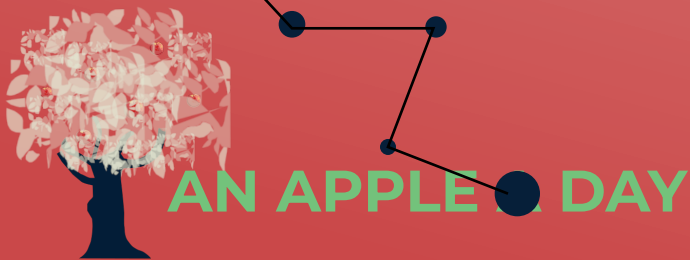


AN APPLE A DAY USER FLOWS

EVERYTHING IS CONNECTED. MAKE CONNECTIONS HERE





NAME: EMMET
AGE: 45
PRONOUNS: THEY/THEM
MARRIED
3 CHILDREN
PORTLAND, OR
2 JOBS
(ADMIN AND LIBRARIAN)

OBJECTIVE:

As a busy parent working two jobs I need an app that will help me track my symptoms quickly so that I can focus on other things.



ENTRY POINT:

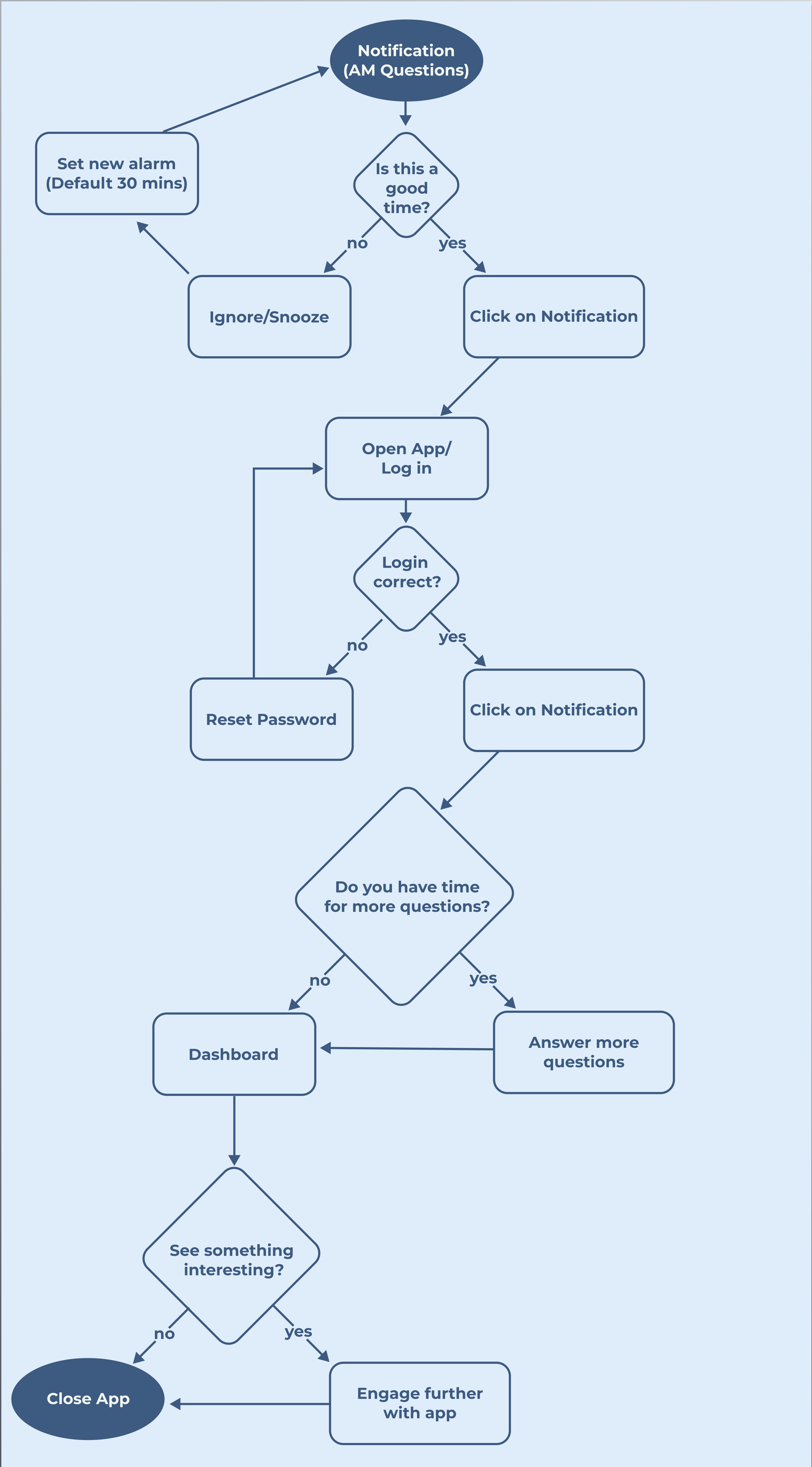
Click on notification to open the app

CRITERIA FOR SUCCESS

Answer all pre-set questions (bonus: interact with the app)

TASK ANALYSIS

- 1. See notification
- 2. Open App
- 3. Answer morning questions
- 4. Choose whether to answer more questions
- 5. Close the app and get back to work





NAME: QUINN
AGE: 36
SINGLE
NO CHILDREN
CLEVELAND, OH
WORKS FROM HOME
(SALES)

OBJECTIVE:

As a busy person with anxiety I need an app that I can customize so that I can minimize frustration and get the most out of the app - and my time.



ENTRY POINT:

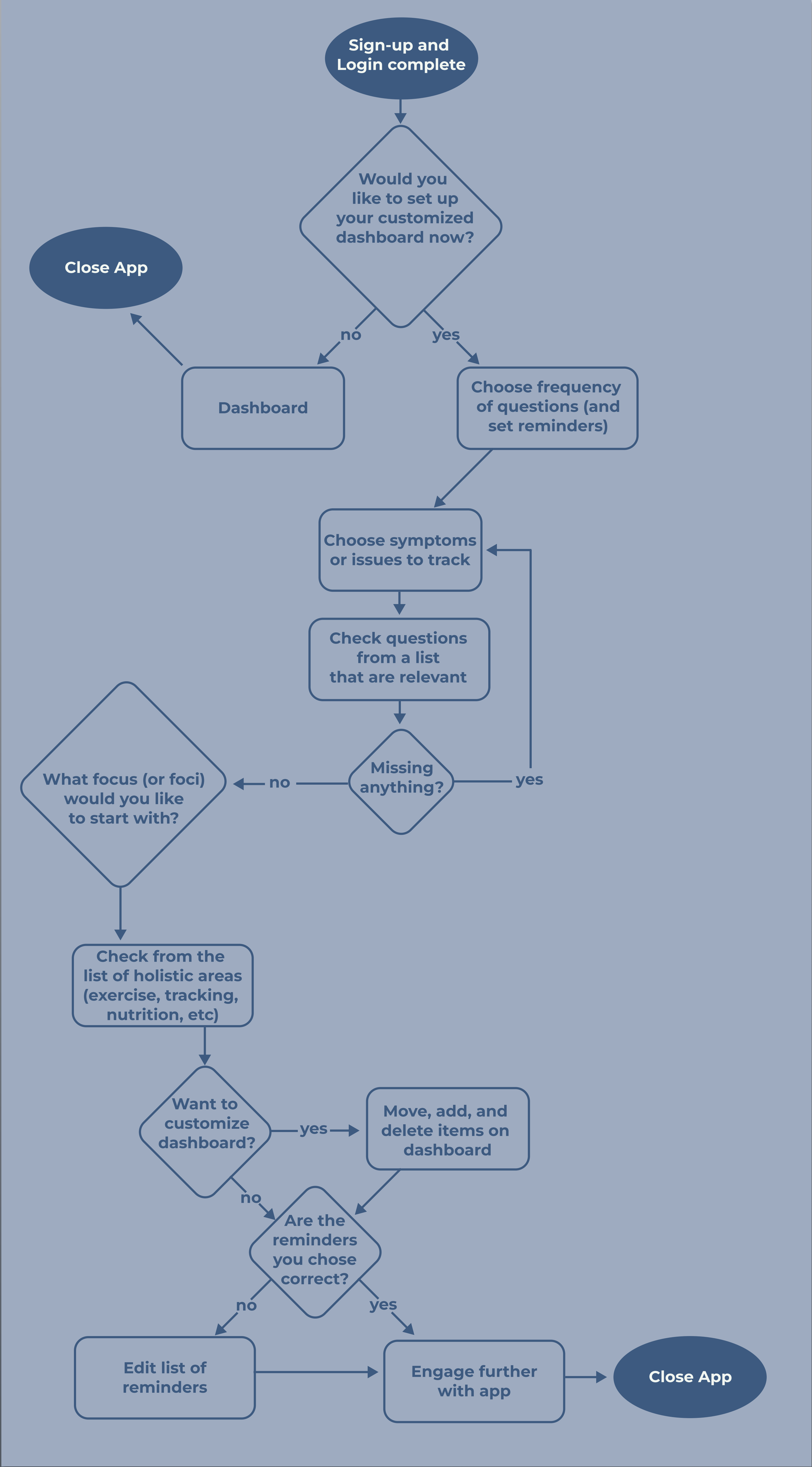
Sign up for app and begin onboarding process

CRITERIA FOR SUCCESS

Set number and type of questions for each day

TASK ANALYSIS

- 1. Sign up and create an account
- 2. Choose which issues and symptoms to track
- 3. Select questions to answer on a regular basis
- 4. Choose a starting focus (or multiple)
- 5. Set reminders
- 6. Close app





NAME: ANGEL
AGE: 44
SINGLE
2 CHILDREN
SPRINGFIELD, MA
MOBILE PHONE SALES

OBJECTIVE:

As a person without access to affordable healthy foods or free time I need an app that can teach me how to improve my health within those parameters.



ENTRY POINT:

Log in (after onboarding is complete) to search recipes

CRITERIA FOR SUCCESS

Recipe saved to box; rating for recipe

TASK ANALYSIS

- 1. Log in to app
- 2. Choose a focus (from the ones selected during onboarding)
- 3. Sort through recipes
- 4. Choose a recipe
- 5. Try and rate the recipe

