Use Case #1
Onboard new users and prevent churn

Product Fruits

Designer view	User view	Tips for designers

1.

Welcome Tour
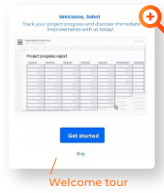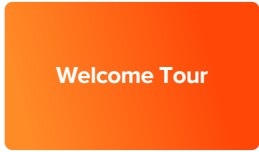
Welcome tour

Welcome new users by name and briefly introduce the value of your product. On the final card of your Welcome Tour, include a CTA (Call to Action) button to navigate users through your platform or its essential features via Feature Tour(s). This Tour should be displayed only once for each new user. After the Welcome Tour is completed or skipped, we recommend displaying the Checklist widget for further exploration.

Onboarding phase

2.

**Feature Tour(s)**
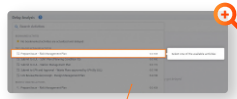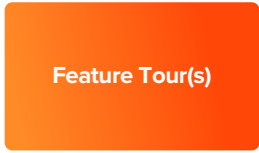
Feature Tour

A Feature Tour accelerates the process of understanding and using your product or its key sections/features. After completing the Feature Tour, don't forget to request feedback using an Adoption Meter widget. If you find your Tour is not as helpful as intended, consider adjusting its content or the flow's structure.

Checklist
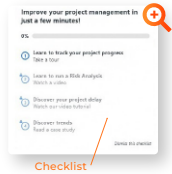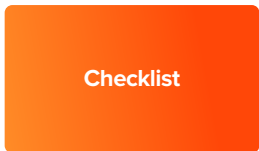
Checklist

The Checklist widget, containing Feature Tours, videos, and/or articles, represents a powerful tool for speeding up your user onboarding. It shows immediate progress and keeps your users on the desired learning track.

Onboarding phase

3.

Hint(s)
(Tooltips)

Tooltip (Hint)
Feature tour   Article in the Knowledge base
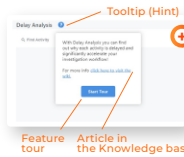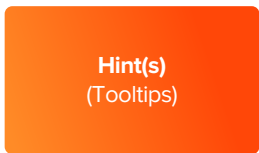
When the Checklist and Tours are dismissed or skipped, another way to deliver information to your users (when they are ready to learn) is through your 'support layer,' consisting of Hints, the Life Ring Button (LRB), and Knowledge base elements—all permanently present in your app.

Life Ring Button
(Help Center)

Help Center
(The Life Ring Button)
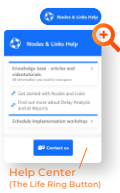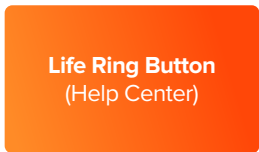
Unlike Hints, which are dedicated to specific product features or sections, the Life Ring Button (LRB) serves as a central access point for all your support content and user-dedicated communication channels. The LRB provides links to articles, video tutorials, and essential tours, as well as access to a feedback form, and third-party chat and/or calendar.

Knowledge Base
(Learning Center)

Knowledge base

If you have a feature-rich app, centralize your support content (such as articles, video tutorials, technical documentation, etc.) and make it easily accessible from one repository, the Knowledge Base. Add links to Knowledge Base articles in your LRB, Checklist, Hints, and/or Tours.
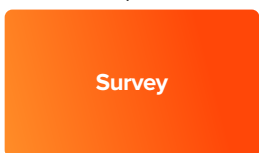
Support phase

4.

Announcement(s)

In-App Announcement

Inform and engage users about your new feature, app version, best practice case, or webinar while they work in your app. Display announcements temporarily for the duration of the promotion and/or exclusively to a specific user segment.

Engagement phase

5.

Survey

Trial Survey

During the trial, ask users about their experience using a 'Trial' Survey. Based on their feedback, adjust your flow structure or content. If you find that they are at risk of dropping, use custom rules to offer them a free trial extension and/or a discounted rate.

Follow-up phase

We'd love to show you how to create an effective onboarding experience for your users—without coding. Get in touch with our Product Adoption Specialist here.
Majority of the above images represent the user onboarding flow of our client, a project management platform Nodes & Links.
Read about their success story in detail at www.productfruits.com/case-studies/nodeslinks.