**PLQB User Drop-Off – BOP**

**Description:** This chart visualizes the distribution of user drop-offs across pages in the Business Owners Policy (BOP) workflow. The counts on the x-axis represent the number of users who exited the workflow on each corresponding page in the user journey.

For instance,

* Locations page experienced the highest drop-off count at 178, indicating a significant user drop-off point. This may suggest issues such as page complexity, unclear instructions, or lack of relevance.
* Other notable drop-off points include:
  + State Specific Info (118 drop-offs)
  + Default (105 drop-offs)
  + Product Eligibility (82 drop-offs)

The graph can be used for further analysis to assess user pain points.

* Pages such as Building Additional Coverages (1), Building Classification Additional Coverages (2), Location Coverages (2) saw minimal drop-off, indicating smoother transitions or more intuitive content.

Understanding where users drop-off allows teams to identify and address workflow bottlenecks, improve overall usability, and enhance user completion rates within the BOP process.

**Graph Screenshot:**

