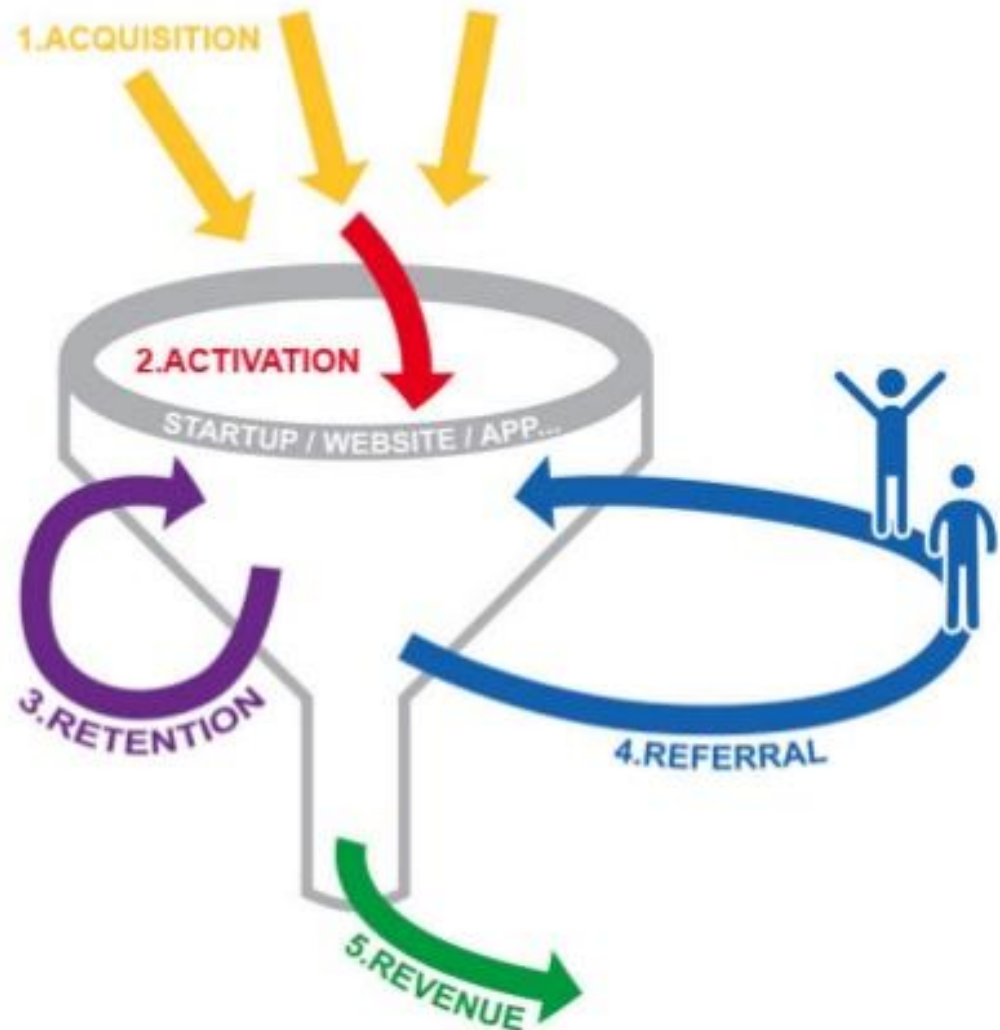


# Design for Execution Part 2: Retention and Growth

Shan-Hung Wu  
CS, NTHU

# Product Launched... and Then?

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



# Outline

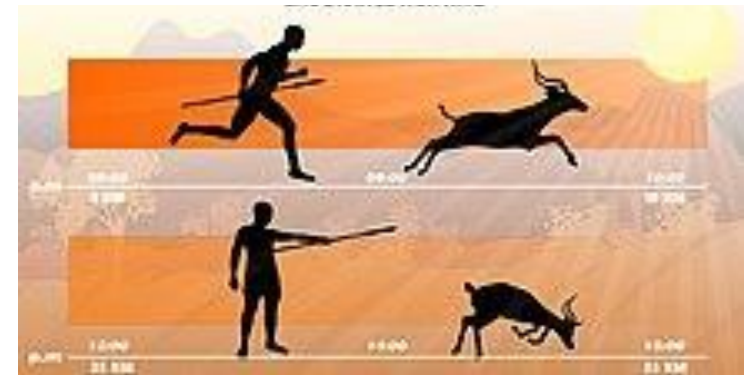
- Design for retention
- Design for growth

# Outline

- Design for retention
- Design for growth

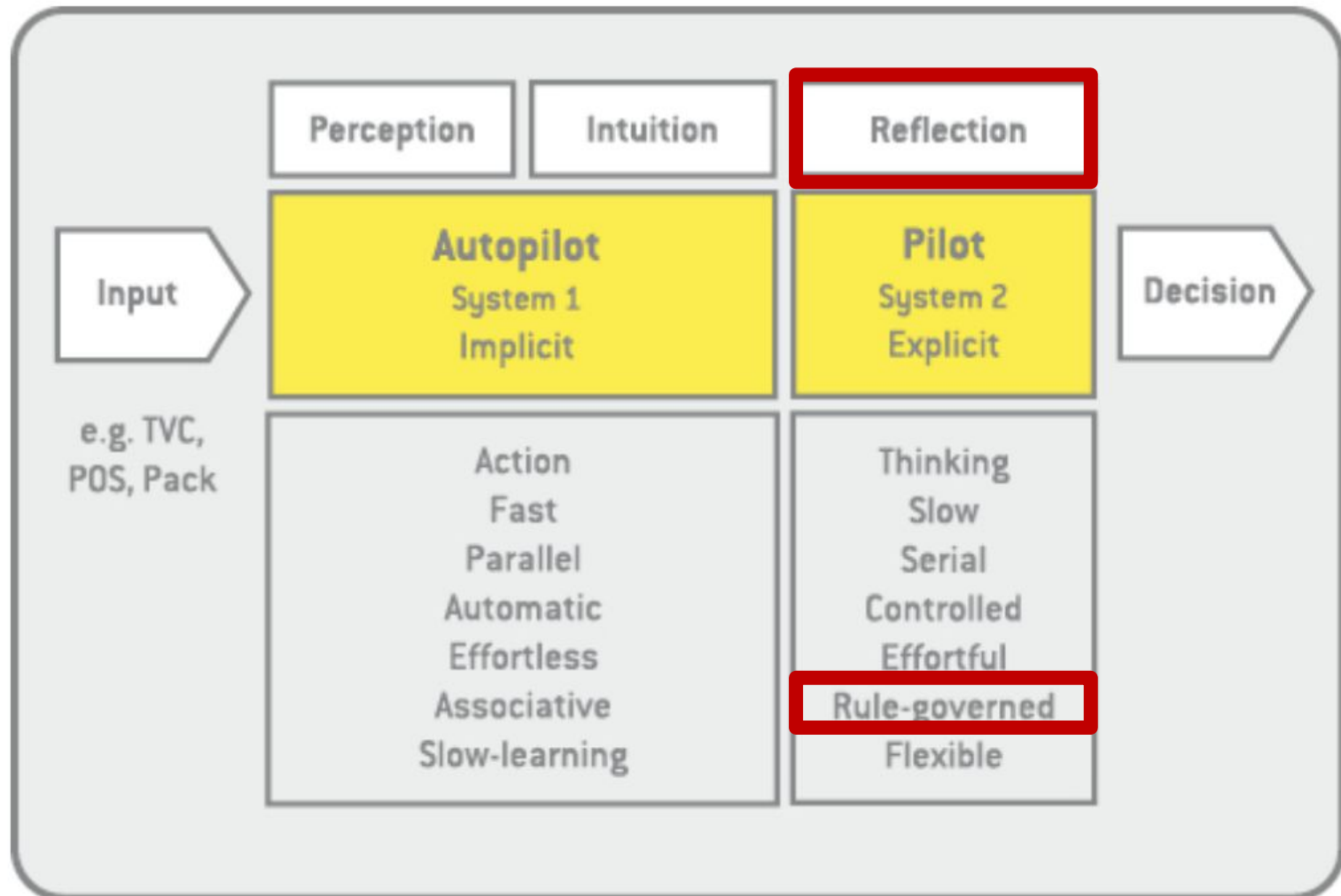
# Why Are You Addicted to Facebook/Instagram/YouTube...?

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

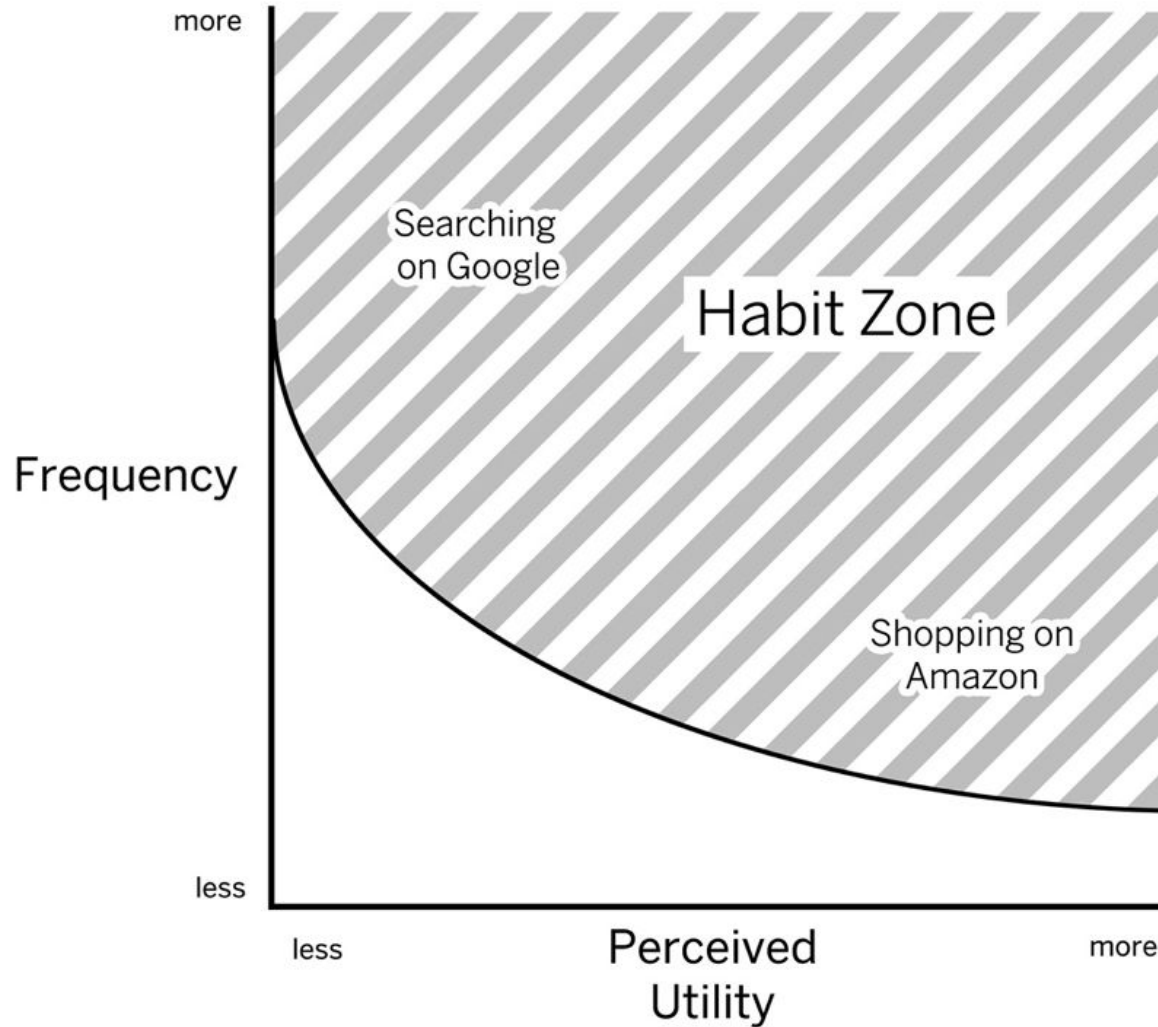


- But how exactly is the “addiction” is formed?

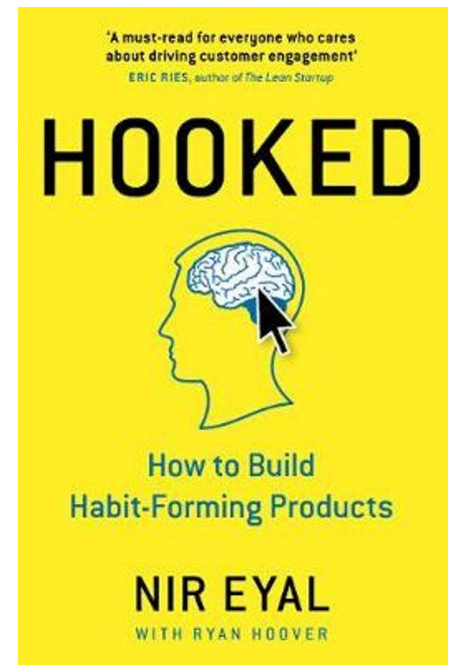
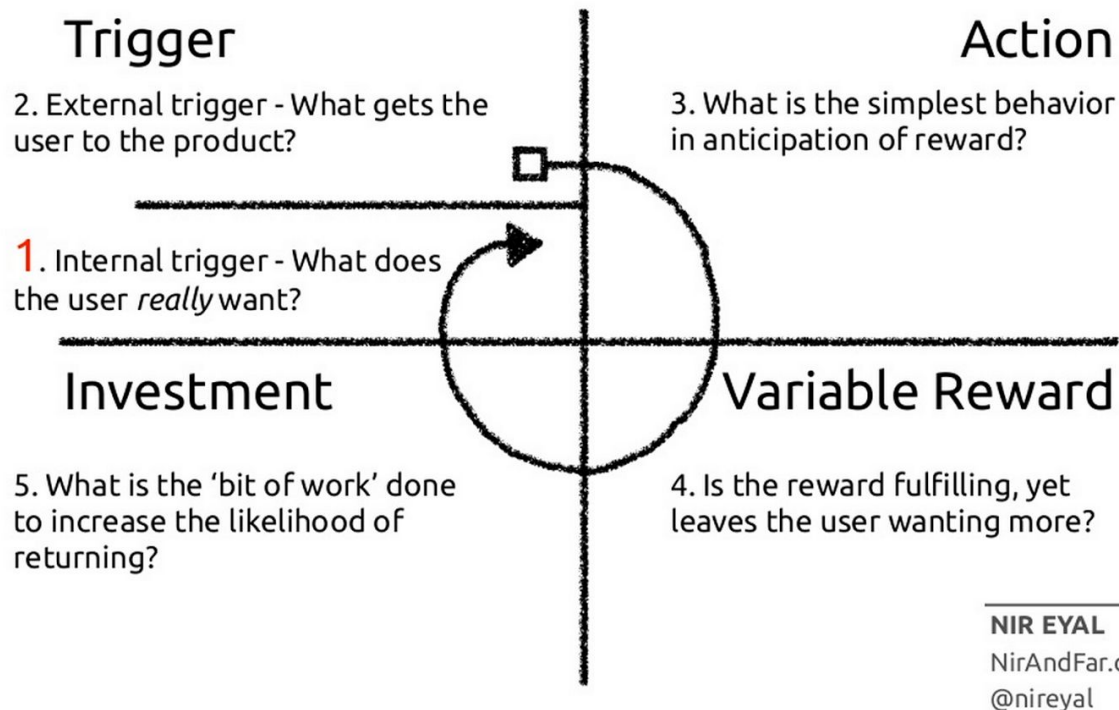
# Thinking, Fast and Slow



# Habit-forming Products



# A Cycle for Habit Forming





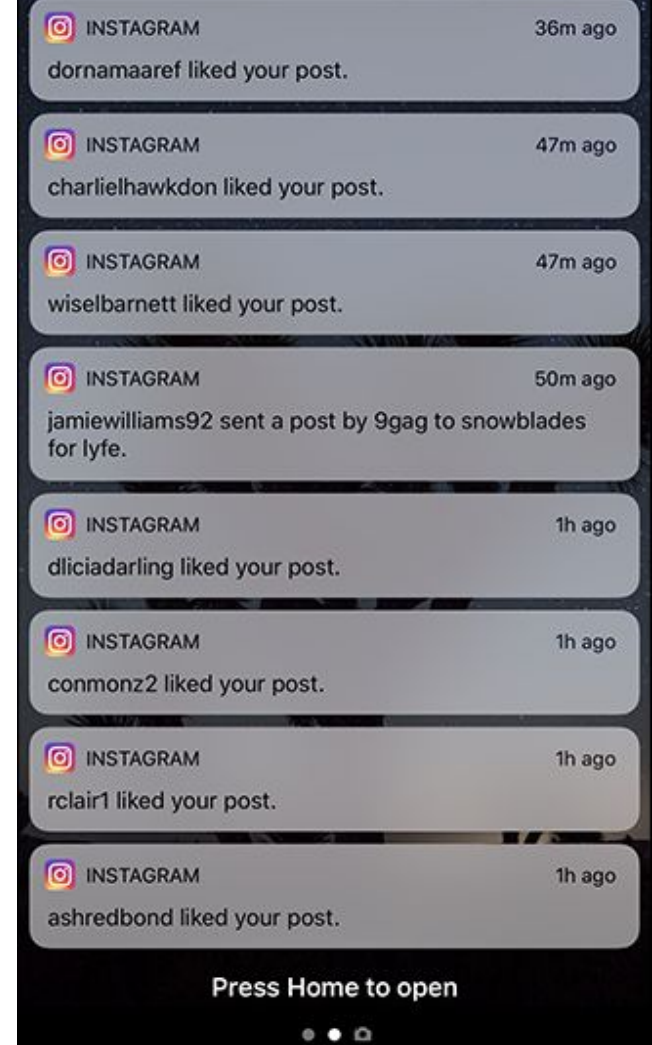
# Triggers

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



# External Triggers

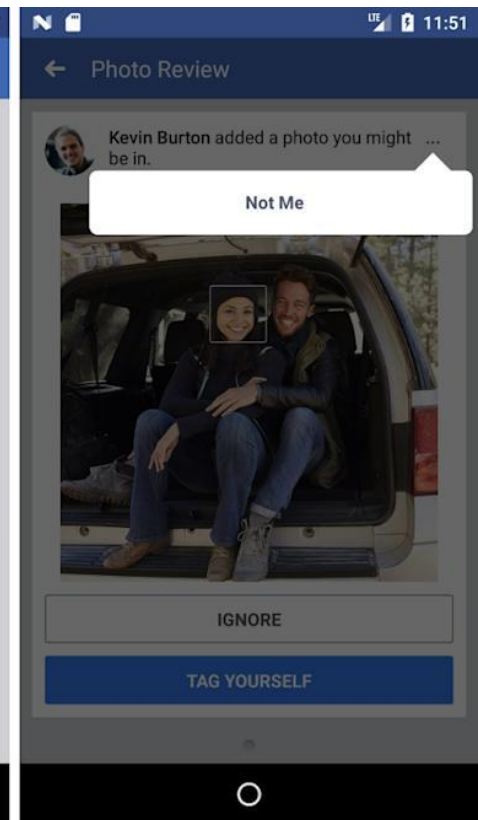
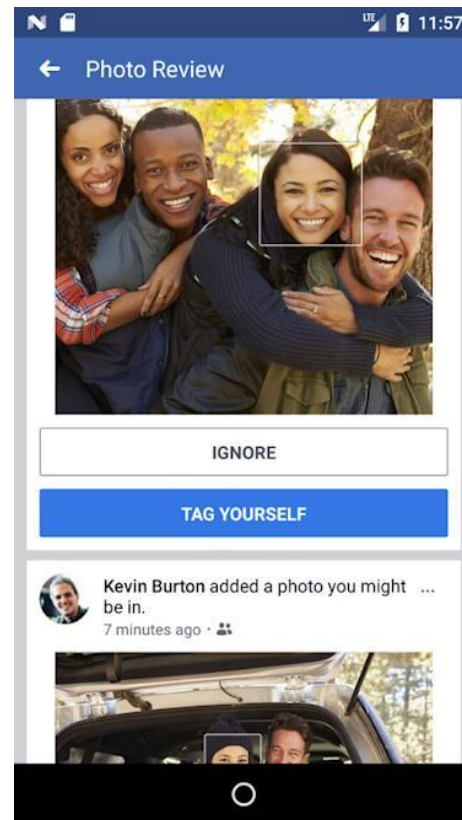
- Target: from life events to internal triggers



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

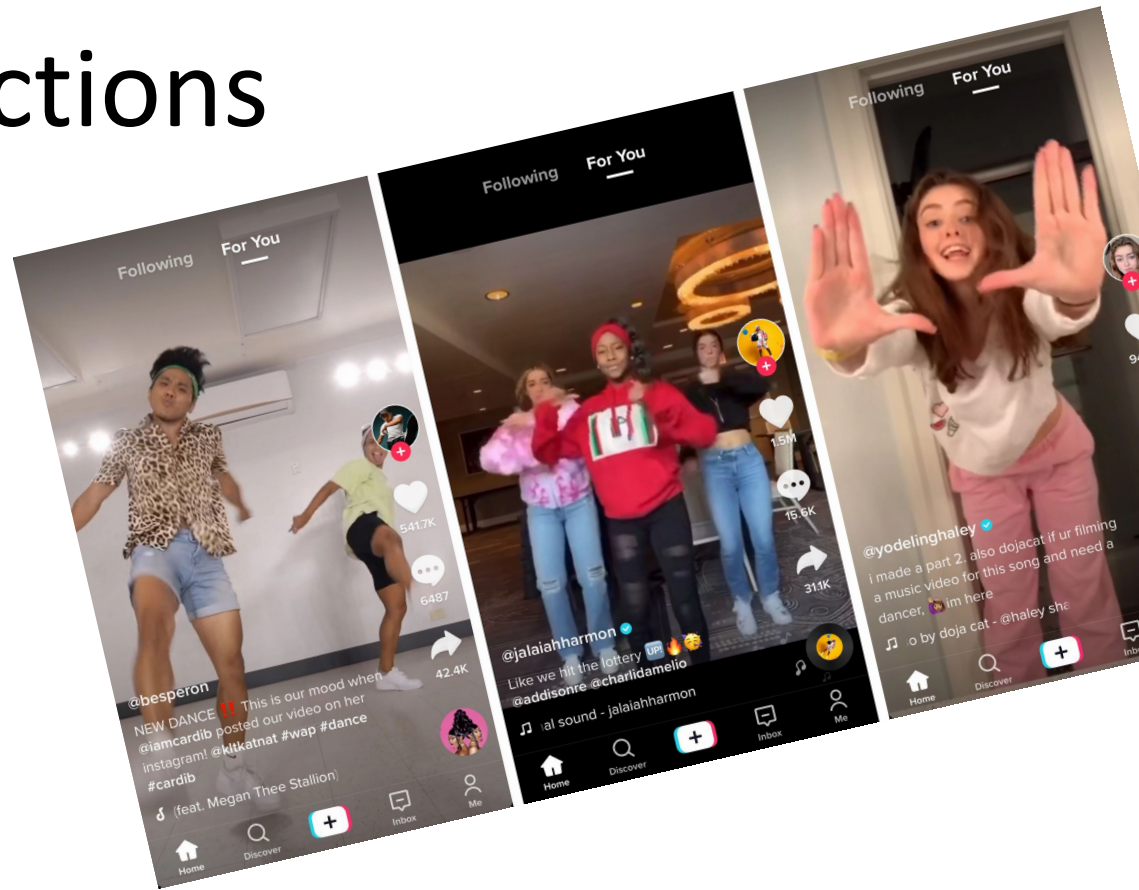
# Actions

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



# Costs of Actions

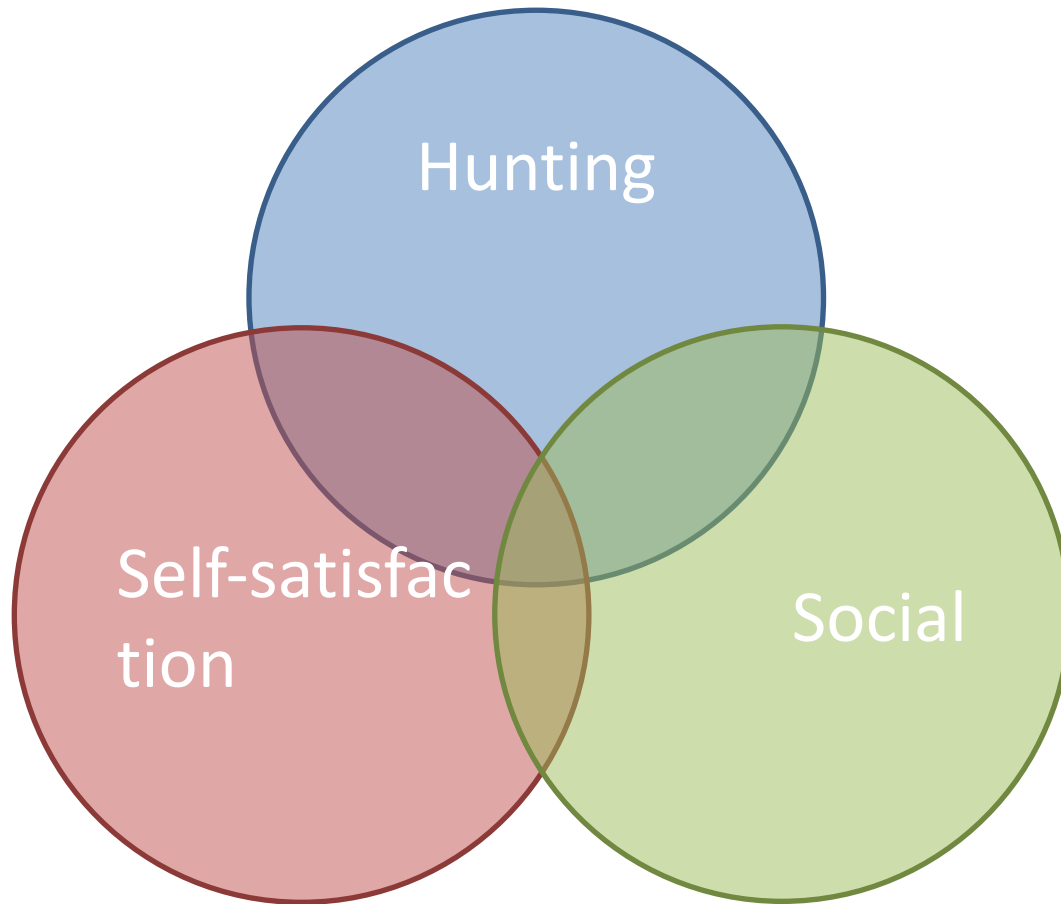
- Time
- Money
- Effort
- Brain power
- Deviation from social norm
- Breaking convention



# 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

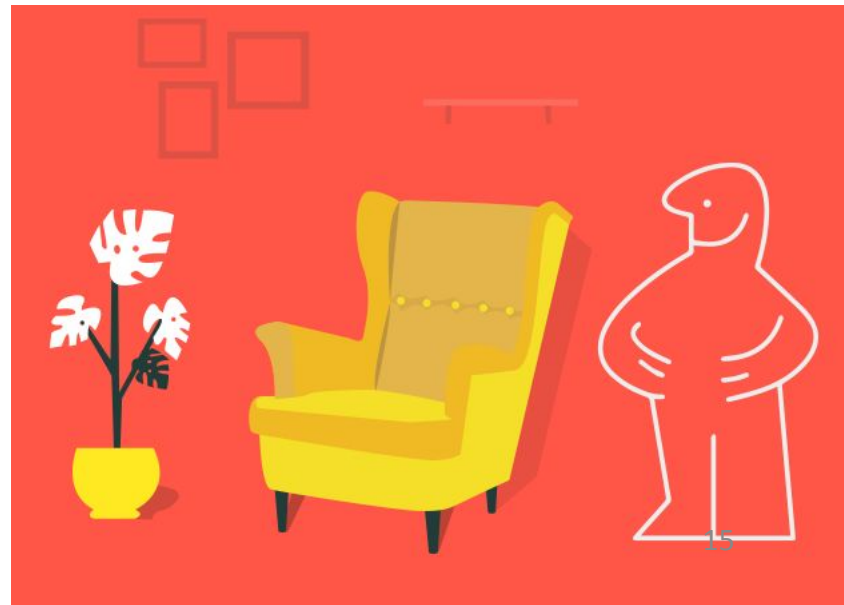
# 3 Types of Dynamic Rewards



# Input/Investment

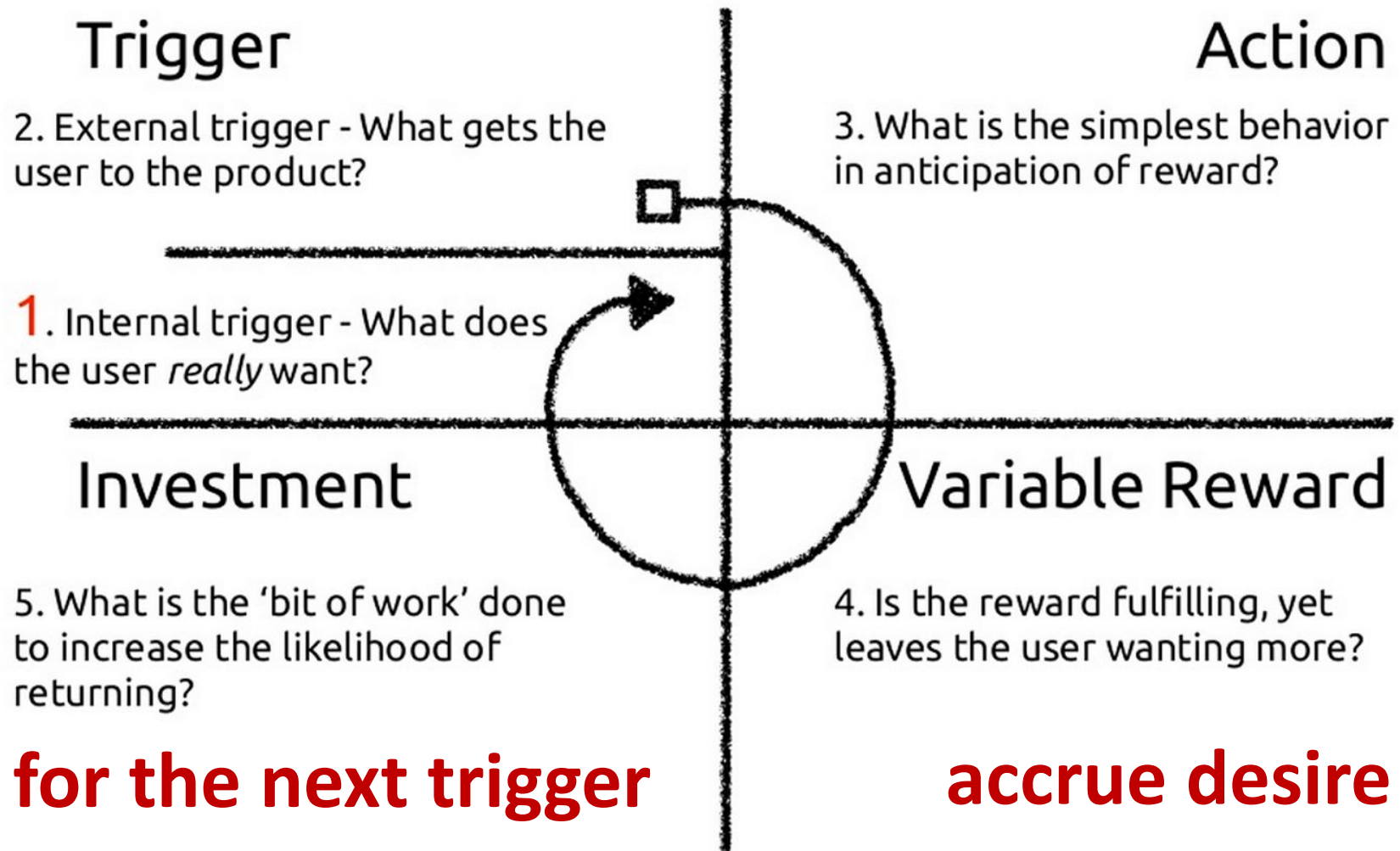


- Goal 1: for the *next triggers*
  - Increase action frequency
- Goal 2: to make users like your product
  - The more people input, the more they like you
  - Commit and consistency
  - Rationalization
- Input *after* rewards
  - Reciprocation



**at right time**

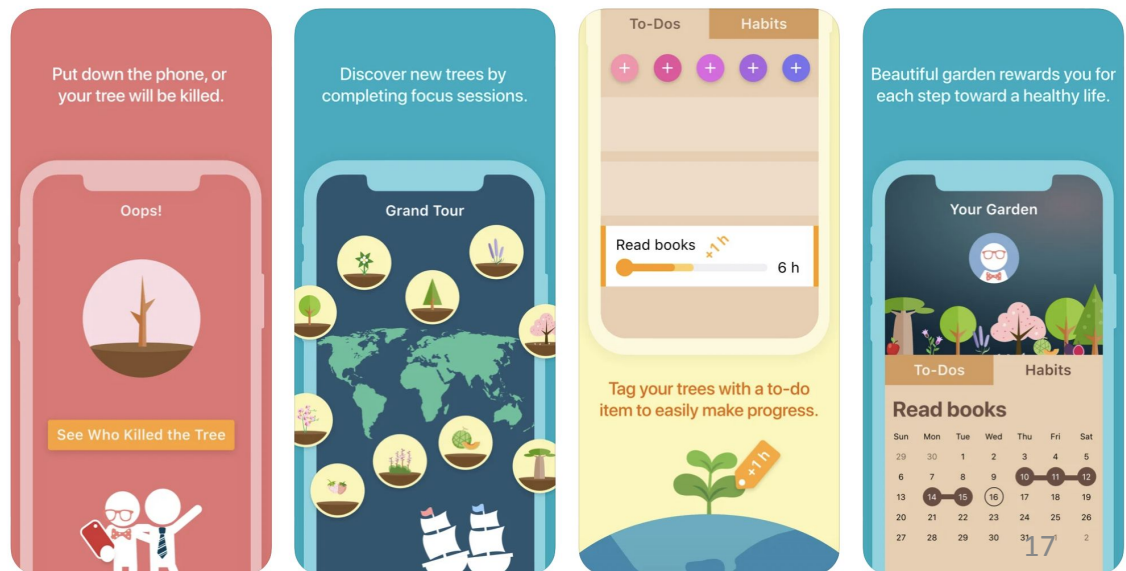
**of low cost**







# Can you identify a hook cycle?



# Outline

- Design for retention
- Design for growth

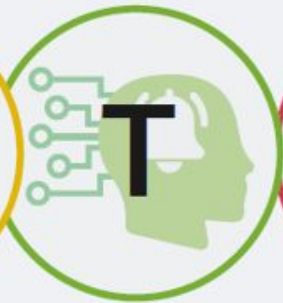
## A collage of various social media sharing buttons and widgets. It includes a large 'SHARE' text at the top left, a row of social media icons (Facebook, Twitter, Pinterest, etc.), a '5 shares' counter, a 'SHARE THIS' button with social media icons, a 'Twitter Facebook' button, a 'SHARE THIS ARTICLE' section with 'Share', 'Tweet', 'Post', and 'Email' options, a 'Leave a comment' box, a 'Share' button with a dropdown menu, a 'Save' button, and a '36' comment count. The collage is composed of many overlapping elements, creating a dense and visually busy composition.

- 19



### **Social Currency**

We share things  
that make us  
look good



### **Triggers**

Top of mind =  
Tip of tongue



### **Emotion**

We share  
when we  
care



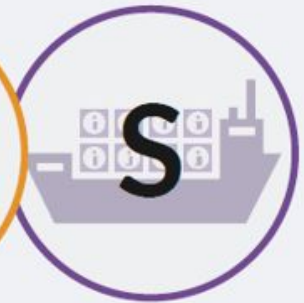
### **Public**

Build to show =  
Built to grow



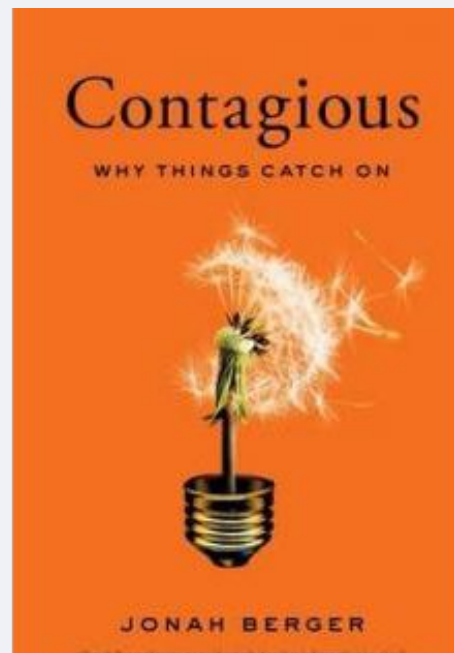
### **Practical Value**

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

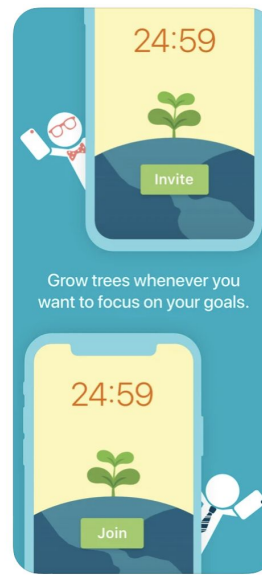
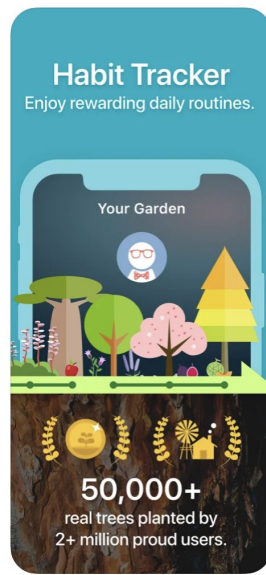
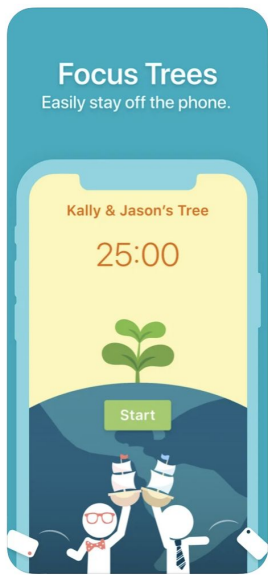
- People like to pass on content with practical value that'll benefit the recipients
- Can we help users help other users?



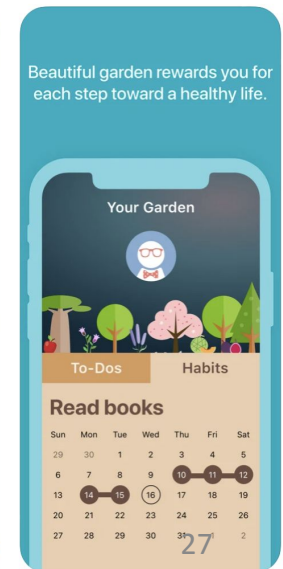
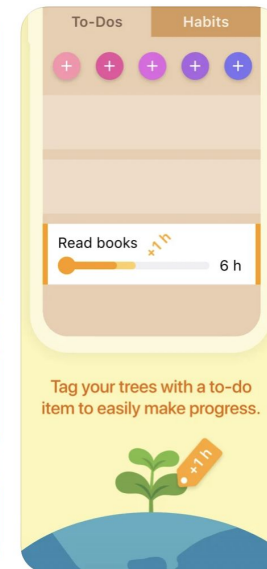
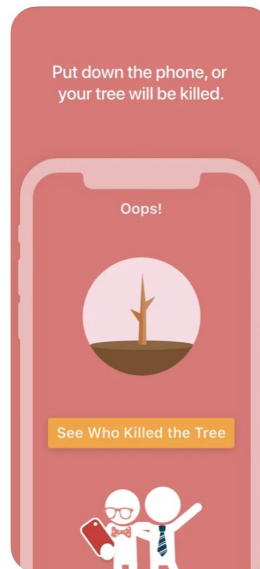
# Stories

- 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!

# Demo 3: Hi-fi Design & Prototype

- 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
- 1<sup>st</sup>: +20%,    2<sup>nd</sup>: +10%,    3<sup>rd</sup>: +5%