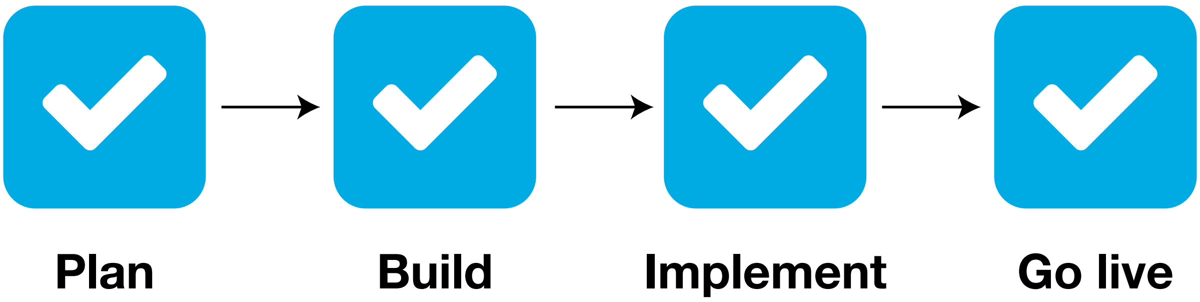
Get the best ROI possible from your mobile investment

USER ADOPTION CHECKLIST FOR MOBILITY

User Adoption Checklist

There are a lot of benefits to using mobile apps and devices in your business: increased efficiency, better data quality and more productive workers to name a few. But to get the most out of these new tools, you need everyone to use them—and use them properly. Use this checklist to make sure your users buy in to your mobile strategy and help you get the best ROI possible from your mobile investment



Planning phase

It's important to involve your users—the people who will be using the mobile tools—early on. The sooner you let them know about the project, the more time you (and they) have to prepare for change. And if they see the value of the change, they'll be more open to using the new tools.

- ✔ Communicate with all staff: why you're adding mobile devices/tools/processes, what problems you're hoping to fix with the tools, and so on.
- ✔ Communicate the benefits, not the features. Remember that people don't really care about the tool itself: they care about how the tool will make their job easier, faster, or better in some way.
- ✔ Set SMART goals for the project. SMART stands for specific, measurable, achievable, relevant, time-sensitive.
- ✔ Collect baseline stats for all departments, processes and KPIs. You will use these stats later on to measure the success of the project.

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Building phase

The focus of this phase is getting user buy-in. So, it's important to have open communication. Make sure the users know how the project is going, and make sure the implementation team is building a tool with all the right features.

- Train yourself. Learn how to use the tool yourself before you train anyone else. Focus on learning what your super users will need to know.
- Test your mobile tools on different devices, in poor network conditions, in airplane mode, with/without work gloves on, etc. Test every scenario: don't leave anything to chance.
- Keep users updated on the project through regular status updates.
- Relay any questions, issues or concerns you hear from users back to the implementation team.

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Implementation phase

By this stage, you should have a good understanding of how the new tools work, and what different users need to tools to do. Now it's time to start the user training.

- Start training with the super users. Once they're trained, they can help you train other people in their departments.
- Create customized training plans for each department. Train people on the stuff they need to know in order to do their jobs: leave out the stuff they don't need to know.
- Schedule enough time for training. Some people will learn very quickly: others will take a long time. Budget enough training time for both groups.
- Make the training sessions hands-on, with real devices, test environments and sample data.
- Create an online training document—user manual, wiki, website, etc.—that users can access when they need help with the new tools. Make sure users know where this document is.

Go-live and beyond

The tools are live. Everyone has been trained. Now you need to reinforce the message, and make sure the change sticks.

- Track adoption rates. Keep track of who is (and isn't) using the new tools.
- Make a plan on how to handle resistance to the new tools.
- Use positive reinforcement. When users take desired actions, reward them somehow: recognition, a small prize, whatever you feel is appropriate.
- Compare stats from the tools/processes to the baseline stats you took at the beginning of the project.
- Communicate wins to the company, celebrate achievements, and see where you still need to make adjustments/improvements. Repeat as necessary.