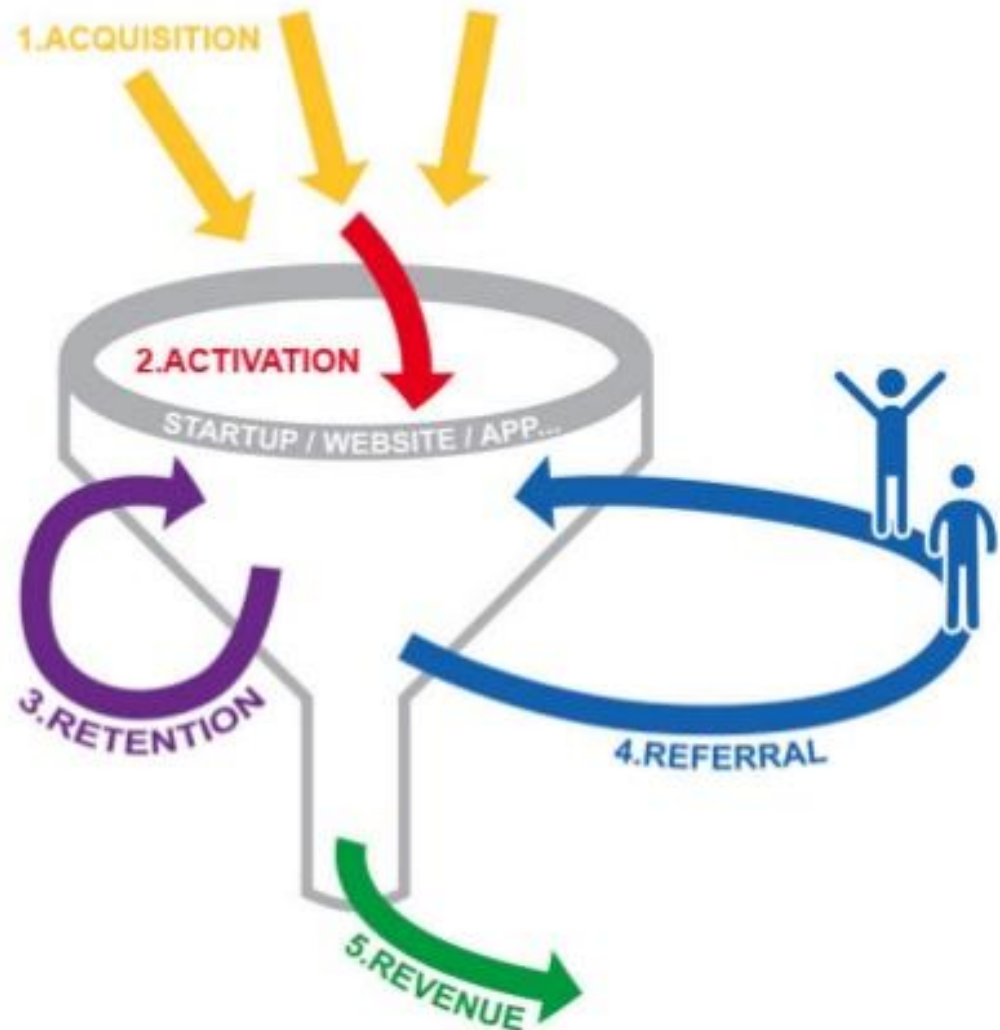


Design for Execution Part 2: Retention and Growth

Shan-Hung Wu
CS, NTHU

Product Launched... and Then?

- User funnel
 - Acquisition
 - Activation
 - **R**etention
 - **R**eferral
 - Revenue



Outline

- Design for retention
- Design for growth

Outline

- Design for retention
- Design for growth

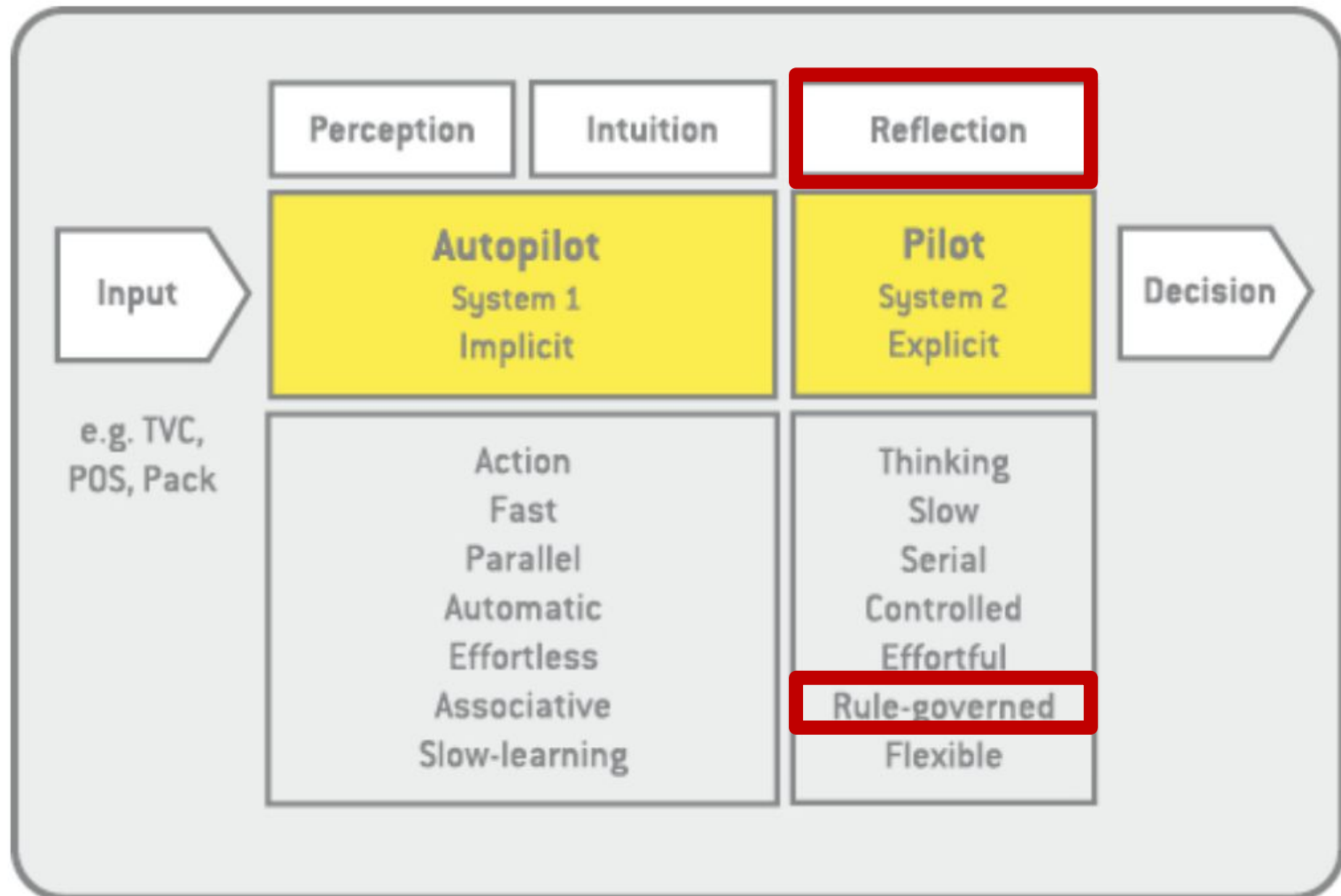
Why Are You Addicted to Facebook/Instagram/YouTube...?

- Information hunting
 - Mindless scrolling for “the next interesting thing”
- Evolution supported!
 - How primitive mans hunt?
 - Persistence hunting

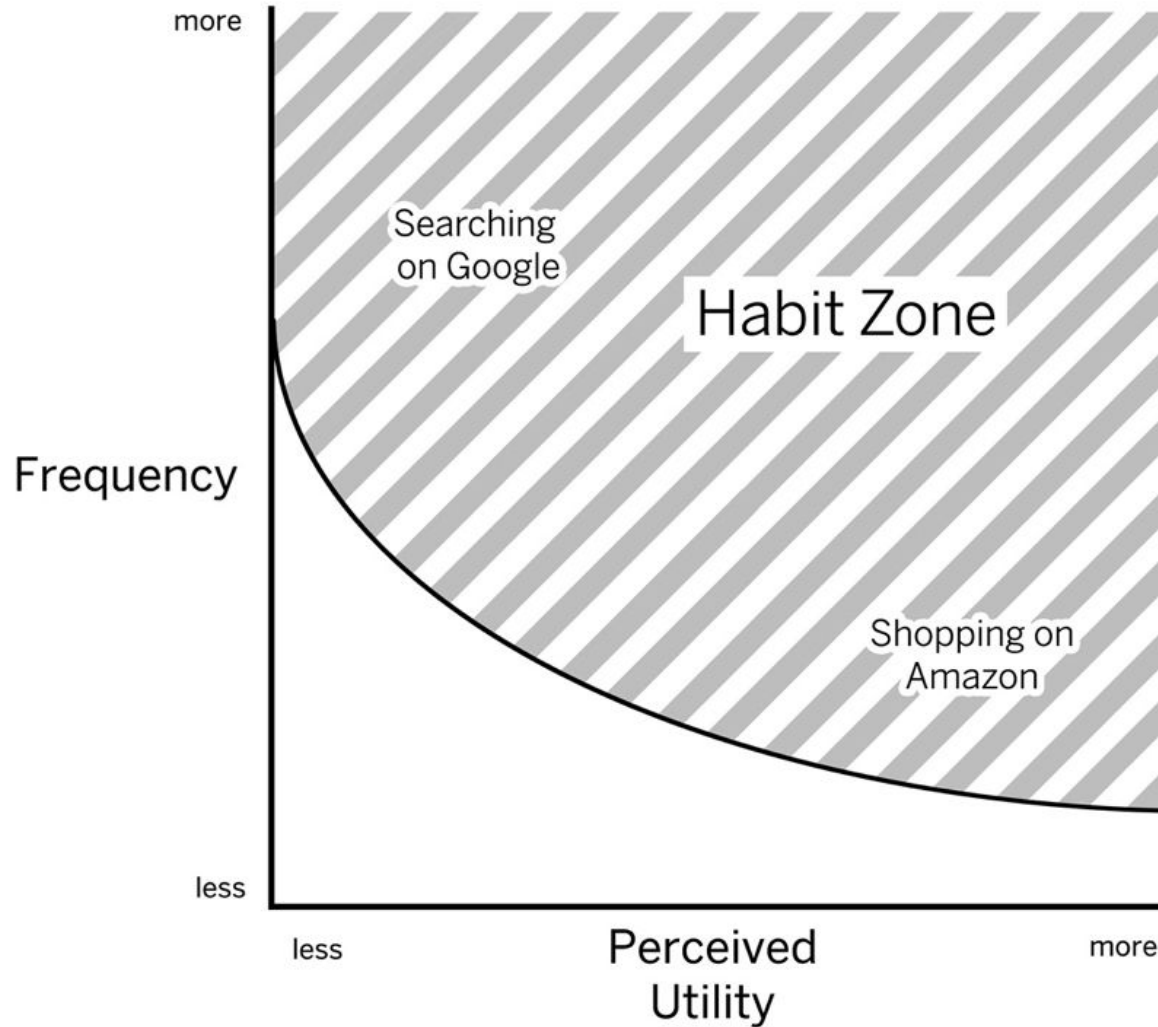


- But how exactly is the “addiction” is formed?

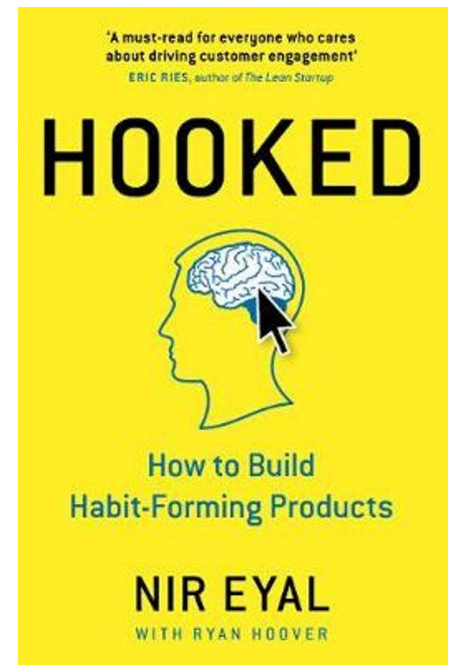
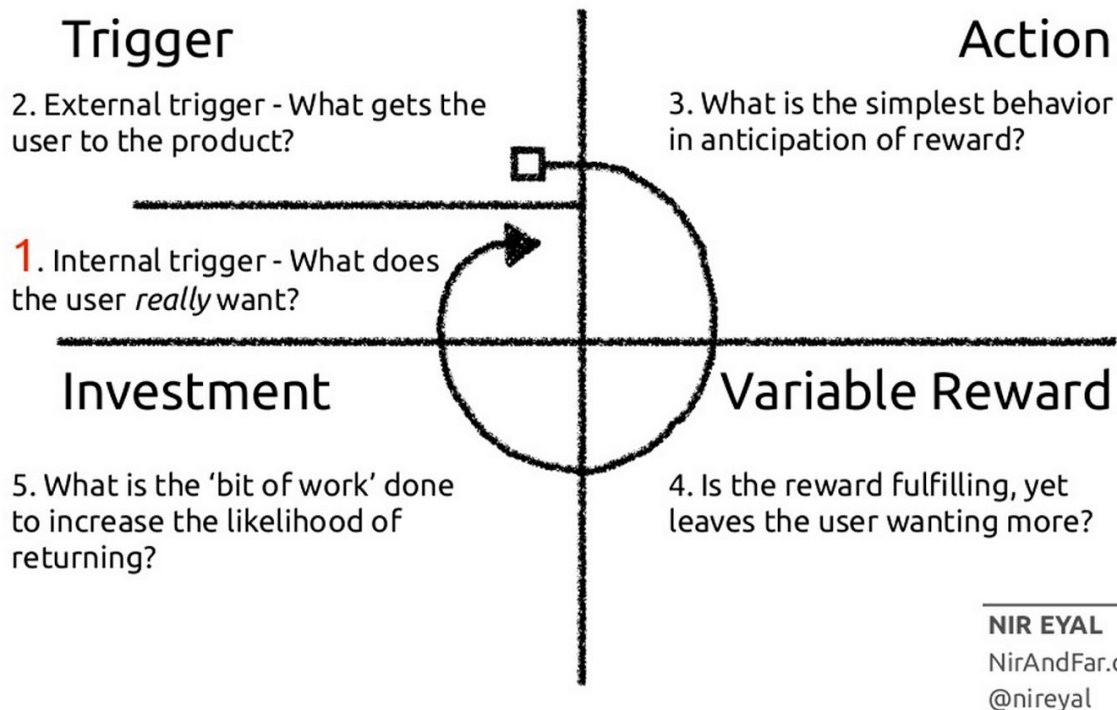
Thinking, Fast and Slow



Habit-forming Products



A Cycle for Habit Forming



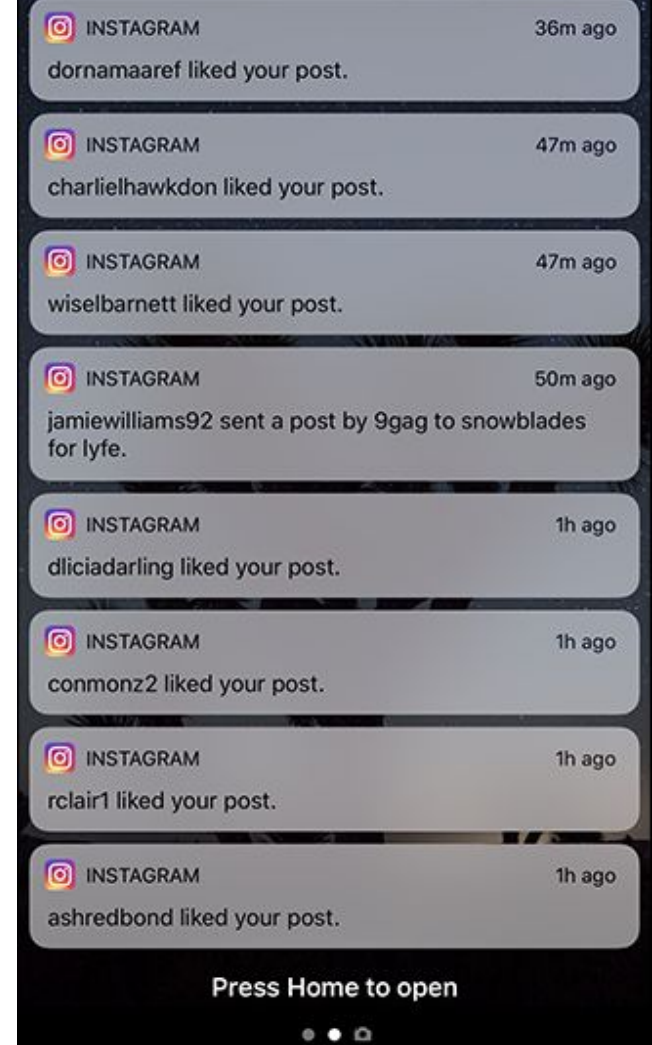
Triggers

- External vs. internal triggers
- Internal triggers:
- Google?
 - Security (certainty) + discipline (knowledge)
- Only exist for the *leading brand*



External Triggers

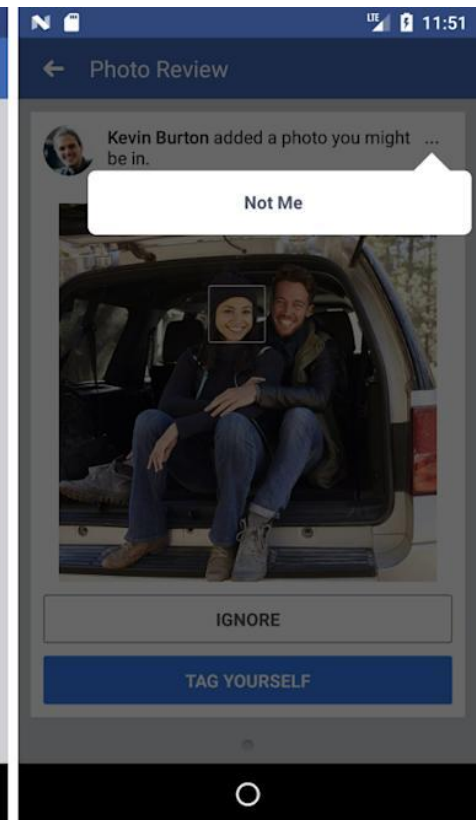
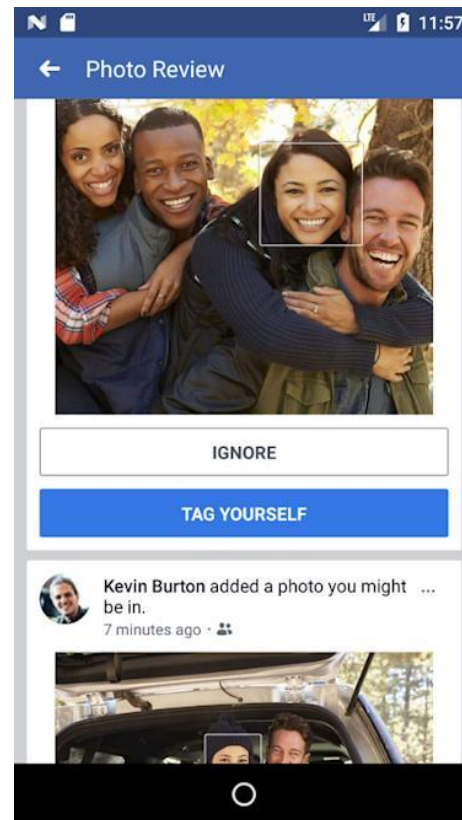
- Target: from life events to internal triggers



- What context?
- What's the right time (touchpoints)?

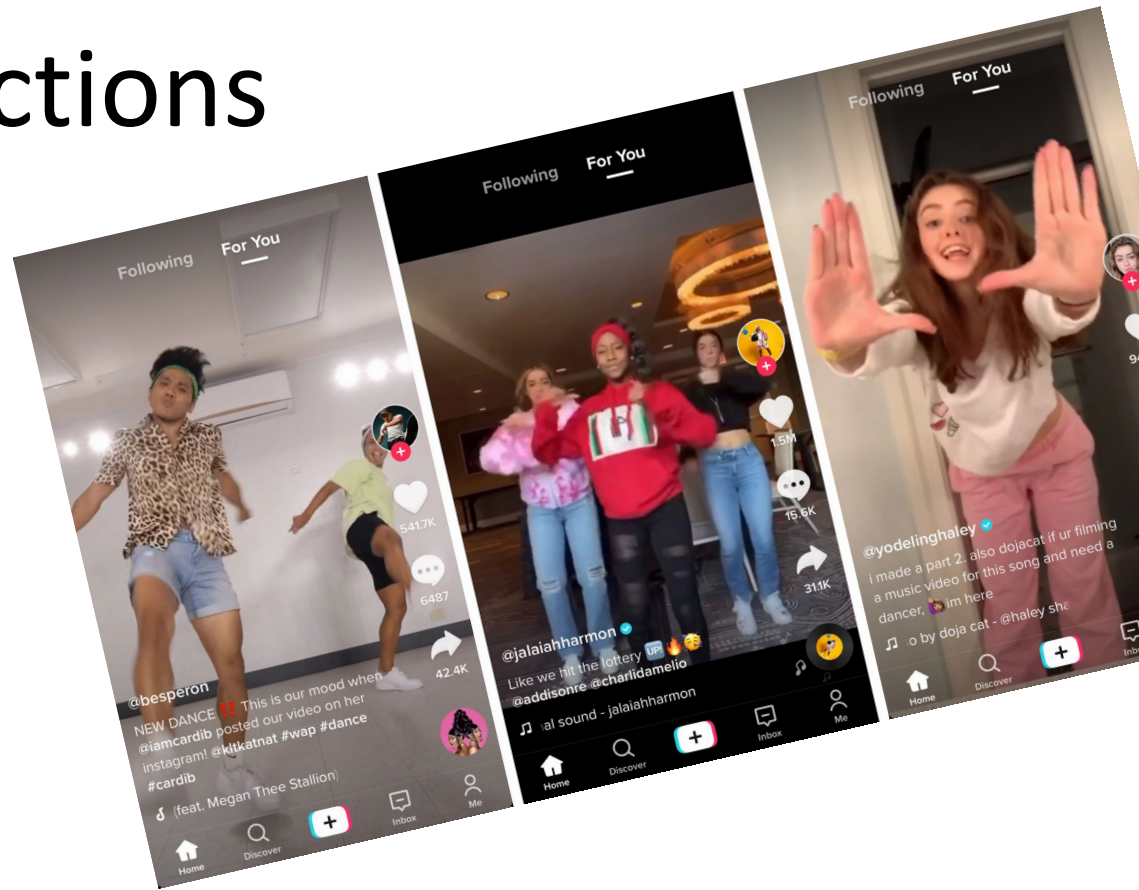
Actions

- Necessary conditions:
- Trigger (tangibility)
- Immediacy
- Certainty
 - Expected rewards vs.
 - Costs



Costs of Actions

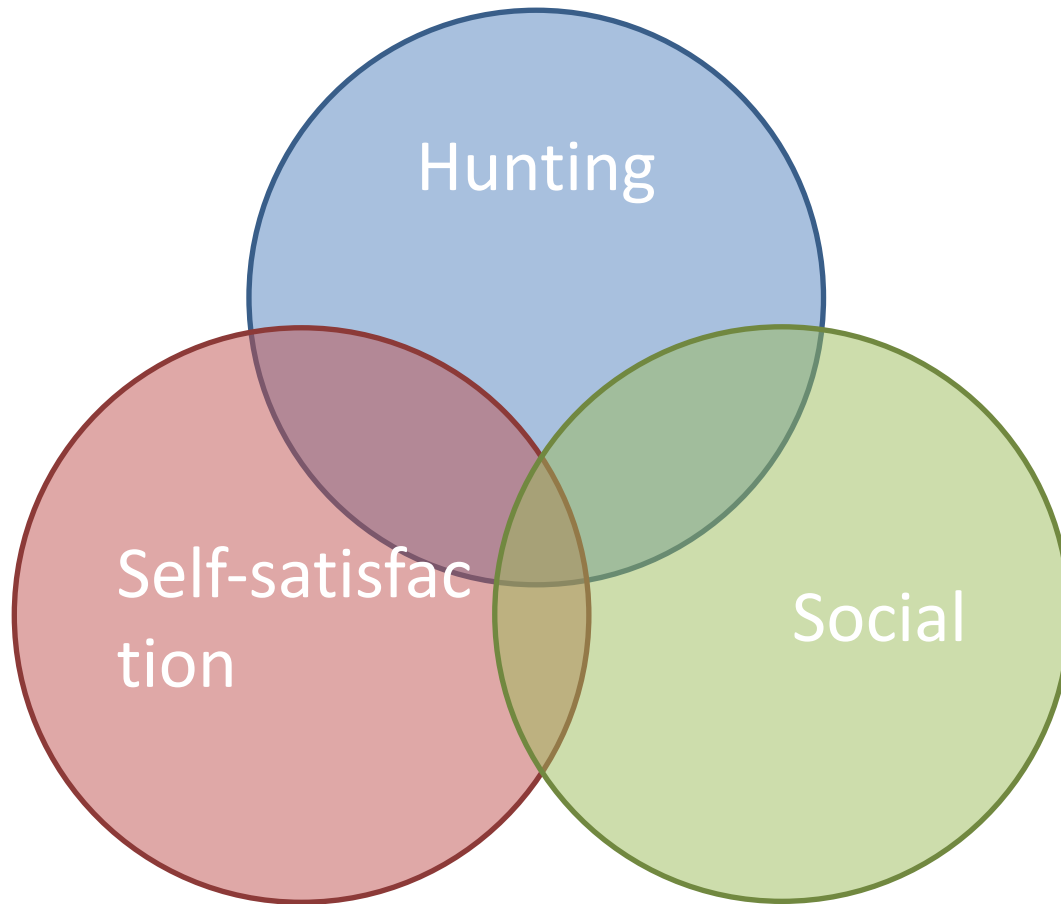
- Time
- Money
- Effort
- Brain power
- Deviation from social norm
- Breaking convention



Rewards

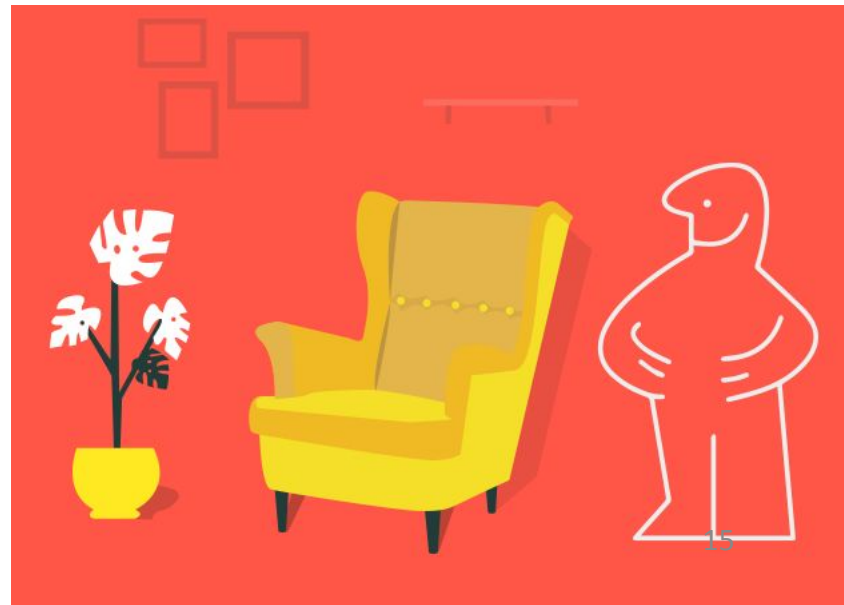
- Bio fact: dopamine are released (by nucleus accumbens) at the time people **want to** get rewards
- Rewards must align with user goals
 - So, dopamine can triggers actions in the next cycle
- Rewards must be **dynamic**
 - If you don't get it this time, you want it more
 - E.g., gambling

3 Types of Dynamic Rewards



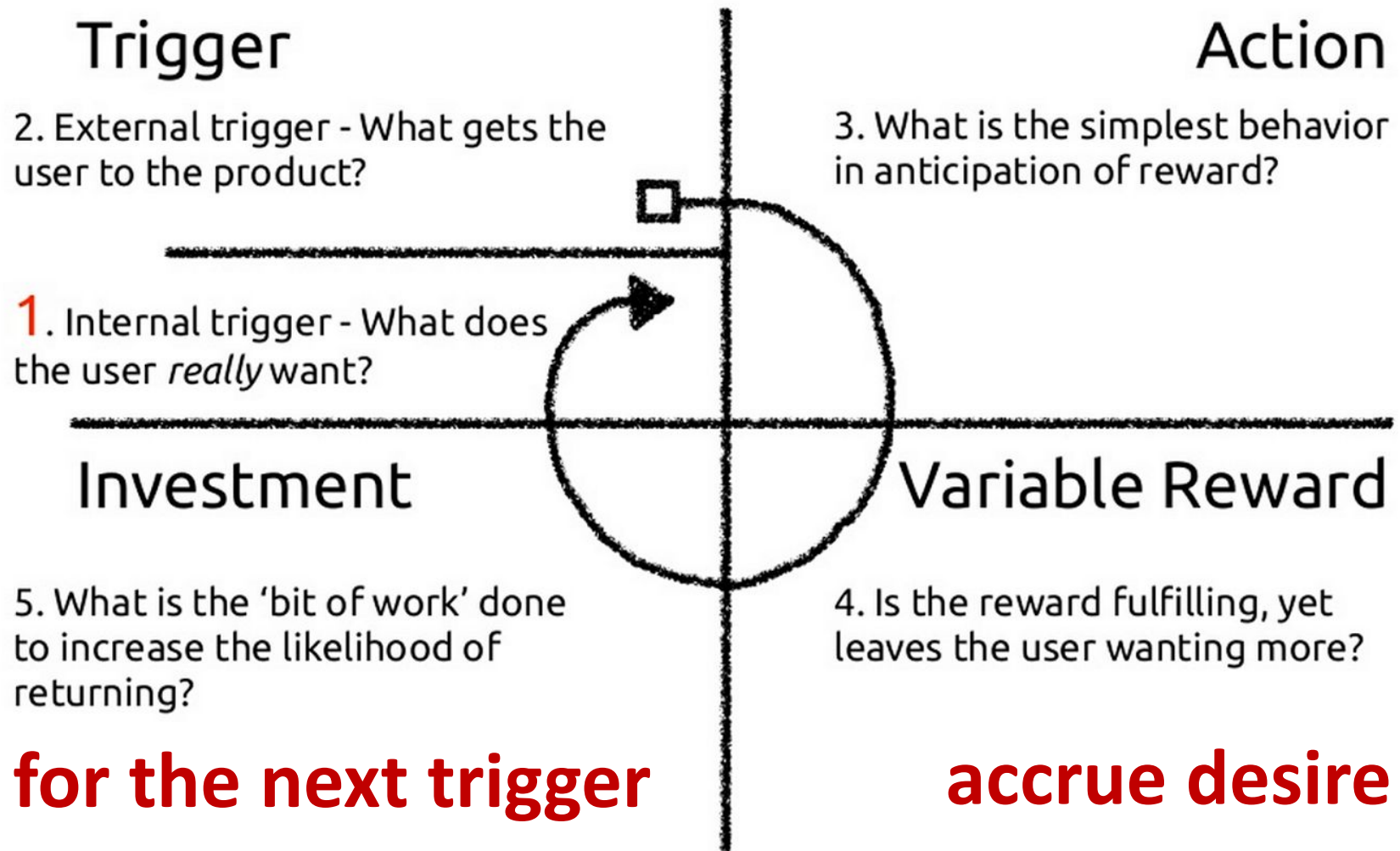
Input/Investment

- Goal 1: for the *next triggers*
 - Increase action frequency
- Goal 2: to make users like your product
 - The more people input, the more they like you
 - Commit and consistency
 - Rationalization
- Input *after* rewards
 - Reciprocation



at right time

of low cost

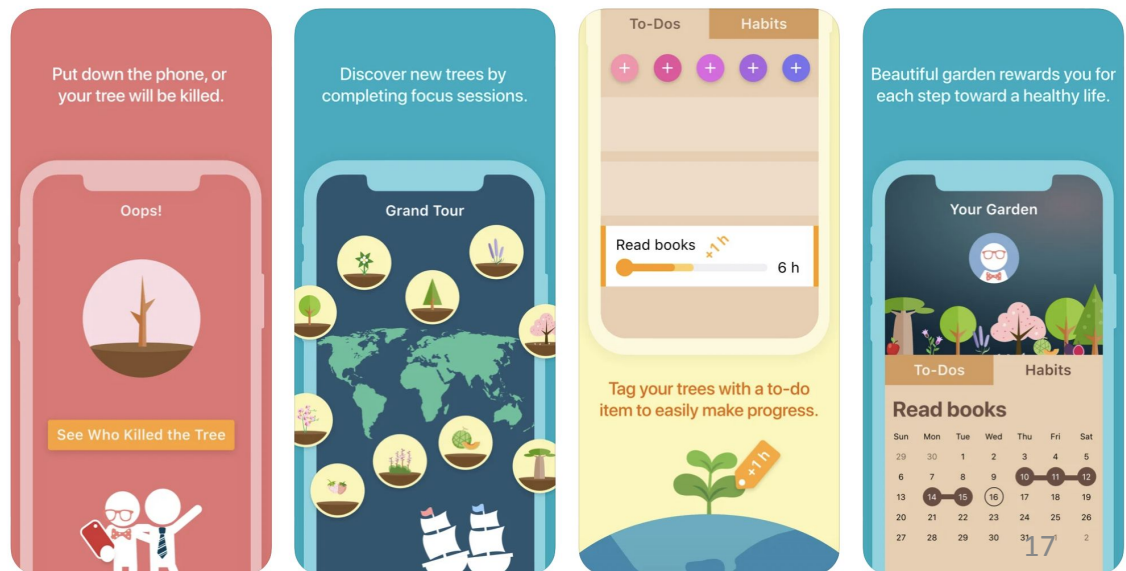


for the next trigger

accrue desire



Can you identify a hook cycle?



Outline

- Design for retention
- Design for growth

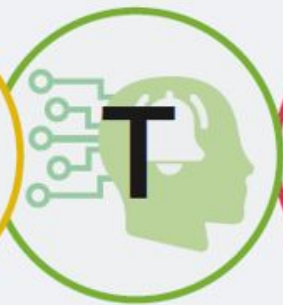
[illegible]

- 19



Social Currency

We share things
that make us
look good



Triggers

Top of mind =
Tip of tongue



Emotion

We share
when we
care



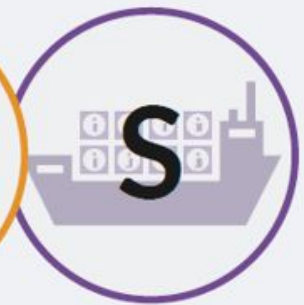
Public

Build to show =
Built to grow



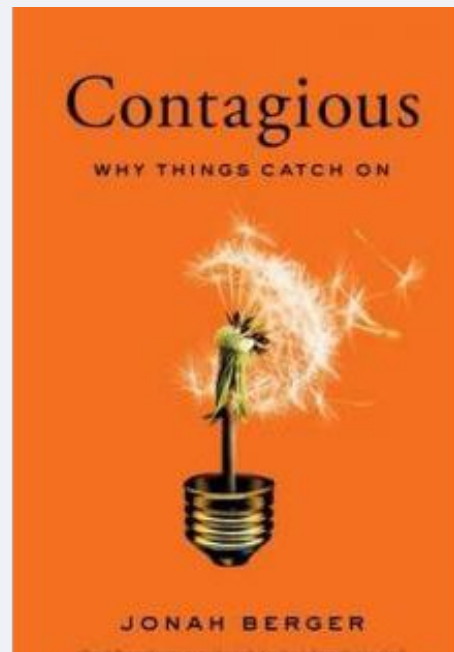
Practical Value

We share
news that
others can use



Stories

Info travels via
stories & idle
chatter



Social Currency

- People share products/ideas that make them appear smart, cool or informed
- Help create social currency by
 - Making your product/idea remarkable
 - Leveraging game mechanics
 - Using scarcity and exclusivity

Triggers

- People tend to talk about whatever's at the top of their minds
- Create effective triggers that meet 3 criteria:
 - Frequency
 - Relevance
 - Context

Emotion

- ***Not all*** emotions spur action
- Focus on arousal emotions:

	High Arousal	Low Arousal
Positive	Awe (Wonder) Excitement Amusement (humour)	Contentment
Negative	Anger Anxiety	Sadness

Public

- We're more likely to discuss and imitate something that's public and observable
- Turn private to public using
 - Self-advertising
 - Behavioral residue



Practical Value

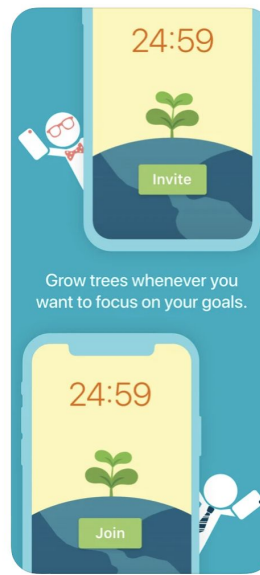
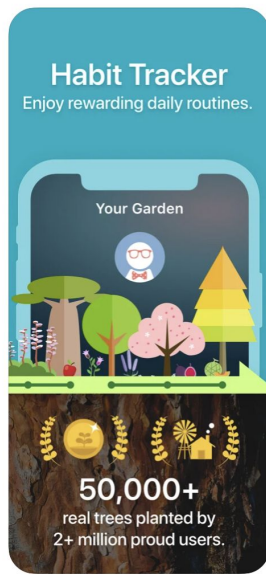
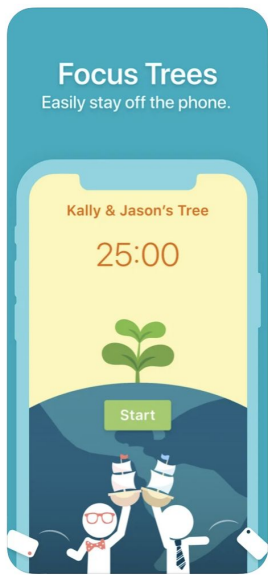
- People like to pass on content with practical value that'll benefit the recipients
- Can we help users help other users?



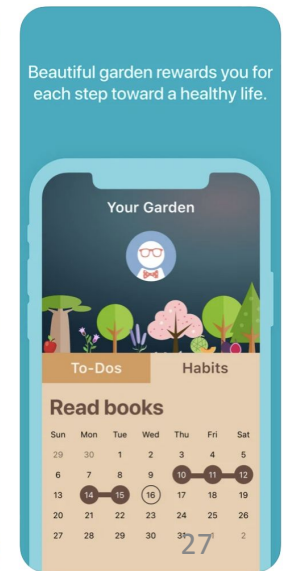
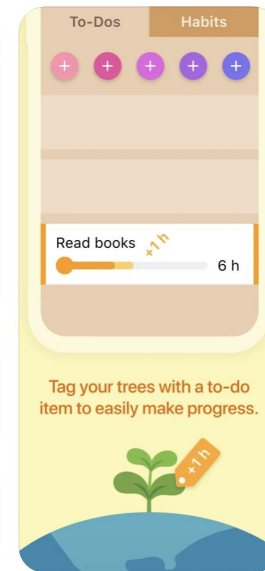
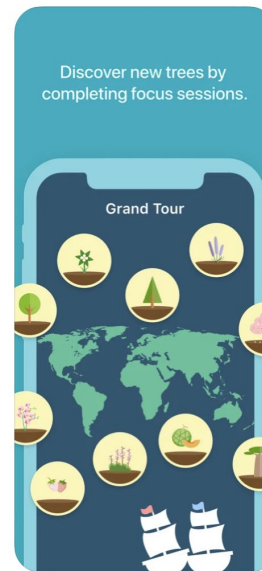
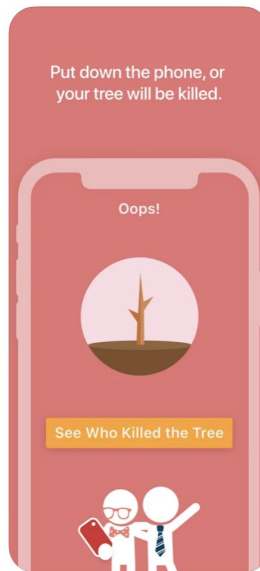
Stories

- People like to pass on information in a vivid, engaging, and persuasive way
- Embed your product/idea in a captivating story
- Make sure your brand/message is integral to the story





Where are the STEPPS?



Demo 2: Hi-fi Prototyping

- Mockups & design systems 20%
- Interactions (happy path) 20%
- Design critic (intra-team peer review) 10%
- Usability test (inter-team peer review) 10%
- **Design for Execution 40%**
 - Acquisition 10%
 - A pitch
 - Activation 10%
 - Design for the promised value
 - Retention 10%
 - Design for retaining users
 - Referral 10%
 - Design for growth

Demo2: Submission

- Video presentation
 - About 15 min
- Progress report
 - Up to 10% bonus

Happy prototyping!