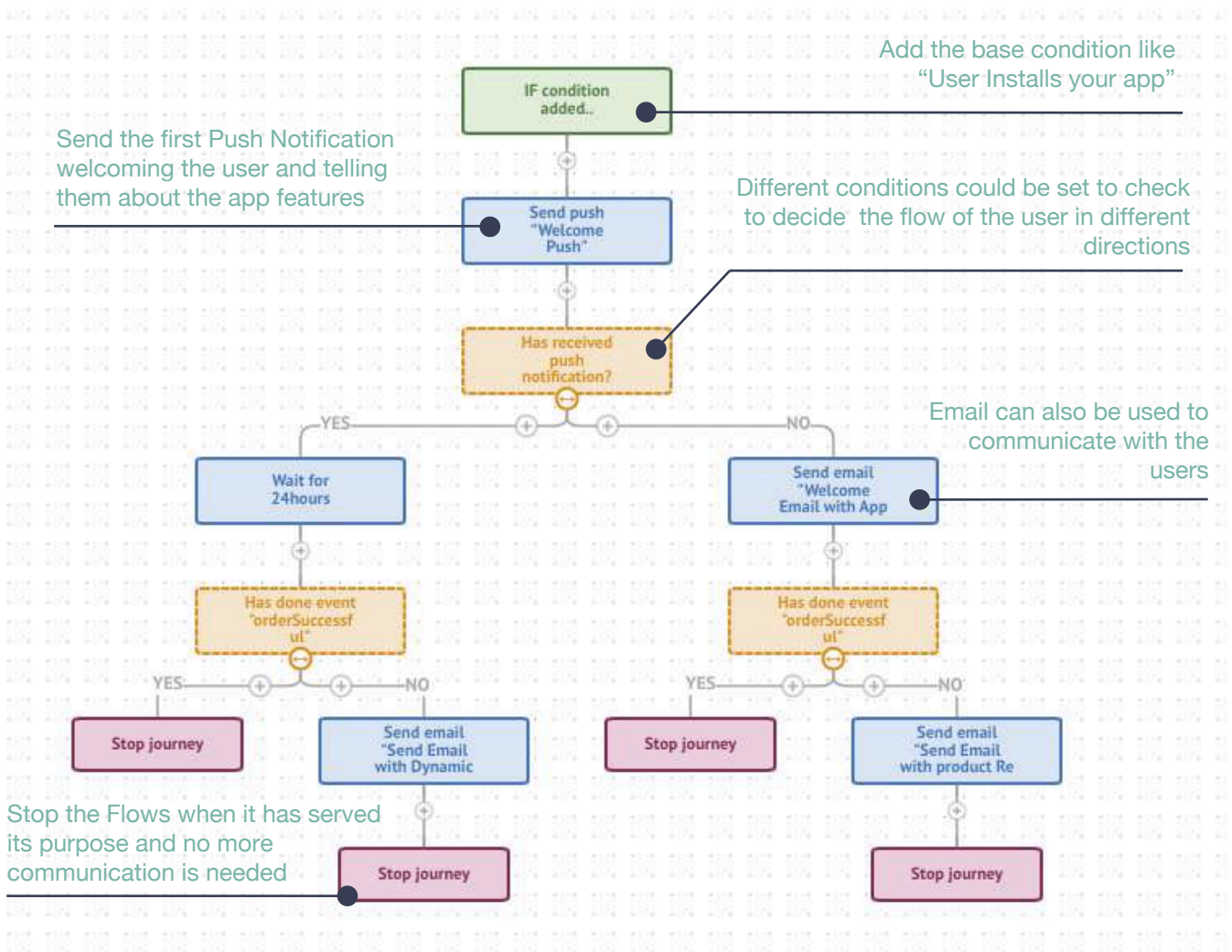# Implement User Onboarding

Onboarding is one of the most crucial stages for an app/website to get perfectly right for making a good relationship with its customer.

Making a good onboarding flow with traditional methods is time consuming and a tedious task. But with help of MoEngage Flows, one can make User Onboarding Flows for their app/website in minutes and as easy as drawing on a whiteboard.

Let's take a look in an example Flow for User Onboarding

Onboarding Journey ✎

Add the base condition like "User Installs your app"

IF condition added..

Send the first Push Notification welcoming the user and telling them about the app features

Different conditions could be set to check to decide the flow of the user in different directions

Send push "Welcome Push"

Has received push notification?

Email can also be used to communicate with the users

YES — NO

Wait for 24hours

Send email "Welcome Email with App

Has done event "orderSuccessful"

Has done event "orderSuccessful"

YES — NO

YES — NO

Stop journey

Send email "Send Email with Dynamic

Stop journey

Send email "Send Email with product Re

Stop the Flows when it has served its purpose and no more communication is needed

Stop journey

Stop journey

Similarly, Marketers can make different Flows for different needs.
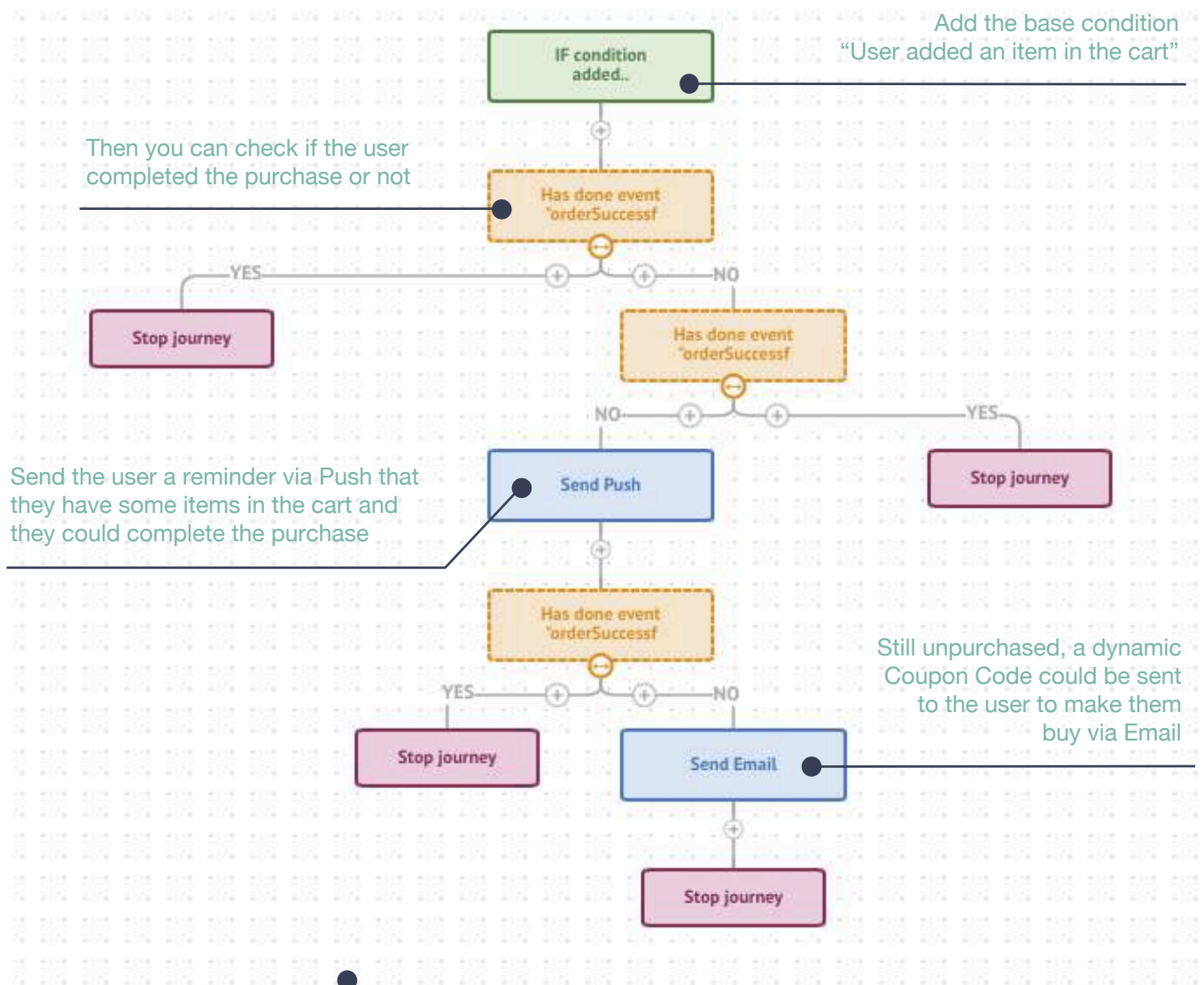Interesting in knowing more on how you can use MoEngage Flows for your app/website?

Go to Moengage.com/flows
Or contact sales@moengage.com

Re-target Abandoned Users

Re-targeting User in the right context is very important and could lead to the desired behavior.

Let's take a look in an example where user added an item in the cart but did not complete the purchase, and how MoEngage Flows can help marketers to make those users buy.

Cart Abandonment Flow ✏

IF condition added..

Add the base condition "User added an item in the cart"

Then you can check if the user completed the purchase or not

Has done event "orderSuccessf

YES — Stop journey

NO — Has done event "orderSuccessf

NO — Send Push

YES — Stop journey

Send the user a reminder via Push that they have some items in the cart and they could complete the purchase

Has done event "orderSuccessf

YES — Stop journey

NO — Send Email

Still unpurchased, a dynamic Coupon Code could be sent to the user to make them buy via Email

Stop journey

Similarly, Marketers can make different Flows for different needs.
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