User Experience (UX) Strategy Onesheet

Project: Russell Mobile Application
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Vision Statement

Most investment company apps are product and data-based that may have limited value to non-account-holders. Russell has a reputation as an investment thought leader and it makes sense to develop a content app available to all people—extending the reach of Russell's content and indirectly using it as a customer acquisition as well as customer retention tool.

This mobile application allows a person to consume Russell content on a mobile phone. Version one will show the Market Week in Review videos. This application will be built to accommodate revisions that add features, increased functionality, more videos, research topics, and blog content.

Situation

Who: People with mobile phones that want to know about financial markets and Russell's opinions.

What: Watch the Market Week in Review video.

When: Pushed out every Friday (dependent on interview schedule).

Where: North America, with subsequent rollouts to UK and Australia.

Why: To expand our distribution channels and start the transition to mobile content platform.

Design Criteria

All design decisions should serve to meet these objectives.

- Follow mobile user interface standards.

- Provide ability to watch a current video, browse to watch other videos, send feedback and crash reports, get help, supply (TBD) disclosures, and privacy policy.

- Share content via social media, email, weblinks.

Phase 1
US only

Phase 2
UK, Australia

Phase 3

Add navigation to more topics, blog entries, and news, provide option to listen only.

Metrics

Metric 1: Track from app store

• Downloads

Metric 2: Track from Google Analytics

• New users and active users

• How often users return to the app

• Time spent on app (session length)

• Screens visited (includes: # of screens per visit and order or path of screens viewed and lastly, time per screen)

• Navigation clicks (archive)

• Play (I'll do more research on possibilities on app code)

• User Info - Geolocation and Languages, Network if possible

• Failures/Technical Errors

Metric 3: Success measurement
• Measure how many new visitors are downloading the app.

• Measure how many active visitors are using the app and how often?

• Compare analytics to similar financial industry app benchmarks

• Compare app plays to Youtube plays and Rcom plays