

Onboarding Unmoderated Study

Research Insights and Recommendations

Insight #1: Onboarding Creates Interest, But Users Need Hands-On Exploration to Fully Evaluate Value.

Users responded positively to the onboarding experience and quickly developed a baseline understanding of what  offers. Many accurately described  as a personalized health and wellness platform designed to support progress toward specific goals. The onboarding effectively generates curiosity, trust, and initial interest, but it rarely provides enough information for users to fully evaluate the product's long-term value. Instead, onboarding serves as a catalyst for exploration, with most participants looking to the product experience itself to determine whether  is worth incorporating into their routines.

- **Opportunity:** Help users bridge the gap between understanding  and experiencing  by making the post-onboarding experience feel more tangible and predictable.
- **Recommendation:** Provide a clearer preview of what happens after onboarding. Communicate to the user how their experience in the app will influence their life outside the app.

Insight #2: Aura Generates Curiosity But Lacks Meaning

Aura successfully attracts attention and creates curiosity around progress tracking, but users often leave onboarding without understanding what Aura measures, how it grows, or why it is valuable. Rather than rejecting the concept, participants consistently wanted more explanation. Because Aura is a core motivational and progress-tracking mechanism, it is important to highlight its importance and exactly how it helps build habits and progress, which is not yet fully understood.

- **Opportunity:** Users are already interested in Aura. The opportunity is less about creating interest and more about creating understanding.
- **Recommendation:** Demonstrate Aura instead of simply introducing it, whether that is visually or interactively.

Insight #3: Expert Credibility + Learn & Practice Are [REDACTED]'s Clearest Differentiators

Participants consistently identified two elements that make [REDACTED] stand out from other health and wellness products: trusted expert guidance and the combination of learning with action. Users viewed Learn & Practice as a more holistic approach than content-only experiences because it helps them understand both why a behavior matters and how to act on it. Expert-backed content further strengthens confidence that the recommendations are credible and worth following.

- **Opportunity:** Continue building these experiences and heavily promote those strengths.
- **Recommendation:** Feature these differentiators more prominently throughout onboarding.

Insight #4: Users Accept Personalization, But Want Evidence That It Is Meaningful

Participants understood why onboarding questions were being asked and generally viewed them as relevant, appropriate, and non-intrusive. However, because the onboarding process is brief and relies on a small number of questions, some users questioned how deeply personalized the resulting recommendations could be. This tension suggests that users are willing to invest slightly more effort during onboarding if it increases confidence that the experience will be tailored to their individual needs.

- **Opportunity:** Users are willing to answer onboarding questions if the resulting personalization feels accurate and valuable.
- **Recommendation:** Collect slightly richer inputs around health and lifestyle, and make the personalization logic more transparent.

Key Takeaway

Overall: While these insights highlight specific gaps in users' understanding of personalization, progress tracking, and key product concepts, they also illustrate the role onboarding is already playing successfully. Users consistently responded positively to the experience and left with enough interest to **continue exploring the product on their own**. Rather than serving as the primary vehicle for communicating every aspect of s value, onboarding appears most effective at building trust, sparking curiosity, and motivating users to take the next step.

Given these findings, the opportunity is not necessarily to make onboarding longer, but to make it **more intentional**: investing a few additional personalization questions (2-3 recommended) and prioritizing information that users are unlikely to discover through self-exploration, such as how recommendations are generated and how progress is measured through Aura.