

PRODUCT CANVAS | EVERNOTE

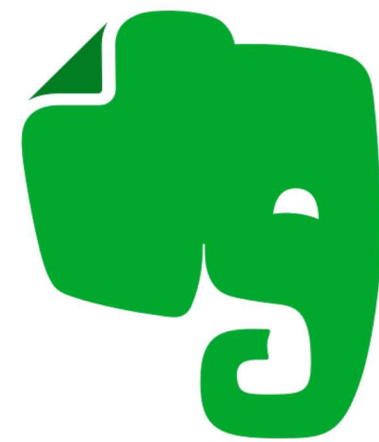
by Sashank Mullanpudi

INTRODUCTION: THE PRODUCT CANVAS

For this product canvas, I chose to explore **Evernote** and primarily, through its mobile app, improve upon features and UX to help drive a specific goal that is a sub-goal of the Evernote product ecosystem.

For supporting the canvas, I have included research and UX artifacts like personas, user journey maps, user stories and user flows. This presentation concludes with the actionable deliverables and directions for sprints as the next steps in implementation of the ideas discussed.

What is Evernote?



Evernote is a cross-platform app designed to help individuals and teams capture, organize, find, and share ideas. It is developed by the Evernote Corporation, a private company headquartered in Redwood City, California.

Industries: Technology

Location: United States

Why choose Evernote?

Evernote is a software product that is used globally and spans across multiple industries. It deals with helping users organize, access and share information.

Evernote uses good UX to solve major problems for their users and for their app as well. They also have some problems, which I used to inform my goals for this product canvas exercise.

THE PRODUCT CANVAS

<p>NAME:</p> <p>Evernote</p>	<p>GOAL:</p> <p>Get more basic (non-paying) users to convert into premium (paying) users.</p>	<p>METRICS:</p> <p>Number of users registered, Number of premium subscriptions, profit, and likability of the app (reviews and ratings) measured by % change</p>
<p>TARGET GROUP:</p> <p>The target user group need not be tech savvy, but must have a need for organizing information in their personal and/or professional lives.</p> <p>From research, the user group is predominantly urban, and encompasses business professionals, students, and self employed individuals.</p> <p>The age range is wide, and covers users from 15 years to over 55 years.</p> <p><i>For details on target group including personas, please visit the Product Details slide (No. 6)</i></p>	<p>BIG PICTURE</p> <p>The proposed changes in the product are intended to generate revenue by simplifying the user flows for two different tiers - the basic (free) and the premium (paid). This has been outlined by using user journey mapping to identify the potential features that users would be willing to upgrade to a premium membership for.</p> <p>These features have then been mapped out from Evernote's website and through user flows, separated and elucidated on how best users can be persuaded to upgrade for premium features without affecting their current basic (non-paying) tier flow experience.</p> <p><i>For details on the big picture, including user journey mapping for using the app, features in different tiers, and workflows, please visit the Big Picture slides (No. 7-9)</i></p>	<p>PRODUCT DETAILS</p> <p>Sprint Goal 1: Using Pareto principle, identify, understand and reorganize the 20% of existing app features that 80% of the users are using and paying for.</p> <p>Sprint Goal 1: Remove or reorder features from app that are used by different sized user groups, using findings from previous sprint.</p> <p><i>For details on actionable deliverables user stores and acceptance criteria, please visit the Product Details slide (No. 10)</i></p>

THE PRODUCT CANVAS ELABORATED: GOAL

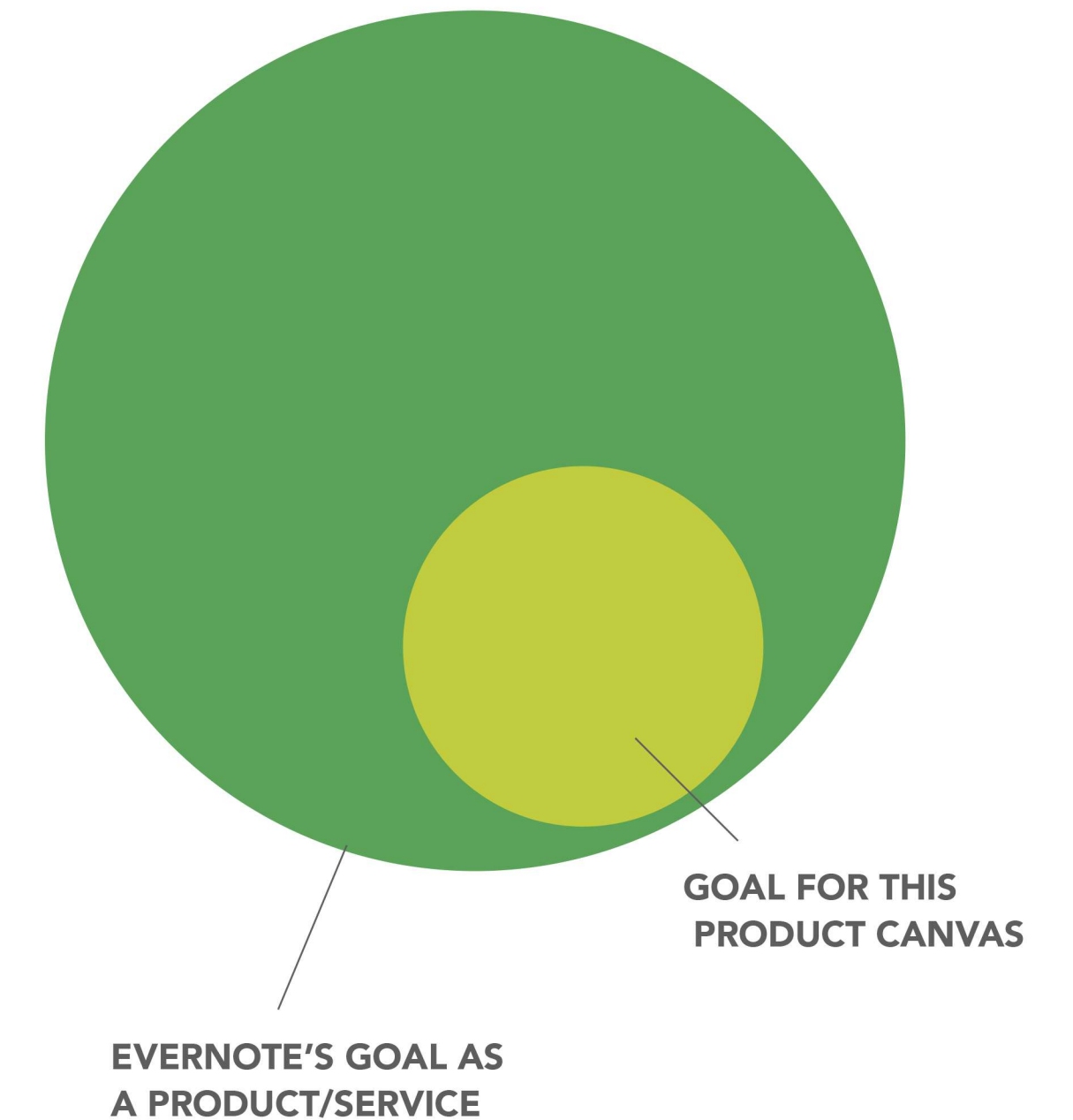
Evernote is a note taking app that aims to make information organized, accessible and shareable for users. It has about 200 million users worldwide and valued at over 1 billion dollars.

Over 19,000 new users sign up everyday onto the app. However, the **majority users** of the app are on the basic plan - meaning and they **do not contribute in revenue** to Evernote. Of this, **only 3.75% of users are premium users** who generate revenue for Evernote.

I want to use this product canvas to figure out **changes and improvements in the app that might result in more premium (paying) users**, and thus revenue for Evernote.

Evernote Business Goal: Help individuals and teams capture, access, organize, find, and share ideas in all forms including text, pictures, web clips and more.

Product Canvas Goal: Get more registered basic (non-paying) users in Evernote to convert into premium (paying) users.



The goal for this product canvas focuses on a **specific aspect** of Evernote's larger goal and mission.

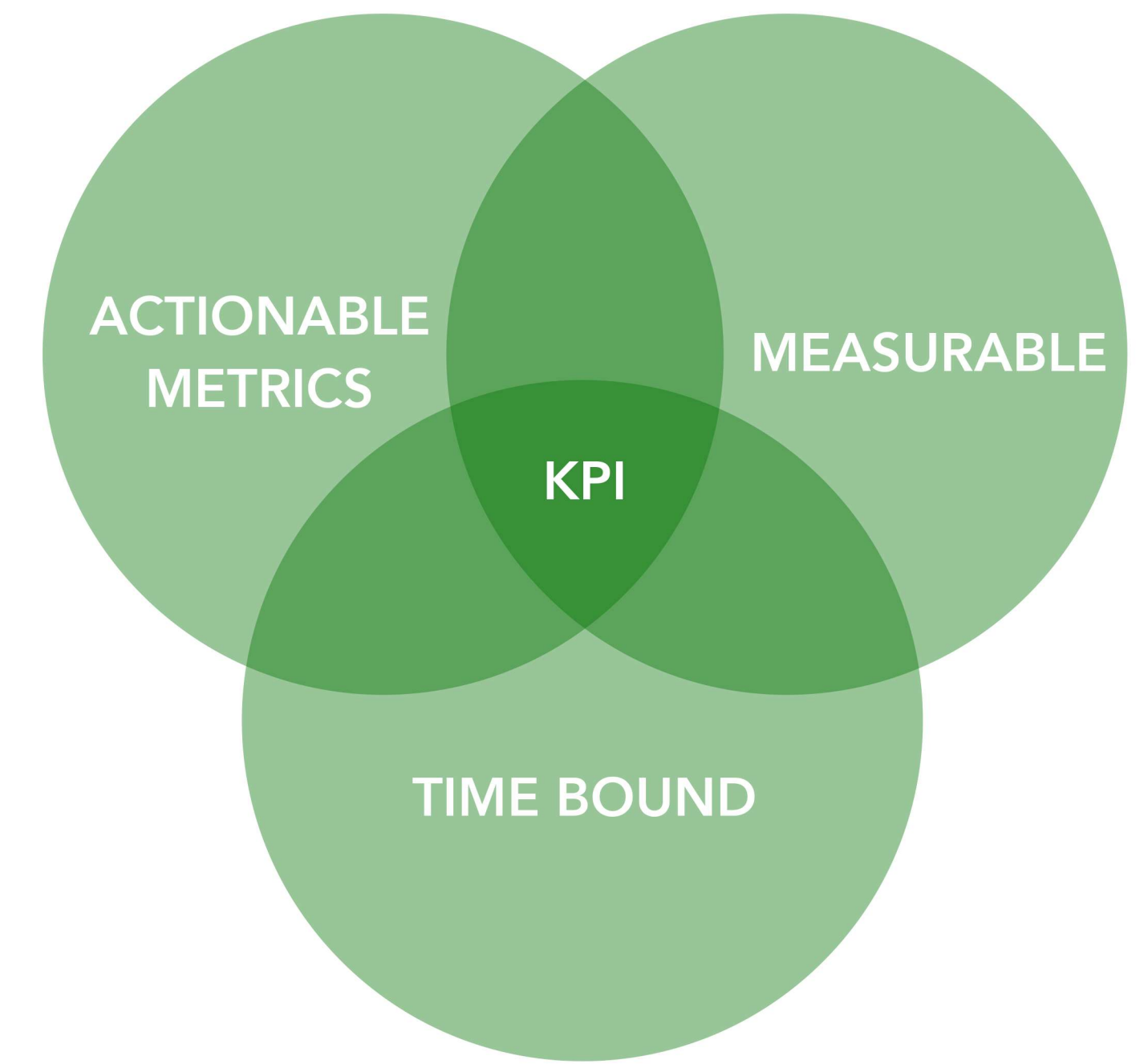
THE PRODUCT CANVAS ELABORATED: METRICS AND KPIs

Staying clear of **Vanity Metrics**, I decided to focus only on **Actionable metrics** which can drive business decisions about the product's iterations, goals and future design / UX sprints.

These would be both **quantitative** and **qualitative** to get a fuller, and rounded picture of the product's performance. The indicators would be **measured in % change** since they provide a previous reference as well over time.

Goal: Get more registered basic (non-paying) users in Evernote to convert into premium (paying) users.

KPI / MEASURE*	New User Registration	Likeability** (Rating / Reviews)	Premium Subscription	Profit
ANNUAL TARGET	3% INCREASE	4.4 Rating on App/ Play store	10% TARGET (6% INCREASE)	3% INCREASE***
SOURCE OF DATA	Evernote metrics	Store reviews, Third party rating services	Evernote Metrics	Evernote Metrics
TIMELINE / FREQUENCY OF MEASURING	Weekly	Monthly	Monthly	Quarterly



* I wanted the KPIs to also include qualitative data (like reviews) to get a more complete picture of the app's performance - often times, quantitative data doesn't give insights into their value.

** While 'likeability' can be tricky to measure, one way would be to use a service like Amazon Comprehend to look at frequency and use of specific positive and negative keywords in reviews to identify and gauge user's reactions through reviews.


*** While revenue seems the standard measure, focusing on profit forces us on considering streaming operations and true cost of design features, thereby resulting in a better UX for the app, and also give sprints a consideration of true cost of features, and change.

THE PRODUCT CANVAS ELABORATED: TARGET GROUP

The target user group need not be tech savvy, but must have a **need for organizing information in their personal and/or professional lives.**

From research, the user group is predominantly **urban**, and encompasses **business professionals, students, and self employed individuals.**

The age range is wide, and covers users from **students, business professionals, writers and self employed individuals.** Their age ranges from about **15 years to over 55 years.**



Emily Age 24
Graduate Student

Academic, Urban, Researcher and bachelor, Age group is 18-28 years.

Bio
Emily is a graduate student at UT Austin and Keeps very busy as a student and also as a researcher. She lives on a budget and prefers keeping lists for everything. Groceries, assignments, class notes and also for her mentorship discussions.

Needs | Goals


- Keep track of class assignments
- Organize shopping lists and budgets
- Have access to notes on laptop, phone

Behaviours

- Keeps everything organized
- Remember every detail from discussions
- Keep track of shopping lists each week

Frustrations

- Hates typing a lot on the computer.
- Prefers listening before taking notes



Drew Age 32
Photographer

Semi-Urban, self-employed, married, dad, Age group is 28-40 years.

Bio
Drew runs a photography business in a fairly mid sized town, and is a people's person. He tends to his clients and builds a relationship with them. He also takes care Of the household chores sometimes.Lives along with his wife and 10 yr old daughter.

Needs | Goals


- Keep track of clients and their work
- Organize to-do lists with his wife
- Take notes from clients for photoshoots

Behaviours

- Forgetful and disorganized
- Keeps personal and work lists separate
- Often misplaces notes and written ideas

Frustrations

- Assistants are expensive, but useful
- Keeping notes in books is tiresome, and not effective or handy enough



Susan Age 47
Business Professional

Tech Savvy, Urban, Senior-level manager, Age group is 40-55 years.

Bio
Susan is a busy professional and attends multiple business meetings in a day both With her clients and with her teams. She is an avid note taker, and assigns tasks to her team members that she prefers to keep a track of.

Needs | Goals

- Process meeting agendas through notes
- Organize tasks and notes online
- Keep track of team's work online

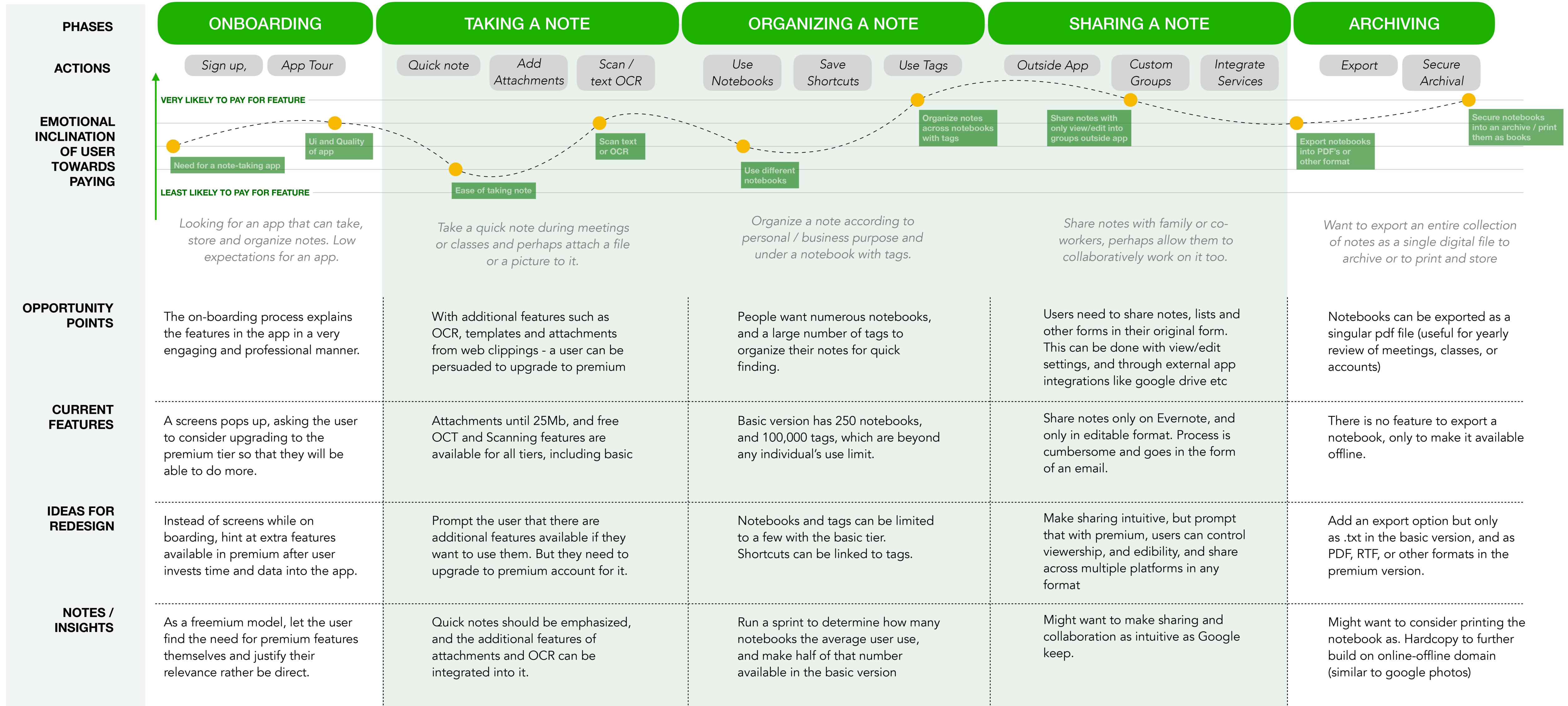
Behaviours

- Takes notes for all meetings she has
- Assign tasks to team based on notes
- Keeps all meeting notes archived in order

Frustrations

- Hates sharing notes online through email
- Apps do not let her take notes in her own manner.

THE PRODUCT CANVAS ELABORATED: BIG PICTURE - User Journey Maps



THE PRODUCT CANVAS ELABORATED: **BIG PICTURE** - Understanding App features / IA

Understanding Evernote's freemium model through comparison of features between the various tiers of the app.

The only differences are in **number of notebooks, synced devices, and note size**. However, these differences are not pressing or required enough for users to consider upgrading to the premium tier.

This leaves a large chunk of the user base still in the Basic (non-paying) tier which doesn't result in revenue generation for the company.

The features highlighted to the right can be reorganized between the basic and the premium tiers to persuade basic users to become premium members.

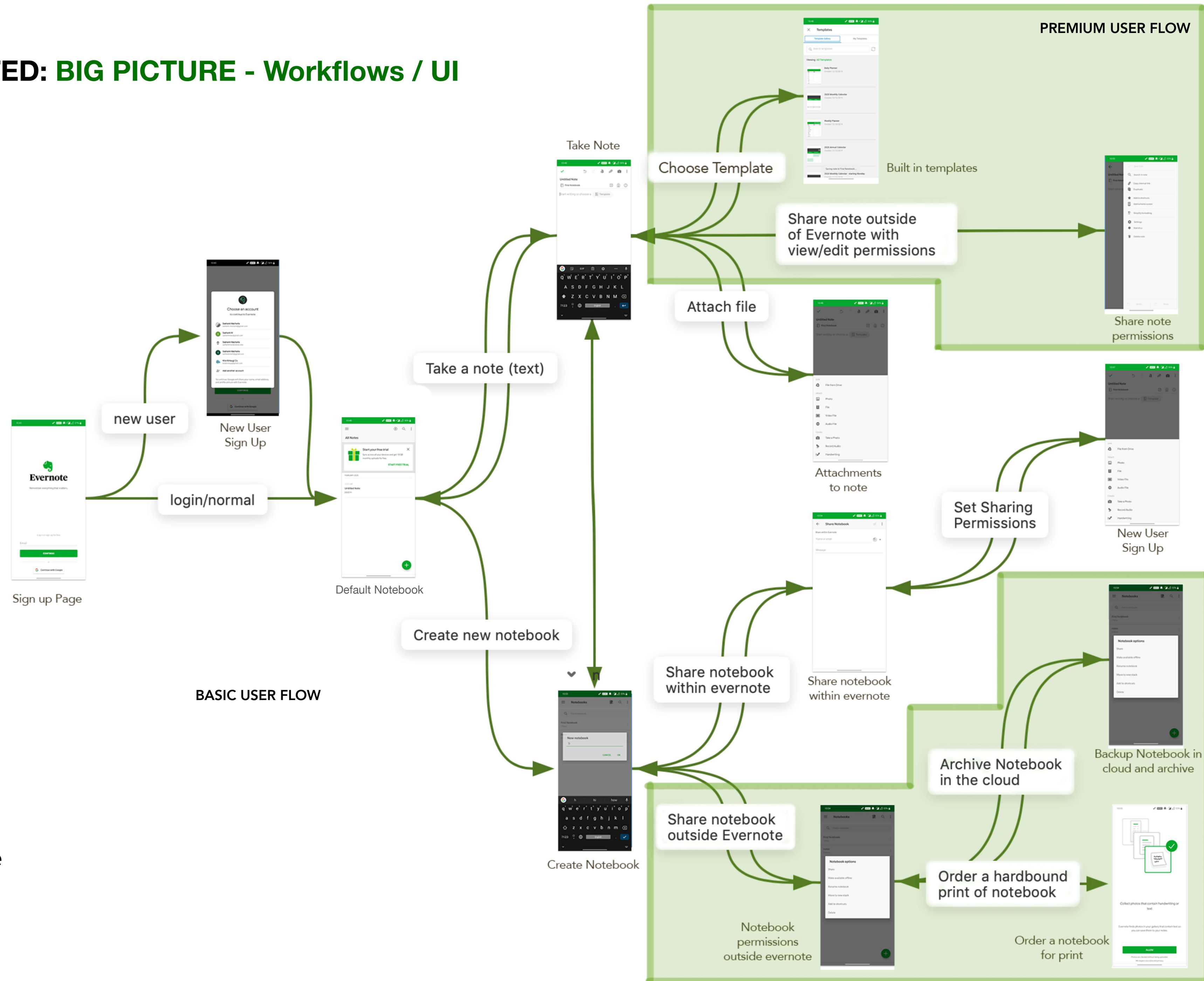
	Basic	Plus*	Premium	Business
Number of notes	100,000	100,000	100,000	500,000 (shared among all business users) ¹
Note size ²	25 MB	50 MB	200 MB	200 MB
Number of saved templates	20	20	20	20
Number of notebooks	250	1,000	1,000	10,000 (shared among all business users) ³
Number of spaces	n/a	n/a	n/a	10,000
Number of synced devices ⁴	2	Unlimited	Unlimited	Unlimited
Number of shortcuts	250	250	250	250
Number of saved searches	100	100	100	100
Number of tags	100,000	100,000	100,000	100,000
Number of tags per note	100	100	100	100

THE PRODUCT CANVAS ELABORATED: BIG PICTURE - Workflows / UI

Using user flows to segregate the features and drawing a distinction between the basic and premium tier flows help us **get a clear idea of how users might use features shifted into premium tier** (templates, tags, and sharing etc)

This also helps us to **visualize the simplification** of flow of the basic, important tasks - namely note taking and sharing on Evernote.

Section of flow inside the green zone are the extra features for premium tiers and outside it for the basic tiers.



THE PRODUCT CANVAS ELABORATED: **PRODUCT DETAILS**

Goal:

Get more registered basic (non-paying) users in Evernote to convert into premium (paying) users.



Action Plan:

- Understand most used, and popular features of App.
- Come up with ways to arrange basic and premium features in hierarchy.
- De-clutter the app and help users find features they need.
- Demonstrate to users what more they can achieve with premium features and how.
- Nudge users with passive prompts and easy process to upgrade to premium tier.



Sprint 1

Goal: USING PARETO PRINCIPLE, IDENTIFY, UNDERSTAND AND REORGANIZE THE 20% OF EXISTING APP FEATURES THAT 80% OF THE USERS ARE USING AND ARE PAYING FOR.

Actionable Deliverables:

- List of features and why they work.
- User-flows of these features.
- Usability Tested models for re-organizing features into different tiers.

The time for this sprint can be 2-3 weeks, and the team can measure the outcomes of the sprint with existing data, and a user testing and survey of a prototype.

Sprint 2

Goal: REMOVE OR REORDER FEATURES FROM APP USED BY DIFFERENT SIZED USER GROUPS USING FINDINGS FROM PREVIOUS SPRINT.

Actionable Deliverables:

- Use patterns of features by different user groups.
- User Stories, and User-flows of these features.
- Prototype of the app with re-organised features that are user group centered.

The time for this sprint can be 4 weeks, and the team can measure the outcomes of the sprint with user testing of the prototype of the app and using % change measure for KPIs to measure popularity / premium registration.

*Using earlier made personas for the user stories give them a richer narrative and more data points with insights into behavior, age group, use and background.



User Stories*:

As (Drew,) a basic Evernote user, **I want** an easy way to know what more the app can do **so that** I can decide if it is really worth paying for.

As (Emily,) a new note-taking user, **I want** the features of the app to be lucid **so that** I can use only those features relevant for my needs.

As (Susan,) a longtime Evernote user, **I want to** know how premium features can help me **so that** I can upgrade to it from basic if I need to.

CONCLUSION

Evernote tries to bridge the world of analog and digital. It offers a plethora of useful features which sometimes may become overwhelming and render **the user with no need** at all **for a premium subscription**.

WHAT WORKS

The app has a clean UX with interesting and engaging UI. It has a good on boarding experience and lucid interfaces.

WHAT CAN BE IMPROVED

Trying to do everything everywhere confuses the user. Lack of hierarchy in features, and their availability across various tiers can be improved to result in a more usable, less daunting and more profitable product.



Using the product canvas methodology, and subsequent design sprints, we can **trim down on the features and on the hierarchy of their availability in different tiers**. Moreover, categorizing these features according to their user base size and use frequency will help make better decisions in refining the different tiers of the app, and result in a measurable increase in revenue through increase in premium user base.

Thank You for reading

PRODUCT CANVAS FOR EVERNOTE