

PRODUCT TEARDOWN

NEW USER ONBOARDING FLOW



PRODUCT OVERVIEW



OVERVIEW

Shaadi.com was founded by **Anupam Mittal** in **1996** with the objective to provide **superior matchmaking experience** to Indians all over the world. Till now they have touched lives of **35M** people all over the world and helped over millions to find their matches

VISION

“Our vision is a world where the search for a life-partner is as fulfilling as the journey with a soul-mate”

OTHER BRANDS



BUSINESS MODELS

- Premium Membership Subscriptions
- Personalised Matchmaking Services
- Targeted Advertising

POSITIONING

Shaadi.com is providing **superior matchmaking experience** to people by **expanding** the opportunities available to meet the potential life partner

MARKET

INDIAN MATCHMAKING

MARKET VOLUME

\$305.60m by 2029

CAGR

0.57% (2024-2029)

COMPETITORS

MATRIMONY



DATING



Non-Resident Indian

VISHAL SHARMA

Male, 32, Lives in US, Investment Banker, Single, earns \$200K per annum

“It is time to settle down but finding a life partner with similar cultural background outside India is hard”



NEEDS & GOALS

- He wants to settle down
- He is looking out for a life partner
- He wants life partner to be from same cultural background
- He wants an arranged marriage system where families also agrees to the marriage

PAIN POINTS

- Its hard to find a partner with same cultural background outside India
- There are limited opportunities in immediate social circle of parents

Young Professional

GAURAV KAPOOR

Male, 28, Lives in Bangalore, Parents lives in Kanpur, Product Manager, Single, earns ₹35L per annum

“Looking for serious relationship which can covert to marriage while balancing my busy professional life”



NEEDS & GOALS

- He has dated in the past but now looking for serious relationship.
- He wants to settle down in the current city and not in his hometown
- He needs an easy and convenient way to find compatible match while respecting his busy schedule

PAIN POINTS

- Not having easy and convenient way to find potential matches interested in marriage in the same city
- There are limited opportunities in immediate social circle of parents

USER JOURNEY MAP

SPOTLIGHT



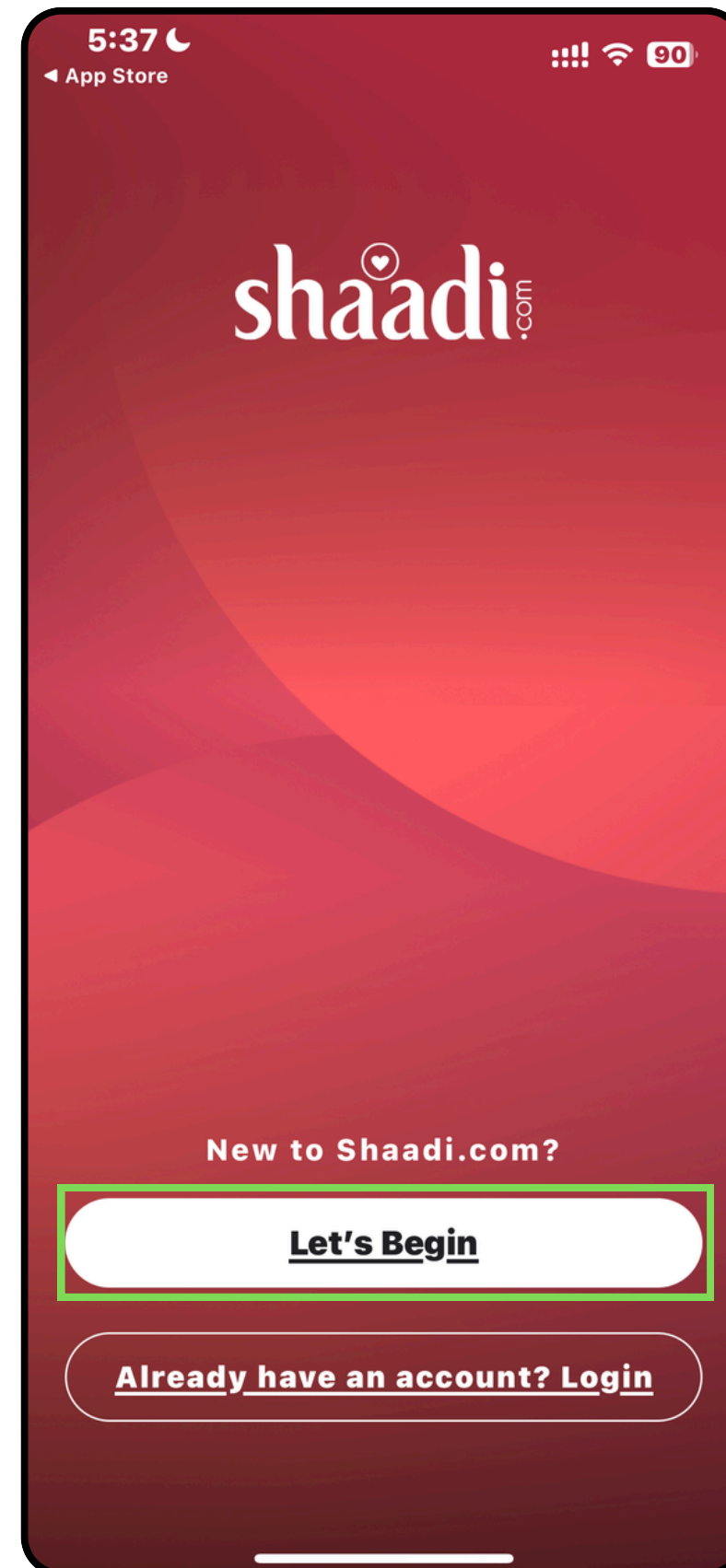
GAURAV KAPOOR

Initial Psych Points

+50

Reason: Gaurav's friend

recommended him Shaadi.com and he has downloaded the app from app store himself.



Step 1

Open Application



Gaurav is feeling **neutral** at this step

Pros

- Major red color (color of love) establish the theme of the app
- Clear distinction between sign-up & sign-in

+2

Recommendation

- Assuring statements like 'find your life partner' can change the emotion from **neutral** to **excited**

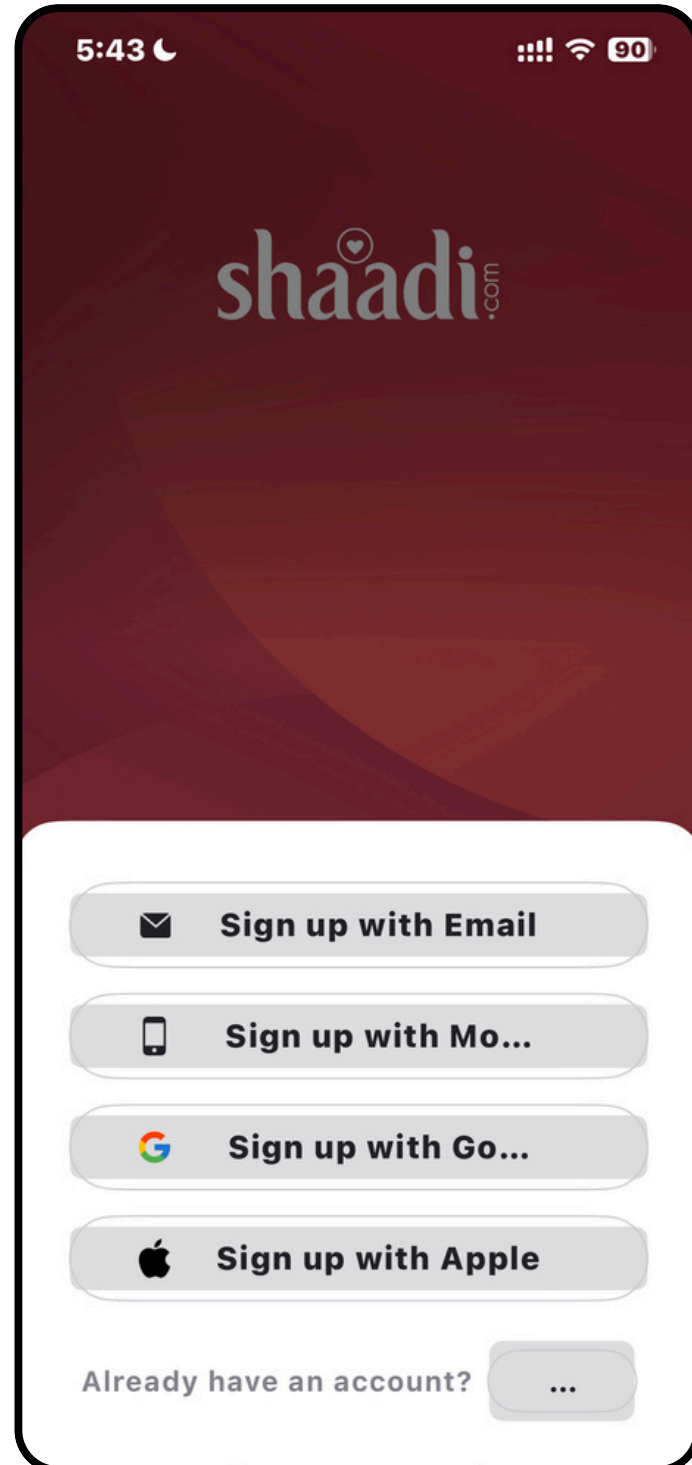
Psych Points

+2

Total


+52

USER JOURNEY MAP



Step 2

Choose singup method

 Gaurav is feeling **confused** at this step seeing multiple unclear options

Cons

- Buttons text is not clear
- Grey button background is ruining the overall aesthetics

-5

Recommendation

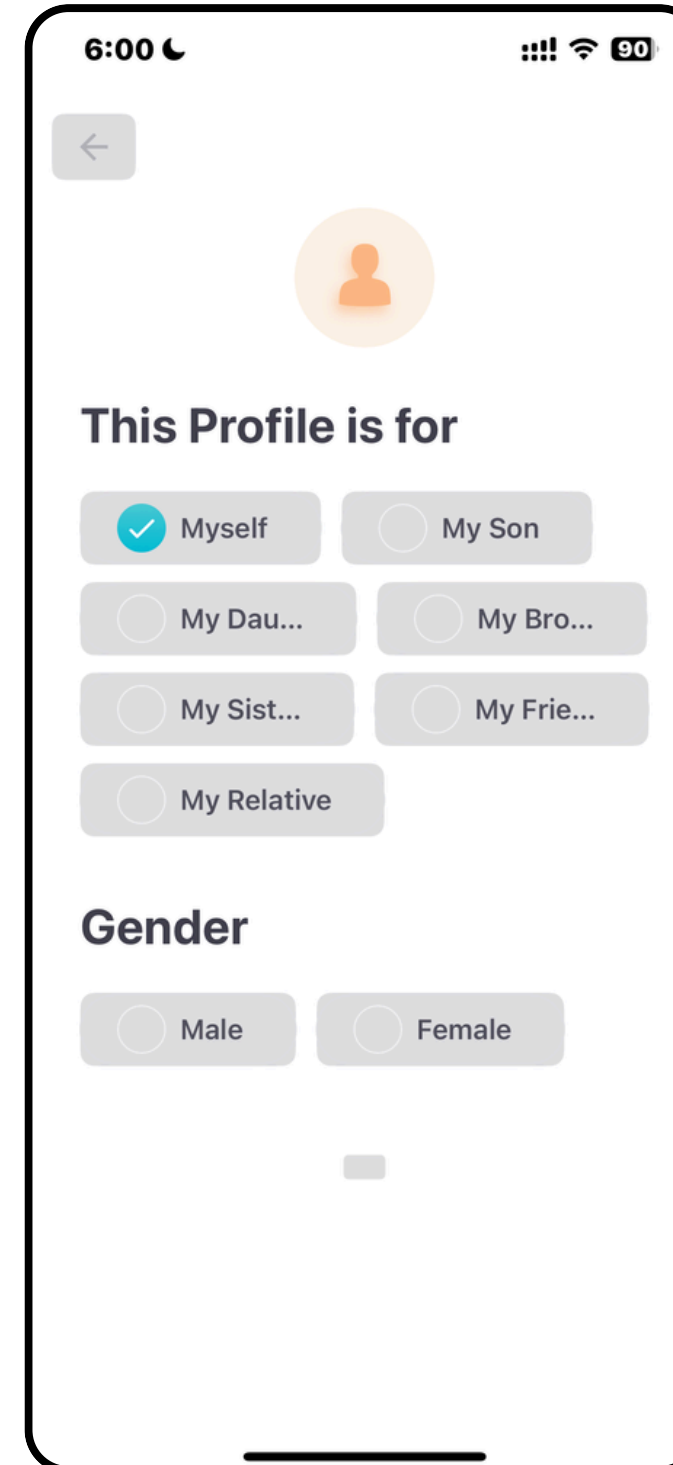
- They can keep the default method as email/mobile signup and then give other options as secondary to reduce the decision making effort of user

Psych Points

-5


Total

+47



Step 3

Enter Basic Information

 Gaurav is feeling **suprised** at this step, he chose signup with email but got this step first

Cons

- Negative surprise element to not complete the email signup process before asking basic information.
- Grey button background is ruining the overall aesthetics

-10

Recommendation

- They can reduce the surprise element by completing the signup process first and then ask for basic information

Psych Points

-10

Total

+37

USER JOURNEY MAP

6:00

←

👤

Your name

First name

Last name

Date of birth

Day Month Year

DD MM YYYY

Continue

Step 4

Add Basic Details

🤔 Gaurav is feeling **curious** at this step

“Will there be an option to hide my full birthdate?”

Recommendation

- They can give details on privacy layer of the app like ‘**You DOB is hidden until you allow it to show**’, this will increase trust on product

Psych Points

0

Total

+37

6:01

←

👤

Your religion

Hindu

Community

Sindhi

Living in

India

Continue

Step 5

Add Details

🤔 Gaurav is feeling **curious** at this step

“Is it necessary to fill religion and community?”

Cons

- Fields could be optional **-5**

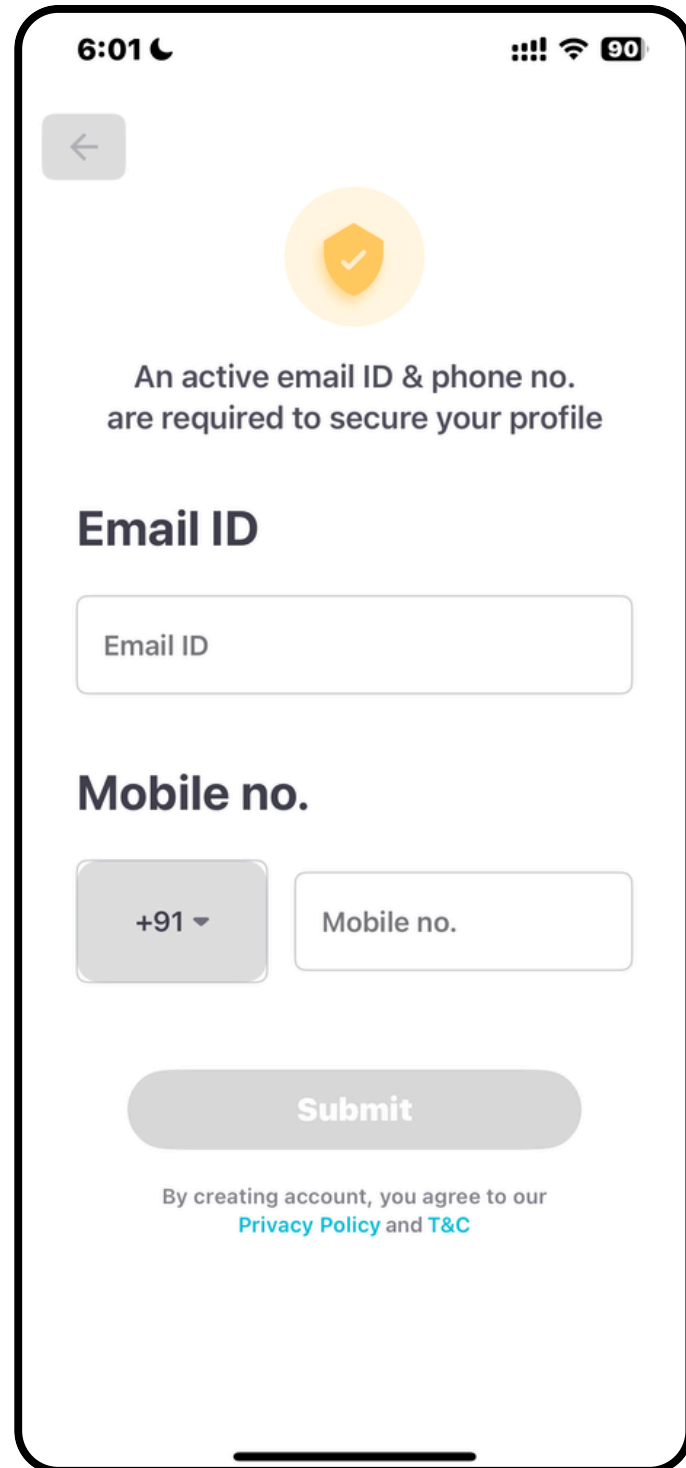
Psych Points

-5

Total

+32

USER JOURNEY MAP



Step 6

Add email and mobile

😞 Gaurav is feeling **annoyed** at this step

"I have chosen email, why they are asking for mobile number?"

Cons

- Signup by email and mobile were separate but asked here collectively

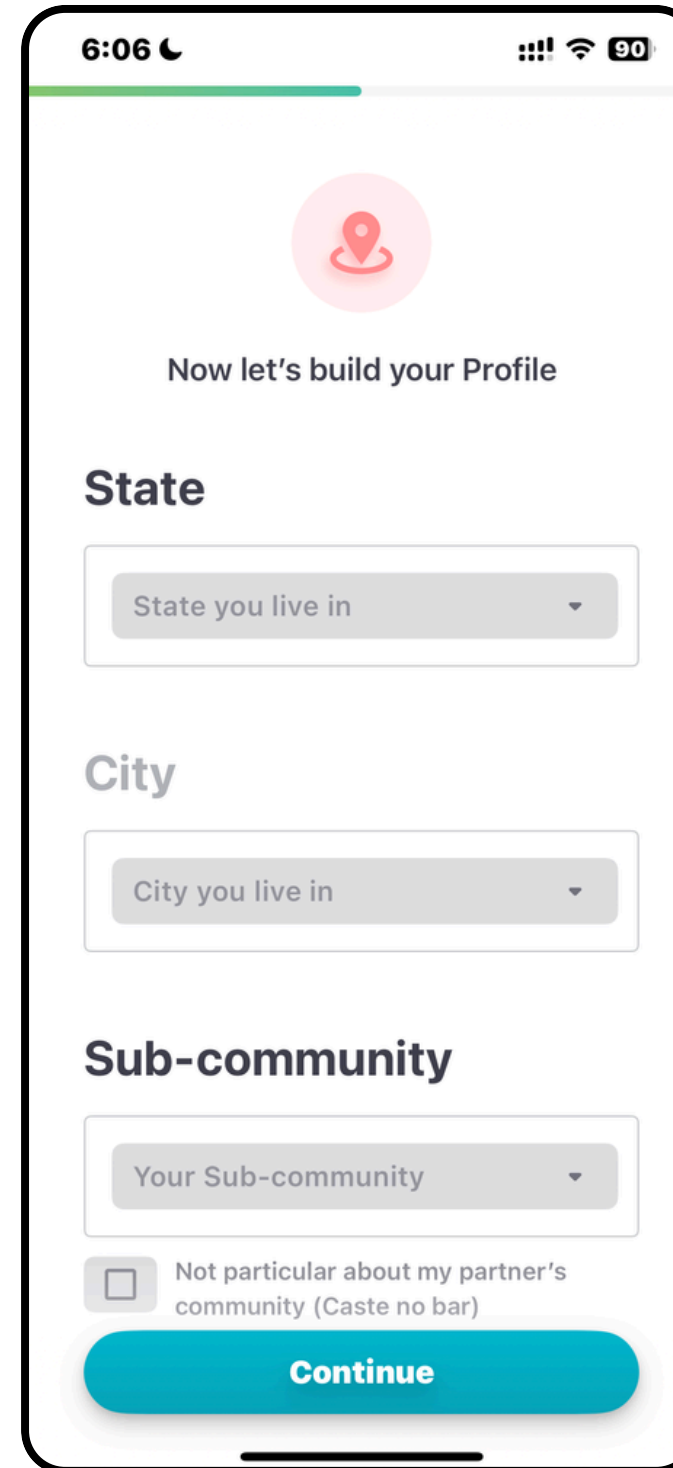
-5

Psych Points

-5

Total

+27



Step 7

Building Profile

🤔 Gaurav is feeling **curious** at this step

"Why sub community has been asked here?"

Pros

- Progress bar at the top
- Clearly mention the role of taking these information: to build profile
- Option to not choose caste preference for the partner

+10

Cons

- Form fields are not related (i.e sub community after city and community was asked before email and mobile)

-5

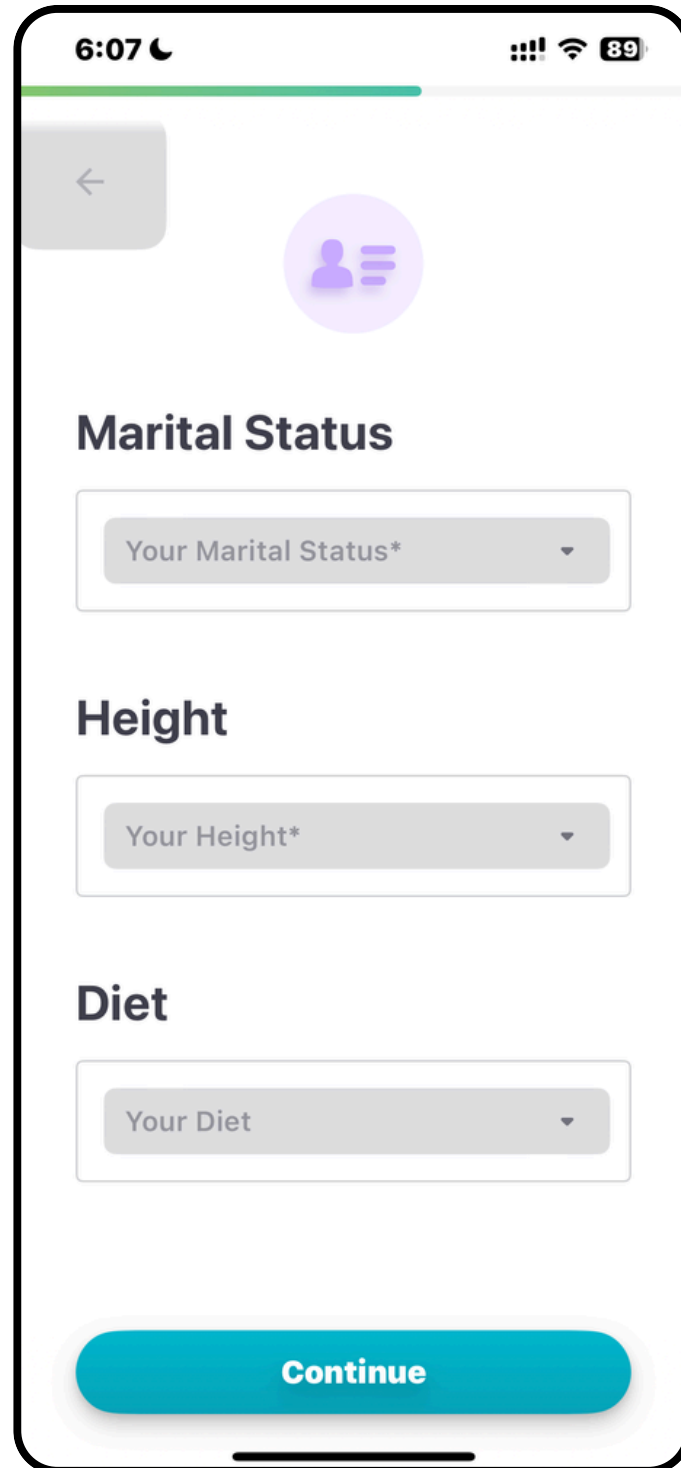
Psych Points

+5

Total

+31

USER JOURNEY MAP



Step 8

Building Profile

😊 Gaurav is feeling **neutral** at this step

Pros

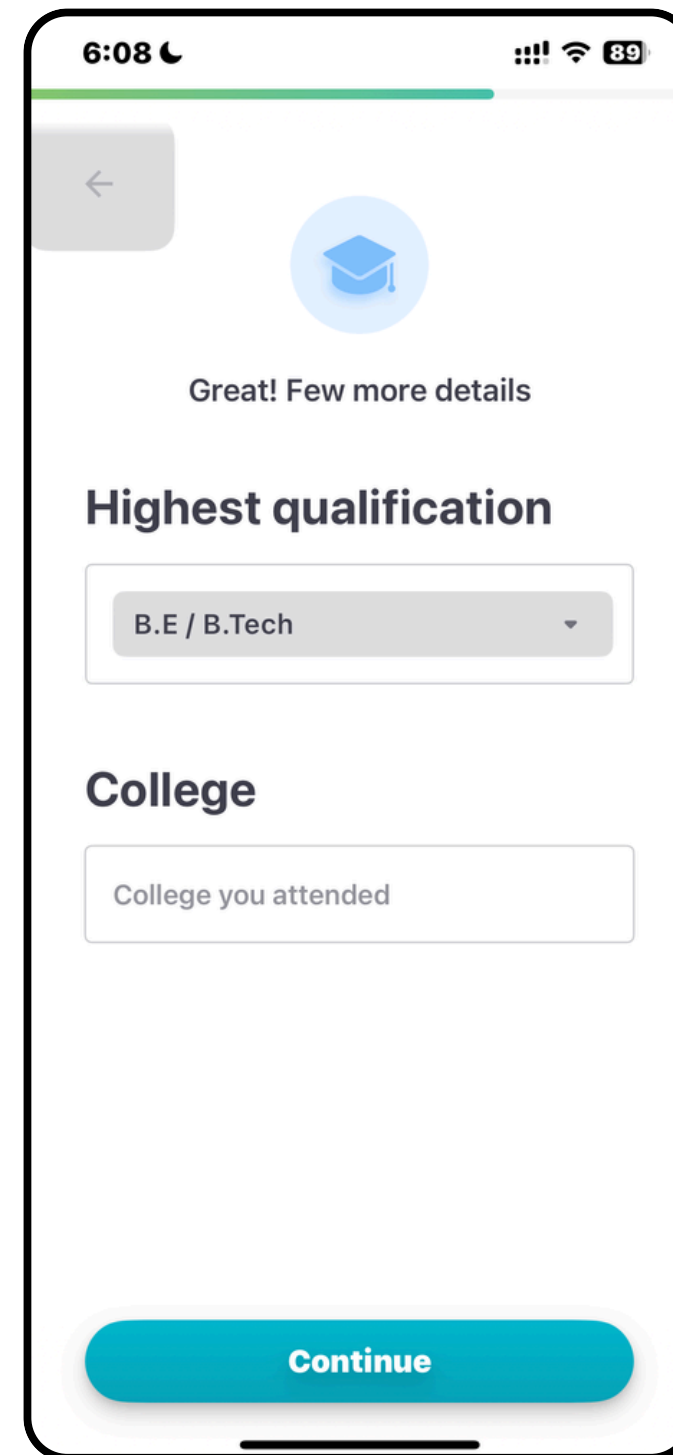
- Relevant information has been asked **+3**

Psych Points

+3

Total

+34



Step 9

Building Profile

😊 Gaurav is feeling **neutral** at this step

Pros

- “Great, few more details” motivates user to fill it in and complete **+5**

Cons

- College might have been asked later in the stages **-2**

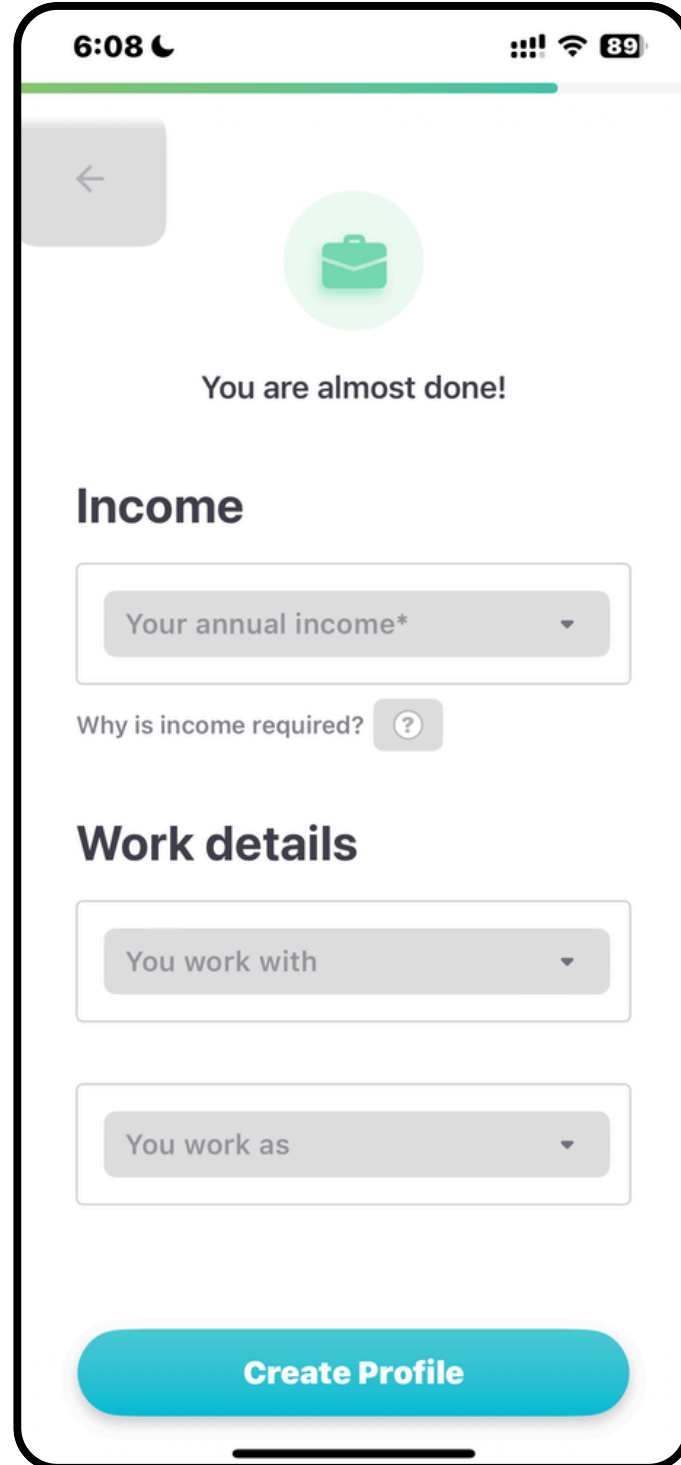
Psych Points

+3

Total

+37

USER JOURNEY MAP



Step 10

Building Profile

🤔 Gaurav is feeling **curious** at this step

“Finally profile is getting created, what’s next?”

Pros

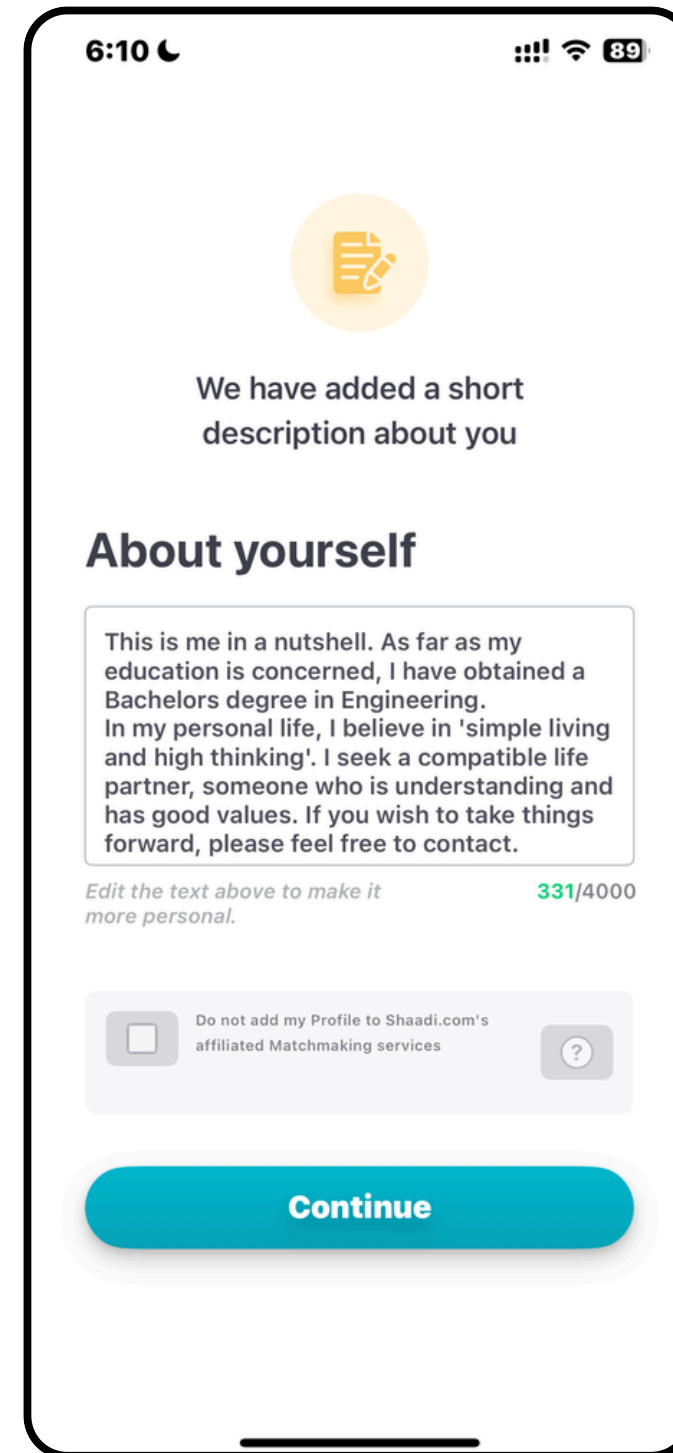
- Specified the reason for asking about income **+3**

Psych Points

+3

Total

+40



Step 11

Building Profile

😊 Gaurav is feeling **happy** at this step

Pros

- Autofill ‘about yourself’ based on entered details **+10**

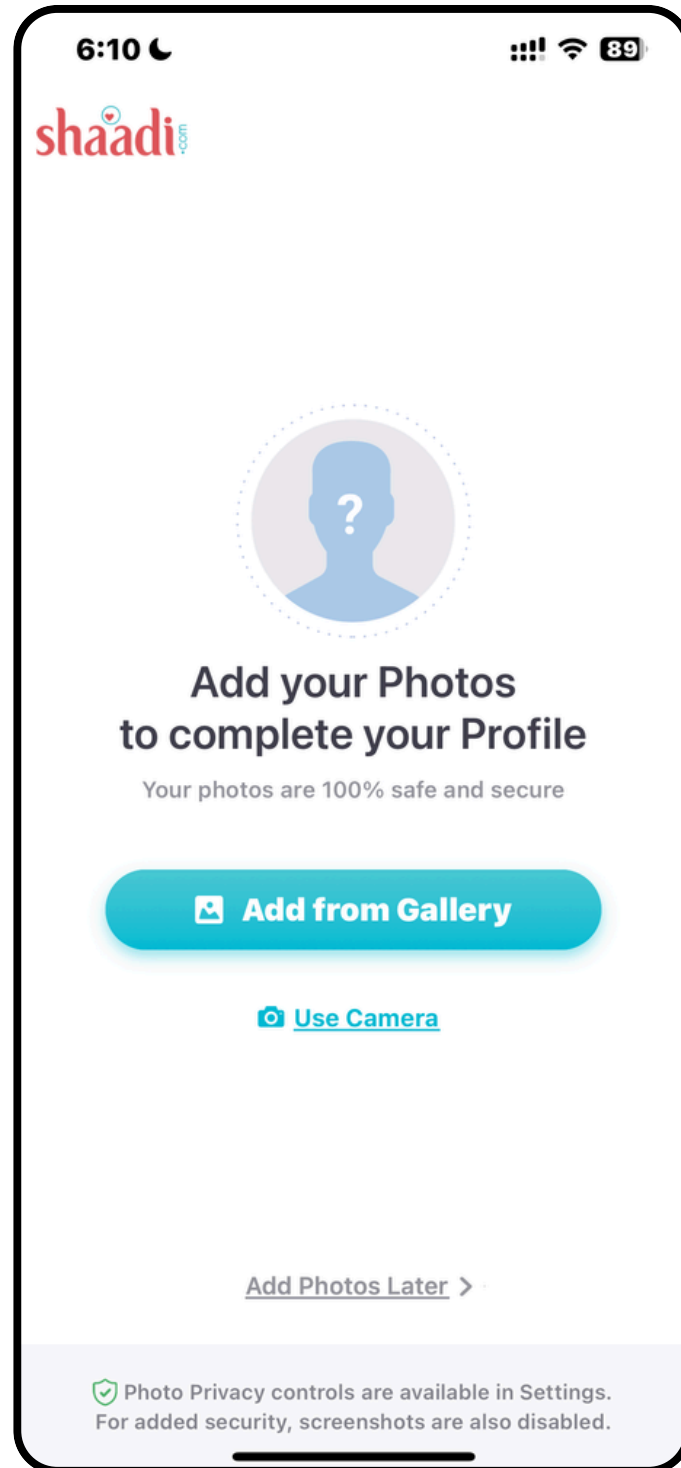
Psych Points

+10

Total

+50

USER JOURNEY MAP



Step 12

Adding Photos

😊 Gaurav is feeling **neutral** at this step

Pros

- Reassuring statements on privacy
- Options to add it later on

+5

Recommendation

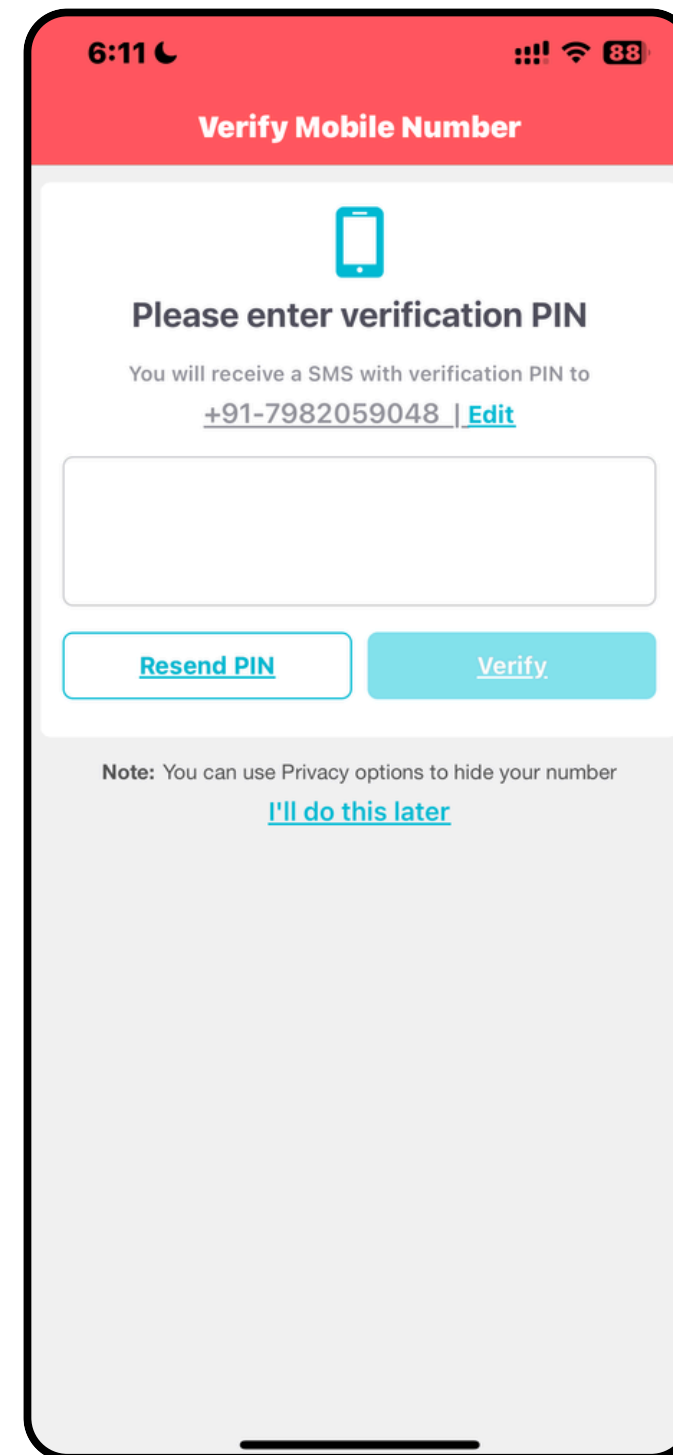
- Can remove 'use camera' as people will add properly clicked pictures for matrimony

Psych Points

+5

Total

+55



Step 13

Verify Mobile Number

😞 Gaurav is feeling **annoyed** at this step

"Is it necessary right now ?, already too many steps"

Pros

- "I will do this later" option to skip

+5

Cons

- Could have been asked after onboarding completion
- Too many steps in the process

-10

Recommendation

- This step can be done when taking mobile number if necessary at all

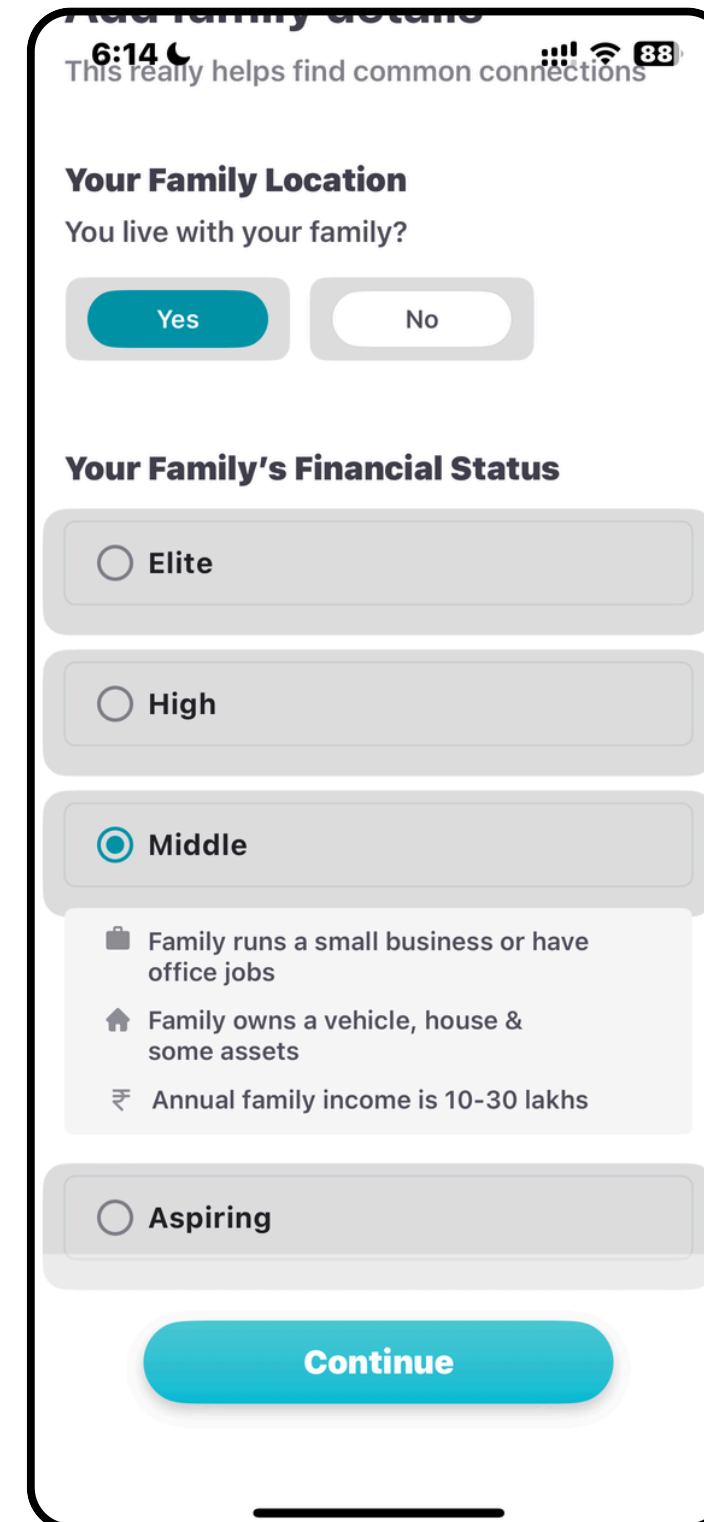
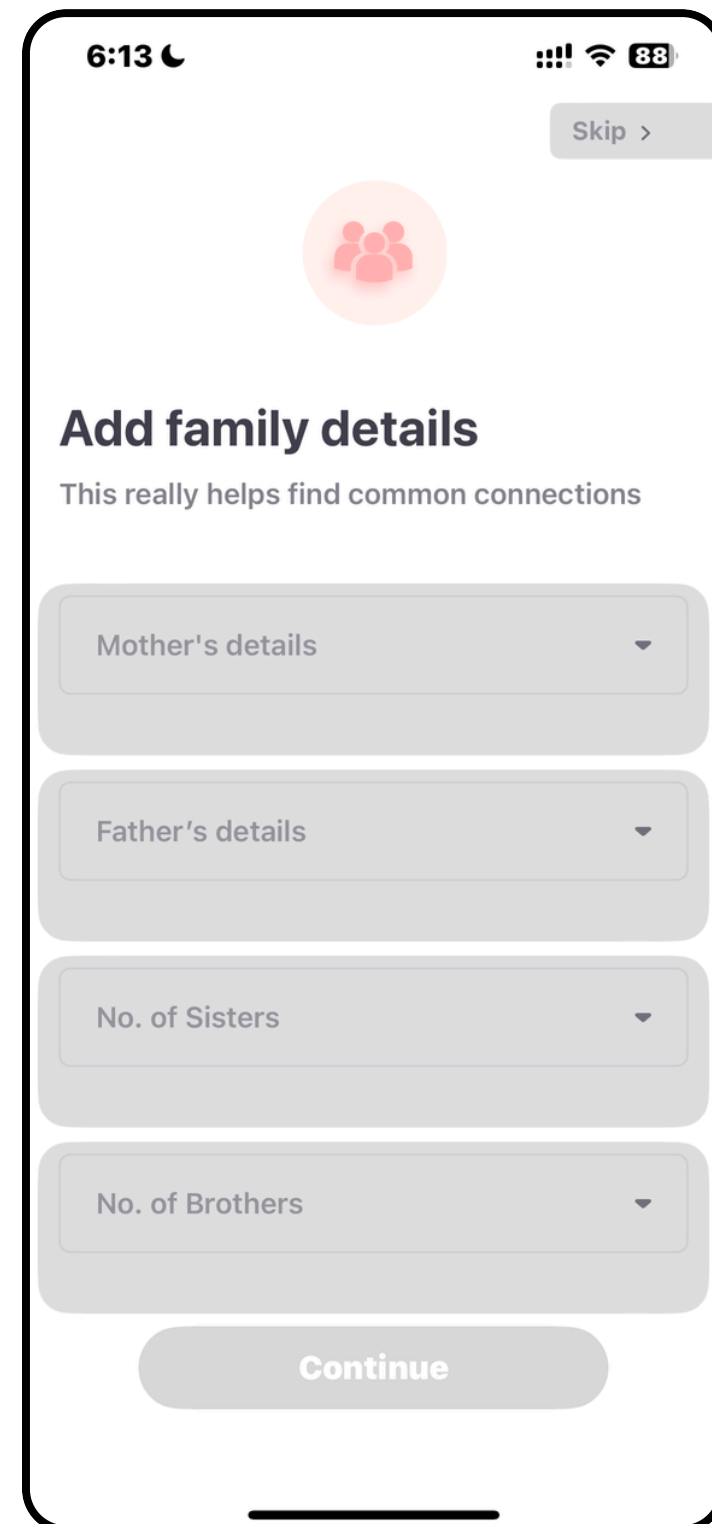
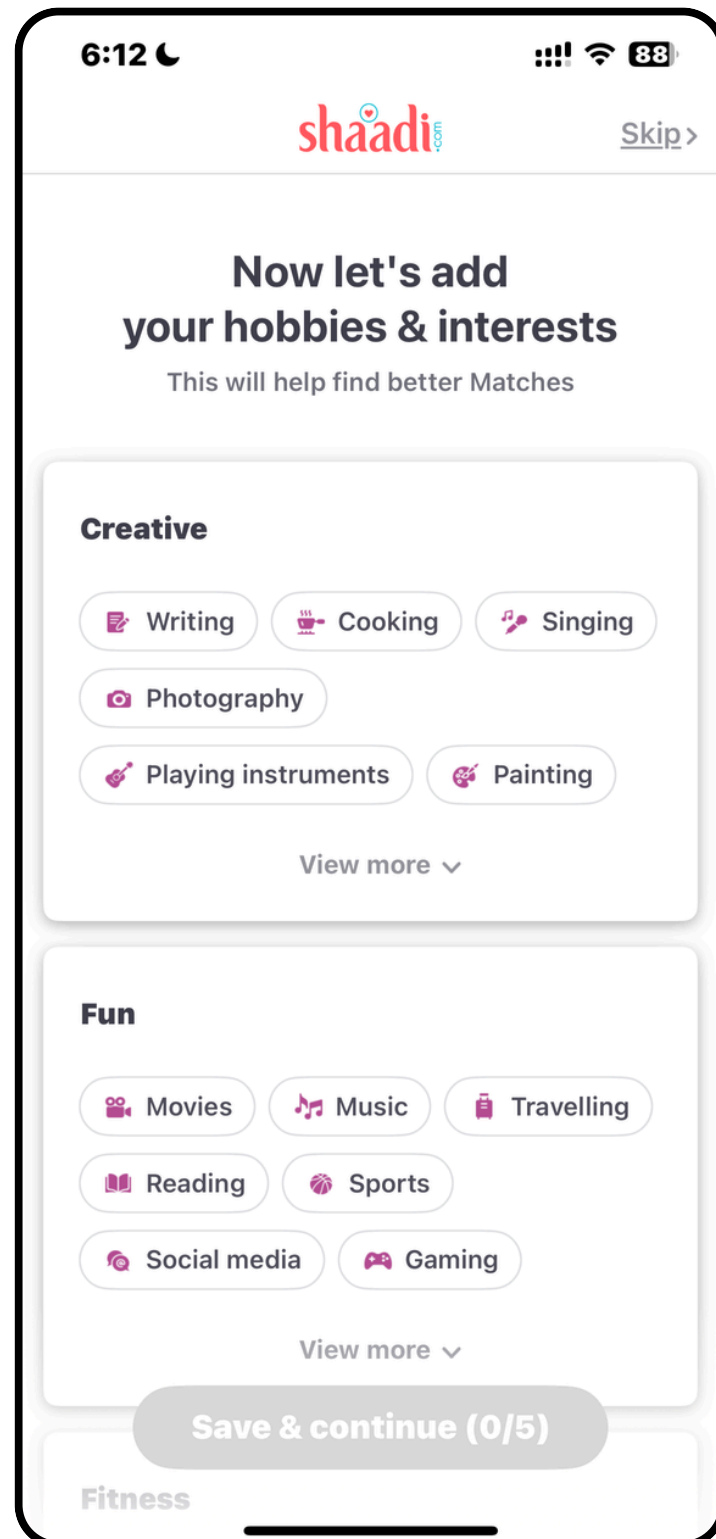
Psych Points

-5

Total

+50

USER JOURNEY MAP



Step 14-16

More details for better matches

😊 Gaurav is feeling **neutral** at this step

"Lot of information to be entered"

Pros

- All are skippable options
- Reasons given with each information taken

+2

Cons

- Could have been asked after onboarding completion
- Too many steps in the process

-10

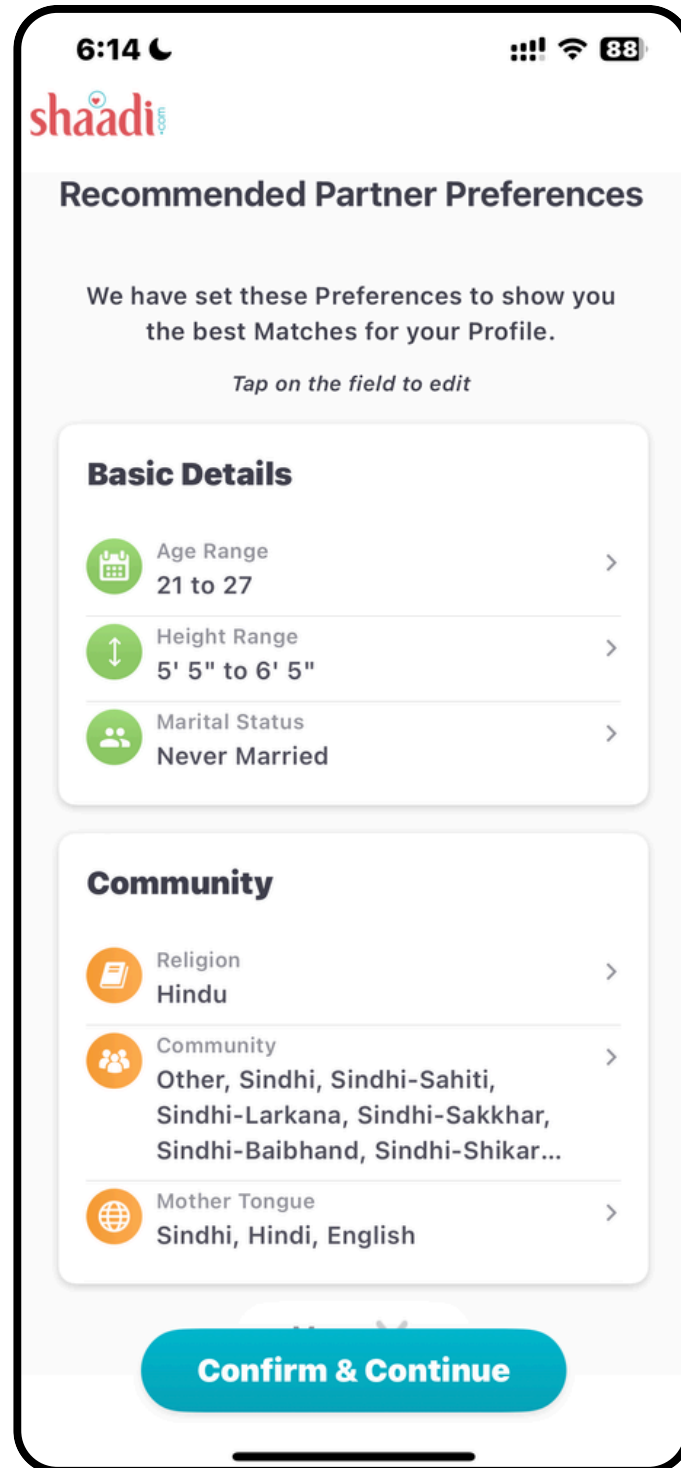
Psych Points

-8

Total

+42

USER JOURNEY MAP



Step 17

Search Preferences

😊 Gaurav is feeling **neutral** at this step

Pros

- Auto fill according to the details filled **+10**
- Can edit the field if needed
- Will show best matches according to preferences (**use case reaffirmation**)

Psych Points
+10

Total
+52



Step 18

Connect with Matches

😊 Gaurav is feeling **happy** at this step

“Aha” Moment *“Matches are being shown for my city only, exactly what I am looking for”*

+10

Pros

- Option to send request to everyone

Psych Points
+10

Total
+60

CONCLUSION

KEY LEARNINGS

- **Auto-fill fields** wherever we can in onboarding is a positive user experience
- **Using common color theme** across onboarding process adds multifold to a good user experience
- **Inspiring users** is as important as reducing friction for them
- Taking too many information in starting **reduces trust** and **increases friction**
- **Taking similar information together** help keeping user's mind structured and hence increases user's patience



Initial Psych Points → Final Psych Points

+50

+60



Gaurav is able to get through the onboarding journey with little uptick in his emotional energy.

KEY METRICS



NORTH STAR METRIC

#Users sending 1st connection request

#Users Visited



L1 METRIC

#Users successfully signed up

#Users Visited