

# Dr. Row's 555 Demo Day!

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# What is Dr. Row's 555?

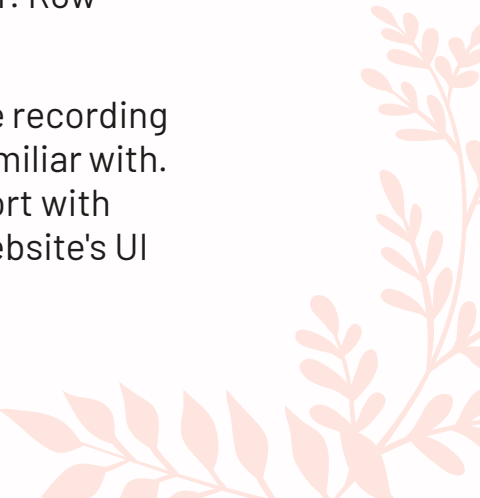
We are working with Dr. Row to refine a meditation app to solve the problem of Dr. Row's patients needing Dr. Row's meditation when out of the hospital or remote. We are also working to improve her patients accessibility/experience on the site, visibility of the site, and Dr. Row's proficiency with it.

This app adds value by allowing Dr. Row's patients to access her voice and meditation at any point even without her physical presence. It also adds value by making Dr. Row self-sufficient in updating and maintaining her site.

We do this differently through the incorporation of Dr. Row's own voice and voice recording of the 555 breathing technique with which the patients feel comforted by and familiar with.

As well as by prioritizing building up Dr. Row's technical foundation and comfort with technology. We also take a holistic approach through not only revamping her website's UI but also implementing analytics and SEO.

If you were in distress wouldn't you want help just a click away?



# Dr. Row's old 555 site



## Experience Dr. Row's 555 Breathing Technique

Hello there & welcome. My name is Dr. Rowena Pingul-Ravano!

Dr. Row's 555 is my meditation breathing technique. The 555 is a meditative technique that I created for myself and my patients. The 555 technique is my system, help you recenter, and restore a sense of balance.

Dr. Row's 555 is 5 steps, 5 seconds each, 5 times.

Breathe the 555

Learn the 555

About Dr. Row



Press Play to start

Repetition 1 / 5

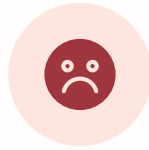


Breathe the 555 method.

# Our Solution



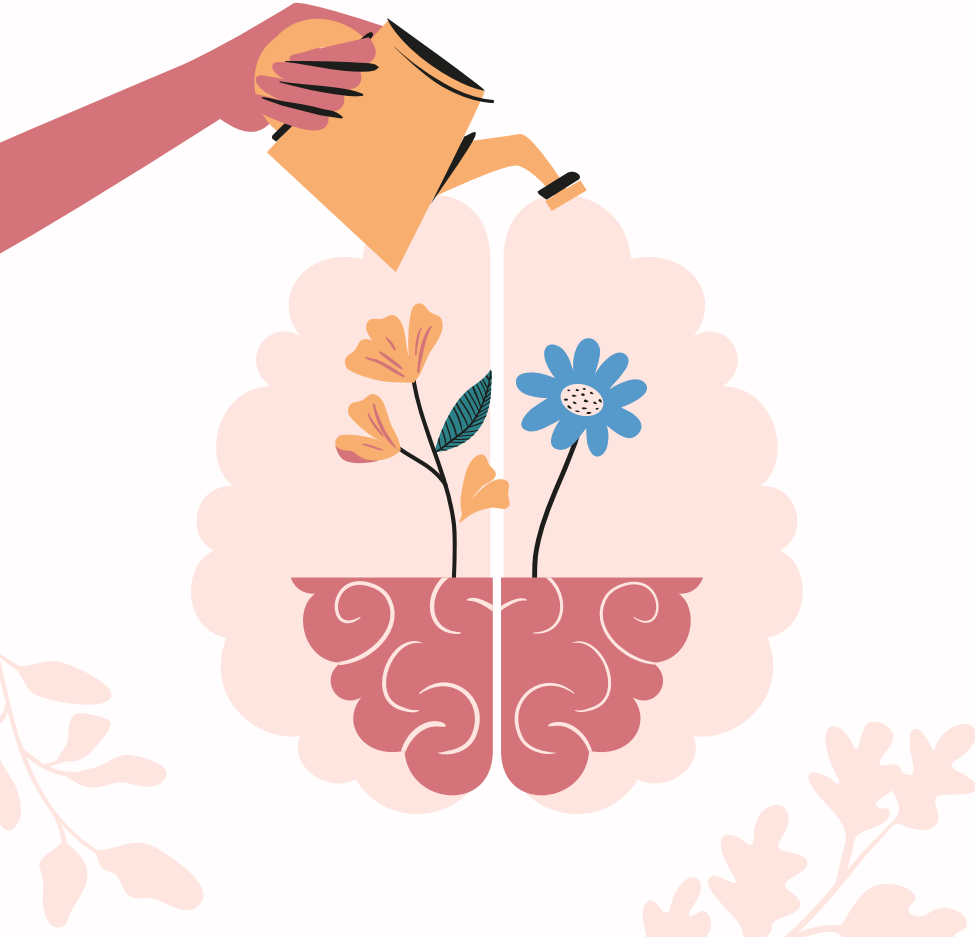
**User  
Accessibility**



**User Feedback  
& Analytics**



**Training  
Dr. Row**



# User Accessibility

- UI Changes
  - Continuous scrolling webpage
  - 555 Information Accordion
  - Written instructions
  - GLOW interest form
- Backend codebase cleanup from vanilla CSS to Tailwind
- Making it a mobile bookmark

Brave

Archivo

Edición

Visualización

Historial

Favoritos

Perfiles

Pestaña

Ventana

Ayuda

100%

WiFi

Bluetooth

Jue mar 20 2:09 p.m.

Dr. Row's 555

+

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📄

localhost:3000

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📶

🌈

🔄

✂

Actualizar

Canvas

SIO

schedules

OLI

213 ed

373

272

internships

major + minor


website

cool sites


heinz scholarships

07180 textbook

>>


 Dr. Row's 555


# Calm down, recenter, and restore balance




Press Play to start

Repetition 1 / 5







[Click here for written instructions](#)

## Take 5 with 555

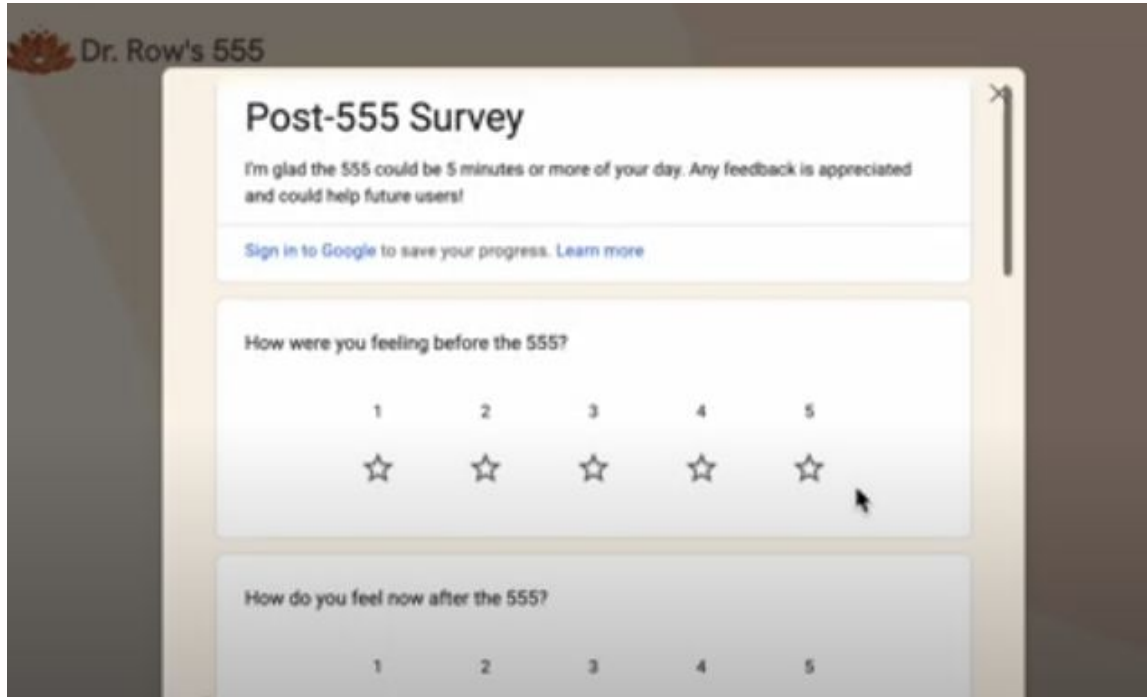


# User Feedback & Analytics

- Popup feedback form after you play the 555 widget
- Implementing Google Analytics
- Search Engine Optimization



# Feedback form



The image shows a screenshot of a web-based feedback form titled "Post-555 Survey". The form is displayed on a dark background with a light-colored overlay. At the top left of the overlay, there is a small red flower icon and the text "Dr. Row's 555". The survey title "Post-555 Survey" is in a large, bold font. Below the title, a message states: "I'm glad the 555 could be 5 minutes or more of your day. Any feedback is appreciated and could help future users!". A link "Sign in to Google to save your progress. Learn more" is provided. The first question is "How were you feeling before the 555?", followed by a 5-star rating scale. The second question is "How do you feel now after the 555?", followed by another 5-star rating scale. A mouse cursor is visible over the 5th star of the first rating scale.

Dr. Row's 555

## Post-555 Survey

I'm glad the 555 could be 5 minutes or more of your day. Any feedback is appreciated and could help future users!

[Sign in to Google](#) to save your progress. [Learn more](#)

How were you feeling before the 555?

1 2 3 4 5

☆ ☆ ☆ ☆ ☆

How do you feel now after the 555?

1 2 3 4 5



Reports snapshot



Realtime overview



Realtime pages



Business objectives



Understand web and/or app t...

View user engagement & rete...



User

User attributes

Tech



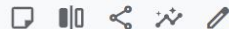
Library

All Users

Add comparison +

Last 28 days Feb 20 - Mar 19, 2025

Reports snapshot



Active users ?

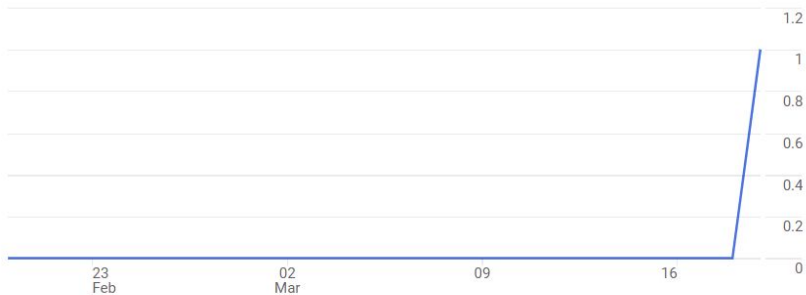
1

New users ?

1

Average engagement time per active us

13s



ACTIVE USERS IN LAST 30 MINUTES

0



ACTIVE USERS PER MINUTE

TOP COUNTRIES

ACTIVE USERS

No data available

View realtime →

Insights

Active users by Country





Reports snapshot



Realtime overview



Realtime pages



Business objectives ▴



▸ Understand web and/or app t...

▾ View user engagement &amp; rete...

Overview

Events

Pages and screens

User ▴

▸ User attributes

▸ Tech

Library



A All Users

Add comparison +

Last 28 days Feb 20 - Mar 19, 2025 ▾

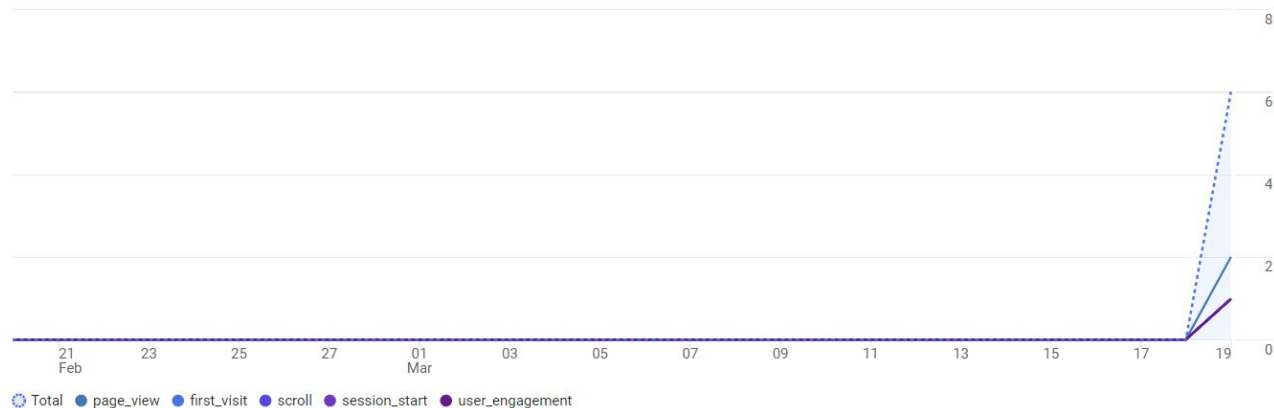
Events: Event name ✓ ▾

Add filter +



Event count by Event name over time

Day ▾



● Total ● page\_view ● first\_visit ● scroll ● session\_start ● user\_engagement

Plot rows

Search...

Rows per page: 10 ▾ 1-5 of 5



Event name



↓ Event count

Total users

Event count per active user

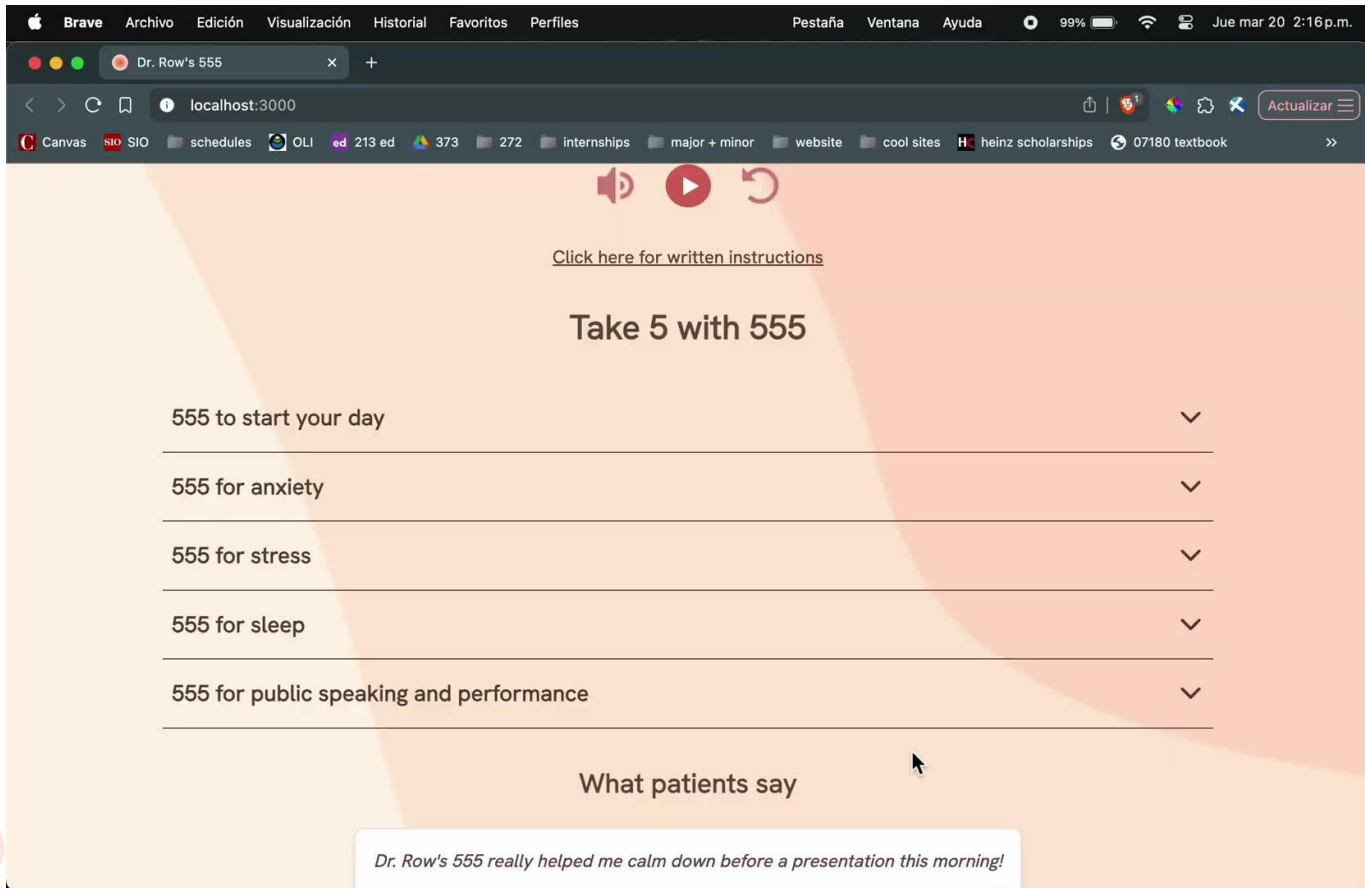
Total revenue



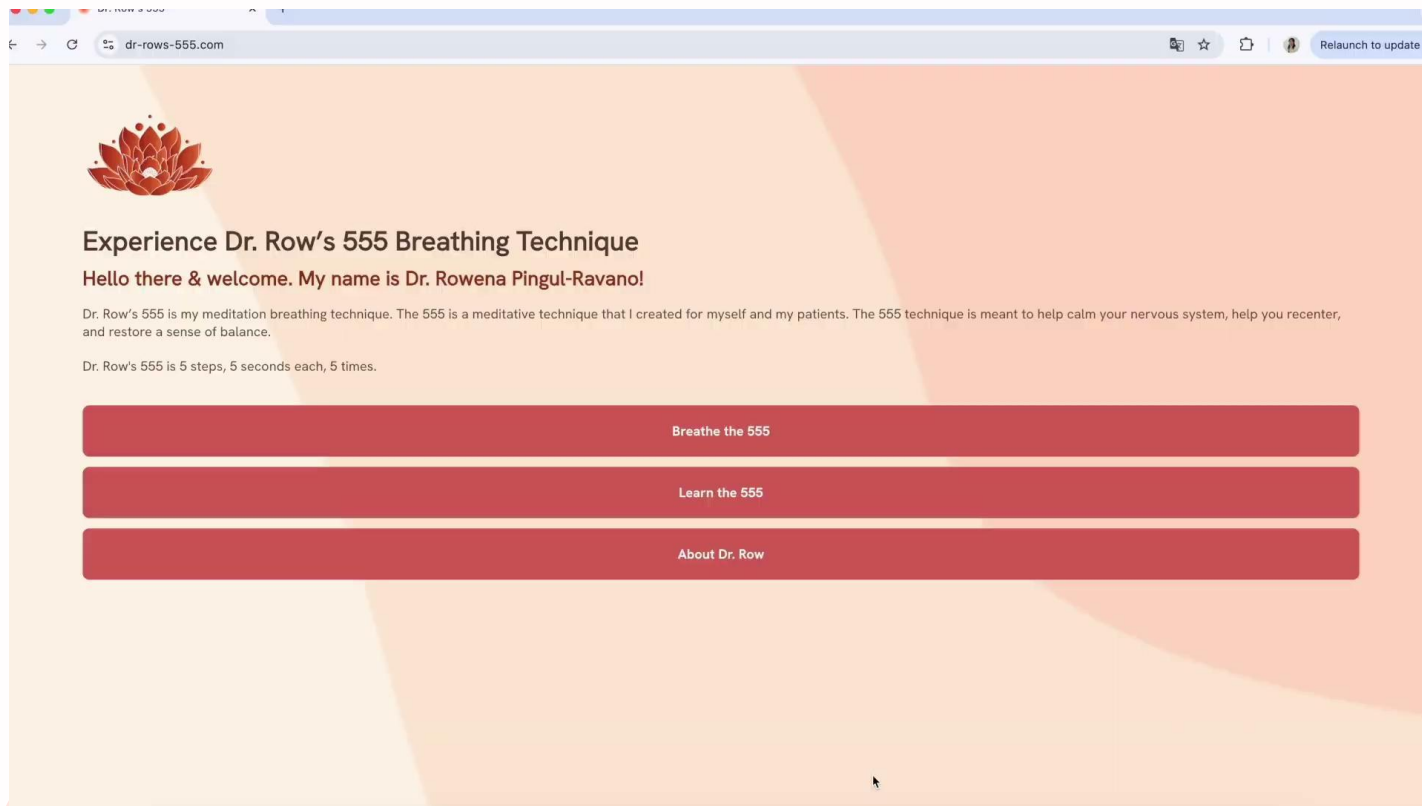
# Training Dr. Row

- Changing the codebase so Dr. Row can upload her own videos and wordsmith her site
- Making training videos
- In-person meetings to have Dr. Row personally update her own website

# Making it easy to edit for Dr. Row



# Training Video Example



# Timeline for rest of semester

- Final UI changes
- Search Engine Optimization
- Tutorial videos + live training
- Another site visit!

# Questions?

Thanks for listening!

