

# Making Rich Insights Applicable

How to increase adoption through user involvement in the implementation of an employee-facing app.

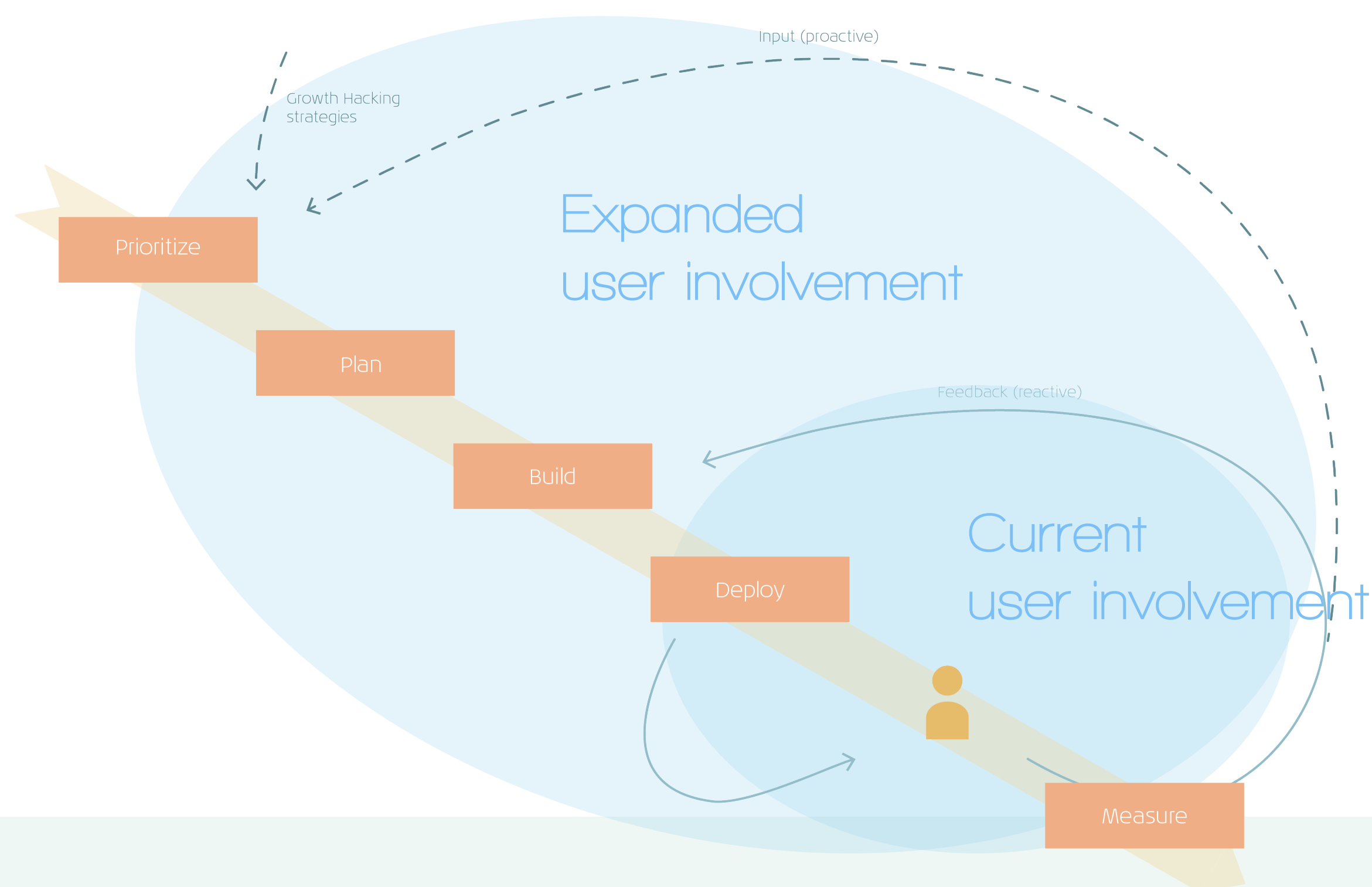
## Research Findings

Two of the most influential characteristics of an innovation's adoption are:

**relevance & ease of use**

Current user involvement takes place later in the process, mostly **focused on ease of use**

**User-centeredness** and **growth hacking** are two effective ways of increasing adoption.

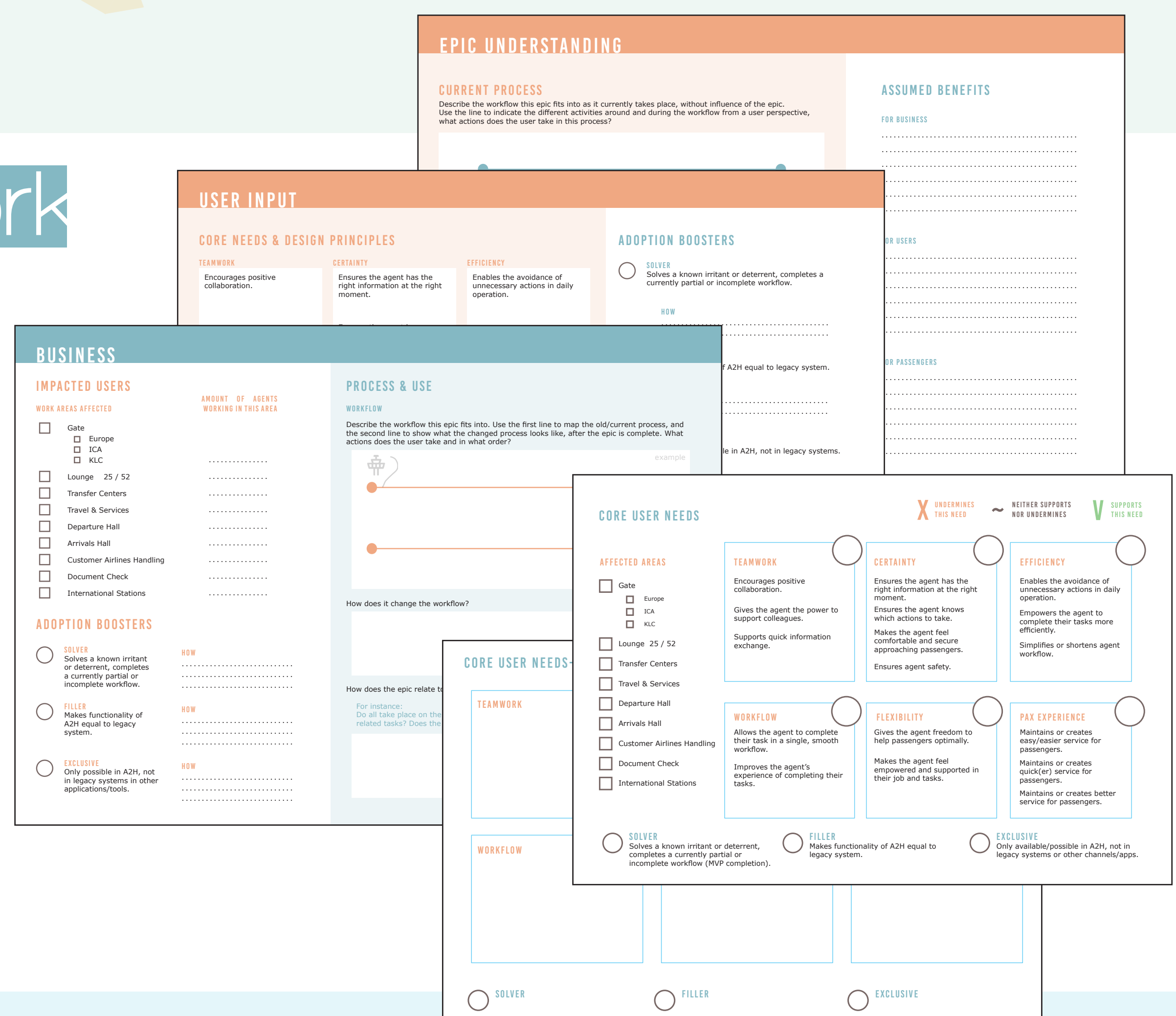


## Design Goal

Increasing adoption by representing user input (aided by growth hacking strategies) in the prioritization process, to help the airline achieve its goal of making operations more efficient and customer-centric through digitalization.

## User Value Framework

- Gather relevant user insights to support decision-making
- Growing UX maturity within the organization
- Build user knowledge and journeys
- Prove value of user-centeredness to gain support



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