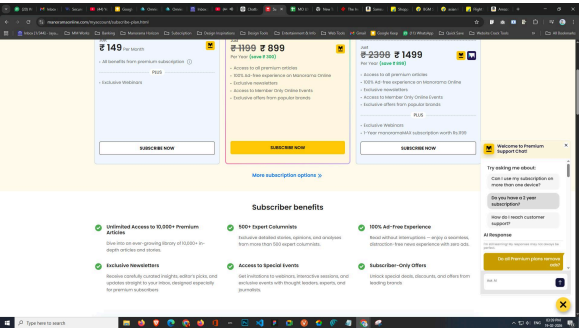


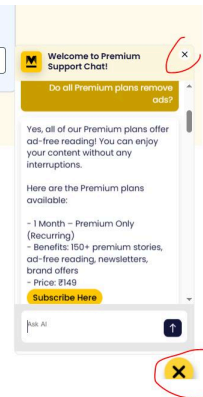
The Chatbot Creates Usability Friction And Weakens The Subscription Decision Experience.

1. Chatbot Suggestion Chips Lack Click Affordance

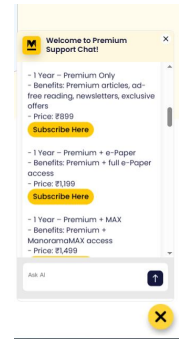


Does Not Change Cursor To Pointer

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.**