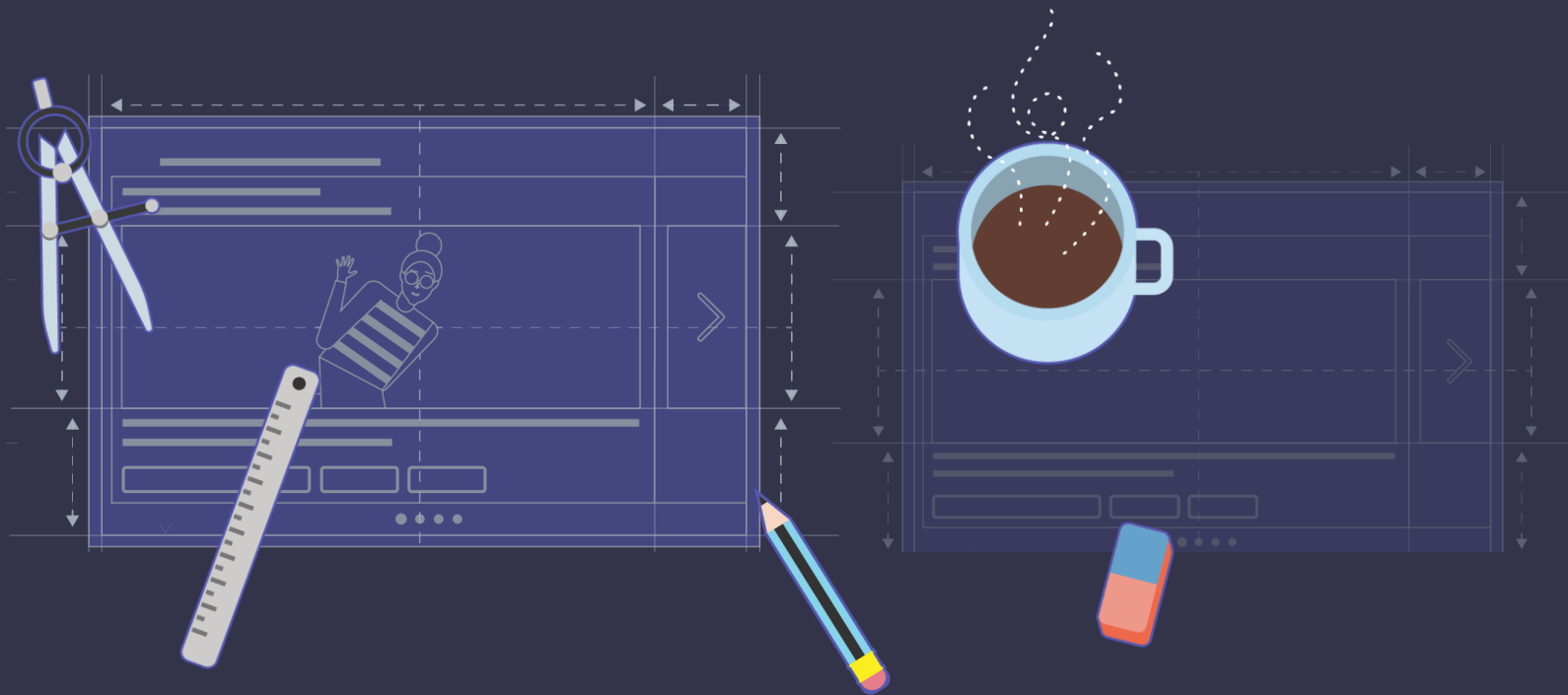


# Best Practices

Building an app with High retention



Microsoft Teams Ecosystem

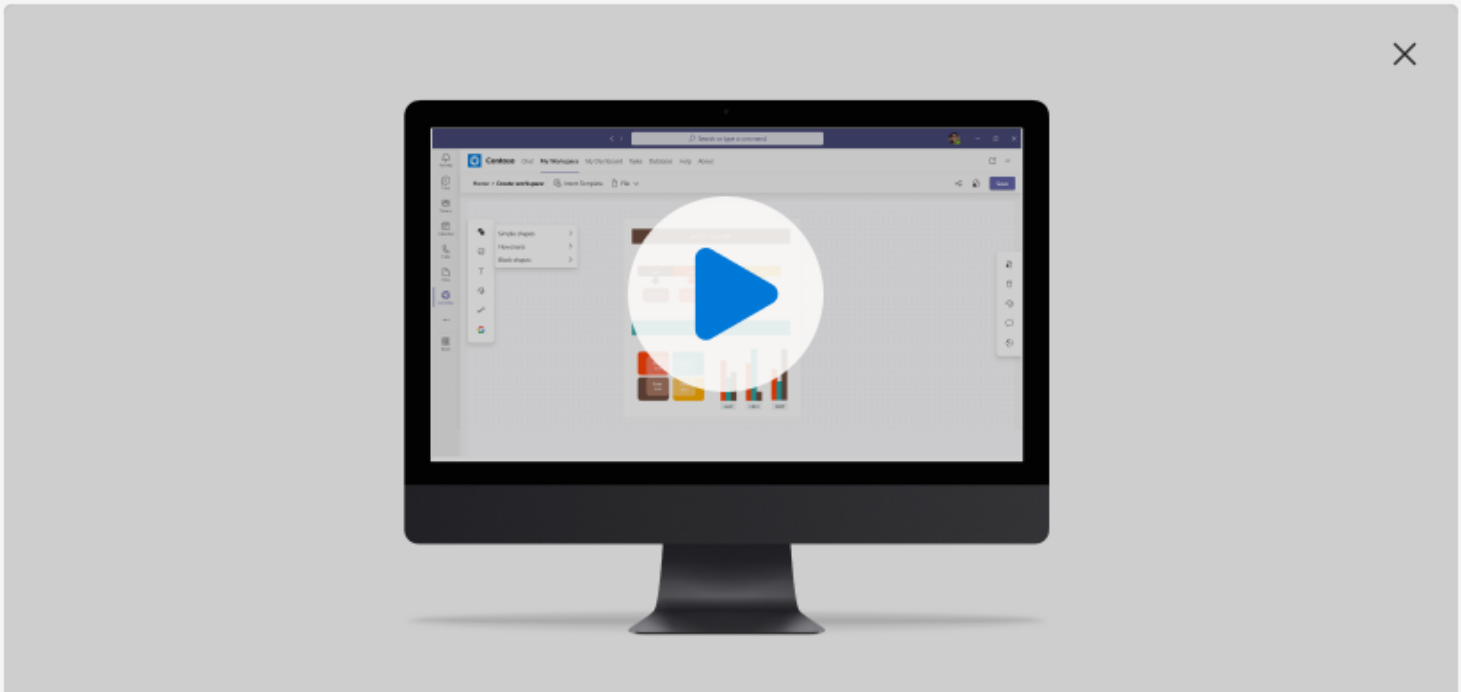


# **Create a great onboarding experience!**

A user has just discovered your app. Here's your opportunity to educate the user about what your app can do. Show off your app's capabilities in an engaging, interactive way.

# **Create a great onboarding experience - Tabs**

Use the large canvas that tabs have to offer to introduce your app to new users

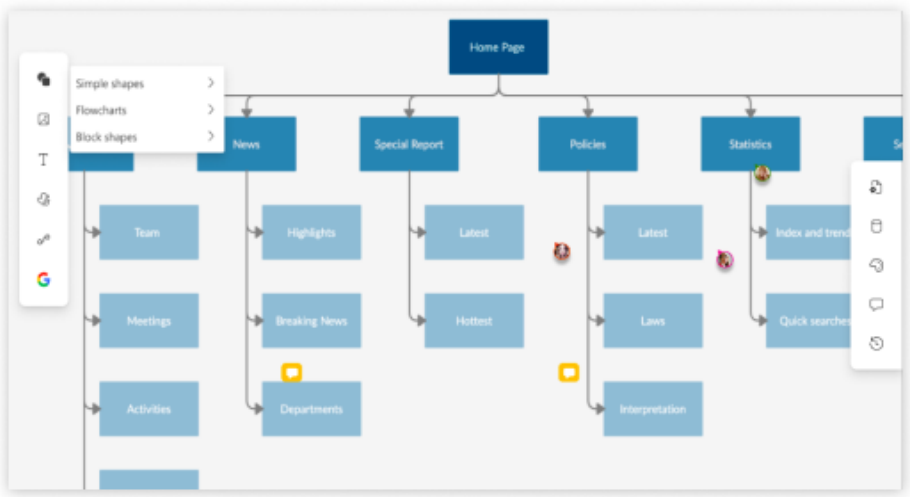


**Watch this video to learn all about Contoso on Teams**

Diam vulputate ut pharetra sit amet aliquam. A diam sollicitudin tempor id eu nisl nunc mi ipsum. Vel eros donec ac odio tempor orci dapibus. Sollicitudin aliquam ultrices sagittis orci a scelerisque purus semper. Facilisi morbi tempus iaculis urna id.



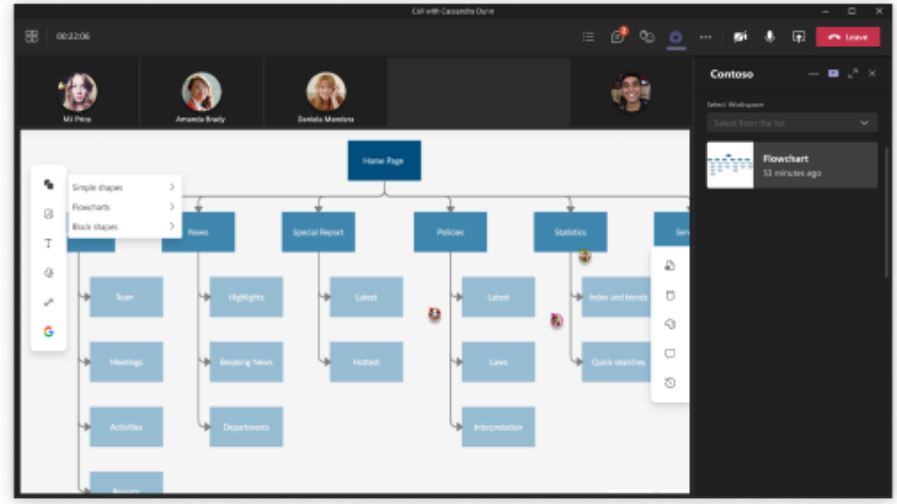
### Add Comments to precise locations on visuals



Diam vulputate ut pharetra sit amet aliquam. A diam sollicitudin tempor id eu nisl nunc mi ipsum. Vel eros donec ac odio tempor orci dapibus. Sollicitudin aliquam ultrices sagittis orci a scelerisque purus semper. Facilisi morbi tempus iaculis urna id.



### Collaborate in real time with your teammates



Diam vulputate ut pharetra sit amet aliquam. A diam sollicitudin tempor id eu nisl nunc mi ipsum. Vel eros donec ac odio tempor orci dapibus. Sollicitudin aliquam ultrices sagittis orci a scelerisque purus semper. Facilisi morbi tempus iaculis urna id.



### Schedule a demo of Contoso for team



Let us know your availability

Date

Select date [calendar icon]

Time

Select time [clock icon]

Additional requirements (Optional)

Type here ....

Cancel

Schedule

#### Our demo will cover the following:



- Diam vulputate ut pharetra sit amet aliquam.
- Diam vulputate ut pharetra sit amet aliquam.
- Diam vulputate ut pharetra sit amet aliquam.
- Diam vulputate ut pharetra sit amet aliquam.

# Create a great onboarding experience - Bots

Send a welcome card to a new user along with an 'Interactive tutorial' experience. You can create a demo experience (using a task module) which can show a new user all the main capabilities of your app





Hi, I'm your Contoso Bot!

Contoso is your tool to create, take, and manage data.

Here are some of the things you can do

- Alert you when tasks are due soon
Alert you when tasks have been marked as 'at risk'
Help you view all tasks assigned to your project
Provide regular reports on task status and completion rate (i.e. burndown charts)

Create a task, Take a tour, Interactive Tutorial

What can I do? Interactive Tutorial, View Montly Reports, Recent Folders, Forecast Update, View Folders shared with me

Start Typing

- Activity
- Chat
- Teams
- Calendar
- Calls
- Files
- Contoso
- ...
- Store

## Interactive Tutorial

Contoso



- Get started with Contoso**  
View features and activities
- Create workspace**  
Create your new design space
- View folders**  
View all your folders sorted by most recent ones
- Collaborate during meeting**  
Share your workspace for discussions
- Share workspace instantly**  
Quickly share your workspace with your teammates

Search or type a command

Contoso Chat My Workspace My Dashboard Tasks Database Help About

Home > Create workspace Insert Template File

- Simple shapes >
- Flowcharts >
- Block shapes >

Activity Chat Teams Calendar Calls Files Contoso Store Help



# Interactive Tutorial

Contoso

- Activity
- Chat
- Teams
- Calendar
- Calls
- Files
- Contoso
- ...
- Store

- Get started with Contoso**  
View features and activities
- Create workspace**  
Create your new design space
- View folders**  
View all your folders sorted by most recent ones
- Collaborate during meeting**  
Share your workspace for discussions
- Share workspace instantly**  
Quickly share your workspace with your teammates

Contoso Chat My Workspace My Dashboard Tasks Database Help About

Today

Contoso 15/7/21 8:05 am

Here are some recent folders

### Recent Folders

- Flowcharts**  
Last edited on Aug 03, 2021
- Mindmaps**  
Last edited on Jul 12, 2021
- Org Charts**  
Last edited on Jun 23, 2021

[View all in tab](#)

Help

# Use AAD SSO

Azure Active Directory Single Sign-on (AAD SSO) is how you can create a friction-free sign in experience for new users. AAD SSO uses the Teams identity and a simple “one-click” experience, to get your new user to start using your app immediately.

Using AAD SSO avoids the need for a user to manually enter login username & password, which can lead to new user drop off and lower retention.



## Welcome to Contoso! We're glad you're here.

Contoso is your tool to create, take, and manage data.

Take a tour

 Sign in with Microsoft



### Almost there!


We need to ask for additional permissions. You should only need to do this once for Contoso. Your data is safe with us.

Back

Continue


Sign in with Microsoft

https://login.microsoftonline.com

 Microsoft

user@microsoft.com

### Permissions requested

 Contoso  
app.contoso.com

**This application is not published by Microsoft or your organization.**

This app would like to:

- ✓ Sign you in and read your profile
- ✓ Maintain access to data you have given it access to

Accepting these permissions means you allow this app to use your data as specified in their [terms of service](#) and [privacy statement](#). You can change permissions at <https://myapps.microsoft.com>. [Show details](#)

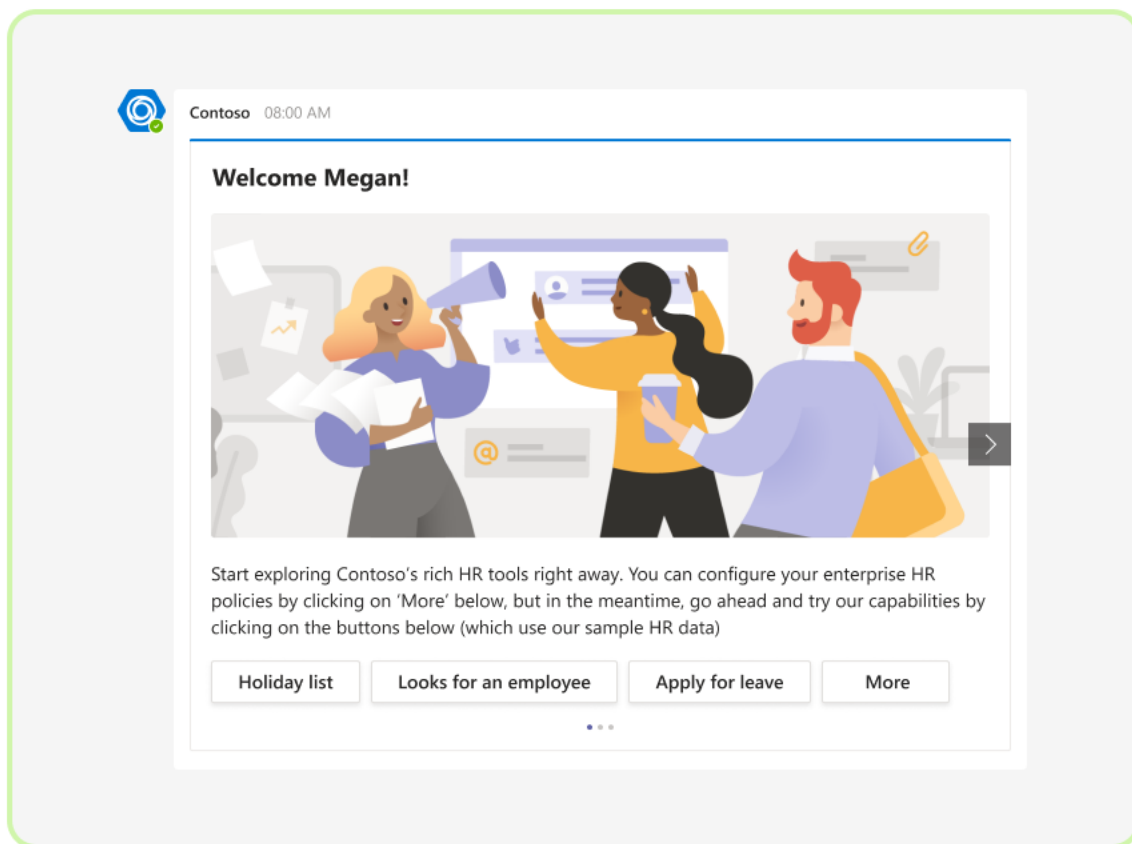
Does this app look suspicious? [Report it here](#)

Cancel Accept

# Create a freemium experience

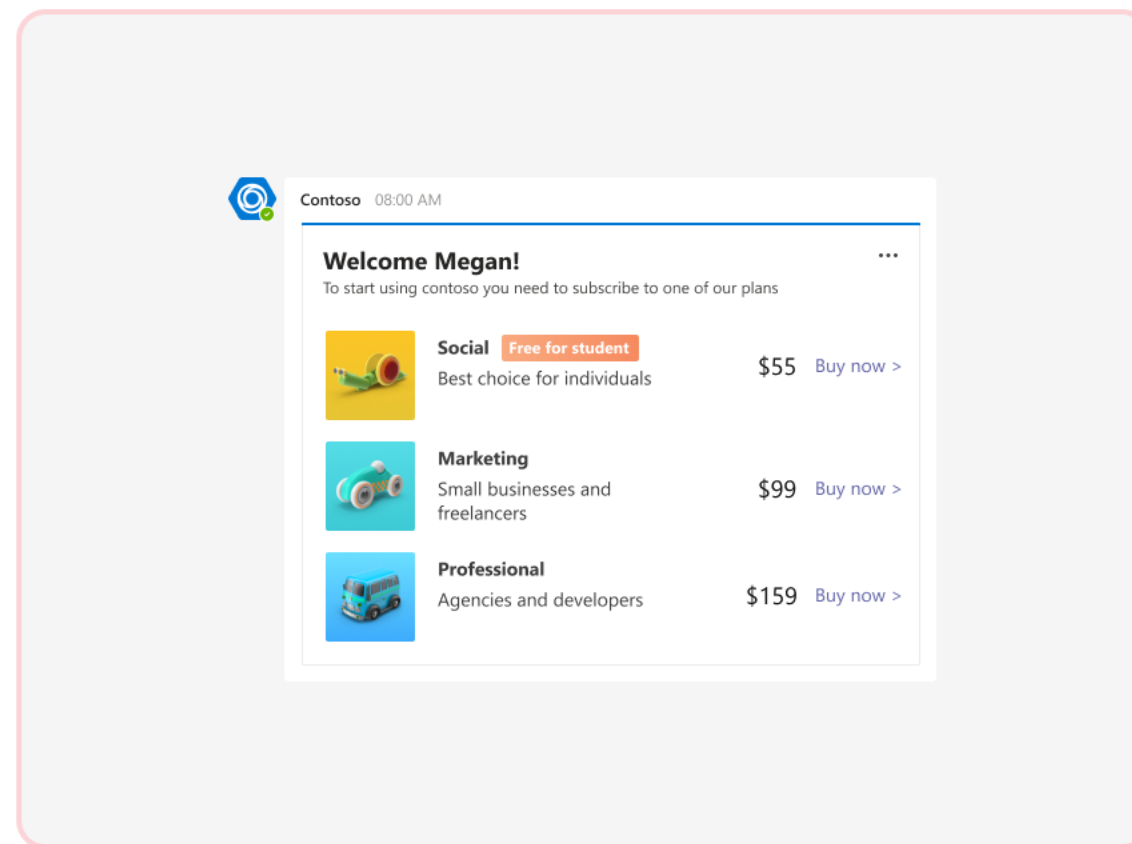
If you're a paid app, consider offering a freemium experience by which new users can get to try out your app for limited time or with limited functionality. Avoid blocking the users with a paywall as soon as they have signed in.





✔ **Do: Allow freemium use**

Allow signed-in users to experience your app in Teams for a limited time-period or functionality free of charge



✘ **Don't: Block with a Paywall**

Do not block users with a paywall as soon as they sign-in

# Add coach marks

Coach marks are a great way to educate new users on how to use your app in Teams. Walk a new user, in a step-by-step manner through the app's main capabilities.



Contoso

Chat

My orders

About




Book a ride

Place order

Send a gift card

Filter

Find

Book a ride for you or your team to Increase efficiency and productivity. Save time and effort in expense reporting.



### Welcome to Contoso! We're glad you're here.

Not sure where to start? Learn how to book a car, order food or send gift cards

Let's start

- Activity
- Chat
- Teams
- Calendar
- Calls
- Files
- Contoso
- ...
- Store
- Help

Place order for you or your employees at work, during overtime and while working from home, manage food orders for all employees.

< ... >



**Welcome to Contoso! We're glad you're here.**

Not sure where to start? Learn how to book a car, order food or send gift cards

Let's start



Contoso

Chat

My orders

About



Book a ride Place order Send a gift card

Filter

Find



My orders

Transport

Food

Gift card



Welcome to Contoso! We're glad you're here.

Not sure where to start? Learn how to book a car, order food or send gift cards

Let's start

Filter



Create a class or staff team to collaborate with students and colleagues as you post messages, share files, and use apps in one place.



Got it



Serena Davis



Aadi Kapoor



Charlotte de Crum



Beth Davies



Daniela Mander



MJ Price



Contoso

Meetings

The in-meeting tab is a canvas for augmenting collaboration during meetings. Attendees can see and interact with app content in a dedicated space.

Order detail 1

Food gift card

I can't thank you enough. But here's a start. 50

We don't have to eat together to eat together. 50

I can't thank you enough. But here's a start. 50

Qty: 3

Status: Approved

Recipient: [User avatars]

# **Build collaborative scenarios**

Highly engaged Teams apps use collaborative scenarios! Build app experiences where multiple users are collaborating on your app. There are multiple Teams surfaces you can do this, since Teams is a collaboration platform by design.

## **Build collaborative scenarios – Adaptive cards**

An Adaptive card posted into a conversation via a bot or a message extension is a great way to surface a collaborative scenario. Multiple users can discuss the content of the Adaptive card and use the card's buttons to take quick actions.



### Teams



#### Pinned

Marketing  
Northwind Traders

#### Your teams

Northwind Traders



General

**Overview**



Marketing

**Shiproom**

Telemetry

[32 hidden channels](#)

Tailspin Traders



Account Team



General

**Accounting**

**Finance**

Fiscal Year Planning

[6 hidden channels](#)

#### Hidden teams

### General

Post Files OneNote Contoso +



Meet



← Reply

**Charlotte de Crum** 11:00 AM

1

Can you guys please send me the options that we are proposing to the client tomorrow?

**Aadi Kapoor** 11:23 AM

Contoso

### Demand Planner 1

**Owner:** Cassandra Dunn

**Last Edited by** Aadi Kapoor at 1:15 PM

[View](#) [Previous Planner](#) [Request Edit](#)

**Daniela Mandera** 11:25 AM

I'm not confident in recommending option 2 or 5 again and feel that we should cut those options from the deck. We've discussed those options with the client before and she believes those are too high level. If we don't acknowledge those concerns, she may lose confidence in our recommendations.

[See more](#)

4 replies from Maja, Franz, and Miguel

← Reply

Start a new conversation. Type @ to mention someone



# **Build collaborative scenarios – Meeting stage view**

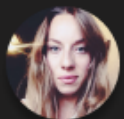
The meeting stage view is a great surface for multiple users to collaborate during a meeting.



00:22:06



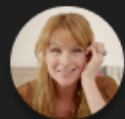
Leave



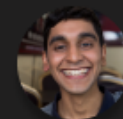
MJ Price



Amanda Brady



Daniela Mandera



### Chat



Hey folks, Let me know if you have any comments on this flowchart

I have added some comments. Have a look.

I have some feedback on this flowchart

Home Page

News

Special Report

Policies

Statistics

Se

- Simple shapes >
- Flowcharts >
- Block shapes >
- T
- 🔄
- 🔗
- 🌐

Team

Meetings

Activities

Highlights

Breaking News

Departments

Latest

Hottest

Latest

Laws

Interpretation

Index and trend

Quick searches

- 📄
- 🗑️
- 🧠
- 💬
- 🔄

Start typing

- 🔗
- 📎
- 😊
- 📺
- 💬
-

## **Incentivize the first 3-4 user actions**

To make sure users understand your app, incentivize them to perform the top 3-4 actions. Once users have done this, they are more likely to come back and use your app again. Here's an example -

- Provide regular reports on task status and completion rate (i.e. burndown charts)

Create Task

Take a tour

Today



Contoso 15/7/21 8:05 am

Welcome to Contoso, Adele! Let's get you started – why don't you try creating your first poll here.



Create Poll

Start Typing


• Provide re

Create Task

Contoso 15/7/21

Welcome to Cor

Create Poll


**Contoso**
✕

Type

Choice

▾

Question

What is your preferred design tool ?

Choice 1

Figma

🗑️

Choice 2

Sketch

🗑️

+ Add a Choice

Post



Contoso 15/7/21 8:05 am

### What is your preferred design tool?

- Figma
- Sketch
- Photoshop
- Adobe Xd

Submit Vote



Contoso 15/7/21 8:05 am



Start Typing

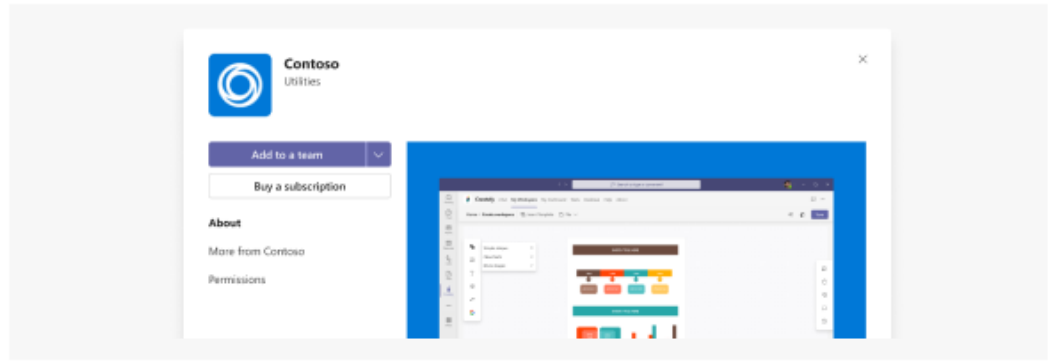




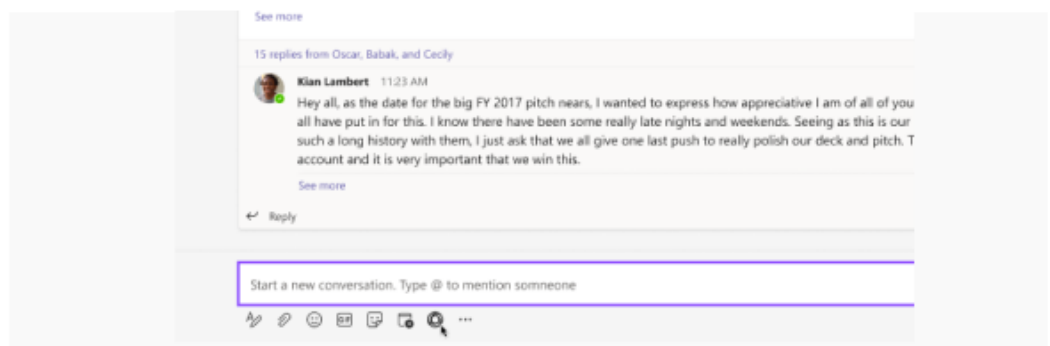
Contoso 15/7/21 8:05 am

Superb ! Next try doing this in a Channel! Here's how

Step 1: Search an app and click add to a Team



Step 2: Create a poll



Start Typing



Activity

Chat

Teams

Calendar

Calls

Files

Contoso

...

Store

Help

### Teams

Pinned

- Marketing Northwind Traders


Your teams

- Northwind Traders
  - General
  - Overview**
  - Marketing
  - Shiproom**
  - Telemetry
  - 32 hidden channels
- Tailspin Traders
- Account Team
  - General
  - Accounting**
  - Finance**
  - Fiscal Year Planning
  - 6 hidden channels

Hidden teams

General Post Files OneNote +

Meet

 **Contoso**

Type: Choice

Question: What is your preferred design tool ?

Choice 1: Figma

Choice 2: Sketch

+ Add a Choice

Post

1 2

1 @

1

1

2

Start a new conversation. Type @ to mention someone

📎 📎 😊 GIF 🗨️ 📎 🕒 ...

- Activity
- Chat
- Teams
- Calendar
- Calls
- Files
- Contoso
- ...
- Store
- Help

### Teams

#### Pinned

Marketing Northwind Traders

#### Your teams

Northwind Traders

General

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**Shiproom**

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32 hidden channels

Tailspin Traders

Account Team

General

**Accounting**

**Finance**

Fiscal Year Planning

6 hidden channels

Hidden teams



**General** Post Files OneNote +

Meet

Reply



Contoso 15/7/21 8:05 am

### What is your preferred design tool?

- Figma
- Sketch
- Photoshop
- Adobe Xd

Submit Vote



Contoso 15/7/21 8:05 am

**Figma**



**Sketch**



Start a new conversation. Type @ to mention someone

- 📎
- 📎
- 😊
- GIF
- 🗨️
- 📎
- 🔒
- ...





- Activity
- Chat
- Teams
- Calendar
- Calls
- Files
- Contoso
- ...
- Store
- Help

### Teams



#### Pinned

Marketing  
Northwind Traders

#### Your teams

Northwind Traders ...

General

**Overview** 2

Marketing

**Shiproom**

Telemetry

[32 hidden channels](#)

Tailspin Traders ...

Account Team ...

General

**Accounting**

**Finance**

Fiscal Year Planning

[6 hidden channels](#)

Hidden teams



### General

Post Files OneNote +



Meet

- Sketch
- Photoshop
- Adobe Xd

Submit Vote

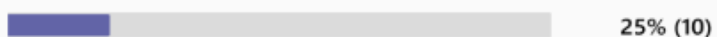


Contoso 15/7/21 8:05 am

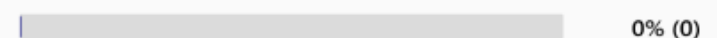
#### Figma



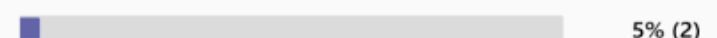
#### Sketch



#### Photoshop



#### Adobe Xd



Start a new conversation. Type @ to mention someone

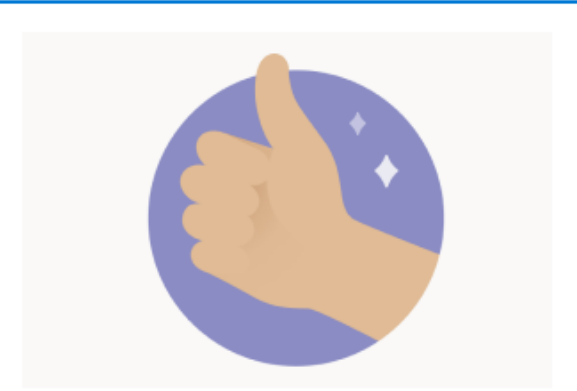
- Sticker
- Image
- Emoji
- GIF
- App
- Screen
- More





Contoso 15/7/21 8:05 am

Awesome ! You created your first poll in a channel



Check your poll results in the Dashboard!

Let's go

Start Typing



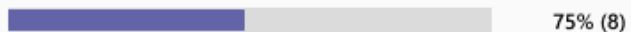
Search

### What is your preferred design tool?

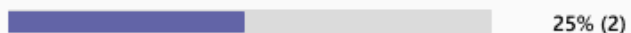
Sender: Aadi Kapoor | Type: Open

Response: Anonymous

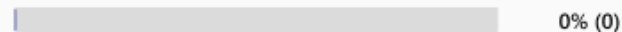
#### Figma



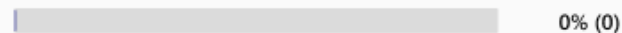
#### Sketch



#### Photoshop



#### Adobe Xd



View results

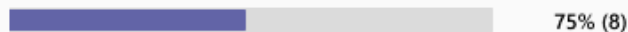


### What is your communication design tool?

Sender: Aadi Kapoor | Type: Open

Response: Anonymous

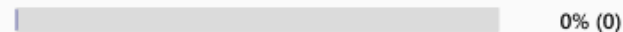
#### Teams



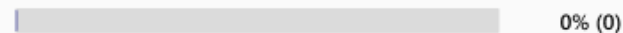
#### Skype



#### Slack



#### Others



View results

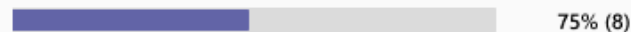


### Preferred MS Office tool?

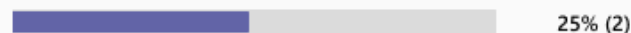
Sender: Aadi Kapoor | Type: Open

Response: Anonymous

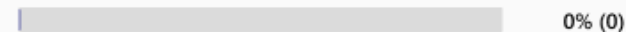
#### MS Excel



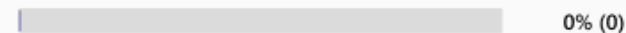
#### Word



#### Powerpoint



#### One Note



View results



### What is your preferred design tool?

Sender: Aadi Kapoor | Type: Open

Response: Anonymous

#### Figma

### What is your communication design tool?

Sender: Aadi Kapoor | Type: Open

Response: Anonymous

#### Teams

### Preferred MS Office tool?

Sender: Aadi Kapoor | Type: Open

Response: Anonymous

#### MS Excel



Contoso

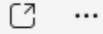
Chat

Dashboard

Meetings

About

Help



Contoso 15/7/21 8:05 am

You're a Pro! Well done!



- ✓ Created a first poll
- ✓ Shared a poll in a channel
- ✓ Viewed your poll results

Create New Poll

Start Typing



# **Drive users towards channel scope**

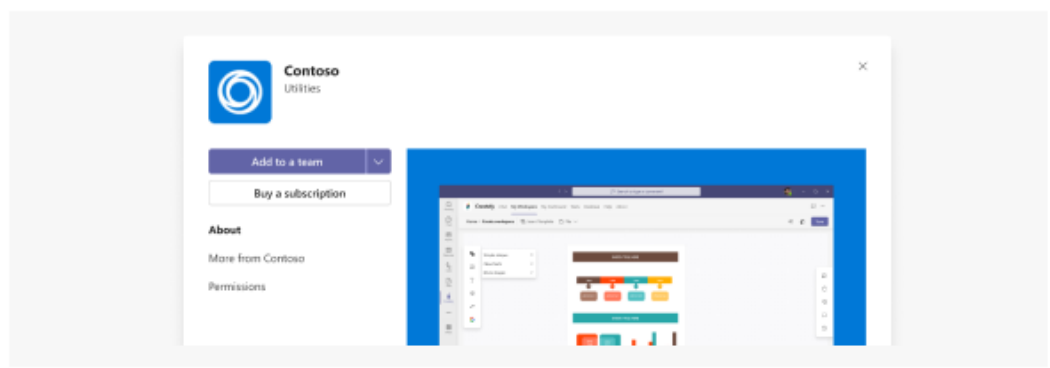
Users are more likely to be engaged with your app when they have used it in the channel scope (where multiple users collaborate). To increase engagement, consider nudging users from the Personal scope to the Channel scope.



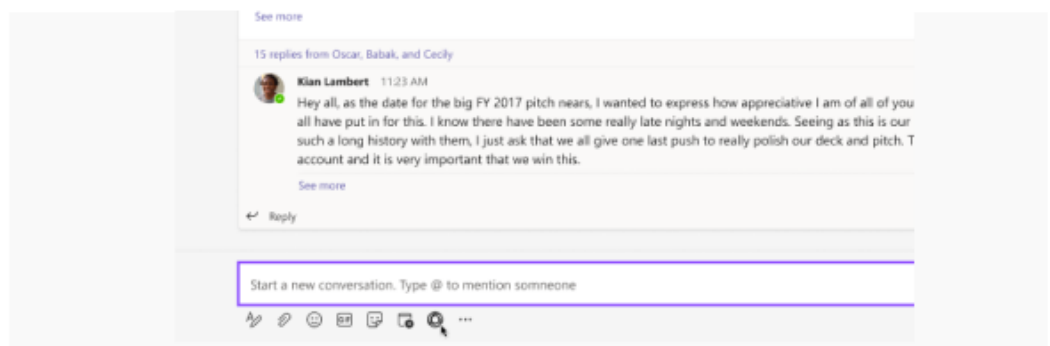
Contoso 15/7/21 8:05 am

Hi Adele ! Let's try creating a poll in a Channel. Here's how

Step 1: Search an app and click add to a Team



Step 2: Create a poll



Start Typing



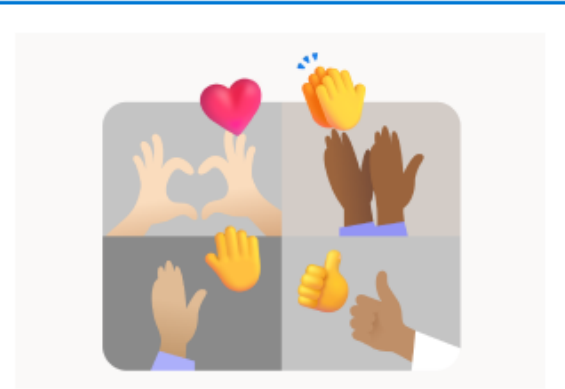
# **Nudge inactive users**

If you find inactive users, try to catch them early on and nudge them towards trying out your app's capabilities.



Contoso 15/7/21 8:05 am

Hey Adele, your colleagues are sending each other appreciations this week. Why don't you do so too?



Send an Appreciation

Start Typing



# Periodic notifications

To keep your users engaged over time, send relevant periodic notifications – this is best done in the channel scope, where many users will see and potentially collaborate around your notification.



### Teams



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6 hidden channels

Hidden teams



### General

Post Files OneNote +



Meet



4 replies from Maja, Franz, and Miguel



**Daniela Mander** 11:23 AM

I'm not confident in recommending option 2 or 5 again and feel that we should cut those options from the deck. We've discussed those options with the client before and she believes those are too costly for the brand. If we don't acknowledge those concerns, she may lose confidence in our recommendations.

[See more](#)

Reply



Contoso 15/7/21 8:05 am

Hi Team, here's the December 2021 monthly sales report.



View Details

Share

Create Poll

