



TYPE IT IN THE CHAT

**Which product has the best user onboarding experience?**





Product Adoption  
ACADEMY



USER ONBOARDING WORKSHOP

# The 5-Step Growth Flow Review



Brought to you by:





CERTIFICATE OF COURSE COMPLETION

# User Onboarding 101

A handwritten signature in black ink that reads "Tooltip McModal".

AUTHORIZED BY

**Tooltip McModal**  
Head of User Onboarding



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# Agenda

Feel free to jump and participate throughout! Ask questions, share opinions–this is a discussion.

## TODAY'S WORKSHOP

- Introductions (5 minutes)
- Workshop (30 minutes)
- Q&A (25 minutes)
- Get certified!



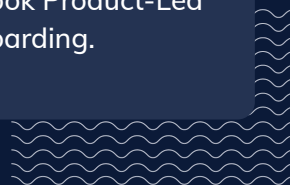
**Kate Syuma**  
Growth Advisor

Kate Syuma is a growth advisor and creator of Growth Mates. She is the former Head of Growth Design at Miro.



**Ramli John**  
Content Programming Director, Appcues

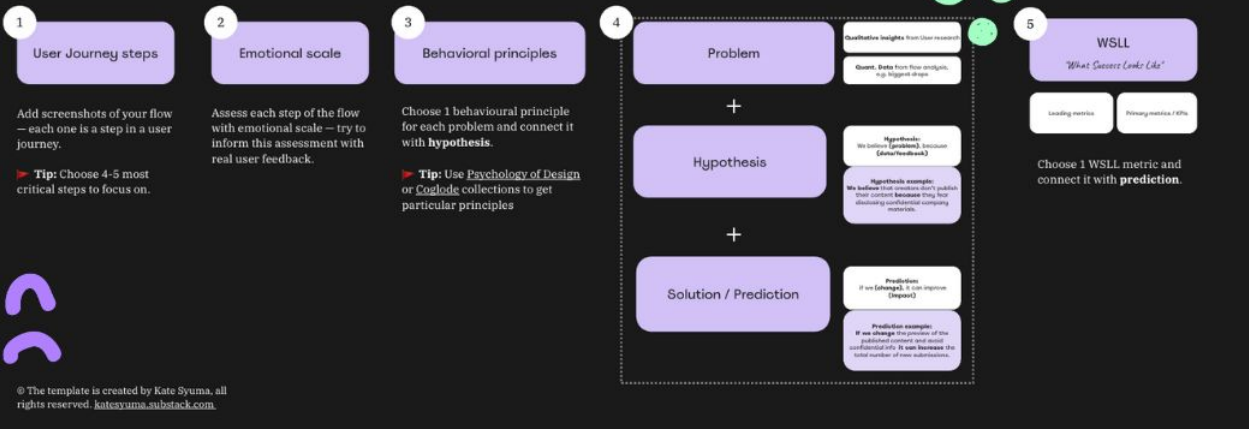
Ramli John is the Content Programming Director at Appcues and author of the bestselling book Product-Led Onboarding.



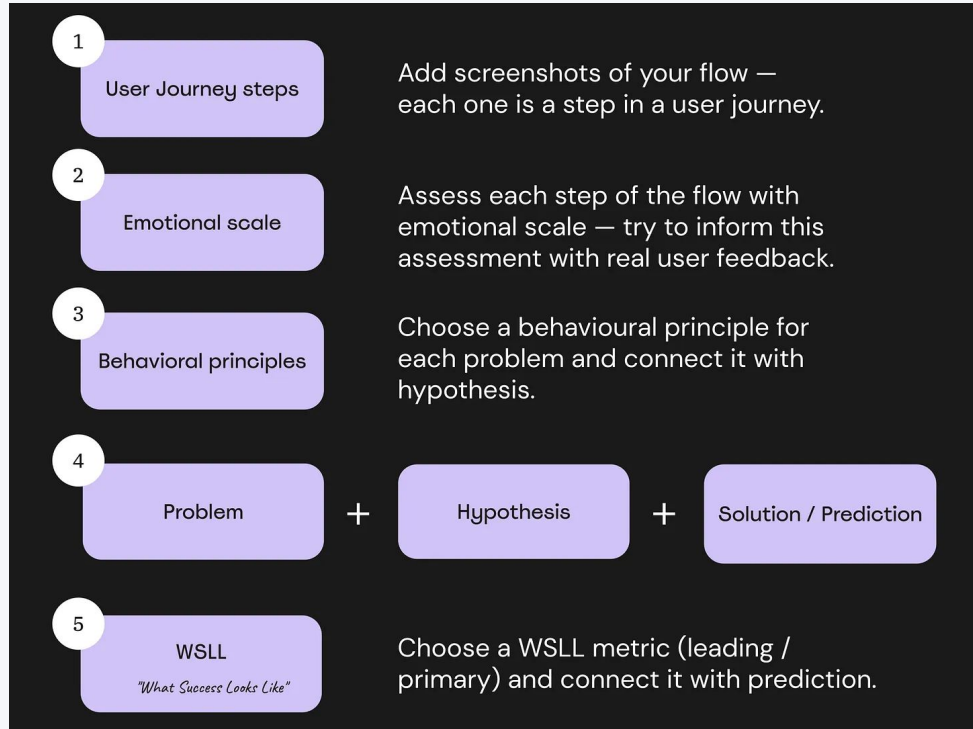
# 5-step Growth Flow Review

*llluu*

To uncover **growth opportunities**, you need to revisit your product flows regularly. This framework should help you connect **Business thinking** (Problem, Hypothesis, WSSL) with **User-centricity** (User Journey, Emotions, Behavioral principles) to uncover meaningful improvements.



# The 5-step growth flow framework





THANK YOU!

**That's all folks!**



GET CERTIFIED TODAY 🏆



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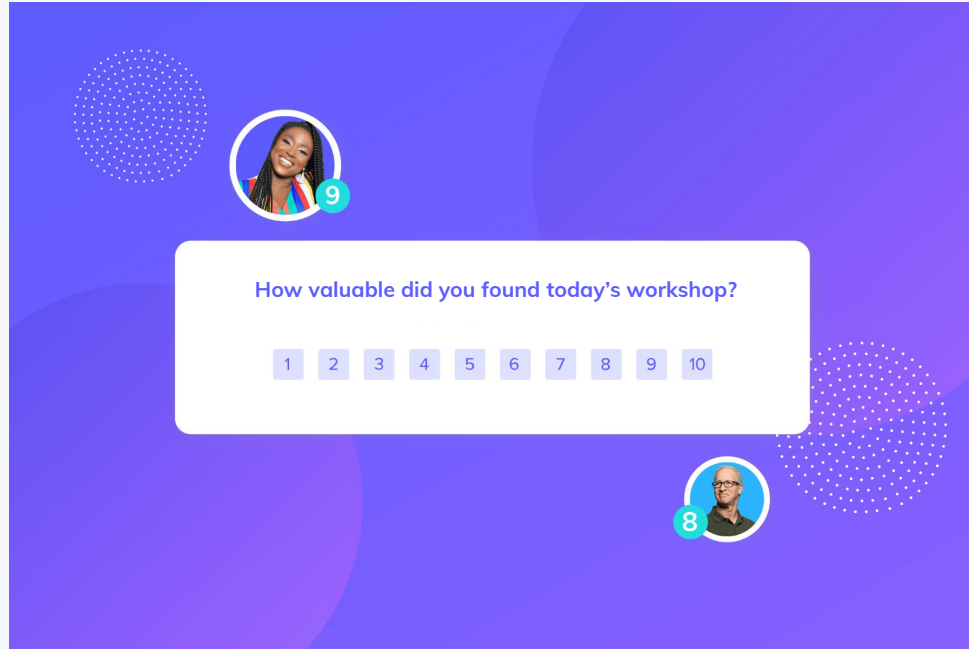
<https://www.appcues.com/product-adoption-academy/user-onboarding-101/user-onboarding-101-assessment>





A SMALL FAVOR

# Help us improve our workshops



A feedback form on a purple background. At the top left is a circular profile picture of a woman with a green '9' badge. At the top right is a circular profile picture of a man with a green '8' badge. The form contains the question 'How valuable did you found today's workshop?' and a horizontal row of ten numbered buttons from 1 to 10.

How valuable did you found today's workshop?

1 2 3 4 5 6 7 8 9 10



Thank  
you



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Growth Advisor

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