

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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Not published yet.
Last updated 14th June, 2023.
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