

Título de la investigación

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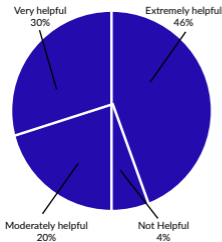
Introducción

This project aims to survey our customers in order to gather their feedback and impressions on the recent launch of the beta version of our mobile application. In turn, this feedback will be used to finetune our application in preparation for its final launch date.

Resultados

Following the launch of our beta version, we asked our customers a few questions to gather their input on our new application. Here is the data pulled from the survey, represented in a pie chart.

How did you find our app?



Referencias

ota Reyes, L. A., Rodríguez Cruz, A., Ochoa Cruz, R., Mendola-Peirona, J., Rodríguez Guzmán, J. E. & Cajiga 1040, J. E. (2022). Diagnóstico del uso e implementación de la realidad aumentada en la Escuela de Bachilleres de la Universidad Autónoma de Querétaro. Revista Tecnología, Ciencia y Educación, 4(4)9. <https://doi.org/10.51321/rtc.2022.2812>

Metodología

We then asked our customers about any improvements that could be made to the application to make it more useful and user-friendly. Here is a summary of the data we collected from this survey.

45%

Customer Service

20%

Returns

15%

Tech Issues

Discusión

Finally, we also tracked the customer engagement on the application since its launch date and have made two major observations. Firstly, the download rate has consistently grown, pushed by online reviews and word-of-mouth. Secondly, we have also recorded a need for a forum space for customers to exchange with each other as this was requested several times.

Conclusion

From our research we can note that overall this was a very successful application launch with very positive and encouraging feedback. However, in order to further develop our product some amendments and updates need to be addressed such as the implementation of better in-app customer service and less technical difficulties to improve user-experience overall.