

upinion

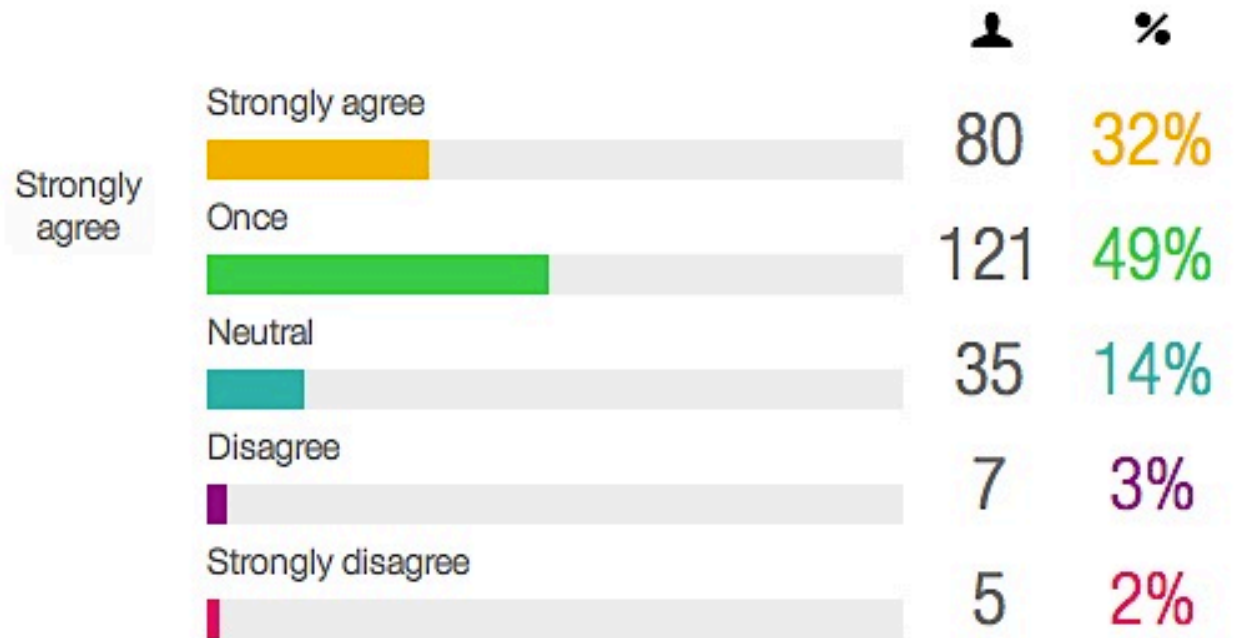
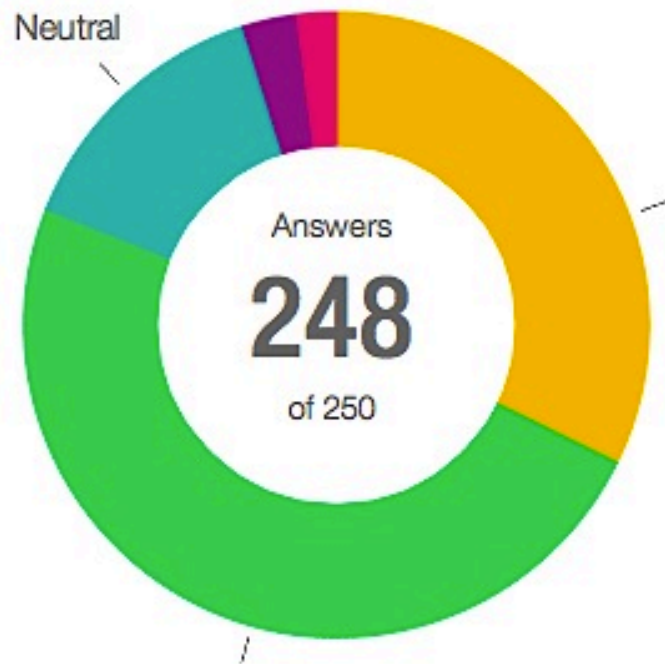


www.upinion.com

THE QUESTIONS

Question 1:

I am, all in all, satisfied with Upinion.

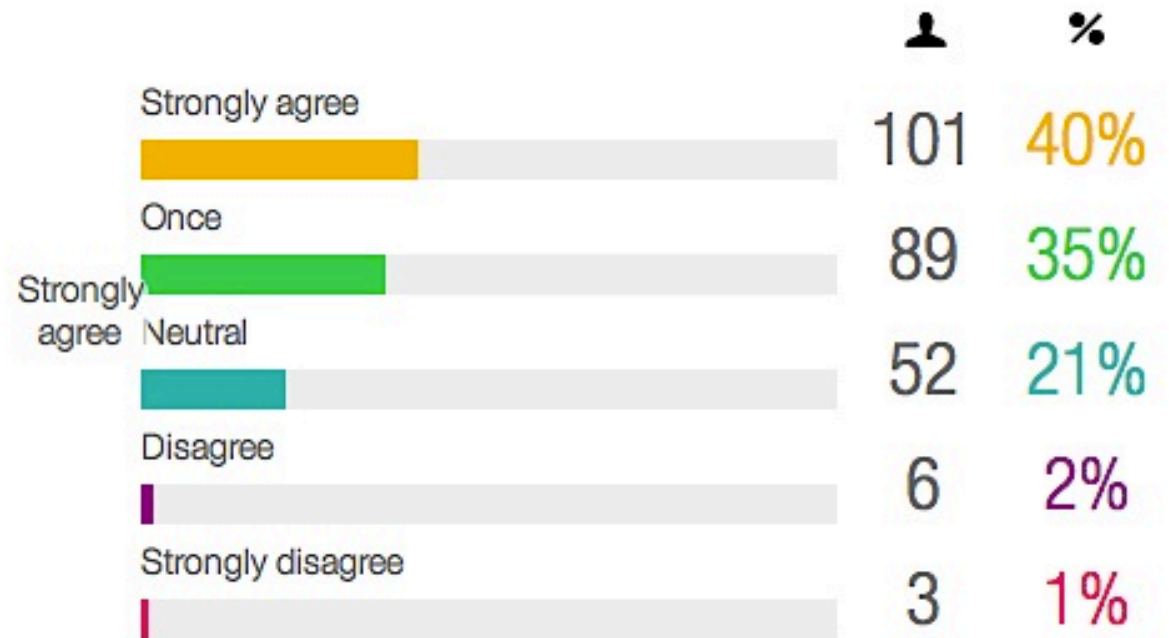
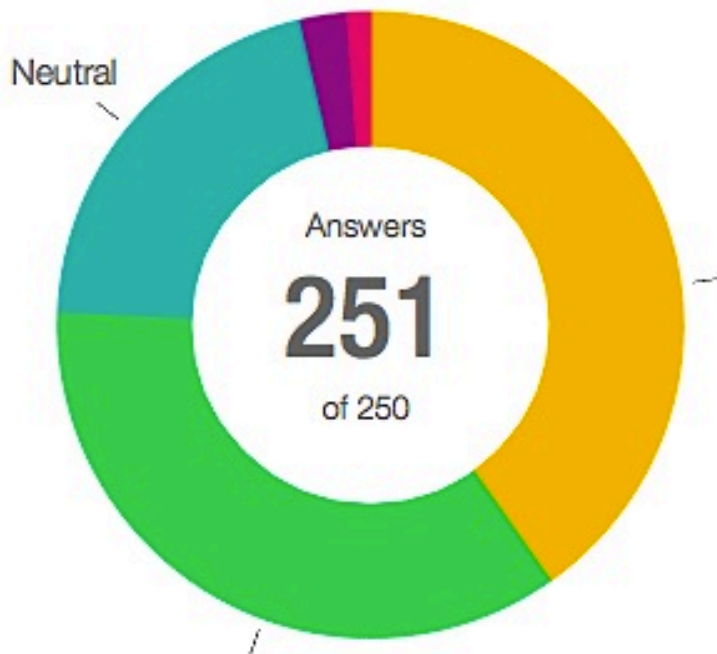


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THE QUESTIONS

Question 2:

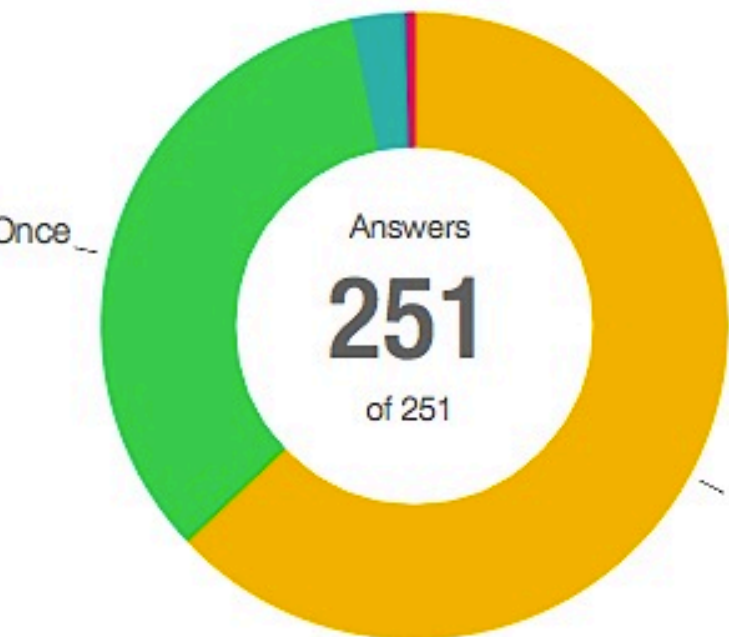
I like answering questions via the Upinion app.



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THE QUESTIONS

Question 3:
The Upinion app is easy to use.

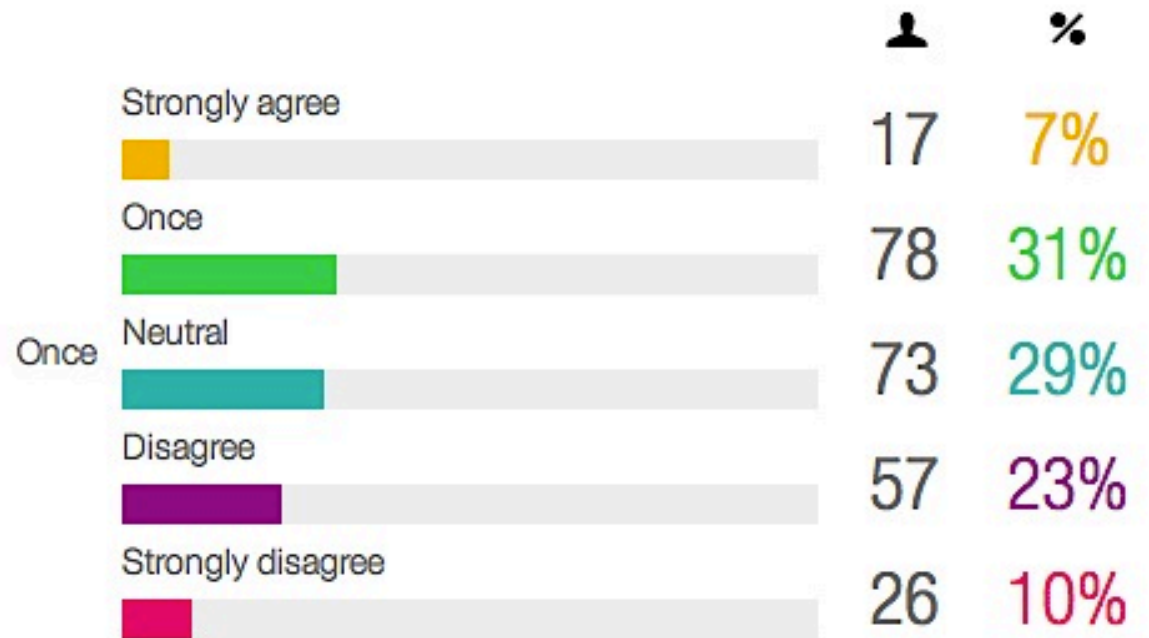
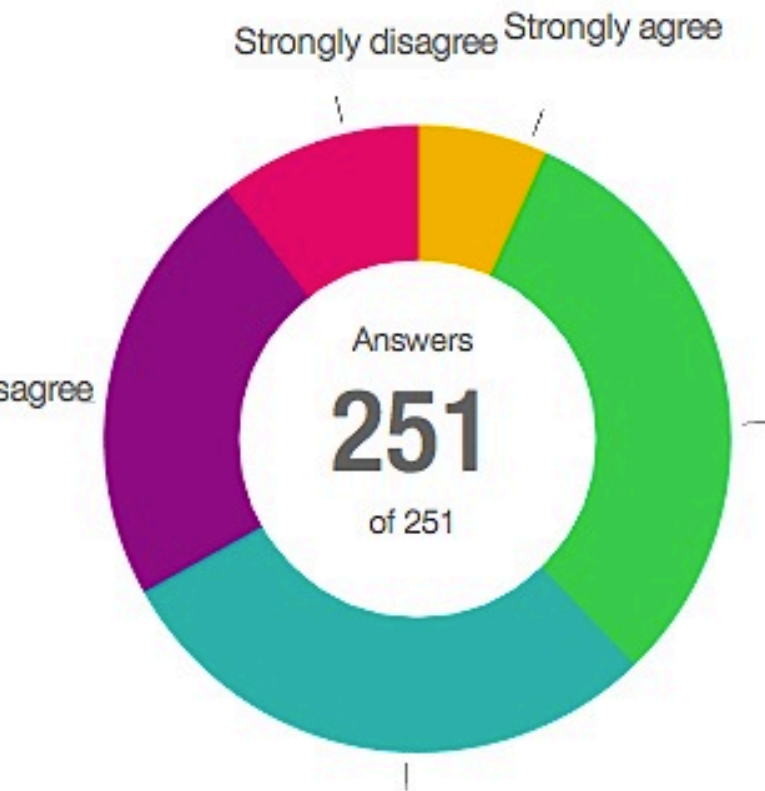


	👤	%
Strongly agree	158	63%
Once	85	34%
Neutral	7	3%
Disagree	0	0%
Strongly disagree	1	0%
Strongly agree		

THE QUESTIONS

Question 4:

I think Upinion's reward per question is good

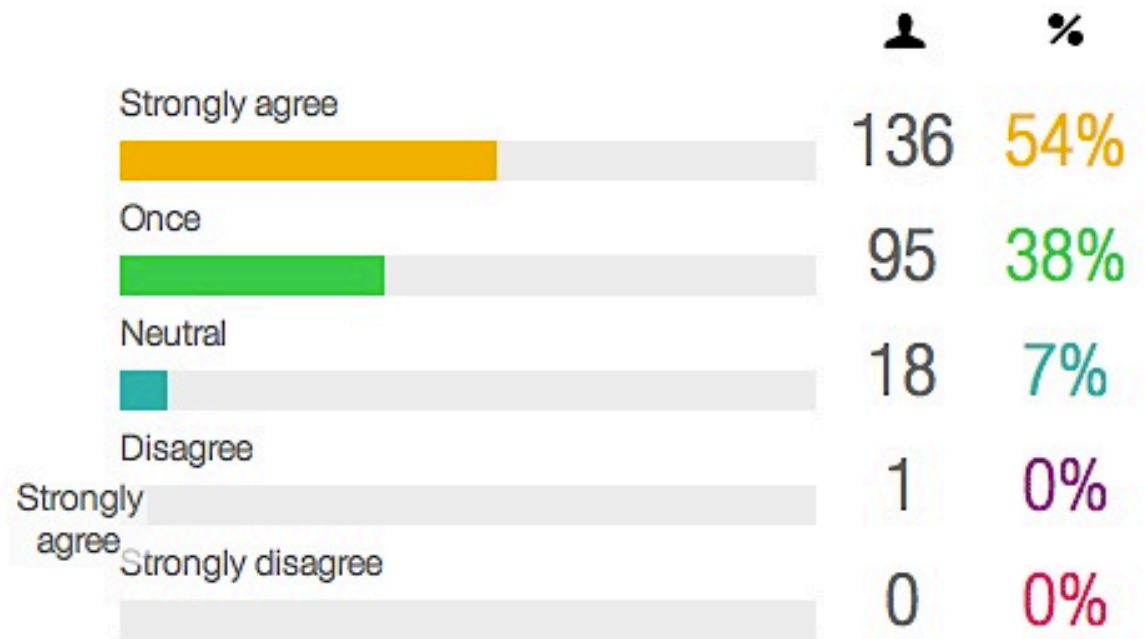


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THE QUESTIONS

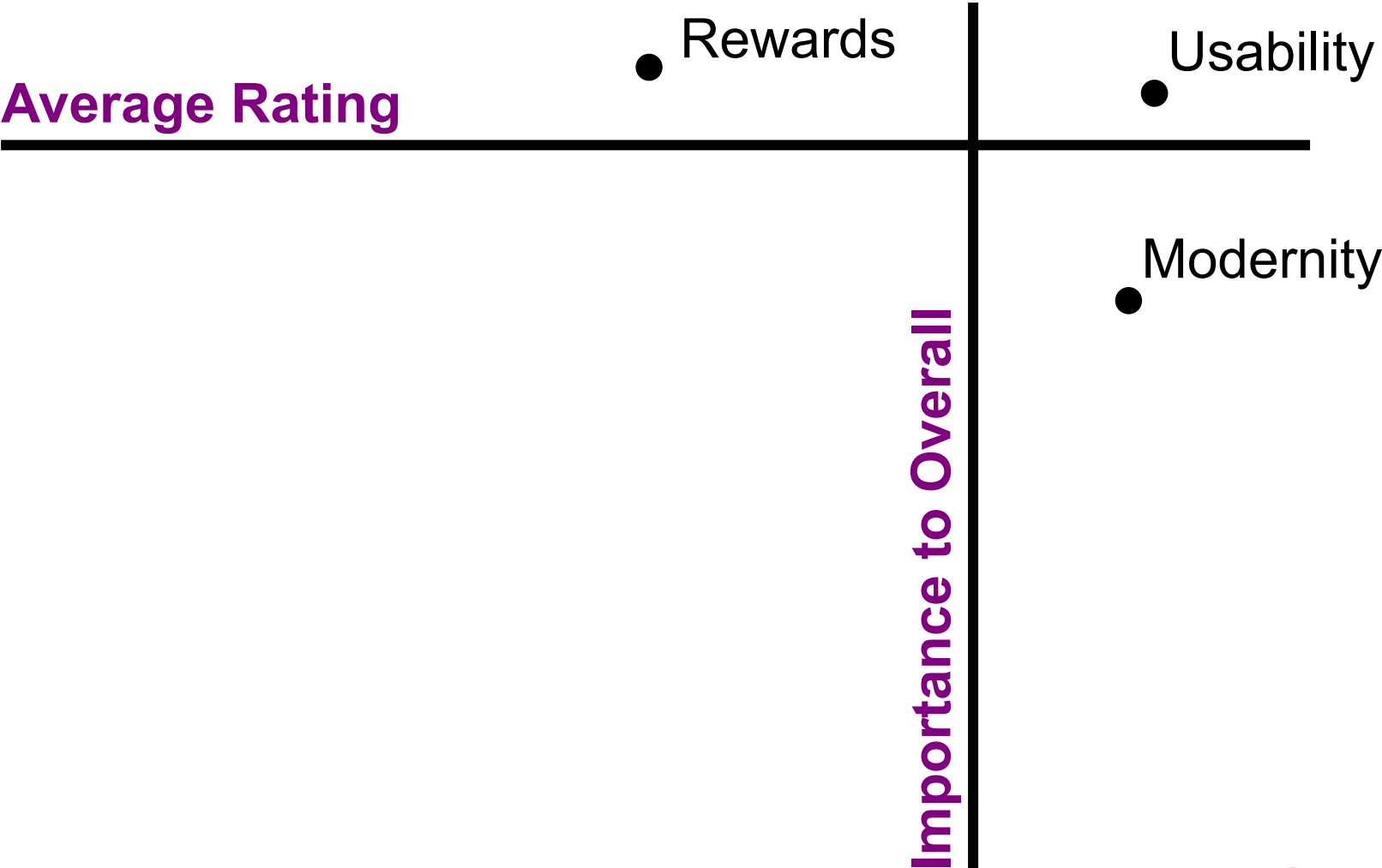
Question 5:

Upinion fits in this age of interactive communication.



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PLOTTING THE DATA



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PLOTTING THE DATA

Average Rating

Rewards

Usability

Modernity

Rewards received the highest importance score and the lowest average rating, making it the most problematic of the 3 areas

Importance to Overall

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PLOTTING THE DATA

Average Rating

● Rewards

● Usability

● Modernity

Modernity has lower impact on overall satisfaction and a relatively high rating so it does not need action.

Importance to Overall

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PLOTTING THE DATA

Average Rating

● Rewards

● Usability

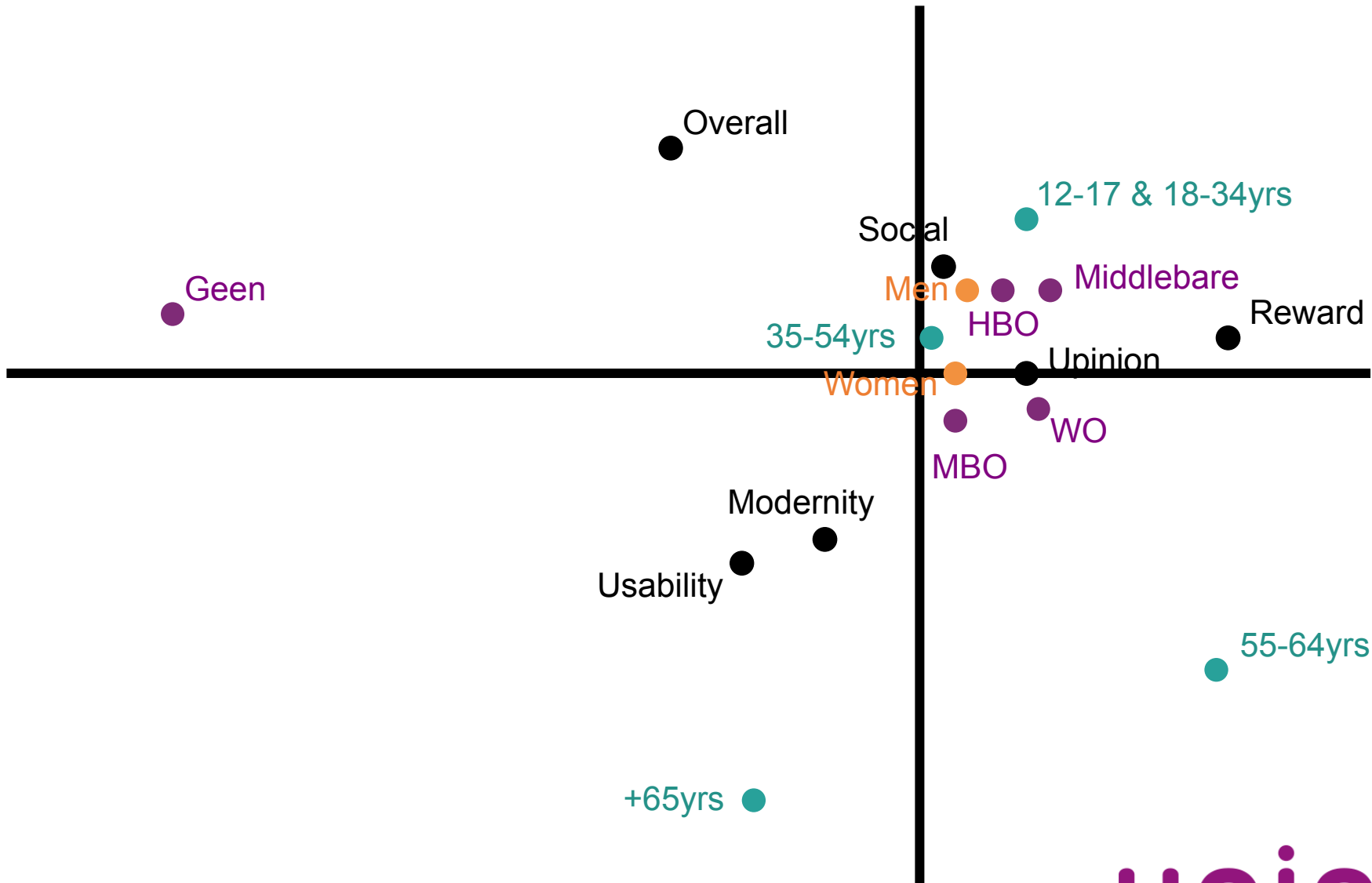
● Modernity

Usability received a high importance and the highest average rating, showing that usability is important to user satisfaction and received high scores

Importance to Overall

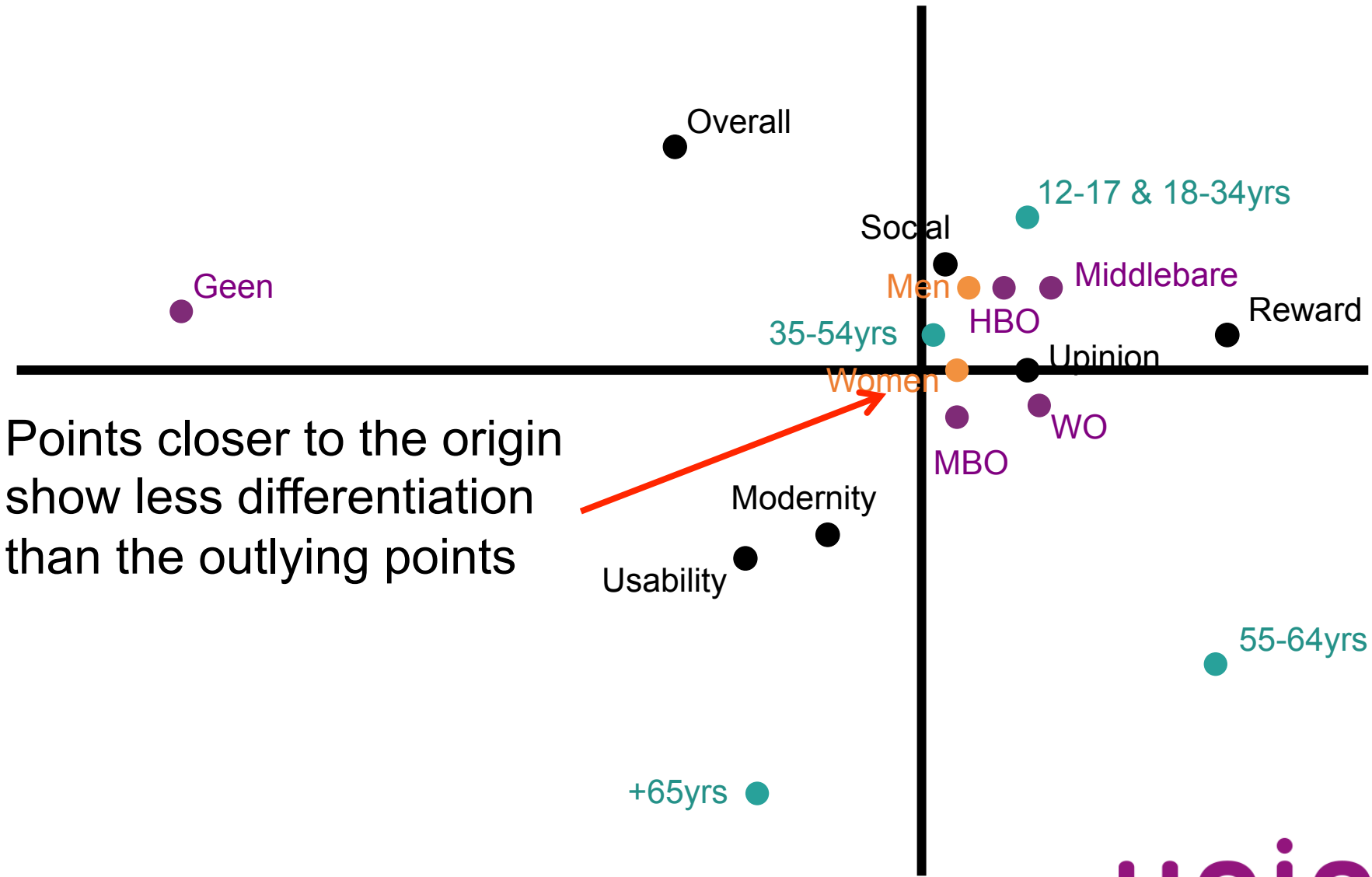
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PLOTTING THE DATA

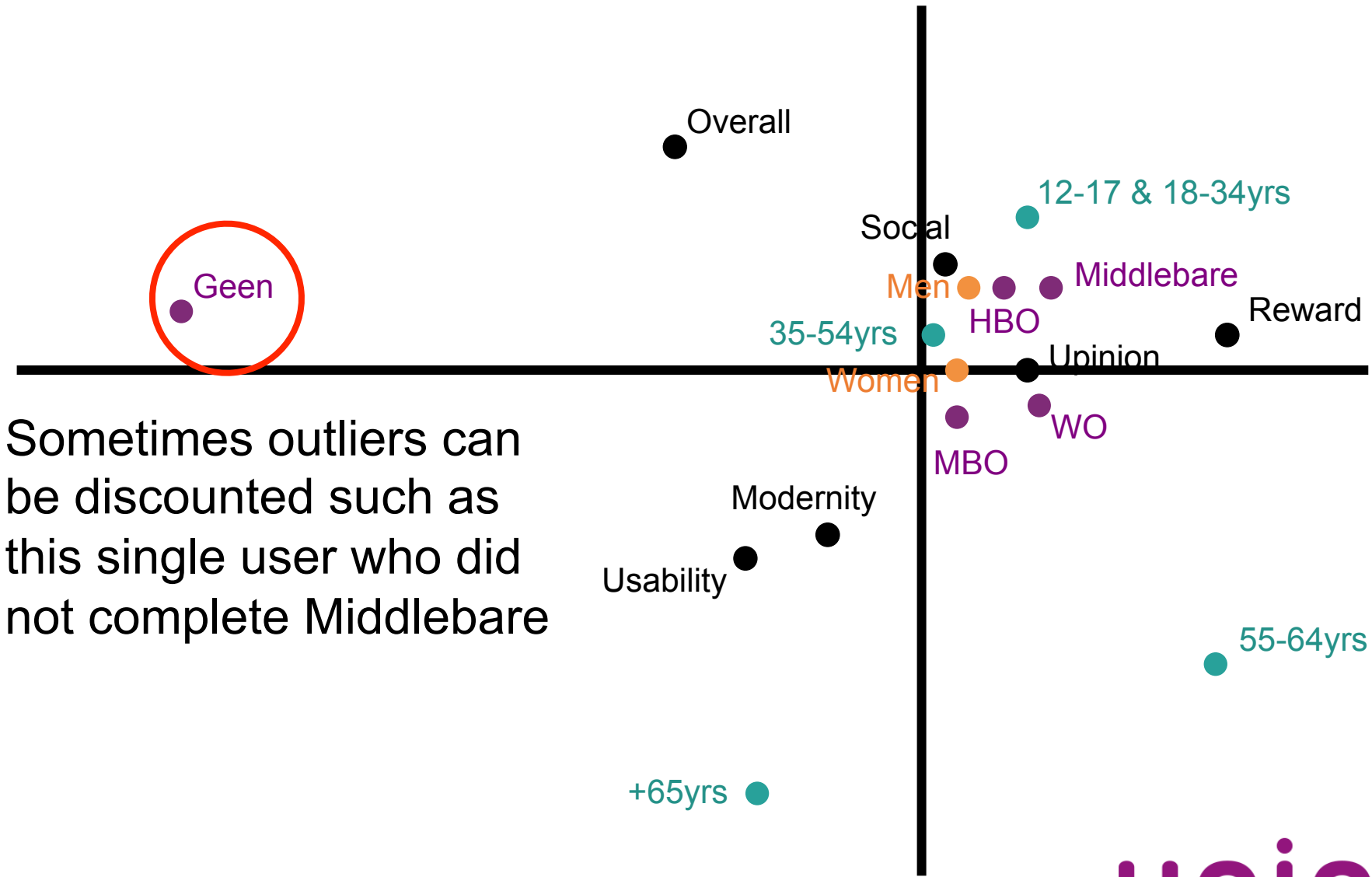


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PLOTTING THE DATA

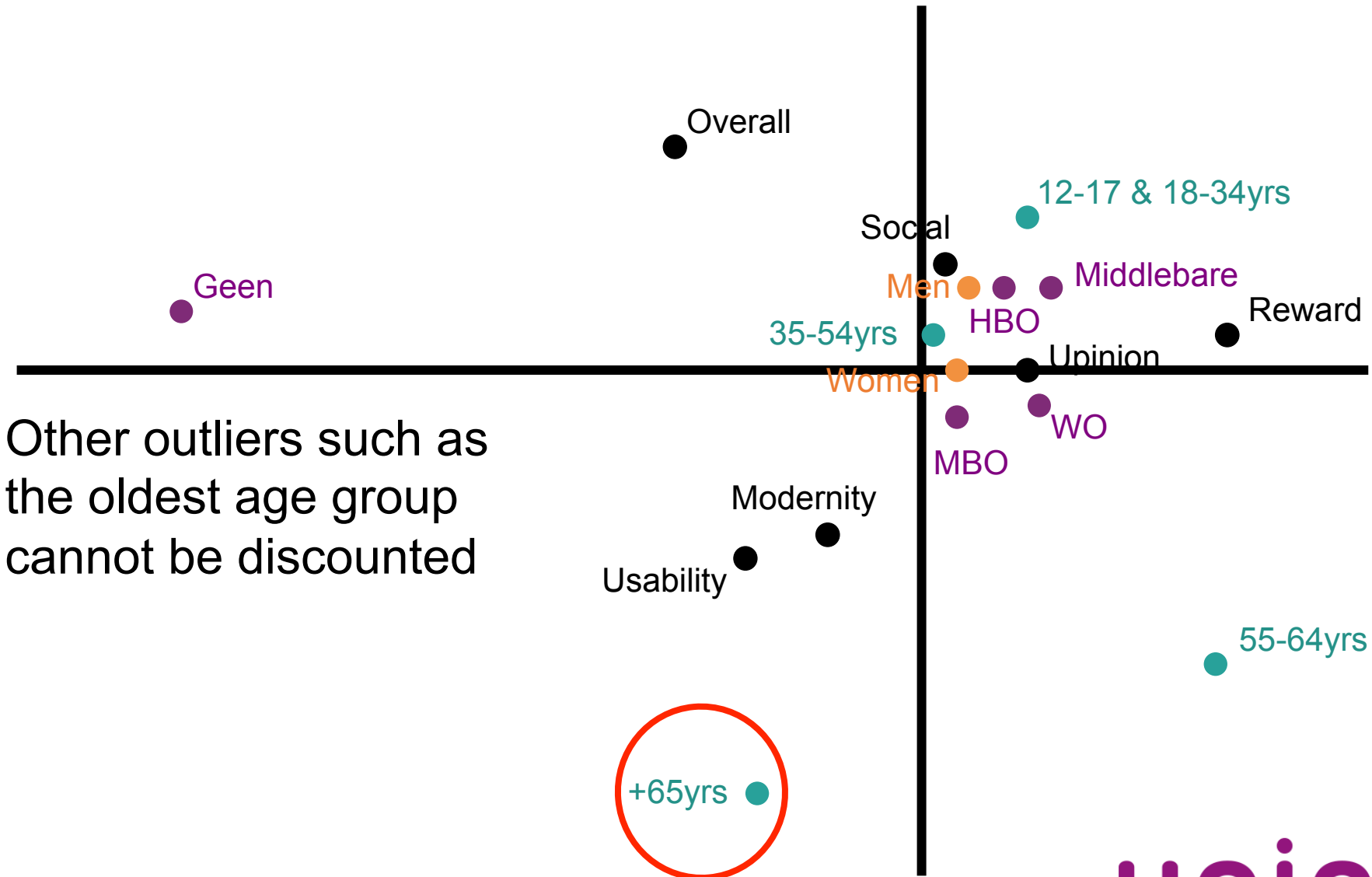


PLOTTING THE DATA



Sometimes outliers can be discounted such as this single user who did not complete Middlebare

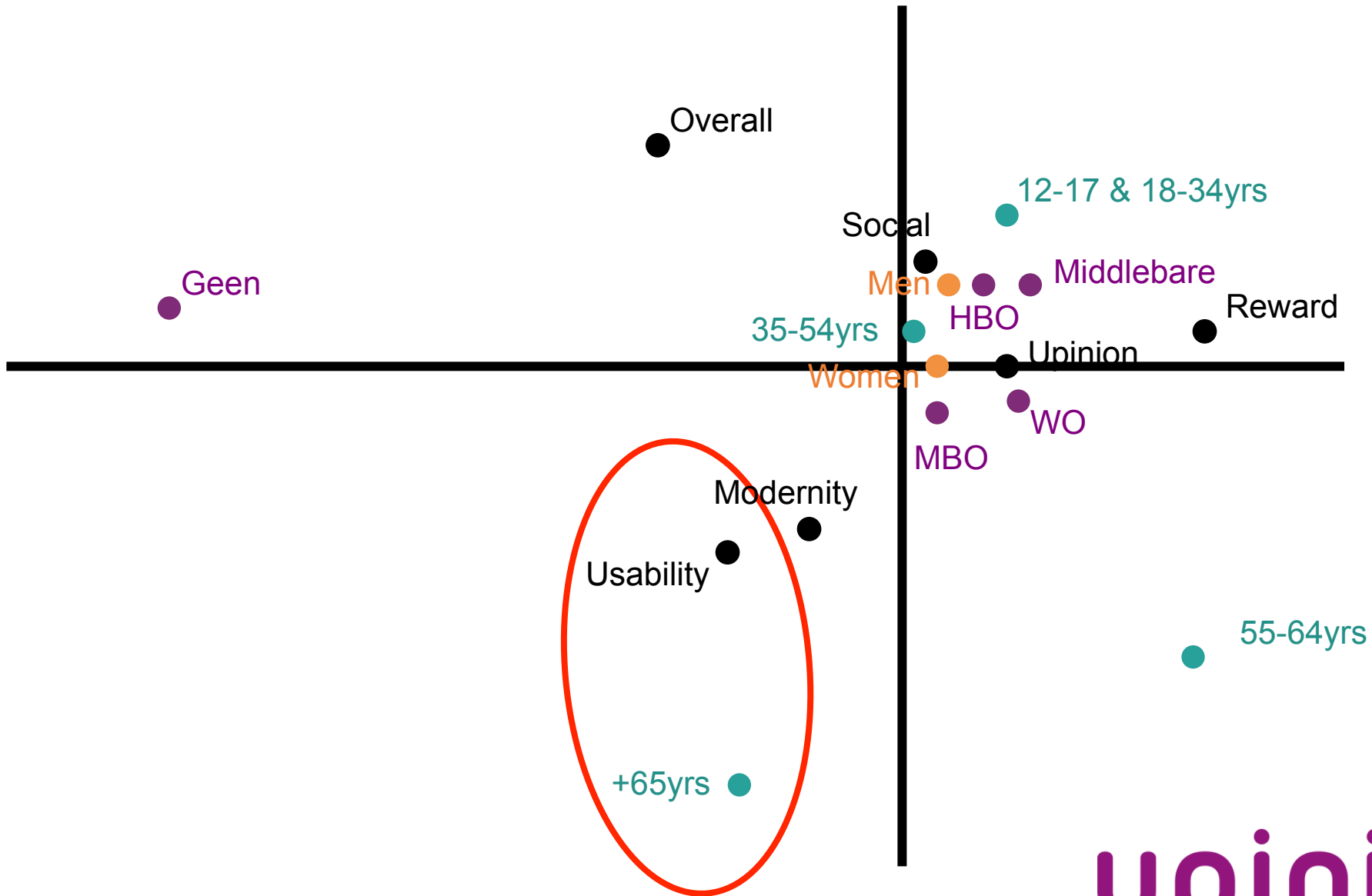
PLOTTING THE DATA



Other outliers such as the oldest age group cannot be discounted

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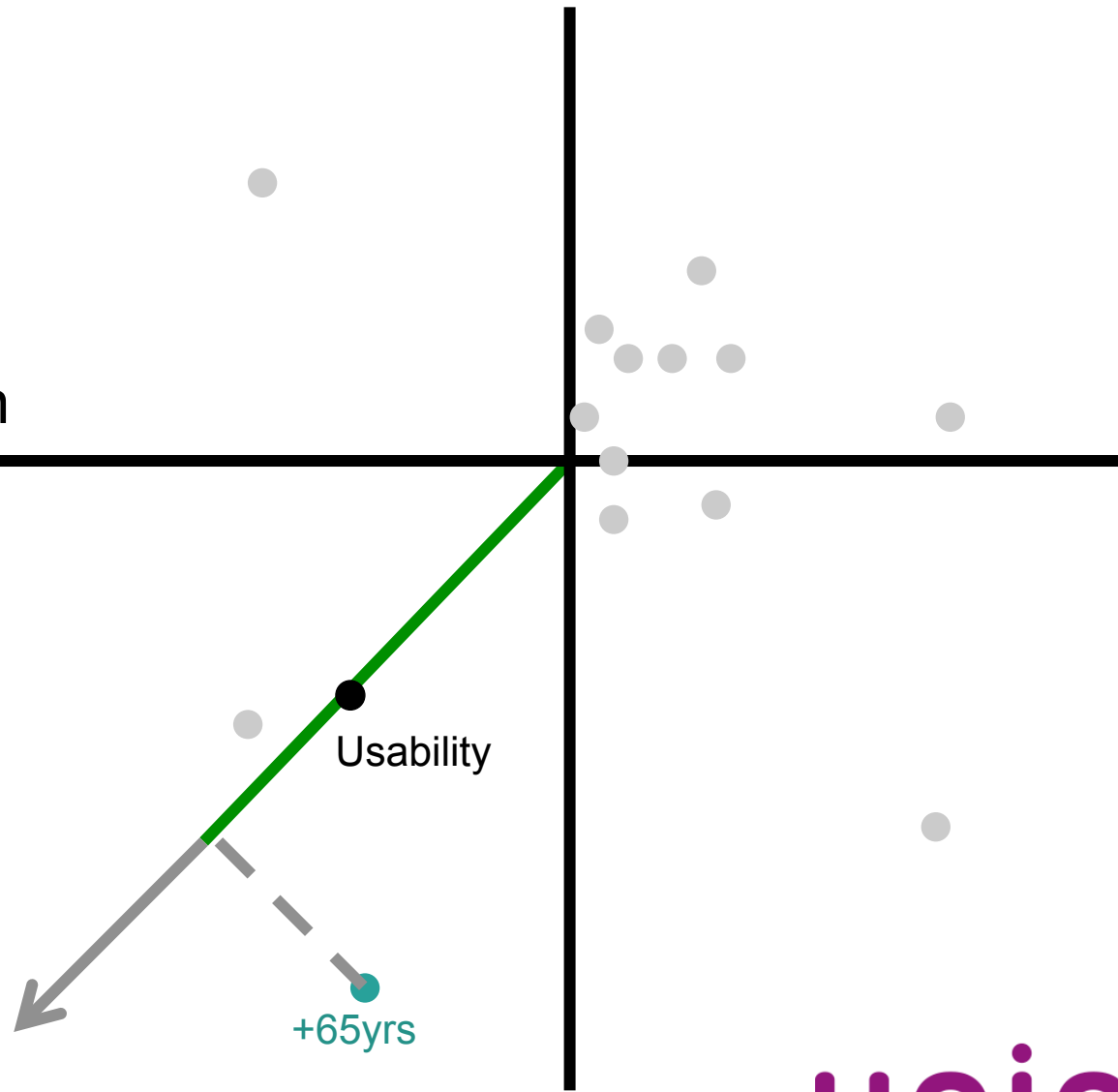
PLOTTING THE DATA



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PLOTTING THE DATA

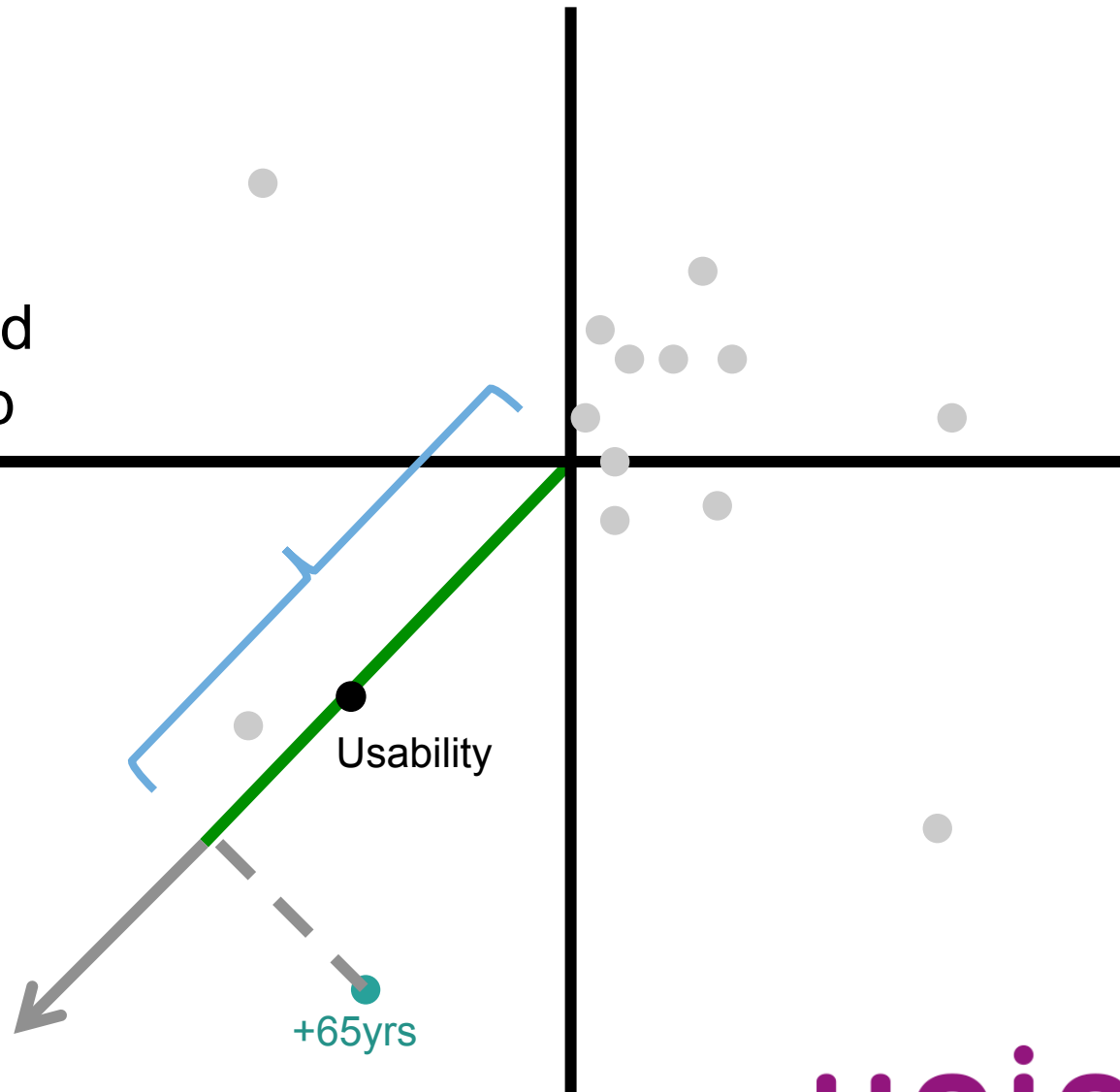
We can find the relationship between variables with a geometric calculation



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PLOTTING THE DATA

The green section is the relationship between Usability and the 65+ yrs age group



IDENTIFYING SIGNIFICANT ASSOCIATIONS

Aspect	Identifier	Demographic	Association
Overall score	Age	55 – 64 years	-0.61
	Education	Geen	+0.73
Usability	Age	Over 65 years	+0.68
	Education	Geen	+0.52
Reward	Education	Geen	-0.95
Modernity	Age	Over 65 years	+0.72

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It makes sense that because it's a single, uneducated user that the associations would stand out, but not much useful data can be gained from these associations.

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The association we just identified between the 65+ age group and usability

IDENTIFYING SIGNIFICANT ASSOCIATIONS

Aspect	12- 17	18- 34	35- 54	55- 65	Over 65	Trend
Overall	0.08	0.08	0.03	-0.61	-0.37	Negative
Usability	-0.29	-0.29	-0.05	0.13	0.68	Positive
Modernity	-0.29	-0.29	-0.06	0.27	0.72	Positive

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Here we can see that as age increases, the association between Age and Overall score decreases.

This means that the older the users are, the less satisfied they are with the app overall.

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Modernity	-0.29	-0.29	-0.06	0.27	0.72	Positive

Here we can see that as age increases, the association between Age and Usability increases.

This means that the older the users are, the more usable they find the app.

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Overall	0.08	0.08	0.03	-0.61	-0.37	Negative
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Modernity	-0.29	-0.29	-0.06	0.27	0.72	Positive

Here we can see that as age increases, the association between Age and Modernity increases.

This means that the older the users are, the more modern they think the app is.

ANALYZING SIGNIFICANT ASSOCIATIONS

We need to consider why these correlations appear

Why do old groups rate Usability and Modernity higher?



One explanation is that older users do not use as many modern or usable apps, so Upinion is only relatively modern and usable

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