nextleap

headspace

Product Teardown : New User Onboarding

Shreyan Budhouliya

OVERVIEW

Launched in 2012, Headspace is a mindfulness app that takes the seriousness and intimidation out of meditation. Headspace wants to help people find their inner zen and be able to learn meditation in a simple, sustainable way.

Competitors

Perceptual Mapping :

Only Meditation

Meditopia

Dhyana

Soulvana

Insight timer

Sadhguru app

Stress relief + Calming ← - - - - - - - - - - - - - - - - - - - → Reflection + insights

Simple habit

Inner hour

Headspace

Calm

Meditation + more

Statistics

70M+ Downloads

$3B Valuation

2M+ Paid Subscribers

100M+ Revenue

Unique Features

Themed Meditation

SOS Section — Headspace — Mindfulness Workouts

Sleep Section
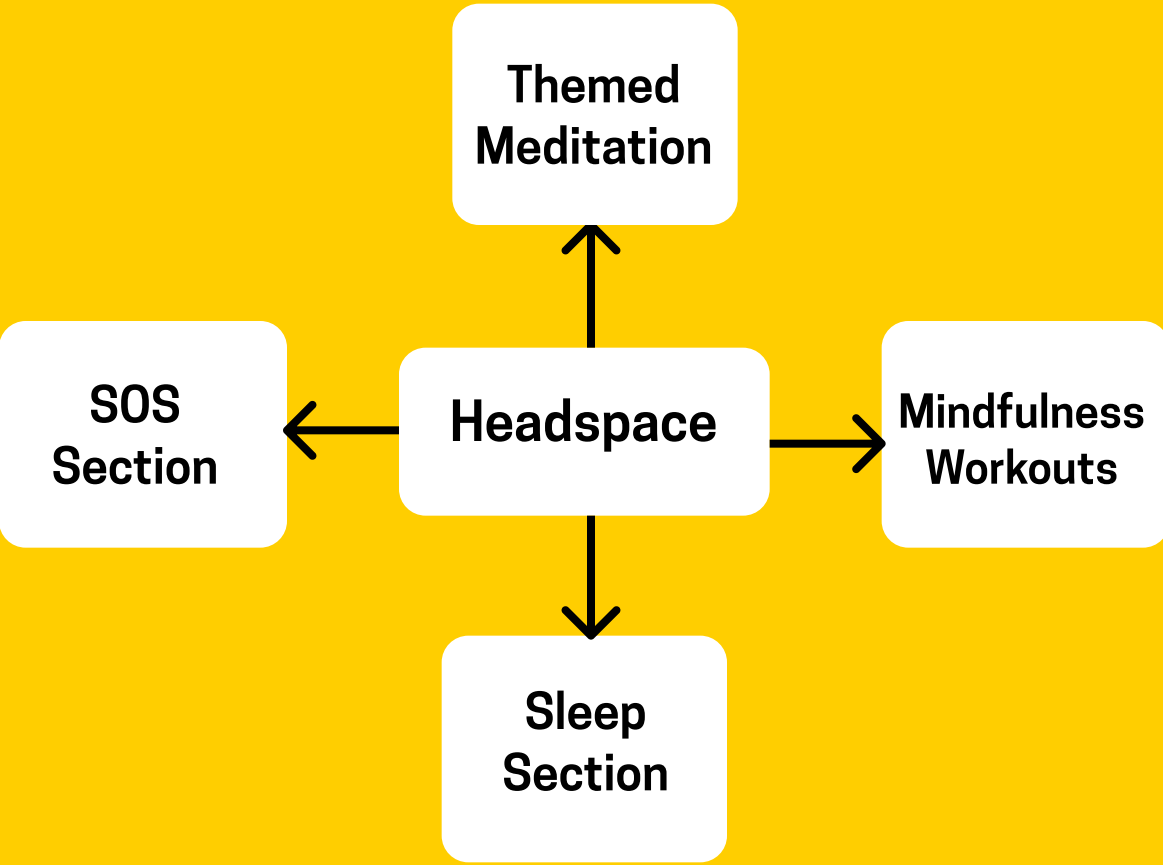
USER PERSONA

Alex

Age : 21
Occupation : College Student
Location : Bangalore, India

Bio

Alex is pursuing a degree in Computer Science and has a passion for technology and innovation. As a student, he wants to find effective ways to manage stress and improve his mental well-being.
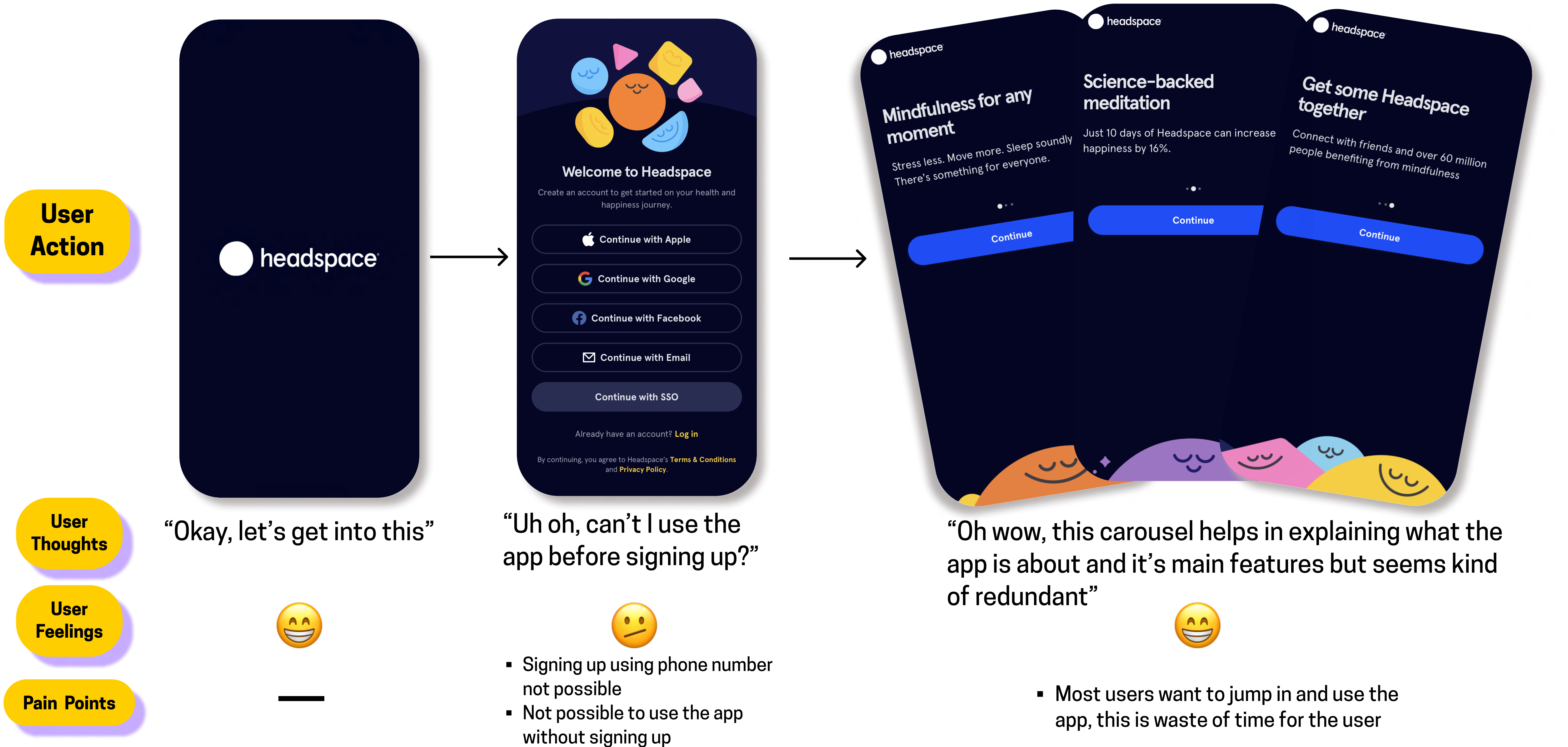
Goals/Needs

- Discover ways to manage stress and improve mental well-being

- Wants to increase focus and productivity
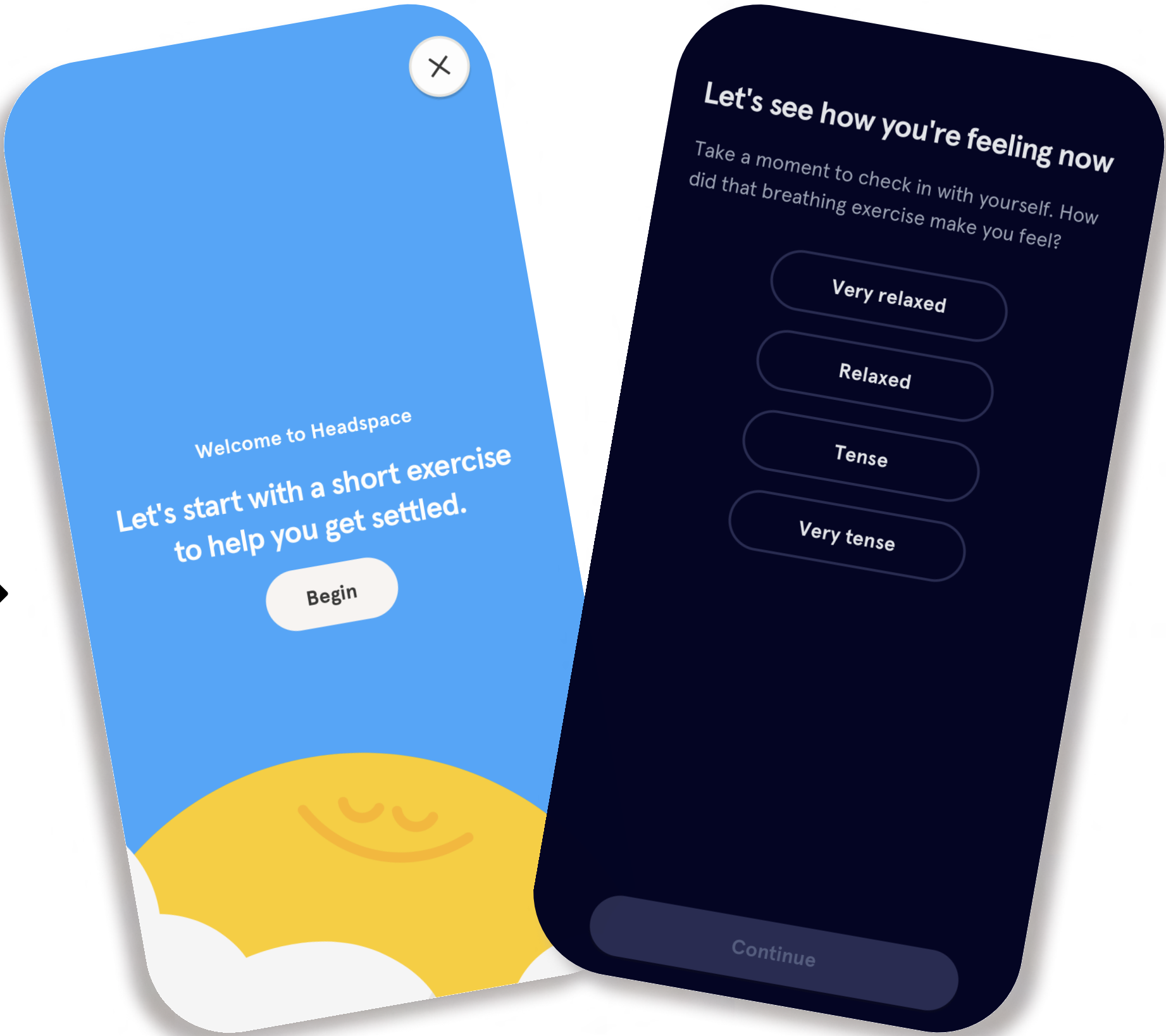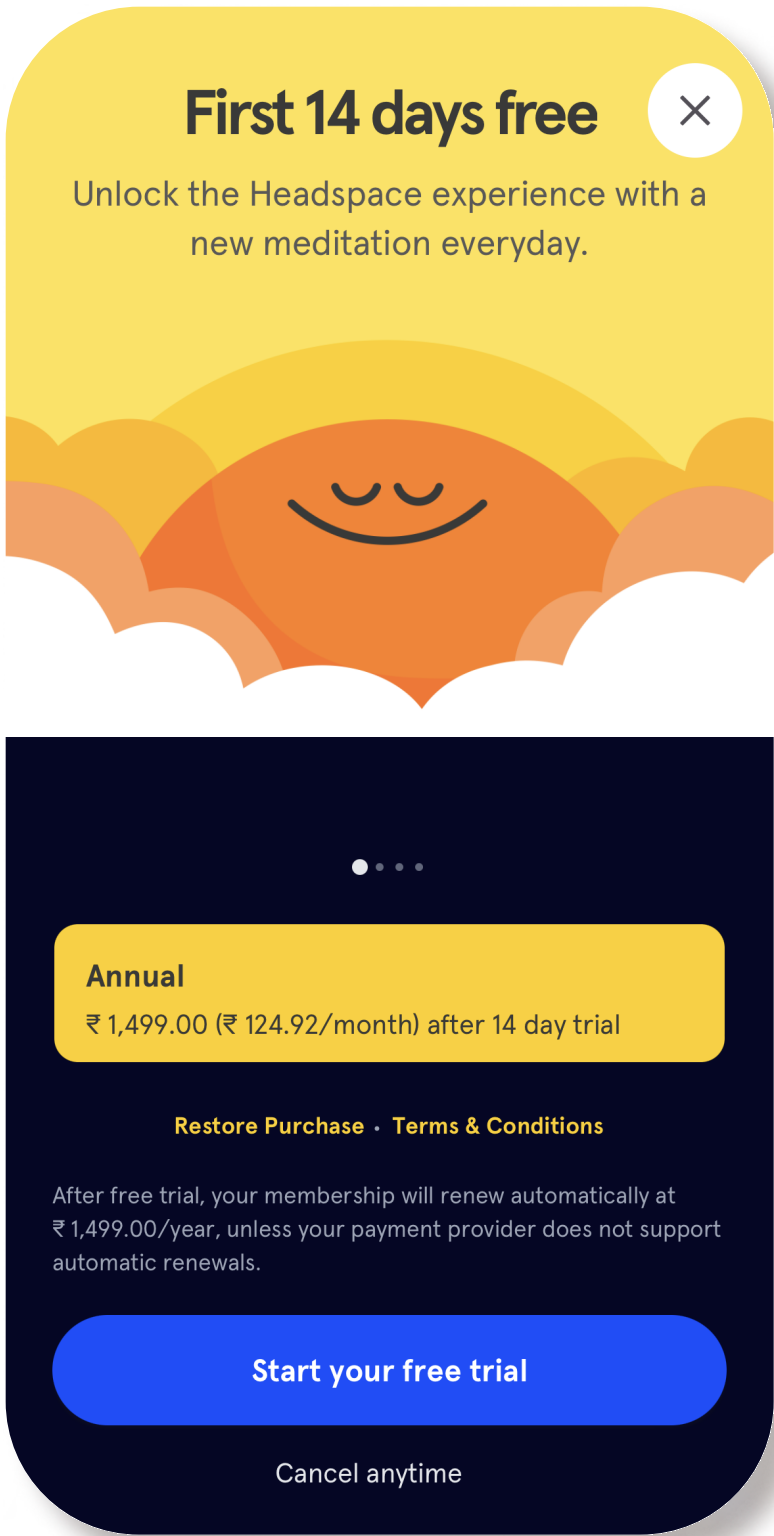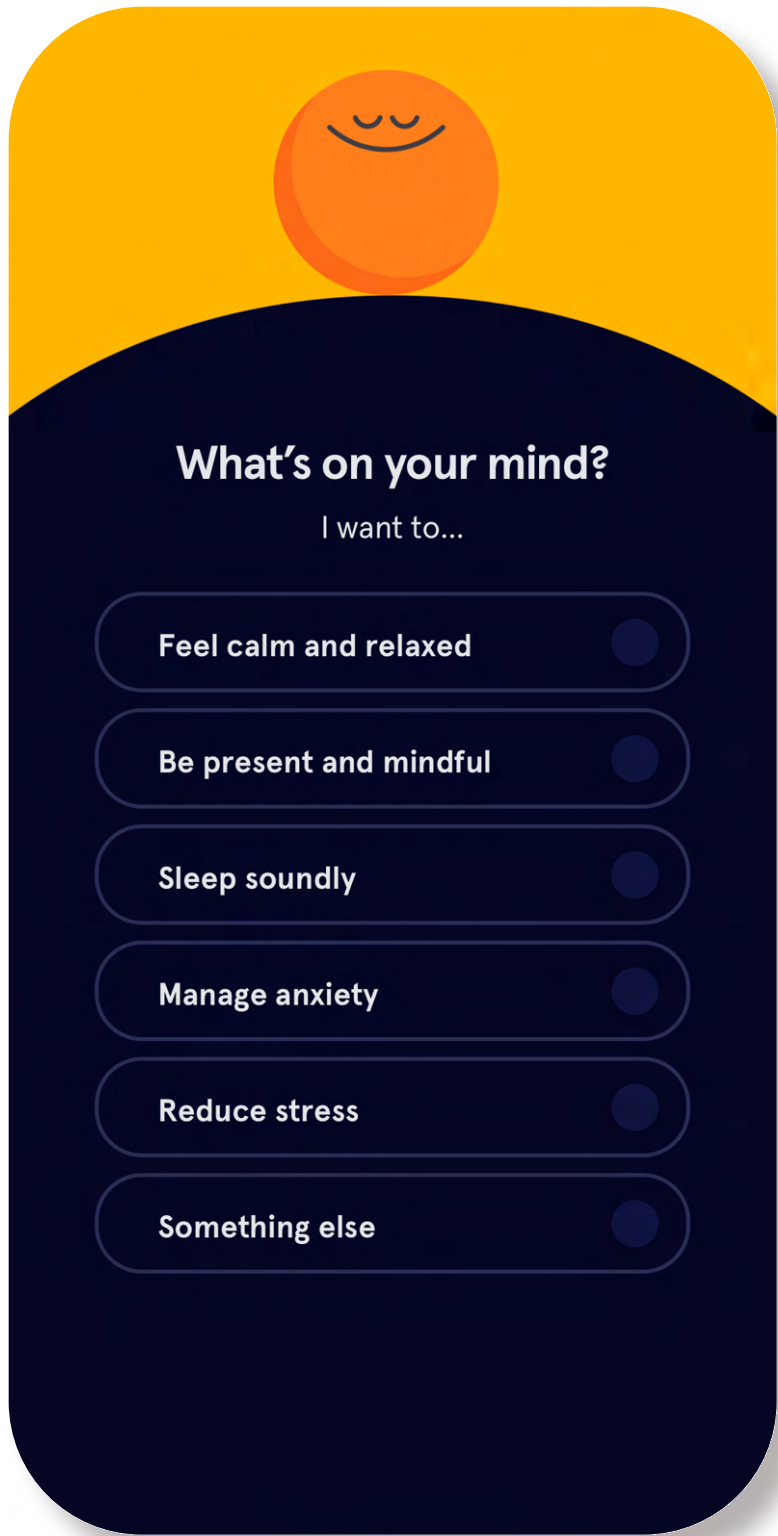
- Have a good sleep schedule

Pain Points

- Not enough time to practice meditation

- Easily gets distracted and can't focus for long hours

- Gets stressed because of never ending college assignments and exams

USER JOURNEY - I

User Action

User Thoughts

User Feelings

Pain Points

Welcome to Headspace

Create an account to get started on your health and happiness journey.

 Continue with Apple

G Continue with Google

 Continue with Facebook

✉ Continue with Email

Continue with SSO

Already have an account? **Log in**

By continuing, you agree to Headspace's **Terms & Conditions** and **Privacy Policy**.

Mindfulness for any moment

Stress less. Move more. Sleep soundly There's something for everyone.

Continue

Science-backed meditation

Just 10 days of Headspace can increase happiness by 16%.

Continue

Get some Headspace together

Connect with friends and over 60 million people benefiting from mindfulness

Continue

"Okay, let's get into this"

😁

—

"Uh oh, can't I use the app before signing up?"

😕

- Signing up using phone number not possible
- Not possible to use the app without signing up

"Oh wow, this carousel helps in explaining what the app is about and it's main features but seems kind of redundant"

😁

- Most users want to jump in and use the app, this is waste of time for the user

USER JOURNEY - II

"This will make the app more personalised for me and I can see all the use cases"

😁

—

"Let me at least experience the app before asking me to subscribe"

🙁

▪ Subscription screen is too early in the onboarding flow

"I feel good after this short session, this boosted my excitement for the app"
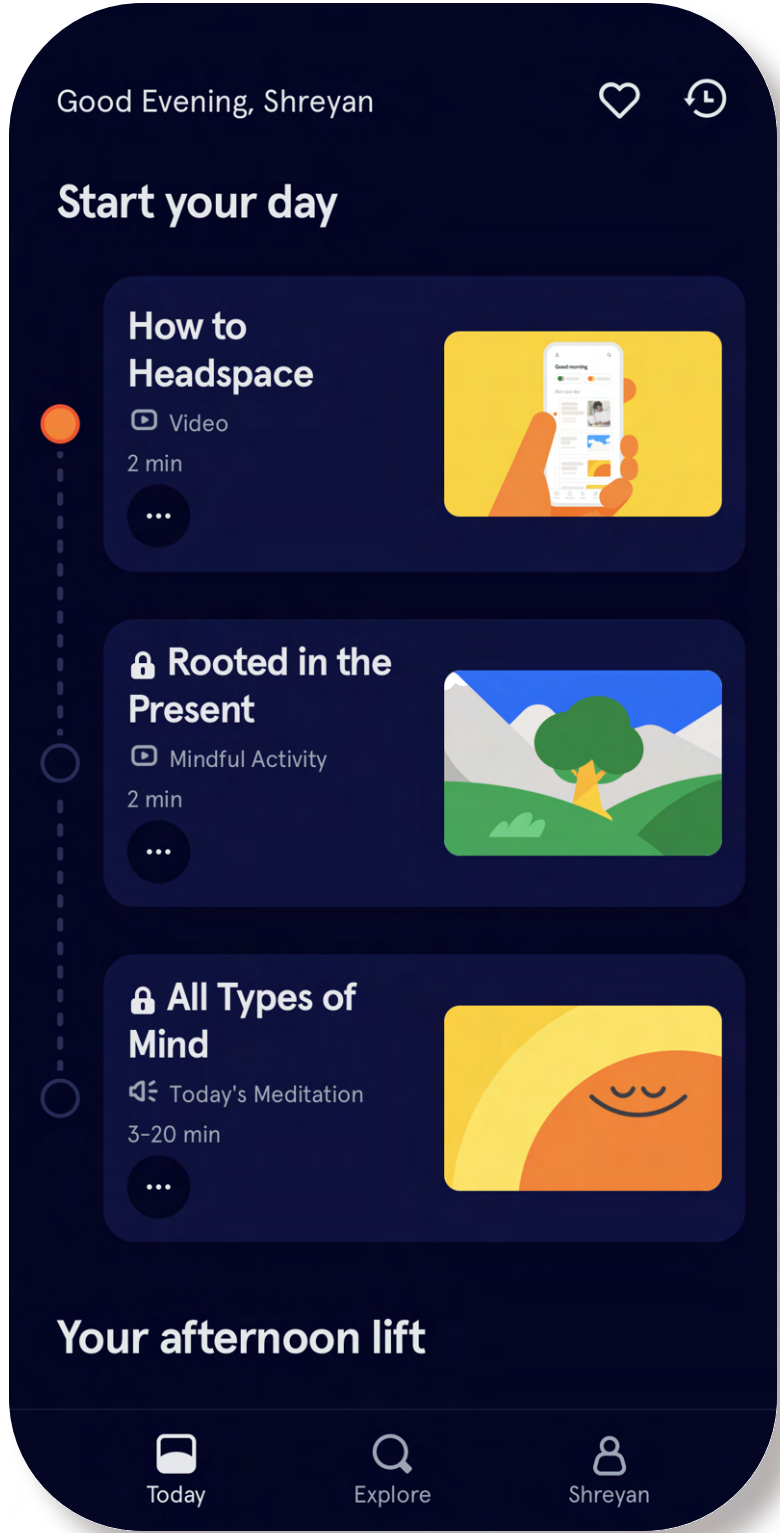
🤩

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USER JOURNEY - III

Good Evening, Shreyan

Start your day

How to Headspace
▶ Video
2 min
...

🔒 **Rooted in the Present**
▶ Mindful Activity
2 min
...

🔒 **All Types of Mind**
🔊 Today's Meditation
3-20 min
...

Your afternoon lift

Today | Explore | Shreyan

🔍 Search courses

sleep | relax | happy | ange

Meditate | **Sleep**

Move | **Music**

Guided Program
Managing Stress
🔲 Beginner level
📅 4 weeks · 10 mins a day
👤 Led by Kessonga

Podcasts 💬

Unlock the Headspace Library

Today | Explore | Shreyan

Shreyan Budhouliya
Joined in 2023

Welcome!

Beginning meditation
Learn the fundamental techniques of meditation.

Headspace 30-Day Guest Pass

Bring friends along the journey
Send free access to new members

My progress

Today | Explore | Shreyan

User Thoughts

"It's easy for me to start any short session without wasting time on searching and selection"

😁

"It's easy to search for any specific course I want and I can explore different use cases too"

🤩

"I can look at my progress here but it would've been nice if I could change my avatar or edit my profile picture"

😕

User Feelings

Pain Points

- Without subscribing or starting the free trial user can't access any session

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- No clear option or button to find your friends on the app
- Cannot edit profile much except name

USER EXPERIENCE

4.8
out of 5

28,538 Ratings
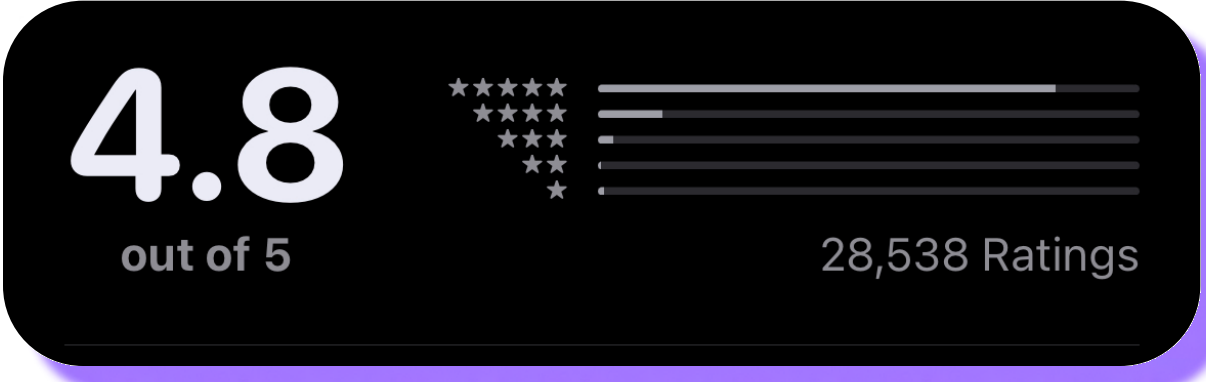
What's good

- **Beginner Friendly User Interface :**
  The Headspace app is visually appealing and easy to navigate.

- **App experience tailored to user's needs :**
  During the onboarding, the app asks the user what they want help with and according to that those sessions are recommended to the user.

- **Short sessions lead to more positive experiences :**
  Most of the users have a short attention span, small sessions makes it easier for them to meditate.

- **Regular notifications that lead to consistency :**
  Headspace sends motivating notifications to users on a regular interval

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Blissful App   3y ago
★★★★★

I wanted to calm down and read some books regarding meditation. But it was not much of use because I was unable sit for a minute to meditate. Headspace helped to start meditation with continuous guidance from Andy, his voice is soothing and takes you on journey of meditation with baby steps. Another important part of this app is small videos which are really helpful. I appreciate efforts of Andy and his team. So far did meditation for more than 2500 minutes and counting....
Million Thanks to Andy and team 🙏

Lifechanging App   4y ago
★★★★★

I've been suffering through anxiety, depression and regret since a long time. I'm so glad to say I'm almost free from all those things now. I tried various methods for healing myself. This app has played a huge part in that. Its simple yet extremely effective methods are amazing. I'm finally feeling more and more positive about myself. Thanks to all the developers and people behind this app, you all are really doing a great job-getting people out of their sorrows and sadness.

Thanks and keep up the good work!
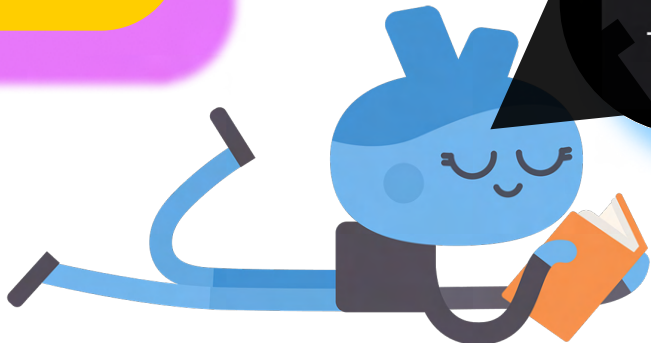
What's not good

- **Content gets repetitive after a certain time :**
  Long time users complain about the sessions getting boring as content is not being changed regularly.

- **Sessions offered in only 5 languages :**
  If Headspace was to introduce the content in Hindi, there will be a huge increase in the number of users.

- **Customer support is not that good :**
  Many users have complained about the customer support being unresponsive.

- **No profile personalisation :**
  Users can't choose their own avatars and can't edit their own profile picture.

Served me well, but content plateaued   1y ago
★★★★☆

I used to love Headspace, subbed for about four years. But, over the years, it looks like they've lost their way from what Andy might have intended. The meditation section, which is supposed to be the main focus of the app, has not been updated for a long while. Instead, they have been focusing on other random "wellness" content that they're not necessarily the best at providing. Especially, the existence of the daily-story feature shows that now they're just trying to check all the Silicon Valley usage-engineering tactics to increase engagement, irrespective of if it's appropriate for a meditation app. Also, the blatant and almost desperate-looking attempts to seem diverse and inclusive come off as very disingenuous.
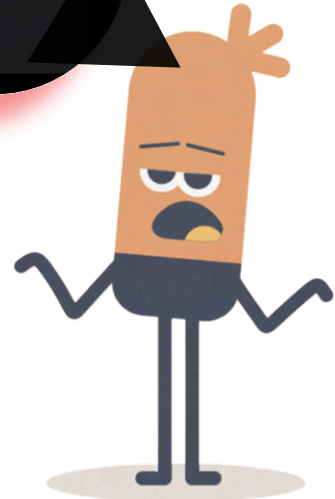

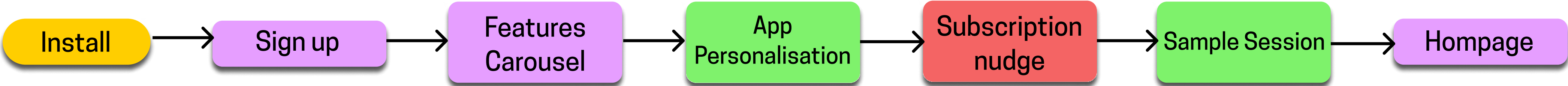**Worst customer support**   6 Jun
★☆☆☆☆

For this "mindfulness meditation" app is all about money. They don't care about customers. Worst experience from customer support. Wanted to use this app in future but it seems like they don't care.
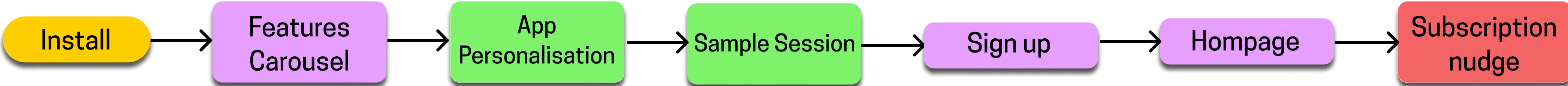
IMPROVEMENTS - I

▪ Improving the onboarding process :

The current user onboarding involves a lot of clicks, the user has to sign up in the initial screen and the app shows the subscribe screen to the user before even letting the user gets a chance to use the app :

Install → Sign up → Features Carousel → App Personalisation → Subscription nudge → Sample Session → Hompage

The improved user onboarding process would decrease user drop-off, would increase user's interest for the product :

Install → Features Carousel → App Personalisation → Sample Session → Sign up → Hompage → Subscription nudge

▪ Including free sessions for every user :

As of now, the user has to either subscribe or start their free trial to access any kind of session. Adding a section consisting of free sessions will increase DAUs and thus boost the company's revenue.
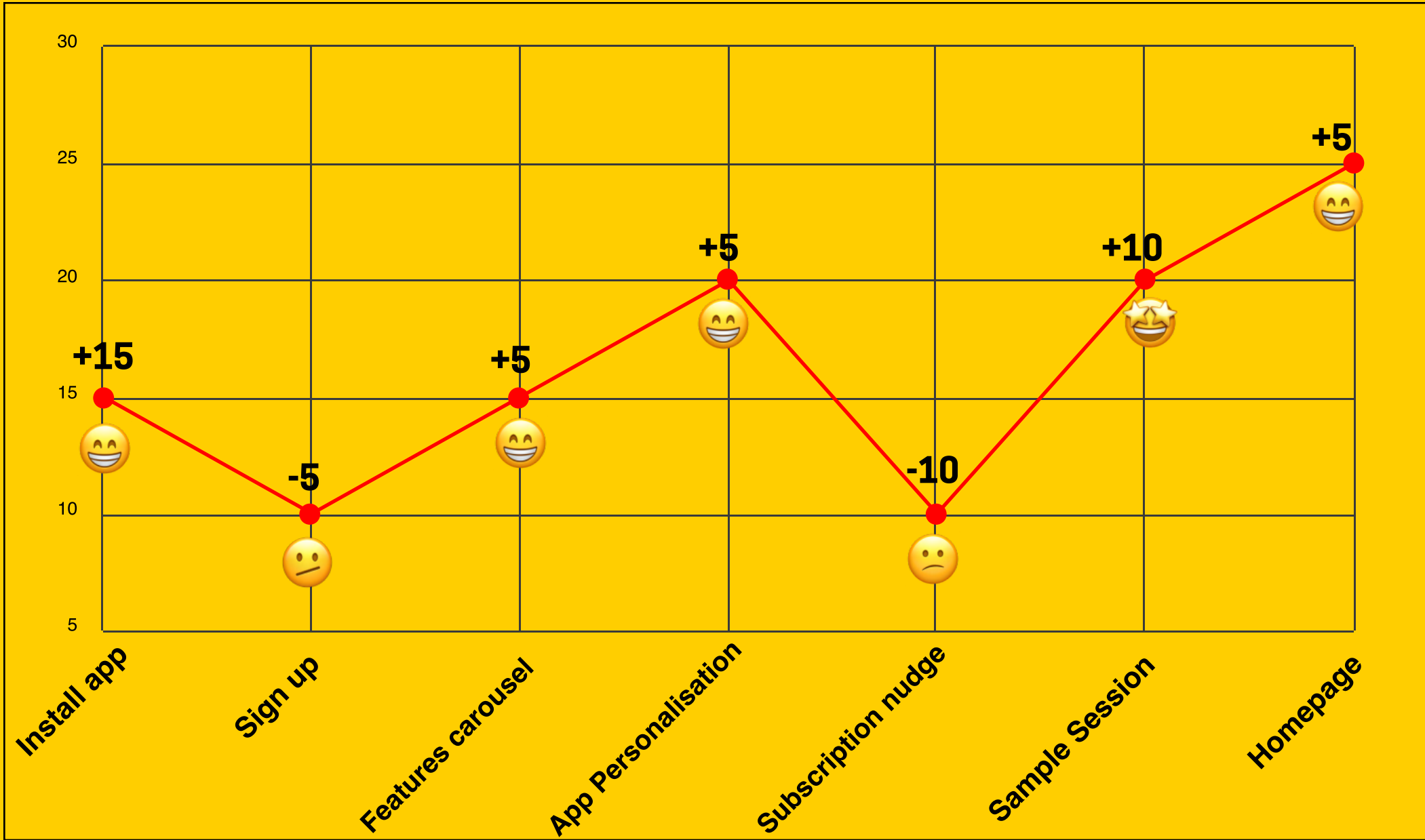
▪ Improving user profile personalisation :

Headspace should give the users options to choose their own avatars for the display. They can either upload a picture from their gallery or choose a headspace avatar from the app. This personalisation will make the app more familiar and fun to connect with their friends.

IMPROVEMENTS - II

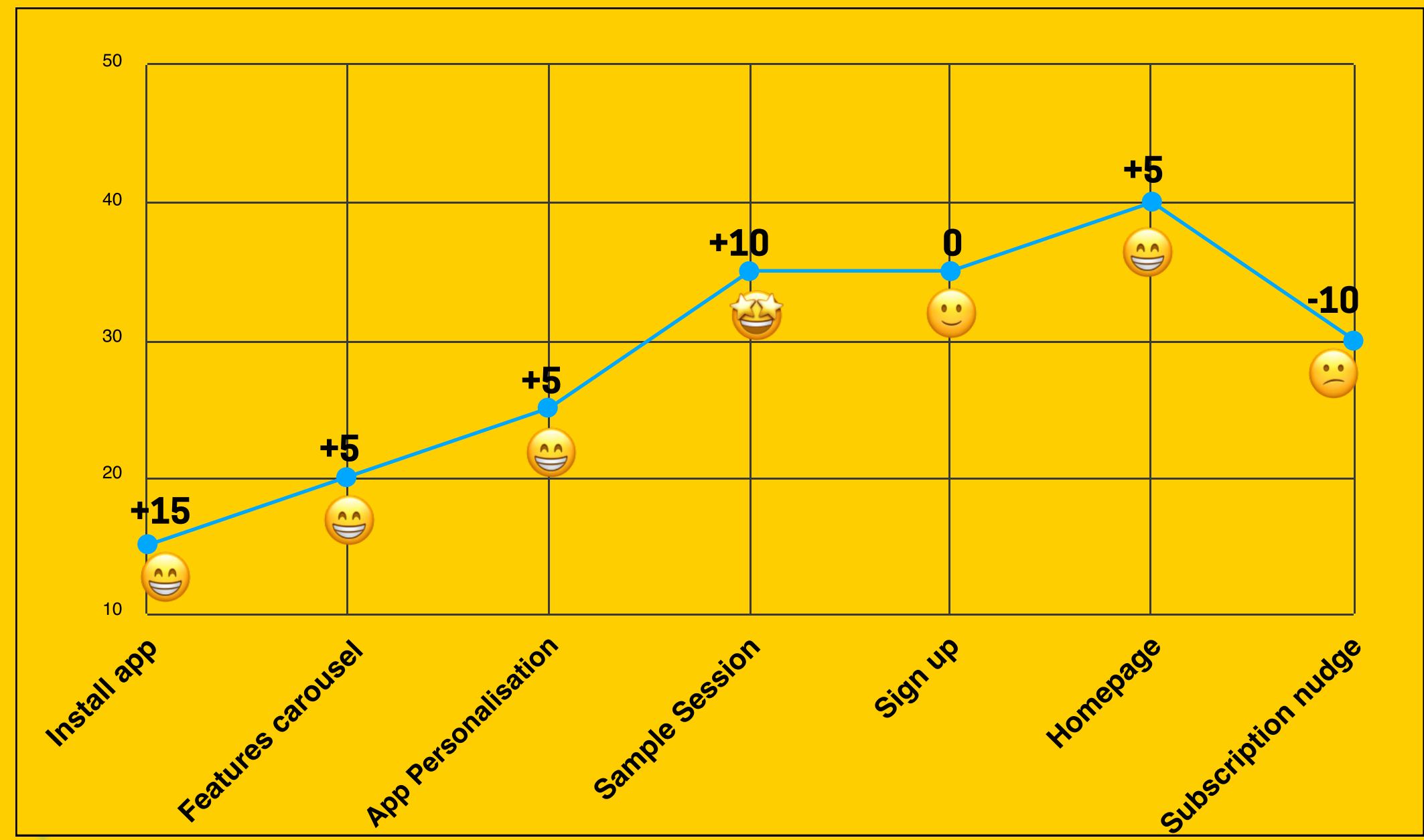## Increasing Funnel Conversion with Psych Framework

Headspace's current User Psych Flow :

Current flow chart with points:
- Install app: +15
- Sign up: -5
- Features carousel: +5
- App Personalisation: +5
- Subscription nudge: -10
- Sample Session: +10
- Homepage: +5

Final Psych Score : 25

Improved User Psych Flow :

Improved flow chart with points:
- Install app: +15
- Features carousel: +5
- App Personalisation: +5
- Sample Session: +10
- Sign up: 0
- Homepage: +5
- Subscription nudge: -10

Final Psych Score : 30

KEY METRICS

North Star ⭐

Conversion Rate
No. of freemium users/
No. of active subscribers

Level 1 🥇

DAU
Daily Active Users

Subscription Rate
New Subscription in 14 days/
New Users

Revenue per user
Average revenue/
Subscriber

Level 2 🥈

Avg time spent by user
Average time users
spend on the app

Subscribers

New

Reactivated

Renewed