



# Case Study

Chia



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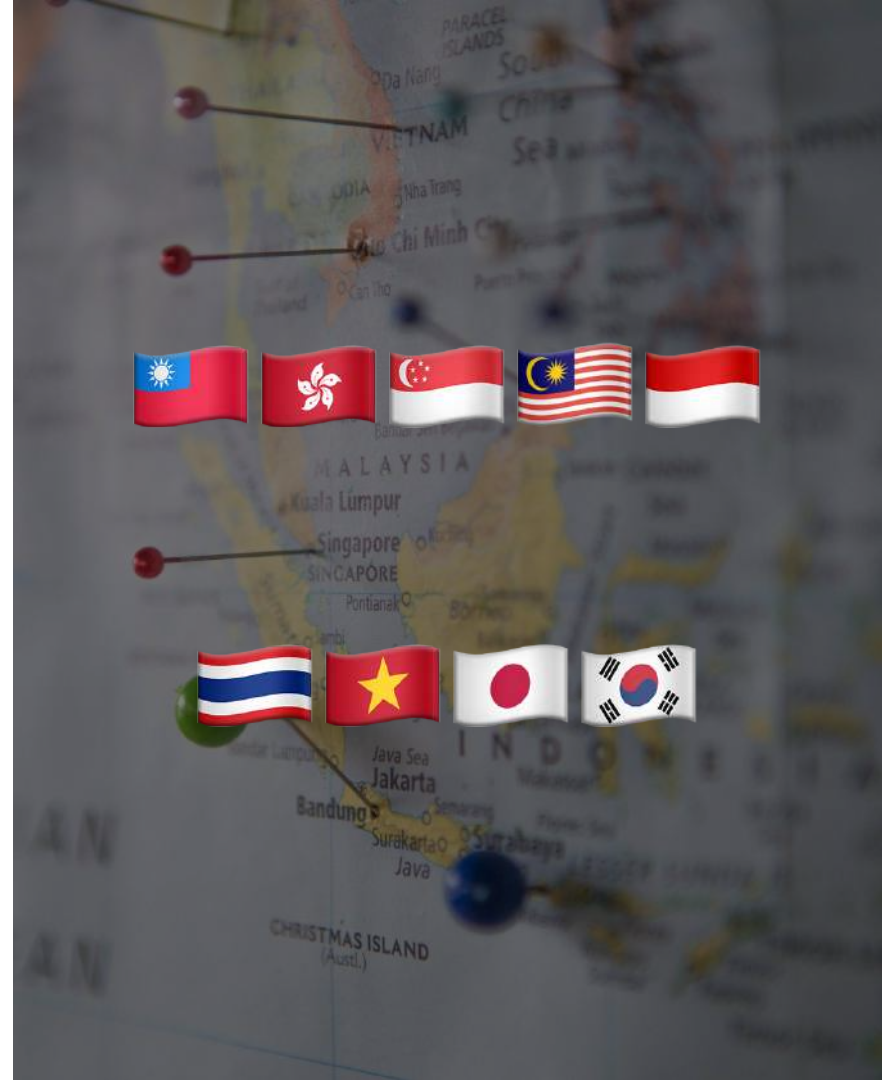
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# Product Refinement Due to Business Pivot

Case Study | Product Strategy, localization (i18n)

# Snapask Intro

- Snapask connects students to quality tutors for **instant 1-on-1 learning support** and **provides online courses** that cover most subjects and grade levels.
- Snapask is now in 9 markets in Asia including Taiwan, Hong Kong, Singapore, Malaysia, Thailand, Indonesia, Vietnam, Japan and South Korea, supporting over 3 million students with over 350,000 qualified tutors from top universities.



# Product Offerings



QA  
即時問答

All regions available



Regular Class  
課後進度班

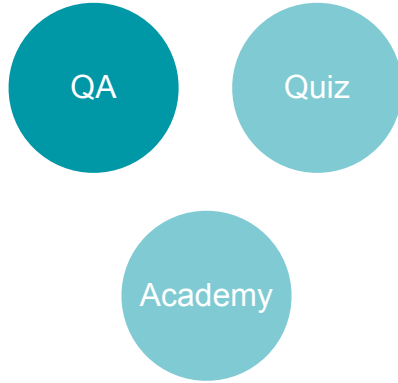
HK, TW, SG



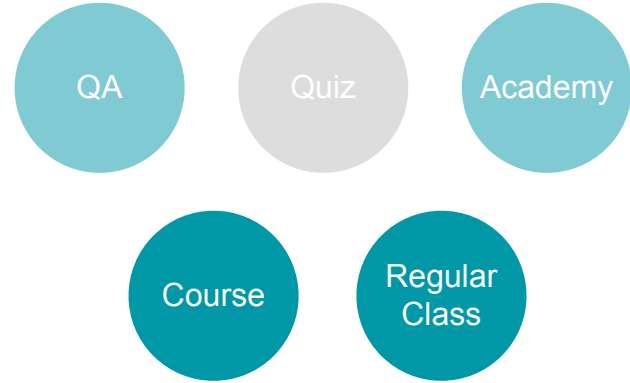
Course  
主題課程

HK, TW, SG, TH, KR, JP, MY

# Business Pivot



1-on-1 tutoring (QA) is the main focus



The company's business strategy has shifted its focus towards Course and Regular Class (RC)

Product Direction

**Refine product experience and features adhering to company's business pivot**

# Refine Product Experience and Features

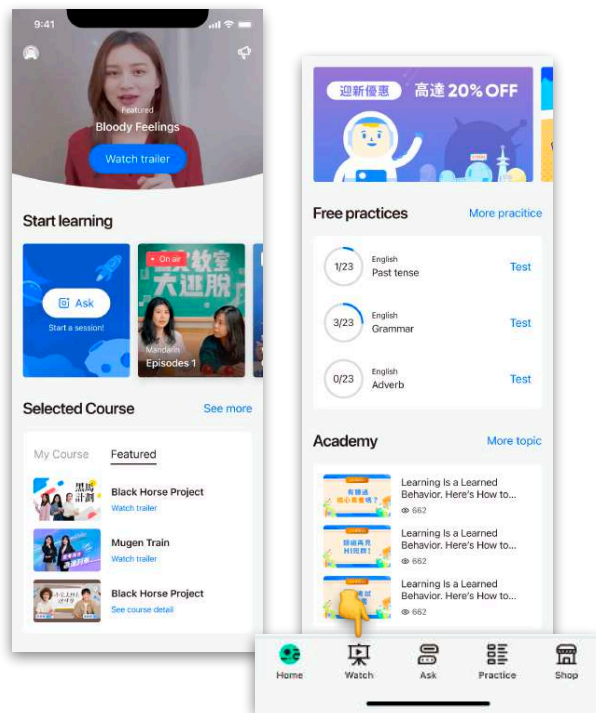
Product strategy 1: revise the information architecture to align with the company's focus

## Product objective

- Re-prioritize company's product offerings - promote RC, Course following by QA, sunset Quiz since it is no longer maintained
- Add a feature of My learning so that users can access their purchased content
- **Clarify the difference between RC and Course and highlight their value props**

## Hypotheses

- The separation of RC and Course tabs will enhance comprehension of the two product offerings

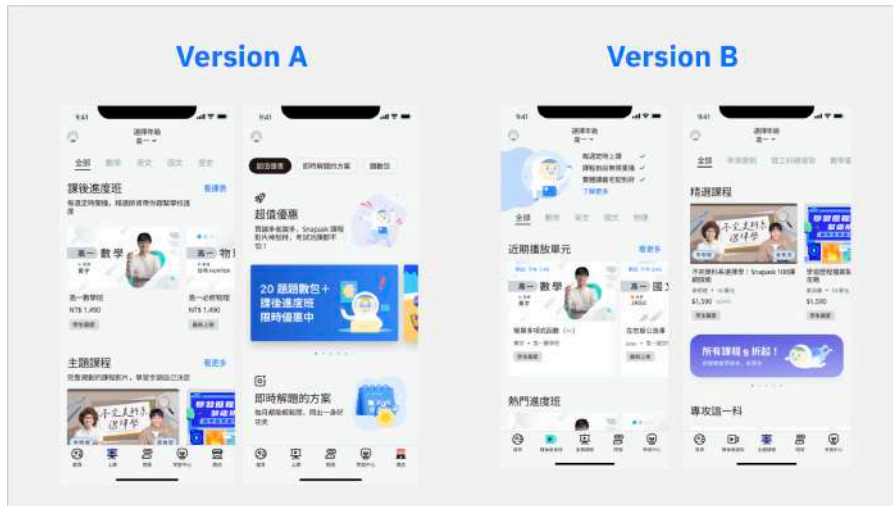


Old design

# Validate Design Hypothesis by Running Usability Testing

## Key questions

- Which is more efficient for users to understand the difference between RC and Course in version A and B?
- In version B, in order to display RC and Course tabs together, Shop tab will be hidden. Are users able to find where to buy QA tokens?

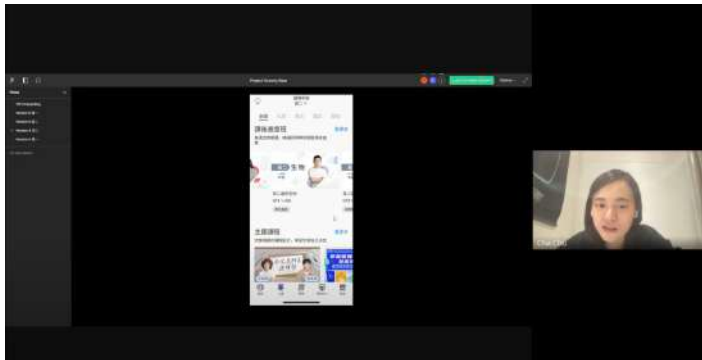




# Validate Design Hypothesis by Running Usability Testing

## Research findings

- 80% of students prefer version B to version A because 1) the separate tabs help them to understand RC differs from Course and 2) no Shop tab is less salesy
- 4 out of 5 participants think the Shop tab is not visible enough and some of them do not understand what shop icon stands for on version B



Version A vs. Version B

### 80% 學生喜歡B版勝過A版，因為不同性質課程分成兩個tab，比較容易理解

"喜歡分成兩個，因為再搞幾不同性質課程 我睇比較清楚" - U5  
"之前是全部課程清單都跟主選課程合在一起，都點起來會比較難釐清的版本，因為比較混亂" - U6  
"這個版本把 RC 和 Course 分開，更清楚讓客人選擇適合自己的課程；而且除了商店，不會讓人感覺像強迫消費集團" - HK U1  
"Ver A 比較容易找到適合的課程，比如放些課表 (Table) 或排期表，我係課程清單上加已經得咗一啲課程，下面又係一個「你可能會喜歡」，有點 duplicate" - HK U2  
"主選就佢年讀會方法較清楚 Ver B，因為沒有佢咁好一點，覺得就佢咁是另一回事，佢次都有個咩咩西，高來估考慮什麼課程，課程頁面之間比較難釐清，因為一個得有課程文書，這個版本比較清楚係有冇什麼課程" - HK U3

Task / Q. 你覺得這一頁怎樣呢？

Version B 易用性問題

### 4/5 學生認為商店位置不顯眼 U1 看不出來那是商店的圖案 U4 無法完成購買題數

"數沒有特別注意，就不會注意到底" - U2 Yammie (User, 目前使用兩個 Course)  
"右上方商業心帶邊的是什麼啊?" - U1 Hugo (user, 目前使用 QA, 曾購買兩個 Course)  
"看得出來啲咩小房子是商店，但用購物袋或購物車來呈現會更清楚" - U3 Anson (user, 目前使用 QA)

**Suggestion:** 商店入口需要以更顯眼、明確的方式呈現，可能是調整位置，或用圖像、文字表達

A screenshot of a mobile app interface. At the top, there's a navigation bar with a search icon and a heart icon. Below that, there's a button labeled "立即發問" and another labeled "尋找功課導師". The main content area features a large blue button labeled "立即購買" with the text "即時獲得解答" below it. At the bottom, there's a section titled "遇上難題? 凌晨都有導師在線" and another titled "即影即問功課示範".

# Elevate Design Based on UT Insights

## Product decision

- Choose version B but make a slight modification to the Shop tab icon design by including the text "Top up (加值)", which is more direct



# Refine Product Experience and Features

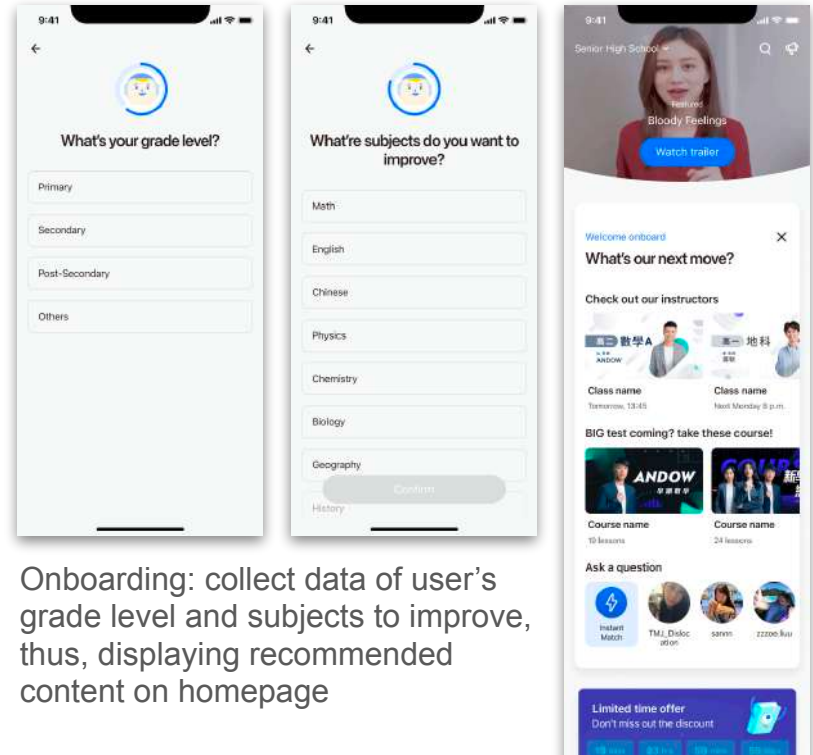
## Product strategy 2: enhance content recommendations and improve browsing efficiency

### Product Objective

- Onboarding: during the onboarding process, present suggested courses that match the user's preferred subjects and grade level
- Browsing content: facilitate users to find their preferred courses by grade level and subject filter

### Success Metric

- The usage of grade level and subject filter
- User satisfaction feedback

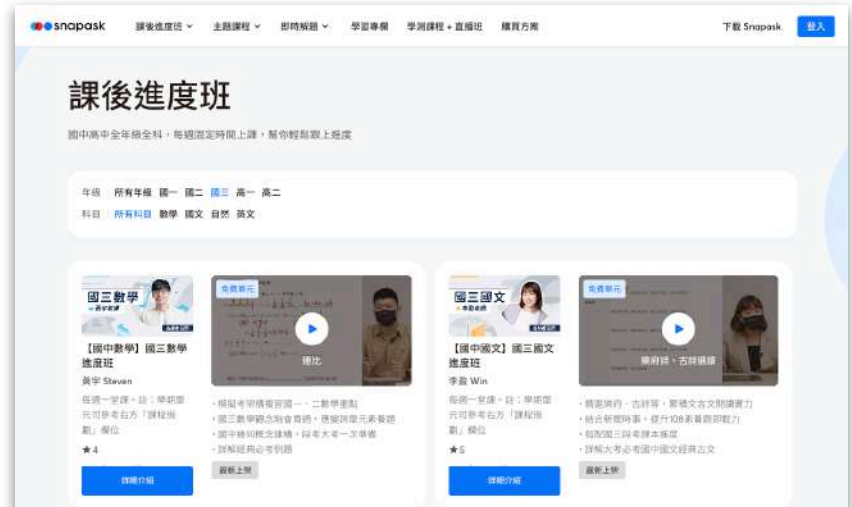


# Refine Product Experience and Features

## Product strategy 2: enhance content recommendations and improve browsing efficiency

### Highlights

- Browsing content: facilitate users to find their preferred courses by grade level and subject filter
- Implement holistic grade level and subject filter

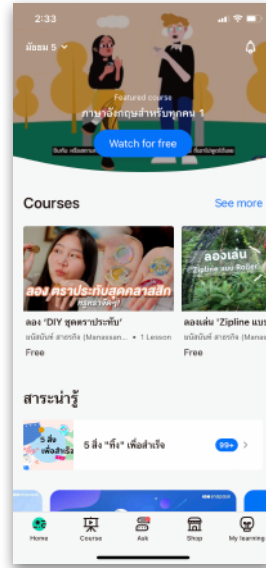


# Refine Product Experience and Features

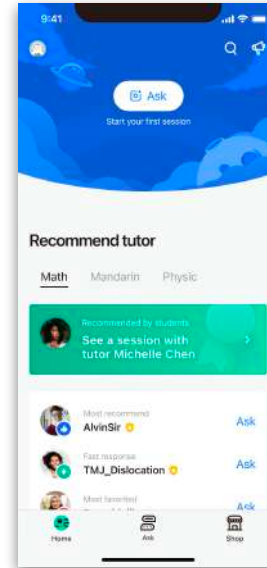
## Product strategy 3: localize the product



RC, Course, QA



Course, QA



QA



# Define Product Metric for Free to Paid Conversion

Case Study | Data analysis

# Overview



## Uncover success metric

Collaborated with data scientist to uncover that users who have watched free lesson outperform those who have not done so



## Increase visibility of free lesson

Make the visibility of free lessons more prominent across the product



## Allow to contact sales to designate preferred lesson for free watch

Based on user feedback, they wanted to designate preferred lesson for free trial. By adding this feature, we drive more leads to sales funnel

# Increase Visibility of Free Lesson

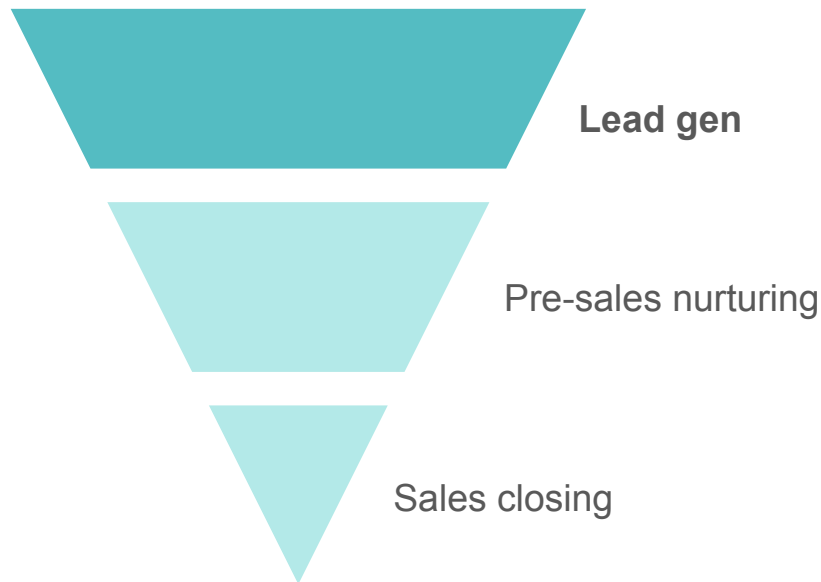
- Promote free lessons of courses on multiple proper pages
- Auto-play free lesson videos on course pages





# Allow To Contact Sales To Designate Preferred Lesson for Free Watch

Drive intended customers to sales funnel on product



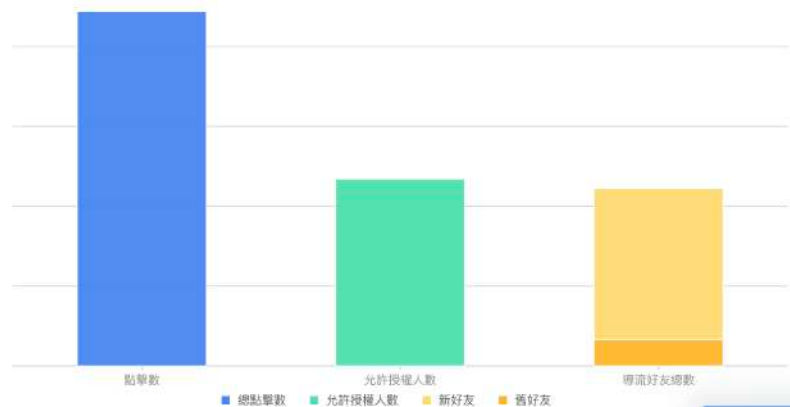
Acquisition of lead gen was the main focus of marketing. Due to marketing budget cut, it might boost lead gen by the provision of designated lesson free trial on product

The screenshot shows the Snapask website interface. The main content area displays a lesson titled '第三部分 羅致前塵辭「仗君一何為！」' with a video player showing a woman speaking. Below the video, there are several text-based lesson highlights. On the right side, there is a sidebar with navigation options like '高一國文進度班 | 課程計劃' and '需要幫忙嗎?' pop-up. The pop-up contains a QR code and a '需要幫忙嗎?' button.

# Allow To Contact Sales To Designate Preferred Lesson for Free Watch

## Result

- Increased lead gen by offering you-can-choose course free trial with 100+ Line OA friends in one month. Conversion rate was 33%, higher than the avg. CR of marketing campaigns, 30%



# Plan Card Enhancement

Case Study | User research, a/b testing, data analysis



# Background

## Problem Statement

- In light of user interview and sales' feedback, users have trouble understanding what package and offer they will get on course detail page.

## Rationale to run a/b testing

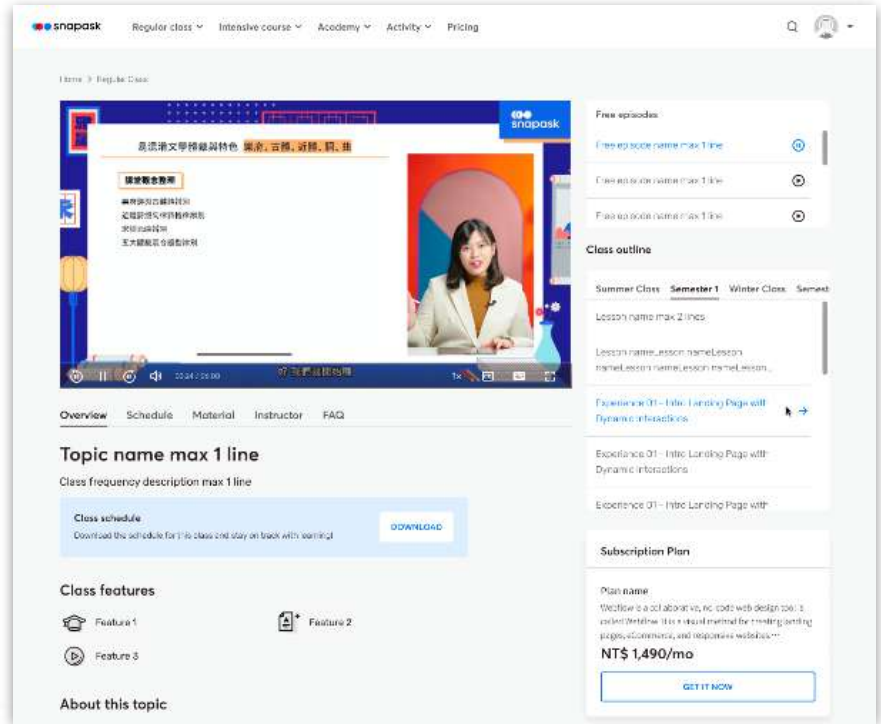
- Apart from driving more users to checkout page, if variant has been proved outperforming, we would implement the same approach to advanced plans, as in bundle plan, pack.

## Hypothesis

- Based on the takeaways of competitor research and UT result, we believe that by **highlighting course lesson # and replay rules** and by **displaying avg. price of each lesson for users**, which will better nurture them before making a purchase. We will know this is true when we see **"GET IT NOW"** and **"PAY NOW"** btn click # increase.

## A/B Testing Tool

- Firebase: App
- Optimize: Web



# Original Design

The screenshot shows a course page on the Snapask platform. The main content area features a video player with a woman speaking, and a sidebar with course details. The sidebar includes sections for 'Free episodes', 'Class outline', and 'Subscription Plan'. The 'Subscription Plan' section in the sidebar shows a plan name, a description, and a price of NT\$ 1,490/mo with a 'GET IT NOW' button. A red arrow points from this sidebar element to a larger, detailed view of the 'Subscription Plan' card on the right.

This card displays the details for a subscription plan. It includes a title 'Subscription Plan', a 'Plan name' field, a 'Plan description' field, and a 'Monthly subscription price' field showing 'NT\$ 1,490/mo'. At the bottom, there is a blue 'GET IT NOW' button.

A callout box with a blue border and a light gray background. It contains the text 'Design elements' followed by a bulleted list of three items: 'Plan name', 'Plan description', and 'Monthly subscription price'. Below the list, there is a question: 'Question - What content shall we add to plan cards?'.

## Design elements

- Plan name
- Plan description
- Monthly subscription price

Question - What content shall we add to plan cards?

# Competitor Research

對比競品購買方案的資訊呈現  
發現觀看期限、總堂數/總時數、優惠價是出現頻率最高的資訊

Snapask Production

高一數學班 | 高一版  
黃宇 Steven  
每週一 堂課  
TW\$1,890 起

課程資訊

- 獨家數學公式記憶口訣
- 課程一次聽懂高一數學入門重要公式觀念
- 多維化題型，囊括訓練學測、高考標榜題庫
- 先題解題念後解題，強迫實做

課程特色、試看影片

版本、授課老師、售價  
課程特色、試看影片

訂閱方案

【片集制】高一數學班課程 (高一版)  
NT\$ 1,890/月

【片集制】適合高四班 | 社團2科  
NT\$ 3,390/月

【月費制】課後補進度 | 每週多科更制  
課！  
任選 2-5 門課

版本、售價

TBK 甄戰一點通

學測五選四(1)

課程資訊 課程試看

有效期限 爭奪下方課介 上課方式 影音教材  
可選科目 4科

付款方式: ATM轉帳、線上匯票、分期學分期(僅高三)、LINE Pay

課程售價  
NT 55,000

觀看期限、上課方式、可選  
科目、付款方式、售價

翰林雲端學院

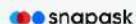
高一全學年  
主科e名師

高一全學年 主科e名師  
原價、優惠價  
\$15580

高一全學年 主科e名師，每天課程比題6科僅需1399元，現折410元！您目前已選購4門課程，均滿符合優惠資格

高一上 國文、精練國文e名師 原價2500元 特價 \$3280	高一上 國文、精練國文e名師 原價2500元 特價 \$3280	高一上 國文、精練國文e名師 原價2500元 特價 \$3280	高一上 國文、精練國文e名師 原價2500元 特價 \$3280
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上課範圍、授課老師、內含題庫、售價



# UT Testing Takeaways

- Snapask 現行的產品呈現資訊，讓 72.1% 潛在用戶，不願意點擊進入下一步
- 不願意點擊進入下一步的主因為目前看到的資訊不足以決定是否購買及價錢太高
- 用戶認為最必要的資訊為課程大綱、總堂數/時數、有無講義題本、授課老師
- 以圖示測試驗證，增加觀看期限、總堂數/時數、詳細課堂名稱等資訊，對用戶而言確實更有吸引力，能提升選擇意願
- 以圖示測試驗證，以單堂平均價格為主要呈現方式的方案，對用戶而言確實更有吸引力，能提升選擇意願；且可凸顯出學期制較月費制更為優惠



# Design Highlights - Variant

## Design mockup

Primary metric: “GET IT NOW” btn click #

Secondary metric: “PAY NOW” btn click #

The screenshot shows a course page for 'F.6中文常規課程' with a 'Subscription plans' modal. The modal lists the following details:

- Monthly Subscription | DSE Chinese S6 Regular Class | Harry Yuen
- 8 Episodes
- Limitless replay within 14 days
- 1 lesson / week; new release every Sat
- Support website and all App platforms
- Monthly Subscription Purchase
- Check available episodes
- HK\$ 480/mo
- Approx. HK\$ 60/episode

The 'GET IT NOW' button is highlighted in blue. Three callouts point to new design elements:

1. Add total lesson #
2. Add replay logic
3. Add avg. price per lesson

The screenshot shows a 'Choose a plan' modal and an 'Order summary' modal. The 'Order summary' modal displays the following information:

- Monthly Subscription | DSE Chinese S6 Regular Class | Harry Yuen
- HK\$ 480/mo
- Total: HK\$ 480/mo

The 'PAY NOW' button is highlighted in blue.

### New design elements

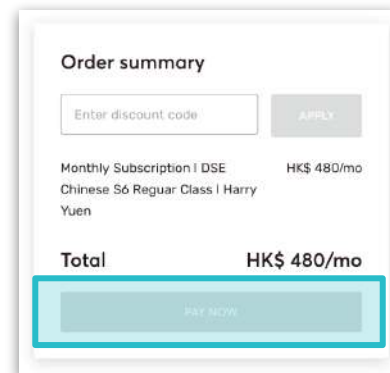
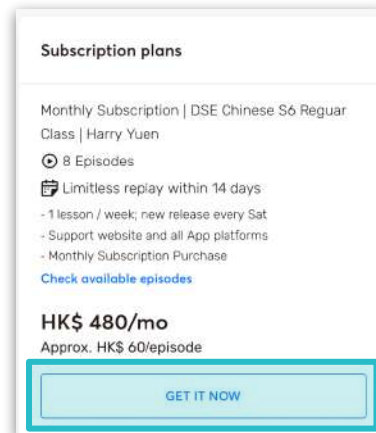
1. Add total lesson #
2. Add replay logic
3. Add avg. price per lesson



# A/B Testing Result

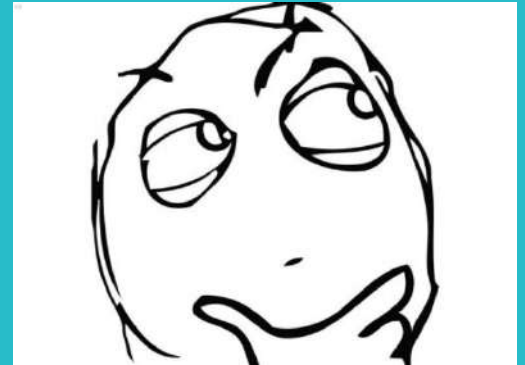
The variation leads to a higher “GET IT NOW” btn click and higher “PAY NOW” ratio.

- In the original version, 2.4% click “Purchase” btn on the plan card; in the variant, is 2.8%. There is an uplift of 0.4%.
- In the original version, 17% click “Pay Now” btn on the checkout page; in the variant, is 20%. There is an uplift of 3%.
- We decided to implement variant design to 100% of users



# Are uni students really Snapask's main user segment?

Case Study | Data analysis, user research



# Background

## Discovery

- Sign up grouped by grade level data indicates that university students are our top 1 registered users, which doesn't make sense to us as our main focus is 1-on-1 tutoring and online courses for junior/senior high school students.

## Assumption

- There is a potential business opportunity of 1-on-1 tutoring for university students.
- They wanted to apply to become a tutor but mistakenly signed up as a student other than a tutor.

## Research

- Phone interview
- Respondents: 33 people, 22 effective



# Phone interview Takeaways

## Takeaways

- 10 out of 22 had the need to use 1-on-1 tutoring service.
- 8 out of 22 intended to sign up as a tutor but mistakenly signed up as a student.

## Action items

- Explore the business opportunity of launching university subjects in 1-on-1 tutoring
- **Improve tutor registration design**

### Recap

1. 假設一成立：大學生有 QA 需求
  - a. 需求場景多為寫作業、做報告、準備考試，且當下找不到人問，或是同學都不會，屬於急迫性較高的情境
  - b. 有相關科目可試用的用戶，續用意願皆高

小結：大學生用戶確實有 QA 需求，但多數用戶願付價格低於現行國高中 token，若費工不大可開啟大學 token 販售，但預期收益不會太高
2. 假設二成立：申請家教時會走錯路徑
  - a. 目前若無家教缺乏的問題，可先不進行調整
  - b. 若時間資源充足，可思考在設計上如何讓家教申請入口更易被找到，以免潛在家教流失，造成 QA 功能運作問題

# Design Modification



Before



After

# Outcome

- The modified design was launched on Jan. Since then, the percentage of university sign-up users have had significant decline, therefore, it indicates that the visibility of tutor sign up was not prominent.

