

# Six Ways to Boost Engagement of Your IoT Device or App with AI

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It doesn't take much for people to delete apps from their phones these days or stop using their new "cool" IoT device. Some grow tired of the push notification overload, while others grow tired of customizing devices that never seem to really fit their daily lifestyle. Whatever the reasons, it's imperative that product designers find a way to keep their users actually using.

Neura's artificial intelligence (AI) engine creates powerful new ways for apps to engage users. Neura's machine learning algorithms transform smartphone sensor data into rich behavioral profiles based on users' actions in the physical world. Neura combines this with data from other sensors the user encounters everyday, such as WiFi signals and health trackers. Below are six ways apps can leverage Neura's AI engine to boost engagement.





## 1. Moment-based alerts

Traditional app reminders are “time-based” and do not take into account the user’s context. Moment-based reminders, by adapting to the user’s real-time activities, can reach users at moments when they’re most likely to respond favorably. For example, instead of a medication adherence app beeping at 6:30 a.m. every morning regardless of the user’s state, it can detect when the user wakes up and send a pill reminder at that moment -- the perfect moment.



## 2. Tailored messages

Neura’s behavioral profiles capture insights about users that product managers can use to draw upon to craft actionable, personalized messages. For example, a mental health app, detecting that one of its users doesn’t sleep much, can share sleeping tips or resources on the link between sleep and happiness. In another case, a diabetes management app, knowing that one of its users is a workaholic, may proactively share information about the ill effects of overworking on one’s glucose and HbA1c levels.



## 3. Self-knowledge/awareness

As the “quantified self” movement picks up steam, more people want greater self-knowledge and awareness. Blending Neura’s understanding of what users do in the physical world with an app’s knowledge of users’ in-app behavior, reveals new insights that feed people’s interest in themselves. For example, a Neura-enhanced wellness app can share detailed activity dashboards that show a user’s total wellness profile – exercise habits, sleeping patterns, time spent sitting in the car, and so on – and offer health tips based on that profile.

In another example, a smart thermostat may share with a user how certain temperatures affect their sleep or how their work, exercise, and driving habits impact their electricity bill.



## 4. Proactive service

User-aware devices do not wait passively for users to take an action before serving them. They proactively meet users’ needs. A smart thermostat automatically turned down when it detects that the user is away from the house, and turns on again when they’re driving home from the gym. A smart diabetes management app and IoT glucose meter proactively urge the user to eat an apple before exercising (to avoid a hypoglycemic reaction). A smart door lock app locks when it senses the user or family has fallen asleep.



## 5. Smart logins

Cumbersome login systems drive users mad. Smart logins that adapt to a user’s actions and meaningful locations create a better experience. For example, a diabetes app could remain unlocked while the user is at the hospital – making it easier for the user to share their glucose data with their healthcare provider, while all Neura-enhanced apps could lock while the user is driving, thus discouraging unsafe driving behavior.



## 6. Next-level gamification and incentives

Just as video game experts leverage analytics to make their games irresistible, app makers can leverage behavioral profiles to enhance the gamification and incentive features of their apps. For example, a wellness app could devise games that score multiple areas of a person’s health – thus making it more interesting – and tie incentives to the user’s performance. If an end-user hits a high score, the host app can reward them with credit to the app company’s online store or that of another fitness retailer.

Want to learn more about how Neura can help you increase engagement of your IoT product? [Contact Us Today](#)