



Behavioural Science
Case study:
Irrational Labs+
Nextdoor

nextdoor



Identifying key behavior to change 🧠

To complete the onboarding steps,

so that user can start interacting with the community within a week of completing profile.

Behavioural Map

Mapping the process

Friction

Friction

Lack of Trust

Splash with login buttons

Option to login with google, facebook, Apple & email. Invite code & language option.

Signup or login

With email ID & password input. Also option of forgot password.

Address & name input

Country, zip code & street to discover the neighbourhood. Also the full name input.

Location access

To confirm the address, option to try another way.

Allow notifications

To stay up to date. App native dialog box to allow or not.

Add & Adjust Profile pic

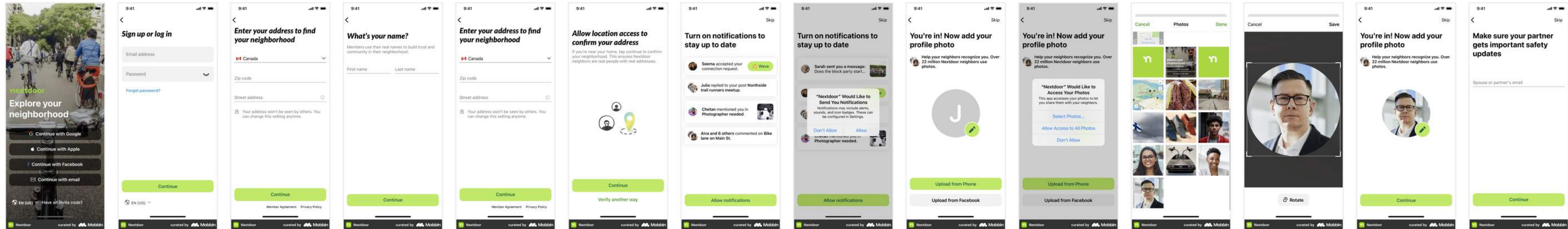
Option to add from phone or facebook and edit pic.

Partner details

Spouse email with skip option

Profile building without knowledge of how the app works

There is no AHA moment here, only entering user data without giving a peek of what all app can do.



Behavioural Map

Mapping the process

Lack of Trust

Friction

Lack of mental model

Stigma

Emergency details

Spouse email with skip option

Contact syncing

To see who are nearby

Invite friends

Contact list with invite buttons

Mailing on behalf

Asking for permission to periodically print and mail invitations on users behalf.

Pledge with rules

Some rules to follow with main CTA button of 'Go to neighbourhood'

Say hello

Add location and pic and say something about yourself or ask a question.

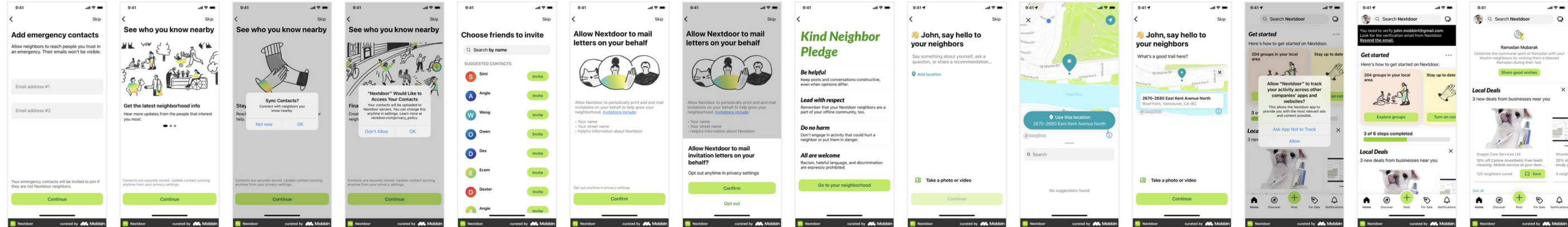
Track app data

Dialog box asking for permission for tracking

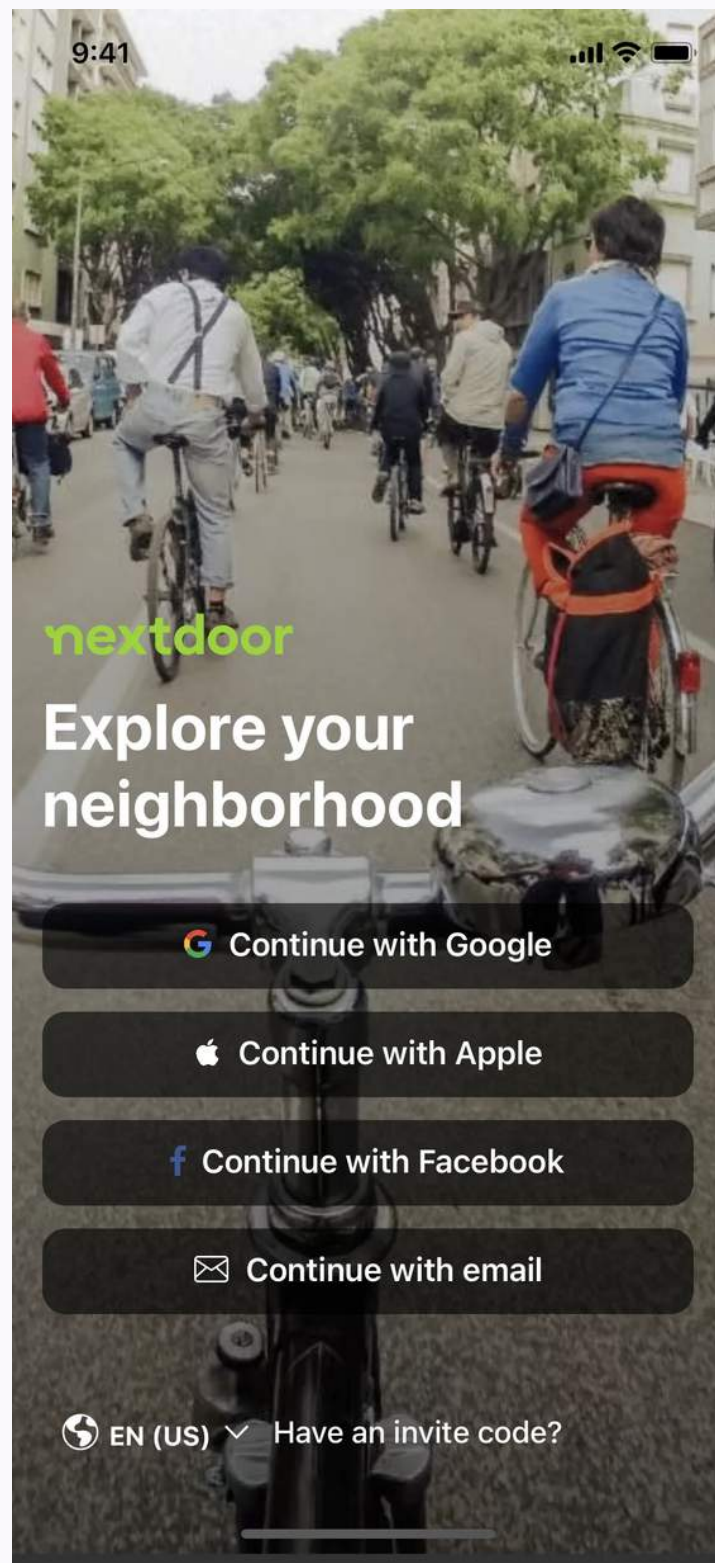
Main screen

Getting started, local deals and profile completion bar.

App discovery starts here
After lot of steps, finally some elements can be seen here.



Identifying Biases & Barriers



Picture Superiority Effect

We remember images far better than words



The image used in the main banner here is not corresponding with the concept of the app.



Salience




Our choices are determined by the information we're shown



Using too many buttons here is diluting the main CTA or the salience here.




Identifying Biases & Barriers

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Sign up or log in




Email address

Password 

[Forgot password?](#)



Continue

 EN (US) 


9:41   


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Enter your address to find your neighborhood

 Canada 




Zip code

Street address 

 Your address won't be seen by others. You can change this setting anytime.

Continue

[Member Agreement](#) [Privacy Policy](#)

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What's your name?

Members use their real names to build trust and community in their neighborhood.

First name Last name

Continue

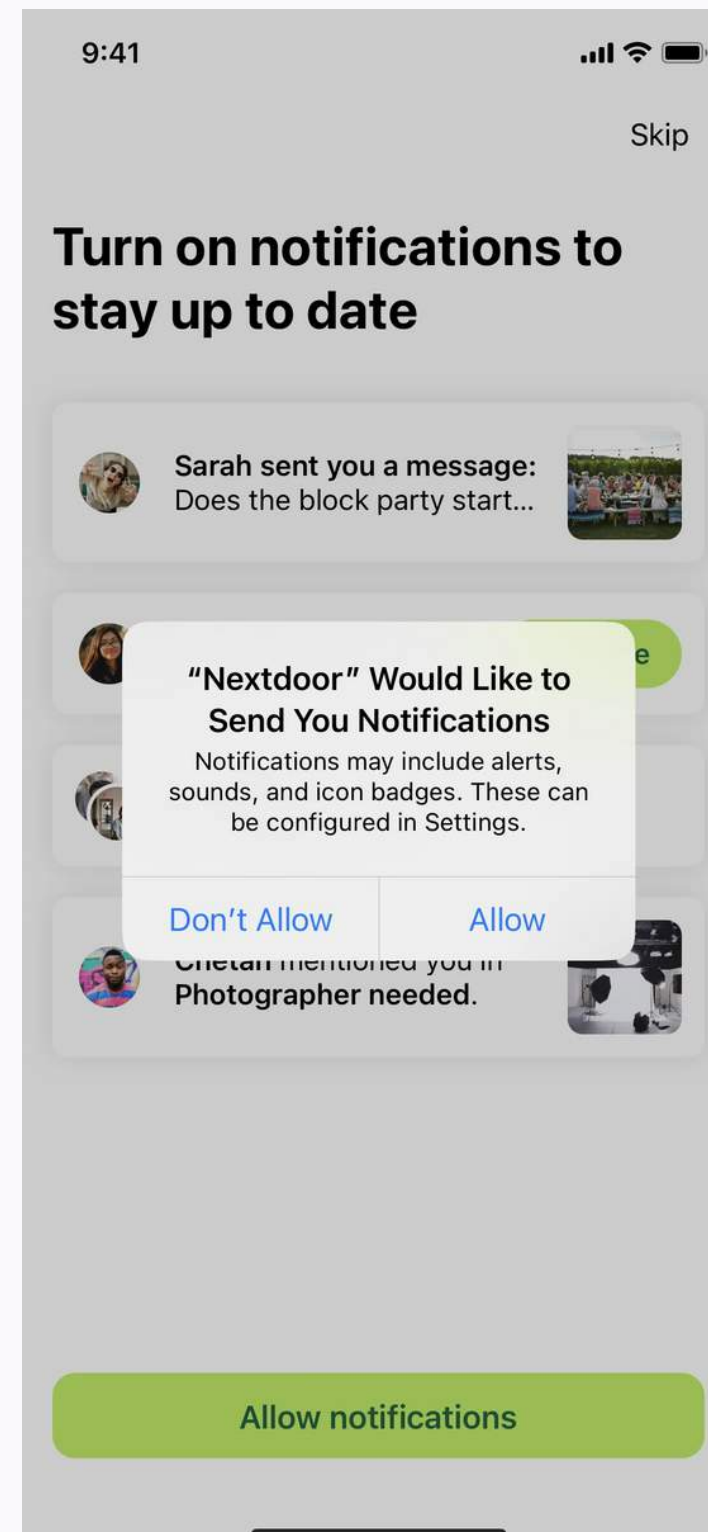
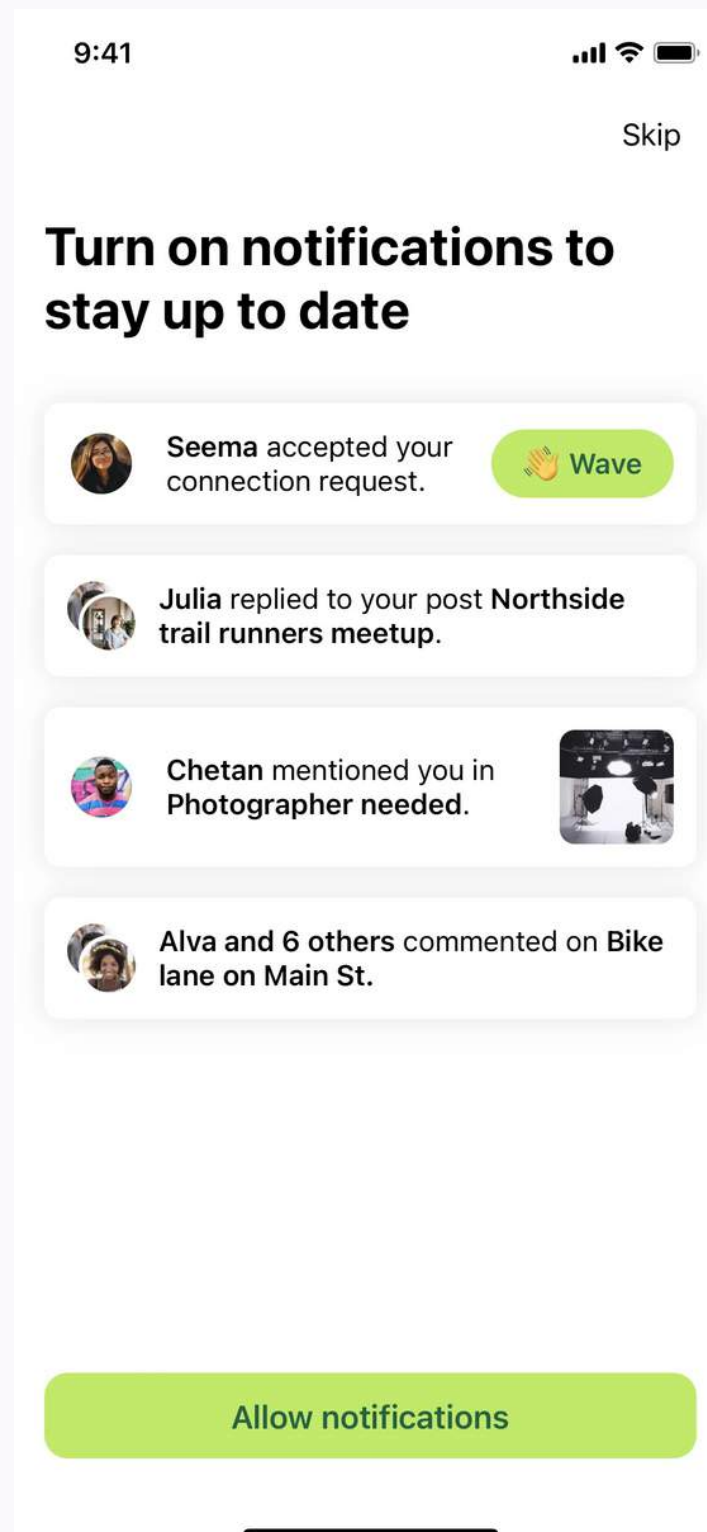
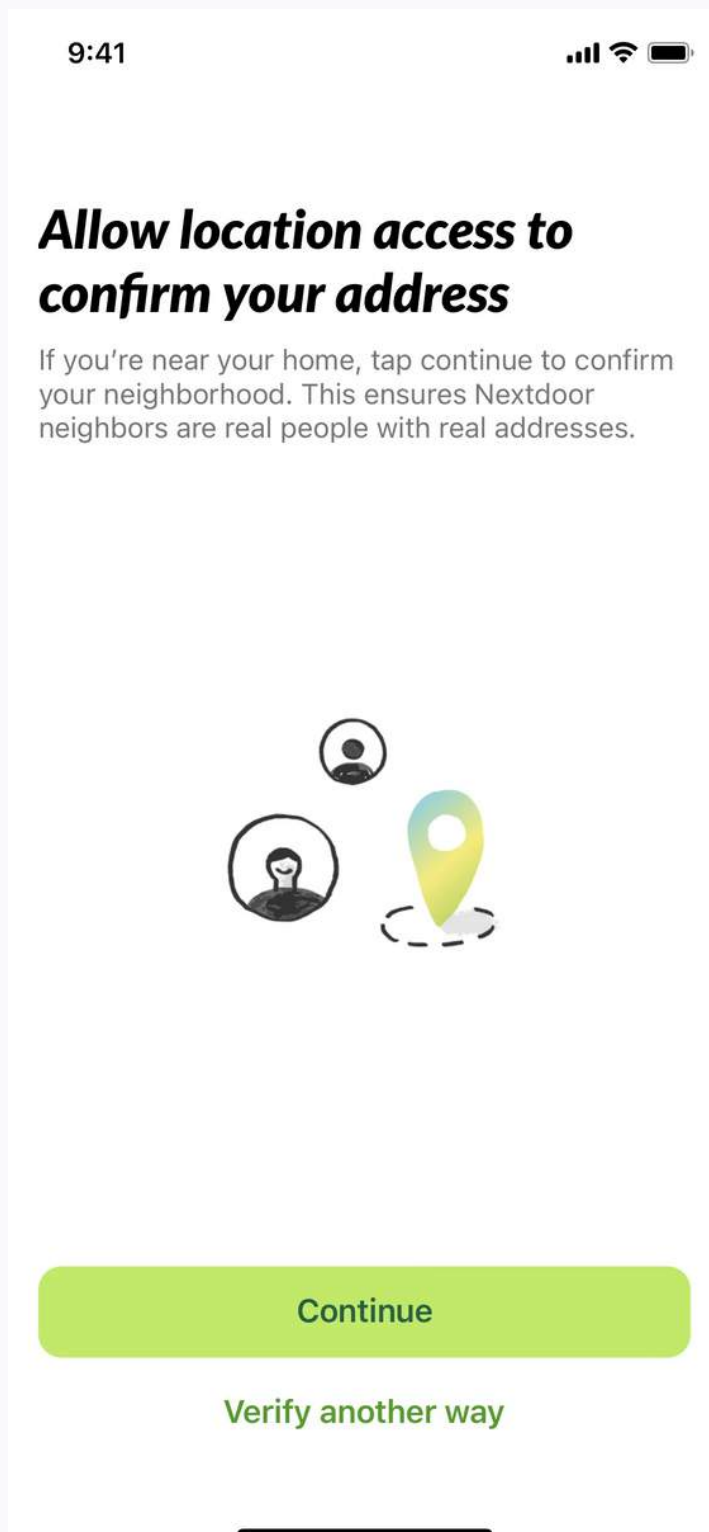
 **Endowed Progress Effect** 
We reach our goals faster when we have help getting started


There is no progress bar hence user can have a perception of how many steps are remaining in onboarding.


 **Risk Aversion** 
We don't like uncertainty and generally stick to what we know

User will feel uncertain about the why they are providing information beforehand without getting any value first.


Identifying Biases & Barriers




 **Reactance**

We'll do the opposite from what we're asked if we're pushed too hard 

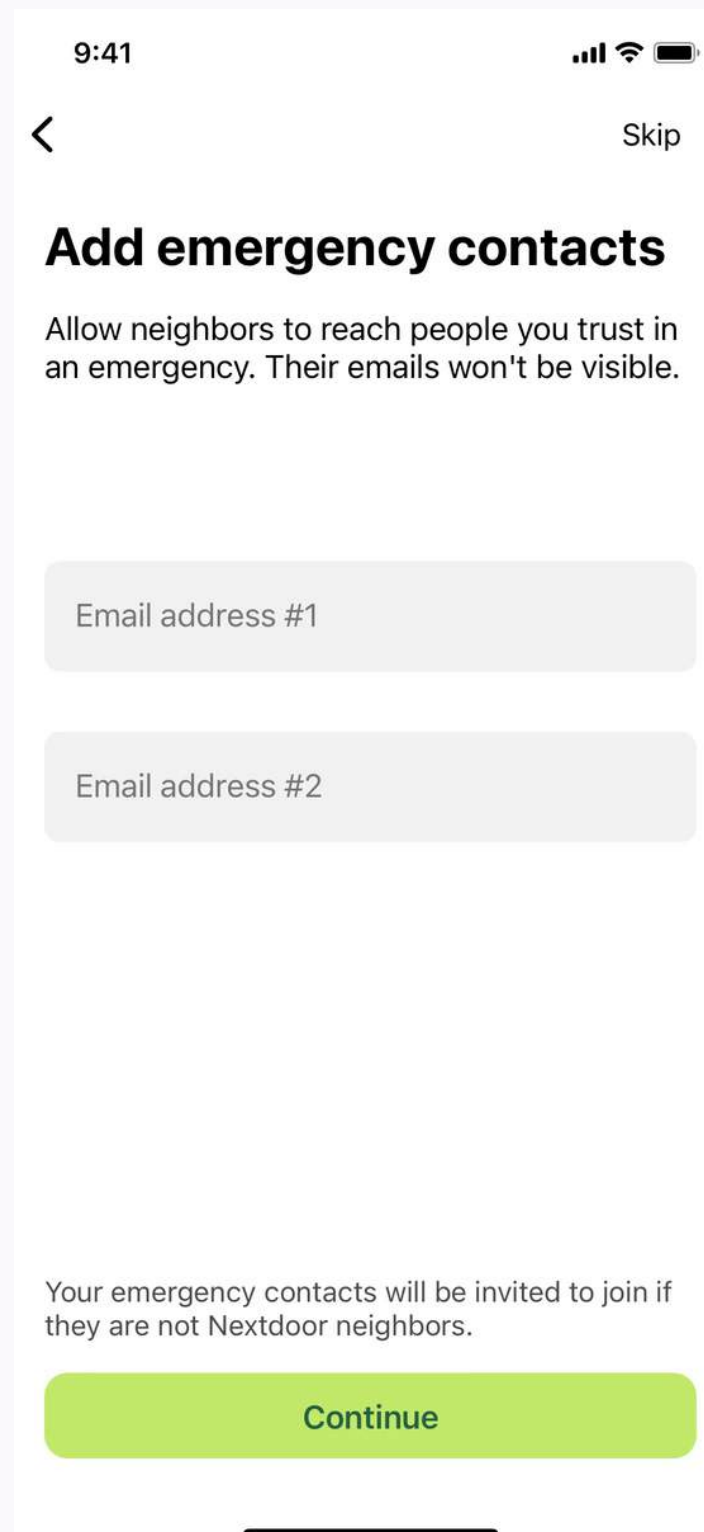
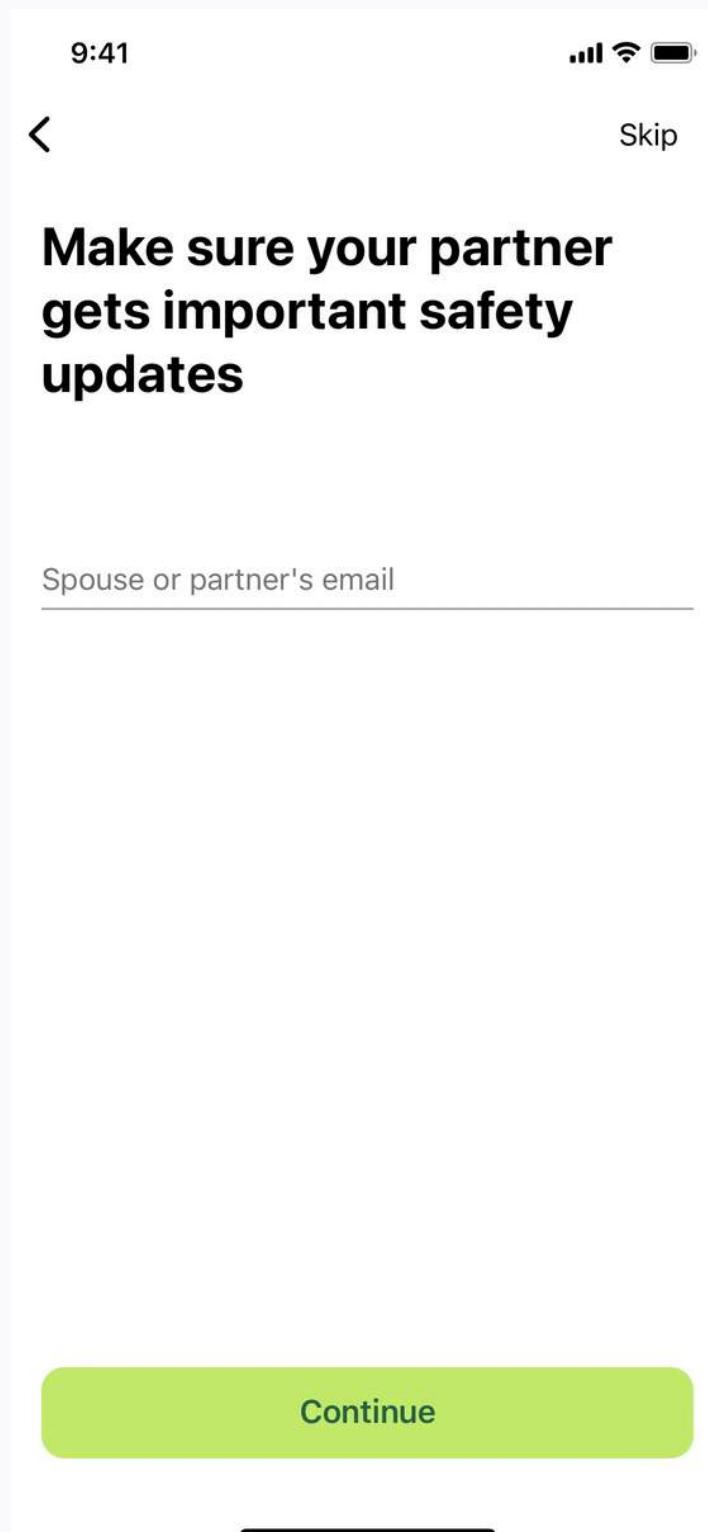
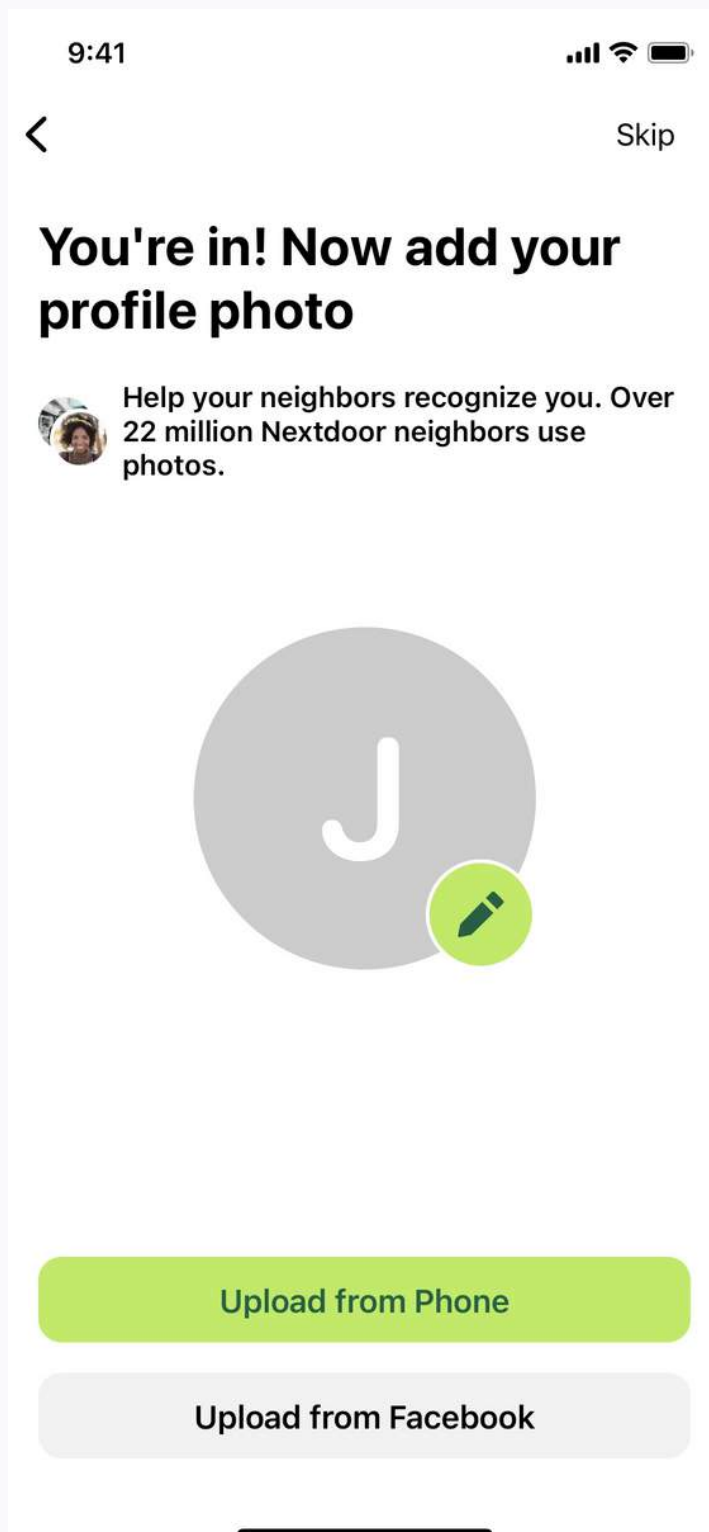
Asking for location access & and notifications here can create reactance.



 **Goal Priming**

When we're reminded of our aims, we're more motivated to reach them 



In this whole onboarding, the values & aim of the app is lost somewhere.

Identifying Biases & Barriers




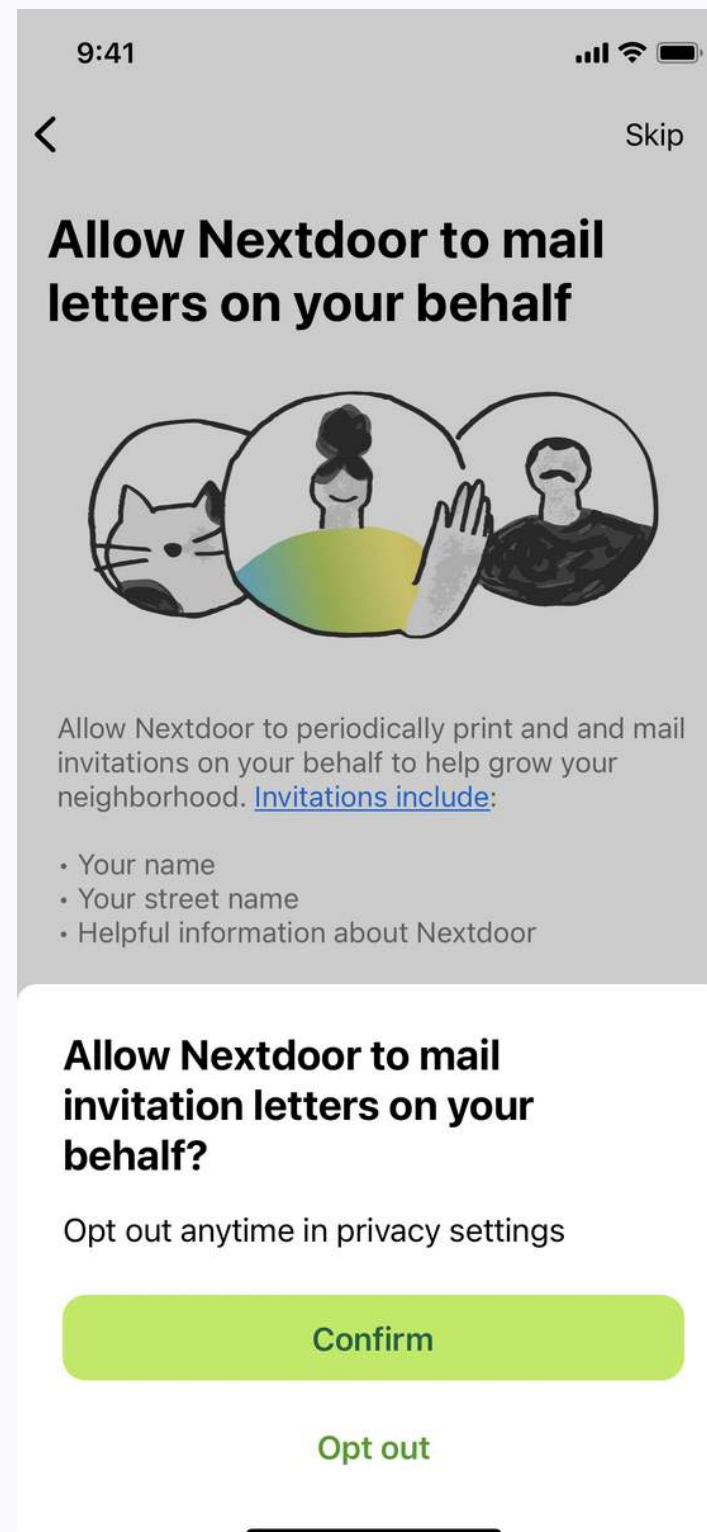
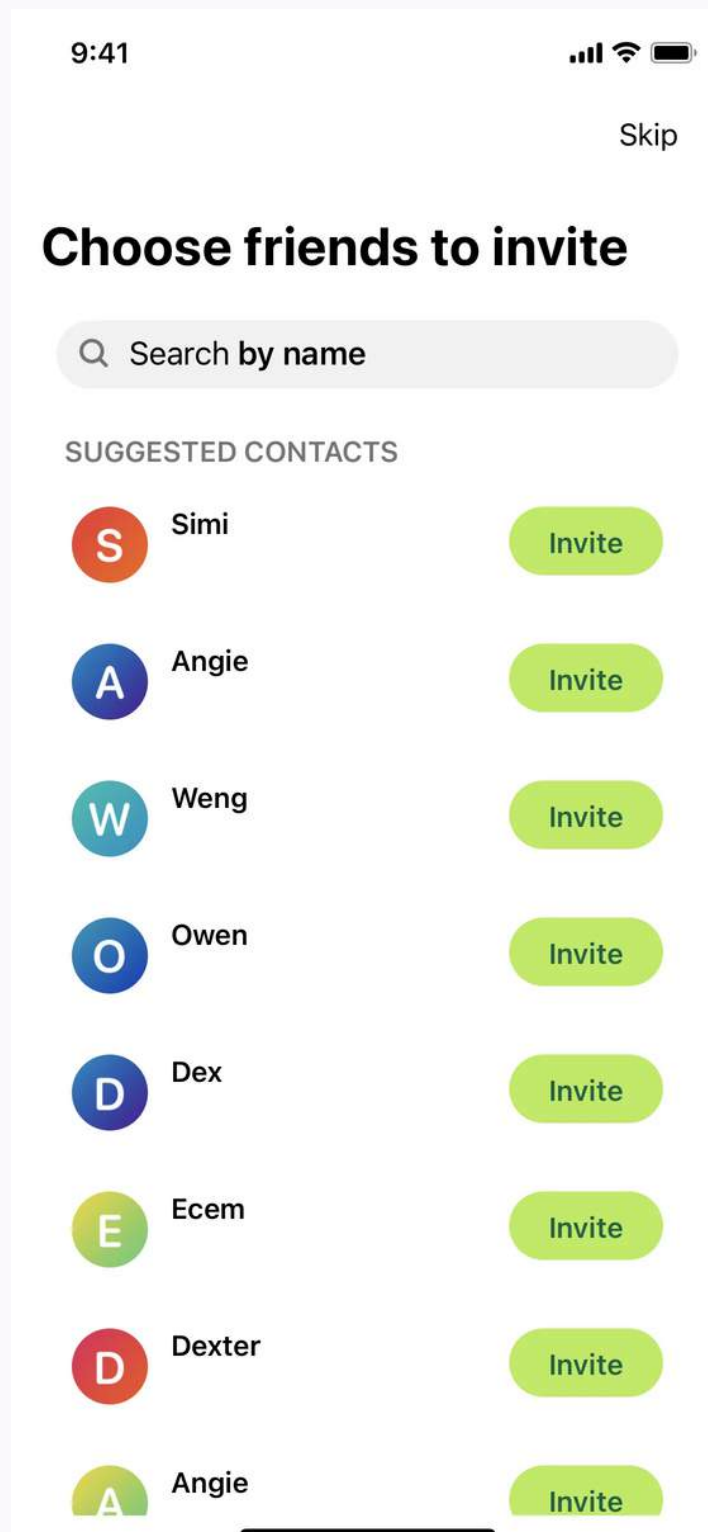
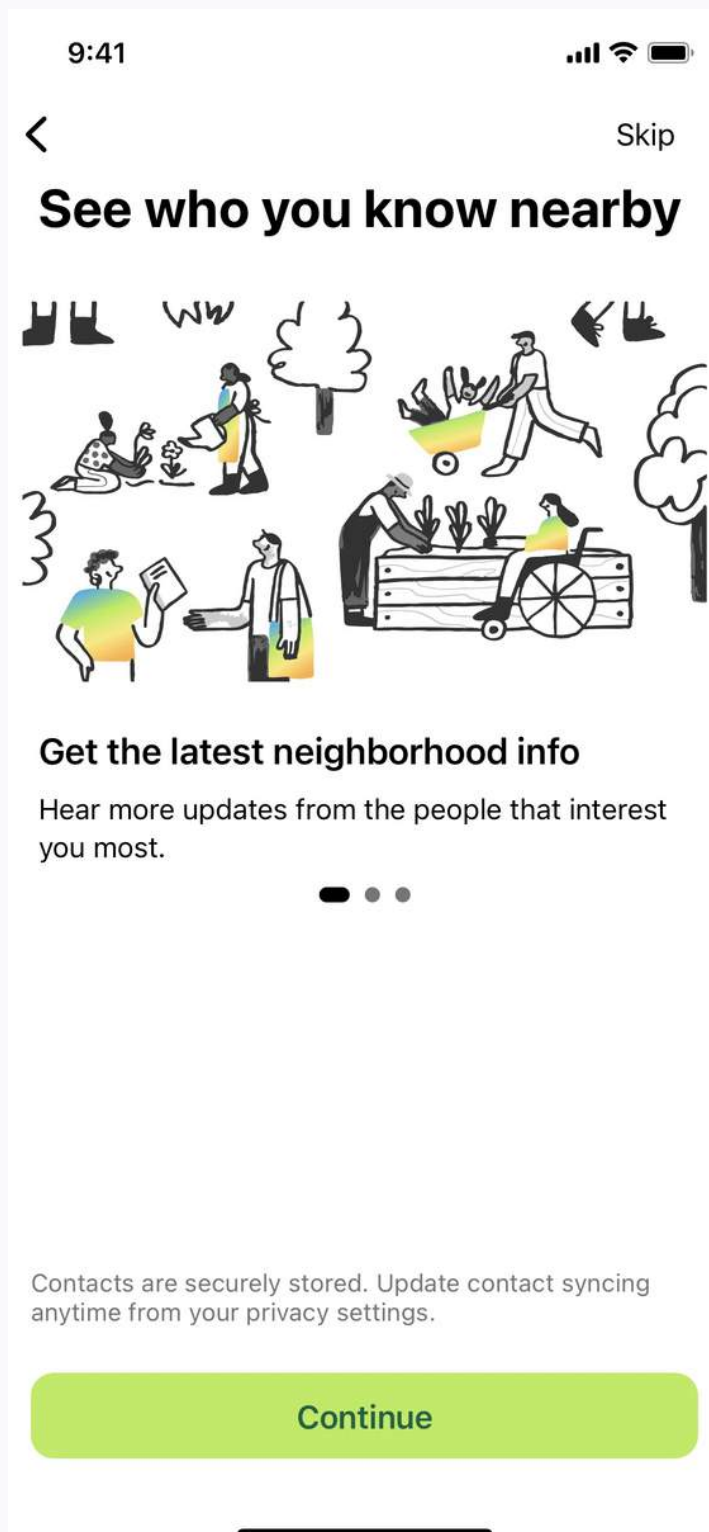
 **Default Effect**
We tend to accept the option pre-chosen for us 

Uploading pic due to stigma can be a hurdle here, instead default pic can be used here & can be changed later.


 **Fluency Shortcut**
Statements that are easier to understand are more believable 

The text here is not bold about why the step is important here. What do you mean by 'safety updates'?


Identifying Biases & Barriers




Fast and Slow Thinking

We take spontaneous decisions that can cause regretful damage 

Due to the long onboarding process, users might not think about the consequences of syncing contacts here.

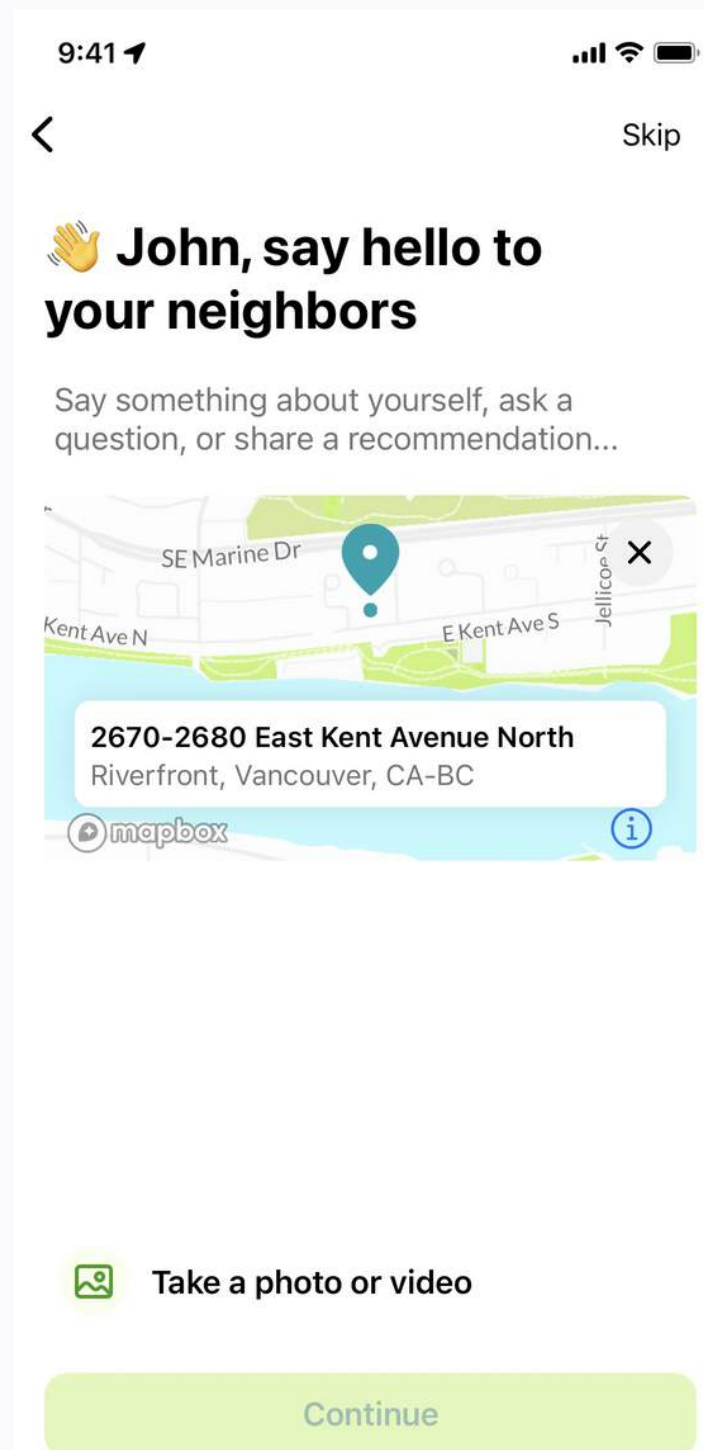
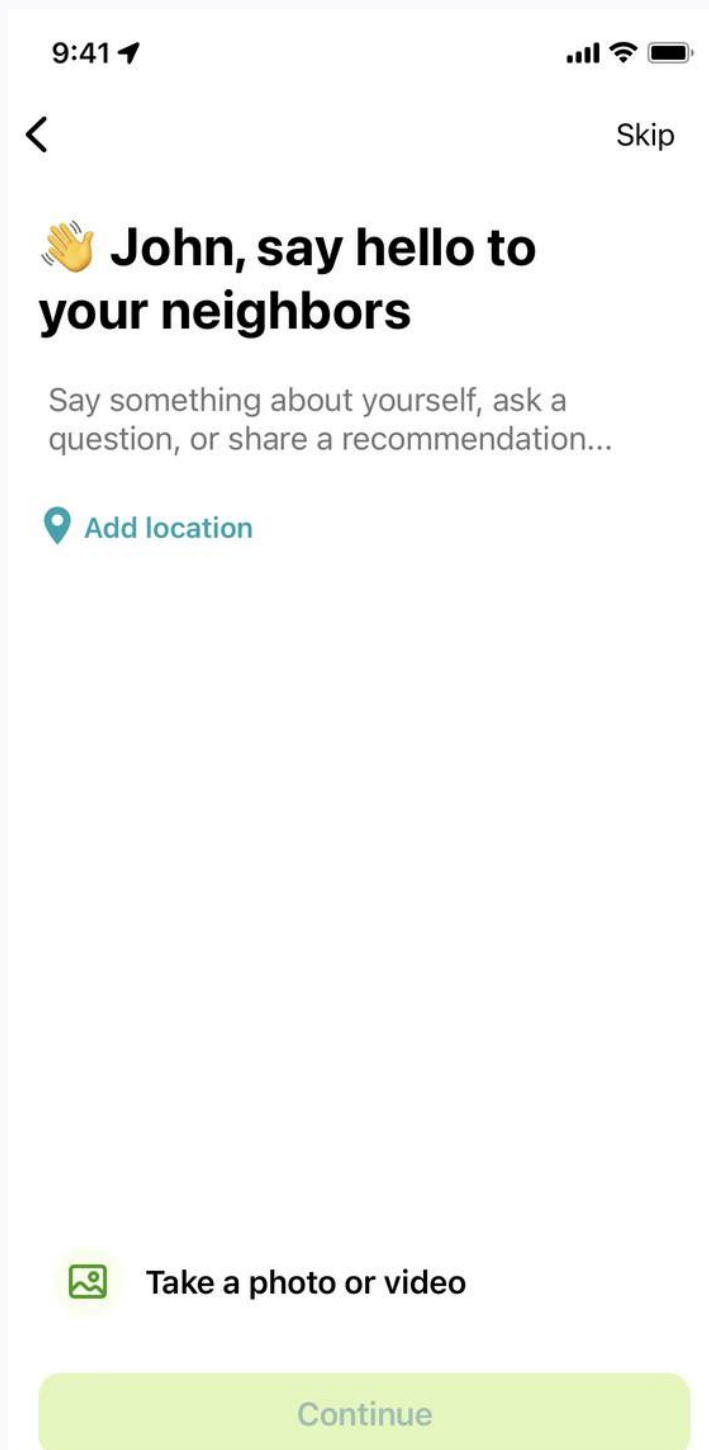




Analysis Paralysis

Our capacity to process info & make decisions reduces with each made 



Too many steps is reducing the capacity to process information & might end up not completing the onboarding process.

Identifying Biases & Barriers



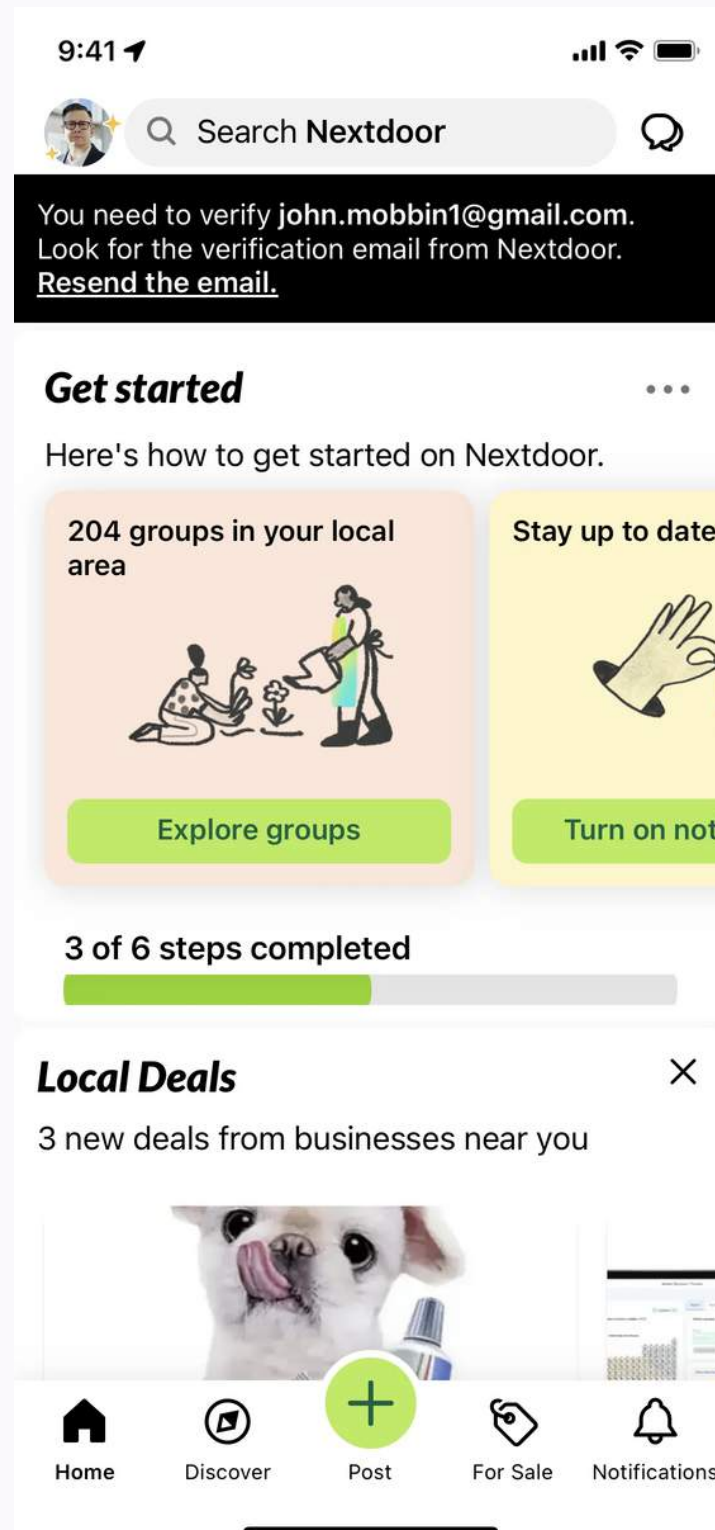
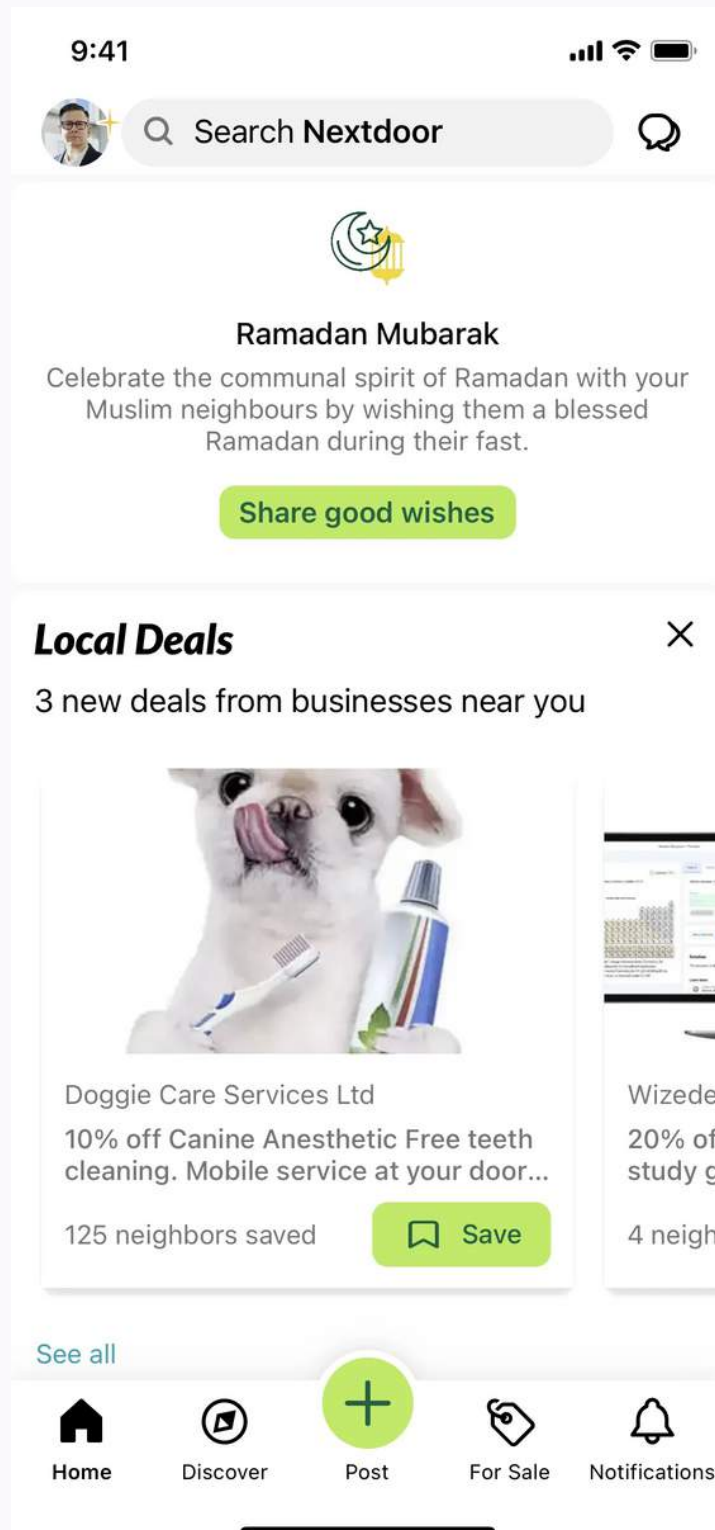
 **Certainty Effect**
We crave clarity over chance and make costly sacrifices to get it 



Users don't have an idea of how their posts will be placed and showed to whom. Stigma is a major barrier here.

 **Hedonic Adaptation**
We feel less joy for a gain and discomfort for a loss as time goes by 



As the time has passed, there is less joy about the process that user might start skipping the steps here.

Identifying Biases & Barriers



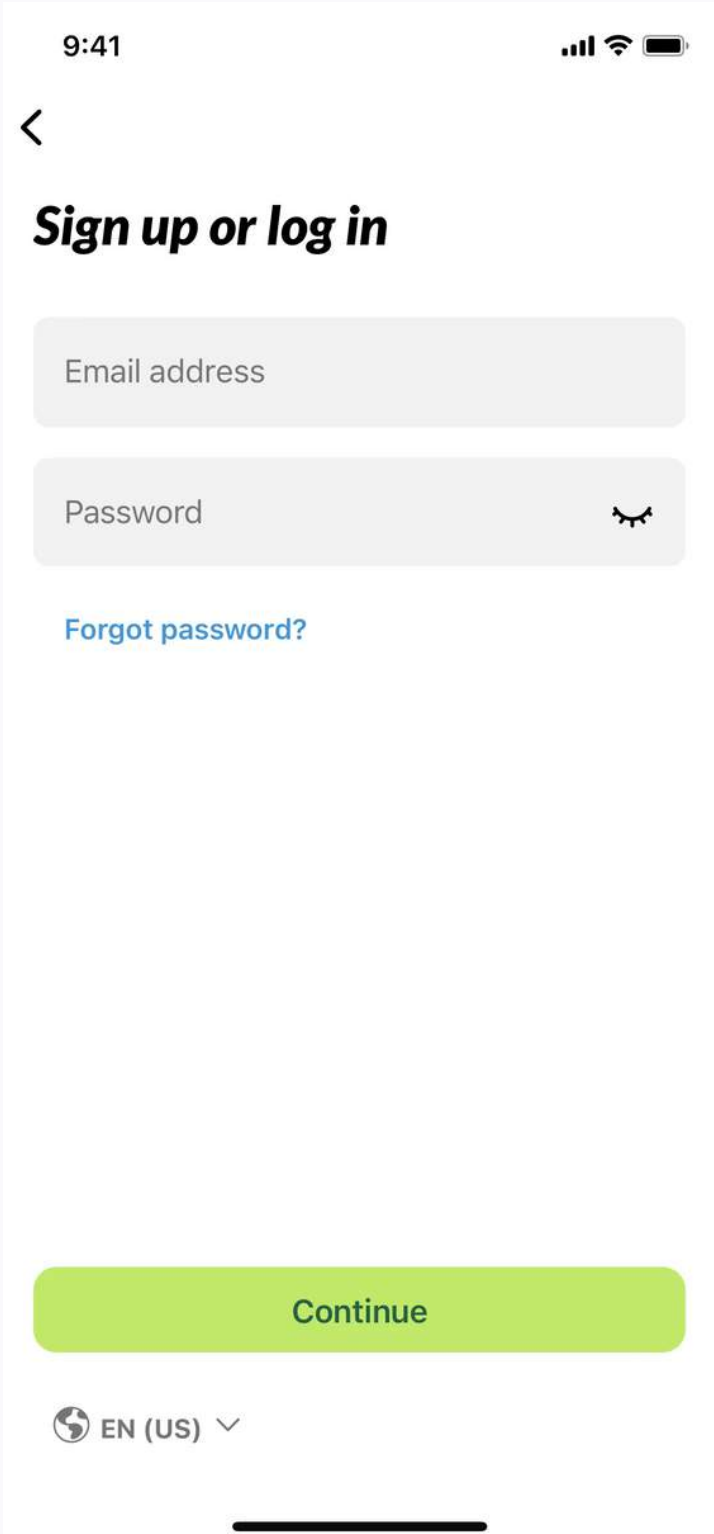
 **Limited Choice**
We're more likely to decide when the options are sensibly restricted 

Now the main app shows finally but there are too many elements on the main page to discover which can make users confused & can make their options sensibly restricted.

 **Self-Expression**
We constantly seek out ways to communicate our identity to others 

Posting should have got the main priority with a post feed element on the pain page instead of a button. There are lot of local deals & explore groups elements which is taking away the focus from the user journey communication.

Amplifying Benefits 🏆




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Sign up or log in

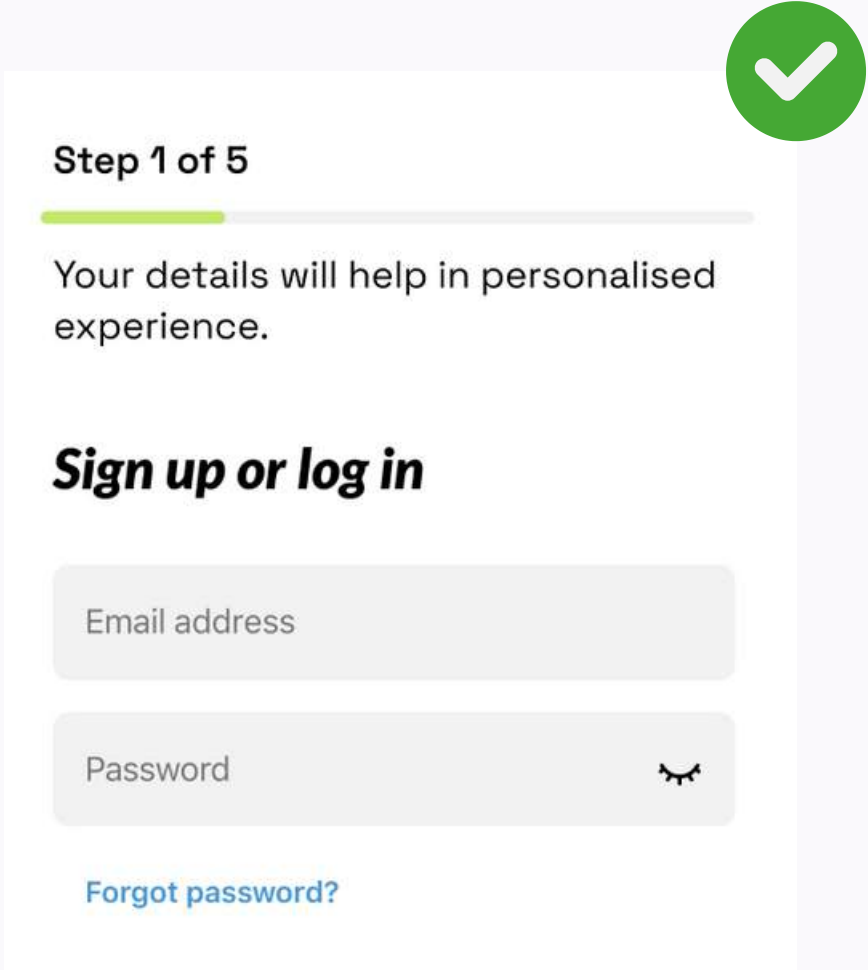
Email address

Password 


[Forgot password?](#)

Continue

EN (US) 




Step 1 of 5



Your details will help in personalised experience.

Sign up or log in

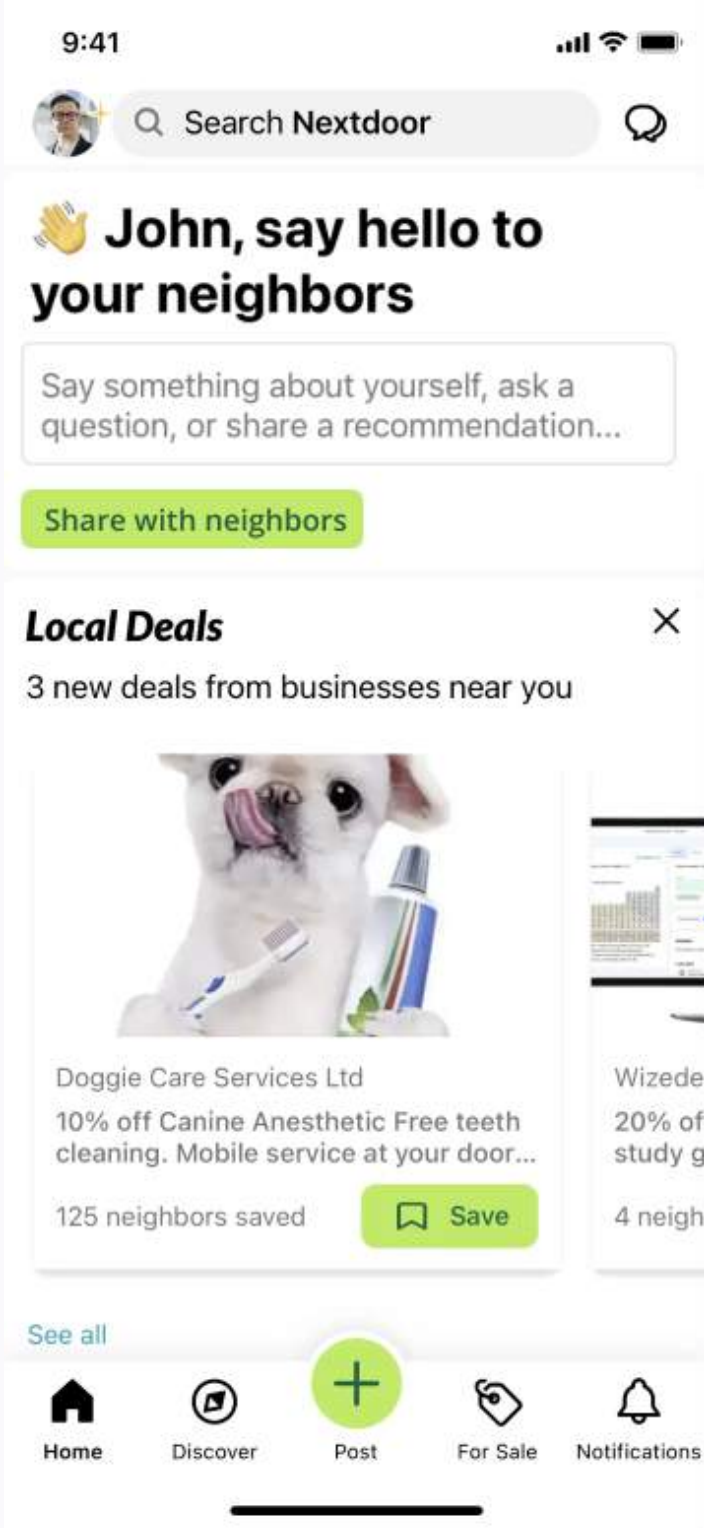
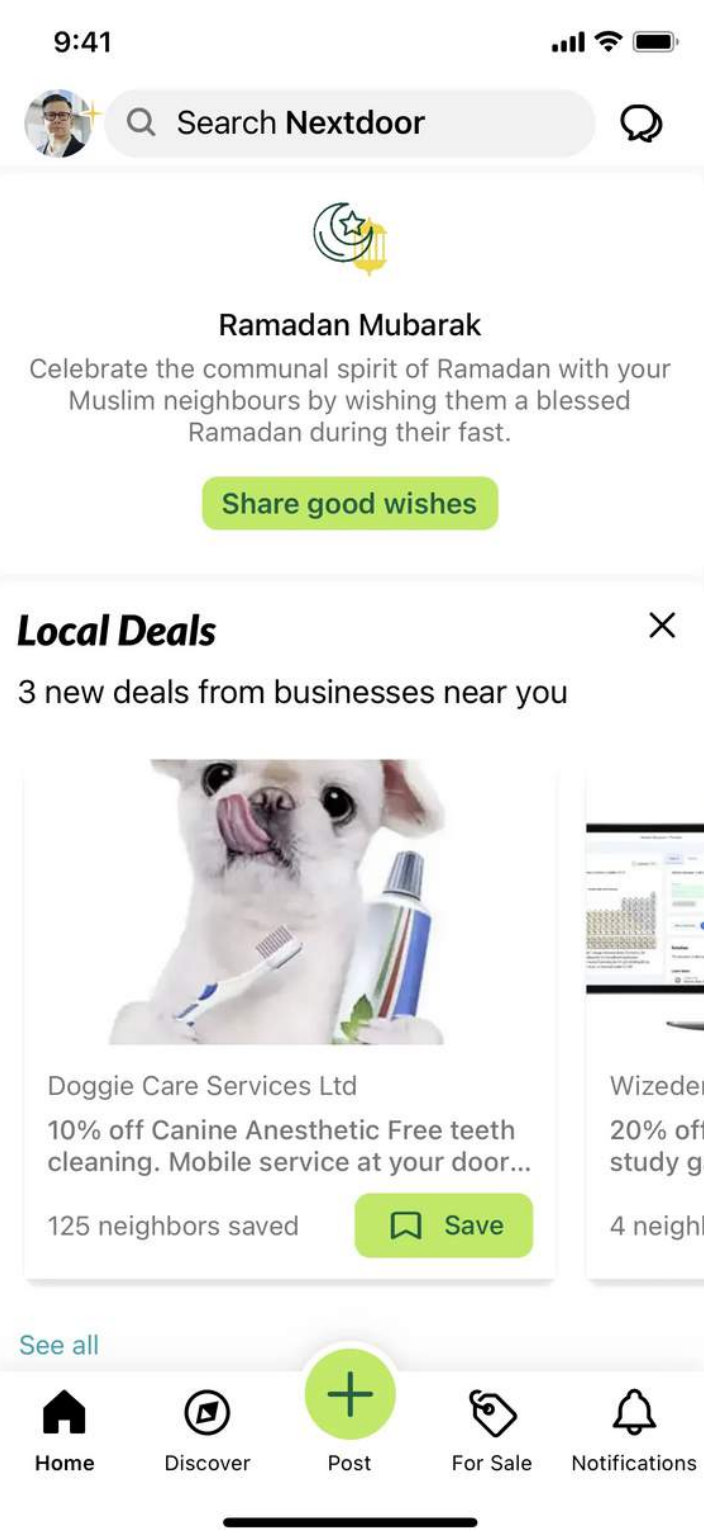
Email address

Password 

[Forgot password?](#)

Progress bar with a description of why taking details is important.

Amplifying Benefits 🏆



Implementing the **self-expression** concept here by introducing a sharing dialogue box.

thank
you