

### Checklist: Questions to Ask Before You Begin the User Onboarding Design Process

<input type="checkbox"/>	Do you understand your users psychology?	This is the groundwork that must be done before you begin design -- in other words, know thy user. You should know how to focus on their expectations and needs. Do your research, know your user personas, and map out the user journey.
<input type="checkbox"/>	How can you create success for your user early in the process?	Creating a sense of accomplishment as soon as you can creates a positive experience and engagement.
<input type="checkbox"/>	How will you make your user a master user?	You shouldn't be thinking about getting the user to buy, it should be about getting the user engaged and becoming a pro.
<input type="checkbox"/>	How familiar are your new users with competitive products/services?	If they are already savvy, you may be able to shorten the onboarding process.
<input type="checkbox"/>	Have you answered the questions your user will have in advance?	You need to anticipate use questions that will arise and find a way to let users know what your app or site is good for, what they can be do during the onboarding experience, and how to do it in the simplest possible terms.
<input type="checkbox"/>	Do you need to have several different onboarding experiences based on different personas?	Making the experience personal goes a long way in making it a sticky one. If there are distinct differences in your targets, you may need to make the onboarding different as well.
<input type="checkbox"/>	Do you know the 'Aha' moment?	What is the exact time in the process when your user 'gets it' -- and can see how your product will improve life.
<input type="checkbox"/>	Are you getting into the action fast enough?	Slide shows, progressive screens, and videos may be great for you to create, but they may prevent the user from actually using the app.
<input type="checkbox"/>	Do you know your friction points?	Users are going to get stuck in the funnel. While you can't anticipate every roadblock at the first iteration, you need to lessen the confusion or distractions wherever you can.
<input type="checkbox"/>	Have you ignored empty states?	When there's no content in a user interface (UI) form, that's an empty state. A good empty state lets the user know what kind of content to expect, teaches the user how to add their own content, and encourages them to do so. This is an opportunity to communicate your brand personality and get the user to understand the benefits of your product/service.
<input type="checkbox"/>	Have you set your metrics?	These should be in place before the onboarding process begins.