

### 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 personal 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 whenever 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...)



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