

[2025-03-10] Decide on MuseHub Downloading UX To Improve Audacity Download Rate

Status	NOT STARTED
Stakeholders	Martin Keary Khaled Said Julia Sazhina Roman Kislenok
Outcome	
Due date	17 Mar 2025
Owner	Martin Keary

Background

Now that we have enough comparative data and metrics from the MuseHub and Audacity website, we can see that there is a reduction in the number of overall downloads of Audacity, which started when the primary download button on audacityteam.org was switched over to download the MuseHub.

Before this, the user was able to simply install Audacity without needing the hub first. The most obvious explanation is that the MuseHub 'step' is introducing complexity, which makes some users uncertain how they can install the app.

Hypothesis

The significant drop in overall downloads (and low rate of conversion to installing Audacity in the Hub) is having a negative affect on our DAU. See below for details of both.

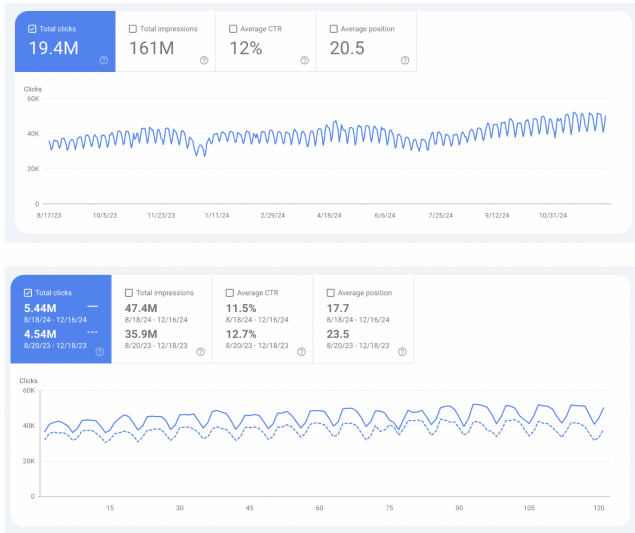
Traffic to the Audacity website

From discussions with [Oleg Kashtalyan](#) in late December, he confirmed that traffic to the Audacity website has been increasing. We will include some statistics here shortly for reference. However, it seems clear that our problem is not due to declining traffic.



[Oleg Kashtalyan](#) (112208 Karma)

I checked quickly and don't see any problems with SEO – trend is up and we are +32% YoY by clicks from Google



3 snapshots of different months (before / after the hub download button was introduced)

Full table - https://docs.google.com/spreadsheets/d/1JOyDC3IqAa4XwCGH76UI69BFOQR_p-1JEh4sC9vgEb4/edit?usp=sharing

Here are three different snapshots to illustrate the problem. Please note that the significant difference between **downloads** of the MuseHub and **first-time installs** of Audacity from within the MuseHub

(Note: the change was Introduced July 18th 2024)	2023	2024	
	July 2023	July 2024	
Downloads of Audacity (without Hub)	1,075,288	676,104	
Downloads of MuseHub	N/A	224,539	
Total downloads (not installs)	1,075,288	900,643	-16.24%
First time installs of Audacity from the Hub	N/A	148,076	65% of those who download the hub used it to install Audacity
Note: the change was introduced mi-July (18th)			

November 23/24	2023	2024	
	November 2023	November 2024	
Downloads of Audacity (without Hub)	1,201,825	470,193	
Downloads of MuseHub	62,597	560,837	
Total downloads (not installs)	1,264,422	1,031,130	-18.45%
First time installs of Audacity from the Hub	No data	398,980	71% of those who download the hub used it to install Audacity

January 24/25	2024	2025	% of installs in the hub
	January 2024	January 2025	
Downloads of Audacity (without Hub)	1,132,614	462,940	
Downloads of MuseHub	60,923	532,238	
Total downloads (not installs)	1,193,537	995,178	-16.62%
First time installs of Audacity from the Hub	No data	362,367	68% of those who download the hub used it to install Audacity

Impact on DAU

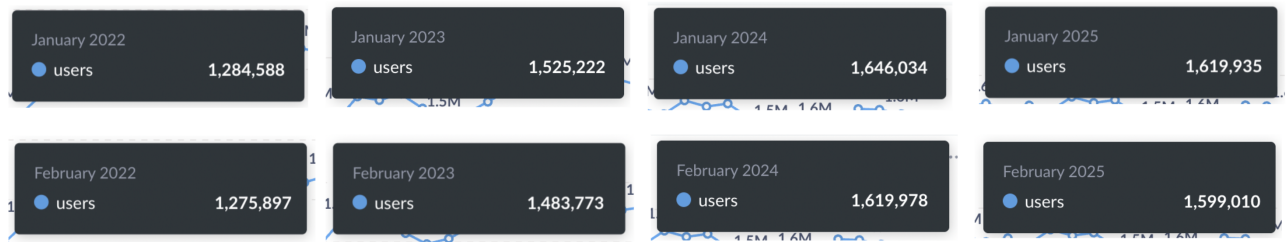
See [Metabase metrics](#)

We have also noticed a gradual reduction in the growth of our DAU from July 2024, when we introduced the Hub as the primary download method.

- DAU growth begins to slightly slow from the point where hub button was introduced in July.
- Now, we are seeing DAU in Jan/Feb slightly lower than the months before of approx -20K users. This is the first time growth has been negative
 - The drop in January is **-1.59% compared with the previous year, before the Hub download change was introduced**
 - In February it's **-1.28, compared with the previous year, before the Hub download change was introduced**

Before Hub button as main download method

With Hub button



Recommendations to be decided

OPTION A - forcing users to download the hub does not work. Return to our previous system on the download page

Given the very low conversion rate to purchases on the hub, it seems clear that there is very little value for Audacity users. However, the reduction in downloads and DAU is clearly costing us a very significant number of new users coming into the Muse ecosystem. This in turn is costing us potential new users who we can promote hub and audio.com offerings to from within Audacity.

- Our recommendation is to return the site to its previous incarnation, where downloading the hub and downloading Audacity are equally represented on the download page.

OPTION B - create a new version of the hub with a friendly name & prioritised Audacity installation process

- When the user presses the main download button on the site, they download something with a less confusing name (example: **Audacity installer hub**)
- When it first opens, it takes the user through a special process to download Audacity, rather than leaving them on the homepage, where they need to navigate to find Audacity

Action items

- ☒ Julia Sazhina review and leave comments 13 Mar 2025
- ☐ Roman Kislenok review and leave comments 13 Mar 2025
- ☐ Khaled Said review and leave comments 13 Mar 2025
- ☐ Martin Keary collate and update document accordingly with alternative options, if needed 17 Mar 2025
- ☐ Julia Sazhina make final decision 20 Mar 2025