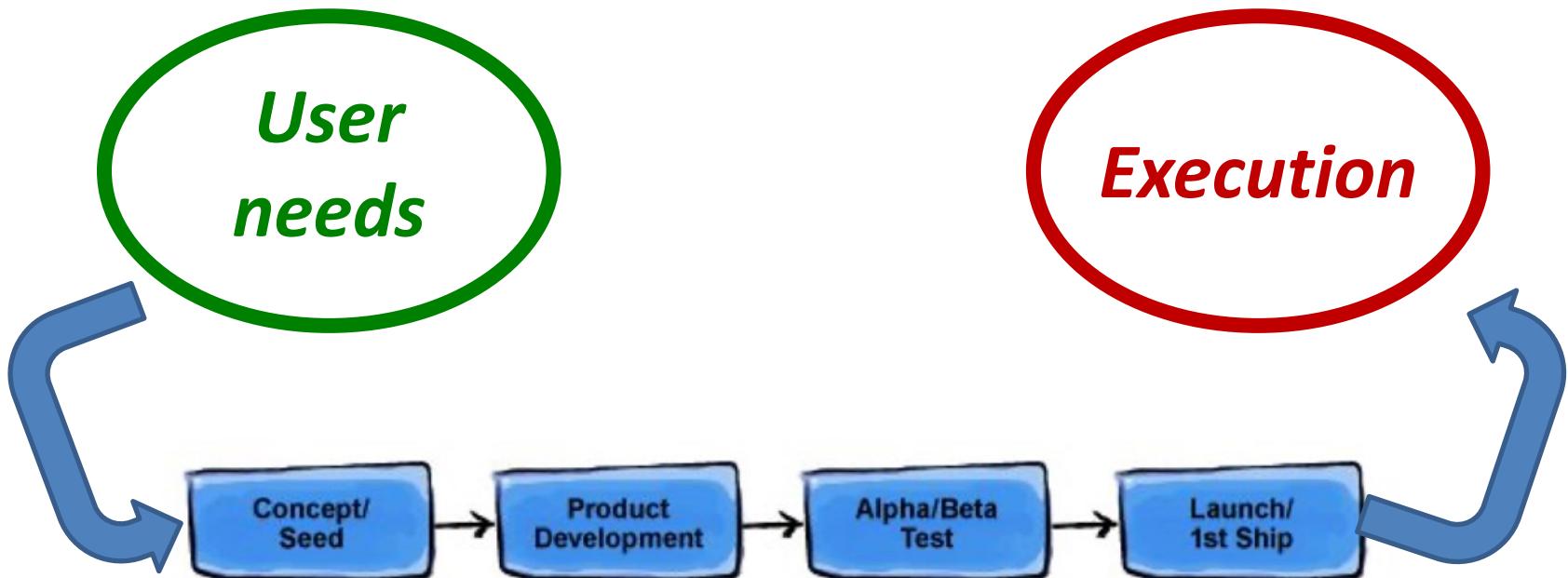


# Design for Execution Part 1: Acquisition and Activation

Shan-Hung Wu & DataLab  
CS, NTHU

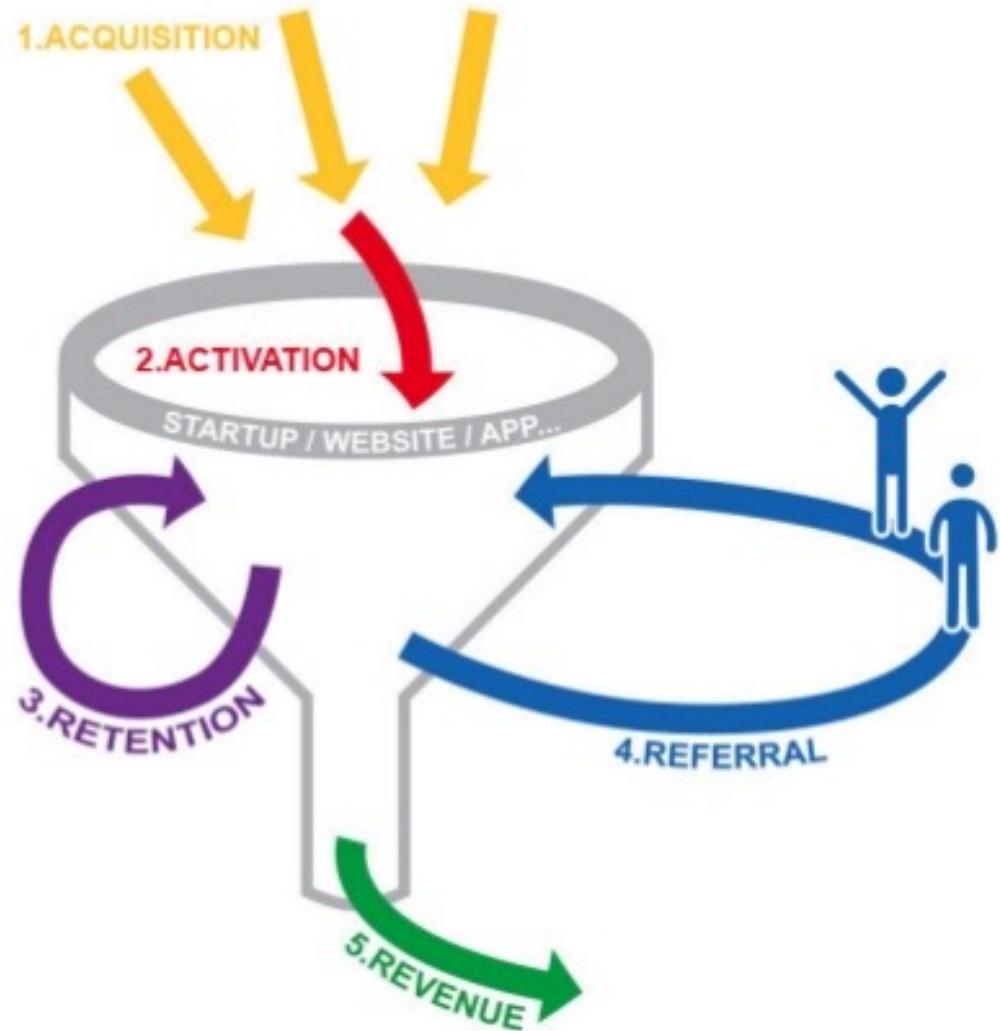
# Two Sides of Design Considerations



- No, your ~~don't~~ have a really good idea or spec
- No, your user/customer will **not** come automatically

# Product Launched... and Then?

- User funnel
  - **A**cquisition
  - **A**ctivation
  - **R**etention
  - **R**eferral
  - **R**evenue
- Be prepared at design phase



# Demo 3: An Execution Plan

- 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

# How to Get My App Downloaded?



# Outline:

## Design for Acquisition & Activation

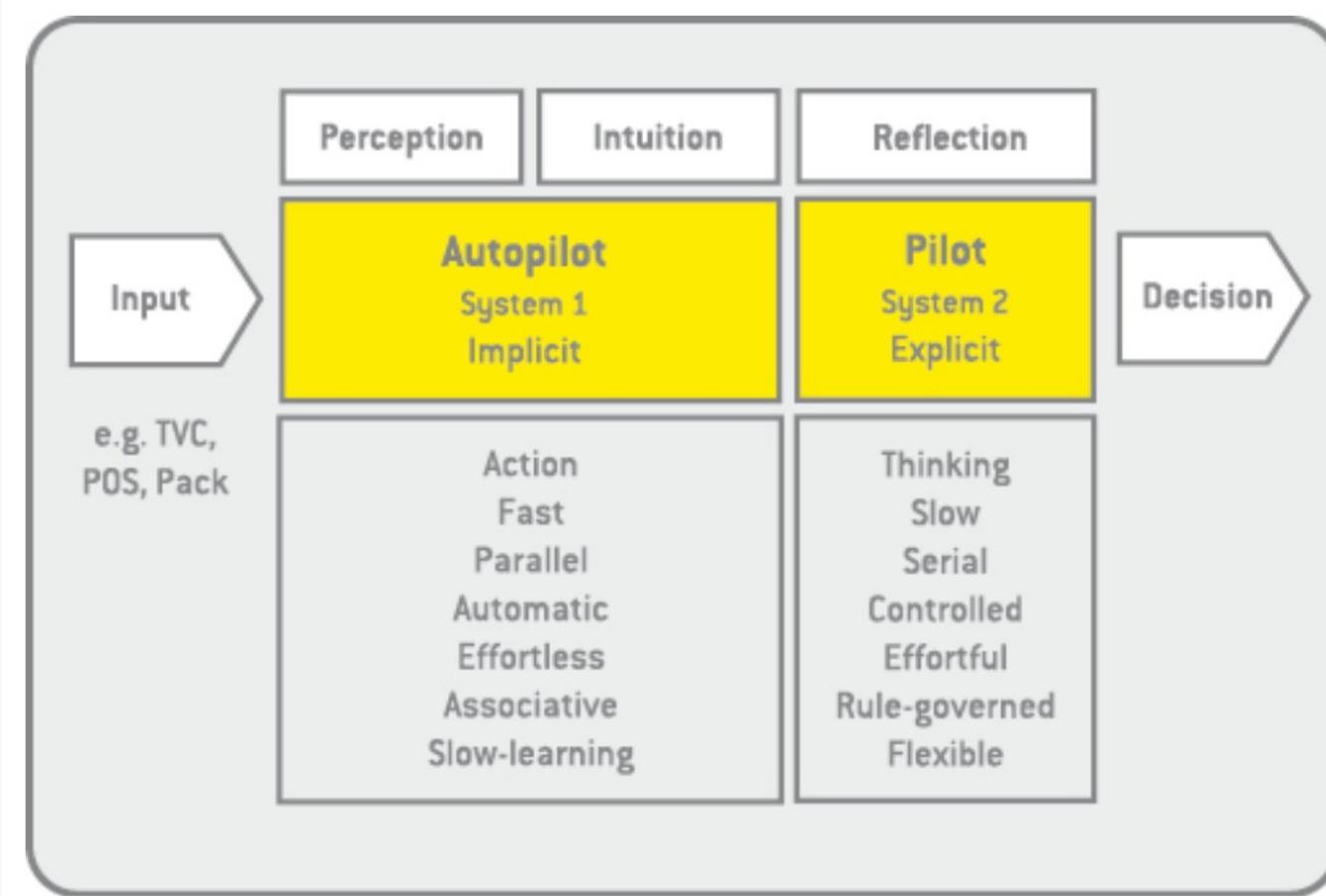
- A cognitive model of human brain
- Optimizing context or touchpoints
- Optimizing decision interface

# Outline:

## Design for Acquisition & Activation

- A cognitive model of human brain
- Optimizing context or touchpoints
- Optimizing decision interface

# Thinking, Fast and Slow



- By Daniel Kahneman, who won Nobel Prize

# How Strong Is System 1?



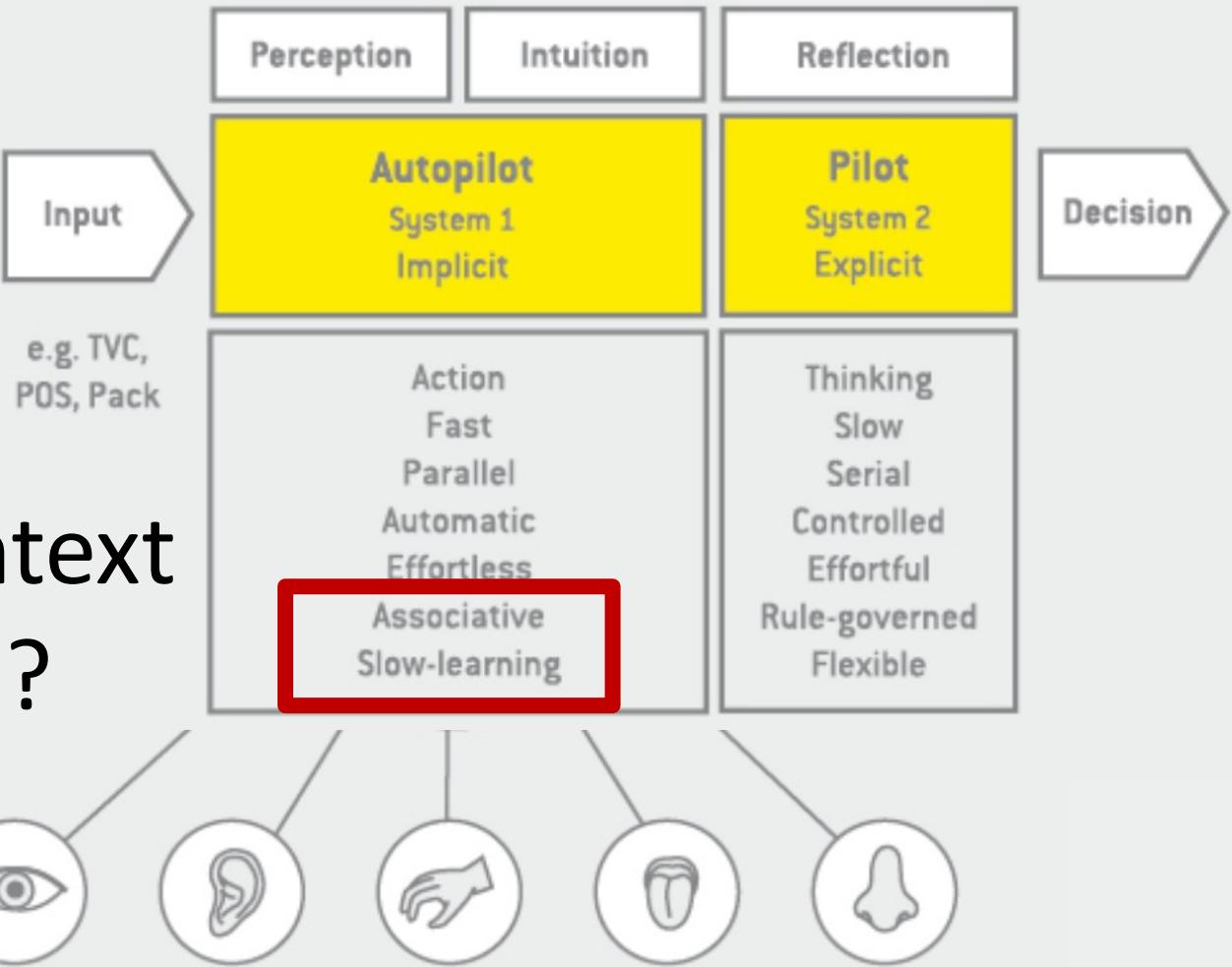
# System 1 is Biased

- Which inner square is darker?



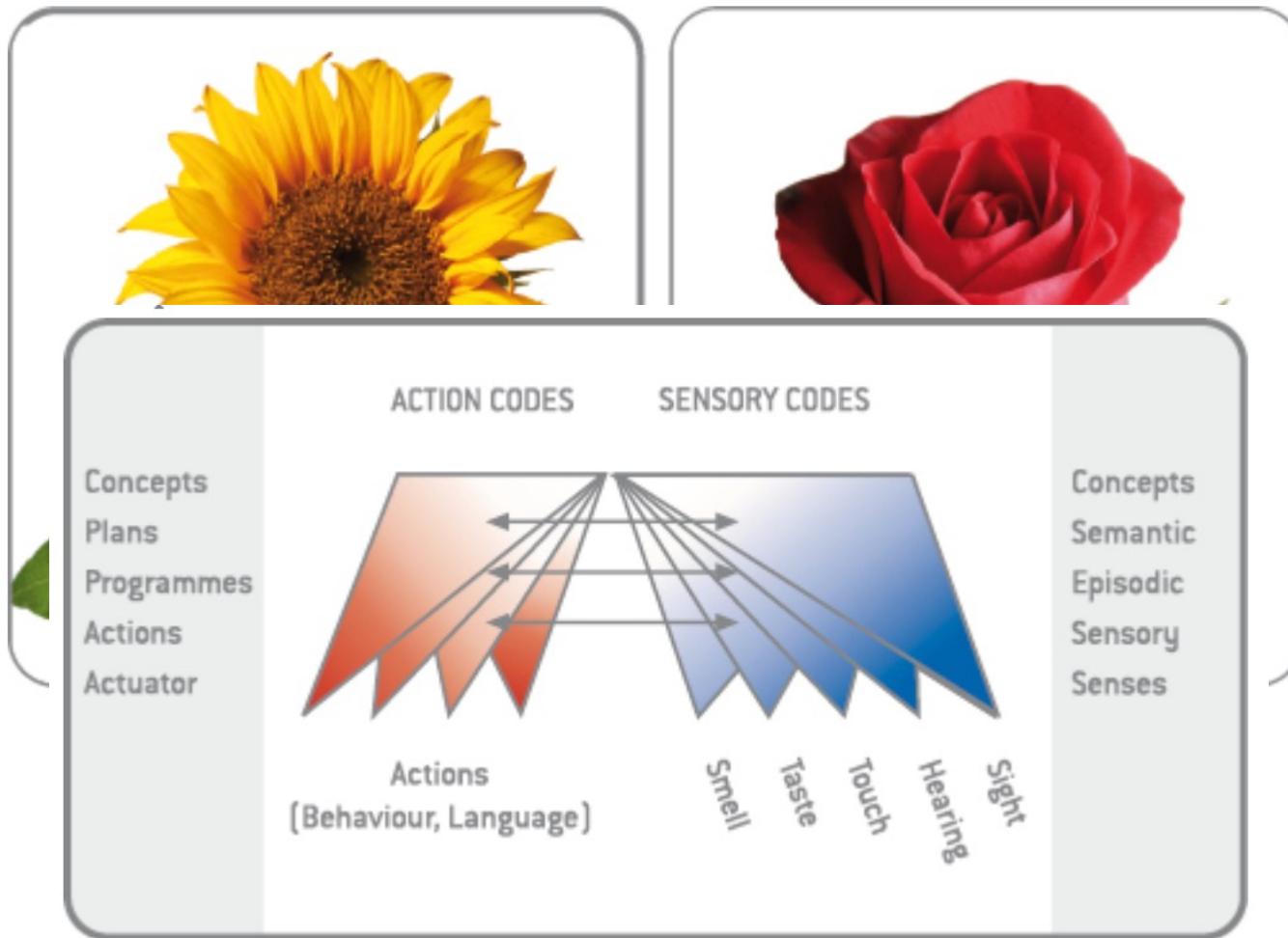
- Highly depend on *context*

# How Is Context Learned?

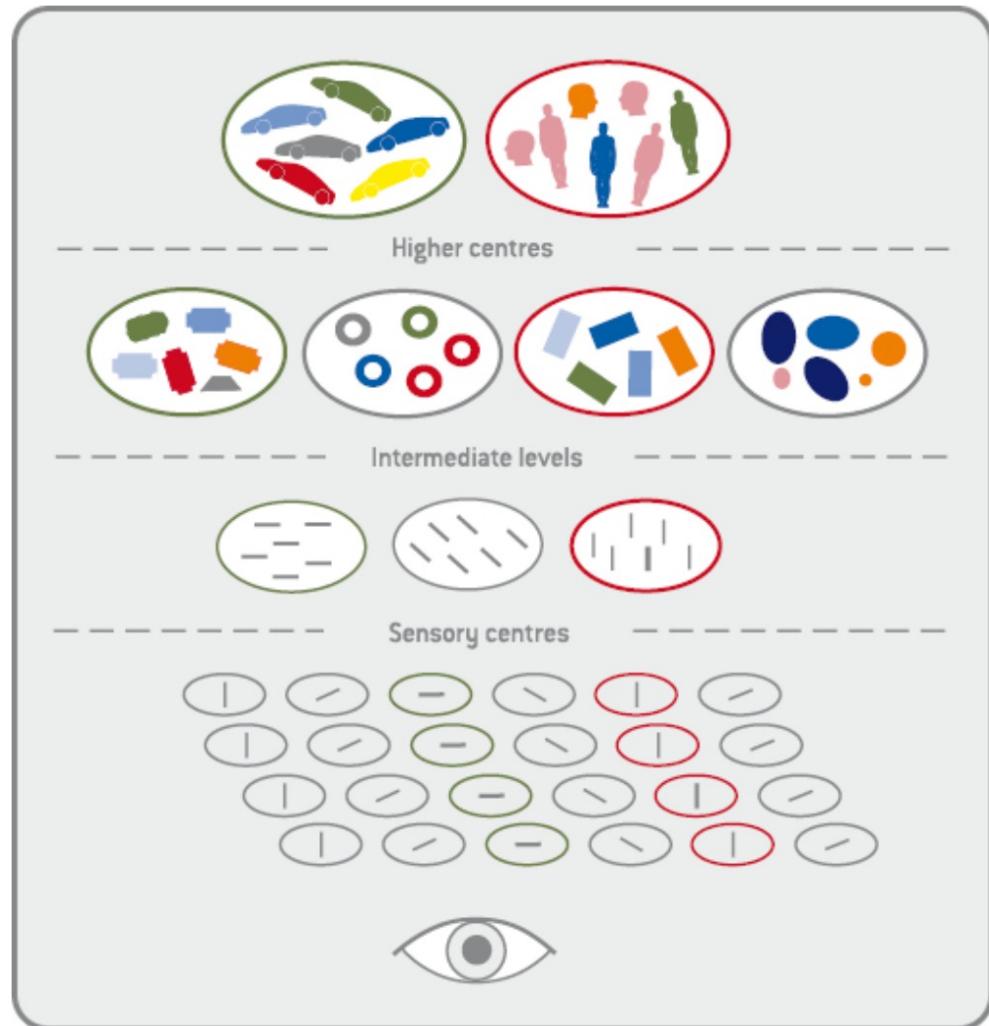
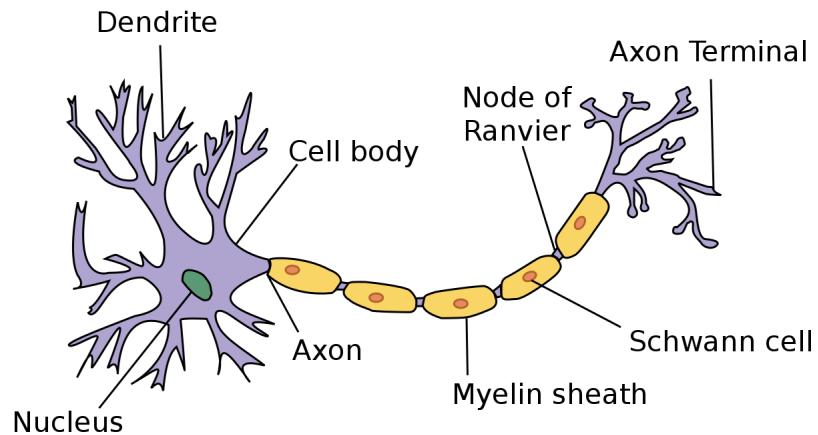


- Low-level signals → *association* → concepts

# Concept?



# From Signals to Concepts



# Outline:

## Design for Acquisition & Activation

- A cognitive model of human brain
- Optimizing context or touchpoints
- Optimizing decision interface

# How to Get My App Downloaded?



# How to Get My App Downloaded? What Context to Make?



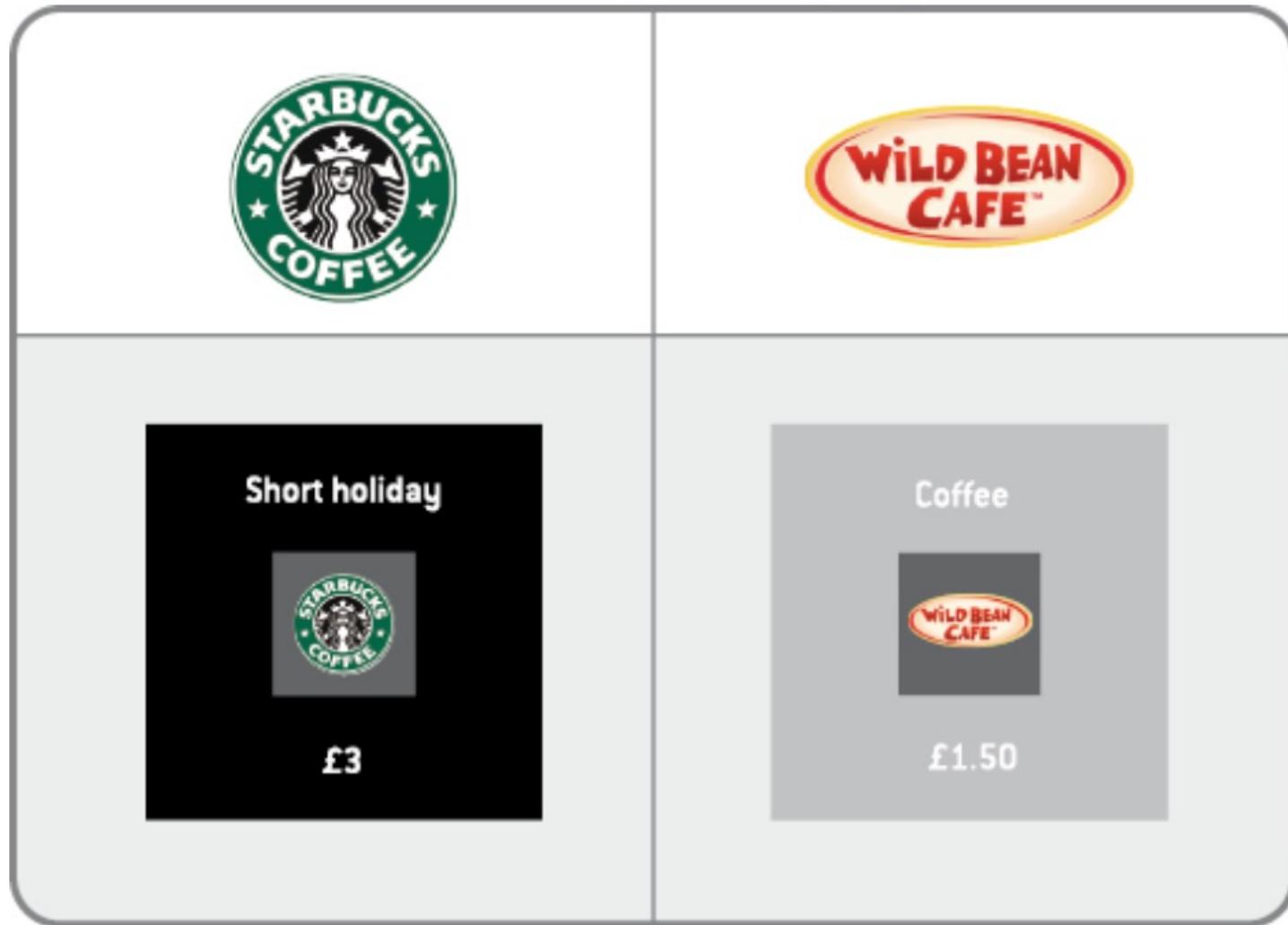
# Influence of Context



# Context Changes Behavior



# Your Value = Brand + Product



# Unique Value Proposition

- More features in product?



# Unique Value Proposition

- New concepts?



Do things history could only dream of.

 Just do it.

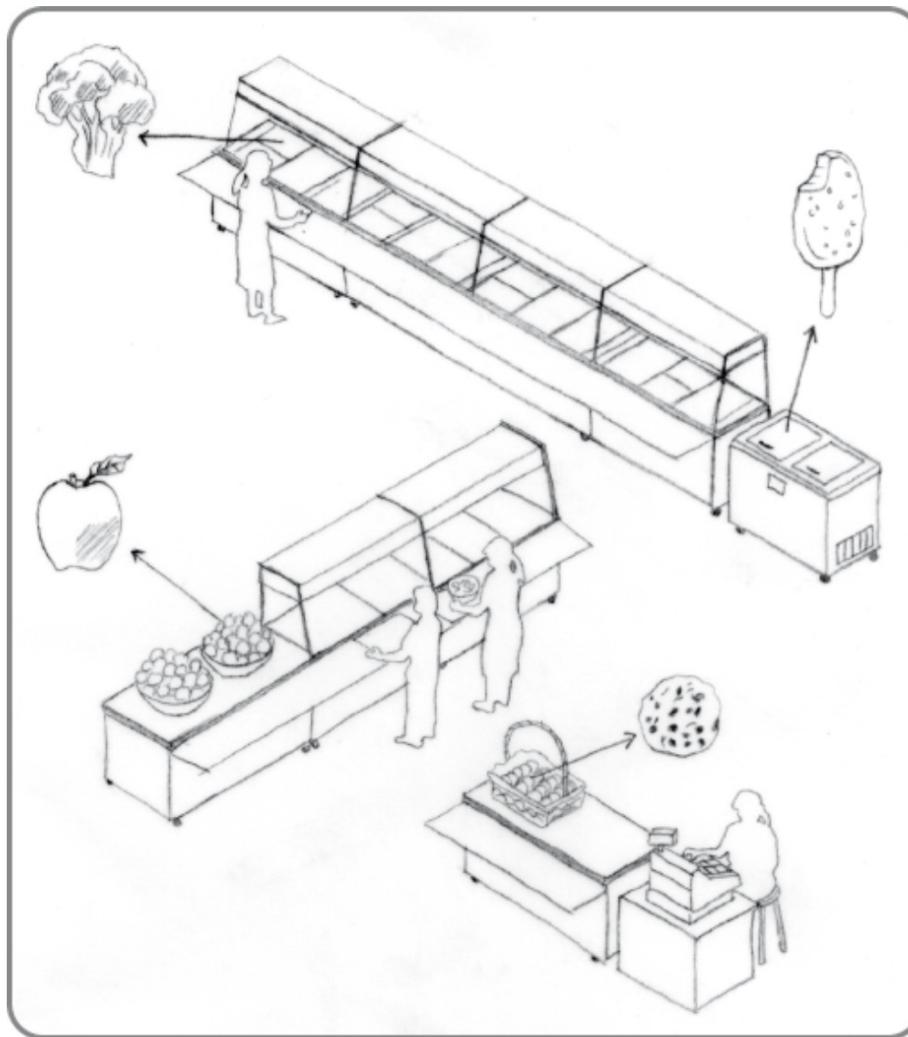


However, branding is usually costly...



If you cannot change context,  
change touchpoints.

# The Path to “Download”



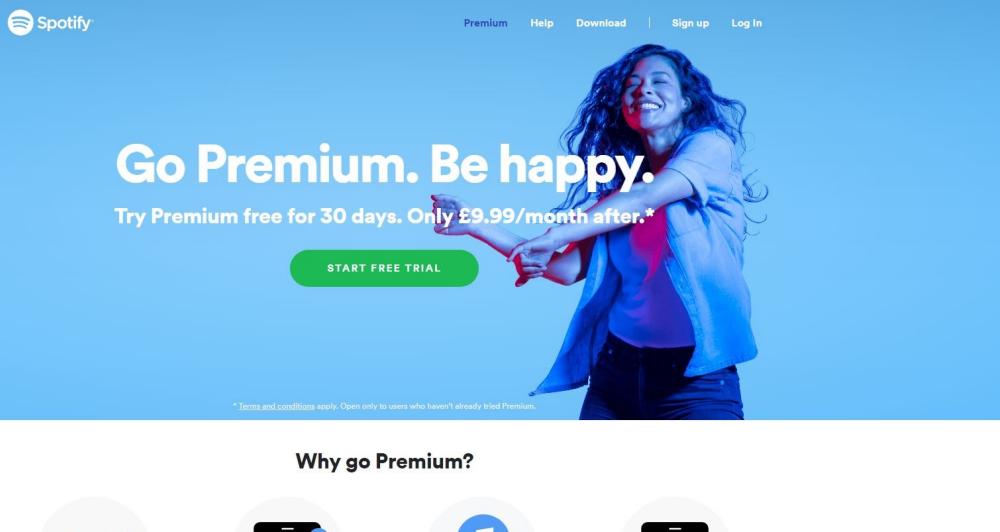
# Search Engine Optimization (SEO)

Exclude adult ideas		Add filter	SAVE	REMOVE		
<input type="checkbox"/>	Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
<input type="checkbox"/>	moz directory listings	10 – 100	Low	–	£2.59	£7.98
<input type="checkbox"/>	moz customer service	10 – 100	Low	–	£0.94	£4.03
<input type="checkbox"/>	moz pricing	1K – 10K	Low	–	£1.85	£6.14
<input type="checkbox"/>	moz pro pricing	100 – 1K	Low	–	£3.51	£9.21
<input type="checkbox"/>	moz pro free trial	10 – 100	Low	–	£5.63	£13.69
<input type="checkbox"/>	moz analytics free	10 – 100	Low	–	£1.09	£6.71
<input type="checkbox"/>	moz pro trial	10 – 100	Low	–	£2.48	£11.96

- Use Google trends & Ad Keywords Planner wisely



# Don't Waste the Banner in Landing Page



Spotify

Premium Help Download | Sign up Log In

Go Premium. Be happy.

Try Premium free for 30 days. Only £9.99/month after.\*

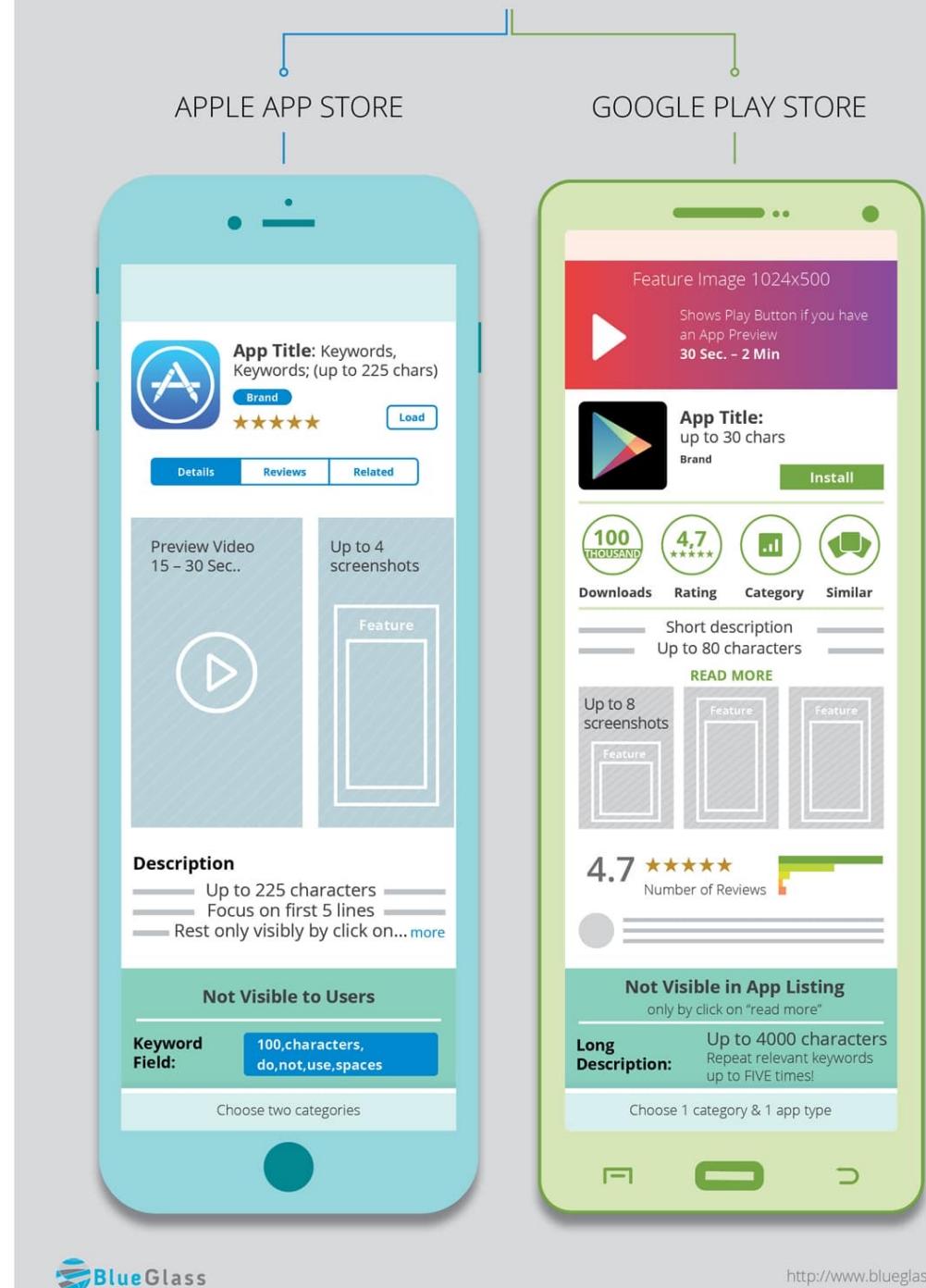
START FREE TRIAL

\* Terms and conditions apply. Open only to users who haven't already tried Premium.

Why go Premium?

# App Store Optimization (ASO)

- Category matters
- Tie your title/description to **keywords**



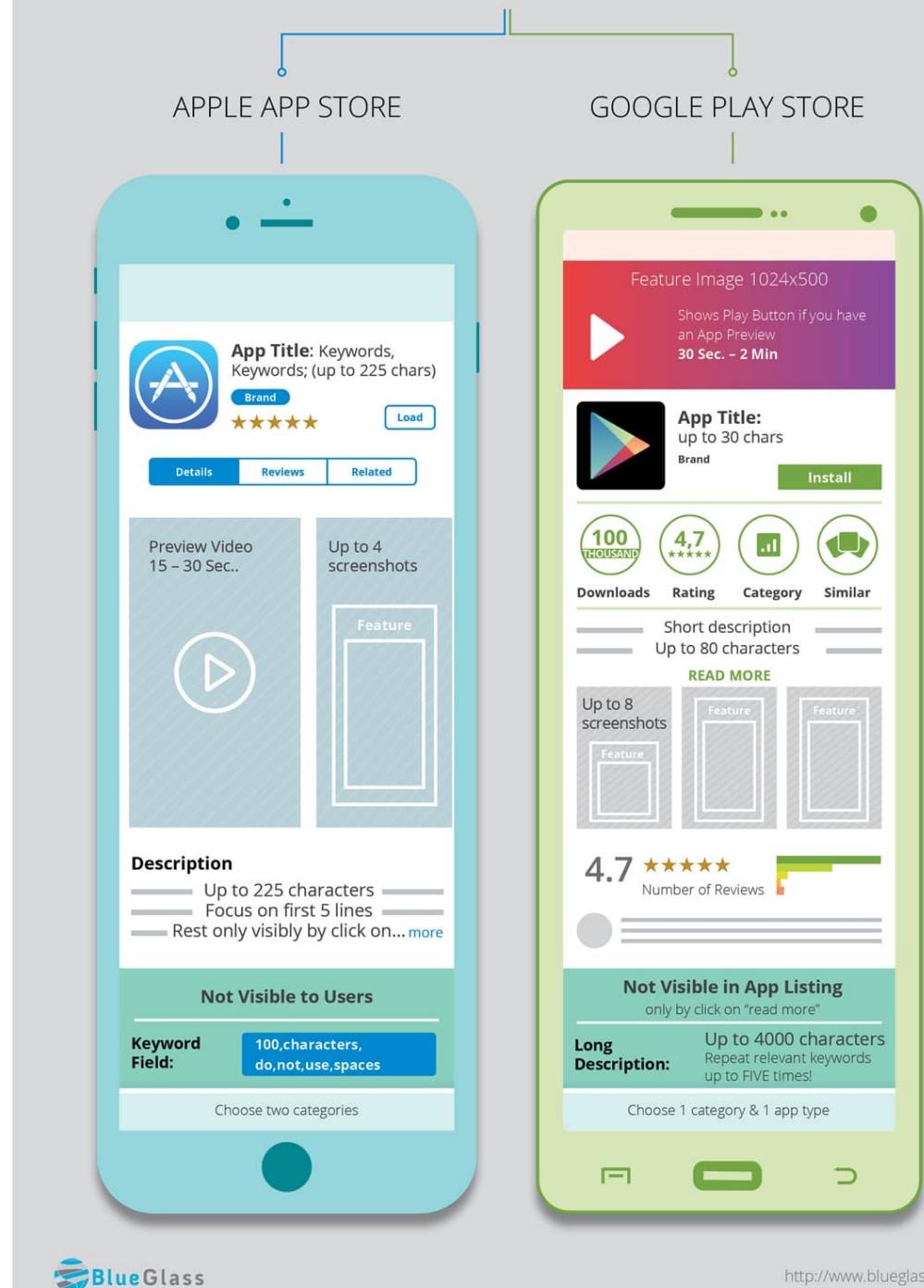
# Outline:

## Design for Acquisition & Activation

- A cognitive model of human brain
- Optimizing context or touchpoints
- Optimizing decision interface

# Decision Interface

- Small changes,  
huge impact



# How to Increase the Donation Rate?

**Opt-in**

Check the box below  
if you want to  
participate in the organ  
donor programme

**Opt-out**

Check the box below  
if you don't want to  
participate in the organ  
donor programme

A bar chart titled 'Opt-in' showing the percentage of respondents who checked the box for participating in the organ donor programme. The Y-axis is labeled 'Et' and ranges from 0 to 20. The X-axis lists ten countries: Denmark, Netherlands, United Kingdom, Germany, Austria, Belgium, France, Hungary, Poland, Portugal, and Sweden. The bars are dark grey. The values are explicitly labeled above each bar: Denmark (4), Netherlands (28), United Kingdom (17), Germany (12), Austria (20), Belgium (20), France (20), Hungary (20), Poland (20), Portugal (20), and Sweden (20).

Country	Opt-in (%)
Denmark	4
Netherlands	28
United Kingdom	17
Germany	12
Austria	20
Belgium	20
France	20
Hungary	20
Poland	20
Portugal	20
Sweden	20

# App Founded by Users. Will they download it?



# 3 Principles of Persuasive Decision Interfaces

- Tangibility
  - To trigger heuristics
  - Must have tangible and perceptible signals
- Immediacy
  - System 1 prefers immediate rewards
- Certainty
  - System 1 prefers the safe, certain choice

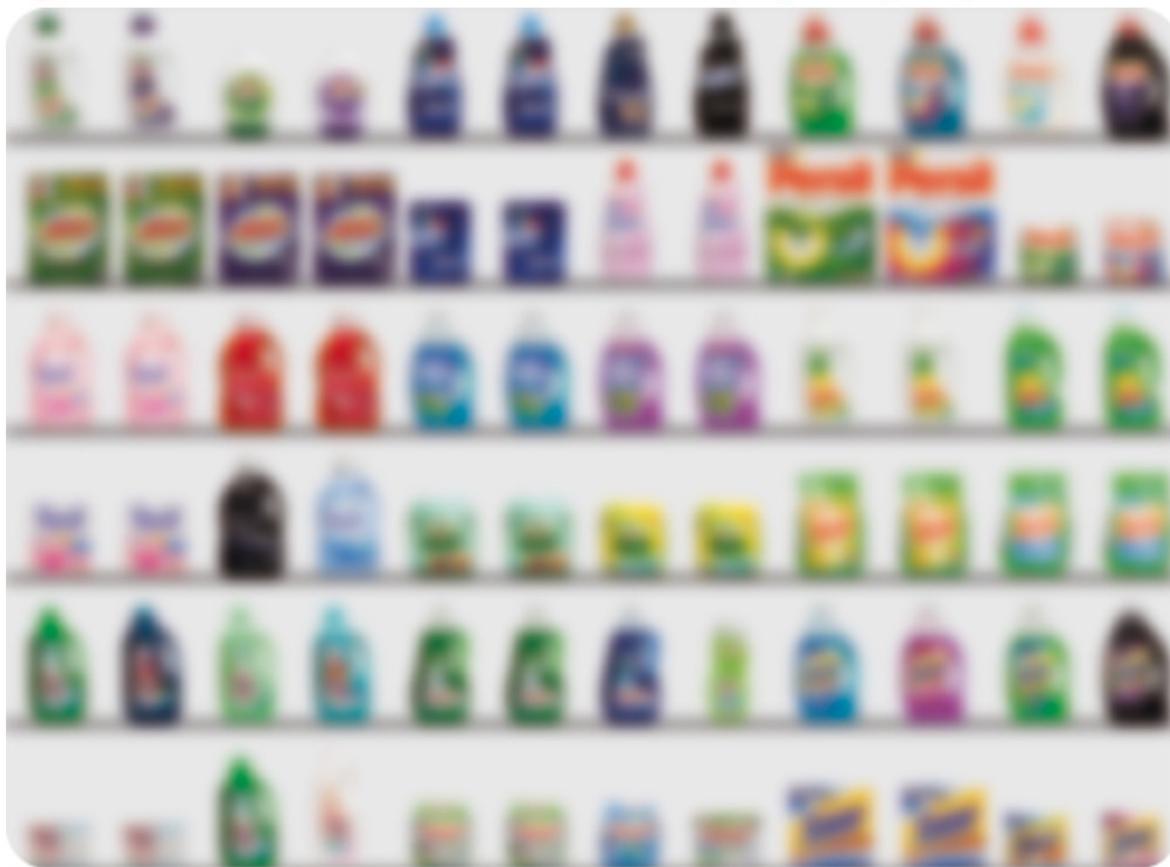
# Logo Design

- Human vision



# Logo Design

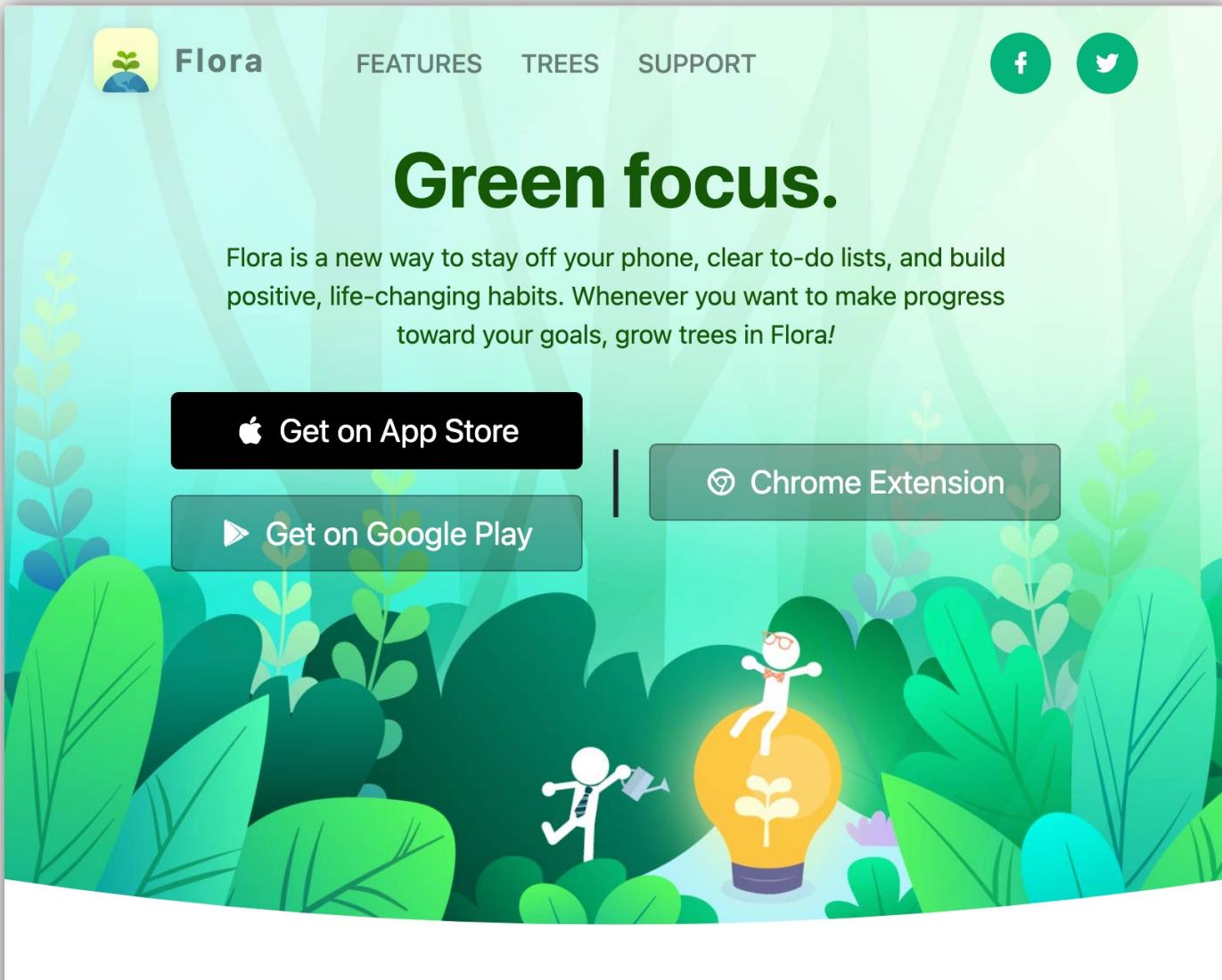
- How to stand out?



# AIDA Formula in Copywriting

- **A**ttention: grab users' attention to the product
  - Context (tangibility)
  - A “twist”? (curiosity)
- **I**nterest: get users to know the product or features
  - User problems
  - Your solutions?
- **D**esire: make your audience want it
  - Benefits?
  - Social proof? (certainty)
- **A**ction: call to action
  - Immediacy
  - What to lose without action?

# A Demo from Your Seniors



The image shows the landing page of the Flora app. The background is a vibrant green with stylized leaf patterns. At the top left is a logo icon of a small plant in a blue pot. To its right is the word "Flora". Above the main content area are three navigation links: "FEATURES", "TREES", and "SUPPORT". To the right of these are two social media icons: Facebook and Twitter. The central title "Green focus." is displayed in a large, bold, dark green font. Below the title is a descriptive paragraph: "Flora is a new way to stay off your phone, clear to-do lists, and build positive, life-changing habits. Whenever you want to make progress toward your goals, grow trees in Flora!" Below the paragraph are two download buttons: "Get on App Store" (with an Apple icon) and "Get on Google Play" (with a play icon). To the right of these buttons is another button for "Chrome Extension" (with a magnifying glass icon). At the bottom of the page is a cartoon illustration of a white stick figure with a bow tie and glasses. One figure is watering a small plant in a purple pot, while the other is standing on top of a large yellow lightbulb that contains a small green sprout.

Flora

FEATURES TREES SUPPORT

f

t

# Green focus.

Flora is a new way to stay off your phone, clear to-do lists, and build positive, life-changing habits. Whenever you want to make progress toward your goals, grow trees in Flora!

Get on App Store

Get on Google Play

Chrome Extension

36

# Getting Social Proof



- Ask right after the activation time