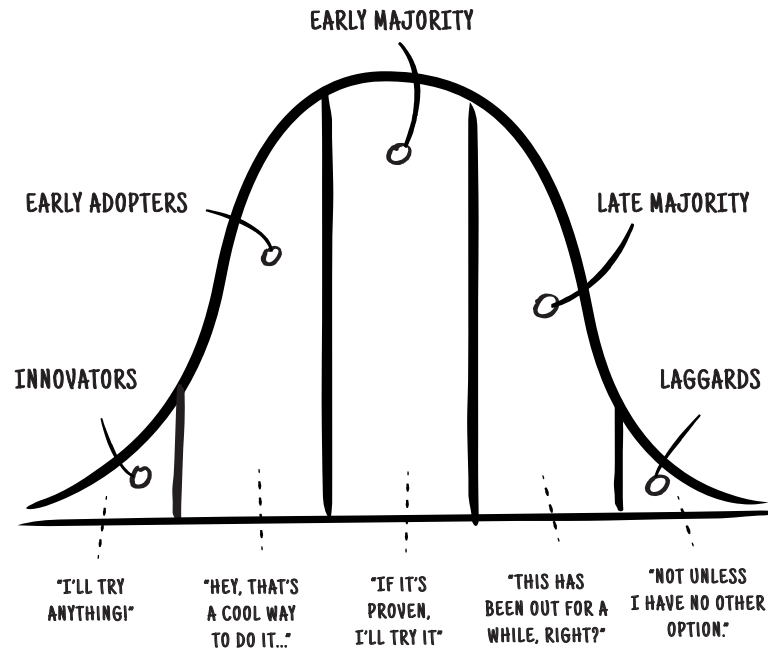


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# Adoption Curve

Segment populations based on how quick they are to engage with ideas

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## How It Works

The Early Majority group would be considered the average person: they're not waiting for the next new thing to come out, but are not behind the times either. Those on either side of the Early Majority are more likely to adopt a new offering either before or after the average.

Adoption over time usually occurs from left to right as ideas and offerings become more proven or commonly available. Adoption very rarely goes the other direction.

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## Using the Adoption Curve Framework

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### Example Application

When it comes to new phones, those on the far left pre-order and wait in line to be the first to buy the new smart phone when it comes out; those on the far right are still using their tried and true flip phones.

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### Descriptively To Analyze Current State

When looking at segmentation for an existing product or service, the Adoption Curve can be used to identify and further understand who the current users are.

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### Prescriptively To Identify Opportunities

When creating a new offering, it is useful to identify the users to target at different points of the offering life-cycle. Will a new offering be adopted by the Early Adopters or Innovators and over time attract the Majority? Or would it more likely attract those in the middle of the curve?

When evaluating an existing offering, the framework helps indicate who the next users might be based on the progress of adoption.