New User Onboarding Feature Teardown

Aashish Harneja | Nextleap PM C20
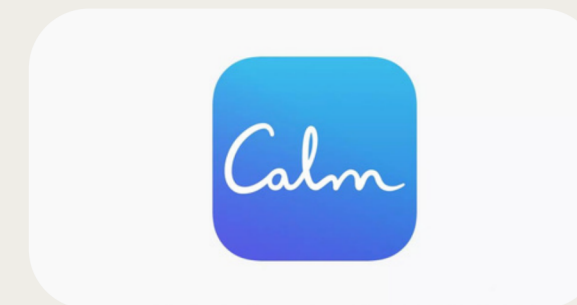
nextleap

INSIGHT TIMER- OVERVIEW

A **self-led meditation app** that helps its users **improve** sleep, reduce stress, alleviate anxiety, and **connect** with the global mindfulness community.

MISSION

Provide everyone **access** to a **free daily meditation** practice and **facilitate a community** of mental health professionals.

COMPETITORS

STATS

2009
Launched

50+
Supported Languages

26 million
Members in
Community

120 +
Countries Served

17,000
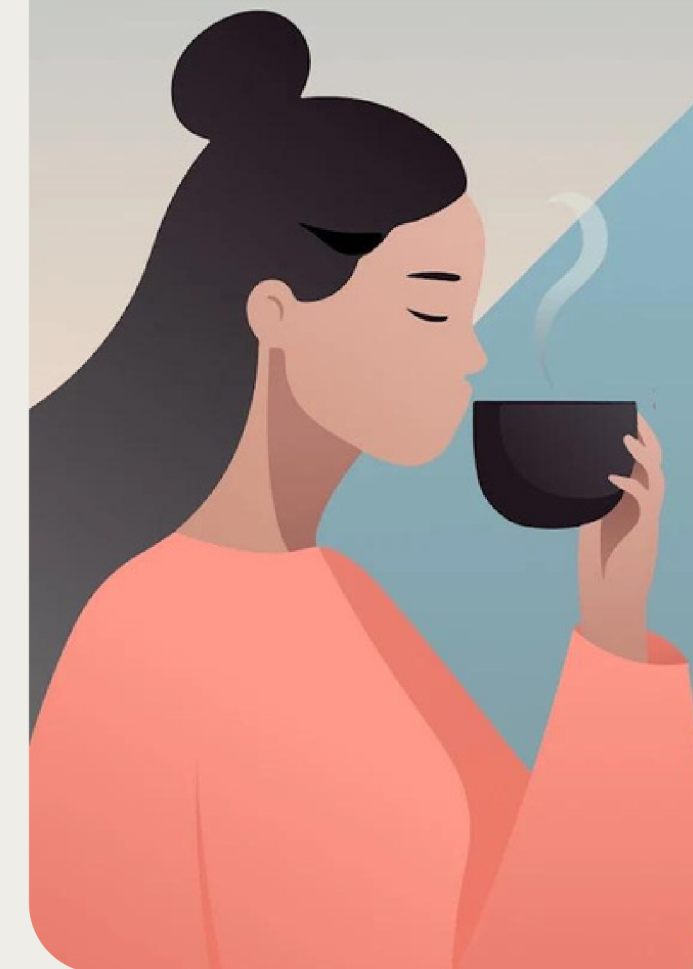Teachers &
Experts

210,000
Meditations

3000
Well-Being
Courses

550K
Reviews on App Store
and Play store

Stress-Free Living
Starts Here

★★★★★
550K REVIEWS

21 MILLION USERS

FEATURES

Track
your practice with the world's most loved timer

Timer

Duration	Meditation 10:00 ›
Interval bells	3 Repeating ›
Ambient sound	Lucid Dream ›
Ending bell	Gong Hanchi ›

Sleep
more deeply and for longer

Sleep

Challenge
yourself each month with curated programs

10-Day Setting Boundaries Challenge
84,268 joined this challenge

You've completed 3 out of 10 days
1 2 3 4 5 6 7
8 9 10

DAY 4
Boundary Bullies
Terri Cole - 10 mins

Create a wellbeing routine that works for you

| Meditation | Sleep | Breathwork |
| Yoga | Journalling | Affirmations |

Practice
live yoga every day

LIVE
03:46

Breathwork
practices to heal and energize

Breathwork

Top Tracks Courses Groups Events Playlists

Featured

Playlist
Fundamentals of Breathwork
Insight Publishers

10 Day Course
The Breath -
4.9 ★ Rachel

Courses   See all

Meditate
for free with the world's largest free library of content

anxiety   music

neuro   healing

parents   **Sleep Soundly**

performance   confidence

stress   spirituality

30 min Guided
Deep Sleep Meditation
4.8 ★ Andrew Johnson

Music to relax

USER PERSONAS

Raya is an engineer working for a large technology firm in Delhi. She wants to balance her fast-paced city life and the demands of her first job through small, meaningful mindfulness breaks sprinkled throughout the day and manage her stress and anxiety levels.

Pain Points:
- Stressful commute: An hour each way leaves Raya drained before work.
- Job anxiety: Self-doubt and pressure to perform weigh heavily.
- Time constraints: Fitting meditation into a busy schedule seems daunting.

Needs and Goals:
- Learn meditation as a beginner.
- Establish a flexible mindfulness practice.
- Access short, guided meditations to combat anxiety and work stress.
- Boost self-belief and overcome imposter syndrome.
- User-friendly app with regional language support and affordability.
- Wide variety of meditation options.

Bedi, aged 35, is a spiritually oriented individual who operates as an online entrepreneur, aiding small businesses in lead generation. Over the past two years, he has committed to daily meditation sessions, utilizing guided meditations available on YouTube. However, he finds himself frequently distracted by advertisements and other content during his practice.

Pain Points:
- Distractions from ads, non-personalized recommendations, and excessive content on YouTube hinder his meditation practice.
- Craves targeted meditations addressing his specific needs.
- Desires connection and support from a like-minded spiritual community.

Needs:
- Ad-free meditation app offering tailored guided sessions for his daily routines.
- Access to a supportive community for sharing experiences and building connections.
- Convenient search for meditation teachers aligned with his goals.
- Features such as timers, progress tracking, and insights for deeper mindfulness practices.

User Journey - Install and Open App

Install and Launch the App on the Phone
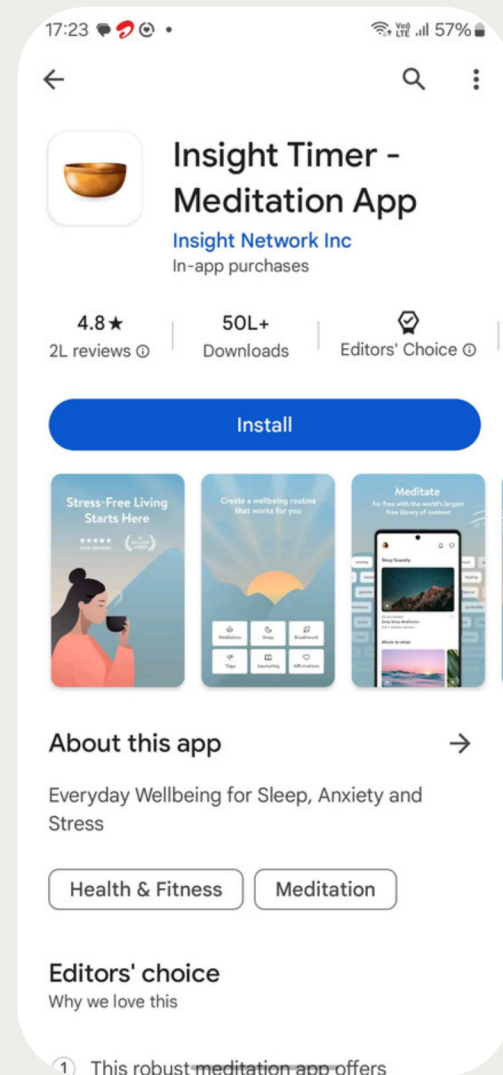
Step 1
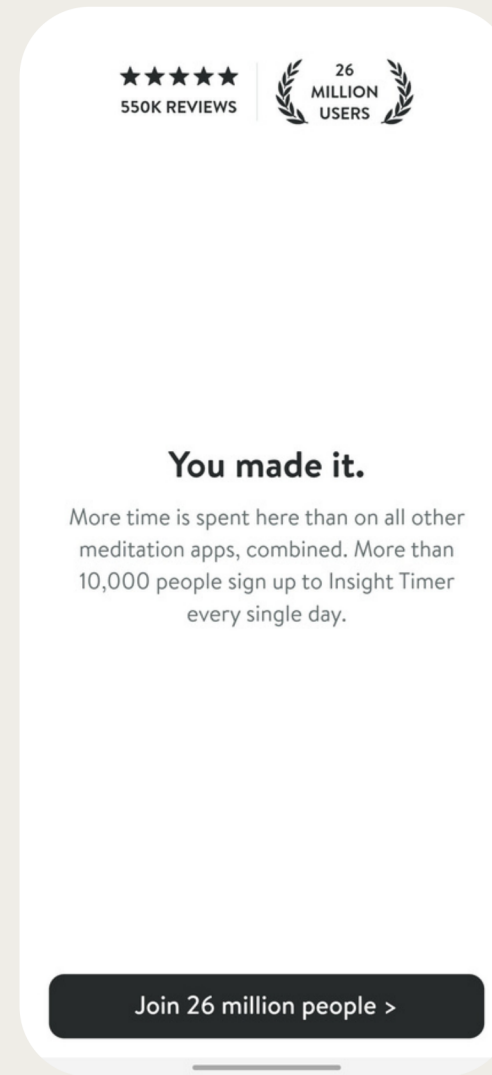
Step 2

Step 2.1

User Thoughts: The User is Excited to begin their journey. 😊

User Journey - Onboarding Questionnaire

Choose Motivation to use the App

Why are you here?
Pick one. You can choose more later.

- ♥ Sleep >
- ♥ Stress or Anxiety >
- ♥ Sadness >
- ♥ Self Esteem >
- ♥ Happiness & Joy >
- ♥ Productivity >
- ♥ Manifesting >
- ♥ Spirituality >
- ♥ I just want to Meditate >

For my Kids

To connect with my Teacher

To join my Workplace

Step 3

How can we help you to be more productive?

- I struggle with procrastination >
- I need more energy & motivation >
- Improve my attention & focus >
- Help me to build resilience >
- All of the above >

Step 3.1

A productive day is a gift to your mind's peace and clarity.
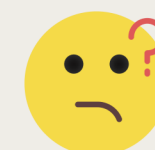
★★★★★

Great design and great content

This is one of the apps that I can say is truly beneficial to my mental health and aids in my daily productivity and focus.

ANALYZING YOUR RESPONSES...

Step 3.2

User Thoughts: The User feels unsure of what options to choose and how it would impact their App experience. 😕❓

User Journey - Onboarding Questionnaire

Enter Info on Meditation Experience

Step 4

What best describes your meditation experience?

Total beginner

I've meditated a few times

I meditate a lot

Step 4.1

When would you like to practice?

Morning

Afternoon

Evening

Not sure

Step 4.2

How long do you want to practice for each day?

Less than 5min

5-10min

10-15min

15-20min

20-30min

30min+

Step 4.3

Lastly, what sort of content interests you?

Guided Meditations

Mindfulness

Breathwork

Manifestation & Affirmations

Music & Soundscapes

Chanting & Mantras

Yoga

I just want to use the Timer

All of the above

Continue

😔

User Thoughts:
- As an absolute beginner, the App does not offer suggested best practices and leaves it to the user to make selections.
- User doubts and debates the right option for them.
- Absence of a progression indicator does not let users know how far they have traversed the onboarding journey.

User journey-Post Questionnaire Flow

Post Questionnaire Flow – Use App as Guest

Skip Free Trial 🤔

Accept Notifications

User Landing Page 🙂

Begin Day 1 Beginners Meditation Course 😊
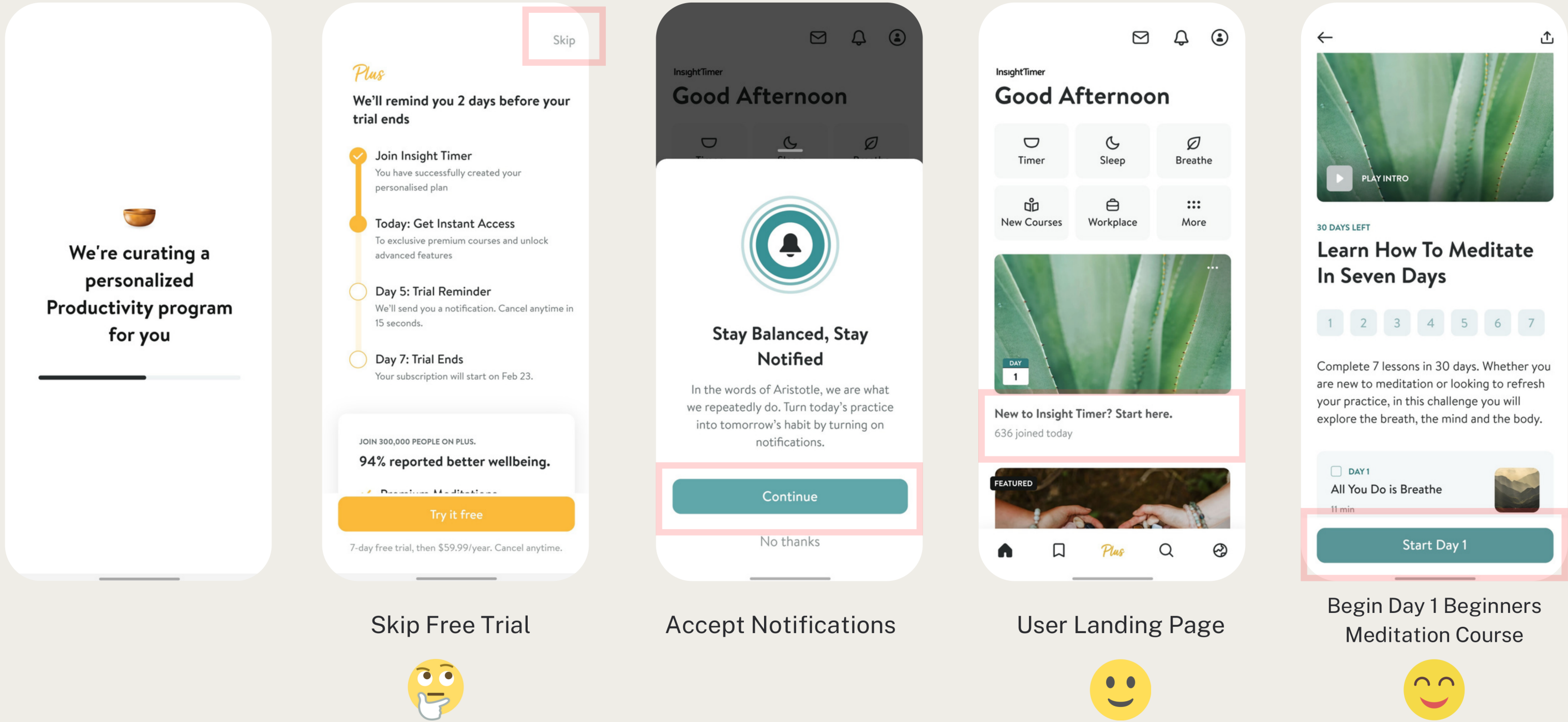
User Thoughts: After answering all those questions, the user finally lands on the home page. A clear CTA for new users let's them know what to do first on the App.

Note: The user has not Signed Up yet and at this moment are using the App as GUESTS but there's no Visual Indicator on the Home Page that apprises them about the same and guides them to towards Sign Up. From my view emphasis has been laid on getting the user to be able to use the App offerings as quickly as possible.

User experience -The Positive

4.8
★★★★★
218K reviews

(Review 1 — ★★★★★ 21/01/24)
Best meditation app I've used, including headspace & mindfulness. There's so much you can explore for free with the option to donate what you can afford to the teachers you enjoy listening to rather than having to commit to a monthly membership. Really simple & easy to use, with excellent filters to find what you are looking for or interested in. And, of course the option to set a timer instead of guided with your preferred setup. With so many different teachers, there is something for everyone.
14 people found this helpful
Was this review helpful? Yes No

(Review 2 — ★★★★★ 17/12/23)
Beautiful sounds. Allows you to set up sound milestones at exact times, like you can program a Pomodoro pattern of eg 25 minutes work, followed by 5min break, for an hour or three, if you choose. I set up a beautiful bell every hour to initiate me to pause, consciously breathe deeply, and refocus. Thank you Insight Timer, greatly enjoy your app.
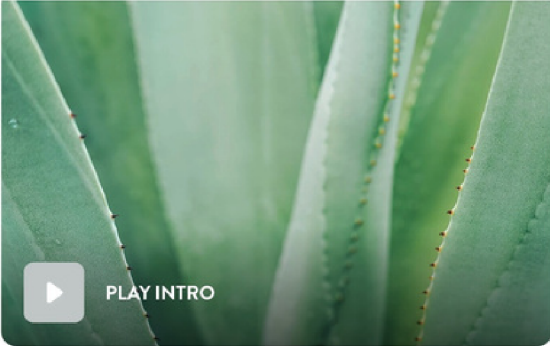6 people found this helpful
Was this review helpful? Yes No

(Review 3 — ★★★★★ 02/02/24)
I was curious about meditation and simply downloaded for the trial. I've literally used this app every day (multiple times a day) for over a month now. This app is much more than meditations- of which there is a huge variety. The course and talks are fantastic, and the music is great also. There are live events, journaling, etc. If you are curious, just try it. Trial is a week long, and, in my opinion, the yearly subscription is well worth the price given the immense content.

(App screen)
PLAY INTRO
30 DAYS LEFT
Learn How To Meditate In Seven Days
1 2 3 4 5 6 7
Complete 7 lessons in 30 days. Whether you are new to meditation or looking to refresh your practice, in this challenge you will explore the breath, the mind and the body.
DAY 1
All You Do is Breathe
11 min
Start Day 1

Listed App Store Pros

- **A huge variety of free content**
- **The organic discovery of new teachers, meditations, & courses**
- Fantastic courses and talks
- **Helpful for sleep**
- **Helpful for managing stress and pain**
- Beneficial for mental, spiritual, and physical health
- Supportive community
- Great support from app team

The Good

- Onboarding is quick and takes about a couple minutes.
- Option to Skip Premium Trial and use only the free features.
- Clear CTA for a new user to start with the **'New To Insight Timer'** Course

User experience - The Negative

Listed App Store Pain-Points

- **Overwhelming** for absolute beginners and new app users.
- Subscription model dissatisfaction & **lack of transparency regarding paid features**.
- UI/navigation problems and **difficult to search** specific meditations & creators using keywords.
- Multiple UI updates has left users frustrated & confused.
- Timer only **users are annoyed with "Premium Timer" showing up as default**.

The Poor

- Onboarding Questions are generic and not suited to a first-time meditation App user.
- Lack of contextual /interactive In App guidance that help new users understand App navigation and features.

Alternatives

★★☆☆☆ 08/12/23

The developers have become predatory in the way they have organized the UI and search database. Near everything pushed in front of you now requires a subscription, and they intentionally make it difficult to locate free meditation clips. Even the timer is already set to Plus mode without a clear visual indication of this.

51 people found this helpful

★★☆☆☆ 19/12/23

I have the paid version and I loved the app before they changed the feed. It was easy to scroll through and read the description, now you have to swipe through and listen to the tracks auto play and it's multiple clicks each time to see a
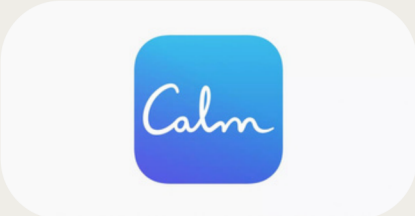
★★☆☆☆ 23/01/24

I've used this app for a few years now but have really gotten frustrated with how complex it is. I open the app a few times a week and every time I spend several minutes navigating. The one area I thought I'd find help is the search, but no because there's no filter for TYPE of meditation.
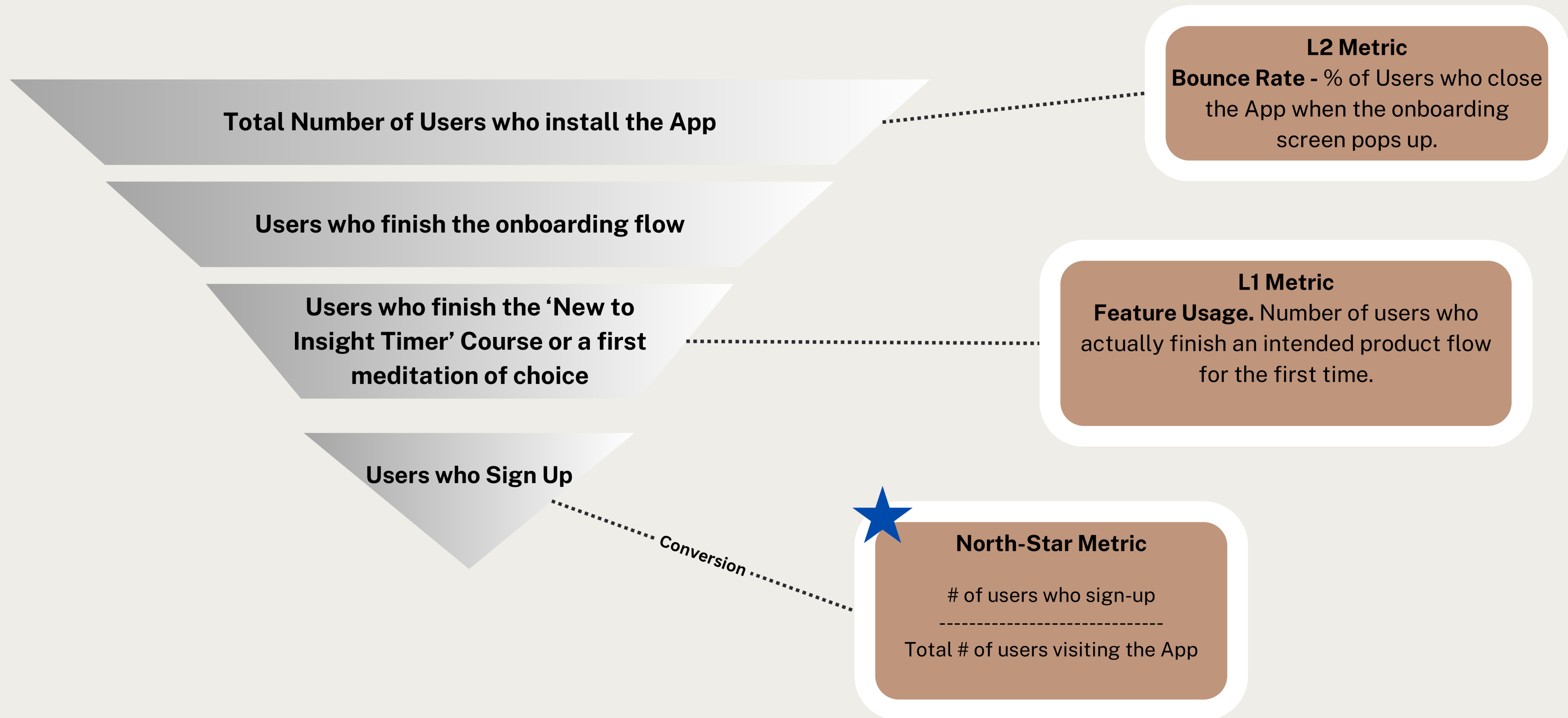
1 person found this helpful

Suggested Improvements

- The **onboarding questionnaire needs improvement** to better understand new users and personalize their experience.
  - Beginners could benefit from **contextual or interactive in App guidance** that prevent overwhelm and help build a sustainable practice.
  - Instead of assuming personal use, users should choose from "Personal Mode, Kids Mode, & Work Mode" before seeing options tailored to each mode.
- A label that informs users when they're using the app in guest mode, as they're not prompted to sign up or log in during installation.
- A 14-30 day free premium trial would allow new users to explore premium features without feeling rushed and build a sustainable mindfulness practice.

BALANCE

HEADSPACE®

Calm

WAKING UP
SAM HARRIS

KEY METRICS

Total Number of Users who install the App

Users who finish the onboarding flow

Users who finish the 'New to Insight Timer' Course or a first meditation of choice

Users who Sign Up

Conversion

L2 Metric
Bounce Rate - % of Users who close the App when the onboarding screen pops up.

L1 Metric
Feature Usage. Number of users who actually finish an intended product flow for the first time.

North-Star Metric

# of users who sign-up

Total # of users visiting the App

Thank you!