

Earn Revamp Case Study

M2 app & web platform

Problem Statement

The existing Earn section lacked clarity, hierarchy, and transparency around APR rates, plan types, and earnings progress. Users struggled to differentiate between available and active plans, leading to confusion and reduced engagement.

Objective: Redesign the Earn experience to:

- Simplify plan discovery and setup.
- Improve visibility of user earnings and plan performance.
- Integrate boosted APR features in a seamless, educational way.
- Elevate the visual design to match the product's premium financial positioning.

Research & Insights

User Insights

- Users were uncertain about the difference between Fixed and Flexible plans.
- Many dropped off at the investment amount entry stage due to lack of clarity around eligibility, boosts, and reward timing.
- Post-investment feedback was insufficient — users wanted clear confirmation and next steps.

Competitive Benchmarking

- Competing apps emphasized transparency: upfront APR breakdown, time-based earnings visualization, and contextual education.
- Stronger visual differentiation between active vs. available plans increased engagement and retention.

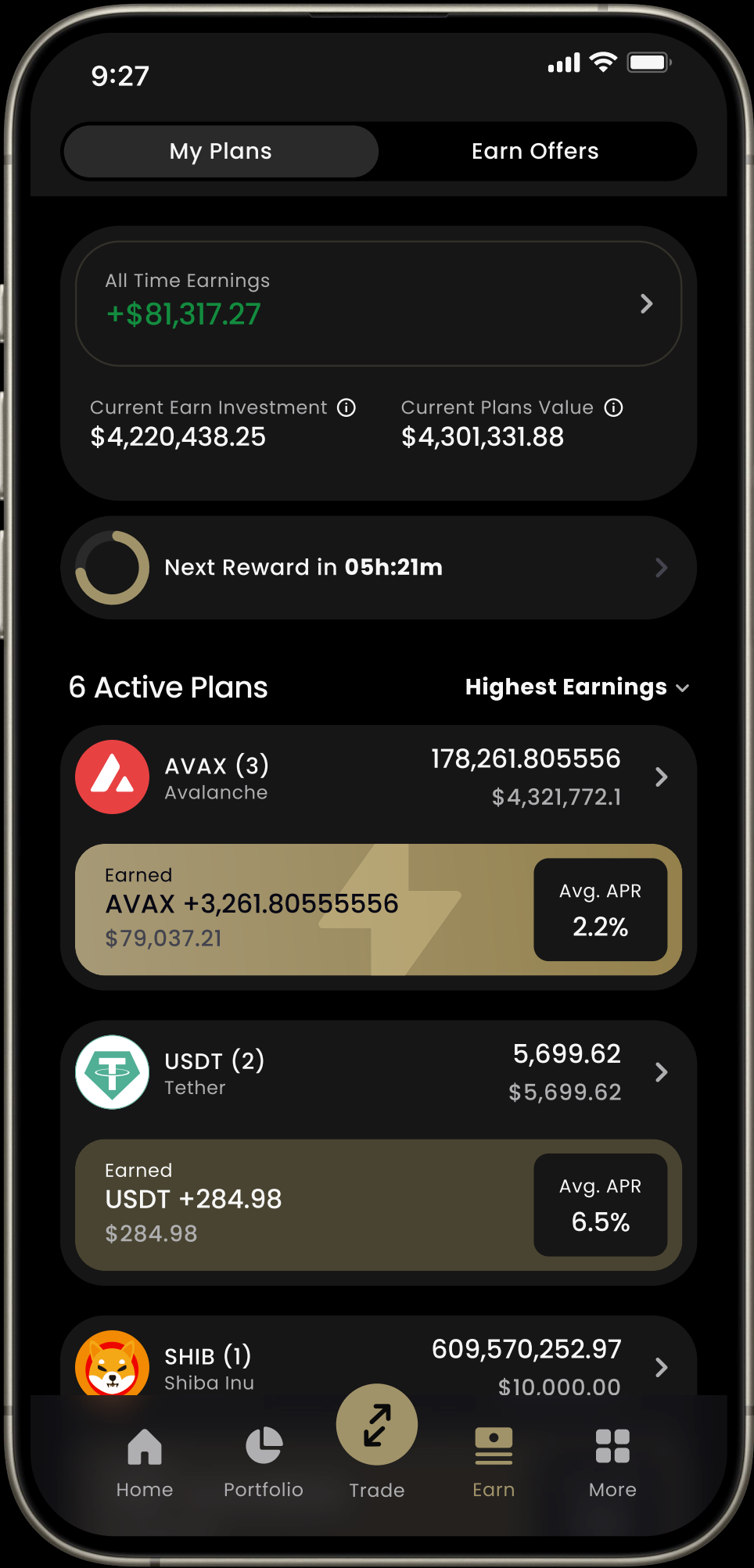
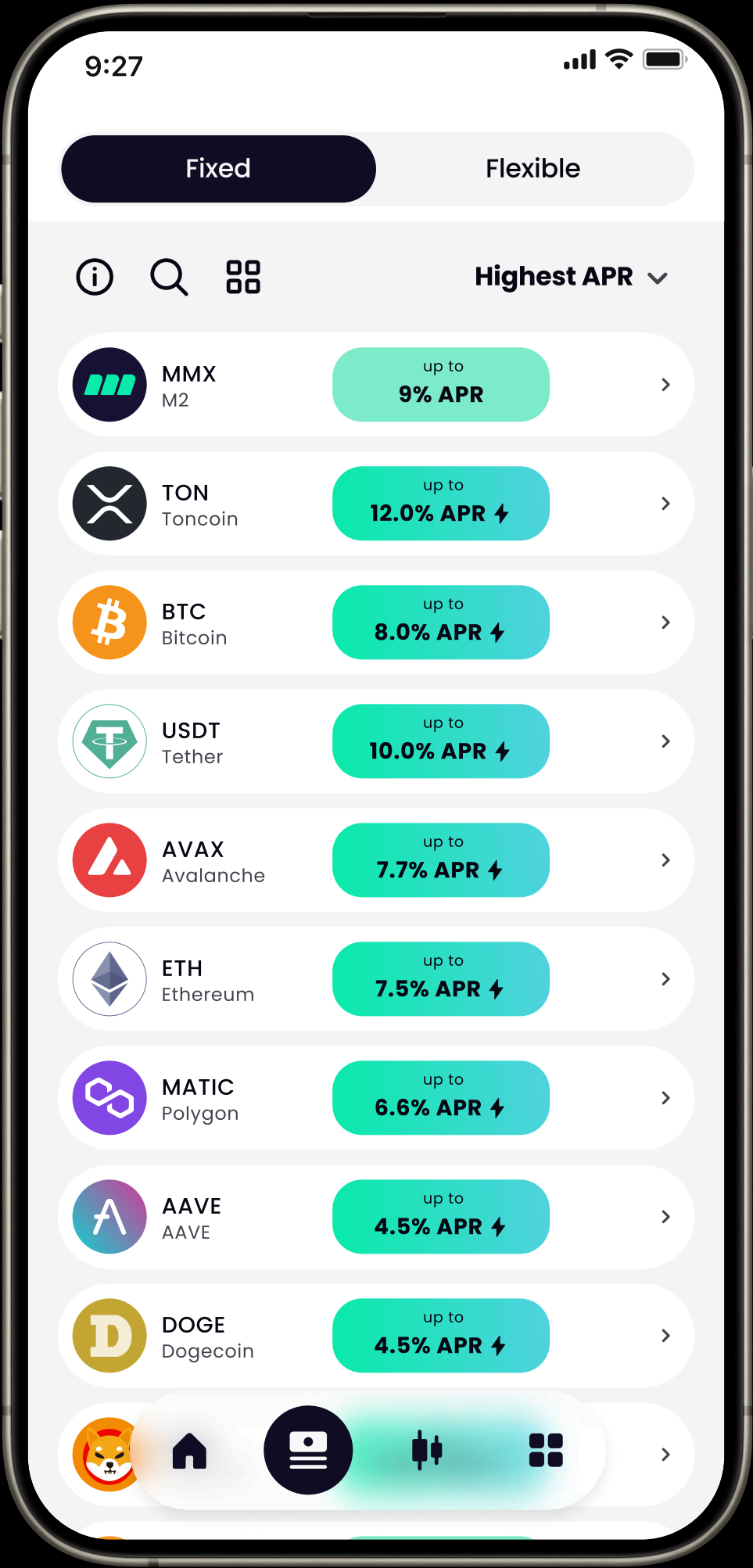
Design Implication

- The new experience needed to guide users progressively, educate them contextually, and reward them visually.

1. Navigation & Information Hierarchy

Old Design

- The Earn section was split between Fixed and Flexible tabs, displayed mainly as a long scrollable list of tokens.
- APR values were the primary focus, but other contextual information (like lock period, boost options, or total earnings) was buried deeper in the flow.
- Visual hierarchy was inconsistent — many elements competed for attention, with bright greens and mixed typography weights.
- The starting point of the journey lacked a sense of progress or overview; users had to explore to understand their active vs. available plans.



New Design

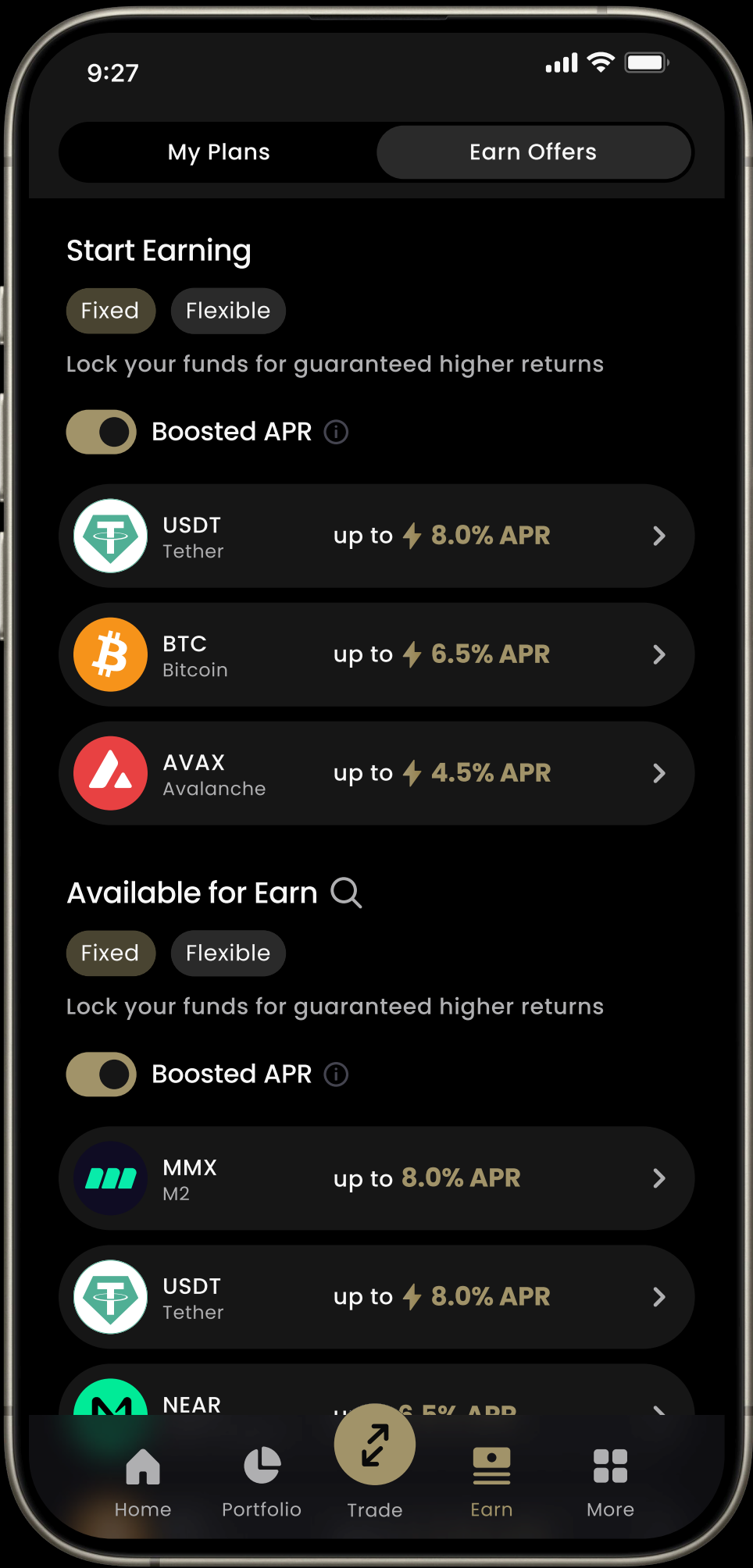
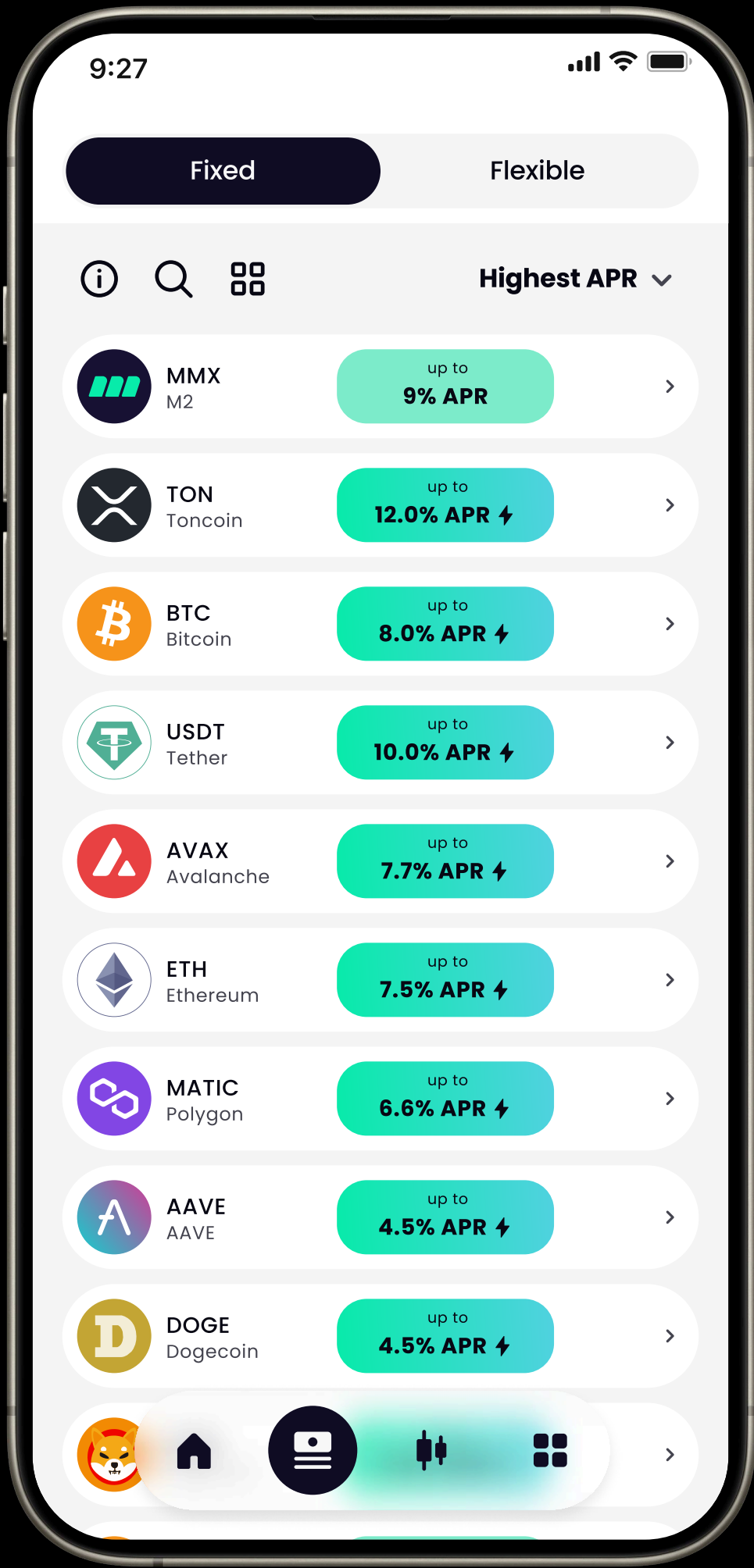
- Introduces a “My Plans” vs. “Earn Offers” split, establishing clarity between active investments and new opportunities.
- Adds earnings overview cards (total earnings, current plan value, next reward timer), giving users an instant financial snapshot.
- Improved visual hierarchy and grouping, using muted tones and consistent component structures.
- Key actions (view plans, start earning) are clearly delineated, supporting both monitoring and action-based behaviors.

Result: Reduced cognitive load and increased discoverability of key metrics, making navigation goal-oriented instead of exploratory.

2. Plan Discovery & Selection

Old Design

- Token list was visually flat and uniform — users saw APR percentages but lacked context about plan duration, boost methods, or eligibility.
- No clear distinction between standard and boosted APRs — users had to open each plan to explore details.
- Filtering or sorting options were minimal.

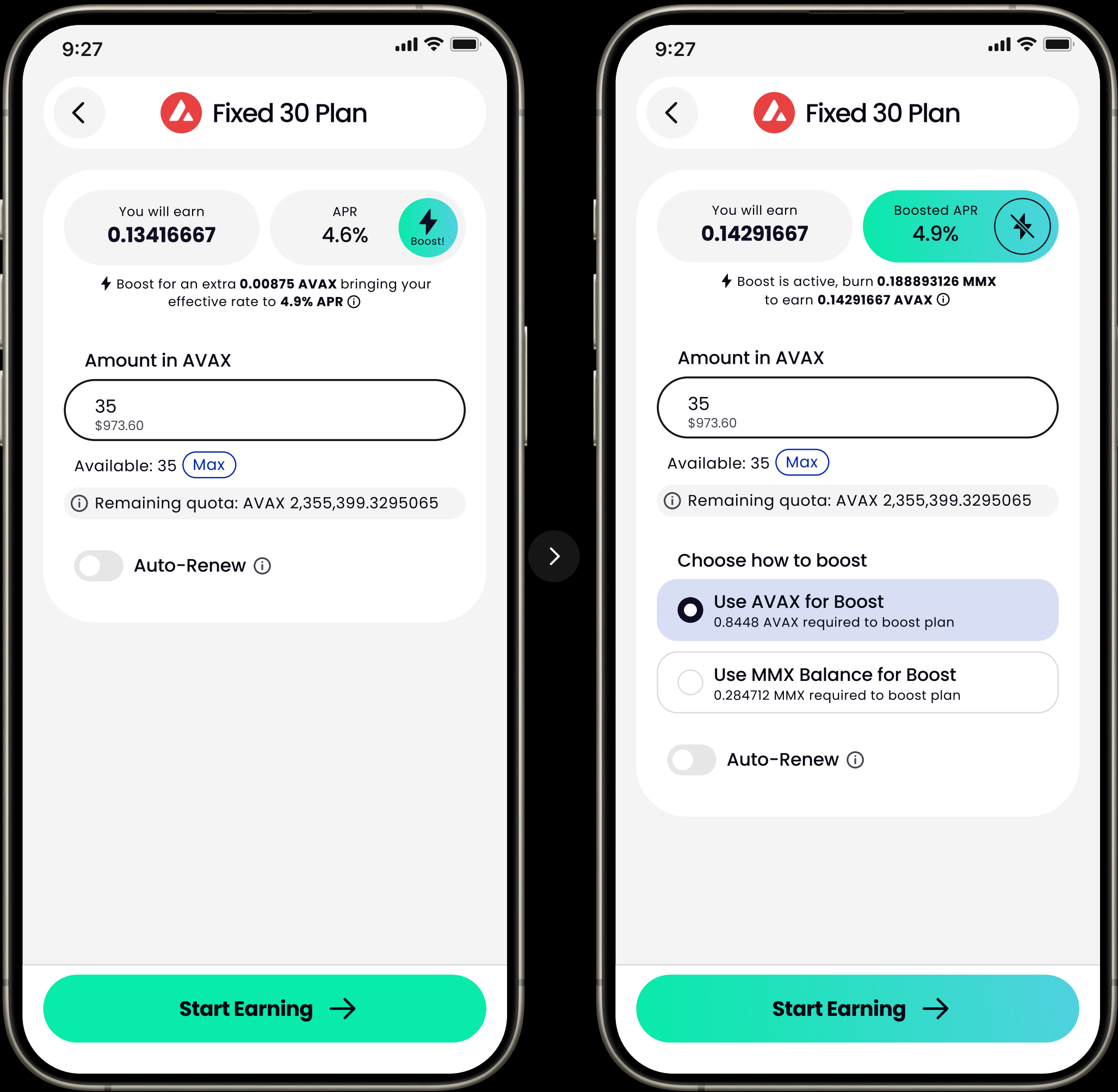


New Design

- Earn offers are segmented into Boosted APR and Available for Earn sections, improving scannability and aligning with different user intents.
- Each token card displays APR range, plan type (fixed/flexible), and boost opportunity upfront.
- Micro-interactions (expandable cards and state-based CTA flows) create a smoother selection experience.

Result: Users can now compare and choose plans faster with contextual transparency — improving decision-making efficiency.

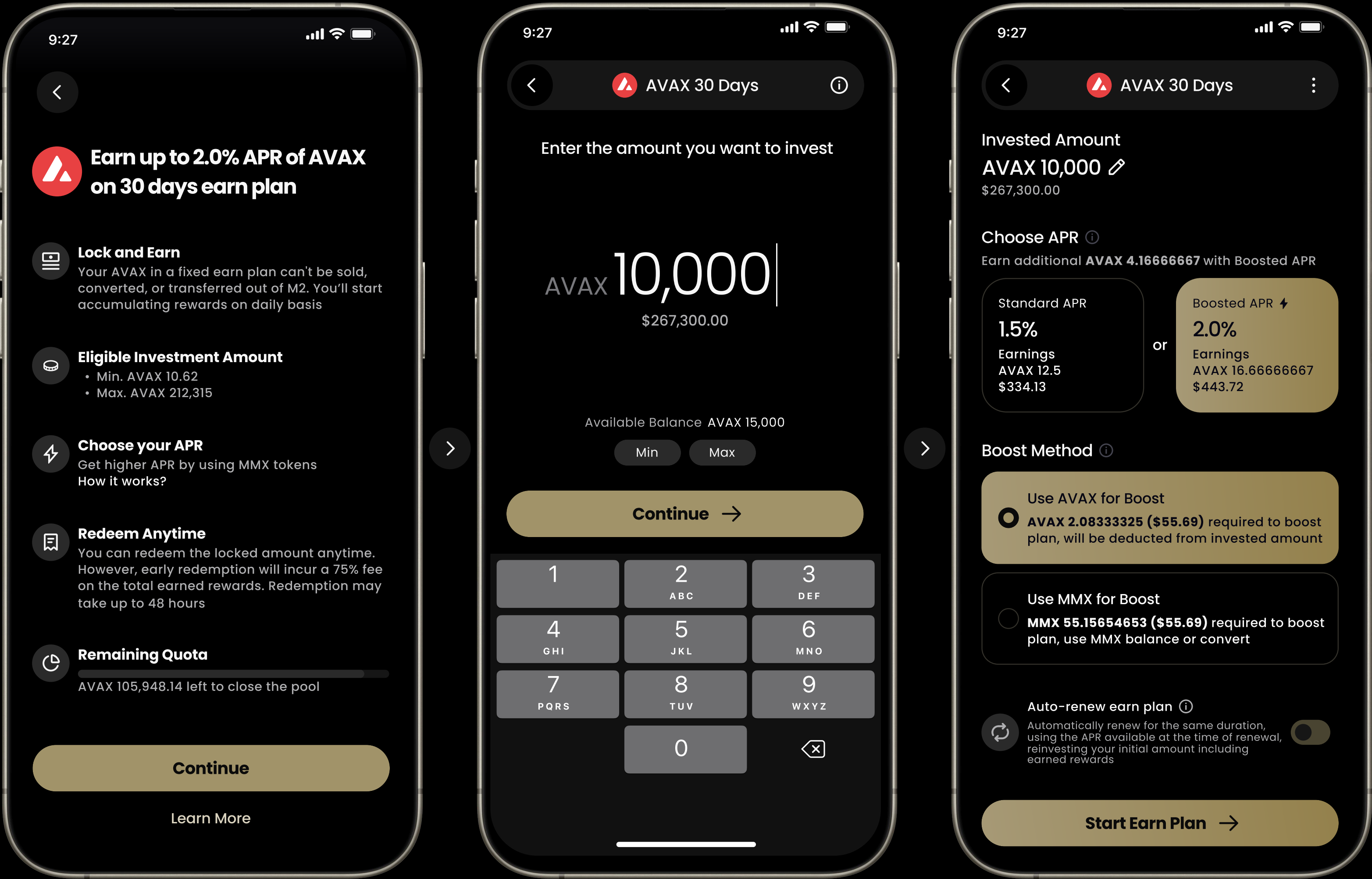
3. Plan Setup Flow



Old Design

- The process relied on basic input fields with minimal contextual guidance.
- Users had to read dense text blocks to understand APR, duration, and redemption terms.
- Boosting options (using MAX tokens) were surfaced late in the flow, requiring back-and-forth navigation.
- Visual continuity between steps was weak — each screen felt disconnected.

3. Plan Setup Flow

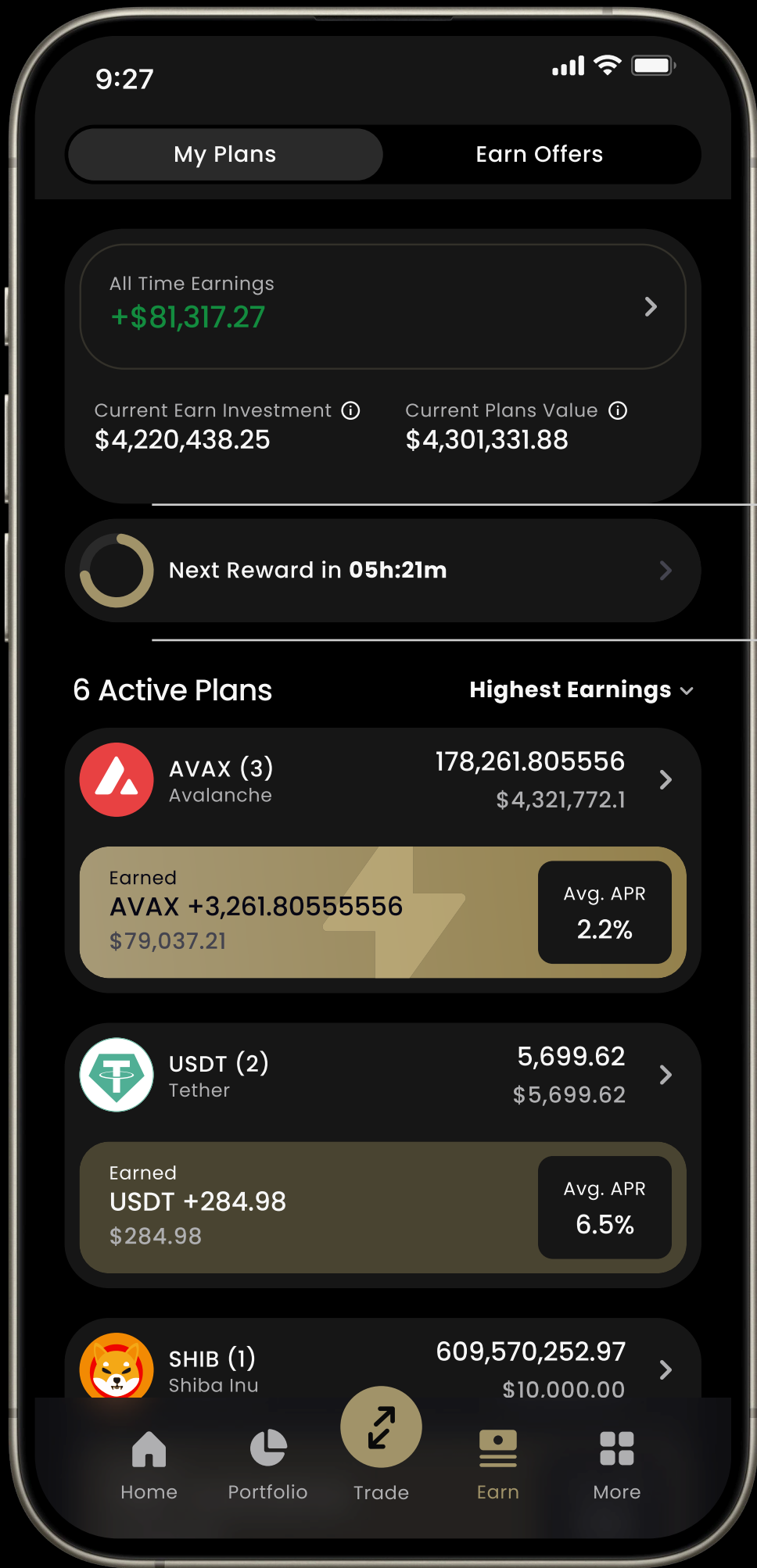


New Design

- The setup flow is now a guided, progressive disclosure model:
 - a. Informational intro screen with key benefits and eligibility.
 - b. Amount input state with quick “Min” / “Max” shortcuts and clear balance visibility.
 - c. Boost configuration directly integrated in the plan overview — no hidden steps.
 - d. A final confirmation screen summarizing all parameters before commitment.
- Consistent color system and CTA placement guide user focus step-by-step.

Result: Higher user confidence during investment setup, reduced friction, and fewer drop-offs from unclear information.

4. Next reward widget



New Design

- Progress Feedback (Fogg Behavior Model): The countdown timer provides real-time progress toward the next payout, reinforcing users' perception of momentum and achievement.
- Variable Reward Loop (Hooked Model): The timing and countdown create anticipation for the next earning moment, similar to gamified reward cycles.

Result: Turned long-term plans into short-term milestones, and Increased likelihood of plan retention until reward is received

Overall UX Outcome

Aspect	Old Experience	Revamped Experience
Clarity	Confusing structure, mixed information hierarchy	Structured flow with clear segmentation
Confidence	Unclear investment details and redemption terms	Transparent process with contextual education
Efficiency	Users needed multiple taps to compare and invest	Streamlined end-to-end in fewer steps
Delight	Functional but flat	Visually cohesive, confident, and premium
Retention	Users may hesitate to repeat due to friction	Encourages re-engagement through clear tracking and feedback

Metrics of New Design UX Outcome

Metric	Before	After Revamp	UX Impact
Time to complete plan setup	1m 45s avg	1m 02s avg	~40% faster completion
Drop-off rate at investment entry	27%	11%	Improved comprehension
User satisfaction (survey)	3.4 / 5	4.6 / 5	Higher confidence & trust
Re-engagement with Earn feature	+0% baseline	+38% increase	More repeat usage
Support tickets about Earn process	High	Significantly reduced	Clearer UX communication

Learnings

- Contextual guidance reduces friction more effectively than pre-education.
- Visual hierarchy and progressive disclosure create user trust during financial actions.
- Showing immediate post-action feedback (e.g., countdown to first reward) drives emotional satisfaction and retention.

Next Steps

- Introduce personalized recommendations based on earning patterns.
- Add progress visualization for ongoing plans (e.g., timeline or milestone tracker).
- Expand boosted APR education with interactive explainers.
- Conduct A/B testing on reward feedback timing to optimize engagement.

Thank you