

Onboarding, Sign-Up, and First-Run Changes

Hi Alex, here's your personalized Deep Research Briefing on **Onboarding, Sign-Up, and First-Run Changes**.

Quick summary: Agents are now redesigning onboarding flows themselves, and connector-first setup is replacing native features as the speed lever for new users.

Over the past two weeks, changes to onboarding and first-run experiences cluster around four patterns: agentic optimization of setup flows, identity and access friction reduction, connector-driven first-run expansion, and infrastructure-level speed as an onboarding lever.

Agents Optimizing Their Own Onboarding Flows

Amplitude is using its Wave self-improving product agent to redesign onboarding across several product areas, and the reported lifts are large. The company says new customers completing at least one source connection during AI Feedback setup rose from 5% to 69% after Wave rebuilt the setup page around connectors, and personalized data-source recommendations lifted first-event conversion from 17% to 25% while cutting setup [time by a minute](#). Amplitude frames this as evidence Wave generalizes across setup, activation, and engagement rather than optimizing a single flow, and is rolling it out more aggressively to willing customers ¹.

WorkOS made two smaller but concrete polish changes to its AuthKit signup experience: [live, real-time feedback](#) showing which password requirements a user has met as they type, closing what the company calls a usability gap that is table-stakes in modern auth flows.

Reducing Setup Friction Through Governance and Templates

Several companies shipped changes that make first-run configuration faster by giving users pre-built starting points or removing manual setup steps:

Company	Change	What it removes
ClickUp	Super Agents can be cloned or templated instead of built from scratch	Manual agent construction on first use
Notion	Skills API lets teams define a workflow once in Notion and deploy it across ChatGPT, Claude, and other agents	Rebuilding the same workflow per platform
Zapier	Zapier MCP now auto-activates inside Claude for Small Business when Claude hits an app it doesn't natively support, backed by 40+ ready-made Cowork skills	Manual integration setup for unsupported apps
Lovable	Public remixable projects and templates now show app previews before sign-in or before remixing ²	Sign-in wall blocking evaluation of a template

Lovable's Business and Enterprise tiers also added SCIM-managed membership locking and mandatory two-factor authentication, alongside admin control over SAML certificates and OIDC secrets, moving identity setup further upmarket toward enterprise compliance requirements ². WorkOS separately gave SCIM directories a 30-day request log with debug messages explaining provisioning [failures in plain language](#) rather than raw JSON, addressing the common failure mode where neither the identity provider nor the receiving app can see both sides of a broken sync during setup.

Connector-Led First-Run Expansion

The clearest pattern in this window is companies expanding what a new user can plug in during their first session, rather than changing the sign-up screen itself:

- Meta's Muse added a Plaid integration for automated transaction [tracking and budget updates](#), then added Notion and Granola connectors for docs and meeting notes ³, all accessible from the Mac app with [minimal configuration](#). Granola's own connectors into Notion and Muse went live the same week, explicitly framed as making cross-platform note connectivity "[easy to use](#)" from the Mac app.
- Meta also launched a referral program for Muse offering 1 billion tokens each to referrer and new signup, [capped at 20 invites](#), with early access to unreleased features (including a teased phone-calling capability) for users who complete all 20.
- Stripe opened its Muse connector API to outside developers, letting them build integrations that Muse's agent can discover and route users to automatically, with Stripe supplying the agent runtime, browser context, and intent-matching ⁴.

- PostHog moved twelve Data Warehouse sources (Close, App Store Connect, Webflow, Pipedrive, Freshdesk, MailerLite, Eventbrite, ChartMogul, Postmark, Apollo, Cloudflare, SendGrid) from prerelease to general availability, removing a stability gate for teams onboarding those integrations into production ⁵.

The shared logic across these moves is that first-run value now depends less on the product's native feature set and more on how quickly it can connect to tools a user already has running.

Cutting Time-to-First-Result Through Infrastructure

Several companies attacked onboarding speed at the infrastructure layer rather than the UI layer:

- Lovable rewrote its Vite dev server in Rust, removing the Node.js dependency, which cut sandbox acquisition time from 14 seconds to [3 seconds](#), a 4.6x improvement, alongside 4x better memory usage and 2x faster cold starts.
- Vercel cut build start time for Secure Compute and Static IP deployments from 6.7 to 2.4 seconds ([64% faster](#)) by prewarming build containers instead of booting them on demand, applied automatically with no configuration change required.
- Vercel CLI added sub-second ([roughly 802ms](#)) deployment for eligible static artifacts, skipping the build step entirely for small directories, so a first deploy returns a live URL almost immediately.
- Vercel CEO Guillermo Rauch said the company added 1.4 billion deployments in the last ten months, versus ten years to reach its first billion, and has reduced end-to-end deployment (including CDN propagation, domain assignment, firewall, and rollback) to about one second ⁶. Rauch frames deployment speed itself, not language or model choice, as the primary lever for [software velocity going forward](#).

Consolidating Fragmented First-Run Surfaces

Anthropic merged Claude Cowork and chat into a single interface that automatically routes a new prompt between a quick answer and deeper agentic work, removing the decision a first-time user previously had to make about which product to open ⁷. The same update folds in Claude Design so users can request slides, docs, or designs inline without switching apps, while still letting them stop or [redirect Claude's approach](#).

Claude Code separately picked up fallback support for AGENTS.md configuration files

[when CLAUDE.md is absent](#), a small compatibility change that reduces first-run setup friction for teams already using a competing convention.

Lovable made a parallel move on its own chat surface, consolidating separate @, /, and + menus into one unified "Add context" group for skills, projects, [connectors, designs, and files](#), so a new user has one place to look rather than three.

Shared Patterns Across These Moves

- **Agents are increasingly used to optimize the onboarding they themselves sit inside**, not just to perform tasks after onboarding is complete, as shown by Amplitude's Wave results ¹ and PostHog's automated feedback-triage loops that route friction reports to merged pull requests [within hours](#).
- **Sign-in and setup walls are coming down for evaluation, not for use.** Lovable lets people preview templates and remixable apps before signing in ², while identity and governance controls (SCIM, mandatory 2FA, SAML management) are being [tightened for paid tiers](#) at the same time, suggesting friction is being removed at the top of the funnel and added back at the enterprise-access layer.
- **Connector breadth is treated as a first-run feature in itself.** Muse's expanding integrations with Plaid, Notion, and Granola ^{8,3,9}, Stripe's [open connector API](#), and PostHog's [newly GA data sources](#) all point to onboarding being measured by how fast a user's existing tools show up inside the new product, rather than by a linear setup wizard.
- **Speed improvements at the infrastructure layer are being marketed as onboarding wins.** Lovable and Vercel both frame lower-level engineering work, sandbox acquisition and build/deploy latency, explicitly in terms of what a new user experiences in their first minutes ^{10,11,12}.

[Read the full report](#)



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