Rethinking the Onboarding Funnel

Findings from six weeks of user interviews

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Outline

The Problem

The Redesign

Results

Next Steps

THE PROBLEM

Where Users Drop Off

- 42% of new signups never complete account setup
- Drop-off concentrates at the permissions step
- Support tickets mention *"too many steps"* repeatedly

What We Heard

Confusion

- Unclear why permissions are needed
- No preview of what comes next

Friction

- Five separate screens
- No way to skip and return later

THE REDESIGN

New Flow

- Collapsed five screens into two
- Permissions requested in context, not up front
- Progress indicator shows exactly what remains

Before and After

Metric	Before	After
Completion rate	58%	84%
Median time	3m 40s	1m 15s
Support tickets/week	61	19

Table: Onboarding funnel, four-week rollout comparison.

RESULTS

What Moved the Needle Most

Biggest single win

Moving the permissions prompt from step 1 to step 4 accounted for roughly two-thirds of the completion-rate improvement on its own.

- Context-aware prompts outperform up-front prompts
- Fewer screens still matters, but less than expected

NEXT STEPS

What’s Next

- Extend the pattern to the billing setup flow
- Run a follow-up study on mobile-specific drop-off
- Share findings with the growth team next sprint

Thank You

Questions?

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