



Improving onboarding experience

PM School - Challenge question

Problem Statement

AS A PRODUCT MANAGER AT **ZEDA.IO**,

- YOU ARE RESPONSIBLE FOR IMPROVING THE ON-BOARDING EXPERIENCE AND EDUCATING THE USER ABOUT THE PLATFORM.
- YOU SHOULD BE ABLE TO GUIDE THE USER TO THE AHA MOMENT OF CREATING A PROJECT FROM SCRATCH AND SHARING WITH THE TEAM.
- THE USER HAS A MIGRATION CHALLENGE OF MOVING FROM CURRENT PLATFORMS LIKE NOTION TO ZEDA.IO. HOW CAN WE MAKE THE MIGRATION EASIER FOR THE USER?

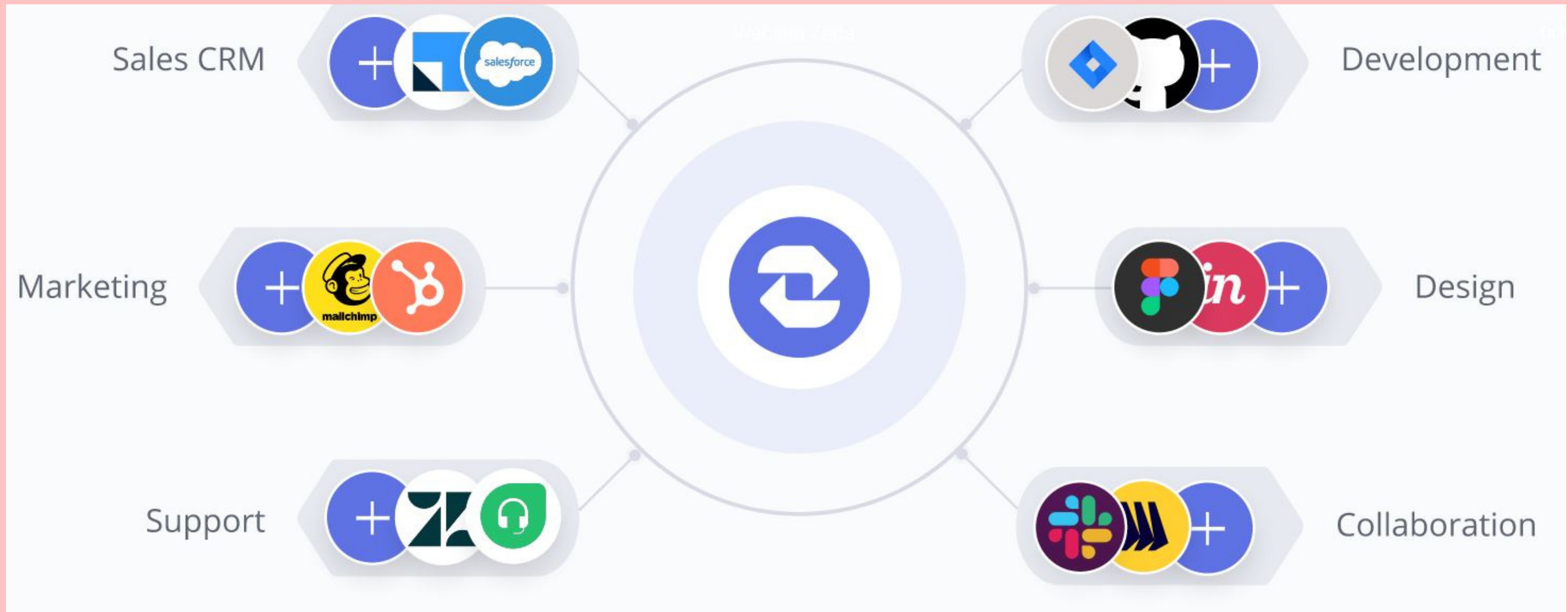
What is Zeda.io?

ZEDA.IO IS A PRODUCT MANAGEMENT SUITE THAT BRINGS ALL THE THINGS NEEDED TO DEFINE, MANAGE, AND COLLABORATE ON YOUR PRODUCT AT ONE PLACE.

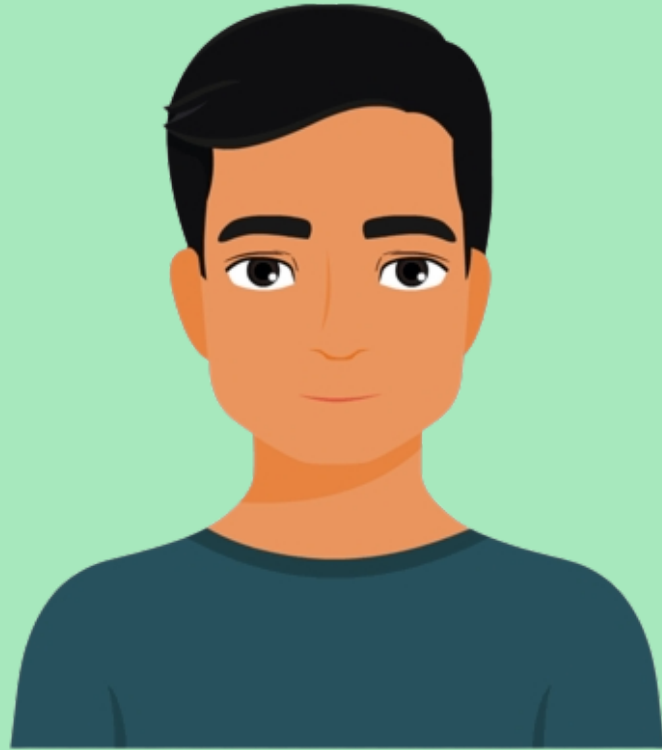
ZEDA.IO HELPS YOU DEFINE YOUR ROADMAP, MANAGE FEATURES, CREATE WIREFRAMES, DEFINE PERSONA, RELEASES, USER FLOWS, AND MORE ALL FROM A SINGLE PLACE. IT IS THE SIMPLEST WAY TO GET RID OF CHAOS IN YOUR PRODUCT MANAGEMENT.



Your one-stop-shop

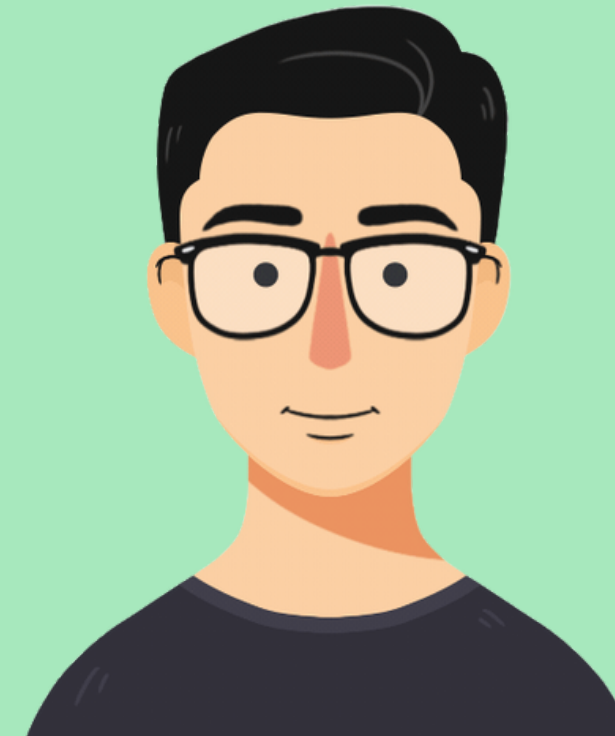


USERS



Newbie

- New to Product Management
- Still figuring out the workflows
- Understanding the terminologies involved
- Just started working on his first project

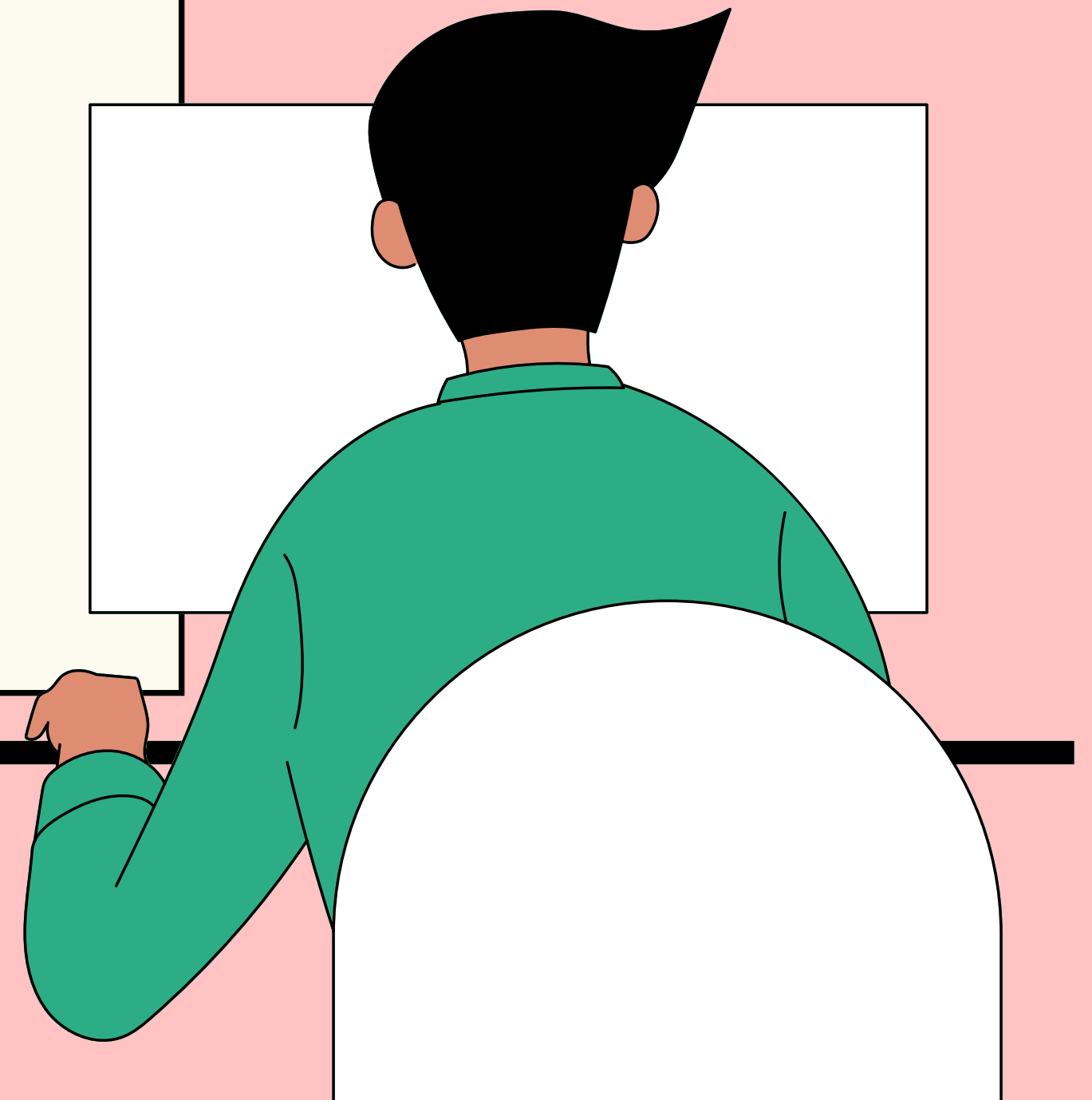


Seasoned PM

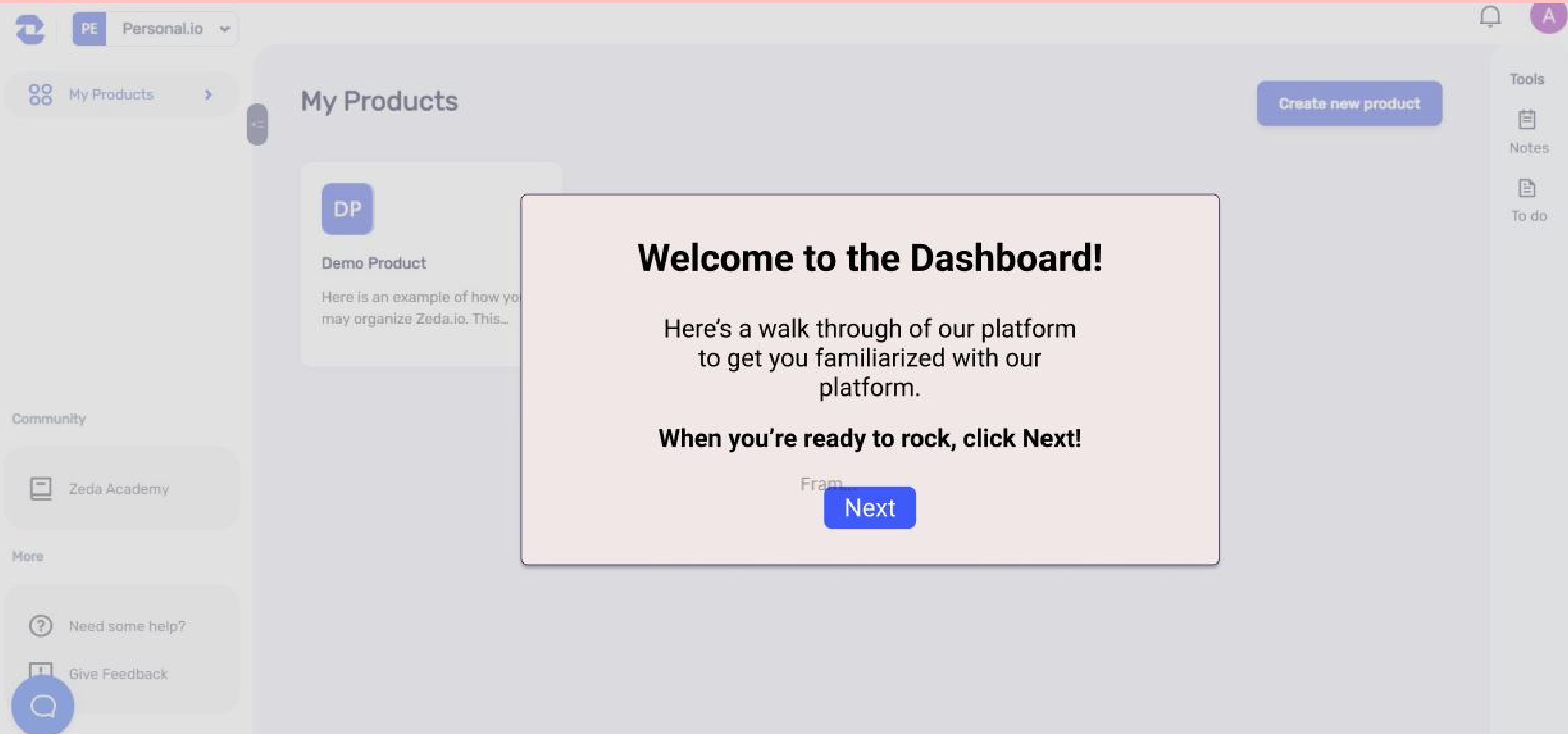
- Worked on a variety of products
- Used various tools and platforms
- Familiar with jargons and workflows
- Understands nuances of PM

Part 1

IMPROVING ONBOARDING
EXPERIENCE AND EDUCATING
USERS ABOUT THE PLATFORM.



SOLUTION 1: STEP WISE WALK THROUGH OF THE PLATFORM



HOW IT WORKS?

Approach 1:

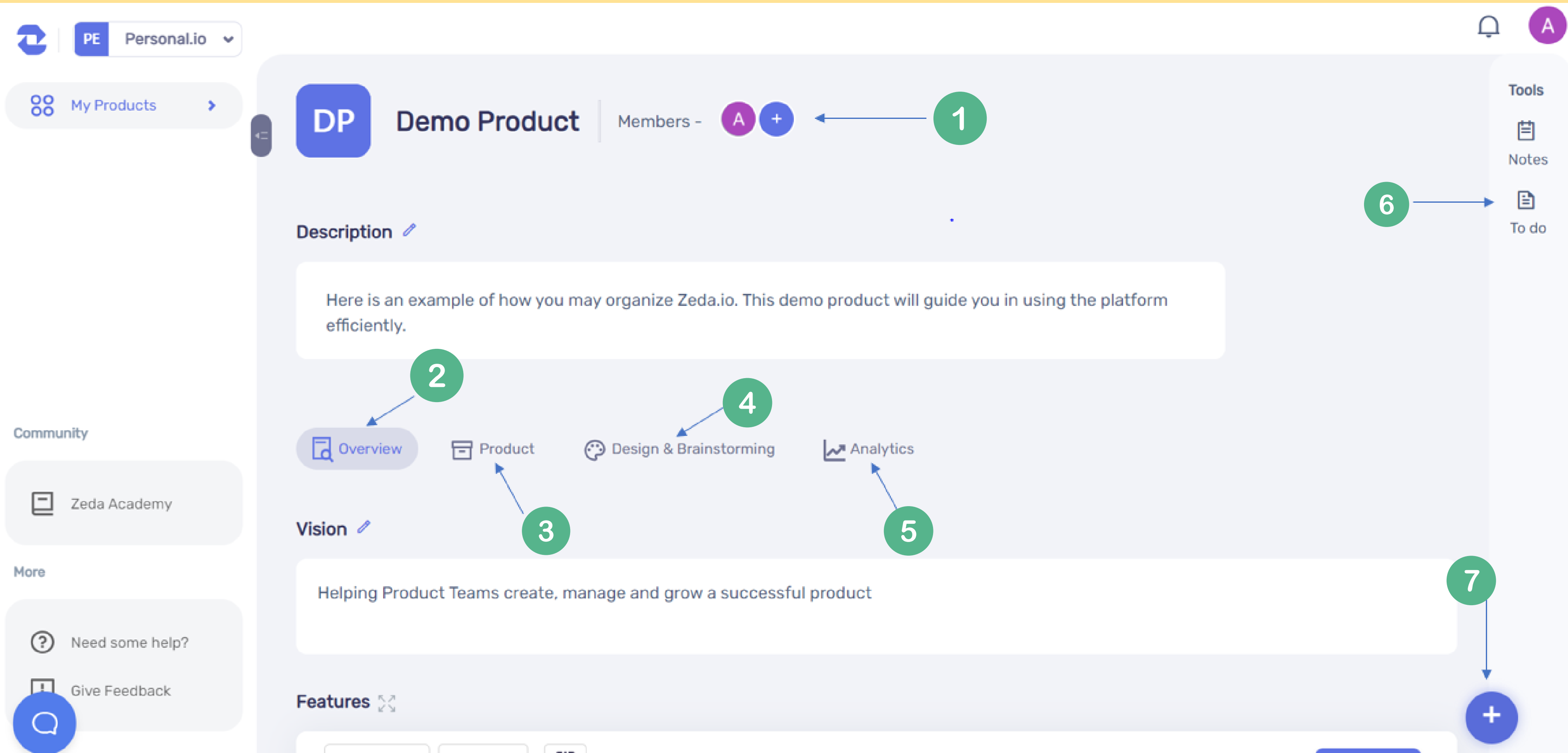
- A video tutorial explaining features of the platform.
- Documentation material is made available for doubt clarification.
- Post video explanation, users can then try out all the features by making use of the demo product as shown in the previous slide.

Approach 2:

- Providing users with step-wise approach with pointers explaining what each functionality does.
- This is made available for users under the help tab.
- An example of how this works is shown in the next slide.

***Approach 2** is a better approach to provide a more comprehensive outlook to the process. Hence this feature will be prioritized under this solution

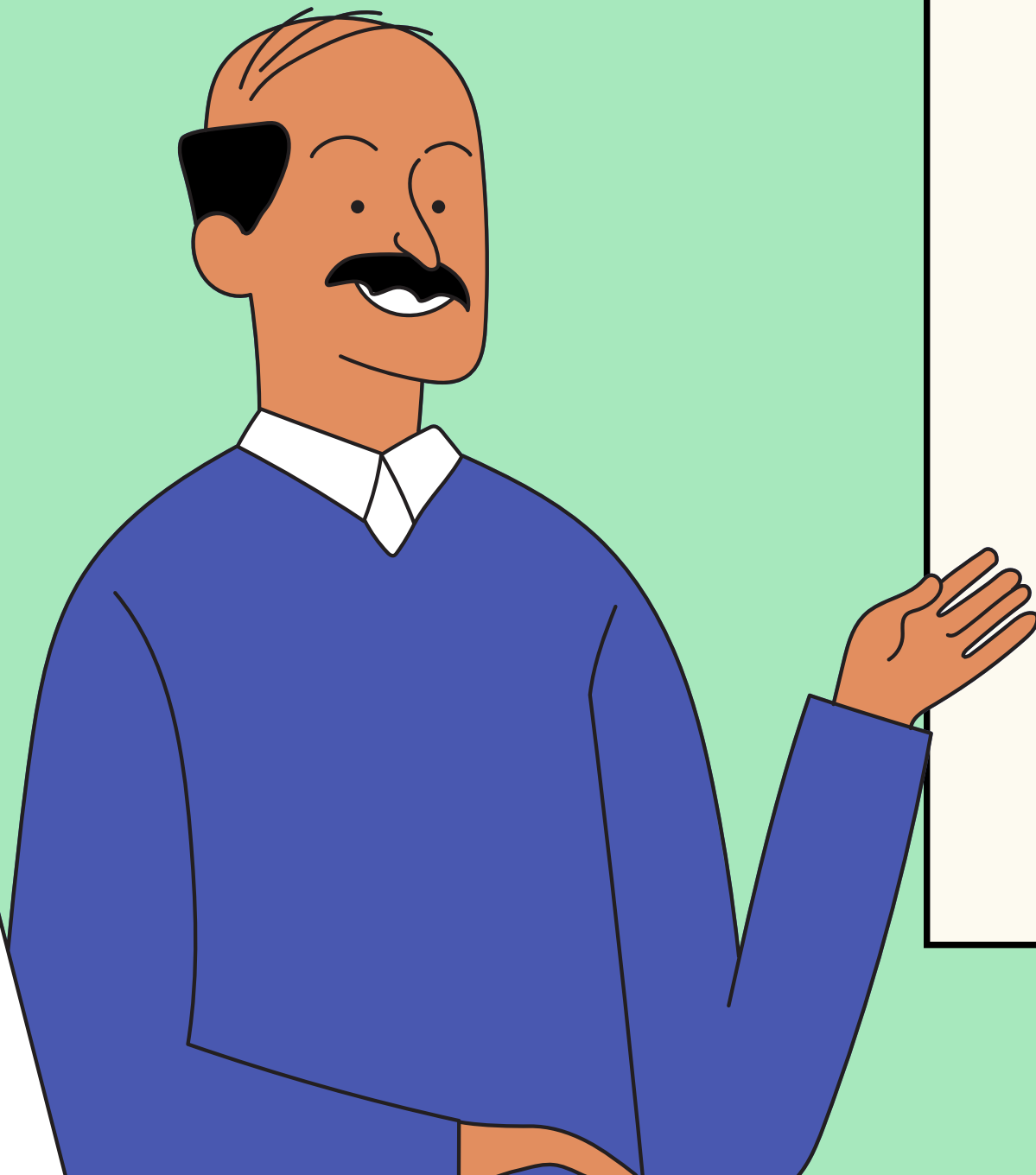
NUMBERING ALL THE IMPORTANT FUNCTIONALITIES



Key Definitions

- 1:** Used to Add new members to your project
- 2:** Used to provide an overview of the entire product being built
- 3:** Contains PRD and change logs among other documents
- 4:** A single platform to design, brainstorm problems and solutions
- 5:** To keep a track of DAU, MAU among other metrics
- 6:** List of Action items to be completed
- 7:** Adding new modules

(Read more can be provided if in-detail description is required)





Part 2

GUIDING USERS TO THE **AHA**
MOMENT

What is an aha moment?

An **aha** moment is the **USP** of this product. It is used to differentiate this product from countless other products in the same domain.

Zeda.io's Aha moment

Zeda.io is a platform which has all the resources integrated to ensure a product manager never has to leave the platform.

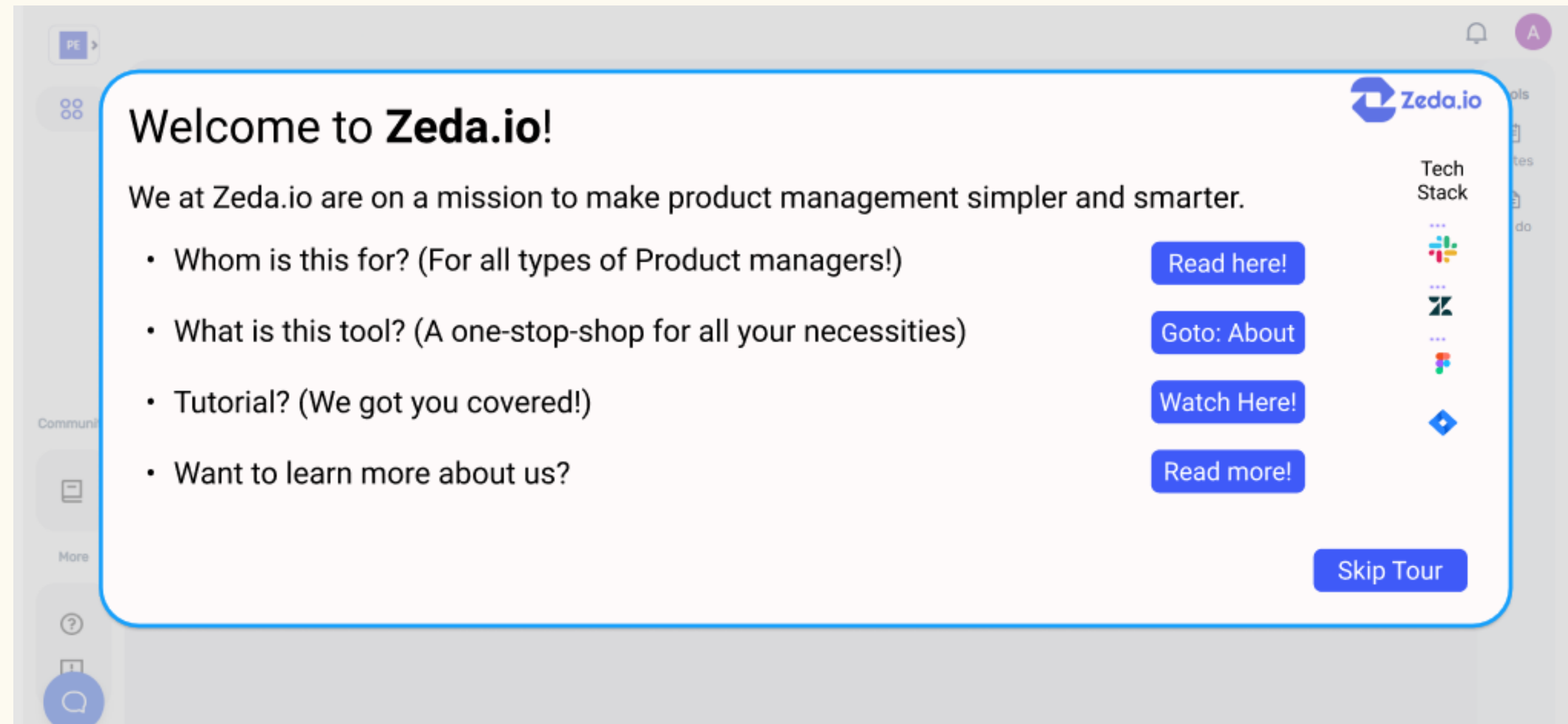
- PMs can work on multiple products
- PMs and each product's team members can design, brainstorm, build roadmaps, chat with other members all in one platform

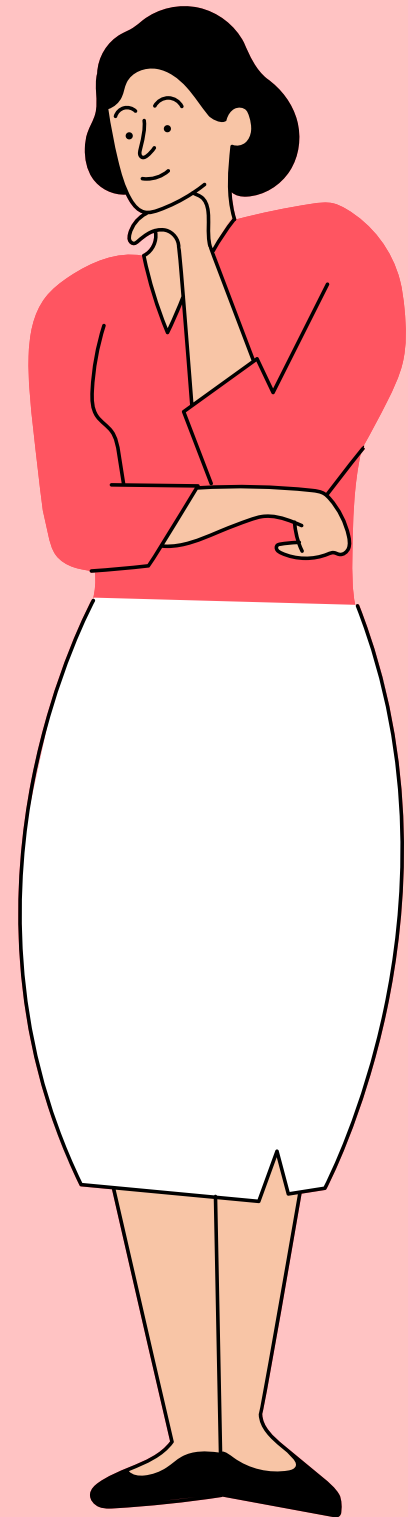


Guiding users



- Users hate having to go through pages of information to start working on the platform.
- Having just a page with relevant information will make the onboarding process super simplified.
- Giving them a skip tour option will be super favorable as well!



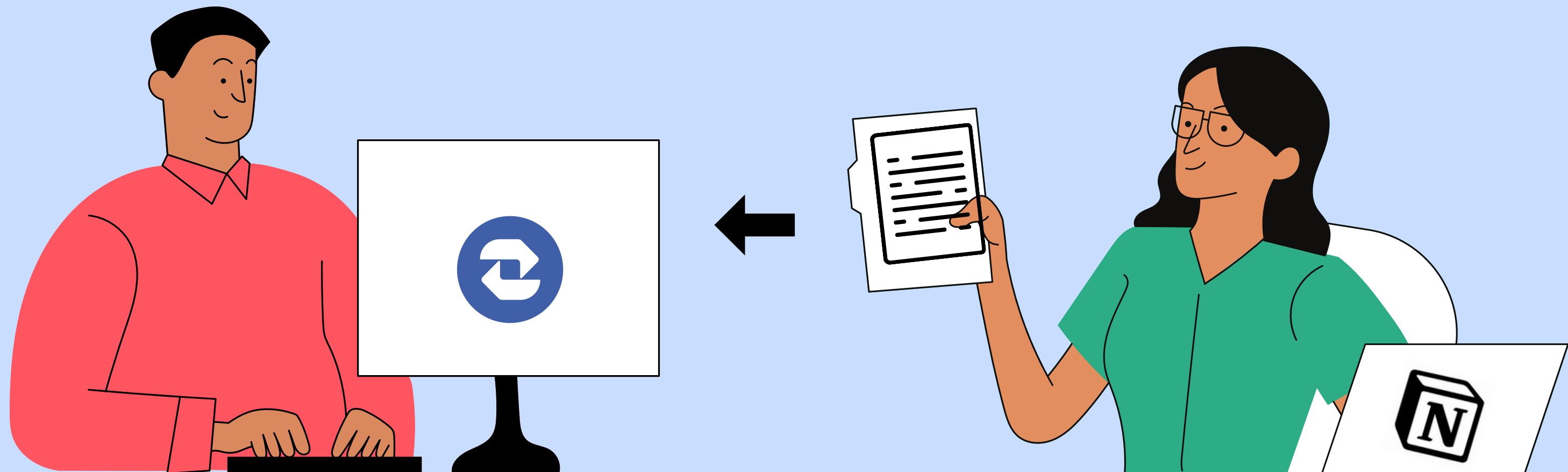


Part 3

MIGRATION CHALLENGE

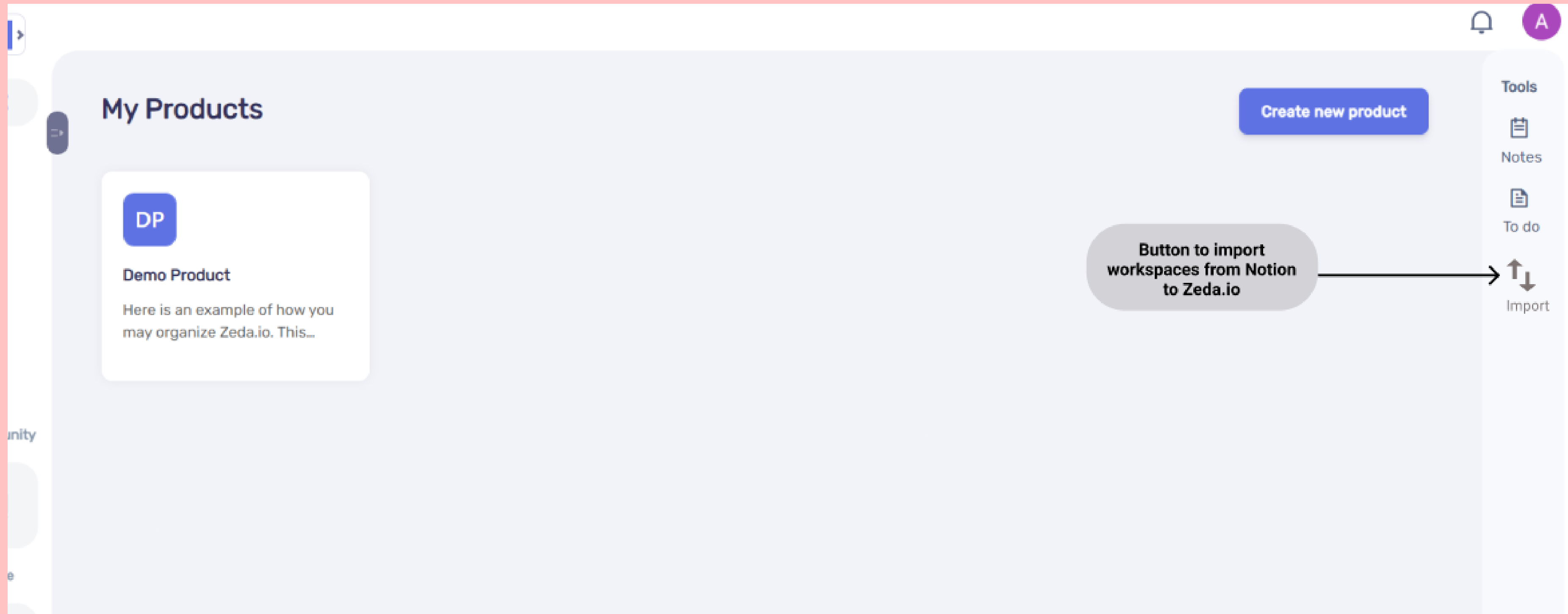
Notion -> Zeda.io

- Notion as a platform helps one keep track of all tasks pending with the help of various templates and other functionalities.
- Migrating the Kanban boards into Zeda.io should be a smooth transition to ensure amazing user experience.



SOLUTION

- Having an import option with the Notion plugin installed can enable users to migrate workspaces from **Notion** to **Zeda.io**.



Workspace Migration from **Notion** to **Zeda.io** happens as follows:



Here's how you can directly get your data from Notion to **Zeda.io**!

Follow the below steps for easy data transfer:

- Log into your Notion Account via the API provided on our website
- Select Workspace you want to import
- Wait for the workspace to be imported
- Voila! You're all set!

Let's begin!



Log in

 Continue with Google

 Continue with Apple

Email

Continue with email

[Forgot password?](#)

You can also [continue with SAML SSO](#)

SUCCESS METRICS

Part 1

- **North Star Metric:**
 - No. of users clicking the step by step tutorial per month
- **Supporting Metric:**
 - No. of users clicking the **read more** option per walk through attempt
- **Counter Metric:**
 - No. of users skipping the walk through per month

Part 2

- **North Star Metric:**
 - No. of users clicking the buttons on the popups to know more per month
- **Supporting Metric:**
 - No. of users going to know more pages per week
- **Counter Metric:**
 - No. of users clicking the skip tour button per month

Part 3

- **North Star Metric:**
 - No. of workspaces migrating from Notion to Zeda.io per user per quarter
- **Supporting Metric:**
 - No. of users using the import button to import workspaces per month
- **Counter Metric:**
 - No. of users not using the import option

Thank you!

By Ananth D

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