

User Lifecycle Innovations

Randy Greencorn

Today's Workshop

- **User Lifecycle Innovations**
Determine Your User Lifecycle(s)
How to Improve Your Site
- **Live Site Demos**

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User Lifecycle

Getting Users To Do What You Want



User Lifecycle Model

1. Identify website cohorts
2. Determine desired user actions
3. Construct user lifecycle funnel
4. Assess funnel
5. Fix what's broken

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What do you want your visitors to do?



What do you want your visitors to do?

Marketplace Example

Suppliers

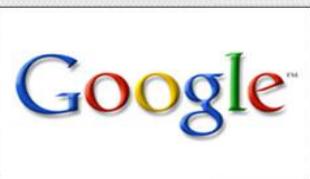
- Not bounce
- List products for sale
- Keep coming back
- Tell customers
- Monetize?

Purchasers

- Not bounce
- Capture email
- Transact on site
- Invite friends
- Tweet / Share on FB

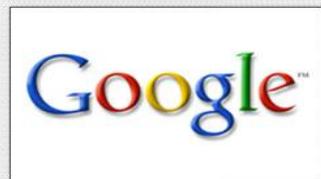
User Lifecycle Model

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VISITORS





VISITORS



USERS





VISITORS



USERS



ADVOCATES



User Lifecycle Model

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5. Fix What's Broken



78%

81%

69%

42%

19%

VISITORS



7.8%

13%

USERS



21%

0.4%

ADVOCATES



0.1%

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Fixing The Funnel - Traffic Quality



Compare 2 Pages

Metric	“Canada Day Celebration”	“Spring Break Camps San Francisco”	Difference
Pages / Visit	2.01	9.20	+358%
Avg. Visit Duration	1:13	7:18	+500%
Bounce Rate	66.08%	19.21%	-71%

Wrong Audience – “Canada Day Celebration”



Visitors To Users: Getting Signups



email
referred by
Red Tricycle Edition

see official rules

enter

Visitors To Users: Getting Signups

Cheap flights from Victoria to your favorite destinations



Get an alert when prices drop

From

Victoria, Canada - Victoria International Ai

This is my home airport

Your e-mail address

Already a member?

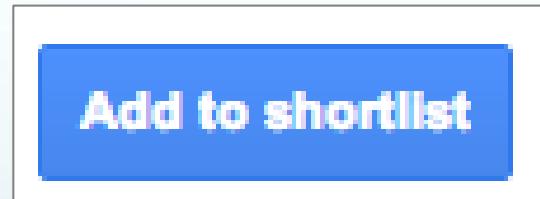
CREATE ALERT



Visitors To Users: Getting Signups



A screenshot of the Trulia website showing a user interface for asking questions. It includes a "Ask a question" button, a "Post a photo" button, and a "Review your neighborhood" button. Below these is a placeholder for a user profile picture and a text input field labeled "Your question".



A screenshot of the Trulia website showing a search results summary. It includes a large orange "Save this Search" button, a summary of the search criteria ("New York, All homes for sale, \$350000-\$900000, 2+ br, 2+ ba, 500+ sqft"), and a "Recent searches" section.

Luxury City Apartment Köln Oldtown

Apartment - Entire home/apt • Große Budengasse, Cologne, Nordrhein-Westfalen 50667, Germany

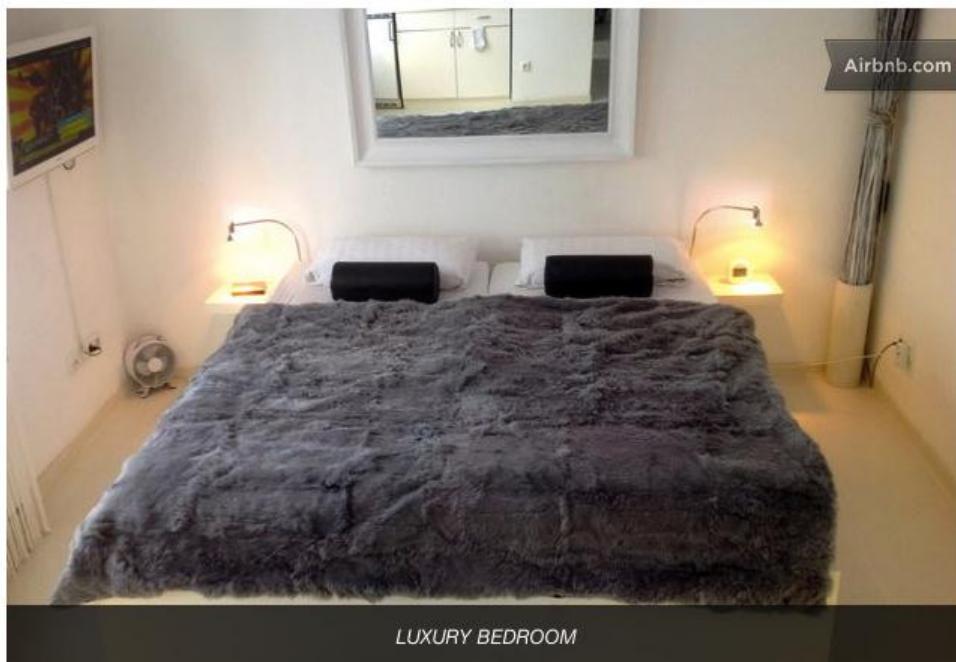
21
Reviews

Photos

Maps

Street View

Calendar



From

\$81

Per Night

Check in

Check out

Guests

19-04-2013

20-04-2013

1

Subtotal

\$81

BOOK IT!

Excludes Airbnb service fee (\$9)



Save to Wish List

Saved 49 times

Description

Amenities

Distance

- to Central Station Köln 900 m, to airport Köln 15 km, zur Fair Cologne 4.5 km.

- zum Central Station Düsseldorf 39.7 km, to Airport Düsseldorf 51 km, to Fair Düsseldorf 44 km.

In 3 minutes to the Central station and old Town.

- To Airport Köln 15 min, to Fair Köln 2 min.

- zum Central Station 30 min, to Airport Düsseldorf 37 min, to

Room type:

Entire home/apt

Bed type:

Real Bed

Accommodates:

2

Bedrooms:

1



Michael

CONTACT ME

Registered Users – Now What?



Registered Users – Now What?



Facebook Bacn

facebook

Hi Tom,

Your account has been created — now it will be easier than ever to share and connect with your friends.

Here are three ways for you to get the most out of it:



Find Friends

Find people you know on Facebook using our simple tools.



Upload a Profile Photo

Personalize your profile and help your friends recognize you.



Edit Your Profile

Describe personal interests, contact information, and affiliations.

If you have any questions, reference our [New User Guide](#).

Thanks,

The Facebook Team

Sign in to Facebook
and start connecting

[Get Started](#)

Didn't sign up for Facebook? Please [let us know](#). This message was intended for zoicca@yahoo.com. If you do not wish to receive this type of email from Facebook in the future, please click [here](#) to unsubscribe.
Facebook's offices are located at 1601 S. California Ave., Palo Alto, CA 94304.

More Facebook Bacn

152 messages were found matching your search.

Show Snippet

<input type="checkbox"/>	<input type="checkbox"/>	SORT BY DATE	<input type="checkbox"/>	1	<input type="checkbox"/>
	<input type="checkbox"/>	Facebook	★ People you may know from San Francisc...	Inbox	Wed, 4:29
	<input type="checkbox"/>	Facebook	★ Tom, you have 6 friend requests	Inbox	Sat, 5:01 PM
	<input type="checkbox"/>	Facebook	★ Wes and Richard posted on Facebook	Inbox	Mar 24
	<input type="checkbox"/>	Facebook	★ Tom, you have 6 friend requests	Inbox	Mar 22
	<input type="checkbox"/>	Facebook	★ Do you know Sara Floyd, Vins Gastronom...	Inbox	Mar 20
	<input type="checkbox"/>	Facebook	★ Jennifer Henson Delsher, Cal Wine Tours ...	Inbox	Mar 16
	<input type="checkbox"/>	Facebook	★ DLynn and Richard posted on Facebook	Inbox	Mar 14
	<input type="checkbox"/>	Facebook	★ Do you know Georgetta Dane, CountryMu...	Inbox	Mar 10
	<input type="checkbox"/>	Facebook	★ Do you know Teagan Smith, Vacqueyras ...	Inbox	Mar 8
	<input type="checkbox"/>	Facebook	★ Tom, you have 6 friend requests	Inbox	Mar 6
	<input type="checkbox"/>	Facebook	★ Dave Chambers is waiting for you to see h...	Inbox	Mar 4
	<input type="checkbox"/>	Facebook	★ Dave Chambers is waiting for you to see h...	Inbox	Mar 2
	<input type="checkbox"/>	Facebook	★ Dave Chambers is waiting for you to see h...	Inbox	Feb 28
	<input type="checkbox"/>	Facebook	★ Tom, you have 6 friend requests	Inbox	Feb 24
	<input type="checkbox"/>	Facebook	★ Tom, you have 6 friend requests	Inbox	Feb 19
	<input type="checkbox"/>	Facebook	★ Dave Chambers is waiting for you to see h...	Inbox	Feb 14
	<input type="checkbox"/>	Facebook	★ Dave Chambers is waiting for you to see h...	Inbox	Feb 13
	<input type="checkbox"/>	Facebook	★ Tom, you have 6 friend requests	Inbox	Feb 11
	<input type="checkbox"/>	Facebook	★ Tom, you have 6 friend requests	Inbox	Feb 7

User Engagement – Adding the Network Effect

A screenshot of an Airbnb listing card. It shows a thumbnail image of a room with a double bed and a window, a profile picture of a man, the listing title "Bright room in 100sq city apartment", the location "Private room — Cologne", the price "\$75 CAD", and the text "Per night". Below the listing are review counts: "60 reviews" and "5 other reviews". At the bottom, there is a "Connect with Facebook" button and the text "See where friends have stayed and read their reviews.".A callout box with a light gray background and a thin black border. It contains the text "Invite your friends" on the left, a small image of two smiling people in the center, and the text "Earn \$102 CAD travel credit" on the right. A large green button on the far right says "Invite Now".

Network Effect – Building Reputation In a Marketplace

Photos and Video 

Trust and Verification 

Reviews 

References 

Airbnb is built on trust and reputation. You can request references from your personal network, and the references will appear publicly on your Airbnb profile to help other members get to know you. You should only request references from people who know you well.

Email your friends

Friends you email can sign up on Airbnb to write you a personal reference. You can review new references and either accept or ignore them before they are displayed on your public profile.

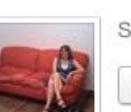
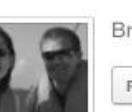
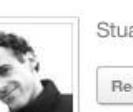
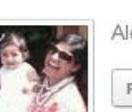
Enter email addresses...

IMPORT YOUR CONTACTS **SEND REQUEST EMAILS**

Facebook

 **Create Request** Create and send a personal Reference request through Facebook messaging.

Airbnb Friends

 Sonya <input type="button" value="Request"/>	 Brad <input type="button" value="Request"/>	 Chris <input type="button" value="Request"/>	 Stuart <input type="button" value="Request"/>
 Kimberley <input type="button" value="Request"/>	 Alex <input type="button" value="Request"/>	 James <input type="button" value="Request"/>	 Mark <input type="button" value="Request"/>

Network Effect – Getting Friends to Vote

 <p>WINNING DESIGN</p> <p>ozf5</p>	 <p>4.5★</p> <p>#112</p> <p>fourscore kien</p>	 <p>4.5★</p> <p>#130</p> <p>7tool</p>	 <p>4.5★</p> <p>#124</p> <p>mrussodesign</p>
 <p>5★</p> <p>#83</p> <p>ozf5</p>	 <p>4.5★</p> <p>#130</p> <p>7tool</p>	 <p>4★</p> <p>#126</p> <p>kirana</p>	 <p>4.5★</p> <p>#94</p> <p>xzequatorx</p>
 <p>5★</p> <p>#83</p> <p>ozf5</p>	 <p>4.5★</p> <p>#126</p> <p>kirana</p>	 <p>4.5★</p> <p>#126</p> <p>kirana</p>	 <p>4.5★</p> <p>#126</p> <p>kirana</p>

Network Effect – Enhanced User Experience



City, hotel name

[Home](#) [Hotels](#) [Flights](#) [Vacation Rentals](#) [Restaurants](#) [Best of 2013](#) [Your Friends](#) [More](#)

A small square profile picture of a young child with a thumbs-up gesture.

Randy Greencorn
Victoria, Canada
Since Dec 2007

[Profile](#)

[Travel Map \(75\)](#)

[Settings](#)

[Messages](#)

[Saved Trips \(1\)](#)

[Friends' activity](#)

Your friends' activity



Darren Louie reviewed Apartments & Hotel Kurpfalzhof

15 days ago



6

7

Apartments & Hotel Kurpfalzhof
Kurpfalzhof 10, 69124 Heidelberg, Baden-Wurttemberg
Germany

Darren said, "A cut above the rest"

Darren's rating

Been there | Want to go | [Rate this hotel](#)



Natasha Lee Beckow reviewed Camino Ka'kaw

26 days ago



Camino Ka'kaw

5th Ave. between 40 & 42nd Streets, Playa del Carmen
77710 Mexico

Natasha said, "Love love love!!"

Natasha's rating

User Lifecycle Model

1. Identify website cohorts
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5. Fix What's Broken
 - A/B Test
 - Re-Assess Your Funnel

Additional Resources

- Dave McClure's Blog: <http://500hats.com/>
- *Don't Make Me Think*, Steve Krug
- *Convert! Designing Websites to Increase Traffic*, Ben Hunt
- *Performance Marketing with Google Analytics*, Caleb Whitmore
- KissMetrics Blog: <http://blog.kissmetrics.com>

Live Website Demos

- Tell us a bit about your site?
- What do you want visitors to do?
- Entry Page – How do visitors find the site?
- First impressions? Would I stay?
- Opportunities for user registration?
- What happens after I register?
- Network effect?