



Abstract and Intro

Analysing the onboarding best practices as well as common pain points can help create an positive user experience. Primary and Secondary research highlights the key features of successful onboarding and using this I have narrowed down the features needed for a B2B user onboarding to a SaaS product.

Study Methodology

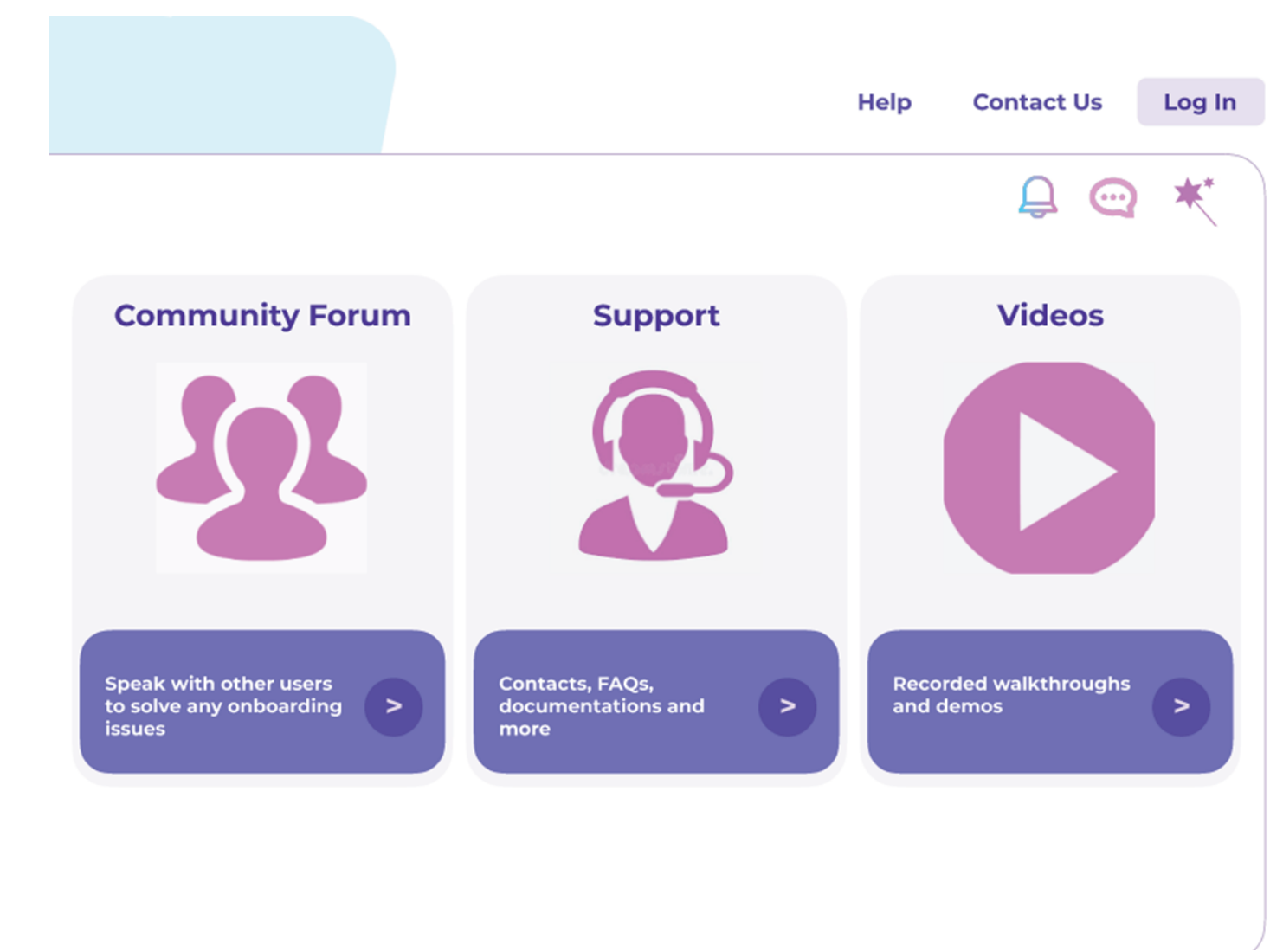
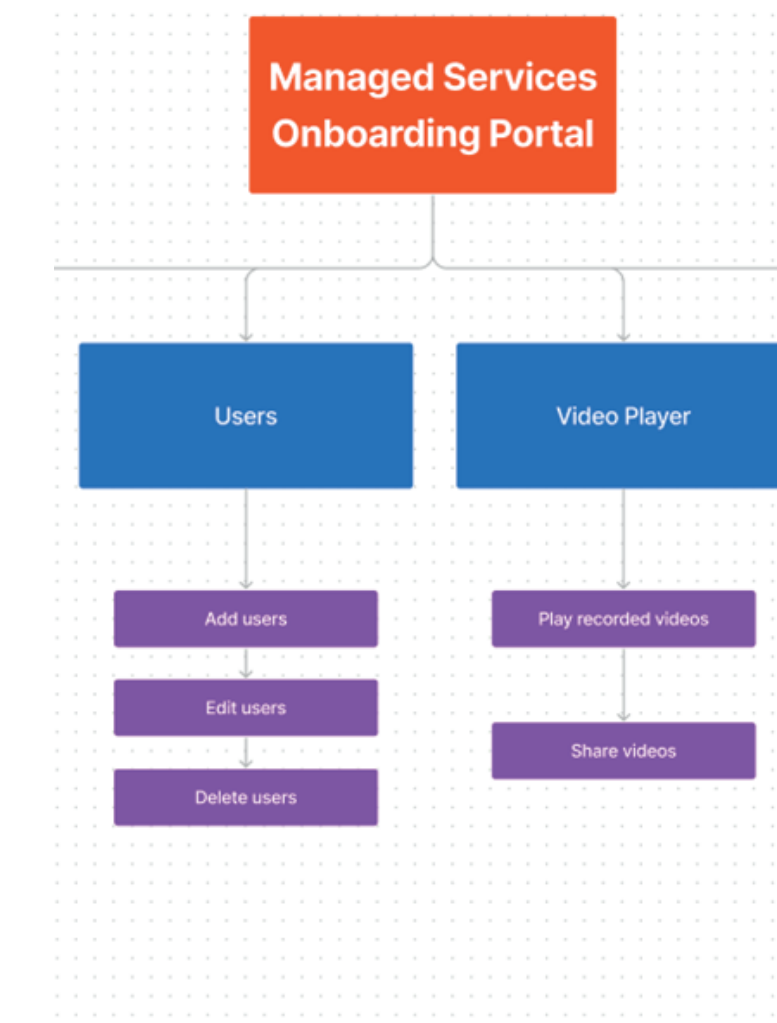
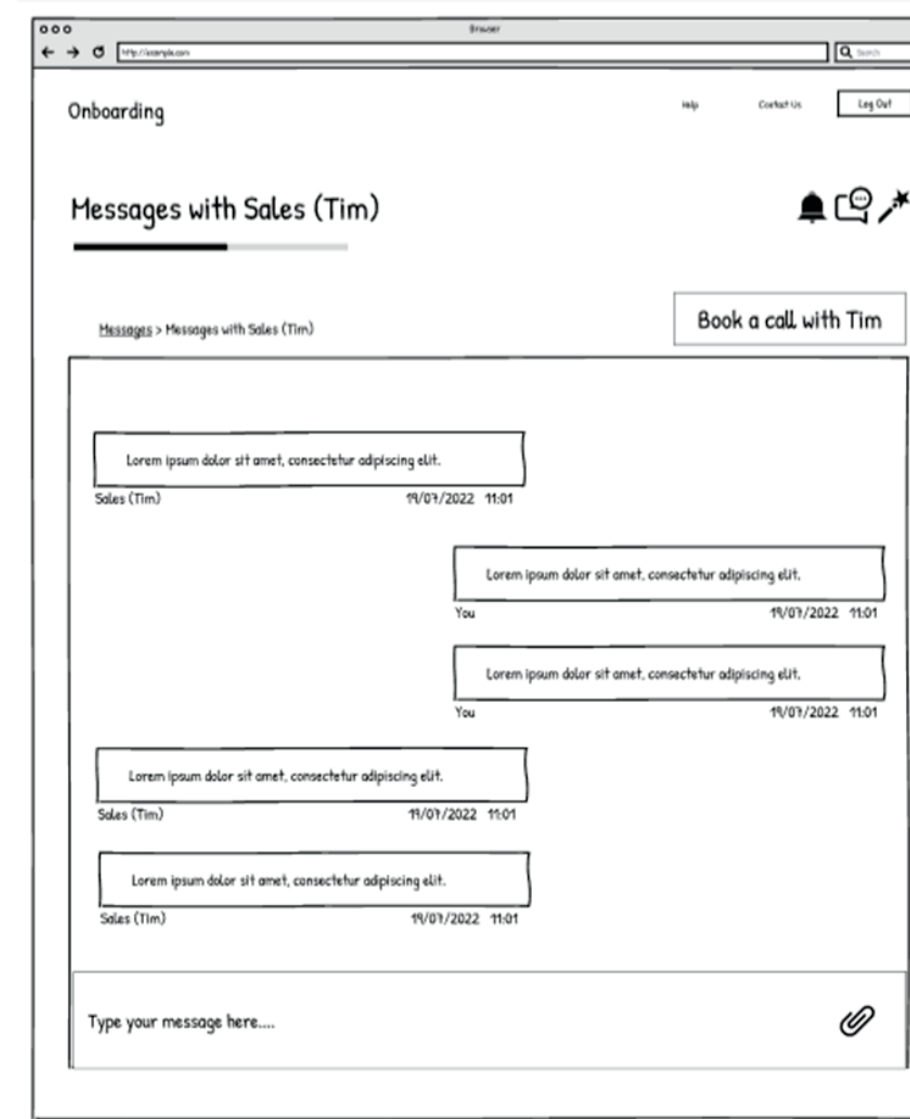
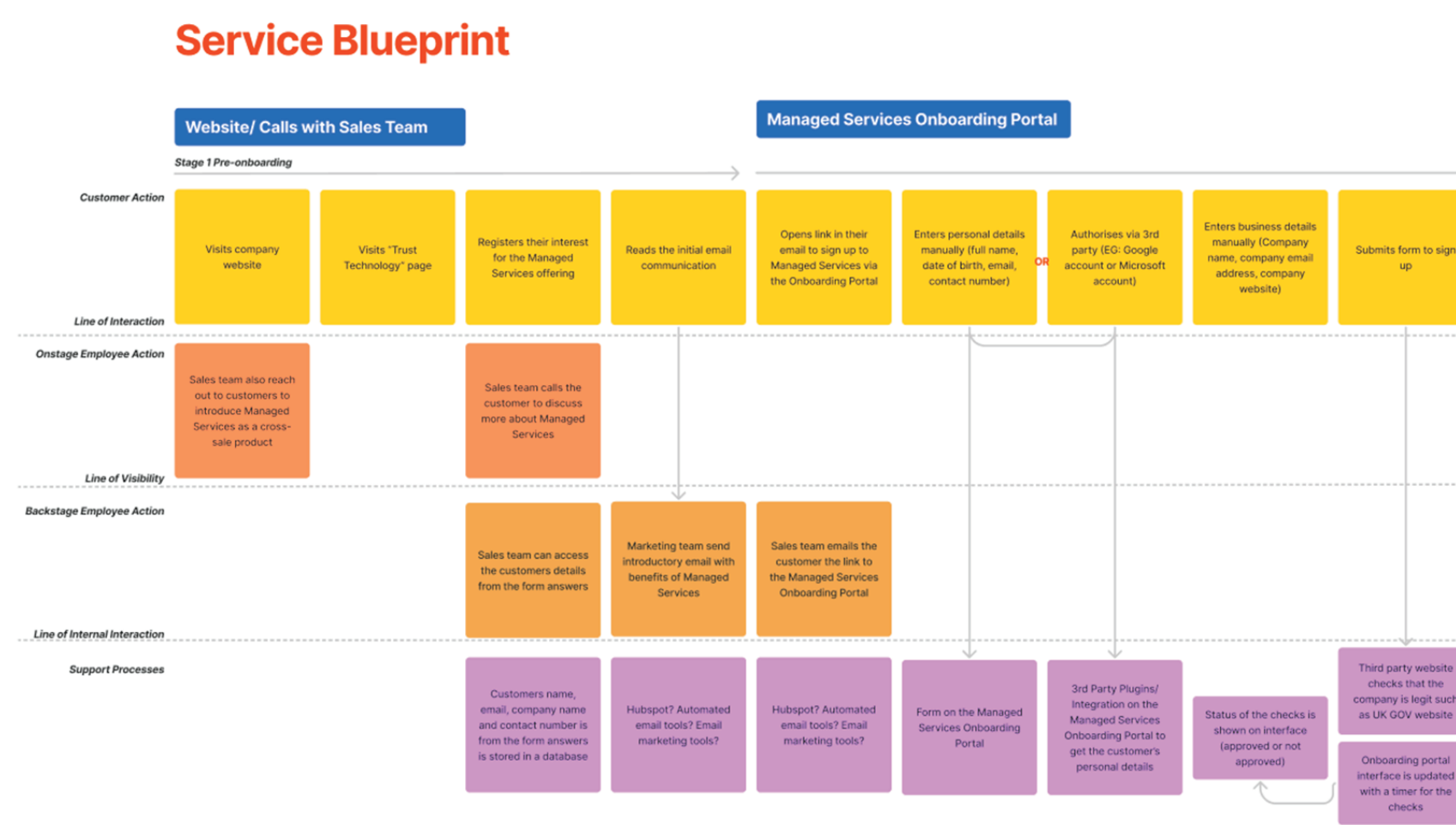
Primary research in the form of 3 online questionnaires all aimed at finding out about users experiences for different products and services. Secondary research focussed on a literature review of research done on best practices for B2C and B2B users.

Testing & Evaluation, Research Results

Wireframes tested using "first click testing" to ensure it is usable. Mockups tested using unmoderated usability testing to ensure that users can navigate easily and complete the onboarding. Main results were that CTA needs to be more obvious and navigation bar is missing.

Future Work

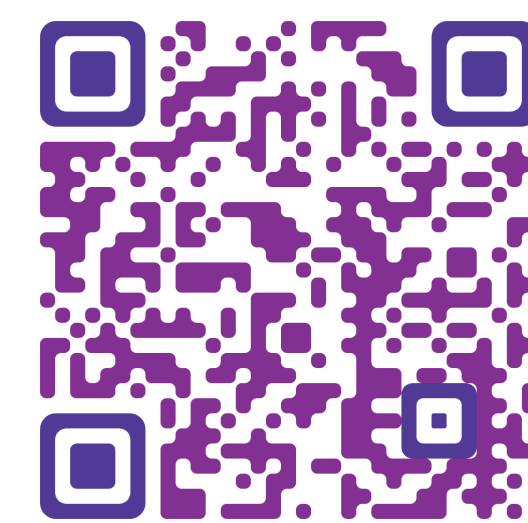
Conduct more research on how location can impact the users needs and whether there is an advantage to having different onboarding processes for different locations or one standardised process.



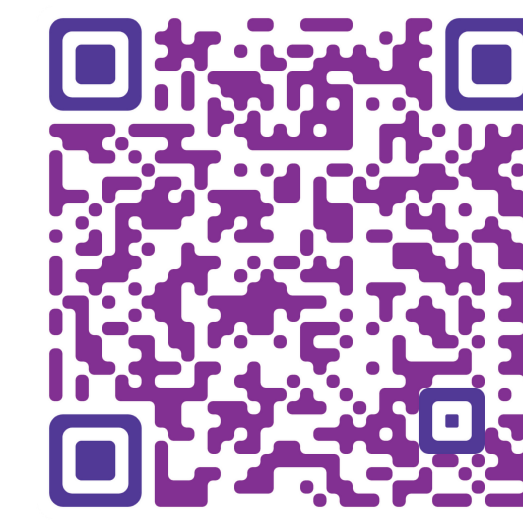
Personas



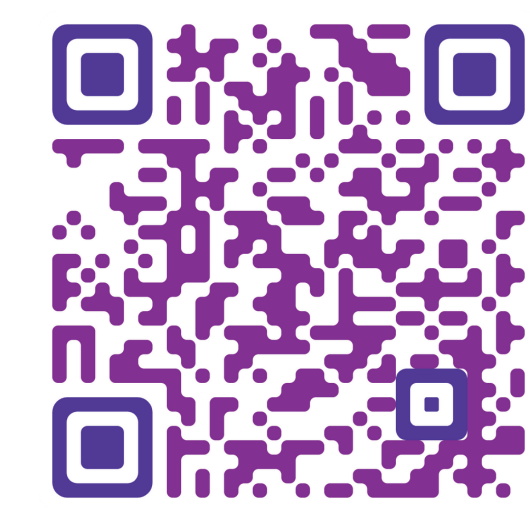
Service Blueprint



Wireframes



Site Map



Mockups