

swive

BLUEPRINTS

How To Best Request Permissions From App Users



The Challenge

iOS and most recent versions of Android require app users to grant permission for key services and to access personal information.

How you ask for permission greatly affects the success of your app.





Push Notifications



Contacts



Microphone



Calendar



Camera



Reminders



Home Kit



Photos



Health



Motion Activity



Speech Recognition



Location Services



Bluetooth



Media Library



Social media Accounts

What Do You Need Permission For?

We are all used to being asked for location and push notification permissions.

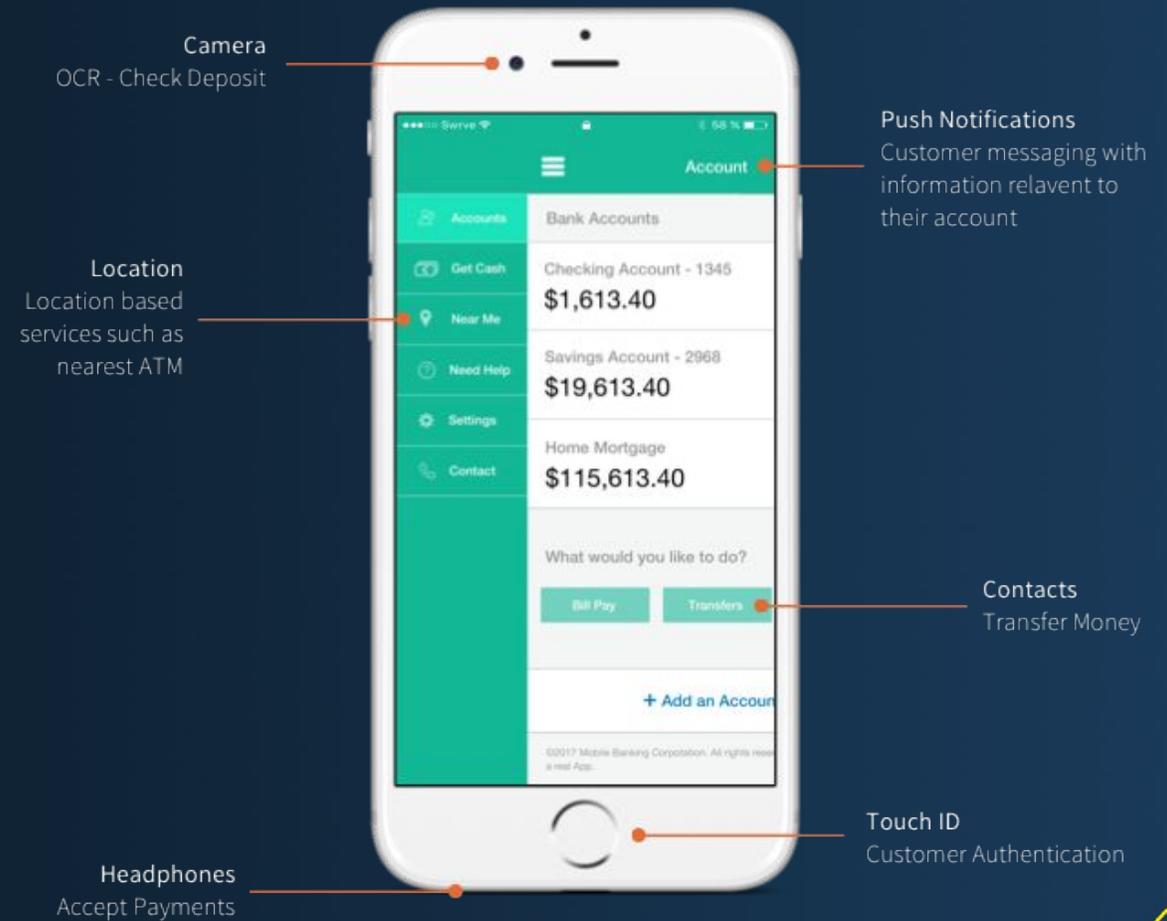
However, there are a lot more permissions that users need to allow than you may have thought. Take a look.

Getting User Permission Is Essential For Most Apps

Consider this example from a banking app.

For the app to be fully functional, it needs access to six services:

- Camera
- Location
- Contacts
- Push
- Headphones
- Touch ID





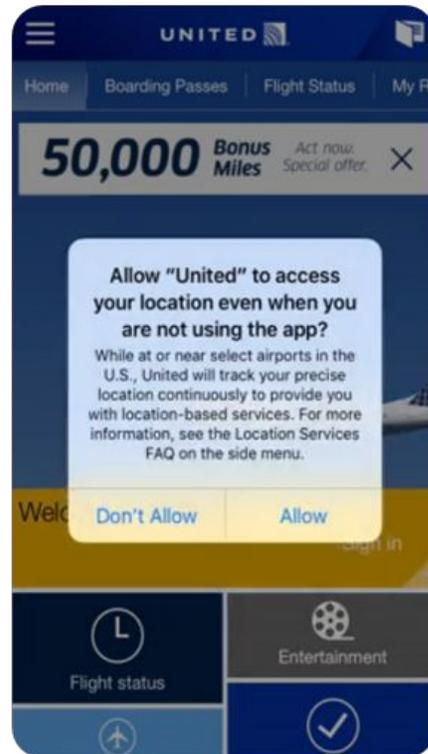
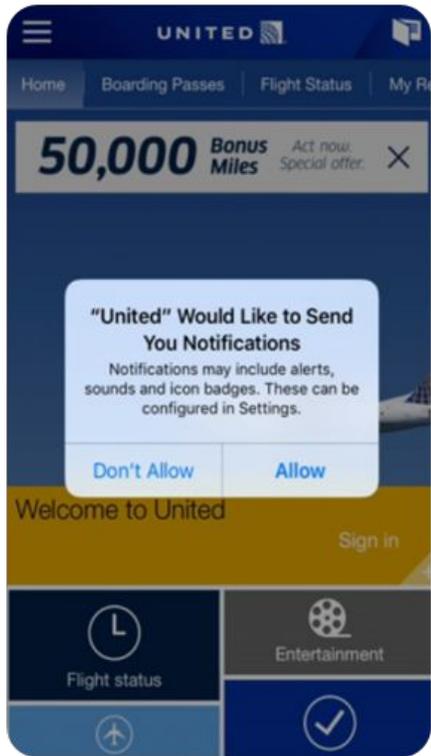
How Not To Ask For Permission

In short, don't be this app.

Like many apps, United Airlines bombard new users with standard system permission requests at the start of first app open.

Users get no context and are shown no value. Hence why most will deny access.

iOS only shows this once, so it is incredibly hard to get users to re-permission at a later date.



How To Ask For Permission

Try these various methods; they will greatly improve user opt-in to permissions.

However, when first configuring your app, be sure to instrument the Swrve SDK to automatically send events such as permission status.

This enables you to track, and message off, individual user behavior.



Explain The Value Of Opting In

Do you want to know
when somebody
makes a withdrawal
from your account?

Never ask for permissions without first showing the user the value they will get.

Focus on the core value the user gets, and message to that.

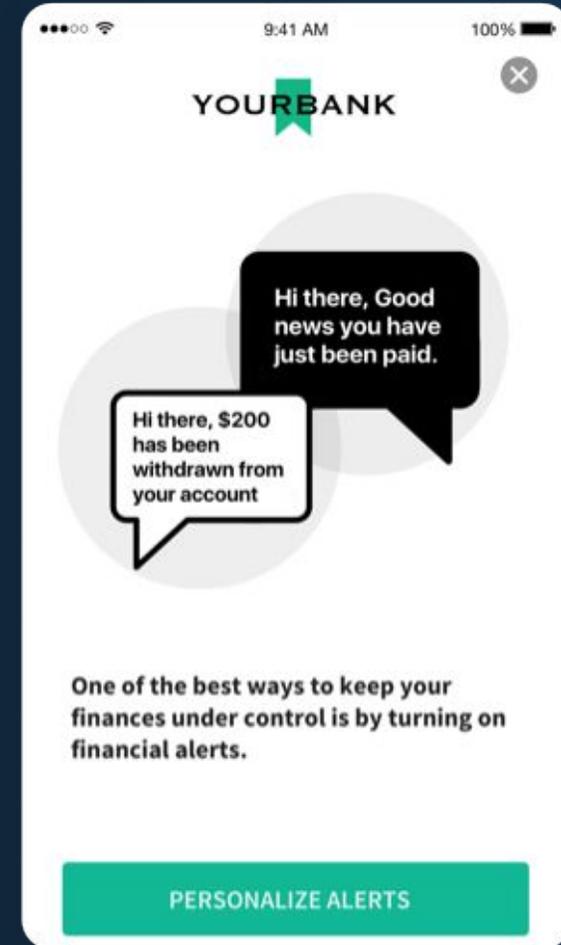
A banking client found that this simple message was most effective in getting customers to opt-in.

What To Ask, And When

Decide which permissions to ask during the FTUE.

Push notifications often take priority as they are vital to subsequent customer messaging.

Here you can see a Swrve message with the CTA 'Personalize alerts' - only when this is clicked is the system prompt called.



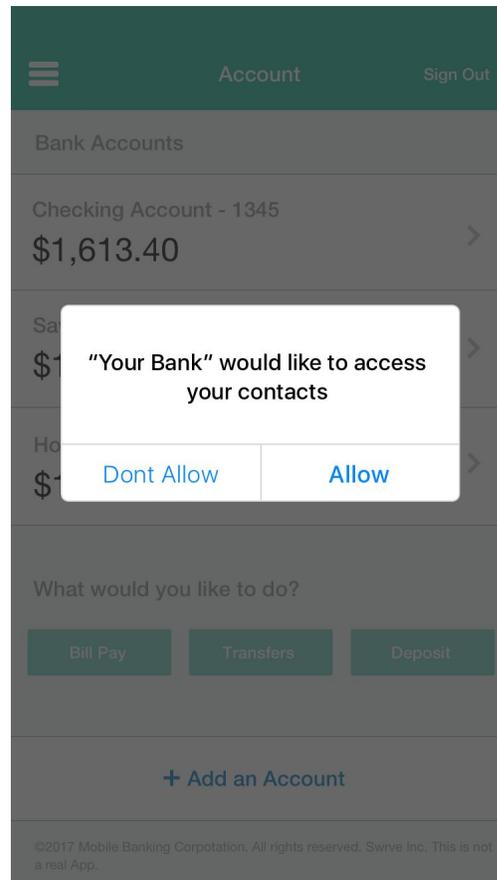
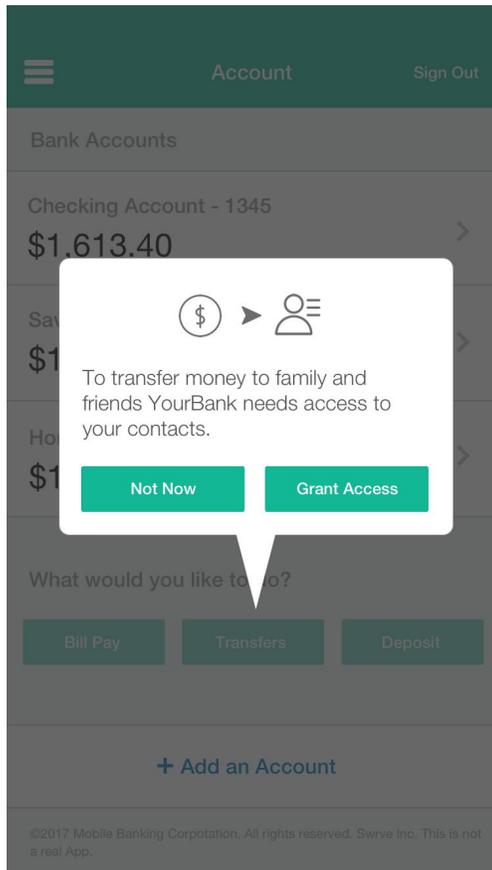


Deliver Permission Requests In Context Of App Use

Another strategy is to ask for permission in the context a user's use of your app.

In this example the user has tapped 'Transfer' for the first time.

As this feature requires access to contacts, Swrve instantly serves an in-app message explaining the value proposition and what the user needs to do next.



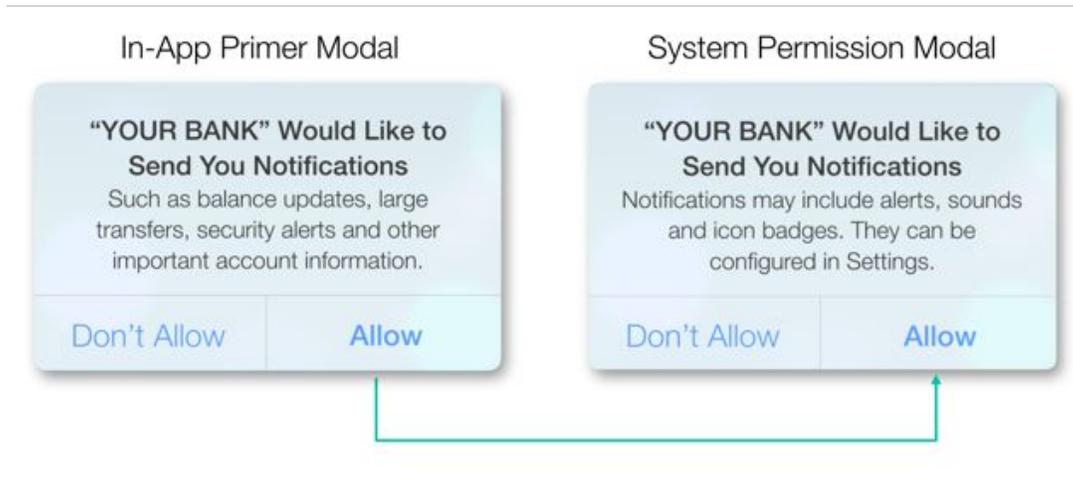


Native Pre-Permission Primers

An alternative approach is to replicate the system's user interface.

This example of an in-app primer message is displayed first in the form of a modal. It exactly replicates the system UI, with the added benefit of explaining value.

If the user taps 'Allow', the permission call is made. If not, you are free to retarget at a later date.

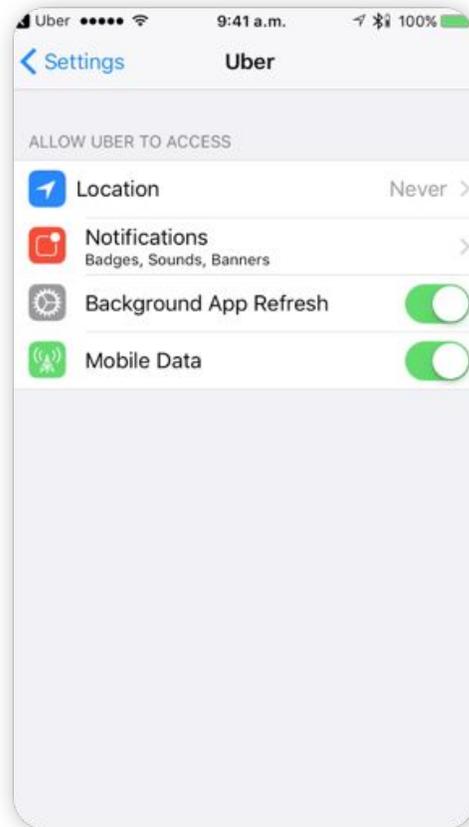
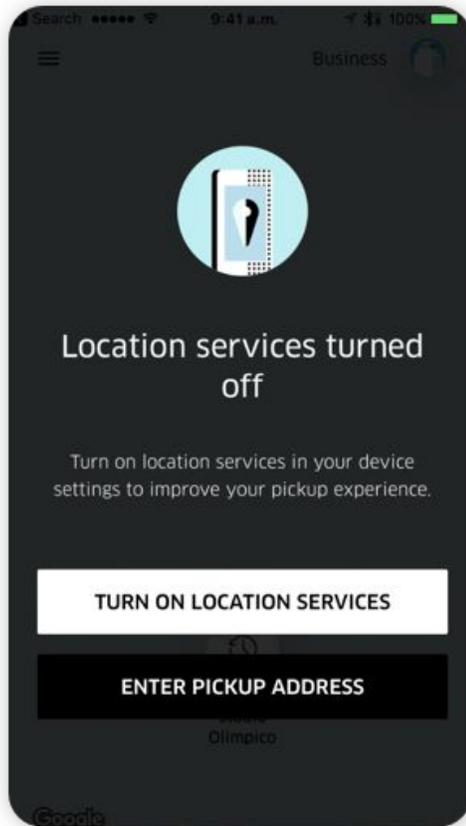




How To Re-Permission In-App

If a user has denied permission, you need to implement a re-permission campaign.

Uber do it for users who have denied access to location (an essential permission) by serving an in-app message which deeplinks to settings on the user's device.





Re-Permissioning In The Context Of App Use

In this example, a user has denied the bank access to contacts. This feature is essential for their Text Transfer feature.

When the user next taps on this feature, an in-app message instantly appears explaining the problem and solution.

