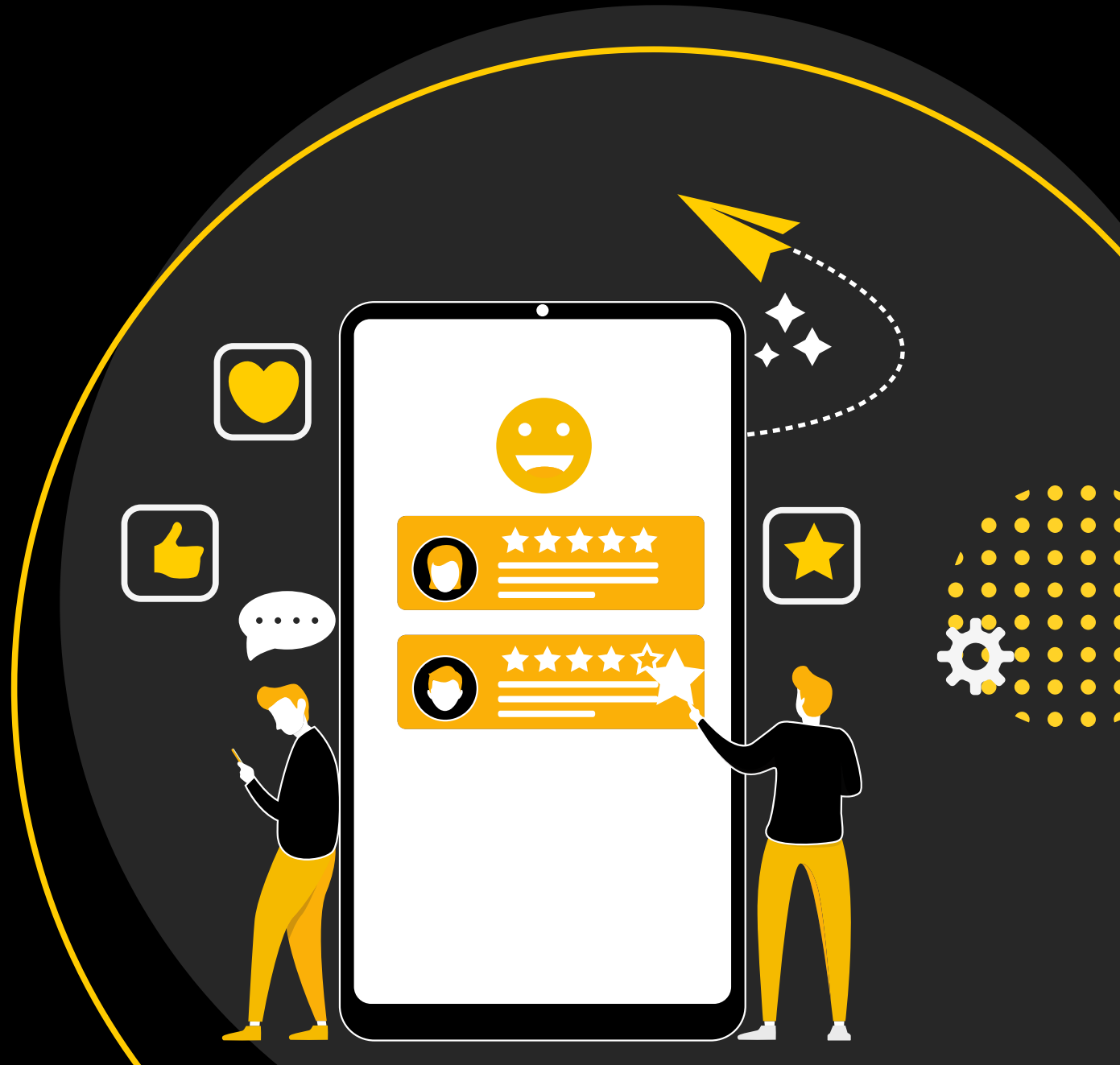


ProductLed.™

Build Your Straight-Line Onboarding Experience



By the end of this class, we'll cover .

- How to solve our user's pain as quickly as possible so that they have a good reason to come back.
- Several approaches you can use to identify your product's aha moment
- An exercise you can use to build a straight-line onboarding experience that reduces your product's time-to-value
- Examples from companies like Snappa, Canva, Funnelcake

...and more



**What percentage
of your users
don't come back
after signing up?**



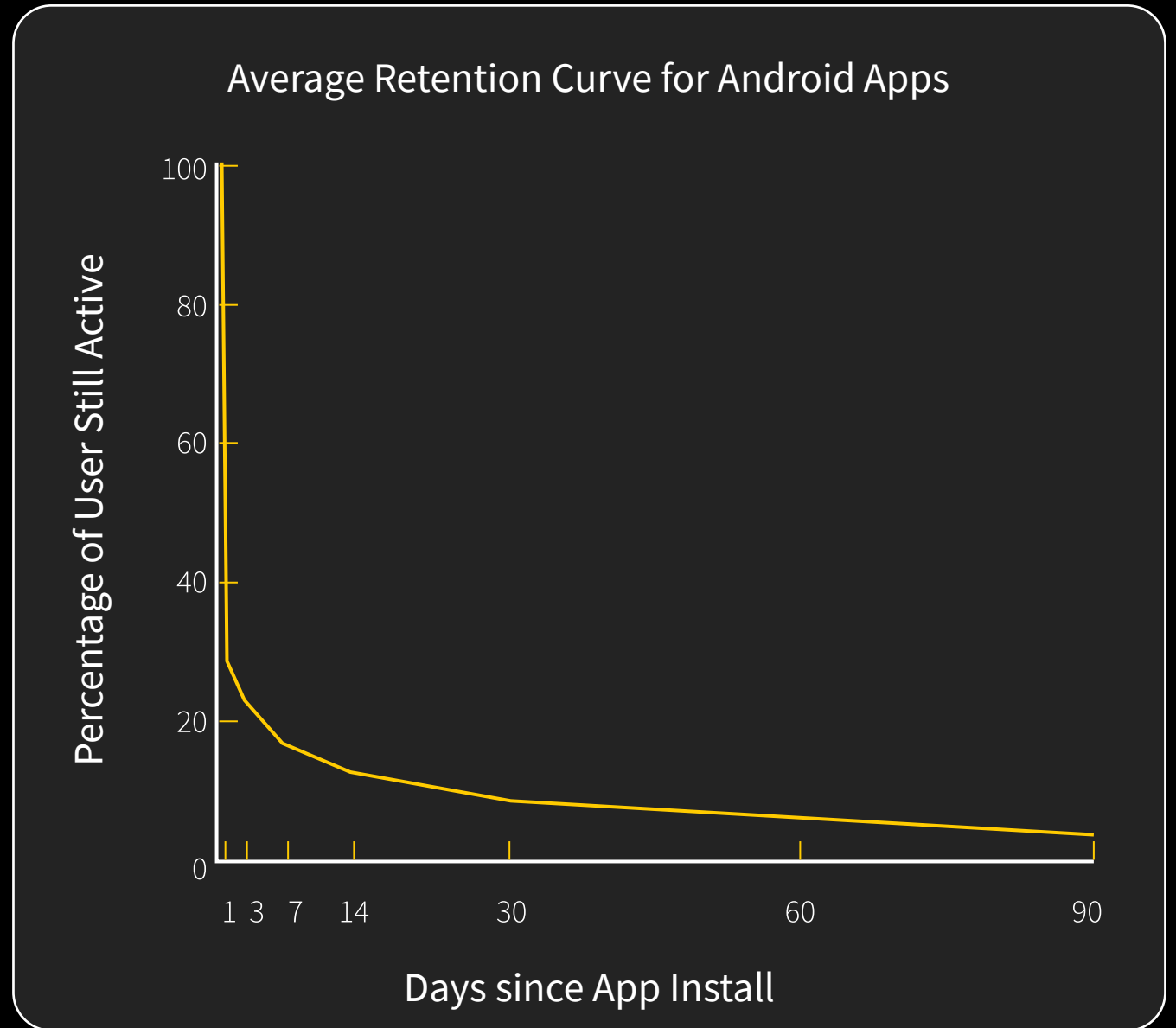


Currently **40-60%** of users who sign up for your application will use it once and never come back, according to Intercom.





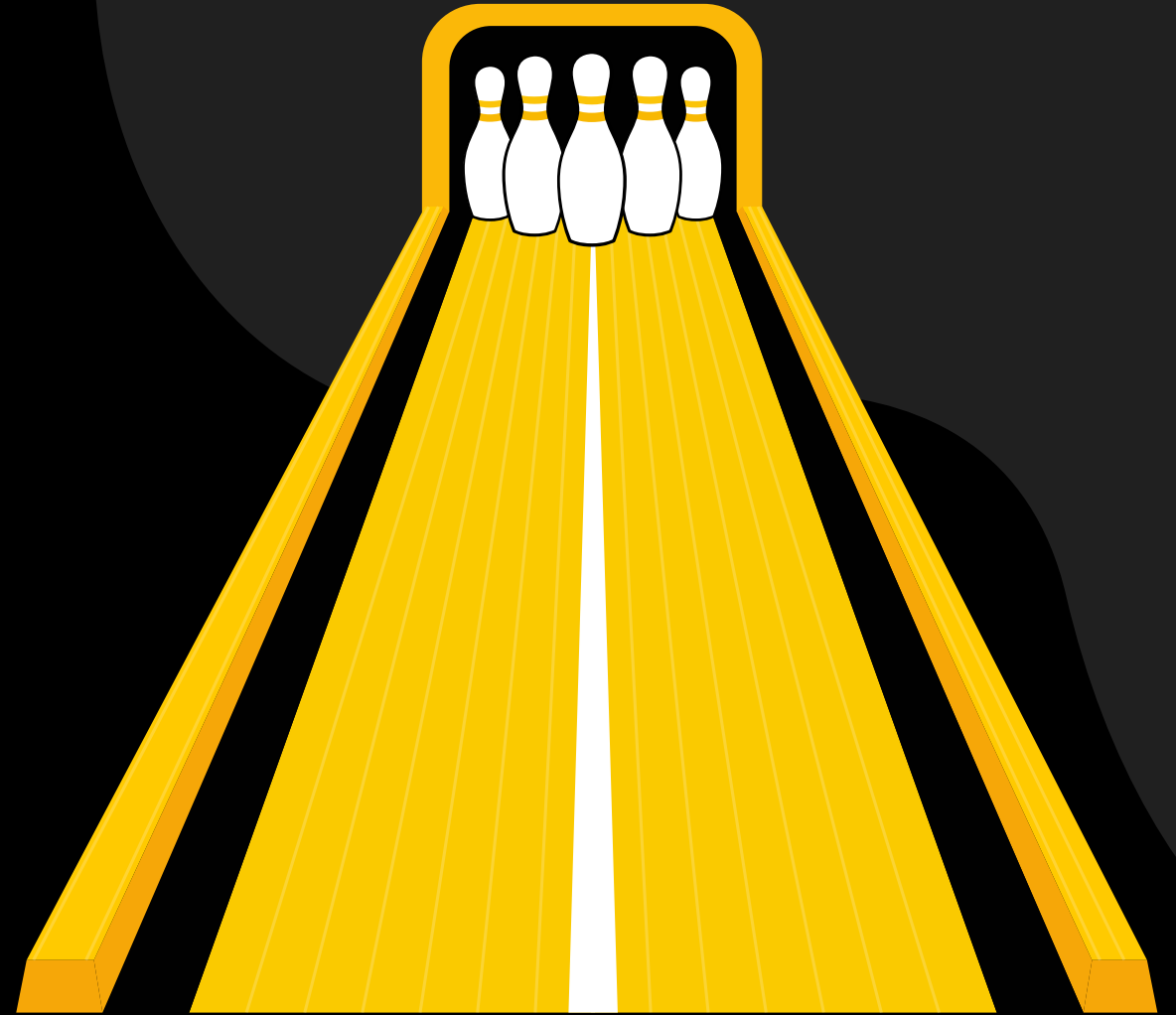
According to Quettra, **95%** of people who sign up for Android apps don't stay as users after 90 days.



**Why are the
majority of
users never
coming back?**



**Think of bowling
for a second.
Would you keep
coming back to
play if you never
knocked down
one pin?**

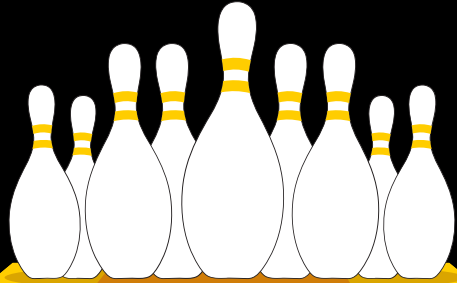


Of course not!



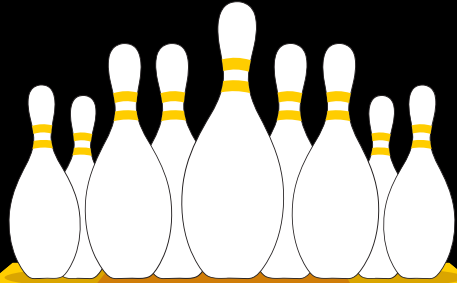


One of the main reasons why is that you never felt the excitement of getting a strike or knocking down the majority of pins.





Once you experience that thrill,
bowling as a game has an allure.
It's fun and you have a reason to
come back.



**The same
concept
applies to
your product .**



Remember: our goal is to help users level up .

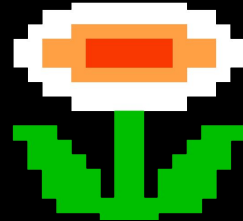
But what's not mentioned in this image is how long it takes to upgrade from normal to supersized Mario.

This isn't what your business makes



Person who's a
potential customer

+



Your product

=



Awesome person who
can do rad shit!

This is



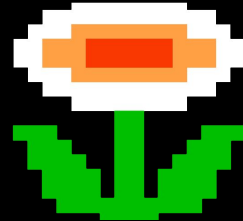
Remember: our goal is to help users level up .

But what's not mentioned in this image is how long it takes to upgrade from normal to supersized Mario.

This isn't what your business makes



Person who's a
potential customer



Your product



Awesome person who
can do rad shit!

This is



When playing Mario, this upgrade is almost instantaneous. However, when someone uses your product, it might take them a long time to level up, especially if you have a B2B SaaS product.



That's the challenge we're
going to solve for today.



How do you reduce your time-to-value?



Design an experience that helps your users experience the core value of your product fast.

**How Do You
Do That?**



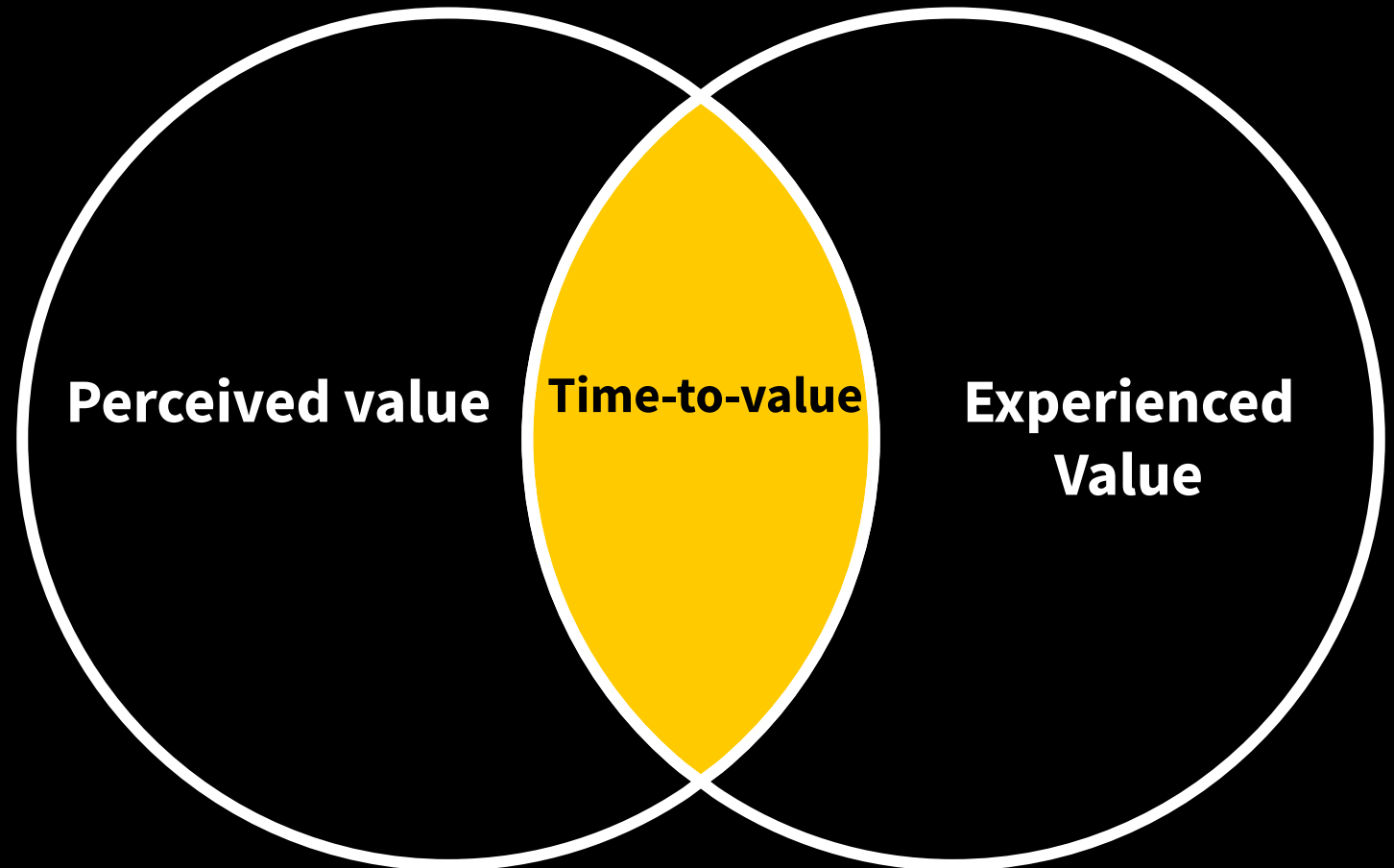
**In theory, it's
this easy .**



**Perceived value
=
Experienced Value**

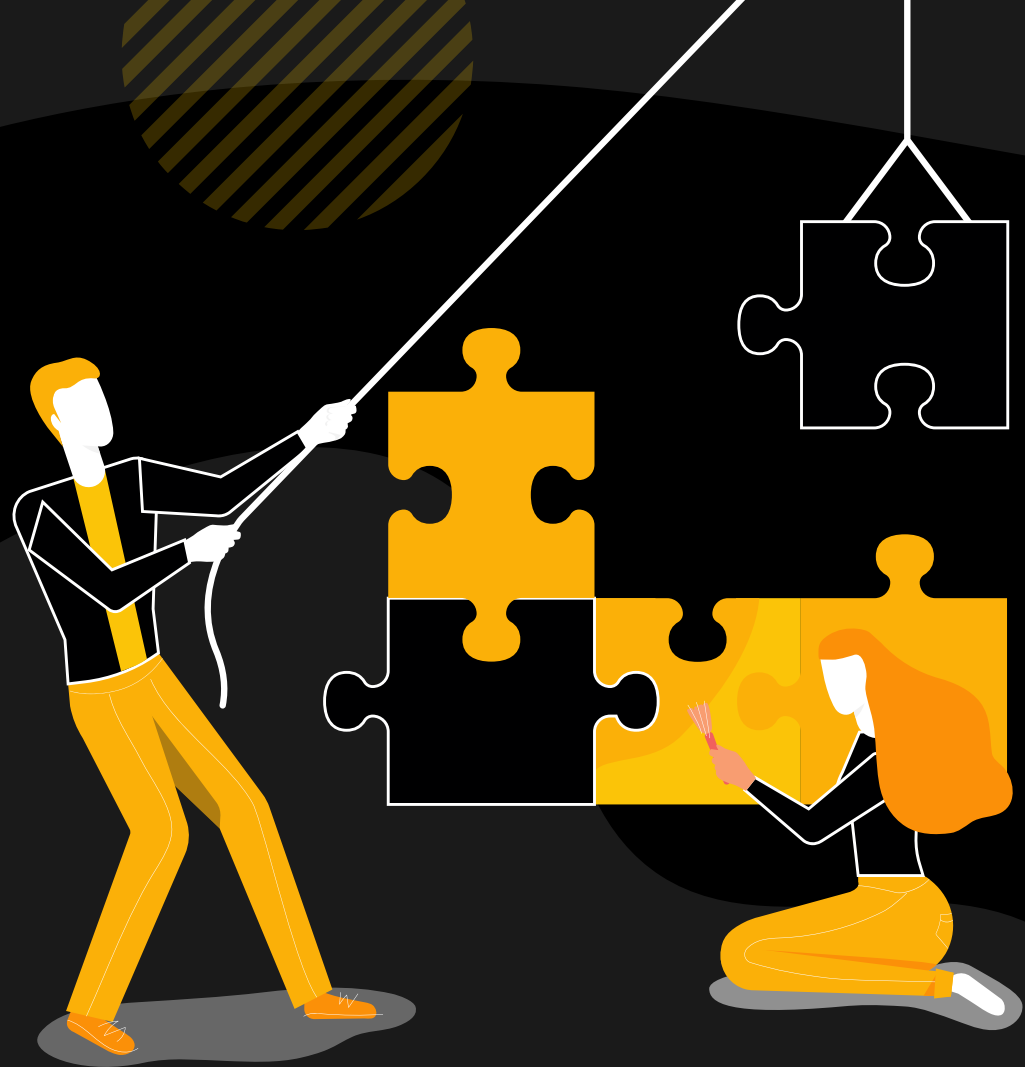
In reality, this is what it often looks like •

The bigger your time-to-value, the harder it will be for you to solve for end user pain.

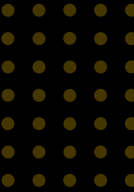


Our goal today is to **decrease your product's time-to-value** as this will help us not only solve for end user pain but help us eventually turn these users into happy, paying customers.

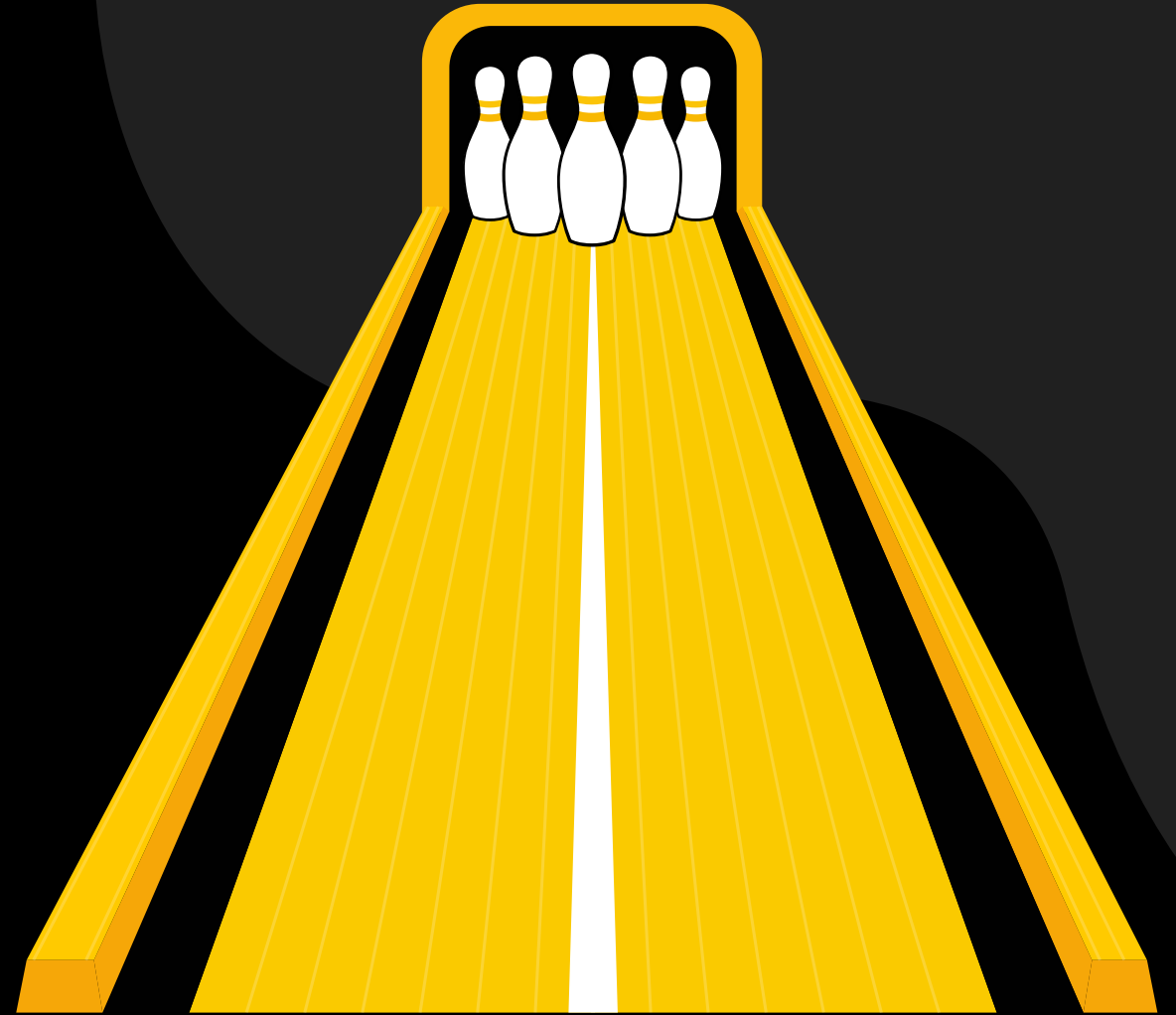




But how?



**Build a
straight-line
onboarding
experience.**





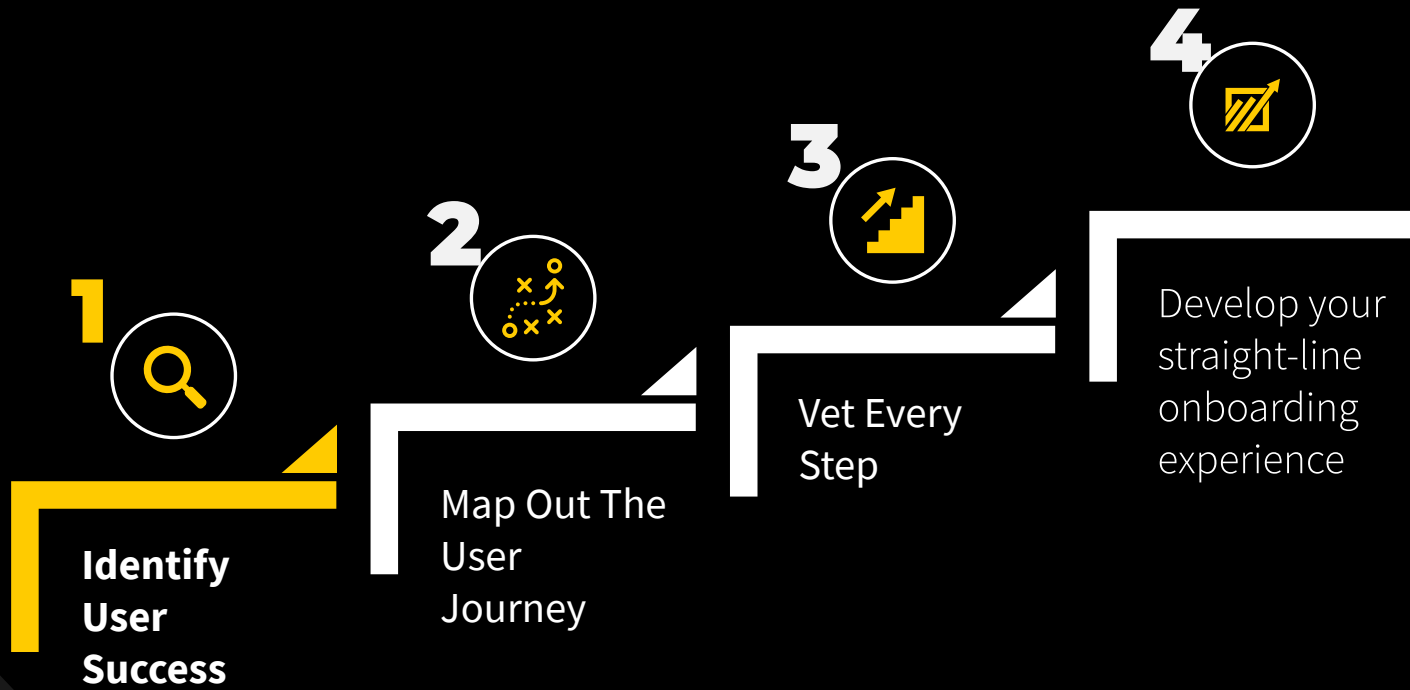
This framework we're about to go through is proven to **dramatically reduce your time-to-value and it's easier to build** out than you might think.



We're going to reverse engineer what it takes for your users to be successful.



4 Step Process .



*There's a worksheet to follow along



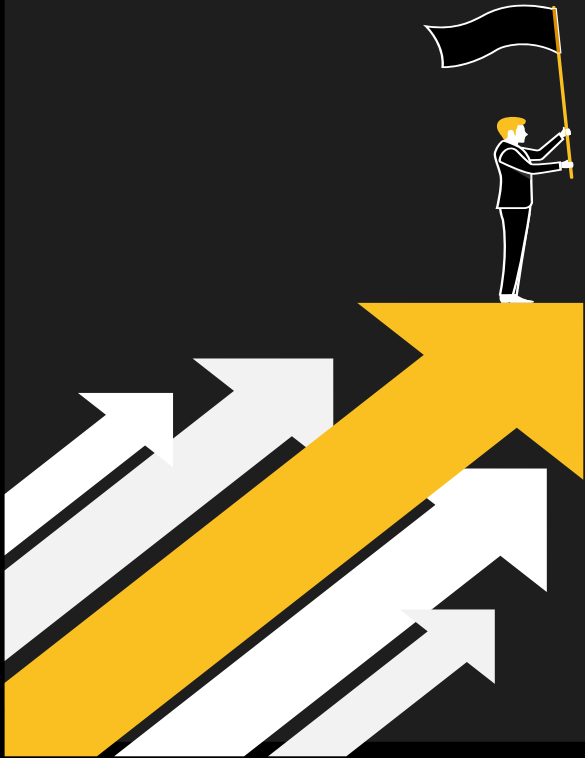
Where Do You Start?



You Need To Identify 2 Things .

1

Identify what end user success looks like

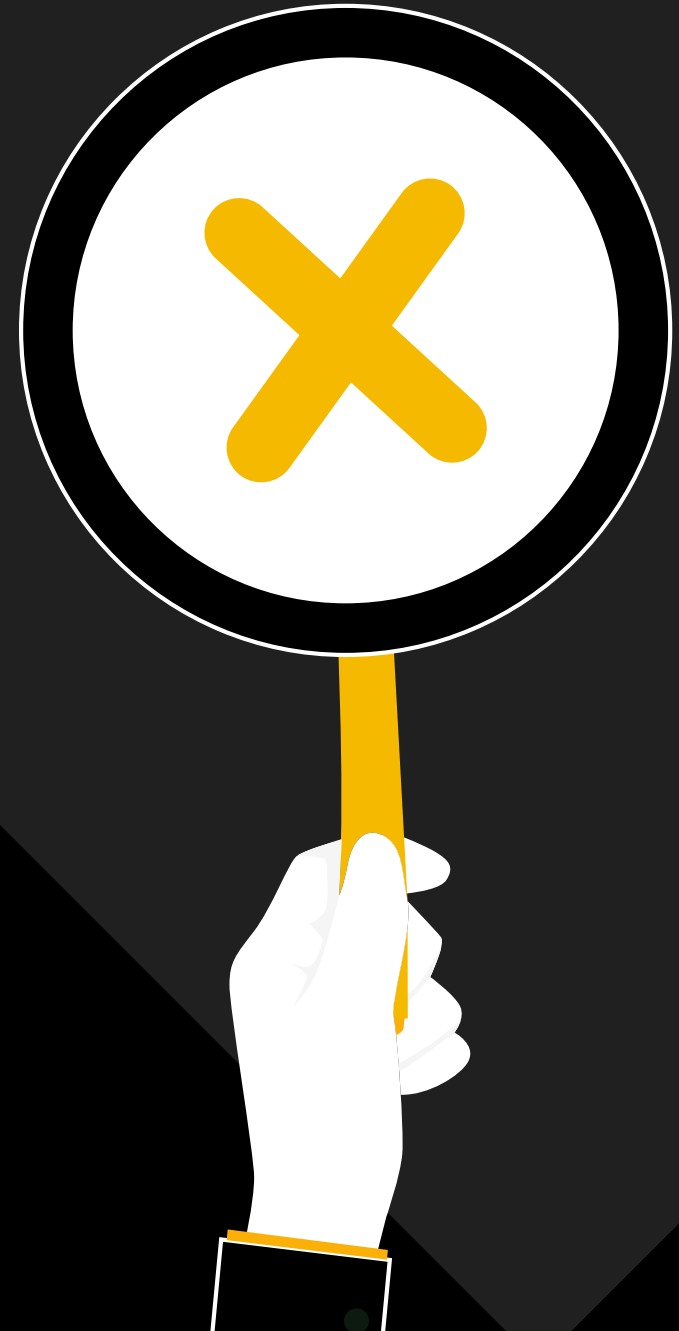


2

Identify the first "strike" for new users in your product.

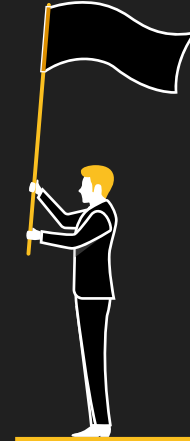


**What is the
difference
between end
user success
and a strike?**



1.

**Identify What End
User Success
Looks Like •**



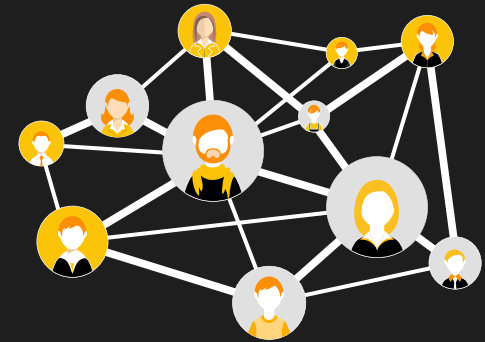
In The Last Module, We Broke Down What The Three Main Jobs Your Product Solves For ●



1. **Functional Upgrade:** the core tasks that customers want to get done.



2. **Emotional Upgrade:** how customers want to feel or avoid feeling as a result of executing the core functional outcome.



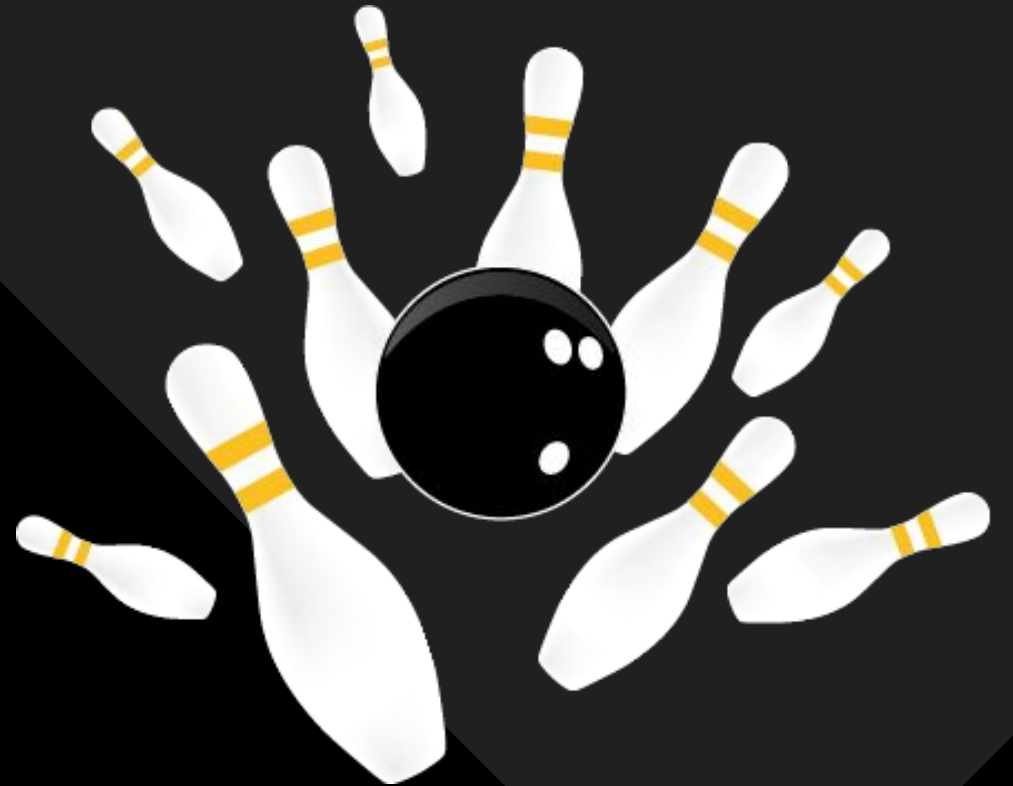
3. **Social Upgrade:** how customers want to be perceived by others by using your product.

**What Does End
User Success
Look Like For
Your Product?**



2.

**Identify the first
"strike" for new users
in your product •**



How Do You Define A Strike?



A strike is the moment
when a new user first
realizes meaningful value in
your product?

A Strike Can Go By Many Different Names .



- ✓ Aha Moment
- ✓ “Moment of Truth”
- ✓ Value Switch
- ✓ WOW moment
- ✓ Magical moments of truth - Maybe?

What does a strike feel like?



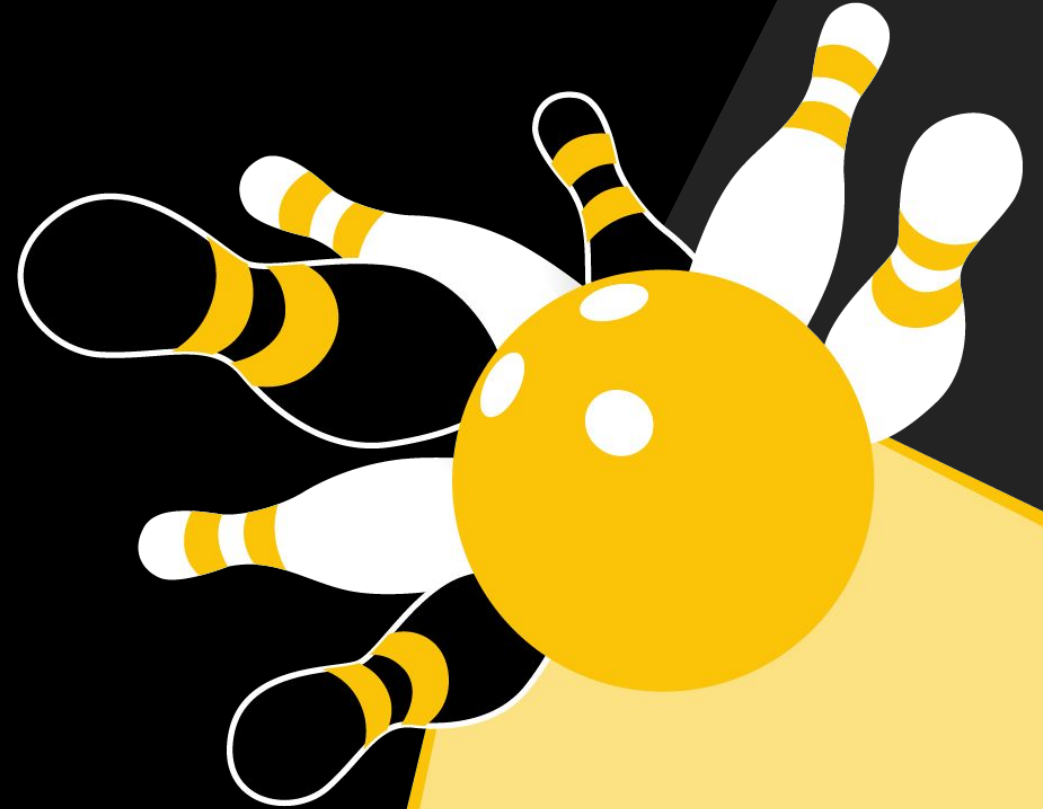
You understand exactly how a product can help you



You experienced the core value of a product



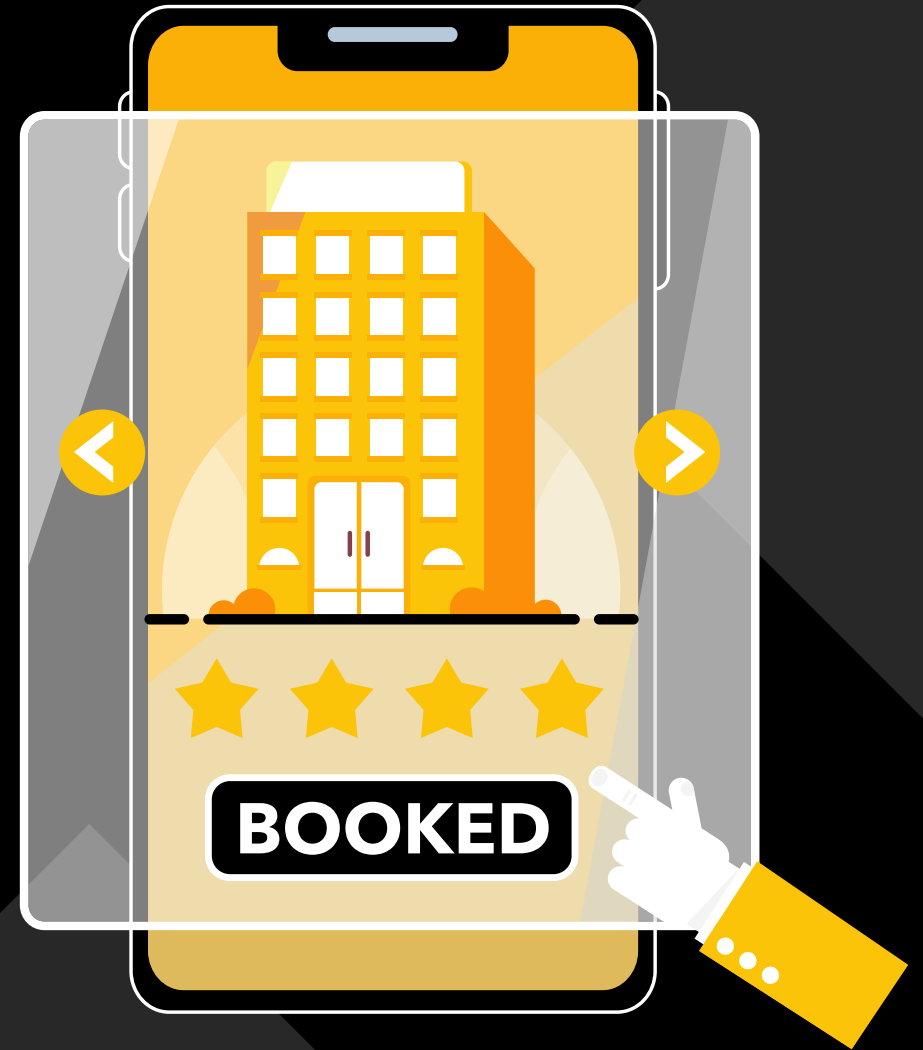
You've got something done very quickly that might have taken you hours previously



What Are Good Examples Of A Strike?



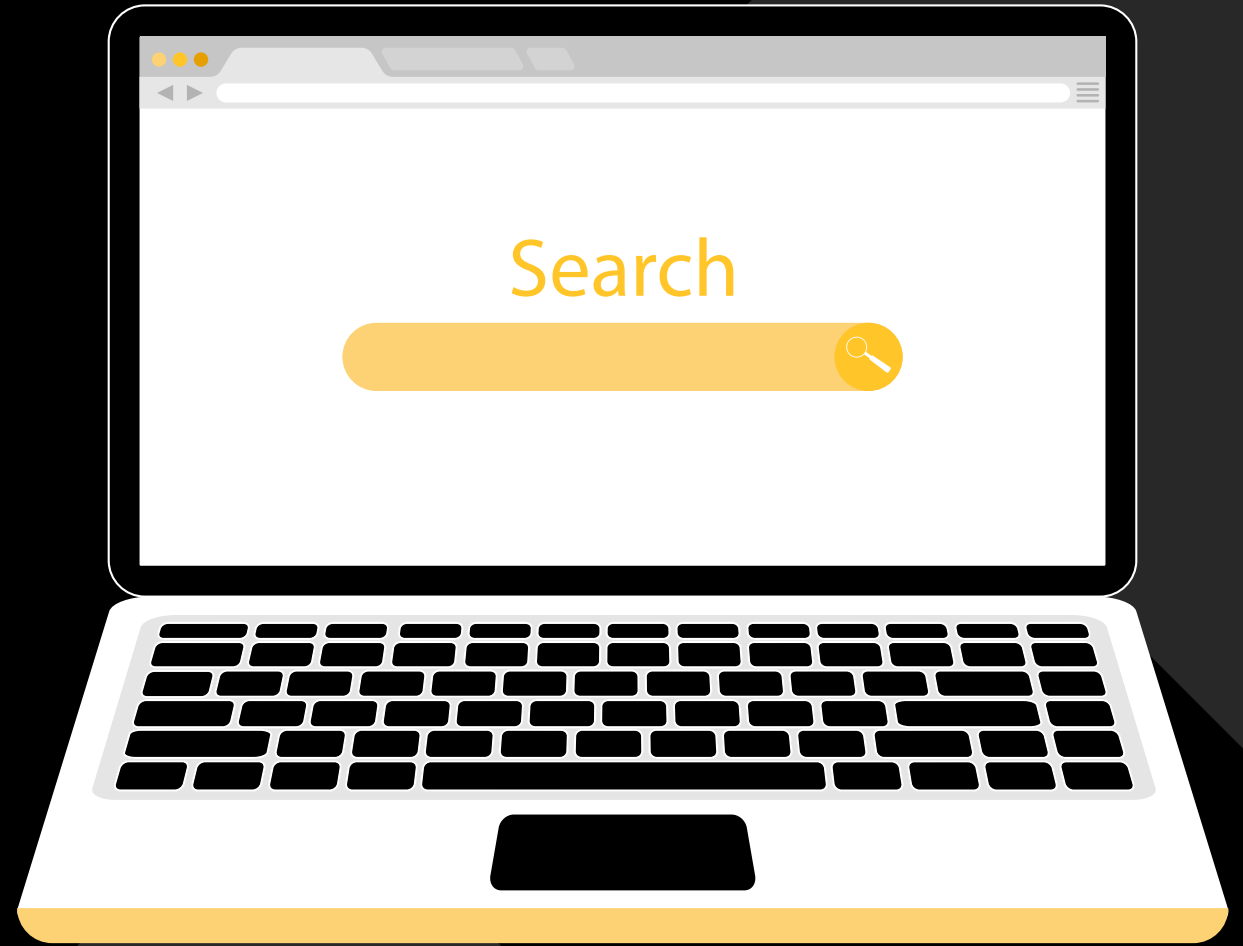
For **Airbnb**, this is making your first booking.



What Are Good Examples Of A Strike?



For **Google**, it's finding an answer to something complex.



What Are Good Examples Of A Strike?



For **Facebook**, it's connecting with your friends.



What Are Good Examples Of A Strike?



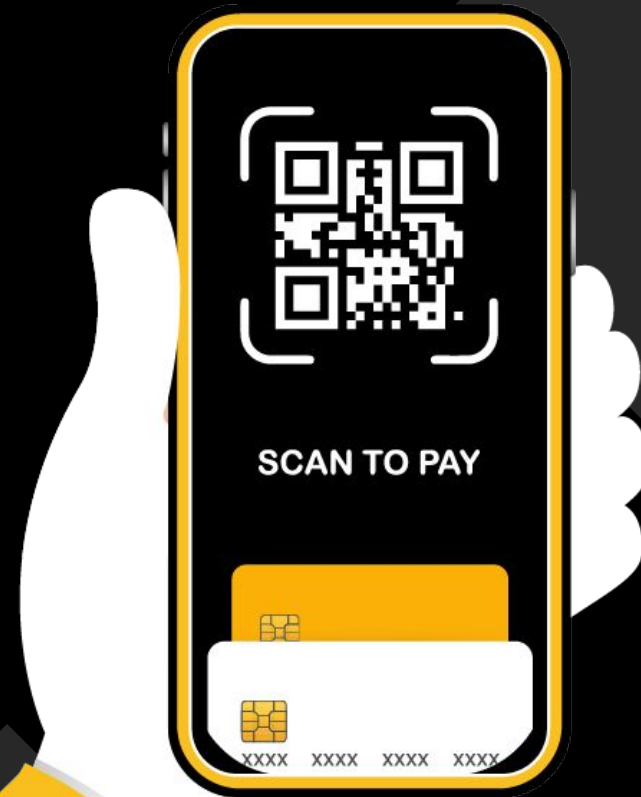
For **Zoom**, it can mean signing up, organizing, and holding the first video Conference.



What Are Good Examples Of A Strike?

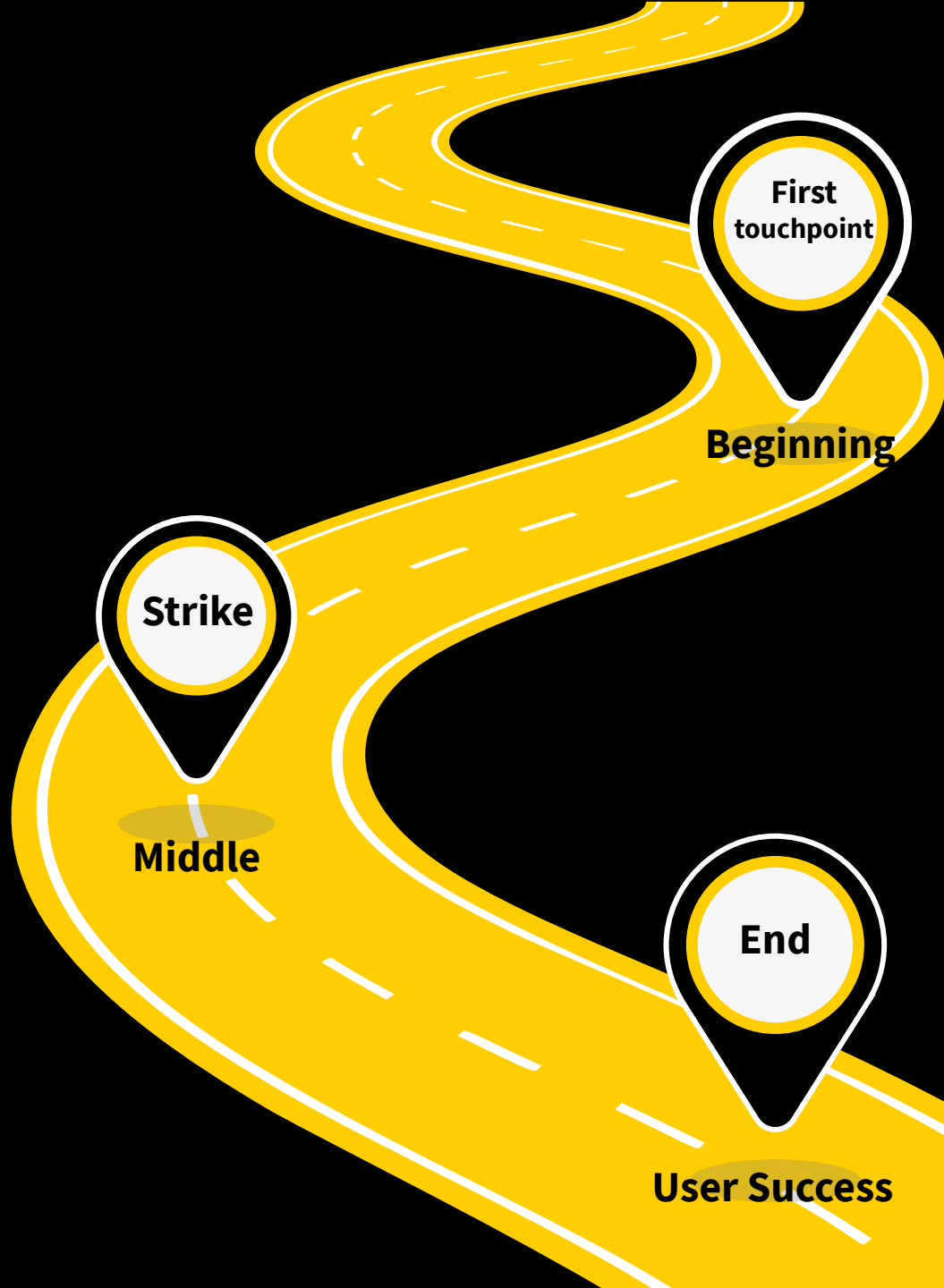


For **Expensify**, it could be creating the first expense report that is approved for payment.



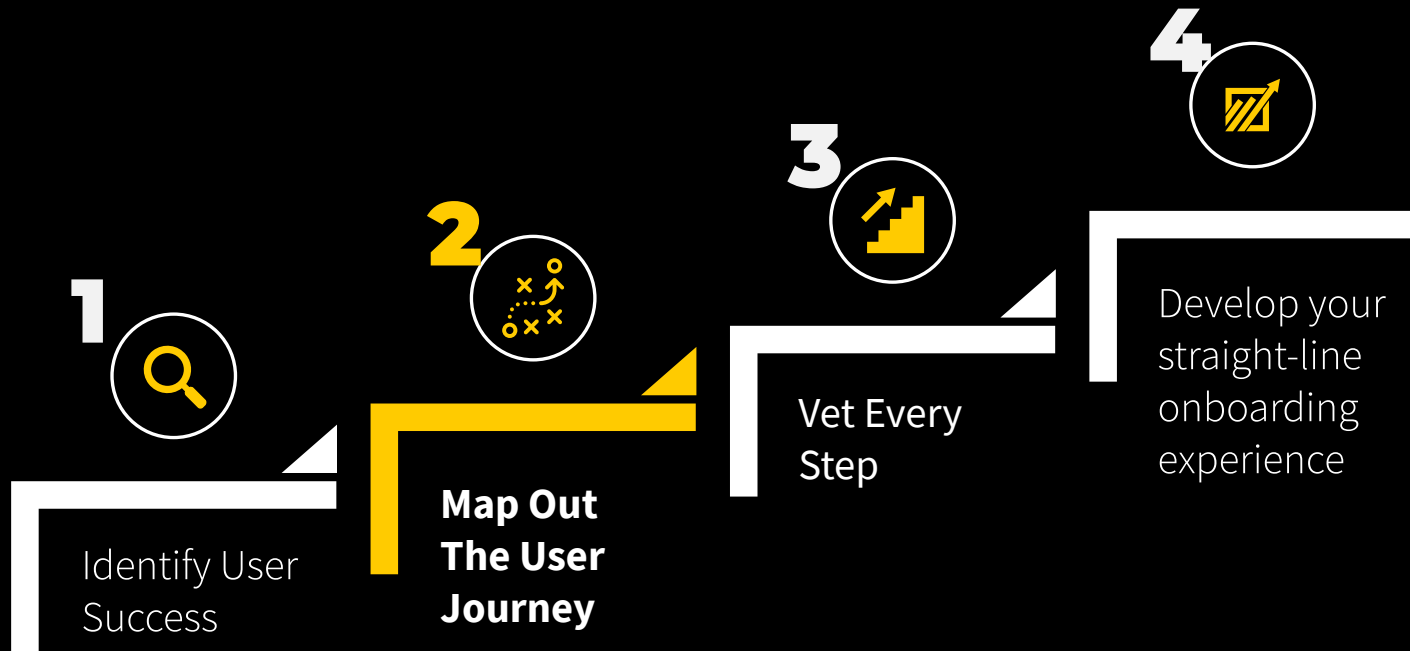
**What is the
first “strike”
for new
users in your
product?**





Once you've identified both end user success and the first strike in your product, you're ready to reverse engineer what it takes to get there.

4 Step Process .



*There's a worksheet to follow along





Write down every single step
from the first touch point with
your brand to the moment
your user experiences success
in your product



10-Minute Activity: Sign up For Canva.

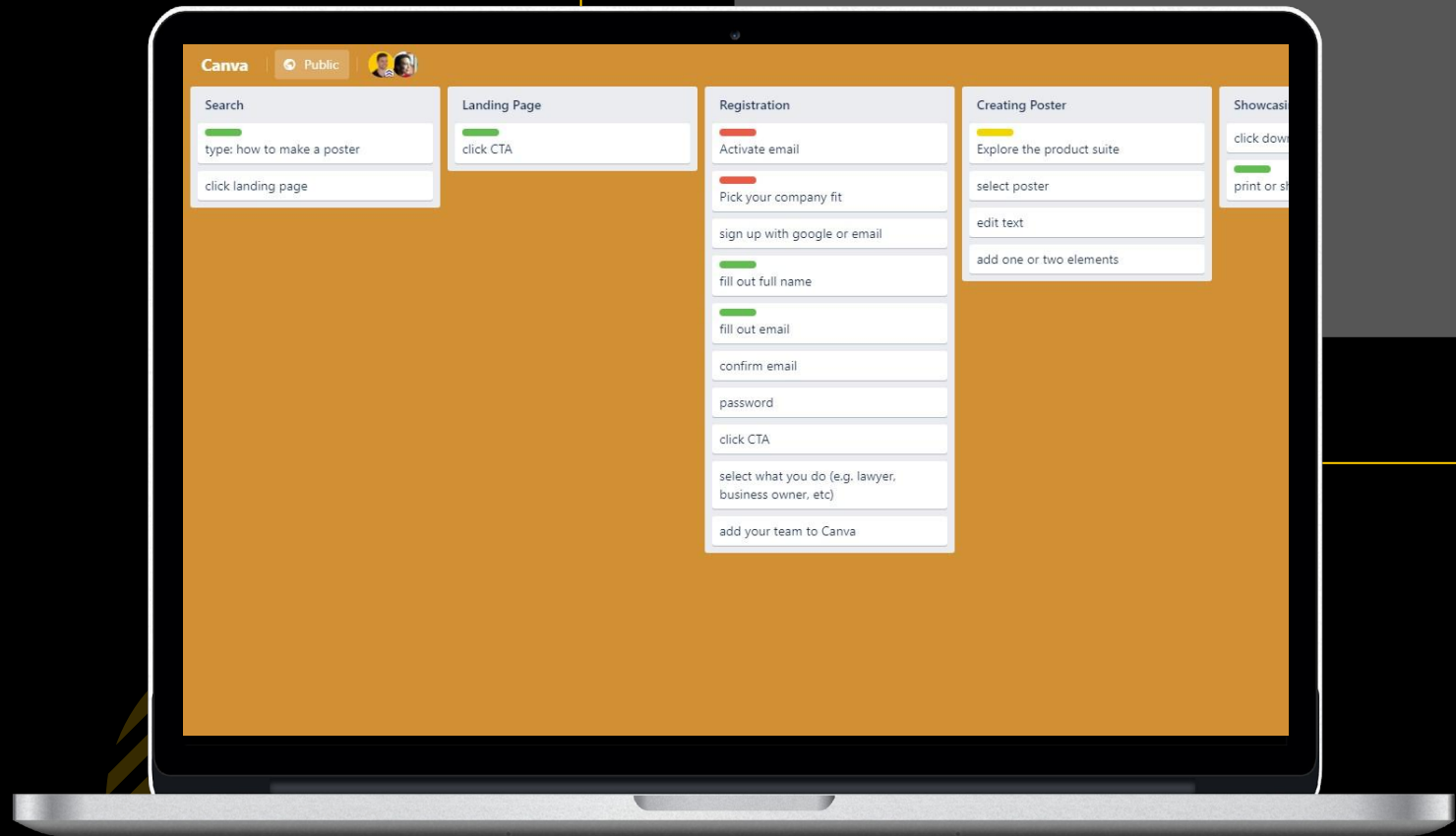


Use a sticky notes or Trello for every single step you need to take in order to create a poster using Canva.

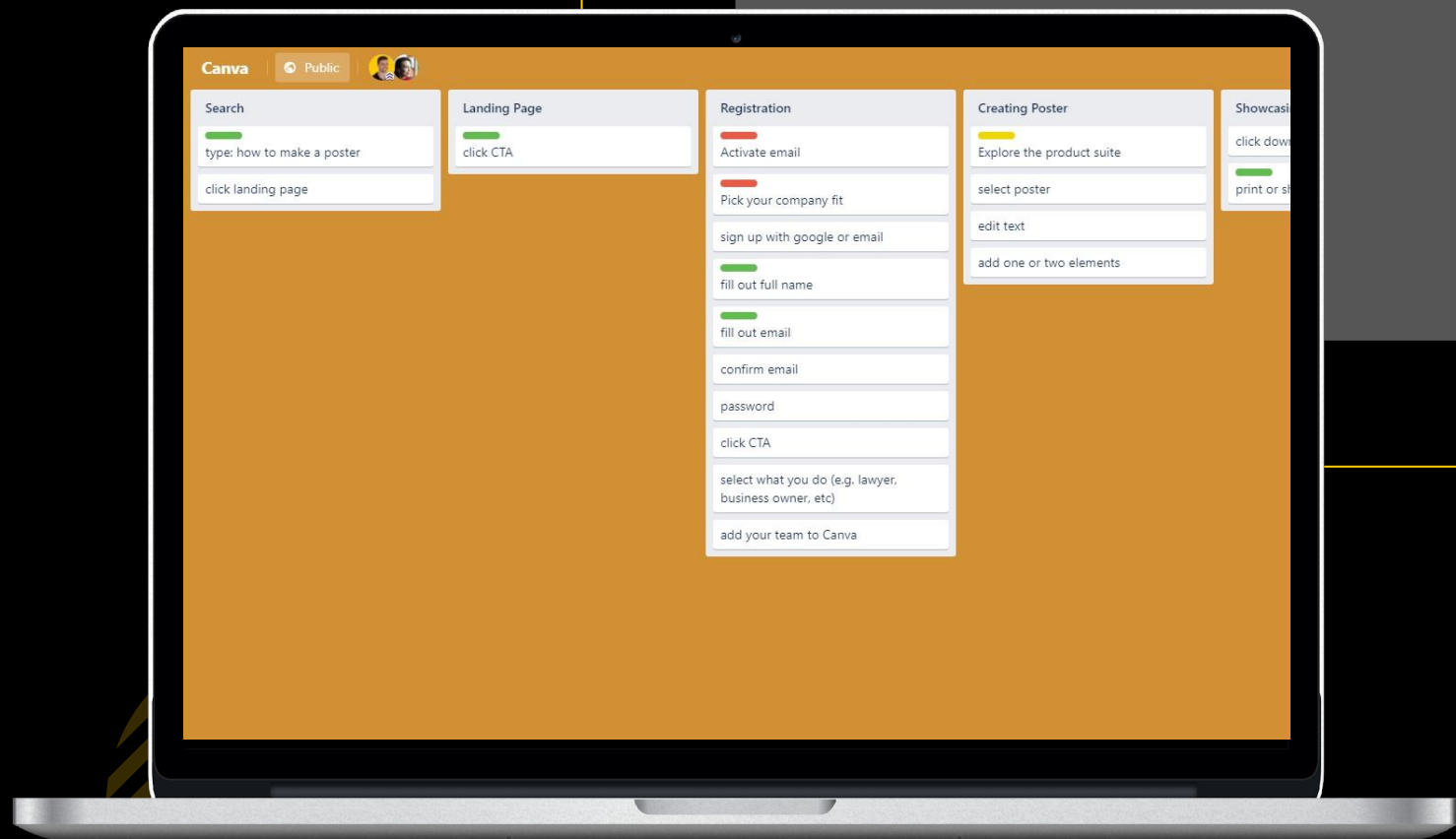
Canva Example.



Trello



**Does Anyone Have
An Example
They'd Like To
Share?**



4 Step Process .



*There's a worksheet to follow along



Three Questions You Need To Ask Yourself .



What steps can be eliminated?



What steps can we delay?



What are the mission-critical steps?

10-Minute Activity: Label Every Step ●



Unnecessary step



Advanced step

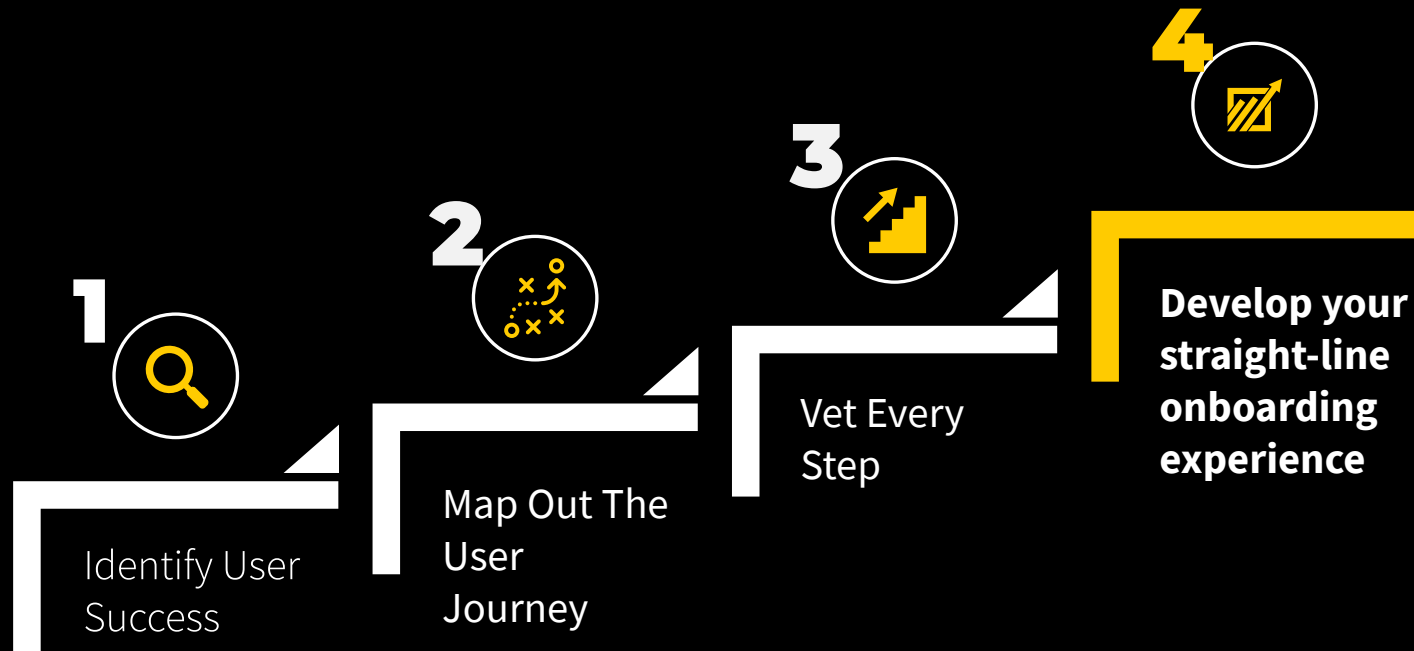


Mission critical step

**Would anyone
like to present
what their
straight-line
onboarding
experience
looks like?**



4 Step Process .



*There's a worksheet to follow along



**Group Activity:
Review every team
member's steps •**





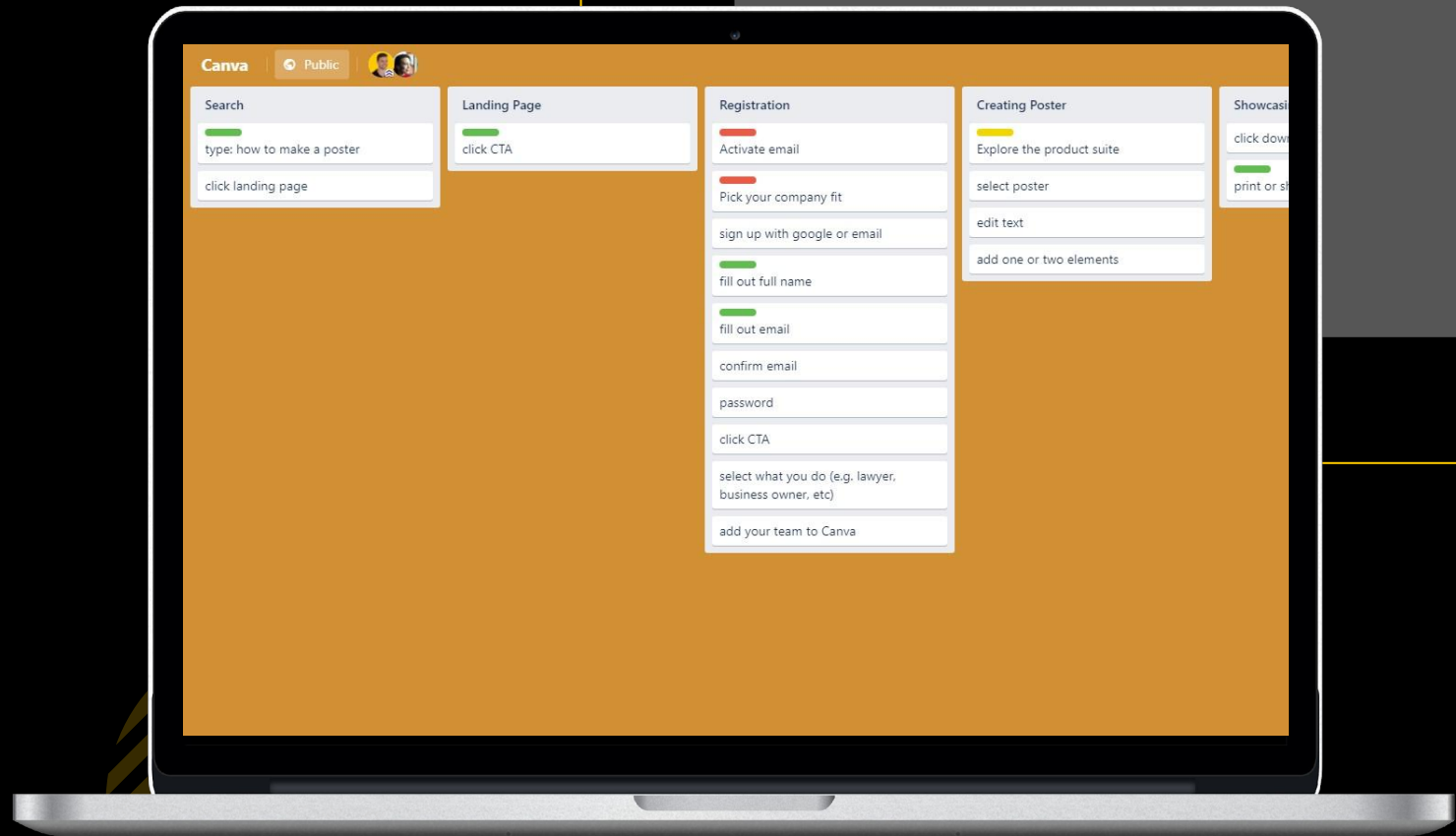
Analyze What Each Member Labelled As Green, Yellow, And Red .

- ① Are there common elements?
- ② Do you disagree with their suggestions? Why?
- ③ Do you need to add any steps?

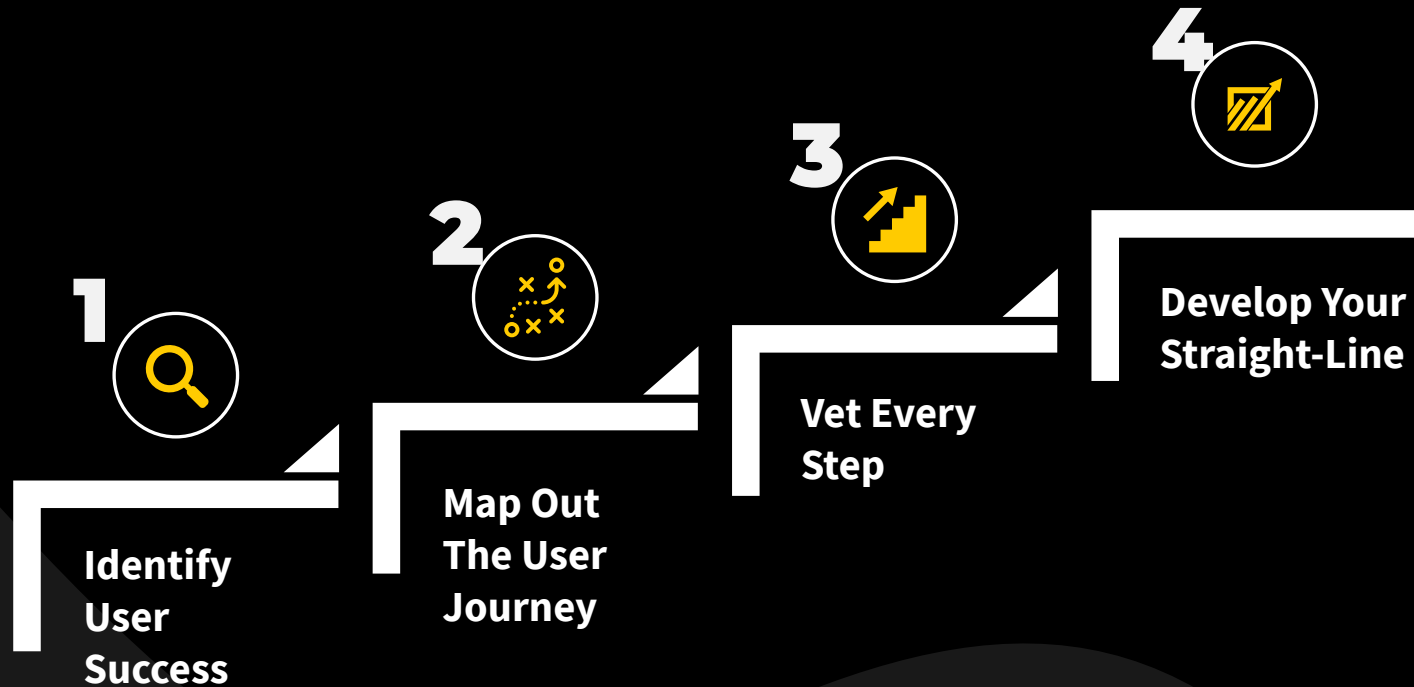


Don't be afraid to challenge
each other's ideas.

**Create your team's
straight-line
experience that
only contains green
lights**



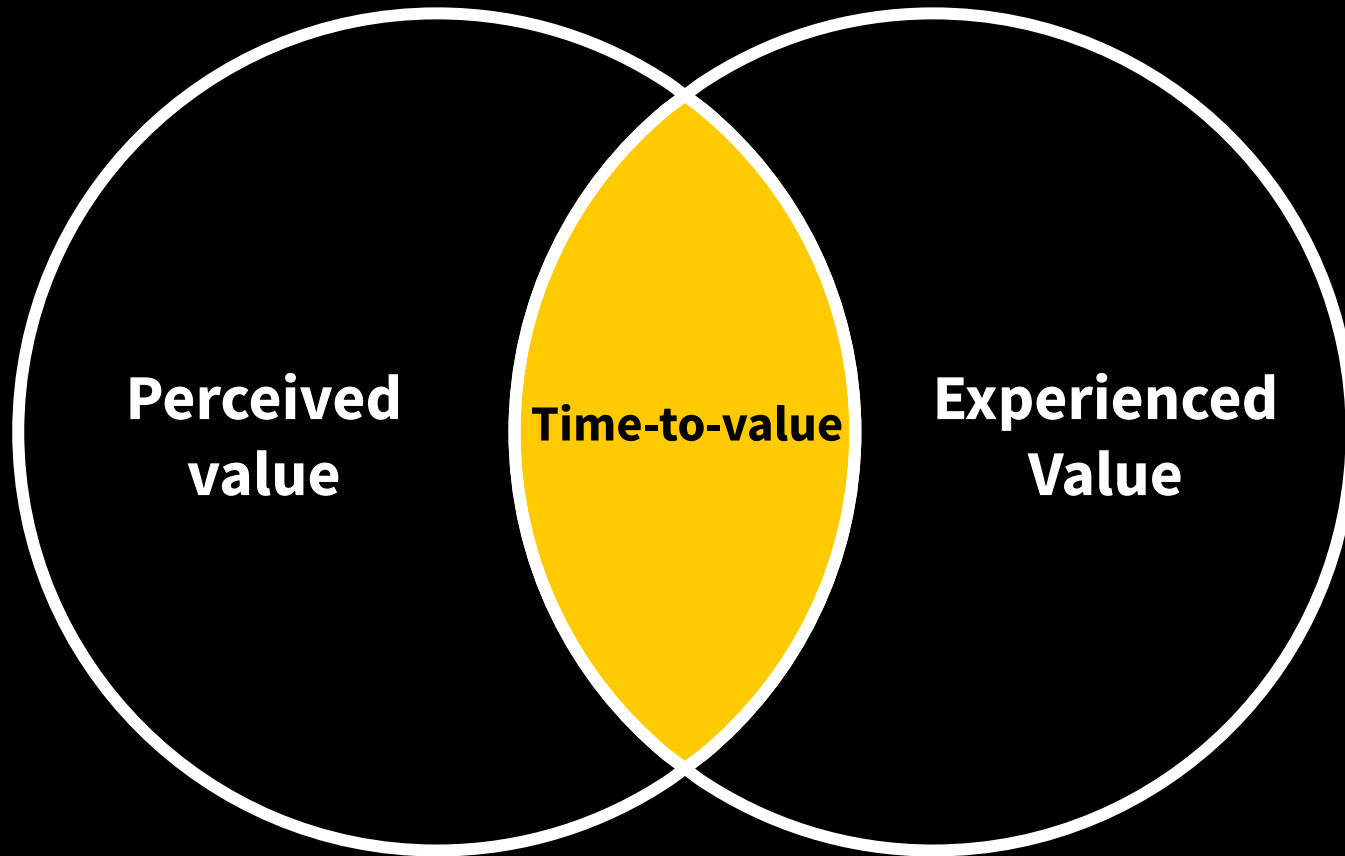
Recap: To Create a Straight-Line Onboarding Experience You Must.





We should all strive to create product experiences where what we promise in our marketing lines up exactly with what a user can experience in our product and they don't have to wait forever to experience it.

Perceived value
=
Experienced Value



Your time-to-value is what's stopping your users from experiencing the value of your product



The bigger your time-to-value, the harder it will be for you to solve for end user pain.

Action Items •



Find out what percentage of users sign up but never come back to your product.



[Complete Optimizing Your Value Worksheet](#)



How Deputy Onboards Their Users

Worksheet.

