

CONCLUSION

We started with a problem statement i.e. improve the user onboarding experience on Cultfit , aim is to reduce friction, improve feature discovery, and ensure users understand the value of Cult.fit right from the start.

After diligently exploring the user journey we identified a few problems and came up with innovative solutions to the problems.

Problems Identified-

1. The user has to overcome a lot of friction to explore cultfit ui/ux
2. There is an information overload , repetitiveness for the first time new comer

Solutions-

1. CulBot