

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 (e.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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