

## Story

## Layout

### New story point

Blank

Duplicate

- 1\_Period
- 1\_Time\_US
- 1\_Time\_Line
- 2\_Country
- 2\_State
- 2\_Membership
- 2\_Subscription an...
- 2\_Subscription
- 2\_Last Active
- 2\_Free Start Total
- 2\_Free Starter an...
- 2\_Free Start per ...
- 2\_Year
- 3\_Breed
- 3\_Breed Types
- 3\_Breed Types an...

A Drag to add text

☒ Show title

Size

Full Screen (1024 x 768) ▼

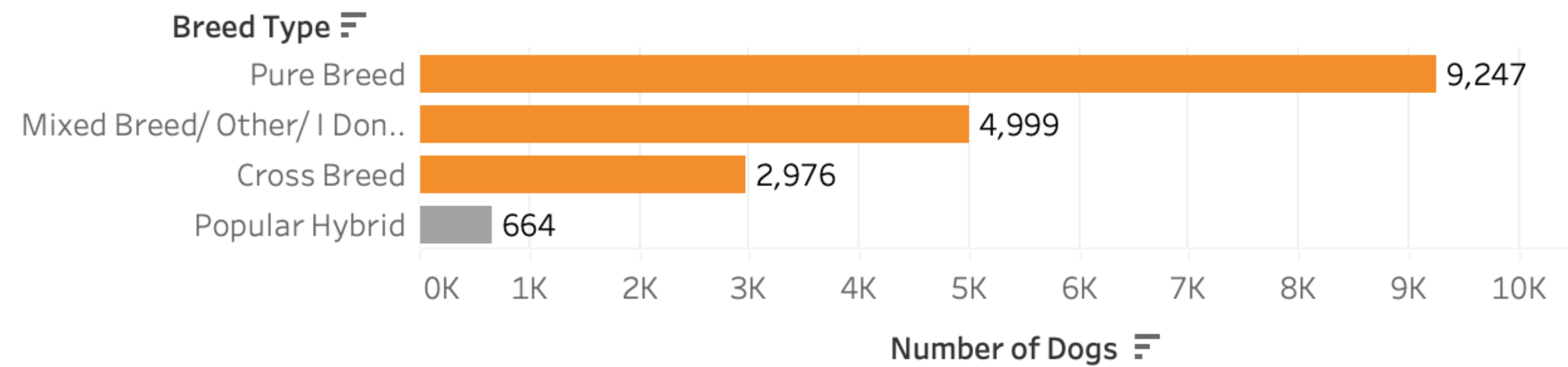
Situation: number of  
assessment tests  
users completed

## Recommendations

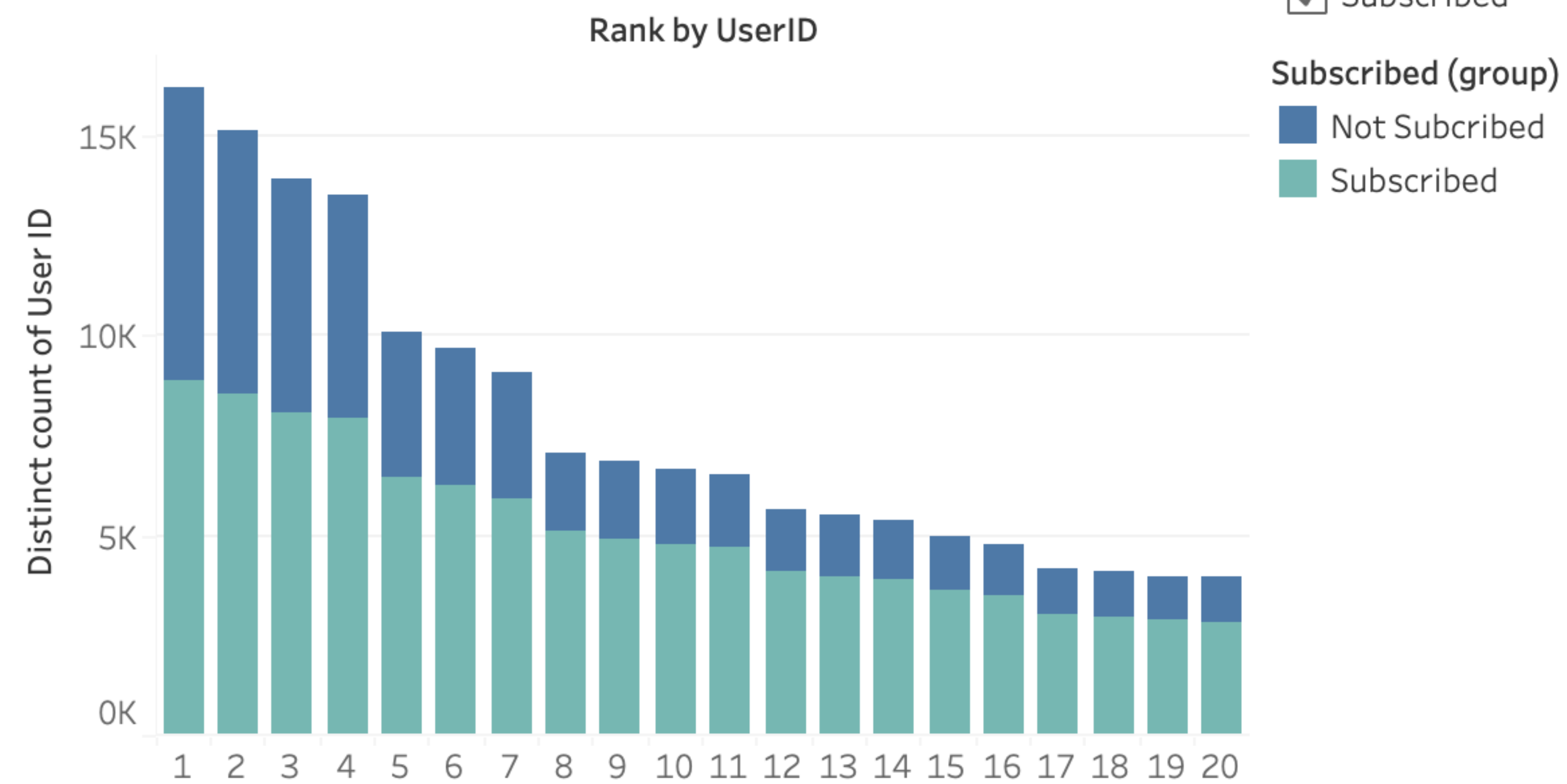
Previous policy: Free trials

Implementation  
recommendation

## Number of Dogs of Different Breed Types



## Number of Assessment Test Subscribed and Not Subscribed Users Completed



## Recommendations

1. Set up progress table and give notifications in the users' application interface
2. Give different degrees of economic incentives

Data Source	2_Year	3_Breed	3_Breed Types	3_Breed Types and Rank	3_Dog	3_DNA	3_Fixed	4_Sub-cat and Rank	Recommendation	Free Start User	Implementation	Increase No. of Test Comple...			
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Situation: number of  
assessment tests  
users completed

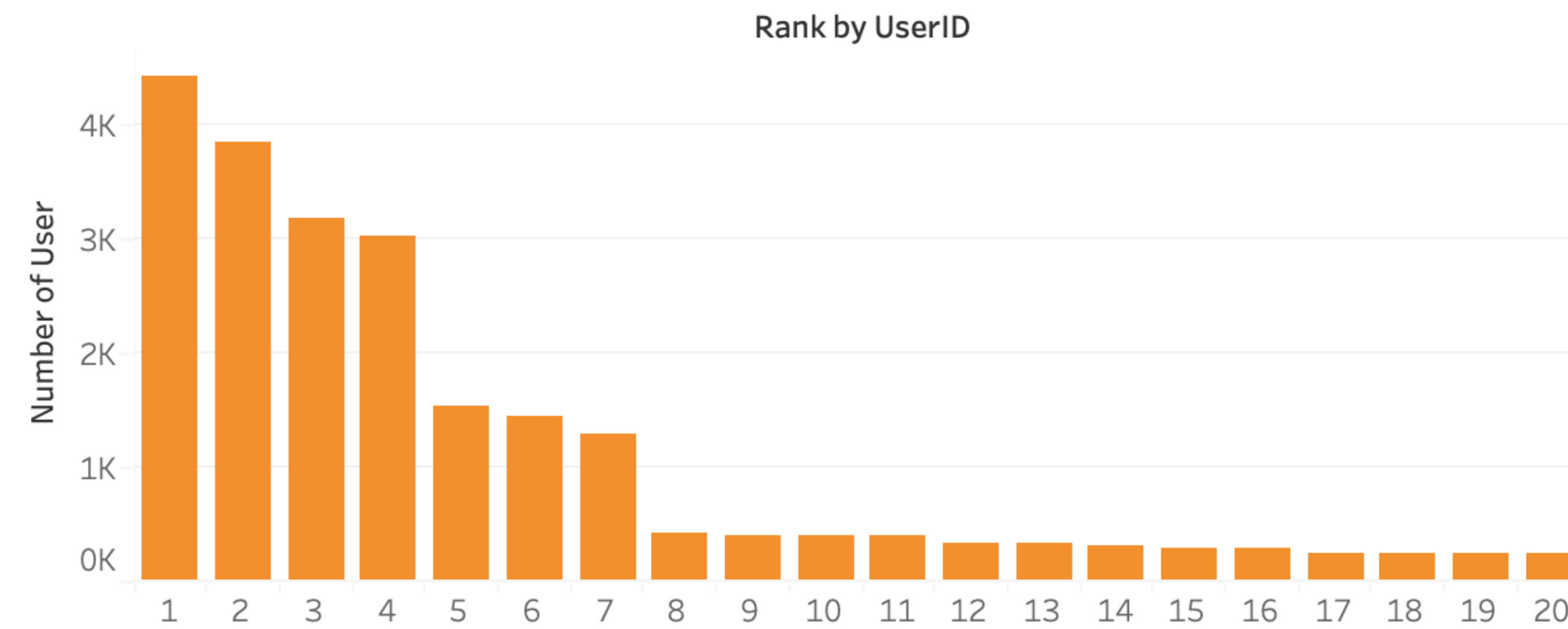
## Recommendations

Previous policy: Free trials

Implementation recommendation



## Number of assessment test users completed



- Free Start User
- Not Free Start User

Free Start User

■ Not Free Start User

Free Start User (group)

Number of Users

10K

5K

0K

Free Start User

Not Free Start User

4,414

11,810

Group	Number of Users
Free Start User	4,414
Not Free Start User	11,810

Data Source	2_Year	3_Breed	3_Breed Types	3_Breed Types and Rank	3_Dog	3_DNA	3_Fixed	4_Sub-cat and Rank	Recommendation	Free Start User	Implementation	Increase No. of Test Comple...			
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