B-wom
Take control of your intimate health.

RESEARCH REPORT

Prepared for: B-wom
By UX Designers: Eliana Teran, Clara Jeong, Pei-Fang Fang
Date: February 15, 2019

TABLE OF CONTENTS

BUSINESS GOAL

More than 60% of women experience intimate health problems at some time in their life, and are often embarrassed to talk about it or ask for help. B-wom helps women by providing personalized care plans focused on strengthening the pelvic floor. A daily practice of kegels and hypopressive exercises can prevent or reverse symptoms, improving your physical and emotional wellbeing. B-wom's personalized care plans include customized goals and the means to meet them with daily exercises, informative articles, and tracking aimed to support and motivate it's users. A few of these goals include:

SEX
Enhance your sensations during sex and boost your orgasms.

URINE INCONTINENCE
Prevent and reduce urine leaks when you laugh, sneeze, cough or run.

CORE
Tone your core to protect your back and pelvic floor – and look great!

CONSTIPATION
Create a new normal to improve your quality of life and protect your pelvic floor.

PREGNANCY AND AFTER
Prepare your body for birth and recover after your baby is here.

Source: https://www.b-wom.com/en/

B-wom is looking to expand it's user base in the United States and develop it's B2B2C platform. In order to accomplish these goals, B-wom is prioritizing it's B2C platform to improve user engagement and retention.

We have been tasked to provide a re-design of the current mobile app as an open platform, improving the user experience and scoping new features.

RESEARCH METHOD

B-wom is having difficulty engaging and retaining users due to difficulty navigating the app and understanding it's functionality. They are not immediately understanding the value of the app and get frustrated by the inability to further customize the content. **We believe by improving the information architecture and navigation, users will be able to more effectively engage with the app on a regular basis.**

The goal of our research is to inform our re-design and assess:

- The current navigation and user flow
- How users search for content
- Overall satisfactory in using the current app
- Comprehension of the app's value.

We used the following methods as a means to shape our research:

- User Interviews to understand current levels of satisfaction and their health needs.
- **Current Site Usability Testing** to identify pain points with navigation and user flow.
- **Competitive Feature Analysis t**o understand B-wom's place in the U.S. market.
- **Heuristic Analysis t**o assess compliance with UX principles
- **Card Sorting and Tree Testing** to assess nomenclature

HYPOTHESIS

After our stakeholder meeting, we created the below hypothesis to help shape our research goals and methodology.

B-wom is having difficulty engaging and retaining users, because it is difficult to navigate the content of the app and customization of features. We believe by improving the navigation, our users will be able to better engage with the B-wom app.
We will know this to be true with an increase in user engagement, retention, and satisfaction.

PROBLEM STATEMENT

Following synthesis of data received using our research methodology, we used the following problem statement to align user's needs with B-wom business objectives.

Users often become disengaged with B-wom due to frustration with the app's navigation and lack of control over the content. How might we bring clarity and better communicate the value of the app to its users?

USER INTERVIEWS: Current users

We conducted five user interviews with current B-wom users. They were dispatched internationally, so we conducted interviews by phone that lasted on average 30 minutes. Users came from diverse backgrounds, ranging from gynecologists, dula's, and sex tech professionals. All users were health conscious, exercise regularly, and used related mobile apps.

Name	Age	Location
Helena Diez	48	Spain
Ana Cifuentes	45	New York / Spain
Emily Varnam	29	New York
Sofia Fournier	40	Brussels
Charlotte Clark	34	London

We prepared 17 open ended questions to guide our interviews, encouraging each interviewee to speak freely and expand upon their thoughts. This opportunity allowed us to understand what brings users to B-wom, their goals and pain points when using the app, as well as their general women's health needs.

Sample Questions

- What health goals are you working towards currently?
- What inspired you to download B-wom?
- Tell us about your first time using B-wom.
- Tell us about the last time you used B-wom.
- What is the biggest challenge you have right now pertaining to women's health?

USER INTERVIEWS: Current users (cont.)

Key Insights

- Technical issues in the usability of the app deters user retention.
- Users want to understand the value of each feature and exercises up front.
- Users lack of ability to customize their goals and content confuses and discourages users from returning to the app.
- Users need motivation and incentives to track and complete wellness goals.

"I" Statements Derived from Interviews

Demographic
- *"I am concerned about my health, as a woman and mother".*
- *"Incentives motivate me to complete the goals and return to an app."*
- *"I care about my well-being and would like for B-wom to help me get there"*

Wants and Pain Points
- *"I want to see video content."*
- *" I want to rewards to keep me going."*
- *"I want to more customizable content related to me."*
- *"I want more control over my goals."*
- *"I want responsive feedback and guidance throughout the app."*
- *"I need more explanations to understand the value of the app and what I can do."*

Technical Issues
- *"I would like to edit my information throughout the app."*
- *"Technical issues interfere with me using the app. If I need help, I'd like it quickly."*

CURRENT APP USABILITY TESTING

We conducted user testing on the existing app with in-person sessions lasting 30 minutes each. All new users were women who are frequent users of women's health apps, whether for tracking weight loss or meeting personal fitness and wellness goals.

The goal of this research method was to identify pain points with navigation, particularly during onboarding. We were able to assess users immediate understanding of the app's information architecture and if they comprehend it's value and functionality.

Name	Age	Location
Rebecca	35	New York
Kaye	26	New York
Jamie	23	Queens, New York
Lauren	46	New York
Shakira	29 (has endometriosis)	Bronx, New York
Jennifer	34	Long Island, NY

Users were asked to complete 3 tasks and think aloud. We tooks notes on their thoughts as they went through the app, as well as recorded error rates and time to complete each task.

- Create a B-wom account
- Find an exercise in the category that interests you the most.
  (User was required to find the coach test and start a goal) (100% error rate)
- Look up the curiosity of the day. (20% error rate)

We followed the test with questions and a survey. Here are a few examples:

- How did this compare to apps you usually use for women's health?
- Is there anything you'd expect to be able to do that you couldn't do?
- What did you like about B-wom? What did you not like? Why?

CURRENT APP USABILITY TESTING (cont.)

Key Insights

- Lack of Feedback throughout app (no visual instructions or explanation for test and goals, inaccurate timing of test and articles)

- Lack of customization ex. Ability to change your goals and edit test answers.

- The amount of questions and multiple tests frustrated users.

CURRENT APP USABILITY TESTING (cont.)

"I" Statements Derived from Interviews

Likes
- *"I like the idea of setting goals and being given the tools to meet them."*

User Feedback and Credibility
- *"I don't trust the app, the onboarding was glitchy and there were minimal sign up requirements.*
- *"I don't know how I'm supposed to use the app.I was frustrated by it immediately."*

Usability Design Issues
- *"I keep trying to tap on text and buttons that do not do anything."*
- *"I don't know if I input something wrong or if the app froze and why."*
- *"I find it frustrating that I cannot edit my answers."*

Irrelevant Content
- *"I don't want to answer questions that don't relate to the info/goals I'm provided with."*
- *"I want to personalize the content even more."*

Nomenclature
- *"I don't understand the wording in the app,, so I don't know what I'm really being offered."*
- *"I don't understand the value of the test. Help me understand before making me do all this work."*

Competitive Feature Analysis

	MAVEN	OVIA	FLO	CLUE	KEGAL TRAINER	B-WOM
Email Verification	X Google	X Google	✓	✓	X	✓
Visual Guides (Icons)	✓	✓	✓	✓	X	X
Edit User Profile	✓	✓	✓	✓	X	X
Descriptions of Features and Functions	X	✓	✓	✓	✓	X
Customer Service/ Support	✓	✓	✓	✓	✓	✓
Multiple Goals/ Symptoms	X	✓	✓	✓	X	X
App Predictive Calendar	X	✓	✓	✓	X	X
Edit Settings	✓	✓	✓	✓	X	X
Skip Onboarding	X	✓	X	✓	✓	X
Corporate Benefit	X	✓	X	✓	X	✓
Health Tracker	X	✓	✓	✓	✓	✓
Exercise Plans	X	X	X	X	✓	✓
Subscription Model	✓	X	✓	✓	✓	✓ / X

Legend

FEATURE	COMPETITOR	B-WOM

Key Insights

- B-wom is unique in that it provides exercise plans, should be highlighted

- Increase credibility by allowing users a method to edit settings, profile, and customer service contact.

- Predictive calendar makes feature successful, by inspiring the user to track their symptoms with predictive and suggested content.

- It is common practice for users to edit and customize account.

Heuristic Analysis: Abby Method

To complement our usability test findings, we conducted a round of heuristics analysis. Heuristics is a method used to identify common usability issues that can best inform making design changes that will improve user satisfaction and the success of a product. Below is a summary of our critical findings.

Observations and Recommendations

Findable	User is unable to search or filter for information easily and relies on trial and error to find the right path. Recommends a search function is added and let users customize their profile and content they receive.
Accessible	Android and iOS functionality varies. Audio currently only works on android. Text is not live, most likely due to the API. This should be discussed with developers.
Clear	App is difficult to use based on nomenclature and lack of feature explanation at onboarding and throughout the app. Can benefit from plain language and brief explanation of features through key points in the app.
Communicative	Nomenclature and use of features is unclear. Use plain language and informative headers throughout app.
Useful	Coach "test" is not clearly labelled or clearly included on the homepage. Users are not sure if they are completing exercises correctly. Improve navigation and include visual aids in daily exercises.
Credible	No clear ability to contact a real person, asks a lot of personal questions without a real explanation. Highlight author credentials, add additonal guidance through app, and include contact info
Controllable	There are no explanatory error states and users are unable to edit answers in case of typo. Allow users to edit answers answers/ profile, and add error states for info input incorrectly.
Valuable	There is no explanation of each part of navigation, or how coach test arrives at goals. Completion of goals is not currently measured. Implement clear feedback and a reward system.
Learnable	Users are able to navigate through app with trial and error. Although process is learnable, it is then not enjoyable. Offer feedback and explanation during onboarding.
Delightful	Calendar does not provide feedback and app doesn't reward users for daily engagement. Implement a reward system For example: streaks, challenges, levels.

Our Approach
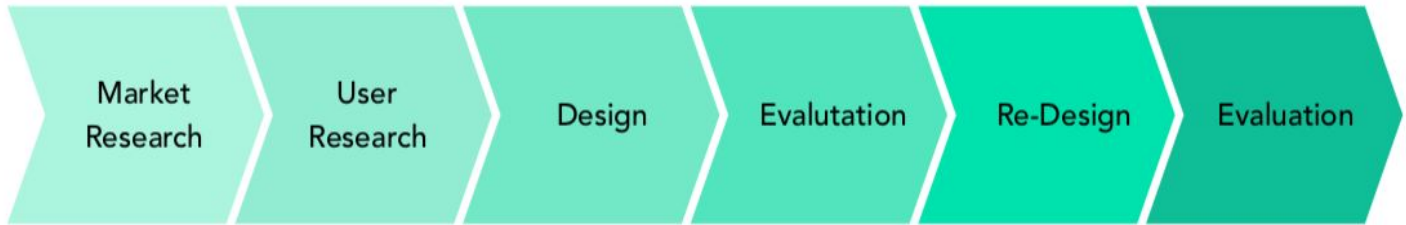
Once we were clear about our problem space, we started to ideate our design using the above process. Since this is a redesign project, we used the following approach:

Design and Re-design Ideation

    a.   Comparison on multiple user flows within the current structure

    b.   Extensive market research on industry trend: navigation, onboarding process and features of 9 apps

    c.   Feature prioritization using MoSCoW Method

    d.   Extensive Usability Testing: 5 rounds of testing, total of 25 tests

    e.   Brainstorm session with senior UX designer professional in the field

Current B-wom Sitemap

B-wom
Current Sitemap

Routines
- Timeline
- Goals
- Blog Contents
  - Share

Calendar
- New Note
  - Your Exercises
  - Bathroom visits
  - Urine Leaks
  - Sex
  - Add another note
  - Go Back

For you
- Products
- more info
- Purchase
  - more info

My Coach
- Survey Questions
  - Timeline

Hamburger Menu (Profile)
- Button: Name
- Button: Goal
- Alliance
- Schedule next session
- Terms of Use
- Logout

New Note
- New Note
- Your Exercises
- Bathroom visits
- Urine Leaks
- Sex
- Add another note
- Go Back

LEGEND

Outlink

Updated B-wom Site Map

B-wom
Re-design Sitemap

Routines — **Education** — **Track** — **Profile**

Routines:
- Customized List of Routines
  - View All Routines
  - Add/Pause Routine
  - Health Profile → Q&A
- Routine 1 Exercise 1
  - View All Exercises
  - Description of Routine 1
  - Complete Exerise 1
  - Save
  - Share

Education:
- Blog Posts Based on Routines
  - Search
  - Save
  - Share

Track:
- Calendar
- Add Note

Profile:
- Account
- Health Profile
- Favorite
- Progress Report
- Promo Code
- Customer Service
- Setting

LEGEND

Different ways to same page

Amount varies as life changes

User Flow

B-wom
New Design User Flow

Download app

Go through 4 pages of onboarding

Sign up

Health Questions and Answers

Routines Page with all exercises

Legend

Start /End

Action

Status/ Arrived Screen

Tap on Avoid Constipation

Tap on View All Exercises

Tap on Prolapse Prevention Exercise 1

Tap on Prolapse Prevention

Tap on View All Routines

Tap on Education

Tap on Track

Tap on Profile

Avoid Constipation Detail Description

Get all 12 exercises for Prolapse Prevention

Exercise 1 description page with video/audio

Detail description + access to 12 exercises

See all Routines and progress bar for each

See blog articles (can searh, save or share)

See calendar to see exercise progress

My Account

Change email and manage subscription

Rest of the exercises

No

Tap on old exercises

Do the exercise

Tap on the 12 exercises button

Add a new Routine

Tap on Update Health Profile to customize

Add note to track symptoms

Health Profile

Update Health Profile to customize Routines

Yes

Do old exercises

Yes

No (closed out)

See added Routine on Routines Page

Favorite

Saved articles or exercise

Customer Support

Contact Tech support for any glitches

Setting

Primary Archetype

Since B-wom's demographic spans across many age ranges and locations, we decided that behavioral archetypes, rather than personas, would better represent their needs and behavioral patterns.

Our primary archetype is women actively dealing with pelvic problems and need to improve their symptoms. We call them **The Self-Healers** because they want to actively take control of their health situations beyond doctor's visits and traditional treatments.

Archetype-Primary

The Self-Healer

—Trusts her gut feeling and takes steps to control her symptoms

"After giving birth to 2 babies in 2 years, I had a lot of pelvic problems. I want to do something to help myself besides going to the doctors"

Goals: Control symptoms and reduce pain/discomfort while caring for babies

Needs: "With 2 babies, I need something I can do on my own time in quick spurts"

Behavior: Tries her best to develop a habit but can use reminders

Pain Points: She does not trust some YouTube video exercise especially one can get injured from it.

Secondary Archetype

Our secondary archetype consists of women who don't have symptoms but have seen other women go through intimate health issues and want to practice preventative care. We call them **The Foreseer's** because they have they want to avoid any potential consequences of not strengthening their pelvic floor and core now.

Both archetypes have motivation to use B-wom app but they exhibit different behaviors, needs and pain points.

Archetype-Secondary

The Foreseer

— *Very aware of what's to come and takes action to prevent it.*
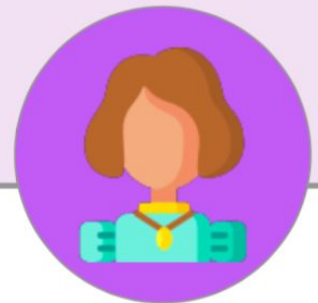
"*I am preparing to be pregnant next year and have seen my friends suffer a long recovery after giving birth. I want to start taking action to prevent it.*"

Goals: Maintain my pelvic health and delay the effect of trauma as much as possible

Needs: I don't want tons of apps. The ones I do use needs to be simple, practical and easy.

Behavior: I am constantly taking care of everybody and I need to set aside time for self care every day.

Pain Points: Because I don't have symptoms, I need to know that I'm doing it right and feedback to continue.

User Journey May -The Self-Healer

The Self-Healer

GOALS

- Control urine leakage

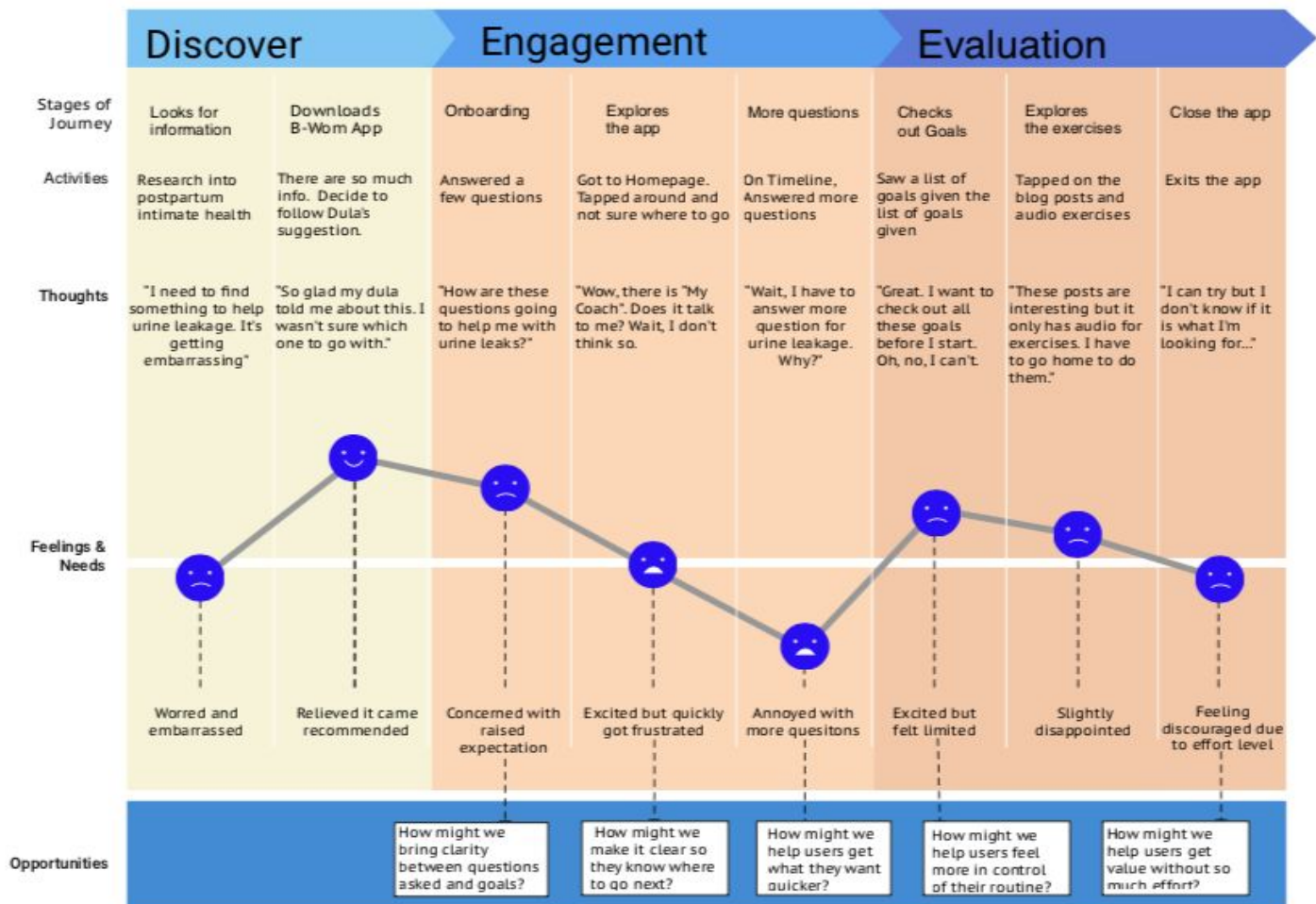- Reduce pain/discomfort while caring for her babies

NEEDS

-With 2 babies, she needs something she can do on her own time in quick spurts.

-Needs reminders to self-care

Who are Self-Healers?

Self-Healers experience symptoms that affect their intimate health regardless of age, demographics or occupation.

The commonality is that they all experience symptoms that they need relief and feel that they have to rely on their own efforts besides doctor's visits or tradiational treatments.

	Discover		Engagement			Evaluation		
Stages of Journey	Looks for information	Downloads B-Wom App	Onboarding	Explores the app	More questions	Checks out Goals	Explores the exercises	Close the app
Activities	Research into postpartum intimate health	There are so much info. Decide to follow Dula's suggestion.	Answered a few questions	Got to Homepage. Tapped around and not sure where to go	On Timeline, Answered more questions	Saw a list of goals given the list of goals given	Tapped on the blog posts and audio exercises	Exits the app
Thoughts	"I need to find something to help urine leakage. It's getting embarrassing"	"So glad my dula told me about this. I wasn't sure which one to go with."	"How are these questions going to help me with urine leaks?"	"Wow, there is "My Coach". Does it talk to me? Wait, I don't think so.	"Wait, I have to answer more question for urine leakage. Why?"	"Great. I want to check out all these goals before I start. Oh, no, I can't.	"These posts are interesting but it only has audio for exercises. I have to go home to do them."	"I can try but I don't know if it is what I'm looking for..."
Feelings & Needs	Worried and embarrassed	Relieved it came recommended	Concerned with raised expectation	Excited but quickly got frustrated	Annoyed with more quesitons	Excited but felt limited	Slightly disappointed	Feeling discouraged due to effort level
Opportunities			How might we bring clarity between questions asked and goals?	How might we make it clear so they know where to go next?	How might we help users get what they want quicker?	How might we help users feel more in control of their routine?	How might we help users get value without so much effort?	

User Journey Map--The Foreseer

The Foreseer

GOALS
- Prepare body for pregnancy
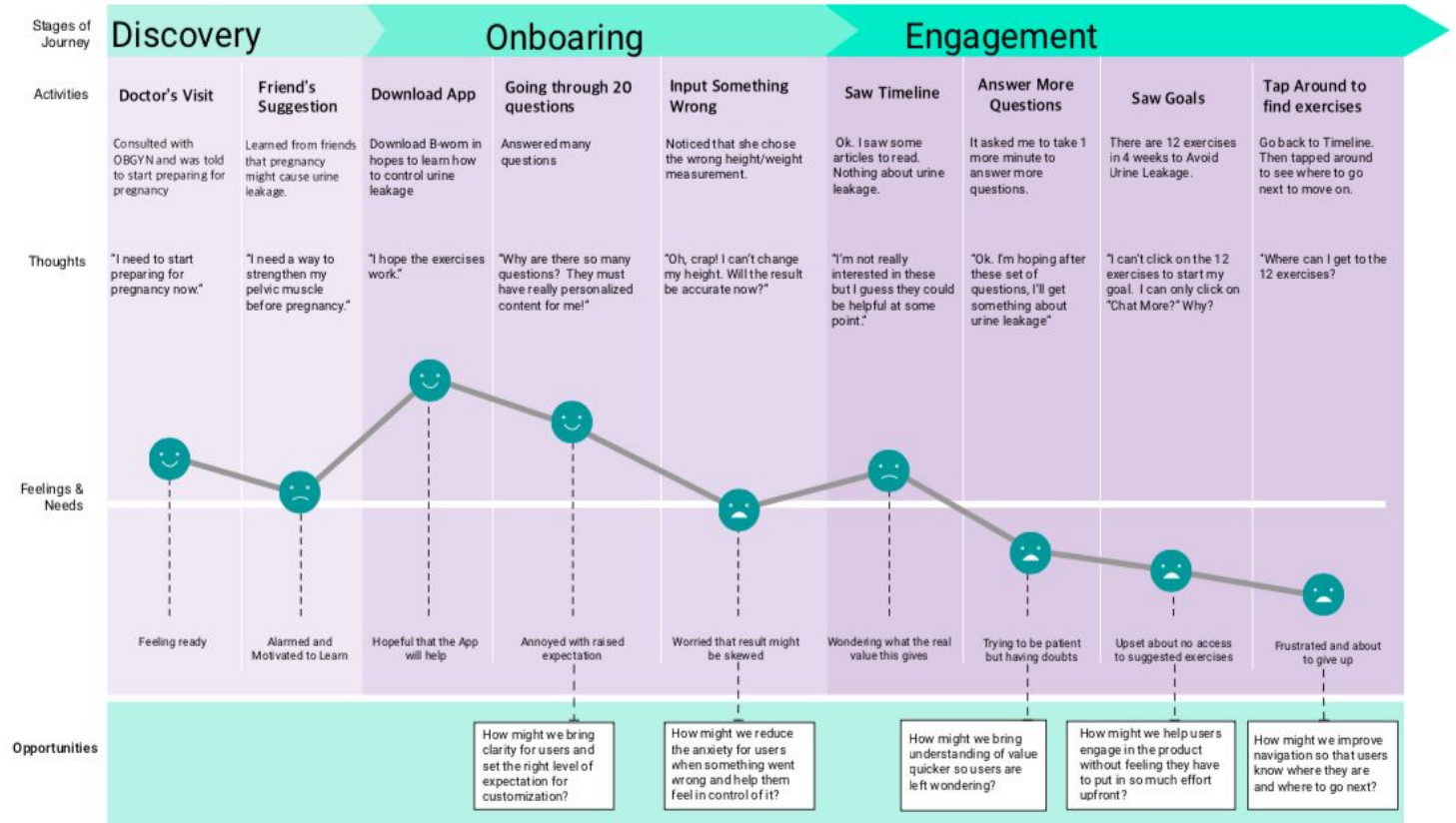- Maintain pelvic health and prevent postpartum symptoms

NEEDS
- Guidance on how to reach her goals
- Tracking and feedback on her progress
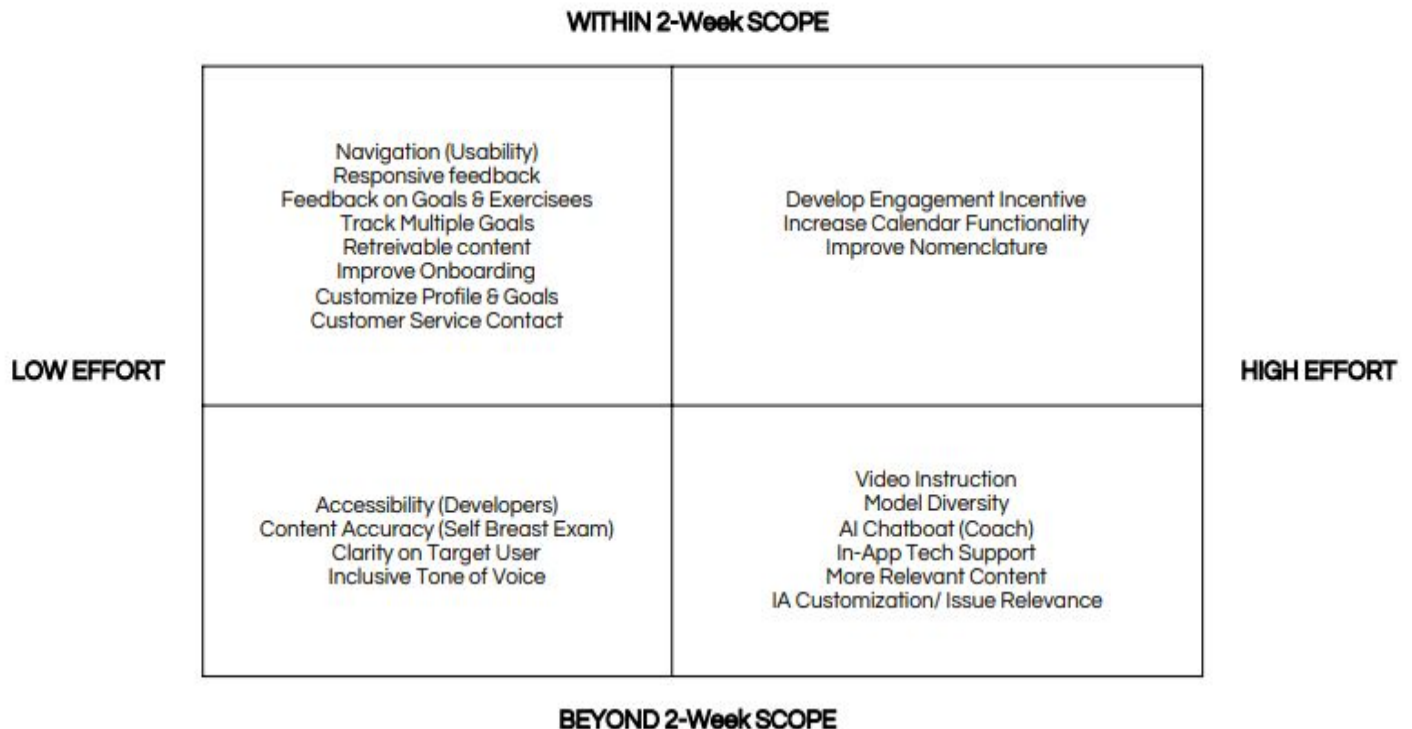
Who are the Foreseers?

Foreseers are women don't have symptoms but have seen other women struggle with intimate health and understand the consequences and urgency of not taking care of their pelvic floor health.

They are women of all ages, demographic and occupation. Their are aware that life is about to change and their common struggle is maintaining a healthy habit and knowing that they are doing the prevention the right way.

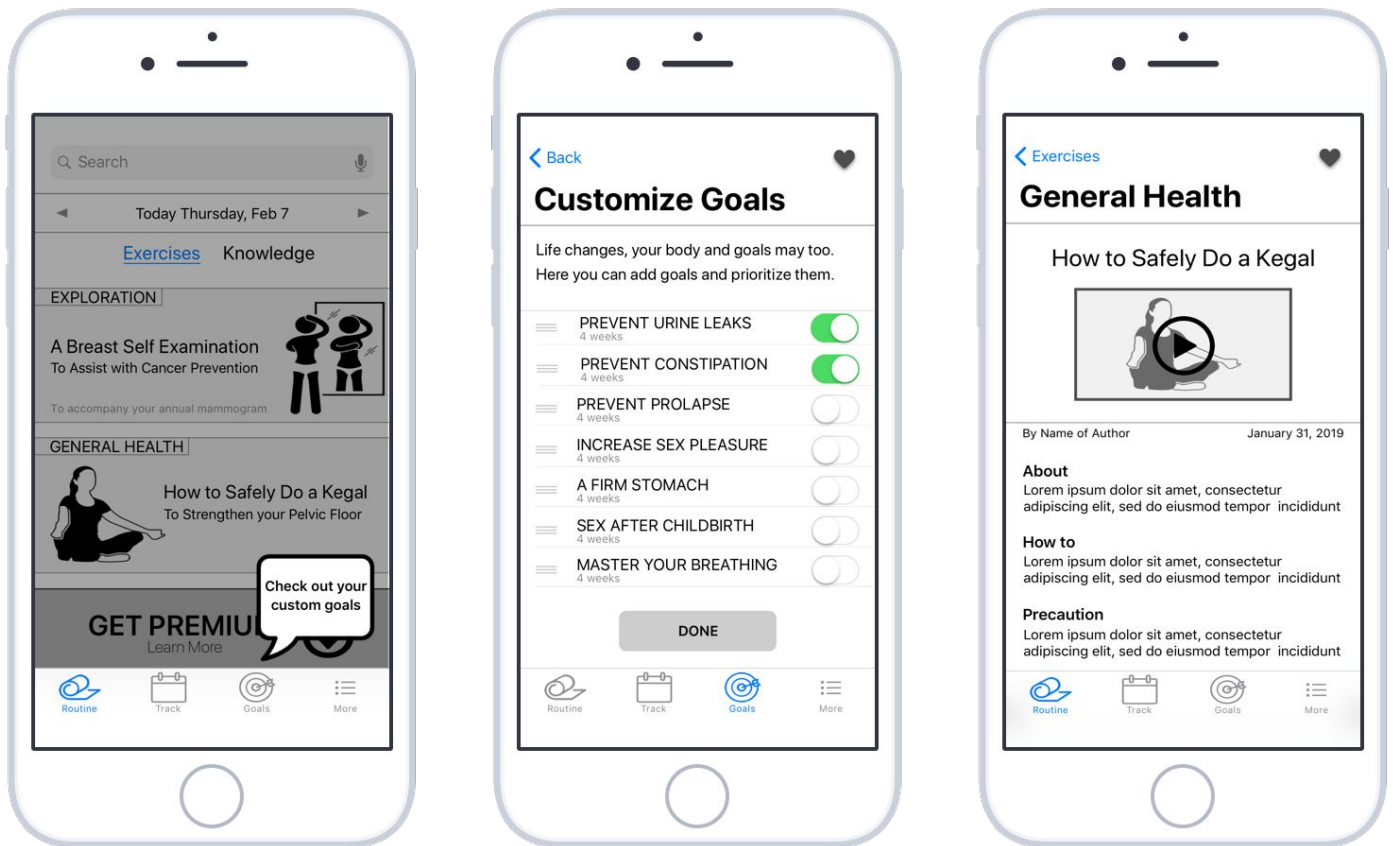|	Discovery		Onboaring			Engagement			
Stages of Journey									
Activities	Doctor's Visit	Friend's Suggestion	Download App	Going through 20 questions	Input Something Wrong	Saw Timeline	Answer More Questions	Saw Goals	Tap Around to find exercises
	Consulted with OBGYN and was told to start preparing for pregnancy	Learned from friends that pregnancy might cause urine leakage.	Download B-wom in hopes to learn how to control urine leakage	Answered many questions	Noticed that she chose the wrong height/weight measurement.	Ok. I saw some articles to read. Nothing about urine leakage.	It asked me to take 1 more minute to answer more questions.	There are 12 exercises in 4 weeks to Avoid Urine Leakage.	Go back to Timeline. Then tapped around to see where to go next to move on.
Thoughts	"I need to start preparing for pregnancy now."	"I need a way to strengthen my pelvic muscle before pregnancy."	"I hope the exercises work."	"Why are there so many questions? They must have really personalized content for me!"	"Oh, crap! I can't change my height. Will the result be accurate now?"	"I'm not really interested in these but I guess they could be helpful at some point."	"Ok. I'm hoping after these set of questions, I'll get something about urine leakage"	"I can't click on the 12 exercises to start my goal. I can only click on "Chat More?" Why?"	"Where can I get to the 12 exercises?"
Feelings & Needs	Feeling ready	Alarmed and Motivated to Learn	Hopeful that the App will help	Annoyed with raised expectation	Worried that result might be skewed	Wondering what the real value this gives	Trying to be patient but having doubts	Upset about no access to suggested exercises	Frustrated and about to give up
Opportunities			How might we bring clarity for users and set the right level of expectation for customization?		How might we reduce the anxiety for users when something went wrong and help them feel in control of it?	How might we bring understanding of value quicker so users are left wondering?	How might we help users engage in the product without feeling they have to put in so much effort upfront?		How might we improve navigation so that users know where they are and where to go next?

Problem Matrix

Based on our user research, design studio, and feature prioritization, we created a problem matrix to prioritize what we will implement in this round of the app redesign. We focused our efforts in the top two sections, including usability, navigation issues, customization, retrievable content and feedback. In addition, our design also suggested content restructuring and nomenclature change according to outcome of 4 rounds of usability testings.

WITHIN 2-Week SCOPE

Navigation (Usability) Responsive feedback Feedback on Goals & Exercisees Track Multiple Goals Retreivable content Improve Onboarding Customize Profile & Goals Customer Service Contact	Develop Engagement Incentive Increase Calendar Functionality Improve Nomenclature
Accessibility (Developers) Content Accuracy (Self Breast Exam) Clarity on Target User Inclusive Tone of Voice	Video Instruction Model Diversity AI Chatboat (Coach) In-App Tech Support More Relevant Content IA Customization/ Issue Relevance

LOW EFFORT   **HIGH EFFORT**

BEYOND 2-Week SCOPE

Initial Design Wireframes Prototype

Usability Testing-Round 1

For the initial design, we had prioritized the following:
- Shorten onboarding to improve engagement
- Simplify navigation within current app structure to improve findability
- Incorporate 7-day free-trial as part of current business model
- Created a feature for users to customize goals

After conducting 1st round of in-person usability testing on 4 users, we learned the following:
- Even though we shortened the onboarding process to 12 questions, user still feel that the information being requested was too private to share on an app that wasn't from a major health institution. Users don't understand the connection between the questions and the goals provided.
- Even though users saw the value up front, they want to be able to preview what premium can provide before making a commitment.
- Users have difficulty understanding the connection between goals and exercise.

B-wom co-founder and Head of Product also confirmed that they want to reconsider the business model and not to prioritize 7-day trial feature. We went back to the whiteboard and iterated more.

Tree Testing

After our first round of usability testing, we realized users were having difficulty completing their tasks due to do not understanding the nomenclature. We decided to do a round of tree testing to gain further insight into why.

We reached out to 11 people for tree testing to see how people respond to the navigation of our initial design. The results created a pivotal moment for our design.

4 out of the 10 tasks were confusing to majority of users.

Tasks	Design Intention	User's Choice
Update your pregnancy status to re-customize goals	Profile> Update Test/Q	Goals> Manage My Goals
Check Progress	Track > Calendar	Goals > Manage My Goals
First time Sign-in	Goals > Start Routine	Goals > Manage My Goals
Return to user landing page	Routine > Exercise	Track > Calendar (5 different options)

Summary

Users leaned towards "Manage My Goals" to accomplish a variety of these tasks. It could be a nomenclature issue but we also found out that users but don't understand the connection between Goals and Routines.

Usability Testing-Round 2

Methodology: **In-Person** usability testing using **Paper prototype with 4 users**
Changes made from previous version:

- Reduced the number of onboarding questions
- Reduced the onboarding pages
- Removed 'trial' session
- Removed 'Premium' from onboarding, More (tab bar)
- Added instructions (texts) on each screen

Positives (+)	Room for Improvement (Δ)
all users were engaged with the app	75% users misunderstood the step involving 'starting a goal' to access the exercises
All users fully understood why they were answering the questions	All users misinterpreted some of the nomenclature such as 'exercises', 'articles' and 'manage'
All users fully understood what to expect after onboarding (customization of goals)	All users read the instructions on the page but failed to make connections between what they read and where to go next
	75% users remarked that the app is text-heavy

Usability Testing Round 3

Methodology: **Remote (online)** usability testing using **MAZE** (with 7 participants)
Changes made from previous version:

- Combined 'Goals' + 'Exercises' into "Routine" and separated 'articles' in the separate tab
- Changed 'articles' to 'education'
- Changed 'Goals' to 'Routines'
- Changed 'More' to 'Profile'
- Removed timeline in Routine tab for users to set their own pace
- Show the complete set of exercises up front
- Progress report on home page

Positives (+)	Room for Improvement (Δ)
User found it easy to find what they need.	Users still find it hard to see where they can add a routine from their homepage.
User thought the new layout was pleasing to the eyes.	Users feel a bit lost from having so many options on Homepage.
Users task completion rate is higher	Users use alternative path more than the intended paths to get to complete tasks.
Users like that they can start all routines now (as opposed to one at a time)	Users talked about certain "Update Health Profile" not eye-catching attention that affected task completion

Usability Testing 4

Methodology: **Remote (online)** usability testing using **MAZE with 4 users** + **In Person** testing using InVision with 3 users

Changes made from previous version:
- Added Heart symbols to each exercise to save in Profile
- Made each routine on top bar clickable to detail description
- Made the "Update Health Profile" button darker and more apparent

Positives (+)	Room for Improvement (Δ)
86% users found it easy to go through onboarding	70% users expected the top bar "prolapse prevention" to be a button to access detail info.
70% users found the app straightforward, goes directly to exercise after signing up and answering questions.	70% users did not see progress bar as tappable and could not find the rest of exercises, or expected to tap into the exercise itself to find more exercises, or tap on View All. View All was not clear it means all exercises or all routines to users
70% users found it easy to update life event because when they go directly to Profile>Health Profile.	Users suggested that we incorporate something in between Q&A and homepage to help users understand that customization process occurred.

Mock-up of Final Designs
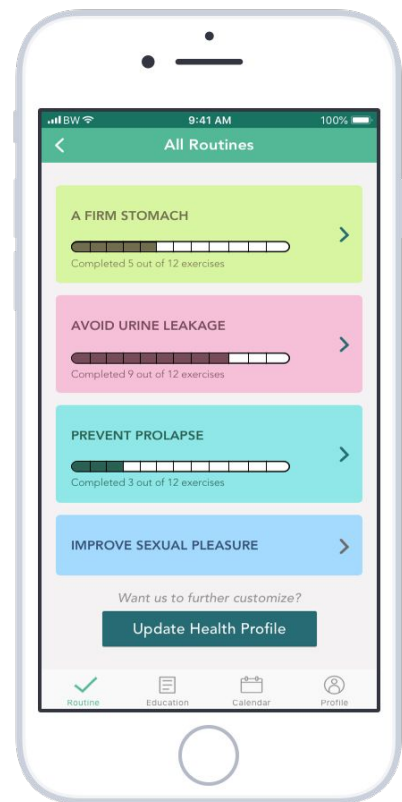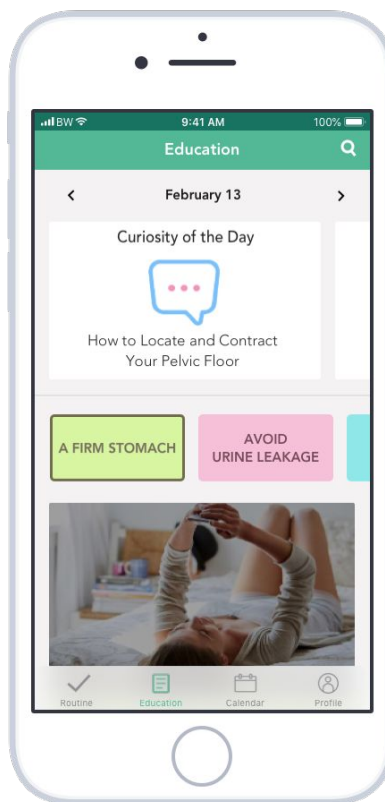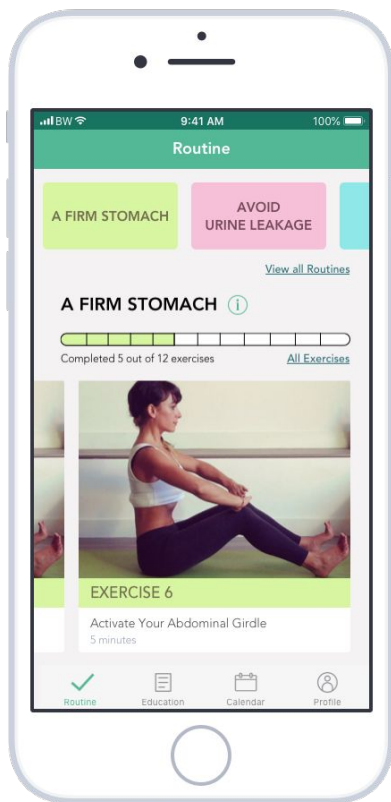
Usability Testing Round 5

Methodology: **Remote (online)** usability testing using **MAZE**: (3 people)

- Created "View Exercises" and "View Routines" from View All
- All routines for users are accessible and it's up to users to pause any routine
- Created a loading page between the last onboarding question to homepage to give user feedback that app is customizing routines
- Add search bar and dates in Education page

Positives (+)	Room for Improvement (Δ)
Users like the colors.	The Maze Tool might have interfered users ability to understand
User felt the navigation is easier and more intuitive and considered progress bar very useful for feedback.	Users who are used to "Home" for tab bar may not understand Routines is Homepage

Summary

We received positive feedback from users about our final design and continued to iterate Education page and Profile page. Due to the project's time constraint, we believed this iteration would be a good platform to deliver to B-wom for next steps.

Final Design Clickable Prototype

Invision : https://invis.io/PTQI2E6QREU

Please refer to App Map and Annotated Wireframes for further detail.

Summary of Design Changes

- Combined and **condensed onboarding** questions from 25 to 12

- **Removed My Coach** and replace it with Profile

- **Combine Goals and Routines** in homepage

- Users have access to **all their routines at the same time** and can pause them any time

- 1 exercise is recommended each time under each routine. Exercises are in **video** format.

- Users can preview all exercises in each routine and easily retrievable.

- Users can **see progress bar** under each routine in Homepage.

- Users **can edit their Q&A** answers to get re-customized routines

- Knowledge (now called 'Education') is a separate tab from Routine

- **Routine is not tied to Timeline**. Every time users open the app, they will be taken to the next exercise to do no matter how many days from last exercise.

- **Search bar** is added to Education page to retrieve articles.

- Users can **save and share** any exercise or blog post into their Favorite page in Profile.

- After each exercise completed, users will see an **autofill in their calendar** to show progress.

Moving Forward

- **Symptom Tracking** in Calendar: automated feedback

  For our next round of design process, we hope to design a seamless system tracking feature. Symptom tracking serves as meaningful feedback for users. Right now users manually add notes to track their symptoms but the app does not generate feedback for them to see short/long-term patterns. Our next step would be to create a more effortless input symptoms and generate automated feedback to reveal patterns and perhaps provide suggestion on routines.

- Reminder system: **push notification**

  For any exercise program to be effective, reminder systems are helpful but it needs to be done in a non-intrusive way. For our next round of design, we would like to implement push notification to help support our target population to form self-care habits that match their needs and lifestyle.

- Build a **community**: Invite a Friend to Kegel Together

  User interviews revealed a sense of community around pelvic floor health could helpful motivation. Some users felt this is a totally private matter; however, others would like to have a community to share resources and encourage one another along the journey. For our next round of design, we'd like to look into what kind of community makes sense. For example, if there is an option to "Invite a Friend to Kegel Together" perhaps it would be effective in increasing engagement (Invitee--new users download app based on word of mouth) and in retention (Invitor--current users feel more motivated now that a friend is doing this with her).

- Incentive System for better retention

  In our redesign, we provided users a sneak peek of what exercises to come and how many before completion to aid in transparency and motivation. In our next round of design, we hope to look into an incentive system to help retention. How might we enhance user's current experience and feel rewarded to continue using B-wom?

Moving Forward (con't)

- **Accessibility** guideline compliance

  According to the report for the 2016 National Health Interview Survey (NHIS)*, 18.3 million American adults between the ages of 18 and 64 and 7.3 million American adults 65 years and older report experiencing significant vision loss. Moreover, The court ruling of Robles vs. Dominos in favor of the plaintiff in January 2019 concluded that the ADA (American Disability Act) applies to Domino's website and mobile app. It is strongly recommended that websites and apps serving US market follow accessibility guideline**. Not only does it benefit people who are legally blind, but also serves those with low vision and/or language barrier. Currently B-wom's content are images from blogs and not text-based. It cannot be zoomed in and people with screen reader can only hear the computer say "images, images" without access to the content.A simple fix on the developer end to ensure the blog posts are getting pulled as live text from their Blog/API source would solve the majority of the issue. Please see below resources for reference.

Resources
* Please see page on American Foundation for the Blind at
http://www.afb.org/info/blindness-statistics/adults/facts-and-figures/235
** Website Content Accessibility Guidelines at https://www.w3.org/TR/WCAG20/