Product Audit · *Lumen*

A mood-journaling app built with Lovable. What's working, what's in the way, and what to fix first.

This audit covers five core journeys on desktop and mobile, reviewed as a brand-new user and as a paying user. Every finding comes from using the app, and each one includes why it matters and what to do next.

Lumen is a fictional app. This sample shows the format and depth of a real Product Audit.

SAMPLE

JOURNEYS REVIEWED	FINDINGS	DEVICES	BUILD PROMPTS
5	9	Desktop · iPhone	3

01 · AT A GLANCE

The short *version*

Lumen's core experience is lovely. Once people write their first entry, they like it. The problem is getting them there: a long onboarding and an early paywall stop most new visitors before they feel any value.

CRITICAL	HIGH	MEDIUM	LOW
1	3	4	1
Blocks the core journey	Many users struggle	Slows people down	Polish

Do these 3 first

01

Move the paywall

Ask for payment after the first saved entry, not before. **Critical · S**

02

Cut onboarding to 2 screens

Name and one goal, then straight to writing. **High · M**

03

One main action on Home

"Write today's entry" first; everything else below. **High · M**

THE OPPORTUNITY

Today a new visitor goes through ***14 steps*** before writing anything. These three fixes bring that down to ***4***, which should mean many more people reach the moment where Lumen wins them over.

What to measure

01 Activation · share of new users who save a first entry in their first visit

02 Trial to paid · share of trial users who become paying

03 Day-7 return · share of new users who come back within a week

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02 · SCORECARD

How each area *scores*

Strong means it's helping. OK means it works but could do more. Needs work means it's costing you users.

AREA	SCORE	IN ONE LINE
First impression	OK	Beautiful, but "AI journaling" doesn't say what you get.
Onboarding	NEEDS WORK	Six screens before any value.
Navigation	NEEDS WORK	Five features compete on Home.
Core journeys	STRONG	Writing an entry is fast and pleasant.
Pricing and paywall	NEEDS WORK	Paywall too early; three similar plans.
Trust	OK	Privacy is good but not explained; one risky health claim.
Retention	NEEDS WORK	No reason to come back tomorrow.
Copy and tone	OK	Warm overall; buttons and errors are generic.
Mobile and accessibility	OK	Works on iPhone; small taps and light grey text.

What's working

A calm, distinctive look

The soft palette and gentle copy fit a wellness audience perfectly.

A fast entry editor

Once there, writing an entry takes under 30 seconds.

A delightful mood check-in

The one-tap mood picker is the best moment in the app.

Clear trial length

"7 days free" is stated plainly on the pricing page.

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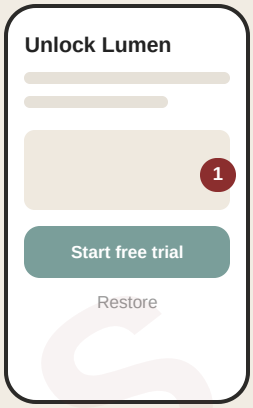
03 · FINDINGS

What I *found*

JOURNEY	STEPS	WHERE IT BREAKS OR SLOWS
Sign up and first entry	14	Paywall before the first entry
Daily mood check-in	3	Works well
View insights	5	Hidden two levels deep
Upgrade to paid	6	Three plans look the same
Come back the next day	—	Nothing brings people back

F01 Paywall appears before the first entry

CRITICAL · Pricing · Effort S



WHAT I SAW

Right after onboarding, a full-screen paywall asks for a card before any entry can be written. There's no way to try the app first.

WHY IT MATTERS

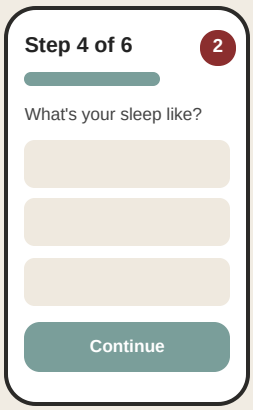
People pay for value they've felt, not value they're promised. Asking before the first win **adds friction at the moment motivation is lowest**, so most visitors leave here.

DO THIS

Let people write and save one entry for free. Show the paywall after the save, with their entry visible behind it.

F02 Six onboarding screens before any value

HIGH · Onboarding · Effort M



WHAT I SAW

Name, age, goals, sleep, mood history and notification settings come before the first entry. Only goals changes what the app shows.

WHY IT MATTERS

Each screen is a small exit. Questions that don't change the experience feel like homework, **raising effort before trust exists**.

DO THIS

Keep name and one goal. Ask the rest later, when it's useful (sleep when they open sleep insights).

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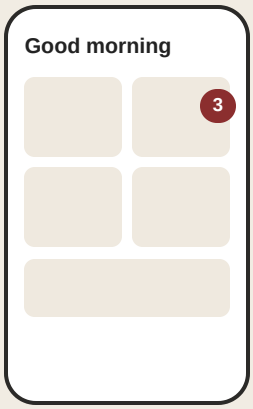
F03 Five features compete on Home

HIGH · Navigation · Effort M



WHAT I SAW
Journal, Mood, Insights, Community and Courses appear as five equal tiles. Nothing says where to start.

WHY IT MATTERS
With many equal choices, people often choose nothing. **Choice overload** is strongest for new users who don't know the app yet.

DO THIS
One large "Write today's entry" button at the top, with today's mood check-in beside it. Move the rest into a smaller row below.

F04 Three plans that look almost the same

HIGH · Pricing · Effort S

WHAT I SAW
Basic ($4.99), Plus ($7.99) and Pro ($9.99) differ by small features ("advanced tags", "export"). None is marked as recommended.

WHY IT MATTERS
When options are hard to compare, people delay the decision. **A clear default** makes choosing easy.

DO THIS
Offer Free and Premium only. Show monthly and yearly, with yearly pre-selected as "Best value."

F05 No reason to come back tomorrow

MEDIUM · Retention · Effort M

WHAT I SAW
After the first entry there are no reminders, streaks or follow-ups. Notifications are off by default.

WHY IT MATTERS
Journaling only helps as a habit. Habits need **a prompt at the right moment**; without one, even motivated users forget.

DO THIS
After the first save, offer a gentle daily reminder at a time they choose. Show a soft streak on Home.

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03 · FINDINGS · CONTINUED

F06 Privacy is good, but not explained

MEDIUM · Trust · Effort S

WHAT I SAW	Entries are private, but this is only stated in the privacy policy. Sign-up never mentions it.
WHY IT MATTERS	For a journal, privacy is the first worry. **Saying it where people decide** builds trust.
DO THIS	Add one line under sign-up: "Your entries are private. Only you can read them."

F07 A health claim without support

MEDIUM · Trust · Effort S

WHAT I SAW	The home page says "clinically proven to reduce anxiety," with no source.
WHY IT MATTERS	Unsupported health claims can **trigger app store rejection** and undermine trust if questioned.
DO THIS	Use "Many people find daily journaling calming," or link the study. Confirm wording with a legal advisor.

F08 Generic buttons and error messages

MEDIUM · Copy · Effort S

WHAT I SAW	Buttons say "Submit" and "OK." One error reads "Something went wrong."
WHY IT MATTERS	Clear labels lower doubt. Kind errors **keep people from giving up**.
DO THIS	"Save my entry," "Start my free week." Errors say what happened and what to try.

F09 Small taps and light grey text on mobile

LOW · Accessibility · Effort S

WHAT I SAW	Mood icons are small on iPhone, and helper text is light grey on white.
WHY IT MATTERS	Easier to read and tap means **easier to use when tired**, which is when people journal.
DO THIS	Make tap targets at least 44×44 points and darken helper text for contrast.

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04 · FIX LIST

What to do, *in order*

Critical first, then quick high-impact fixes, then the rest.

#	FIX	SEVERITY	EFFORT	WHEN
1	Move the paywall after the first entry (F01)	CRITICAL	S	This week
2	Offer Free and Premium only (F04)	HIGH	S	This week
3	Cut onboarding to 2 screens (F02)	HIGH	M	Week 2
4	One main action on Home (F03)	HIGH	M	Week 2
5	Explain privacy at sign-up (F06)	MEDIUM	S	Week 2
6	Replace the health claim (F07)	MEDIUM	S	Week 2
7	Clear buttons and kind errors (F08)	MEDIUM	S	Week 3
8	Daily reminder and soft streak (F05)	MEDIUM	M	Week 3
9	Bigger taps, darker helper text (F09)	LOW	S	Week 4

Effort: S = under a day · M = a few days · L = a week or more.

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05 · BUILD PROMPTS

Ready to *paste*

For Lovable, Cursor or Claude Code. Review each change before publishing.

01 · Move the paywall (F01)

Context: After onboarding, a full-screen paywall blocks the app until a trial starts.

Change: Remove the paywall after onboarding. Let free users write and save one entry. After the first save, show the paywall as a sheet over their saved entry, titled "Keep your journal going."

Keep: Existing plans, prices, Stripe checkout and "Restore purchase."

Done when: A new account can save one entry without paying, and the paywall appears right after.

02 · Shorter onboarding (F02)

Context: Onboarding has 6 screens: name, age, goals, sleep, mood history, notifications.

Change: Keep only name and goal (one screen each), then open the entry editor. Move sleep questions to the Sleep insights screen and notifications to after the first save.

Keep: Goal options and how they personalize prompts.

Done when: A new user reaches the editor in 2 screens.

03 · One main action on Home (F03)

Context: Home shows five equal tiles.

Change: Add a full-width "Write today's entry" button at the top, with the mood check-in beside it. Move Insights, Community and Courses into a smaller row below.

Keep: Colors, fonts and existing navigation.

Done when: The first thing on Home is one clear button to write.

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06 · NEXT STEPS

Where to go *from here*

THIS WEEK	NEXT 30 DAYS	THEN
Fixes 1–2 Paywall and plans. Small effort, biggest impact.	**Fixes 3–9** Onboarding, Home, trust, copy and habit.	**Measure** Compare activation, trial-to-paid and day-7 return.

Track these before and after

METRIC	HOW TO READ IT
Activation	New users who save a first entry in their first visit
Trial to paid	Trial users who become paying customers
Day-7 return	New users who come back within 7 days

WANT HELP SHIPPING THIS?

The ***Strategy Sprint*** adds competitors, pricing and a 30-day launch plan, and the ***PM pilot*** helps your team ship these fixes week by week.

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Sample report for a fictional app. Recommendations are based on best practices and professional judgment; results aren't guaranteed.

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