The impact of cognitive load with consent in mind, during onboarding
Will everyone please close their eyes
a square
In this session we’ll cover:

1. Cognitive Load
2. Consent
3. Onboarding
Cognitive load

Too much choice
Too much thought required
Too little clarity
The average app loses 71% of its users just one day after a download

(the top apps do much better with the top 10 only losing 25%)

Source: Kendrick Wang, Apptimise, April 2016
35,000

Source: https://www.quora.com/How-many-decisions-does-a-person-make-in-an-average-day
Making people think or having to remember, requires the most of the mental resources.
Communicate your value proposition to your users in one sentence.
To reduce cognitive load keep it simple, short and human centred. Tell them what they need to know at the right time.
2 Consent

Permission for something to happen or agreement to do something.
'Whenever asking for information from a user, I filter every decision through the lens of ‘can this credibly be represented as being to the user’s’ benefit in providing this?’

Samuel Hulick
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Disagree Agree
Always provide a clear reason why you’re asking for consent and how it will benefit the user in their journey with you.
Always ask for permission and provide users with a copy of the transaction between you and them.
Transparency is key when asking for consent. Remove ambiguity, be honest and upfront (if you have nothing to hide).
3 Onboarding

The process of setting up first-time users to be successful with your product.
‘Every time you make a decision, it’s like doing another rep in the gym. And similar to how your muscles get tired at the end of a workout, the strength of your willpower fades as you make more decisions.’
James Clear
Sign up for London’s best coffee

First Name
James

Last Name
Harvey

Address Line 1
Flat 2

Address Line 2

City

County

Postal Code
What's Your Gender?
Providing your gender creates the best Facebook experience for you.

- Male
- Female

What's Your Name?
Using your real name makes it easier for friends to recognize you.

First Name

Last Name

Next

What's Your Birthday?
Your birthday can be hidden from your friends. Learn More.

Dec 16 1997

Jan 17 1998

Feb 18 1999

Next
“AppName” Would Like to Send You Notifications

Notifications may include alerts, sounds and icon badges. These can be configured in Settings.

Don’t Allow       OK
Onboarding doesn't necessarily end once users create an account, reach the ‘homescreen’ or even take their first action.
Onboarding is a continuous journey of successful actions that puts the person first in order for them to succeed.
Onboarding take away 3

Show users the value of your product through them using it. Don’t default to telling them how to use it.
Task

1. Define your value proposition or PWS in once sentence.

2. Define how and at what point you'll collect consent and give users not only proof of this but also a way to retract at any point.

3. Determine what key piece of information you need to get a user started.
Design for people first and empower them with their data.

Thank you