

ONBOARDING	TRACKING METHOD	CALENDAR	METHOD OF SETTING A GOAL	CUSTOMIZATION	REWARD SYSTEM	ERROR STATES	VIDEO/VISUALS	SUBSCRIPTION	APP FEEDBACK	MEASURING ENGAGEMENT	HELP CENTER	IN-APP STORE	KEY INSIGHTS	APPS
Informational Video	Asks user if they want to track calories or not + asks body info	If you start a challenge, it creates a daily event for each workout, can sync with phone calendar	Challenge (user can take a class or try challenge)	2nd Onboarding - can skip	Start challenges,	(slightly glitchy) - uses inactive button until all fields filled	Uses instructional images and downloadable videos, with brief text instruction	Detailed overlay on cost and what it includes, once at onboarding and again when you try to access locked content	1 sentence summaries of features and classes	Add "challenge photos" to show progress	Third party link - submit a request, see commonly asked questions, or change language	Icon is labelled store	Asks you personal info as you use different features of the app. Starting a challenge, app asks your height/weight	STRETCH IT
Email and Password	The app tracks how many days you've used the app in a row (in profile)	Has calendar (pretty hidden), shows what exercises you completed	Selects top goals at onboarding, content is prioritized in app	Asks questions with only 2 possible answers	Achievements Board in profile	button inactive till all info is complete	Uses a cat icon for inclusivity?	Visuals and descriptive text each feature + button that says unlock feature.	Headers that describe the action the user can do	"My Streaks" - track # of days you've used calm in a row	Info on how you can use the app	Can buy information like sex advice and meditation tracks	Achievement board- simple and free way of incorporating a reward	CALM
Instructional Visuals	Calendar on header nav	calendar only starts till you put your period timeline in (home screen)	Can join a 7 day meditation class (must pay)	Uses Visuals with captions	"My Streaks" - app tracks # of days you've used calm in a row	asks you to verify your email in app settings	Uses animations that mimic breathing in and out	bad at the beginning, feels like you agreed to pay through apple store	Has calm "sounds" playing entire time of app, to set tone	Community Polls & Forum	Third party link - submit a request, see commonly asked questions, or change language	Must buy Elvie device to use app past onboarding	Uses video, imagery, and descriptive text	EVE
Summary of what comes with a subscription	Home page tracks 4 numbers just after onboarding (fertility score, # of days into my cycle, # of days until fertile window, # of days until pregnancy test)	input info to make a calendar - 4 questions	One of the tab bars is Health Assessment. After the assessment, it shows the page of My Benefits and My Programs. If I did not get Ovia as part of my employee benefit, I only have access to My programs, which is mainly articles in 1. General Health, 2. Irregular Cycles, 3. Sexual Health, 4. Mental health education and 5. Mental health support.	Asks you what your goal is	if you buy podcasts & info, you get gems" - mediocre	As you squeeze device, it sense it, and communicates to the app that you are doing the exercises incorrectly.	For Calm Body, visuals of people doing the movement	"Go Premium" on fixed header nav	Has chat pop up above programs that apply to your goal on homescreen	One feature on tab bar is Community. When I went in, there were already 22 questions. Some were from the app and some were from members who assumes a certain avatar. One cannot see the comments or answers until s/he answers the question.	Info on how you can use the app		Has a calendar that just shows what exercises you completed, if not used to predict	Ovia
Want notifications? Integrate with Calendar?	Home page has articles asking to track symptoms during my cycle to predict periods and ovulation and to log cervical position.	I can on calendar see all answers I picked in the 19 categories from previous log. It also color-block my fertile window (6 days) and next projected period.	Can choose your workout program: 1. Maintain Fitness 2. Build Strength 3. Challenge yourself	Can customize visuals and sound	Exercise programs has increasing level of difficulty	When you type in incorrect answer, you get an error overlay	Video Trailers for classes	Click "Go Premium" and has summary of what is included in each feature	after answering 4 Q's, info is added to the calendar.	Community allows me to post questions to other members.	Third party link to responsive site FAQ and to submit a request		Eve's feedback is great, gives short summary of each function as you move through app for the first time.	ELVIE
Total of 5 Screens	When you tap on a CTA button to log, it goes into a very extensive chart asking you to log period, intercourse, mood, symptoms, cervical fluid, cervical position, tests and temperature, sleep, weight, nutrition, caffeine, alcohol intake, physical activities and medication, etc. (19 items)	I can also add today as my ovulation day to change my fertile window.		Favorites/ saved content	As you complete goals, you move along a map. Looks like video game	Forgot your password? Sends email to change	Fun icons and color choice to reflect playful tone	Separate ad for glow fertility program in "more" section of footer nav	as you move through the app for the first time, there are chat bubble pop-ups that describe every function	Homescreen tells you how many workouts you've completed in a period of time	In profile section. You are given the option to email or in-app chat function		Profile page includes a health profile, where you can opt in to entering more info about yourself	DAILY KEGAL
says apps goal on 1st screen	In Hamburger menu, one can see in "Fertility Chart" the past 30 days how fertility score goes from 1-10 and back down.	Calendar is titled calendar, function of it is unclear		Can edit all information to adjust predictions	No reward but very clear and complex tracking system	I haven't run into any glitches but "MyQ Insight" in the menu asked up to 600 questions about health behavior and history of my partner and it looped back the first question.	Exercise programs are games, as you do kegals, you move along the game	No way to get more features unless my employer offers this benefit	Calendar tells you whether you are ovulating how many more days	In-app forum	Link automatically opens email		5 minute exercises are an animated game (periphit is the same thing)	FLO
notifications overlay	No in-app calendar, however you can set reminders/alerts	Calendar tracks your cycle, & you can choose to track mood, symptoms, etc		You can customize and add all kinds of info to track (ex. sex drive, discharge)	Shows predictions in match with the data input by the user		Uses icons + description in variety of color	Gives you prompt to purchase premium or continue with free trial of app	Short summaries tell you why and how to use a feature	Exercises show a visual representation of what you should do in form of an animation	FAQ on most frequently asked questions (found under support)		Has Insights as part of footer nav and includes articles related to womens health	MAVEN
Select top goals - 2nd screen	In-app calendar auto logs period and ovulations	4 dots, 4 screens, explaining content and app features		Can add more personal info by choice if you go to profile				Clue plus: clear explanation on what to expect in this subscription -personal predictions based on what you've tracked (when you might experience craving, acne, headaches) - notification	Sound notification when a member responds to the question I posted in the community	Shows predictions in match with the data input by the user - predicted days of ovulation - predicted fertility high/medium/low -predicted PMS - predicted bleeding			Has a 41 question test; however, it tells you what your answers mean in terms of health and percentage of people who answered the same	CLUE
Create an account- 3rd/final screen	Easily locatable CTA button in the tab bar	Shows predictions in match with the data input by the user		After Onboarding, it gives option to skip or check "specific conditions" you might have (11 checkboxes)				Monthly plan & yearly plan	Every time you answer a question under "MyQ Insight", the app gives you information to make you feel good about what you already do or don't do but also offer caution					
app sets tone & goal on splash screen + sign up	Displays list of symptoms in images	Scrollable access different months more quickly		Game responds to your body, exercises are customized to what you are trying to improve										
back button always	Able to customize the list while staying on the same page - pop up page - 'tracking option' with toggles	Provides legend on what the symbols mean		Can edit workout plans in terms of # of days per week					When answering 41 question test, answers show info and percentage of people who chose same answer					
name, email, birthday	Explains what each symptom means, and the purpose of tracking it	Too many symbols?		User can sync with phone health tracker					Provides graphs that show progress of info you are tracking					
4 screens total	Offers various sub categories - of different types - under each symptom	Clear feedback/ explanation as to why you can't complete an action		On homescreen, user has option to enter more info					feedback whenever there's an area where you can't complete an action (ex. Clue calculates only 3 cycles into the future - when you try to scroll any further)					