



User Experience Survey Overview

H1. 2020



By Honeygain

Intro

Almost two years ago, we started Honeygain with a disruptive idea - to bring transparency and inclusivity to the residential proxy market. At the time, businesses used apps with a different main purpose, which upon installation would turn unknowing users to proxies. We can call this malpractice as no one had put much effort into explaining what they are installing and what a proxy actually is.

It was obvious for us that to legitimize the business we need to change two things. First, educate the end-users and obtain their fully informed consent. And second, ensure that the proxies were used for appropriate business cases.

And so, the Honeygain was born. It was created and developed having four primary goals in mind:

- Familiarize people with the residential proxy business
- Compensate them for participating (this was unheard of two years ago)
- Protect the Honeygain users
- Support our business clients along the way

How does Honeygain achieve it?

Familiarizing

We create all the necessary materials to educate our users about all the hows and whys of residential proxies. We strive to inform everyone about Honeygain's contribution to building a better-informed society. Our users become aware that by using our app, they indirectly play a part in streamlining the development of intelligent e-commerce sites and ensuring a fair market place by protecting brands from fraud.

Compensating

We understand that our users take a large part in allowing businesses to have access to valuable information. For this reason, we are convinced that they should be adequately compensated. To achieve this goal, we have integrated a third-party payments provider Tipalti, which ensures secure payouts management and manages all associated user information. With it, we are proud to see that our payment process has been optimized to the maximum, taking only 34.5 business hours.

Protecting

Right from the start, we've implemented a robust due diligence methodology to make our app meet the highest safety standards. This includes a thorough Know Your Customer (KYC) funnel for our business clients and constant monitoring of their activity. This allowed us to work only with most trusted companies and leaders in their respective markets. Also, we respond quickly to any suspicious behavior reported by our users and right away engage our standardized internal investigations.

Supporting our clients

Honeygain's quality of customer support is so high it would seem that the users are the ones paying for the product, not the other way around. Indeed our relationship with users has the utmost importance for our business, and we don't hesitate to engage them on social networks, quizzes, or Subreddit. These efforts have led to conducting a survey to understand where and how we could improve moving forward.

We will not stop here. Honeygain will be working even harder to educate the public on the whole residential proxy industry. We will take our time and effort to make Honeygain the go-to place for residential proxies worldwide.

Summary

This user experience survey was initiated to understand better how Honeygain is performing, what features should be improved, what our users would like to see in the app, and evaluate how well the platform educates users on the Residential proxy industry. Also, as we are getting ready for a mild Honeygain rebranding, we wanted to get some user feedback for the finishing touches.

The survey was conducted over three weeks - from the 8th to the 29th of June 2020. The Honeygain app users were invited to participate in our dashboard and social media accounts. 50 lucky participants were rewarded with \$5 added to their Honeygain account. In total, we have received 15.752 survey answers and this accurately reflects the user experience and awareness.

On the subject of user experience, it was evident that Honeygain was easy to use with a 4.4 rating out of 5. As a consequence, around 90% of respondents return to the Honeygain app daily, with 73.1% using the app multiple times per day. Even more rewarding was the fact that 62.7% of respondents have learned something new from joining Honeygain.

We've also asked users for suggestions on how we could improve our app within the dashboard, and some of the improvements listed will be implemented soon. On top of that, we have discovered that the most common issues our users experience stem from technical difficulties.

Also, 82.8% of our respondents would recommend Honeygain to either a friend or a colleague, leading us to the conclusion that Honeygain has already built a lot of trust within the community. Cheers to that.

When it comes to the user awareness, we wanted to evaluate how well our business model is understood. The results show that 71.7% of our respondents have read some material on residential proxies and their use-cases either on Honeygain's blog or social media to educate themselves further, but the crucial point is that 29.3% haven't. Honeygain will put more effort into producing engaging material on our social media, blogs and dashboard to reach all of our users.

Lastly, we asked users to evaluate how easy it is to understand the use cases for the Honeygain network. The results came back very positively, scoring 3.97 out of 5.

Also, we were pleased to see that people felt comfortable sharing their internet connection with Honeygain, rating the comfort level 4.11 out of 5. This proves that Honeygain is a widely trusted brand, and we are on the right path to continue towards a transparent and ethical residential proxy industry.

Findings

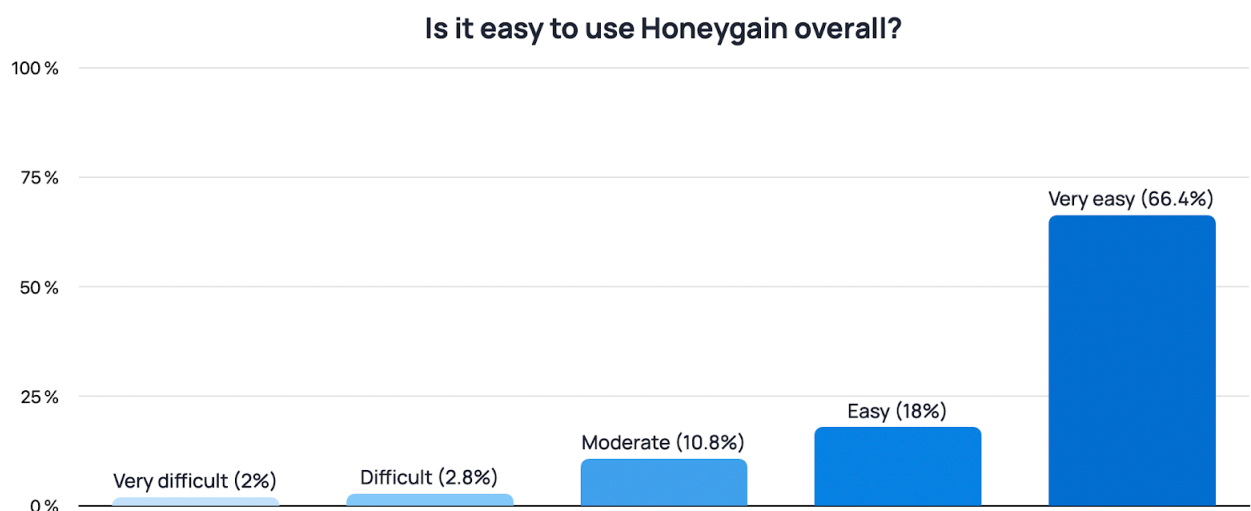
Let's go through the survey question by question. The whole survey is essentially evaluated two parts of Honeygain:

1) **User experience** - understanding how often our app is used, what is the UI experience like. This information serves to figure out how the product could be improved regarding user interaction.

2) **User awareness** - learning how easy it is to use Honeygain and how well it is understood in terms of residential proxy use cases. In addition, the survey looked into how comfortable users are with sharing their internet connection with third parties.

User Experience

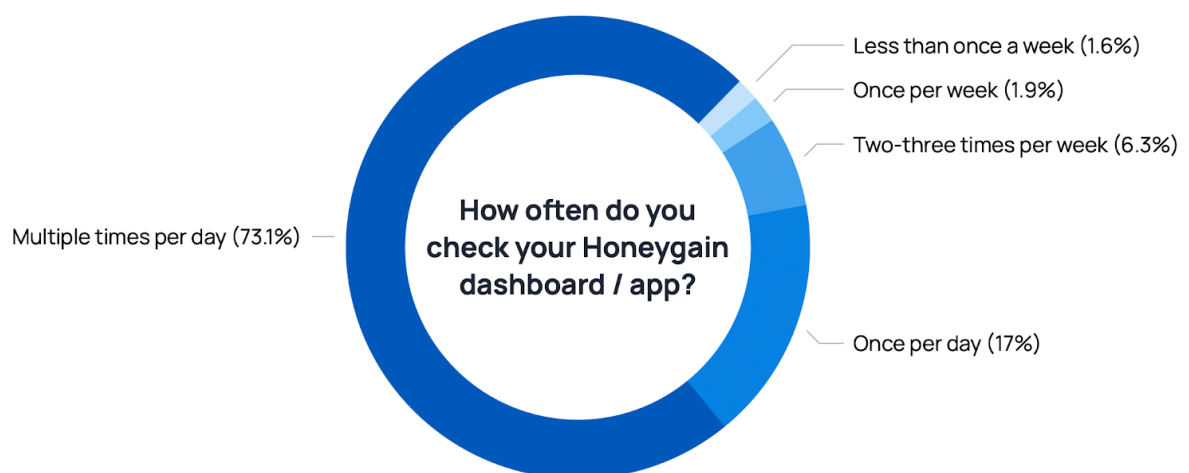
One of the main objectives of Honeygain is to have an approachable and easy to use app. Thus, seeing the positive rating of 4.44 out of 5 on the Ease of Use question confirmed that we are going in the right direction.



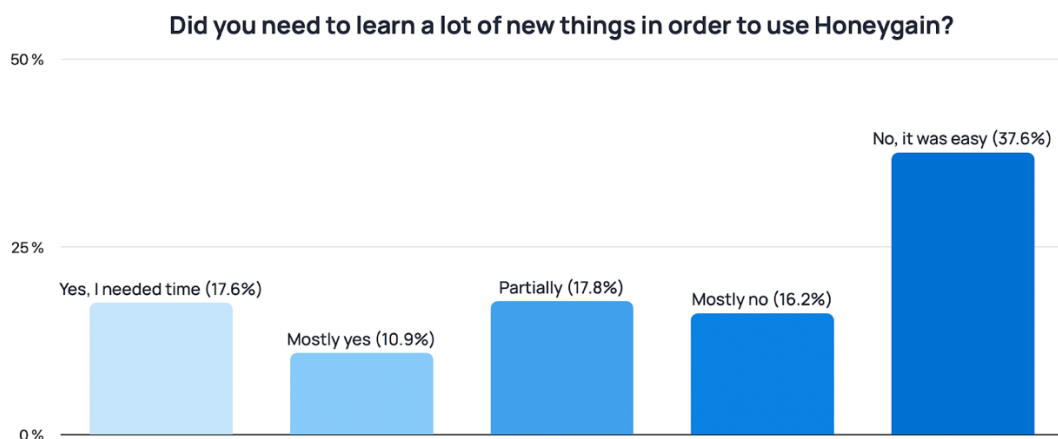
Diving deeper into the responses, we can see that only 4.8% of respondents said that Honeygain was Difficult or Rather difficult to use. As a response to this result, we can affirm that even though we are on the right track, there is still room for an improvement. To create an even smoother process, we will focus on enhancing the user onboarding process.

Another aspect we wanted to evaluate was the overall familiarity with the app and the frequency of user interaction. Based on the responses, the audience is very active and 73.1% of our respondents connect to the platform multiple times per day.

This leads to the conclusion that our users are, in fact, familiar with the app and our dashboard. Besides, around 90% of our respondents use the Honeygain app/dashboard at least once per day. This is a fact worth celebrating, as it clearly indicates that our app is appealing to use.



One of the core purposes of Honeygain is to educate users on the residential proxy industry and explain its use-cases. We are happy to see that 62.4% of our users stated that they have learned more about the industry, which means that our efforts towards explaining the residential proxy use cases were fruitful. We've started writing blog posts on how the Honeygain network is used back in November of 2019, and we will continue to do so to educate our users further.



We've also included a question on possible functionalities users would like to see in the future. After manually going over the answers we've distinguished TOP 10 features:

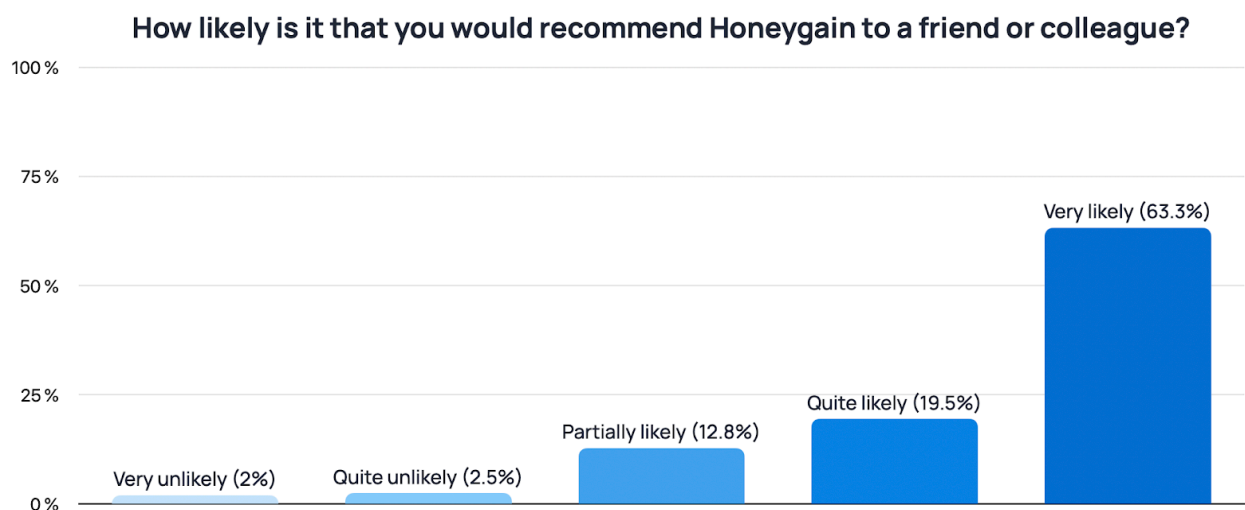
1. Overview of how much each of your referrals has earned for you
2. View of daily earned credits per device in the device list
3. Device status indicator in the device list
4. View GB usage statistics from previous periods, not just last 30 days
5. Automatically start Honeygain Android app when a device is restarted/booted up
6. Linux app
7. Show to what IP address each device is connected in the device list
8. Clearer indication if the app is not gathering credits at a particular moment
9. Separate payout history
10. FAQ translations

The Honeygain team will evaluate all of these suggestions and try to implement them (some will be out with the next app update).

Here are the 5 main issues our users face, while using the Honeygain app:

1. The app keeps closing in the background
2. The app shows network issues, although the network itself is fine
3. The app lags after every interaction with it
4. The app keeps logging users out
5. The app starts on sign up, not sign in

We were happy to see that so many users are willing to recommend Honeygain to their friends or colleagues. Staggering 82.8% of our users said that they would be Likely or Very Likely to recommend Honeygain's app use. In the upcoming months, we will be producing more structured information, which will result in an even easier understanding of the Honeygain app and its purpose.



User awareness

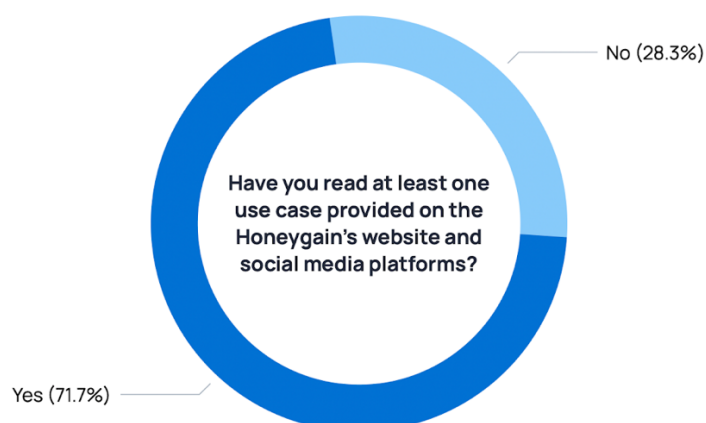
We started the questionnaire by asking our users on the Top 3 words which describe Honeygain best for them. After going through all of the answers, we've ranked TOP five words users associate with Honeygain:

1. Easy
2. Money
3. Simple
4. Passive
5. Nice

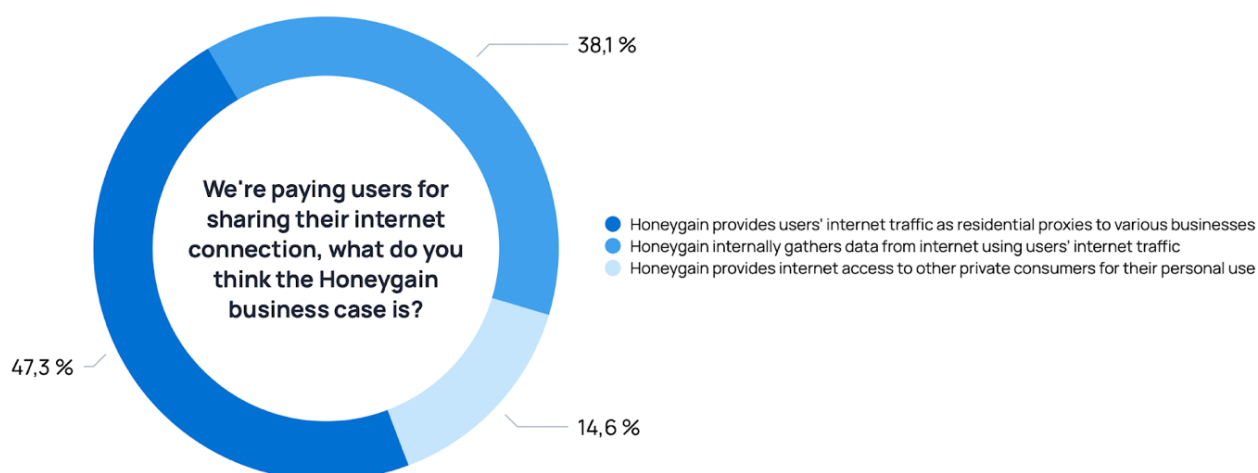
We continued by asking users to tell us if they have spent time reading about the use cases for the residential proxies on the Honeygain website or social media platforms. 71.7% of the users said that they had read at least one of the use cases on Honeygain's website and/or social media,

meaning that 28.3% had not used Honeygain materials to educate themselves on the processes behind proxy service.

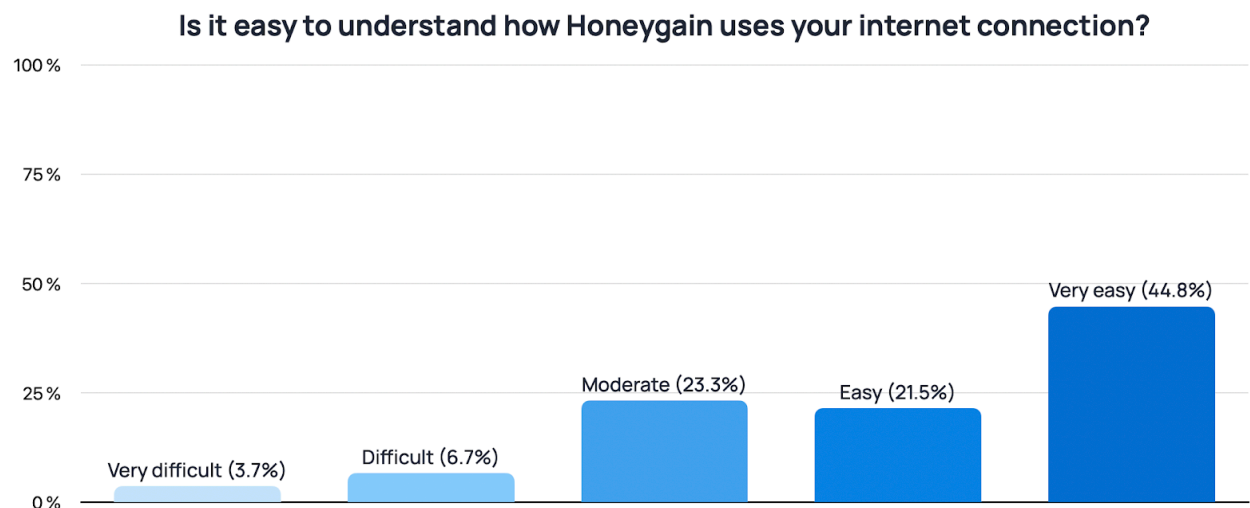
Following these results, we have set a goal to make Honeygain the primary source of information on residential proxies. To make this happen, we will create more valuable content on our blog and social media, so that the spread of this information would be increased.



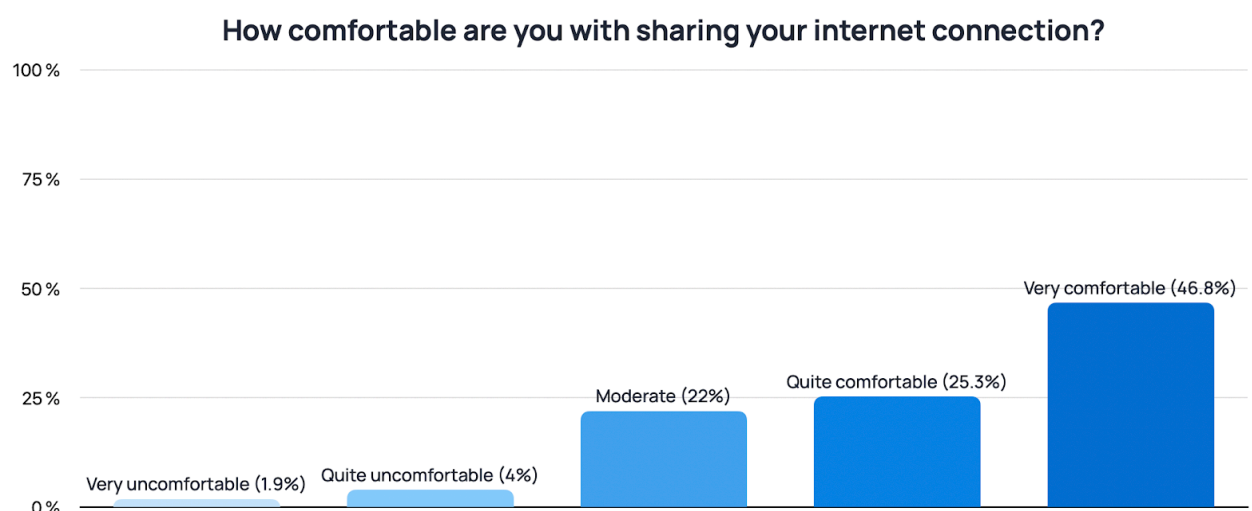
Having in mind that 28.3% of our users haven't read the use-cases for residential proxies explains why there might be misconceptions about Honeygain. A small portion of users incorrectly believe that the shared Internet could be used for private consumers and someone's personal use, or think that Honeygain collects data. Taking this on board, we will put a stronger emphasis on explaining the purpose of residential proxies. We will strive to make clear that Honeygain provides users' internet traffic as residential proxies to various businesses.



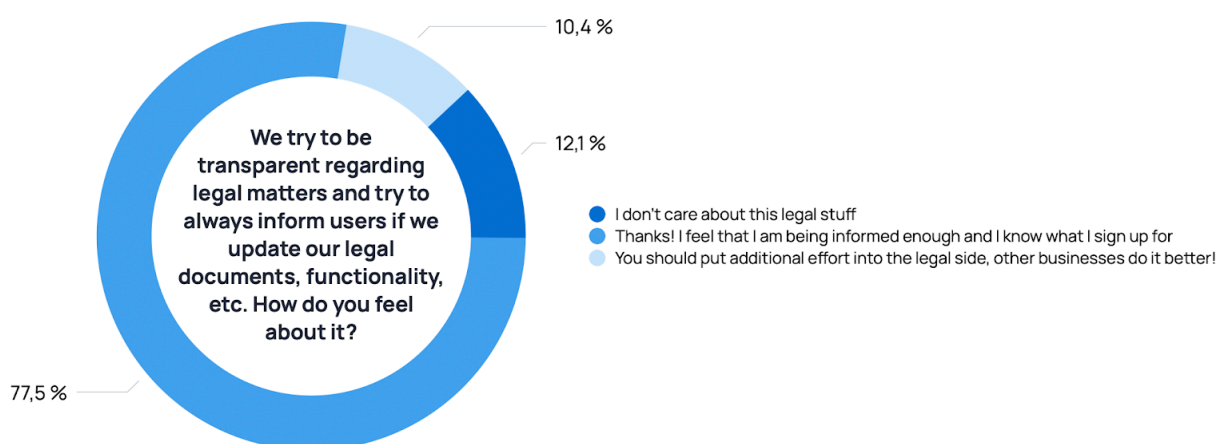
We were glad to see that people easily understand how Honeygain employs users' internet connection. The 3.97 out of 5 rating shows that even though users understand the use cases, there is still space for improvement. We're aiming for the 5 grade, sooner than later!



While evaluating how comfortable users are to share their internet connection, we have found that the majority of people feel good about it, with the comfort score reaching 4.11 out of 5. Having in mind that sharing internet connection with third-parties may seem distressing, we assume that users have read more about residential proxies independently. This is a positive finding, once again indicating to us that Honeygain is on the right track.



With the last question, we wanted to evaluate the legal document set which we have created at Honeygain. As this sometimes can be overlooked, we were delighted to see that 77.5% of our users feel that they are well informed, and all of the documents are well understood. 10.4% stated that they would like us to put additional efforts towards legal documentation. Hence, we will try to pinpoint what legal documents users miss-out on and how we could update the existing ones to address all of our Honeygainers feedback.



Final words

Finalizing the report, we're pleased that each respondents' input have made a tremendous impact for Honeygain and its further development. We are more than ever motivated to improve all the key aspects which are needed for the user to fully understand residential proxies business as well as create a seamless experience with our application.

This survey has been the first, but it's definitely not the last! As we continue developing Honeygain, such surveys will help us to gather valuable insights and materialize them into beneficial features for all involved.

It has been a fantastic year for Honeygain, and a huge thanks goes to each Honeygainer. We could've not done it without you. Now, it's time to reach the new heights together!