Canva uses UserTesting to optimize onboarding experience

Headquarters: Sydney, Australia

Founded: 2012

Industry: Software

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THE GOAL
Explore how people actually used the first version of their product and identify key areas for optimization.

THE RESULT
An optimized onboarding experience that helps new users understand how Canva works and empowers them to create beautiful designs.

Drag-and-drop graphic design program gauges user reactions to early versions of their product, leading them to optimize the onboarding experience for their new users.

The Challenge

The idea for Canva came from watching non-designers trying to use traditional design tools. After years of development, the Canva team had built the first version of their product in late 2014.

The inevitable challenge with launching a product for the first time is not having seen how people would actually use it. So they engaged UserTesting to conduct some exploratory research and discover where they could make improvements. The insights were extremely useful. The Canva team learned just how intimidating graphic design was for many people: users were scared to click much, and when they did, they struggled to know what to do next. Many struggled to create something they loved and left feeling dejected.

The feedback was unanimous: "I'm not creative enough; it's too hard." It wasn't quite the fun journey Canva was hoping users would experience.
It became quickly apparent that it wasn't just the tools themselves that were preventing people from creating great designs, but also people's own belief that they can't design. Users' hesitancy to jump in and explore the platform's potential had to be overcome.

The Canva team didn't just need to create an intuitive, easy-to-use graphic design program; they needed to empower people who weren't graphic designers to believe they could design.
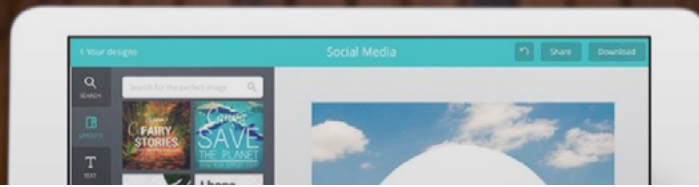
The Solution

Giving the users a great experience in the first few moments was critical to Canva taking off. They needed to change their users' beliefs about their own design abilities and make users feel happy and confident to click around and explore. No short order!

Based on what they learned, the Canva team optimized their onboarding experience—paying particular attention to their users' emotional journey—in order to dispel people's beliefs that they didn't have the talent, skills, or creative ability to design.

They created a short introductory video to help new users visualize how easy it is to use Canva and to eliminate the preconceived notion that design products are hard to learn. They also created a series of interactive challenges to help users experience small wins, build their creative confidence, and convince them that Canva was easy to learn and fun to explore.

Their re-designed onboarding process has saved hundreds of thousands of people from struggling to use their product. Within a few minutes of using Canva, people feel confident with their abilities, understand how Canva works, and then spread the word—a feat which helped Canva grow to more than 10 million users in just over two years.

About Canva

Canva is an online platform that makes graphic design accessible for everyone. It offers a simple drag-and-drop interface and hundreds of professionally designed and entirely customisable templates to get you started, as well as more than a million images to use in your designs.

Learn more: www.canva.com

> **Include your users in your product journey they're the only other people who will care about your vision as much as you do. UserTesting helped us understand what they needed on both a UX and emotional level."**
>
> **- Melanie Perkins
> Co-founder and CEO of Canva**

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ABOUT USERTESTING

UserTesting enables every organization to deliver the best customer experience powered by human insight. With UserTesting's on-demand Human Insight Platform, companies across industries make accurate customer-first decisions at every level, at the speed business demands. With UserTesting, product teams, marketers, digital and customer experience executives confidently and quickly create the right experiences for all target audiences, increasing brand loyalty and revenue. UserTesting has over 1,200 subscription customers including half of the world's top 100 brands, and has delivered human insights to over 35,000 companies to-date. Backed by Accel and OpenView, UserTesting is headquartered in San Francisco, CA. To learn more, visit www.usertesting.com