Use Case #2
Introducing new, unused or "forgotten" features

Product Fruits

Designer view	User view	Tips for designers

1.

Announcement

In-App Announcement

Announcements are a powerful way to deliver information to your users. Use short text with video/gif/picture and get straight to the point, ideally adding exciting numbers/results. Don't forget to include a Call To Action button with a link to:
- A Feature Tour - To teach users how to use a feature.
- And/or an Article - To provide detailed instructions on a feature.
- And/or Case Study/Testimonial/Video - To convince users to start using an underused feature.

Choose your Announcement type:
- Pop-ups (picture) - Use modal cards for important news, such as a new feature or app.
- Banners - For regular updates, like webinars, questionnaires, and feature updates.
- Newsfeed (NewsCenter) - Use in conjunction with any type of announcement.

Power Tip: Avoid displaying Announcements to completely new users (logging in for the first time). They won't know what is considered new, and this could also interfere with their welcome flow in your product.

2.

Feature Tour or Checklist with Feature tour(s)

Feature Tour
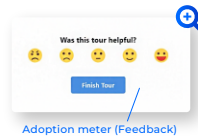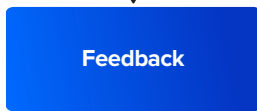
Feedback

Adoption meter (Feedback)
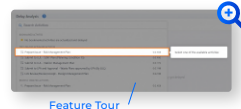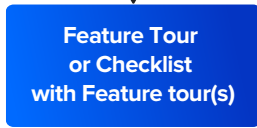
Which one, a Feature Tour or the Checklist Widget?

A Feature Tour helps your users quickly become acquainted with respective sections or product features of your platform. Use highlighting elements to create a step-by-step, short Tour. The Tour remains active until it is dismissed or completed.

Power tip: If there is an important feature that is information-rich and sophisticated., we recommend using a Checklist widget. Inside of the Checklist, put a few Feature Tours and other learning content (links to articles, videos, tutorials, etc.). The Checklist is not invasive and remains on your platform until dismissed or completed. Moreover, this widget keeps users on the desired learning track and shows immediate progress.

After the Feature Tour or Checklist completion, don't forget to request feedback using an Adoption Meter widget. If you find your tour is not helpful, adjust the content or flow structure.

3.

Knowledge Base Article

Knowledge base

When you launch a new feature or section, you should always have an article or tutorial ready before the official communication. You can use your own repository for an article or our Knowledge Base - where you populate all educational content, such as articles, video tutorials, technical documentation, etc.

4.

Hint or a "Button" Card

Hint (Flashing Beacon)
Tailored Hint
Tour Card (with Buttons)
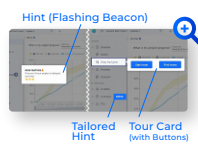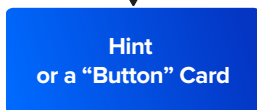
To make your feature promotion even more appealing, attract your users' attention to the required section with a Hint. Hints (Tooltips) are excellent for explaining the purpose of respective sections/features, and you can use them:

- On your platform for the duration of the promotion to draw attention to a specific section, using a Flashing Beacon or your personalized symbol (e.g., "NEW") with your design, displayed through text or icons thanks to Custom CSS.
- Inside a specific section (using an "i" or "?" symbol) offering permanent learning content, such as Tour links, articles, brief usage information, etc.

Power Tip: As an alternative to any kind of Hint, consider using an "adjusted" Tour Card: highlight the section you want to promote and add buttons for CTA (Start Now/Skip) without including any other text.

5.

**Life Ring Button (Help Center)**

Help Center (The Life Ring Button)
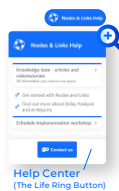
The Life Ring Button acts as a central repository for all support content linked to your product, along with communication channels available to your users. It contains links to articles and tutorials, important tours, chat, a feedback form, etc., and is permanently displayed in your app. Once tours and checklists are dismissed or skipped, and users want to return to the learning content after some time, both the Life Ring and Tooltips play crucial roles in advanced learning and retention. Therefore, if you have important news, add a direct link to your article, tour, or webinar in the Life Ring as well.

Platform-based promotion

6.

Welcome Section Card

Welcome (Section) card
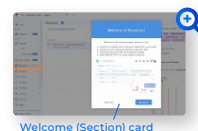
The Welcome Section Card greets users and explains the value and purpose of a new feature, including a link to a Feature Tour or an article. It should be displayed immediately upon clicking on the respective section either only few times (1-2 max) or until is dismissed.

7.

Hint (Tooltip)

Tooltip (Hint)
Feature tour
Article in the Knowledge base
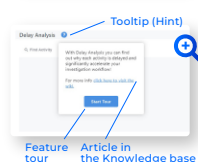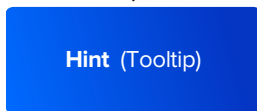
When all temporary promotional elements are dismissed, completed, or skipped (such as Tours, Checklists, Announcements), there is an excellent way for users to return to the learning content once they are ready to learn - through an inside-section Hint. It serves as a 'learning repository for the respective section,' allowing users to re-open a Feature Tour, Article, or videos at any time.

Section-based promotion