

[Redacted] Onboarding Strategy

The Problem:

Suggest an outline of the user experience (UX) to engage, nudge and convert those users who download the app but have not yet registered for any of the programs, into paid users for one of our programs.

Key Goals of Onboarding UX (Pre-Subscription)

1. Hook users emotionally
2. Personalize the journey
3. Demonstrate value before asking for money
4. Build trust in experts and success stories
5. Convert via a pricing page with strong CTA

1. Welcome Page(3–4 slides)

Purpose: Hook emotionally + explain value proposition

- Layout: Full-screen carousel, horizontal swipe
 - Slide 1: "Struggling with PCOS / Thyroid / Diabetes?" (*Illustration + symptom keywords*)
 - Slide 2: "Your 1ing journey begins here – with experts in Ayurveda & Nutrition" (*Image of a smiling doctor*)
 - Slide 3: "Real people. Real reversals." (*Testimonial quote with name + image placeholder*)
 - CTA: **[Get Started]**
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2. Health Quiz / Assessment (Multi-step form)

Purpose: Personalize the experience + build investment

- Layout: One question per screen → Progress bar at top (e.g., Step 1 of 5)
 - Step 1: "What condition do you want to manage?" [☒ PCOS ☒ Thyroid ☒ Diabetes]
 - Step 2: "Main goal?" [☒ Weight loss ☒ Symptom relief ☒ Lower blood sugar]
 - Step 3: Meal preferences
 - Step 4: Daily routine/time availability
 - Step 5: Email & name (for personalization)
 - Final screen: "Analyzing your responses..."
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3. Personalized Plan (teaser)

Purpose: Show that a plan was created → nudge to subscribe

- Layout:
 - [User name], "Here's your customized healing plan" 
 -  *Day 1 meal plan preview* (blurred text with lock icon)
 -  *Upcoming consultations* (blurred calendar)
 -  *Lifestyle changes* section
 - CTA: **[Unlock Full Plan →]**
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4. Meet Your Experts Screen

Purpose: Build trust

- Layout:
 - Photo cards: [Ayurvedic Expert] [Clinical Nutritionist]
 - 2-line bio under each name
 - "Over 1000+ success stories guided by our experts"
 - Optional: Add WhatsApp/Telegram icons for user Q&A support
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5. Testimonials & Results

Purpose: Social proof

- Layout:
 - Scrollable card stack of testimonials
 - Format: Before/after image → short quote → condition → name/age
 - Metrics: "83% users see improvement in 4 weeks"
- CTA (sticky at bottom): **[Start My Journey]**

6. Pricing Screen

Purpose: Close the conversion

- Layout:
 - 3 Plans: 1-Month | 3-Month (highlighted as “Best Value”) | 6-Month
 - Include features table:

Feature	1M	3M	6M
Personalized Plan	✓	✓	✓
Expert Consults	2	6	12
Lifestyle Nudges	✓	✓	✓

- - Trust badge: “Money-back guarantee for 7 days”
 - CTA: **[Subscribe Now]**
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Additional Questions

Part 1:

- 1. What will you like them to do on the page they have landed on when they sign in to the application (but haven't purchased a plan yet)?**
- 2. What kind of actions will you like these users to take on the landing page to nudge them closer to a buying decision, keeping in mind that some might convert immediately but other might have to be engaged as free users who keep coming back to the app, until they make a purchase decision?**

Part 2:

- 3. How will you capture user's curiosity & keep their interest while they are on this page?**
- 4. Would you like to have different messaging on the campaign landing pages for the above two different categories of users?**
- 5. Is there something you might want to know more about them to decide what your message to them should be?**
- 6. Since most users don't make a purchase decision the first time when they download the app, what experience will you like to create for such users to give them a compelling reason to keep coming back to the app?**

Part 3:

- 7. What will you want to ask from them or tell them?**
- 8. Could the user also have questions that they will like to discuss before they make a purchasing decision? What will be a good experience to answer those questions?**
- 9. How will you build enough trust with the user for them to take a decision to pay an amount of the order of 2.5K-13K to HealMeRight?**

Part 1: How to Get People to Subscribe

1. Welcome Screen (Hook)

- **Home page with features overview**
 - **Build intrigue to grab user's attention**
 - **Message: "We have a solution for you"**
 - **Show benefits like lifestyle reversal, not just symptom management**
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2. Interactive Health Quiz

Purpose: Establish emotional connection + personalize experience
Keep it engaging with simple, intuitive steps

Questions may include:

- a) What's your condition?**
 - b) How long have you been dealing with it?**
 - c) What's your end goal?**
 - d) How did you find us?**
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3. Teaser of Personalized Plan (Preview)

- **Show a sample of what's inside the app:**
 - **Day 1 of a meal plan**
 - **Lifestyle recommendations**
 - **Sample expert consult schedule**
 - **Lock the rest with a "Subscribe to Unlock" CTA**
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4. Social Proof Section

- **Showcase user testimonials and success stories**
 - **Add access to WhatsApp group / Telegram channel**
 - **Let users see live examples of people benefiting**
 - **Helps new users interact with real users firsthand**
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5. Call-To-Action (CTA)

- **Show subscription plans clearly with a comparison of features**
 - **End with a motivating CTA like:**
 - **"Sign up and set up your consultation NOW"**
 - **Or for skeptics: "Request a callback from our team"**
 - **Add urgency or limited slots ("First 50 get a free call")**
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Part 2: How to Capture User Curiosity

Tools & Strategies:

- **Push notifications**
 - **Tips, reminders, facts about Ayurveda**
 - **"You're just 1 step away from starting your healing journey"**
- **Promotional messages**
 - **Discount nudges**
 - **Highlight conditions: "If you're dealing with diabetes..."**
- **Email marketing**
 - **Send testimonials, expert articles, science-backed proof**

Personalized Nudging:

- **Based on quiz answers, tweak the tone or type of health nudges**
 - **Example: Someone with PCOS may get different lifestyle suggestions than a diabetic user**
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Part 3: Marketing Strategy

- **Cold users → Focus on trust and emotional storytelling**
 - **Warm leads → Highlight practical value, testimonials**
 - **Skeptical users → Offer soft entry: trial plan / free consult**
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Avoid hard-selling:

- **No pressure sales pitch**
 - **Add an optional "request a callback" form**
 - **Soft language: "Start your journey" not "BUY NOW"**
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Add-on Offers:

- **3-day free trial or intro consult**
- **"First 5 minutes free" approach**
- **Discounts for first-week signups**

User Journey Map

 **Persona:** Rajesh, 45, Senior Accountant, lives in Bengaluru

Condition: Diagnosed with Type 2 Diabetes 3 years ago

Lifestyle: Sedentary job, long work hours, irregular meals

Context: Searching for a natural, long-term solution beyond medication after a friend forwarded a link to the HealMeRight app.

Category	Welcome Carousel	Health Quiz / Assessment	Personalized Plan (Teaser)	Meet the Experts	Testimonials & Social Proof	Pricing + Call-to-Action
DOING	Views intro slides:1 Diabetes reversal promise2 Ayurveda + nutrition experts3 Real transformations	Fills 5-step quiz:✓ Type of diabetes✓ Medication use✓ Meal preferences✓ Work schedule✓ Sleep patterns	Receives personalized plan preview:🔒 Sample meal plan🔒 Lifestyle changes🔒 Consult calendar	Reads about Dr. Mehta (Ayurveda) and Ms. Iyer (Clinical Nutritionist) Clicks “View Credentials”	Scrolls through cards:📷 Before/After photos🧠 Quotes like “Cut meds in 2 months”👥 Real names + ages	Compares pricing plans:1-Month ₹2,499 3-Month ₹5,499 (highlighted) 6-Month ₹9,999 Reads about 7-day refund
THINKING	“This actually looks serious—not gimmicky like other wellness apps.”	“That was simple. And they’re not just collecting random data.”	“This feels tailor-made. I want to know more about the meals and sessions.”	“They look legit. These aren’t just Instagram influencers.”	“That guy looks like me. Maybe I can actually get off meds too.”	“The 3-month plan costs less than my test strips every month...”
FEELING	Curious, a little skeptical, but hopeful	Involved, cautiously optimistic	Excited but guarded; doesn’t want to waste money again	Reassured, comforted that real professionals are involved	Motivated, hopeful, emotionally moved by transformation stories	On the edge of conversion; weighing cost vs. hope

PAIN POINTS	Overwhelmed by false diabetes cures online	Slight worry: “Will this quiz lead to spam or privacy issues?”	Frustrated that he can’t preview full plan or sample a call	Still unsure if these experts will really be the ones consulting	Suspicious of fake reviews—too many polished stories	No way to try before buying; worried about commitment
OPPORTUNITIES	Add “backed by 20,000 users” + “Featured in...” badges	Add mini-tooltips like: “This helps tailor your meal plan”	Unlock one meal or show partial consult calendar preview	Include short intro video/audio by each expert (30 sec each)	Add clickable “Verified Story” badge or short user-submitted videos	Offer limited-time ₹99 consult or 3-day trial option