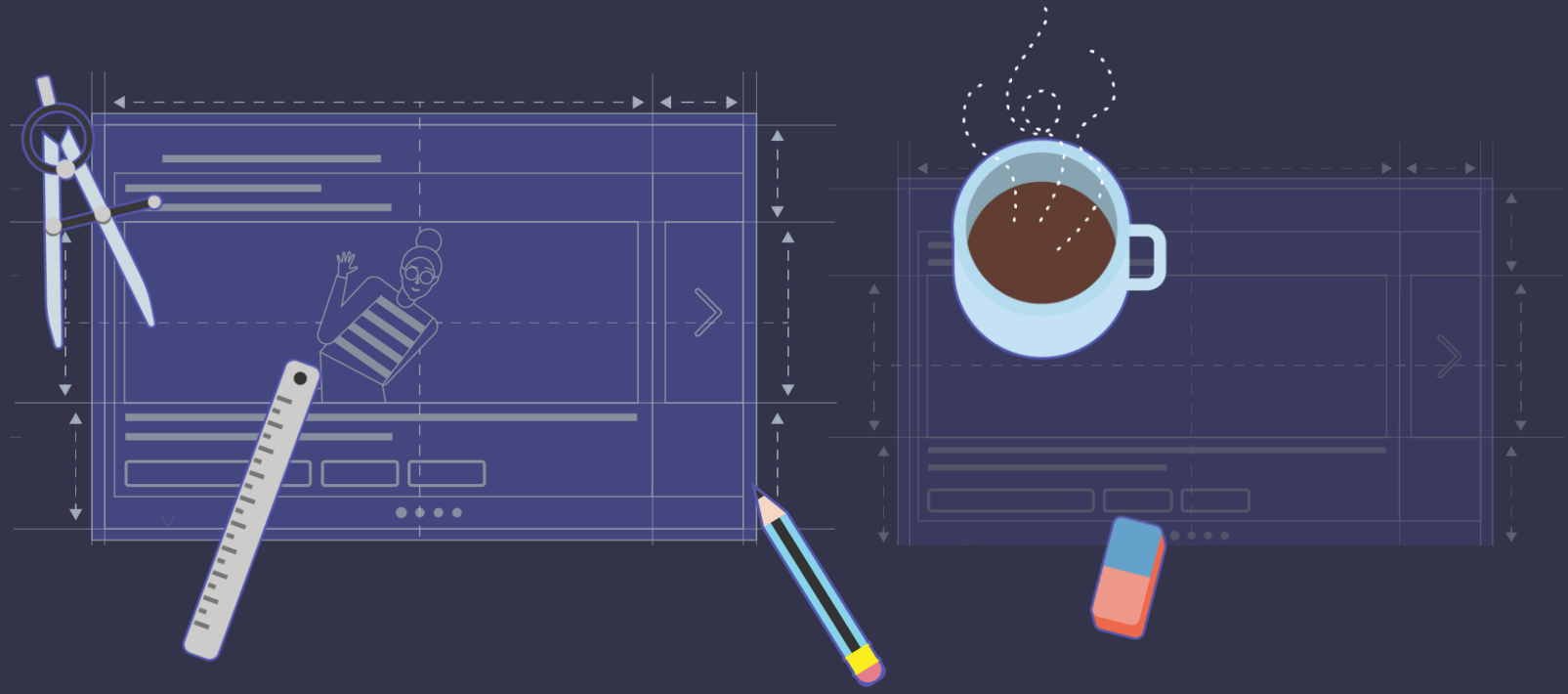
Best Practices

The Art of choosing High-value Scenarios



Microsoft Teams Ecosystem

1. Choose your personas well

Your app likely solves problems for many different personas (e.g. employee, manager, sales rep, student, IT admins, CXOs, etc.). Focus on the most important personas whose use cases are best solved by your app & who will have the greatest impact from using your app in Teams.

2. Bring out your USPs

Think about your USPs (unique selling points) and surface them through the app experience you build. For each persona that you have chosen, what use cases do you want to solve for to bring out your USPs? Look for the Teams capabilities that if leveraged, can amplify your USPs and make your app truly shine!

3. Study the competition

Use the Teams App store to research Apps similar to yours. Study the Teams capabilities they have leveraged and the business use cases they have solved for. Identify your ‘points of parity’ & ‘points of differentiation’. You can search by segment in the App store to find apps similar to yours.

Search or type a command

Activity
Chat
Teams
Calender
Calls
Files
...
Apps

Store

Apps

Northwind Traders

Built by your org

Categories

Analytics and BI
Developer and IT
Human resources
Marketing
Productivity
Project management
Sales and support
Social and fun

Industries

Education
Financial services
Government
Healthcare
Manufacturing
Retail

Submit to app catalog
Upload a custom app

Teams Apps store

Browse available apps and services

Add your favorite app for yourself or for a team.

EXPLORE OUR PICKS

Sort
Filter

Built by your org See all

Tech Support 3.1
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Travel 3.1
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What's new See all

App name 3.1
Connectors keep your team current by delivering

App name 3.1
Connectors keep your team current by delivering

App name 3.1
Connectors keep your team current by delivering

4. Understand Microsoft Teams users

Spend time understanding how Teams is used. The best way to do this is for you and your team to actively use Teams and all its features.

Also look at our Teams App design principles to build an app experience that best responds to the way users typically use Teams.

Microsoft Teams

Fastest growing business application in Microsoft history

145M+
Daily active users

60M+
Daily active mobile users

100,000+
117 organizations have more than 100,000 users of Teams and over 2,700 organisations have over 10,000[2]

650M+
650M+ calls in October 2020

5. Don’t build everything!

Think about the personas, use cases & features to build a comprehensive app in Teams. But you don’t need to build everything – there may be certain actions which are ‘one-time’ or infrequent, such as Initial setup, database syncing or policy updates. These can always be completed in your web app in a Browser and don’t necessarily need to built into your Teams app.

6. Think Collaboration

Teams is a collaborative workspace where users chat, call, meet and collaborate all in one space. Your Teams app shines when you leverage collaborative scenarios. There are several Teams Platform capabilities which you can use to surface collaborative experiences. Let’s look at a few examples -

Adaptive cards in Channel scope

Adaptive cards posted in a Channel can be seen by all the members in that Channel. Members can have conversations around the information posted in the adaptive card and perform Adaptive card actions involving other channel members by clicking on buttons and manipulating other input fields in the Adaptive card.

Adaptive cards can be added into conversations by channel members or could be sent as a proactive notification into the channel via your bot. Having multiple channel members view and interact with your card is a great way to bring out the collaborative nature of your app.

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Marketing
Northwind Traders

Your teams

Contoso
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- Overview
- **Performance** 1
- **Shiproom**
- Telemetry
- 32 hidden channels

Tailspin Traders

Account Teams
- General
- Accounting
- Finance
- **Fiscal Year Planning**
- **Strategy**
- 6 hidden channels

IT Ninjas

Posts | Files New | OneNote New | Contoso | + | ... | Meet

Babak Shammas 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

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

Contoso 10:00 AM

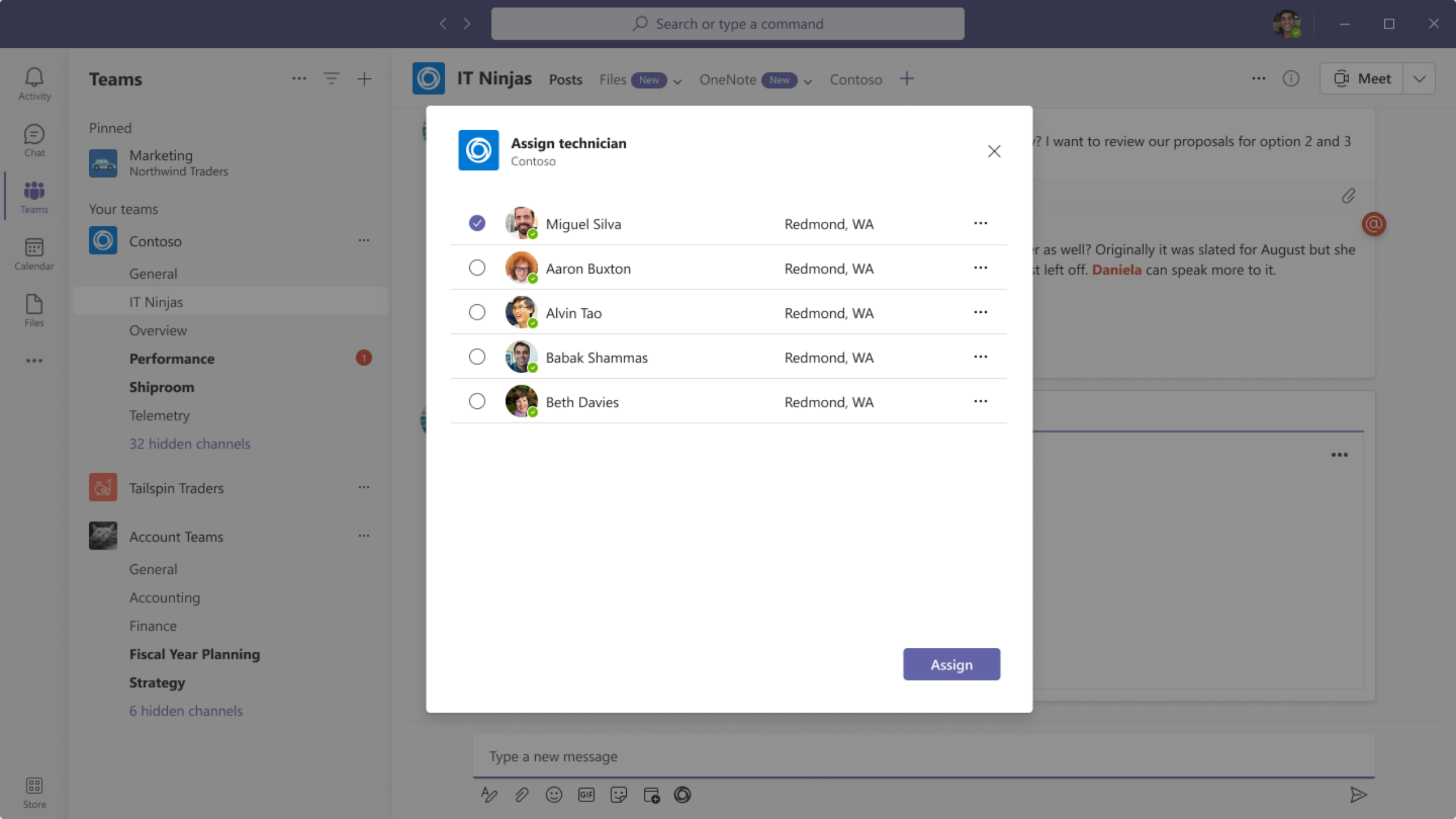
New service request #111

Request	Computer monitor malfuntioning
Department	IT
Severity	P0
Employee details	Megan Bowen, Marketing manager, 52 Avenue, Redmond
Status	Unassigned

Assign technician | Call Megan

Reply

Type a new message


Search or type a command
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Tailspin Traders
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Accounting
Finance
Fiscal Year Planning
Strategy
6 hidden channels
IT Ninjas
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OneNote New
Contoso
Meet
? I want to review our proposals for option 2 and 3
r as well? Originally it was slated for August but she
t left off. Daniela can speak more to it.
Type a new message
Assign technician
Contoso
Miguel Silva Redmond, WA
Aaron Buxton Redmond, WA
Alvin Tao Redmond, WA
Babak Shammas Redmond, WA
Beth Davies Redmond, WA
Assign

Activity
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Calendar
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...
Store

Teams

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Northwind Traders

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IT Ninjas

Posts | Files New | OneNote New | Contoso | + | ... | Meet

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

Reply

Contoso 10:00 AM

New service request #111

Request	Computer monitor malfuntioning
Department	IT
Severity	P0
Employee details	Hillary Reyes, Marketing manager, 52 Avenue, Redmond
Status	Assigned to Miguel Silva

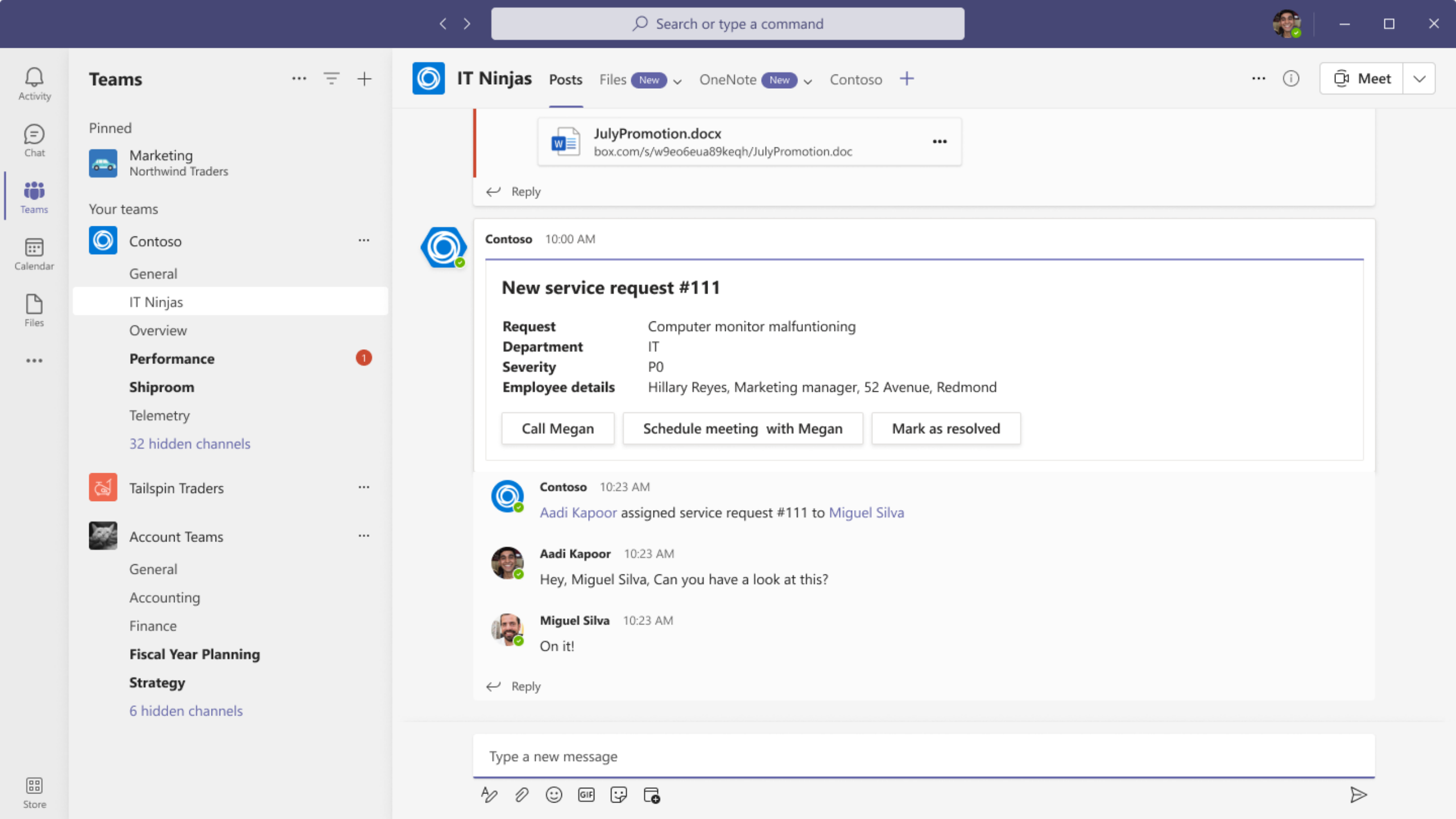
Call Megan | Schedule meeting with Megan | Mark as resolved

Contoso 10:23 AM

Aadi Kapoor assigned service request #111 to Miguel Silva

Reply

Type a new message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6 hidden channels
IT Ninjas
Posts
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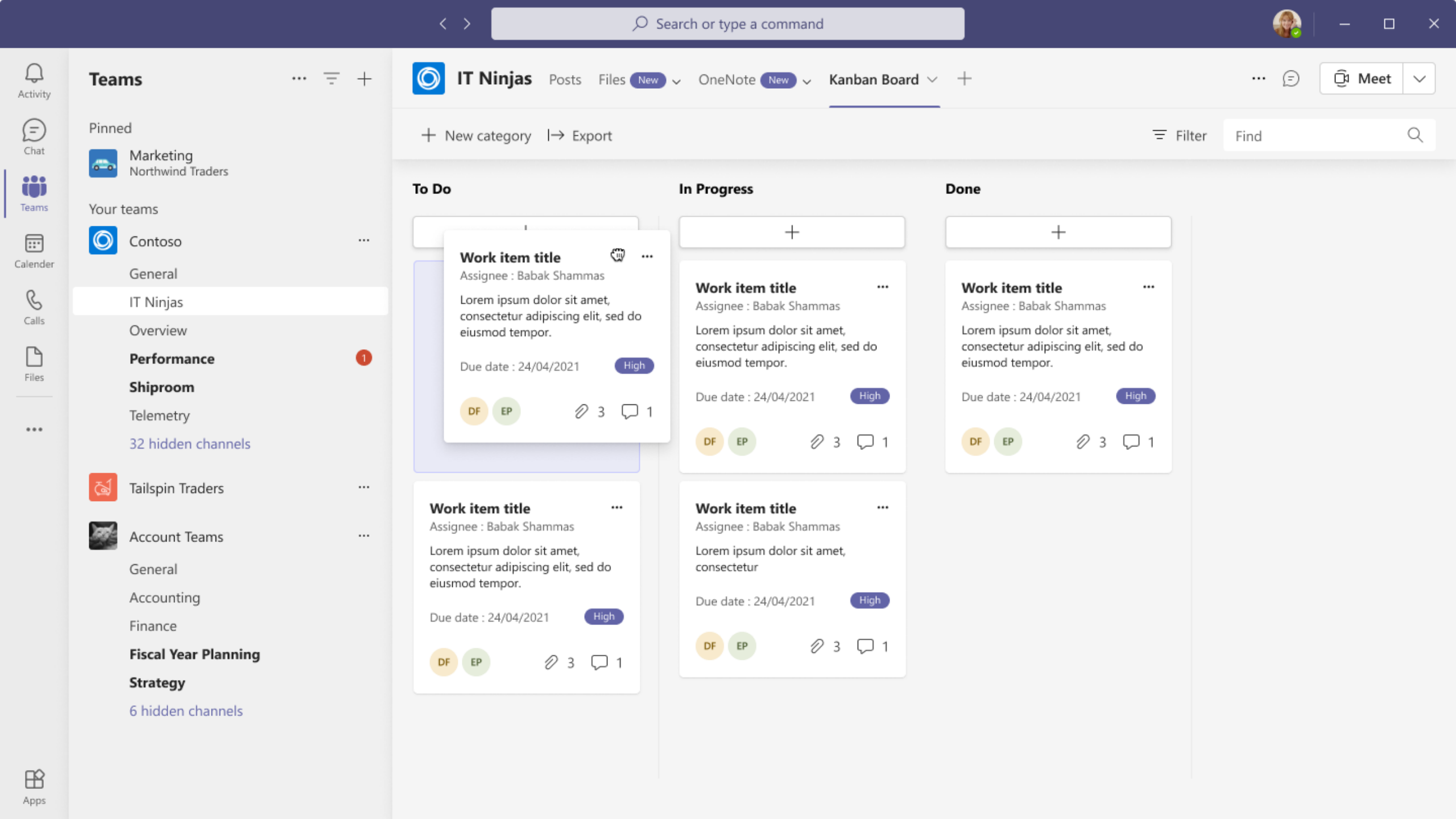
OneNote New
Contoso
Meet
JulyPromotion.docx
box.com/s/w9eo6eua89keqh/JulyPromotion.doc
Reply
Contoso 10:00 AM
New service request #111
Request Computer monitor malfuntioning
Department IT
Severity P0
Employee details Hillary Reyes, Marketing manager, 52 Avenue, Redmond
Call Megan
Schedule meeting with Megan
Mark as resolved
Contoso 10:23 AM
Aadi Kapoor assigned service request #111 to Miguel Silva
Aadi Kapoor 10:23 AM
Hey, Miguel Silva, Can you have a look at this?
Miguel Silva 10:23 AM
On it!
Reply
Type a new message

Channel tabs

Channel tabs appear at the top of a Channel for all members of the channel. Use a channel tab for scenarios that are relevant to all channel members. Channel members can work together in the same channel tab and co-create or make updates to work items collaboratively.

Quickstart to building a Channel tab


Search or type a command
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6 hidden channels
IT Ninjas
Posts
Files New
OneNote New
Kanban Board
Meet
New category
Export
Filter
Find
To Do
In Progress
Done
Work item title
Assignee : Babak Shammas
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.
Due date : 24/04/2021
High
DF
EP
3
1
Work item title
Assignee : Babak Shammas
Lorem ipsum dolor sit amet, consectetur
Due date : 24/04/2021
High
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EP
3
1

Message extension – overflow menu

You can invoke a messaging extension (action command) from the overflow menu of a message in a conversation. This is a great way to surface your app experience contextually in a Teams conversation.

The invoke to your bot includes a JSON object containing the message from which it was invoked – you can process this information to inform how you respond. For example in the next slide, we use the content of the message as the description of the ticket created.

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Apps

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- Overview
- **Performance** 1
- **Shiproom**
- Telemetry
- 32 hidden channels

Tailspin Traders

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- Finance
- **Fiscal Year Planning**
- **Strategy**
- 6 hidden channels

IT Ninjas

Posts | Files New | OneNote New | Contoso | Meet

those options with the client before and she believes those are too costly for the brand. If we don't acknowledge those concerns,

See more

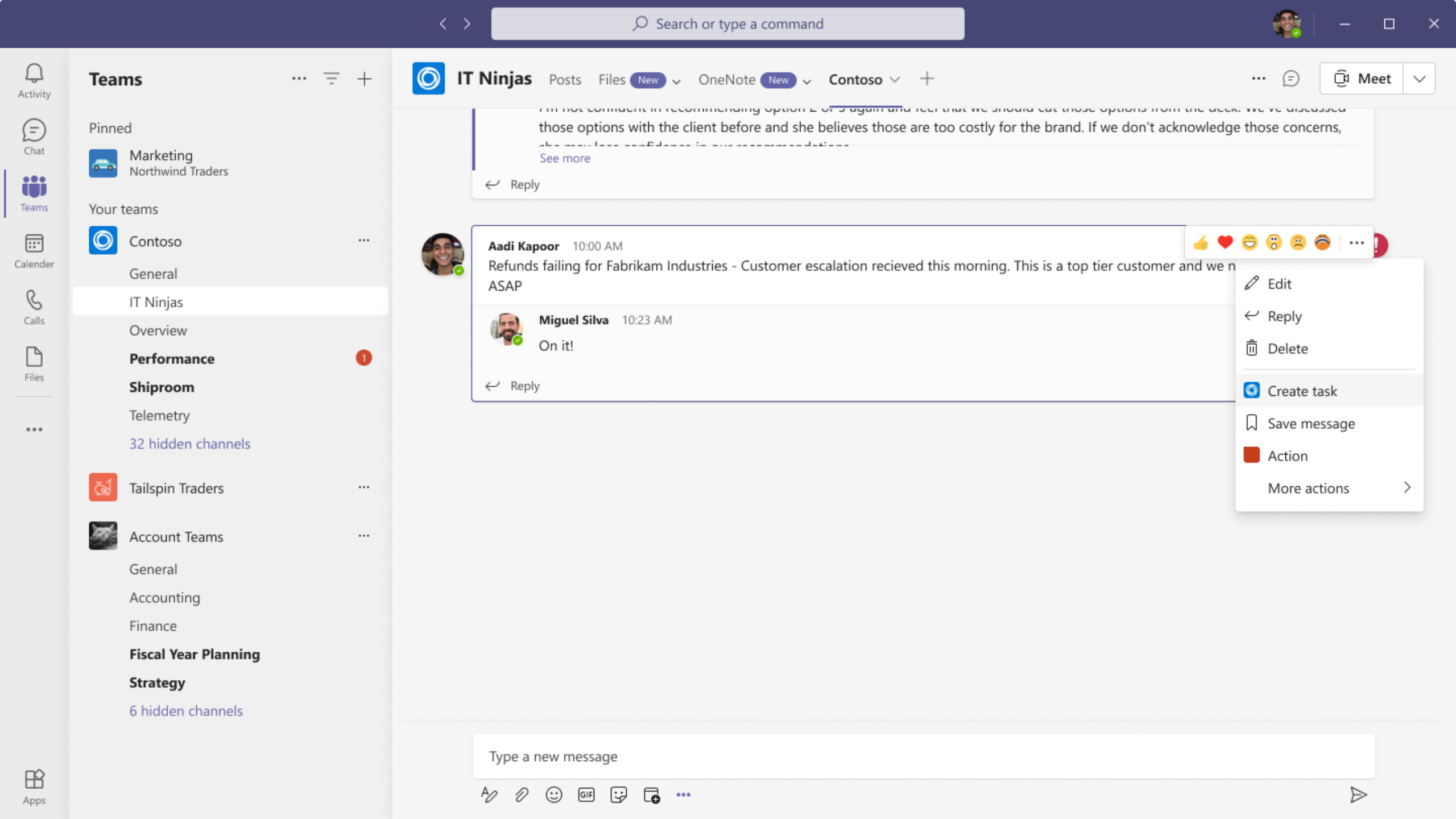
Reply

Aadi Kapoor 10:00 AM
Refunds failing for Fabrikam Industries - Customer escalation recieved this morning. This is a top tier customer and we need to resolve this ASAP

Miguel Silva 10:23 AM
On it!

Reply

Type a new message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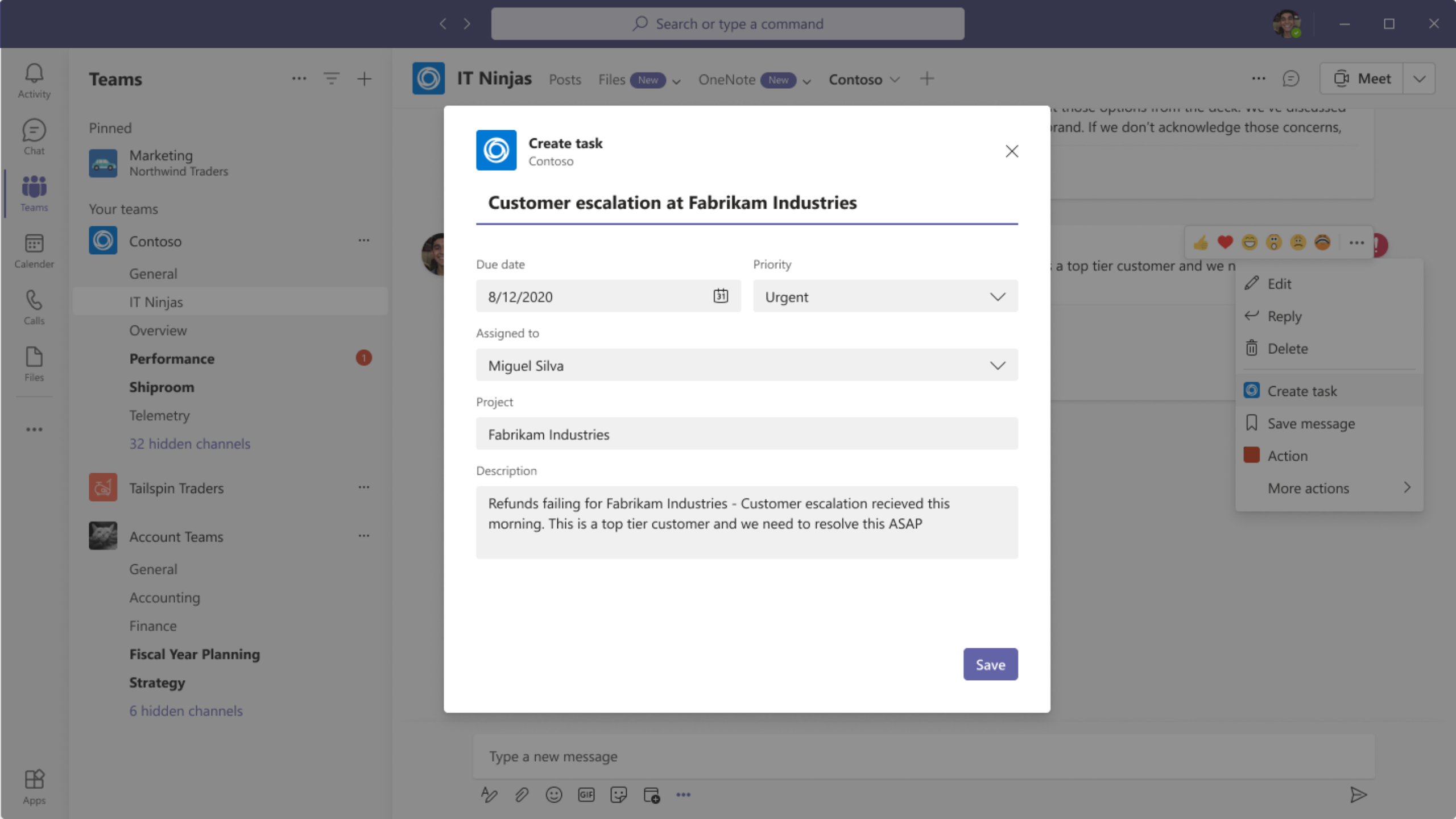
6 hidden channels
IT Ninjas
Posts
Files New
OneNote New
Contoso
Meet
those options with the client before and she believes those are too costly for the brand. If we don't acknowledge those concerns,
See more
Reply
Aadi Kapoor 10:00 AM
Refunds failing for Fabrikam Industries - Customer escalation recieved this morning. This is a top tier customer and we n
ASAP
Miguel Silva 10:23 AM
On it!
Reply
Edit
Reply
Delete
Create task
Save message
Action
More actions
Type a new message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Tailspin Traders
Account Teams
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Fiscal Year Planning
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6 hidden channels
IT Ninjas
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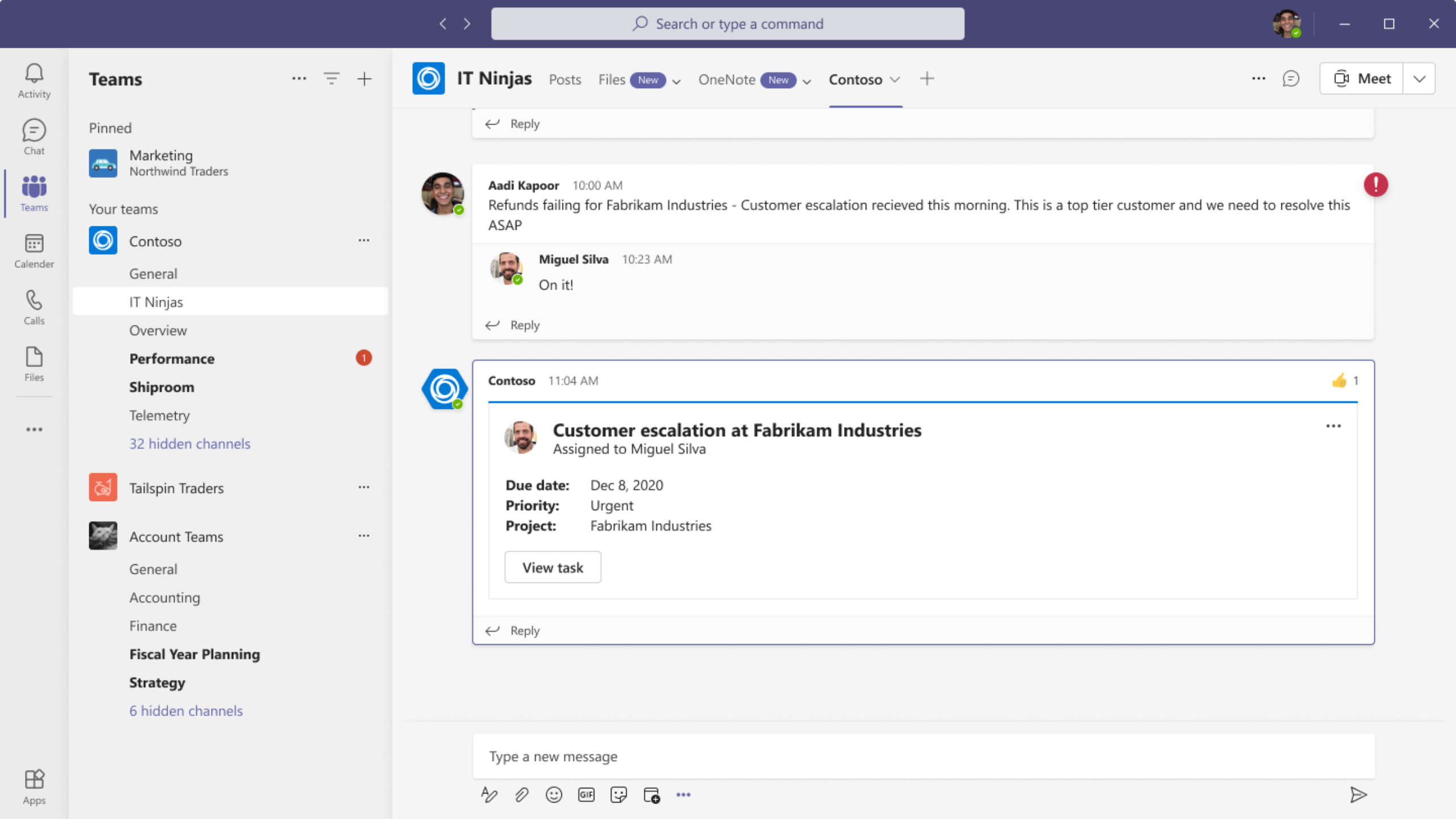
OneNote New
Contoso
Meet
rand. If we don't acknowledge those concerns,
a top tier customer and we n
Edit
Reply
Delete
Create task
Save message
Action
More actions
Type a new message
Create task
Contoso
Customer escalation at Fabrikam Industries
Due date
8/12/2020
Priority
Urgent
Assigned to
Miguel Silva
Project
Fabrikam Industries
Description
Refunds failing for Fabrikam Industries - Customer escalation recieved this morning. This is a top tier customer and we need to resolve this ASAP
Save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Finance
Fiscal Year Planning
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6 hidden channels
IT Ninjas
Posts
Files New
OneNote New
Contoso
Meet
Reply
Aadi Kapoor 10:00 AM
Refunds failing for Fabrikam Industries - Customer escalation recieved this morning. This is a top tier customer and we need to resolve this ASAP
Miguel Silva 10:23 AM
On it!
Reply
Contoso 11:04 AM
1
Customer escalation at Fabrikam Industries
Assigned to Miguel Silva
Due date: Dec 8, 2020
Priority: Urgent
Project: Fabrikam Industries
View task
Reply
Type a new message

7. Search & Share

Allow users to search for items relevant to a conversation and easily share them in context. ‘Message extensions – Search commands’ is a great way to do this.

Activity
Chat
Teams
Calender
Calls
Files
...
Apps

Teams

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Marketing
Northwind Traders

Your teams

Contoso
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- Overview
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- **Shiproom**
- Telemetry
- 32 hidden channels

Tailspin Traders

Account Teams
- General
- Accounting
- Finance
- **Fiscal Year Planning**
- **Strategy**
- 6 hidden channels

Sales Champs

Posts | Files New | OneNote New | Contoso | + | ... | Meet

4 replies from Maja, Franz, and Miguel

Daniela Mandera 9:34 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,

See more

Reply

Aadi Kapoor 10:00 AM

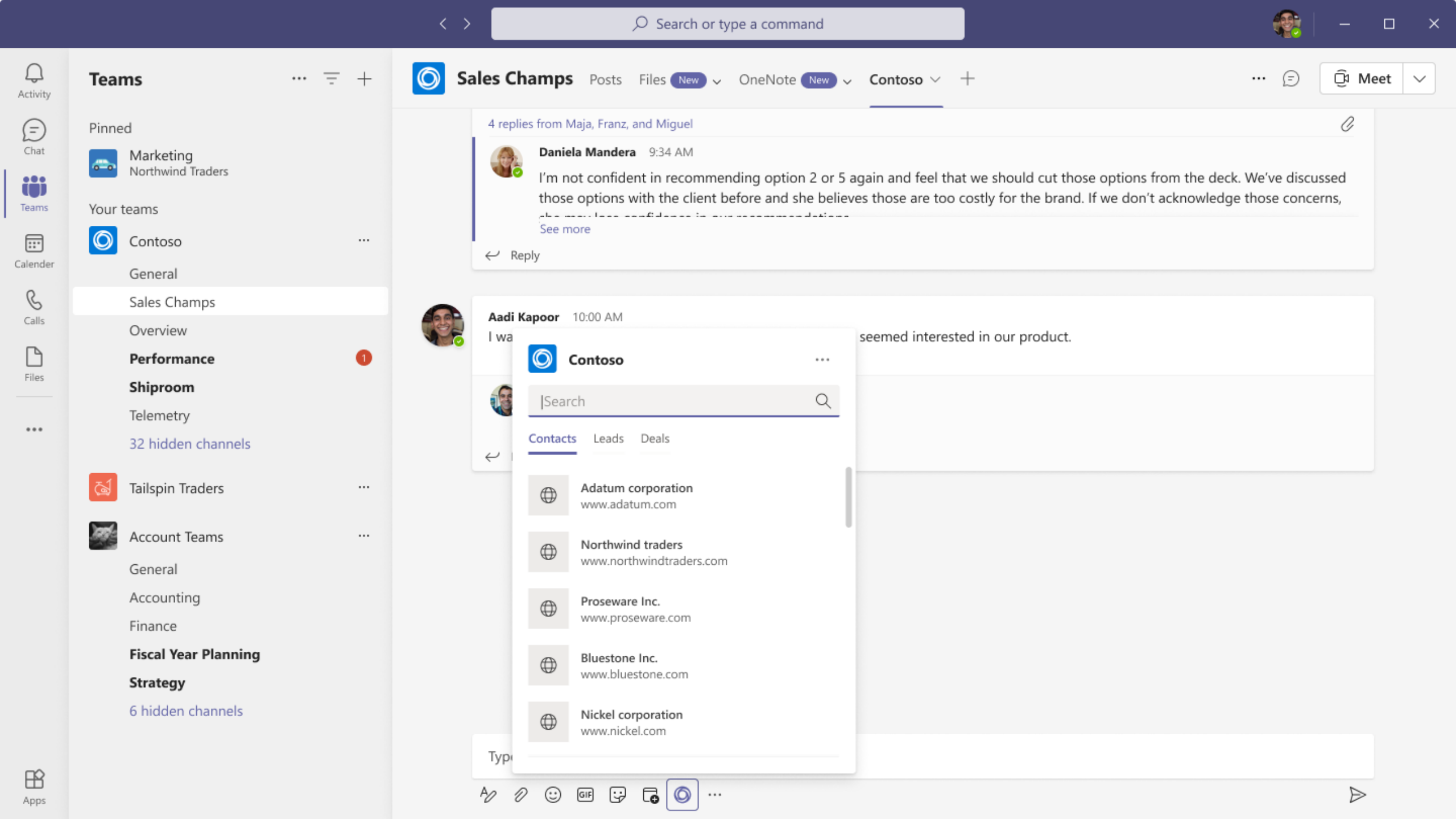
I was at this company conference, I met the team, and they seemed interested in our product.

Babak Shammas 10:23 AM

Remind me who this customer is again?

Reply

Type a new message


Search or type a command
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Tailspin Traders
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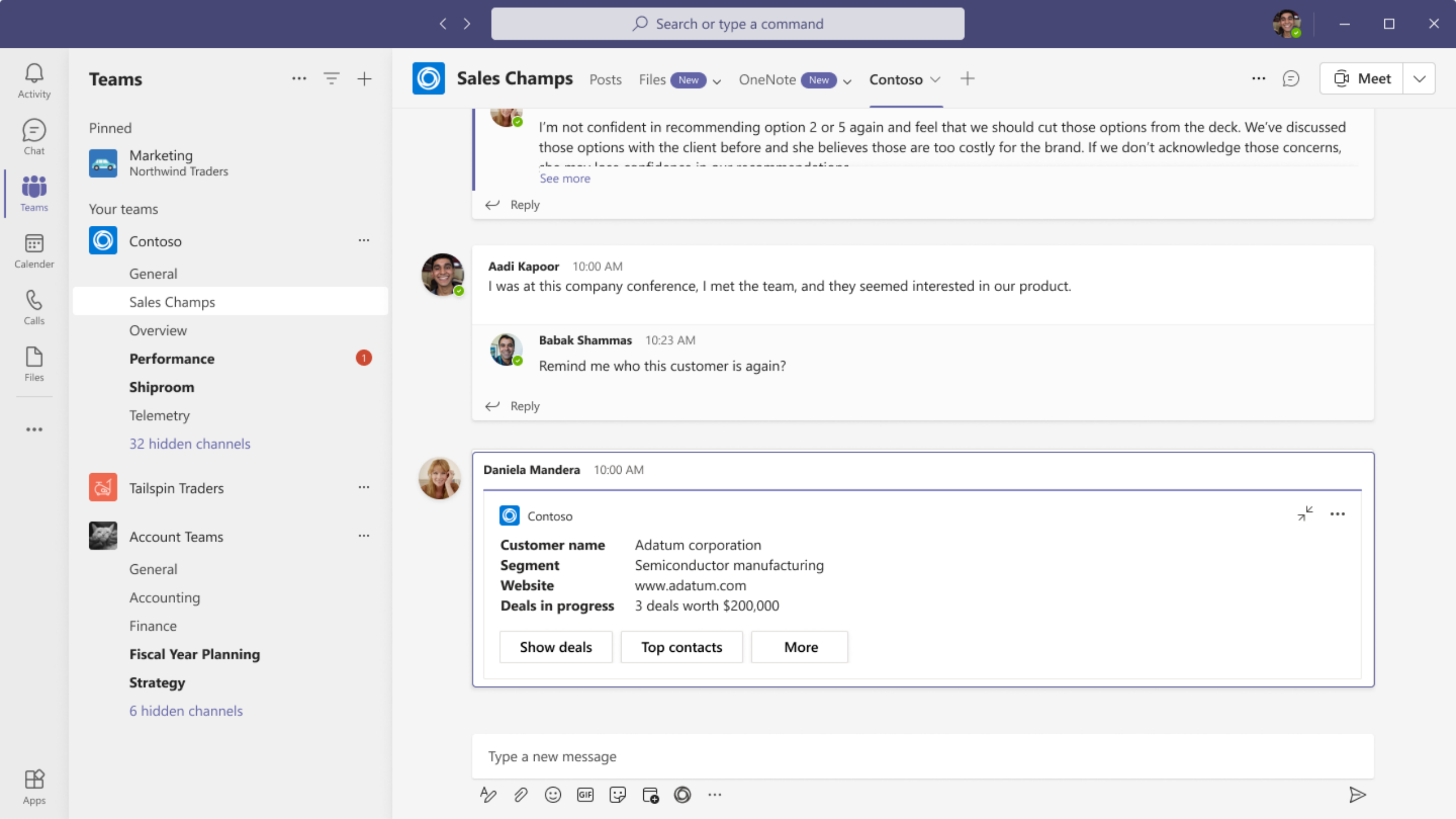
Fiscal Year Planning
Strategy
6 hidden channels
Sales Champs
Posts
Files New
OneNote New
Contoso
Meet
4 replies from Maja, Franz, and Miguel
Daniela Mandera 9:34 AM
I'm not confident in recommending option 2 or 5 again and feel that we should cut those options from the deck. We've discussed those options with the client before and she believes those are too costly for the brand. If we don't acknowledge those concerns,
See more
Reply
Aadi Kapoor 10:00 AM
seemed interested in our product.
Contoso
Search
Contacts
Leads
Deals
Adatum corporation
www.adatum.com
Northwind traders
www.northwindtraders.com
Proseware Inc.
www.proseware.com
Bluestone Inc.
www.bluestone.com
Nickel corporation
www.nickel.com


Search or type a command
Activity
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Tailspin Traders
Account Teams
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Fiscal Year Planning
Strategy
6 hidden channels
Sales Champs
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New
OneNote
New
Contoso
Meet
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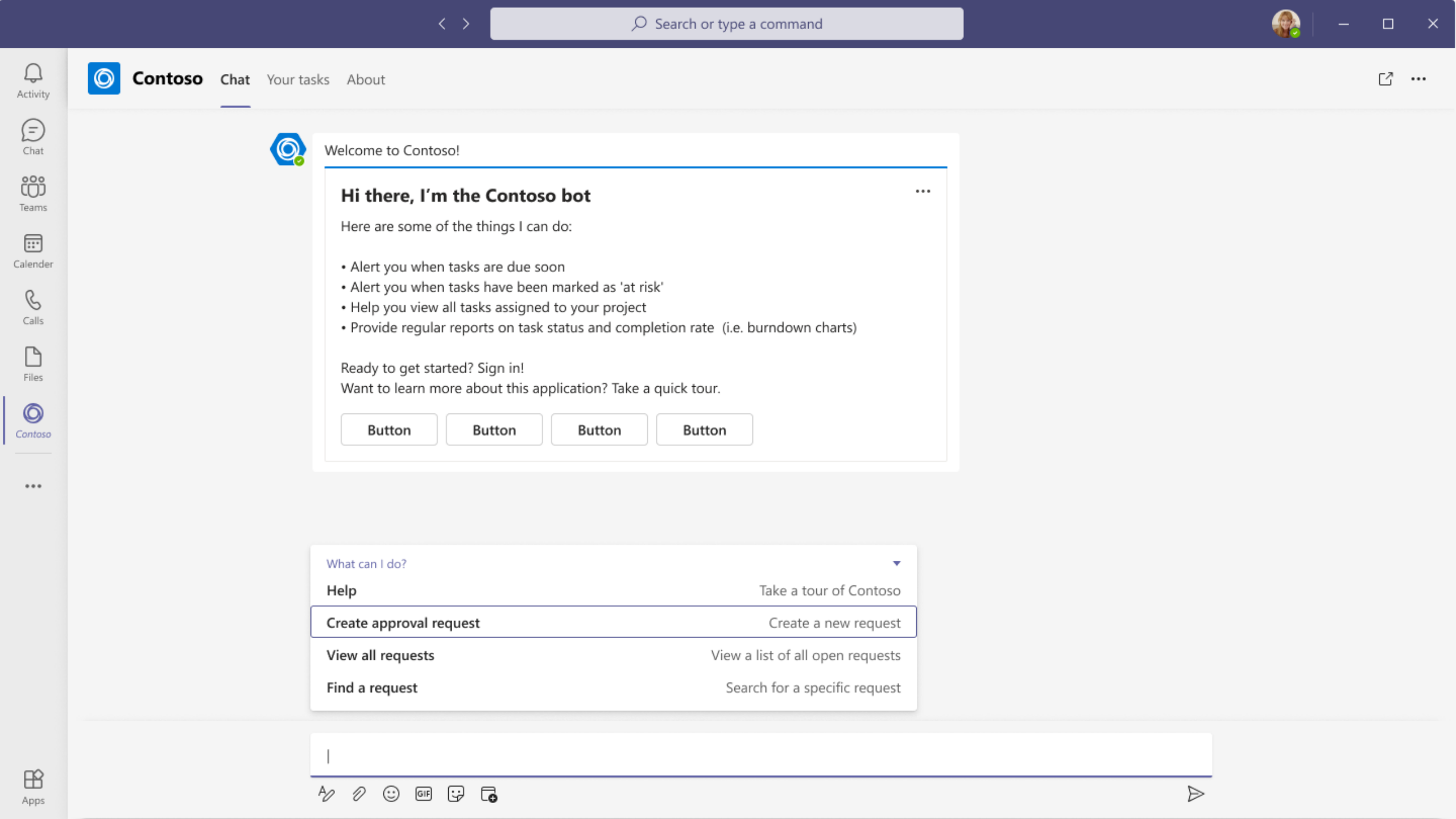
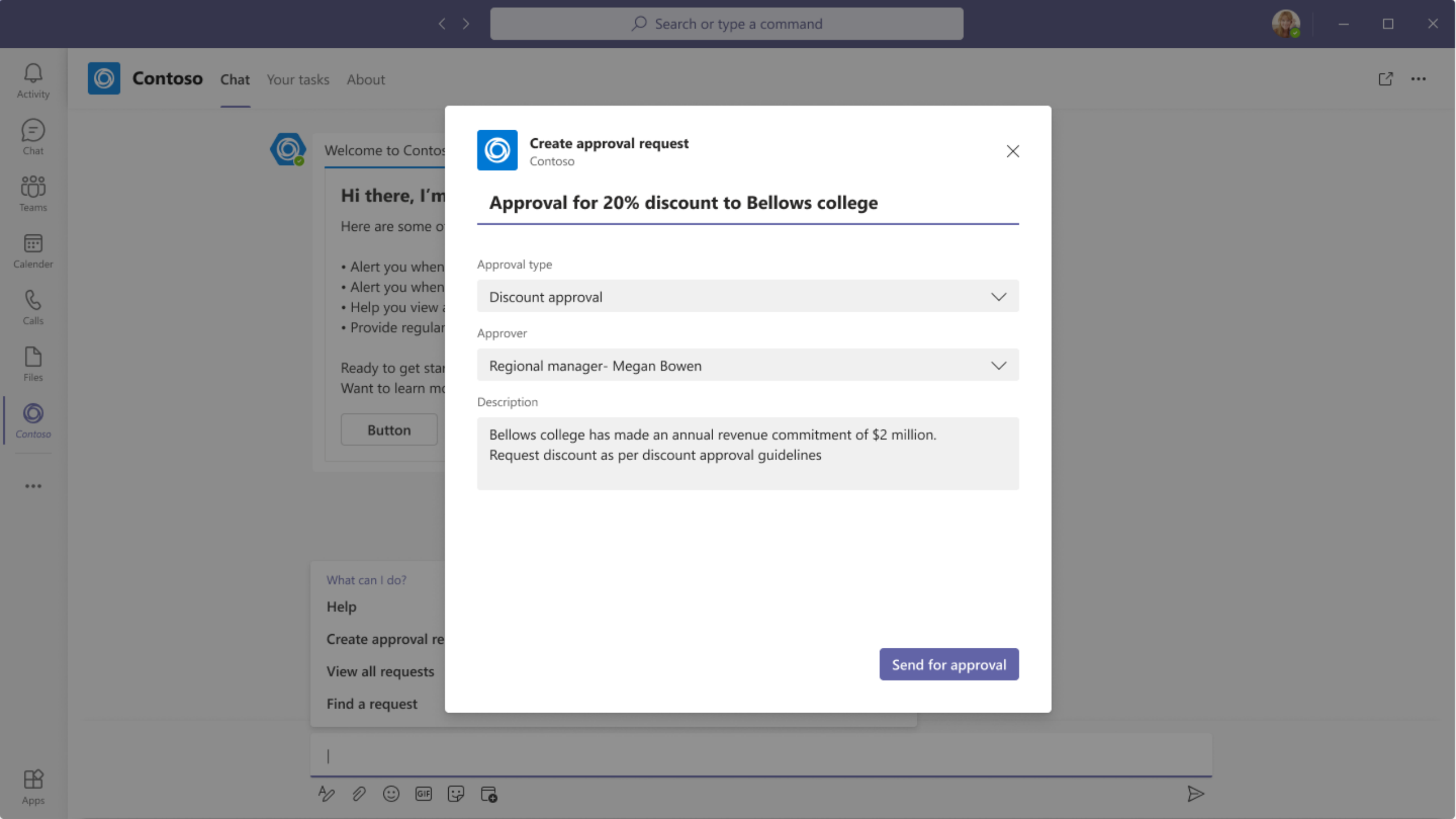
See more
Reply
Aadi Kapoor 10:00 AM
I was at this company conference, I met the team, and they seemed interested in our product.
Babak Shammas 10:23 AM
Remind me who this customer is again?
Reply
Daniela Mandera 10:00 AM
Contoso
Customer name Adatum corporation
Segment Semiconductor manufacturing
Website www.adatum.com
Deals in progress 3 deals worth $200,000
Show deals
Top contacts
More
Type a new message

8. Think workflows

Use Bots to send notifications to users when a certain event is triggered. These could be certain events occurring inside Teams (e.g. new user joined a channel) or external events (such as a status change in your app's back-end). Initiate & complete a workflow involving multiple users from start to finish all within Teams.


Search or type a command
Activity
Chat
Teams
Calender
Calls
Files
Contoso
Apps
Contoso
Chat
Your tasks
About
Welcome to Contoso!
Hi there, I'm the Contoso bot
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.
Button
Button
Button
Button
What can I do?
Help
Take a tour of Contoso
Create approval request
Create a new request
View all requests
View a list of all open requests
Find a request
Search for a specific request


Search or type a command
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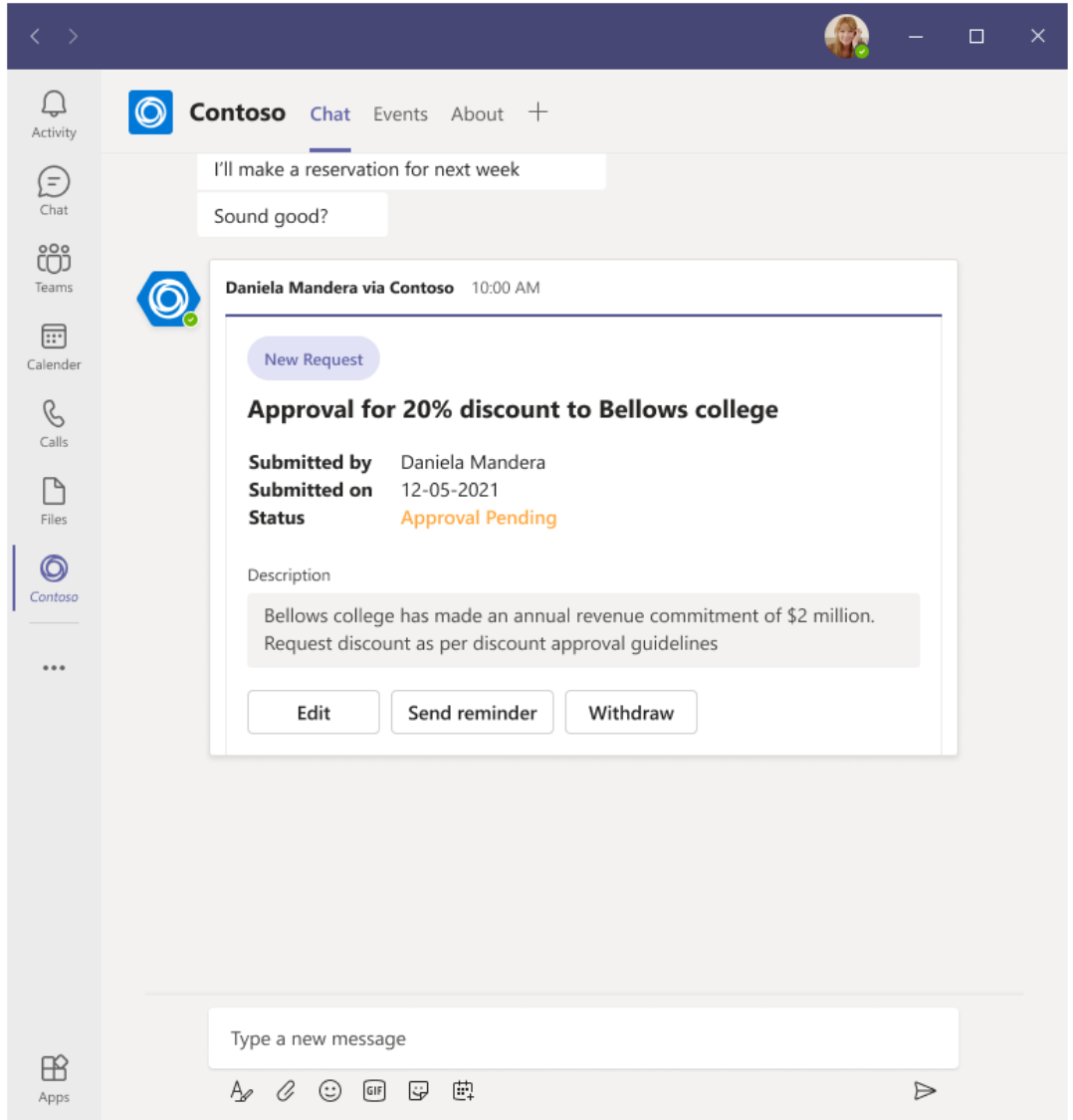
Files
Contoso
Apps
Contoso
Chat
Your tasks
About
Welcome to Contos
Hi there, I'm
Here are some o
• Alert you when
• Alert you when
• Help you view
• Provide regular
Ready to get sta
Want to learn m
Button
What can I do?
Help
Create approval re
View all requests
Find a request
Create approval request
Contoso
Approval for 20% discount to Bellows college
Approval type
Discount approval
Approver
Regional manager- Megan Bowen
Description
Bellows college has made an annual revenue commitment of $2 million.
Request discount as per discount approval guidelines
Send for approval


Activity
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Calls
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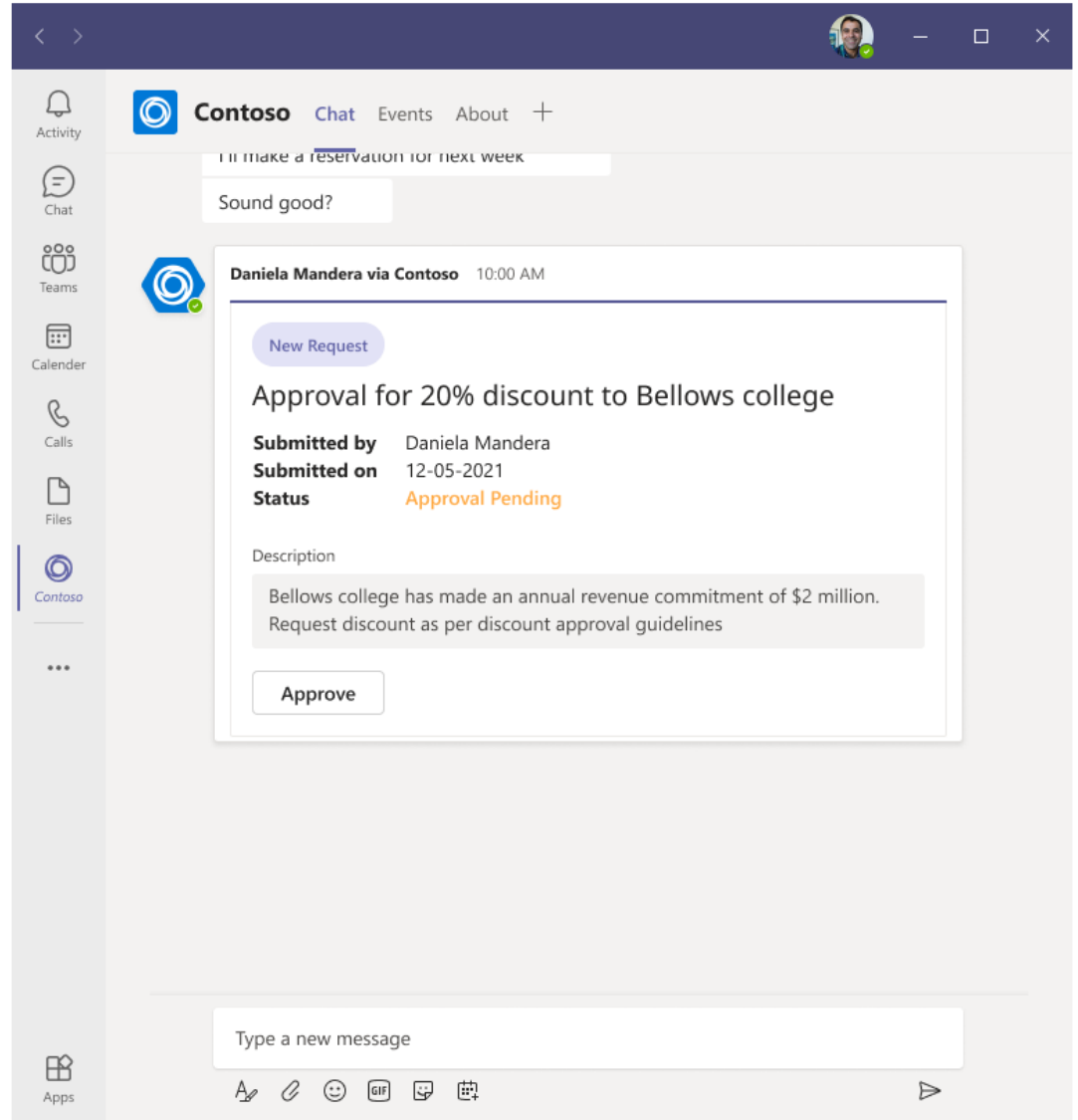
Apps
Contoso
Chat
Events
About
I'll make a reservation for next week
Sound good?
Daniela Mandera via Contoso
10:00 AM
New Request
Approval for 20% discount to Bellows college
Submitted by
Daniela Mandera
Submitted on
12-05-2021
Status
Approval Pending
Description
Bellows college has made an annual revenue commitment of $2 million.
Request discount as per discount approval guidelines
Edit
Send reminder
Withdraw
Type a new message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Contoso
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Submitted by
Daniela Mandera
Submitted on
12-05-2021
Status
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Description
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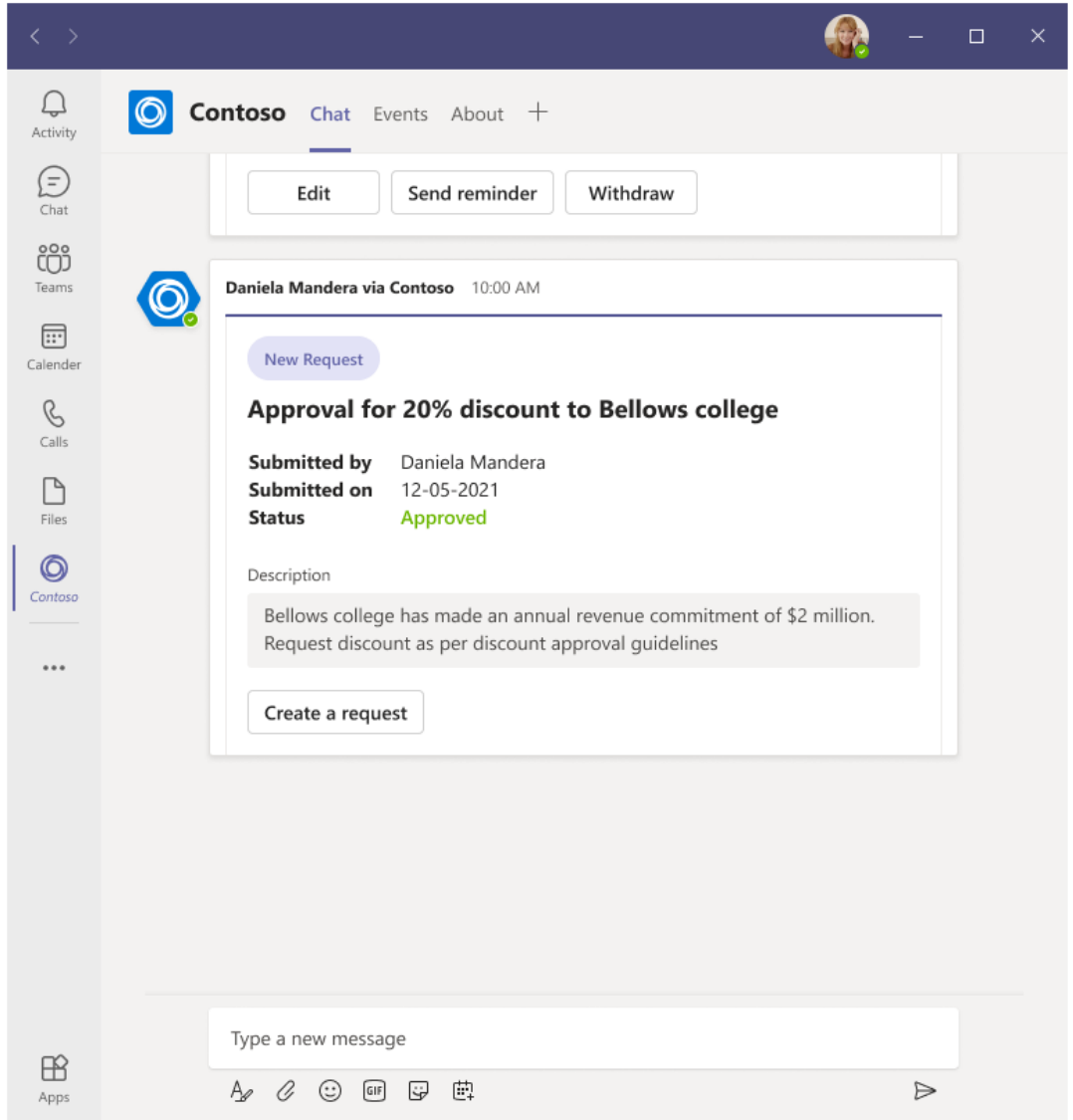
Request discount as per discount approval guidelines
Approve
Type a new message


Activity
Chat
Teams
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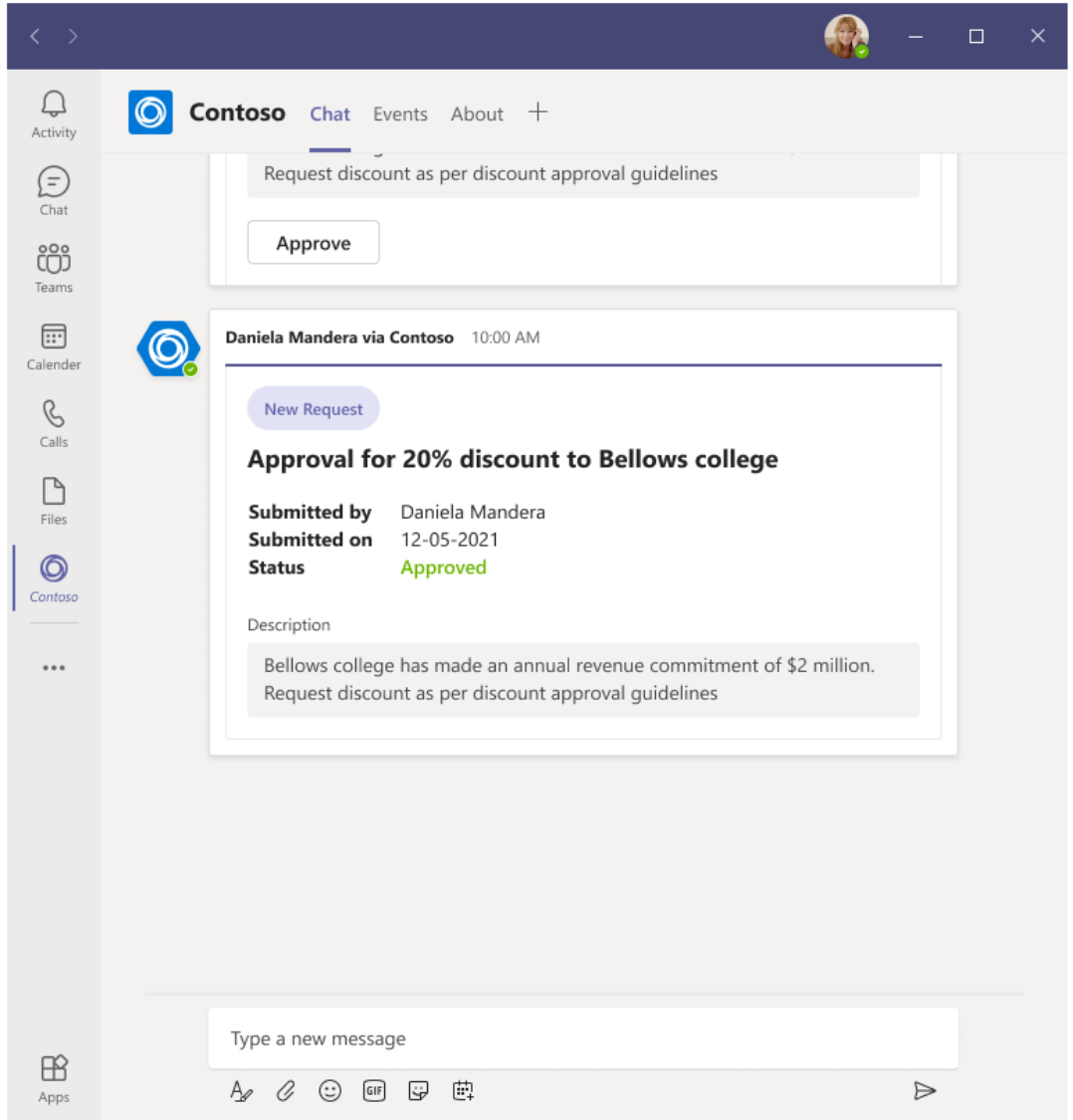
Contoso
Apps
Contoso
Chat
Events
About
Edit
Send reminder
Withdraw
Daniela Mandera via Contoso
10:00 AM
New Request
Approval for 20% discount to Bellows college
Submitted by
Daniela Mandera
Submitted on
12-05-2021
Status
Approved
Description
Bellows college has made an annual revenue commitment of $2 million.
Request discount as per discount approval guidelines
Create a request
Type a new message


Activity
Chat
Teams
Calender
Calls
Files
Contoso
Apps
Contoso
Chat
Events
About
Request discount as per discount approval guidelines
Approve
Daniela Mandera via Contoso
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Submitted by
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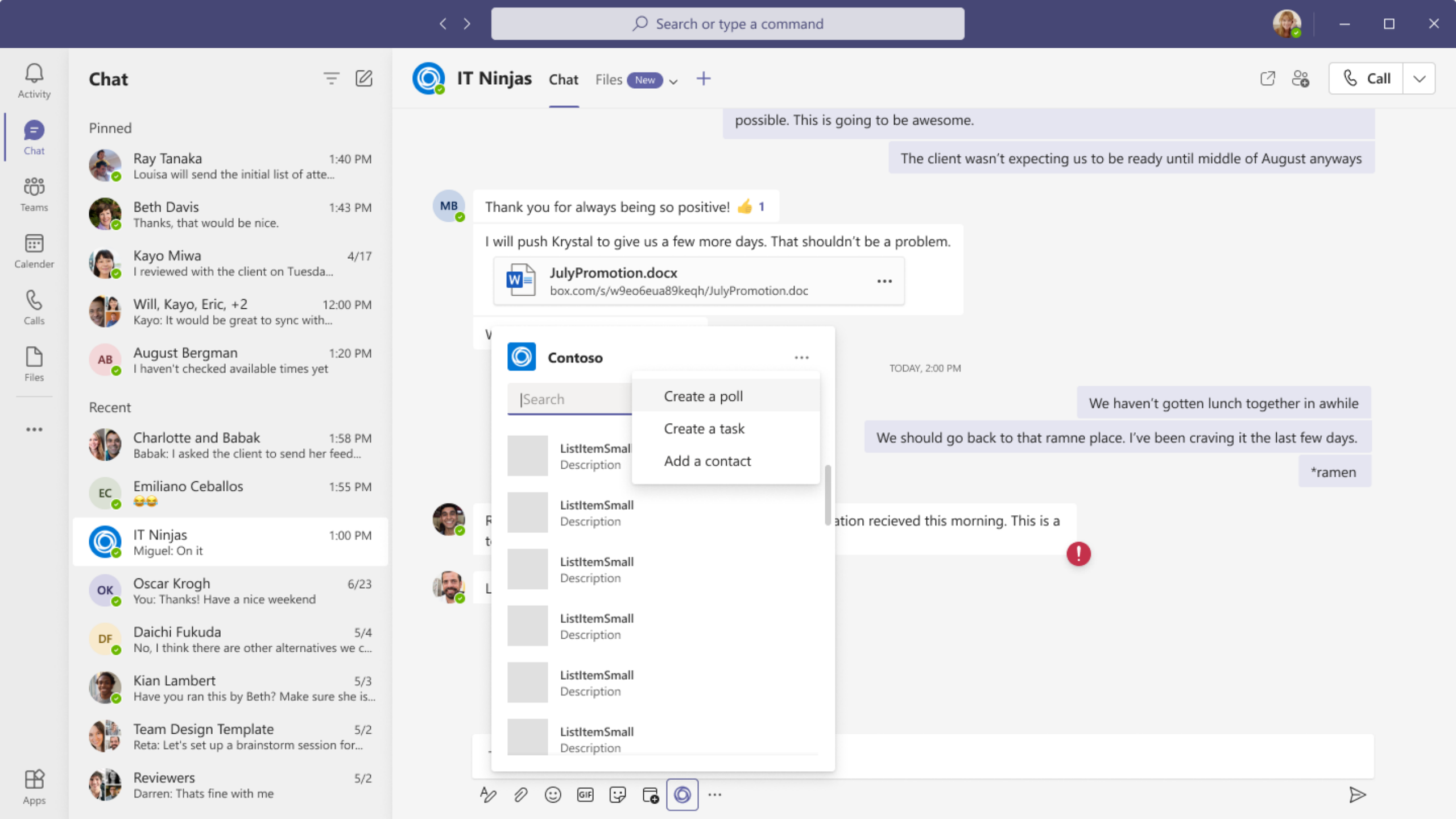
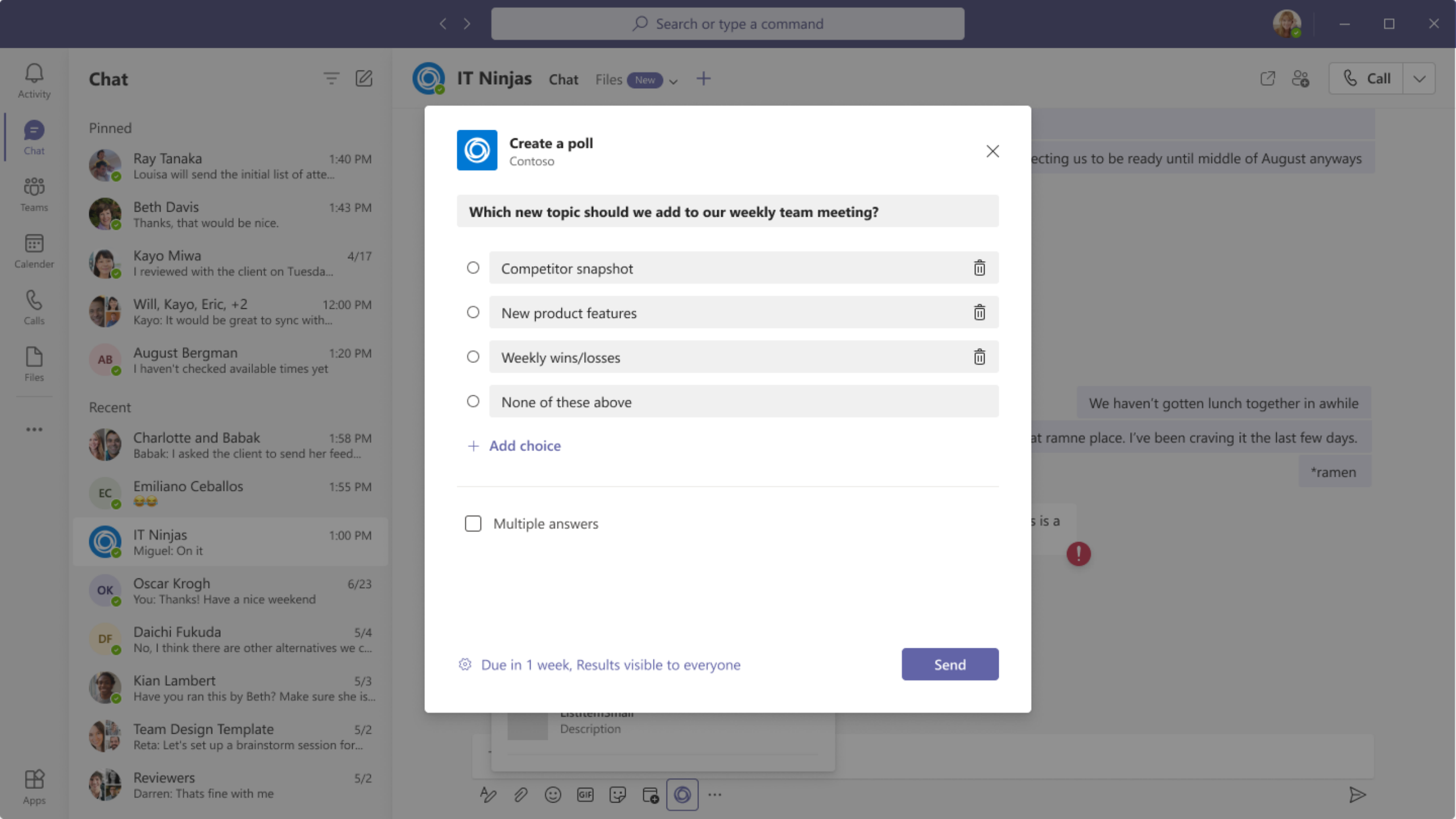
Type a new message

9. Create & share

To make your app experience relevant to conversations in Teams, allow users to create and share items in the context of a Teams conversation. Instead of the user having to switch context and go to the browser to create an item, users can use message extension to quickly create and share relevant content into a conversation in Teams.

Learn more about


Search or type a command
Activity
Chat
Teams
Calender
Calls
Files
Apps
Chat
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...
AB August Bergman 1:20 PM
I haven't checked available times yet
Recent
Charlotte and Babak 1:58 PM
Babak: I asked the client to send her feed...
EC Emiliano Ceballos 1:55 PM
IT Ninjas 1:00 PM
Miguel: On it
OK Oscar Krogh 6/23
You: Thanks! Have a nice weekend
DF 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
IT Ninjas
Chat
Files New
Call
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
Contoso
Search
Create a poll
Create a task
Add a contact
ListItemSmall
Description
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
ation recieved this morning. This is a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Team Design Template 5/2
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Reviewers 5/2
Darren: Thats fine with me
IT Ninjas Chat Files New
Call
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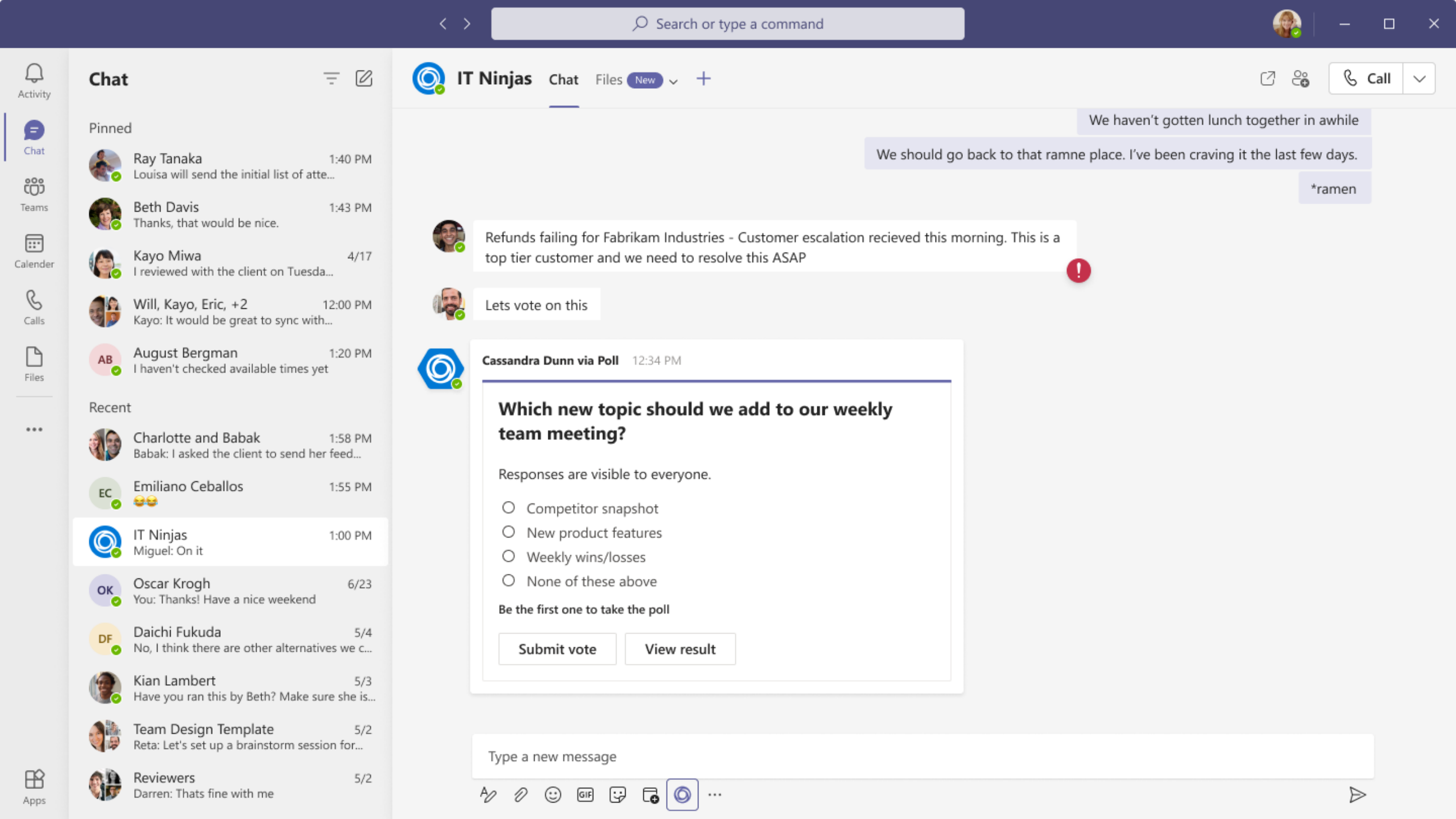
We haven't gotten lunch together in awhile
at ramne place. I've been craving it the last few days.
*ramen
s is a
Description
Create a poll
Contoso
Which new topic should we add to our weekly team meeting?
Competitor snapshot
New product features
Weekly wins/losses
None of these above
Add choice
Multiple answers
Due in 1 week, Results visible to everyone
Send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Teams
Calender
Calls
Files
Apps
Chat
Pinned
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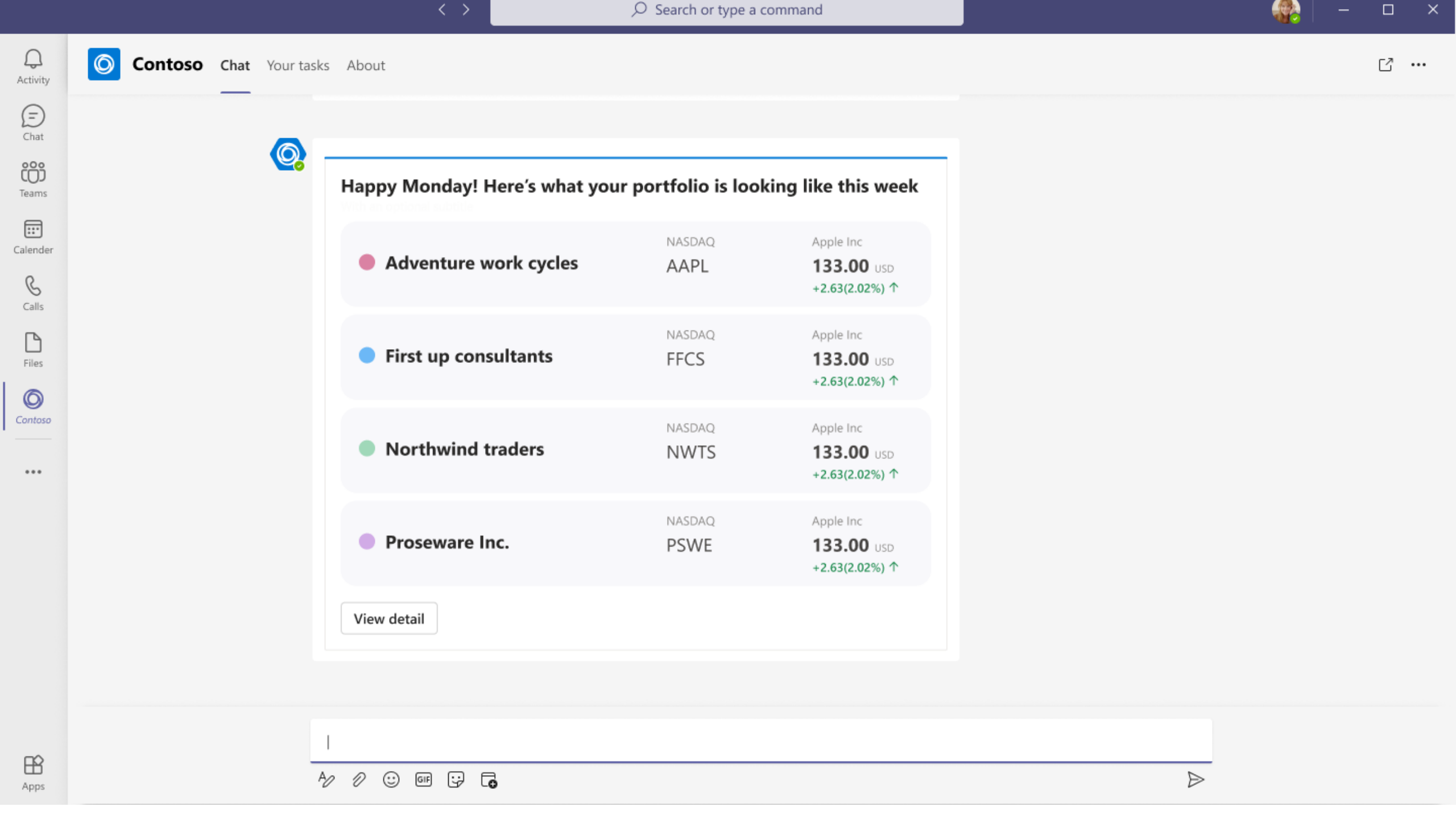
Reta: Let's set up a brainstorm session for...
Reviewers 5/2
Darren: Thats fine with me
IT Ninjas
Chat
Files New
Call
We haven't gotten lunch together in awhile
We should go back to that ramne place. I've been craving it the last few days.
*ramen
Refunds failing for Fabrikam Industries - Customer escalation recieved this morning. This is a top tier customer and we need to resolve this ASAP
Lets vote on this
Cassandra Dunn via Poll 12:34 PM
Which new topic should we add to our weekly team meeting?
Responses are visible to everyone.
Competitor snapshot
New product features
Weekly wins/losses
None of these above
Be the first one to take the poll
Submit vote
View result
Type a new message
GIF

10. Inform users

Informing users about important events when they occur or on a periodic basis reduces the need for a user to go outside Teams to look for these updates. Use bot notifications in a personal scope or channel scope as applicable to inform one or more users about important occurrences.

Learn more about send proactive messages


Search or type a command
Activity
Chat
Teams
Calender
Calls
Files
Contoso
Apps
Contoso
Chat
Your tasks
About
Happy Monday! Here's what your portfolio is looking like this week
Adventure work cycles
NASDAQ
AAPL
Apple Inc
133.00 USD
+2.63(2.02%)
First up consultants
NASDAQ
FFCS
Apple Inc
133.00 USD
+2.63(2.02%)
Northwind traders
NASDAQ
NWTS
Apple Inc
133.00 USD
+2.63(2.02%)
Proseware Inc.
NASDAQ
PSWE
Apple Inc
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+2.63(2.02%)
View detail

Thank You

Microsoft Teams Ecosystem