

18-01-2022 - Reorder Onboarding Steps

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A. Hypothesis

Problem

(What problem are you trying to solve with this experiment?)

- We want to increase the number of new users uploading profile pictures. Based on previous experiment results, the more users uploaded their profile pictures, the more likely they will be active on our platform
- Current onboarding funnel needs to be improved to push more conversion

Proposed change

(Describe a change you'd like to test to solve the problem)

- Move the upload profile picture page to be before the Short Summary page on the onboarding funnel

Result and success metrics

(What is the hypothesized result? How are you going to measure it?)

- Higher conversion for users that upload profile picture
- No significant drop in onboarding completion rate

B. Experiment Setup

Location

(Where will this experiment be set up?)

- Onboarding flow on the main website.

Audiences

(Will all visitors / users be able to view the experiment?)

- All new users and old users that haven't finished onboarding
- Only users that visit the onboarding page should be able to enrol on the experiment

Tracking

(What are the metrics that you will measure? How do they give you insights?)

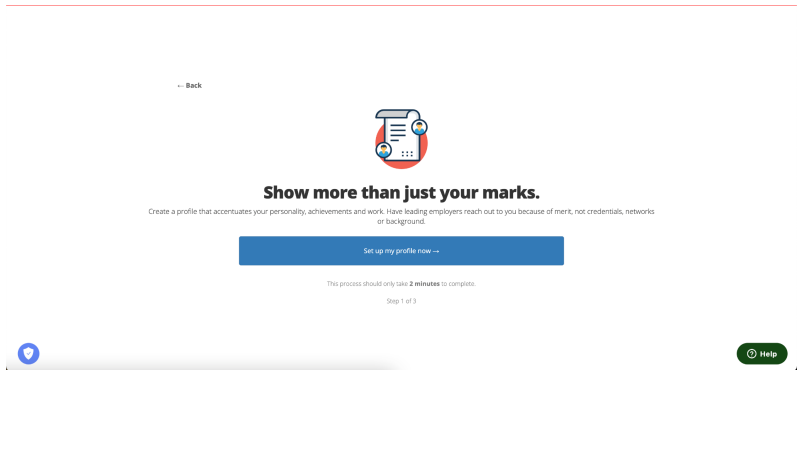
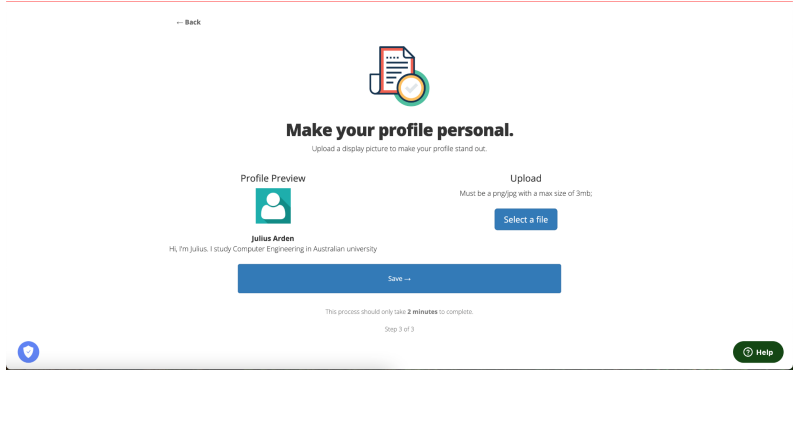
- Measure how many users upload their profile picture on the onboarding page. Need to see significant improvement.
- Measure how many users update the short summary. There should not be any significant changes on this metric
- Measure how many users finish the funnel. Funnel completion rate still needs to be maintain

C. Variations Design

Variations

(Explain each variation, give it a unique name to be easily referenced)

- Variation PP_first
Variant Profile Picture First.

<p>Step 1 unchanged</p>	
<p>Step 2 Upload profile picture page</p> <p>Remove the short summary below the profile</p>	

Step 3
Update short summary
(unchanged)

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Let's get to know you.

Short Summary: ~300 characters max

Hi, my name is Study Computer Engineering in Australian university

69/300 characters

Next →

This process should only take **2 minutes** to complete.

Step 2 of 3

Help

D. Result & Learnings

Not used