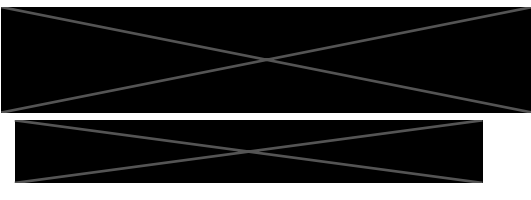


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User Analysis

User Account Creation Process Before the Process

User Account Creation Process

The Vote Forward user account creation process includes 10 steps in total. [Process here.](#)

Step 1: Submit email or connect a Facebook or Google account

Step 2: Captcha security

Step 3: Pledge to vote and confirm residency

Step 4: Provide full name

Step 5: Provide zip

Step 6: Read and confirm understanding of instructions

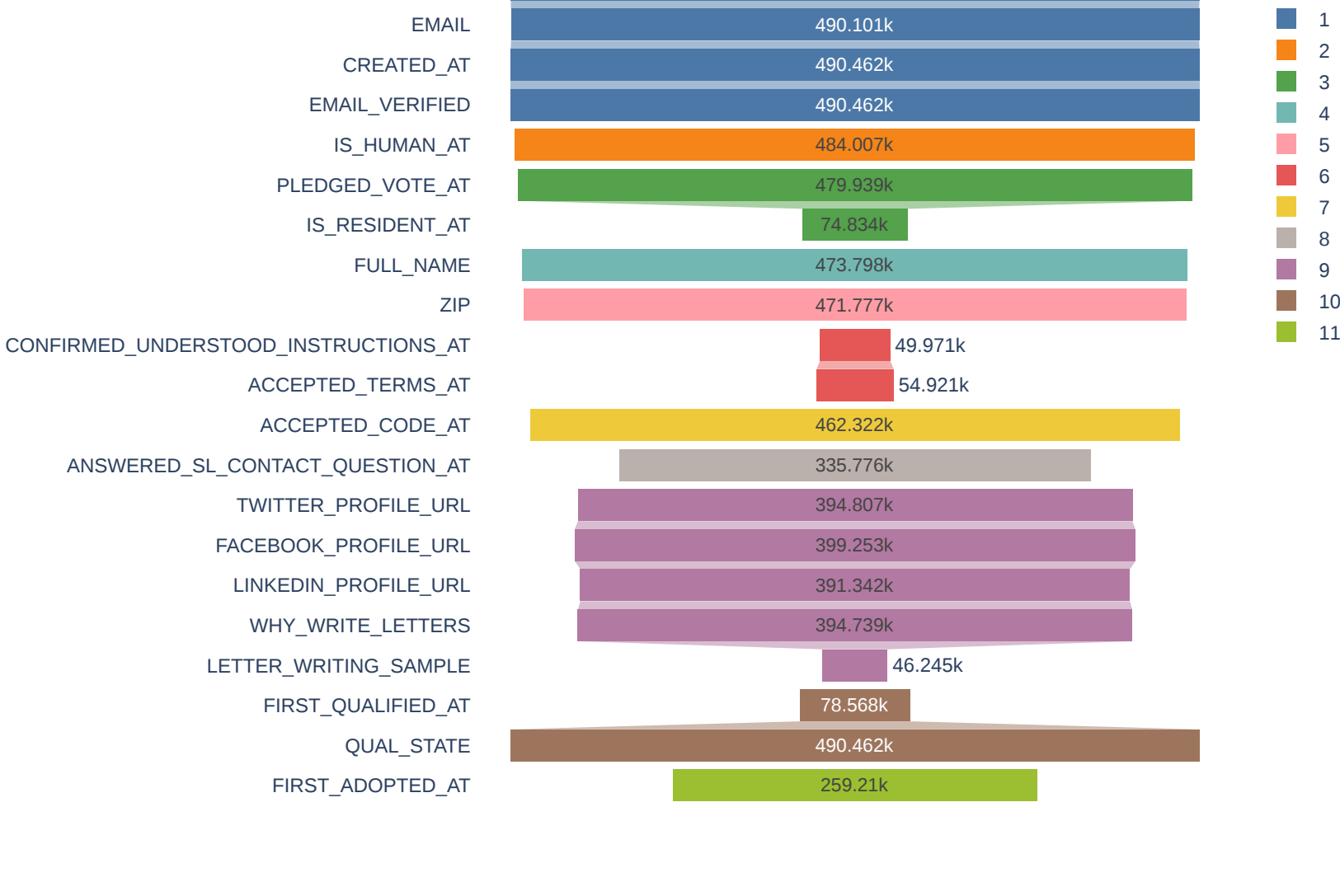
Step 7: Read and confirm acceptance of terms of service

Step 8: Choice to opt-in to communications

Step 9: Choice to provide social media handles and requirement to explain why you write letters

Step 10: Thank you page and Helpdesk volunteers approve account

Step 11: Adopt a letter!



The above funnel shows the different data points collected at each step of the user creation process.

It is clear that certain data points do not have full coverage. This is not only due to user drop off but also because some fields are optional (ie. is_resident and socials) while some fields were updated or archived after some time (ie. accepted terms and understood instructions).

For this reason, the rest of the analysis is done at the step-level and only looks at user signups since 2022.

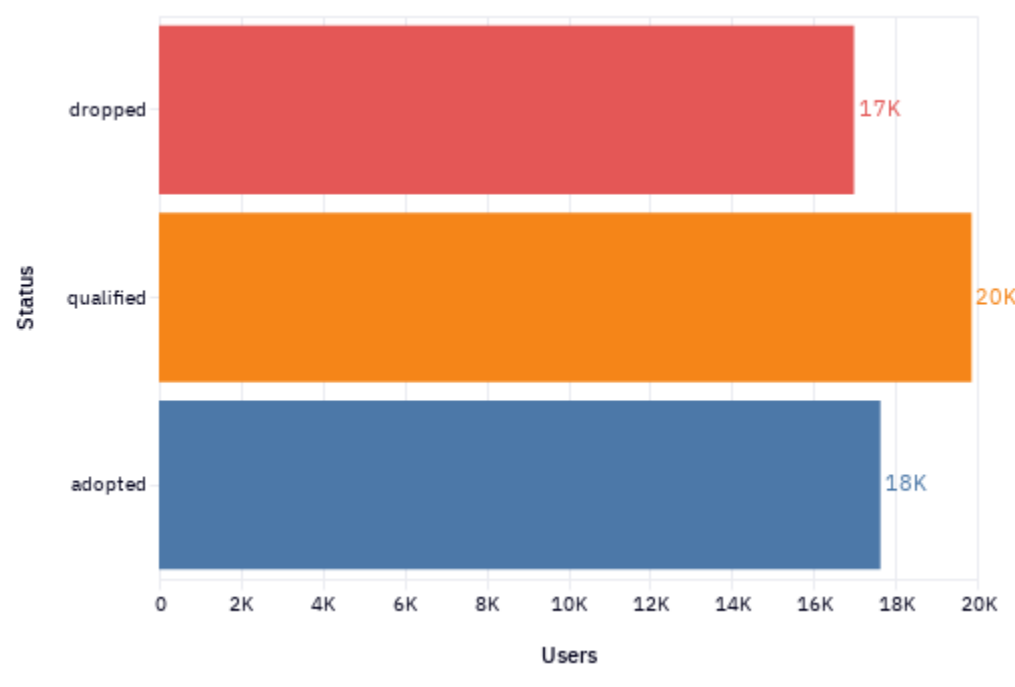
Analysis

Since 2022, 53,350 people have begun the user creation process.

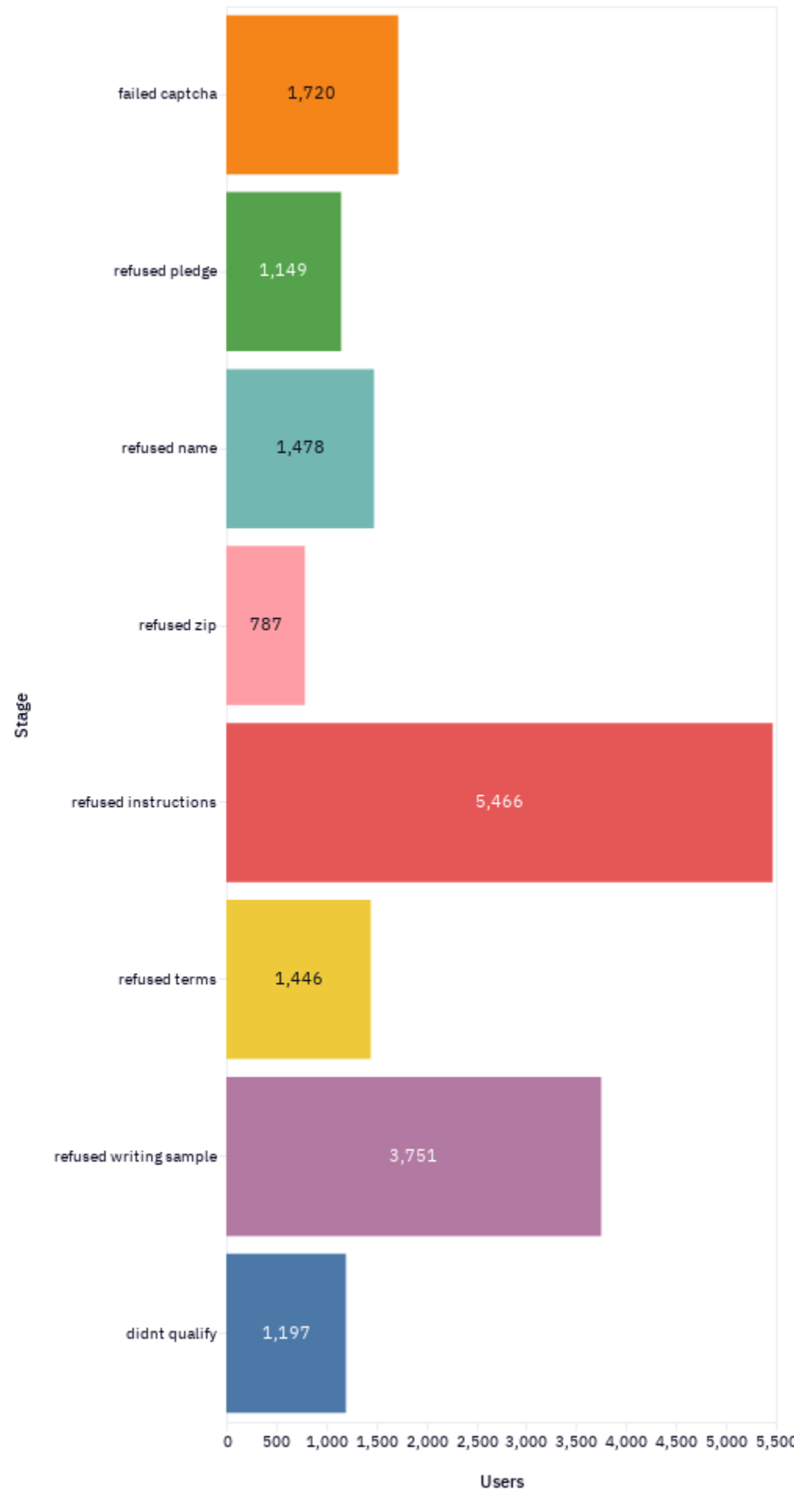
Approximately one-third of these folks have stopped short of finalizing their account (dropped), one-third have finalized their account but have yet to adopt a letter (qualified), and one-third have gone on to adopt a letter (adopted).

Those that have dropped off have done so at different points in the process, including 10.01% of all users dropping off at the 'Instructions' page (step 6) and another 6.88% dropping off during the 'Letter writing sample' page (step 9).

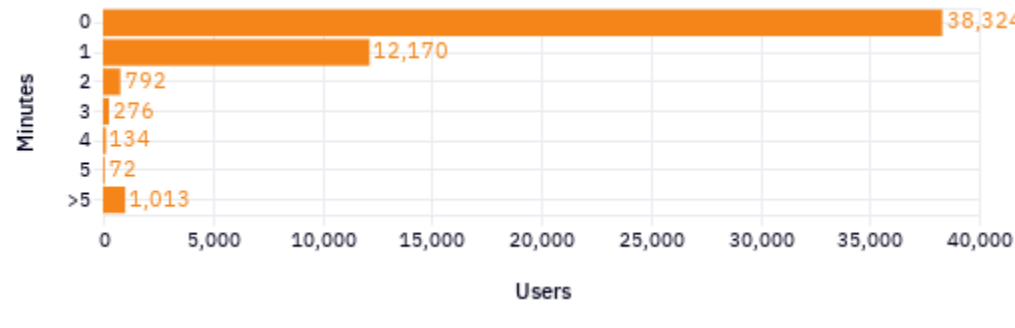
The 'Instructions' page is also the page where the most time is spent, with 52.93% of those who do eventually accept the instructions spending 1 minute on the page, and 84.84% spending 1 minute or more on the page. For comparison, most pages take users less than 1 minute to get through.



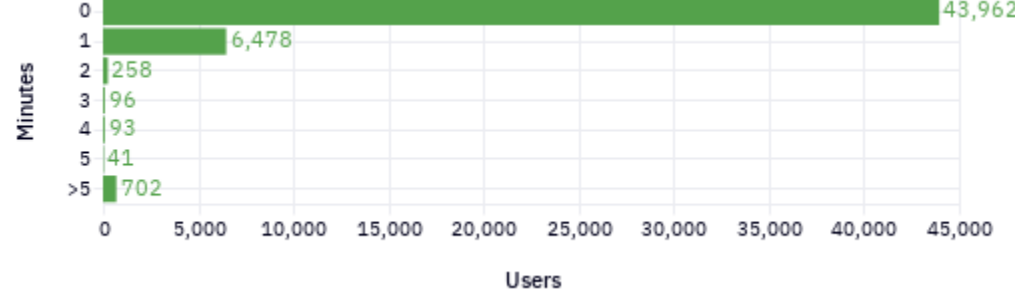
User Dropoff Stages



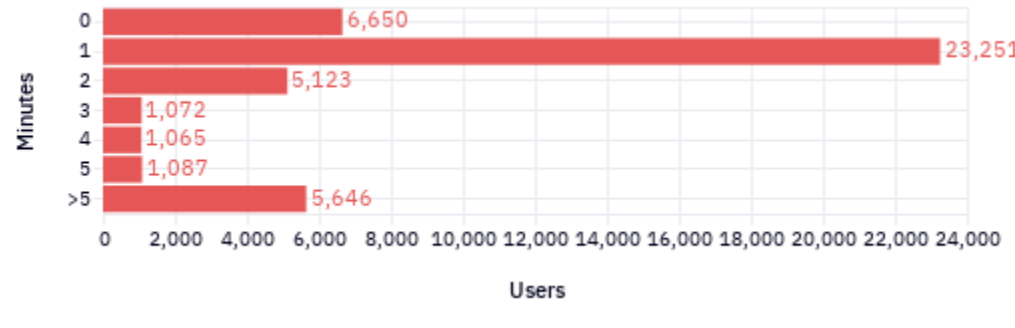
Time spent on Captcha Stage



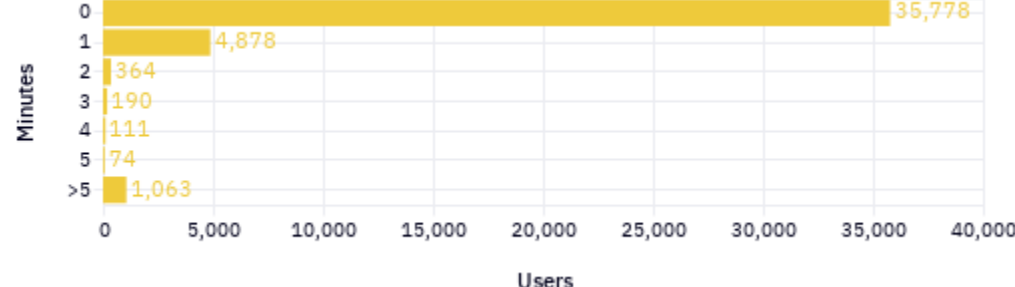
Time spent on Pledge Stage



Time spent on Name, Zip, and Instructions Stages



Time spent on Terms Stage



The rest of the process does not have enough timestamp coverage to determine how long it takes for someone to get through steps 8-10 (communications opt-in, socials and writing sample, Helpdesk approval).

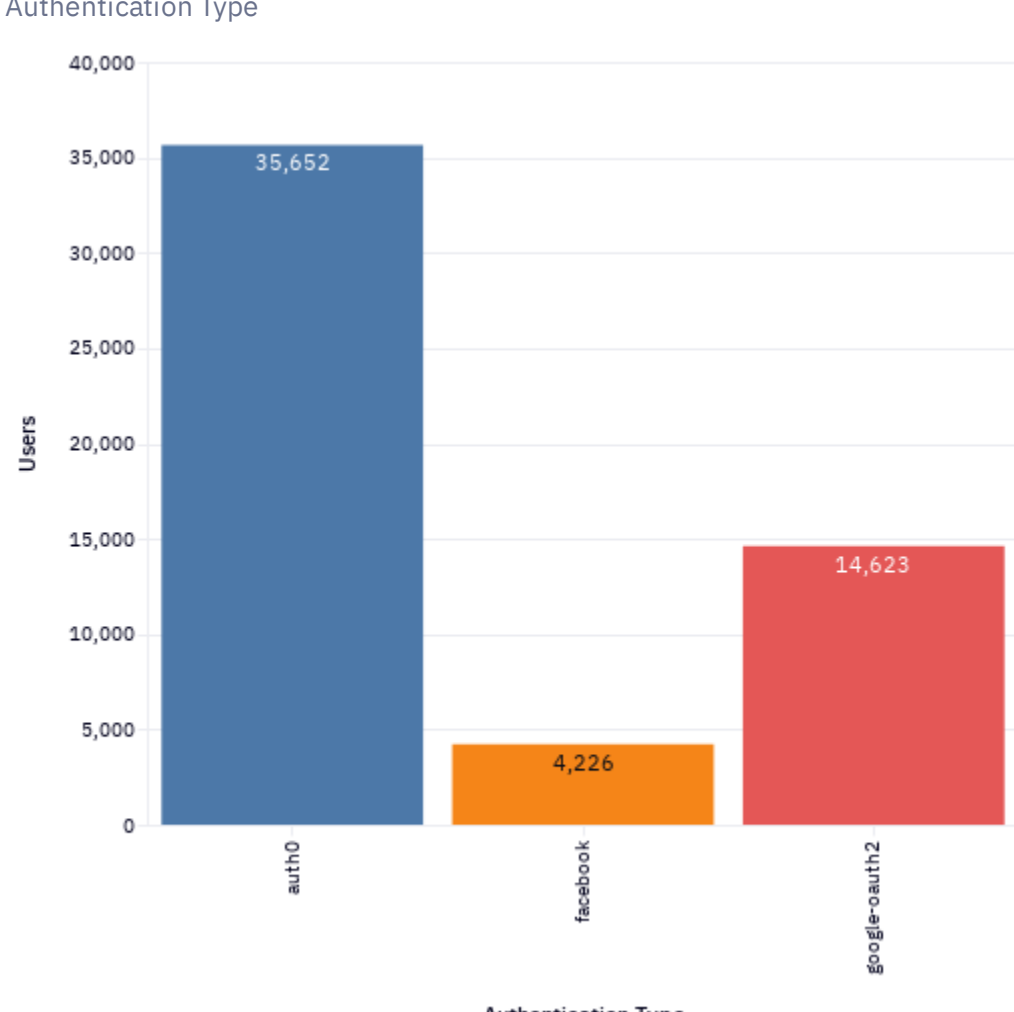
Authentication

When initializing the user creation process, users are asked to either provide their email or connect their Facebook or Google account. This leads to different authentication types, auth0 is used for those that choose to login using an email/password, facebook for those using their Facebook account, and google-oauth2 for those using their Google account.

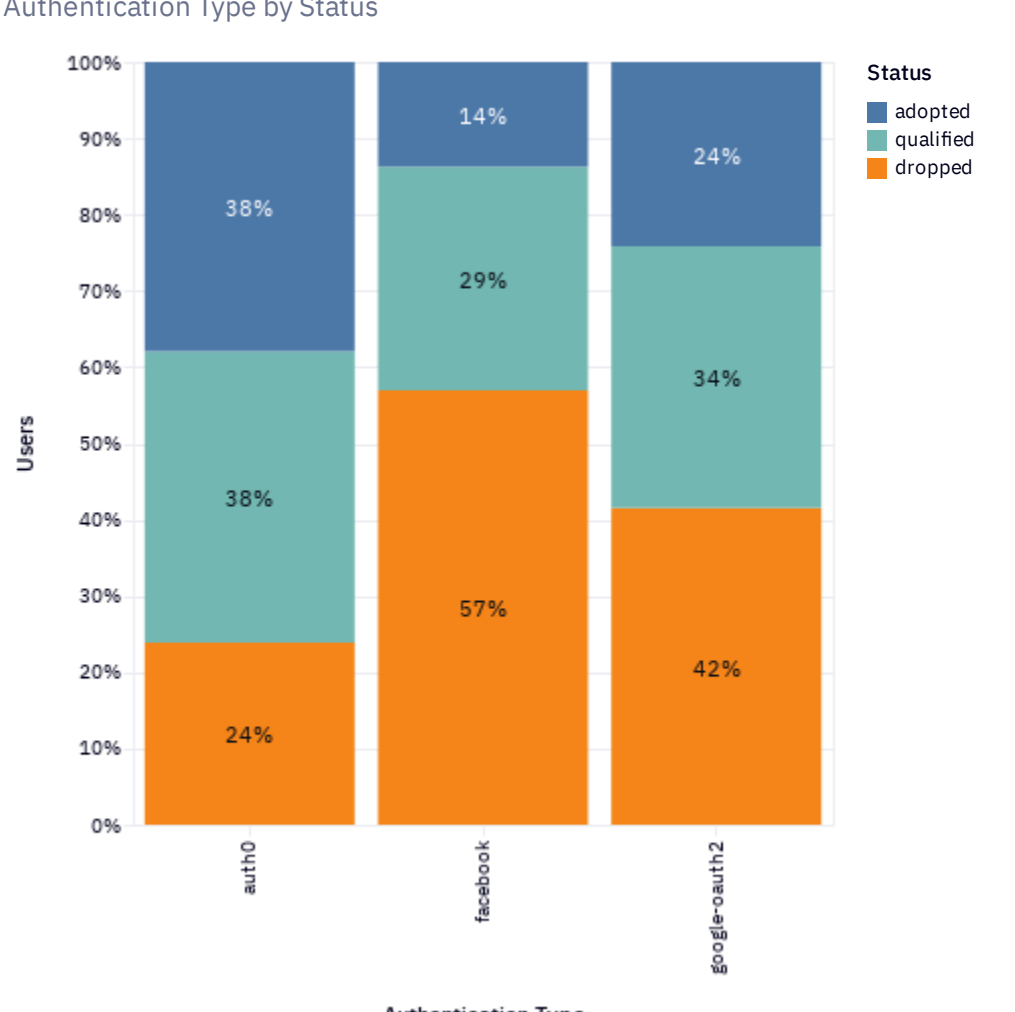
Most users choose the email/password method, while 26.7% use Google accounts and just 7.8% use Facebook accounts. However, those that use Facebook accounts are more than 2x more likely to drop during the user creation process than their email/password counterparts. Google account users are just under that 2x likelihood.

Those that drop off earlier in the process are more likely to be Facebook or Google account users, mainly those that fail captcha or refuse their name/zip. This should not come as a surprise since people that prefer to connect their accounts do so for efficiency and may find these additional security measures a hindrance.

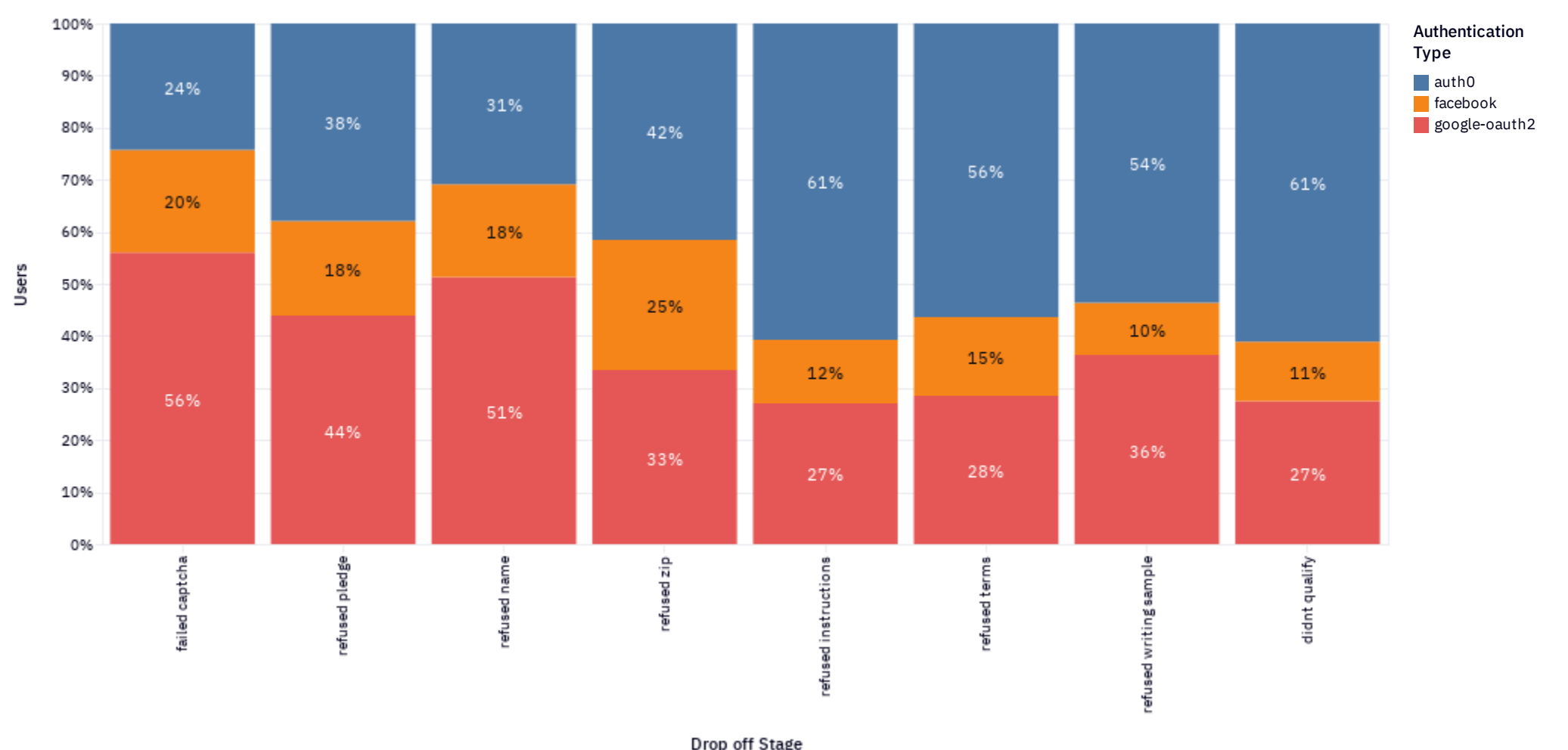
Authentication Type



Authentication Type by Status



Dropoff Stage by Authentication Type



Adoptions

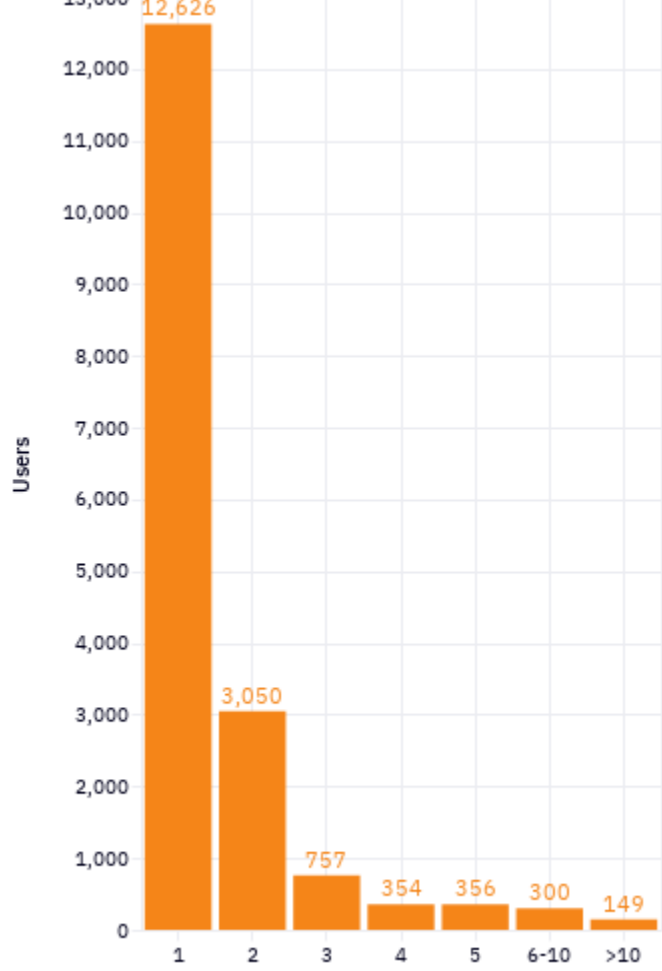
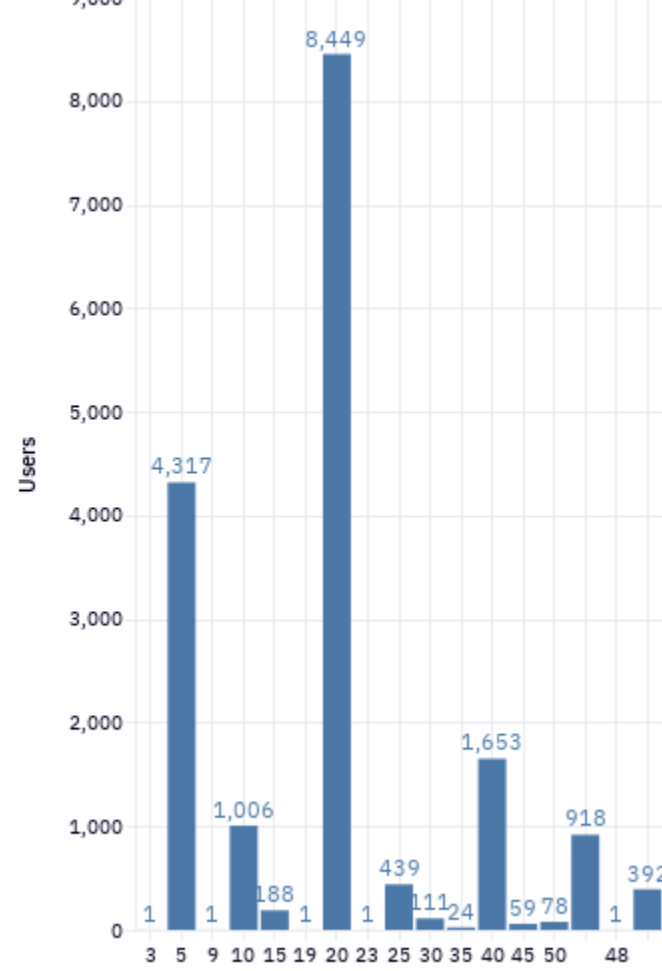
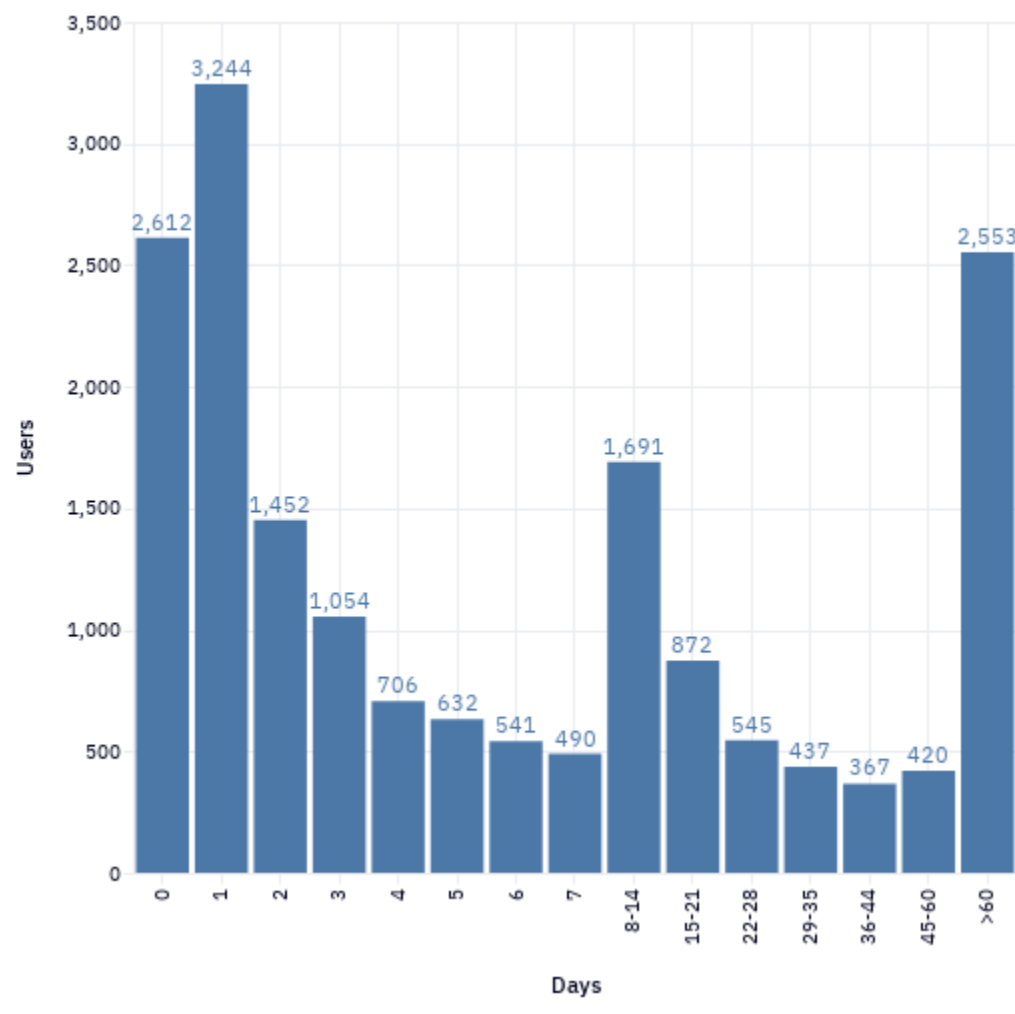
At the end of the user creation process Helpdesk volunteers approve an account by marking them as qualified or super_qualified. Once a user qualifies, their account is then opened to all available campaigns.

The chart to the right shows how many days pass between the time a user starts the user creation process and the date they adopt their first letter.

Most users who adopt adopt their first letter within the first 5 days. 14.8% of all users who adopt adopt on the same day they created their account and another 18.3% adopt the next day.

The first time users adopt letters, most adopt a single letter bundle of either 20 or 5 letters.

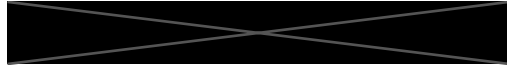
Days to Adopt first letters



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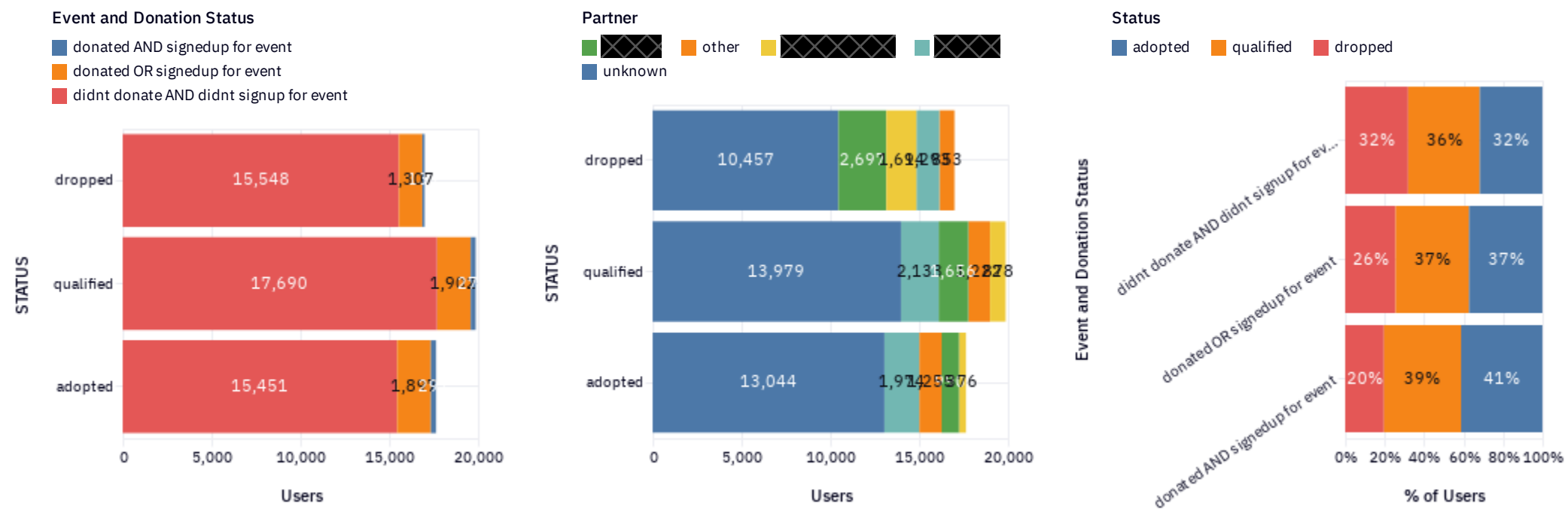
User Analysis



User Account Creation Process [Before the Process](#)

This sections looks into the behavior that may lead someone to adopt their first bundle of letters after creating an account.

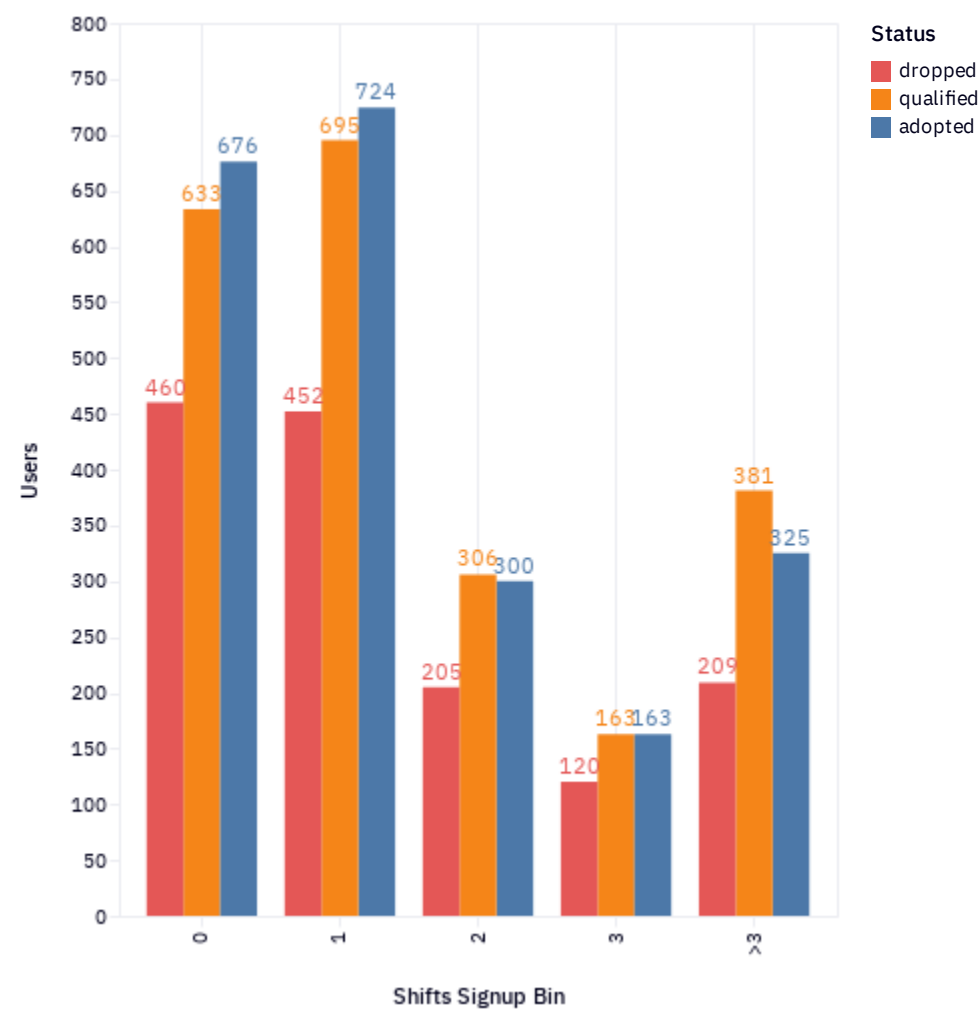
Most users who begin the user account creation process have not signed up for an event or donated previously (89.3%). However, those that have both donated and signed up for an event are much less likely to drop during the account creation process and much more likely to ultimately adopt. Additionally, most users who sign up through a partner page like  or  are much more likely to drop off or create an account and never adopt.



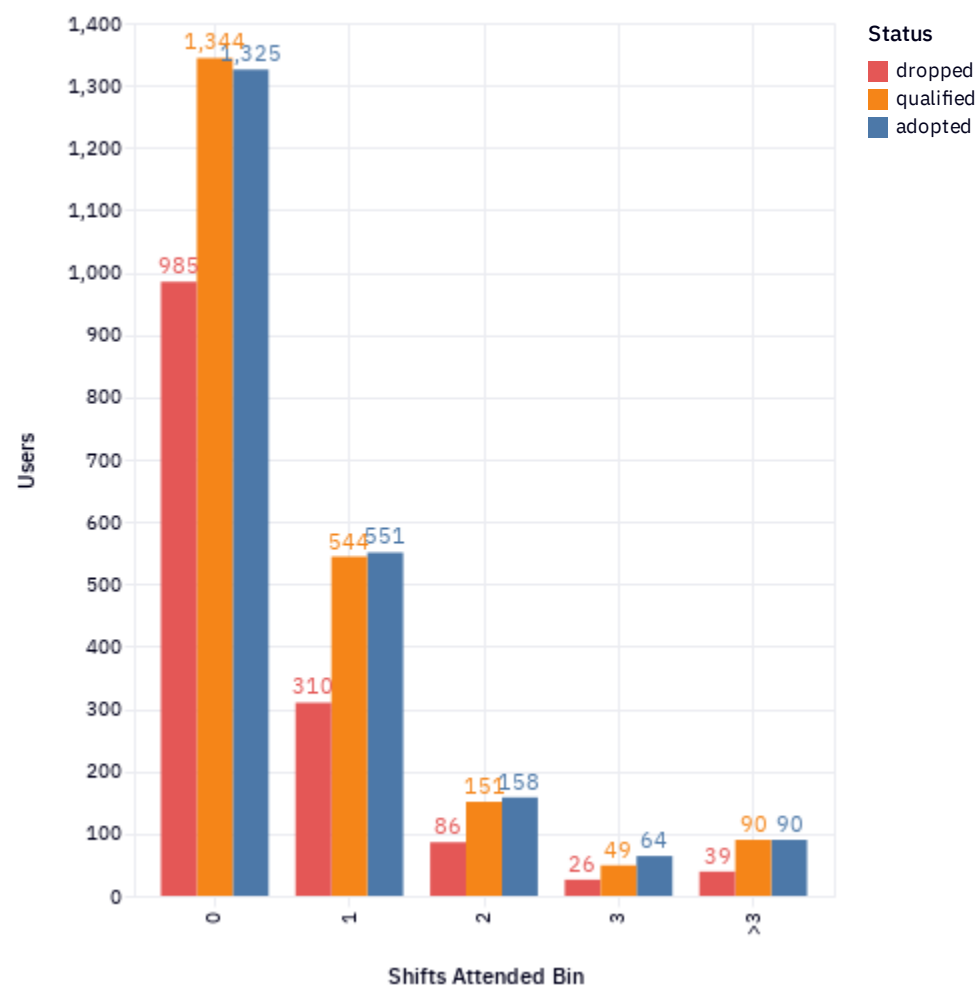
Previous Actions

Among the 5,808 that have donated and/or signed up for an event, most have had at least 1 event signup before starting the user account creation process and those with three or less signups are more likely to ultimately adopt.

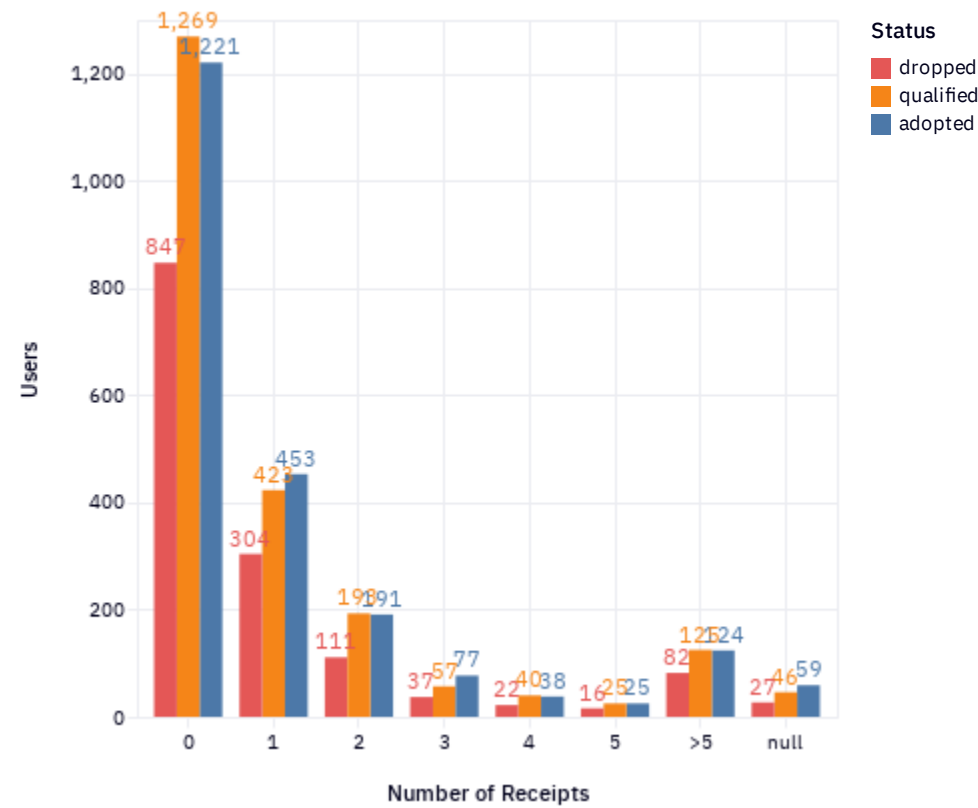
Event Signups



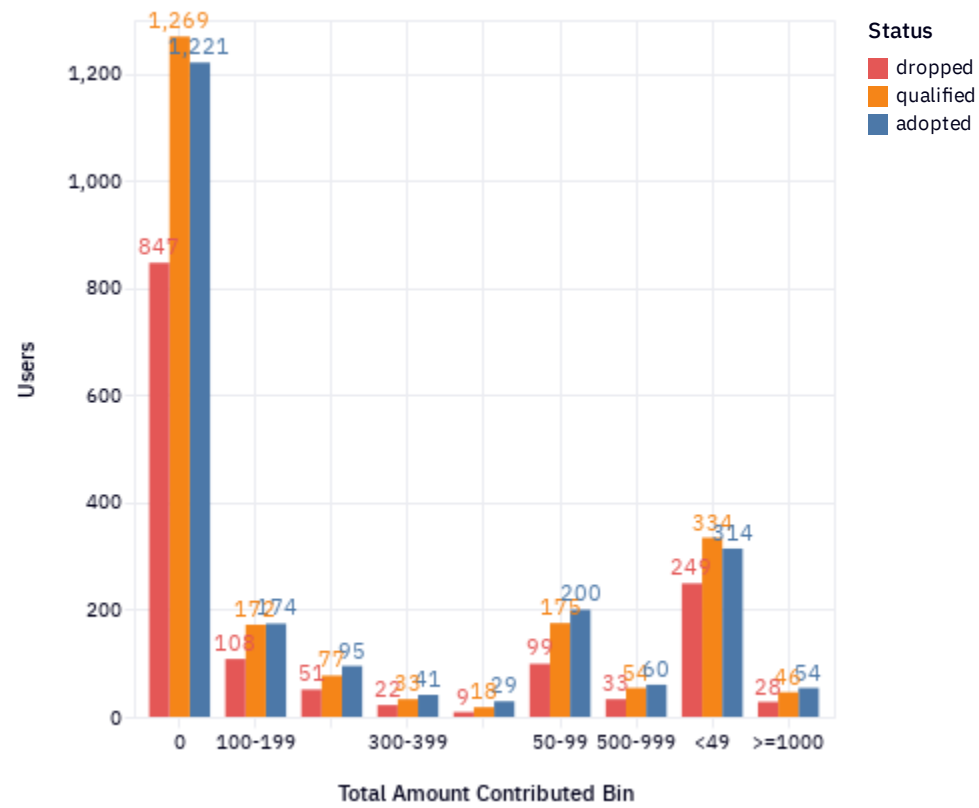
Events Attended



Number of Receipts



Total Amount Contributed



Those who wait 1-14 days between attending an event and starting the user account creation process have a much higher likelihood of ultimately adopting letters, compared to those who create an account the same day or after 60+ days.

Additionally, waiting 1-14 days between when someone either signups for an event, attends an event or donates (conversions) creates a higher likelihood of adoption.

