ONBOARDING AUDIT · Q4 SAMPLE

Why 38% of New Workspaces Stall Before First Export

A three-slide handoff deck saved from an HTML artifact. Dark backgrounds and 1920 × 1080 cards clip on A4 portrait print unless exported with widescreen @page sizing.

62%

Finish setup when sample data is preloaded

4.2 min

Median time from sign-in to first shared file

3 steps

Removed from the workspace invite screen

OBSERVED FRICTION

Three Moments Where Teams Abandon Setup

1. Empty first screen

New users land on an unpopulated table before seeing what a finished report looks like.

2. Early permission gate

Asking for billing or admin approval before a single test export stops individual evaluators.

3. Portrait PDF clipping

Browser Ctrl+P defaults to A4 or Letter margins, cutting wide comparison cards across two pages.

NEXT TWO WEEKS

Ship the 14-Day Onboarding Pilot

- **WEEK 01** Load a three-row interactive sample project automatically on first workspace visit.
- **WEEK 01** Defer team-invite prompts until the creator downloads their first PDF or PPTX handoff.
- **WEEK 02** Review activation rate across 200 self-serve sign-ups before rolling out to all plans.