Transforming the Android Notifications tray into a Personalized Experience

Our Client sought a better understanding of how users consume the content feed on their Android mobile phone's pull-down Notifications tray. Content in the feed includes news, horoscopes, and weather, to name a few.

Specifically, our Client wanted a deeper understanding of the "why" behind their existing analytics, insights on how users are engaging with the content feed over time, and ways to improve user engagement and retention while reducing churn. The project's schedule experienced delays during recruitment because of the difficulty in securing individuals who currently have the content feed on their mobile phone. To overcome this challenge, we got creative and defined out-of-the-box recruiting mechanisms that allowed us to access a variety of Android device users.

Phase 1 – Summative Assessment and Opportunity Identification

Pre-Summative Assessment

To better understand the challenges and opportunities, our team conducted interviews with Client stakeholders and evaluated the content feed navigation and content experience. The Lean Geeks team also reviewed and evaluated the Client's existing use statistics.

The ability to configure the content feed navigation and to personalize the presented content were reported improvements that influenced ongoing use and enjoyment. Revisiting the existing ad strategy and providing more information on external links were noted as opportunities to increase user trust.

Summative Assessment

The Lean Geeks team executed research activities that included a multi-day diary study, with semi-structured interviews before and after the diary logging activities. During the pre-diary interview, participants were asked to share information about their current content viewing behavior. Diary logs captured their impressions of the content and navigation experience several times a day over multiple days. The post-diary interview was a deep dive into their subjective feedback on the experience.

Recruitment challenges

Recruiting proved to be a challenge. It was difficult to find the sub-set of Android phone users who owned a mobile device with the functions of interest on their phone. We overcame this challenge by presenting the opportunity to define multiple participant groups to our Client. Participant groups included users with the functionality native to their phone, Android loaner phone users (our Client supplied loaner devices), and others who installed the Client-supplied APK file on their Android phone.

Opportunity identification

In addition to recommended improvements to the existing content and navigation experience, Lean Geeks also supplied recommendations that included localizing content and improvements to retrieving previously viewed content. The entire list of prioritized recommendations provide the Client with a list of requirements backlog items that their development, content, and revshare teams could act on.

The Lean Geeks team was transparent about where and how participants were recruited. Because of the recruitment challenges that existed, the Lean Geeks team was proactive in presenting creative recruitment options for consideration. As a result of these recruitment activities, the insights ultimately provided a richer picture of existing and prospective users.