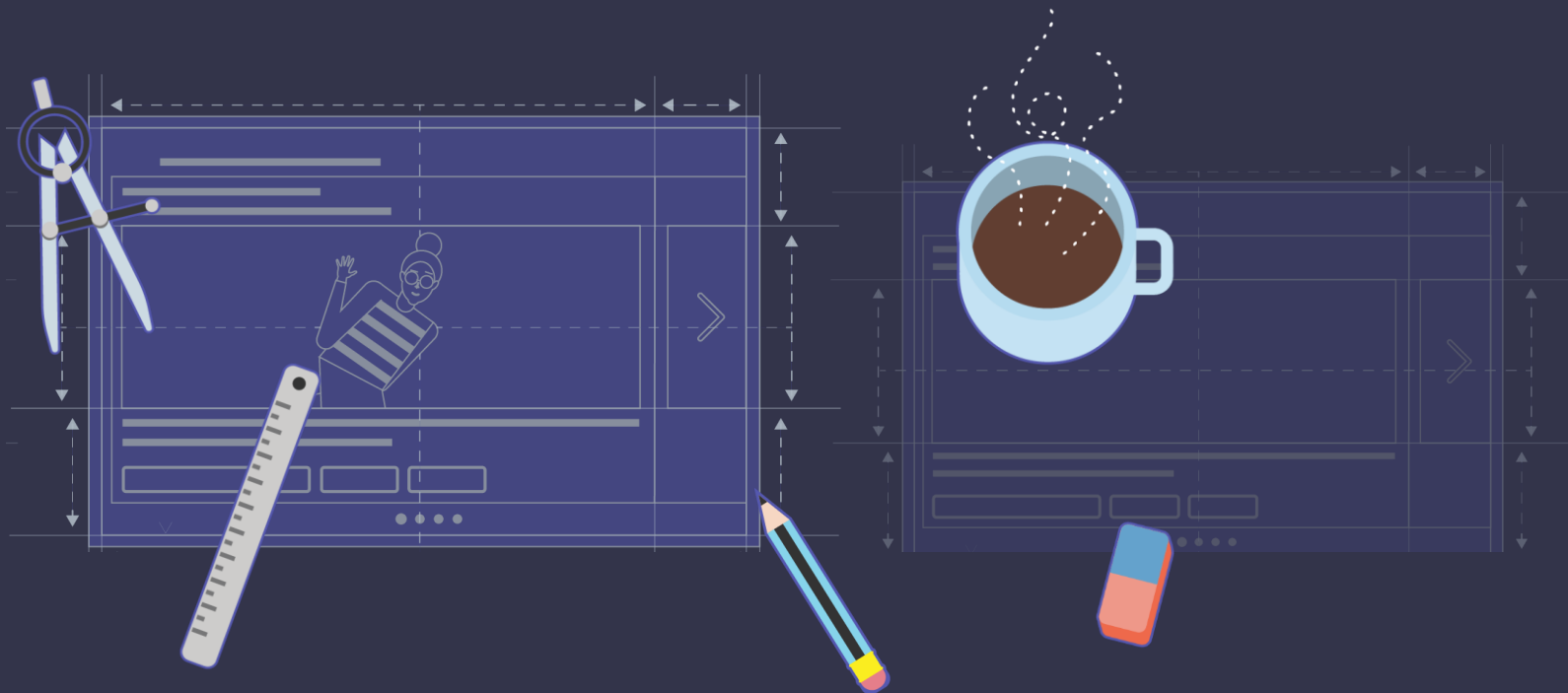


# Best Practices

For Acquiring new users



Microsoft Teams Ecosystem



# 1. Get Discovered

Choose the right segments in the Partner center. By doing so, your app shows up in the right segments of the App store – users can then find your app when they filter their search by segment.

[Step-by-step guide to submitting your app](#)

Partner Center x +  
https://partner.microsoft.com/en-us/dashboard/office/products/6ac2c551-7d61-418b-aace-b1004c81f858/properties

Microsoft Partner Center Contoso

Search

Home CSP MPN Incentives Commercial Marketplace Office Store Overview Analyze Support

App Example 2020 Office add-in

Product overview  
Product setup  
Packages  
**Properties**  
Marketplace listings  
Availability  
App Compliance  
Product management

**Properties** History Save draft Review and publish

Status: Incomplete

Specify categories and industries for your product, and provide other details that help customers discover and understand it.

**General info**

Category (select up to 3)

<input checked="" type="checkbox"/> Accounting + finance	<input type="checkbox"/> Collaboration	<input type="checkbox"/> Content management	<input type="checkbox"/> CRM
<input type="checkbox"/> Data + analytics	<input type="checkbox"/> File managers	<input type="checkbox"/> IT/admin	<input type="checkbox"/> Legal + HR
<input type="checkbox"/> Maps	<input checked="" type="checkbox"/> News + weather	<input type="checkbox"/> Productivity	<input type="checkbox"/> Project management
<input type="checkbox"/> Reference	<input type="checkbox"/> Sales + marketing	<input type="checkbox"/> Site Design	<input type="checkbox"/> Social
<input checked="" type="checkbox"/> Training & Tutorial	<input type="checkbox"/> Utilities + tools	<input type="checkbox"/> Workflow & Process Management	

Industry (select up to 2)

<input type="checkbox"/> Agriculture	<input type="checkbox"/> Distribution	<input type="checkbox"/> Education	<input type="checkbox"/> Finance
<input type="checkbox"/> Government	<input checked="" type="checkbox"/> Healthcare	<input type="checkbox"/> Manufacturing	<input type="checkbox"/> Professional Services
<input type="checkbox"/> Retail			

**Legal and support info**

Use the Standard Contract for Microsoft's commercial marketplace as the End User License Agreement if you don't have your own agreement.

Privacy policy link\*  
Provide a link to your privacy policy that has information on your policies regarding users' personal information. Include http:// in your link. Learn more

To pass certification, your privacy policy must include:

- Information on your policies regarding user's personal information
- Refer to the app or your service overall and NOT your website
- Your service description must include the name of app submitted
- A valid URL link that does not generate a 404 error

Privacy policy link is required.

Support document link\*  
https://mysupport.com

Save

## 2. Get a great rating on Appsource

Make sure your listing on Appsource is complete - add screenshots, videos & a descriptive overview. Seeing a great Appsource listing page will lead to better ratings & reviews, which in turn will increase user confidence in installing your app.

[Understanding the Teams store submission process - Teams | Microsoft Docs](#)



## Contoso

Contoso Consulting Inc

 Teams

★★★★☆ 4.6 (37 Ratings)

Pricing Free

Get it now

 Save to my list

[Overview](#) [Reviews](#) [Details + support](#)

### Contoso

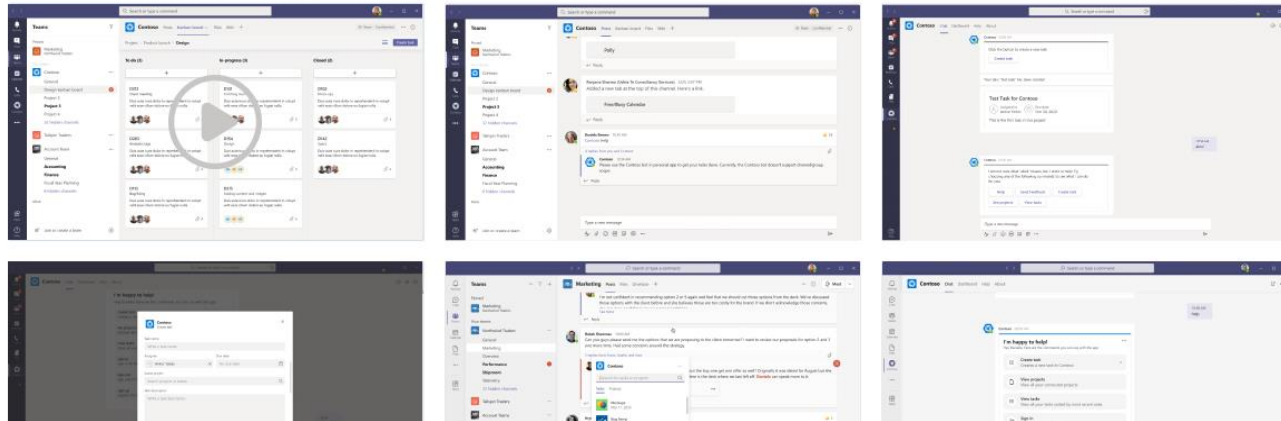
Contoso App for Microsoft Teams brings the well-known Contoso project management experience into your collaboration environment. You and your team can now stay focused on the tasks instead of nudging each other over numerous platforms. Simply use the Contoso App for Microsoft Teams to create, assign, edit and manage tasks in your project board. You can also interact with the Contoso bot from your team channel or group. Messaging extension gives you the capability to quickly search for a specific task and submit it to a channel or group for discussion. With the message actions, you can create a new task at the click of a button. Also, you can add your project board to your channel or group as a tab, so that your team could easily track and work on the tasks within the tab.

Now collaborate with your colleague on any project using the Contoso App on Microsoft Teams. A comprehensive guide on using the app is given below. So, read it and start managing your projects on the fly.

#### Some Points to Consider:

You need to connect your existing Contoso account on Microsoft Teams to start using it. The Contoso app is available for free to all the customers of Microsoft Teams. All your team member should be part of the same project to start collaborating.

### At a glance



## 3. Get Certified

Complete Publisher attestation and M365 certification to give users and admins increased confidence that your app adheres to high security & compliance standards.

Learn more:

[What is Publisher Attestation? - Microsoft 365 App Certification | Microsoft Docs](#)

[What is Microsoft 365 Certification? - Microsoft 365 App Certification | Microsoft Docs](#)

- Dashboard
- Teams
- Devices
- Locations
- Users
- Meetings
- Messaging policies
- Teams apps
- Manage apps**
- Permission policies
- Setup policies
- Customize store
- Voice
- Policy packages
- Analytics & reports
- Org-wide settings
- Planning
- Call quality dashboard

## Manage apps







When you are managing apps for your organization, you are controlling what apps are available to users in your organization's app store. You can then use app permission and app setup policies to configure what apps will be available for specific users. [Learn more](#)

### Org-wide app settings

#### Pending approval

0 Submitted custom apps    0 Updated custom apps

+ Upload    ✓ Allow    ⓧ Block    👤 Add to team | 901 items    🔍 Search by name    ⚙️

✓	Name ↑	Certification ⓘ	Publisher	Publishing status ⓘ	Status ⓘ
	 365Projects	Publisher attestation	365Apps	--	Allowed
	 7Geese	--	7Geese	--	Allowed
	 Abibot Supplynet	--	Netlogistik	--	Allowed
	 Accessibility Bot	--	Future Worx	--	Allowed
	 Contoso	Microsoft 365 certified	Achievers	--	Allowed
	 adam.ai	--	adam	--	Allowed

## 4. Build a high quality app

Follow Design Best practices to build a high quality app experience. Leverage the Teams UI kit (Figma) which contains designs for major platform capabilities and the best ways to surface these capabilities..

[Microsoft Teams UI Kit](#)

[Designing your Teams App](#)



# Microsoft Teams UI Kit

553

7.5k



The **Microsoft Teams UI Kit** includes core components, scenario-based templates, and best practices for designing Teams apps that users love. The kit details all app capabilities and shows common use cases to help inspire your design. It also covers fundamental design concepts (such as responsive sizing and accessibility). You can easily grab design elements and modify them as needed, giving you more time to create the best experience for your users.

Visit <https://docs.microsoft.com/microsoftteams/platform/overview> for further documentation.

Post

8 comments

All

UX · 3 days ago

This is a Figma Community file. To follow creators and like resources, [create your own profile](#) →

### Creators

Microsoft

### Tags

- design guidelines
- microsoft teams
- ui kit

## 5. Use AAD SSO

The most friction-free way for users to Sign in is through 'Azure Active Directory Single Sign On' (AAD SSO). Make sure you support AAD SSO for all capabilities & entry points (Tabs, Messaging Extensions, Bots, etc.).

[What is Azure single sign-on \(SSO\)? | Microsoft Docs](#)



### Teams



#### Pinned

Marketing  
Northwind Traders

#### Your teams

Northwind Traders ...

General

Marketing

Overview

**Performance** 1

**Shiproom**

Telemetry

32 hidden channels

Tailspin Traders ...

Account Teams ...

General

Accounting

Finance

**Fiscal Year Planning**

**Strategy**

6 hidden channels



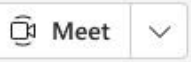
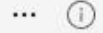
## Marketing

Posts

Files New

OneNote New

Sign in +



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

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



Sign in with Microsoft



### Teams



#### Pinned

Marketing  
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**Fiscal Year Planning**

**Strategy**

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### Marketing

Posts

Files

New

OneNote

New

Sign in



Meet



## Contoso

About X



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

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

Sign in with Microsoft

Post to the tab about this channel

Back

Save

ou're here.

nage polls.



### Teams



#### Pinned

Marketing  
Northwind Traders

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### Marketing

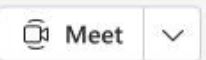
Posts

Files

New

OneNote

New



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



**Babak Shammias** 10:00 AM

Can you guys please send me the options that we are proposing to the client tomorrow? I want to review our proposals for option 2 and 3 one more time. Had some concerns around the strategy.

5 replies from Franz, Giselle, and Inna



**Contoso**

You'll need to sign in to use this app.



Teams



Marketing

Posts

Files

New

OneNote

New



Meet



Pinned

Marketing Northwind Traders

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Create your profile

Contoso



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

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

Sign in with Microsoft



## 6. Stagger permissions


If your app requires multiple permissions from a user such as access to calendar, email or device permissions, don't ask for all permissions during Sign in. This can spook users and reduce user acquisition.

Instead, only ask for permissions when the user needs to perform an action that requires those permissions. Also, only request for those permissions your app absolutely needs.

[Microsoft identity platform scopes, permissions, & consent | Microsoft Docs](#)




https://login.microsoftonline.com

 Microsoft

user@microsoft.com

### Permissions requested

 Contoso  
www.contosoapp.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



### Chat

Activity  
Chat  
Teams  
Calendar  
Files  
...

**Pinned**

- Ray Tanaka** 1:40 PM  
Louisa will send the initial list of atte...
- Beth Davis** 1:43 PM  
Thanks, that would be nice.
- Kayo Miwa** 4/17  
I reviewed with the client on Tuesda...
- Will, Kayo, Eric, +2** 12:00 PM  
Kayo: It would be great to sync with...
- August Bergman** 1:20 PM  
I haven't checked available times yet


**Recent**

- ContosoBot** 1:58 PM  
Babak: Welcome to ContosoBot! Lorem ips...
- Emiliano Ceballos** 1:55 PM  
😄😄
- Marie Beaudouin** 1:00 PM  
Sounds good?
- Oscar Krogh** 6/23  
You: Thanks! Have a nice weekend
- Daichi Fukuda** 5/4  
No, I think there are other alternatives we c...
- Kian Lambert** 5/3  
Have you ran this by Beth? Make sure she is...
- Team Design Template** 5/2  
Reta: Let's set up a brainstorm session for...
- Reviewers** 5/2  
Darren: Thats fine with me

Store

### ContosoBot

Chat About **New** +



## Hello!

I am Contoso, a bot that helps you with managing all of your tasks

Here are some of the things I 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)

Ready to get started? Sign in! Want to learn more about this application? Take a quick tour.

[Configure calendar](#) [Tour](#)

Type a new message

Rich text editor icons: Undo, Redo, Bold, Italic, Text color, Background color, Link, Unlink, Image, Video, GIF, Emojis, Stickers, Attachments, Send.

- Activity
- Chat
- Teams
- Calendar
- Files
- ...

### Chat

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- Reviewers** 5/2  
Darren: Thats fine with me

https://login.microsoftonline.com

**Microsoft**

user@microsoft.com

### Permissions requested

**Contoso**  
www.contosoapp.com

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

This app would like to:

- Have full access to users calendars
  - Allow the app to create, read, update and delete events in users calendars

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

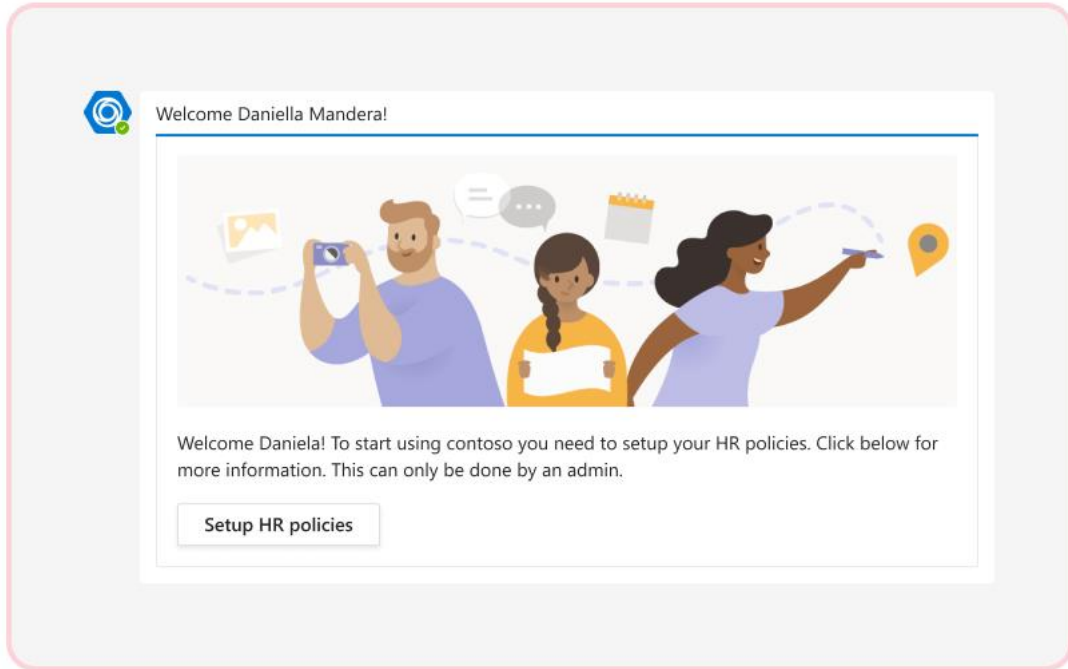
Type a new message

- 📎
- 😊
- 📺
- 🗨️
- 📁

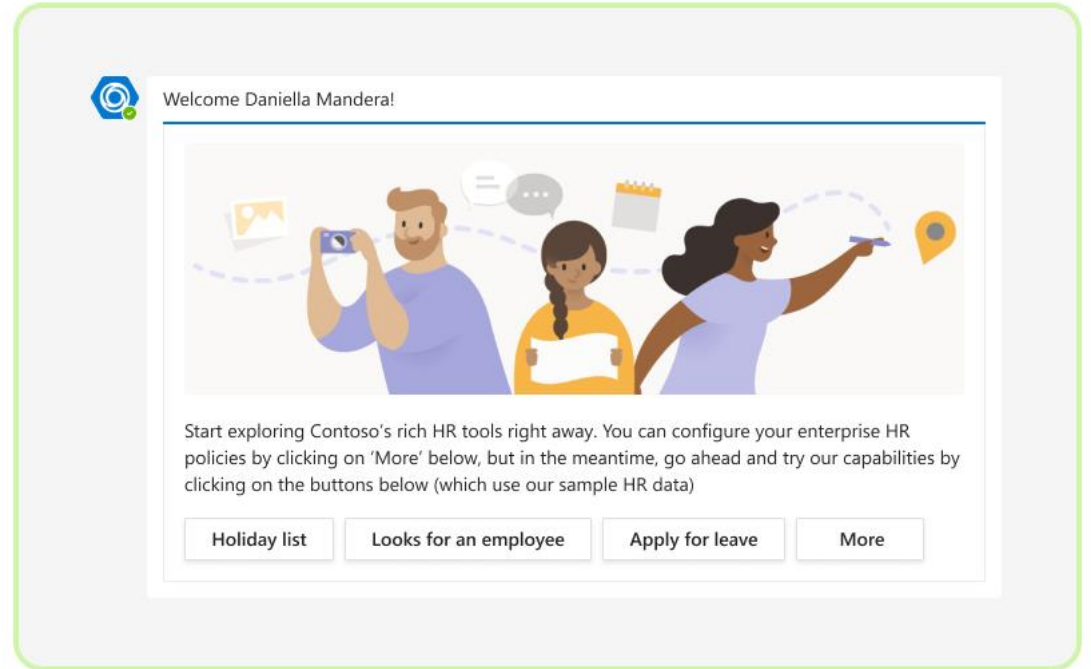


# 7. New user experience

Enable new users to start interacting with your app immediately without requiring any complex setup. If your app needs prior setup & configuration, consider creating dummy data that will allow users to see the full capabilities of your app even without any setup.



❌ **Don't: Avoid asking new users for complex setup**



✅ **Do: Enable new users to start interacting with your app**

Sign in Take a tour



Welcome Daniella Mander!



Start exploring Contoso's rich HR tools right away. You can configure your enterprise HR policies by clicking on 'More' below, but in the meantime, go ahead and try our capabilities by clicking on the buttons below (which use our sample HR data)

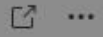
Holiday list Looks for an employee Apply for leave More

Type a new message





Search or type a command



Sign in



Welcome Daniel



Start exploring policies by clicking on the

Holiday list

Type a new message



### Look for an employee

Contoso



Who are you looking for?

Search name

Search

Close

Sign in

Welcome Daniela

Start exploring policies by clicking on the

Holiday list

Type a new message



### Look for an employee

Contoso



Who are you looking for?

Daniela Mandera

Search

**Daniela Mandera**  
 Program Manager  
 Microsoft Teams\_Ecosystem  
 Damandera@microsoft.com

Reports to-  
**Babak Shammas**  
 Principal PM Manager

Team	Designation	Reports to	
Aadi Kapoor	Staff Manager	Babak Shammas	<a href="#">View</a>
Aaron Buxton	Program Manager	Babak Shammas	<a href="#">View</a>
Beth Devis	Program Manager	Babak Shammas	<a href="#">View</a>
Eric Ishida	Program Manager	Will Right	<a href="#">View</a>

Close

## **8. Nudge towards setup for a richer experience**

If your app needs setup or configuration, allow users to do this once they've seen what your app can do.





Contoso

Chat

Your tasks

About



Start exploring Contoso's rich HR tools right away. You can configure your enterprise HR policies by clicking on 'More' below, but in the meantime, go ahead and try our capabilities by clicking on the buttons below (which use our sample HR data)

Holiday list

Looks for an employee

Apply for leave

More

Know more about Contoso on Microsoft Teams



Setup HR policies

Type a new message



## 9. Build Collaborative experiences

Building collaborative experiences naturally increases user acquisition for your app. When one user uses your app in a collaborative scope, other users also discover your app's functionality. Here are a few examples -

# Channel tabs

When a Channel tab is installed by one user, it shows up for all members of that Channel. Additionally, a bot & message extension are also automatically installed for all members of that team.

[Learn more about Channel tabs](#)

**Teams**

Activity

Chat

Teams

Calendar

Files

...

**Marketing**

Overview

**Performance** 1

**Shiproom**

Telemetry

32 hidden channels

Tailspin Traders

Account Teams

General

Accounting

Finance

**Fiscal Year Planning**

**Strategy**

6 hidden channels

Store

**Marketing** Posts Files **New** OneNote **New** **Contoso** +

Meet

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 will lose confidence in our recommendations.

See more

Reply

**Babak Shammass** 10:00 AM

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5 replies from Franz, Giselle, and Inna

**Kadji Bell** 10:23 AM

I thought the client wanted to include a section about the buy one get one offer as well? Originally it was slated for August but she mentioned she got the budget approved for July. Here is the deck where we last left off. **Daniela** can speak more to it.

**JulyPromotion.docx**  
box.com/s/w9eo6eua89keqh/JulyPromotion.doc

Reply

**Krystal McKinney** 11:00 AM

**Game plan**

Hey all, let's get all the designers together to make sure we are on the same page for the client pitch. Babek Shammass, Kang-Hee Seong,

See more

1

**Contoso**

Get bots

2

and the hours that you  
largest and we've had

@con

📎 📎 😊 GIF 🗨️ 📎 🔄

# Cards

All members of a team can see Cards that are shared as a part of a conversation even without having installed the app. This is a great way to increase visibility for your app and nudge more users toward installation.

[Learn more about Cards](#)

- Teams** ... ≡ +
- Pinned
- Marketing Northwind Traders
- Your teams
- Northwind Traders ...
  - General
  - Marketing
  - Overview
  - Performance 1
  - Shiproom
  - Telemetry
  - 32 hidden channels
  - Tailspin Traders ...
  - Account Teams ...
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**Marketing** Posts Files **New** OneNote **New** Contoso +



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**JulyPromotion.docx** ...  
[box.com/s/w9eo6eua89keqh/JulyPromotion.doc](https://box.com/s/w9eo6eua89keqh/JulyPromotion.doc)

Reply



**Babak Shammass** 10:00 AM

Contoso

**Daniela Mander**  
 Associate lead- BPHR

**Job ID** 582BR  
**Job title** Recruitment lead  
**Location** New york

[View more](#) [Get app](#)

Type a new message

# 10. Build Virality

Build features that promote discovery for non-users. Here are a few examples -

# Link unfurling

When you build Link Unfurling, any Teams user (whether they have installed your app or not) will see an Adaptive card being unfurled into their compose box upon pasting your URLs. This way users will discover that you also have a Teams app – leading to increased user acquisition.

[Learn more about Link unfurling](#)





### Chat



#### Pinned

**Ray Tanaka** 10:00 PM  
Louisa will send the initial list of atte...

**Beth Davis** 1:57 PM  
Thanks, that would be nice.

**Kayo Miwa** 4/17  
I reviewed with the client on Tuesda...

**Will, Kayo, Eric, +2** 10:00 PM  
Kayo: It would be great to sync with...

**August Bergman** 9:30AM  
I haven't checked available times yet

#### Recent

**Charlotte and Babak** 1:58 PM  
Babak: I asked the client to send her feed...

**Emiliano Ceballos** 1:55 PM  
🤔🤔

**Marie Beaudouin** 9:30 AM  
Sounds good?

**Oscar Krogh** 6/23  
You: Thanks! Have a nice weekend

**Daichi Fukuda** 6/12  
No, I think there are other alternatives we c...

**Kian Lambert** 5/27  
Have you ran this by Beth? Make sure she is...

**Team Design Effort** 5/2  
Reta: Let's set up a brainstorm session for...

**Reviewers** 4/29  
Darren: Thats fine with me



### Marie Beaudouin Chat Files Organization Activity




I know Krystal really wanted to make a good impression especially since this is a new client.

I'm pretty confident that this launch will be successful. The team has worked tirelessly to make it possible. This is going to be awesome. ❤️

The client wasn't expecting us to be ready until middle of August anyways

**MB** Thank you for always being so positive! 👍 1

I will push Krystal to give us a few more days. That shouldn't be a problem.



**JulyPromotion.docx**  
box.com/s/w9eo6eua89keqh/JulyPromotion.doc

We haven't had a break in awhile.

TODAY, 2:00 PM

We haven't gotten lunch together in awhile

We should go back to that ramne place. I've been craving it the last few days.  
\*ramen

**MB** Yes! That would be wonderful.

I'll make a reservation for next week

Sound good?

<https://app.contoso.com/0/0/12309319>



- Chat** 🔍 ✍️
- Activity
- Chat
- Teams
- Calendar
- Files
- Contoso
- Recent
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  - Reviewers 4/29  
Darren: Thats fine with me
- Store

**Marie Beaudouin** Chat Files Organization Activity ⋮ 👤 📞 Call ⌵

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 Contoso ⋮

**Job ID** 582BR

**Job title** Recruitment lead

**Location** New york

By using the app, you agree to its [privacy policy](#) and [terms & conditions](#)

- Chat** Filter Compose
- Pinned
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Chat  
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**Marie Beaudouin** Chat Files Organization Activity More Share Call

[https://app.contoso.com/0/0/12309319](#)

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**Contoso**

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**Location** New york

**Assign** **Comment** **Get app**

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Attach Link Emoji GIF Video App Send

**Chat** ▾

Activity

Chat

Teams

Calendar

Files

Contoso

Recent

- Charlotte and Babak Babak: I asked the client to...
- Emiliano Ceballos 🤔🤔
- Marie Beaudouin Sounds good?
- Oscar Krogh You: Thanks! Have a nice w...
- Daichi Fukuda No, I think there are other...
- Kian Lambert Have you ran this by Beth?
- Team Design Effort Reta: Let's set up a brainst...
- Reviewers Darren: Thats fine with me

**Contoso**  
Productivity, Project management

★★★★☆ 4.1 (247) Microsoft certified Free trial

Ami

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The screenshot shows a dashboard with four columns labeled Category 1 through Category 4. Each category contains task cards with details like 'Task name', 'Account', and various icons. A red circle highlights the 'Ami' button in the chat interface above the screenshot.

**Amet justo donec enim diam vulputate ut pharetra sit, mus mauris vitae ultricies leo integer**

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.

**Tabs**  
Use in a tab at the top of a chat or channel

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ten lunch together in awhile

craving it the last few days.

\*ramen

Call

4/23

# Add a 'Share' button

Allow users to share your app with others through a 'Share' button.





Chat



Marie Beaudouin Chat Files Organization Activity



Pinned

Ray Tanaka 10:00 PM
Louisa will send the initial list of atte...

Beth Davis 1:57 PM
Thanks, that would be nice.

Kayo Miwa 4/17
I reviewed with the client on Tuesda...

Will, Kayo, Eric, +2 10:00 PM
Kayo: It would be great to sync with...

August Bergman 9:30AM
I haven't checked available times yet

Recent

Charlotte and Babak 1:58 PM
Babak: I asked the client to send her feed...

Emiliano Ceballos 1:55 PM
🤔🤔

Marie Beaudouin 9:30 AM
Sounds good?

Oscar Krogh 6/23
You: Thanks! Have a nice weekend

Daichi Fukuda 6/12
No, I think there are other alternatives we c...

Kian Lambert 5/27
Have you ran this by Beth? Make sure she is...

Team Design Effort 5/2
Reta: Let's set up a brainstorm session for...

Reviewers 4/29
Darren: Thats fine with me

We haven't gotten lunch together in awhile

We should go back to that ramne place. I've been craving it the last few days.

\*ramen

MB Yes! That would be wonderful.
I'll make a reservation for next week
Sound good?

Task card for 'Debug the new share flow' with assigned to Hillary Reyes, due date Sept 22, 2020, and buttons for Assign, Comment, and Share.

Type a new message





Chat

- Pinned**
  - Ray Tanaka 10:00 PM  
Louisa will send the initial list of atte...
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Thanks, that would be nice.
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Darren: Thats fine with me

**Share with your teammates** ✕

Contoso

Search Name

-  Chrisnaido@microsoft.com
-  Christopherj@microsoft.com

Share

We haven't gotten lunch together in awhile

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\*ramen

er more about the image above. This is an html

ne body of the card, used to tell



# Chat



## Pinned

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**Reviewers** 4/29  
Darren: Thats fine with me



# Chris Naidoo

Chat Files Organization Activity



The client wasn't expecting us to be ready until middle of August anyways

**MB** Thank you for always being so positive! 👍 1

I will push Krystal to give us a few more days. That shouldn't be a problem.

 **JulyPromotion.docx**  
box.com/s/w9eo6eua89keqh/JulyPromotion.doc

We haven't had a break in awhile.

TODAY, 2:00 PM

We haven't gotten lunch together in awhile

We should go back to that ramne place. I've been craving it the last few days.

\*ramen

**MB** Yes! That would be wonderful.

I'll make a reservation for next week

Sound good?

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- Activity
  - Chat
  - Teams
  - Calendar
  - Files
  - Contoso
  - ...
  - ...
  - ...
  - Store
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**Chris Naidoo** Chat Files Organization Activity

... 🗨️+ **Call** ▾

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Type a new message

📎 📎 😊 🧠 🗨️ 📎 📎



# Thank You

Microsoft Teams Ecosystem

