# TECHARK

# ONBOARDING RECOMMENDATIONS

Let's see how your current website is performing and identify any gaps.

# ONBOARDING

What really stuck out to me in your brief was that customers who used [company-name] for a while loved it, but a lot didn't even get past the free trial before giving up. We need to find out what is happening with your onboarding.

To help you understand what happens during the onboarding process, I've put together a screencast of me signing up. Check it out here.

## Key takeaways:

- ✅ I found the naming of the course confusing. Mainly because I didn't quite understand what the different names referred to. It would have been nice to be able to preview the different themes before deciding.
  *Action: Add a Preview Theme link which shows the screen similar to below for each theme.*

- ✅ Why can you only integrate Stripe through the walkthrough? Why are other payment gateways left until later?
  *Action: Add buttons to connect with different merchants or save this*
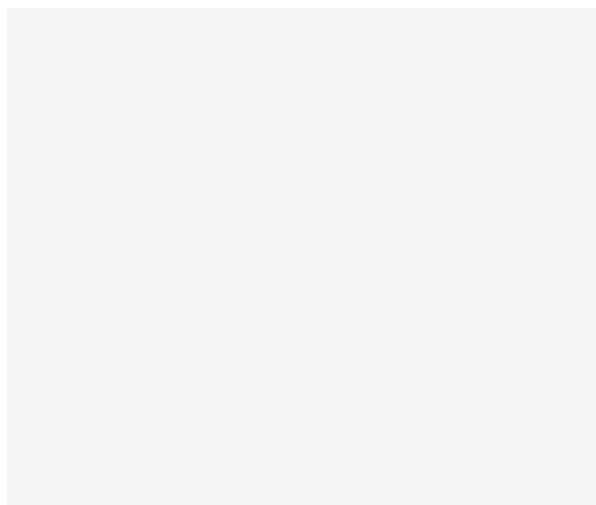
*entire step until later.*

⊘ Video was good but a bit overwhelming.

*Action: Despite the above, I'd keep the video but implement the changes below.*

⊘ I couldn't access the video to watch again.

*Action: Show the video moving to somewhere you can easily access on the screen.*