

User Onboarding – WhatsApp

- 1) **What is the name of the product and how does the company that makes this product make money off it?**

WhatsApp is the most popular mobile messaging application out there today. It works cross-platform, allowing users to message each other regardless of which device they use (iPhone, Android, etc.). It is a free messaging service that is an alternative to SMS messaging, which can be expensive.

WhatsApp charges 1\$ as a subscription fee in some countries, while in other countries the first year is free and each subsequent year costs 1\$. The company currently does not have ads or other forms of income, but this is expected to change over time.

- 2) **After reading through the teardown describe the two biggest issues, in your opinion, that the onboarding process makes. Each description should be 3-5 sentences. Name each, so that they can be referred to in the rest of this assignment.**

- a) **Inconsistent Auto-Cursor Treatment:** There are times when the cursor defaults to the field for easy entry, while at other times the user needs to manually put the cursor in.

In the entire onboarding process, there are only three fields where a user needs to put information in. The first field is the user's phone number, which receives the auto-cursor treatment, along with helper copy in the field. The next two fields are the validation code and the user's profile name, and both require the user to manually put the cursor in.

- b) **Unnecessary “Why We Don’t Sell Ads” Link:** On the Welcome screen, there is a link that redirects the user to a web page explaining why WhatsApp doesn't sell ads. This doesn't belong on the welcome screen and distracts more than encourages the user at this stage of the onboarding process.

- 3) **Do you believe either of the issues you have identified would significantly affect the likelihood of someone completing the onboarding process? If so, by how much?**

Neither of the issues above have a significant impact on the likelihood of someone completing the onboarding process.

The inconsistent auto-cursor treatment would be noticed by a minute percentage of users, and is unlikely to change the speed of the WhatsApp onboarding process, which is a key part of the design (it take just 2 min 5 secs to complete the whole on-boarding process).

Similarly, while the “Why We Don’t Sell Ads” link on the welcome screen is unnecessary, it does not detract from the speed of the onboarding process. This link was also given a small font which makes it easy for users to ignore it if they wish.

- 4) **What events would you need to track to identify this issue? BE SPECIFIC. How would each error manifest itself in this event data?**

a) Inconsistent Auto-Cursor Treatment: Either A/B testing (preferred) or tracking time for auto-cursor fields versus manual fields

To measure whether the inconsistent auto-cursor treatment affects the onboarding process, we can do an A/B test. The “A” version would be the app as it is now, while the “B” version would have all fields (phone number, validation code and profile name) with auto-cursor enabled. We can measure and compare the time it takes to complete onboarding across the “A” version vs “B” version of the app, and see if using auto-cursors for all fields has a statistically significant improvement in onboarding time.

On the other hand, it might be simpler to just measure how much time it takes a user to complete the auto-cursor fields (Phone Number) versus manual cursor fields (Validation Code and Profile Name). The error would manifest itself if it takes more time to complete auto-cursor fields versus manual fields. In this scenario, however, since the auto-cursor and manual fields are fundamentally different, it might not be sensible to compare times across them.

b) Unnecessary “Why We Don’t Sell Ads” Link: We can measure the percentage of users that click on this link in the welcome screen (click through rate), which can help us decide whether to keep or remove this link altogether. If this number is relatively low it would be justified to remove this link from the on-boarding process.