netcore >> hansel.io

Nudges for Feature Adoption in 2020

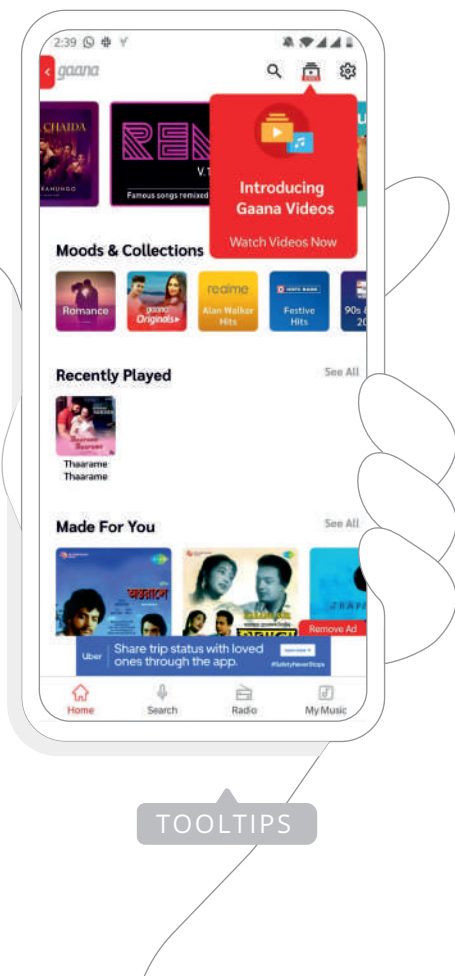## A Global Observational Study

Touch and hold an item to rate it
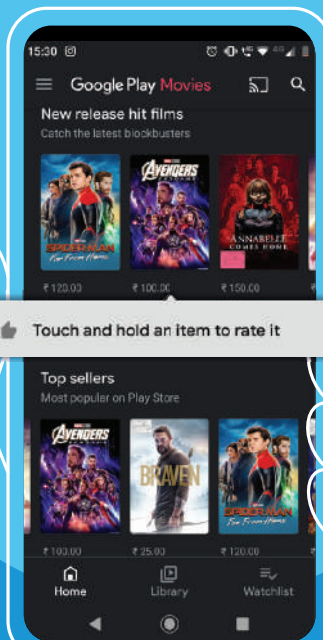
TOOLTIPS

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Feature Discovery & Adoption is Hard

Getting users to find, learn about, and then repeatedly use new features fundamentally requires users to change their existing behavior.

There are many strategies to drive feature adoption, but one of the most popular methods is to introduce UX changes that draw attention to, and educate users on, new or existing features. These UX changes take many forms: tooltips, spotlights, beacons and more. So, our teams at Netcore - Hansel wanted to observe which of these UX tactics were the most popular and prevalent. We also wanted to see how product teams would frame their language and copywithin these UX changes, in hopes of nudging users towards the desired action.
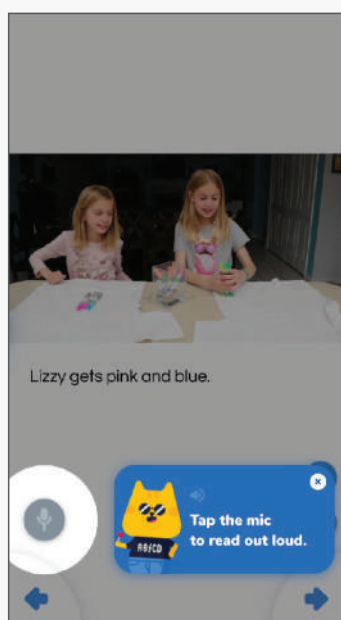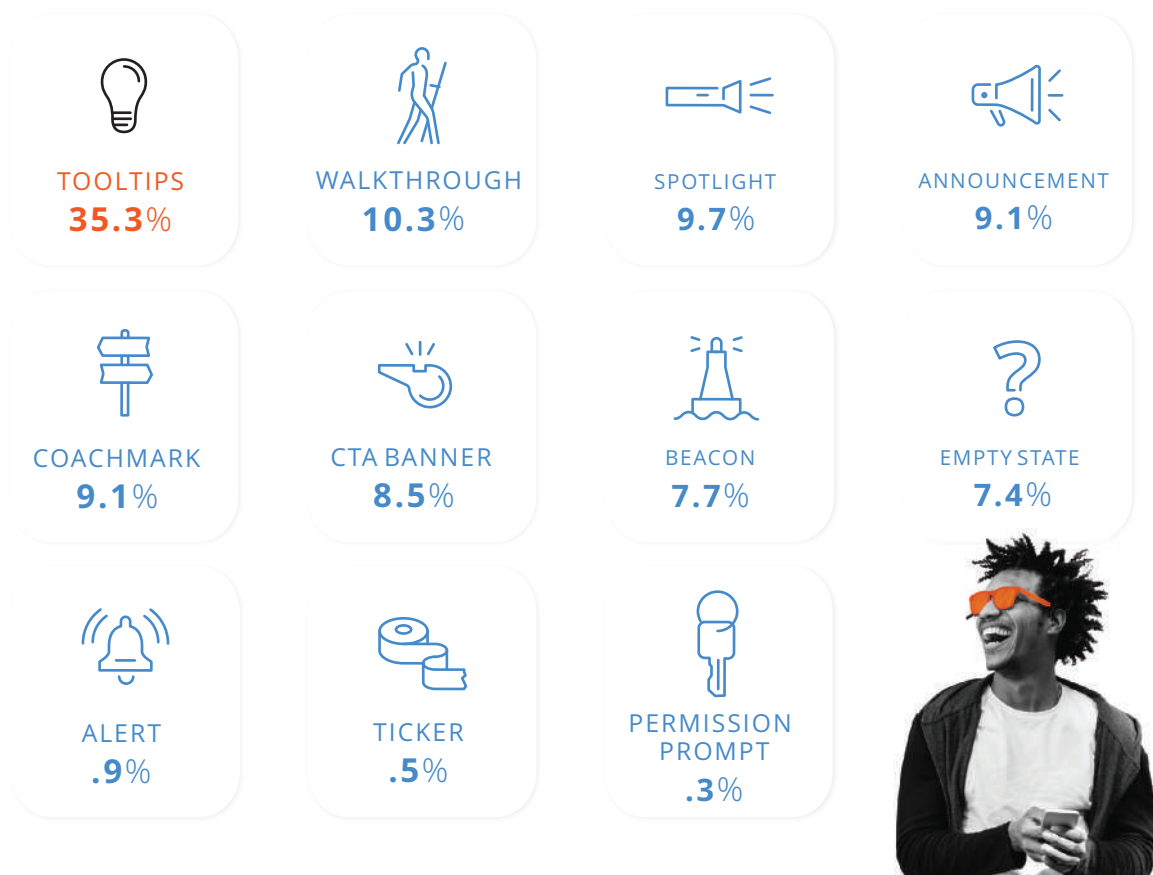
TOOLTIPS

Our Teams Observed and Recorded Over

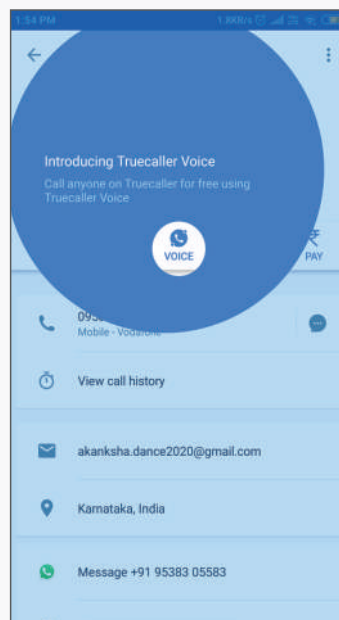| 300	9
OF THESE	**DIFFERENT**
NUDGES	**INDUSTRIES**

We organized the results into digestible categories and hope they provide you with a view into the means and methods that product and growth teams are using today to drive feature adoption.
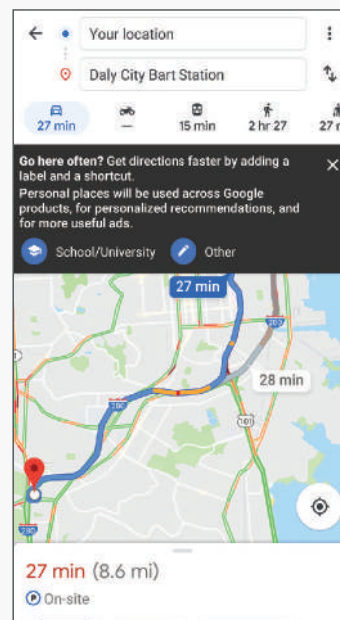
Breakdown of all 300+ Nudges by Type

TOOLTIPS **35.3**%	**WALKTHROUGH** **10.3**%	**SPOTLIGHT** **9.7**%	**ANNOUNCEMENT** **9.1**%
COACHMARK **9.1**%	**CTA BANNER** **8.5**%	**BEACON** **7.7**%	**EMPTY STATE** **7.4**%
ALERT **.9**%	**TICKER** **.5**%	**PERMISSION PROMPT** **.3**%	

Lizzy gets pink and blue.

Tap the mic to read out loud.

Introducing Truecaller Voice
Call anyone on Truecaller for free using Truecaller Voice

VOICE

PAY

095... Mobile - Vodafone

View call history

akanksha.dance2020@gmail.com

Karnataka, India

Message +91 95383 05583

Your location
Daly City Bart Station
27 min   15 min   2 hr 27   27 m

Go here often? Get directions faster by adding a label and a shortcut.
Personal places will be used across Google products, for personalized recommendations, and for more useful ads.

School/University   Other

27 min
27 min
28 min

27 min (8.6 mi)
On-site

SPOTLIGHT   COACHMARK   ALERT

DID YOU KNOW?   **D0 user retention can be 13% higher with an on-boarding walkthrough.**

Industry Breakdown

UTILITY
29.3%

MEDIA
15.8%

E-COMMERCE
11.5%

PRODUCTIVITY
11.3%

TRAVEL
9.6%

SOCIAL MEDIA
8.9%

FINANCE
8.2%

SOFTWARE
4.1%

GAMES
1.4%

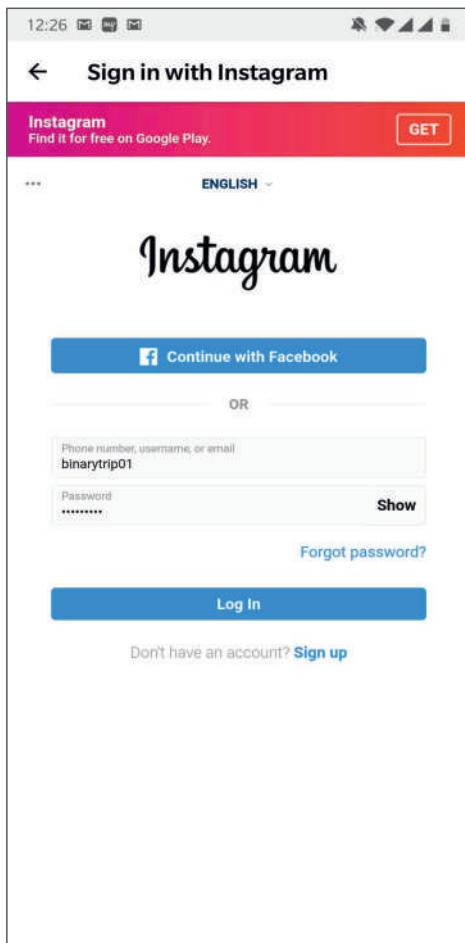**DID YOU KNOW?** | **When rightly used, Nudges can promote the average time spent per session by the user, by up to 15 - 20%?**
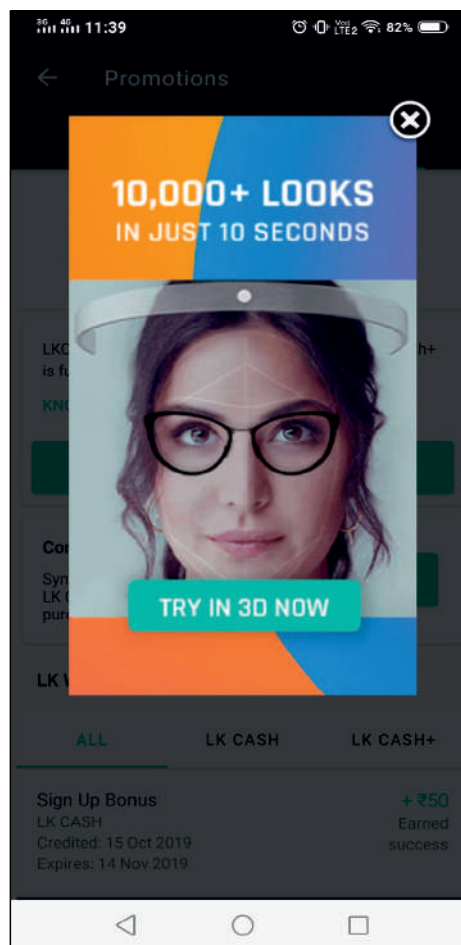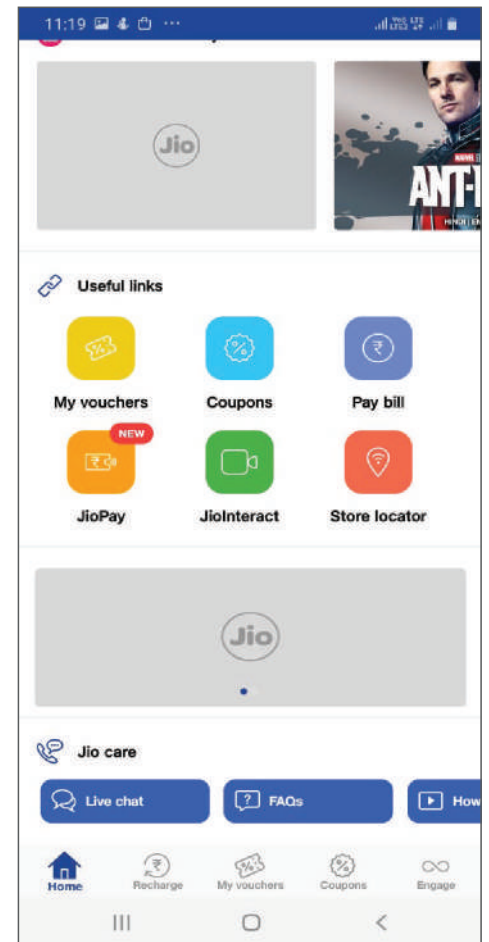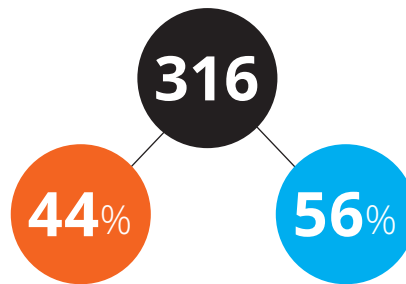
DESKTOP VERSUS MOBILE

MOBILE
81%

DESKTOP
19%

CTA BANNER

ANNOUNCEMENT

BEACON

DID YOU KNOW?

Feature Discovery and Adoption can increase by **up to 12%** with relevant contextual nudges?
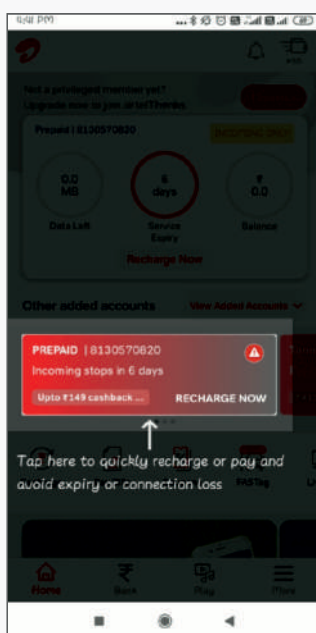
Function

TOTAL NUDGES

316
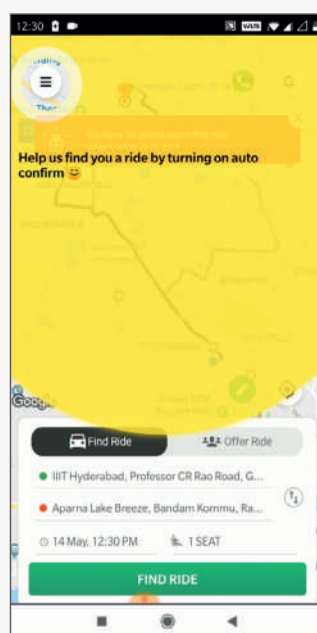
44% | **56%**

INSTRUCTIONAL | **EDUCATIONAL**

Instructional Nudges are framed with a call-to-action in mind, using task-oriented language to direct and guide the user in the desired behavior.

Educational Nudges educate the user on the feature, in hopes that giving users knowledge about the feature's benefits will act as an incentive.
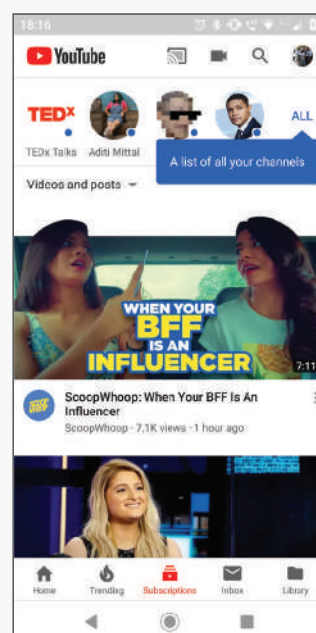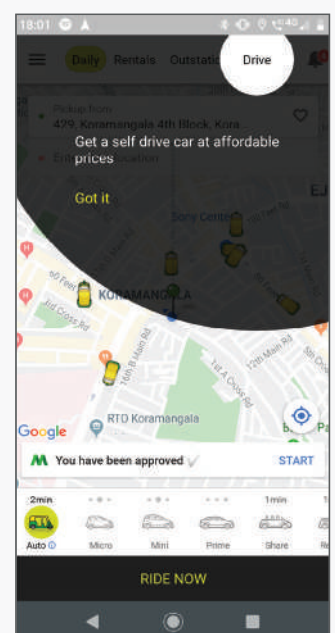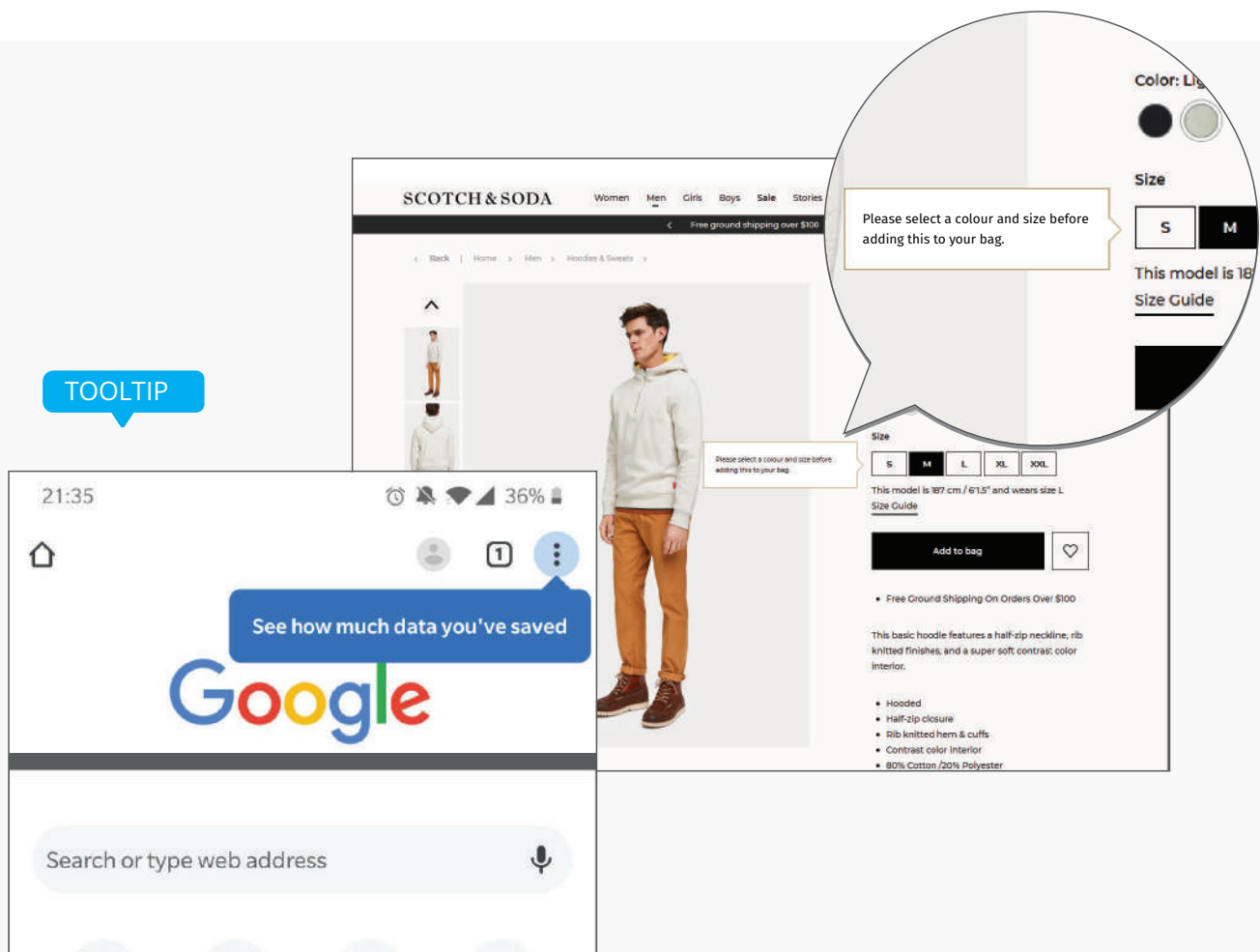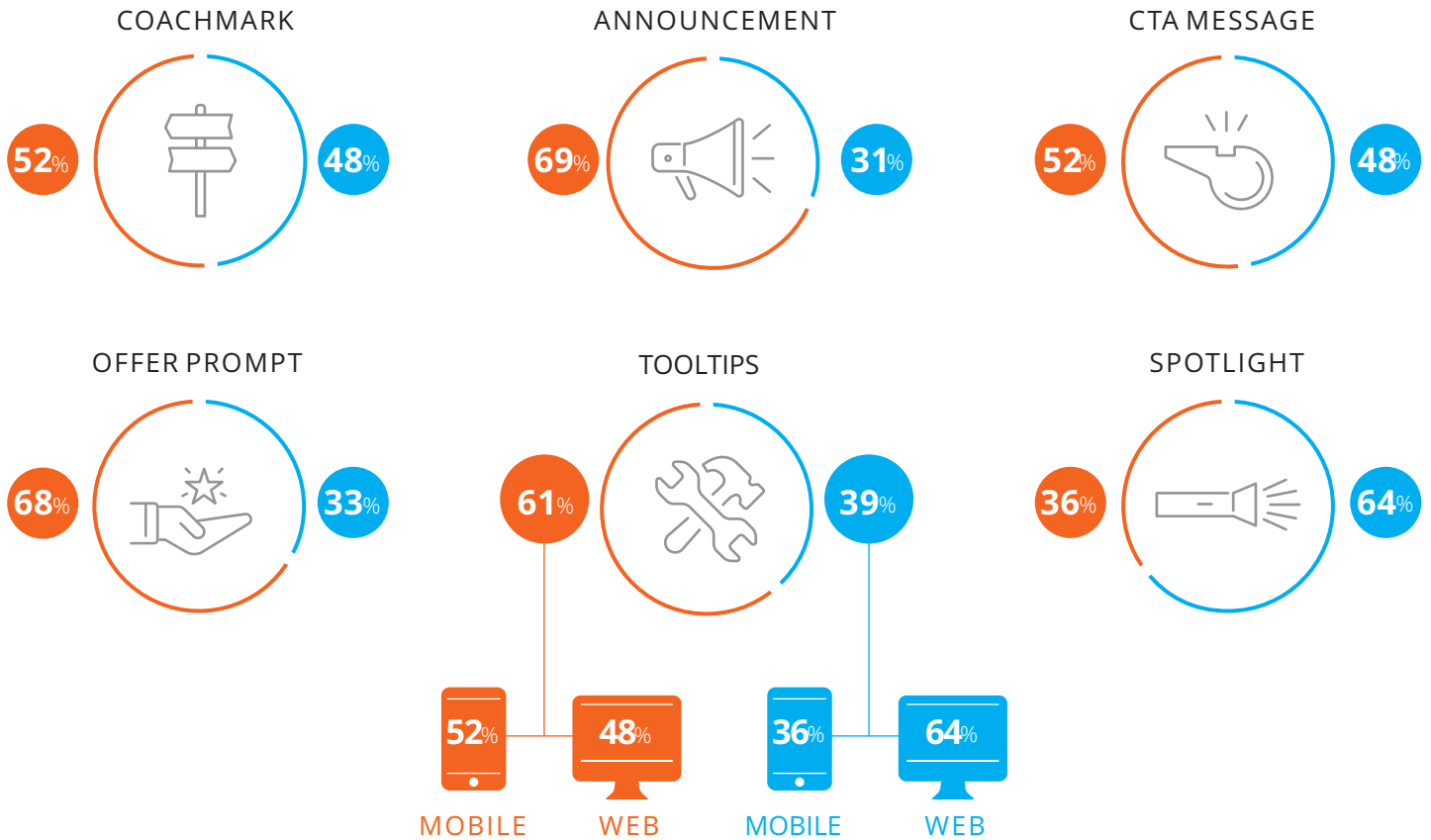
TOOLTIP | SPOTLIGHT | TOOLTIP | BEACON

INSTRUCTIONAL VERSUS EDUCATIONAL NUDGE BREAKDOWN

COACHMARK
52% 48%

ANNOUNCEMENT
69% 31%

CTA MESSAGE
52% 48%

OFFER PROMPT
68% 33%

TOOLTIPS
61% 39%

52% MOBILE
48% WEB

36% MOBILE
64% WEB

SPOTLIGHT
36% 64%

TOOLTIP

SCOTCH & SODA

Please select a colour and size before adding this to your bag.

21:35   36%

See how much data you've saved

Google

Search or type web address

While this report was about observing use cases of feature adoption, we also noticed how apps make use of announcements and offer prompts to elevate a certain experience for users. The former is more native to the app's UI theme, reserved to shout-out a new or existing feature, or an incentive to use it. Offer prompts can be likened to an ad spot, usually marketing-driven to push for conversion.
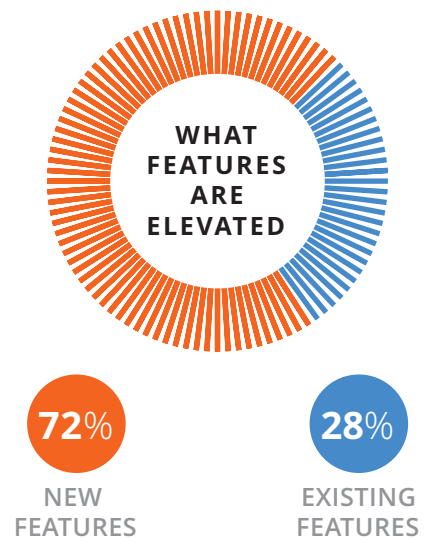
PRODUCT OR MARKETING

FEATURES

OFFERS

Chart

Category	Features	Offers
BEACON	89%	11%
FEATURE ANNOUNCEMENT	60%	40%
MESSAGE WITH CTA	70%	30%
OFFER PROMPT	28%	72%
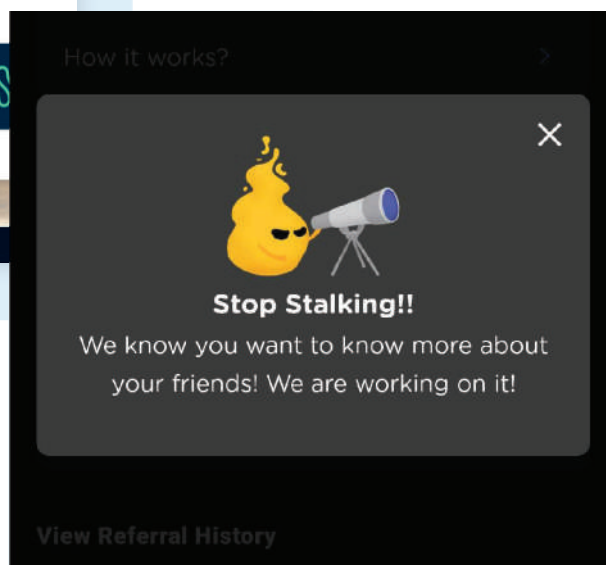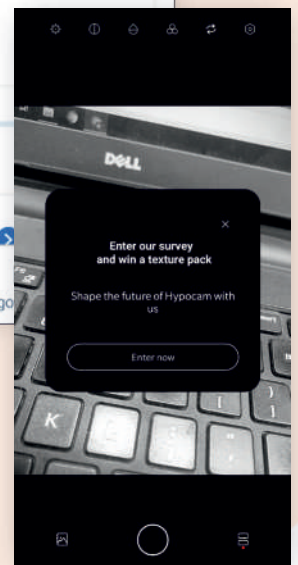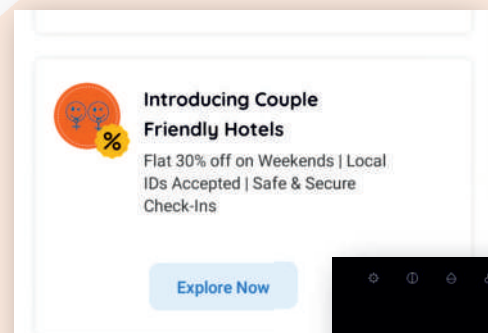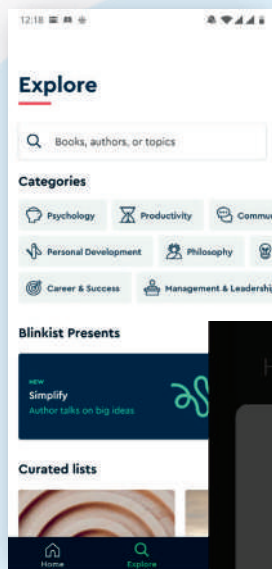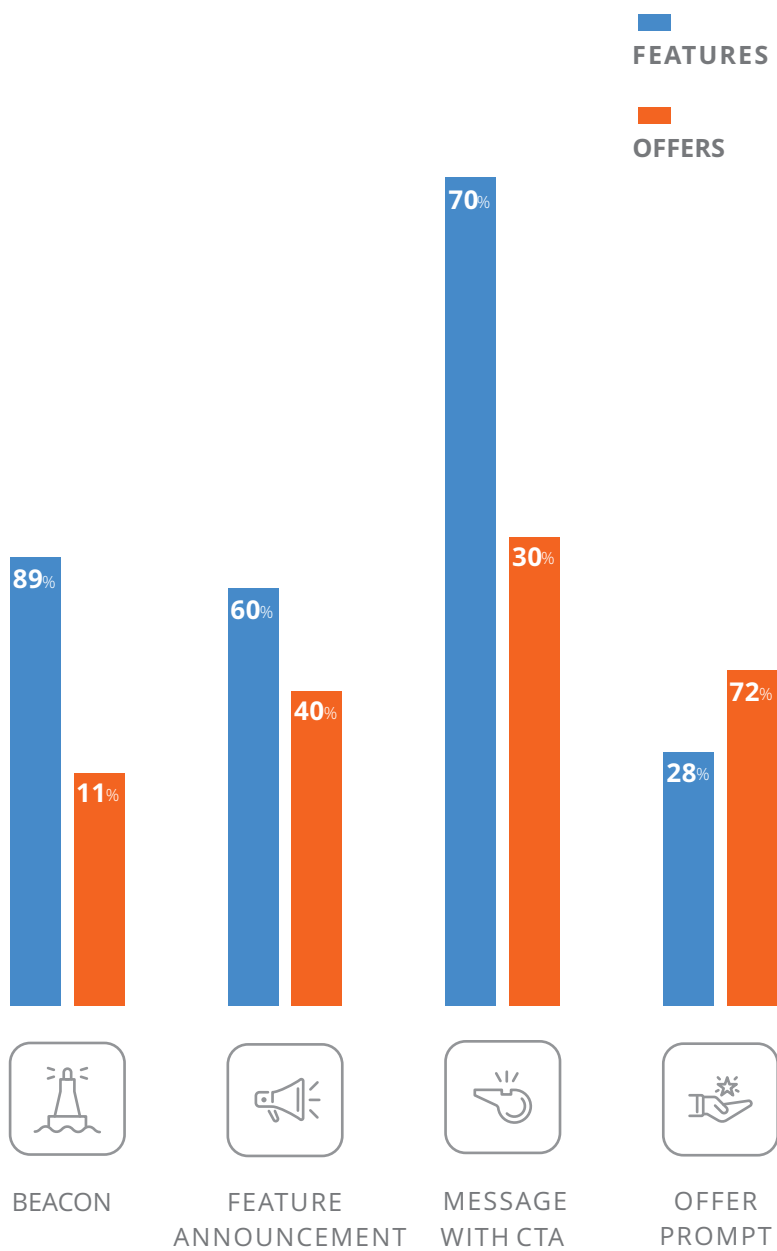
TOOLTIP CONTENT

SINGLE LINES OF TEXT	**33.9**%
MULTIPLE LINES OF TEXT	**63.7**%
IMAGE ONLY	**2.4**%

WHAT FEATURES ARE ELEVATED

72% NEW FEATURES

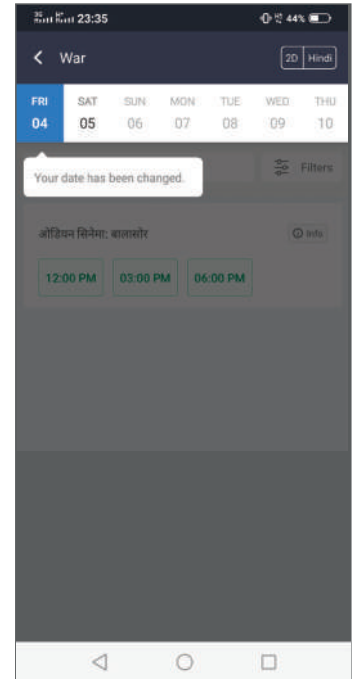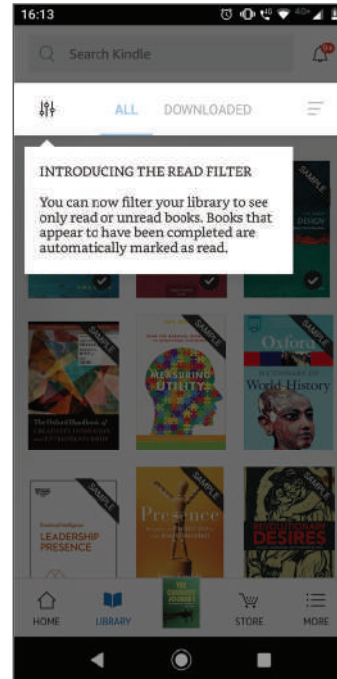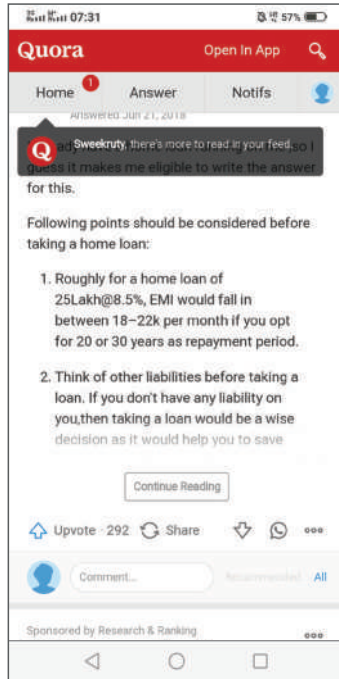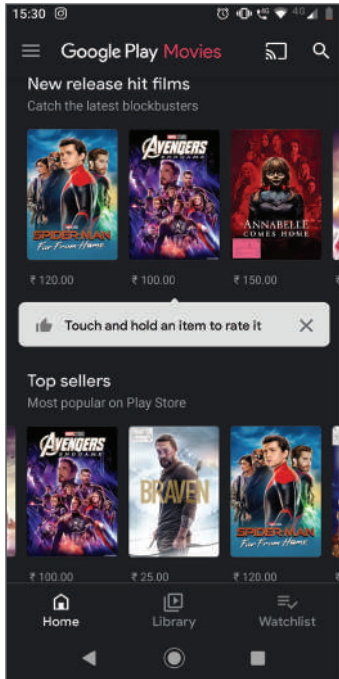**28%** EXISTING FEATURES

DID YOU KNOW? With the right nudges, the CTR and there by conversions can improve by up to 20%?

Aesthetics

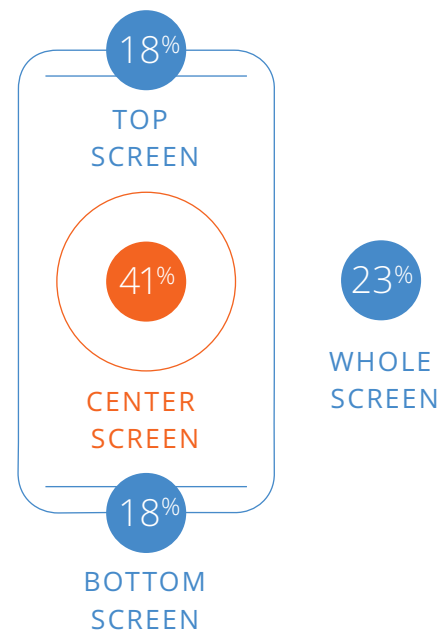## ACTIVE APP BACKGROUND

TOOLTIPS

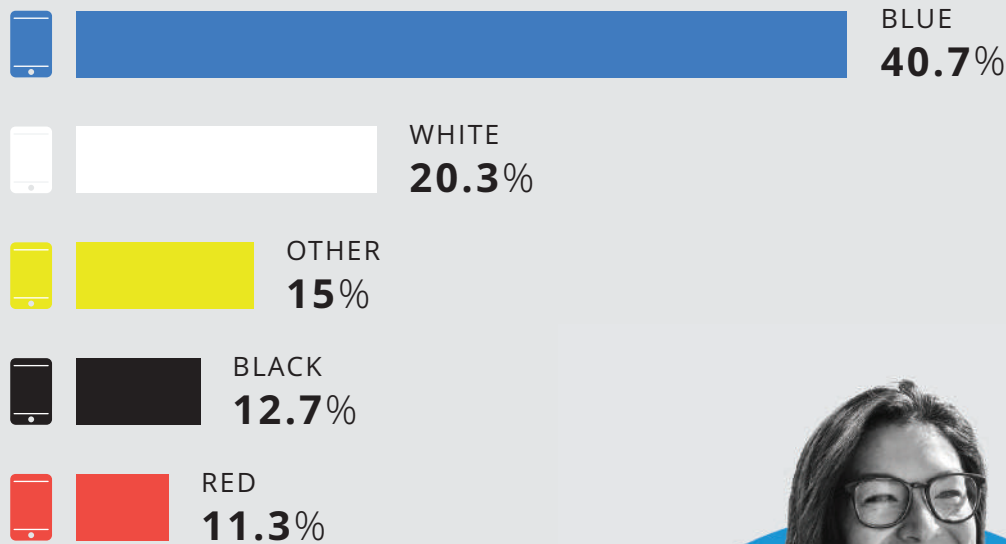## GREYED APP BACKGROUND

GREYED BACKGROUND
42.8%

ACTIVE BACKGROUND
57.2%

PLACEMENT AND POSITION

18%
TOP SCREEN

41%
CENTER SCREEN

23%
WHOLE SCREEN

18%
BOTTOM SCREEN

COLOR DISTRIBUTION

BLUE
40.7%

WHITE
20.3%

OTHER
15%

BLACK
12.7%

RED
11.3%

GET IN TOUCH WITH US