



Sergio Riquelme.

Onboarding experience task

THE TASK

Design a concise and engaging user onboarding experience.

Introducing users to Quester's key features, jargon, and ensures they understand how to use it.



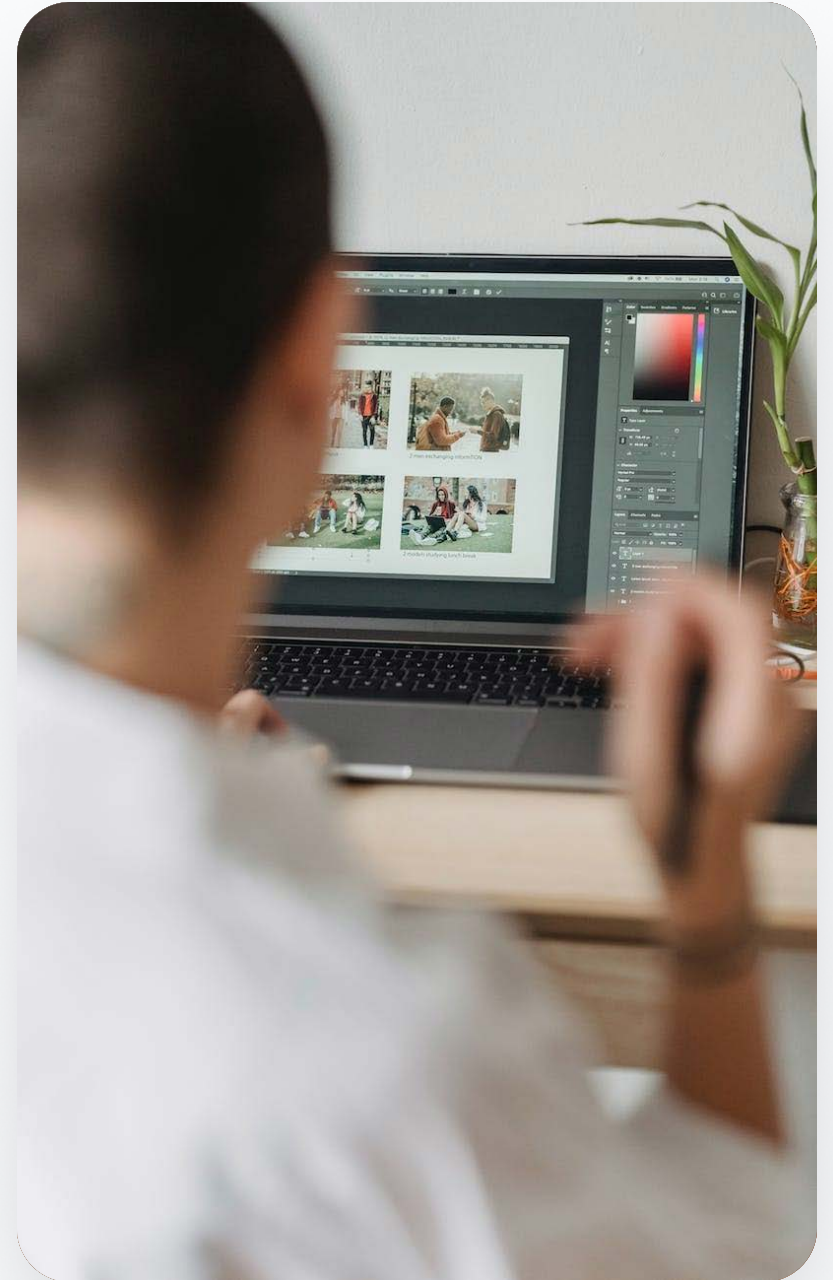
THE GOAL

Demonstrating my approach to design.

Topics to cover:

- The general onboarding steps
- How onboarding is integrated
- Any other details to help articulate my vision.

“THE EXERCISE IS MORE OF AN INSIGHT INTO YOUR DESIGN THINKING AND UNDERSTANDING OF THE PRODUCT THAN HOW FAST YOU CAN PROTOTYPE” - SAUL



THE CONSTRAINTS

There are constraints to consider that are not in real-life situations.

- The limitation with timing (1h work approx.)
- Restricted access to information about current users, including their motivations and level of engagement.

Therefore, I will need to assume some information about Quester and the users. In a real-life situation this will be addressed by user research, analysing current users and sharing my assumptions with the team to gather feedback and make agreements about the reality based on the information gathered.

 (Sorry if something it's not fully accurate with the reality!)

1. EMPATHISE

2. IDEATE

3. DESIGN

1. EMPATHISE

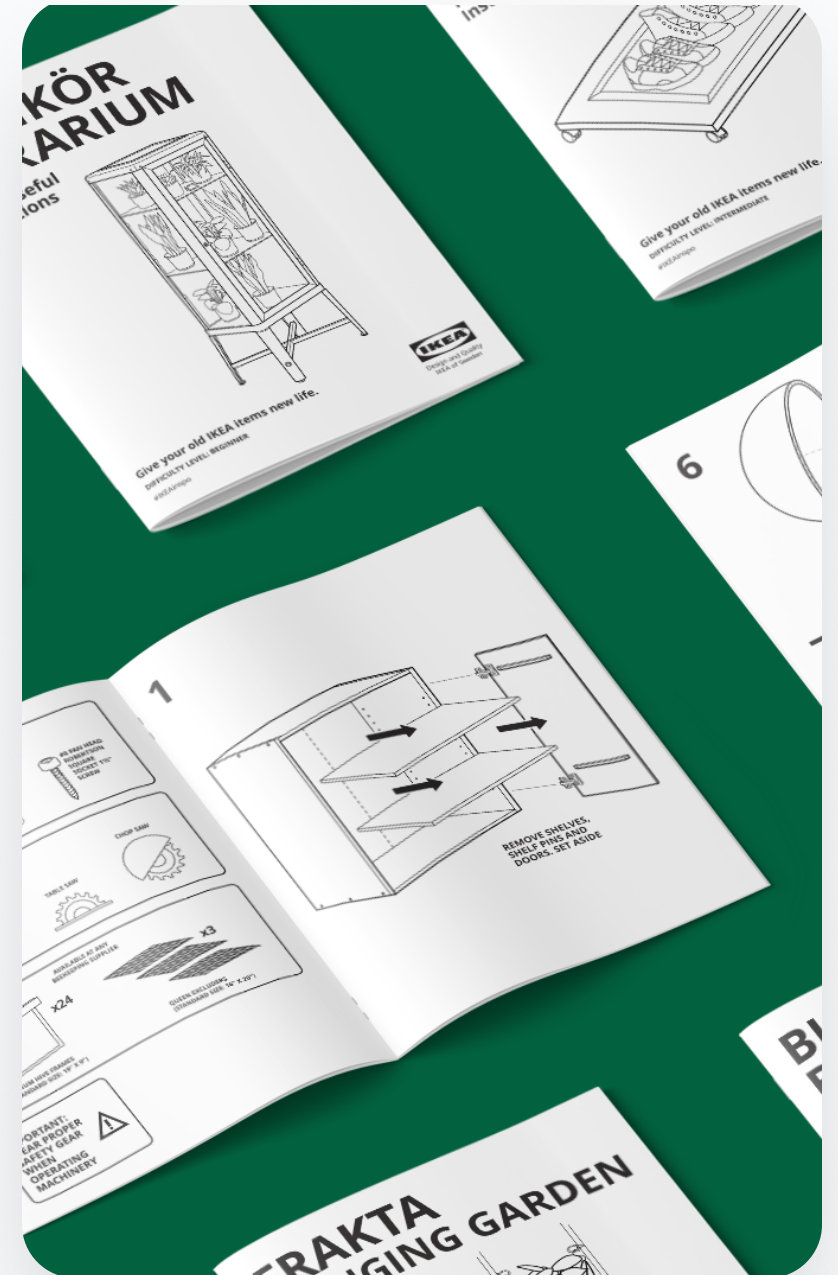
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Let's start analyzing Onboarding experiences (in general).

Constraints:

- Nobody wants to read instructions, **Onboardings are booooooring** (we are doer's!)
- Onboardings are long and **time-consuming** (risk of abandoned sessions).
- The **learning curve of Quester is quite high** so we need to prioritize with key features.



1. EMPATHISE

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Let's start analyzing Onboarding experiences (in general).

Best practices:

- Allow users to **start using the product** right away.
(Don't show me how to do it, let me do it!)
- **Explain only what is relevant** for the user at that specific moment.
- **Show our first moment of value** from the very first interaction of the user with Quester.
- The shorter, the better.



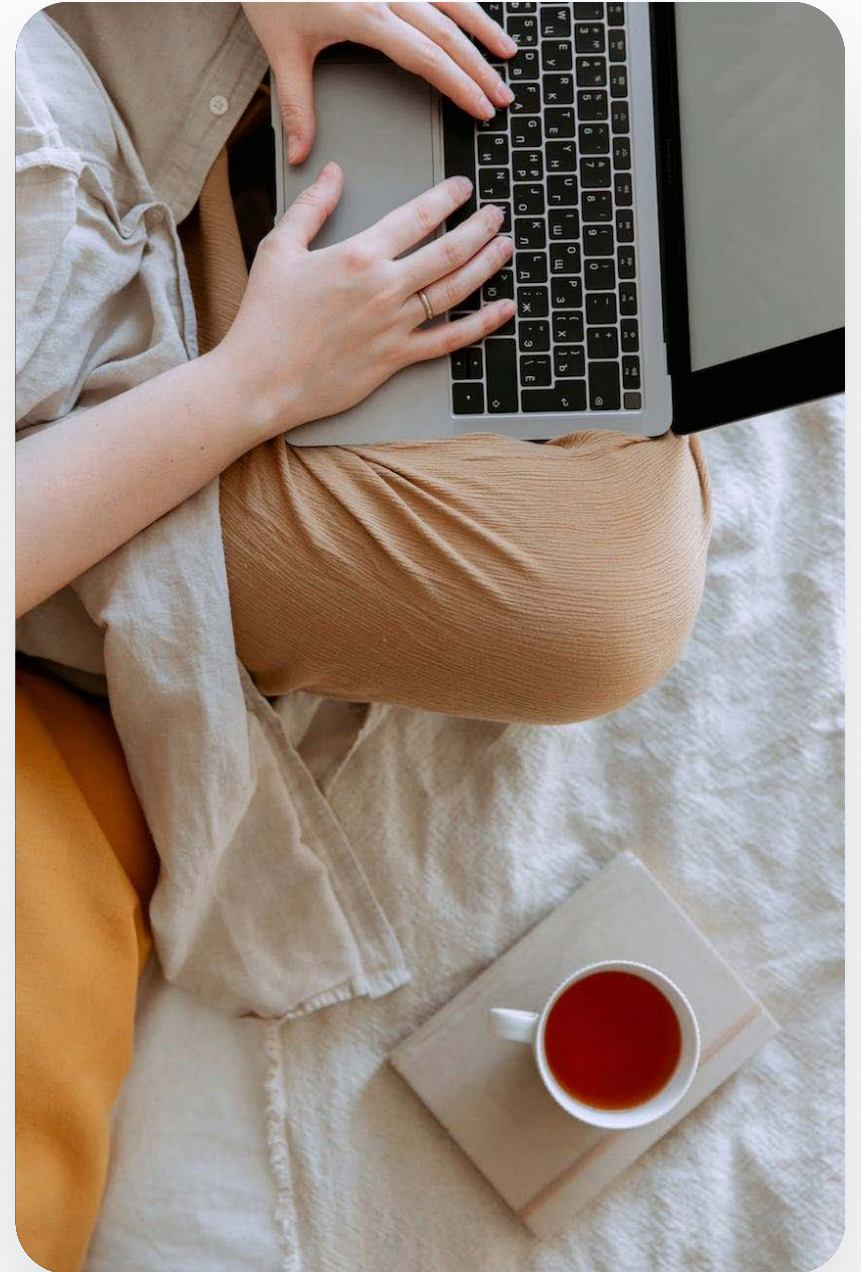
1. EMPATHISE

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This lead us to some questions...

- Why user arrived at Quester in the first place?
- What an early-stage user is looking to do in Quester (hence what we need to teach them to do)?

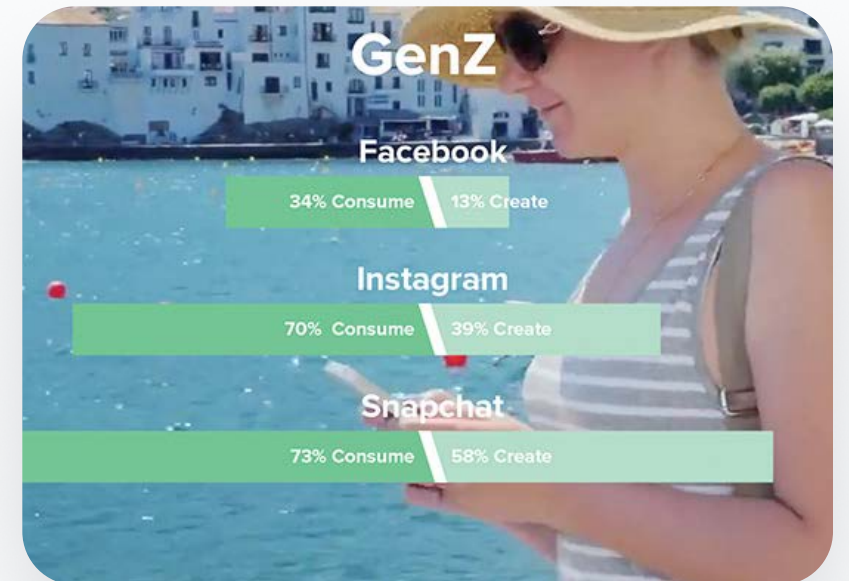


1. EMPATHISE

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“Users most likely want to consume information” - as research has shown.

(as in every content-based product)



1. EMPATHISE

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Also:

- Filling spare time
- Reading news stories
- Seeing what's being talked about
- Finding inspiration
- Sharing and discussing opinions with others

But more importantly:

“It takes about **50 milliseconds (ms)** for users to form an opinion about your website that determines whether they'll stay or leave”.

Source: [Taylor & Francis Online](#)

Top Uses of Social Media (2023)



Source: DataReportal

OBERLO

Source: [Oberlo](#)

1. EMPATHISE

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Insights from research:

- **Users come primarily to consume content:** The main driver of the early-stage users tend to be consuming content that match with their preferences
- **We need to prioritize:** There is no time to explain everything Quester can do.
- **Let's show the first moment of value:** We need to **focus on the user's needs**. We need to show users **reason to stay longer and repeat**.

1. EMPATHISE

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User personas

Let's define 2 different user personas **based on their motivation to visit us and their behaviour with Quester.**



The Participant
wants to consume content



The Creator
wants to upload new content



The participant

Jessica

New graduate.

She describes herself as a mix of a geek and a fashionist

She is new in **London**.

She wants to **increase her social life interactions**.

She would like to learn more about **beauty trends, yoga and outdoor activities** in the city.

Pain points:

- “I get bored of Social Media, **everything and everyone looks the same**”.
- **There is too much content, but little good quality one.**
- When I find something I like, **it’s hard to save it for later**
- “I would love to see **what my friends are consuming and learning**, way better than random stories on Instagram”.

The Creator

Sam

Mechanical Engineer

He describes himself as self-learner and non-stop traveler

He lives in **Madrid**.

He wants to **optimize his time on the Internet to keep learning interesting topics**.

He would like to **visit the Patagonia**.

Pain points:

- “I **get stressed** when my friends ask me for **travel recommendation** because I never find everything I’ve visited”.
- “When I’m learning something new, **organizing the content** I consume **it’s very time-consuming** because usually it **comes from different websites** and sources”.



1. EMPATHISE

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Aligning Quester & Users' needs

Key functionalities will be distributed between the personas to respond to users' scenarios.



Jessica - The Participant



Sam - The Creator



Key functionalities

Curating quests
Searching & Voting
Opening resources with iframes
Suggesting resources to an existing quest
Saving/Completing and "like" resources.
Vault (party "resources" view)

Uploading resources
Defining votable custom data points
Create private inns and parties
Inviting members and managing roles
Use quest labels
Monetize content

1. EMPATHISE

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Today, let's focus on Jessica

Because she is the most common user of our platform, and even the first stage of the Creator.

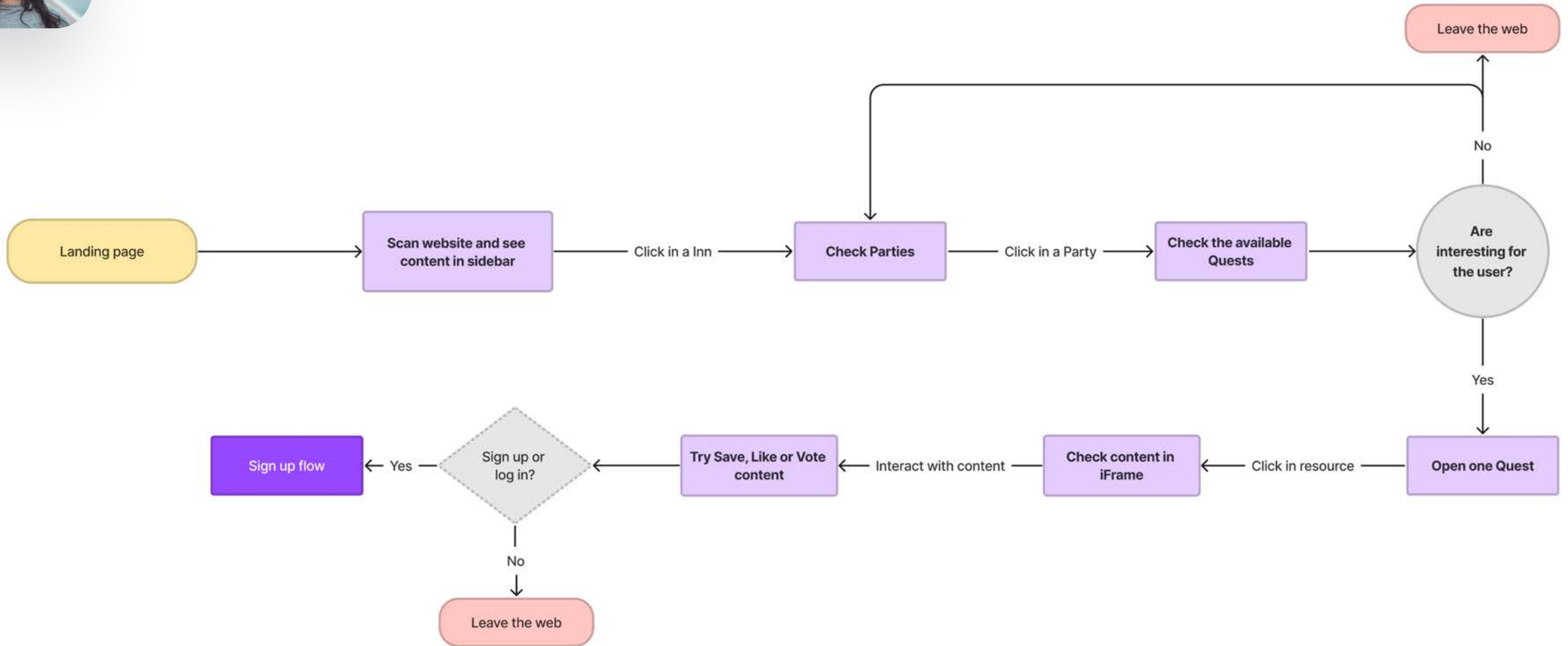
In this regards, what is the **first moment of value** we can provide to Jessica?

Discover her first quest and visit a resource. This is our Job to Be Done.





User flow



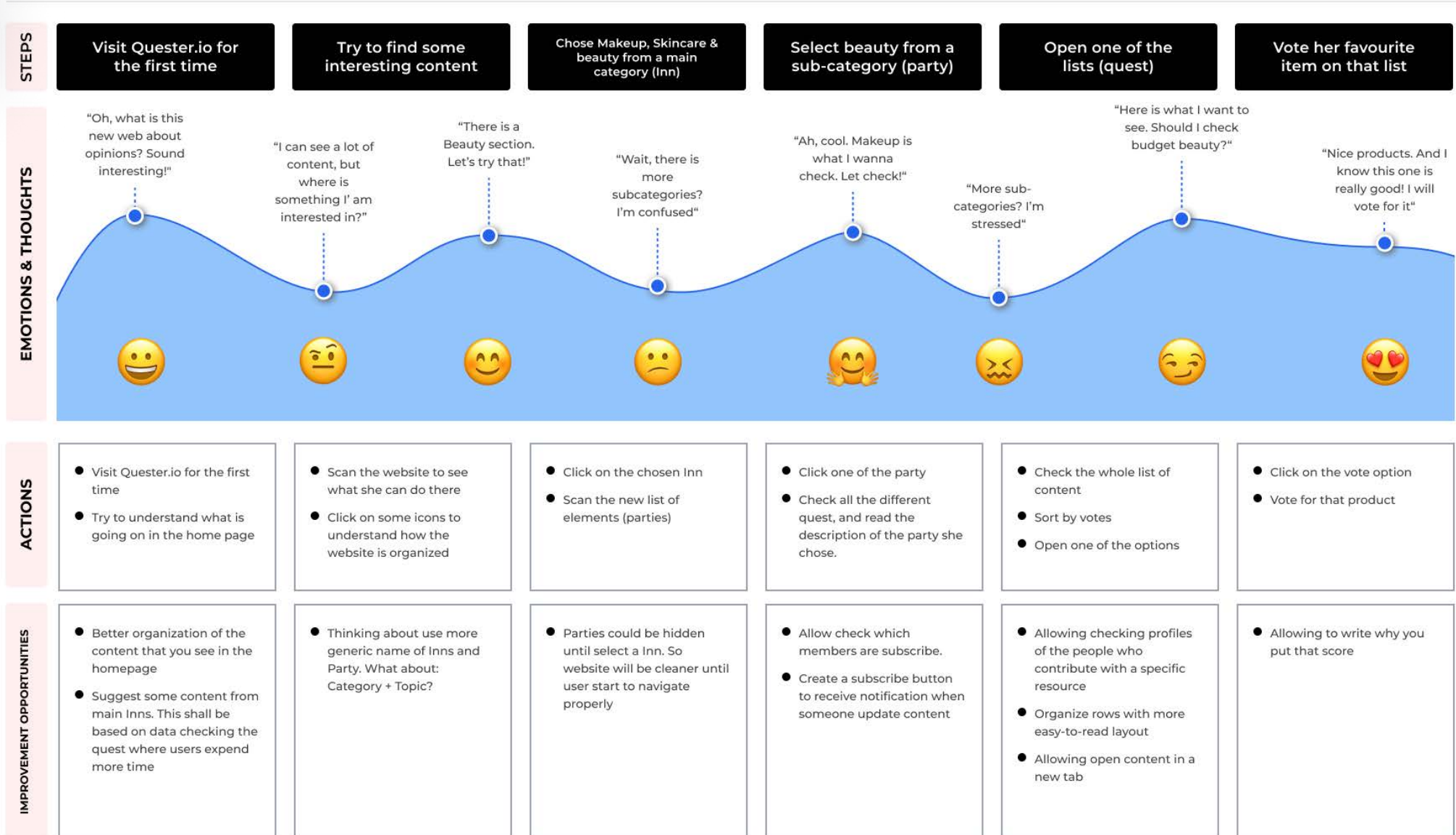
This is simplify version of [a full user flow analysis you can find here](#)



User Journey Map Jessica

Task: Visit her first resource in a public quest

Discovering [Quester.io](https://quester.io)



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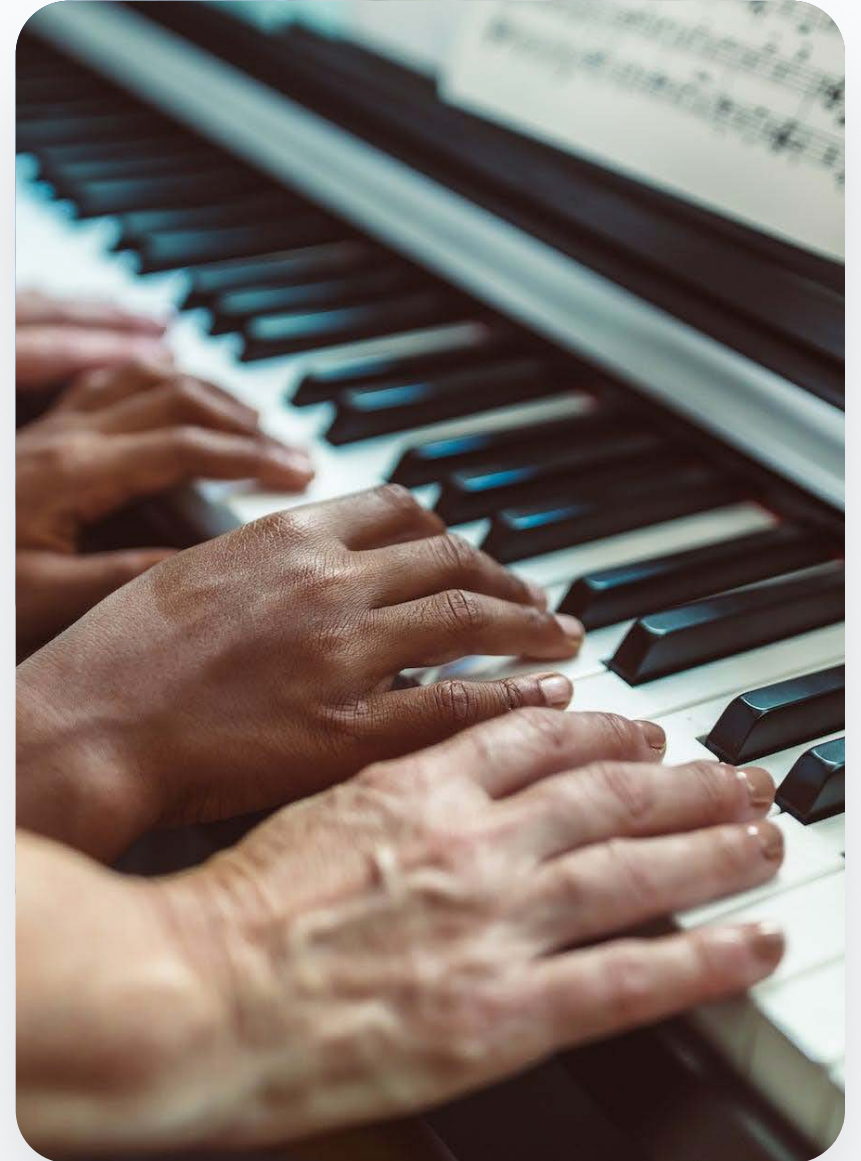
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2. IDEATE

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Which kind of onboarding experience will fit better in this case?

- ~~Onboarding Tutorials Popups~~
- Contextual Help

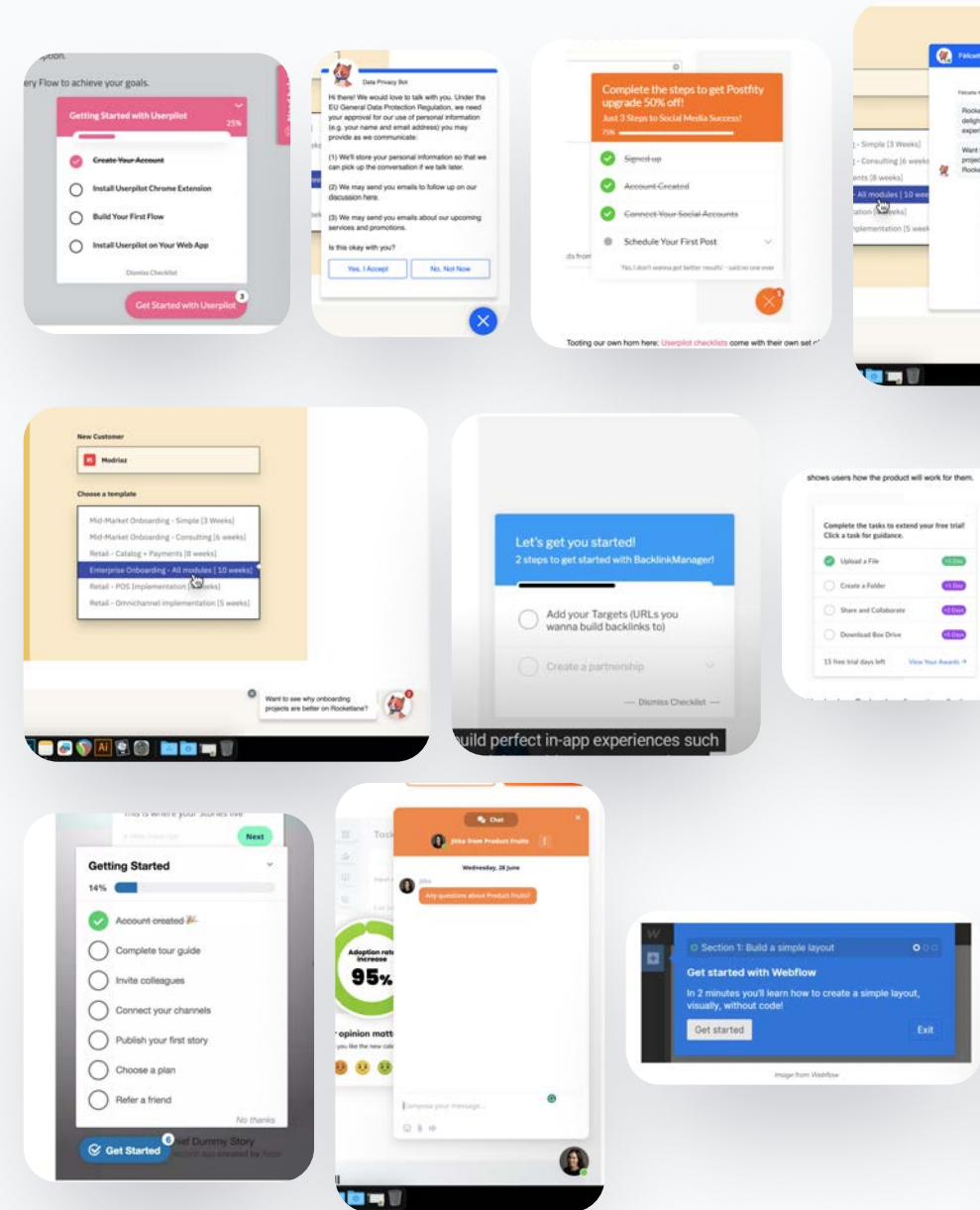


1 2. IDEATE 3

Contextual help. Benefits & Inspiration

- A list of done tasks generates reward moments
- Visual clues and friendly copywriting increases the engagement (Almost like our first conversation with them)
- It's more interactive as you are triggering the next steps with user's actions
- Easier to remember

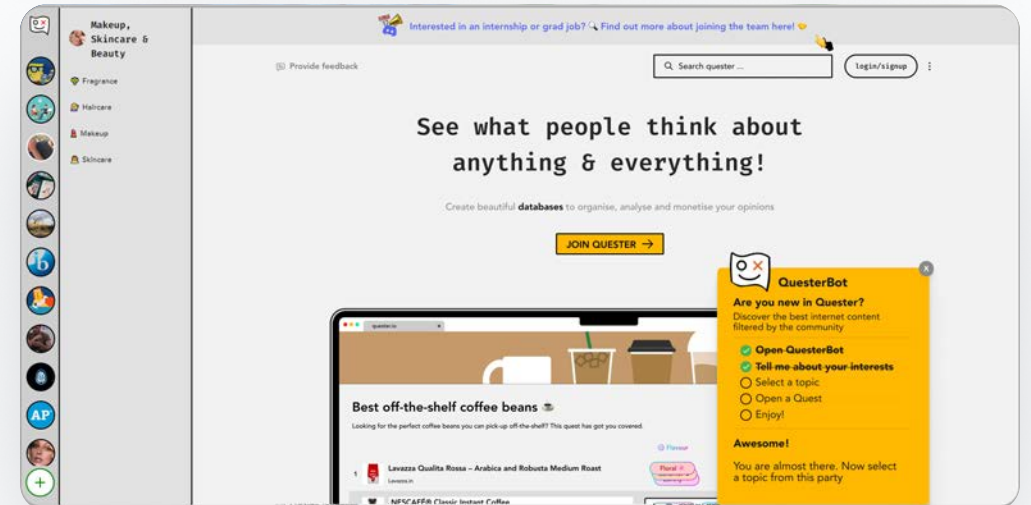
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- 1
- 2. IDEATE
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Ideation process. Exploration

1. ~~Redesign the landing page. Working on the hierarchy~~
2. Stick to what has been designed and focus only on assisting the user with the current landing page.



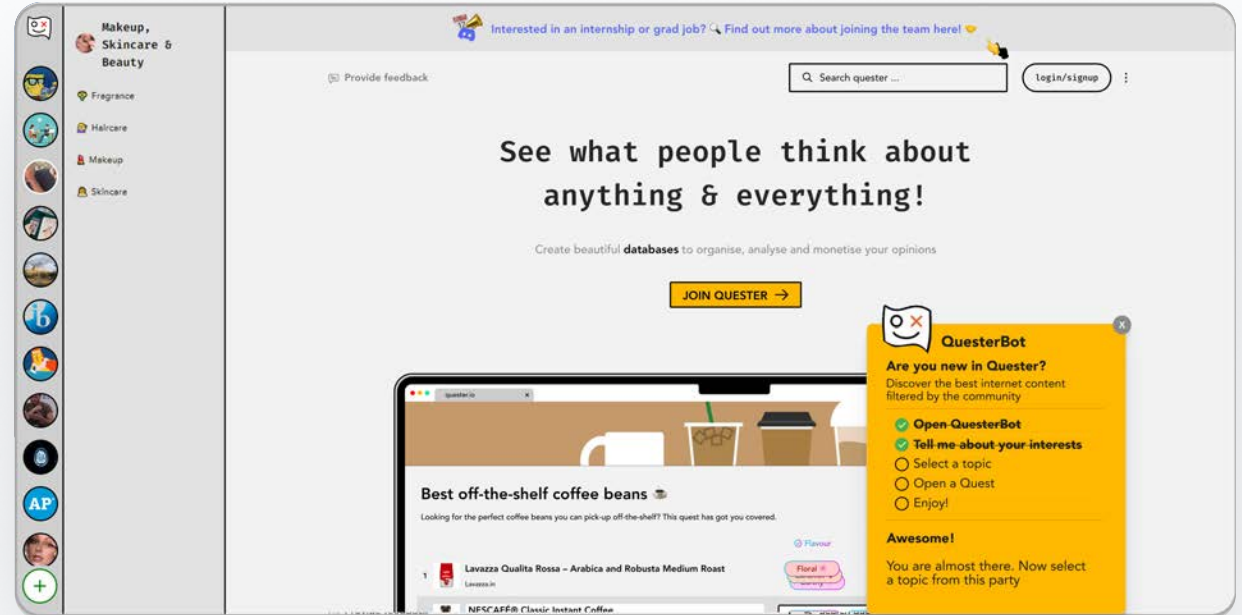
1. EMPATHISE

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- 1
- 2
- 3. DESIGN

Let's check the prototype



TAKEAWAYS & FUTURE ITERATIONS

As a first iteration of this idea, we could run A/B test to check changes in metrics to validate whether QuesterBot helps to increase user's engagement.

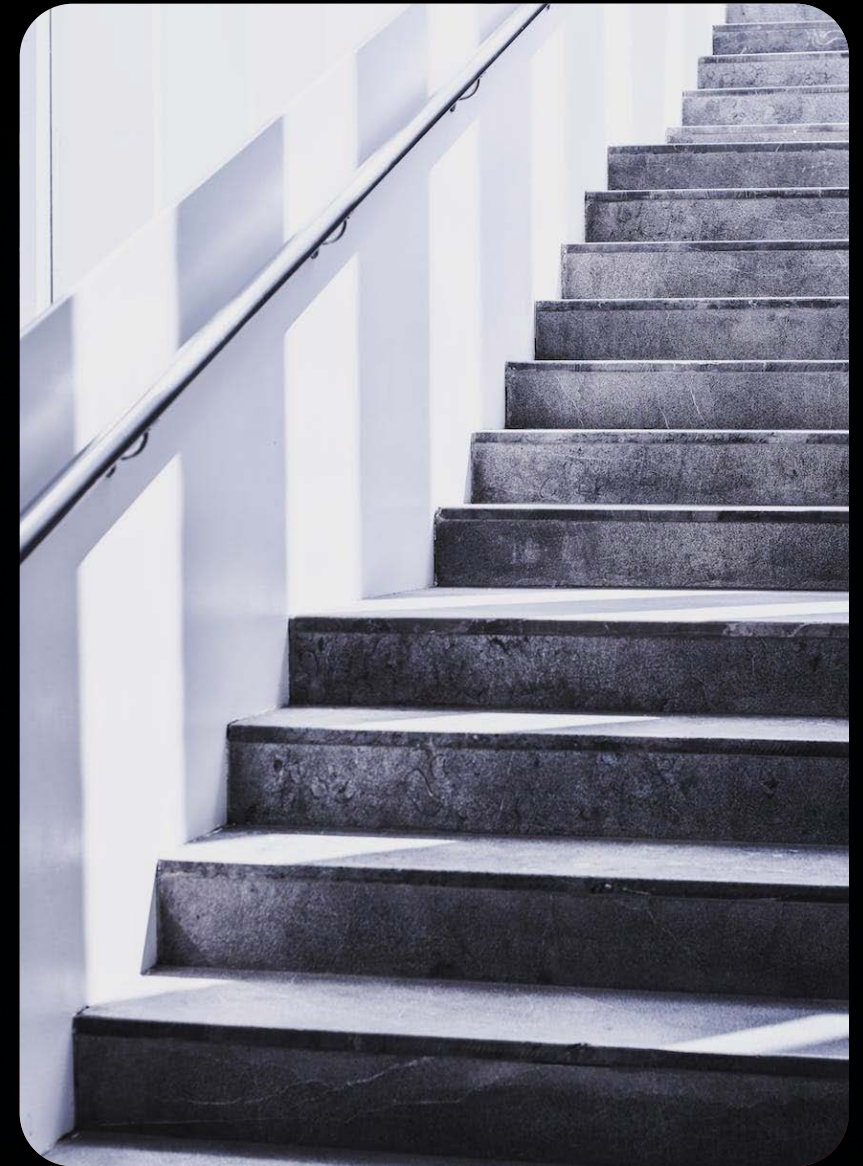
Other research that will help:

Success ratio of the task

Surveys & user feedback forms

Ideas for future iterations

- Incorporate more journeys to QuesterBot depending on what the user wants to do (teach me how to share a quest, monetize...)
- Allow imports bookmarks as quests / Youtube's playlists
- Hierarchy could be potentially improved
- https is not triggered automatically (this generates issues).
- After sign up we could trigger another task by email marketing (create your first quest?)





Thank you.

All files of this presentation are accessible at:

sergioux.com/quester