

Case Study: Improving Onboarding & Micro-UX in Zoho Arattai

Overview

Zoho Arattai is an Indian-born messaging application designed for team and workplace communication. This case study captures observations from a first-time India-based user, focusing on onboarding and early interaction friction. The goal is to identify small but high-impact improvements from an Associate Product Manager perspective.

Context

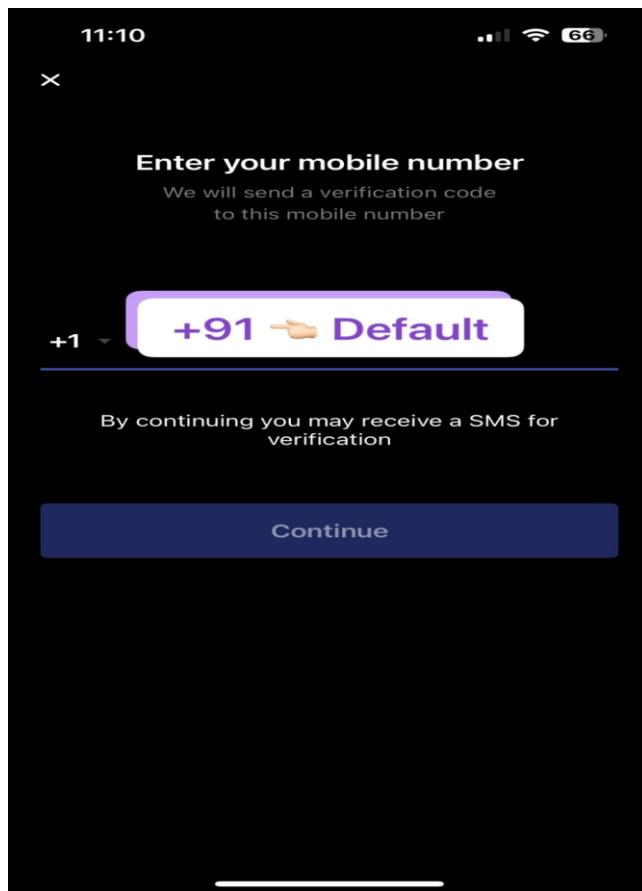
Product: Zoho Arattai

Platform: Mobile (iOS)

User Type: First-time user in India

Focus Area: Onboarding experience and micro-interactions

1. Default Country Code Not Aligned With Primary User Base



Problem:

During sign-up, the mobile number input field defaults to +1, requiring most India-based users to manually change the country code.

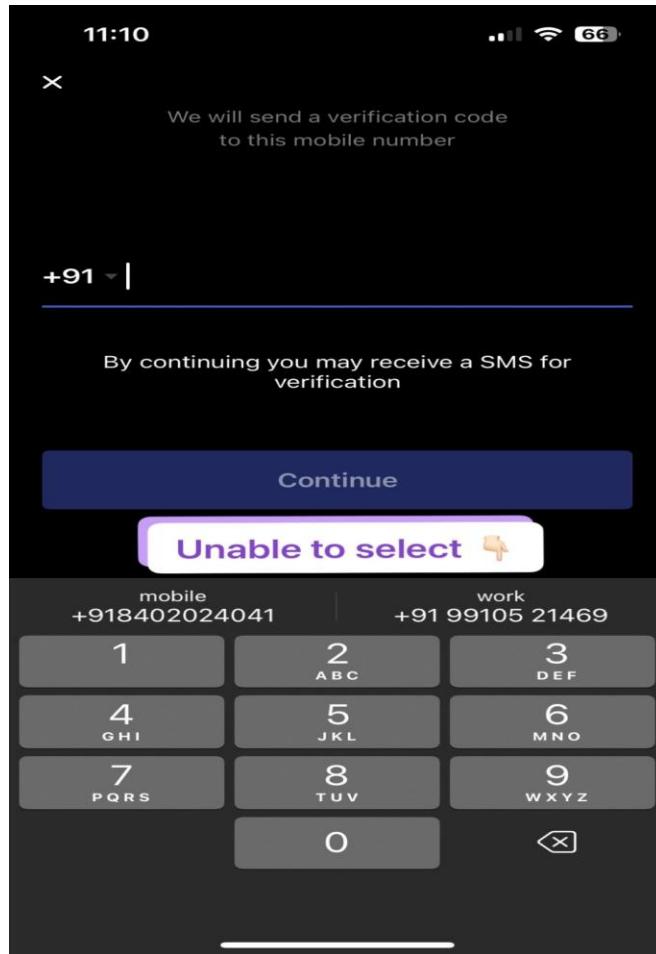
Proposed Solution:

Preselect +91 using locale or geo-detection.

Product Value:

- Faster onboarding
- Reduced cognitive load
- Stronger regional relevance

2. Unable to Select Saved Phone Numbers (No Autofill)

**Problem:**

Saved phone numbers appear above the keypad but cannot be selected. Users must type the full number manually.

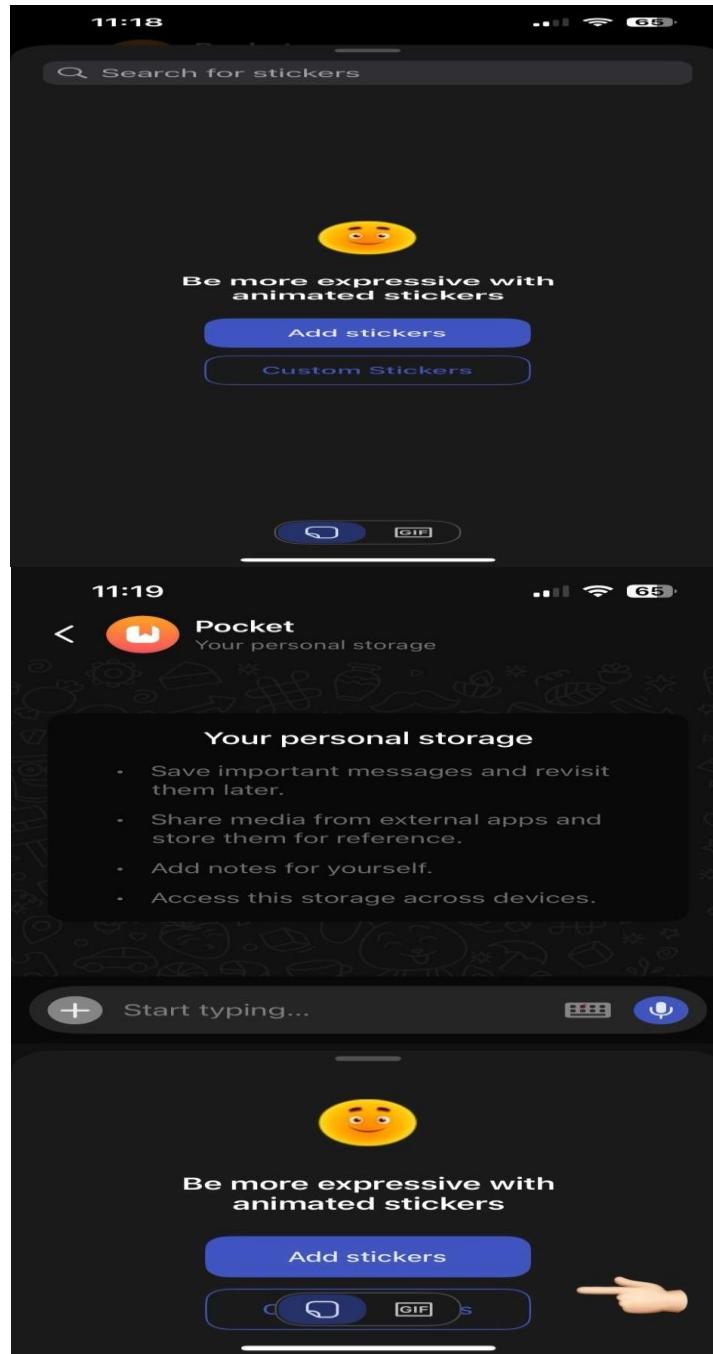
Proposed Solution:

Enable tap-to-autofill from keypad suggestions.

Product Value:

- Reduced user effort
- Faster sign-up completion
- Lower onboarding drop-off risk

3. Stickers Panel Layout Full & Compact View



Problem:

When the stickers panel is in compact view, the Custom Stickers label overlaps with other

UI elements.

Proposed Solution:

Improve responsive layout handling for partially expanded states.

Product Value:

- Improved visual consistency
- Better perceived UI polish

Expected Impact

- Smoother onboarding experience
- Reduced friction for India-based users
- Improved perceived product quality
- Stronger first impressions

Key Skills Demonstrated

- Product thinking and prioritization
- UX observation and analysis
- Problem-solution structuring
- Stakeholder-friendly documentation