

LiveLaw Product Case Study

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Background

LiveLaw is currently the biggest platform dealing with legal news, and other law-related stories and studies. The firm's website, livelaw.in, receives a large amount of users (typically from law students & legal professionals), but it fails to navigate its users to its subscription page.

The following PRD contains recommendations to motivate regular users to land on the subscription page.

Problem Statements

I am a product manager handling the subscription growth at LiveLaw. My objective is to increase conversions of users landing on the subscription page of LiveLaw. What would be my recommendations to solve this problem?

Goals

- To make more user land on the pricing/subscription page.

Target Audience

- Law Students
- Legal Professionals
- Audience with little to no legal exposure

User Pain Points

- Lack of CTA(s). In its quest to make the website as minimalistic as possible, there's no defining element that attracts the user to the subscription page.
- The amount shown on the subscription page and the one shown at payment gateway differs by a lot, which could be negatively affecting the user's motivation.
- The benefits of subscriptions aren't properly presented in front of users. Again, there is no significant visual element attracting prospective subscribers to understand the benefits of the plan.

Recommendations

- Firstly, we should try to show the same amount for our subscription plan on our page that our prospective subscriber(s) see on their payment gateway. While we're at it, we should also offer festive discounts, Student discounts, or first-time subscriber discount.

- Improve the website UI by including proper CTAs. Including attention grabbing UI-elements might help in increasing user awareness about our subscription plans, and what it offers. Employ A/B testing to find the best landing page for our organisation.
- We can also include testimonials of our current subscribers, so as to give the whole subscription process a more humane look.

Success Metrics

- Conversion rate from users to subscribers.
- Churn Rate.
- User retentions on the landing page.

Risk(s)

- A complete UI overhaul, alongside A/B testing might put a significant load on the technical team.
- A change in price, or in UI, might upset our current subscribers.

Timeline

Phase 1: Implement UI update on Livelaw main page, focusing on including proper CTAs.

Phase 2: Inclusion of testimonials as a part of both, main page and subscription page.

Phase 3: UI update of the subscription page, focusing on showing the benefits of a subscription. A/B testing, backed with timely survey(s) done among the users.

Phase 4: Getting the price right. We'll show the same price a user will see on their transaction page and on their subscription landing page.

Phase 5: Implementing discount(s) to motivate our regular users to try out a better experience.

Conclusion

By optimizing UI by implementing CTAs, standardizing the plan rates and offering occasional discount(s), I believe that the LiveLaw organization can increase the user turnout landing on its subscription page.