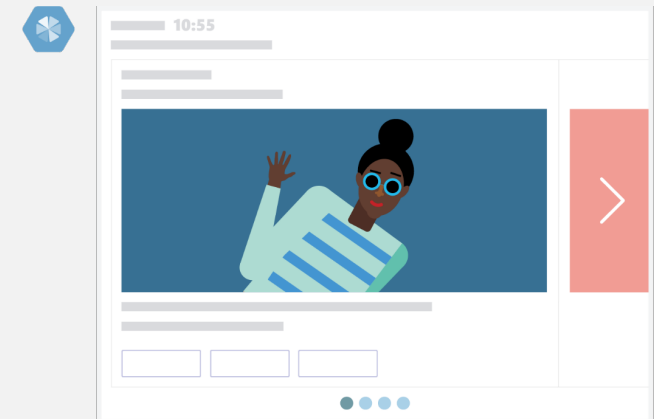
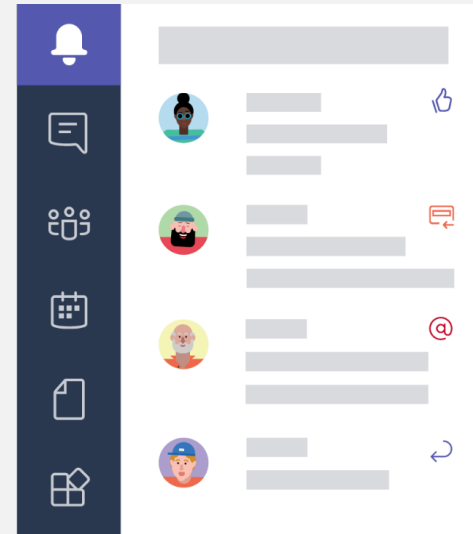
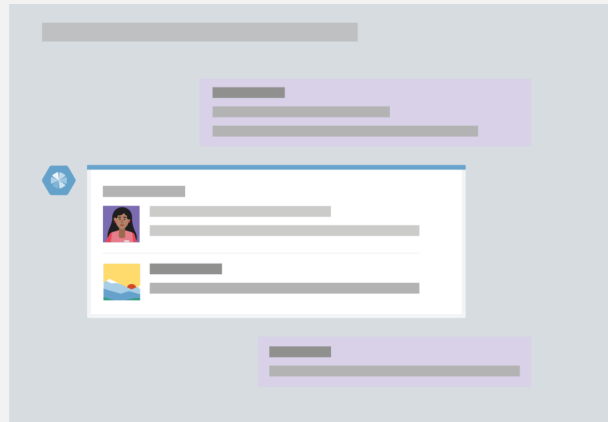


# Microsoft Teams

## Best Practices to Engaging Users with Notifications

# Proactive Messaging to Users & Channel Members



## First Run Experience

Create a good first impression

Clear message on why the user received the  
Welcome message

Describe value proposition in 3-4 simple visual cues

Tempt to do their first interaction

## Request for Response or Remind Action Items

Explicit information for the reason to notify

Information on who/what caused the notification

Call to Action after clicking on the notification

## Actionable External Event Notifications

Subscribe to events as notifications into personal  
scope or channel scope

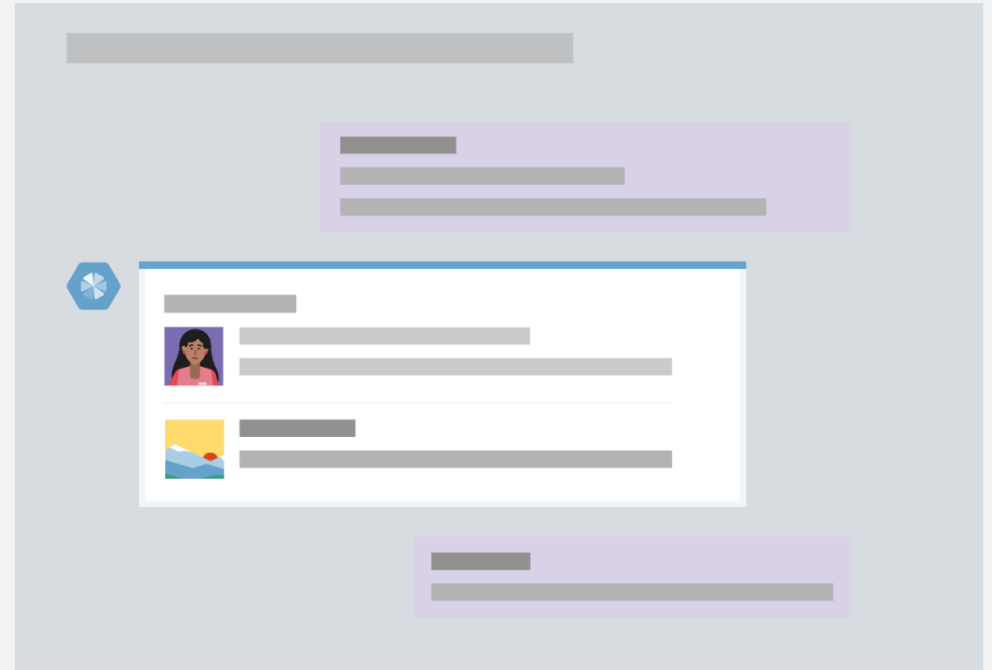
Activity Feed/Chat notifications with information to  
why the notification got triggered

# Start Connecting

Bots are conversational apps that perform a narrow or specific set of tasks.

They give you an opportunity to communicate with users, respond to their questions, and proactively notify them about changes.

They're a great way to reach out.



# Guidelines

## Welcome Message & First Run Experience

### Explain the value of the app in Teams

- Explaining with a clear example what your bot does at the very beginning will give users a reason to engage, and the right words to use.
- Welcome messages should tell users the value of the bot, and how to interact with it for the main scenarios.

### Take a Tour

- We love to see tours offered at the very beginning.
- This is a great opportunity to use a carousel and walk users through scenarios you offer.
- Listen for "tour", "help", and "what do you do" to resurface this content

### Unauthenticated queries

- Before forcing users to sign in, how can you help them understand the value of your service?



Contoso 2:00 PM



### Welcome to Contoso

This bot will help you submit time away from work, and keep track of paid holidays. You can ask about "upcoming holidays" or submit "time off". Take a tour to see all the things the bot can do and how to use its tabs.

Sign in

Take a tour



monday.com Yesterday 3:06 PM

### Welcome to monday.com bot!

Seamlessly connect your monday.com account with Microsoft Teams to boost productivity and transform any conversation into action items

The screenshot shows a chat window with a blue border. At the top, it says "Campaign event launch" with a "Table view" toggle and a menu icon. Below that, there is a section titled "Urgent" containing a table of tasks:

Task	Status	Assignee	Due Date
Backgrounder	Working on it	[Avatar]	Jan 22
High-res images for media kit	Stuck	[Avatar]	Jan 8
Press release	Done	[Avatar]	Jan-19

## How often should you use your bot to reach out to a user?

### When a state has changed

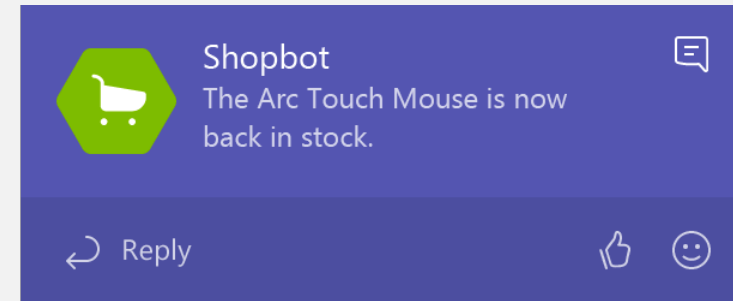
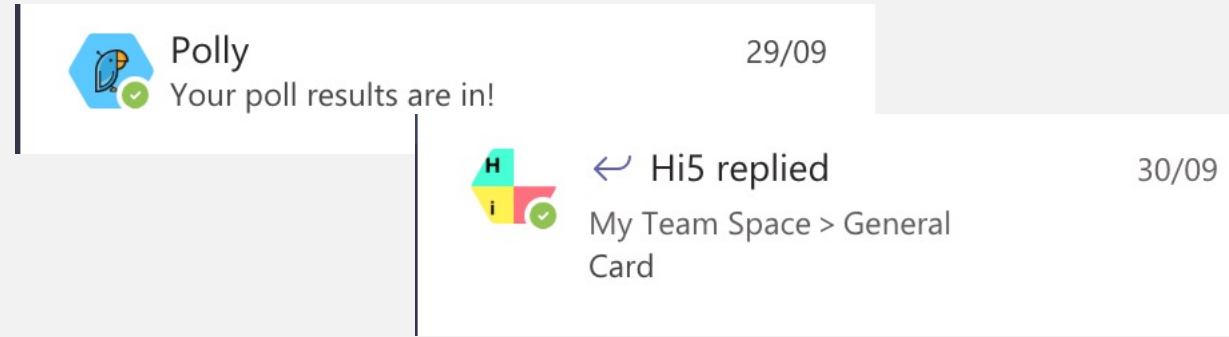
For example, if an assignment is marked as complete, when a bug changes, when new social media is available, or when a poll has been completed.

### When the timing is right

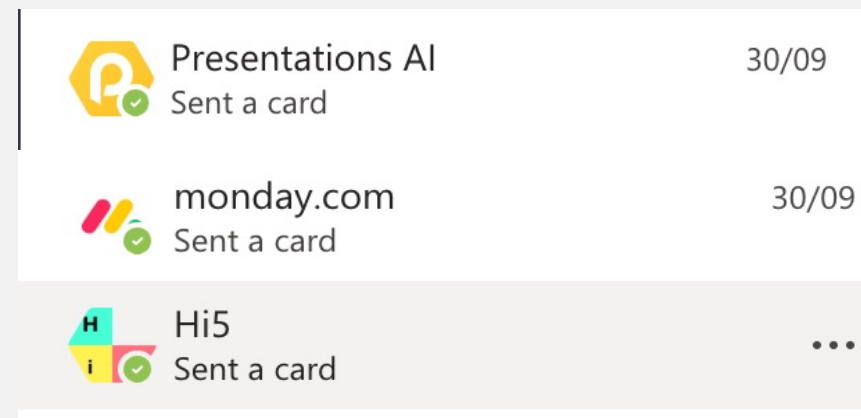
Your bot can act like a daily digest, sending a notification to the user or channel at a specific frequency.

Avoid creating "notification blindness" from too many notifications that are not critical for the user.

Bundle notifications, tune them to signals that are important and provide individual users and teams a way to customize how often bots interject themselves into a conversation



Leave the user in control. Provide notification settings that include frequency and priority.



# Best Practices

## Encourage easy task flow

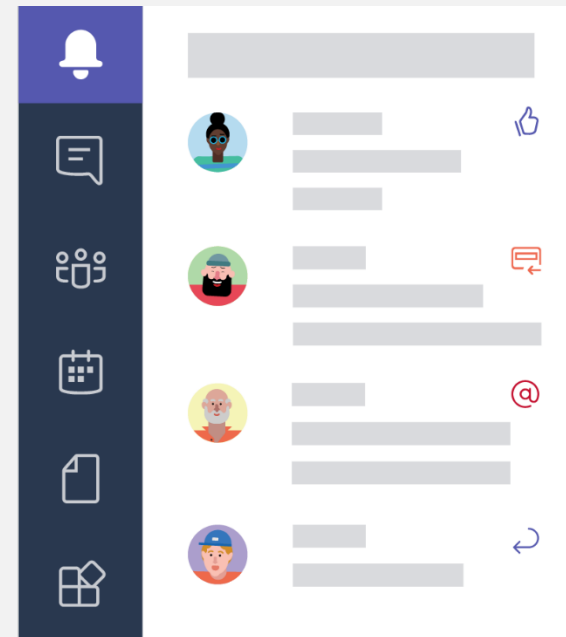
Support multi-turn interactions while still allowing for fully formed questions. Anticipating the next step will help users get through task flows much easier.

If a user takes several steps to complete a task, allow your bot to take them through each step, but finish by having it suggest a quicker path. For example, if a user has taken several conversational turns to set a meeting (by first specifying a meeting, then identifying with whom, then stating the time, then stating the day), finish the conversation with the following suggestion: **“Next time, try asking if you can ‘schedule a meeting with Bob at 1:00 tomorrow’.**

# Activity Feed for App Notifications

# Initiate quick, easy communication

Your notifications appear in someone's activity feed right next to all the other notifications about their new @mentions, likes, and replies. There are many ways to use the activity feed to communicate information about your service or about a user's content. Here are some ideas about the kind of notifications you can send to someone's activity feed, depending on what your service does.





# Notifications

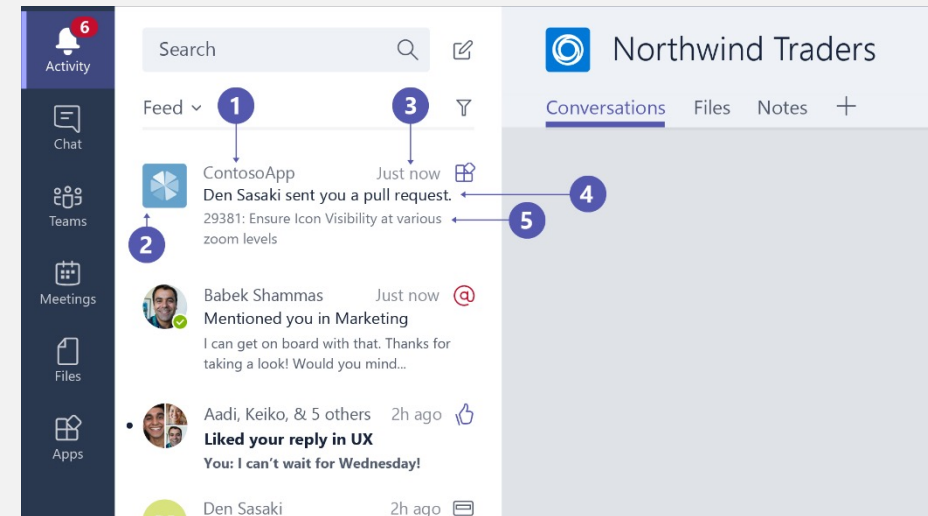
The activity feed is a great way to communicate with your audience. You can use it to tell people about recent updates or send important notifications. For example, if your app focuses on task management, you can send a notification to someone's activity feed whenever they receive a new task. Notifications in the activity feed will show up on someone's desktop app and their mobile app, which helps draw attention to important information.

## Task list

A single notification that is part of a larger, ongoing list. For example, if your app deals with task management, you can publish a notification to someone's activity feed whenever they receive a new task or when someone else updates an existing task.

## Updates

A single notification that lets a user know that something has been updated or edited. For example, if your services helps people manage their files, you can allow a user to "follow" a file to receive notifications whenever the file is modified.



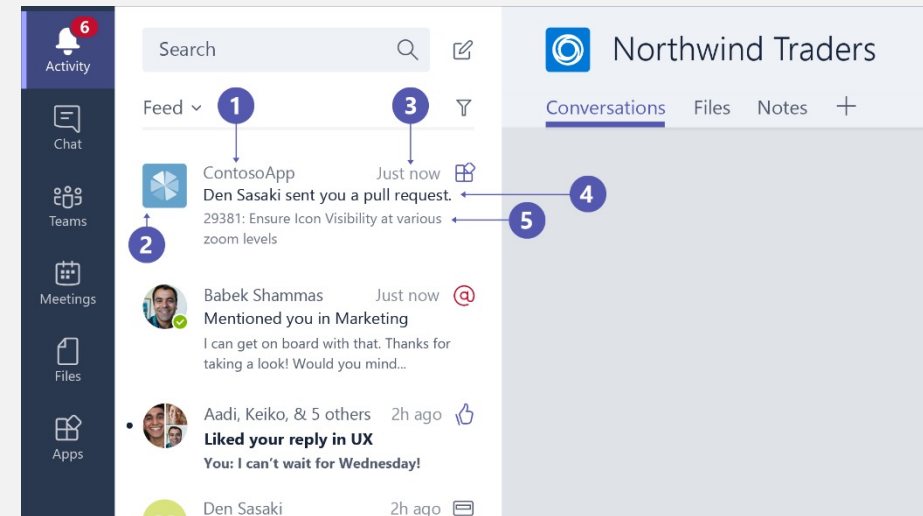
# Notifications

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## Reminder Service

A notification that alerts someone about an important date (a due date or a meeting, for example). If your app is a time-sensitive reminder service, consider using the activity feed as your primary way of sharing those reminders.

- 1 Sender** – Usually the name of your app.
- 2 Avatar** – Your app's avatar or icon.
- 3 Timestamp** – An indication of when your notification was sent
- 4 Subject** – This is included for notifications about chats.
- 5 Message Preview** – A short preview of the message content.



# Best Practices

## **Keep it short**

Make sure to keep things concise because longer messages get truncated.

## **Bundle your notifications**

If your service regularly sends a lot of simultaneous notifications, try grouping them into a single notification. For example: "30 tasks were assigned to you".