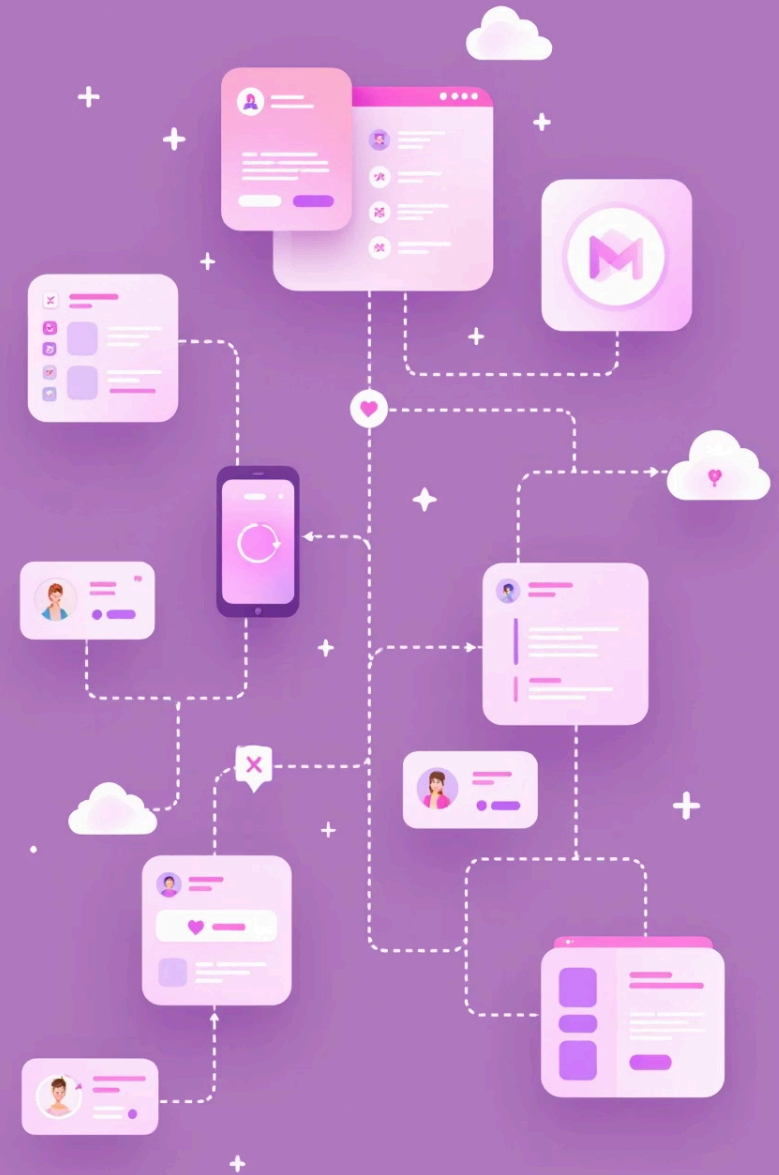


Make.com

Product Teardown

By Medha Singh for NextLeap





Make.com Product Teardown: No-Code Automation for Professionals

In this teardown, we'll examine how Make.com addresses the growing need for no-code automation solutions through its visual scenario builder, business model, and user experience. We'll focus particularly on their onboarding strategy and how it addresses key user pain points.

Target Users & Personas

Meet Make.com's Core Users



Raj, 32, Operations Manager

At a fast-growing startup, Raj needs to automate repetitive business tasks across multiple tools to scale operations without expanding headcount.



Ananya, 26, Solo Founder

Building her business alone, Ananya relies on Make.com to connect Stripe, Gmail, and Notion with custom logic that would otherwise require a developer.



Common User Needs & Pain Points

- Easy setup with minimal learning curve
- Support for specific app integrations
- Intuitive UX that prevents costly automation errors
- Clear path from complex problem to working solution

The Problem: Automation Overwhelm



Initial Overwhelm

New users face immediate complexity with hundreds of possible integrations and automation options, creating decision paralysis.



Guided Onboarding

Make.com addresses confusion through structured onboarding that surfaces relevant use cases and integrations based on user needs.

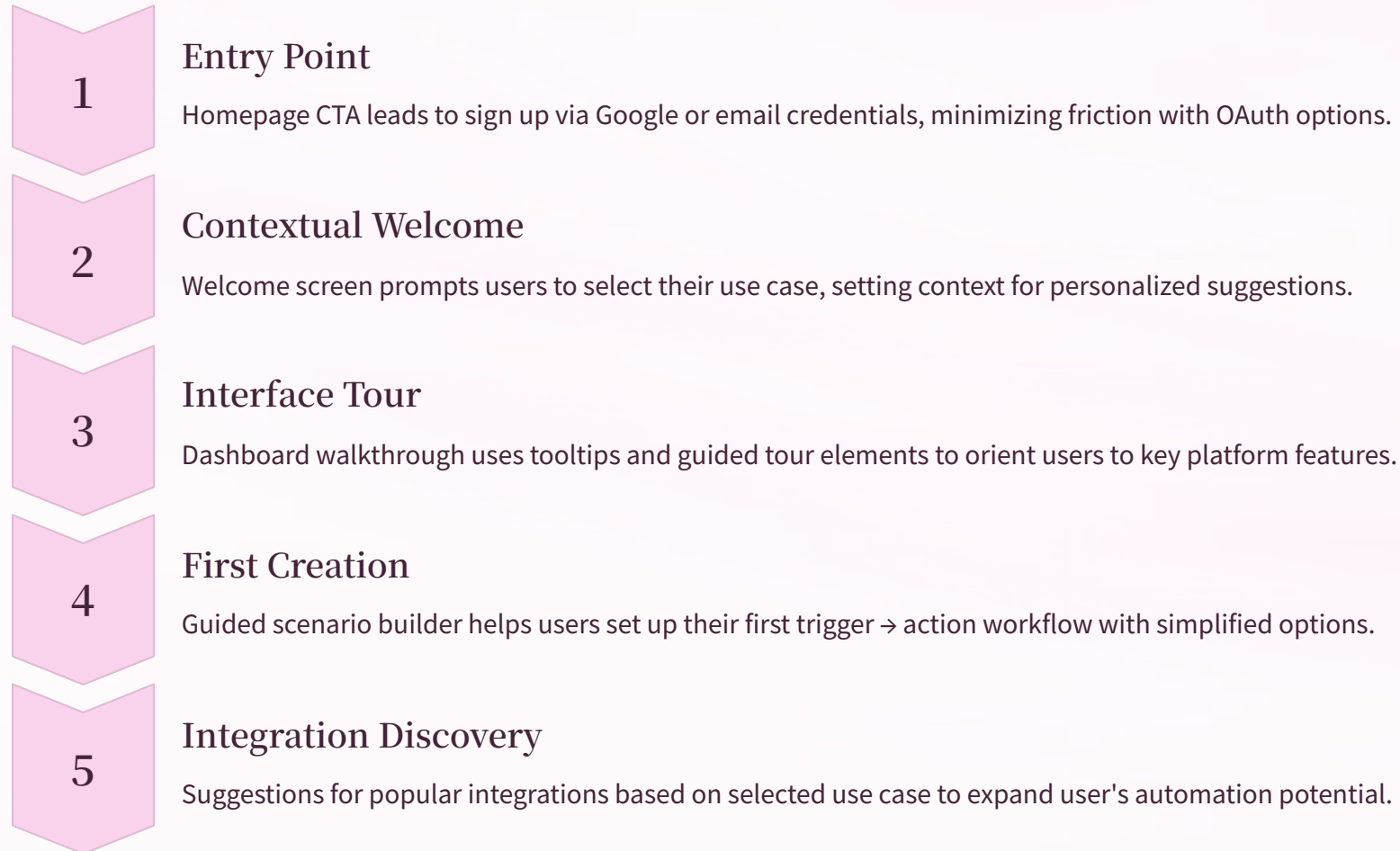


Accelerated Value

The goal: users quickly create their first working automation, reducing the critical drop-off period between signup and meaningful engagement.

By addressing the complexity challenge early, Make.com attempts to convert curious visitors into active users before frustration sets in.

User Journey: Onboarding Flow



Key Learnings from Make.com's Approach

Strengths

- Visual interface reduces cognitive load for technical concepts
- Drag-and-drop builder provides immediate feedback
- Integration discovery encourages platform stickiness
- Empty states include actionable next steps

Weaknesses

- One-size-fits-all approach misses skill level differences
- Limited progressive disclosure of advanced features
- Empty states could be more personalized
- Knowledge gap between basic and advanced use remains

Success Metrics for Improved Onboarding

85%

Completion Rate

Target percentage of users who complete the full onboarding process and create their first scenario.

< 15m

Time to First Scenario

Ideal maximum time from signup to successful creation and execution of first automation.

< 10%

Step Drop-off

Maximum acceptable drop-off rate at any single step in the onboarding process.

3+

First-Week Sessions

Target number of return visits within the first week after signup, indicating engagement.

Tracking these metrics will help quantify the impact of onboarding improvements and identify specific friction points in the user journey.