**January 15, 2024 - Profile Picture Upload Boost**

**PIC:** (Person in charge)

**A. Hypothesis**

**Problem:** Many users in the onboarding funnel are not uploading profile pictures, resulting in a lack of personalization and engagement on the platform.

**Proposed Change:** Introduce a gamification element to encourage users to upload profile pictures during the onboarding process.

**Result and Success Metrics:** Hypothesized Result: The gamification element will significantly increase the number of users uploading profile pictures. Success Metrics:

* Percentage increase in profile picture uploads.
* User engagement metrics (time spent on the platform, interactions) post-upload.

**B. Experiment Setup**

**Location:** The experiment will be set up on the profile picture upload page within the onboarding funnel.

**Audiences:** All new users entering the onboarding funnel will be exposed to the experiment.

**Tracking:** Metrics to Measure:

* Number of users reaching the profile picture upload page.
* Percentage of users who complete the profile picture upload.
* User engagement metrics post-upload.

Insights: Tracking the above metrics will provide insights into the effectiveness of the gamification element in encouraging profile picture uploads. It will help understand if the change positively impacts user engagement.

**C. Variations Design**

**Variations:**

**Variation 1 - Control:** This variation represents the current onboarding process without any changes.

**Variation 2 - Gamification:** In this variation, a gamification element will be introduced on the profile picture upload page. Users will earn points or badges for uploading a profile picture. Additionally, a progress bar will visualize the completion percentage of the onboarding process, with the profile picture upload contributing to the overall progress.