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Engineering Notes

When users drop off without asking to be reminded to continue with their onboarding, these messages are sent out:

- The first one goes out 1 hour after drop-off
- The second one goes out 22 hours later
- The third one goes out 23 hours after that

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Engineering Notes

If users respond with “Yes, let’s go” or “Let’s do it”, we need to take them to the beginning of the onboarding section they were in when they dropped off, i.e. the beginning of one of these sets of questions:

- Pregnancy questions
- Nurse questions
- Basic profile
- Personal profile
- LOC assessment

If the user drops out of Onboarding again, the re-engagement cycle repeats, starting with the first message 1 hour later.

Loss Aversion

People prefer to avoid losses more than earning equivalent gains

mnch\_onboarding\_drop\_off\_1h\_later  
Drop\_off\_1h\_later

1

Hi {there, “username”}!

You started on your journey with {MyHealth} but then we lost touch.

\*Ready to tell me more about yourself now?\*

It will only take a couple of minutes and then I can share great health info with you!

Yes, let’s go

Remind me tomorrow

Data Science Notes

Can we keep track of the effectiveness of these messages?

- How often do people re-engage once they have dropped off?
- Which of these three messages are engaged with most?

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Engineering Notes

These messages are only sent to users who have opted in to receive push messages from us.

Social Proof

Users adapt their behaviors based on what others do

mnch\_onboarding\_drop\_off\_2nd\_reminder  
Drop\_off\_2nd\_reminder

2

Hi {there, “username”}!

Join thousands of people like you who are improving their health and well-being and of their loved ones by getting expert, personalised health info.

\*All you need to do to join them, is to answer a few quick questions.\*

It will only take a couple of minutes.

Let’s do it

Remind me tomorrow

Future Self-continuity

People are more likely to engage in a behaviour if they can vividly imagine their future selves benefiting from that behaviour

Fresh Start Effect

Users are more likely to take action if there's a feeling of new beginnings

mnch\_onboarding\_drop\_off\_3rd\_reminder  
Drop\_off\_3rd\_reminder

3

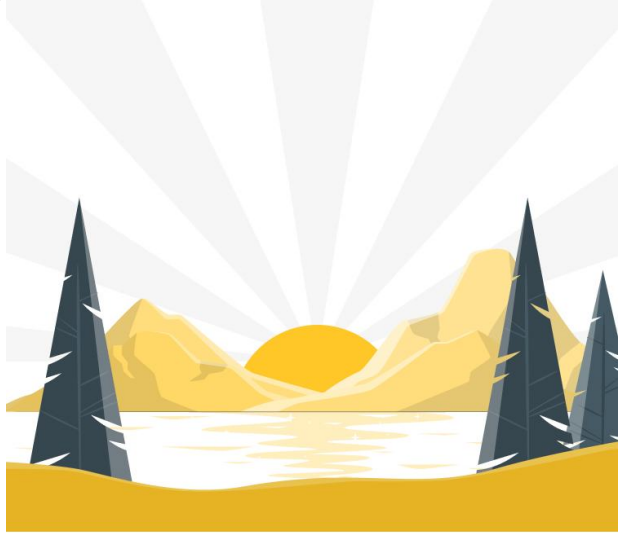


Image by Storyset on Freepik

Hi {there, “username”}!

Imagine yourself in the future. You are healthier and happier. That’s what I want to help you achieve! The journey to that future begins now.

\*Are you ready to answer some questions?\*

It will only take a couple of minutes.  
*(I won’t bother you with this again.)*

Let’s do it

Remind me tomorrow

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Engineering Notes

When users tap on “Remind me tomorrow” in any of the three re-engagement messages, send this message 23 hours later.

Nudge

Subtle hints can affect users' decisions

mnch\_onboarding\_reminder\_requested  
Reminder\_requested

4

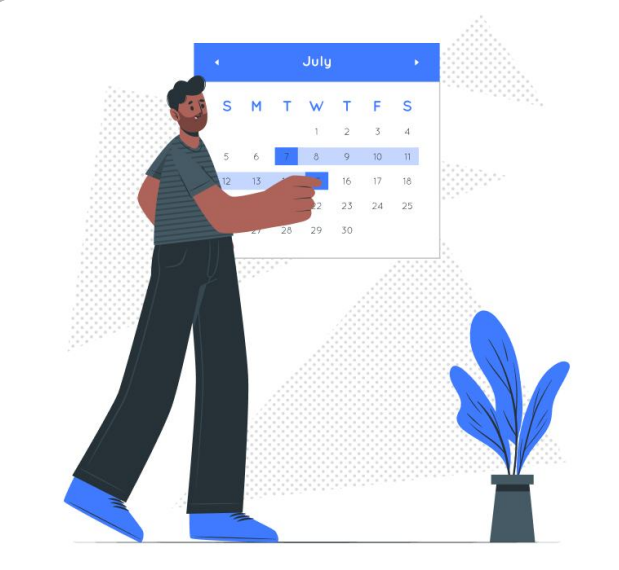


Image by Storyset on Freepik

Hi {there, “username”}!

\*This is your friendly reminder to share more about yourself.\* Let’s do this.👉

Yes, let’s go

Remind me tomorrow

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Engineering Notes

If users tap on “Remind me tomorrow”, but they complete their profile on their own before the reminder comes, we shouldn’t send this message out.