

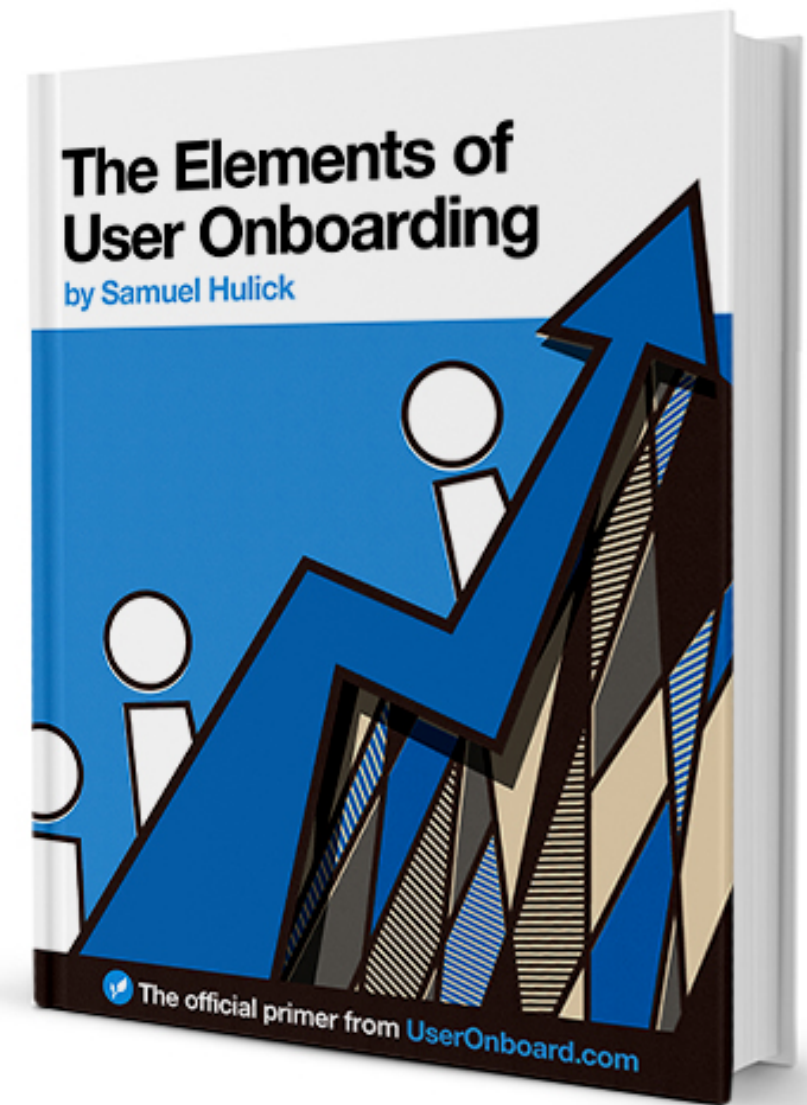


Designing an Unfair Advantage for User Adoption

@SamuelHulick



UserOnboard.com



— Some Cool Companies —



Questions!

Framework!

(Non-Tech)

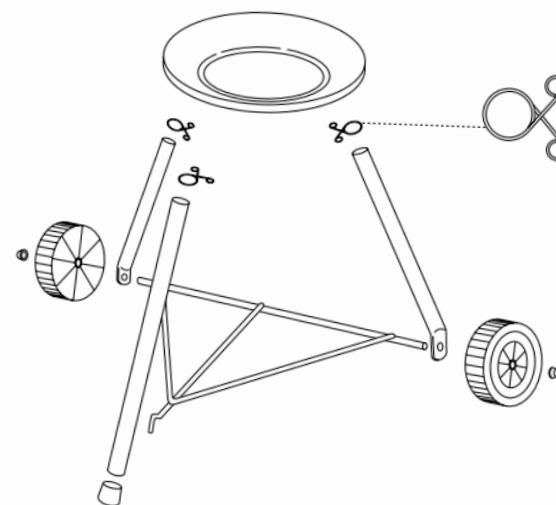
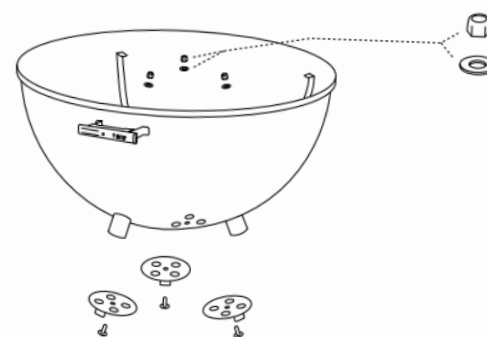
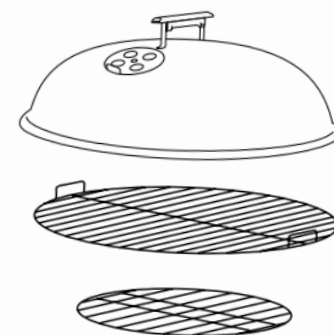
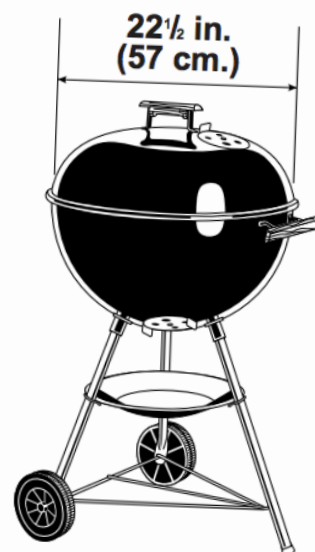
“Onboarding”

STORY





BAR-B-KETTLE™

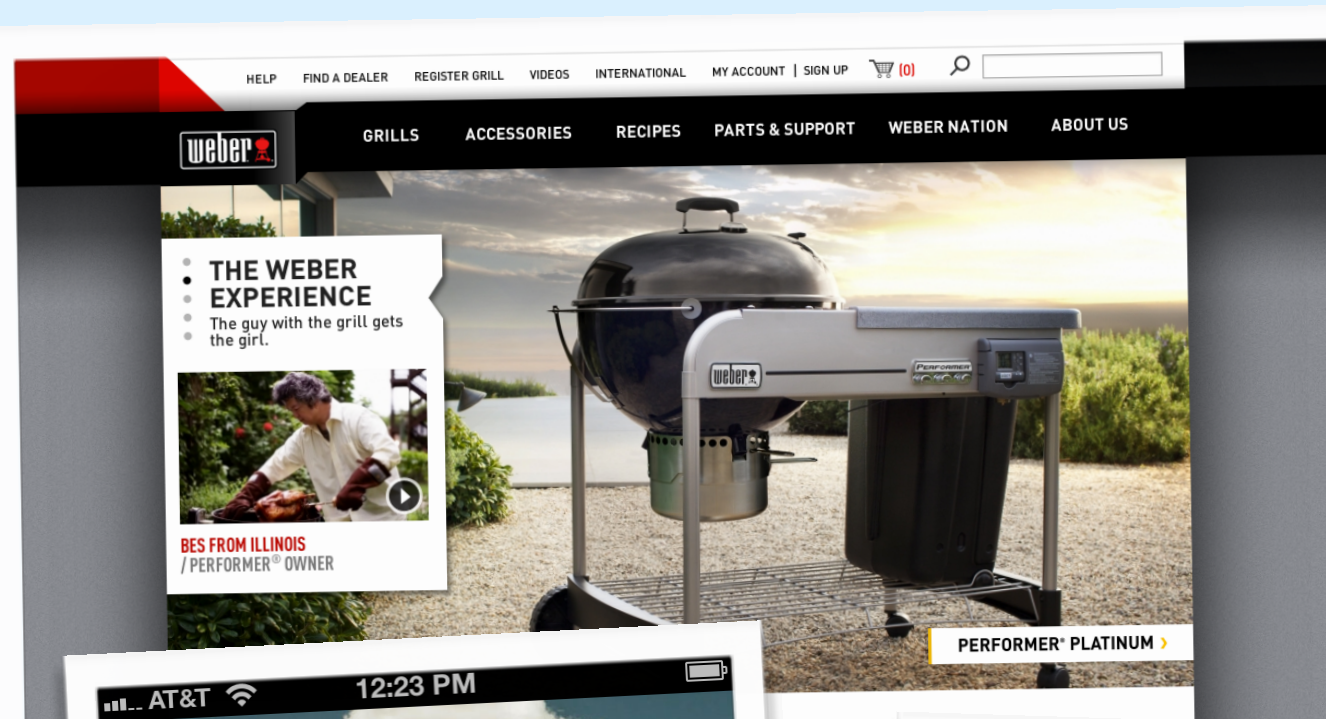


Read important DANGERS, WARNINGS and CAUTIONS in Owner's Guide before operating this barbecue.

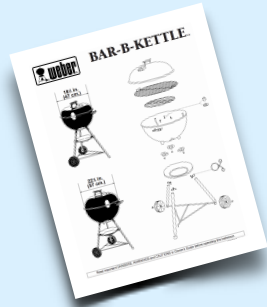
30786 11/93



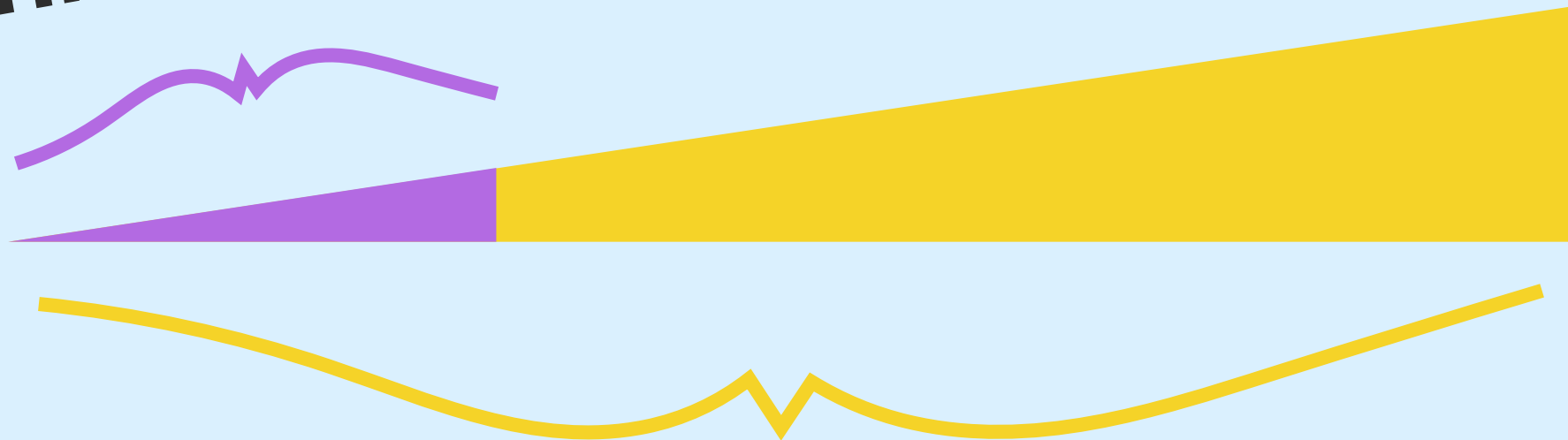








Onboarding

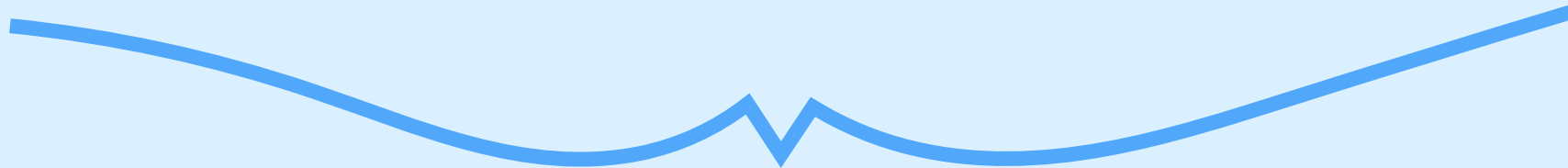


Product Experience





Product



Life Improvement



A

What do you make me better at?

B

How well can you get me there?

Five

Pretty Simple Exercises

1

Contrast With/Without

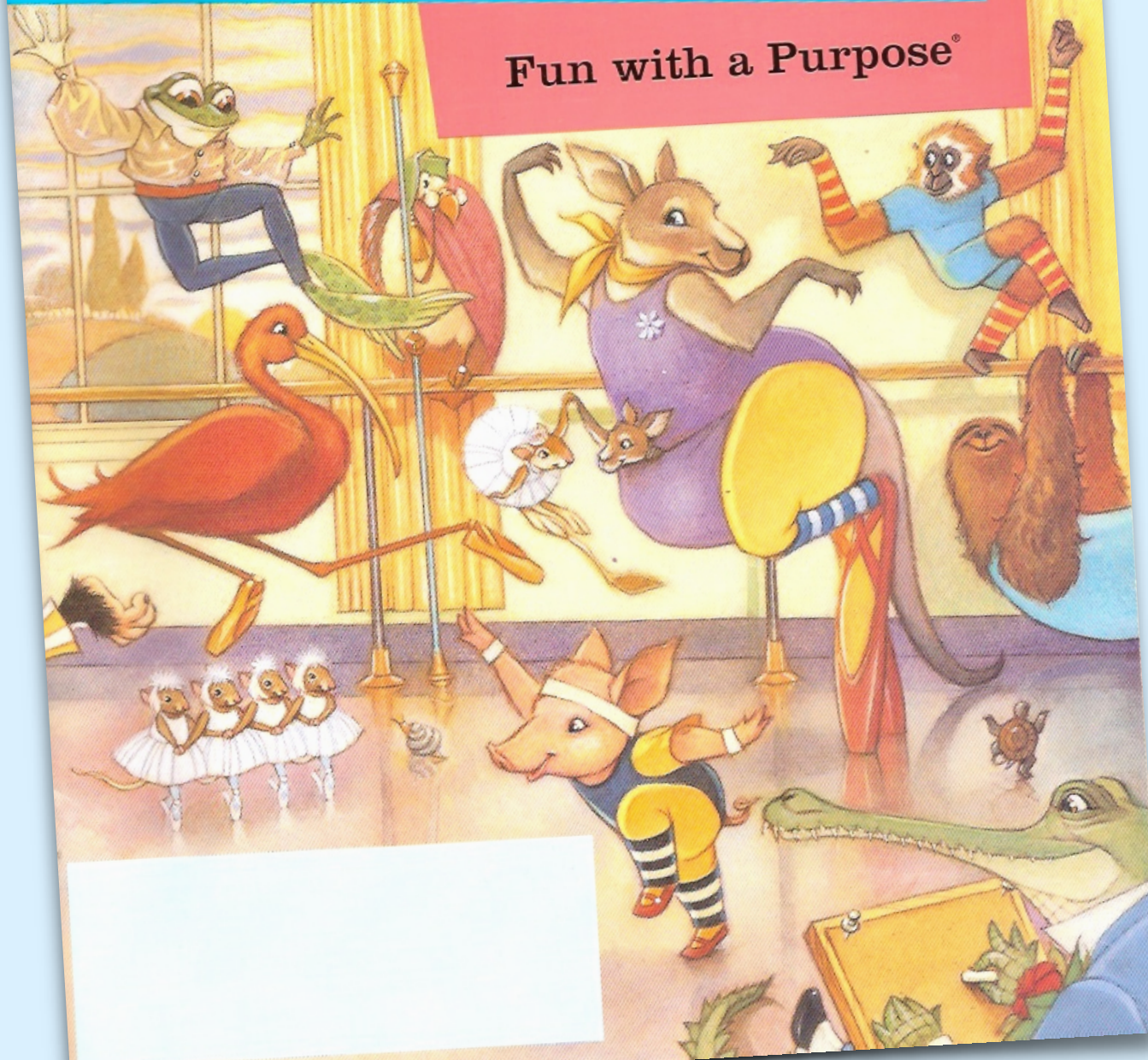
www.Highlights.com

Highlights

for Children®

MARCH 2006

Fun with a Purpose®



Goofus and Gallant



Goofus bosses his friends.



Gallant asks, "What do you want to do next?"



www.Highlights.com

Highlights



Squirrels are scared of Goofus.

Squirrels eat from Gallant's hand.



Without Your Product



With Your Product



pagerduty

Without



With



pagerduty

Without



With



- Constantly worried about stuff being broken
- Scrambling to fix long timeouts
- Pointing fingers at other team members
- Working on a lame product

pagerduty

Without



- Constantly worried about stuff being broken
- Scrambling to fix long timeouts
- Pointing fingers at other team members
- Working on a lame product

With



- Applying attention where it belongs
- Showing boss real resolution times
- Only hearing nice things from support
- Sleeping better at night

2

**Go Straight
to the Source**

pagerduty

Without



- Constantly worried about stuff being broken
- Scrambling to fix long timeouts
- Pointing fingers at other team members
- Working on a lame product

With



- Applying attention where it belongs
- Showing boss real resolution times
- Only hearing nice things from support
- Sleeping better at night

pagerduty

At Signup

At Conversion

At Cancellation

- C
 - b
 - S
 - ti
 - P
 - m
 - Working on a lame product
- it
 - tion
 - from
 - support
 - Sleeping better at night

pagerduty

At Signup

What just happened that made you realize you needed our product?

What do you hope to accomplish with it?

- C
 - b
 - S
 - ti
 - P
 - m
 - Working on a lame product
 - Sleeping better at night
- it
tion
from
support

pagerduty

At Conversion

What were you doing with our product that made you decide to invest?

Which feature would make you saddest to lose if it went away?

- C
- b
- S
- ti
- P
- members
- Working on a lame product

- Sleeping better at night

pagerduty

At Cancellation

How could our product have been more helpful for you?

How could things have been more like what you expected when you signed up?

- C
- b
- S
- ti
- P
- m
- Working on a lame product

- Sleeping better at night

pagerduty

Without



- Constantly worried about stuff being broken
- Scrambling to fix long timeouts
- Pointing fingers at other team members
- Working on a lame product

With



- Applying attention where it belongs
- Showing boss rad resolution times
- Only hearing nice things from support
- Sleeping better at night

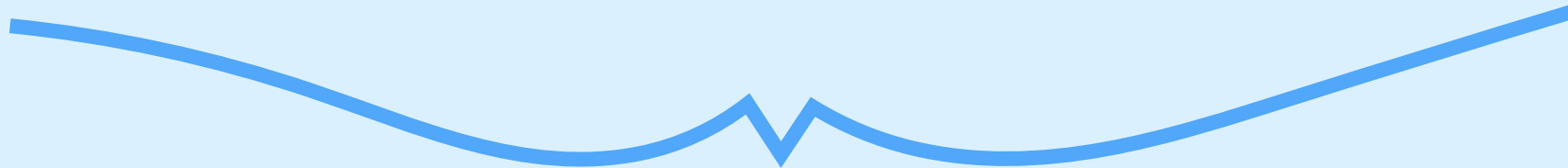
3

Name

Your Territory

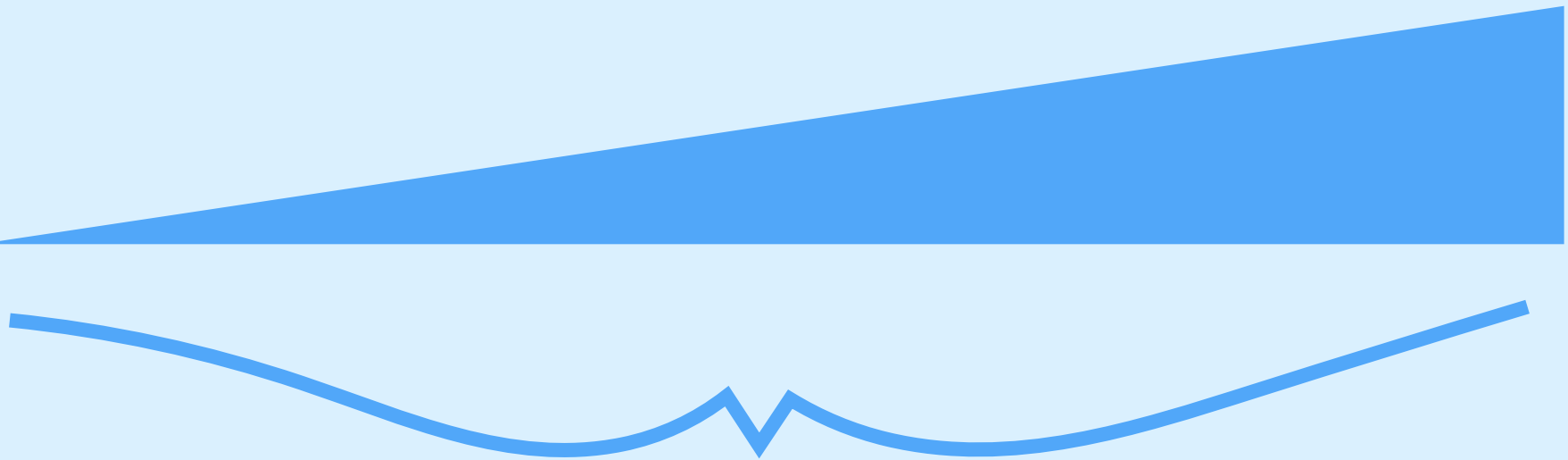


Product



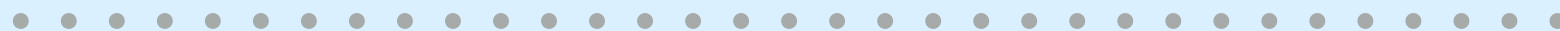
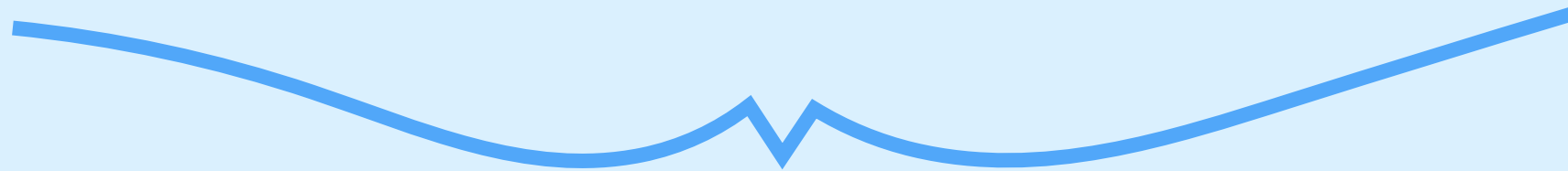
Life Improvement





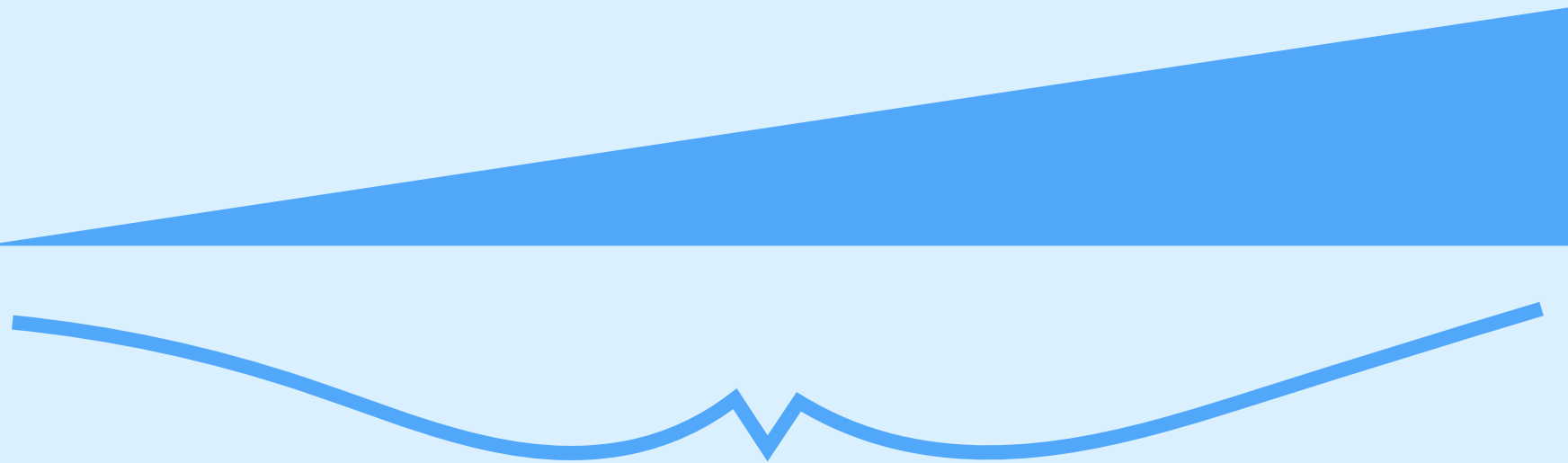
pagerduty

helps people get better at...



pagerduty

helps people get better at...



... resolving production incidents

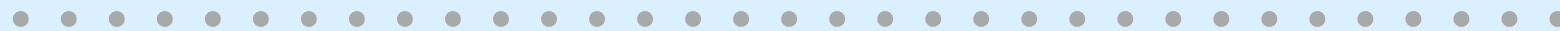
.....

stripe

helps people get better at...

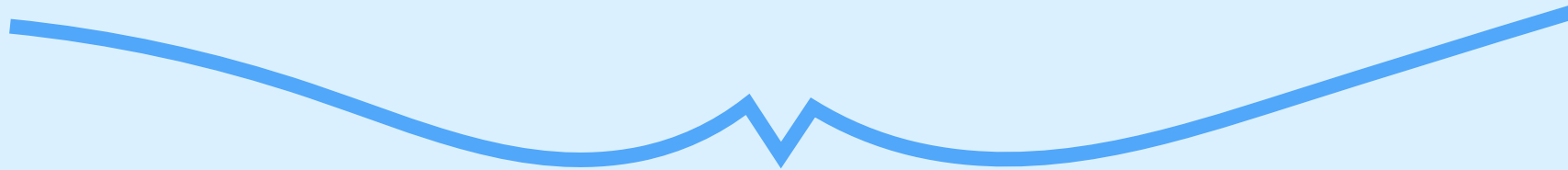


... collecting payments online

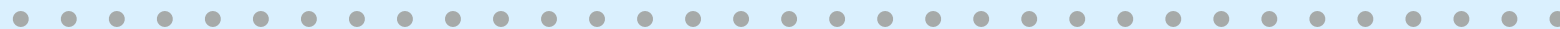




helps people get better at...



... remembering things





helps people get better at...



... experiencing local “flavor”

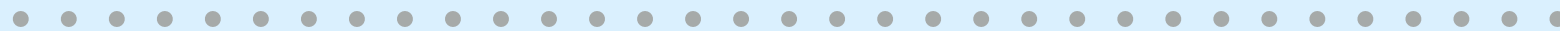




helps people get better at...



... representing themselves online





helps people get better at...



... setting clients up with a website



4

**Identify
External Events**



helps people get better at...

... remembering things





helps people get better at...

... remembering things





This is relevant to my interests





helps people get better at...

... remembering things





helps people get better at...

... remembering things



... saving
something for later

... finding
the thing they saved



helps people get better at...

... experiencing local “flavor”



**... finding
a place**

**... reviewing
it**



helps people get better at...

... experiencing local “flavor”



... finding
a place



... reviewing
it



... validating
existence??





helps people get better at...

... setting clients up with a website



... landing
the project



... implementing
the site



... handing
it off



5

**Cover
Your Bases**



helps people get better at...

... setting clients up with a website



... landing
the project



... implementing
the site



... handing
it off





helps people get better at...

... setting clients up with a website



... landing
the project



... implementing
the site



... handing
it off





helps people get better at...

... setting clients up with a website



... landing
the project



... implementing
the site



... handing
it off



- ID-ing client needs
- researching options
- preparing scope
- sealing the deal



helps people get better at...

... setting clients up with a website



... landing
the project

- ID-ing client needs
- researching options
- preparing scope
- sealing the deal



... implementing
the site

- gaining access
- setting up admin
- coding/installing theme
- QA-ing



... handing
it off





helps people get better at...

... setting clients up with a website



... landing
the project

- ID-ing client needs
- researching options
- preparing scope
- sealing the deal



... implementing
the site

- gaining access
- setting up admin
- coding/installing theme
- QA-ing



... handing
it off

- delivering access
- billing the client
- asking for referrals
- finding more projects



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Submit a Job Posting

Search



The latest listings from Slack-loving teams, with every listed position one where you get to use Slack at work (and that's a very, very good thing). Listings are free for Slack customers — to get a position listed here, [submit a job description](#).

 Intercom	Front-end Developer	San Francisco, CA
 Boomerang	Python Engineer	Mountain View, CA
 Postmates	iOS Engineer	San Francisco, CA
 Greenhouse	Visual Designer	New York, NY
 Le Tote	Product Designer	San Francisco, CA
 Underdog.io	Lead Software Engineer	New York, NY

- preparing scope
- coding/installing theme
- asking for referrals
- sealing the deal
- QA-ing
- finding more projects

Thank You!

- 1. Contrast With/Without**
- 2. Go Straight to the Source**
- 3. Name Your Territory**
- 4. Identify External Events**
- 5. Cover Your Bases**

@UserOnboard