

Tracking User Behavior in Digital Products

1. Where you stand today

You develop digital products in your company. You involve users and customers sporadically or not at all in the development or further development.

You are sure that many product features are only nice-to-haves and make the product confusing. Ultimately, you're not sure how users navigate your product, what they're looking for, and what problems they want to solve.

2. Where you want to go

Your picture of the future looks different. You want to move away from gut decisions in product development. You don't want to develop many features in your product, but the right ones. You want to bind users to your product so that it becomes a must-have. You want to measurably increase sales with your product, especially in the area of up- and cross-sells. You want to get a greater leverage on the return on investment of your product development.

3. Our proven process

- We analyze your product and your development processes.
- We embed sustainable, data-driven and user-centric tracking.
- We combine conversion optimization, usability testing and heuristic analysis to solve the problem areas and strengthen the wow features together with your team.

4. How long it will take

The process lasts 6 months. Afterwards optimization and support.

5. What we need from you

We need top-down commitment from you to avoid building paper tigers.

We need a single point of contact within the company (e.g. Managing Director, Chief Product Officer, Head of Product, Product Owner).

6. What it costs

From 2.500€ per month.

7. Frequently asked questions

- Compliance, what about our customer or user data?
 - For the initiation of our customer relationship already we sign a non-disclosure agreement. We work according to the data protection standards of the GDPR.
- Is tracking user behavior a product or a service?
 - It is a service that partly relies on software.
- What is the cooperation with tractionwise like?
 - Very straightforward. We ask you some essential questions at the beginning to quickly dive into your product development.

Company - tractionwise is a customer insights company with the necessary consulting skills for inspiring customer relationships.

Rooted in Bavaria, at home in the world.



Contact:

Mail:

Phone:

Website:

Address:

André Wehr, Manuel Schmidt

welcome@tractionwise.com

+49 (0)89 / 999 50 481

<https://www.tractionwise.com>

tractionwise GmbH

Schellingstraße 109a

80798 Munich, Germany