

Improving

USER ADOPTION

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**Podcaster** - 5 different series of podcasts

[useradoptionpodcast.com](http://useradoptionpodcast.com)



Coming  
September  
2018

[useradoptionbook.com](http://useradoptionbook.com)

Coming  
September 2018

# Why should we care about user adoption



# How does user adoption happen



# What is user adoption

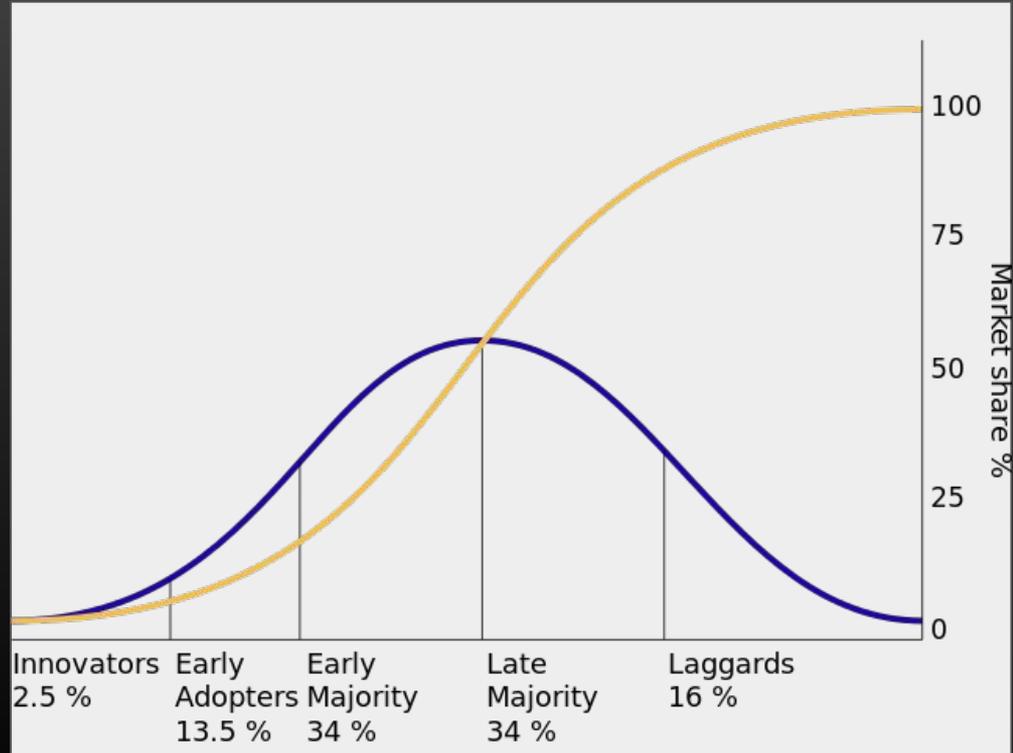


# What is a user



# What is a user

Person  
Individual  
Innovator  
Early Adopter  
Late Adopter  
Laggard  
Admin  
Employee  
Customer  
Algorithm



Source: The Diffusion of Innovation

# Types of users

Autonomy

Blame

Relationship

Status

Cause



# What is user adoption?

Changing user behavior (experiences create habit)

Situation in which users adopt a system or process that works to fill a specific need.

Strategies within an organization can be crucial to the new system's success.

Transfer from an old system or process and adopt a system/process that is newer, better, faster, more comprehensive, and more efficient.

# Why should we care about user adoption?

# 70%

projects fail due to lack of user adoption

Source: Gartner

# Why should we care about user adoption?

8%

**Average budget allocation to learning interventions**

Source: Gartner

**Why should we care about user adoption?**

**If you're not thinking about users, you'll soon be out of business.**

**Why should we care about user adoption?**

**If you want retain users,  
continue to solve their problems.**

**Why should we care about user adoption?**

**User adoption is the key to  
user retention and  
business growth**

**Why should we care about user adoption?**

How do we overcome  
the fear of change?

# What are some key elements?

Reasons - Why

Social system - How

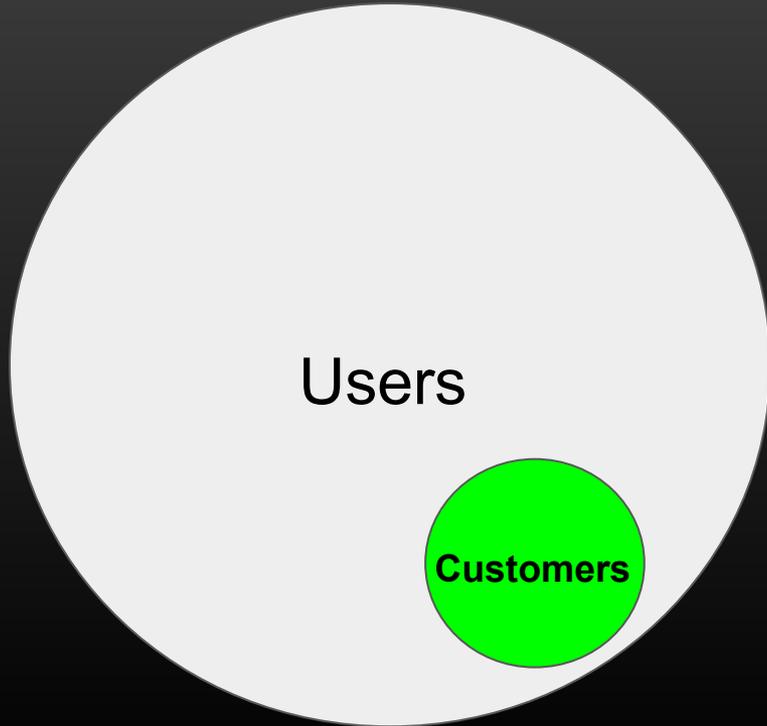
Innovation - product/service - What

Communication channels - Where

Adopters - Who

Time - When

# When businesses start...

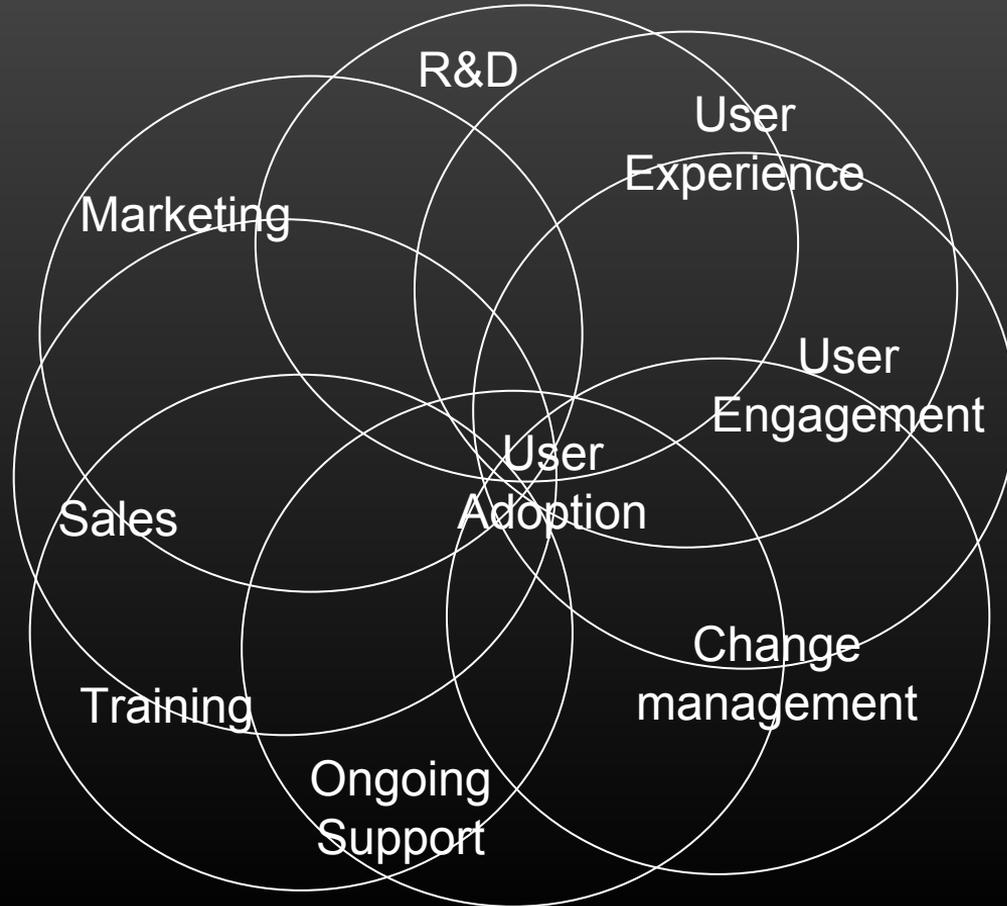


Source: [Users, Not Customers](#) by Aaron Shapiro

When change is coming...



# Who is involved in user adoption?

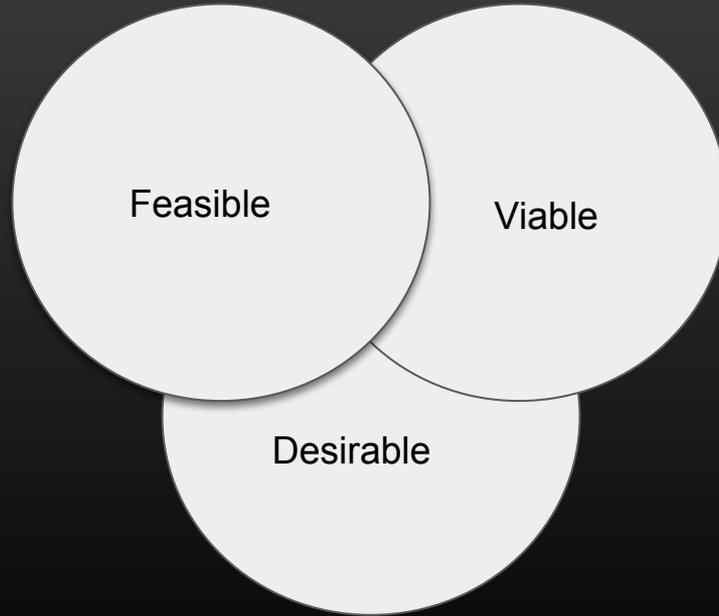


# How does user adoption happen?

1. Big Bang Adoption
2. Parallel Adoption
3. Phased adoption

	Revolution  Evolution		
Adoption type	Big Bang	Parallel Running	Phased adoption
Criteria			
<i>Needed "critical mass"</i>	Big		Small
<i>Need for risk control</i>	Low		High
<i>Need for facilitation of the change.</i>	Low		High
<i>Pace of change over</i>	High		Low
<i>Local design needs</i>	Low		High
<i>User adaptation</i>	Difficult	 Easy	

# How do you get users to your product/service?



Source: IDEO

# How do you get users to your product/service?

Specific (TARGETED)

Measureable (BETTER)

Attainable (VALUE > COST)

Relevant (SOLUTION)

Time-bound (FASTER)

Source: [wikipedia](#)

# How do you get users to your product/service?

Awareness of the business reasons for change.

Desire to engage and participate in the change.

Knowledge about how to change.

Ability to realize or implement the change at the required performance level.

Reinforcement to ensure change sticks.

# Why should we care about user adoption?

Why do users pick your product or service?

Why do they use it? How do they use it?

What problem does it solve?

Do they continue to use it? why or why not?

Collect user feedback. Measure it.

Add fixes and features to your product roadmap. Or add new products.

# Why do users use your product or service?

Solving a problem

OR

Feeding an addiction

# So why is user adoption so hard?

Ask your users before/during/after they use your product or service

Are they:

users?

under-using?

over-using?

caring?

adopting?

choosers?

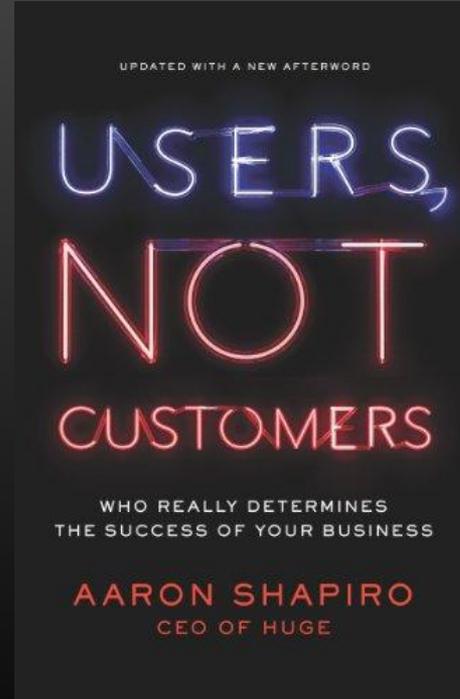
Instead of defending why it ain't, ask "Why?" and remove those barriers.

# How do you build trust?

Standardization

Simplification

Amplification



Source: [Users, Not Customers by Aaron Shapiro](#)

# How do you support and train users?

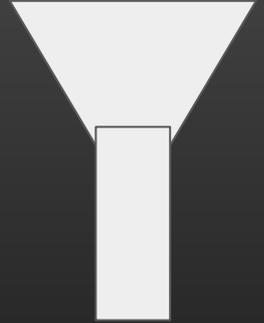
Drift - conversational marketing platform

Whatfix - user onboarding solutions

Walkthru - overlays on existing processes assisting users w/ step by step navigation.

Handytrain - mobile learning management system

Zendesk - tracking, prioritizing, and solving customer support tickets



# Resources

[useradoptionpodcast.com](http://useradoptionpodcast.com) (coming Sept 2018)

[useradoptionbook.com](http://useradoptionbook.com) (coming Sept 2018)

[the diffusion of innovation](#)

[who moved my cheese?](#)

[users, not customers](#)

[the startup way](#)

[hooked](#)

# Questions?

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