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Subscription Journey Optimisation

Prototype Presentation

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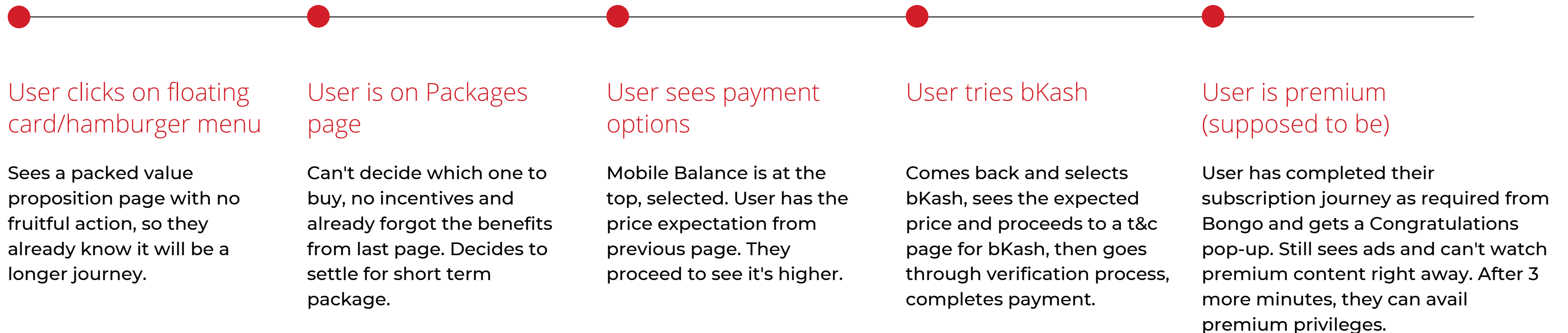
Goal

20% Increase in revenue
(through **conversion**) by end of Q3

Objectives

- **Reduce subscription journey steps** (current no. of steps: 20)
- **Reduce time spent on Subscription** (current bKash journey: 4.5mins)
- **Maintain consistency for messaging** (Translation, Communications, CTA)
- **Reduce redundant element from journey** (unnecessary pop-ups)
- **Improve look and feel** (UI)

Current User Subscription Journey Pain Points (Bongo iOS app)



Option A Improvements (Long term revamp)

Current	Proposed
Value Proposition and Package Selection are two different screens	Value Proposition and Package Selection are on a single screen
Package Selection screen doesn't show any incentive for buying a certain package	Shows a recommended package with the saving and benefits
Payment Page does not show prices for each method	Payment Page is very consistent on pricing
bKash payment journey is way too time consuming	bKash payment journey is concise with updated API and proper messaging
bKash subscription confirmation takes long	bKash subscription confirmation is basically two sms-es
Pay with M Balance page is not optimized	Pay with M Balance lets user see all the operators available to pay with.

Option B Improvements (Quick win)

Current	Proposed
Value Proposition is missing a key benefit and messaging is not clear	Every benefit is highlighted prominently and in easy-to-understand terms
Package Selection screen is significantly occupied by coupon redemption	Coupon redemption is a one-liner
Payment Page does not show prices for each method	Payment Page is very consistent on pricing
bKash payment journey is way too time consuming	bKash payment journey is concise with updated API and proper messaging
bKash subscription confirmation takes long	bKash subscription confirmation is basically two sms-es
My Profile UI is not optimized	My Profile UI looks better with designs that convey clarity and proper highlights

Prototypes (Mobile App)

Option A →

Option B →

Suggestions

- Collaborate with content/relevant team for better messaging/translation across platforms
- Do audits **across platforms (Web, Android and iOS)**
- Fix currency **(show relevant currencies to international users)**
- Data funnel to visualize **Subscription Journey drop-offs**

UI/UX Suggestions