

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

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Google™

SEM

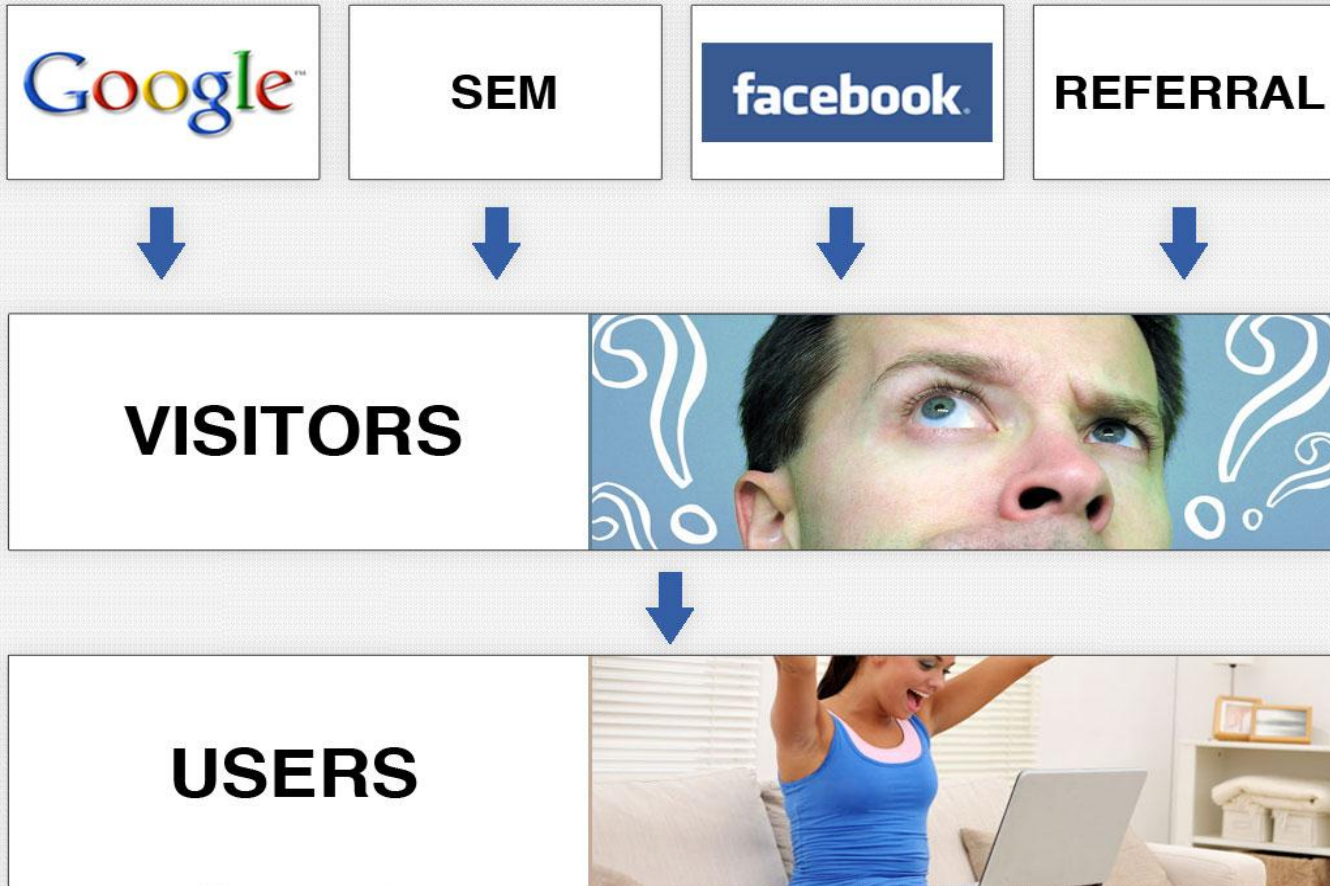
facebook.

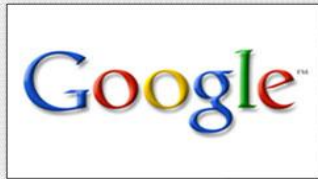
REFERRAL



VISITORS







SEM



REFERRAL



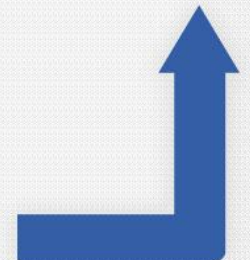
VISITORS



USERS

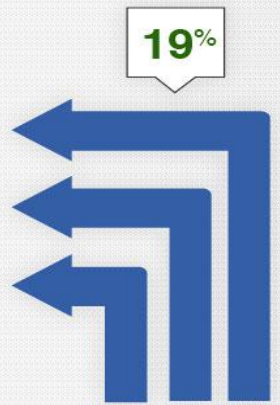
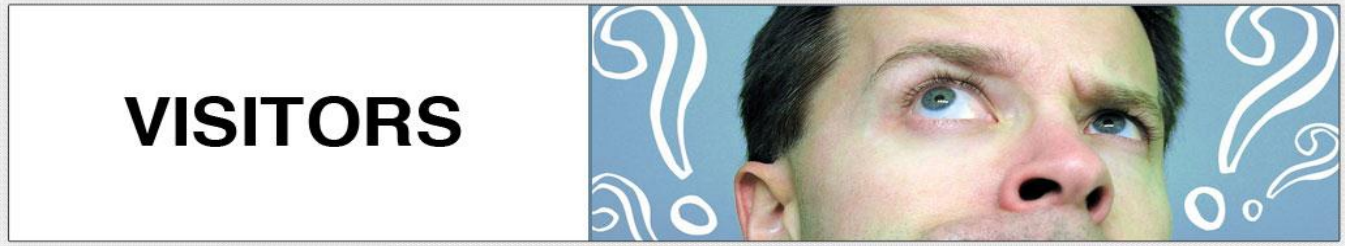
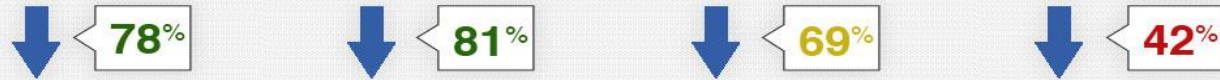


ADVOCATES



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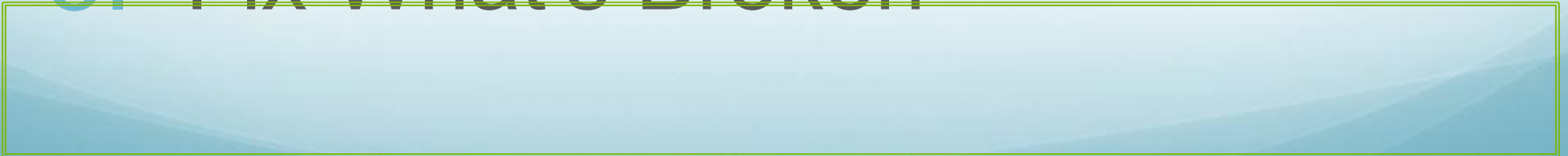


7.8%

21%

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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



TODAY is your
LUCKY DAY!

WIN a
\$500
Amazon.com
gift card



email
referred by
Red Tricycle Edition

choose your edition ▼

see official rules



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

To

☐ This is my home airport

Your e-mail address


[Already a member?](#)

CREATE ALERT

 **tripadvisor®**

Visitors To Users: Getting Signups



 Ask a question

 Post a photo

 Review your neighborhood



Your question

Add to shortlist

Save this Search

New York, All homes for sale,
\$350000-\$900000, 2+ br, 2+ ba,
500+ sqft

[Recent searches](#)

Luxury City Apartment Köln Oldtown

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

21

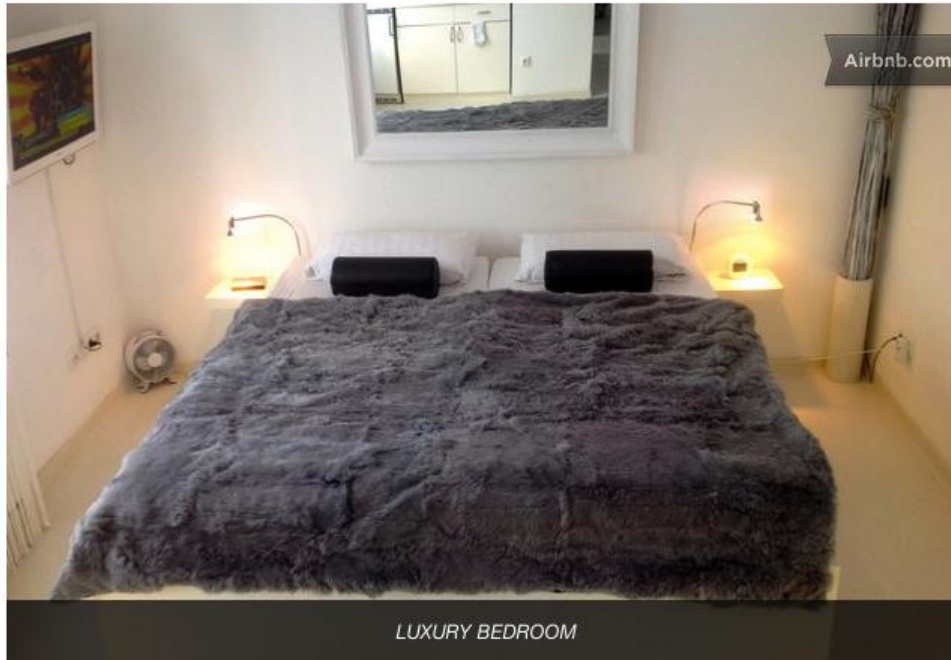
Reviews

Photos

Maps

Street View

Calendar



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

From

Per Night

\$81

Check in

19-04-2013

Check out

20-04-2013

Guests

1

Subtotal

\$81

BOOK IT!

Excludes Airbnb service fee (\$9)



Save to Wish List

Saved 49 times



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 Back

152 messages were found matching your search.

Show Snippet

☐ **SORT BY DATE**

◀ ◁ 1 ▷ ▶

<input type="checkbox"/>		Facebook		People you may know from San Francisc...	Inbox	Wed, 4:25	
<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



Tell friends you're going!



I'm Going



Bright room in 100sq city apartment

Private room — Cologne

\$75 CAD

Per night

60 reviews

5 other reviews



Connect with Facebook

See where friends have stayed and read their reviews.

Invite your friends



Earn **\$102 CAD** travel credit

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


Request

 Brad


Request

 Chris


Request

 Stuart


Request

 Kimberley


Request

 Alex

Request

 James

Request

 Mark

Request

Network Effect – Getting Friends to Vote

<p>WINNING DESIGN</p>	<p>★★★★☆</p>	<p>★★★★☆</p>	<p>★★★★☆</p>
ozf5 #112	fourscore kien #132	7tool #129	mrussodesign #124
<p>★★★★☆</p>	<p>★★★★☆</p>	<p>★★★★☆</p>	<p>★★★★☆</p>
ozf5 #83	7tool #130	kirana #126	xzequteworx #94
<p>★★★★☆</p>	<p>★★★★☆</p>	<p>★★★★☆</p>	<p>★★★★☆</p>

Network Effect – Enhanced User Experience



City, hotel name

Home


Hotels ▾

Flights

Vacation Rentals

Restaurants ▾

Best of 2013

Your Friends 

More ▾



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 Kurpfalzshof
15 days ago



Apartments & Hotel Kurpfalzshof
Kurpfalzshof 10, 69124 Heidelberg, Baden-Wurtemberg
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?