Summary of paywall checkout user testing
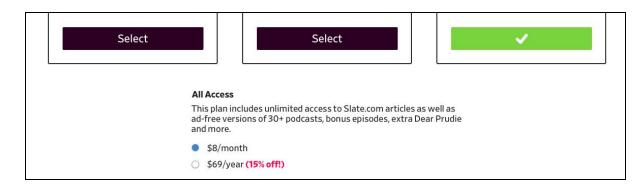## Rounds 1-5

[Round 1](#) - 1-page vs. 3-page

This test focused on figuring out if the 1-page or 3-page checkout process was a better experience (ie. easier to digest/understand). I tested users who were daily and weekly media consumers.

When I asked which one users preferred (something I am trying to not do anymore because I don't think it is a valuable question), they preferred the 1-page experience. **Overall, users understood both processes and weren't outwardly confused by either and there wasn't a significant difference between the media consuming groups.**

Relevant recs:
- People understood the yearly option but didn't seem concerned to not know about it before selecting their plan (in this mock, the price for each plan was the monthly price):

[Round 2](#) - Account creation before vs. after payment

This test focused on seeing how users felt about creating an account before or after entering their payment (since there was a bit of discussion about this amongst the PIE team). I tested groups of young and old users and only tested each experience in different groups (i.e. I didn't present both experiences to the same person).

In the group that did account creation > payment, there weren't any interesting takeaways because that experience had already been tested in Round 1. In the group that did payment > account creation, 4 of the 6 users who went to the account creation step (some didn't go to that step) thought this was a "not bad, just weird" series of events. There wasn't any difference in answers based on age.

Because users thought it was weird and the dev team was pretty opposed to account creation not being explicitly linked to subscription, we decided to **keep account creation first.**

[Round 3]{.link} - 1-page "stepped" layout & login woes

Round 3 included 2 tests: testing a "stepped" 1-page layout and then testing some "login woes": login if they already have an account, login if they forgot their password, subscribing if they're already logged in.

For the 1-page "stepped" experience test, no one had a hard time with this but 2 users (of 8) said they would have preferred the checkout form was on a different page (instead of 1 page).

For the "login woes" test, I asked users to subscribe as if they already have an account but can't remember their password. **The users who went through the whole "forgot password" (2 of 8 didn't) thought it was straightforward.**

Relevant recs:
- Add message about how to cancel subscription on confirmation page
- Sending email before subscription renewal
- Add podcast FAQ component to confirmation page?

[Round 4]{.link} - Coded 1-page "stepped" experience

This test focused on seeing how a coded prototype held up to Invision and also if users understood how to subscribe if they already have an account. I tested younger and older users using both desktop and mobile devices.

Users, specifically older users, had varying degrees of difficulty with this task. 8 users had a bit or a lot of difficulty with this task (6 of these were "older") and only 2 people had no difficulty with this task. Some users didn't finish creating an account/logging in before payment (you could see the payment form grey-ed out) while some users had trouble finding the "log in" link because both the account and payment forms were on the same page.

Because of this, I wondered if I could **test this same flow and set of users with a coded 3-page experience and see if I got the same results.** Accounts are always difficult, especially for older users, but i thought simplifying each step might help.

[Round 5](#) - Coded 3-page experience

This test focused on seeing how a coded 3-page prototype held up to the coded 1-page prototype, specifically regarding if users understood how to subscribe if they already had an account. Again, I tested younger and older users using both desktop and mobile devices.

4 users (of 10 total) had a bit or a lot of difficulty with this task and only 2 of those users were in the "older" category. In general, most people had a hard time finding the "log in" link. From this we can assume that the **3-page experience is much easier to understand for users trying to go from the "create account" form to the "log in" form.**

Overall UX Recommendations

From these results, I think we should do a 3-page checkout process with very clear links to "log in" and "create account" to toggle between the two forms. I think this is more easily understood by users, specifically "older" ones (which we have more of than "young" ones).

One thing a few people suggested throughout this testing was being able to confirm their subscription before actually subscribing and I think that is much easier to do w/ each step on its own page.

Two decisions that are still up in the air are monthly payment and trial periods. Mark's survey will help us make those decisions but I think having plan selection on its own page and some sort of confirmation/shopping page step will help both of these problems, regardless of what we decide to do.