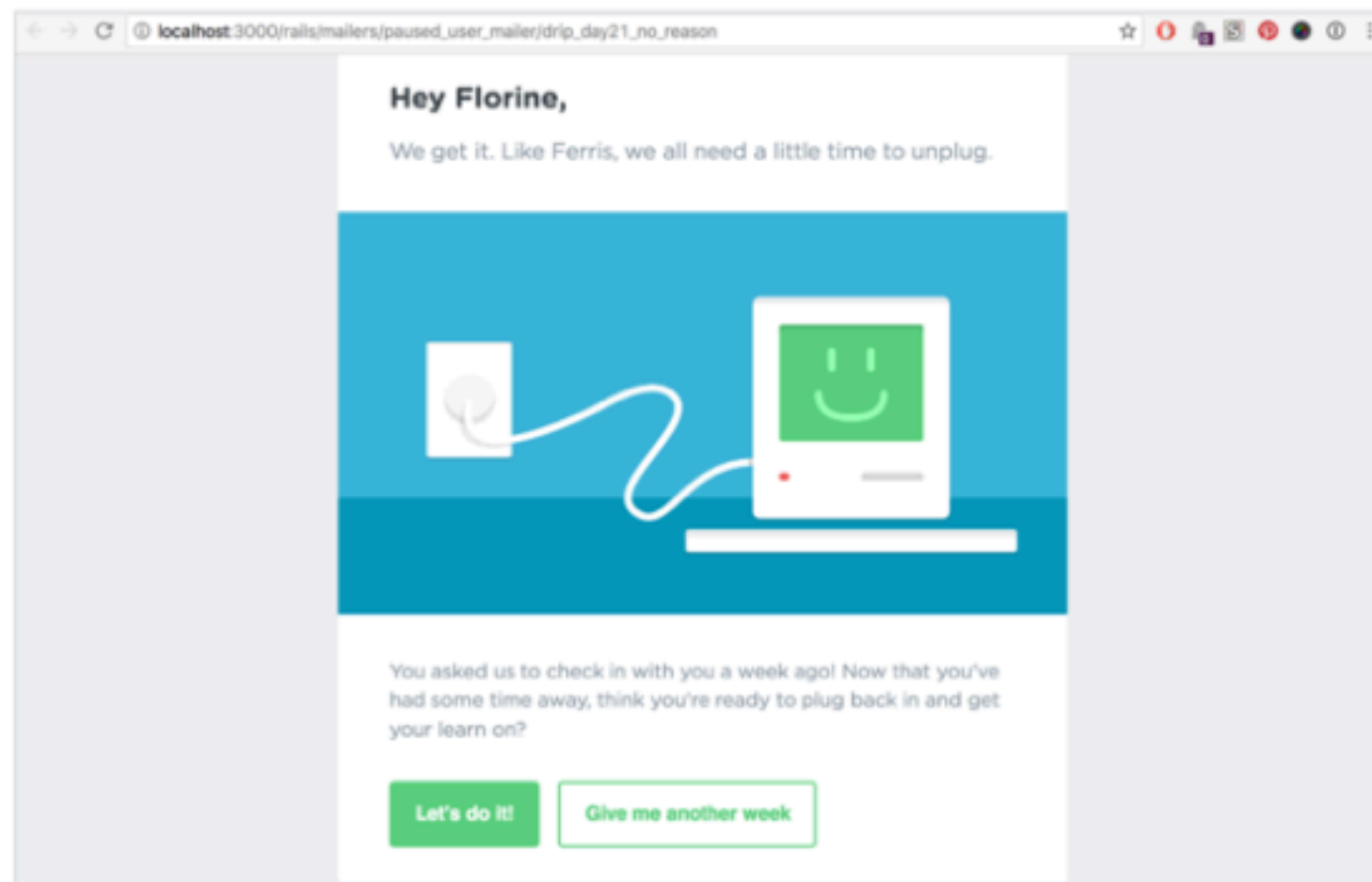# 7 and 14 day emails

"You asked us to..." copy goes into existing Pause emails.

"Give me another week" makes Treehouse feels responsive and the student take responsibility for their choices. Hit button > Get some sort of confirmation > Reflect choice in next email.

Success criteria: More users come back when they are emailed earlier after pausing. More users come back if they are proactive about owning their choices (e.g. ones that hit the Give me another week button even though they could ignore the email).

2016 Q2 | Buffet Retention Experiments | First Month Experience User Journey

In this first iteration, we are updating the **Emails** experience and introducing a mvp of **Student Goals.**
In parallel, Treebot is being developed and will affect the student's Treehouse experience.

| sign up flow | onboarding flow | **new** student goals survey | in app home page | email notification settings |

welcome

| **updated** workday next steps | **new** student goal check-in | **update** content accouncements digest | blog content digest |
| | | mailchimp | mailchimp |

| **new** mobile app | **new** forum nudge | **new** treebot prompt |

nudge goes away if active

forum activity

persistant even when unsubscribed

account notifications