MYPROTEIN

Product Teardown

Writing a Review

MYPROTEIN

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What?

Renowned sports nutrition brand offering high-quality nutrition, supplements, and activewear to support fitness goals

Why?

"Empowering those who demand more!"
It's why MyProtein started. It's why MyProtein will never stop

How?

- High Quality Control and Quality Assurance
- Regular Innovation to develop new products
- Customer Engagement
- Global Reach

Product Line

- *Protein Powders* like Whey, Casein, Soy proteins
- *Supplements* like Amino Acids, Creatine, Pre-workouts
- Healthy *Snacks* like Protein bars, cookies, nut butter
- Wide range of *Apparel*

Awards & Recognition

2023

Myprotein is nominated for the International Best Licensed Product award again for the Jelly Belly collaboration

Myprotein wins Inspired Innovation Brand Licensing Product or Range award for collaboration with Jelly Belly

2022

Myprotein wins Most Exciting Partnership Award for partnership with Hotel Chocolat

2018

THG listed in Greater Manchester Ward Hadaway Fastest 50 growing companies

THG wins The Queen's Award for Enterprise

THG listed in Greater Manchester Ward Hadaway Fastest 50 growing companies

1M+
App Downloads

4.4
56K+ Reviews

14
Languages

2004
Launch Year

Competitors

MUSCLEBLAZE MB · ON · SCITRON · ULTIMATE NUTRITION · BIGMUSCLES NUTRITION

User Persona

User Journey Map & User Experience

Key Metrics

Age: 30 | Gym Trainer | New Delhi

Anuj Rawat is a gym trainer in New Delhi. He has been working in the fitness industry for over five years and is known for his ***strength training*** and ***nutrition coaching***. Anuj is committed to helping his clients achieve their fitness goals and optimize their performance through personalized training programs and nutritional guidance.

"I encounter challenges in identifying the optimal supplements for my clients with varying fitness objectives."

Goals

- ***Client Satisfaction***: Ultimate goal is to ensure his clients receive the best possible guidance on nutrition & strength training
- ***Reliability:*** Wants to ensure that the supplements he recommends are safe, effective, and of high quality
- ***Convenience***: Clients can buy the recommended products conveniently

Pain Points

- ***Limited Information***: Supplement companies only share the basic information, insufficient for making recommendations to the client
- ***Lack of Trust:*** The prevalence of counterfeit products in the market poses significant challenges in discerning which product to trust & recommend

Age: 43 | Product Manager | Noida

Shivam Garg is a Product Manager working for IndiaMart in Noida. He leads a busy lifestyle, often juggling multiple projects and deadlines. Despite his demanding job, Shivam is determined to prioritize his health and fitness goals, particularly his objective to lose weight and adopt a healthier lifestyle.

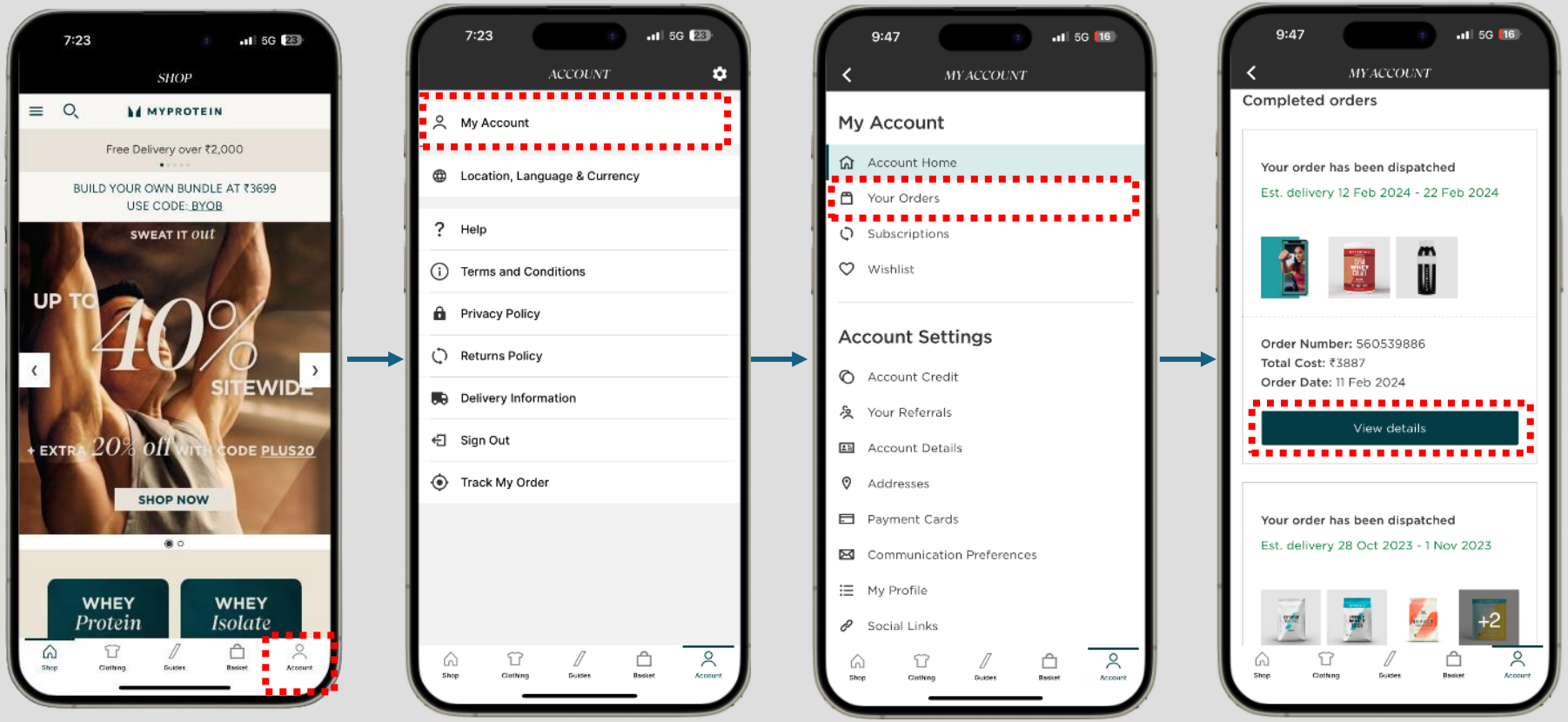
"Given my demanding schedule, protein supplements play a vital role; however, purchasing protein powder without reviews leaves me feeling insecure"

Goals

- ***Quick Weight Loss***: Primary goal is lose weight and achieve a healthier body weight through proper nutrition and exercise
- ***Good Supplements:*** Wants to ensure that the supplement products he is using are safe, effective, and of high quality
- ***Relevant Testimonies***: Wants to get surety from existing users that the product is good, easily mixable, and high-quality product

Pain Points

- ***Lack of Reviews***: Struggles to make informed decisions about weight loss products due to the absence of reliable reviews or recommendations, leading to uncertainty and hesitation in the choices
- ***Overwhelming Products:*** The abundance of weight loss products available in the market are overwhelming, making it difficult to determine which ones are truly effective & trustworthy



Step 1

Reaching Order History Page to Review

Cons

The user has to go through multiple screens before reaching the previously ordered product list

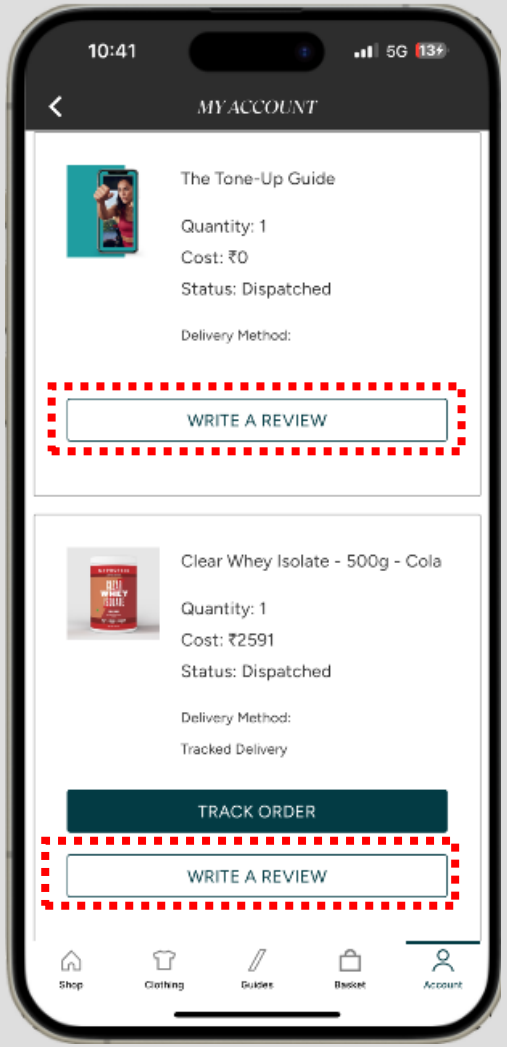
User Emotions

Confused and Irritated

Recommendation

Include 'Your Orders' directly in the second screen

This will result in decrease the number of steps for the user who want to share their reviews



Step 2

Choosing which Product to Review from the order history

Pros

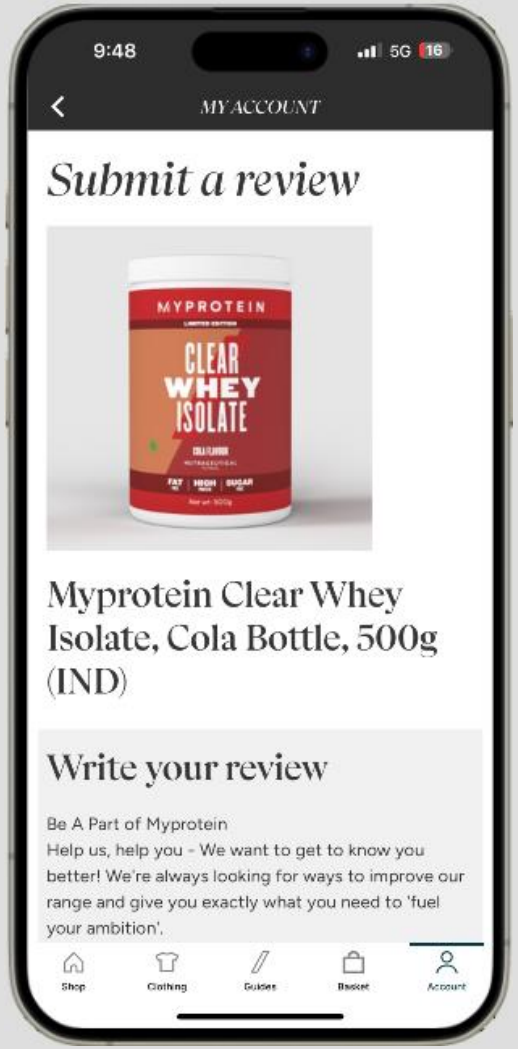
- Users can share reviews for all products individually, even after placing them in a single order
- Getting a nice and simple UI for writing reviews on any product of your choice

User Emotions

Happy & Excited

AHA Moment

Finally user sees the 'Write a Review' option in the app



Step 3

Landing on the 'Submit a Review' page

Cons

- The product description occupies an entire screen, obscuring the Review section entirely
- This may lead to confusion for the user, making it unclear whether they have arrived at the correct screen or not

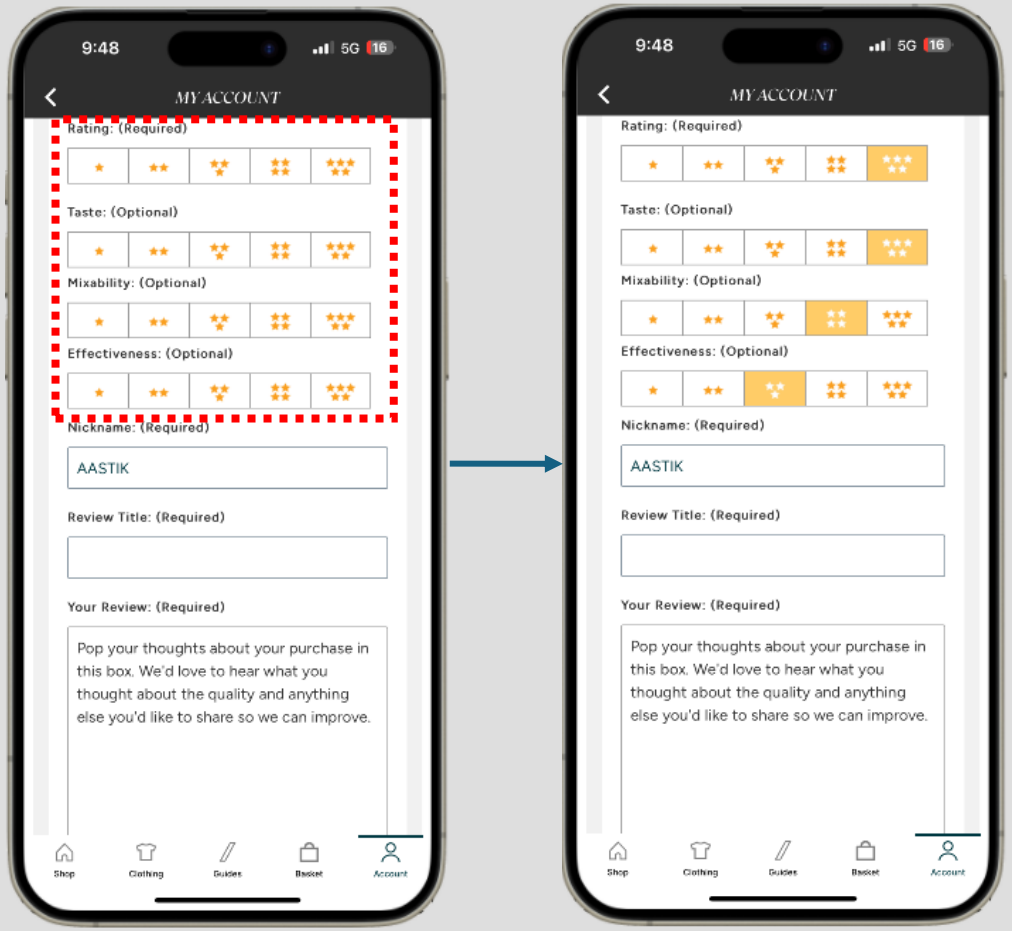
User Emotions

Irritated & Confused

Recommendation

Instead of description, kindly provide the Review screen directly

This will effectively encourage users to begin the process of writing ratings and reviews for the selected product



Step 4

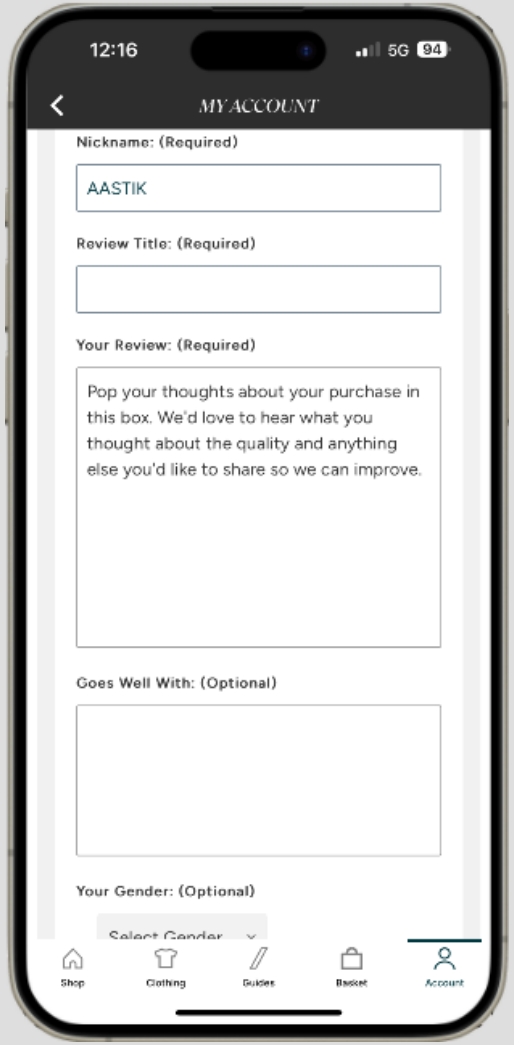
Scrolling the 'Submit a Review' page to reach the Rating section

Pros

- In addition to Overall Ratings, users have the opportunity to rate the product based on several parameters, including Taste, Mixability, and Effectiveness
- The additional ratings are optional

User Emotions

Happy & Satisfied



Step 5

Further Scrolling the 'Submit a Review' page to reach the Feedback section

Pros

- User's nickname automatically appears from your username, saving time by eliminating the need for unnecessary manual input of your name
- Additional optional text box where users can specify how they prefer to consume their protein, whether it's mixed with water, milk, or in shakes

Cons

The text suggestions appearing under the 'Your Review' box seem to be pre-filled reviews/texts, which may confuse the reviewer

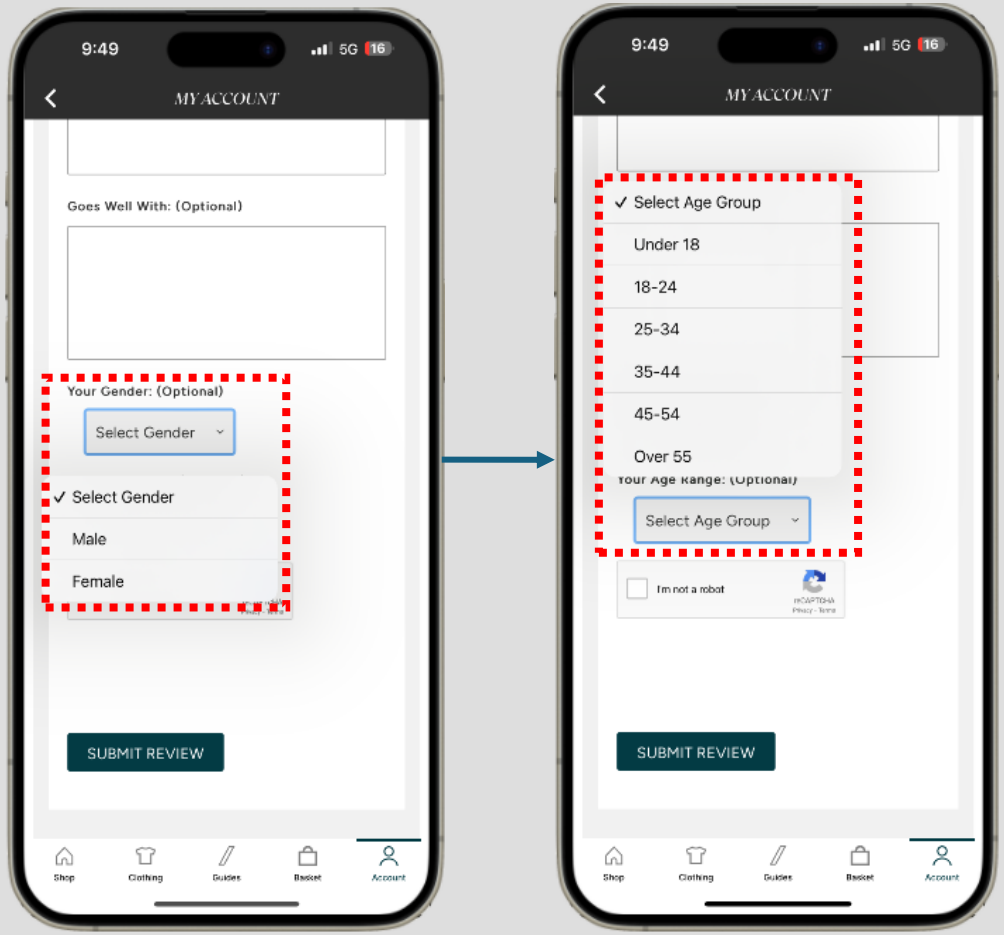
User Emotions

Happy & Satisfied

Recommendation

In 'Your Review' text section, either change the font of the text suggestion or condensing the text

This will effectively eliminate any potential confusion among the reviewer



Step 6

Asking for User's Gender and Age Group

Cons

Why is it asking for my age and gender again when I already provided this information while creating my user profile

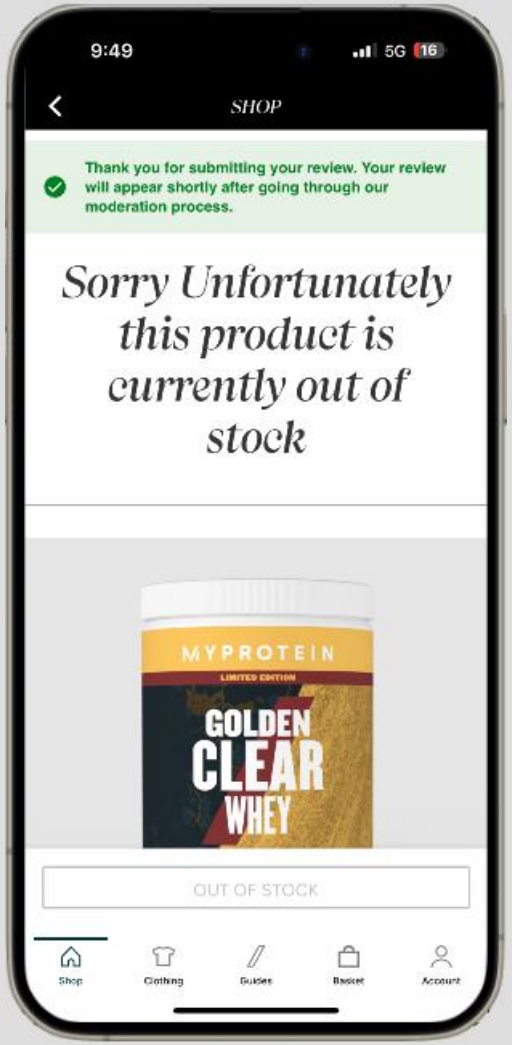
User Emotions

Highly Confused

Recommendation

Gender and Age Group shouldn't be asked again

This will save time for the reviewer, as asking for repetitive information can lead to a poor user experience



Step 7

Submitting the Review

Cons

- Reviewer doesn't see any WOW factor after completing the review writing process
- Despite looking for any product, the user is still getting 'Out of Stock' message for some random product

User Emotions

Irritated & Frustrated

Recommendation

The "thanks" messaging should be prominently displayed on the screen, with no other item or stock statuses mentioned.

This will increase the motivation of the Reviewers to review more orders in near future

Total # **Impressions** on the 'Write a Review' screen

Total # **Drop offs**

Total # of '***Reviews***'

L1 Metric
# of Impressions

L2 Metric
Drop offs / # Impressions

North-Star Metric
(Most Important Metric to track)

# of Reviewers
✖
Avg # of Reviews per Reviewer