Early Adopters and Influencers

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Overview

Goal

- Identify and describe users that are willing to try out new software (**Adopters**) and users who share their experience (**Influencers**).

Highlights

- Developed a simple approach that accurately segments users along the technology adoption curve.

- The Test Pilot population includes individuals of all types but also a high proportion of early adopting and influential users.

4 questions to discover inclination towards software adoption

1. "I am the first person amongst my friends to try out new desktop or mobile apps (e.g., dropbox, twitter, pandora, skype, web browsers)."

2. "Day-to-day, I use fewer desktop or mobile apps than my friends."

3. "It's really important to me to have the latest mobile or desktop apps."

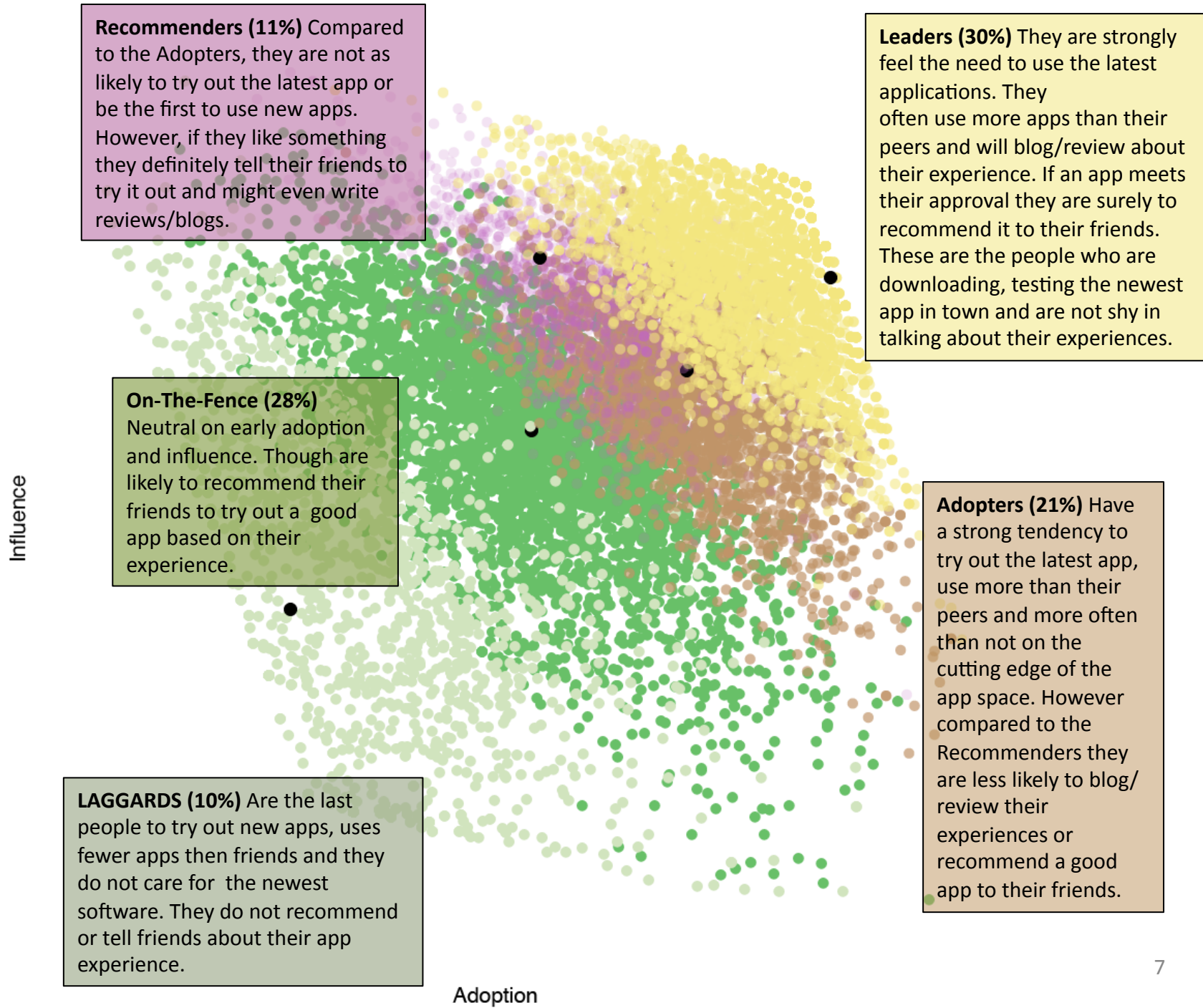4. "I am the first person among my friends to hear about new mobile or desktop apps."

4 questions that to reveal ability to influence

1. "If I like a desktop or mobile app, I tell my friends to try it out."

2. "If I have a strong opinion about a mobile or desktop app, I will write a review about it (e.g. Amazon, or App Store)."

3. "I recommend mobile or desktop apps to my friends more often than they recommend them to me."

4. "If I recommend mobile or desktop apps to my friends, they will try them out."

Survey Score

- Sum of scores on 8 questions.

- Total Score between 8 and 40.

- Higher score indicates greater propensity to adopt early and influence others.

- Skewed to higher scores because respondents are Test Pilot users.

High Influence

Low Influence

Low Adoption

High Adoption

Early adopter and
influential

Not influential,
not early
adopter

40

30

25

8

Recommenders (11%) Compared to the Adopters, they are not as likely to try out the latest app or be the first to use new apps. However, if they like something they definitely tell their friends to try it out and might even write reviews/blogs.

Leaders (30%) They are strongly feel the need to use the latest applications. They often use more apps than their peers and will blog/review about their experience. If an app meets their approval they are surely to recommend it to their friends. These are the people who are downloading, testing the newest app in town and are not shy in talking about their experiences.

On-The-Fence (28%) Neutral on early adoption and influence. Though are likely to recommend their friends to try out a good app based on their experience.

Adopters (21%) Have a strong tendency to try out the latest app, use more than their peers and more often than not on the cutting edge of the app space. However compared to the Recommenders they are less likely to blog/ review their experiences or recommend a good app to their friends.

LAGGARDS (10%) Are the last people to try out new apps, uses fewer apps then friends and they do not care for the newest software. They do not recommend or tell friends about their app experience.

Influence

Adoption

Slow Users

1. The 'Laggards' (10%)

- **75%** say their friends try out software before they do.

- **90%** say they do not need the newest software.

- **83%** say they will not write a review about their experiences despite having a strong opinion.

2. The 'On-The-Fence' (28%)
- **40%** are neutral towards early adoptions.
- **45%** are indifferent towards influencing their friends

Active Users

3. The 'Recommenders' (11%)

- **70%** are extremely likely to tell their friends about new software if they like it.
- **25%** say they will not write a review about their experiences despite having a strong opinion.

4. The 'Adopters' (21%)

- **82%** say they try out software before their friends.
- **67%** say it is really important for them to have the newest software.
- **22%** are extremely likely to tell their friends about new software if they like it.

Leaders (30%)

- **95%** of them say they try new software before their friends.
- **90%** say it's really important to them to have the latest software.
- **80%** are extremely likely to tell their friends about new software if they like it.
- **47%** say they will write a review about their experiences if they have a strong opinion.

Actual Firefox Usage
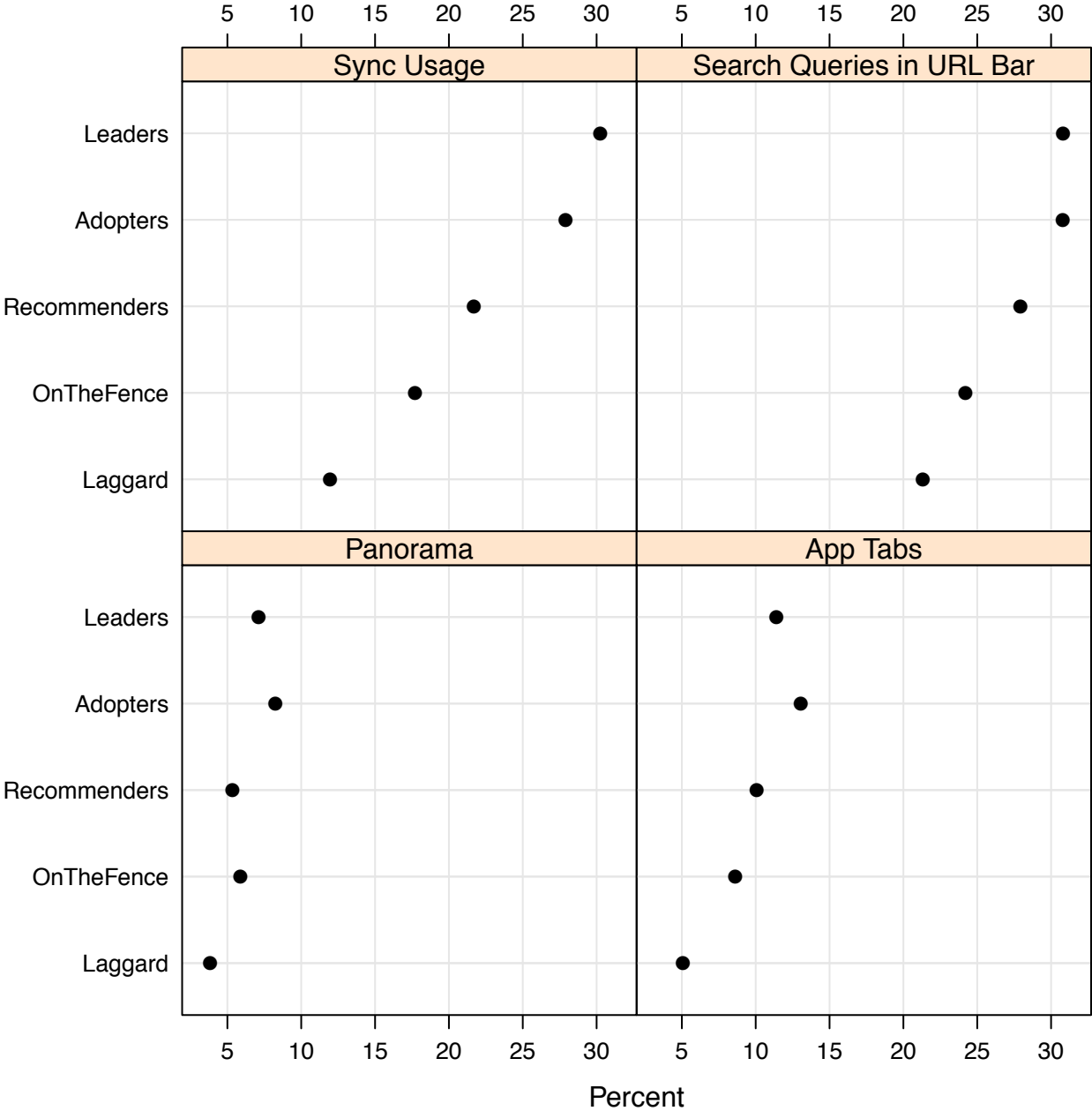
Actual Firefox Usage – Addons Distribution

	25%	Median	75%	95%
Firefox Population	1	3	5	12
Laggards	3	6	10	19
OnTheFence	4	6	10	21
Recommenders	4	7	11	21
Adopters	4	7	12	24
Leaders	4	7	12	25

The number of addons within the Test Pilot sample is rank ordered by the segmentation

Across the board Test Pilot users have almost double the number of addons vs. the general Firefox population

Next Steps

- Extend methodology to non-Test Pilot populations.
  - Compare laggard-leader distribution
  - Further validation
- Use the methodology as an operational segmentation tool.

Appendix