

# ENCOURAGING APP ADOPTION IS AS SIMPLE AS 1,2,3

When installing new apps, many consumers do not enable important features. Can simple nudges influence their behavior?

Companies often spend money to ensure consumers install their apps. However, many organizations report that many consumers still fail to enable app features such as allowing tracking or notifications. This issue is especially important for apps that require certain features to operate properly, such as digital contact tracing apps. How can companies encourage consumers to fully adopt smartphone apps and their key features?

Crystal Reeck and her colleagues sought to answer this question by examining whether changing simple design aspects could make users more likely to enable important app features and complete the onboarding process. They found that increasing app adoption came down to three simple choice architecture techniques, or behavioral tools that affect decisions.

The first is to combine multiple feature decisions into a single choice or list on one page. The second is to create “defaultless defaults,” which frames an option as if it were the default response without changing what happens if no choice is made. The third is to change the colors of app features to match what consumers are already familiar with seeing on digital interfaces, such as blue “continue” buttons.

By adopting these choices, companies can guide consumer behavior, ensure apps are used as intended and increase their bottom line. These tools are applicable in consumer domains from social media to finance to healthcare.

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## MAJOR TAKEAWAYS:

- Simple inexpensive design features can ensure that consumers are more likely to enable key app features critical to an app’s functionality.
- Changing how smartphone users interact with apps can have considerable effects on companies’ bottom lines.

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## WHO NEEDS TO KNOW:

- App developers
- Marketers/Consumer researchers
- Information systems
- Consumers
- User experience teams
- Policy makers

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## CONTACT US:

- Crystal Reeck, assistant professor of marketing, [crystal.reeck@temple.edu](mailto:crystal.reeck@temple.edu).
- Nudging app adoption: choice architecture facilitates consumer uptake of mobile apps. [www.doi-org.Libproxy.Temple.Edu/10.1177/00222429221141066](http://www.doi-org.Libproxy.Temple.Edu/10.1177/00222429221141066)