Orderly

Lifetime Performance Report

Elliot Anderson / March 13, 2024

Executive Summary

Orderly, A Minimalist Android Notes App

Live on Google Play Store from January 2020 to February 2024

I was an android user who wanted a more elegant notes app as my go-to. With newly gained Java skills I spent my first college winter break building Orderly. Over its 4 year lifetime Orderly had 15,000 listing views, and acquired a total of 1,550 users for a conversion rate of 10% with no marketing.

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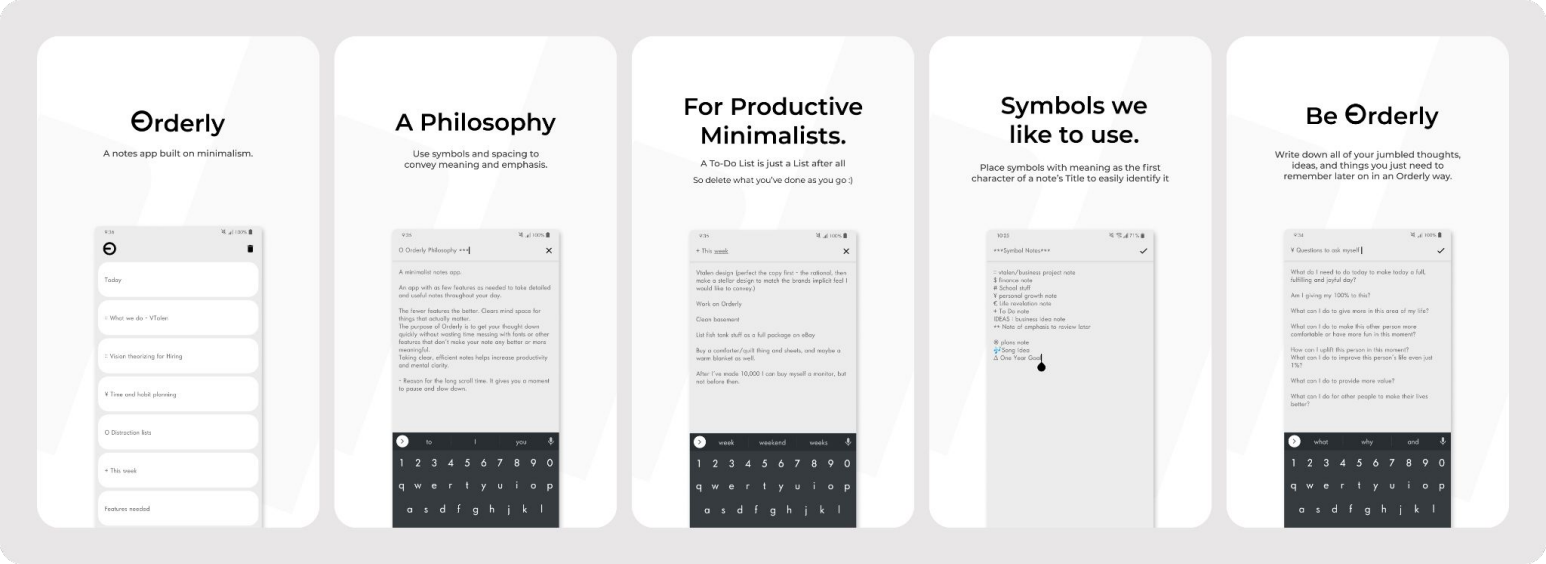
Orderly Fulfilled a Market Need



Orderly fulfilled the need for a note taking app for android users that was both simple and elegant.

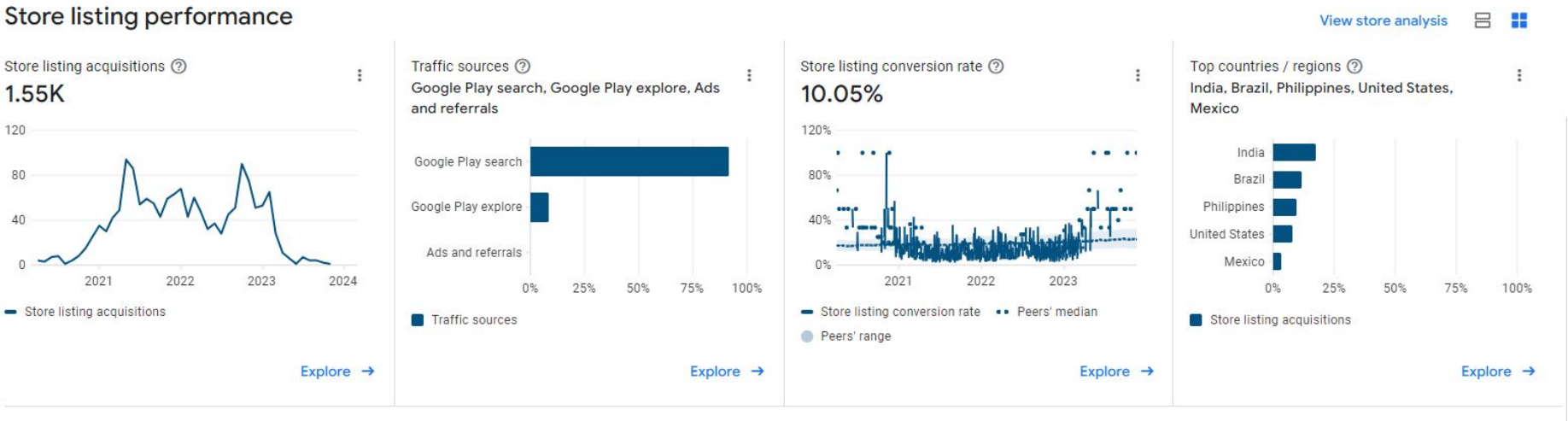
Built Using Java in Under 240 Development Hours

Built over a 4 week winter break in my freshman year at the University of Minnesota

Incredibly Lightweight Download Size at 2.57MB

Orderly was 1.19MB smaller than the average android notes app

Overview of Orderly's Listing Performance



- Orderly was downloaded across India, Brazil, Philippines, United States, and Mexico 1,550 times with a **10% conversion rate**
- Competing notes apps had an average conversion rate of **19.4%** suggestion the Orderly listing page could have been improved to convert more visitors into users.

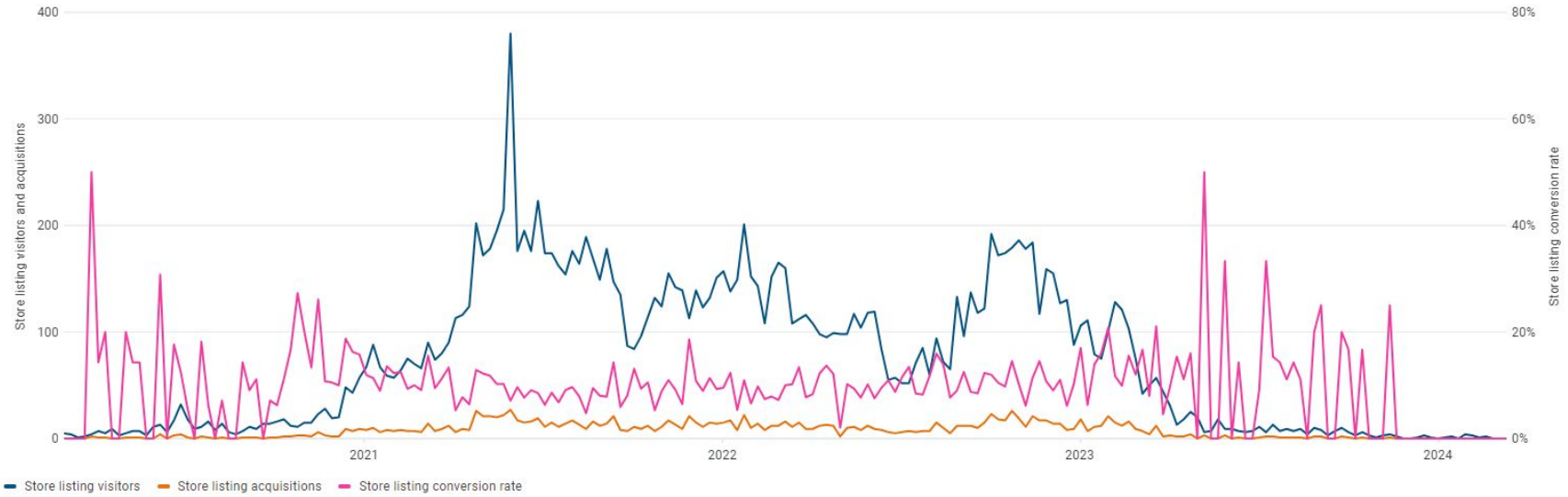
1,553 Downloads, 15K Visitors, 10% Conversion Rate

Store listing performance

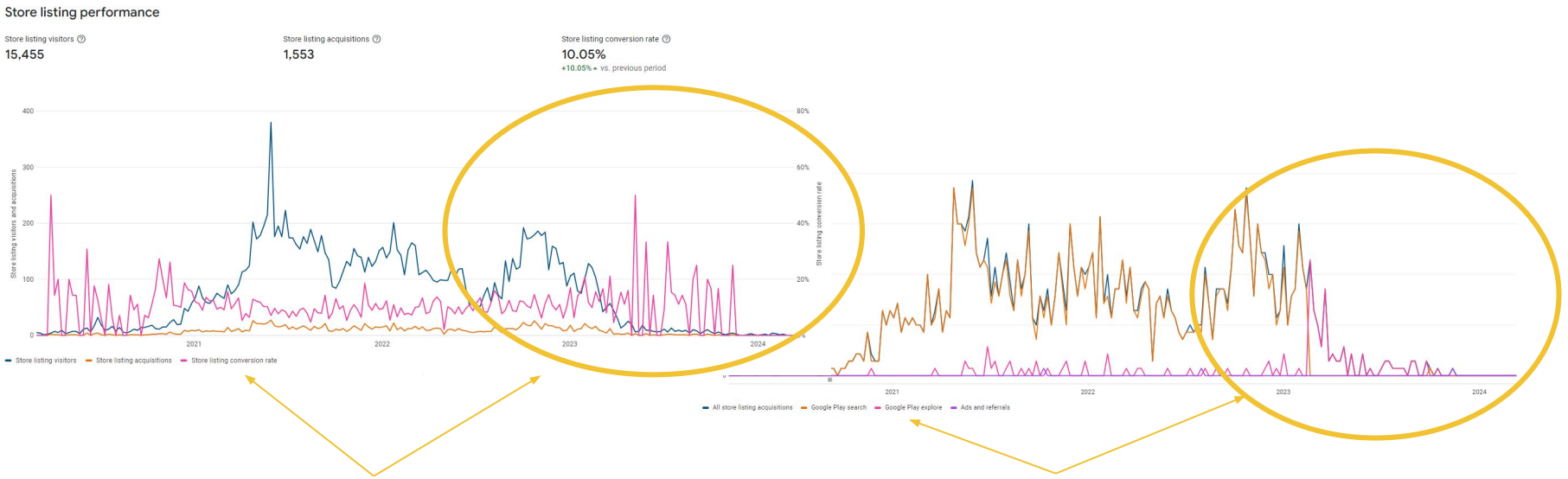
Store listing visitors
15,455

Store listing acquisitions
1,553

Store listing conversion rate
10.05%
+10.05% vs. previous period



Google Explorer Offered Highest Conversion Rates



Conversion Rates (Pink)

Acquisitions from Google Play Explore (Pink)

(See next slide for a detailed explanation of these graphs)

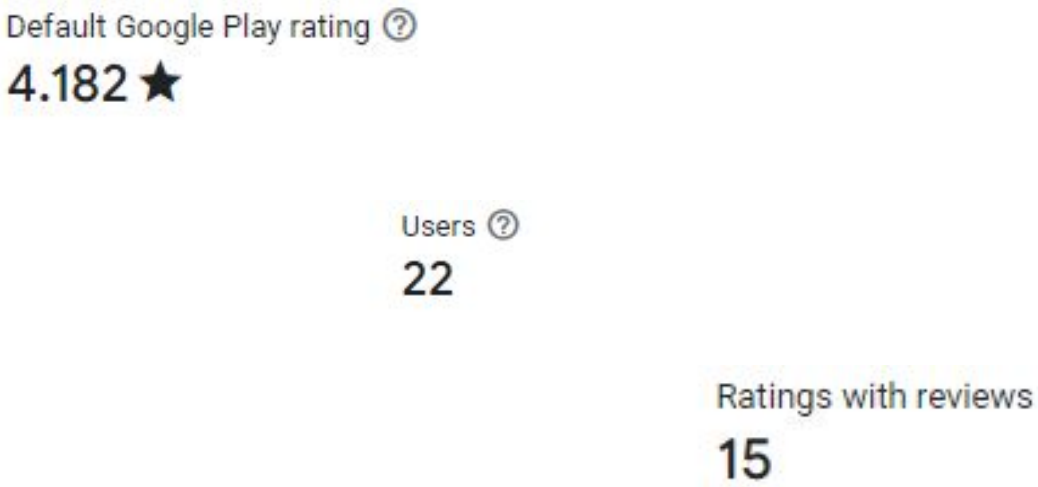
Previous Slide Explanation

1. In 2023, after Orderly was flagged for needed to be updated, Google removed Orderly from search, and acquisitions from search dropped to zero.
2. During this time acquisitions from Google Explore spiked, and so did the conversion rate.
3. Since Google Explore acquisition conversion rates were isolated from all other acquisition source conversion rates…
4. **We can conclude that listing visitors from the Google Explorer page are more likely to convert than visitors from search.**

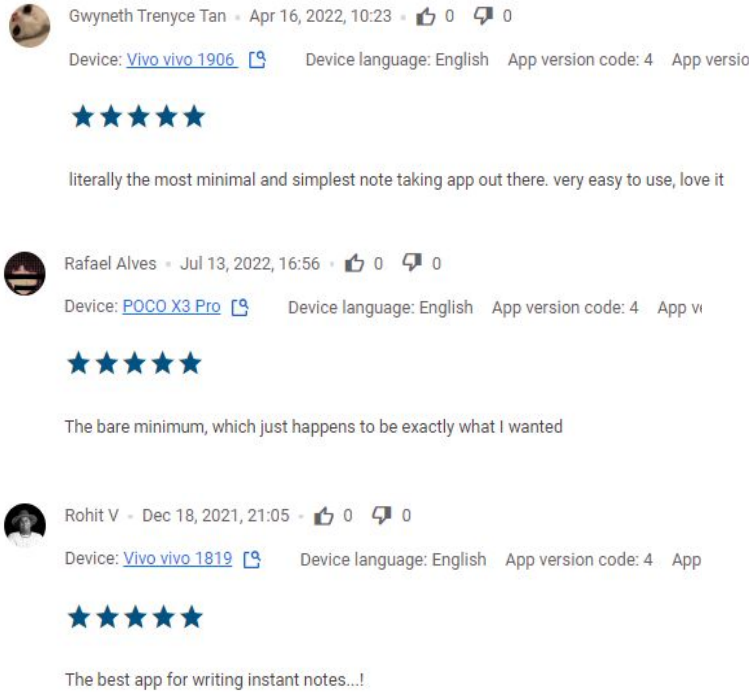
153 Return Users Downloaded Orderly

App install state	Store listing visitors	Store listing acquisitions	Store listing conversion rate
Selected app install states			
All app install states	15,455	1,553	10.05%
vs. previous period	-	-	-
Other app install states			
New users	14,915	1,400	9.39%
vs. previous period	-	-	-
Returning users	540	153	28.33%
vs. previous period	-	-	-

22 User Ratings, 15 Reviews



Positive Reviews



Gwyneth Trenyce Tan • Apr 16, 2022, 10:23 • 0 0

Device: Vivo vivo 1906 Device language: English App version code: 4 App versio

★★★★★

literally the most minimal and simplest note taking app out there. very easy to use, love it

Rafael Alves • Jul 13, 2022, 16:56 • 0 0

Device: POCO X3 Pro Device language: English App version code: 4 App v

★★★★★

The bare minimum, which just happens to be exactly what I wanted

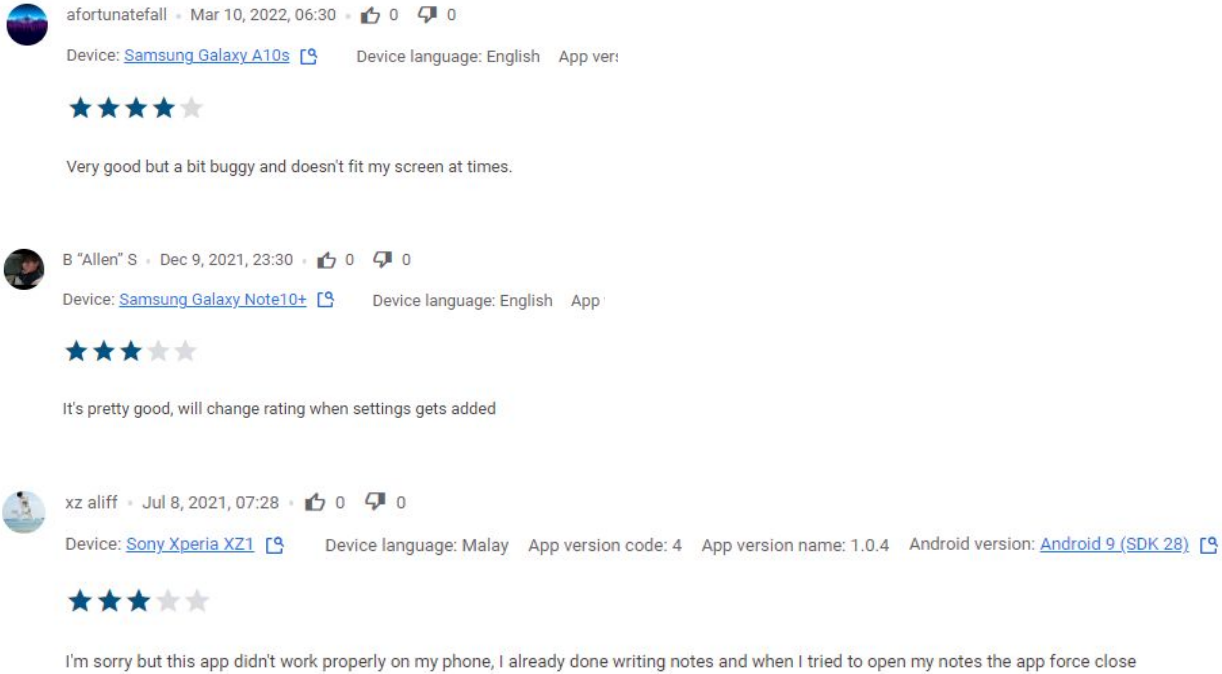
Rohit V • Dec 18, 2021, 21:05 • 0 0

Device: Vivo vivo 1819 Device language: English App version code: 4 App

★★★★★

The best app for writing instant notes...!

So-So Reviews



afortunatefall • Mar 10, 2022, 06:30 • 0 0

Device: Samsung Galaxy A10s Device language: English App ver

Very good but a bit buggy and doesn't fit my screen at times.

B "Allen" S • Dec 9, 2021, 23:30 • 0 0

Device: Samsung Galaxy Note10+ Device language: English App

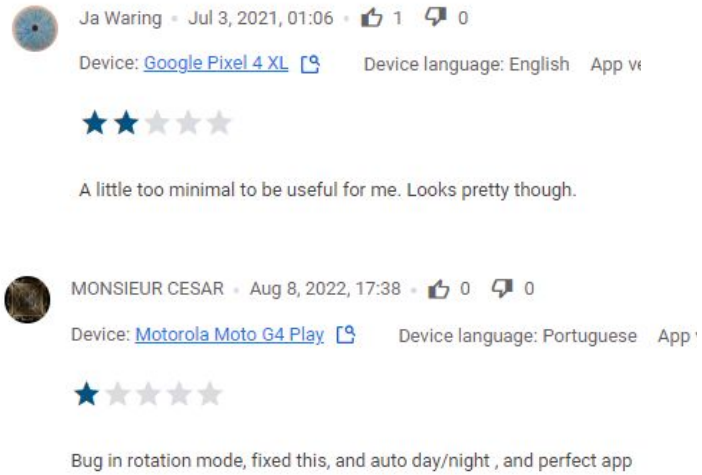
It's pretty good, will change rating when settings gets added

xz aliff • Jul 8, 2021, 07:28 • 0 0

Device: Sony Xperia XZ1 Device language: Malay App version code: 4 App version name: 1.0.4 Android version: Android 9 (SDK 28)

I'm sorry but this app didn't work properly on my phone, I already done writing notes and when I tried to open my notes the app force close

Most Negative Reviews



Ja Waring • Jul 3, 2021, 01:06 • 1 0

Device: Google Pixel 4 XL Device language: English App v

★★☆☆☆

A little too minimal to be useful for me. Looks pretty though.

MONSIEUR CESAR • Aug 8, 2022, 17:38 • 0 0

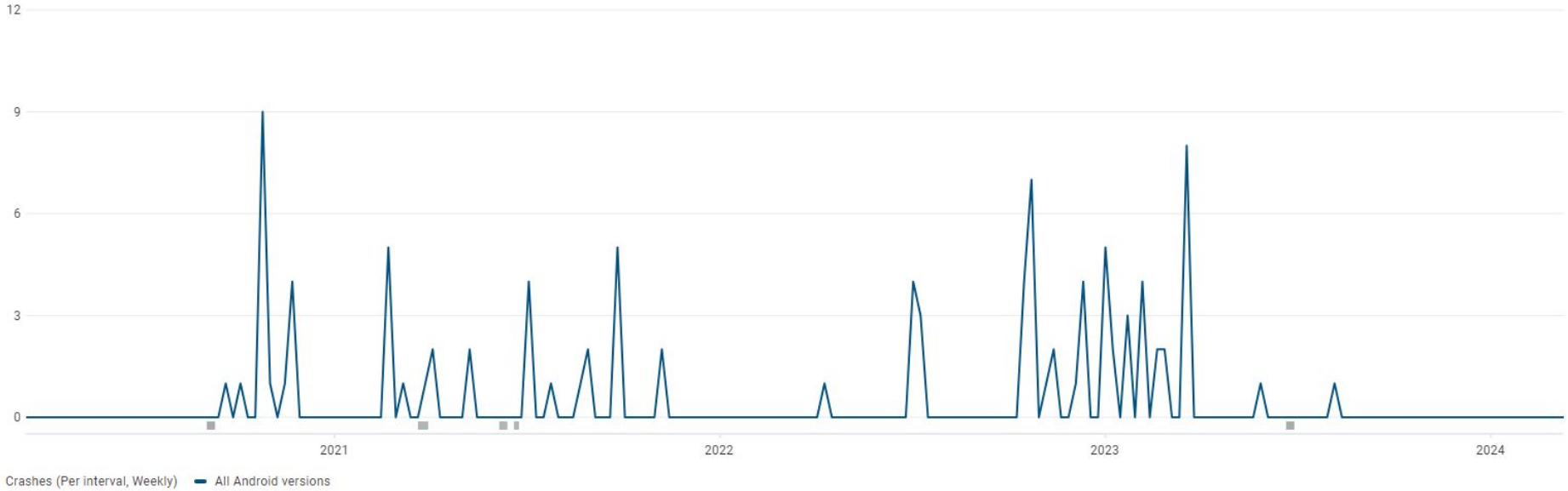
Device: Motorola Moto G4 Play Device language: Portuguese App

★☆☆☆☆

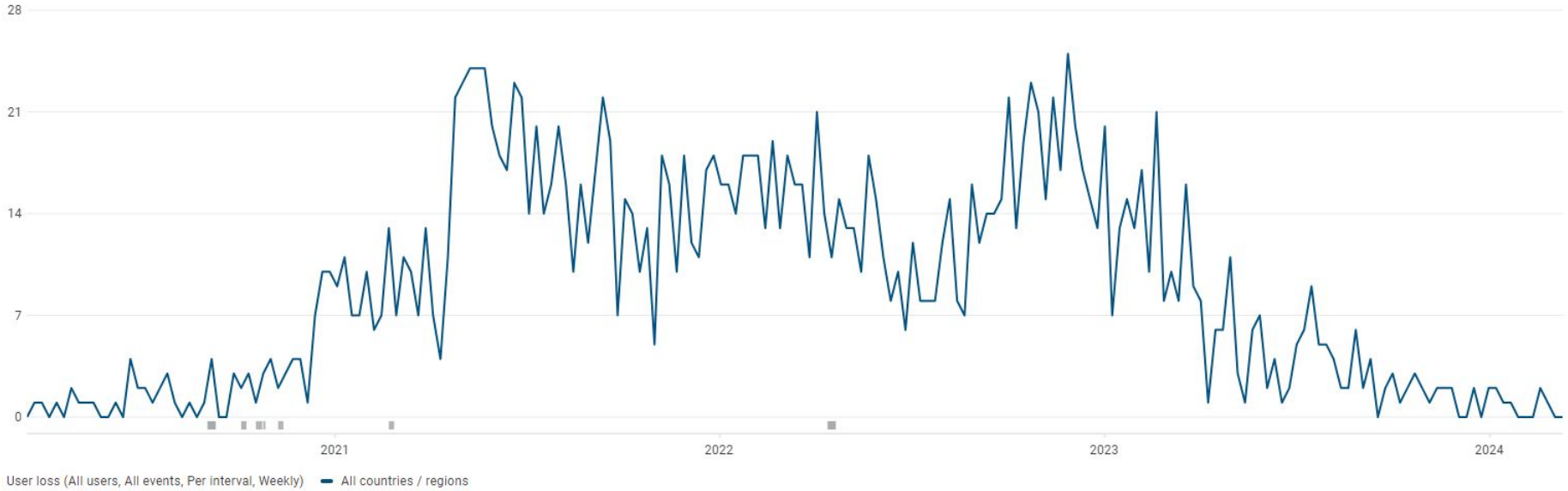
Bug in rotation mode, fixed this, and auto day/night , and perfect app

Crashes Per Week

13

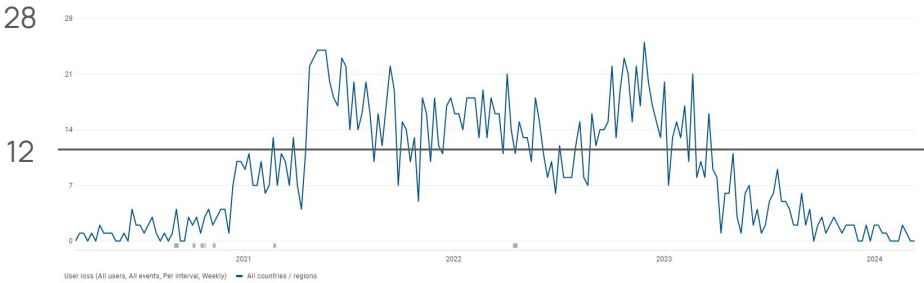


Users Lost Per Week



App Crashes Not The Primary Cause of User Loss

Users Lost Per Week



Graph Y-Axis Maximum = 28/week

App Crashes Per Week

Graph Y-Axis Maximum = 12/week

Far more users left each week than there were app crashes, thus, **app functionality and user experience are more likely the cause of user loss.**

Orderly Removed From Google Play Store in 2024

Important

App removed

Orderly - Minimal... Feb 22, 2024 21:40

Your app has been removed from Google Play for not adhering to the Google Play Developer Program Policies. New users can't find and install your app, and existing users won't receive updates.

Go to Policy status Learn more Archive

Update your target API level by August 31, 2023 to ensure that your app is available to new users

Orderly - Minimal... Aug 18, 2023 03:41

We've detected that your app is targeting an old version of Android. To provide users with a safe and secure experience, Google Play requires all apps to meet target API level requirements.

From August 31, 2023, if your target API level is not within 2 years of the latest Android release, your app will not be available to new users running Android versions higher than your app's target API level.

To ensure that your app is available to new users, update your app to target Android 12 (API level 31).

View details Archive

Conclusion

1. Orderly fulfilled the need for a more aesthetically pleasing notes app for Android users globally.
2. Orderly likely didn't retain very many users across its lifetime, not because of app crashes, but perhaps due to unmeasured poor user experience.
3. My goal was to make a notes app I actually liked, and 1500 other people happened to try it for themselves.

Orderly was not incredibly successful, but I built this app for myself, so **any user acquisition from my perspective is both fascinating, and to me, a win.**

Sources

All data, screenshots, reviews, and graphs were sourced directly from Orderly's Google Play Console Statistics page:

"Orderly App Statistics." Google Play Console, Google, 12 Mar. 2024, https://play.google.com/console

*All conclusions are based on this data and are by the **author** of this deck, **Elliot Anderson***