

FYI.

February 19 · 

## Users Are Not Adding Quality Connections During Onboarding

From [New User Journey UX studies](#), we have seen that our contact-selection process during onboarding does not set [new users](#) up for success, and [users](#) with few connections from onboarding churn early.

**TL;DR:**

- Our onboarding process is not helping [users](#) find quality connections: 42% [users](#) added no adult connections during onboarding, and 18% of the [new users](#) added zero adult or kid contacts during onboarding and land in the inbox with no connection other than their parents.
- Suggestion-based connections added during onboarding are low quality: over two thirds contacts added during onboarding do not lead to a WAT in 7 days, and close to 90% of the contacts shown during onboarding are irrelevant.
- [User](#) without connections from onboarding churn early: 30% of them were only active in the first week, and 40% are no longer MAU by Day 45. Helping these [users](#) find value can lead to a net gain of *10K US MAU per month*.
- We have an opportunity here to improve the contact-selection experience for [new users](#): it's time to start rethinking about how to [recommend](#) and how to expand the contact inventory during onboarding.

<https://docs.google.com/.../1JiLN85Q6I.../edit...>

Feedback and comments are welcomed!

cc [REDACTED]

You're suggesting

# I Users Are Not Adding Quality Connections During Onboarding

## TL;DR

- Our onboarding process is not helping users find quality connections: 42% users added no adult connections during onboarding, and 17% of the new users added zero adult or kid contacts during onboarding and land in the inbox with no connection other than their parents.
- Suggestion-based connections added are low quality: over two thirds contacts added during onboarding do not lead to a WAT in 7 days, and close to 90% of the contacts shown are irrelevant.
- User without connections from onboarding churn early: 30% of them were only active in the first week, and 40% are no longer MAU by Day 45. Helping these users find value can lead to a net gain of 10K US MAU per month.
- We have an opportunity here to improve the contact-selection experience for new users: rethinking about how to recommend and how to expand the contact inventory
  - We can explicitly uprank inviter/inviters' kids and allow parents to search for non-FB friends' kids during onboarding.
  - We can encourage parents to find and search for an adult contact for their kid to chat with, instead of recommending the parents' FB friends
  - The key here is to address the mismatch between parents' and kids' graph.

## Context

First impression matters - for many, onboarding on MK is the users' first encounter with the MK app and its setups ([see Appendix for more info](#)). The current flow can consist of three parts for parents: 1) set up the basic bio info 2) find possible contacts 3) opt-ins and privacy policy reviews.

In addition to being a long process (40 screens from account creation to activation), various UXR studies have shown that the suggested contacts (adults and kids) are not relevant for new users ([UXR Study by \[REDACTED\]](#) [UXR Study by \[REDACTED\]](#)) and parents have trouble finding specific contacts to add during onboarding.

Data findings are consistent with the UXR sessions in the sense that the recommendation during onboarding is overwhelming and inconsistent for new users.

**No Relevant Contacts to Add for 17% Users,  
Resulting in the “K0A0” Kids**

## 10% CTR Means That 90% of the Suggested Contacts are Potentially Irrelevant

We are showing too many suggested contacts than users wish to add: among the 152K users we looked at who joined MK recently, the CTR for suggested contacts on both the "Friends and Family" and "Kids" friending page is only fairly low: for adults, the average CTR is 13%, and for kid, 12%.

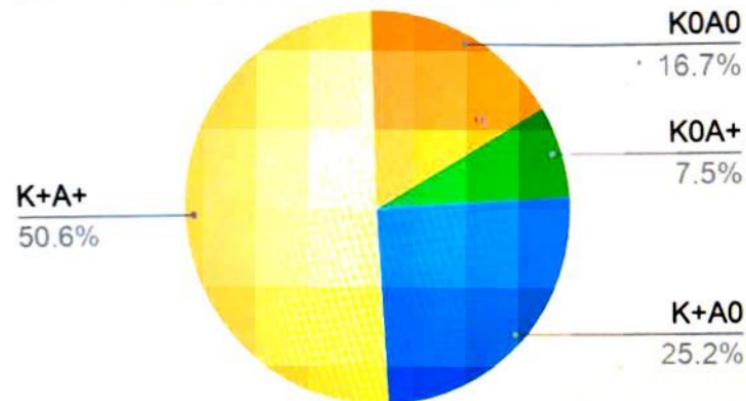
I As a standard smartphone screen shows around 8-9 candidates on one screen without scrolling, the aforementioned CTR translates to roughly 1 user on every screen as relevant/worth adding. Here, CTR is used as a proxy measurement for suggestion quality (see more below for using connections with WAT as a measure for contact quality). While we do not have a benchmark for what constitutes an "ideal" CTR for suggested contacts in the MK onboarding use case, we risk at losing new MK parents' trust if we suggest the "wrong" contact (which is very different from me sitting at home and scrolling through a long list of recommended restaurants to order from on Doordash).

## 1 in 6 Users Added No Connections During Onboarding

UXR research shows that in general, parents are finding 0-5 "relevant" contacts during onboarding. Data estimates that around 17% of the activated accounts did not send any "add" requests during onboarding to either the adult suggestions or the kid suggestions, meaning that these kids will land in their inbox with **zero connections** other than their parents. Further breakdown shows that close to half (42%) did not "add" any adult users during onboarding.

A breakdown of the onboarded users categorized by the types/counts of "Add" requests sent:

% of New Users by # of Contacts Added During Onboarding



# Kid/Adult Adds	0 Adult Added	1-5 Adults Added	6+ Adults Added	Subtotal
0 Kid Added	17%	6%	2%	25%
1-5 Kids Added	20%	23%	9%	52%
6+ Kids Added	6%	9%	9%	24%
Subtotal	42%	38%	19%	100%

The table shows that for the 42% users did not find any relevant adults to add during onboarding, and this is most likely because the suggested adult contacts consist primarily of the parents' close FB friends. Quality adult connections for a kid user are likely a family member (grandpas, grandmas, older cousins etc), but they are either not on FB yet or somehow not surfaced during onboarding.

- I What's even more concerning is that about 25% users did not add any kid connections during onboarding. It is possible that these are younger kids without many established kid connections already on MK or users who are coming to the MK organically, so the cold start problem for these users are even worse.

## K0A0 Kids Are 28% Less Retained on Day 45

Those who are K0A0 (no adult or kid added during onboarding) retain significantly worse than their counterparts, with at least one adult or at least one kid added during onboarding. The delta for retention between the K0A0 and K+A+ (having at least one adult add and one kid add during onboarding) folks are close to 30% by Day 45.

- I At Day 45 (about one month and half since activation), only 64% of the K0A0 group remain MAU, suggesting that these users can churn easily because they have trouble expanding their network beyond Day 0 of activation.

Looking at the table below, users with low connection networks on day 0 retain much worse than those who start off with some connections to chat with.

% are MAU by Days Since Activation	K0A0	K0A+	K+A0	K+A+	Diff in K+A+ and K0A0
By Day 31	72%	92%	90%	95%	23%
By Day 35	67%	91%	89%	93%	26%
By Day 40	64%	90%	89%	91%	27%
By Day 45	62%	89%	88%	90%	28%

## One Third Users Without Connections From Onboarding Churn Early

Kids with small social graphs have a hard time establishing themselves beyond Day 0 on MK. 30% of them are only active during the first week.

User Type	K0A0	K0A+	K+A0	K+A+
% Only Active on First Day	23%	6%	7%	3%
% Only Active on First Active on First Week	31%	11%	12%	7%

## MAU Opportunity to Increase the Connection Experience During Onboarding

If we were to improve the onboarding experience and help the K0A0 users find connections during onboarding, then we will have a much higher chance of retaining them after one month, with the aim of converting K0A0 users to K+A+, who retain 28% better by Day 45. .

Every month, 20% of the ~270K newly activated users would fall into the K0A0 bucket. Based on the table above, even if we just help 50% of the K0A0 users get one connection during onboarding, we can prevent 19K per month from churning.

	Help 50% K0A0 Users	Help 100% K0A0 Users
Increase MAU Ret by 10%	3K	5K
Increase MAU Ret by 20%	5K	11K

## 2 in 3 Contacts Added During Onboarding Do Not Lead to a WAT@7

Even for the 80% users with some connections added during onboarding, the quality of these connections might not hold. Using WAT@Day7 as a proxy measure of connection quality, we saw that almost 2 in 3 contacts added during onboarding do not lead to a WAT@7. The % of added contacts not having a WAT is about 8% higher for the suggested kid contacts indicating that the

This seems to suggest that parents, while going through onboarding, do not have a clear sense of whom their kids want to engage with.

Connection Type During Onboarding	% of Connection <b>Without</b> a WAT @ Day 7
Adult	58%
Kid	66%

# Addressing Cold Start During Onboarding

For new users, If we believe that one of the main goals of onboarding should be helping users discover **quality** connections, then surfacing quality connections during onboarding is key. Assuming that we don't completely change the onboarding flow for suggested contacts, how do we ensure that users have the right setup from the get-go?

## I Explicitly Uprank Inviter/Inviter Kids + Let Parents Search for Non-FB Friends' Kids During Onboarding

### Context:

Current "Add Kids" page will only show MK kids of the source parents' FB friends, which means that new MK parents will have a hard time finding the kids of their inviters' kids (if they have been invited on the FB platform before) unless they are already FB friends with the target parent.

### Suggestion:

- 1) We figure out a way to uprank the original inviters' kids in the recommend list (if the new user received an invite in the past), regardless of whether or not the source and target parents are FB friends.
- 2) We incorporate search to allow new parents to search for a specific kid and nudge them to do so, especially if the new users were invited offline (in the case that we don't have data linking the inviter and invitee). Note here that compared to pre-Covid era,

Option (2) might be subject to privacy concerns, but it is the best alternative for source parents to find a potential quality kid connection in the most common "BFF scenarios" (kids are best friends, parents are not FB friends).

**Additional notes:**

- 1) Let's not overwhelm new parents with a long list of their coworkers'/FB friends' kids. As Chloe pointed out, compared to the pre-COVID era, the number of "suggested kids" has increased. It might make more sense now to have a "search" feature.

## Encourage Parents to Search for the Adults Connections

If 43% of the users onboarded have no adult connections on activation date, then we need to rethink how we define a "quality" adult connection for a young kid. Perhaps we should lean less on the parents' FB graph to make a recommendation for kids.

A radical approach would be to remove the suggested adult connections list and only show the search bar. Let's say that the parent has an adult contact in mind for the kid to chat with (perhaps family members, grandparents, etc), they can easily find those family members using Search, so that we still give them the impression that the app is "safe."

UXR sessions show that at the moment, parents are not using search during onboarding much, which is very likely given that we provide them with a long list of suggested connections to scroll. However, if we give parents more options to find the right contact from the

## Discussion Points

We would like to end this note with some *philosophical* questions around onboarding and what we want the users to get out of onboarding:

1. For those coming to the app for the first time, how do we balance high-intent and low-intent friending/invites?
  - a. We know that kids' graphs are different from their parents, so how can we help surface better connections?
  - b. Do we/should we recommend so many adult connections?
2. Different use cases for different parents, can we personalize the onboarding flow to match those different use cases?
  - a. For instance, can we ask
    - i. Parents to tell us whom they allow their kids to talk to?
    - ii. Kids to tell us who they want to talk to?
3. Can we make the onboarding process a shared experience between parents and kids so that more quality connections can be established from Day 0?

## What is “onboarding”?

Most commonly, we use the word “onboarding” to refer to account creation to account activation flow. “Account creation” occurs when the parent creates a new kid account (on either PD on the FB app, or on the MK app), and “account activation” occurs when the kid lands in the inbox (see the thread tiles) and becomes a MAU for the remainder of that month.

There are four main goals of the current onboarding flow that the users can take:

1. Parent: basic info (name, birthday, add a photo)
1. Parent: choose contacts:
  - a. “Choose kid to chat with” (add another kid, then Parent B needs to approve; if with the same creator aka sibling kids, then automatically added)
  - b. “Finds parents of their friends to chat with” (FB-MK parents not shown)
  - c. “Choose adult to chat with” (Parent A’s FB friends, automatically added, less engagement)
2. Parent: opt-ins
  - a. FoF opt-in
  - b. SF opt-in
  - c. CMC opt-in
  - d. KC opt-in
3. Kid:
  - a. Agree with the guideline
  - b. Take a picture
  - c. Go through the four-part onboarding
  - d. Land in inbox

## How the “add” friending works during onboarding

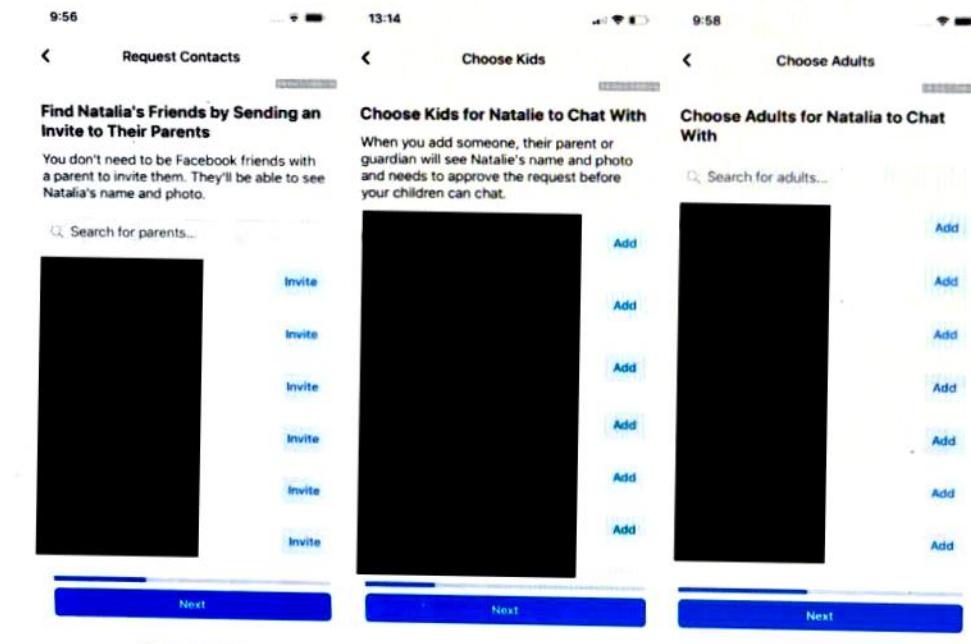
Before the opt-in screens, parent users go through one “invites” screen and two “friending” screens to add relevant contacts for their kids (screenshots below).

**Suggested Kid Contacts:** Kid users with the same account creator (such as siblings) are automatically added, whereas sending a request to other kids will need to target kids' parental approval.

**Suggested Parent Contacts:** Parent contact suggestions are only of the parent user's Facebook friends, and the target will be automatically added and show up in the kids' inbox.

“Invite” Screen

“Add Kids” Screen



9:56

13:14

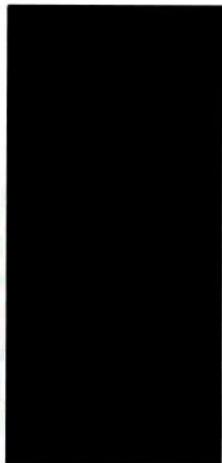
9:58

## Request Contacts

### Find Natalia's Friends by Sending an Invite to Their Parents

You don't need to be Facebook friends with a parent to invite them. They'll be able to see Natalia's name and photo.

Search for parents...



Invite

Invite

Invite

Invite

Invite

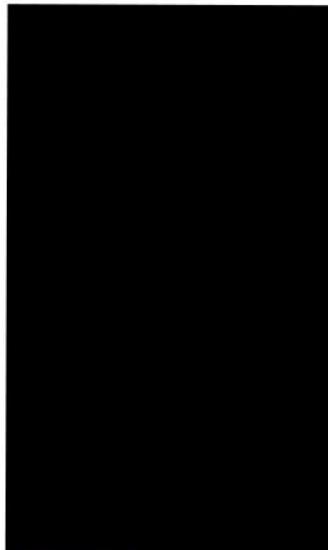
Invite

Next

## Choose Kids

### Choose Kids for Natalie to Chat With

When you add someone, their parent or guardian will see Natalie's name and photo and needs to approve the request before your children can chat.



Add

Add

Add

Add

Add

Add

Next

## Choose Adults

### Choose Adults for Natalie to Chat With

Search for adults...



Add

Add

Add

Add

Add

Add

Add

Next

Redacted for Congress

## Notes on Data Used

1. CTR for suggested contact analysis looks at those who created an account on PD and went through the onboarding flow on PD (fb\_client\_event).
  - a. Suggested contacts (adult and kid) impression events are missing on mk\_client events
2. For the other analyses, we looked at users who onboarded on the MK device using an iOS device
  - a. Created and activated on the same day (to ensure no dropoff and high intent)
  - b. Between 12/01/2020 - 01/31/2021
  - c. Excluding likely "adult" MK accounts (thanks [REDACTED] for the analysis on possible Adult MK accounts)
  - d. MK4A and Kindle logging of the MK events are missing the target\_id (for requests sent info) for the connection requests sent during onboarding.

## Reference

[REDACTED] [creation-to-action funnel analysis](#) [REDACTED]  
[Onboarding L&L](#) [REDACTED]

I  
===== DO NOT READ =====

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[REDACTED]

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[REDACTED]

Maybe this is obvious, but I do want to clearly spell it out:  
The main challenge for K2K connection is probably inventory not ranking.

The connotation of the conclusion and recommendation here seems to be that we have a large inventory of kids to choose from, and we aren't surfacing the high-quality ones during onboarding.

The "contact suggestions" during onboarding isn't so much "suggestions" as "the only kids whose existence you can see". Those are typically kids of your FB friends; and we know for a fact that parent's FB graph is distinctly different from their kid's friend graph.

...

riend graph.

Fundamentally to solve the inventory problem, we need:

1. Growth! Given our market penetration of ~25%, it's highly likely (75%) that your kid's friends simply aren't using the app.
2. Visibility Expansion. Parents aren't FB friends. We need FoF, School and potentially other creative solutions.

Those aren't really problems we can solve in onboarding.

Our hands are tied in how much we can do in onboarding.

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5

I would actually disagree here. We highly increased the volume of kids on MK in the past year (Some parents see 50+ kids in this list). Yes the kids in there are not ideal. But cousins are in there, friends thru parents. We should make it easier to find them so that kids can get started on MK.

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re: 50+

That's not a valid argument. Having 50+ kids you don't want your kid to talk to isn't real inventory.

re: cousins and friends thru parents

Yes, that is a good argument. The chance maybe higher than our market penetration (25%) because of networked growth.

I agree that there are potentials here for search and ranking to be impactful.

Like · Reply · 11w

Do we still rank the kid suggestions in onboarding? Any ML plans to work further on the ranking this half?

Like · Reply · 11w

I did not mean to suggest that either ranking or inventory is broken here, and I agree that inventory is a problem for surfacing high-quality suggestions (or just cold start problem for new users). Plus in MK there is often privacy constraints on whom we can show.

Disagree that our hands are tied during onboarding, and we should give parents the options to find those targets (if there are any) and not just simply rely on their FB network to keep recommending potential suggestions.

A separate note on inventory: just because we have (or will have in the future) a long list of MK users (kid suggestion) or FB users (adult suggestions) does not mean that we \*\*should\*\* start ranking them and try to decide whom we think the users might want to talk to. We position ourselves as a safe app (close network), so unlike recommendations on Netflix or IG (which is more about exploration and discovery), our value prop should be clear from the start.

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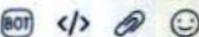
2

We do and ML is working on connections foundations this half (training K2K and K2A models), which will impact kid suggestions across all surfaces beyond onboarding.

Like · Reply · 11w

3

Write a reply...



We have played around many different variations on Invite and Contact lists in onboarding in the past (some with suggestions, some without suggestions) ie Forced Search that can also add some color to this.

iirc, while suggestions might have a lot of room for improvement, they still performed much better compared to not having them when it came to finding contacts to establish in the first place. cc Lin

I totally agree on needing to satisfy high-intent cases, but that doesn't mean there isn't value in suggestions either.

Like · Reply · 11w



Thanks [REDACTED] and that's a good context to keep in mind.

Some potentially controversial take on this "recommendation/suggestion" topic:

suggestions yield the highest value when we have data to know what we should recommend. For many apps, this means asking a question on what the user want during onboarding ("pick three genres of music or types of book you're interested", or Netflix "tell us what you like to watch"). Compared other apps' approach with MK's approach, we might be a bit too confident on what we can recommend to new users.

Having more of a hybrid approach and asking users what they want from the start might help us in the long-run and result in the highest impact in retention. Maybe that's something we can keep in mind if we were to redesign the onboarding flow in the future.

Like · Reply · 11w



Like · Reply · 11w

[REDACTED] [REDACTED] that's interesting, but i'm assuming that would be very hard when it comes to friend suggestions. What makes a "good candidate friend" has nothing to do with your interests, but everything to do with your actual IRL social graph, which we have much fewer signals to start with (cold start friending problem).

That's the main reason we rely on the parent graph as a major signal to start with right?

That said, I don't remember, if a user was invited to the app, do we use the inviter kid's kid-graph as a big signal in ranking the invitee's contact suggestions? (Not just uprank the inviter/invitee, but actually use inviter's kid graph signals for invitee's ranking)

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[REDACTED] Yeah I agree it's a hard problem to solve. Applying the Netflix approach to MK will mean asking the users who they want to chat aka getting signals from them (not what their interests are, sorry if the comment above was a bit confusing) with during onboarding. e.g. ask the parents if they want their kids to chat with: grandparents, cousins, school friends, etc.

[REDACTED] do you know if we are allowed to use the inviter's kid's graph as signals for contact suggestions for the invitee?

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[REDACTED] Sadly not, we are not allowed to use any kid related features for invites ranking

Like · Reply · 11w

I definitely agree there is value in the suggestions and in a high intent friending search. Since the data show the most friending happens at onboarding and is the most time efficient way for parents to add contacts for their child, I think there is value to get contacts added to the child's graph to get started but what I'm finding in the qualitative research is those contacts (mostly adults) are not on the kid's IRL friend graph. After a month of using the app, they churn from the app without IRL friends. BFF research shows those IRL friends are from school, church, neighborhood, and extracurricular activities (e.g., Girl Scouts, dance, soccer). Early insights from the New User Journey 2nd round of interviews is that users are using the suggested list to find target parents to invite to the app. The use case is that parents are already FB friends. The user experience to scroll through a long list of suggestions is not ideal because users are reporting its not organized in any systematic way. When scrolling through such a long list, target parent can easily be skipped, so we do need an easier way to add high intent friending cases (allow parents to filter down the list). If they are not FB friends with the other parent, the source parent does not initiate friending at all because of the common misconception you need to FB friends to make a k2k connection for their child.

How can parents' participation in FB school/parenting groups be used to leverage higher quality kid suggestions? Would this still be considered a kid information?

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Write a reply...



I'm also curious to learn what the data "tradeoffs" in experience are for things we believe are "low quality". While there's obvious user quality / experience degradations for connecting "low quality" connections, does that interfere or come at the cost of something?

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Curious about two things:

- 1) How are high quality connections found now? Kid Codes? Does that happen in the first week? Do we find evidence that kids need any "placeholder" connections besides the parent between the time of account creator and the first high quality connection?
- 2) If high quality connection is defined as WAT in the first 7 days, have we looked into prompts for WAT? Meaning conversation starters, games, question off the day, etc

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2) We are explicitly guarding against doing that on the connection side. We are using it as a signal. But working too close to the metric would be gaming it here.

1) Kid Codes generates the highest value connections, but only a small share of our users use them.

1) Agree that ideally onboarding connections who be a placeholder until they get more high value connections. In practice it is the only connections some of our users. We need to grow our connections outside of onboarding so we don't depend on these onboarding connections as much. See

<https://docs.google.com/.../1I4BtVxgGsGZsm7ZLKgPvZ56.../edit>

GOOGLE DRIVE

New users are very dependent on their onboarding connections to survive

Like · Reply · 11w



I don't mean trying to game the metric, but more like if we know that people who have WAT in the first 7 days retain better, should we try to help them with it? Could they have a problem of not knowing what to talk about? Or how to get started?

Like · Reply · 11w

Agree, we definitely should help kids get these conversations started. The retention gain is probably not as high as from adding the connection. But it should still have value.

Like · Reply · 11w



[REDACTED]

For some time period before we launched Privacy Policy v2, Growth retention focused on conversation starters (since we wanted to do connections work after privacy policy updated).

Encouraging friends of new users to send them a sticker improved WAP by  $+1.2878 \pm 0.9468\%$  3 weeks after the experiment ended:

<https://fb.workplace.com/groups/1915578688754773/permalink/2479216645724305>

When friends of new users have DGG (Draw-Guess-Game), WAP of the new users improved by  $+0.9510 \pm 0.5619$

(That being said, when new users have DGG, it actually hurts their WAP)

<https://fb.workplace.com/groups/1915578688754773/permalink/2544713469174622>

So yeah, the answer is that conversation starters can definitely help; but I agree with [REDACTED] that connections is certainly the bigger lever and elephant in the room.

That being said, in 2018, we also worked heavily on Connections, and we added a TON of connections without moving overall WAT. That led to an org-wide pivot away from connections work toward WAT, since we didn't believe our work was adding high-quality connection (partly validated again by our research and [REDACTED] data analysis here).

During that period of time, we focused almost exclusively on parent's FB graph (well, since that was the only thing allowed by privacy policy). I believe that focus was the cause of the "low quality" connections.

For connections to move retention, I believe we need to go beyond the parent's FB graph. I am excited to see where FoF can get us. I am also excited to see how far we can go with some of the other big bets like School which expands kid's visibility further.

Suggestion-based connections added during onboarding are low quality: over two thirds contacts added during onboarding do not lead to a WAT in 7 days, and close to 90% of the contacts shown during onboarding are irrelevant.

Another thought on this - we've heard from Research many times that parent's perception of who their kids' friends are can be very different from who the kids are actually wanting to chat with.

So there's also a scenario where the suggestions might be high-quality as far as the PARENT is concerned, but low quality for the kid's likelihood of chatting. Of course it's still not great for K2KWAT purposes, but we should also think about how likely it can be for contact suggestions to lead to WAT if parents are the actors to begin with. FWIW, the parents are still intentionally sending those requests, so they're still "quality" from that perspective. (I am not at all arguing that we actually are good in quality now. Just stating that "quality" is definitionally dependent, so we should precise on what we consider "quality". - I think this is your shared meta-purpose of the post anyway )

The 90% shown being irrelevant number is a better judge of quality from the "likelihood to act" perspective, but also a weird metric (ie. easy to manipulate that number by just showing more or less people in the list). One click deeper here can be interesting to see how many "high coefficient" suggestions we show, and what the "send rate" for those users are. (ie. are we ranking incorrectly, or don't have the appropriate people available to rank in the first place)

PYMK for my personal FB account, for example, is pretty "bad" nowadays because I have a stable friend graph, so would have a low relevance rate for me. At most I might have 1 suggestion I would consider friending, so I might have 95% suggestions being irrelevant. Cold-start graphs have a same potential problem. But this looks very different for other people, and doesn't necessarily mean it's bad either.

For high-reward, low-cost suggestion forms like friending that may often not yield with every suggestion being super valuable, it's more important to err on the side of having too many false-positives to guarantee chances of capturing as many true-positives. That said, the cost of "wrong suggestions" for MK may be different if we have a lot of fake accounts / adult accounts labeled as kids, which can degrade trust significantly. cc [REDACTED]

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2

[REDACTED] totally agree with the point on "relevance" and want to highlight that the definition of "quality" for should be a fluid one and CTR is by no means a perfect proxy for suggestion quality. However, because we are seeing this link between quality connection --> retained users --> MAU, WAT becomes a component of that definition.

PYMK might be the closest example here, but we should still bear in mind the differences between MK and FB/MSGR for the purpose of the comparison: adults have a much bigger graph and broader definition for "relevant" friends that they should add. On the contrary, kids have a much smaller circle and thus the threshold for what can even be recommended should be higher as a result.

Like · Reply · 11w

1

From BFF research, we know that parents are aware of their child's best friends and know about their child's IRL friend graph. Parents do not add these connections because they are not offered as suggested kid or adult contacts so then parents make a best guess from the suggested contacts to gauge who their child wants to talk to. I don't think we can say these connections are high quality from the parent perspective but just a good faith effort from parents to give their child someone to talk to on MK. I think the main point to hit home is that these irrelevant connections do not keep kids on the app and they churn when their friends are not using MK. From the New User Journey 2nd round interviews, we are seeing that these non-IRL friend connections do not keep kids on the platform. Kids keep telling I would use the app more if my friends were on it.

FYI - Parents think adding contacts at onboarding is the most efficient way to add contacts for their child. They struggle to figure out how add friends for their child post-onboarding. CC: [REDACTED]

Like · Reply · 11w

1

[REDACTED] Sorry for arriving late to the party here. Onboarding tries to solve two problems: high intent friending and low/medium intent friending. We're not doing a great job with either.

High Intent: search is key. If they already know who they want to add, but we're having them go through a huge list, that's not very motivating. Especially if they can't find that specific person.

Low intent: what makes it particularly hard here is that we can't use FoF in its pure form because the kid has no friends yet. We could increase the candidate set even more here by allowed friends of friends through the parent graph, but these are probably going to be even lower quality.

probably going to be even lower quality.

At the end of the day, this is a very tricky problem, because High Quality Connections usually are the ones in which parents are not connected (school for example), and during Onboarding, parents can only select kids through their graph.

Long term, I think we should focus on:

- Onboarding should nail High Intent Friending. When parents are creating new accounts, the kids they have in mind should be super easy to find and add.
- Post Onboarding, we need to make high quality suggestions immediately to the kid, NOT the parent. That will likely happen mostly through School, not FoF. We should also upsell to kids that they can send a QR code to connect with their best friend, for High Intent.

In other words, we shouldn't expect to get a ton of high quality connections in Onboarding itself because they'll be from the parent graph. We should do more post Onboarding so the kid is empowered to find friends for him/herself.

Like · Reply · 11w



[REDACTED]  
have we done a funnel analysis on the 40 steps of the onboarding flow itself? where ppl drop off or seem to get confused? are they sending invites and ppl just not accepting? etc etc

Like · Reply · 11w



[REDACTED] can speak to this with the most recent onboarding churn presentation with designers last week!

Like · Reply · 11w



Like · Reply · 11w

[REDACTED] Are the data specific to MK onboarding or PD onboarding is also included?

18% of the new users added zero adult or kid contacts during onboarding and land in the inbox with no connection other than their parents

Wondering how many of the 18% are likely adults(<https://fburl.com/qk8uznx>)?

Agree there definitely room to improve but just want to make sure we are not focusing on people such as parents who are just checking out the app

Like · Reply · 11w · Edited

1

[REDACTED]  
I looked at MK onboarding and excluded the likely adults from the analysis.  
Yes - I think for the activation efforts for this half, it also makes sense to only target those who are more likely to be real kid accounts.

Like · Reply · 11w

2

[REDACTED]  
Like · Reply · 10w

[REDACTED]  
Write a comment...



[REDACTED] April 9

Quality Analyser - Test Recommender Users

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## New Test Recommendation for JavaScript Beta Release

To follow up on the previous post, I have completed the development for **new test recommendation on JavaScript**

Check out the **recommendation** for your team with bunnylol "trex new"

Chats

More work pending in this area includes exploring valid/invalid files to in

Redacted for Congress