



exceeders

PRODUCT LAUNCH MANUAL

GUIDELINES ON HOW TO LAUNCH YOUR IT SOLUTIONS & GET THE HIGHEST USER ADOPTION RATE AS QUICKLY AS POSSIBLE



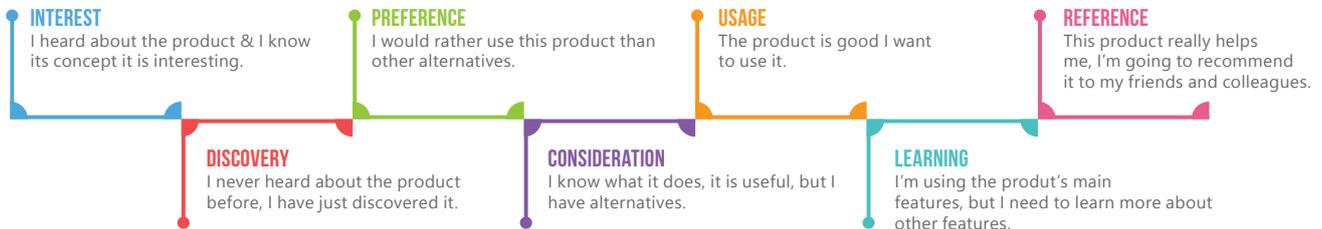
DOCUMENT PURPOSE

The purpose of this document is to provide a working strategy that can be used to simplify launching a new product to external or internal software users. The document will cover the concept and the plan. This document does not include the content that will be distributed as that content will be developed as part of the project execution.



PRODUCT LAUNCH STRATEGY: CONCEPT

by EXCEED Product Launch Team



SEVEN STATE STRATEGY CONCEPT

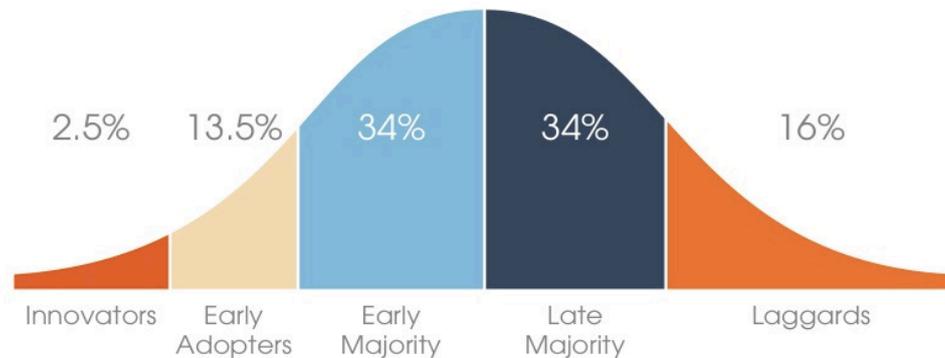
We move in states..... We start crawling, then walking, then running.

The Technology Adoption Life Cycle Strategy (TALC) is based on seven user states. The objective is to move the user from one state to another, until they reach the final desired state. To move the user through the states, we build bridges that are short enough to have better visibility on the other side.

Bridges are made up of building blocks which run within specific guidelines. With each block the user goes a bit further to reach the other end. These blocks are the basis of the TALC structure and strategy and they must be flexible, modular, and testable.

TECHNOLOGY ADOPTION LIFE CYCLE: SERIES

Research Based on Crossing the Chasm



THE CYCLES PER USER GROUPS

All technology products take time to be absorbed by users. Due to differences in users' attitudes to new technology, this adoption process tends to happen in stages, one group of people at a time, according to the Technology Adoption Life Cycle. For that reason, TAP will go in cycles which are similar in structure but different in content to address the below five user groups. You might need 5 product launch cycles to cover all user groups.

Technology enthusiasts; or **Innovators**, are always the first to adopt a new technology. To them, technology is a vital interest in life and they always want the most popular technology before anyone else even if it is still a beta version or buggy.

Early adopters are the visionaries who come right after the innovators. Unlike the innovators, they're more interested in the benefits of the technology more than the technology itself. Innovators and early adopters comprise a relatively small user group and they are followed by vital and far larger mainstream groups.

The realists; **early majority**, who comprise about one third of the entire user groups, start adopting the technology once it has proven itself.

They do not prefer big changes but Unlike the early adopters, they are not looking for big changes, but rather incremental benefits gained from standardized, well-supported products. Early majority make for extremely loyal users and thus winning their support is essential.

The fourth group, the conservatives; **late majority**, is as numerous as the early majority, but they are suspicious of high-tech. They want simple, high-quality products with no hassle involved.

Finally, the skeptics; **laggards** are a small high-tech resistant group who are often ignored by most product owners, but who can provide valuable feedback on how your product is failing to meet their expectations.

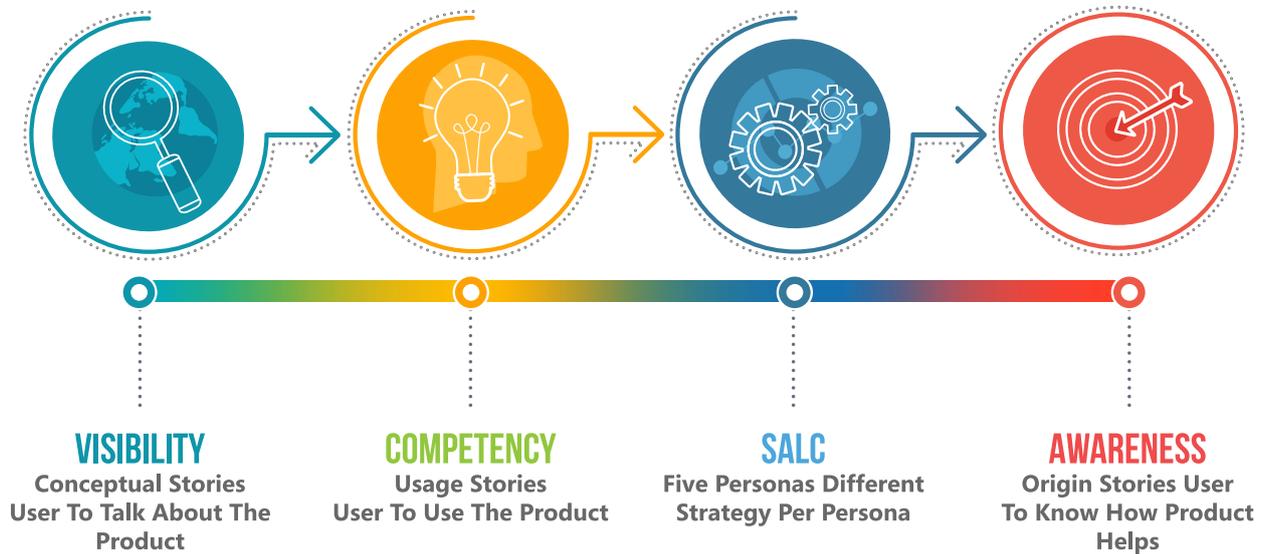
Based on this group's behavior towards technology, you will find that users will not start using the technology at the same time, they will join in groups and the first group is the smallest among them. However, it is critical to convert the first group so that the innovators to be your "super fans", as Moore puts in his book. The users from this group will act as your ambassadors. Since this group is technology centric, be careful not to lose them if you're technology is not good enough. If you lose them, crossing to the other group will be very difficult.

For internal products: most of the launch activities will be done for the early adopters, as this group will then trigger the other groups to join. Aim to have more than 16% of your targeted users to use the system within the first week. With more product marketing, the early majority will join, and along with the early adopters you will have converted about 50% users. Consistency will play a big role in getting the remaining 50% even without additional marketing.



PRODUCT LAUNCH STAGES

By EXCEED TAP Team



VISIBILITY - AWARENESS - COMPETENCY

Every product launch must pass through three main stages; which are visibility, awareness and competency.

Visibility is to convey the concept behind the product and show the big picture of what the product is. It contains the foundational stories and structure that the product owner will use to identify and communicate the product's core concept and value proposition. To convey the right message, you will need to define your target customers, their big goal, and how the product is achieving their objectives. Then you will need to communicate this vision with the users, get them excited about the product, think about it, and motivate them to talk about it.

Remember, your goal at this stage is to answer the question "why should I as a user care about your product?" You can achieve this by showing your users how the product can improve their life or enhance their productivity. So, if your product is for enterprises, you can show how you'll reduce their workload so they can spend time on what's more important.

You then move to tell users what your product is about. In this stage, you provide a little more information about the transformation you're promising them.

- This part contains two main stages; **Discovery & Interest.**

Awareness occupies the space between what they think about the product and what they do with this product. This genre includes the origin stories that act as a bridge to move the users from thinking about the product to using the product. The users will see what they can do with a product and how this product will help them achieve the big goal.

At this stage, you answer the question "how will this product transform my life as a user?" This stage should end with you revealing how a user can get hold of your product; and what special deal you'll be offering to the very first users – creating that important scarcity trigger.

- This part contains two main stages; **Consider & Prefer.**

Competency contains all the usage stories that will enable the users to effectively use the product. With It is step-by-step tutorials that will guide the users to work with the product successfully.

- This part contains two main stages; **Use & Learn.**

Technology Adoption Life Cycle the cycle continues to run and the above three stages might run over and over again to onboard users from different groups starting from innovators and ending with laggards.

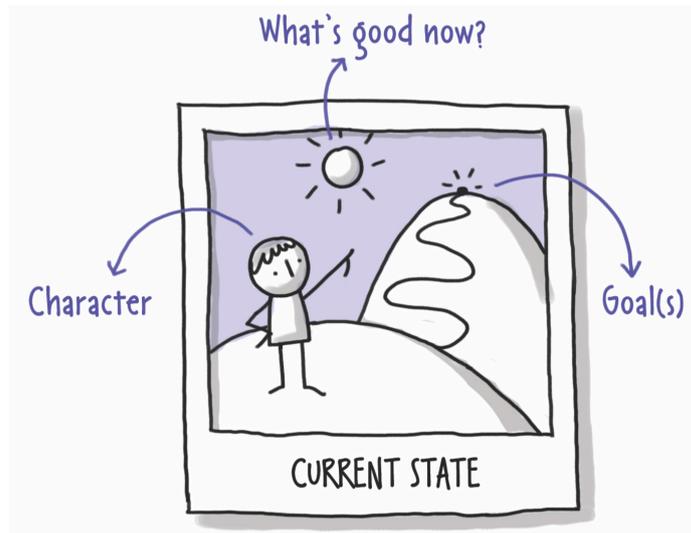
How It's All Connected

TECHNOLOGY ADOPTION LIFE CYCLE



THE BRIDGE

Research Based on User's Journey; Story Mapping Products that People Love



BRIDGE THAT MOVES FROM CURRENT STATE TO NEXT DESIRED STATE

To move the user from one state to another, you must take your user on a journey that is composed of small stories with similar structure as the journey. This product launch plan includes **seven main journeys** where the end of every journey is the beginning of the next one.

Every journey needs to have a character who is in a certain state (**Current State**) and would like to move to another state (**Goal**). This character might face challenges achieving the goal and will value what makes this move easier.

Due to the similarities between the journey and the story, the following section will focus on the explanation of each **Goal**:

1. Discovery
2. Interest
3. Consideration
4. Preference
5. Usage
6. Learning - Retention
7. Reference - Loyalty

Remember, your story must have structure to engage your audience. A story without a plot or a storyline, is just a series of random events that will not engage your target audience.

THE BUILDING BLOCK: EPISODE

Research Based on DotCom Secrets: The Underground Playbook for Growing Your Company Online & User's Journey; Story Mapping Products that People Love



THE BUILDING BLOCKS ARE STORIES

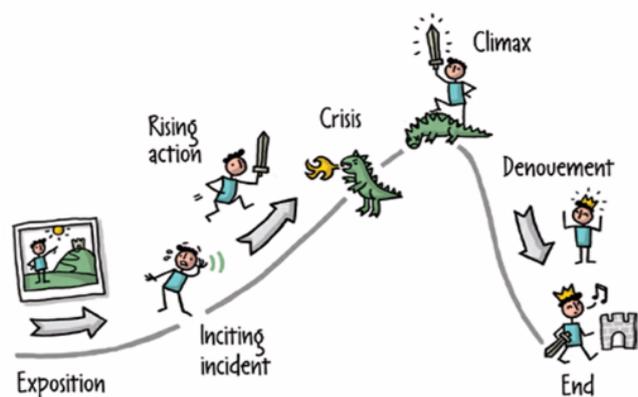
To move the user from one state to the other, you must execute activities that we call building blocks. Think of these blocks as “Legos” that you can put together to achieve the desired goal. You can use these blocks to get someone to know your product or to value it. You might need to try different combinations of the blocks and test them to check their effectiveness in achieving your result. According to Brunson, the key is “Try it. Test it. Tweak it.” And start all over again. When you’re creating these blocks, follow story mapping to map out the intended experience of use for a product, plot point by plot point.

Narrative arcs are comprised of the following elements:

1. Exposition
2. Inciting incident or problem
3. Rising action
4. Crisis
5. Climax or resolution
6. Falling action or denouement
7. End

Every story MUST have:

- A contagious message
- A call for actions
- Clear measures to evaluate success



CONTAGIOUS MESSAGES

Research Based on *Contagious: Why Things Catch On.*



STEPPS GUIDELINES

After building the marketing strategy, one of the important things that should be done is to design the message. The message is the core that will create the buzz in your campaign. The message should be sent through digital channels to be transferred via word of mouth.

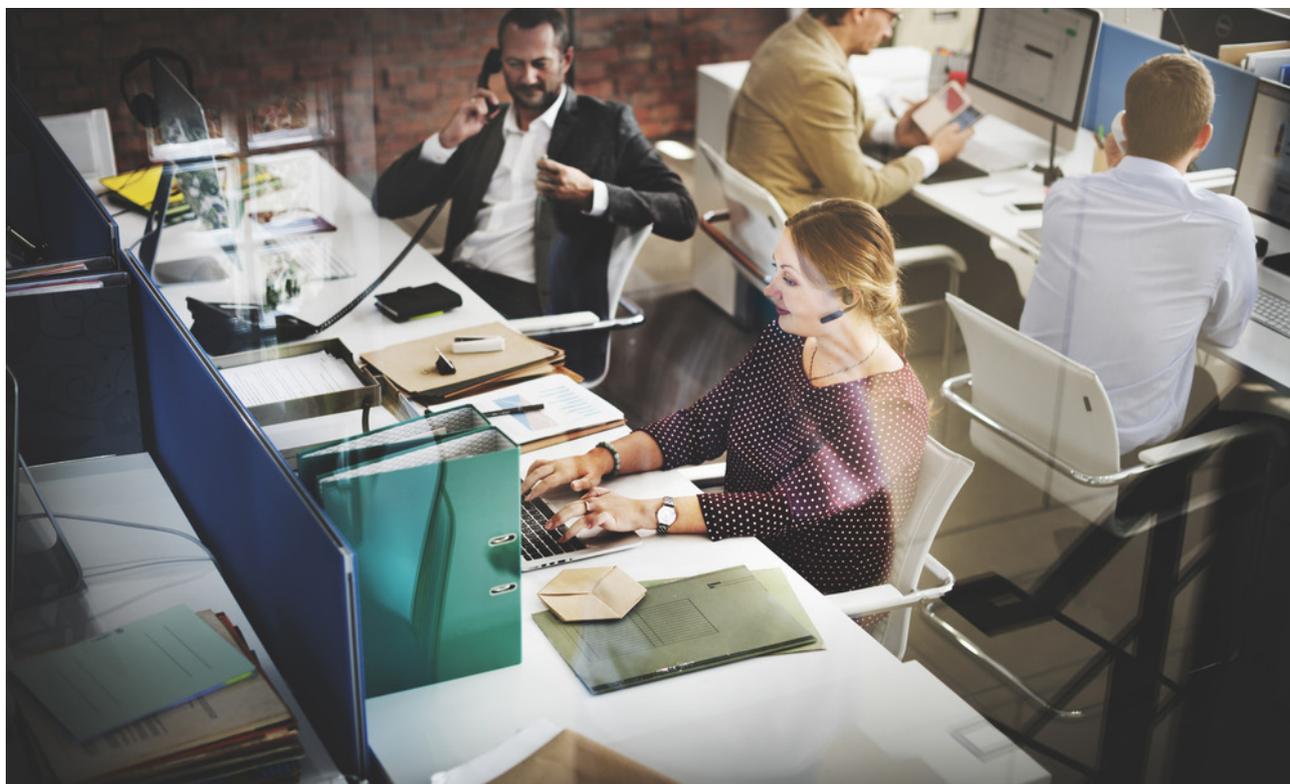
Contagious messages have the same six “ingredients” at work. Six key STEPPS, that cause things to be talked about, shared, and imitated.

Social Currency: How does it make people look to talk about a product or idea? Most people would rather look smart than dumb, rich than poor, and cool than geeky. Just like the clothes we wear and the cars we drive, what we talk about influences how others see us. It’s social currency. Knowing about cool things—like a blender that can tear through an iPhone—makes people seem sharp and in the know. So to get people talking we need to craft messages that help them achieve these desired impressions. We need to find our inner remarkability and make people feel like insiders. We need to leverage game mechanics to give people ways to achieve and provide visible symbols of status that they can show to others.

Triggers: How do we remind people to talk about our products and ideas? Triggers are stimuli that prompt people to think about related things. Peanut butter reminds us of jelly and the word “dog” reminds us of the word “cat.” People often talk about whatever comes to mind, so the more often people think about a product or idea, the more it will be talked about. We need to design products and ideas that are frequently triggered by the environment and create new triggers by linking our products and ideas to prevalent cues in that environment. Top of mind leads to tip of tongue.

Emotion: When we care, we share. So how can we craft messages and ideas that make people feel something? Naturally contagious content usually evokes some sort of emotion. Blending an iPhone is surprising. A potential tax hike is infuriating. Emotional things often get shared. So rather than harping on function, we need to focus on feelings. But as we’ll discuss, some emotions increase sharing, while others actually decrease it. So we need to pick the right emotions to evoke. We need to kindle the fire. Sometimes even negative emotions may be useful.

Public: Can people see when others are using our product or engaging in our desired behavior? The famous phrase “Monkey see, monkey do” captures more than just the human tendency to imitate. It also tells us that it’s hard to copy something you can’t see. Making things more observable makes them easier to imitate, which makes them more likely to become popular. So we need to make our products and ideas more public. We need to design products and initiatives that advertise themselves and create behavioral residue that sticks around even after people have bought the product or espoused the idea.





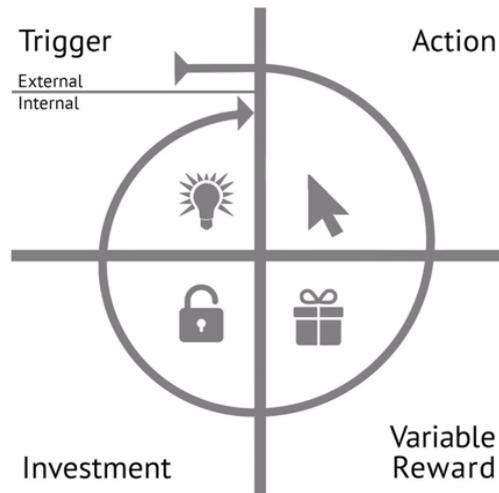
Practical Value: How can we craft content that seems useful? People like to help others, so if we can show them how our products or ideas will save time, improve health, or save money, they'll spread the word. But given how inundated people are with information, we need to make our message stand out. We need to understand what makes something seem like a particularly good deal. We need to highlight the incredible value of what we offer—monetarily and otherwise. And we need to package our knowledge and expertise so that people can easily pass it on.

Stories: What broader narrative can we wrap our idea in? People don't just share information, they tell stories. But just like the epic tale of the Trojan Horse, stories are vessels that carry things such as morals and lessons. Information travels under the guise of what seems like idle chatter. So we need to build our own Trojan horses, embedding our products and ideas in stories that people want to tell. But we need to do more than just tell a great story. We need to make virality valuable. We need to make our message so integral to the narrative that people can't tell the story without it.

These are the six principles of contagiousness: products or ideas that contain Social Currency and are Triggered, Emotional, Public, Practically Valuable, and wrapped into Stories.

CALL FOR ACTION

Research Based on Hooked: How to Build Habit-Forming Products



HOW WE MAKE USERS TAKE ACTIONS AND FORM HABIT!

The Hook model is a cycle consisting of four steps that, when repeated often enough, will lead the user to form a habit around the product in question. The four stages are:

The trigger: People didn't wake up one morning and suddenly decide that they will use a new product, it requires an external event that gets us to try a product the first time, for example an email. These external triggers are "calls-to-action" and can take various forms. The effective trigger must offer the user simple choice of actions to take. If the trigger is overly complicated, it's unlikely that the user will engage the product. Later, the contagious message will make a mental connection between the user and the product forming an internal trigger for using the product.

The action: A person only takes action if three preconditions are fulfilled: yes, a trigger is needed, but the person must also be sufficiently motivated to take action and be capable of doing so, otherwise the trigger is useless. Product should be easy to use, companies should prioritize increasing the user's ability to use the product. This is because it is far easier and cheaper to make the product easier-to-use than it is to increase the users' motivation. A good way to do this is to simplify the steps needed to use the product.

In terms of motivation, users are motivated to take action if they get the outcomes they desired from the product. In general, human motivation usually consists of simple goals like seeking pleasure and avoiding pain, seeking hope and avoiding fear, and seeking social acceptance and avoiding rejection. Emotions are also a strong motivator.

The reward: While motivation is important to get us to try a product, we won't be able to sustain it unless the product actually produces the results the user wanted. For users to want to use a product frequently, it must reliably deliver on what it promises. In other words, it must give the user a reward for the actions and create the outcome we were expecting. But this alone is not sufficient to keep us motivated in the long run. For this we need variable rewards. Why? Studies have shown that our craving for rewards actually causes a stronger emotional reaction than receiving the reward itself. Thus anticipation plays a crucial role. If the expected reward is predictable, we won't get as excited about it as quickly, compared to if the reward is unpredictable. This is because variability has been proven to affect our brain chemistry in a way that increases our drive for rewards.

The investment: In short, when users have invested something into the product, be it time, efforts, money, or even their personal data, they are more likely to use the product. They will see the product more valuable for them.

CONTENT FORMAT



CONTENT: MESSAGE & CALL FOR ACTION

The message and the call for action will be capsuled with a content with different types such as but not limited to the below:

- Letter
- Presentations
- Infographics
- Videos
- Guides & E-Books
- Product Review
- How to
- Research data
- E-brochures

MULTI - CHANNEL USAGE

RESEARCH BASED ON MARKETING COMMUNICATION



CONTENT IS DISTRIBUTED USING DIFFERENT CHANNELS

After forming the content, it will be distributed using various channels. The selection of the channel get affected by content and the users themselves. The below is partial traditional channels that can be used:

- People, people, people,
- Physical places like exhibitions
- Training sessions
- Seminars

Traditional channels are mentioned before the digital ones as people are the main driver to pass the content. We can also use visuals which are mainly passed using traditional channels to trigger discussions among people about the product.

Take, for example, the men's health awareness campaign "Movember," which encourages men to grow mustaches during the month of November. As men witnessed others taking part in the campaign, their curiosity was piqued and they joined in. In this case, the effect of such visible behavior was that it raised awareness of men's health issues: the quite sudden predominance of mustaches prompted others to ask the participants about their motivation for growing them.



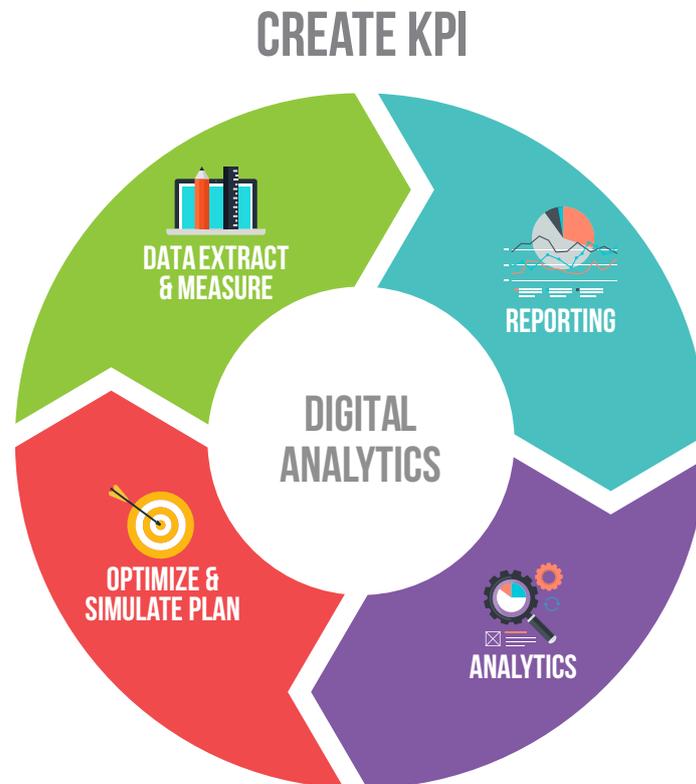
We also use many digital channels such as the below

- Email
- Web ads
- Communication Apps
- YouTube
- Facebook
- Linked In
- Twitter
- Instagram
- Webinar
- Online conference
- Websites and pages

Although there are many digital channels, we focus on the channels that provide us with analytics about the user's behavior. If these channels do not have built-in analytics, we usually work on getting ad-on tools or divert the traffic to a channel that can be monitored.

ANALYTICS, MESSENGERS & SUPER FANS

RESEARCH BASED ON SALES ACCELERATION FORMULA



ANALYTICS IS YOUR KEY FOR SUCCESS!

Without measures you will never know whether you're moving towards the right direction or not, so you should first define your success criteria (KPI) and compare your results to these criteria. This analysis will give you the effectiveness of your plan, and will help you to optimize in order to achieve the desired results. In technology adoption life cycle, the main measures are based on the conversion rate from one state to another state, and the analytics are mainly implemented on the used channels.

WHO WILL PASS THE FIRST MESSAGE!

The messenger is the person or character who will be passing the first message.

THEY INVEST EFFORTS IN THE PRODUCT!

The super fans are innovators who will test your product pre launch to give you the feedback on how to improve it to better fit the target market.

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