

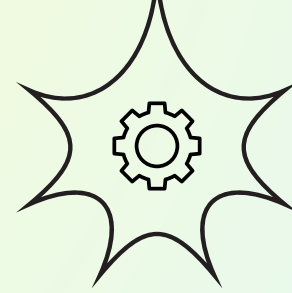


A deep dive into how Make.com welcomes, engages, and converts new users in their automation journey

Product Tear down



About the Company:



Make.com (formerly Integromat) is a no-code, visual-first automation platform that helps users build complex workflows using drag-and-drop logic. It connects 3,000+ verified apps, empowering individuals and teams to automate tasks effortlessly.



Business Model:



[plans scale with task volume, integrations, and team features.]

◆ \$29.95B

AI Workflow Automation Market (2025)

◆ 3.1M

Total Users on Make (2024)

◆ 5.6B

Total Automations on Make (2024)

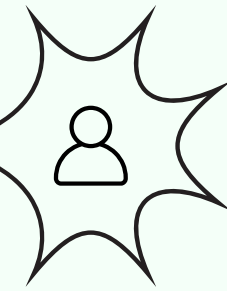
Positioning: "Make anything you can imagine, without writing code."

Competitive Landscape:

Competitor	Strength	Make's Edge
zapier	Simplicity & reliability	Advanced visual builder
n8n	Open-source flexibility	More polished UI & integrations
Pabbly	Affordable	Broader enterprise appeal
Airtable	Built-in for data workflows	More flexible cross-app automations

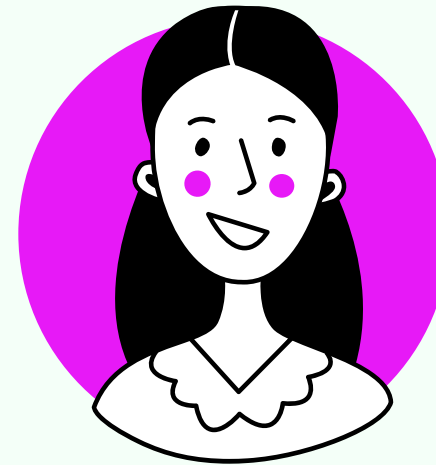
[**Make** differentiates itself through visual clarity and creative freedom, targeting creators, developers, and businesses aiming to scale automation without deep tech skills.]

Target Users:



- Startups, agencies, and enterprises automating workflows
- Non-tech teams (Ops, Marketing, HR, etc.)
- Freelancers and creators boosting productivity

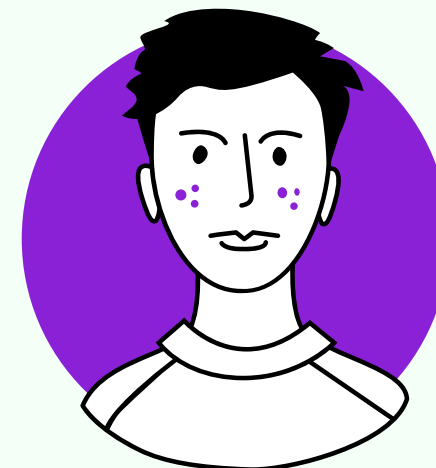
Sample Personas:



Maya

[Marketing Ops Manager, 29]

Goal: Automate campaign reports & CRM syncs
Pain: Repetitive manual tasks, no coding skills
Need: Reliable, visual automation tool

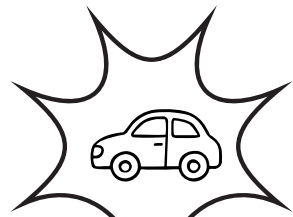


Rohan

[Automation Consultant, 35]

Goal: Build complex client workflows
Pain: Scalability and visual debugging
Need: Customization, scalability, and AI support

User Journey Mapping



Scenario: Searching for an AI-powered workflow automation tool

ai workflow automation tool

Assistant Images Sources · 20 Steps

N8N
https://n8n.io
AI Workflow Automation Platform & Tools - n8n
To quote "A solid automation tool that just works." 200k+ community members ... Case Studies Zapier vs n8n Make vs n8n Tools AI agent report · Affiliate ...

Whalesync
https://www.whalesync.com/blog/best-ai-workflow-automation-tools-2025
Best AI Workflow Automation Tools (2025)
20 Jan 2025 — If you're looking for more AI workflow automation tools, we built an AI tool directory with over 1000 tools. You can filter by role or tag ...

Make
https://www.make.com/en
1. Discovery: Automation Software & Tools | Make
vs you to visually build, scale and automate AI and agentic workflows. User...

- Make.com appears in top 5 results → visibility strong but can improve ranking.
- 🧐 Feeling: Curious but slightly hesitant due to many competitors.

make

What is Make | Make + AI | Solutions | Resources | Partners

Visually orchestrate your AI automation in real time

Make gives you real-time visibility and control of all your AI automation and agents so you can scale with confidence.

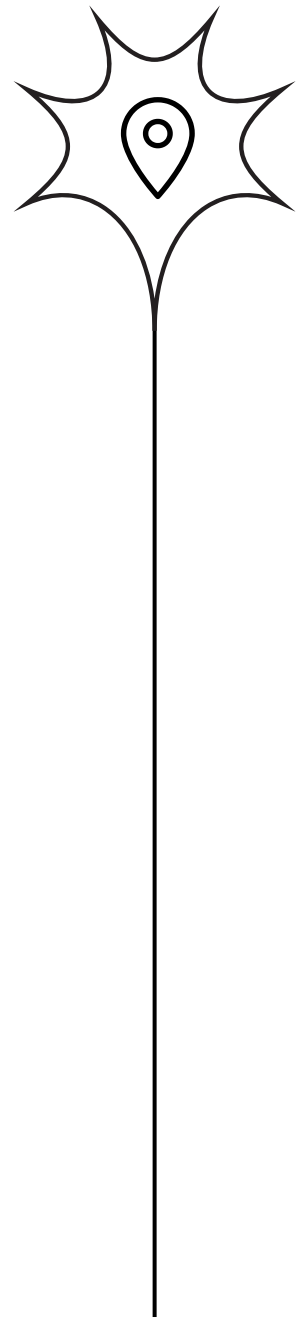
2. Homepage Experience:

- Clear messaging: No-code. Visual-first. AI-powered.
- Strong visuals + testimonials drive trust.
- ⚡ Feeling: Impressed and intrigued.

3. Exploring Features:

- Smooth layout, 3k+ integrations, AI add-ons.
- Pain point: "Make + AI" section feels overwhelming.

User Journey Mapping



Plans that grow with you

Whether you're new to automation or using it to run your entire business, there's a plan for you.

- ✓ No time limit on the Free plan
- ✓ Scale as you grow
- ✓ Advanced tools and integrations at every level

month? ⓘ

Save 15% or more

Pay monthly Pay annually

Recommended

Pro Teams

Get started Get started

3 teams automating multiple workflows

simple workflows

4. Pricing Page:

- Transparent details, but too many choices = cognitive overload (violates Hick's Law).
- ✓ Pros: No time limit on free plan; FAQs well placed.
- 😞 Feeling: Confused which plan to pick.

Sign up

Continue with Google

See other options

Or sign up with your email:

Name *

Email *

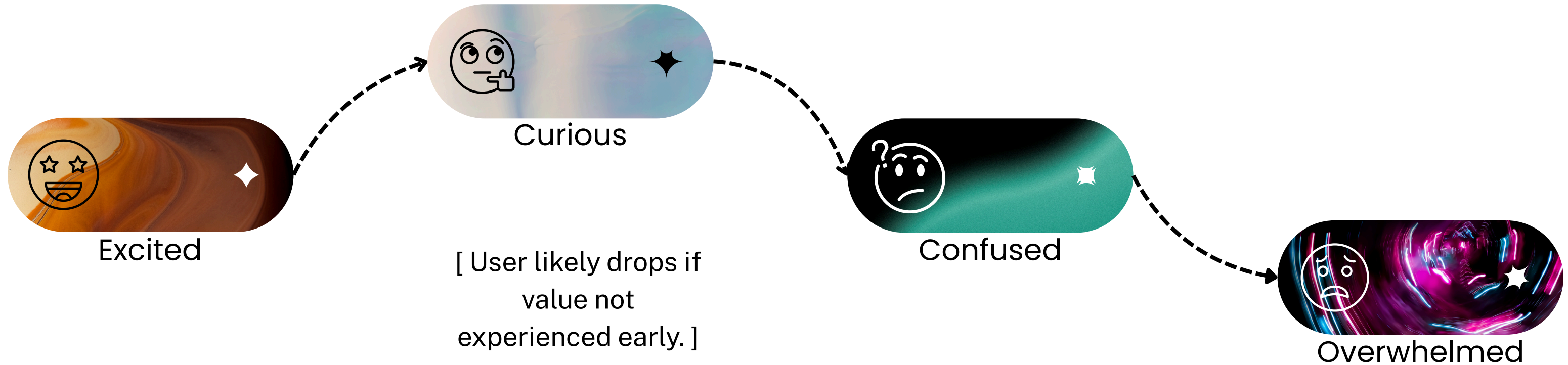
Design workflow #withMake

From tasks and workflows to apps and systems, automate anything in one powerful visual editor.

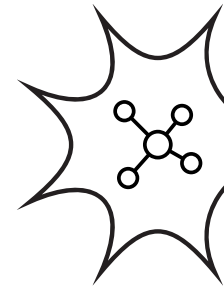
Trusted by 500 000+ Makers | Free for individuals

5. Sign-up Flow:

- Simple form, clear CTA.
- ✗ Mandatory survey disrupts flow (hurts first-time motivation).
- 🚫 No clear tutorial → steep learning curve post-signup.



Key Learnings



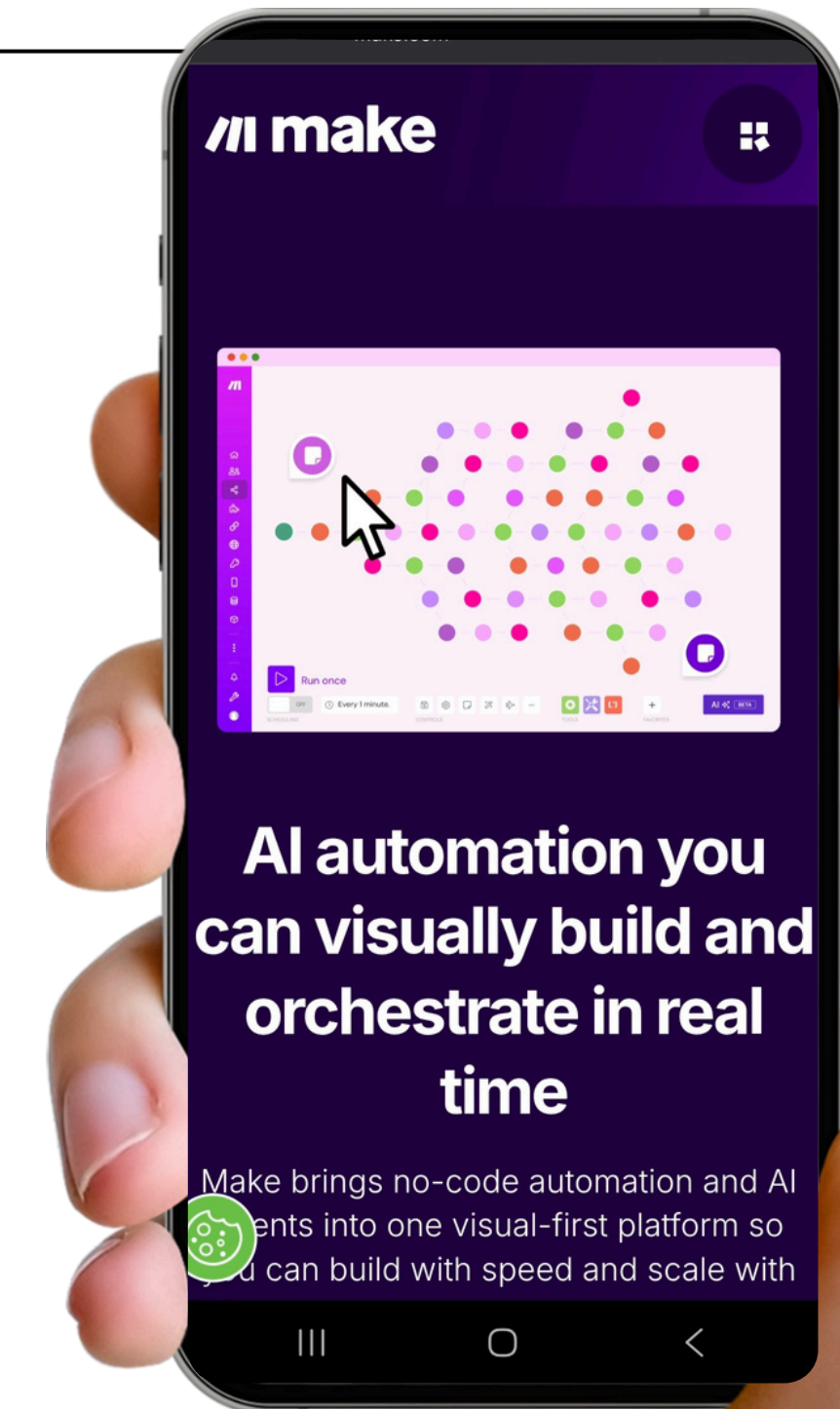
Visual-first design builds user confidence and reduces perceived complexity.

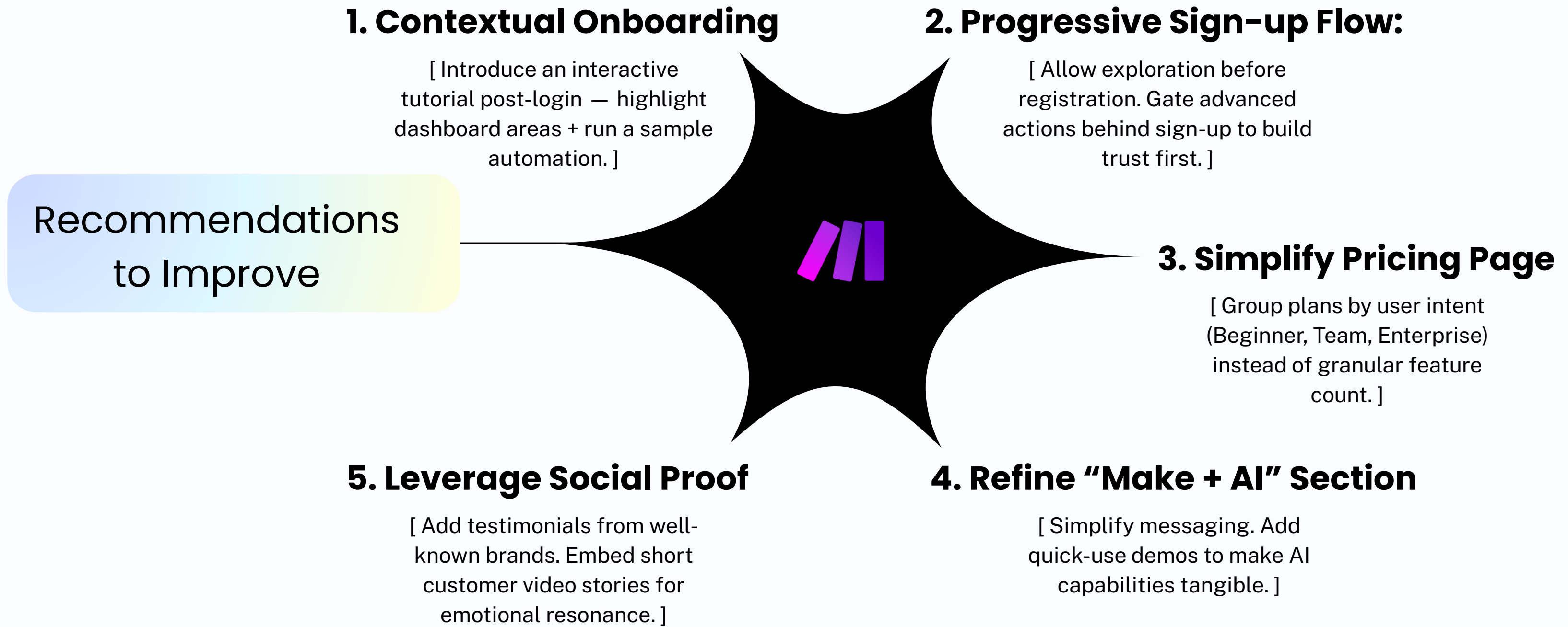
Strong credibility levers (testimonials, ratings) improve trust.

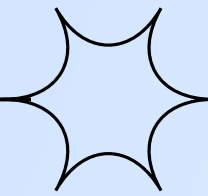
Excessive options (pricing) increase friction – simplicity could improve conversion.

Lack of contextual onboarding makes dashboard intimidating for new users.

Psychological design flaw: Early survey increases effort before reward, violating Fogg's Behavior Model (Motivation < Effort).








Metrics to Gauge Success



North  Metric: **Time-to-First-Workflow (TTFW)**
[key indicator of successful onboarding.]



Thank you!