


Product Analyst Assignment: AbleSpace

 **User Journey Mapping Initial Experience:** Upon signing up using a Google account, and selecting the profession, the user is directly dropped into the "Caseload" screen. This may feel abrupt, especially for new users who may not understand what to do next. As a first-time user exploring the app:


Key Actions in First 5-10 Minutes:

- Land on the Caseload page
- Explore student list
- Click on a student
- Discover data collection features

Friction Points:

- No onboarding or guidance
- Chatbot is unresponsive. I asked what to do. It said wait for 1 minute no one waits.
- No clarity on feature utility without prior training or domain knowledge

Suggestion: Introduce a role-based onboarding screen *after selecting the profession* with a short welcome video for first time users with do not show again option and checklist. This sets user expectations and boosts early engagement.

 **Feature Effectiveness Hypothesis: Goal Tracking Hypothesis:** Users who create a goal within 15 minutes of signing up are more likely to remain active and return to the app.

Questions to Answer:

- How many users never create a goal after signup?
- What is the average time-to-first-goal?
- How many goals do users create per session?

Amplitude Events to Track:

- `signup` (user_id, timestamp, user_type)
- `goal_created` (user_id, goal_id, timestamp, session_id)
- `session_start`

Key Metrics:

- % of users who never create a goal
- Time-to-first-goal (bucketed: <5 min, 5–15 min, 15+ min)
- Avg. goals per user/session

Insights Plan (First Week Focus)

- Identify % of users who drop off before creating any goal

- Analyze time-to-first-goal for engaged vs. inactive users
- Segment users by profession to compare engagement patterns
- Track goals-per-session to understand depth of usage
- Define key metric: **"Time-to-First-Goal"**

Why: These insights will help us improve onboarding and discover what drives retention and deeper engagement with core features.

Product Suggestions

1. **Role-Based Onboarding with Welcome Video**

- Show a short explainer video after profession selection
- Add checklist ("Add student → Create goal → Start tracking")
- Expected Outcome: Faster understanding and higher feature adoption

2. **Fix Chatbot or Add Contextual Help Buttons**

- Unresponsive chatbot adds friction
- Alternative: Use contextual "Help Me Do This" buttons next to key actions
- Expected Outcome: Reduce drop-offs from confusion and improve productivity

A/B Experiment Proposal: Compare users who see onboarding video vs. those who don't.
Measure:

- Time-to-first-goal
- % creating at least one goal
- 7-day retention rate

Final Note: This analysis focuses on helping new users reach their "aha" moment faster through better onboarding and real-time support, enabling higher engagement with goal tracking and data collection.