Subject: Re: "competition" solving similar PR problems...
Posted by fudadmin on Wed, 09 Aug 2006 18:43:48 GMT
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Some more stats for comparison U++ vs vcf:
Quote:

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...............................U++..............vcf
=====================================
downloads_before.......1341..................378
forums_start........17 November 2005.....1-August 2003
downloads_after.......5220..................614
downloads_peak........5,220 (forums_start) 8,255 (Jun 2002)
downloads_lastmonth...2,562.................845
forum_members_now......180...................230
have_articles..............no...................yes
```

Some conclusions:
vcf (downloads) declined despite forums and articles.
forums made positive impact ~5times for U++, while ~2times
for vcf.
vcf articles had "short lived" small impact and didn't help to restore downloads peak.
if you don't have quality of your product and community attractivness you will lose users to
competitors fast and gain from articles will be "short lived" ...
P.S this doesn't mean that I'm against articles. I just say that if a product (including community as
a product) is rubbish, users vote with their feet (just leaving). Or you have a lot of "download
passengers" but not users. My opinion is quality. It's better to have less downloaders but to make
everyone (ok 80%...) a "resident long-time quality user". I suggest to concentrate on creating
"attractive quality community services" to be beneficial (or profitable) for its "quality residents"...