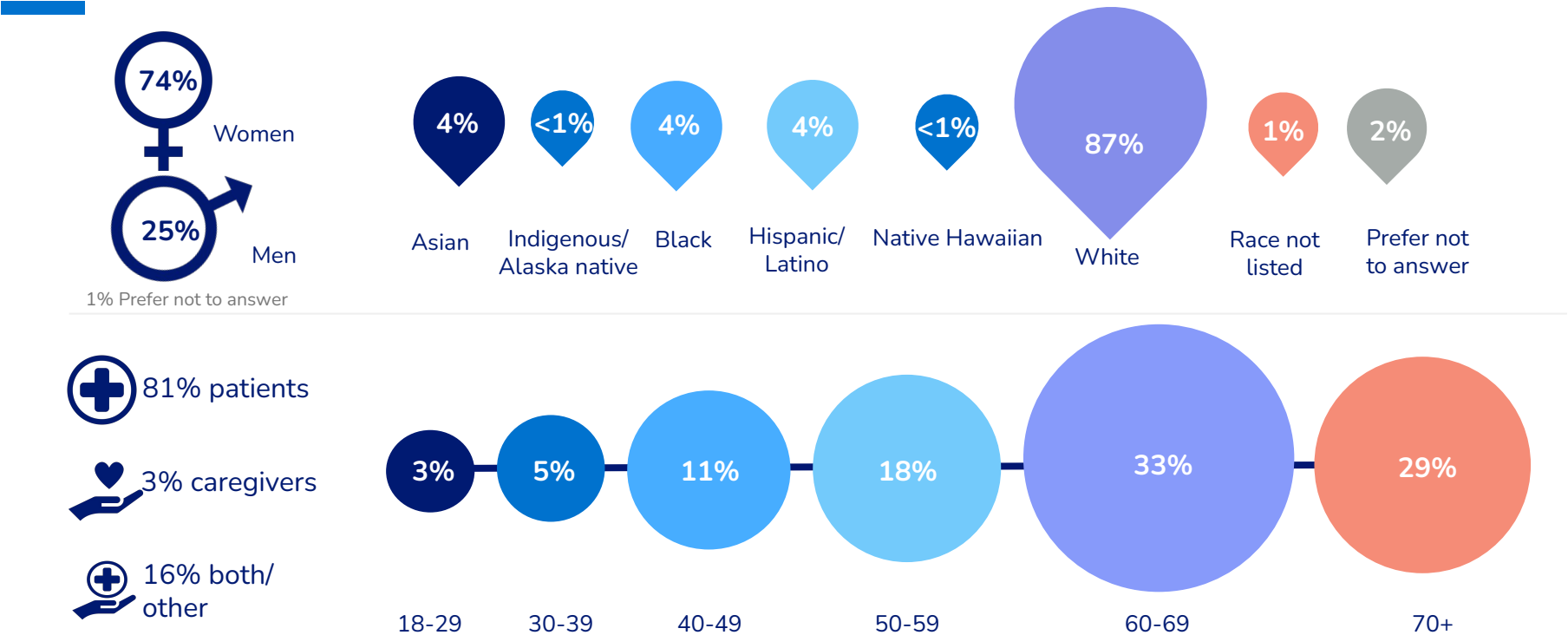## Level of ease performing task on website
(N=163)

Legend: ■ Very difficult ■ Difficult ■ Somewhat easy ■ Very easy ■ Have not done

Send a private message
- 2%
- 4%
- 19%
- 18%
- 57%

Reply to a post
- 1%
- 2%
- 27%
- 47%
- 23%

Create a post
- 1%
- 4%
- 24%
- 36%
- 36%

Q. Please rate the ease or difficult of performing each task.

Appendix

Demographics (N=420)

74% Women

25% Men

1% Prefer not to answer

4%	<1%	4%	4%	<1%	87%	1%	2%
Asian	Indigenous/ Alaska native	Black	Hispanic/ Latino	Native Hawaiian	White	Race not listed	Prefer not to answer

81% patients

3% caregivers

16% both/ other

3%	5%	11%	18%	33%	29%
18-29	30-39	40-49	50-59	60-69	70+
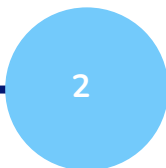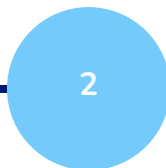
Interviewees
(N=6)
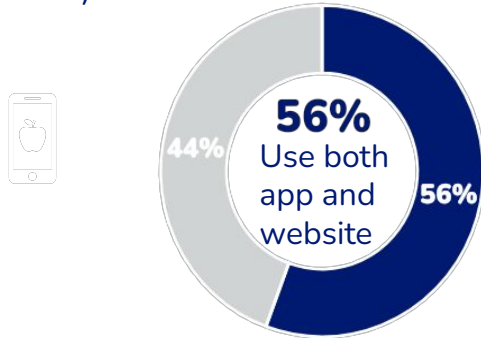
The majority of users, 91%, utilize the mobile app for a duration of 30 minutes or less with each use

How do app users log into account
(N=115)

56%
Use both app and website

44%

56%

During the interviews, members who primarily use the app report they will switch to the website if they need to compose a more extensive response to a post

App session length per use*
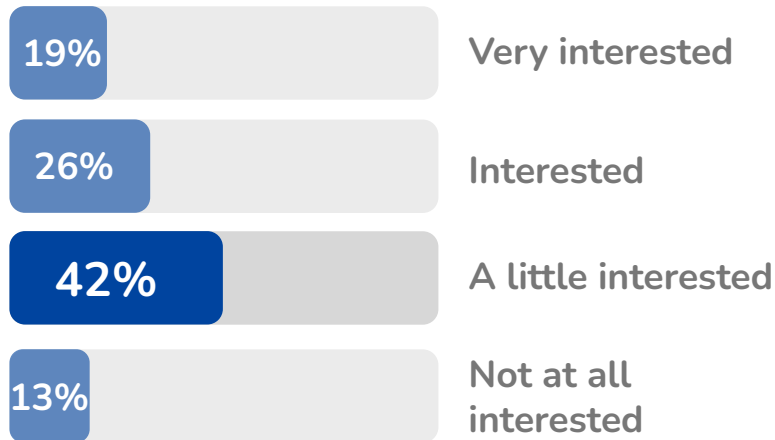(N=115)

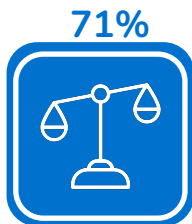45% spend less than 15 minutes

46% spend 15-30 minutes

8% spend 31-60 minutes

Unaware members are interested in the app, but want to know why they should choose it over the website

Unaware users interest level in learning about app (N=132)

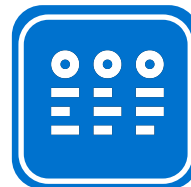|	
19%	Very interested
26%	Interested
42%	A little interested
13%	Not at all interested

Info needed to make decision to install the app (N=115)

71%
Benefits of using app over website

32%
Features app has

20%
Where to download app from

4% want other information (i.e., price, size, are there ads

Q. How would you rate your interest in learning more about the app? Q. What information do you need to know about the app before making the decision to install it? (Not sure and None of the above options are left out)

Note: Data may not equal 100% as respondents could select more than one option

Respondent conditions
(N=420)

Condition	% of members with condition
Cancer	**40%**
Mental health condition	13%
Sleep disorder	12%
Migraine	11%
Irritable bowel disease	10%
Asthma	9%
Type 2 diabetes	8%
Chronic fatigue	7%
Fibromyalgia	7%
Eczema	7%
COPD	6%
Psoriasis	5%
Rheumatoid arthritis	5%
ADHD	4%
Crohn's disease	2%
Some other condition	**40%**
Prefer not to answer	3%
None of the above	8%

Some other condition
(N=167)

Thank you