

**신규 사용자  
획득 비용을  
줄이는 방법**

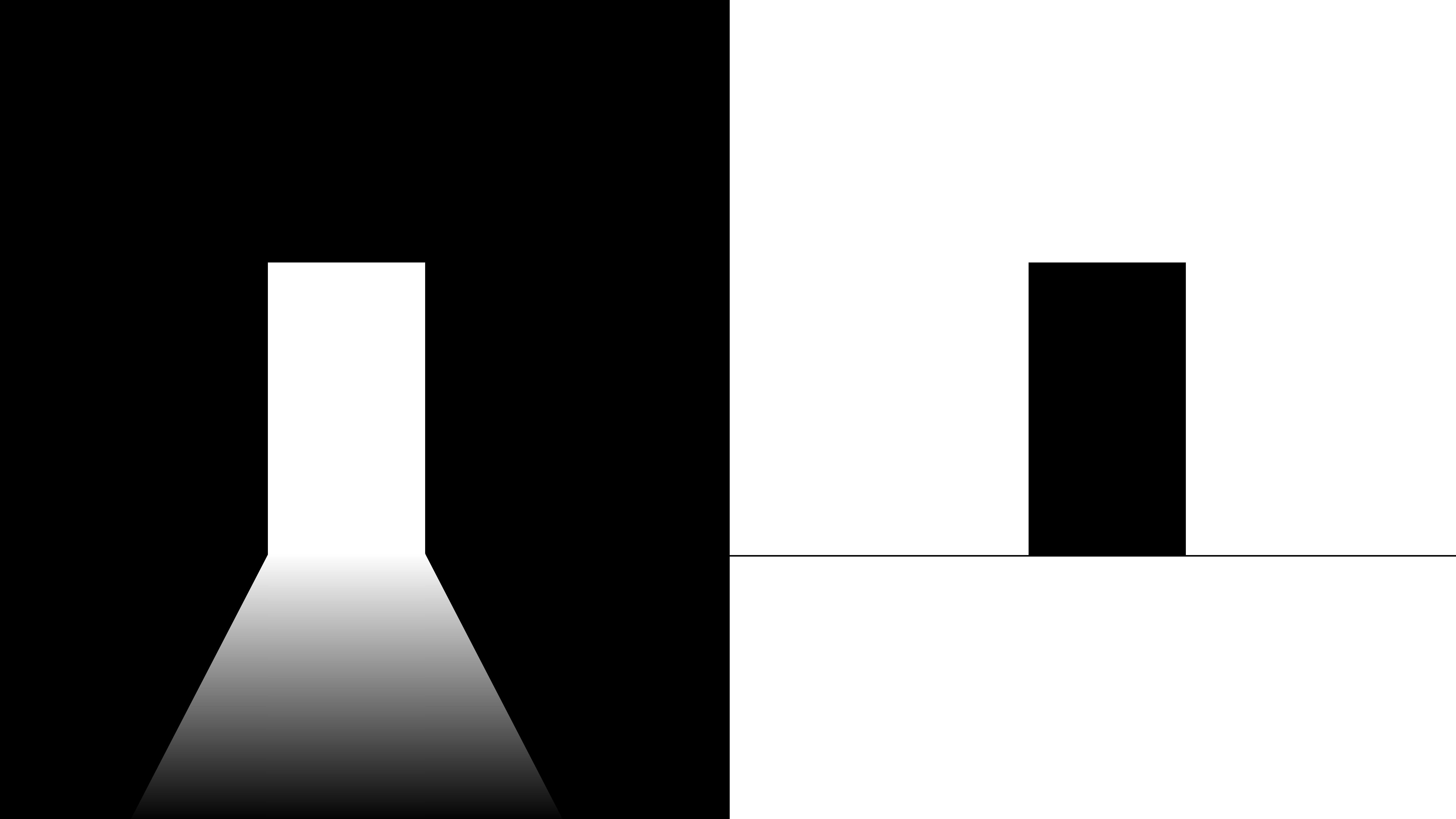


**신규 사용자를 사로잡는 훅이란?**

# 신규 사용자 경험

= New User eXperience

= 신규 사용자만을 위한 UX



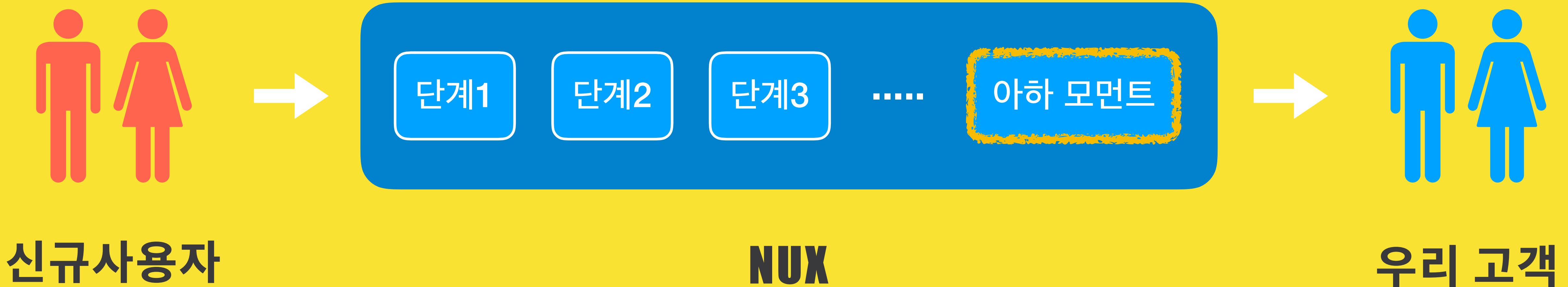




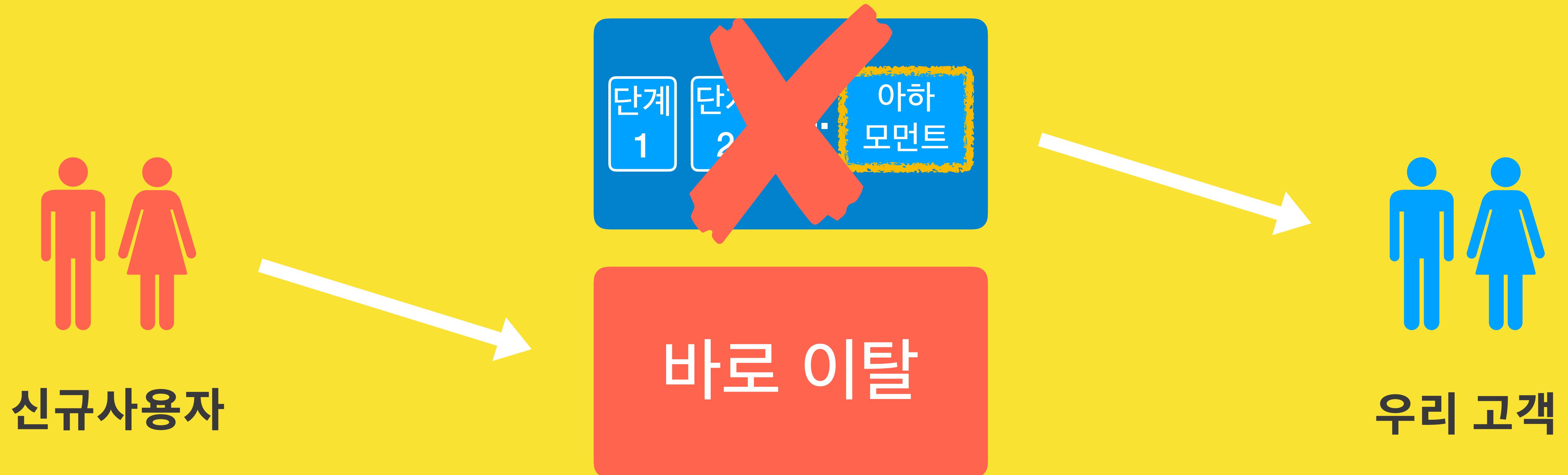
vs



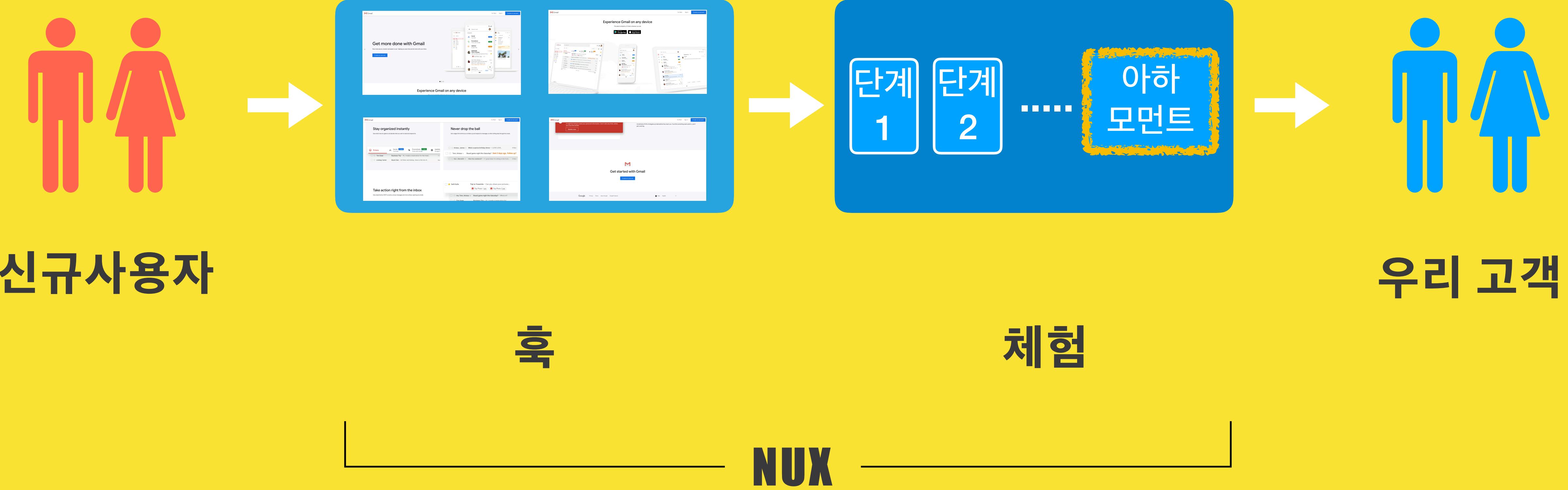
# 신규 사용자 경험의 목적



# 서비스를 체험해 보지 않는다...

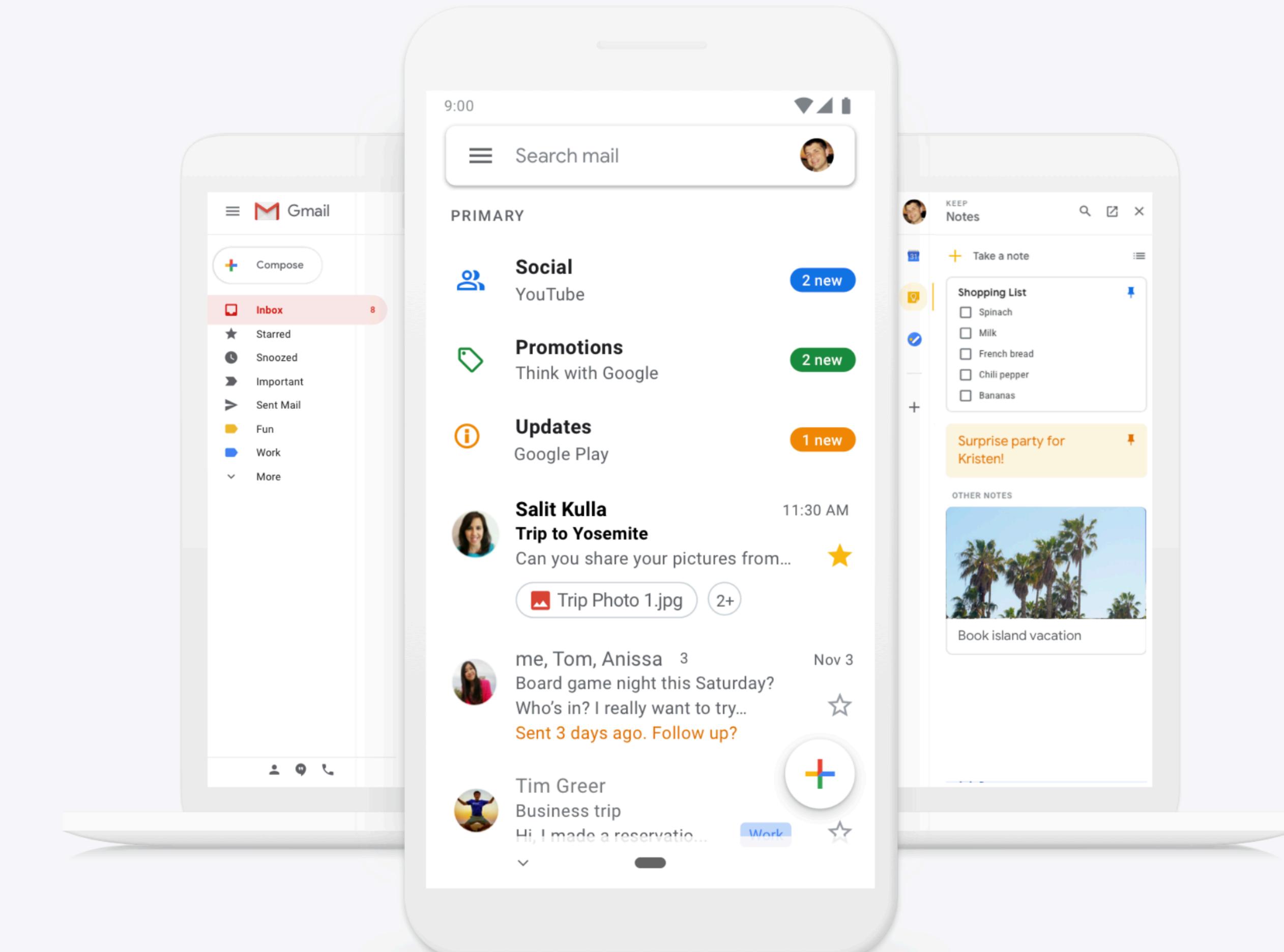


# 신규 사용자 경험의 구조



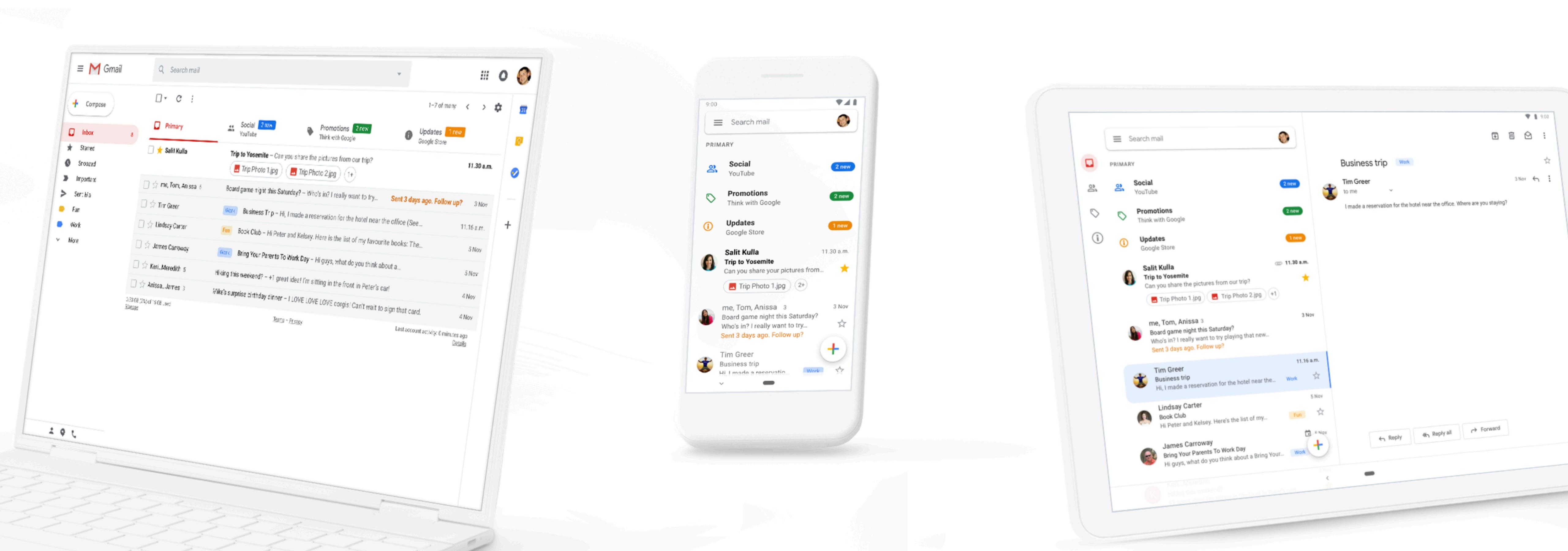
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Primary

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Promotions 2 new

Updates

Tim Greer Business Trip – Hi, I made a reservation for the hotel... 11.1

Lindsay Carter Book Club – Hi Peter and Kelsey. Here is the list of... Nov

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Anissa...James 3 Mike's surprise birthday dinner – I LOVE LOVE... 4 Nov

Tom, Anissa 6 Board game night this Saturday? **Sent 3 days ago. Follow up?**

Keri...Meredith 5 Hike this weekend? – +1 great idea! I'm sitting in the front... 4 Nov

Salit Kulla Trip to Yosemite – Can you share your pictures...

Trip Photo 1.jpg

Trip Photo 2.jpg

me, Tom, Anissa 6 Board game night this Saturday? – Who's in?

Tim Greer Business Trip – Hi, I made a reservation for...

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