Zoop Partner

Platform connection drop-off reduced by 35%

Onboarding Revamp

From app access to seller activation — Zoop Live



Project Overview

This project aimed to improve the **seller onboarding experience** by giving users clearer context about Zoop, creating motivation to connect their social platforms, and introducing better qualification for sellers.

Problem:

- No context about Zoop
- No motivation to connect platforms
- Irrelevant questions
- Early drop-offs
- Form-like onboarding experience

Design Solution:

- Clear Zoop introduction
- Value-led platform connection
- Purpose-driven seller questions
- Intent-based onboarding
- Guided path to seller activation

About Company

Zoop is a live-commerce platform helping Indian sellers, retailers, suppliers, and wholesalers take their businesses online. It enables sellers to go live across Facebook, YouTube, and Instagram, manage products, engage with customers, and turn live interactions into purchases.

My Role:

Product discovery, user research, wireframing, UI design, User Testing, Data & user-behaviour analysis

Collaborated with:

Founders, Developers, QA testers, and other stakeholders

Problem Statement

The existing onboarding allowed sellers to enter the app without understanding what Zoop does or why they should complete the setup.

- No product context
- Low motivation to connect platforms
- Irrelevant questions

Users weren't introduced to Zoop or its value before entering the product. Connecting Facebook, Instagram or YouTube felt like another setup task rather than something that benefited the seller.

Target Audience

This experience was designed primarily for women sellers who were less familiar with digital tools and were looking for simple ways to showcase their products, reach more customers, and grow their businesses online.

Primary Users

Women sellers from **Tier 2 & Tier 3 cities** who are often not highly tech-savvy and prefer simple, guided experiences. They use Zoop to showcase their products, engage with customers, and grow their business through Live Commerce.

What I noticed

I looked at how sellers were moving through the existing onboarding and identified a key issue: The onboarding was asking users to do things before giving them a reason to care.

Current Behavior

Open App

↓

Answer Questions

↓

Enter Home

↓

No Guidance

↓

Connect Platforms Widget-(drop off)

Insights : Onboarding wasn't just a UX problem. It was a motivation and qualification problem.

Product Opportunity

Turning Onboarding into an Activation Journey

Instead of treating onboarding as a form, we redesigned it as a journey that moves sellers from:

Understanding Zoop → Showing Intent → Connecting platforms → Completing setup → Getting ready to sell

Design Objectives

- Explain Zoop clearly
- Create motivation
- Build Trust Early
- Understand seller intent
- Improve seller quality
- Improve Seller Activation
- Qualify Serious Sellers
- Drive Platform Connections
- Guide First-Time Sellers

The Onboarding Experience

The onboarding experience was shaped through extensive brainstorming, ideation, and inspiration from leading market players.



Kept it minimal with the **Zoop logo and tagline** while the app loads for ~3 seconds.



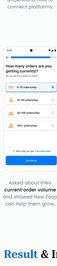
Added **language selection** upfront to make onboarding more accessible for our diverse seller base.



Introduced the login flow with an **onboarding video** playing in the background.



The video **continues playing** during verification, using the waiting time to introduce sellers to Zoop.



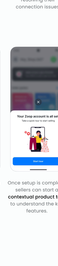
Asked what the seller sells to understand their business and create a more **relevant experience.**



Showed earnings of similar sellers to build **trust and help sellers** see the potential of selling through Zoop.



Built curiosity around the Growth Score before asking for social access, using **social proof** to drive motivation.



Sellers could **connect Facebook, YouTube, Instagram,** or multiple platforms to unlock their Growth Score.

Showed a **loading state** while fetching account data and calculating the seller's Growth Score

With changing messages every few seconds to keep them engaged

Displayed the final score with a **progress bar**, performance breakdown, and a **clear CTA**

Clicking "Boost your score" shows how connecting **additional platforms** can **increase their score**

Added quick tutorials for each platform to help sellers understand how to connect platforms.

Sellers can open a **platform-specific tutorial** with full video controls for easy, self-paced guidance.

If the tutorial doesn't help, sellers **can select their issue** and platform to get the right support.

A **clear support CTA** lets sellers reach the team directly for help - resolving their connection issues.

Asked about their **current order volume** and showed how Zoop can help them grow.

Asked if they need **more products to sell**, so we can identify sellers who need help sourcing products.

Requested notification permission so sellers can be **alerted instantly** when they receive a new order.

Once setup is complete, sellers can start a **contextual product tour** to understand the key features.

Result & Impact

All insights and metrics presented are based on data collected during May- July 2026.

+33-35%

Increase in Seller Activation

More sellers successfully completed onboarding and reached the seller dashboard and went live for the first time within 2 days.

25%

Reduction in Platform Connection Drop-off

Fewer sellers dropped off when connecting their Facebook, YouTube or Instagram accounts.

My learnings

I learned that onboarding is less about asking for information and more about building trust progressively. By giving sellers context, showing value, and addressing their concerns before asking for platform access, we could make a potentially high-friction step feel more natural.

Thank you for your time!