applicaster

FIRST-TIME USER EXPERIENCE (FTUE)

CHECKLIST ✓

Build a user-first onboarding experience that drives retention from day one.

Set the Foundation

☐ **Balance business needs with user experience**
Every FTUE element should serve the user first. If it doesn't, delay it or make it optional.

☐ **Let users explore before logging in**
Don't lead with a login wall. Allow users to browse content or use guest access first.

☐ **Tailor FTUE to your audience**
Adjust the experience based on who you're building for—sports fans, parents, news readers, and more.

☐ **Use preference selectors and smart recommendations**
Help users personalize their feed quickly and intuitively (e.g., favorite teams, regions, topics).

☐ **Start simple—don't overwhelm**
Keep onboarding light. Highlight what matters most and avoid long tutorials.

☐ **Use in-app messaging to guide over time**
Introduce features gradually after initial setup to avoid cognitive overload.

☐ **If login is required, do it right**
Make it smooth and valuable. Clearly communicate what users get in return (e.g., access to exclusive content).

Design for Navigation & Engagement

- [ ] **Clear, intuitive home screen**
  Include trending, personalized, and "Continue Watching" rows.

- [ ] **Prominent search functionality**
  Include autocomplete and filters for easier discovery.

- [ ] **Separate live and on-demand content**
  Set expectations and help users find what they want, faster.

- [ ] **Hero content that drives action**
  Highlight popular or exclusive content to spark interest right away.

- [ ] **Instant playback and seamless continuity**
  Let users watch with one tap and sync their progress across devices.

Retention Starts Day One

Make sure your app supports:

- [ ] **Push notifications (done right)**
  Send alerts users care about: "New episode dropped" or "Your team is live."

- [ ] **Cross-device syncing**
  Ensure favorites, progress, and watchlists move with your users.

- [ ] **Watchlists & progress tracking**
  Help users stay invested and return to what they started.

- [ ] **Offline downloads**
  Introduce this feature early to support on-the-go usage.

- [ ] **Lightning-fast load times**
  Buffering kills FTUE. Performance is non-negotiable.

Make Every First Impression Count

Zapp gives you the flexibility to tailor every step of the user journey—without lengthy development cycles.

Ready to offer a truly great app experience?

LEARN MORE ABOUT ZAPP