

CASE STUDY



Saberr

ONBOARDING.PRO

BACKGROUND

Saberr helps organization leaders and hiring managers create better teams

Their technology allows to accurately assess professional skills and personal traits of team members, so they can work better in groups, avoid conflict and be more productive.

PROBLEM

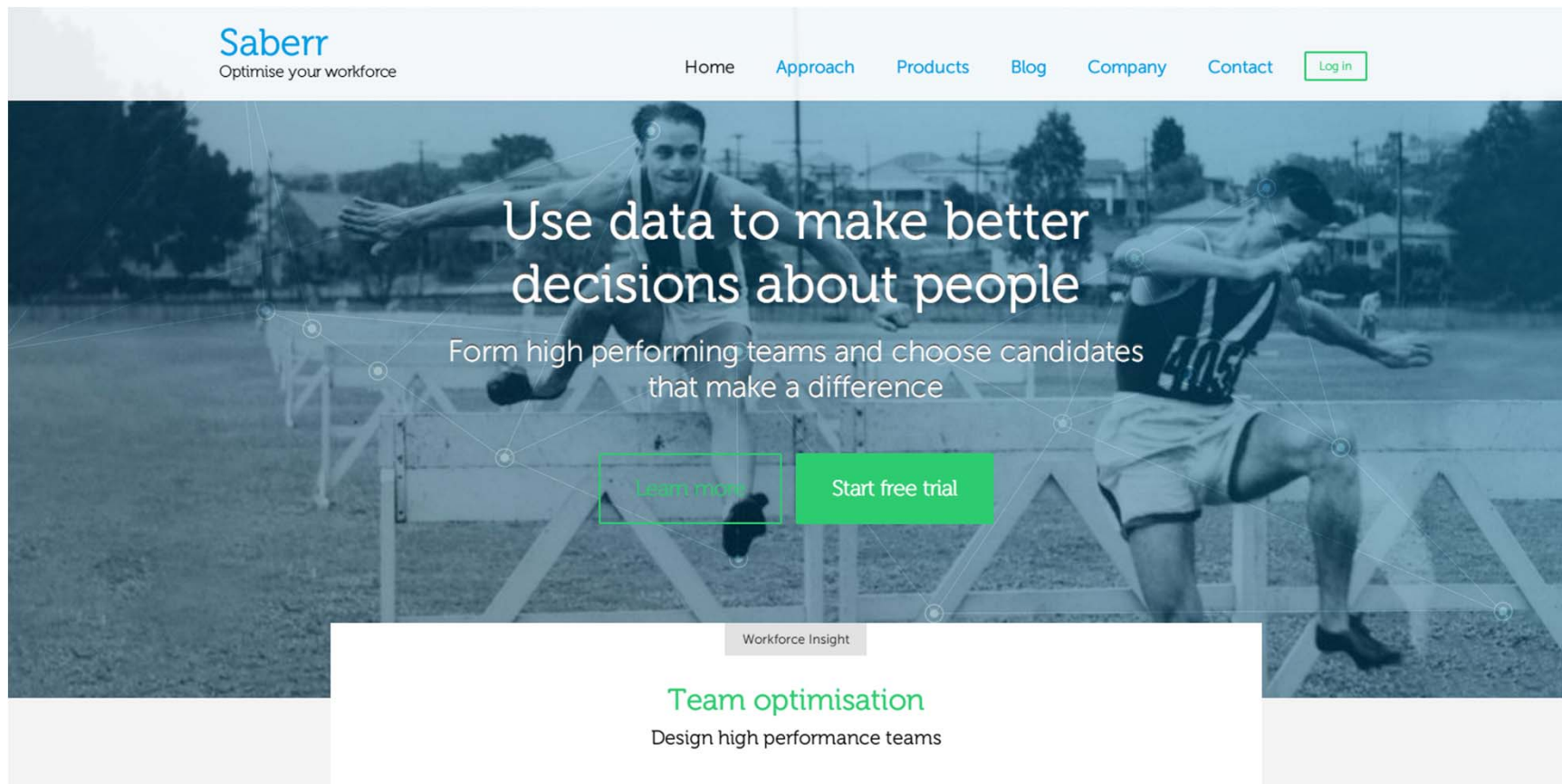
Poor conversion of newly signed up users

Hiring managers and team leaders would find the product value proposition appealing.

However, most were hitting a wall right after sign up, unsure how to get value from the product. This in turn led to extensive customer “handholding” by the product team.

BEFORE

Original sign up flow: Landing page



BEFORE

Original sign up flow: Registration

The image shows a registration page for Saberr. On the left, there is a welcome message with a quote from Ryan Notz, CEO and Founder of MyBuilder.com. Below the quote are five bullet points with icons: 'Analyse & improve teams' (group of people), 'Make decisions based on data' (chart), 'Quick to setup and get the team results' (clock), 'Easy to use' (star), and 'Apply the right science' (checkmark). On the right, there is a registration form titled 'Create your Saberr account and start designing high performance teams'. The form includes a 'Log in' link at the top right, five input fields for 'First name', 'Last name', 'Email', 'Password', and 'Password again', and a 'Sign up' button. Below the form, there is a checkbox area with the text 'By clicking Sign Up, I agree to the Terms and Conditions.' and a 'Log in' link. At the bottom right, there are links for 'Log in', 'Contact Us', and '© Saberr'.

Welcome to Saberr

“
Saberr's insight into our existing workforce was so useful that we now use them to assess every candidate that walks through our door.”

Ryan Notz
CEO and Founder of MyBuilder.com

- Analyse & improve teams
- Make decisions based on data
- Quick to setup and get the team results
- Easy to use
- Apply the right science

Create your Saberr account and start designing high performance teams

Log in

First name

Last name

Email

Password

Password again

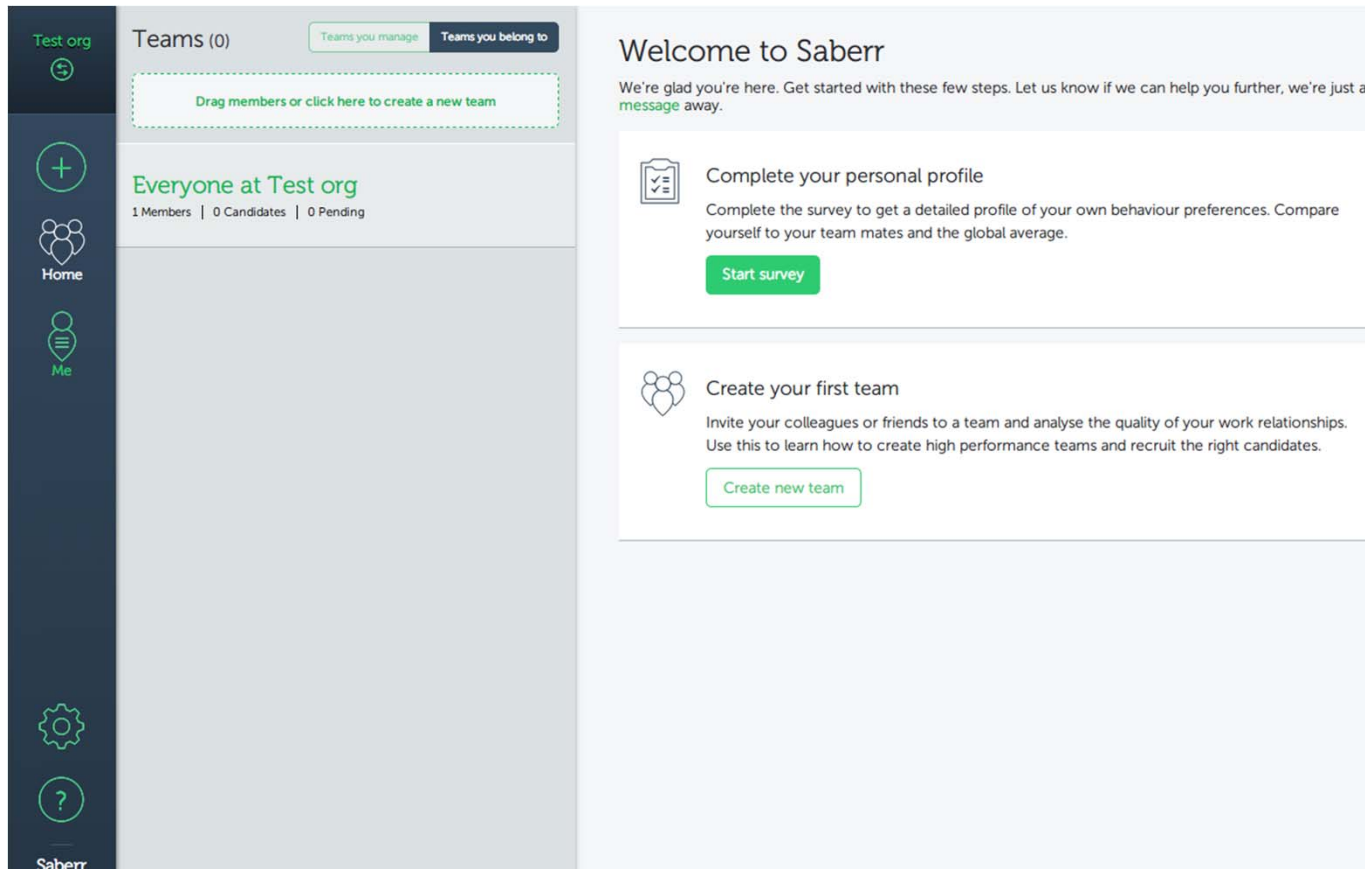
By clicking Sign Up, I agree to the [Terms and Conditions](#).

Sign up

Log in Contact Us © Saberr

BEFORE

Original sign up flow: User workspace



ANALYSIS

Product value is too distant

For the product to deliver value, hiring managers needed to assess all the team members first. An arduous task.

Before these assessments were finished there was no way of knowing if the product actually worked as advertised.

SOLUTION

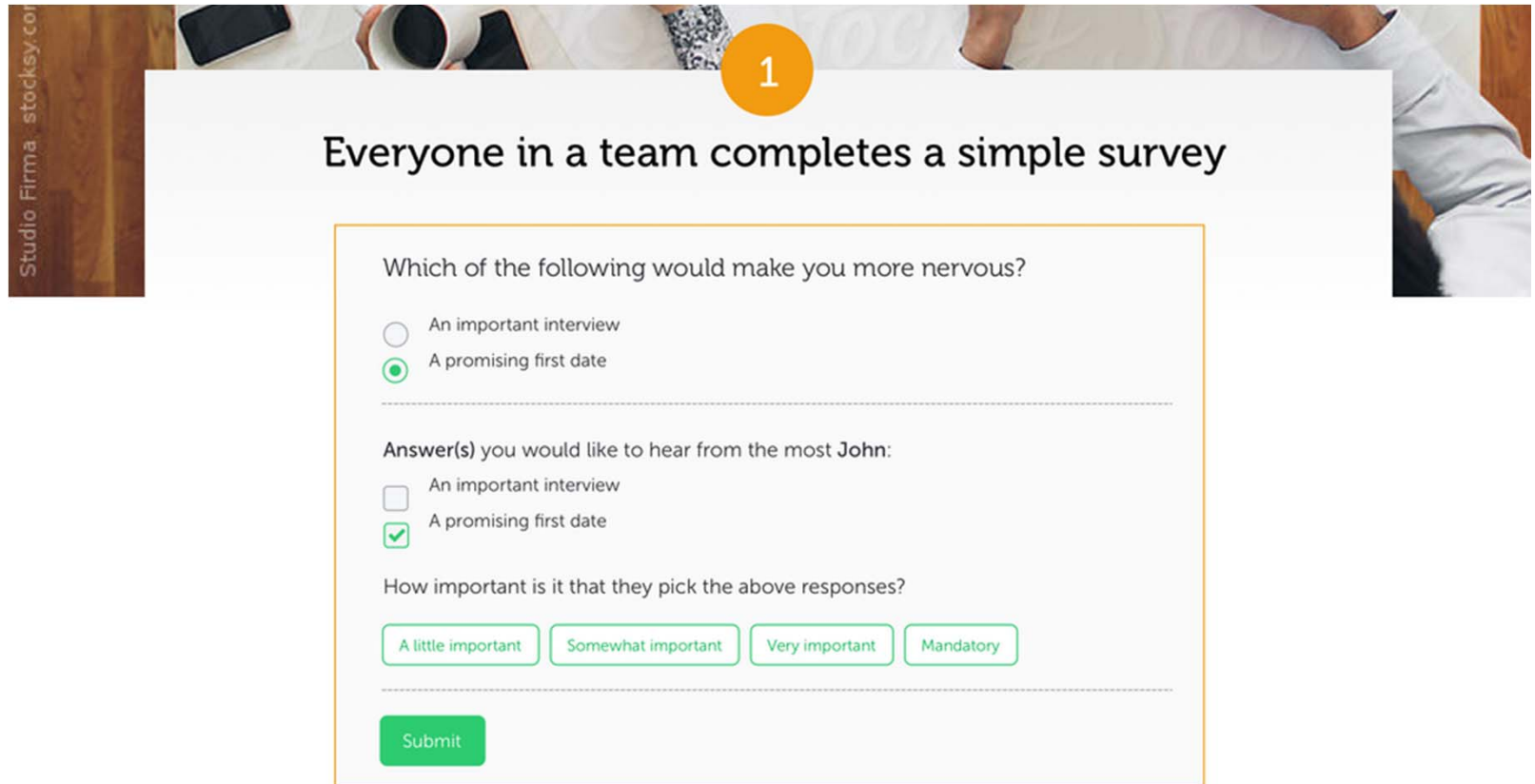
Showcase value before registration

The new flow aims to showcase the end result of the team assessment to create a strong Wow! moment, which demonstrates the value of the product.

This helps to pre-convert user and create momentum needed to complete the registration and initial set up.

AFTER

New sign up flow: How everything works, including the type of questions your team members will be asked



1

Everyone in a team completes a simple survey

Which of the following would make you more nervous?

An important interview

A promising first date

Answer(s) you would like to hear from the most John:

An important interview

A promising first date

How important is it that they pick the above responses?

AFTER

New sign up flow: How everything works, including the scoring system

2

Results are scientifically analysed
View how well everyone's values align

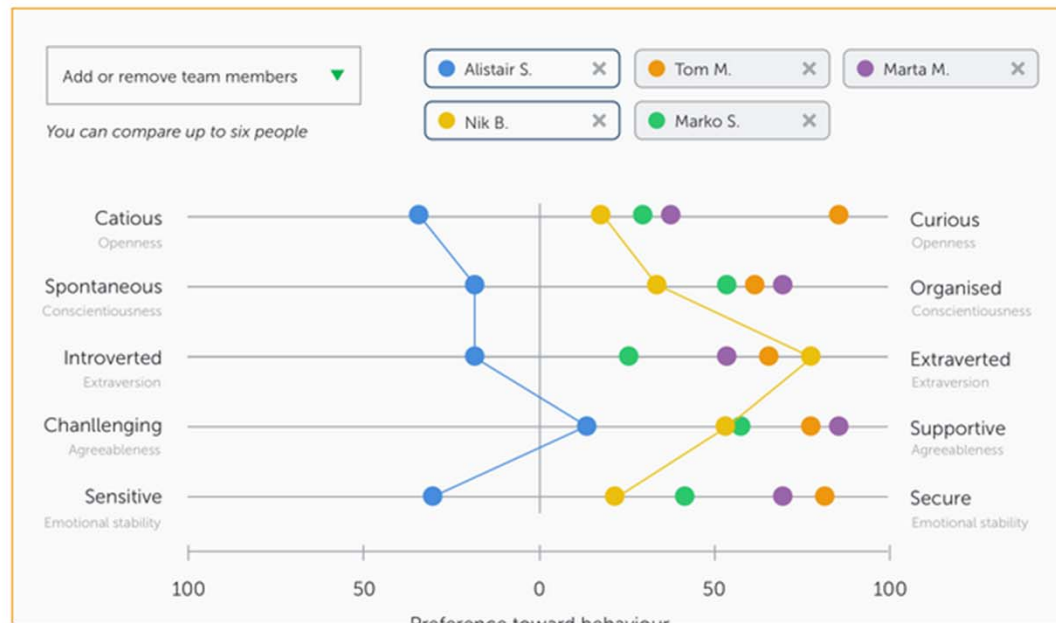
	Alistair S.	Marko S.	Sam M.	Tom M.	Sandy R.	Marta M.	Avg.
Alistair S.		59	10	87	67	89	62
Marko S.	59		30	42	64	54	56
Sam M.	10	30		58	89	78	58
Tom M.	87	42	58		92	34	67
Sandy R.	67	64	89	92		92	83
Marta M.	89	54	78	34	92		72

AFTER

New sign up flow: How everything works, including the type of results you get in return

3

Understand how you can help your team work better, together



AFTER

New sign up flow: Theoretical knowledge backed up by practice

This is Saberr's actual team.
See how we work as a team...

Click on the highest pairwise score



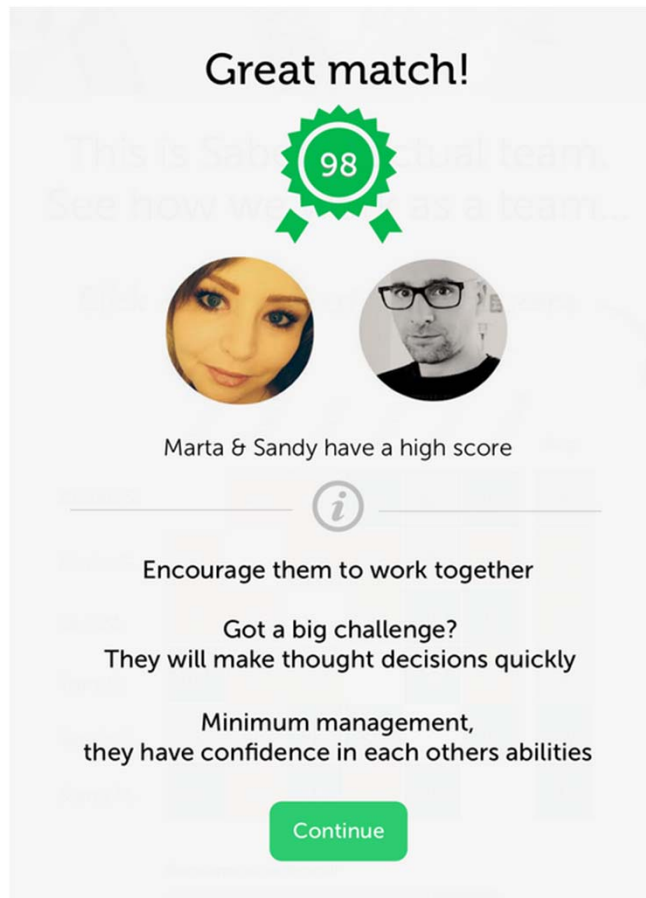
	Alistair S.	Marko S.	Sasa M.	Tom M.	Sandy R.	Marta M.	Avg.
Alistair S.		52	10	87	67	89	62
Marko S.	51		30	42	64	54	56
Sasa M.	10	30		58	89	78	58
Tom M.	87	42	58		92	34	67
Sandy R.	67	64	89	92		98	87
Marta M.	89	54	78	34	98		76

Resonance score legend:

< 40	45 - 55	55 - 63	63 - 75	> 75
very low	low	average	high	very high

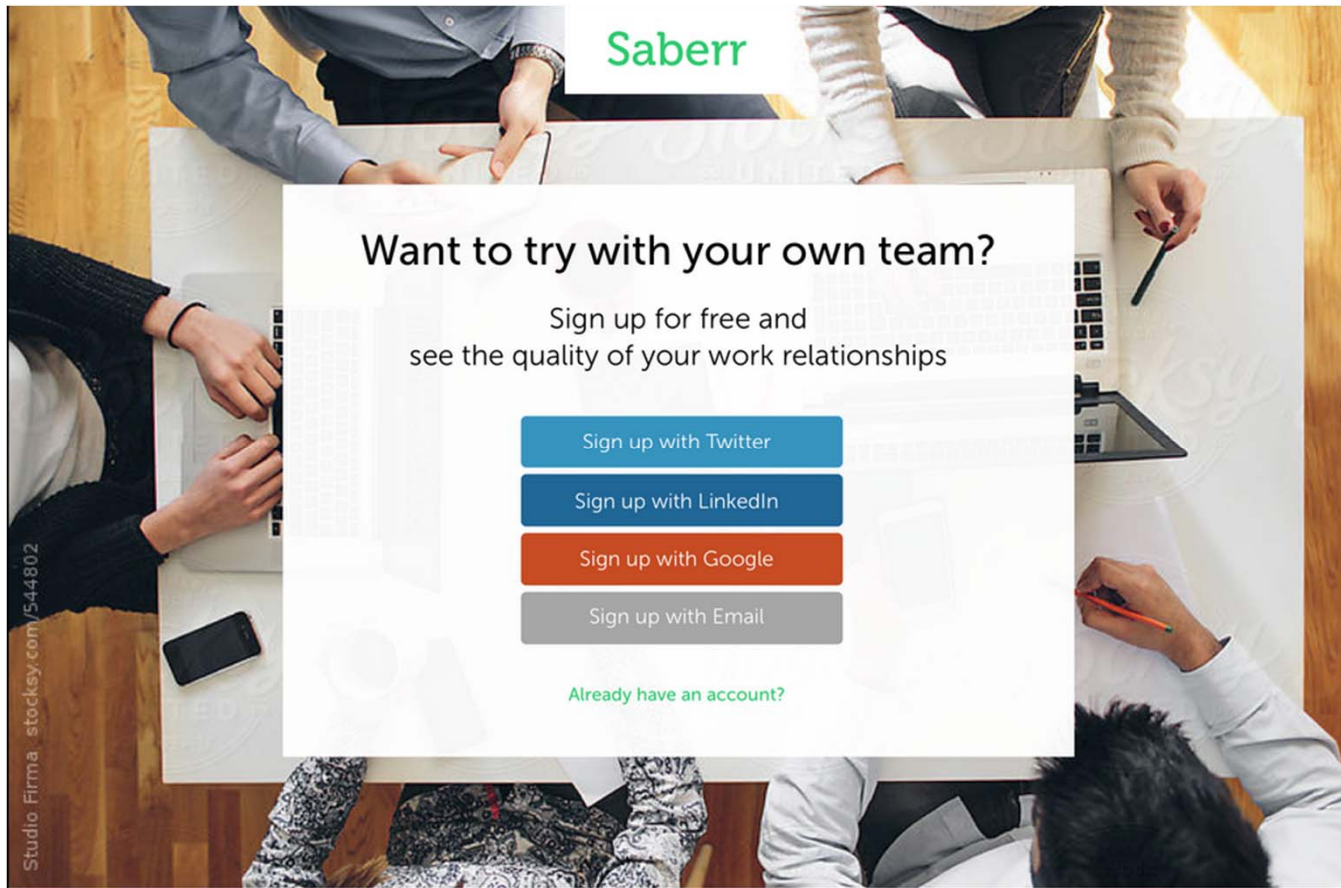
AFTER

New sign up flow: The Aha! moment



AFTER

New sign up flow: Now sign up to do it with your real team



SYNOPSIS

Deliver value first

The new flow helps to establish user's trust in the product and delivers the Aha! moment even before user has put in any effort.

This results in significantly better adoption rates, as users clearly see the value and have stronger motivation to use the product to achieve this value.

CONVERT MORE CUSTOMERS WITH
BETTER USER ONBOARDING

ONBOARDING.PRO