AppbotX Case Study — 7 Minute Workout

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In true spirit of dogfooding I wanted to show how AppbotX worked in one of my own apps and share the results with you.

7 Minute Workout is an app that has always received pretty good ratings, but there is always the problem of getting reviews back up after releasing a new version. I generally receive 1–2 reviews a day.

The app also generates on average 2 support requests a day, usually along the same lines, "how many calories will I burn?", "how do I restore in-app purchases?".

The Implementation

I dropped FAQs and feedback into the app with one line of code. I didn't actually add the FAQs until the update had been approved by Apple, one of the great benefits of adding them remotely in the AppbotX web admin.

```
[ABSFAQsViewController showFromController:self];
```

Next I dropped in the ability to send notifications.

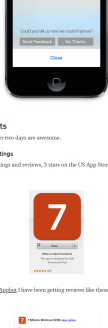
```
- (void)viewDidLoad {
    [super viewDidLoad];

    ...

    [ABSNotificationView fetchAndShowInController:self
backgroundColor:[UIColor whiteColor] textColor:[UIColor blackColor]
buttonColor:[UIColor whiteColor]dayWithBreak:1 completion:nil];
}
```

And the inline review prompts, I attached this to a positive moment in the app, when they complete a workout.

If they like the app I ask them to review it.



Otherwise I ask for feedback.

The Results

The results after two days are awesome.

Reviews & Ratings

A big lift on ratings and reviews, 5 stars on the US App Store with 30 ratings in two days.

Tracking with Appbot I have been getting reviews like these appearing in my inbox.

Support

With the FAQs now in place I haven't received one single support request, but I have received a bunch of really useful feedback.

Here are some examples taken directly from the AppbotX console.

10 iOS 11.1.1 iPhone 6 2.2.0	Like workout very much. Would be hurt to have option for 45 or 60 second stations rather than just 30. Also might throw in a different station now and then.
2018/01/01 No 2018/01/01 en	More ab exercisers and Skip the last 2 (Side planks and vacuum sessions)
1,612,032 en Unknown en_US	I love this app BUT I figured that the workouts would rotate and change with each new week, non remain the same. I hope it will be an adjustment coming soon. That's my only knock at it. Also, I'd like to see the option to change the order of the 12 work-out/ rest duty. Hope in order to swap the body from and always switching he last.
1.75 GB 2018/01/01 No	Include the ability to track 2 or more workouts at different times of the day.

7 Minute workout supports the features they are suggesting. Now I have a clear picture what to work on next: ensuring those features are more obvious.

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