

# Onboarding Questions

## Free-trial:

- Do users expect to be able to upgrade a free trial? Or do they maybe think that they get access to all records during the free trial.
- Do users expect and want to keep their work after a free trial?
- Do users expect a free trial to continue after a cancel?
- Do users expect paywalls during a free trial?

## User comprehension/usability:

- Do users understand what a hint is and how to get more?
- Do users understand how to validate a hint and why that is important?
- What do users expect when they make a decision on a hint?
- Do users understand the purpose of the tree view, person profile page, record pages, etc.?
- Do users understand how to navigate to these pages
- Do users understand what a record is?
- How confident are users in their ability to use the product after the current on-boarding experience?
- What are the points of confusion for users as they go through the on-boarding process?
- When do users call in to Member Services during the free trial period? What do they call in about?
- What are customers most common questions, points of confusion, and complaints when calling in about on-boarding?
- Is there any other data from Member Services that they feel would be useful for us to know regarding on-boarding? (Both quantitative and qualitative)
- What is the emotional reaction at each step?

## Friction:

- Is it better to start asking about mothers instead of fathers?
- Is it easier for a user to give the age of their parents than a birth date?

## Intent:

- What is a user's intent and how does it correlate to BTR, etc.?
- What would be the most exciting record we could show users as their "first value"?

## Cancelled(ing) users:

- Was the 14 days enough to reach total expected value?
- Do people cancelling on Day 14 feel like they had enough time?
- What are the in-depth reasons for cancelling?