

# Use Case #2

## Introducing new, unused or “forgotten” feature



### Designer view

### User view

### Tips for designers

1.

#### 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.

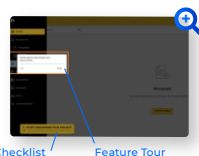
Choose your Announcement type:

- 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: To build a pop-up, use our AI-powered template. Avoid displaying announcements to completely new users. 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)

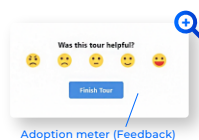


Which one, a Feature Tour or the Checklist Widget?

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.

#### Feedback



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.

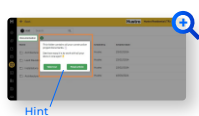
#### Knowledge Base Article



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.

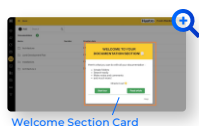
#### Hint or a “Button” Card



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.

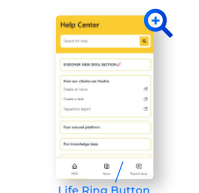
#### Welcome Section Card



Power Tip: Welcome new users to a new feature section with a single tour card that briefly explains the value of the new feature. The Card is shown to the user only once; the internal hint remains permanent in the section.

5.

#### Life Ring Button (Help Center)



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.

6.

#### Custom event - triggering Tour Card



The custom events feature allows you to prepare a highly customized user experience. You can create the next step based on user actions (for example, whether the user did or didn't click on a new section). Therefore, create a new event called "New feature promotion" in the custom events section and highlight the new section in your platform. Build a simple Tour Card with kind reminder about new section and have it displayed through Tour's Custom rules section only to those users who didn't click on the new section yet.

7.

#### Survey



Find out how your new users feel about your new feature. Based on the survey results, adjust the content about the new feature and/or send the findings to your product dev.

We'd love to show you how to create an effective onboarding experience for your users—without coding. [Get in touch with our Product Adoption Specialist here.](#)

This use case demonstrates in-app communication and the introduction of a new feature in Hustro, a construction management software.