

PUSH NOTIFICATION CASE STUDY

AGENDA

1. Introduction

2. Overview

3. Onboarding

- NY TIMES
- NZZ
- BLICK

4. Settings

- NY TIMES
- NZZ
- BLICK
- SRF

5. Push

Experience

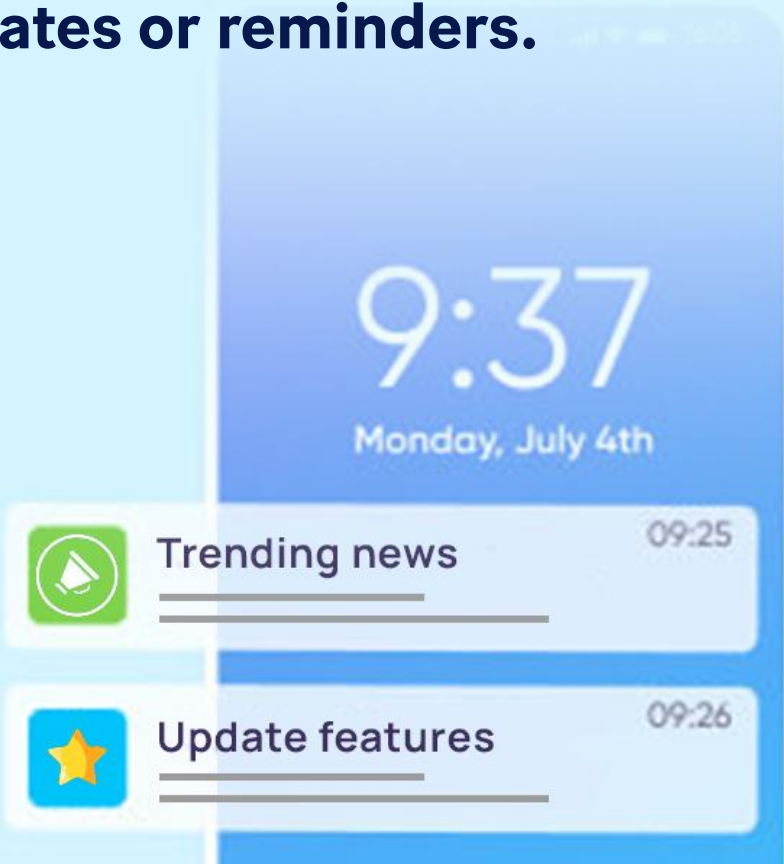
Introduction

GOALS OF PUSH

A

USER ENGAGEMENT AND RETENTION

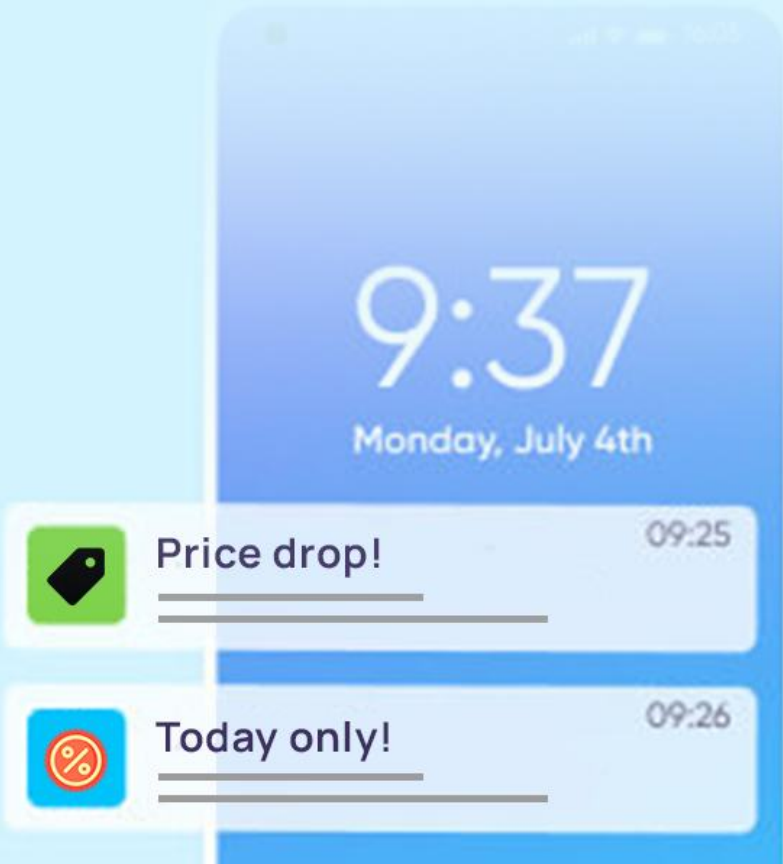
Mobile push notifications keep users engaged by delivering timely, relevant content, encouraging them to return to the app and reducing churn. They also re-engage inactive users by prompting them with personalized updates or reminders.



B

BOOSTING CONVERSIONS AND ACTIONS

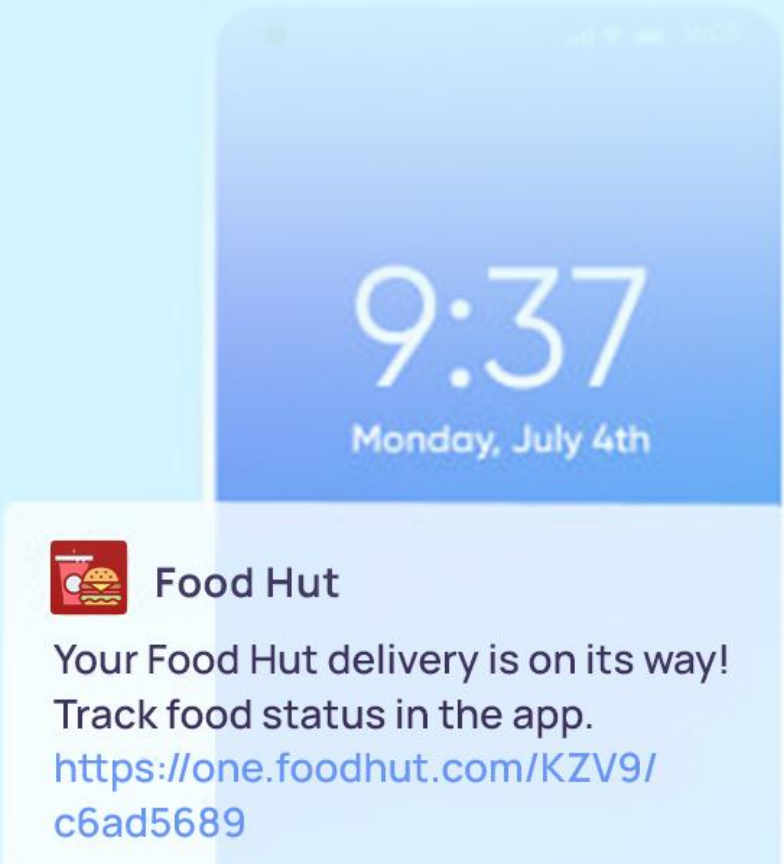
These notifications drive conversions by promoting special offers, creating urgency with time-sensitive messages, and encouraging users to complete actions like purchases, subscriptions, or event participation.



C

BRAND AWARENESS AND REAL-TIME UPDATES

Push notifications help maintain brand visibility while providing real-time updates, such as order confirmations or event alerts, enhancing the user experience with relevant, actionable information.



ABOUT PUSH NOTIFICATIONS

WHAT ARE PUSH NOTIFICATIONS?

Push notifications are clickable pop-up alerts that show up on users' browsers, regardless of the device or browser they are using.

These notifications provide a fast way for companies to share messages, offers, or updates with their customers. As long as users are online or have their browsers or apps open, they will receive these messages even while browsing other content.



TYPES

- 1. Web:** Appear on users' browsers, regardless of the device, even when the website is closed. Ideal for updates, promotions, or alerts.
- 2. Mobile:** Sent via apps to mobile devices, providing personalized reminders, offers, or updates, even when the app is not in use.
- 3. In-App:** Displayed while users actively use an app, providing real-time updates or feature guidance.
- 4. Desktop:** Show up on users' desktops, even if they're not browsing, usually linked to specific apps or websites.
- 5. Wearables:** Smartwatches sync with phones to display shorter, concise notifications. Users can customize which apps send alerts to their wearable devices.

ABOUT PUSH NOTIFICATIONS

CAMPAIGNS

- 1. Rich Push Notifications:** Include images, emojis, and up to 2 CTAs, allowing more engagement and personalization.
- 2. Abandoned Cart:** Retarget customers who left items in their carts with automated campaigns and track conversions.
- 3. FYI:** Send timely updates like news, weather, or stock alerts based on users' interests.
- 4. Triggered:** Automate personalized messages based on user actions or goals within campaigns.
- 5. Reminder:** Prompt users to complete actions like finishing a purchase or profile setup.



- 6. Interest-Based Geo-Location:** Send location-based alerts, such as local deals or dating match updates.
- 7. Mobile-Friendly:** Reach users directly through mobile browsers without needing an app.
- 8. Time-Bound:** Create urgency with limited-time offers and set expiration to avoid outdated deals.
- 9. Transactional:** Update users on their transactions, orders, or subscriptions in real time.
- 10. User-Based:** A highly effective, opt-in communication channel with higher click rates than email.

ANATOMY

MOBILE PUSH NOTIFICATIONS

- A mobile push notification typically includes:
- 1. **Header:** With browser or App logo, time stamp, Indicates when the notification was sent and if the notification can be opened
 - 2. **Title:** A brief, attention-grabbing headline.
 - 3. **Body:** The main content, concise and actionable.
 - 4. **App/ Browser Icon:** A small image representing the app sending the notification.
 - 5. **Media (optional):** Rich elements like images, videos, or emojis to enhance engagement.
 - 6. **CTA (Call-to-Action):** Buttons or links to encourage user interaction.
 - 7. **Badge Count:** Shows the number of pending notifications from the app.

Badge Count



MOBILE BROWSER

Title

Body

Chrome • 20minuten • now ▾

Unterschriften Betrug erschüttert die Schweiz

OneSignal announces 500% growth, delivering 2 trillion messages annually & delivery rates of 1.75 million per second.



- Header:
- Browser Logo
 - Website
 - Time of Notification
 - Expandable

Icon

APP

Title

Body

Interactive Buttons

20minuten • now ▾

Nasa startet neue Weltraum Studie 🚀

NASA erforscht ab Herbst 2024, warum Astronautinnen und Astronauten Koordinationsprobleme haben.

Save Story

Share

- Header:
- APP Logo
 - Time of Notification
 - Expandable

20minuten • now ▾

Nasa startet neue Weltraum Studie 🚀

NASA erforscht ab Herbst 2024, warum Astronautinnen und Astronauten Koordinationsprobleme haben.



Save Story

Share

Media, when expanded

Overview

FINDINGS OF APPS TESTED

NY TIMES

- Gives impression informed, and benefit
- Many options, guided trough
- Give informed and benefits
- Generally with NZZ least notifications, altho most options in general
- Easy to find settings
- uses cathegories and Titles of title
- Article in foreground
- focus on editors work/ like editors pick, opinion pieces
- extremlz manz options

NZZ

- Design before update
- Feels like its made for people with patience and interest for news
- onboarding easy
- settings hard to find
- Options for push, focused on zurich or germanz, swiss, and summariyed
, like wirtschaft und finanyen in one
- Pre picked, is breacking

BLICK

- Easy onboarding
- Hard to find settings
- only one Use rich media (pic)
- Emphasis on sports/ has manz sports options
- Feels a bit chaotic, although not very hard
- shows number on pre selected

SRF

- no onboarding
- Easy to find settings
- Lest amount of notification choices
- shows numbers of notification of everything
- fewest options, but 4 out of 6 prepicked
- emphasis on briefing and summaries

LEARNINGS

LEARNINGS

The News Apps investigated:

- Use different approaches to avoid retention in push and app
- Breaking always on per default enabled
- Show often how many pushes are sent a day
- All apps have pre selected push categories
- Pre selected push have minimum amount and most important of Pushes
 - This avoids overload and keeps users engaged
 - All apps have at least breaking news enabled
- Have sometimes settings that are hard to find
- There was no notion of personalization trough user behaviour
- All, except SRF used an onboarding, with possibility to unselect pushes
- All apps had a minimal interface, with emphasis either on text or picture
- Sent push notifications used minimal engagement techniques and often lacked a cohesive overview

RECOMMENDATIONS FOR 20MIN

- Include onboarding, with personal and positive language
 - Example: Stay up to date/ Be the first to get updated on your interest
- Pre select important or popular topics in onboarding
- Exclude skip button in onboarding, but give opportunity to disable all categories that are pre selected
- Split category “breaking”, into at least 2 categories
 - Example: “important” and “breaking”
 - Reduce breaking to max 3 notifications daily for lighter users
- Show in most important topics, how many pushes are delivered daily
 - This sets trust for the reader, not to get spammed
- Evening or morning briefing, maybe similar like current news letter
- Make push easy to disable and adjust in settings
 - This avoids disablement of all pushes trough phone settings
- Use rich media, and distinct titles for notifications
 - Example: “Breaking”, “Sport”, “Ukraine”
- Shorter sentences and captivating first couple words
- Adjust notifications based on user behaviour
- Give opportunity to follow specific stories not just bigger topics (tags)

Objectives

OBJEKTIVES

OF THIS CASE STUDY



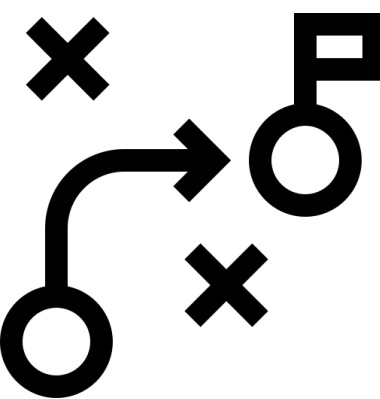
COMPETITOR ANALYSIS

- Compare and understand what our competitors do.
- Why they designed their system that way
 - What differences are visible
 - How do their descisions tie in with their brand image
 - What are their intentions for communication



BEST PRACTICES

- Recognize patterns that seem to work within and across industries.
- Repetition across apps
 - Do our news competitors use the recommended practices
 - Create recommendations based on best practices



OVERVIEW STRATEGIES

- Understand and overview what strategies.
- Recognize different descisions for different intents

METHODS USED



CONTENT ANALYSIS

Segmentation and topics of onboarding and settings.

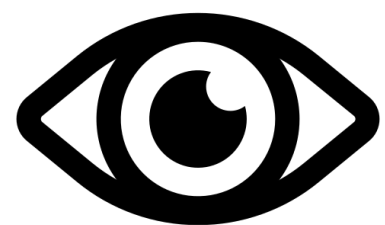
- All Push notifications were tested with a Redmi Note 9 Pro.



EXPERIENCE TESTING

Self-tested over a span of a week to understand how the notifications feel, from a user perspective

- if personalization is observable
- timing and frequency of recieved notifications



UX AND DESIGN AUDIT

How does the onboarding, setting options and push messages looks and feel, from a UX professionals perspective

- what language is used
- what design choices were made designed
- interpretation of companies goals

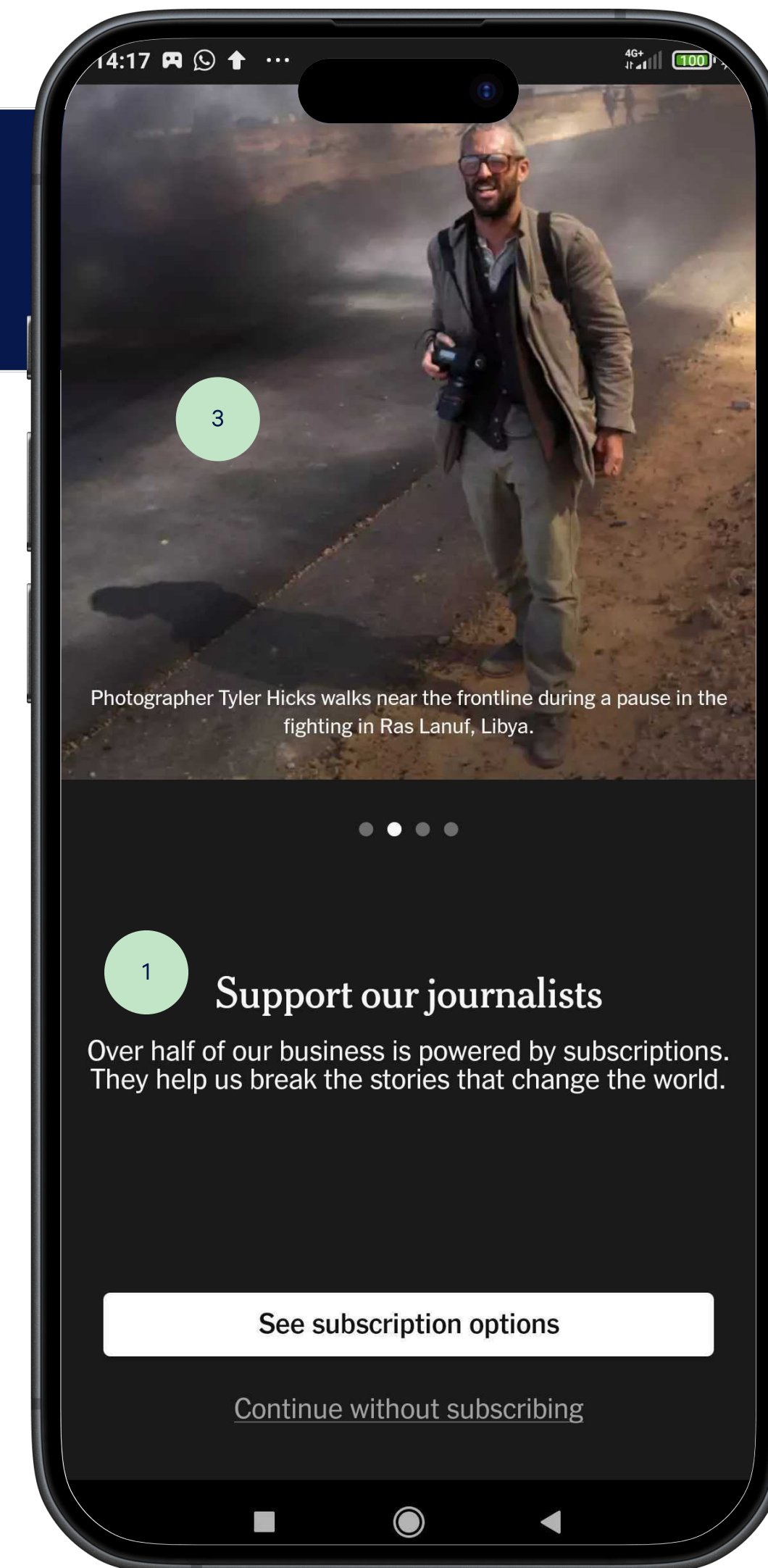
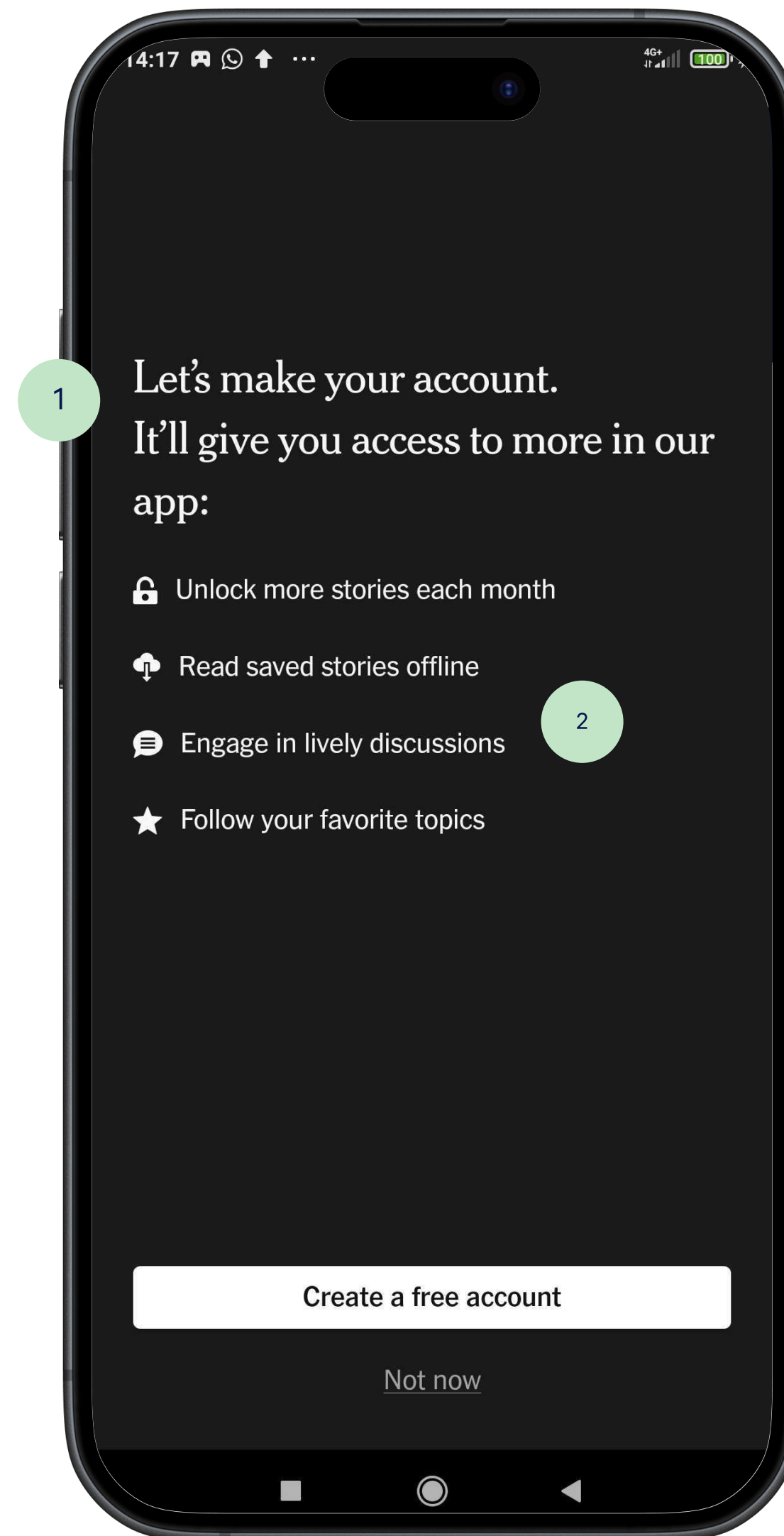
Onboarding



NEW YORK TIMES

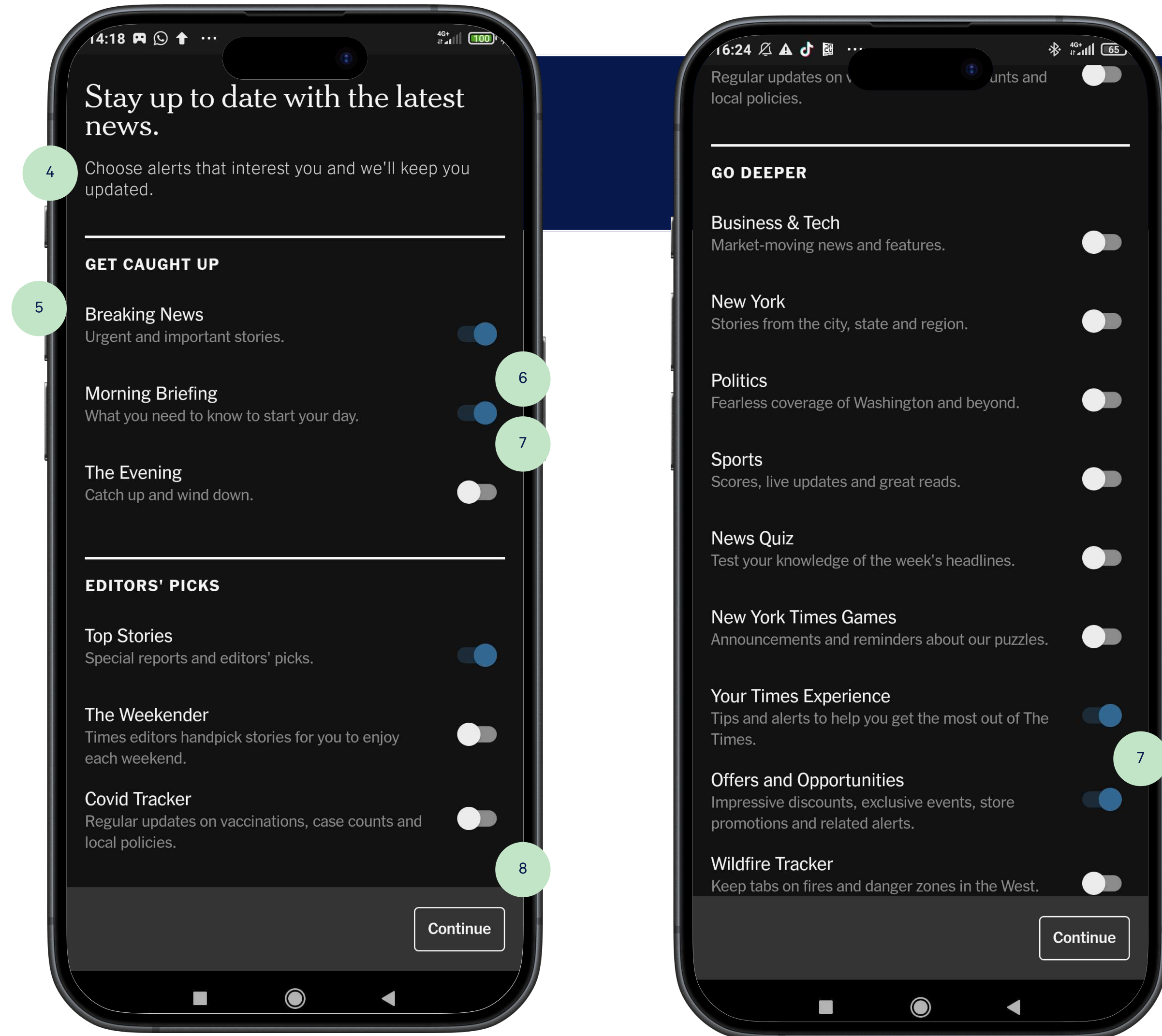
NY TIMES

1. Title: indicates benefit
 - Branding language: clean, sectioned, complex.
 - Alerts, not push notifications
2. Mental connection, reason to subscribe
3. Emotional connection



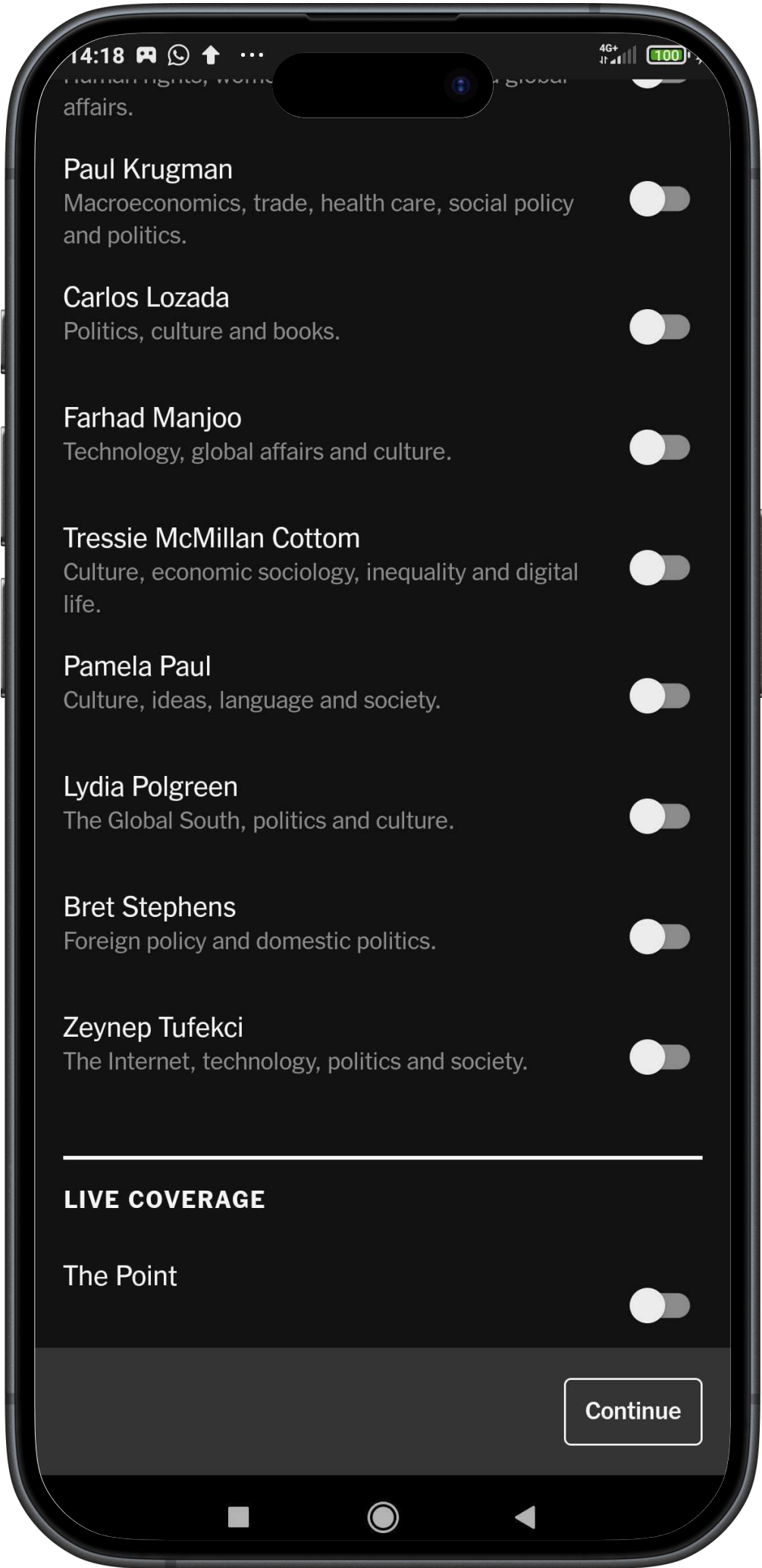
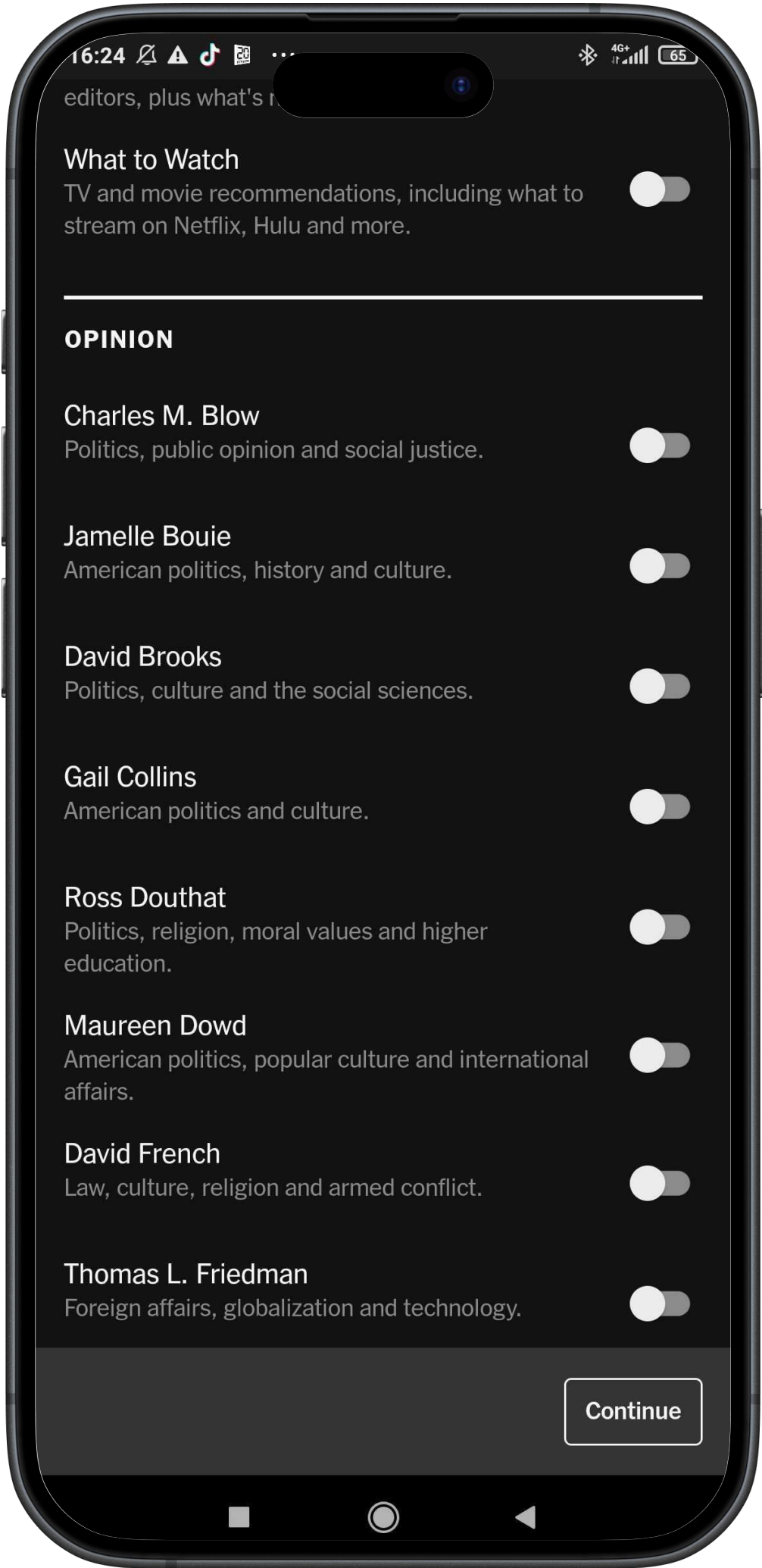
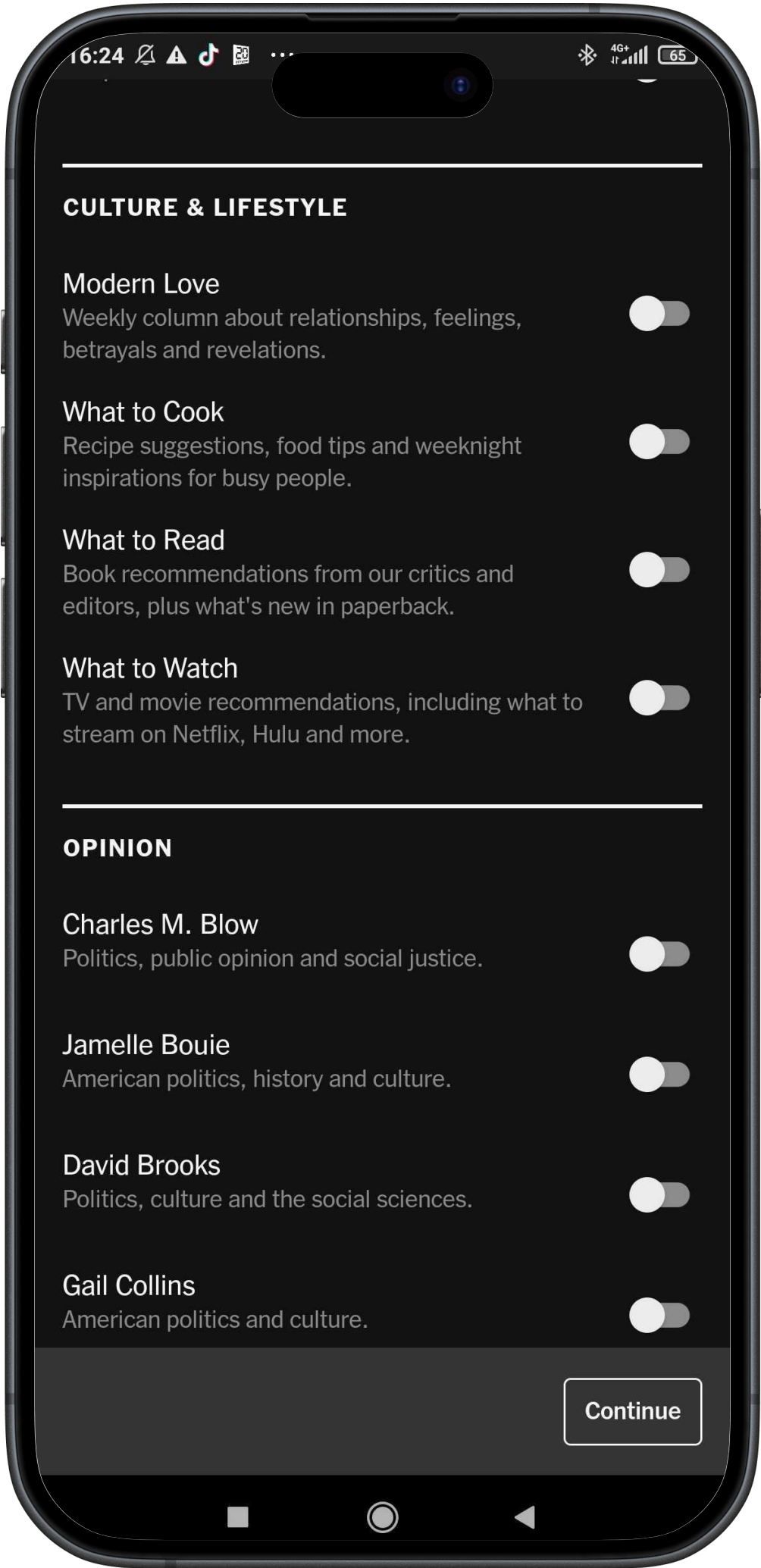
NY TIMES

4. Format = NY Times signature style plus explanation for the user what content to expect
 - Subtile: doesn't say push but again benefit
5. Sectioned: Not like topics but probably what they or users want to be updated on
6. Most pre-picked and beneficial options:
 - Breaking news (not missing out), morning briefing (to make user prepared), top stories (trust in editors picks).
 - Help most out of experience and offers = direct benefit
7. Only 5 are pre-picked so it's not overwhelming
 - Pre picked: Editorial importance (breaking, morning briefing...) and User benefit (offers...).
8. One page with scroll option. You are welcome to continue anytime on the next slide.



NY TIMES

*All categories when scrolling down

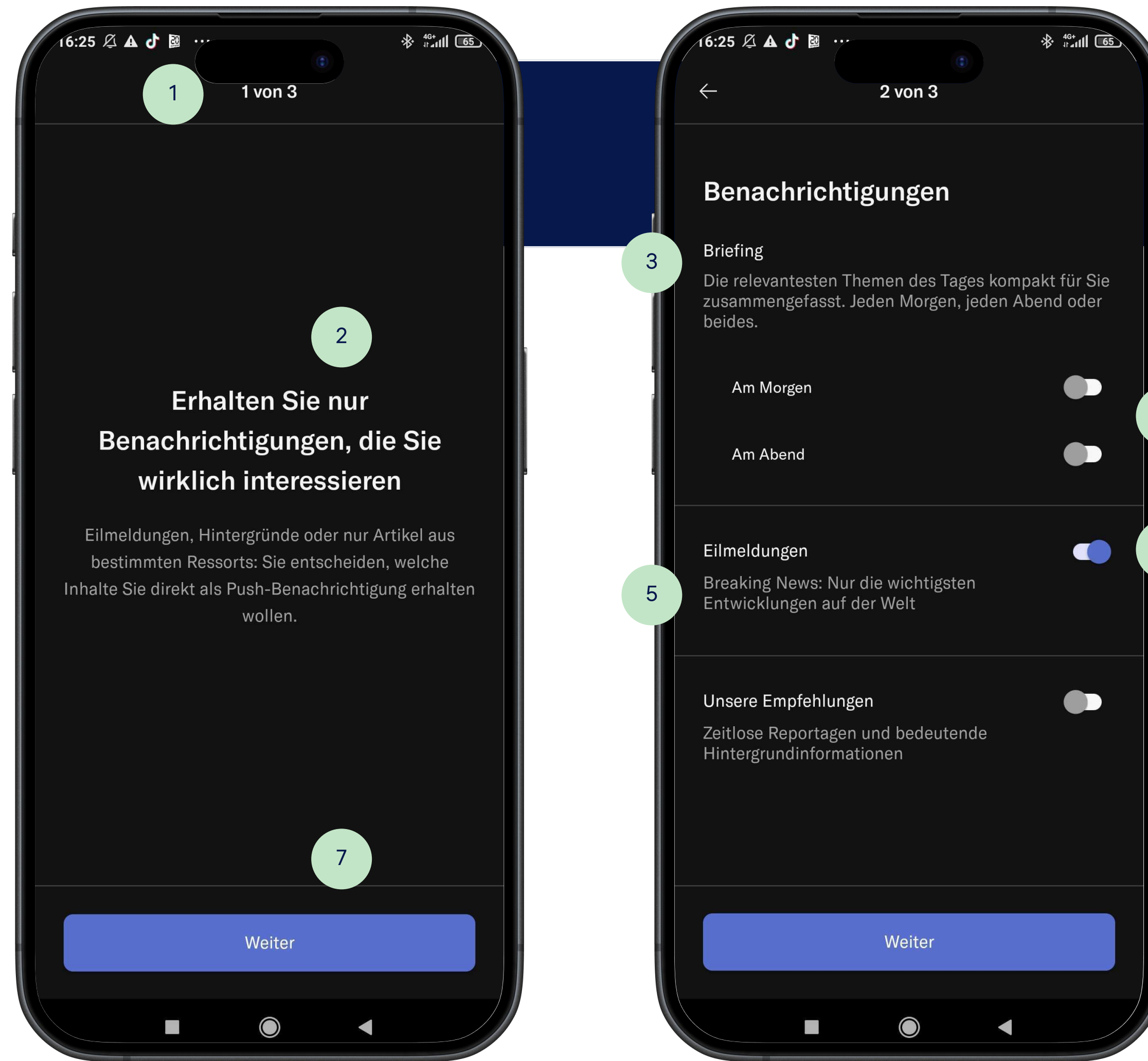




NEUE ZÜRCHER ZEITUNG

NZZ

1. Shows finite amount of steps
2. Tells you in the title that they value your interest. Distinguished feel compared to a push notification
3. Two options:
 - Time of day, editorial's pick and breaking news
 - Different topics as in the app
4. Briefing on the most usual times of the day
5. Subtle to make people understand the context
6. Have breaking news pre-selected for you



NZZ

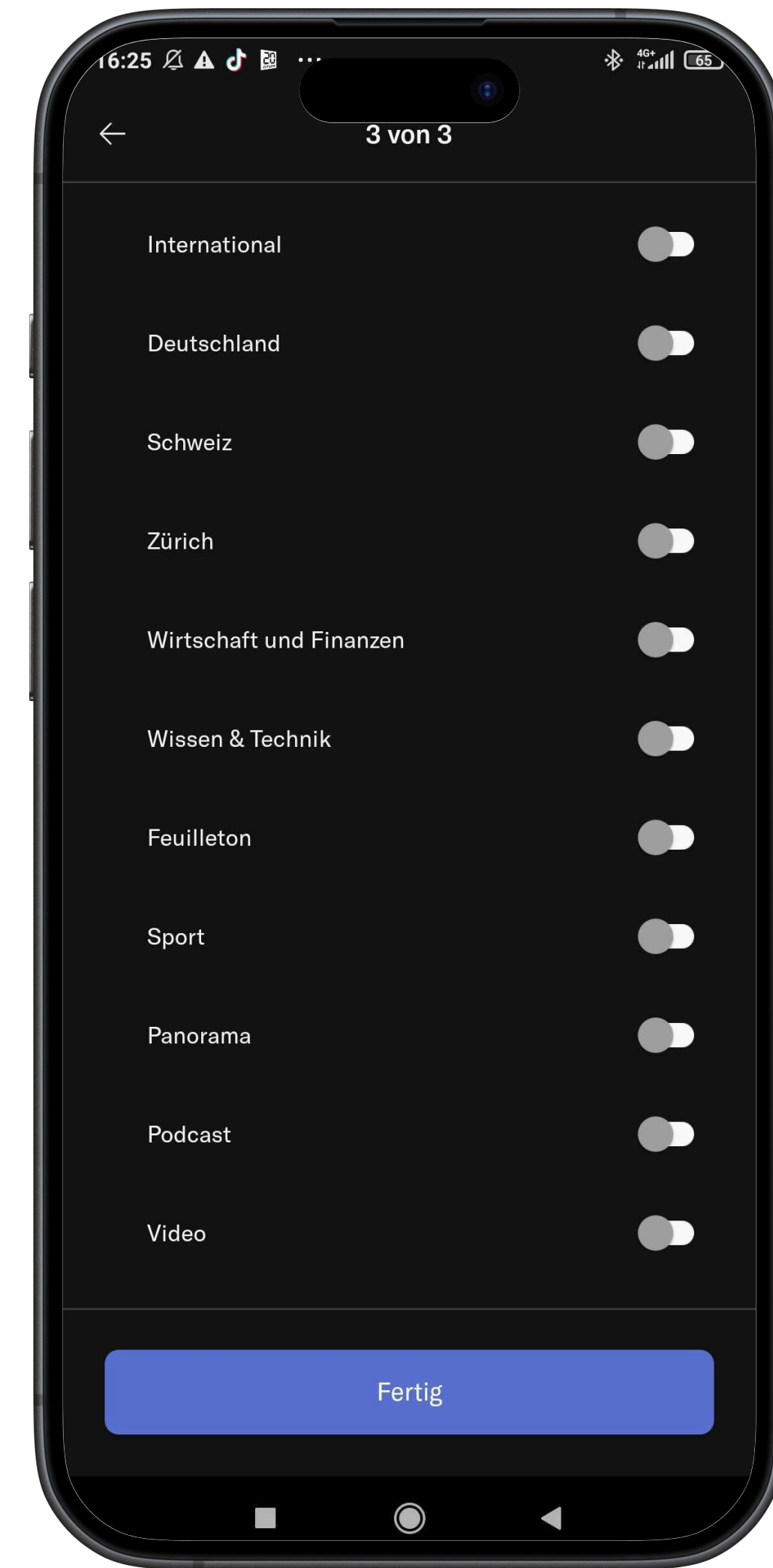
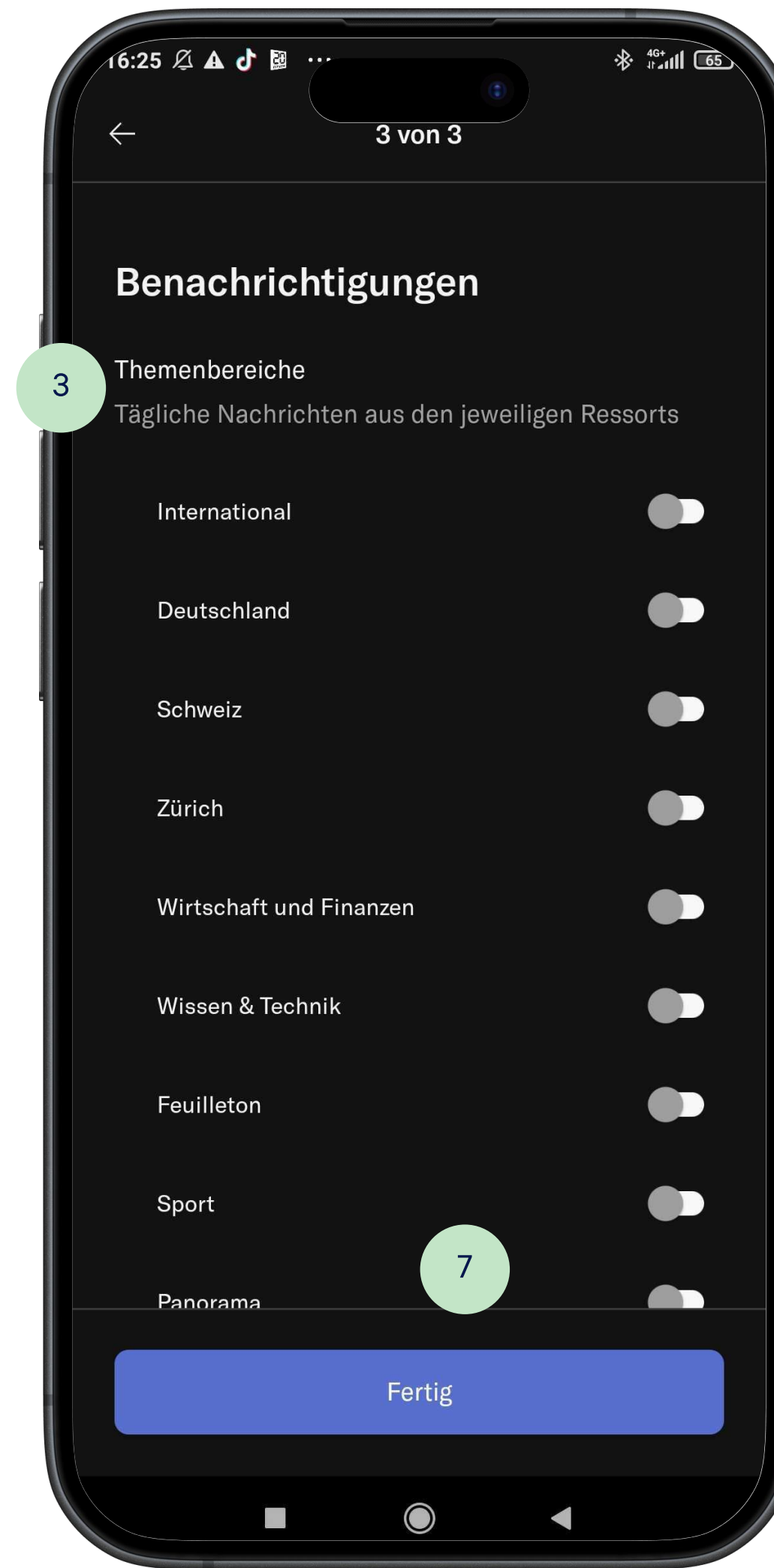
1. Two options:

- Time of day, editorial's pick and breaking news
- Different topics as in the app

1. Sense of accomplishment:

“weiter” to “fertig”

- Segmentation: scroll option only for more specific topics

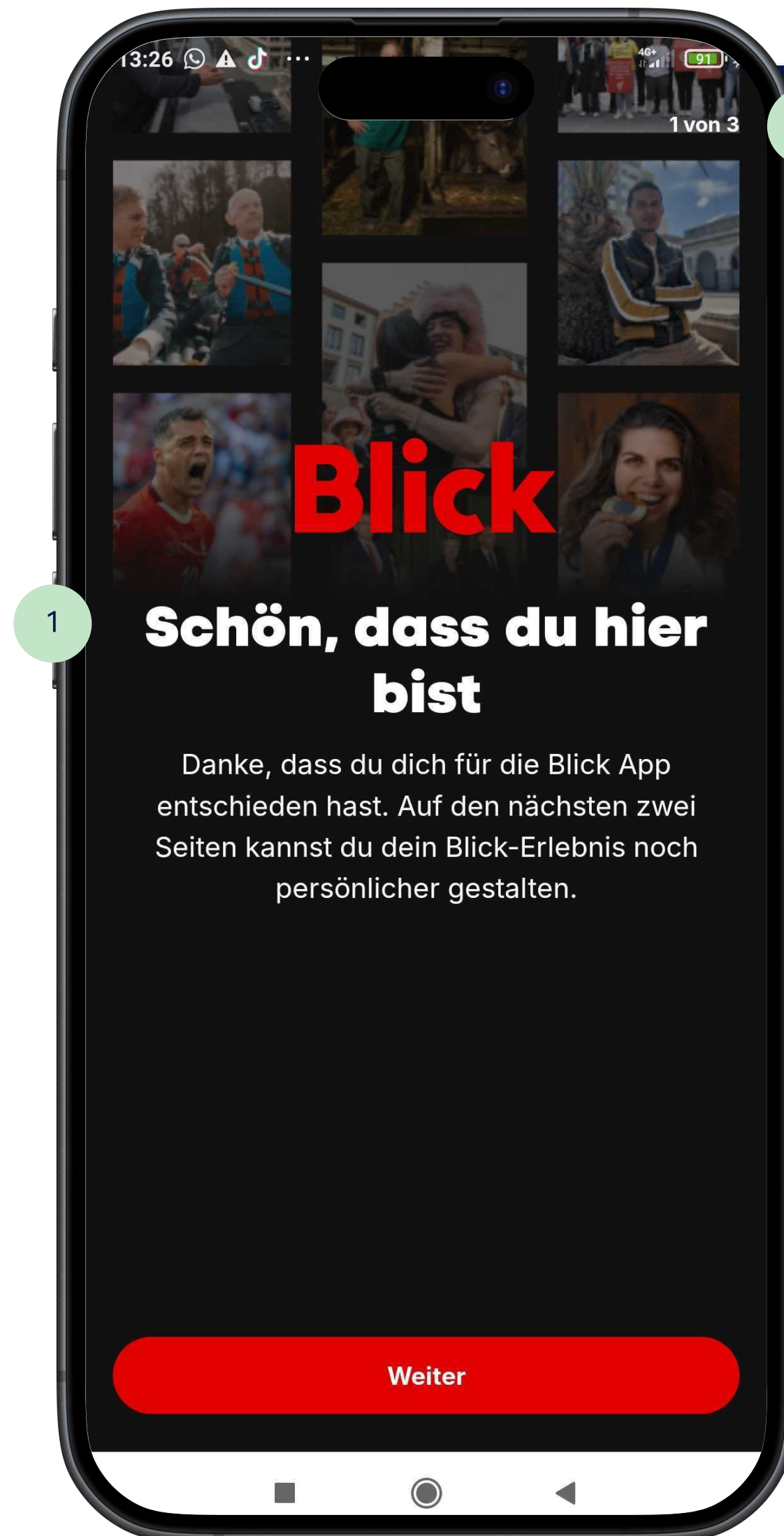




BLICK NEWS & SPORT

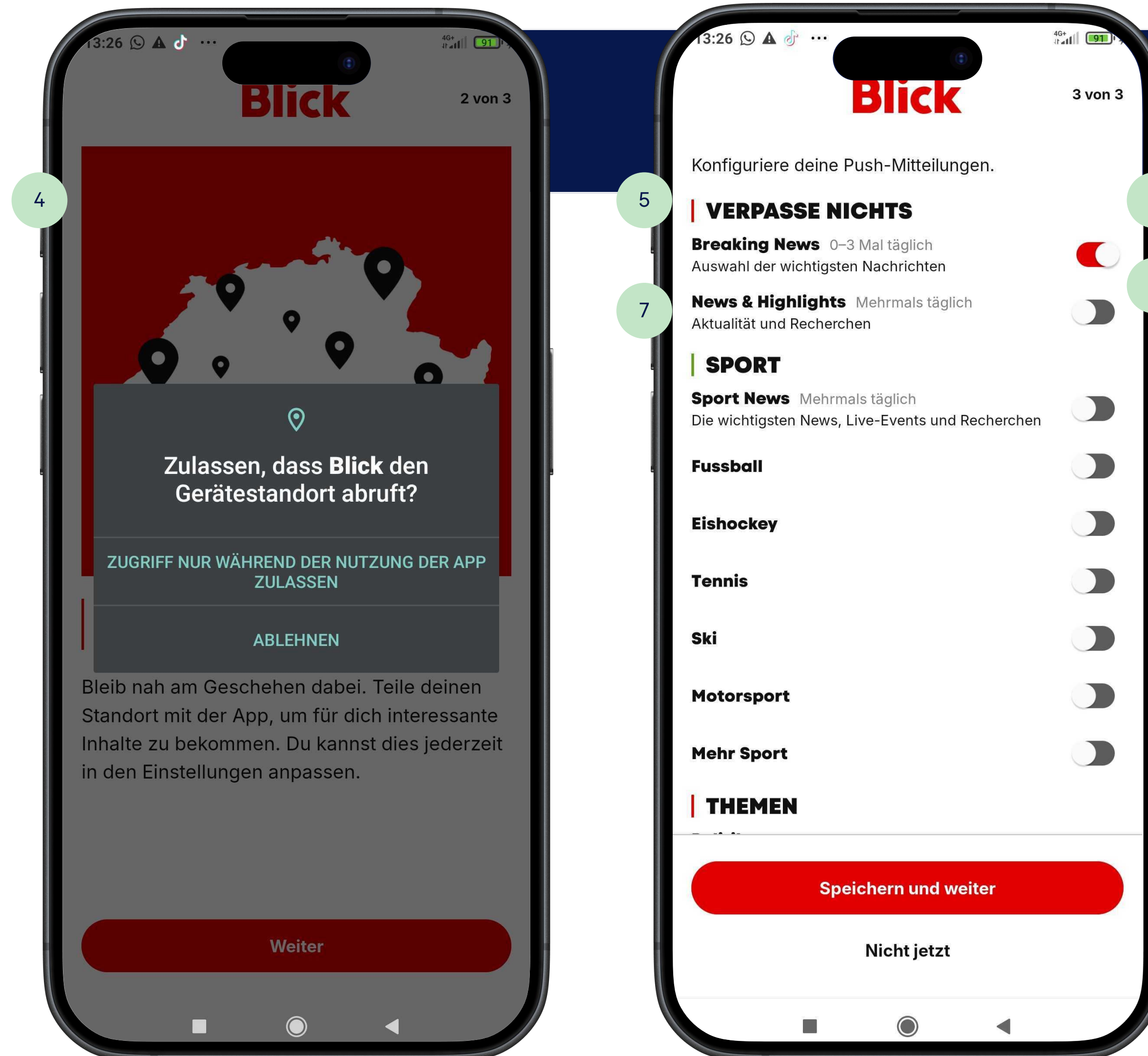
BLICK

1. Personal tone
2. Shows how many steps, but is barely visible
3. First benefits, then pop up (regional)
 - Framing benefit, what happens near you



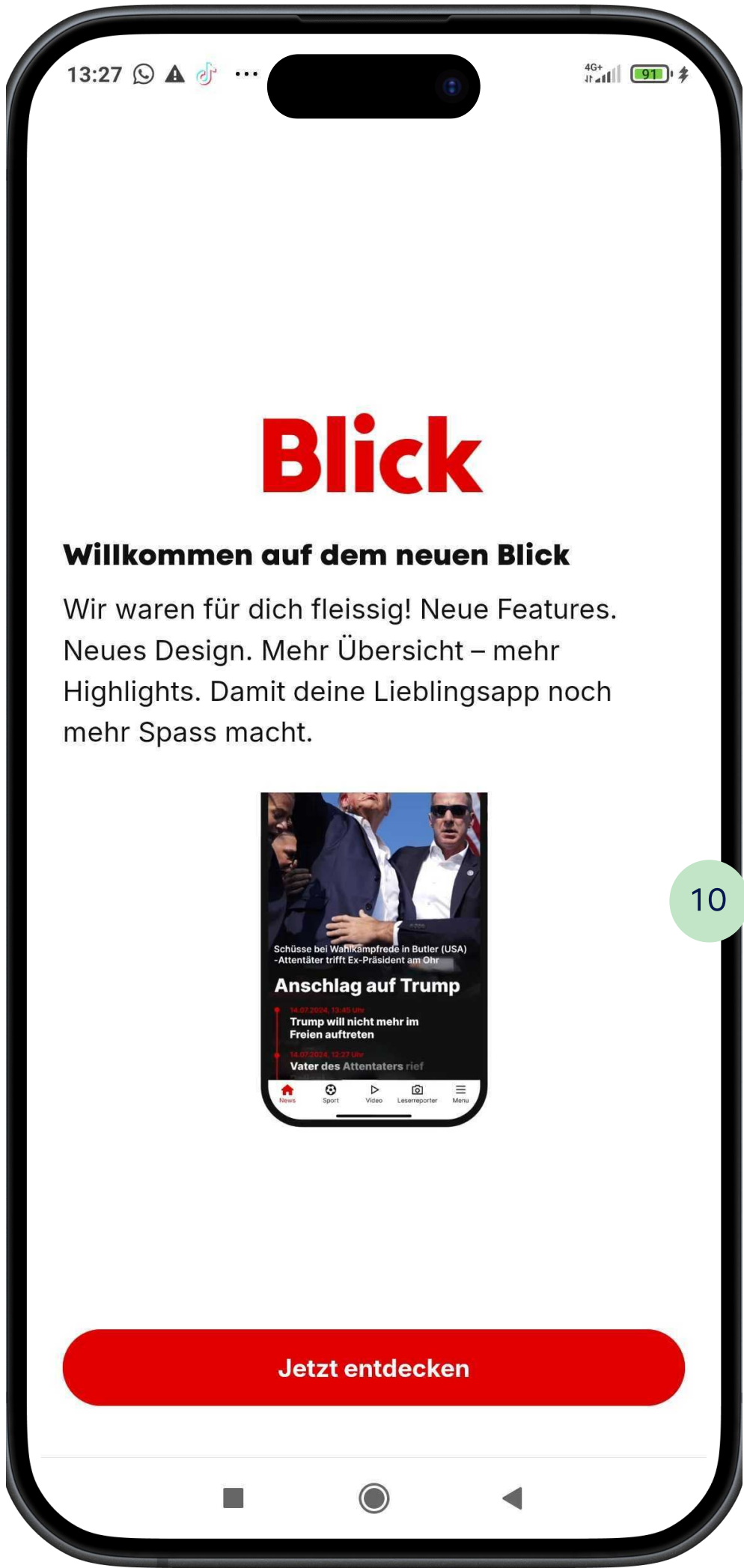
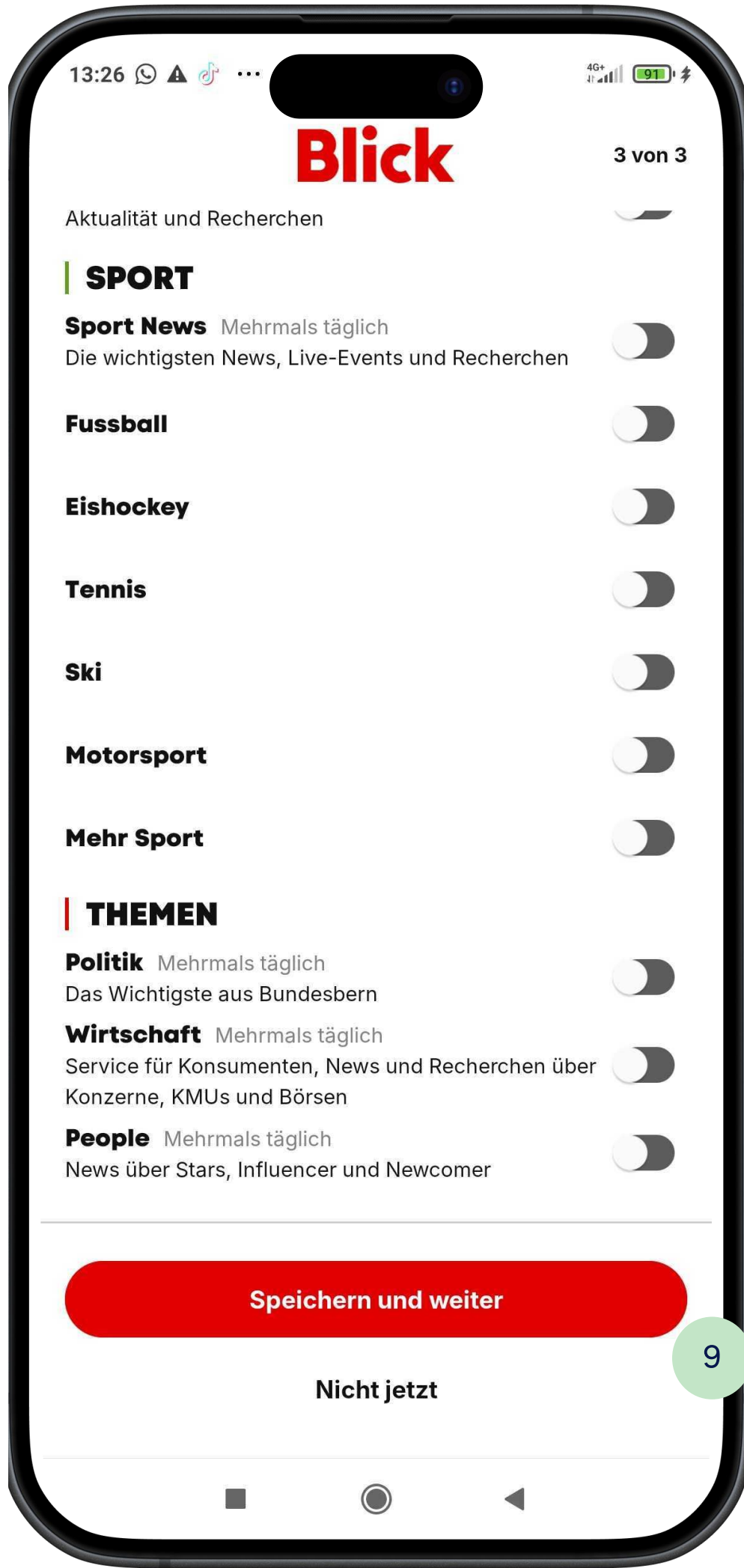
BLICK

4. First benefits, then pop up (regional)
 - Framing benefit, what happens near you*
5. Push: plays in fomo: “verpasse nichts”
6. Segmentation: Summarized topics (breaking, News & Highlights), Sport and regular news topics
7. Subtitles in some sections to show minimum notification
 - Indicates how many push notifications are set per day for breaking news but not for other topics
8. Only one (breaking) pre selected
 - Is also the one with least amount of notifications



BLICK

- 9. Option given to skip the choice for now
 - Likeley to be pressed, witheout noticing pre selection
- 10. Small preview of the updated version



Settings



NEW YORK TIMES

NY TIMES

1. Front

- Onboarding to direct the user to the new features
- Profile / settings and sections are clearly distinguished

2. Account / settings

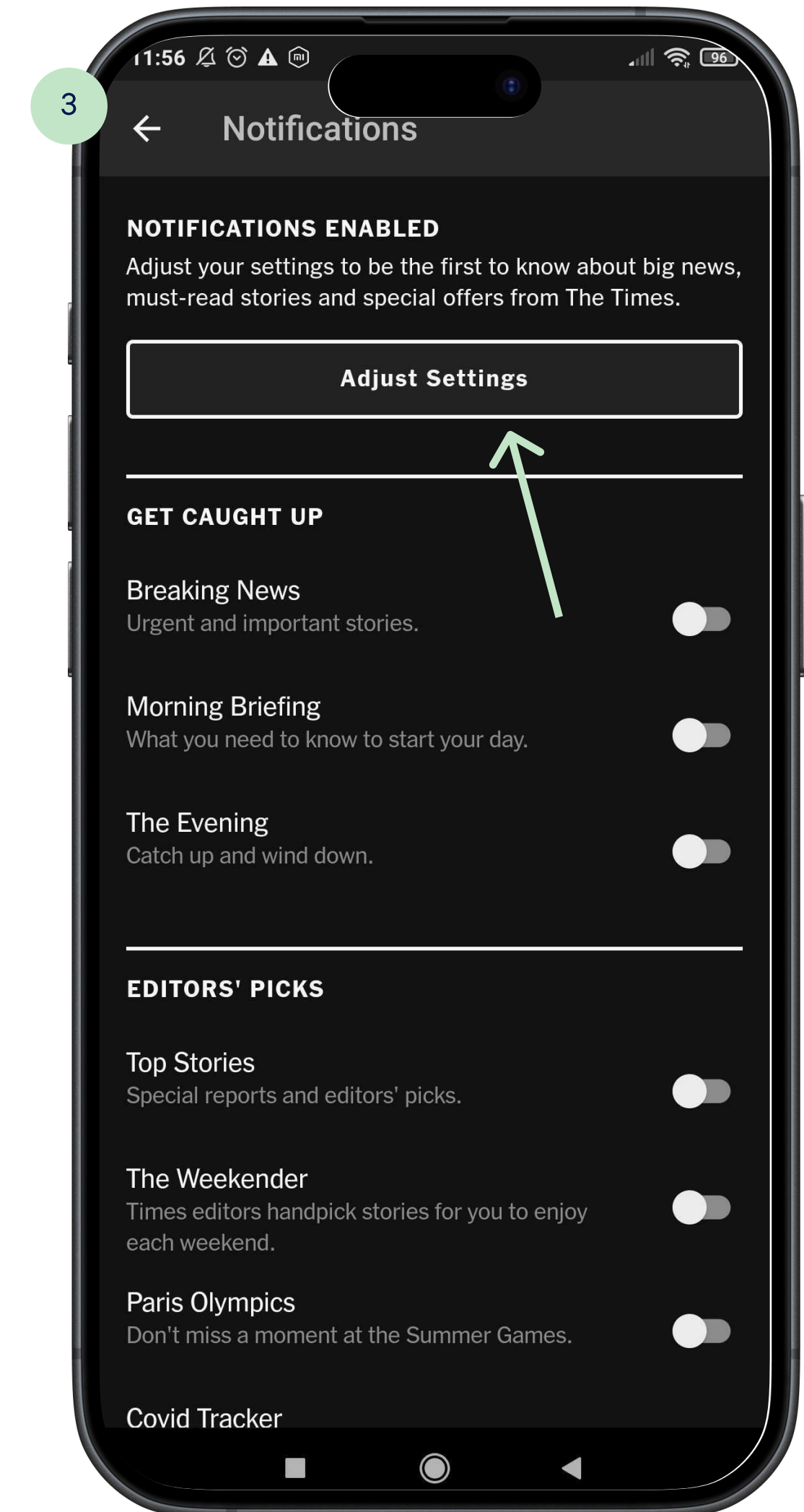
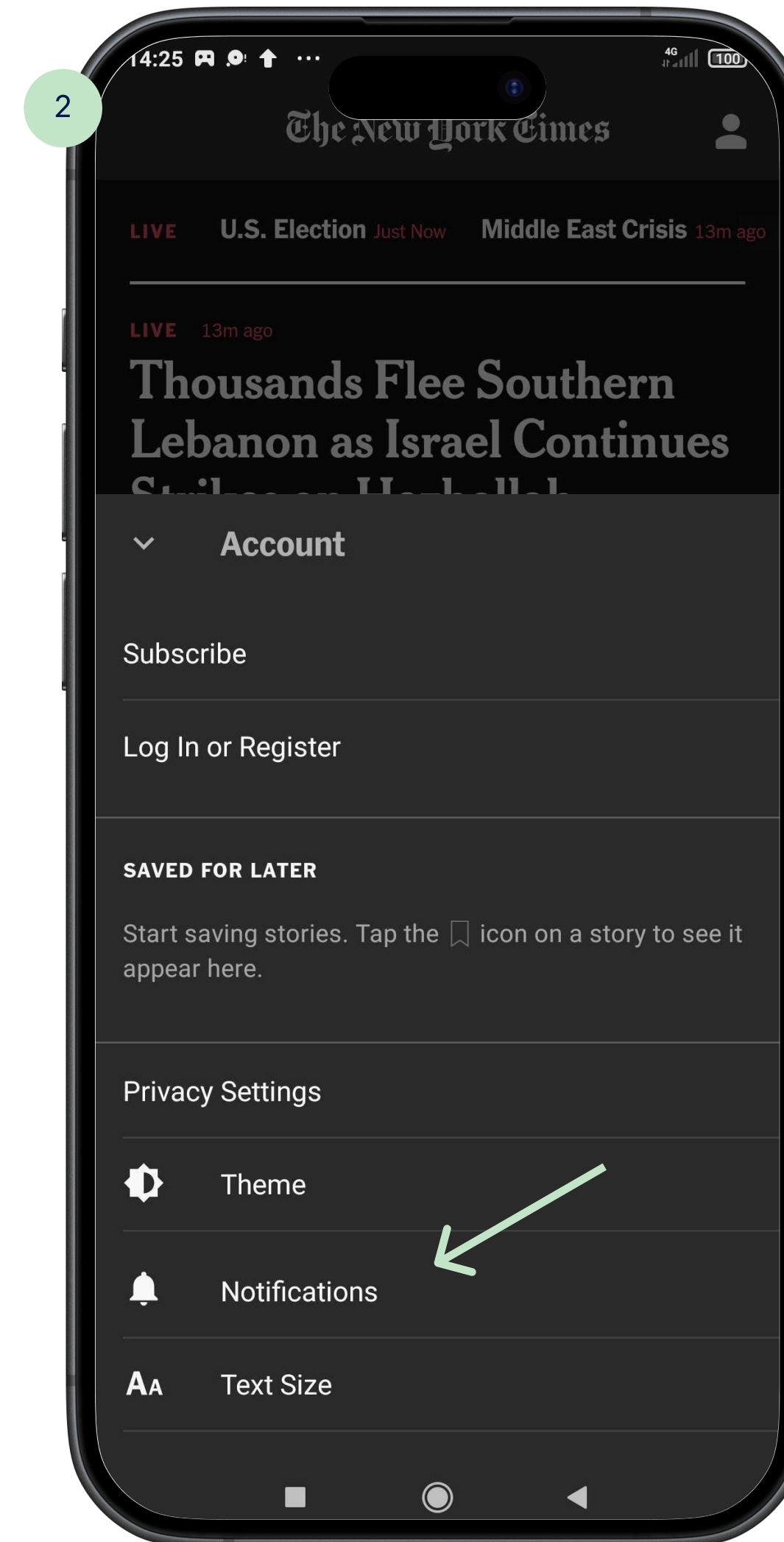
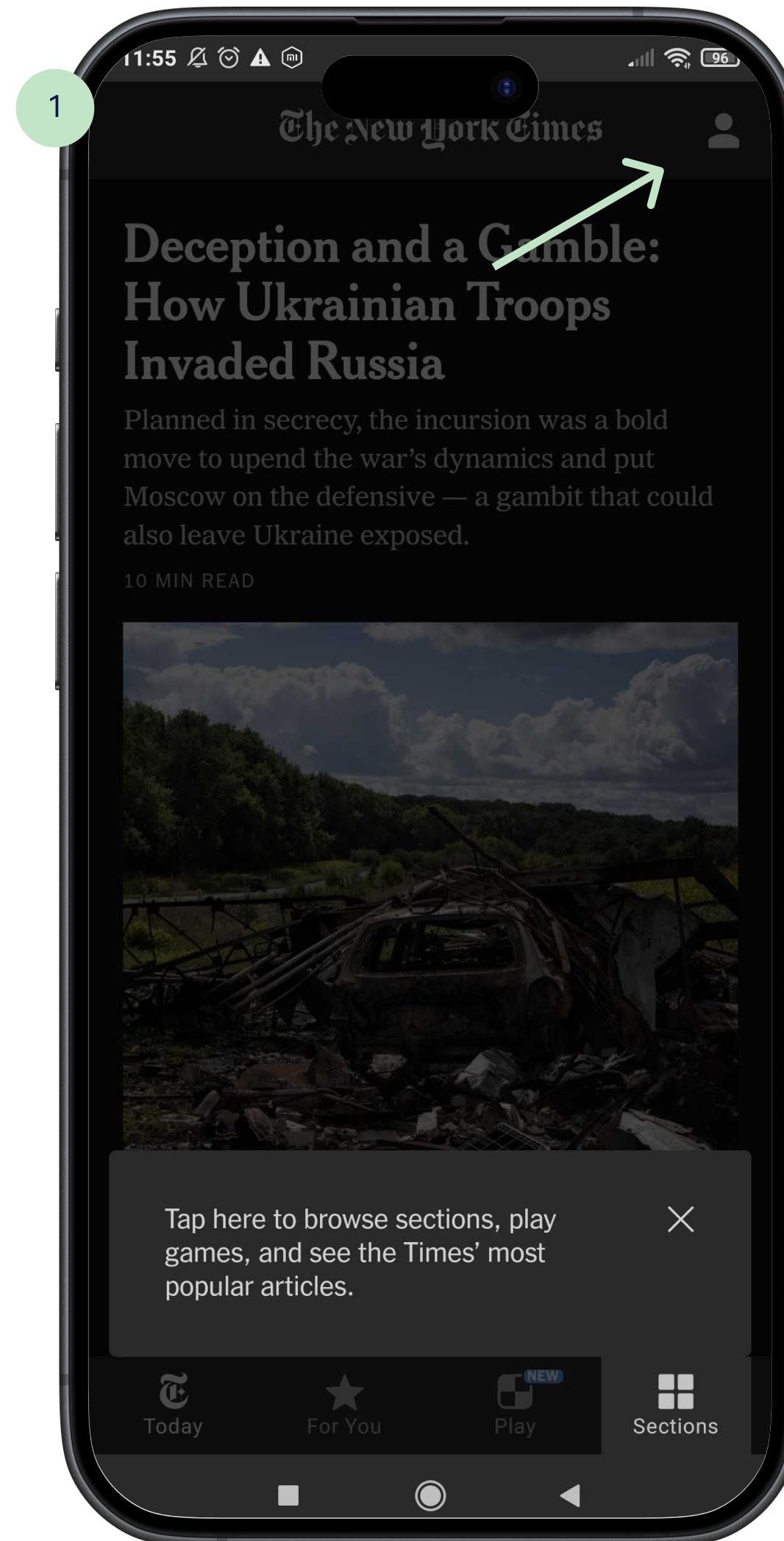
- Easy to navigate, most used themes are visible (more options like “Offline reading” and “Support” are revealed upon swiping up)

3. Notifications

- Recognizes if push is disabled and offers a quick option to change that
- Notification switch is off even though it was switched on during the onboarding
- Same screen as for the onboarding

Conclusion:

- Easy accessible with 3 clicks
- Prioritizes clear, linear guide by displaying the most important information first.
- Giving more options on the same screen when continu scrolling
- Pre picked in onboarding screen: indicates a wish for the user to stay informed, not overwhelmed and get an emotional benefit with their choices. Could be a good tacktick to avoid disabeling push





NEUE ZÜRCHER ZEITUNG

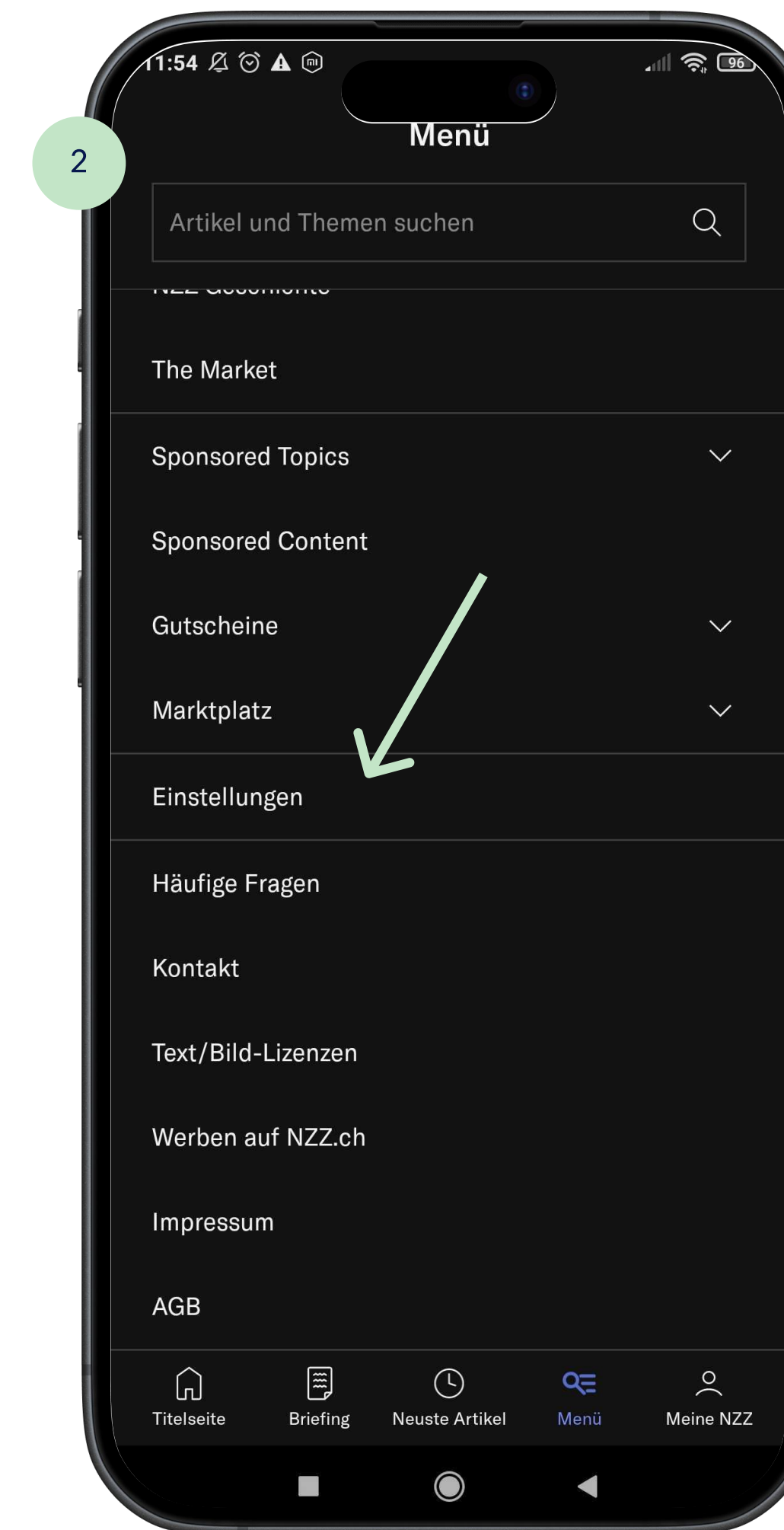
NZZ

1. Front

- Two onboarding screens
- Distinct language of “Menu” and “My NZZ” makes it clear where to find settings

2. Menu

- Search option
- Lots of segments
- Borders for a better overview and to structure the settings clearly



NZZ

3. Settings

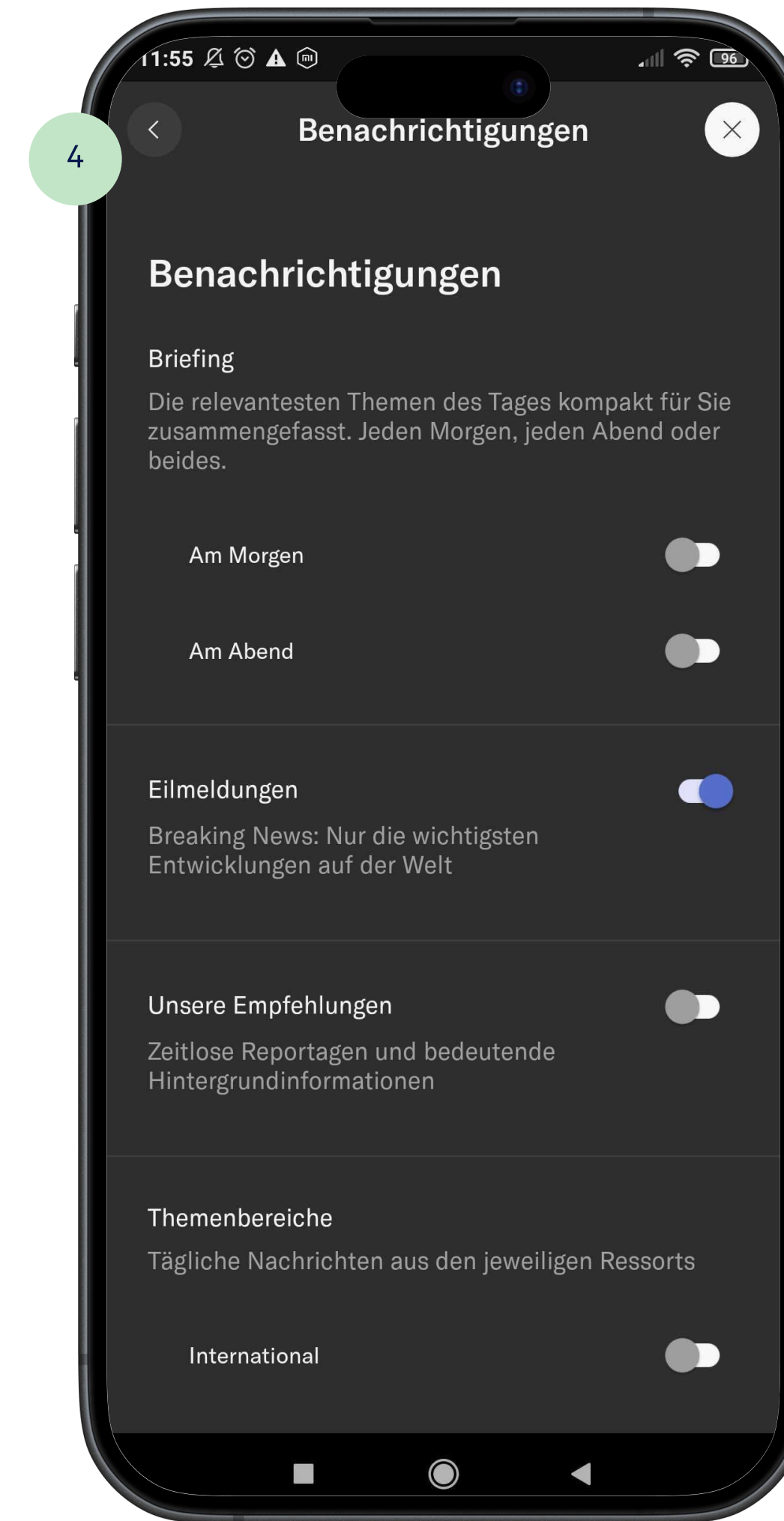
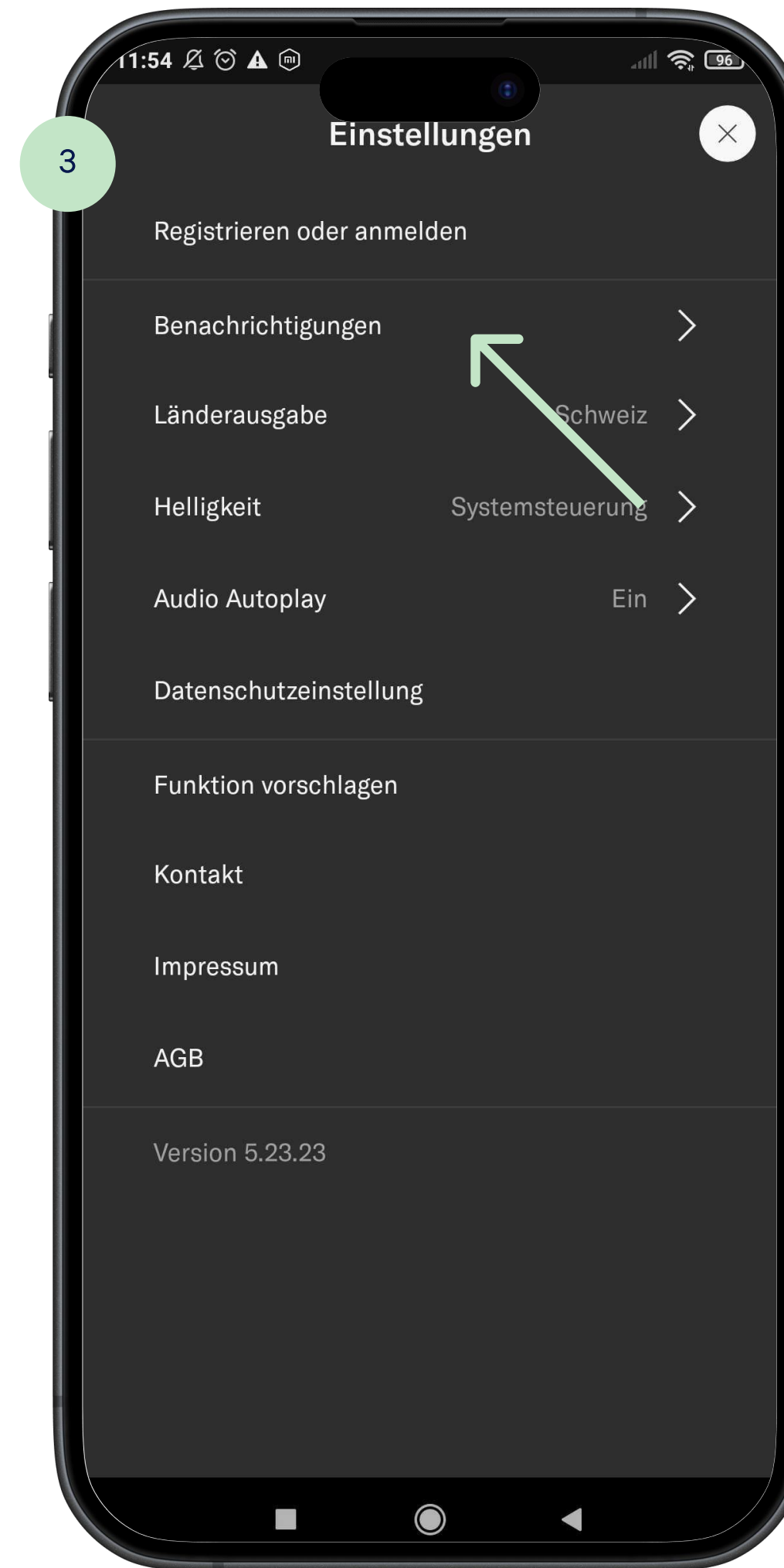
- Login option in the settings
- Less options to search for
- Navigation removed from footer

4. Notifications

- Same screen as in the onboarding with preferences turned on

Conclusion:

- 4 clicks, effort needed to find
- Login option in the settings apparently there to manage my own preferences
- Settings don't seem very important by their placement
- Search function to make it easier to find specific settings

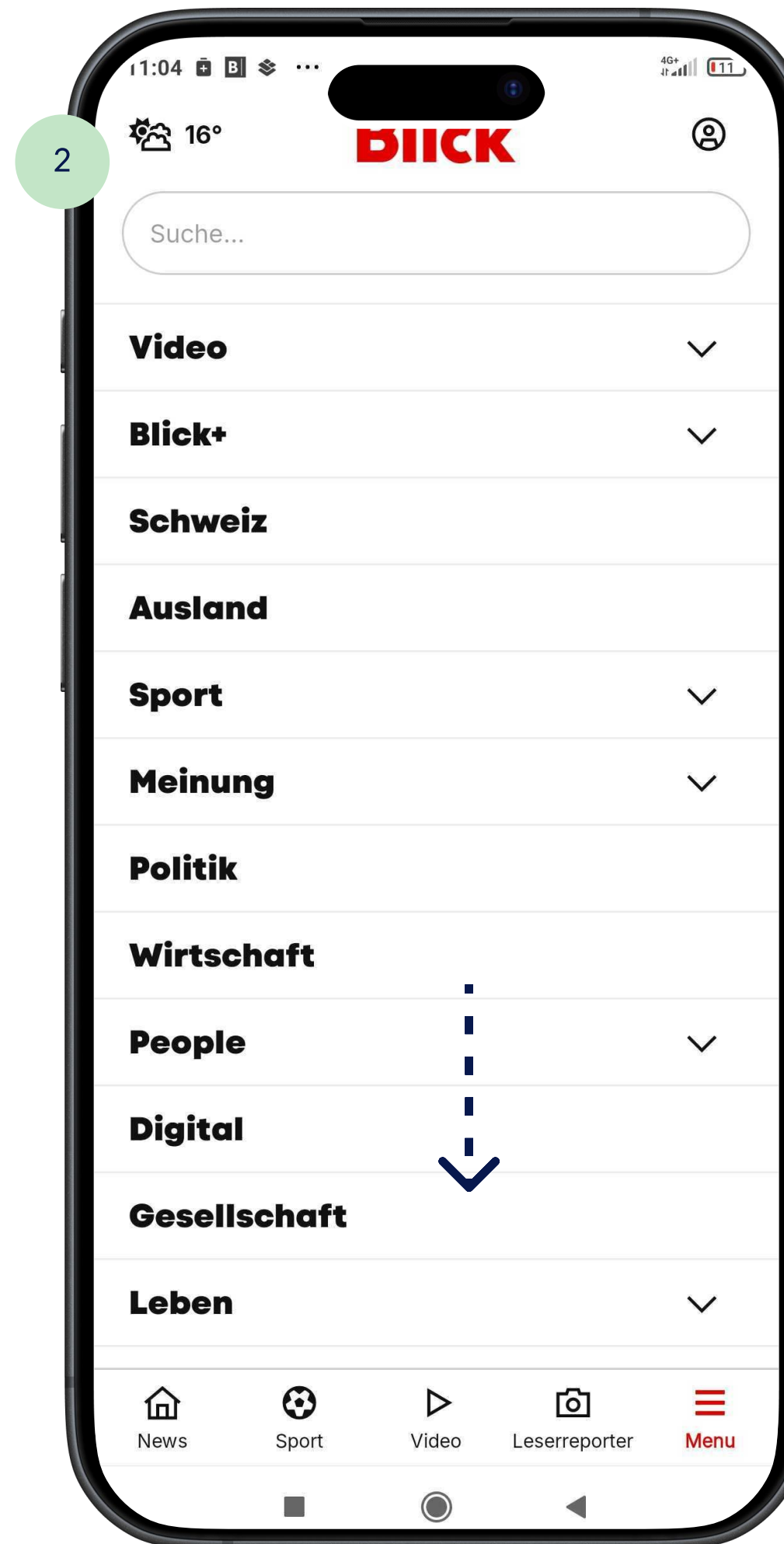
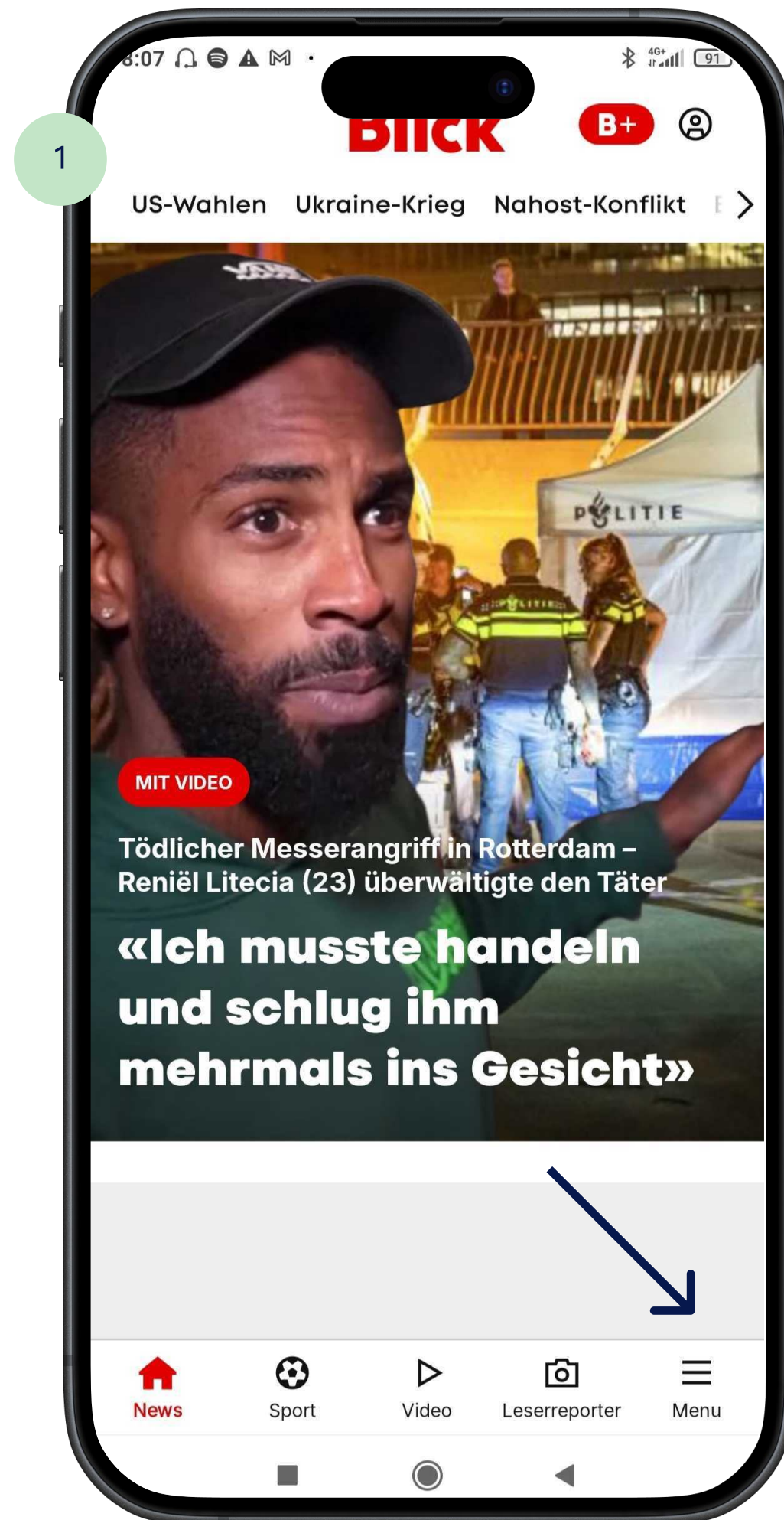




BLICK NEWS & SPORT

BLICK

1. Front
 - Not a clear distinction between "Account" and "Menu"
 - Footer contains the navigation through the entire journey
2. Menu
 - Search function
 - Topic segmentation



BLICK

3. Menu

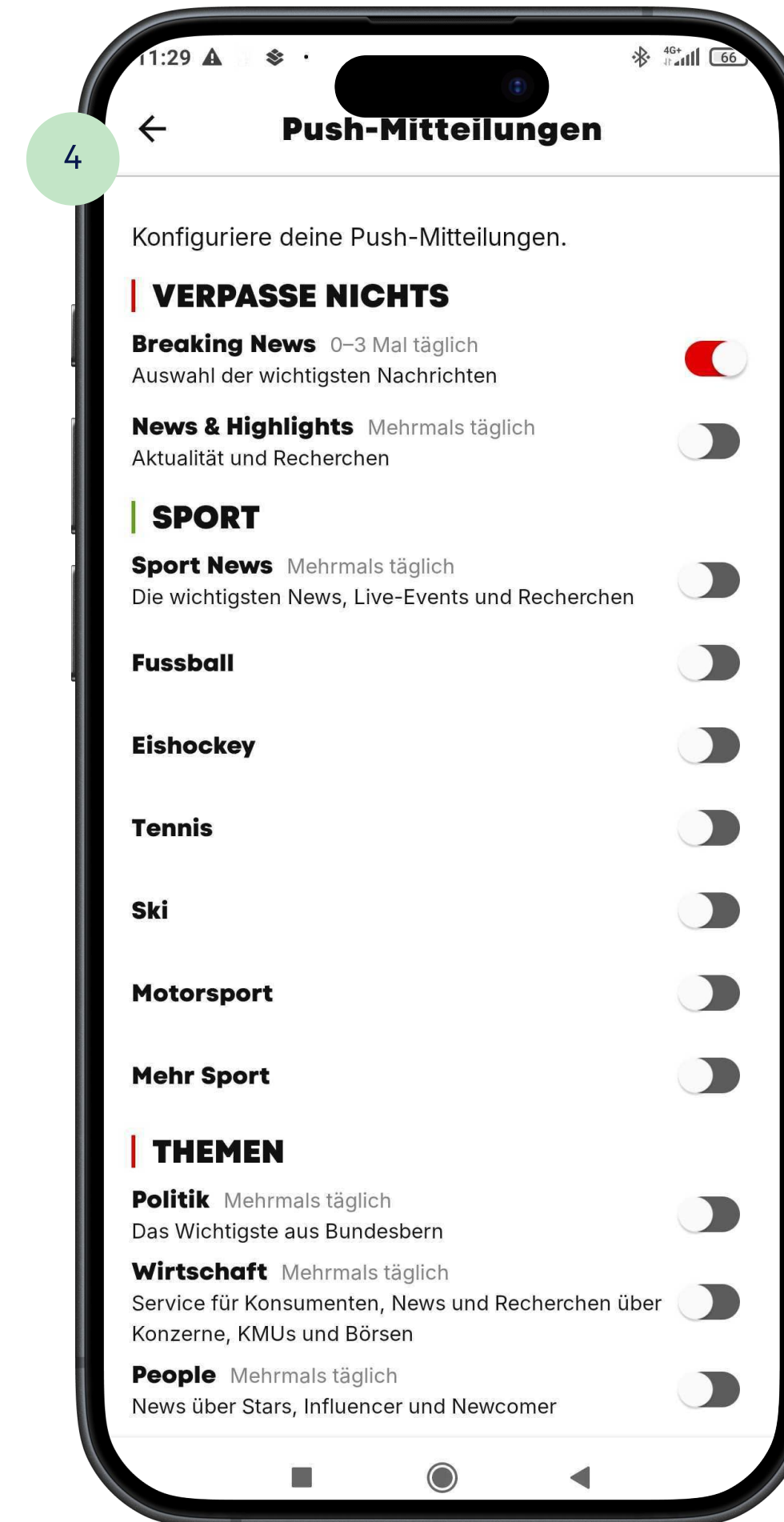
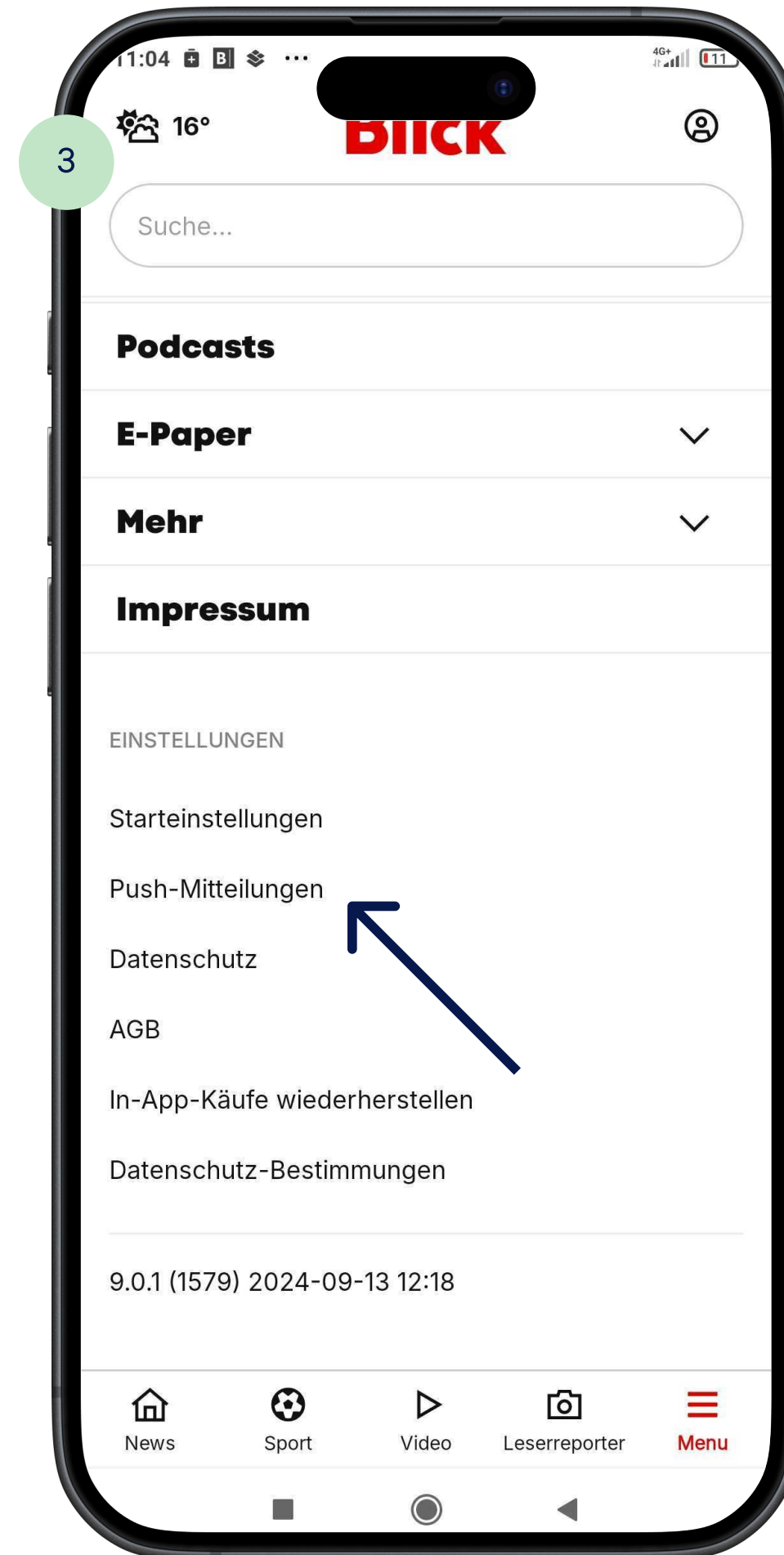
- Settings when scrolling down
- Small amount of settings

4. Push Notifications

- Same as in onboarding screen
- **If skipped in onboarding instead of "continue", then disabled**

Conclusion:

- Settings harder to find than other apps
- Segmentation clear and simple
- onboarding, skip- not notice
- If Skip button in onboarding
- sport is important





SRF NEWS

SRF

1. Front

- Clear, minimalistic screen
- The account icon is the only leading signifier to get to the settings and push notifications

2. Profile

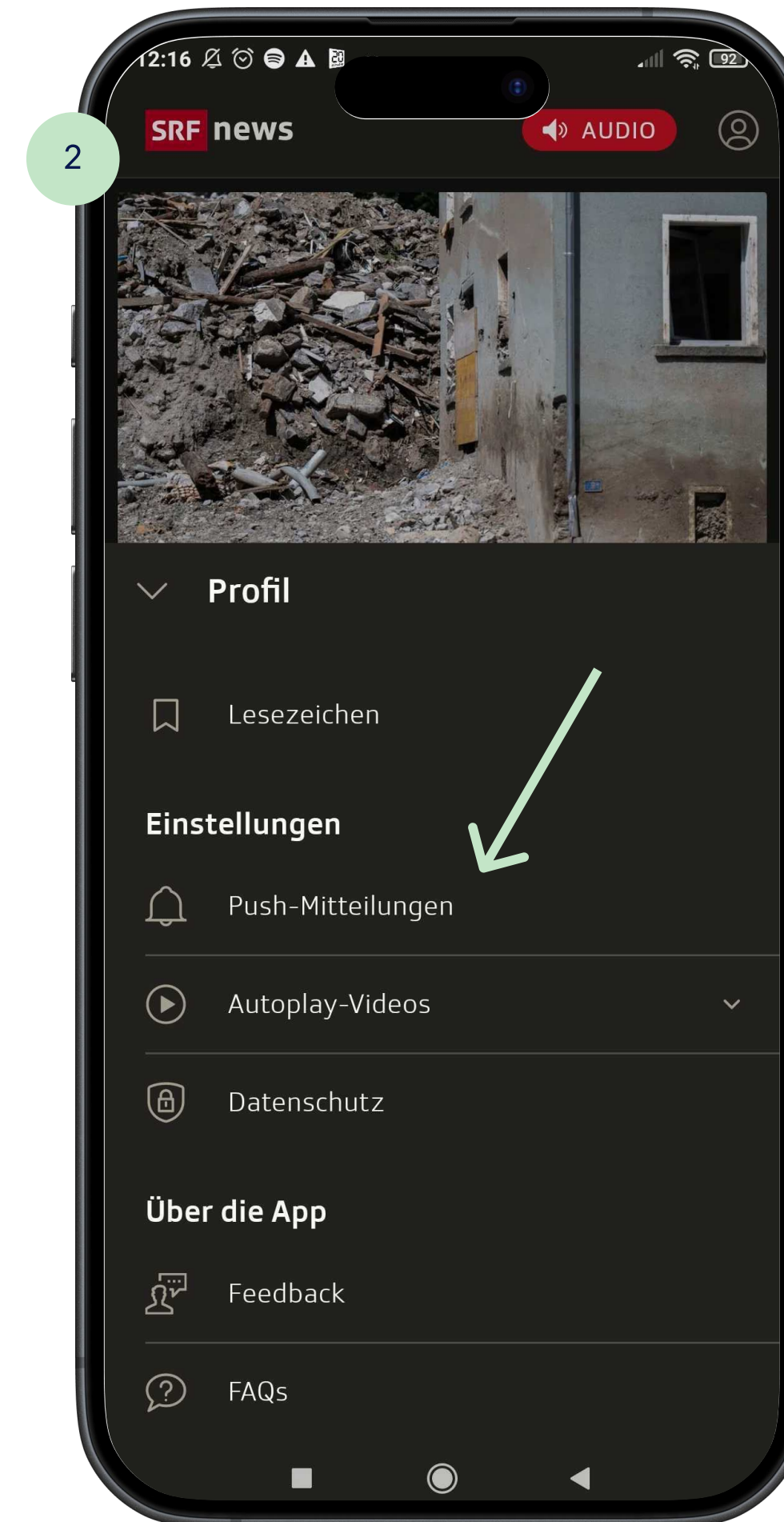
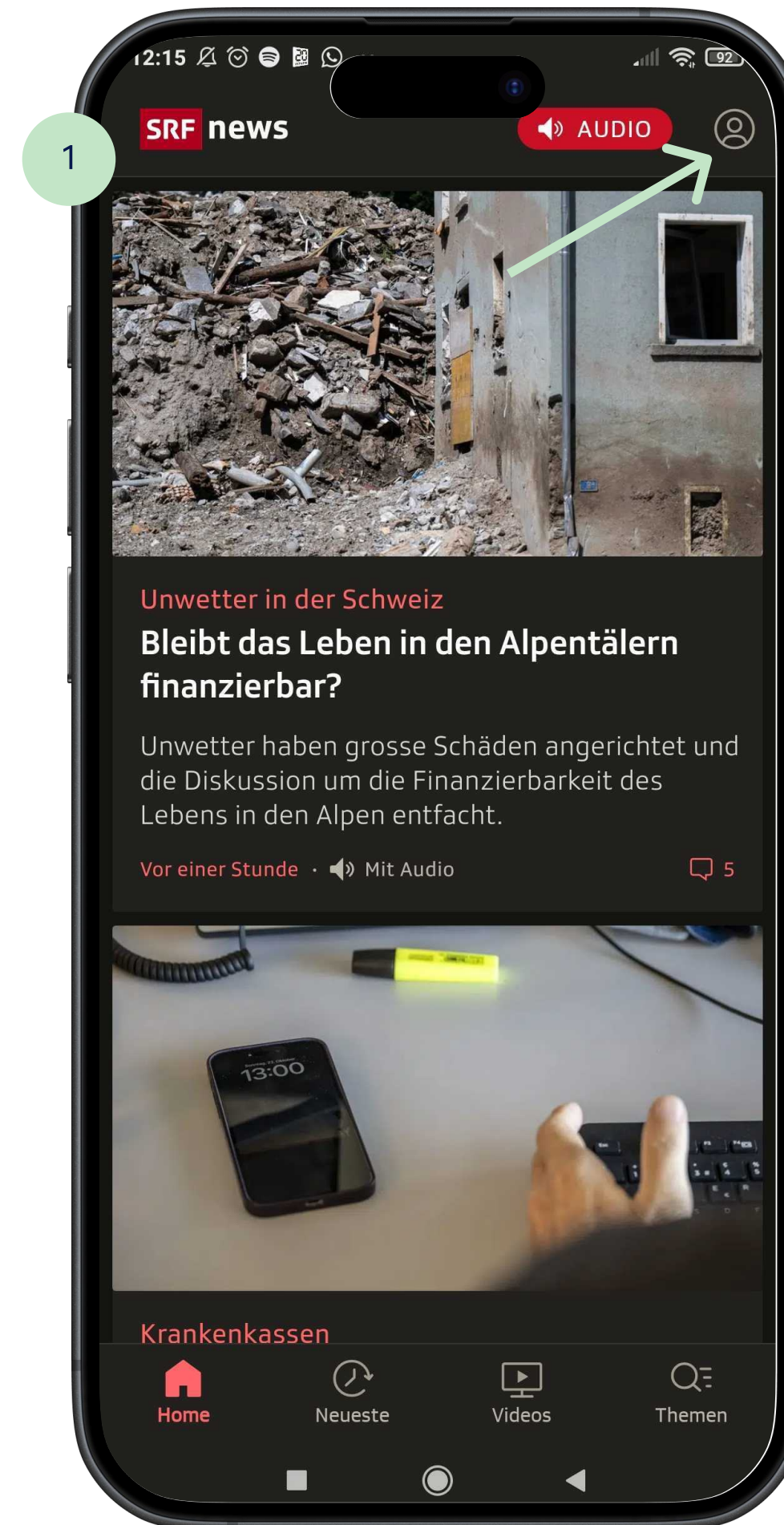
- Limited options with clear segmentations

3. Push notifications

- Display of the benefit and push notifications are presented as a "service"
- Notifications already enableed
- Very limited options
- Amount of notifications for each segment indicated
- Segmentation of summaries instead of topics

Conclusion:

- 3 clicks, to get to push settings
- Minimalistic, easy to use as it's a clear depiction without distractions
- Only important push notifications are enableed




Goal:
understand what amount and format the user
gets if want to stay “generally informed” and
enable pre selected news or extent that to have
important news.

Push Experience

PUSH EXPERIENCE


NY TIMES


The push notification experience is easy to access, requiring only three clicks. It offers a clear and linear guide, prioritizing the **most important information upfront**. Amount varies between **3-6 times a day**, with the pre selected notifications. Title varies between **type of news or title**. Message is generally constructed, to get an idea of the articles content. NY Times gave most curated feeling of all news, trough **wording and amount of notifications**.

 NYTimes • 3 min ▾

Breaking News

The Nobel Memorial Prize in Economics was awa...

 NYTimes • 8 h ▾

 **The Morning Briefing**

Israel strikes a hospital compound in Gaza, the Ha...

 NYTimes • 45 min ▾

Canada Expels Indian Diplomats

Officials said the Indian government was involved ...

NZZ

The push notification experience requires four clicks, making it **somewhat effortful** to access. The **login option** within the settings suggests it's primarily for managing personal preferences. However, the **placement of settings feels less prioritized**, which may make them seem unimportant. Push notifications are

NZZ NZZ • 1 h ▾

NZZ

Zürich ist die Stadt der Expats: Anna aus Polen sa...

NZZ NZZ • 9 h ▾

NZZ

Flor Bressers stammt aus bürgerlicher Familie. Da...

PUSH EXPERIENCE

BLICK

Enabling only pre selected “breaking” notifications will result around **0-3 notifications daily**, while enabling “important”* would lead to **5-12 daily**. With the selection of these two cathegories , the experience feels and uncluttered, ensuring users stay informed without being overloaded. Although on Android **Titles are not visualiy distinct** nor do always fit in the notification, the first couple of **words give a relatively clear indication** of what is written.


B

Blick • 27 min

Israelische Truppen schießen auf Uno-Soldaten im Libanon – zwei Verletzte

B

Blick • 2 min ^



Nach Anzeigen wegen Schüssen auf Jesus-Bild: Zürcher Justiz muss sich mit Sanija Ameti beschä...

** Although Blick only enables “breaking”, “important news “were also selected, to get more than 3 notifications daily*

SRF

The push notification experience is simple and easy to use and oversee. It offers a clear, distraction-free layout, with the **title sohwing the news plattform**. With only the preselected notifications enabled by default, the user gets around **4-9 notifications daily**, although 4 topics are per default enabeled. Notification text makes it **hard to oversee** content.

SRF

SRF News • 1 h v

SRF News

Dänemark und Schweden setzen auf eine harte G...

SRF

SRF News • 1 min v

News am Abend

Teures Armee-Projekt seit Monaten suspendiert | ...

OTHERS

DUOLINGO

As contrast to News outlets more serious tone, Duolingo as an example for an App which needs engagement for it to work was investigated. Stands out from other push Notifivcations because:

- Extremely personal language
- Quick - eye-catching Design
- Motivating on different levels:
 - negative drive: scarcity, unpredictability*
 - Positive: empowered, accomplished
- Useses humor and social media language

Negatives:

- Emotionally exhausting due to the scarcity principle
- Could make one feel emotionally manipulated
- Amount of notifications

Silver lining:

- Stops notifications, when not engaging with push for a while



TIK TOK

- Starts with a lot of notifications, if not engaging, gives less
- Gives Push notification of creators, I did not follow
- When disengaging with push, Tik Tok sends only friends uploads