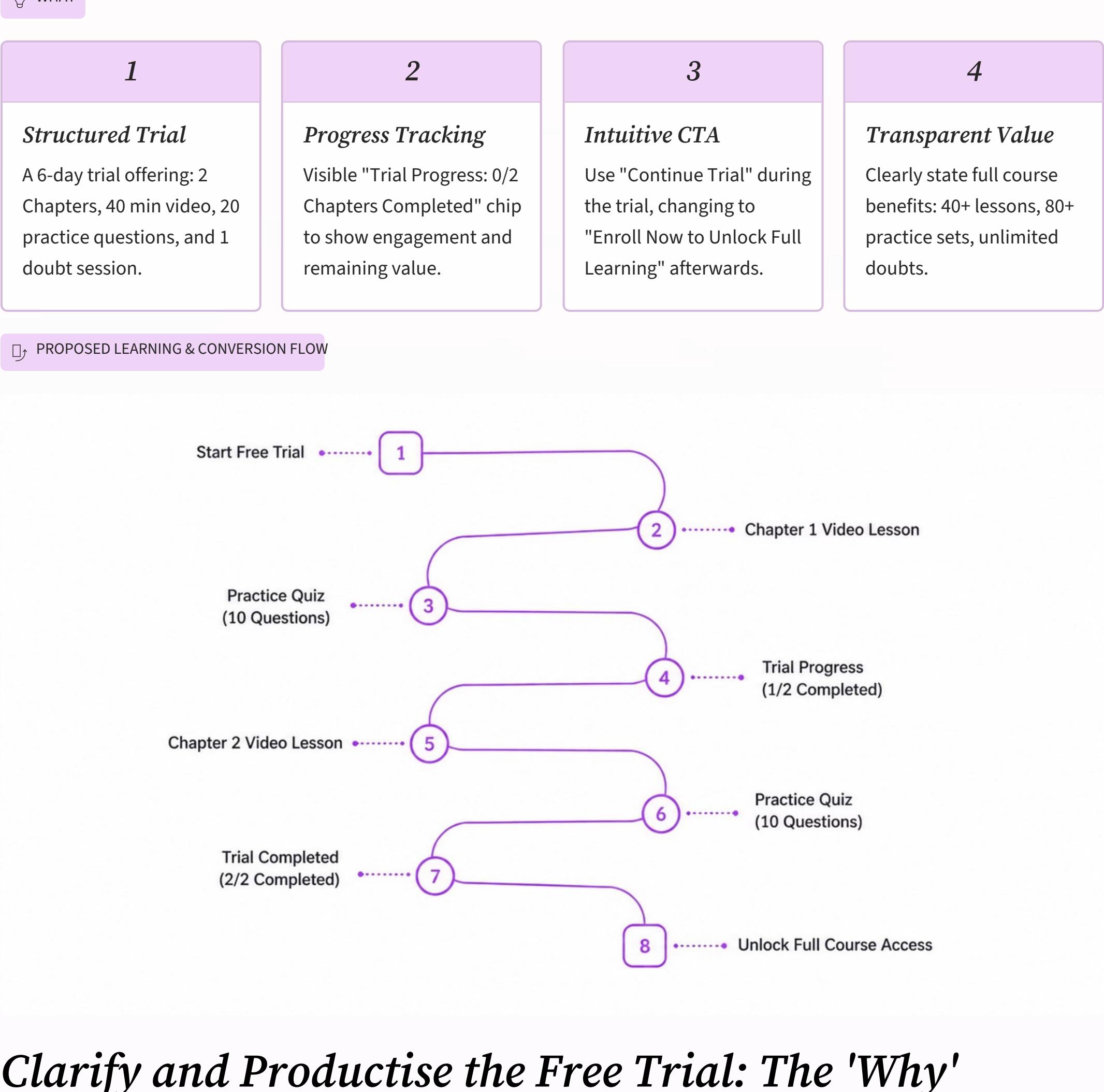


Clarify and Productise the Free Trial

Our recommendation aims to transform the free trial into a structured, value-driven experience that clearly guides students towards enrollment.



Clarify and Productise the Free Trial: The 'Why'

Our current free trial creates urgency but lacks clear guidance, leading to student confusion and missed value opportunities.

What students are unsure about:

- What they get for free
- What they are paying for
- What they lose when the trial expires

This lack of clarity means users often bypass the trial's intended benefits, jumping directly to checkout without fully understanding the product's value, which contributes to increased drop-off rates.

Current User Journey: Confusion & Drop-Off	Proposed User Journey: Clarity & Conversion
Landing Page	Landing Page
▼	▼
Timer Running	Clear Trial Offer
▼	▼
Enroll Now	Start Learning
▼	▼
Checkout	Track Progress
▼	▼
Confusion	Understand Value
▼	▼
Drop-Off	Enroll Confidently

Your Free Trial: Progress & Full Access Benefits

Toenhanceclarity and drive conversion,thefreetrialexperiencewillbeproducedwithreal-timeprogresstrackingandtransparent communication of full course benefits.

Real-time Trial Status	Full Access Benefits
A dynamic panel shown during checkout and across the app:	Clearly communicate the value awaiting students upon enrollment:
You are on Day 3 of 6 ✓ 1 of 2 Chapters Completed Remaining: 1 Chapter 10 Questions 1 Doubt Session	FULL ACCESS INCLUDES 40+ Lessons 80+ Practice Sets - Unlimited Doubts

PROGRESS-BASED NOTIFICATIONS

Timely notifications will guide students through their trial, offering incentives and reminders.

1	2	3
Day 3 Reminder You have 1 chapter left in your free trial. Complete it to unlock an exclusive enrollment discount.	Day 5 Alert Your trial expires tomorrow. Finish your remaining chapter and save your learning progress.	Trial Completion Trial completed 🎉 Unlock full access to: 40+ Lessons 80+ Practice Sets - Unlimited Doubts

What Students Want — and What's Blocking Them

Understanding the core desires of our users and the obstacles they face during their learning journey is crucial for optimising the Eureka app experience.

The Desired Learning Loop

Students want an efficient and continuous cycle of learning, practice, and feedback to excel in their Class 10 board exams.

Key User Pain Points

However, critical decision-making friction often interrupts this desired flow, leading to confusion and potential drop-offs.

Too Many Decisions:

- Unclear **Free Trial vs Paid Course** distinction
- Confusion between **"Play vs Enroll Now"**
- Trial timer without clear **guidance or instructions**
- Ambiguity around **what's included in the trial**

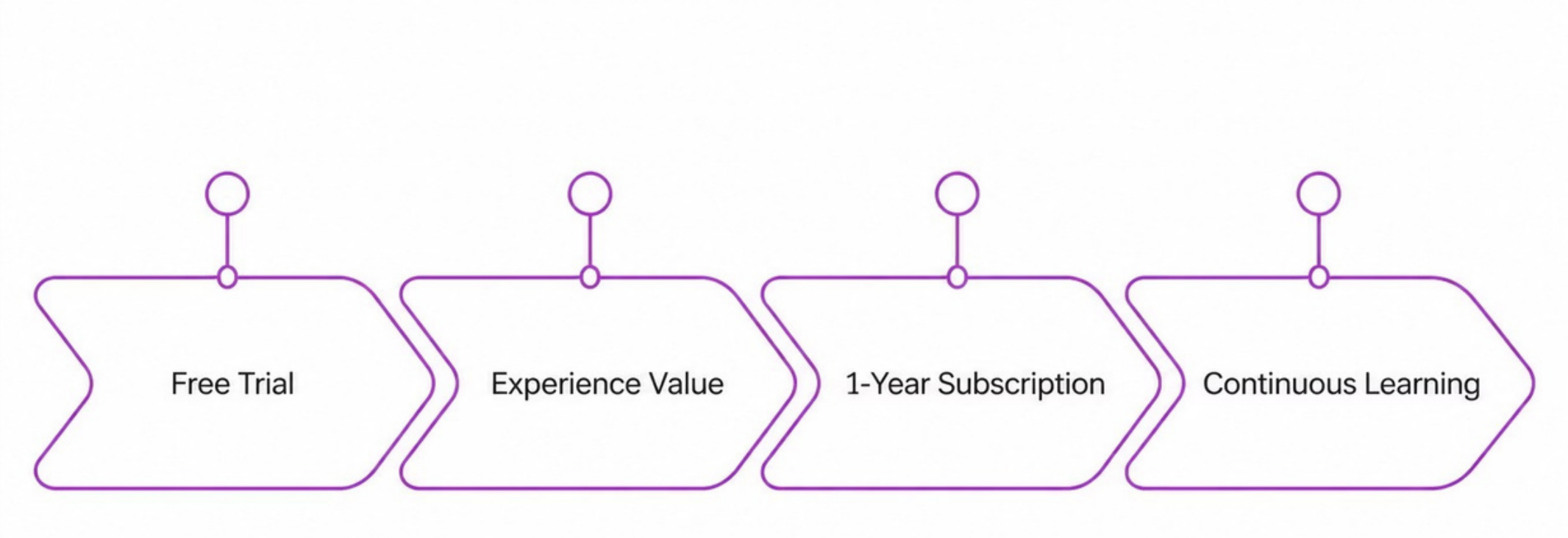
Eureka's Value Proposition: Product, Process, & Outcomes

Eurekaby ALLEN delivers a comprehensiveboard-prep program,designedtostreamlinelearningandempowerstudentstoexcel.Our approach focuses on clear pathways and demonstrable value.

Core Offering Board-prep for Maths & Science, built on conceptual understanding.	Key Features Cinematic, story-led lessons, guided practice with feedback, progress dashboard, and doubt resolution.	Structured Syllabus Tailored for CBSE and State Board exams, ensuring relevant and targeted preparation.
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Access Model Journey

Our structured access model guides students through a clear progression of value, from initial engagement to continuous learning.



Free Trial	Experience Value	1-Year Subscription	Continuous Learning
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Reducing Decision Effort

We transform the user experience from confusion to clarity by simplifying decision points and providing intuitive guidance.

Current: Decision Fatigue	Proposed: Clear Pathway
Visit Page	Visit Page
1	3
Many Choices	Start Trial
2	4
Decision Fatigue	Complete Trial
	5
	Enroll

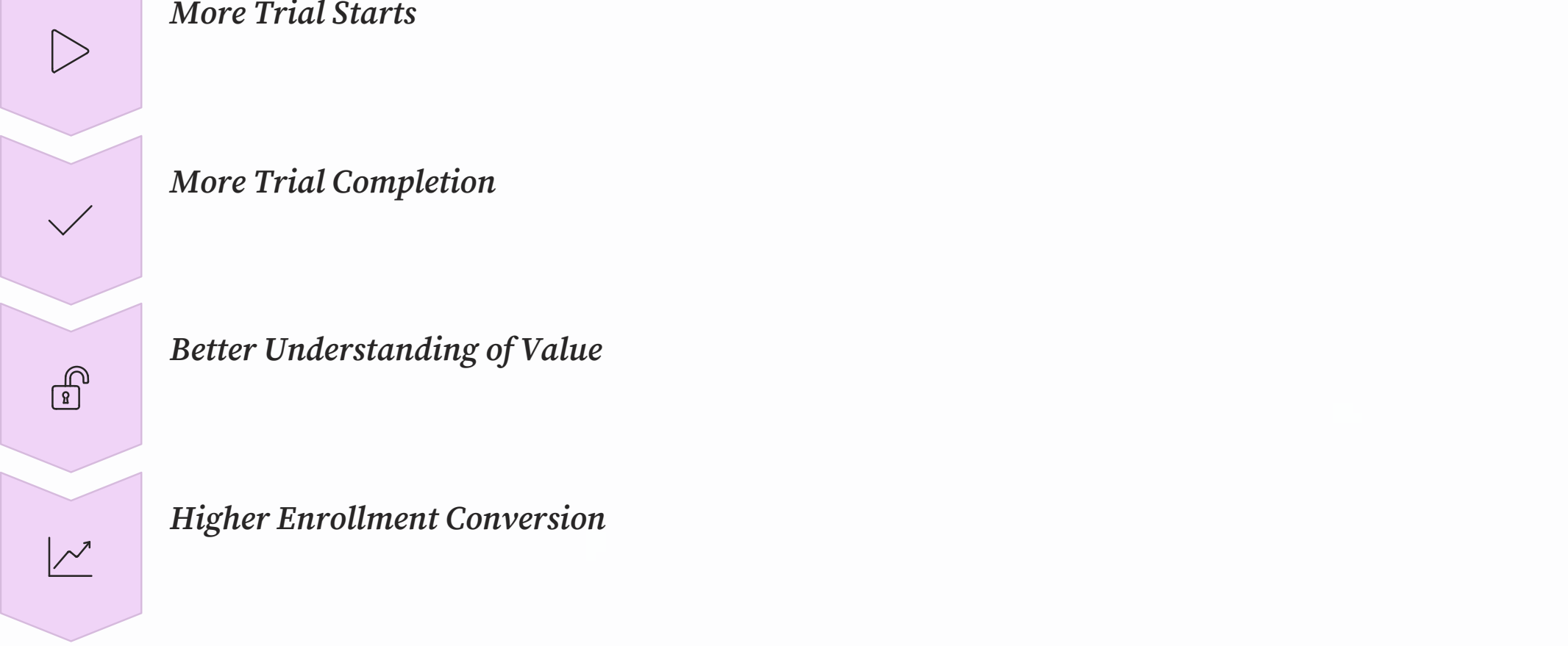
Key Outcomes

Implementing these changes ensures a seamless and confident journey for every student.

Clear Trial Instructions	Visible Progress e.g., "Trial 0/2 Chapters Completed"	Transparent Checkout	Progress-Linked Incentives
Clear Value Connection Between free and paid content.		Higher Enrollment Confidence	

Success Metric Flow

Toensureourfreetrialstrategyisdata-driven,we'vemappedout the key metrics and their cascading impact on user behaviour and business outcomes.



This visual flow directly links experience design to behavioural change and ultimately, business success, providing a clear framework for measuring our impact and making our recommendations feel more product-managerial.