CLIENT

HumbleDot

INDUSTRY

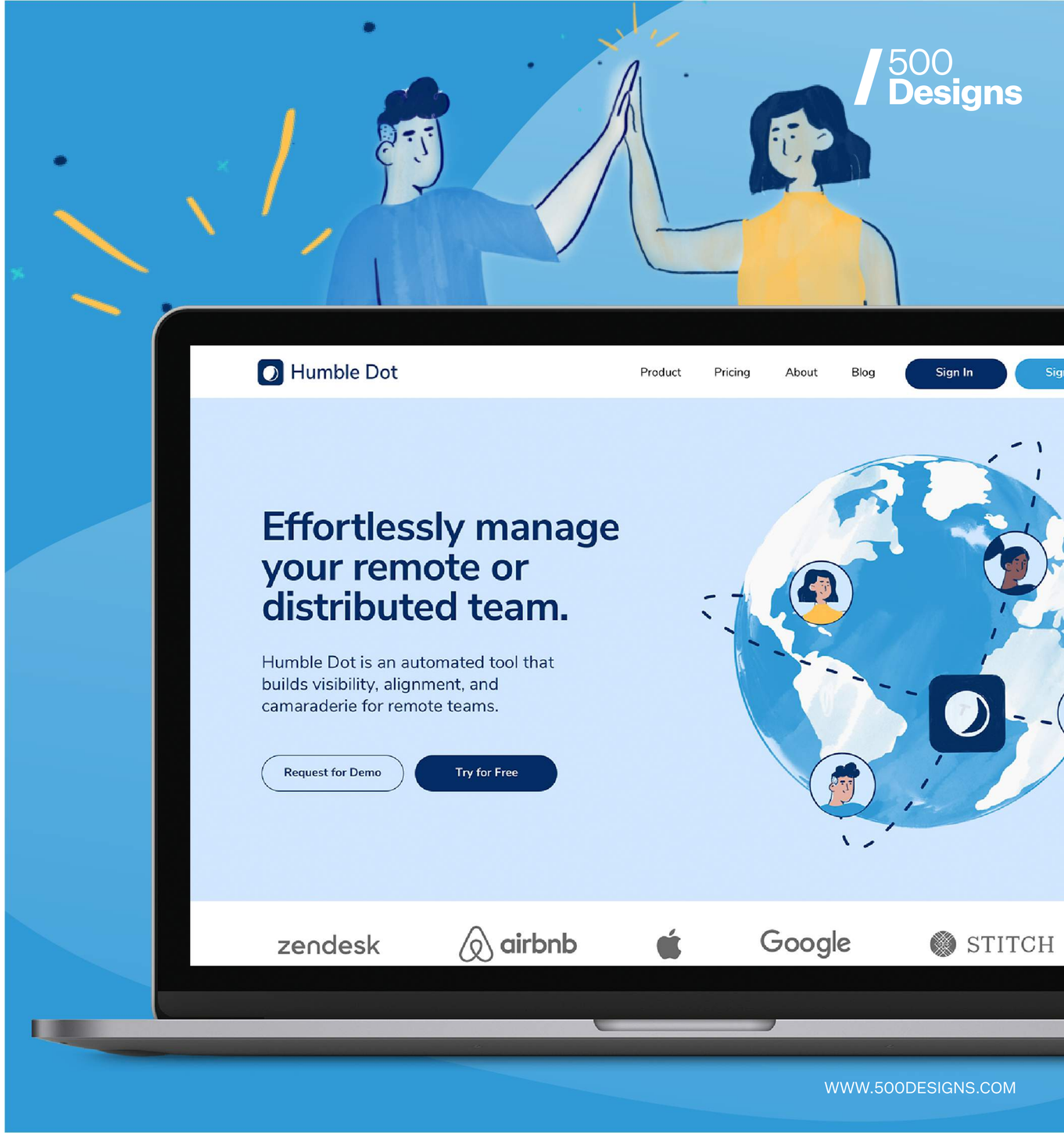
Tech

SERVICES

Web App UI/UX Web Design Illustration

DELIVERABLES

- Complex Web Application UI/UX
- Mobile Responsive Website
- Onboarding Experience



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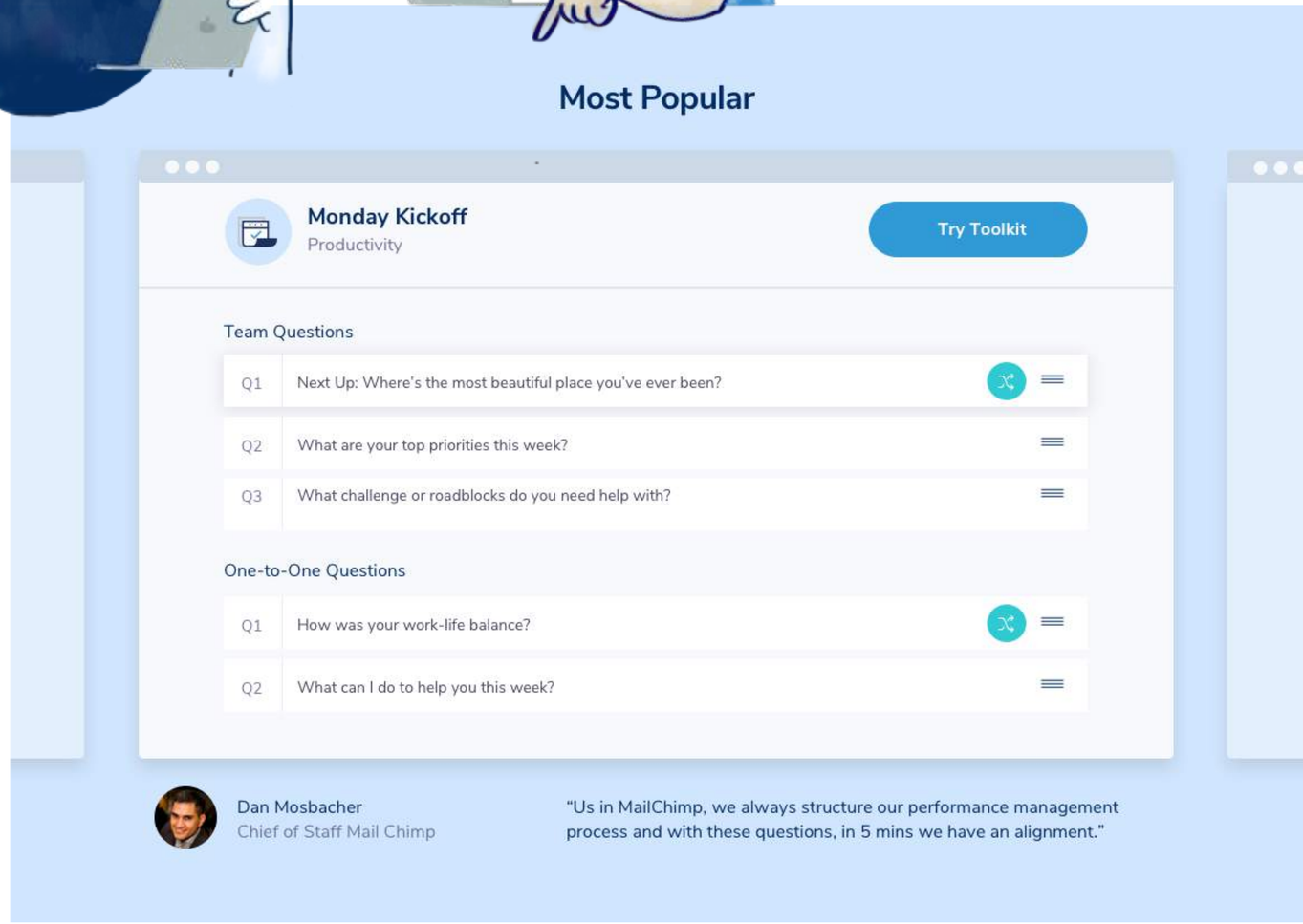
Trying something new

We invented, in collaboration with the Humble Dot team, a new approach to attracting new users in the form of interactive templates users can try without signing up.

It started with a simple question: ‘Can we demo without doing a demo?’ The result was an improvement of more than 4X in conversion rates.



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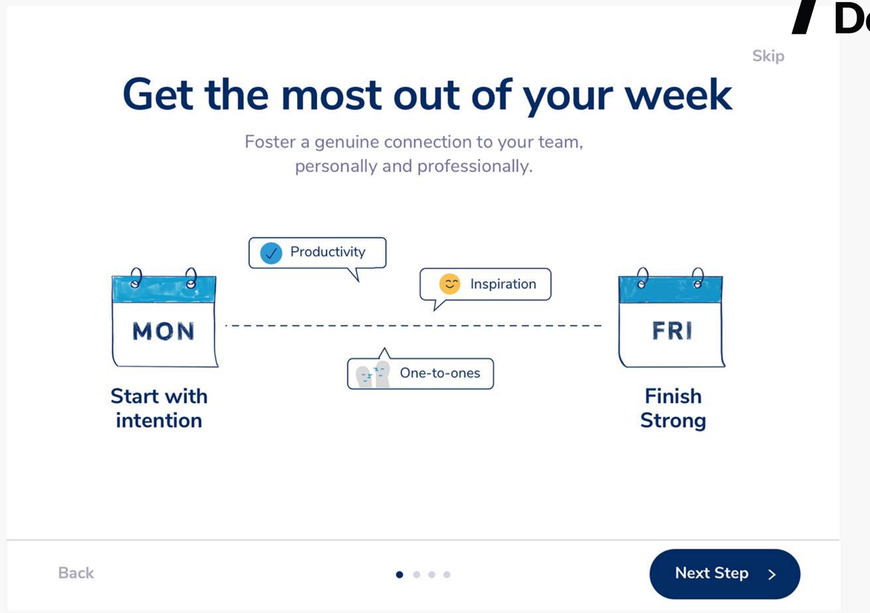
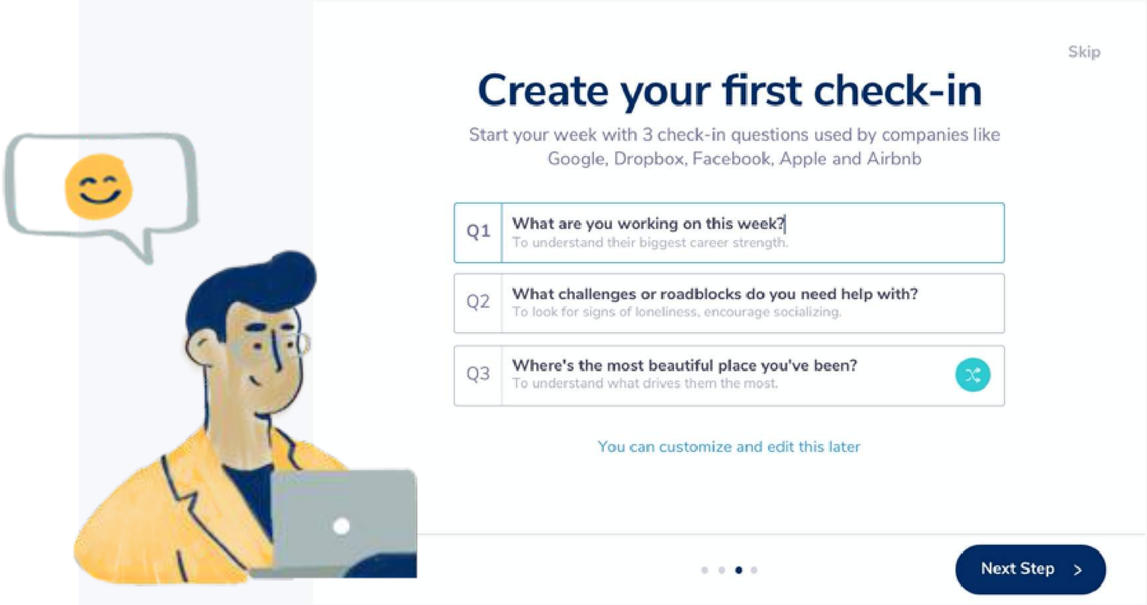
Perfecting Onboarding

Higher initial interest means nothing unless it results in active users. We created a new strategy for onboarding which visually framed how the product would fit into a busy manager's week.

This seemingly simple addition led to almost 70% of all new users becoming active, and inviting their team to join.





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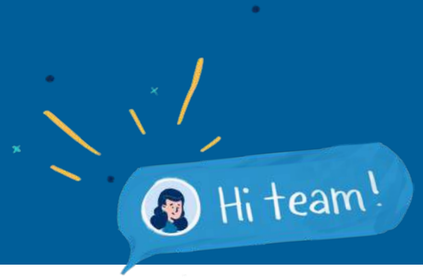
Humble Dot Home Teams Profile Hi, Barack!

Yay! Your weather report check-in is good to go.

Let's get your team added. Remember - you control the on/off switch

Finish



Humble Dot Home Teams Profile Hi, Barack!

Invite your team members

Don't worry, we won't send inviites until you tell us.

Manually Magic Email

Name Email Address

What will team members see when I add them?

+ Add Another + Add Many at Once

BO Barrack Obama barrackobama@work.com Active Receives check-ins

Done

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