People App Project

Update

- The URL link was launched with our beta team on 30/11/20 to start to use the app via a browser.

- When the app was ready, it was published in the app store on 15/12/20 to start to use with the beta team.

- The news of the app was shared by an employee on social media and by peer to peer communication within 24hrs more employees became aware of the app then we had planned for.

- Unexpectedly a high number of employees downloaded the app. This is fantastic news our employees want to use this product.

- This organic growth has been a huge learning experience and something we would like to let continue.

- Currently, the number of users is 30k.

- We've had 1.4k responses on the survey which has been very positive along with constructive ways that we can improve the app.

Pilot Review

- Our original ambition was to trial the app with an audience of up to 5000 users made up from a number of trial units to test the usability of the app and gather feedback on how we can improve the app.

- With the number of users now far exceeding our expectations at this point, we've had to consider a number of factors, including licence capacity, user experience, and our support model during this early phase.

- We've decided that it wouldn't be appropriate to continue with the original pilot plans. Promoting the app to further large audiences at this stage would only dilute the user experience we want to deliver.

- Whilst we didn't expect to be in this position, we are looking at the positive side that the app has taken off so well and we look forward to the next phase.

Recap on Purpose of pilot:

1) ✅ To quickly attract users to understand usage rates and to gather feedback. This will give us the information we need to be sure that the app is ready for full roll out or whether further development is required.

2) ✅ To test different styles of promotion which will evolve into our full roll out.

| Method/Group	Aim
1. Beta group - Small group of frontline staff & managers who volunteered to be part of the group during the build phase as well as the pilot. Initiated from the People Panel.	To have input from end users during the build of the app and to be part of the pilot to receive qualitative feedback.
2. Targeted units/Roadshow style – physical presence in unit from project team on day 1 and various stages across the 6 weeks, posters, promotional material, unit champions identified.	To support the more targeted approach to increase awareness and a buzz within a short timescale.
3. Area Led – no physical presence in the units from project team, led from within the area itself, use of manager comms, posters etc.	To see if there is a difference between the roadshow style method and understand how it could be rolled out nationally.
4. Only home mailings	To test whether letters to home addresses have a good impact on adoption rates.
5. Direct emails to non-ops	To include central teams in the pilot and test the use of emails.

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Uptake Figures

Uptake by Day
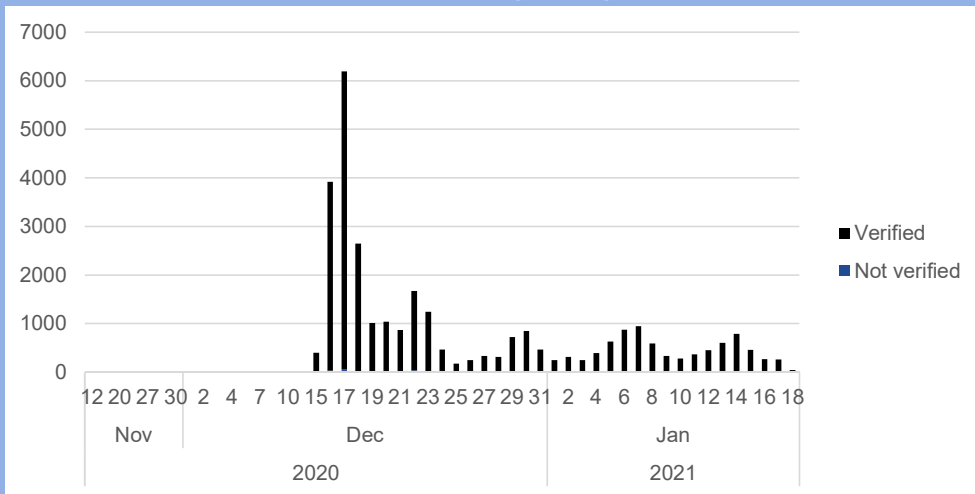
Daily Visits per Tile
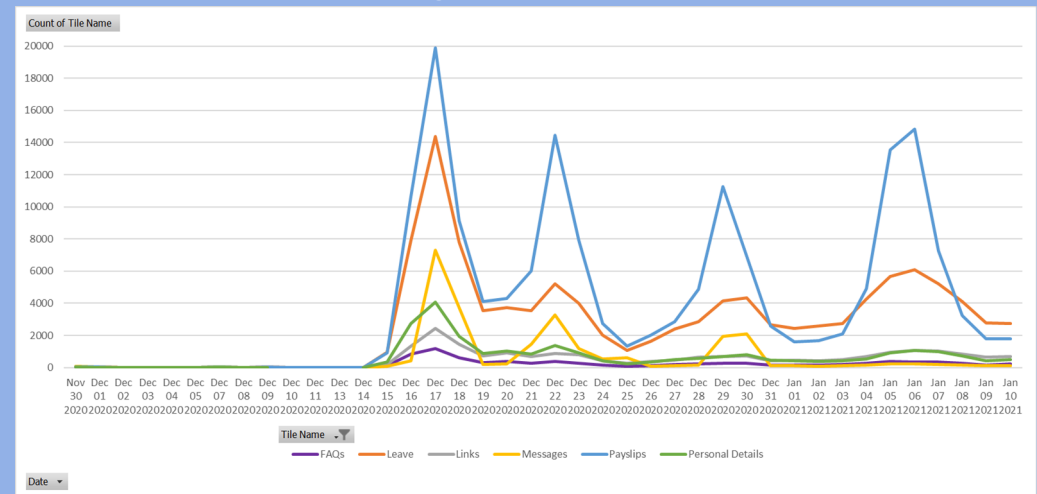
Total Units

1576

Next steps

- We will continue to gather feedback via the people.app@royalmail.com inbox to fix any defects raised from users.

- The current survey results will be analysed and reviewed.

- A second survey on the 'Rate My App' will be launched to ask for further opinions on how the app could be improved.

- We will start to think towards the future full roll out plans.