

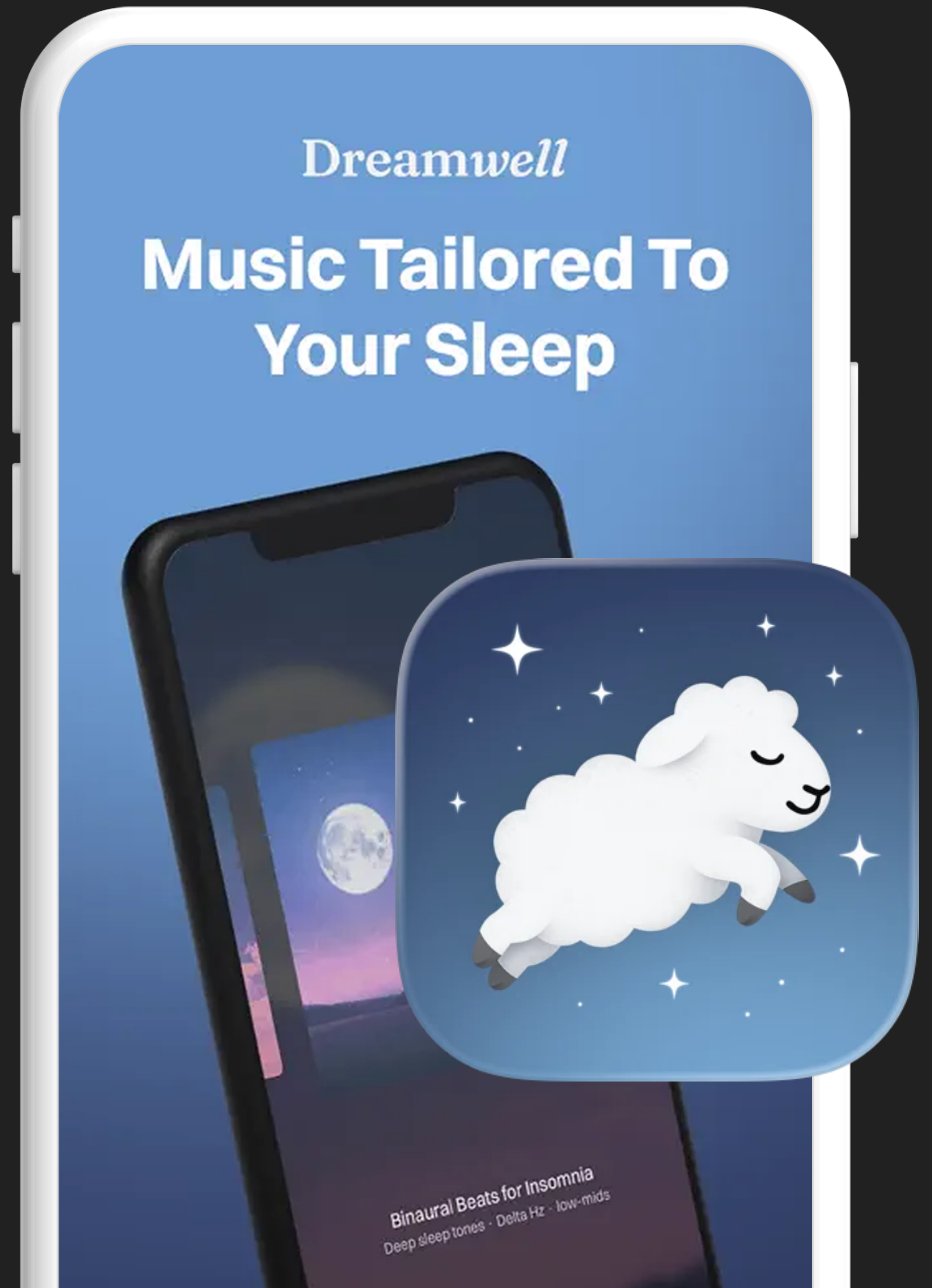
Dreamwell iOS App

UX & Product Teardown

June 2026

REVIEW SCOPE

Home Screen
Onboarding Screen
Player Screen
Paywall Screen
First User Experience / Onboarding Flow



Client Request

The Brief

Dreamwell is a music-focused sleep app launched in March 2026.

The team would like the experience to feel

- More distinctive
- More emotionally resonant
- More premium on iPhone

While maintaining

- Clarity
- Ease of use
- Accessibility
- Existing product stability

The request was to review the following areas of the experience

- Home Screen
- Onboarding Screen
- Player Screen
- Paywall Screen
- Overall Onboarding Flow

Additionally, the team requested a lightweight concept exploration for a potential Version 1.1 improvement.

Business Problem

Dreamwell has successfully launched its initial product experience, but there is an opportunity to strengthen both perceived value and emotional connection throughout the user journey.

The challenge is balancing two competing objectives:

- 1) Making the experience feel more premium, memorable, and differentiated.
- 2) Avoiding unnecessary disruption to user behaviors that may already be forming.

The review focuses on identifying low-risk, high-impact opportunities that can improve user experience while preserving product stability.

The Audit

Assumptions & Constraints

This review was conducted without access to:

- Product analytics
- User research
- Session recordings
- A/B testing results
- Stakeholder KPI targets

As a result, recommendations are based on:

- UX best practices
- Product design heuristics
- Conversion optimization principles
- Behavioral design patterns
- Mobile subscription product experience

Where appropriate, recommendations prioritize low-risk improvements and identify additional information required before making larger product decisions.

Goal of this Review

Evaluate Dreamwell's V1 experience and identify opportunities to improve:

- Emotional resonance
- UX clarity
- Product flow efficiency
- Monetization timing
- Perceived product quality

The objective is to identify meaningful Version 1.1 improvements without introducing unnecessary risk to existing user behavior.

Product Principles

Dreamwell exists within a highly emotional product category.

Unlike productivity or utility apps, sleep products are designed to operate in a low-energy, low-attention environment where emotional tone matters as much as functionality.

Emotional Layer

Create a calm, intentional, premium experience.

Behavioral Layer

Reduce friction between app launch and first successful sleep session.

Commercial Layer

Introduce monetization after users understand and experience value.

Main User Flow

Current Issues

At the moment users are being asked to subscribe before they have:

- Understood the product
- Experienced its value
- Invested meaningful time
- Formed any emotional connection

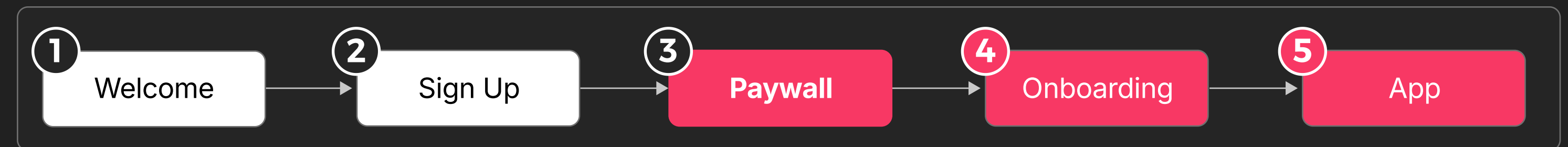
As a result, the request for payment occurs before sufficient trust has been established.

Flow Changes

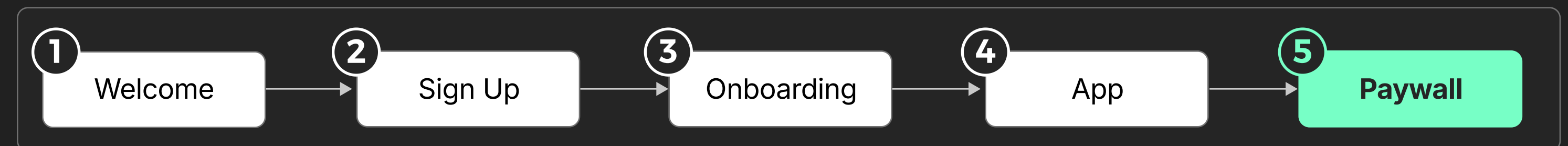
By introducing the Paywall later in the experience, this creates a stronger foundation for conversion.

- Reduced onboarding abandonment
- Faster time to first successful session
- Increased Day 1 and Day 7 retention

Before



After



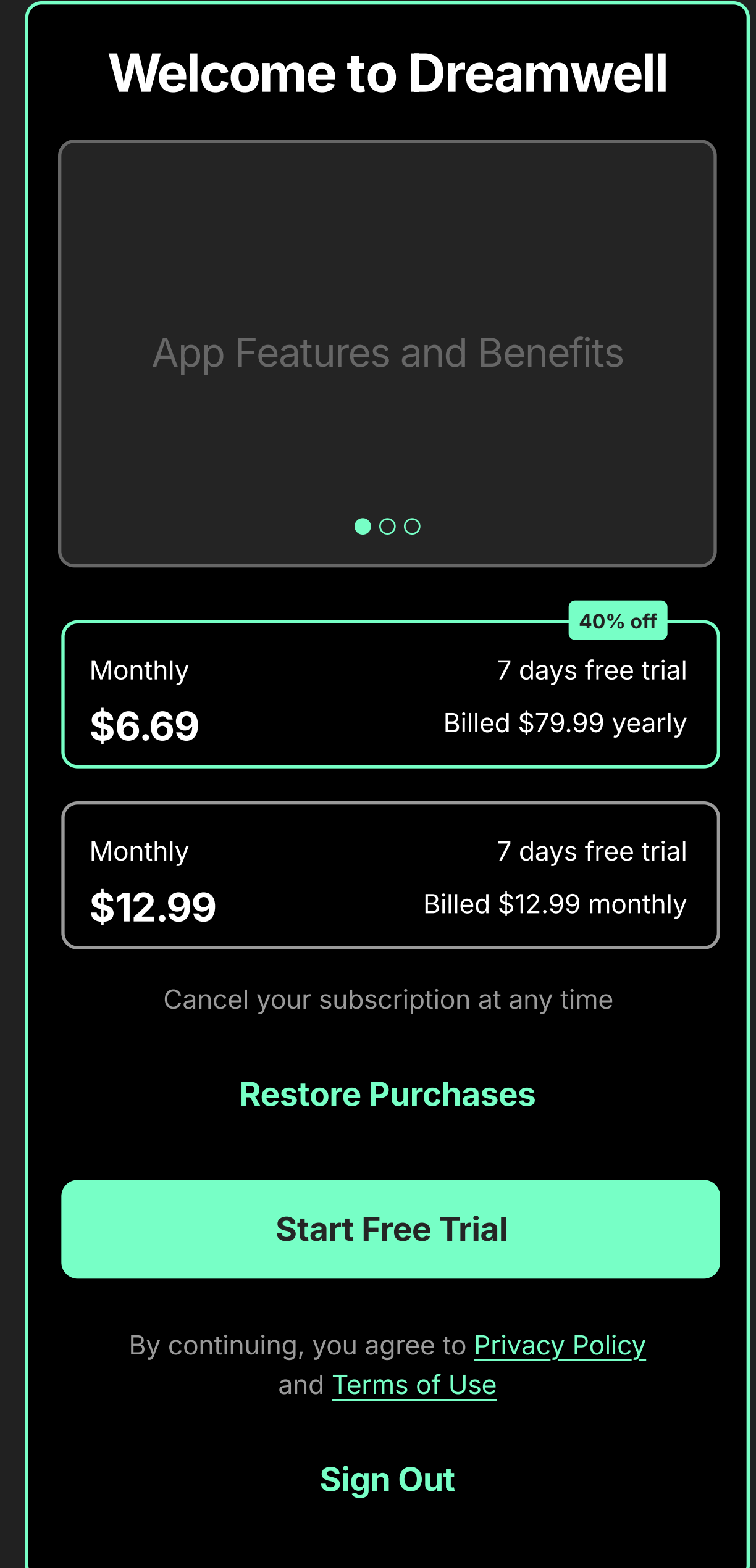
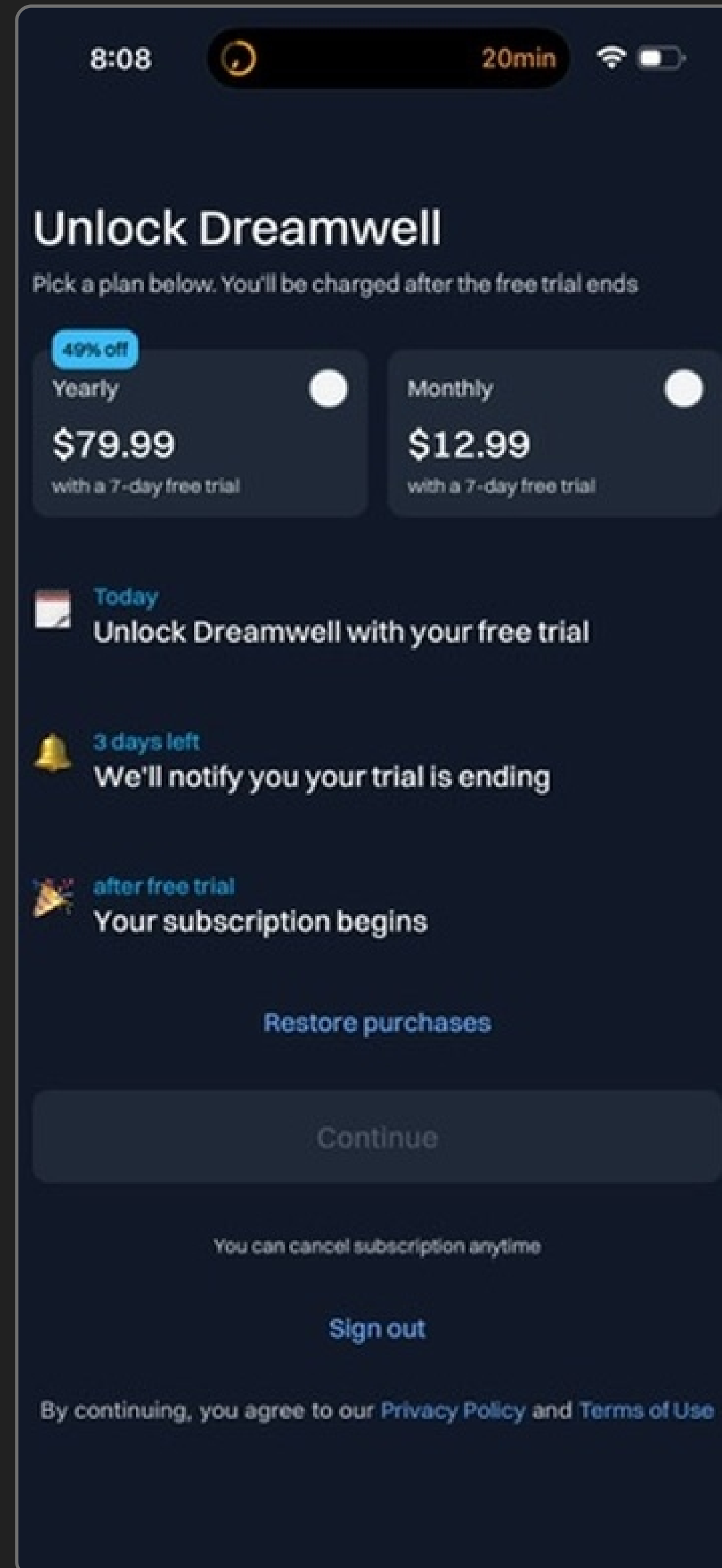
Paywall

Recommendation

Of the four areas reviewed, the Paywall represents the greatest opportunity for improvement.

However, I would focus not only on the screen itself, but also on where it appears in the user journey.

For the purpose of this exercise, I am limiting recommendations to the Paywall experience itself.



Paywall

Screen-Level Improvements

Benefits Carousel

Introduce a swipeable carousel highlighting app features

- Better sleep quality
- Personalized music experiences
- Premium content access

This helps communicate value before asking users to subscribe.

Subscription Hierarchy

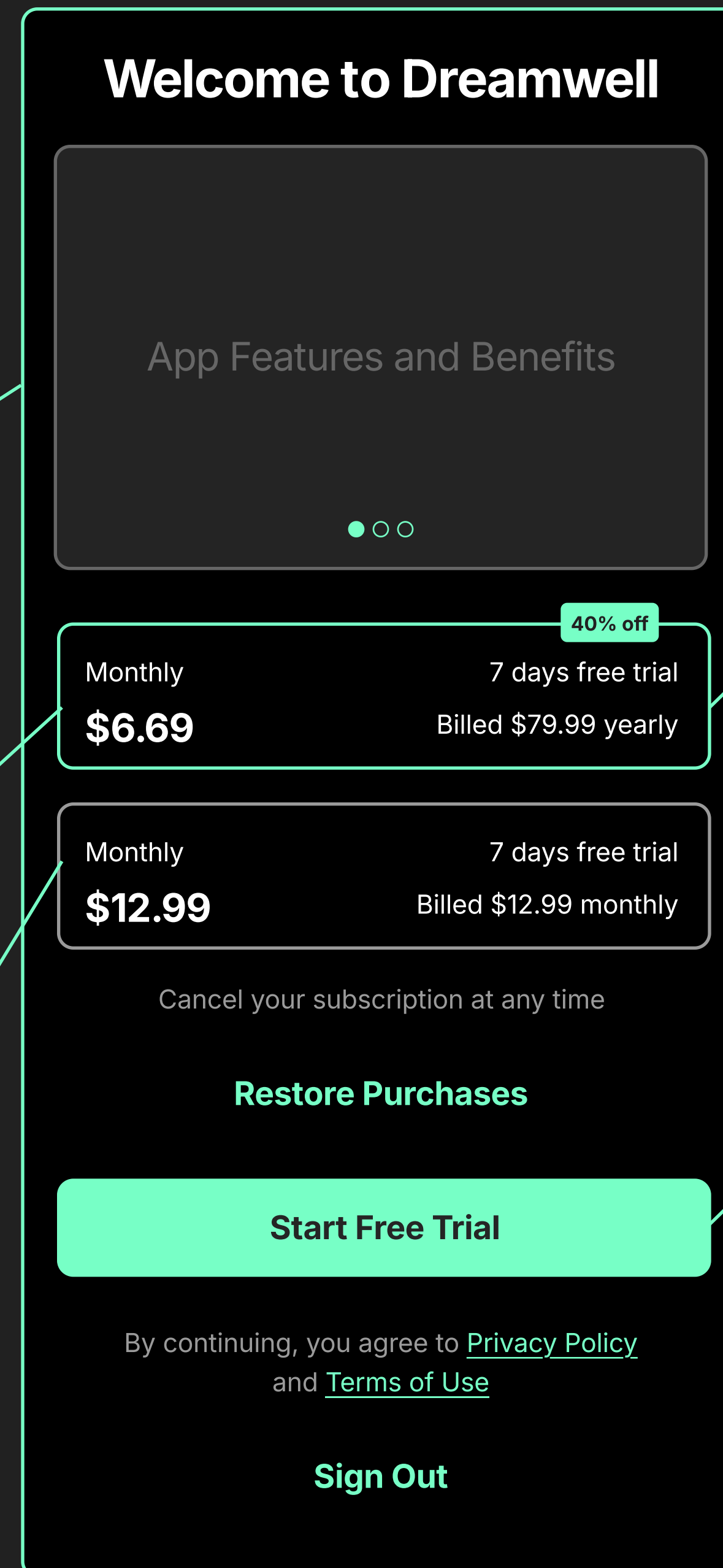
Pre-select the Monthly option.

Reducing decision-making friction can improve conversion and simplify the purchase process.

Plan Positioning

Move the Yearly plan to the top.

This aligns with natural reading patterns and makes annual savings easier to compare.



Additional Improvements

Value Communication

Display annual savings more clearly.

Users should immediately understand the value of committing to a yearly subscription.

CTA Refinement

Replace generic subscription language with:

“Start Free Trial”

The native iOS subscription flow already explains billing timing, making this CTA feel less intimidating and more action-oriented.

How I Would Measure Success

- Increased trial starts
- Higher subscription conversion rates
- Reduced abandonment at the paywall

Home

Recommendation

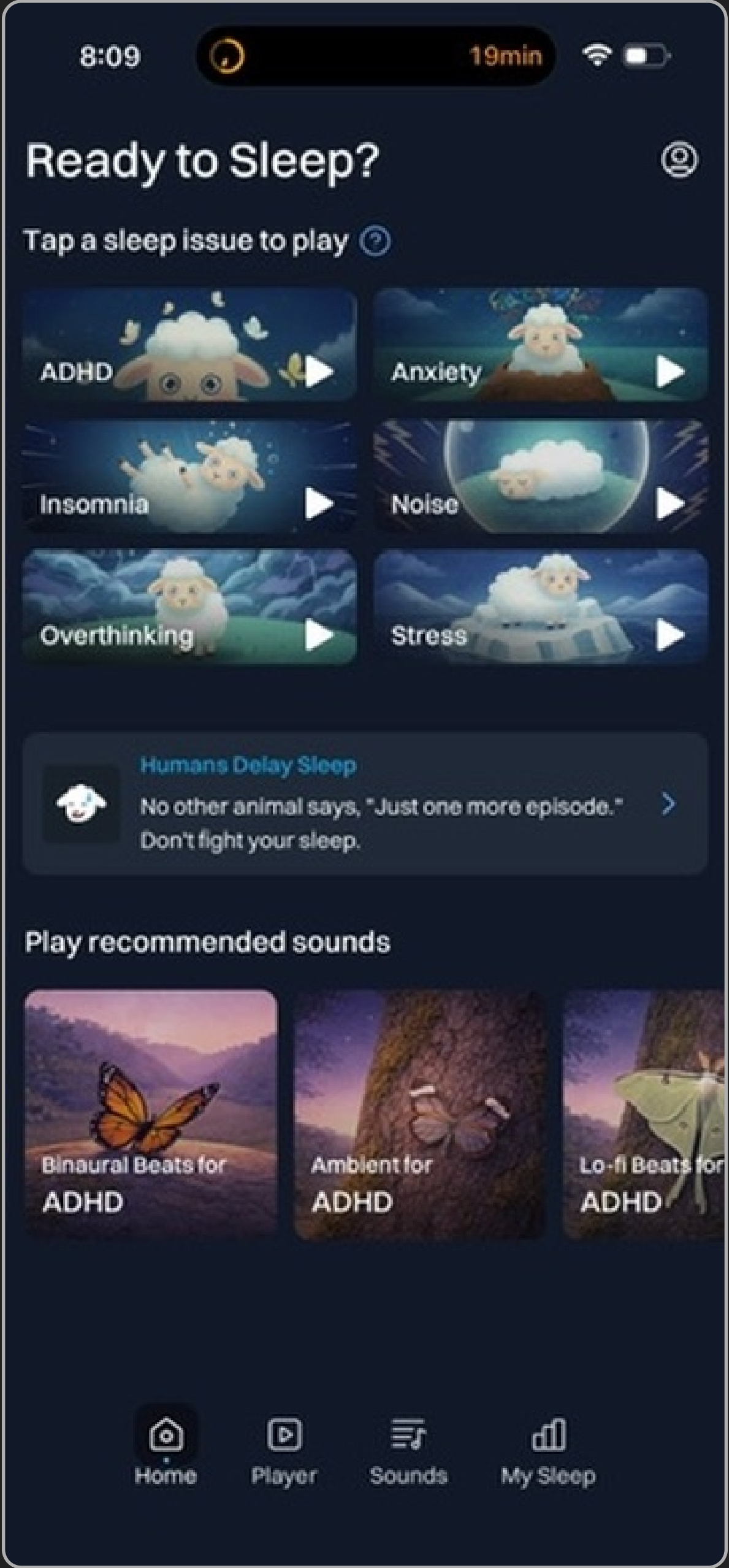
At this stage, I would not recommend making structural changes to the Home Screen.

Dreamwell launched in March 2026, which means the current experience is still establishing user habits and behavioral patterns. While there are undoubtedly opportunities for improvement, changing navigation, content hierarchy, or core interactions before understanding how users are currently engaging with the experience introduces unnecessary risk.

For any product that has already launched, Version 1 should be treated as a baseline rather than a final solution. Users often adapt to experiences that may not be perfect, and premature optimization can create more friction than it removes.

Why I Would Not Make Changes Yet

The current Home Screen appears functional and does not present obvious blockers that would prevent users from starting a sleep session.



Next Steps

Without understanding

- How users navigate the experience
- Which content is most frequently accessed
- Where users drop off
- What users expect when opening the app

Any redesign would be based primarily on assumptions rather than evidence.

What I Would Need Before Making Changes

Before proposing a Version 1.1 Home Screen, I would want to understand:

- Current engagement patterns
- Session entry behavior
- Most-used content and features
- User journeys from Home Screen to playback
- Stakeholder goals and desired KPI improvements

Additionally, I would want the ability to test changes safely through A/B testing or phased rollouts, with a rollback strategy if performance declines.

Onboarding

Recommendation

I would not recommend redesigning onboarding without first understanding how users are currently interacting with it.

Onboarding is often treated as an isolated feature, but in reality it is one of the most critical components of the First User Experience. Any changes made without behavioral context carry significant risk.

Why I Would Not Make Changes Yet

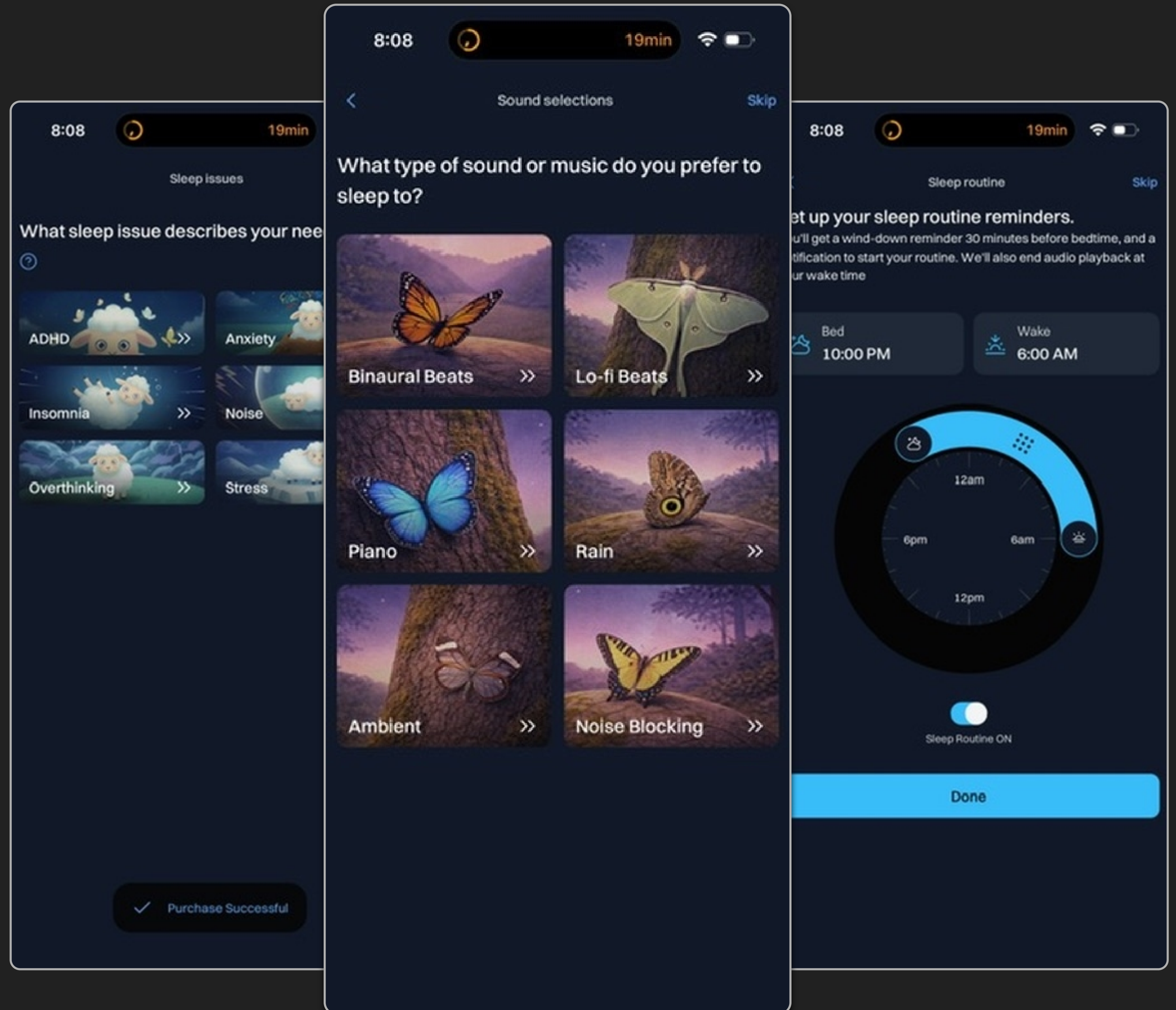
At this stage, there is insufficient evidence to determine whether onboarding is helping users or getting in their way.

Questions I would want answered include

- How many users complete onboarding?
- How many users skip onboarding?
- Which steps create friction?
- Does onboarding improve retention?

To make informed decisions, I would want visibility into

- Start versus completion rates
- Step-by-step drop-off rates
- Skip behavior
- Correlation between onboarding completion and retention



Player

Recommendation

I would not recommend major changes to the Player Screen at this stage.

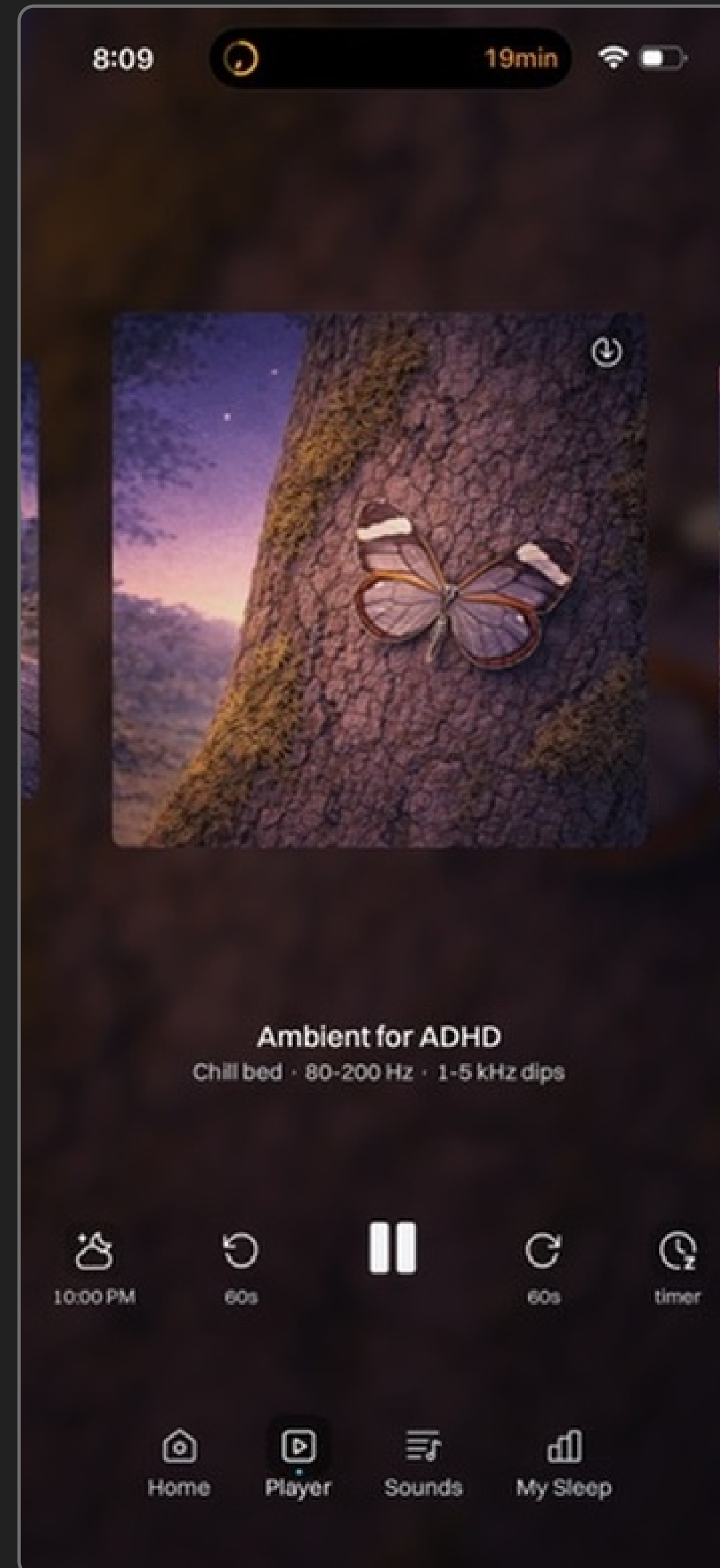
The Player Screen represents the core consumption experience of the product. Any changes made without understanding user behavior risk disrupting a feature that may already be performing well.

Why I Would Not Make Changes Yet

The current Player Screen appears functional and does not present obvious usability issues.

There are certainly opportunities to improve the experience, but understanding why users behave the way they do is more important than identifying visual improvements.

The goal should not be to redesign for the sake of redesigning.



Next Steps

Without understanding

Before proposing a Version 1.1 Player experience, I would want to understand:

- Session duration
- Most-used controls
- User engagement patterns
- Repeat usage behavior
- User feedback and sentiment

I would also recommend user interviews and surveys to identify emotional needs that are not currently being addressed.

How I Would Measure Success

- Longer listening sessions
- Increased repeat usage
- Improved user satisfaction

Priority Summary

1. Paywall

Highest impact, lowest implementation risk. This should be done ASAP.

2. Onboarding

Strong activation and retention opportunity, need to estimate the effort.

3. Player

Need baseline metrics, but tetention and emotional engagement improvements.

4. Home

Need baseline metrics, incremental quality and perception improvements.

Path to V1.1

Phase 1

Validate assumptions with analytics and user behavior.

Phase 2

Run controlled Paywall experiments.

Phase 3

Refine onboarding based on observed friction points.

Phase 4

Apply incremental Home and Player refinements.

Core Principle

Preserve stability in structure while improving clarity, emotional resonance, and timing throughout the experience.

Final Thought

The largest opportunity for Dreamwell is not visual redesign.

The largest opportunity is improving when and how users experience value.

By helping users achieve success before asking for commitment, Dreamwell can strengthen activation, retention, and conversion while preserving the stability of its current product foundation.

June 2026

Prepared by Kirill Teterine - iamkirill.com

Dreamwell iOS App

UX & Product Teardown



Prepared by Kirill Teterine

From the perspective of a Product Design Consultant and UX Strategist.

June 2026

<https://iamkirill.com/>