



Designing A/B Tests for Growth

Zoom Mobile App

Juliette Lee | ENES 660 | November 2025

Empowering the mobile workforce through data-driven experimentation.

Real Stories: The Mobile Feature Gap Hindering Productivity

Meet the people impacted by limited mobile functionality in Zoom. Their experiences highlight the need for a seamless mobile-desktop parity.

Product Overview & Opportunity

- Zoom's Massive Reach**
A critical global communication platform, projected to reach **300 million daily active users** by 2025.
- Mobile Feature Disparity**
Mobile hosts lack key desktop functionalities (e.g., advanced polls, local recording), leading to an inconsistent user experience.
- Impact on User Experience**
This functional gap creates user friction, discourages on-the-go meeting hosting, and reduces productivity for mobile-first users.
- Significant Mobile Adoption**
40% of all Zoom sessions are mobile, highlighting a substantial opportunity to enhance feature parity.
- The Opportunity**
Comprehensive mobile feature parity will empower users, driving increased engagement and satisfaction.

Traveling Sales Manager

"On the road, I need to host quick sales calls from my phone. I can't launch a poll or record client testimonials. It's frustrating to tell clients 'I'll do that from my laptop later,' when the moment is now."

Remote Team Lead

"Leading stand-ups from my tablet would be ideal. But without desktop-level whiteboard features or managing breakout rooms, collaboration feels clunky and less inclusive. My team loses dynamic engagement."

Field Consultant

"At client sites, I present documents or live demos from my phone. Mobile sharing options are restrictive; I can't annotate on the fly to highlight key points. It makes me feel unprepared and less professional."

☐ Note: 40% mobile adoption figure is an assumption based on 2025 mobile app download ratios; Zoom does not publish official usage data.

Competitive Landscape

Mobile Feature Comparison

Platform	Mobile Polls (Host)	Local Recording	In-Meeting Analytics
Microsoft Teams	✓ Full	✗ Limited	✓ Full
Google Meet	✗ None	✗ None	✗ None
Zoom (Current)	Partial	✗ None	Partial

Sources: Microsoft Teams documentation, Google Meet feature comparison, Zoom support docs (November 2025)

❏ Insight: Zoom offers strong **platform stability and user reach** but lags in **mobile host feature depth**, highlighting clear whitespace for Zoom to differentiate via enhanced mobile hosting tools.

Key competitors in the mobile meeting platform space:

Strategic Goal



North Star Metric (Combined)

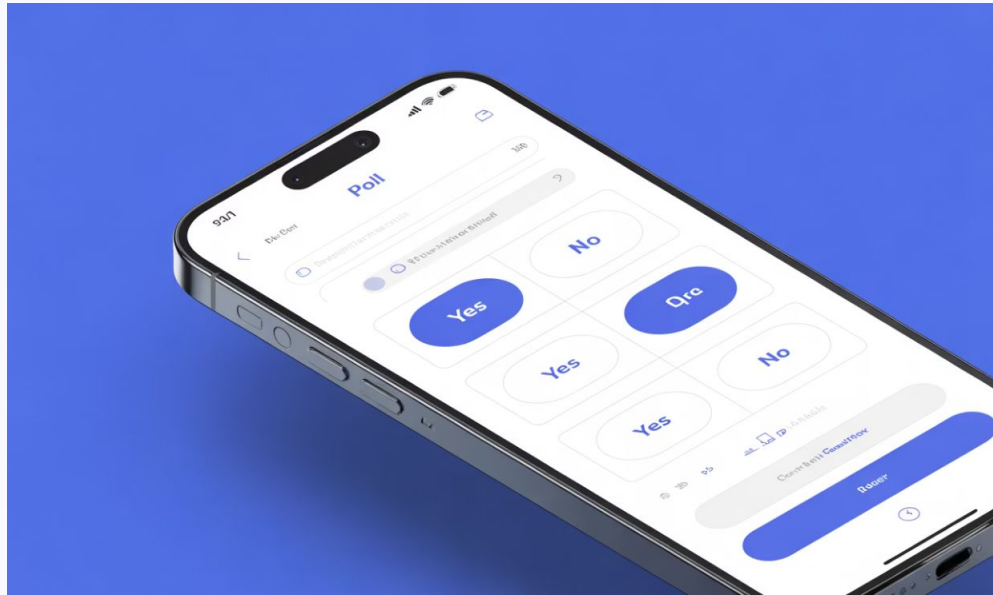
Achieve **20% lift in mobile polling** and **25% lift in local recording usage** with a **95% completion rate**.

Why It Matters:

- Enhance mobile professional productivity.
- Reduce desktop workflow dependency.
- Increase retention and premium conversions.



Mobile In-Meeting Polls



Hypothesis:

If mobile hosts can create polls in real time, meeting interaction and mobile hosting frequency will increase.

Control Group:

Mobile hosts can only participate in polls created on desktop.

Variant Group:

"Quick Poll" button enables mobile hosts to create Yes/No, Multiple Choice, and Rating Scale polls.

Key Feature: One-tap poll creation with real-time results display.

A/B Test 1 - Implementation Plan & Projections

Cohort Selection: 1% of total Zoom user base (~3M users), filtered to mobile hosts with paid accounts. This targeted approach ensures statistical significance while focusing on users who can immediately benefit from mobile polling features, minimizing risk of negative impact on irrelevant user segments.

Metric	Expected Quarterly Lift
User Activation (first-time use of new poll feature)	+15%
Meeting Engagement (poll participation)	+10%
Premium Conversion (free to paid)	+5%

Annual Revenue Projection: \$35M-45M (95% confidence interval)

Success Criteria

- Feature Adoption (repeat use within 30 days): ≥30% among target cohort
- Poll Participation: Increased participation & completion rates
- Premium Upgrades: ≥2% increase in conversion rate
- Overall Impact: ≥20% aggregate lift across primary metrics

Decision Framework

Positive Outcome: Expand to 30% of paid hosts, add custom poll templates, integrate with analytics dashboard

Negative Outcome: A/B test simplified UI (fewer options), survey non-adopters, test email reminders about feature availability

Next Steps & Challenges

MVP Phase

- Finalize template designs
- Refine UI/UX for one-tap actions
- Implement basic analytics

Implementation Roadmap

- Q1: Backend dev & API integration
- Q2: Frontend dev & internal testing
- Q3: A/B test launch & data analysis

Key Challenges

- Cross-platform compatibility (iOS & Android)
- Minimize mobile performance impact
- Effective user education & onboarding

Mobile Local Recording



Hypothesis:

*If mobile hosts can locally record, then **mobile-only hosting frequency** will increase, as it removes desktop dependency for recording.*

Control Group:

Mobile hosts use cloud recording (paid feature) or desktop for local recording.

Variant Group:

Local 'Record' button saves directly to device, with automatic quality optimization.

Key Feature: One-tap local recording with seamless device storage integration.

A/B Test 2 - Implementation Plan & Projections

Cohort Selection: 0.8% of total Zoom user base (~2.5M users), filtered to iOS mobile hosts. This conservative percentage balances statistical power with risk management, focusing on the iOS ecosystem for initial testing before Android expansion.

KPI	Expected Quarterly Lift
Local Recording Adoption	+40% lift
Mobile-only Host Growth	+25% lift
Recording Engagement	+20% lift

Revenue Projection (annual): **\$30M-40M (95% confidence interval)**

Success Criteria

- Local Recording Adoption Rate ≥35% (iOS cohort)
- Mobile-only Hosts Growth ≥ +20%
- Target completion rate ≥75% in initial cohort (test); scale to ≥95% after full rollout.
- Positive User Feedback (quality & ease of use)

Decision Framework

Positive Outcome: Expand to Android Q4, add cloud backup option, partner with Dropbox/Google Drive integration

Negative Outcome: Focus on cloud recording UX improvements, test "highlight clips" feature (30-second recordings) as alternative

Next Steps & Challenges

MVP Phase

- Develop core iOS recording functionality
- Integrate with device camera roll
- Implement basic quality presets

Implementation Roadmap

- Q1: Backend & API development
- Q2: iOS app development & QA
- Q3: A/B test launch & analysis

Key Challenges

- Efficient storage management
- Ensure consistent recording quality and playback across iOS devices.
- User education on recording options

Summary Impact

Initiative	KPI	Usage Lift	Annual Revenue Impact
Mobile Polls	Mobile-Hosted Meetings	+20%	\$35-45M
Mobile Recording	Mobile-Only Hosts	+25%	\$30-40M
Combined Potential	–	–	\$65M-85M projected (combined range)

Revenue figures represent 95% confidence intervals from detailed projections.

Note: Figures are pro forma estimates based on industry benchmarks.

Strategic Recommendations

- Prioritize Mobile Polls and finalize Q3 implementation to capture immediate impact.
- Develop Mobile Recording roadmap to grow mobile-only hosts.
- Leverage combined potential for substantial growth.

Next Steps

- Initiate user research for Mobile Recording improvements.
- Define KPIs and targets for both initiatives.

These initiatives future-proof Zoom's growth in a mobile-first workforce.

Data Sources & Validation

Claim	Verified?	Source
Zoom: 300M daily active users	✔ Confirmed	AffiliateBooster, SQ Magazine, Affinco
Mobile poll creation unavailable	✔ Confirmed	Zoom Support Docs (2025)
Mobile local recording unavailable	✔ Confirmed	Zoom Docs (KBoo62627)
40% mobile adoption rate	⚠ Assumed	Based on app download ratios, not official usage data
Revenue uplift estimates	⚠ Modeled	Internal projection (based on industry ARPU)

Key Takeaway: Feature limitations are validated; revenue and mobile adoption figures are estimates based on modeling/external ratios.

References (November 2025):

AffiliateBooster (2025) *Zoom Statistics*

SQ Magazine (2025) *Zoom vs Teams Stats*

Affinco (2025) *Zoom Revenue Overview*

SearchLogistics (2025) *Zoom User Data*

Notta.ai (2025) *Zoom Statistics*

6. Zoom Support Docs (2025): "Cloud & Local Recording," "Polling in Meetings"

UC Marketing (2025) *State of Zoom*

99 Firms (2025) *Zoom Engagement Research*

 AI Use Disclosure

Created with light AI assistance for structure and formatting. All analysis, data interpretation, and recommendations are my own.

Thank You

Driving growth through empathy, innovation, and data.

Juliette Lee | Zoom Mobile Growth Strategy | ENES 660