

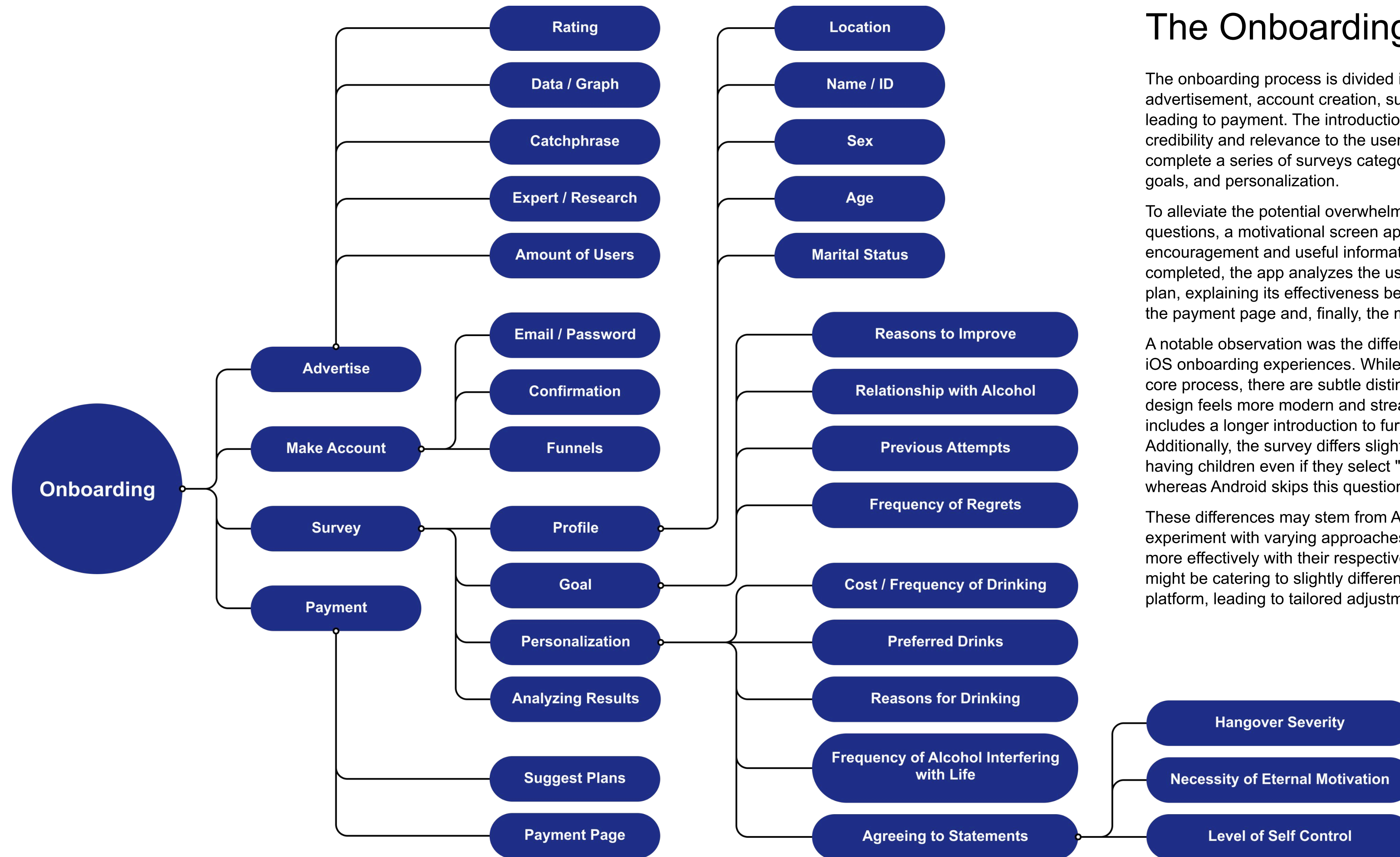


Innovating Onboarding Process

by Heechan Lee

The Context

This project was part of a design challenge for Reframe, a leading habit-building app focused on helping users overcome unhealthy habits and build better ones. Initially, I was tasked with designing an improved onboarding process to enhance user engagement and retention. Following my submission, I was asked to extend the project by redesigning the payment page to improve its clarity, functionality, and user experience. This challenge allowed me to showcase my ability to create cohesive, user-centered designs across critical parts of the app's journey.



The Onboarding Structure

The onboarding process is divided into four key stages: introduction/ advertisement, account creation, survey, and custom plan generation leading to payment. The introduction aims to establish the app's credibility and relevance to the user. After creating an account, users complete a series of surveys categorized into three sections: profile, goals, and personalization.

To alleviate the potential overwhelm from answering multiple survey questions, a motivational screen appears after each section, providing encouragement and useful information. Once the survey is completed, the app analyzes the user's responses to create a tailored plan, explaining its effectiveness before seamlessly transitioning to the payment page and, finally, the main app interface.

A notable observation was the difference between the Android and iOS onboarding experiences. While both platforms share the same core process, there are subtle distinctions. For example, the iOS design feels more modern and streamlined, while the Android version includes a longer introduction to further reinforce the app's credibility. Additionally, the survey differs slightly: on iOS, users are asked about having children even if they select "single" as their marital status, whereas Android skips this question in such cases.

These differences may stem from A/B testing, where the platforms experiment with varying approaches to determine which resonates more effectively with their respective audiences. Alternatively, the app might be catering to slightly different target demographics on each platform, leading to tailored adjustments in the onboarding process.

Biggest Issue:

The Onboarding Feels Tiring

Although the onboarding process effectively includes all the necessary components, the extensive amount of information required from users can make the experience feel overwhelming. This can result in users feeling fatigued, potentially leading them to abandon the process altogether. Such drop-offs could significantly impact the app's ability to retain potential users, representing a missed opportunity to convert them into engaged and loyal customers.

Solution Method 1

Making it Interesting

Since shortening the process is often not feasible, one effective approach is to make the process more engaging so users feel less bored. A classic real-world example is the use of mirrors in elevators. Mirrors serve a dual purpose: they create an illusion of spaciousness and provide users with a distraction, allowing them to groom themselves or simply entertain their curiosity while waiting. Even if the elevator moves slowly, the presence of mirrors helps users feel less impatient, enhancing their overall experience.

Solution Method 2

Making it Friendly

While making the process interesting focuses on engaging and entertaining the user, a friendly approach takes a slightly different path by prioritizing relatability, approachability, and warmth. A friendly design emphasizes empathy and personalization, ensuring users feel understood and valued. This can involve tailoring language, tone, and visual elements to resonate with the user's identity or context.

Solution Method 3

Optimizing the Process

Although the survey process can feel tedious due to the significant amount of information it requires from users, there is potential to streamline and enhance the experience by leveraging the wealth of data already collected from the app's existing user base. With a large pool of accumulated data, patterns and trends can be identified to anticipate user preferences, behaviors, and needs. This can naturally lead to shortening the survey process.

1 Introducing a Mascot



Why a Mascot?

Introducing a mascot is an engaging way to make the app feel more approachable and user-friendly. Acting as the face of the brand, the mascot transforms routine tasks like onboarding into an enjoyable, visually appealing experience. With its charm and personality, the mascot creates a sense of familiarity that makes the app more relatable and welcoming for users.

Beyond onboarding, the mascot enhances the overall user experience by adding dynamic and personal interactions. It can celebrate milestones, cheer users on, and provide encouragement during key moments. This not only makes the app more interactive but also establishes it as a supportive companion throughout the user journey.

Mascots are Linked with User Experience

Research indicates that companies utilizing mascots experience a 24% higher level of consumer engagement compared to those that don't.

Resource from DATADAB

Expected Outcome

The mascot is expected to make the onboarding process more enjoyable and approachable for users. By turning a potentially overwhelming task into an engaging experience, it helps users feel more at ease and reduces the chances of drop-offs. This creates a smoother introduction while leaving a positive first impression of the app.

Beyond onboarding, the mascot's role in celebrating achievements and cheering users on adds a supportive and motivational layer. Paired with the anonymous community feature, it fosters a sense of connection and encouragement, keeping users engaged and inspired. This friendly and relatable approach helps build loyalty.

Meet Brainy, Your Personal Neuroscience Guide

Brainy embodies Reframe's mission of caring for its users and providing unwavering support. Designed in the shape of a brain, Brainy symbolizes the app's foundation in neuroscience while proudly showcasing the blue color that reflects the brand's identity.



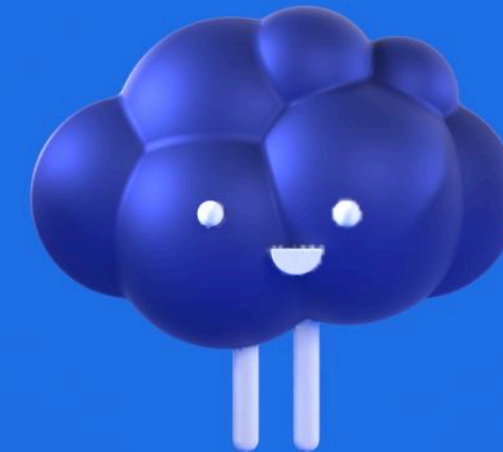
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-30°



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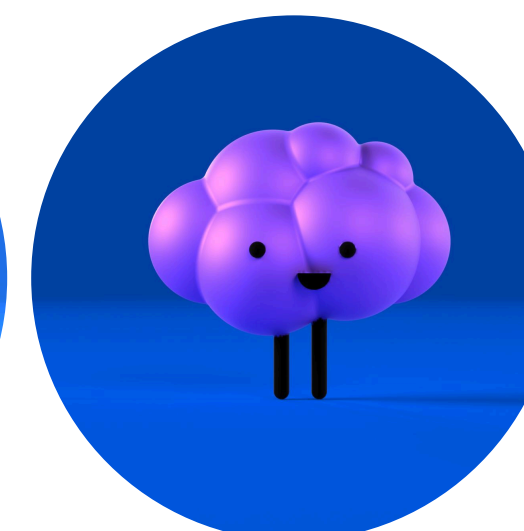
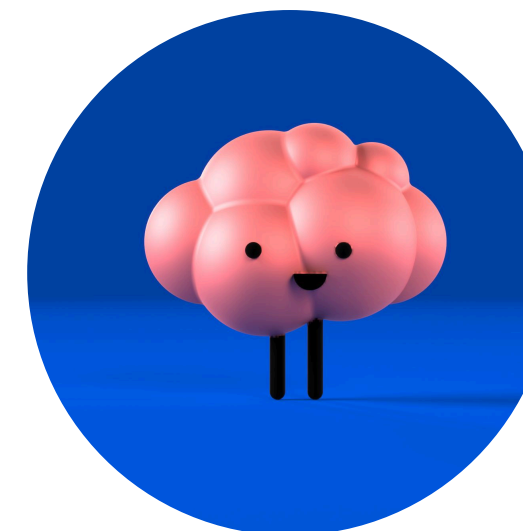


Facial Expressions

Adapting to the user's language and the overall tone of the interaction, these varied facial expressions can serve a wide range of purposes, enhancing communication and making the experience more engaging and relatable.

Color Variet

Initially, blue was chosen to match the branding theme, but feedback suggested it resembled a cloud rather than a brain. To address this issue and avoid similar misunderstandings, alternative, out-of-brand color options have also been made available as potential solutions.



2 Introducing AI Chat

Hello World!

Why a Chat?

To transform the traditionally long and monotonous survey process into a more engaging experience, the app introduces an AI-powered chat feature. This innovative system replaces static forms with an interactive conversation, allowing users to provide necessary information in a natural and intuitive way.

The AI adapts dynamically to each user's responses, tailoring questions to their specific needs and preferences. By mimicking a real conversation, this feature not only makes the onboarding process more approachable but also reduces the sense of effort involved, creating a more enjoyable and seamless experience.

MVP

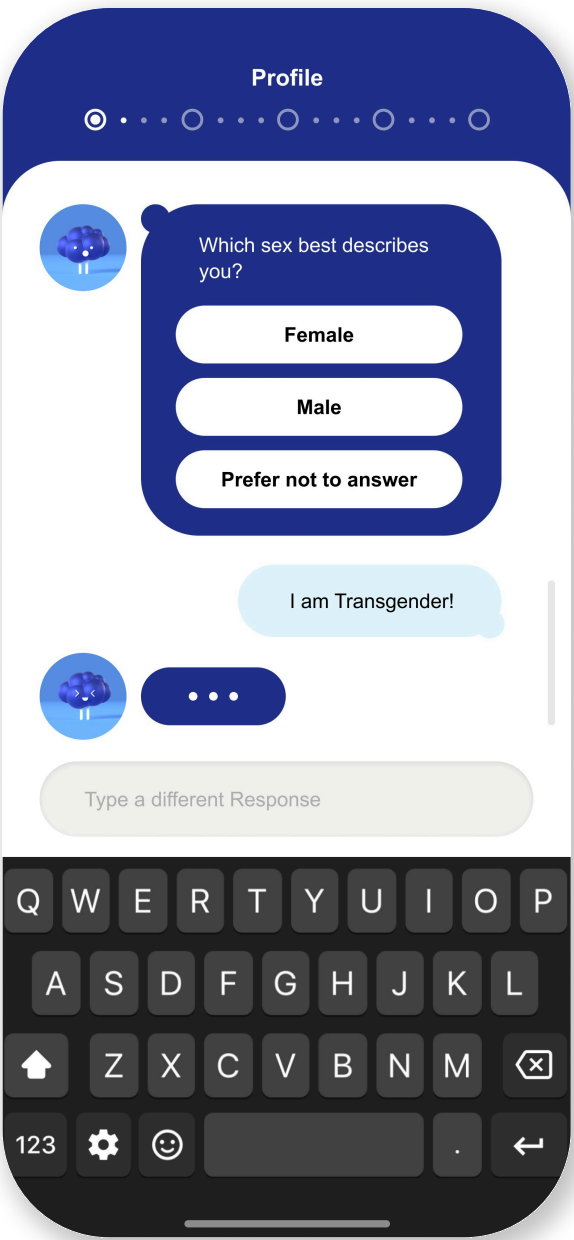
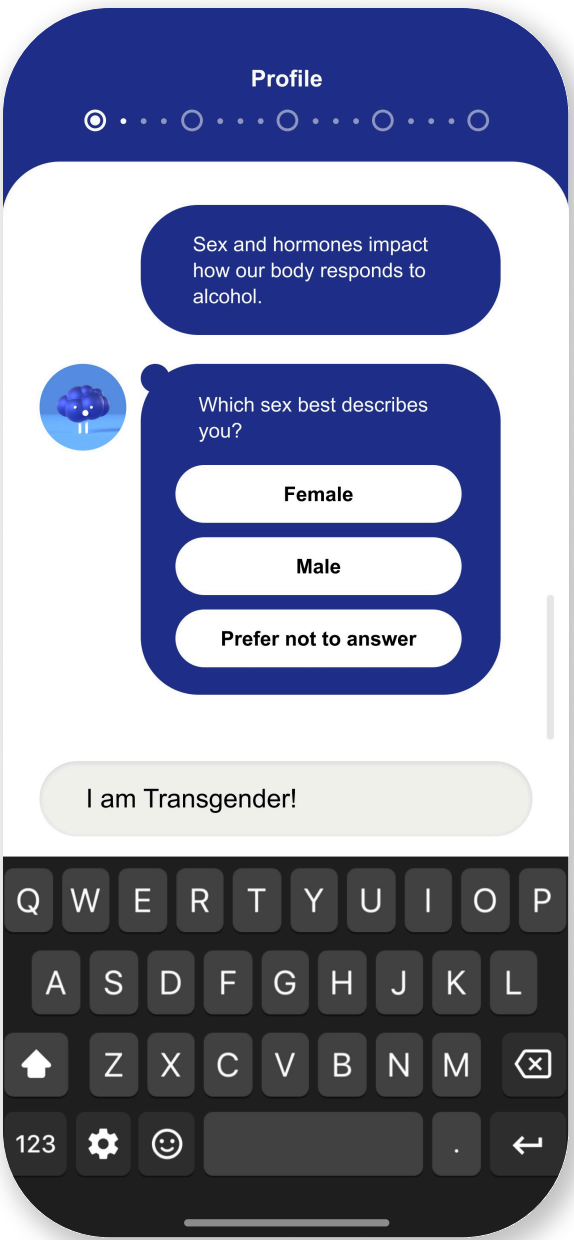
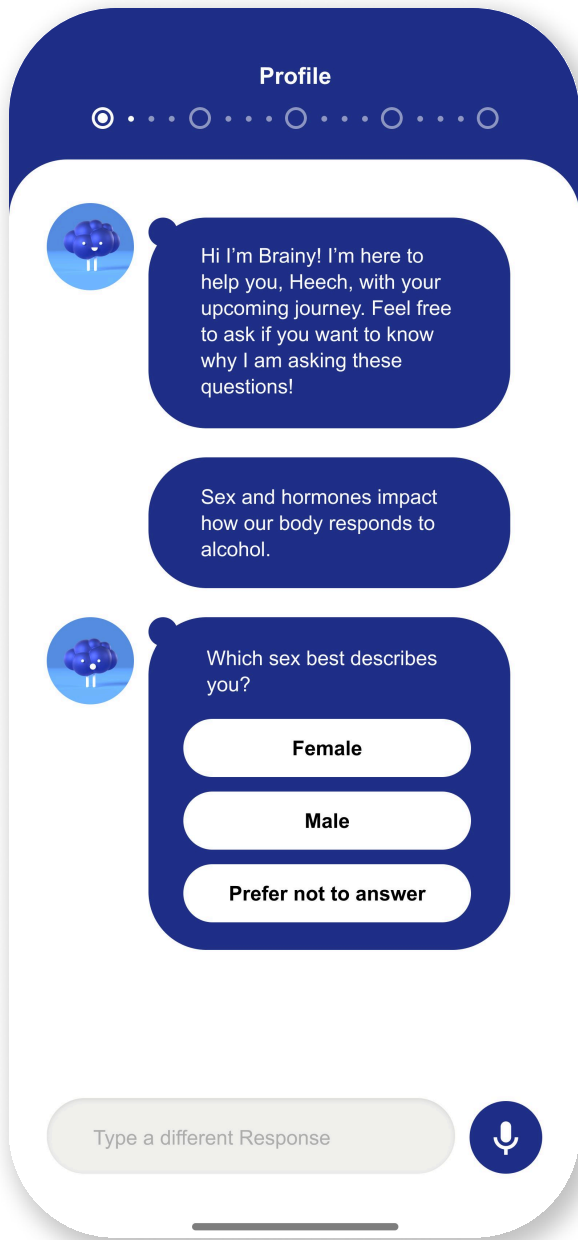
The MVP for a chat-based survey features dynamic conversations, a simple interface, and basic NLP. It includes progress tracking, feedback, and secure data storage.

This ensures an engaging experience and accurate data collection while tracking completion rates and drop-offs, paving the way for future improvements.

Expected Outcome

The implementation of the AI chat feature is expected to significantly improve user retention and satisfaction during onboarding. By making the process feel less like a chore and more like a personalized interaction, the feature can reduce the likelihood of users abandoning the process midway.

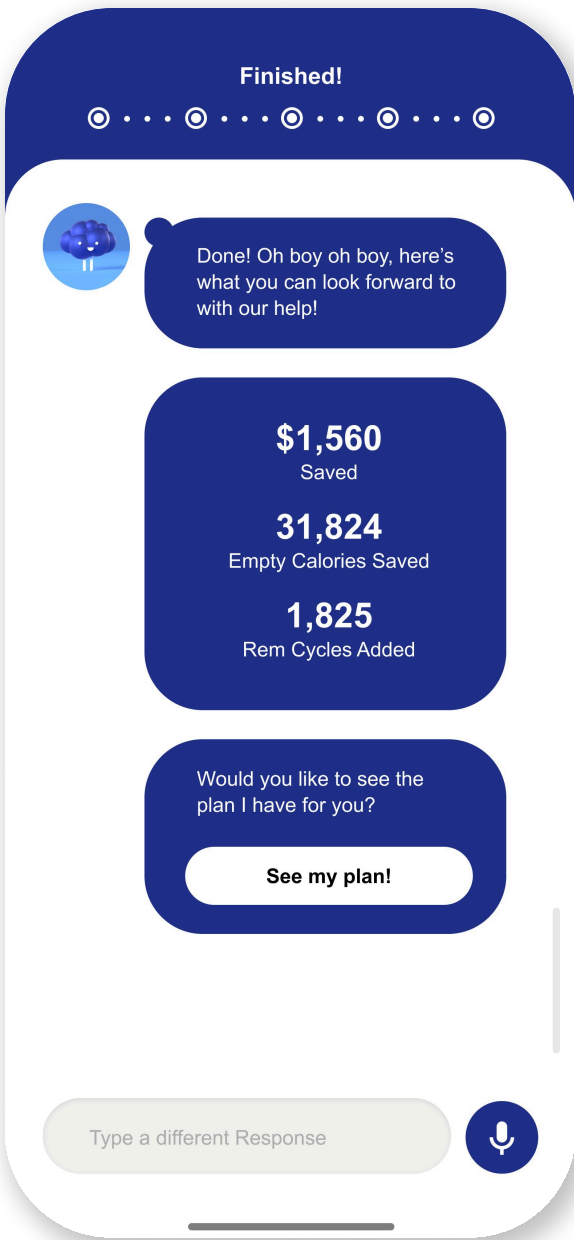
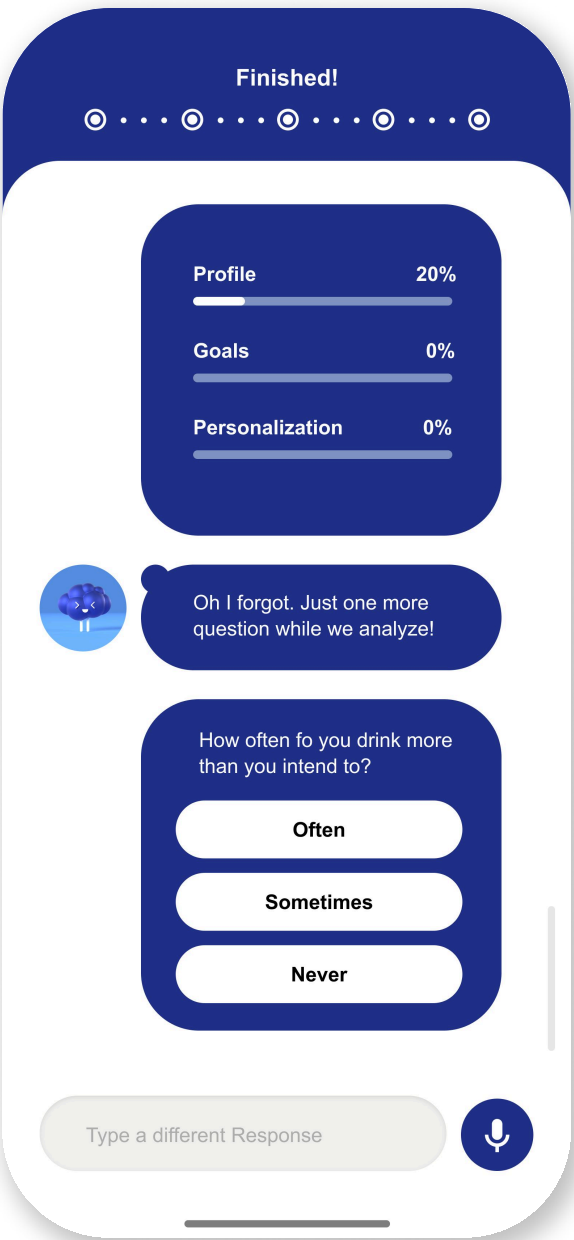
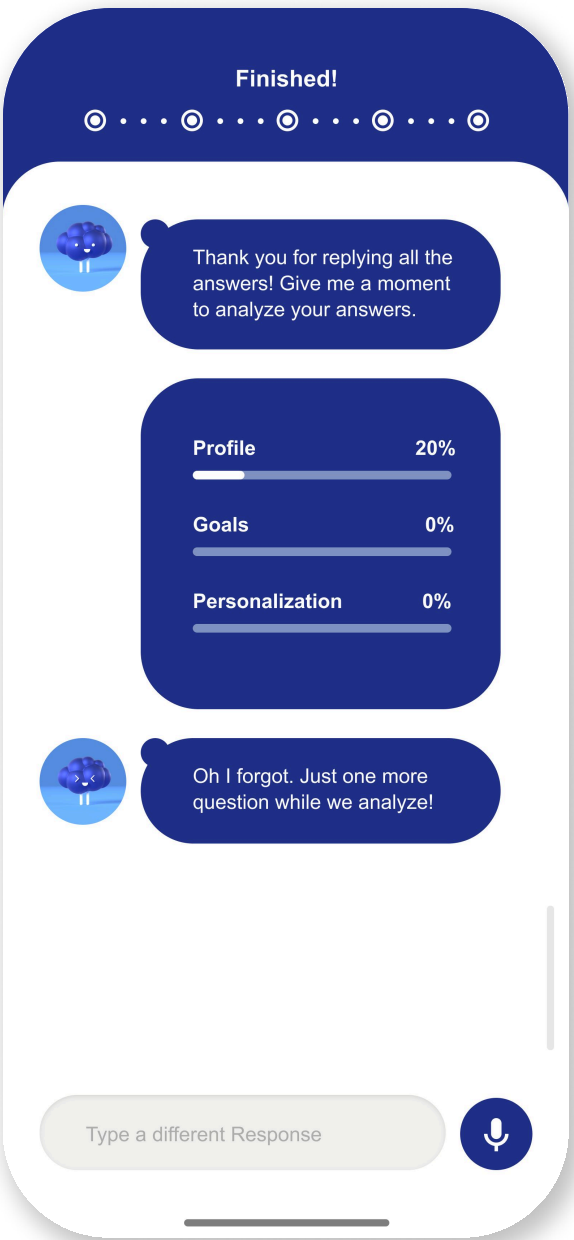
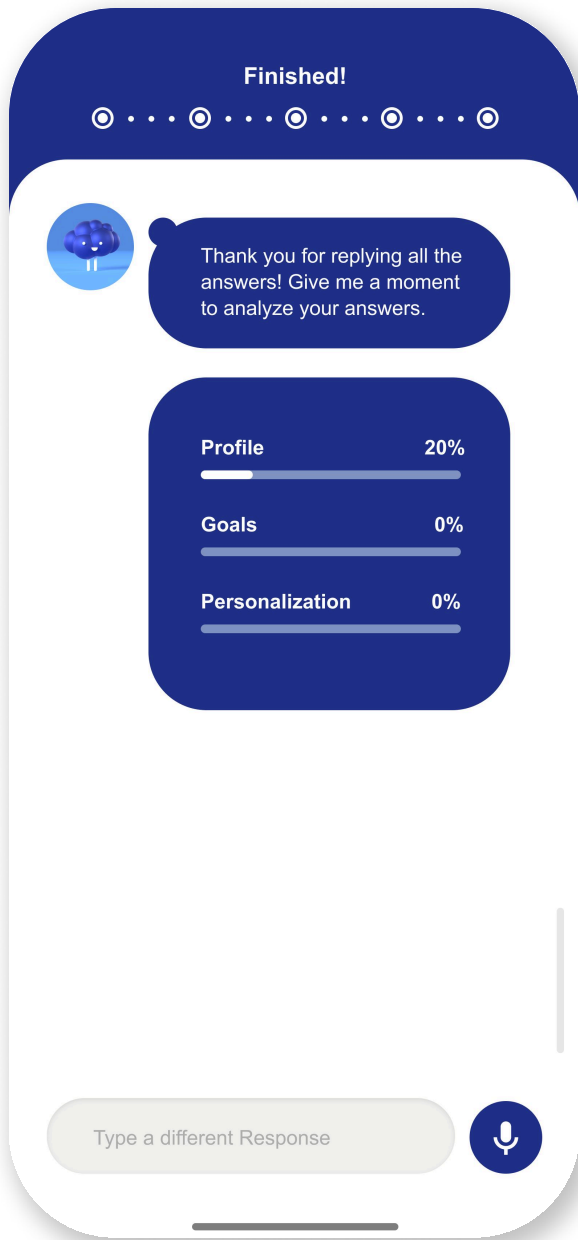
Additionally, the conversational approach fosters a sense of connection and engagement, helping users feel understood and valued. This not only ensures the collection of high-quality data but also creates a positive first impression of the app, setting the tone for continued user engagement and loyalty.



More Data

One of the key strengths of the chat feature is its ability to provide flexible and personalized interactions compared to rigid question-and-answer slots. For example, when users are asked about their gender, the chat allows them to respond naturally and share nuanced answers that might not fit into predefined categories.

This conversational adaptability enables the app to gather richer and more accurate data while making users feel understood. By turning surveys into dialogues, the chat feature elevates the user experience, creating a process that feels both seamless and inclusive.



Human Touch

The chat feature also brings a more human touch to the user experience by incorporating conversational quirks and playful language. For instance, the app's AI might use phrases like "Oh boy, oh boy!"—a departure from the formal tone typically found in apps. This approach, combined with a friendly mascot, creates a relatable and engaging dynamic that feels less robotic and more personal. By blending a casual, conversational style with the charm of a mascot, the app fosters a sense of warmth and connection, making users feel more at ease and engaged during their interactions.

3 Optimizing the Process



Using Data to Optimize

Optimizing the survey process is essential, as it requires a significant amount of user input to begin personalizing plans. By utilizing Reframe's vast database of over 50 million data points and 2 million users, the app can predict user patterns and streamline the experience.

After users complete their initial profile, adding a skip option for the next two steps could help reduce fatigue and improve the overall experience. This approach maintains the app's ability to personalize effectively while making the process less overwhelming for users.

Worst Case Scenario

In the worst-case scenario where a user skips the entire survey, the app can still provide a solution by applying the best-performing formula based on the user's initial profile.

This approach ensures that even with minimal input, the app delivers a tailored experience using patterns and insights from its extensive database,

Expected Outcome

This method has the potential to make the survey process far more approachable and less overwhelming for users. By introducing optional skips after the initial profile, the app could increase completion rates while still utilizing its extensive data to predict patterns and personalize effectively.

If successful, this approach might not only enhance satisfaction and engagement but also uncover deeper insights as user behavior aligns with predicted trends. It could even serve as a stepping stone toward a more adaptive, intelligent system, further elevating the overall user experience.

Goal

Thanks for completing your profile! From this point on, you can skip certain questions if you want. But please note that more information helps us give you the best experience!

What are your reasons for wanting to improve your drinking habits? * (Select up to 3)

Improve overall health and wellness

Get better sleep

Save money

Improve relationships with others

Save money

Type a different Response

Goal

After consuming a drink, how often do you feel regret?

Always

Often

Somewhat Often

Never

Skip

Type a different Response

Adding the Skip

Once the profile is completed, Brainy informs users that certain sections moving forward will include optional questions for their convenience. As shown in the image, mandatory questions are marked with an asterisk (*), while optional questions feature a "Skip" button as one of the available choices.

To subtly encourage users to select an answer rather than skip, the "Skip" button is designed to appear slightly dimmer than the other options, guiding users toward providing responses without imposing pressure.

Finished!

Before we go ahead, I want to tell you that if you want further customized plans, you can finish answering all the questions in the setting.

Type a different Response

My Profile

My Profile

Heech

Forum Name

Heech

Email

lee@heech.online

Change Password

Sex

Male

Age Range

26-30

Finish Customization

Save

Finishing Touch

To encourage users to complete the survey for full personalization, Brainy informs them at the end that they can revisit and finish the survey later through the app's settings.

As shown in the image, a button has been added to the original profile page design to make accessing the survey easier. To make the experience more engaging, the button features Brainy as an eye-catching and playful element, adding a touch of charm to the process.

Prime Example Anticipatory Shipping

Amazon's "anticipatory shipping" system showcases the power of leveraging user data to improve efficiency and customer satisfaction. By analyzing browsing habits, purchase history, and regional trends, Amazon predicts which products are likely to be ordered in specific areas. These items are then pre-emptively shipped to nearby distribution centers, allowing for faster deliveries and more streamlined logistics.

This innovative strategy not only meets customer expectations but also reduces shipping costs and optimizes warehouse operations. According to a study by Harvard Business School, this data-driven approach positions Amazon at the forefront of supply chain innovation. Similarly, such predictive systems could be applied to optimize personalized plans for users, even with minimal information, by utilizing patterns and insights from existing data.

Companies Known to Use Predictive Analysis

Procter & Gamble

Nestlé

Target

Sephora

Walmart

Zara

H&M

Coca-Cola

PepsiCo

Conclusion #1

Possible Benefits

Mascot Increase in User Loyalty

A well-designed mascot can boost user loyalty by creating a friendly and relatable connection with the app. As the face of the brand, the mascot fosters familiarity and trust, making interactions feel more engaging. This emotional bond encourages users to stay connected and feel more invested in the platform.

Additionally, the mascot helps alleviate user fatigue during onboarding by adding personality and playfulness to the process. By making even repetitive tasks feel lighter and more enjoyable, the mascot reduces the likelihood of users dropping off early, helping them stay engaged through to completion.

Finishing Surveys User Retainment

Shortening and optimizing the onboarding process helps retain users by reducing the effort required to get started. A streamlined experience minimizes frustration from lengthy steps, making it easier for users to engage with the app quickly and stay focused on its core features.

By providing a smooth and intuitive entry point, optimized onboarding creates a positive first impression. When users feel their time is valued, they are less likely to leave, building trust in the app and encouraging long-term engagement. It also encourages users to explore the app's features further.

Conclusion #2

Possible Downside

Chat System Smaller UI

Using a chat system instead of a traditional survey introduces the challenge of a smaller UI, limiting the amount of information that can be displayed at once. This often leads to shorter questions and fewer response options, which may reduce the depth and quality of user feedback.

However, the engaging elements of the chat system, such as its conversational flow and interactive design, help address these limitations by encouraging thoughtful responses and reducing drop-offs. This ensures valuable data is still effectively collected despite the smaller UI.

Finishing Surveys Quality Data

Using the chat system could lead to lower-quality information if users skip too many questions, leaving gaps in the essential data needed for better personalization. The optional nature of the chat system, while engaging, risks users bypassing critical parts of the survey.

However, retaining more users through the engaging chat system can help balance this issue with a higher overall quantity of collected data. Over time, the chat's natural flow can encourage users to answer more questions, gradually improving data quality despite skipped responses.



Improving the Payment Experience

by Heechan Lee

Structure & Approach

Logical Persuasion

- Demonstrates how the app can help users achieve their goals.
- Highlights the scientific basis of the app to establish credibility.
- Emphasizes the app's popularity by showcasing the number of satisfied users who have benefited from it.

Financial Persuasion

- Presents clear pricing options for both monthly and yearly plans.
- Reinforces trust by offering a 200% payback guarantee in case of dissatisfaction, ensuring users feel confident in their investment.



How Do We Build More Trust?

The current payment pages demonstrate a strong effort in establishing trust by highlighting the app's credibility and benefits. However, the Android and iOS versions take very different approaches. The Android version provides extensive details, which, while informative, risks overwhelming users. In contrast, the iOS version offers a minimalist design that is clean and approachable but may lack the depth needed to fully persuade users. To address these differences, I'll begin by exploring a middle ground—removing unnecessary details from the Android version while incorporating more substance into the iOS design. This approach aims to strike a balance that is both informative and user-friendly, creating a foundation for further exploration of additional trust-building strategies.

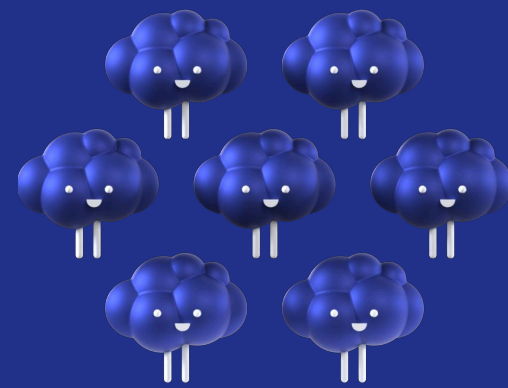
Method 1 Including Data

While the app highlights its number of users and 5-star reviews, this can sometimes feel impersonal or overly polished. A 5-star rating may lack authenticity, and the total number of reviews can seem disconnected from individual experiences. Adding more relatable data, such as the number of users with similar profiles and how many continue to use the app, could build trust. This transparency reassures users by demonstrating the app's relevance and effectiveness for people like them, while also making the overall experience feel more genuine and user-centered.

Method 2 Incentivize Long Run

Incentivizing the long run positions the app as a lifelong companion, fostering loyalty and building a friendlier brand image. This approach encourages users to view the app as a lasting part of their routine rather than a short-term solution. To achieve this, introducing an additional payment plan beyond the standard monthly or yearly options can be effective. A flexible plan could start with a standard monthly rate, but the amount decreases incrementally the longer the user continues the subscription. This not only rewards commitment but also reinforces the idea that the app values its long-term users.

1 Including More Data



Power of Personal Numbers

Numbers aren't just for business-minded individuals; everyday users are drawn to them when they feel personally relevant. Popular MBTI pages, for instance, show how many people share the same personality type, sparking excitement and connection. Applying this concept to the app can make its data feel more engaging and meaningful to users.

Currently, the app displays broad metrics like total reviews and user counts, which can feel impersonal. Instead, showcasing how many users share similar profiles and actively continue using the app could make a stronger impact. This approach feels more genuine than generic 5-star ratings and adds a layer of transparency that builds trust.

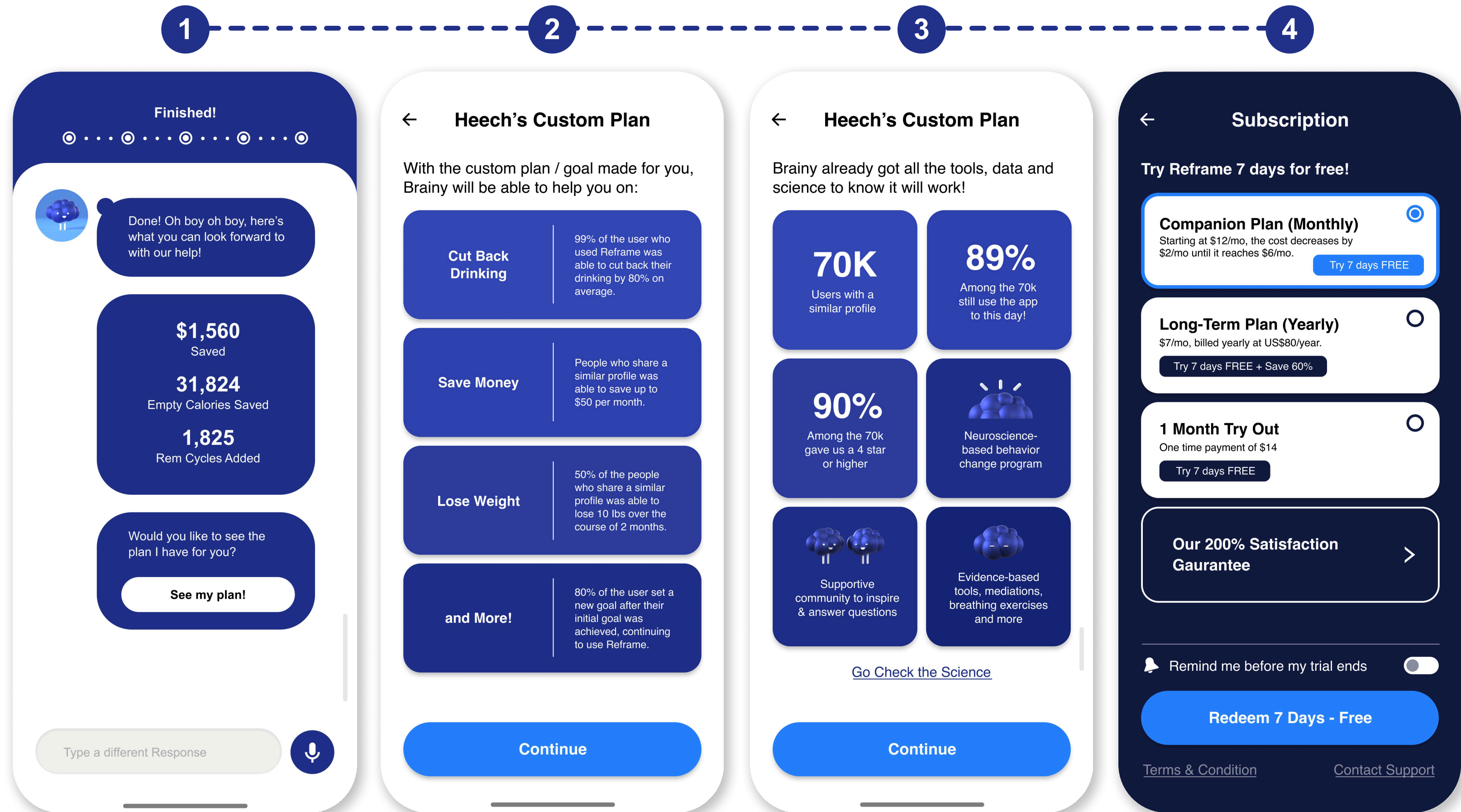
Possible Data to Display

- Amount of users sharing a similar profile
- Percentage of users who gave a 5 star
- Percentage of users who still use the app
- Amount of users who transfer to an yearly plan

Expected Outcome

Incorporating personalized statistics is expected to create a stronger emotional connection with users. Seeing numbers that directly relate to their profile, such as how many others share similar traits or continue using the app, fosters a sense of belonging and trust. This approach makes the data more relatable and enhances the app's perceived authenticity.

Additionally, personalized statistics can boost engagement and retention by making the app feel more relevant to users. When users feel their experience is tailored to them, they are more likely to stay, explore other features, and view the app as an integral part of their routine. This empathetic use of data strengthens the app's appeal and user loyalty.



Dividing and Simplifying

Originally, both Android and iOS displayed information in dense blocks, making it difficult to process. To improve readability, I divided the content into smaller sections with clear titles and short descriptions, allowing users to scan key details quickly.

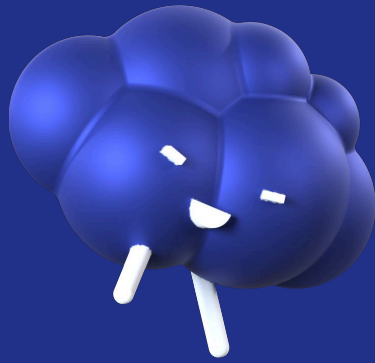
I also split the information across two pages instead of presenting everything at once. This prevents users from feeling overwhelmed, making the content easier to digest and improving overall engagement.

Adding More Information

Each box on the app screen displays statistics showing how many users share similar profiles. This makes the data feel more personal and relatable, helping users feel connected and part of a larger community.

A link to the science behind the app has been added to build credibility. Pressing the button takes users to an external page explaining the research and papers, providing transparency and boosting trust in the app's claims.

2 Incentivize the Long Run



Introducing a New Payment Plan

Creating a new payment plan is a strategic way to incentivize long-term commitment and position the app as a reliable companion. While the current monthly and yearly plans offer flexibility, adding an option that rewards loyalty can drive deeper user engagement. This plan would start with a standard monthly fee, which gradually decreases the longer users stay subscribed.

This approach encourages users to stay with the app while strengthening its image as user-focused and supportive. By rewarding long-term commitment, the app builds trust and loyalty, showing users that their dedication is both valued and appreciated. This creates a mutually beneficial relationship, reinforcing the app's role in users' daily lives.

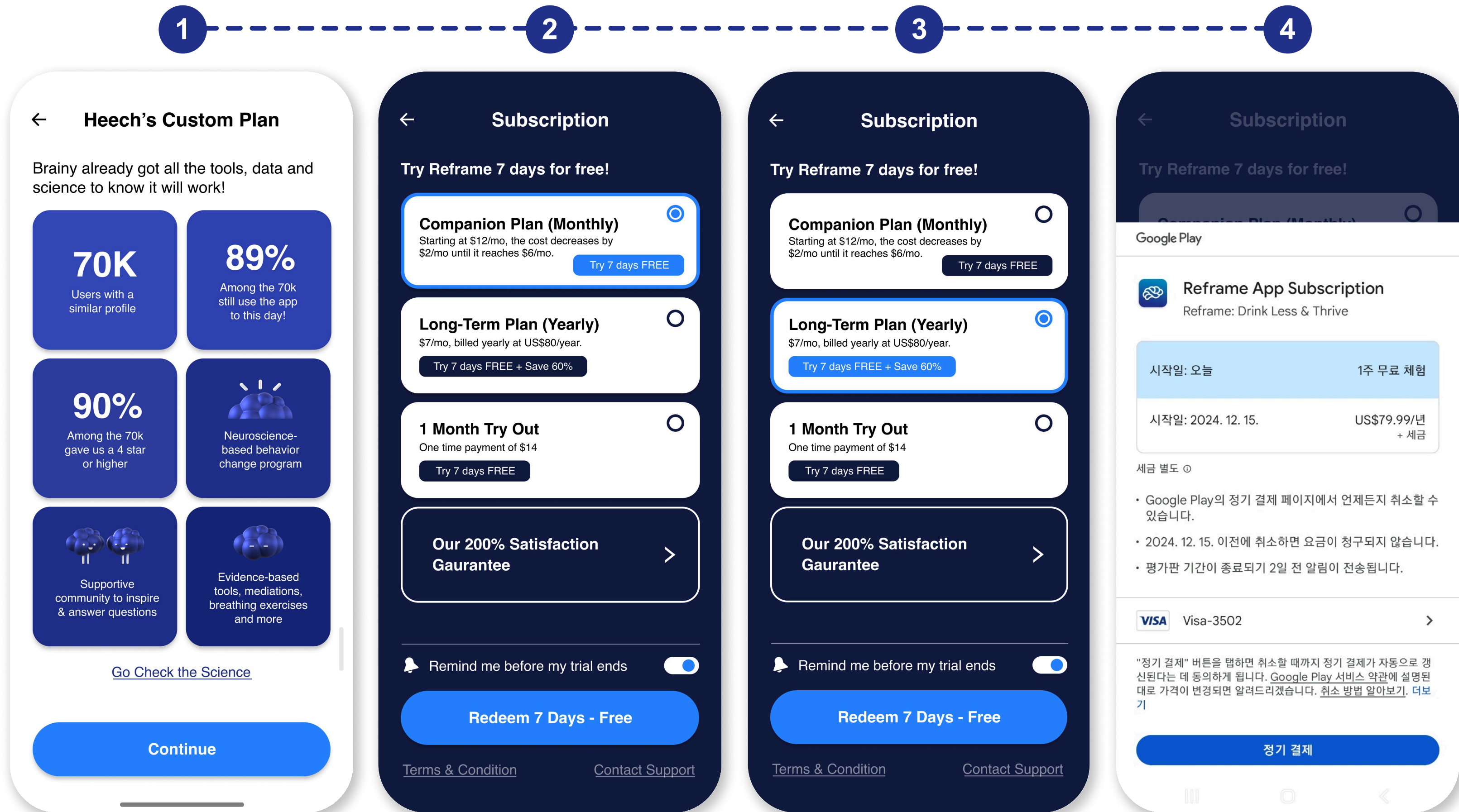
Balance Between Greed and Genuinity

This payment plan stands out as a demonstration of reduced corporate greed compared to traditional models used by many companies. Typical subscription plans lock users into fixed monthly or yearly rates with no incentives for long-term loyalty, prioritizing profits over user value.

Expected Outcome

This payment plan is expected to foster a stronger sense of trust and loyalty among users by demonstrating a commitment to fairness. Unlike traditional fixed-rate plans, the decreasing cost over time rewards long-term commitment, making users feel valued rather than exploited.

This approach not only encourages higher retention rates but also positions the app as a brand that prioritizes its users over maximizing short-term profits. By offering a genuine alternative to the norm, the app is likely to attract positive attention and build a more dedicated user base.



Changing Plan Names

The original "Yearly Plan" and "Monthly Plan" felt cold and corporate. Renaming them to "Long-Term Plan" and "1 Month Try-Out" makes them sound friendlier and more user-focused, reducing the impression of a business.

The new incentivized plan was named the "Companion Plan" to emphasize the app as a long-term partner. This name highlights the app's role as a supportive companion, encouraging trust and loyalty

Validity of Trial End Reminder

The trial end reminder was kept as a toggle option, consistent with the original design. However, this feature should not be optional or, at the very least, default to "on" ensuring users are notified before the trial ends, avoiding unexpected charges and frustration.

Many users see 7-day trials as traps, relying on them forgetting to cancel. By guaranteeing reminders, the app builds trust and sets itself apart. This simple step shows care for the user, reinforcing transparency.

Summary

The payment page has been redesigned to enhance trust, user engagement, and overall clarity. Key updates include the introduction of a Companion Plan, which incentivizes long-term use by reducing monthly costs over time, reinforcing the app as a supportive, long-term partner. Plan names were also updated to feel more approachable, replacing “Yearly Plan” and “Monthly Plan” with “Long-Term Plan” and “1 Month Try-Out.”

Additional improvements focus on transparency and user trust. Personalized statistics were added to show how many users share similar profiles and continue using the app, making the data feel more relatable. A trial end reminder was kept but adjusted to build trust by ensuring users are notified before charges occur. Together, these changes balance functionality, transparency, and user-friendliness, creating a payment experience that feels fair, supportive, and engaging.

