***Session By Aquibur Rahman***

I recently attended a session by Aquibur Rahman from The Product Folks, and here are the key learnings I took away:

🎯I. Introduction:

* The goal of activation is to create an "aha" moment for users.
* Segmentation questions help identify different user segments and provide personalized recommendations.

🎯II. Identifying Activation Points:

* Activation points are moments where users reach a point of no turning back.
* Hypothesize potential "aha" moments and verify their effectiveness using user data.

🎯III. Designing the Onboarding Experience:

* A well-designed onboarding experience guides users towards the activation point.
* Effective onboarding techniques include welcome messages, GIF tutorials, gamification, simplicity, demonstrating product results, and incorporating social proof.

🎯IV. Best Practices for Onboarding:

* Avoid forcing specific onboarding questions onto users.
* Tailor the onboarding process to specific user segments.
* Avoid overwhelming users with too many product features at once.
* Guide users towards the activation point after onboarding.

💡Tools Mentioned:

* Amplitude
* Mixpanel
* Hotjar
* Fullstory

These learnings highlight the importance of creating an "aha" moment during the activation process, identifying activation points, designing a user-friendly onboarding experience, and implementing best practices to guide users towards the desired actions. Additionally, various tools like Amplitude, Mixpanel, Hotjar, and Fullstory were mentioned as valuable resources for tracking user behavior and optimizing the onboarding process.