Designing for User Retention

Strategies that Work

Discover effective strategies to keep your users engaged and coming back!
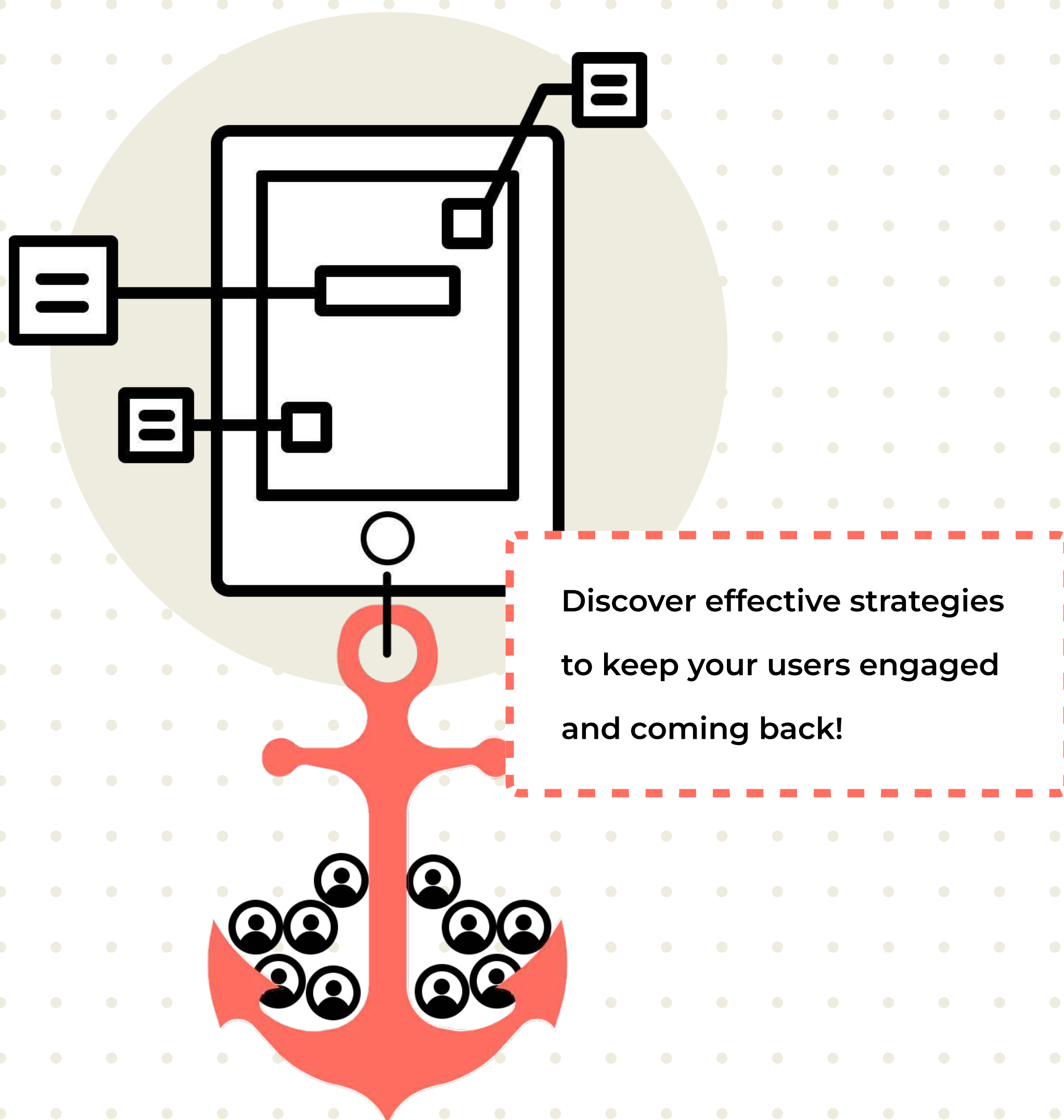
Why user retention matters?

Proper user onboarding saves costs, adds value and gains satisfaction!

1- Cost efficiency

2- Revenue growth

3- Positive word of mouth

4- Data and insights

5- Competitive advantage

6- Operational stability

7- Enhanced customer experience

8- Strategic development

How to design for user retention?

It's all about getting your users invested.

1- Understand your users

2- Create an effective onboarding experience

3- Personalise your user experience

4- Implement gamification and reward

5- Continuously update and improve

6- Engage with users feedback
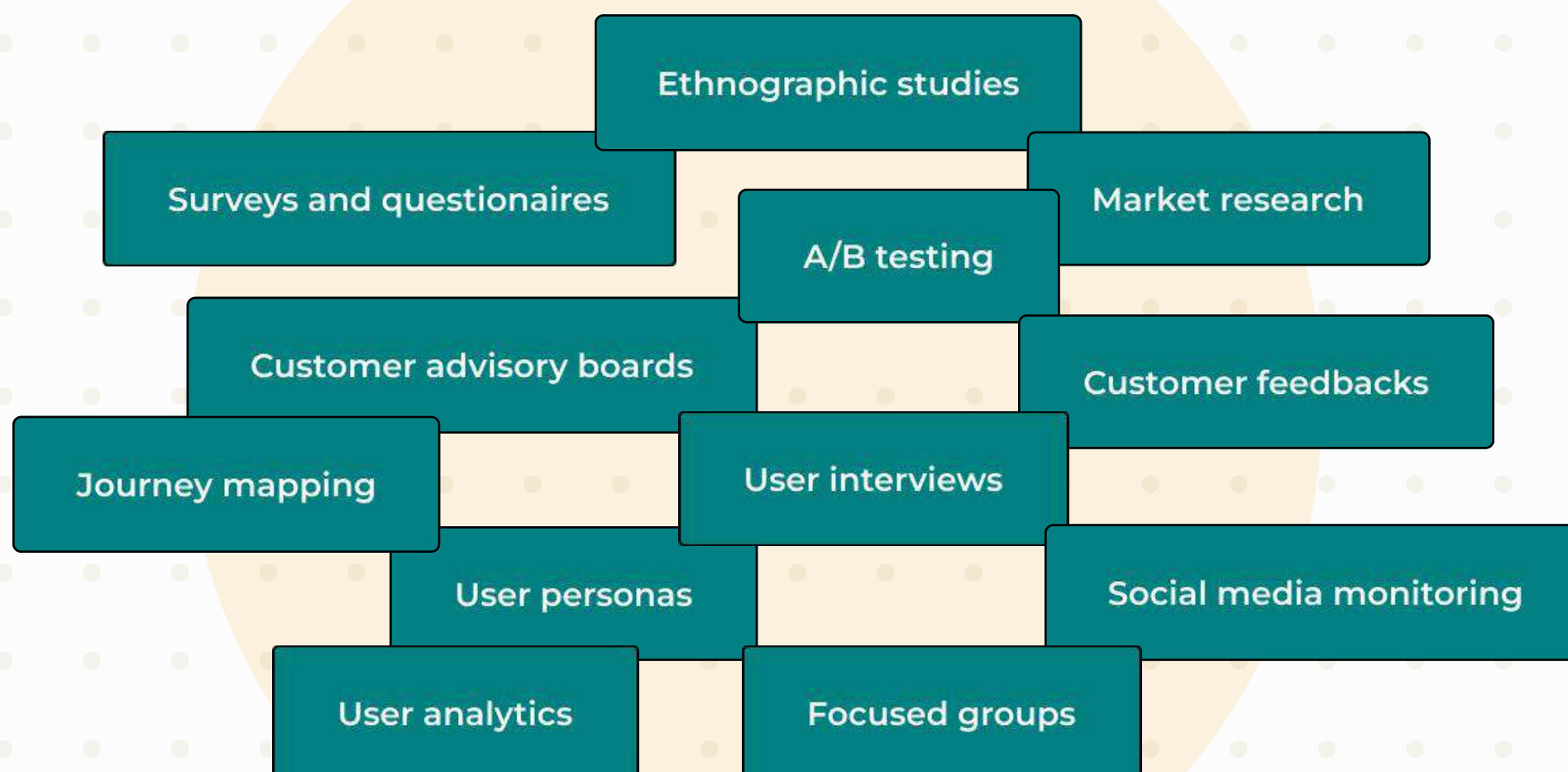
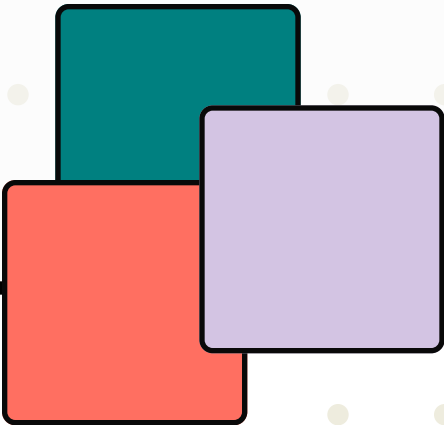7- Build a community!

Understand your users
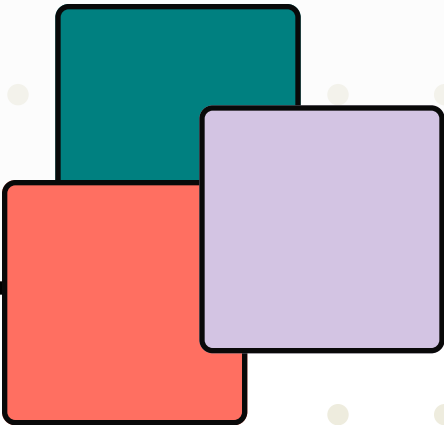
Know your audience

I'm sure we all know it's important to know the users and their needs in having a more effective and successful product.
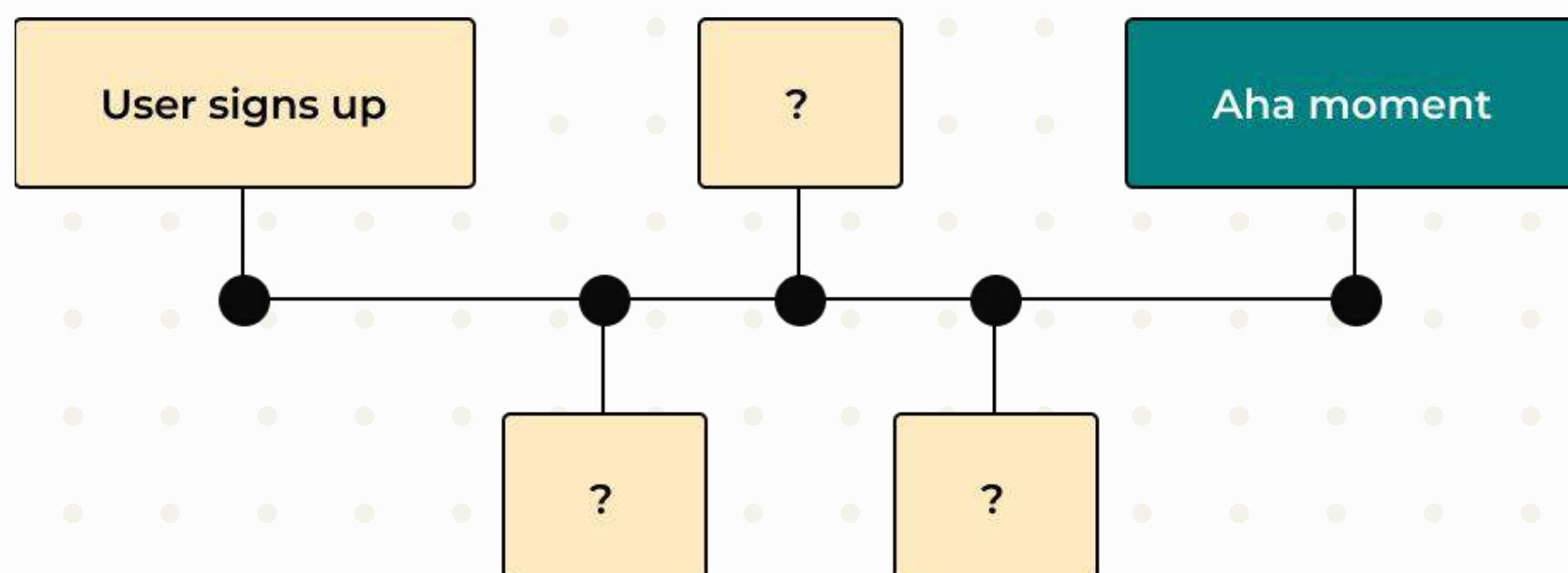
But how?

Ethnographic studies

Surveys and questionaires

Market research

A/B testing

Customer advisory boards

Customer feedbacks

Journey mapping

User interviews

User personas

Social media monitoring

User analytics

Focused groups

Onboarding experience
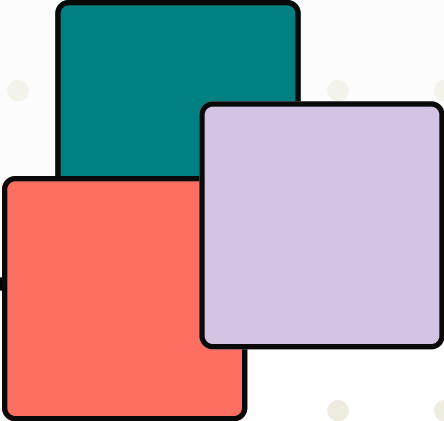
Create an effective onboarding experience!

- Simplify steps

- Offer tutorials

- Provide quick values!

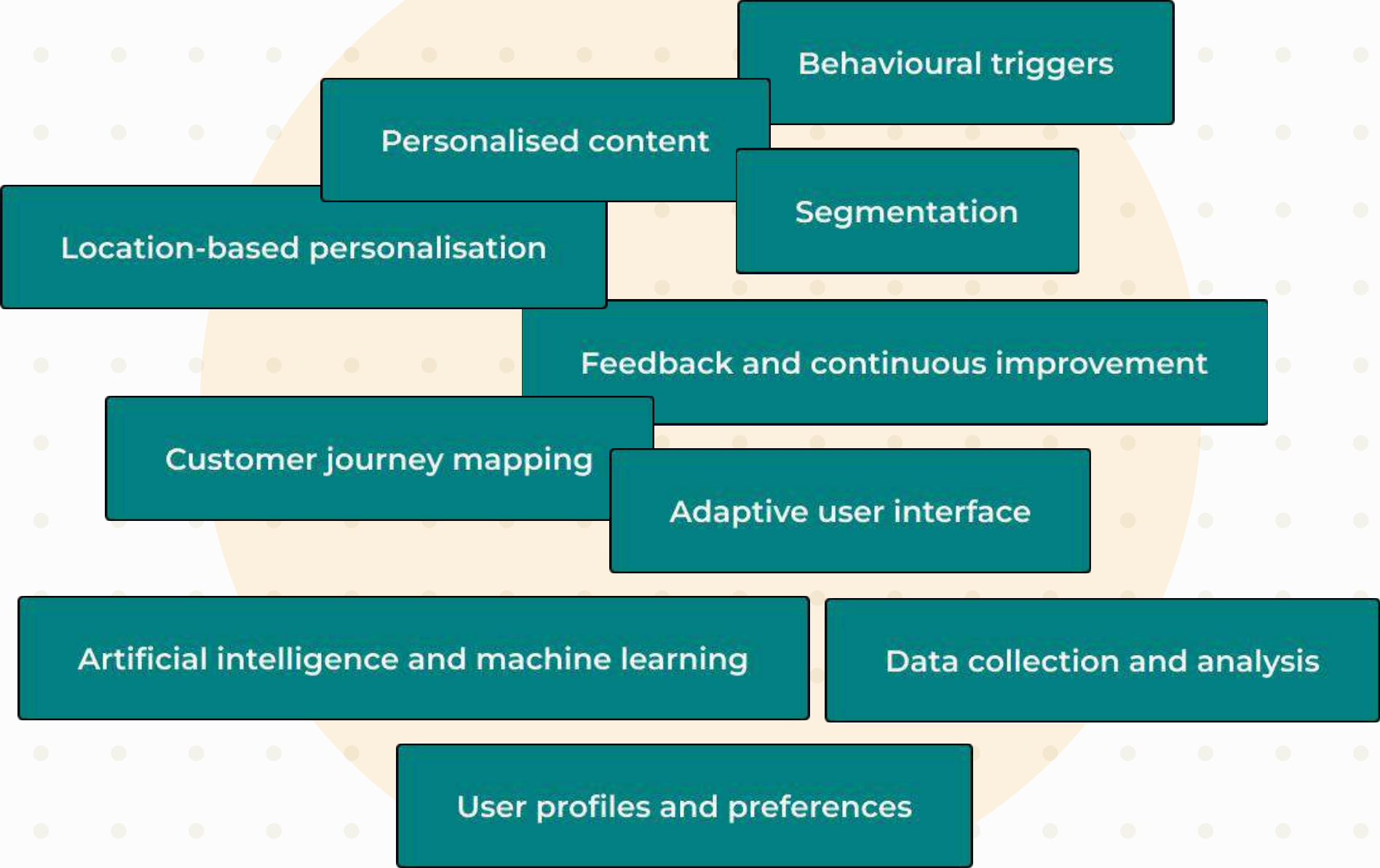See here to learn more about creating an onboarding framework!

Personalisation

Personalise the user experience!

Increase engagement by tailoring content to the user preferences and needs!

Behavioural triggers

Personalised content

Segmentation

Location-based personalisation

Feedback and continuous improvement

Customer journey mapping

Adaptive user interface

Artificial intelligence and machine learning

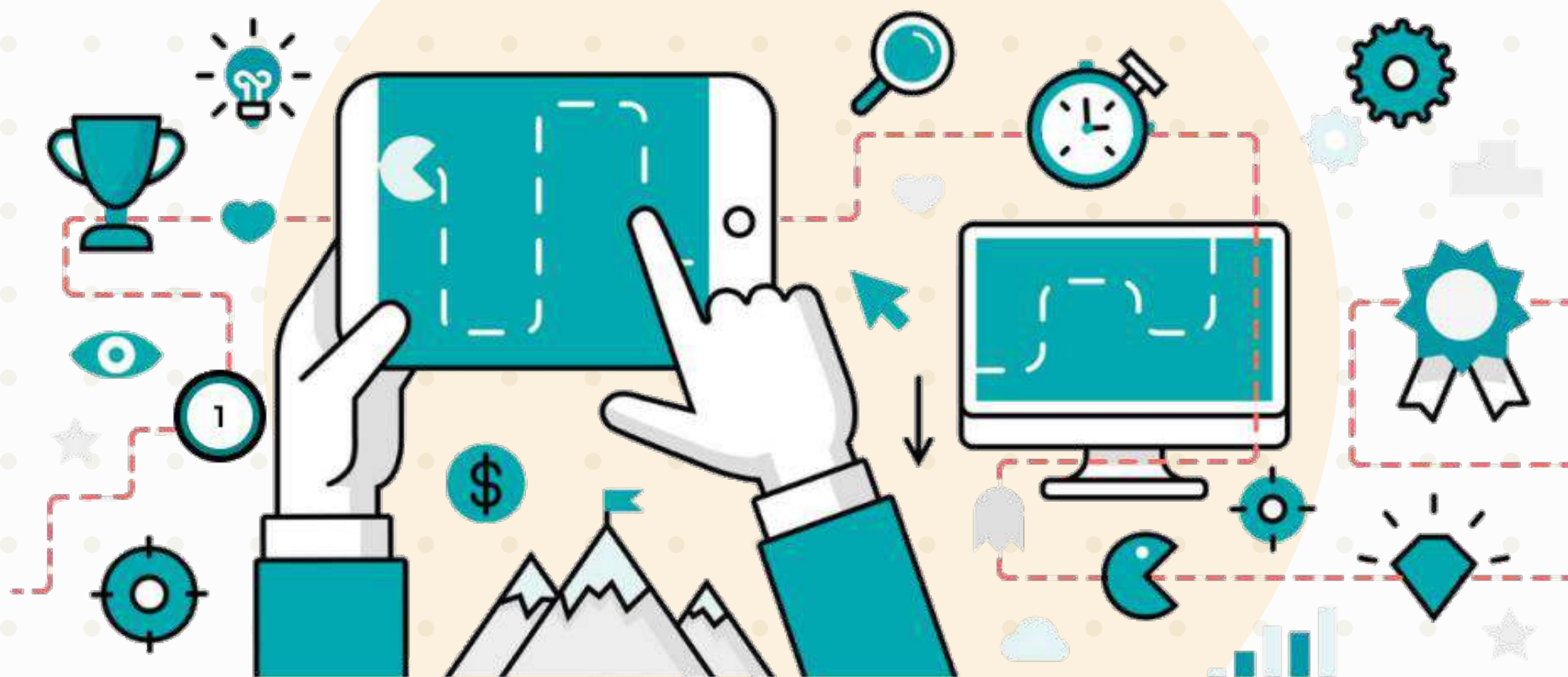Data collection and analysis

User profiles and preferences

Gamification and rewards

Implement gamification and rewards

Encourage regular uses with points, badges, and challenges.

One successful gamification example I have personally experienced is "AIA Vitality":

- **Point Collection for Health-Related Activities:** Users earn points for engaging in various health-related activities, such as exercising, attending health screenings, and maintaining a healthy diet.

- **Tangible Rewards:** Points can be redeemed for tangible rewards, including cash, vouchers, and discounts on products and services, providing strong incentives for participation.

- **Levels and Milestones:** The program features a series of levels and milestones that users can achieve, adding a sense of progression and accomplishment.

- **Timely Push Notifications:** Users receive timely and relevant push notifications, keeping them informed and motivated to continue their health journey.
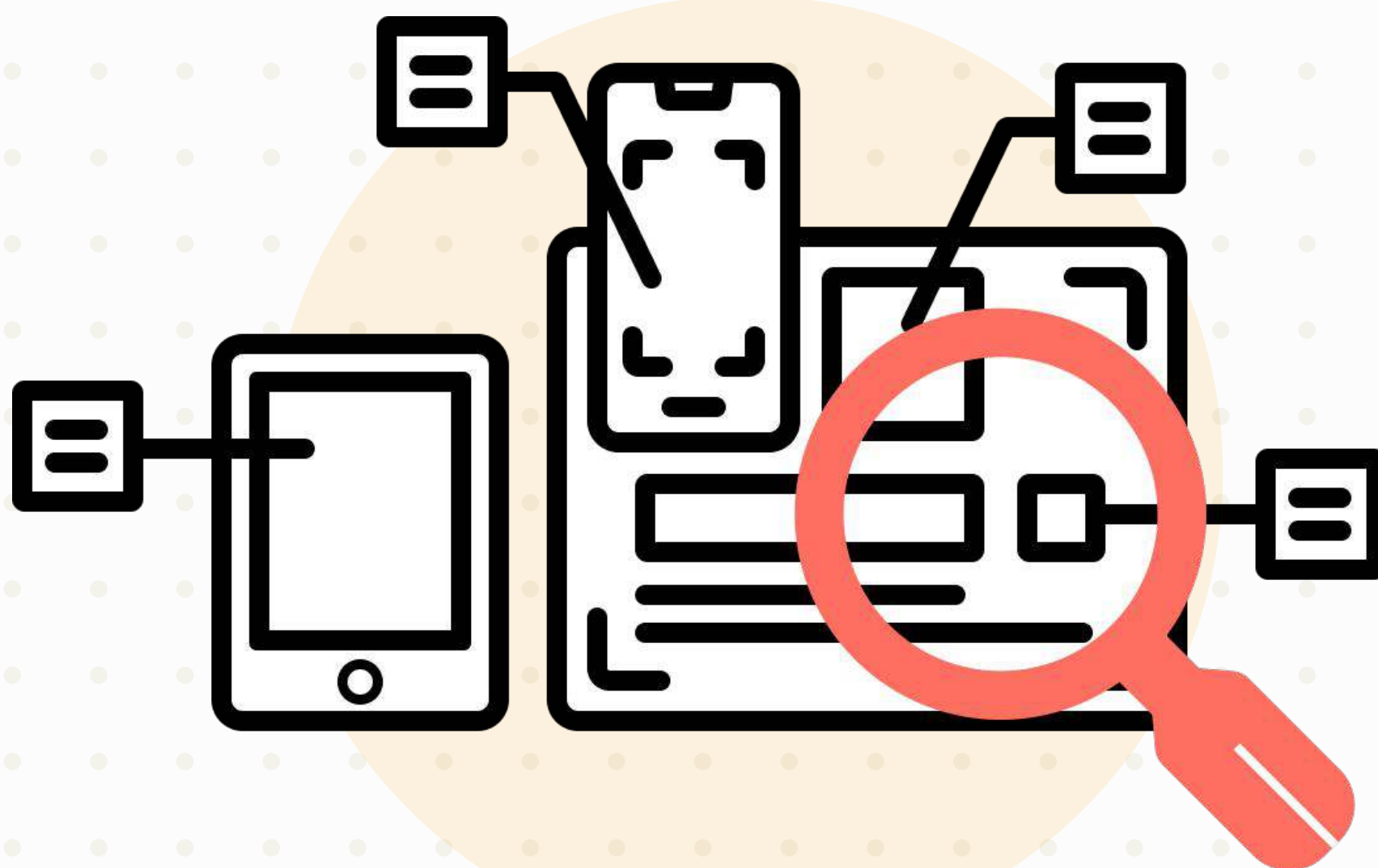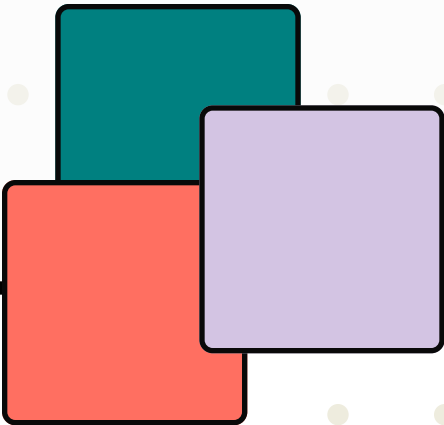
Regular updates and improvements
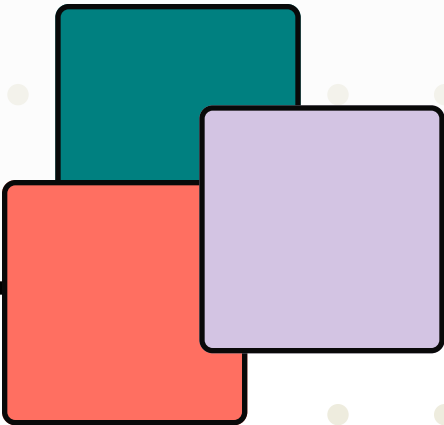
Keep the users in the loop of all there's going on!

Keep users up to date with the new features and improvements especially if it's based on their feedbacks.
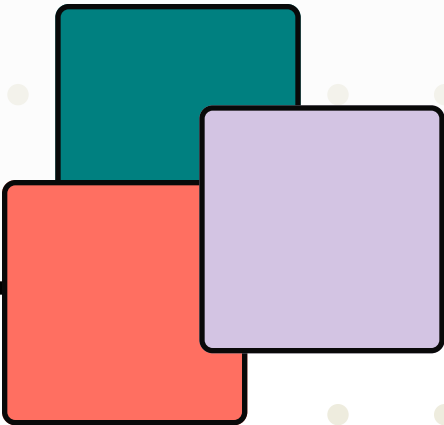
User feedback and support

Engage with user feedback

Set in place methods for receiving regular feedbacks and provide responsive support. It can be by surveys, monitoring user reviews, etc.
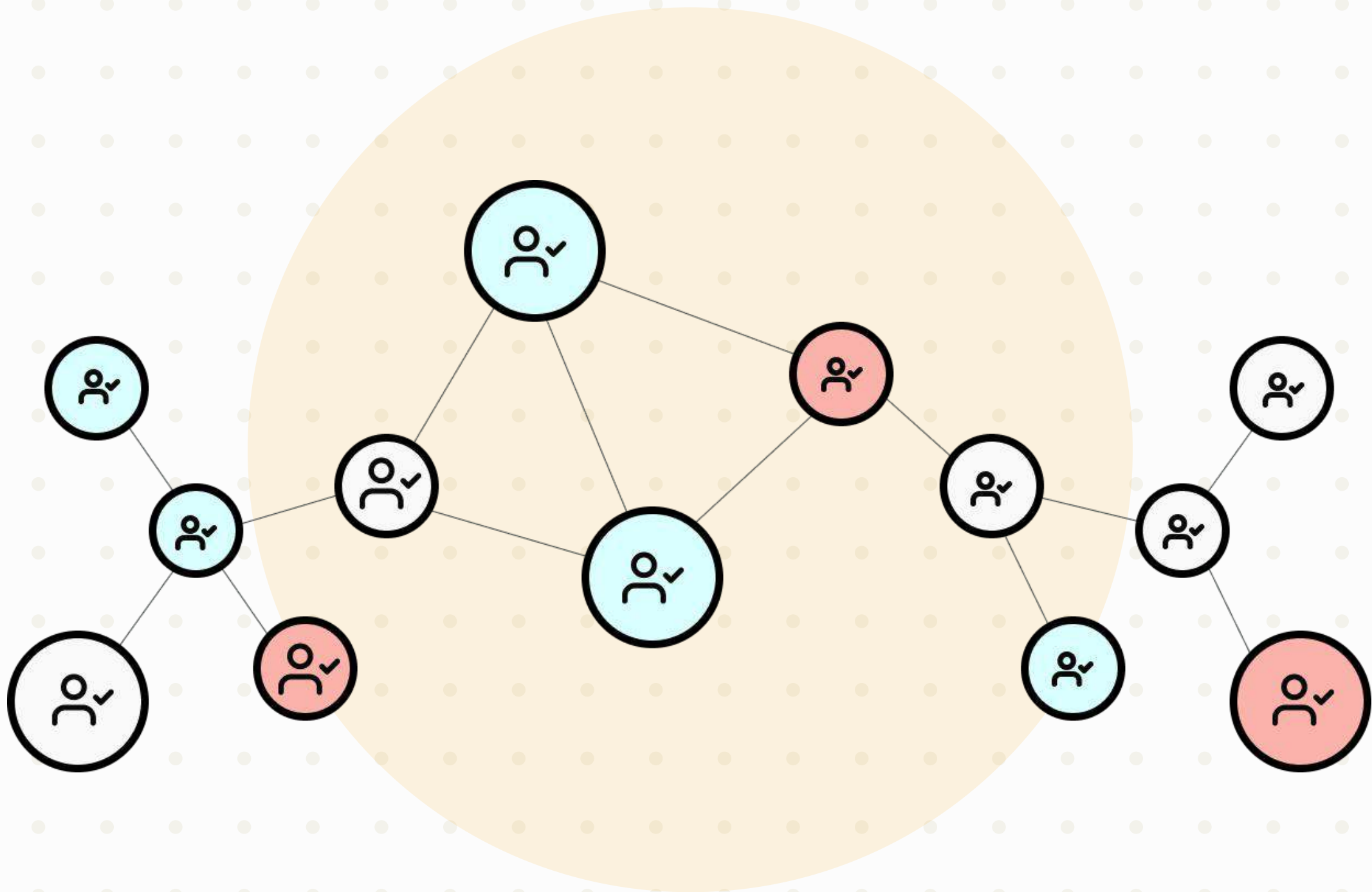
Community building

Build a community

Creating a community of users helps to foster user interaction and loyalty through communities.

Start retaining users today!

Apply these strategies to boost retention and grow your user base. Follow us for more tips!

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2- Create an effective onboarding experience

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5- Continuously update and improve

6- Engage with users feedback

7- Build a community!

I'm here to help!

I offer a free **one-hour** comprehensive analysis of your product and am happy to assist you throughout the entire improvement process!

Contact me, let's talk!

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