

Cheat Sheet – Clubhouse Case Study

Clubhouse Case Study – <https://growth.design/case-studies/clubhouse-user-retention/>





CHECKLIST - 5 Principles To Increase User Retention

- ①  **TALK TO CUSTOMERS:** Understanding your customers' deepest desires, pains, and barriers will help you define their jobs-to-be-done. You can also directly ask: Why did you hire our product? What were you trying to solve? This will also help you align your long-term key business metric with your customers' benefits.
- ②  **CONSCIOUS ONBOARDING:** Even if you have key metrics you'd like to reach during the onboarding, remember that users need to get value first. Try to create an onboarding that will be the beginning of a long-term relationship. Focus on 1 thing.
- ③  **LIFECYCLE EMAILS:** Prepare a plan to inform new users over a longer period of the key features in your product they might find helpful. (you can adjust & personalize based on usage too!)
- ④  **SEGMENT NOTIFICATIONS:** Not everyone will want to receive the same message at the same time. Make sure you segment your users by either usage or goals.
- ⑤  **AVOID THE "FEATURE CREEP" PARADOX:** It's tempting to keep adding features that customers are requesting. But be careful not to fall too quickly into the trap of just transferring overall complexity to users. Even if they ask for it, they'll soon churn for something simpler. (see The Messy Middle)

Here are all of the 6 psychological and UX insights covered in the case study:

PSY: Status & Scarci





#UX PRO TIP

User Value > KPIs

Facebook found that if a user added 7 friends in 10 days, they were **much more likely to continue to use** Facebook.¹

Clubhouse seems to have established a similar metric where new users need 25 followers **to stick around longer**.

However, without delivering value first, it's hard to convince anyone to take action. Reciprocity² is a **powerful persuasion technique when ethically applied**.

¹ CXL, How to Find Correlative Metrics For Conversion Optimization (2020)

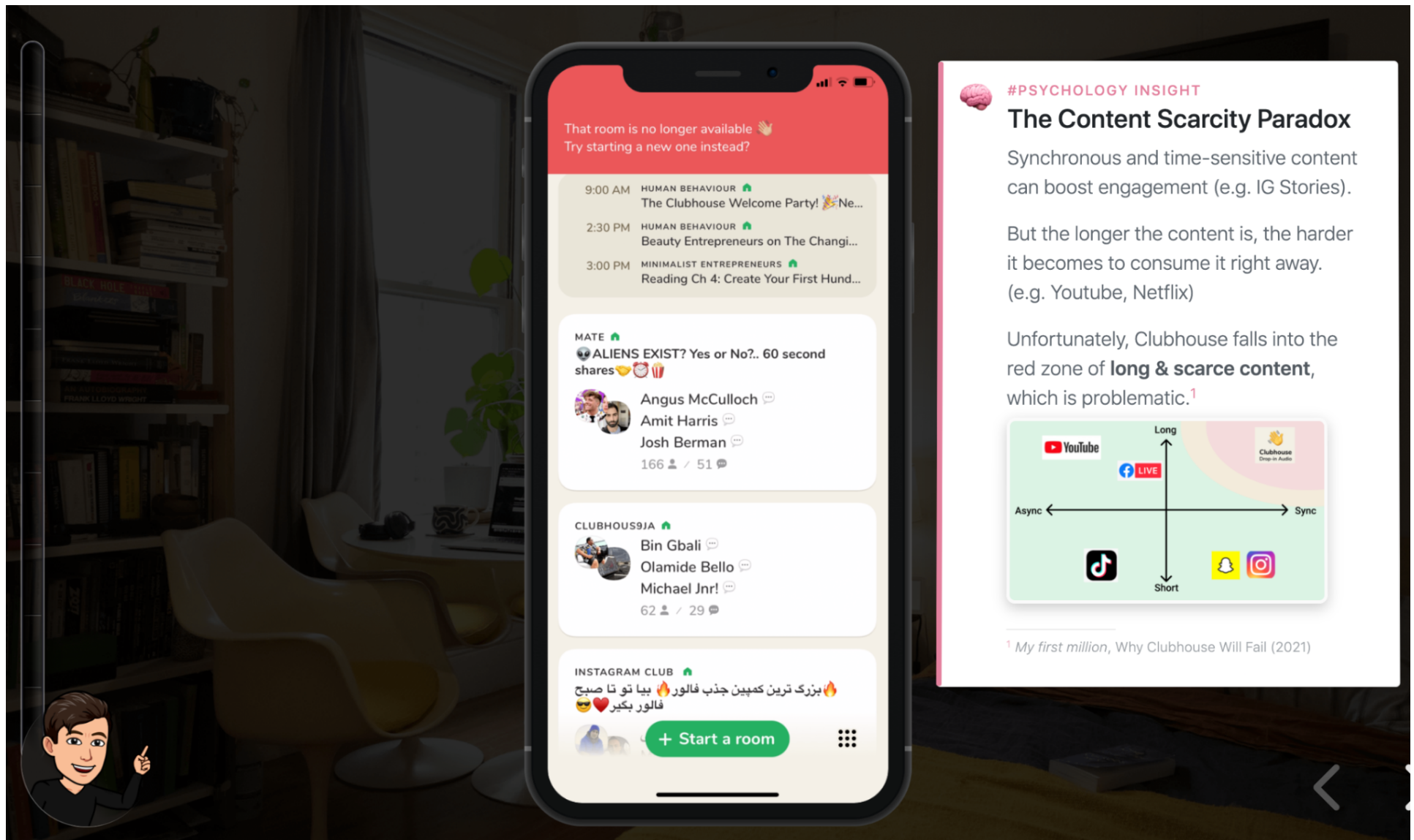
² Growth.Design, Reciprocity: How This Psychological Principle Can Perfect Your Customer Experience (2020)







🧠 PSY: The Content Scarcity Paradox



The background image shows a smartphone screen displaying a Clubhouse interface. The screen shows a red header with the text "That room is no longer available. Try starting a new one instead?". Below this, there are three room cards: "HUMAN BEHAVIOUR" (9:00 AM), "HUMAN BEHAVIOUR" (2:30 PM), and "MINIMALIST ENTREPRENEURS" (3:00 PM). The first room card shows a list of participants: Angus McCulloch, Amit Harris, and Josh Berman. The second room card shows a list of participants: Bin Gbali, Olamide Bello, and Michael Jnr!. The third room card shows a list of participants: Bin Gbali, Olamide Bello, and Michael Jnr!. At the bottom of the screen, there is a green button that says "+ Start a room".

2D Character: A 2D character is visible in the bottom left corner of the image, pointing upwards.

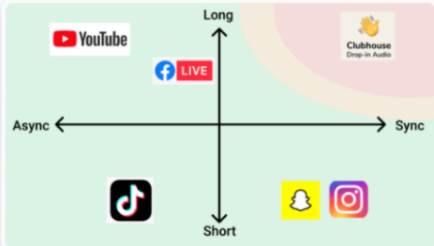
#PSYCHOLOGY INSIGHT

The Content Scarcity Paradox

Synchronous and time-sensitive content can boost engagement (e.g. IG Stories).

But the longer the content is, the harder it becomes to consume it right away. (e.g. Youtube, Netflix)

Unfortunately, Clubhouse falls into the red zone of **long & scarce content**, which is problematic.¹



¹ My first million, Why Clubhouse Will Fail (2021)

Onboarding



Key Highlights



Notifications #1



Notifications #2



Clubhouse "Stories"

