Application Launch Flow

Application launch revolves around the (orange) launch screen.

When it appears, three things could be true:

* Case 1 – no user logged in OR unverified user logged in
* Case 2 – new user
* Case 3 – existing user logged in

These three cases and the resulting actions taken, are detailed in <https://gist.github.com/SamvitJ/66d92a4c1ce95242d3b6>