FIBERY ONBOARDING TEARDOWN

I signed up for Fibery as a first-time user and followed the onboarding up to the first lesson.

NOTE This review is self-initiated. Nobody at Fibery asked me to do this.

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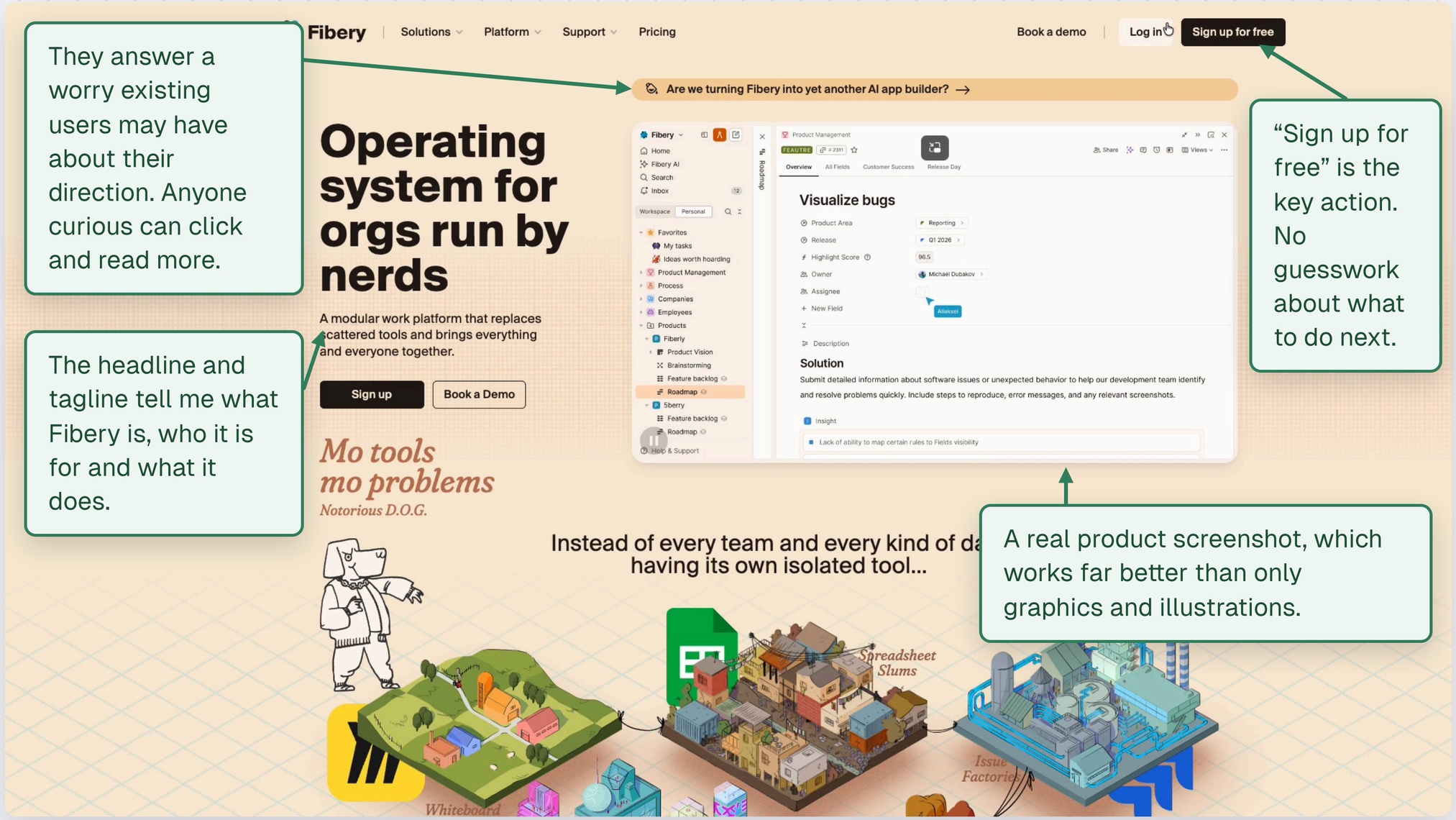
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ACT 1

Signing up

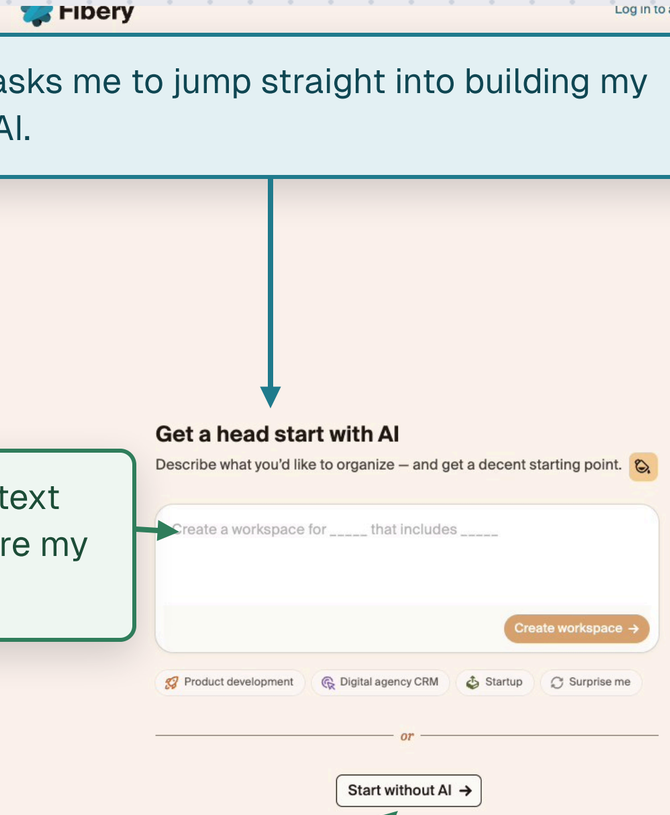
The homepage, three onboarding steps, and the wait while my workspace gets ready.

Homepage first fold



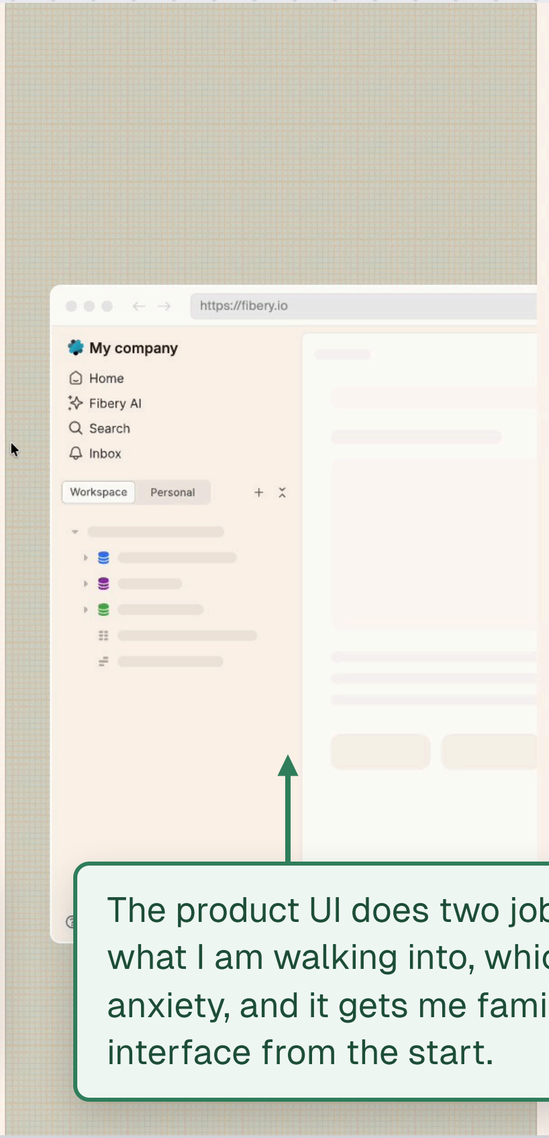
Step 1: start with AI

The first screen asks me to jump straight into building my workspace with AI.



The placeholder text helps me structure my intent.

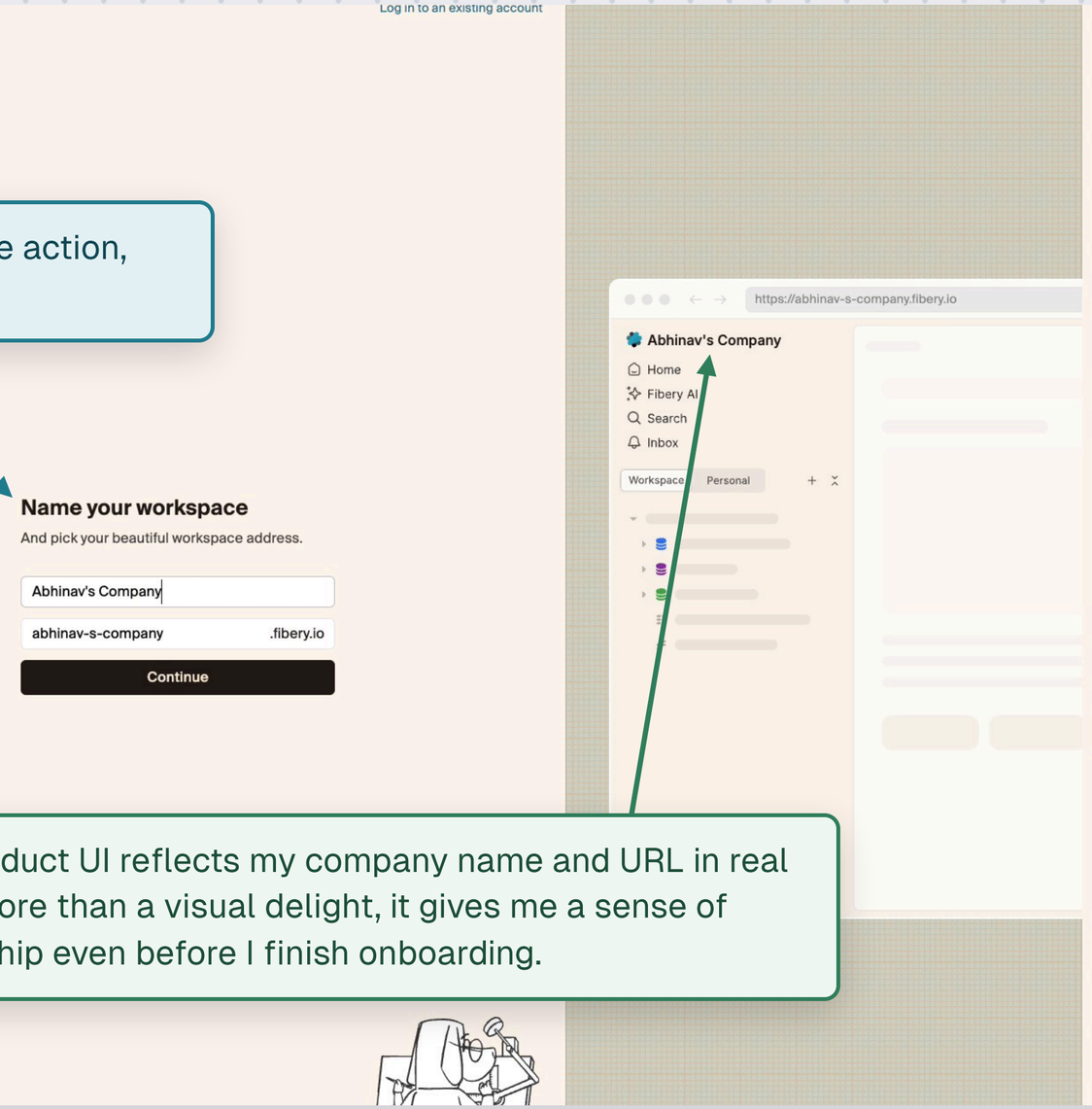
“Start without AI” means I am not cornered into using AI. Many users will want to onboard the traditional way and try AI once they are comfortable with the product.



The product UI does two jobs. It shows me what I am walking into, which eases the anxiety, and it gets me familiar with the interface from the start.

Step 2: name your workspace

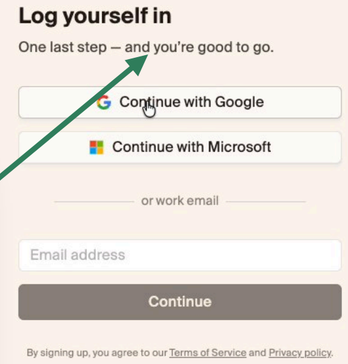
Personalisation begins with one action, naming the workspace.

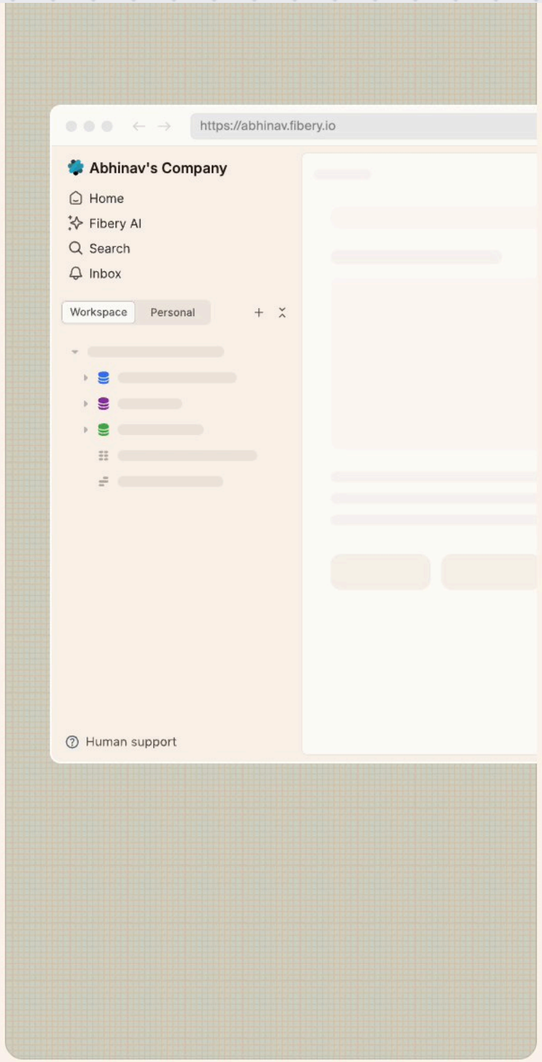


The product UI reflects my company name and URL in real time. More than a visual delight, it gives me a sense of ownership even before I finish onboarding.

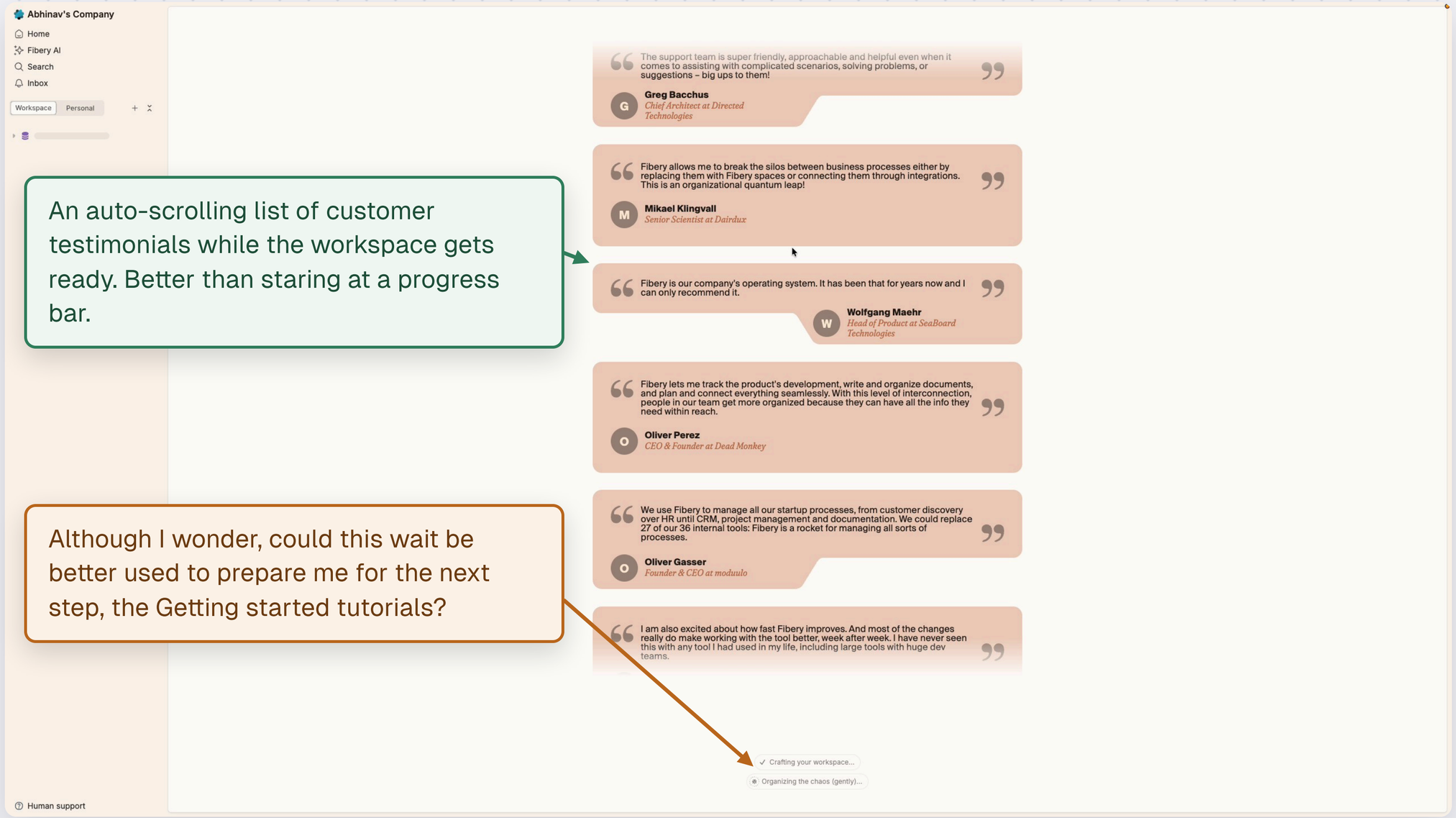
Step 3: log in

Login with Google or email is smooth. And the tagline reassures me this is the last step, in case I missed the three dashes at the bottom.





Preparing the workspace



An auto-scrolling list of customer testimonials while the workspace gets ready. Better than staring at a progress bar.

Although I wonder, could this wait be better used to prepare me for the next step, the Getting started tutorials?

ACT 2

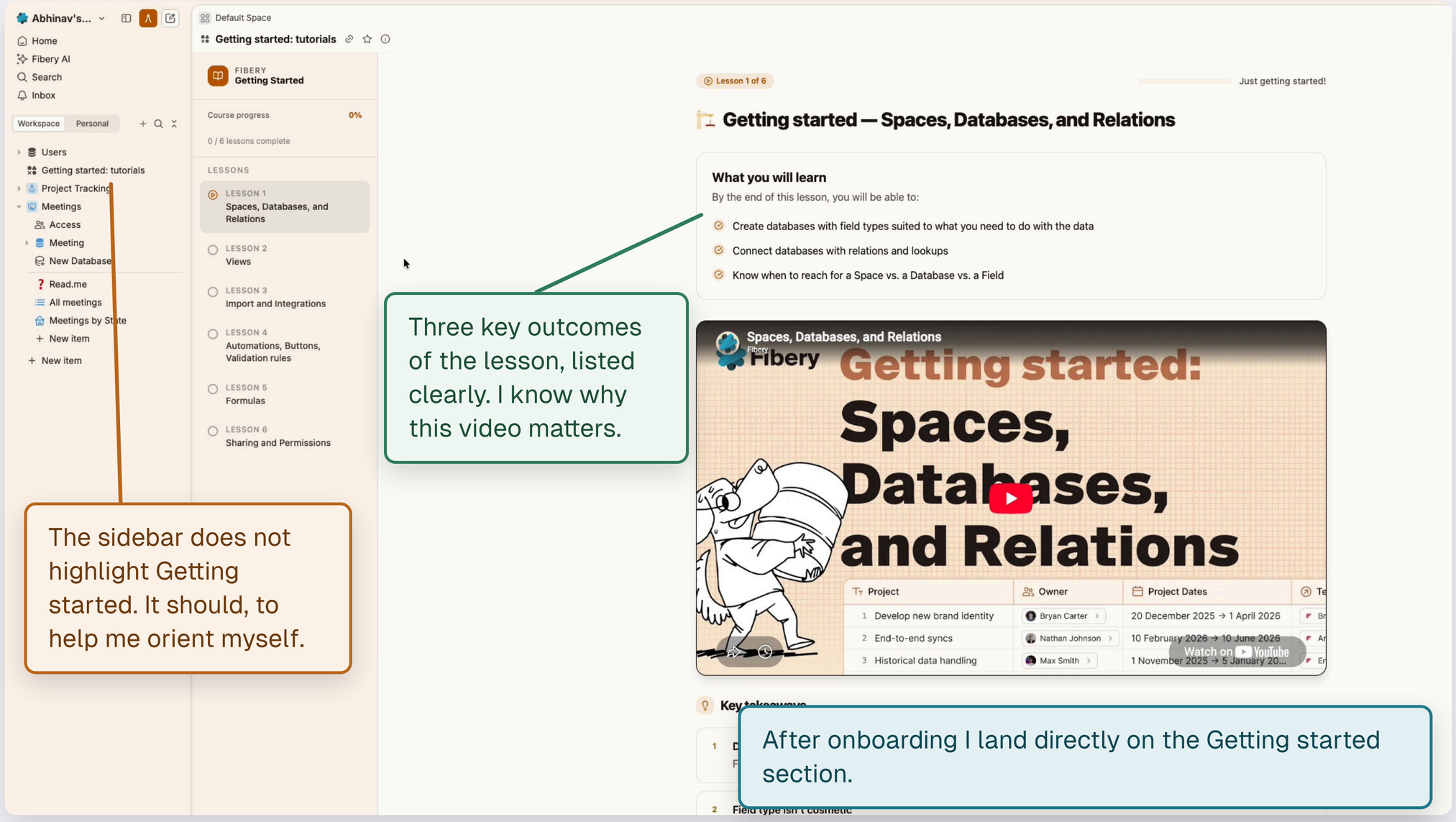
The first lesson

Where onboarding hands me to the tutorials, and what happens when I skip.

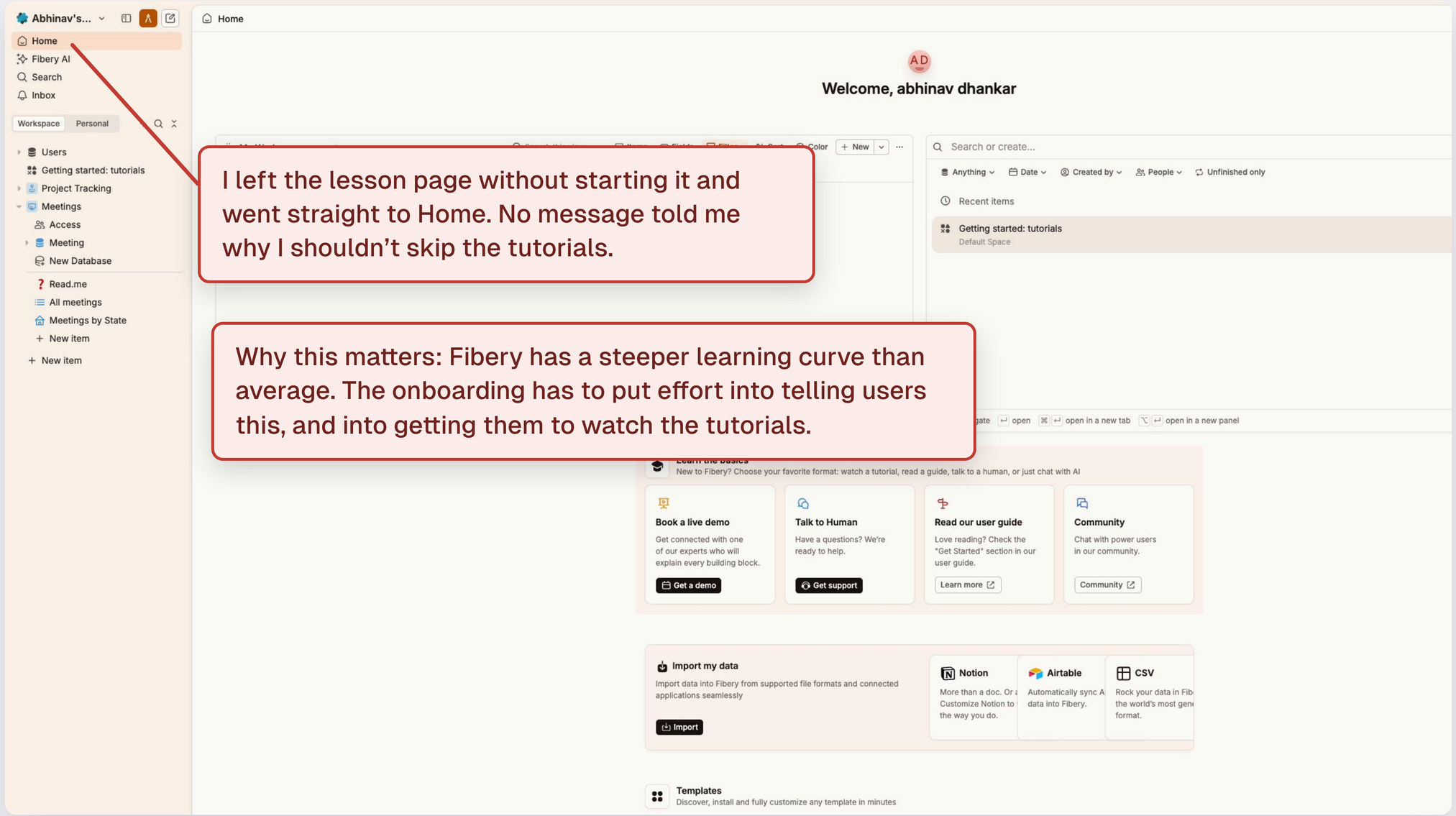
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Getting started lesson



Skipped to Home



WHY IT MATTERS

Fibery has a steeper learning curve than average.

So the onboarding has to put real effort into telling new users this, and into getting them to watch the tutorials.

WHAT COULD HELP

01

Intentional friction at specific steps.

02

Telling users the tutorials are an essential part of onboarding, not an optional thing.

03

Other ways to learn, for users who feel impatient with the length of the tutorials.

SELF-INITIATED REVIEW

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This was a self-initiated exercise. Fibery had no part in it.