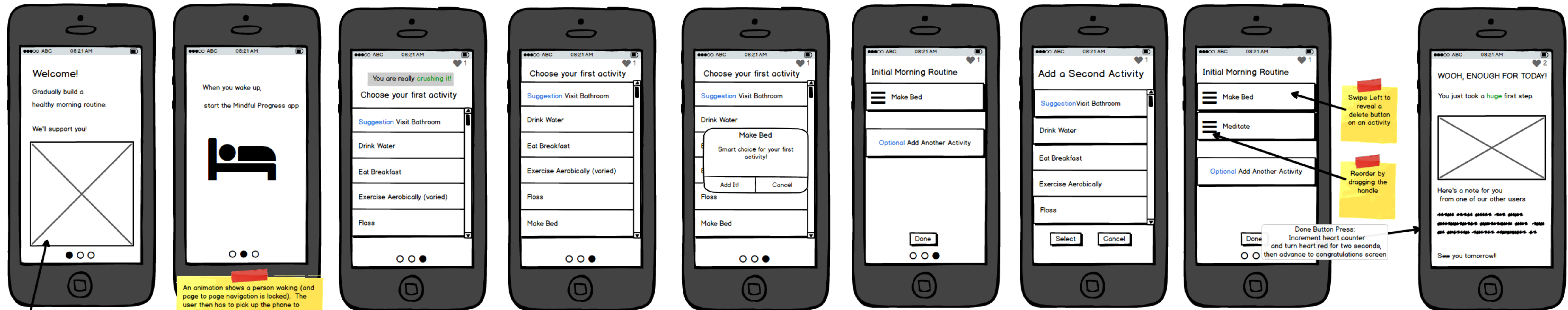


Onboarding Flow



FYI: this is an image placeholder

An animation shows a person waking (and page to page navigation is locked). The user then has to pick up the phone to signify launching mindful progress app. Then, a heart icon is revealed in the header also displaying a counter with the value 1 (the heart turns red for two seconds before returning to grey). Next, an arrow is revealed to indicate to swipe left to continue.

Need to do some user testing to confirm hypothesis that users will prefer selecting ritual before first morning (they can still adjust the routine afterwards). My suspicion is that their motivation levels will be higher on initial download not trying to make choices first thing in the morning.

Design issue: In this case, the breadcrumbs only allow you to know where you are in the process, not backtrack. I don't think it is too much of an issue, as the prior screens to the thirds step are light on content and to move from screen 2 requires user interaction with the animation.

At the addition of the xth item, (x may be 4, 5 or some other value as determined by experience of user success results), pop up a warning stating:

"We'd recommend that you don't add any more items to your routine, scientific research has identified that starting with a simpler routine, and building on it over time is far more likely to result in individuals building a sustainable habit."

An alternative could be to allow them to define additional activities, but show them as locked (with no warning), and as they successfully perform the partial routine, unlock additional activities