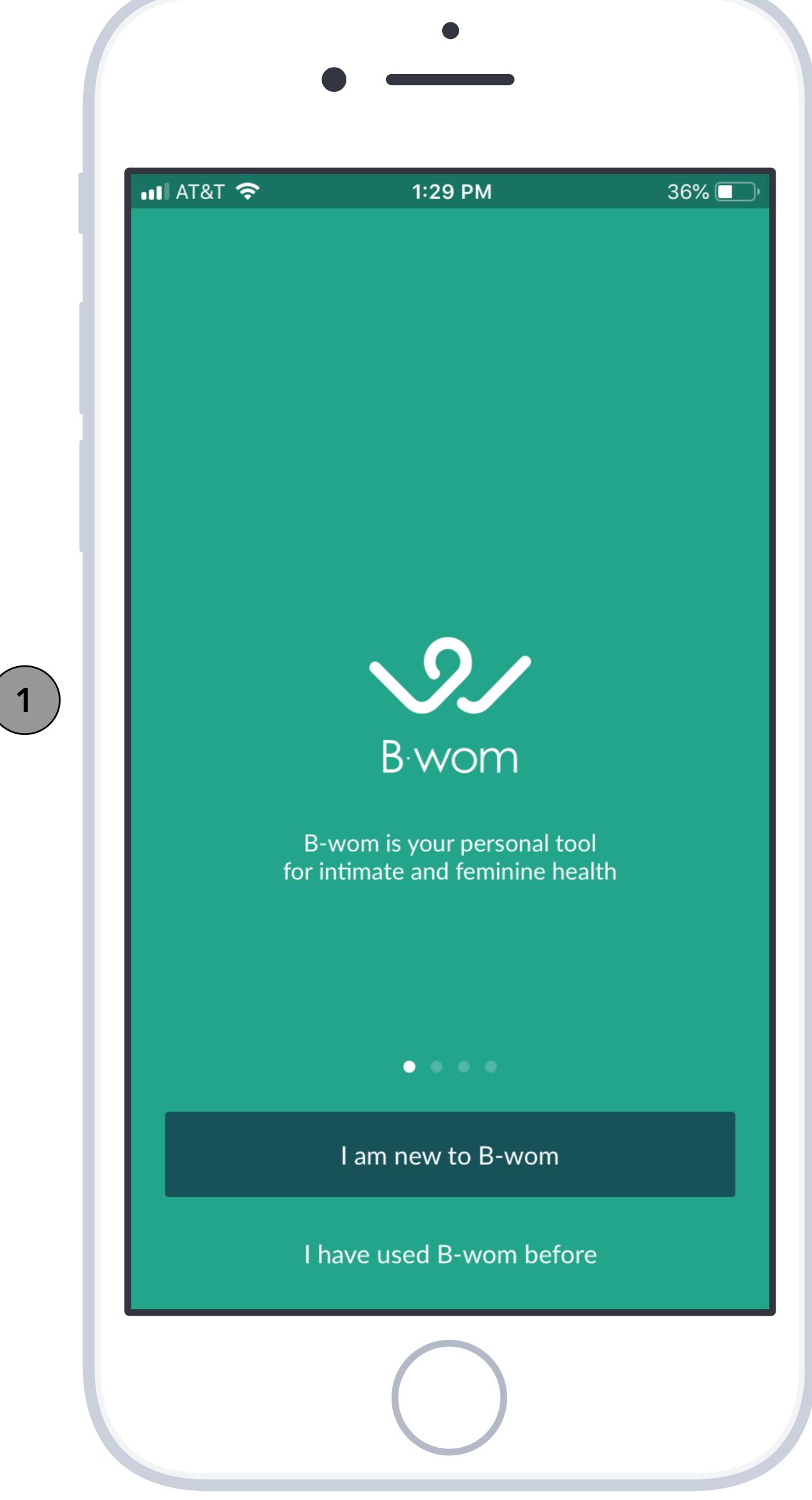
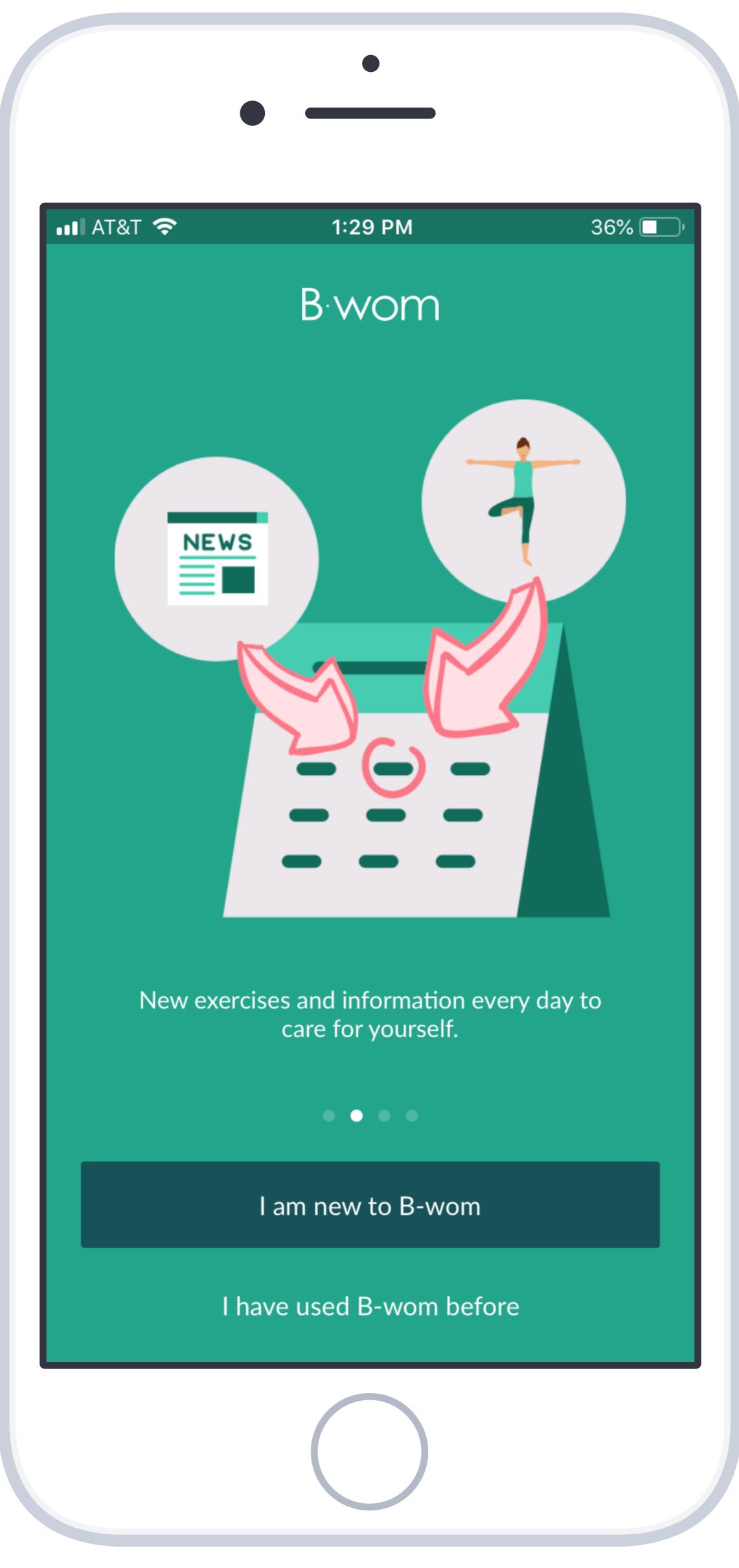
B-WOM

Annotated Wireframes: Design Changes

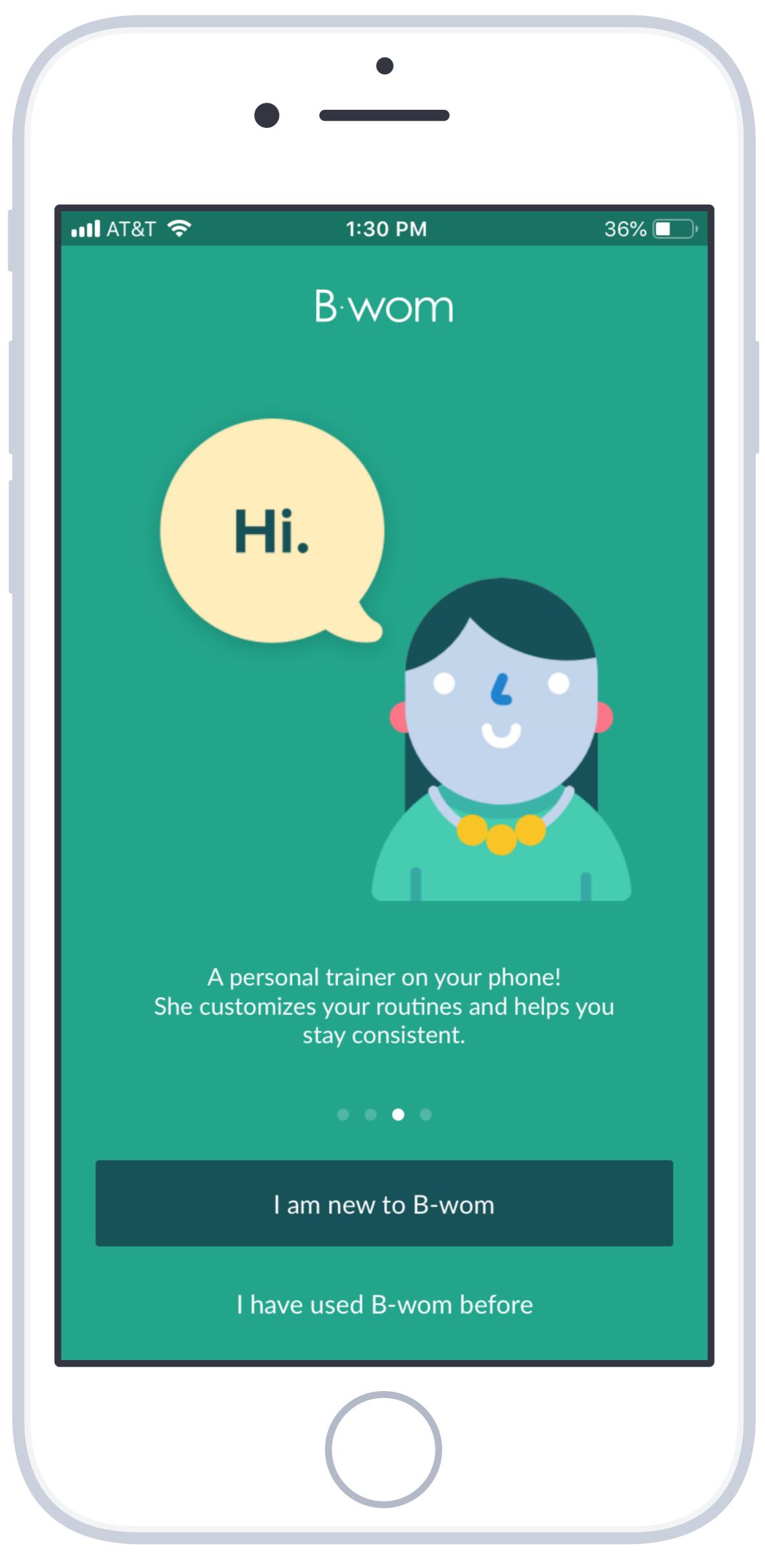
Current: Onboarding



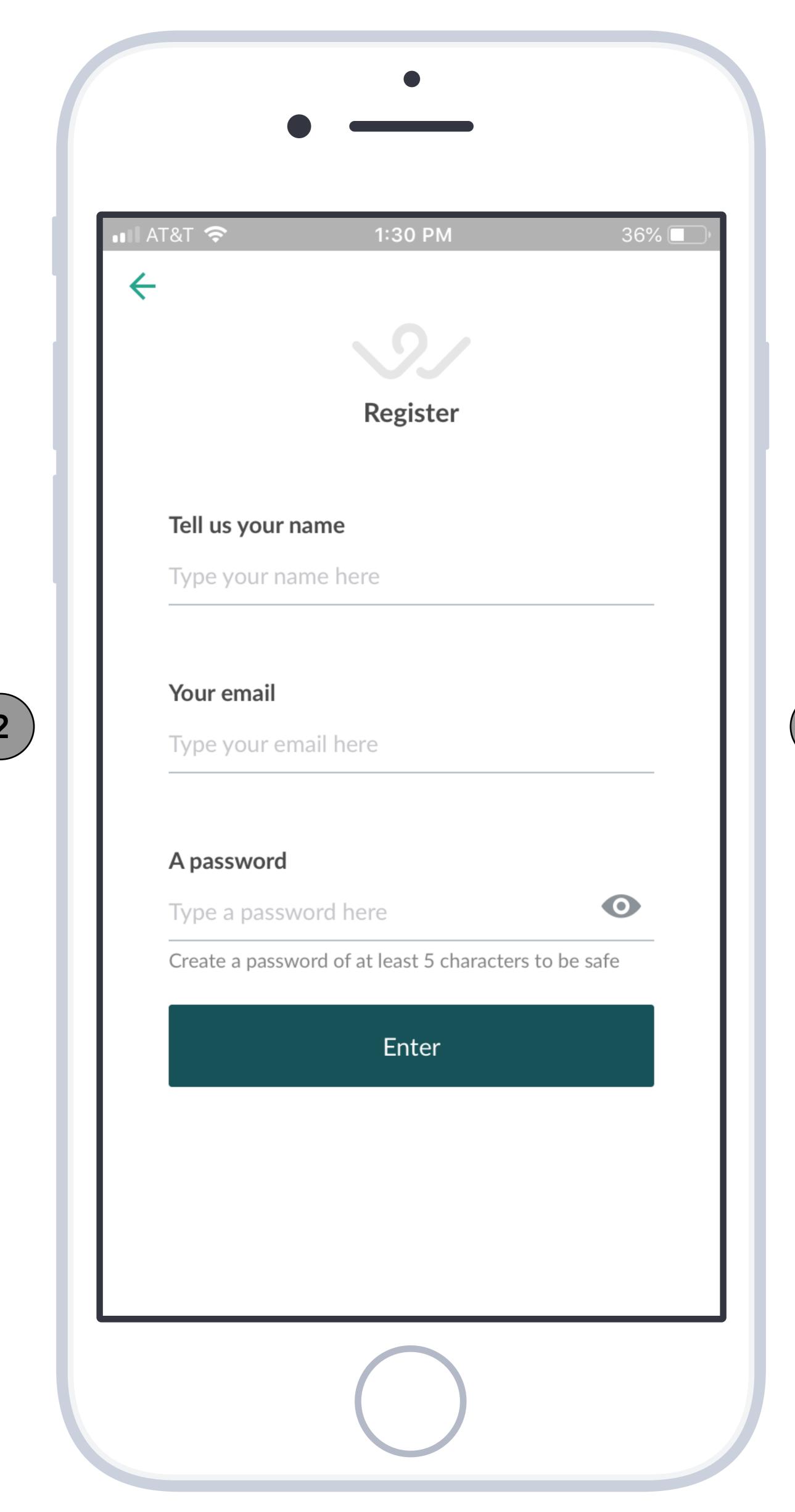




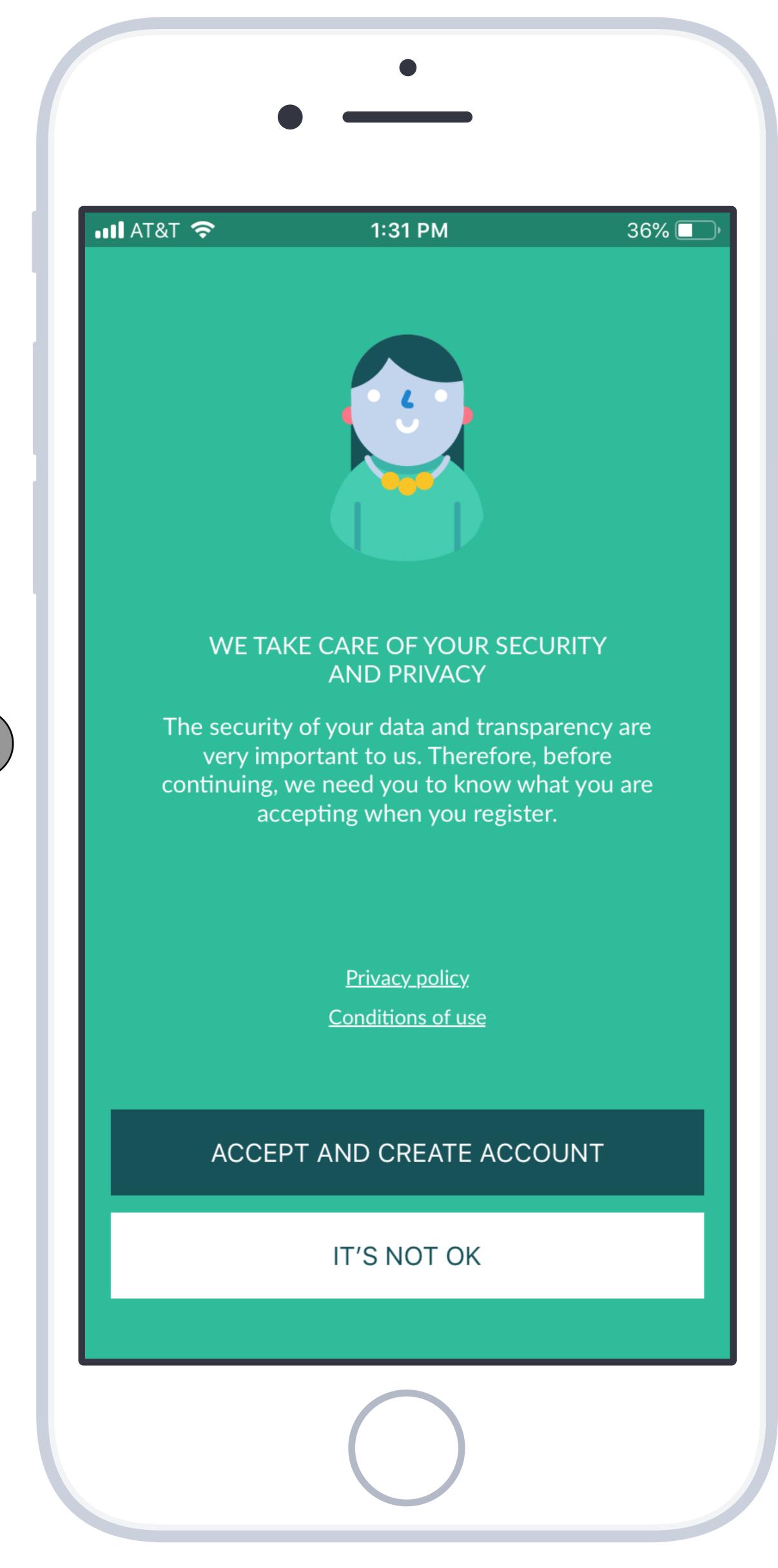
Onboarding Screen 2



Onboarding Screen 3

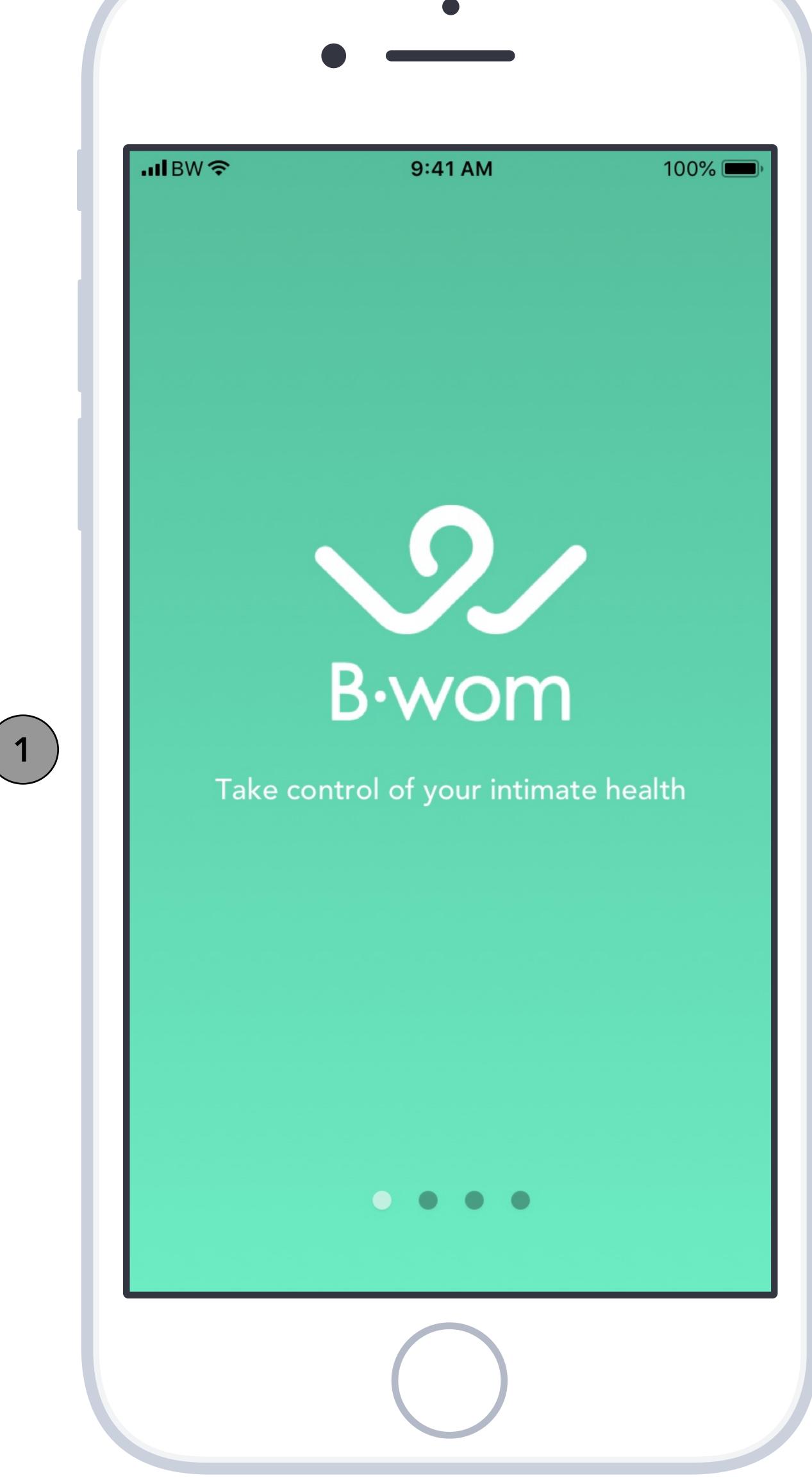


Create a New Account

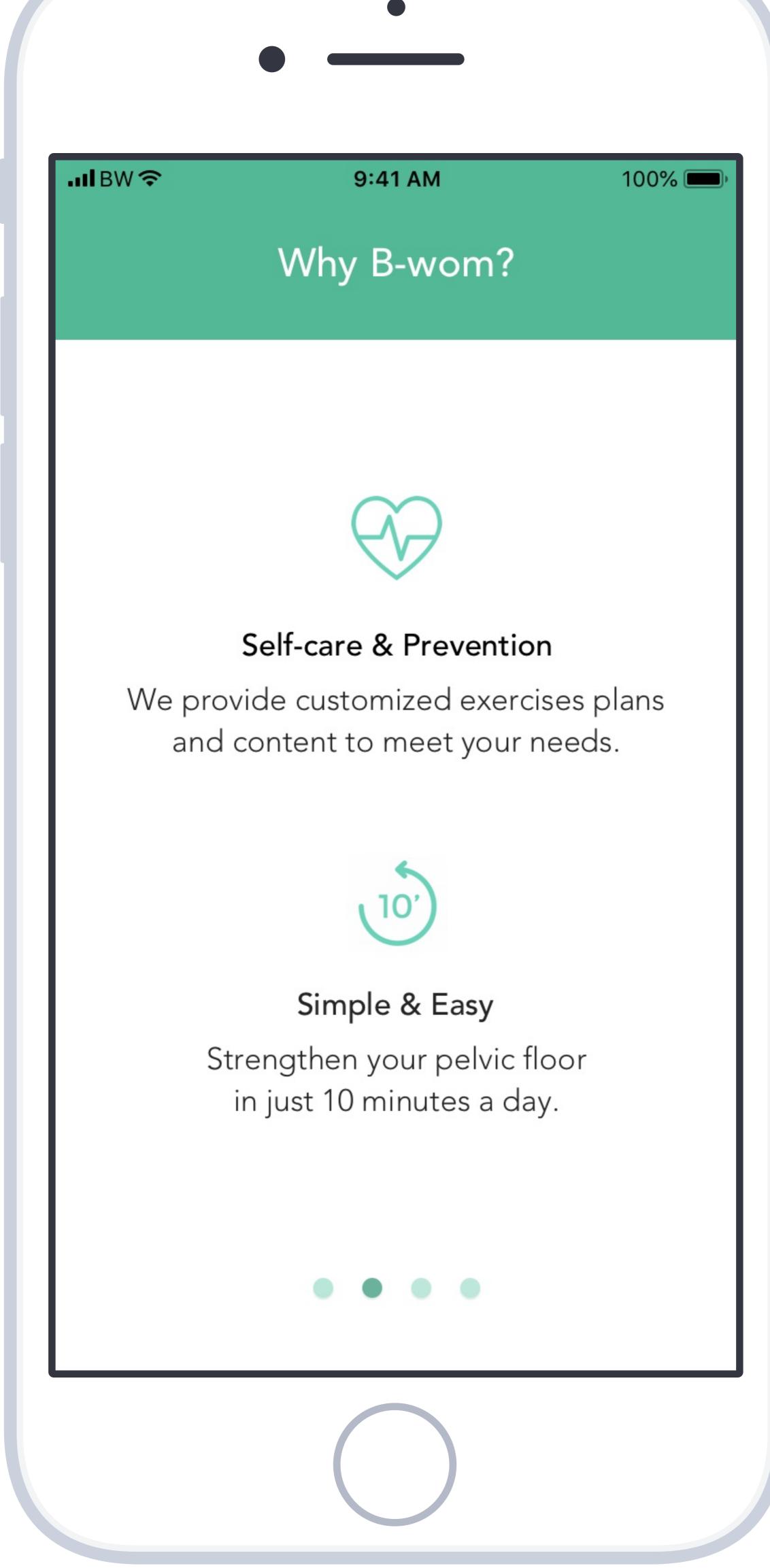


Terms and Conditions

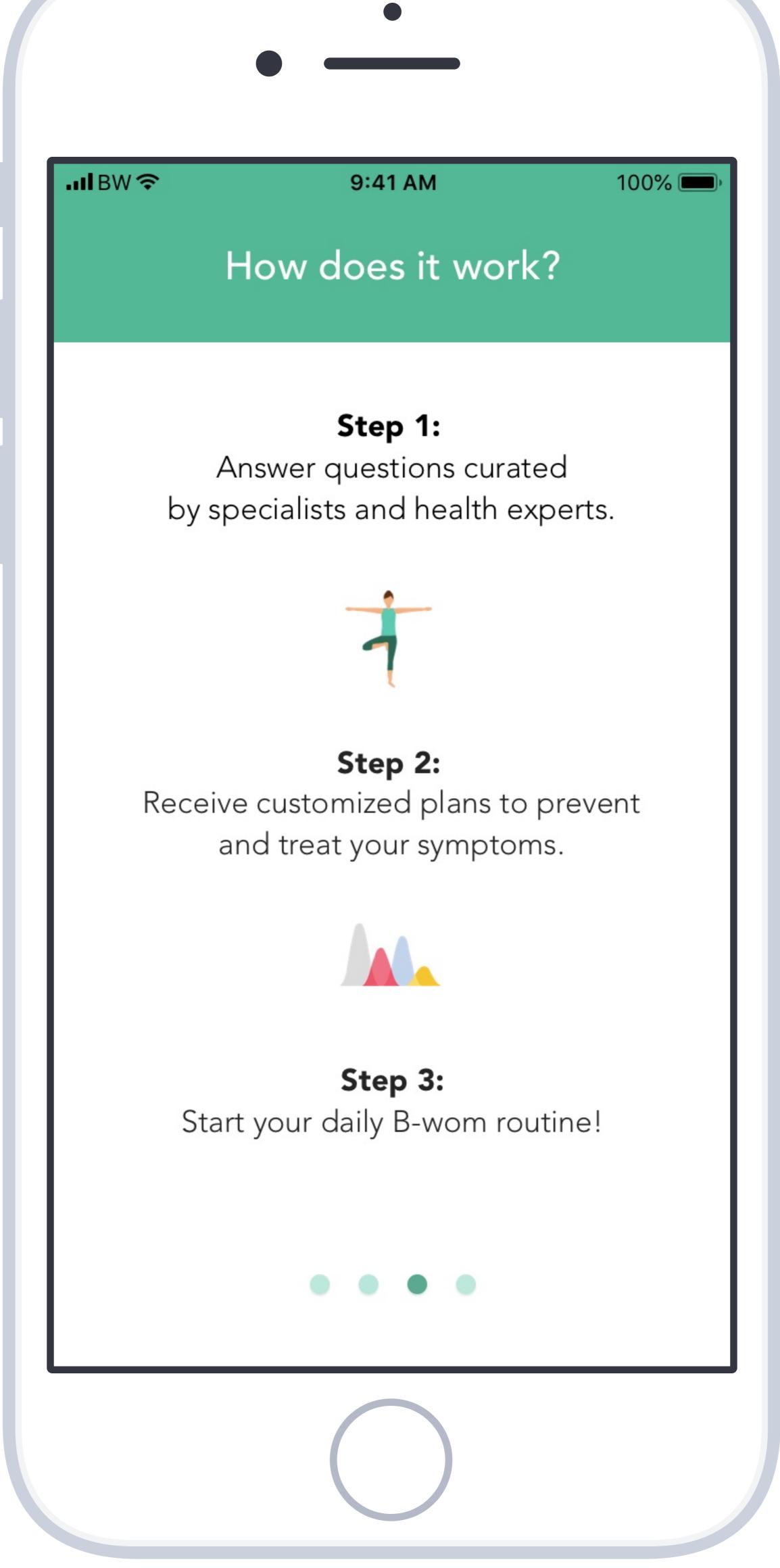
Updated: Onboarding



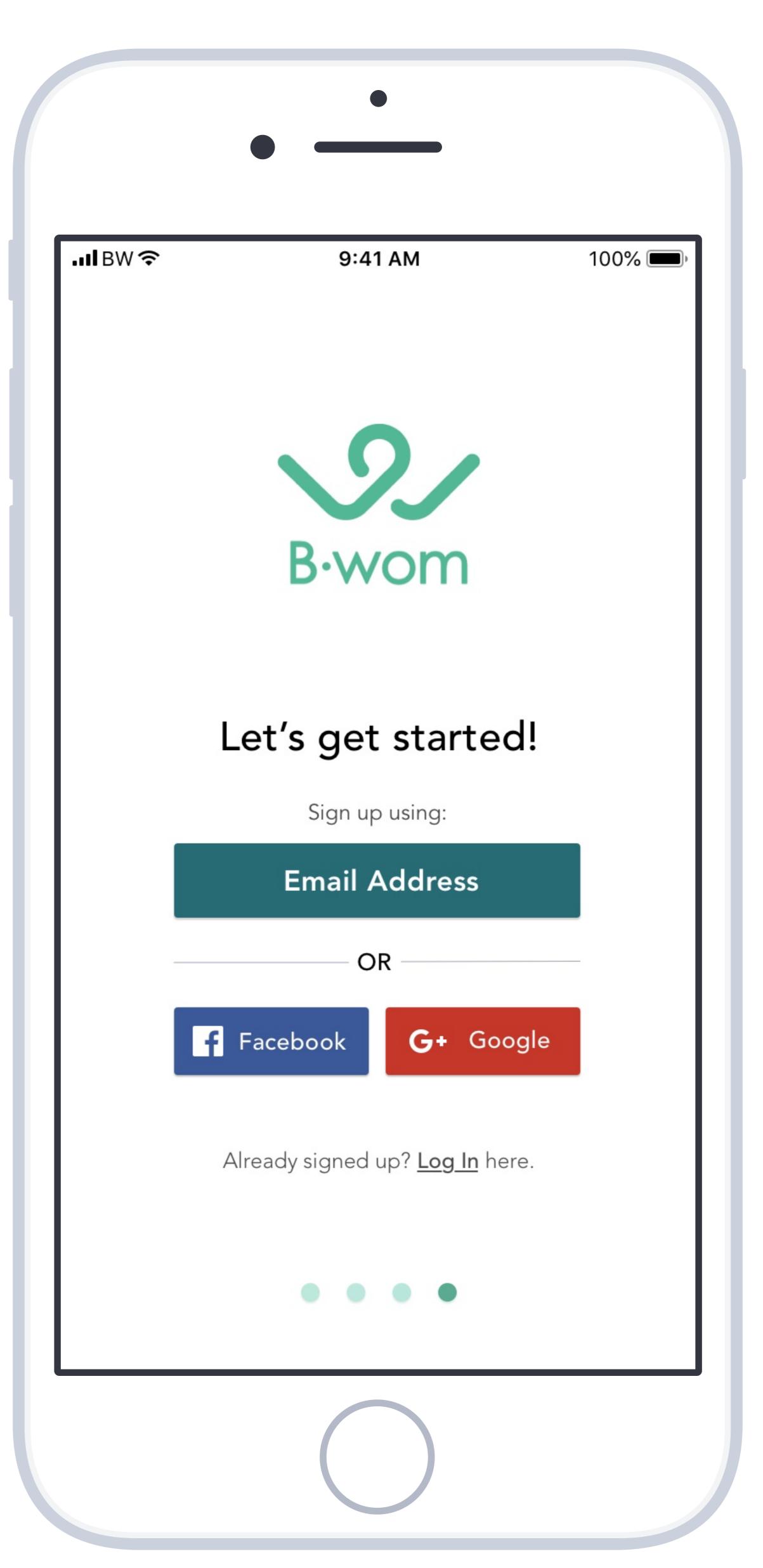
Splash Screen: Onboarding Screen 1



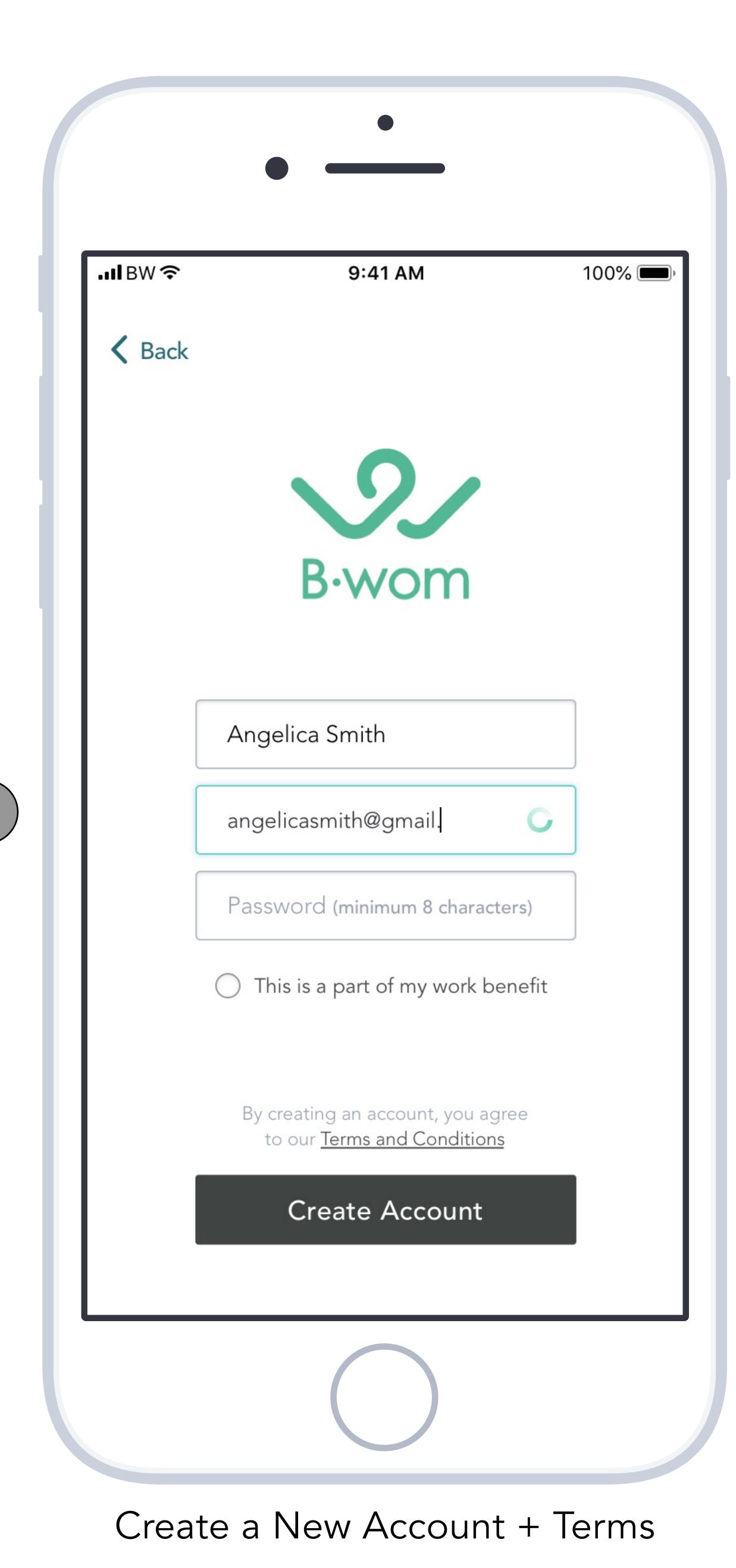
Onboarding Screen 2



Onboarding Screen 3

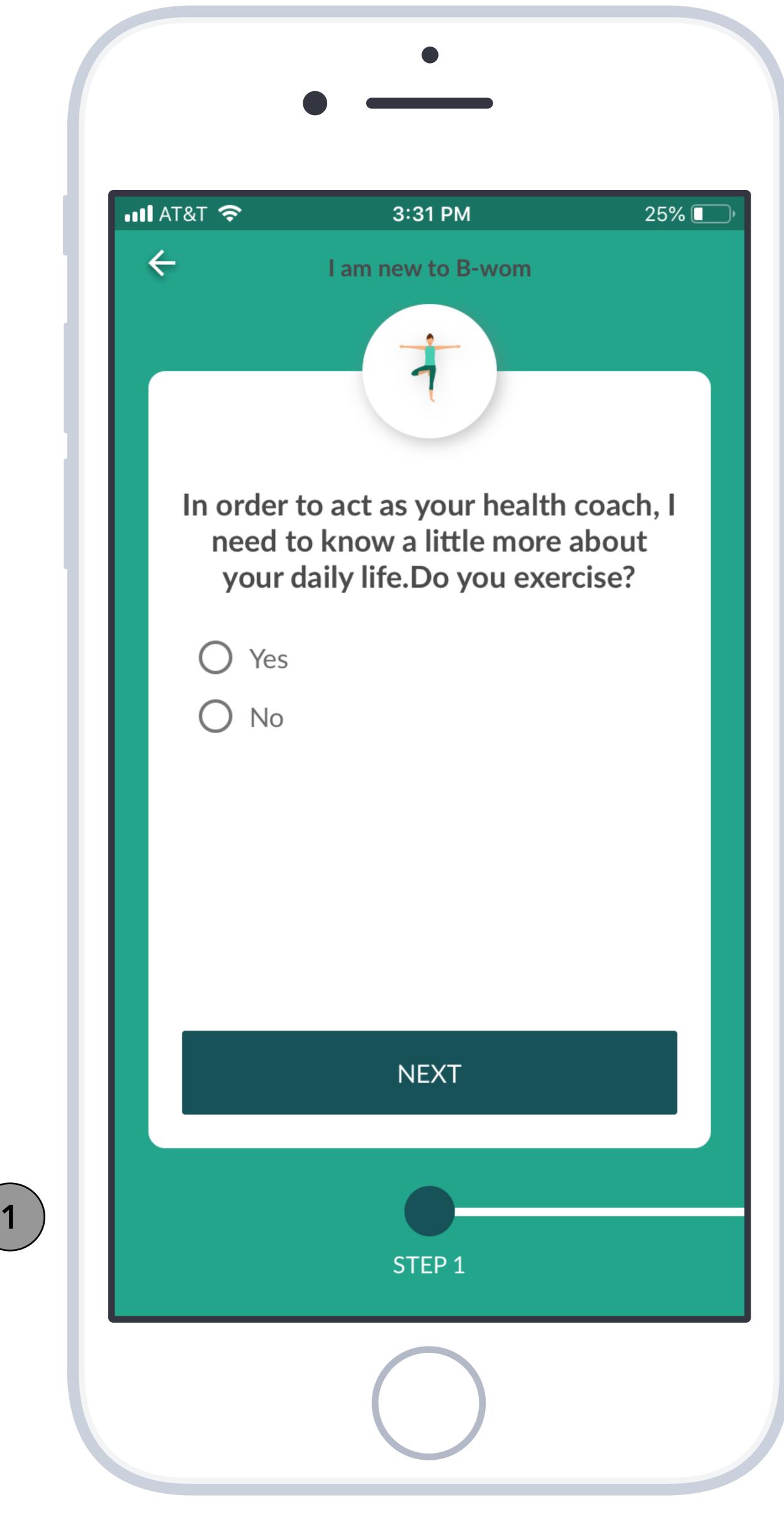


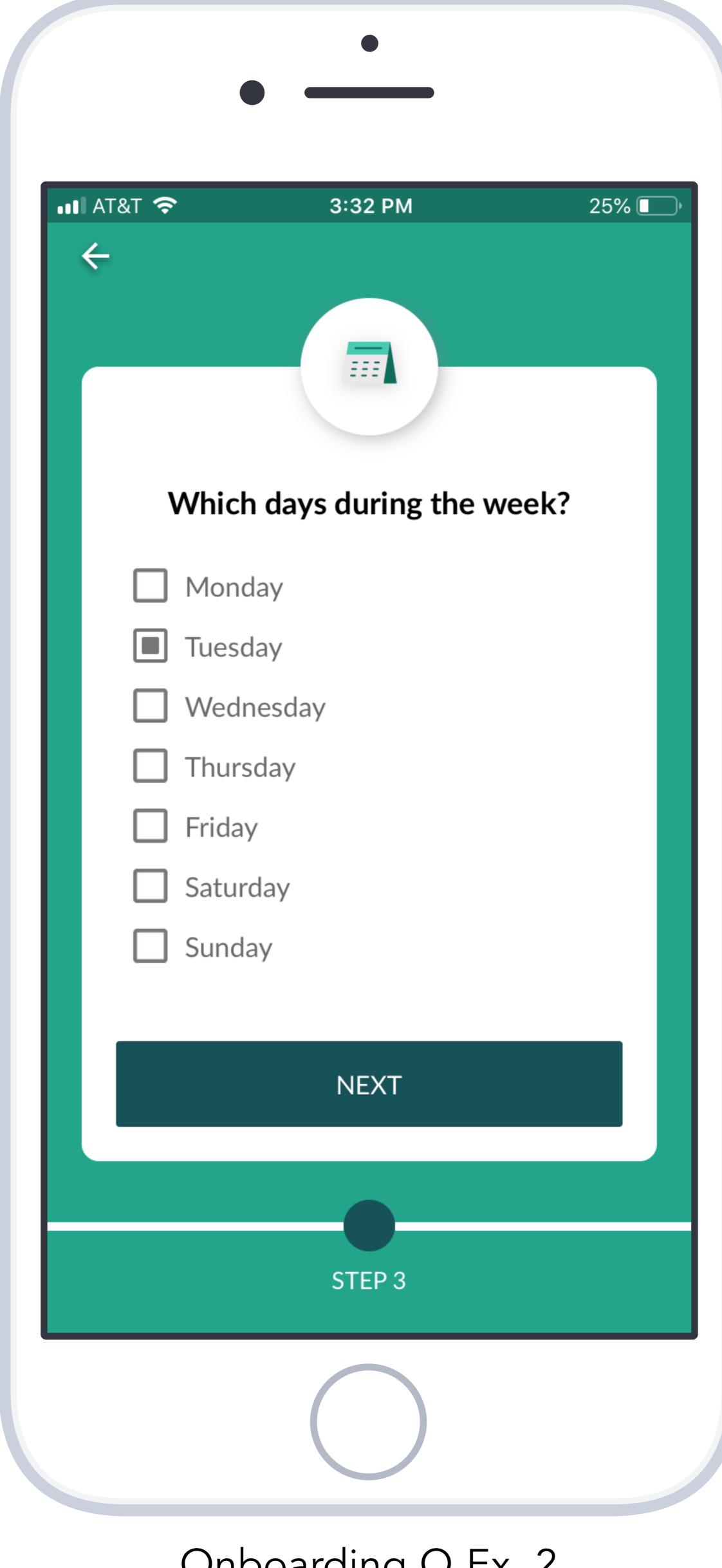
Onboarding Screen 4

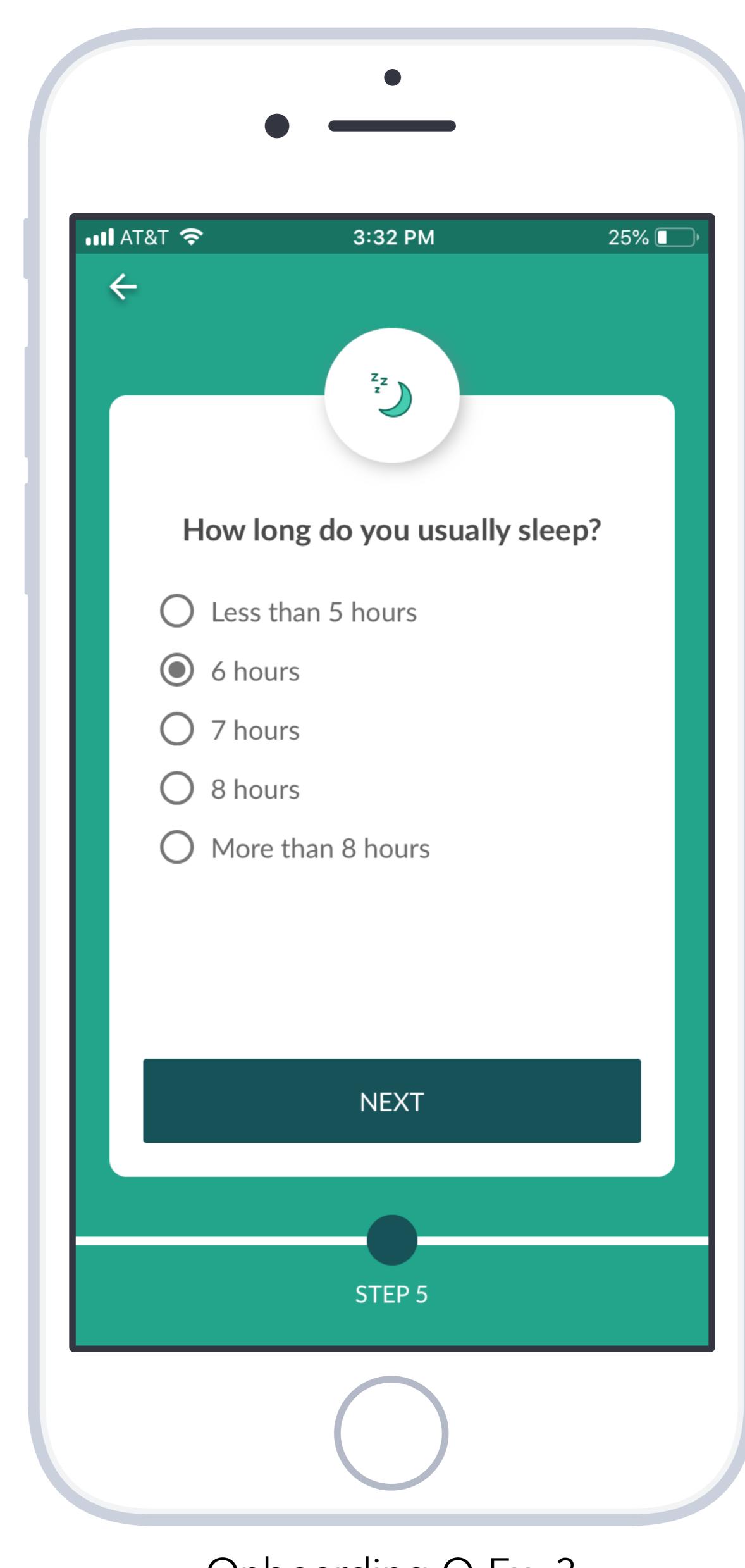


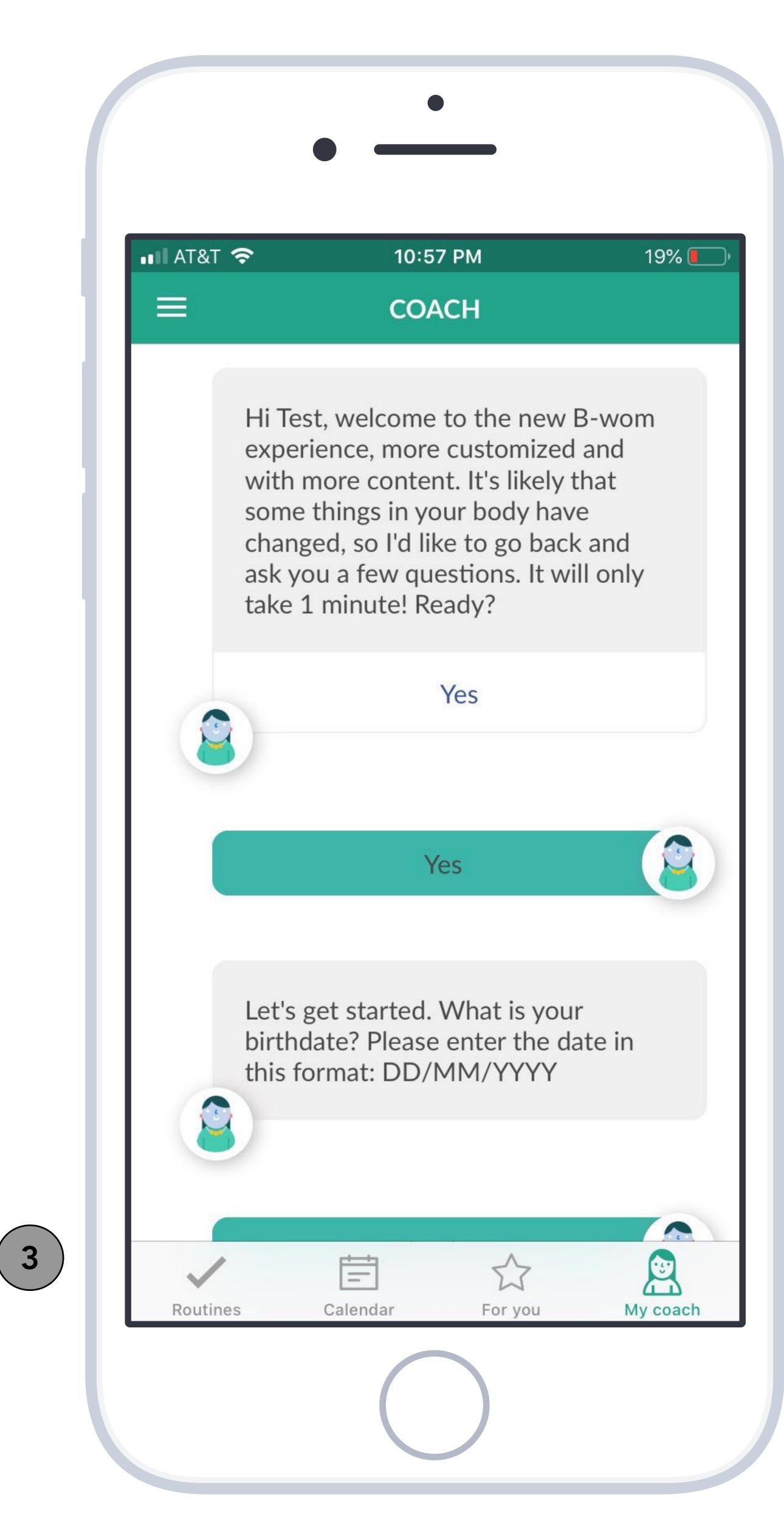
- Usability testing on the current app showed that users had difficulty understanding the value and functionality of the app following onboarding. If users are given a shortcut, they will take it. We removed the shortcut from the splash page. Users swipe through 4 screens, landing on login. We adjusted the nomenclature of the onboarding to more **concisely and honestly represent** what the app offers in terms of initimate health, customization, and pelvic floor exercises.
- Based on the sensitivity of B-wom's subject matter, users expressed concern about the security of the app. We have implemented **standardized visual aids** that users generally trust, such as using a google or facebook shortcut for creating an account.
- If users sign up with an email address, we have combined the enter your email address and terms and conditions screen into one. We utilized a **email verification** spinner to add additional sense of **credibility** to the login process. Without entering a valid email address or confirming terms and conditions, the create an account button will not be active or clickable.

Current: Onboarding/ Coach Test









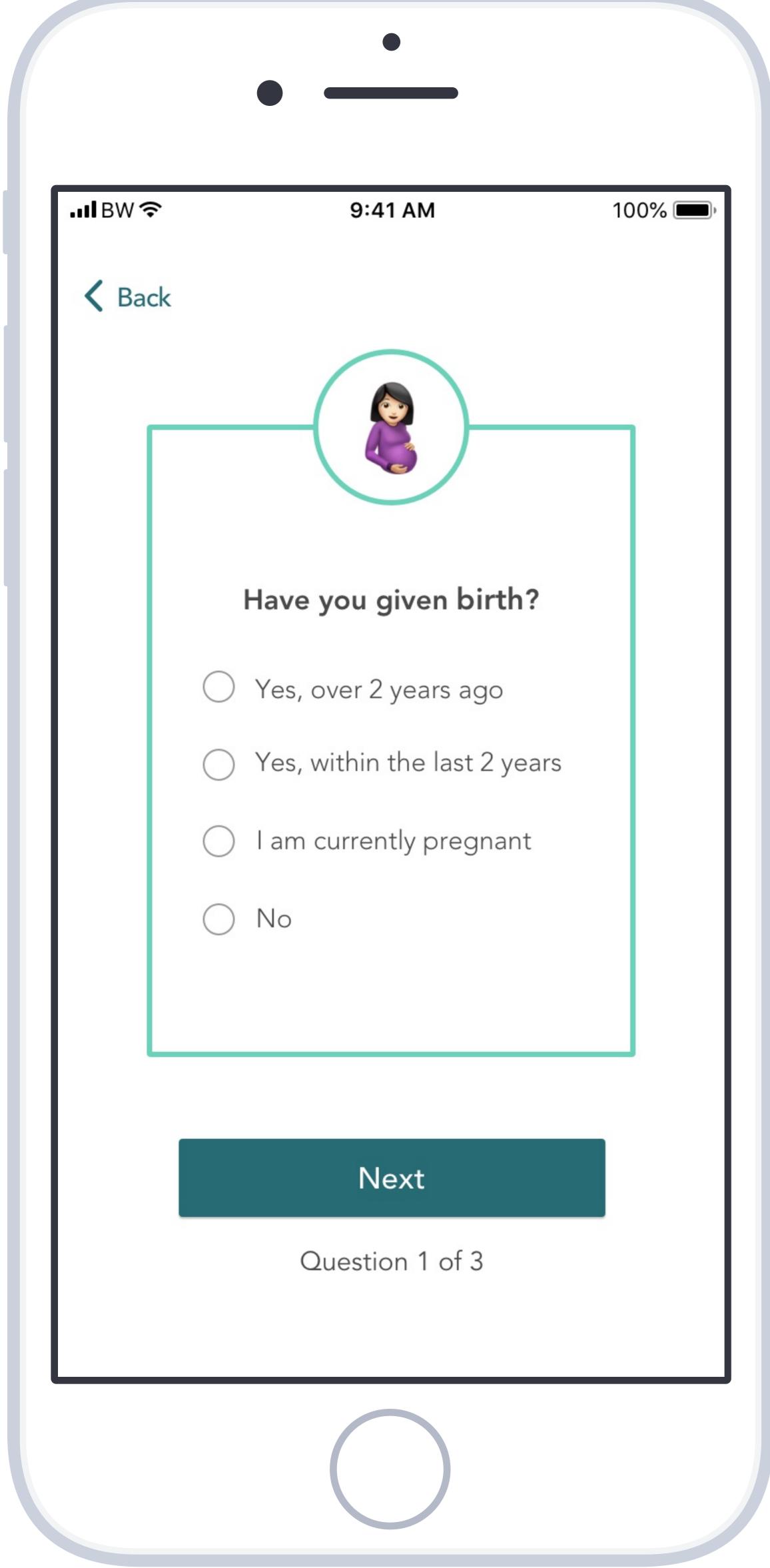
Onboarding Q Ex. 1

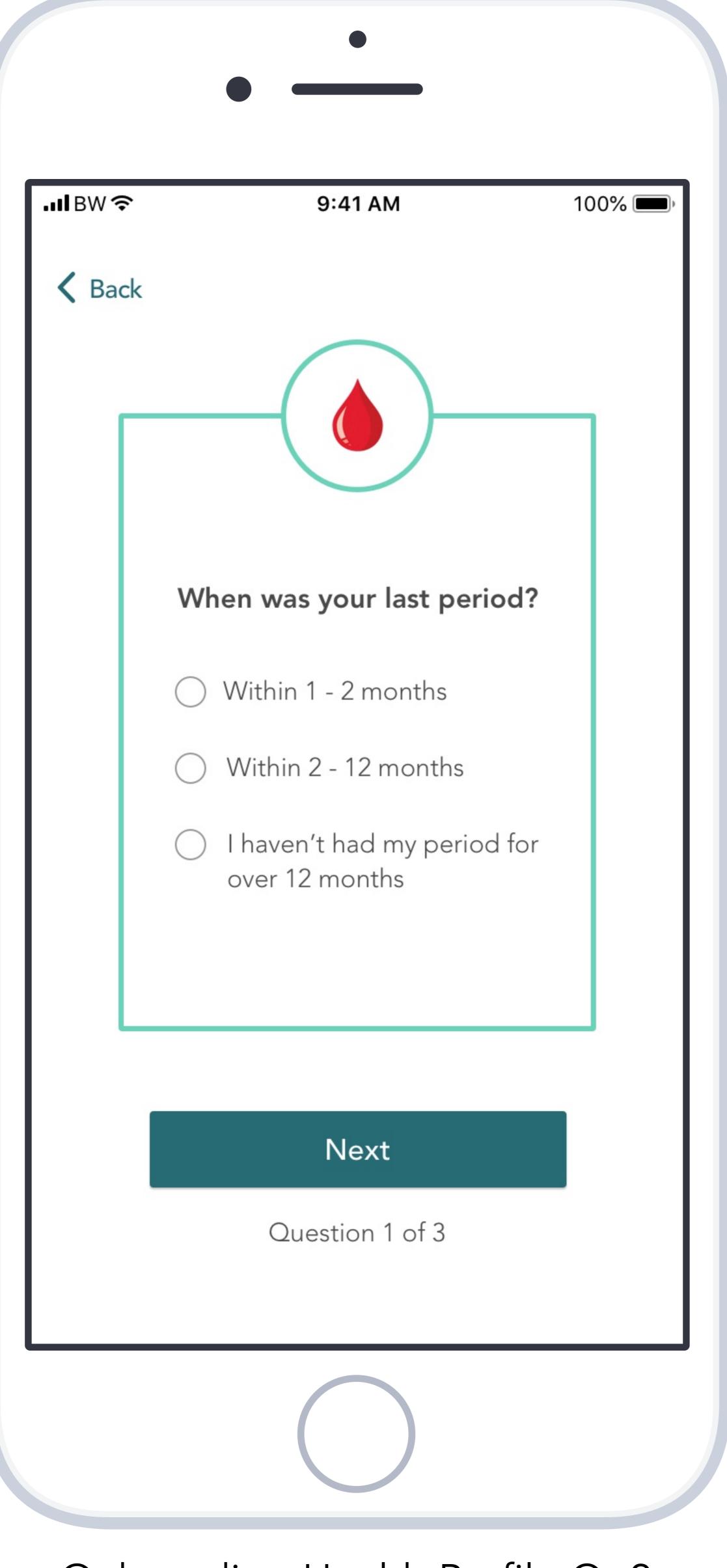
Onboarding Q Ex. 2

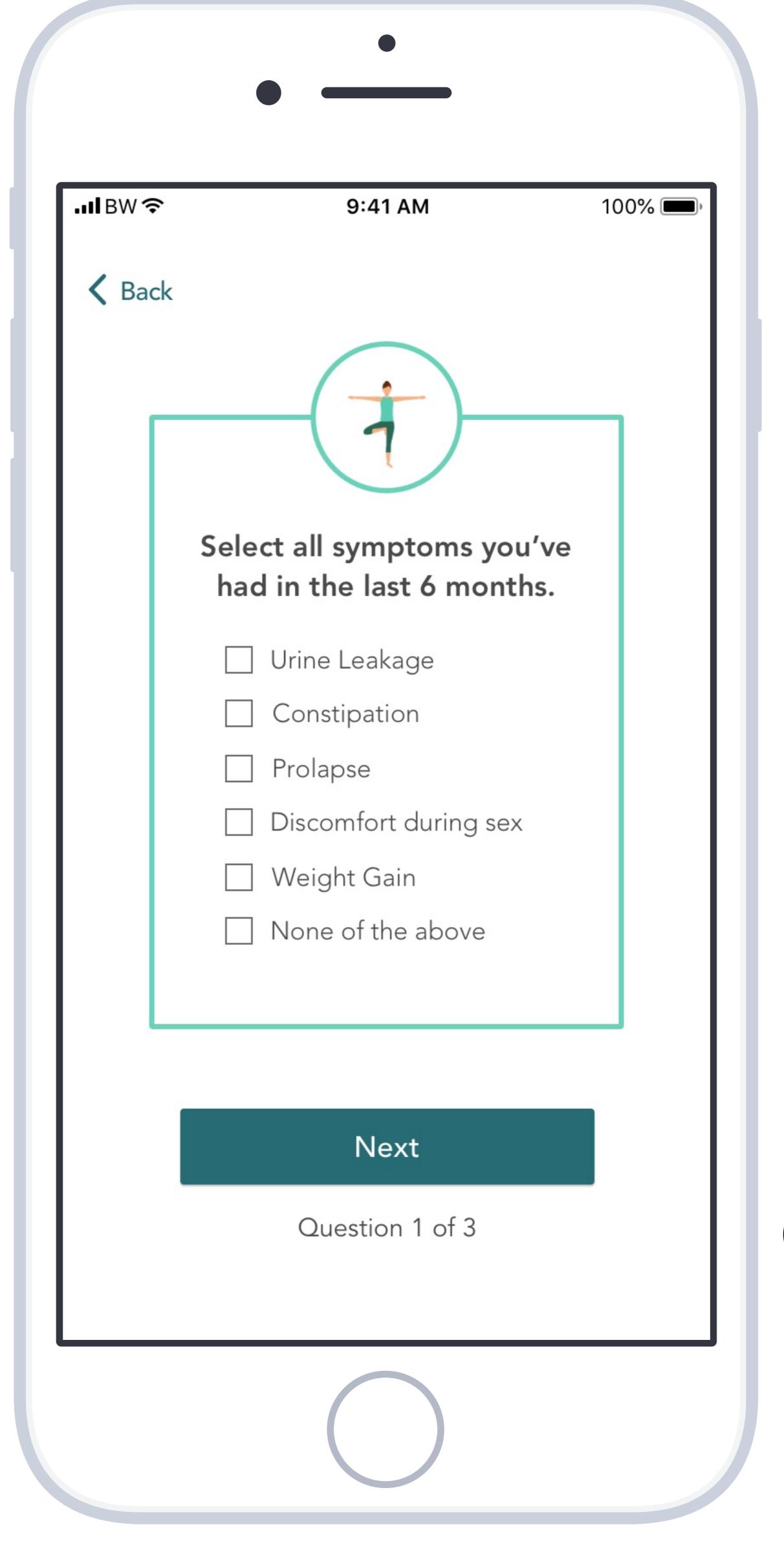
Onboarding Q Ex. 3

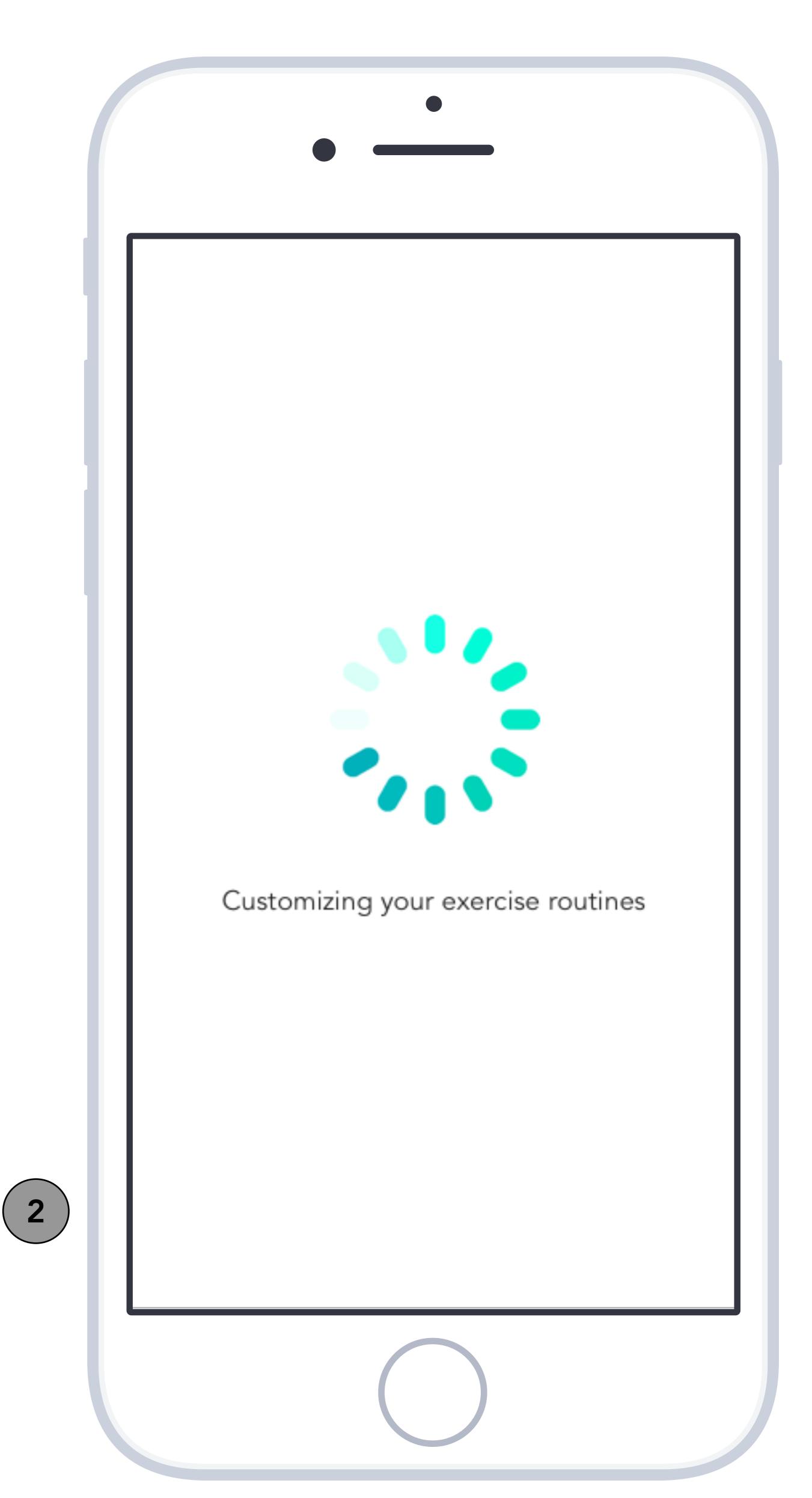
Coach Test

Updated: Health Profile









Onboarding Health Profile Q. 1

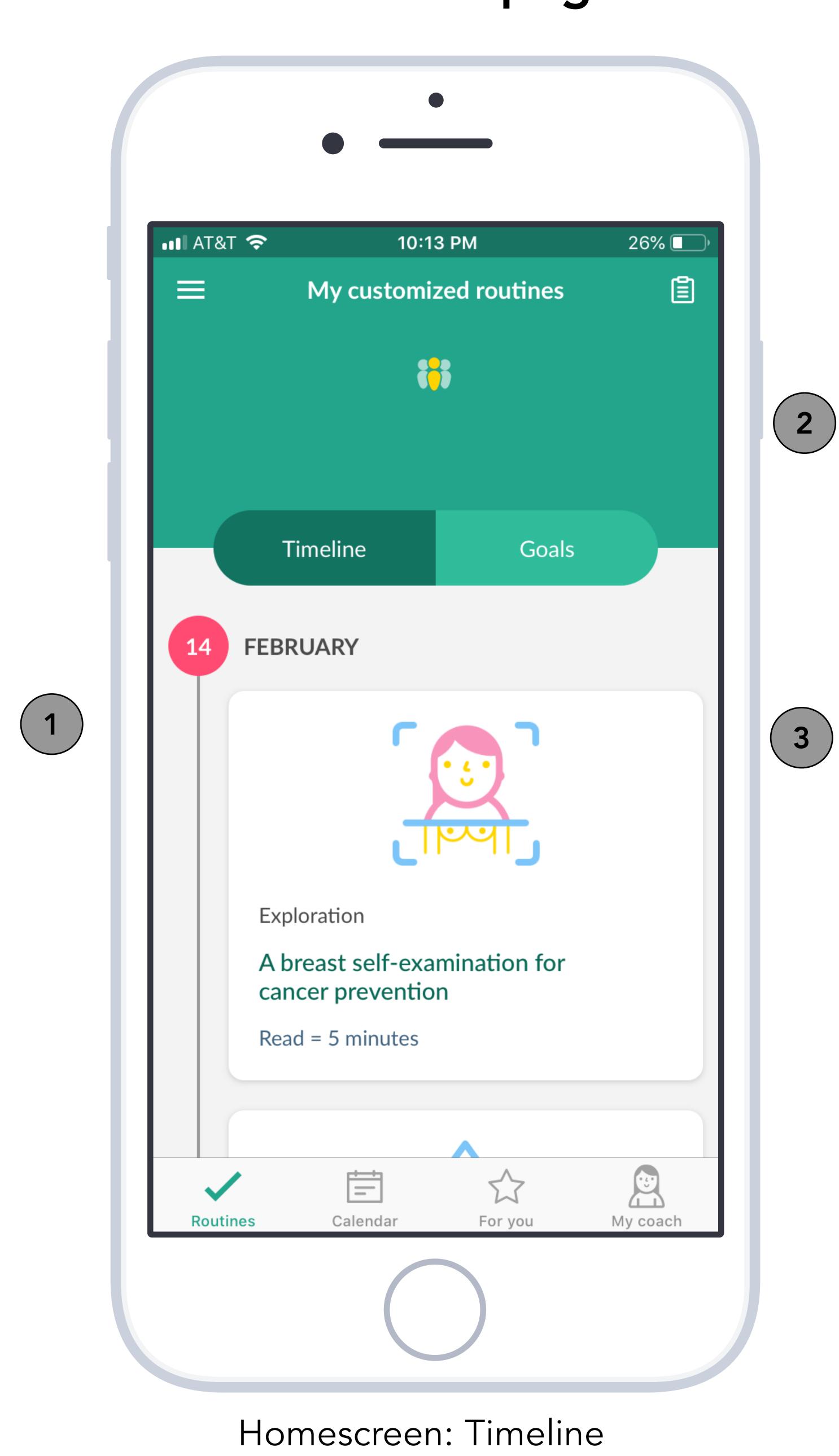
Onboarding Health Profile Q. 2

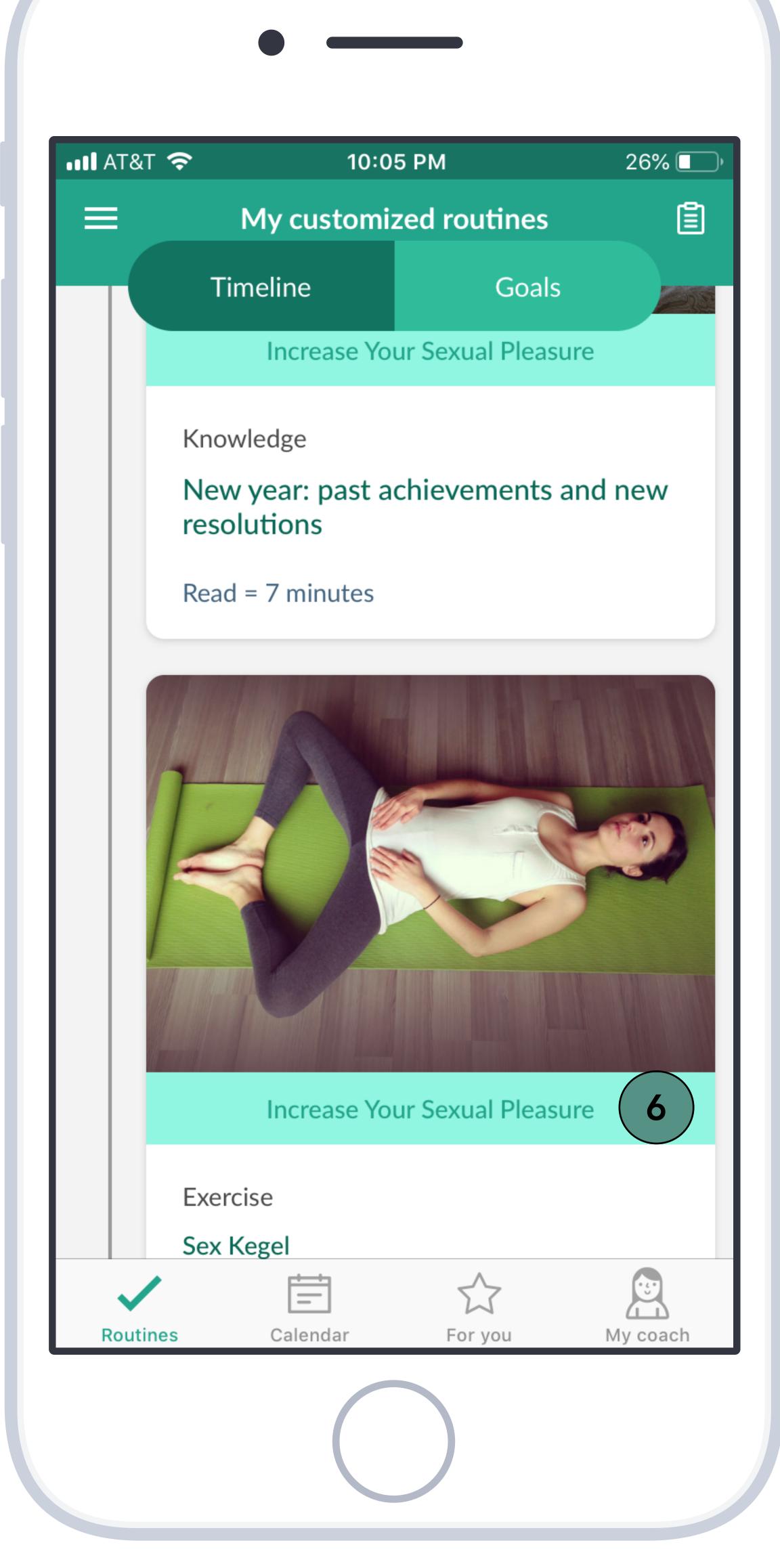
Onboarding Health Profile Q.3

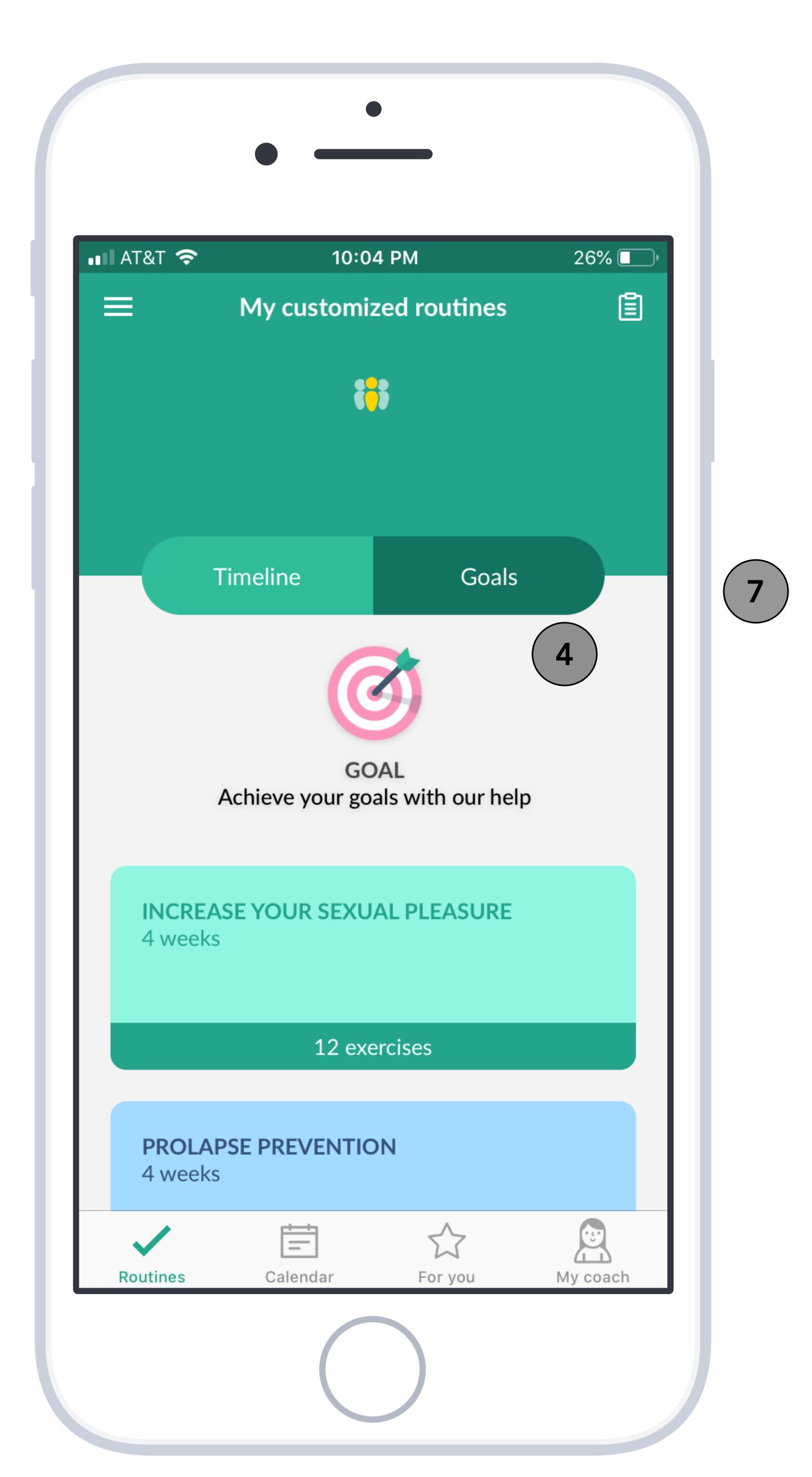
Sign Up Complete: Load Screen

- Usability testing on the current app showed users were surprised and frustrated by the amount of questions and separate tests. To eliminate the element of surprise, we changed the wording from # of steps to # of questions to give users a real sense of number of questions.
- Usability testing on the current app, as well as testing for iteration #1-3, showed that users did not understand how the questions related to their homepage. By adding a simple loading screen, users will have 5 seconds to read and sense that their content is being customized.
- We also removed the second coach test, with onboarding allowing for **all customization**. Users will also be able to **edit** their answers **later** for re-customization in Profile.

Current: Homepage

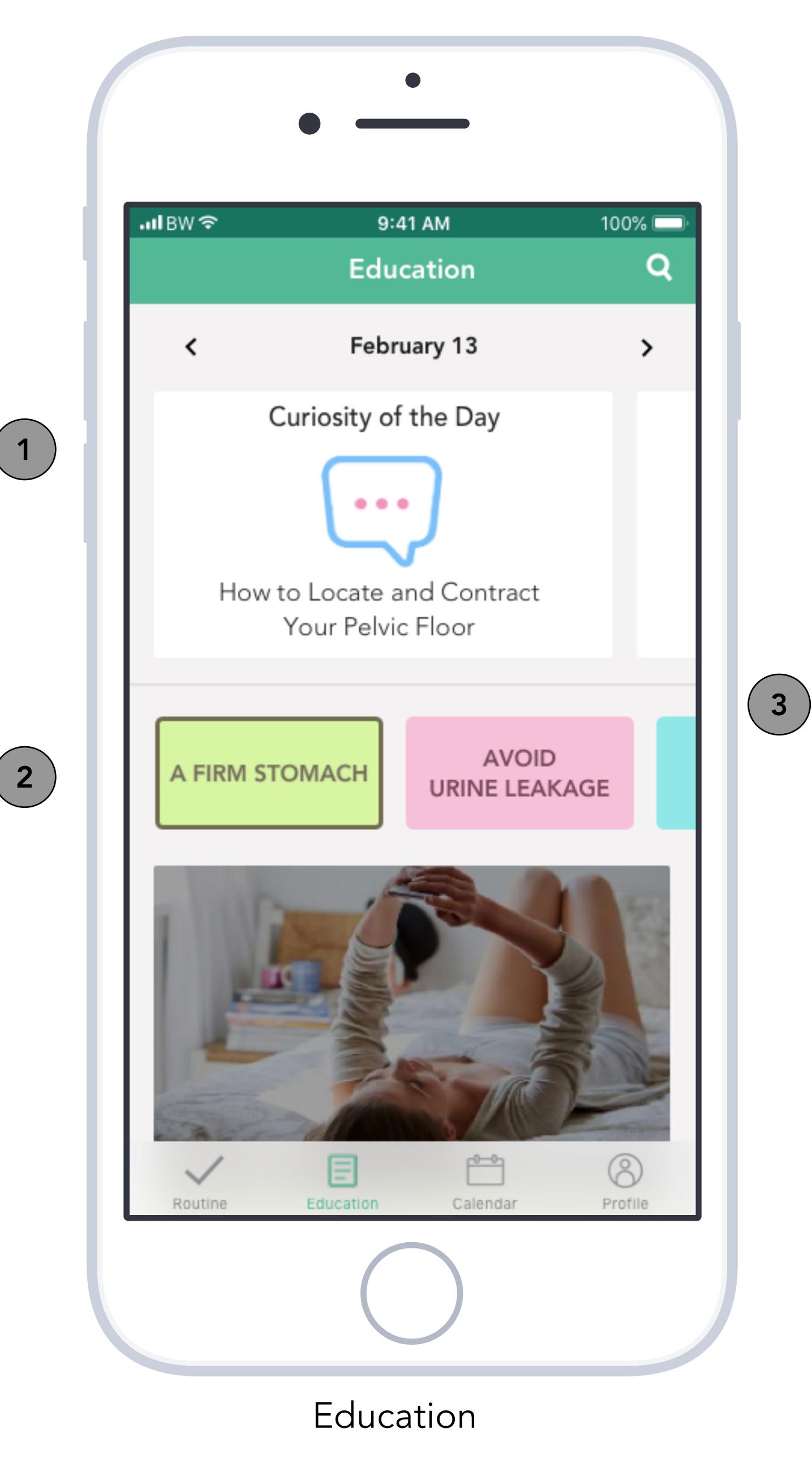


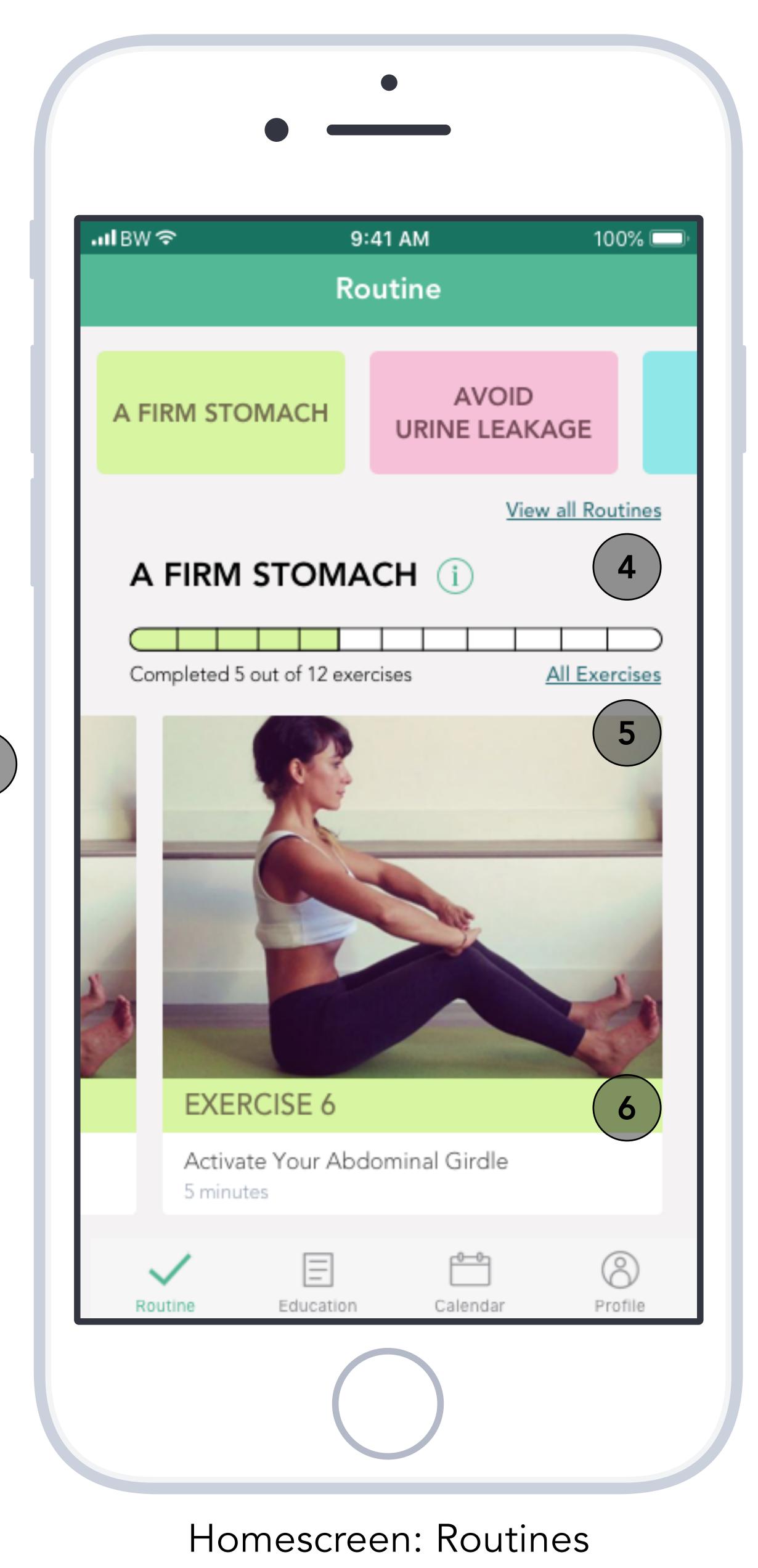


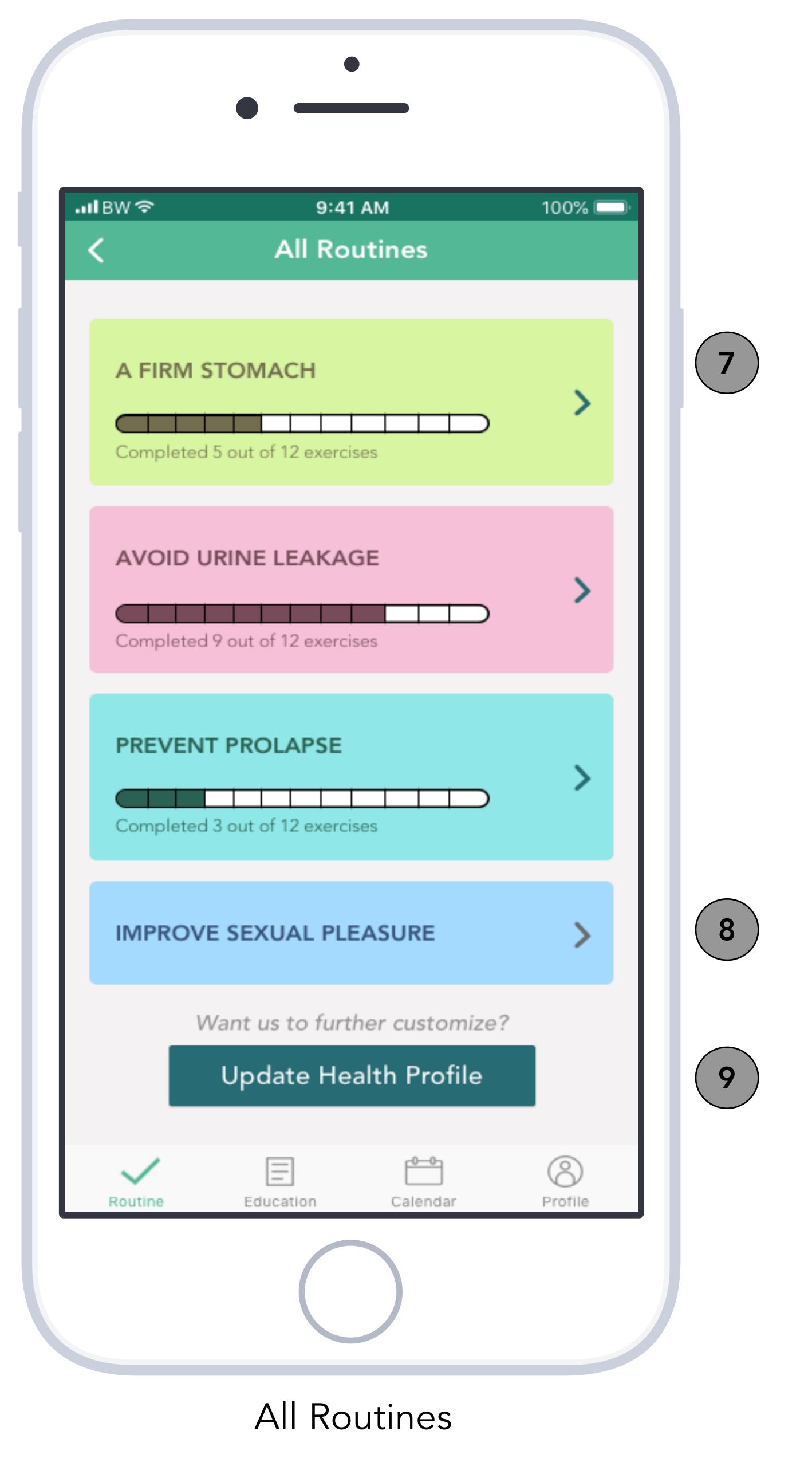


Timeline: Knowledge and Exercises Homescreen: Goals



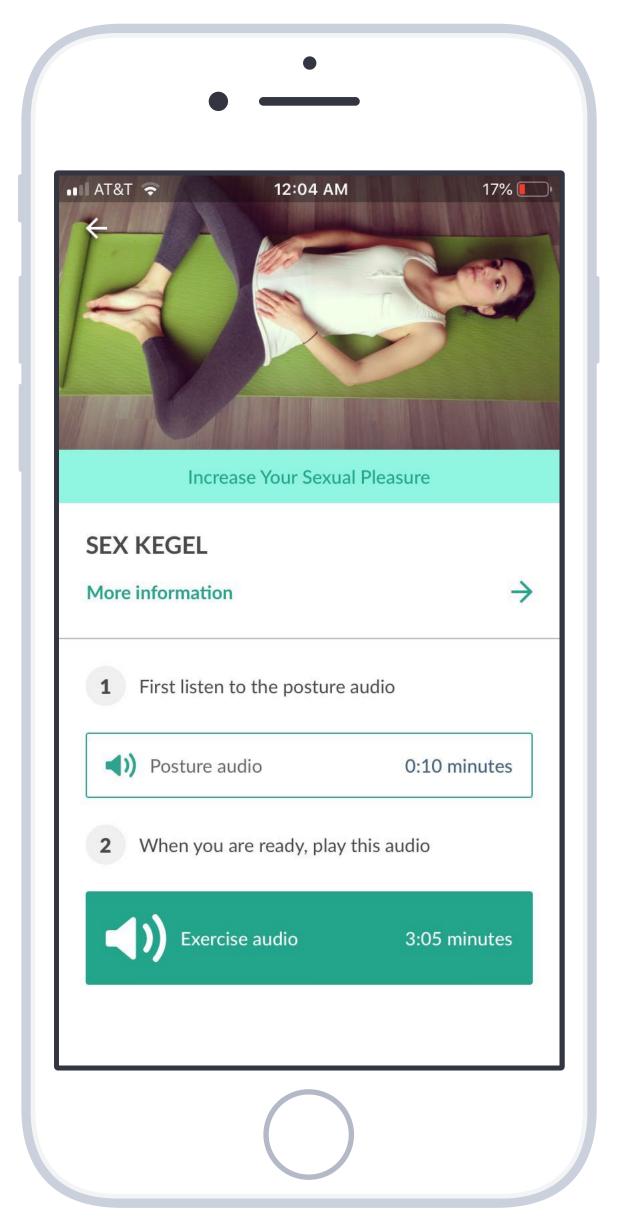






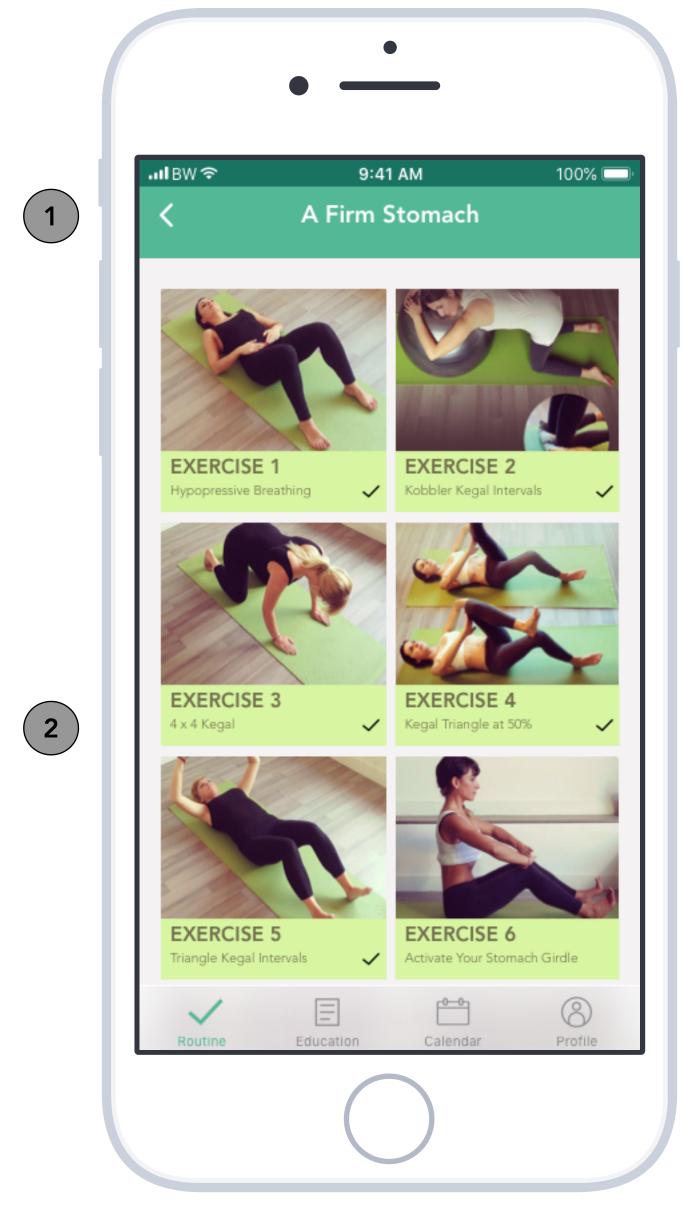
- Interviewes with existing users revealed that exercising and reading were two separate use cases. Rather than existing on the same timeline under routines, we **removed knowledge from routines** and used it to replace "For you" on the **tab navigation**. We changed the nomenclature from Knowledge to **Education**.
- 2 Although we have separated Education from the homescreen, users can still view articles based on topic/symptom.
- Our research showed that the app's **primary use case** was the **exercise** programs the app offered. Rather than scrolling through the timeline to find exercises, users will open up the app with immediate access to the most recent exercises.
- Due to nomenclature issues found in user testing, we eliminated the word goals. Goals are now Routines.
- To improve findability, users can access and review **all exercises** pertaining to a routine. This information will not go away, and will allow users to design their own routine before or after completing a goal. However the app and progress bar will only reflect if the user has completed an exercise (audio or video complete).
- Each routine states the total number of exercises it has, and the app opens up to the exercise you are on. You can swipe left to view the last exercise or tap into the exercise you would like to complete (tap consistent with current app).
- From View All Routines (#4), the user will get directed to this page reflecting all routines that have been customized for them. Users will be able to see their progress bar, reflecting how many exercises they have completed. Please note all goals automatically start, so that there is accessible content in the app following onboarding.
- Users can tap into each routine, where they will be receive information and the option to pause/start the routine.
- To ensure users feel content is truly customized for them, users can re-take the health profile test from onboarding at any time, in case of a major life event such as pregnancy or menopause has come up. This a shortcut. The health profile test lives in Profile.

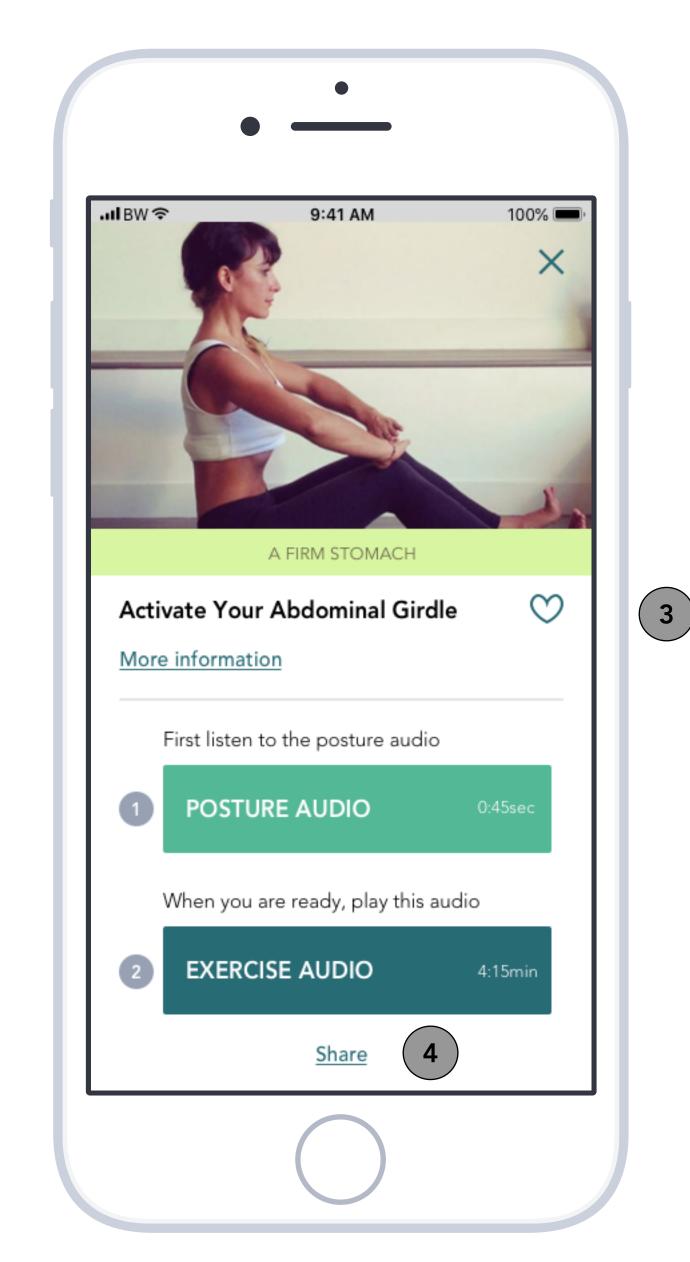
Current: Exercises

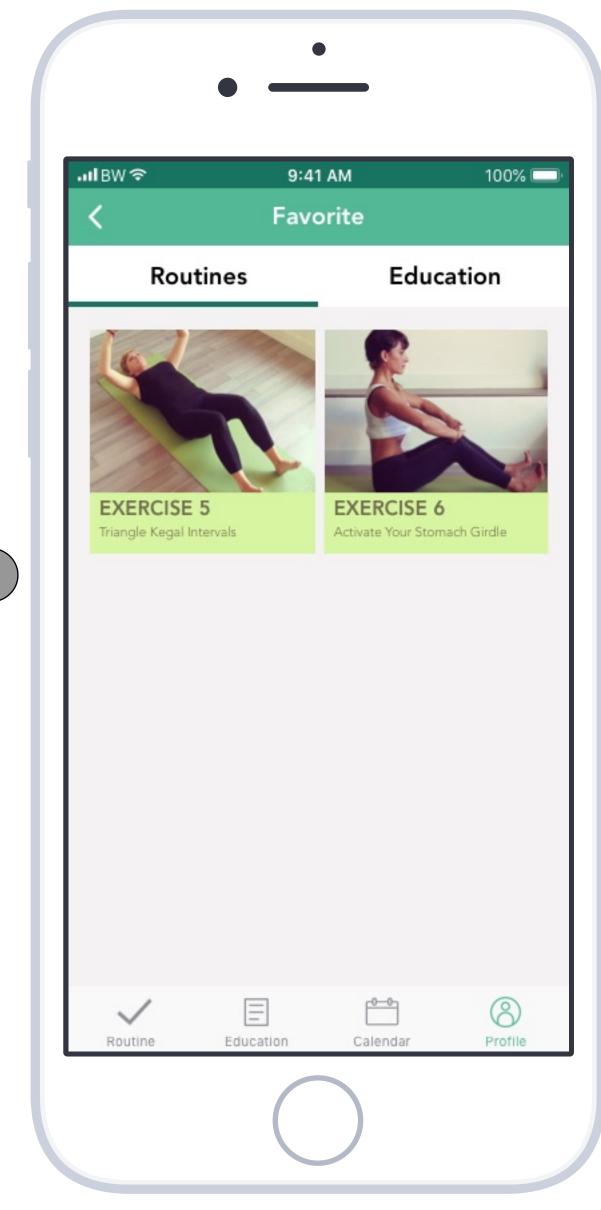


Exercise View

Updated: Exercises





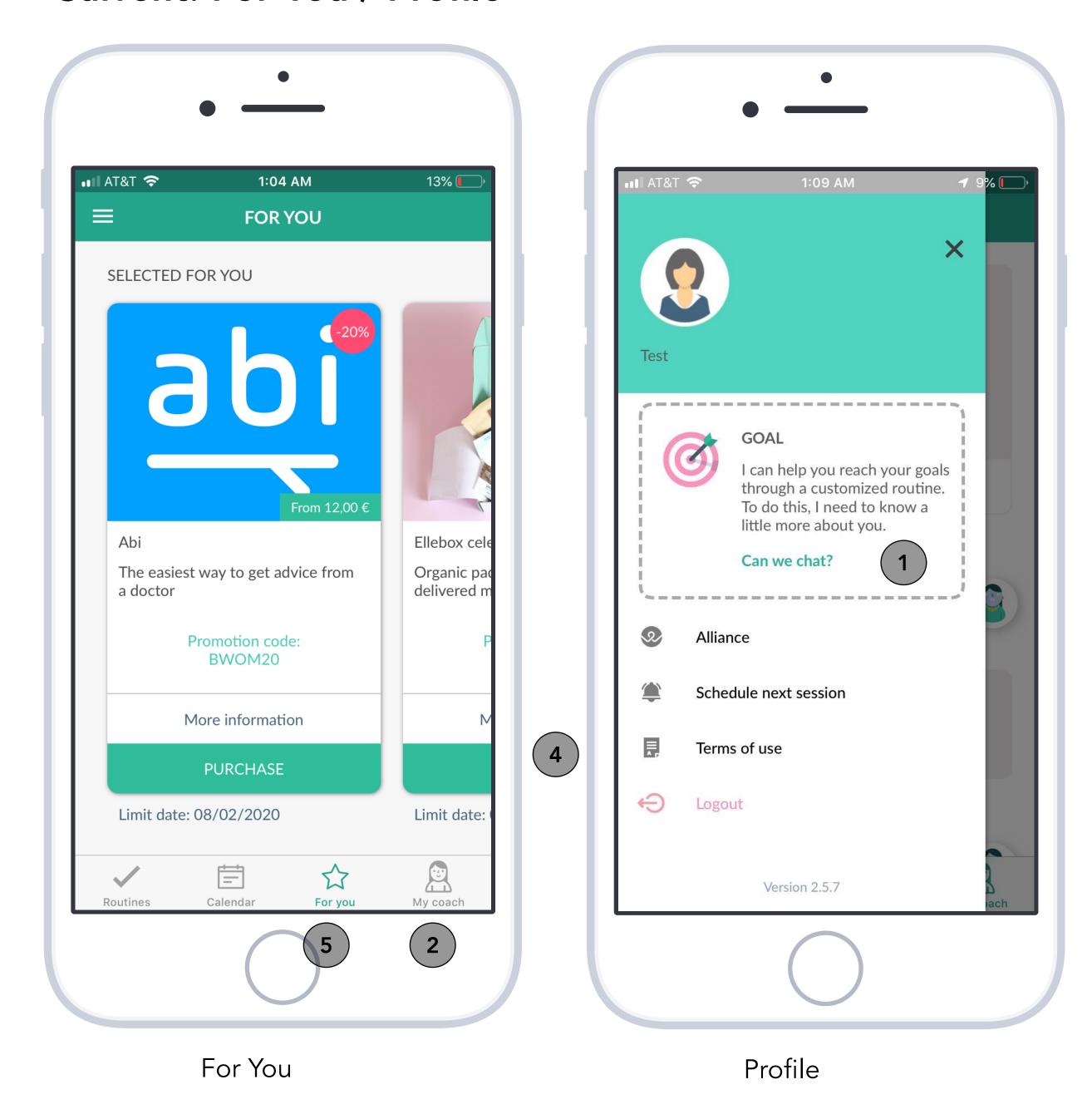


View All Exercises (from routine)

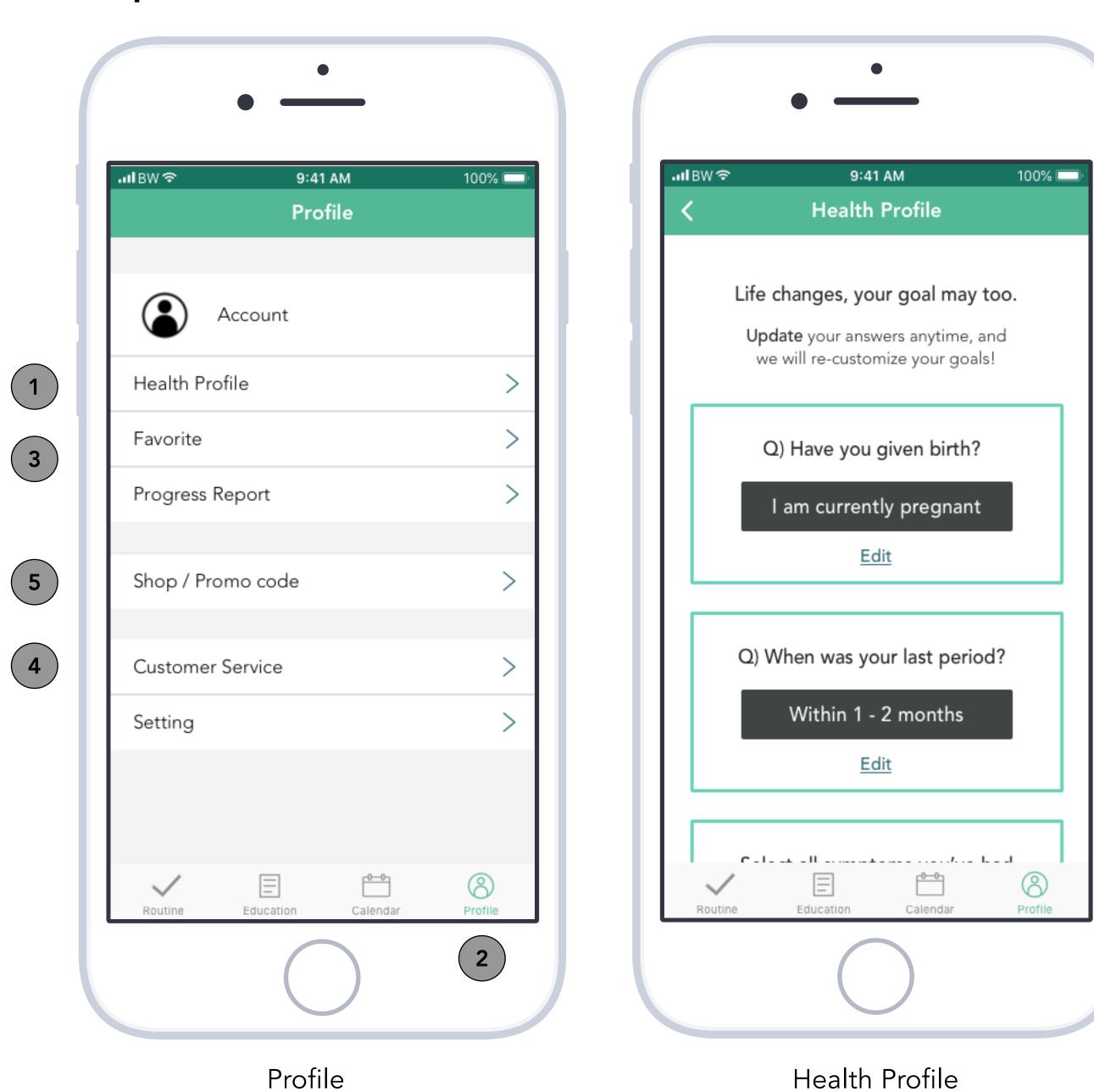
Exercise View Favorited

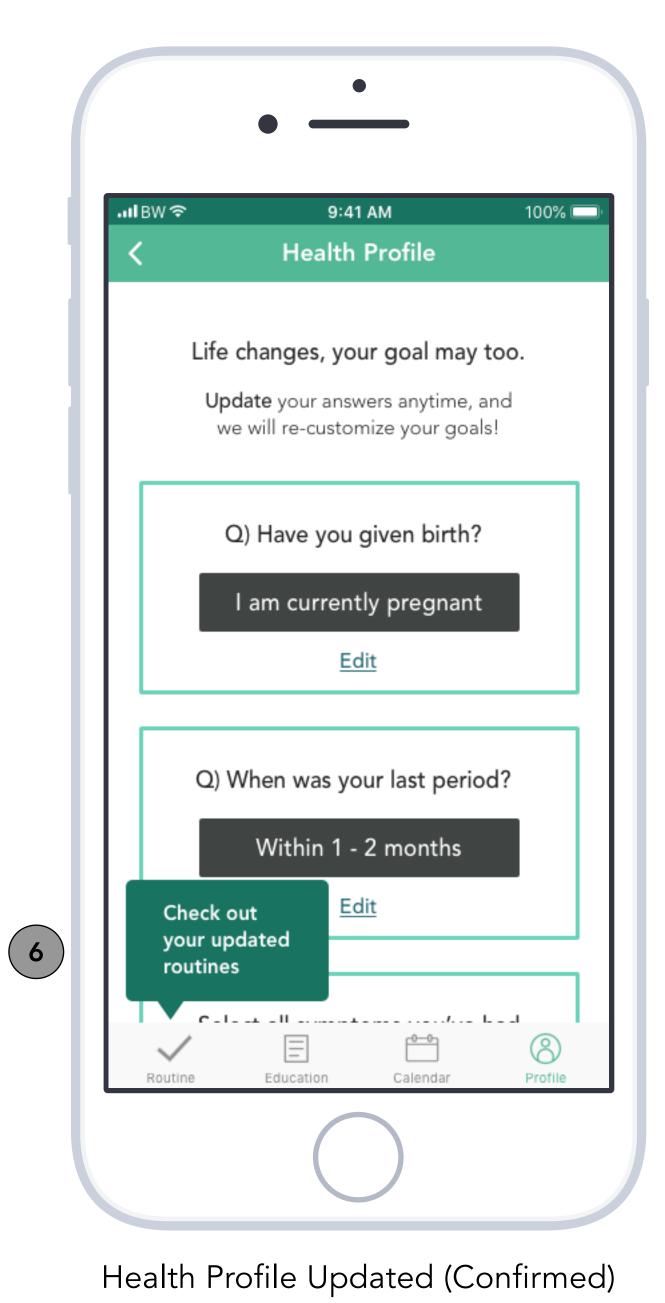
- To increase findability, users no longer just have access to exercises in the routines timeline. Users can view all exercises included in a routine. This provides a secondary use case for exercising, allowing users to fully understand a program and customize the exercises to even further meet their needs.
- Research showed that users want more feedback throughout the app, especially in terms of validation or reward for completing exercises. The check mark reflects whether (2) the exercise was completed, offering a simple visual reward for working through a routine.
- Users can now favorite an exercise it to archive it in the Favorite section, which lives in Profile on the footer navigation. (3)
- Users can now share an exercise from the Exercise page, to increase and encouraging sharing exercises and the app with friends. (4)

Current: For You / Profile



Updated: Calendar





- Users are now able to customize their health profile by changing the answers to the onboarding questionairre to receive re-customized goals in case their womens health needs change.
- Since current and new users had difficulty understanding who the coach was, whether it was a chatbot or not, we changed nomenclature to Profile. It incorperates the customization test and contents of the hamburger menu.
- Users can now favorite exercises and article. They will be archived and always accessible under My Favorite under Profile.
- It is standard pratice to have a customer service contact easily accessible in the profile or settings page, so we took the customer service contact accessible in Terms of Use and added it to Profile.
- Since For You included a limited number of promotional codes for now and is not a core function of the app, we moved it from primary navigation into the Profile page.
- Users can now change their health profile answers at anytime to receive re-customized goals.