



Growth Hacks

Активация и удержание юзеров в SAAS



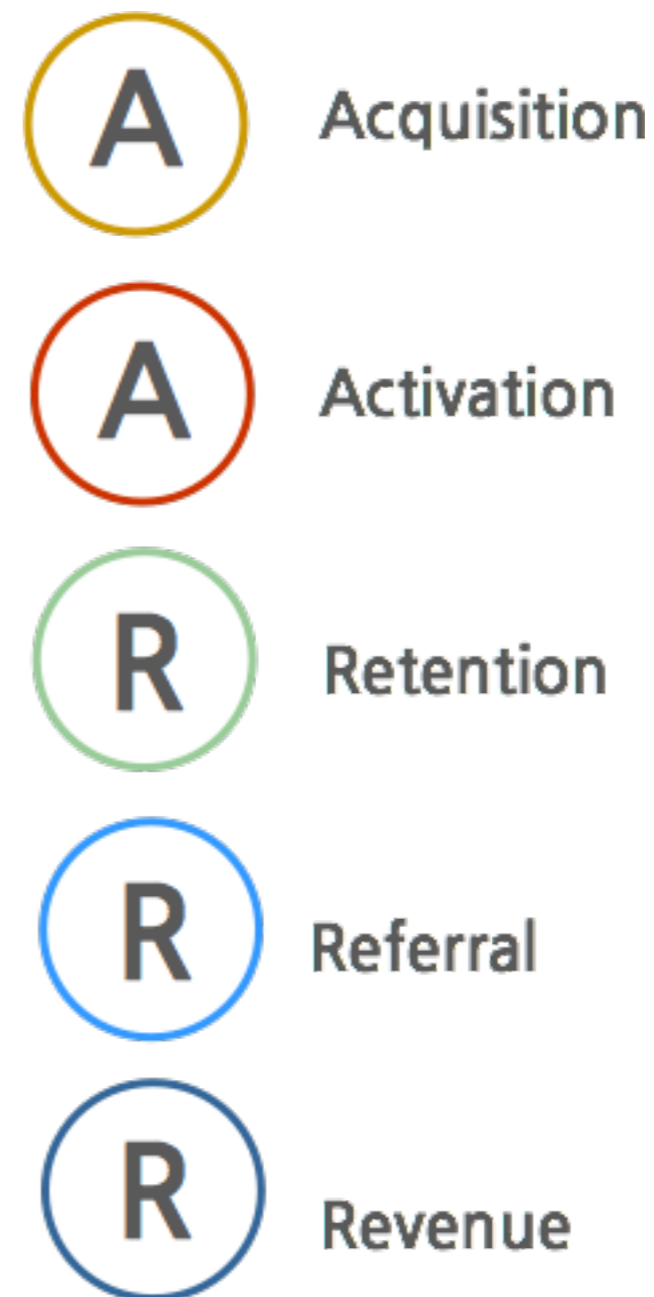
Mike Kulakov (@citizenblr)

- CEO/Co-f в консалтинговой компании @weavora
- P.Owner/Co-f SAAS продукта @everhour



5 “шагов” стартапа

- получение пользователей
- **активация** *
- **удержание** *
- ДОХОД
- рекомендации



Активация и удержание



Чтобы увеличивать активацию, нужно как можно больше user feedback-а

Как получить feedback?

1. Ждать, что юзеры сами будут писать: **не работает**

Как получить feedback?

2. Полагаться на плагин вроде UserVoice: 10%

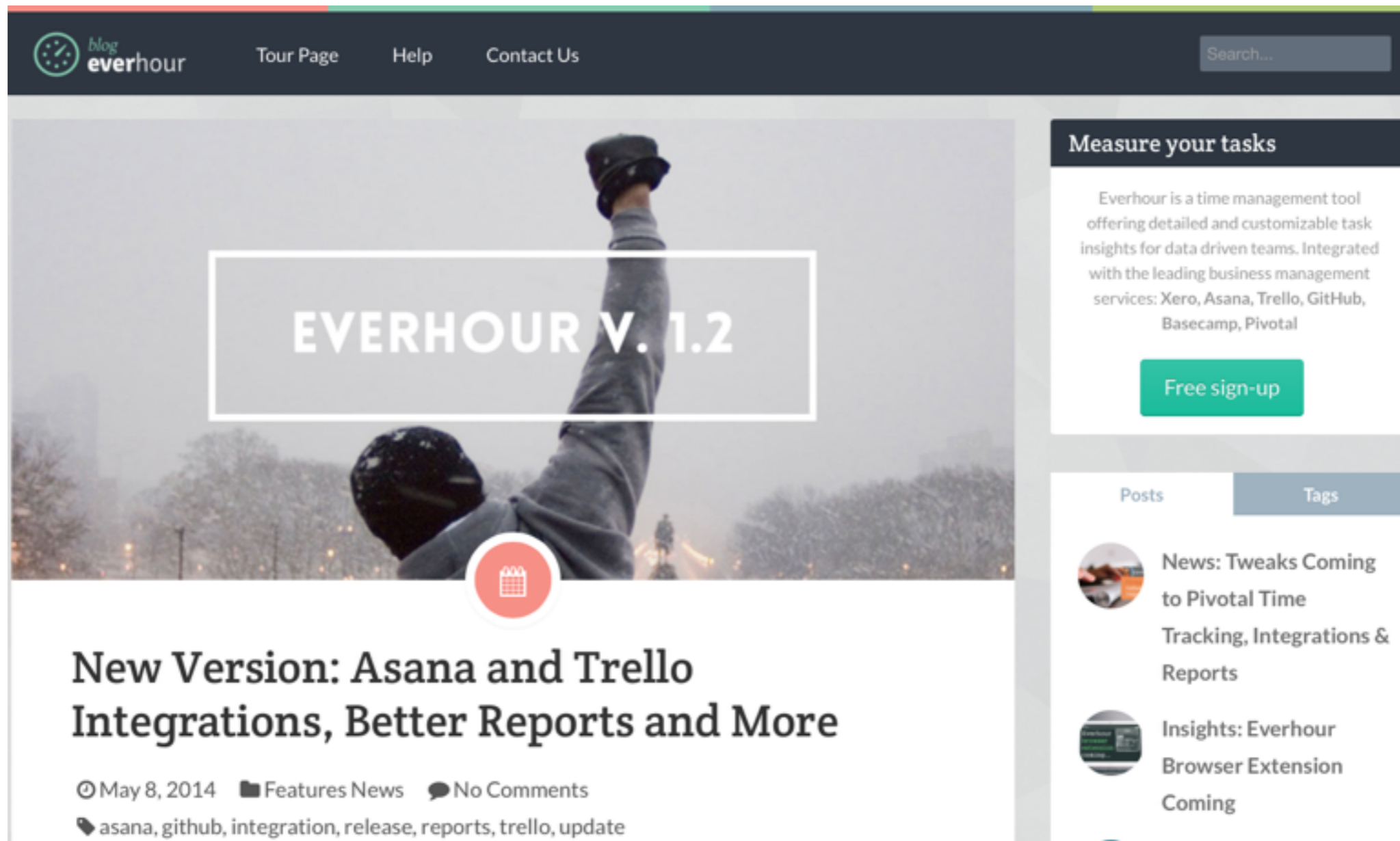
The screenshot displays the Everhour web application interface. A central overlay window, titled 'Give feedback' or 'Contact support', is active. This window contains a form for suggesting ideas or searching for existing ones. The form includes a text input field for 'Enter your idea', a dropdown menu for 'Category (optional)', and a larger text area for 'Describe your idea... (optional)'. Below the form, it indicates the user is signed in as 'Mike Kulakov' and provides a 'Post idea' button. To the left of the form, there is a 'Knowledge Base' section with several articles, and a 'Feedback' section listing various features like 'Basic API', 'Integration with Salesforce', 'iPhone app', and 'Mac App' with their respective status and user engagement metrics. A white arrow points to a 'Feedback & Support' link in the sidebar menu, with the word 'Click' written next to it. The background shows the 'PROJECTS DASHBOARD' with a sidebar menu and a table of projects.

Project	Hours
24 h	24 h
16 h	16 h
4 h	4 h
2 h	2 h
1 h	1 h

Project	Issues	Hours
1	1	4 h
1	1	< 1 h

Как получить feedback?

3. Через блог-посты: 10%



The screenshot shows a blog post on the Everhour website. The main header features the Everhour logo and navigation links: 'Tour Page', 'Help', and 'Contact Us'. A search bar is located in the top right corner. The main content area has a large image of a person celebrating with their arm raised, overlaid with a white box containing the text 'EVERHOUR V. 1.2'. Below the image is a red circular icon with a calendar symbol. The article title is 'New Version: Asana and Trello Integrations, Better Reports and More'. The post date is 'May 8, 2014', and it is categorized under 'Features News'. There are 'No Comments' and a list of tags: 'asana, github, integration, release, reports, trello, update'. On the right side, there is a sidebar with a section titled 'Measure your tasks' containing a description of Everhour as a time management tool and a 'Free sign-up' button. Below that, there are two post teasers: 'News: Tweaks Coming to Pivotal Time Tracking, Integrations & Reports' and 'Insights: Everhour Browser Extension Coming'.

blog everhour Tour Page Help Contact Us Search...

EVERHOUR V. 1.2

Free sign-up

Posts Tags

News: Tweaks Coming to Pivotal Time Tracking, Integrations & Reports

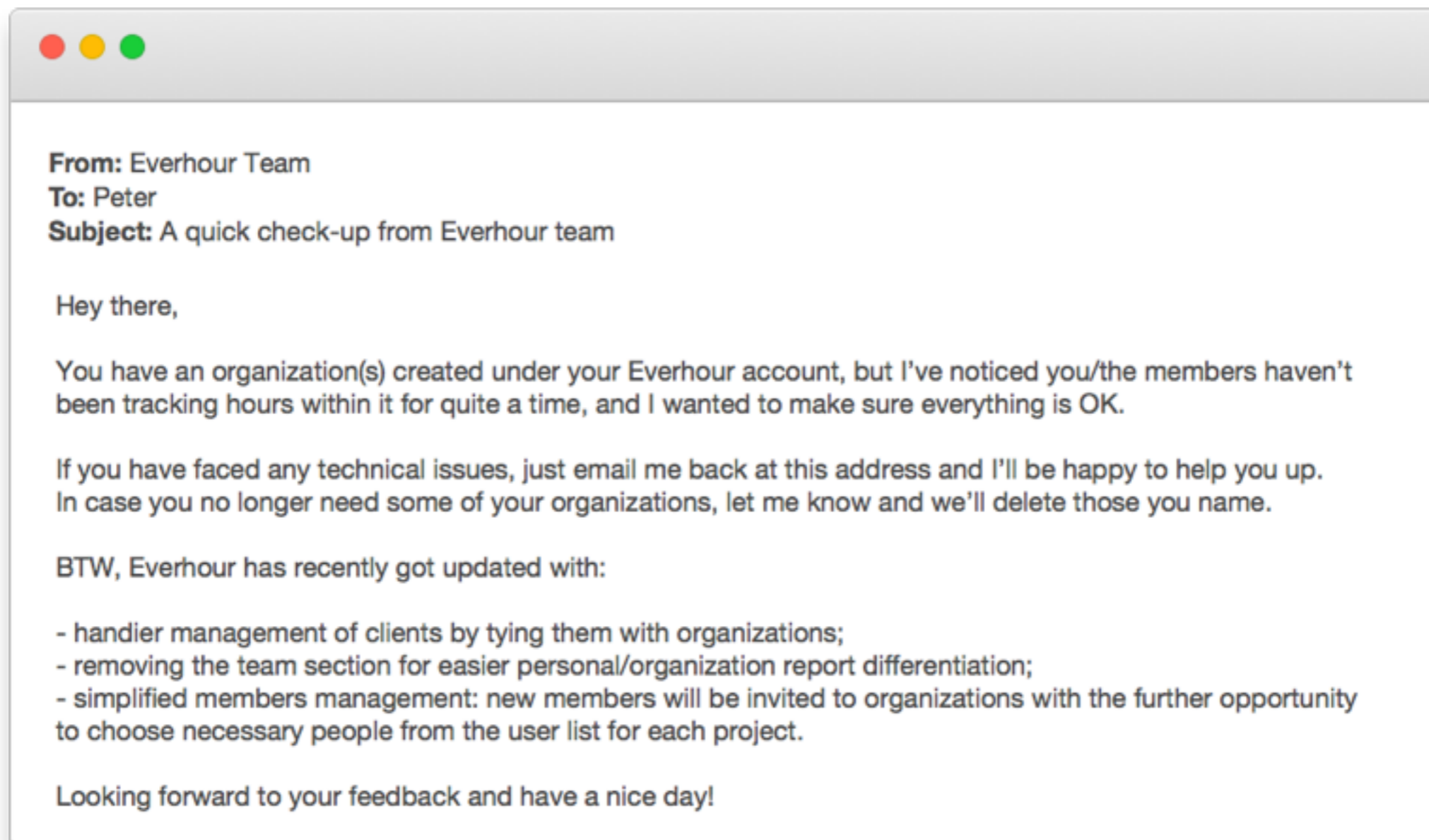
Insights: Everhour Browser Extension Coming

May 8, 2014 Features News No Comments

asana, github, integration, release, reports, trello, update

Как получить feedback?

4. Типичные “news/weekly digest” письма: 10%

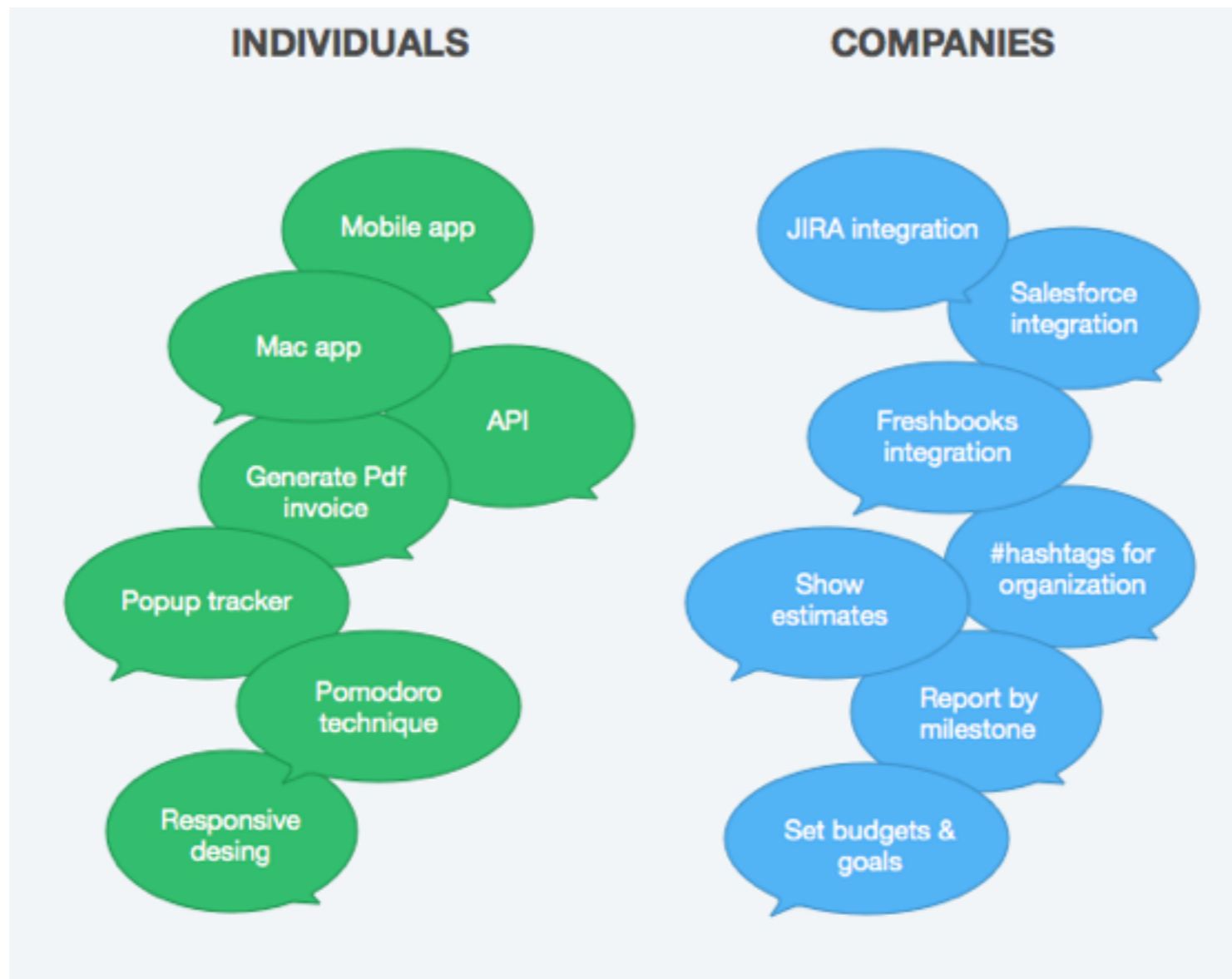


Как получить feedback?

5. Персональные письма: 40%+

Что в нем главное?

1. Четкое видение своего продукта. Умение сказать Нет



Что в нем главное?

2. Дискуссия

Task Details view

> Dave: The 'Report by task' view currently shows only the amount of time spent and percentage of the project. This is great but to be useful to us we would need to see:

1. Time spent on task for each project member e.g Total time is 7 hours, Dave 3 hours, Ben 4 hours etc
2.
3. Date (and time?) of each entry

> Mike: We are going to add Date column shortly. It will be a separate column as under Report by Date (see attached screen).

As for the timestamp, we find it not very useful. If you report time post factum (for yesterday), it will be empty. Moreover, in case you start & stop timer multiple times, it should be a range.

> Dave: Agreed, time is not nearly as useful. Date is really important though.

> Mike: Date column will be added in our next release. Probably this week.



Что в нем главное?

3. Воутинг

Suggest an idea or search for an existing one

Hot Ideas Top New Category Status My feedback

30 votes
Integration with Salesforce
Any chance EverHour may integrate with TaskRay and Salesforce in the future?
Vote 3 comments · Integrations · Admin →

GATHERING FEEDBACK · Mike Kulakov (CEO / Product Owner, Everhour) responded

Hey there,

We're currently on the way of adding lots of new integrations, and we believe Salesforce might be a good option as well.

Besides, we're considering adding an opportunity for quick project import from other systems and TaskRay can also be a great fit here.

Cheers,
Mike

9 votes
Integrate with Producteev
Integrate with Producteev.
Vote **GATHERING FEEDBACK** · 0 comments · Integrations · Admin →

10 votes left!

Suggestions & Ideas
Post a new idea...
All ideas
My feedback
Add-on 2
API 1
Integrations 12
Mobile 2
Web app 7
Website 1

Search

Contact support

Give feedback

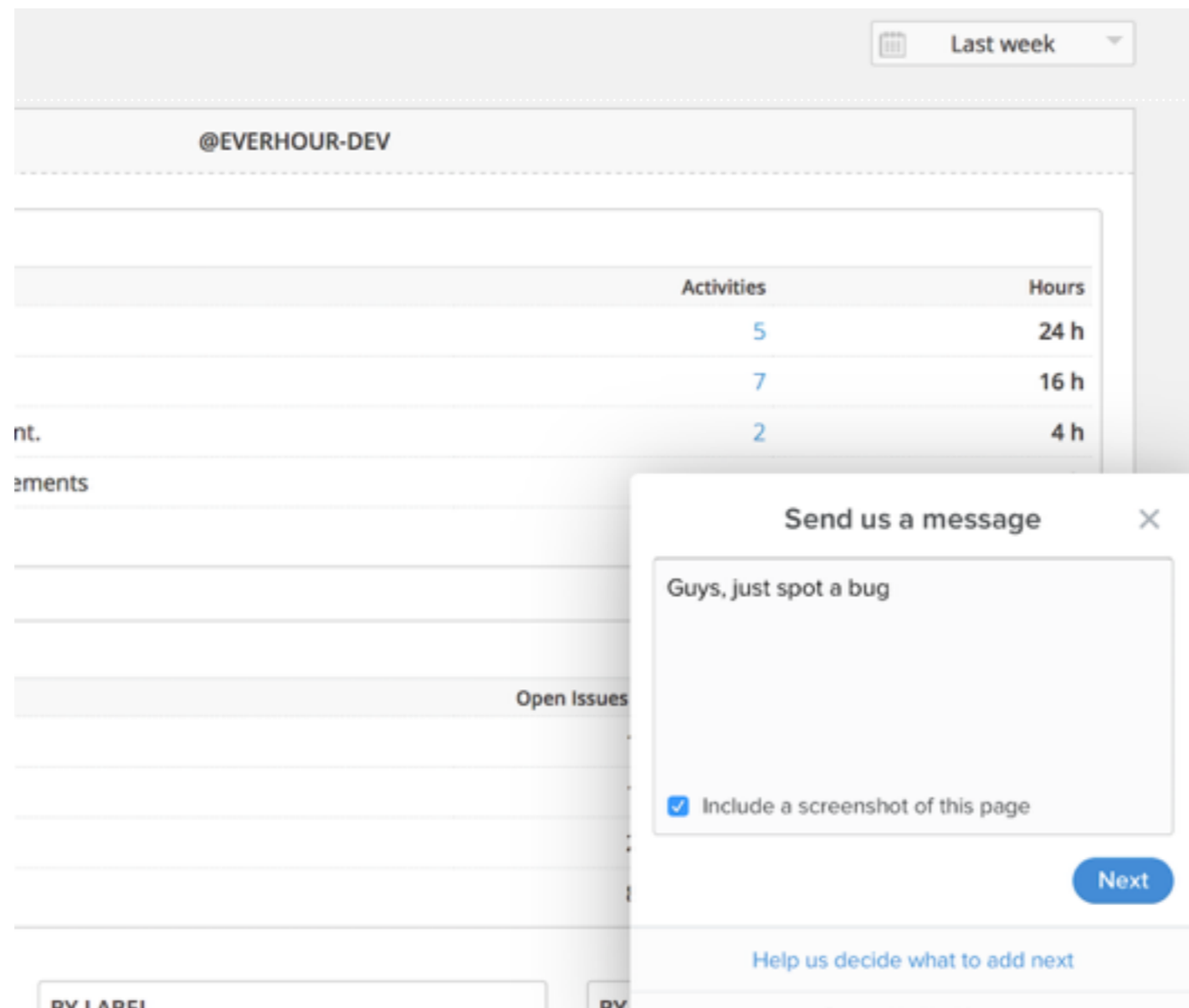
Knowledge Base
General 13
Integrations 7
Tips & tricks 1
Reports 11
Pricing 2
All articles

Everhour

Если пользователю все ОК - он и так останется. Если у него есть с продуктом проблема - нужно помочь ее решить

Как узнать, что у user-а проблема?

1. Форма обратной связи



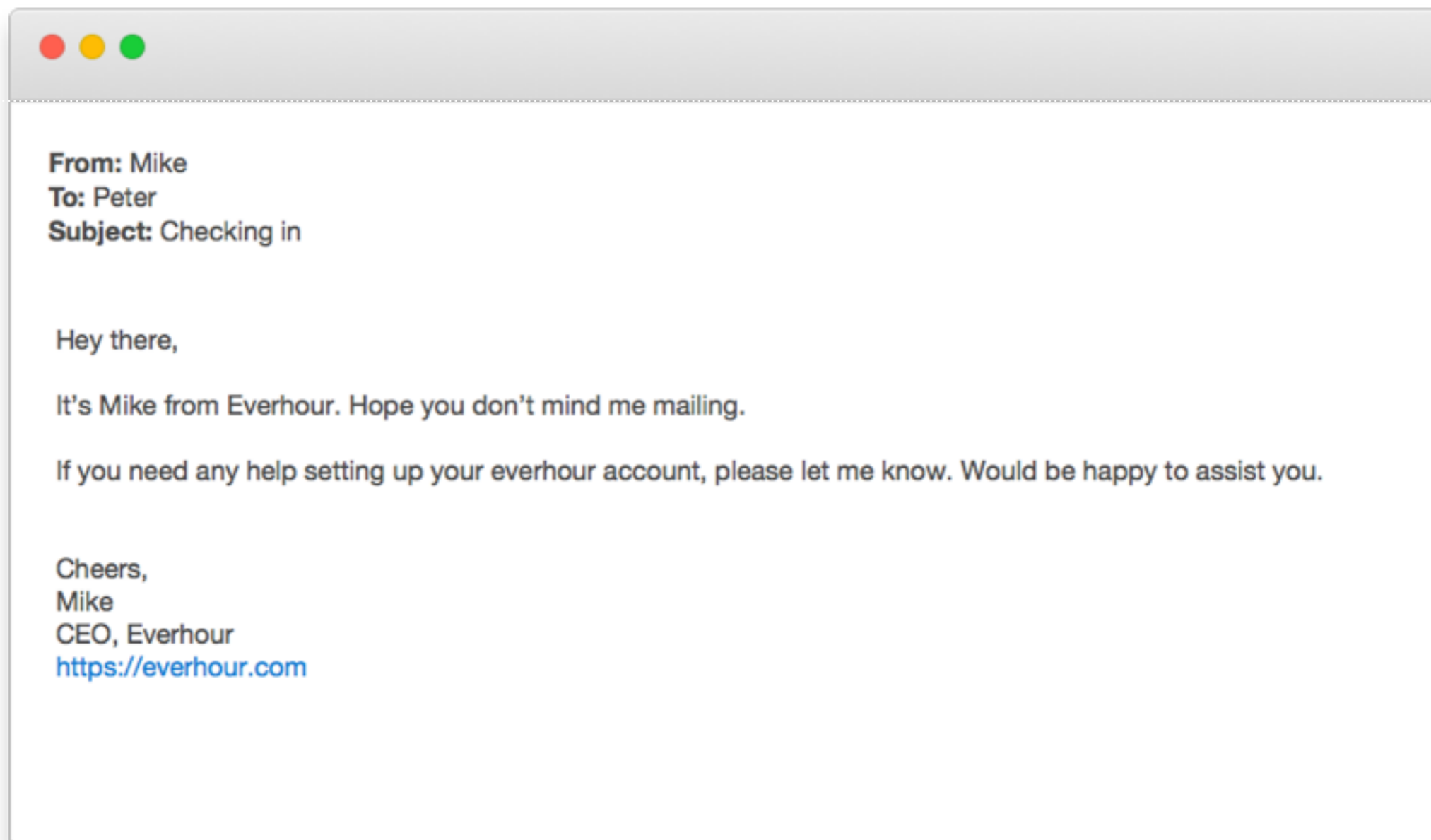
The image shows a user interface for a developer tool. At the top right, there is a calendar icon and a dropdown menu labeled "Last week". Below this is a header for "@EVERHOUR-DEV". A table displays activity data:

	Activities	Hours
	5	24 h
	7	16 h
nt.	2	4 h

Below the table, there are sections for "ements" and "Open Issues". A modal window titled "Send us a message" is overlaid on the bottom right. It contains a text input field with the text "Guys, just spot a bug", a checked checkbox labeled "Include a screenshot of this page", and a blue "Next" button. At the bottom of the modal, there is a link that says "Help us decide what to add next".

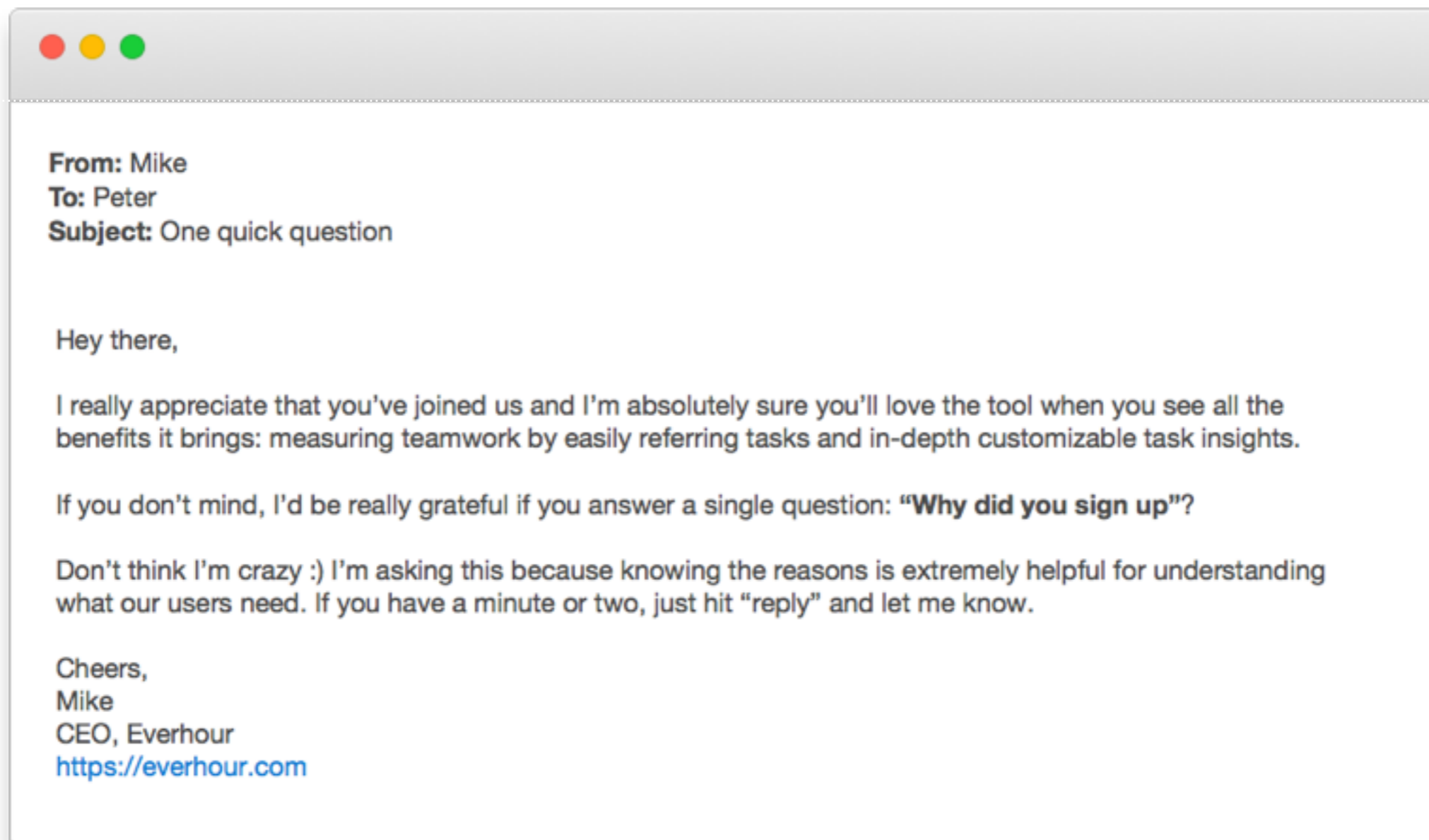
Как узнать, что у user-a проблема?

2. “Checking in” email: 20%



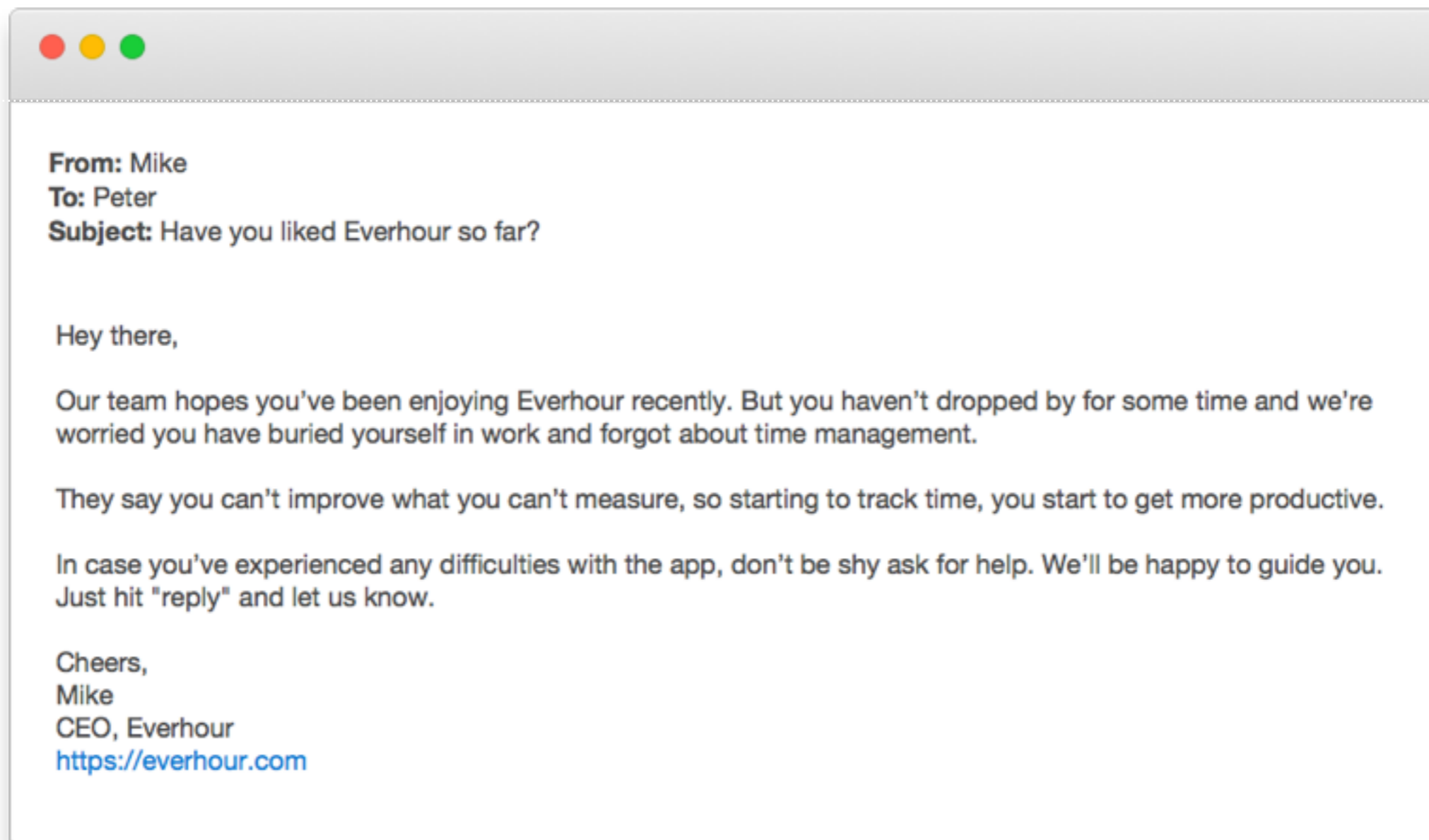
Как узнать, что у user-а проблема?

3. “Quick question” email: 40%



Как узнать, что у user-а проблема?

4. “No activity” email



После регистрации пользователя нужно
провести за ручку

User onboarding

1. Подписи к полям

The screenshot shows a web form titled "CREATE A NEW PROJECT". The form includes several input fields and a checkbox, each with a handwritten annotation:

- Mention:** A text input field containing "e.g. @myproject" with a character count of 30. A black arrow points to the text.
- Project title:** An empty text input field.
- Client (optional):** A dropdown menu with the text "select an existing client" and a "Create" link to its right. A horizontal line is drawn below the dropdown.
- Associated tags (optional):** A text input field containing "e.g. #work, #consulting". A black arrow points to the text.
- Checkbox:** A checkbox labeled "This project is billable".
- Integrations:** A section titled "Integrations" with a "Connect with:" label and buttons for GitHub, asana, Trello, Basecamp, PivotalTracker, and Podio. A black circle is drawn around the asana button.

Additional text on the form includes: "Refer the project via this mention in your time entries, e.g. @myproject work 1 hr", "Select a relevant project title to better describe your project", "Client information is optional but it will help you have a more complete picture of organizational projects. Choose one of the existing clients or create a new one.", "These tags will be automatically added to your entry when referring this project via its mention. If you want to add several tags, please separate them with commas.", and "This parameter will be considered for the 'Billable vs Non-Billable Hours Distribution' chart on the organization dashboard".

User onboarding

2. FAQ

The screenshot displays the Everhour Knowledge Base interface. At the top left is the Everhour logo. The main heading is "Knowledge Base" with a sub-link "← Using Everhour: FAQs and help files". On the right, a user profile for Mike Kulakov is shown with options for "Settings", "Admin Console", and "Sign out". The interface is organized into several columns of article categories:

- General** (13 articles):
 - What exactly is an organization?
 - How can I create a to-do list?
 - What are billable/non-billable hours?
 - What are tags and how can I use them?
 - Can I use tags of my colleagues or teammates?
- Tips & tricks** (1 article):
 - Tips & tricks for higher productivity
- Pricing** (1 article):
 - How much does the app cost?
- Integrations** (7 articles):
 - GitHub integration
 - Xero integration
 - Asana integration
 - Trello integration
 - Basecamp integration
- Reports** (11 articles):
 - What is a personal report?
 - What is an organizational report?
 - What is a Calendar Report?
 - What is a Report by Member?
 - What is a Report by Date?
- All articles** (1 article):
 - Asana integration

On the right side, there is a search bar and a sidebar menu with the following items:

- Search
- Contact support
- Give feedback
- Knowledge Base
 - General (13)
 - Integrations (7)
 - Tips & tricks (1)
 - Reports (11)
 - Pricing (2)
 - All articles
- Everhour

User onboarding

3. Setup wizard

The screenshot shows a 'New organization' setup wizard. At the top, the title 'New organization' is circled in black. Below it, a subtitle reads: 'Organizations on Weavora help you manage your team work. Create organizations for different teams, projects, clients or businesses.' Two arrows point from this subtitle to a smiley face icon on the right and to the 'Organization name' input field below. The 'Organization name' field is empty. Below this, there are two columns of input fields: 'Name' and 'Email'. The 'Name' column has three fields: the first contains 'Mike Kul', the second is 'Teammate's name', and the third is 'Teammate's name'. The 'Email' column has three fields: the first contains 'mikhail.kulakov@weavora.com', the second is 'Teammate's email', and the third is 'Teammate's email'. At the bottom center, there is a green button labeled 'Create and continue'.

New organization

Organizations on Weavora help you manage your team work.
Create organizations for different teams, projects, clients or businesses.

Organization name

Name	Email
Mike Kul	mikhail.kulakov@weavora.com
Teammate's name	Teammate's email
Teammate's name	Teammate's email

Create and continue

Пользователям нравится когда продукт
развивается

Как донести о новых фичах?

1. In-app нотификации

The screenshot displays the Everhour application interface. On the left is a sidebar with the 'AVORA' logo and a navigation menu. The main content area shows a 'REPORT BY MEMBER' table. An in-app notification is overlaid on the right side of the table, with a black arrow pointing from it to the table header.

REPORT BY MEMBER

Aggregate

ARTEM CHECHORO

Jul, 02	Wednesday		
Jul, 01	Tuesday	8 h	14 %
Jul, 09	Wednesday	7 h	13 %
Jul, 10	Thursday	7 h	13 %
Jul, 04	Friday	7 h	12 %
Jul, 07	Monday	7 h	12 %
Jul, 08	Tuesday	6 h	11 %
Jul, 11	Friday	6 h	10 %
Subtotal		58 h	

IVAN DRAGUN

Jul, 18	Friday	9 h	7 %
Jul, 04	Friday	8 h	6 %
Jul, 07	Monday	8 h	6 %
Jul, 10	Thursday	7 h	6 %

Notification:

Hi!

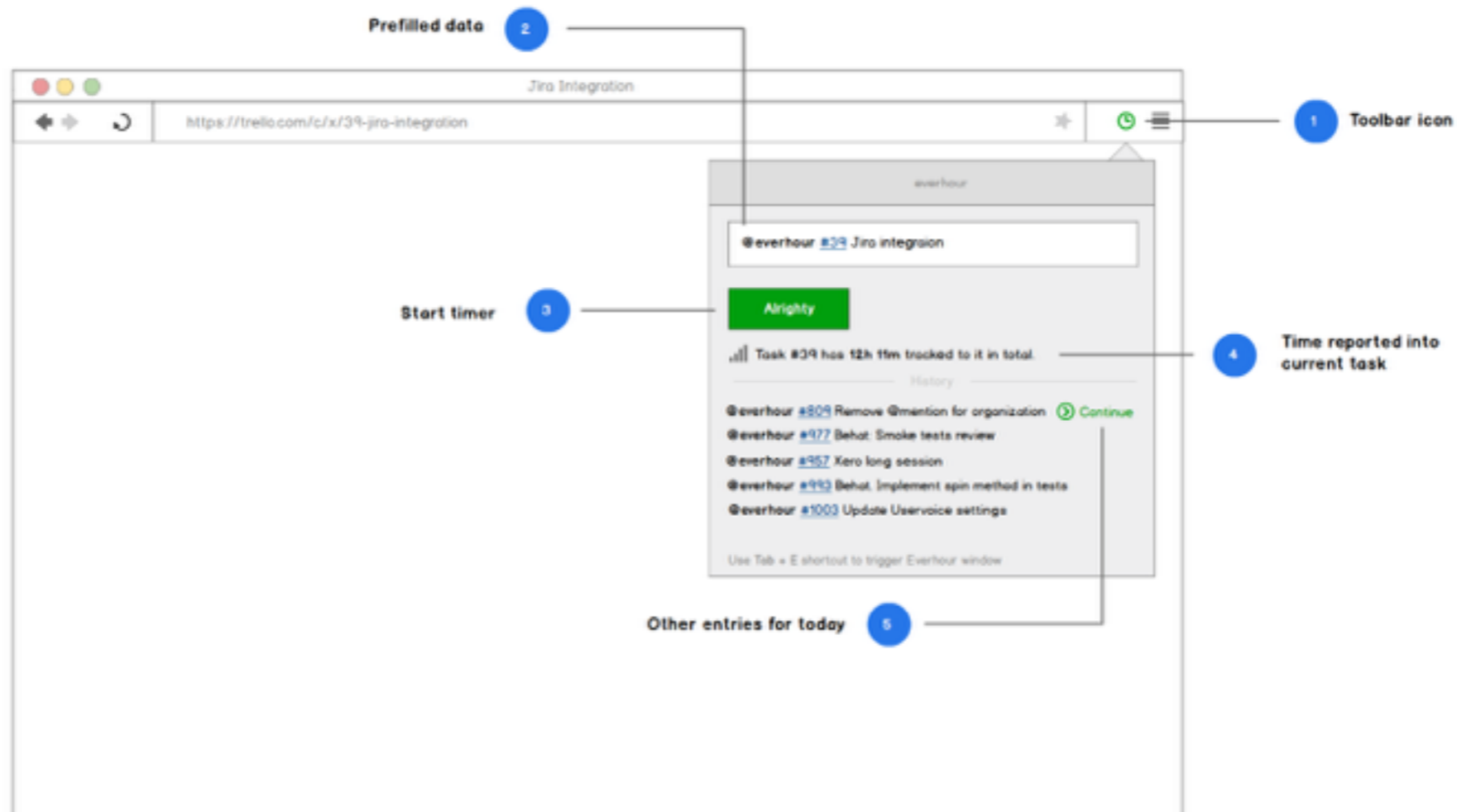
Everhour has recently got updated with simplified members management.

Now new members will be invited to organizations with the further opportunity to choose necessary people from the user list for each project.

Write a reply...

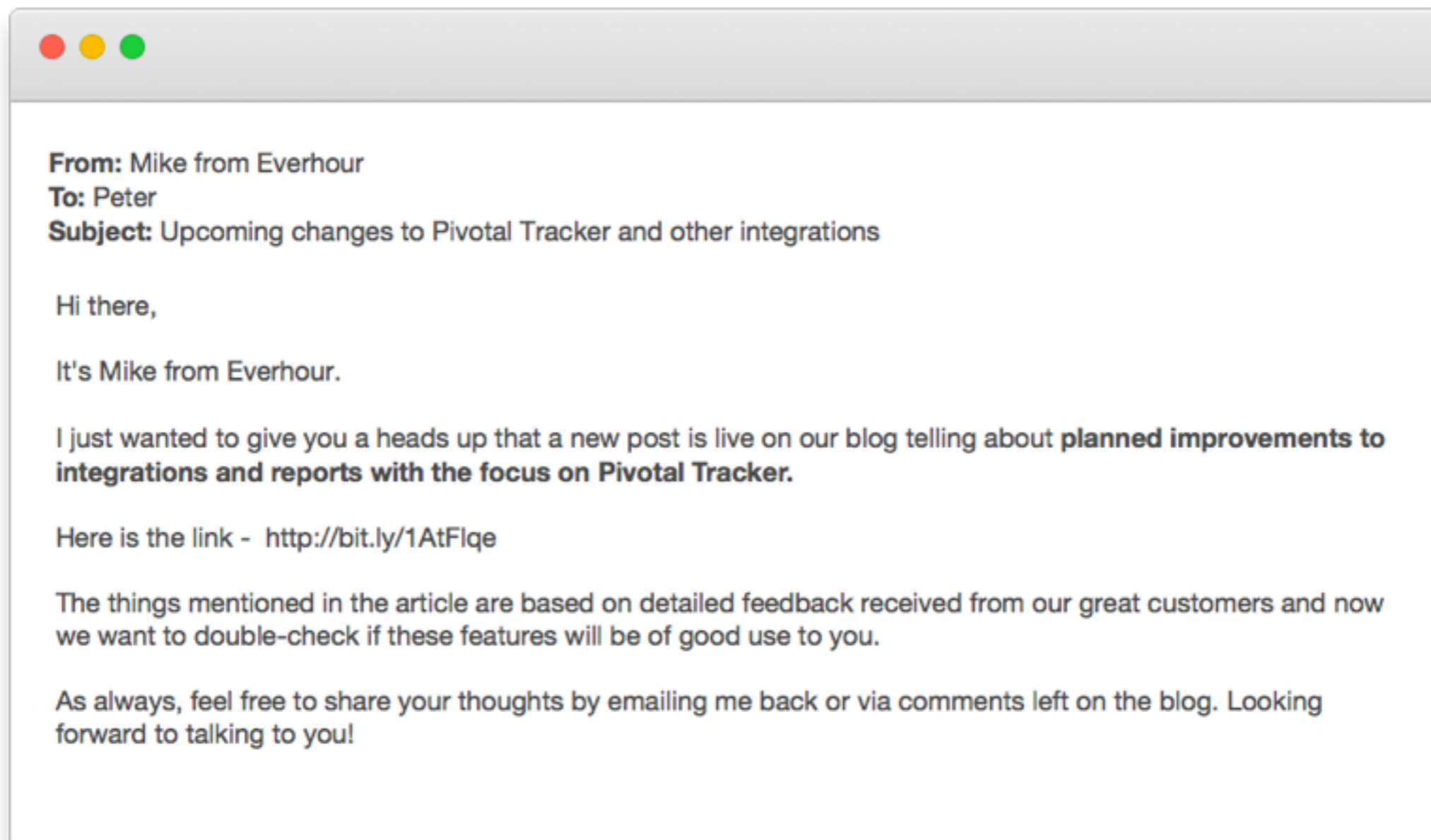
Как донести о НОВЫХ фичах?

2. Insights: Блог посты



Как донести о новых фичах?

3. Email рассылка



Вопросы

Михаил Кулаков

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