Addressing Membership Challenges: Insights and Strategies for Amour Beauty Box
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1. Define a problem

Amour Beauty Box is a makeup company that offers membership-based services. Over the past three business quarters, Amour Beauty Box has been experiencing declining sign-ups but minimal cancellations, which suggests current members are satisfied, but the company is struggling to attract new customers. To determine whether internal or external factors cause this trend, we have proposed conducting A/B testing. As part of this process, we recommend surveying customers to gather insights.

2. User Journey

A typical user journey follows the diagram below. First, the user visits the **Homepage** of Amour Beauty Box, which includes an image with a "Join Now" button, a general description of subscriptions, and mentions of popular brands. Clicking "Join Now" takes the user to an **Overview** page that covers box curation and different subscription plans. After understanding the different plans, the user clicks "Subscribe Now," leading to the **Subscription Plans** page. The user selects the subscription plan that fits their needs, which then directs them to the **Account Creation** page. At this step, the user inputs their skin type and beauty preferences and creates an account. Upon completing this step, they are sent to the **Checkout** page to enter payment information and confirm their plan. After paying, the user is sent to the **Confirmation** page, which displays a thank-you message and triggers an email confirmation.
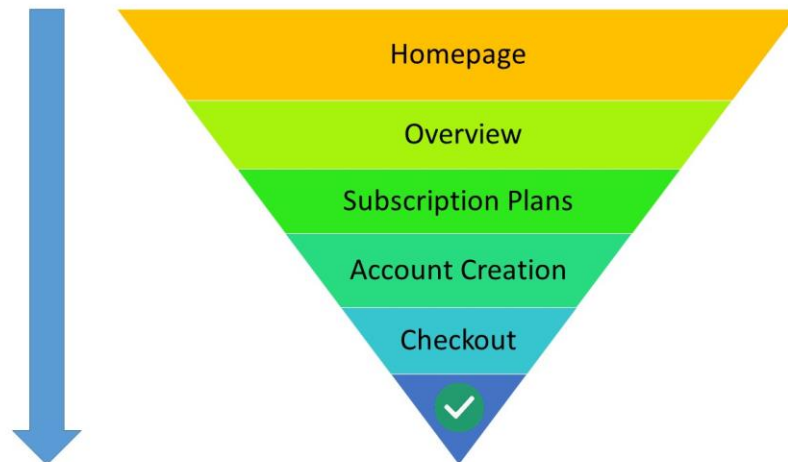
There are various paths in a user journey from visiting the website to subscription confirmation:

1. Visits Homepage → Exits
2. Visits Homepage → Overview → Exits
3. Visits Homepage → Overview → Subscription Plans → Exits
4. Visits Homepage → Overview → Subscription Plans → Account Creation → Exits
5. Visits Homepage → Overview → Subscription Plans → Account Creation → Checkout → Exits
6. Visits Homepage → Overview → Subscription Plans → Account Creation → Checkout → Confirmation

In addition, the user can cancel the plan at any time by accessing the **Account** page. Understanding the flow is a starting point for selecting key metrics for A/B testing

3. User Survey

We designed a set of 16 questions to gather insights into the experiences of users who visited the site. The survey aims to identify key usability factors, engagement drivers, and potential areas for improvement. As an incentive, each completed survey will be entered into a draw for a chance to win Amour Beauty Box shop credits, encouraging higher participation. For a detailed list of survey questions, please visit the GitHub repository.

4. **Overall Participation:**

312 responses collected between April 10–20, 2025.

Key insight:

Several participants commented that the **"Join Now" button was hard to find at first** because it blended into the layout. Some suggested that **centering the button** and making it more prominent would create a clearer next step during the decision-making process.

Direct feedback included:

- *"I didn't notice where to sign up right away — maybe center the button or make it bigger?"*
- *"The site felt clean, but it wasn't obvious where to click to join."*
- *"If the 'Join Now' button was centered on the screen, it would have been easier to spot."*

Actionable Recommendation:

Center the "Join Now" button on key pages (homepage, membership info page, and box preview pages) to increase visibility and streamline user flow toward sign-up.