

### **1. FTUE design**

We do not have any handholding of users on YD today - we make them login and land them on the dashboard to figure what they want to do.

Build an FTUE (First Time User Experience) for a corporate user who is signing up or the first time. Success metrics are to make an impact on the user about our credibility, do not want to make things complicated for him/ her to take action and want to make him do something and leave him/ her excited to keep coming back again and again.

### **2. Optimising Feature**

We have a feature called Mood Tracker on our website (you can login and check - screenshot below). Data says that while 60% interact with this the first time, only 25% people interact with it more than once and less than 5% interact with it 5+ times in a 3 month period.

Objective of this feature is to use it for regularly tracking mood and show improvement to the end user and make suggestions on the other UX/ programs the user could engage with.

Build a plan for achieving this objective compared to its recent performance (you can assume any other data points which might be required)