



# Visual Studio

an  
experience<sub>in</sub>

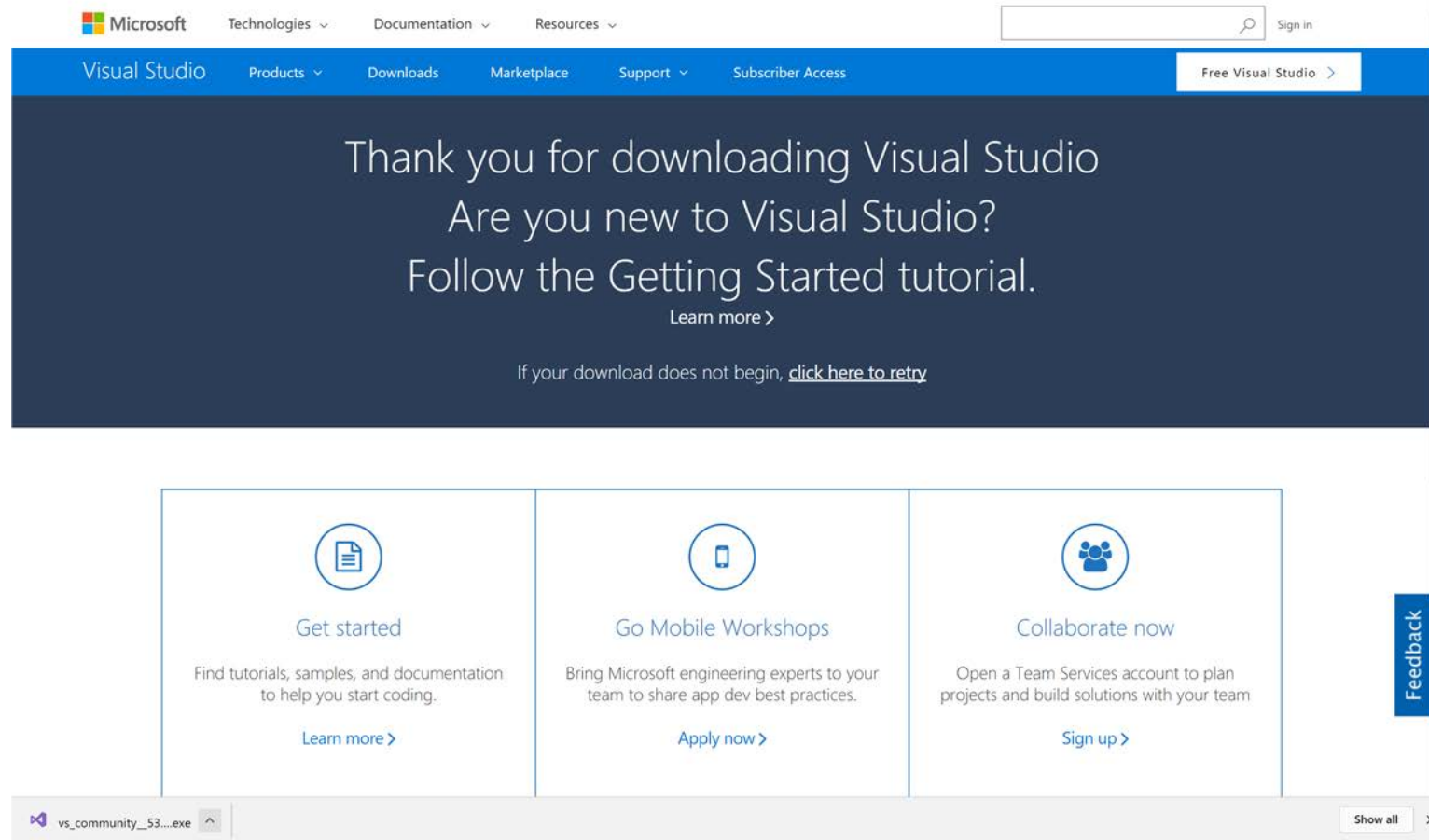
gradual engagement

easy as **click**...load...download

auto download option

while you wait

you can read more about  
Visual Studio 2017



policies

& installing  
the Launcher

×

Visual Studio

Visual Studio

To learn more about privacy, see the [Microsoft Privacy Statement](#).

By continuing, you agree to the [License Terms](#).

Give us a minute. We'll be done soon...

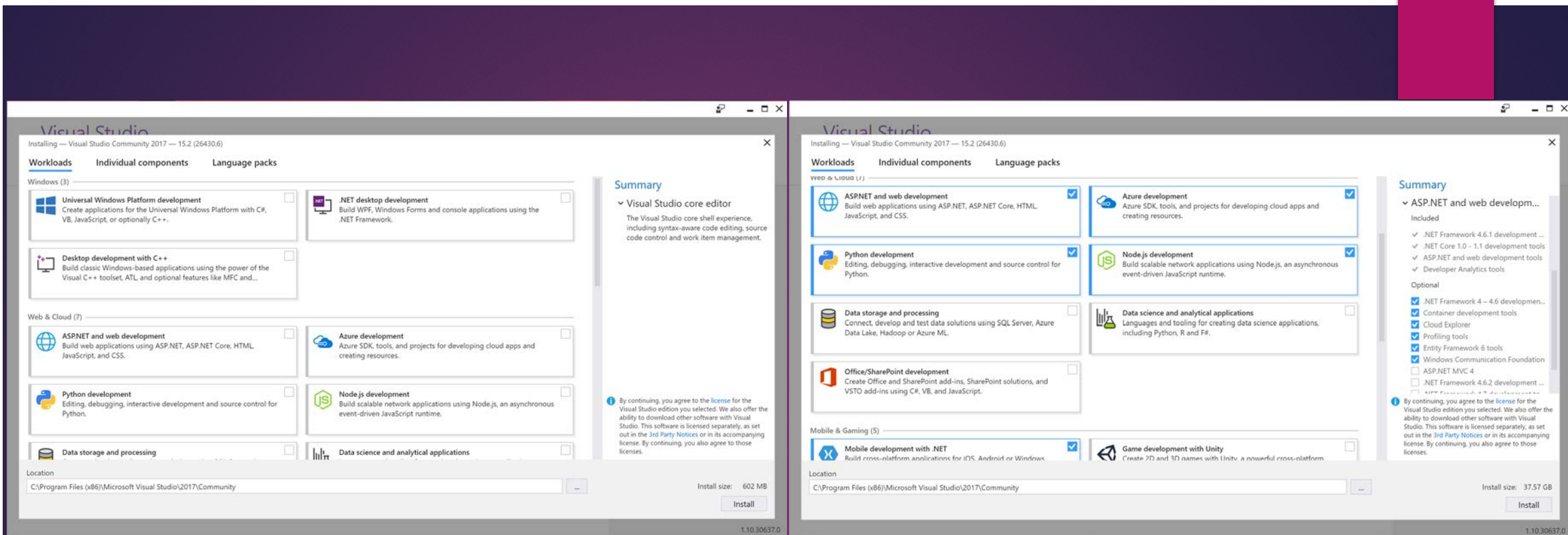


Continue

Cancel

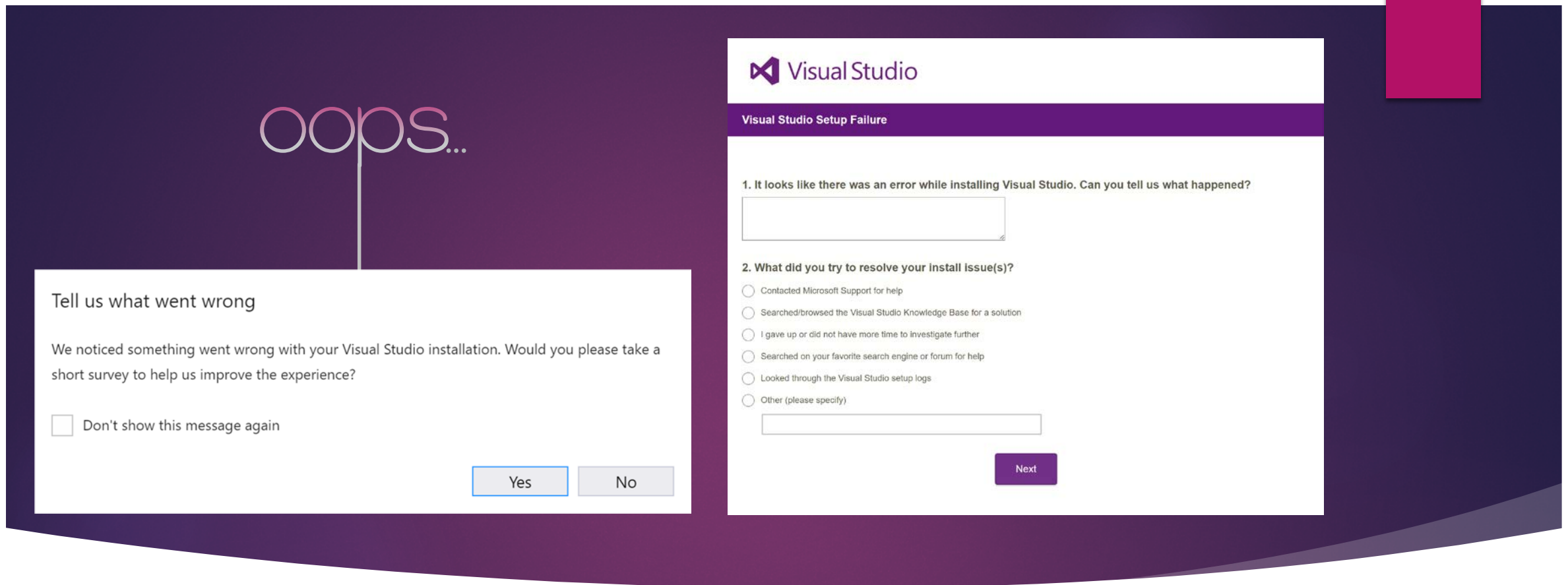
after download and launch  
prompted with terms and policies  
then the launcher is installed





pick  
& choose

questions help narrow down  
needs for install  
based on personal usage



if install fails you aren't left with a lone error message and that's it...try again

instead

with a little personal touch

you can take part in helping them find out why and help others

A screenshot of the Microsoft Visual Studio website. The page has a dark blue header with the Microsoft logo and navigation links: Technologies, Documentation, Resources, Visual Studio, Products, Downloads, Marketplace, Support, and Subscriber Access. A search bar and 'Sign in' link are on the right. The main content area has a dark blue background with the text 'Thank you for downloading Visual Studio' and 'Are you new to Visual Studio?'. A white modal window is centered on the screen with the title 'Awesome! Welcome to Visual Studio'. The modal contains a text input field for 'Email' with the placeholder 'Enter your work email address', a checkbox for 'Tell us about yourself (optional):' with the label 'New to Visual Studio', and a blue 'Get Started' button. At the bottom of the modal, there is a small disclaimer: 'Microsoft may use your contact information to provide updates and special offers about Developer Tools and other Microsoft products and services. You can unsubscribe at any time. To learn more you can read the [privacy statement](#).' The background of the page shows three columns: 'Get started' with a document icon, 'Collaborate now' with a group icon, and a 'Feedback' button on the right. A status bar at the bottom right shows 'Window size: 1500 x 970' and 'Viewport size: 1500 x 832'.

when install finishes a new webpage pops up asking for your email if you want tips and tricks.

smart tactic to get user to register email by making the user feel like they deserve a reward for completion