ONE PAGE SUMMARY

Entrepreneurship & Startup › Marketing & Customer Acquisition › Customer Success

Onboarding design

Effective onboarding boosts customer success and retention.

DEFINITION

Onboarding design refers to the process of guiding new users through your product or service. It aims to help them understand its value and how to use it effectively.

KEY CONCEPTS

User Journey Mapping

Visualizing the steps a user takes from first contact to becoming a loyal customer helps identify key onboarding touchpoints.

Personalization

Tailoring the onboarding experience to individual user needs increases engagement and satisfaction.

Feedback Loops

Incorporating user feedback during onboarding allows for continuous improvement of the process.

Goal Setting

Helping users set clear goals during onboarding can enhance their motivation and commitment to using the product.

Progress Tracking

Allowing users to track their progress during onboarding can reinforce their engagement and sense of achievement.

EXAMPLES

→ A software app provides a guided tutorial for first-time users.

→ An e-commerce site offers personalized product recommendations based on user preferences.

→ A subscription service sends milestone emails to celebrate user achievements.

MEMORY TIPS

★ Remember 'MAP' for onboarding: Map user journeys, Add personalization, Provide feedback.

★ Think of onboarding as a 'welcome mat' – it should be inviting and informative.

★ Use the acronym 'GPP' for onboarding goals: Goals, Progress, Personalization.

COMMON MISTAKES

✗ Neglecting to gather user feedback during onboarding.

✗ Overloading new users with too much information at once.

✗ Failing to personalize the onboarding experience.

QUICK RECAP

Onboarding design is crucial for user engagement and retention. Focus on mapping user journeys, personalizing experiences, and incorporating feedback to improve the process.