

A Simple Message, A Deeper Problem

Current onboarding is too much work. I just want to start chatting right away.



Expected: Just a UX polish item. Add skip buttons.

Reality: The quiet failure of the entire onboarding funnel.

The Funnel Nobody Survives

1. Choose relationship mode

2. Choose interaction mode

3. Choose relationship type

4. Write a backstory

5. Pick a nickname

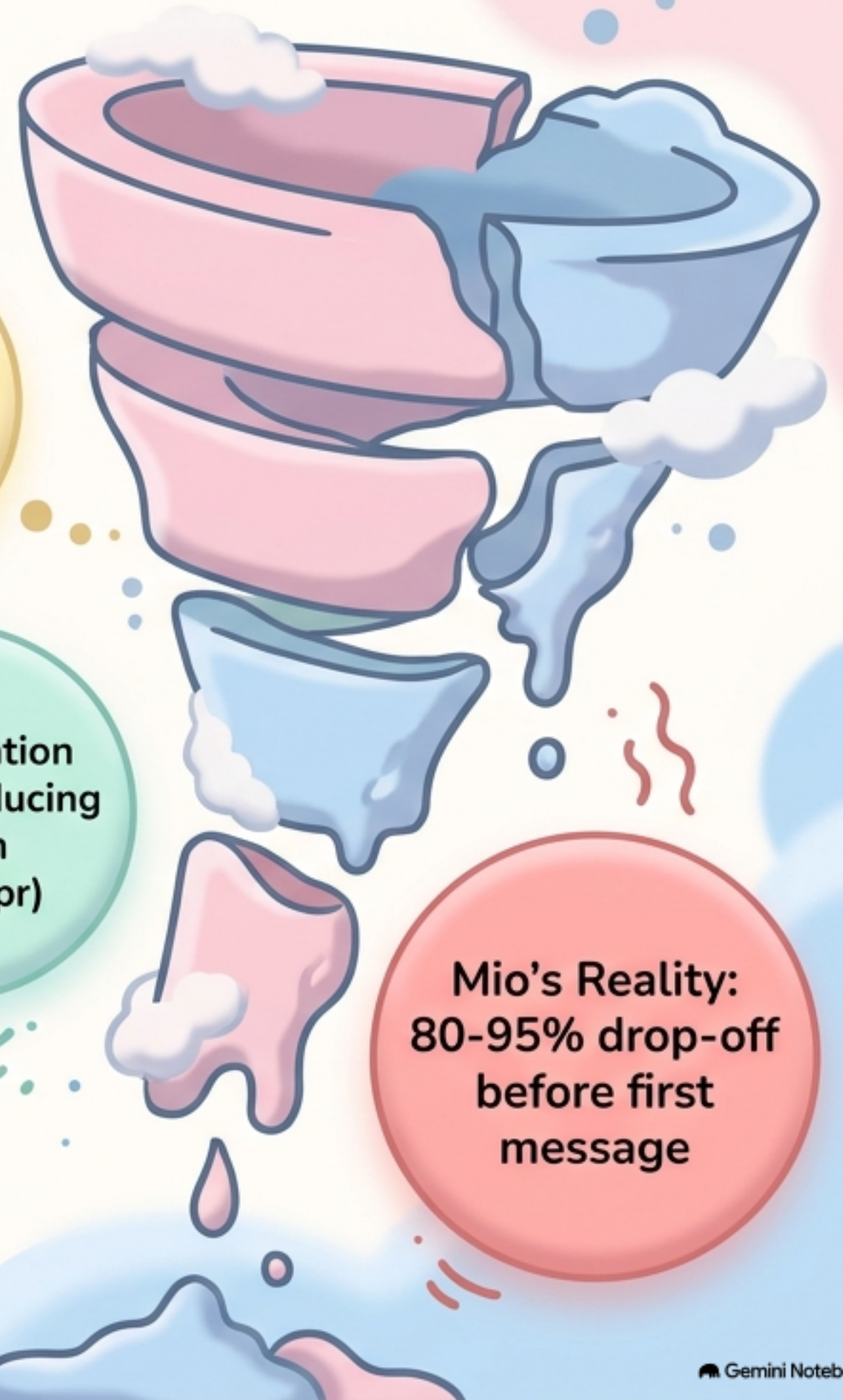
6. Tell us about yourself



Every 60s of onboarding = 40% drop-off (Coinbase)

53% retention lift from reducing friction (Protypy)

Mio's Reality: 80-95% drop-off before first message



The Paradigm Shift

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OLD PHILOSOPHY

Configure first, chat later.

Metaphor: Customer at a counter filling out forms.

Problem: Front-loading decisions before the user has context. Asking users to do the product's job.

NEW PHILOSOPHY

Everything emerges from the relationship.

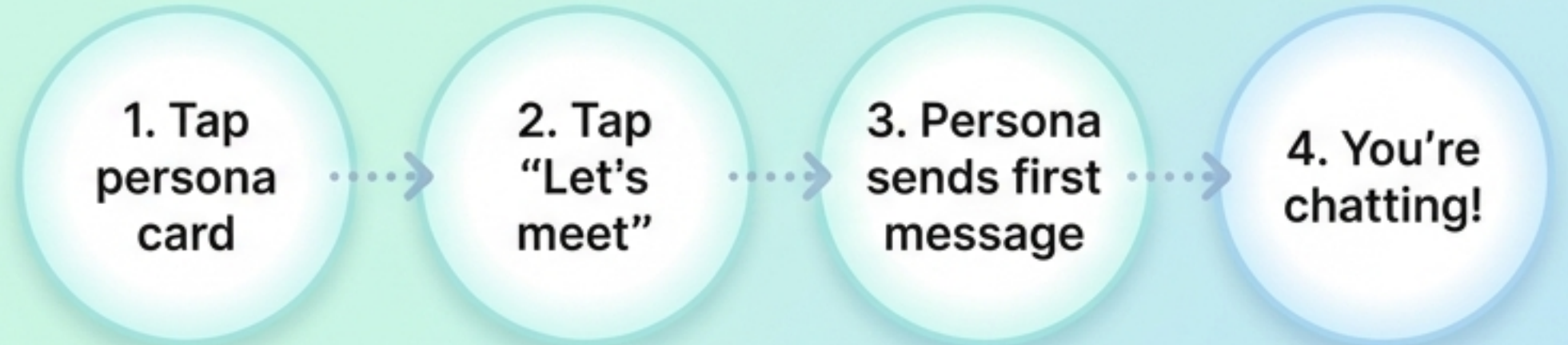
Metaphor: Meeting a new person at a friend's gathering.

Solution: Value comes first.
Personalization follows naturally through shared conversation.

Radically Simplified Onboarding



7 complex steps ending in "Finally start chatting"
Metrics: 3-5 minutes time to value. 80-95% drop-off.



Metrics: Under 30 seconds time to value. **Zero friction.**

Data Gathered Organically Over Time



Backstory: Relationship depth and interests build gradually over time, replacing creative writing chores.

Nickname: Gathered instantly when the companion asks during the first chat.

Preferences: The memory pipeline naturally observes how you write and adapts.

Takeaway: Don't front-load configuration. Let the relationship unfold and capture everything along the way.