What is onboarding?

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"The process of getting users familiar with a new interface,

using

dedicated flows and UI elements that are not part of the regular app interface.

It can involve one or more of the following components:

feature promotion, customization, and instructions."

Nielsen Norman

It can be seen as guided interaction

"Support in the context of a user's interaction with a product,

instead of a one size fits all piece of instruction at the beginning of the onboarding experience."

Krystal Higgins

Onboarding v Training

Training covers the whole of the product

Onboarding is about the key tasks needed to get started

It's more than orientating new users

"It can provide different methods that suit users who are in different situations

It can be part of long-term guidance within products

Existing users may also be onboarded when new features or redesigns are released."

Krystal Higgins