



User Research for Onboarding

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Why user research?

After testing multiple onboarding concepts, we discovered that automation was one of the features users desired most. They wanted 4Degrees to automatically set check-in frequencies and arrange their contacts into groups.

In order to suggest the right frequencies and groups, we recommend using several research tools to understand users' networking behaviors as well as their mental models for organizing contacts.

Tool #1: Surveys

Surveys help us gather qualitative and quantitative data about users' networking behaviors. Here are two surveys that we created for future user research.

- [General Survey](#)
This survey aims to gauge how users typically network and what challenges they may face during the process. It has not been sent out yet.
- [Email Survey](#)
This survey aims to understand users' email habits and their process for keeping up with their network. Currently, this survey has 9 responses.

Tool #2: Card Sorts

Card sorts are great for understanding users' mental models. Our card sort asks users to group a random assortment of contacts into the groups that make the most sense to them. As of today, 4 card sorts have been completed.

- [Card Sort Activity](#)
- [Card Sort Results](#)