

Design for Execution Part 1: Acquisition and Activation

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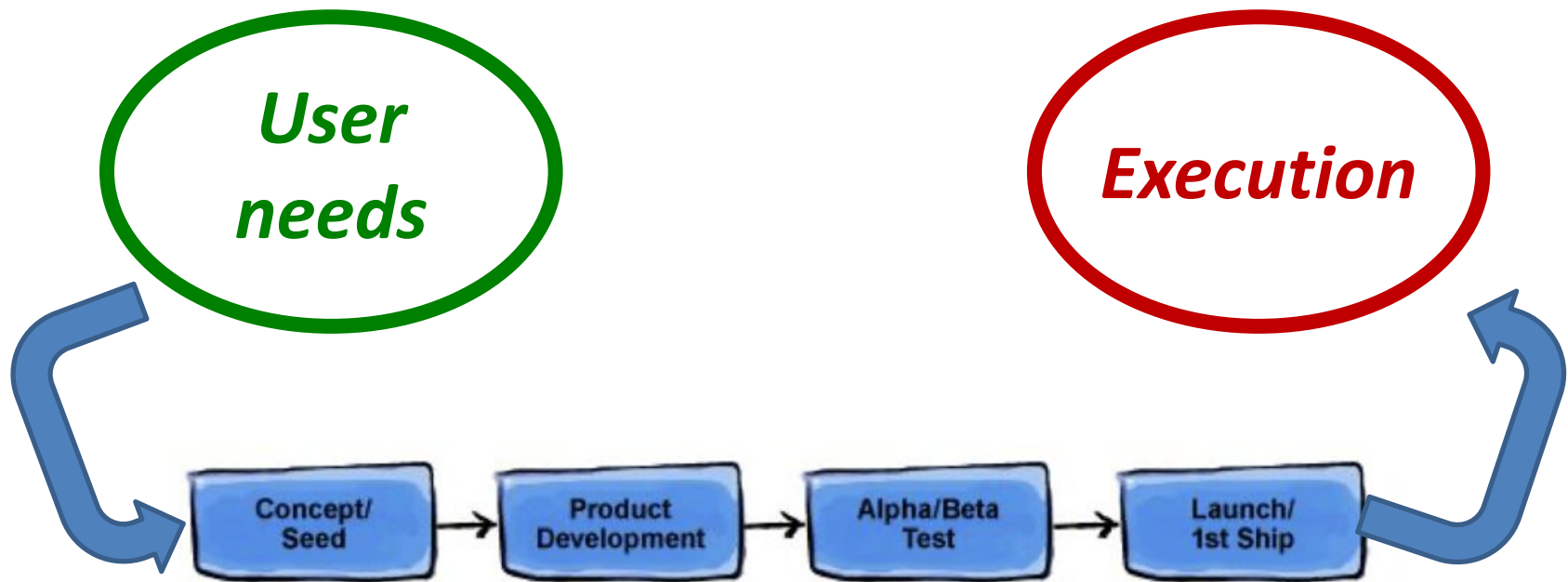
Demo 1: Outstanding Groups

- Team 14: [Busy Bee](#)
- Team 7: Wallistic
- Team 1: BeProductive

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

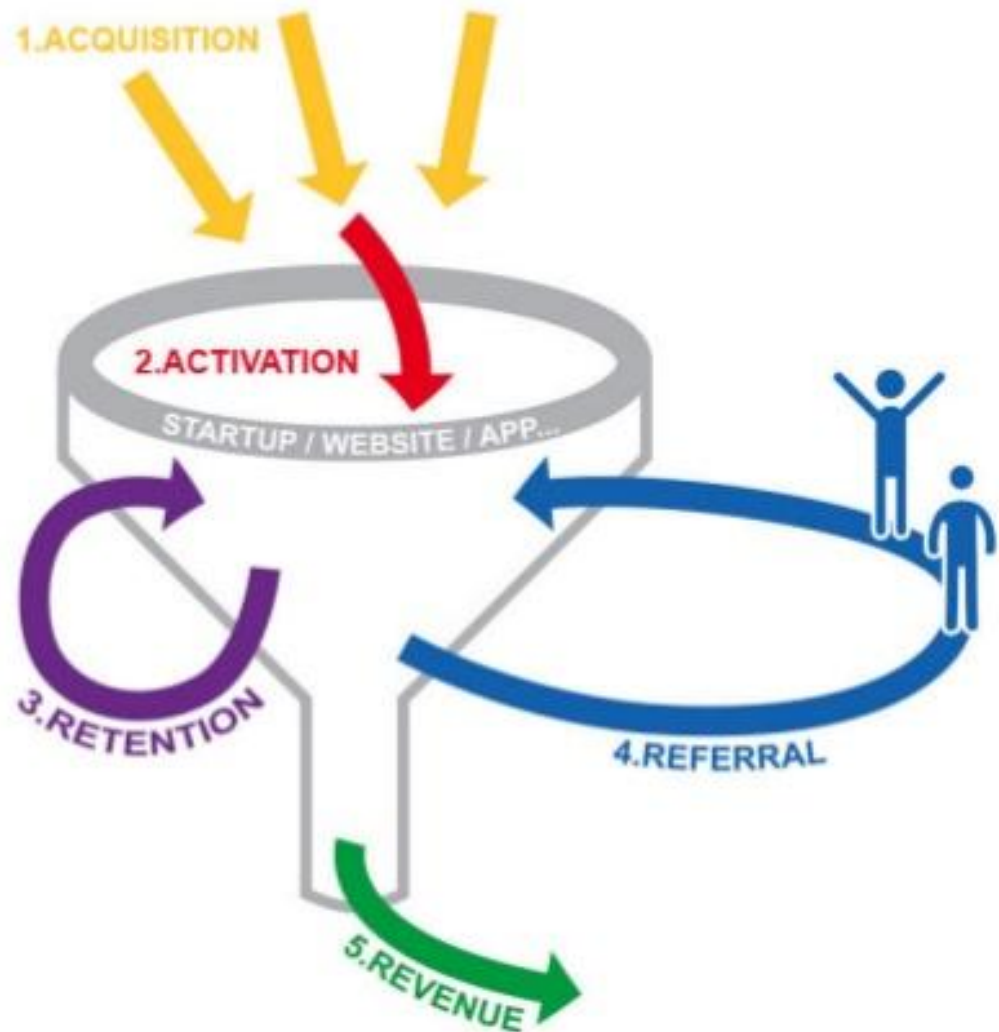
Two Sides of Design Considerations



- ~~• 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**evue
- Be prepared at design phase



How to Get My App Downloaded?



Outline:

Design for Acquisition & Activation

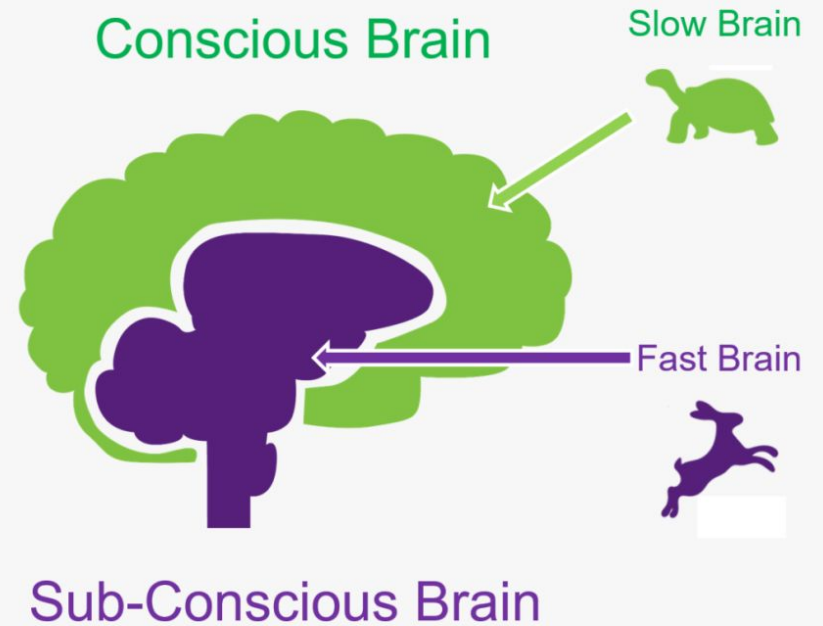
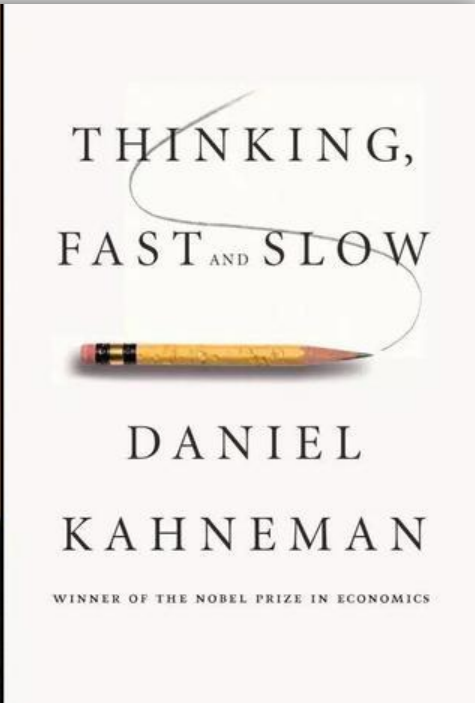
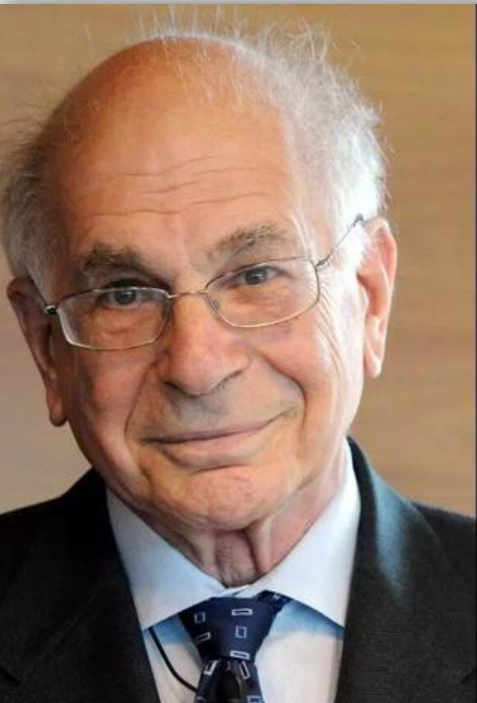
- A cognitive model of human brain
- Optimizing context or touchpoints
- Optimizing decision interface

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Design for Acquisition & Activation

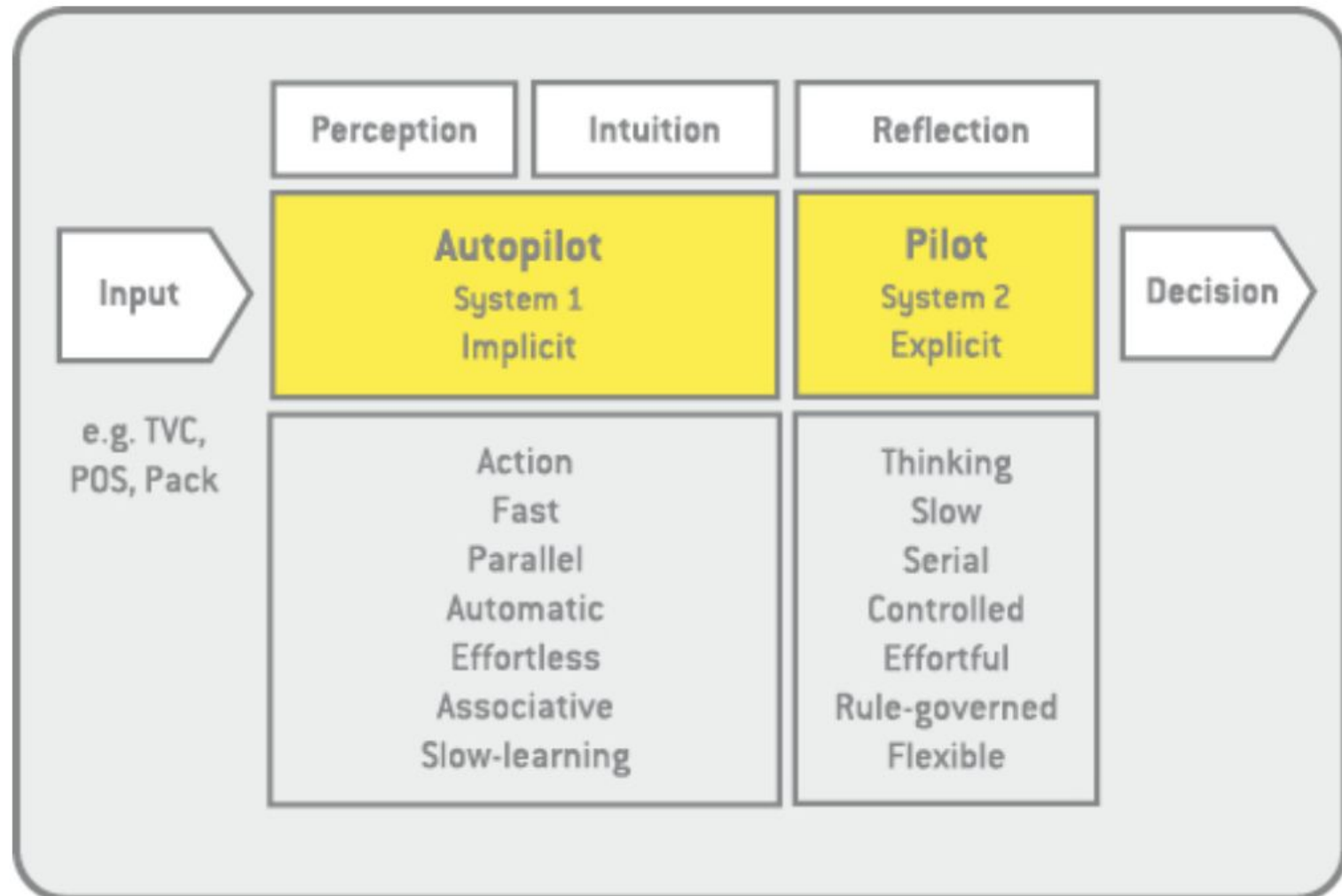
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Thinking, Fast and Slow



- By Daniel Kahneman, who won Nobel Prize

Thinking, Fast and Slow



How Strong Is System 1?

色^{ム、セ} 彩^{チ、サイ} 急^{リ、ク} 轉^{出、マ} 彎^{マ、マ}

請大聲唸出字的顏色，例：黃念綠，藍念紫
 由左至右，在一分鐘內能正確念出顏色，而不受
 字意干擾短路的話，恭喜您“腦筋靈活，色彩分明”

白	橘	白	紫	紅	黃
藍	紅	藍	黑	綠	藍
綠	紫	橘	黃	紅	黑
藍	黑	紅	黃	灰	橘
綠	紫	橘	藍	藍	黑

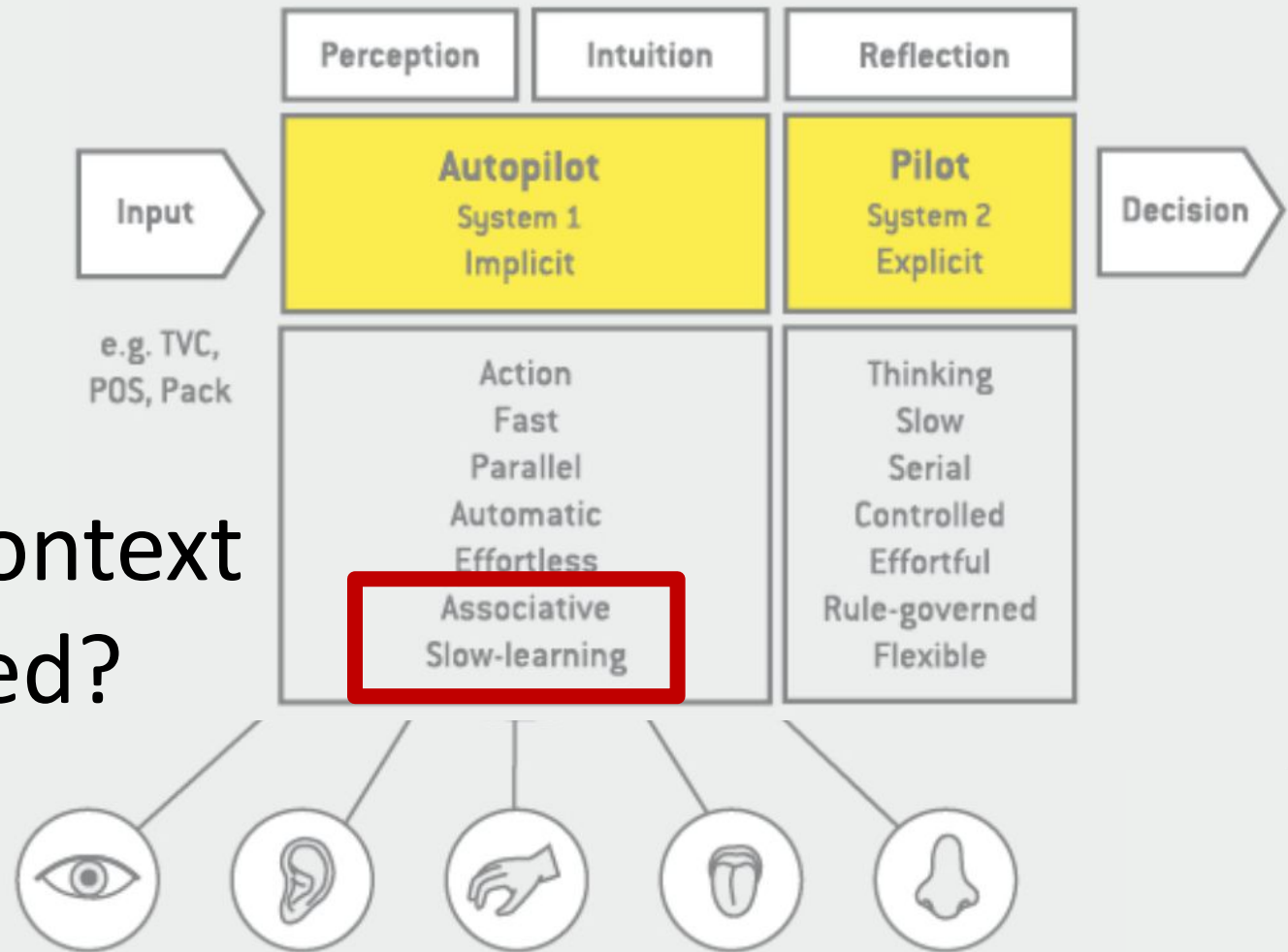
System 1 is Biased

- Which inner square is darker?



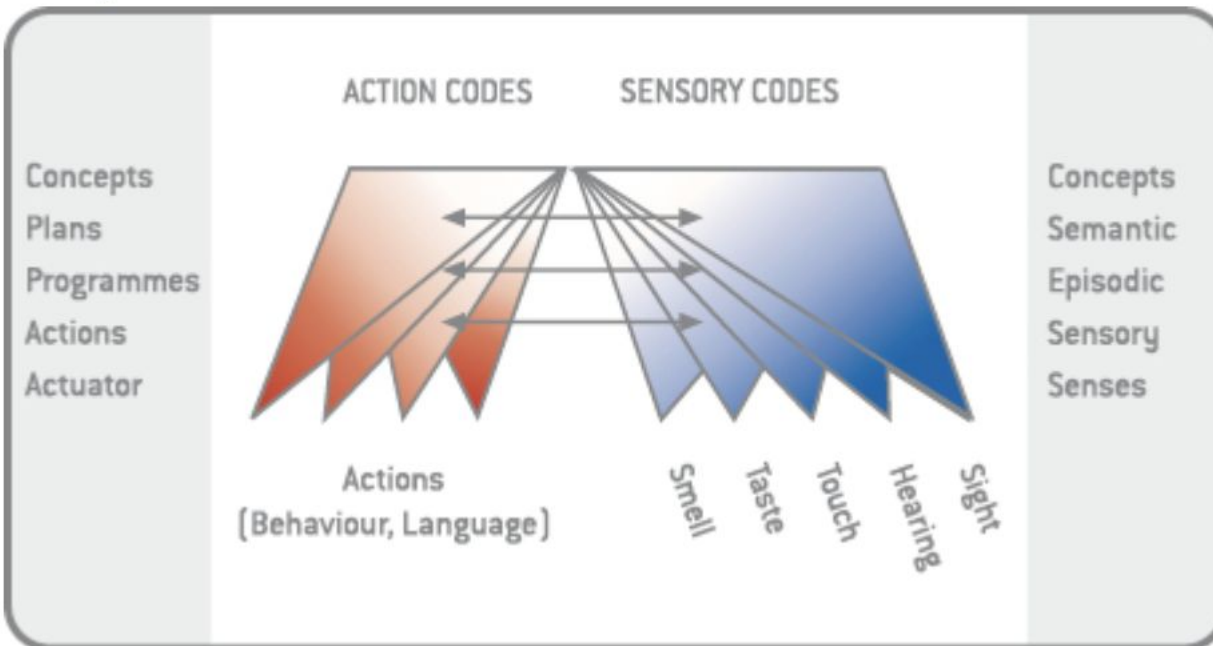
- Highly depend on ***context***

How Is Context Learned?

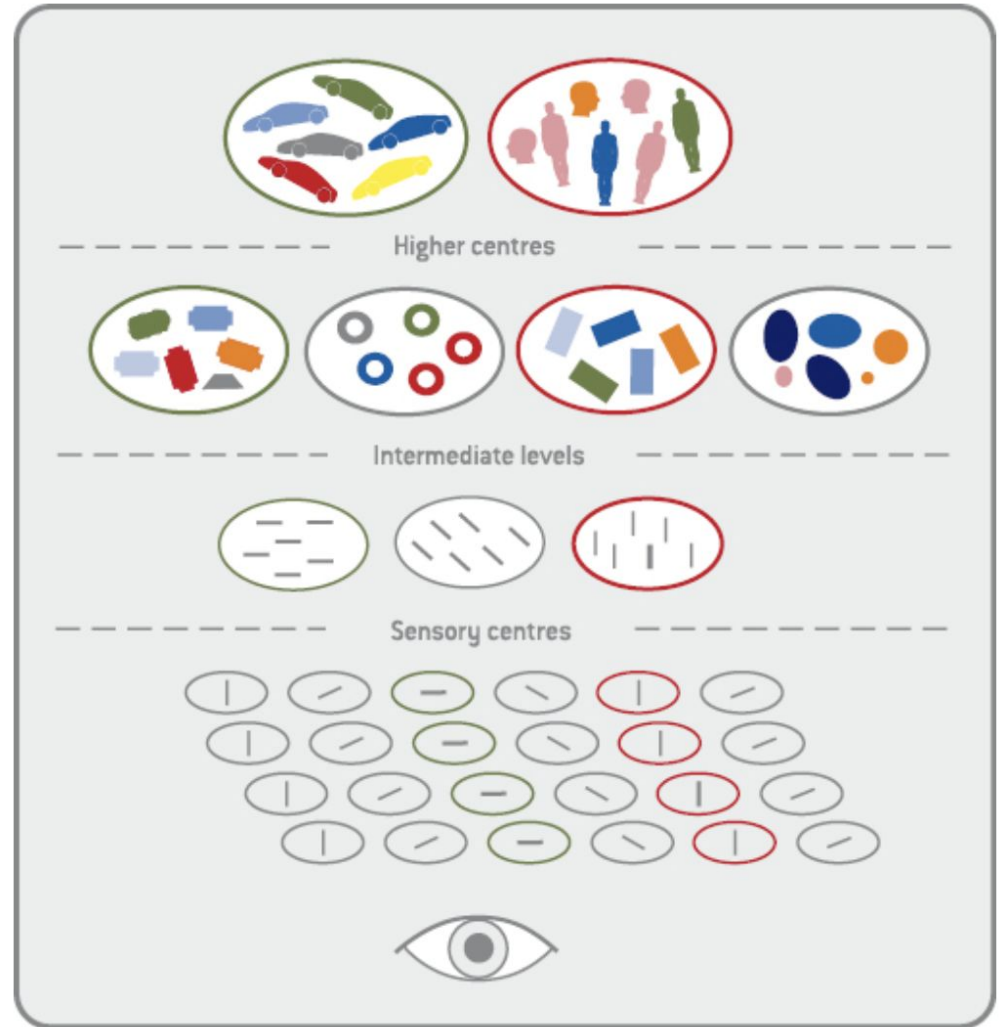
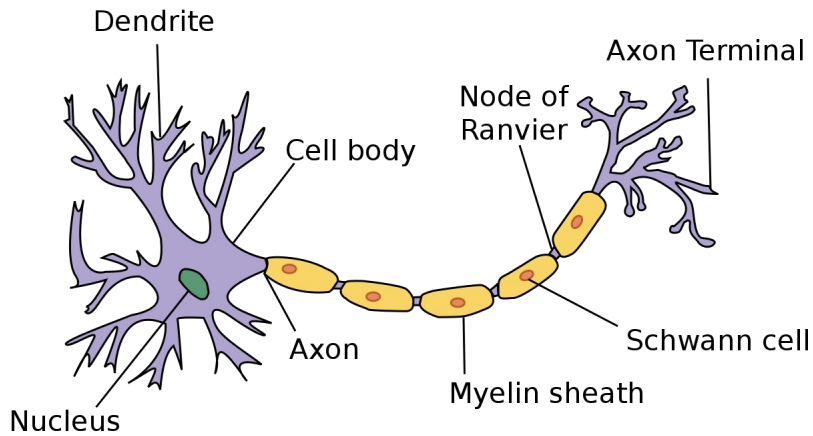


- Low-level signals **association** concepts

Concept?



From Signals to Concepts



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Design for Acquisition & Activation

- A cognitive model of human brain
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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

	
<p data-bbox="504 825 726 868">Short holiday</p>  <p data-bbox="591 1125 639 1160">£3</p>	<p data-bbox="1257 832 1363 868">Coffee</p>  <p data-bbox="1271 1125 1377 1160">£1.50</p>

Unique Value Proposition

- More features in product?



Unique Value Proposition

- New concepts?



Do things history could only dream of.

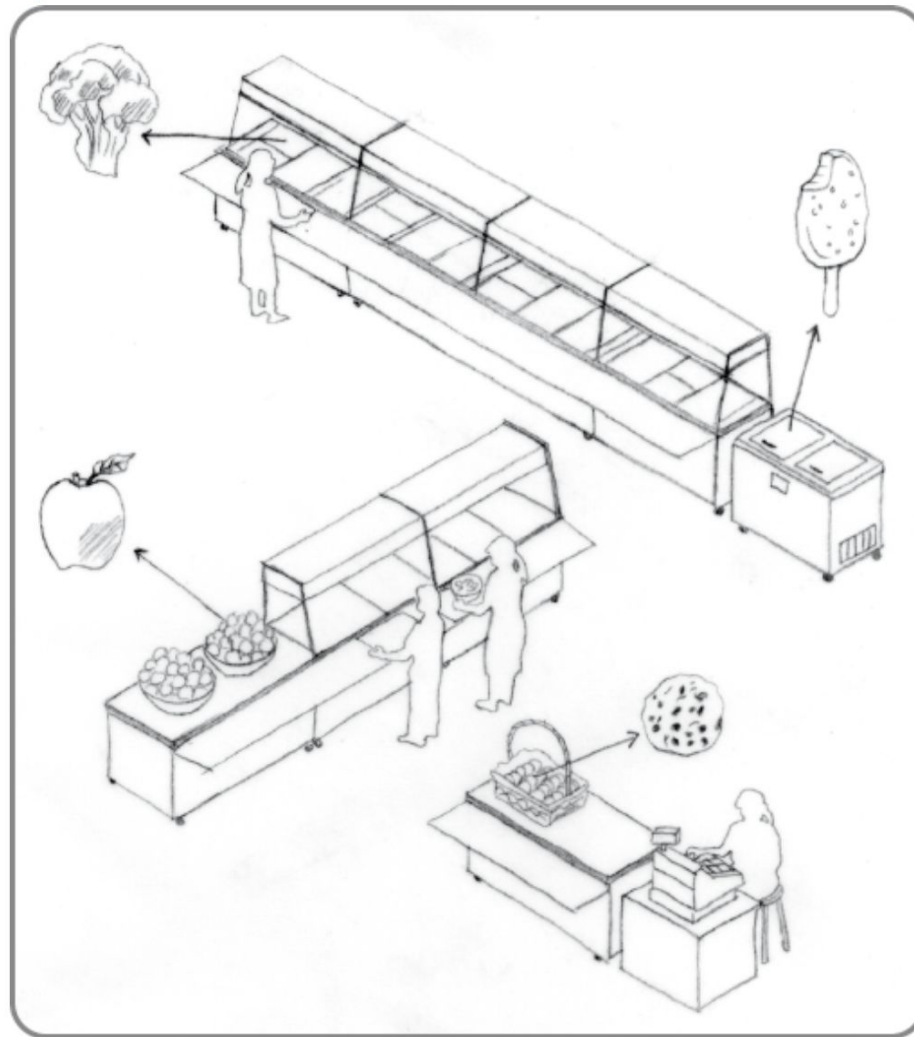
 Just do it.



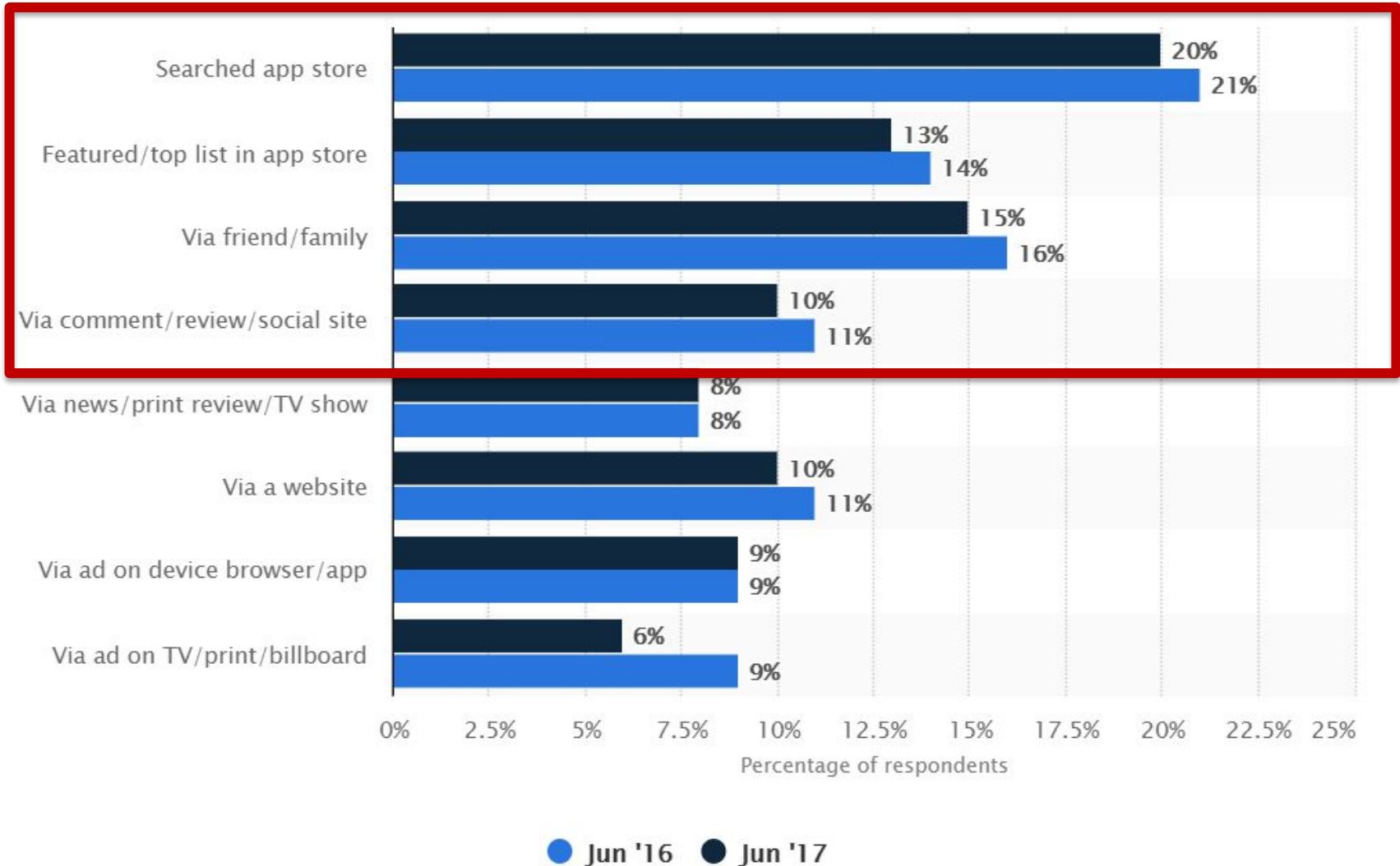
However, branding is usually costly...

If you cannot change context,
change touchpoints.

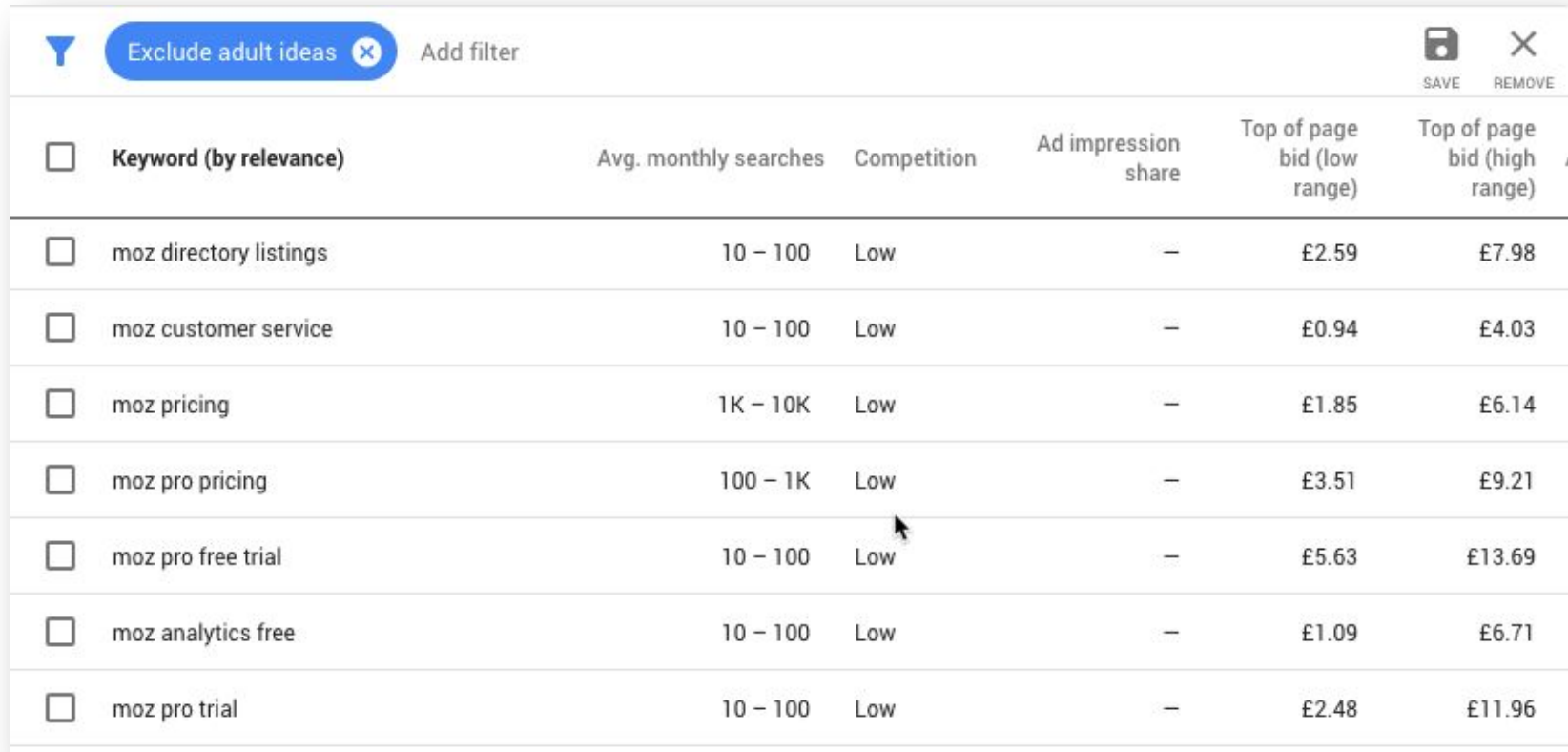
Touchpoint Makes Big Difference



The Path of App Discovery



Search Engine Optimization (SEO)



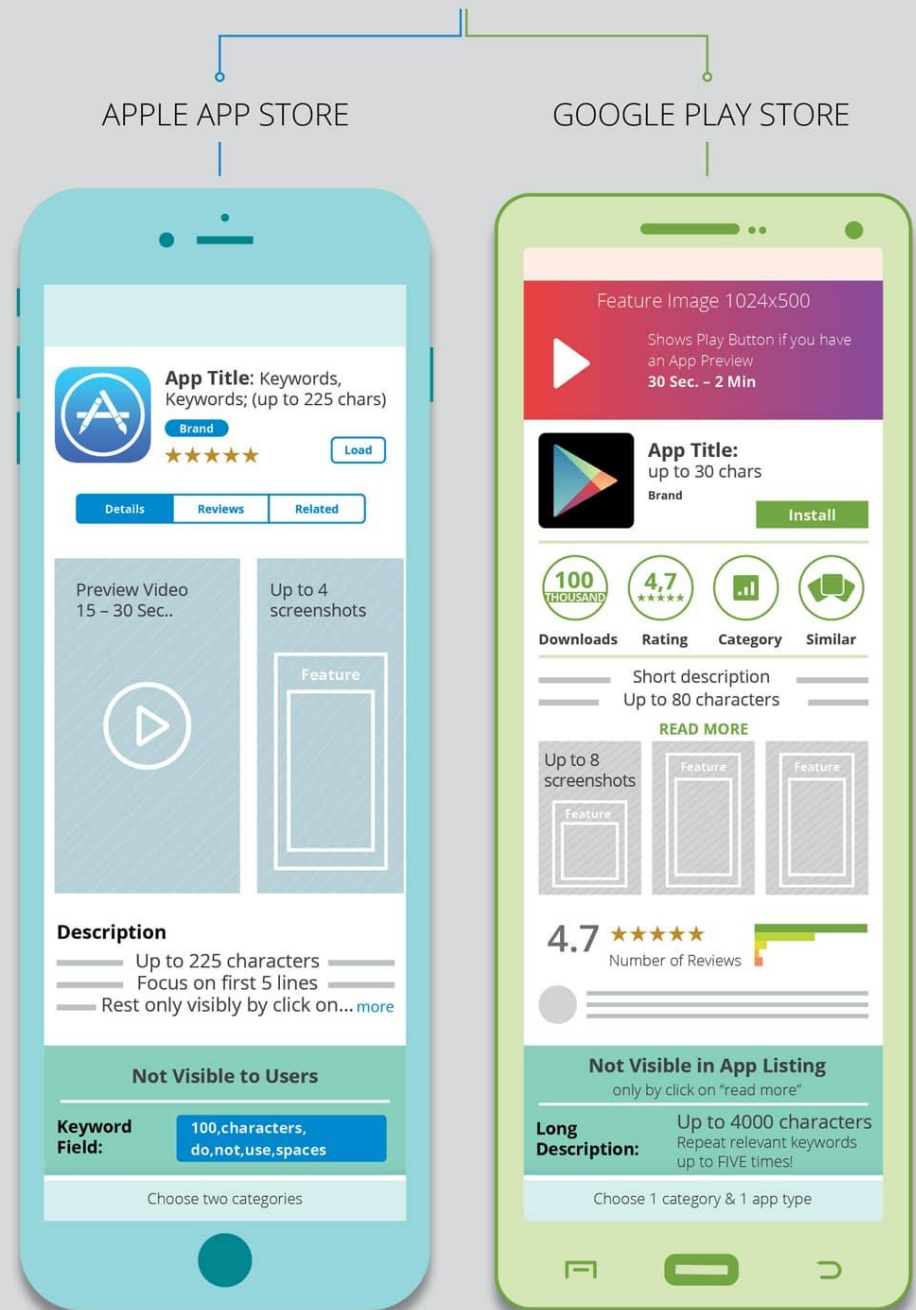
The screenshot shows the Google AdWords Keyword Planner interface. At the top, there is a filter bar with a funnel icon, a blue button labeled 'Exclude adult ideas' with a close icon, and a link 'Add filter'. On the right side of the filter bar, there are 'SAVE' and 'REMOVE' icons. Below the filter bar is a table with the following columns: 'Keyword (by relevance)', 'Avg. monthly searches', 'Competition', 'Ad impression share', 'Top of page bid (low range)', and 'Top of page bid (high range)'. The table contains seven rows of keyword data, each with a checkbox in the first column.

<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

App Store Optimization (ASO)

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

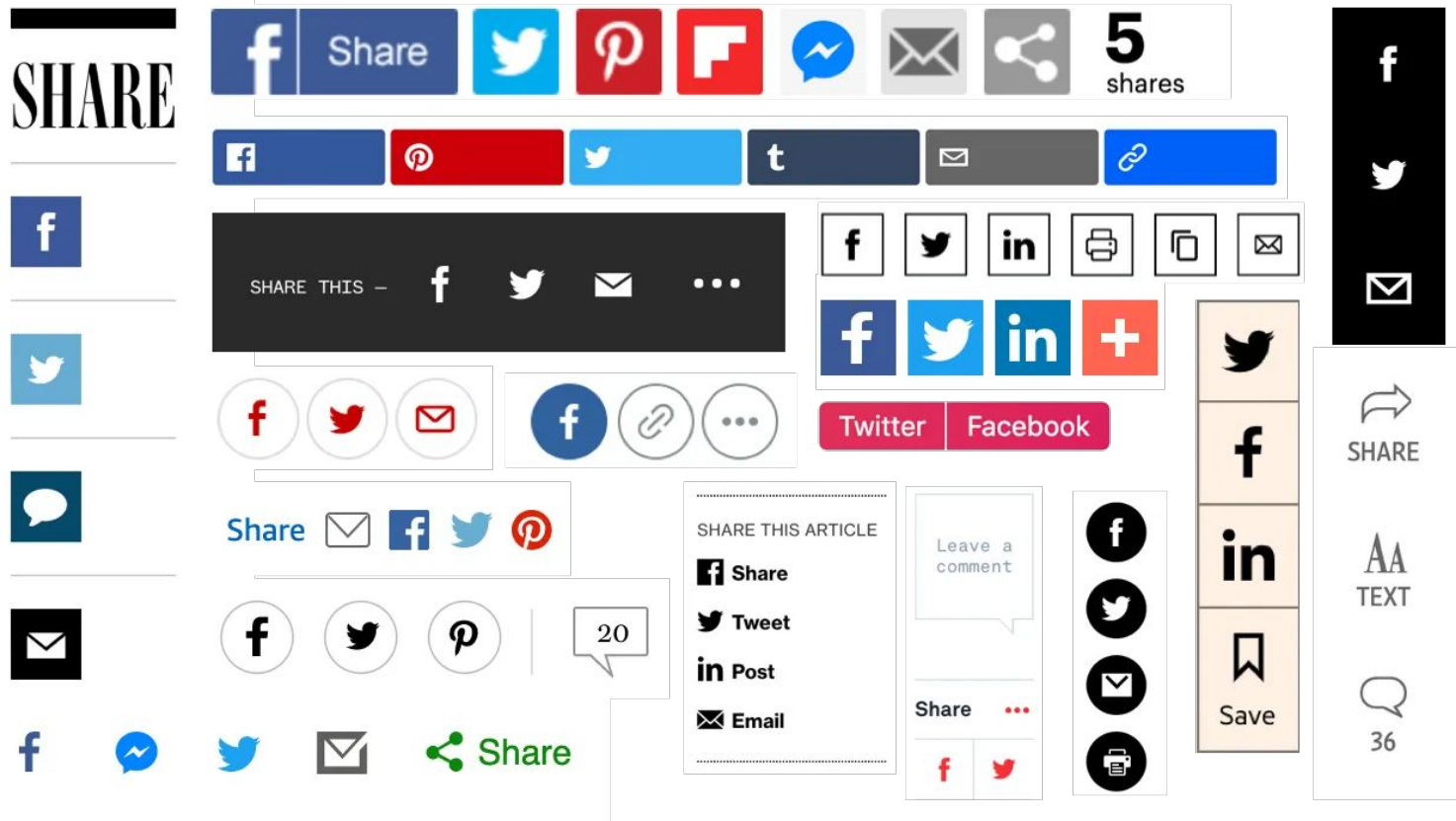


Ranking Factors



- App Store:
#ratings > #installs > trends > avg. rating
- Google Play:
#ratings > #installs > avg. rating > trends

Encourage Sharing



- To be discussed in the next lecture

Outline:

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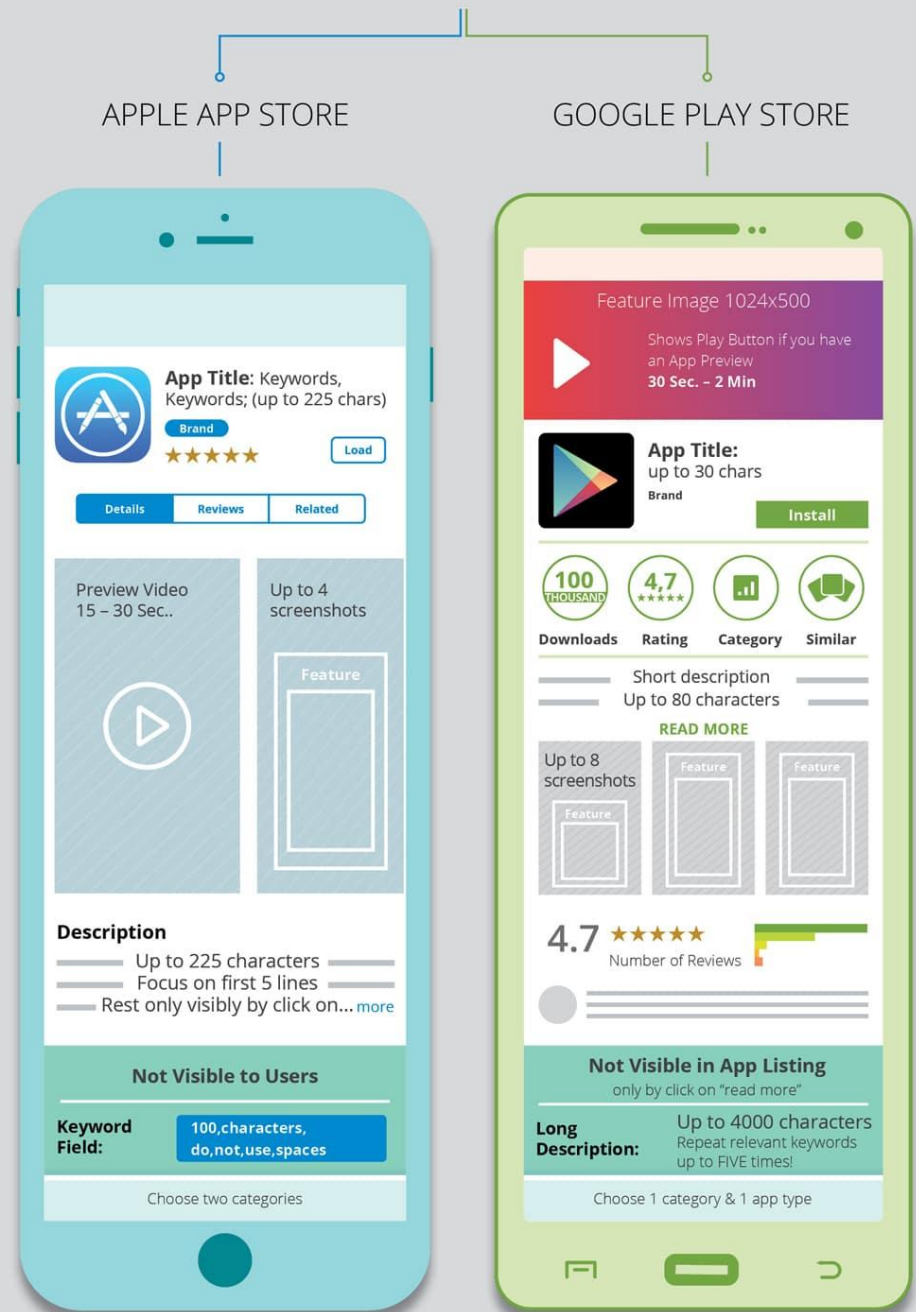
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- **Optimizing decision interface**

App Discovered. Will they download it?



Decision Interface

- Small changes, huge impact



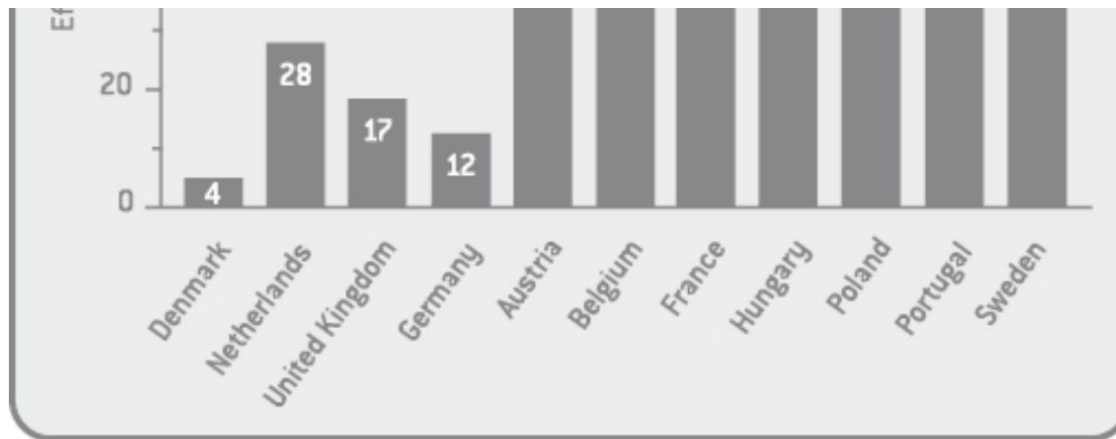
How to Increase the Donation Rate?

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



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

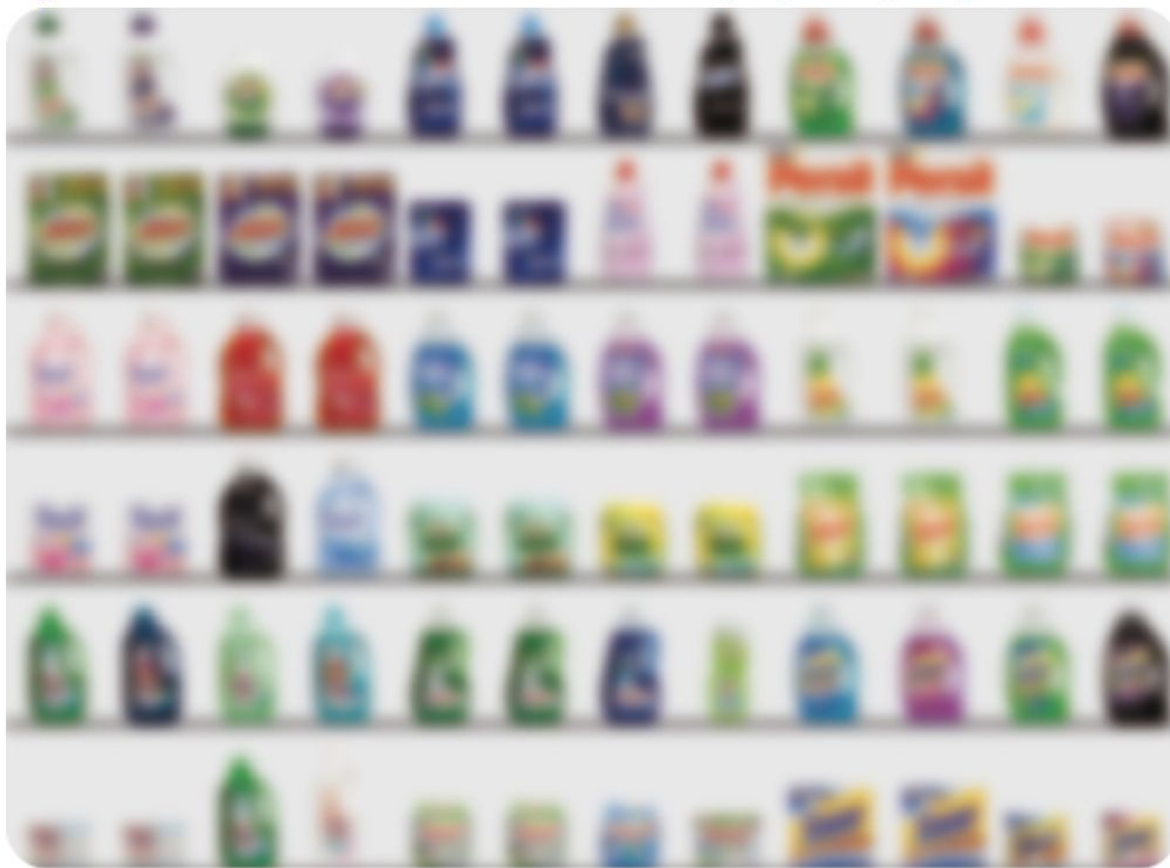
Logo Design

- Human vision



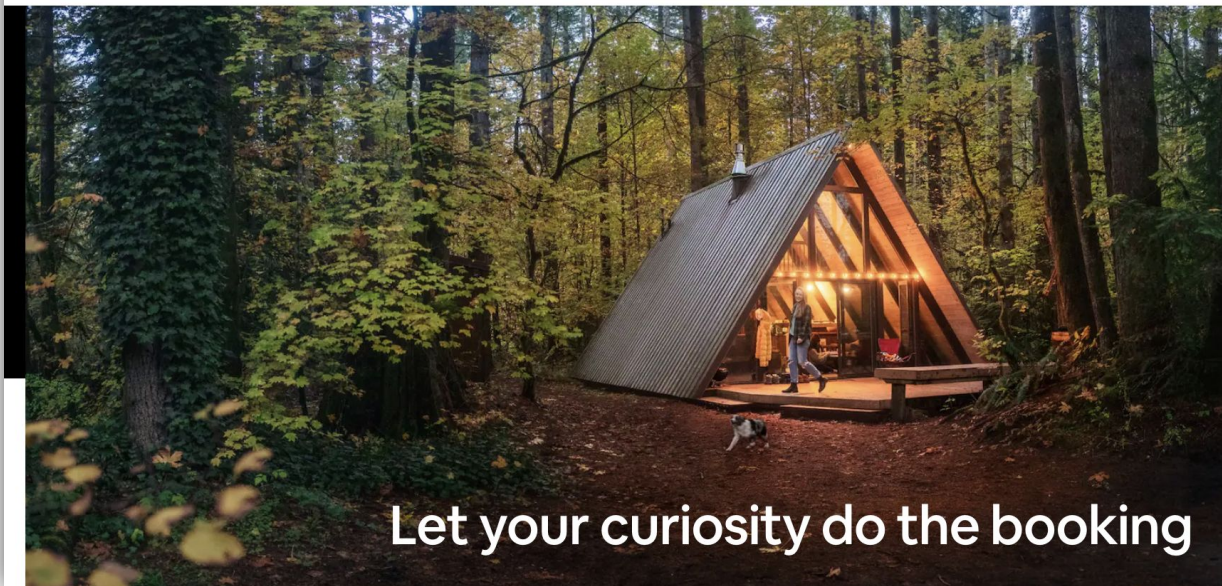
Logo Design

- 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?



Let your curiosity do the booking

Don't Waste the Banner in Landing Page

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?

Getting Social Proof



- Ask right after the activation time