

Product & Feature Adoption

Understanding how customers discover, activate and repeatedly use products or features - and where adoption breaks down.

THE BUSINESS PROBLEM

Launching a feature does not mean customers have adopted it. Adoption analysis distinguishes awareness, first use, activation and sustained engagement, helping product teams identify friction and determine whether a feature is creating meaningful behaviour rather than one-off usage.

Three questions guide the analysis

01

Who is eligible?
Define the population that can realistically discover and use the feature.

02

Where does adoption break?
Measure progression from exposure to first use and repeated value.

03

Who adopts differently?
Compare cohorts, customer types, channels or product contexts.

What evidence could we use?

User	Eligible	Viewed	First use	Repeat use
U031	Yes	Yes	Yes	Yes
U102	Yes	Yes	No	No
U287	Yes	No	No	No

Illustrative data only. The exact variables, definitions and observation windows should be determined by the business decision and available evidence.

How the analysis works

1

Define adoption
What behaviour represents meaningful use?

2

Build funnel
How do users move from eligibility to repeat use?

3

Analyse cohorts
How does adoption change over time or segment?

4

Find friction
Where and for whom does progression stop?

5

Test improvements
Do product changes increase sustained adoption?

Possible analytical approaches

Adoption funnel	Measure stage-by-stage progression.
Cohort analysis	Compare adoption across launch or signup periods.
Retention curves	Assess whether usage persists after first adoption.
Segmentation	Identify user groups with different adoption patterns.

From Analysis to Business Action

The analytical output is only useful when it changes a decision, can be interpreted responsibly and has a measurable outcome.

WORKED EXAMPLE

The example below is illustrative rather than a claim about a real dataset. It shows how analytical output can be translated into business interpretation and action.

Illustrative adoption funnel

STAGE	USERS	RATE
Eligible	10,000	100%
Feature viewed	7,200	72%
First meaningful use	4,100	41%
Repeat use within 30d	2,900	29%

Illustrative results only. Definitions, thresholds and recommendations should be validated in the context of the organisation, decision and available data.

Potential business applications

DISCOVERY Improve visibility for eligible users.	ONBOARDING Reduce friction before first meaningful use.	VALUE Clarify the benefit at the moment of use.	RETENTION Encourage repeated behaviour when it creates genuine value.
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How success should be measured

Activation	Do more eligible users reach meaningful first use?
Repeat adoption	Does usage persist beyond initial trial?
Outcome impact	Does adoption improve retention, productivity, revenue or another intended outcome?

DELIVERABLES
Analysis framework · Business interpretation · Prioritised actions · Measurement approach

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