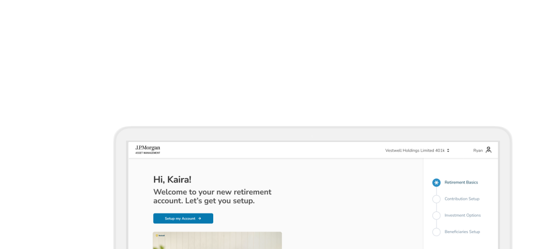


Vestwell Onboarding

Vestwell

Roles
UX Design
UX Research

Tools
Figma
Hotjar
UsabilityHub

DISCOVERY

BACKGROUND

Vestwell empowers workplaces with its digital recordkeeping platform, providing more flexibility to manage retirement plans for advisors, employers, and employees. I worked across different projects and managers to design and deliver internal and client-facing experiences for the platform.

One of the client-facing projects I had the opportunity to design is Vestwell's onboarding experience. My role for this project is a user experience designer and researcher focusing on making the platform more informative, relative, and welcoming for new users.

PROBLEM STATEMENTS

- Stakeholders automatically enrolled in retirement plans via their employees need a proper introduction to the platform.
- Relevant information from the stakeholder that would help with their retirement plan is left blank until the stakeholder chooses to input it, such as household income or beneficiaries.
- Stakeholders receive an email stating they enrolled in a retirement plan but nothing more, which creates a passive interaction.
- Stakeholders with a light understanding of retirement are left in the dark to figure out the financial jargon directly on the platform.
- There are no entry-point for new users to understand how the retirement platform works.

GOALS

- Increase retirement knowledge for new users to navigate the platform confidently.
- Immediately receive and store relevant retirement information about the user before the user accesses the application, such as annual income, beneficiaries, and investment options.
- Reduce confusion and inquiries by providing a step-by-step process that allows users to see what makes up their retirement plan.
- Set a standard for user engagement instead of dropping them off on the platform by providing information on what the application can do for them and what they can do on the application.

LITERATURE RESEARCH

LEA METS KIRITSIS, *Improving the onboarding experience: a qualitative analysis of onboarding slides and tooltips*

"Even though onboarding slides probably won't speed up the onboarding of an application's users, it might have other positive effects. The thematic analysis showed that the participants in the group that received the onboarding slides mostly appreciated them, and expressed with certainty that it was important to be welcomed by an app. This could indicate that there is no harm in adding them to your application if they are well thought out and adds a welcoming and human touch to the onboarding experience for first-time users.

TAKEAWAYS

- Onboarding slides help users feel welcome
- If done well, onboarding can establish further trust between the user and the product

DEFINE

USER JOURNEY MAPPING

SIGN-UP

1. Sees the email from their employer that they are now enrolled for their 401k
2. Clicks the link and visits the website for signing-up

LEARN

3. Explores site and looks at the current options
4. Clicks on the video to learn more about 401ks
5. Clicks the button start setting up the account

CONTRIBUTION

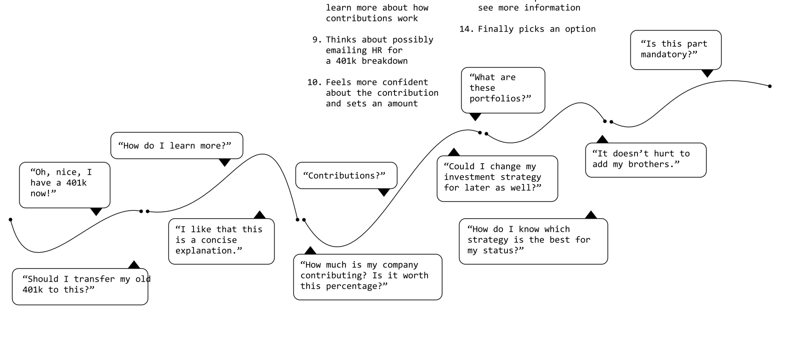
6. Arrives at the contribution page and feels a little nervous
7. Clicks the help links to learn more about contribution
8. Opens a new tab in another window to learn more about how contributions work
9. Thinks about possibly emailing HR for a 401k breakdown
10. Feels more confident about the contribution and sets an amount

INVESTMENTS

11. Discovers that there are different ways 401ks can grow
12. Looks at all the available options for investments
13. Plays around with different options to see more information
14. Finally picks an option

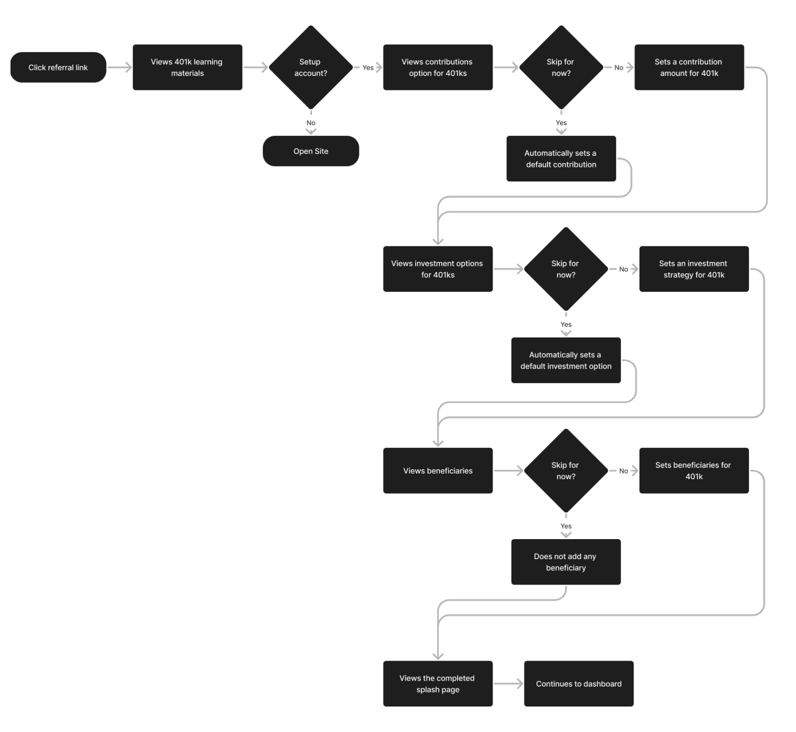
BENEFICIARIES

15. Reads about adding beneficiaries
16. Adds one relative beneficiary
17. Completes the last step and clicks to continue to the dashboard



USER FLOW

The user flow operates from the tasks retrieved from the user journey map that targets the user recently enrolled on a 401k through their employer.



SKETCHES

With this user flow in mind, we started picturing beyond the MVP through wireframing as much as possible. The challenge here was considering the existing mobile prototype, translating it to a desktop, and considering our insights from the usability test. We sketched several ideas for different pages of the eventual prototype. These are just a few preliminary sketches that we did.

PARTICIPATORY DESIGN

By including product managers, engineers, and potential users at this point in the design process, we aim to uncover more pain points to deliver user-centric onboarding for our platform at a reasonable time. For a week, we sought our stakeholders' decision-making and creative processes. It aims to ensure that the final design reflects the needs, preferences, and values of the people who will ultimately use or be affected by the designed product, service, or system.

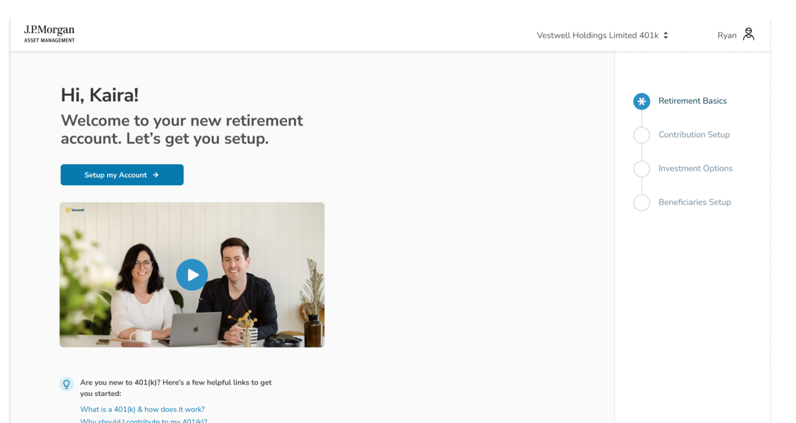
DESIGN

FINAL DESIGN

After revising the sketches, we devised a design that satisfies the product goal of guiding the users through the initial steps of setting up their 401k account, helping them understand the value and benefits of the offering, and enabling them to quickly and successfully engage with the core features where they will continue to keep using the product. Here are some key highlights for the user experience:

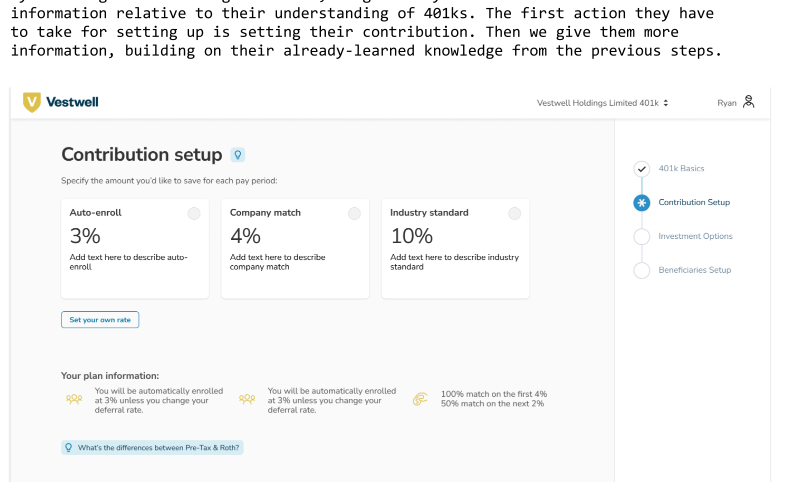
SIMPLICITY

The wizard stepper allows to see what the following actions are for the user immediately.



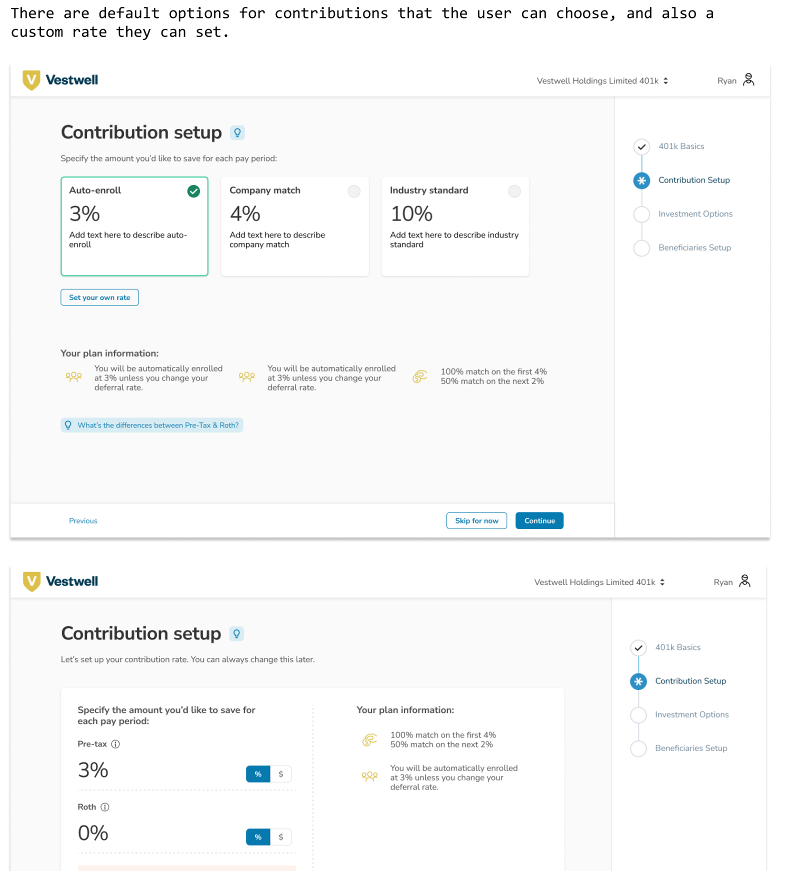
PROGRESSIVE ONBOARDING

By starting with learning materials, we gradually introduce the user to information relative to their understanding of 401ks. The first action they have to take for setting up is setting their contribution. Then we give them more information, building on their already-learned knowledge from the previous steps.



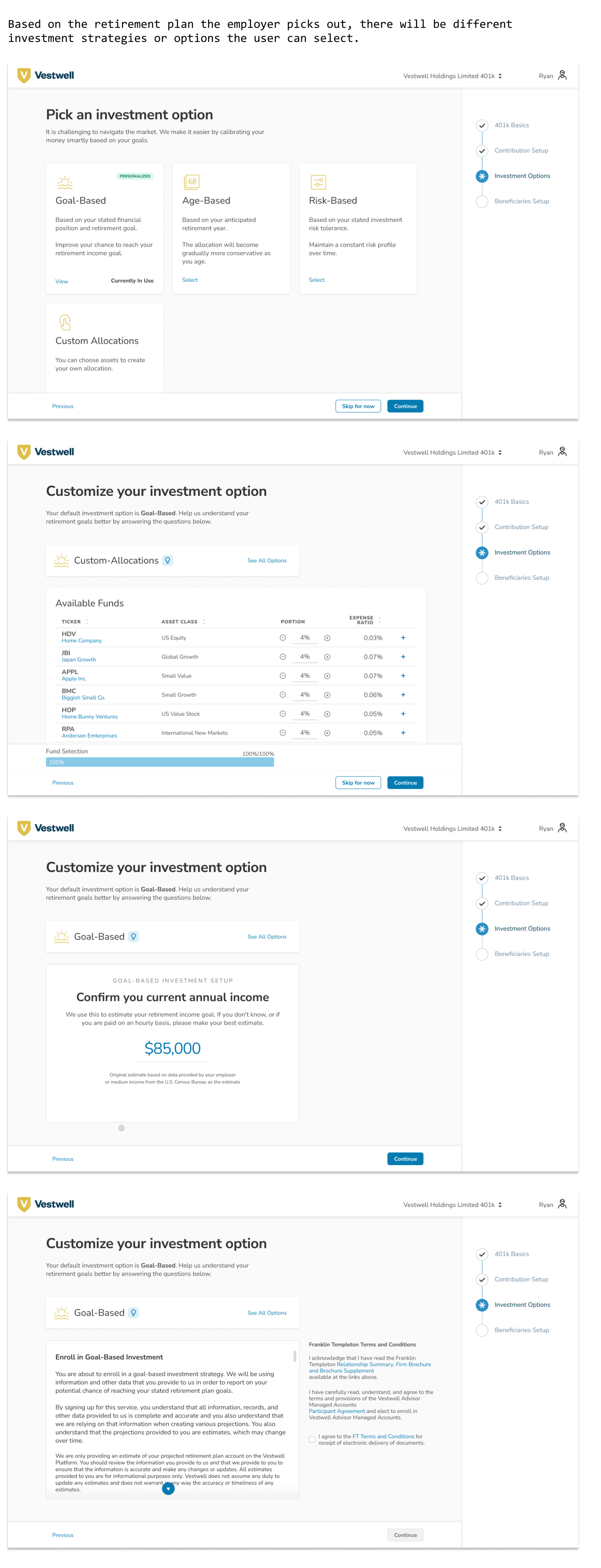
CONTRIBUTION SETUP

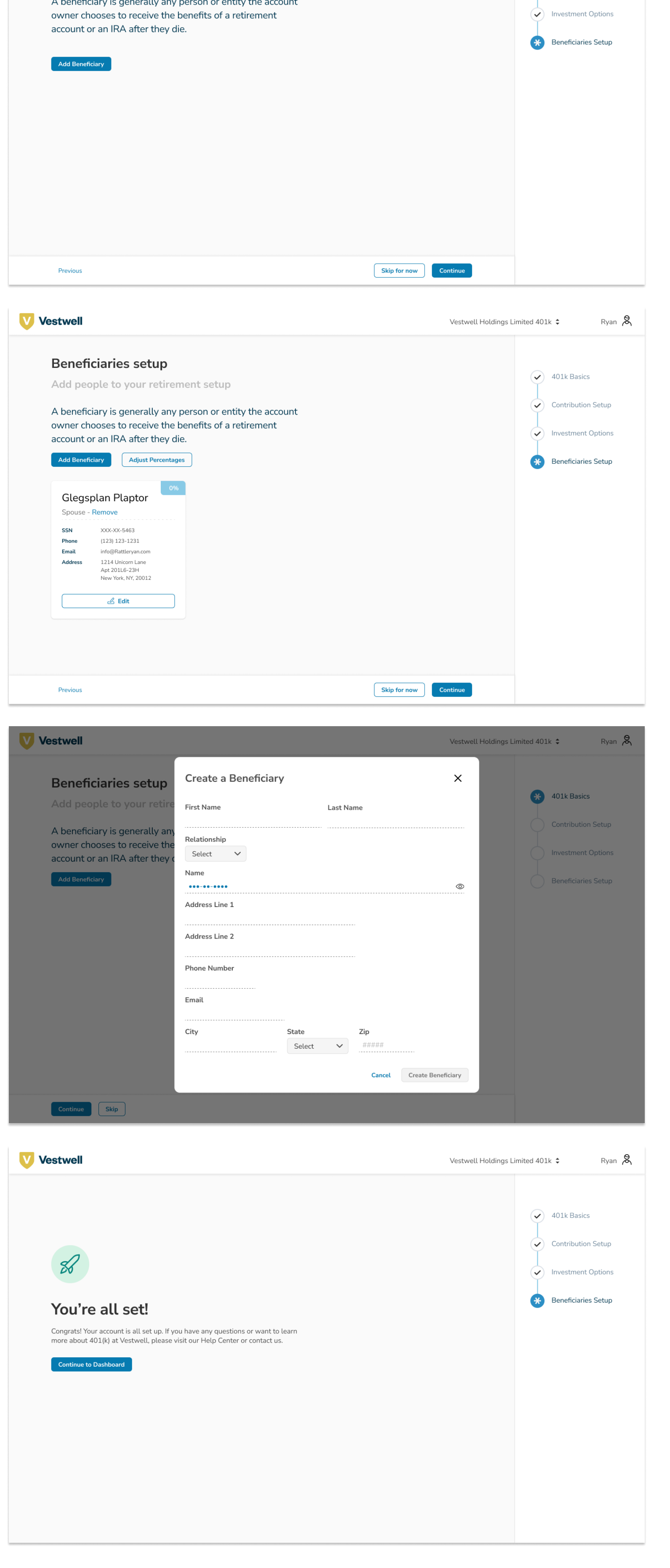
There are default options for contributions that the user can choose, and also a custom rate they can set.



INVESTMENT OPTIONS

Based on the retirement plan the employer picks out, there will be different investment strategies or options the user can select.



BENEFICIARIES

Employees can choose to add beneficiaries to their plan as the last step of their account setup, in which the beneficiary is previewed as a card.