

PLG Strategy: Onboarding (sample)

Goal: Improve User Journey & Personalize Onboarding

Scenario: First-Time User Experience

Target Users: Data Scientists & Data Analysts

Industry or Profession: Bioinformatics & Biology

1) On Sign Up

- Ask the profession and industry
- Ask for experience in current role (recent grad, intern, entry level, mid-senior, senior, management, c-level)
- Ask how the app is going to be used
- Ask what tasks, projects, or types of analyses are essential to the person?

- Inform that as a ____ (insert role: Data Scientist in Bioinformatics) ____, we have a tailor-made onboarding and in-app guide for you.
- Initially, we can prepare for the top 5 roles from our current customers or markets we need to penetrate. We can add more depending on sales and demand

2) On First Log In

a) Where do I start?

- Where is the "Start Here" or "Quick Start Guide"?
- Where is the "Begin Here for a Quick Product Tour"?

b) Improve UX/UI

- Maybe refer to Project Management Apps for their UIs & workspaces (Asana, Airtable, Trello, etc.)
- Settings: Allow to choose between minimal, detailed, or guided interface (tabs, labels, colors, navigation, etc)
- Settings: Allow to change icons sizes or label font sizes

c) Utilize a Dashboard as Home

i) Main Dashboard: with panels and tabs

sample 4 sections

> can include a Personal section: summary, my projects, to-do, goals, etc.

> can include Personalized Onboarding and In-app section: Data Scientist in Bioinformatics or Biology tools, how-to's, tips, industry news, etc.

> can include Graphext section: what's new, features, updates, company events

> can include: Help Center section: quick start guide, knowledgebase, FAQs, etc.

ii) Maximize Userflow:

Product Tours

Checklists

Surveys

Resource Center

Announcements

AI Assistant

iii) Maybe add gamification tweaks with rewards, mission-based or credits

d) 1st Project

Precursor:

- If I don't have an existing dataset, where do I get them to test?
- Are they reliable sources of datasets?
- Is Graphext partnered up with data sites? (Kaggle, data.world, opendatasoft, etc.)

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