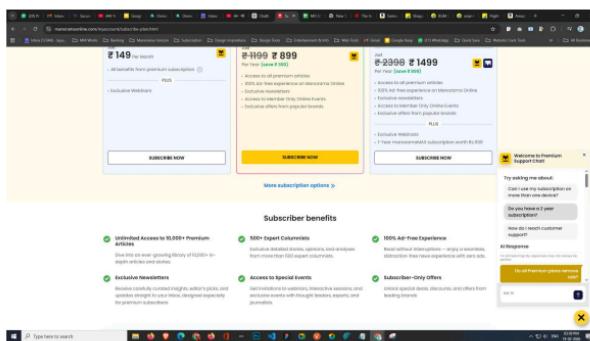


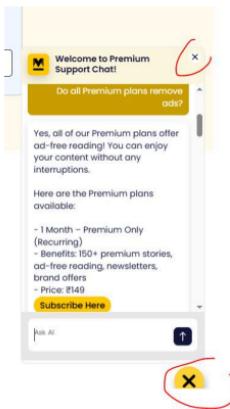
## The Chatbot Creates Usability Friction And Weakens The Subscription Decision Experience.

### 1. Chatbot Suggestion Chips Lack Click Affordance

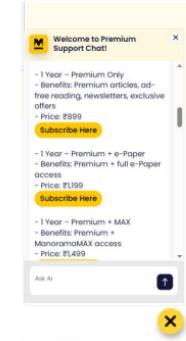


Does Not Change Cursor To Pointer

### 2. Keep Only ONE Close Mechanism.



### 3. Chatbot Plan Response Is Cluttered And Causes Scroll Friction



- Plan Responses Should Be Concise
- Clear Visual Separation Between Plans
- Plan Names
- Benefits
- Price
- Section Labels

All Appear With Almost The Same Font Weight.  
There Is No Clear Typographic Hierarchy.

### 4. Poor Emotional Design & Overuse Of Yellow

Yellow Is Brand Primary CTA Color.

But Chatbot Uses Yellow For:

- Header Icon
- Subscribe Buttons
- Close Button
- Suggestion Highlight **Nothing Feels Primary.**