

A COMPLETE GUIDE TO USER ONBOARDING

User onboarding is the initial contact between users and your company. It's the process of making users understand your services and how to achieve success using them. Onboarding practices can be as simple as greeting new users and guiding them through different tasks. In this infographic we share some tips to improve user onboarding.

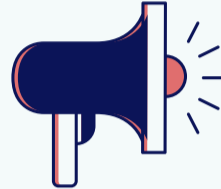
PHASE 1: BEFORE SIGNUP

Onboarding starts when users get into a landing page, download an app, fill a form or get a confirmation email. This is the phase before signing up to a product or service. It's a moment to reduce frustration, improve your conversion rates and encourage users to choose your services.



Use videos in your landing pages

If users don't understand your product or service, they will move to a competitor. Using videos on a page is a great way to share value, minimize possible frustrations and simplify the signup process. Videos can persuade **73% of people to buy**.



Boost conversions with popups

Creating a friendly message with some basic information about your services is a nice way to encourage users to signup. Use a call to action such as **"Get a free trial today"** or present special discounts to help increase conversions.

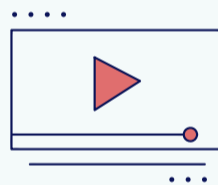
PHASE 2: FIRST-TIME USERS

This is the phase to onboard users that have already signed up and are trying your product for the first time. This is the moment to provide a great user experience. A moment to teach how to get started and give detailed information about how your product works.



Create product tours to guide users

Create interactive tours to guide new users on your platform and teach them how to get started. Tours **help reduce frustration**. Highlight the steps they need to take on your website to achieve goals. This way they learn while using your service.



Provide assistance with tutorial videos

Onboarding should be easy and quick, that's why tutorial videos are a great tool to teach new users how to perform tasks online. Tutorials are effective and can be rewatched at any time by users on your platform, or other channels, **boosting user autonomy**.

PHASE 3: ACTIVE USERS

In this phase, take into consideration users that are active and use your product frequently. These users already know how to use your product but need more information on advanced features. It is at this step, that users are discovering more about your product but can have some doubts.



Knowledge Base with technical content

91% of customers prefer using an online knowledge base to solve their problems. Provide articles with helpful instructions to teach how to solve specific issues and troubleshoot questions that users may have due to lack of information.



Explain complex features with tooltips

We can often find tooltips in Google's and Microsoft products. During the onboarding process, tooltips can be used to help users **understand a complex feature** or advanced area by displaying a brief description next to a specific element.