NUA: Why India's Most Trusted Femtech Brand Has an Onboarding Problem

A Product Case Study by **Tabassum Khanum**

Email: tabassumk7484@gmail.com | LinkedIn: linkedin.com/in/tabassum-khanum

FEMTECH | D2C | UX RESEARCH | PRODUCT STRATEGY

The Hook: A Brand That Earns Trust, Then Loses It

Imagine you're a 24-year-old woman in India. Periods have always been something to hide. Then you find Nua — an app that greets you by name, tracks your cycle phase, and asks how you're feeling today. For millions of Indian women, this is the first time a period product felt made for them.

But small friction points add up. Product recommendations require 10+ questions upfront. The Tracker shows nothing useful to first-time users. Loyalty rewards only spending. And most customers buy on Amazon or Zepto — never reaching the app where the real experience lives.

The Core Problem

Nua has built one of India's most trusted femtech brands. The product is genuinely good. The gap is in how many users never get far enough to experience it — and that's where retention is being lost.

Company at a Glance

2017

Founded

Mumbai, by Ravi Ramachandran & Abhishek Ramanathan

$21.5M

Total Funding

INR 35 Cr Pre-Series C (Feb 2025) led by Mirabilis Investment Trust

₹100Cr

ARR Crossed

Q3 2024 — targeting INR 150 Cr ARR by Q1 2025

10L+

Women Trust Nua

Profitable since Q2 2024 — rare for D2C brands in India

10K+

Play Store Downloads

10,000+ downloads on Google Play Store — growing user base with strong organic traction

What Makes Nua Different

Nua started as a customisable period care subscription box and expanded into a full women's wellness platform — period care, intimate hygiene, cramp relief, nutrition, and skincare. The key differentiator is **positioning**: Nua treats the period as something to understand and manage, not hide.

Website: https://www.nua.com

Notable Investors

→ **Deepika Padukone**

Brand legitimacy — signals safety and authenticity to a deeply sceptical user base

→ **Lightbox VC & Kae Capital**

Lead institutional investors; Vindi Banga (ex-Unilever global president) also invested

> **Subscription frequency options**
>
> Every 1, 2, or 3 months — a key business model lever that drives LTV and repeat revenue. This is a significant decision point in the subscription setup flow.

Who Is the Nua User?

Primary: The Aware Urban Woman

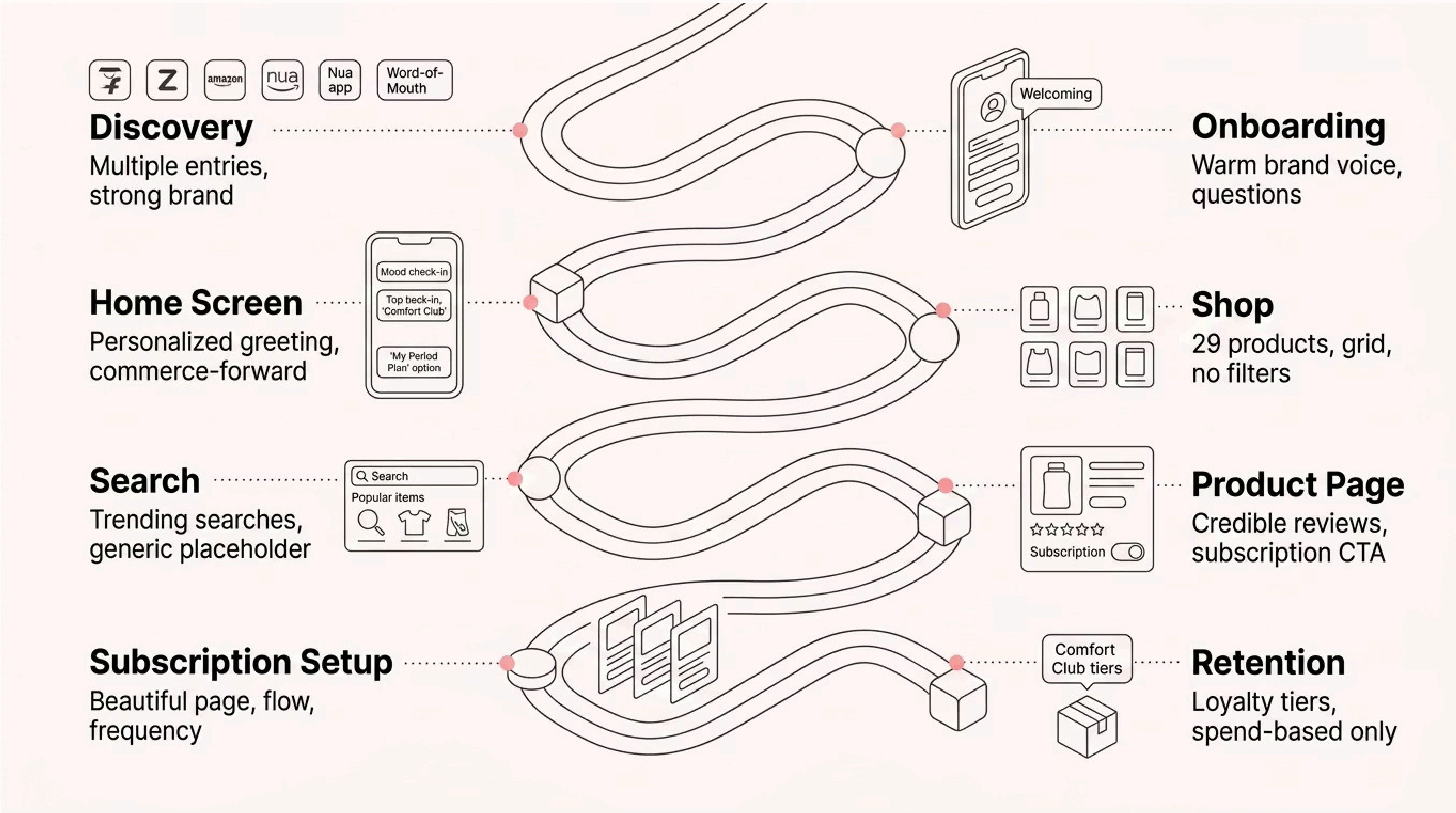
- Age 22–35, Metro & Tier-1 cities
- Already knows periods aren't shameful
- Wants ingredient transparency & customisation
- High subscription intent — never wants to run out mid-cycle
- Actively uses Tracker, logs mood, engages with Comfort Club

Secondary: The Discovery User

- Age 18–22, Tier-1 & Tier-2 cities
- Discovering femtech via Instagram or influencers
- Intimidated by too many choices
- Exploratory buyer — likely to purchase once before committing
- Installs app for first order; may not return unless nudged

The home screen's emotional check-in is designed for the Primary Persona. For a Discovery User opening the app for the first time, it may feel **confusing rather than warm** — context is missing.

User Journey: From Discovery to Subscription

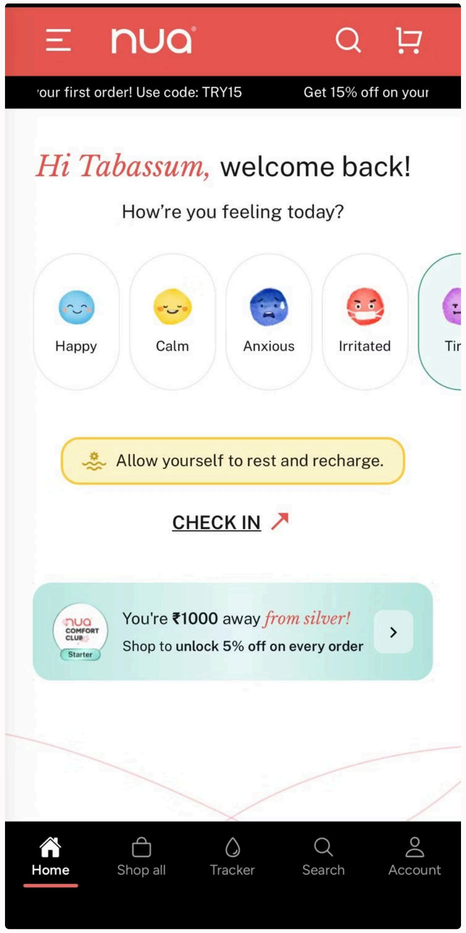


The journey reveals a consistent pattern: **strong brand execution at the top of the funnel, increasing friction as users move toward subscription commitment.**

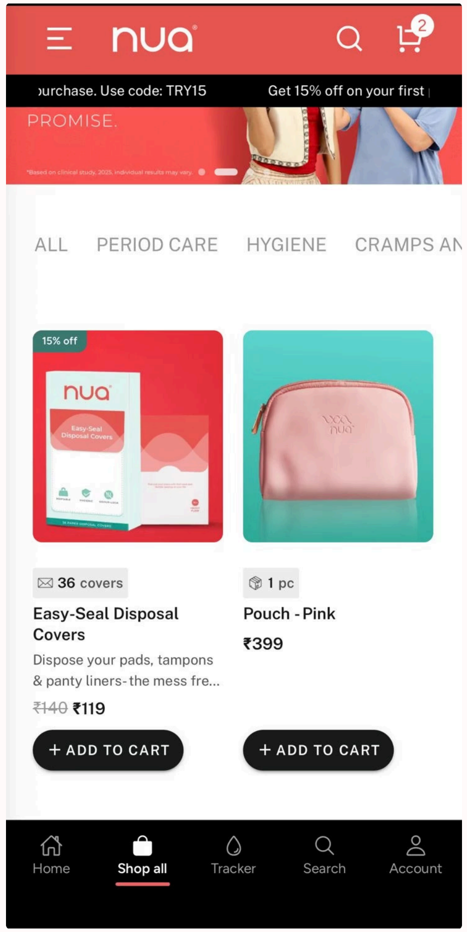
💡 Key Discovery: Subscription Frequency

Nua's 'Every 1/2/3 months' frequency selector is more than a UX choice — it's a direct lever on Monthly Recurring Revenue. A user choosing monthly delivery is worth 3× a quarterly subscriber. Yet this decision is made after the subscription page is found — meaning most users never reach it. Surfacing frequency options earlier (e.g., on the product page) could significantly lift MRR.

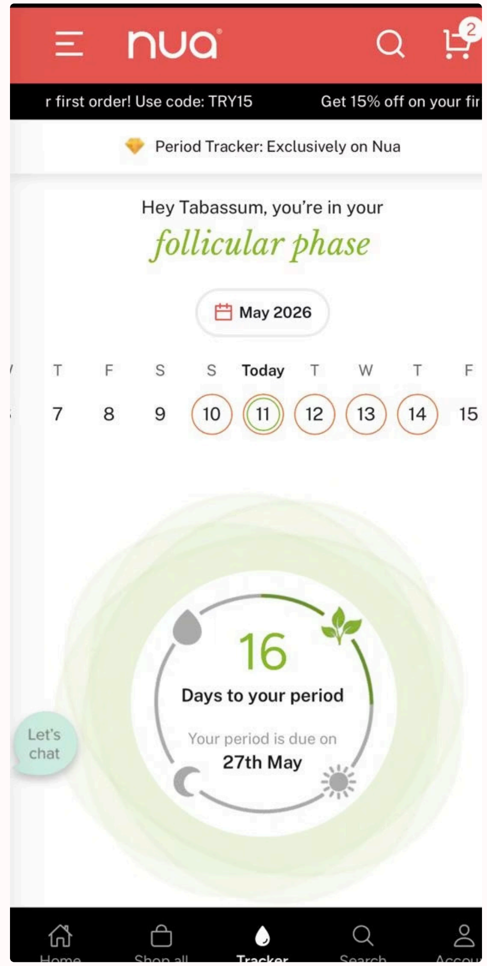
The App Experience: A Visual Walkthrough



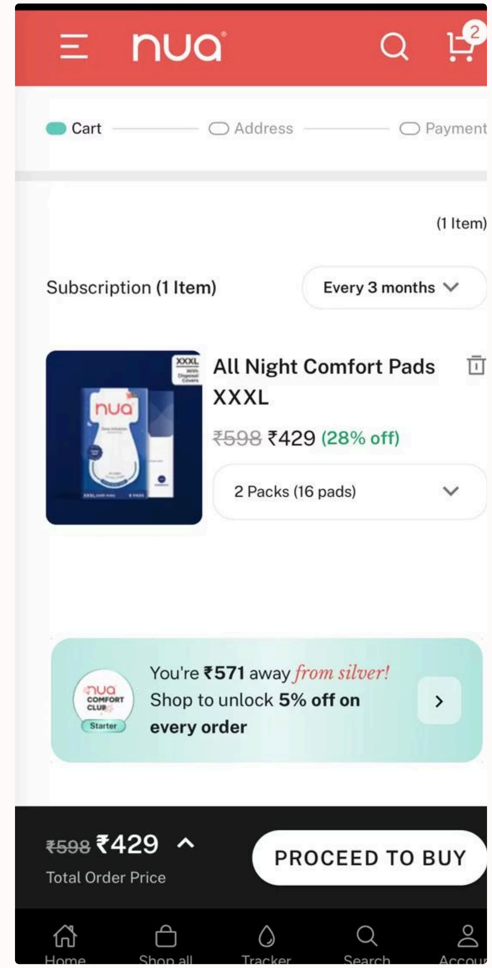
Home — Warm greeting & mood check-in



Shop — Truncated category tabs



Tracker — Follicular phase visualisation: powerful feature



Subscription Cart — 'Every1,2, 3 months' + Comfort Club upsell visible at checkout

Screenshots taken from live Nua iOS app, May 2026

The Business Case: Why This Friction Is Costly

Nua's north star metric is **Monthly Subscription Revenue (MRR)** — a subscriber who auto-receives pads every month is 5× more valuable than a one-time buyer.

1

Subscription Conversion Rate

% of buyers converting to subscription — where Nua's UX problem hurts most directly

2

Period Tracker Activation Rate

% of users logging at least 2 cycles — strongest predictor of long-term retention

3

Comfort Club Tier Progression

Users reaching Silver or Gold churn far less — loyalty must be earned through engagement, not just spend

4

Subscription Pause/Cancel Rate

Counter metric — high pause rates signal insufficient value between deliveries

What Nua Does Exceptionally Well

🌸 Brand Voice is Genuinely Warm

Words like "comfort," "care," "your cycle," "how are you feeling today" — every touchpoint feels written by someone who actually menstruates. Rare and hard to replicate in a category dominated by clinical, shame-reinforcing language.

🎨 Visually Consistent Across All Channels

Coral and teal colour language, rounded typography, warm photography — unified whether on app, website, Amazon, or Zepto. Most D2C brands of this size lose their identity on third-party marketplaces.

⭐ Customer Reviews Are Specific and Credible

Not generic 5-star ratings — real names, photos, and specific details. *"I get the best sleep during my period now, and wake up without any stains."* This specificity builds trust where purchasing decisions are deeply personal.

Friction Point Analysis

⚠ Every friction point maps directly to a lost subscriber — not just a lost sale. The compounding effect across the funnel is significant at Nua's scale.

Deep Dive: The Four Friction Points

FP1: Onboarding Too Long

Period plan questionnaire asks 10+ questions just to get product recommendations. Users want suggestions fast — not a lengthy form before they've seen a single product. Flo (global competitor) asks 3 questions, then onboards progressively.

FP2: Tracker Empty State – No Motivation

First-time users see 'your insights will appear here' with nothing useful. No preview of what they'll gain, no reason to start logging their cycle. Zero value delivered at the most critical activation moment.

FP3: Spend-Only Loyalty

Comfort Club rewards only purchases. Women who log cycles daily, check in their mood, and read the Period Guide get zero recognition — completely misaligned with Nua's trust-first brand values.

FP4: Marketplace Gap

Most Nua customers buy on Amazon or Zepto and never download the app. They miss the Tracker, mood check-in, Comfort Club, and Period Guide — the very features that turn a one-time buyer into a loyal subscriber.

Competitive Landscape

Feature	Nua	Carmesi	Pee Safe	Whisper / Stayfree
Positioning	Wellness + comfort + community	Organic, chemical-free	Hygiene + convenience	Mass market, mainstream
Subscription	✅ Customisable, cycle-based	✅ Basic	Limited	❌ None
Period Tracker	✅ In-app, cycle logging	❌	❌	❌
App Quality	Strong — personalised, warm UX	Basic e-commerce	Functional	No dedicated app
Celebrity Backing	Deepika Padukone (investor)	None	None	Brand ambassadors
Key Weakness	Onboarding friction, buried subscription	Limited product range	Feels generic	No wellness positioning

Nua leads on every meaningful dimension — subscription sophistication, app depth, brand authenticity. The opportunity is to fix internal friction, not compete externally.

Friction Points & Recommendations Roadmap

1

P0 – Period Plan Questionnaire Too Long

Effort: LOW | Impact: HIGH. 10+ questions just to get product recommendations. Users want suggestions fast — not a lengthy form before they've seen a single product.

2

P1 – Tracker Empty State Gives No Motivation

Effort: MEDIUM | Impact: HIGH. First-time users see "your insights will appear here" with nothing useful. No preview of what they'll gain, no reason to start logging their cycle.

3

P2 – Spend-Only Loyalty

Effort: MEDIUM | Impact: MEDIUM. Comfort Club rewards only purchases. Women who log cycles daily, check in their mood, and read the Period Guide get zero recognition — completely misaligned with Nua's trust-first brand values.

4

P3 – Marketplace Gap

Effort: HIGH | Impact: HIGH. Most Nua customers buy on Amazon or Zepto and never download the app. They miss the Tracker, the mood check-in, the Comfort Club, and the Period Guide — the very features that turn a one-time buyer into a loyal subscriber.

5

P4 – Surface Subscription as Primary CTA

Effort: LOW-MEDIUM | Impact: HIGH. Move "Your Nua box is waiting" from Account menu to home screen and shop page for all non-subscribers. Navigation change only — no rebuild needed.

6

P5 – Add Engagement-Based Loyalty Rewards

Effort: MEDIUM | Impact: MEDIUM. Award Comfort Club points for logging cycles, completing the Period Guide, writing reviews, and referring friends — not just spending money.

7

P6 – Fix Shop Discovery Friction

Effort: LOW | Impact: LOW-MEDIUM. Fix truncated category tabs ("CRAMPS AN...") and add "Filter by symptom" to reduce browsing abandonment.

The One Change to Make First — and How to Measure It

Why P1 Wins

The subscription page **already exists and is already good.** The headline "Your Nua box is waiting for you" is emotionally compelling. The 4-step visual is clear. The trust signal (10 Lakh+ women) is strong.

The only change needed is **placement** — a navigation and information architecture fix. Low engineering effort, potentially high revenue impact.

Success Metrics for P1

Primary Metric

Subscription conversion rate — % of first-time buyers converting to subscription within 30 days

Secondary Metric

Average time from app install to first subscription setup

Scale Impact

Even a 5% improvement in subscription conversion rate could represent significant ARR at Nua's scale

Research Sources: Live app usage (iOS) · Inc42 funding data · Crunchbase · Competitor app analysis (Carmesi, Pee Safe) · app screenshots covering home, shop, search, tracker, subscriptions, reviews, and account screens.

Thank you for reading

This case study was built from live app research, real screenshots, and a genuine curiosity about how great brands can serve their users even better. If you're a PM, recruiter, or product enthusiast — I'd love to connect and hear your thoughts.

📧 tabassumk7484@gmail.com | 💼 linkedin.com/in/tabassum-khanum