

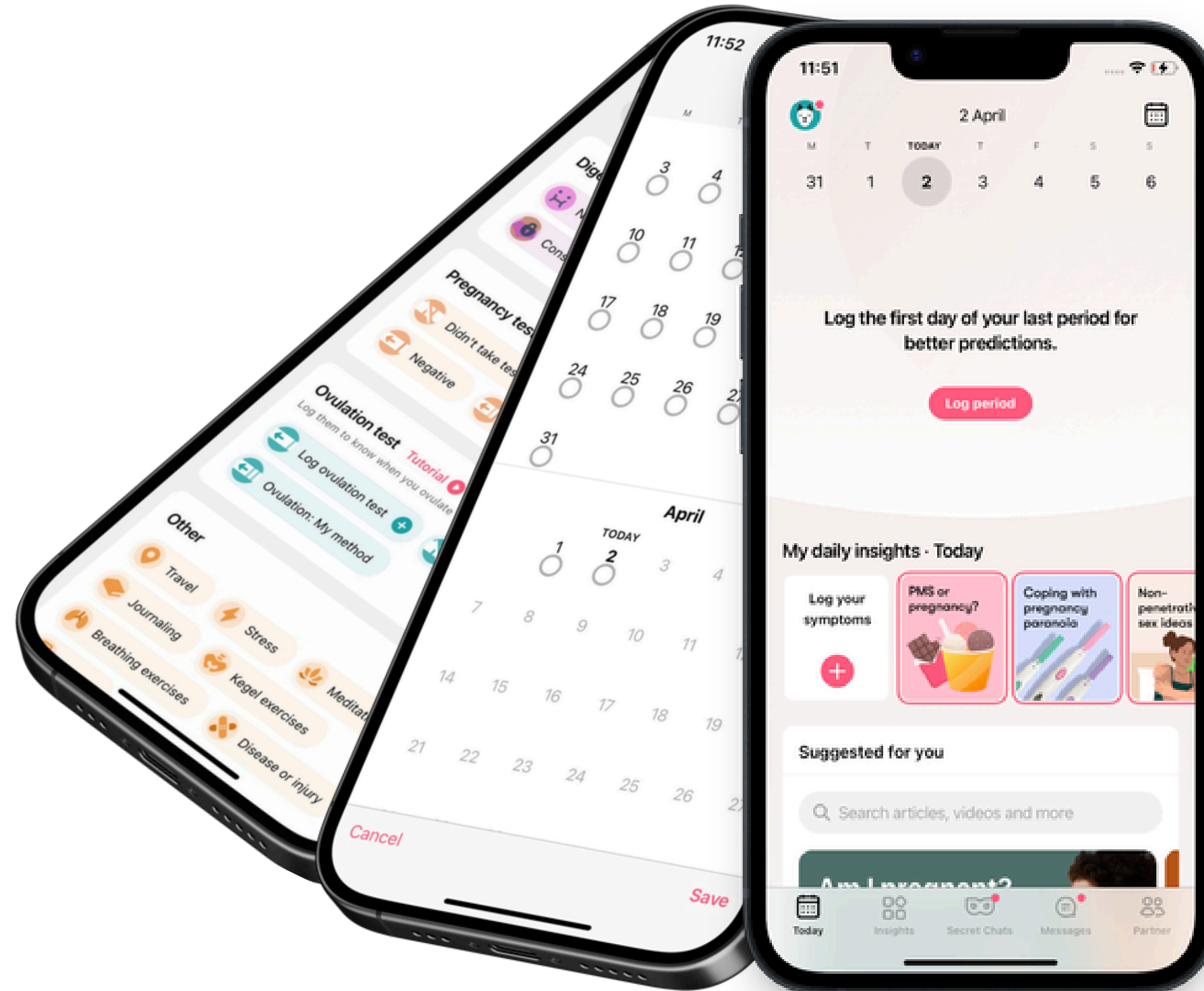
Amelia Molnar

Product Designer

I am a Product Designer from the North West of England, with a passion for creativity. I specialise in crafting intuitive design experiences with a strong foundation in UX and a love for visual storytelling.



Flo - period tracking app



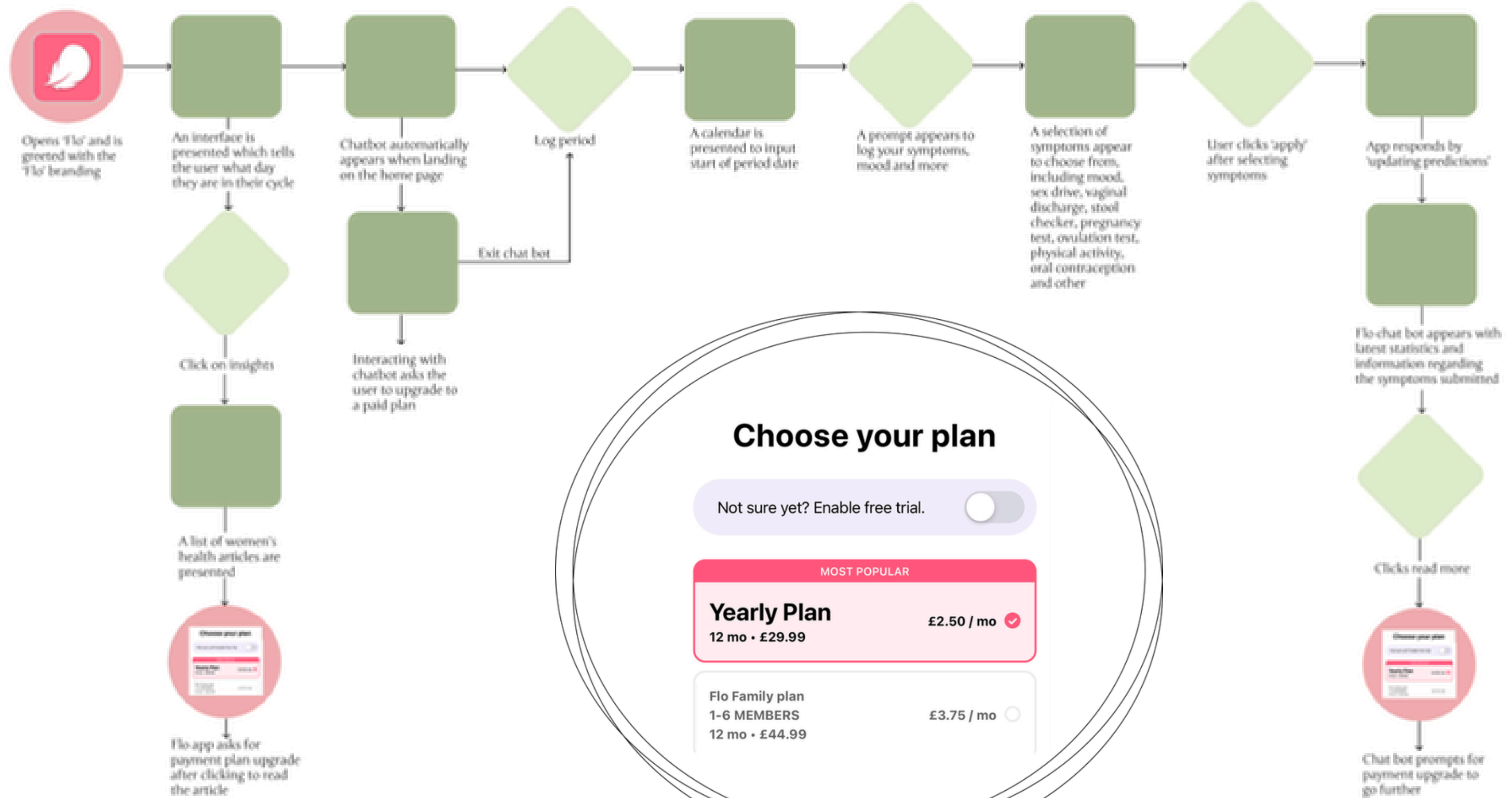
Flo - who are they and what is the problem?

Flo launched in 2015 to enhance the period tracking experience. The app's evolution has raised some concerns. While it now includes features such as pregnancy and ovulation tracking, this expansion has often come at the expense of its primary purpose - providing a simple and effective means of period tracking.

The focus on additional features can alienate users who seek a straightforward tracking experience. Another concern is that the frequent promotion of paid subscriptions adds to user frustration.

Recently, there has been a significant drop-off rate among users of the Flo app. Although Flo is primarily designed as a menstrual tracking app, research surrounding it may be considered unethical and lacking inclusivity. The app primarily caters to individuals with typical menstrual cycles and does not adequately support those who experience reproductive issues related to menstruation. To improve user satisfaction and make Flo more inclusive, it is essential to consider these factors in future updates and features.

Current task flow



Four Ways of Looking - Telescope research

★☆☆☆☆ Invited

Oct 15, 2024

too much pornography and too many sex...

too much pornography and too many sex topics and questions. i don't want all of that i just wanna track my period and not see vibrators and dildos or ass on my screen thanks.

Date of experience: October 15, 2024



User is uncomfortable with how much sexual content is present in the app.

★☆☆☆☆

Apr 28, 2024

Do not recommend for women with PCOS

I would not recommend this for anyone who has any hormonal imbalance and struggles with infertility. This app will ask you multiple times a day if you are pregnant due to not having a regular cycle. It was a waste of my money.

Date of experience: April 28, 2024



User does not feel the app has catered to common female health conditions which effects menstruation cycles, being none inclusive to those who suffer from irregular menstrual cycles.

★☆☆☆☆

May 28, 2024

unfriendly to trans people

let trans people with uterus change their name in app. ive been using the app for years and want the consistent data but its actually very dehumanizing to be met with my deadname when im trying to handle menstrual health care. if this does not change soon i will be finding a separate app and also telling those around me to opt out of flo. be more inclusive.

Date of experience: May 27, 2024



The user interface of Flo is not inclusive of those who are part of the LGBTQ+ community.

(CareerFoundry, 2019)

User interviews

Participant 1

Expressed her frustration about the app notifying her that she was at her highest fertility to try for a baby. She used Flo primarily to gain a better understanding of when her period might start. The only notification she expected was a reminder to input her period dates.

Participant 2

Concerns were raised about Flo's lack of inclusivity for symptom trackers. This user noted that the app does not offer enough symptoms to choose from and lacks a search feature to manually input symptoms.

Participant 3

Pointed out the lack of shared data concerning an issue that affects her menstrual cycles. She suggested that it would be beneficial if Flo could analyse data from users with similar conditions to provide better insights and more personalised feedback and advice.

User interviews

Participant 4

Mentioned that there is no option to input medications that could disrupt the normal cycle. They recently had their IUD removed but were unable to update this on the app, continuing to receive cycle predictions that assume they still have an IUD inserted.

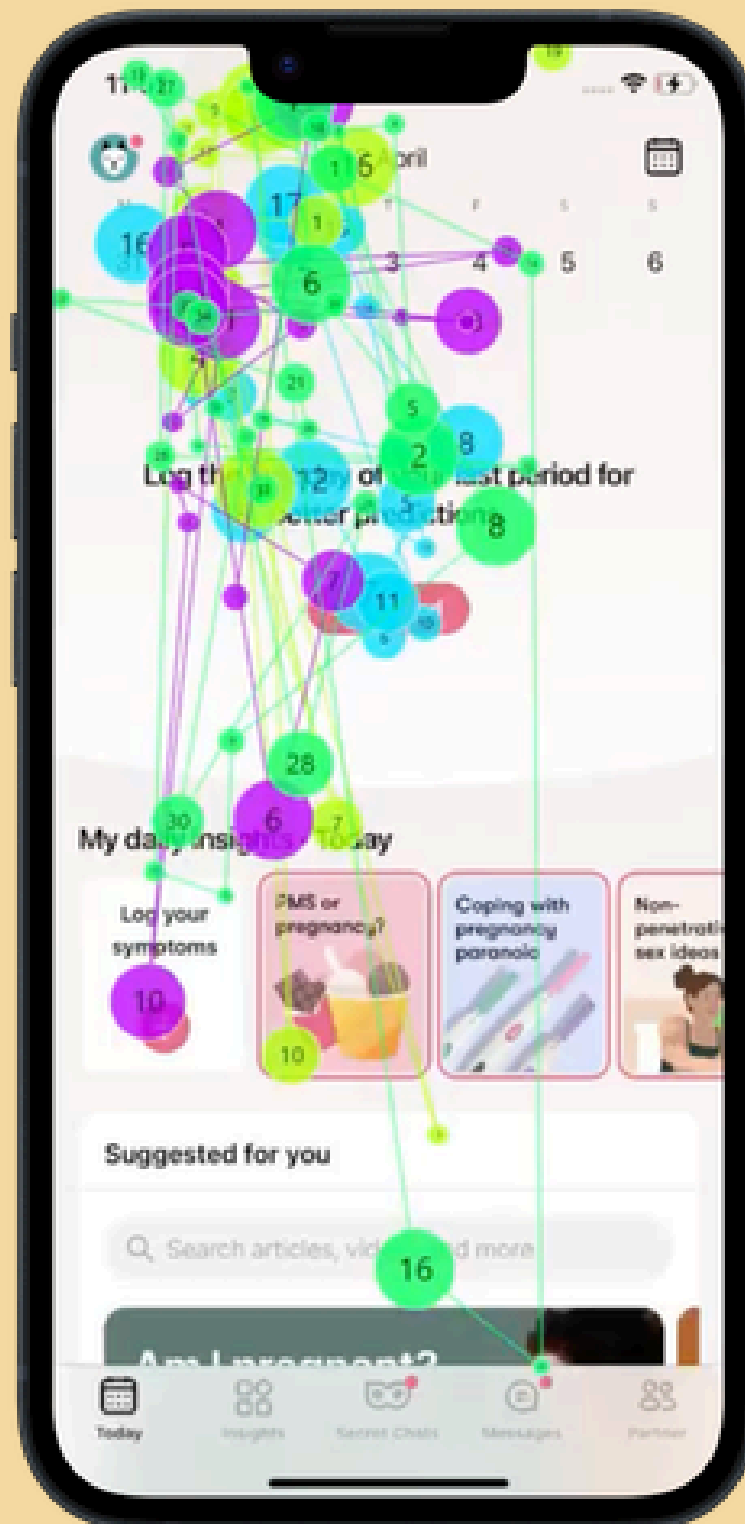
Participant 5

Discussed period trackers, especially Flo, lacking an option to indicate the time you started your period. If you begin close to midnight, it is still counted as a full day currently.

Participant 6

Suffers from ADHD and often forgets to input their period dates. The participant expressed how crucial it was for them to receive prompts; otherwise, the app becomes redundant.

Eye tracking results - gaze plots



All participants had difficulty locating the period calendar when asked to input dates. 4 out of 5 were confused by the calendar displayed at the top and initially focused on this area while trying to enter their dates.

Eye-tracking results showed that users scanned the calendar erratically before finding the action button that directs them to the full period calendar.

3 out of 5 users scanned the entire page from top to bottom before they figured out where to input their dates.

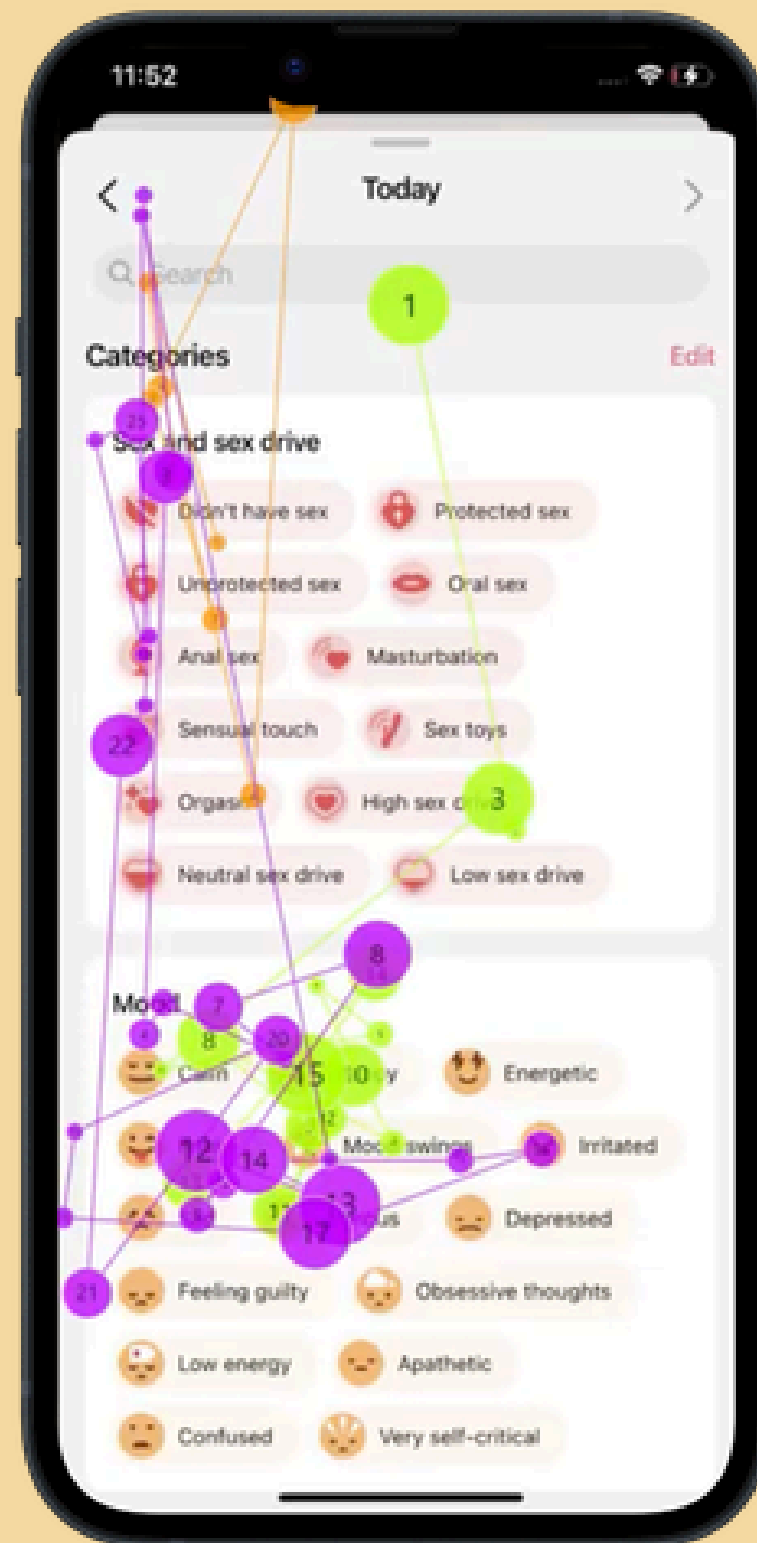
Eye tracking results - gaze plots



All participants had difficulty locating the period calendar when asked to input dates. 4 out of 5 were initially confused by the calendar displayed at the top, which diverted their focus. Additionally, all participants struggled to enter the period dates smoothly before saving.

This suggests that the calendar is not intuitive and presents several interface and interaction challenges. After entering the period dates, 4 out of 5 participants scanned the middle of the page in a disorganised manner to find the 'Save' call to action (CTA). This indicates that the 'Save' CTA is not clear enough for the majority of users.

Eye tracking results - gaze plots



3 out of 5 participants found the categorisation of "sex and sex drive" uncomfortable, with one user returning to the previous page due to confusion regarding their location in the journey.

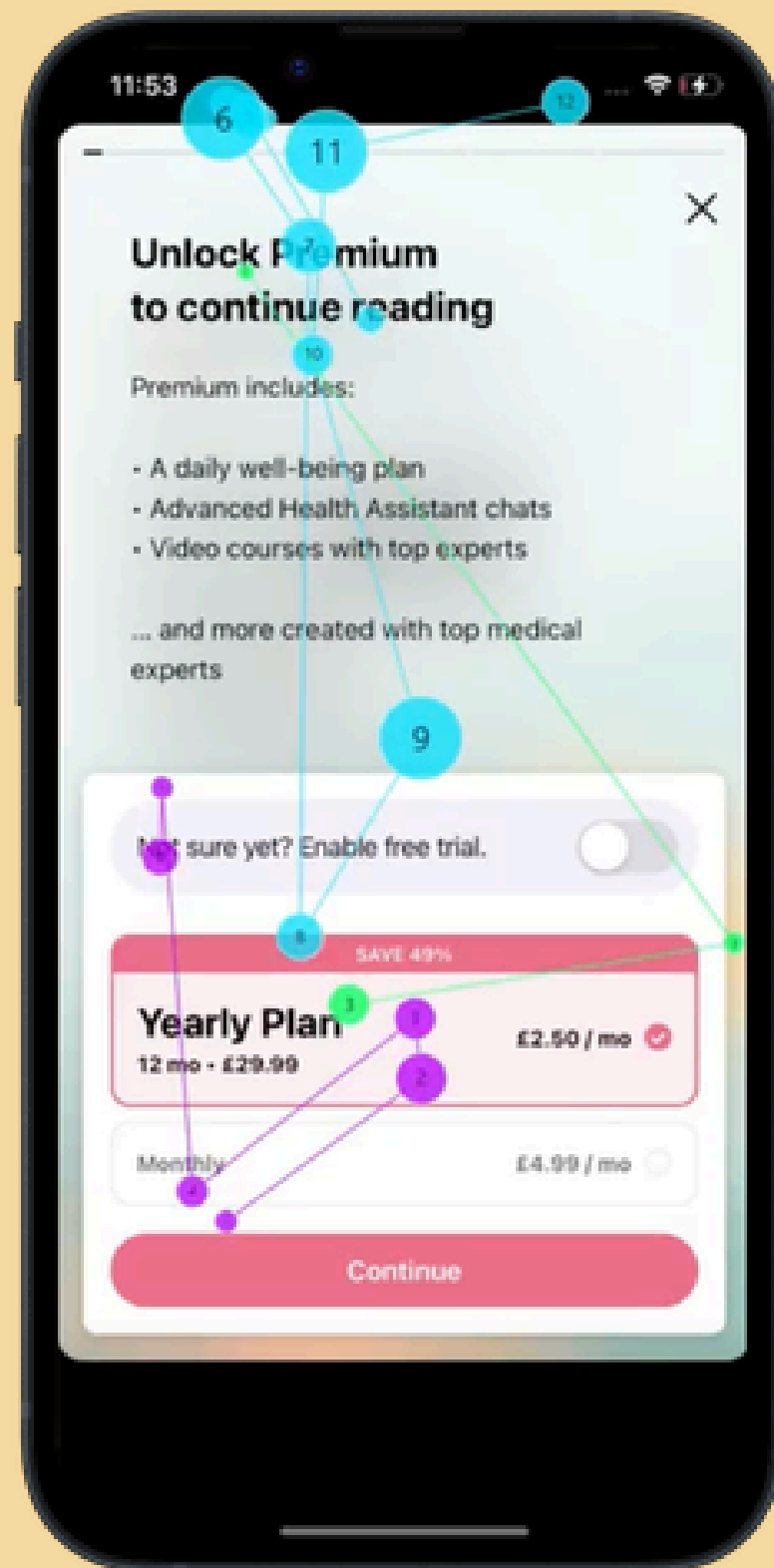
All 5 users felt overwhelmed by the content on this page and expressed frustration about the information overload.

The "sex and sex drive" category is the first one presented when users enter the symptom input screen. The confusion surrounding this category has contributed to a higher drop-off rate, suggesting that its removal should be considered.

It is important to note that this categorisation is not inclusive of all users.

This situation exposes users to choice overload, which leads to feelings of overwhelm when they are presented with too many options.

Eye tracking results - gaze plots



All 5 participants encountered a repetitive advertisement urging them to upgrade to a premium subscription of the Flo app.

This advertisement disrupted the time it took for participants to complete tasks and negatively affected their cognitive abilities, as they had to continually adjust to a new screen.

Additionally, the ad employs a dark pattern by prominently featuring 'pink buttons' as calls to action (CTA). This design likely encourages users to interact with the advertisement in an attempt to close or escape the screen, thereby manipulating users through misdirection in their journey.

Eye tracking times

It took users an average of **16 seconds** to input their period dates, indicating that many lacked the knowledge of how to progress to the next steps.

There was a high fixation count on the symptom inputter, showing us that users felt overwhelmed by the choice displayed.

Summary

- The calendar is not intuitive and has a very small input
- The interface colour lacks inclusivity
- Some of the categories don't meet user expectations of what data to provide
- The list of symptoms to choose from only reflect conventional menstrual cycles
- The frequent use of ads and pop ups creates a frustrating user experience

Flo

re-design

The MoSCoW Method

Must have

- Clear actionable buttons which bring familiarity and improve usability
- A symptom search bar which allows the user to search for a symptom not included on the list
- A new section which allows the user to input any gynaecological issues or contraception which will help towards predicting none conventional cycles
- Accessibility requirements

Should have

- A more inclusive interface should be present. This can be featured by changing the original interface from pink to a colour considered gender neutral
- A more user friendly way of advertising to a paid subscription of Flo plus

Could have

- A separate area of the app could allow users to input their exercise regime, promoting healthier menstrual cycles for those who do not suffer from gynaecological issues
- Articles which educate about menstruation and the reproductive anatomy

Won't have

- Relentless pop up advertisements through out the journey
- The opportunity to track pregnancy and ovulation as these are separate functionalities
- No content related to sexual activity or exercise as these are not symptoms

Accessibility and inclusivity

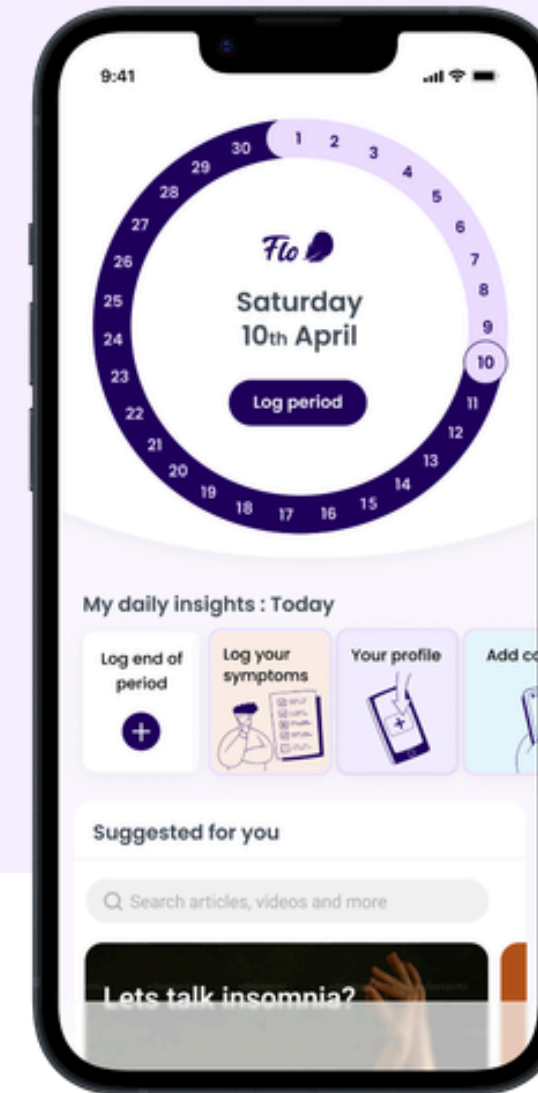
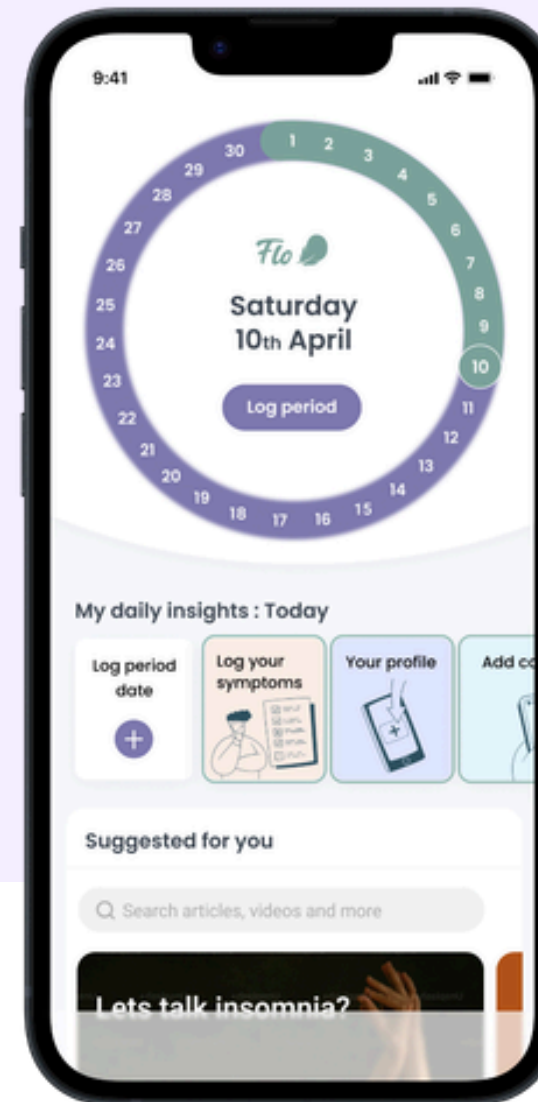
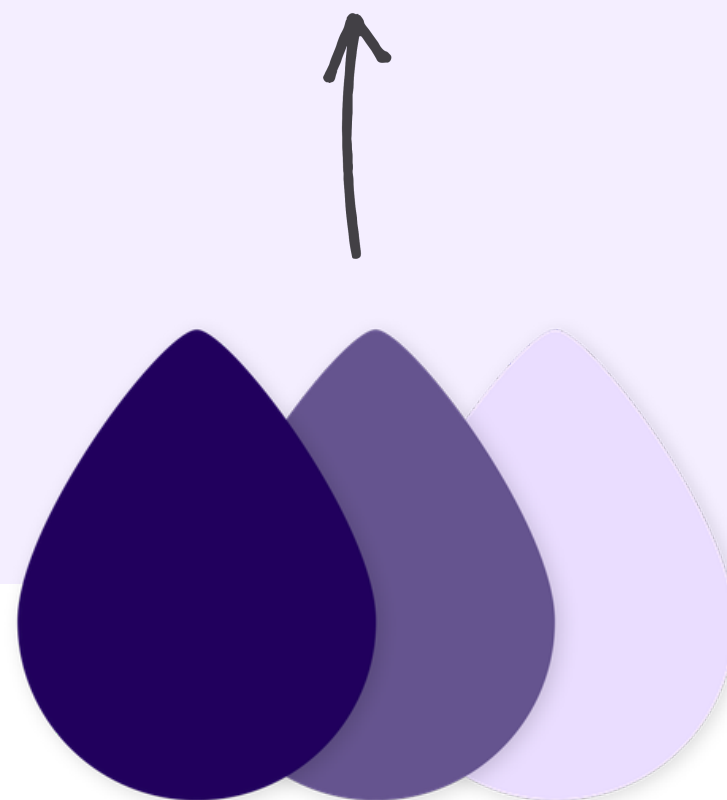
The second iteration of the design was intentionally darkened to satisfy accessibility standards. The choice of purple is significant, as it symbolises gender neutrality and is represented within the LGBTQ+ flag. This decision aims to promote inclusivity among community members who utilise the Flo platform.

WCAG AA: **Pass**
WCAG AAA: **Pass**

The five boxing wizards jump quickly.

WCAG AA: **Pass**
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The five boxing wizards jump quickly.



Final visual concepts



Final design



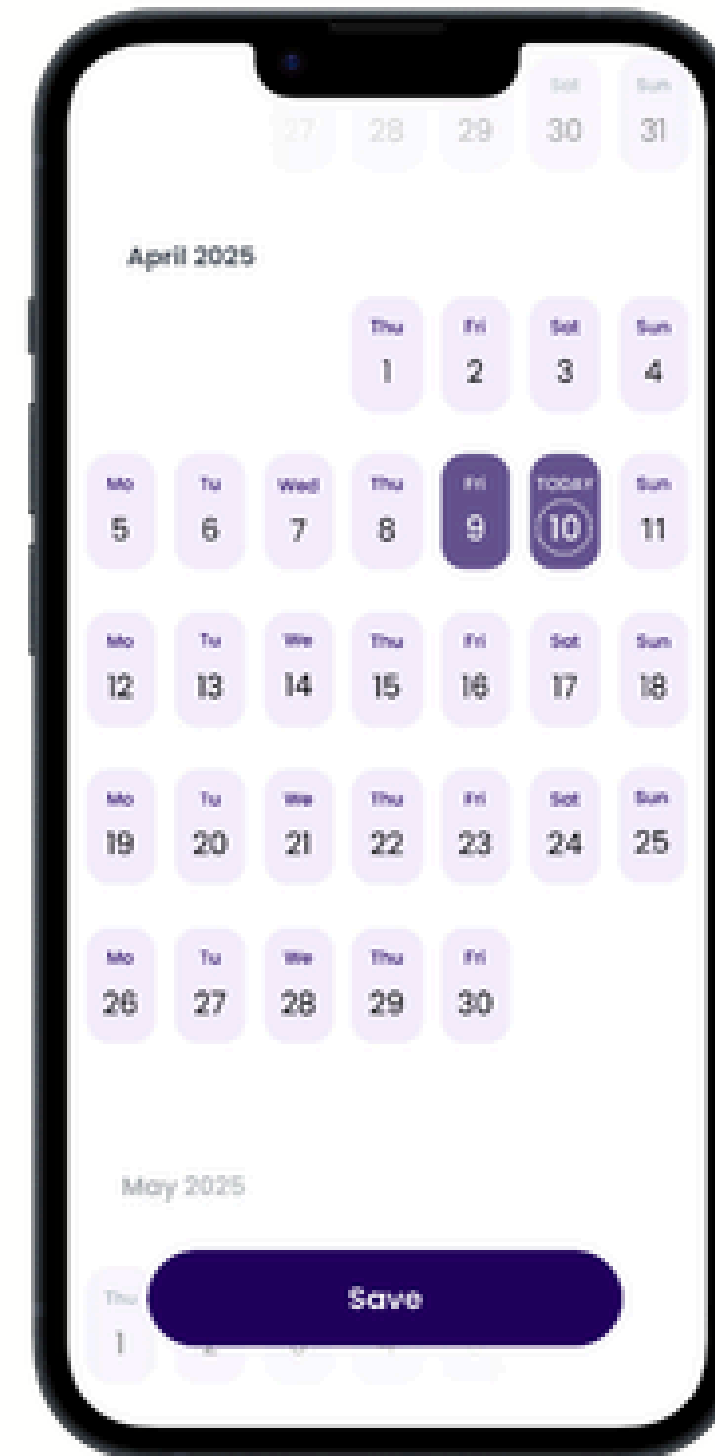
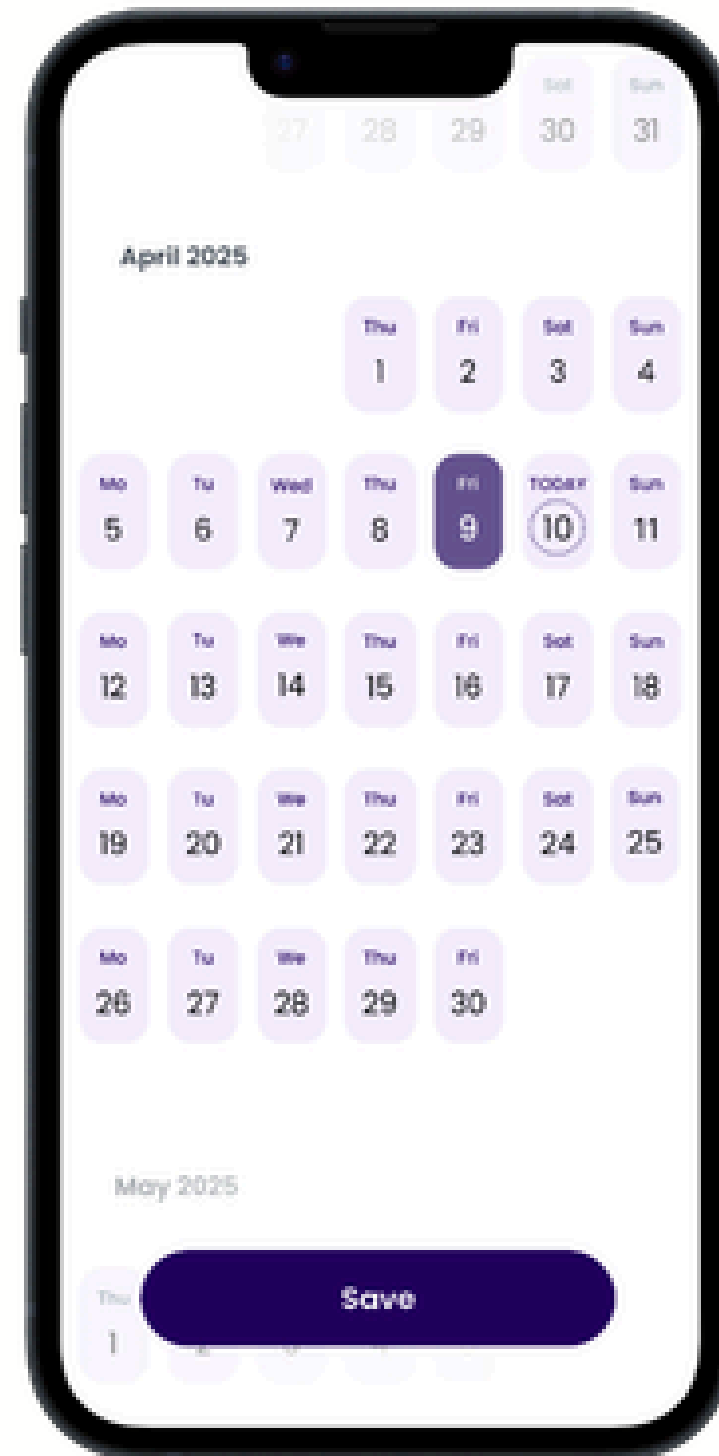
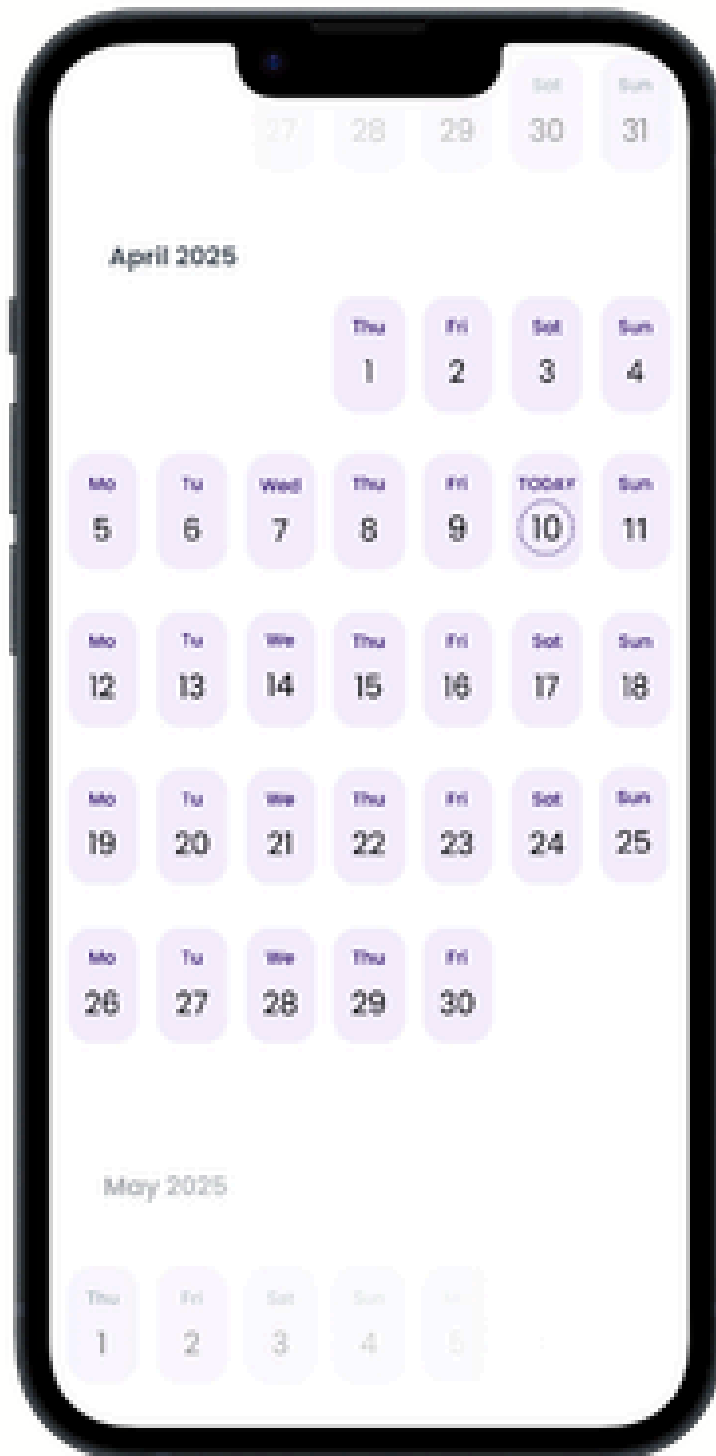
Home

By moving the calendar into a wheel we can help navigate the user to the actionable step of 'logging period'. Initially users were confused by the calendar display at the top of the screen.

Additional steps are made clear to the users, such as logging symptoms and updating their profile according to their needs.

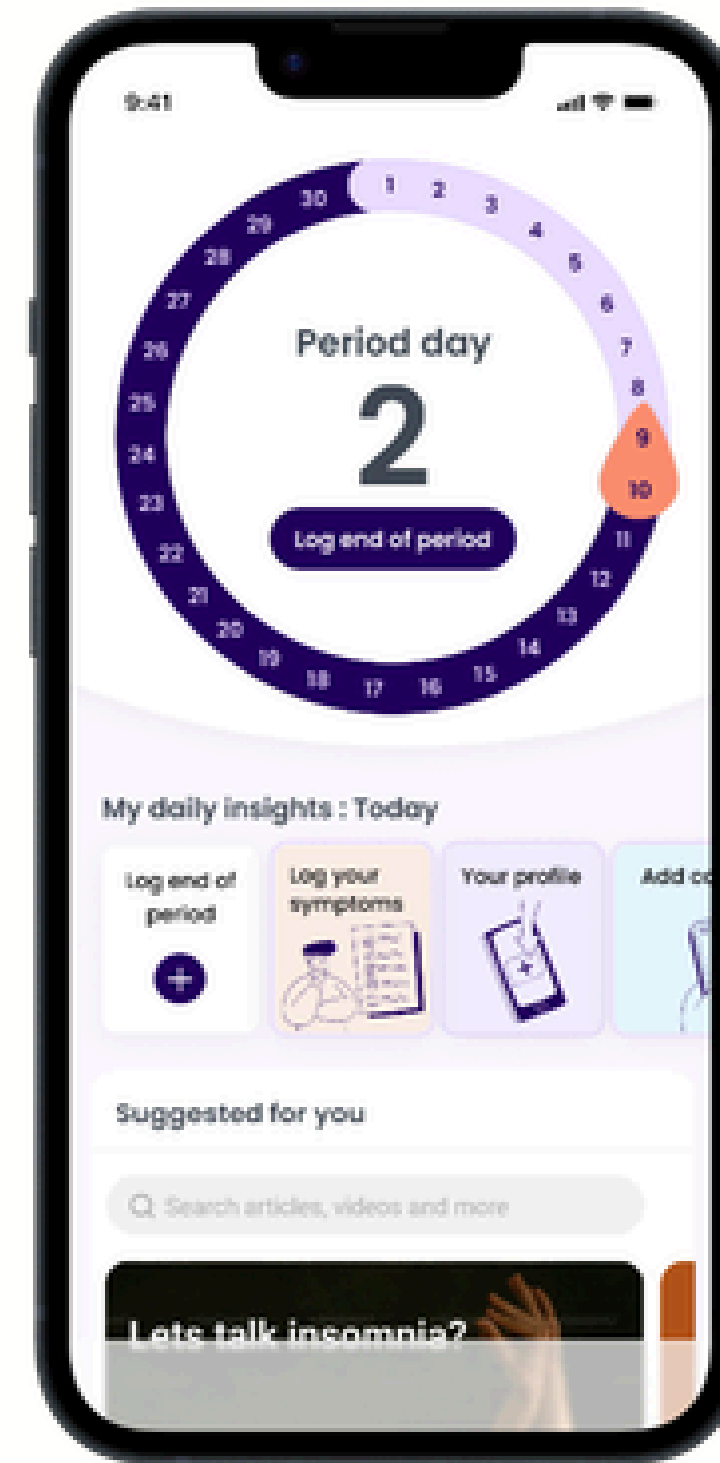
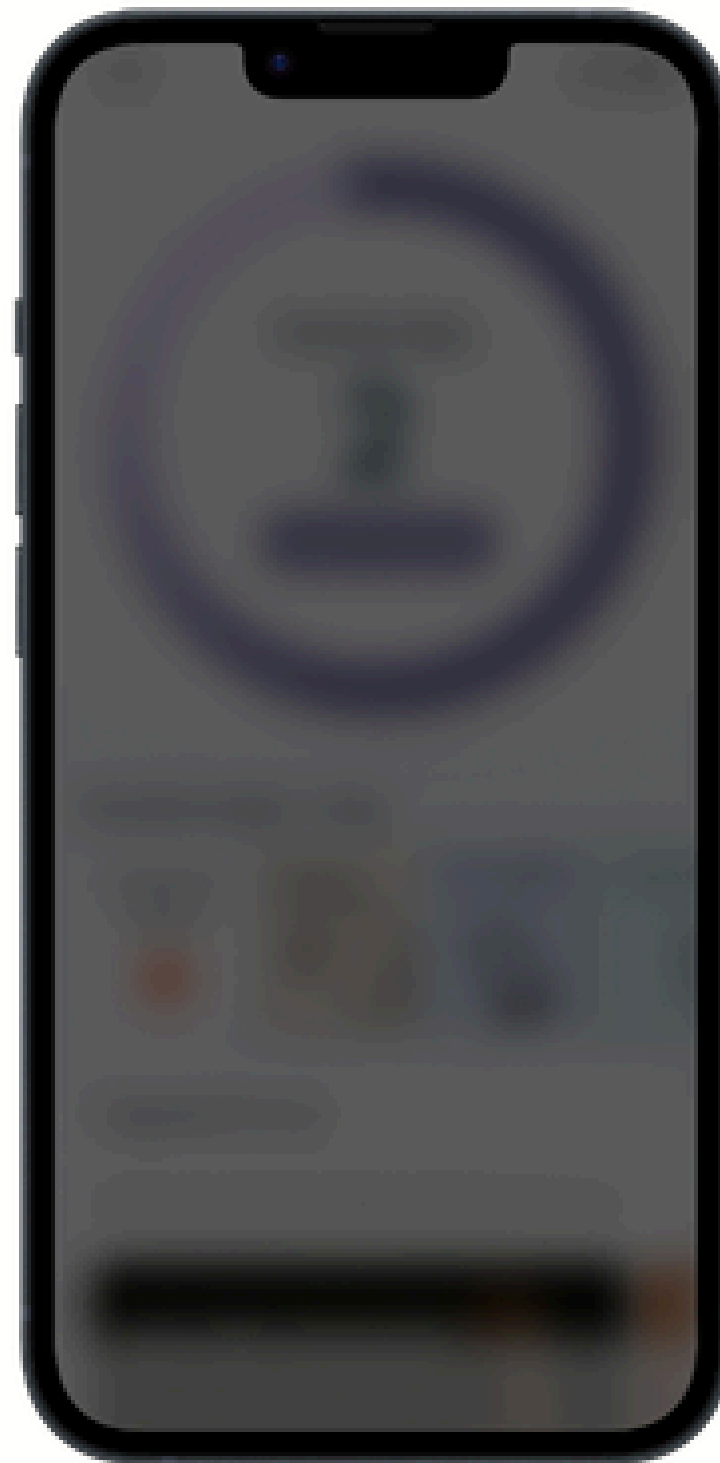
We have evidence that users erratically scanned this page with frustration, but by highlighting the actionable steps more we can reduce confusion and speed up the journey.

Final design - period date calendar



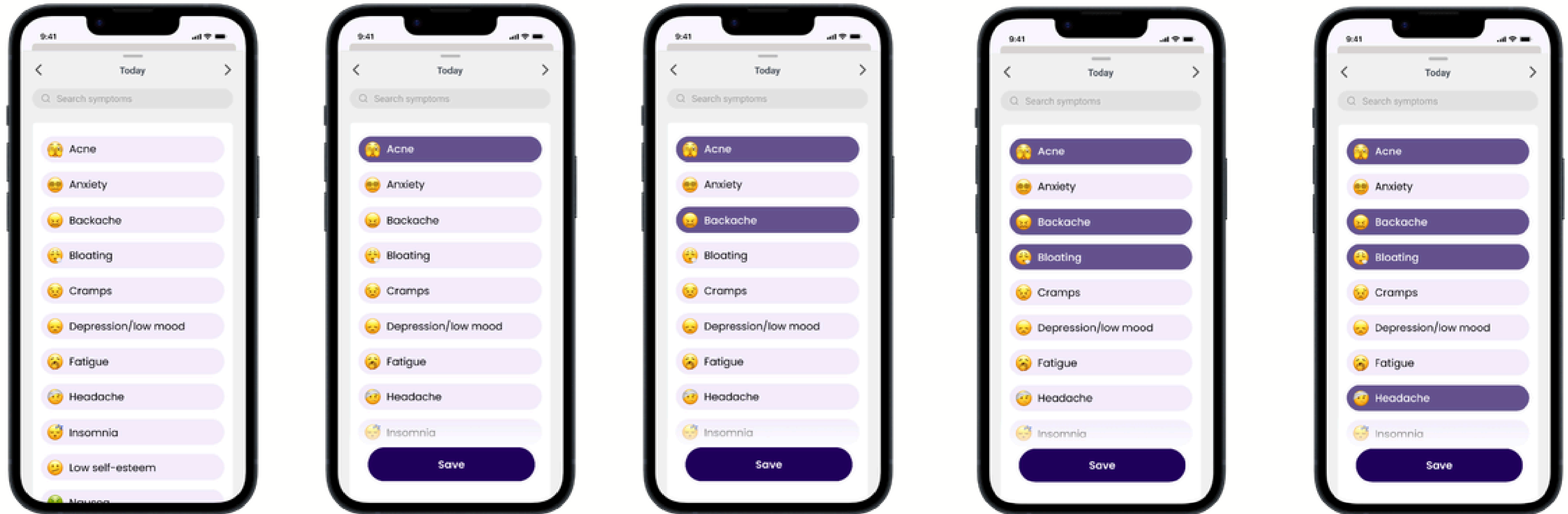
The original calendar interface required dragging motions, which made users question the next steps. The redesigned calendar features larger dimensions, giving date selectors a button-like appearance. This design choice aligns with users' mental models, as button shapes are commonly associated with actions like 'pressing' or 'tapping,' thereby enhancing usability. Additionally, a 'save' call to action (CTA) appears once a date is selected, prompting users to save their choices before continuing navigation within the app, improving the previous CTA which many users missed.

Final design - loading screen



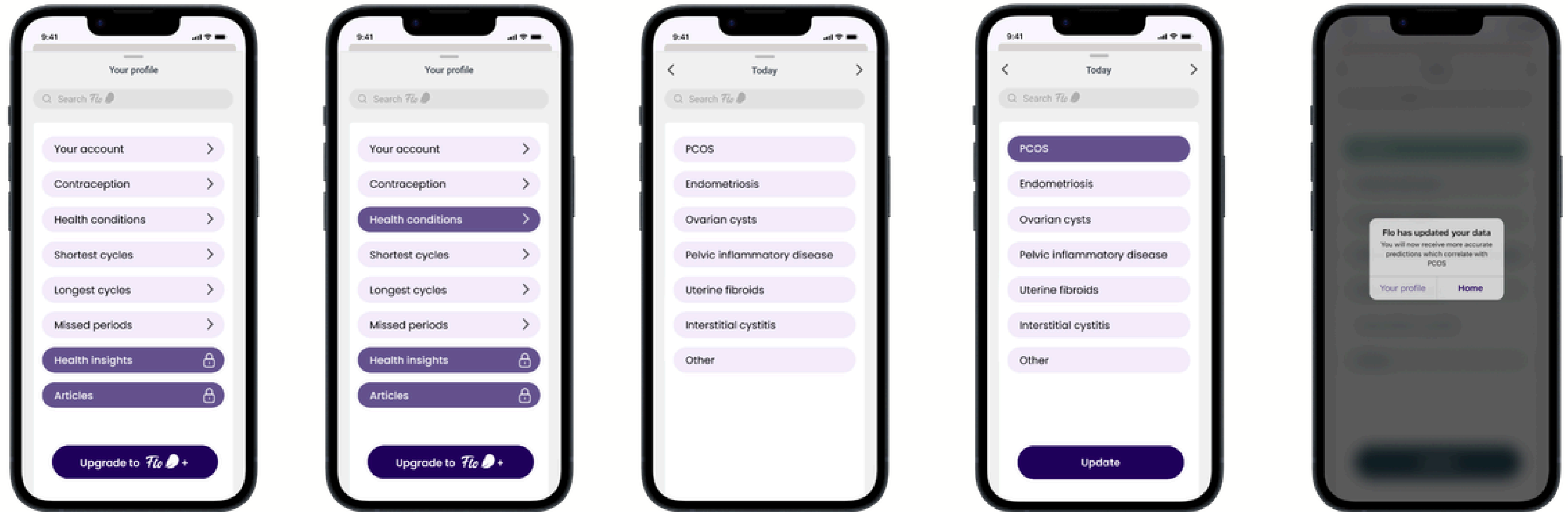
A visually engaging and brand-aligned animation has been developed to enhance user reassurance regarding the successful saving and storage of their data. Upon the completion of this animation, the user will be redirected to the homepage, which prominently displays the entered period dates. This section is characterised by an orange visual element, strategically chosen to create a contrast in colour that facilitates instant recognition of the displayed data. Additionally, the call to action (CTA) button has been modified to read 'Log End of Period,' serving as a reminder.

Final design - symptom selector



The user experience revealed considerable overwhelm due to choice overload and cognitive strain. The redesign addresses these issues by applying Hick's Law to create a progressive decision-making framework. The removal of original categories stemmed from user feedback indicating they were irrelevant or discomforting. Additionally, the new search navigation feature allows users to input uncommon menstrual symptoms, promoting inclusivity. The consistent display of call-to-action (CTA) buttons enhances the user's mental model, facilitating intuitive understanding of actionable steps.

Final design - your profile



The original app has faced criticism for not adequately addressing common health conditions related to menstruation and failing to incorporate contraception, which affects users with non-conventional menstrual cycles. The introduction of a dialogue box after data submission serves to reassure users that their information has been updated, thereby facilitating more accurate predictions. Additionally, the app's previous reliance on advertisements and pop-ups caused user frustration. By replacing these disruptive elements with locked categories and a clear call to action (CTA) for upgrades, the design strategy has shifted towards a more user-friendly experience. This change alleviates previous frustrations associated with dark patterns and demonstrates responsiveness to user feedback.

Measuring success with A/B testing

Implementing an A/B test would determine the success and effectiveness of the Flo re-design. To help conduct this method Group A would use the current Flo app, while Group B will interact with the re-design of the Flo app.

By comparing these two tasks against each other we can uncover key usability metrics, such as task completion rate, time on task, and click-through rates between the two groups.

If Group B performs significantly better, this would validate the proposed design improvements. Justifying all the steps re-designed in the new Flo journey.

A/B testing provides data-driven validation by collecting research through real behaviour. It also minimises the risk of testing changes against smaller groups before publishing the app to go live and lastly it improve business value by focusing on user engagement and satisfaction.

Whilst A/B testing is great for validating specific hypotheses, it can not be used to explore broader UX questions around user emotions and needs, which is why A/B testing should be complemented qualitative research.

Thankyou



Amelia Molnar

Product Design Apprentice at EE & User
Experience Design Undergraduate at MMU



Thank you for taking a look at my project on improving the app, Flo. This presentation has been condensed from 76 slides, if you would like to know more about this project or others that I might be currently working on, then please get in touch with me on LinkedIn.