

Competitive Analysis Report

Beginex Team 3 | 20 October 2021

Research Goals

- To understand how competitors encourage their users to complete their product profiles
- To develop ideas around areas of improvement and unique features that could benefit vendors

Indirect Competitors

We identified 5 indirect competitors:

1. Udemy
2. Teachers Pay Teachers
3. Airbnb
4. UpWork
5. Shopify

Research Questions

- What are the main user flows for vendor sign up?
- What are the main user flows for listing a product?
- What key features and incentives do competitors offer to encourage users to complete their profiles?

Competitive Analysis Matrix

We analyzed and ranked the competitor's offerings in a [Competitive Analysis Matrix](#).

This Document

We grouped important insights from the competitive analysis and the heuristic evaluation into groups/themes. For each theme, we provided examples and screenshots from the competitors.

Udemy

www.udemy.com

What is it? Udemy is an online learning and teaching marketplace with over 155000 courses and 40 million students.

Who's it for? Udemy is a platform that allows instructors to build online courses on their preferred topics. Using Udemy's course development tools, they can upload videos, PowerPoint presentations, PDFs, audio, ZIP files and live classes to create courses.

Why did we choose it? We chose Udemy because it is a marketplace for educational content. It's 'instructors' are similar to an EdCuration 'vendor'. Instructors have to fill out long forms and provide a lot of detailed information in order to post their courses and be successful on the Udemy marketplace.

The screenshot shows the Udemy homepage. At the top, there is a navigation bar with the Udemy logo, a search bar, and links for 'Udemy Business', 'Teach on Udemy', 'Log in', and 'Sign up'. Below the navigation bar is a large banner with a smiling woman and the text 'Come teach with us'. Underneath the banner is a 'Get started' button. The main content area is titled 'So many reasons to start' and features three columns with icons and text: 'Teach your way', 'Inspire learners', and 'Get rewarded'. At the bottom, there is a purple bar with statistics: '40M Students', '65+ Languages', '480M Enrollments', '180+ Countries', and '7,000+ Enterprise customers'. Below this bar is a 'How to begin' section with three steps: 'Plan your curriculum', 'Record your video', and 'Launch your course'.

Come teach with us
Become an instructor and change lives — including your own
[Get started](#)

So many reasons to start

- Teach your way**
Publish the course you want, in the way you want, and always have of control your own content.
- Inspire learners**
Teach what you know and help learners explore their interests, gain new skills, and advance their careers.
- Get rewarded**
Expand your professional network, build your expertise, and earn money on each paid enrollment.

40M Students
65+ Languages
480M Enrollments
180+ Countries
7,000+ Enterprise customers

How to begin

- [Plan your curriculum](#)
- [Record your video](#)
- [Launch your course](#)

Teachers Pay Teachers

www.teacherspayteachers.com

What is it? Teacher Pay Teachers is a platform created by teachers, for teachers to access the community, content, and tools they need to teach at their best.

Who's it for? Educators can sign up as sellers and set up a store to sell educator-created content.

Why did we choose it? We chose Teachers Pay Teachers because it is the leading marketplace for educational content. It's 'sellers' are similar to an EdCuration 'vendor'. Sellers have to fill out forms and provide a lot of detailed information in order to create a store and sell their products.

The screenshot displays the Teachers Pay Teachers website interface. At the top, there is a navigation bar with the site logo, a search bar, and links for 'About Us', 'Gift Cards', 'Help', 'TpT School Access', and 'TpT ClassFund'. Below the navigation bar, there are filters for 'Browse' and 'Search'. The main content area is divided into several sections:

- Formats:** Includes checkboxes for 'EASEL BY TPT', 'Google Apps', and 'PDF', with a 'See All Formats' link.
- Grades:** A grid of checkboxes for grades from PreK to 12th, plus 'Other' options like 'Not Grade Specific', 'Higher Education', 'Adult Education', 'Homeschool', and 'Staff'.
- CCSS:** Filters for 'ELA' and 'Math' with 'Grade' and 'Domain' dropdown menus.
- Subjects:** A list of subject categories including Arts & Music, English Language Arts, Foreign Language, Holidays/Seasonal, Math, Science, Social Studies - History, Specialty, and For All Subject Areas.
- Prices:** Checkboxes for price ranges: 'Free', 'Under \$5', '\$5 - \$10', '\$10 and up', and 'On Sale'.
- Resource Types:** Checkboxes for 'Independent Work Packet', 'Worksheets', 'Lesson Plans (Individual)', 'Printables', and 'Activities'.

The central part of the page features a large green banner with the text: "Not a TpT member? Register for free to receive: Access to over 3 million resources. Our newsletter packed with free resources and best sellers. Register Today!". Below this banner, there are three sections of resource listings:

- Explore High School Resources:** Displays four resource cards for 'Cells Unit - Distance Learning Compatible', 'Crash Course Biology Worksheets Complete...', 'Crash Course Chemistry #4 (The Periodic Table)...', and 'DNA Replication Foldable - Big Foldable for...'. Each card shows a preview image, title, price, star rating, and seller name.
- Explore Middle School Resources:** Displays four resource cards for 'Narrative Writing - Graphic Organizers...', 'Cell Organelles Cornell Doodle Notes City...', 'Annotating Text (nonfiction): step-by-ste...', and 'Grocery Shopping and Meal Planning on a...'. Each card shows a preview image, title, price, star rating, and seller name.
- Explore Elementary School Resources:** Displays four resource cards for 'Solving Two Step Equations Color...', 'Parent Teacher Conference Forms I...', 'October NO PREP Math and Literacy (2nd Grade)', and 'HALLOWEEN Reading Comprehension DIGITAL ESCAPE ROOM'. Each card shows a preview image, title, price, star rating, and seller name.

Upwork

www.upwork.com

What is it? Upwork is a freelancing marketplace that connects businesses with freelancers, independent talent, and agencies around the globe.

Who's it for? Clients can post jobs, receive proposals, and interview and hire freelancers through Upwork. The platform charges clients and freelancers a commission of up to 20% on all earnings.

Why did we choose it? We chose Upwork because an Upwork 'client' is similar to an EdCuration 'vendor'. Clients have to fill out long forms and provide a lot of detailed information in order to post their jobs and be successful on the Upwork marketplace.

The screenshot shows the Upwork homepage with a green border. At the top, the Upwork logo is on the left, followed by navigation links: Find Talent, Find Work, Why Upwork, and Enterprise. A search bar with a magnifying glass icon and the word 'Search' is next to 'Log In' and a green 'Sign Up' button. Below this is a horizontal menu with categories: Development & IT, Design & Creative, Sales & Marketing, Writing & Translation, Admin & Customer Support, and More. The main content area features a large green heading: 'Join the world's work marketplace'. Below it is the text: 'Find great talent. Build your business. Take your career to the next level.' There are two buttons: 'Find Talent' (green) and 'Find Work' (white with green border). To the right is a circular illustration of diverse people holding hands. Below the heading is a 'Trusted by' section with logos for Microsoft, Airbnb, eBay, and GoDaddy. A large banner for clients shows a man working on a laptop with the text: 'For clients Find talent your way Work with the largest network of independent professionals and get things done—from quick turnarounds to big transformations.' Below the banner are three green buttons: 'Post a job and hire a pro' (with 'Talent Marketplace™ →'), 'Browse and buy projects' (with 'Project Catalog™ →'), and 'Let us help you find the right talent' (with 'Talent Scout™ →'). At the bottom, a section titled 'Why businesses turn to Upwork' is partially visible, accompanied by an illustration of hands holding a pen and a book.

Airbnb

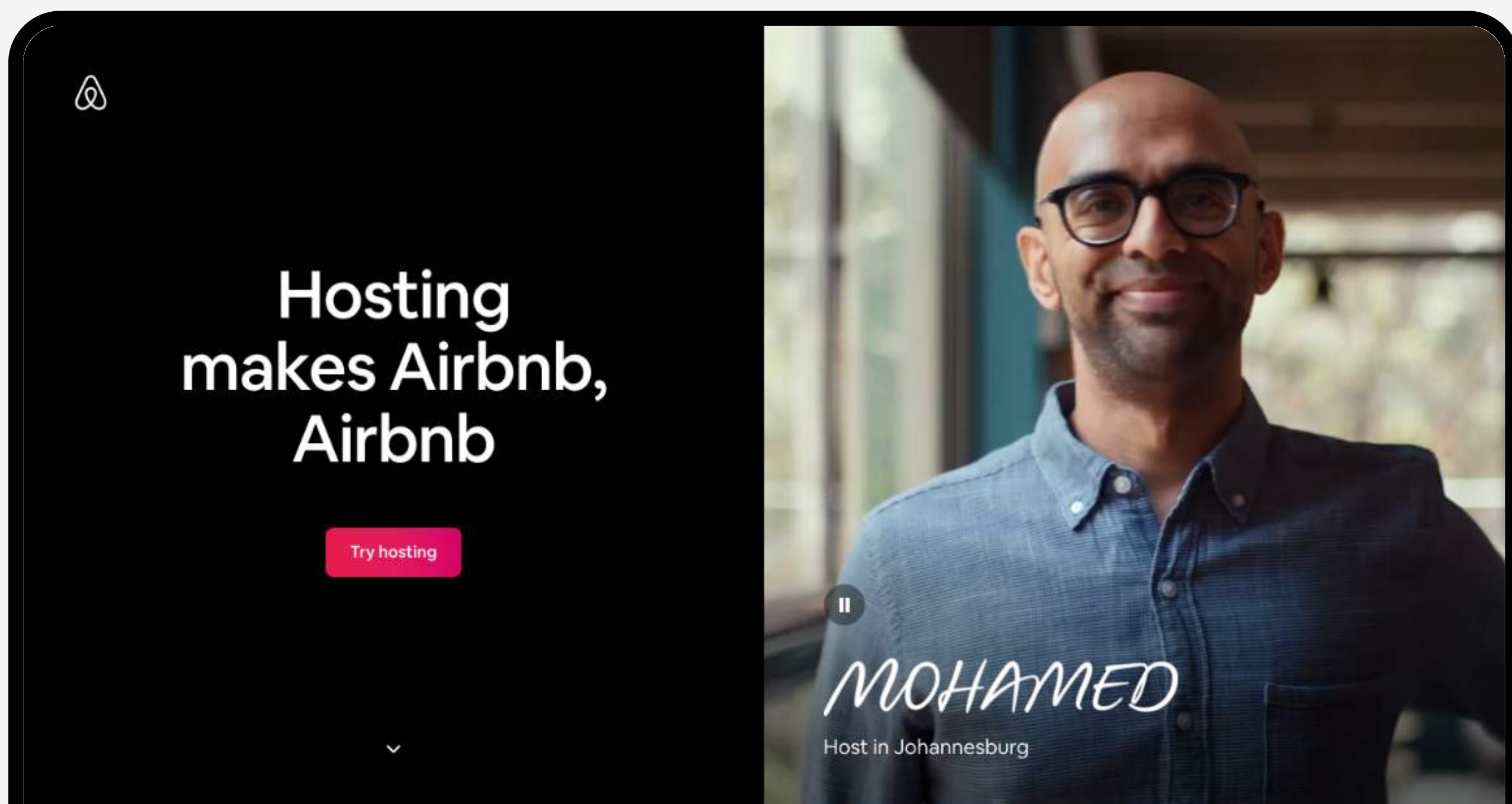
www.airbnb.com

What is it? Airbnb is an online marketplace that connects people who want to rent out their homes with people who are looking for accommodations in that locale.

Who's it for? For hosts, participating in Airbnb is a way to earn some income from their property. Hosts don't have to pay to list their properties. Listings can include written descriptions, photographs with captions, and

a user profile where potential guests can get to know a bit about the hosts.

Why did we choose it? We chose Airbnb because an Airbnb 'host' is similar to an EdCuration 'vendor'. Hosts have to fill out a long form and provide a lot of detailed information in order to list their property on the Airbnb marketplace.



You can host anything, anywhere



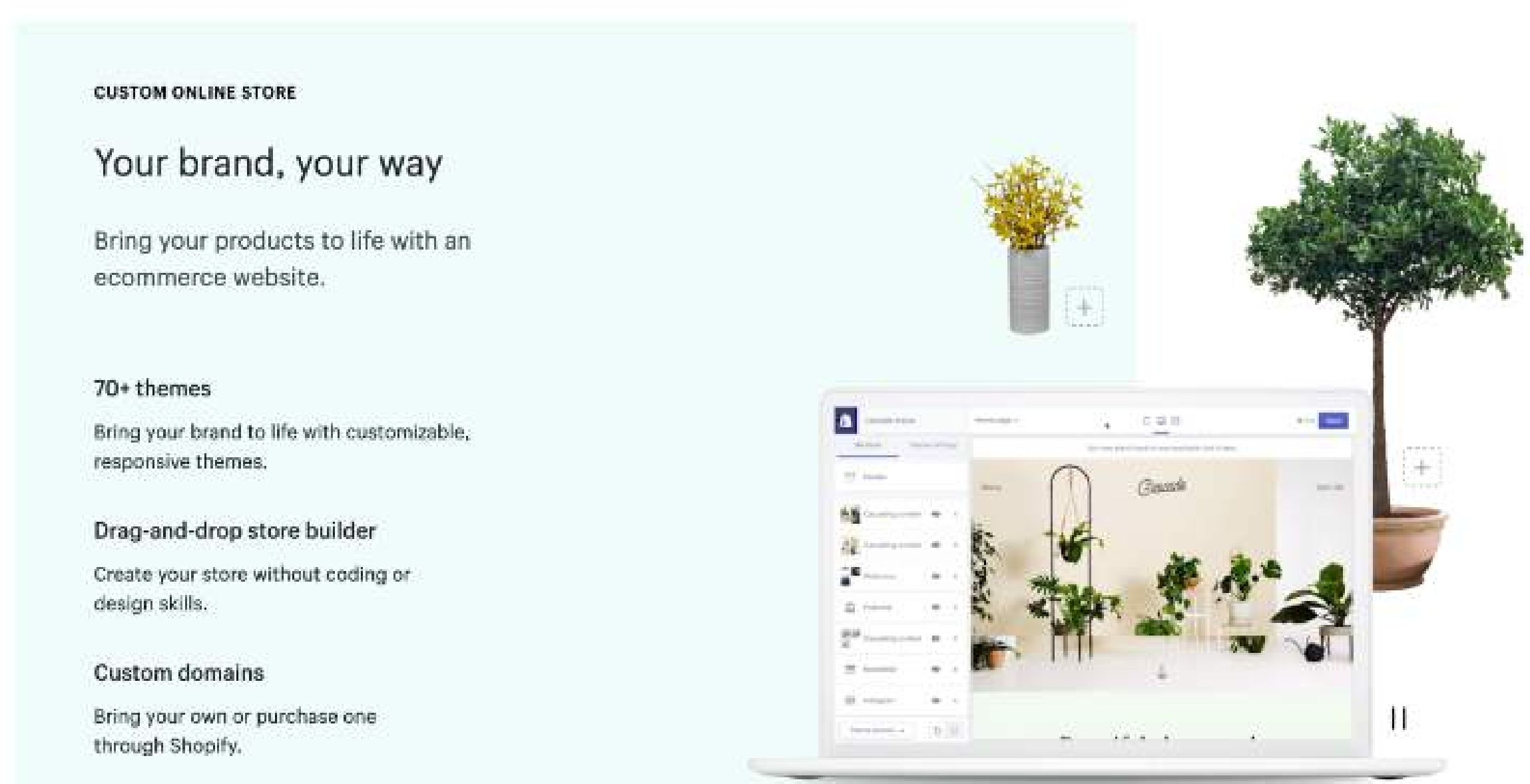
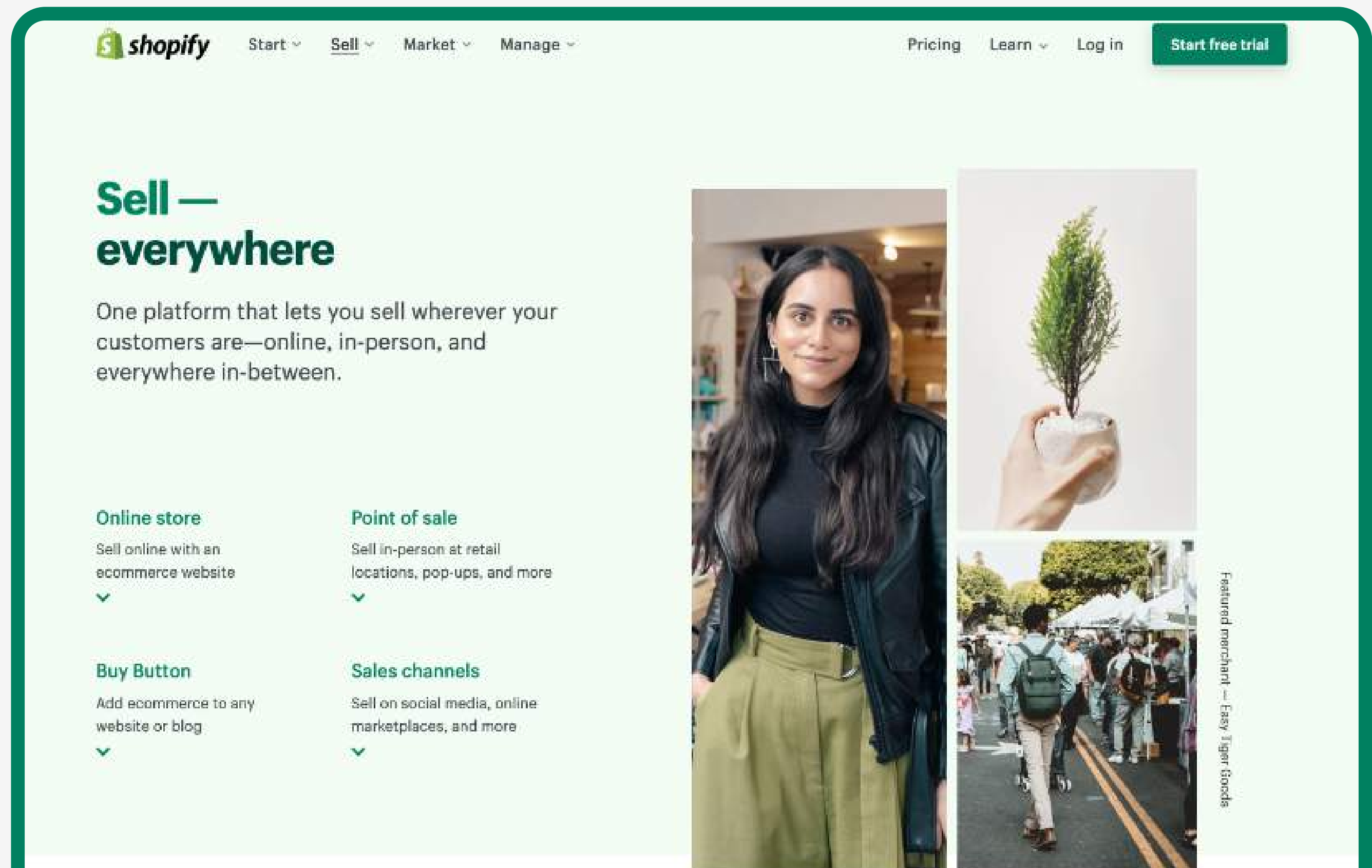
Shopify

www.shopify.com

What is it? Shopify is a subscription-based software that allows anyone to set up an online store and sell their products. Shopify store owners can also sell in physical locations using Shopify POS, our point-of-sale app and accompanying hardware.

Who's it for? Small to large businesses.

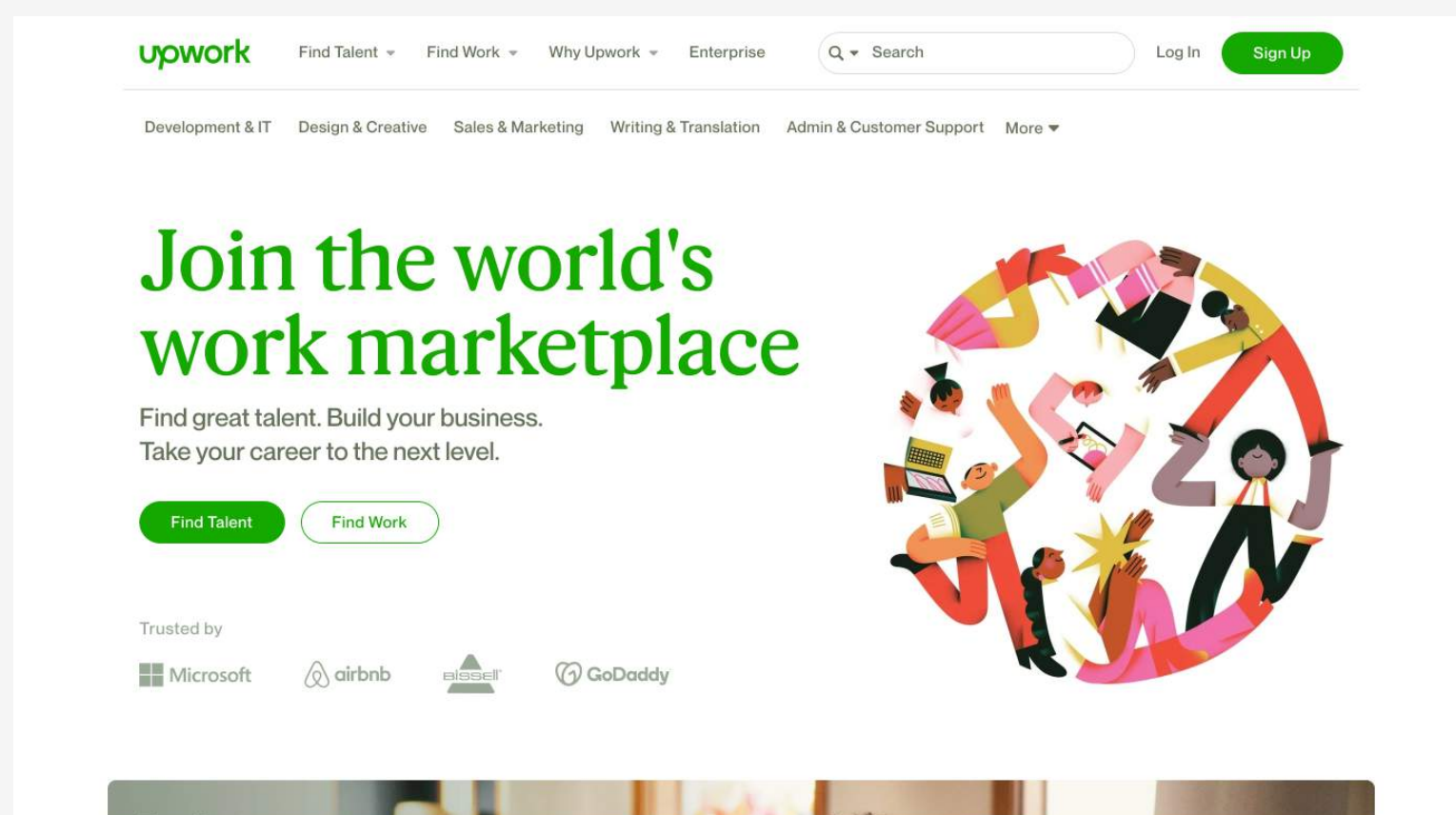
Why did we choose it? We chose Spotify because a 'seller' on Shopify is similar to an EdCuration 'vendor'. Sellers have to fill out a form and provide detailed information to create their store profile and list their products.



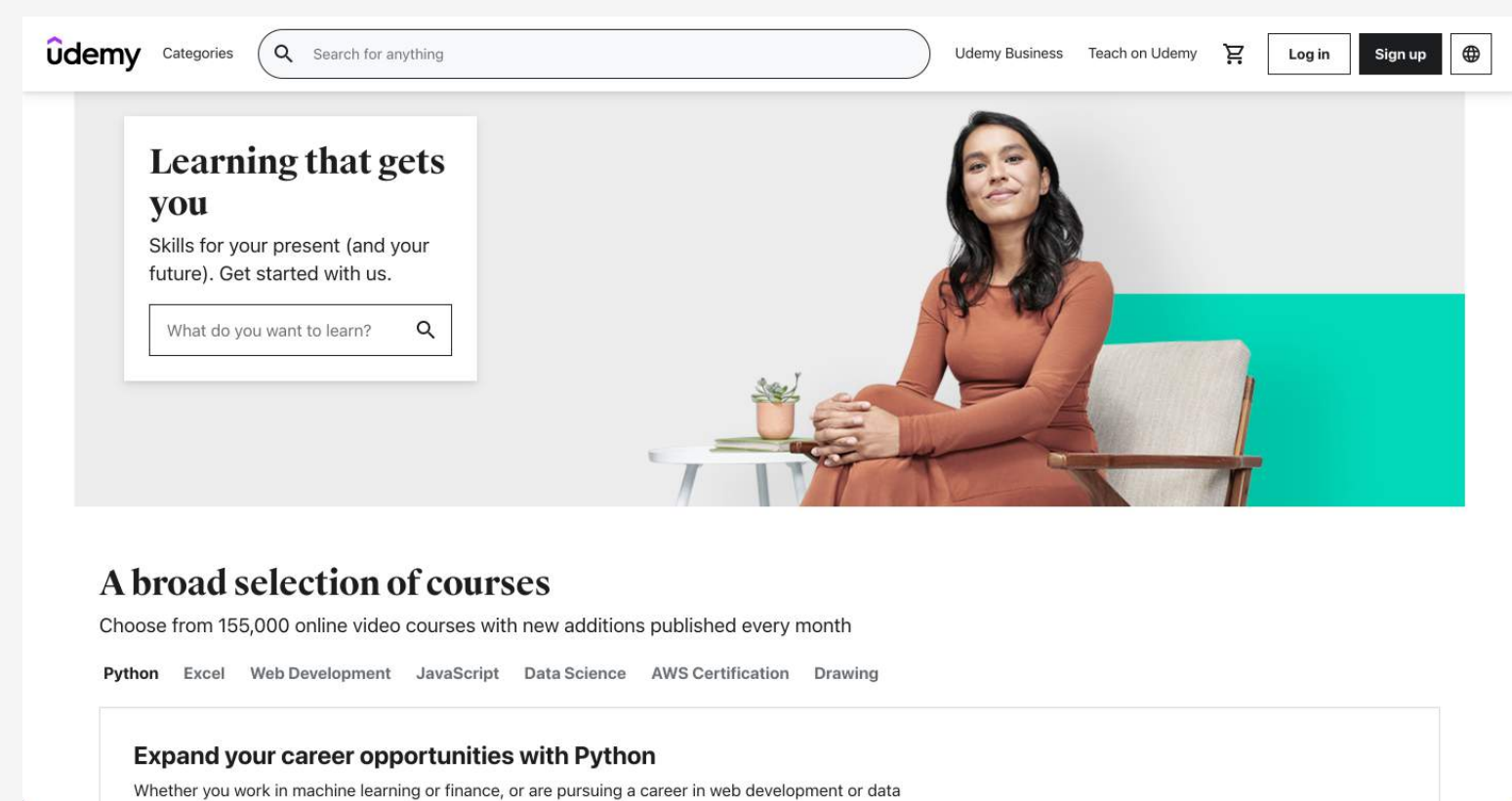
Target both user types on your homepage (above the fold)

These marketplaces cater to two types of users – buyers & sellers. It's important to make it easy for both types of users to sign up from the homepage. Here's how these companies do it well:

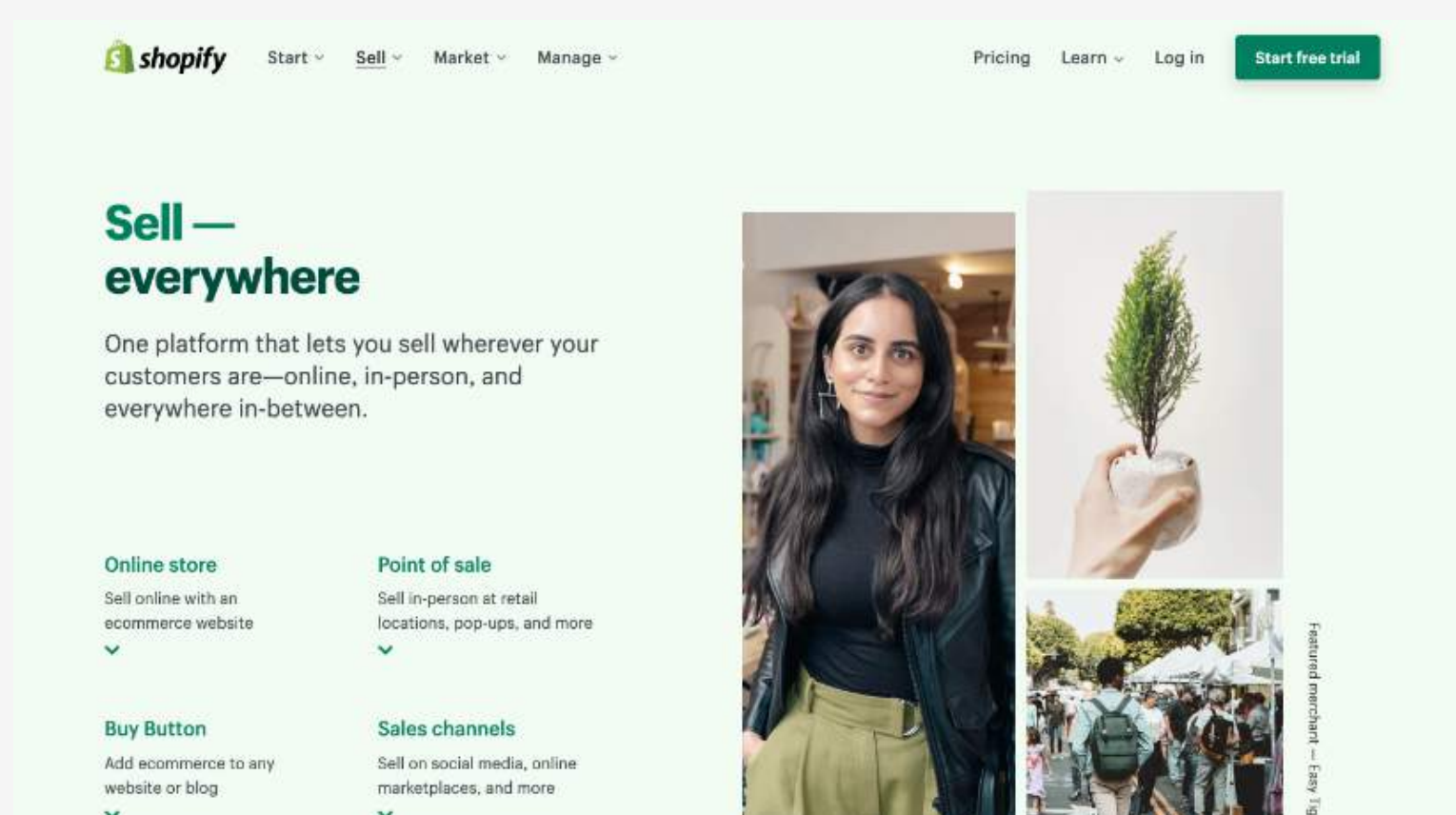
- Clear CTA labels aimed at 'sellers'
- Placing CTAs in a sticky homepage menu
- Two CTAs in the hero section, one for each user type
- Targeting primary users (usually 'buyers') in the hero section and including an easy-to-find CTA for secondary users (usually 'sellers') in the homepage menu



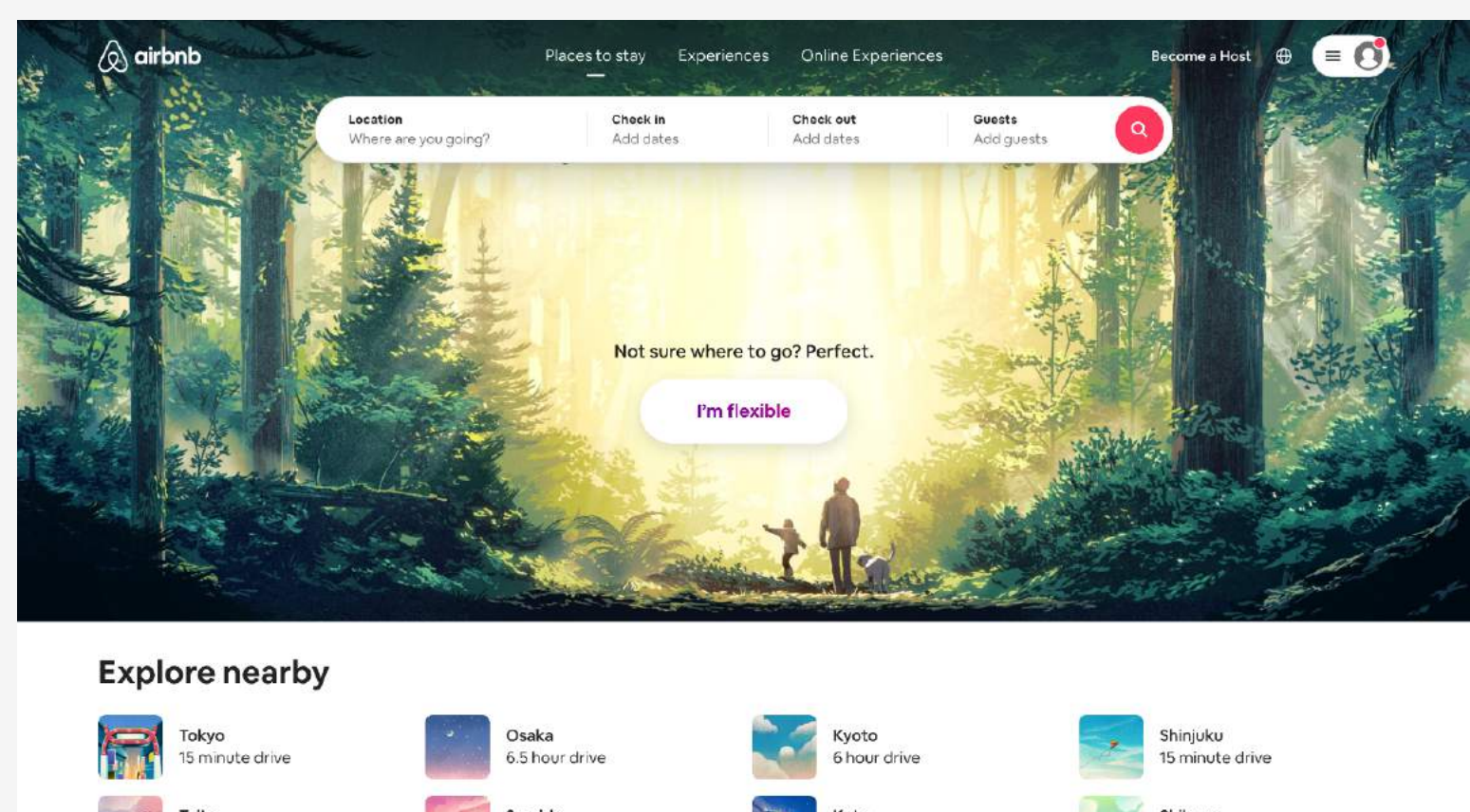
Upwork – 'Find Work' CTA in menu and homepage hero



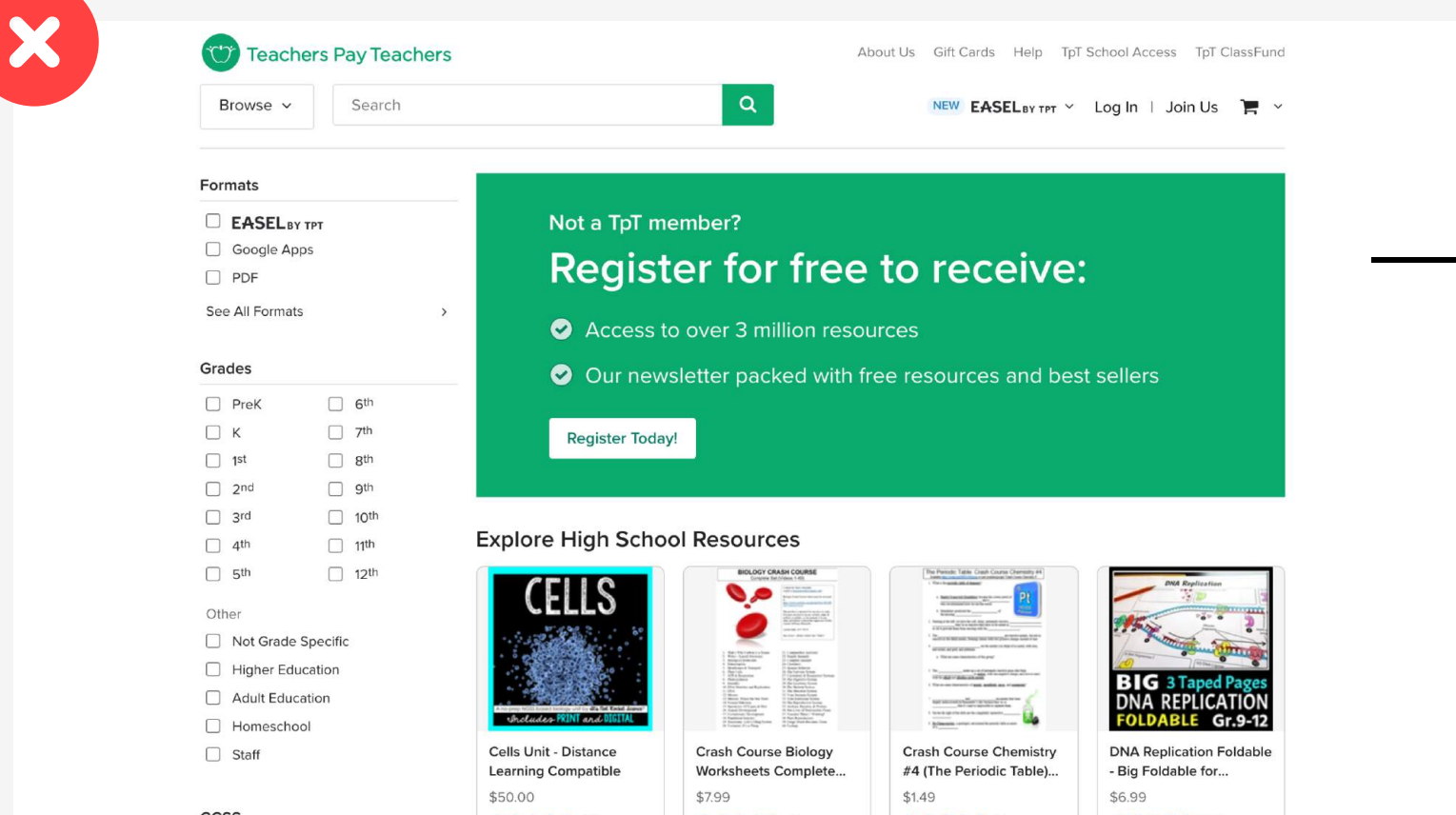
Udemy – 'Teach on Udemy' CTA in homepage menu



Shopify – 'Start free trial' CTA in homepage menu



Airbnb – 'Become a host' CTA in homepage menu



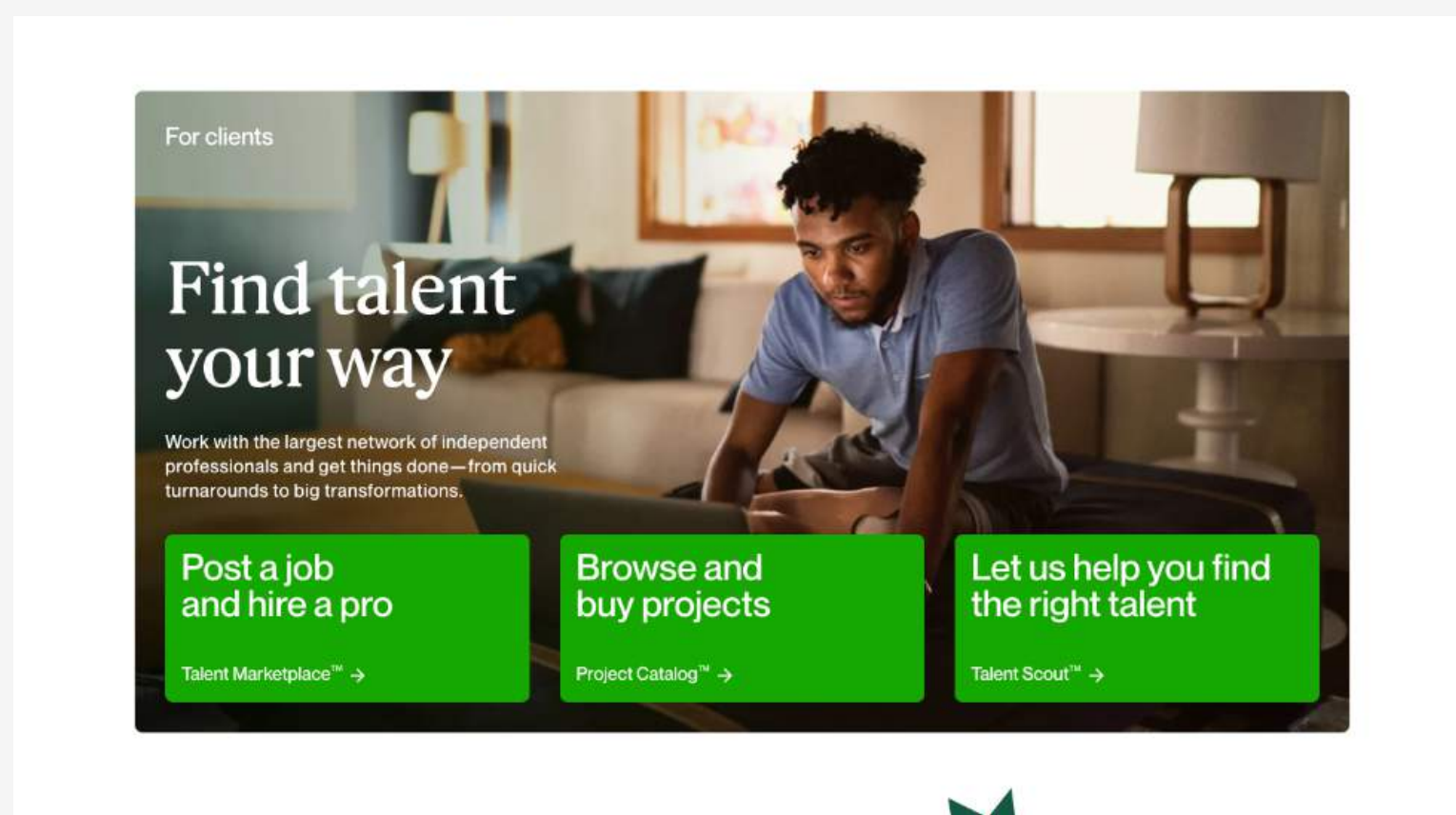
Teachers Pay Teachers – 'Join Us' link in homepage menu

— Avoid vague CTAs like Teachers Pay Teacher's 'Join Us' link, which is aimed at vendors of educational material

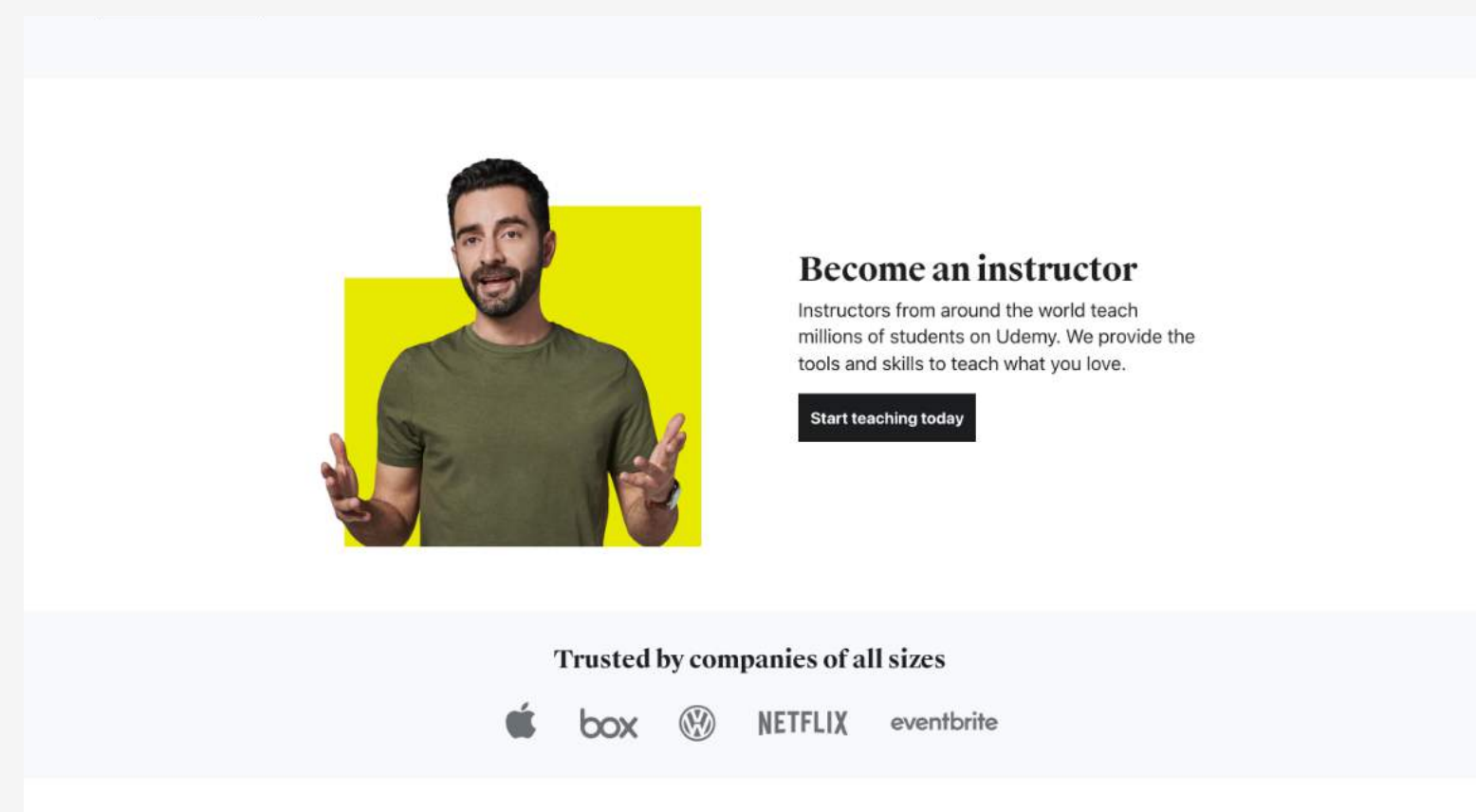
Target both user types on your homepage (below the fold)

These marketplaces cater to two types of users – buyers & sellers. Here's how they encourage 'sellers' to sign up from anywhere on the homepage:

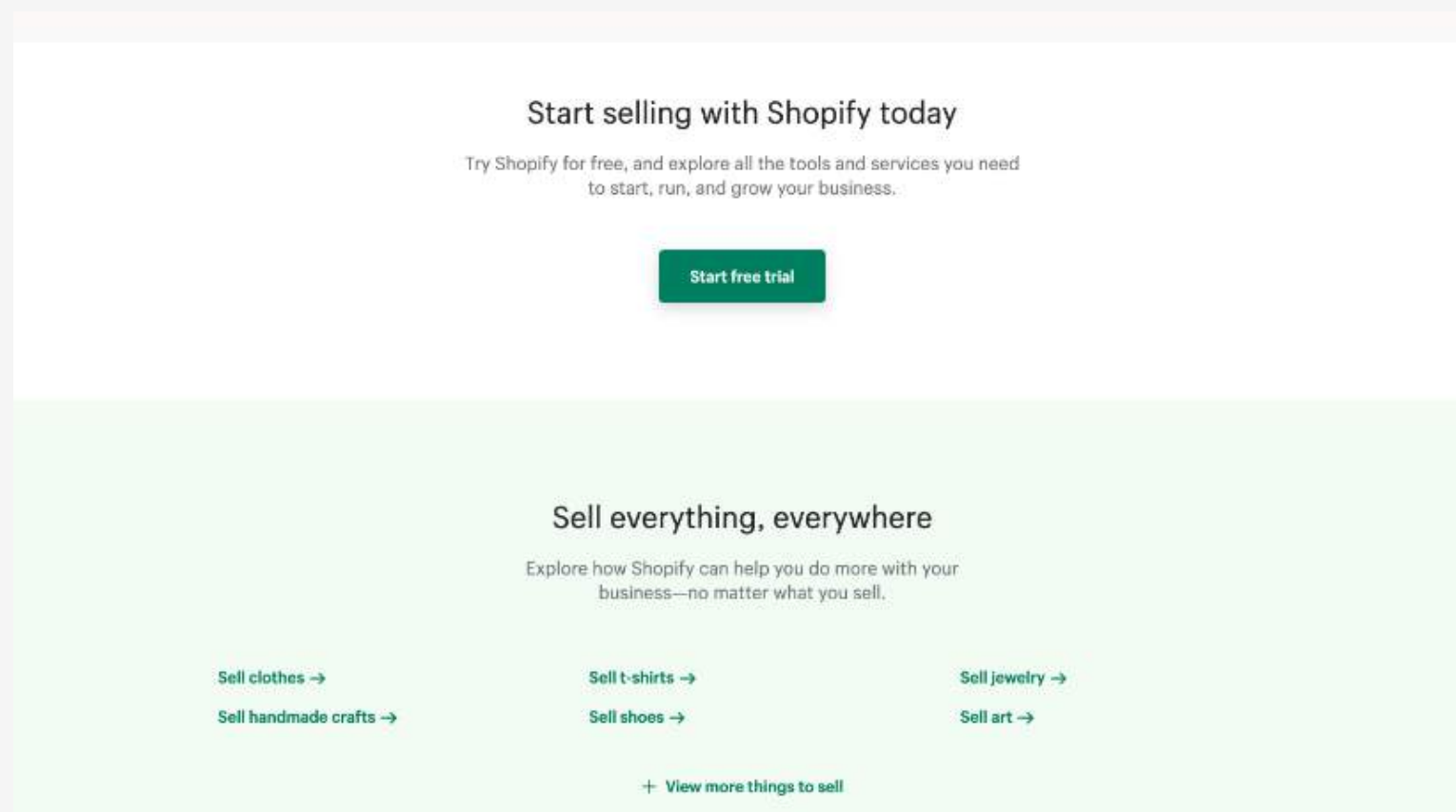
- Clear CTAs
- Bold headings
- Authentic imagery
- Free trial offers
- Strong value propositions



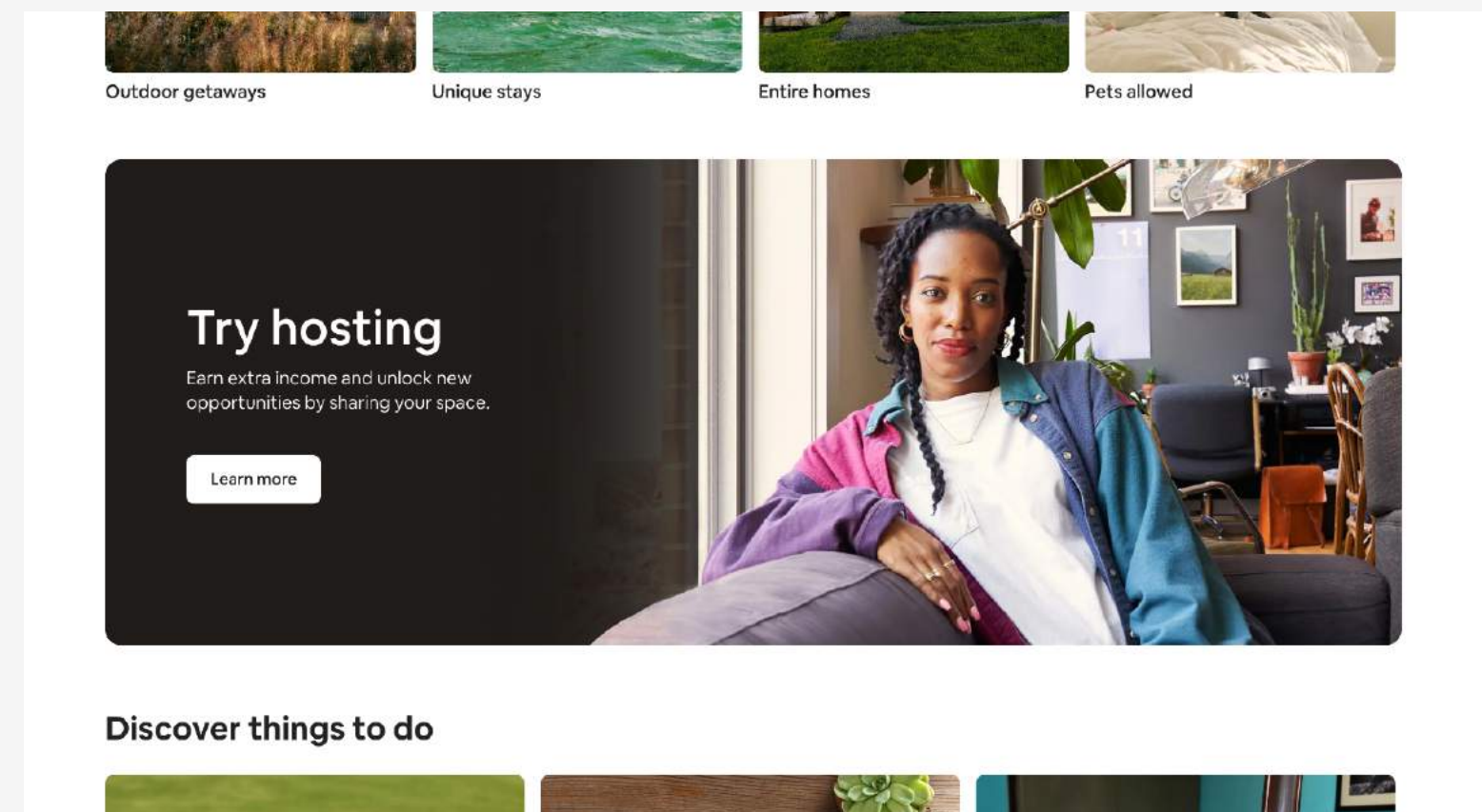
Upwork – 'Find talent your way'



Udemy – 'Become an instructor'



Shopify – 'Start selling with Shopify today'

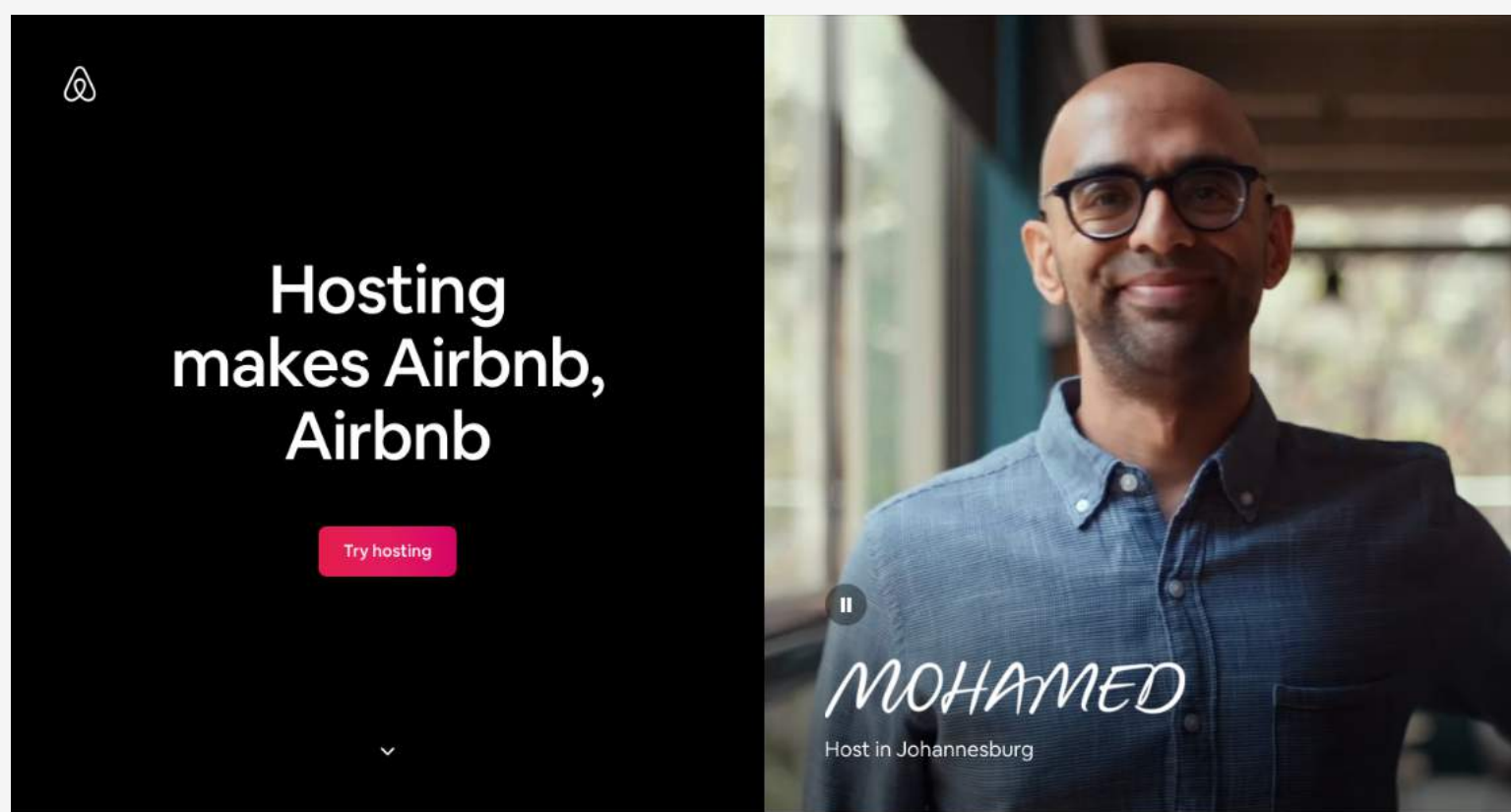


Airbnb – 'Try hosting'

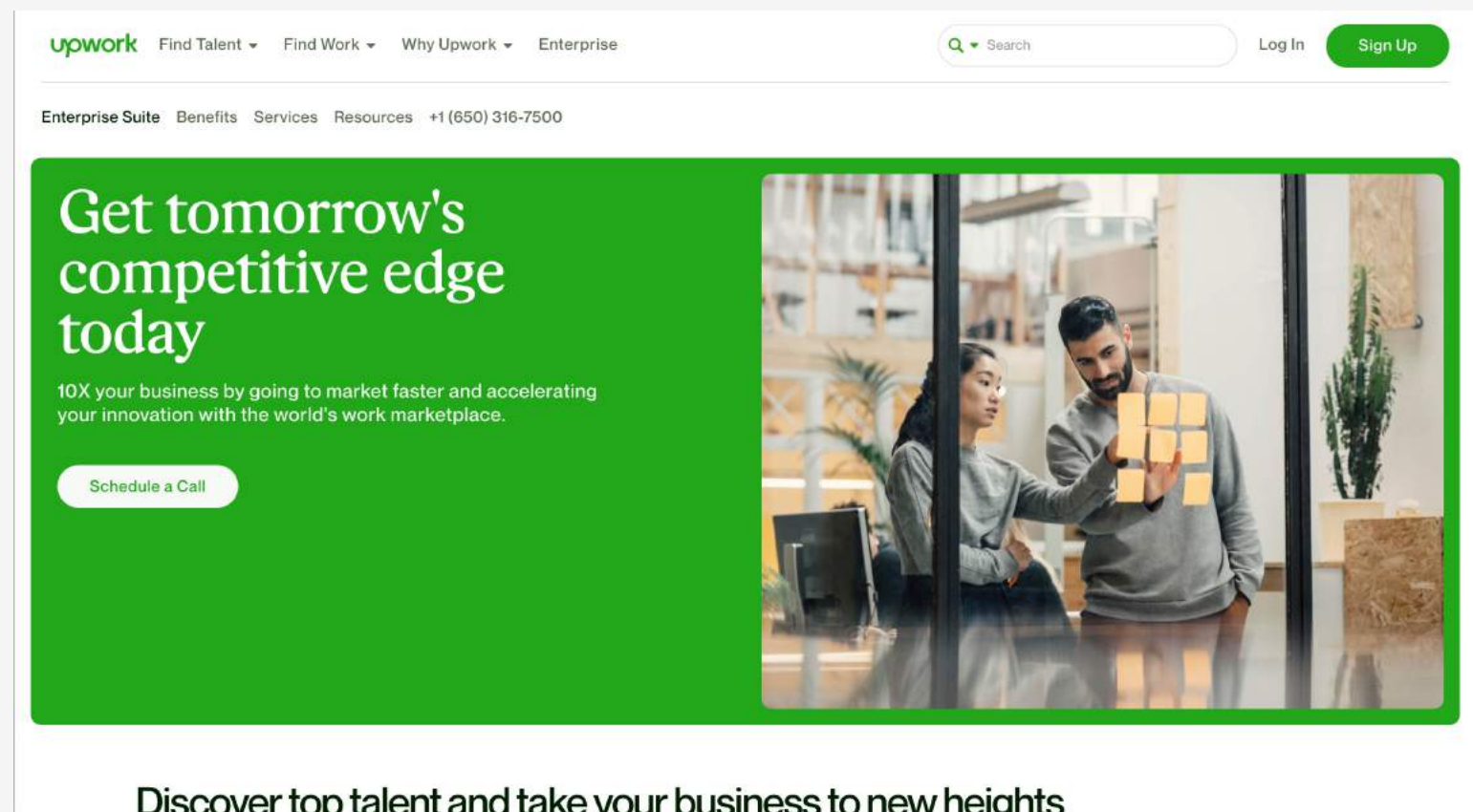
Have a dedicated 'sellers' page

While 'buyers' are the main target audience on the homepage, these companies offer more reasons to sign up on these targeted 'seller' pages:

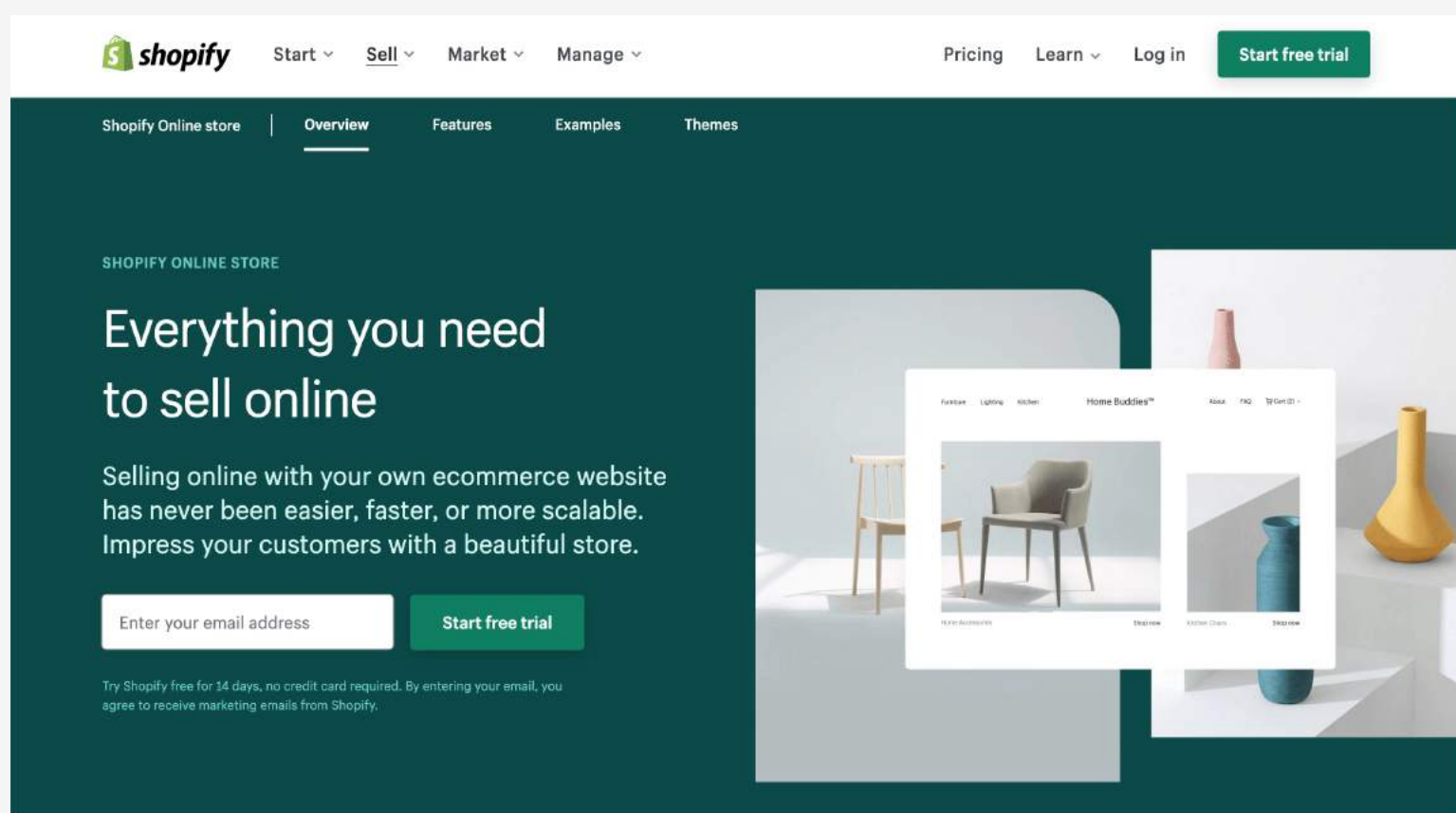
- Clear CTA labels aimed at 'sellers'
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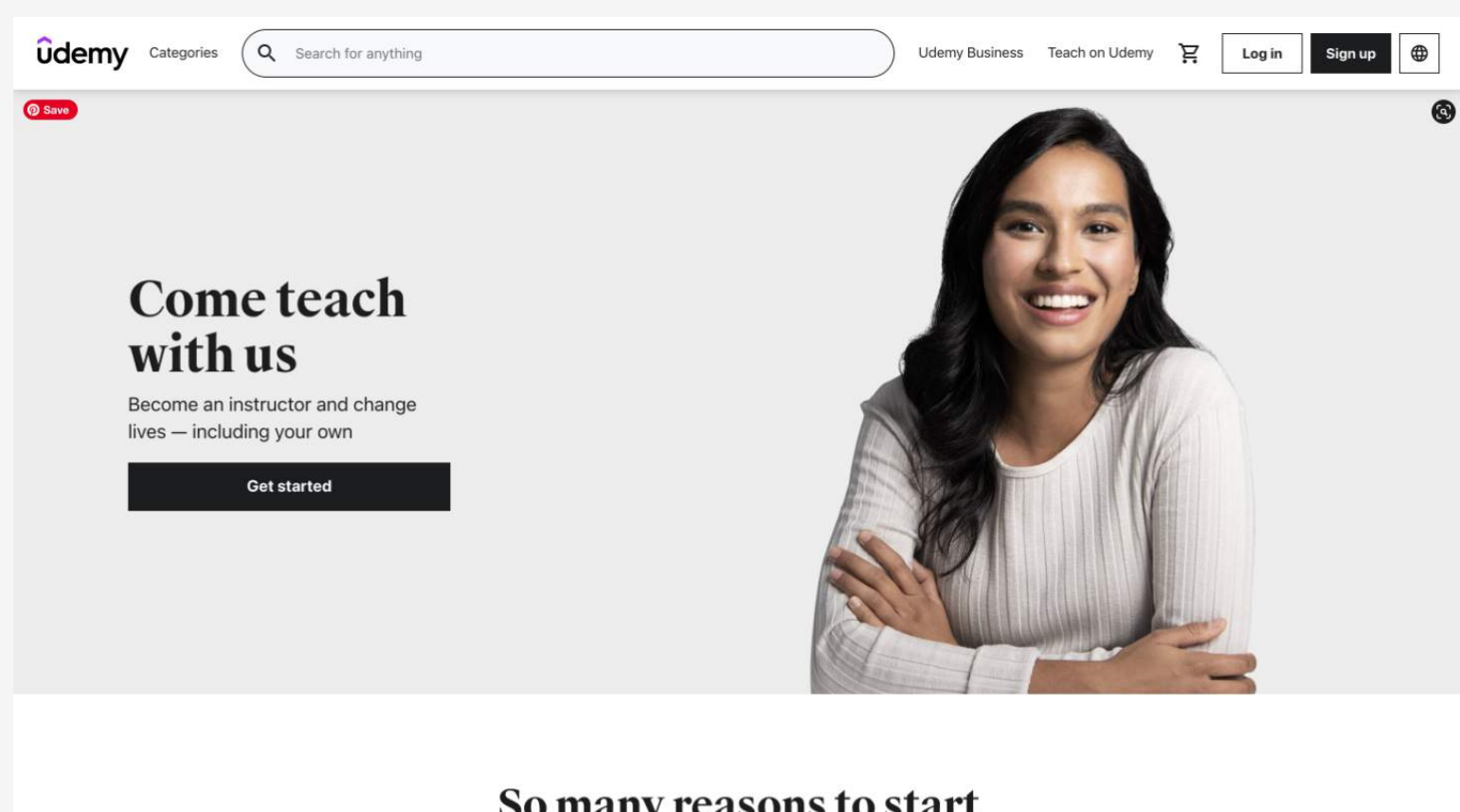
Airbnb – 'Try hosting'



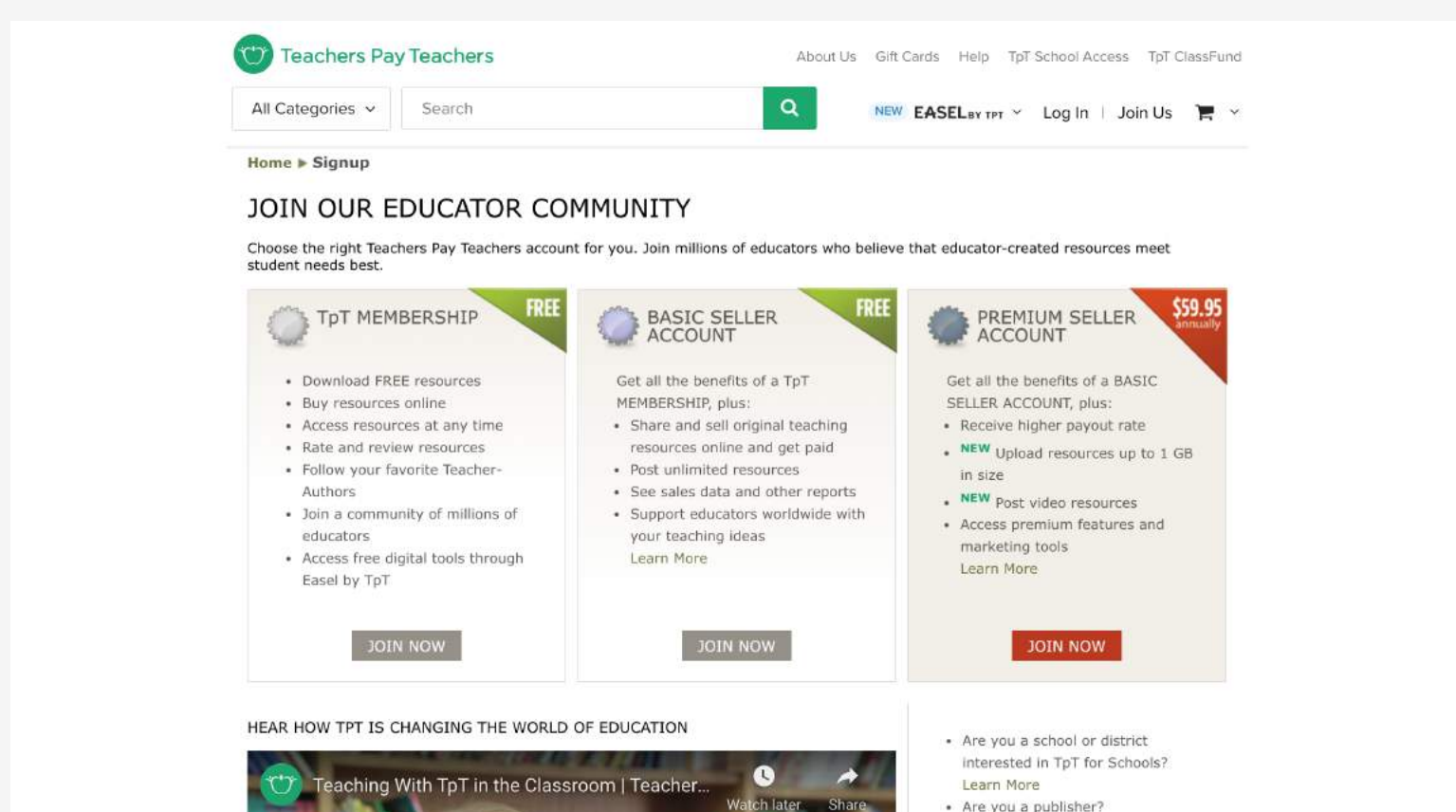
Upwork – 'Schedule a Call'



Shopify – 'Start free trial'



So many reasons to start
Udemy – 'Come teach with us'

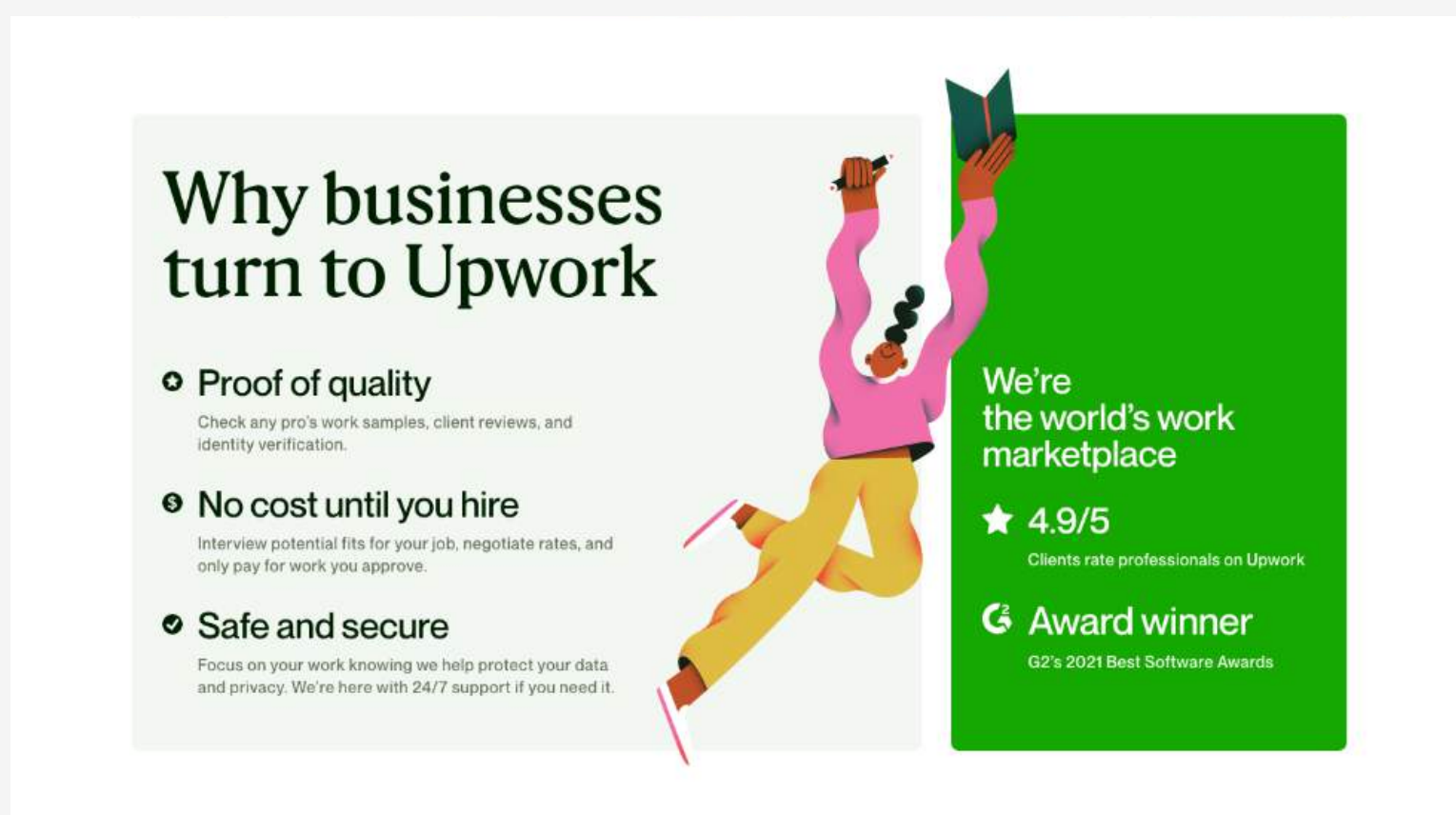


Teachers Pay Teachers – 'Join our educator community'

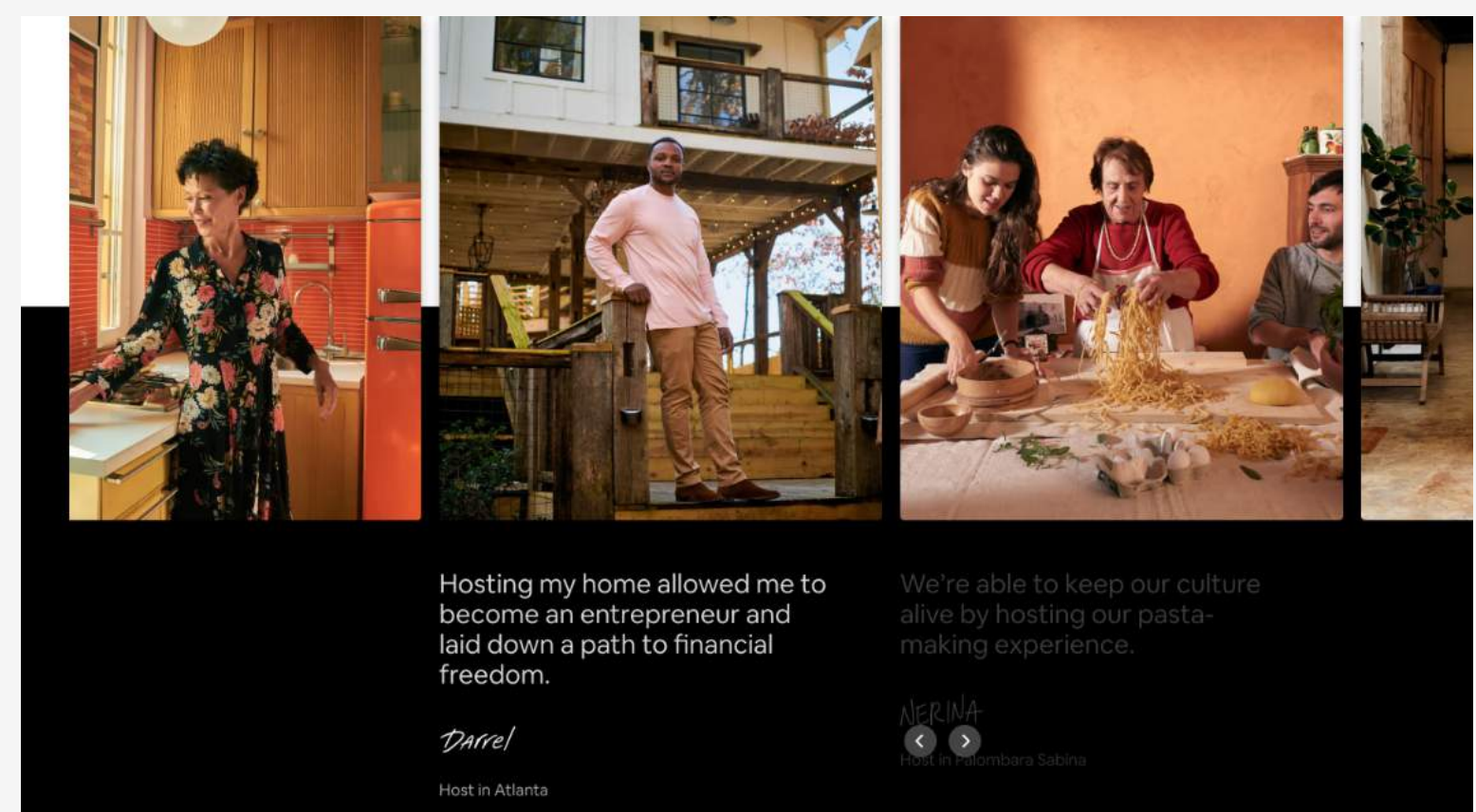
Give people a reason to use your product

These companies emphasize why people should sign up by:

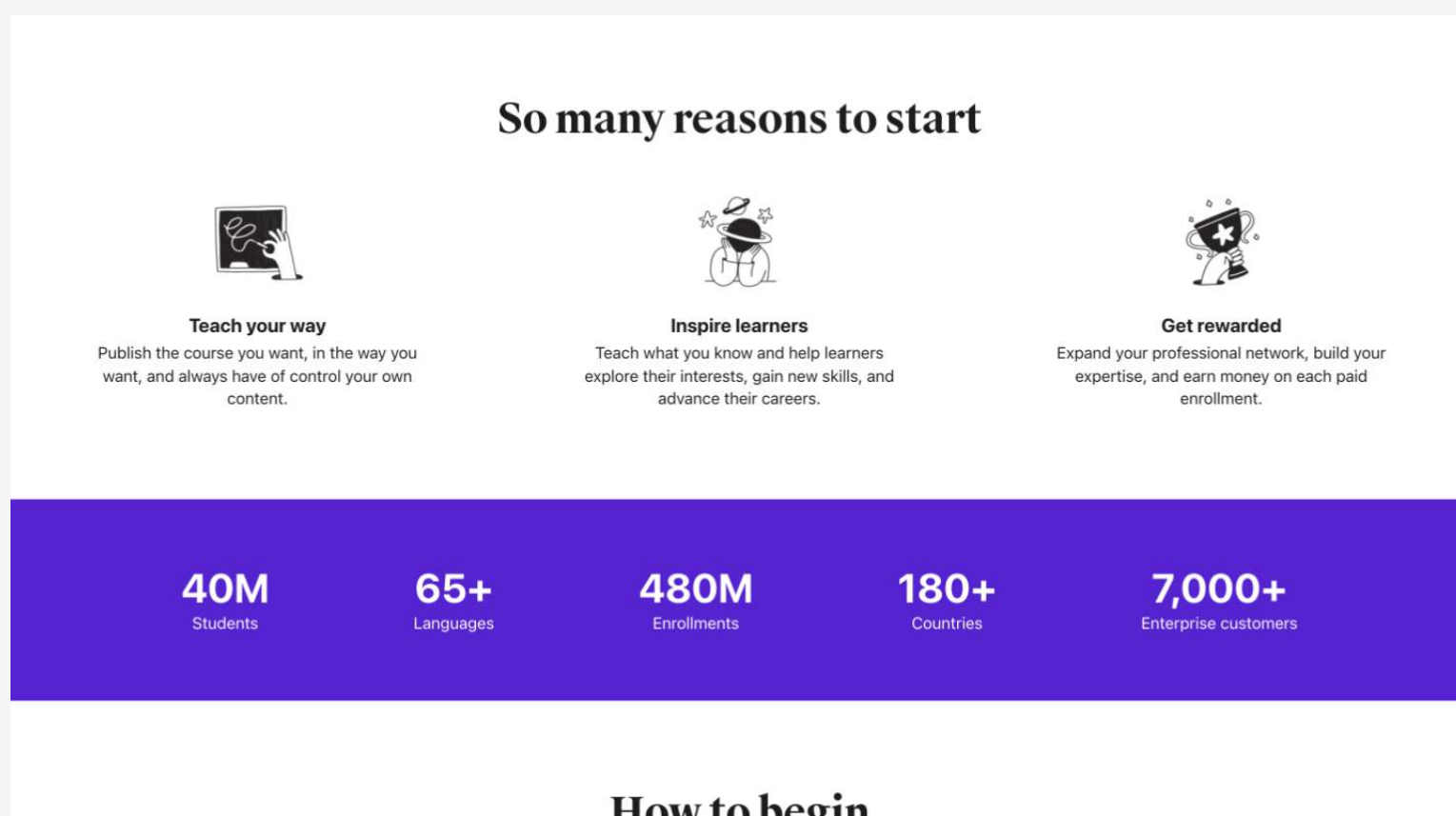
- Displaying strong value propositions
- Telling users what they stand to gain by using your product
- Backing up claims with social proof:
 - List of well-known companies that use their product
 - Statistics that back up their claims
 - Reviews from happy users



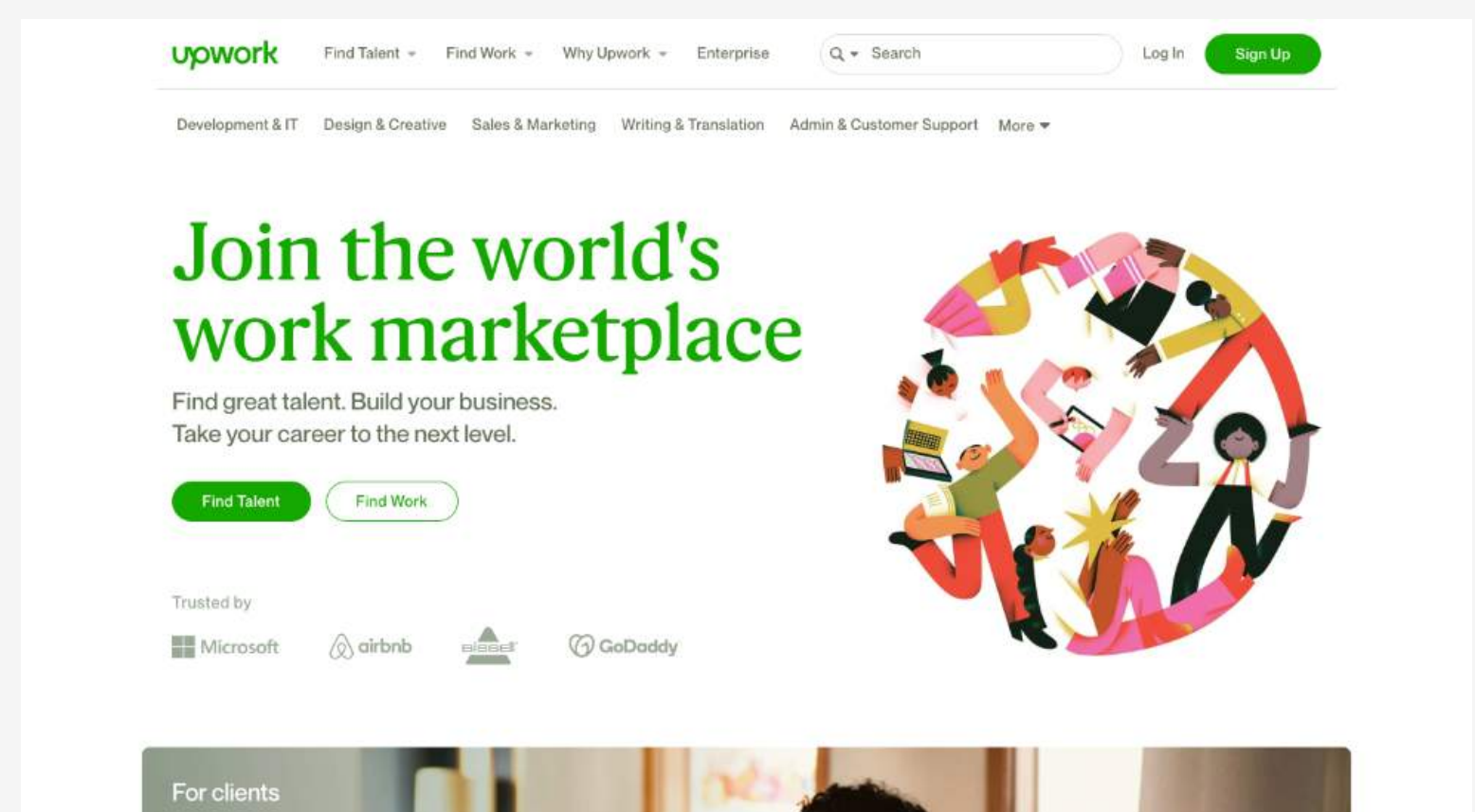
Upwork – Why businesses turn to Upwork



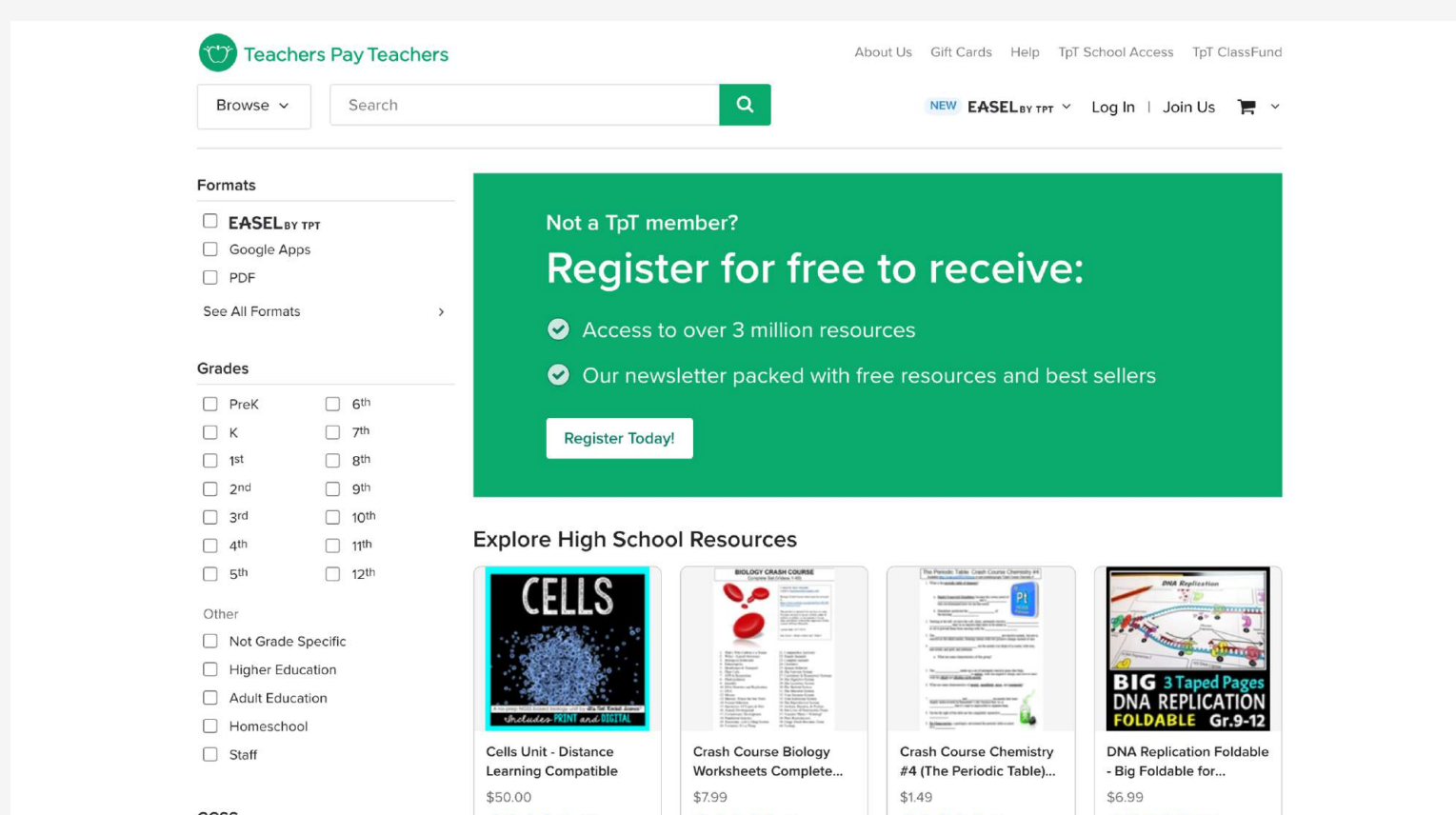
Airbnb – Quotes and real images from happy hosts



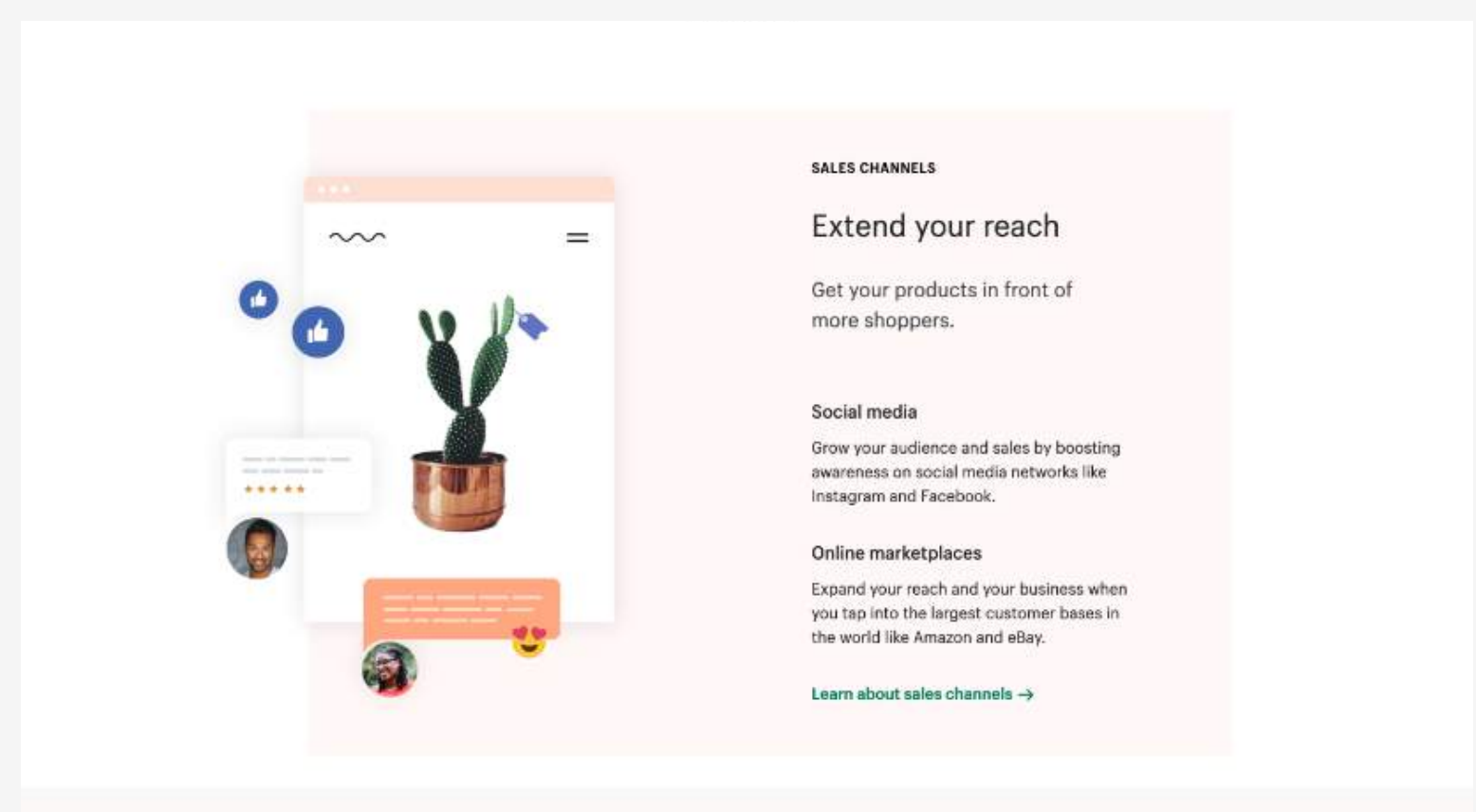
Udemy – Reasons to start & statistics



Upwork – Trusted by



Teachers Pay Teachers – Free registration



Shopify – Extend your reach

Make sign up forms quick and easy

These companies make it easy for users to sign up by keeping signup forms simple and easy to use:

- Only ask for the minimum required information
- Allow social login
- Allow users to see their password and show password strength
- Make it clear what type of account users are signing up for (seller vs. buyer)
- Make it easy and intuitive to switch between 'buyer' and 'seller' login forms

Udemy – Sign up

Airbnb – Social login

Airbnb – Two-step sign-up

Upwork – Easy toggle between business & freelancer sign up



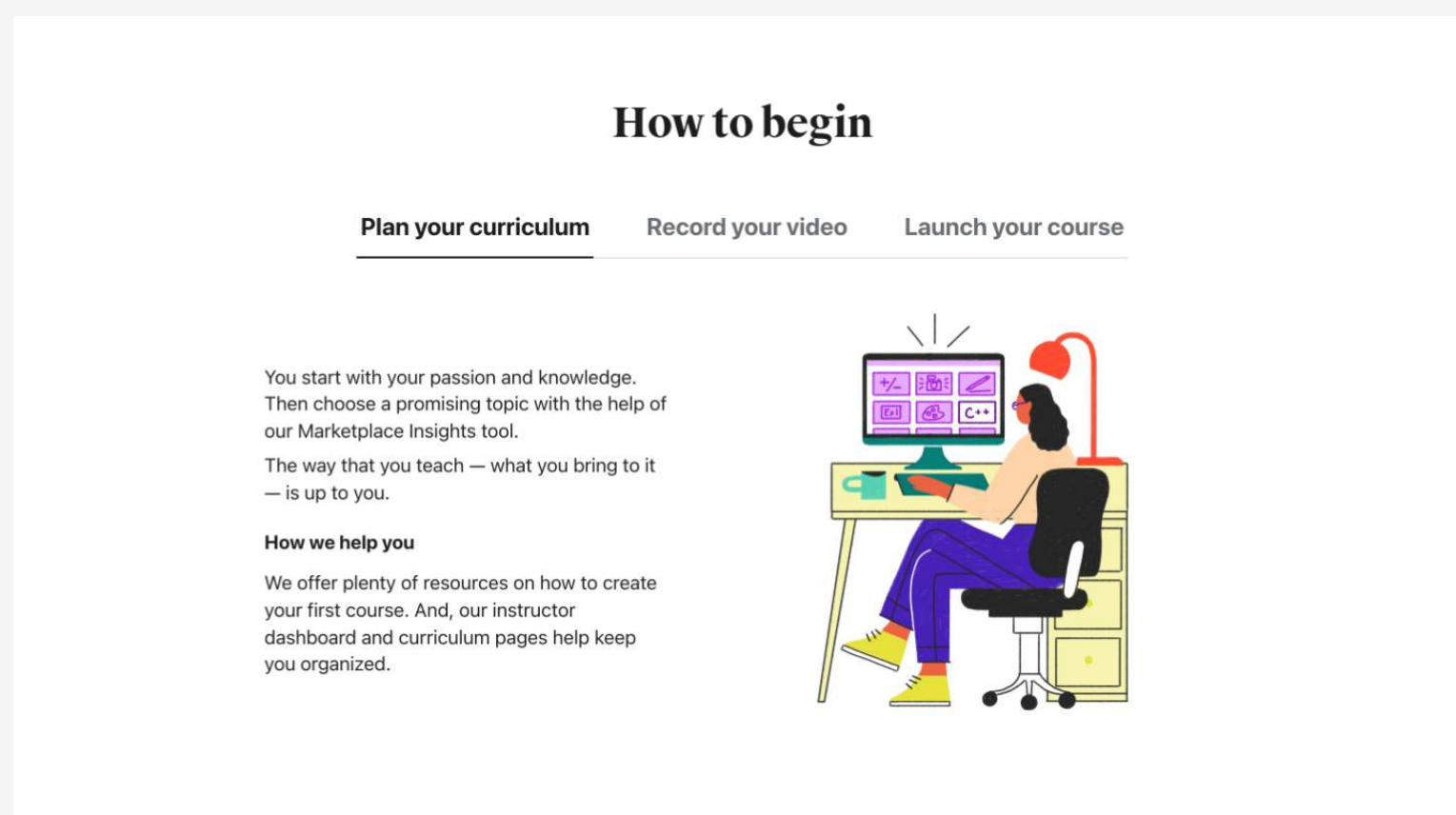
Teachers Pay Teachers – Two-step seller account signup

— Avoid asking for too much information up-front, during signup

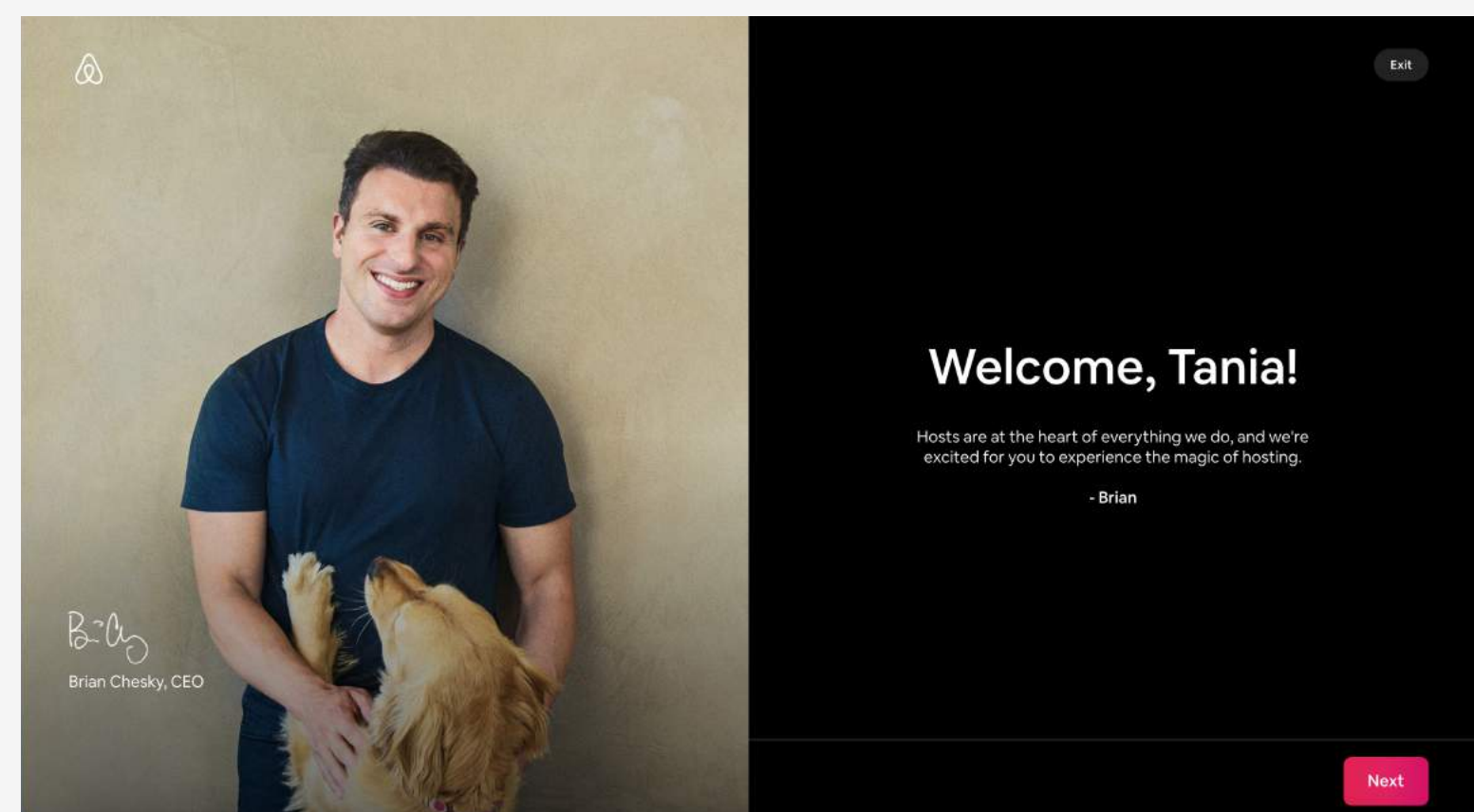
Make them feel like they're not alone

Long forms are less intimidating if users feel like they're being guided along the way. These companies make their users feel like they're not alone as they go through the process.

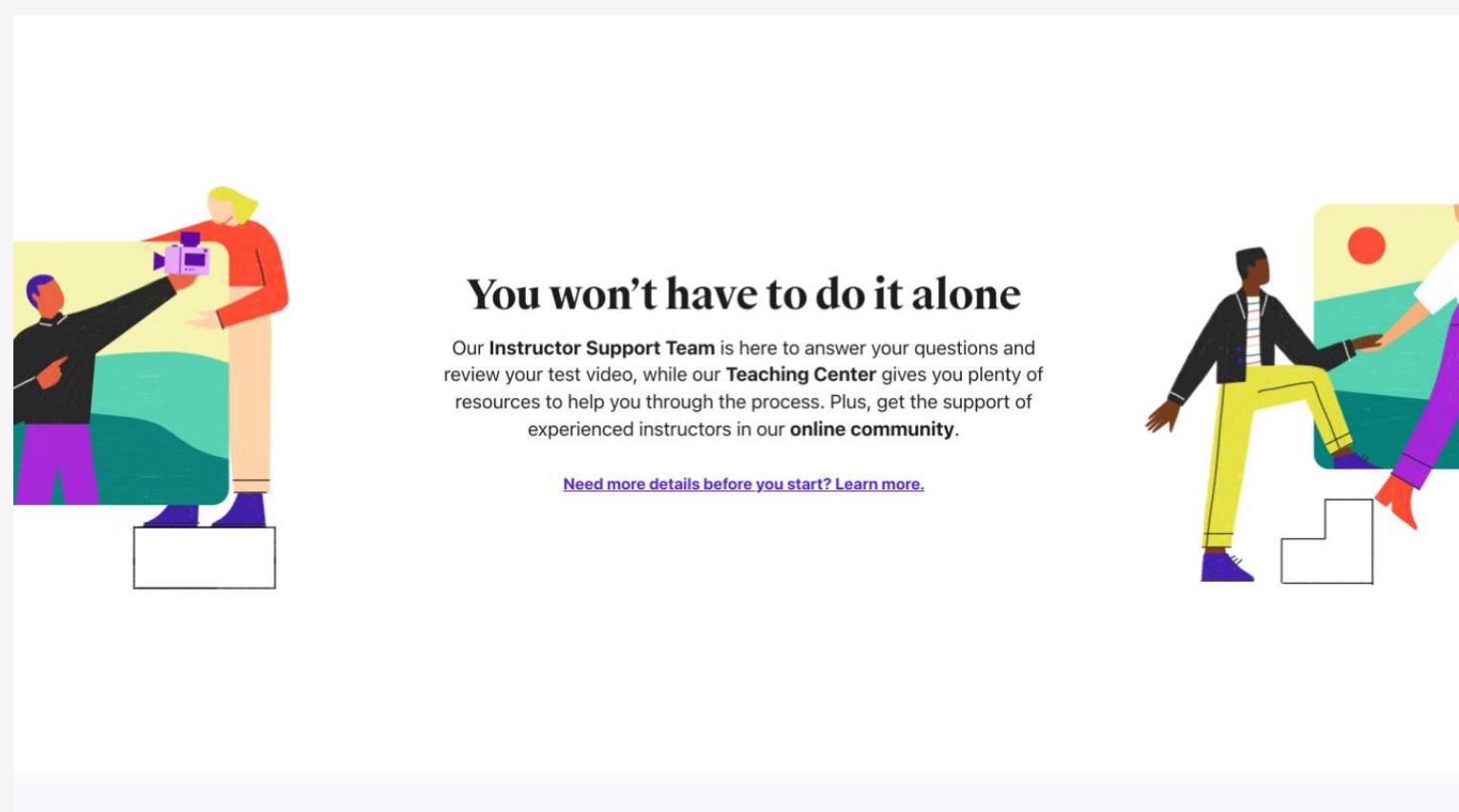
- Thoughtful instructions
- Personal messages from company staff and other users like them
- Support networks and channels
- Friendly congratulatory messages



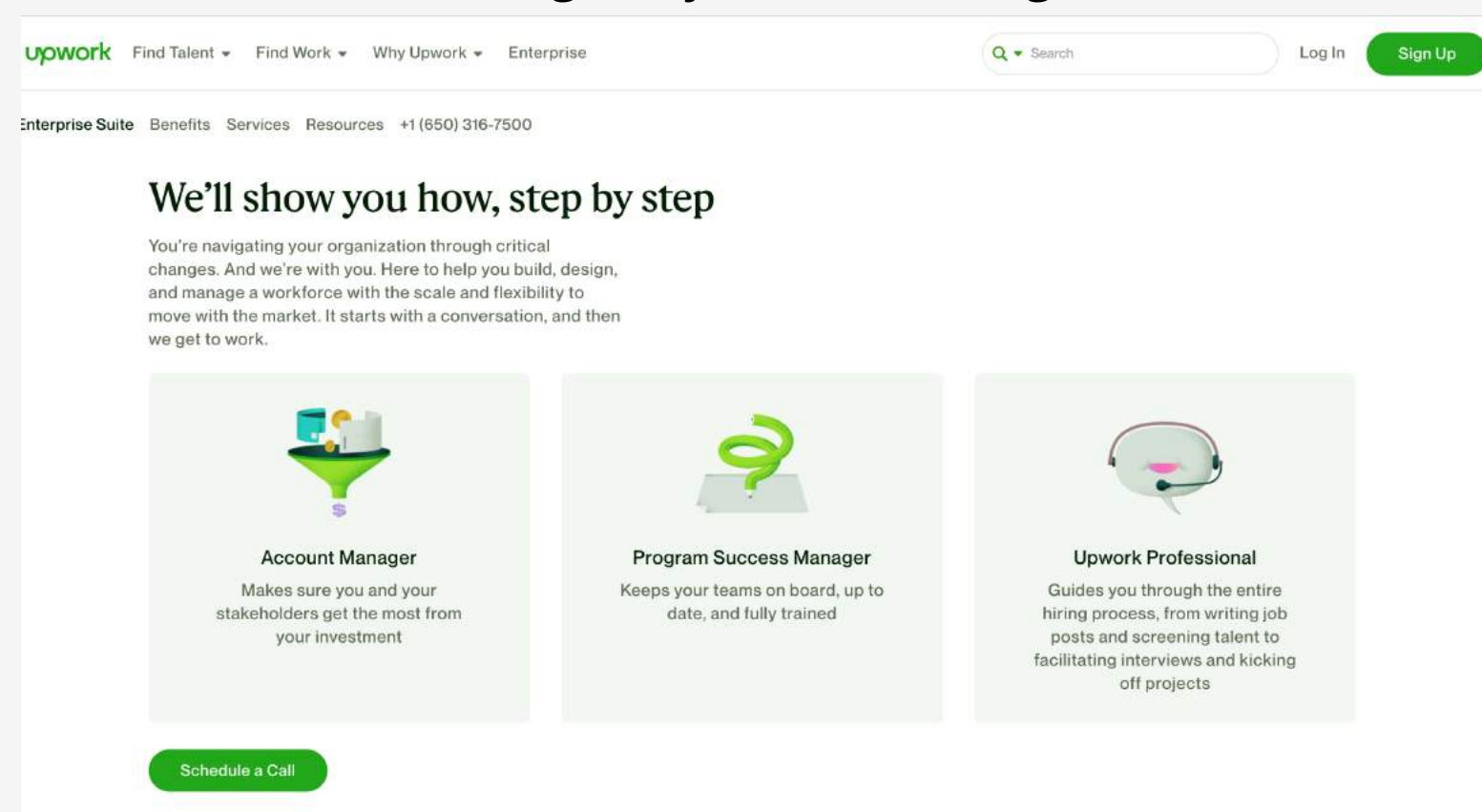
Udeemy – Thoughtful instructions



Airbnb – A welcome message from the CEO when you finish filling out your first listing



Udeemy – Plenty of channels offering support

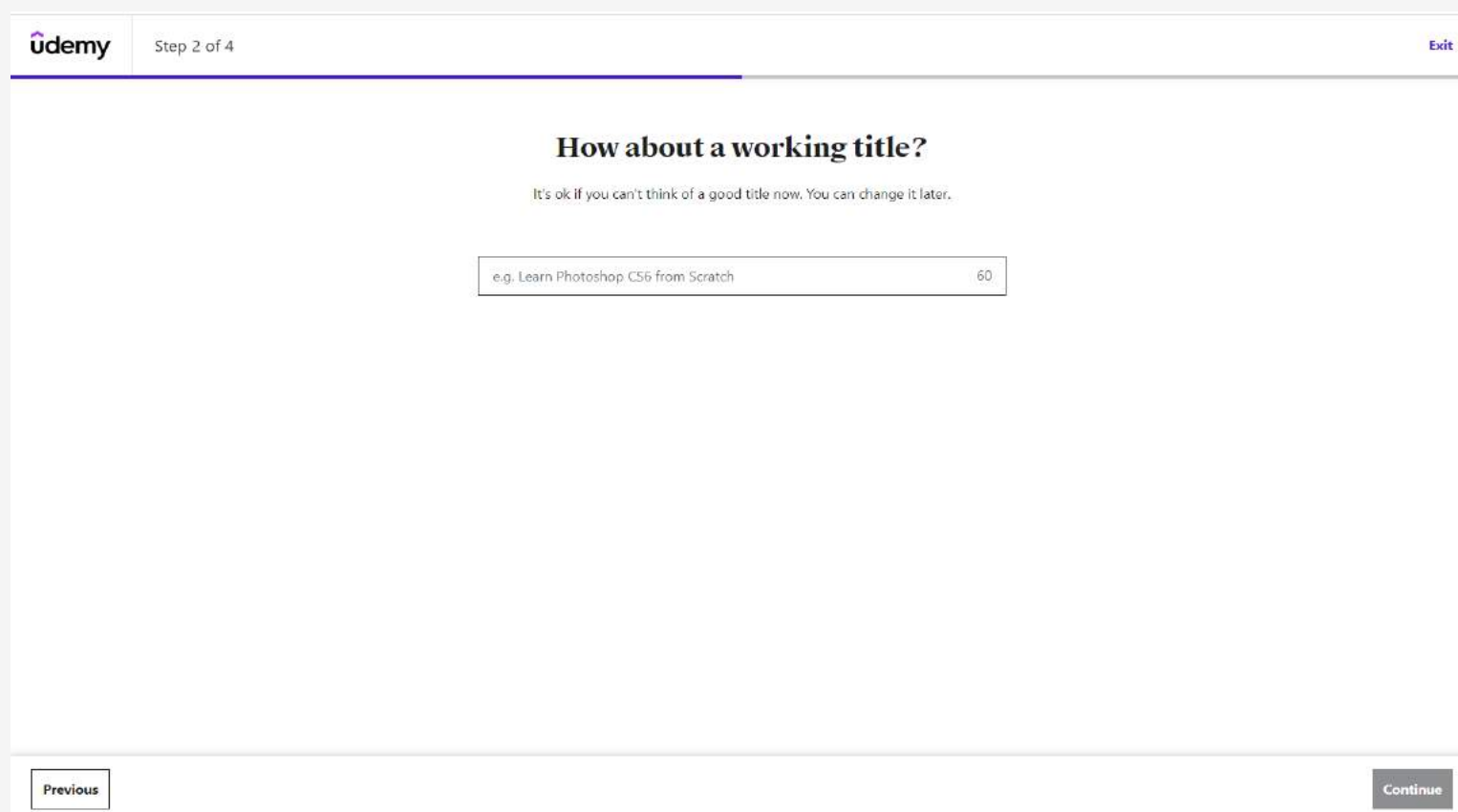


Upwork – We'll show you how, step by step

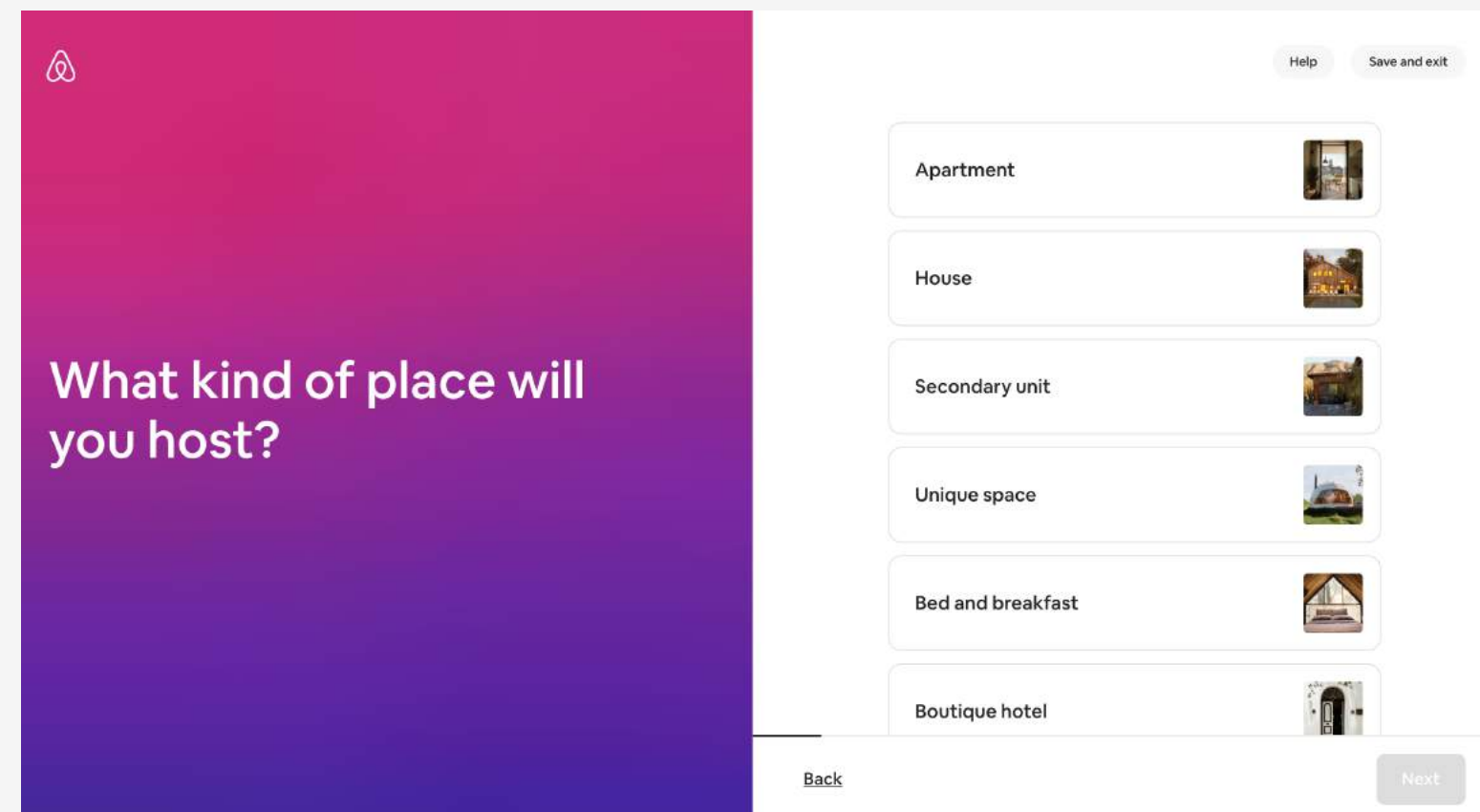
Make it easy for users to get around

These companies help their users navigate long forms with great menus, buttons, and links:

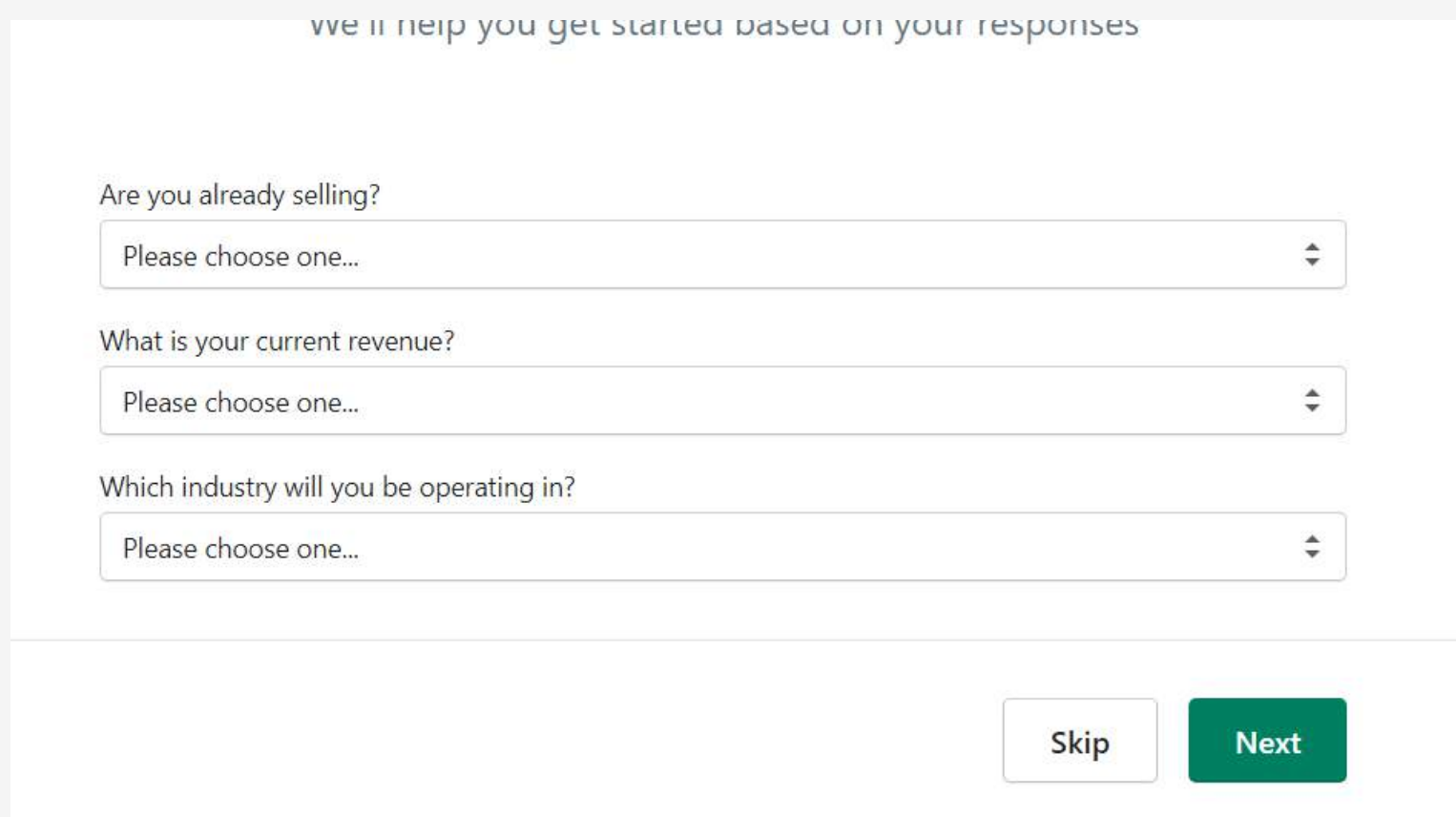
- Include a 'back' link (instead of relying on your browser's 'back' button)
- Include a 'next' button
- Allow users to exit your form without losing their data
- Add a 'help' link or button
- Give users the option to 'skip'
- Offer a sidebar navigation menu



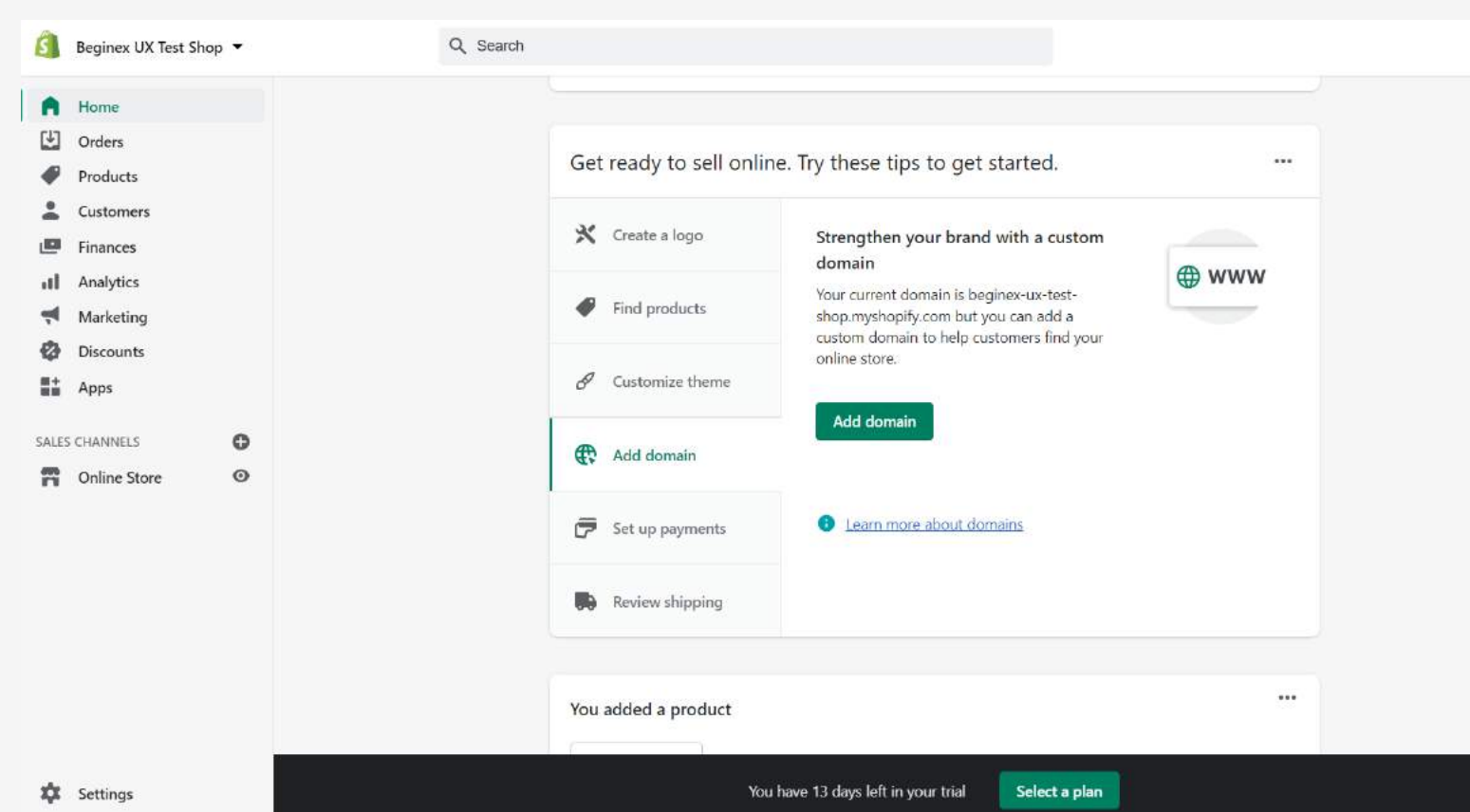
Udemy – Previous, Continue, Exit



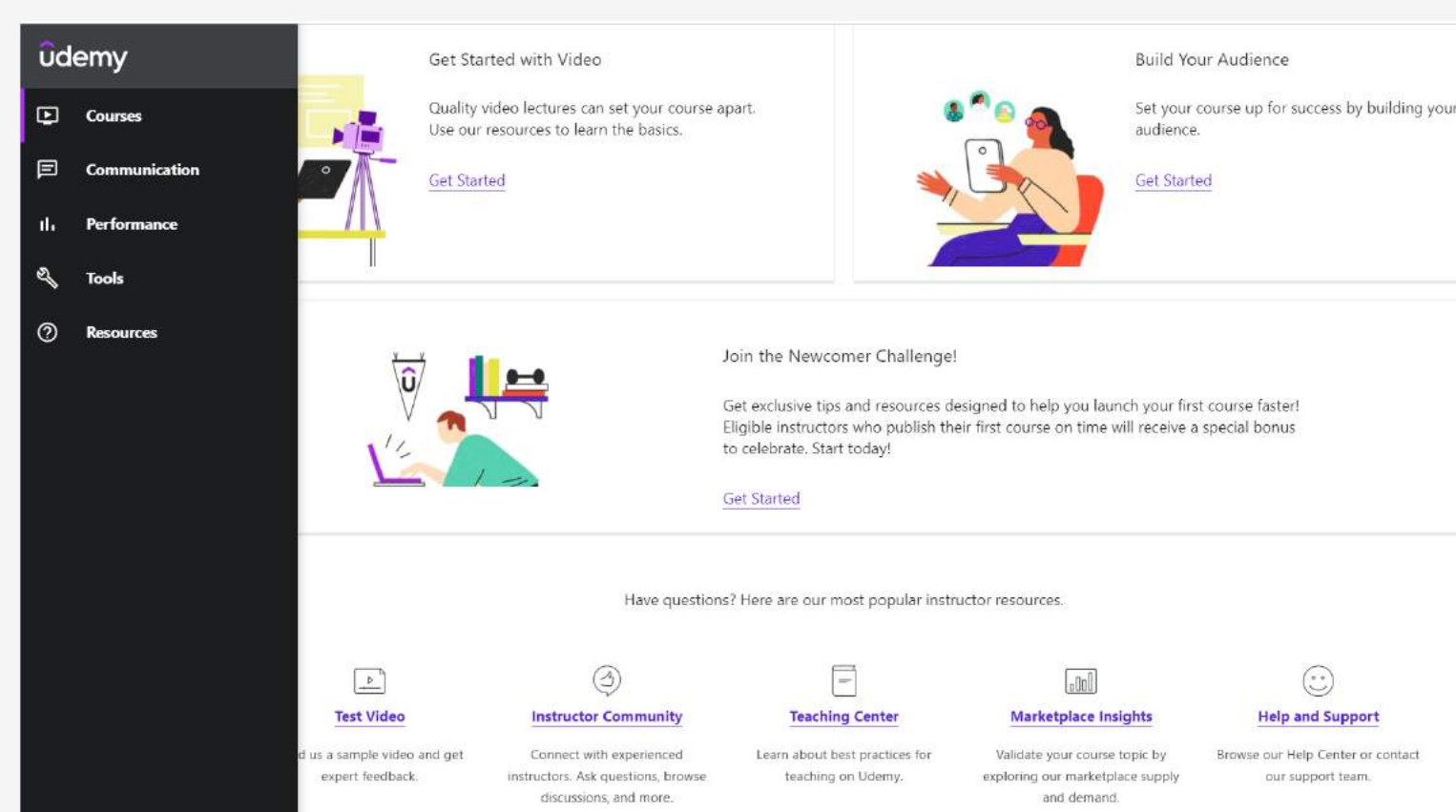
Aibnb – Save and exit button



Shopify – Skip button



Shopify – Sidebar menu

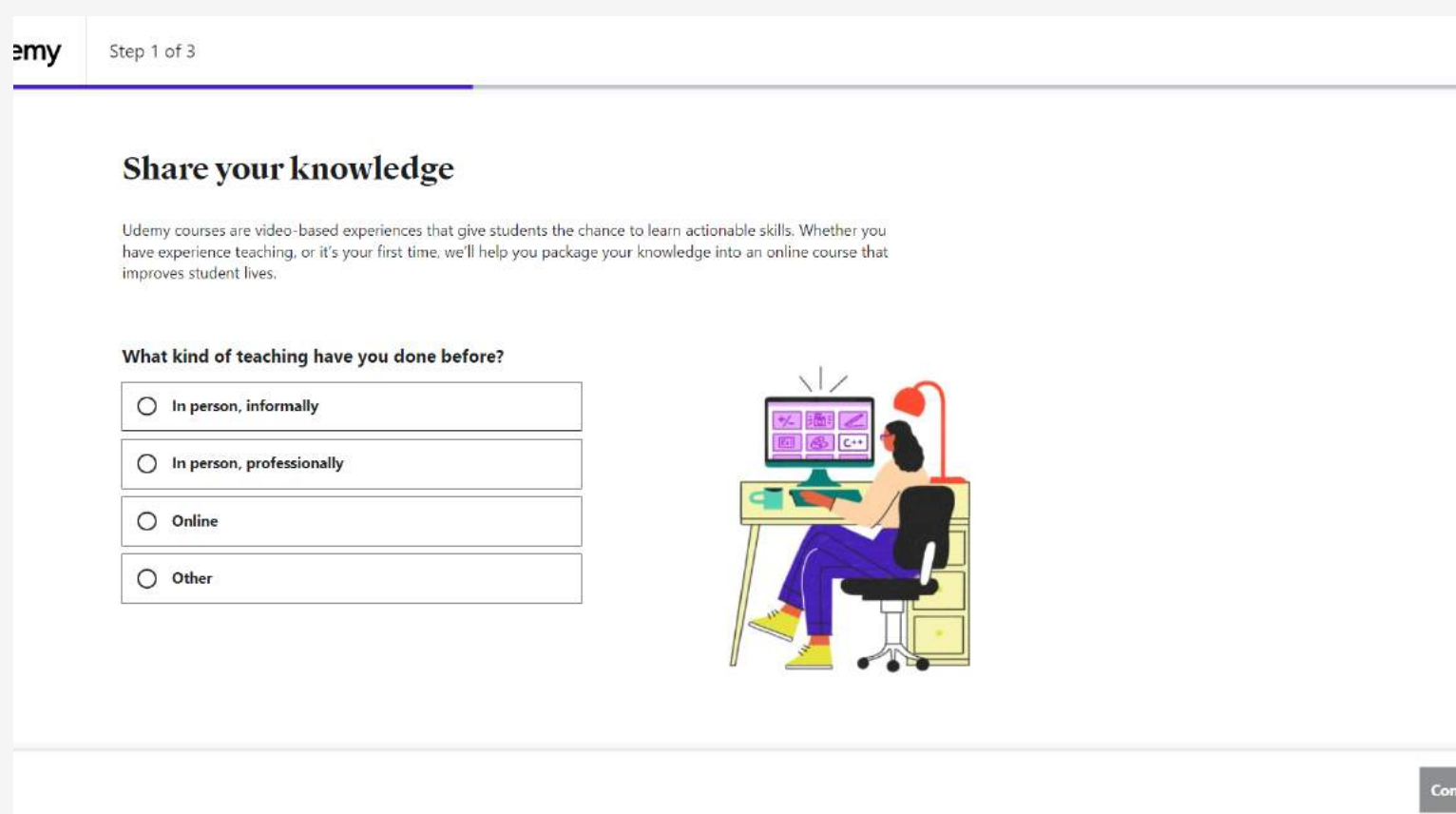


Udemy – Collapsible sidebar menu

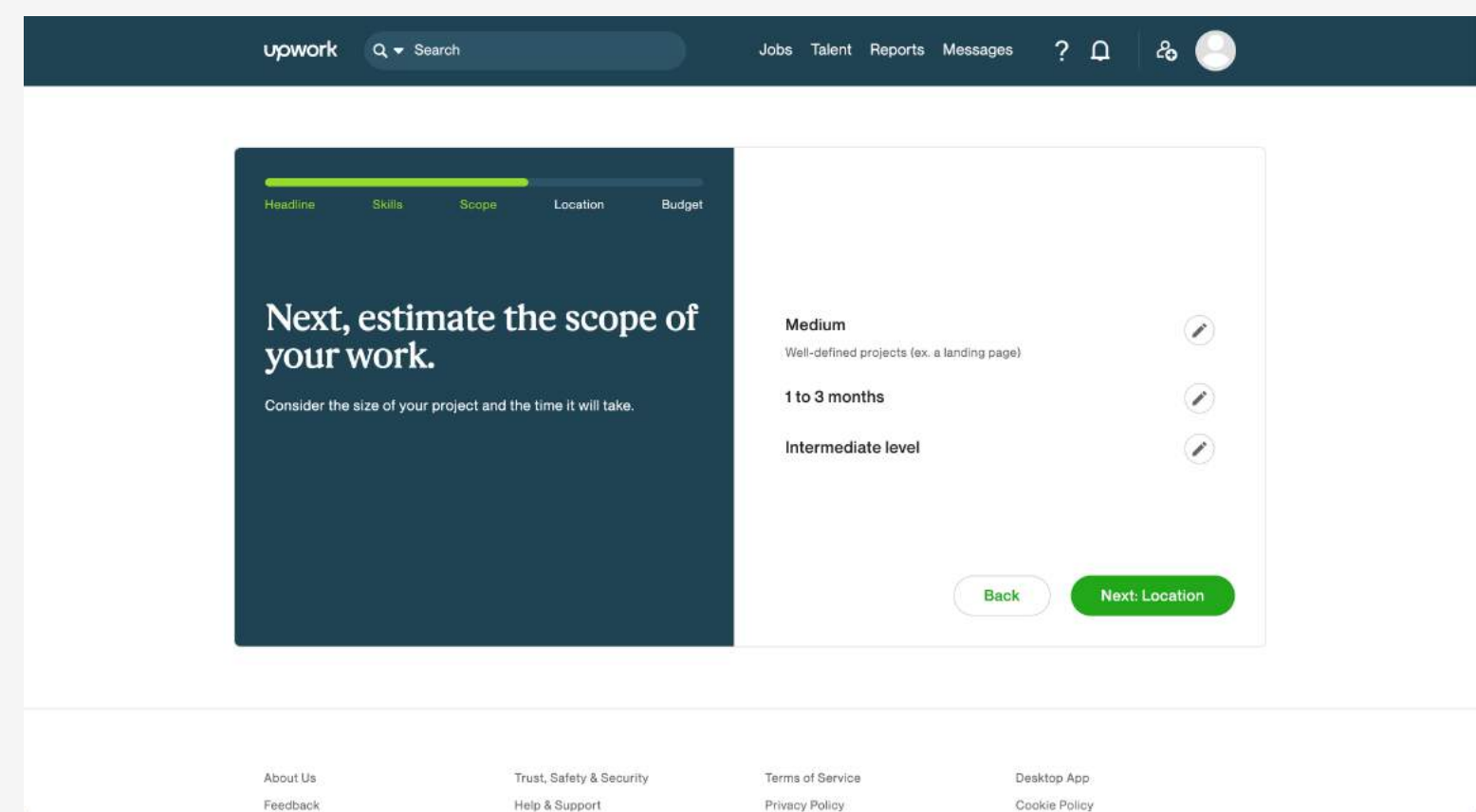
Help users situate themselves in your form

These companies make sure their users know exactly where they are in the process by using elements like:

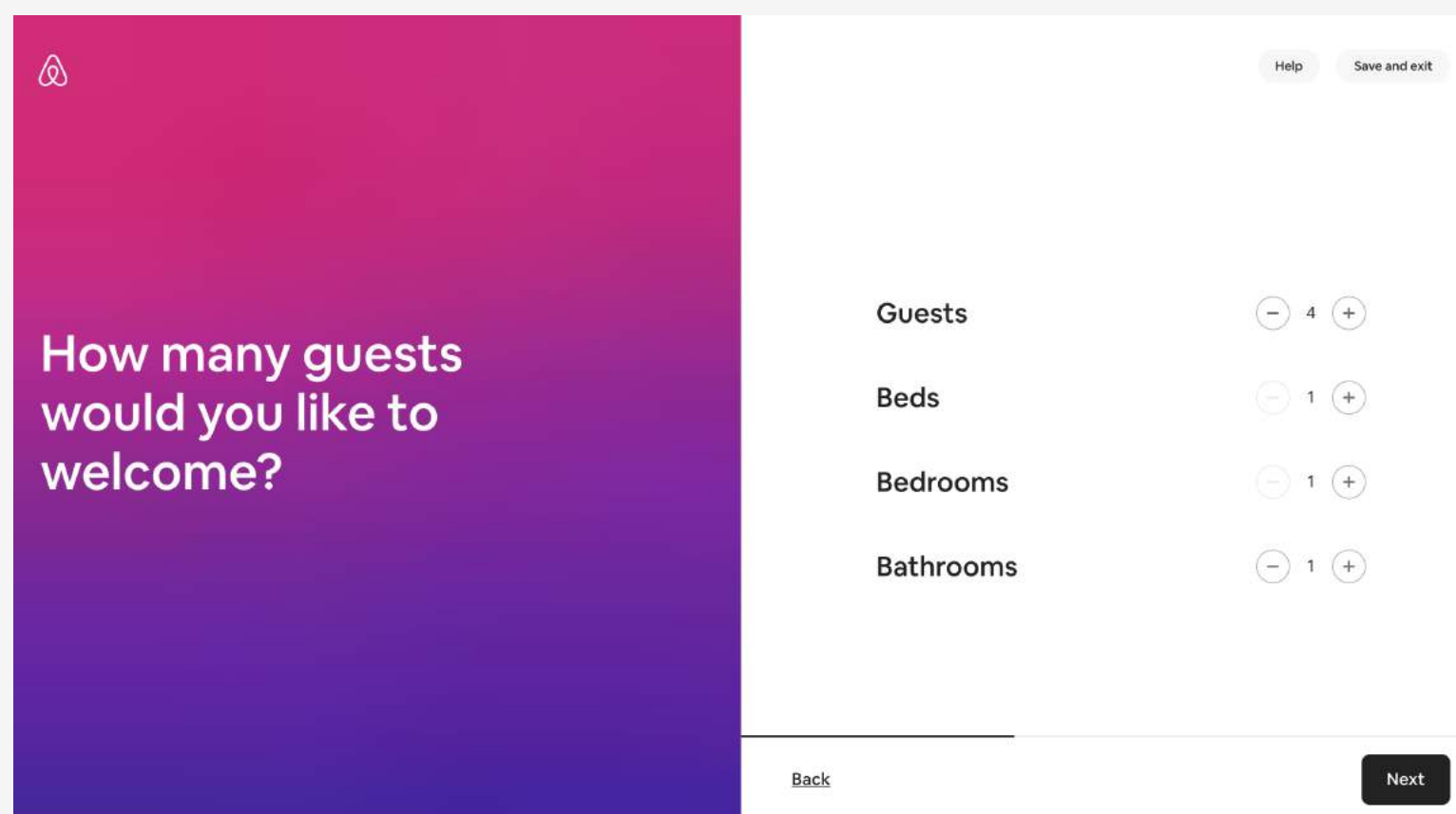
- Progress bars
- Step counters
- Button labels
- Product status indicators



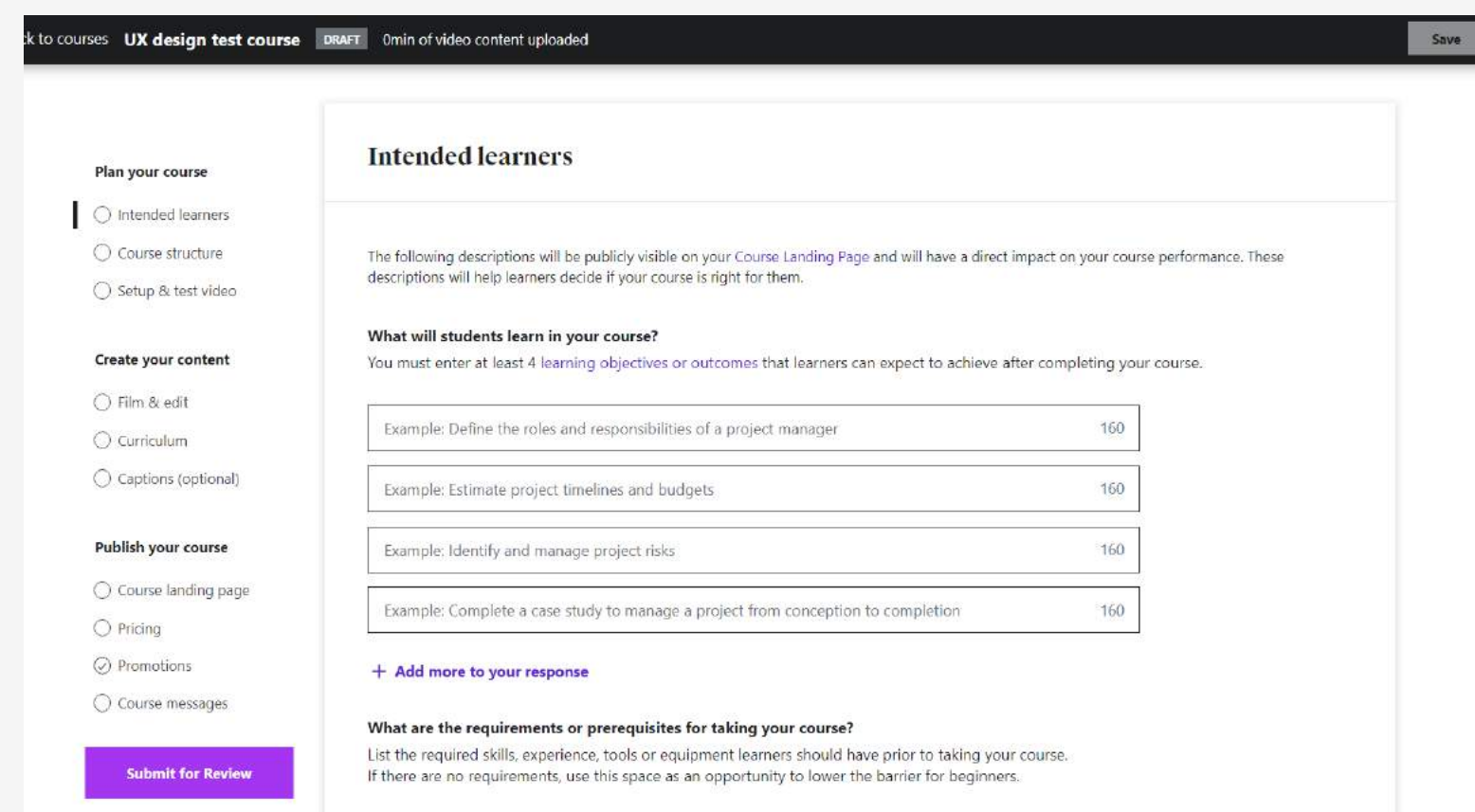
Udeemy – Progress bar



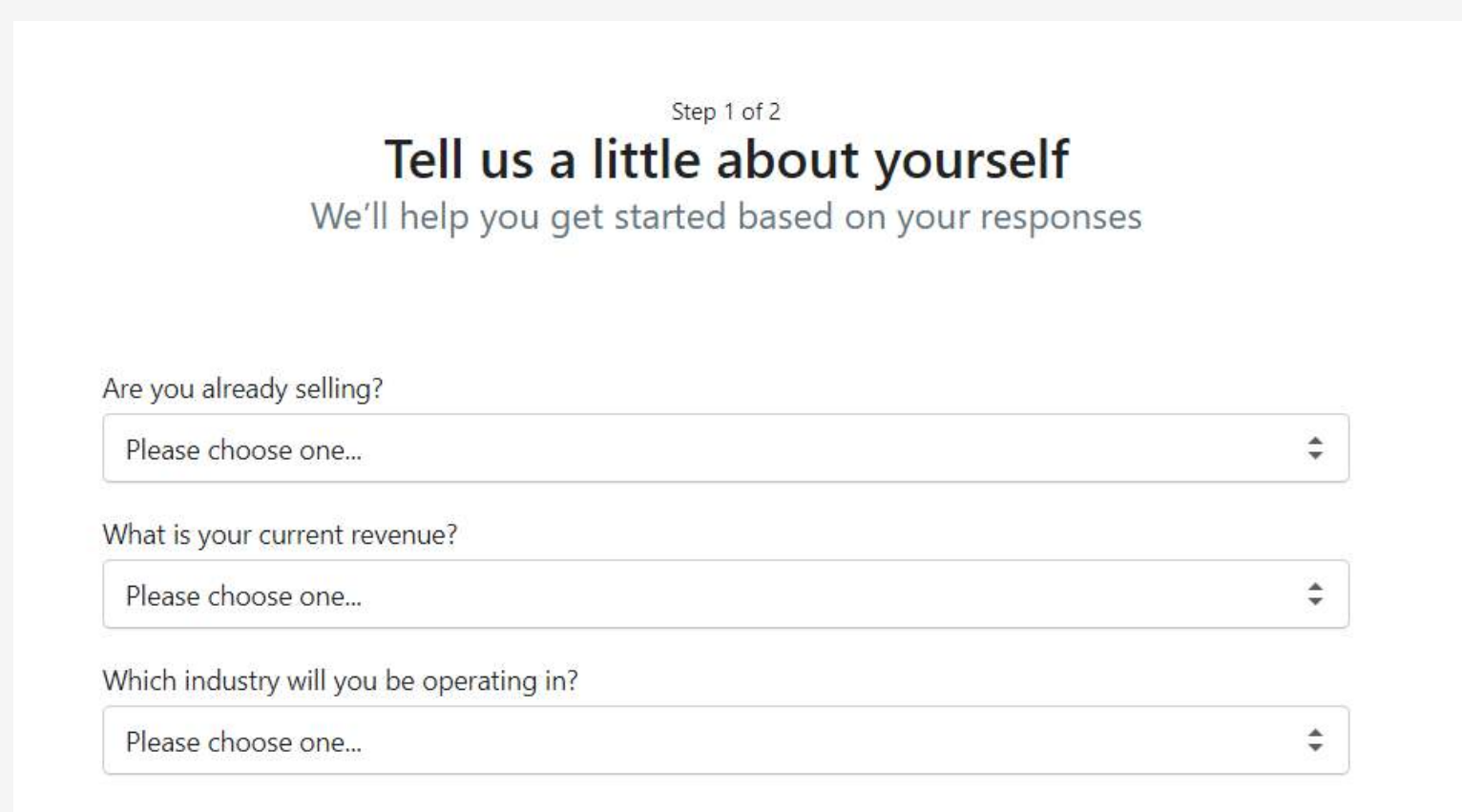
Upwork – Progress bar and informative 'Next' button



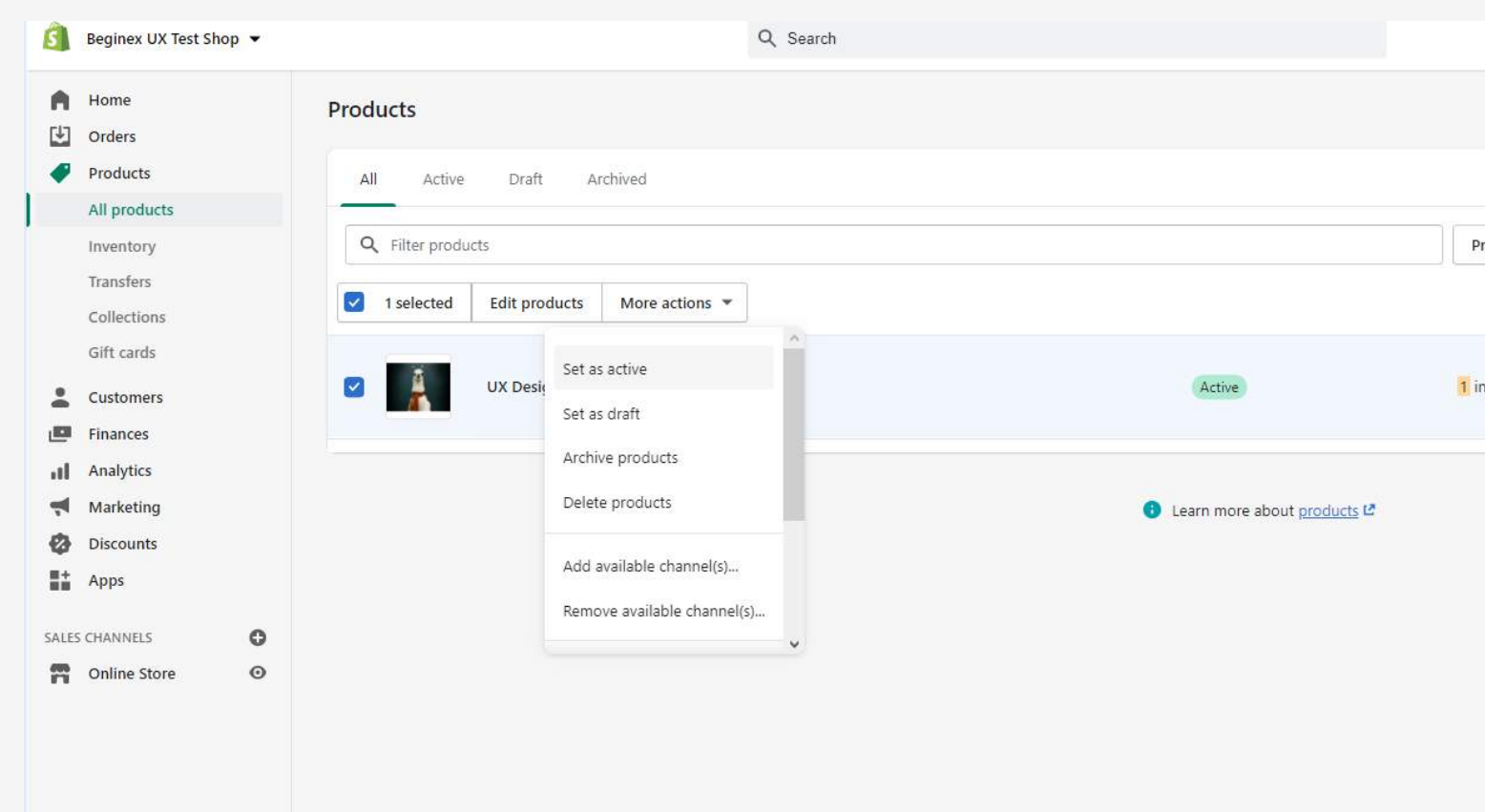
Airbnb – Progress bar



Udeemy – Draft Status page



Shopify – Step 1 of 2

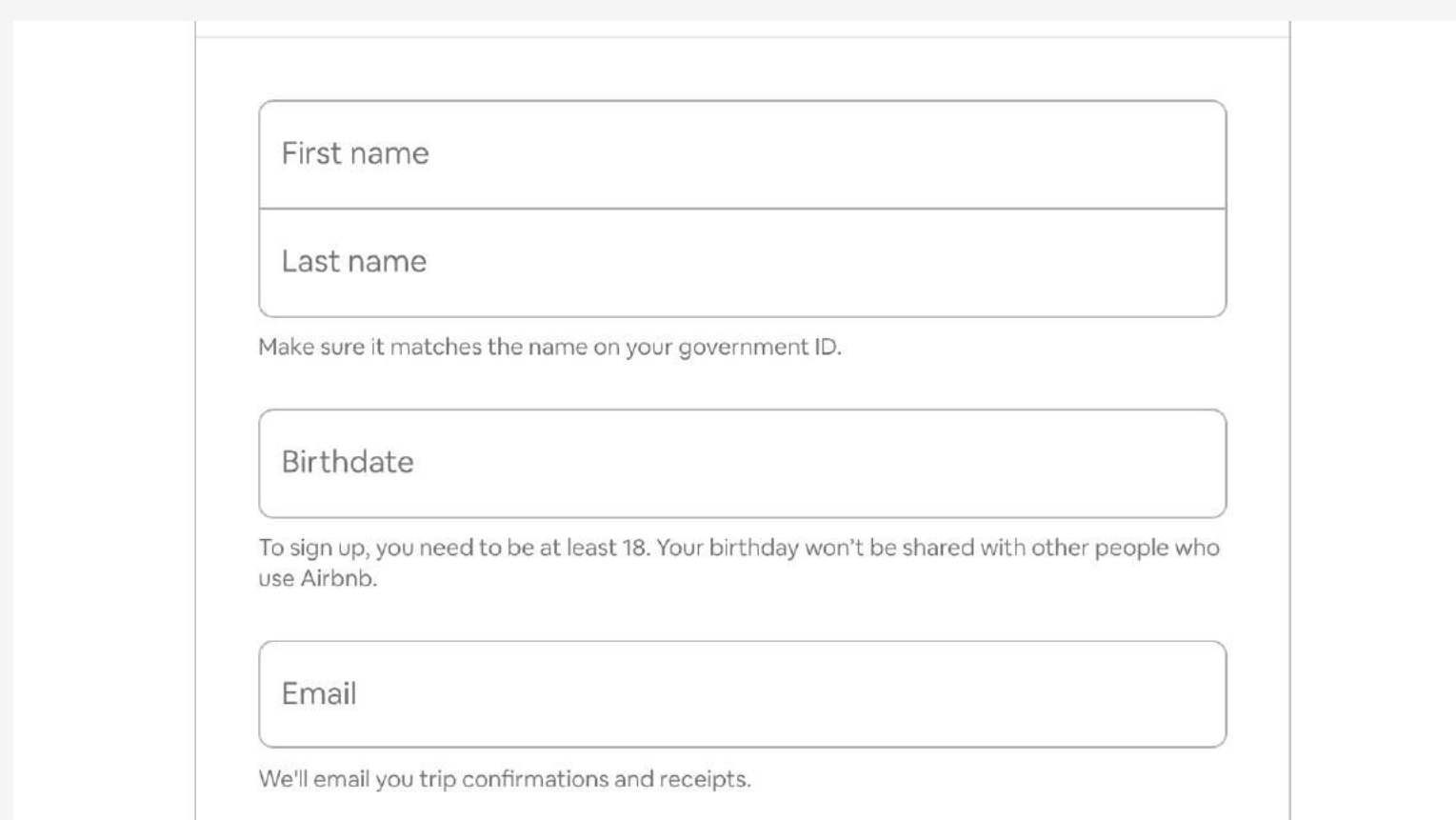


Shopify – Product status

Make it easy for users to fill in forms by providing clear labels and helpful instructions

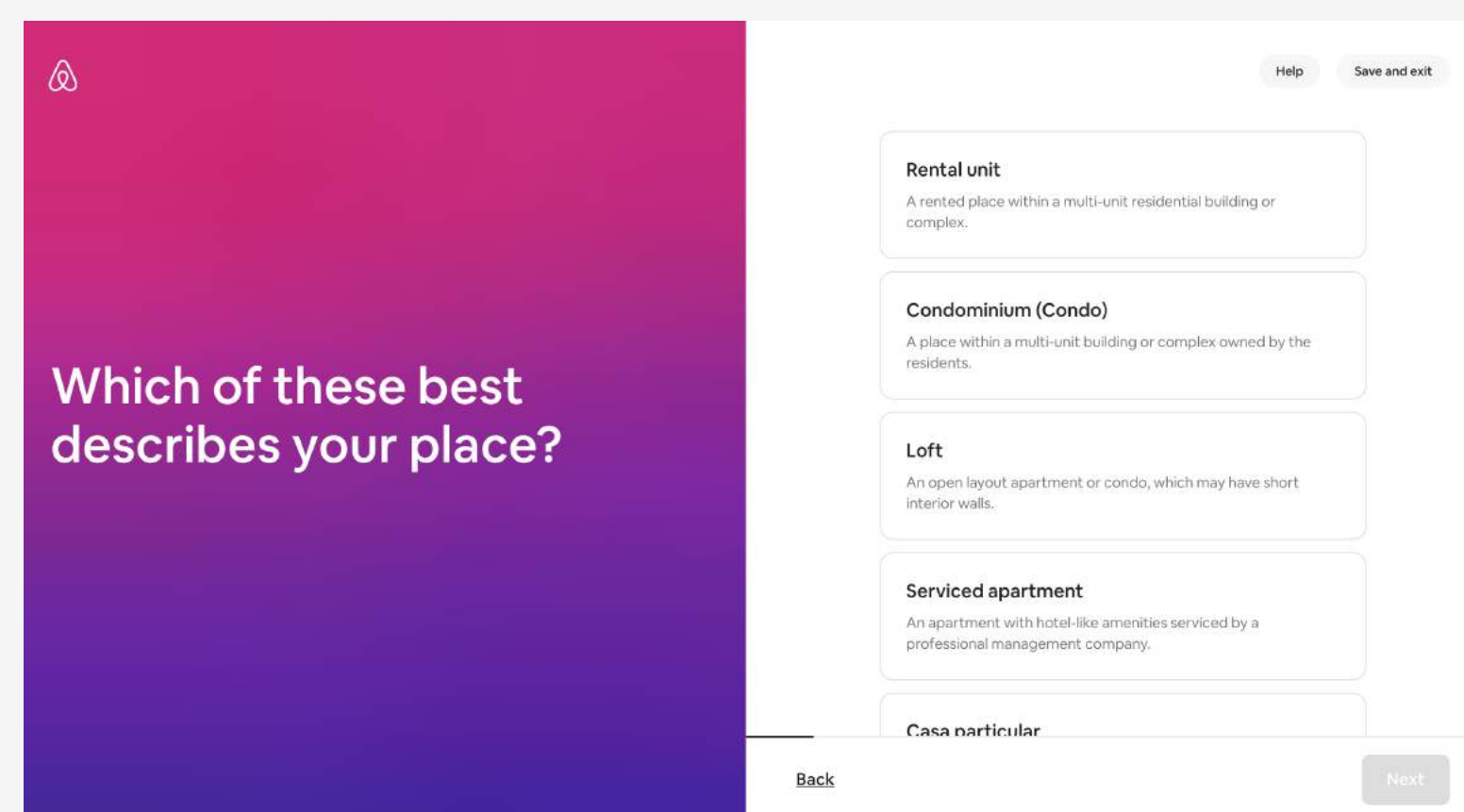
These companies help users fill in their forms by providing relevant, clear, and concise information in the form of:

- Helper text below input fields
- Clear descriptions when there are multiple options to choose from



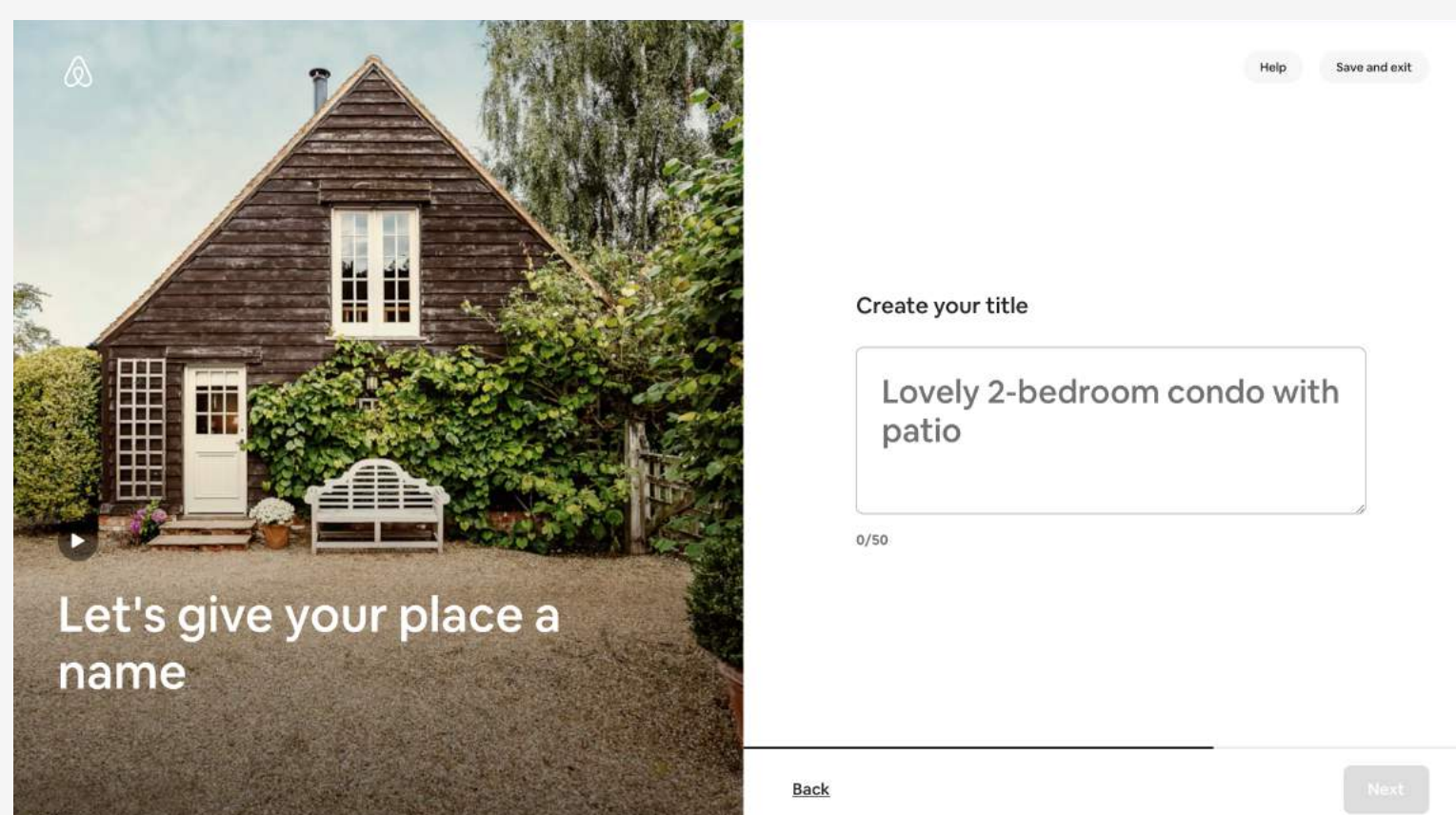
A screenshot of an Airbnb registration form. It features four input fields: 'First name', 'Last name', 'Birthdate', and 'Email'. Below the 'First name' and 'Last name' fields, there is a line of helper text: 'Make sure it matches the name on your government ID.' Below the 'Birthdate' field, there is another line of helper text: 'To sign up, you need to be at least 18. Your birthday won't be shared with other people who use Airbnb.' Below the 'Email' field, there is a final line of helper text: 'We'll email you trip confirmations and receipts.'

Airbnb – Helper text



A screenshot of an Airbnb form titled 'Which of these best describes your place?'. The form has a purple-to-pink gradient background on the left side. On the right side, there are four radio button options, each with a title and a description: 'Rental unit' (A rented place within a multi-unit residential building or complex), 'Condominium (Condo)' (A place within a multi-unit building or complex owned by the residents), 'Loft' (An open layout apartment or condo, which may have short interior walls), and 'Serviced apartment' (An apartment with hotel-like amenities serviced by a professional management company). At the bottom, there is a 'Back' button on the left and a 'Next' button on the right.

Airbnb – Descriptions help users choose the correct option



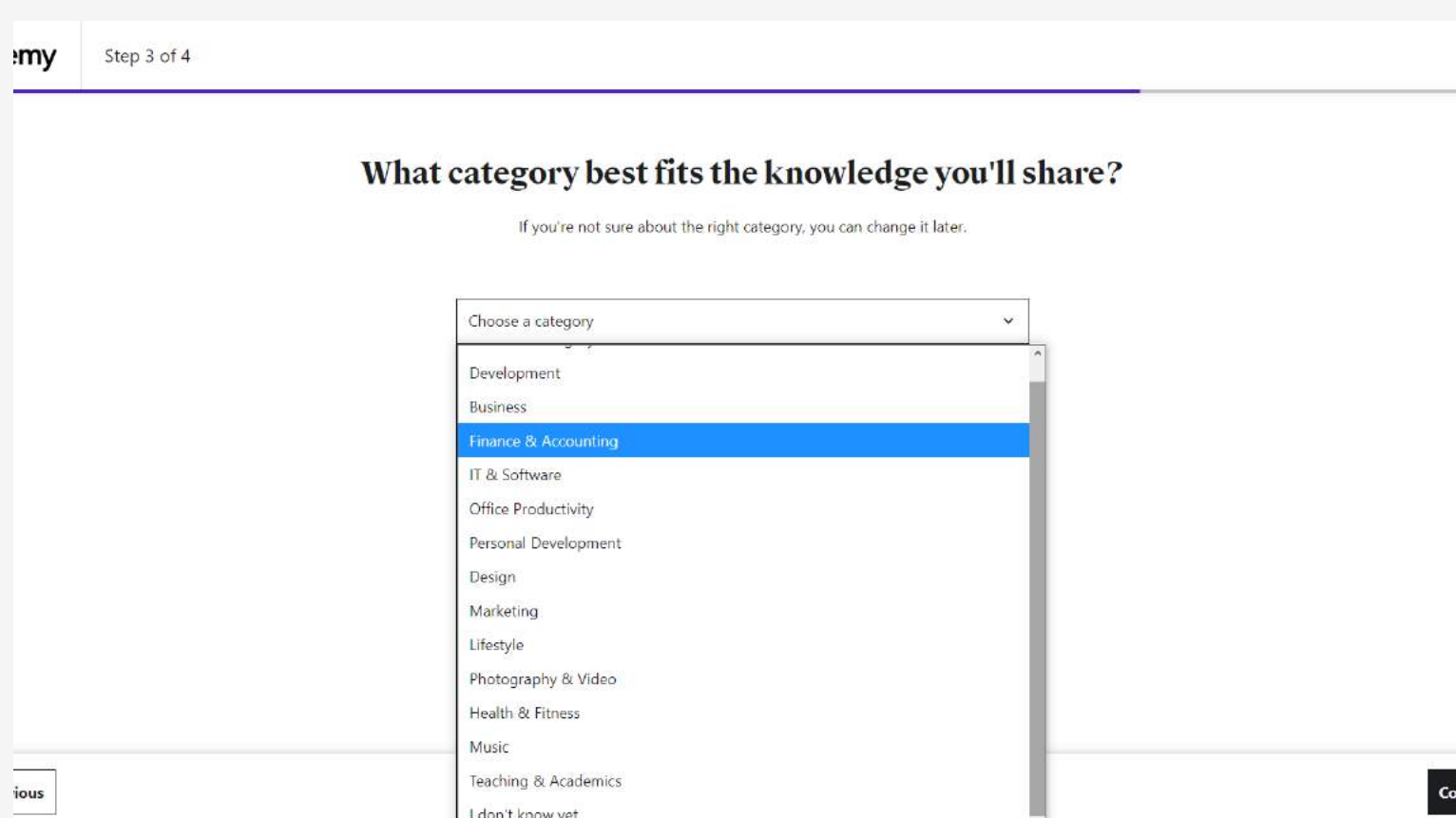
A screenshot of an Airbnb form titled 'Create your title'. On the left side, there is a video player showing a small wooden house with a white door and a white bench in front. Below the video, there is a text overlay that says 'Let's give your place a name'. On the right side, there is a text input field with the placeholder text 'Lovely 2-bedroom condo with patio'. Below the input field, there is a character count '0/50'. At the bottom, there is a 'Back' button on the left and a 'Next' button on the right.

Airbnb – Placeholder text gives users suggestions/ideas

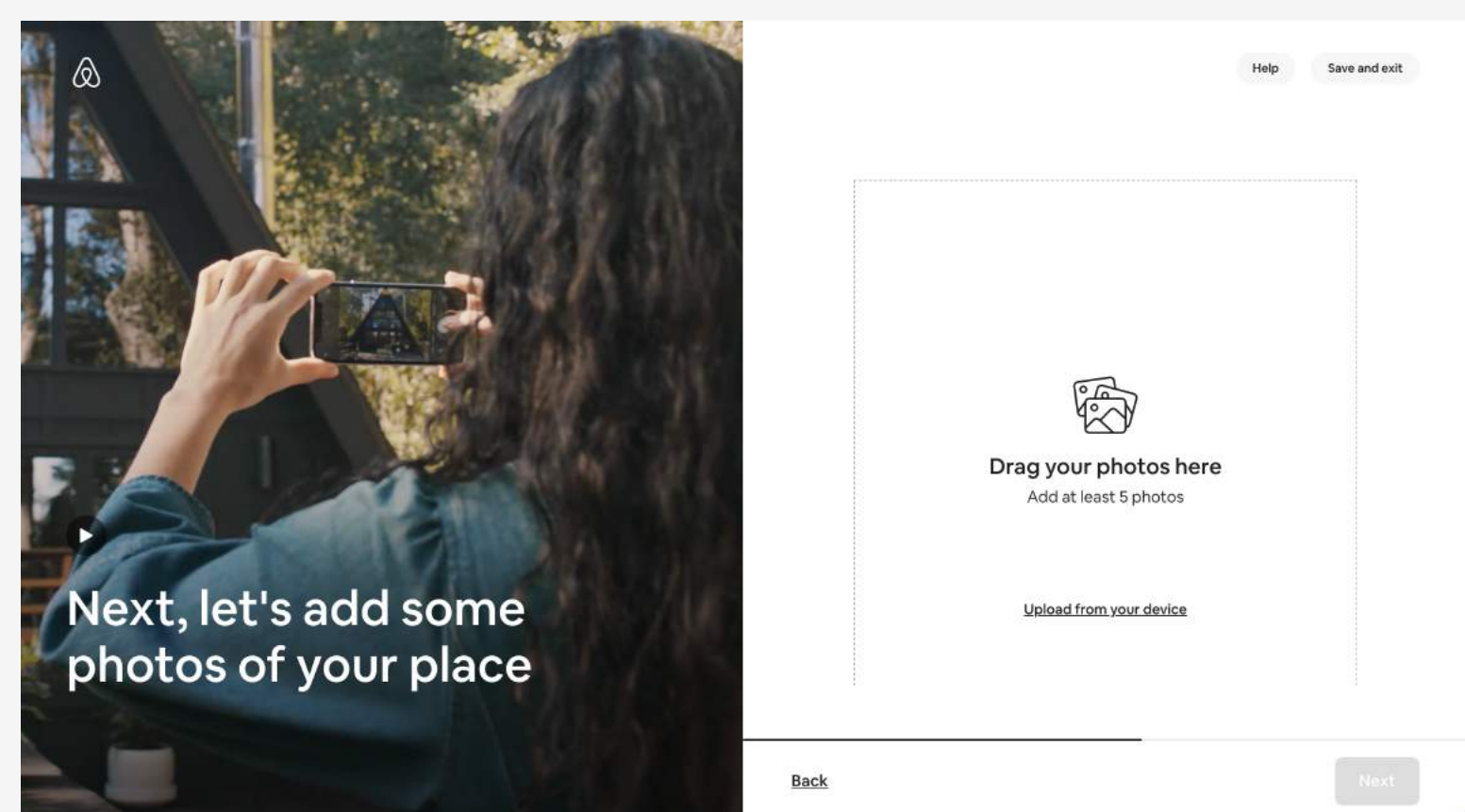
Using the right input field type and giving users flexibility

These companies provide their users with the right type of the text field for requested data. This helps them enter information in the right format and avoid mistakes.

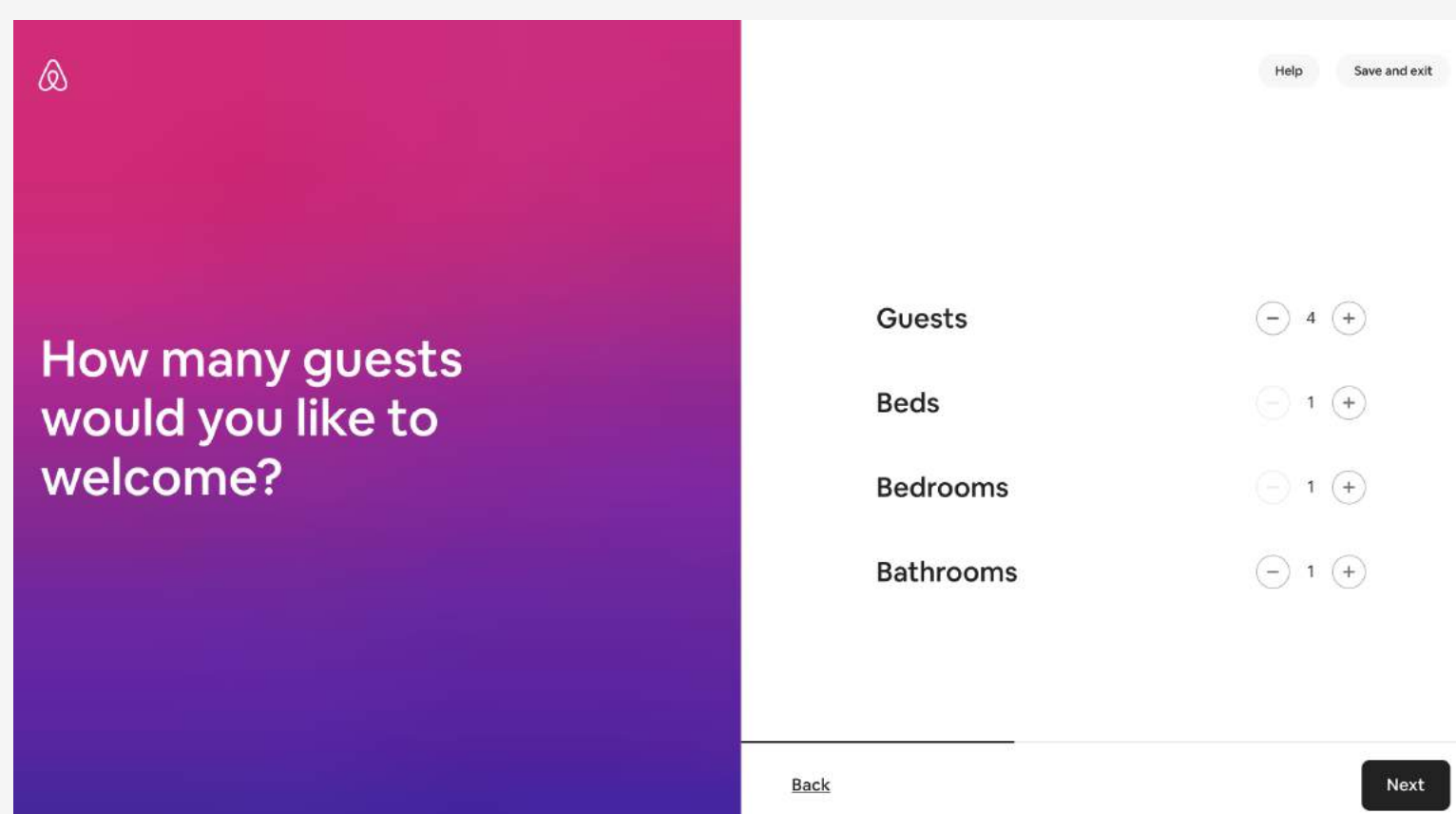
- Make upload fields easy to use and intuitive
- Choose inputs based on the data and the device e.g. unit steppers are easier for mobile users
- Give users more than one way to find the answer
- Size input fields correctly for the information the user is expected to answer



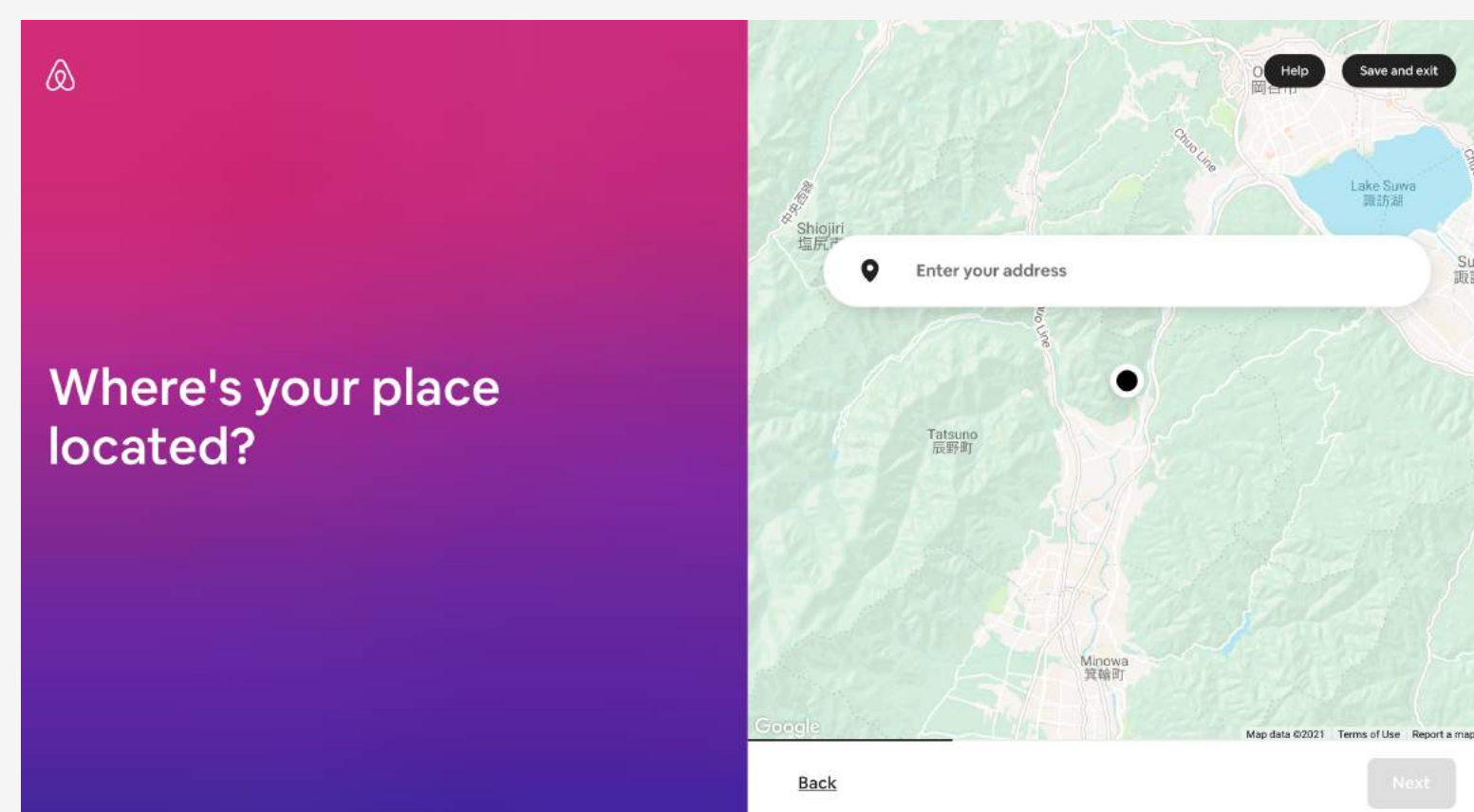
Udemy – Multi-select drop-down



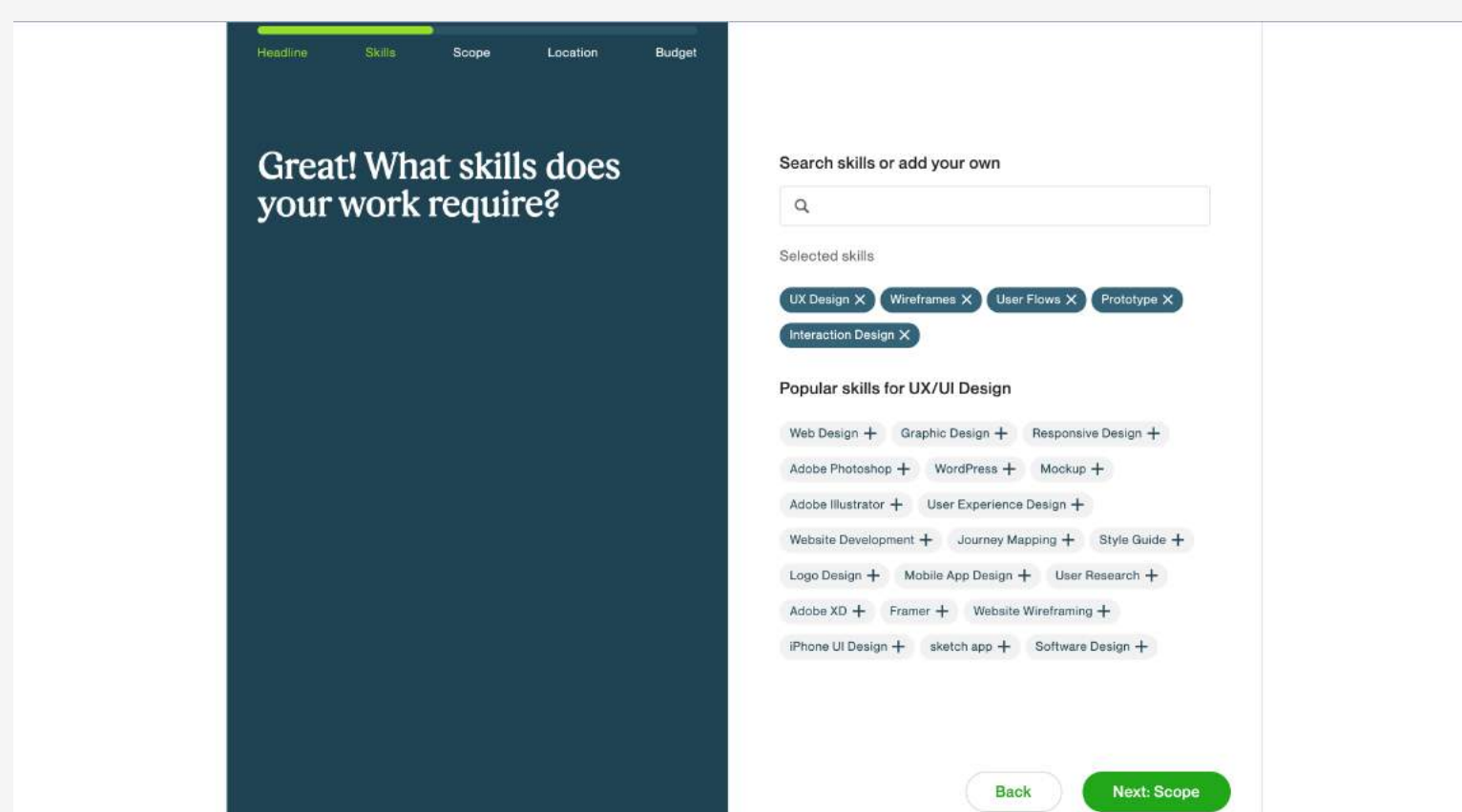
Aibnb – Upload images



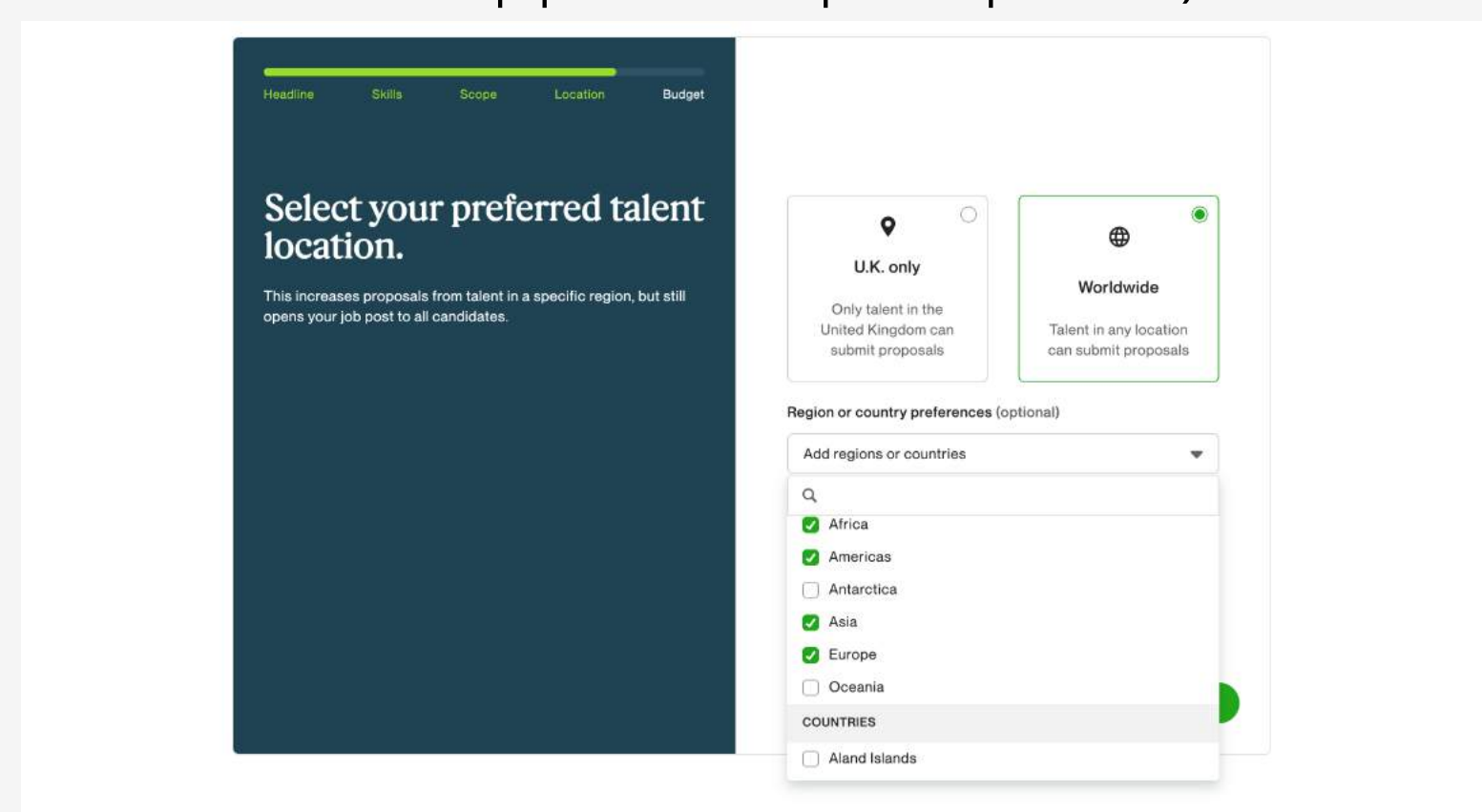
Airbnb – Number steppers



Airbnb – Users have two ways to input their address (drag and drop pin on a map vs. input field)



Upwork – Users have two ways to answer (search or select from popular chips)

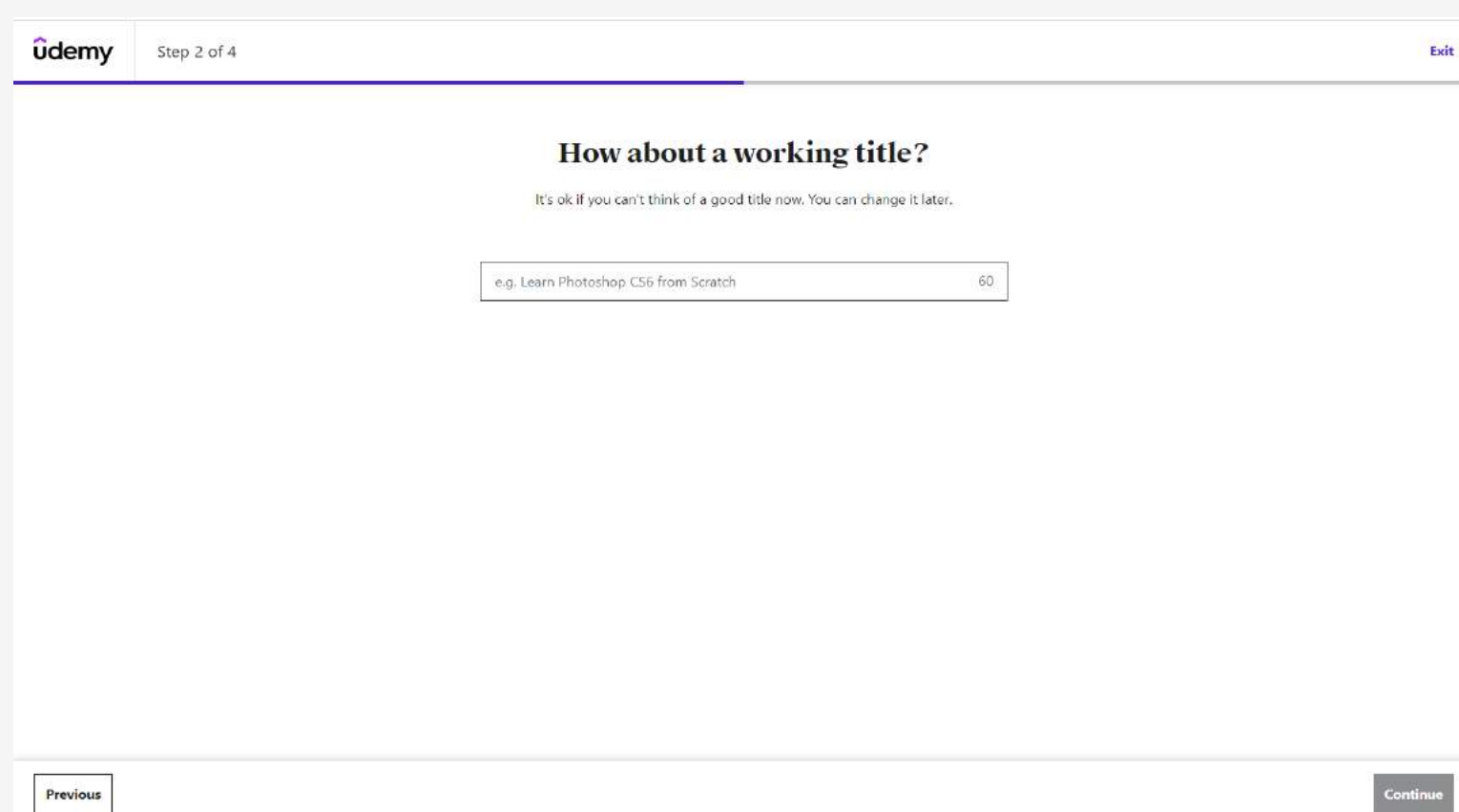


Upwork – Multi-select drop down

Help them answer questions

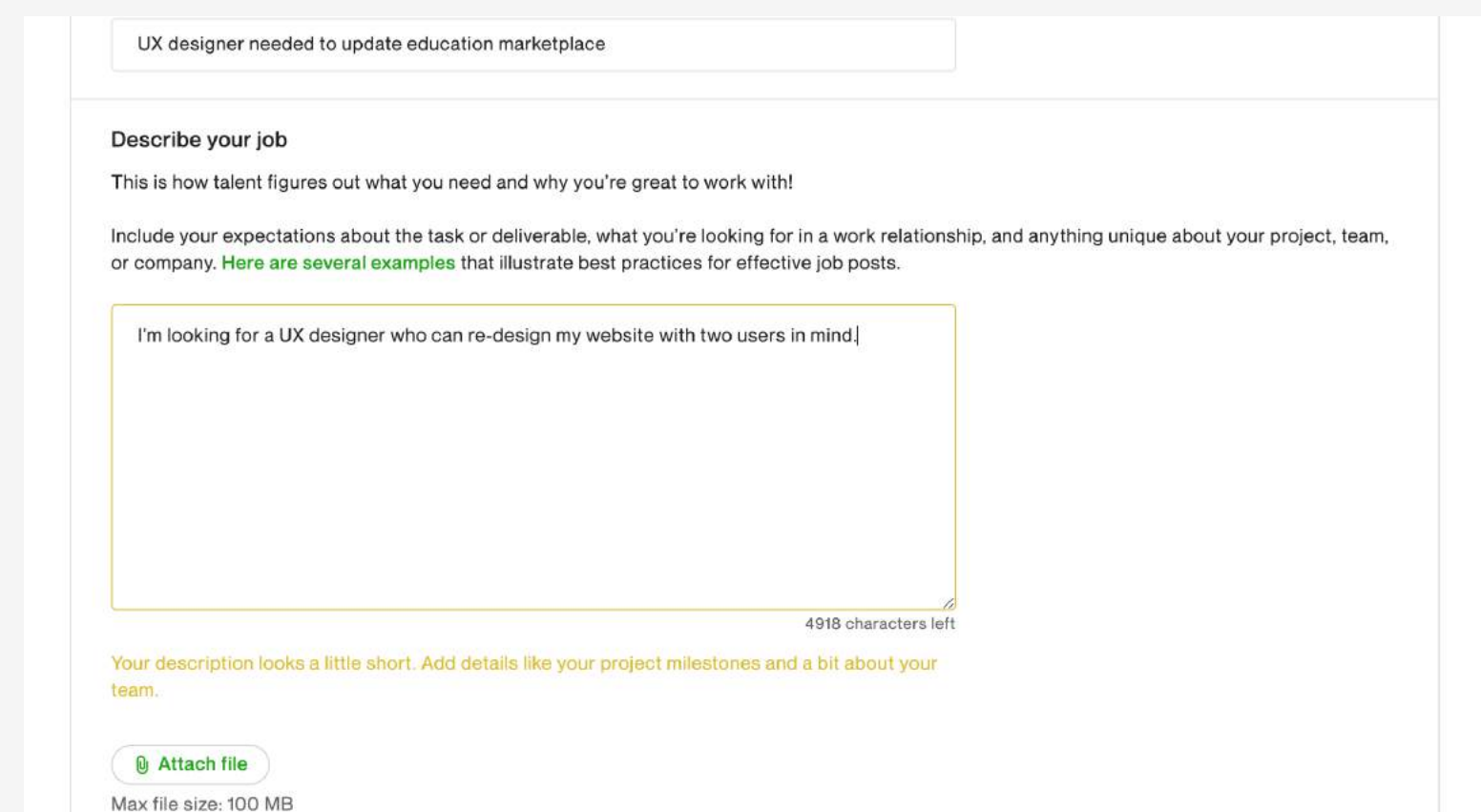
Competitor sites use different ways to help their users answer difficult or complicated questions by:

- Providing dynamic helper text that helps users craft the best answer
- Reminding users their answer doesn't have to be perfect, because they can always come back and update it later
- Using placeholder text to provide examples



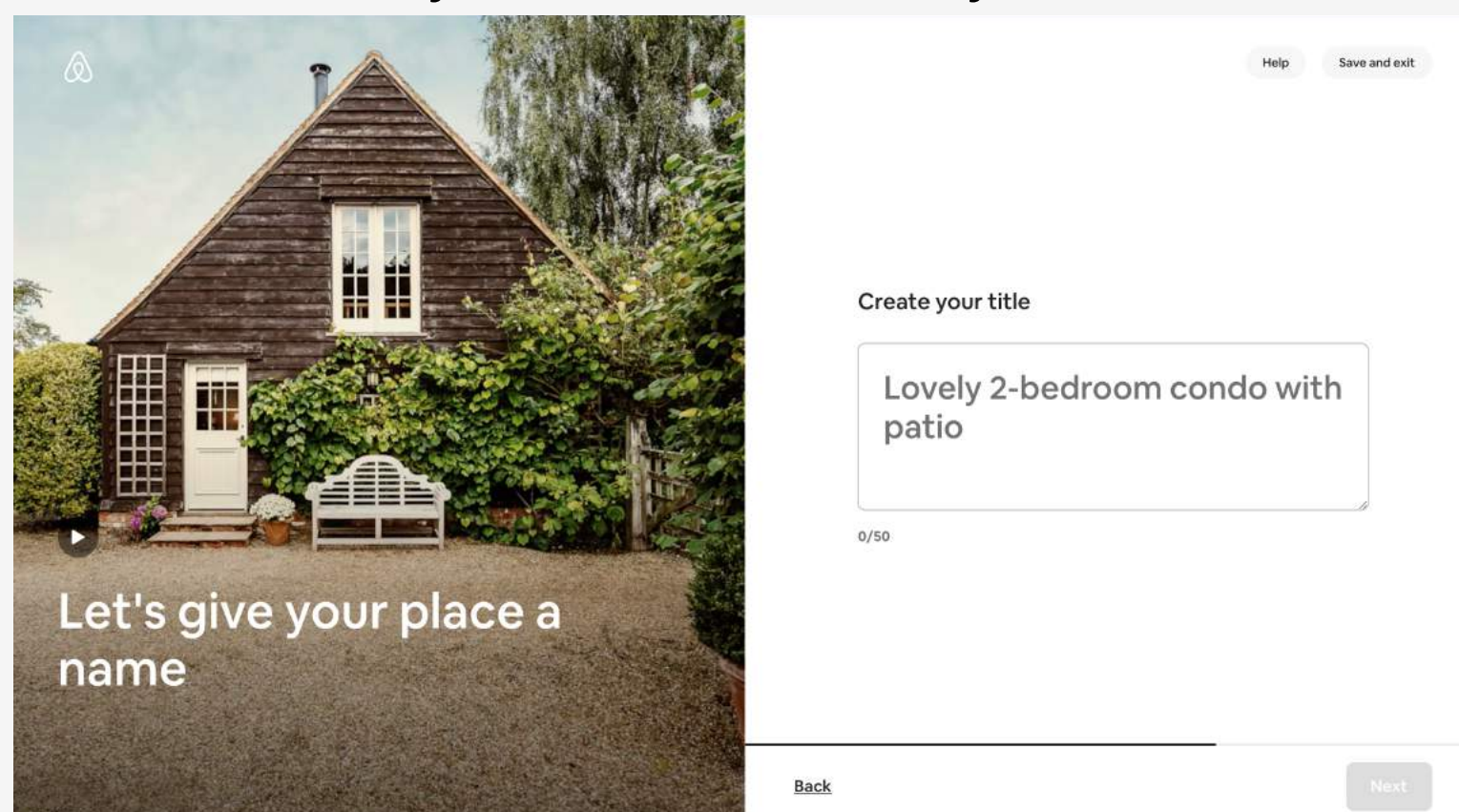
The screenshot shows a form titled "How about a working title?" with a subtext: "It's ok if you can't think of a good title now. You can change it later...". A text input field contains the placeholder text "e.g. Learn Photoshop CS6 from Scratch" and a character count of "60". Navigation buttons "Previous" and "Continue" are visible at the bottom.

Udemty – Helpful placeholder text and a reminder that you can always come back and edit your answer



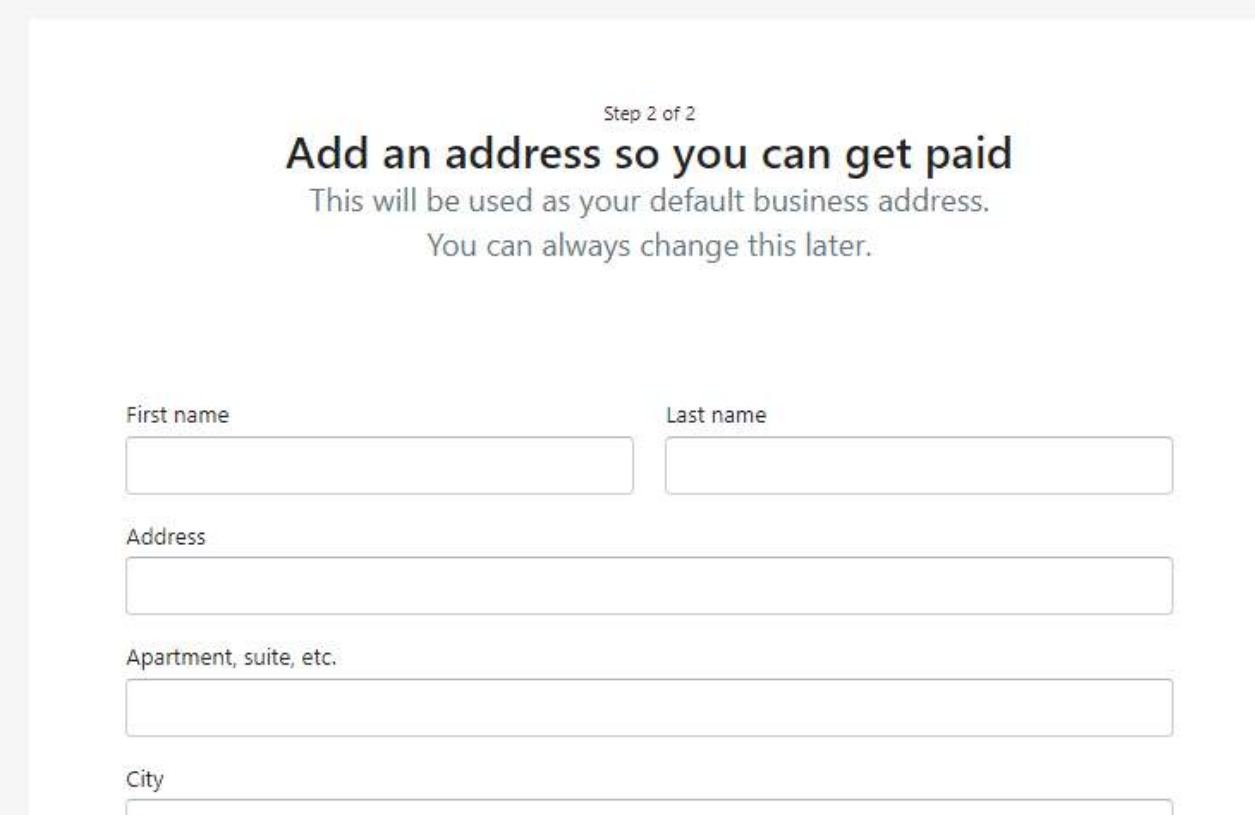
The screenshot shows a form titled "Describe your job" with a subtext: "This is how talent figures out what you need and why you're great to work with!". It includes instructions: "Include your expectations about the task or deliverable, what you're looking for in a work relationship, and anything unique about your project, team, or company. Here are several examples that illustrate best practices for effective job posts." A text area contains the placeholder text "I'm looking for a UX designer who can re-design my website with two users in mind." and a character count of "4918 characters left". A dynamic helper message says: "Your description looks a little short. Add details like your project milestones and a bit about your team." There is an "Attach file" button and a "Max file size: 100 MB" note.

Upwork – Dynamic helper text tells users how good their answer is



The screenshot shows a form titled "Create your title" with a subtext: "Let's give your place a name". A text input field contains the placeholder text "Lovely 2-bedroom condo with patio" and a character count of "0/50". Navigation buttons "Back" and "Next" are visible at the bottom.

Airbnb – Placeholder text gives users suggestions/ideas



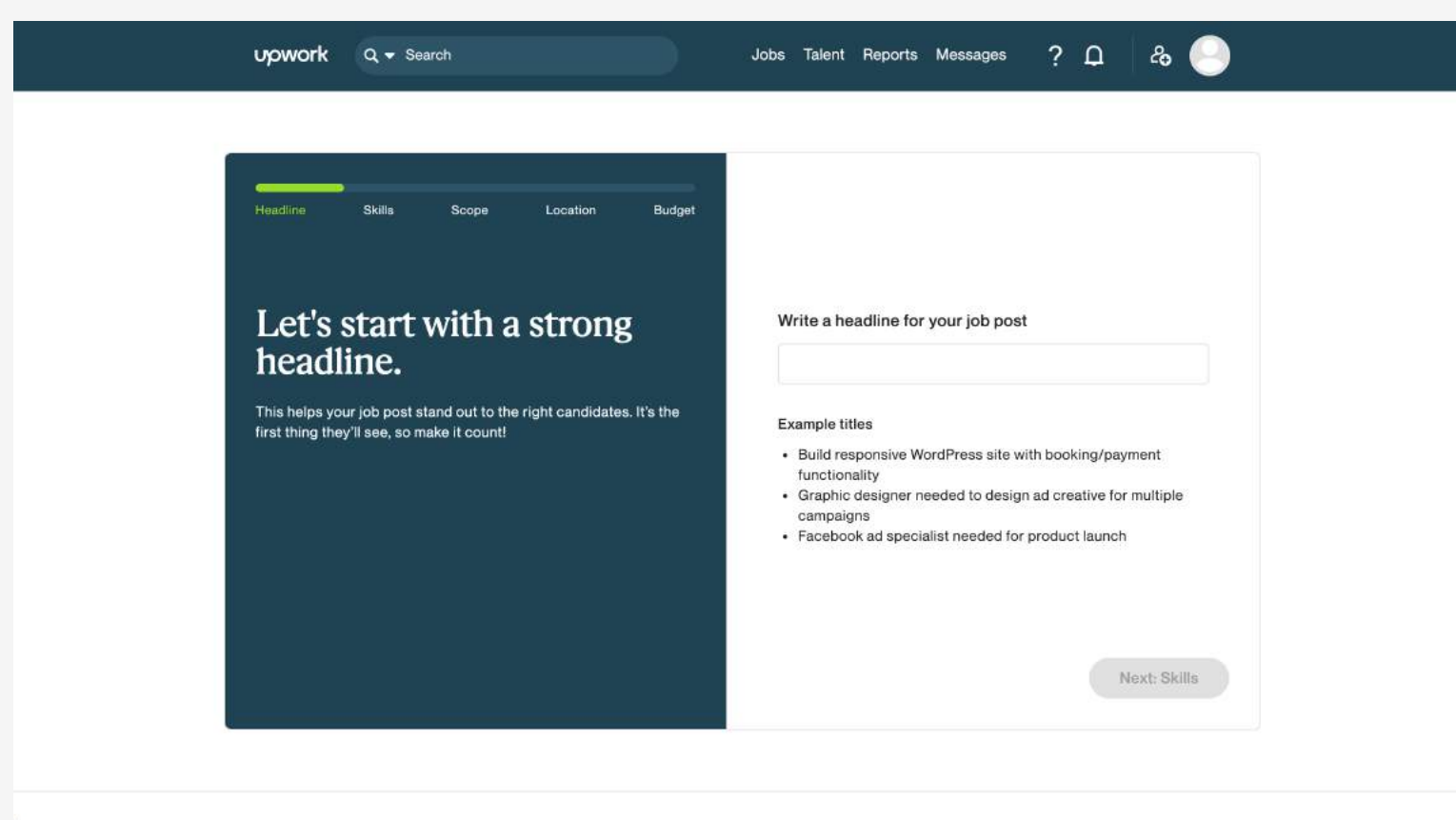
The screenshot shows a form titled "Add an address so you can get paid" with a subtext: "This will be used as your default business address. You can always change this later." The form includes input fields for "First name", "Last name", "Address", "Apartment, suite, etc.", and "City".

Shopify – Reminder that you can always change your answer later

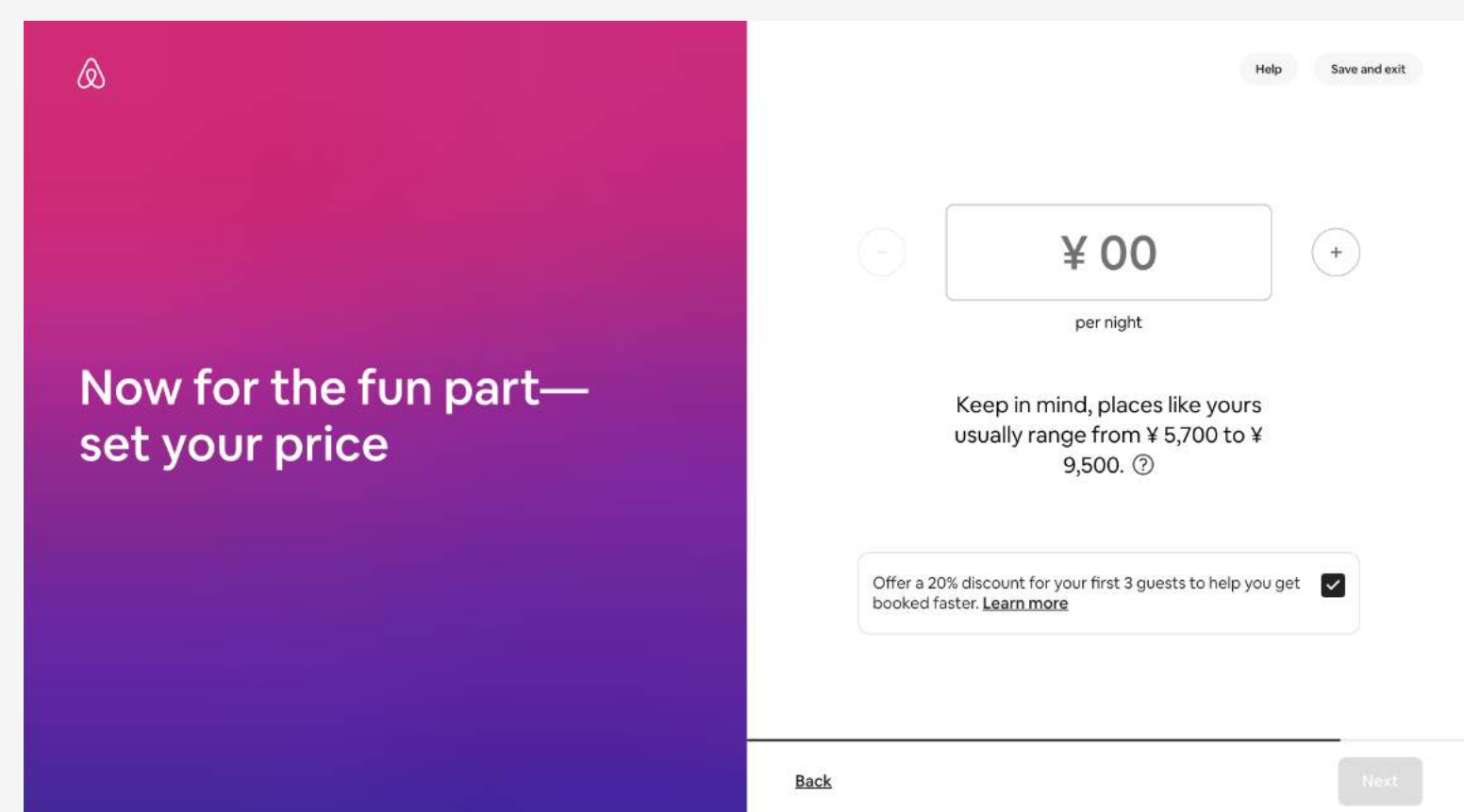
Answer questions for them

These companies help their users answer questions by:

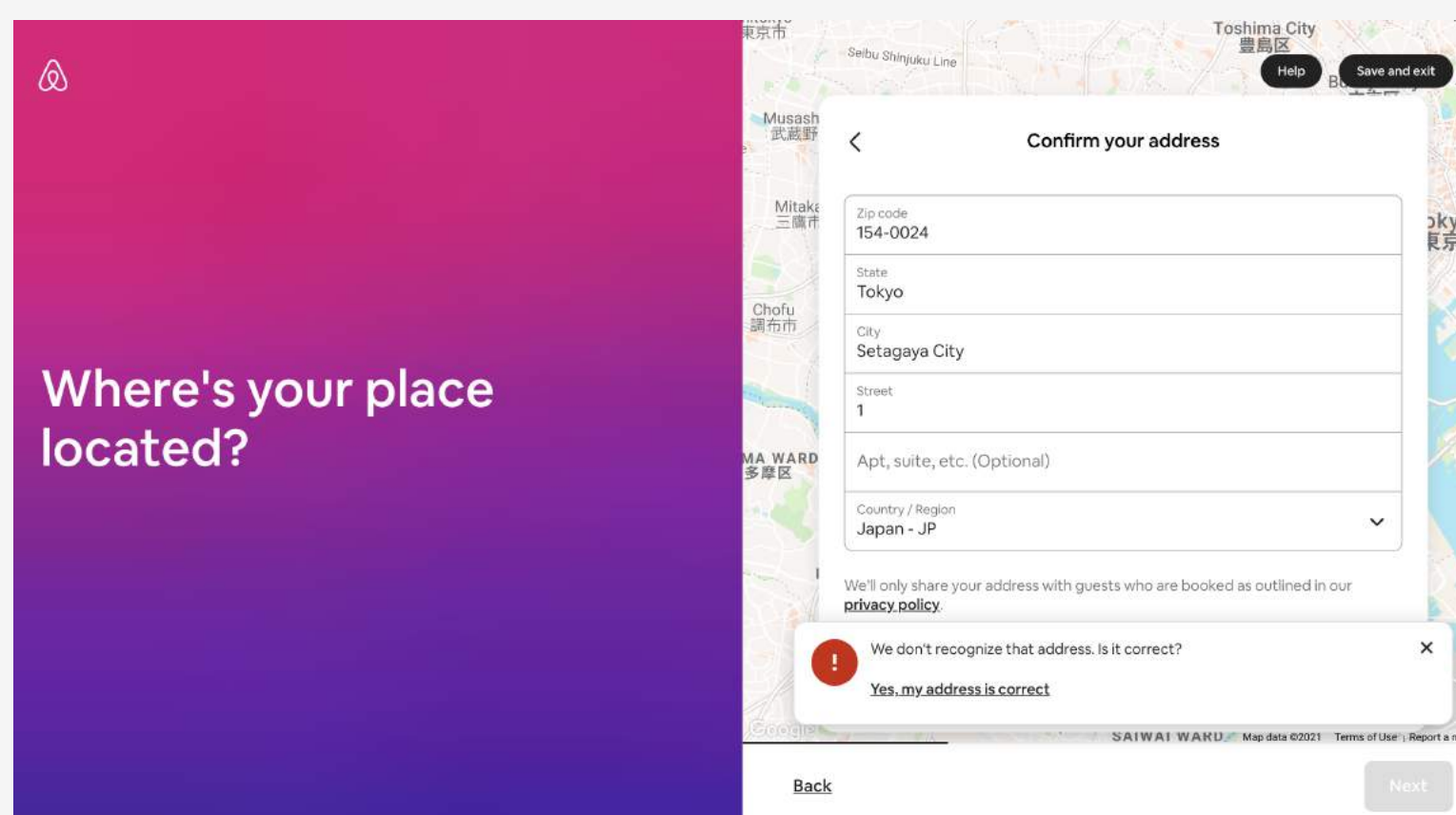
- Providing examples
- Using location services and postal code data to automatically fill in form fields
- Providing relevant data to users
- Using available data to help users answer questions (e.g. market data, user data)



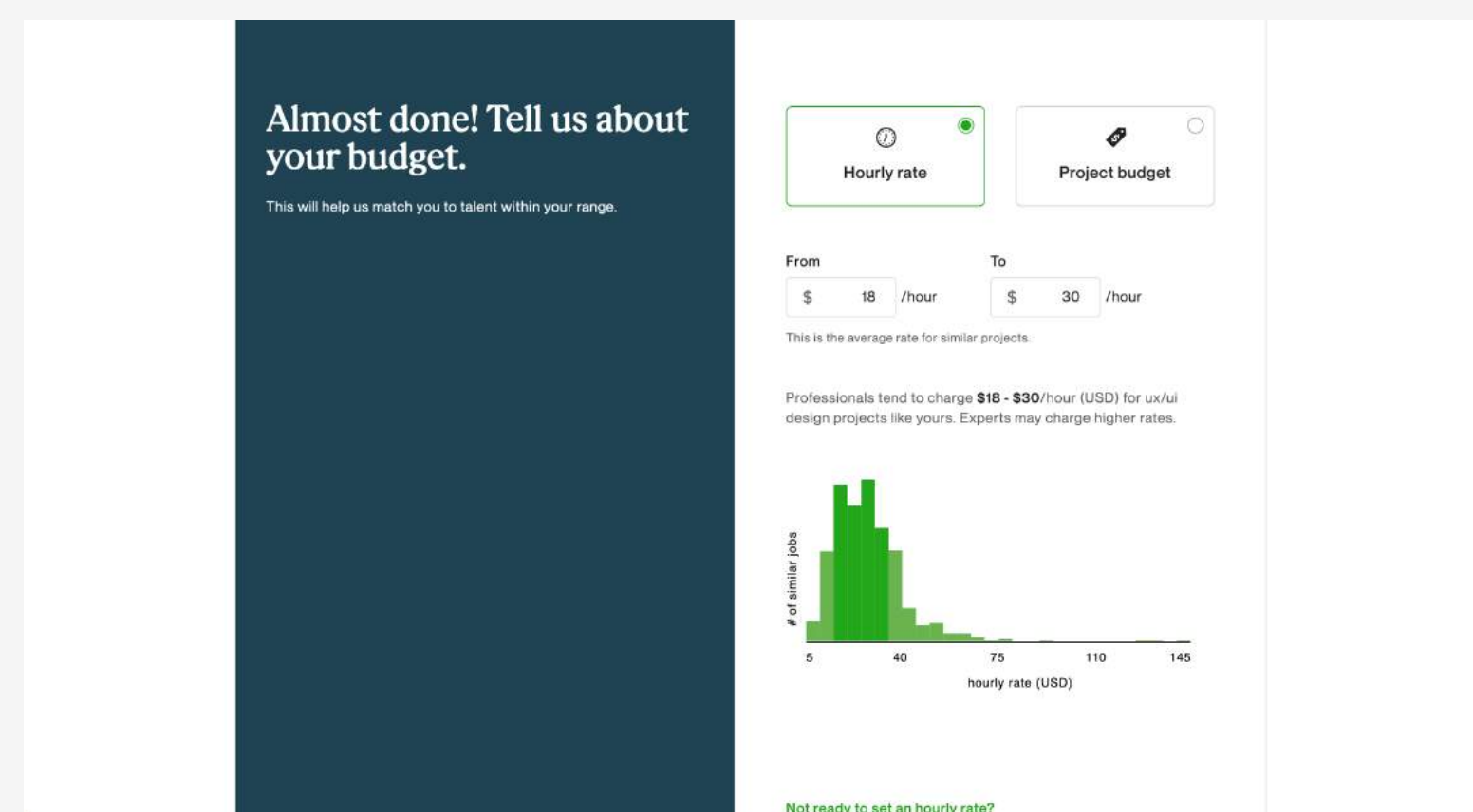
Upwork – Examples in helper text



Airbnb – Helps users set a price



Airbnb – Helps users fill in their address using a drag and drop map, location services, and/or postal code

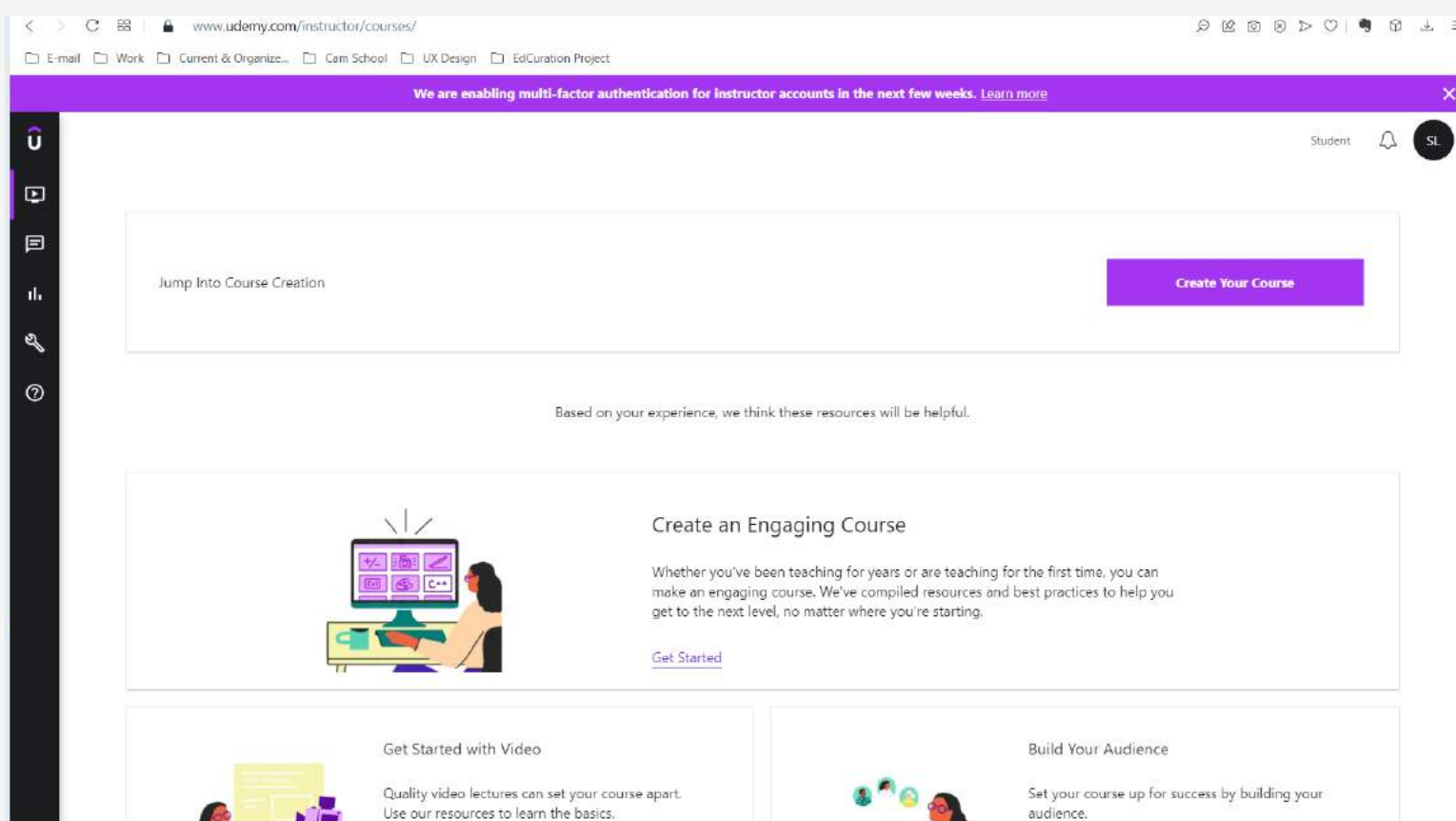


Upwork – Presents relevant market data to help users their rates

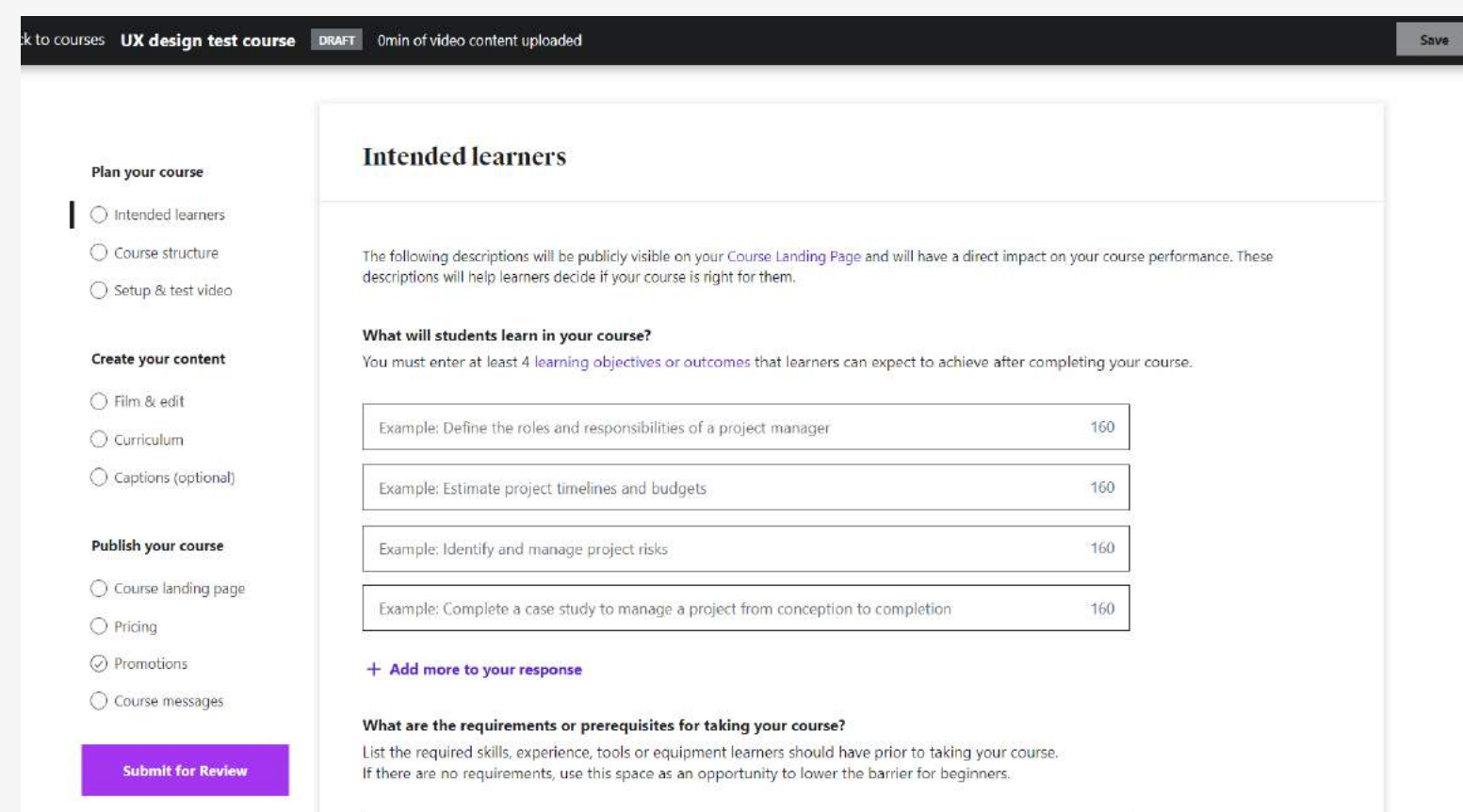
Give your users access to helpful resources

When you're asking for complex information from users, offering help resources can prevent users from getting stuck. Here are a few ways these companies help their users:

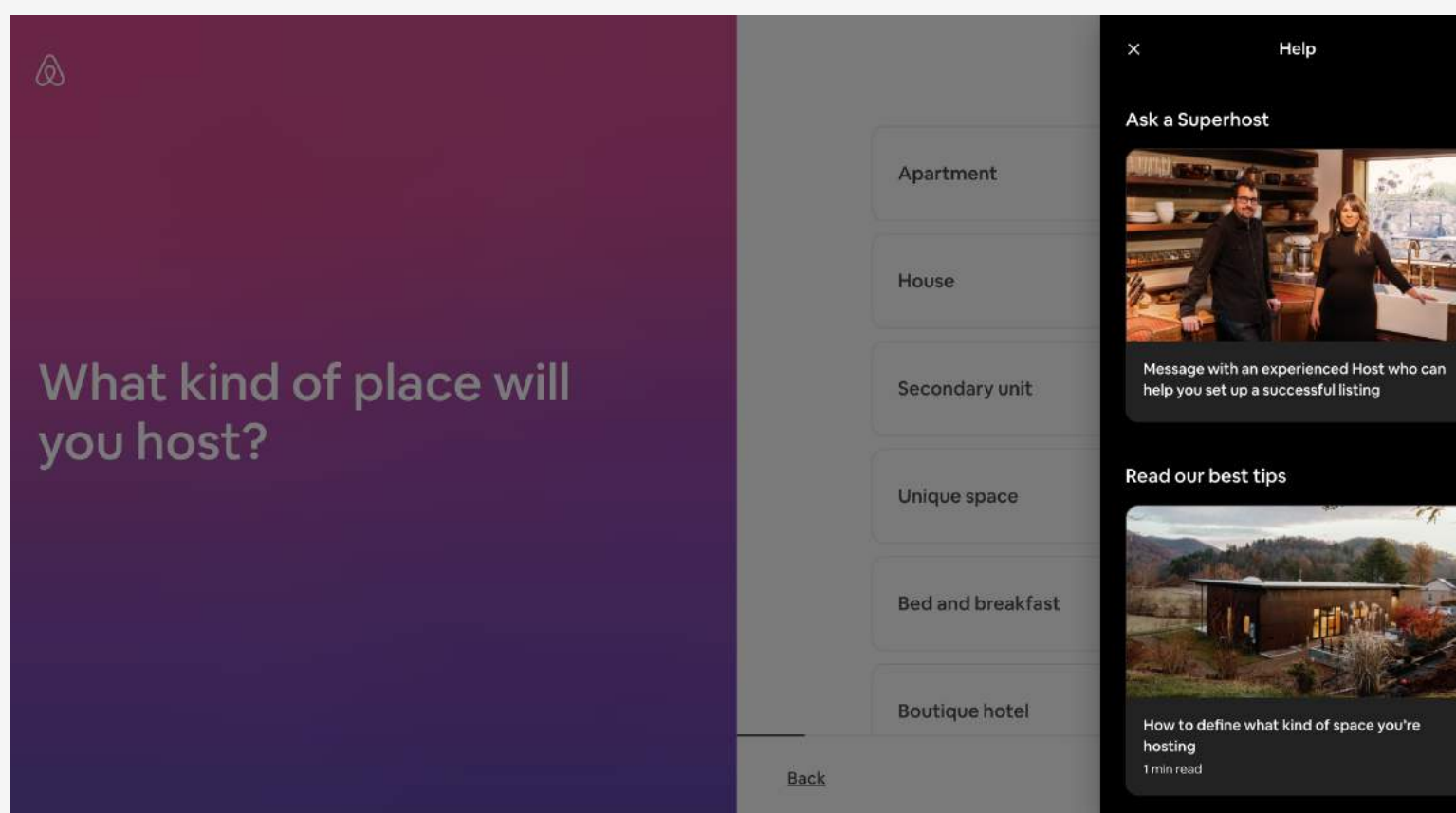
- Helping you connect to other users like you that are willing to help
- Links to tips and helpful articles
- Tailored help resources



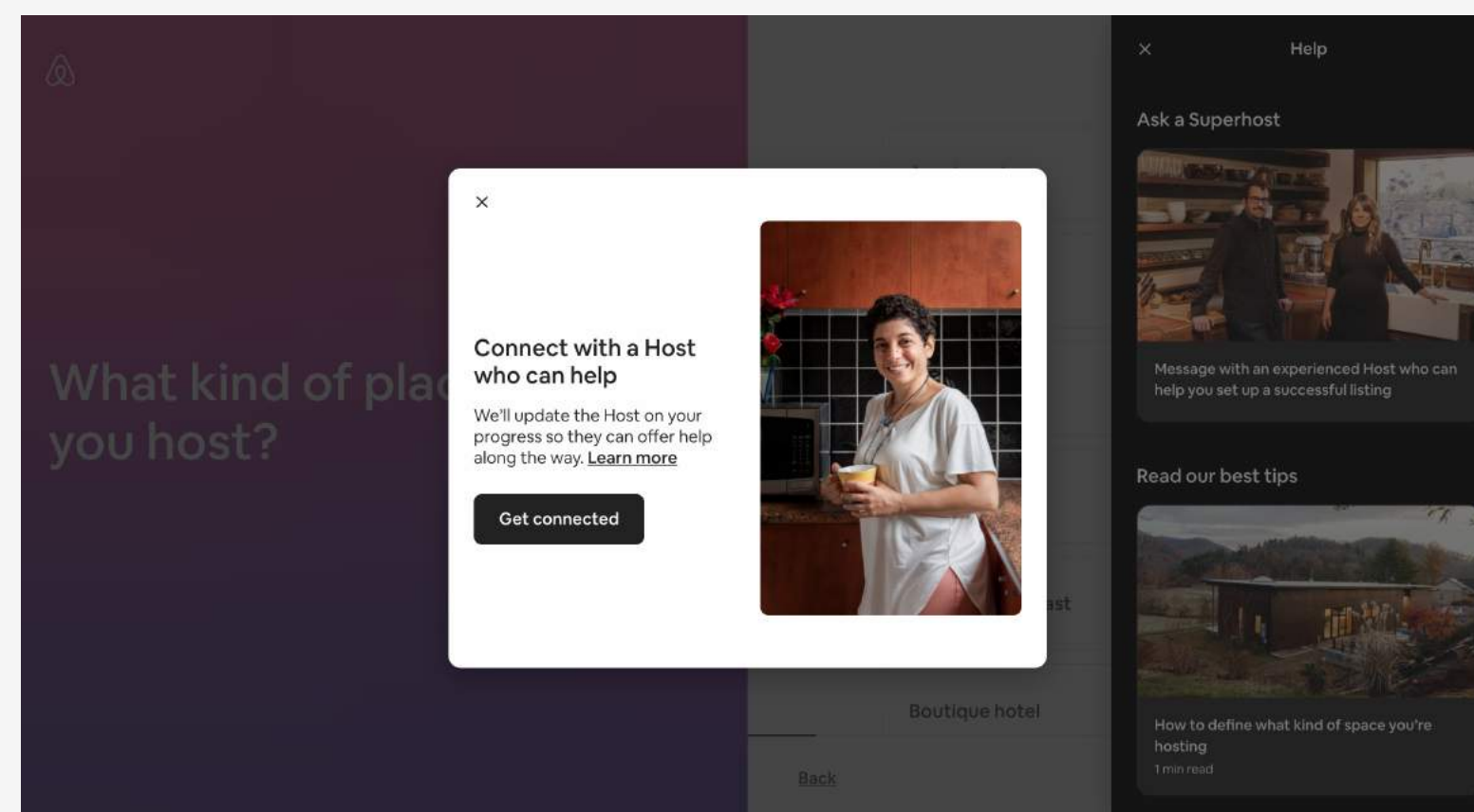
Udemy – Tailored help resources based on user profiles



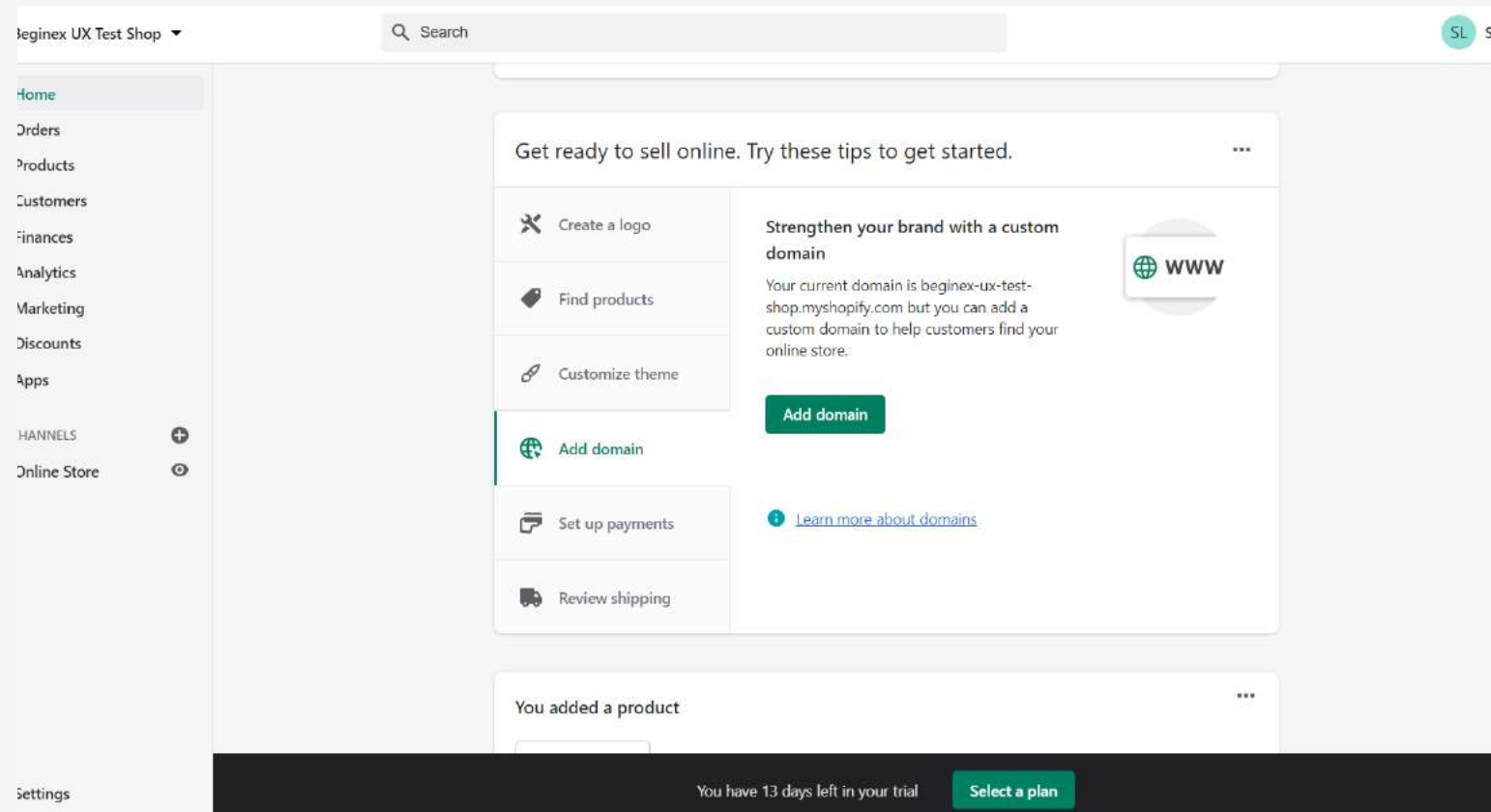
Udemy – Links to explain complicated terms



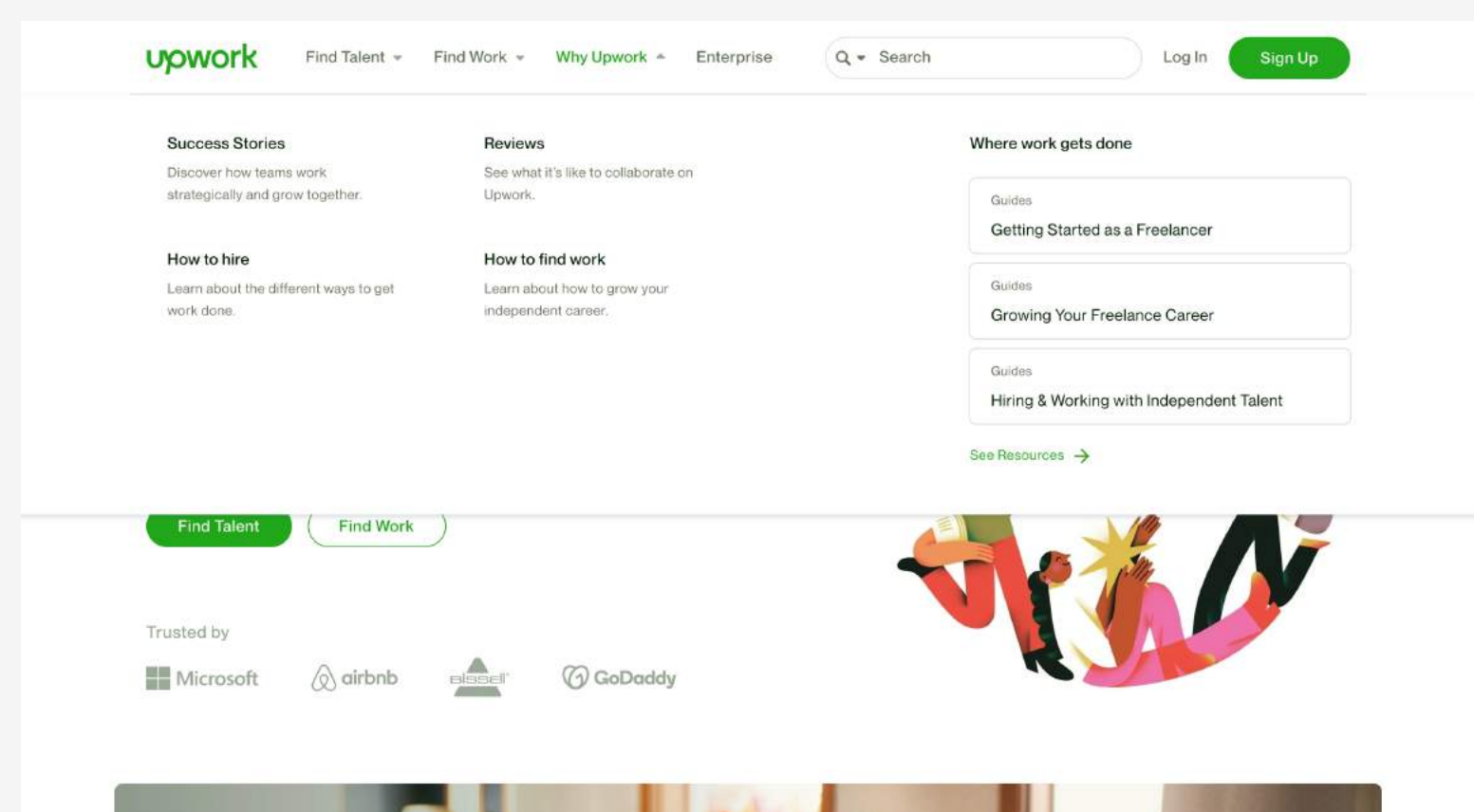
Airbnb – Link to helpful tips



Airbnb – Connect with host who can help



Shopify – Learn more about... link

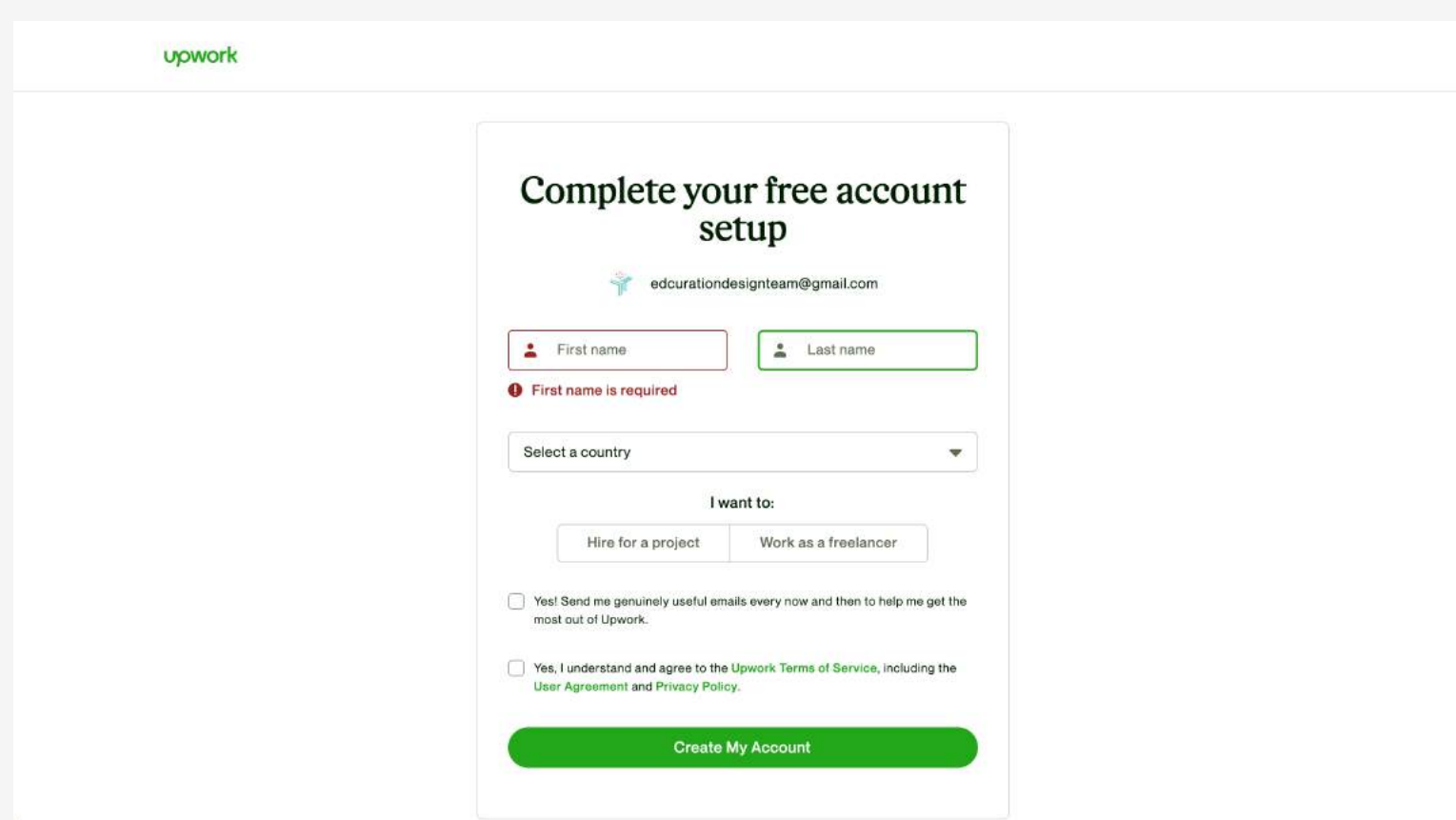


Upwork – 'Guides' and other resources in a dropdown menu

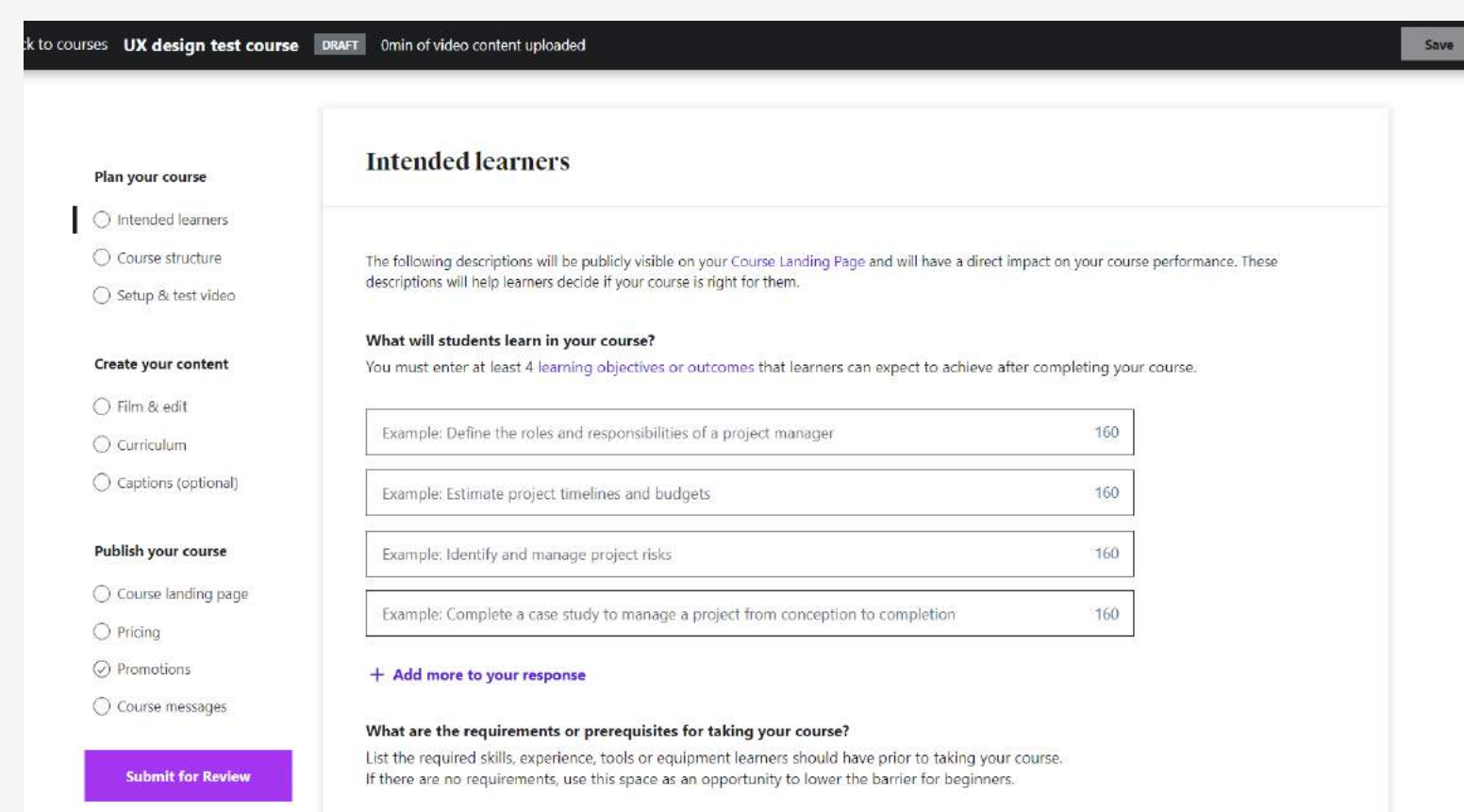
Time saver: Prevent users from making errors while filling out your form

Errors can be time consuming! Here are a few good techniques we came across that help prevent users from making mistakes and wasting precious time:

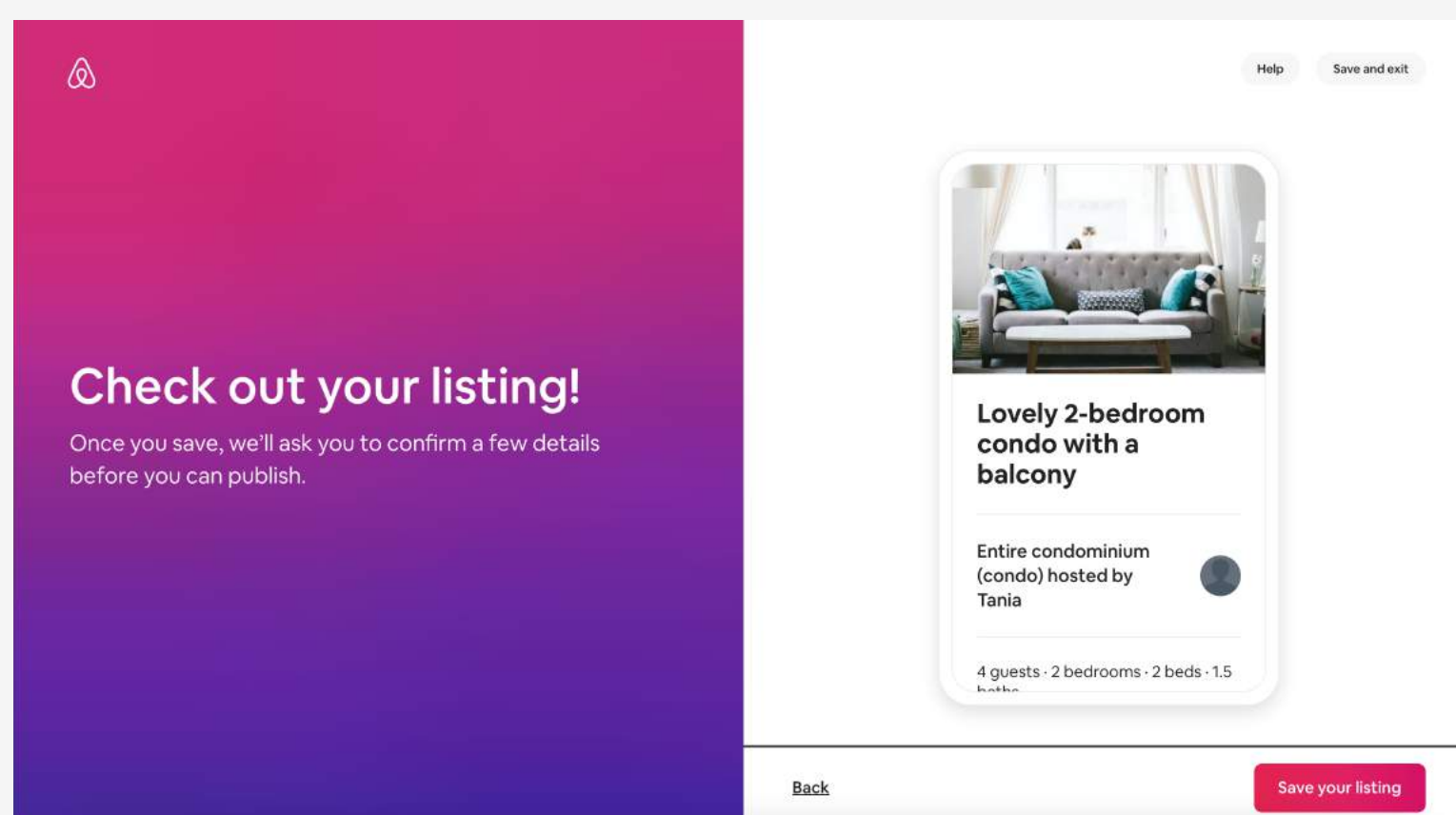
- In-line validation
- Toast notifications
- Drafts: give users the chance to review information before saving/publishing
- Show users how their listing will look
- Make it easy for users to edit their answers
- An admin review process



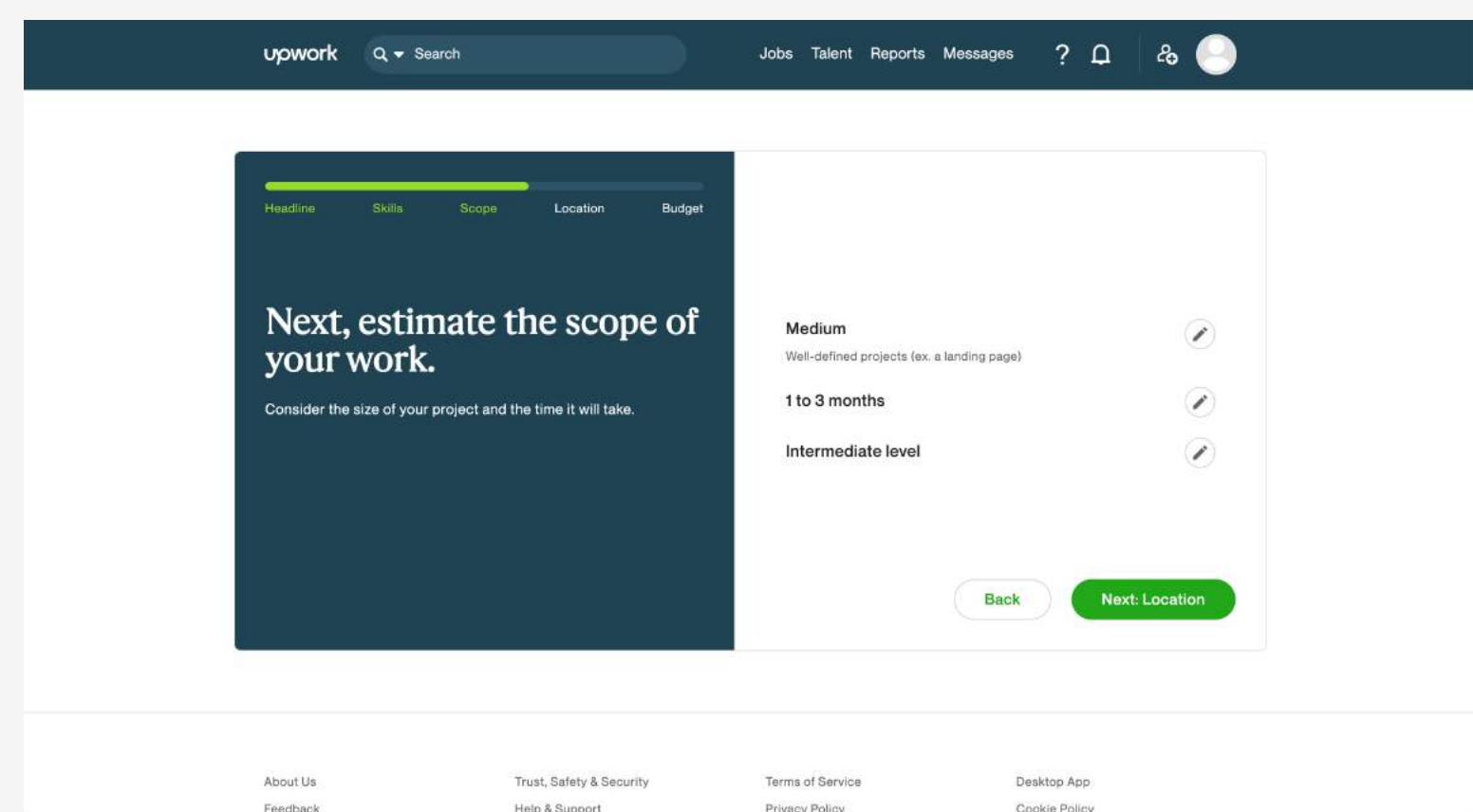
Upwork – In-line validation



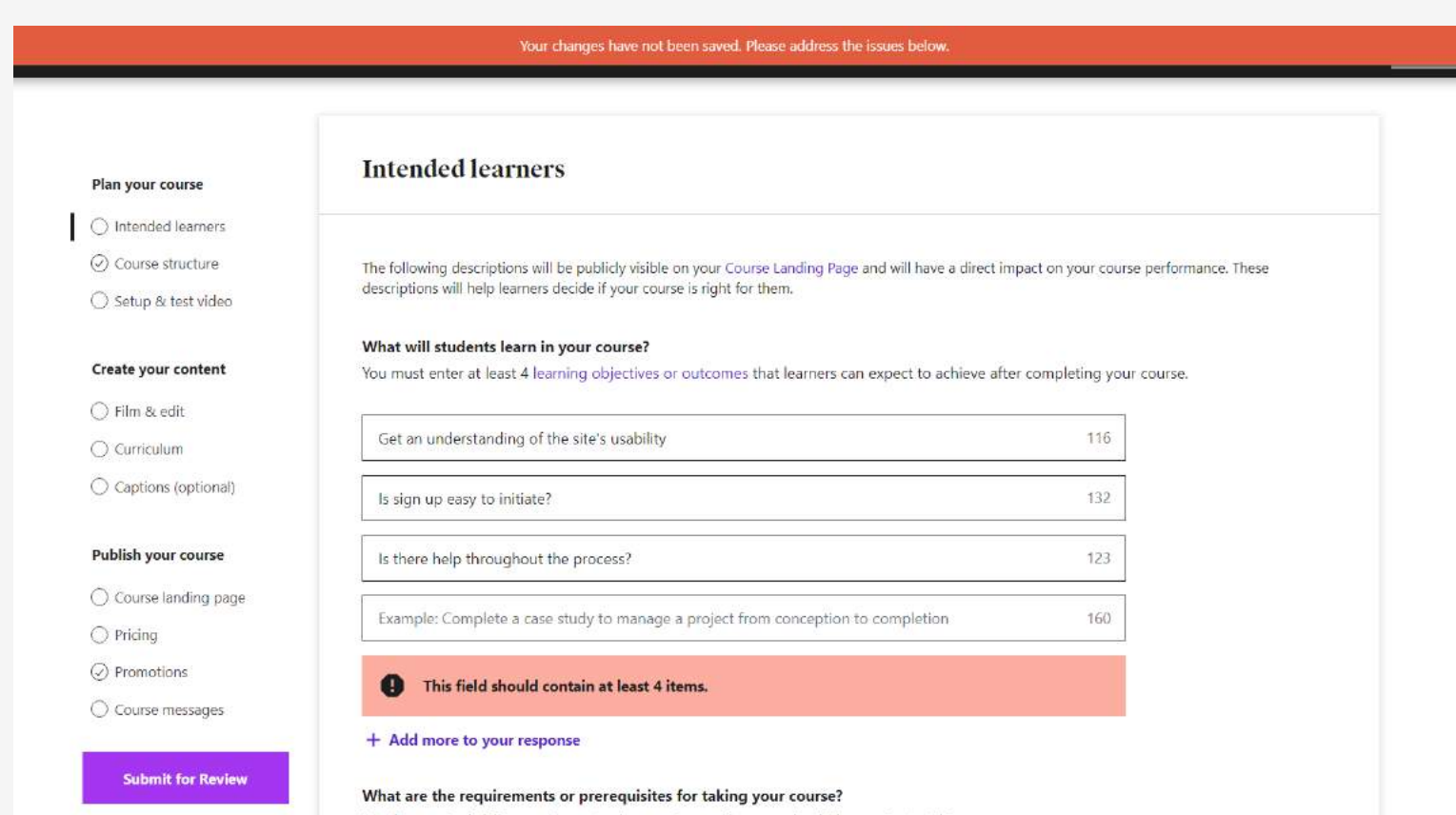
Udemy – Submit for Review



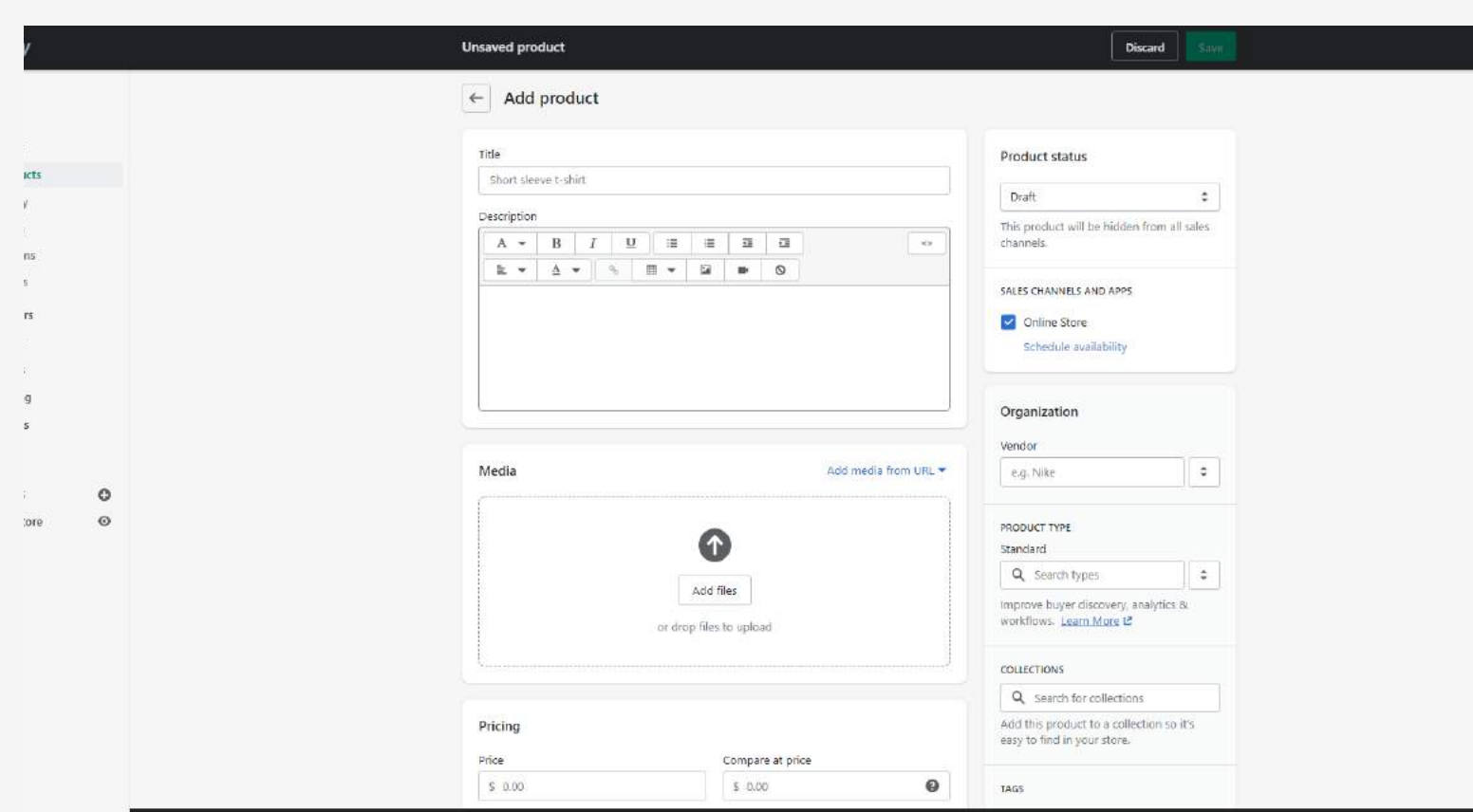
Airbnb – Let them see their listing as buyers see it



Upwork – Edit answer buttons



Udemy – Warning and error messages

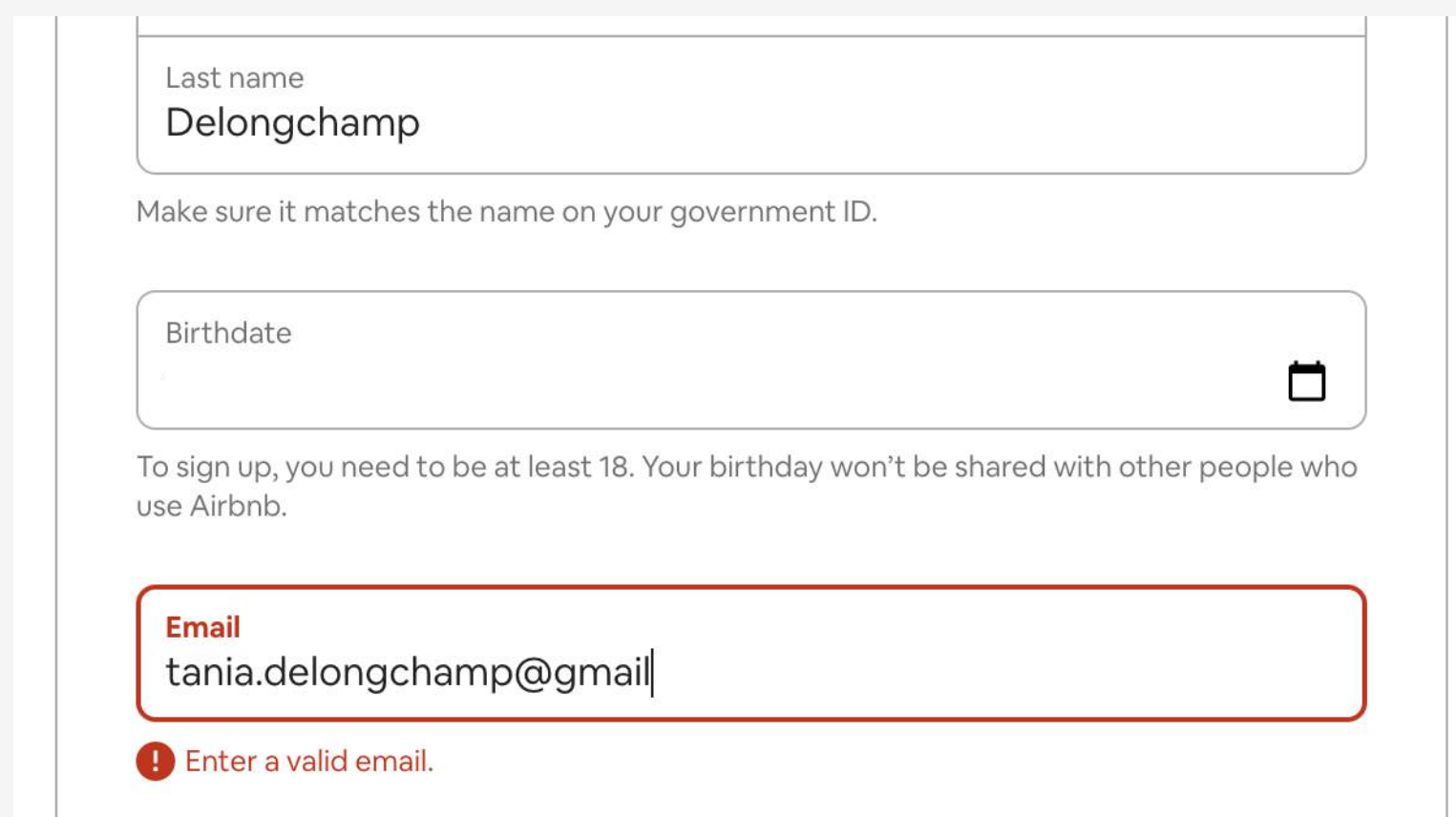


Shopify – Draft status

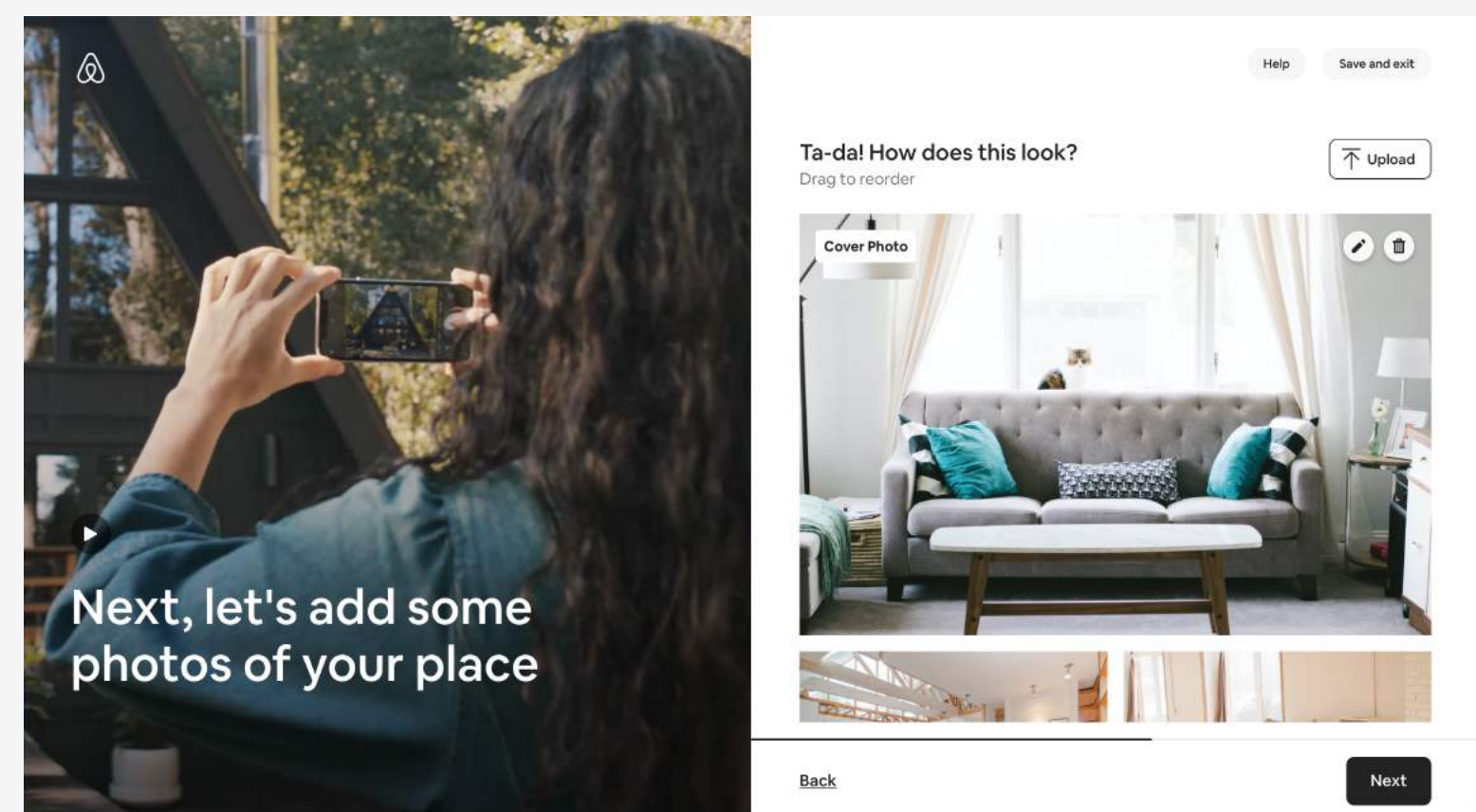
Time saver: Help users recover from errors as quickly as possible

It's impossible to prevent all errors. Here are a few ways these companies help their users recover quickly once they've made an error.

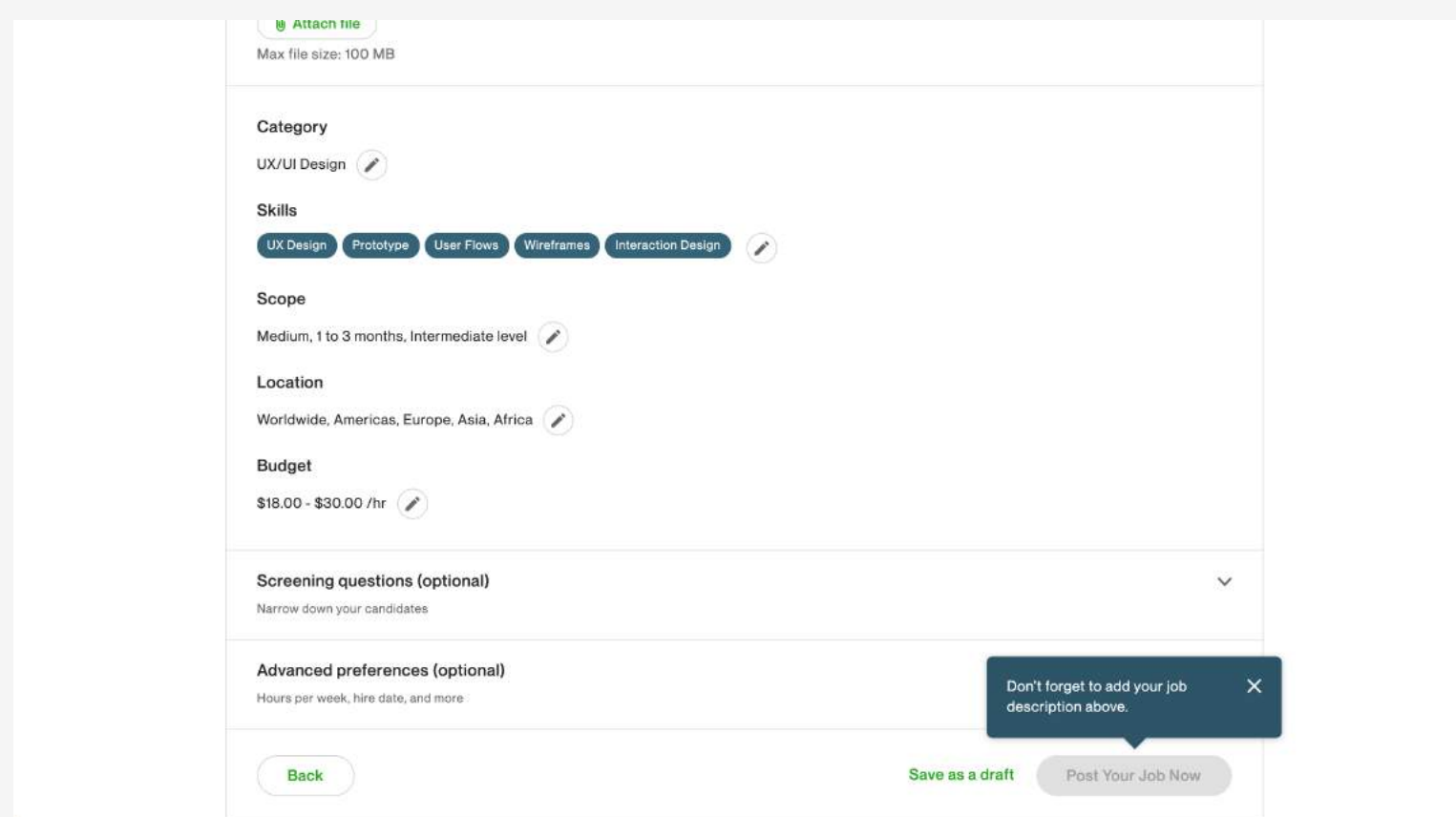
- Useful/informative error messages
- Place error message next to the field where the error was made



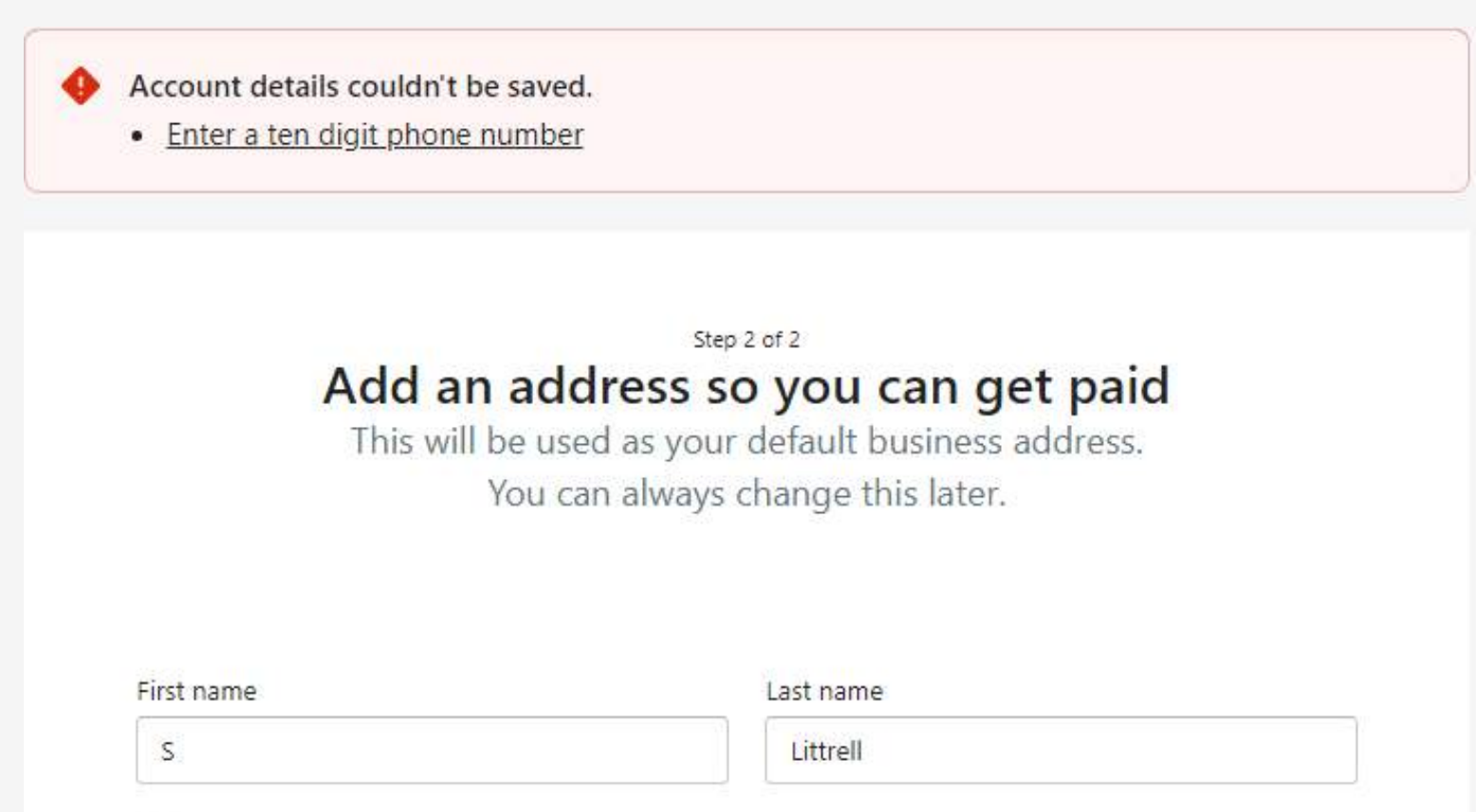
Airbnb – Error messages



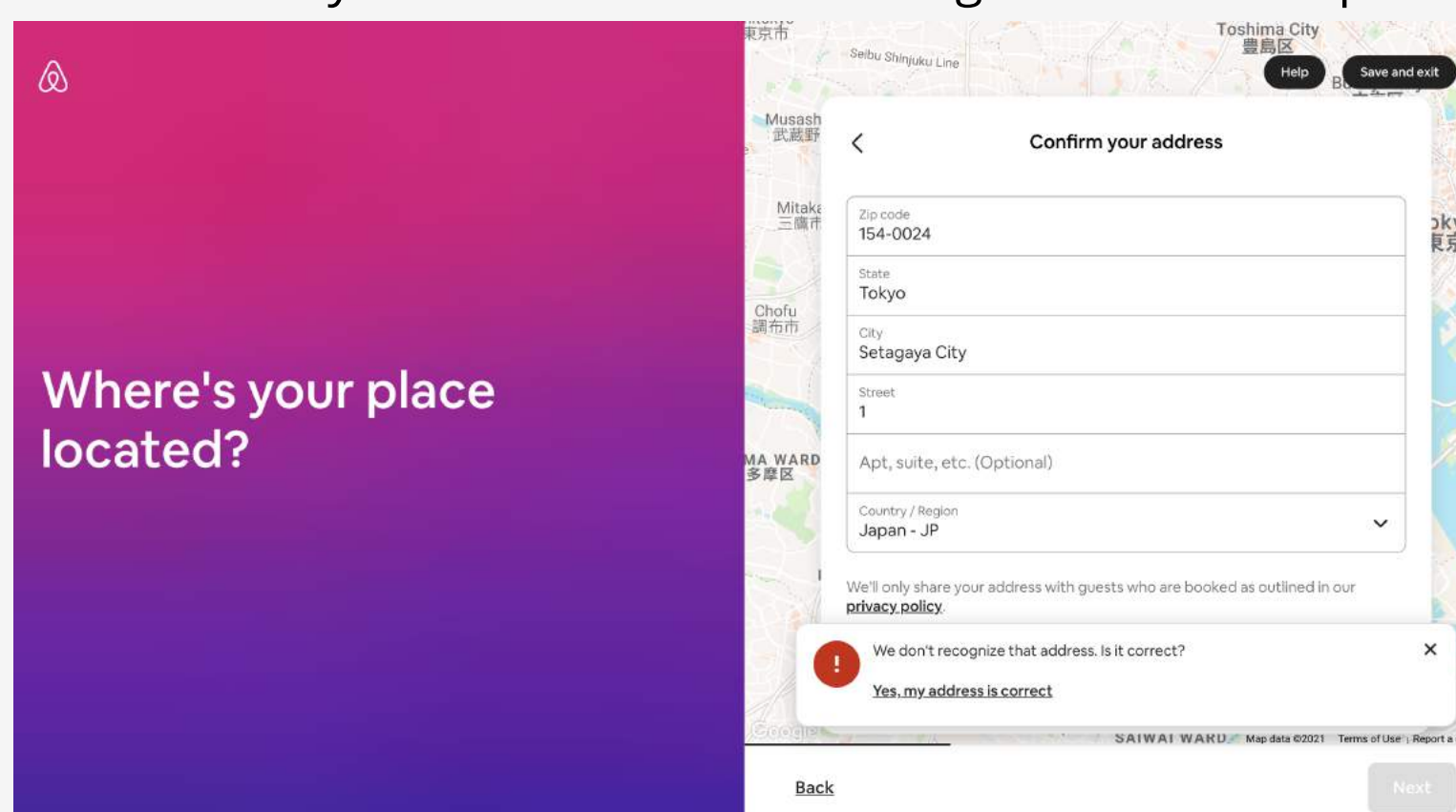
Airbnb – Delete uploaded file button



Upwork – Useful tooltip over an inactive button tells the user what they need to do before moving to the next step



Shopify – Error message

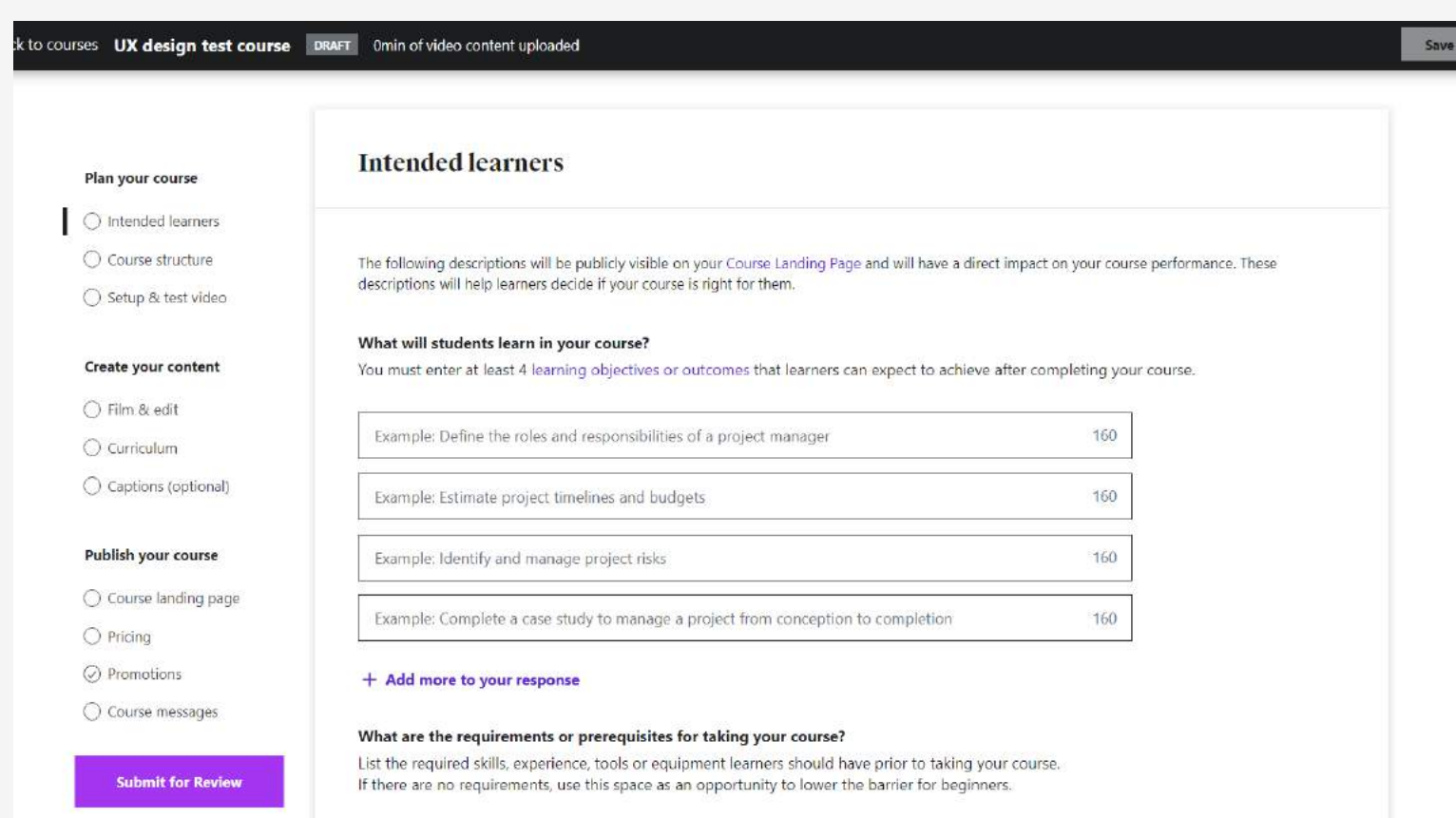


Airbnb – Toast notifications

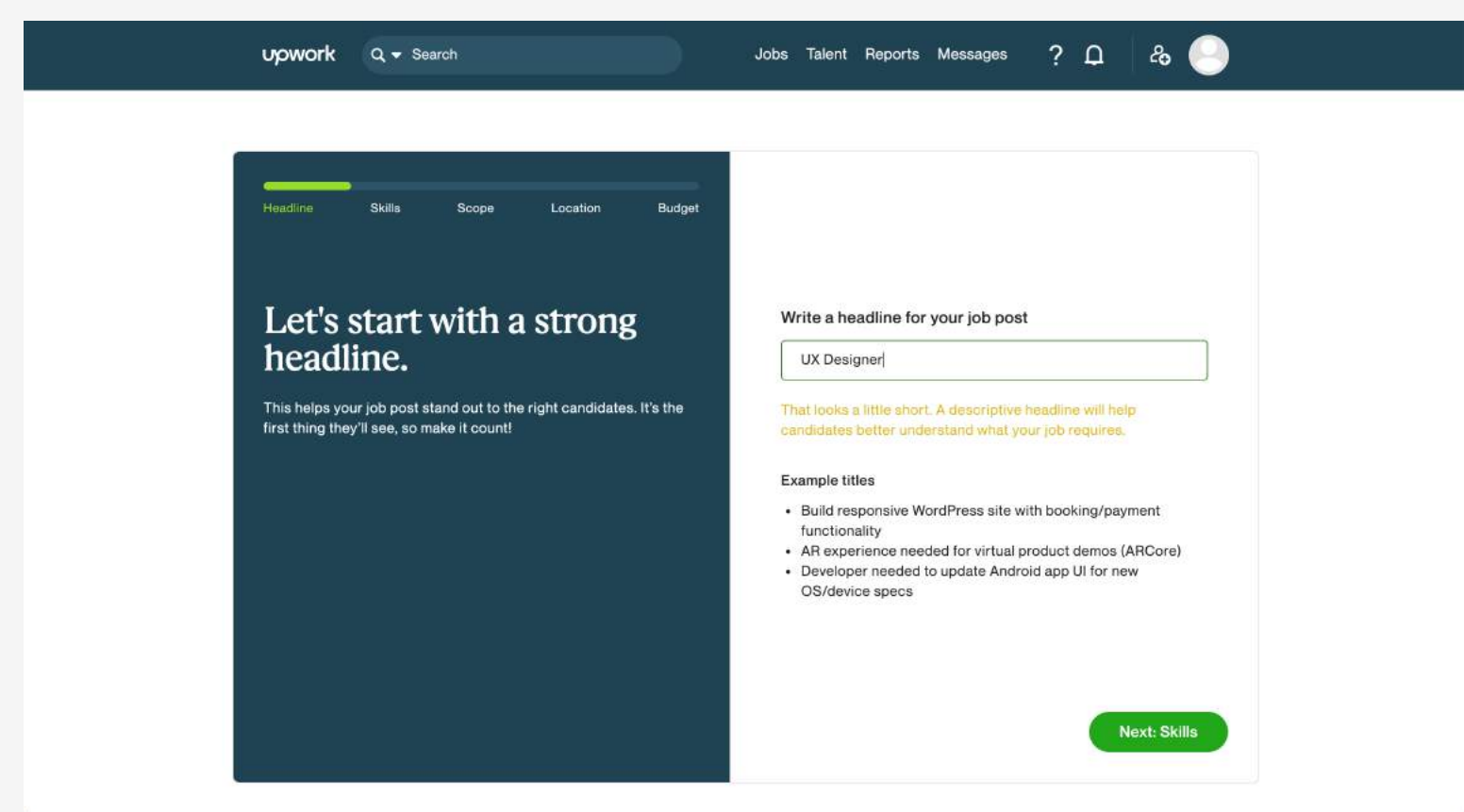
Tell users why this question is important and how it will be used

Users are more likely to answer a question if they know why the answer is important and how the information will be used. Here's how these companies do that:

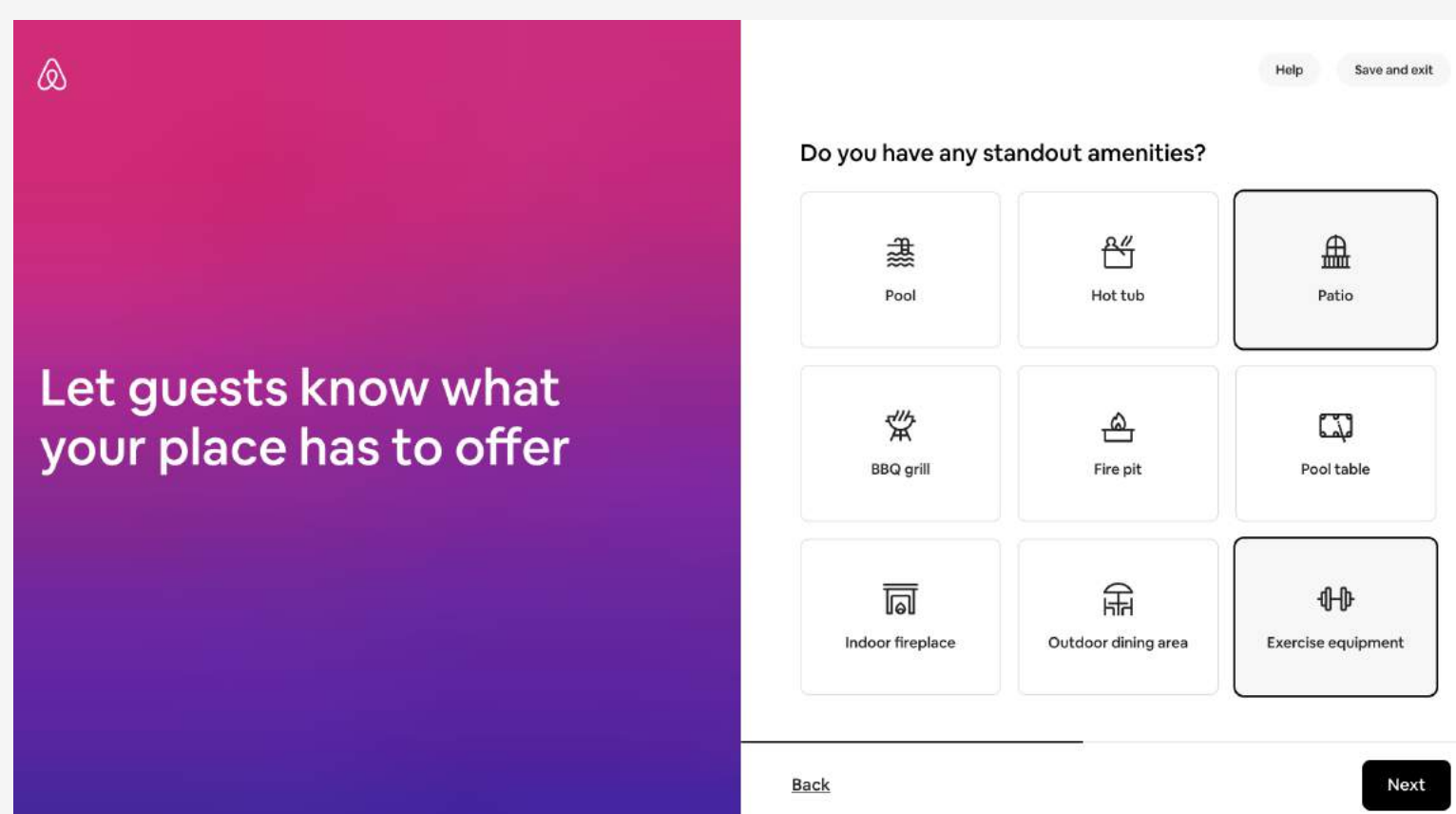
- Tell users why the question is important
- Show users how the information will appear to buyers



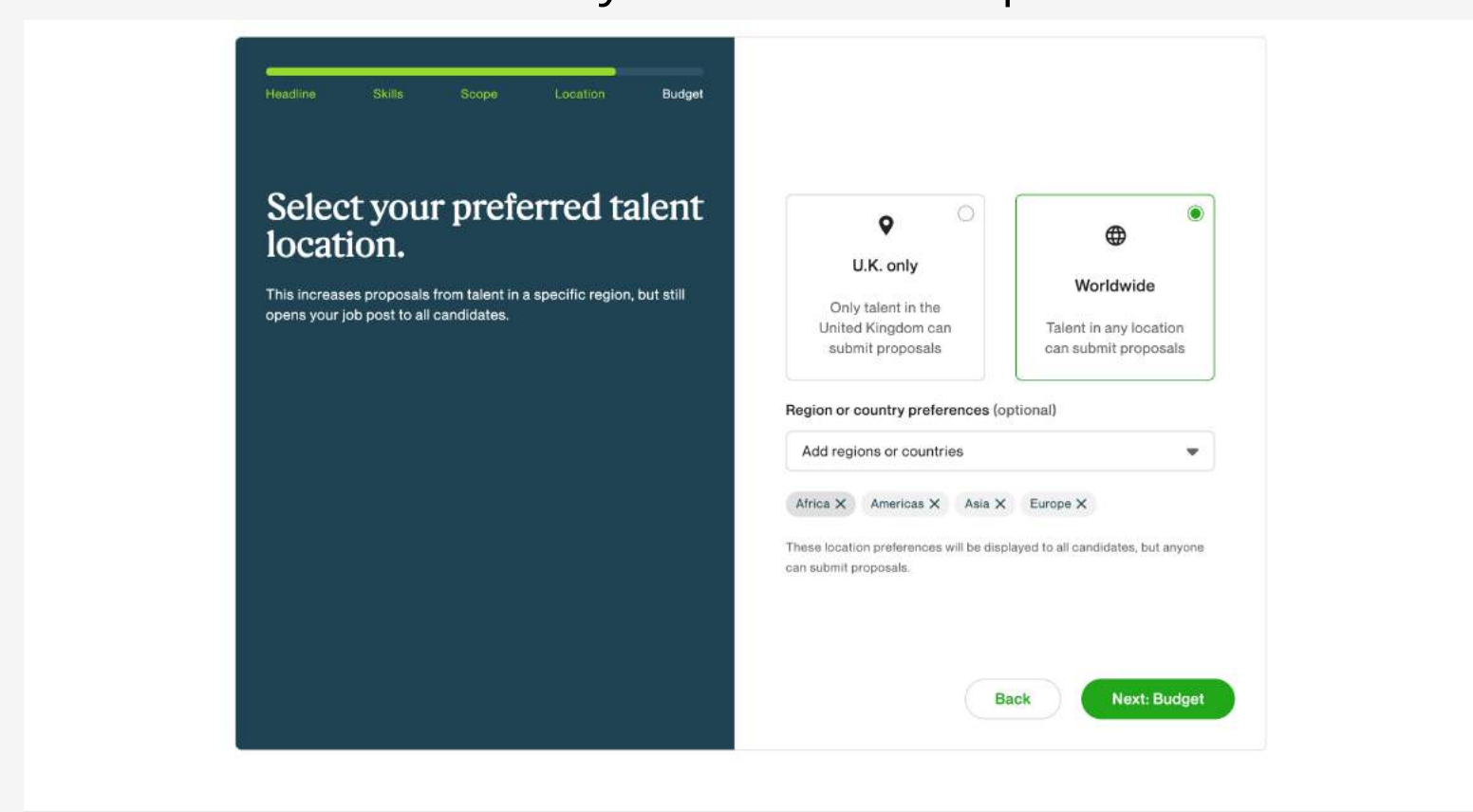
Udemy – Tell users upfront how the information will be used



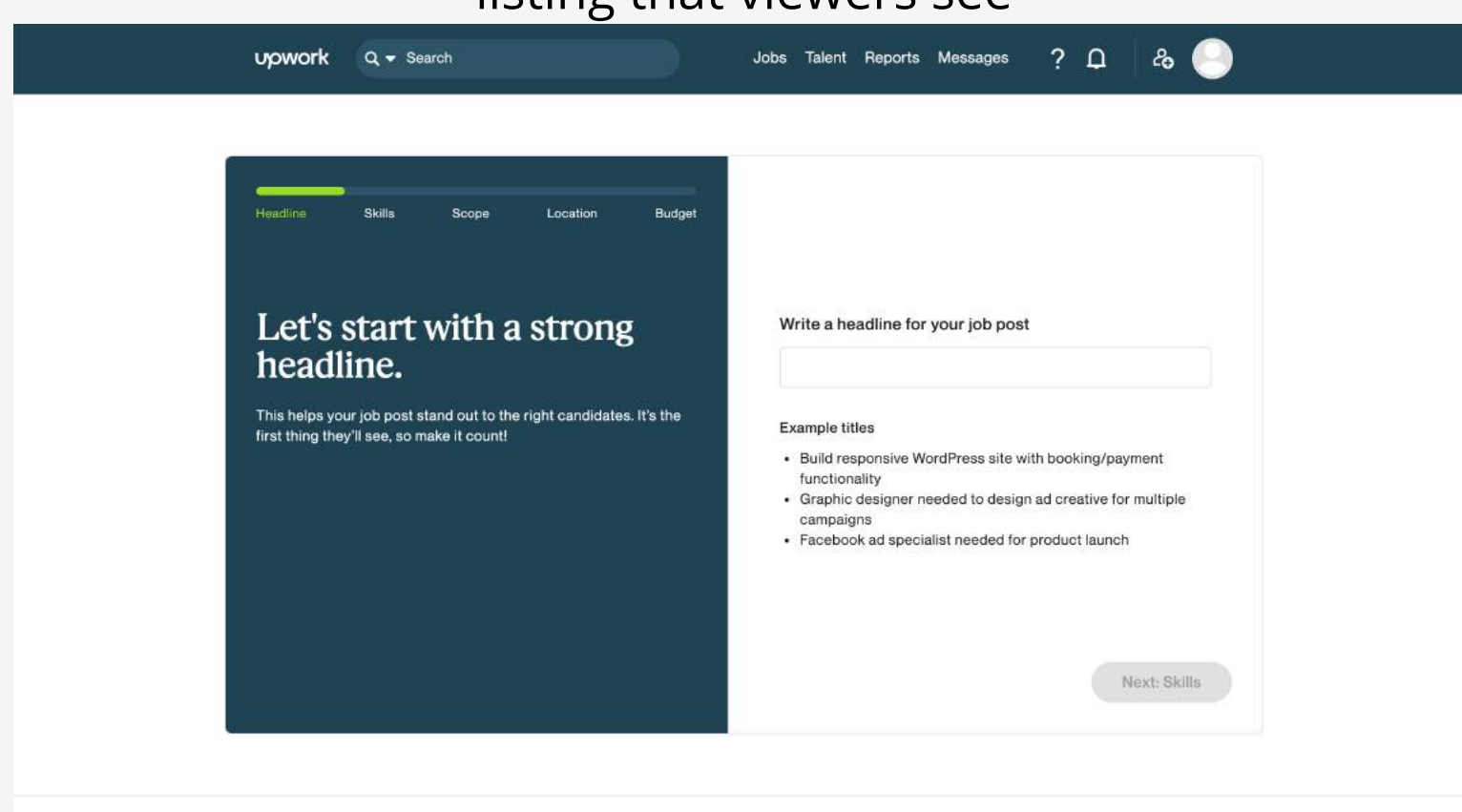
Upwork – Dynamic helper text gives users information on how and why to answer this question



Airbnb – Icons used here are the same ones that appear the listing that viewers see



Upwork – Telling 'clients' how 'freelancers' will use this information

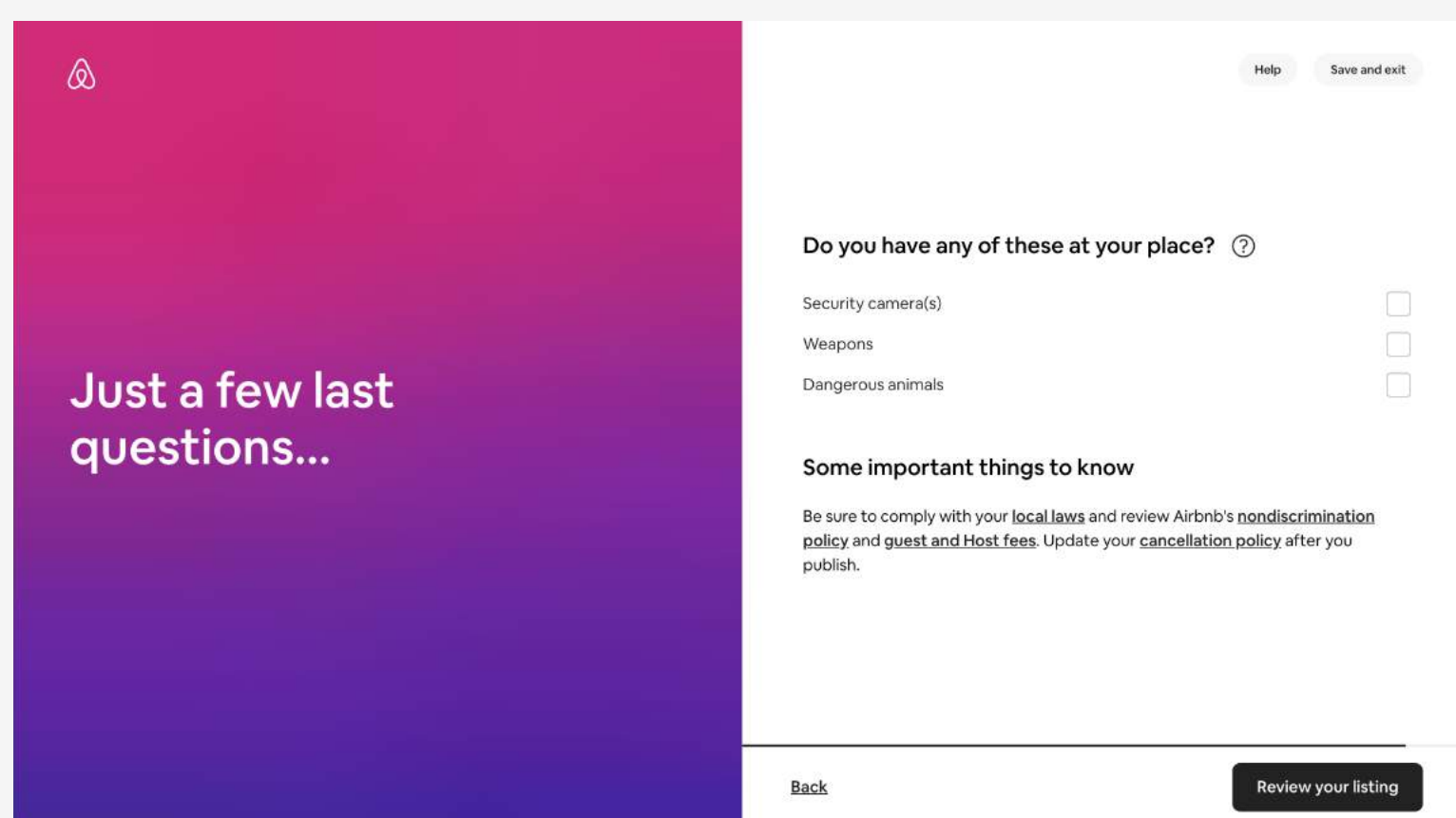


Upwork – Split screen messaging tells the user why this question is SO important

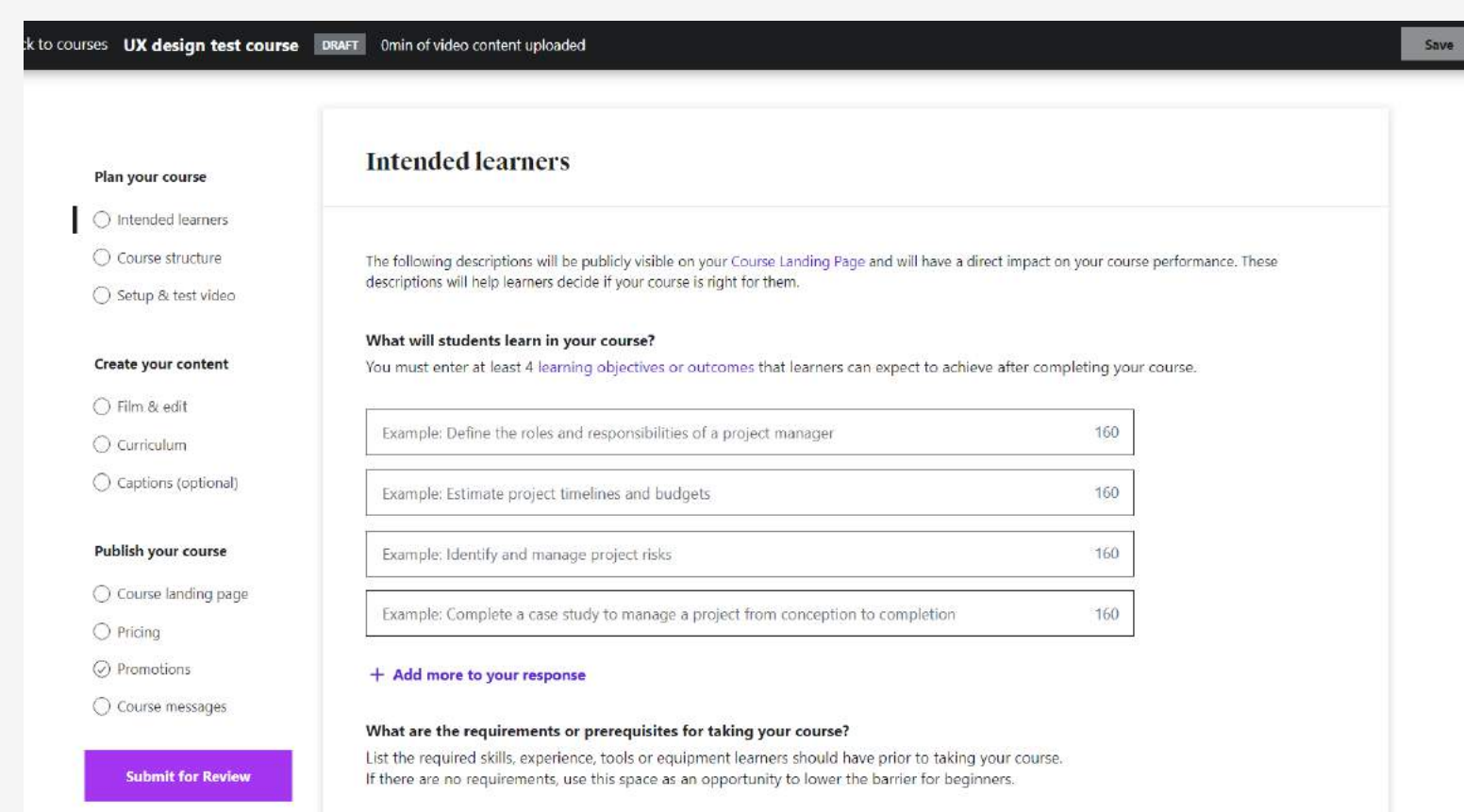
Give users the flexibility to save and return to forms, and to publish listings when they're ready

These companies give users the flexibility to save, preview and publish forms with CTAs like:

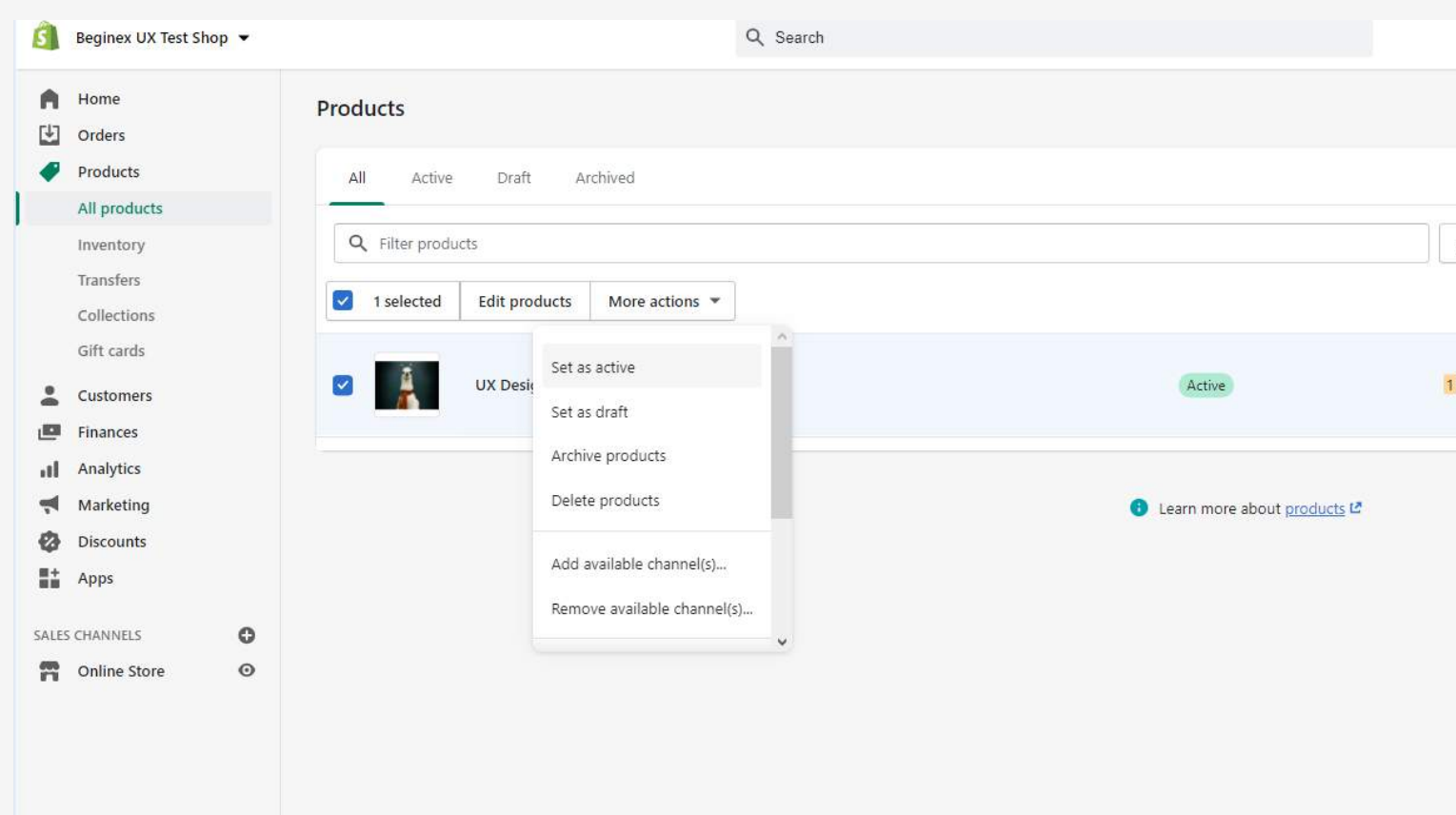
- Save and Exit
- Preview Your Listing
- Not ready to answer this question?
- Publish Your Listing
- Submit for Review



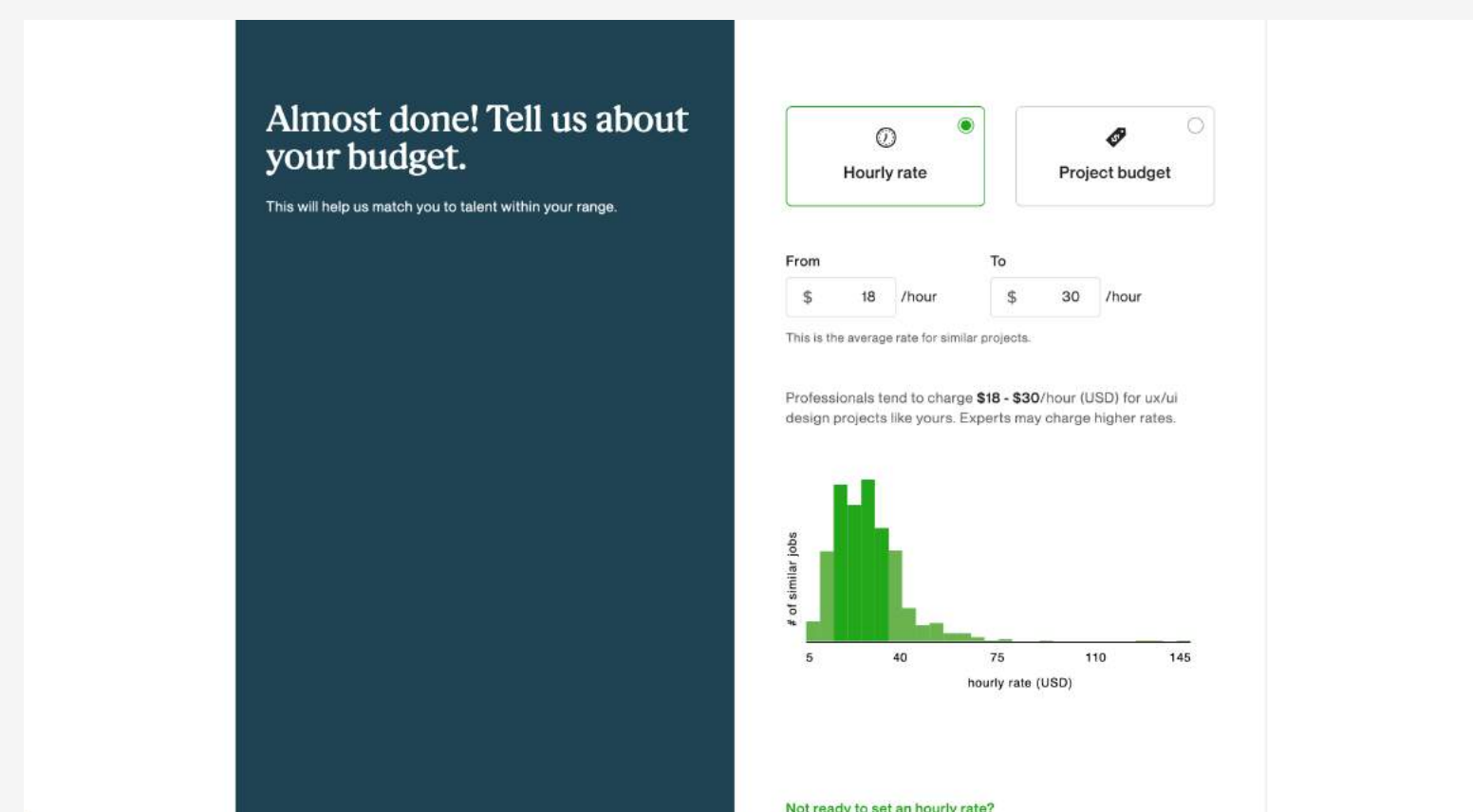
Airbnb – Save and Exit / Review your listing



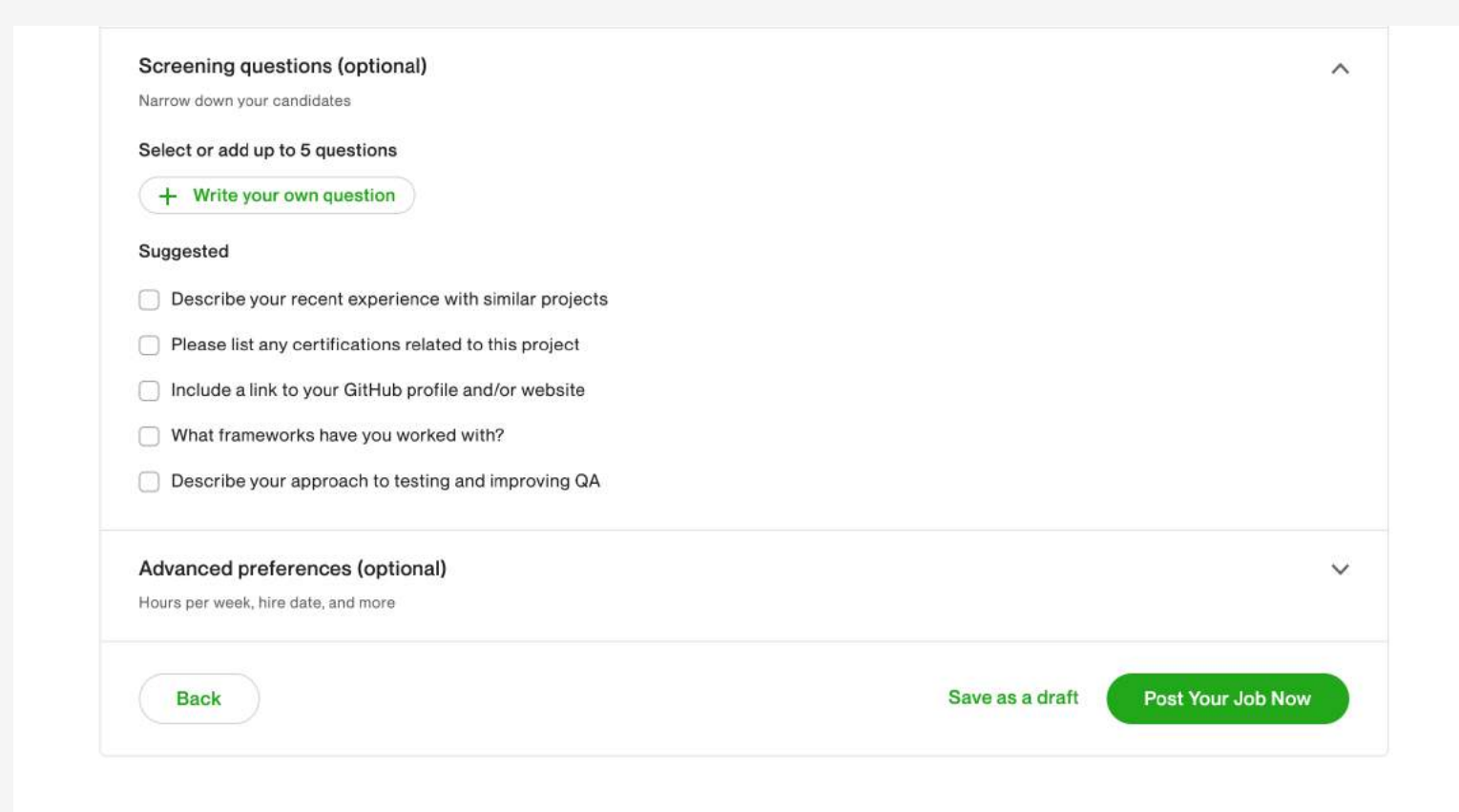
Udemy – Draft Status page



Shopify – Set as a draft



Upwork – Not ready to set an hourly rate?

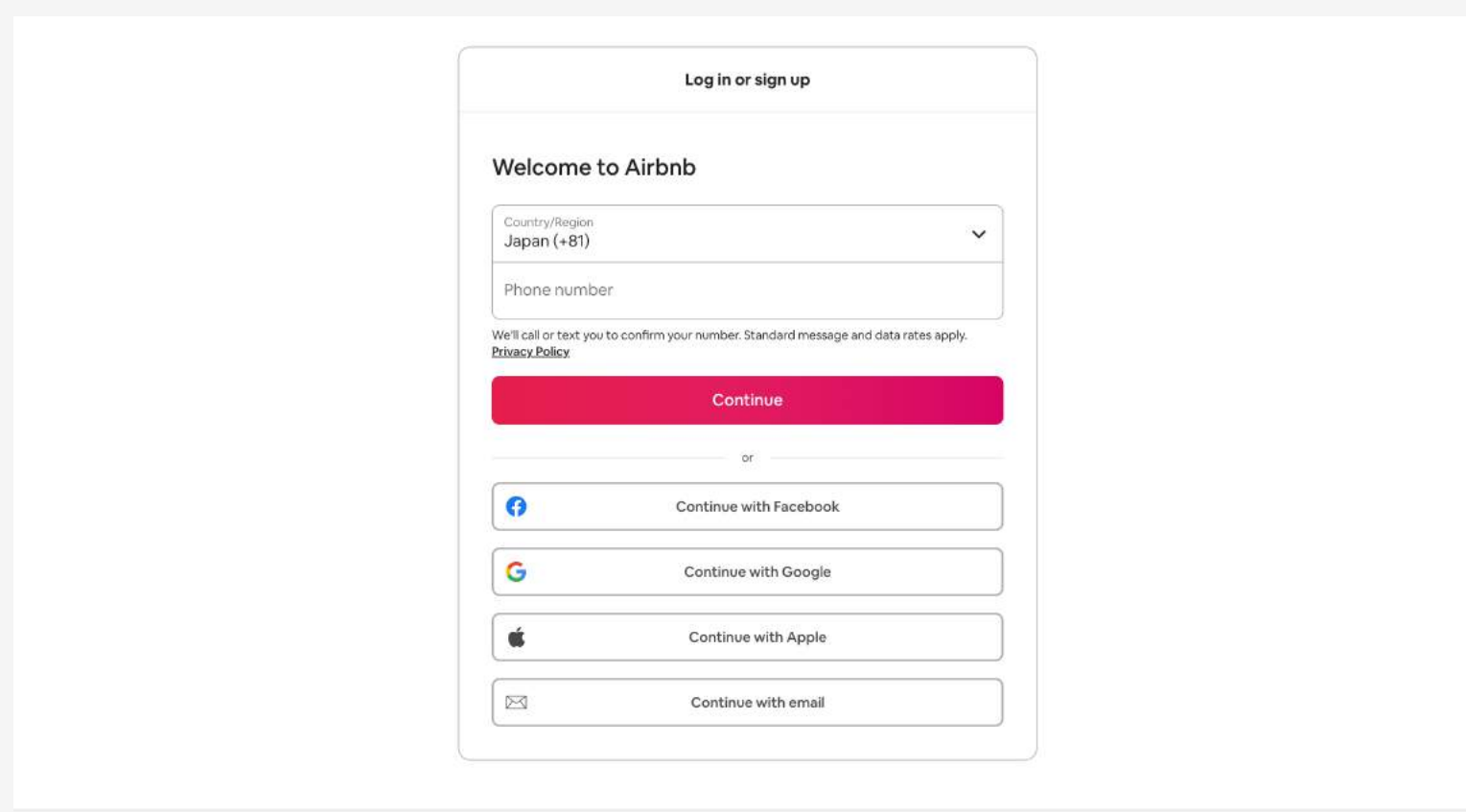


Upwork – Save as a draft / Post Your Job Now

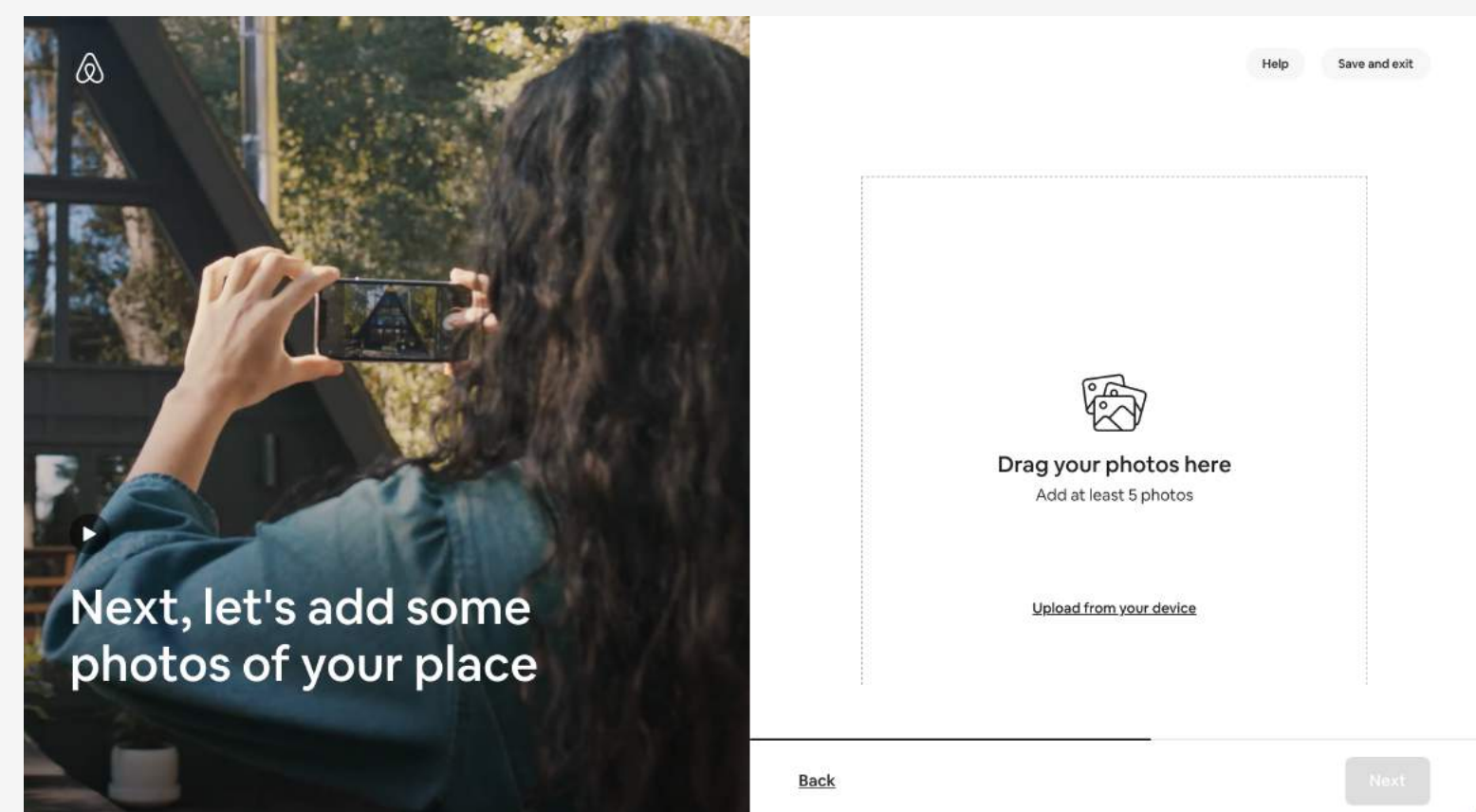
Encourage users to finish your form by making it shorter (or look and feel shorter)

No one wants to fill out a long form. Here are a few ways these companies keep their forms as short as possible (or make their forms look and feel shorter than they actually are):

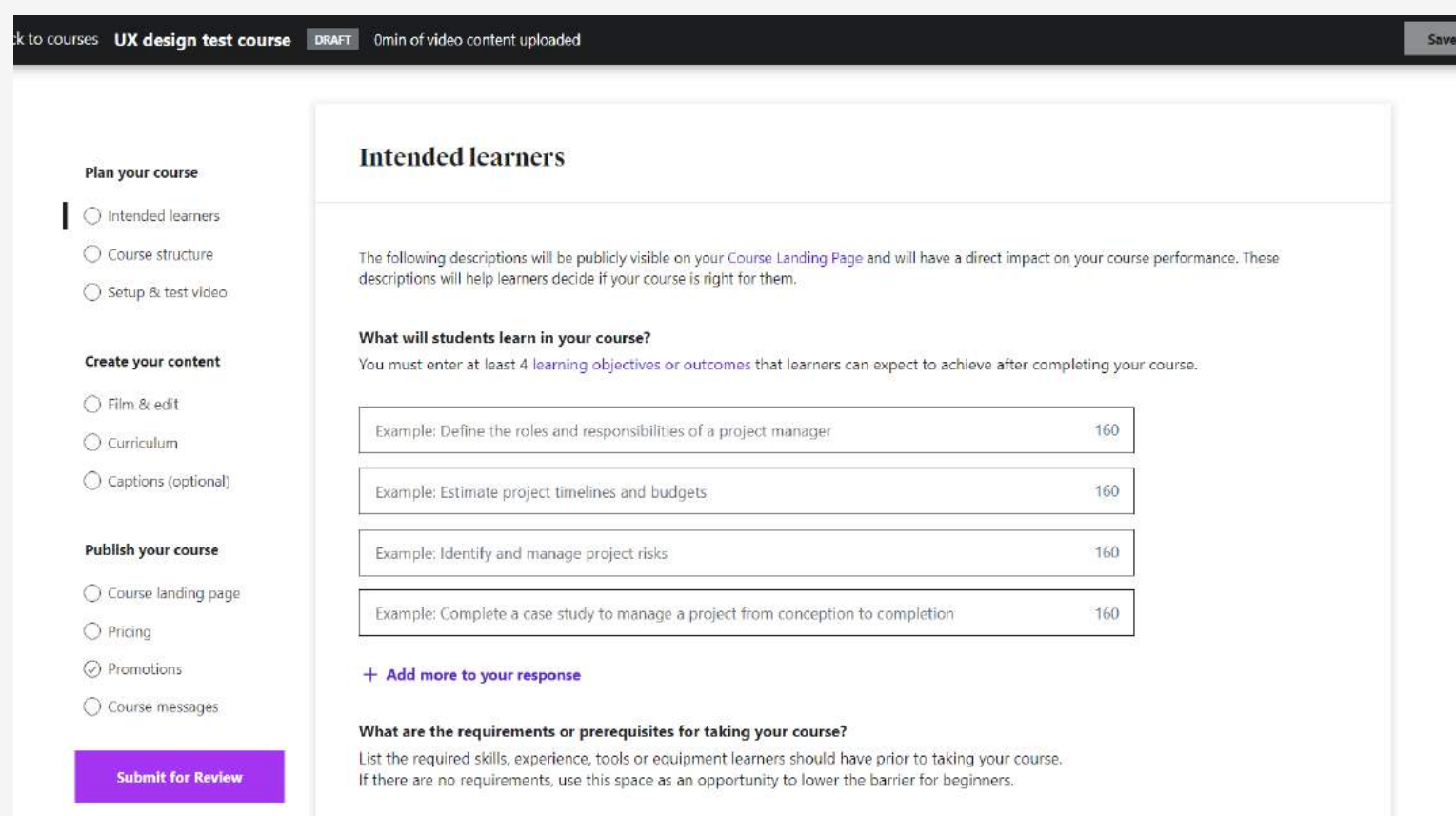
- Get rid of traditional labels and using placeholders that turn into labels
- Enable multiple image uploading
- Using 'click to add more' links
- For longer sections, reveal new questions only after previous ones have been answered
- Save questions for later stages



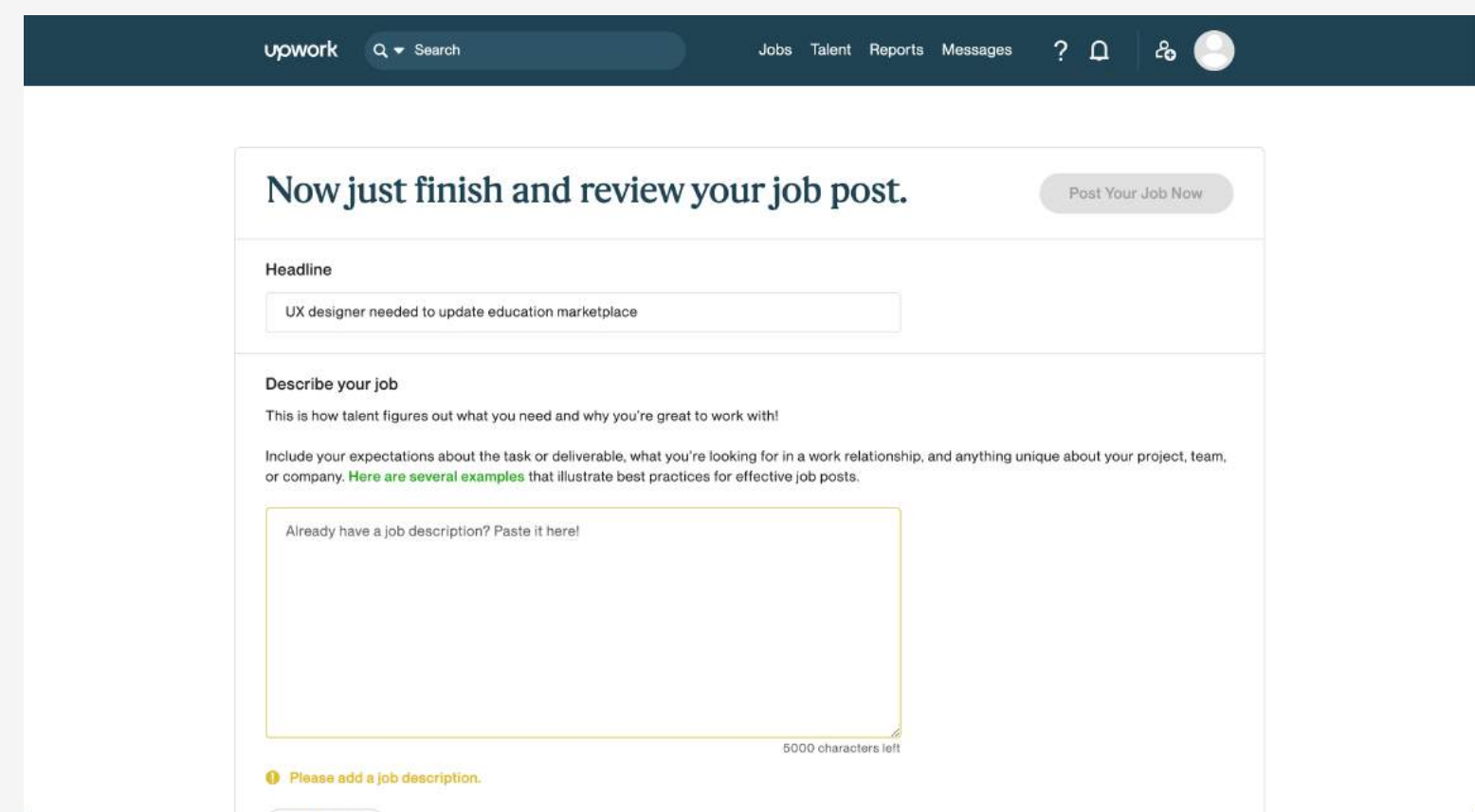
Airbnb – Floating Labels



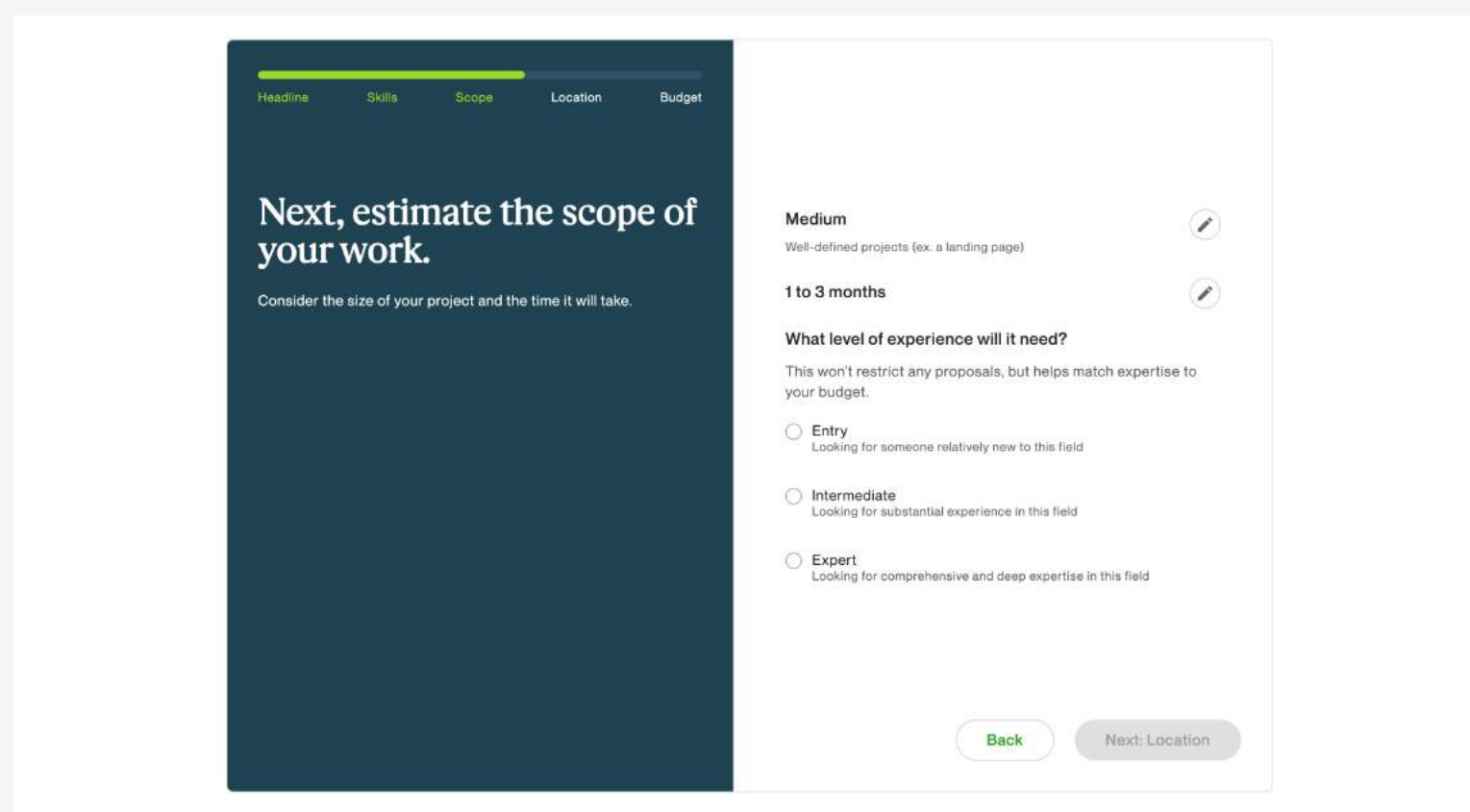
Airbnb – Upload multiple images



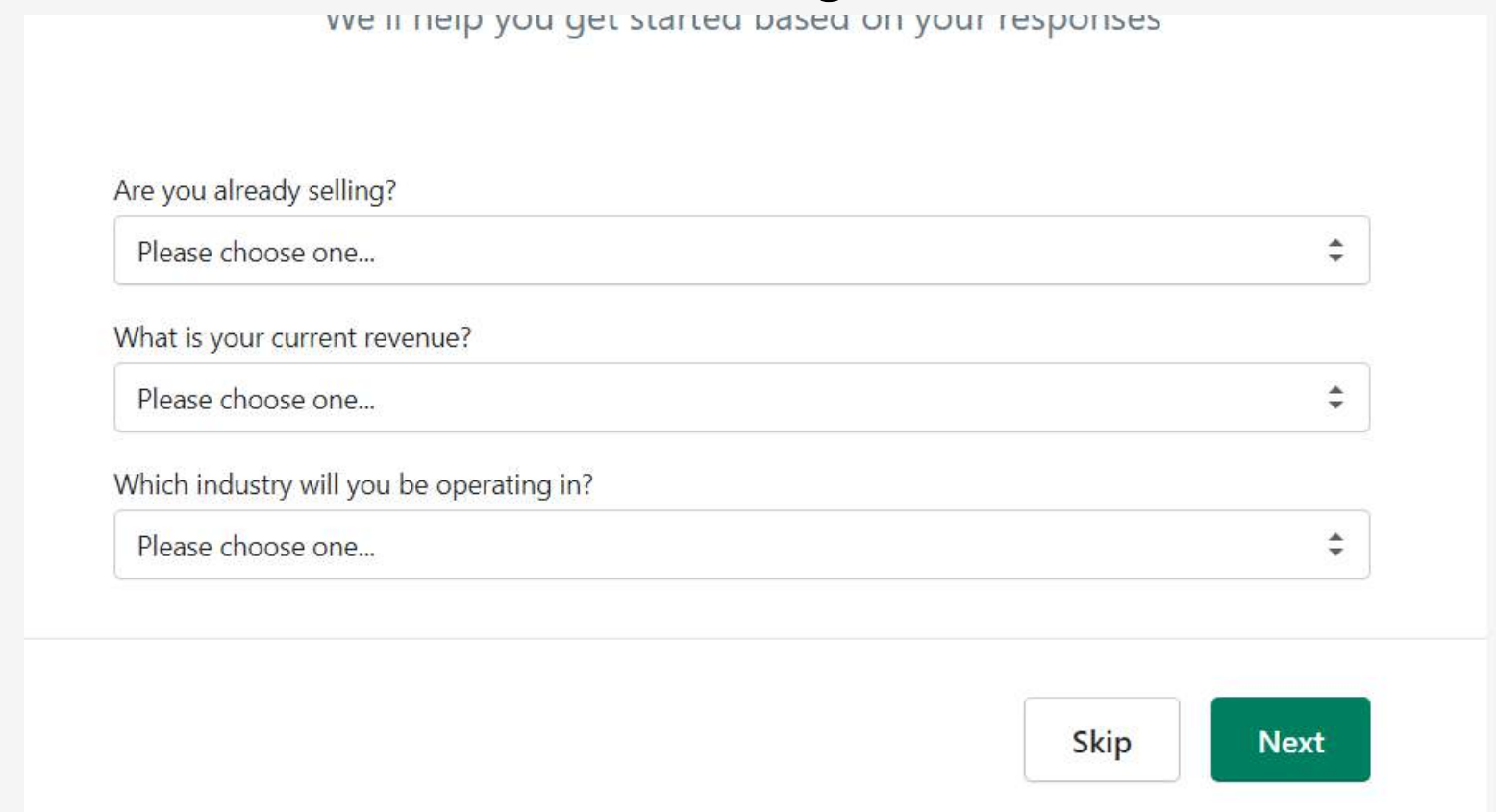
Udemy – 'Add more to your response' link



Upwork – Some questions don't appear until the 'Review Your Job' stage



Upwork – Dynamic form, starts by showing only 1 question, more questions appear as previous ones get answered

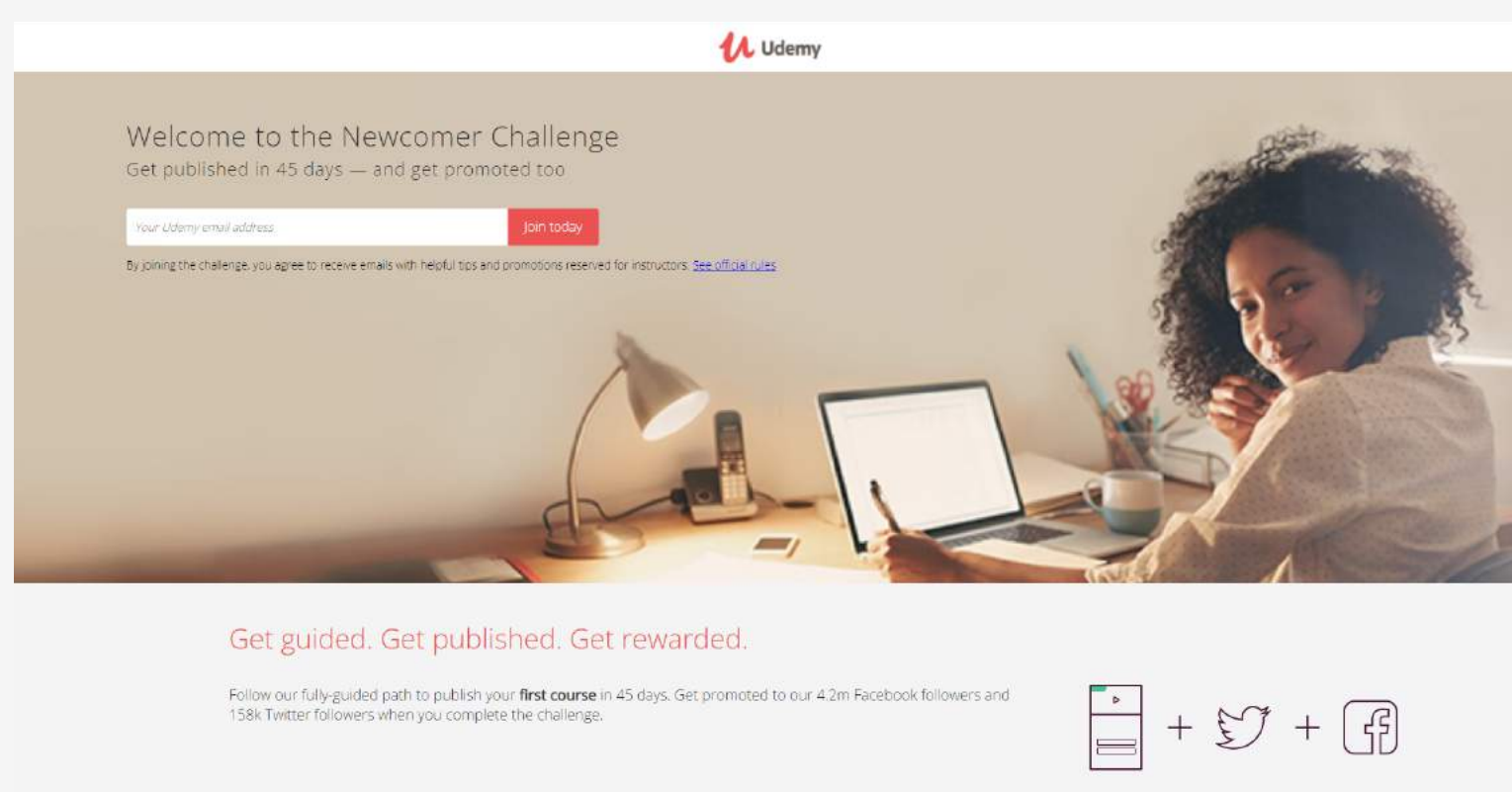


Shopify – Dynamic form, more questions appear as existing ones get answered

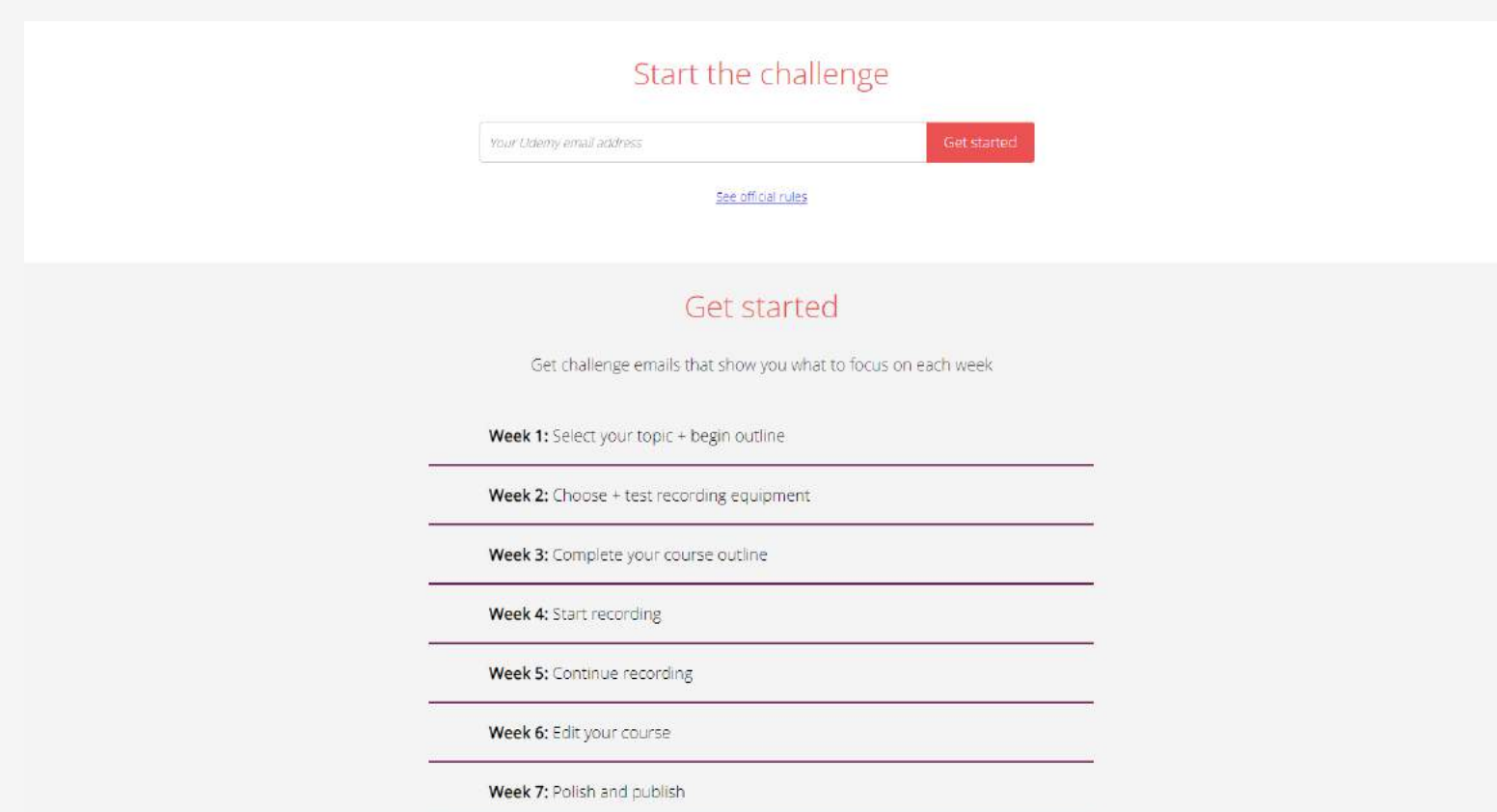
Encourage users to come back and finish their profiles

Here are a few different ways that other companies motivate their users to build strong profiles:

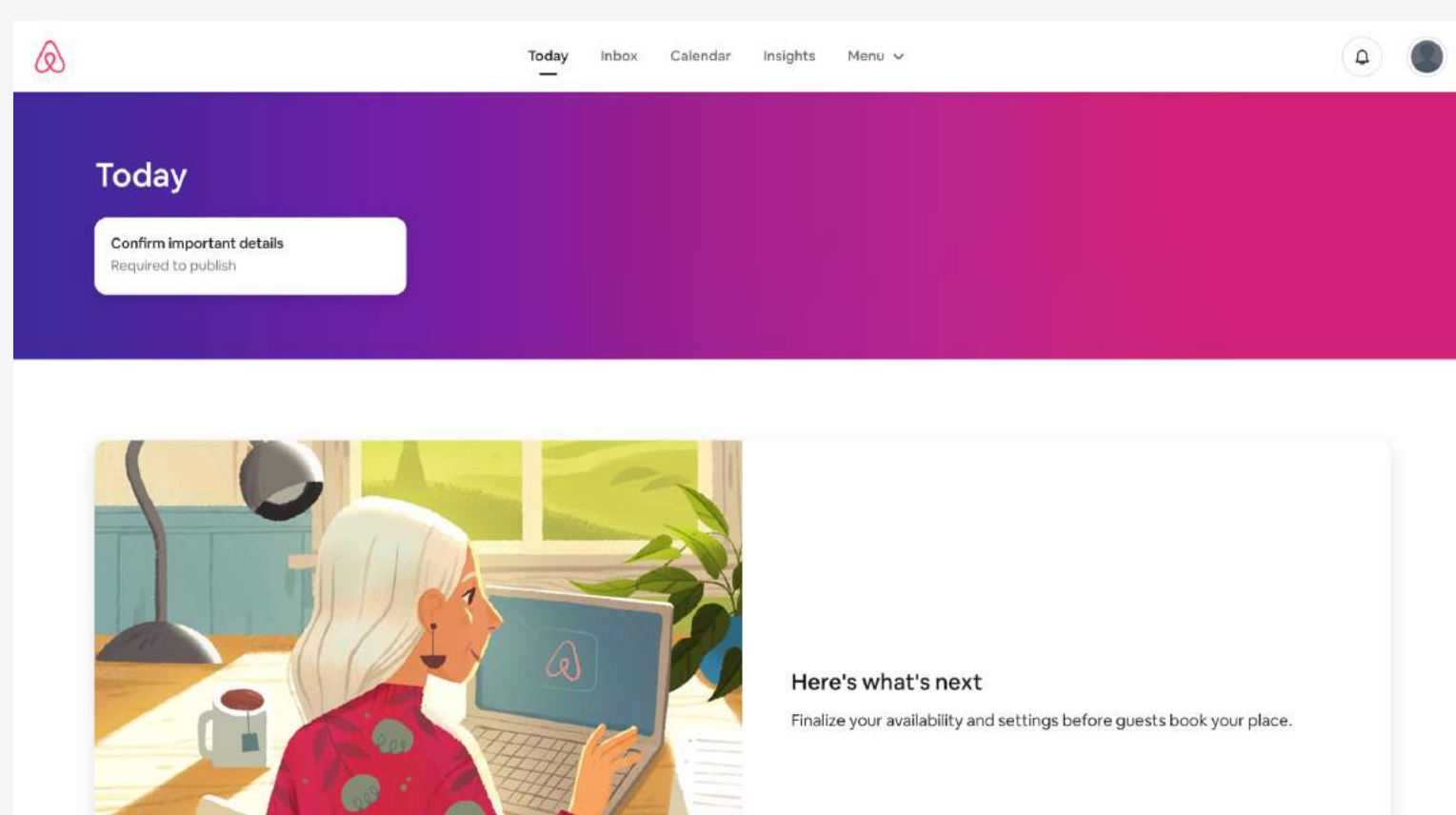
- Customized dashboard messages/reminders
- Progress bars showing level of profile completeness
- Well-placed prompts
- A list of what elements are left to complete
- A trust score that incorporates profile completeness and other metrics



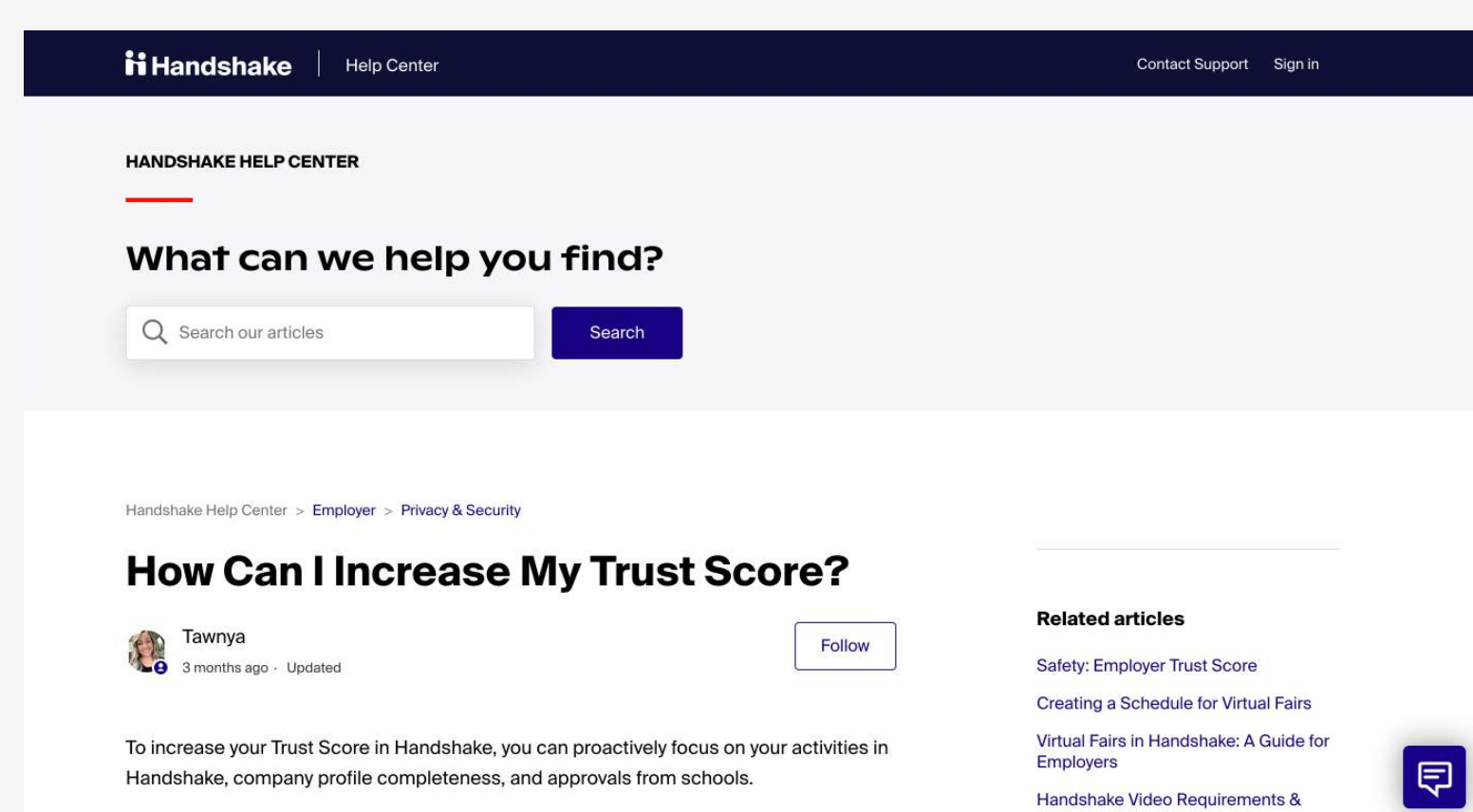
Udemy – Join the Newcomer Challenge



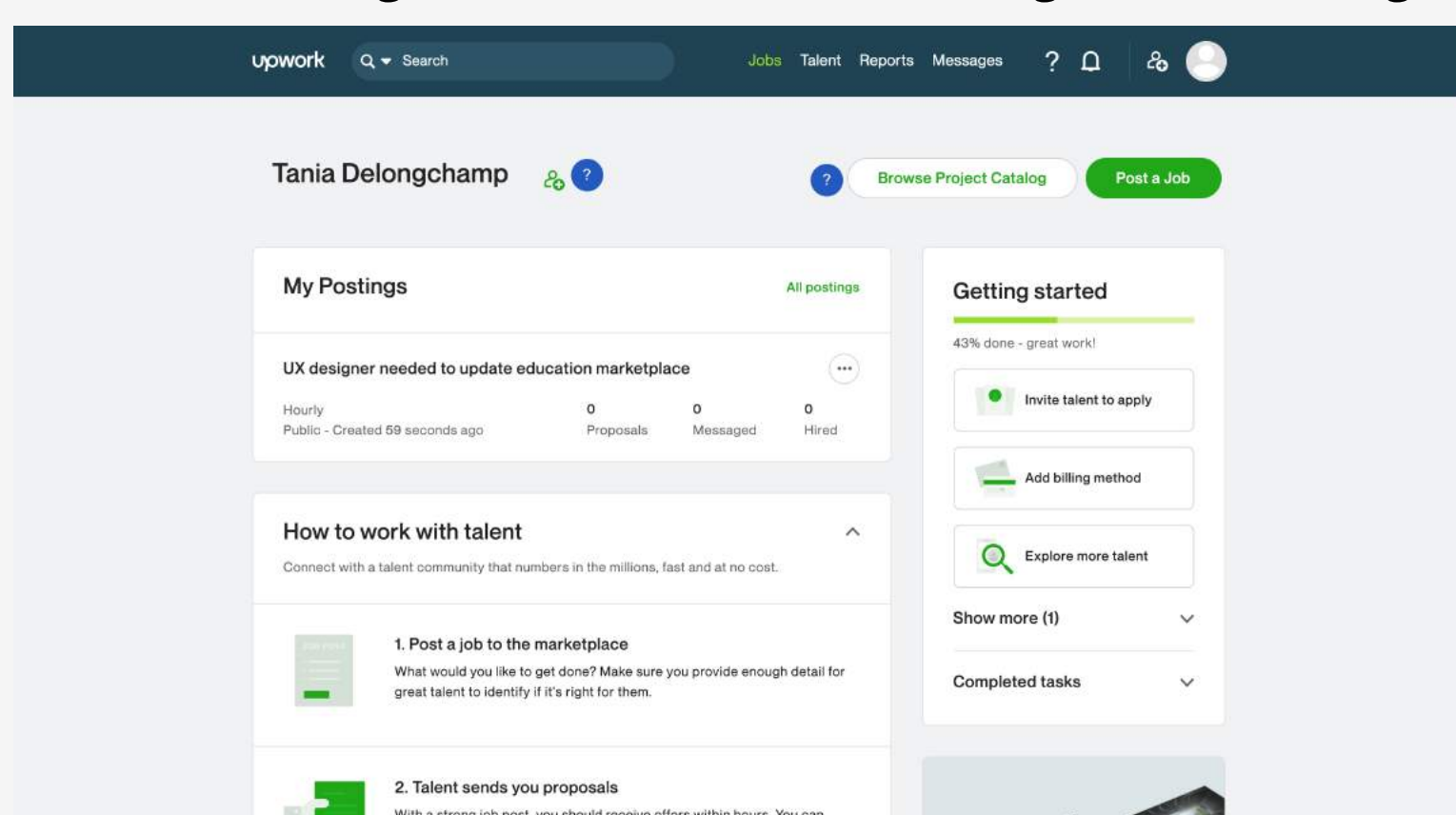
Udemy – Join the Newcomer Challenge step by step



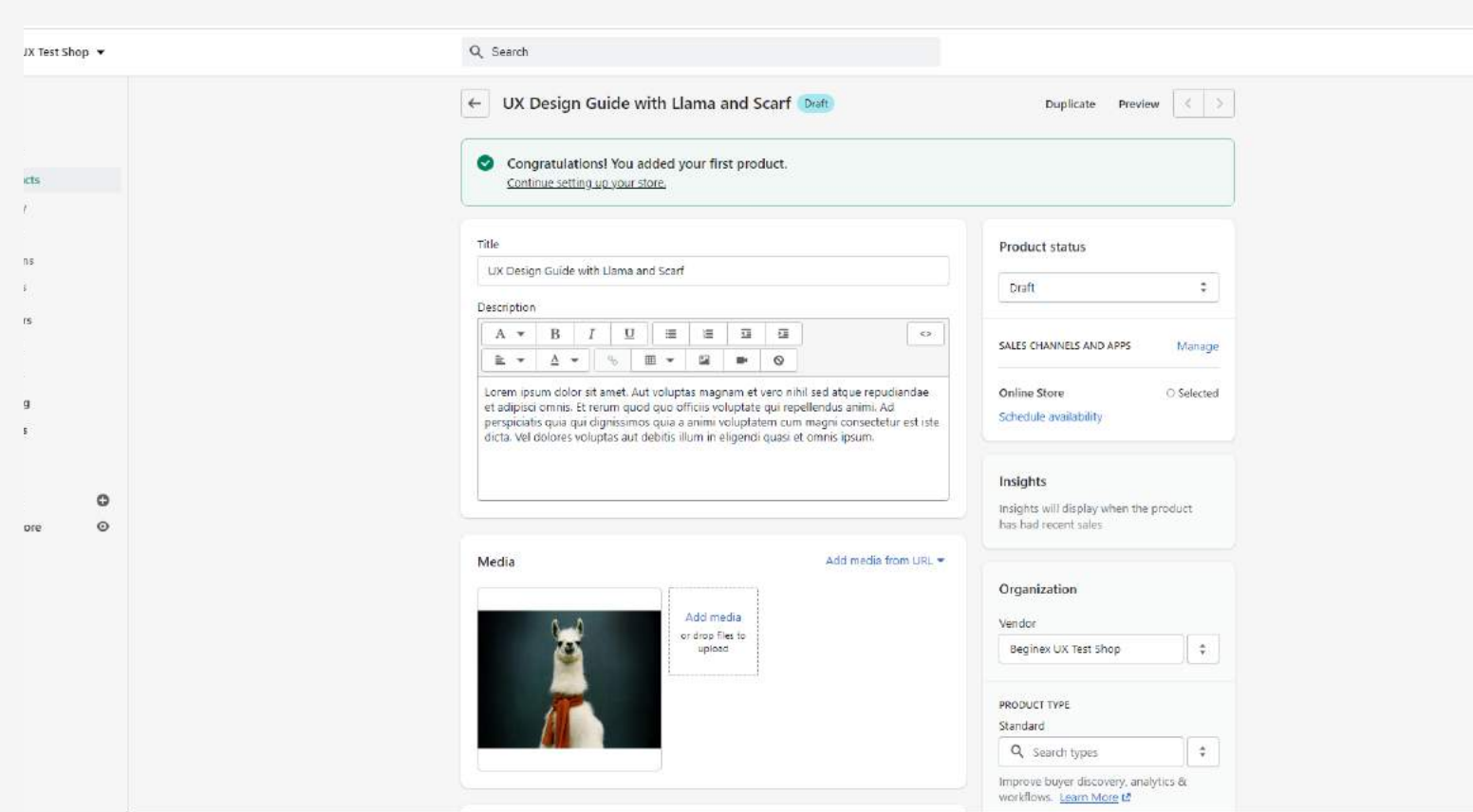
Airbnb – Customized dashboard with reminders and prompts that encourage users to continue working on their listing



Handshake – Trust Score



Upwork – Dashboard update on how complete your profile is and what's needed to get to 100%

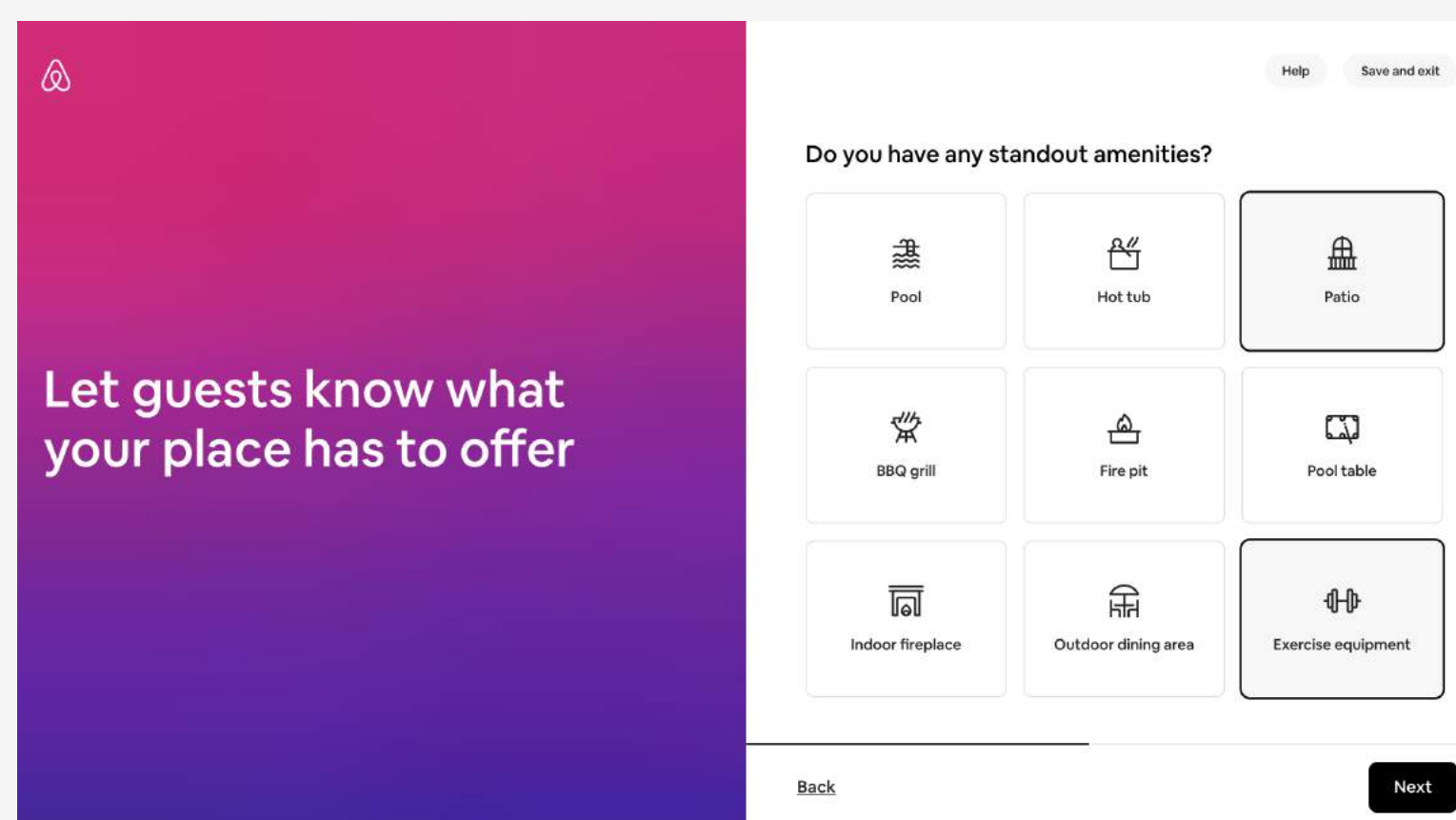


Shopify – Congratulations message and prompt to add more

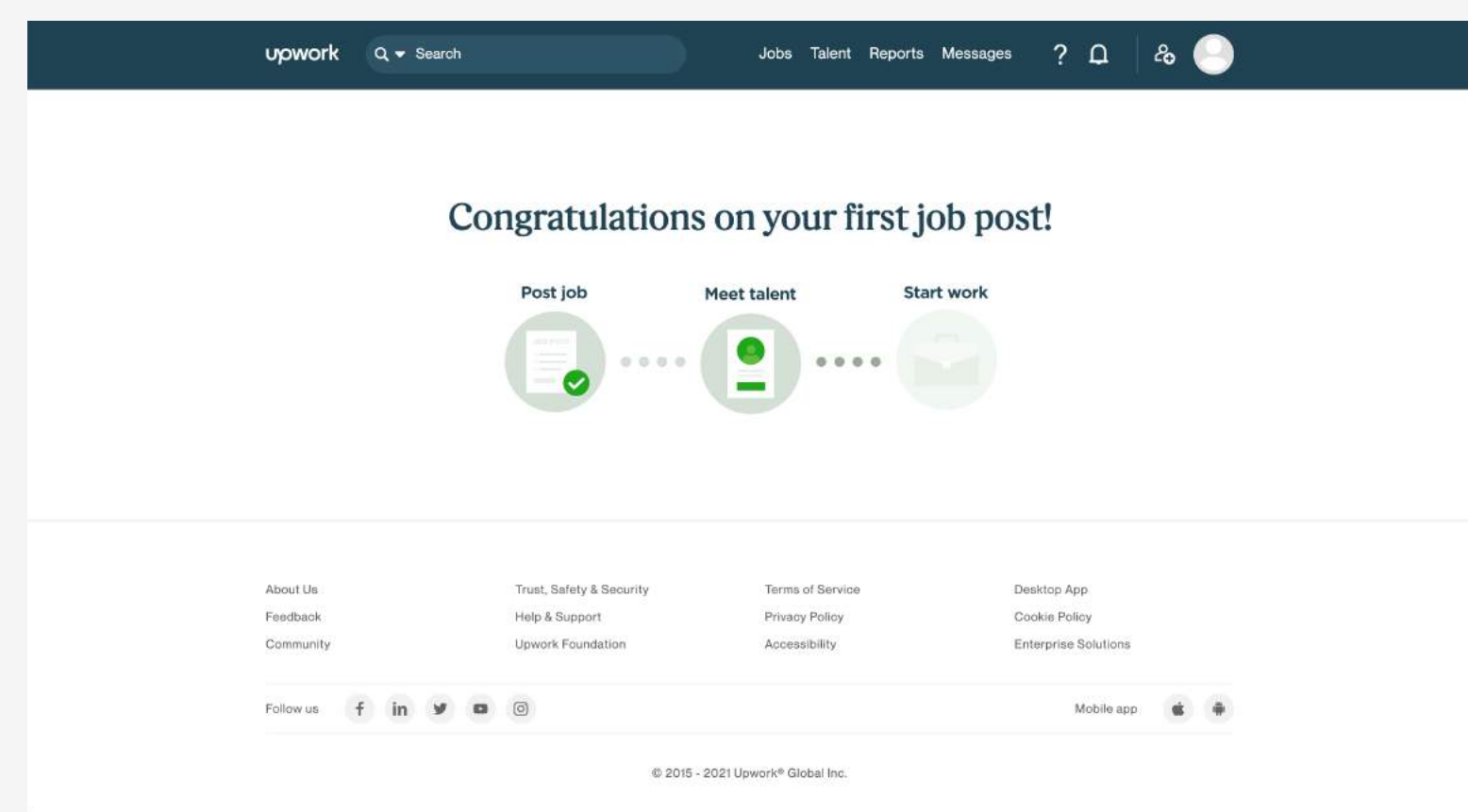
Encourage users to finish your form by keeping them engaged

These companies make their forms engaging and capture their users attention by:

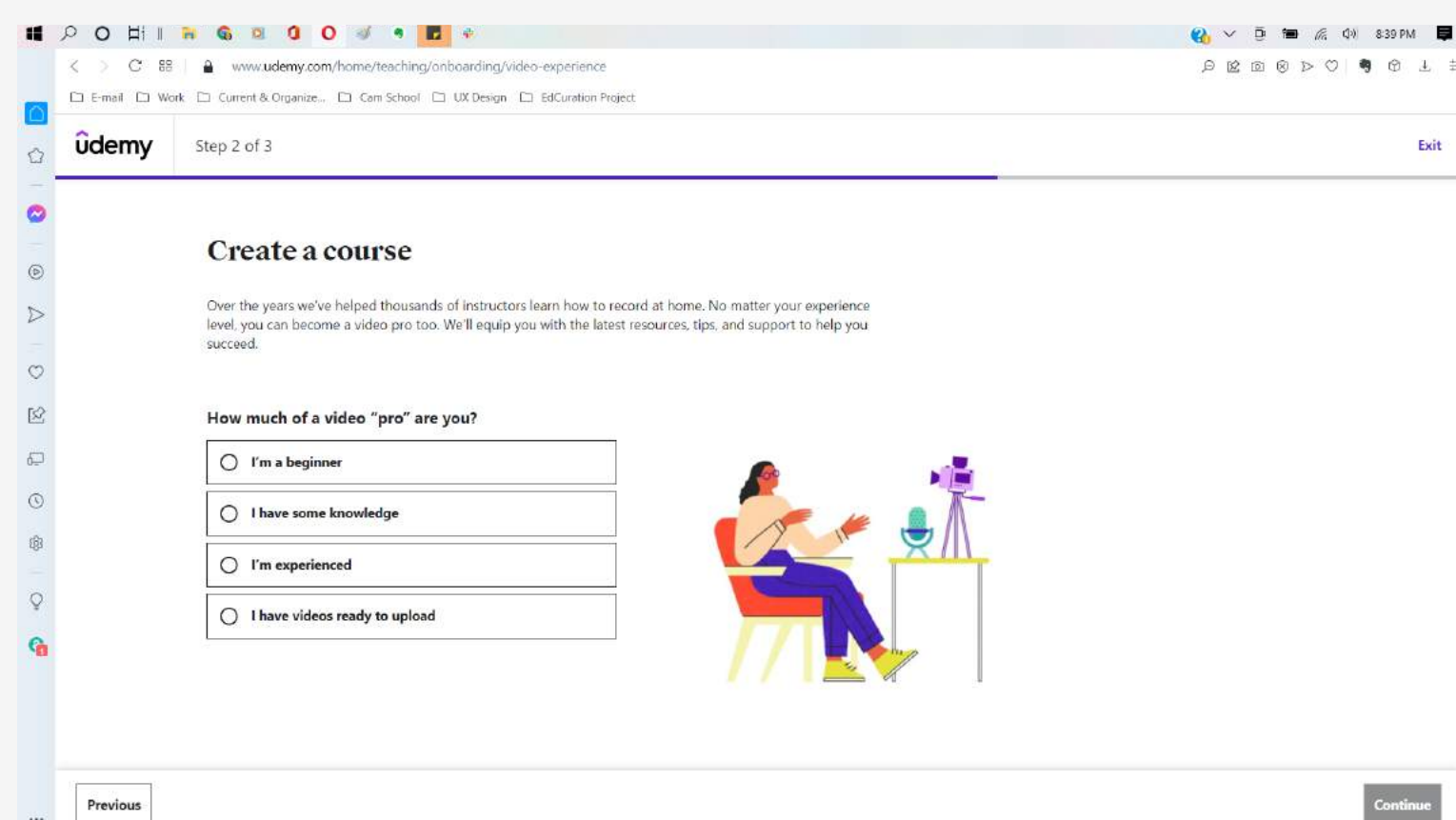
- Using selectable images, which are more engaging than simple text
- Speaking friendly, conversational tone
- Incorporating colour and illustrations



Airbnb – Selectable images



Upwork – Congratulations message

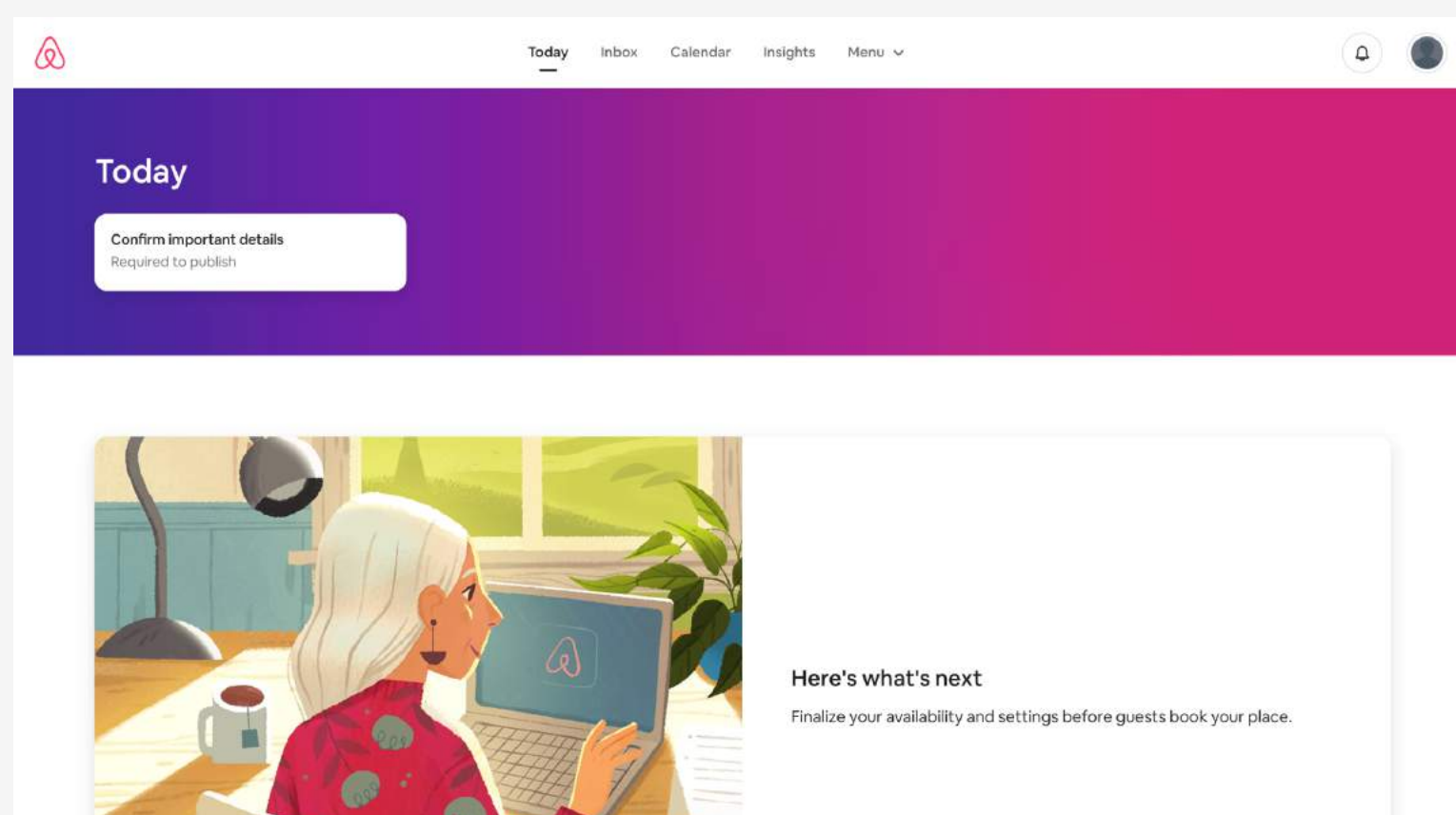


Udemty – Conversational tone and illustrations

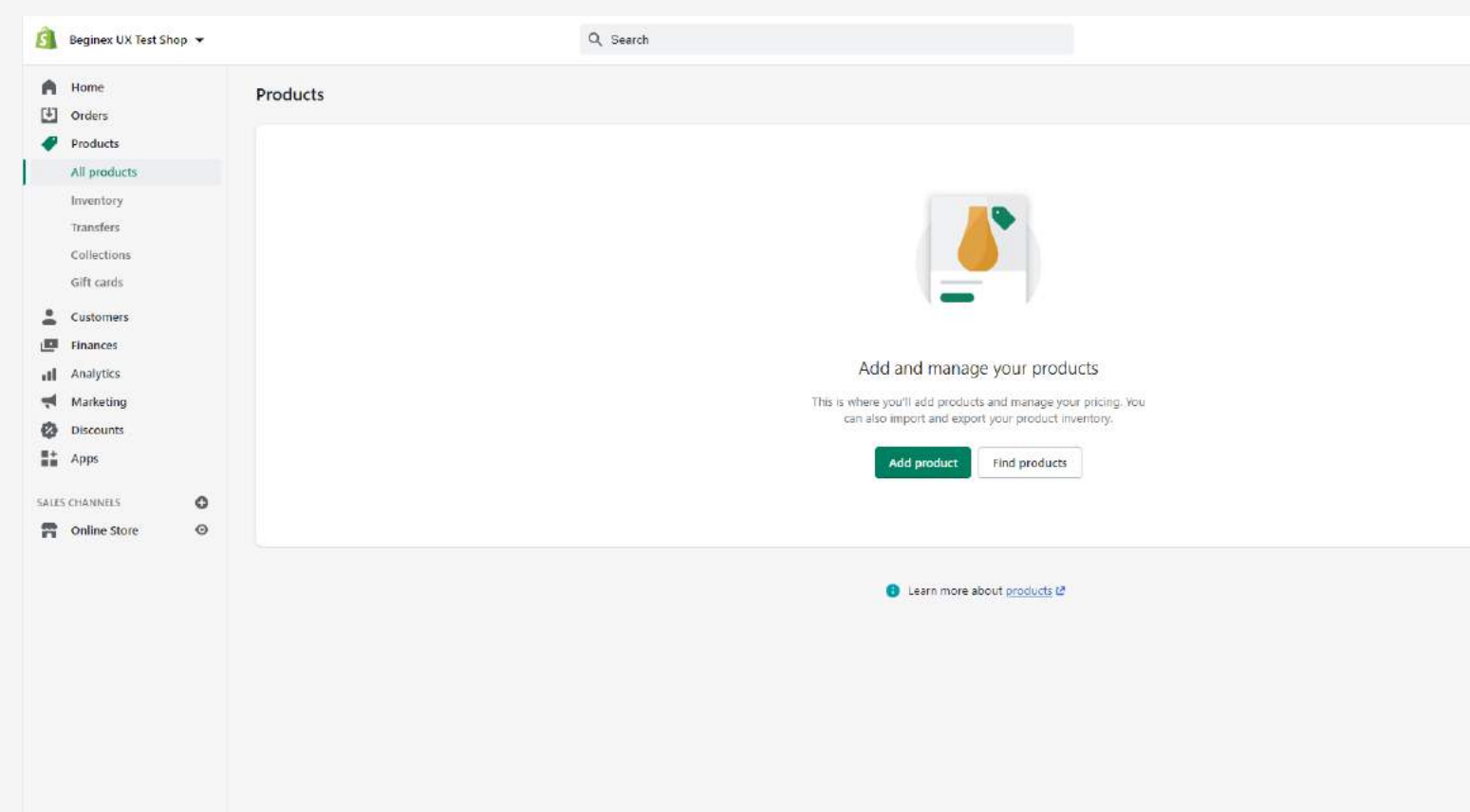
Great dashboards!

The dashboard may be the first thing users see everytime they log into your platform. Here are ways these companies make the best use of dashboard real-estate:

- Dynamic task lists that remind users what they have left to fill out in their profile
- Include placeholders so users know what's coming



Airbnb – Customized dashboard with reminders and prompts that encourage users to continue working on their listing

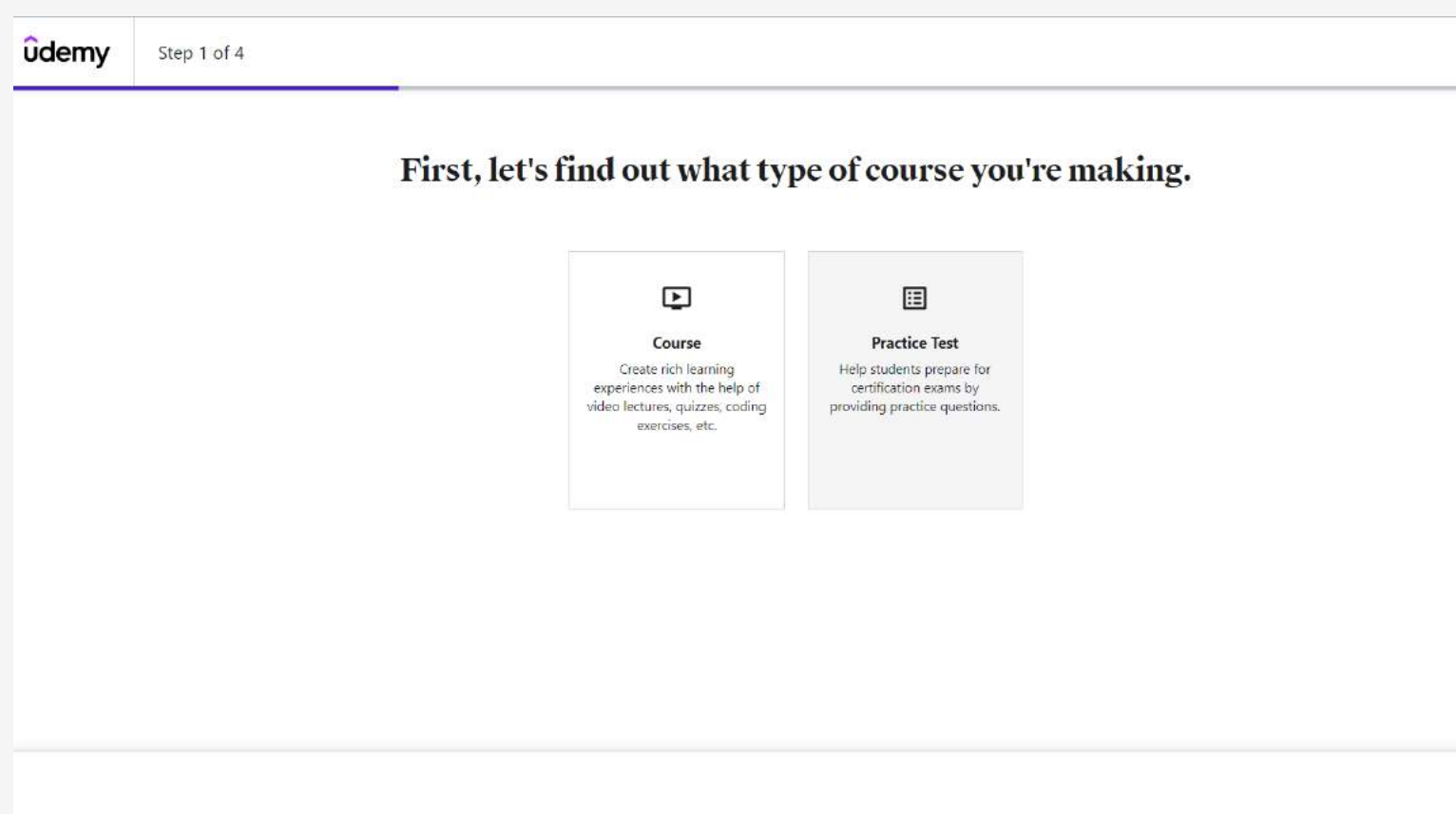


Shopify – Placeholder areas

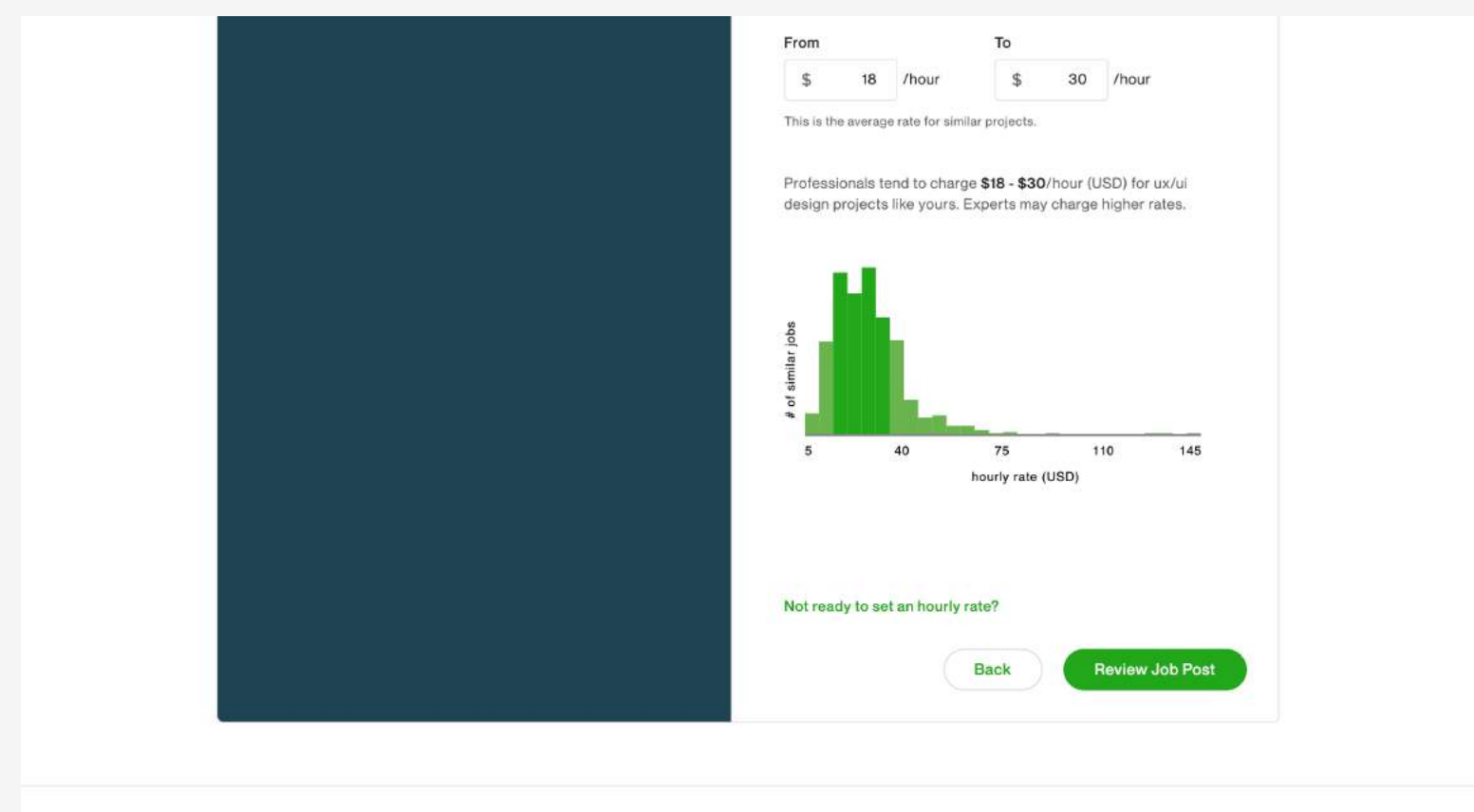
Don't make them answer all of the questions

These companies only ask their users to answer the most important questions, and give them the flexibility to provide more information if they want to. Here's how they do it:

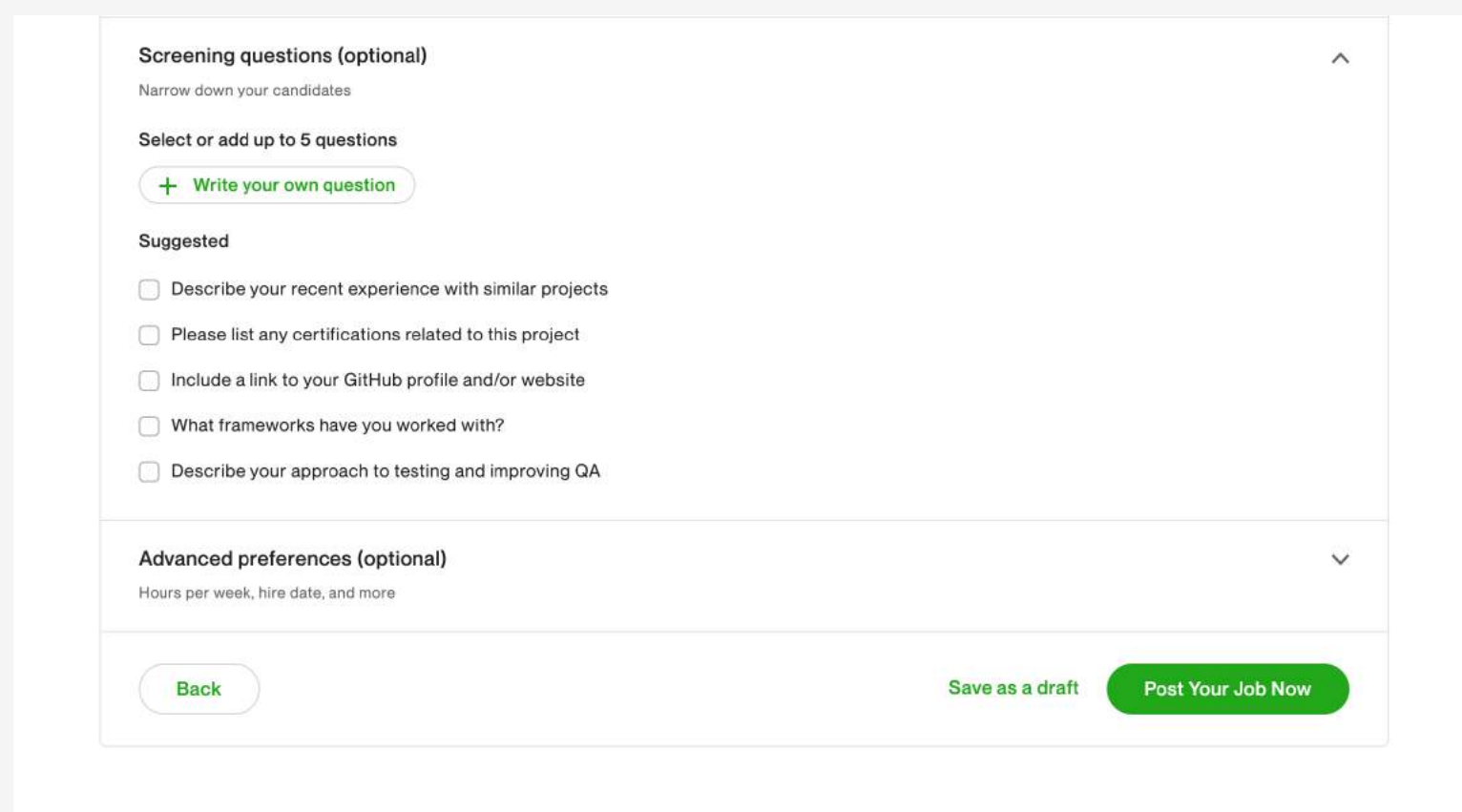
- Make it obvious if a question is optional
- Use milestone submission so users can submit the form when they have reached a certain step in the form, and then continue providing more information if they want to
- Don't prevent users from moving on to the next question (see UpWork's 'Not ready to set an hourly rate?')
- Tailor forms and questionnaires based on screener questions



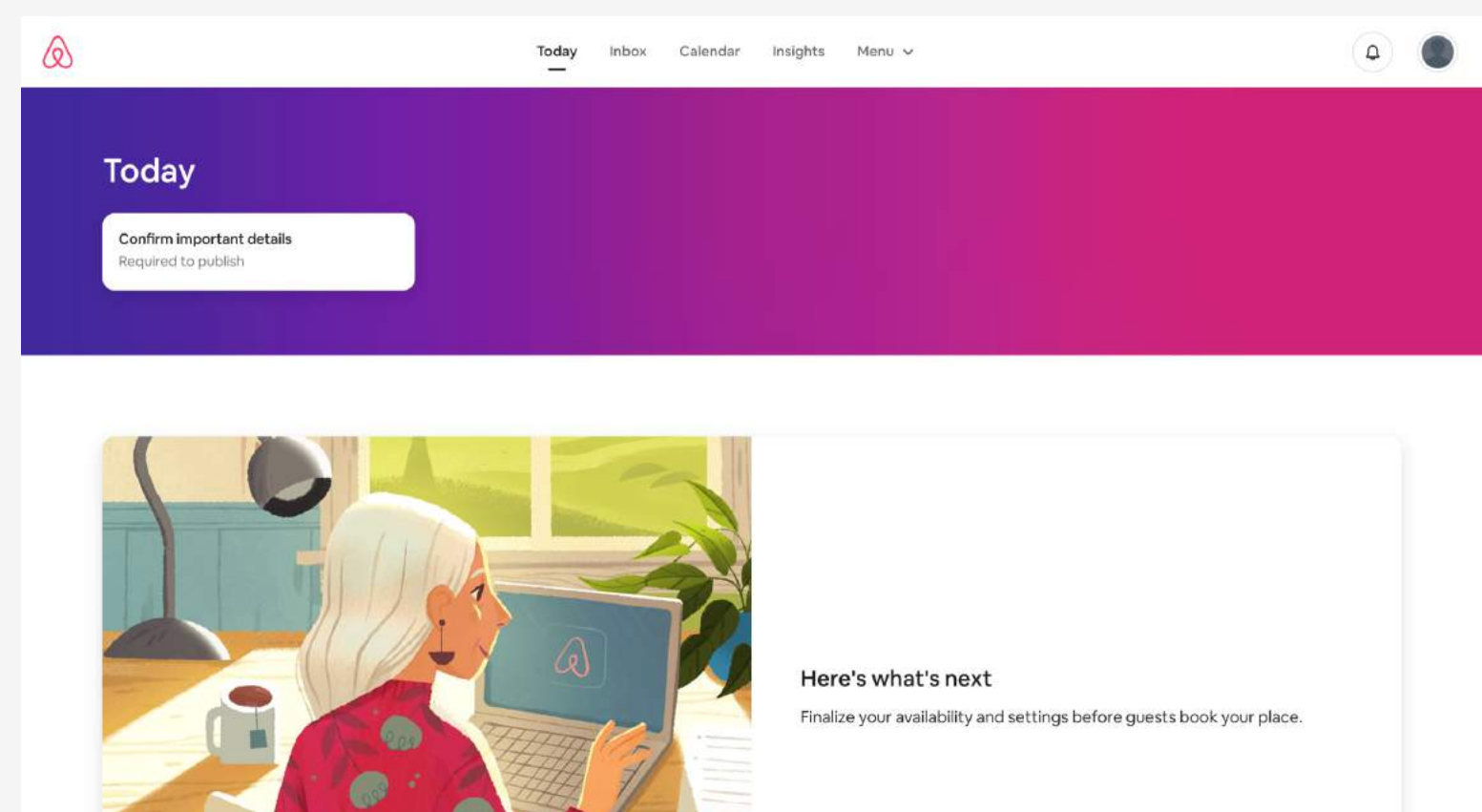
Udemey – Tailor the form to the user with a screener question



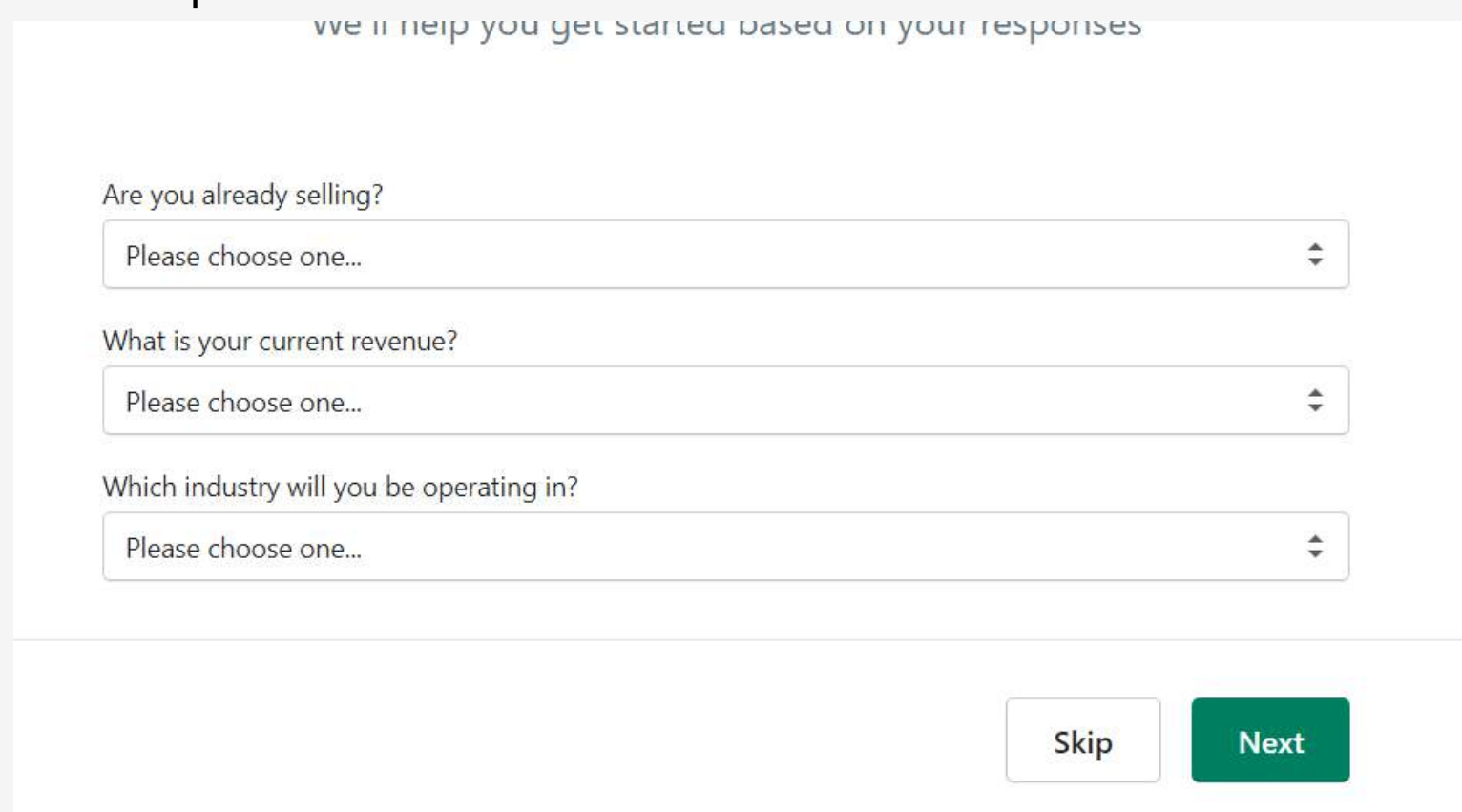
Upwork – 'Not ready to set an hourly rate?'



Upwork – Optional questions that allow some users to provide extra detail are hidden in an accordion



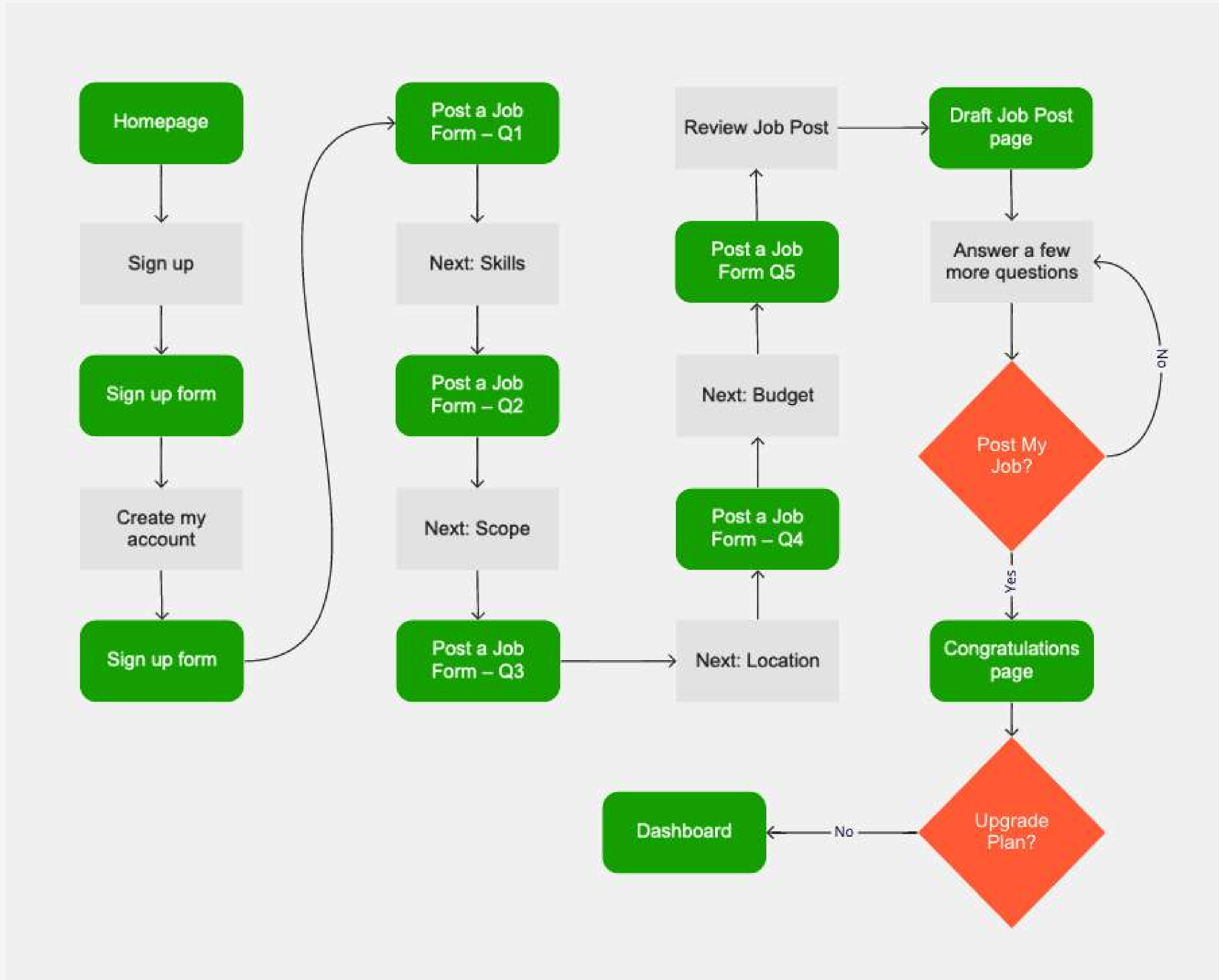
Airbnb – Customized dashboard with reminders and prompts that encourage users to continue working on their listing



Shopify – Skip button

Upwork

User flow for a business that wants to sign up and post a job.



Airbnb

User flow for a host that wants to sign up and list his home for rent.

