

# Radish Fiction Discovers Key Insights on User Reading Habits through Thinker Interviews

## Radish

### Research Needs

Radish wanted to understand their users' reading habits, in order to figure out ways to attract new audiences and retain existing ones.

### Key Insights

Using methinks, Radish was able to gain key insights on improving user onboarding, content discovery, and brand loyalty.

### Impact

Radish saw a 10% increase in user engagement, 20% increase in monetization, and 2x retention for “Day 1” and “Day 3” users.

### About Radish Fiction

Radish Fiction is a mobile storytelling platform, specializing in mobile discovery and distribution of serialized content from authors all around the world. Literature fans discover and read stories on Radish mobile apps, sampling early chapters for free, and compensating writers via micropayments as readers progress through chapters of novels.

Radish's method of discovery lets readers explore and discover new genres, satisfy curiosities, advancing through novels via frequent updates, paying for content they find engrossing. Writers are consistently rolling out story additions in serialized releases, as they finish. Radish is focused on individual reader relationships — understanding what people want to read, understanding reader curiosities and desires to sample.

Ultimately, Radish Fiction’s mobile literature marketplace will understand and map the relationship between content and people. Replacing the ancient bookstore model, where wholesalers and retailers conspire with publishers to foist voluminous inventory through gated online platforms. Radish’s chief conceit, readers can now discover really high quality content better, faster — sampling author’s works, eliminating inefficient models of discovery, such as sales charts, critical “expert” reviews and “word of mouth”.

## About methinks

With nearly 400,000 pre-screened “Thinkers” primarily in the United States, customer insights are available on-demand using methinks mobile and desktop apps. methinks Thinkers are ready to provide valuable opinions and reactions to research stimulus, enabling rapid completion of surveys, UX testing, opinion polling, attitudinal studies, games and app beta testing, longitudinal and ethnographic studies, and so much more. methinks provides research subject filters to help researchers identify their target demographic, triggering instant responses from a pool of appropriate candidates sharing availability for interviews. methinks handles all of the administrative-intensive logistics of qualitative research, compressing time spent recruiting, scheduling, providing payments, editing video chat sessions, scripting, annotations, transcription and translation. What once took weeks and months, now takes minutes and hours. methinks helps internal researchers and agencies alike, promising to produce consumer insights 10x faster and 5x cheaper.

## The Challenge

Radish first started working with methinks in April, 2018. Initially, Radish was facing traditional product-customer fit challenges in connecting to the right audience, creating app loyalty and building brand.



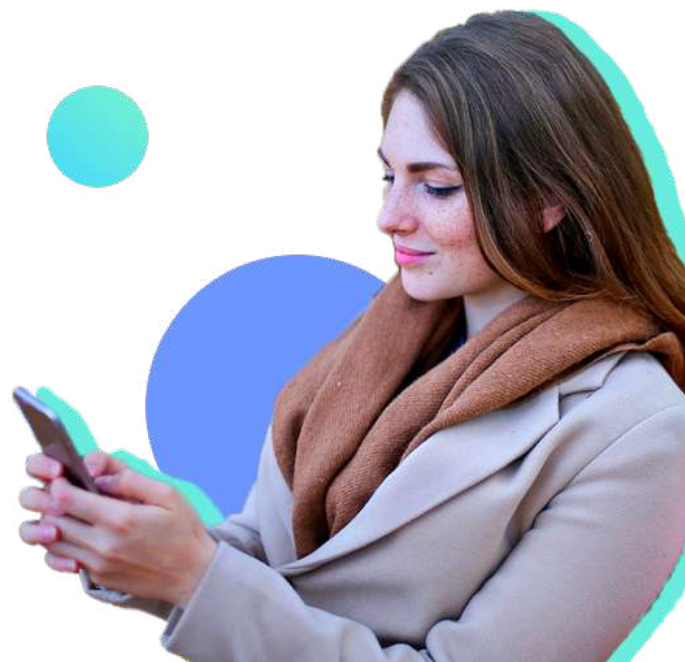
*“We started working with methinks when we were a small startup, and most of our development team were outside of our New York offices, comprised of expats and non-US employees. We were introduced to methinks via mutual business contacts, and they were really impressive ‘product’ people — they understood where we were developmentally, and they could see the initial challenge as early steps in solving for longer-term challenges,” said Kayla Kim, Product Manager.*

After initial methinks “Thinker” insights helped Radish discover significant onboarding enhancements, Radish worked with methinks again to help discover methods of retaining new readers and converting them to habitual Radish app users.

*“More recently, our work with methinks has been all about discovery of new content for new and retained readers. We want to help readers explore different genres by introducing recommended authors and content based on what they enjoyed reading previously. To build a really valuable business, we have to know our customers at a deeper level. We have to model and explore personas in order to engineer the serendipitous moments where a reader discovers new titles when they are receptive to starting another read — the fiction audience isn’t monolithic, readers don’t enjoy content in the same ways, they may find an author they really like, get half-way through a novel and start reading other works from that same author, even as they continue to progress through their first discovery from that author — knowing that, understanding how people read is critical to building a best-in-class content discovery engine and cultivating brand loyalty,” said Taylor Carlson, VP of Growth & Strategy.*

## **methinks in Action**

Radish’s internal Growth and Product teams lead in-depth interviews with 5-10 Thinkers when they need to validate changes or new app functionality. Similarly, Radish quickly checks user experience (UX) fixes requested by customers. With major app releases, Radish seeks early input from Thinkers to gain insights on even the most basic UX factors, such as nomenclature comprehension.



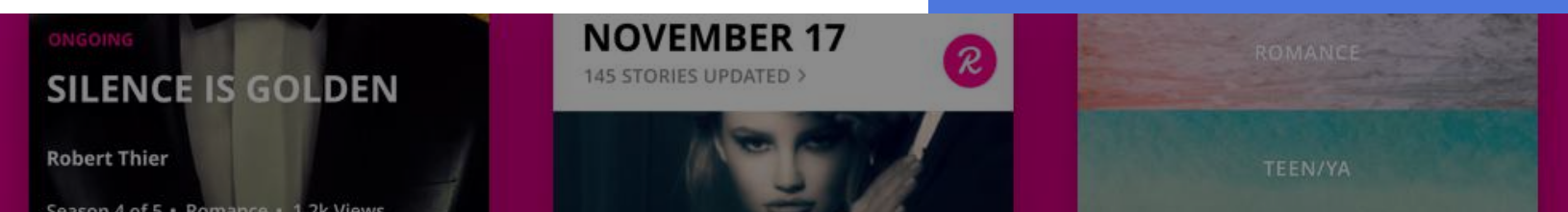
And, because Radish can create a “gig”, and then filter, schedule and complete a face-to-face video chat interview within an hour, securing customer insights via methinks no longer holds up product development and marketing planning. Like other methinks customers, Radish is never left thinking: *I wonder what our readers are going to think about this?*

*“When we first met methinks, we were ready to do qualitative research alone -- we were bootstrapping. However, we fell in love with the product in demo, met the company employees, and loved the self-service capabilities. Much like Radish apps, they were ready to let us sample the methinks capabilities, and they were confident that methinks would be easy enough to use without much coaxing or coaching. We found methinks to be efficient and the output informative, because being a part of the interview, you learn so much. They handle logistics, so the little time I have is focused on participating, and asking followup questions in real-time, rather than getting distracted with interview administrative processes, like remembering a script, or when or where to turn on record, save or transcription,”* said Kayla Kim, Product Manager.

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**Kayla Kim**

Product Manager  
@ Radish Fiction





## Research Impact

*“I know this is unoriginal, but we love methinks summaries,” said Taylor Carlson, VP of Growth & Strategy, echoing a sentiment popular amongst methinks customers. “Beyond that, the top three things that we’ve gained from using methinks is better understanding of customer experience issues, reader engagement with content and the relationship between content discovery and retention. Building on those insights, we’ve learned so much about content marketing assets — what triggers desired app actions. Knowing what we know now... we feel confident in our marketing spend, we can communicate exactly why authors should trust us with their precious works.”*

Radish has grown significantly, receiving funding from best-selling authors, such as Amy Tan, and top-tier Silicon Valley Venture firms, such as GreyLock Capital. Radish’s research needs have grown as well, and methinks has continued to help Radish, expanding from platform utility to consultative work more typical of methinks enterprise customers media and software. Together, methinks and Radish have tackled:

- Story discovery theories
- In-app search efficiencies
- First-time User Experience enhancements
- Engagement and retention mechanics

Related, Radish reports onboarding was improved in 5 sequential releases based on learnings from methinks Thinker interviews. Reader engagement increased 10% and monetization leapt 20%. And, through another series of Thinker sessions, retention doubled for “Day 1” and “Day 3” users, which is critical to both revenue and customer acquisition costs.





But, methinks can help businesses find non-binary answers too. For Kayla, methinks helped her learn the possible answers to an important question, *“Do people really struggle to find the first thing they read in Radish?”* Starting with that question, Radish reports gaining key insights about customer attitudes and motivations.

When asked to summarize the working relationship with methinks, Kayla Kim said, *“I was very happy with methinks researchers. They’re smart and feel experienced. I can just explain my challenges, and methinks gives great recommendations on how to structure research projects that achieve my goals, quickly. The second time we ran a project, we didn’t use methinks to create summaries, but we asked them to create notes that we could rollout to our entire team. The notes were amazing — we could watch video highlights and review notes, gleaning the key points even more quickly. That got us all closer to Radish readers.”*

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**Kayla Kim**  
Product Manager  
@ Radish Fiction

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#### About methinks

methinks is a leading qualitative research marketplace. Leveraging a mobile-first platform that connects researchers with verified consumers and experts via a mobile app, you can get immediate insights 10x faster, 5x cheaper. Don't believe us? Put us to the test.

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