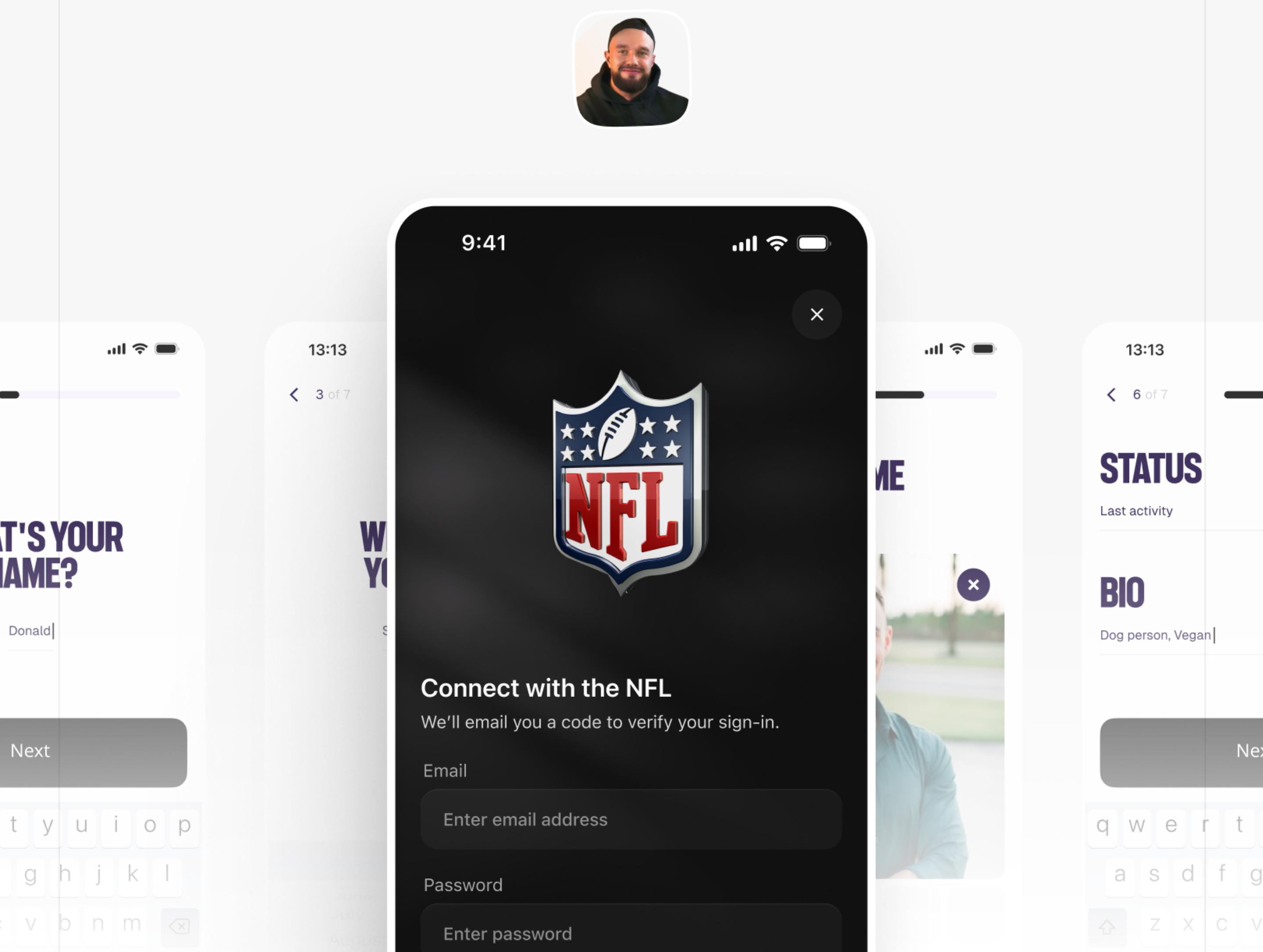


 CAROUSELS

how to design better

ONBOARDING

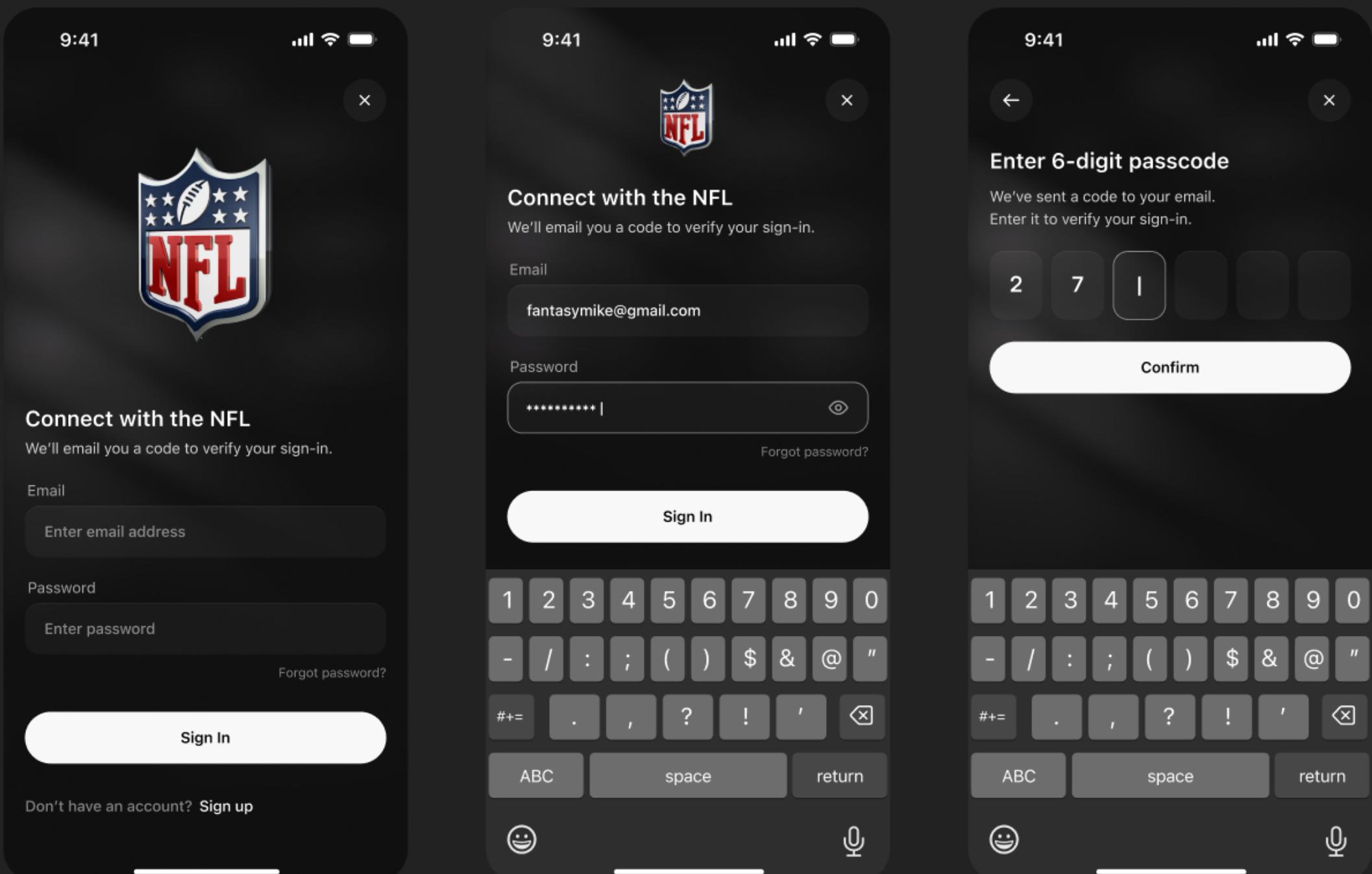


01.

FIRST IMPRESSIONS MATTER

Good onboarding can boost user engagement and retention right from the start. Here are some real-life examples from apps we've designed for our clients to help to help illustrate this topic.

Match your app's visual theme

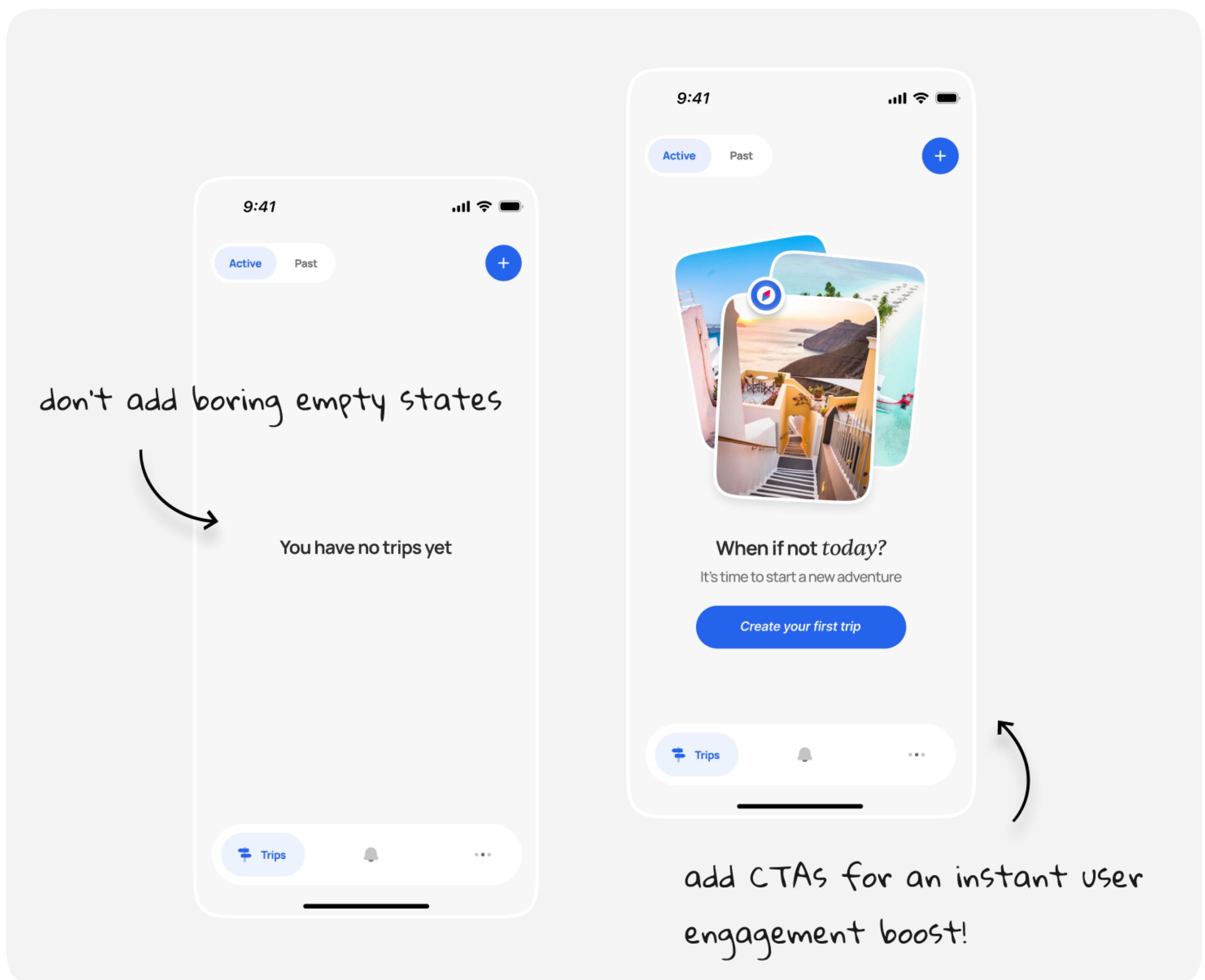


Make login/sign-up screens easy to navigate

02.

GUIDE USERS FROM THE START

Onboarding should be straightforward and focused. Help users get started quickly by adding clear CTAs on empty states, guiding them through their first steps. This approach encourages immediate interaction and makes the app feel intuitive right from the beginning.

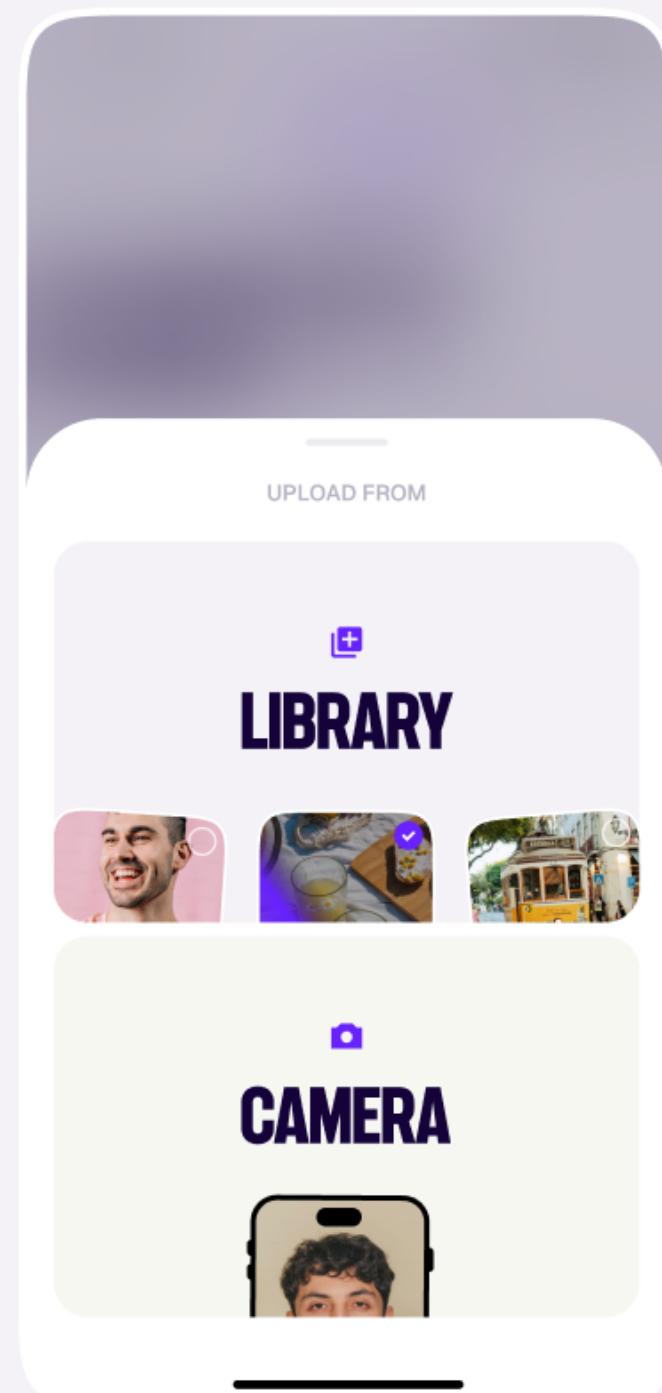
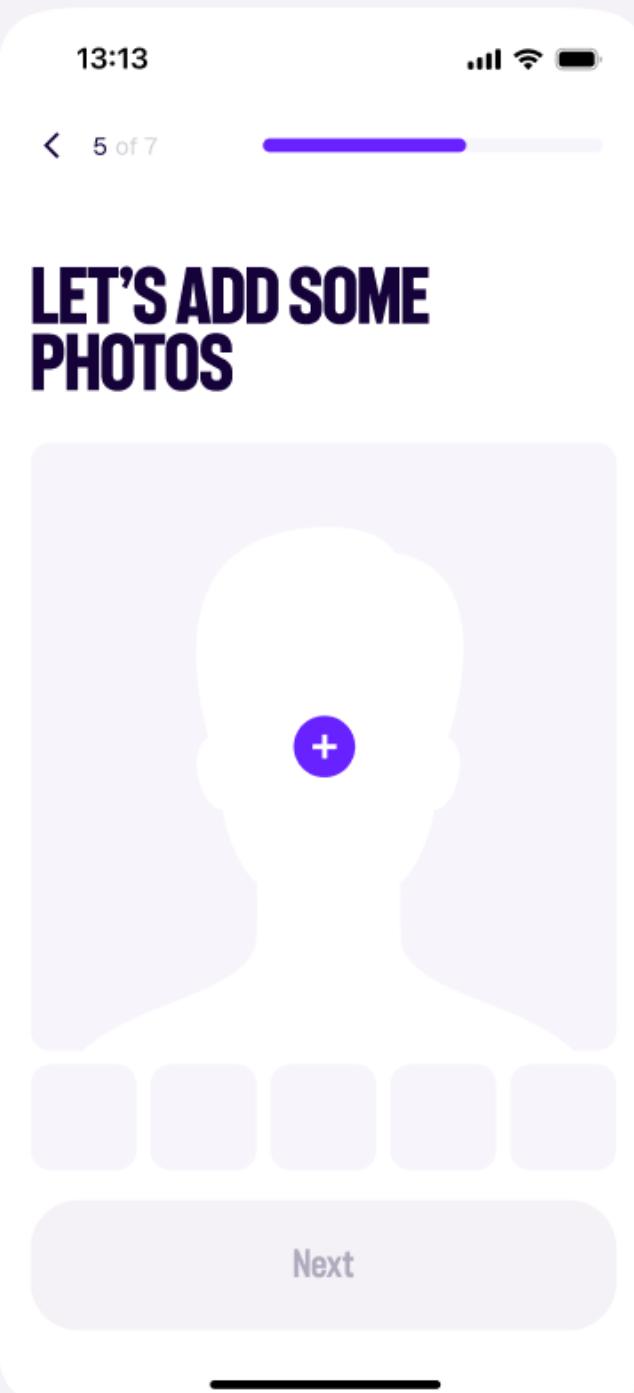
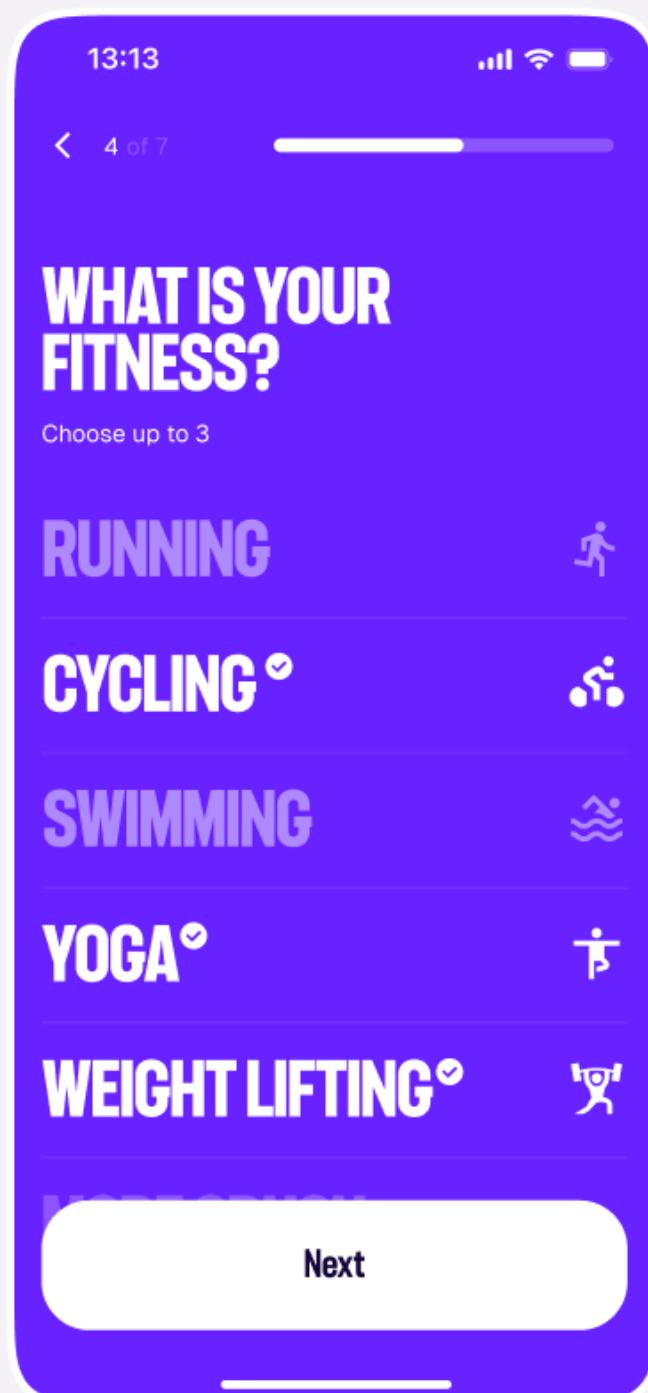


03.

USE VISUAL CUES

People process visuals faster than text. Use icons, images, and animations to guide users through the onboarding process and reduce the cognitive load to process information. Make sure every visual element is clear and serves a purpose.

help identify clickable elements



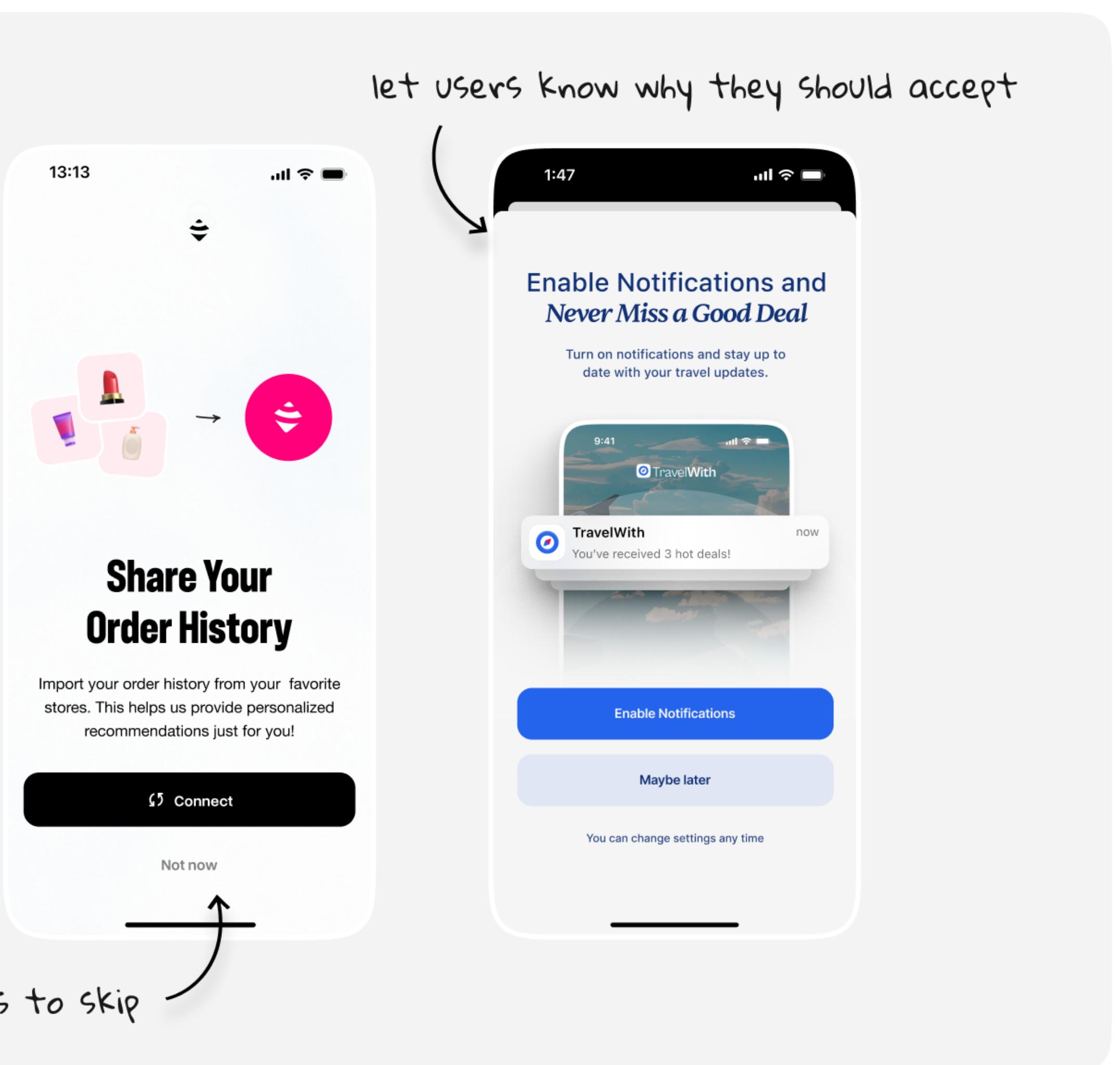
Add relevant icons

improve visuals overall

04.

HIGHLIGHT KEY ACTIONS

Identify actions users need to take to make the onboarding process easier and make them prominent. Guide users with clear, actionable prompts while offering a "Skip" option. Lets users explore your app at their own pace, making the onboarding process feel more user-friendly.



05.

PERSONALIZE THE EXPERIENCE

Personalization can make users feel more connected to your app. Ask for just enough information to tailor the onboarding experience without being intrusive. For example, a simple question like "What are you interested in the most?" can help create a more relevant and engaging user journey based on user preferences.

The image shows three sequential screens from a mobile application illustrating a personalization process:

- Screen 1: "What are you interested in the most?"**

9:41

What are you interested in the most?

Select up to 6 categories 6/6

Baby & Child, Gaming, Tech (selected), Delivery Services, Food & Drinks, Fashion, Jewellery (selected), Fitness, Sports, Love & Sex, Events, Car & (Motor)Bike (selected), Outdoor, Music, Travel (selected), Presents (Flowers/...), Glasses, Pharmacy, Pets (selected), Decorations, Furniture, Garden, Finances (selected).

Next
- Screen 2: "Would you like to support a creator?"**

9:41

Would you like to support a creator?

Unlock special deals by supporting your favorite creators

Grid of 16 creator profiles (avatars).

Maybe later

Yes, I would like to continue!
- Screen 3: "You support: Madeline"**

9:41

You support: Madeline

You can now discover exclusive deals only supporters have access to!

Profile picture of Madeline with a heart icon.

Madeline @madeline

Social media icons: Instagram, TikTok, YouTube, Facebook, Twitter.

Continue

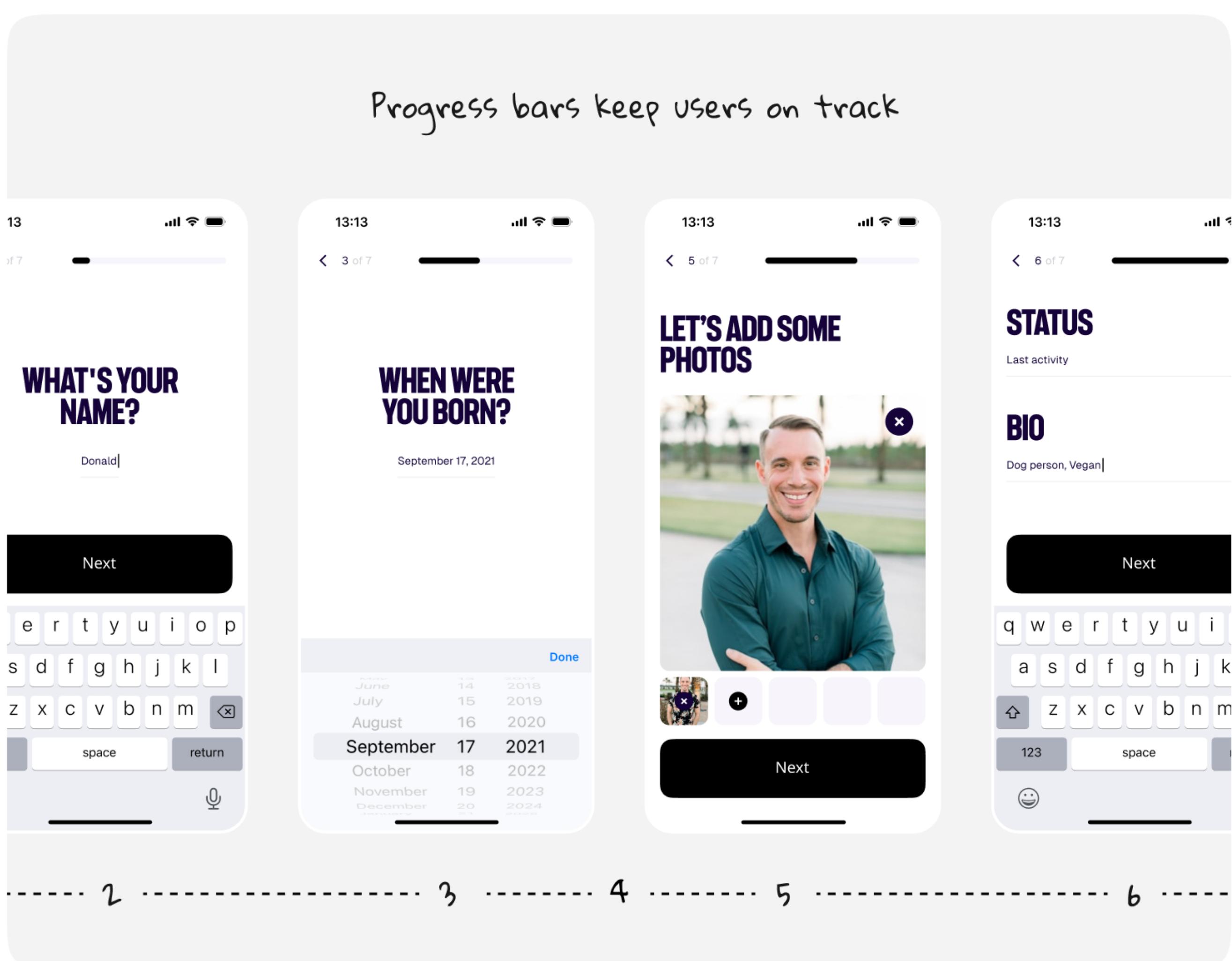
remember - every user is unique

06.

OFFER PROGRESS INDICATORS

If your onboarding flow is long, keep users informed by providing progress indicators. Showing a visual progress bar or step counter helps users understand how much is left to complete, reducing frustration and encouraging them to finish the process.

Progress bars keep users on track



ADRIAN K
@uiadrian

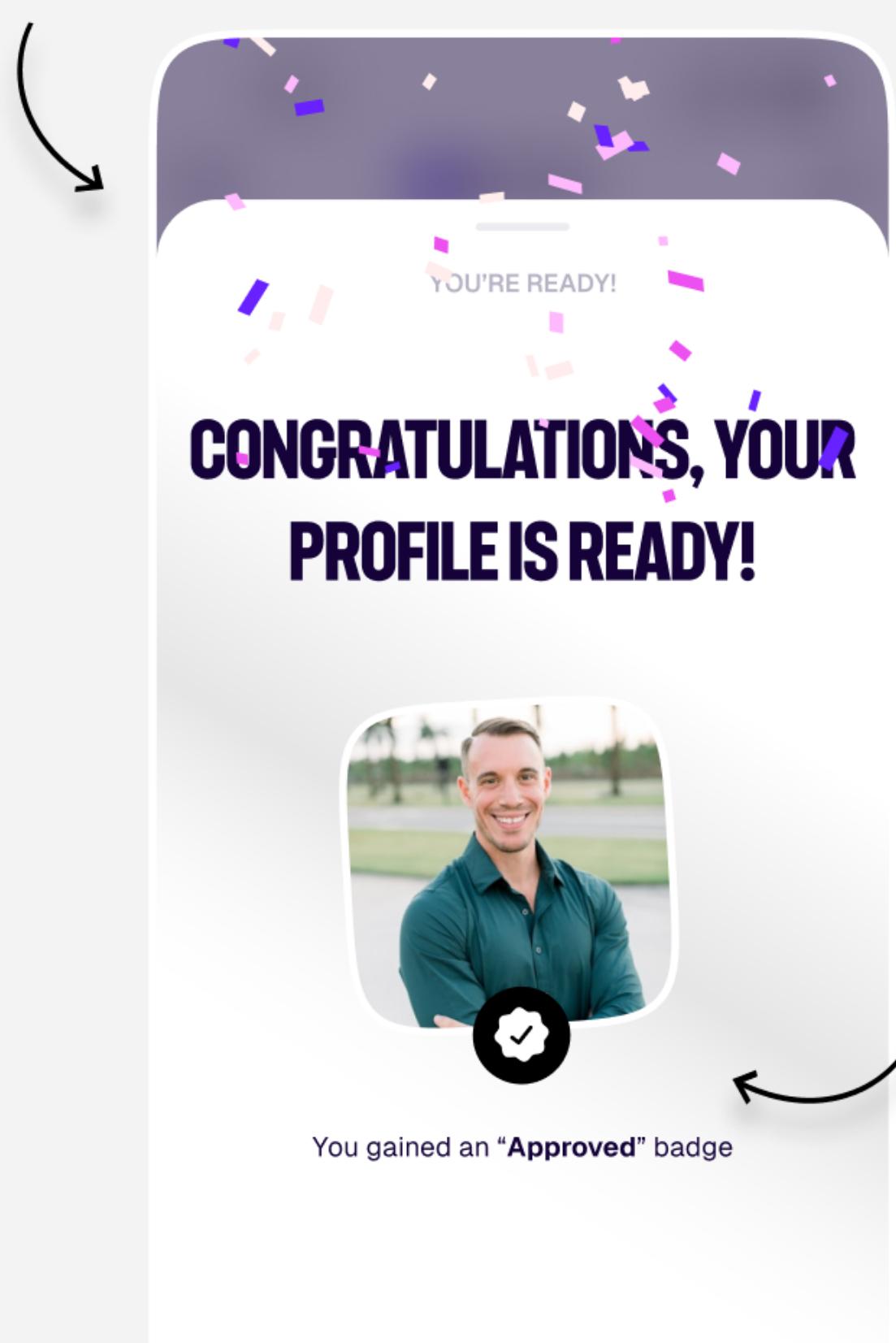
DESIGNME.AGENCY

07.

CELEBRATE USER MILESTONES

Recognize and celebrate key milestones during the onboarding process, such as completing setup or exploring a new feature. This positive reinforcement can enhance user satisfaction and motivate them to continue engaging with your app.

Use microinteractions to make progress feel rewarding.



subtle badges make it feel like a bigger achievement

08.

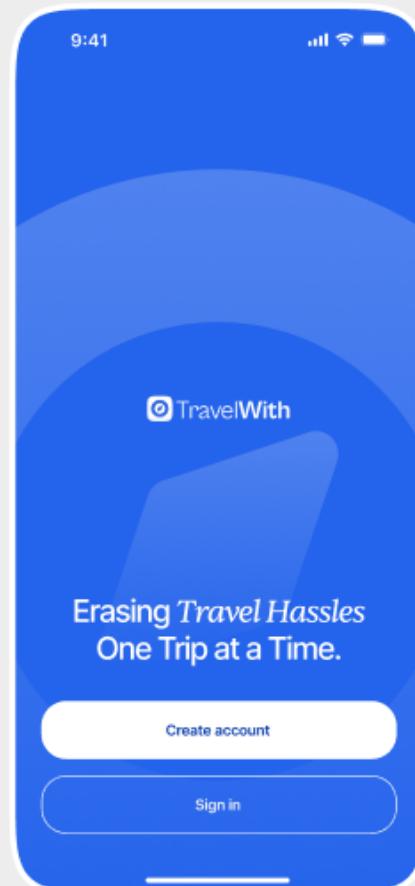
ITERATE AND IMPROVE

Onboarding isn't a one-and-done task. Regularly review user behavior and feedback to identify areas for improvement. Continuously optimizing your onboarding flow ensures it remains effective and aligned with user needs.

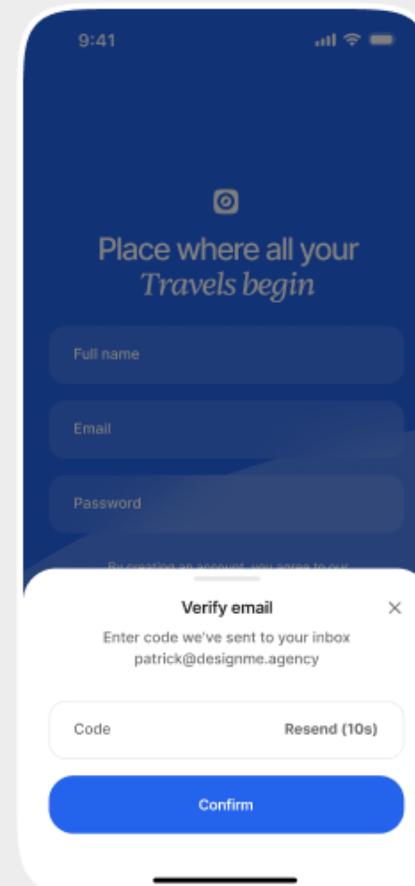
A/B test different onboarding approaches
for better results.



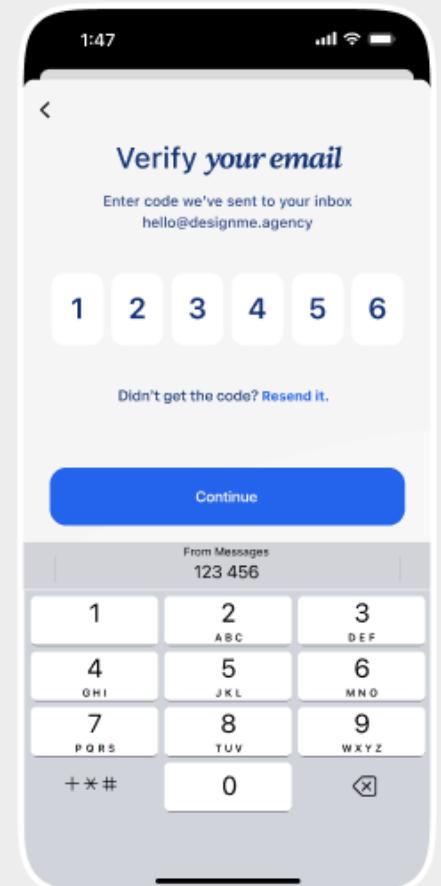
A



B



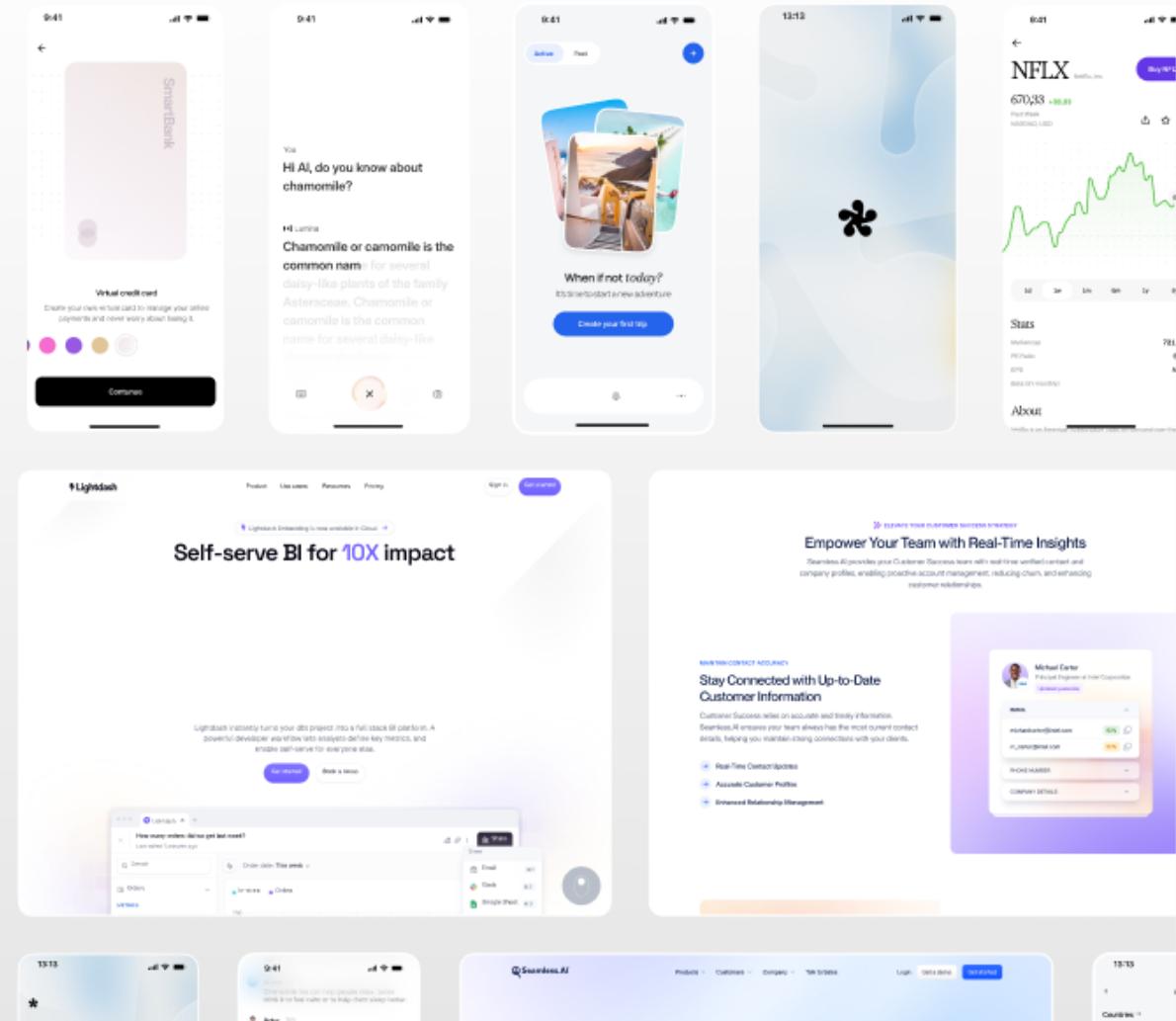
A



B

THANKS FOR READING!

Appreciate all the likes, comments, and shares :)



WANT TO LEARN DESIGN?

Visit htdb.co → grab the free samples → see if this is what you need :)

NEED A DESIGN PARTNER?

Visit designme.agency → check out our work → see if we're a good fit

Design Freebies
Grab my free sample

150+ pages of free content and free Figma

[FREE Sample] The Design Manual (64+ pages)
★★★★★ (5.0/5.0) 30,000+ download
Get a FREE Sample

(Free Sample) How to Design Better UI - 44 pages
★★★★★ (5.0/5.0) 10,000+ download
Get a FREE Sample

[FREE Sample] Guide to Web Design
★★★★★ (4.9/5)
Get a FREE Sample