

PROBLEM STATEMENT

To enhance the new user onboarding experience by making it more intuitive, engaging, and informative. The aim is to reduce friction, improve feature discovery, and ensure users understand the value of Cult.fit right from the start.

This has the following anchors:

- Onboarding Flow
- Feature Discovery
- Personalization
- Retention Focus



To influence any of these metrics, we need to ensure that users either spend more time on the app more frequently or find the app's flow simpler and more intuitive to understand.

