# **Best Practices**

Richer experiences with Message Extensions





### **Richer Experiences with Message Extensions**

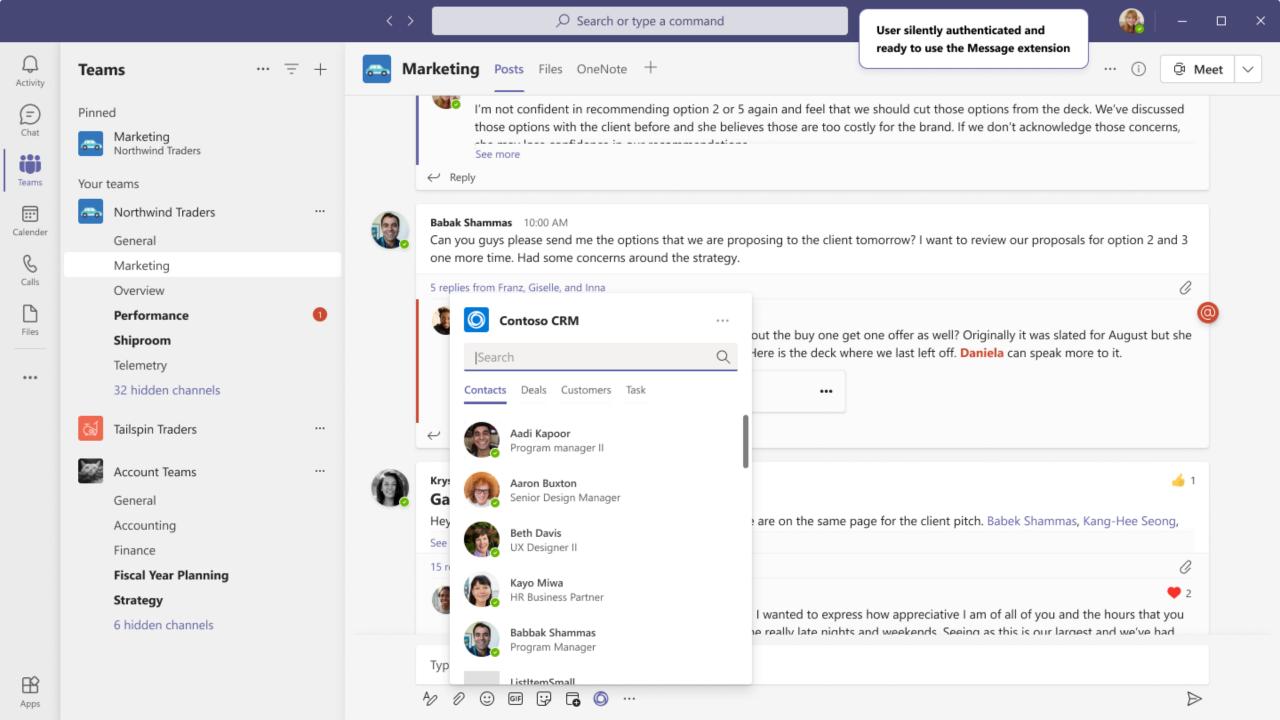
Learn Best practices on using Message extensions to make your app experience truly shine! There are two types of messaging extension commands, search command and action command.

### **Message Extension - Search Command**

Scenario - You want to find something in an external system, and share the results into a conversation.

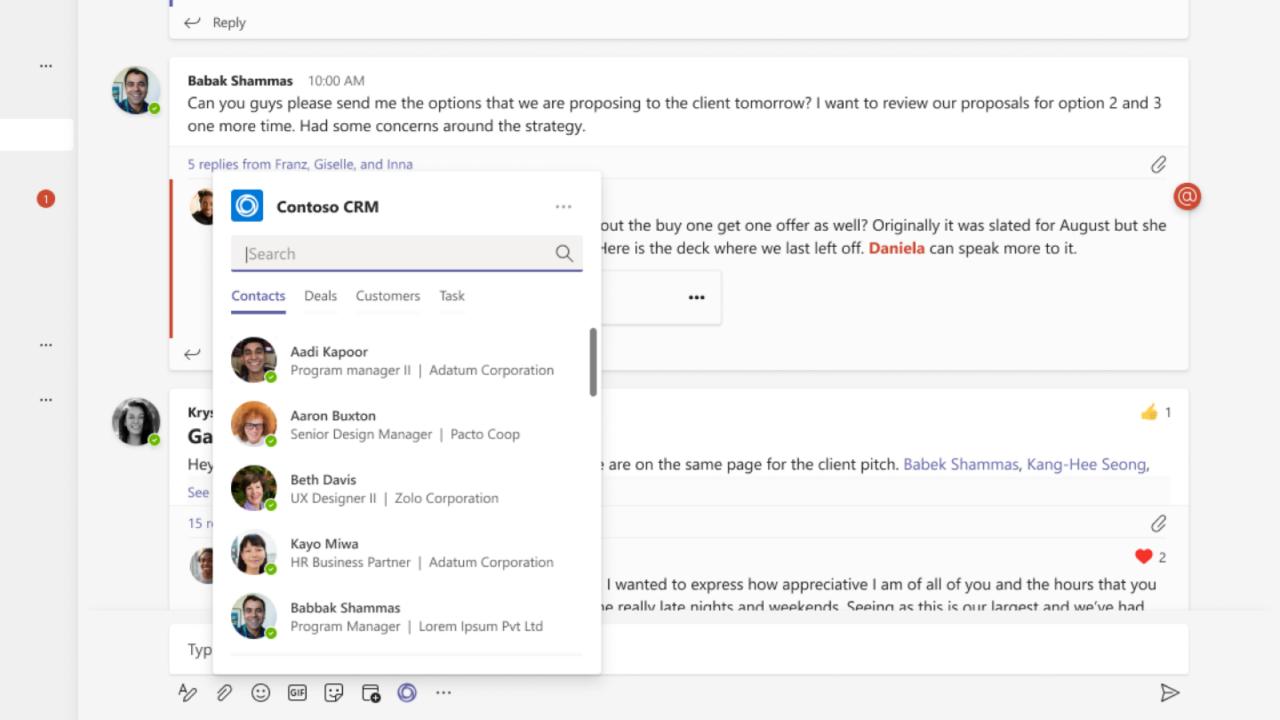
## Sign in users with SSO

To give users the most friction-free sign in experience, use Single sign-on (SSO) which silently refreshes the authentication token, and minimizes the number of times you need to enter your sign in credentials for Microsoft Teams.



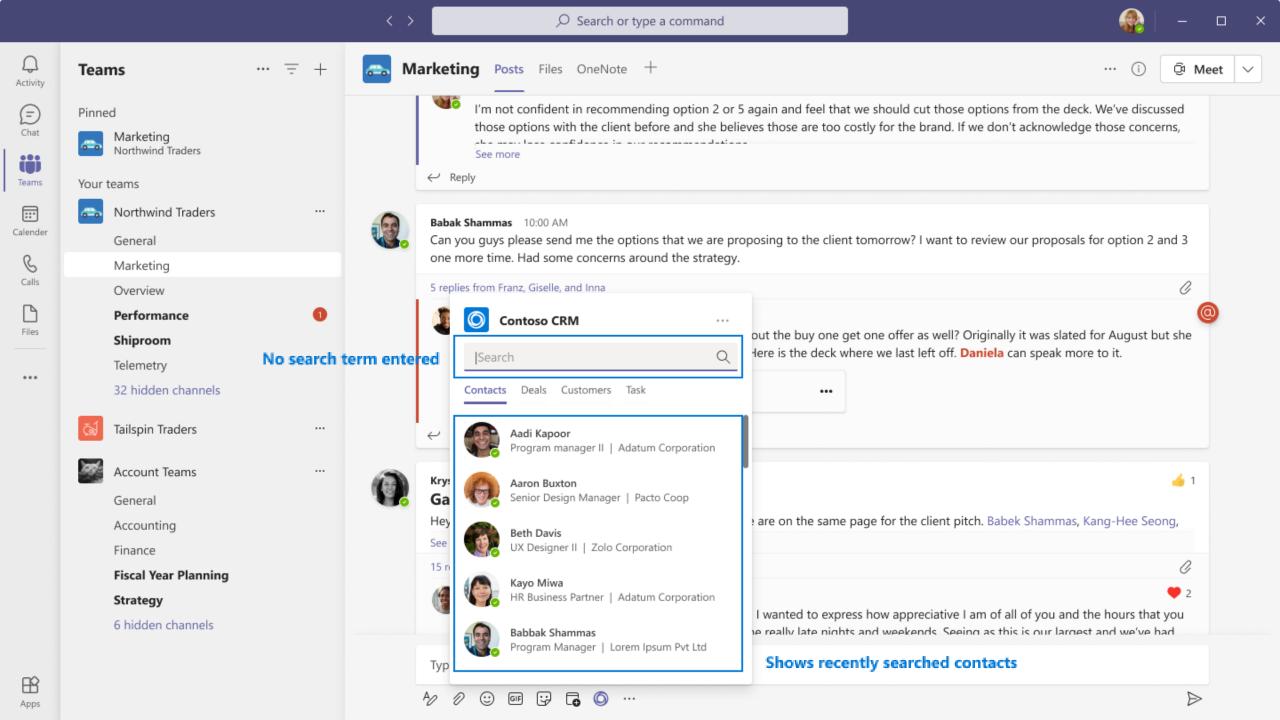
### **Categorize your search**

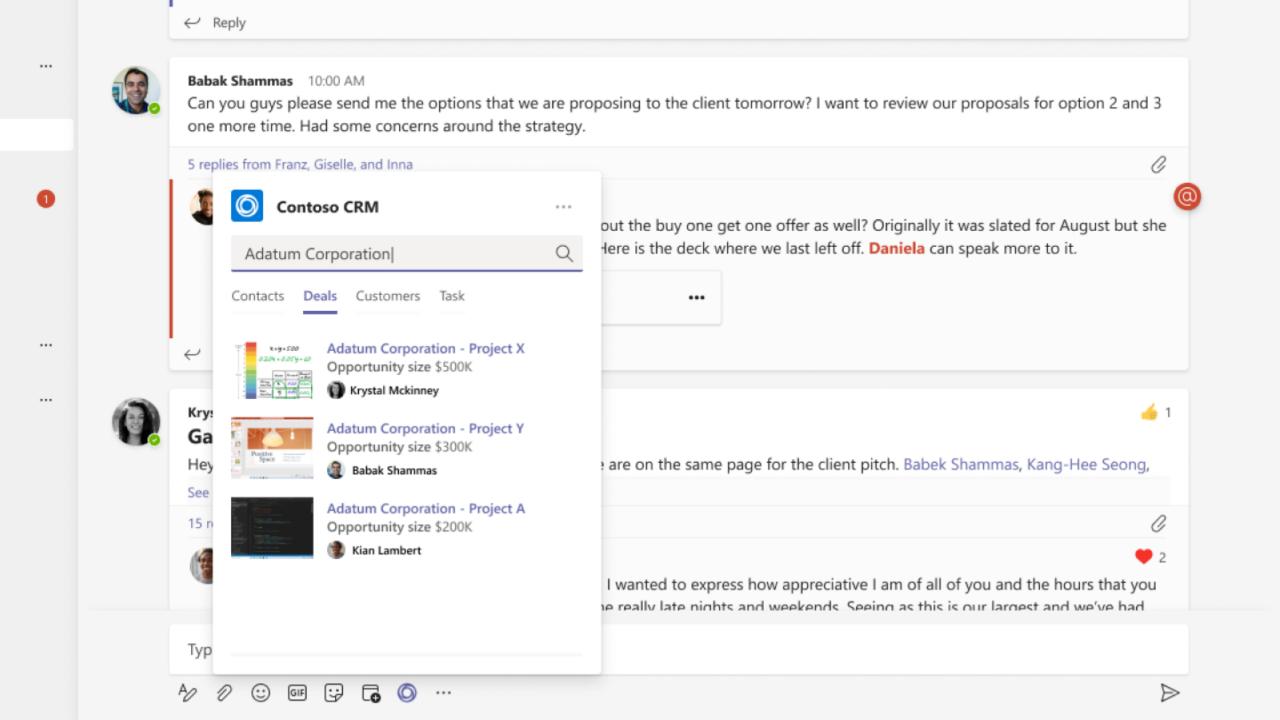
Think of the most important 'entities' users are likely to search for while using your application in Teams. Simplify a user's search by organizing your search into logical categories of such entities.



### Respond to searches delightfully!

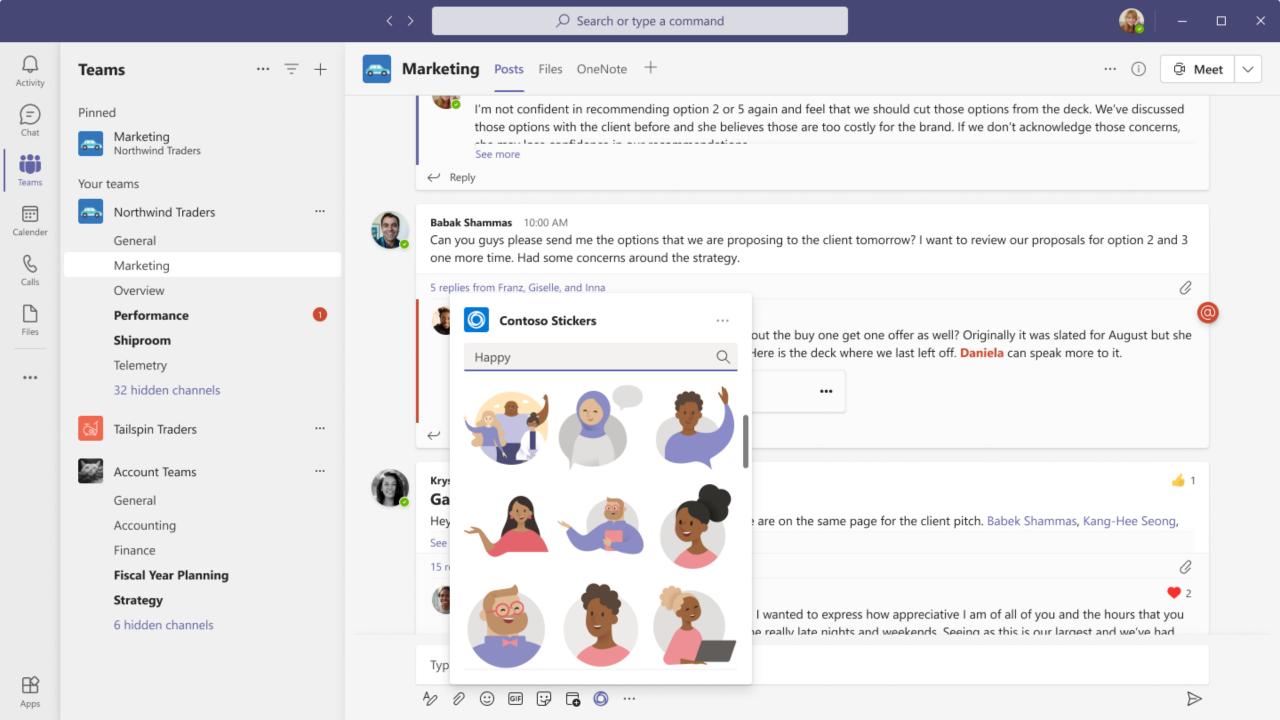
Always populate results even without the user having to explicitly search e.g. most recent search results. You can choose to respond with a list of cards – leverage images, colours and font settings to create an easy to understand, aesthetically pleasing card.





### **Grid view**

A lesser known ability of message extensions is to respond to searches with a Grid view. Use this if your business use cases demands it!



### Role based experience in Message extensions

Take advantage of the fact that you know who the user is, and surface content relevant to that specific user and her role in the organization.



#### **Contoso**

#### A typical CRM software app



#### **Megan Bowen**

Role

**Regional Sales Manager** 

Fabrikam Industries

Manages a team of Sales Reps

"I am responsible for Sales in my entire region. I also lead a team of Sales reps who each have individual sales targets. I care about their performance, career growth and job satisfaction."



#### **Babak Shammas**

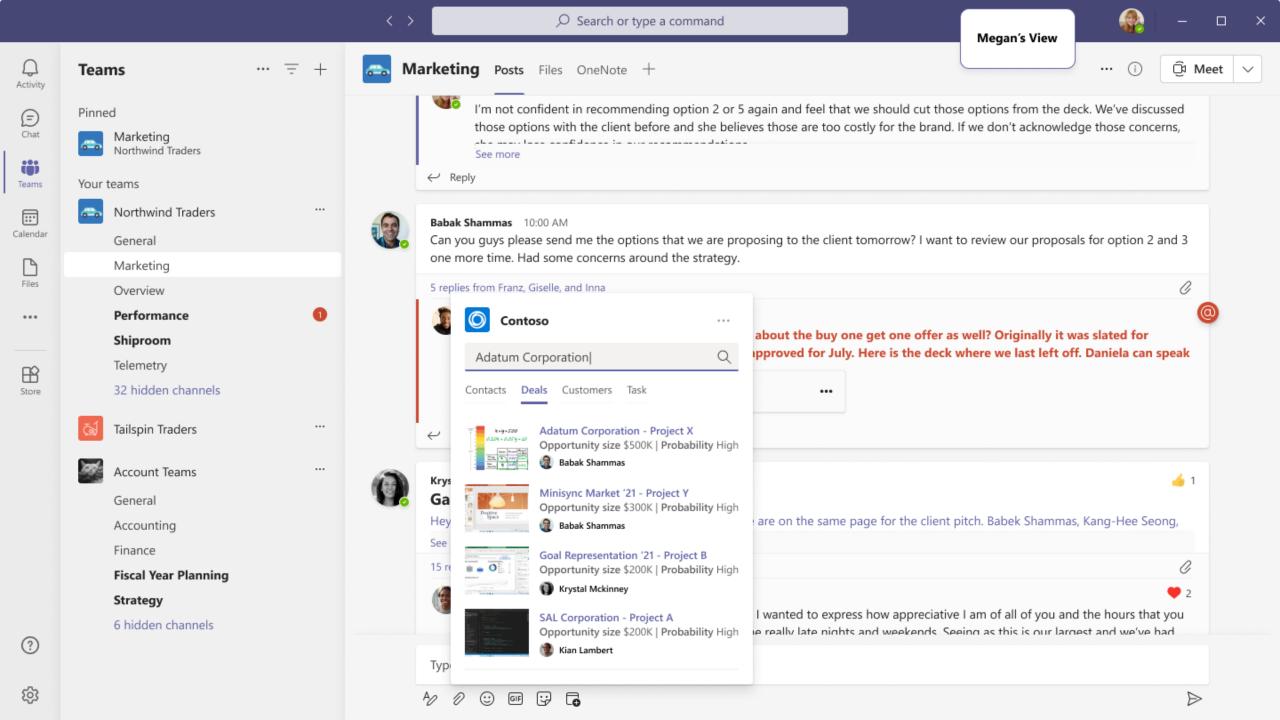
Role

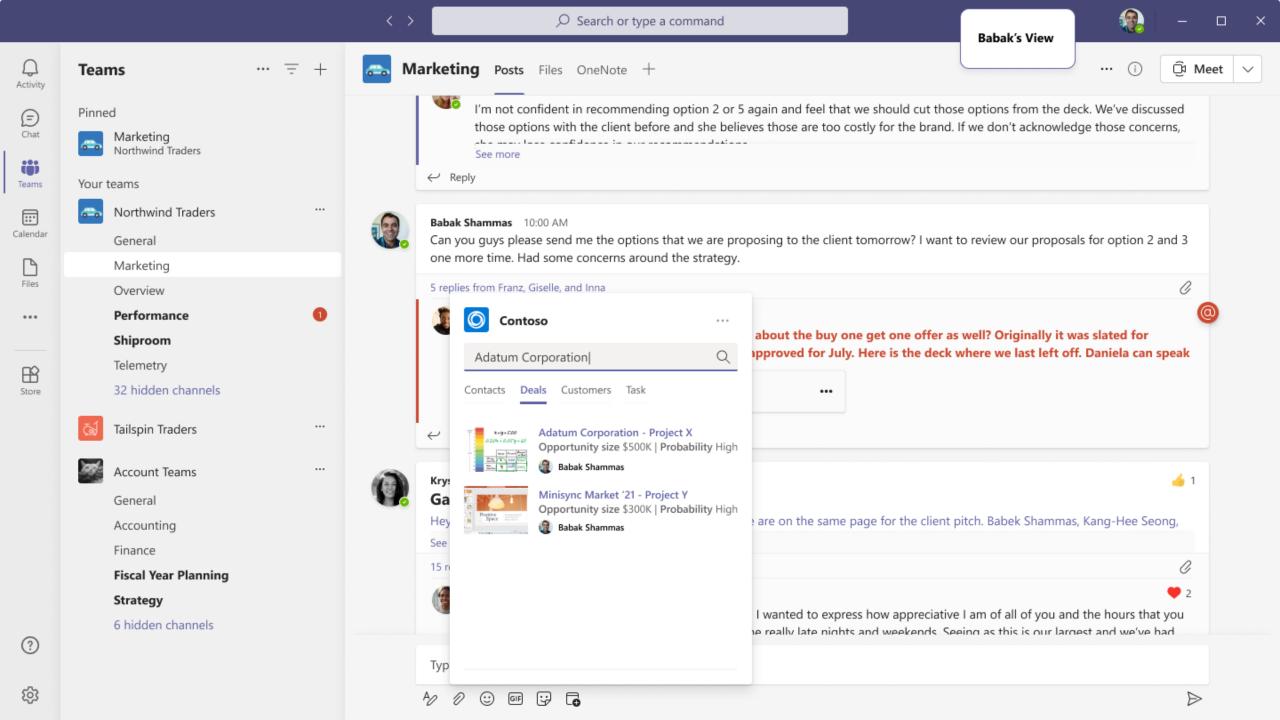
Sales Rep

Fabrikam Industries

Reports to Megan Bowen

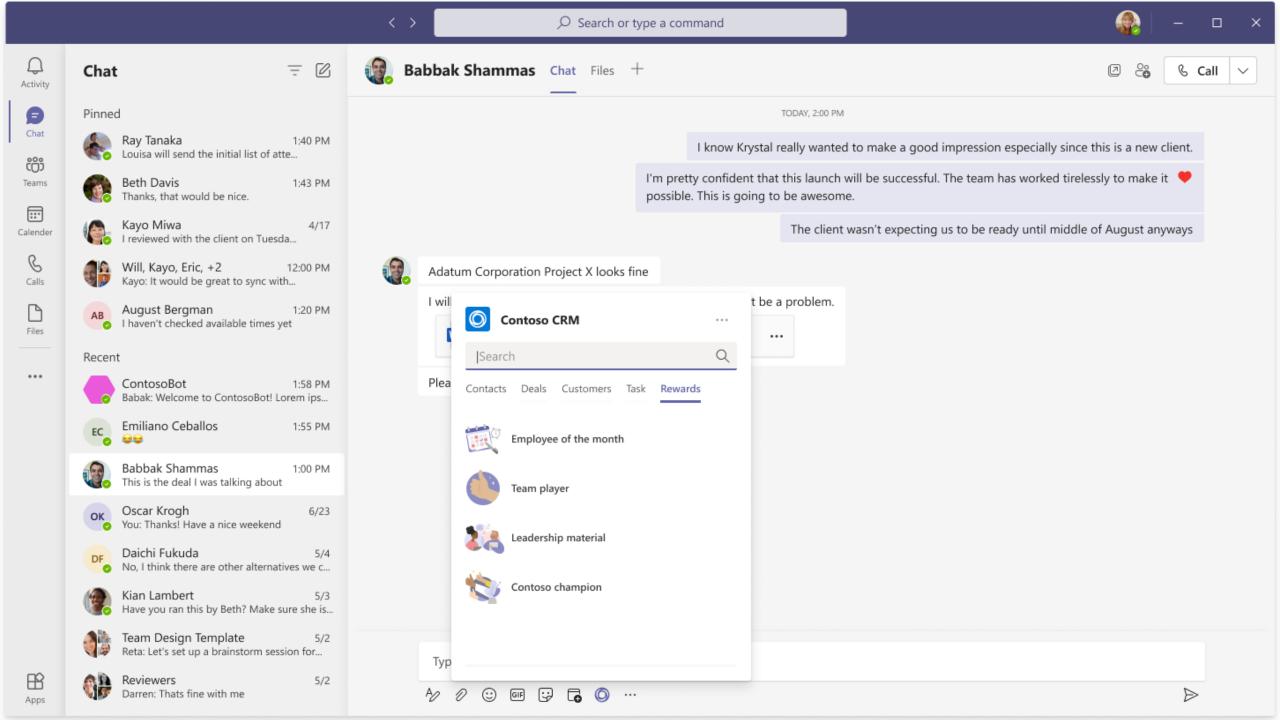
"I work hard to meet my individual sales target. I look to my manager, Megan for her guidance and leadership and strive to become a better sales person"

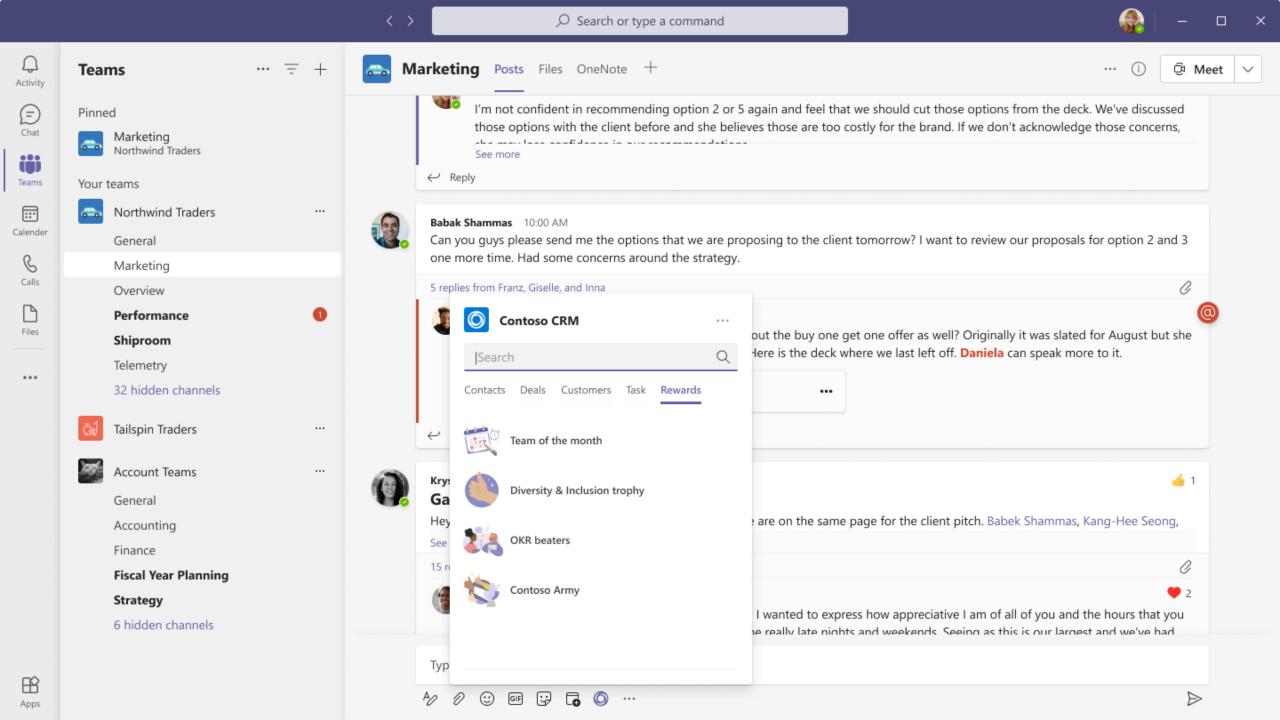




### Scope-based experiences in Message extensions

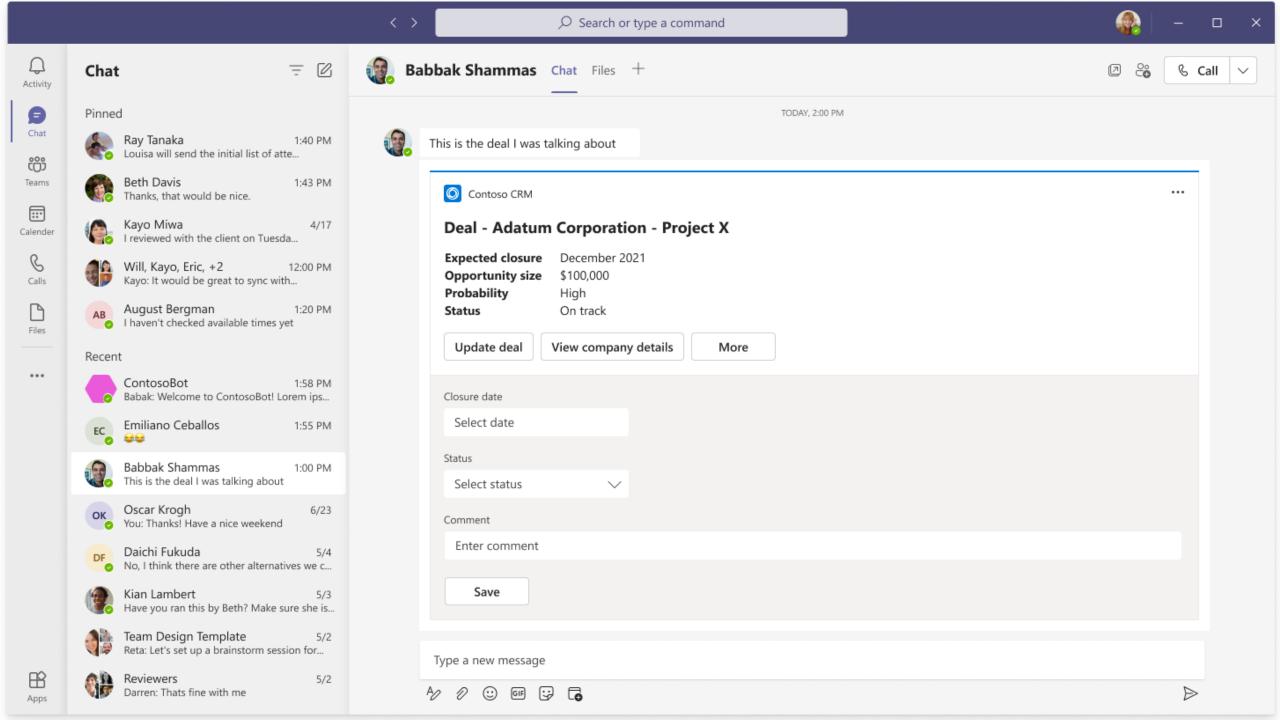
Take advantage of the fact that you know what the scope is i.e. whether the messaging extension is being invoked in a 1:1 chat, group chat, Channel conversation, etc. Leveraging this information you can create experiences tailored to that specific scope





### Make your search results actionable

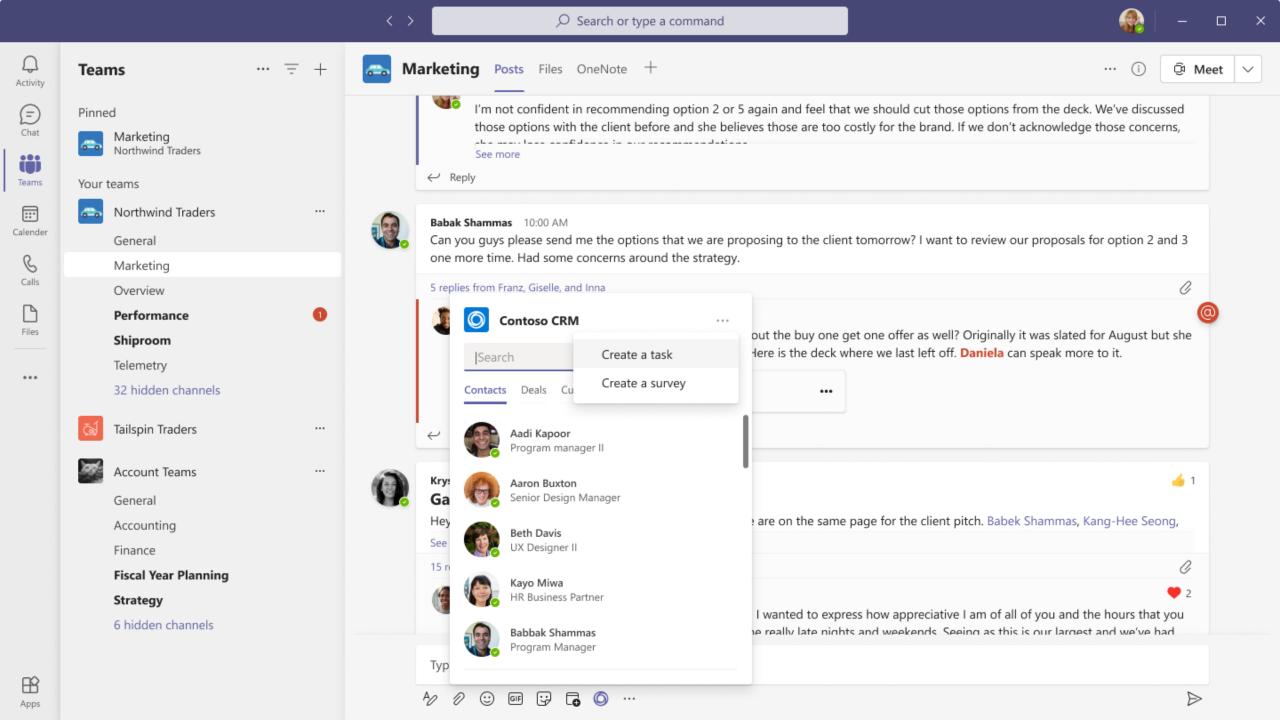
Leverage the rich capabilities of Cards to post your search results into the conversation – most importantly make these cards actionable. When users interact with your card to perform an action, respond to the user in an engaging, useful way.



### **Message Extension – Action command**

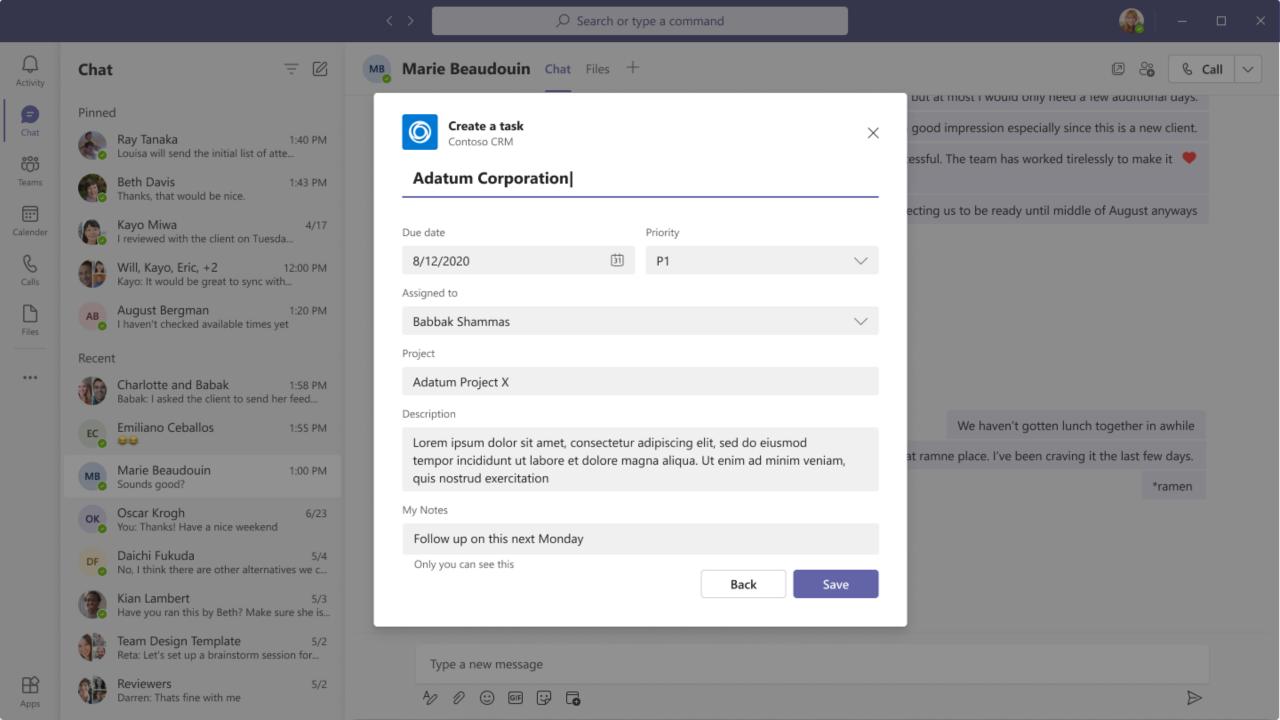
The second type of message extension command is an Action command

Scenario - You want some external system to do an action and the result of the action to be sent back to your conversation.



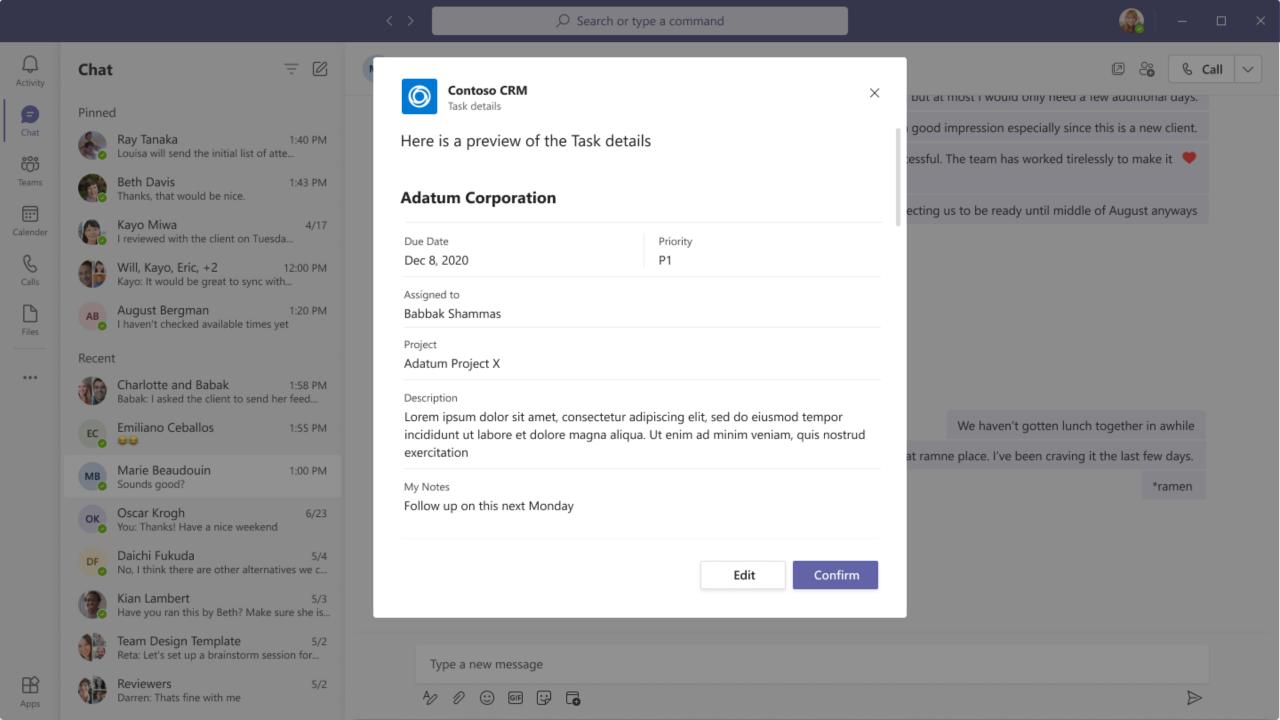
### **Build a native experience – Adaptive cards**

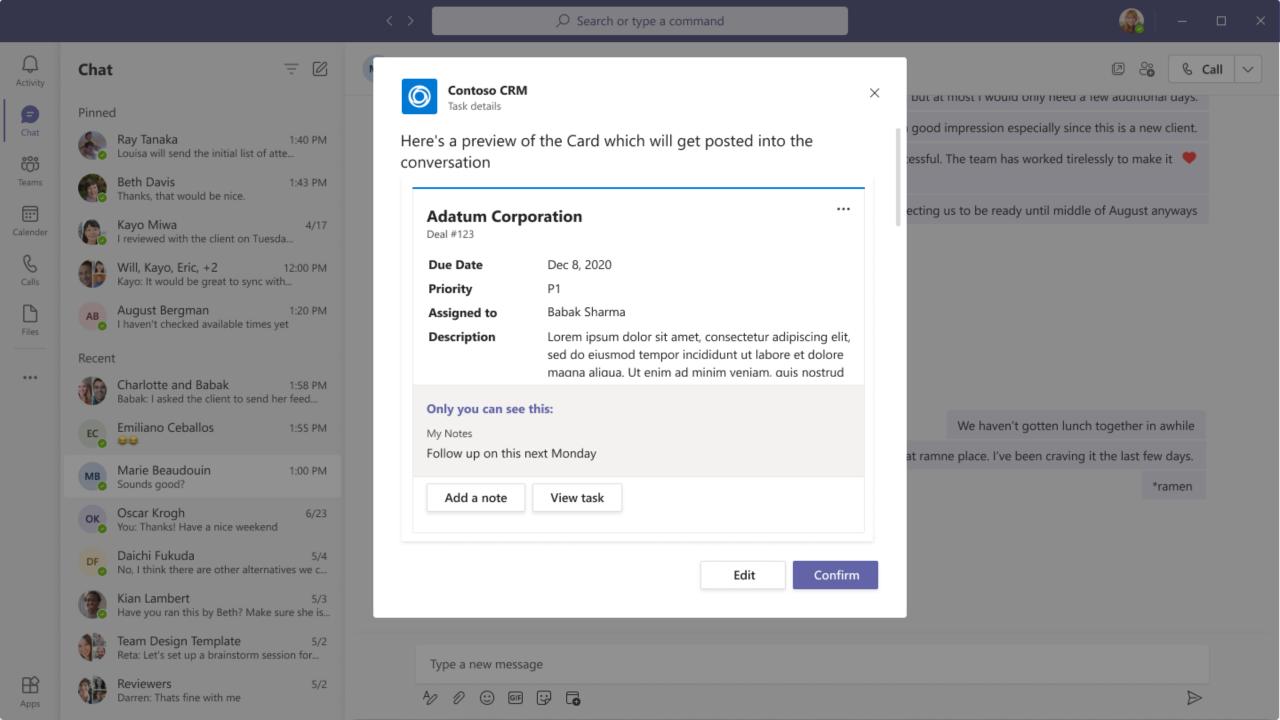
The most common way of responding to an action command is by returning a task module. Ensure your task module looks native to Teams. A great way to do that is by using Adaptive cards.

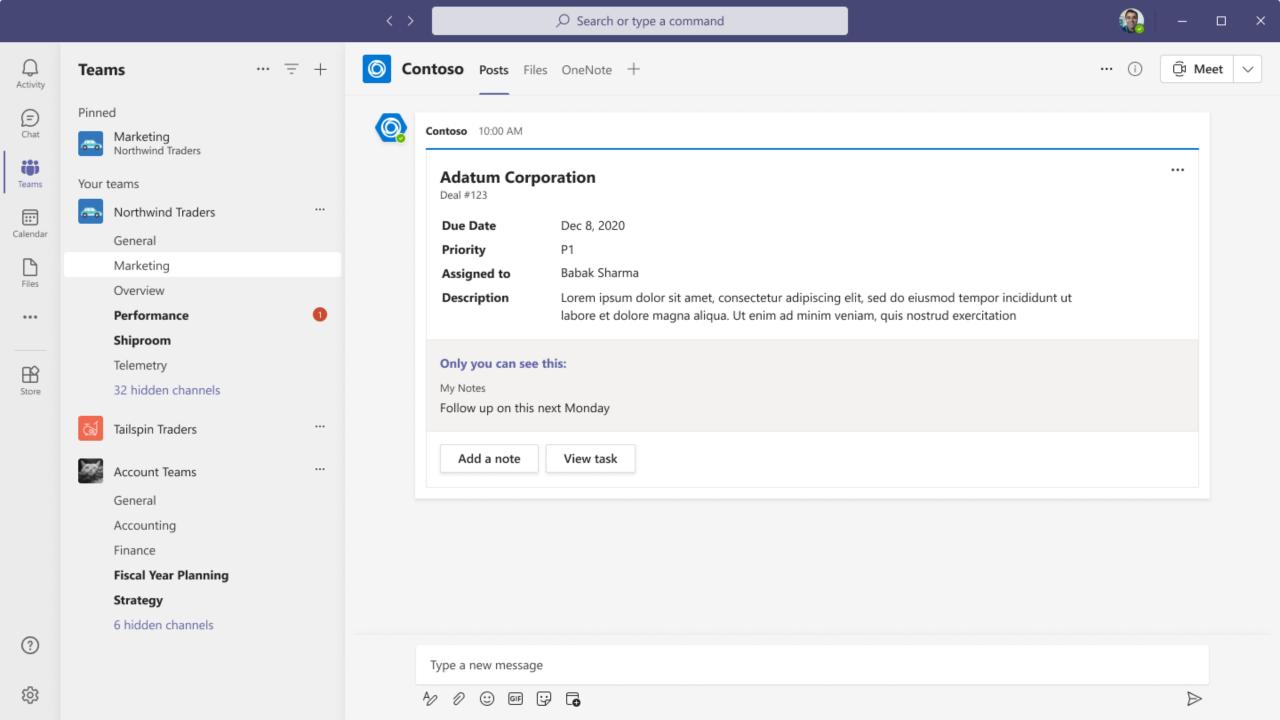


### **Build a native experience – Fluent UI**

If you can't use an Adaptive card, and must embed your own web experience in the task module, be sure to use UI components that look native to Teams. The easiest way to do this is by using Fluent UI components.

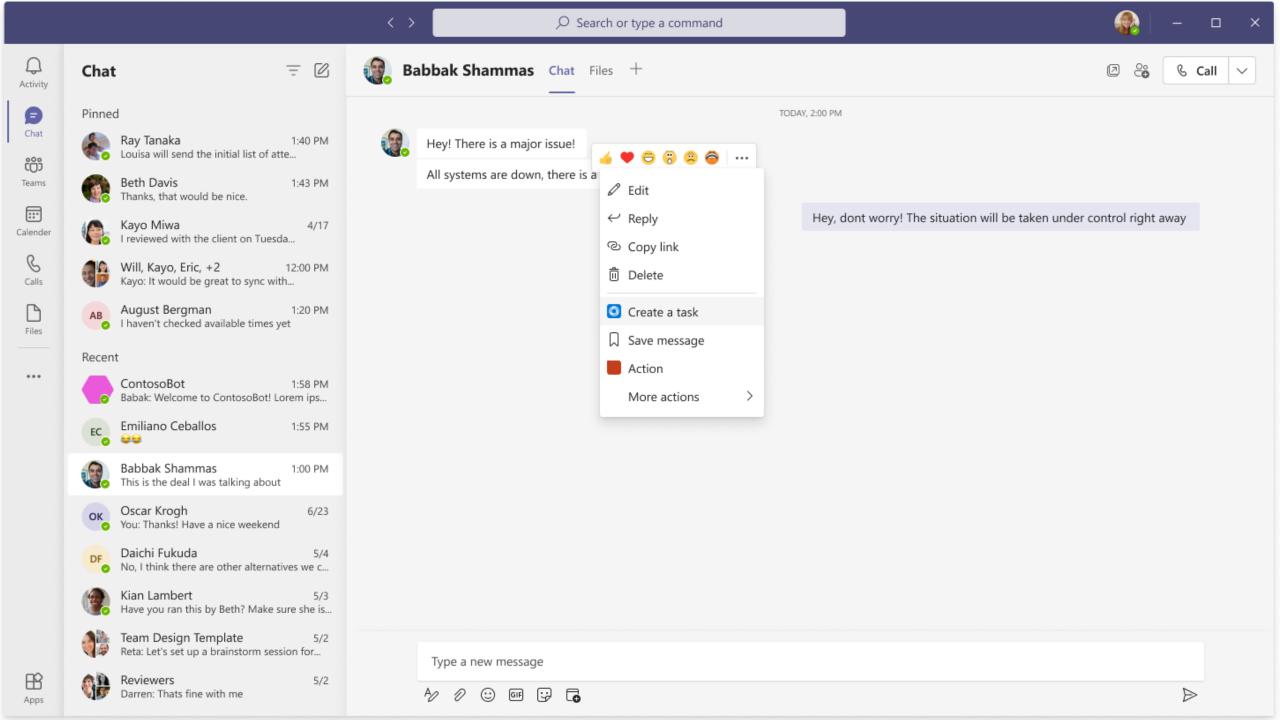


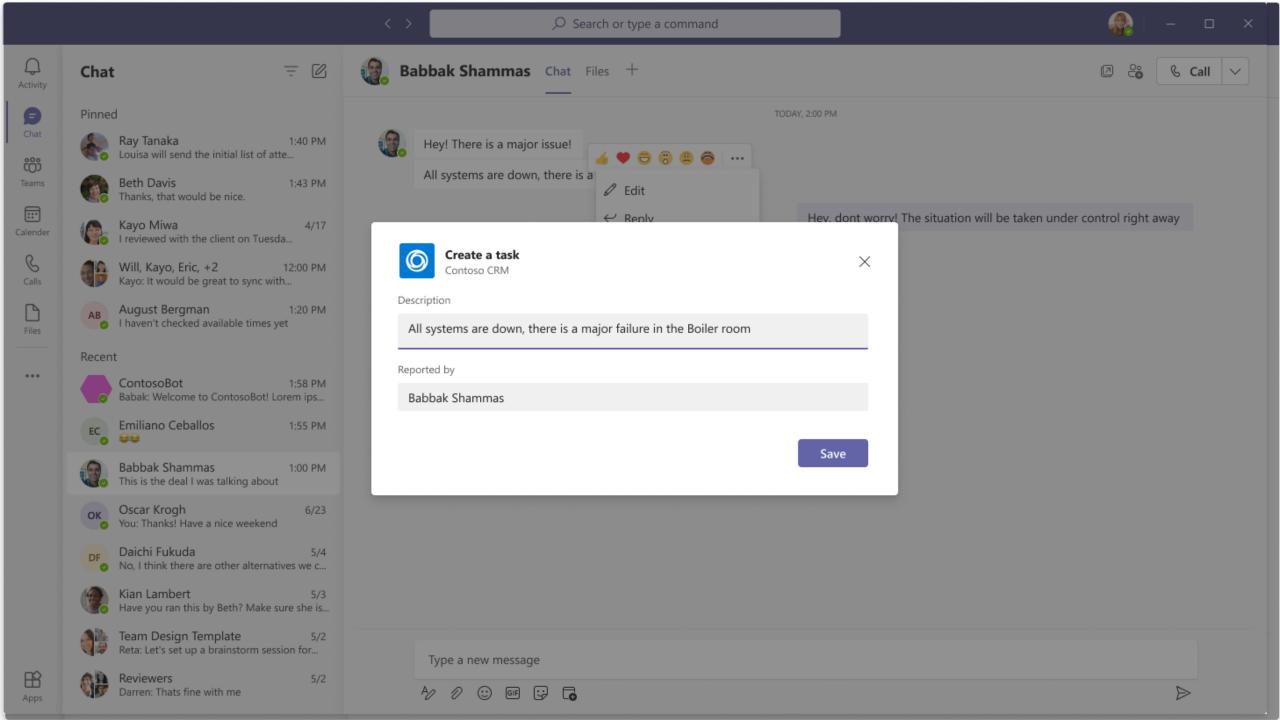




### **Use 'Message actions'**

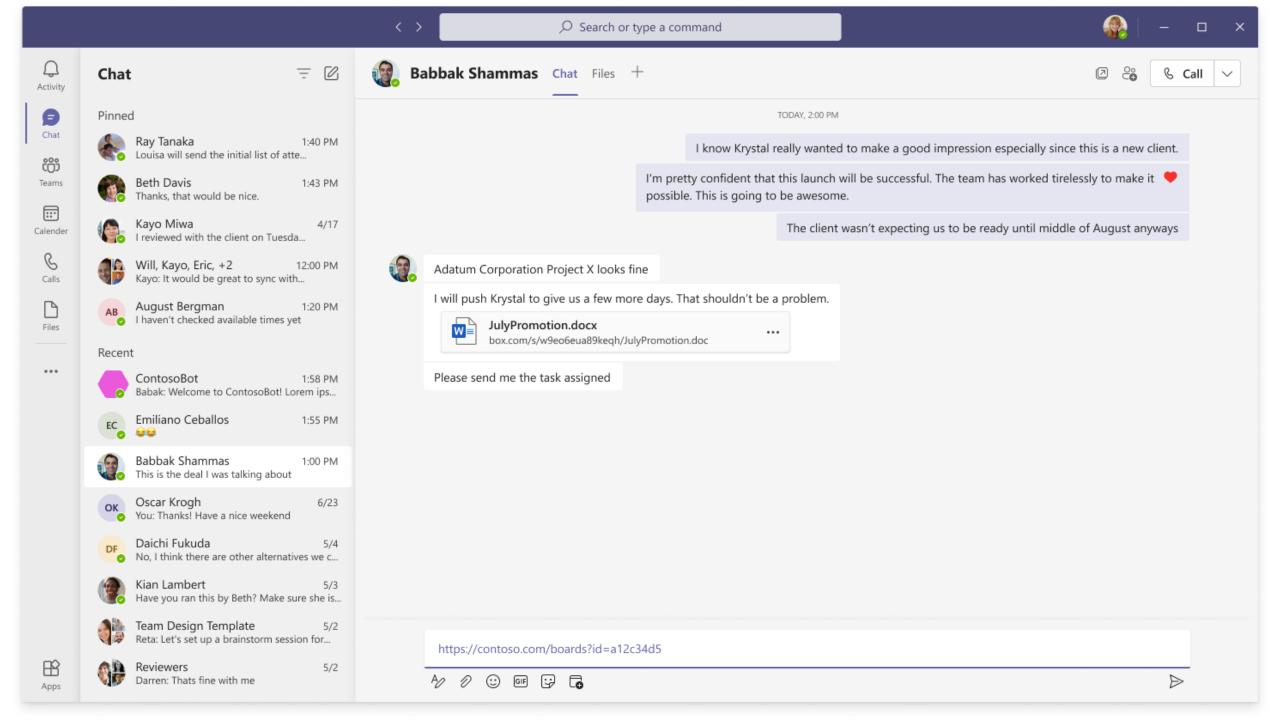
When your use case demands it, you can trigger action commands from a message itself. When you do this, you have context about the message and can use that information for your action command.

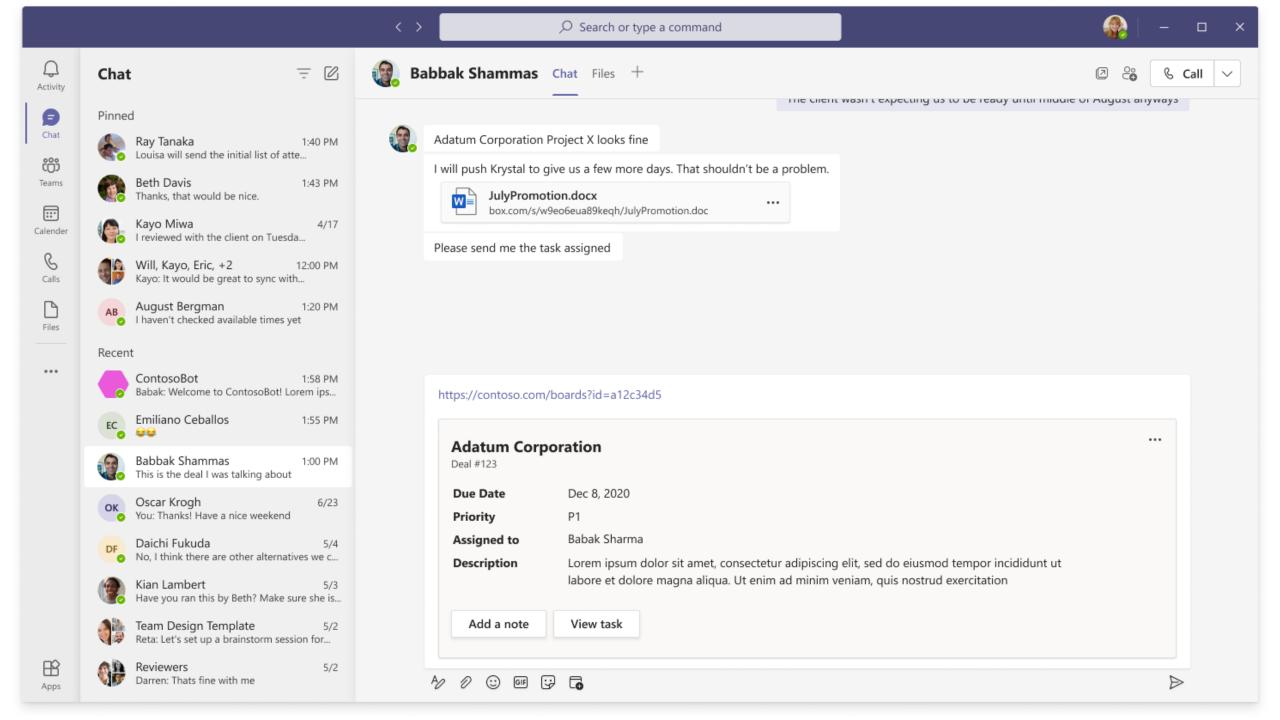


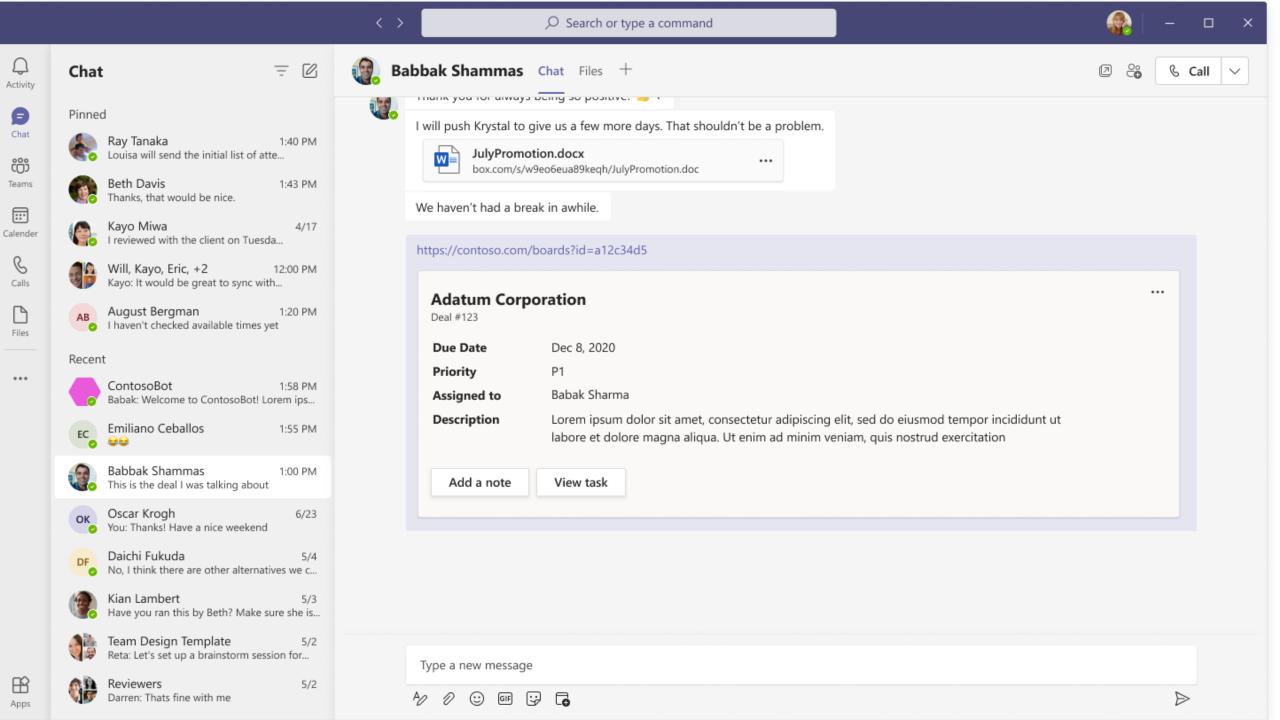


### **Link unfurling**

Very often users will paste URLs into Teams conversations. Your web service can "unfurl" the URL into a detailed card, providing more information than the standard website preview card. You can add buttons to allow the users to immediately take action without leaving the Microsoft Teams client. Link unfurling happens even without users having to install your app – so this is a great way to increase discoverability for new users.







## Thank You

