

# SigFig User Flow

Kate Swanberg- 1/24/2017

# Agenda

- Onboarding assessment of sigfig.com
- Prioritization Framework (List of things to increase conversion)
- Growth Channel

# Goal

Get users to convert to \$2,000 in their portfolio

# Onboarding Assessment

I went through the Acquisition to Conversion user flow and added feedback and questions. For sake of time for this assessment I choose the “fund with cash” option.



Log In

Invest with SigFig

# SigFig Advisor

## TELL US ABOUT YOURSELF

Welcome to SigFig. To find the portfolio that best suits your needs, we need a little bit of information from you first. How may we help you?



Questions?

4





It seems like Sigfig is the "Everything" Advisor! Which sounds cool. I want to sign up!

SigFig  
Advisor

Great CTA

It's unclear in the marketing copy if this is more for the beginning, intermediate, or advanced portfolio user.

TELL US ABOUT YOURSELF

Welcome to SigFig. To find the portfolio that best suits your needs, we need a little bit of information from you first. How may we help you?



Questions?

4



### TELL US ABOUT YOURSELF

Welcome to SigFig. To find the portfolio that best suits your needs, we need a little bit of information from you first. How may we help you?

I am \_\_\_\_\_ years old and I want to invest for the \_\_\_\_\_ term.

Questions? Call us at 1-(855)-9-SIGFIG



Questions?

This is cool Seems easy enough!





TELL US ABOUT YOURSELF

I am 28 years old and I want to invest for the intermediate ▾ term.

My household income is \$110,000 of which I save 0-10% ▾.

My liquid assets are worth \$0 and my risk tolerance is medium ▾.

Build My Investment Plan

Ok more info. You really want to give me something custom, huh? Well I'm a beginner due to my age. I hope I get something easy to understand.



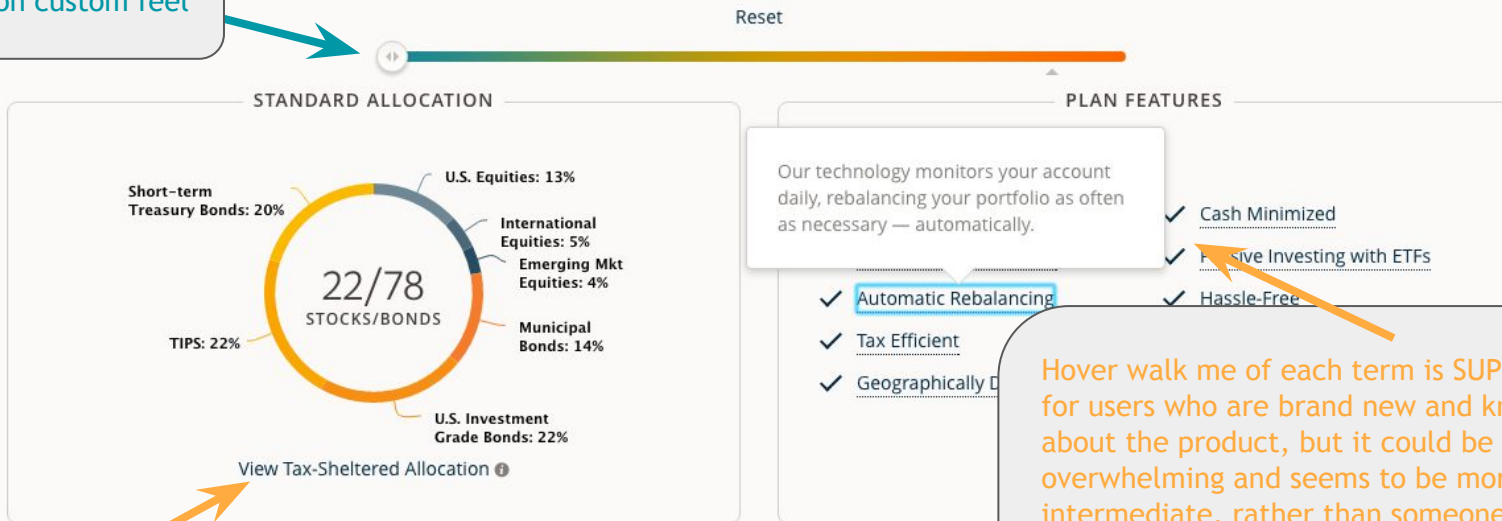
Questions?



## YOUR INVESTMENT PLAN

We recommend a Growth Portfolio for you.

Nice Slider! Gives a gamification custom feel



Links to outside articles like the “View Tax-Sheltered Allocation” also have the user in the “Learn more” stage rather than “Let’s convert you now, and we will nurture you later”.

Ready? Start Investing

We manage the first \$10K free, after that, it's just a 0.25% annual fee

Free is a HUGE value prop this should be front and center. Thinking about risk early on can detour the user.

Hover walk me of each term is SUPER helpful for users who are brand new and know less about the product, but it could be overwhelming and seems to be more intermediate, rather than someone who is 28 and very new to the concept of a Growth Portfolio. Rather than the onboarding based on “Risk” I think it can be based on assumed “Age” as well as the rest.



Questions?

## YOUR PORTFOLIO

Growth

Stock/Bond Split:  
82/18

Only 3 things I need  
to fill out!



OPEN YOUR ACCOUNT

Username

Password

Email

Sign Up

I would suggest adding email to first and primary, then username, then password. A CTA that is more actionable. I would also suggest at the beginning of the user flow to add this towards the beginning. The Risk assessment is fun and cool, but isn't aim to top of the level user acquisition.

By signing up, you agree to the SigFig [Terms of Service](#) and [Policies](#) .  
We respect your privacy and will never sell or share your personal information with a third party.



Questions?

## OPEN YOUR ACCOUNT

Username

kateswan

Password

\*\*\*\*\*

FAIR

Try using uppercase and lowercase letters

Try using numbers or symbols ✓

This doesn't make me feel secure, no O-auth and my password was very simple and no double matching. When I'm investing my money I want to feel secure.



## FUND YOUR PORTFOLIO

### Fund With Cash

Start fresh by funding with cash from your bank account.



### Fund With Existing Assets

Use existing assets held at a brokerage to fund your portfolio.



Questions? Call us at 1-(855)-9-SIGFI

I think this is great for solving the internal problem of knowing if your user is organic versus put into the system via a partnership. However this makes me feel like need to have existing assets for at a brokerage to fund your portfolio. As a “28-year old” it makes you feel like you should be way further along.



# First Option

Automatically putting a suggested "100,000" into the account is A LOT of money. Not sure how that number was determined, but it doesn't seem likely from the user segmentation above, that is reasonable.

Not sure if the Now or Later makes sense in an onboarding flow rather than in-app. But again I could see this as a conversion opportunity right away. But I feel like it's too much in the onboarding flow and I expect that to happen in app.

What

Use existing assets held at  
brokerage to fund your port

Individual

Would you like to fund your account now, or later?

Now

Later

Amount

\$100,000

-

+

Bank Account Type

Checking

Savings

Your bank account is required if you choose to fund your account now.

What will be your recurring deposit?

Amount

\$1,000

-

+

An amount is required if you choose to set up a recurring deposit.

Skip for now

What is a recurring deposit? An info popup would be helpful.

Continue

Your account will be opened but not rebalanced until a \$2,000 minimum is reached. You can add more funds to your account at any time.

Aha! Finally our point of conversion.

### Link Bank Account

Checking Account Savings Account

MEMO PER

Routing Number Account Number

012345678 000012345 00

Routing Number Account Number

Bank Name Name on Account

We use bank-level security to keep your information safe. [Learn more about our security.](#)

Cancel Link Bank Account

Easily putting in my information within a pop up is great for conversion! Not sure it should happen inside the onboarding flow instead of inside the app itself for better context. But perhaps this is a good growth hack.

Skip for now

Continue



# Second Option

### Fund With Cash

Start fresh by funding with cash from your bank account.



### Fund With Existing Assets

Use existing assets held at a brokerage to fund your portfolio.



Connect your brokerage to choose an account.

Search for your brokerage



OR

Choose from the most popular brokerages

 Ameritrade

 Fidelity

*charles* SCHWAB

 E\*TRADE

**Vanguard**

*Scottrade*

The most popular brokerages is great for me being easily able to integrate



FUND YOUR PORTFOLIO

Fund With Cash  
Start fresh by funding with cash

Fund With Existing Assets  
Use existing assets held at a



https://etrade.com

Please note that ESPP accounts are not supported at this time.

User ID

Forgot?

Password

Forgot?

Your credentials are encrypted.

### Bank-Level Security

Secure platform protected by firewalls, with 256-bit SSL encryption, monitored 24/7.

Independently verified by:



Cancel

🔒 Sync Brokerage

E\*TRADE

Vanguard

Scottrade

UI reminds me of Mint.com which is super friendly and looks easy to signup/sync with the integration.

I'm going to move forward with the first option "Fund with Cash", as it's relevant for me.



## FUND YOUR PORTFOLIO

### Fund With Cash

Start fresh by funding with cash from your bank account.



### Fund With Existing Assets

Use existing assets held at a brokerage to fund your portfolio.



First option

Questions? Call us at 1-(855)-9-SIGFIG



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[WHO WE ARE](#)

[HOW WE HELP](#)

[SECURITY](#)

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[CONTACT](#)

[HELP CENTER](#)

Start fresh by funding with cash from your bank account.



Use existing assets held at a brokerage to fund your portfolio.



What type of account would you like to open?

Individual



Would you like to fund your account now, or later?

Now

Later

Amount

\$100,000



Bank Account Type

Checking

Savings

“Later option”

Your bank account is required if you choose to fund your account now.

What will be your recurring deposit?

Amount

\$1,000



An amount is required if you choose to set up a recurring deposit.

Skip for now

Continue

Your account will be opened but not rebalanced until a \$2,000 minimum is reached. You can add more funds to your account at any time.

“Later” Option



Change

I like that a plan was picked for me!



FUNDING SUMMARY

TD Ameritrade  
DESTINATION ACCOUNT

Change

\$0.00  
INITIAL FUNDING



0.25% / yr  
APPROXIMATE FEES  
FREE

But why is this still in the onboarding flow? It seems a bit long.



Continue

## TELL US A BIT MORE ABOUT YOU

your SigFig Managed Account at TD Ameritrade, where we'll manage your assets.

Aha! Now I see where I can input all my information. At this point if I invested, then I will absolutely be inputting this information in! However since I clicked "Later," I'm a bit detoured and might bounce off this page.

Email Address

katherineswanberg@gmail.com

Phone Number

Not a US Number

Birthdate

MM	DD	YYYY
----	----	------

Social Security ⓘ

--	--	--

Marital Status

Please Select

Citizenship ⓘ

Please Select

### ADDRESS

Street

Street Line 2

ZIP Code

I have lived here for less than one year

Use a different address for mailing

### EMPLOYMENT

Employment Status

Please Select

We need your employment information on hand in case we need to verify your identity.

#### Regulatory Questions

- I am, a member of my immediate family, or a business associate is, a Senior Political Figure.
- I am a director, 10% shareholder, or policy-making officer of a publicly held company.
- I am affiliated with or employed by a stock exchange or member firm of an exchange, FINRA, or a municipal securities broker-dealer.

Continue

### ABOUT YOU

Name

Email Address

Phone Number

  Not a US Number

Birthdate

Social Security ⓘ

Marital Status

Citizenship ⓘ

### ADDRESS

Street

Street Line 2

City

State

ZIP Code

I have lived here for less than one year

Use a different address for mailing

### EMPLOYMENT

Employment Status

Company Name

Your employer's name is required.

Industry

Job Title

Street

Street

ZIP Code

We need your employment information on hand in case we need to verify your identity.

Regulatory Questions

I am, a member of my immediate family, or business associate is, a Senior Political Figure

Trash

Oh man you need even more information! This is heavy. Sneaky to have it appear after I enter in my Employment status

After entering in my street, my city, state, and zip code auto populated making it super convenient for the user.



### ID Check - Personal Information

Enter your home address. This information, along with your name will be used to generate a list of questions to verify your identity.

#### Required Information (Home Address)

Name: kate test

Street 1:  \*

Street 2:

City:  \*

State:  \*

Zip:  \* -

Last 4 digits of SSN:  \*

Date of Birth:  /  /   
mm / dd / yyyy

CANCEL

NEXT

Great implementing DocuSign integration.

But man this is still a long onboarding process and I'm on Step 16!



Congratulations! You're on your way to a better financial future.

Finally I'm done with onboarding! Phew!

Add More Assets

Go To My Dashboard

I would definitely skip this step and take me right to my dashboard. It's an extra step needed. However I'm not sure if we want the primary call to action to be to "Add More Assets".

Due to the coloring this looks like the main call to action.

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**Guidance: Find Your Portfolio's Potential**

**NEW:** Guidance offers a free, in-depth portfolio analysis, complete with a personalized investment strategy. Try it today to see where your portfolio stands.

I like the walk me which gives me a tour of the top navigation

Ok now I really feel like I'm in the Dashboard. I'm actually in the app!

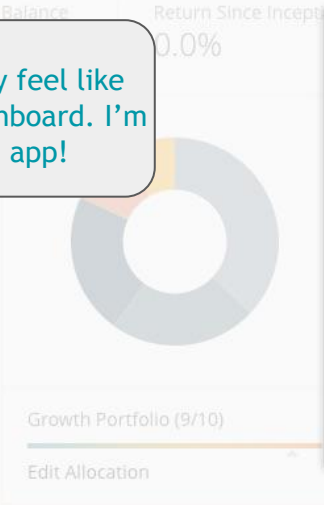
Thank you for choosing SigFig. Here's what's happening now.

PREP DOCS **ACTIVATE** FUND REBALANCE

We are currently reviewing your documents and working with TD Ameritrade to activate your account, which will be opened by Friday, January 27.

Talk to Support · Edit Allocation · View Transfers

But now the onboarding is telling me I'm only half way done.



ALLOCATION	VALUE
	\$0.00
	\$0.00
	\$0.00

Now that I'm in  
product, where  
do I go to add  
my 2k for the  
“later” option?



I will check my  
settings



# Settings

Portfolios Account Notifications Bank Information

No portfolios. Why don't you add some?

Add Portfolio

Easy to find settings

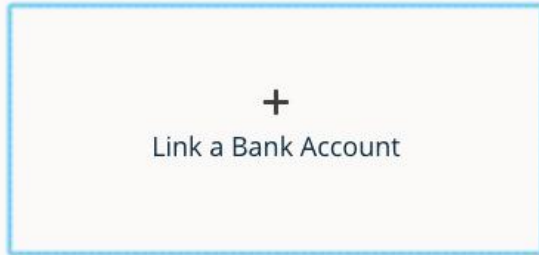
Wait I thought you created a custom Growth Portfolio for me that is pending?

That should be there!



# Settings

Portfolios Account Notifications **Bank Information**



Ah ha! I can edit my bank information. This is the first step towards me contributing 2k.

There is still no reminder that I haven't put in 2k yet! Does this happen after I get approved? I should be told this multiple times! I feel it would be relevant here!

Ok let's look  
elsewhere

Guidance looks  
like it might be  
able to upgrade  
me!



# Optimize your portfolio to optimal returns

Based on your investing concerns and suggest ways to improve with our recommended portfolio. You can make these improvements yourself or have us do it for you.

Oh that's where my Growth portfolio is!



9/10

## Growth ✓

Your risk tolerance is based on your risk questionnaire.

Retake Questionnaire



Accts

Add Accounts

connect the accounts you would like us to assess and provide guidance for.



Questions?

Looks like you missed something above!

Tell us a little more about yourself to see your recommended portfolio. Then you'll see where your portfolio stands on the following:



Volatility



Stock/Bond Split



Expensive Funds



Geographic  
Diversification



Cash Drag



Single Stock  
Concentration

Wait what? What's missing? A notification service would be handy here.



Questions?





## Refine your portfolio to optimal returns

Based on your investment concerns and suggest ways to improve with our recommended portfolio. You can make these improvements yourself or have us do it for you.

I'll try filling out the questionnaire again



### Growth ✓

Your risk tolerance is based on your risk questionnaire.

Retake Questionnaire



Accts

Add Accounts

connect the accounts you would like us to assess and provide guidance for.



Questions?



These questions are much more different than they were in the onboarding flow. I'll fill it out anyways.

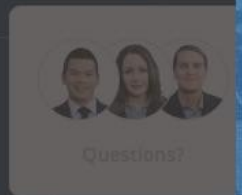
### Assess your Investment Risk Tolerance



Investment decisions often come down to a tradeoff between potential gains and the risk of loss. Do you tend to focus on the potential upside or downside?

- Downside is a lot more important than upside.
- Downside is somewhat more important than upside.
- Upside and downside about equally.
- Upside is somewhat more important than downside.
- Upside is a lot more important than downside.

Back Next Question



Looks like you missed something above!

Tell us a little more about yourself to see your recommended portfolio. Then you'll see where your portfolio stands on the following:



Volatility



Stock/Bond Split



Expensive Funds



Geographic  
Diversification



Cash Drag



Single Stock  
Concentration



Um again? I'll try the adding of account. It's unclear to me what I'm supposed to do.



Questions?

Let me try  
adding a manual  
account.



# Guide your portfolio to optimal returns

We'll look for common investing concerns and suggest ways to improve with our recommended portfolio. You can make these improvements yourself or have us do it for you.

Let's go here. Now that I think about it it's white for a reason!



9/10

## Growth ✓

Your risk tolerance is based on your risk questionnaire.

[Retake Questionnaire](#)



Accts

[Add Accounts](#)

connect the accounts you would like us to assess and provide guidance for.



Questions?

### Add Portfolio

Name

Holding  
Cash (\$)

Shares Owned	Avg Cost / Share	Total Cost	Delete	Manage Transactions
		<input type="text" value=""/>		

Ah is this where I put my 2k in cash?!





## Guide your portfolio to optimal returns

We'll look for common investing concerns and suggest ways to improve with our recommended portfolio. You can make these improvements yourself or have us do it for you.



5.5/10

### Balanced ✓

Your risk tolerance is based on your risk questionnaire.

Retake Questionnaire



0 of 1

Add Accounts

connect the accounts you would like us to assess and provide guidance for.



Manual accounts are not supported by Guidance

Nope ok. I'm moving on and most likely to drop off at this point. Let me go to the holding page.



Questions

Let's head to  
the holding  
page.



Your Portfolio \$2,000  
Today's Gain/Loss \$0 (0.0%)

Download Print Add Portfolio

Summary Performance Fundamentals Everything + New View

Aha! It looks like my manual portfolio added!



TICKER ▲	PRICE	CHANGE	52 WEEK RANGE	VALUE	TODAY	SINCE PURCHASE	SHARES	VALUE
Cash (\$)				\$2,000	N/A	N/A		\$2,000
Total (\$)						N/A		\$2,000

Is this a conversion? if so it was very difficult to get here. A popup when I login again, or on the dashboard to get me to convert would be helpful.

Let me logout  
and login with  
my account info  
and see if I get a  
reminder.



Log In

Invest with SigFig

Easy to find where to login!

# SigFig Advisor

## TELL US ABOUT YOURSELF

Welcome to SigFig. To find the portfolio that best suits your needs, we need a little bit of information from you first. How may we help you?



Questions?

4




## Log in to SigFig

Easy peasy!

Username

Password

Remember me for 2 weeks

 Log In

[Forgot Username?](#) or [Forgot Password?](#)

Don't have an account yet? [Sign up.](#)



Questions?

Your Portfolio Today's Gain/Loss  
\$2,000 \$0 (0.0%)

Download Print Add Portfolio

Summary Performance Fundamentals Everything + New View

Group By Account Collapse All Expand All

test MANUAL

VALUE TODAY SINCE PURCHASE  
\$2,000 N/A N/A

TICKER ▲	PRICE	CHANGE	52 WEEK RANGE	DAY GAIN/LOSS	SHARES	VALUE
Cash (\$)	\$2,000.00					\$2,000
Total (\$)	\$2,000			N/A		\$2,000

Really confused as to why I'm taken back to my holdings page. Is this because this was the last page visited? There should be a step-by step guide. Or the other popup that shows me my status and completion on Overview

# Insights-Pro

- Architecture for walk mes, popups/announcement service, interception are all there to make onboarding a breeze.
- Login experience is easy.
- Easy to find out how to signup.
- Some very cool customization and marketing copy

# Insights-Cons

- Placement of architecture needs to make more sense to the user
- Login should have an announcement upon entry and reuse some of the onboarding gamification.
- Only one welcome email.
- Onboarding process is too long and has many steps.
- Convenient placement of reminders for conversion
- Confusion between the Growth Portfolio given to me that is pending and Portfolios to add
- Bank information and portfolio adding should be grouped together for “true conversion”-- later saw this under the “managed tab”
- Beginner, intermediate, advanced user custom portfolios
- Remove walk me of plan features in onboarding to avoid overwhelming feeling
- Re-order email, name and password

Let's take a look  
at the  
prioritization of  
features after  
this onboarding  
assessment.



You will see each epic and small rock have their own scoring point with the same weight based on ROI potential, engineering effort and design effort. The score/potential on the right determines Priority. I did a very high level version for this. Please see link to [view prioritization.](#)

SigFig Prioritization Framework katherineswant

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive Comments

Print Undo Redo Paste \$ % .0\_ .00 123 Arial 10 Bold Italic Underline Link Filter Sum

	A	B	C	D	E	F	G	H	I	J
1				<b>Scoring Points</b>						
2				9	3	3	HIGH			
3				6	6	6	MEDIUM			
4				3	9	9	LOW			
5										
6				0.5	0.25	0.25	WEIGHT			
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8				9	6	3	Points			
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**Resource Efforts and ROI Potential**

Product Dependency	Epic	Small Rocks	Growth or Leads 10X	Engagement /Retention 10X	Monetization 10X	ROI Potential	Estimated Eng Effort	Estimated Design Effort	Score / Potential
		Placement/ Reminder for "You still haven't converted yet" before a user views any top level navigation. (Unlock feature)		X	X	HIGH	HIGH	MEDIUM	3.75
Y	Event/Notification Email service	Event-triggered product service (inhouse or 3rd party)	X	X	X	LOW	HIGH	MEDIUM	3.75
		Creation of lifecycle emails							

[https://docs.google.com/spreadsheets/d/1lqL\\_Dkx8JVbkufriNJaperUtskHCUETKDbVuXNLxUtU/edit#gid=0](https://docs.google.com/spreadsheets/d/1lqL_Dkx8JVbkufriNJaperUtskHCUETKDbVuXNLxUtU/edit#gid=0)

### **Top 3 with the highest scores:**

1. Delete last page in onboarding flow (not needed) Score: 9
2. Login - User status bar of completion and portfolio readiness  
Score 8.25
3. When user is lost in flow an email should be triggered. (Track  
Page View first touch events with Segment ) Score 8.25

# Growth Channel/s

- Retargeting with Adroll and/or Perfect Audience
  - Upon onboarding page exit rate trigger
  - Expect ~20% ad conversions to come back to finish the flow
  - Reminders to “start funding” that take you to the conversion page
- Chrome/in web browser notifications
  - An easy growth hack to get users to convert to the \$2k is to prompt Chrome notifications on marketing content, or even product engagement. LinkedIn does a great job at this.