

# 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 their 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 conditions 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.

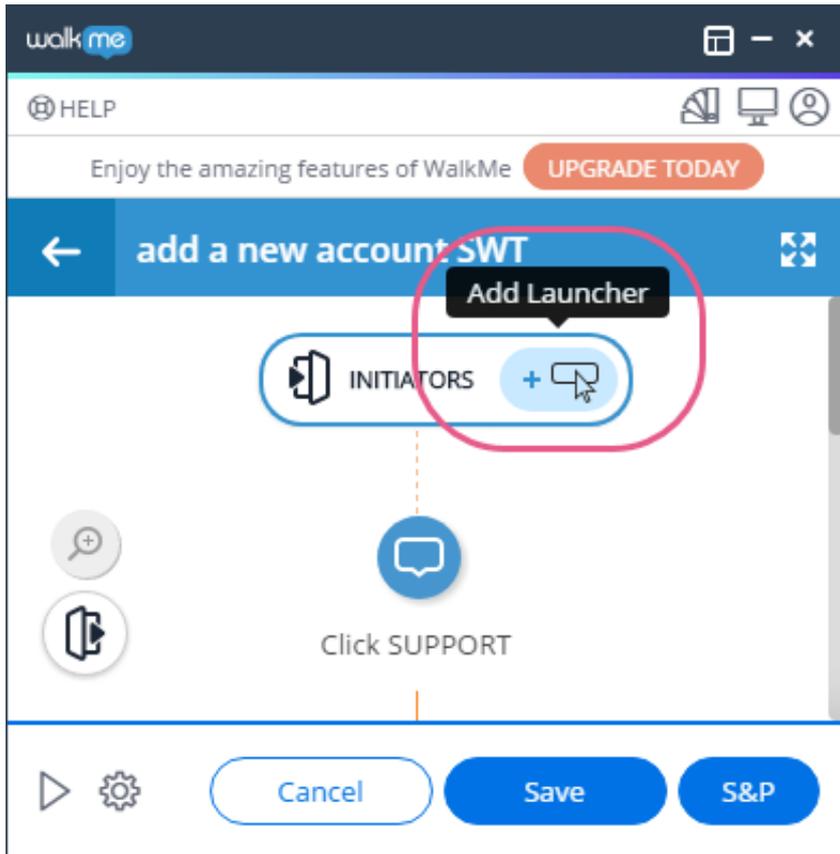
### Creating a Launcher from the App

- 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

WMU Submit Account Update - Launcher
✕

### Launcher Options ?

- Interaction
- Display Condition
- Appearance
- Selected Element
- Notes

#### Interaction

Name:

Tooltip:

Launcher: [Change Launcher](#)

Preview:

»

Action:

ShoutOut:

Display Style:  Always  On Hover ?

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").

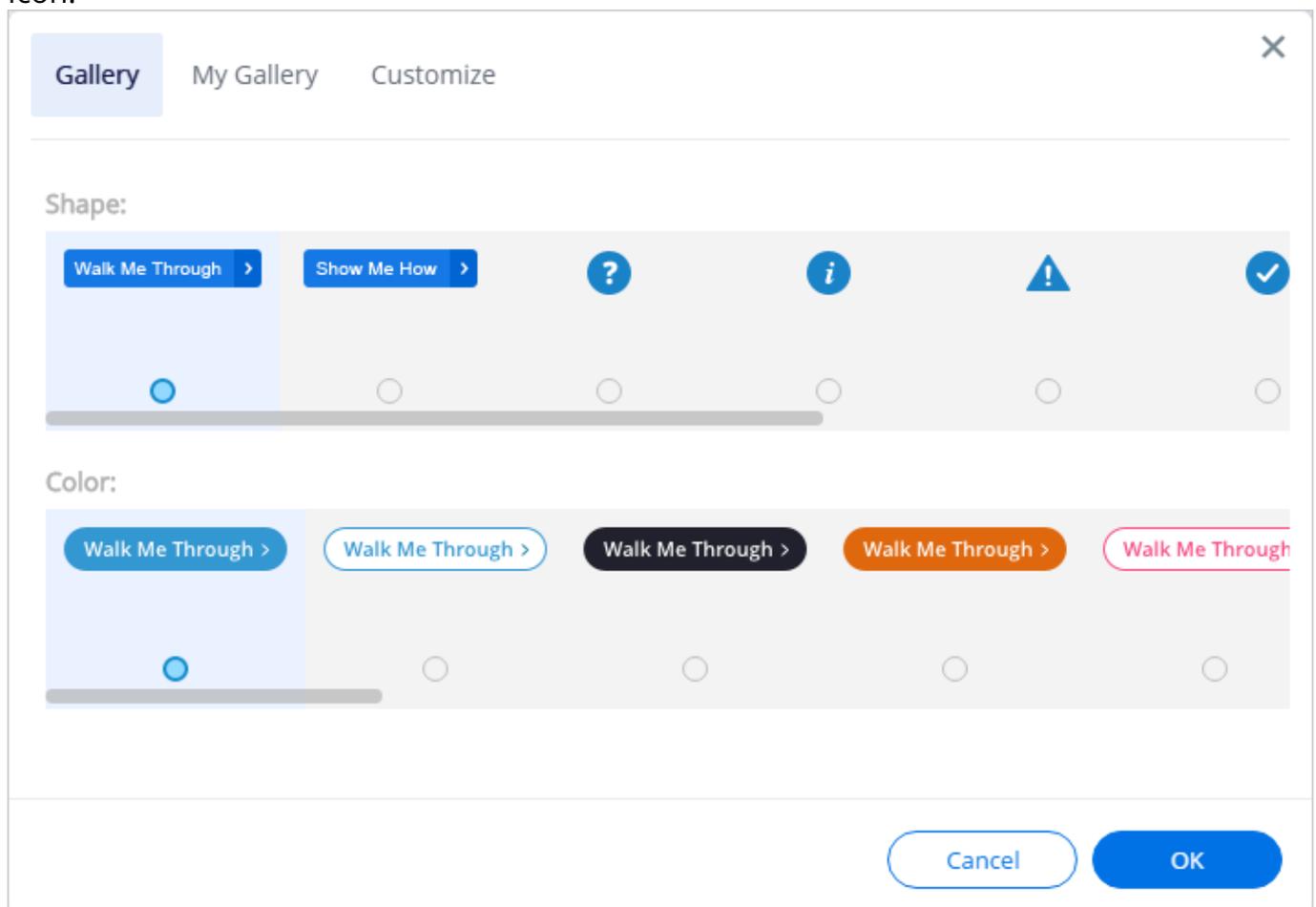
**Change Launcher:** Change the Launcher design and text (Read more below)

**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 SmarTip 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 Style: How the Launcher will display

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

#### Default State

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

Font  Font size

Colors: Text  Background  Border

#### Preview (including Hover and Click states)



#### Hover and Click States (see Preview)

Use default Hover and Click states

#### Borders and Padding

Use default Borders and Paddings

## Display Condition Tab

The Display condition defines if the launcher will be displayed in the screen at all, according to rules or segmentation:

- Create a rule

- Segmentation

WMU Submit Account Update - Launcher ✕

**Launcher Options** <sup>?</sup>

Interaction	<b>Display Condition</b>
<b>Display Condition</b>	Determine the conditions under which your item will appear on a specific page. <a href="#">Create a rule</a> <input checked="" type="checkbox"/> Constantly check the condition to decide whether to display the item.
Appearance	<b>Segmentation</b> <sup>?</sup>
Selected Element	Display the Launcher only to a target audience by applying a segment. <a href="#">Apply segment (0)</a>
Notes	

 View Launcher  Re-select element Cancel Save S+P

## Appearance Tab

The Appearance tab opens the Launcher Options menu, from where you can modify how WalkMe will display the Launcher:

WMU Submit Account Update - Launcher  
Launcher Options <sup>2</sup>

Interaction

Display Condition

**Appearance**

Selected Element

Notes

### Appearance

Highlighter Customize On Screen ^

Frames the element and distinguishes it from the rest of the page.

Thickness  px Color

Hide when hovering over element

Highlighter Position

Position: Top  Left

Size: Width  Height

Position ▼

Timing options ▼

Arrange Layer Order (z-index) ▼

Refine Position ▼

Positioning ▼

View Launcher Re-select element

Cancel Save S+P

## Selected Element Tab

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

WMU Submit Account Update - Launcher
✕

### Launcher Options ?

Interaction

Display Condition

Appearance

Selected Element

Notes

#### Selected Element

##### Element's Behavior

Appears on page load  
 Appears **after** page load and then stays visible ?  
 Appears and disappears as a result of user action ?

Note: WalkMe will constantly look for the element on the page.

##### Element Grade

⚠ The conditions defined in the associated Switch Step are false for the current page.

---

##### Define how to identify the element

Automatic  
 By text   
 JQuery selector

---

##### Define which attributes to ignore

Text within the Element (for multi language)  
 Element ID (If the ID changes when a page is loaded)

👁 View Launcher
👉 Re-select element

Cancel
Save
S+P

- Element Behavior:
  - Default: Appears on page load.
  - Appears after page load and then stays visible: 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);
  - Appears and disappears as a result of user interaction: This setting will display the Launcher even if its selected element (e.g., a hover menu) disappears from the page and reappears again.
- 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;

- Define how to Identify the element: 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.
- 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, Display Conditions, or Selected Element settings).

### 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 Selected Element Settings](#);
- 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!](#)