

**Developing software to give
actionable user metrics.**



PHONE CASE

OF THE MONTH



YOUR INFORMATION

Name

Email

Password

Password Confirmation

PAYMENT INFORMATION

Credit Card Name

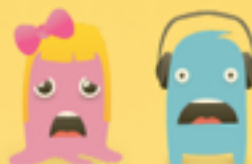
Credit Card Number

Security Code 

Expiration (MM/YYYY)

Female or Male
How Our Characters



Coupon Code

Type of Phone

BILLING ADDRESS

Street address

Suite/Apt #

City

State

Postal code

Country

SHIPPING ADDRESS CLICK HERE IF SAME AS BILLING ADDRESS

Street address

Suite/Apt #

City

State

Postal code

Country

International shipping is an additional \$5 fee.

ENOUGH ALREADY GET ME SOME CASES!



Your credit card will be charged each month when your product ships. You can cancel anytime. Thank you.

What's wrong?

Conversion Rate?
Abandonment Rate?
Customer Followup?
**Customer doesn't have a
credit card?**

**Track your users actions,
not page views. Page views
are vanity metrics.**

Let's get started!

We need to create an account for you, so tell us what email and password you'd like to use.

Email

andria@example.com

Password

Your Password

We don't like spam, so we won't send you any.

On to the Next Step

A limited edition phone case every month. Oooh yea.

Phone Case of the Month is not just your average monthly subscription service, it's so much more. With a price point of just \$10 a month, we offer a limited edition phone case that is completely unique to our company. Each package includes a one of a kind phone case as well as neat little surprises such as stickers, temporary tattoos, unicorns, and who knows what else!



After a while, you'll ask yourself "How did I ever survive without Phone Case of the Month and all their neat little goodies?" I don't know my friend, there are some questions even we can't answer.

Tell us about yourself.

Name

Age

What phone do you have?

Select your phone:

On to the Next Step

What is your mailing address?

Street address

8022 South Rainbow Blvd.

Secondary address

Suite 120

City

Las Vegas

State

Nevada

Postal code

89139

Country

United States

One More Step

Not your average phone case.

We ship cases made of Poly Carbonate and ABS (Acrylonitrile butadiene styrene) with a silicone coating for a soft to the touch feel. Sounds fancy huh? Printing is done using water transfer printing technology for a seamless edge to edge print. The cases are low profile and do not have a lip on the top edge of the phone. Bottom line is that we produce phone cases that feel good. We use our own product each and everyday and know what does and doesn't get in the way of using your phone.



Limited Edition Phone Cases

You can only find these cases at Phone Case of the Month. We design every phone case that we deliver. On top of that, we only print 200 cases of each design. Sign up today for only \$10 a month and begin collecting the latest fashion accessory.

Order Summary

1 Monthly Phone Case Subscription	\$10
Shipping	FREE!
Amount billed for first shipment.	\$10

Your card will be charged before shipping your package each month. You can cancel at anytime.

Next estimated shipment date is 11/17/2013

Have a coupon code?

Coupon code

Coupon Code

Apply Coupon Code

Complete Your Purchase

We Accept     

Credit card name

Name on Credit Card

Credit card number

Credit Card Number

Credit card cvc

Security Code

Credit card expiry month

Expiration Month (XX)

Credit card expiry year

Expiration Year (XXXX)

[Need your parents permission?](#)

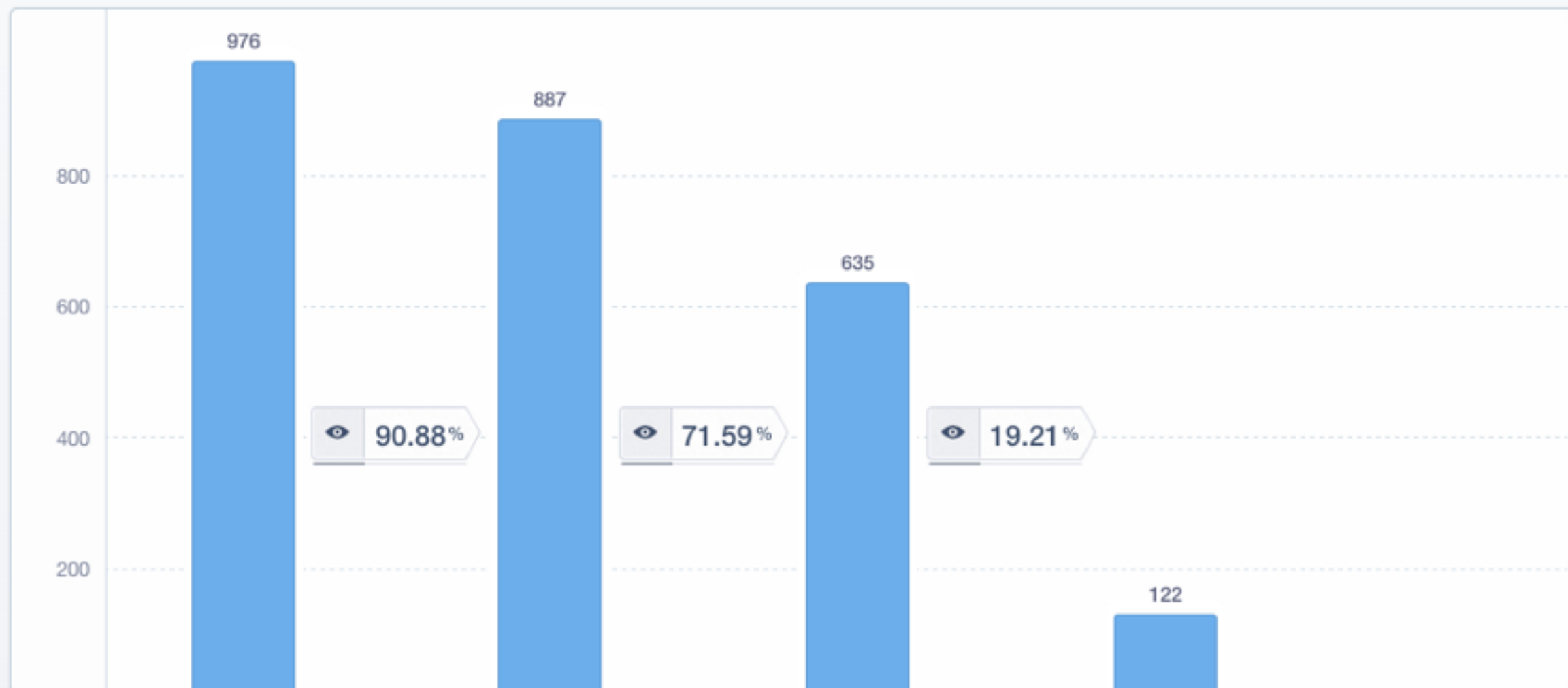
Complete Your Signup

11%

Conversion Rate

Oct 19, 2013 - Nov 17, 2013

12.5% Completion Rate



Overview

Subscribed Step

Subscribed Step

Subscribed Step

Subscribed Step

**Not developing features, but
capturing user intelligence.**

Long RESTful Forms

Multi Step Forms

**ActiveRecord incurs
major technical debt.**


```
class Customer < ActiveRecord::Base
  has_many :subscriptions, dependent: :destroy
  has_many :gift_subscriptions, dependent: :destroy
  has_many :shipments, through: :subscriptions, dependent: :destroy
  has_many :designs, through: :subscriptions
  has_one :coupon

  acts_as_paranoid
  devise :database_authenticatable, :registerable, :lockable,
         :recoverable, :rememberable, :trackable, :validatable

  after_create :create_referral_coupon

  attr_accessible :name, :email, :password, :password_confirmation, :age, :remember_me
  attr_accessible :subscriptions_attributes, :gift_subscriptions_attributes
  attr_accessible :credit_card_name, :credit_card_number, :credit_card_cvc
  attr_accessible :credit_card_expiry_month, :credit_card_expiry_year, :referral_credit

  attr_accessor :validate_name, :validate_age
  attr_accessor :validate_credit_card_name, :validate_credit_card_number, :validate_credit_card_cvc
  attr_accessor :validate_credit_card_expiry_month, :validate_credit_card_expiry_year
  attr_accessor :validate_credit_card_expiration_is_in_future
  attr_accessor :credit_card_name, :credit_card_number, :credit_card_cvc
  attr_accessor :credit_card_expiry_month, :credit_card_expiry_year

  accepts_nested_attributes_for :subscriptions, :gift_subscriptions

  validates_presence_of :name, if: :should_validate_name?
  validates_presence_of :age, if: :should_validate_age?
  validates_presence_of :credit_card_name, if: :should_validate_credit_card_name
  validates_presence_of :credit_card_number, if: :should_validate_credit_card_number
  validates_presence_of :credit_card_cvc, if: :should_validate_credit_card_cvc
  validates_presence_of :credit_card_expiry_month, if: :should_validate_credit_card_expiry_month
  validates_presence_of :credit_card_expiry_year, if: :should_validate_credit_card_expiry_year
  validate :credit_card_expiration_is_in_future, if: :should_validate_credit_card_expiration_is_in_future
end
```



```
class Form::CustomerInformation
  include Datamappify::Entity

  attribute :email, String
  attribute :password, String

  validates :email, presence: true
  validates :password, presence: true

  def save
    return unless valid?

    service = CreateCustomer.new(email, password)
    service.save
  end
end
```



```
class PhoneCaseOfTheMonth::CreateCustomer
  attr_accessor :email, :password

  def initialize(email, password)
    @email = email
    @password = password
  end

  def save
    Customer.create(email: @email,
                    password: @password)
  end
end
```



```
class Customer < ActiveRecord::Base
  has_many :subscriptions, dependent: :destroy
  has_many :gift_subscriptions, dependent: :destroy
  has_many :shipments, through: :subscriptions
  has_many :designs, through: :subscriptions
  has_one :coupon

  devise :database_authenticatable, :registerable, :lockable,
         :recoverable, :rememberable, :trackable, :validatable
end
```

Resources

- ☐ **Wicked:** <https://github.com/schneems/wicked>
- ☐ **Datamappify:** <https://github.com/fredwu/datamappify>
- ☐ **Destroy All Software:** <https://www.destroyallsoftware.com>
- ☐ **MixPanel:** <http://www.mixpanel.com>