

Rayo Premium

A UX/UI CASE STUDY



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UX Scenario

Rayo, Bauer Media's all-in-one radio app, offers a wide variety of content but is currently facing challenges converting free users to Premium.

Many users enjoy the app but stop short of upgrading due to unclear value propositions, disruptive prompts, or a lack of compelling incentives.

The team needed a way to gently and effectively guide non-Premium users toward exploring and eventually subscribing to the Premium experience.

UX Solution

- Clearly communicate the value of Rayo Premium to non-Premium users.
- Deliver contextual and timely upgrade prompts without disrupting user experience.
- Increase the number of users trialing or subscribing to Premium through a frictionless and engaging experience.
- Ensure the upgrade journey feels native, helpful, and aligned with Rayo's tone and brand.

- Reduce user drop-off during the upgrade flow by 20%.
- Increase trial-to-subscription conversion rate by 15%.
- Improve user understanding of Premium benefits (measured through feedback or A/B testing).
- Create 2–3 contextual entry points in the app that prompt users to consider Premium at high-impact moments (e.g., hitting a locked station).

UX Objective

User Research

To understand the motivations and blockers behind upgrading, myself and the team conducted user interviews and analysed behavioural data from existing Rayo users. The research revealed three main insights:

- **Timing matters** – Users are more receptive to upgrade messaging when it's tied to an action (e.g., trying to access locked content).
- **Value must be obvious** – Many users didn't fully grasp what Premium offered or why it was worth paying for.
- **Intrusion kills curiosity** – Overly aggressive prompts led to frustration and disengagement.

These insights helped inform when and how we should introduce Premium messaging in a way that feels natural and useful—not pushy.

Competitor Analysis

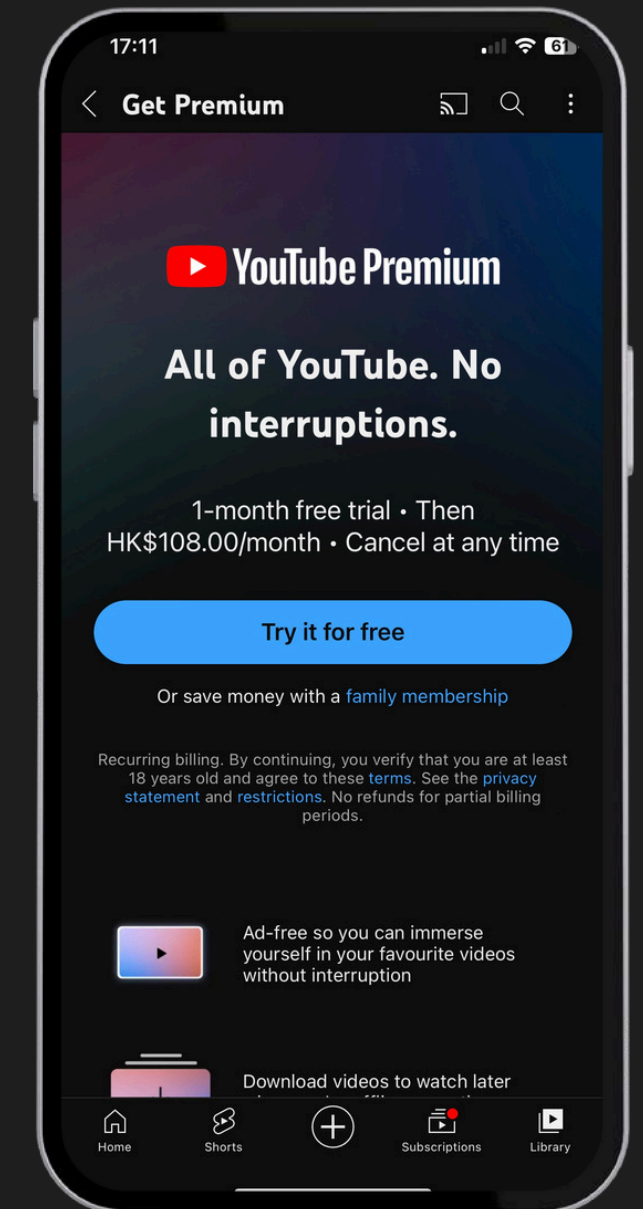


Understanding our competitors was crucial — it helped us identify gaps, uncover opportunities, and shape a more strategic, user-focused experience.

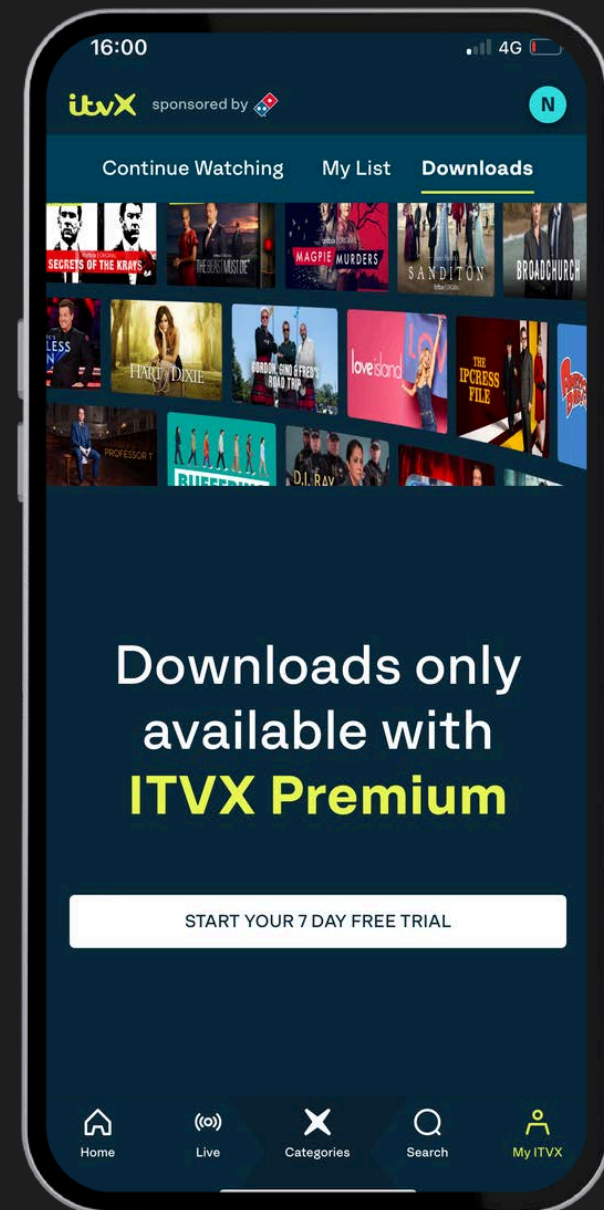
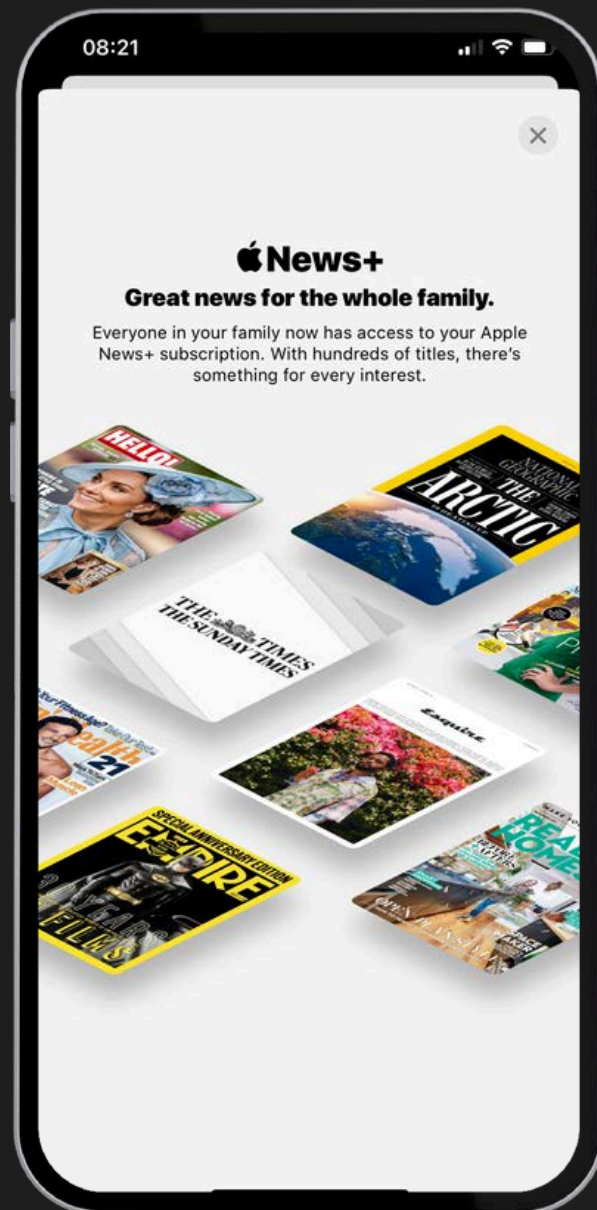
Competitor Analysis

I analysed upsell strategies from competitors like Spotify, Apple Music, Audible, and Deezer, focusing on:

- Prompt placement (e.g., post-listen, locked content, banner CTAs)
- Value messaging clarity
- Offer structures (free trials, time-limited discounts, subscription tiers)



Competitor Analysis



Key takeaway: Competitors with the highest upgrade conversion delivered value-rich, low-friction upgrade moments that felt like part of the experience—not interruptions.

Persona 1: Passive Listener Paul

Name: Paul Shoven

Age: 37 years old

Occupation: Logistics Coordinator

Income: £32,000/year

Location: Leeds, UK

About:

Paul uses the Rayo app during work hours to have background music while managing warehouse logistics. He's not tech-savvy and doesn't actively explore new content. He tends to ignore popups and avoids anything that feels like an upsell.

Goals:

- Keep music playing without having to manage it.
- Minimise distractions while working.

Frustrations:

- Doesn't like being interrupted by too many prompts.
- Finds feature descriptions confusing.
- Thinks Premium is "probably not worth it" because he doesn't know what it includes.

Motivators:



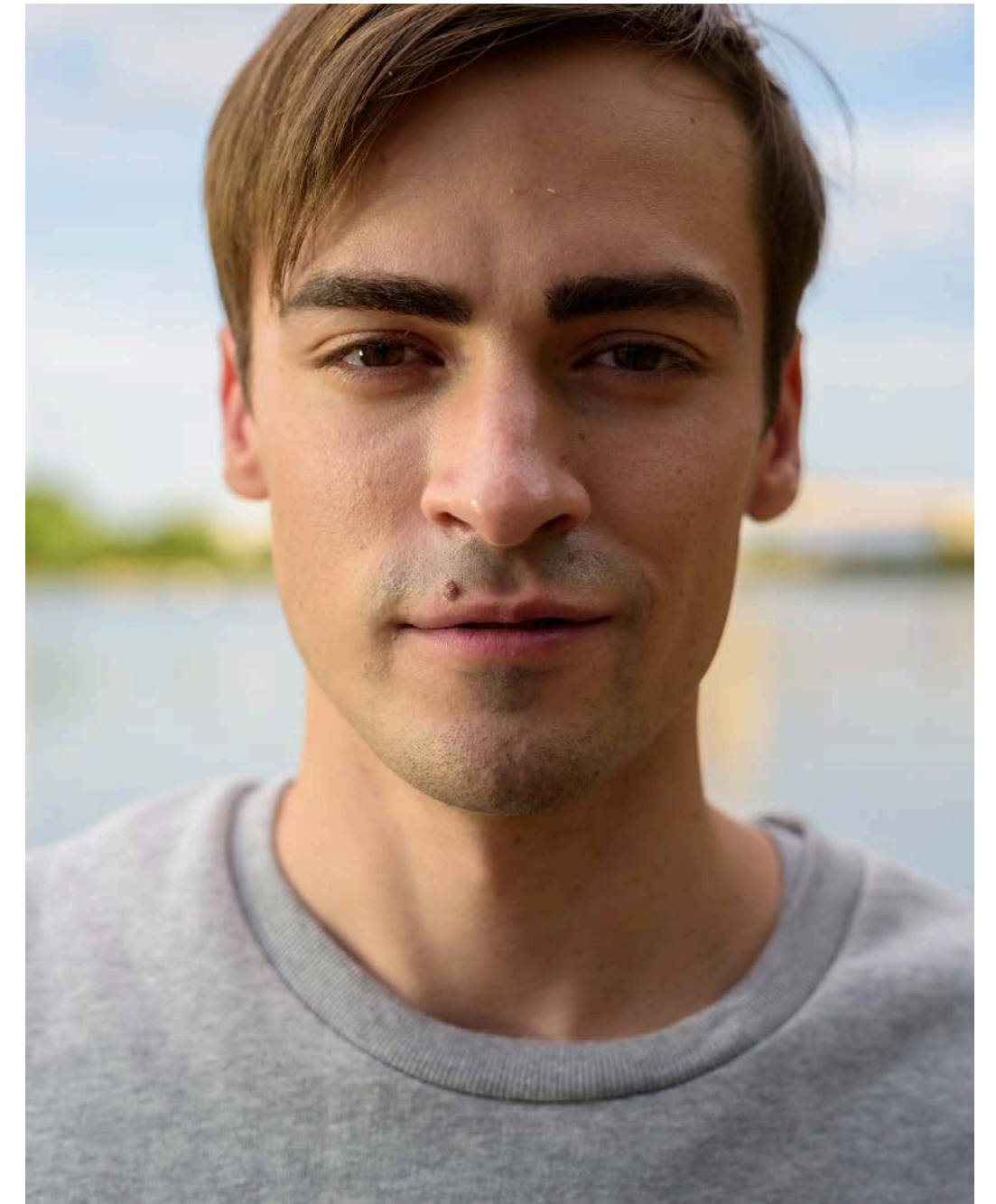
Accessibility



Ease of Use



App Reliability



Persona 2: Content Explorer Cara

Name: Cara Esteen

Age: 28 years old

Occupation: Freelance Writer

Income: £40,000/year

Location: Manchester, UK

About:

Cara is passionate about discovering niche stations, indie podcasts, and exclusive interviews. She listens during work, workouts, and on her commute. She's curious and tech-comfortable but careful with subscriptions.

Goals:

- Discover new, unique content.
- Access exclusive or early-release shows.

Frustrations:

- Finds locked content annoying and disjointing.
- Gets frustrated when Premium features aren't clearly explained.
- Wants to try before committing—free trials matter.

Motivators:



Accessibility



Ease of Use



App Reliability



Customer Journey

Stage	Touchpoint	Experience	Emotion	Opportunity
Discovery	Locked station or banner	Prompted about Premium	Curiosity	Contextual, enticing messaging
Consideration	Info screen about features	Reading benefits	Skepticism	Use relatable, clear value props
Decision	Choosing plan	Comparing offers	Hopeful	Reinforce savings, highlight trial
Conversion	Payment	Completing purchase	Relief	Smooth, fast UX with trust signals
Engagement	Listening ad-free	Experiencing value	Satisfaction	Welcome message, confirm upgrade value

I created a Customer Journey Map (CJM) to visualize the end-to-end experience of a non-Premium Rayo user, highlighting key moments of interaction, emotional responses, and opportunities for introducing upgrade prompts.

This helped identify the most impactful points in the journey to gently encourage users toward Premium without disrupting their listening experience.

User Story



"As a regular Rayo listener, I want to understand what I'll gain by upgrading to Premium, so I can decide if it's worth subscribing—without being bombarded by popups."

User Story



Scene 1

Paul tunes into his favorite radio show, excited to listen. His mood quickly sours as intrusive ads interrupt the experience.

Scene 2

Minutes tick by with ads still playing endlessly. Paul grows impatient, longing to return to his beloved show.

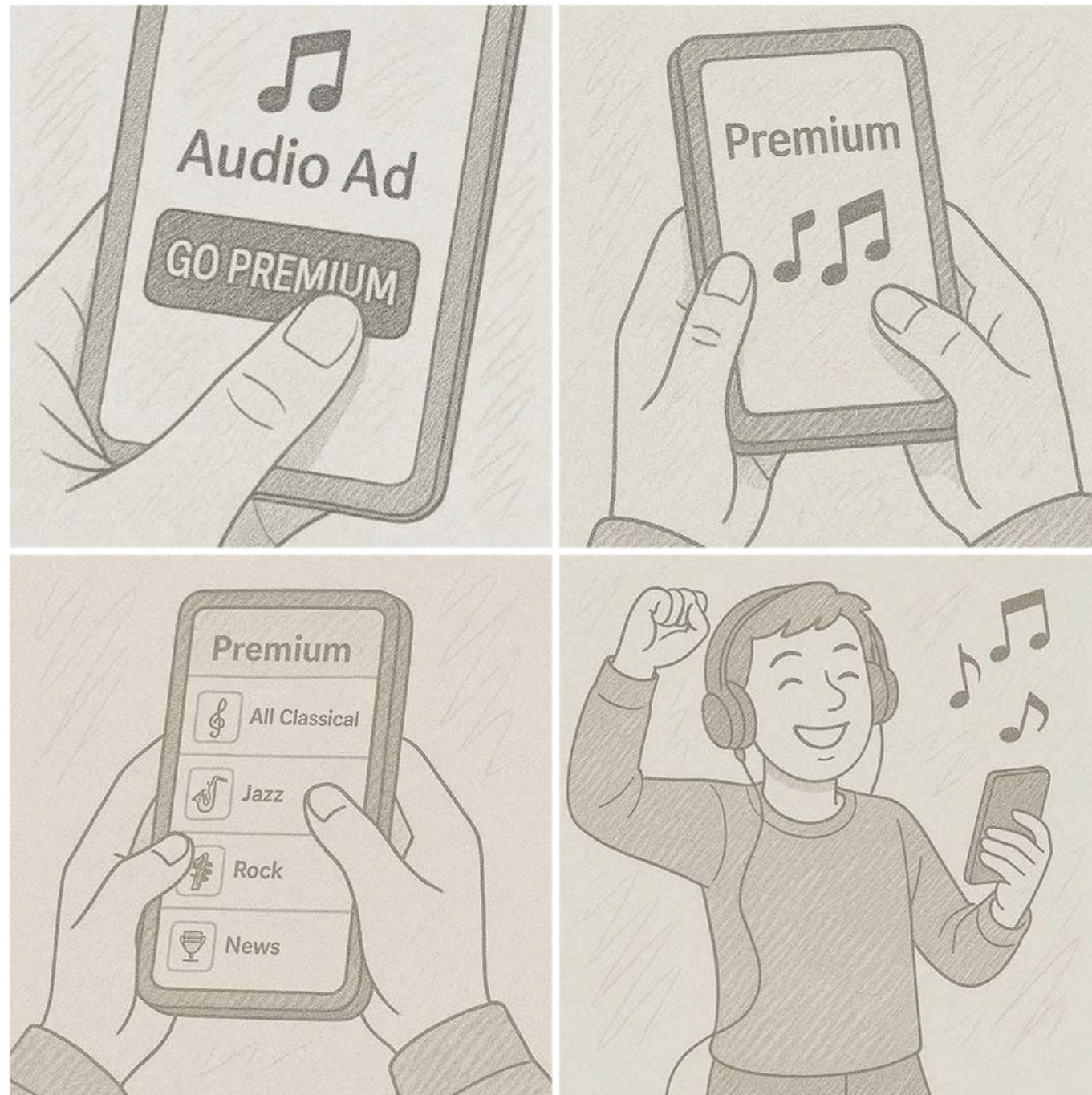
Scene 3

Bored and frustrated, Paul begins tapping around the app. He's just looking to kill time while waiting for the show to resume.

Scene 4

He spots a vibrant "Go Premium" banner within the app. It promises an ad-free experience and other exclusive perks.

User Story



Scene 5

Intrigued, Paul dives into the premium offer details. Convinced by the value, he decides to upgrade.

Scene 6

Right after signing up, Paul is greeted with a warm welcome. A "Welcome to Premium" screen celebrates his new status.

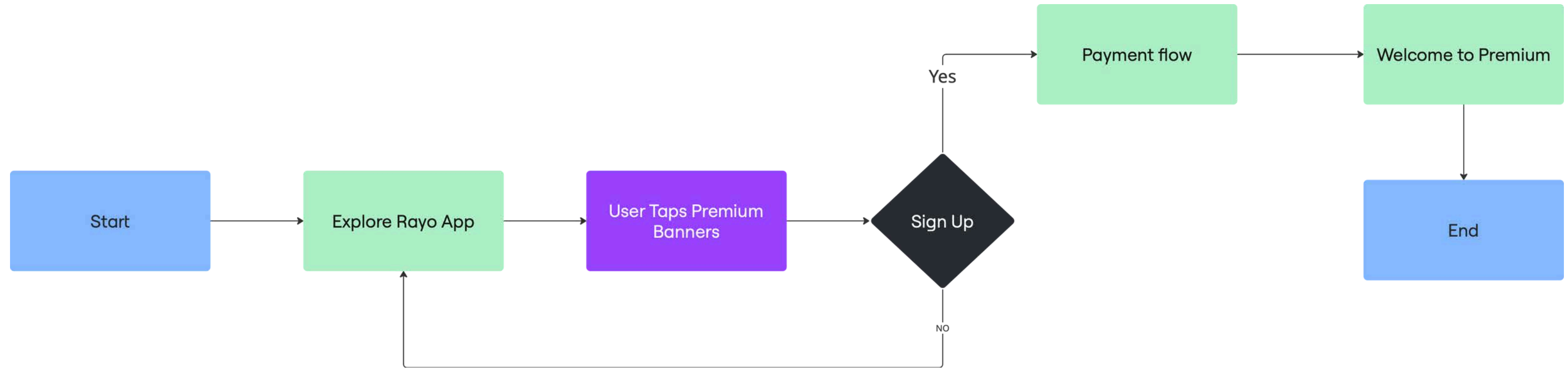
Scene 7

Now a premium user, Paul is blown away by the features. Ad-free listening and bonus content make it feel worth it.

Scene 8

Paul relaxes as his favorite show plays uninterrupted. He smiles, enjoying the seamless premium experience.

User Flows



The user flow that I constructed illustrates the main points that a user would navigate through when interacting with the DressMe App. The flow goes from initial registration all the way to making payment and leaving feedback.

Color Palette & Typography

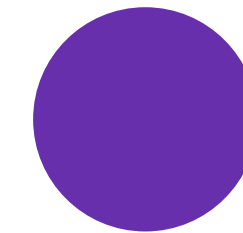
1 Typography

For fonts, we use Rayo custom font Malbry as the primary font then SF Pro Display as the secondary font.

Malbry

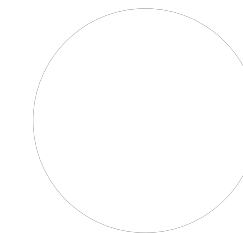
2 Color Palette

For color palette, I decided to go for a combination of warm and cool colors.



#682FAD

Primary Color

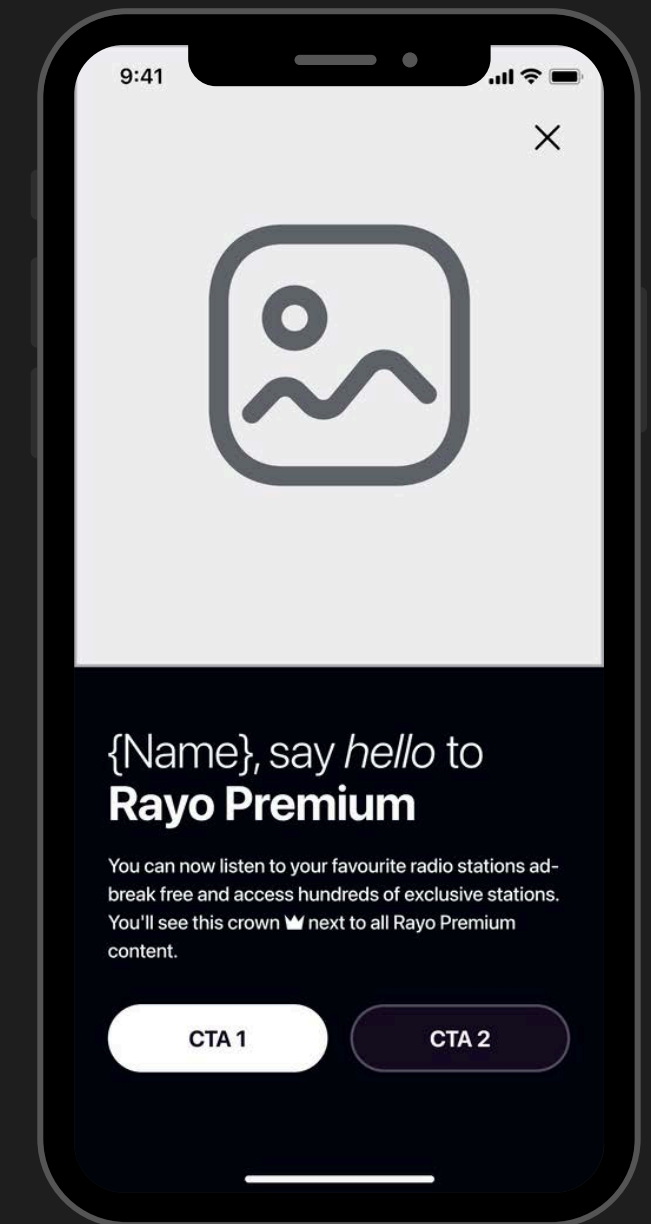
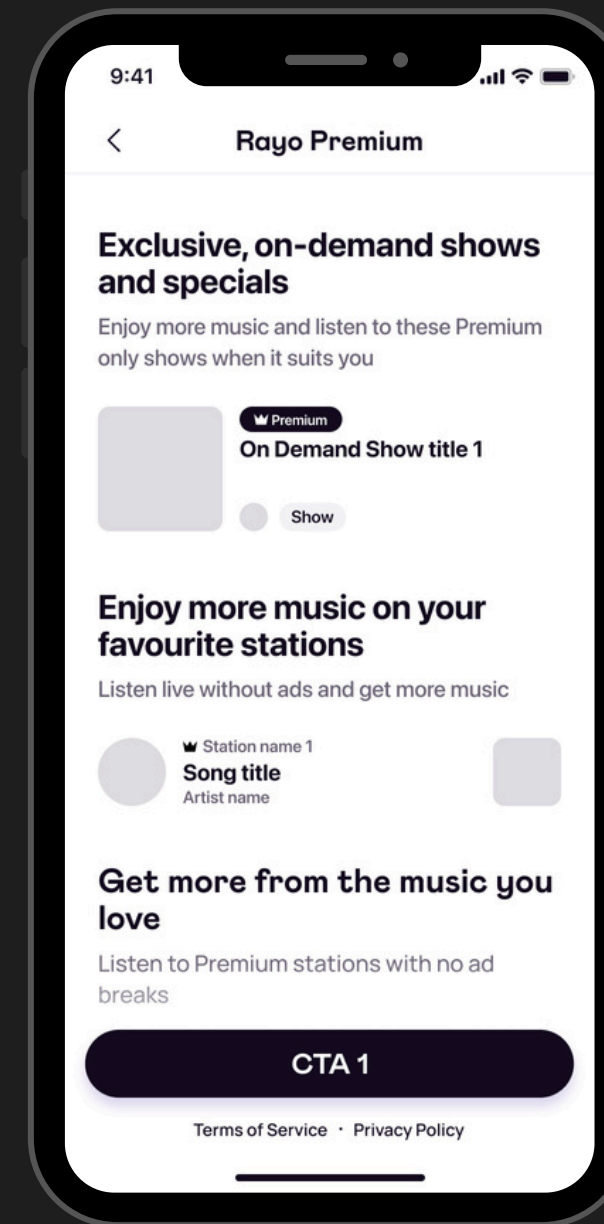
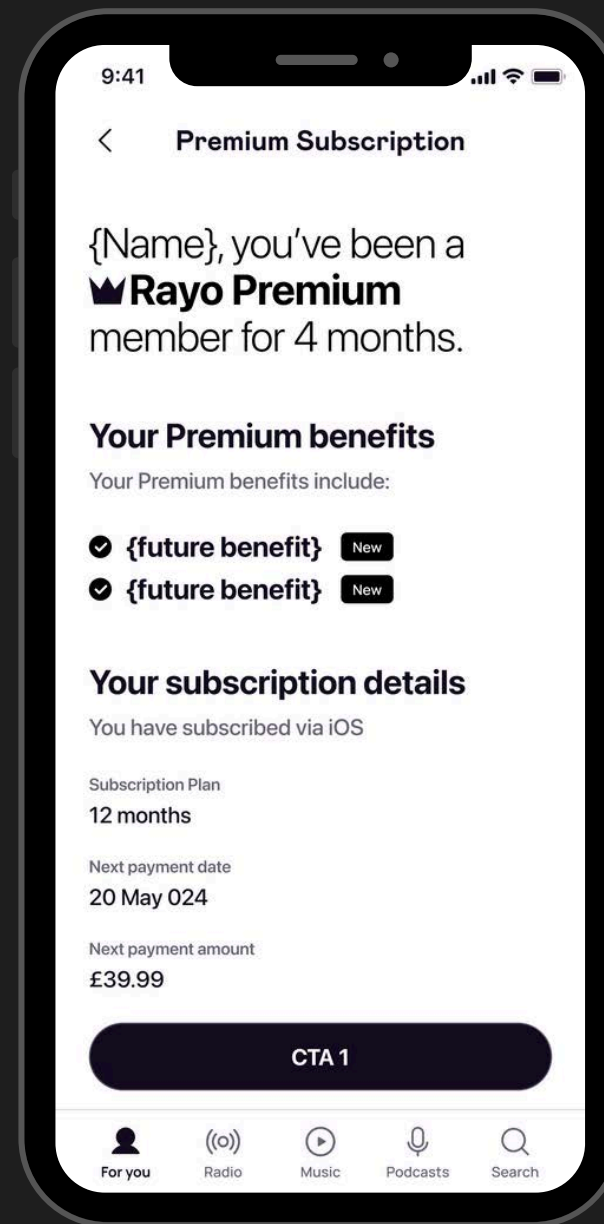
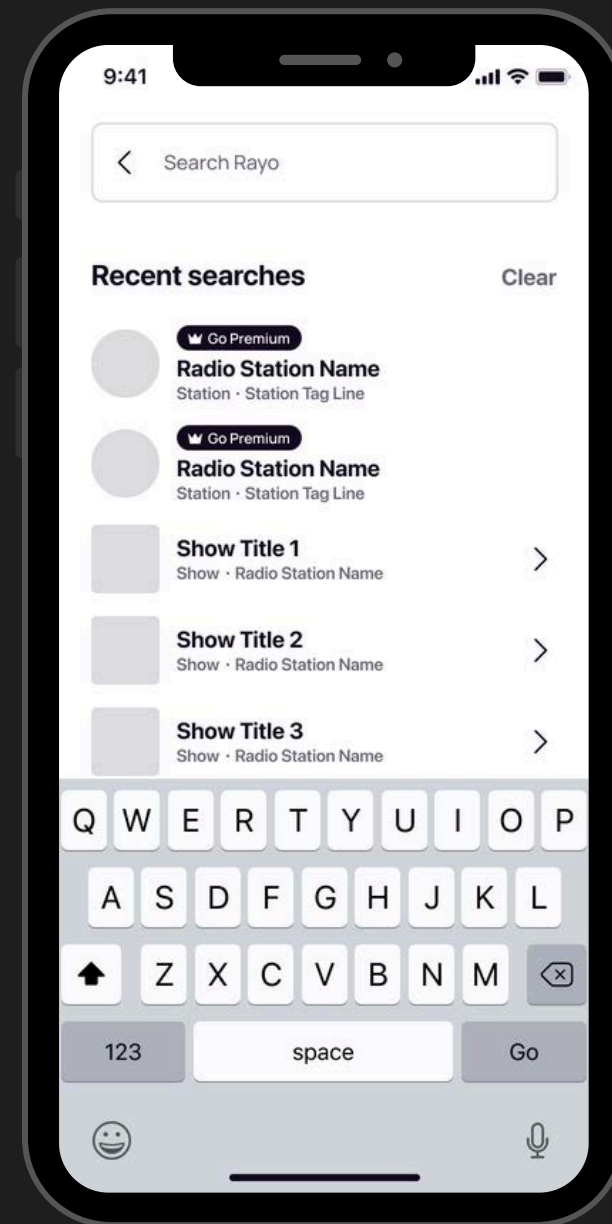
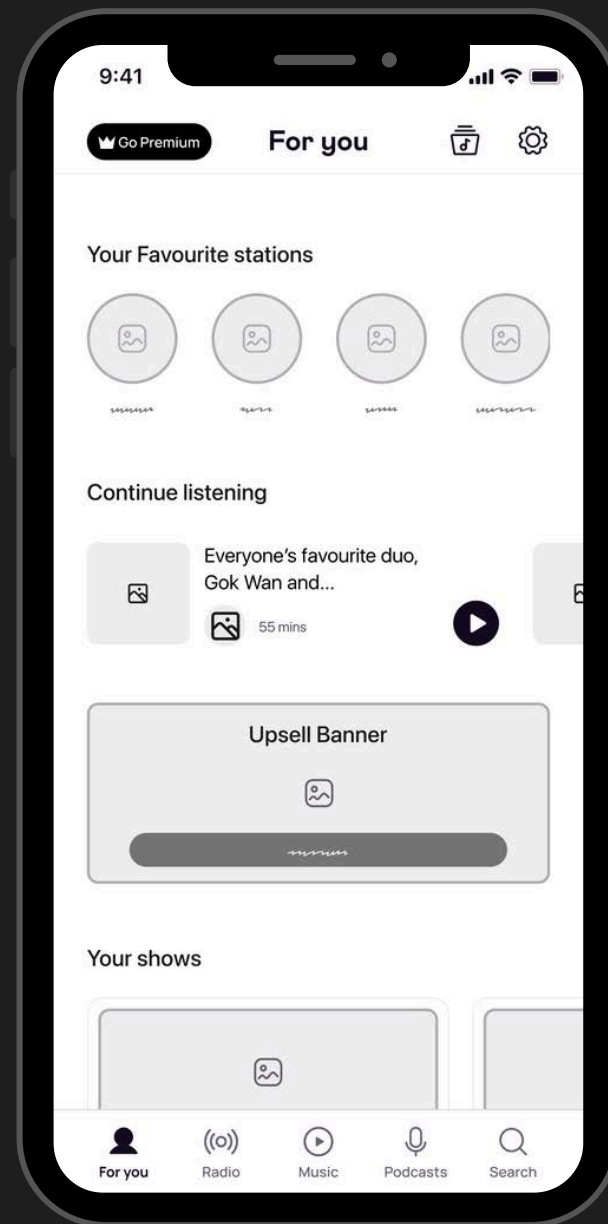


#FFFFFF

Secondary Color

UI mock-ups

Low Fidelity



Usability Testing

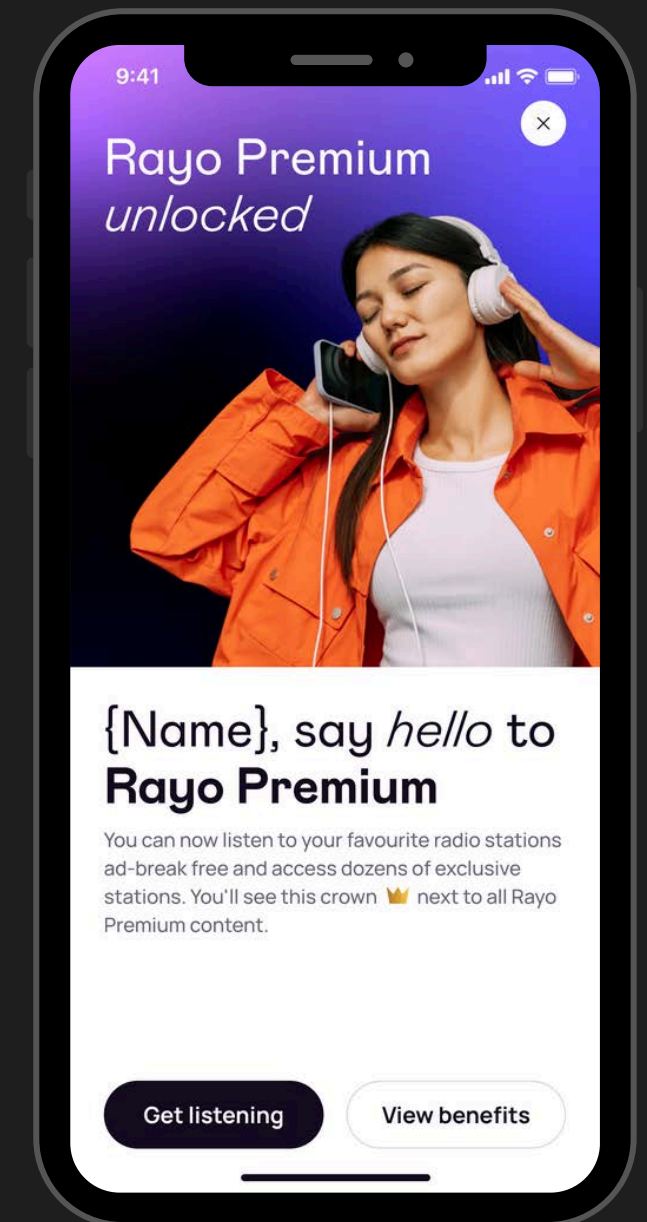
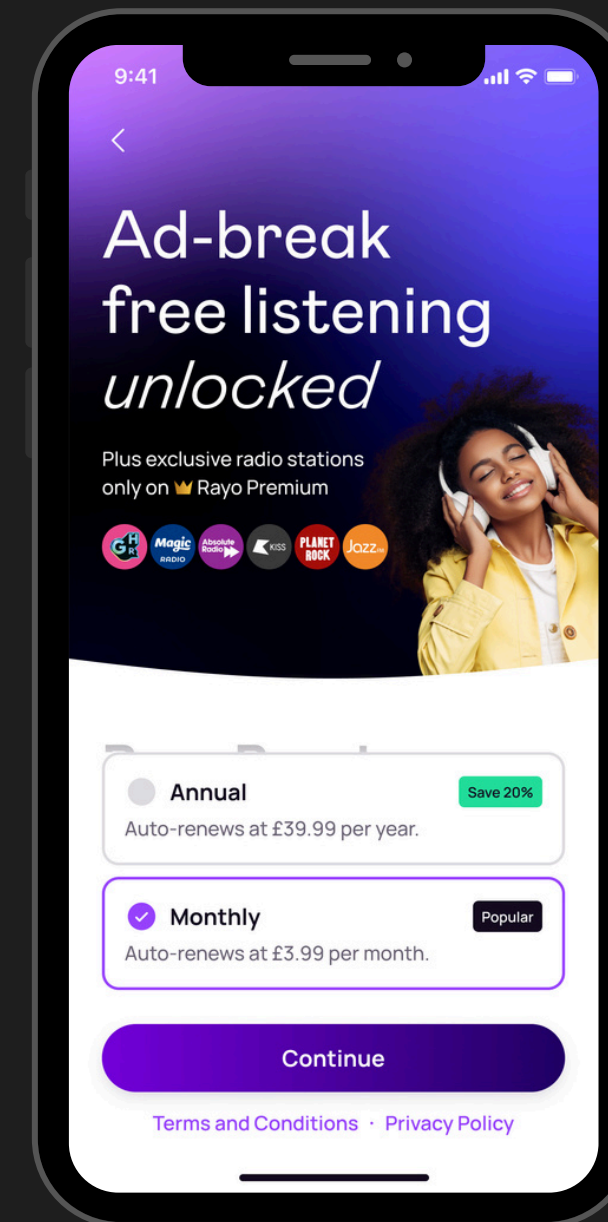
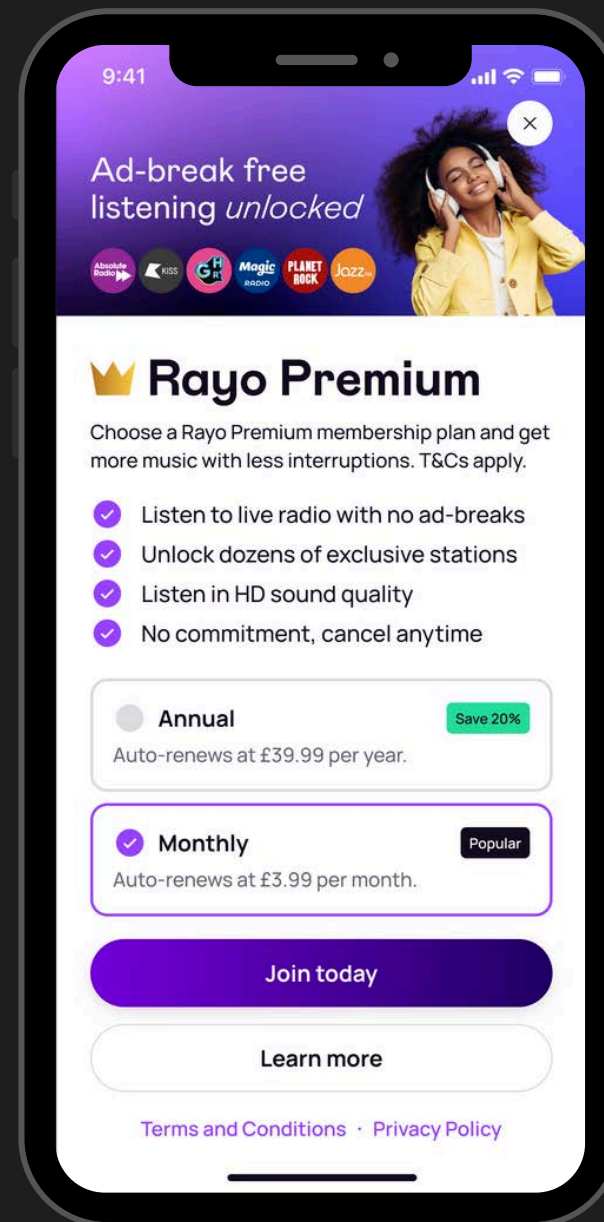
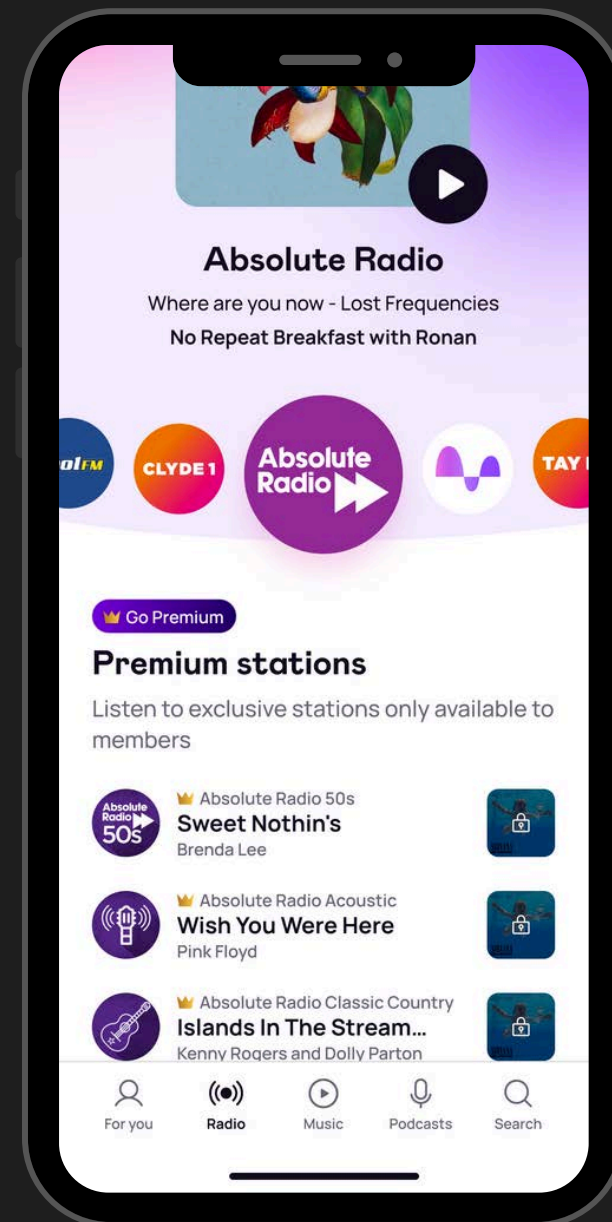
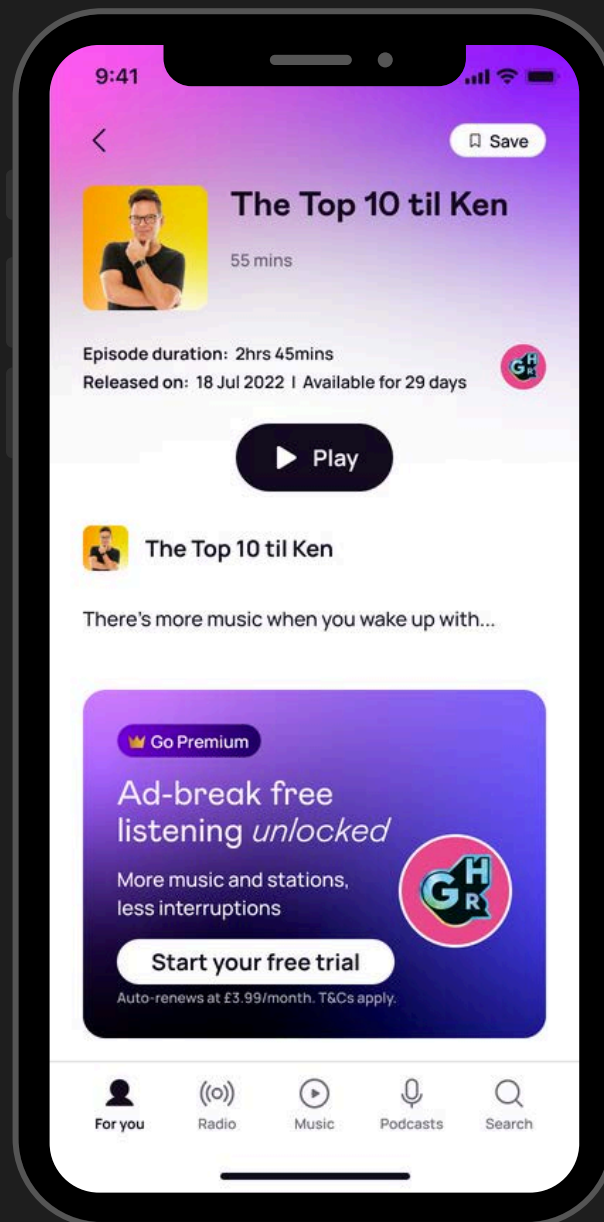
To validate and refine the Premium upgrade flow, I conducted rapid guerilla testing on both iPhone and Android devices. Testing in a natural, device-specific context helped surface real-world usability challenges that might not emerge in a lab setting.

Participants were guided through key upgrade touchpoints—from encountering a locked station to completing the subscription process. I focused on identifying friction points, moments of confusion, and opportunities to improve clarity and flow.

Feedback directly informed design iterations, particularly around value messaging, CTA placement, and the visual hierarchy of plan options. The result was a more intuitive and persuasive experience that better supported user decision-making.

UI mock-ups

High Fidelity





The Conclusion

Designing the Premium upgrade experience for Rayo was about more than just increasing subscriptions—it was about creating a thoughtful, low-friction journey that respected the user’s time, context, and intent.

By grounding the design process in user research, iterative testing, and real-world insights, I was able to craft a flow that not only aligned with Rayo’s brand values but also empowered users to upgrade on their terms.

This project reinforced the importance of meeting users where they are—whether that’s discovering new content, hitting a locked feature, or simply exploring app settings—and guiding them with clarity, relevance, and respect.

THANKS FOR VIEWING!