



MAKERLYTICS for Product Hunt

What's the deal with this?

Product Hunt is a platform that helps users discover new and innovative products in the tech space. I wanted to cook up a new product idea that would not only enhance the user experience and provide more value to targeted audiences but also educate them to do more for the average joe users (myself) who aren't launching a product.

Product Hunt's mission statement is to give all founders and builders a platform to launch or discover new products in the tech space. Millions of users worldwide flock to find, discuss, and launch the next best thing. I propose another way to ensure a more engaging and valuable experience for Product Hunt users.

Before I jump in, I should explain its importance.

Why am I here then?

I want to visualize a way for Product Hunt to bring their star users and founders more joy as they showcase their product to the tech world.

Why am I doing this?

As a daily user of Product Hunt, I want them to have a competitive advantage by providing users with actionable insights that are not readily available anywhere else. This will help users make more informed decisions and discoveries when exploring new products in tech, evoking greater user satisfaction and retention rate. Users need to be empowered, and we are not quite there yet.

How will I accomplish this?

Framework for the feature development:

- 1) Define an end goal
- 2) Highlight pain points and provide solutions
- 3) Solution
- 4) Metrics, Risks & Mitigation

1) Defining an end goal:

To **magnify** the user experience by providing **actionable insights into emerging trends** and **popular categories**

2) Users' Pain Points:

I would like to come up with the needs and pain points based on visibility of product launches themselves — leading to a solution that will be a way to mitigate similar problems or be a possible solvent. I interviewed several users to gather information on their most significant concerns when discovering, launching, and building on Product Hunt. Below is what I found to be the top pain points

Platform needs:

- High-quality content and product curation
- Community growth and development
- Actionable insights
- Platform scalability and performance
- Continuous innovation and improvement

Current pain points:

- Visibility into emerging trends and categories
- Updated on relevant trends and products
- Identifying opportunities
- Decision-making due to undermining level of data
- Historical context and trend comparison
- Collaboration and knowledge-sharing possibilities

Using a modified RICE prioritization model, let's investigate some of these pain points. I will evaluate their importance with the following and rank each problem by their [RICE Score](#).

1. **Reach** — How many users will use a feature that solves this pain point?
2. **Impact** — How impactful would a solution be?
3. **Confidence** — Can Product Hunt execute it? Am I confident with the idea?
4. **Innovative** — Are there any solutions like it? Can Product Hunt's solution bring in more users and do its best?


|  Product Hunt | | | | | | |
|--|---|-------|--------|------------|------------|------------|
| Priority | Pain Point | Reach | Impact | Confidence | Innovative | RICE score |
| 1 | Visibility into emerging trends and categories | 92 | 5 | 80.00% | 5 | 1840 |
| 2 | Identifying opportunities | 85 | 5 | 80.00% | 5 | 1700 |
| 3 | Updated on relevant trends and products | 78 | 5 | 90.00% | 4 | 1404 |
| 4 | Historical context and trend comparison | 50 | 4 | 50.00% | 4 | 400 |
| 5 | Collaboration and knowledge-sharing possibilities | 30 | 2 | 70.00% | 1 | 42 |
| 6 | Decision-making due to undermining level of data | 20 | 2 | 30.00% | 1 | 12 |

Table Key: REACH - 1/100 | IMPACT - 1/5 | CONFIDENCE 1/100% | INNOVATIVE - 1/5

Out of our scores, we have several high-impact and **innovative** pain points that CAN be addressed. According to the RICE scores, we are on track to pursue our starter assumptions. However, the pains of not having actionable insights and visibility of emerging trends in Product Hunt's app limits the user experience.

Closing in on the end goal:

Since we have identified three major pain points that are relatively clustered, we can solidify our end goal objective into visualizing market data for products that launch on the platform.

This brings us to a **more** focused goal:

Enhancing user experience by providing **actionable insights** into **emerging trends** and **popular categories** from previous Product Hunt launches.

So, What is the solution?

Makerlytics

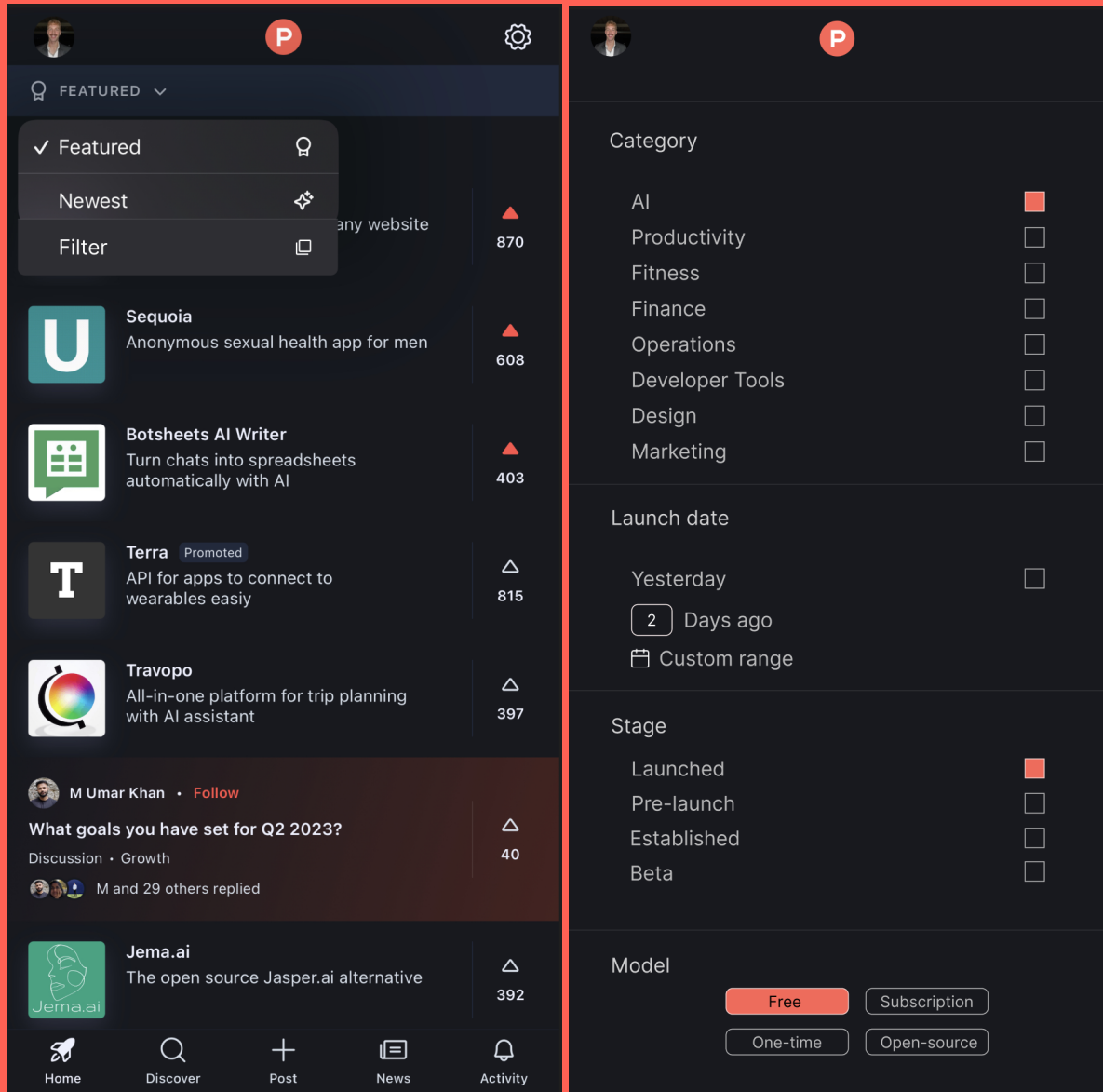
This idea stems from a few areas:

- **Personalization:** All users have interests and preferences. This caters to each person's interest and intention to learn more about the product in a category they're interested in while highlighting emerging trends, improving product recommendations, and suggesting new areas of interest all **in-house**.
- **Discovery:** As mentioned before, Product Hunt was created to allow the discovery of the next tech unicorn. If we were to showcase emerging trends that people may not be aware of, it would facilitate discoveries— ultimately enhancing the discovery experience and instilling more value.
- **Relevance:** This relates to the significance of information relating to the user's interest and needs by ensuring up-to-date, accurate, and valuable insights backed by data.



PRE-SOLUTION:

Upon further thought, I ran into a **blocker** — in-house analytics is not a **one-size-fits-all** fix. If we want the user to experience true **personalization** and **discover** the most they can, there must be a sidekick to our solution.



Filter your Hunt — a new filter layer on top (and separate) of the search feature to promote a more **straightforward discovery process**. This is not to remove or replace the search feature but to power up the **homepage's useability**.

I designed something outside of the existing search to target specific product areas. Intended to give the user more control of their **personalization** and **discovery** through date range, stage, and pricing filtering from the homepage.



SOLUTION:



MAKERLYTICS — launch and market data for all,

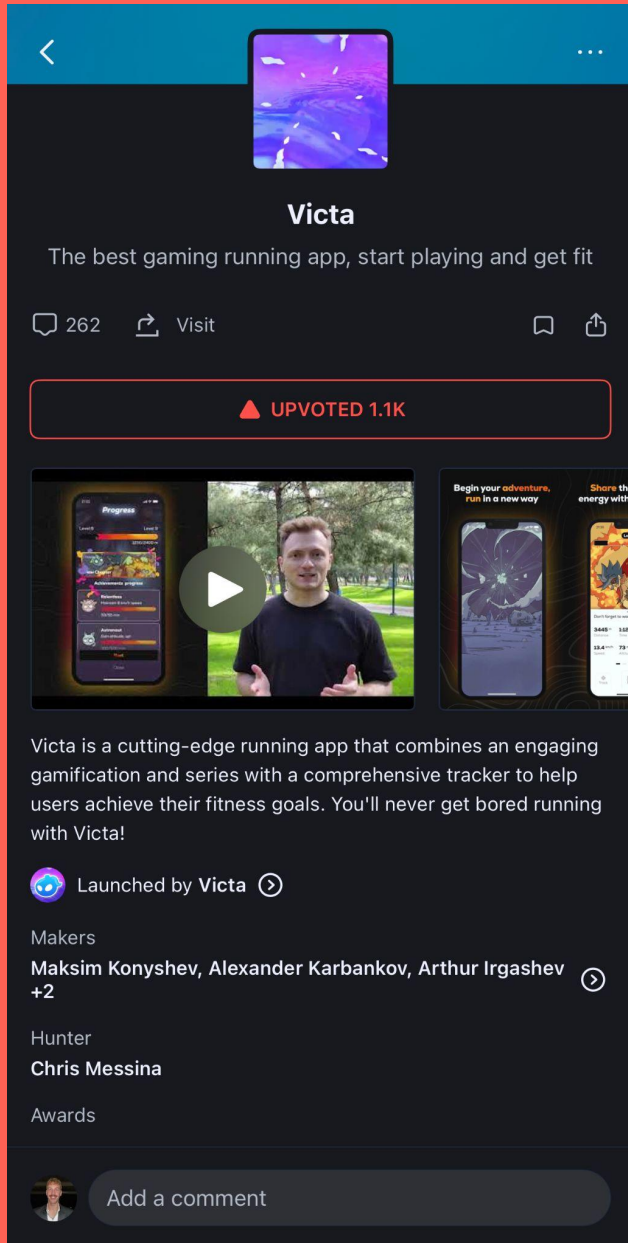
For the main design of this case study, I wanted to design something that allows users to see deeper into the products on their feed. Whether it be a simple inquiry about how a category is performing or wanting to dive into the data, possibly with a notion to create a product of their own, Product Hunt could continue supporting the desire to discover and grow the seed of creation.

It is added onto the regular feed, embedding within a product page to avoid creating any clutter. The idea is that people will go through their usual app route, unaffected by any change, and then be faced with the new feature. Leaving no room for confusion or extra steps to the process.

Process Breakdown:

Step 1: Open the application

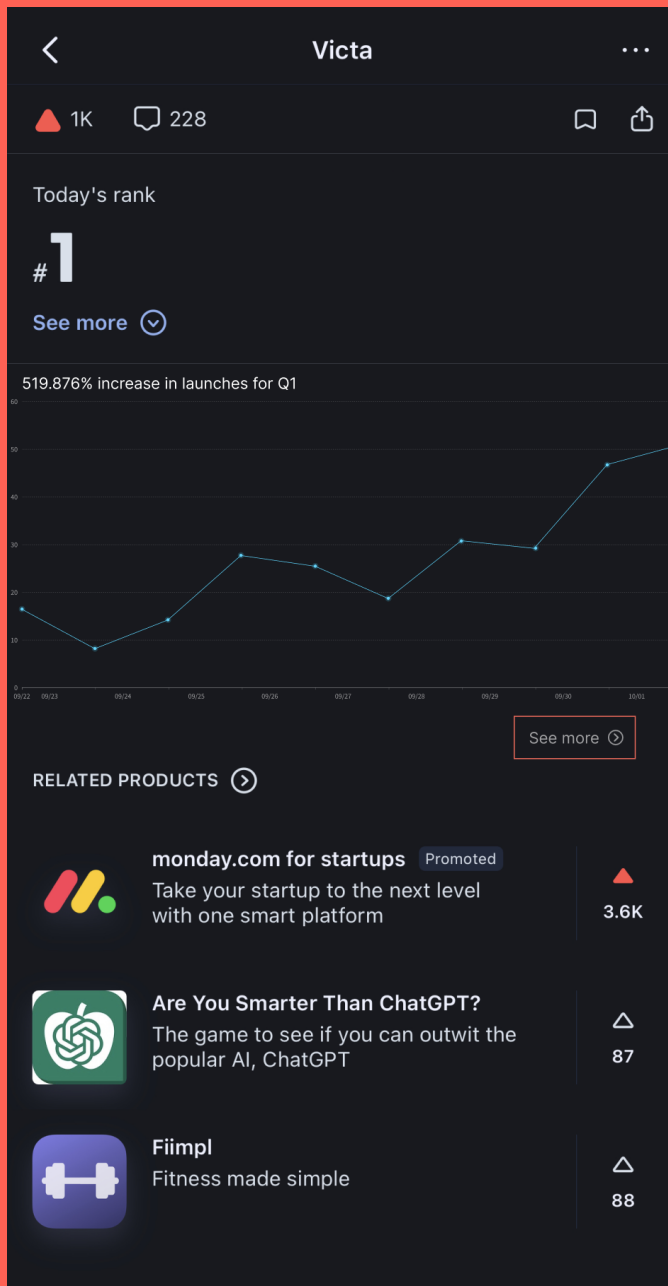
Step 2: Find a launch you're interested in



Step 3: Scroll down



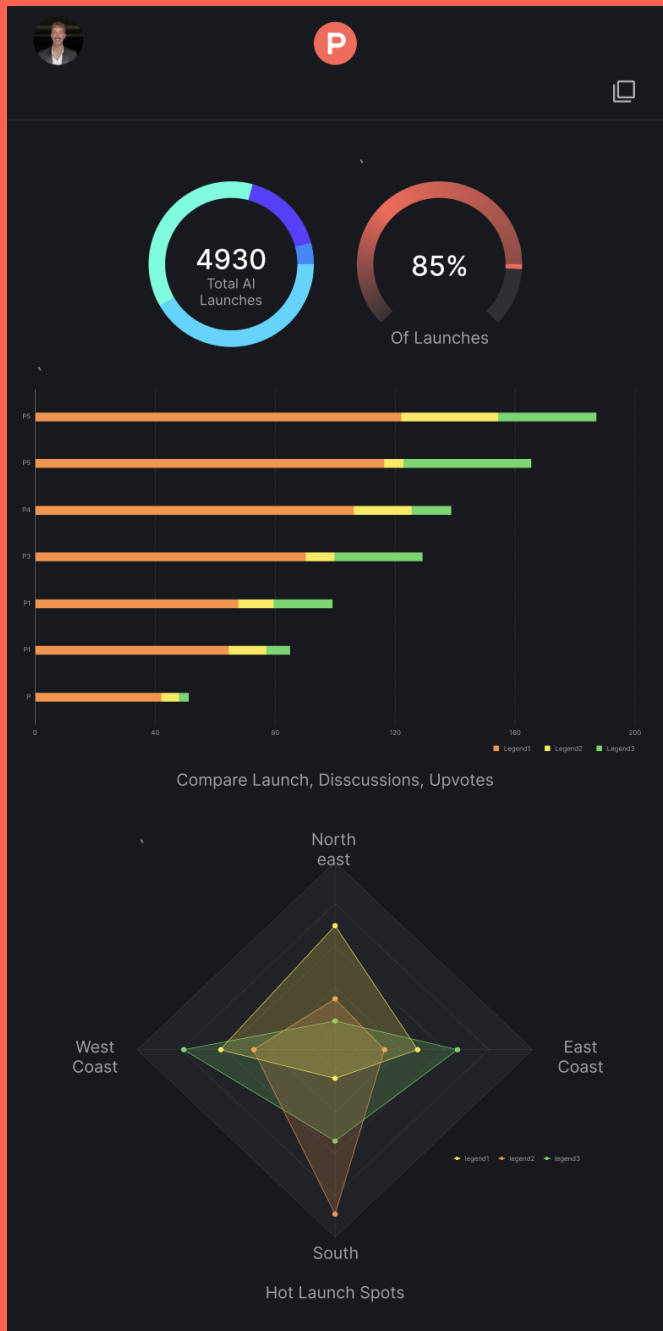
Step 4: See beginner insights



Step 5: Enter the See More page



Step 6: Be blessed with beautiful, Filterable Makerlytics:



Now, How is success measured?

Measuring a level of genuine success is easier said than done. A view of real success through the platform is curating the discovery of emerging tech products, being a **medium for connection**, providing a space to **demonstrate solutions**, and **recommending discovery** tied together with the **validation of launch data**.

While it's challenging to quantify true success, there are specific metrics that will help gauge the effectiveness of the trend analysis and search offering. However, it's essential to recognize that no single metric is perfect; combining various data points will help assess the tool's impact and value.

Metrics:

- **Trend Engagement** — Are our users talking about trends? Predicting themselves? Pricing our trends wrong?
- **Insight-drive Actions** — Rate of actions taken (e.g., exploring new products, upvoting, commenting). Are the insights driving actionable steps to take?
- **Session Duration** — Is the analysis feature extending our on-app duration time?
- **Bounce Rate** — Does the homepage filter lower the bounce rate?
- **# Of user actions per session** — Is there any additional actions/clicks taken?
- **DAU/MAU** — Is our daily and monthly user count higher? lower?
- **CRR** — Will these features increase the product's ability to keep users engaged over a more extended period?
- **NPS** — Is the bar of satisfaction being raised?

I would focus on Trend Engagement for our North Star Metric to help determine what people think about the feature. I believe it is a crucial way to demonstrate the value and relevance in-house analytics provide. A consistently high engagement level ($\leq 60\%$ -85% range) would signify that users find the content compelling and valuable.

All these metrics are good metrics for tracking success. However, it's essential not to give a measure for success in one metric, hence why all are necessary to track.

Okay, What are the risks?

Risks are unavoidable and must be taken for any product to advance. I have listed several and brainstormed how to mitigate them if they arise.

| Risks | Mitigation |
|---|--|
| Inaccurate or misleading analysis due to insufficient data | Regularly update and refine. Test algorithms based on new data and feedback from users |
| Decline in the diversity of products showcased from an overemphasis on trends | Maintain a balance of displaying trending and unique products |
| Information overload due to an abundance of trends and insights | Prioritize the presentation of insights that are most relevant to the user's preferences and interests. Offer options to customize the frequency and volume of features. |
| Overly reliant users on trend forecast | Promote a balanced approach to product discovery by encouraging users to explore products beyond trending items. |
| Overwhelming filtering options | Clean and user-friendly interface with clear explanations and tooltips for each filter |