Ed Russell, June 16 2020

The registration problem

I wrote this as a way to collect my thoughts into something like a vision or argument, to accompany this [Miro board](). It is meant as a provocation.

Nobody wants to register.

People want to use a product, and they may accept that in order to do that, they might need to part with *some* information.

Babylon's existing approach to registration is as a one-time play at the start of every customer's experience. We try to collect all their information, before they know:

- why we need it
- what we will do with it
- what they will get in return for it.

We do this (presumably) to make our lives easier, in terms of data collection, and build. But it means a customer's first interaction with Babylon is designed around our needs, not theirs.

What if we designed for our customer's needs instead? What if we thought of registration as something that happens over time with minimal friction, and not as a barrier to entry?

Registration over time

Instead of trying to collect all the data we *might* need about a customer to enable them to use all our services at some future point, we could collect only the data we *need to enable them to use a particular service*, when they ask to use it.

So, when a customer tries to book an appointment, we work out if we have enough information for them to do so. If not, then we ask for it, but only then.

The advantages of this are:

1. We move from one gated product, to multiple gated services — which means customers can see what's on offer before handing over their information.
2. Registration forms can be shorter, as only a bare minimum of data would ever be collected in one go.
3. The data that is collected is contextualised by the service the customer wants to use (e.g. "We need your phone number so your clinician can call you").

This could be a service that can be called by any other part of the application to check — do we have this information? If not, ask it. This could be through modal forms that lay over the application, or could utilise the Assistant to provide more continuity and context.

The new first experience

That leaves us with the question of what we want our customer's first experience to look like (instead of what we want their registration to look like).

Some assumptions:[1]

- **Potential customers do not find the Babylon app by chance**. Whether through advertising, social media, or word of mouth, they are primed to Babylon to some extent and have made the decision to download the app.
- **A significant proportion also come with an idea or goal in mind.** They have downloaded the app because they want an appointment, or want to do a health assessment (perhaps because they saw an advert relating to that service)

If our goal is to activate a customer, to get them to their '*Aha! moment*'[2] as fast as possible, then we need to leverage those goals, the reason they downloaded in the first place.

But, how might we know their goals? Customers have either

1. Come to the app store via a link in an advertisement or piece of content. In which case we can track that, and know what that advert was for.
2. Or come organically, or via offline advertising. In which case, we can straight up ask them: "What do you want to do?"

In either case — we can then push them straight into the flow that will best serve them (and register them for it along the way).

As well as being better for the customer it allows us to test different value propositions by tweaking the options that come after the question. We can see what performs best and worst and start to factor that data into our product discovery.

We could also customise those options depending on the outcomes we want to push, or depending on environmental data we may already have for a customer (e.g. locale).

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[1] These are good starting points but need to be tested and proven/disproven.
[2] *"Activation is about the first experience your customer has with your product. It is not enough to get people to download your app and/or even sign up, if they are going to stop using the app right after. That's why it's crucial to get your user to the 'Aha Moment'"*