

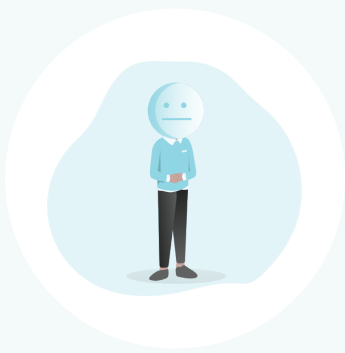
COMMON MISTAKES TO AVOID IN USER ONBOARDING

Product Managers struggle to build positive relationships between users and their software application. In fact, the average app loses 70% of its users within the first 3 days and 1 out of 4 users who download an application, don't return after using it once! Here are some mistakes you should avoid when designing an onboarding UX.

THINKING ONBOARDING STARTS IN THE PRODUCT

Onboarding starts right when the user visits a landing page, fills in a form or gets a confirmation email.

Make this process as clear and intuitive as possible. If users do not enjoy the initial experience they are less likely to come back.



USING NON-STANDARD & UNCLEAR ICONS

Some design elements are common in any interface, and for a great reason! Users can recognize standard icons such as the Recycle Bin or the Pencil, expecting a specific action to take place. Using unclear icons, can cause confusion and reduce engagement during the onboarding phase.

FOCUSING ON FEATURES INSTEAD OF VALUE

Introducing all your features will not benefit users in any way. Onboarding should focus on helping users complete small but meaningful tasks that lead to mutual success. If users can achieve their goals quickly, they will see value in your app.



NOT PROVIDING GUIDANCE TO THE USER

No matter how intuitive you think your interface is, first-time users always need guidance! Use short walkthroughs to welcome users and provide an overview, or non-intrusive tooltips to provide hints about specific features. This way you accelerate the user's learning process.



NOT CELEBRATING USER'S SUCCESS

When a user completes an important task on your application, you should be there to celebrate. Use design interactions such as a high-five or a funny success message to keep users engaged and build a positive relationship.

