***Session By Brijesh Bharadwaj***

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

🎯 Introduction:

* The purpose of onboarding is to guide users towards their "AHA" moment.
* Onboarding begins with the first brand touchpoint, and marketing plays a critical role in the onboarding process.

🎯 Definition of AHA Moment:

* The "AHA" moment is when a user realizes how our product can help them achieve their goal.
* AHA moments can occur multiple times throughout a user's journey.

🎯 Finding the AHA Moment:

* The AHA moment depends on the user's context and their purpose for using the app.
* Activation is not the same as the AHA moment, and the AHA moment takes time to happen.

🎯 Ensuring a Good AHA Moment:

* The key messages that users see in billboards or marketing materials should be highlighted when they log in.
* A good setup is essential for a positive AHA moment, and sacrificing setup time is not worth it if it negatively impacts the AHA moment.

🎯 Customizing Onboarding:

* Different user groups should have customized homepages based on their specific needs and preferences. For example, the homepage can be tailored for 21-year-old bachelors and 50-year-old homemakers.

These learnings emphasize the importance of guiding users towards their AHA moment during the onboarding process. It is crucial to understand the user's context, provide clear messaging, focus on a good setup experience, and customize the onboarding journey for different user segments. By doing so, we can enhance user engagement, satisfaction, and overall product adoption.