

QR Code - Application Download

Drive Engagement via QP Mobile Application



Outline

In an effort to drive engagement and awareness about QuestionPro Communities mobile application, we want to make the discovery and download for our mobile application extremely easy.

We will be presenting all Community Members with a QR code on the Communities Desktop Website and the Mobile Website, which will facilitate the download.



Jane Doe, 32

Market Researcher/ Survey Author
Masters in Business
Texas, US

Tech literacy: High

Personality:

- Extrovert
- Proactive
- Busy

“I’m often handling multiple projects at once - time is tight...”

Bio

Currently lives in Poland. She finished her master’s and got promoted to Market Research Lead. She likes gadgets and is an early adopter.

Goals

- To acquire quality market research data
- Identify industry/ market trends.
- Enable data driven business decision making.

Needs

- Easy to use survey creation and distribution platform
- Maximum outreach
- Timely updates on status of research.

Frustrations

- Low utilization of the communities mobile application
- Overall low awareness of how to download mobile application.
- In app notifications not being accessed by Community members.

Tools



QuestionPro



Trello



Research Gate



Octo Parse



G Suite

Platforms



Desktop



Mobile

Trusted brands



QuestionPro



Google

Gartner

Gartner



Salesforce



Hubspot

Why do we need mobile application download shortcuts on the member portal?

To increase the engagement in the community.

Use Case:

As an administrator of the community, Jane believes member engagement will increase if people were able to access the community on their phones , so we will add a download link on the member portal for both the appstore and the playstore.

New proposal and solutions

Solution:

We will add an option to download the application on the sign up/ login page. The download option will only appear if the mobile application is enabled for the community. In case of white label application

User story

[Jane], [Community Administrator]. [32]

As a community administrator,

I want to drive awareness and facilitate download of QuestionPro Community members mobile application

So that the engagement with the community increases.

Acceptance Criteria

Scenarios:

Given a panel member
When arrives at the sign up/ login page for the first time
Then the QR code must be presented

Given a panel member
When clicks on exit on the QR code pop-up
Then the QR code pop-up will be snoozed for 7 days.

Given a panel member
When clicks on 'Already Downloaded' on the QR code pop-up
Then the QR code pop-up will be snoozed for 365 days.

Mockups

New Login Page

Overlay:

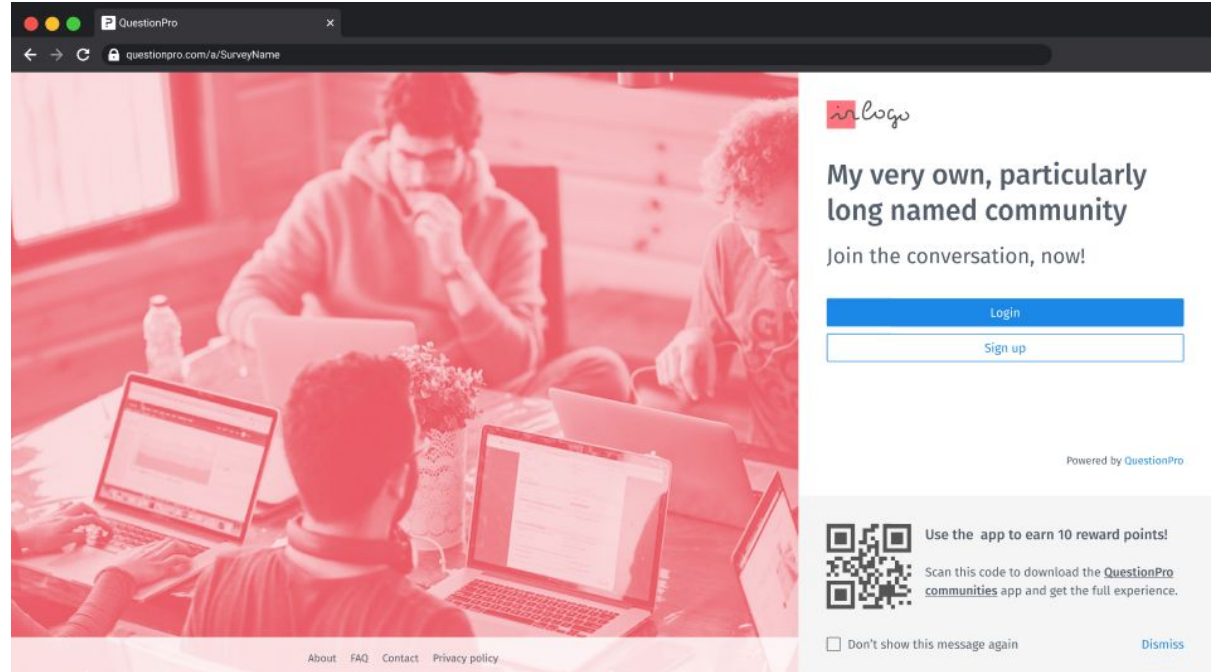
QR Code to be displayed in an overlay over the new login page.

Snooze:

Can be snoozed for 7/ 365 days depending on whether the user selects “Don’t show this message again”

Footer:

“Download App” link available (hidden behind the QR code overlay in present mock-up)



QR code - Mobile Version



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inlogo

My very own, particularly long named community

Join the conversation, now!

Login

Sign up

Powered by QuestionPro

Use the app to earn 10 reward points!

Open this community in the [QuestionPro communities](#) app to get the full experience.

Use app

Don't show this message again [Dismiss](#)

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Mobile App Setup Page

Community

Send

Incentive

Modules

Analytics



Dashboard



Settings



Content



Languages



Media Library



Profile



Members



Recruitment

Portal Link <http://3member.questionpro.com>



Data Sharing Options

Report Sharing

Activity Stream

LeaderBoard

DataShare™

Mobile Application

Enable: ⓘ

White Label:

Download URL:

Data Sync

Custom Variable Sync



Any Questions?

✉ rahul.sharma@questionpro.com