

Conversion Crimes Prototype Tester Onboarding

End Goals:

1. Sign-up process

- a. Only require crucial information
 - i. First name / Last name
 - ii. Email address
 - iii. Password
- b. Slides
 - i. Make sure it works on both mobile devices and desktop
- c. Make it quick and easy
- d. Add a section to connect LinkedIn (Optional)
 - i. To become a “premium” tester that gets more tests
- e. Terms & Agreements
 - i. Create new terms & conditions that testers need to checkmark to agree

2. Tester page

- a. Easy to find
- b. Video showcasing how to take a test (here's an example of a good tester)
- c. Talk about how there are no star ratings
 - i. Customers can still rate videos
 - ii. Moderators can still rate as well
 - iii. Nothing is shown on the front-end
- d. Transparency
 - i. How much you get paid for each test (per step)
 - ii. How you will be paid
- e. Testimonials
- f. Statistics
- g. FAQ
- h. Link to knowledge base
- i. Run figma prototype test on Userbob

3. Profile

- a. Demographics area
 - i. Where they can set their occupation / request approval for change
 - ii. Multiple ways to verify their occupation
 - 1. Name of where they currently work
 - 2. Website team members area

- b. Tag test member's occupation / skills
 - i. So we can send tests directly to those with certain skills

4. Dashboard

- a. Testers will receive new test opportunities through email
- b. They will still need to claim the test on the dashboard