Confusing Onboarding

Sample UX Audit Finding • SaaS Product • First-time user journey

PRIORITY	HIGH	AREA	Onboarding
IMPACT	High	JOURNEY	First-time setup

01	**Finding** What is the problem?	**New users are asked to make several setup decisions before they understand what they need to do.** The onboarding screen combines required fields, optional settings and secondary actions, making the first step feel unnecessarily complex.
02	**Evidence** Where does it happen?	The first-use screen presents four setup sections, an optional configuration area and two competing actions. Required information is not clearly separated from optional information, and the primary action has weak visual distinction.
03	**Impact** Why does it matter?	This increases cognitive load at a critical point in the product journey. Users may pause, skip setup or leave before reaching their first meaningful outcome. It can also increase time-to-value and early support questions.
04	**Recommendation** What should change?	**Simplify onboarding around the first meaningful outcome.** Separate required setup from optional configuration, reduce the number of decisions shown at once, make one primary action clearly dominant, and defer advanced settings until later.
05	**Priority** What should be addressed first?	**HIGH** Address before adding new onboarding features. The issue affects a critical first-use journey and can influence activation, completion and early product confidence.
06	**Roadmap** What should happen next?	**Now:** simplify the first onboarding step and clarify required information. **Next:** move optional configuration out of the initial path. **Then:** validate the revised flow and measure completion and time-to-value.

UX DIRECTION

Move users from **setup complexity** to **first value** with fewer decisions, clearer hierarchy and one obvious next action.

Sample / Illustrative. This example demonstrates how XperienceAudit structures a UX finding. It is not based on research with real users or a real client engagement.