

# Onboarding heuristics

Heuristic principle	Pass / Fail	Notes
<b>Actionable</b> The user knows what to do and what the benefits are		
<b>No fluff</b> Only the essential info is provided		
<b>Consistent messaging</b> Reflects marketing messaging		
<b>Timely</b> Content is presented at the right point in the journey. Reasoning is explained where the user is asked to grant access to eg location or give personal information		
<b>Proactive</b> Content anticipates friction points and works to prevent drop off		