

GetHeard mobile Android

UX RESEARCH



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REDACTED



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- 2. Why wasn't GetHeard used by some users?**
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EXECUTIVE SUMMARY

Key takeaways from the user interviews and survey on GetHeard mobile

1. Data revealed that 75% of respondents were aware of GetHeard mobile.



Methodology: We surveyed **885** english speaking users, who **viewed the GetHeard mobile** on Android. Split in 3 user groups: **Opted-in, not opted-in, declined.**

The module effectively captures users attention and piques their curiosity. However, there is a potential for a less satisfying user journey, as users **may expect more involvement and control** in the process after opting in.

Wishlist and suggestions from survey data backs this statement:

- Clearer explanation on how it works
- More control to user, eg. select region where the recommendations are focused
- Advanced statistics
- Introduce a trial period

2. Users grasp the core functionality of GetHeard mobile, the lack of understanding is a significant barrier to opt-in.



Methodology: Open-ended responses were categorized, and results were compared. A **dashboard** was created using Looker Studio to visualize the findings.

Key reasons for not opting-in are:

1. [Redacted]
2. [Redacted]
3. [Redacted]

→ Explore ways to clearer inform users how their uploads being boosted, and who the target groups are.

3. The GetHeard mobile module is highly appreciated by users.



Methodology: We interviewed **4** users recruited from previous surveys to assess their **understanding** of the feature and **explore reasons** for their **non-usage**.

1. [Redacted]
2. [Redacted]
3. [Redacted]



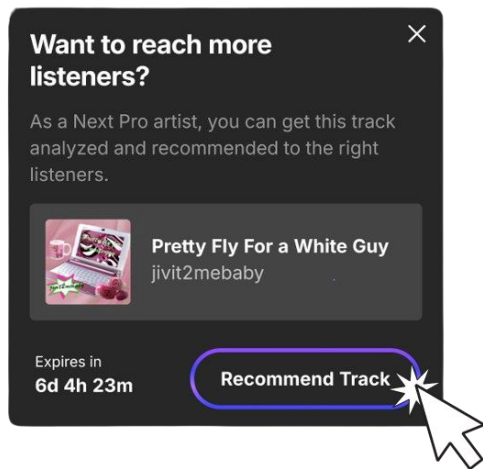
1. How do users perceive GetHeard mobile?



1st USER GROUP

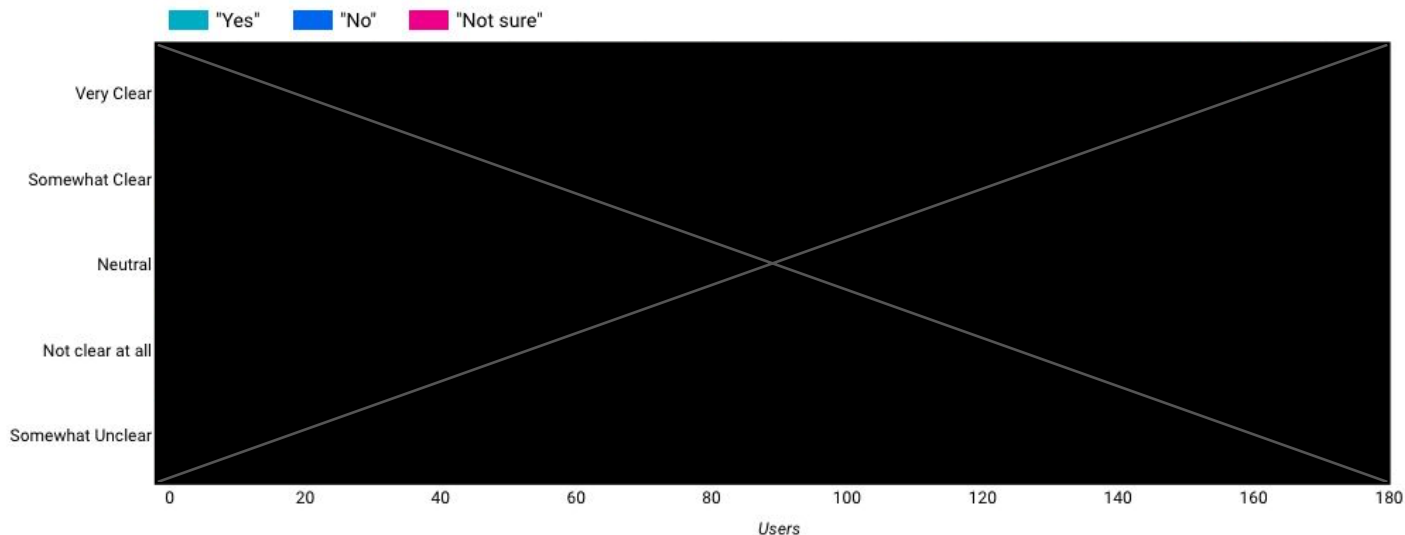
Opted-in users

(Users who used the mobile module on Android to boost their upload)



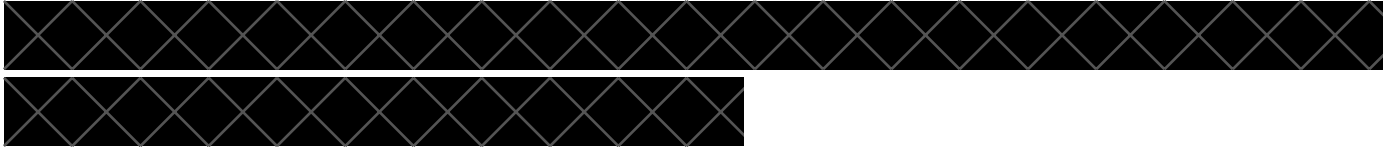
Most users think they have a clear understanding... Most are actually wrong about its usage - see next slides

“Was it clear to you what would happen if you enabled this feature?”



Source: GetHeard opt-in module (opted-in) [Android]- (Julian Martini)
Q: Was it clear to you what would happen if you enabled this feature?





“If you enabled the feature, how satisfied were you with the results?”

Summary

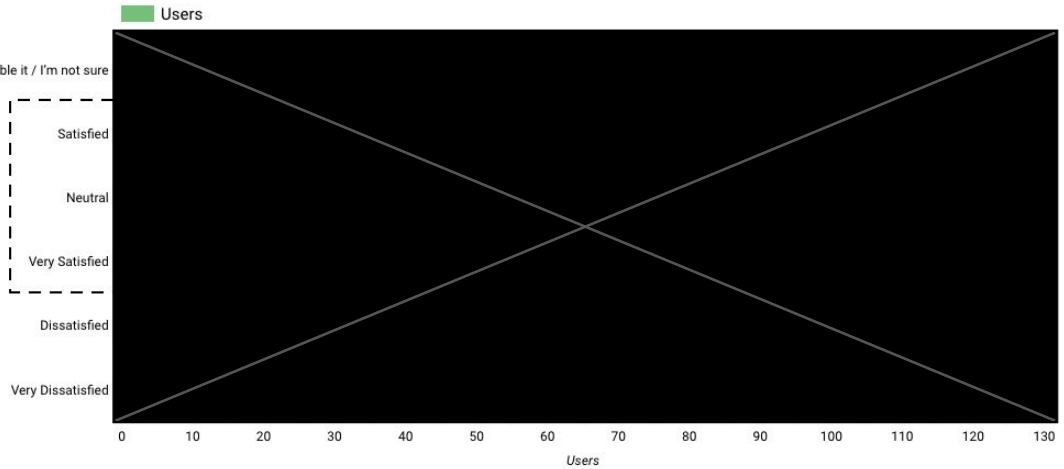


Results

- 1. High satisfaction rate
- 2. Suggestions from dissatisfied and very dissatisfied users are:

- a.
- b.
- c.

Satisfaction rate



Source: GetHeard opt-in module (opted-in) [Android]- (Julian Martini)

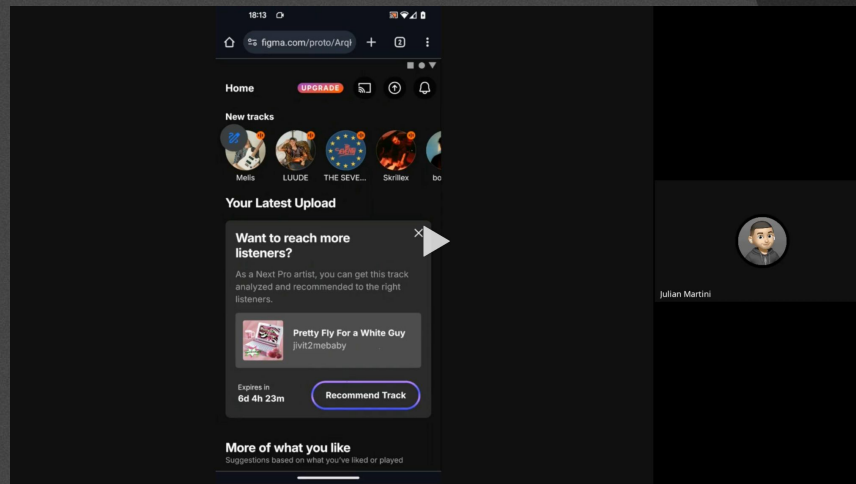
Q: If you enabled the feature, how satisfied were you with the results?



Let's have closer look at users first impression and understanding

Key takeaways

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]



[Play in Reduct](#)

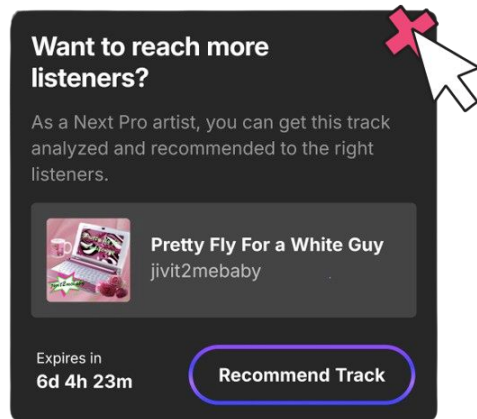
2. Why wasn't Get Heard used by some users?



2nd USER GROUP

Not opted-in users

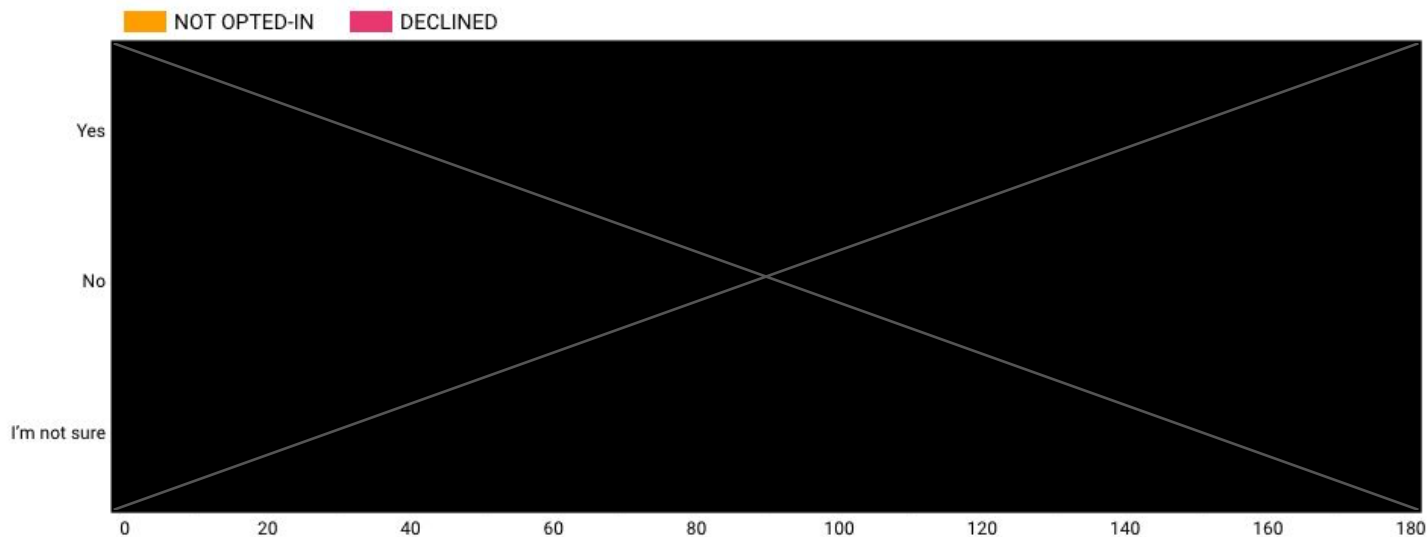
(Is a blend of users who were eligible for a boost, but did not use it and user who declined by tapping the 'X' button)



The image shows a dark-themed promotional card with a white mouse cursor clicking a red 'X' button in the top right corner. The card contains the following text and elements:

- Want to reach more listeners?**
- As a Next Pro artist, you can get this track analyzed and recommended to the right listeners.
- Track preview: **Pretty Fly For a White Guy** by **jvit2mebaby**
- Expires in **6d 4h 23m**
- Recommend Track** button

Awareness is not the main driver - the majority of the 2nd user group is aware of the GetHeard mobile



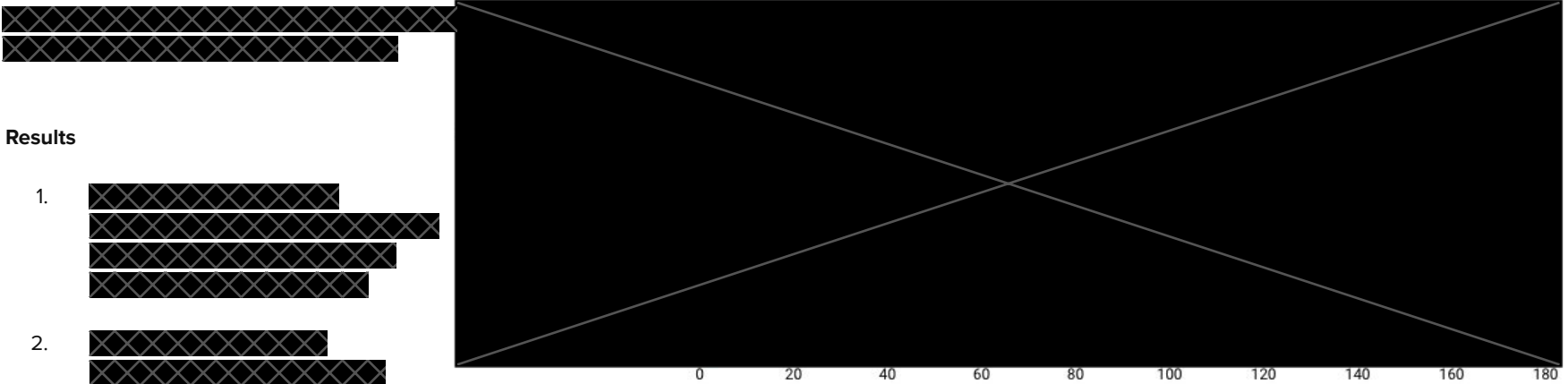
Source: GetHeard opt-in module [Android]- (Julian Martini) [REDACTED]
Q: Have you noticed this module shown on the image on your mobile device?





Summary

Users



Results

- 1.
- 2.

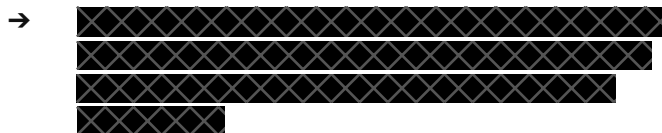
Source: GetHeard opt-in module (not opted-in) / (declined)[Android]- (Julian Martini),

Q: If you have "not used" the mobile module, what are the reasons?

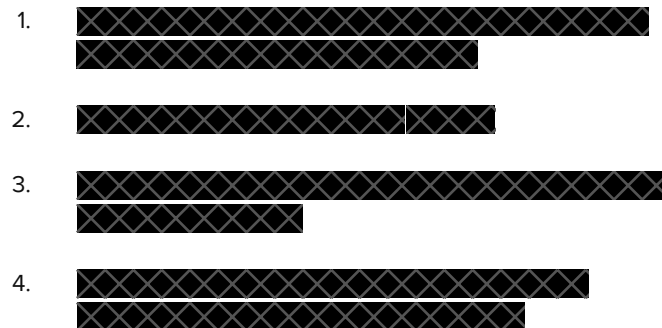


Users didn't use GetHeard mobile for the following...

Key takeaways



→ The ranking of reasons are:



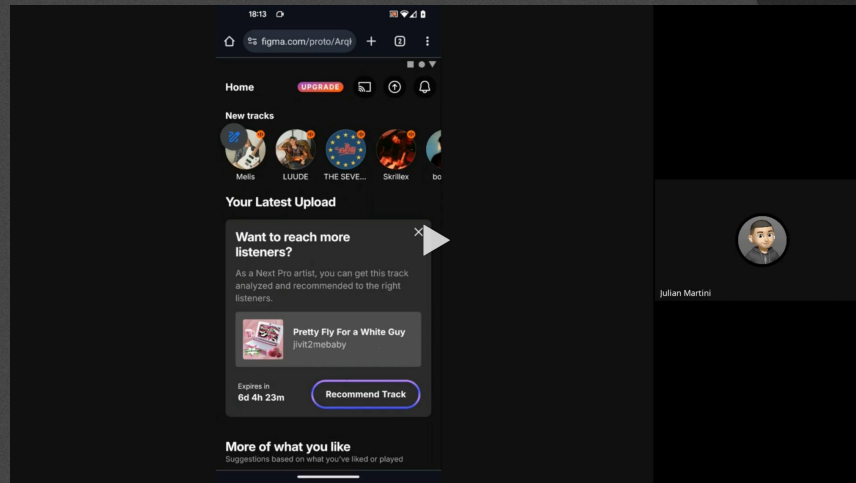
3. Why does mobile have a lower conversion than web?



... to get an understanding, we need to know how our users work.

Key takeaways

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]



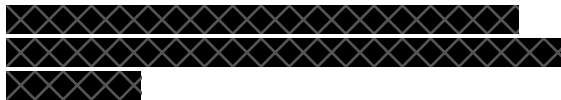
[Play in Reduct](#)

4. Conclusion and opportunities for improvements

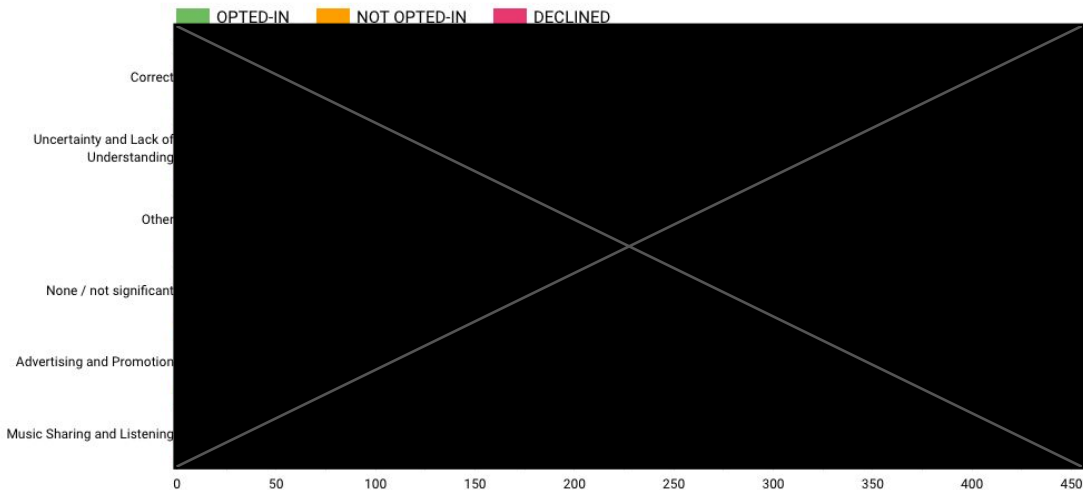
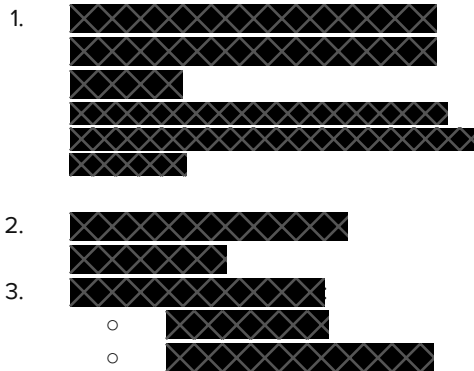


Across the panel, only [REDACTED] had a clear and correct understanding of GetHeard.

Summary



Results



Source: GetHeard opt-in module (summary) [Android]- (Julian Martini)

Q: Please explain to us in your own words, your understanding of the feature shown in the image. What do you think it does?



How do users think we could improve?

Across the 3 Surveys

389 User responses

“I would love to be able to boost one of my Playlist or album!”

“More data on how effective the tool is

“You should be able to enable a playlist/album as a creation in itself. So the listener sees the whole album.

“Put it in a more accessible location like in the Tracks tab rather than on individual song pages. If multiple songs are released, I don't remember which ones I had enabled it for yet.

“Make it easier to use and include more features for example censorship tags”

“Be more notable & notification about the feature

“Create documentation about the feature and how it works

“Show the analytics/reach, further the reach from it and extend how far it can go in regards to number of listeners, more the better

“Allow [me] to choose in which countries it can be recommended in

“[Provide the] option to boost in a specific region. For example having an option for your track to only be pushed in the United States.”

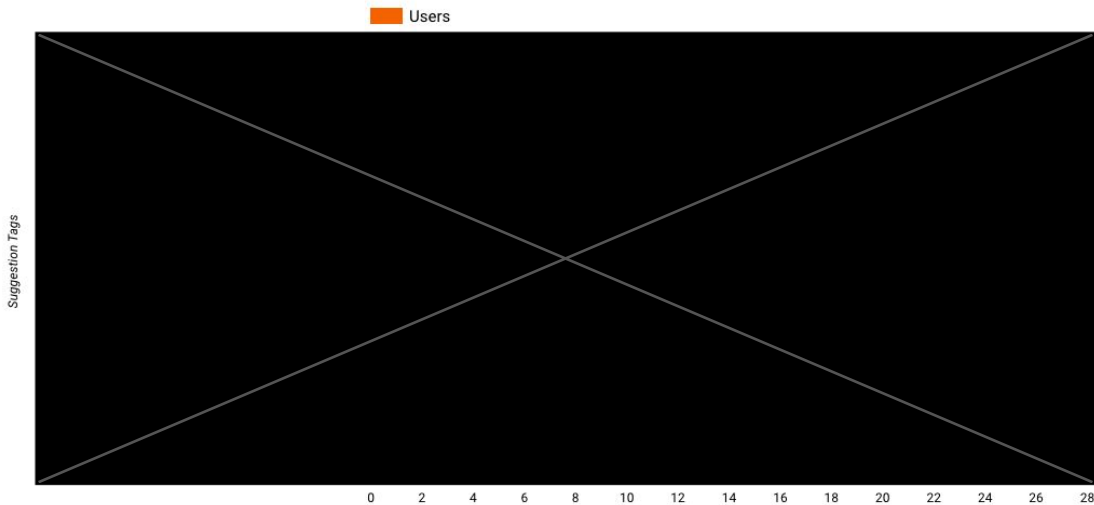
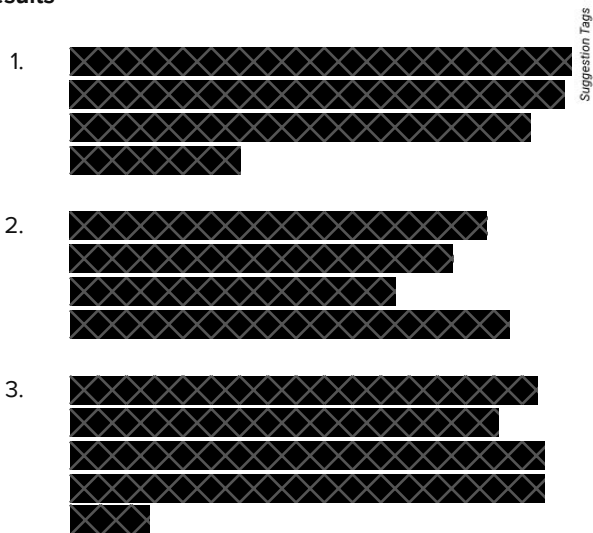
“I would love to have a free trial perhaps? More transparency behind the stats would be great too”

Most users asked for providing a way of understanding the feature.

Summary



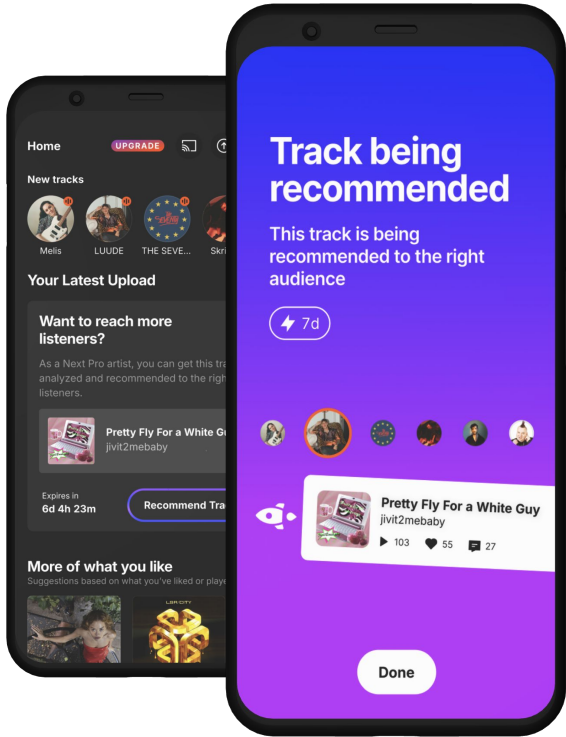
Results



Source: GetHeard opt-in module [Android]- (Julian Martini) [Redacted]
 Q: Do you have any suggestions for how we can improve this feature?



KEY INSIGHTS FROM PROTOTYPE



INSIGHTS FROM TESTING

[Redacted text block]

[Redacted text block]

NEXT STEPS TO CONSIDER

Implement a way to give user more insights on how the GetHeard recommendation works:

1. [Redacted text]
2. [Redacted text]

Improvements analysing time window and consider an enhanced cross-platform solution:

1. [Redacted text]
 2. [Redacted text]
 3. [Redacted text]
- [Redacted text block]

VOICE OF USER

"how is it working [...] how does it determine?"

"I'd like to know like who, who is it boosting to..."

"it doesn't instantly pop up after uploading so it's easy to miss if you don't recheck..."

"...the only thing you can click is done - It's like okay, what else, is that it?"



BACK UP



METHODOLOGIES



[Redacted text]

[Redacted text]

[Redacted text]

[Redacted text]

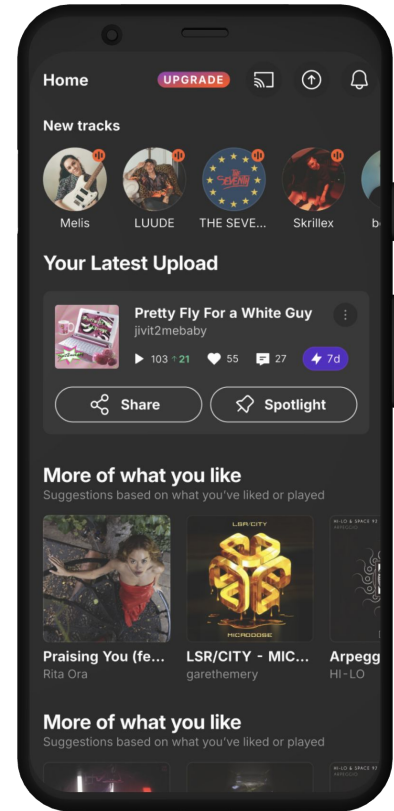
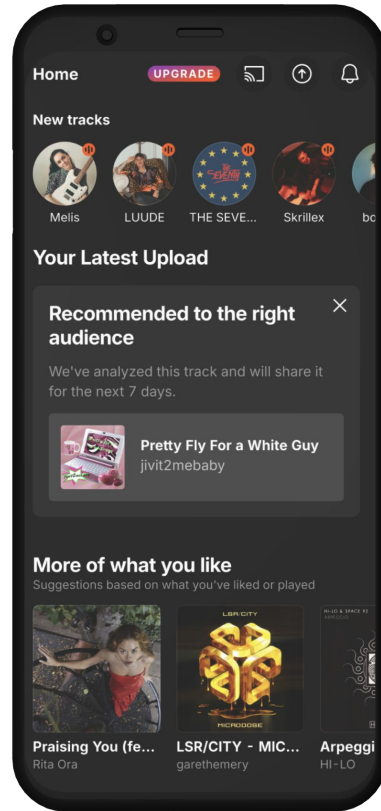
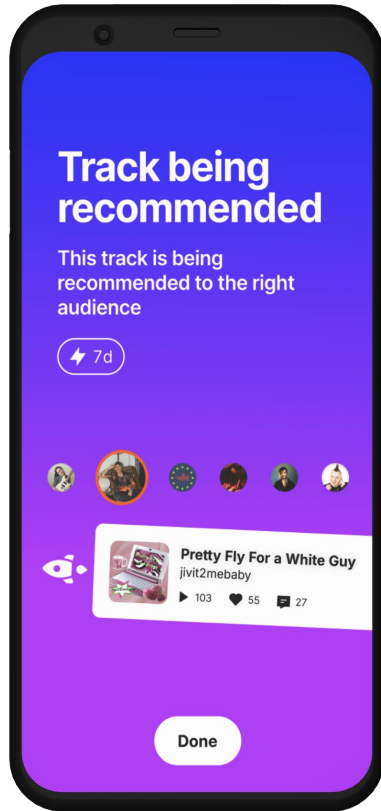
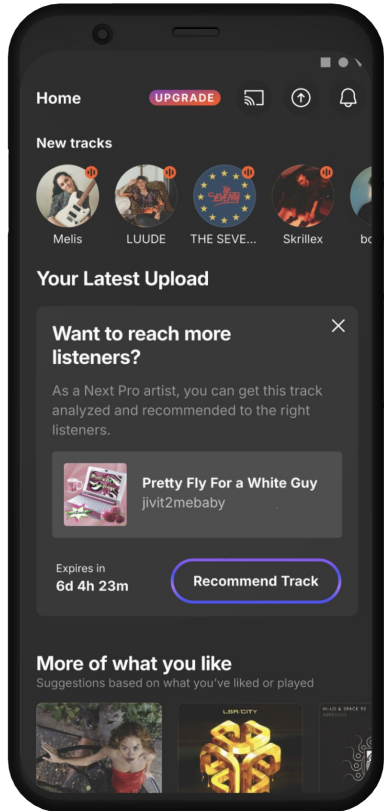
[Redacted text]

- ✘ [Redacted text]
- ✘ [Redacted text]
- ✘ [Redacted text]

[Redacted text]

- ✘ [Redacted text]
- ✘ [Redacted text]







[GetHeard prototype](#)



APPENDIX

Project Resources:

- [Research Plan](#)
-  [Figma GetHeard Opt-in mobile](#)
-  Surveys in Lyssna:
 - [GetHeard opt-in module \(opted-in\) \[Android\]](#)
 - Targeting: *Clicked Full* list
 - [GetHeard opt-in module \(not opted-in\) \[Android\]](#)
 - Targeting: *Viewed Full* lists, but EXCLUDE *Clicked* and *Declined* lists
 - [GetHeard opt-in module \(declined\) \[Android\]](#)
 - Targeting: *Declined* list, but EXCLUDE *Clicked* list
- [Looker Studio Dashboard](#) (ask Julian Martini for access)



APPENDIX

Survey Methodology:

Survey 1 (opt-in)

- Unmoderated Research in the form of a survey, distribute a short survey to Free Users and Next Pro creators who have opted-in on the GetHeard module.
- Sample size: $\text{XXXX} / n = \text{XX}$
- Recruitment through MoEngage campaign, attached user list

Survey 2 (not opt-in)

- Unmoderated Research in the form of a survey, distribute a short survey to Free Users and Next Pro creators who have not opted-in on the GetHeard module.
- Sample size: $\text{XXXX} // n = \text{XX}$
- Recruitment through MoEngage campaign, attached user list

Survey 3 (declined)

- Unmoderated Research in the form of a survey, distribute a short survey to Free Users and Next Pro creators who have not opted-in on the GetHeard module.
- Sample size: $\text{XXXX} // n = \text{XX}$
- Recruitment through MoEngage campaign, attached user list



APPENDIX

User Interview Methodology:

- Opt-in users, to determine awareness and understanding of the module.
- Not opt-in users, to determine the reasons for not interacting with the modules, and gathering feedback of their understanding of the functionality.
- Declined users, who have consciously declined the Getheard proposition.

All surveys carry a question to split the user groups in free users and Next Pro users

User Group 1 (opt-in)

- Participants: Next Pro users + Free Users who are opted in
- Moderated semi-structured interviews with creators who have **** on the GetHeard module.
- Recruitment through opt-in email provided from previous survey.
- 5x 60 min remote interview sessions
- Interviewed: 2 User

User Group 2 (not opt-in)

- Interviewed: 2 User

User Group 3 (declined)

- Interviewed: none

