

3 User Onboard

Lesson objectives:

- Begin thinking about how friction in a product manifests in data

The website <https://www.useronboard.com/> contains case studies of how different consumer facing products onboard their users. In the teardown section² there is a list of sites that have had their onboarding procedures studied. In order to complete this assignment please choose a product from their teardown section, making sure to choose a product you are familiar with, and answer the following questions:

1. What is the name of the product and how does the company that makes this product make money off of it?
2. After reading through the teardown describe the two biggest issues, in your opinion, that the onboarding process makes. Each description should be 3-5 sentences. Name each, so that they can be referred to in the rest of this assignment.
3. Do you believe either of the issues you have identified would significantly effect the likelihood of someone completing the onboarding process? If so, by how much?³
4. What events would you need to track to identify this issue? BE SPECIFIC. How would each error manifest itself in this event data?

Finally, this project should be done alone and a single page hardcopy should be turned in at the start of class. Grading will be based on following directions and exposition.

²<https://www.useronboard.com/onboarding-teardowns/>

³Obviously there is no correct answer here, but think a bit about the product, who is using it and their tolerance for the issue.