Design Challenge

How might we increase Rise's conversion by redesigning the app's user onboarding flow?

Approaches

UX improvement + Design enhancement
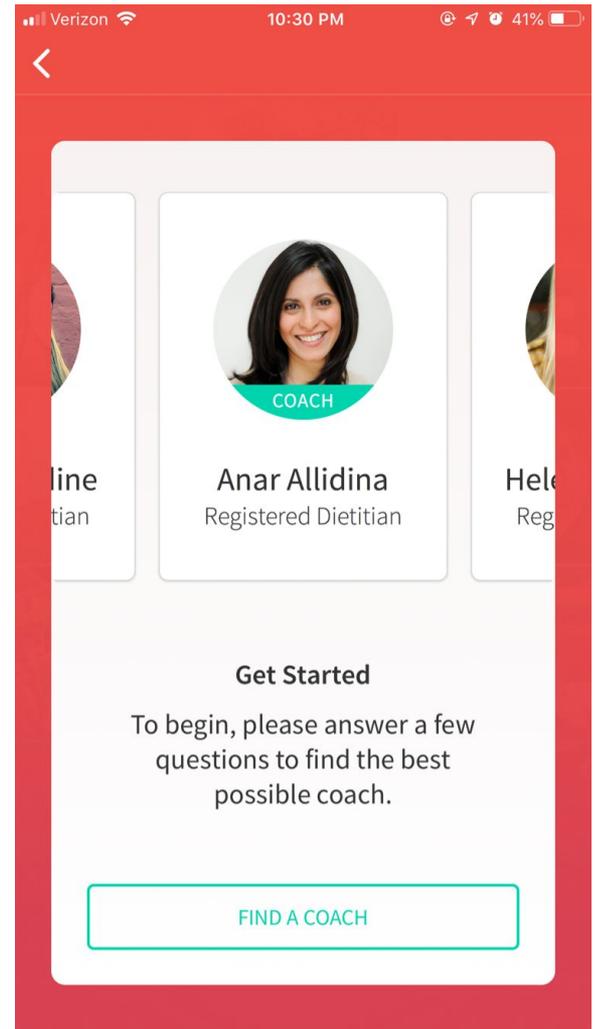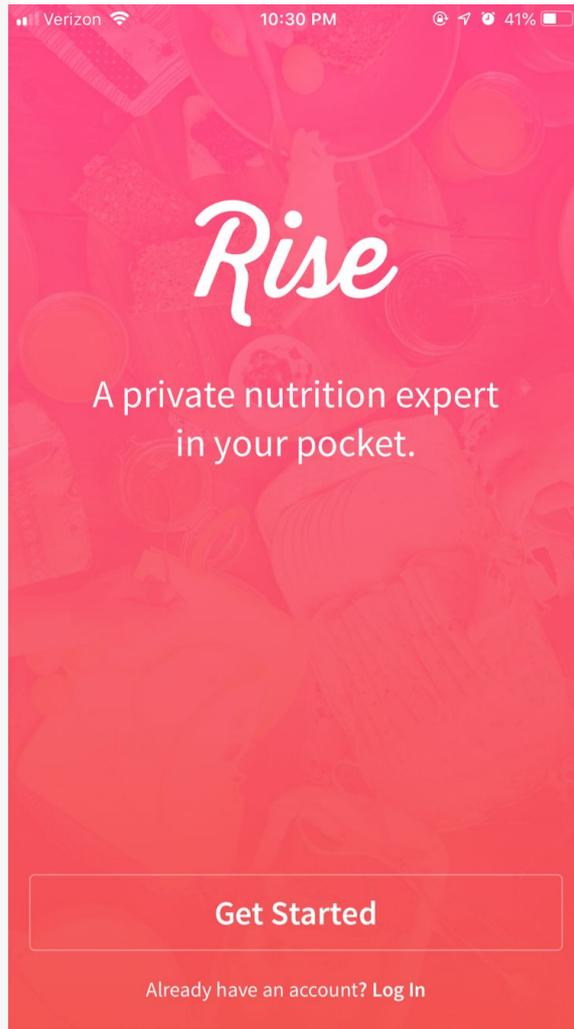
01 Usability Improvement

Build trust and provide flexibility before asking users to provide payment information.

02 Design

New branding to increase credibility and eliminate potential drop-off points at payment.
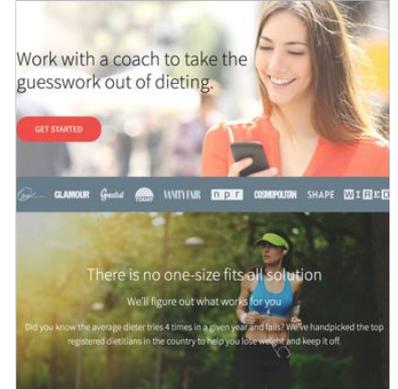
Process 1.0

Rebrand

Primary target audience: Female age: 18 - 70
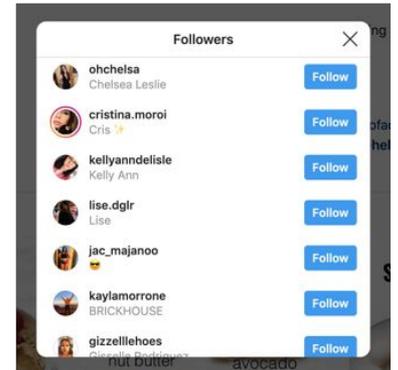
Followers on Instagram, photos used in website, customer testimonials

Secondary target audience: Men: 30+

Followers on Instagram, customer testimonials

Solution

Rebrand

Warmth

Supportive

Sophisticated

Healthy

New beginning

Optimistic

Colorful

Focused
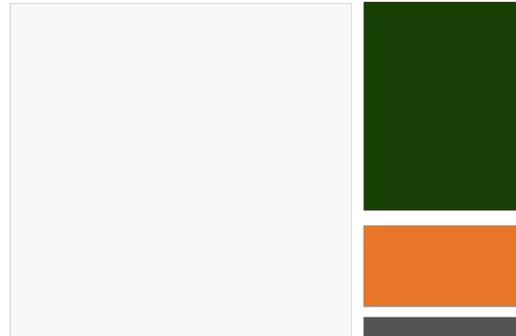
Rise

A private nutrition expert
in your pocket.

Get Started

Already have an account? **Log In**

rise

A private nutrition expert
in your pocket

Get started

Already have an account? **Login**

Process 2.0

Analysis

Get Started

Question 1 of 3

What's motivating you to join Rise today?
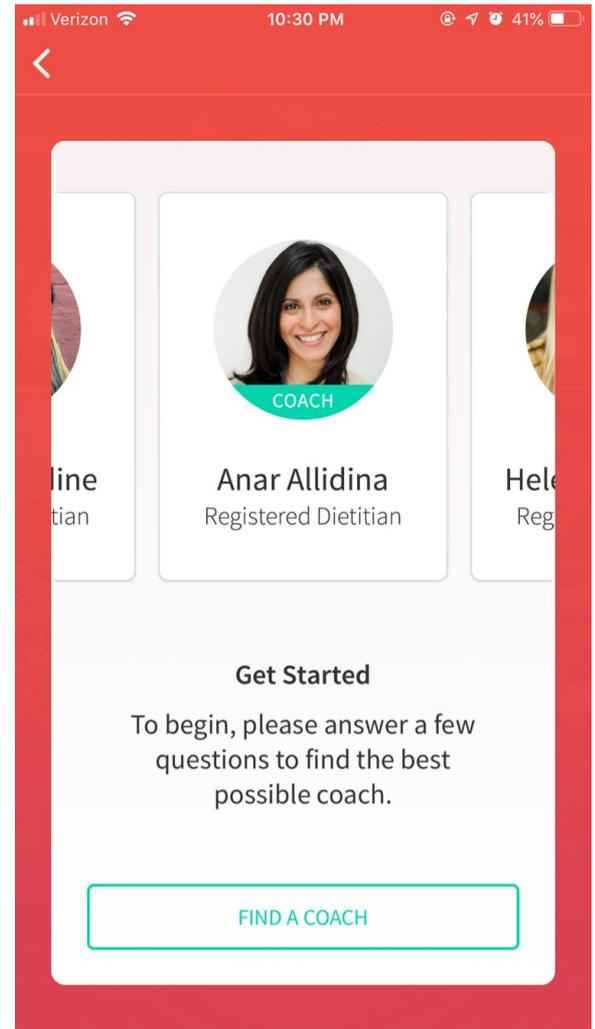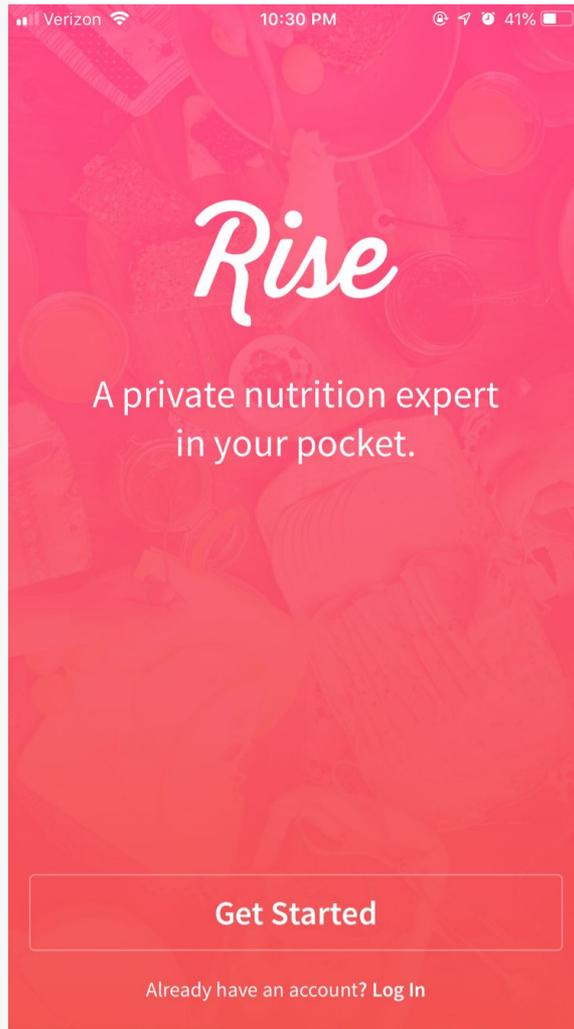
- [ ] I want to feel healthier
- [ ] I want to look better
- [ ] I want to keep up with my kids
- [ ] I'm training for a race
- [ ] A doctor recommended that I make changes
- [ ] Other

NEXT

Get Started

You're one step away from finding your coach

♂ Male	♀ Female

Full Name	First Last
Email	email@address.com
Birth Date	January 1, 1993
Weight	0 lbs

Height   5'9 in

FIND MY COACH

Choose a Coach

Melissa Rifkin
R.D.

My Background:

I have established a lifestyle for myself that I feel is a great example of what I strive for in each and every one of my clients. I eat well, work out often & do many mind cleansing activities. I completed my undergrad at UCONN, my dietetic internship at New York Presbyterian Hospital and my Masters at New York University. I have been working at Montefiore Medical Center for the past 9 years. For 7 years I worked in Oncology and Surgery. Over the past year and a half I have been working in Bariatrics where I hold a certification in weight management. I am currently working on becoming a certified diabetes educator. I've run two marathons, am a Spinning Instructor and practice Yoga at least 3 times per week. I fully understand the Kosher Diet should any client maintain Kosher restrictions. I love to cook and can offer healthy yet fun recipes.

My Philosophy:

Being healthy does not just mean from a dietary perspective. Being healthy involves healthy eating, exercising and balancing your mental well being

CHOOSE MELISSA

Screen 1 — Get Started

Verizon 10:32 PM 41%

< Get Started

Congrats! Kristen is now your Rise coach.

COACH

Your Email   1@gmail.com

Create Password   Password

Confirm Password   Re-enter password

Phone Number   (123) 456-7890
(for your coach)

NEXT

By tapping Next, I agree to the Terms of Service

Screen 2 — Choose a Membership

Verizon 10:33 PM 41%

< Choose a Membership

Let's do it!
Happiness Guaranteed! 30-day money back guarantee.

COACH

Trimonthly
Billed $120.00 every 3 months ✓

Monthly
Billed $48.00 every month ◯

Kristen typically charges $300 per month.

☐ Have a promo code?

CONTINUE TO CHECKOUT

Screen 3 — Enter Payment Card

Verizon 10:34 PM 40%

< Enter Payment Card

1234 5678 9012 3456

Monthly Membership: $48.00

By tapping below, you agree that your plan will auto-renew and you will be charged $48 every month until you cancel. While we don't expect this fee to change, we will notify you first if it does. To stop auto-renewal, email team@rise.us.

COMPLETE ORDER

By ordering, you agree to our Terms and Conditions.
🔒 This is a secure SSL encrypted payment.

1   2 ABC   3 DEF
4 GHI   5 JKL   6 MNO
7 PQRS   8 TUV   9 WXYZ
           0   ⌫

Conclusion

High drop off rate is caused by the lack of trust

01 **Asks users to risk for uncertainty**

User is asked to provide payment info before they're fully aware of the benefits of the product. Coach cards are not helpful for comparison.

02 **No time to build trust**

Linear onboarding process forces the user to make a decision quickly with minimal opportunity to understand and explore.

Strategy

Build trust and provide flexibility

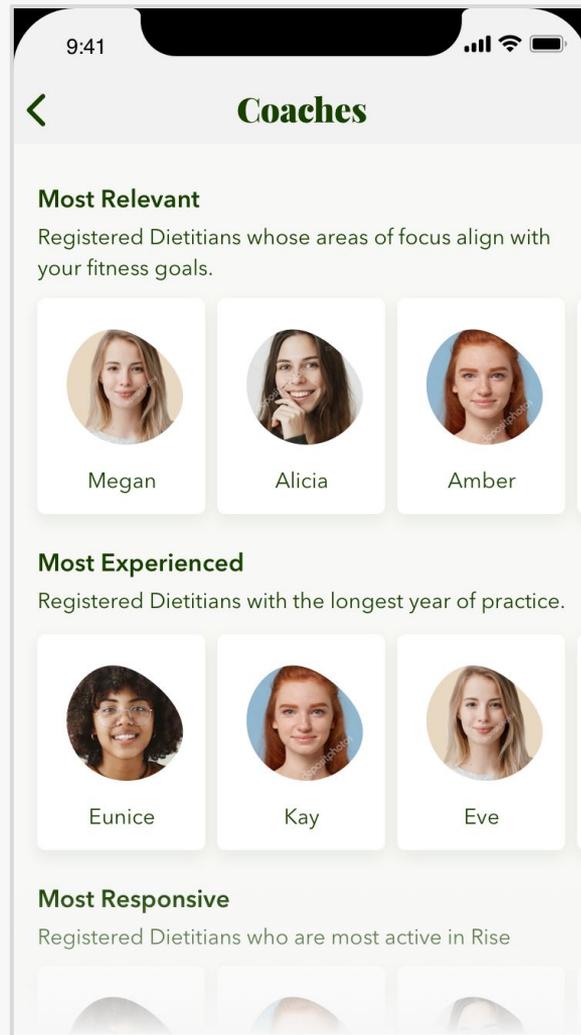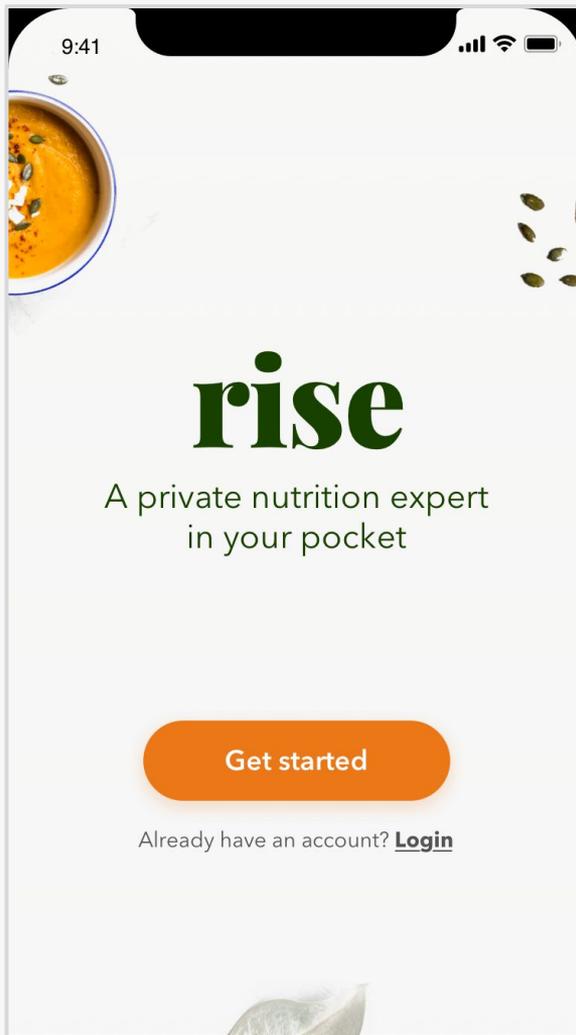**01** **Trust**

Fulfill their expectations. Help users make informed decisions. Do not ask them to risk for uncertainty.

02 **Flexibility**

Give them the freedom to explore and compare. Let users take their time before making a decision.

Screen 1:

9:41

Get Started

To begin, please answer a few questions to find the best possible coach

Next

Screen 2:

9:41

Rise

QUESTION 1/4

What's motivating you to join Rise today?

- ✓ I want to feel healthier
- I want to look better
- I want to keep up with my kids
- I'm training for a race
- A doctor recommended that I make changes
- Other

Next

Screen 3:

9:41

Rise

QUESTION 3/4

What's your eating style?

| Vegan | Vegetarian | Gluten-free |
| Paleo | Vegan | Other |

Next

Screen 1 — Rise

9:41

Rise

Save your info

EMAIL ADDRESS
Email@address.com|

PASSWORD
Enter password

RE-ENTER PASSWORD
Confirm password

Find my coach

By tapping Next, I agree to the
Terms of Service

Screen 2 — Coaches

9:41

Coaches

Most Relevant
Registered Dietitians whose areas of focus align with your fitness goals.

Megan   Alicia   Amber

Most Experienced
Registered Dietitians with the longest year of practice.

Eunice   Kay   Eve

Most Responsive
Registered Dietitians who are most active in Rise

Screen 3 — Most Relevant

9:41

Most Relevant

Megan Kelly
Registered Dietitian

Eat natural, exercise often, meditate everyday.
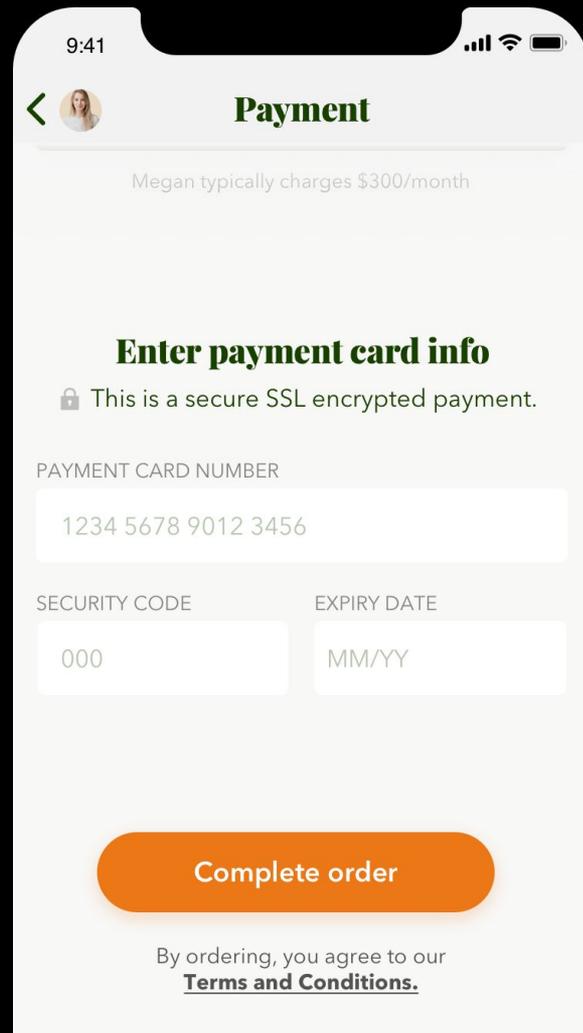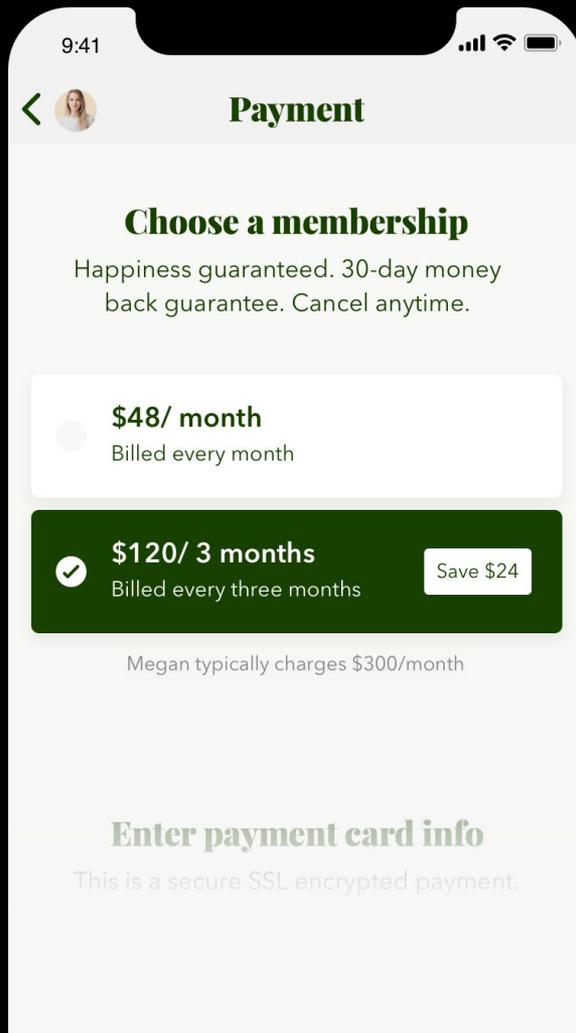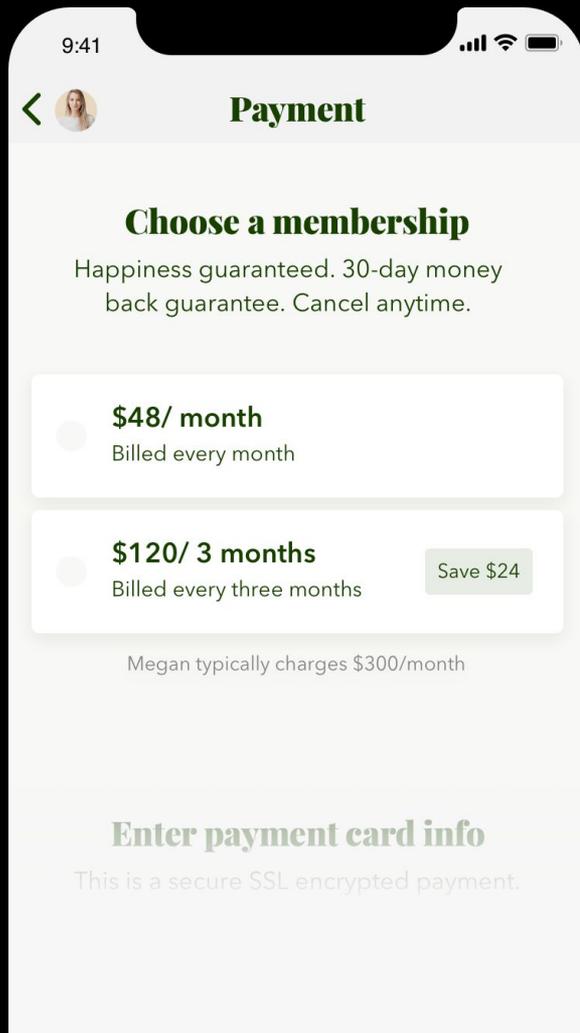
Background
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed elementum lectus a nisi congue suscipit. In hac habitasse platea dictumst. Proin vehicula metus commodo diam pulvinar imperdiet. Interdum et malesuada.

7
Years of Experience

50
Happy Customers

1hr
Average Response Time

Work with Megan

Screen 1

Choose a membership

Happiness guaranteed. 30-day money back guarantee. Cancel anytime.

$48/ month
Billed every month

$120/ 3 months
Billed every three months
Save $24

Megan typically charges $300/month

Enter payment card info
This is a secure SSL encrypted payment.

Screen 2

Choose a membership

Happiness guaranteed. 30-day money back guarantee. Cancel anytime.

$48/ month
Billed every month

$120/ 3 months
Billed every three months
Save $24

Megan typically charges $300/month

Enter payment card info
This is a secure SSL encrypted payment.

Screen 3

Megan typically charges $300/month

Enter payment card info

🔒 This is a secure SSL encrypted payment.

PAYMENT CARD NUMBER

1234 5678 9012 3456

SECURITY CODE

000

EXPIRY DATE

MM/YY

Complete order

By ordering, you agree to our
Terms and Conditions.

Solution: build trust

Help users make informed decisions by categorization based on preferences

Unlike the previous version where users are asked to compare coaches through reading a long bio, this new design helps user understand the strengths of the coaches by categorizing them based on useful evaluation metrics.
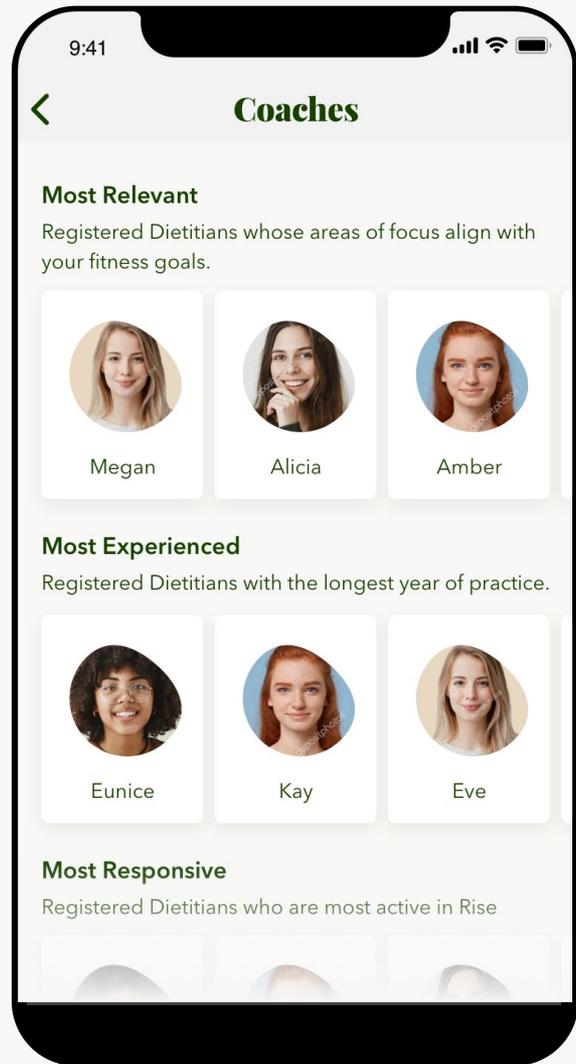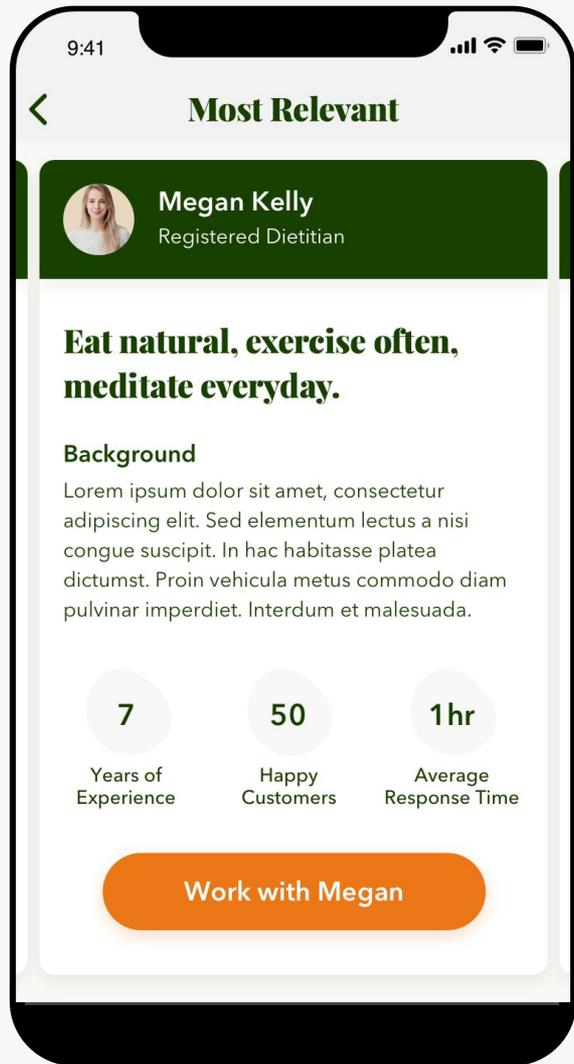
Solution: build trust

Break information down into digestible bits

In the new design, I've set different constraints for the coaches' profile entry so that the content is more digestible. A coach is required to summarize their philosophy in 10 words and limit their bio to less than 300 words.

To help customers understand each coach's qualifications better, I've included useful metrics that will help them pair up with the right coach.
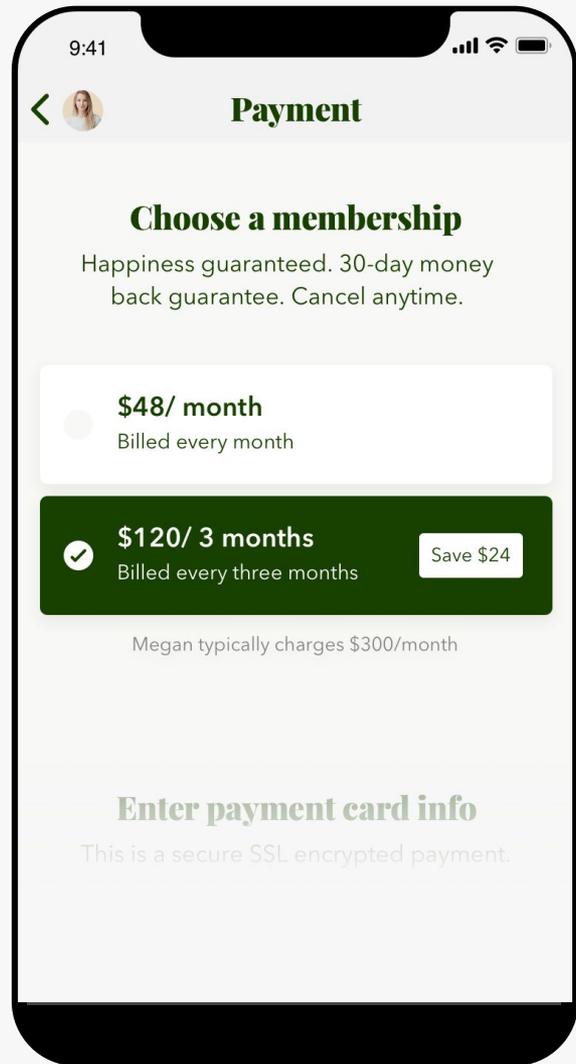
One-page payment screen to prevent drop-off

The new payment page is an elongated screen consists of two parts: membership selection and payment info entry.

Once a membership has been selected, the focus automatically shifts to the payment section below where user enters their card info. By removing an extra screen, the design potentially eliminates another drop-off point.

Solution: UI strategy

One-page payment screen to prevent drop-off

The new payment page is an elongated screen consists of two parts: membership selection and payment info entry.

Once a membership has been selected, the focus automatically shifts to the payment section below where user enters their card info. By removing an extra screen, the design potentially eliminates another drop-off point.

9:41

< **Payment**

Megan typically charges $300/month

Enter payment card info

🔒 This is a secure SSL encrypted payment.

PAYMENT CARD NUMBER

1234 5678 9012 3456

SECURITY CODE

000

EXPIRY DATE

MM/YY

Complete order

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