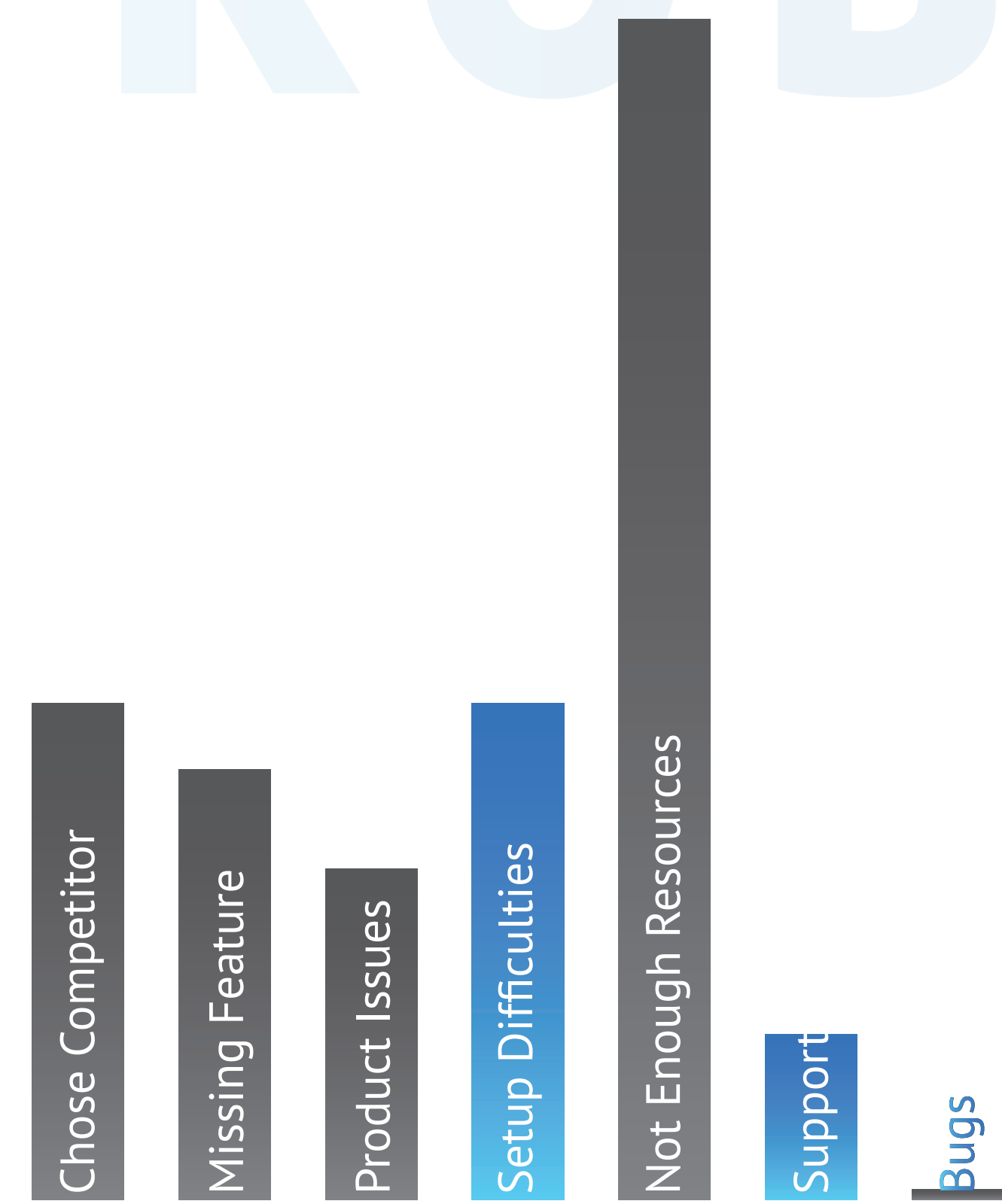# TUNE Onboarding

Reducing Complexity Through User Centered Design

Amar Kohli
Dhawal Lachhwani
Sonal Srivastava
Yunjie Zhou
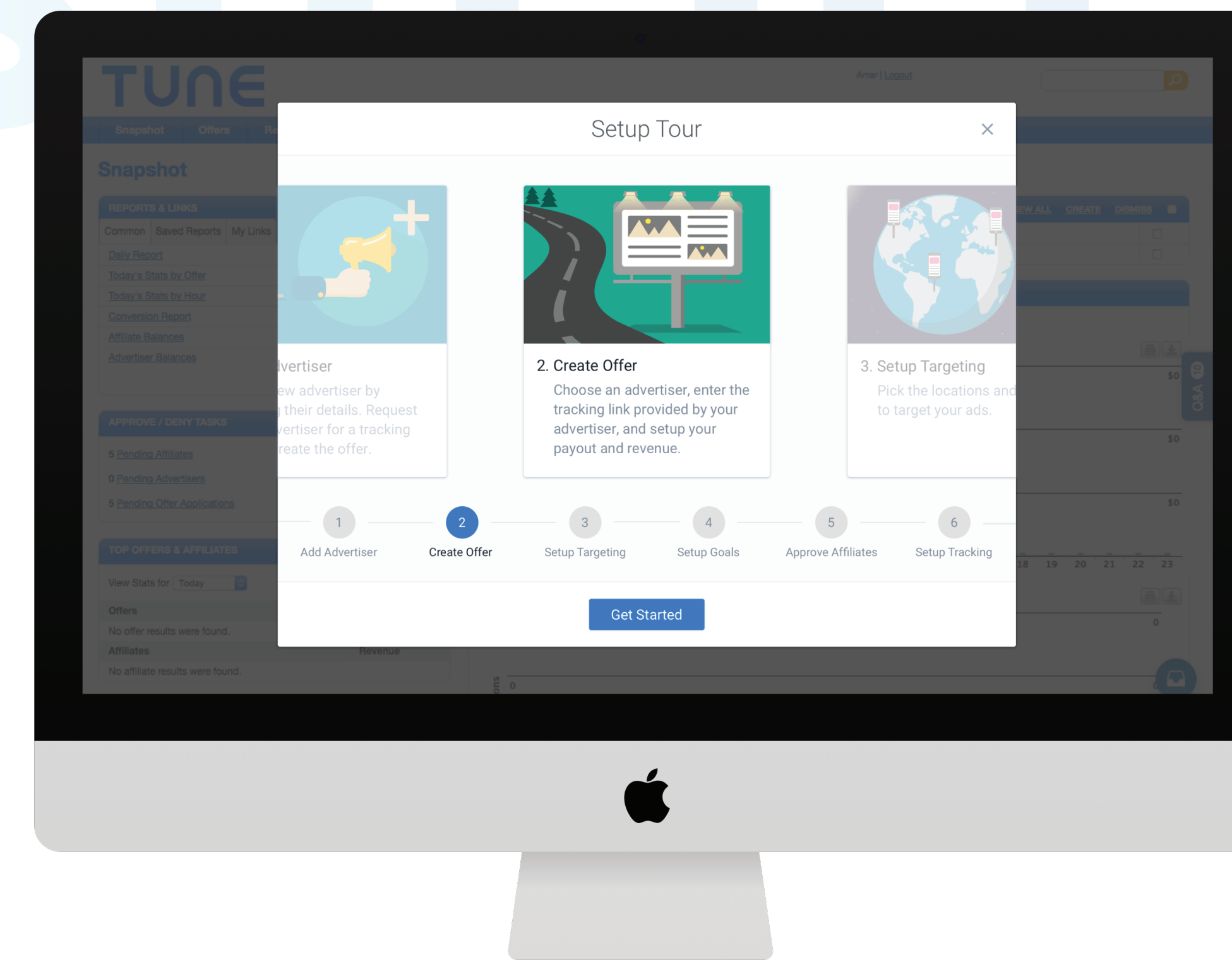
Information School
UNIVERSITY of WASHINGTON

PROBLEM

> 30-40% of the new people who sign up can't figure out how to use the product and get frustrated. This results in them canceling their trial.

TUNE's innovative but extremely complex mobile marketing products provide minimal onboarding assistance for new users. This results in high drop off rates and new customers choosing competitor products.

WHY NEW CUSTOMERS LEAVE TUNE?

Bar chart categories: Chose Competitor, Missing Feature, Product Issues, Setup Difficulties, Not Enough Resources, Support, Bugs

RESEARCH

Qualitative Data Sorting   Interviews   Quantitative Data Analysis

TUNE Marketing Console — Test SDK, Partners, Campaigns, Measurement URL, Postback URL, Reports

HasOffers — Create Offer, Setup Tracking, Review Setup, Custom Usage, Billing, Account, Reports

SOLUTION

Product Tour

Reveal the product's core value upfront and pave the path for users to efficiently generate business insights on revenue in the shortest amount of time.

Contextual Annotations

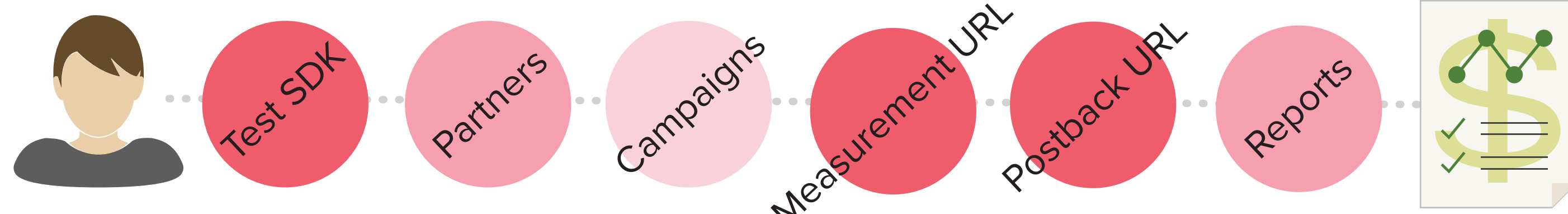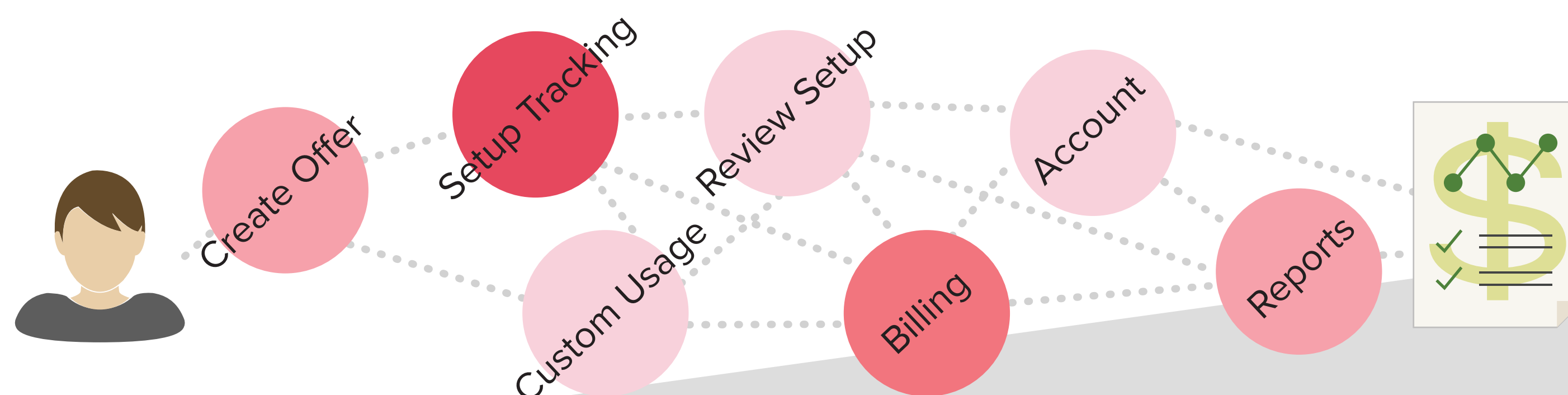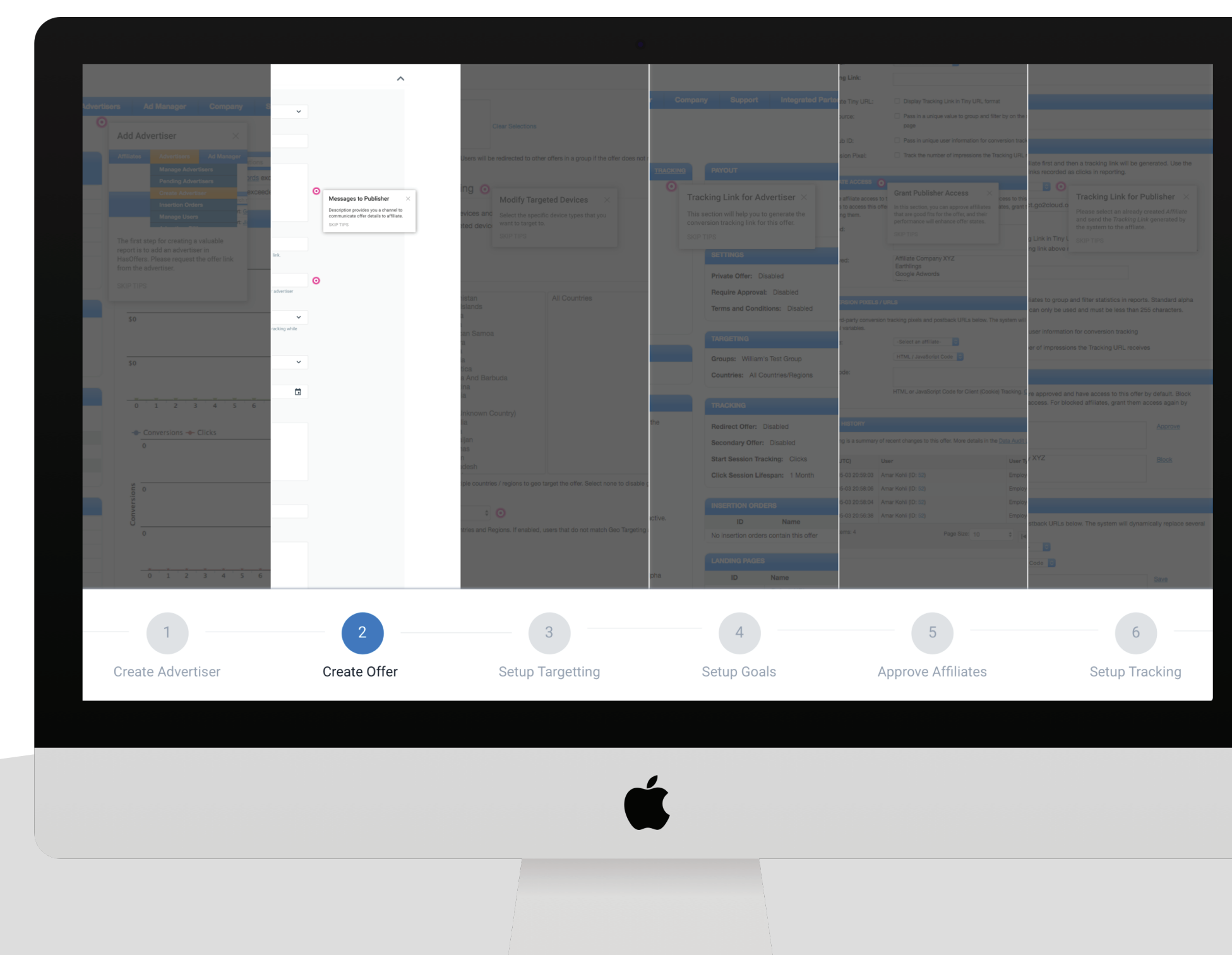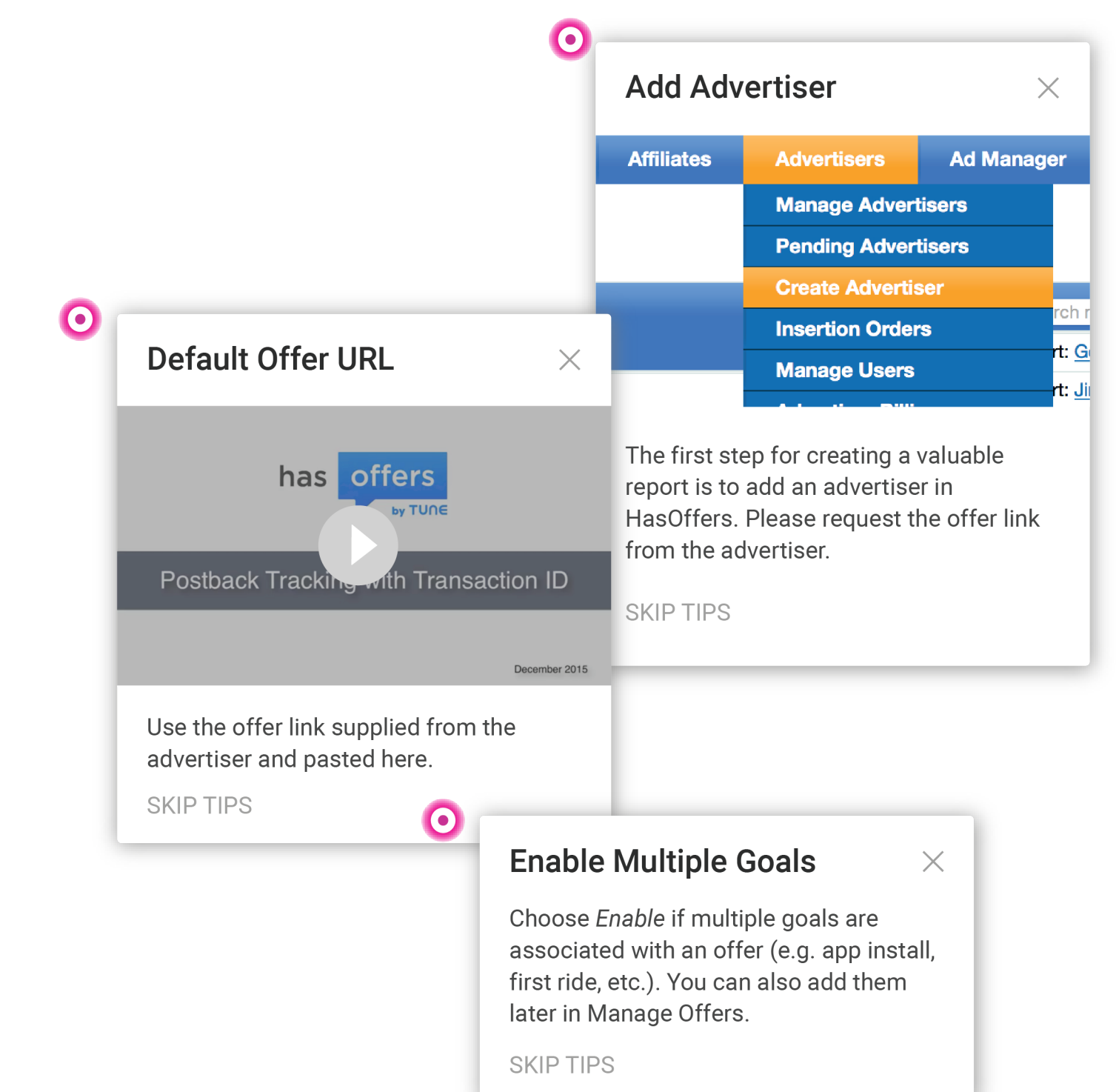Provide contextual handholding and detailed explanations about each crucial step to bridge the existing knowledge gaps between TUNE's customers and their products.

Progress Wizard

Provide constant progress indication to reduce confusion and help save time and effort of key human resources at TUNE