Usability & adoption

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Chapter 4

Design for Sign-up
The Usage Lifecycle

Awareness → Interested → First use → Regular use → Emotional Attachment

Unaware → Sign-Up → Return Visit → Passionate use
Unaware

Awareness

Interested

Unaware

unaware of your software

aware of their frustration

Tell an authentic story

Address their pains
Interested

Sign-Up

Interested

First use

People are ready to hear more

If you **tell** them what they want to hear they’ll sign up

They have questions
First use

If users don’t see the value of it they will never come back
Regular use

Emotional Attachment

Regular use

Passionate use

People use it regularly

they start telling about it to others and to you

Learn from them!
Passionate users are key to driving new users to your site by evangelizing.

Passionate use usually happens when the software is already popular.

I love this software! It is the bomb!
Design for Sign-up
Problem: time is scarce

~ 8 seconds to make a connection
What people think?

OMG
Quick sign me up
It’s perfect, I love it
I’ll invite all my friends

In your dreams
What people think?

OMG
Quick sign me up
It’s perfect, I love it
I’ll invite all my friends

Huh?
What is this?
Does anyone use this?
Is it worth switching?

In your dreams

More realistically
Convincing to sign up is crucial
First lasting impression
Critical choice
Different strokes for different folks

- Ready to go
- Interested but unsure
- Fact-finders
- Skeptical
Your sign-up framework may contain
Google Now

Google Now gets you just the right information at just the right time.

It tells you today’s weather before you start your day, how much traffic to expect before you leave for work, when the next train will arrive as you’re standing on the platform, or your favorite team’s score while they’re playing. And the best part? All of this happens automatically. Cards appear throughout the day at the moment you need them.
Video Screencast
How tos
In-depth tour of features

Be a local, anywhere
Get the inside track on transit, currency, places of interest, and what's happening — even when you're far from home.

Public transit

Places New
Nearby attractions
Nearby events New
Nearby photo spots

Tate Britain
9:00 pm - 5:00 am
turner prize · contemporary art

Places
When you're on the go, Google Now will suggest nearby bars, restaurants, and places of interest. You can quickly jump to Google Maps to get more info, reviews, or even make a reservation.

If you are at a museum or a shop, you can even use your camera to look up artwork or get product information.

Shown only if location services are turned on
Evidence of successful use

User Reviews

- 5 star: 154,987
- 4 star: 36,149
- 3 star: 16,021
- 2 star: 5,660
- 1 star: 16,337

Average rating: 4.3
Get started ASAP

GO
Journalistic-style questions as guide

What is it?

BillMyClients.com: invoicing made easy

Blinksale: the easiest way to send invoices online.

FREE invoice
FREE sign-up

How does this work?
What features are included?
Account options and pricing

FREE AGENT Solutions
web-based invoicing & tracking put you in complete control, anytime and anywhere.

SMALL BUSINESS Solutions
customized invoicing, tracking, and A/R tools to keep you on top of your game.

CORPORATE Solutions
Integrated invoice and receivables management for larger companies.

Who is this invoice for? Just added!

Import a client from Basecamp
Create a new Blinksale client
Select a client from Basecamp
Replace an existing Blinksale client

$609.00 Open
Invoice 10001
21 Apr 2006
due 21 May 2006 (NET 30)

My Client
Qty Description
1.0 Hours Stuff
How does it work?

How Netflix Works:

1. Over 85,000 Titles
   - Create your list of movies online
2. Free Delivery in about 1 Business Day
   - We rush you DVDs from your list
3. NO LATE FEES
   - Keep each movie as long as you want
4. Prepaid return envelopes
   - Return a movie to get a new one from your list
How does it work?
Why using it?

Why use Wufoo?

THE BIG 10

Here are the top 10 reasons why you and your organization should use Wufoo to collect information for your website.

On this Page

1. Wufoo is easy.
2. Wufoo is fast.
3. Wufoo is fun.
4. Wufoo is secure.
5. Wufoo is portable.
6. Wufoo helps you understand.
7. Wufoo integrates with your website.
8. Wufoo is affordable.
9. Wufoo talks to you.
10. No long term contracts.

Sign Up for Free!  Tour
Who do you target?

- Well, anyone, really....

- People who do this specific activity...
Who uses it?
Who uses it?

Let people find **friends**
Who uses it?

I keep track of project discussions, files, and events from beginning to end—all in one place. It's great!

Joy is a designer at Mightybytes

Provide testimonials
Who uses it?

Basecamp is famously easy to use.
Fast, obvious, and instantly intuitive. Basecamp is the gold standard for clear, simple, hassle-free, easy-to-use software.

The new Basecamp feels more obvious to me; easier to hold in my head. That’s the highest compliment I can give for an app design—it doesn’t feel like I have to look for anything, since everything’s right there. Yes, change is hard and reinventing something people like is hard, too. But when the result works so well, it doesn’t feel like change. It feels natural.

Marc Hedlund, Etsy

The 37signals team had no reason to redo the already awesome Basecamp. They did it anyway and managed to make new version infinitely better. The only thing it doesn’t make easier is breakfast.

Dan Mall, Founder & Design Director of SuperFriendly

Basecamp is so good, projects practically complete themselves.

Joshua Pinter, Community Point and Insight Emissions

Having been a Basecamp subscriber since Feb 2005—I am thrilled with the new direction and look. It much more than a “patch” but something that feels like a complete re-work of the system from the ground up.

Wii Reynolds, SEER Interactive

Since being a Basecamp user for the last few years I can honestly say that I’m not sure how we would run our company without it. Having tried many Project Management systems, Basecamp just fit with our company, and along with the Suite from 37signals it becomes a powerful system.

The new upgrade is more than an upgrade and has raised the bar for other systems. From the functionality and the layout of a project to the little details in the design this new version is an amazing upgrade. Great job guys.

James Coutis, Twist Interactive Design Ltd

The new Basecamp is snappier, more responsive and engaging than the previous. Interactions feel clean and fluid, making for a more enjoyable experience.

George Morris, Co-Founder imulus

My business simply wouldn’t be where it is today without Basecamp. We’ve been active customers since 2005, and Basecamp has impressed our clients in how it keeps everything together. The new Basecamp is faster, has real-time updates, and is clean and concise. We like it, and our clients will love it.

Jeff MacKay, SIX15 Solutions, LLC

The new Basecamp takes less clicks, responds faster, and has a sex appeal that makes you want to get more done just to “touch it.” 37signals didn’t have to update Basecamp, but I’m thrilled they’ve taken the leap.

Tony Steward, Kick Action Studios, LLC

This thing is unbelievably fast. Love it.

Martin Böhlinger, Hopki

Basecamp has allowed us to bring together an entire campus of website administrators to work collaboratively and efficiently as if we are all in the same room. The new Basecamp takes it one step further by allowing us to receive real-time messages, updates and schedules. It has not only increased our productivity but it has saved us time.

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Who uses it?

“I use this software”

Appeal to authority
How many people use it?

Give numbers when they are big.
When can I use it?

NOW!
When can I use it?

Alfred is an award-winning productivity application for Mac OS X, which aims to save you time in searching your local computer and the web. Whether it's maps, Amazon, eBay, Wikipedia, you can feed your web addiction quicker than ever.

- Increase your productivity by launching apps with shortcuts
- Instant access to web searches, bookmarks & more
- Browse and play music from your iTunes library quickly
- Perform actions – copy, move & email files & folders
- Ward off RSI – skip using the mouse with easy shortcuts

Download Alfred
It's free!

Powerpack
Great value - £15

Offer a free demo or access
Where can I use it?
Reduce sign-up friction

Optional account

Progressive engagement
Optional account
Progressive engagement

WSJ required to fill out a 4-page sign up just to view one article
Conclusion

Sign up is crucial

Simple Who, When, What can be used as guide

Reduce sign up friction