Lovable × TKS

Reducing Post-Creation Drop-Off Through AI-Driven UX/UI Recommendations

Providing personalized UX/UI recommendations to sustain user engagement

Try Pitch

Executive Summary

Brief Overview of Recommendation

01

Problem

Early Drop-off Limits Retention and Growth

Users often **stop using** the platform after **creating** their **first project** or **abandon** it before reaching success**. This weakens retention** and **limits sharing**, therefore slowing user growth. One of the key reasons is that users **do not clearly see** the value of **further improvement**

02

Solution

AI Website Analysis with Personalized UX Recommendations

A feature that tracks user activity after website creation. If signs of project abandonment are detected, it triggers an **AI-based** website **analysis**.
Users receive clear, **personalized** website **improvement suggestions**, including an estimated impact on key performance metrics. After users achieve measurable results, they are encouraged to **share progress** through an **auto-generated** social media **post**.

03

Outcomes

Increased User Retention and Organic Growth

Retention increases as users receive clear guidance on improving their websites, **keeping them engaged.**
Reactivating even **5–10% of inactive** users **extends** project **lifecycles** and improves willingness to **buy a paid plan**.
If **5–15%** share their progress, it creates **organic growth** through authentic success stories.

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The problem:

Users **create or start projects** on Lovable but often **don't return** to improve or further develop them, which **limits organic growth**.

01 Drop-off after the first prompt

After the first successful prompt, **users confirm Lovable works**. However, they don't know what more they can do and **don't explore further**.

Consequence:
- **No prompting habit** forms
- **Lack of reasons** to recommend Lovable

02 Drop-off after the first project

Once a functional version of a project is built, many users leave. They are satisfied with it and **don't see the potential** in keeping improving it.

Consequence:
- Built projects receive **little attention**
- **Decreasing demand** in paid plans

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The problem:

Not all users achieve visible progress. Lovable provides tools for iteration, but some users lack clarity on how to improve their projects further.

03

88% of AI projects get stuck at the experimentation stage and never reach production

Why? Companies aren't ready for it. They often **lack clear data, processes, and expertise**. Many try AI, but mostly at the experimentation stage. The **value is unclear**, and they don't know what to do next.

04

Lovable's user retention after 30 days is 85%.

**Retention is strong.** However, many projects don't consistently improve.
- Projects often remain **unfinished** or low quality. Therefore, they are **rarely shared**.
- Since most new users discover Lovable through shared projects, **stalled projects limit organic growth.**

Recommendation:
Drive Retention and Increase Organic
Growth by **Guiding Project Improvement**

This will encourage users to **keep building and
sharing** their projects, significantly increasing **word of
mouth and organic growth.**

01 Use AI to automatically **analyze inactive
projects** and deliver **personalized
improvement suggestions** with predicted
impact

02 As soon as users show measurable
progress, generate a **ready-to-share
post,** highlighting their results and how
Lovable supported the journey.
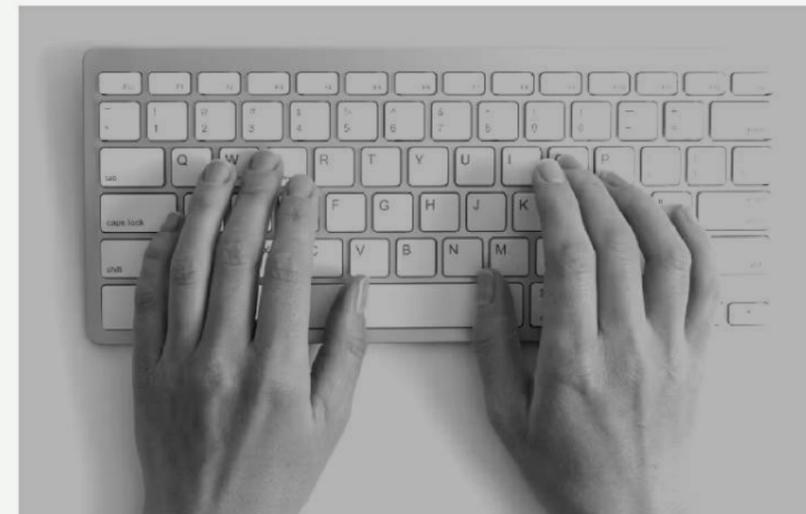
The user's website analysis

How to make users feel supported and motivated to continue building and sharing their projects

User Reactivation Process

After a user abandons a project, the system **waits 4 days.**

If the **user does not return**, the system analyzes
- The website using predefined UX/UI rules or relevant benchmarks
- The project's performance metrics and analytics

Based on this **analysis**, it **generates** 1-2 specific **improvement** suggestions and estimates their potential impact on key metrics.

If the user **does not interact** with the suggestion, one follow-up **message is sent** after 14 days.
If there is **still no interaction**, the project is **marked as inactive**, indicating low user intent.

Suggestions in Lovable and Email

How to ensure every user receives and understands that recommendations are personalized, not promotional

1 In-Product Recommendations

- Projects with **suggestions are marked** on the **All Projects** page
- Clicking **opens a brief pop-up window** with recommendation next to analytics
- **Full version** available for deeper **context**
- It **shows the current** issue, suggestions, expected impact

2 Re-Engagement via Email

- The same **recommendations** sent if **user** becomes **inactive**
- It **uses name** and **project context** to make it **personalized**
- It contains **direct link** back to the project in Lovable

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The user recieves an email with project improvement suggestions

This page displays a pop-up which is responsible for checking whether the user
actually posted and completing the action

Note: This applies to all the versions we recommend
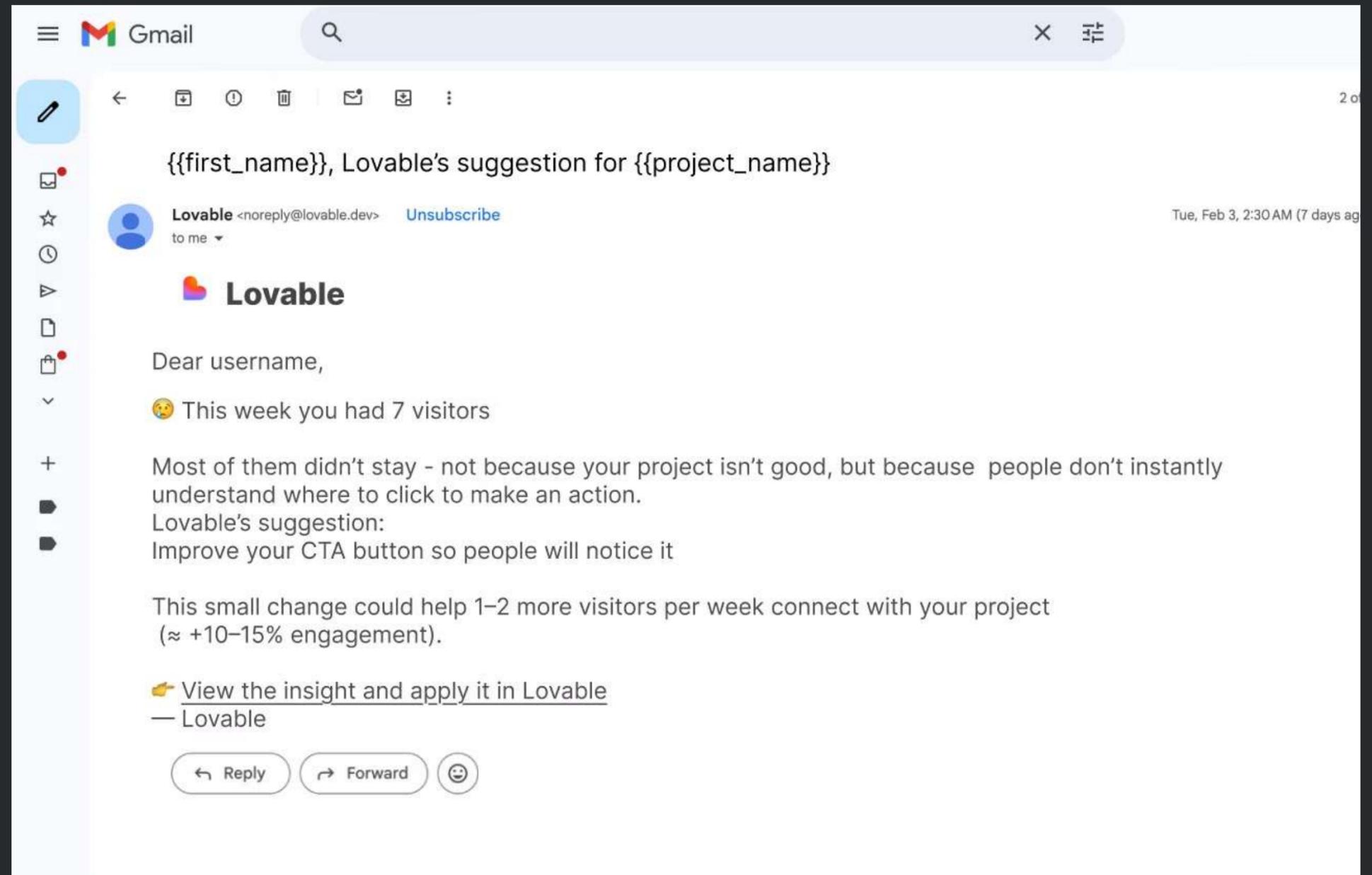
Why personalized transactional emails?

To ensure all users receive updates, we recommend **sending emails** in addition to showing this information on Lovable's website.

+188% — **open rate lift from personalization**, compared to **12.1% without personalization (by Campaign Monitor)**.

8x — Opens and clicks from **transactional emails** compared to standard marketing emails (by SendX).

94% — **of customer insights and marketing professionals** say personalization is extremely important for meeting email marketing goals **(by Campaign Monitor)**.

40-50% — **Average open rate** for transactional emails. Moreover, [First Name] emails with personalized subject lines are **26% more** likely to be opened (by SendX).

It's essential not just to remind users about Lovable, but to provide personalized suggestions based on their projects and activity.
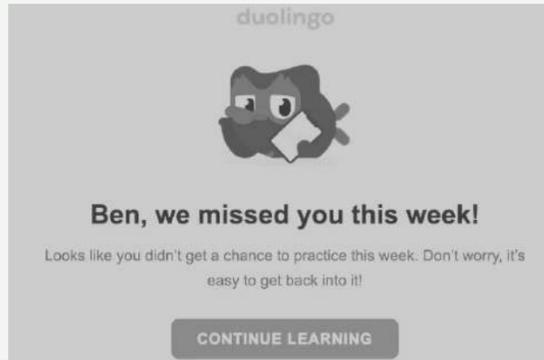
Case study: Duolingo's personalized emails
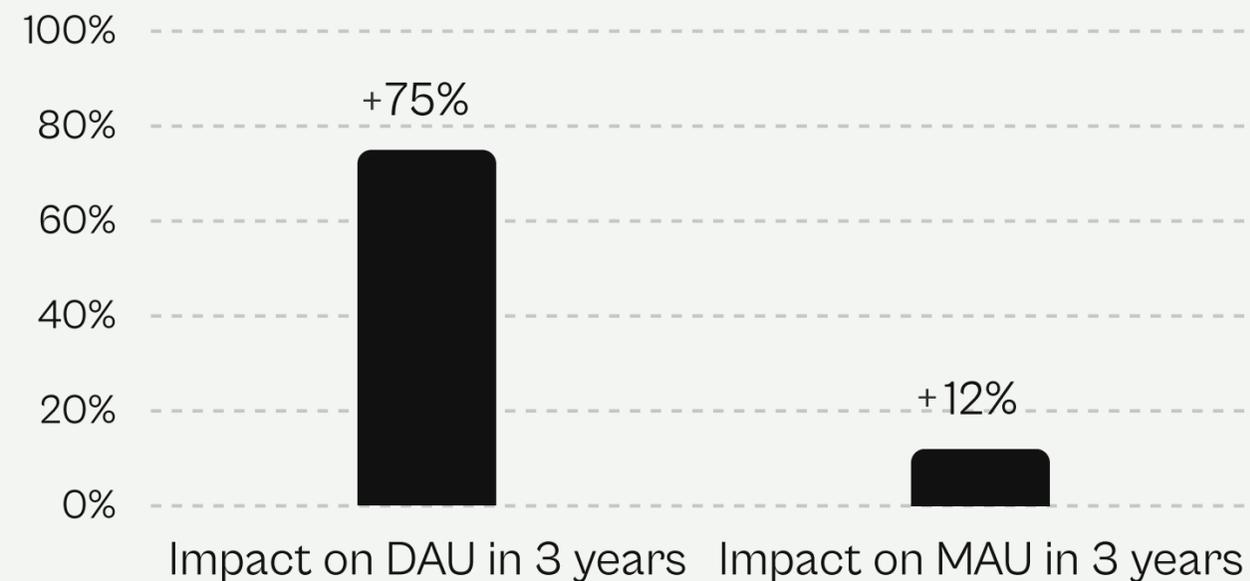
According to <u>Dreamlit</u>, Duolingo shifted from generic communication to **behavior-triggered, personalized emails,** sent when users became inactive. These emails provided the user's own progress and suggested potential next steps.

Duolingo's Impact Over 3 Years (<u>by Lenny's Newsletter</u>):
 +75% DAU growth driven by retention
 +12% MAU growth
This shows that growth came mainly from **increased usage frequency**, not from acquiring new users.

Action-triggered emails are crucial because they're tied to **real user behavior** and **feel more relevant.** Therefore, they are more effective for **bringing users** back than standard marketing emails.

Impact on DAU in 3 years   Impact on MAU in 3 years

Suggestion to post

How to turn user progress into shareable success stories that attract new users and demonstrate how Lovable supports its community.

Turning Progress into Organic Growth

After users **implement** several **recommendations** and show measurable **progress**, the system suggests sharing their results on LinkedIn, X, or other platforms.

An **LLM generates** a suggested post highlighting:
- Their starting point
- Measurable improvement
- Lovable's help in the journey

It makes the post feel like a **success story**, not a pure promotion, and users can fully edit it in their own voice.

The user recieves an email with suggestion to post

This page displays an email that describes the user's progress and offers to share this progress on social networks.

Note: This applies to all the versions we recommend
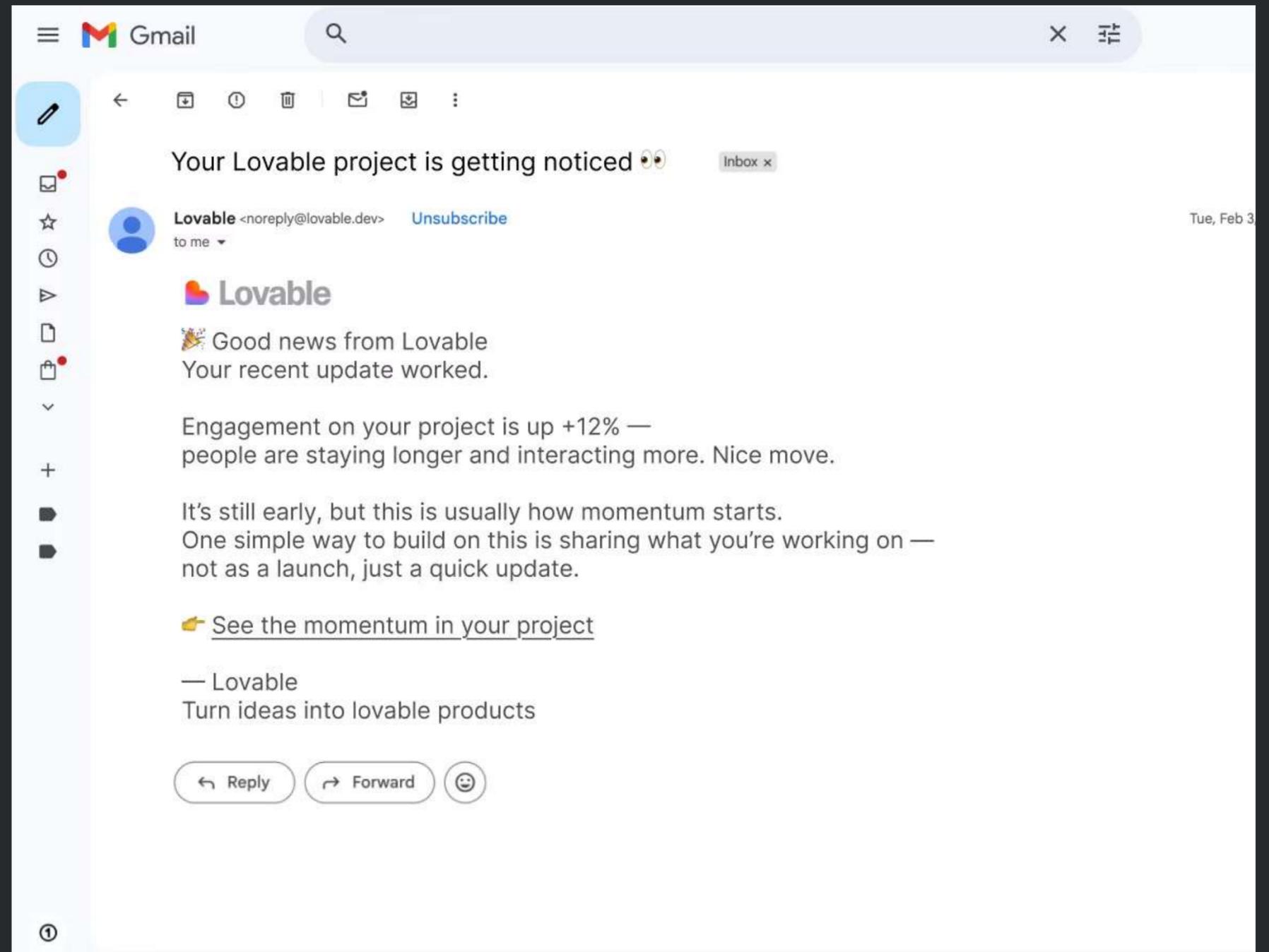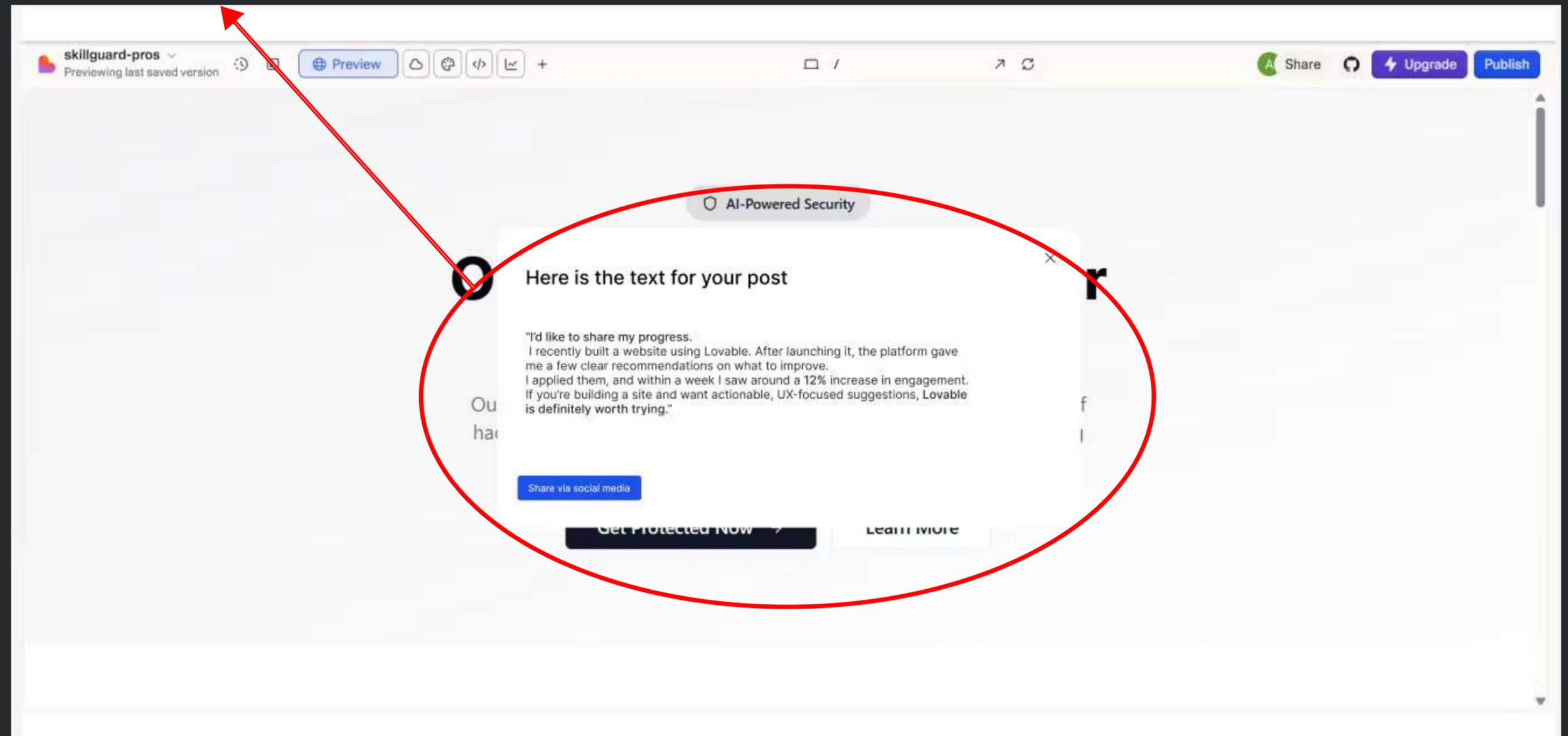
The user goes to his project and a pop-up appears.

This page displays a pop-up that describes the user's progress
and offers to share this progress on social networks.

Note: This applies to all the versions we recommend
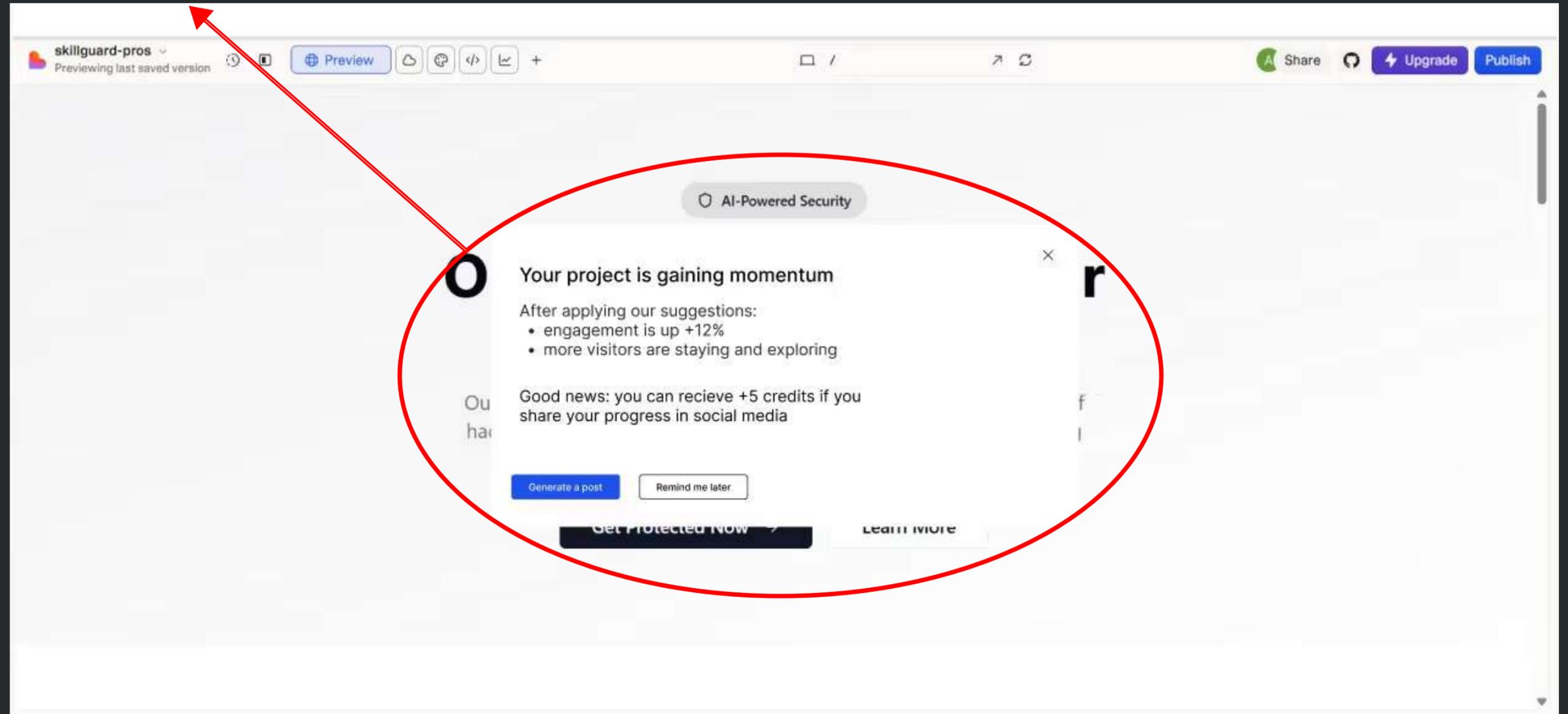
The user is redirected to a page with a pop-up where he sees the generated post.

This page displays a pop-up that contains a generated post for the user.

Note: This applies to all the versions we recommend

04

The user is redirected to a page to insert a link to the post and complete the action.

This page displays a pop-up which is responsible for checking whether the user

actually posted and completing the action

Note: This applies to all the versions we recommend
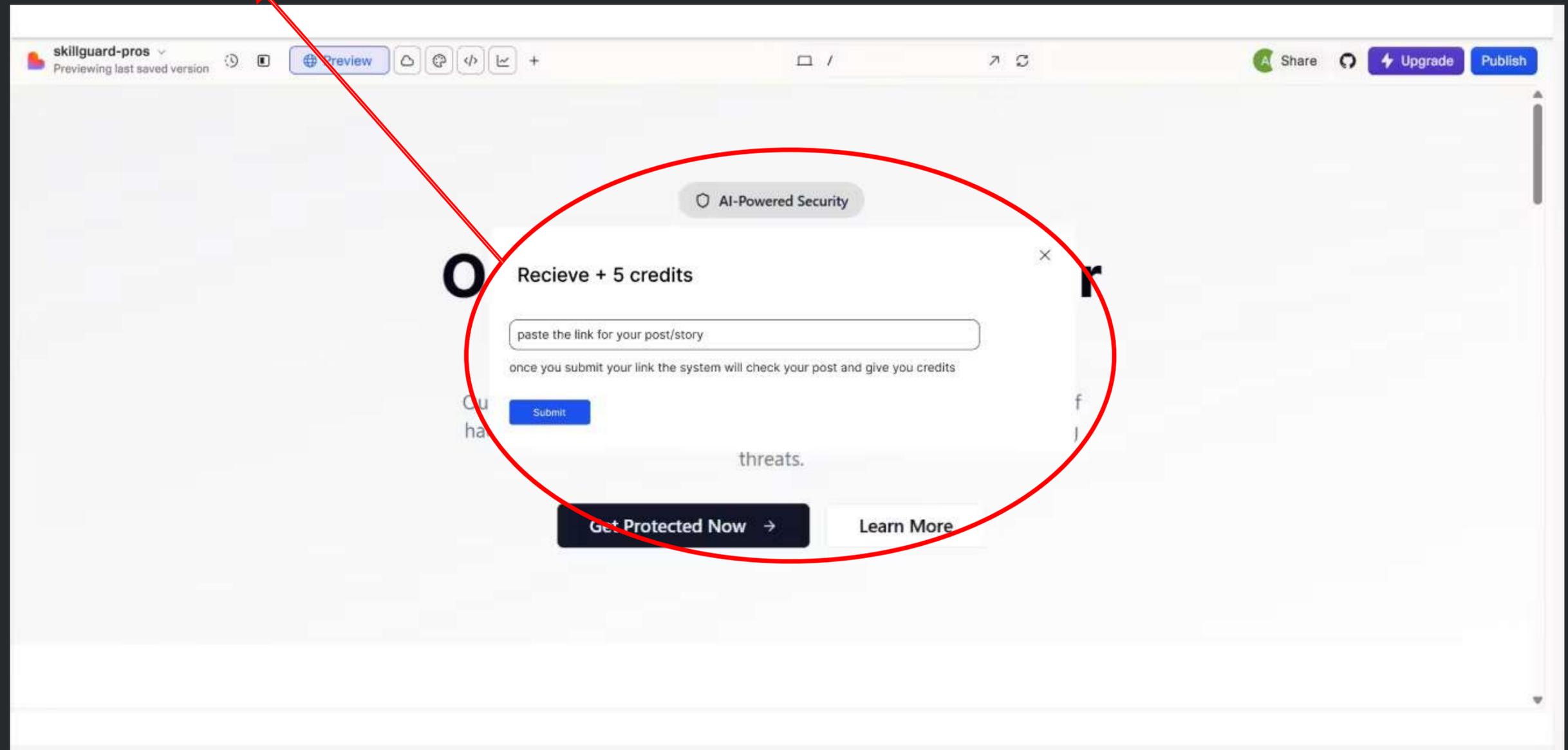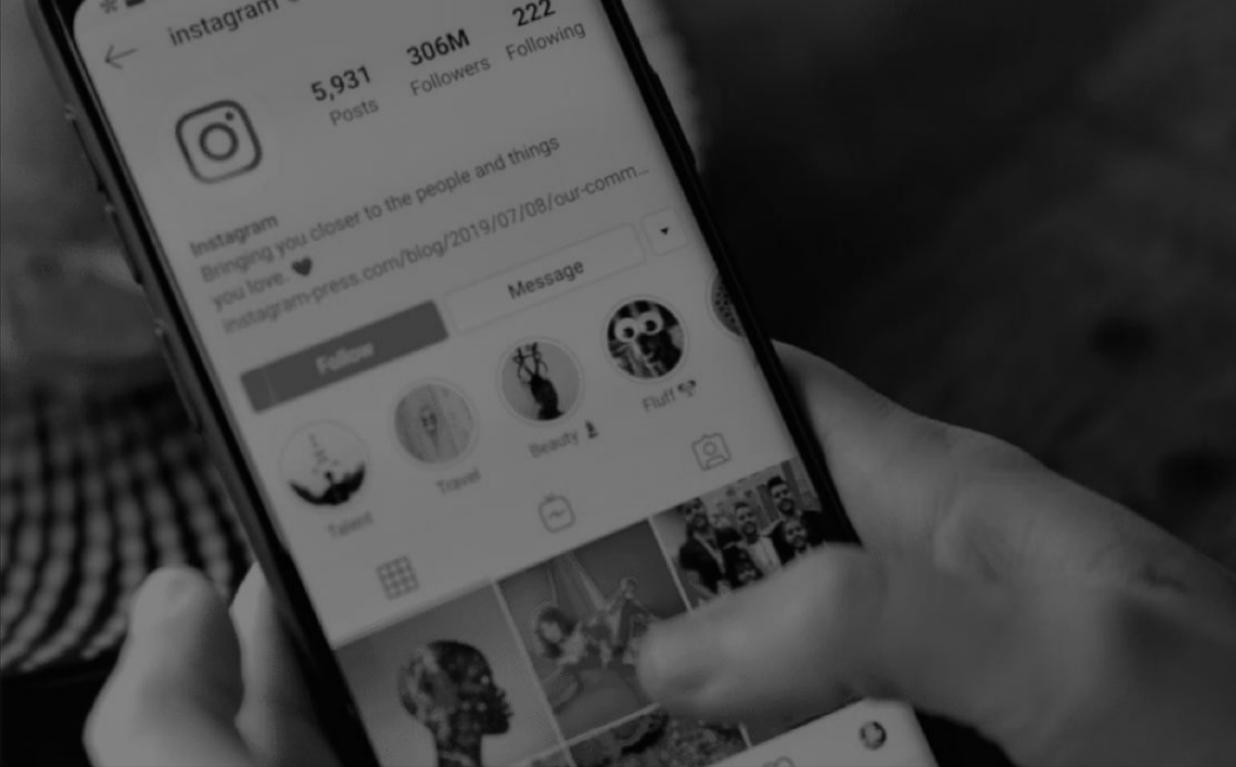
Why posts about success stories?

Lovable already has strong success stories. But the more **visible user success** becomes, the more **trust and organic growth** the platform builds.

88%

of consumers say **reviews influence** their online **purchasing decisions** (Boast).

49%

trust consumer reviews as much as **personal recommendations** from friends and family (Vendasta).

50%

of consumers are more likely to be **motivated by an online review** than by a discount offer (Vendasta).

While many users discover websites through search or word of mouth, visible success posts **amplify that effect**. They **build trust** from the very first interaction.

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16

Optional features

We understand that Lovable aims to keep costs as low as possible. That's why we suggest optional features that might be helpful but aren't strictly necessary.

Extra Ways to Increase Growth

- **Suggestions for active users**
  Extend the feature to active users, but keep it limited (e.g., once a month). Suggest small improvements to maintain engagement and encourage sharing.

- **Reward for sharing**
  Offer 5-10 credits to users who publish a post about their progress with Lovable and provide a link as proof. This will motivate people to share more, increasing the number of visible success stories.

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The user is redirected to a page to insert a link to the post and complete the action.

This page displays a pop-up which is responsible for checking whether the user actually posted and completing the action

Note: This applies to all the versions we recommend
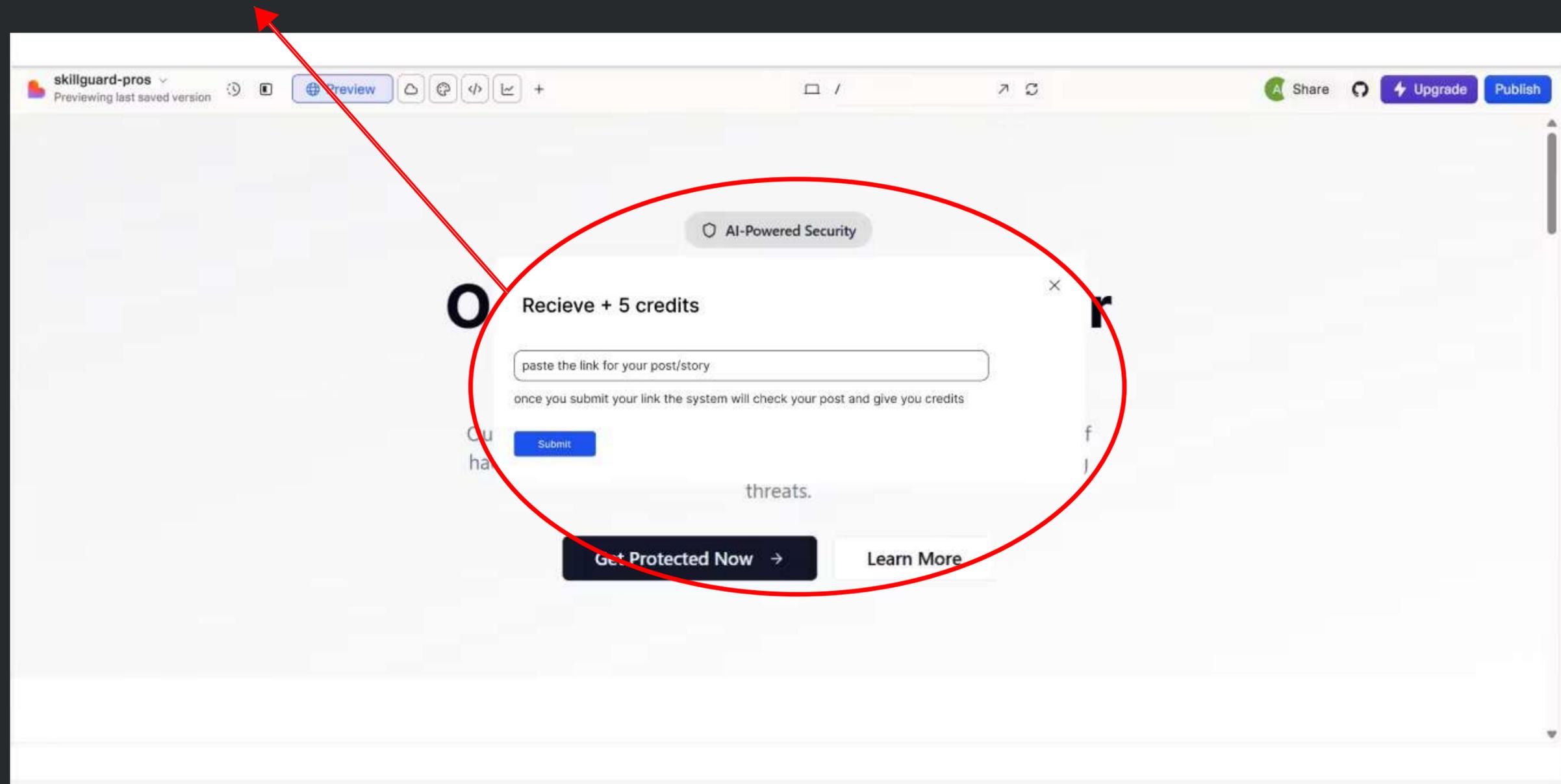
We understand that Lovable aims to keep costs as low as possible. That's why we suggest **three different** options based on how much the company is ready to spend.

MIN

MEDIUM

PRO

This version **includes** a **minimal amount** of **investment** and, at the same time, supports the function of improving the user's project, which helps them see the potential in improving the product and increases retention.

This version is **average in cost** but will be able to provide **more personalized recommendations**, and will also be able to have a wider range of analysis and recommendations will be more accurate

This plan includes **higher costs,** but the **recommendations** will be **more flexible** and advanced, resulting in **higher-quality** outcomes.

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Measurable Retention Gains with **Low Investment**
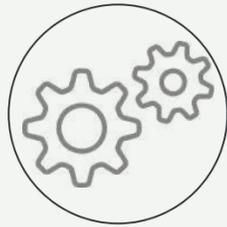
Technical Aspects

Rule-Based Analysis with AI Explanations

This function mainly uses **Python**.
The system pulls **basic metrics** (**traffic**, **conversion**) from **analytics**.

When a **user becomes inactive**, the project is **automatically evaluated** using **predefined rules** and **benchmarks**.
The system identifies **1–2 weakest points** with the **highest potential impact**.

AI is used only for **explanations** — it converts the **detected issues** and **recommendations** into **clear**, **human-readable text**: **what is wrong**, **what should be done**, and **what results can be expected**.
Based on these **recommendations**, the **user writes a prompt** to **apply the improvements**.

View Full Implementation Plan

Visual indicators highlight projects with available improvement suggestions, linking users to detailed recommendations

In the All Projects view, projects for which an improvement suggestion is available display a visual indicator. When the user clicks the indicator, they are redirected to the specific project page where the detailed recommendation is shown.
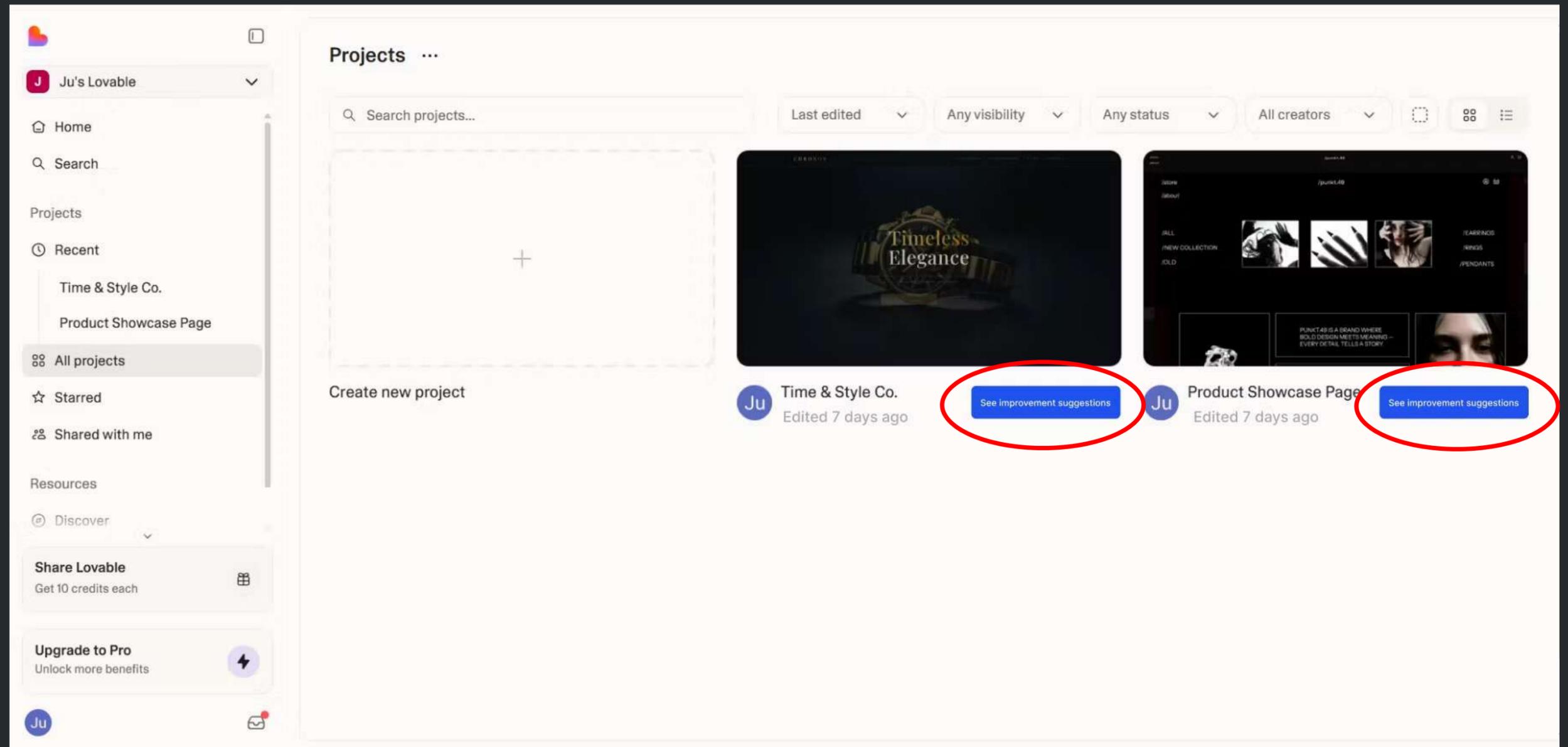
The user is redirected to a page with a pop-up

02

A pop-up that briefly describes: recommendations for users, the problem, and the expected impact on conversion when applying the offers
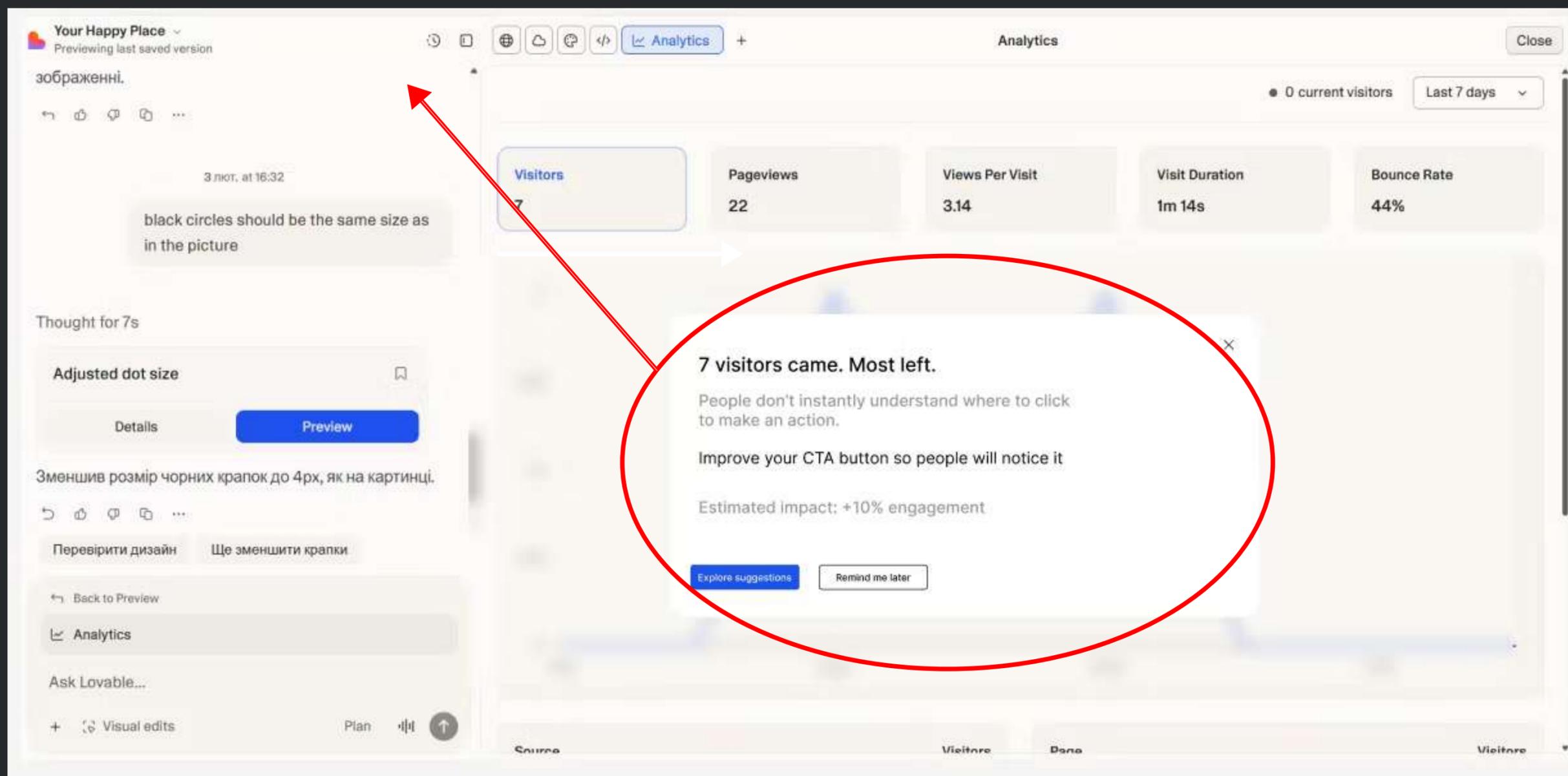
Recommendations for improving the project appear on the left.

On the left side of the page, the user can see the problem, recommendations, and their impact, as well as immediately prompt to reject these recommendations. On the right side of the page, the user sees their project.
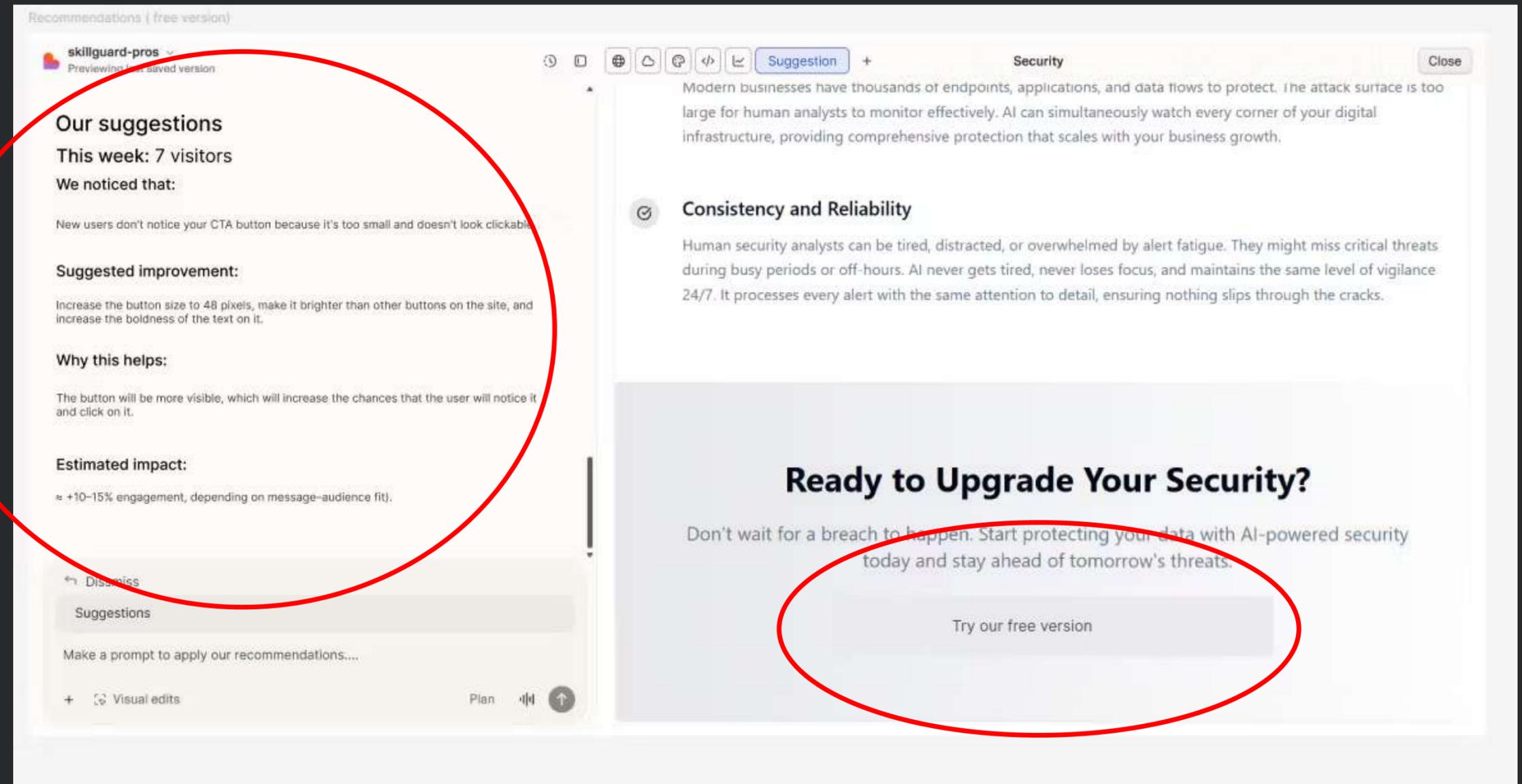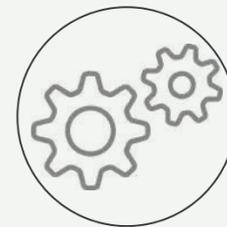
After writing the prompt, the user sees the result of the recommendations

A page that shows the project after the user has applied the recommendations.
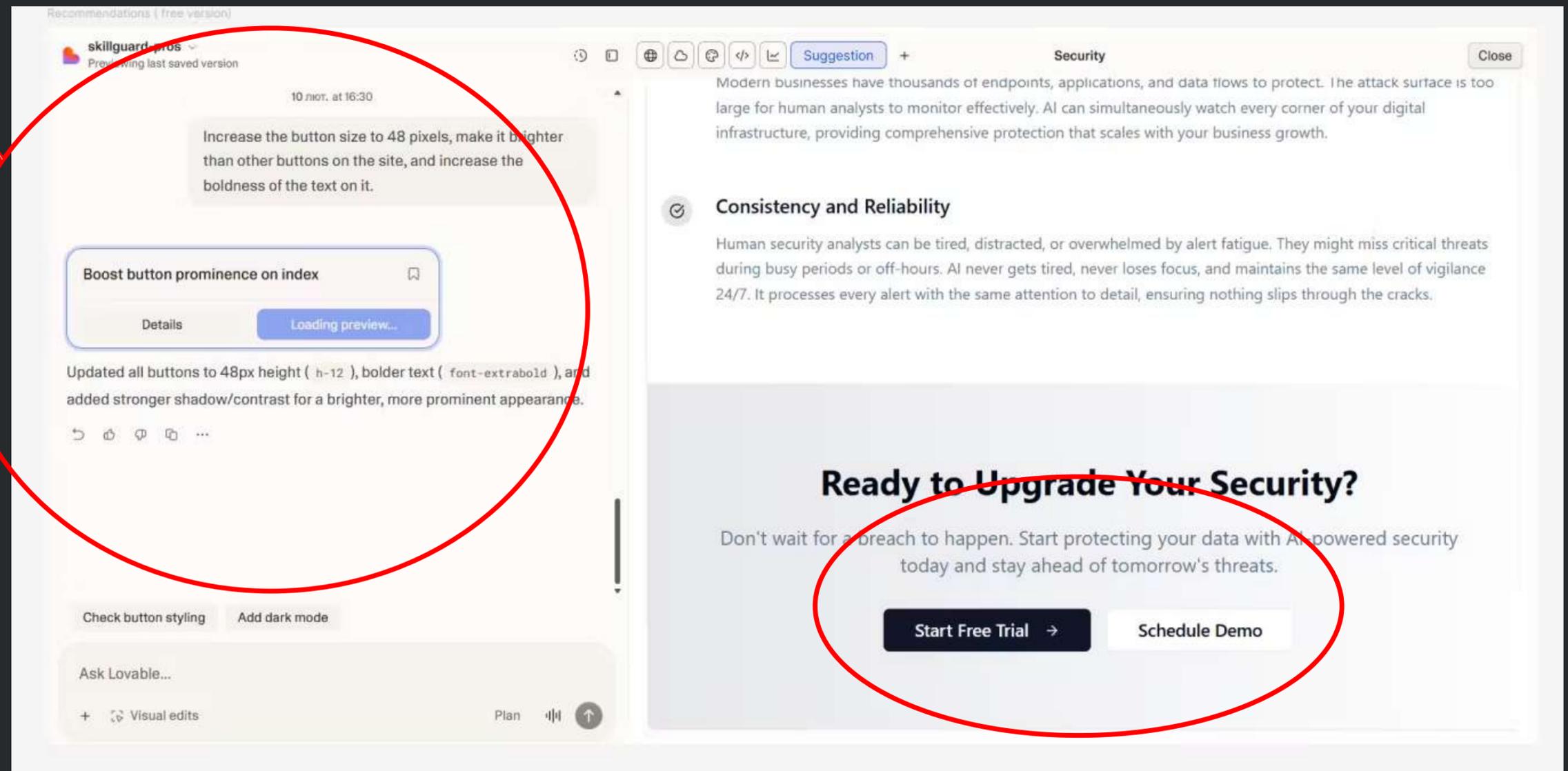
Decent Retention Impact with **Medium Investment**

Technical Aspects
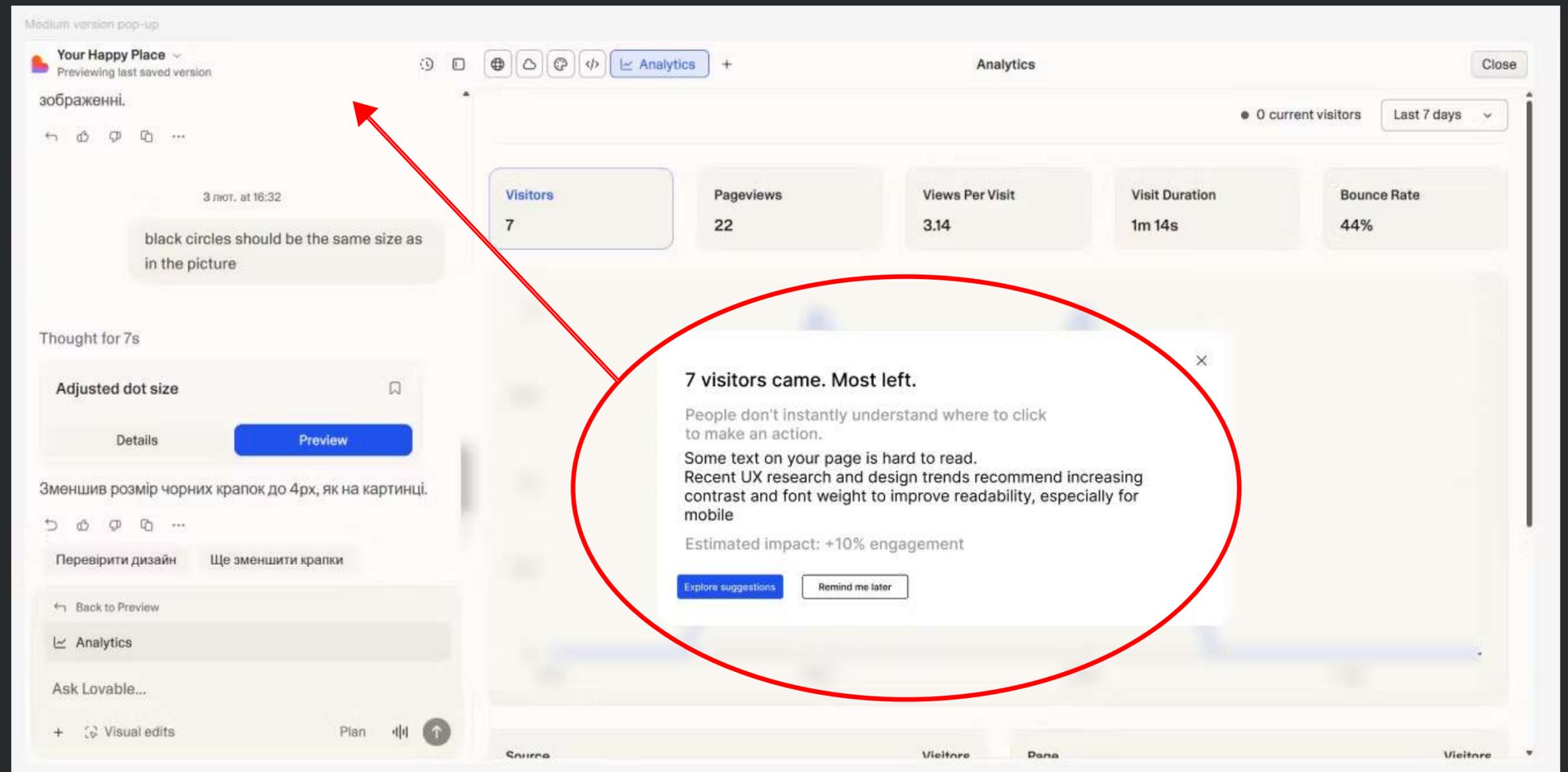**Rule-Based Analysis with AI Explanations**

- **Built-in AI** sees the site **as the user sees it.**
- Checks elements using **predefined UX/UI rules.**
- Uses **external references**: **industry benchmarks**, **brand - guidelines**, and **current design trends.**
- Creates **clear, human-readable recommendations.**
- **Medium-cost option**: **less complex than full code analysis** but provides **richer guidance.**

View Full Implementation Plan

Try Pitch

The user is redirected to a page with a pop-up

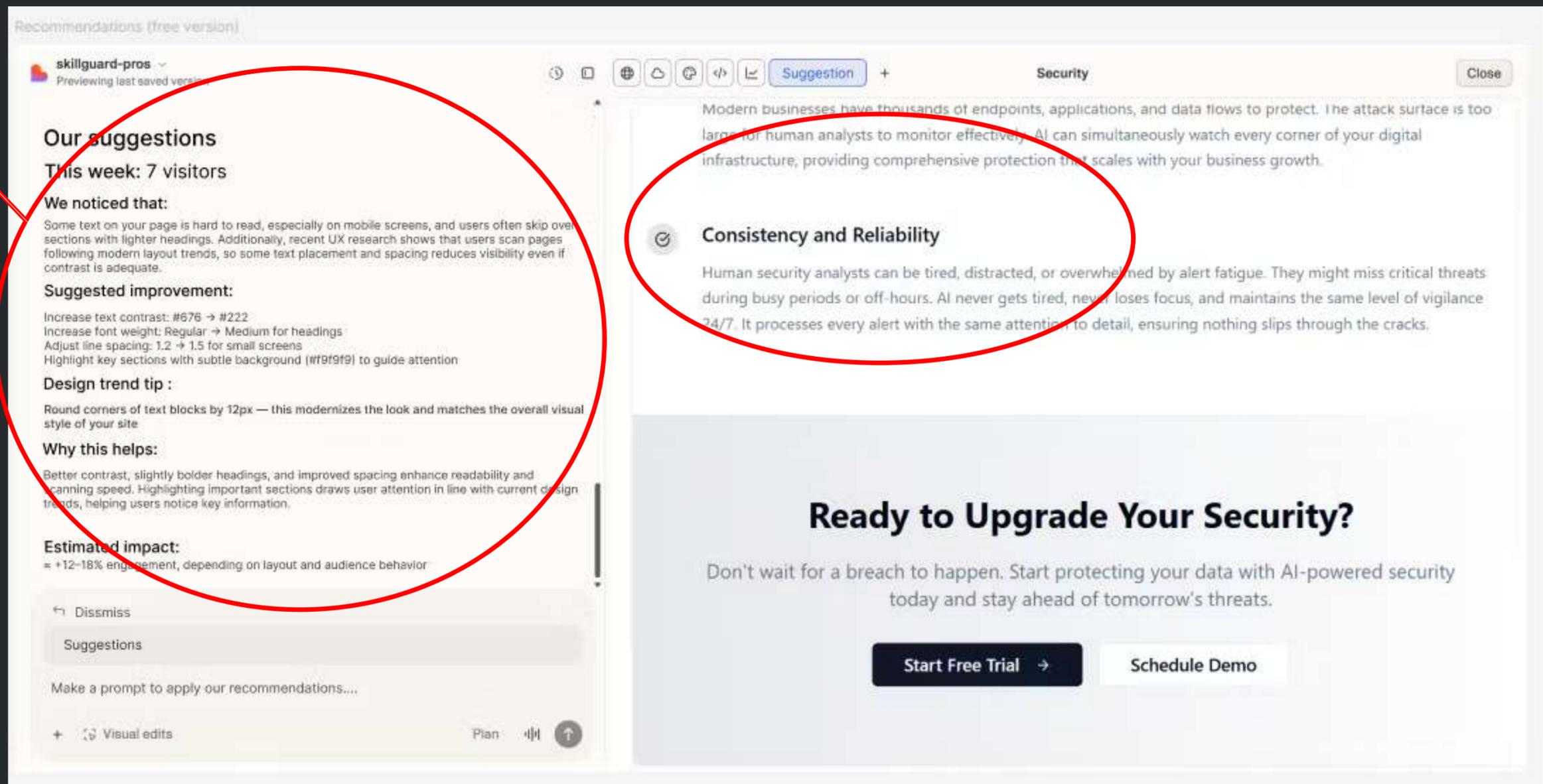A pop-up that briefly describes: recommendations for users, the problem, and the expected impact on conversion when applying the offers

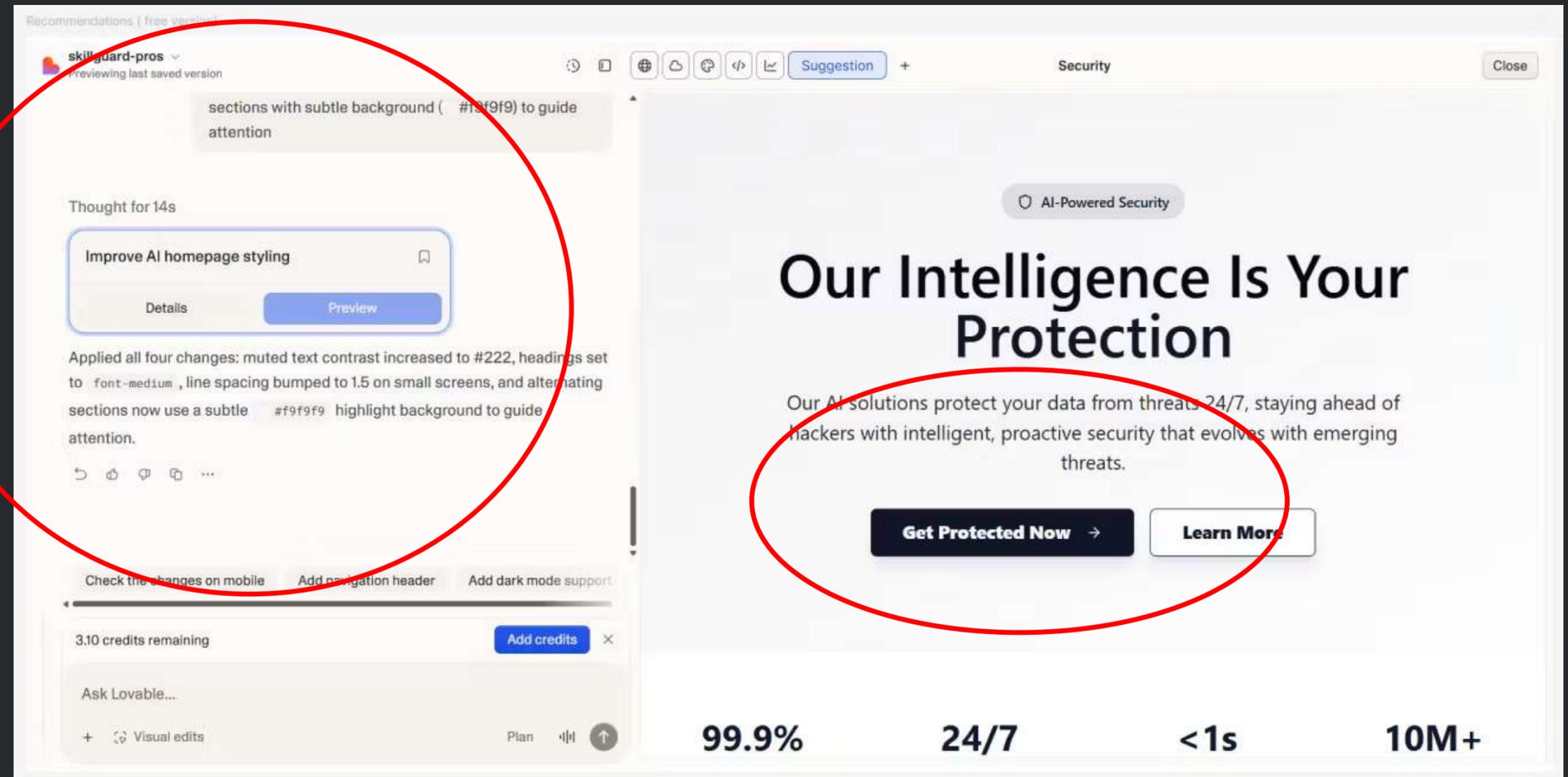# Recommendations for improving the project appear on the left.

On the left side of the page, the user can see the issue, recommendations, their impact, advice on design trends, and even receive a request to immediately reject these recommendations. On the right side of the page, the user sees their project.
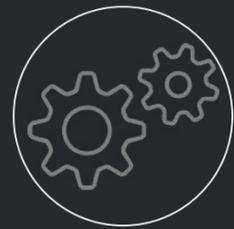
After writing the prompt, the user sees the result of the recommendations

A page that shows the project after the user has applied the recommendations and design tip suggestion.

Significant Retention Impact with
High Investment

Technical Aspects
Deep Website UX Analysis

AI analyzes both the **site's code and visual appearance**

Combines multiple sources:

- **Predefined UX/UI rules**
- **External research and benchmarks**
- **Current design trends**

Generates human-readable, **clear, prioritized recommendations**
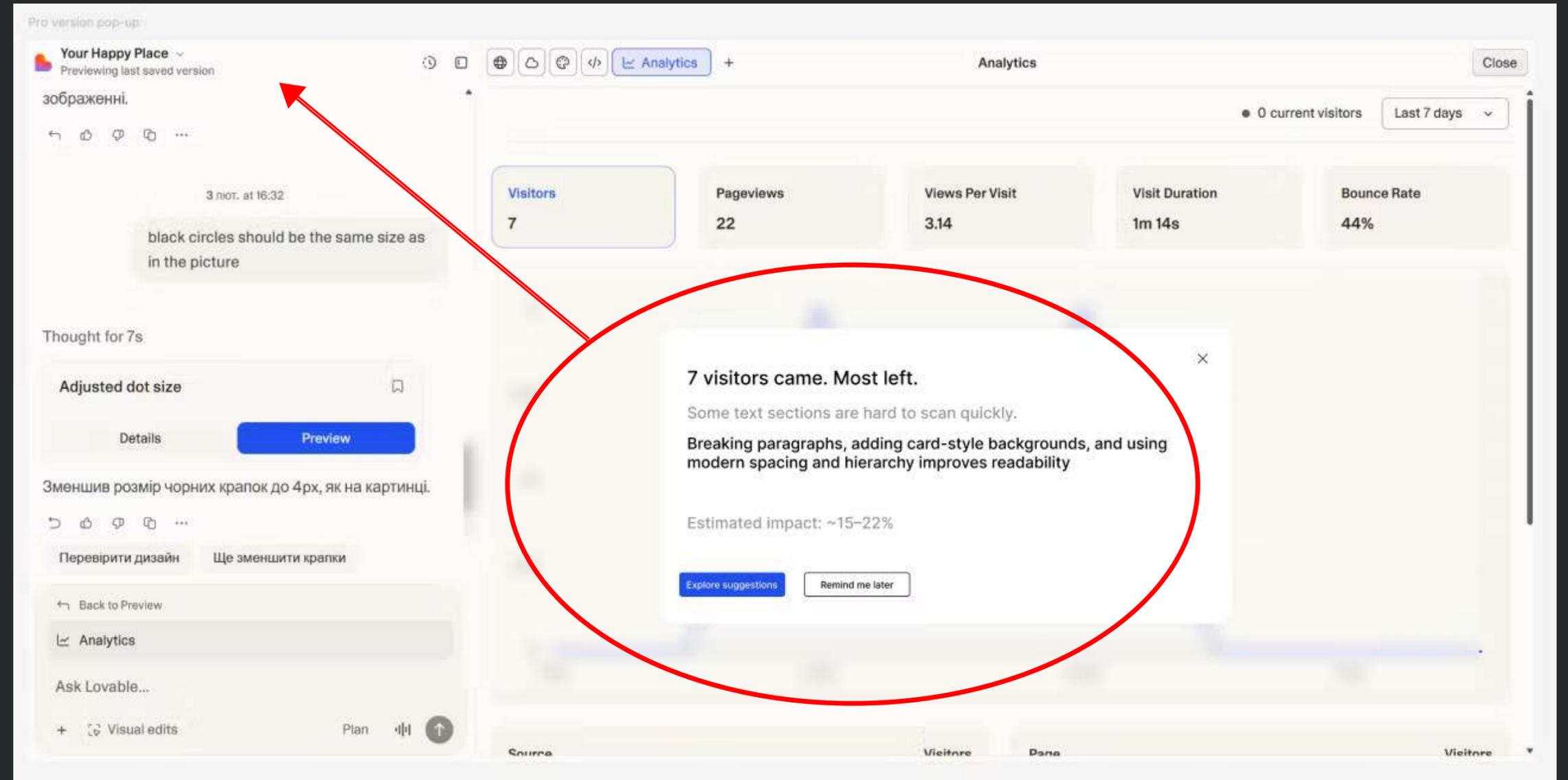
Fully automated for the user

High-cost solution: requires code analysis, visual rendering, and external data integration

View Full Implementation Plan

The user is redirected to a page with a pop-up

A pop-up that briefly describes: recommendations for users, the problem, and the expected impact on conversion when applying the offers

Recommendations for improving the project appear on the left.

On the left side of the page, the user can see the issue, recommendations, their impact, advice on design trends, and even receive a request to immediately reject these recommendations. On the right side of the page, the user sees their project.

After writing the prompt, the user sees the result of the recommendations

A page that shows the project after the user has applied the recommendations and design tip suggestion.

Note: In this version, the user does not have to write the prompt themselves; they just need to click "apply recommendations."

Structured **UX Feedback** Creates **Compounding Growth**

01 · **For Users**

- Clear **visibility of** concrete **UX issues**
→ observable progress
→ repeated engagement

- Clarity on why **changes matter**
→ less random iteration
→ stronger decision confidence

- Predictable, **consistent feedback**
→ clear expectations
→ habit formation

02 · **For Companies**

- Focus on **highest-impact UX issues**
→ faster execution
→ fewer subjective debates

- Improvements targeting **first-session behavior**
→ reduced early drop-off
→ stronger activation

- Repeatable **UX standards**
→ greater consistency
→ reduced dependency on individuals

03 · **For the Platform**

- **Visible progress** over time
→ feedback loop
→ increased retention and organic growth

- Tangible **value in free tier**
→ clear reason to return
→ stronger upgrade intent
→ more users discovering Lovable through shared projects

- **Rule-based system**
→ predictable output quality
→ scalable at low cost

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Estimated implementation effort

Phase 1 - Build (3-4 weeks)

- Python developer: ~$50–65 / hour (avg. ~$58)

- ML developer: ~$40–55 / hour (avg. ~$48)

- UX/UI designer: ~$45–55 / hour (avg. ~$50)

Rates are based on average US salaries.

Note: Estimated **hours** are **approximate** and **may vary** depending on scope and implementation details.

	MINIMUM	MEDIUM	PRO
BACKEND DEVELOPMENT	40-70 hours → ~$3,000	80-110 hours → ~$5,000	120-150 hours → ~7,000
FRONTEND DEVELOPMENT	30-50 hours → ~$2,000	30-50 hours → ~$2,000	30-50 hours → ~$2,000
TOTAL EXPENSES	**$5,000**	**$7,000**	**$9,000**

Estimated implementation effort

Phase 2 - Send first suggestions (1 day)

The system sends suggestions to all users with projects **inactive for more than 4 days**, since churn **reasons are unclear,** and a timely recommendation may **bring them back**. To reduce costs, even if a user has multiple inactive projects, the system generates a suggestion **only for the most recent one.** Estimated volume: **~1,000,000 inactive projects**.

	MINIMUM	MEDIUM	PRO
AI GENERATION COST (PER PROJECT)	$0.01	$0.03-$0.05	$0.06-$0.1
EMAIL DELIVERY COST (PER PROJECT)	$0.0001	$0.0001	$0.0001
INFRASTRUCTURE AND PROCESSING COST (PER DAY)	$4–17	$17–34	$34–84
TOTAL EXPENSES	**$10,185**	**$40,125**	**$80,155**

Estimated implementation effort

Phase 3 – Send improvement and post suggestions (repetitive)

The system sends improvement suggestions to all users with projects **inactive** for exactly **4 days** and **post suggestions** to users with visible metrics performance.
Estimated volume: **~500,000 inactive projects per month**.

	MINIMUM	MEDIUM	PRO
AI GENERATION COST (PER PROJECT)	$0.01	$0.03-$0.05	$0.06-$0.1
EMAIL DELIVERY COST (PER PROJECT)	$0.0001	$0.0001	$0.0001
INFRASTRUCTURE & PROCESSING (PER MONTH)	$100–500	$500–1,000	$1,000–2,500
TOTAL EXPENSES	**$5,350**	**$20,800**	**$41,800**

What experts are saying

We talked to multiple professions to get their views/feedback on our recommendation. Here's what some of them said.

Krusha joshi

Social Media Manager | Organic Growth and Meta Ads for Brands | Reels & Content Strategy

"Tying improvement suggestions directly to a user's existing project and metrics is **the right direction, especially for post-activation retention**. Weekly suggestions only work if users clearly trust the signal; AI can definitely help with scale.

The real value will be in showing a clear "why "now" — what changed in their metrics that triggered this suggestion, and what impact they can realistically expect".

Samia Israr

"Building Agentic AI Systems for Business Writing & Automation | Spec-Driven Development | Claude Code | n8n | CSC Candidate '26

"This sounds like a very promising use case! Using Agentic AI for continuous UX improvement and social media automation **is a great way to close the feedback loop for users.**

It is highly feasible. By using Agentic Frameworks, you can create a 'UX Agent' that only runs periodically. For a first usable version (v0.1), I'd estimate roughly 4 to 6 weeks. It sounds like a great project, and I'd love to stay updated on how it evolves".

Joshua Udonne

Growth Strategist | Designing Scalable Growth Systems for Fintech and Digital Products

"I think **this has a very strong retention potential** if executed properly. I believe this way you are shifting from generic reminders to actionable value that **helps users see progress and regain momentum.**

If this is done well, this becomes more than a feature; it becomes an **AI growth partner that drives engagement and long-term retention**".

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37

FAQ: All the tiny details you might need

01 **What is the optimal time to send suggestions after inactivity?**

We suggest sending recommendations on **Day 4** and a follow-up on **Day 14**. However, **A/B testing** on real users can also be helpful. Additionally, **free users** may receive slightly **more frequent** reminders, as they typically show lower commitment.

02 **If this is just a rule-based UX engine, what stops competitors from copying it?**

The **advantage** comes from **deep integration** into Lovable's workflow and **accumulated behavioral data.** The **real strength** of the system becomes a **compounding loop**: user projects → measurable progress → better recommendations over time.

03 **What performance metrics trigger a success post?**

Success thresholds should scale with project size: **small sites** require **higher percentage growth** (e.g., +80–100%), **medium projects balance** percentage and absolute gains, and **large projects** qualify with **smaller percentage** improvements due to scale.

04 **What if the pop-ups annoy users or negatively impact the experience?**

When users get stuck, **reducing decision** friction with one clear next step increases the likelihood that they **continue building**. Moreover, if users **ignore** suggestions twice, the system **stops sending them**, keeping the experience simple and relevant.

Try Pitch

Lovable challenge
On A More Personal Note

Dear Lovable team,

We would like to **express how grateful we are** for this amazing **opportunity** to contribute our part to help Lovable acquire new users without relying on paid acquisition! We truly **appreciate your time** and commitment to providing us with the information we needed.

This **experience** was truly **eye-opening** for us: we gained many skills that will definitely help us in the future. We hope that we were able to make an **impact** on Lovable's future decisions in terms of B2C growth!

Please feel free to **reach out to us** if you have any questions or comments about our recommendation. We are excited to see Lovable growing more and getting more active users!

Sincerely,
Angelina, Ann, Dinara, Bermet & Vishal

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