

Conversion Optimization for Groove

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Hypothesis	Intended outcome	What to measure
Providing users with more information about the trial instead of just a button that says 'Start trial' will lead to a more informed decision and increase the trial signups.	Increase in signup trials	Increase in click rate of 'Start free trial' call to action button

💡 Idea and strategy behind this hypothesis:

Adding reviews and a 14-day money guarantee is a good move to make an informed decision here, but these are two different pieces of information with the button-like user interface. There is a chance that users might miss this information at this stage as it's not tightly linked to starting the plan.

Whenever we think of trials or freemium plans, the main concern of the user is usually financial, which includes thoughts like:

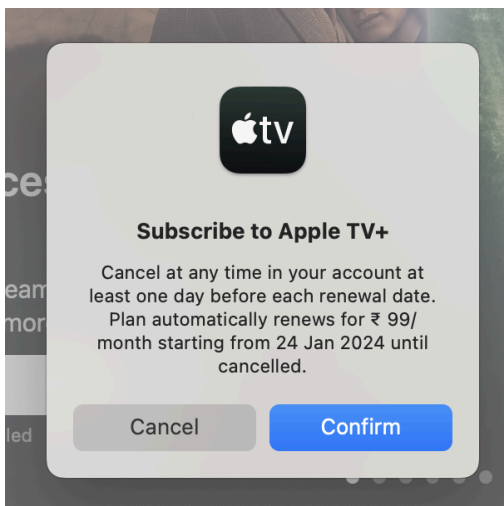
"For how long will this trial be? Will I need to fill in my credit card information? If yes, then will they deduct money after the trial ends? How should I ensure that I can cancel before the trial ends?"

🧠 Behavioural science or biases used:

Information Bias or Information Effect. This bias involves the tendency to believe that more information is always better, leading to an inclination to provide users with excessive amounts of information in the belief that it will help them make more informed decisions.

In digital product design, this bias can manifest in several ways, such as presenting users with extensive details, options, or features, assuming that providing more information will lead to better decision-making.

✅ Examples where this already has been applied before



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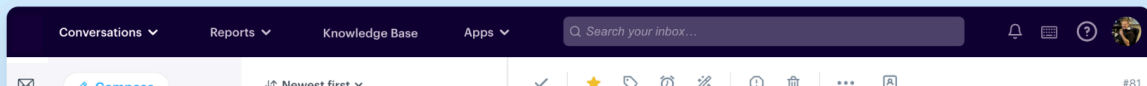


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