



How can we help Atom improve its 7-day retention?

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Problem:

- The Day-7 retention of the Health & Fitness category on average is less than 10%

Why improve retention?

- Atom app aims to help users build a lifelong meditation habit - habit-building through constant practice of meditation on the app
- Higher retention directly impacts growth over the long term as retained customers are more profitable

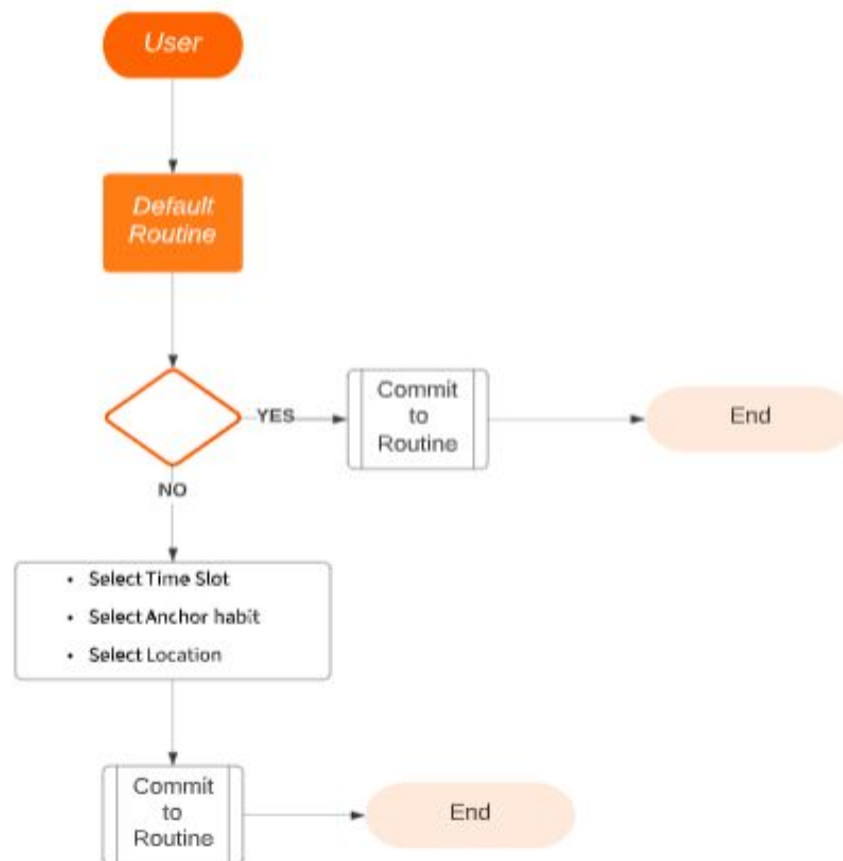
Solution: Experiment to optimise the Routine (For New & Repeat users)

- Users choose a time slot for meditation
- Adding Atom's recommendation for first-time users. For eg. It's widely accepted that morning is the best time to meditate, nudging users to meditate in the morning after taking a shower
- Nudge users to update their anchor habits and timings if they are unable to meditate at the chosen time for 3 consecutive days
- Remove ambiguous anchor habits (Going to the toilet, washing my face, combing my hair, drinking water etc.) which might cause confusion in decision making for users

Success Metric

- 20% improvement in retention (over a period of 7 days - an increase of 20% users meditating during their chosen time slot)
 - Eg: If 7-day retention is 10%, by introducing this functionality, we should see the 7-day retention to reach 12% at minimum for us to keep this flow. Else, we scrap this

How to Optimize the routine



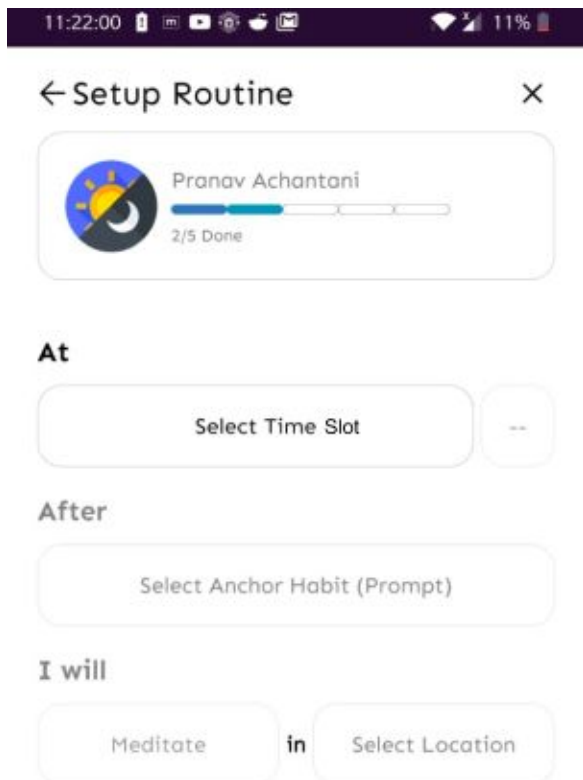
Flowchart depicting the optimized routine

Default Routine (Atom recommendation)

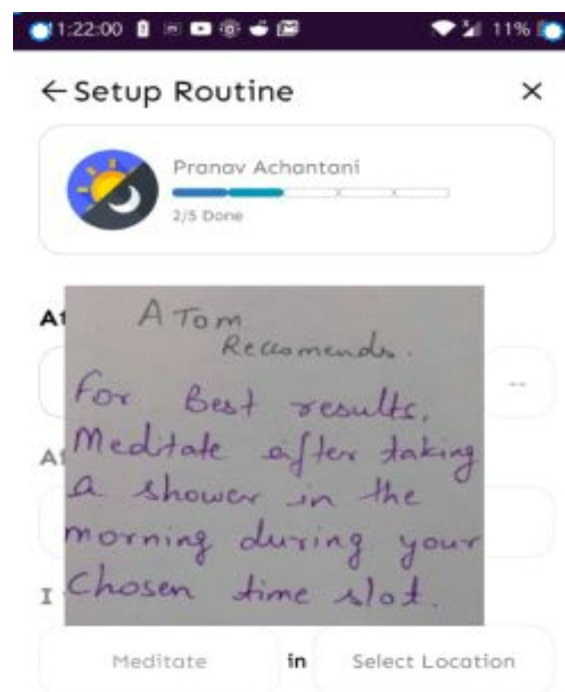
- Atom recommends scientifically backed and carefully crafted routines to users one each during morning, afternoon and dinner based on the chosen time slot
 - Default routine Eg: I will meditate around 8:00 and 8:30 am after taking a shower in my bedroom

For the users that opt for default routine, the app could display a content piece outlining why that particular routine makes sense to reiterate the fact that they've made a good decision by accepting that recommendation.

Step 1: User selects a time slot




Step 2: Atom Recommends Prompt on the screen



Step 3: After the user closes the prompt, the user routine auto-populates

14:46

← Setup Routine ×

 Komal Achantani

At

08:30 AM

After

Taking a bath

I will

Meditate in The frontyard

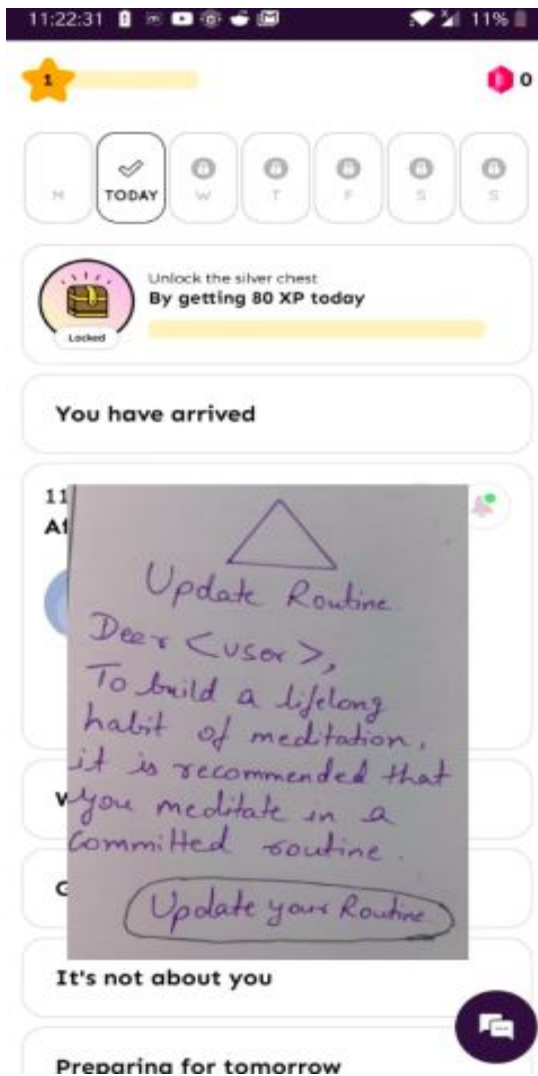
Finish Setup

For Repeat Users unable to commit to their routines

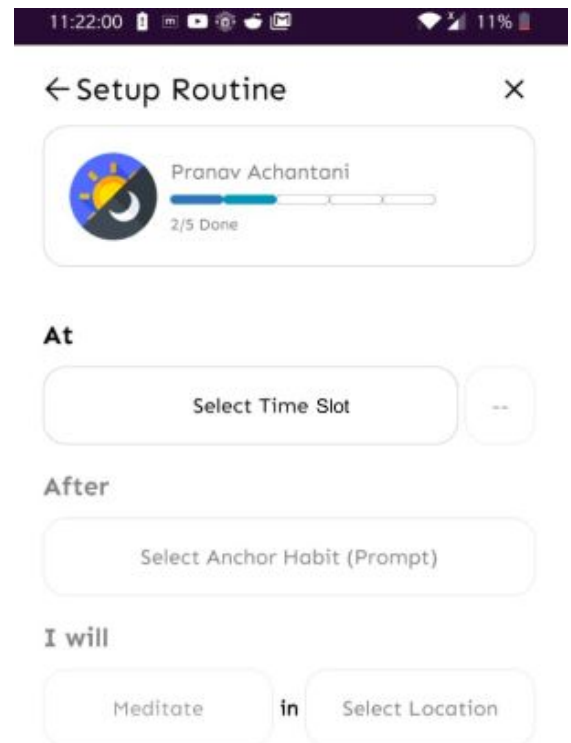
After setting up her own routine, in case the user doesn't stick to the routine or meditates at a different time, then after a period of 3 days:

- Hit them with a prompt asking them to update their routines
- Tell the user since she can't stick to a routine - here's the Default Routine if not
- Ask the user to reset their routine by:
 - Select New Time Slot
 - Select New Anchor habit
 - Select New Location
 - Commit to New Routine

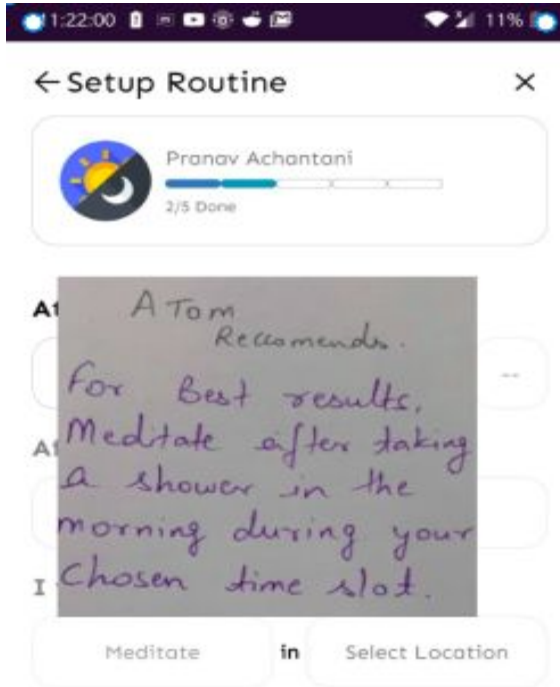
Step 1: Repeat user comes back to the app



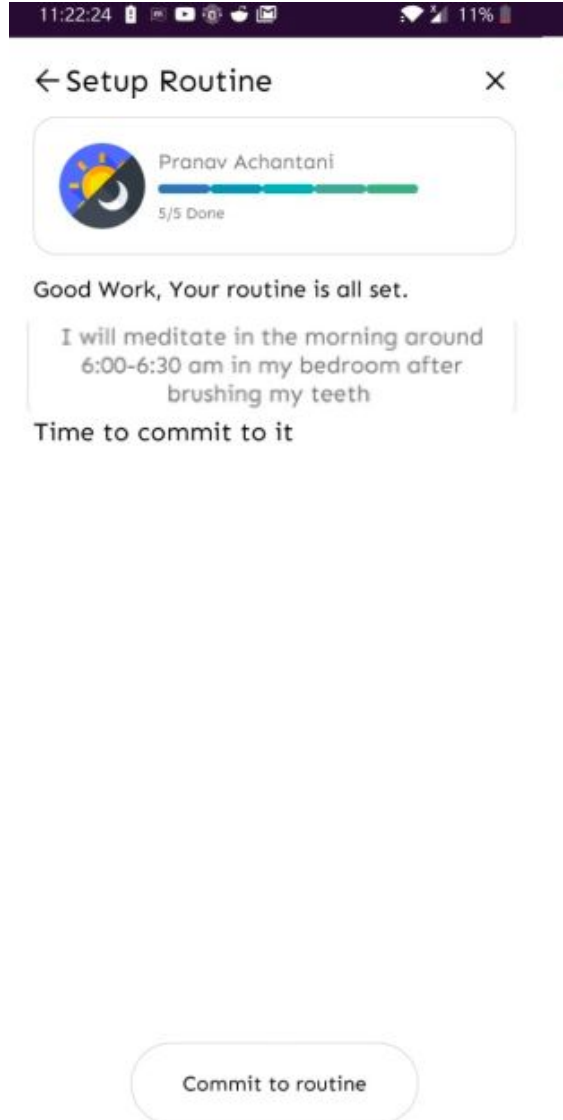
Step 2: Users chooses a new time slot



Step 3: Atom Recommends prompt



Step 4: User commits to new routine



For these users:

1. Display the top 5 most chosen anchor habits by Atom users
2. Some of the habits such as going to the toilet, may not be timed for the entire slot may cause confusion

Risks

- Atom is trying to solve for consistency - if the repeat user is still not available at the chosen time slot then they would eventually churn