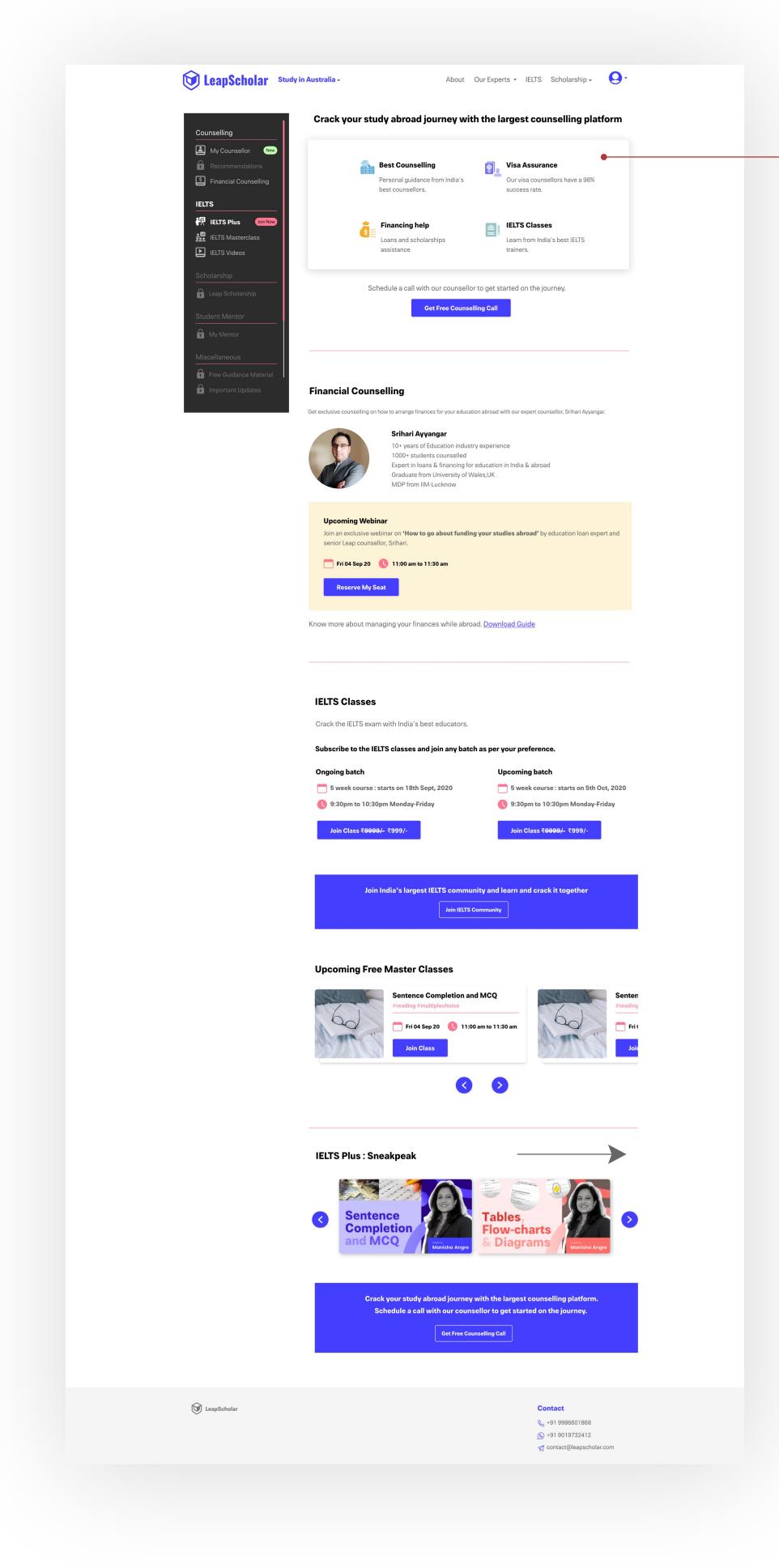
# **Engage - Case 1**

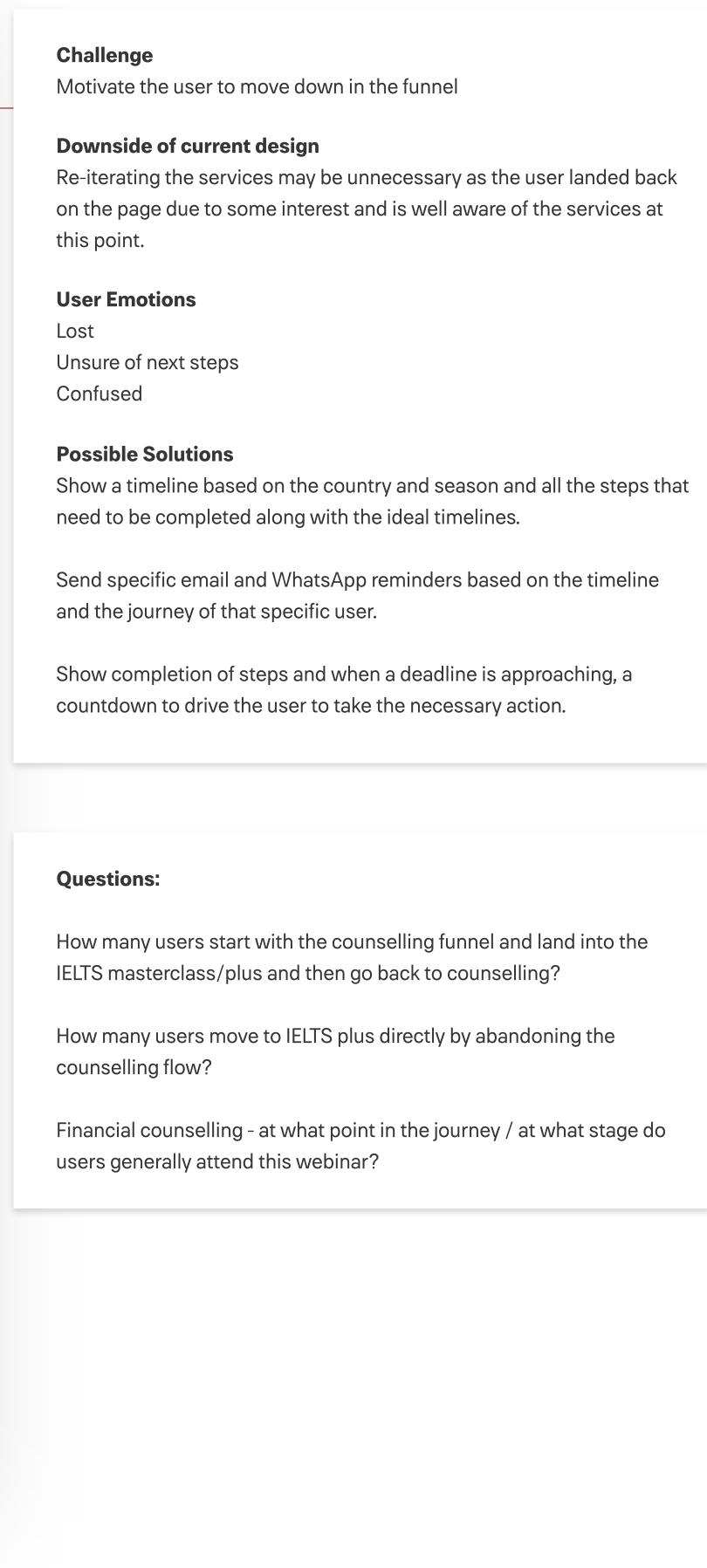
User logged in - dropped off without filling / partially filling the form

### **Hypothesis:** User is already well aware of the services provided by LS

**Reasons for drop off:** 

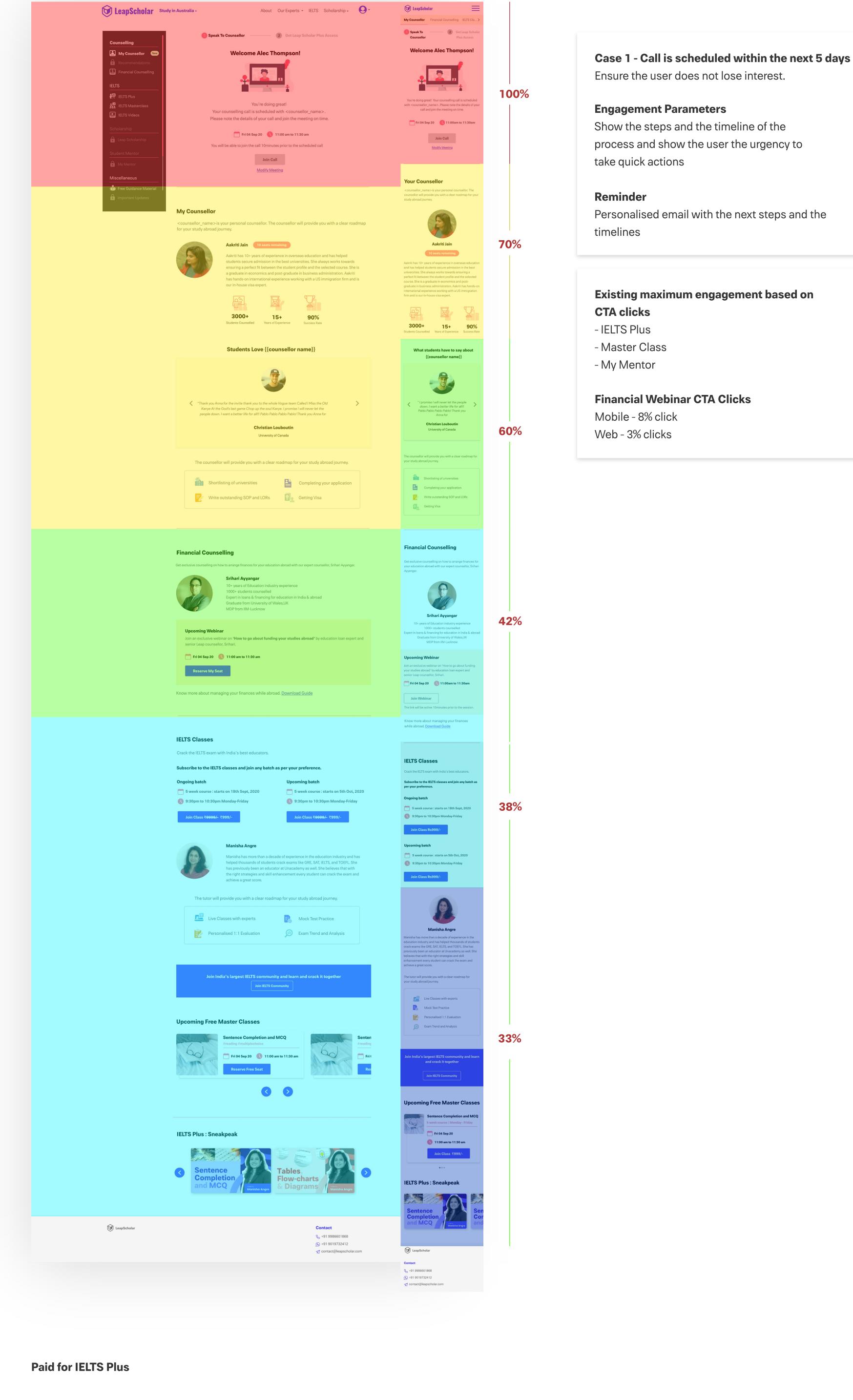
- Form too long - Too much time commitment required, therefore user decides to come back later - User unsure of answers in the form





**Engage - Case 2** 

Call Scheduled stage



## 4. /profile/user\_acquried?section=ieltsPlus

**Event Action** ?

1. /Profile/payment\_done

2. /Profile/ielts\_pro\_registration?batch=24

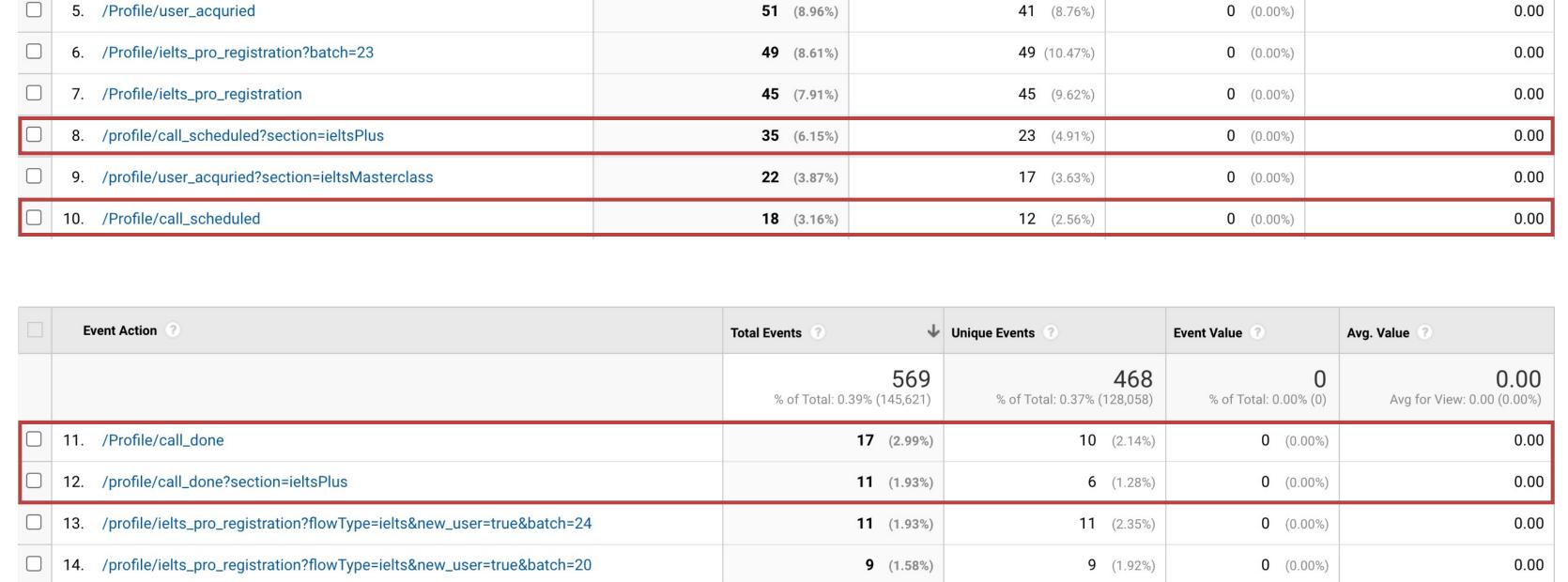
3. /Profile/ielts\_pro\_registration?batch=20

15. /profile/call\_scheduled?section=ieltsMasterclass

17. /profile/payment\_done?section=ieltsMasterclass

18. /profile/payment\_done?section=ieltsPlus

16. /profile/ielts\_pro\_registration?flowType=ielts&new\_user=true



8 (1.41%)

8 (1.41%)

7 (1.23%)

**6** (1.05%)

Unique Events ②

569

88 (15.47%)

**62** (10.90%)

**58** (10.19%)

**55** (9.67%)

% of Total: 0.39% (145,621)

**Event Value** 

468

**54** (11.54%)

62 (13.25%)

**58** (12.39%)

40 (8.55%)

7 (1.50%)

8 (1.71%)

4 (0.85%)

4 (0.85%)

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% of Total: 0.37% (128,058)

Avg. Value

0

% of Total: 0.00% (0)

0 (0.00%)

0 (0.00%)

0 (0.00%)

0 (0.00%)

0 (0.00%)

0 (0.00%)

0 (0.00%)

0 (0.00%)

0.00

0.00

0.00

0.00

0.00

0.00

0.00

0.00

Avg for View: 0.00 (0.00%)

Total Events

19. /Profile/ielts_pro_registration?batch=19	<b>4</b> (0.70%)	4 (0.85%)	0 (0.00%)	0.00
20. /profile/call_done?section=ieltsMasterclass	<b>2</b> (0.35%)	<b>1</b> (0.21%)	0 (0.00%)	0.00
		·		
Improve engagement and	d liser eyn	erience		
improve engagement and	a asci cxp	CHICHIC		
A separate profile page made for IELTS Users				

The Profile page itself has sections for the different offerings. Since 85% users are on mobile, These options are added as a tab at the

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bottom like in an app for easy user experience by placing the main navigation in the thumb zone

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