



NIFICANCE

IS480 Supervisor Meeting 8

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PROJECT STATUS

Current Iteration : 10

Current Iteration Start Date : 28th Oct 2015

Current Iteration End Date : 8th Nov 2015

Team Deliverables For Current Iteration :

- 1. Analytics Module : Track Top Posts***
- 2. Analytics Module : Track Top Color***
- 3. Social Module : Embedded Advertisements***
- 4. Social Module : Delete Post***

Overall Project Completion Status : 85 %

Metrics Collection – No. Of Users

Oct 4, 2015 - Nov 3, 2015

Overview

Users vs. Select a metric

Hourly Day Week Month

Users



Users

40

Sessions

91

Screen Views

1,456

Screens / Session

16.00

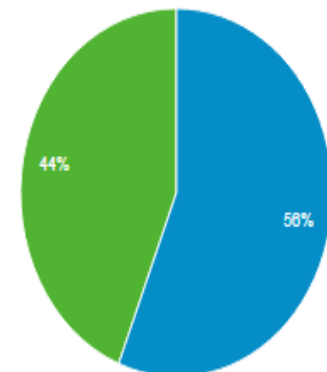
Avg. Session Duration

00:15:02

% New Sessions

43.96%

Returning Users New Users



Why drop in users?

1. Application occasionally crashes
2. Application takes too long to load

What we did?

1. Used new Glide library to load and cache images
 - Significant reduction in “outofmemory error” and crashes
2. Used compression for images
 - Loading time of images reduced from 12 seconds to 8 seconds
 - Ongoing improvement

What we did?

- Improved color sorting algorithm
 - All colors are divided into 12 spectrums
 - Selected color matched to respective spectrum
 - All posts with color tags found in spectrum are shown
 - Posts are sorted by nearest Euclidean distance from the selected color in respective spectrum
 - Extreme cases like black, grey and white are removed

Metrics Collection – Screen Views

Primary Dimension: Screen Name

Oct 4, 2015 - Nov 3, 2015

Plot Rows Secondary dimension Sort Type: Default

advanced



Screen Name	Screen Views	Unique Screen Views	Avg. Time on Screen	% Exit
	1,456 <small>% of Total: 100.00% (1,456)</small>	297 <small>% of Total: 100.00% (297)</small>	00:01:00 <small>Avg for View: 00:01:00 (0.00%)</small>	6.25% <small>Avg for View: 6.25% (0.00%)</small>
1. Newsfeed	689 (47.32%)	89 (29.97%)	00:01:15	10.01%
2. Color	227 (15.59%)	42 (14.14%)	00:00:57	3.96%
3. Create Post	152 (10.44%)	22 (7.41%)	00:01:03	0.66%
4. Search	137 (9.41%)	46 (15.49%)	00:00:33	2.19%
5. View Profile	107 (7.35%)	34 (11.45%)	00:00:48	2.80%
6. Single Post	46 (3.16%)	19 (6.40%)	00:00:33	6.52%
7. Pre-order	36 (2.47%)	19 (6.40%)	00:00:25	0.00%
8. Blueprint	29 (1.99%)	13 (4.38%)	00:00:32	6.90%
9. Genie	21 (1.44%)	5 (1.68%)	00:00:20	4.76%
10. Blueprint by date	12 (0.82%)	8 (2.69%)	00:00:05	0.00%

Metrics Collection - Events

Event Category	Total Events
Newsfeed	174
Search	123
PreOrders	17

Most Popular Events

1. Search Color
2. Create Post
3. Like Post

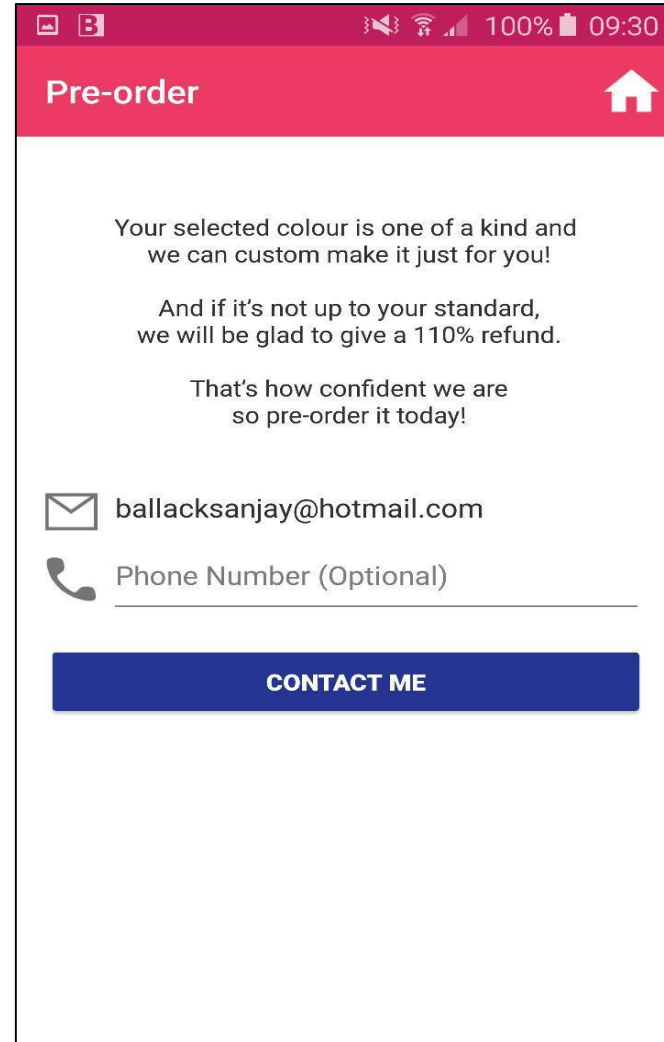
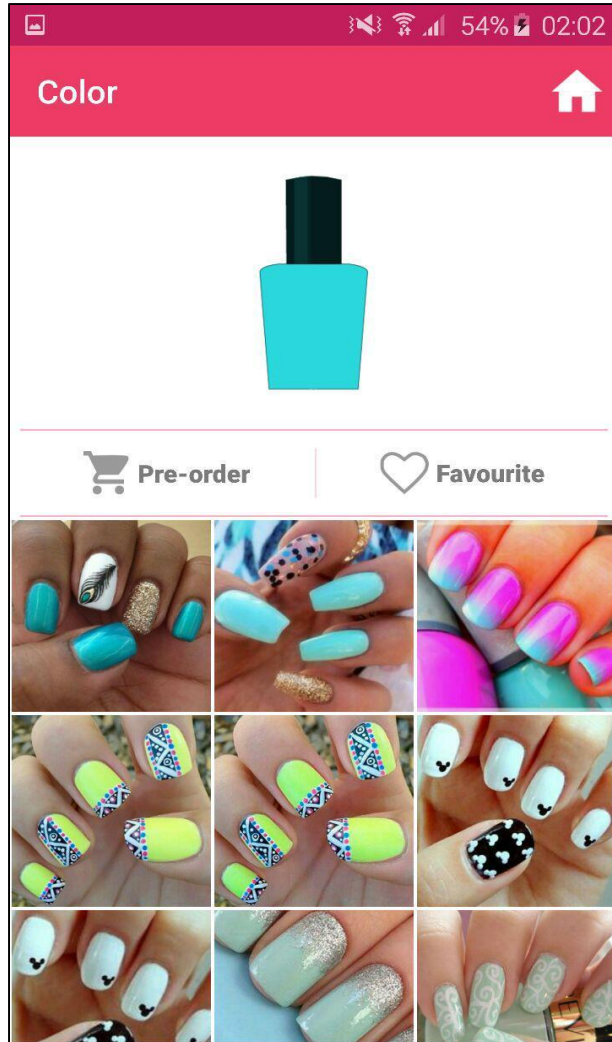
Event Action	Total Events
Search RGB	123
Create Post	100
Like Post	81

Least Popular Events

1. Pre Orders

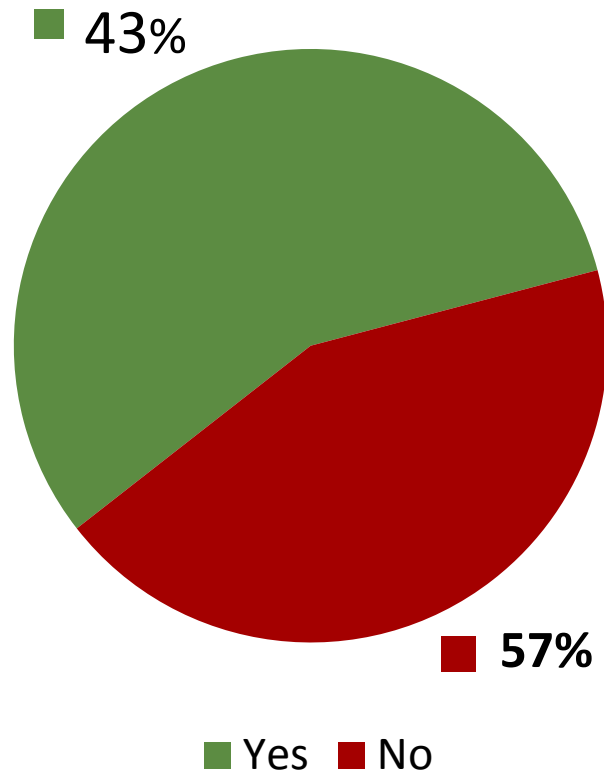
*Events are recorded when a specific button is clicked

UI Adjustment



Survey Results I

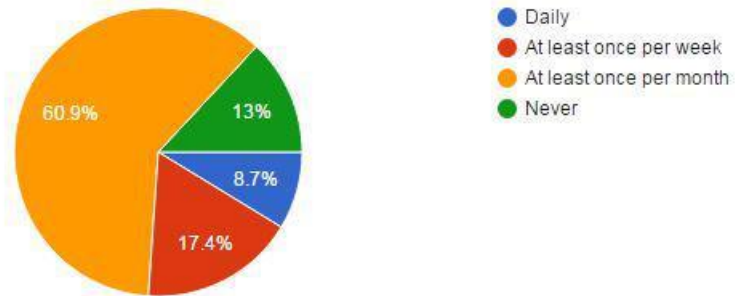
Are you able to search for nailart/polish posts on social media based on the color you desire?



62 Female Respondents

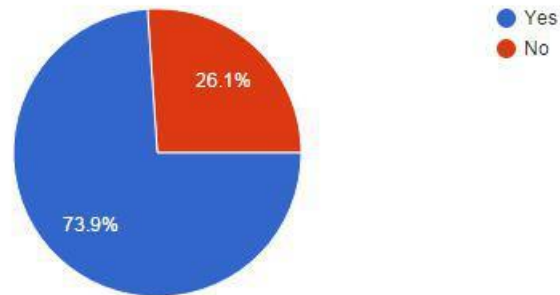
Survey Results II

How often do you look at nail art/polish pictures? (23 responses)



Do you feel like you could use this app to view nail art photos on a weekly basis?

(23 responses)



X - Factor

1. 100 Active Users
2. Embedded Advertisements
3. Partnerships with nail salons

Embedded Advertisements

- Only application in the market that offers embedded advertisements based on color
- Potential revenue model for sponsor in future in the event of not being able to produce nail polish
- Offered free initially for nail salons to advertise their nail art
- Displayed at every 5th post

Users Acquisition Plan

1. User Test 3 – NUS FASS/SIM
2. Reengage users from previous UTs
3. Post in various nail art communities forums
 - Google+ We love nail art (820,820 members)
 - Hardware Zone Lifestyle Forum
4. Partnerships with nail salons (50 Emails)
 - Embedded advertisements
 - Provide locations of nail salons for users

Upcoming Milestones

User Testing 3

Date : 9th November (Monday)

Venue : NUS FASS/SIM

Partnerships with nail salons

Dates : 16th November – 20th November

Venue : Respective Nail Salons