

Product5x Case Study with solution Lifesum Activation



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Lifesum Activation

Context: Lifesum is a digital health platform that helps users to develop healthy eating habits at scale. They have 55M+ users, and their core markets are in Europe and US. The app offers simple tracking of meals, exercises and habits. They also offer meal plans, diets and recipes.

You've joined Lifesum as Head of Product

Problem Statement: Although many users download the app, very few users realise the capabilities of the app. You are tasked to envision a roadmap finding ways to activate more users towards the real value of the product.

Things to do: Consider the new features that will help you increase activation – help users realise the capabilities of the app and revenue at the same time, how the new features will fit in with the existing set of features, and other factors.

Level: Intermediate

Category: Health & Fitness

Goal: User Activation

Figma wireframes are preferred

Market sizing

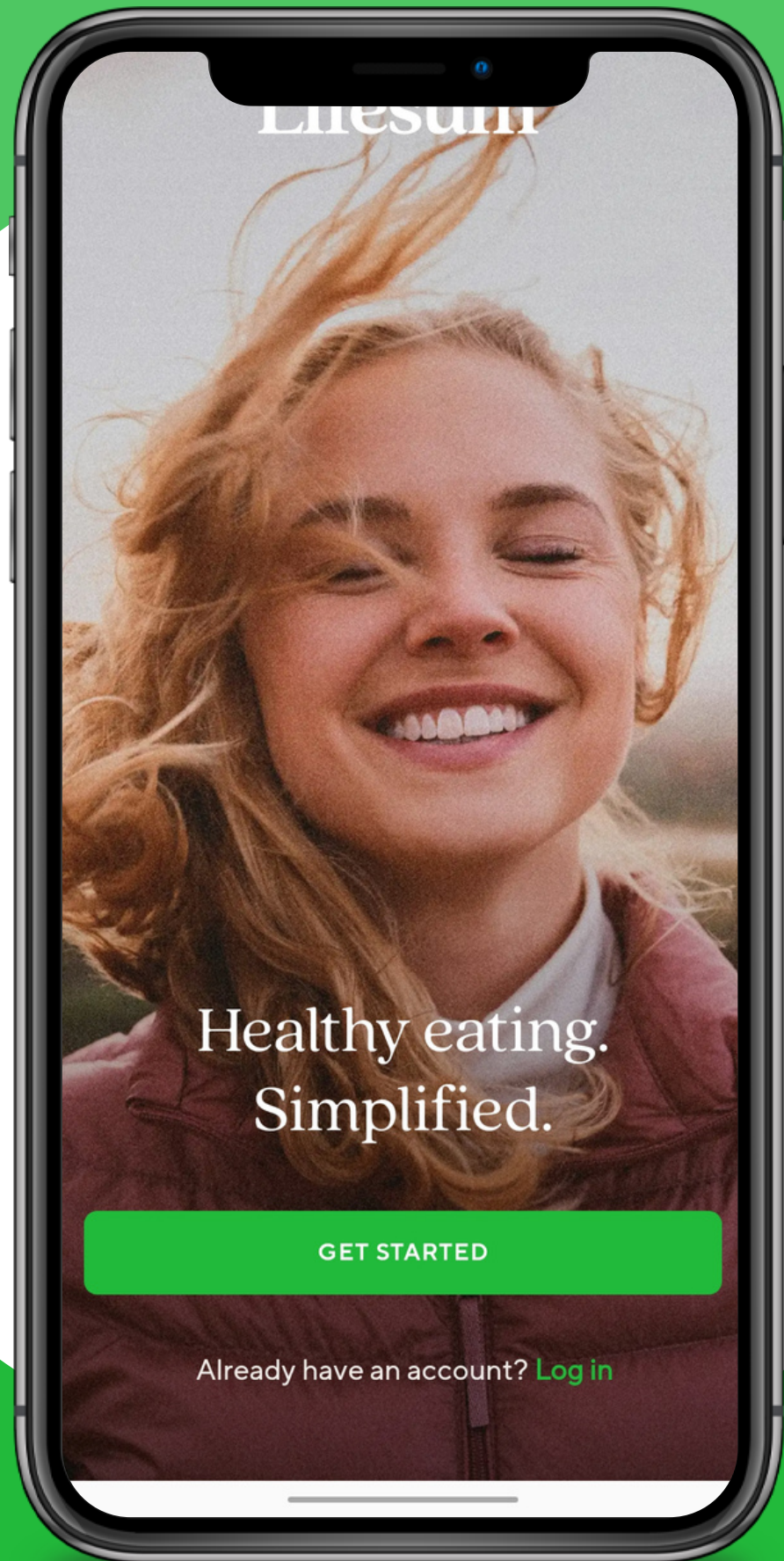
Business opportunity

Monetisation strategy, if any

Go-to-market plan

Minimum Success Criteria

(Metrics)



Lifesum

Healthy eating. Simplified.

About

Lifesum is a digital health platform that helps users to develop healthy eating habits at scale. They have 55M+ users, their core markets in Europe and US. The app offers simple tracking of meals, exercises and habits. They also offer meal plans, diets and recipes.

Highlights

- Users seem to be very happy based on reviews and success stories
- They are providing services at competitive pricing.

Problem Stmt

It is observed that out of the users who install the app, very few so their first transaction.

Objective

Is to enable users to reach the aha moment as possible.

User Personas



34 yr old Olivia, always has been on the heavy side. Also suffers from hyperthyroidism. Has tried crash everything from crash dieting, intermittent fasting to intense workout regimes and was unable to be consistent to see significant change. Plus her medical treatment hindered her efforts. She realises she needs professional help

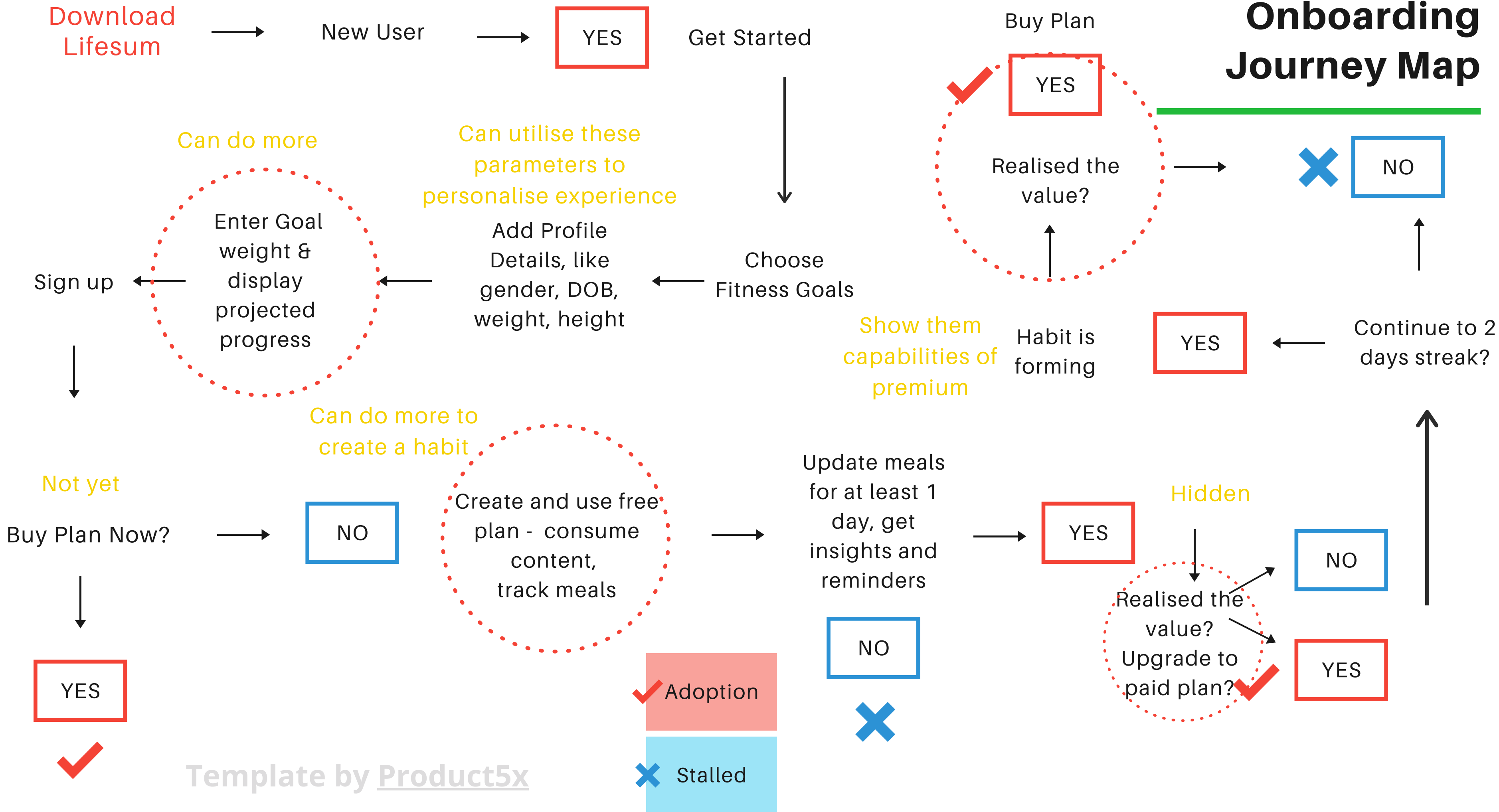


28 yr old Mia recently delivered her first baby and wants to lose her post-partum weight. She is also wary of the wrong way to lose weight without effecting her health or her baby's. She is busy with her new baby and needs to be at home while she works on her fitness.



32 yr old Mike, who met with an accident 3 years ago gained weight due to constant rest and medication. He still has some constraints on his body so cannot join a gym. He seeks personal attention and wants to shed 10 kgs before his wedding.

Onboarding Journey Map



Scope – Activation, Adoption

The **blue** cross points in the journey map can lead to low activation and adoption rates. The **orange** circles indicate moments when key triggers are invoked to realise value.



Pain-points

- Most potential core/power users have trouble identifying the right regime that suits their body and lifestyle. The fact that Lifesum can truly help them (Value Proposition) is not realised straight away in the app.
- Path to aha moment is longer. Realisation is stalled and happens only after 1-2 days of using the app

Engagement, Customer Happiness, Retention and Task Success will not be part of this study.

Metrics to Improve



- Activation – No of users creating profiles, No of users creating goals
- Engagement – Average screens per session, Session frequency, Avg session duration
- Adoption – No of paid subscriptions
– Time taken for 1st transaction

How?

- Shorten the path to aha moment
- Increase aha moments in the path to adoption.
- Make effective aha moments
 - Self discovery of extent of problem
 - Realisation of what went wrong in past regimes
 - Visualise a path to your goal with measurable milestones



Download Lifesum

New User

YES

Get started

New Onboarding Journey Map

Show Progress Bar

Display BMI, recommend ideal weight, Display projected body outline achievable through different difficulty levels

Add Profile Details, **body type** & select health conditions if any

Choose Wellness Goals

Buy Plan

YES

NO

Upgrade plan prompts for additional value. Users See value?

User Selects difficulty level

Display recommended diet plan & regimes (Start 7-day Trial)

Allow users to update their 1st meal. Show threshold and highlight suitable options, reward them

Remind them next day's goal to unlock more points

Display overall progress and areas to improve over the next 7 days, Reward when a streak is maintained

Users want to know more?

Connect with a coach

YES



✓ Adoption

✗ Stalled

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Engage

Inform users about optimum weight range based on their other inputted details.

Entering goal weight themselves can lead to anxiety whether they are in the healthy range or not.

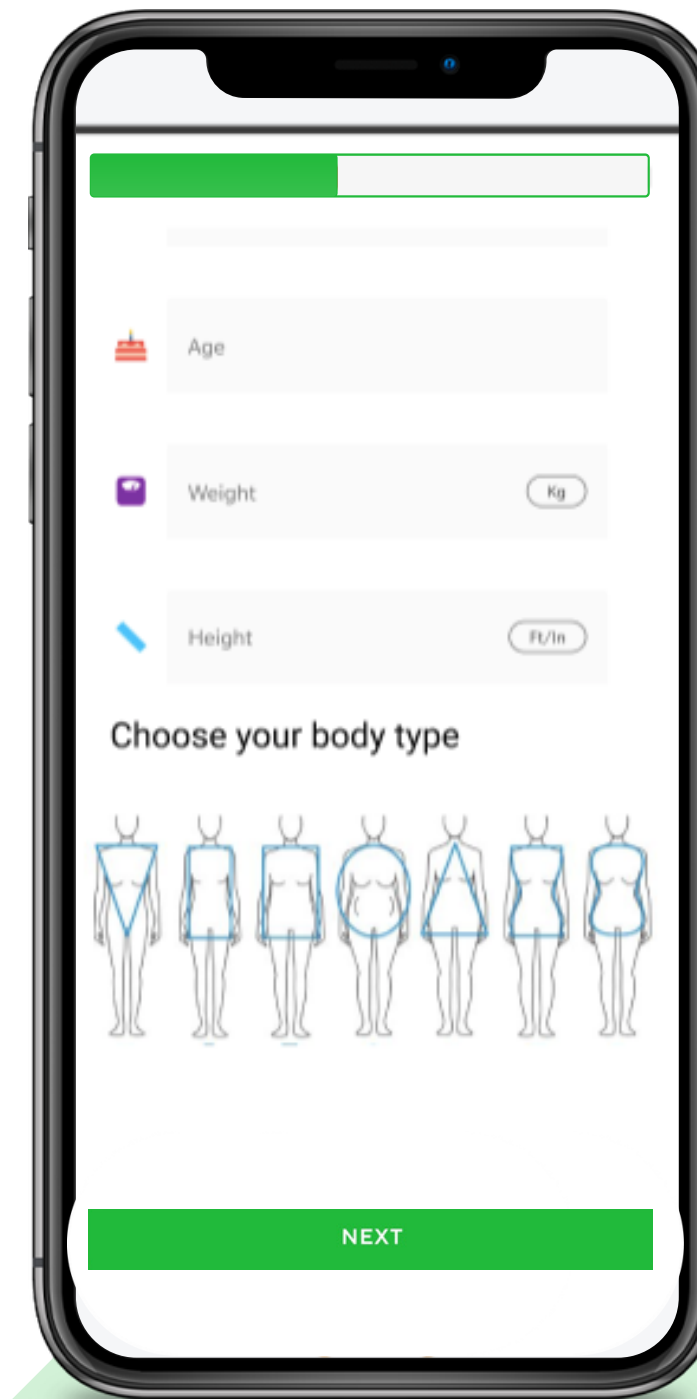
This will also keep them interested and engaged in the onboarding process.

Cohorts

No of users creating profiles
No of users creating goals

Get users to select a body type

Also remove some inputs like DOB, and substitute with a simpler input like age

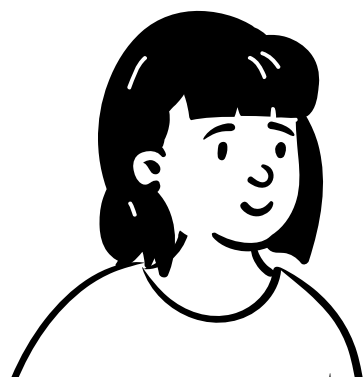


Suggest optimum weight range for them, and they can modify the goal weight



Trigger realisation moments

Wow! This could be me in 3 months!



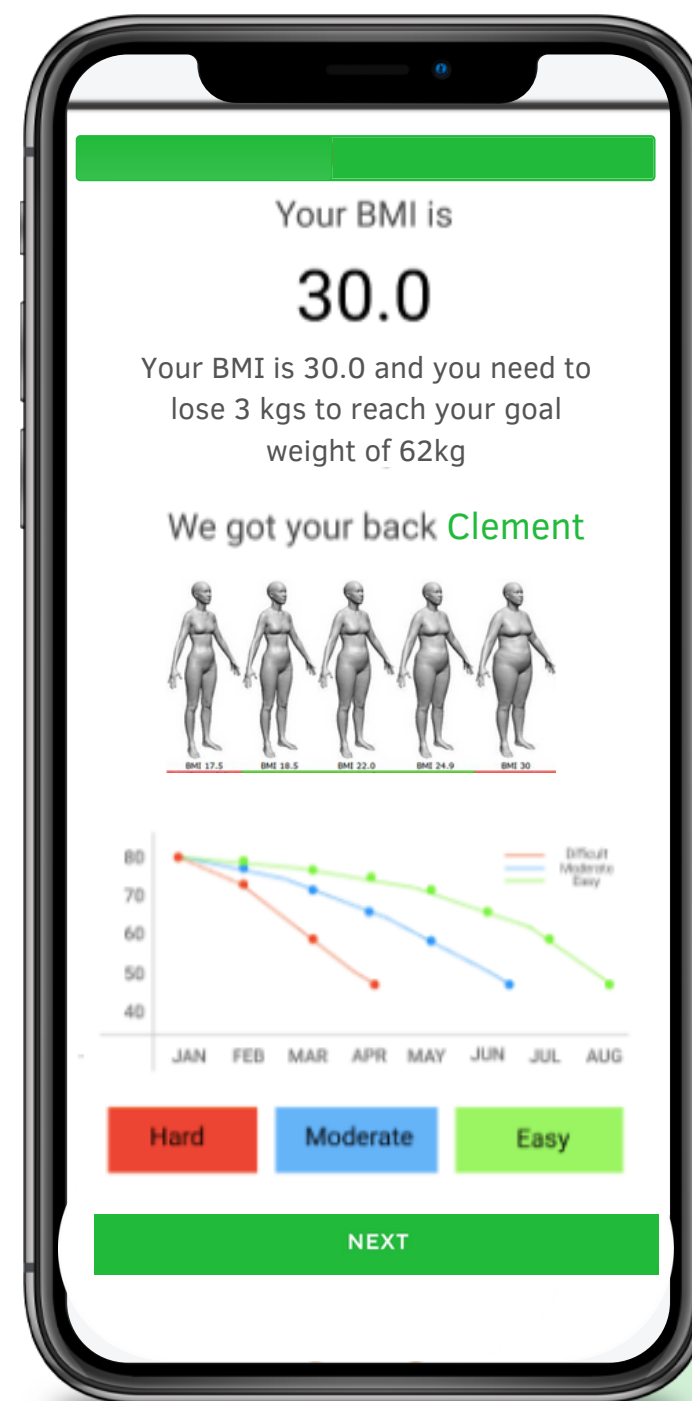
Cohorts

No of users creating profiles
No of users creating goals

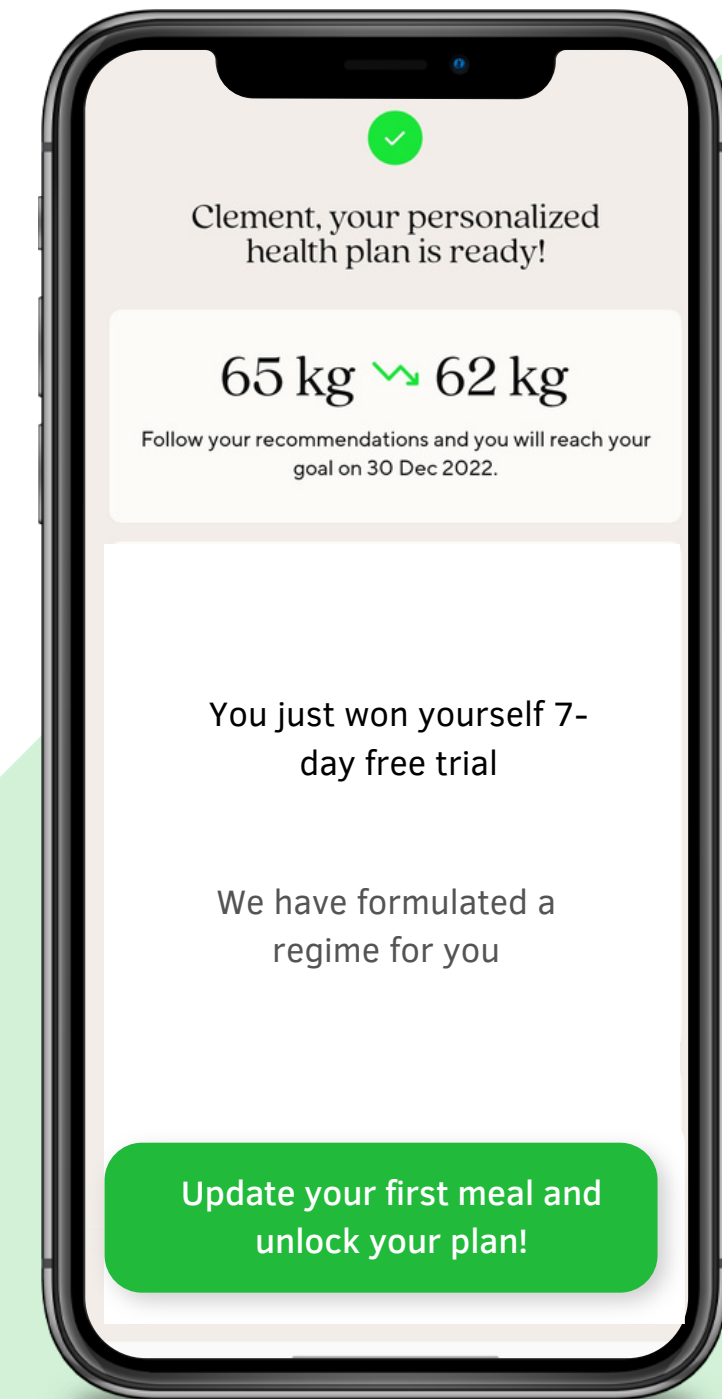
Example recommendation

To visualise how their body could change over time with Lifesum

Choose difficulty level



Test 7-day free trial option if it improves conversion rates



Push users to update their meal first time to unlock their 7-day Trial

Realisation Trigger Continues... II

Home Page / first page they see when they open the app. What users need to see?

- Today's food tracking summary
- Daily Streak
- Weight / Goal progress

Why? Habit forming elements should be the first thing they see in app. Currently some of these elements are in progress page (not in home page) as shown.

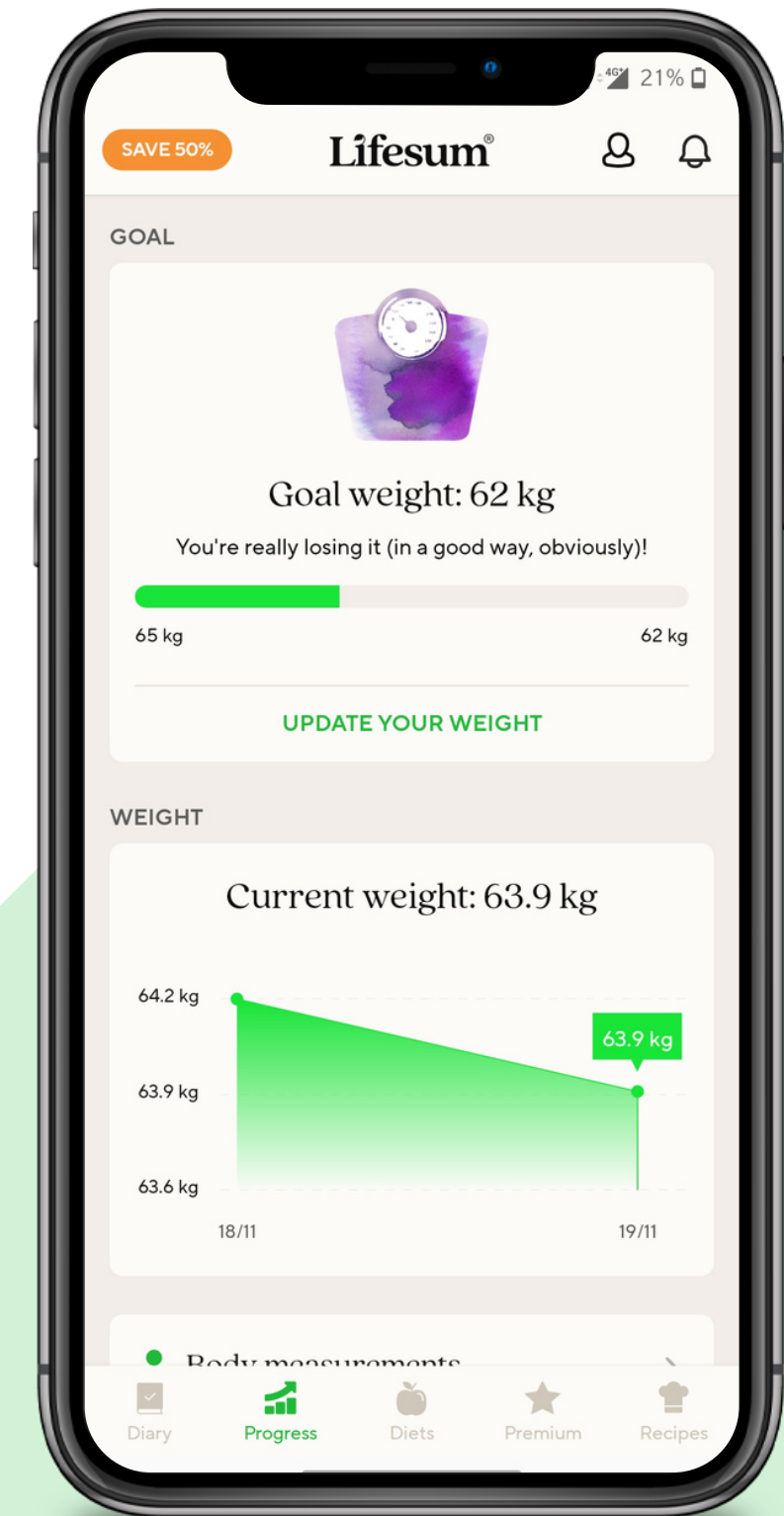
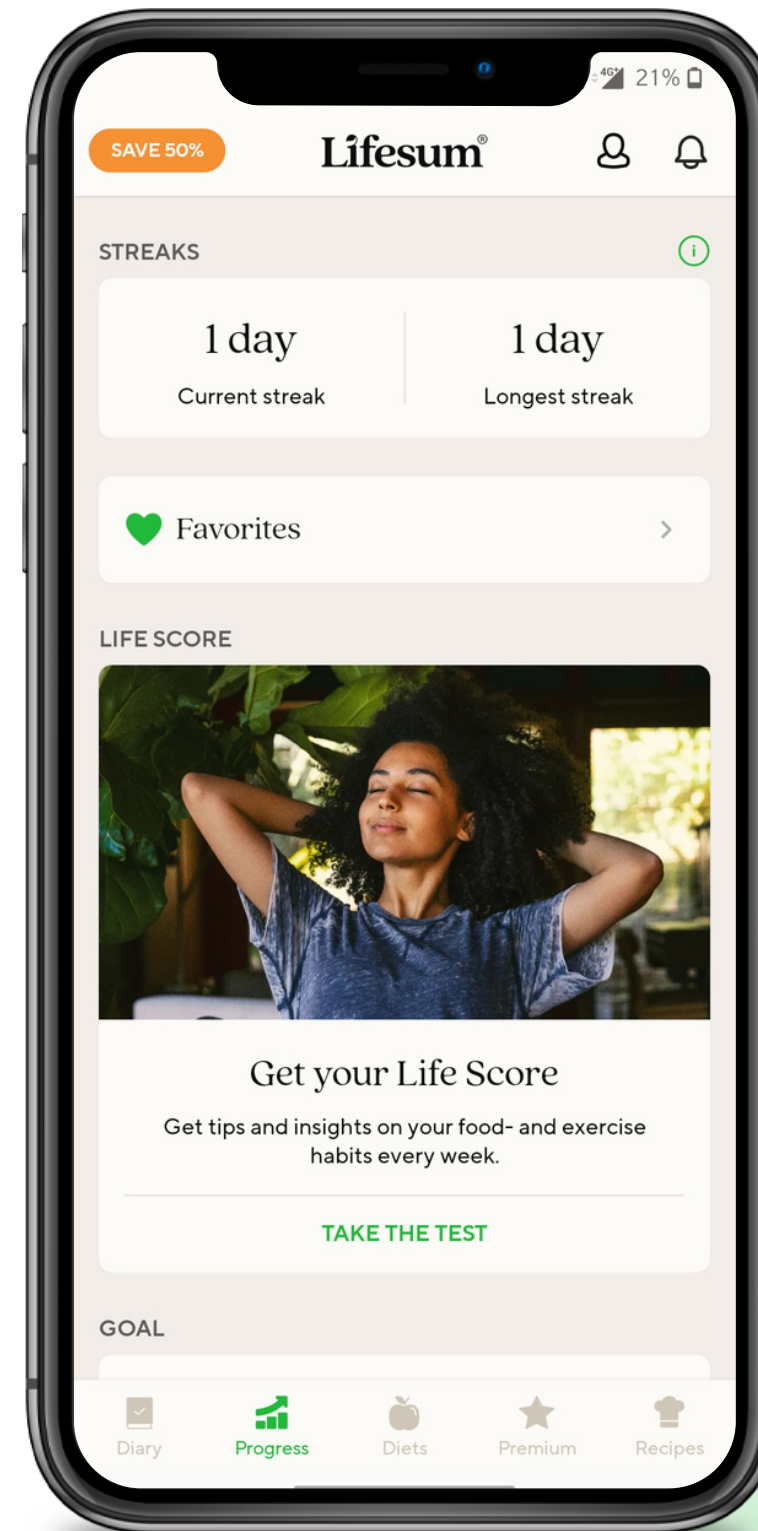
Optional: Reward points for optimal choice of meals, & other habits and show it in home page

Cohorts

Average screens per session

Session frequency

Avg session duration



Bonus

Introduce personal health assistance / AI bot – chat feature

Prompt users to get additional help

- Learn why
- Tell them they can do better. Example: Burn more?
- Boost your progress button (in goal progress section)

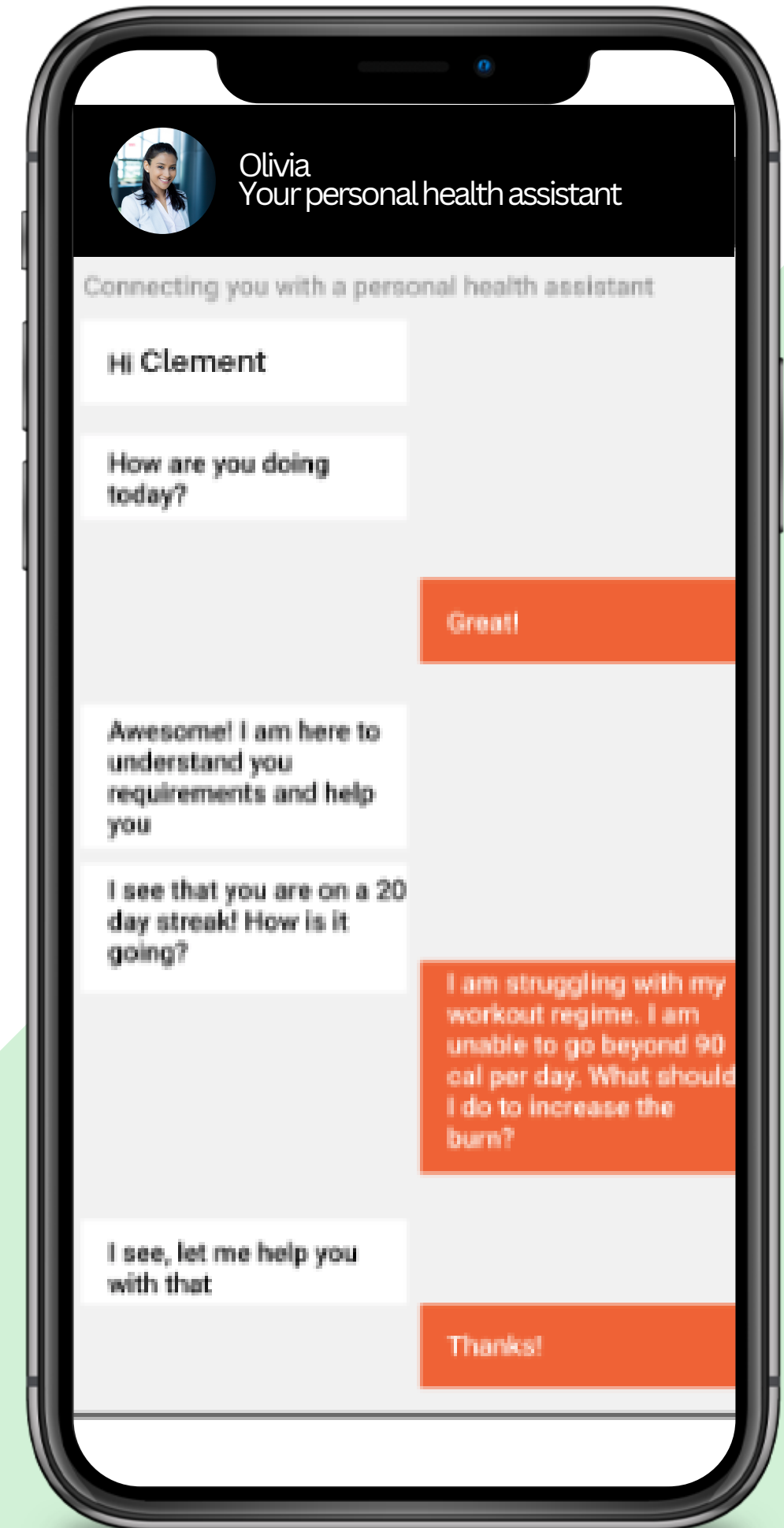
Lead these actions to chat feature

Cohorts

No of paid subscriptions

Time taken for 1st transaction

The intent to progress and get to next milestone will drive the users motivation to make a transaction



Success Criteria

	Goals	Signals	Metrics
Happiness	User Satisfaction	Total value of sales. App rating.	Average Subscription value
Engagement	User Content Delivery	No of active users. No of signups	Average session per day, DAU/MAU, Average screens per session, Session frequency
Adoption	User Onboarding	No of paid subscriptions, App downloads.	Avg Time taken to value
Retention	Loyalty	No of referrals, Abandonment rate	Lifetime customer value
Task Success	User Goals Completion	No of uninstalls.	No of freemium and paid users

THANK YOU



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