Sign Up Process

UX Case Study
By Leann Manning

My Role

I played a key role as the Lead UX designer on a cross-functional team that included product managers, two other UX designers, developers, and data analysts.

My responsibilities encompassed user research, design ideation, prototyping, and collaboration with designers and developers to ensure seamless implementation.

Evidence of the problem

Low Sign Up Conversion

Majority of users download the app while waiting in line at a restaurant.

65% of users completed sign up.

User Awareness

Customer survey indicates users do not understand the purpose of the app.

Why people don't use NoWait to get in line

- 40% — Did not know I could
- 30% — The restaurant I like is never on a wait
- 10% — I have not used it yet
- 10% — No restaurants in my area use the app
- 10% — I'm too far away from the restaurant to get in line

Customer Reviews

Timesaver! ★
by Angry User

This app is literally the devil. I can't believe these idiots make me download an app just to see my place in line.

Really nice! ★
by CT–ULOV

After jumping through all kinds of hoops, your table is typically ready before getting your place in line, this is the worst app ever, haven't you ever heard of mobile web? You're a disgrace.

Goals and Success Metrics

Goals

- 75% sign up conversion
- Reduce friction to increase rate of sign up completion.
- More focus on users who are already in line at the restaurant.

Success Metrics

- Reduce the number of steps in the sign up process by 50%.
- Increase customer sign up conversion from 65% to 75%
- Increase app store rating from 2.5 to 3.5

What we know

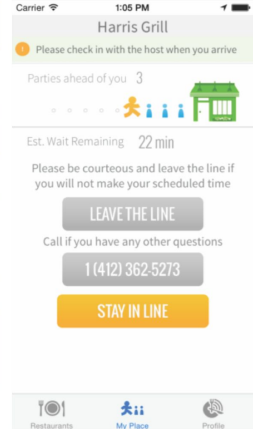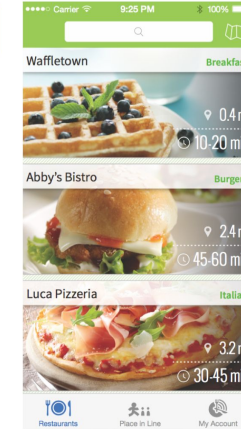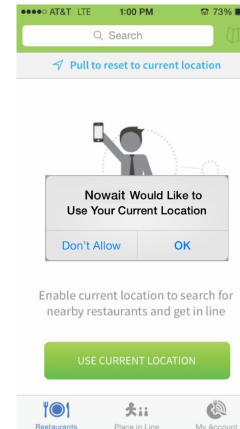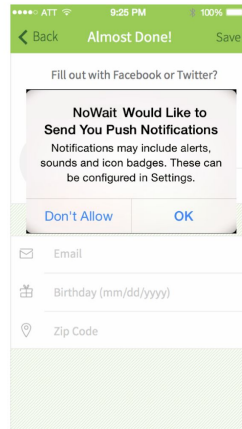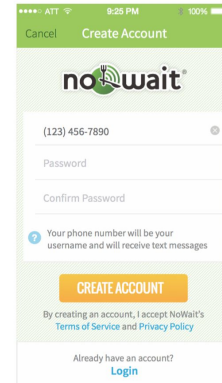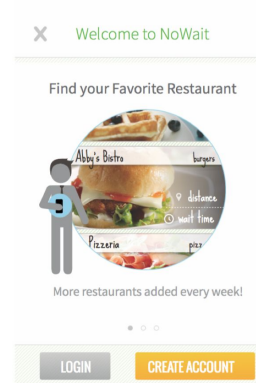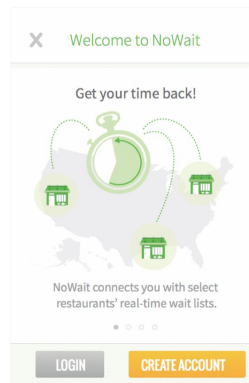To get started, we reviewed the existing sign-up process and mapped out the steps.

- There were four welcome screens with little to no usage.
- We were collecting unnecessary information like birthdays, zip codes, etc.
- There was a low rate of location and push notifications enabled
- Users could not easily find their place in line easily after signing up.
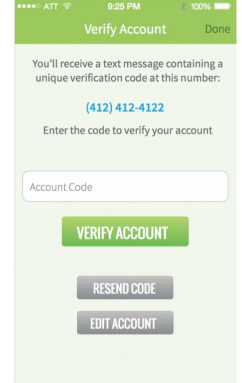
What we don't know

Some existing research demonstrated user confusion around the app's purpose and signing up. We wanted to understand better how users interacted with the app in a real-world scenario: out at a restaurant waiting to get a table.

We decided to implement a user test via usertesting.com to accomplish this.

We also reviewed interactions using a feedback-tracking tool called AppSee (ServiceNow).

Exploring Process

Research and concepts

Research

We determined that most users needed more time to sign up for the app while waiting at the restaurant.

Another common issue was lousy cell reception, which made users unable to navigate all the sign-up screens easily.

Most users wanted to download the app and see their place in line. They were not thinking ahead the next time they went to a restaurant.

"It took almost my entire wait time to download the app because of the cruddy cell service in the restaurant."
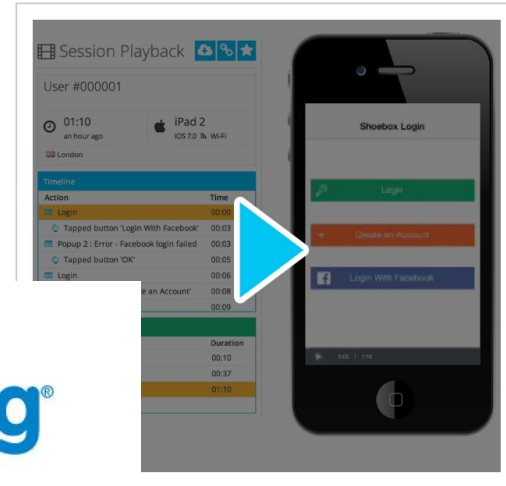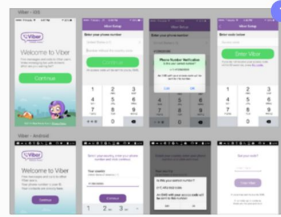
Research

We conducted competitor research and mobile best practices for app sign-ups.

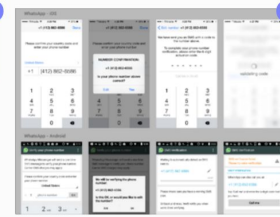We determined a list of common sign-up interactions.

- Phone number validation.
  - When it's successful?
  - When it fails?
- Profile Completion
  - During sign up
  - After signing up prompt
- Location and notifications enablement screens
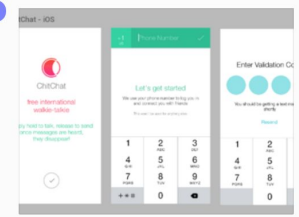- Welcome screen and explanation screens

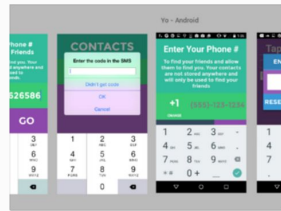01 - Viber
Updated over 1 year ago
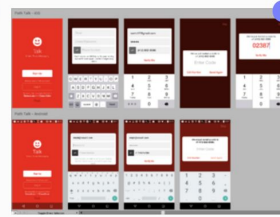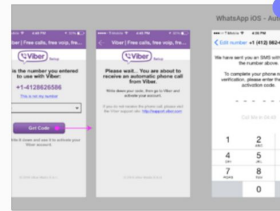
02 - Path
Updated over 1 year ago
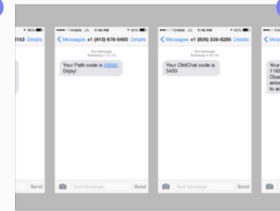
03 - WhatsApp
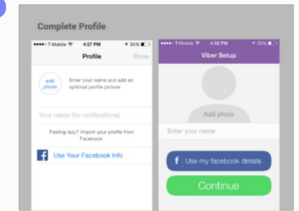Updated over 1 year ago

04 - ChitChat
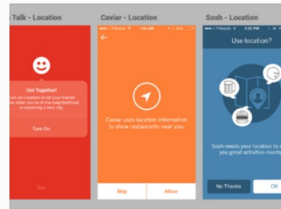Updated over 1 year ago

05 -Yo
Updated over 1 year ago
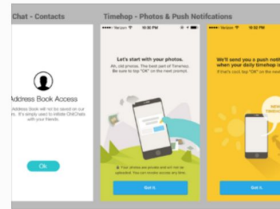
06 - Backup
Updated over 1 year ago

07 - Verificat..hods
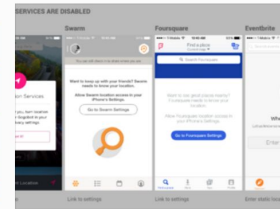Updated over 1 year ago

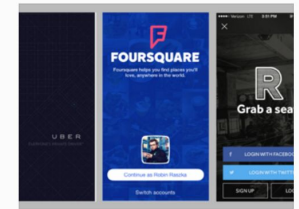08 - Complete ..file
Updated over 1 year ago

10 - Custom Pe..ion)
Updated over 1 year ago

11 - Custom Pe..ions
Updated over 1 year ago

12 - Location ..bled
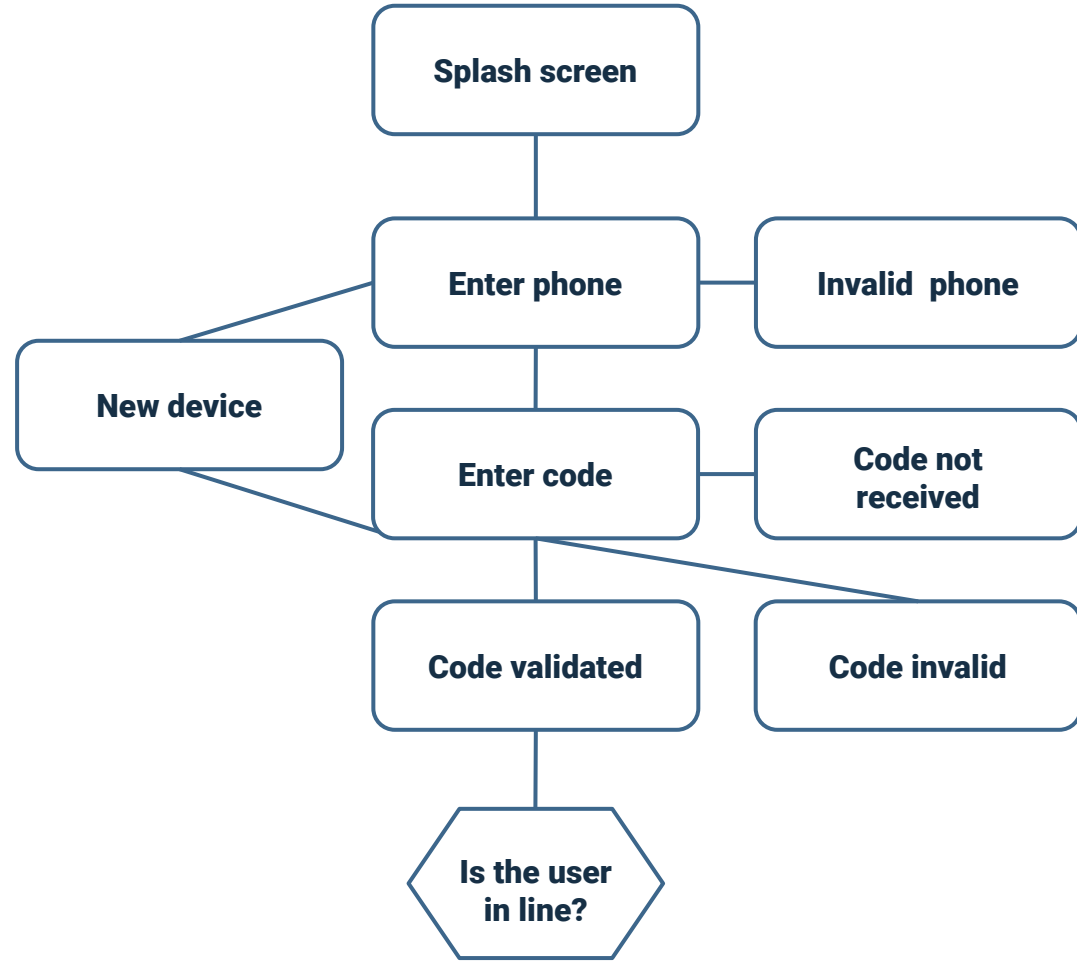Updated over 1 year ago

13 - Welcome
Updated over 1 year ago

User Scenarios

We created several common user scenarios based on the research and mapped out user flows for each scenario.

Rachel and her boyfriend decide last minute to go out for dinner. They arrive at the restaurant but there is a 15 minute wait. She puts her name and phone on the list and receives a text message to download a app...

Stan is looking for a place to go out to eat with some friends. He really wants to try out Burgatory but he heard the wait can be very long. He has two small kids and can't wait at a restaurant. He looks on their website to see if he can make a reservation and he discovers he can download an app and put his name on the list...

```
                    ┌─────────────────┐
                    │  Splash screen  │
                    └────────┬────────┘
                             │
┌──────────────┐    ┌────────┴────────┐    ┌──────────────┐
│  New device  │────│   Enter phone   │────│ Invalid phone│
└──────┬───────┘    └────────┬────────┘    └──────────────┘
       │            ┌────────┴────────┐    ┌──────────────┐
       └────────────│   Enter code    │────│  Code not    │
                    └────────┬────────┘    │  received    │
                             │             └──────────────┘
           ┌─────────────────┼─────────────┐
  ┌────────┴────────┐              ┌────────┴────────┐
  │ Code validated  │              │  Code invalid   │
  └────────┬────────┘              └─────────────────┘
           │
    ┌──────┴──────┐
    │ Is the user │
    │  in line?   │
    └─────────────┘
```

Wireframes

We created multiple flows. We explored the concept of only asking for additional user information if the user was not already in line.

We tried to account for all scenarios and edge cases like an invalid code or code not being sent.
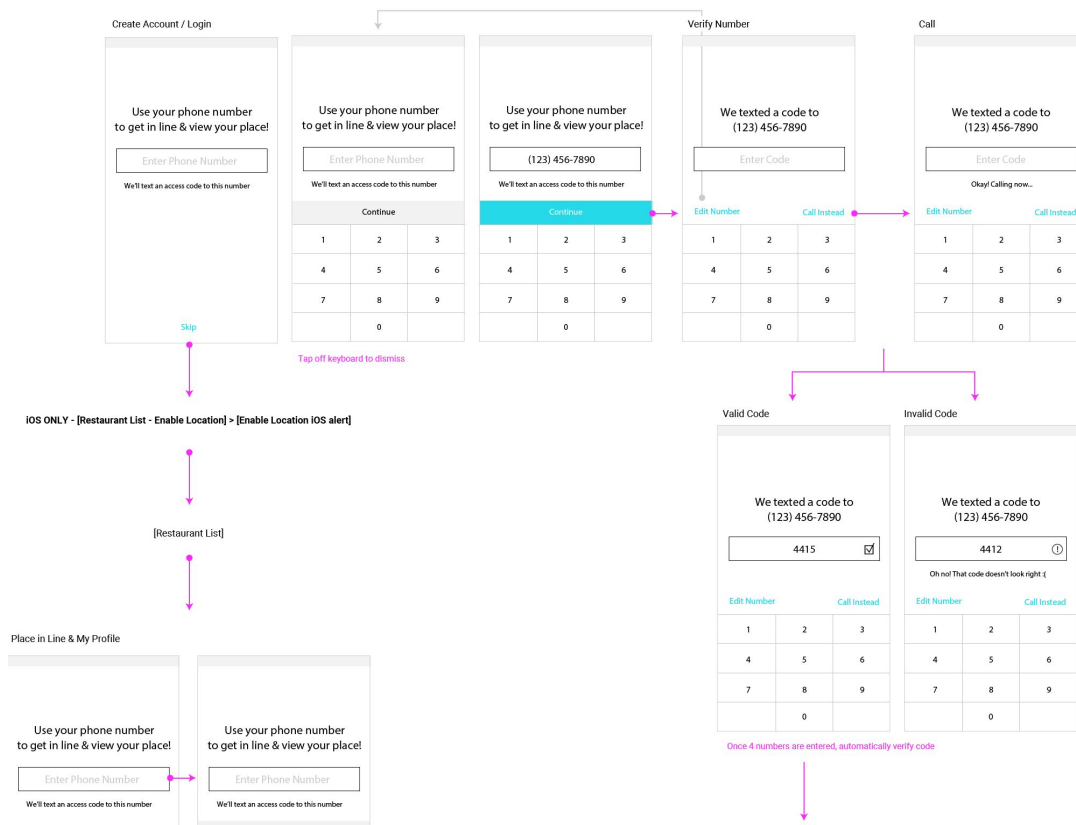
Align & Decide

Team alignment and scoping

Scoping

We decided to cut the welcome and introduction to the app in place of a landing page with a call-to-action button.

We decided to break from current visuals and use bolder imagery while maintaining app unity.
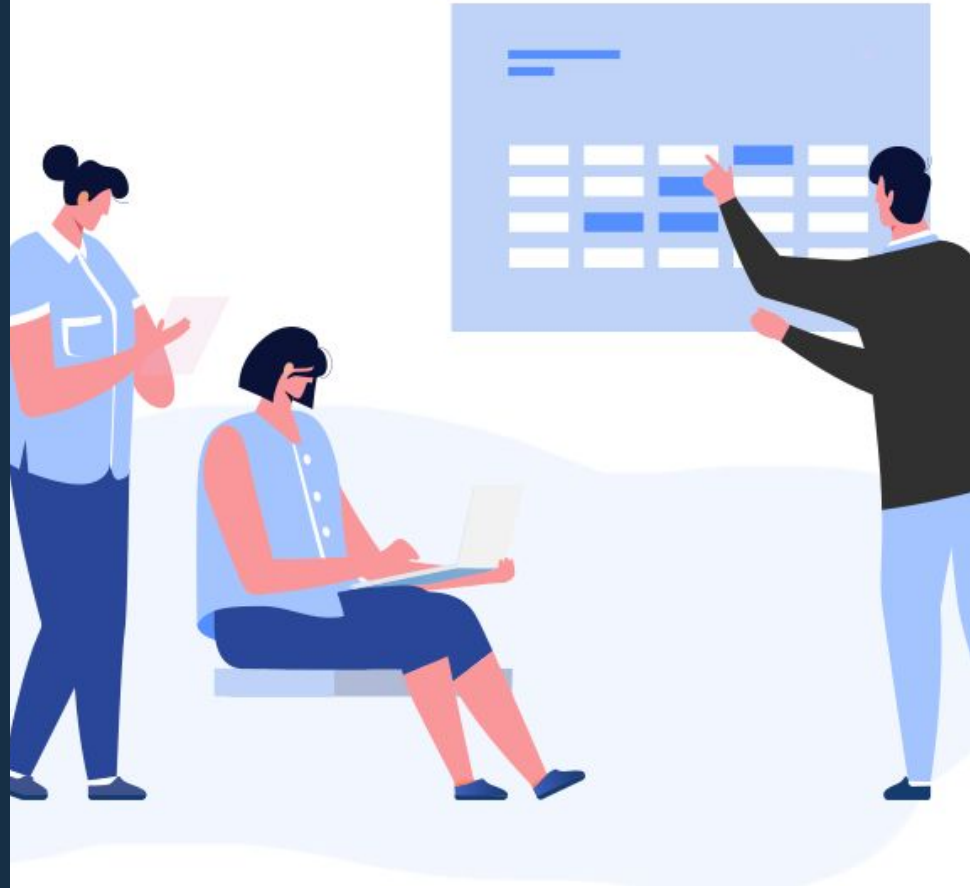
We determined a valid phone number was the minimum amount of user information we needed to get started. So, we reduced the screens to phone numbers and code validation screens.

We ran several first-click tests via Optimal Workshop to determine the success of each step at first glance.
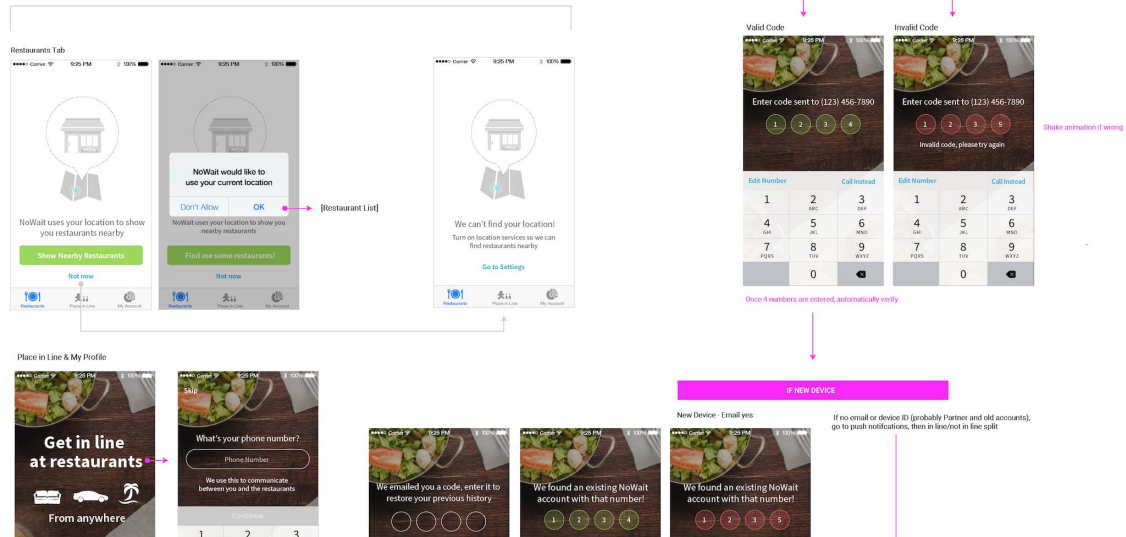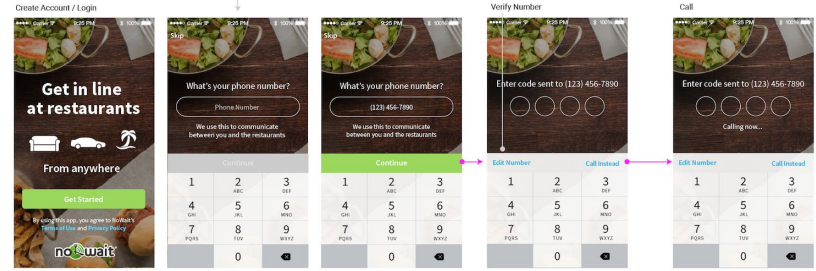
Test & Learn

Test hypothesis and iterate

User Tests

We ran several user tests on the current and new interfaces to compare user flows.

We discovered the new flow was better received but still found a few areas for improvement in the clarity of specific instructions throughout the process.

| Observations	P1	P2	P3	P4	P5	P6	Possible solution	Notes
	■	■	■	■	■	■		
User does not realize they can get in line at home from the welcome screen	■	■	■		■	■	Test additional language but may be more impactful when we have a finalized image.	
User believes it's a get in line app that you can do something else while waiting.				■				
User would call the restaurant if they didn't get the code			■	■	■			
User does not understand they could call for the verification code	■	■				■	Seems succesful but a bit concerning. May need to make this stand out a bit more if we notice a lot of issues with a failed code.	
User would enter their own information rather than using facebook		■	■			■		
User would use facebook for sign up	■			■	■		Considering moving the Facebook button to the top of the screen.	
User would not give first name		■						
User is used to the sign up process because a lot of apps are this way	■		■					
4 digit code reminds them of giving code in other apps (ex Groupon)	■	■	■		■			
Believe including party members increase party size	■	■		■		■		
User understands profile button and location	■	■						
User identifies gray area as way to complete profile (not the icon in the corner)	■	■	■		■	■		Not an indication that they will follow through with completing their profile.
User would only complete profile with an incentive		■						

Before & After

Final results

Results

✅ **Reduce the number of steps in the sign up process by 50%.**
  - ○ 30% to 70% conversion on push notification enablement.

✅ **Increase customer sign up conversion from 65% to 75%**
  - ○ Sign up rate increased from 65% to 95%

✅ **Increase app store rating from 2.5 to 3.5**
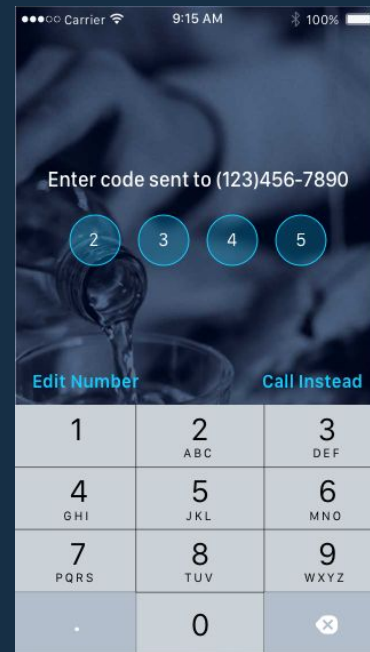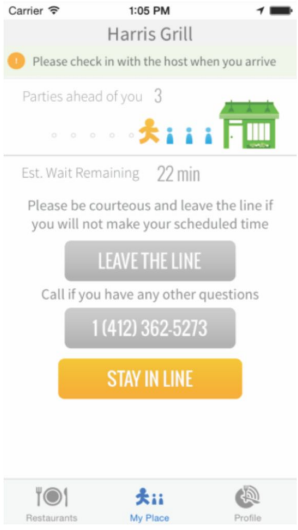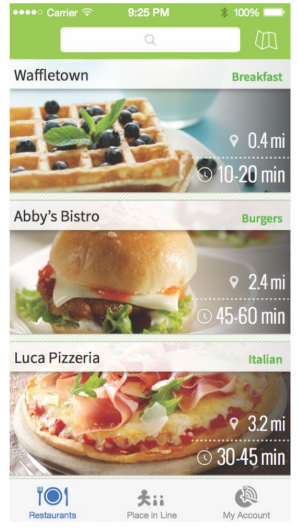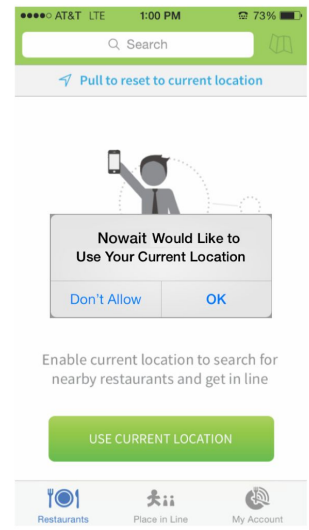 - ○ 2.5 to 4.1 star rating in the app store.
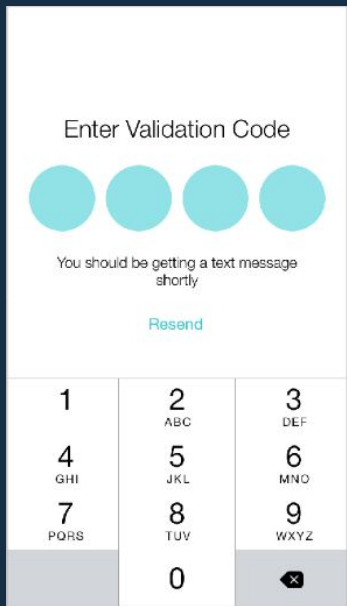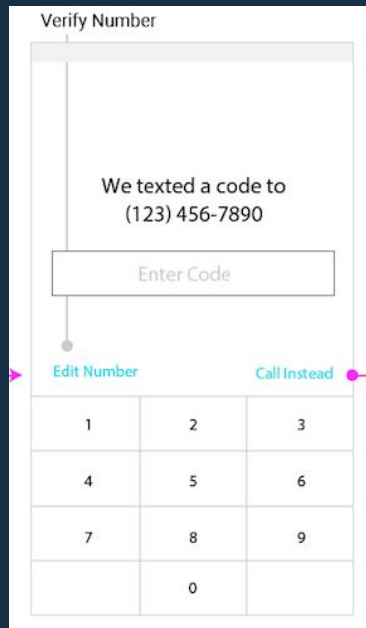
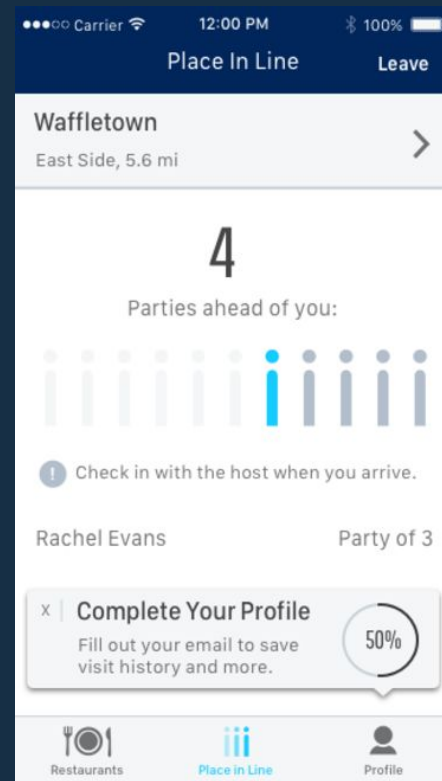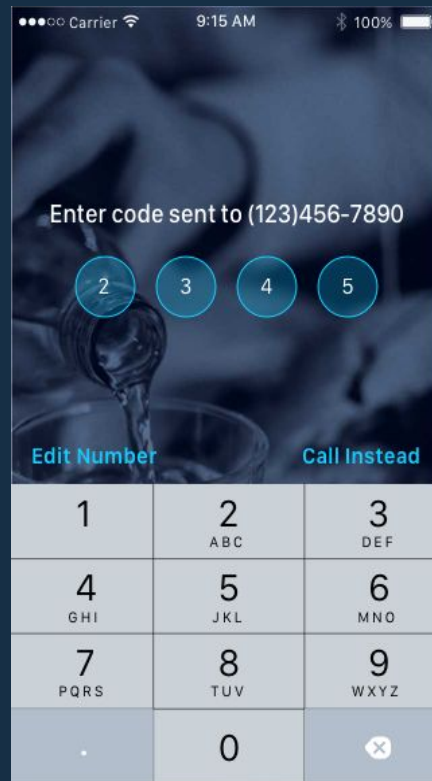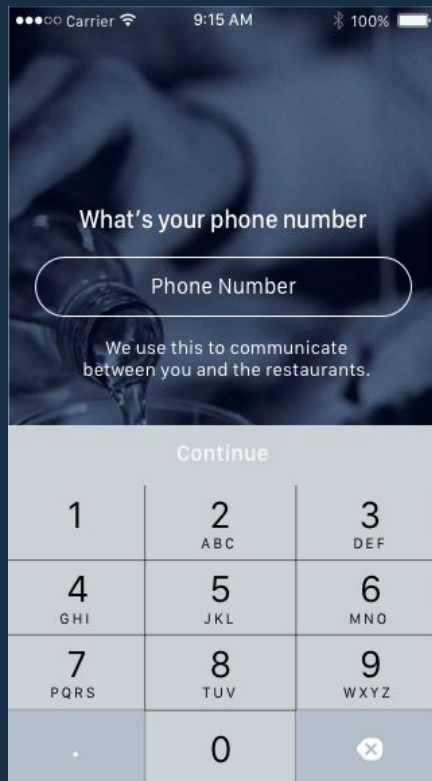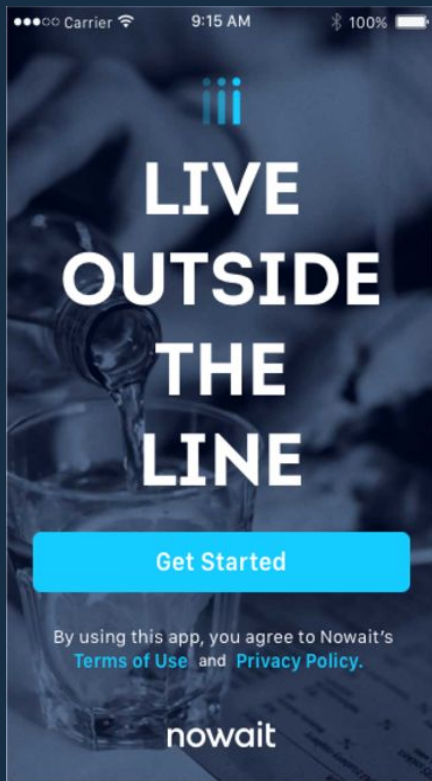**Research**   **Wireframe**   **Final UI**
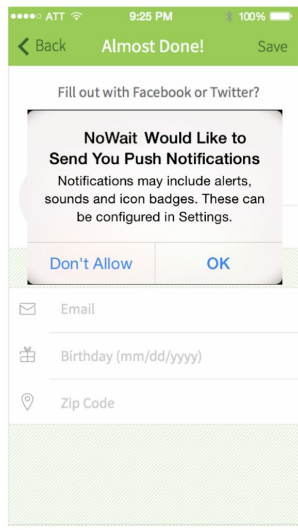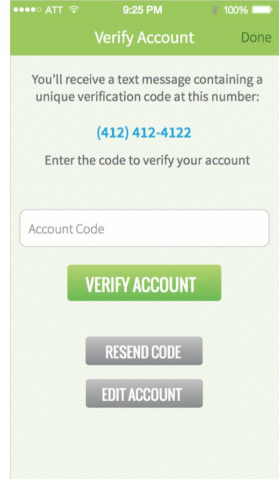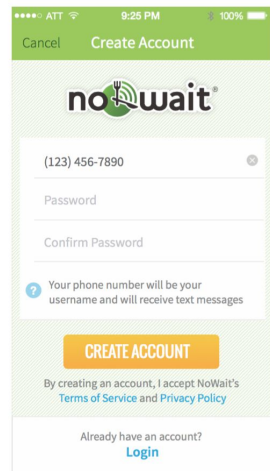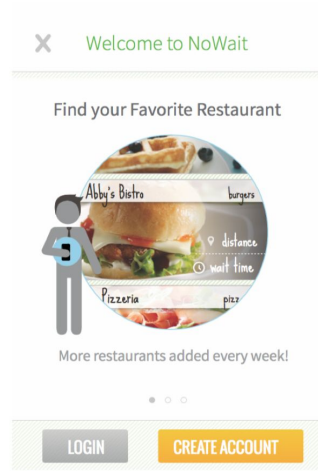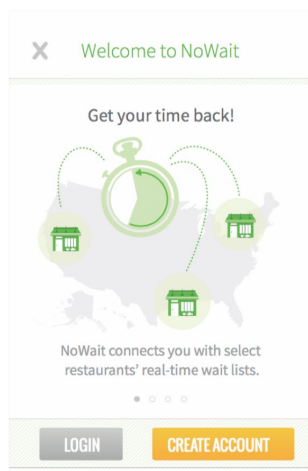
Before

After

Summary

We saw an increase in sign-ups and the percentage of users who enabled location and push notifications.

We increased our rating on the app store by catering to the users who were already in line at a restaurant versus users who were browsing for a restaurant location.

Overall, the project was a successful exercise in simplifying the user experience.