Cheatography

High engagement digital products tricks Cheat Sheet
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Analytics and monitoring

- [ ] Define "high performance" cohorts and count users with high retention, high engagement
- [ ] Identify "AHA moments" by finding common behaviours shared by "high performance" cohorts
- [ ] Measure and minimize TTV (time to value : elapsed time between the first interaction and the value being offered)
- [ ] Create incentives to guide users toward those behaviours with in app tutorial, white papers, gamification, verbatims

Reward mechanism

- [ ] Keep a balanced effort/reward ratio when asking for personnal informations.
- [ ] Prefer 10 small effort & small reward to 1 big setup (ae.g. allow to skip and come back later)
- [ ] Create a path of overly simplified action that leads to repetitive reward experience (e.g. one click purchase on Amazon)
- [ ] Try random reward to one smallest effort interaction (e.g. scrolling through Meta feeds)
- [ ] Fuel the desire of exploration : app shows something different to the user each times he connects
- [ ] Let users know when the service perform a task perceived as "complicated" by displaying what happens ("labor effect")

Desire to complete

- [ ] Increase chances that user comes back later to complete by displaying incomplete gauges monitoring every key features of the product
- [ ] Create badges that are achievable yet ambitious on profile
- [ ] Help users complete high effort tasks by displaying completion progress and final goals when you require them to finish a setup

Social motivators : comparison and belonging

- [ ] Display ratings help users comfort their own choice and opinions
- [ ] Use testimonials or verbatims from expert and leaders help product perception
- [ ] Show faces whenenever it is relevant to bring emotion, identification and comparison
- [ ] Offer the opportunity to publicly highlight users success to create emulation
- [ ] Use points/scoring and let the user know how he compares to others
- [ ] Use a dedicated wording and storytelling that makes your user part of a tribe
- [ ] Let the user attach labels to his profile to allow both individualization and group identification

Scarcity and imminence

- [ ] Consider delivering reward after a small amount of time rather than immediately
- [ ] Make users come back with countdown timers
- [ ] Increase value perception by creating "unique in time" experience (value that may expire or disappear)

Building together, user investment

- [ ] Make user grow themselves by using the product means it won't be easy to quit
- [ ] Ask your engaged users to think about the feature they want, so that they are a "part of your journey"
- [ ] Let people personalize their own configuration so that they feel "at home".
- [ ] Do not let users quit (deletion or inactivity) before understanding their motivations.
- [ ] Remind with a clear display of how much the user has invested so far (minutes, value received, money saved, games played...)