

Increasing Purchase Conversion Rate: Redesigning the Paywall Page

To improve the purchase conversion rate of AlfredCamera, we attempted a redesign of the paywall page.

But what kind of paywall design effectively increases conversion?

A complete overhaul of the page would be too risky—whether it succeeds or fails, it would be difficult to pinpoint the cause. So, before starting the redesign, we decided to identify design factors that may affect conversion rate, validate them step by step, and use the proven factors to guide the new design.

Research Approach

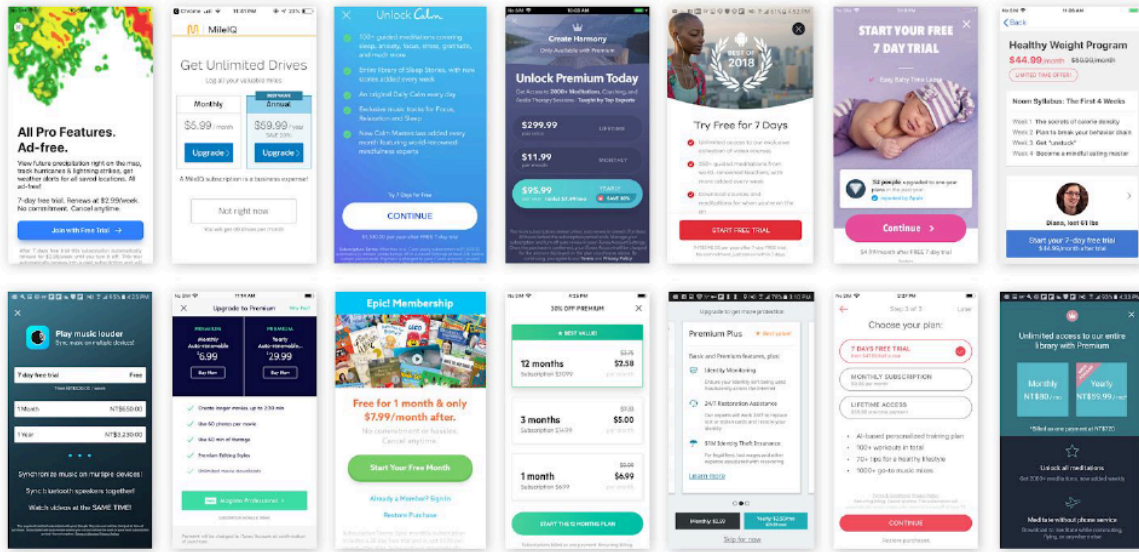
(1) Identifying Strong Reference Cases

In addition to studying direct competitors in the same industry, we also examined the paywall pages of high-revenue, successful apps. Since those products perform well financially, their paywall designs likely offer valuable insights.

We used SensorTower to identify high-revenue apps and selected relevant examples based on their nature and product type.

(2) Summarizing Common Design Principles

By analyzing the reference cases, we identified shared characteristics and extracted design principles suitable for AlfredCamera.



Protecting User Rights

- Information on “auto-renewal,” “cancel anytime,” and “terms & conditions” is typically displayed at the bottom of the page. iOS also includes “Restore Purchase.”
 - Around the CTA for free trials, the number of trial days and post-trial pricing is clearly shown.
 - Users are asked during onboarding if they’d like to start a free trial, which is tied to automatic billing upon trial expiration.
- (iOS guideline: Highlight subscription benefits during onboarding)

Managing Cognitive Load

- Large, bold headlines briefly highlight upgrade benefits.
- Feature lists typically include 4–6 items; if presented via slider, usually 3–4 slides.
- Information hierarchy in pricing options is clear. A single element—such as price or plan name—is emphasized.

Guiding User Decisions

- Only 2–3 plan options are usually presented.
- Plan options are placed near the top or center of the screen to ensure visibility.
- One plan is usually visually dominant to help users compare options.
- Discounts or savings (e.g., “Save 30%”) are often displayed.
- Common CTAs include “Continue” (used for both trial and non-trial options) or “Start” (for free trial situations).

- CTAs are prominently placed and fixed on screen—typically at the bottom—ensuring constant visibility.

(3) Observing Design Presentation Patterns

Based on the general principles, we examined how key areas—CTA, plan options, and feature descriptions—are visually presented.

CTA

- Large, rounded buttons are common, with large surface area and longer width.
- High contrast between CTA text/button color and background is used to ensure visibility.

Plan Options

- The most prominent **number** is usually the **price**, and the most visible **text** is the **plan name**.
- Two-option layouts are often side-by-side; three options are usually stacked vertically.
- In vertical arrangements, primary info tends to be left-aligned; in horizontal layouts, content is usually centered.

Feature Descriptions

- Often displayed as bulleted lists.

(4) Analyzing Copywriting Characteristics

A content researcher analyzed four key text elements—headline, plan name, feature descriptions, and CTA—across reference apps. This helped identify areas of improvement for AlfredCamera’s content, which we tested along with visual design.

Headline

- Often includes action verbs encouraging users to unlock features, start free trials, or imagine usage scenarios.

Plan Name

- Usually time-based (e.g., Monthly/Yearly), often with tags like “Most Popular.”

Feature Descriptions

- Commonly structured as one-sentence bullet points without subheadings.
- Often highlight: **Numbers** (100+), **Time** (24/7, every week), **Expertise** (experts, AI-based, master), **Unlock features** (access, unlimited, exclusive)

CTA

- Typically uses **Start Free Trial**, **Start**, or **Continue**, avoiding phrases that trigger spending aversion.

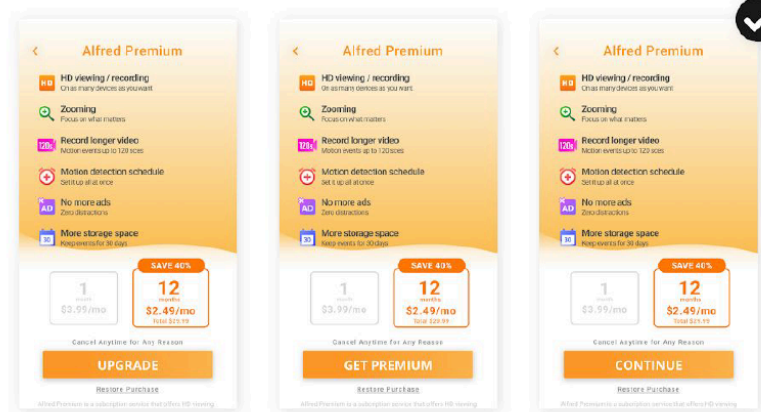
A/B Testing

Based on the research, we listed potential optimization areas for the current AlfredCamera paywall. Our data analyst designed and tracked A/B tests to evaluate changes.

We began testing in the U.S., our largest user base. If results were positive, we planned to expand tests to multilingual versions and fully implement the new design only after confirming its effectiveness.

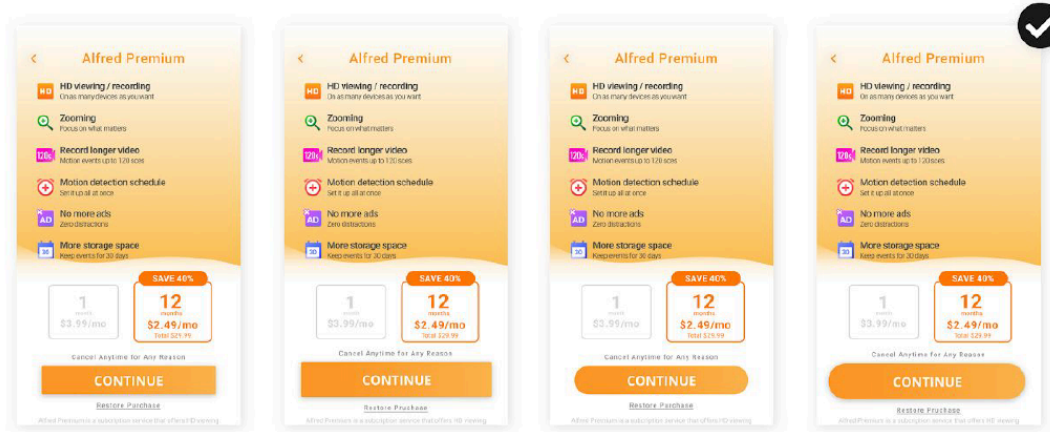
Phase 1: Emphasizing User Rights

We changed the CTA text from “Upgrade” to “Continue” to reduce spending anxiety, and added a “Cancel anytime” note near the CTA. The test results showed CTR improved from 20% to 30%, and CVR also significantly improved.



Phase 2: Testing CTA Shape

We tested different CTA button shapes. While CTR didn't improve, rounded buttons showed slightly better revenue performance. We suspected shape alone wasn't enough and introduced a new variable—**button size**. Ultimately, a **large, rounded** CTA button performed best.



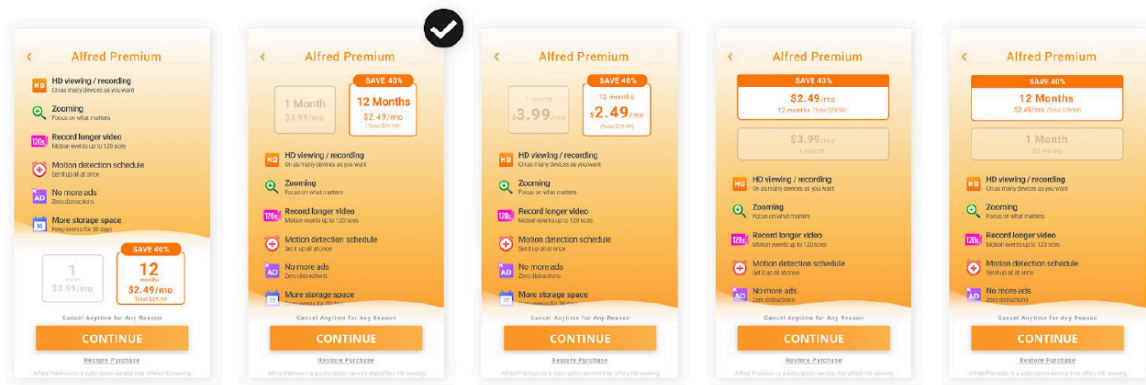
Phase 3: Testing Plan Option Placement

We moved the plan options higher on the page and tested combinations of:

- **Layout** (horizontal vs. vertical)
- **Emphasis** (price vs. plan name as primary info)

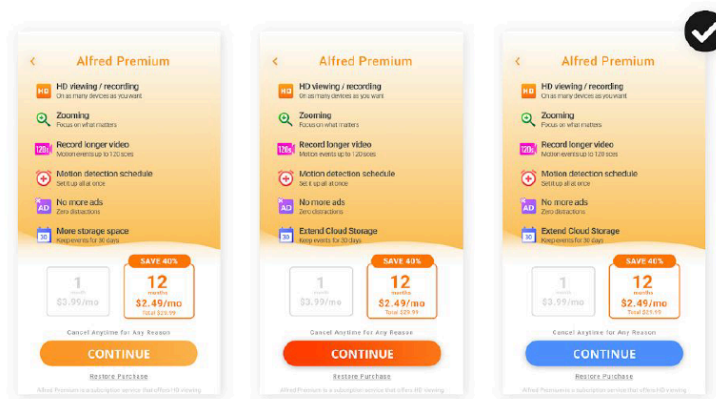
Findings:

- Placing plan options **at the top** outperformed the original bottom placement.
- **Horizontal** layout performed better than vertical.
- Emphasizing **plan name** led to higher conversions than emphasizing price.



Phase 4: Testing CTA Color

We tested high-contrast CTA colors. The **blue** button—most contrasting with the original orange theme—performed the best.

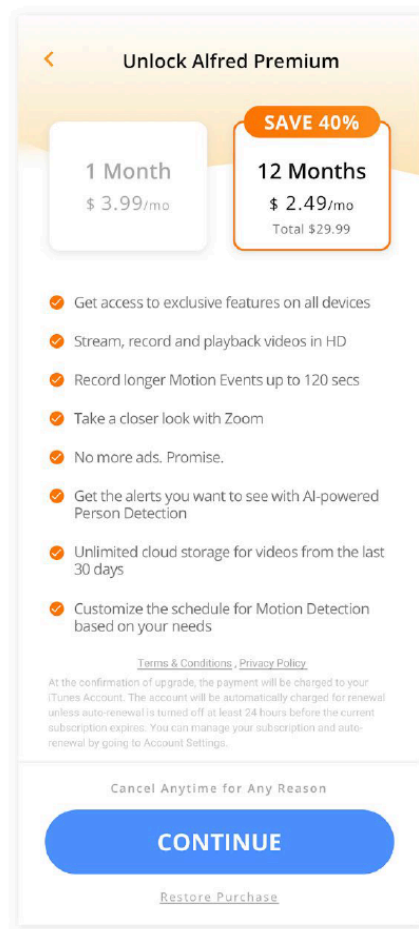


Phase 5: Combining All Insights + New Copy

We designed a new page combining findings from the previous phases and added updated copy.

Key Elements in the New Design:

- CTA changed from “Upgrade” to “**Continue**”
- “Cancel anytime” note added near CTA
- CTA button is **large and rounded**
- Plan options are **moved upward, horizontally placed**, and emphasize **plan name**
- CTA uses the best-performing **blue color**



文案：標語加入動詞強調解鎖

方案位置上移，左右並排
方案選項內容第一級資訊為方案名稱

文案：條列式敘述句

加上「可隨時取消」強調保障用戶權益

CTA內容由「Upgrade」替換為「Continue」，降低用戶花錢消費的防衛心
顏色換為成效較佳的藍色，形狀改為大圓角，尺寸放大

However, the new design **underperformed**, even worse than the original control group. We reviewed possible causes:

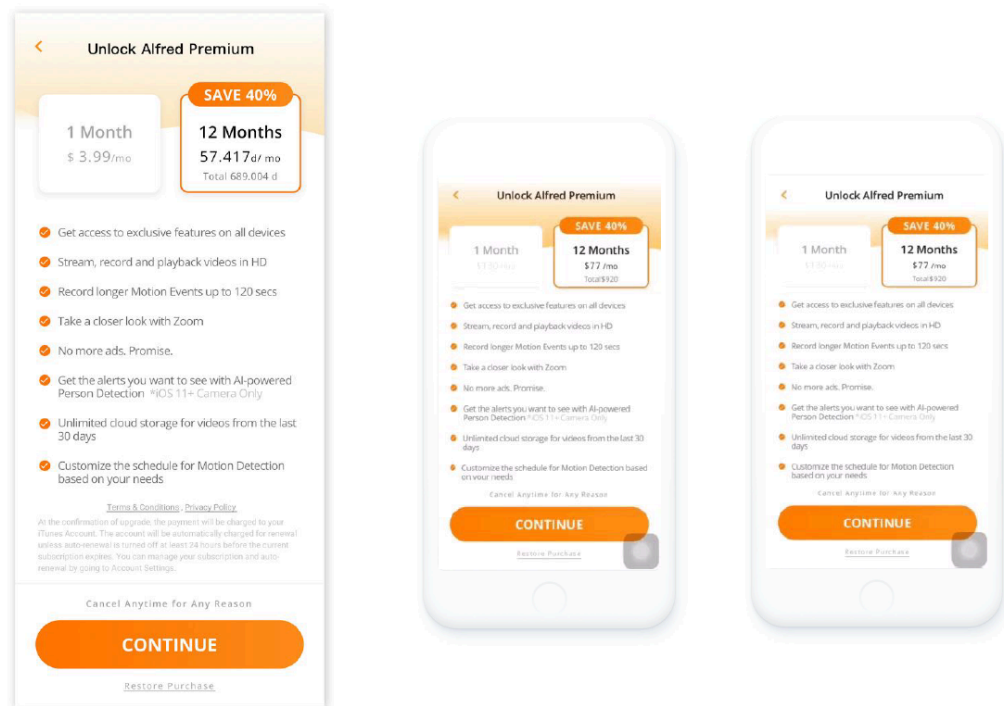
- The new design introduced **animations**: the top-fixed plan bar shrinks when scrolling to reduce space.
- The **blue CTA** had previously performed well due to contrast with orange—now the page theme had changed, possibly affecting effectiveness.
- The **new copy** had not been A/B tested before; this could have impacted performance.

Phase 6: Adjustments to Phase 5 Design

We retained the core elements from Phase 5 and prioritized testing high-impact suspects: **animation** and **CTA color**.

Two versions were tested:

- One with **adjusted animation**
- One with **no animation**



Results:

- **Orange CTA** outperformed blue on the new design.
 - Previously, blue performed better only because it contrasted with the old orange theme. Now orange was more fitting.
- On iOS, **no-animation** version slightly outperformed the animated one—especially on smaller screens with limited scroll space.
 - Suggestion: Keep plan bar fixed on top, but **remove animation on smaller iOS devices**.

Overall, the new adjustments improved performance, outperforming earlier versions. This confirmed readiness for **broader testing** across different languages and markets.

Phase 7: Expanding Test Scope & Fine-tuning Based on User Feedback

We expanded testing and also made user-experience-focused adjustments.

Users misinterpreted the “Cancel anytime” note as misleading. We removed it to avoid negative feedback and monitored any impact.

Customer support noted confusion around the plan name “12 Months”—some users thought it meant monthly billing. This led to dissatisfaction when charged for a full year upfront.

Adjustment:

We tested renaming plans from “1 Month” / “12 Months” to “Monthly” / “Yearly.” If there was no negative impact, we would adopt the new names in the final design.

Although the project was eventually paused, the process offered key takeaways.

By combining competitive analysis, design pattern synthesis, and iterative testing, we uncovered actionable insights into how layout, copy, and visual design influence user conversion. The experience showed the value of breaking complex UX challenges into smaller, testable components to reduce risk and guide smarter design decisions.