

## Hot Site: Learn From Other Onboarding Successes



### Video Transcript:

Paul: Hi there, it's Paul Clifford from [Disruptware](https://www.disruptware.com/) again. And today I want to talk about a really hot site that's recently come out called [useronboard.com](https://www.useronboard.com/).

So useronboard.com is a **creation by a guy called Samuel Hulick**, and Samuel is a designer, a user experienced designer. And what he has done is created what's called teardowns of really good products. So that he can **analyze what the user experience** is for people who are signing up for these products.

Now as you know once you buy something and commit to something and you go for **the sign-up or what they call the onboarding process**, it's that emotional feel good factor that makes you become their loyal follower, their evangelist. **You are more likely to recommend it to someone else** or think, 'Hey, this is just plain cool and I'm really pleased that I pressed the buy button.'

So that **whole UX experience is really, really critical to get right**. So what Samuel has done is taken some of the really successful companies like [Evernote](#), like [Buffer](#), like [WhatsApp](#), [Optimizely](#), [Quora](#), there is a whole list of them. And what he has done from a UX perspective is gone through the sign-up process, gone through like what they've done really, really well, and **then put his way of doing it if he was in charge** basically, or done some subtle critiques of things that they could improve from his point of view. It's really good education, it's a free site, just go and take a look and I'll think you'll find it really, really valuable.

**Teardown is basically like reverse engineering**. And what he is doing is reverse engineering really successful sign-up processes for the benefit of the whole community. And of course, **Samuel is a UX guy**, and I'm sure he would love to connect with you too.

So I hope you found that useful. Leave a comment below if you enjoyed that video and let us know how you are getting on with your startup. This is Paul Clifford from Disruptware.

Recommended Resources:

1. User Onboarding - [click here](#)
2. Evernote - [click here](#)
3. Buffer - [click here](#)
4. WhatsApp - [click here](#)
5. Optimizely - [click here](#)
6. Quora - [click here](#)

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