Forks: General Notes

The overall experience is quite smooth with a very small learning curve. Of course this is from the perspective of an expert user so not necessarily representative of the wider user base. However, purely on gut feel, it seems like most functions/paths are quite discoverable and easy to get the hang of.

One thing that had me confused is the language used for "Starter Plan" -- it took me a while to realise that it's just the free trial plan with weekly plans being a separate thing that require payment. Don't have strong suggestions here but feels like something that could be improved.

Marketing Site

Love the super simple site IA and aesthetic. It feels impossible to not "get" what the site is all about. That said, a few things could be improved/experimented upon:

1. The copy feels like it has been comparatively paid little attention to. There's nothing "wrong" with it but some wordsmithing could come in handy to really drive home the core messages. Eg., ""Simple, affordable pricing" is a very overused phrase on these sites.

2. There's no mention of the weight loss aspect. (I'm not sure this *should* be mentioned but you brought it up as a big benefit on our call.)

3. There's also no mention of climate change impact which could be a big driver to some of your audience and/or attract a broader audience.

4. Home page might be a good place for the video overview -- at least to test out whether it drives more sign ups.

5. The testimonials are great but feel lengthy and hard to skim.

6. Under the pricing section, since you give folks the choice to go annual, weekly, or free you might be missing a conversion opportunity by not immediately asking for a CC signup when the user chooses one of the paid options.

7. For SEO and conversion purposes might be cool to include sample recipes or make the recipe list indexable by Google but then require signup to view.

Signup Process

Really like the simplistic choices you offer in the first three steps (# of people, allergies, breakfasts) as it makes it feel like progress is being made fast.

Signup processes always merit testing and research so I won't make detailed suggestions here except for two that seem big opportunities:

1. You should test including upfront an <u>easily-skippable</u> step where a user can immediately opt for a paid sub.

2. The final screen with the video could do with some love. The video itself is pretty good but, at over three minutes, I wonder how many people actually get through it and so what value its really adding? (Note: it looks like you're using Wistia for the video and I think it can tell you average. play length, etc.) I would opt for testing a variation on that step where you do one of:

    a. Immediately show the main UI with an overlay that includes the video but gives the user the option to dismiss and optionally launch the tour.

    b. Test a much shorter version of the video or some static imagery showing the main steps to be taken next.

    c. Go directly to the main UI and include the video as a small clickable box just below the upgrade nudge on the left hand side. (This would be mainly a desktop thing I reckon.)

Welcome Emails

The automated emails sent after signup feel so far like the weakest part of the onboarding process. The design/layout itself of the emails are OK but:

1. I received three emails from three different "people": Brian, Leslie and "Forks Meal Planner"

2. They're pretty text heavy with no clear/strong CTA.

3. Didn't notice any mention/reminder of the fact that I'm on a trial and why I might want to upgrade.

Can't really comment on the cadence etc as I don't have a full picture.

Upgrade Nudges & Payment

The red upgrade nudge is hard to miss (great!) although I would try to associate it more with the number of days left on my trial.

The banner that pops up every now and then at the bottom of the screen however feels a bit like an afterthought. I didn't grab a screenshot in time but IIRC the copy and design could benefit from some iterations.

The payment screen itself is neat. Super easy flow. Couple things come to mind:

1. A 50% discount for the top plan is pretty hefty. Depending on the economics it might be worth doing some price point testing -- you might be leaving money on the table.

2. Might be worth considering including Paypal as a payment option.

Of course I have no idea of what you've already tried, tested, and a lot of other background info so a lot of this may be off the mark :-)