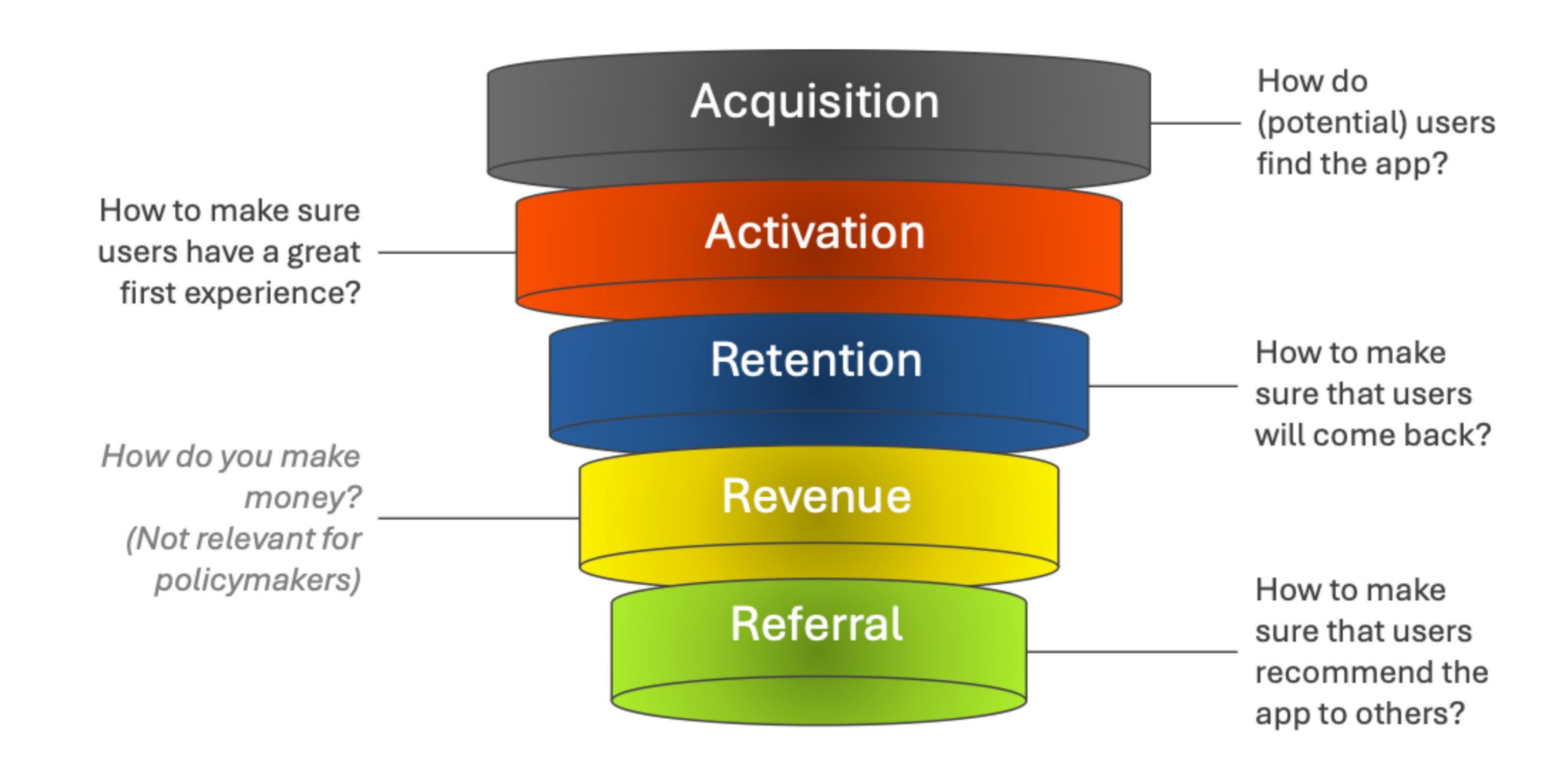
Main question: A cycling app is useful for obtaining Floating Bike Data and stimulating people to cycle. How do we get people to download an app, use it and keep using it?

The **AARRR model** is used to identify solutions for this issue.



Challenges

Solutions

Acquisition

How do (potential) users find the app?

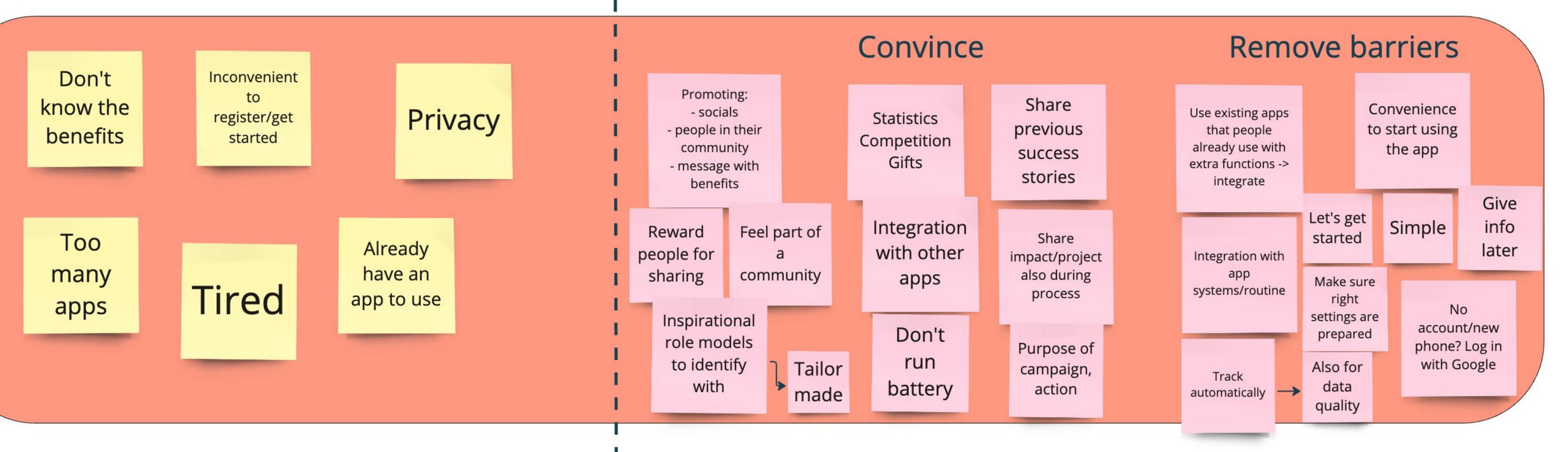
App has to be appealing for Build a How to reach How to find the Involve users target groups different community, (logo, rating in the overall communication people like to Use different objective of strategy? communication be part of it channels/strategie the app s for different How to make target groups Note: clear what is competing the added for the target Referral apps are not Companies groups you are aiming for value of the an issue program to promoting Target app to attract new employees everyone

Summary

For Acquisition, the primary challenge is ensuring that potential users can find the app. Barriers include noise in the app market, targeting the wrong audience, and users not seeing the relevance of the app. Proposed solutions include using diverse advertising channels, building a community around the app, and involving users in app development to ensure relevance.

Activation

How to make sure that users start using the app?

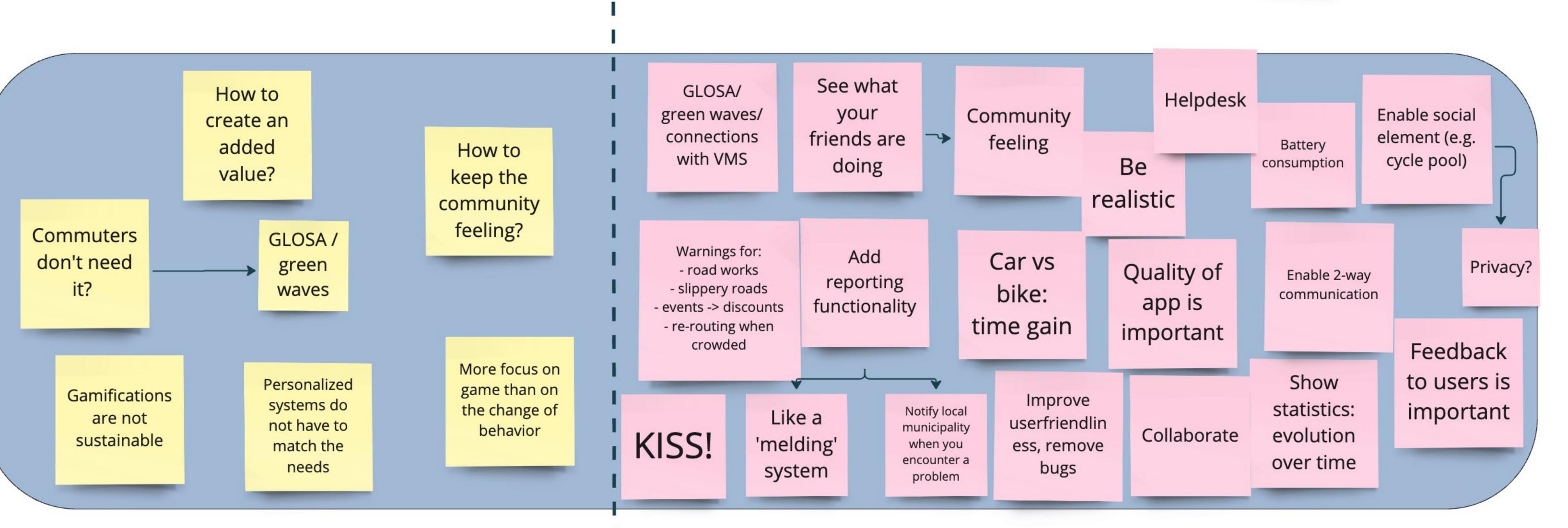


Summary

In the Activation phase, the key challenge is getting users to start using the app after downloading it. Users may face issues such as lack of awareness about the app's benefits, privacy concerns, app fatigue, or simply being too tired to engage. Solutions revolve around convincing users of the app's value by personalizing the onboarding experience, offering incentives, simplifying app usage, and addressing privacy concerns through transparent communication.

Retention

How to retain users?

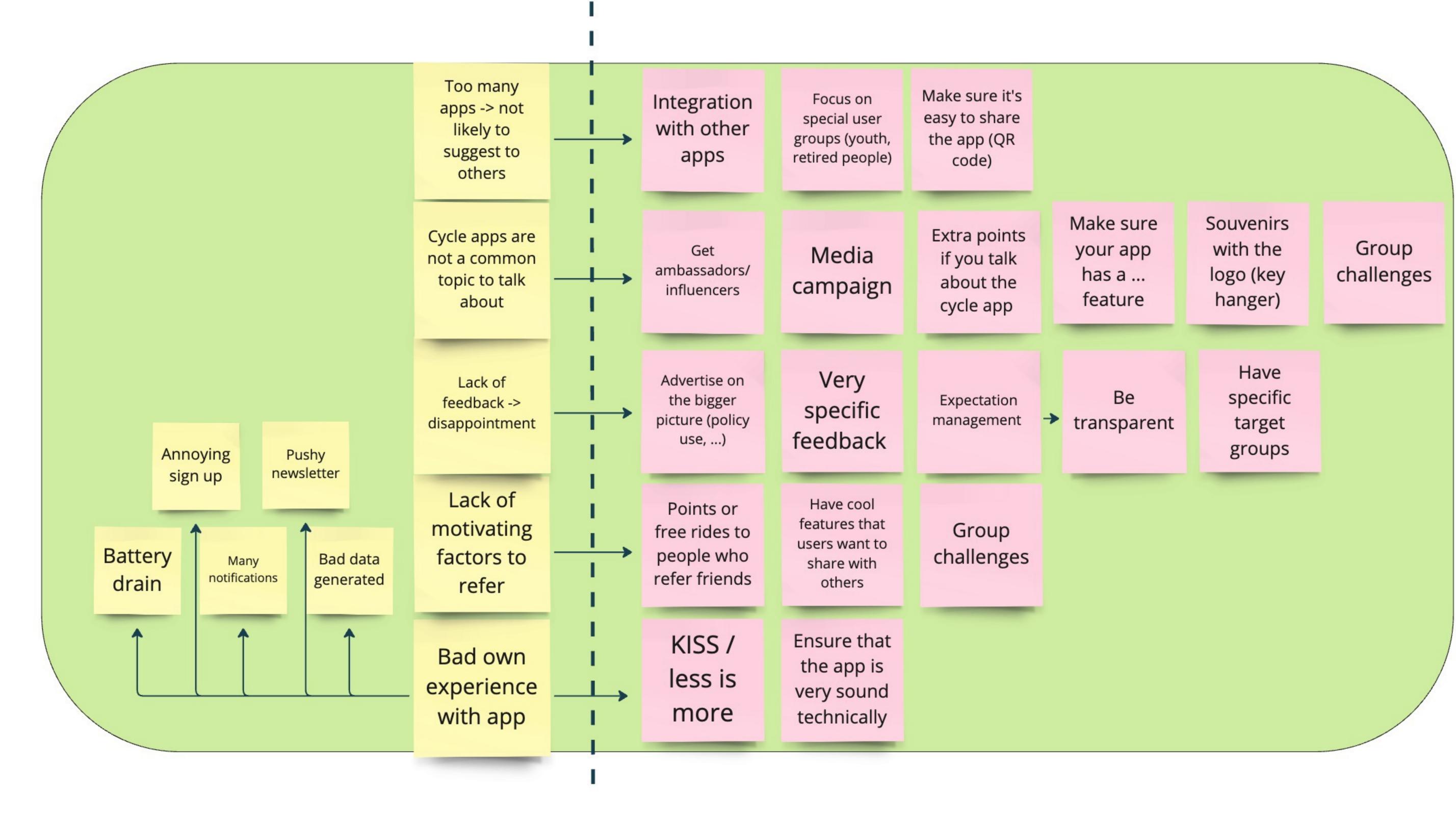


Summary

The **Retention** phase focuses on how to keep users engaged and returning to the app. Challenges include users not understanding the app's full potential, losing motivation, or encountering a lack of continuous value. Solutions proposed include gamifying the experience, providing helpful reminders, offering consistent updates, and creating a user-friendly interface. The importance of creating a sense of community among users was emphasized, with suggestions like feedback loops and customer support to build long-term loyalty.

Refferal

How to make sure that users tell others?



Summary

Finally, for **Referral**, the challenge is how to encourage satisfied users to share the app with others. It was noted that users may refrain from referring the app if they have had a poor experience or feel no incentive to do so. To address this, ideas such as referral programs, social media integration, and incentivizing sharing through rewards and challenges were presented as potential solutions.

How to move forward?

Several key recommendations emerged across multiple themes in the workshop, highlighting their importance for moving forward:

User Involvement and Feedback: Engaging users early in the process and involving them in app development and refinement was a recurring recommendation. This can be achieved through user feedback loops, focus groups, or beta testing. The aim is to ensure the app remains relevant and tailored to users' needs, improving both acquisition and retention.

Personalization and Relevance: Across both the **Activation** and **Retention** phases, personalizing the user experience was a crucial point. Tailoring onboarding processes, offering targeted content, and addressing individual user needs can help motivate users to start using the app and keep them engaged over time.

Simplification and Ease of Use: In multiple stages, especially during Activation and Retention, simplifying the app's functionality and interface was emphasized. Making the app intuitive, reducing barriers to entry, and ensuring users can easily access the app's core features can significantly boost engagement and retention.

Incentivization and Reward Systems: Incentives were suggested as a way to drive both Activation and Referral. Offering rewards for trying out features, completing actions within the app, or referring it to others helps to encourage initial usage and foster organic growth through word-of-mouth.

Community Building: Building a sense of community around the app was a key theme in **Acquisition**, **Retention**, and **Referral**. Encouraging users to share their experiences, collaborate, or participate in group challenges can increase loyalty and foster a more active user base that promotes the app to others.