# JamieSpace Analysis

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## Overview

JamieSpace is intended to be a virtual white board and organization space for any group of people who wish to keep notes, calendars and stay in touch.

As a cross between Slack and Gmail / Google Calendar, JamieSpace allows groups to communicate, share files, and preserve discussions and notes.

To date, the problem has been attracting users to the site. The functionality exists to serve most of its value proposition yet users have been reluctant to adopt.

## Traffic Building Issues and Opportunities

There could be several issues holding users back from coming to the site:

1. Lack of awareness
2. Not understanding the usefulness or relevance of the site
3. Feeling there are better / easier / more reliable alternatives
4. Difficulty in setting up the site for their own purposes
5. Inability to attract others in the group to join the site
6. Lack of interest in returning to the site or continue to embed into daily usage

Each of these issues needs to be tackled in an overall strategy that employs standard “growth hacking,” product marketing, and product building best practices. Let’s look at each in some detail.

## Lack of Awareness

Though this is the first stage of the funnel, it is the last activity to address after all the other issues have a good resolution.

There will ultimately need to be marketing investment to drive traffic to the site. This typically includes:

1. Social media campaigns that have a viral aspect and induce people to click through and visit the site
2. Search engine optimization – including a content strategy such as a web blog with multiple posts – for people who are looking for solutions for group chats / forums
3. Some sort of online advocacy – such as a celebrity willing to use and endorse the site or sponsorship with brands or media properties
4. Paid advertisements that drive awareness on media properties. For any paid advertising, it would help to focus on one or two use cases and the associated demographics and first as this will allow more targeted campaigns
5. All of the above constitute a standard digital marketing program. However, the most important marketing effort will be making it extremely easy to use and share the site. Thus, all of the subsequent recommendations should come first and each will contain their own marketing aspect.

## Not Understanding the Usefulness or Need for the Site

The provided JamieSpace USP gives a good overview of the value proposition, and certainly should form the basis of an “About Us” section of the website.

However, the way the site should be use and what it is good for needs to be demonstrated in an extremely simple and “easy to get” fashion. The idea of creating templates for specific use cases is a good place to start, but I recommend –

1. There should be a landing page on the site that lists each of the major use cases, with a link to an example site, so people can see exactly how someone is actively engaging in this use case
2. For any public JamieSpaces it should be easy for new people coming to the site to browse through and see how others are using the functionality
3. When setting up a template for a use case, it should have the relevant functionality “turned on” by default. For instance, for tracking kids activity have the calendar with birthdays, friends, and activities as the default functions and others not checked.
4. Set up several for each use case and keep them active – even if these are “fake” sites it will show people that the site has users that are engaged and therefore it is worth using. Each of these should have a different design scheme (not just colors but also layout and font)

Also, a simple tagline would help – and perhaps consider changing the name to reflect the tagline. I see this as a kind of “virtual refrigerator” – that is, the refrigerator is where people would pin pictures, to-do lists, calendar appointments for the family to see. This takes that into the virtual world. Consider a name and a short tagline that capture this succinctly.

## Feeling There are More Reliable Alternatives

People are naturally suspicious of any new site. Will it last? What if I use it and then can’t get my content out again? What if I waste time learning it then decide there is something better?

This is where testimonials and comparisons are SO important. Some standard techniques that product owners use to address these issues:

* Make sure you have testimonials from users on the site. The testimonials should say what problem they had, how they used the site and why it was better than anything else out there for solving their problem
* If you have any corporate users, place their logos in the site in a “customers” section. It’s important in early stages to ask for logo use from any customers
* It would be worthwhile to have a comparison chart versus Slack, Teams, Google Docs, Webs, etc so people can see what specific features this has versus those other sites (including cost and easy of use)
* Ratings are another way to establish validity. Ask all users to provide a 5-star rating and description after they have used the site for a few days. Display these along with testimonials.

Establishing validity will be one of the key things required in order to get people to sign up for the service.

## Difficulty In Setting Up the Site

I didn’t find this a particularly hard thing to do, so this may not be the top priority. Still there are standard techniques that every site should employ:

* Implement a robotour (see this plug-in: <https://userguiding.com/> or one of the many similar products)
* FAQ page (especially with questions about how I would use a JamiePage, how I invite other people, etc.)
* Have “bot” functions such as inviting friends (this one is very important) that automate functions such as reading user address books, sending invites, or sharing URLs
* Make sure the site and personal spaces are easily shareable on Facebook, LinkedIn, and other social media

## Inability to Attract Others in Joining the Site

Many of the activities in the prior section would help with this but particularly –

* Make the button to invite friends / family the MOST VISIBLE thing on the page
* Make sure its easy to track who has been invited, whether they have signed on, and sending them a reminder with a new link
* Make sure there is a “group members” area for everyone to see each other
* Make sure people are encouraged to add a picture. Seeing pictures of other people is critical to getting groups to join social media platforms
* If people haven’t added their picture or invited friends, send a popup to remind them to do so and continue to encourage them until they complete these activities

## Lack of Interest in Returning to the Site

Even if all the other conditions are met you still need to get people to return. There are some standard techniques you can employ

1. Have regular emails go out with reminders and suggestions on how to use the particular template they have selected. For example, prior to Halloween, send an email to all Family templates with reminders about tracking their Halloween activities and tips for how to have safe trick or treat. These regular contact points are extremely important to remind people to come back to the site.
2. Make it easy for people to save the site in other media – for instance on their phone – so that they can access it on the go
3. There should be automatic notifications that are sent to all members – such as when a new calendar item is posted or a discussion thread is started – prompting others to respond or reply.
4. Fonts and design layouts are very important in terms of people expressing their personalities. I think more templates of different styles would help create engagement. Set up 6 initial templates with different style themes like sci-fi, cool, youthful, classic, etc. This encourages people to express their personality in choice of the design which makes it more personal and something they might come back to. Allow people to make modifications to these templates to personalize more.

No doubt all of the suggestions above would take time and money to implement. I suggest reviewing each section and choosing one activity from each that you believe you can support and implement in a reasonable timeframe. By having one from each you will start to address each point in the funnel. Once the first set is implemented, you can then decide another round with a selection from each – this way you are supporting onboarding people throughout the entire funnel.

Best of luck with JamieSpace – it’s an exciting idea with tremendous potential!

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