

Why Innovations Get Adopted: Attributes of Successful Products & Services



Some Technologies Spread More Easily than Others

Does Your Product Have What it Takes?

You probably have a great innovation that you want people to use. Its value might be obvious to you. However, it is often difficult to get consumers to use a new mobile application or platform! Research shows that people are more likely to use certain technologies than others. They evaluate how a product might be useful and make a decision. So what differentiates a product that is quickly adopted and one that flops?

Attributes of Technology that Drive Adoption

1. **Driven by Needs:** A new product should typically be designed to solve a particular problem. Entrepreneurs must cater to specific needs of consumers.
2. **Organized Access:** Even if a product is open source and available online, it does not necessarily mean that the tool can be easily found. The tool should be posted on an organized marketplace.



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3. **Trialability:** A user should be able to experiment with the tool to encourage adoption. For most traditional technologies, financial cost and time investment pose barriers to experimenting with a new tool.
4. **Observability:** Users should be able to observe others using technologies. For example, Foursquare was rapidly adopted at SXSW in 2009 because fans could observe others using and talking it.
5. **Relative Advantage:** A technology should be more useful and offer new benefits from existing technologies. Don't re-create the wheel!
6. **Simplicity:** New technologies should be simple and easy to use. Consider Facebook, which started as a way to view pictures of other college students. Start small before scaling up!
7. **Compatibility:** As much as you want a technology to be "disruptive," it should be compatible with a user's lifestyle.
8. **Community-Driven:** It helps if a technology has an enthusiastic community behind it. Just look at Instant Pot, which has millions of followers online sharing recipes and tips, driving purchases.
9. **Well-Documented:** A product should be well-documented so that users are able to easily overcome barriers to installation.
10. **Adaptability:** Let users show you how they want to use your technology! Adaptability refers to a tool's flexibility to cross domains and/or find novel usage in a new context unintended by the original stakeholders.

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