

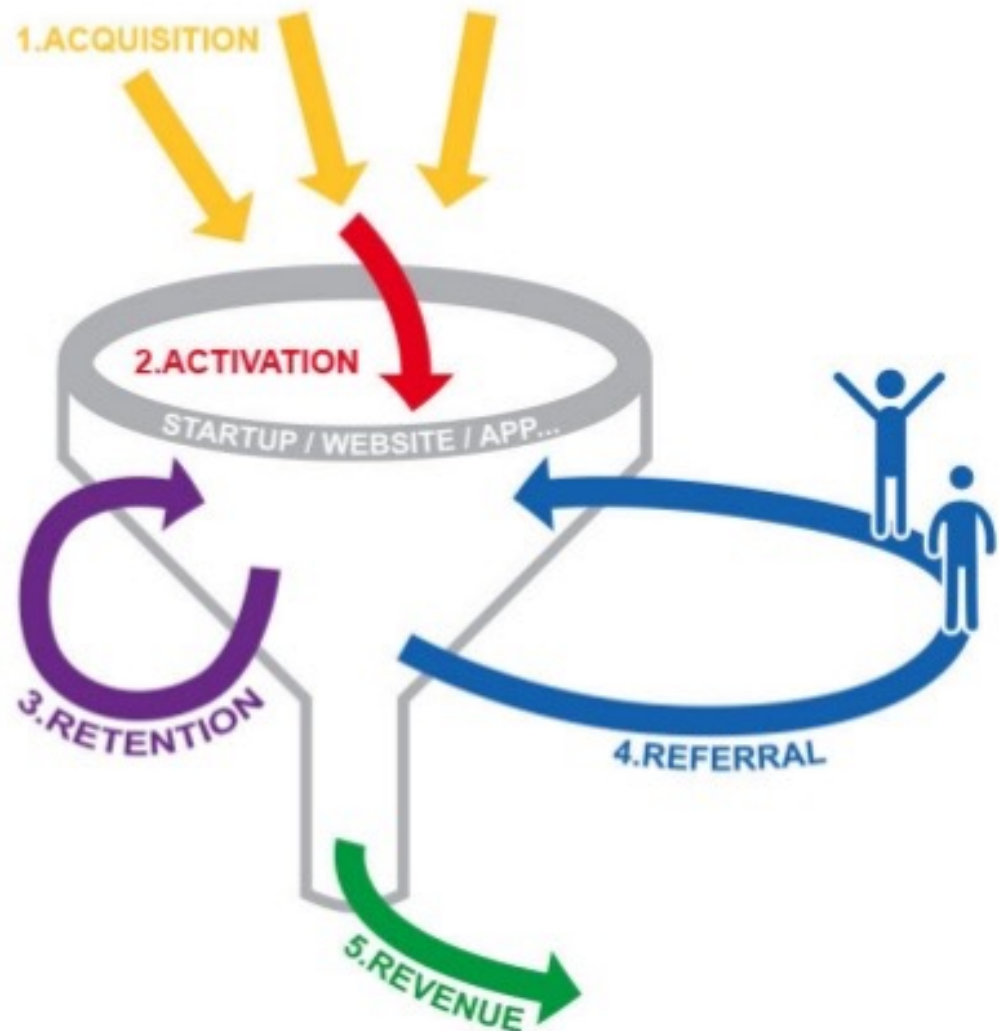
Design for Execution Part 2: Retention and Growth

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CS, NTHU

Product Launched... and Then?

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



Outline

- Design for retention
- Design for growth

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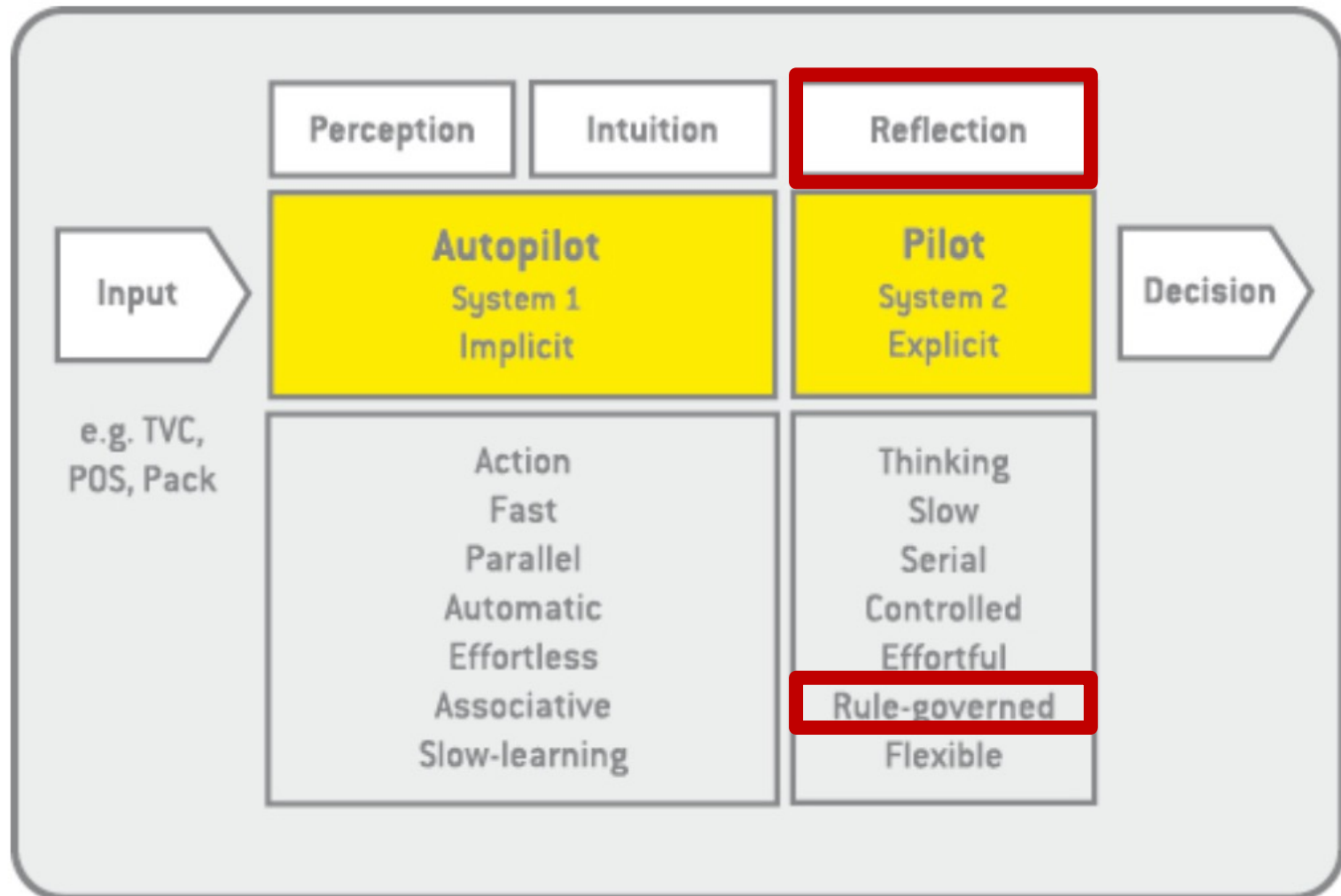
Why Are You Addicted to Facebook/Instagram/YouTube...?

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

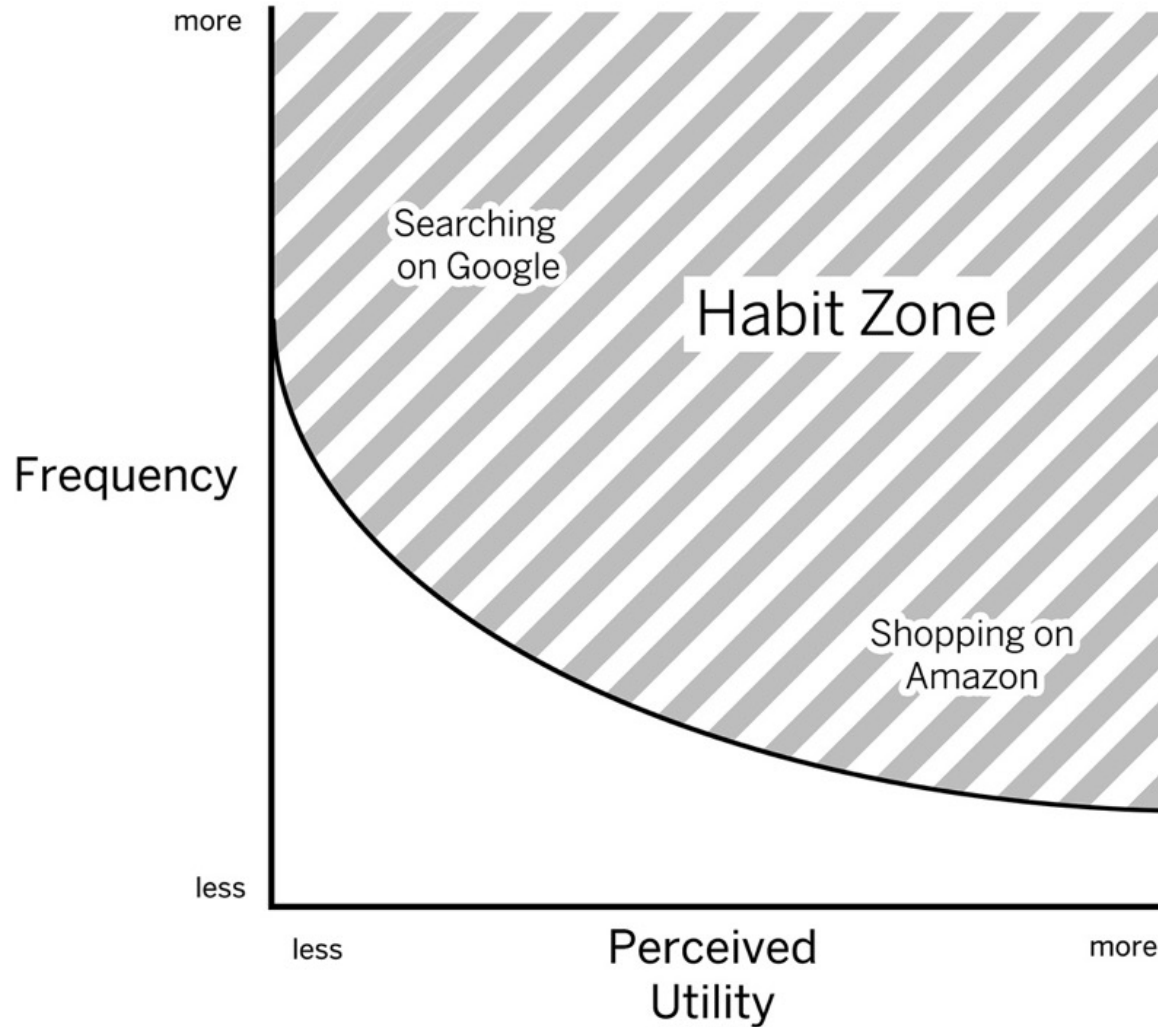


- But how exactly is the “addiction” is formed?

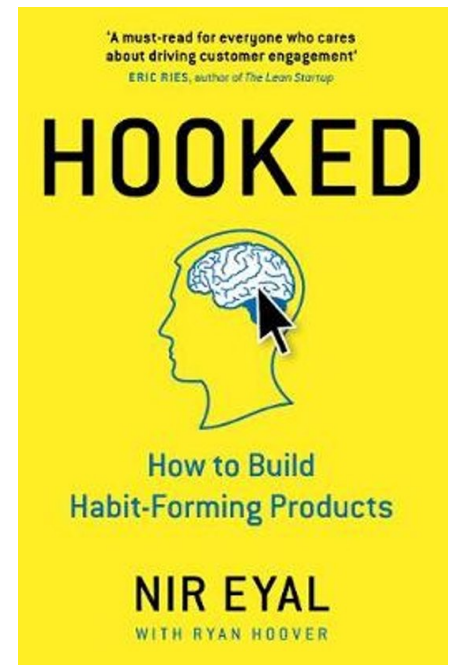
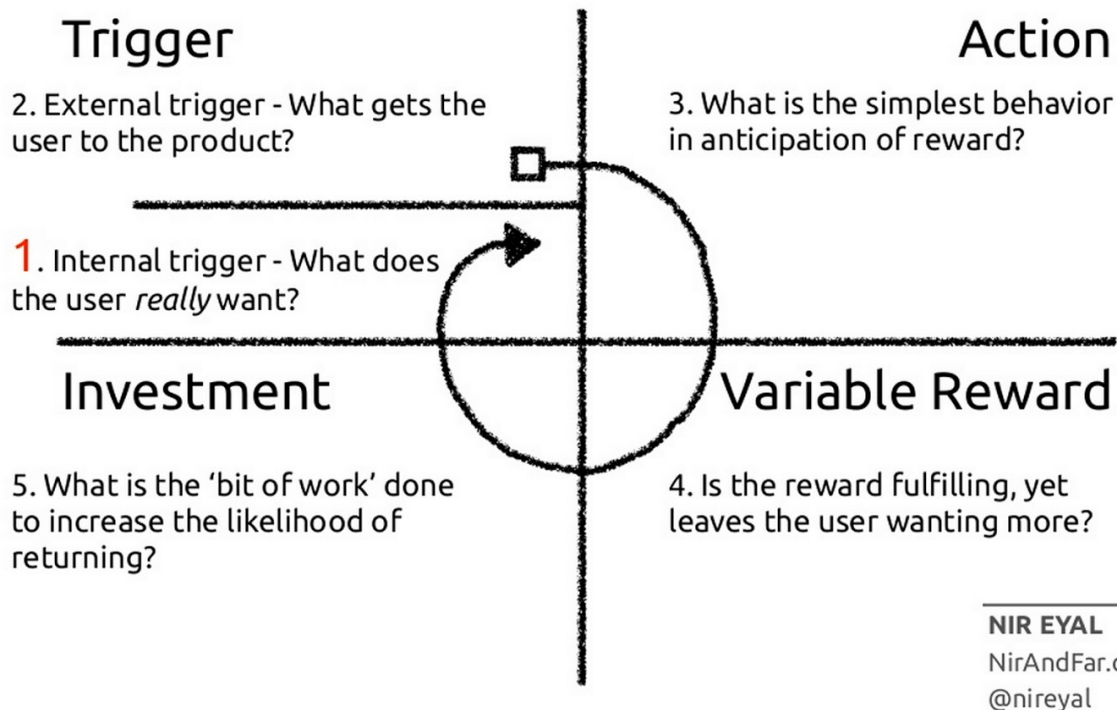
Thinking, Fast and Slow



Habit-forming Products

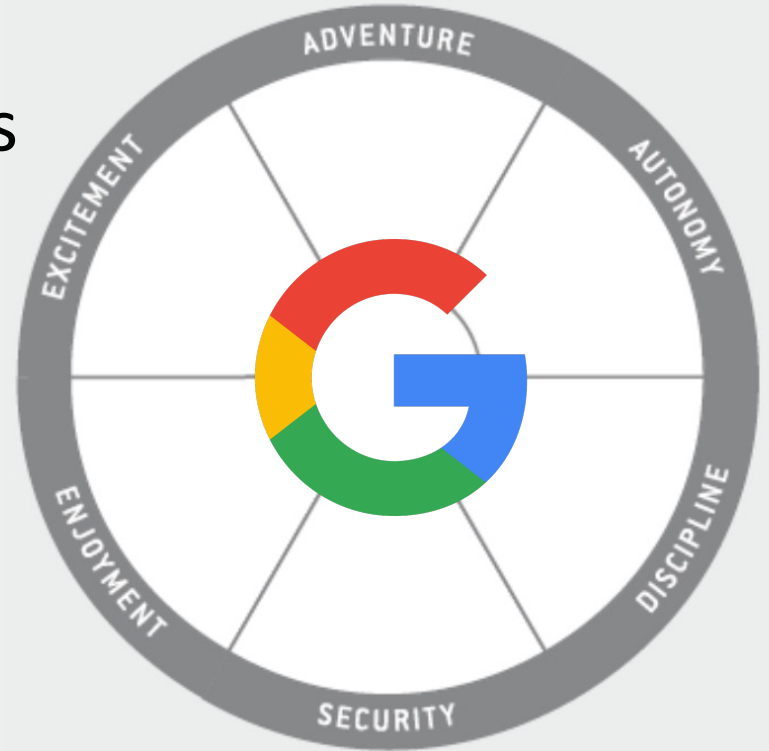


A Cycle for Habit Forming



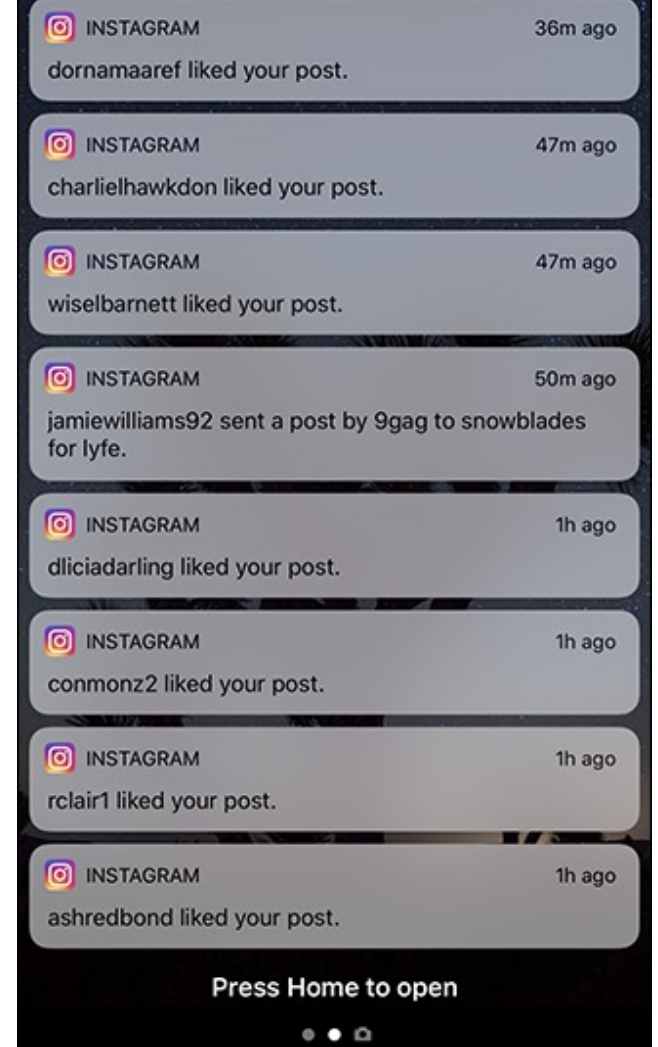
Triggers

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



External Triggers

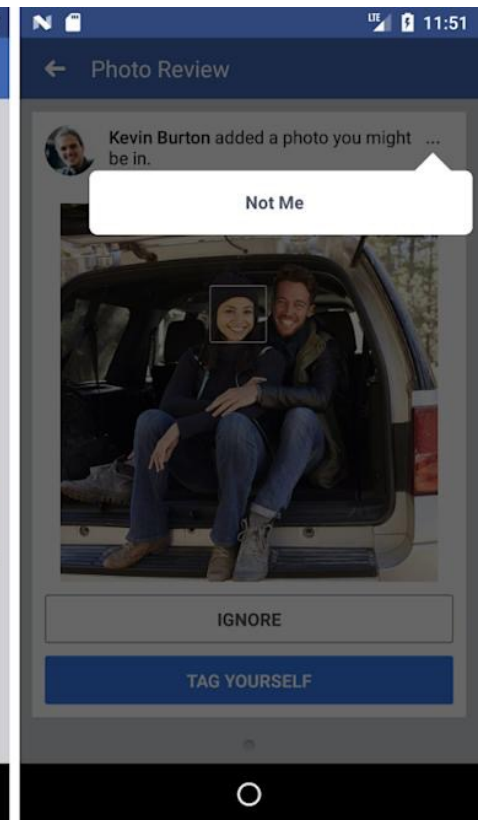
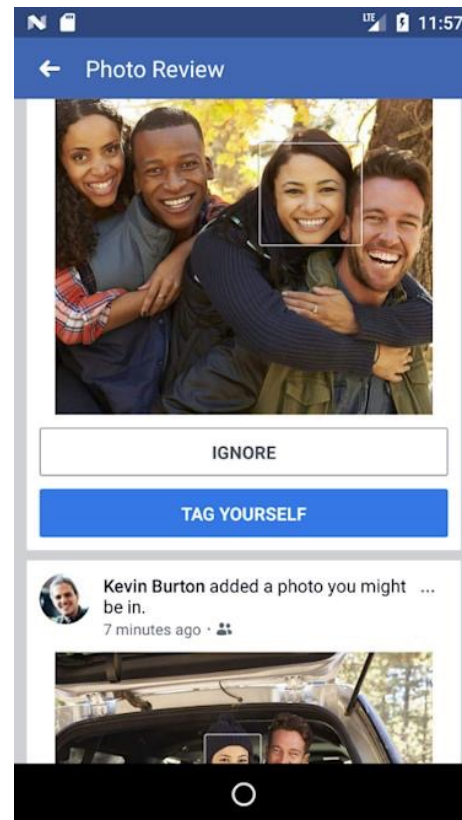
- Target: from life events to internal triggers



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

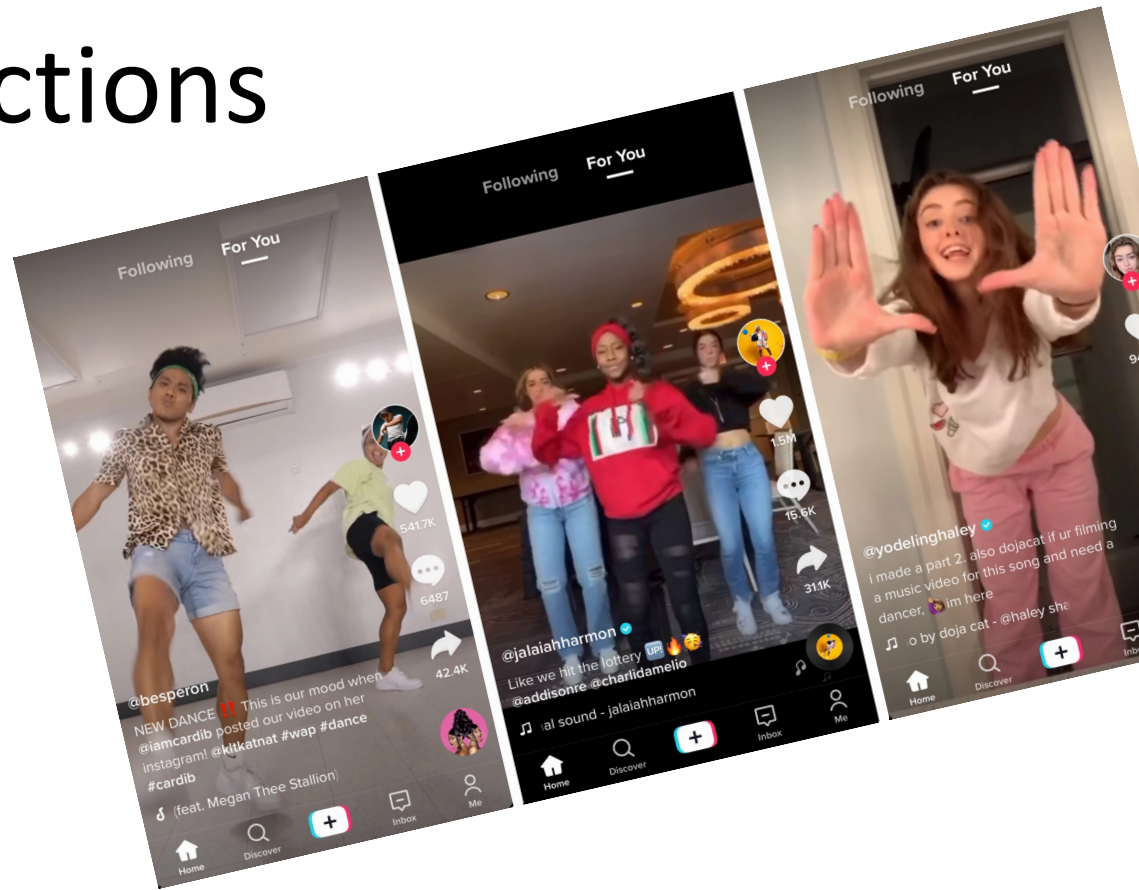
Actions

- 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

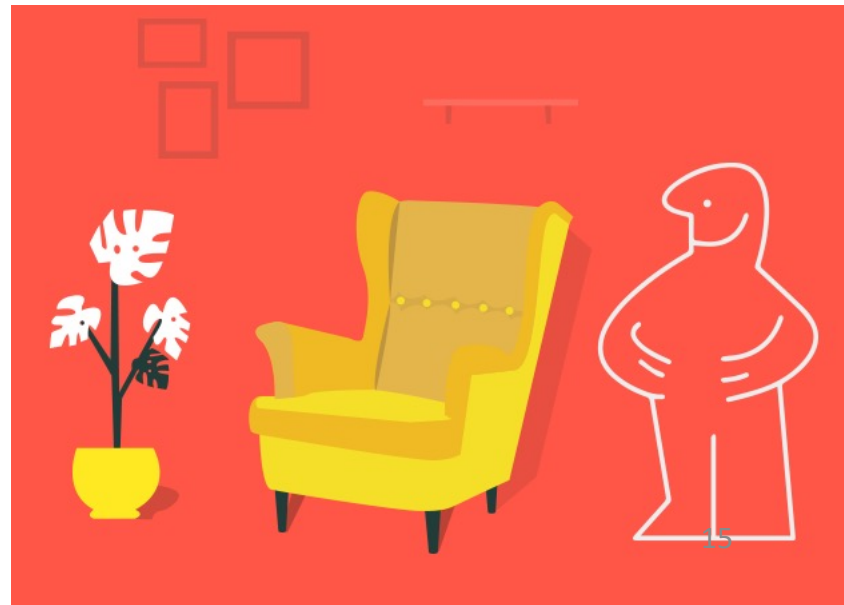
3 Types of Dynamic Rewards



Input/Investment

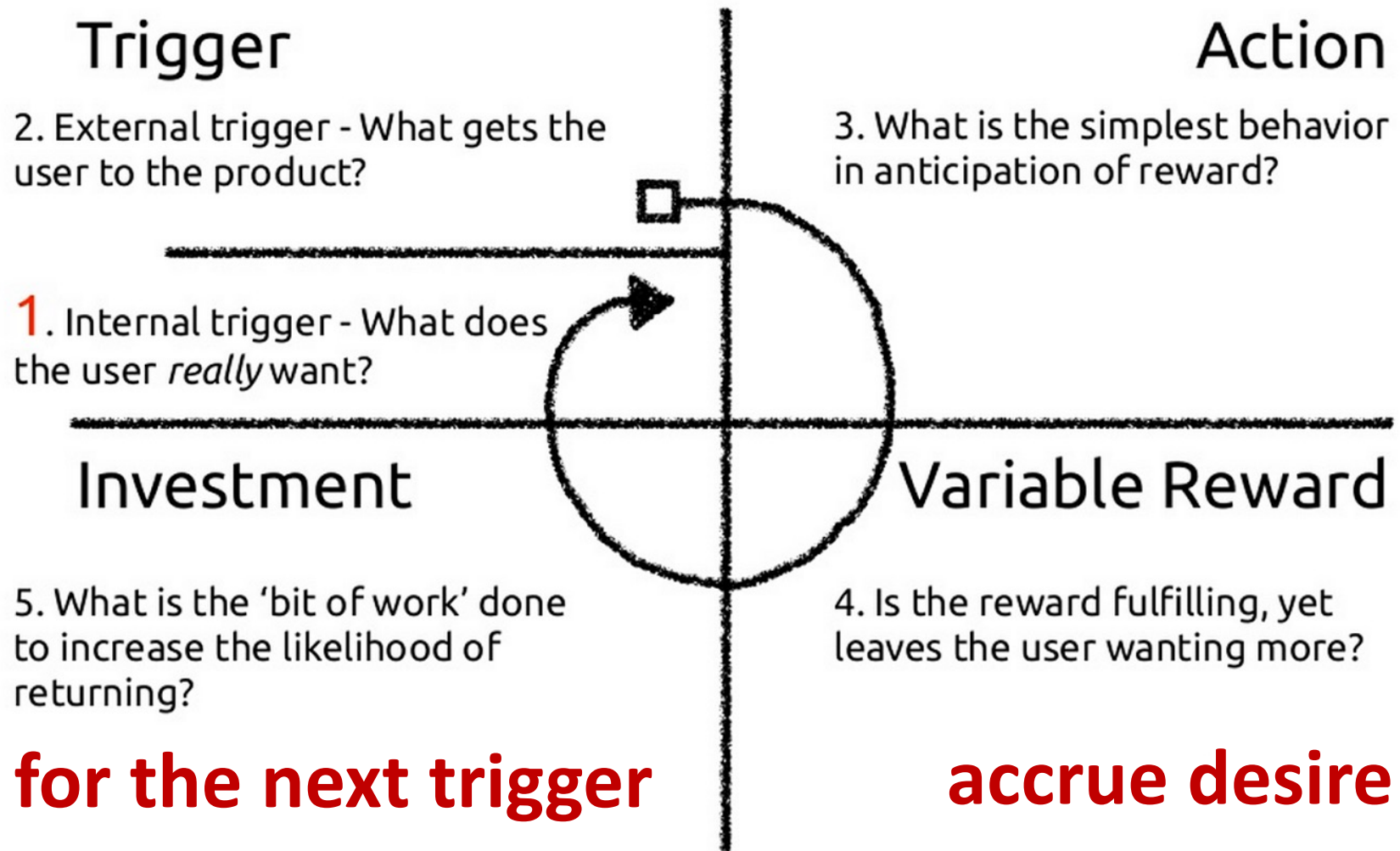


- Goal 1: for the *next triggers*
 - Increase action frequency
- Goal 2: to make users like your product
 - The more people input, the more they like you
 - Commit and consistency
 - Rationalization
- Input *after* rewards
 - Reciprocation



at right time

of low cost

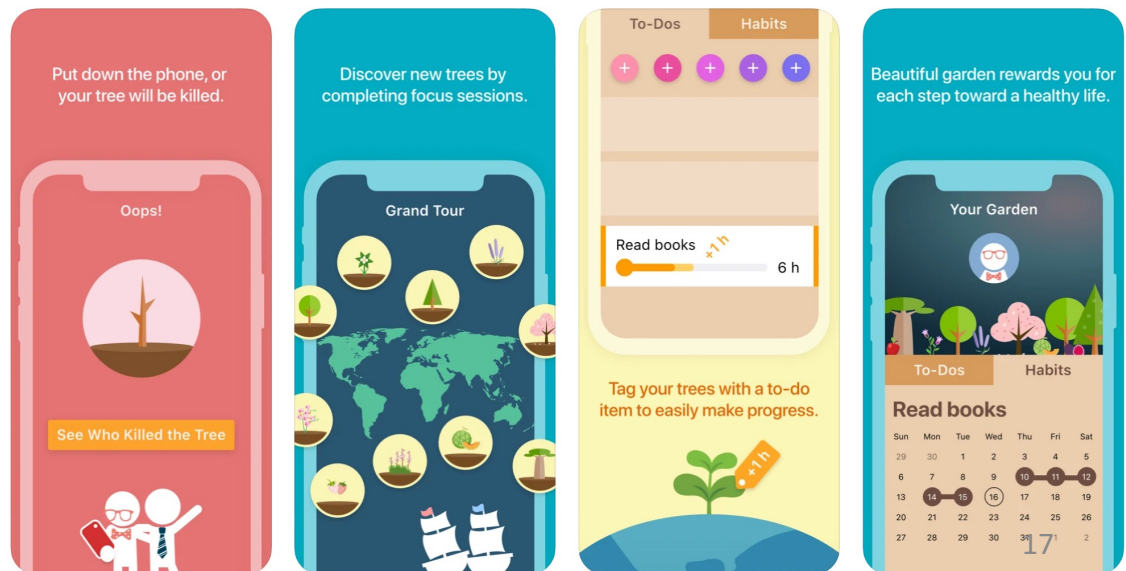


for the next trigger

accrue desire



Can you identify a hook cycle?



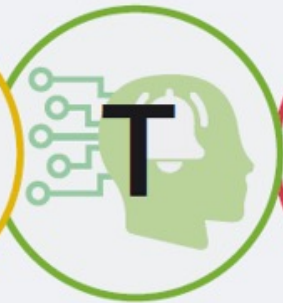
Outline

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Social Currency

We share things
that make us
look good



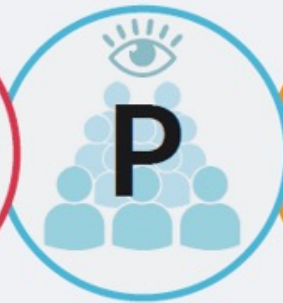
Triggers

Top of mind =
Tip of tongue



Emotion

We share
when we
care



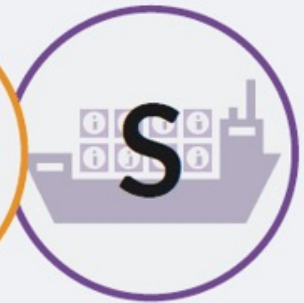
Public

Build to show =
Built to grow



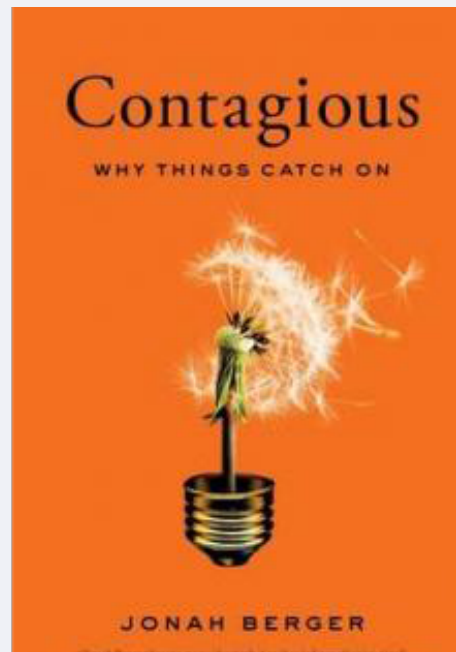
Practical Value

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

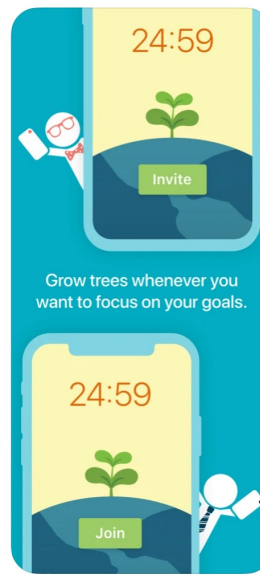
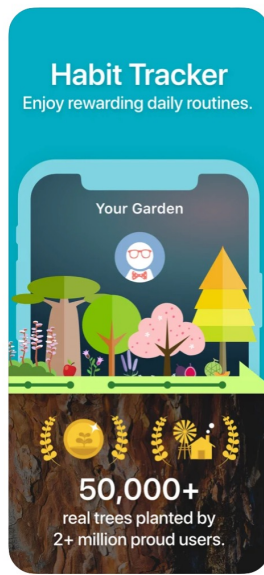
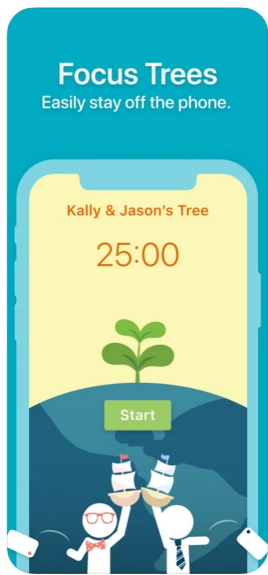
- People like to pass on content with practical value that'll benefit the recipients
- Can we help users help other users?



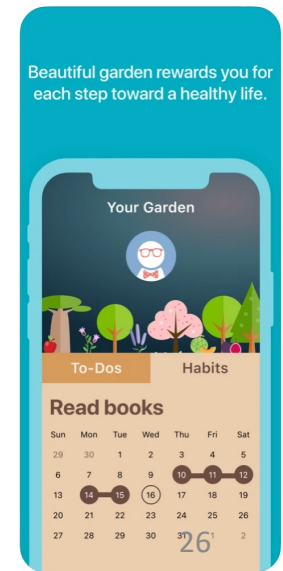
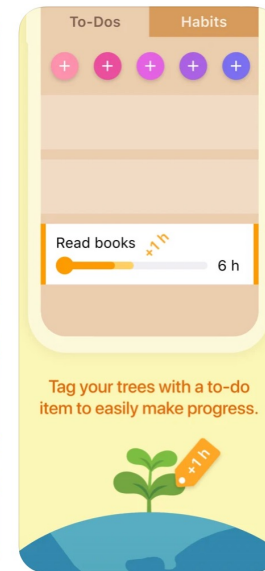
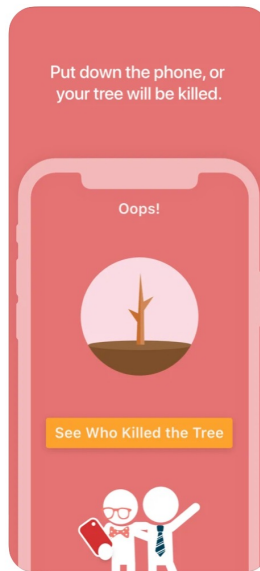
Stories

- 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 3: Your Final Design

- Acquisition 25%
 - A pitch
- Activation 25%
 - Design for the promised value
- Retention 25%
 - Design for retaining users
- Referral 25%
 - Design for growth
- All based on your hi-fi prototype
- ***Work tightly with your usability testers***

Best Design Award



- Based on problem, solution, and execution
- 1st: +20%, 2nd: +10%, 3rd: +5%