



Gumloop Onboarding

— Product Teardown

A breakdown of user experience, value, and onboarding flow

Product Overview

What is Gumloop?

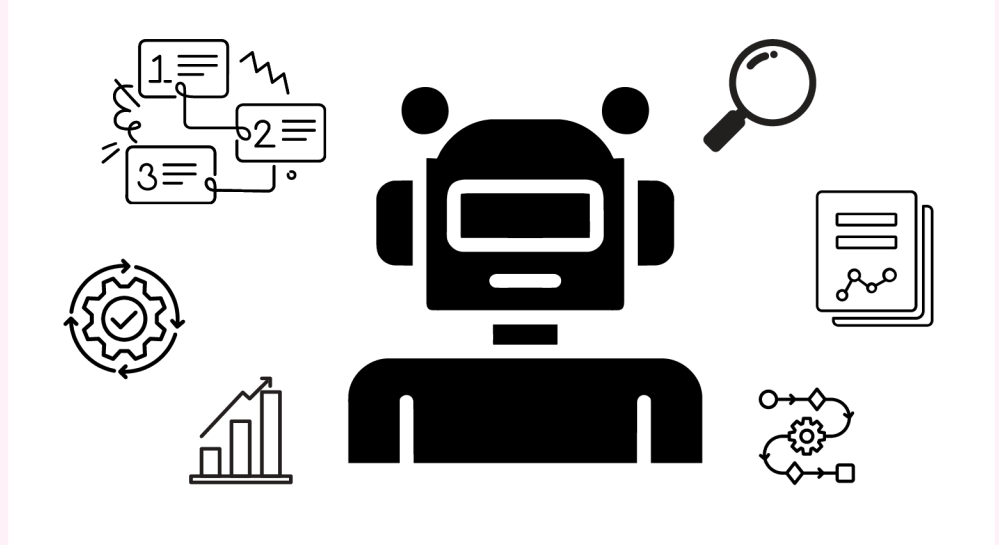
Gumloop is a no-code AI automation platform that enables users to create workflows using drag-and-drop modules. It simplifies repetitive operational tasks by combining AI models, APIs, and data connectors in a single interface.

What it enables:

- Build workflows without coding
- Connect apps, data, and AI models
- Automate research, content creation, data extraction, and reporting
- Run workflows instantly or schedule them

Core Purpose

To help non-technical users automate tasks quickly without writing code.



Founded: 2023

Team Size: ~10

Total Funding: ~\$20M

Raised \$17 M in Series A + \$3.1M seed, for a total of ~\$20 M

Key Actors



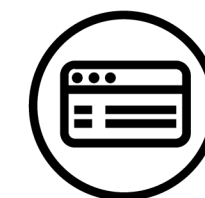
End Users:

Freelancers, creators, marketers needing fast automation



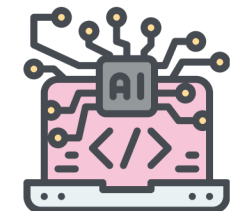
Business Teams:

Sales, Ops, Support teams automating daily workflows



Admins:

Manage integrations, permissions, and workspaces




AI/Integration Layer:

Connects LLMs and third-party apps to automate tasks

Business Model & Target Segment


Business Model

 **Free**
Free

Get started for free

Free:


- 2,000 free credits to try workflows

 **Solo**
Starts at \$37 / month

Select Plan

Solo:


- Starts at \$37/month
- 10,000 credits, scales up based on workflow volume

 **Team**
Starts at \$244 / month

Start free 14-day trial

Team:

- Starts at \$244/month
- ~60,000 credits + collaboration features

 **Enterprise**
Custom Pricing

Contact sales

Enterprise:

- Custom pricing
- Advanced security + unlimited workflows

Revenue Logic:

- Usage-based credits
- More workflows = higher recurring revenue



Use Cases:

- Invoice processing
- Email parsing and summarization
- Competitor analysis
- Automatic content generation / outreach



Target Segment Size

Workflow Automation Market (Global 2025):
\$23.8B

Projected Market 2030:
\$37.45B

CAGR: ~9.5%

Competitors



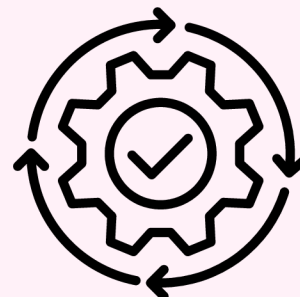
Open-source automation system



Workflow automation with AI agents



No-code automation, complex but powerful



Gumloop's Edge:

- More AI-first modules
- Simpler builder for beginners
- Faster workflow creation

User Personas

Persona 1



Name: Aisha Sharma

Age: 24

Role: Freelance Social Media Manager

Location: Pune, India

Goals

- Automate repetitive tasks (email replies, content drafts, client reports)
- Save time and scale her freelance income
- Use simple, no-code tools instead of hiring help
- Deliver faster results to clients

Pain Points

- Too many manual, repetitive tasks
- No coding knowledge → scared of complex tools
- Gets overwhelmed by workflow builders
- Switching apps (Gmail → Sheets → Canva → ChatGPT → Notion) wastes time
- Needs automation but doesn't know where to start

Persona 2



Name: Rahul Mehta

Age: 32

Role: Operations Lead at a mid-size startup

Location: Bengaluru, India

Goals

- Automate internal processes (reporting, data pull, CRM updates)
- Reduce dependency on engineering for small workflows
- Improve team efficiency with AI-driven automation
- Ensure accuracy and consistency across workflows

Pain Points

- Existing tools feel expensive and complex
- Team members struggle to understand multi-step logic
- Hard to monitor errors or workflow failures
- Needs faster setup without long onboarding
- Wants something reliable that non-technical employees can use

User Journey Mapping

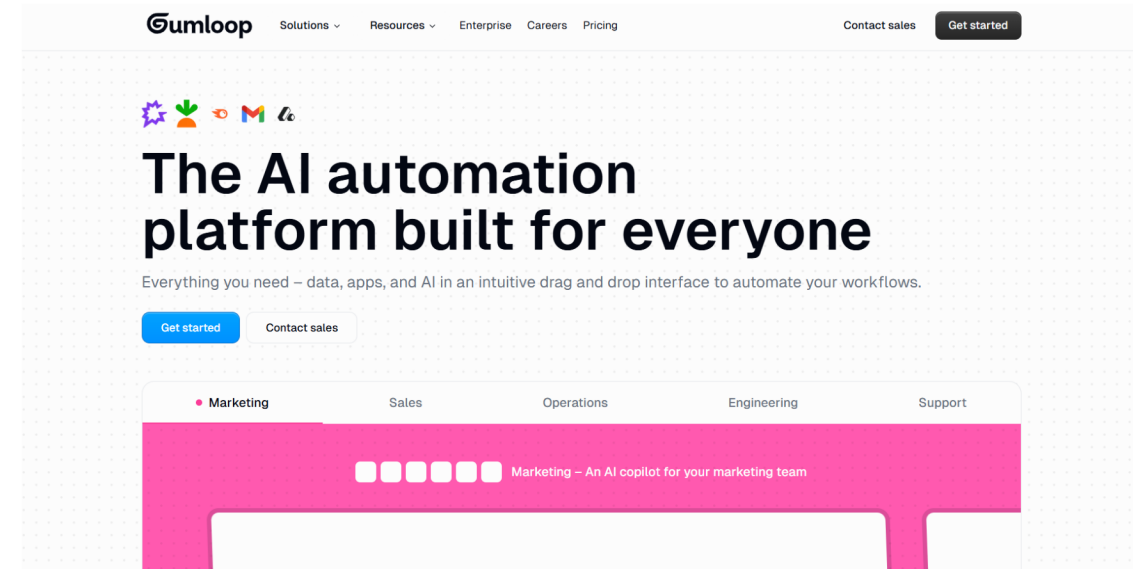
Stages

Visual Flow

System Query/ User Action

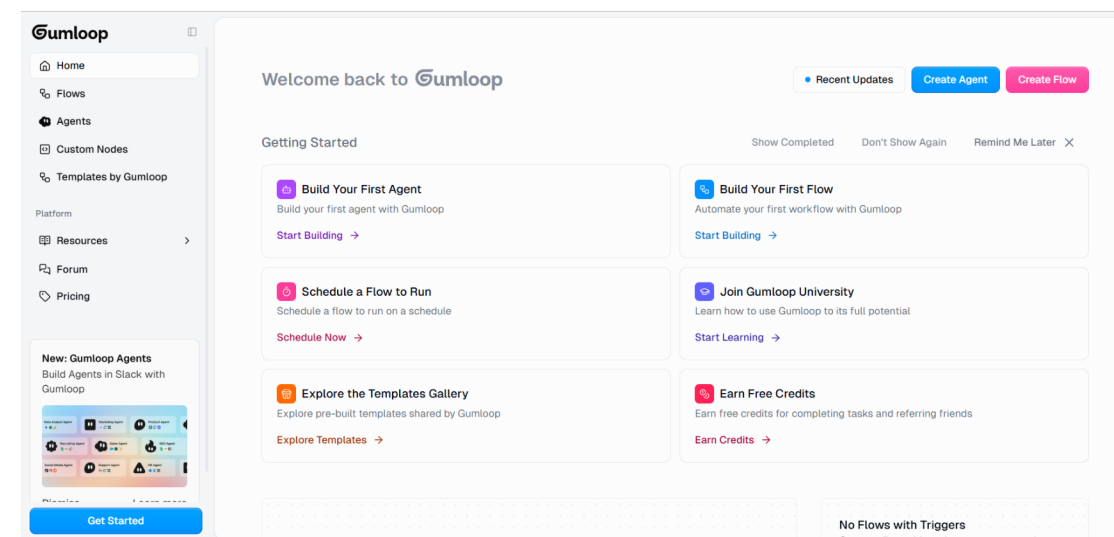
Stage 1: Acquisition & Entry

Step 1: Landing Page (Discovery)



- User Action: User arrives at the homepage with the value proposition "The AI automation platform built for everyone."
- Decision: User clicks "Get started" to begin.

Step 2: Dashboard



- User Action: User arrives at the Dashboard where different templates and agents are presented.
- Decision: User clicks "Create Flow" to begin.

User Journey Mapping

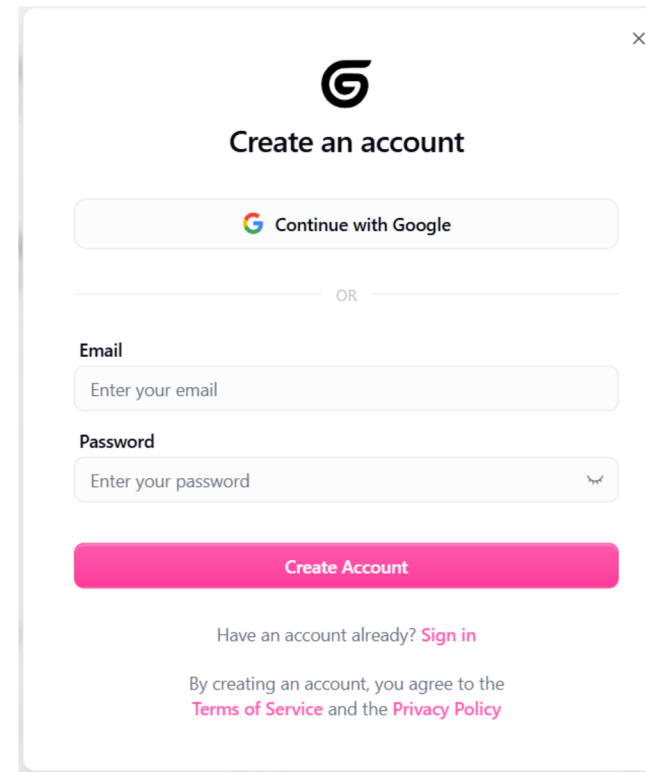
Stages

Visual Flow

System Query/ User Action

Stage 2: Registration (Sign-up)

Step 1: Authentication

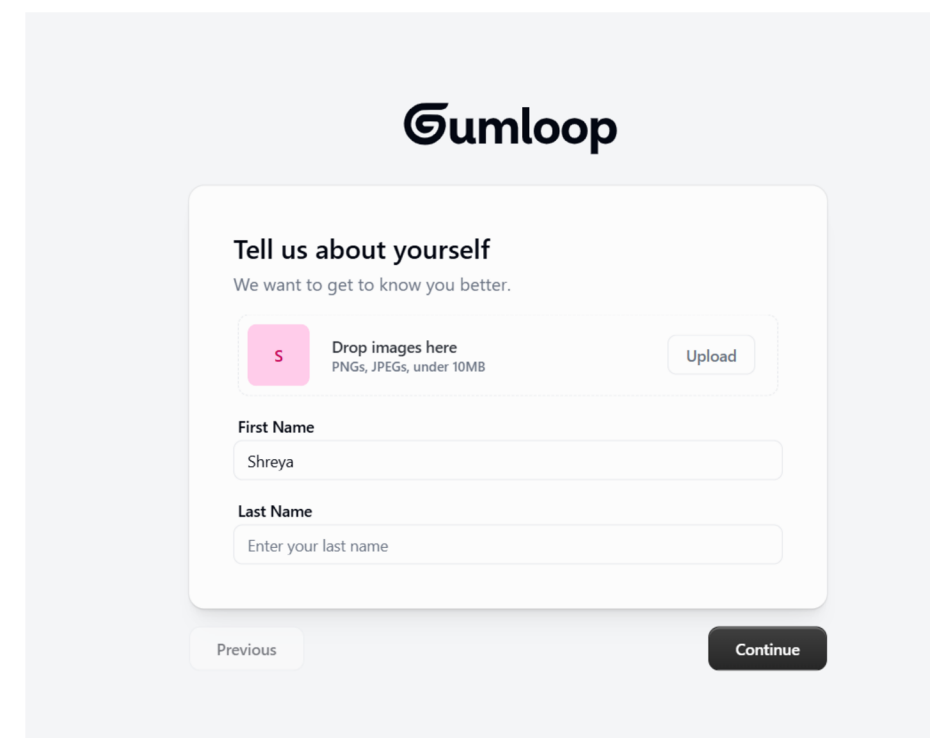


The screenshot shows a modal window titled 'Create an account' with a logo at the top. It features a 'Continue with Google' button, an 'OR' separator, and two input fields for 'Email' and 'Password'. Below the inputs is a prominent pink 'Create Account' button. At the bottom, there is a link for 'Sign in' and a disclaimer: 'By creating an account, you agree to the Terms of Service and the Privacy Policy'.

- User Action: User is presented with a modal to create an account.
- Input: User chooses between "Continue with Google" (SSO) or manually entering Email/Password.

Stage 3: Onboarding & Profiling (Data Collection)

Step 1: Identity Setup



The screenshot shows a form titled 'Tell us about yourself' with the Gumloop logo at the top. It includes a profile picture upload area with a pink 'S' icon and an 'Upload' button. Below are input fields for 'First Name' (containing 'Shreya') and 'Last Name' (containing 'Enter your last name'). At the bottom, there are 'Previous' and 'Continue' buttons.

- System Query: "Tell us about yourself!"
- User Action: User enters First Name and Last Name. Option to upload a profile picture.

User Journey Mapping

Stages

Visual Flow

System Query/ User Action

Step 2: Role Segmentation

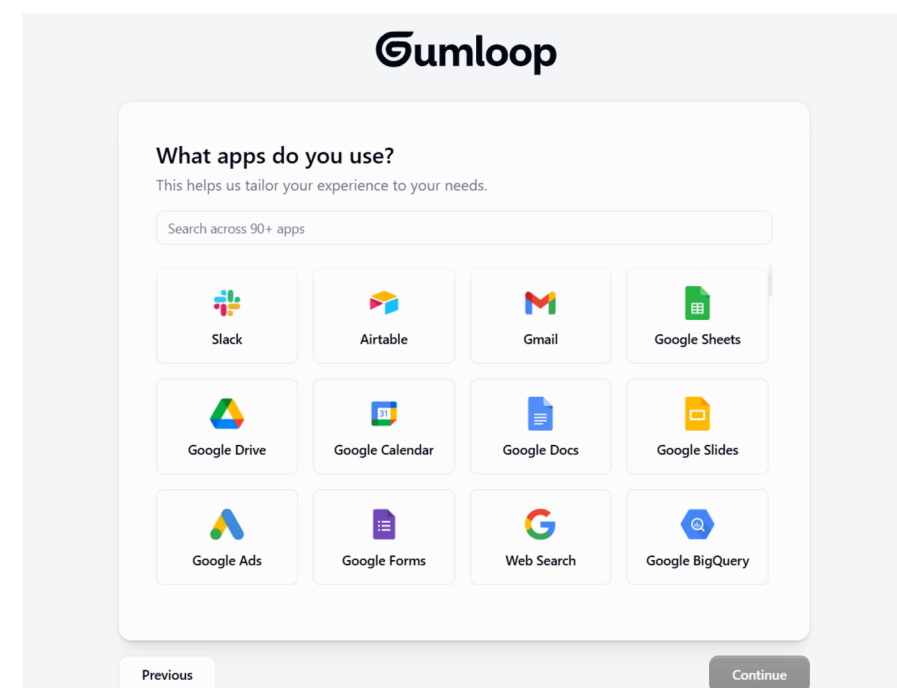


The screenshot shows a form titled "What's your role?" with the subtitle "We want to get to know you better." Below the subtitle is a list of six roles, each with a colored icon, a brief description, and a radio button. The "Operations" role is selected, indicated by a blue dot in its radio button. At the bottom of the form are "Previous" and "Continue" buttons.

Role	Description	Selected
Sales	Auto-prospect, instant follow-ups, cleaner CRM	<input type="radio"/>
Marketing	Monitor trends, enrich and personalize at scale	<input type="radio"/>
Operations	Sync, clean, and route data in real time	<input checked="" type="radio"/>
Support	Triage, summarize and resolve requests	<input type="radio"/>
Engineering	Ship reliable AI automations without the headache	<input type="radio"/>
Other	Passionate about AI and automation	<input type="radio"/>

- System Query: "What's your role?"
- User Action: User selects their specific function to tailor the experience (e.g., selects "Operations").

Step 3: Tailor Experience



The screenshot shows a form titled "What apps do you use?" with the subtitle "This helps us tailor your experience to your needs." Below the subtitle is a search bar labeled "Search across 90+ apps". Underneath is a grid of 12 app icons, each with its name below it. At the bottom of the form are "Previous" and "Continue" buttons.

App	App	App	App
Slack	Airtable	Gmail	Google Sheets
Google Drive	Google Calendar	Google Docs	Google Slides
Google Ads	Google Forms	Web Search	Google BigQuery

- System Query: "What apps do you use?"
- User Action: User selects the specific apps they use to tailor the experience.

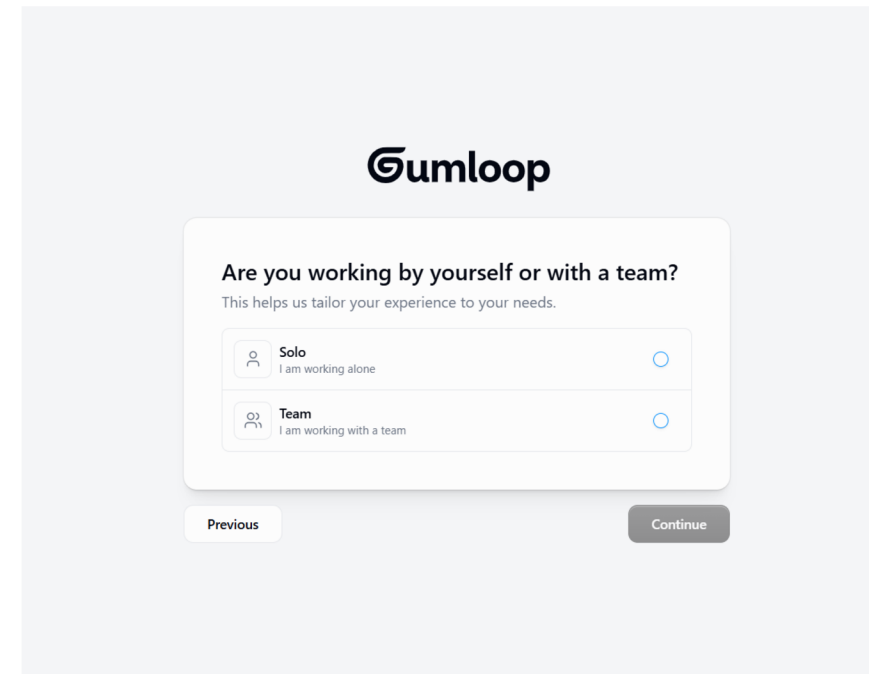
User Journey Mapping

Stages

Visual Flow

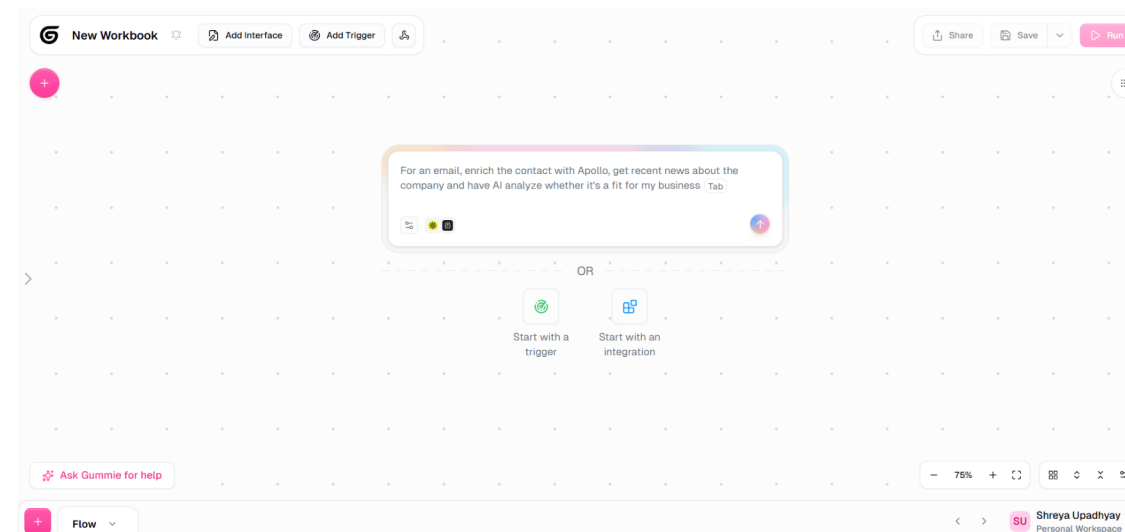
System Query/ User Action

Step 4: Usage Context



- System Query: "Are you working by yourself or with a team?"
- User Action: User defines the workspace type (e.g., selects "Solo" or "Team").

Onboarded



- First workflow execution creates a strong "Aha moment."

Key Insights and Recommendations



Key Insights

- Templates enable fast value discovery.
- Clean UI eases adoption for non-technical users.
- Workflow Builder is the main friction point for newbies.
- First workflow execution creates a strong "Aha moment."
- Onboarding is smooth.



Recommendations

- Add first-time tooltips in the Builder.
- Role-based onboarding → suggest relevant templates.
- Include GIF/video previews for templates.
- Better template categorization to reduce choice fatigue.
- Improve empty states → guide users with prompts/examples.

Success Metrics



North Star Metric :

% of Users who successfully run their first workflow

Supporting Success Metrics

Activation & Completion

- % of users completing onboarding
- Time to complete onboarding flow
- % of users running first workflow

Engagement & Interaction

- Templates viewed per user
- Tooltips / guide interactions clicked
- First workflow success rate

Retention & Satisfaction

- 7-day retention post-onboarding
- NPS / satisfaction score from new users
- Drop-off points during onboarding

Thank You

