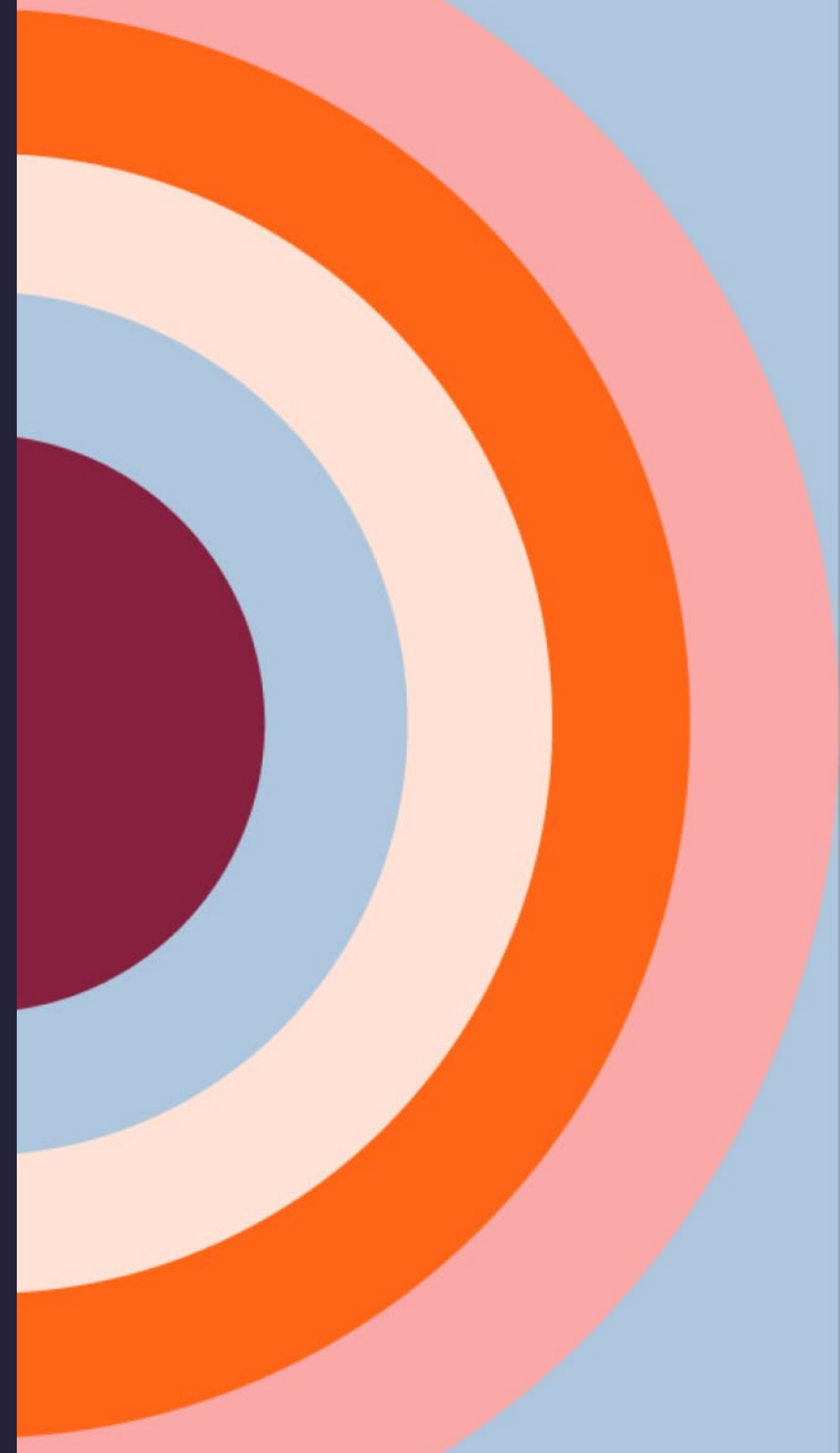


How Digital Adoption Platforms Empower Product Managers

In this white paper, we examine how a digital adoption platform (DAP) empowers product managers with the tools to create experiences to drive product usage and adoption.

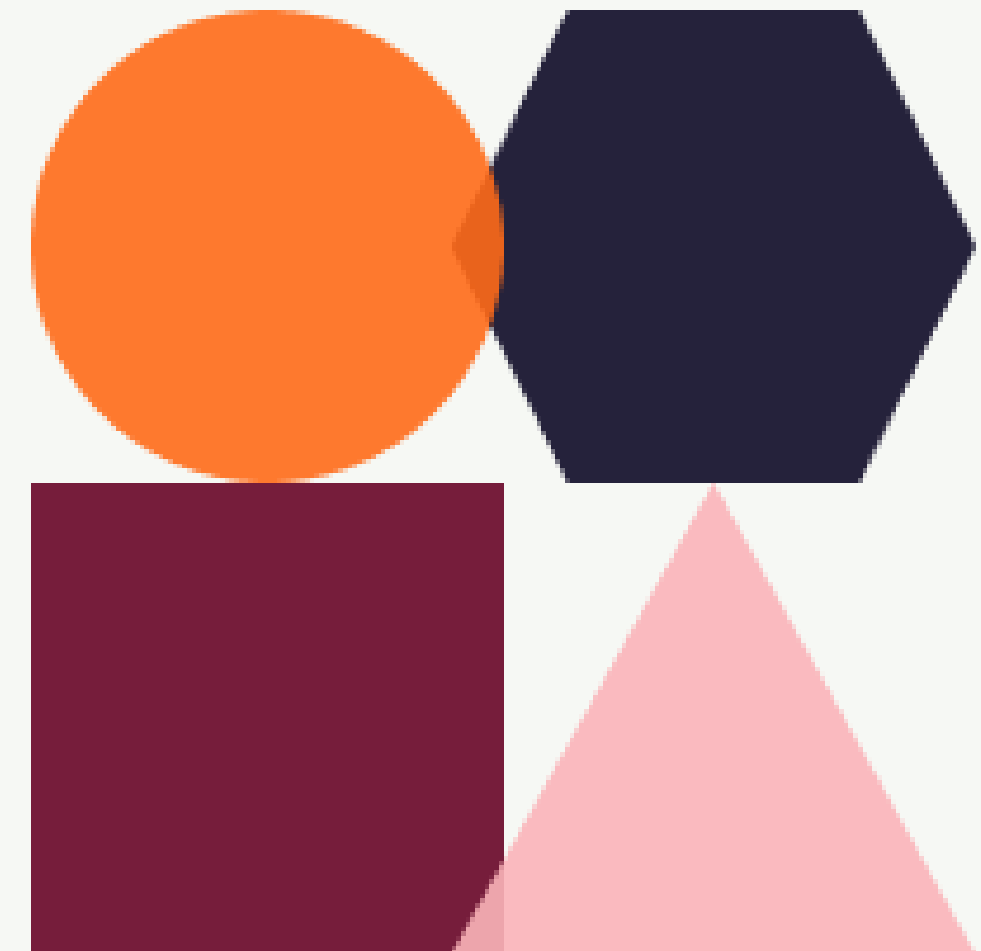


Whatfix

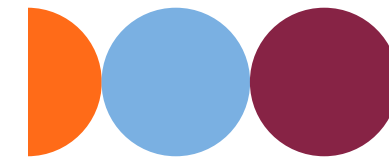
A digital adoption platform that empowers product managers to drive product and feature adoption.

This whitepaper is brought to you from Whatfix. With Whatfix's digital adoption platform, create contextual in-app messaging to drive product and feature adoption. Whatfix also empowers product managers to capture and measure in-app user behavior with no-code event tracking.

Learn more at whatfix.com



Introduction



Achieving a high product adoption rate is key to the success of any product. While you may have a great product, without proper adoption, it's all for nothing.

When your customers find value in your product quickly, they build habits and the product becomes sticky, leading to adoption. A high product adoption rate lowers customer churn, improves your user retention rate, drives renewals, and leads to more stable revenue and higher growth.

To achieve a high digital adoption rate for your product, you need to understand the key drivers of adoption, track and measure specific metrics, and employ the right software.

In this white paper, we examine how a [digital adoption platform \(DAP\)](#) empowers product managers with no-code tools to create, manage, and optimize the entire user experience – from creating onboarding and learning experiences, driving product and new feature adoption, and capturing and measuring user behavior analytics and event data.

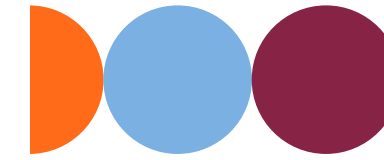


WhatFix is an easy-to-use platform with good support that enables you to easily provide information about your product to users. The analytics provide good value for in-depth analysis. Whatfix is surpassing our needs and expectations.

Chris Dikes
Sr. Director of Product,
Ware2Go



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Chapter 1

What is a digital adoption platform?

A **digital adoption platform (DAP)** is a type of software that overlays on top of software applications, providing no-code content creation tools for product managers to create in-app guidance to create better user experiences, better onboarding, and drive overall product adoption.

This includes in-app messaging such as:

- Product tours
- Guided workflows
- Onboarding task lists
- Smart tips
- Beacons
- Modal windows
- Compliance alerts
- Self-help wikis
- Feedback surveys

A digital adoption platform like **Whatfix** provides product managers with a non-technical event tracking platform to understand how users are engaging with a product, providing in-depth user analytics and data to improve overall user flows and interfaces.

A DAP provides solutions for PMs to completely own user onboarding, time-to-value, on-demand support, new feature announcements, user feedback, and product usage analytics.





CHAPTER 2

Creating onboarding experiences to help users reach their "aha!" moment with a DAP

User onboarding is the first and most important part of the customer journey, as it introduces a product's features and functions. The moment when a user finds an application's benefits is called the **"aha!" moment** – and a world-class onboarding experience helps to cut down the time it takes to get to this moment. This is referred to as a product's time-to-value (TTV), and a low TTV means a high rate of product adoption.

Your new user onboarding flow should accomplish the following:

- Introduce and familiarize new users with your application's interface with a product tour
- Showcase the core benefits of your product with in-app messaging
- Teach new users how to use your app
- Finalize all account set up and registration for new users

Digital adoption platforms (DAPs) empower product managers with the content creation tools to create product tours and onboarding experiences for new users – all in a no-code, non-technical environment – to guide new users through a product.



Chapter 2

DAPs & User Onboarding Experiences

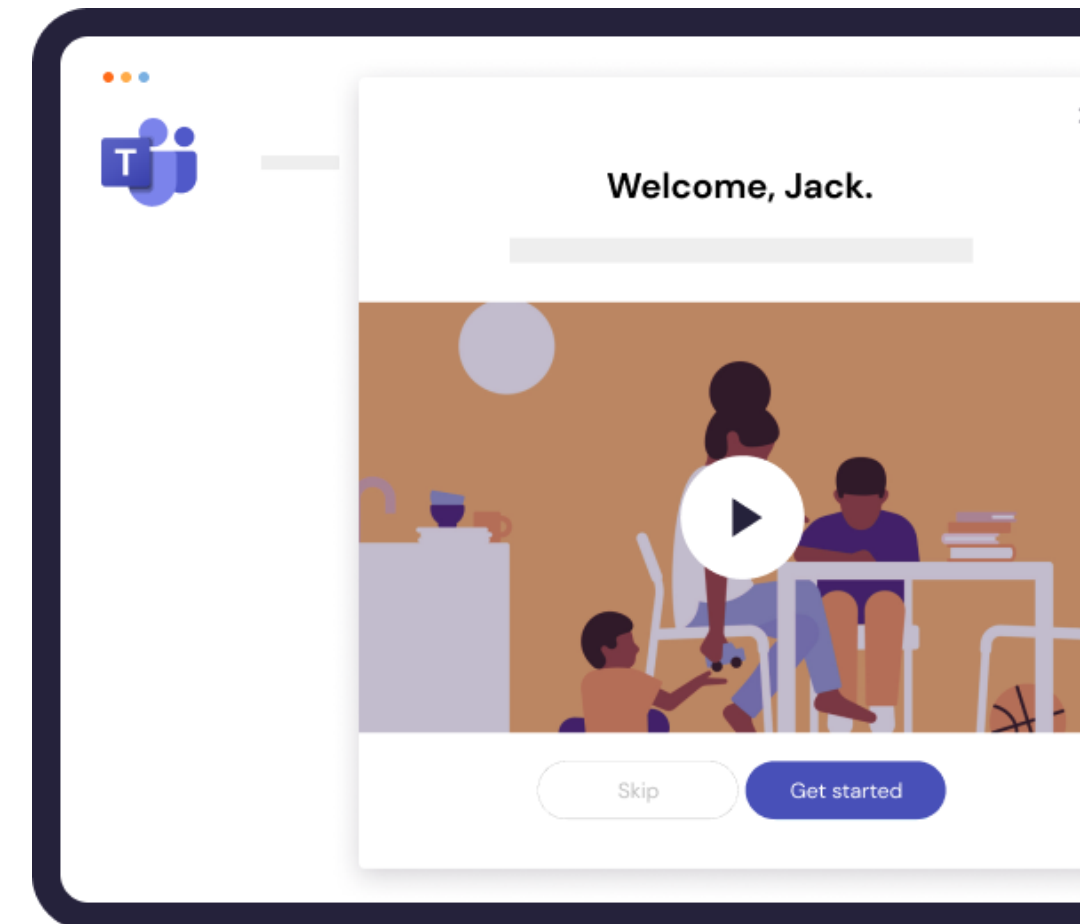
With Whatfix, you can create an incredible onboarding experience with in-app interactive walkthroughs, product tours, tooltips, task lists, and more – all with user analytic tracking features to understand how your app is being used and your onboarding's effectiveness.

Here are a few onboarding elements and experiences product managers are empowered to create with a digital adoption platform like Whatfix.

Product Tours

A well-designed **product tour** streamlines the onboarding process. It helps new users understand features and UI elements faster than if they had to learn entirely on their own. The more sophisticated your product, the more important it is to have a product tour that guides users through the learning curve.

Product managers using a DAP to create product tours are empowered to create personalized flows without using engineering resources, and equipped with the event tracking to measure its effectiveness on overall adoption and retention.



Chapter 2

DAPs & User Onboarding

Task lists

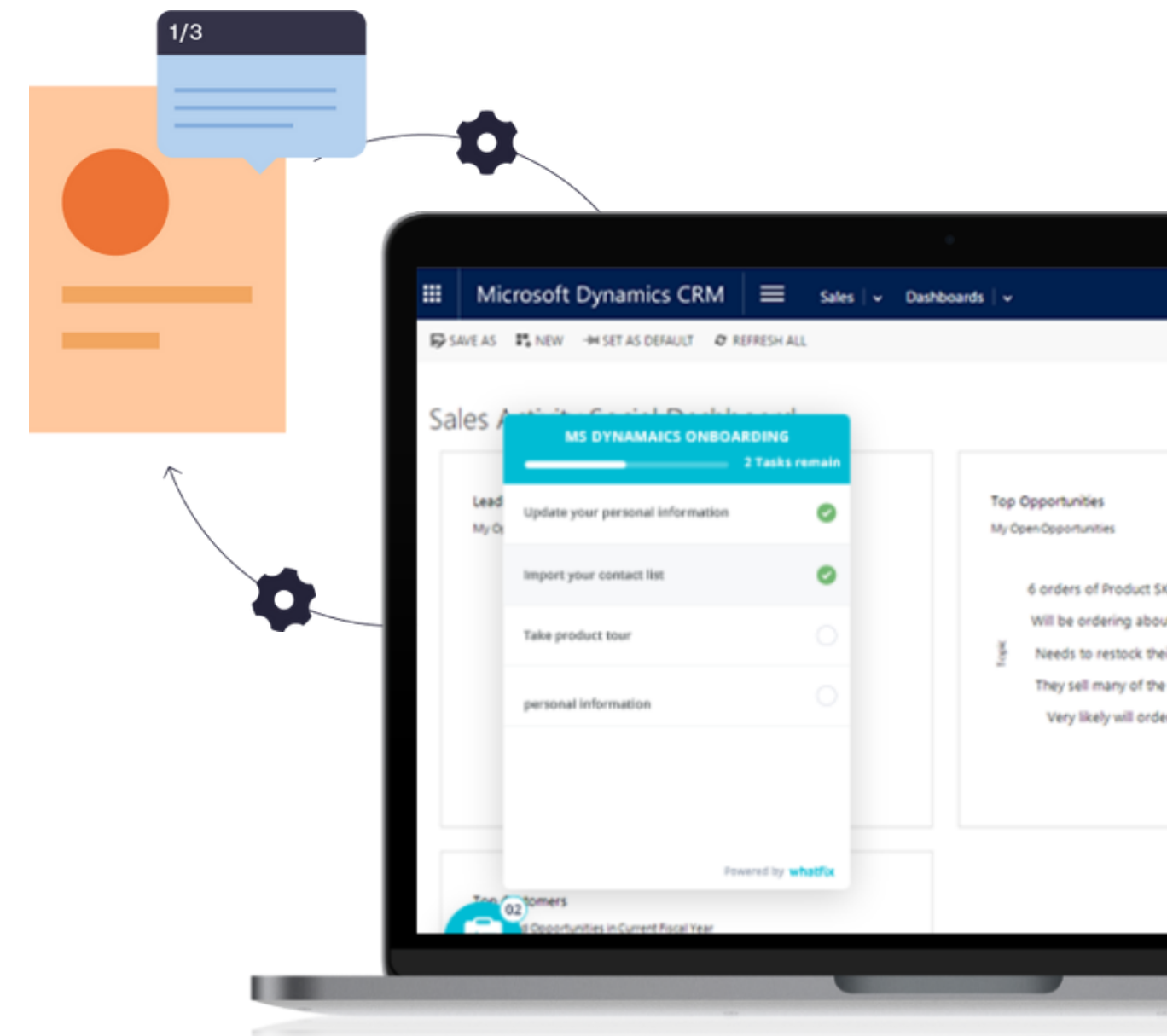
Task lists act as a checklist for various guides and tutorials new users must complete when they first start using a product. These task lists are highlighted by an in-app alert that appears somewhere on the screen. Users are encouraged to check each item off the list to complete their onboarding.

Interactive walkthroughs

Interactive walkthroughs provide step-by-step instructions for key workflows. Users see these instructions as they follow the steps of your product tour, learning about processes as they work. Product walkthroughs are especially useful for simplifying the training processes for complex enterprise applications. You can use them to engage users both during initial onboarding and when you roll out new features.

Smart tips

Smart tips give users a quick overview of what a feature or UI element can do. Tooltips don't prompt action from users. Instead, they convey key information in a way that's less obtrusive than guided product walkthroughs.



Chapter 2

DAPs & User Onboarding

What is the "aha!" moment?

The "aha" moment happens when a customer or user first recognizes the value of your product. This ideally takes place during the user onboarding experience phase when a new customer interacts with your product for the first time, but it can also happen during different stages of the customer lifecycle.

The aha moment triggers a positive emotional reaction among your customers and makes them understand how your product has solved a problem for them, answered a question, or taught them a new skill. Typically the task they complete is aligned with your product's core value. The aha moment is not exciting because they completed a simple task; it's exciting because they have now realized a new skill or solution that significantly improves an aspect of their workflow or personal life going forward.

Using Whatfix to understand your onboarding

Finding the aha moment should be a simple task for a product team, and should be extremely intuitive for your users to find and complete. If it's too difficult, your users will give up before accomplishing it – and ultimately will never realize the value of your product. Whatfix also empowers product managers to understand their product usage with user feedback, product usage analytics, and event data.



See how PlanetHS uses Whatfix to create more effective product onboarding and training flows.

[Read the case study now.](#)



CHAPTER 3

How DAPs helps product managers improve user retention with on-demand learning & support

After users complete the onboarding phase, product managers turn their attention to user retention, feature adoption, and product support.

User retention is the number of users who continue to interact with your product over a given time period – and product managers should focus on activation and creating habitual users after the onboarding phase. The activation phase is when users experience their "aha!" moment, while the habit-forming phase is when users build your product into their day-to-day and make regular use of the product.

To empower users to build your product into their habits, product managers can utilize a digital adoption platform to leverage learning flows and in-app messaging to drive feature adoption, highlight complex workflows, and provide on-demand support.

In this section, we'll cover the various types of in-app messaging that product managers are empowered to create, manage, experiment, and iterate with a digital adoption platform.



Chapter 3

DAPs for User Retention

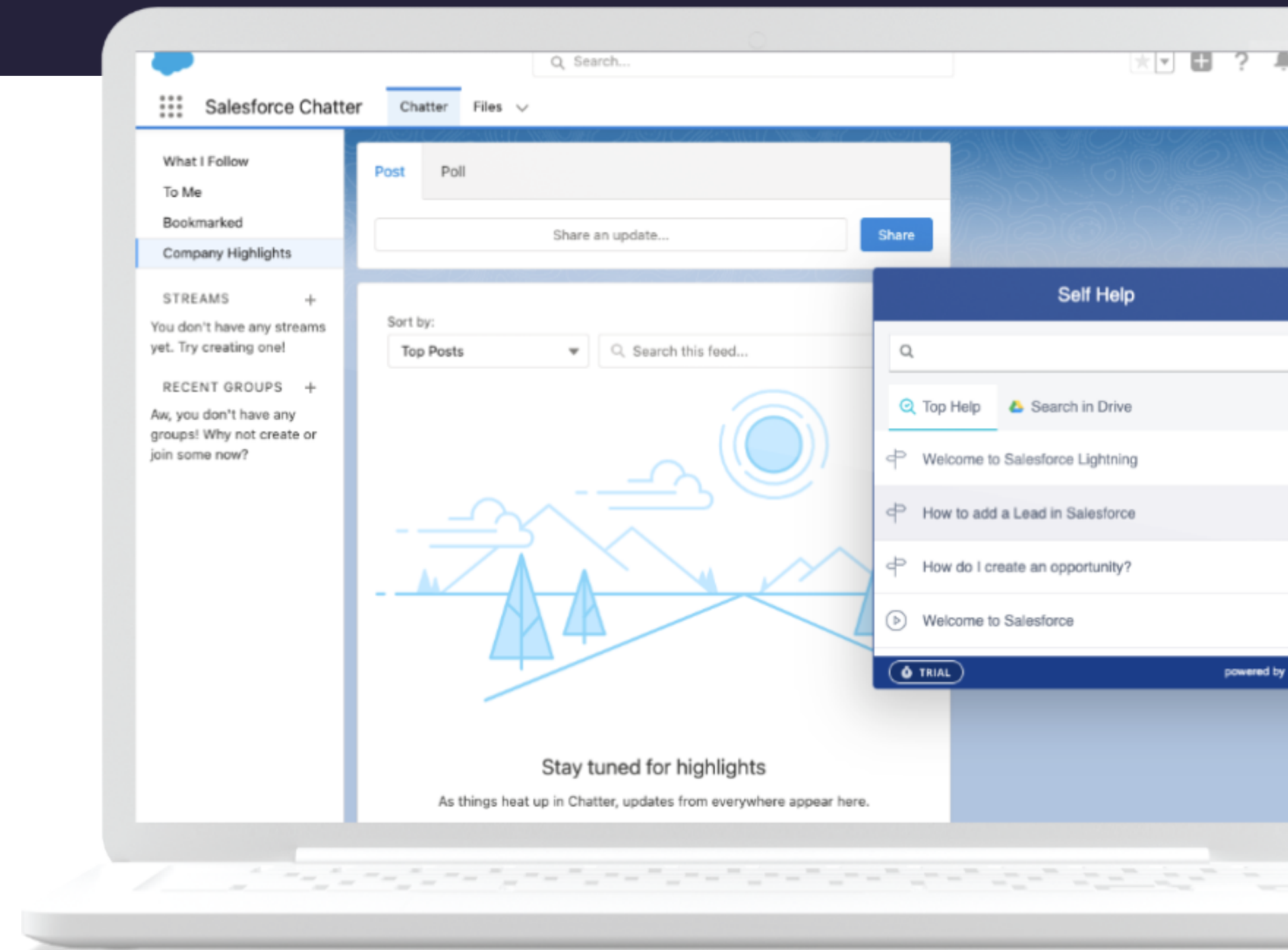
With Whatfix, product managers are empowered to guide users from new users to experience, active users with in-app learning content and on-demand support that helps showcase the value of your product.

Here are a few types of in-app messaging product managers are empowered to create with a DAP like Whatfix:

Self Help Knowledge Base

Users want to find answers to their product-support questions themselves. With a DAP like Whatfix, product managers are able to turn new users into expert users in no time, with on-demand, self-service support that embeds a knowledge base directly into your application.

These knowledge bases are connected to your FAQ pages, product documentation, community support, how-to videos, and more. Users are empowered to discover any contextual answer or support documentation with an open-ended search function.





CHAPTER 4

The importance of a DAP to drive new feature adoption

After users complete the onboarding phase, product managers turn their attention to user retention, feature adoption, and product support.

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Chapter 4

DAPs for New Feature Adoption

Announcements

With a DAP, product managers are able to create simple, branded in-app messages that announce to users any new feature launches, product updates, or company news. PMs are able to add videos or create task lists and guided, step-by-step workflows that follow announcements to help drive adoption. In-app announcements are a must on a product manager's checklist for creating an omnichannel new feature adoption strategy.

Hotspots & Beacons

Hotspots draw the attention of users and highlight new features or product updates. While popup announcements may feel intrusive, hotspots and beacons seamlessly integrate into a user interface.





CHAPTER 5

DAPs, user feedback, product usage analytics, event tracking data

After users complete the onboarding phase, product managers turn their attention to user retention, feature adoption, and product support.

In product analytics, there are two types of ways to capture user behavioral data – implicit event tracking and explicit event tracking.

Engineers and product leaders have debated which is better – having SaaS tools that automate the data collection and event tracking of users or having engineers manually write code that tracks specific user events.

This debate is often lively and still happens today. There is a war between codeless & code-based product analytics companies. There are valid points on both sides.

And now there is a new, hybrid approach that has a 100% no-code implementation thanks to Whatfix and its digital adoption platform.

In this section, we'll cover how DAPs empower product managers with non-technical tools to gather user feedback, product usage data, and event analytics.



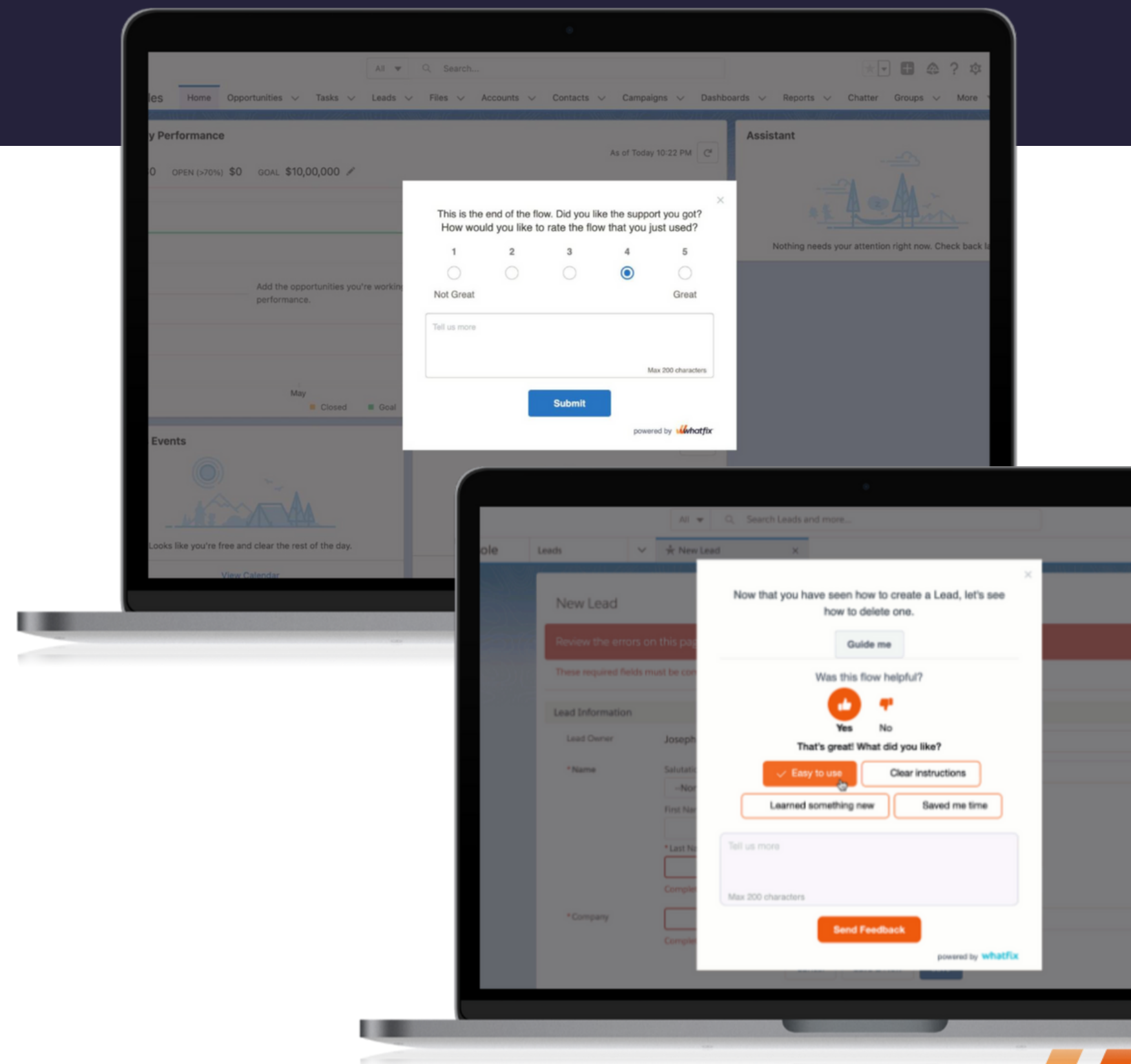
Chapter 5

DAPs & User Feedback

In-App Surveys & Feedback

With a DAP like Whatfix, product managers are able to gather user feedback, without disrupting workflows. Product managers are able to present in-app prompts that include simple Likert feedback surveys, as well as more in-depth feedback forms that allow product users to give useful feedback directly after completing an important action.

This allows product managers to gather insights into the effectiveness of onboarding flows, what features need additional support, and contextual insights into different types of users across various aspects of a product.



Chapter 5

DAPs & Product Analytics

Product usage analytics

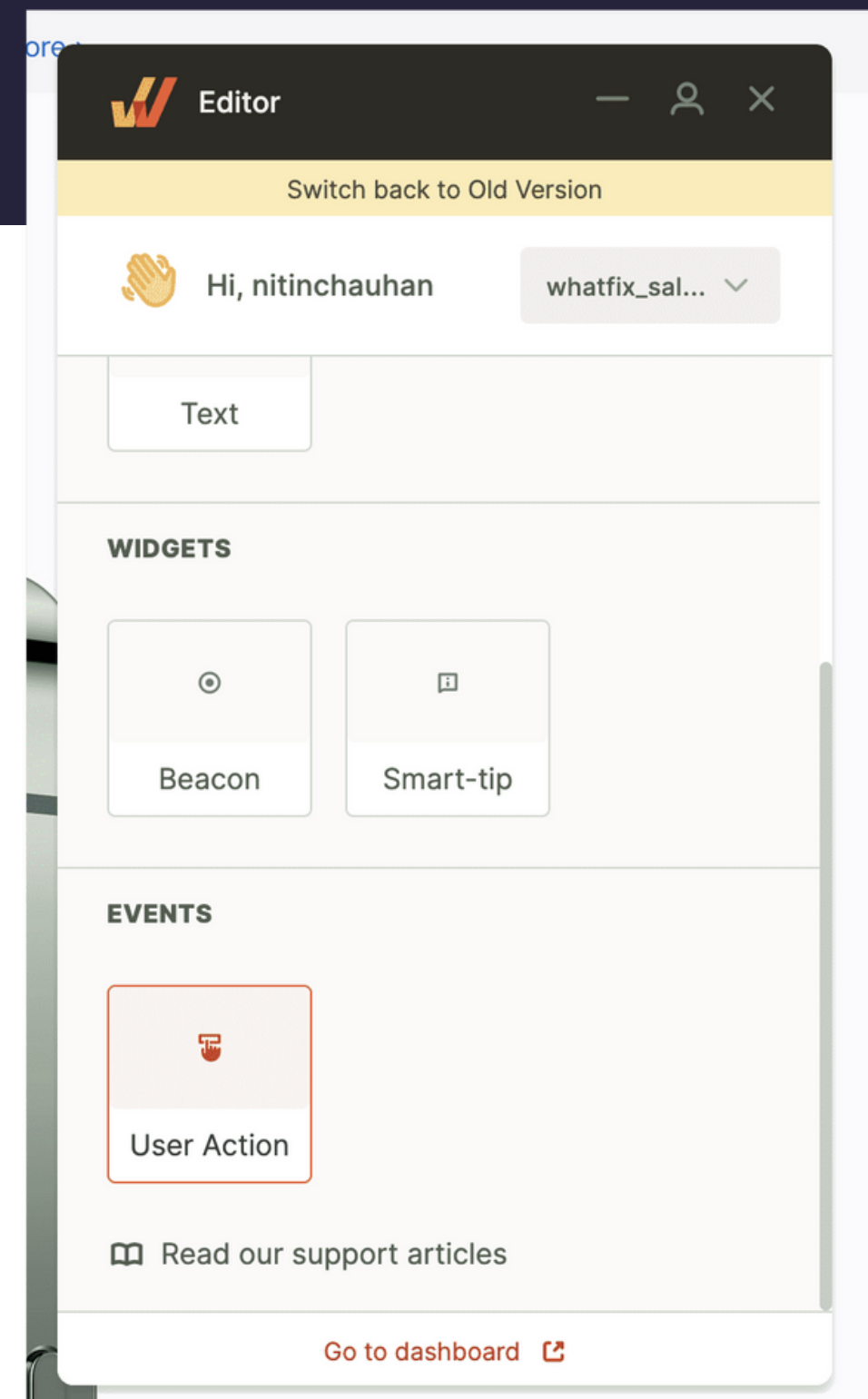
Historically, product teams have been forced to choose a manual, code-based, explicit event tracking system, or a codeless, automated, implicit event tracking system. Whatfix is changing that.

Whatfix is taking a stand to approach event tracking by taking the best of both explicit and implicit worlds – empowering product managers with no-code tools to set up explicit event tracking parameters for exactly what they need to measure.

Explicit event tracking in a codeless implementation is powerful when the element detection algorithm is of high quality, as with Whatfix. Codeless implementation removes the dependency on engineers to set up manual event tracking parameters.

Product managers have the ability to mark events to track through the user interface so there is flexibility to identify supporting properties of events. No developer intervention is required for this purpose – and minor UI updates will not break Whatfix's codeless event tracking.

To the right: Product managers utilize the Whatfix Editor to simply point-and-click to create custom events they need to track inside their applications.



Chapter 5

DAPs & Product Analytics

Whatfix Analytics

Whatfix Analytics provides deep insights into how your users are engaging with your product – from onboarding to product feature usage reporting. Use this data to improve your product and measure the effectiveness of your user flows.

This data is aggregated from the custom events you've created inside your application, as well as engagement data from how users are interacting various Whatfix elements (such as your self-help, what's being searched, average onboarding task list completion, etc.)



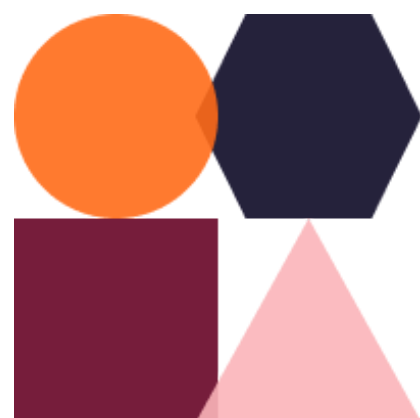
CASE STUDIES

See how these product teams are using Whatfix



Cardinal Health Canada supported the launch of its new customer-facing website with Whatfix's interactive guidance and self-service help features, streamlining its user adoption to a better customer experience with a 24/7 self-help solution.

[Read the case study ->](#)



PlayOJO reimagines customer onboarding and gaming experience with Whatfix to create a streamlined, personalized onboarding journey that drove overall product adoption - all without the need for engineering or IT assistance.

[Read the case study ->](#)



PlanetHS uses Whatfix to create a scalable user onboarding experience, as well as on-demand support and training platform - driving product adoption and eliminating over 190,000 support tickets.

[Read the case study ->](#)





Why Whatfix?

Whatfix is the leader in the digital adoption platform space, with Fortune 100 companies relying on Whatfix to support product adoption with in-app guidance and on-demand support. Whatfix has also been named a Leader in G2's DAP category 12 straight reporting cycles, with a user review score of 4.7/5 across 200+ reviews.

[Request your demo](#)



4.7 out of 5 stars | 200+ reviews



“

“It’s all about moving closer to our customers. Whatfix is helping PlayOJO transform the onboarding and adoption process, ensuring more players join the PlayOJO gaming community and enjoy responsible gaming.”

Dylan Rozario

[Read the case study.](#)

