

# Experience Architects

## Synthetic User Testing — Final Report

 February 23, 2026    60 personas × 5 buckets    7 rounds (BL + V1–V6)    360 total evaluations

## Executive Summary

This study tested and iterated landing page copy for Experience Architects, a taste-based experience ranking app with friend-network discovery ("Beli for everything"). Over 6 rounds of evaluation against 60 synthetic personas across 5 audience segments, the copy evolved from a deliberately generic baseline (7% conversion) to a polished final version with **72% steady-state conversion** (3-run average, V4–V6).

The study's biggest single unlock was a **framing change** — repositioning the copy from backward-looking ("record what you did") to forward-looking ("discover what's next") — which transformed the fomo\_scroller bucket from 17% to 81% conversion. This confirms the best-practices finding that framing changes produce the largest metric swings (20–45pp).

The copy reached its ceiling at V4/V5, with qualitative feedback converging to "my objections are about the product, not the copy." Remaining blockers are product-level: passive tracking for retention (journal\_graveyard), community discovery beyond friends (city\_explorer), and interface/UX validation (all buckets).

## Final Metrics

3-run average (V4–V6) — most reliable estimate of true performance

**72%**

CONVERSION

+65pp from BL

**83%**

RESONANCE

+66pp from BL

**70%**

INTENT

+58pp from BL

72%

NETWORK BELIEF

+65pp from BL

100%

CLARITY

+100pp from BL

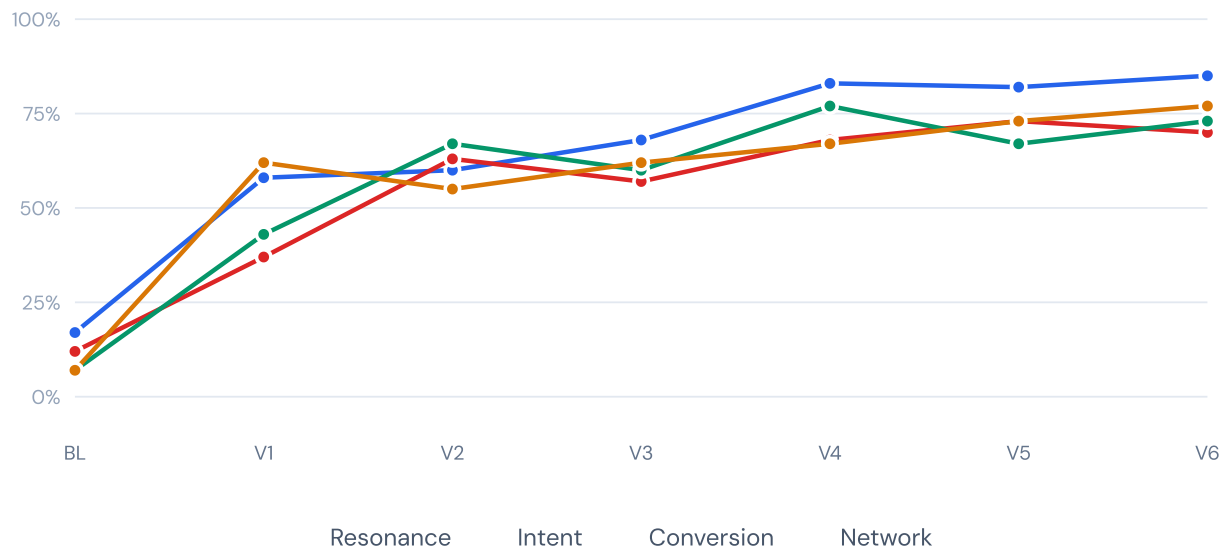
7%

DEALBREAKERS

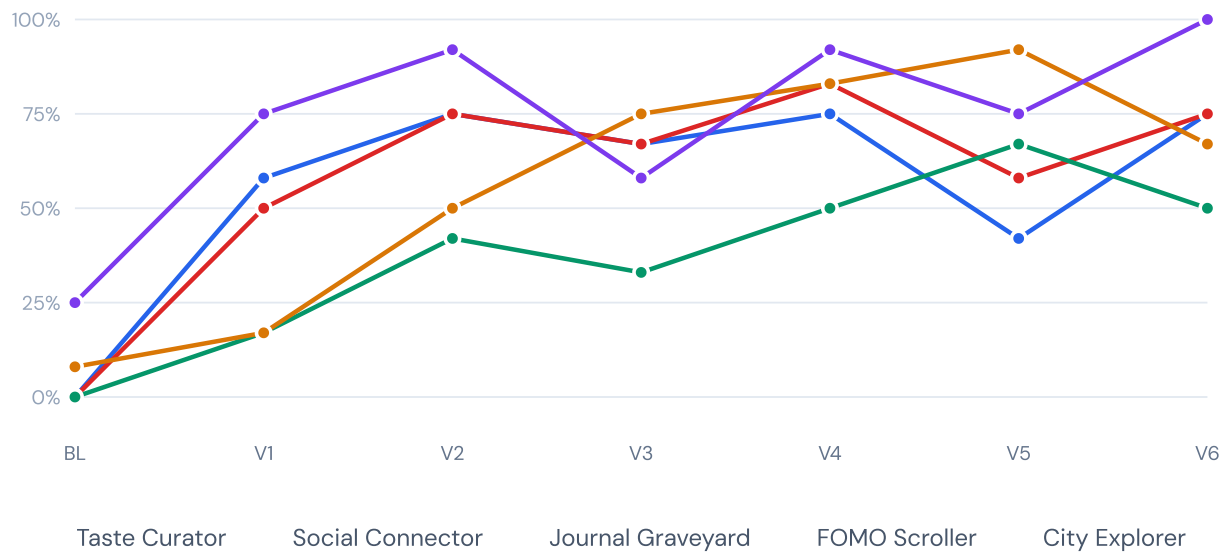
-20pp from BL

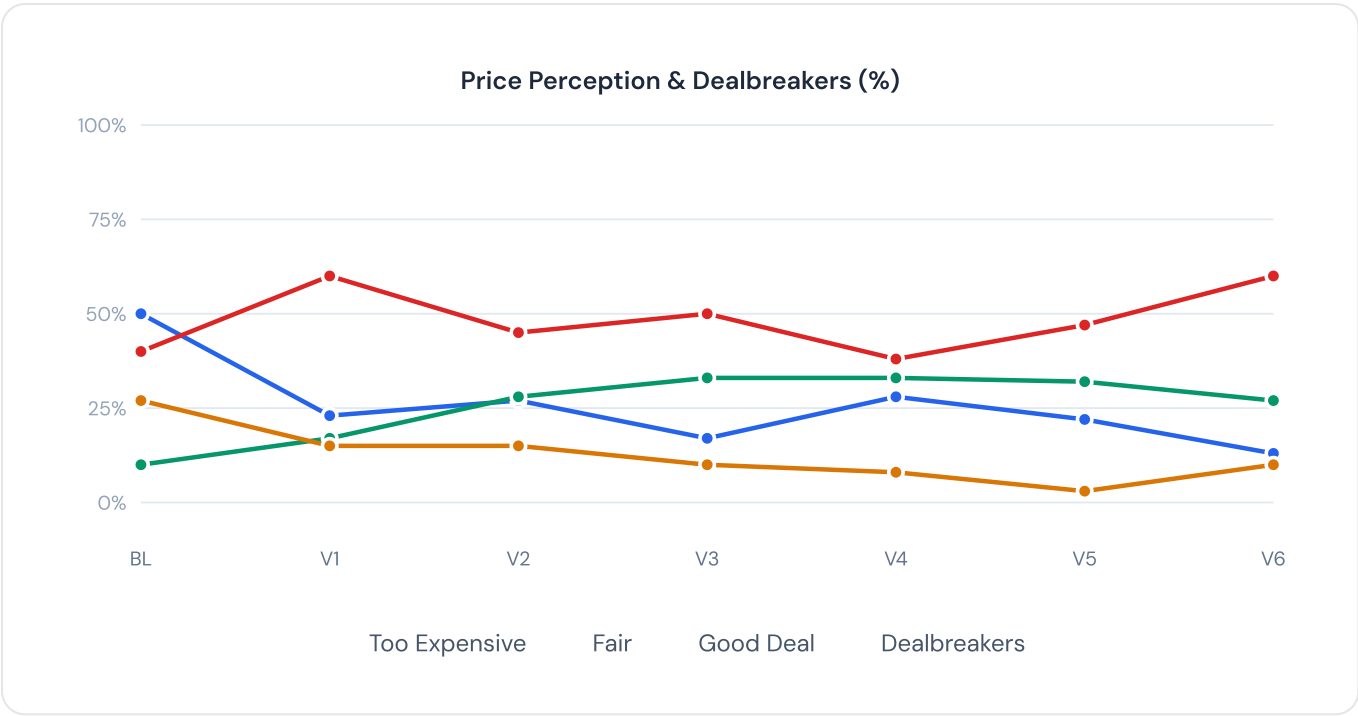
## Cross-Version Trends

Core Metrics (Agree+ %)



Conversion by Bucket (Agree+ %)





Metric	BL	V1	V2	V3	V4	V5	V6	3-AVG
Conversion agree+	7%	43%	67%	60%	77%	67%	73%	72%
Resonance agree+	17%	58%	60%	68%	83%	82%	85%	83%
Intent agree+	12%	37%	63%	57%	68%	73%	70%	70%
Network agree+	7%	62%	55%	62%	67%	73%	77%	72%
Dealbreakers	27%	15%	15%	10%	8%	3%	10%	7%

## Per-Bucket Analysis

### Taste Curator

64%

3-RUN AVG CONV

BL	V1	V2	V3	V4	V5	V6
0%	58%	75%	67%	75%	42%	75%

Has taste, needs a system. These personas think in specific ratings (8/10, 4/10) and care about data portability and analytics. The specific rating examples ('Your 8/10 Thai place') were load-bearing for this bucket — when removed in V3, conversion dropped. Taste analytics detail in Pro was the key differentiator.

**What won:** Specific examples grounding the concept; taste analytics specificity in Pro; annual pricing at \$99/year

**Remaining blockers:** Need to see the actual interface; data export capability; category granularity

### Social Connector

72%

3-RUN AVG CONV

BL	V1	V2	V3	V4	V5	V6
0%	50%	75%	67%	83%	58%	75%

Great recommenders who need effortless sharing. Zero dealbreakers for 4 consecutive rounds. The referral incentive + free basic friend activity resolved the original paywall concern that was blocking conversion. Their objections are entirely product-level (invite flow, privacy controls, group features).

**What won:** Friend network as the star section; 'send them my profile' testimonial; referral incentive aligning with natural behavior

**Remaining blockers:** Invite flow friction (product); group planning features; friends-of-friends discovery

### Journal Graveyard

**56%**

3-RUN AVG CONV

BL	V1	V2	V3	V4	V5	V6
0%	17%	42%	33%	50%	67%	50%

The toughest bucket — high skepticism from a history of app abandonment. The honesty line ('most apps die after a week — we know that') was the single most important trust-builder, confirmed when removing it in V3 crashed resonance 25pp. The three-part retention argument (honesty → mechanism → proof via testimonial) is the formula.

**What won:** The honesty line; 'one tap, that's it'; retroactive entries ('profile doesn't care about timestamps'); three-month testimonial

**Remaining blockers:** No passive tracking (structural product gap); retention unproven until experienced; behavioral change required

### FOMO Scroller

**81%**

3-RUN AVG CONV

BL	V1	V2	V3	V4	V5	V6
8%	17%	50%	75%	83%	92%	67%

The study's biggest transformation. In V1, this bucket had 75% resonance but only 17% conversion — they loved the framing but the copy was backward-looking ('record what you did'). The V2 forward-looking reframe ('discover what's next') unlocked conversion. By V4–V6, they're the second-highest converting bucket.

**What won:** 'Choosing feels like work when you don't have a system'; forward-looking discovery frame in hero; 'local trending' in Pro; friend network as discovery engine

**Remaining blockers:** Free vs Pro discovery gap; follow-through uncertainty; 'what to do right now' feature (product)

City Explorer

89%

3-RUN AVG CONV

BL	V1	V2	V3	V4	V5	V6
25%	75%	92%	58%	92%	75%	100%

Highest conversion bucket — strongest unmet need. New to a city with no established recommendations system. The cold-start paragraph ('first it's your map, then it's your map plus everyone you trust') was load-bearing, confirmed when trimming it in V3 crashed conversion from 92% to 58%. 'Local trending' in V5 resolved the community discovery concern.

**What won:** 'First it's your map' cold-start framing; Chicago testimonial; local trending in Pro; taste analytics by neighborhood

**Remaining blockers:** Network density in specific cities (product); location-aware features; map view of experiences

Strongest Lines

Lines most frequently cited as "strongest" across V4–V6 (180 evaluations).

- 15 *"Less mediocre. More you."*
- 12 *"First it's your map. Then it's your map plus everyone you trust."*
- 11 *"This isn't a trial. It's the real product."*
- 10 *"Their discoveries become yours."*
- 9 *"Most apps like this die after a week. We know that."*
- 8 *"Local trending — see what's popular in your area beyond your friend group."*
- 7 *"Network-powered discovery... Because it is one."*
- 6 *"One tap. That's it."*
- 6 *"Rate it now, or add it later — your profile doesn't care about timestamps."*
- 6 *"Three months in and I still rate everything. It takes literally two seconds."*
- 6 *"Invite 3 friends → get your first month of Pro free."*
- 6 *"Choosing feels like work when you don't have a system."*

## Dealbreaker Analysis

Dealbreakers dropped from 27% (baseline) to 7% (3-run average). The remaining dealbreakers are structural product limitations that copy cannot resolve.

DEALBREAKER REASON

COUNT (V4–  
V6)

BUCKET

No community discovery layer for users without a local network.	3	City Explorer
No passive tracking — manual entry is my fundamental failure mode.	3	Journal Graveyard
Retention unproven until experienced.	2	Journal Graveyard
Free discovery may still be too limited.	2	FOMO Scroller
Retention is still promises without verifiable data.	1	Journal Graveyard
Free discovery too limited for my core need.	1	FOMO Scroller
Retention is still unproven until I experience it.	1	Journal Graveyard

These dealbreakers represent the **copy ceiling** — they require product changes (passive tracking, community discovery, retention data), not further copy iteration.

## Price Perception

**21%**

TOO EXPENSIVE

was 50% at BL

**48%**

FAIR

**31%**

GOOD DEAL

was 10% at BL

Key pricing insights from qualitative feedback:

- **\$99/year was the highest-impact pricing change** — introduced in V3, it shifted "too expensive" from 50% to ~21% (3-run avg). Personas described it as "commitment" vs. monthly feeling "tentative."
- **Free tier clarity matters** — specifying "see what friends rate nearby" in V5 removed ambiguity and improved social\_connector and fomo\_scroller perception.
- **"Invite 3 friends → free Pro month"** aligned the business model with the product's social growth mechanic. Especially effective for social\_connector and city\_explorer.



- **journal\_graveyard ignores pricing** — their price response is consistently "free until I prove I'll stick with it." Pricing changes don't move this bucket.

## What Resonated & What Didn't

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### ✓ What Worked

**Emotional problem framing:** "You've been to hundreds of places. You remember maybe twenty." Universal across all buckets. Specific beats generic.

**One-tap effortlessness:** The single most important line for journal\_graveyard. "One tap. That's it." + "No review. No paragraph. No photo required." removes the effort objection.

**Forward-looking discovery:** "Discover what's next through the people you trust" — the reframe that unlocked fomo\_scroller. Changed the product positioning from journal to discovery tool.

**Honesty about retention:** "Most apps like this die after a week. We know that." — load-bearing for journal\_graveyard. Earned trust by naming their exact pattern.

**Specific rating examples:** "Your 8/10 Thai place. Your 4/10 tourist trap." — grounded the concept for taste\_curator. Proved the team thinks in ratings, not marketing abstractions.

**Cold-start framing:** "First it's your map. Then it's your map plus everyone you trust." — the line that made solo value + network growth feel like a single journey, not a limitation.

**Referral incentive:** "Invite 3 friends → get your first month of Pro free" — aligned business model with product growth. Especially effective for social\_connector.

**Annual pricing anchor:** \$99/year reframed Pro as "commitment" vs. monthly feeling "tentative." Shifted price perception across all buckets.

### ✗ What Didn't Work

**Generic baseline copy:** 0% clarity nailed\_it, 7% conversion. Fake testimonials damaged credibility. "Track Your Experiences" could describe 50 apps.

**Backward-looking-only framing (V1):** "Record what you did" resonated emotionally but didn't convert fomo\_scroller — they need help deciding what to DO, not recording what they DID.

**Over-trimming (V3):** Removing load-bearing content (honesty line, examples, cold-start context) improved pace but hurt conversion. Length isn't the enemy — irrelevance is.

**Vague feature descriptions:** "Taste analytics that show you patterns" and "priority in local discovery" were flagged as meaningless across multiple rounds until made specific.

**Paywalling social features (early V1):** Gating friend features behind Pro created a catch-22: the network can't grow if free users can't see friends' activity.

## Unresolved Objections

These objections surfaced consistently across V4–V6 and cannot be resolved by landing page copy alone. They represent opportunities for FAQ, follow-up content, onboarding, and product development.

OBJECTION	FREQUENCY	RECOMMENDED RESPONSE
Need to see the actual interface / UX	All buckets	Add screenshots or short demo video to landing page; product walkthrough in onboarding
No passive tracking / location detection	journal_graveyard	Product roadmap item; mention in FAQ if planned
How many users in my city?	city_explorer, social_connector	Add city-level user counts when available; 'growing community' language in interim
What does day one / empty profile look like?	fomo_scroller, journal_graveyard	Address in onboarding flow; consider adding onboarding screenshots to landing page
Group planning / collaborative features	social_connector	Product roadmap item; FAQ or feature-request pipeline
Data export / portability	taste_curator	Add to FAQ if supported; critical for trust with data-conscious users

Retention data / 30-day stats	journal_graveyard	Publish when available; strongest possible social proof for this bucket
Apple Watch / widget for faster entry	journal_graveyard	Product roadmap; could be a significant retention lever

# Decision Log

Key decisions and their outcomes across the study.

VERSION	KEY DECISION	OUTCOME
V1	Identity-driven framing ("Your social life, ranked") vs. functional baseline	+36pp conversion. Emotional framing massively outperformed functional.
V2	Forward-looking discovery reframe for fomo_scroller; cold-start paragraph; retention section; referral incentive	+24pp conversion. fomo_scroller tripled (17%→50%). social_connector gap closed. Crossed 50% threshold.
V3	Trimmed ~20% page length; annual pricing; taste analytics specificity	Mixed: fomo_scroller surged (+25pp) but journal_graveyard (-25pp res) and city_explorer (-34pp conv) regressed. Proved which content was load-bearing.
V4	Surgical restoration: honesty line, rating examples, cold-start context	+17pp conversion. Recovered V3 losses while keeping V3 gains. Best-ever results across all metrics.
V5	Micro-polish: free tier clarity, local trending, cleaner hero	Confirmed ceiling. Convergence with V4 within noise bands. city_explorer dealbreakers resolved by local trending.
V6	Pure re-run (convergence check)	Confirmed: 3-run avg conversion = 72%. Study complete.

# Winning Copy (V5)

The final, tested version of the landing page copy.

# Experience Architects — Copy V5

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## Hero

**Headline:** Your social life, ranked.

**Subhead:** Experience Architects turns the restaurants, bars, trips, and things you actually do into a living taste profile — so you stop forgetting the great ones and discover what's next through the people you trust.

**CTA:** Get Early Access | Download the App

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## Problem

You've been to hundreds of places. You remember maybe twenty.

Someone texts you "where should we eat tonight?" and your mind goes blank — even though last month you had the best meal of the year and now you can't remember the name. Your Notes app is a graveyard. Your Google Maps saves are a wall of pins with no context. Your Instagram saves? Gone.

Meanwhile, you keep ending up at the same three places — or worse, scrolling "best of" lists for twenty minutes and ending up on the couch. Not because you don't want to do things. Because choosing feels like work when you don't have a system.

Your taste deserves better than this.

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## Solution

One tap. That's it.

After any experience — dinner, a hike, a comedy show, a bar you stumbled into at midnight — rate it. One tap, one number. No review. No paragraph. No photo required. Rate it now, or add it later — your profile doesn't care about timestamps.

Experience Architects takes that single signal and builds your taste profile over time. Not a list. Not a journal. A living, ranked record of what you've done and what you actually thought of it.

Your 8/10 Thai place. Your 4/10 tourist trap. The 10/10 speakeasy you'd never have found alone. Searchable. Sortable. Yours.

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## Network Discovery

Here's where it gets interesting.

Your friends are rating too. And their taste profiles feed yours — not through some algorithm guessing what you might like based on 50 million strangers, but through the actual people you trust.

Your friend who always finds the best dive bars? You'll see their top-rated spots in your neighborhood. The one with perfect restaurant taste? Their 9s and 10s surface when you're looking for somewhere new. That friend who just moved to your city and has been exploring nonstop? Their discoveries become yours.

Think Beli — the restaurant ranking app — but for everything. Bars, hikes, day trips, shows, classes, pop-ups.

And before your friends join? Your personal taste profile works from day one — a searchable, ranked map of everything you've experienced. First it's your map. Then it's

your map plus everyone you trust.

Network-powered discovery that actually feels like getting a rec from a friend. Because it is one.

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## How It Works

**Rate** — Tap to rate any experience. One number. Two seconds. Done.

**Build** — Your taste profile grows with every rating. It learns what you love, what you skip, and what you'd recommend without hesitation.

**Discover** — See what's highly rated by the people you actually trust. No strangers. No sponsored posts. Just your network's real signal.

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## What Keeps You Coming Back

Most apps like this die after a week. We know that.

That's why Experience Architects is built around momentum, not effort. Weekly taste recaps show you patterns you didn't notice. Friend activity nudges pull you back when someone you trust rates something great nearby. And the more you rate, the sharper your discovery gets — your profile compounds, so month three is dramatically more useful than day one.

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## Social Proof

"I used to keep a Google Sheet of every restaurant I went to. This replaced it in a day." — Mika, product designer, Brooklyn

"My friends already ask me for recs constantly. Now I just send them my profile." — Jordan, recruiter, Austin

"I moved to Chicago two months ago and my friends' ratings have been better than any 'best of' list." — Priya, consulting analyst, Chicago

"I've tried five apps like this. This is the only one I opened a second time because it doesn't ask me to write anything." — Dante, data analyst, LA

"Three months in and I still rate everything. It takes literally two seconds." — Reese, grad student, Denver

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## Pricing

### Free — \$0

Your personal taste profile, unlimited ratings, full history, ranked experiences across every category, and basic friend activity — see what friends rate nearby. This isn't a trial. It's the real product.

### Pro — \$12/month or \$99/year

Full network discovery: personalized recommendations powered by your combined taste profiles, advanced filters, local trending — see what's popular in your area beyond your friend group — and taste analytics showing which neighborhoods you rate highest, how your taste compares to friends, and which categories you're pickiest about.

**Invite 3 friends → get your first month of Pro free.** The app gets better with every friend who joins.

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## Final CTA

Less mediocre. More you.

Your taste already exists — scattered across apps, memory, and half-remembered conversations. Experience Architects just gives it a system.

Get Early Access | Download the App

## Audience Profiles

Selected personas from each bucket (12 per bucket, 60 total in audience\_v1.json).

### Taste Curator

#### Aisha Ali

29, female · Atlanta, GA · creative director

*"Every time I try a new app it wants me to write reviews. I just want to rate and move on."*

skepticism: 5/5    price\_sens: 2/5

word\_of\_mouth

### Taste Curator

#### Ezra Chen

39, male · Washington, DC · editorial assistant

*"I wish I had a resume of everywhere I've been and what I thought."*

skepticism: 4/5    price\_sens: 5/5

instagram\_ad

### Social Connector

#### Ananya Chowdhury

40, female · Portland, OR · fitness instructor

*"I know exactly where to send someone based on their vibe but I have to explain it every time."*

skepticism: 2/5    price\_sens: 4/5

tiktok\_ad

### Social Connector

#### Amir Tanaka

28, male · Salt Lake City, UT · teacher

*"I love recommending stuff but I'm tired of repeating myself."*

skepticism: 3/5    price\_sens: 2/5

instagram\_ad

### Journal Graveyard

#### Tobias Kapoor

29, male · Atlanta, GA · business analyst

### Journal Graveyard

#### Yuki Lee

26, female · Washington, DC · pharmacist

"I've downloaded like five apps for this. Used each one for a week. They all have 3 entries."

skepticism: 3/5    price\_sens: 2/5

tiktok\_ad

"If it doesn't work passively I'm going to forget it exists within a month."

skepticism: 3/5    price\_sens: 3/5

instagram\_ad

### FOMO Scroller

#### Kira Petrov

27, female · Portland, OR · customer success rep

"I have like 400 saved posts of places to go and I've been to none of them."

skepticism: 1/5    price\_sens: 3/5

tiktok\_ad

### FOMO Scroller

#### Maya Park

35, female · Salt Lake City, UT · freelance writer

"I keep saying I'll explore more but I end up on the couch every Saturday."

skepticism: 1/5    price\_sens: 3/5

instagram\_ad

### City Explorer

#### Samir Novak

24, male · Atlanta, GA · consulting analyst

"I'm saying yes to everything right now but I need a way to sort through what's actually good."

skepticism: 5/5    price\_sens: 2/5

instagram\_ad

### City Explorer

#### Declan Watanabe

39, male · Washington, DC · journalist

"My Google Maps is just a sea of pins and I don't remember why I saved half of them."

skepticism: 1/5    price\_sens: 3/5

instagram\_ad

## Limitations

These are inherent to synthetic testing. The results indicate what messaging directions are strong, but real user behavior is the final arbiter.

- Synthetic users are not real users. They identify obvious problems but may miss subtle emotional responses.
- AI personas skew toward articulate, rational feedback. Real users are messier and less able to articulate why something feels off.
- This tests copy, not design. Visual design, load speed, layout, and interactive elements are not evaluated.
- Price sensitivity is directional, not precise. Synthetic personas have no real wallets.

- With 12 personas per bucket, per-bucket stats have  $\pm 8-17$ pp variance per run. The 3-run average is the reliable signal.
- No cross-round persona memory. Each evaluation is a fresh context. The same persona may respond differently across rounds.

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Generated by synthetic user testing framework · 60 personas · 7 rounds · 360 evaluations  
Experience Architects — "Your social life, ranked."