

Automatically transition users from the initial screen to the next step after 3 seconds

Nick Godwin

Update copy with some context about why you're asking questions.

Which of these best describes you? We use this to tailor your experience.

Nick Godwin

These feel more interactive than they actually are and has a lot of copy.

Nick Godwin

Redesign these to show them as a connected app education flow

Nick Godwin

Make it clear this is skippable

Nick Godwin

PAYWALL CONTENT
Don't make users scroll so much

Header copy needs work to sell more than just "help your hooper learn the game" -> sell the aspirational future state of the subscriber

- Why do I need an app to help my hooper learn the game?

Is there a collaborative aspect of the app to call out?

Add some social proof

- 4.6 star rating

Nick Godwin

PAYWALL REDESIGN IDEAS

Try putting these in a horizontal feature carousel rather than a list with a comparison table underneath

Try a two-tier style with options "Basic" and "Pro" where basic = free and default the paywall to the pro plan.

Nick Godwin

This table looks nice but is WAY too long. The size can probably be cut in half and maybe condensed.

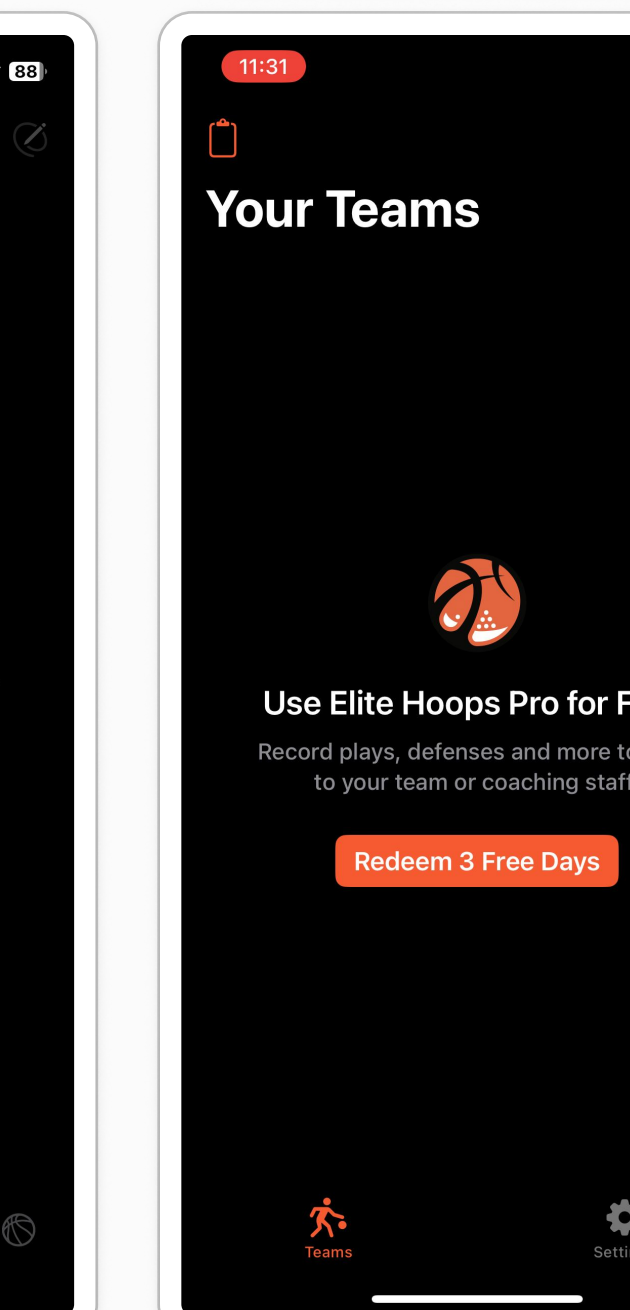
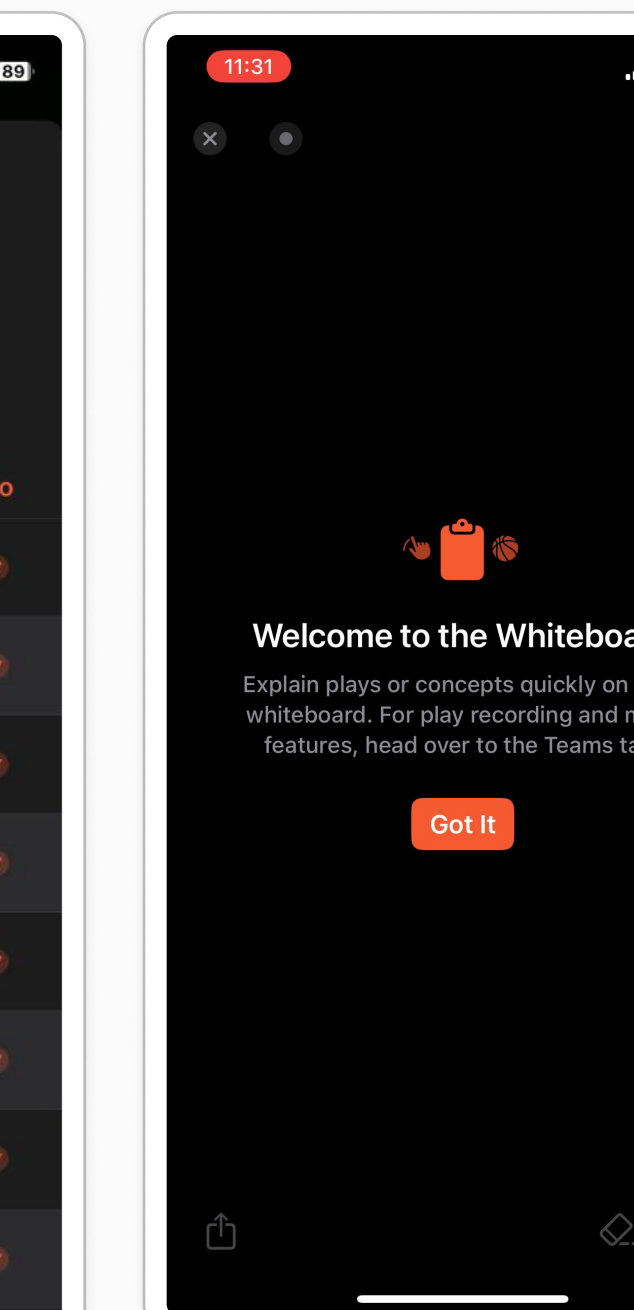
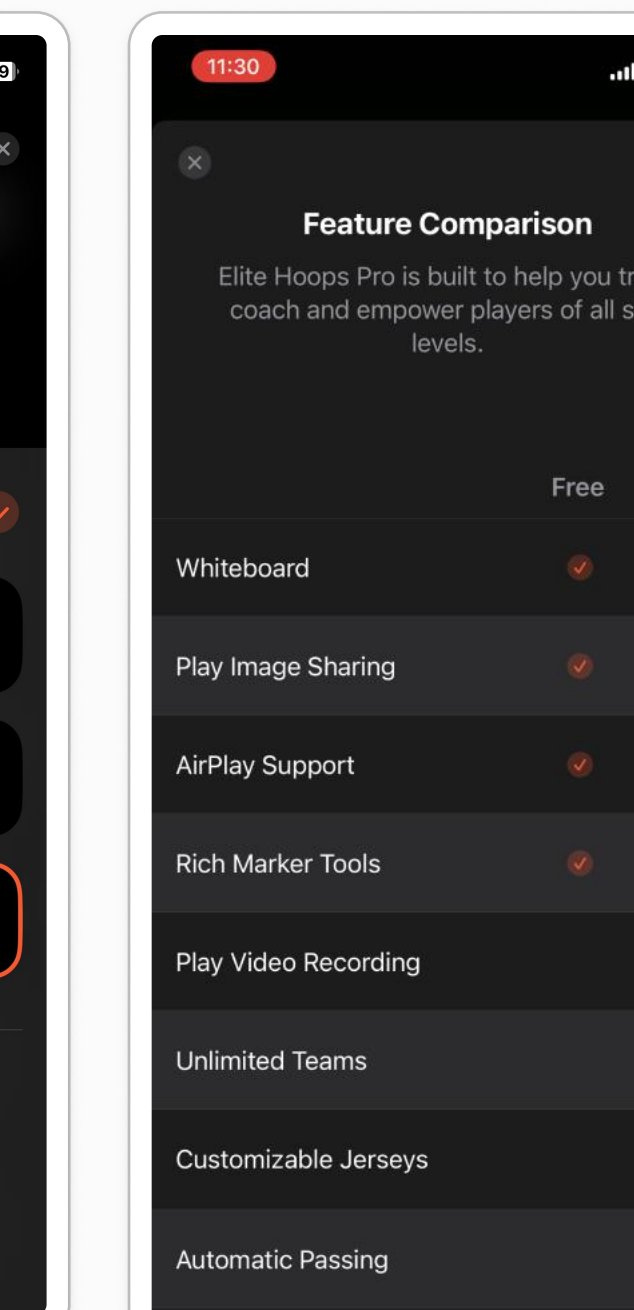
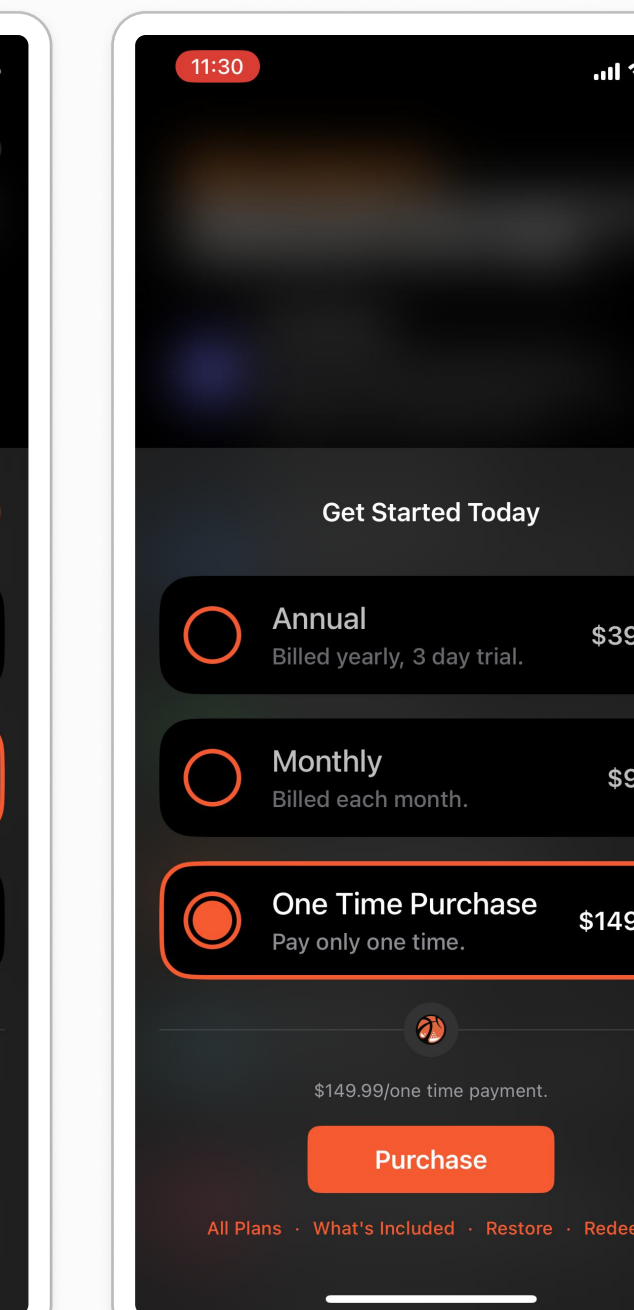
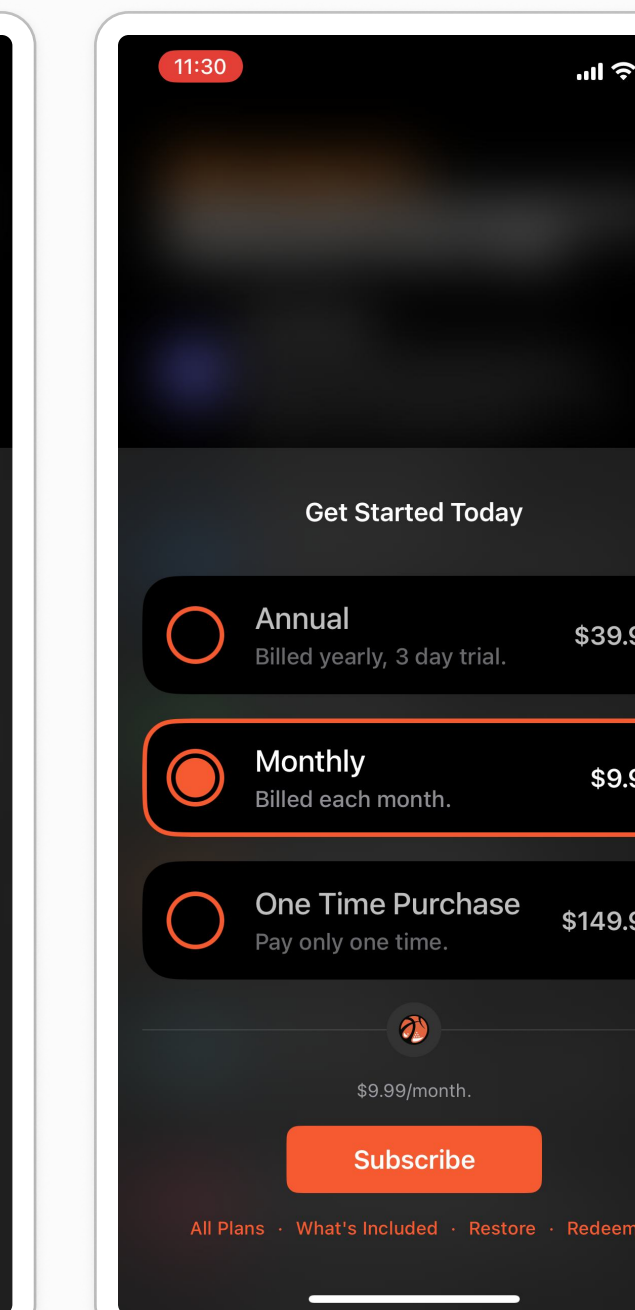
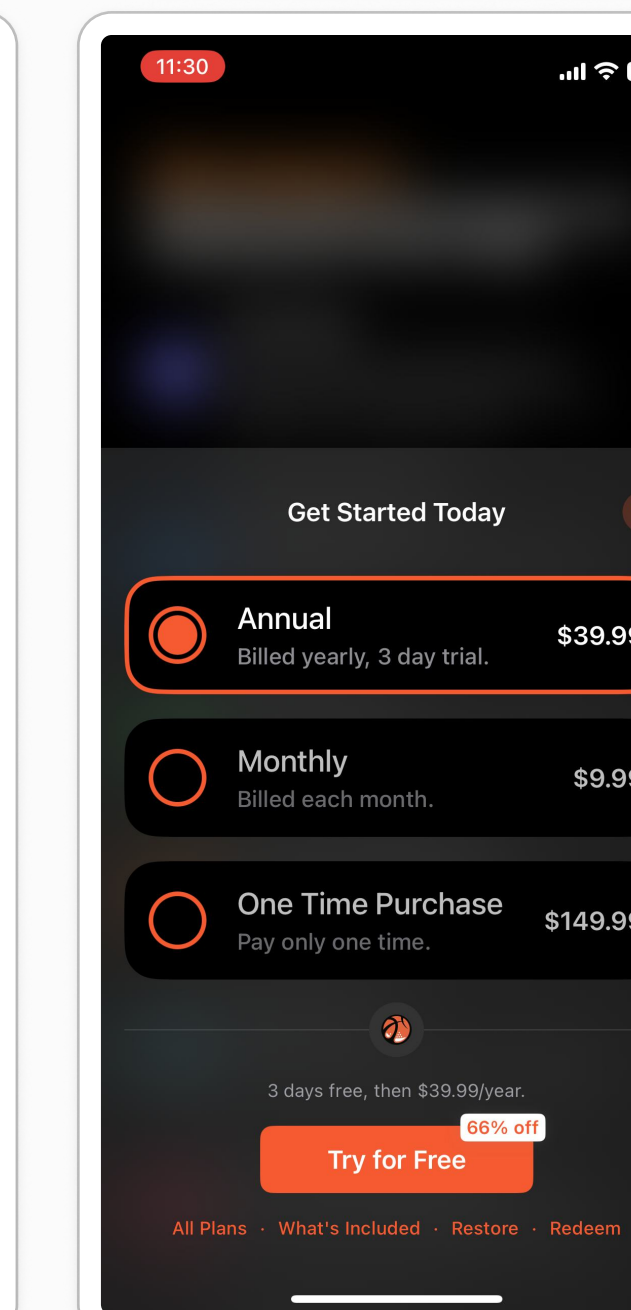
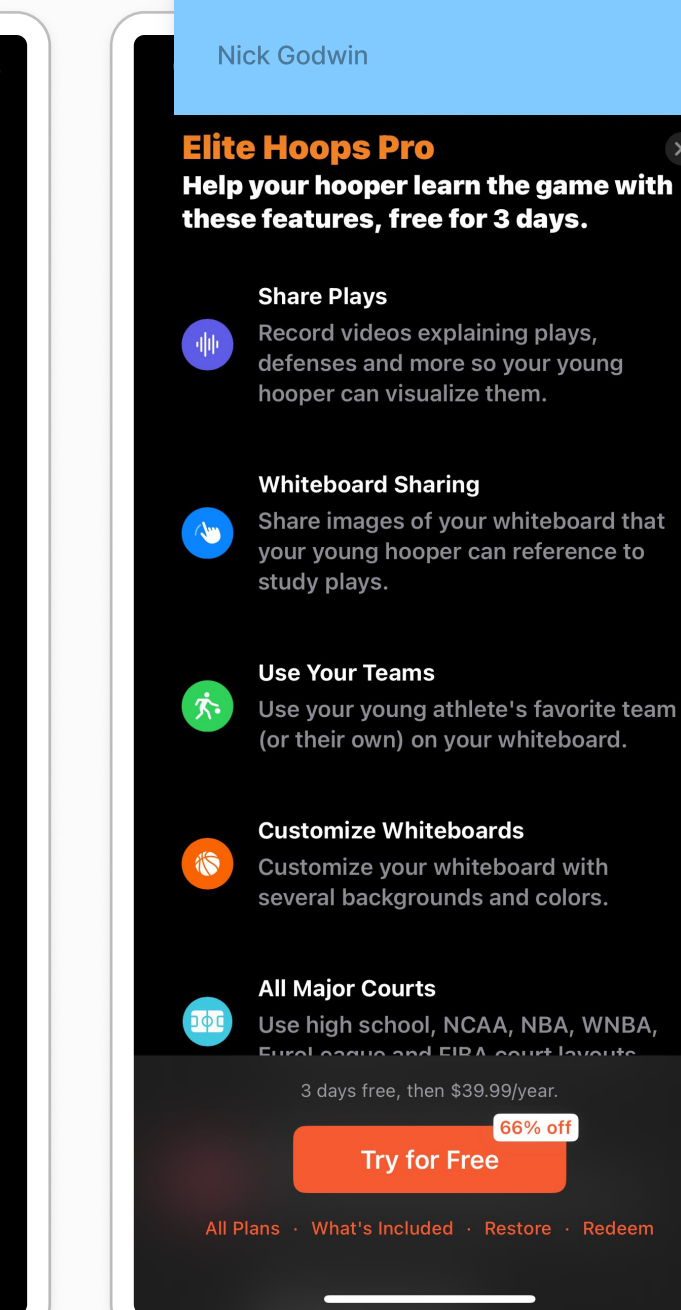
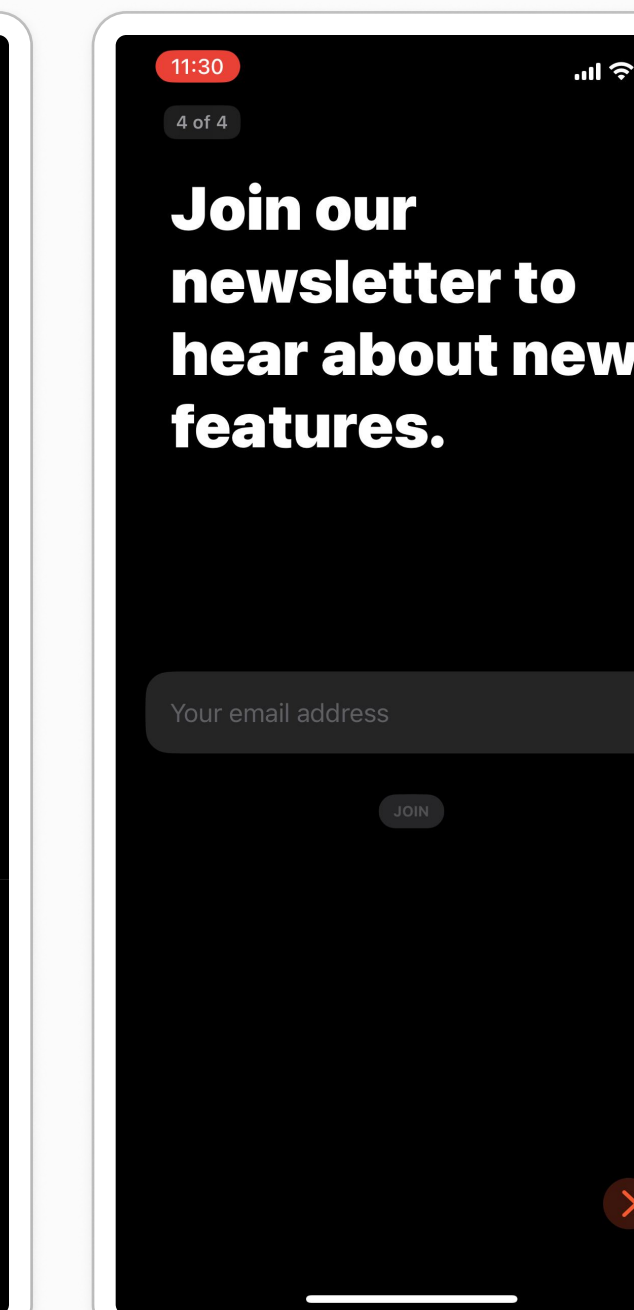
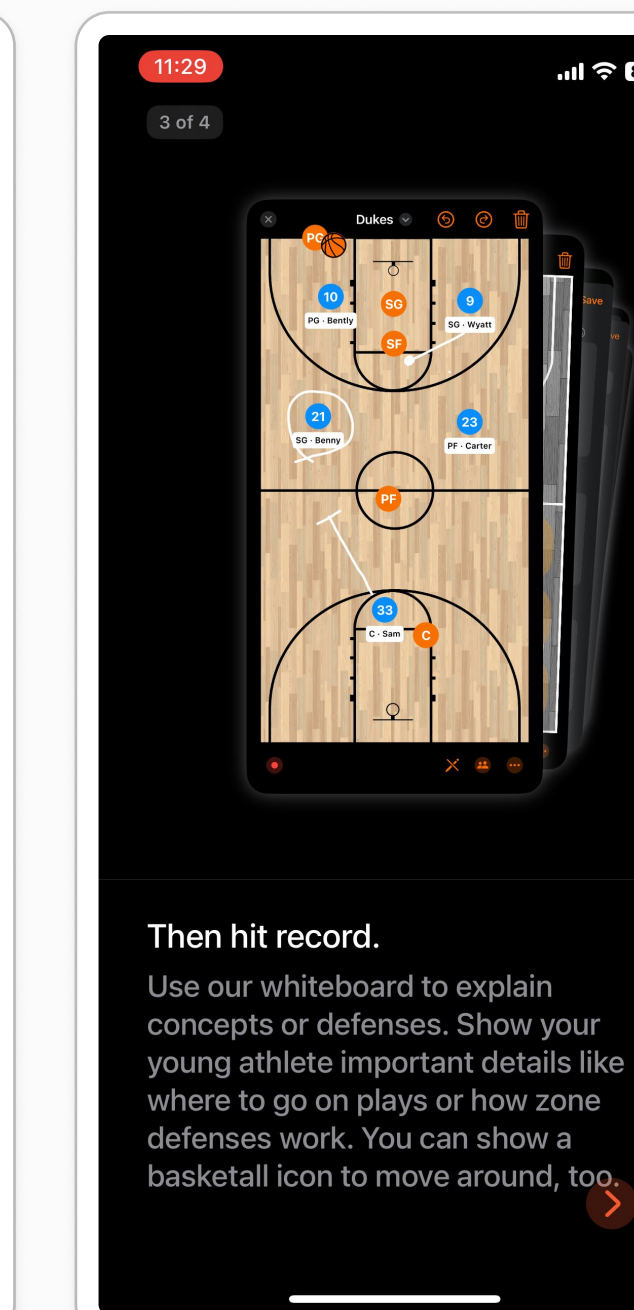
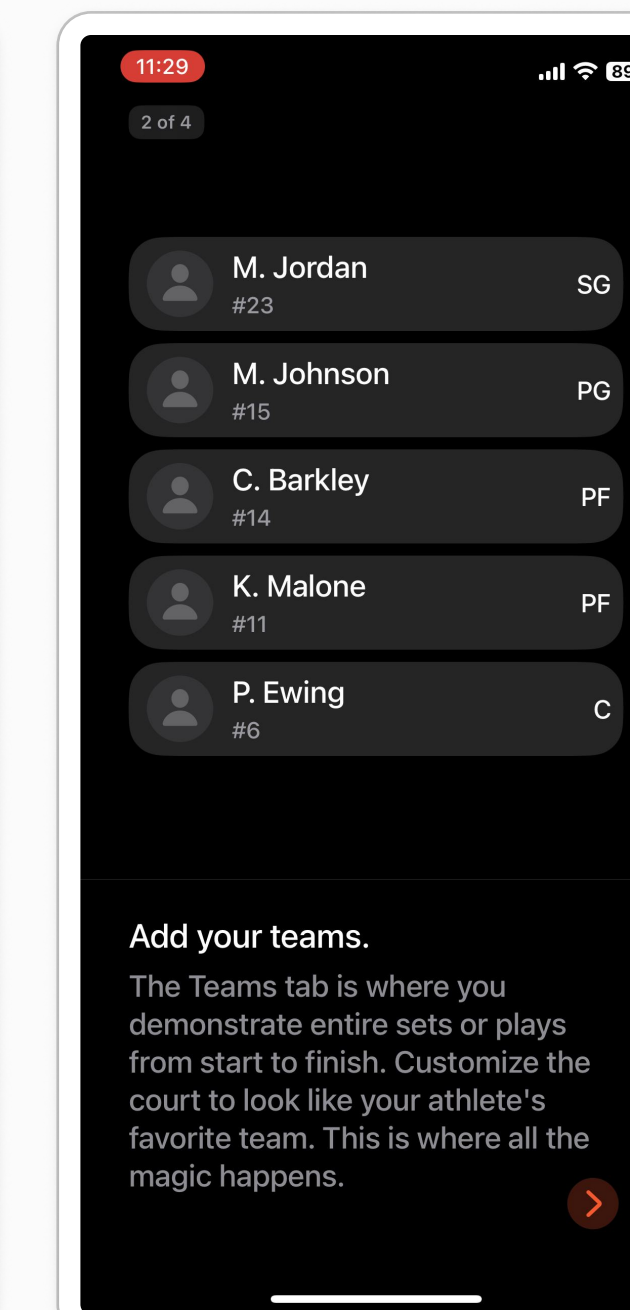
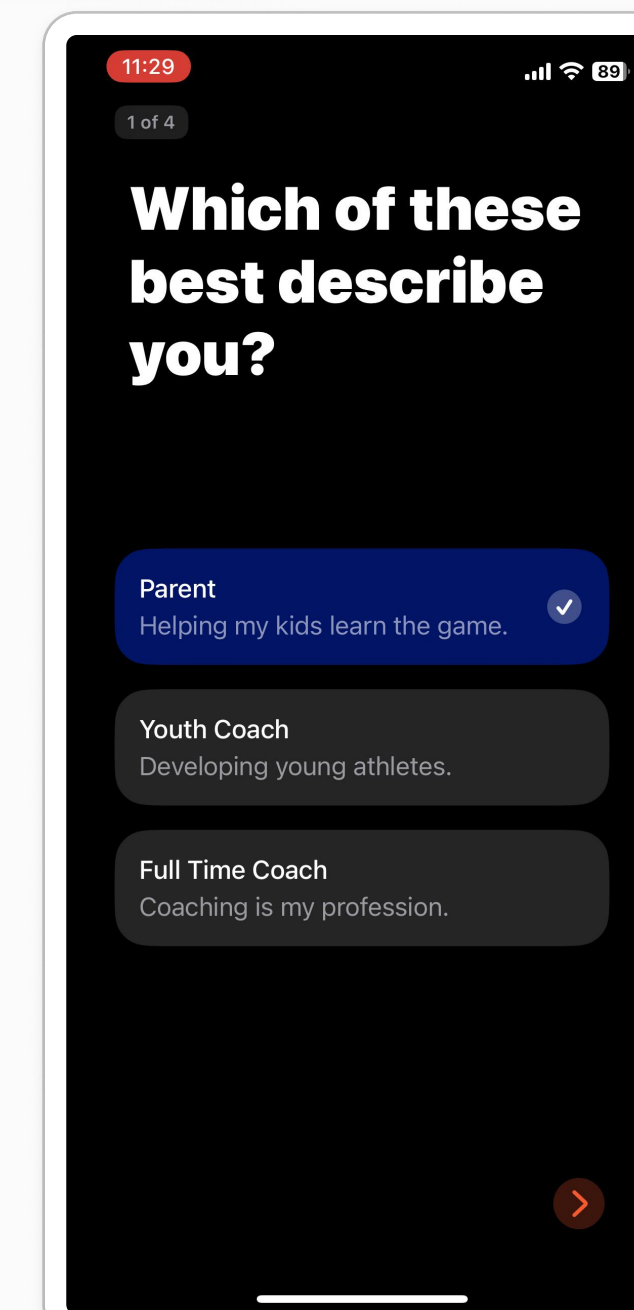
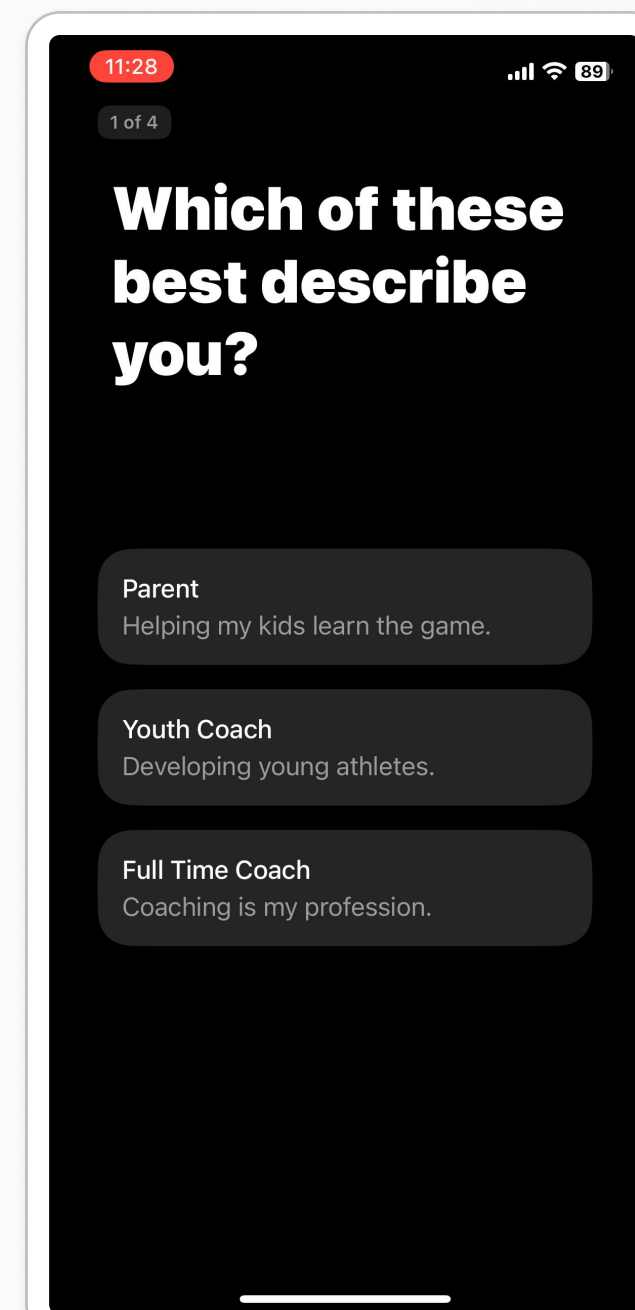
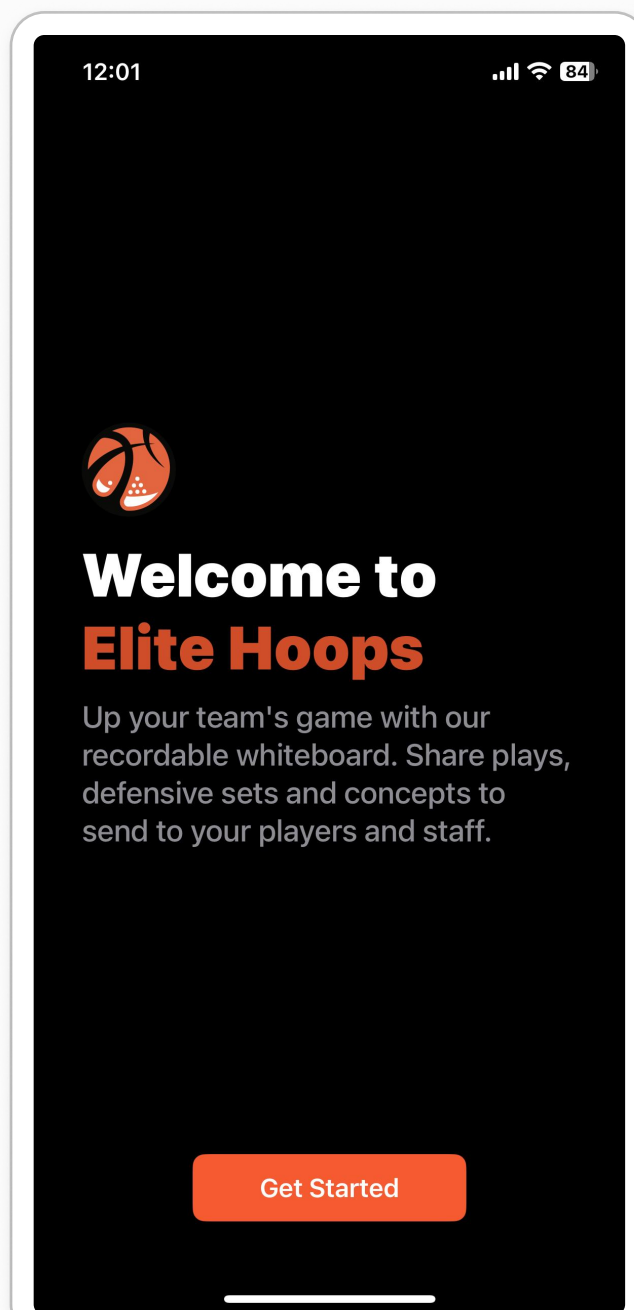
Nick Godwin

It's not clear after onboarding what my next step should be:

- Add my team?
- Customize the app?
- Start drawing plays?

It shouldn't be to start a trial of something I'm confused by in this state

Nick Godwin



Test an onboarding survey that you can use to personalize the paywall.

Which describes you?

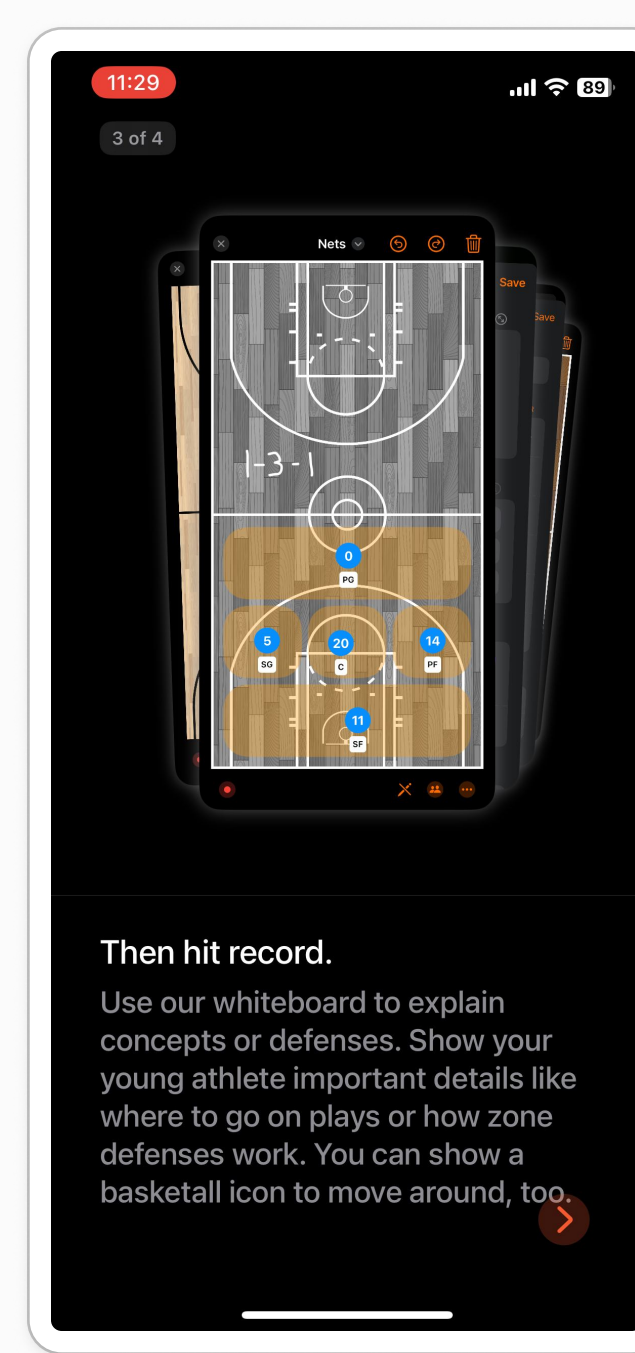
Do you coach year-round or one season at a time?

How many teams are you coaching right now?

Nick Godwin

Test asking for push notifications early in onboarding

Nick Godwin



INITIAL VIEW PRICING

At this point I don't know what 60% off is compared to and seems like a sale rather than the savings choosing the yearly plan -> still good but it's not super clear

Is a 3-day trial long enough to experience the app's AHA moment? If teams only have one game a week this may not be enough.

Nick Godwin

DRAWER VIEW PRICING

Change "Get Started Today" to something more aspirational like "Elevate Your Game"

Show the discount on the plan cell

Add monthly equivalent price

Add a 3-month sub called "Single season" to cover the length of a season

Change "One Time Purchase" to "Lifetime Access"

Try "Continue" instead of "Subscribe"

Nick Godwin

This CTA should show a new paywall that's different from onboarding rather than initiate the purchase sheet.

Nick Godwin

