Insights template

What happened

(Observation + source of information)

What does it mean

(Business impact)

What can we do

(Proposed solution)

Expected benefit

(Expected outcome, metrics)

Insights template

What happened (Observation + source of information)	Clients complain about price inconsistency "the price shown on the app is different from the price charged" (Source: appstore)
What does it mean (Business impact)	Users uninstall the app, leave low ratings and bad reviews in appstore. **In terms of metrics: increased churn, increased uninstalls. Low ratings and reviews have negative effect on download intent and branding.**
What can we do (Proposed solution)	Communicate pricing more clearly and transparently.
Expected benefit (Expected outcome, metrics)	• Increase use of the service (increase new users, more trips per user) • Reduce churn • Improve branding • Increase market share