

Supernova AI

Onboarding Teardown



About Supernova AI

Supernova AI is an educational technology company based in India, focused on leveraging artificial intelligence to create innovative learning solutions.

Their flagship product is '**Miss Nova**', an **AI-powered tutor** designed for children and for individuals aiming to learn English.

The company emphasizes on making education accessible and engaging through mobile-centric platforms and interactive content.



Hi! I'm Nova. What do you want to learn today?

Guiding Our Analysis: User Personas

To provide a relatable evaluation of the Supernova AI onboarding experience, this teardown is structured around two user personas.



Rajesh & Priyanka

A father seeking an engaging and effective English learning solution for his 8-year-old daughter, Priyanka, with a focus on value and child-friendliness.



Priya

A working professional aiming to improve her English pronunciation and fluency for career advancement, looking for practical and measurable results.

Meet Rajesh & Priyanka



Rajesh Chauhan

About

38-year-old married teacher
₹60k annual income (school + tuition)
₹1-1.2k monthly disposable income
Spends on: education, groceries, healthcare, EMI

Goals & Motivation

Wants to improve Priyanka's English & everyday vocabulary
Help daughter avoid limitations he faced
Skeptical after failed tutor/app attempts
Cautious about spending on learning apps

Familiarity with Tech

Low-moderate tech comfort
Active: WhatsApp groups (school/family)
Passive: YouTube viewer
Has heard of ChatGPT but never used it



Priyanka Chauhan

About

8-year-old student
Basic English learner
Limited exposure to English practice
Eager to learn but needs engaging content

Learning Style

Visual and interactive content
Short attention span (8-10 mins)
Enjoys stories and characters
Responds well to gamification

Motivation

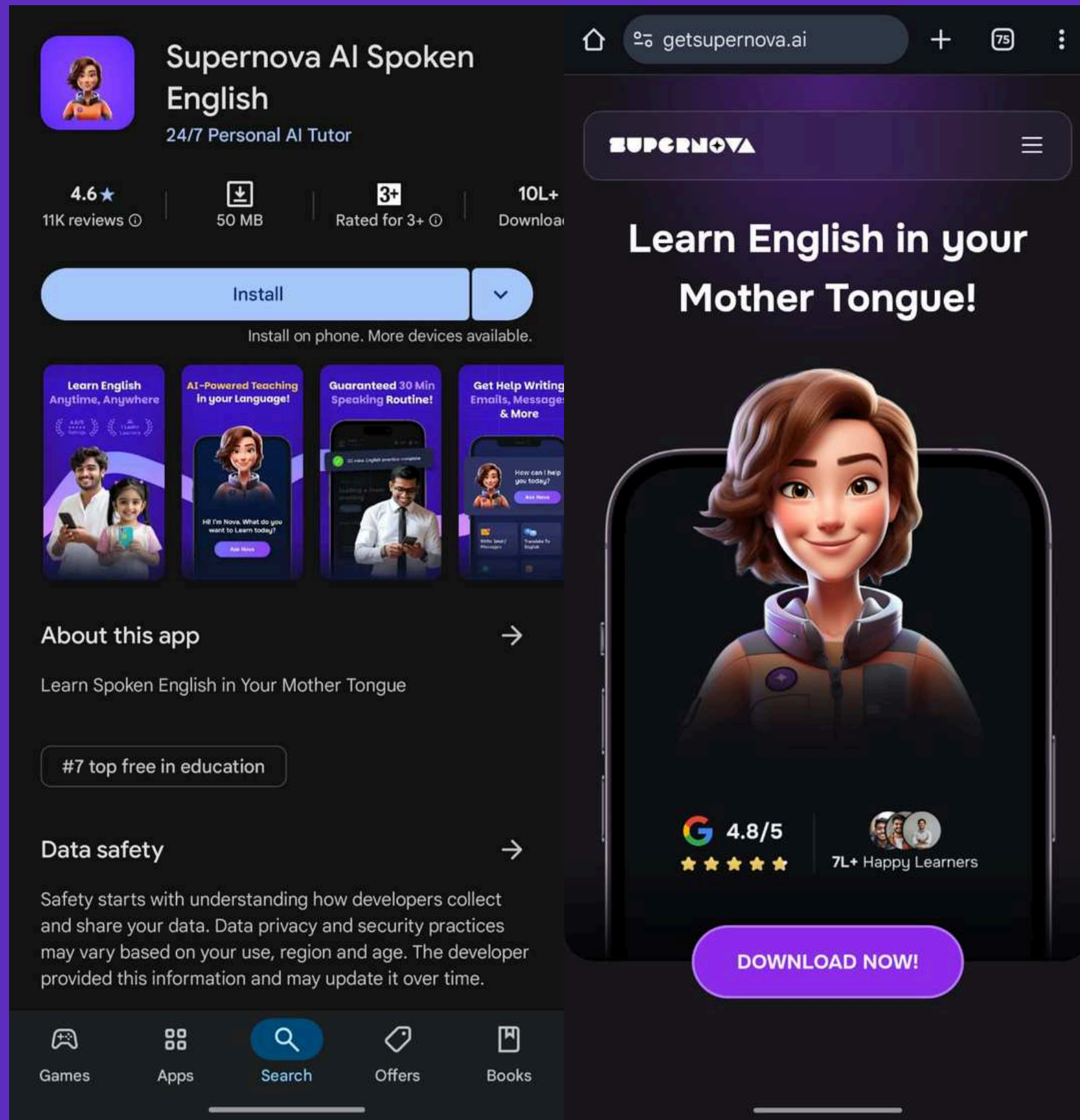
Fun and engaging learning experience
Immediate feedback and rewards
Interactive games and activities
Motivated by toys and gifts as rewards

Shared Context

Environment: Hindi-dominant household and community
Value System: English seen as pathway to better opportunities
Decision Making: Rajesh makes educational choices for Priyanka
Budget Constraints: Price-sensitive family with limited disposable income
Device Access: Only 1 smartphone in household (used by Rajesh)

Rajesh & Priyanka's Journey

App Store Listing & Positioning



What's working?

- Positive user ratings and a strong number of downloads
- #7 ranking by Google adds credibility and trust
- Consistent mention of "English in your mother tongue"

What's not working?

- Using 'Spoken English' in the Play Store title makes the app seem limited to speaking practice and is inconsistent with the app's broader scope.
 - **Recommendation:** *Supernova AI English Tutor*
 - **Recommendation:** *Supernova AI English Made Easy*
- Images currently cater to working professionals, which may make parents like Rajesh unsure if it suits children
- The website homepage lacks a clear preview of app features (above the fold), showing only a static image.
- Language support is unclear in the App Description; while a few languages are mentioned, the total number supported isn't specified.
- #7 top free in education but app only has 1 day free trial!

Account Creation Flow

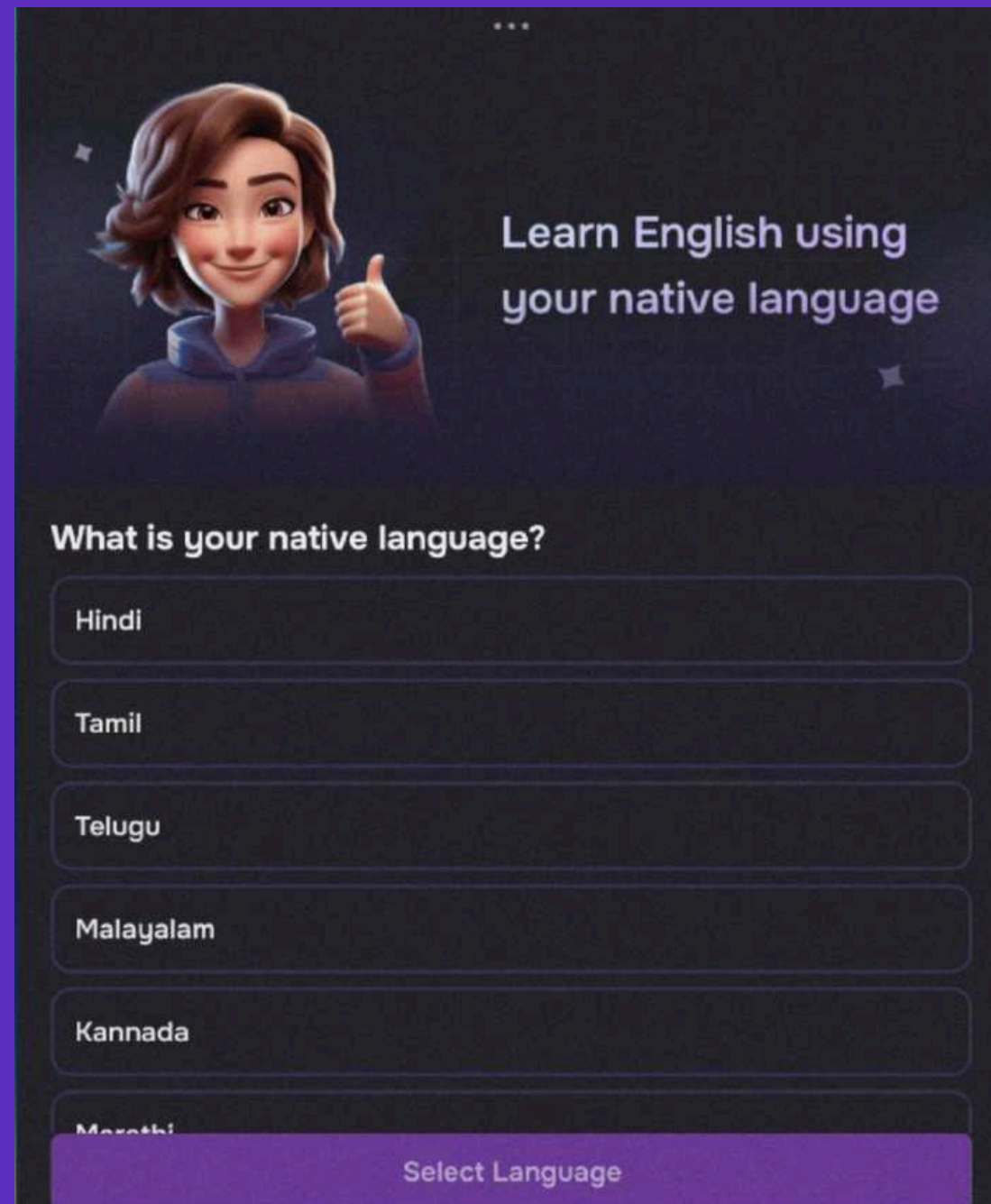
What's working?

- Nova's introduction on the first screen helps build familiarity
- Progressive disclosure in the form design reduces cognitive load and makes the process feel easier.

What's not working?

- The reason for requesting a phone number isn't clear.
 - **Recommendation:** Adding a short explanation (e.g., 'to share progress reports' or 'to personalize your experience') could build trust.
- Default opt-in for notifications can seem pushy, especially for users like Rajesh with past negative experiences. Without context, this might raise concerns about spam or sales calls
- OTP auto-fills but doesn't auto-submit; requiring users to tap 'Verify OTP' adds an unnecessary step.

Language Selection Screen



What's working?

- The header clearly communicates the benefit of choosing a preferred language
- A good variety of language options is available.

What's not working?

- The language list extends below the fold.
 - **Recommendation:** *Displaying options side-by-side could make more languages visible initially.*
- Language titles are written in English.
 - **Recommendation:** Using native scripts would help users with limited English proficiency
- No fallback option for users whose language isn't listed.
- Mother tongue' is often more widely understood than 'native language.'
Consider alternative phrasing
 - **Recommendation:** *Which language would you like to learn in?*
 - **Recommendation:** *Choose your mother tongue*

Learner Details Screen

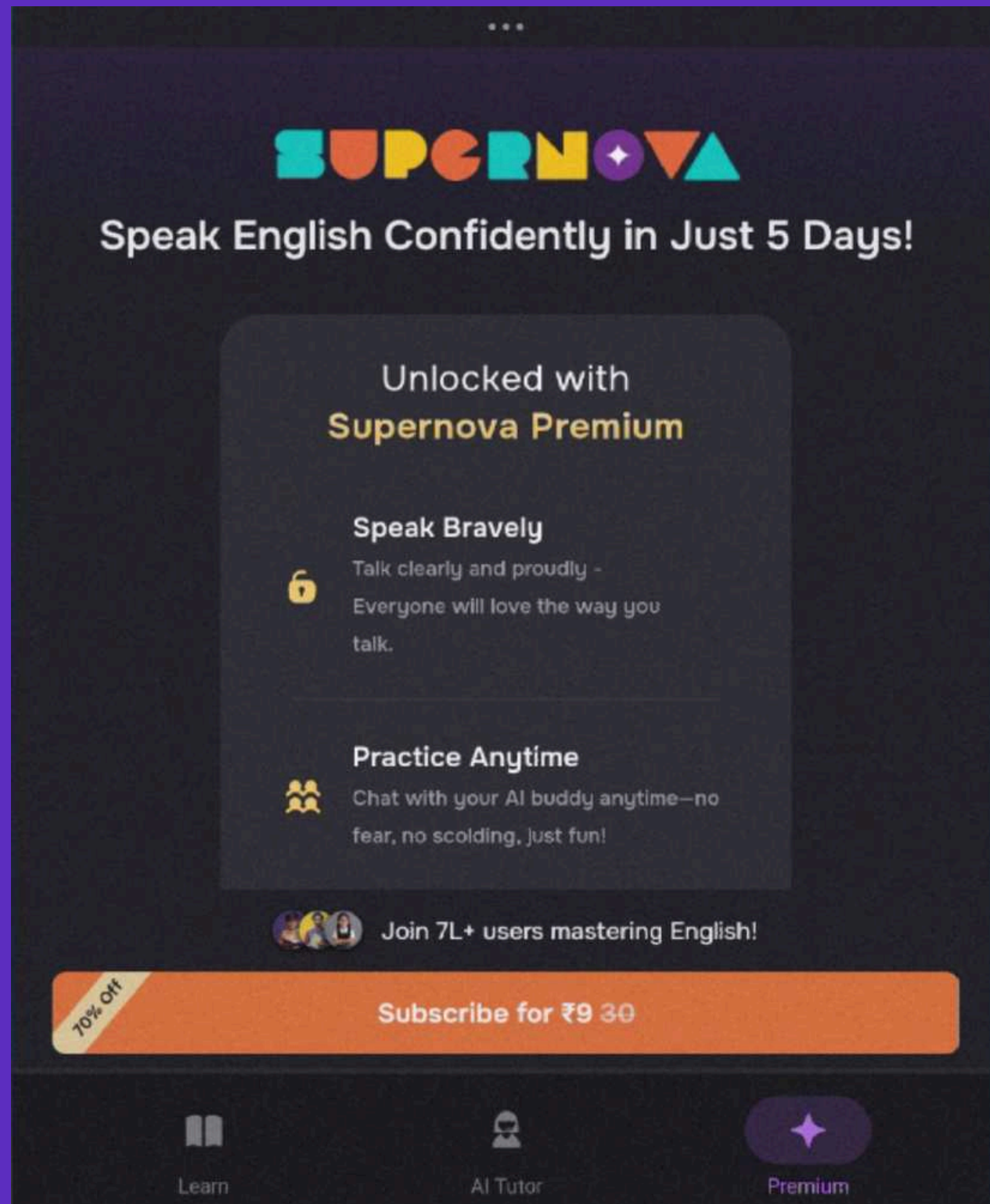
The image shows two side-by-side screenshots of a mobile app screen titled 'Learner Details Screen'. Both screens feature a header with a cartoon character and the text 'Customise learning based on your needs!'. Below the header, there is a section 'Fill the student's details' with two buttons: 'Adult' and 'Kid'. In the left screenshot, 'Adult' is selected. In the right screenshot, 'Kid' is selected. Below this, there is a section 'What is your occupation?' with five buttons: 'College', 'Work', 'Home Maker', 'Teacher', and 'Other'. In the right screenshot, there is an additional section 'Board' with five buttons: 'CBSE', 'ICSE', 'International Board', 'Government', and 'State Board', and an 'Other' button. Below the 'Board' section, there is a 'Class' section with a dropdown menu labeled 'Select Class'. Both screenshots have a 'Continue' button at the bottom.

This screenshot shows the 'Learner Details Screen' with the 'Select Class' dropdown menu open. The dropdown menu lists the following options: 'LKG', 'UKG', 'Class 1', 'Class 2', 'Class 3', 'Class 4', and 'Class 5'. The header and other form elements are visible in the background.

What's not working?

- Inconsistent terminology ('kid,' 'student')
- The header mentions 'customizing learning based on your needs!' but doesn't explain **how** learning will be customized
- Kid's name is not collected, which limits personalization.
- Board options like 'Government' and 'State Board' are ambiguous and could confuse users.
- The terms 'Board' and 'Class' could be misinterpreted as difficulty levels instead of academic stages
 - **Recommendation:** *What class is your child currently studying in?*
- Despite choosing a native language on the previous screen, this screen remains in English.

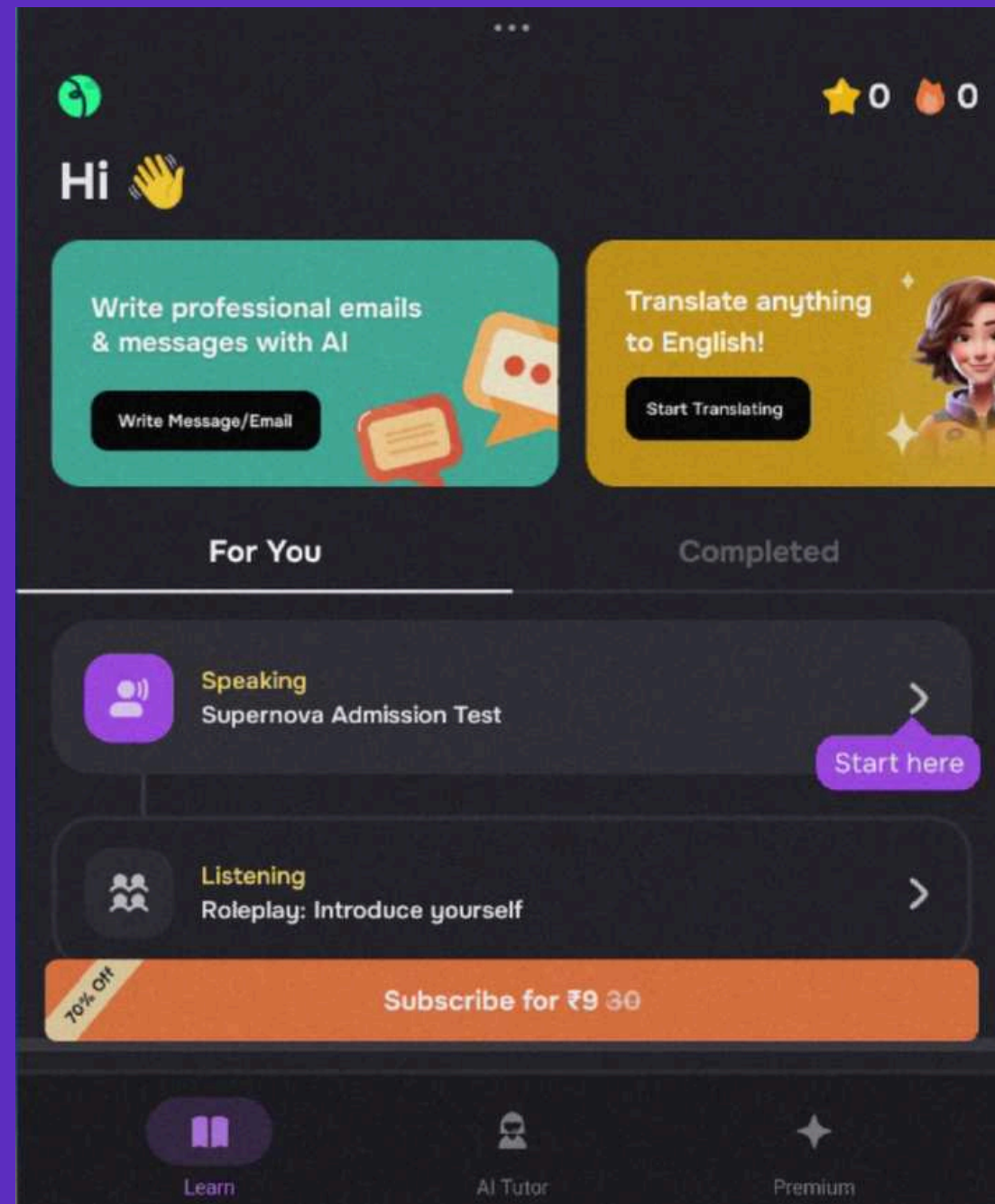
Pricing/Upgrade Screen



What's not working?

- Presenting the ₹9 offer before users experience the app can feel pushy and induce skepticism, despite the appealing price.
 - **Recommendation:** Delay the upgrade screen until after the user has experienced some core app value or completed a trial.
- The 24-hour free trial isn't clearly mentioned, making it seem like there's no other way to try the app.
- The ₹9 offer's 3-day validity isn't communicated upfront. The standard monthly price (₹299) is only revealed at the payment step.
- Messaging is inconsistent across screens. Phrases like “Speak confidently in 5 days,” “Speak fluently in 7 days,” and “Just 30 minutes a day” send mixed signals.
- The 'Unlocked with Supernova Premium' section uses vague benefits like 'Speak bravely' instead of clearly listing subscription features.
 - **Recommendation:** Clearly list the specific features and benefits included in Supernova Premium.

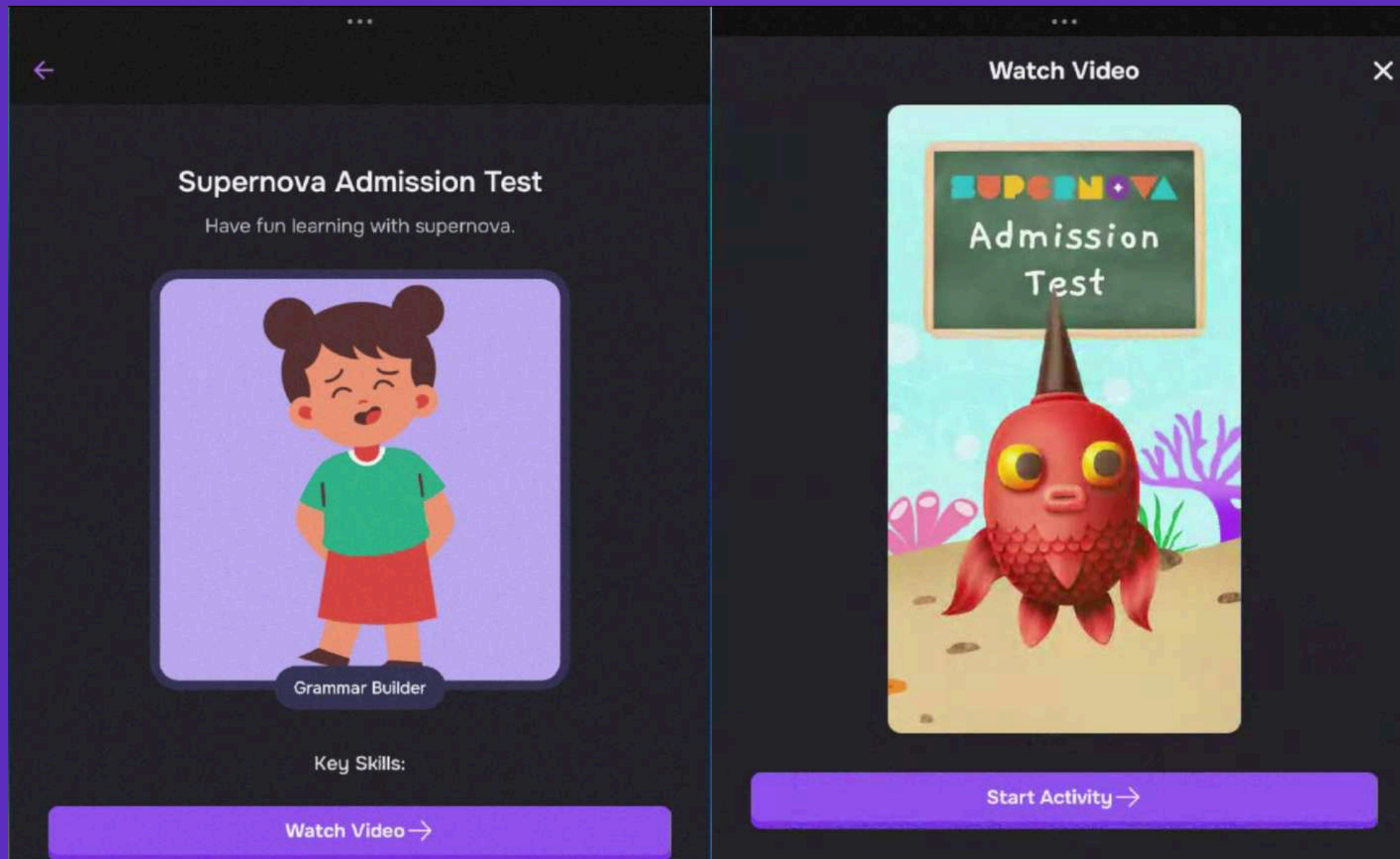
Home Screen



What's not working?

- The duration of the free trial is still not mentioned, which can create uncertainty and hesitation for first-time users.
- Headers like “Write professional emails” and “Translate anything to English” feel irrelevant for a child.
- Only two sections are unlocked (Admission Test and Roleplay: Introduce Yourself), leaving very little to explore without making a payment.
- No sense of urgency induced to get the user to subscribe.
- The current flow assumes the child is present and ready for the 'admission test' during app setup. This can lead to drop-off if parents are initially evaluating the app without their child present (e.g., during work or travel).
 - **Recommendation:** Allow parent to experience the value prop before engaging their child.
 - **Recommendation:** Include a feature to 'Remind Me Later' or schedule the child's first session.

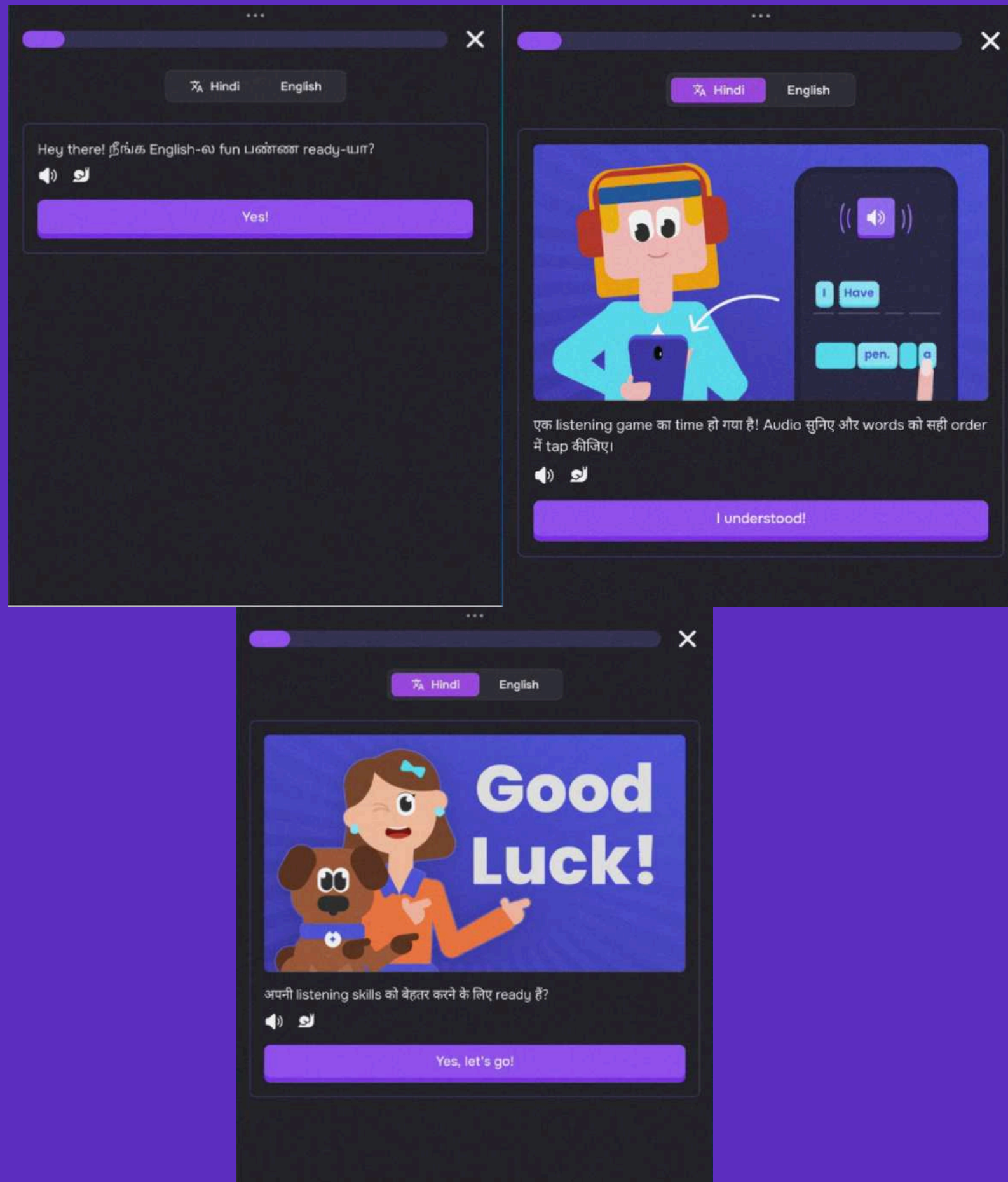
Admission Test - Context Setting



What's not working?

- The duration and time commitment required for the test are not clearly conveyed.
- The subheader “Have fun learning with Supernova” doesn’t align with the context of the admission test.
- The home screen labels the section as “Speaking,” but inside it is titled “Grammar Builder,” creating inconsistency.
- Miss Nova is not present in any of these screens, leading to a lack of branding consistency.
- The term “*admission test*” can feel intimidating, suggesting that access is conditional.
 - **Recommendation:** Use a softer, welcoming phrase
 - “Let’s find your starting point!”
 - “A quick warm-up before we begin!”

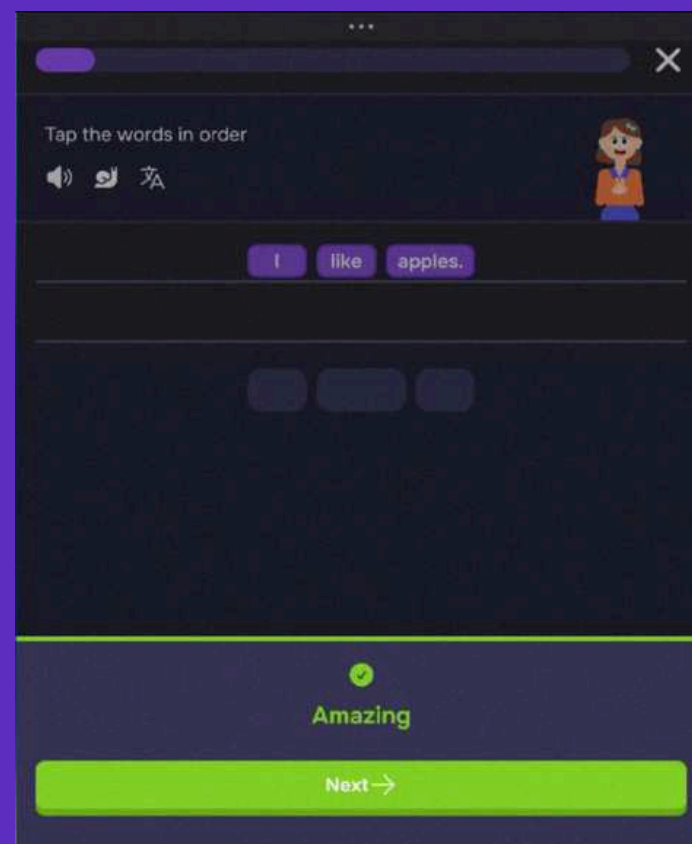
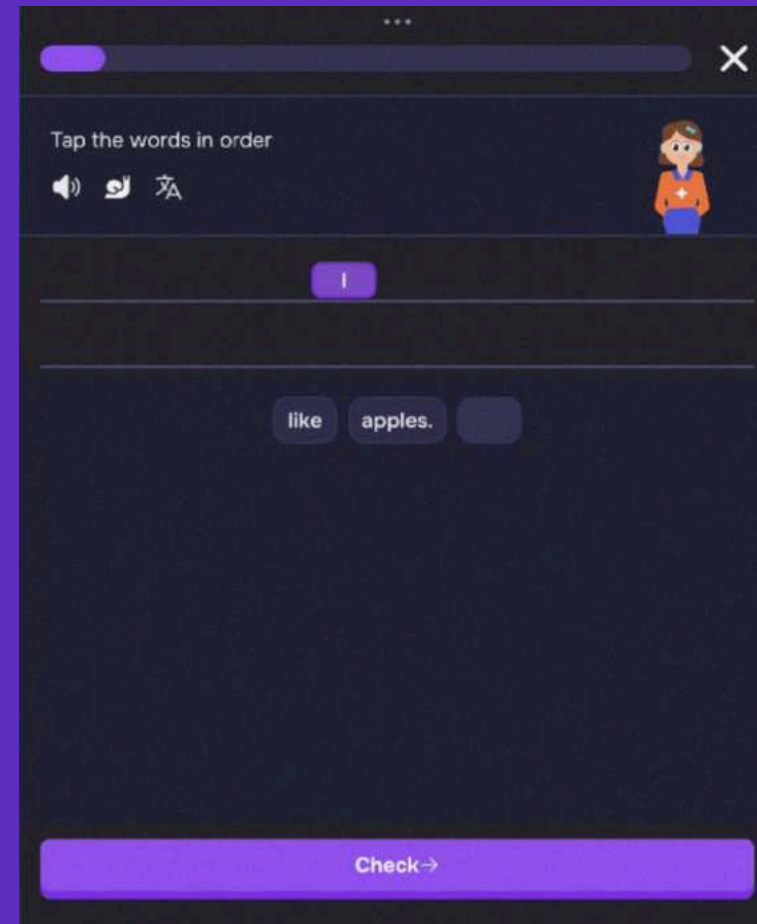
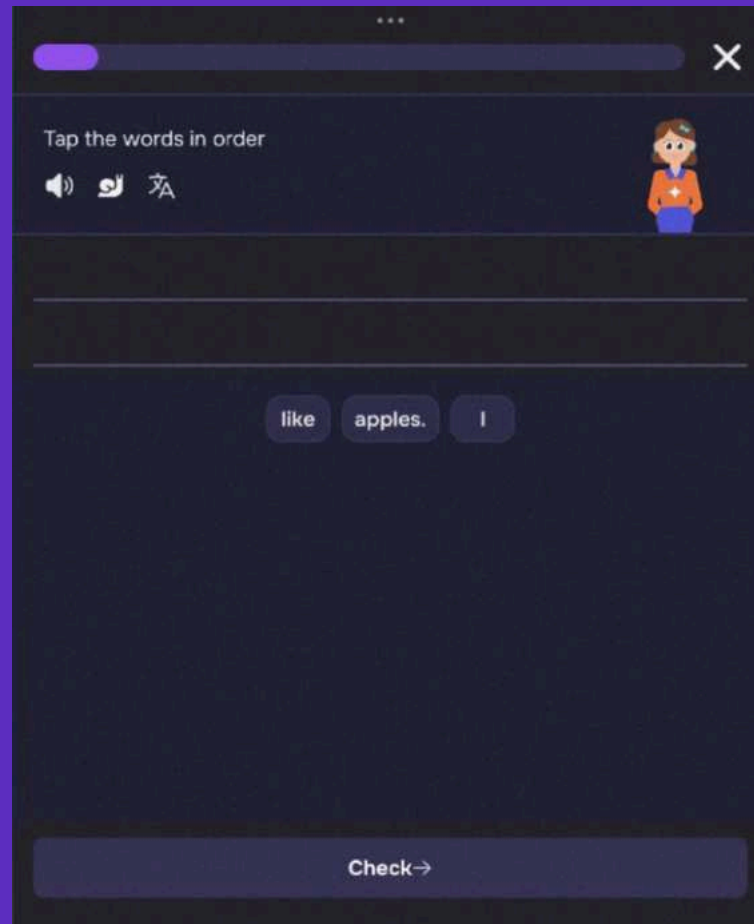
Admission Test - More Context Setting



What's not working?

- The initial message appears in Tamil even when Hindi was selected.
- The first message, 'Ready to have fun with English?' adds little value, as the user is here for an 'admission test'.
- The three extra explanation steps before the test, add to user frustration by making the pre-test experience feel unnecessarily prolonged.
 - **Recommendation:** Streamline pre-test messaging, Convey necessary information in the video
- The purpose of the snail button isn't explained in the instructions, potentially confusing users about its function.
- Button text remains in English even when another language is selected. It should also reflect the chosen language for better clarity.
- The use of random cartoon characters feels inconsistent. A single, familiar mascot like Miss Nova would make the experience more cohesive.

Admission Test - Listening Activity



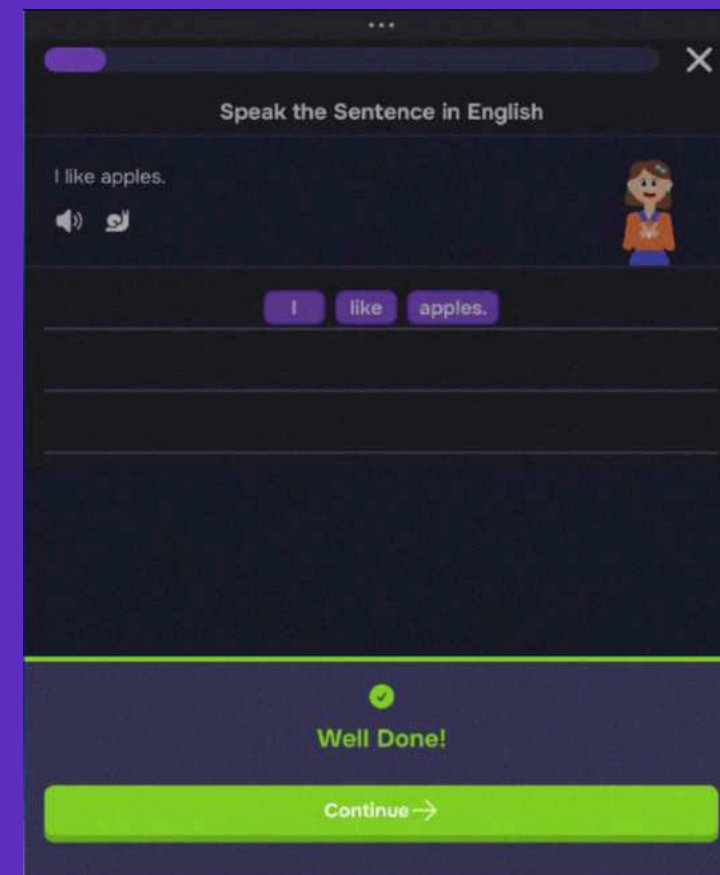
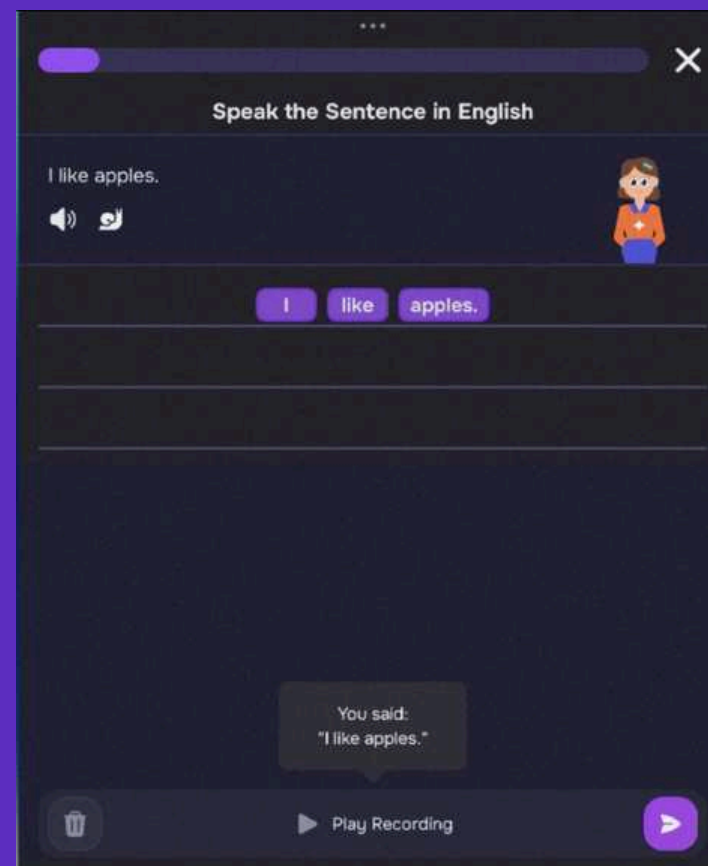
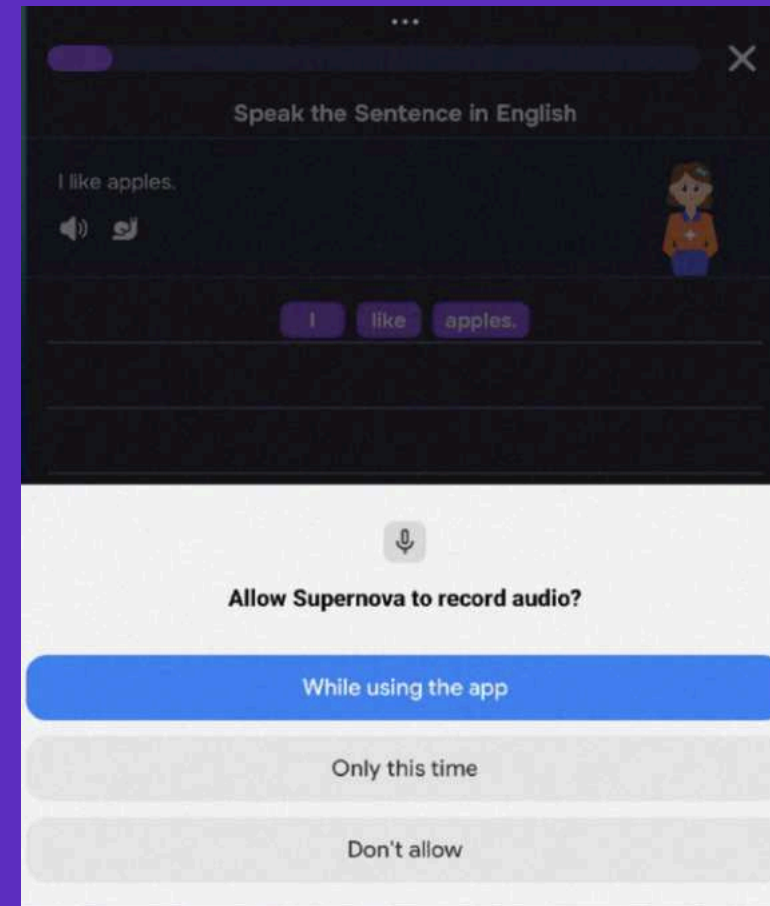
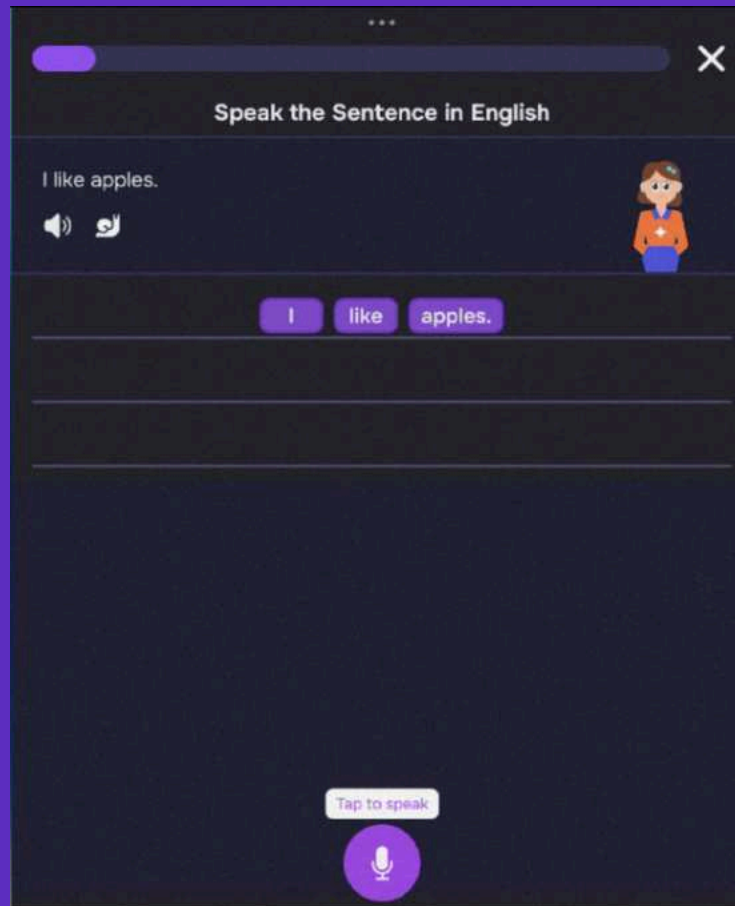
What's working?

- Positive feedback for correct answers, with character animations (clapping hands) and a green “Amazing” icon, adds encouragement.

What's not working?

- The translate option doesn't make sense in the context of a listening activity.
- The progress bar doesn't show how many questions are left.
- Advancing to the next page requires a manual tap, which can interrupt the flow.

Admission Test - Speaking Activity



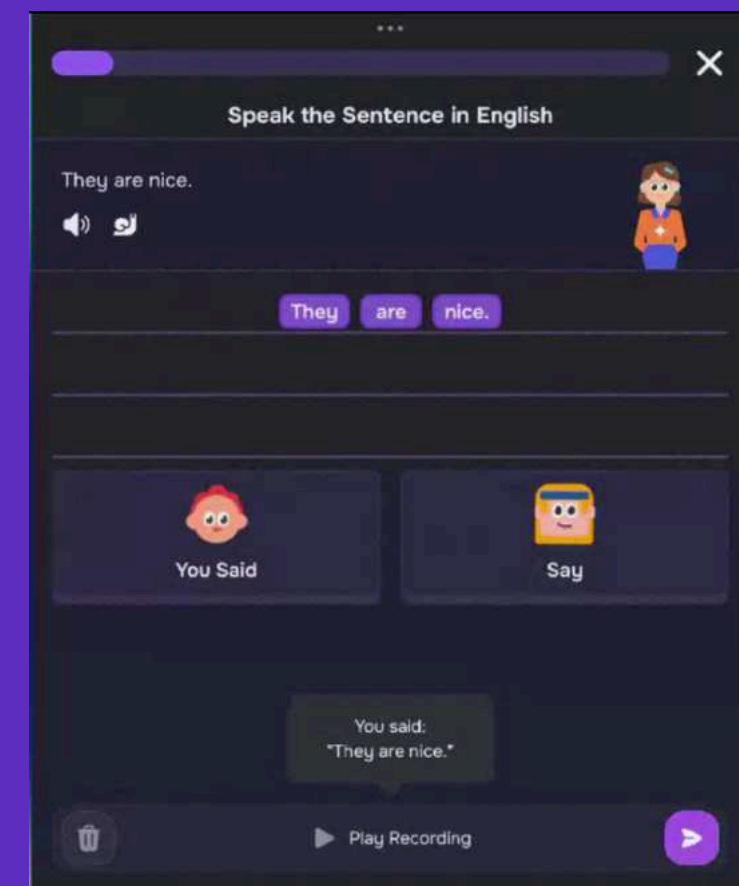
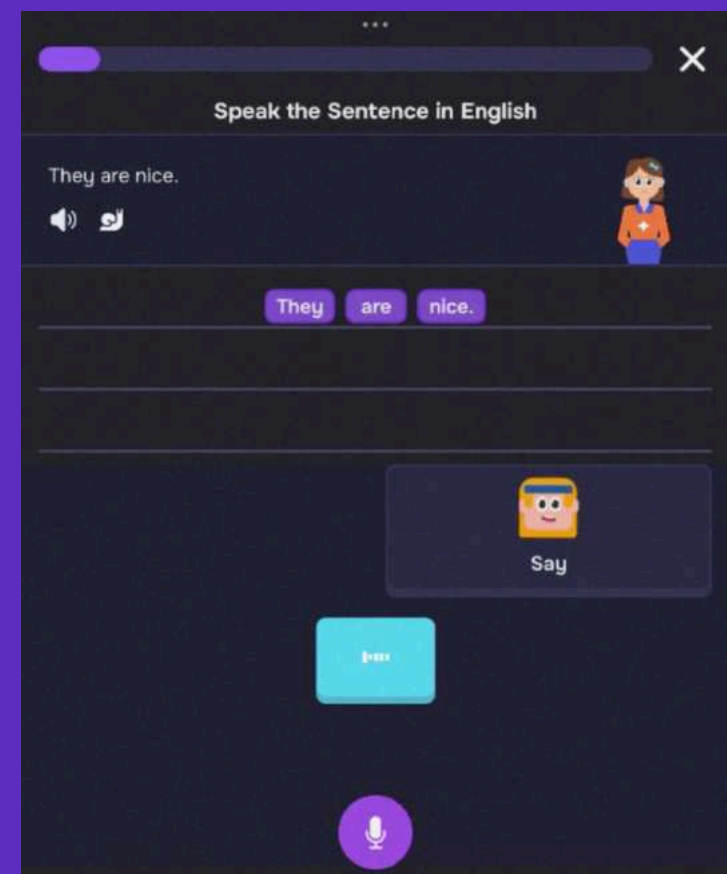
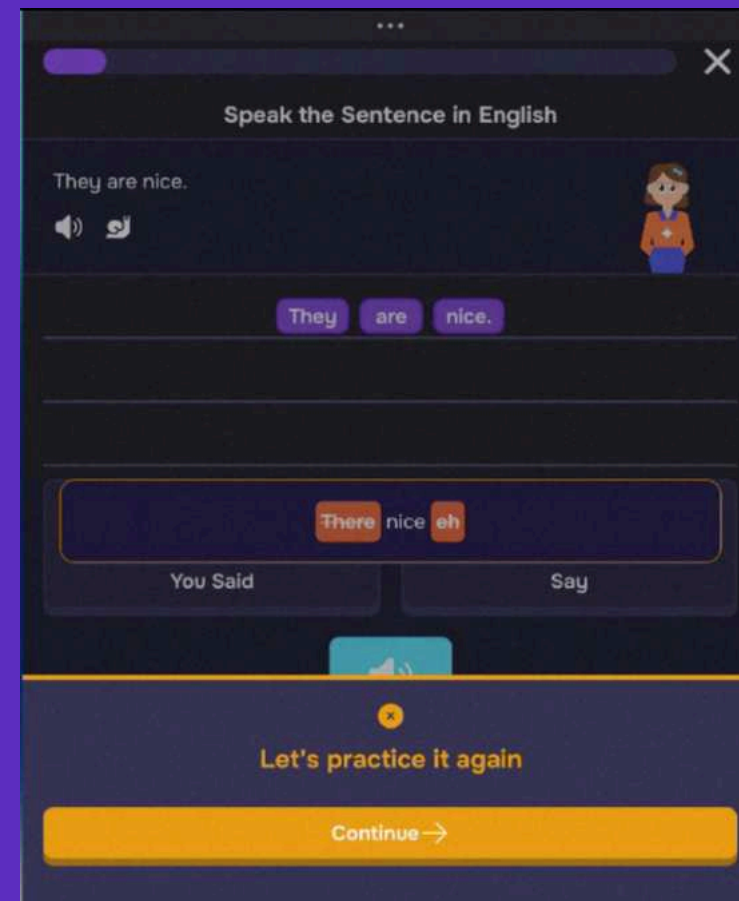
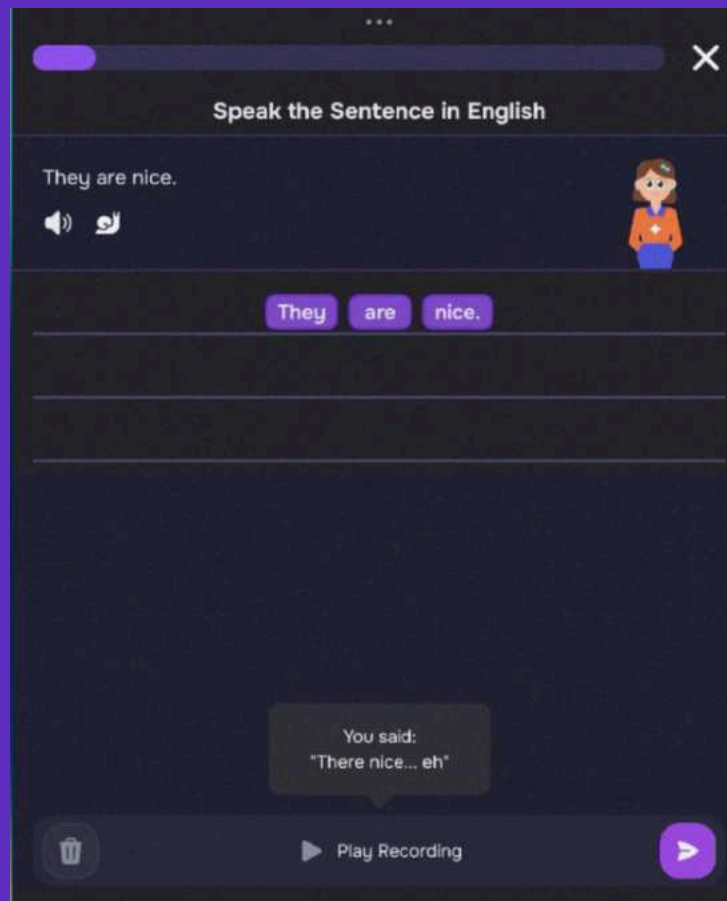
What's working?

- Clear instruction asking the child to tap the speak button

What's not working?

- Audio recording permission could have been requested earlier (e.g., during initial instructions) to avoid interrupting the activity flow.
- Requiring three taps (start, stop, submit) for recording slows down the experience.
- The “play recording” & “delete” option feels unnecessary.
 - **Recommendation:** Use a simple button to support re-recording.
- The instruction 'Speak the sentence in English' should be displayed in the user's chosen language for better clarity.

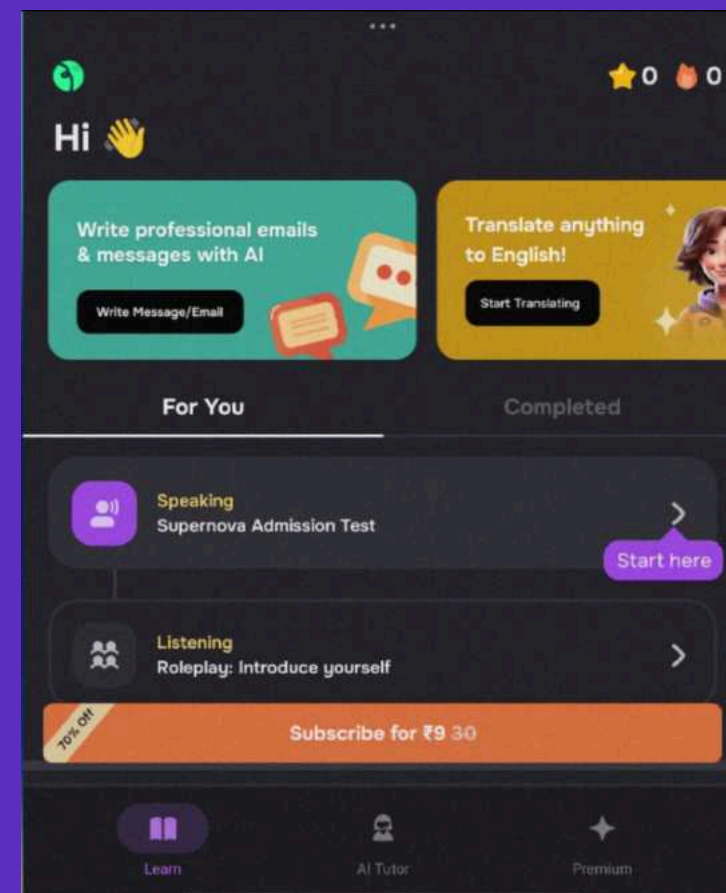
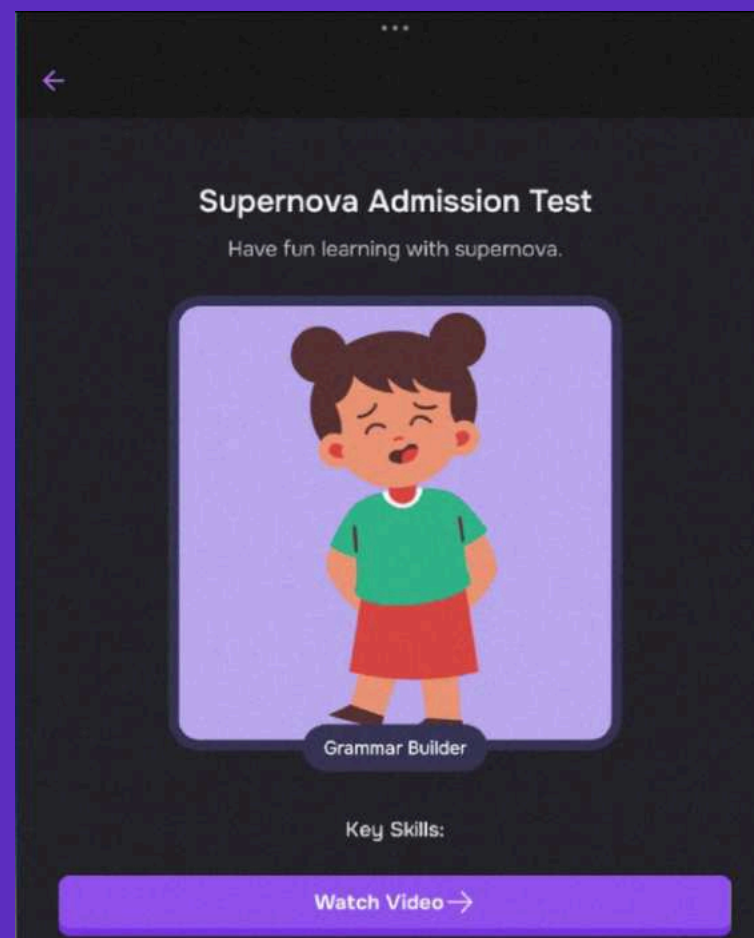
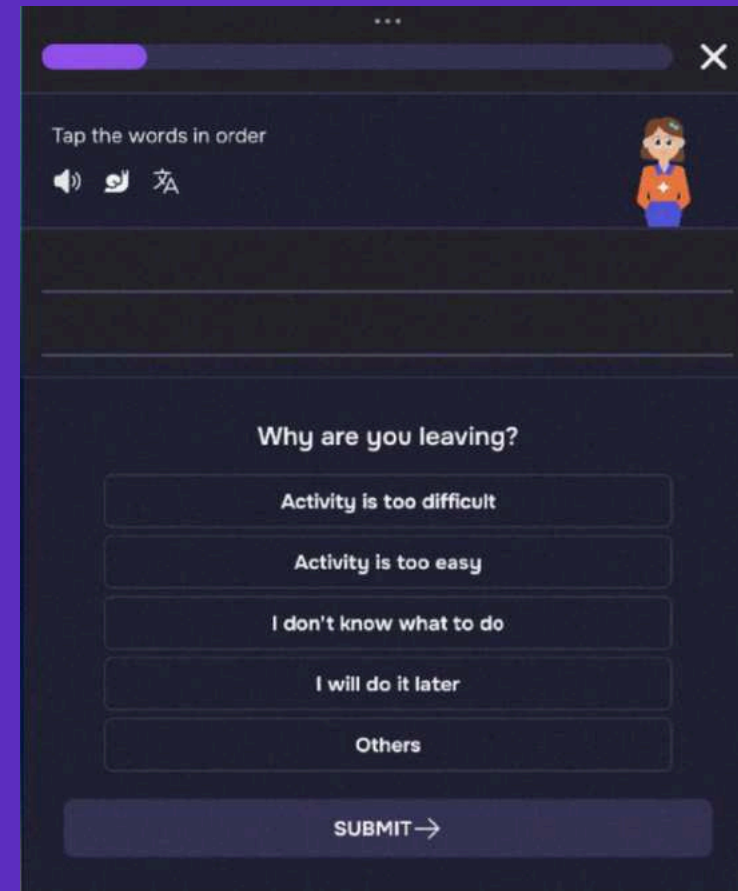
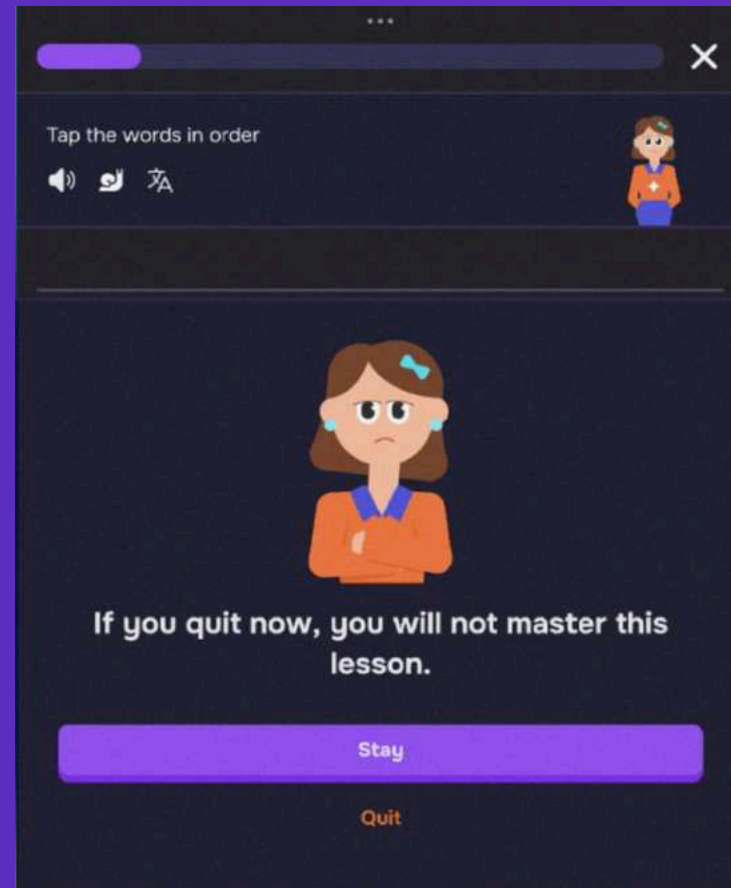
Admission Test - Failure Screens



What's not working?

- The UI feels cluttered upon error. There's no clear focal point (e.g., an overlay, highlighting incorrect words, or emphasizing the 'You Said'/'Speak' button).
- The three buttons ('You Said,' 'Say,' and the speak button) are redundant and slow down the experience.
 - **Recommendation:** A single button to play both the user's attempt and the correct version would suffice
- The 'You Said' button is inconsistently present on some screens.
- The snail button seems redundant, and users rarely interact with it.
 - **Recommendation:** System could automatically adjust speaking speed based on error rates.

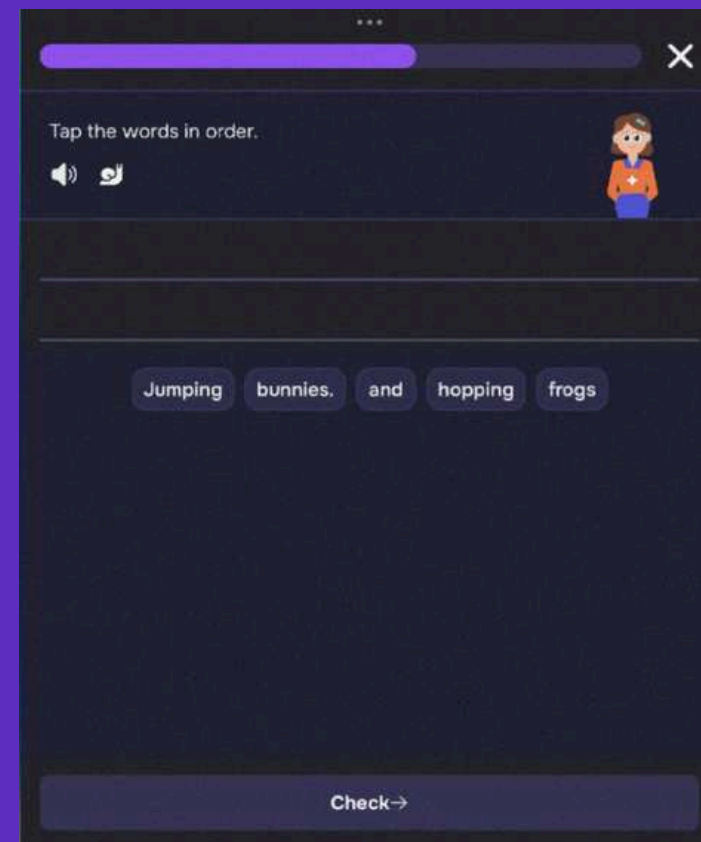
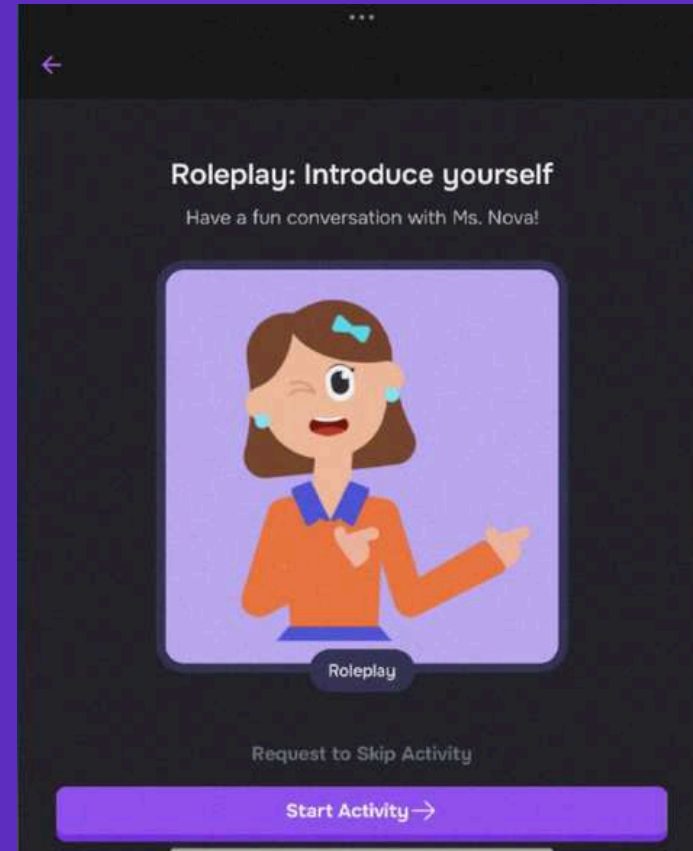
Admission Test - Exit Flow



What's not working?

- The message 'You will not master this lesson' feels out of place for an admission test. More contextual messaging is needed.
 - **Recommendation:** *Just 3 more questions to reach your first milestone*
 - **Recommendation:** *You're almost done! This helps us personalize your journey*
- When exiting, users should see a short summary of their progress and be taken back to the home screen, rather than being returned to the test screen.
- While the test continues from where the user left off, the messaging does not clearly communicate this.
 - **Recommendation:** *Instead of "Watch video," using "Let's continue from where we left off" would be more appropriate.*
- The home screen could include a completion percentage for the activity to indicate that progress will be saved and resumed from the same point.

Roleplay Activity - Introduce Yourself



What's not working?

- The purpose of the 'Skip Activity' option is unclear, especially since only two activities are explorable initially.
- The subheading 'Have a fun **conversation**' sets an expectation that isn't met by the multiple-choice questions and jumbled words.
- The 'Check' button is confusing for personal preference questions, as there's nothing to validate
 - **Recommendation:** Update 'Check' to 'Next'
- The jumbled sentence question is irrelevant in a roleplay titled "Introduce Yourself."
- Limited value add across the two activities.
 - **Recommendation:** The admission test and 'Introduce Yourself' activity could be combined into a seamless onboarding flow that implicitly assesses the child's level without explicitly calling it a test.
 - **Recommendation:** Better activities designed to create 'Aha' moments

Meet Priya Rajendran



Priya Rajendran

About

26-year-old customer service executive
Works at telecom company call center
Middle-class Tamil family background
Recently engaged, planning marriage next year
₹40k monthly salary, ₹2k disposable income

Goals & Motivations

Improve pronunciation for clearer communication
Handle customer calls with confidence
Reduce call escalations due to misunderstandings
Get promoted to team leader role before wedding
Increase customer satisfaction scores

Pain Points

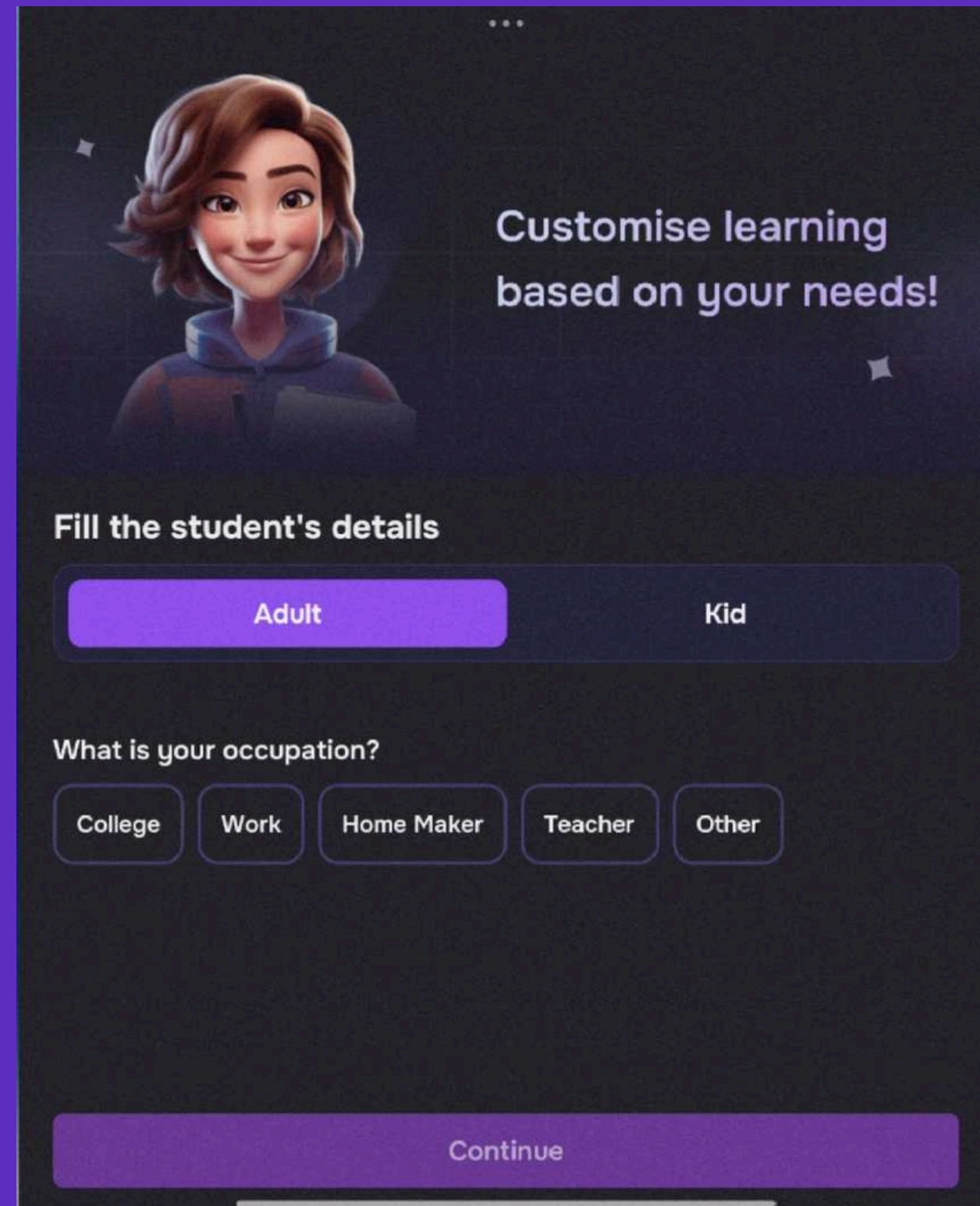
Regional accent causes customer comprehension issues
Customers ask her to repeat information frequently
Gets nervous during difficult customer interactions
Supervisor feedback focuses on pronunciation clarity
Limited budget for skill development programs

Evaluation Attitude

Budget-conscious but motivated to improve
Prefers affordable, practical training solutions
Values quick wins and immediate improvements
Seeks programs with flexible payment options
Wants measurable progress in pronunciation skills

Priya Rajendran's Journey

Learner Details Screen



The mockup shows a dark-themed screen with a 3D character of a young man with brown hair and a blue hoodie. The text 'Customise learning based on your needs!' is displayed next to the character. Below this, the heading 'Fill the student's details' is followed by two buttons: 'Adult' (highlighted in blue) and 'Kid'. Underneath, the question 'What is your occupation?' is followed by five buttons: 'College', 'Work', 'Home Maker', 'Teacher', and 'Other'. At the bottom, a large blue 'Continue' button is centered.

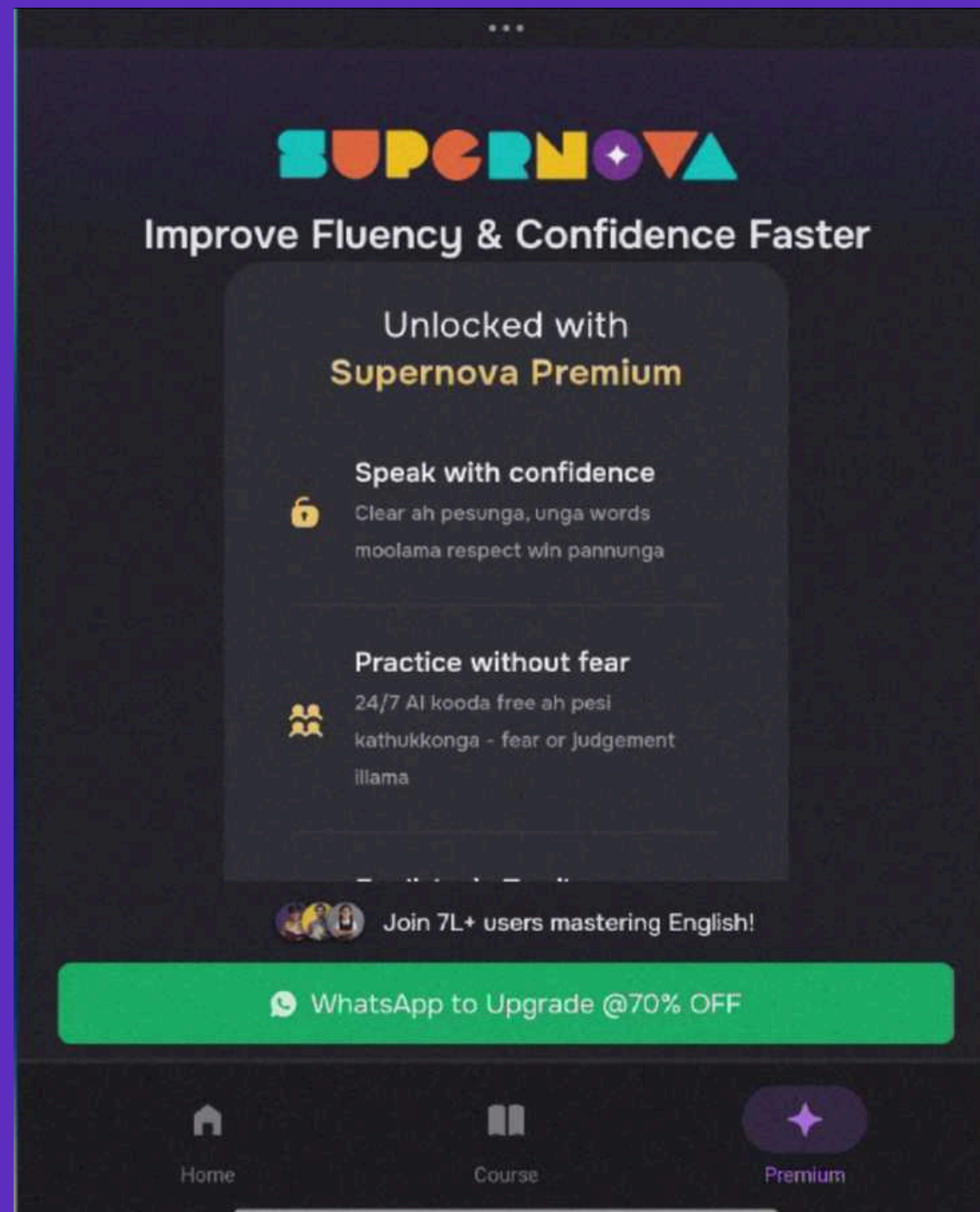
What's working?

- “Adult” is selected by default, and only one detail is asked, reducing cognitive load.

What's not working?

- The term 'student' can feel off-putting for working professionals
 - **Recommendation:** 'Let's setup the app up for you.'
- Under 'What is your occupation?', specific options like 'Teacher' and 'Homemaker' are listed, but 'Work' and 'Other' are too generic and may not resonate with professionals
- The details collected are very basic. It's unclear how selecting 'Work' helps with customization or how the learning experience will be tailored based on this input.

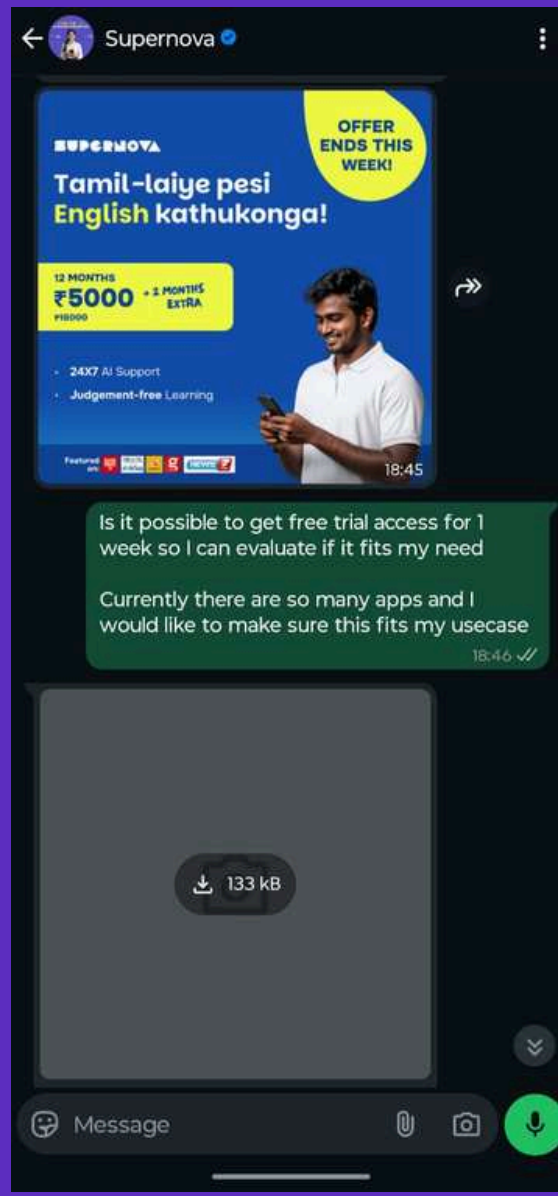
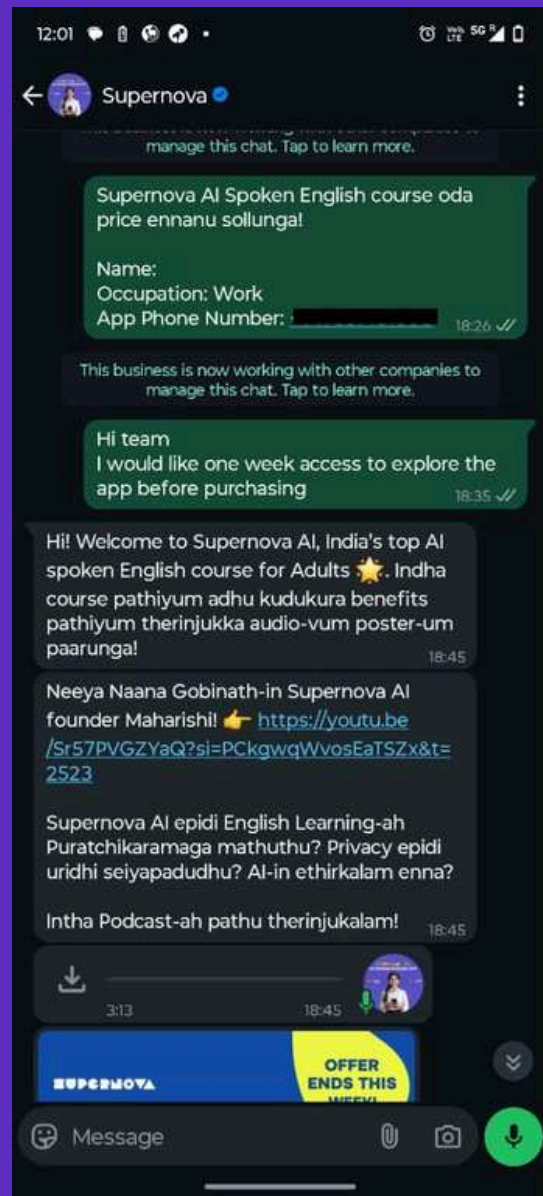
Pricing/Upgrade Screen



What's not working?

- WhatsApp to upgrade? The flow feels unusual and potentially scammy. There's no context or priming about what sending the WhatsApp message will do.
- The pitch "Improve Fluency & Confidence Faster" is vague. What exactly does "faster" mean? How many days will it take to see improvement? What kind of fluency is being referred to?
- No mention of the price. This could cause users to drop off, especially those who prefer not to be contacted by sales representatives.
- The screen does not create a sense of urgency to buy. There is no mention of how long the offer is valid, when the trial ends, or what additional benefits I get by upgrading.

Pricing/Upgrade - Whatsapp Flow



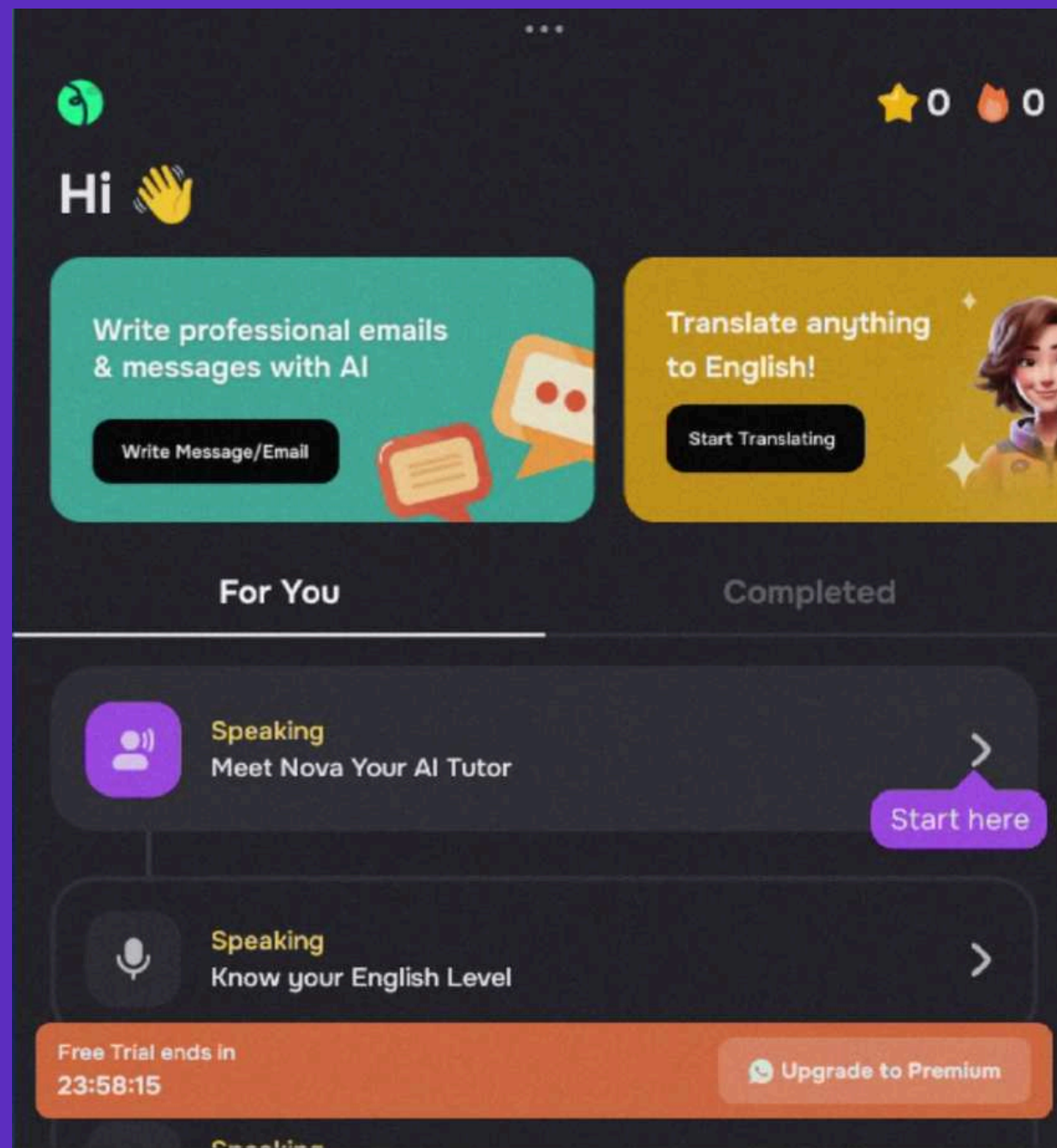
What's working?

- Mention of Gobinath (famous tamil influencer in the message)
- Verified whatsapp profile

What's not working?

- Took **20 minutes** to receive a reply to the pricing query.
- Course information should have been available in-app *before* directing users to WhatsApp for pricing.
- The link redirects to YouTube, taking the user outside the current flow. This increases the chances of the user not returning.
- An audio file is provided for download and listening. Users with limited data plans may prefer not to download large files.
- The query about a one-week trial wasn't directly answered, instead prompting a call request.
- Even after selecting "Call, I have doubts," another demo video is sent instead of addressing the concern directly, along with a repeated prompt to select "Call" again.

Home screen



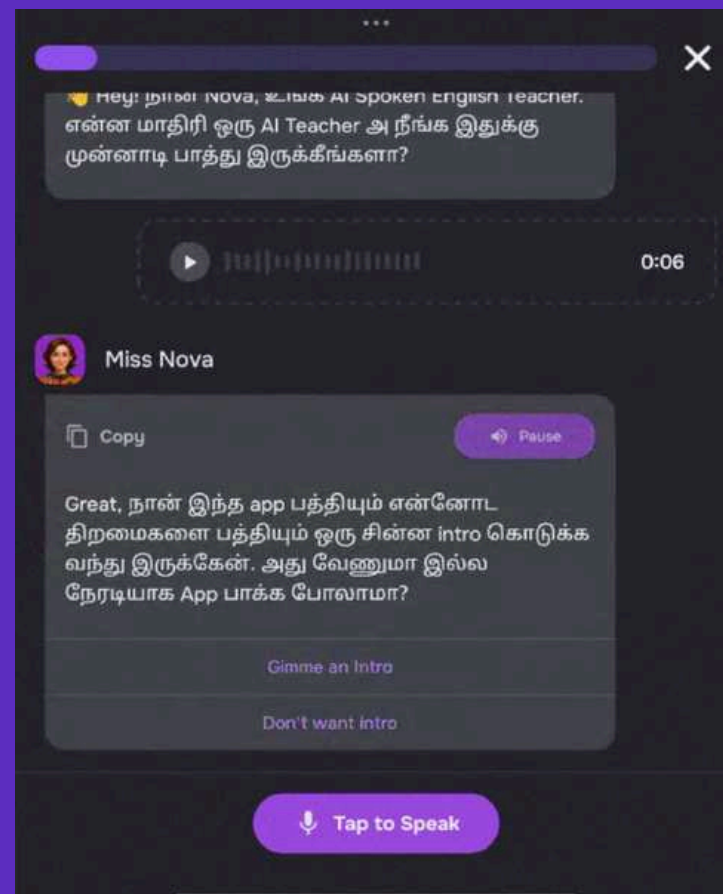
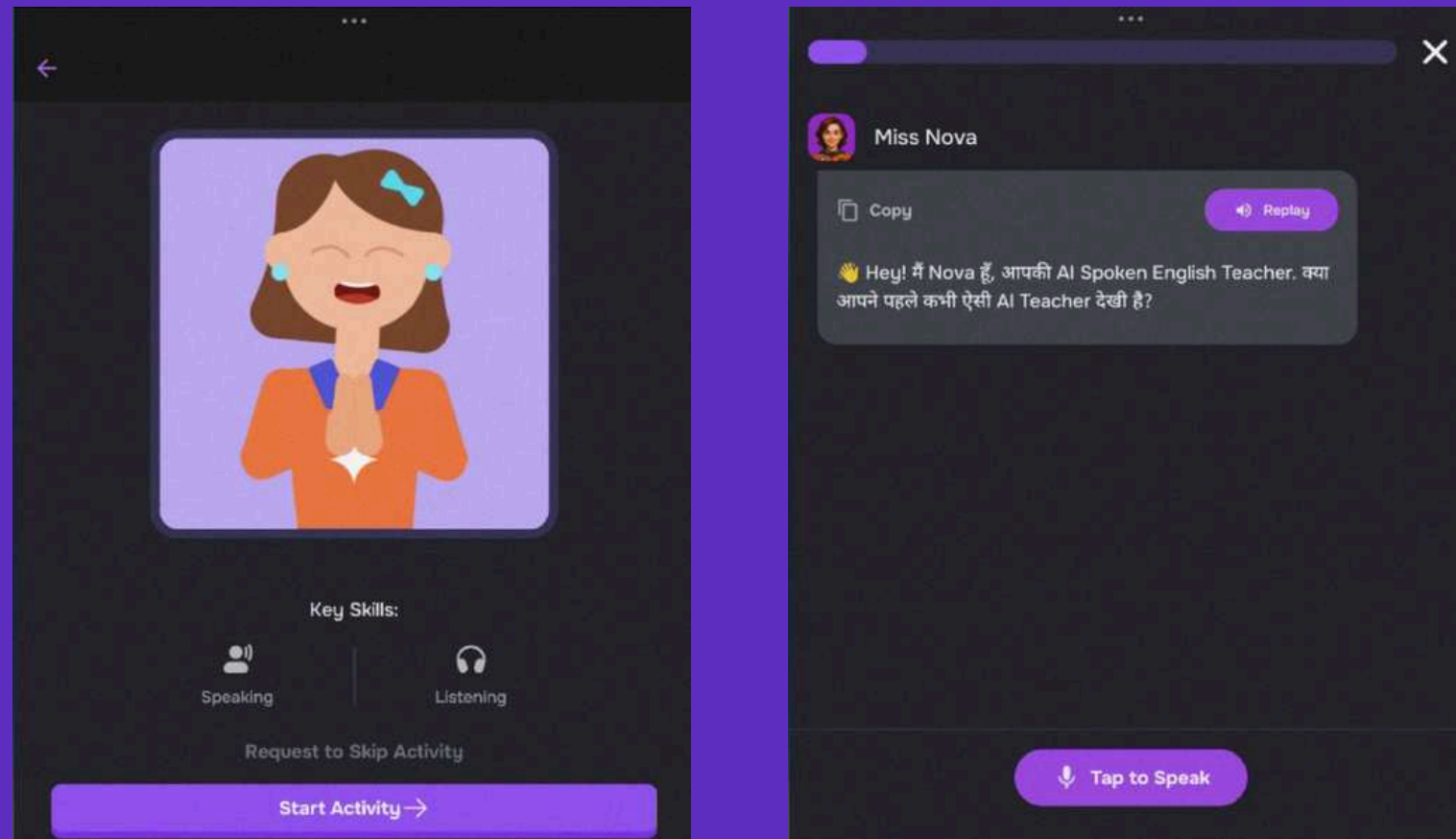
What's working?

- Title cards seem to be relevant to a working professional
- Clear indication of where to start
- Clear indication of Free Trial duration and urgency to upgrade

What's not working?

- 'Meet Nova' (the AI tutor introduction) should occur before the pricing page is shown.
- The first two activities focus on meeting Nova and assessing the user's level, but not on customizing the experience to the user's specific requirements.

Meet Nova Your AI Tutor



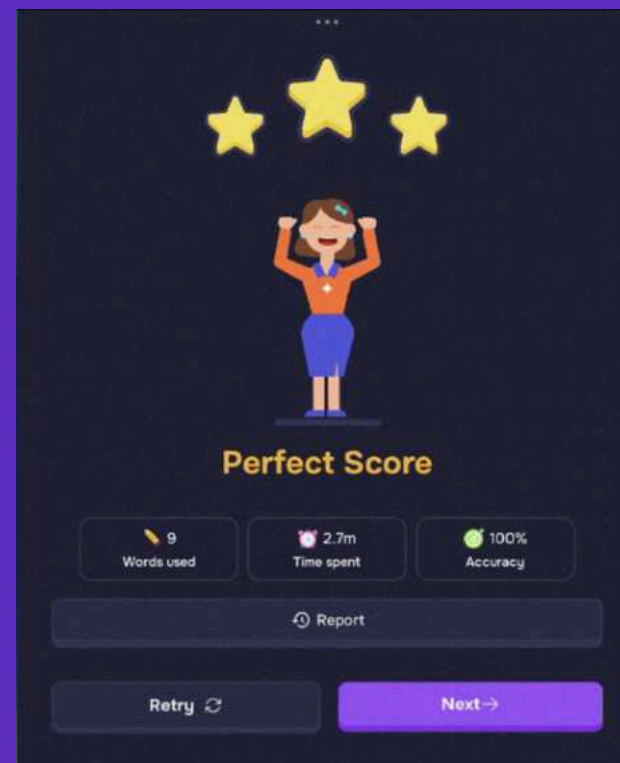
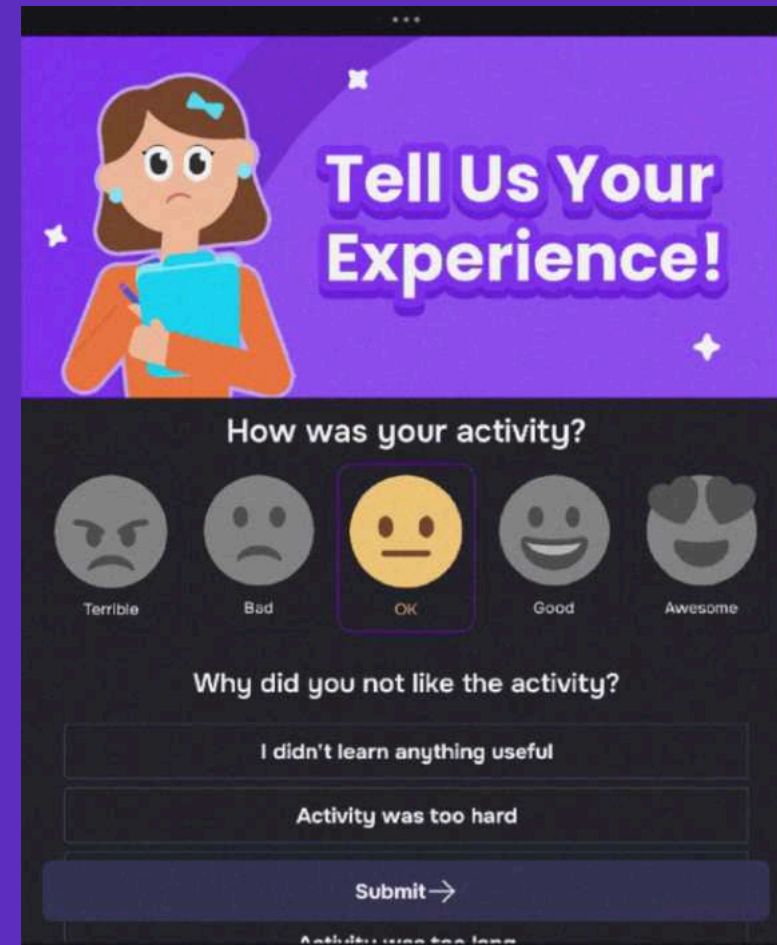
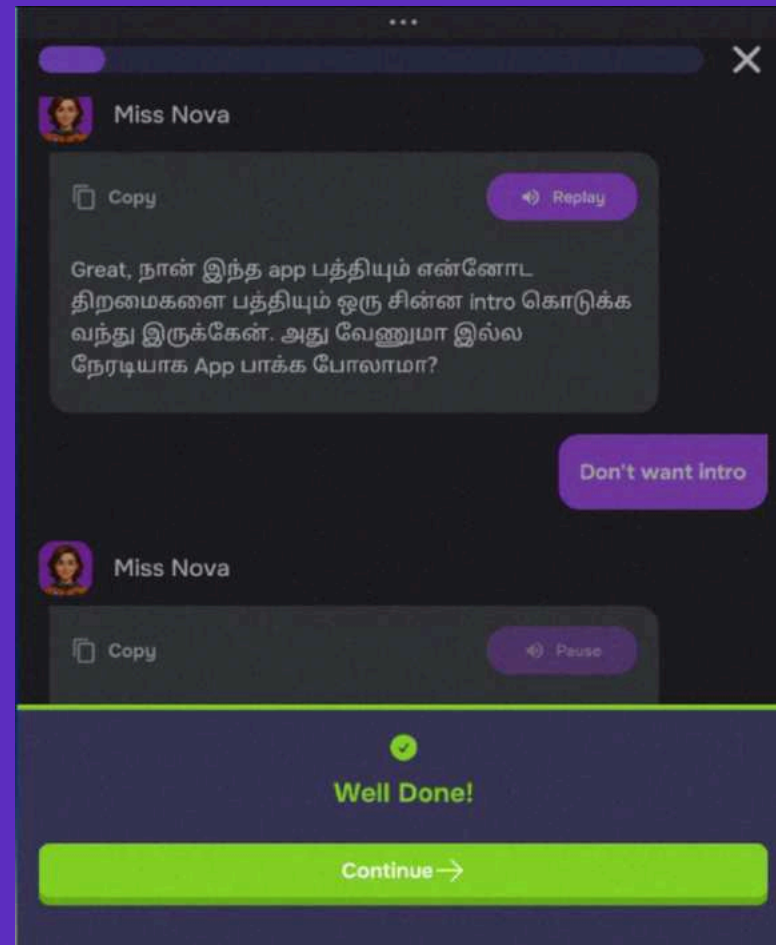
What's working?

- The transcription and response speed from Nova are impressively fast.
- **Aha Moment:** *Quality of regional language voice.*

What's not working?

- 'Start Activity' and 'Skills' creates confusion. It's unclear if the user is being evaluated or simply meeting the AI tutor.
- Request to Skip Activity” is vague. The purpose of the button is unclear when the intent is to meet Nova
- The image used appears very childish and may not appeal to working professionals.
- The initial message is shown in Hindi, even though Tamil was selected.
- The “Copy” icon seems unnecessary in this context
- The “Speak” button is redundant when response options are already provided in the message.
- No transcript is displayed for the audio message in the chat

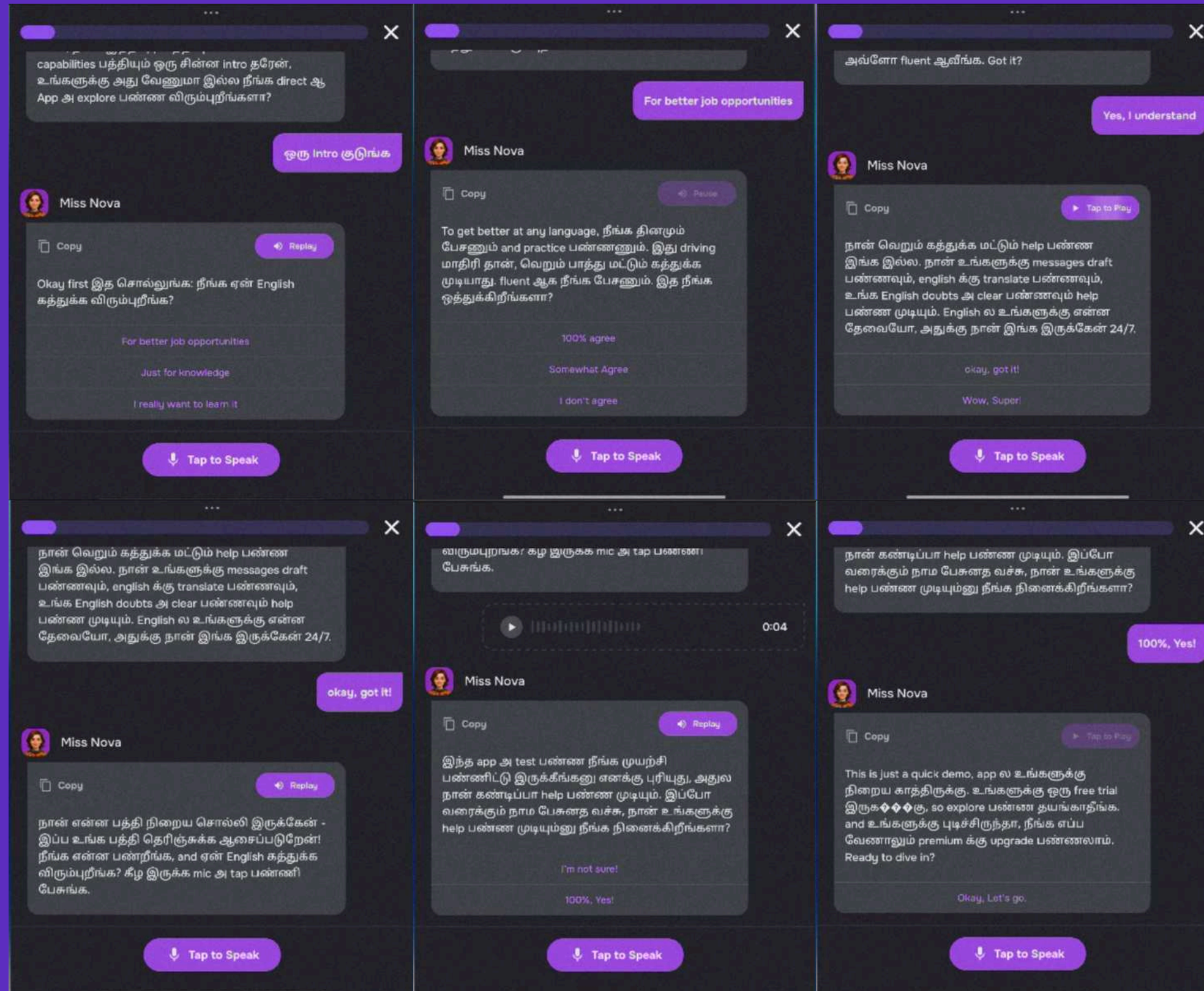
Meet Nova Your AI Tutor - Don't want Intro



What's not working?

- The flow adds no value when “Don't want intro” is selected. It feels like a waste of 2 minutes.
- ‘Well done’ for not wanting the intro is contextually irrelevant.
 - **Recommendation:** The app should either effectively nudge the user to experience the intro or truly honor the skip.
- Using 'Activity' and the feedback option 'Activity was too hard' feels inappropriate for an introductory interaction.
- “Perfect score?” and “100% Accuracy” add more confusion. Why is the user being graded for an introductory activity?.

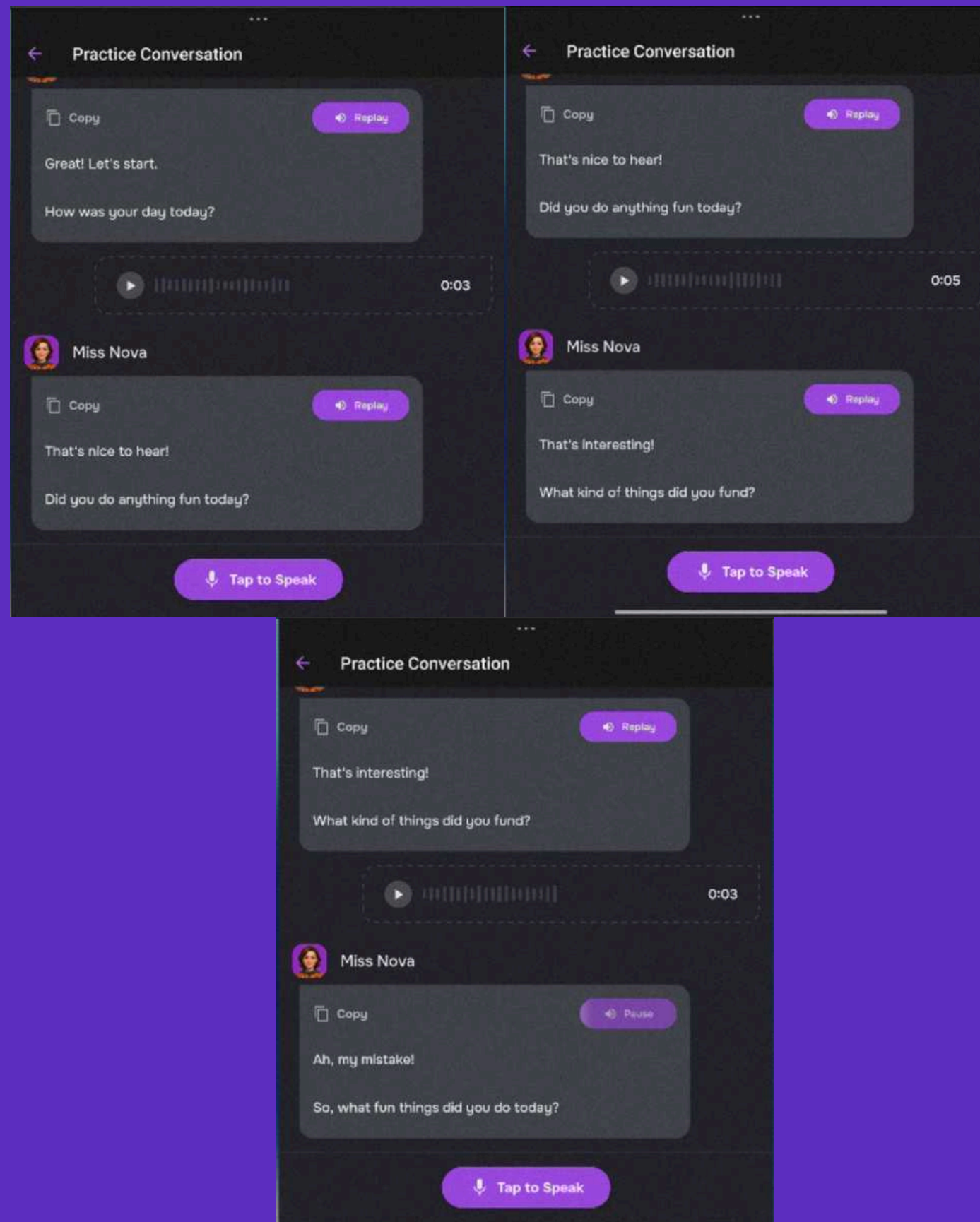
Meet Nova Your AI Tutor - Intro Flow



What's not working?

- The progress bar at the top is non-functional, with no indication of how long the introduction will last.
- The introduction offers limited value, repeating capabilities (drafting emails, translating, clarifying doubts) already mentioned.
- Although it calls itself a quick demo, the flow does little to give an actual preview of what the app can do.
- User goals and motivations are asked too late in the conversation, which limits Ms. Nova's ability to personalize the experience from the start.
- The responses are overly verbose. The chat-based format isn't fully leveraged to create a truly conversational and personalized onboarding flow.

Practise conversation Flow



What's not working?

- The practice conversation starts without any personalization, making it feel too generic. Users with specific goals might lose interest quickly.
- The conversation experience feels choppy (tap to speak → done → wait for transcription → wait for response). It's more like exchanging voice messages than a real-time AI conversation.
- Despite understanding the context, the app does not recognize minor transcription errors like “fund today” instead of “fun today.” A prompt like “Did you mean fun?” would demonstrate error-handling capability.
- There is no indication of what the goal of the practice is or how long it will last.