

# Why Onboarding is the Most Crucial Part of Your Growth Strategy



| PRESENTED BY  
·  
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## I help companies scale.

As an employee:

*Pinterest* **GRUBHUB** greylock **partners.**  Apartments.com™

As an advisor:

**tinder.** **Eventbrite** Thumbtack    
 **airbnb**  **pocket** **DARBY**  **SMART** **HIP**  **CAMP**

# Agenda

1. Why focus on onboarding
2. What should you optimize
3. Stories from Grubhub and Pinterest
4. Using quantitative and qualitative data





# 1. Why focus on onboarding?

- Biggest driver of retention
- Good retention drives advocacy and acquisition



# What happens when you under-invest?

- Intimidating first-time user experience
- Bad experiences slow growth and retention



## 2. What should you optimize?

- **Key action** a user takes to reach a meaningful experience
- **Designated frequency** the user will take that action

## How Pinterest measures retention

- Key action: Saving pins
- Offline analog: Magazines
- Designated frequency: Monthly (at first)

## How Grubhub measures retention

- Key action: Ordering Food Online
- Offline analog: Ordering Food by Phone
- Designated frequency: Monthly



# Defining the habit metric



*key action x designated frequency x retention interval*

# Creating the habit

Work backwards to the 'Aha Moment'  
and the 'Setup Moment'

# Who works on onboarding?

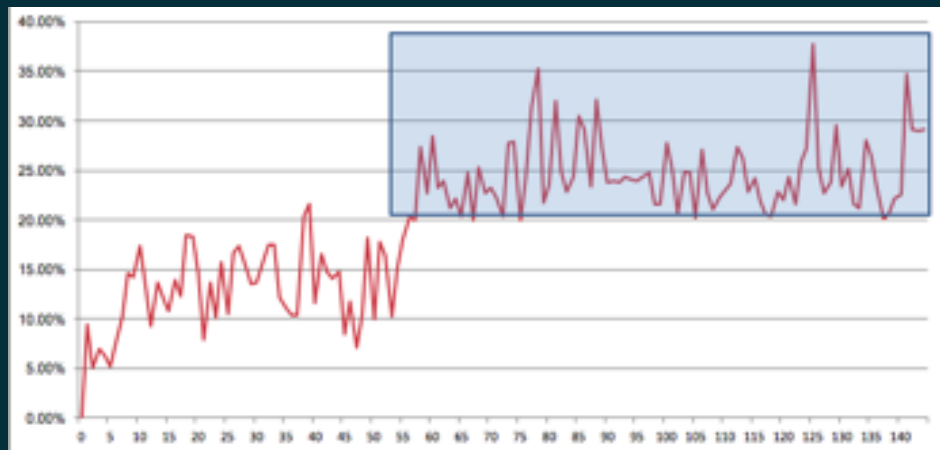


— **Where does  
onboarding end  
and the core  
product begin?**

# People + Metrics: Improving your onboarding



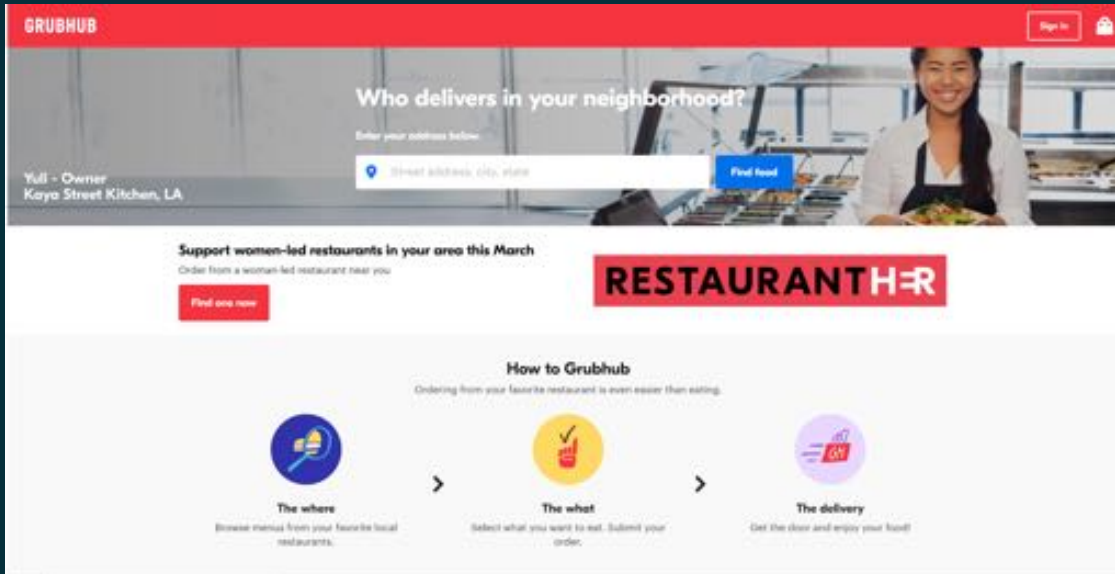
# How Grubhub removed barriers to higher activation



- Low restaurant variety
- High minimums and fees

# The setup moment

*Get to aha moment as fast as possible (but not faster).*



# The setup moment

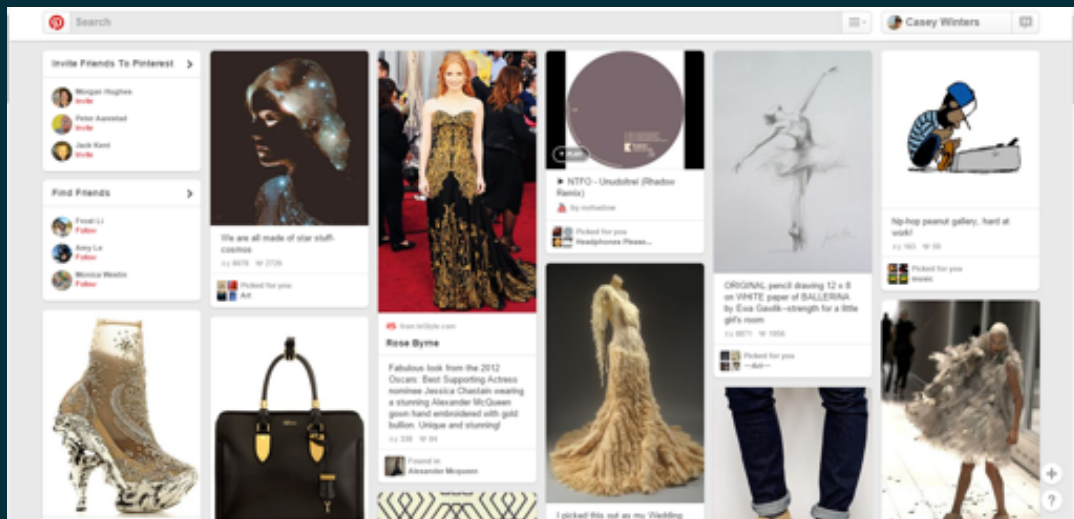
*Get to the right number of results for a user for every search possible.*

The screenshot displays the GrubHub website interface. The top navigation bar is red with the GrubHub logo, a location pin for San Francisco, CA, and a search bar. The left sidebar contains filters for 'I want' (Delivery/Pickup), 'Rating' (1-5 stars), 'Price' (\$-\$\$\$\$), 'Delivery time' (45 min - Any), and 'Feature' (Coupons, New, Order Tracking, Open Now, Free Delivery). The main content area shows 'Browse food near you' with a grid of food categories (Asian, Chinese, Thai, Pizza, Mexican, Italian, Indian, Sandwiches, Burgers). Below this is a list of restaurant results, each with a thumbnail, name, cuisine, rating, price range, and delivery status.

Restaurant	Cuisine	Rating	Price Range	Delivery Status
Kilava	American, Gluten Free...	4.5/5	\$10-\$15	\$10 delivery fee
Serrano's Pizzeria	Pizza, Pizzeria	4.5/5	\$10-\$15	Free delivery
Krispy Krunchy Chicken	Chicken, Chicken...	4.5/5	\$10-\$15	\$10 delivery fee
El Toro	Mexican, Mexican...	4.5/5	\$10-\$15	\$10 delivery fee



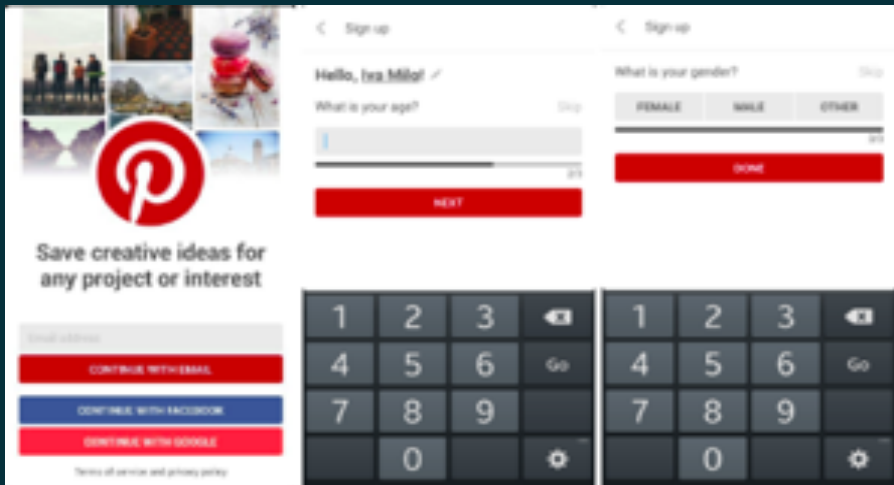
# How Pinterest removed barriers to higher activation



- Repin correlated most to retained user
- Non-local results and terms

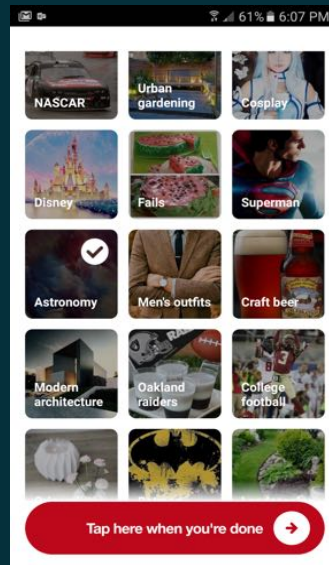
# The setup moment

*Get the user to content that resonates with them as soon as possible*

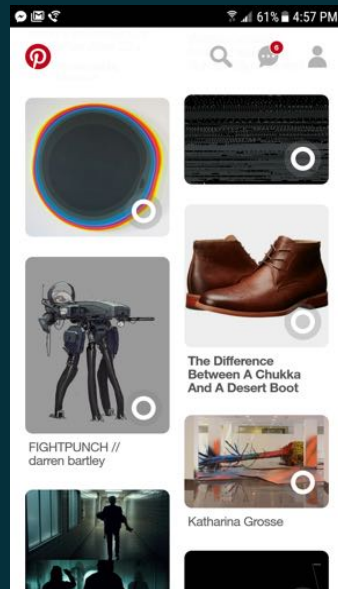
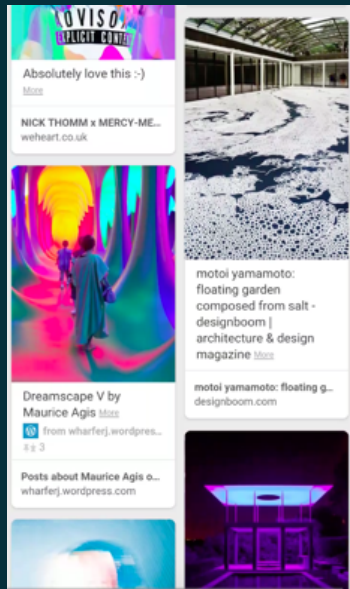


The image shows the Pinterest sign-up process. On the left is the Pinterest logo and the tagline "Save creative ideas for any project or interest". Below this are three buttons: "CONTINUE WITH EMAIL", "CONTINUE WITH FACEBOOK", and "CONTINUE WITH GOOGLE". To the right of the logo is a "Sign up" form. The form has a "Hello, [name]" field, an "What is your age?" field with a "Skip" link, and a "What is your gender?" section with "FEMALE", "MALE", and "OTHER" options. A red "DONE" button is at the bottom of the gender section. Below the form are two numeric keyboards with "Go" and settings icons.

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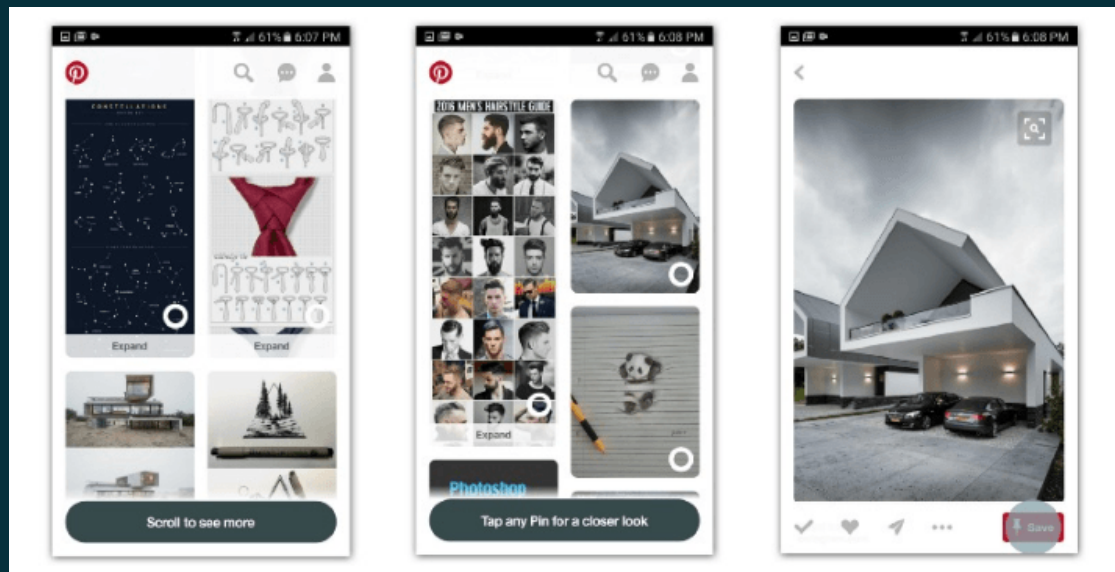


# - Remove non-critical elements



# - Don't be afraid to educate

*A design with education is better than a design that doesn't educate.*



# - Is time to value important?

*It depends on intent and timeliness.*





# The quantitative steps to successful onboarding



- Activated vs. churned user actions
- Survivorship bias vs. actual insights
- Experiment with your onboarding



## The qualitative process to successful onboarding



- Talk with all users (churned and successful)
- Watch new users
- Use these interactions to improve onboarding

## Working with a user research team



- Include them in every step of the process
- Make them a member of your team





# What now?

*Do you overhaul your current onboarding experience?*

It depends on the:

- Stage of your company
- Confidence in your onboarding strategy