

Launchers

Brief Overview

Launchers are quick-start buttons you can place on your website that start another WalkMe action when clicked, such as play a Walk-Thru, Resource, Shuttle, or a Set of Validation Smart Tips. Launchers are highly effective at increasing user engagement with your site and solving common interface problems. Use Launchers to give users help when they need it, where they need it.

For users who may not be aware of the existence of support resources in the Player Menu, you can anticipate their challenges and place Launchers directly where additional guidance may be needed. The actions that Launchers start get higher usage and have a greater impact.

Use Cases

Launcher use cases include the following:

- Play a Walk-Thru: Give users the option to start a Walk-Thru immediately from an FAQ page;
- Open an article or video Resource: Provide users with multimedia assistance when they need it most;
- Activate a Shuttle: Place links to important resources or other websites at the user's fingertips;
- Launch a Survey: Prompt users to complete a satisfaction Survey;
- Run a Validation SmartTip Set (Check My Form): Place a Launcher that will run a field input check and indicate mistakes on a form;
- Open the Player Menu: Remind a new employee of his/her remaining Onboarding tasks.

How It Works

When a page is loaded, WalkMe will first check segmentation rules to see what items may be relevant on that page. Then WalkMe will search for the relevant element. Use the Segmentation Center to display Launchers only to certain target audiences, on specific pages, or under particular conditions.

The supported file types for images you can insert into Launchers include the following:

- JPEG;
- JPG;
- PNG;
- GIF;
- SVG.

Creating A Launcher

Creating a Launcher is done from the Launcher App in the WalkMe Editor or directly from a Smart Walk-Thru.

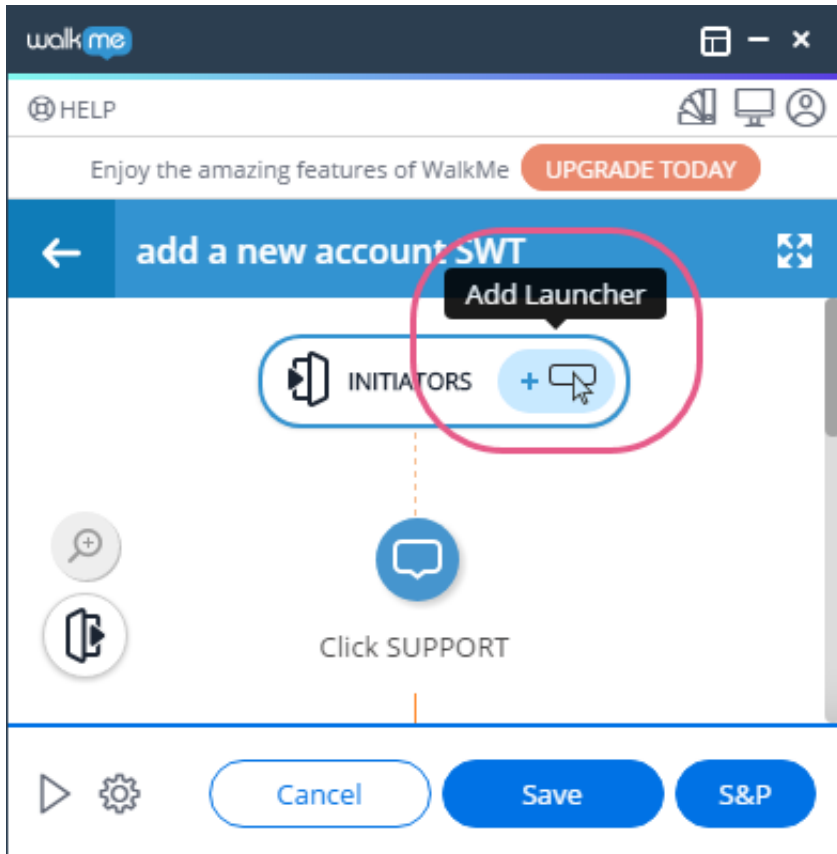
Creating a Launcher from the App

- Go to the page where you wish to place a Launcher;
- From the Launchers App, Click the Add New button;
- Type a name. The name of the Launcher will only appear within the Editor;
- Click the Continue button. The Editor will minimize;
- Select an on screen element to anchor the Launcher to. The capture balloon appears;
- Click Save. The Interaction Menu appears;
- Type Tooltip to describe what Launcher does;
- If you want to change the Launcher design, click Change Launcher;
- Select an Action type to determine what happens when a user clicks the Launcher;
- Click Save.

Creating a Launcher from a Smart Walk-Thru

There are three convenient ways to start creating a Launcher from a Smart Walk-Thru

- Click the Add Launcher icon from Initiator Panel;
- Open the Initiator Panel and then click + Add Launcher;
- Hover over the very first Add New icon (+) on the Smart Walk-Thru Map and click Launcher.



Launcher Options Menu

Interaction Tab

Need Help Launcher #2
✕

Launcher Options ?

- Interaction
- Appearance
- Behavior
- Precision
- Notes

Interaction

Name:

Tooltip:

Launcher: [Change Launcher](#)

Preview:

Walk Me Through >

Action:

Smart Walk-Thru:

Step:

Play from beginning of Walk-Thru ?

Display Style: Always On Hover ?

Display Segment: [Manage Segments](#) and [Create Segment](#)

No Segmented Tags. [Click here](#) to learn more

View Launcher
 Re-select element

Cancel
Save
S+P

Name: The name of the Launcher will only appear within the Editor. The name will not appear to your end-user.

Tooltip: The text that appears when a user hovers over the Launcher. Tooltips can be promotional ("Click Me to learn more!") or informational ("In this field define your max budget").

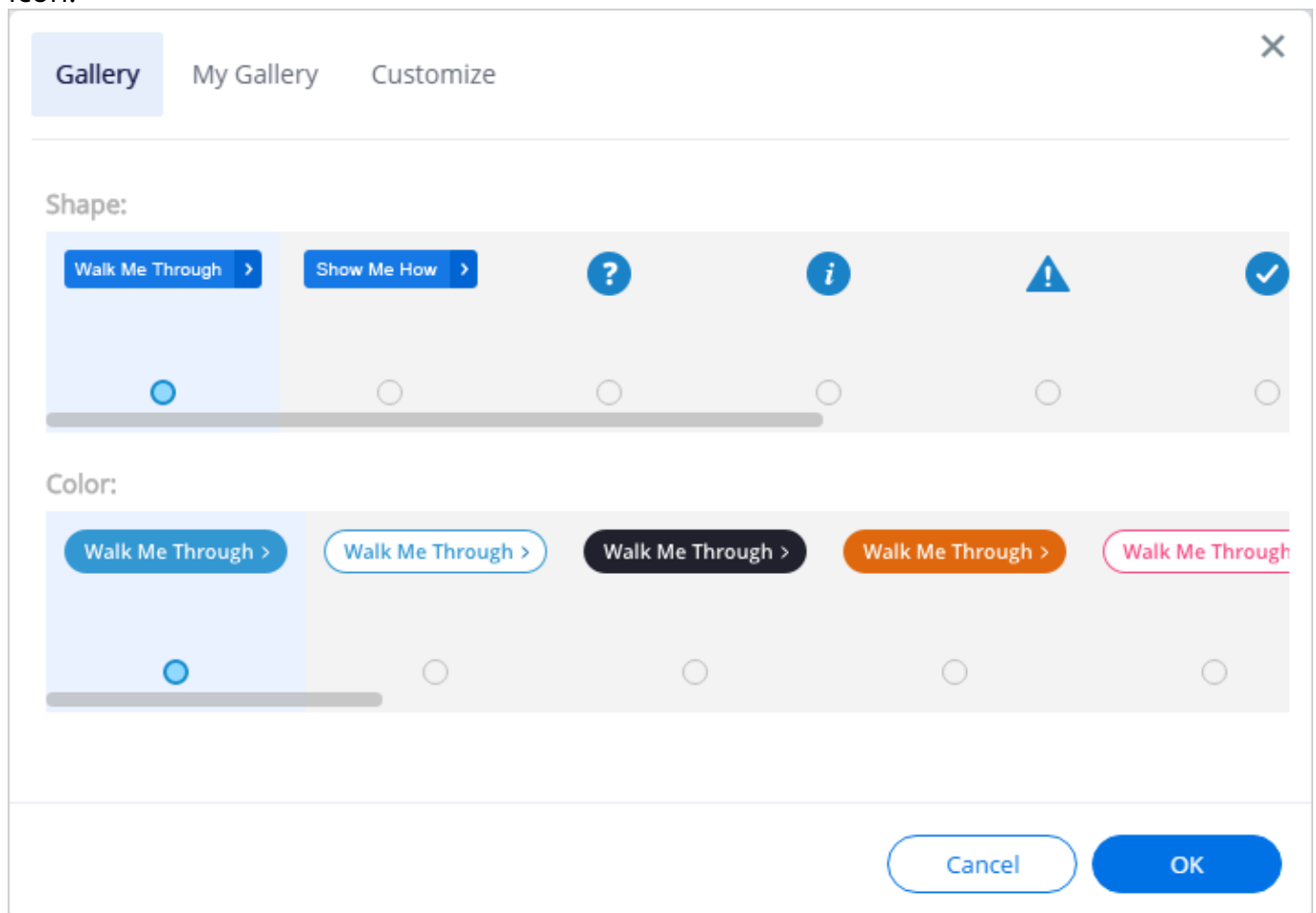
Change Launcher: Change the Launcher design and text (Read more below)

Action: Determines the action taken when a Launcher is clicked. Actions include:

- Play a Walk-Thru: Plays a selected Walk-Thru;
- Open Menu: Opens WalkMe Player Menu;
- Play Resource: Plays a selected Resource video or article;
- Play Survey: Plays a selected Survey;
- Play ShoutOut: Plays a selected ShoutOut;
- Play Multiple SmartTip Validations: Run a Validation SmartTip Set on a form;

- Open ActionBot: Opens a selected Bot or Conversation;
- None: Does not play a WalkMe item when clicked (can be used just with tooltip);
- Display Style: Determine when the Launcher will appear on screen. Display styles include the following:
 - Always: Displays the Launcher whenever the selected element is visible on the page;
 - On Hover: Displays the Launcher when the selected element is hovered over.
- Display Segment: Add a Launcher to a Segment or create a Segment to determine if the Launcher appears. For example, you can show a Launcher to only a specific Segment of users, such as admins.

The Change Launchers tab contains a full suite of options for customizing the Launcher Icon:



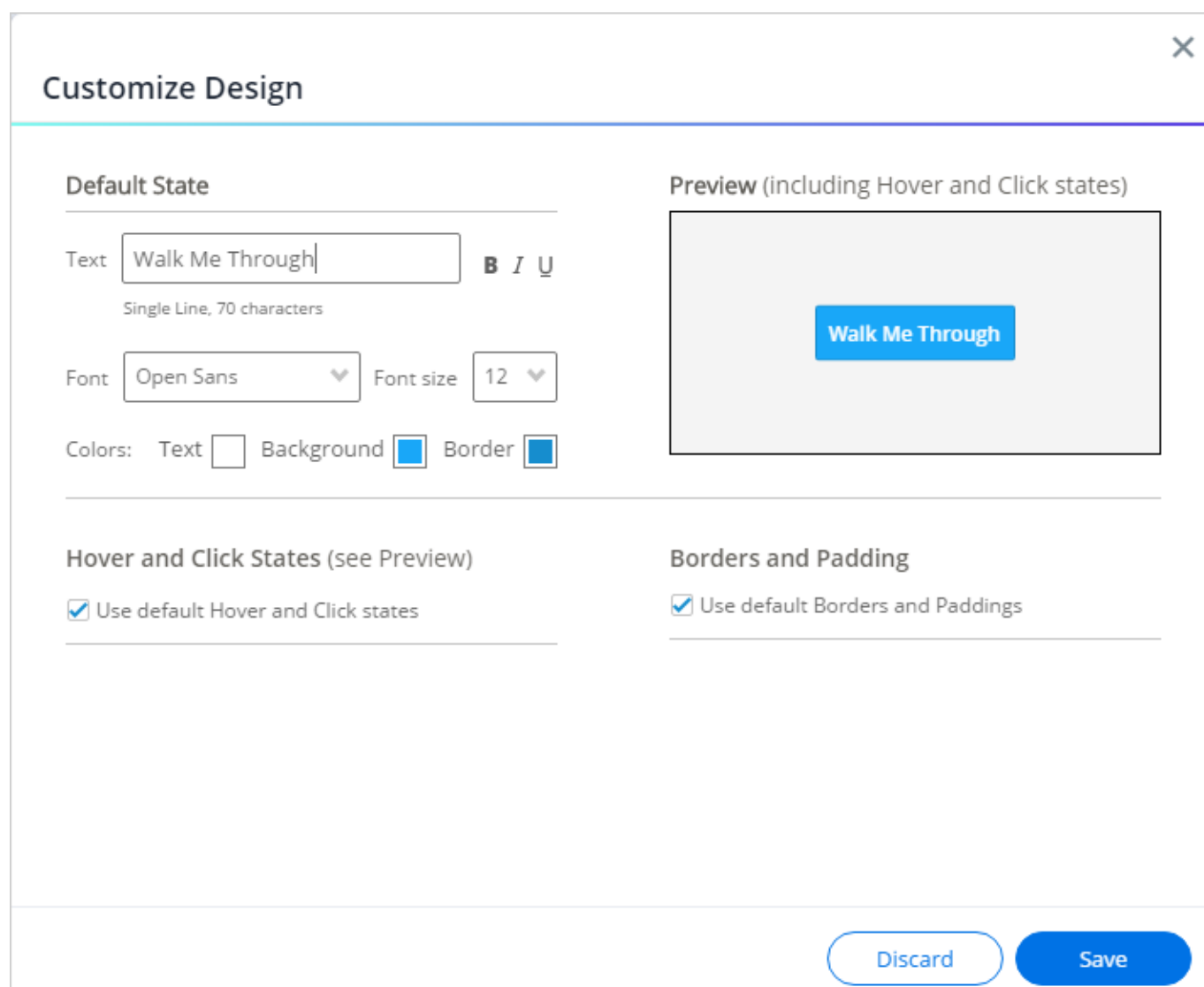
Gallery: Select image from stock Launcher images

My Gallery: Select images you have already created to use as your Launcher button by

inserting the image URL. Supported image file types include JPEG, JPG, PNG, GIF and SVG.

Customize: Customize the text and design of the Launcher from the WalkMe Editor. The following can be configured here in the Launcher Design Editor:

- Text: Customize the text that appears in the Launcher. Add up to 70 characters;
- Font: Select the font of your text (fonts include Open Sans, Times New Roman, and Arial);
- Size: Select the size of your text;
- Colors: Change or remove color of text, background, or border.



Customize Design [X]

Default State

Text: **B** *I* U
Single Line, 70 characters

Font: Font size:

Colors: Text Background Border

Preview (including Hover and Click states)

Walk Me Through

Hover and Click States (see Preview)

Use default Hover and Click states

Borders and Padding

Use default Borders and Paddings

Discard Save

Appearance Tab

The Appearance menu offers further options to modify the manner in which the Launcher is placed in relation to the element on screen:

- Highlighter: Distinguish the Launcher from the rest of the page with a highlighter;
- Position: Select whether the Launcher position is defined around or inside the perimeter of the element and select in which direction the Launcher will expand;
- Timing Options: Display the Launcher immediately upon page load or delay it for a number of seconds;
 - You may want to delay a Launcher if it is for guidance that you only want to provide to the user after they have been on the page for a certain amount of time or if the Launcher is based on an element such as a success or error message that sometimes takes more time to load than the page.
- Z-Index: Specify the stack order of an element compared to other existing elements on the same web page;
- Refine Position: Refine the Launcher's position in relation to the selected element;
- Positioning: Turn on Lock to Element.

Behavior Tab

The Behavior tab opens the Launcher Options menu, from where you can modify how WalkMe scans the page to decide when to display the Launcher:

Need Help Launcher #2
✕

Launcher Options ?

Interaction

Appearance

Behavior

Precision

Notes

Behavior

Pinned Launcher

A Pinned Launcher will continuously search for its element until found, then it will stop.

Strong Pin

A Strong Pin will continue searching for its element even after it's found for the first time.

⚠ When pinning a Launcher, it is recommended to use a jQuery selector to identify the attached element.

Segment evaluation frequency

Continuously check if the Display Segment Rules are met.

View Launcher

Re-select element

Cancel

Save

S+P

- Pinned Launcher: After displaying the Launcher for the first time, WalkMe will stop running the check. For example, if the page loads and WalkMe plays the Launcher on the selected element and then the element disappears off the page and reappears again, the Launcher will not be played a second time (until page refresh when WalkMe scans the page all over again);
- Strong Pin: Strong Pin will display the Launcher even if its selected element (e.g., a hover menu) disappears from the page and reappears again, (even without a page refresh). Strong Pin is similar to the Sticky setting for a Step;
- Segmentation evaluation frequency: Typically, WalkMe checks the Segmentation rules of a Launcher one time before deciding whether to display it or not. If you turn the Segmentation evaluation frequency on, WalkMe will constantly check the Segmentation rules to decide whether or not to display the Launcher.

Tip

If you are experiencing a problem with a Launcher displaying, try enabling Strong Pin in the Launcher Options menu. (Note: if you are pinning a Launcher, we recommend using jQuery).

Precision Tab

Change the default way the WalkMe algorithm works in identifying the element to which the Launcher is attached.

- Element Grade: First, take a look at the Element Grade to see how easily WalkMe can identify the Launcher on the page. If you have selected an element that appears on many pages, you may see a low element grade. If you want the Launcher to appear on all the pages on which the element appears, it is fine to have a low element grade. If you would like it to only appear on one page, consider using a Segmentation rule or setting the precision level to high;
- Type: The default element identification is done by the WalkMe algorithm which takes into account the URL where the element is captured, the position on the page, the page that an element links to, and the text in the selected element. Sometimes you may have intended to select a particular element but WalkMe detects you as having selected a different element. For example, you may have intended to select a Login link, but WalkMe identifies the element you captured as the box in which either Login or Logout may display. To specify that you only want the Launcher to apply to the element when it says Login, select identify by text and write in the text "logout" (not case sensitive);
 - For performance purposes, we recommend using a jQuery selector for a high level of precision in choosing an element.
- Bypass: Check a box to ignore the Text, ID, or Position of the element in the algorithm when WalkMe determines which element you selected in capture mode;
- Precision Level: If you select High for Precision Level, WalkMe will use stricter assessments in its algorithm and will be more discerning between elements.

Notes

Share notes about the Launcher with team members in the Editor. These notes will not be visible to your end-user in production. Find Launcher ID in Notes as well.

Tip

To see the full functionality of your Launcher in the Editor, enter Preview mode. By playing



from the Launcher App, you will see the Launcher with limited functionality (without its Appearance, Interaction, or Behavior).

Tip

Create a Segment using the Segmentation Center and a Rule that identifies the page. Add the Launchers on that page to this Segment. This will optimize how elements are checked each time a new page loads.

Multi-Language

Text-based Launchers created with the Customize tool support Multi-Language. If you use a Launcher from the Gallery, or if you add your own using the Upload tab, it will not support Multi-Language.

Related Resources

- Launcher playing where it shouldn't? [Check Precision](#);
- Is your Launcher not appearing at all? This could have to do with how [WalkMe is identifying the element](#);
- Launcher not appearing on the correct page? [Read up on Segmentation](#);
- Want to learn to organize your Launchers within the Player Menu? [Read this!](#)