

COSMOS[©]

**Product Teardown
New User Onboarding**

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COSMOS[©]

A platform where curators express, connect, and create freely.



It is a USA based private company founded by Andy McCune in 2021 with its headquarters in NYC.

Key Stats

Mission

They Propose a shift from mindless scrolling to mindful curation.

Core Values

Expression without noise, likes, comments and ego.

Rev Streams

Cosmos Monthly and yearly subscriptions.

Competitors



100 M+

Monthly active users

163 th

Free Graphics & Design Platform

4 M+

FY 24 revenue

User Segment



Arya Verma , 17, Female

Location: Pune, Maharashtra
Occupation: Student
Device: Samsung A71

Goals:

- Save and organize her favorite quotes, K-drama moments, and aesthetic visuals in one space.
- Build a personal moodboard or digital journal that reflects her style.
- Curate content without worrying about likes or social validation. Use Cosmos as a calm, creative sanctuary separate from noisy social apps.

Frustrations:

- AI clusters and graph views might feel overwhelming.
- Lack of relatable templates (e.g., study boards, aesthetic boards).
- Limited integration with her favorite apps (like Instagram or Pinterest).
- Might want more “guided” or beginner-friendly structure.



Rohan Mehta , 26, Male

Location: Bengaluru, Karnataka
Occupation: Interior Designer
Device: Iphone 15 Pro , MacBook Air

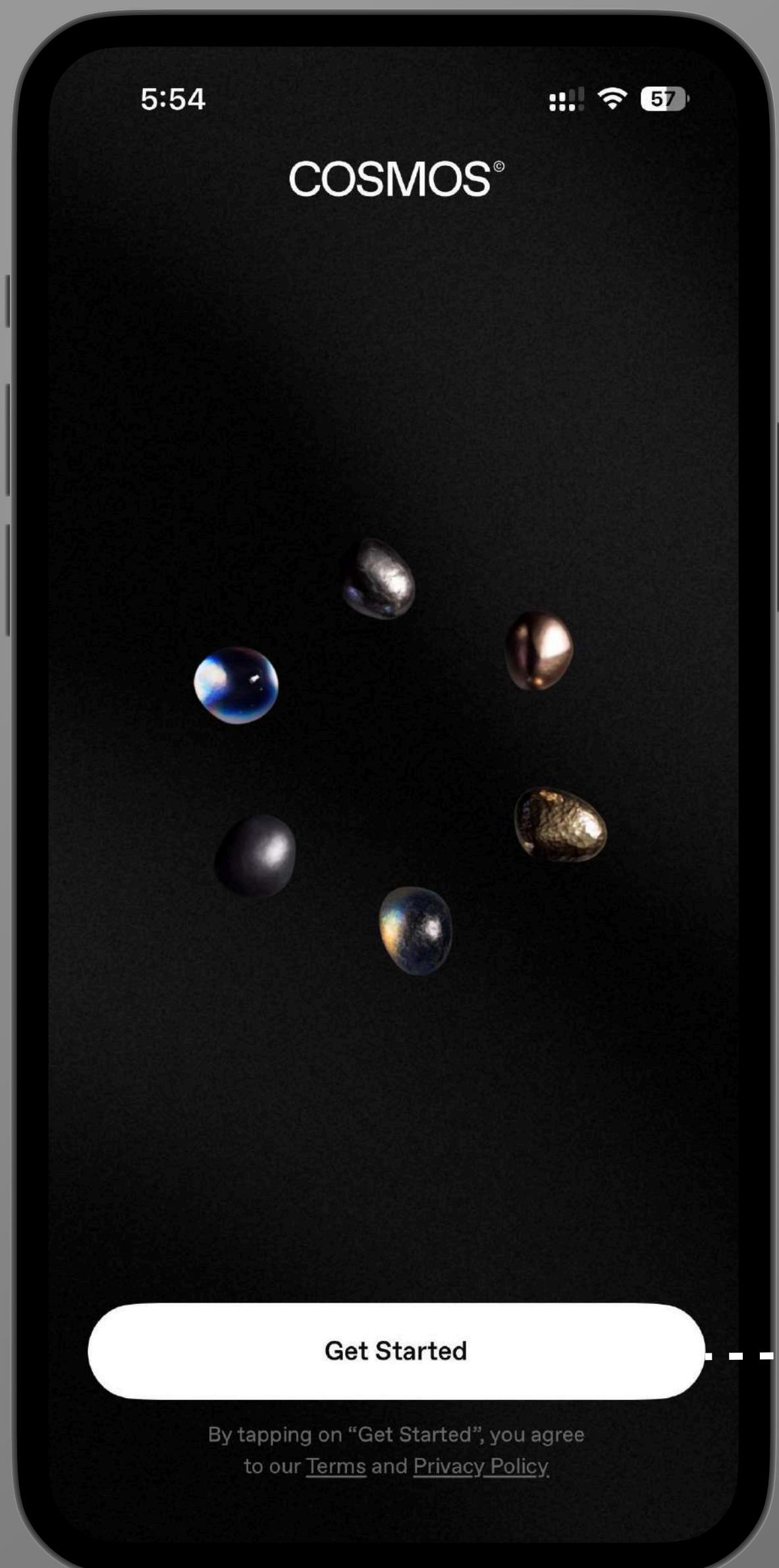
Goals:

- Curate and categorize design inspirations from the web, client references, and moodboards in one place.
- Use AI-tagging to auto-organize saved images and concepts by theme, color, or material.
- Build shareable Clusters for client presentations without needing to design slides. Save time by surfacing related past elements for new projects.

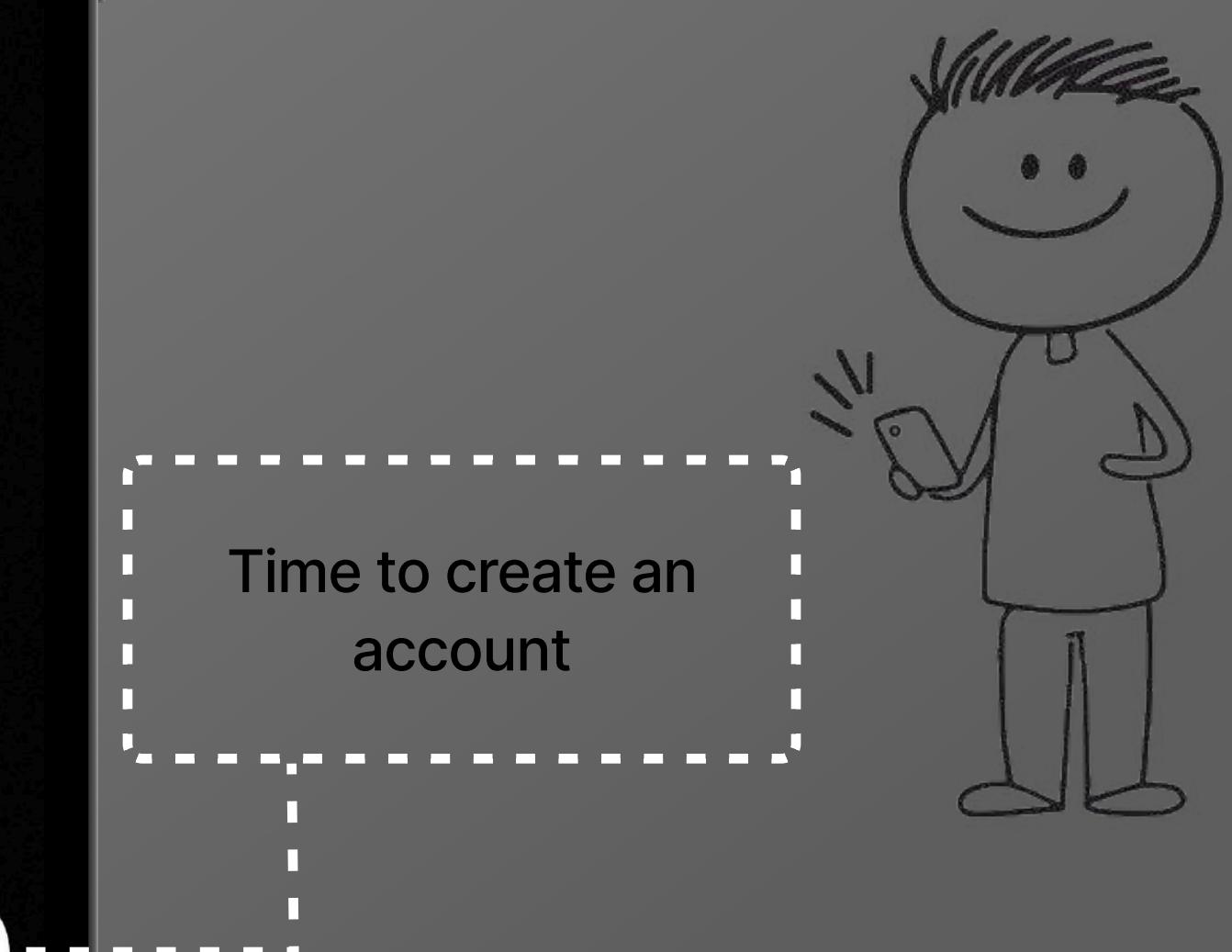
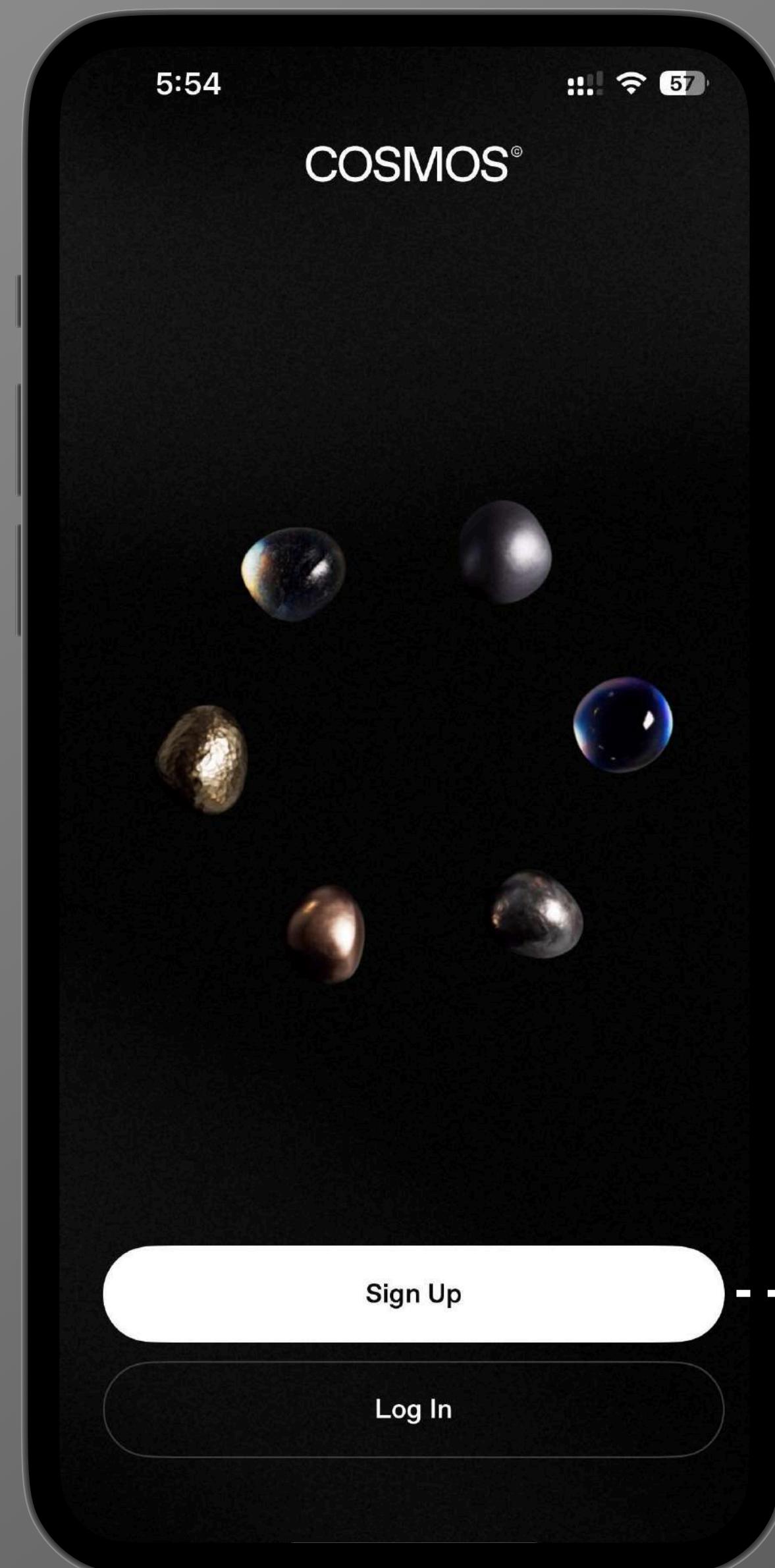
Frustrations:

- May find limitations in exporting or presenting his clusters professionally.
- Missing Figma integrations could break his workflow.
- Might want more control over how Clusters appear visually (custom branding or layout).
- Needs faster ways to import bulk content from existing folders or tools.

User Journey Map



Woah!!
Let's go...



Time to create an
account

User Journey Map

What's your email?



Now, set a password...

8 characters or more



What's your full name?

|



What's your date of birth?

11 November 2003

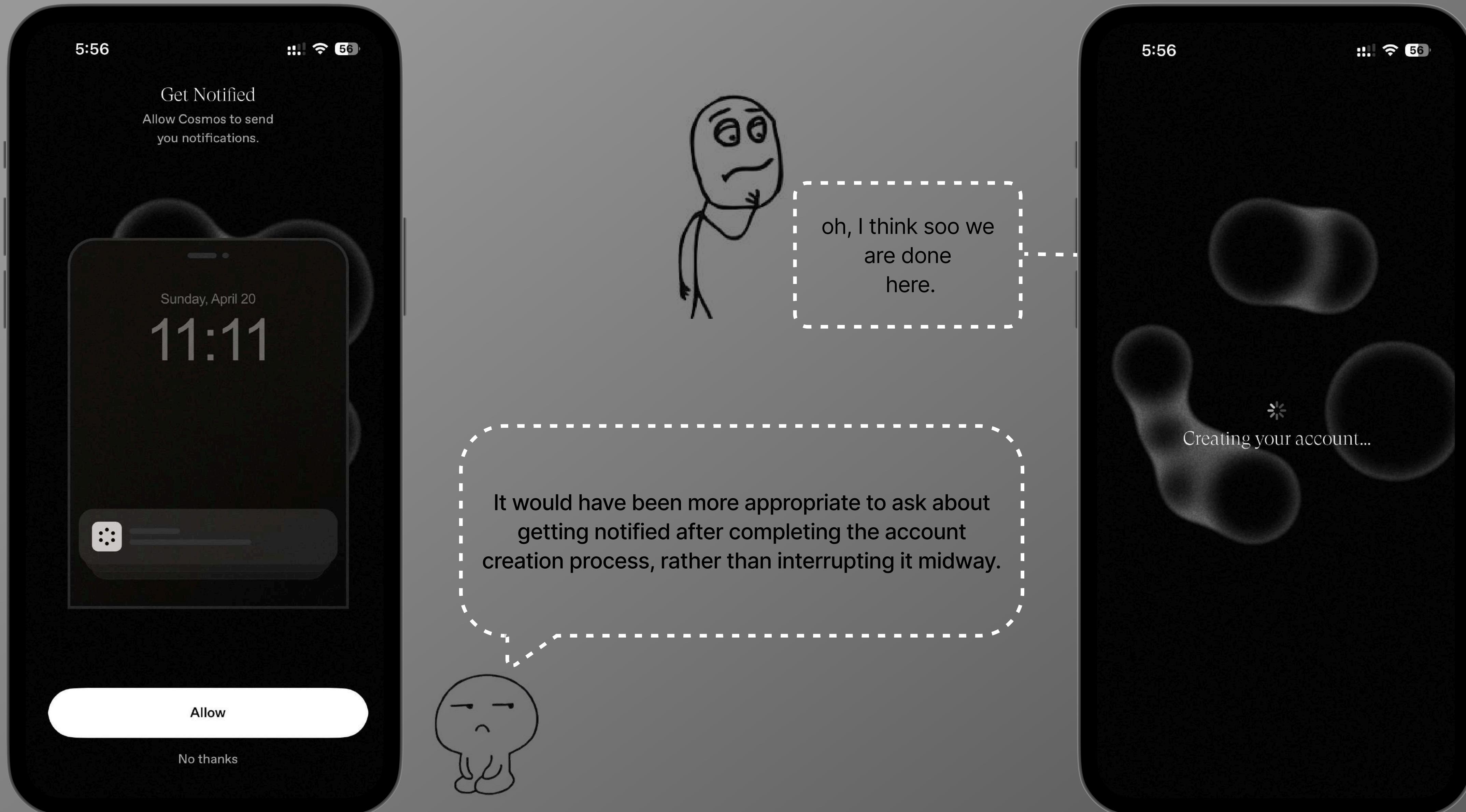


17	August	2000
18	September	2001
19	October	2002
20	November	2003
21	December	2004
22	January	2005
23	February	2006

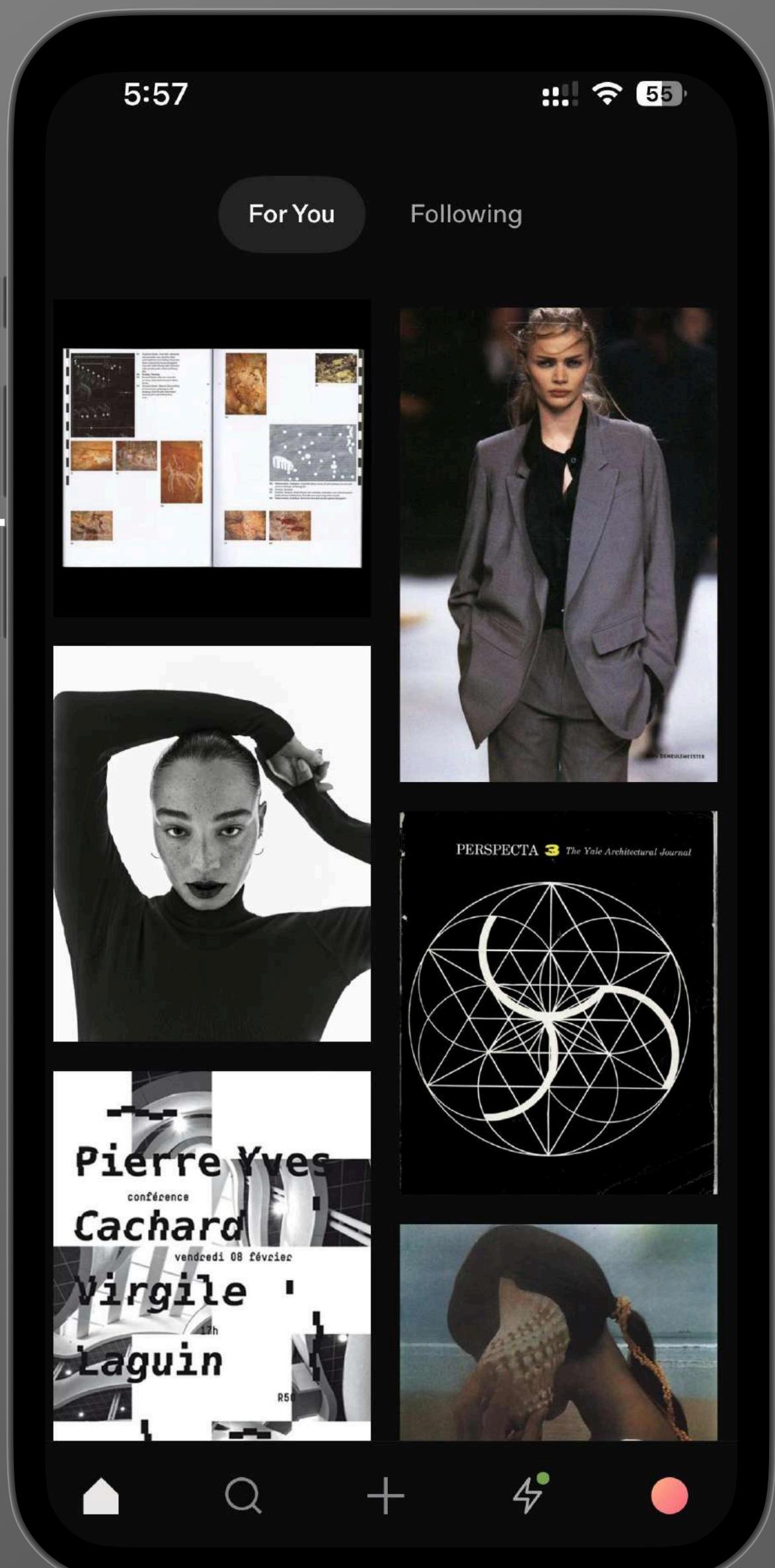
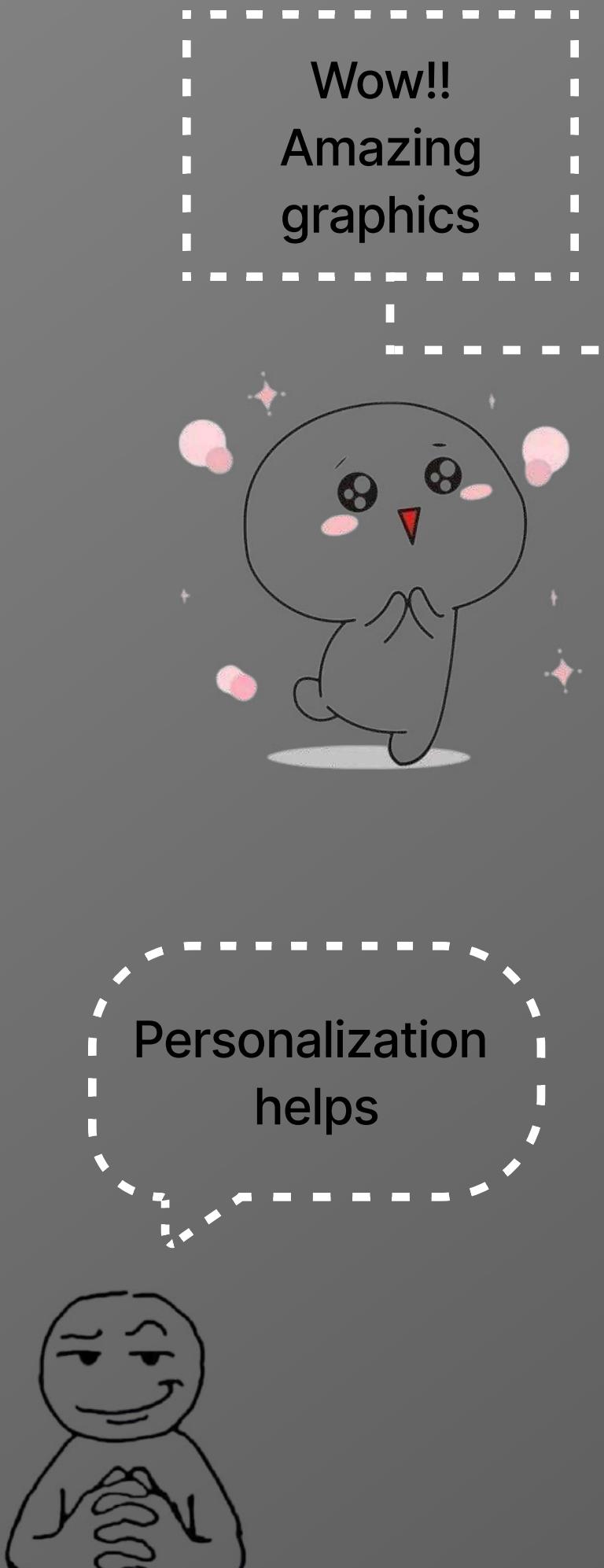
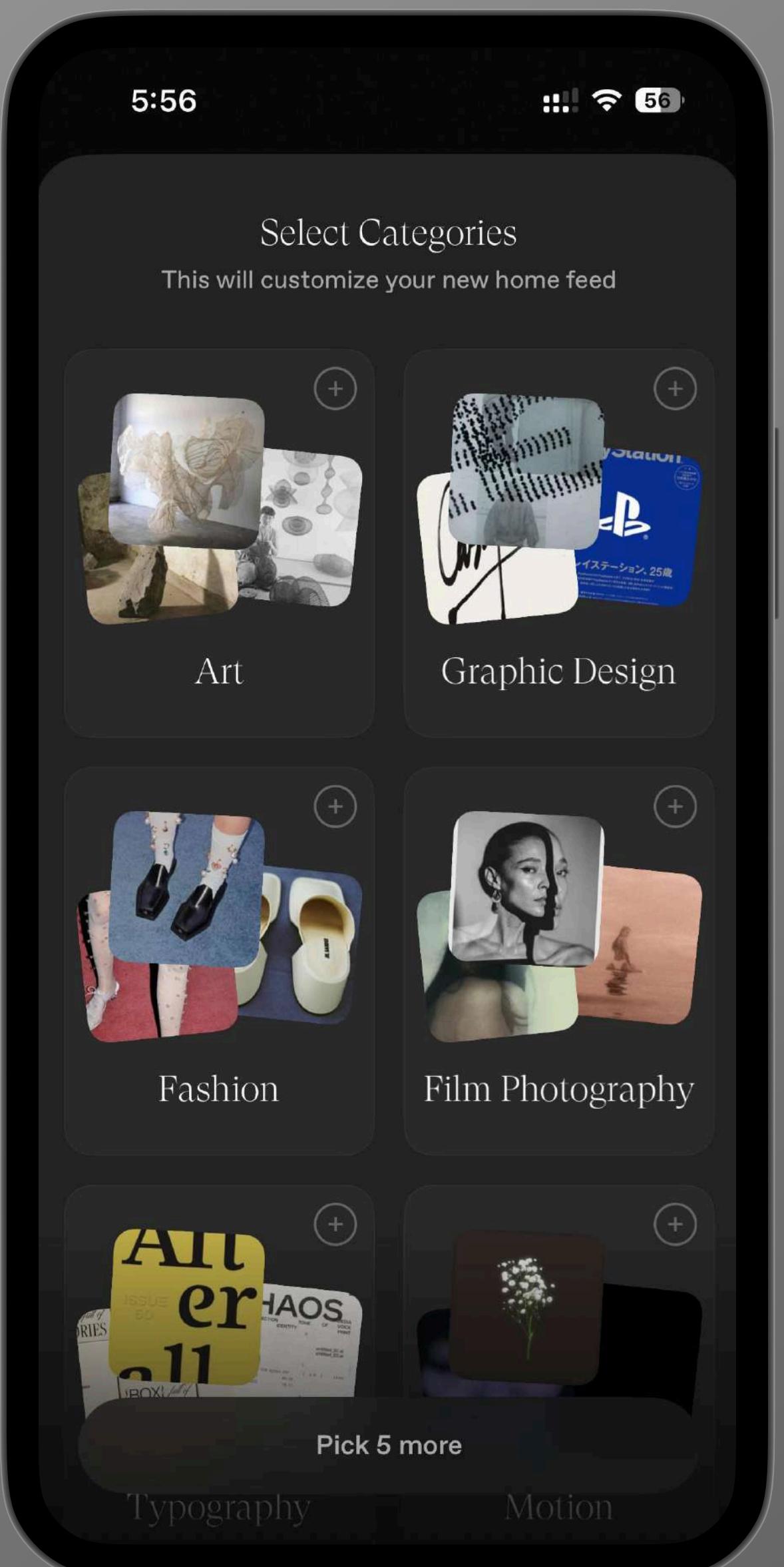
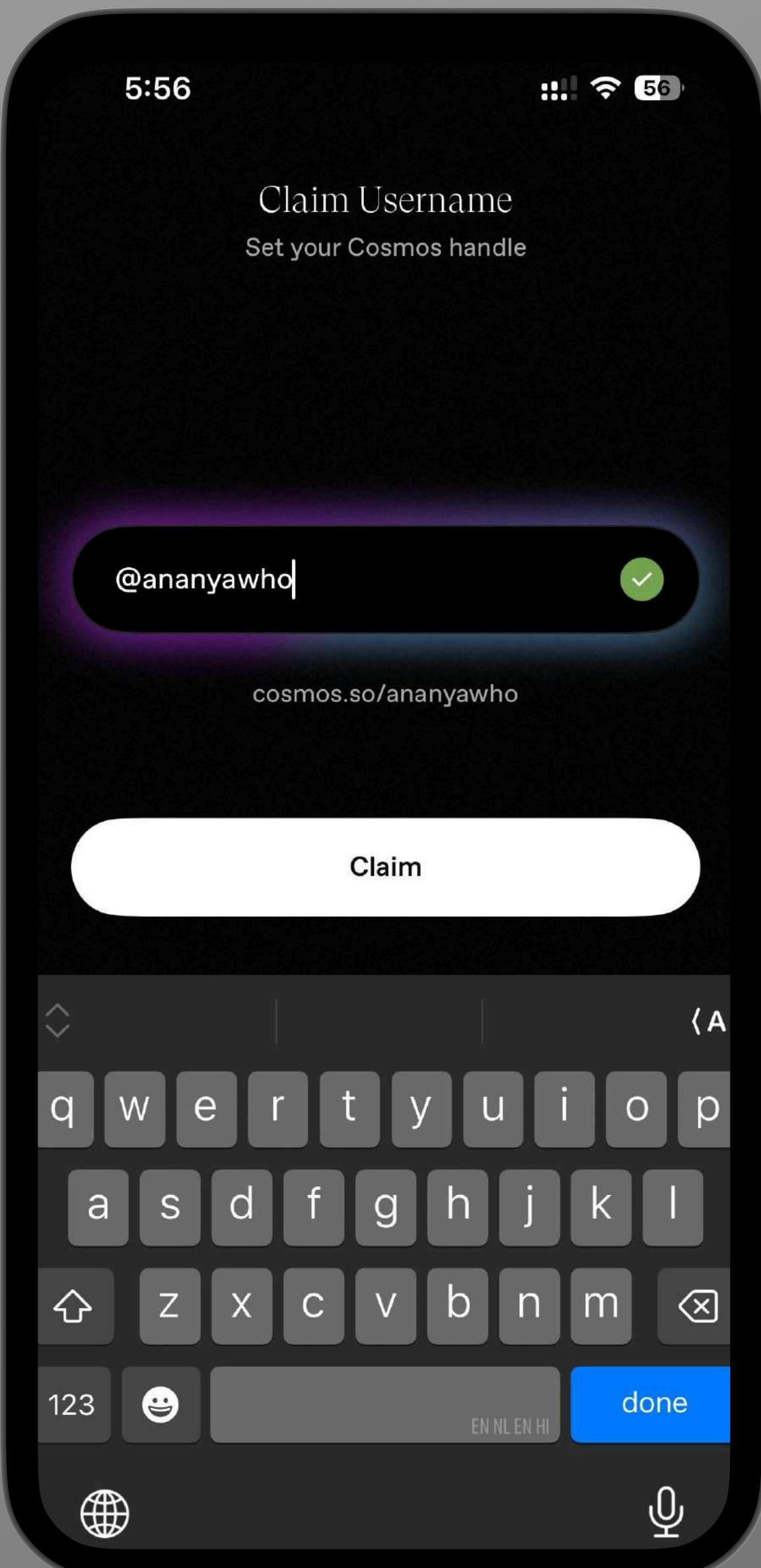


Smooth sign-up experience with a clean, minimalistic UI.

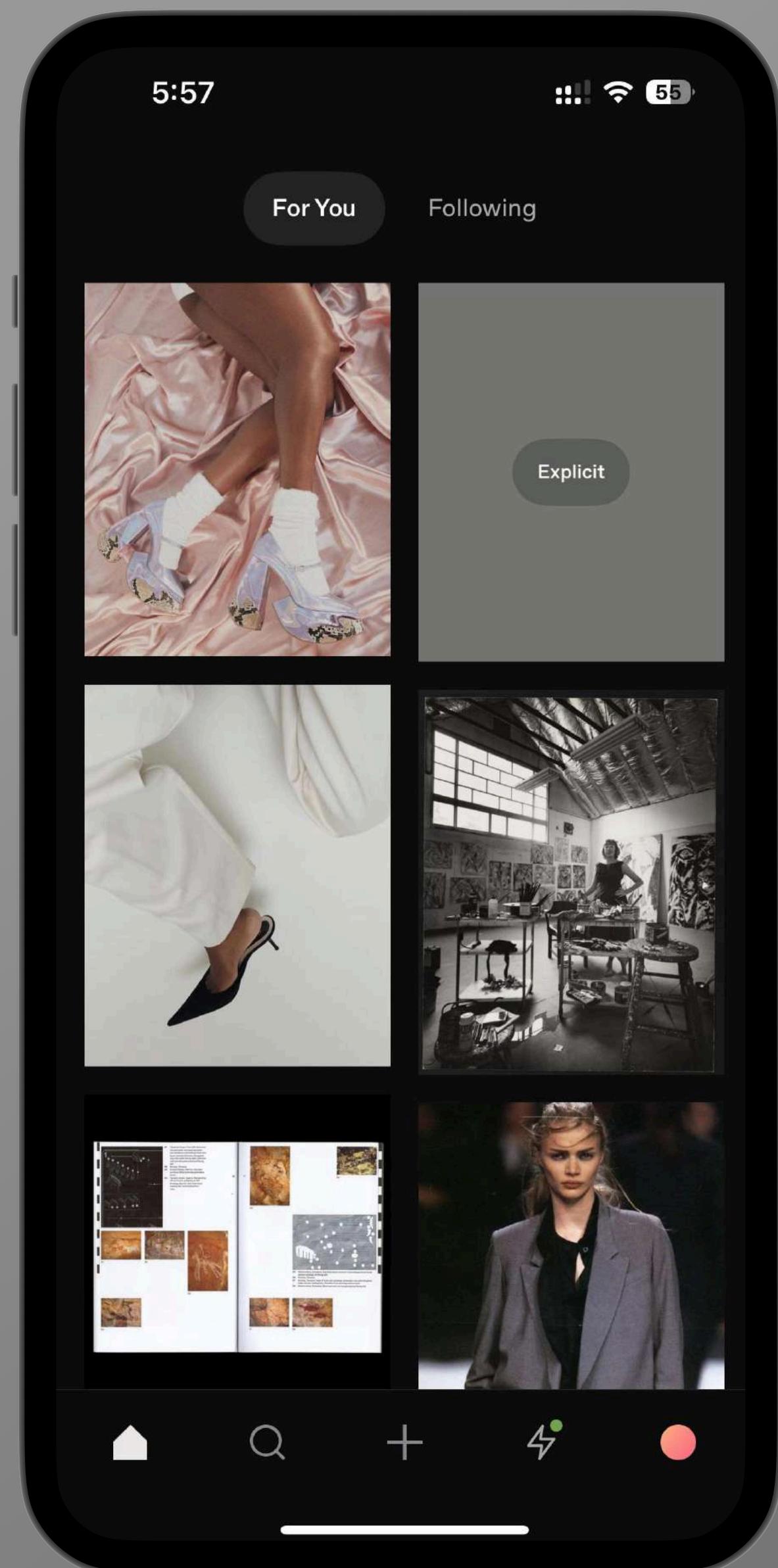
User Journey Map



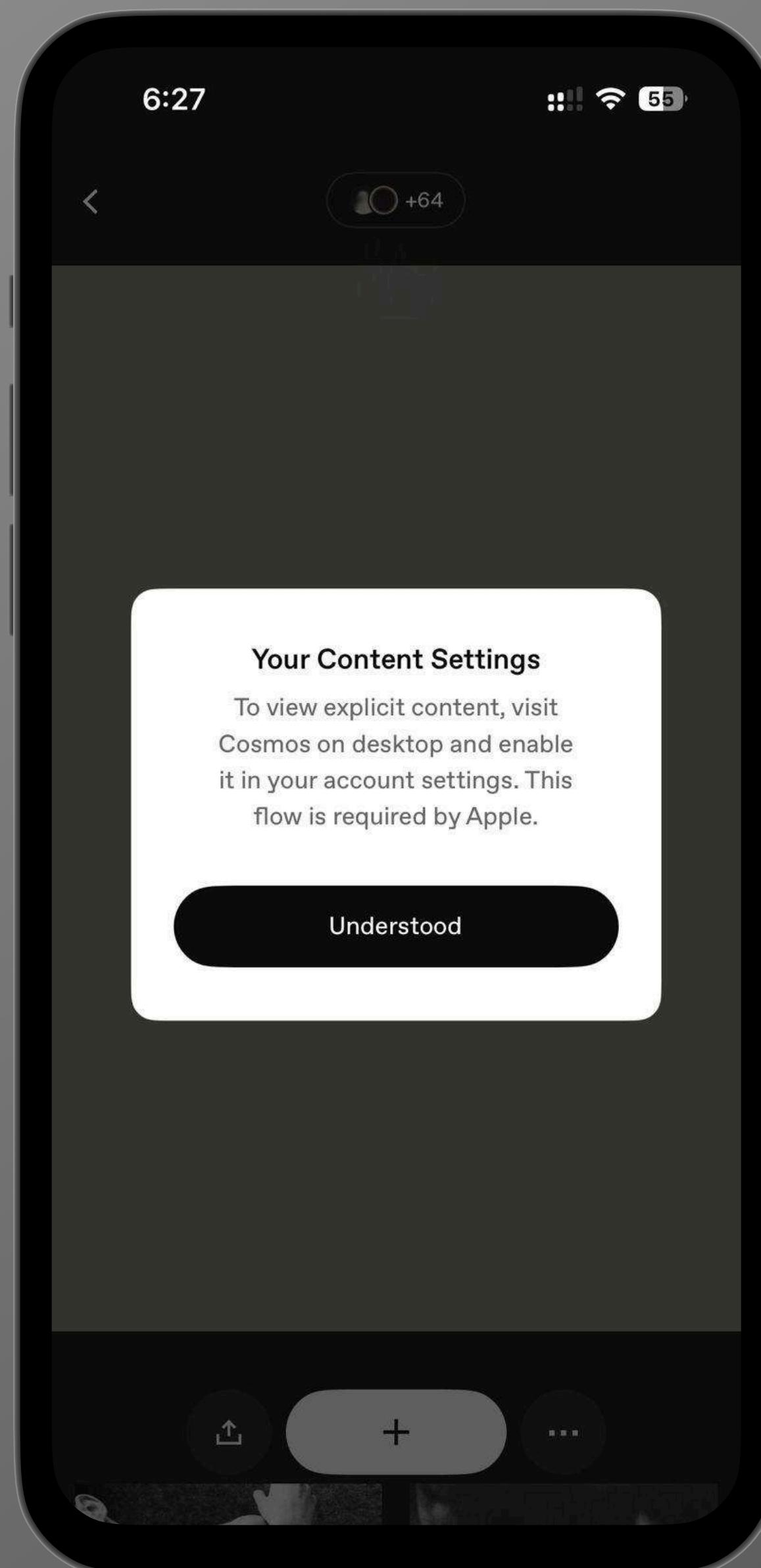
User Journey Map



User Journey Map



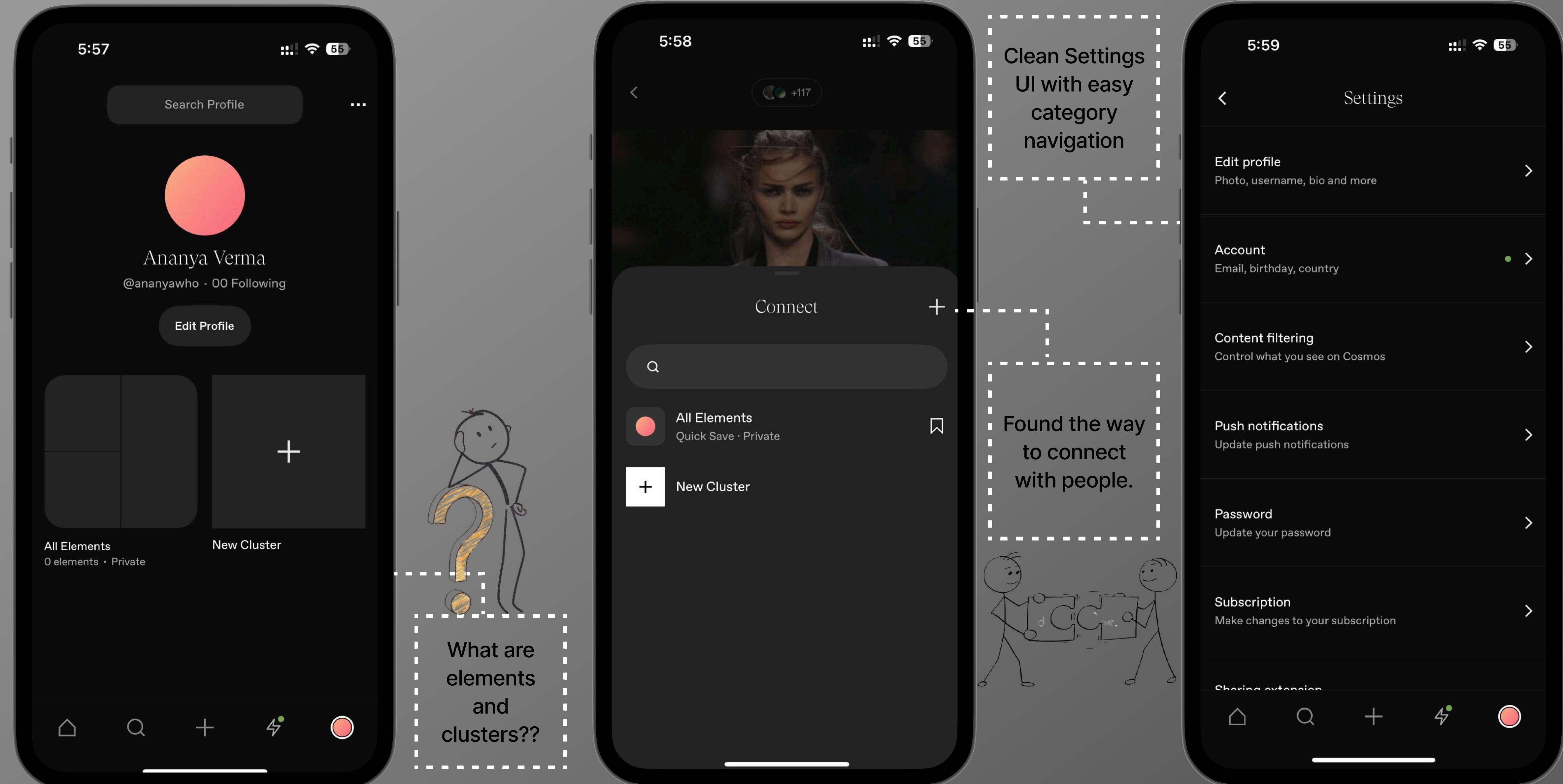
A bit overwhelming, and what is this explicit all about?



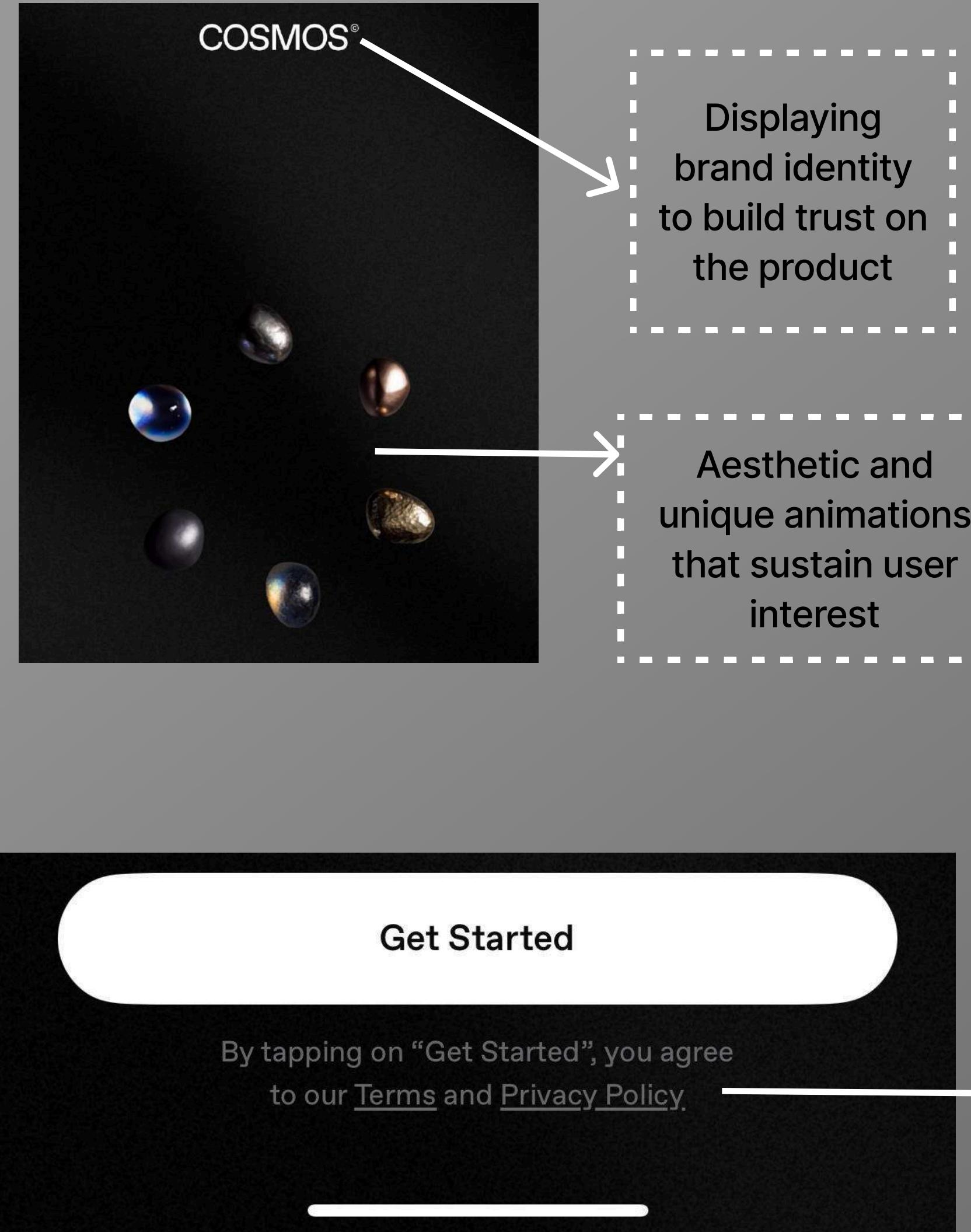
Just for one simple change in settings I have to turn on my desktop.



User Journey Map

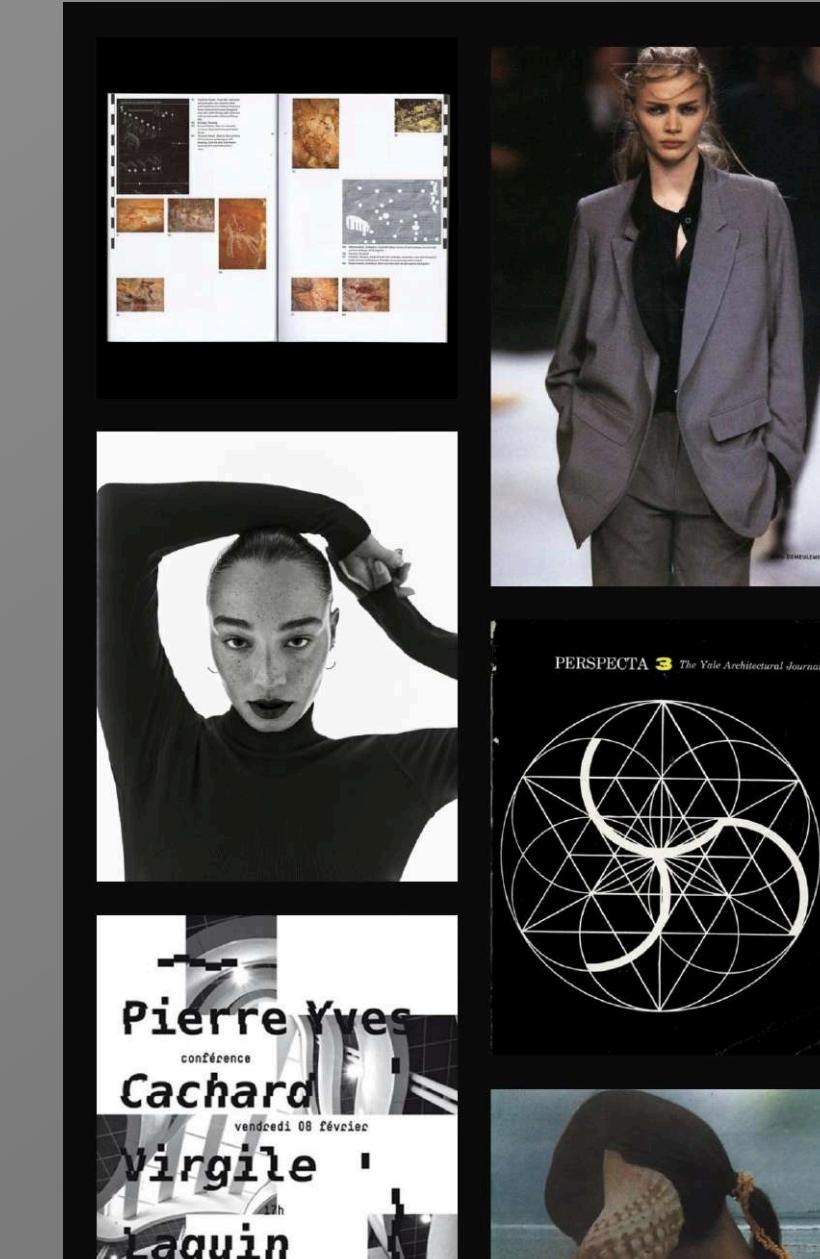


Product centric UI/UX Designs



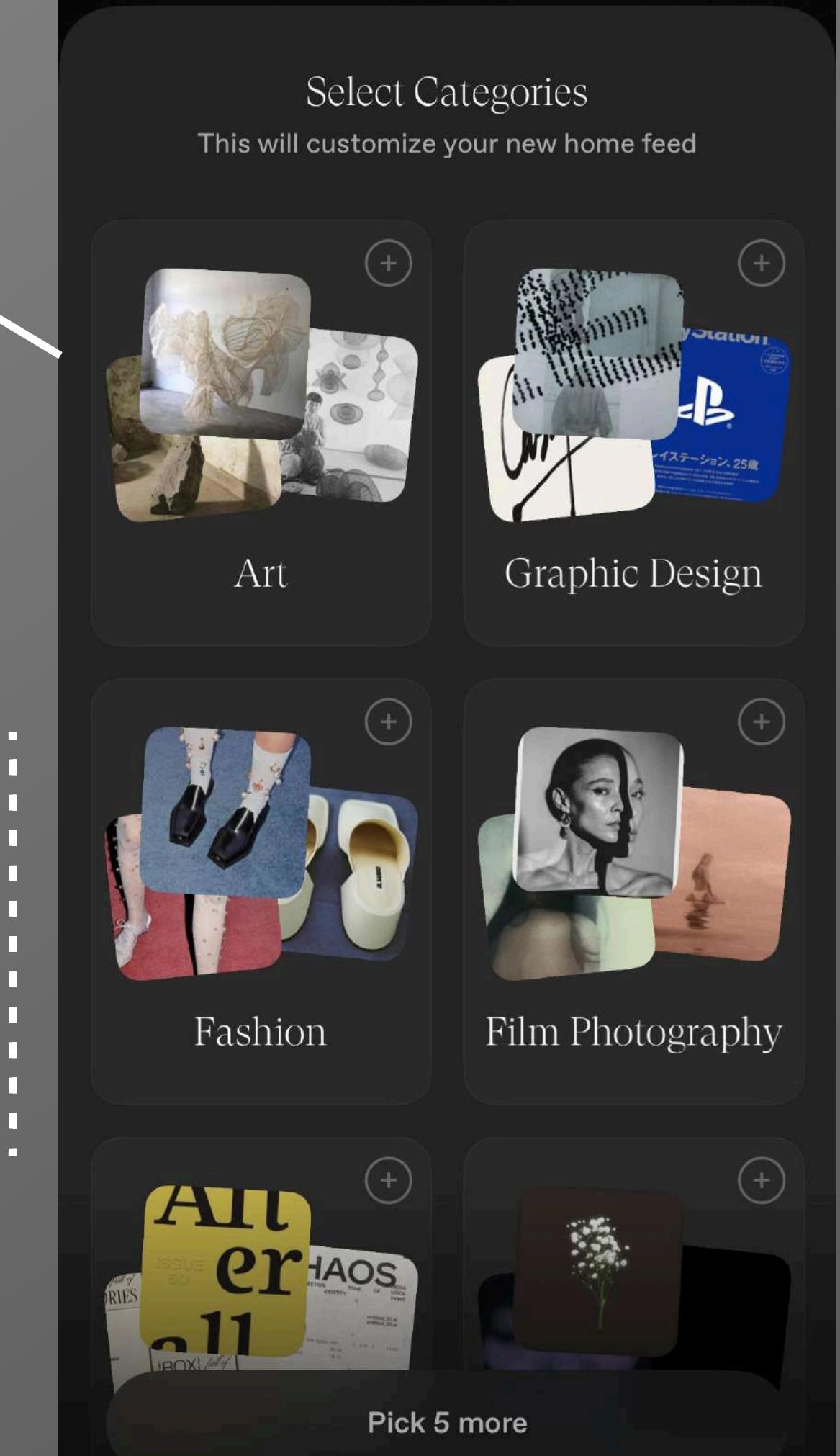
Displaying brand identity to build trust on the product

Aesthetic and unique animations that sustain user interest



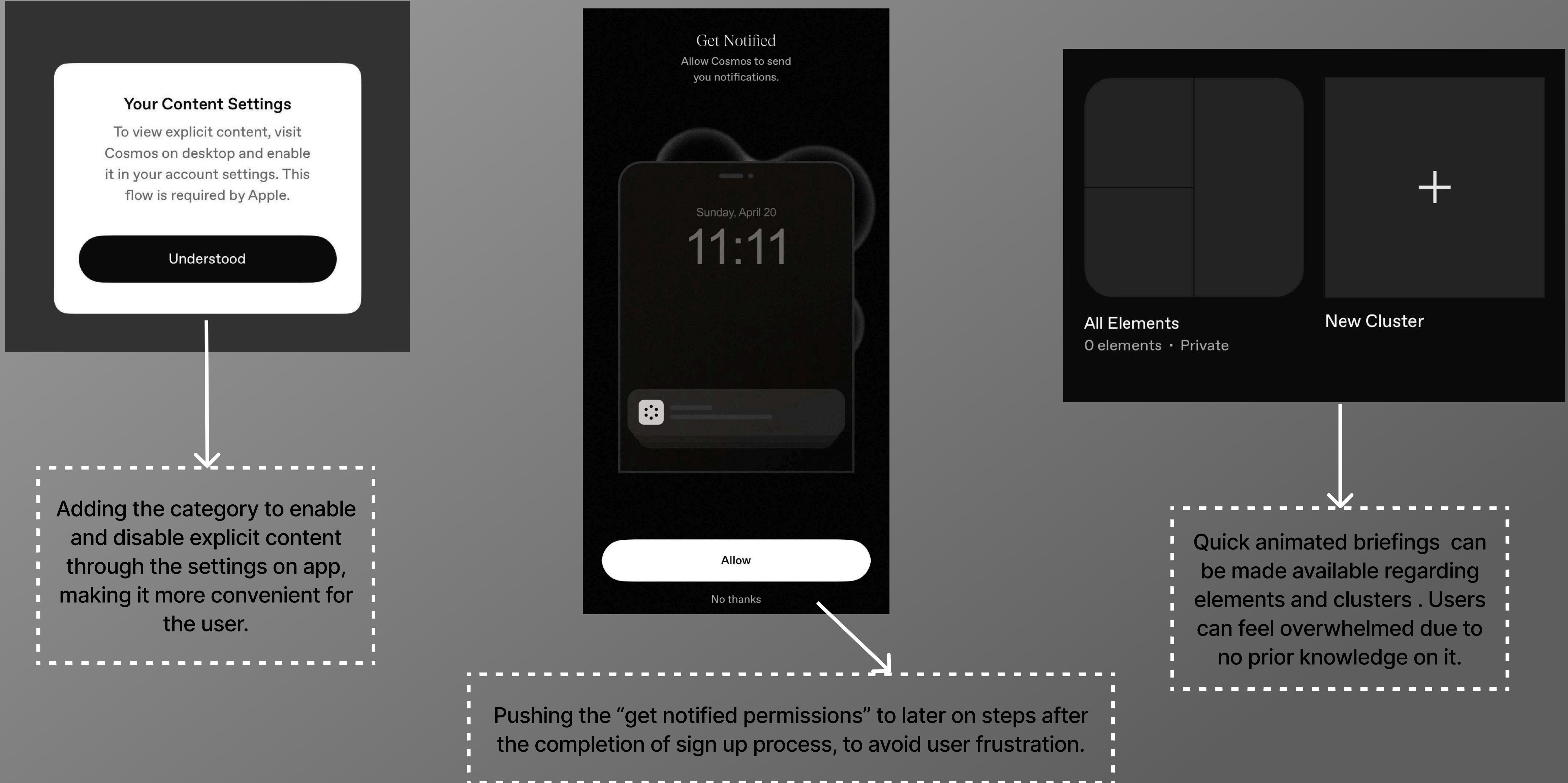
Personalizing for the customer segment for user retention.

Maintained same set of colors through the application which is a good UX informity.



- Reducing bounce rate by not showing the terms and policies upfront.
- Users do not like to take an extra action to tick the agreement tick box.

Product Recommendations



Metrics

Conversion Rate

Conversion Rate = (Number of Users Who Started Posting / Number Who Completed Posting) × 100%

Interpretation: Tracks how well the content creation flow drives users to express themselves fully on the platform.

Time spent on Platform

Average Time Spent = Total Time Spent by Users / Total Number of Sessions

Interpretation: Indicates how engaging and immersive the experience is, both in content exploration and creation.

User Retention Rate

Retention Rate = (Number of Returning Users at End of Period / Users at Start of Period) × 100%

Interpretation: Measures the lasting value of “Cosmos” experience whether users keep coming back to express and explore.