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## context onboarding flow

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### Step 0. Website Entry

#### User action:

- Lands on Context homepage.
- Sees:

“Text Context now — enter your phone number to get started.”
- Enters phone number and clicks **Submit**.

#### System action:

- Creates an account (if new).
- Sends welcome SMS.

#### Why this works:

- **Simple entry:** No passwords or apps, just a phone number.
  - **Immediate payoff:** A text shows up right away.
  - **Aligned with behavior:** Context is text-first, so onboarding starts with a text.
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### Step 1. Welcome SMS

#### System SMS:

👋 Welcome to Context! This is your space to save any text by sending it here.

Let's try it — send me a text right now, anything you want.”

#### User action:

- Sends a text (e.g., “my new business idea”).

#### Why this works:

- **Friendly and direct:** Sets a human tone.
- **Action-driven:** Users learn by doing, not reading.
- **Core promise:** “Save any text by sending it here” is simple and sticky.

### Step 2. First Text → Trust & Tease

#### System SMS:

✅ Saved! This text is now in your private space — only you can see it.

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Next, let's organize. Try sending a text with a hashtag, like:  
#Quotes To be, or not to be"

**User action:**

- Sends hashtag text (e.g., #Quotes To be, or not to be).

**Why this works:**

- **Builds trust:** "Only you can see it" reassures privacy.
  - **Teases organization:** Hints at power without overloading.
  - **Easy example:** A famous short quote is universally relatable.
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**Step 3. First Board → Organization Magic**

**System SMS:**

“🌟 Perfect! You just created your first board: **Quotes**.

Every time you add #Quotes to a text, it'll land there automatically.

Now let's try saving a link — maybe a recipe, an Instagram post, or a movie review. Just paste any link here.”

**User action:**

- Sends a link (e.g., YouTube, Instagram, blog post).

**Why this works:**

- **Celebrates success:** Keeps users engaged.
  - **Shows repeatable value:** Hashtags create ongoing organization.
  - **Progression to links:** Moves naturally to a highly common use case.
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**Step 4. First Link → Dashboard Reveal**

**System SMS:**

“🔗 Got it — your link's been saved!

Now let's go see all your texts organized in one place.

👉 [Your private link]”

**User action:**

- Clicks dashboard link → signs in.

**Why this works:**

- **Confirms action:** “Link’s been saved” builds trust.
  - **Clear value:** “All your texts organized in one place” highlights the benefit.
  - **Strong CTA:** Ends with the link so it’s the last thing they see and click.
  - **Delivers aha moment:** They see their texts collected online — proof it works.
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## Step 5. Real-Time Sync → Habit Loop

### System detects dashboard open → SMS:

“👁️ I see you’ve opened your dashboard — nice!

Send me another text right now and watch it appear instantly on the site. That’s the magic of Context ✨.”

### User action:

- Sends another text.
- Immediately sees it appear online.

### Why this works:

- **Acknowledges progress:** Feels personal.
  - **Reinforces habit loop:** Text → stored → visible instantly.
  - **Delight factor:** Real-time sync creates the wow moment that drives retention.
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## Step 6. Closing & Support

### System SMS:

🎉 You’re all set! From now on, just text me anything — links, reminders, ideas — and it’ll be saved to your account.

If you ever get stuck or have a question, just text #Support followed by your question — I’ll help you out.

Welcome to Context — your texts, organized.”

### Why this works:

- **Celebrates finish:** Makes the user feel accomplished.
- **Empowers usage:** “Just text me anything” is simple and open-ended.
- **Adds safety net:** #Support ensures users won’t feel lost later.
- **Brand reinforcement:** Ends with the core promise in plain words.

## Step 7. Shared Boards Introduction (Follow-up)

**Trigger:** Sent ~1 hour after onboarding OR after 5–10 texts (whichever comes first).

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## System SMS:

“🌟 Bonus: Did you know you can share boards with friends?

Just text:

Share #Movies with 5551234567

They’ll get an invite to join your board.”

### Why this works:

- **Timed right:** Doesn’t overload the first session but introduces sharing early enough to hook people who don’t “get” solo texting.
  - **Social hook:** Shared boards make Context collaborative — a much stronger retention driver.
  - **Simple instruction:** Uses natural language, not technical commands.
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## Shared Board via SMS — Full Flow

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### Step A. User initiates share

#### User texts:

Share #Quotes with 5551234567

#### Why this works:

- **Plain language:** Reads like natural conversation.
  - **Familiar structure:** Keeps the hashtag, adds “with [number].”
  - **No app navigation:** Sharing works right from SMS, where the user already is.
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### Step B. Confirmation to sender

#### System SMS:

“📬 Invite sent! We’ve asked 555-123-4567 if they’d like to join your board **Quotes**. You’ll get a message once they reply.”

#### Why this works:

- **Keeps sender in the loop:** They know the invite went out.
  - **Sets expectation:** They’ll be notified once the friend responds.
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### Step C. Invite to recipient

#### System SMS:

“📬 [Sender’s name/number] wants to share the board **Quotes** with you on Context.

Reply YES to join, or NO to decline.”

#### Why this works:

- **Transparency:** Recipient sees who invited them and what it’s about.
  - **Consent-based:** They choose YES or NO, not auto-added.
  - **Low-friction:** Simple one-word reply.
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#### Step D1. Recipient accepts (YES)

##### System SMS (to recipient):

🎉 You’ve joined the board **Quotes**! Any time you text #Quotes, it’ll appear here for both of you.”

##### System SMS (to sender):

✅ 555-123-4567 has joined your board **Quotes**. You’re now sharing texts together.”

#### Why this works:

- **Instant gratification:** Celebrates the connection.
  - **Clarity:** Explains how future texts will work.
  - **Feedback loop:** Both sides are notified, building trust.
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#### Step D2. Recipient declines (NO)

##### System SMS (to recipient):

“No problem — you won’t be added to the board.”

##### System SMS (to sender):

📌 555-123-4567 declined the invite to **Quotes**.”

#### Why this works:

- **Respectful exit:** Recipient feels in control.
  - **Clarity for sender:** They’re not left wondering what happened.
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#### Step E. No response (24 hours)

##### Reminder to recipient:

🕒 Reminder: [Sender’s name/number] invited you to the board **Quotes**. Reply YES to join, NO to decline.”

##### If no response after another 24 hours → notify sender:

⚠️ 555-123-4567 hasn’t responded to your invite for **Quotes**. You can resend later if you

like.”

### Why this works:

- **Gentle reminder:** Keeps invites from being forgotten.
  - **Respectful of sender:** They know the status, not left in limbo.
  - **No spam:** Only one reminder, then closes loop.
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## Why This Full Flow Works

- **Immediate aha:** Users see their texts appear instantly → instant value.
- **Fast ramp:** Text → board → link → dashboard → real-time sync, all in under 2 minutes.
- **Support safety net:** #Support reduces fear of getting stuck.
- **Social expansion:** Shared boards turn Context from a “personal tool” into a “collaboration tool,” boosting retention.
- **Consent & clarity:** Sharing is transparent and respectful, building trust on both sides.