

Where's the friction in your customer's experience?

Do you know what they're saying about you? If you don't, you should.

Whether your mobile app is already out there among thousands of users, or you're ready to build your first one, it pays to know the pain points customers are experiencing in your industry and to address these areas of friction head-on.

App Ratings vs Willingness to Download



Ratings Matter



Consumers read at least one review before downloading an app



Users say that a one or two-star app review negatively impacts their perception of the brand as a whole

CHALLENGE

What do we know about friction, anyway?

We designed the Friction Report to help our clients better understand the real rub in the app marketplace, specific to their industry. Using natural language processing, sentiment analysis, and machine learning, we scrape data from app reviews and the web to identify the categories and features discussed by your market. Using this data, we identify the most impactful minimum viable product (MVP) and work with you to execute a roadmap aimed at reducing friction across the board. Together we're able to drive your digital business beyond the expectations of your audience by creating truly effortless experiences for your customers.

Our reports combine data, sentiment and actual feedback from customers to provide the most accurate view of which features and functionality trigger a response with your market. As we work through the strategy and design for your app, we'll apply the learnings from the friction report to ensure you're getting five-star feedback.

The Friction Report can be customized to your market space and competitive landscape and includes:

- Analysis of your current app and where it stands in the marketplace
- Analysis of your competitors' apps in the marketplace
- Understanding of features and functionality that cause the most friction in the user experience
- Highlights of most valued app features and functionality from your customers and prospects
- Direct feedback from users of your app (or your competitors' apps)

Industries We Serve



Insurance



Retail/CPG



Financial services



Healthcare/Life Sciences



Telecom



Quick serve restaurants



Hospitality

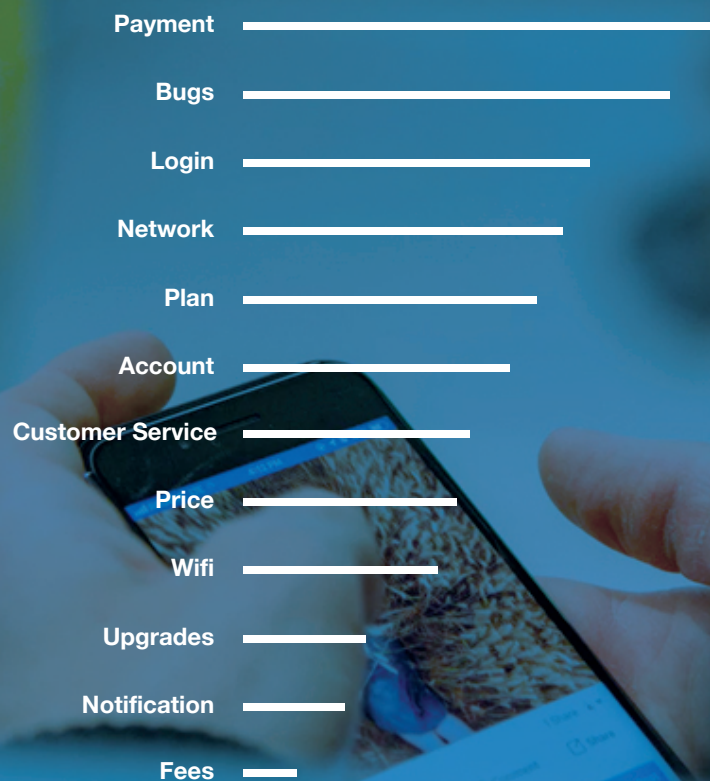


Events

Apps Analyzed



Friction Report : App friction by topic



User Comments

"...I wish the app didn't make me sign in every time I opened it" - **Jean. K, My Verizon** ★★★★★

"...I wish it would show my balance from last month" - **Julie Gordon, My Sprint** ★★★★★