

A hand holding a smartphone with a blueprint overlay. The background is dark blue with faint white lines and patterns, including a grid and circular patterns. The word 'SWAVE' is written in a white, stylized, cursive font. Below it, the word 'BLUEPRINTS' is written in a white, sans-serif font, enclosed in a white rectangular frame with corner brackets. At the bottom, the text 'How To Manage Account Creation' is written in a white, sans-serif font.

SWAVE

BLUEPRINTS

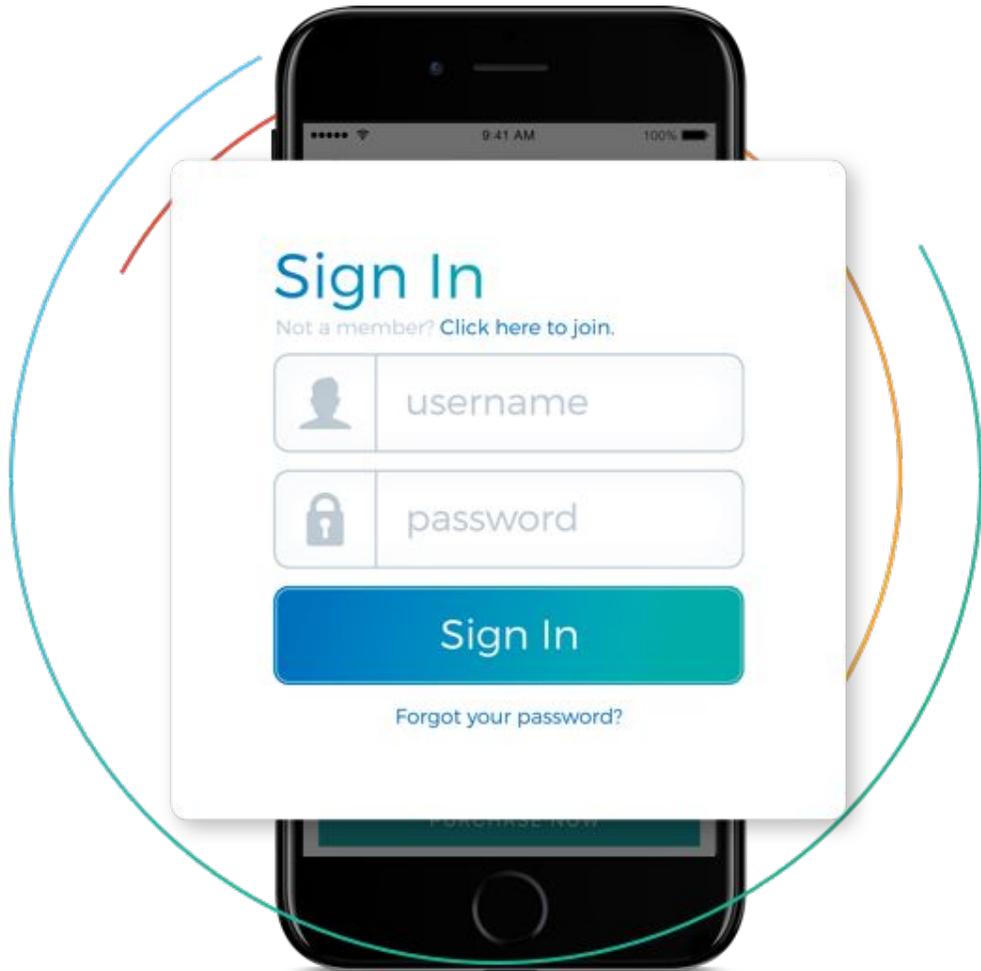
How To Manage Account Creation



The Challenge

Account creation can be a fiddly business for mobile users. It's a crucial step for many apps, which will benefit many metrics downstream, like revenue, engagement and retention.

Here's how to make the process as simple as possible - and enjoy all those benefits without imposing too much 'mental load' on your mobile customers.



The Solution

The key is to actively manage this process so that account creation is understood as a beneficial step by users, and can be completed quickly and easily.

This takes careful planning, testing, and optimization. And of course, there are varying requirements for different apps.

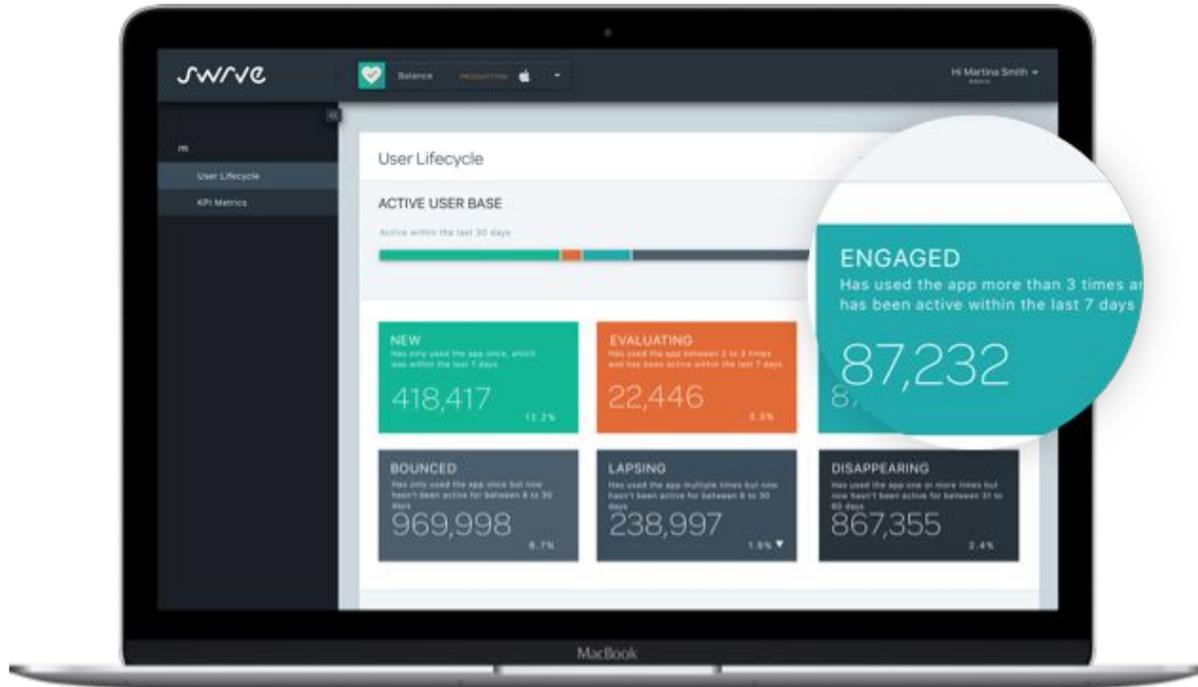




Do You Need Account Creation?

It sounds obvious, but it's worth saying - if your app doesn't need registered users, then don't do it.

To find out which category you fit in, A/B test registration vs no registration, and analyze the downstream effects on your KPIs of users with accounts vs those without.

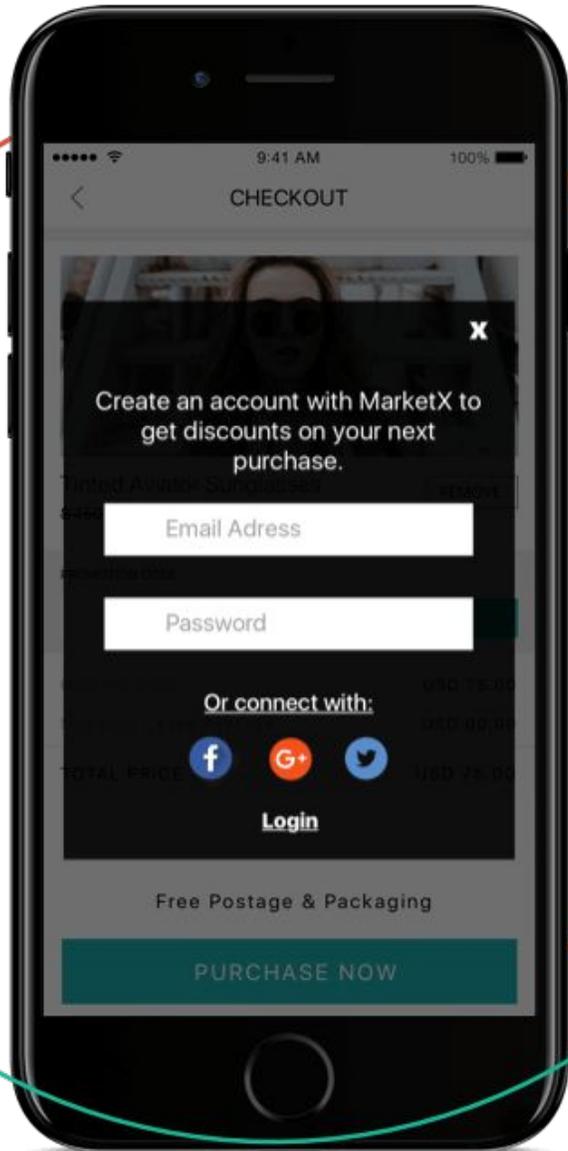




Explain Benefits To The User

If your app *does* require users to create an account, ensure that you explain the benefits that they will receive from it.

These are personalized information, offers, easier transactions etc.



Decide When To Prompt For Account Creation

It is down to you to figure out which method works best for your app. Testing can help though.

Forcing 'hard' account creation on users can scare them away. On the other hand leaving it until the moment of first transaction can lead to higher cart abandonment rates.

A/B test to find your own sweet-spot. Here are a few options:

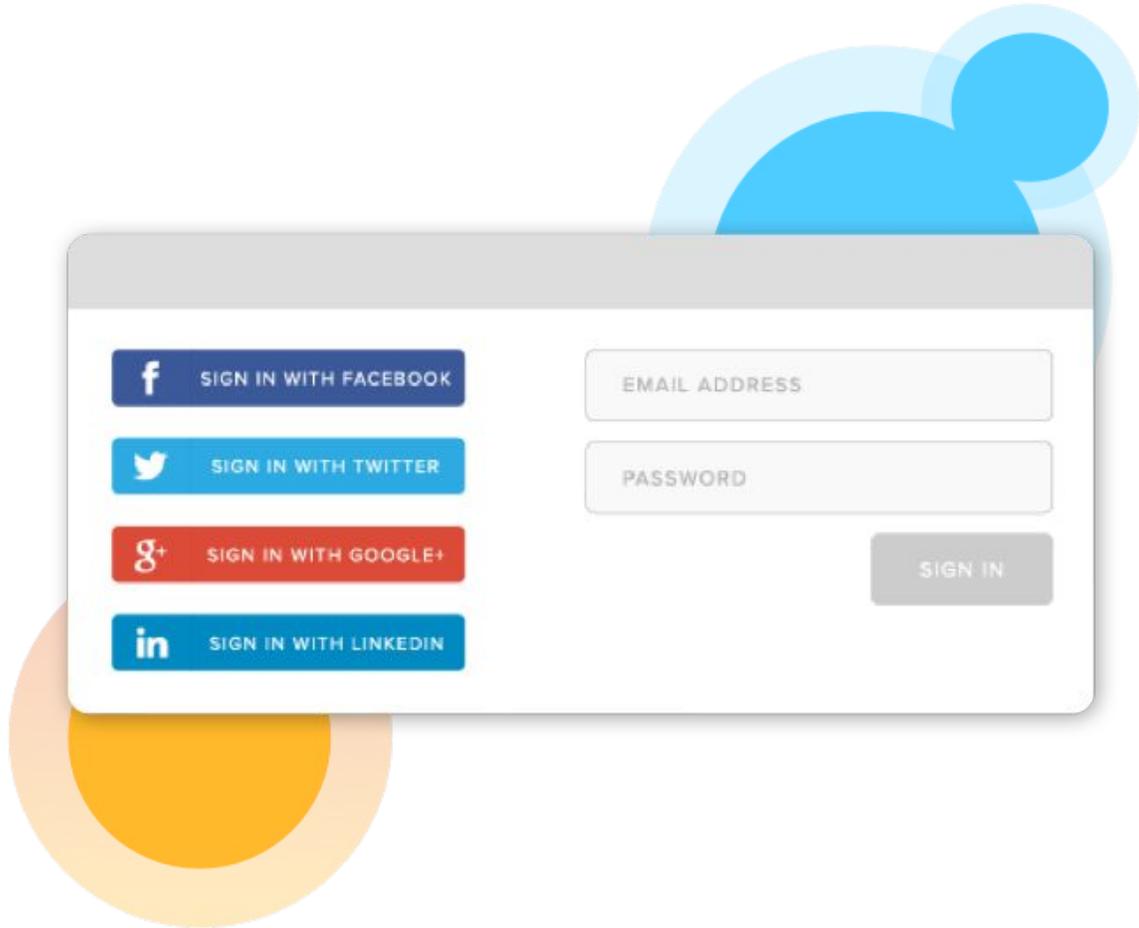


Social Logins

Social media logins are often a frictionless way to do the account creation process.

They increase registrations, verify email, give you access to richer user profiles - all through one click.

But it doesn't provide all information. You're still going to need payment details etc. Again, test what works best.





Keep Interactions Native

Working with a dynamic 'native mobile' marketing platform gives your account creation screens the look and feel of being a part of the app.

Furthermore you can change and adjust screens whenever you want, without the need of any hard coding or resubmissions to the app stores.

That means rapid testing and optimization - and a better user experience.



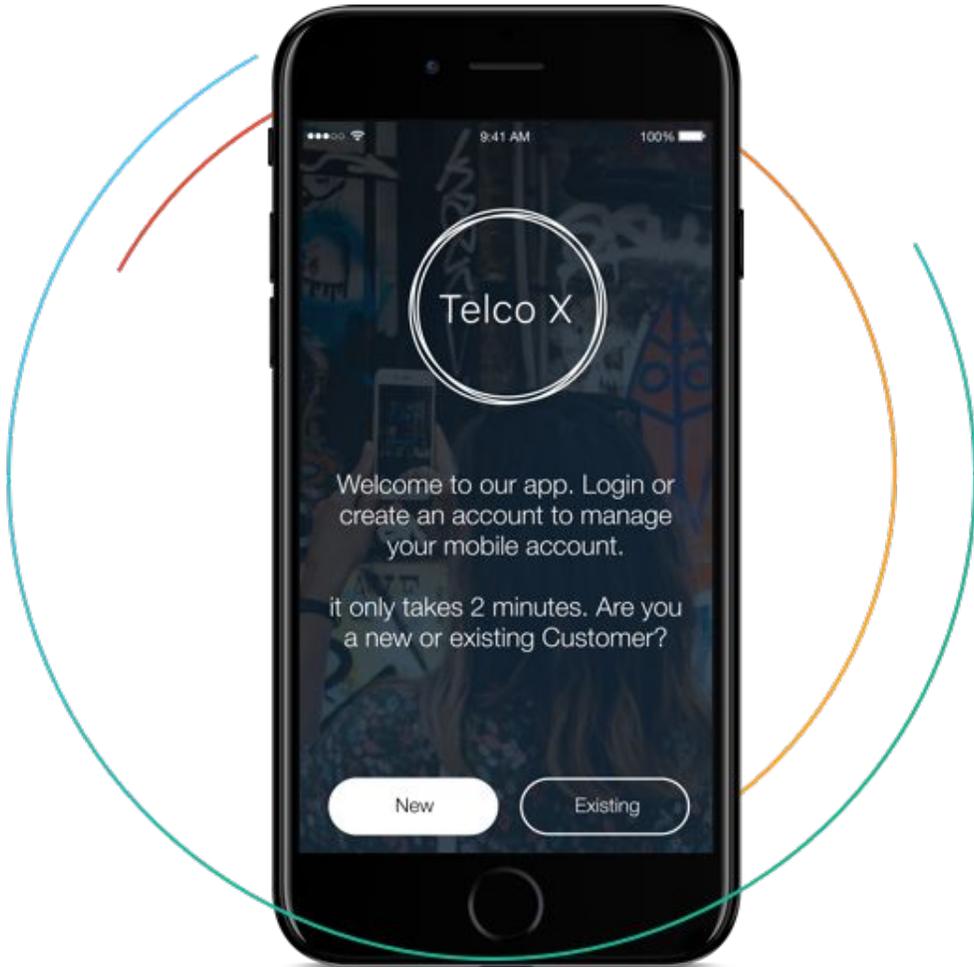


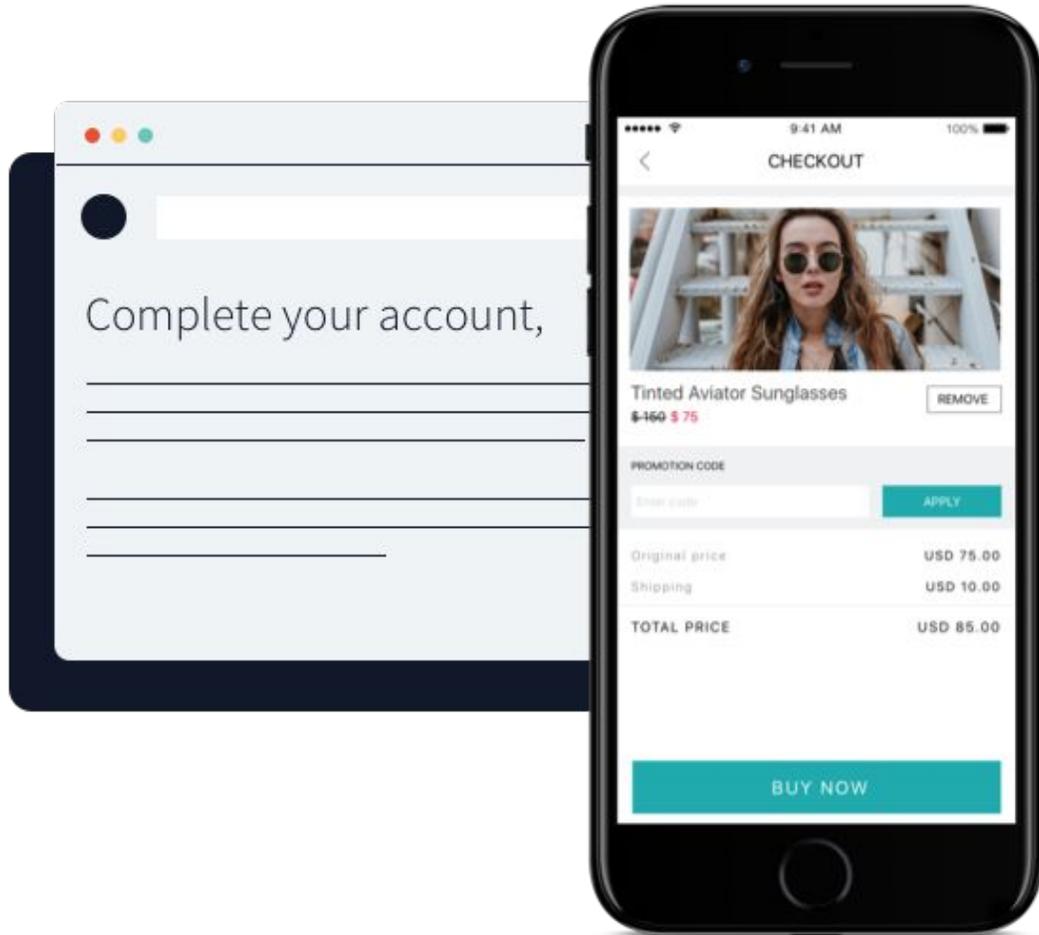
Design Simplicity

Clean, simple screens - with just the right amount of content - are highly effective.

Avoid scrolling on mobile, and provide clear feedback to users so they understand how long the process will take.

Any kind of complexity or excessive length will cause completion rates to fall drastically - don't let this happen.





Use Other Interactions To Encourage Account Completion

Don't just rely on in-app interactions, try push notifications to communicate outside the app. Be careful of timing and frequency - don't annoy your users. Use incentives.

Syncing your mobile data with your email service brings one more channel into the fold. Trigger emails based on mobile behavior, e.g. send emails only to users who haven't fully completed account creation.