

Research Synthesis

media app

User Persona chart based on synthesis of the [data collected](#).

Subscription Behavior: - "Churn and return" — Does not maintain long-standing plans, but returns as desired.	Subscription Values: - Needs + preferences are met by the app. - A custom experience is provided. - Flexibility to leave and return as a subscriber as needed.
Reasons for subscribing: - Customization/control through a paid subscription. - Desired content is available behind a paywall.	Decision Factors: - Affordability, including customizable payment options. - Value in meeting needs & preferences. - Availability of desired content.

Given the Target user’s behaviors, values, reasons and decision factors when it comes to subscriptions—along with strategy research—The following strategies will be used:

Chosen Strategy	Reasoning
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Adding free help tips – that prompt to upgrade. (eg. want to listen offline?)	Competitors, especially Spotify, employ this. As of Q3 of 2023, Spotify had 226 million premium subscribers worldwide, an increase of over 15% from Q3, 2022. It has more than doubled since early 2019 (Götting, 2024).
Free tasting – let new users start w/ free trial	65% of Gen Z are more likely to subscribe if a free trial is available (Recurly.com, 2023).
Demonstrate features when prompting upgrades, or when there are areas of friction for users.	This directly connects the user's point of friction with a solution and the value of an upgrade.
Allow users options for subscription plans - options of how to pay, frequency of pay, ease of upgrading and returning.	Gen Z values personalization and flexibility in their subscription plans.

Discovery

Sources and Methods

GOALS: Allow both new and current users **the opportunity to select a premium/paid subscription**. In addition, **compelling reasons** for upgrading need to be communicated to both target users.

How might we help give new and current users the opportunity to **upgrade, or subscribe to the paid subscription**? *(and in turn, start gathering **more revenue** through the app)?*

METHODS

1. Competitor Comparison | How do other media apps upsell?

Since there are plenty of successful media apps who utilize both free and paid subscriptions for their user base, I began by looking at our competitors. My goal was to understand how they approached the method for upselling plans to users.

View the full [Competitor Flows comparison](#)

2. Target User Research | How do target users make subscription decisions?

An [internet-based survey](#) conducted in 2023 by Recurly uncovered a wealth of helpful information regarding Gen Z preferences, specifically for subscription services.

Key Findings:

- **Only 37% of Gen Z maintained all their subscriptions over the past year**, compared to a whopping 79% of Boomers.
- **42% of Gen Z canceled one to three subscriptions** within the same period.
- **Only 27% of Gen Z will cancel a subscription if there is a price hike.**

- 58% of Gen Z will say goodbye if **unexpected fees** are added to a subscription price (compared to 86% of Boomers).
- 29% of Gen Z noted that if a subscription service can **truly meet their needs and preferences**, they'd stick around for **another four to six months**. In comparison, only 11% of Boomers felt the same.

3. Strategy Research | What are successful strategies for subscription upselling?

I searched for current upselling strategies and discovered ones that related well to our goal and target users ([see chart on page 2](#)). Sources included Intentux.com (specific to in-app marketing), and Pushwoosh Blog (increasing revenue in a subscription-based mobile app).

Sources

1. Recurly.com. (2023) *Boomers to Gen Z A guide to subscriber preferences*. From <https://go.recurly.com/rs/439-LSC-903/images/boomers-to-gen-z-report.pdf>.
2. Götting, M. C. (2024, February 5). *Spotify: Number of Premium Users Worldwide 2023*. Statista. <https://www.statista.com/statistics/244995/number-of-paying-spotify-subscribers/>
3. Einhorn, N. (n.d.). How to guide users to upgrade with in-app marketing. *intentux.com*. <https://www.intentux.com/post/how-to-guide-users-to-upgrade-with-in-app-marketing>

View the [Secondary Research Notes Document](#) through InVision.