

Personality Assessment // Subscription Cycle

Should you embrace or break the personalized subscription cycle?

Take our 10-minute quiz and find out.

TAKE THE QUIZ

[Or, view a different presentation](#)

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Welcome to the world of subscriptions.

Stitch Fix, started by Katrina Lake, started a massive commerce trend:

2011



Stitch Fix, a personalized fashion subscription box launched to 29 customers

- 2016



Subscription boxes (like Stitch Fix) averaged a 100% growth rate annually.

2018



Stitch Fix launched a Tinder-style in-app game called “Style Shuffle”

2019



Stitch Fix has 3.1 million active clients, 75% have played “Style Shuffle”



STITCH FIX



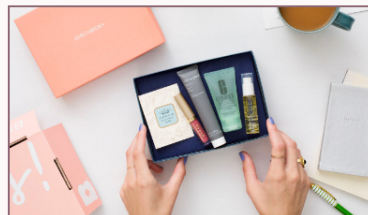
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Firstly, let's get to know the different subscription service types

There are three main types of personalized subscription services:



Curation



Replenishment



Access

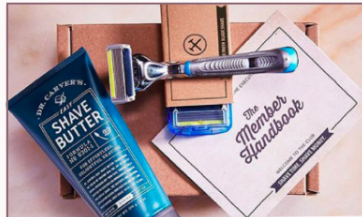
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Firstly, let's get to know the different subscription service types

Curation is the most popular of the three.



Curation



Replenishment



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Curated Subscriptions are Trending in the United States

The average personalized subscription box consumer is:



- ☒ 25-44 Years Old
- ☒ Income levels between \$50,000-\$100,00
- ☒ Live in urban environments (especially in the Northeast)
- ☒ 60% identify as female
- ☒ 15% of online shoppers
- ☐ Enjoy signing up for new subscriptions

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If not because we enjoy subscribing... why do we subscribe?

Consumers are drawn to product subscriptions for two reasons:

Novelty Seeking: The Brain

Two small areas in the brain: substantial nigra and ventral segmental area (SB/VTa), are responsible for feelings of reward/pleasure seeking. The SB/VTa is activated when consumers receive new, especially personalized items in the mail.

Overwhelming Choices

With the extensively of online shopping options, people are bombarded by choices. Guaranteeing to narrow down choices for consumers provides relief from this. Consumes are concerned they will purchase the wrong product and have to return it.

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The power of personalization

Personalization makes the subscription worth the effort,
and is 4x more likely to result in a purchase



Self- Serving Bias

People like to read and share things
that make them look good.

You're Great

See why in your results



Connection

It feels like a specialist cares about
you and will find just the right
product for you

I'll Help You

The modern stylist experience



The Potential Self

By sharing your unmet wants and
needs, you have the expectation this
product will meet them.

Become Your Best

It will be worth the cost

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Who do you want to be?

Signs are prevelant throughout the assessment:

In each question

In your results

Lifestyle/personality (you are a __)

Specific recommendations (you need __)

A customization (we'll tailor ____ for you)

▼

In your prompt to purchase

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Why we get attached to our profile

You are customizing and getting more attached throughout the assessment:

- ☒ Your preferences in your quiz answers
- ☒ Seeing your potential in the quiz questions
- ☒ The opportunity to try something new / return for free
- ☒ Your time spent answering the quiz
- ☐ The answers you don't select- who you're not

What is your current skin concern?



☐ Acne

☐ Large pores

☐ Flakiness

☐ Anti-aging

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How Values Feed the Cycle

Sharing results and products on social media encourages more people to take the assessment



Social

Something you can discuss + compare with others
Something to gain social status



Cultural

Something that gives you access to a group of fellow subscribers
Something that makes you stand out within the group

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How do we address this as designers?

You’re all done with the Assessment Overview! As a designer will you embrace the trend?

Personalized Subscription Service

PROS

- Accessible
- Potentially less waste
- Less stressful

CONS

- Quality?
- Fast Fashion Cycle
- Data Privacy

Decline

Subscribe

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Thanks for Subscribing!

If we do embrace the trend, how do we make the assessments usable?

- ☒ Only include necessary questions
- ☒ Shorten your questions and answer options
- ☒ Ask specific questions instead of vague generalizations
- ☒ Images are easier to interpret and result in more useful data
- ☒ Use the rapid-fire thumbs up, thumbs down method for quick narrowing down

View Recipe

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