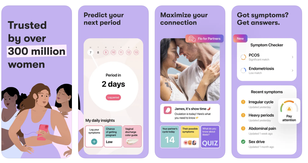


About Flo

Flo's a platform for cycle, ovulation and pregnancy tracking, educational content, and community. Content's co-created and reviewed by 100+ doctors and experts. In early 2023, I worked on symptoms logging, wearables, chances of getting pregnant, and the Symptom Checker.

300M+ downloads
55M+ monthly users
$1bn valuation

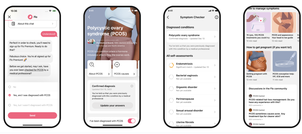
Symptom Checker

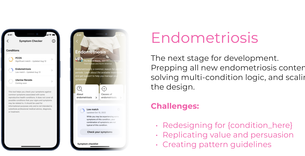
Matching user data against reproductive health conditions, users could access accurate, reassuring information faster than a professional diagnosis. This could help pivot Flo to being a health partner in the future, but for the time being there was the added risk that such a tool shouldn't be taken over qualified medical diagnosis.

Content goals
User-centric
Reassuring
Risk-free
Consistent
Scalable

Stakeholders

Lead designers. Full oversight, content, design
Designers. Two PDs, two CDs
UX research. Internal stakeholder
Editorial. In progress content reviews, final sign-off
Legal advisors. Co-creation, reviews, final sign-off
Medical advisors. Co-creation, reviews, final sign-off
Medical experts. External stakeholders
CMO. External stakeholder
VP Product. Internal stakeholder, formal reviews, sign-off
Product owners. 2 product teams, 1 engineering
Marketing. External stakeholder



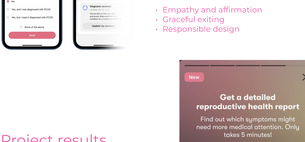


Entry-points

The inherited widget was text-heavy, setting the tone for the rest of the experience. We needed to scale this for different states and more conditions.

Challenges:

- Scalability for conditions
- Scalability for user journeys
- Bloat reduction and layout
- Improving CTR

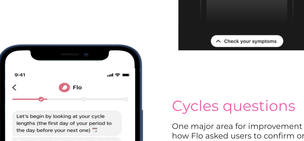


Endometriosis

The next stage for development. Prepping all new endometriosis content, solving multi-condition logic, and scaling the design.

Challenges:

- Redesigning for {condition_here}
- Replicating value and persuasion
- Creating pattern guidelines



Diagnosed journey

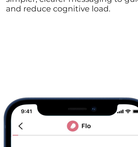
A crucial development for users who've already been diagnosed for the condition to signal it in the dialog and leave the product.

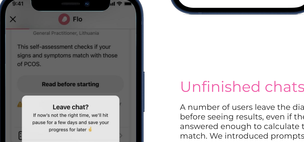
Challenges:

- Empathy and affirmation
- Graceful exiting
- Responsible design

Project results

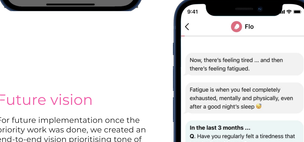
The MVP saw a good baseline for users starting the self-assessment. The widget and changes to the dialog improved the overall completion rate, but also showed where users dropped off. We put together a design-first working team to lead strategic improvements to the conversation flow, prioritising work for three product teams to deliver in H2.





Cycles questions

One major area for improvement was how Flo asked users to confirm or supply missing data about their cycle histories. Our solutions displayed as much complete data as possible, with simpler, clearer messaging to guide and reduce cognitive load.



Tough questions

Asking questions about weight and BMI made it clear our responsibility to using tone appropriately. A good amount of users dropped at this point, so we toned it down, reducing the instances of "BMI", explaining why we ask at the right time, and making it easier to skip.

Unfinished chats

A number of users leave the dialog before seeing results, even if they've answered enough to calculate their match. We introduced prompts on leaving to encourage getting to the critical point, how to pick up where they left off, reminders, and how long we'll keep their answers.

Future vision

For future implementation once the priority work was done, we created an end-to-end vision prioritising tone of voice, clarity of information, focusing attention on more crucial questions, sensitivity for significant match results, fast-tracking results, and paywalls.