The Risky Business of Onboarding

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Onboarding: how new users get in

But wait, I'm a developer? Why should I care?

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Popular
New
Newspapers
Magazines
Web
Shared
Browse
Alerts
My Issues
Bloomberg Businessweek
The Last Days of the Shale King
Aubrey McClendon, 1959-2016
TIME
What happened to this party?
Who Really Destroyed the Party of Reagan
The Power of Nancy Reagan
What My Mother Knew

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30 day projects:
research for
dummies
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Identify
Teach
Engage

The perfect onboarding does not exist
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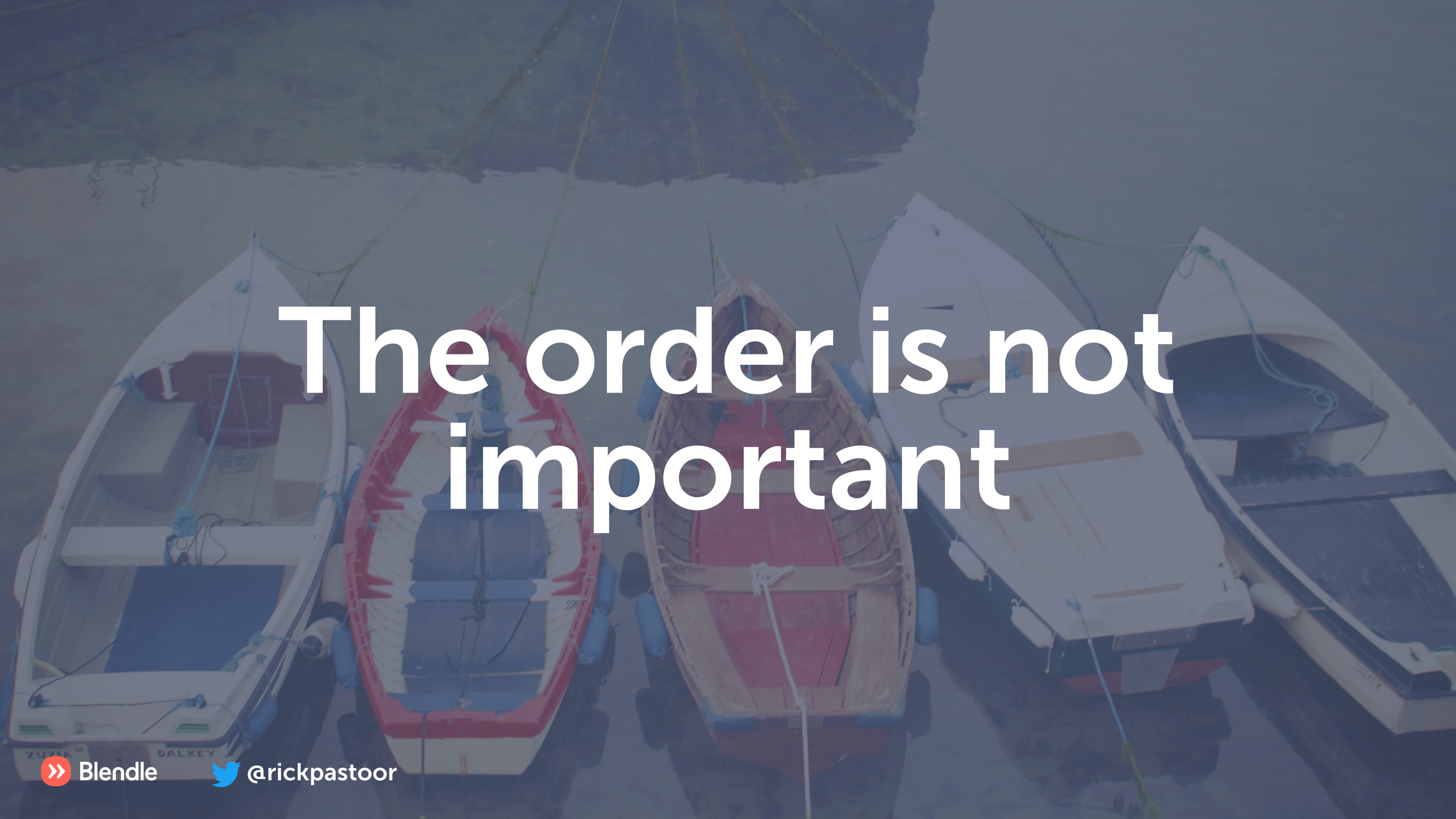
The order is not important
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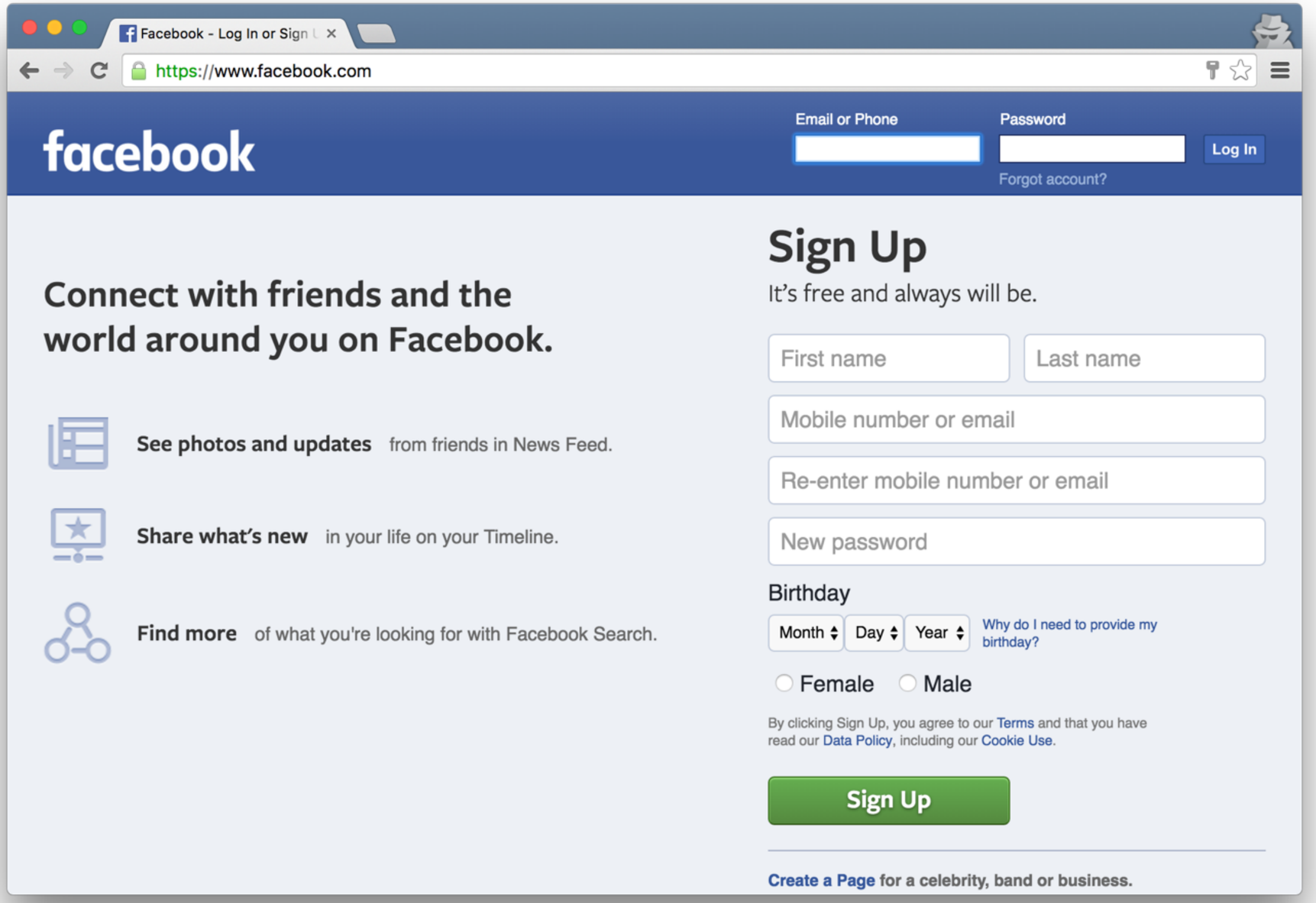
People fake stuff

Do you need to know?

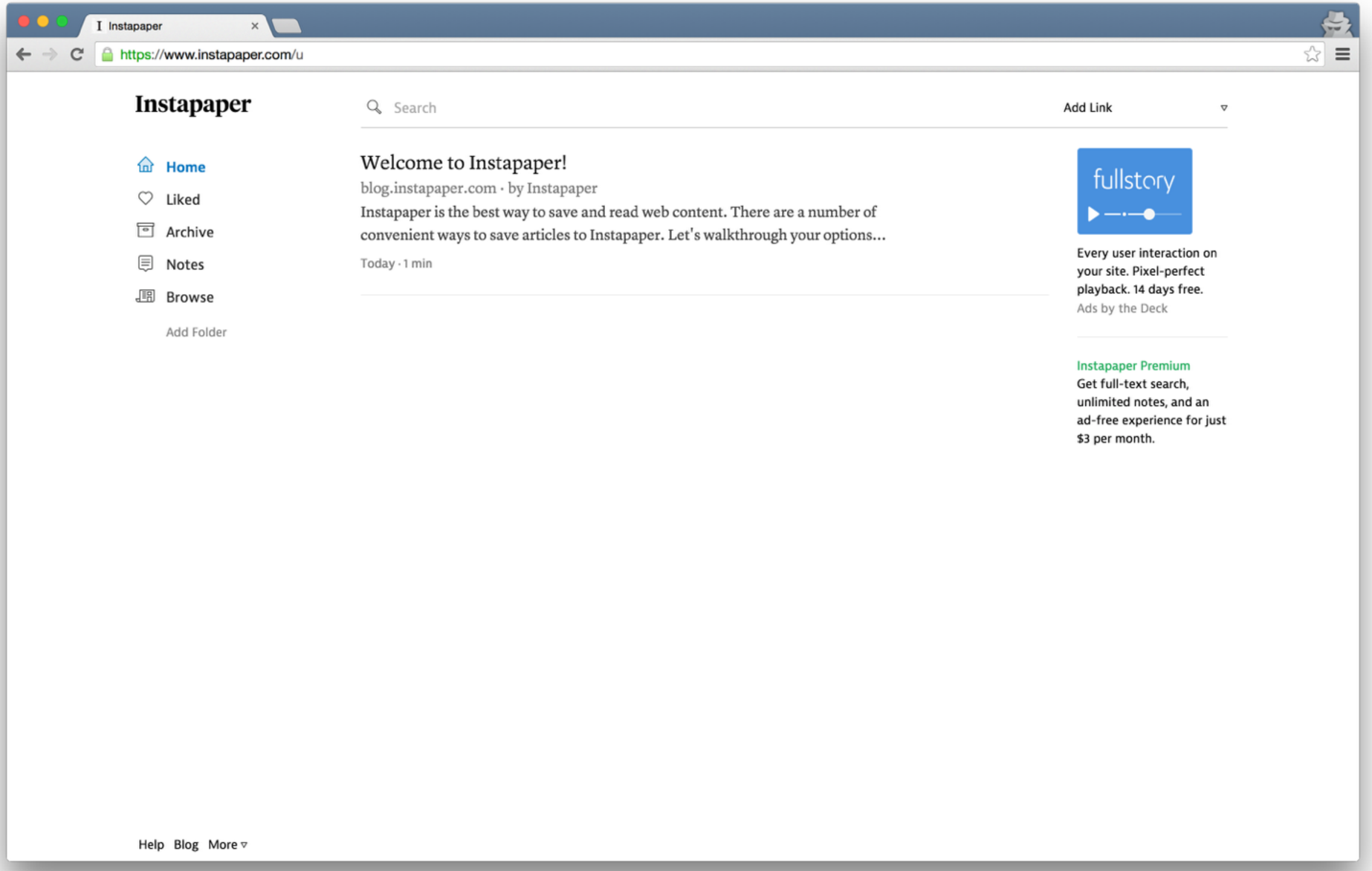
A good onboarding only asks the absolute minimum


Facebook - Log In or Sign
https://www.facebook.com
facebook
Email or Phone
Password
Log In
Forgot account?
Connect with friends and the world around you on Facebook.
See photos and updates from friends in News Feed.
Share what's new in your life on your Timeline.
Find more of what you're looking for with Facebook Search.
Sign Up
It's free and always will be.
First name
Last name
Mobile number or email
Re-enter mobile number or email
New password
Birthday
Month
Day
Year
Why do I need to provide my birthday?
Female
Male
By clicking Sign Up, you agree to our Terms and that you have read our Data Policy, including our Cookie Use.
Sign Up
Create a Page for a celebrity, band or business.

The process

1. Make a list of everything you like to know
2. For every field, write down why you need this
3. Next, write down how a user would benefit from sharing this specific piece of information
4. Cross off everything else

A little bit of knowledge could result in sticky users



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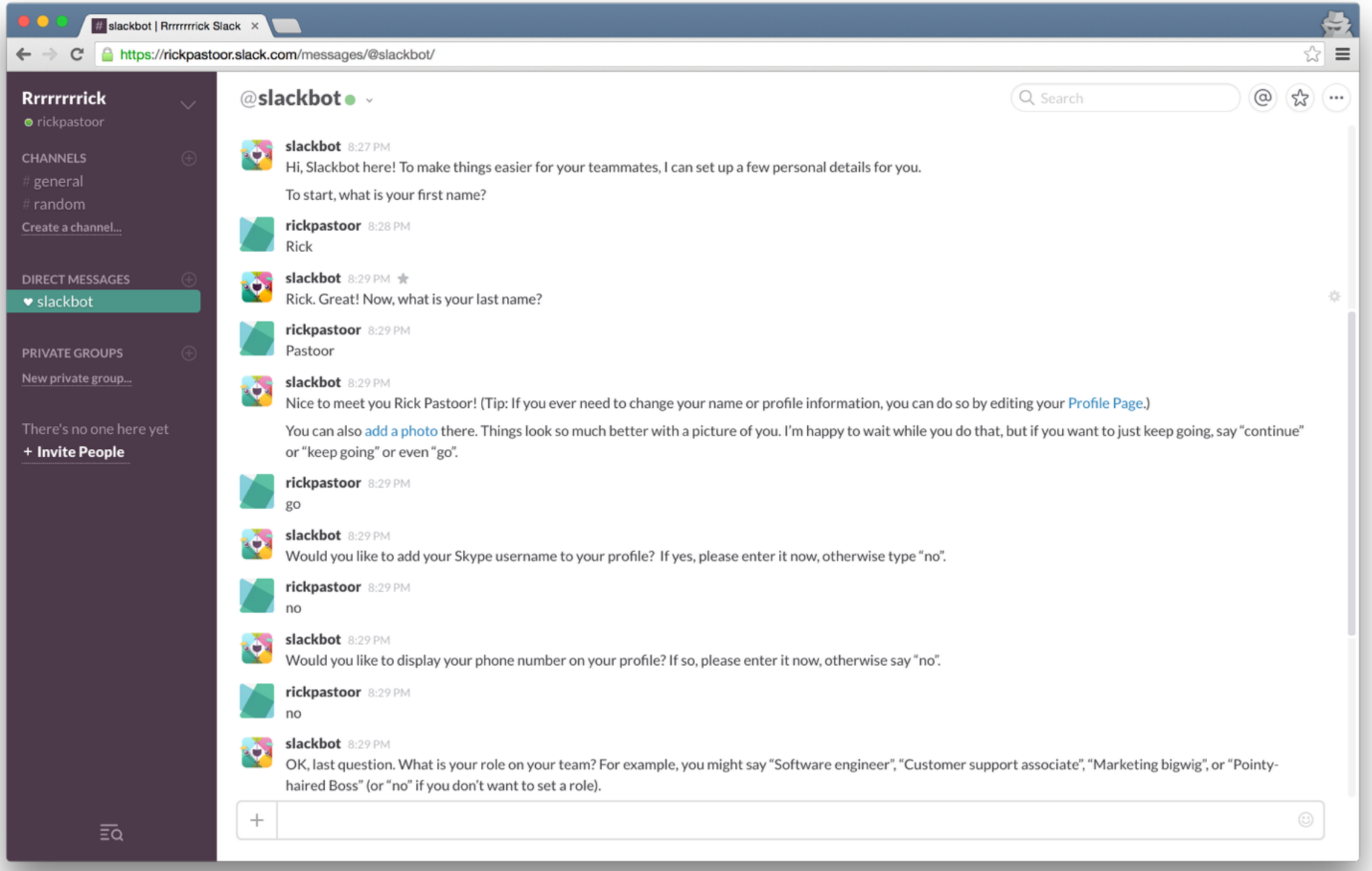

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What is your magic moment?

Questions

1. What are your product's most important or most frequently used features?
2. Which features might make a new user feel comfortable?
3. Which feature has the most impact on growing the product?

Sweet vs salt
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A good onboarding sets you up for success

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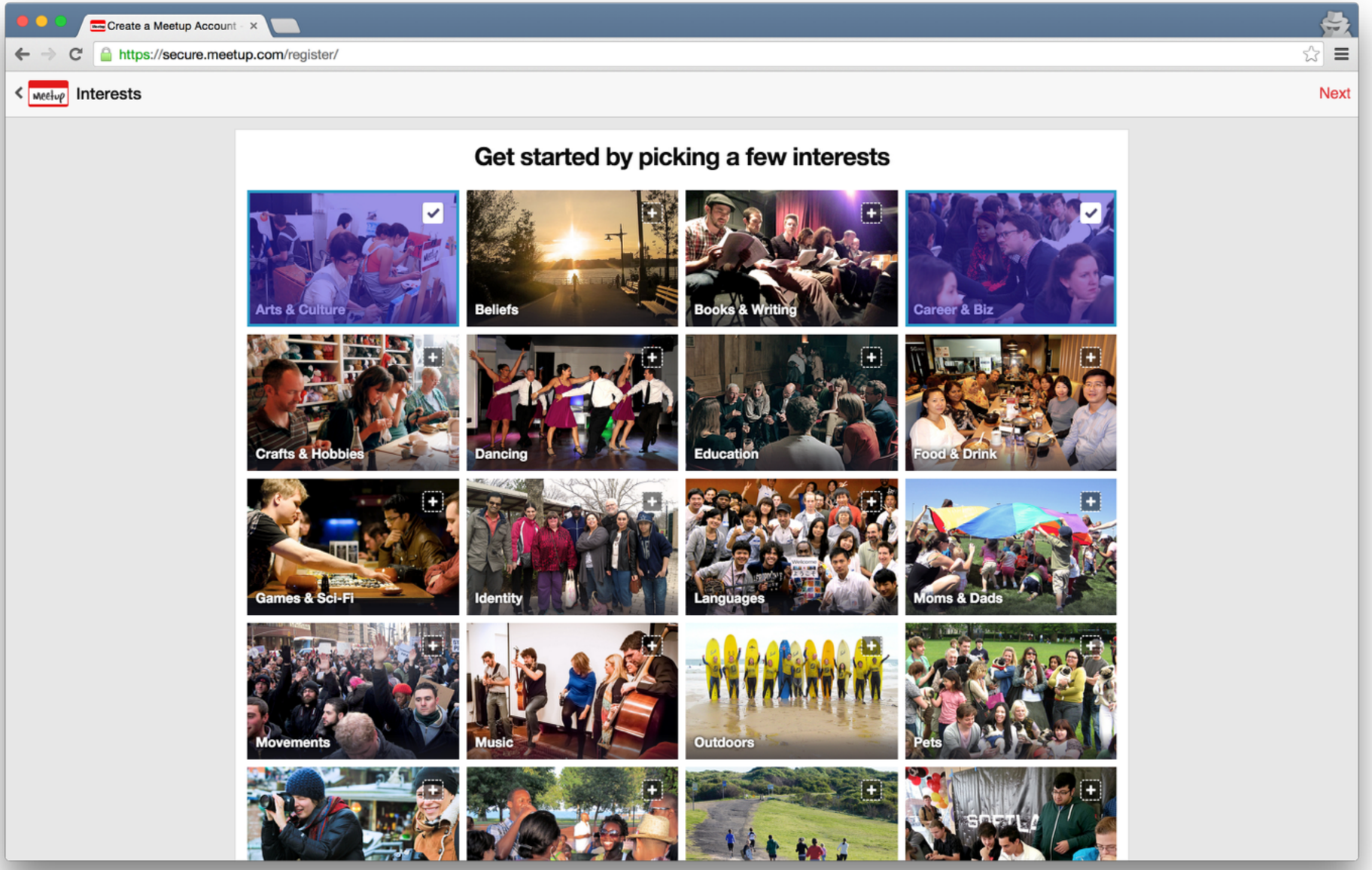
Collect data to set up external triggers



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The balancing act

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Questions

1. What sorts of external triggers can you build into the product?
2. What data does the user need to share in order to set up meaningful triggers?

Onboarding is never done

rickpastoor.nl/onboarding

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