Onboarding
Reducing Complexity Through User Centered Design

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?

QUALITATIVE DATA SORTING

INTERVIEWS

QUANTITATIVE DATA ANALYSIS

RESEARCH

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.

CONTEXTUALAnnotations

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.