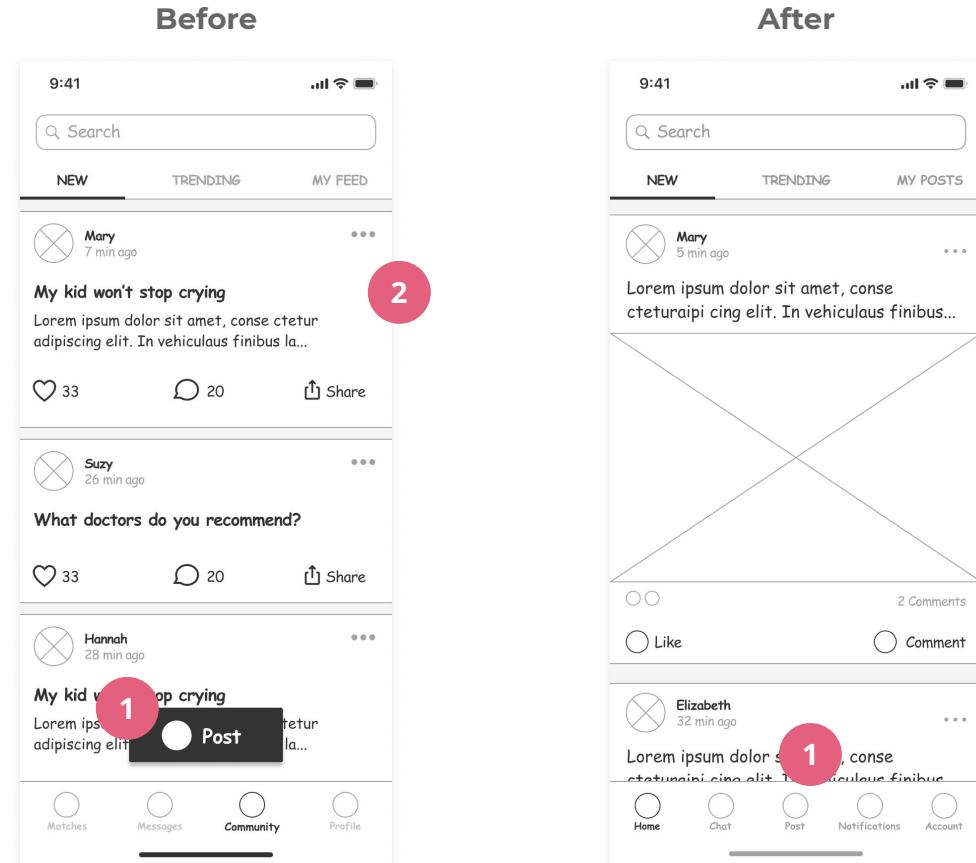


Changes made

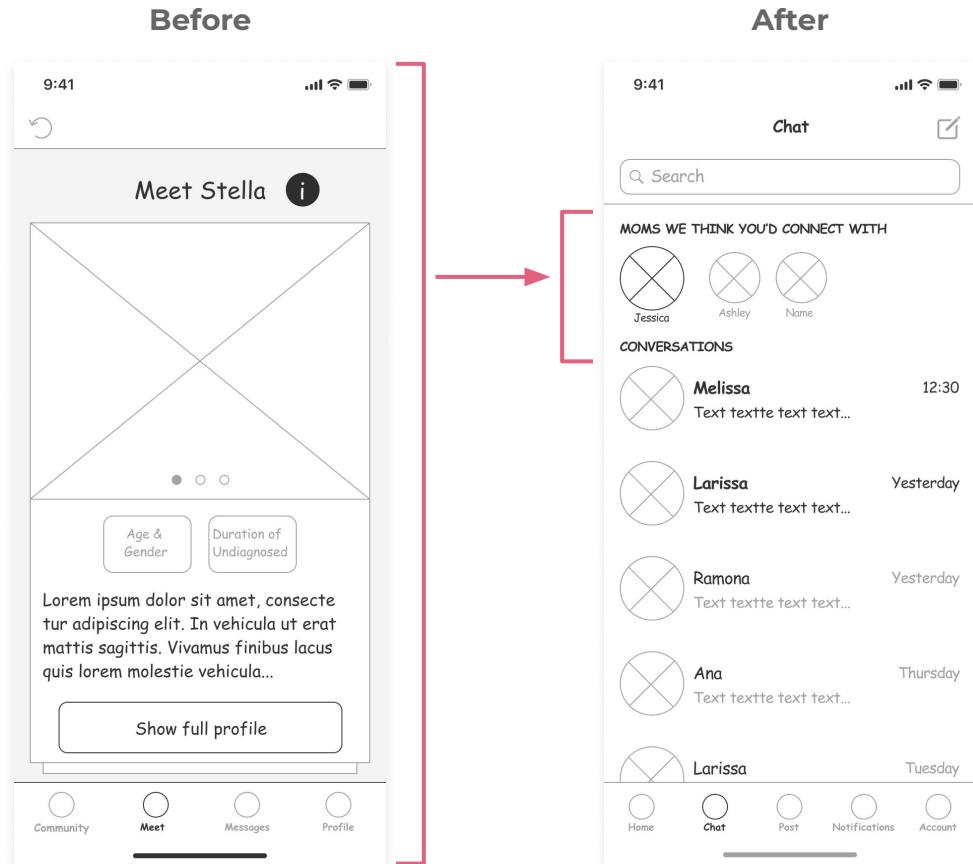
1. Moved [Post Button] to the Tab Menu:
By moving the [Post Button], we made reading posts the priority of this screen while still keeping the [Post Button] accessible for users who wanted to start a thread.
2. Deleted [Share] because it conflicts with our goal of having a safe space where mothers can talk about their life knowing it stays within the platform.



Our biggest change:

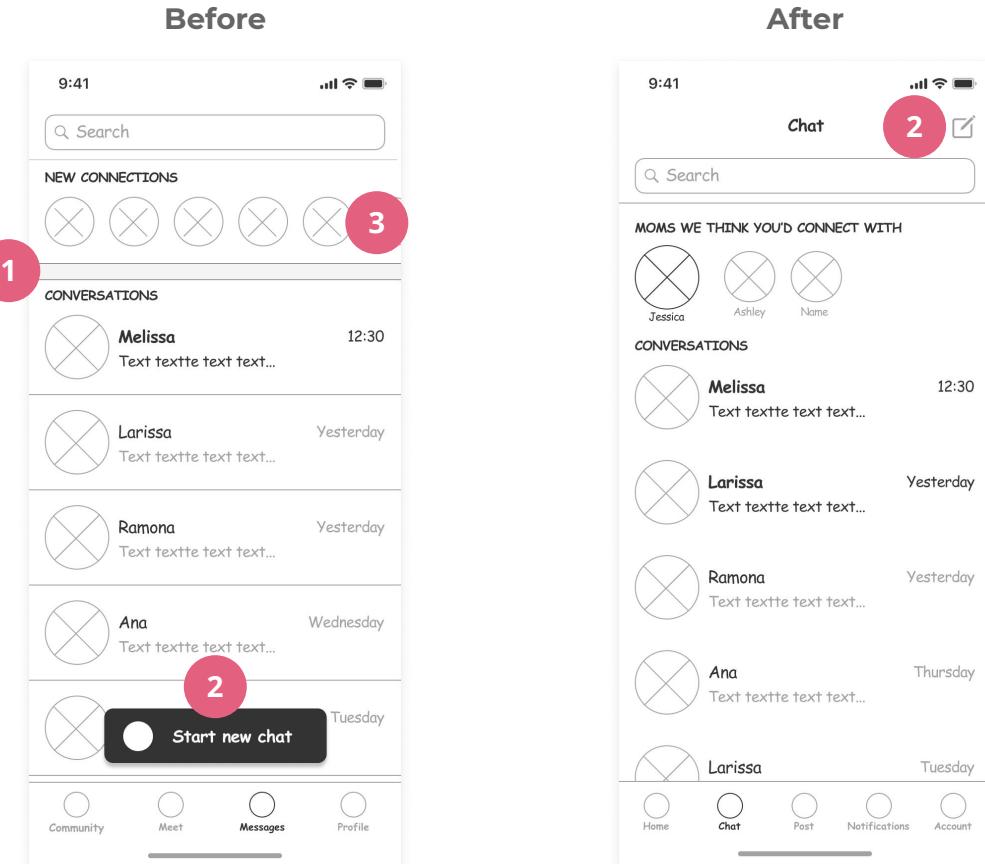
- The [Meet Tab] was condensed and moved into the [Chat Tab] to tie the emotion of familiar conversations with friendships already made, to friendships yet to come. Encouraging our users to seek new bonds help facilitate healthy steps towards alleviating stress and loneliness that comes through isolation

The 'Meet' feature was about quantity with our new matching system we strive for quality.



Changes made

1. The [Border] gave users the impression that the [Search bar] is only for searching through the [Newest connections]. Omitting the [Border] help alleviate the confusion.
2. The frequency of the user replying to existing conversations was higher than users seeking to start a new conversation. By moving the [Start new chat button] to the upper right corner, the user can start a new conversation only when it becomes relevant to them.
3. See [Meet] feature page



Changes made

- At first glance, the amount of information about "Stella" is much more extensive on the first screen than the second.

The idea behind this was to provide users with more opportunities to find similarities between one another through information such as [Age & Gender], [Duration of Undiagnosed], and an elaborate [Biography].

As a result, this encouraged users to prioritize [Age & Gender] & [Duration of Undiagnosed] before reading the [Biography], and are prompted to make a split decision to [Connect] or [Maybe Later].

Solution

By showing less information and limiting the [Biography], we were able to give the image more real estate, while encouraging users to learn more about "Jessica" below the fold.



What makes you, you?

I bet you can write ten whole novels just about one experience that defined who you are today. There is not enough space on this screen to capture who our users are so we took the pressure off.

- Reducing the character limit of the [Biography] to 100 helps take the pressure off, while queueing users to keep it simple.
- When users fill out their profile, they are greeted with rows of short highlights about their child and diagnostic journey. This greatly shortened the time it took for users to fill out their profile and got them up and running much quickly.
- Our hope was to give more incentive for users to reach out through [Send a Message] or [Let's Connect!] to learn more about one another.

The image displays two mobile application wireframes side-by-side. The left wireframe is for 'Stella' and the right is for 'Meet'. Both screens feature a large 'X' at the top center, indicating a placeholder or a draft state. The 'Stella' screen shows a user profile for 'Stella' with fields for 'Age & Gender' and 'Duration of Undiagnosed'. It includes a 'Send a message!' button and a 'Bio' section with placeholder text. The 'Meet' screen shows a user profile for 'Jessica' from Chicago, IL, US, with a 'Let's connect!' button and a bio section. Both screens include footer buttons for 'Maybe Later' and 'Connect'.

Stella

Age & Gender Duration of Undiagnosed

Send a message!

Bio

Hi everybody! I'm new to the community and looking forward to meet you guys and share experiences and advice!

About my undiagnosed child

Her undiagnosed group is Yet to be diagnosed

I have a Girl

She is 7 years old

The symptoms started with 0-5 years old

Her Undiagnosed Condition is Intellectual and physical symptoms

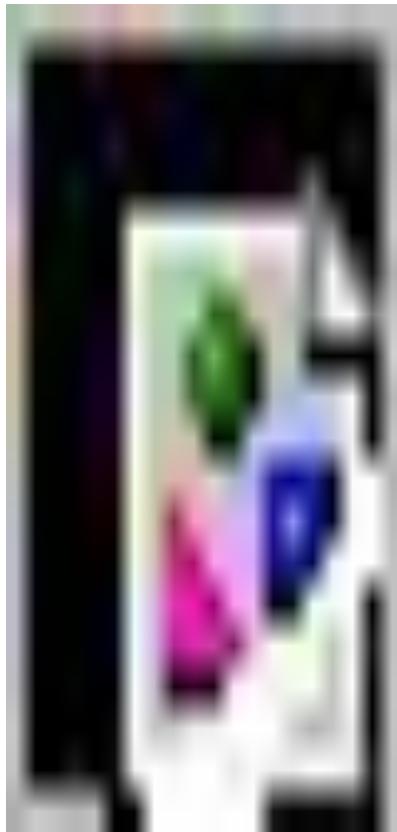
Little bit more about me

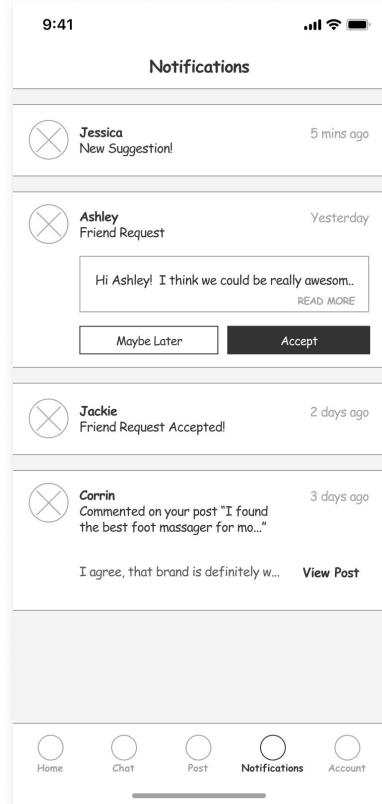
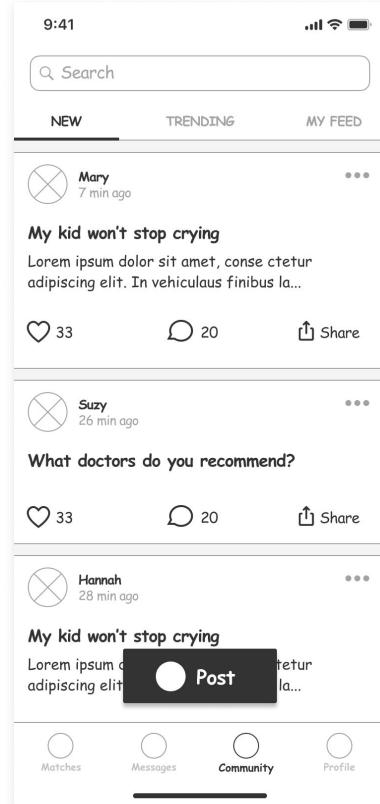
I'm a mom of Three

I'm a Stay-at-Home Mom

My Languages are English, Spanish

Block & Report





9:41

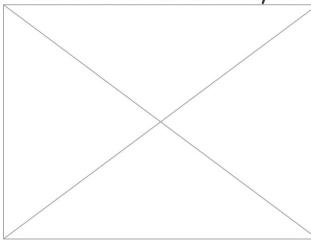


Striped Horses

A social network app for moms of children with undiagnosed and rare diseases.

9:41

Meet other moms like you



● ○ ○

Continue with Facebook

Continue with Instagram

Sign in with Apple

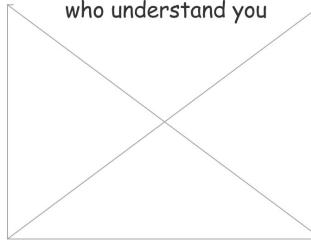
Social login helps us ensure that Striped Horses is a secure and safe place for moms of children with undiagnosed and rare diseases.

We promise not to post on your social 💓

[Terms and Conditions and Privacy Policy](#)

9:41

Share and connect with those who understand you



○ ● ○

Continue with Facebook

Continue with Instagram

Sign in with Apple

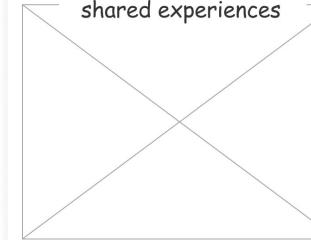
Social login helps us ensure that Striped Horses is a secure and safe place for moms of children with undiagnosed and rare diseases.

We promise not to post on your social 💓

[Terms and Conditions and Privacy Policy](#)

9:41

Form friendships over shared experiences



○ ○ ●

Continue with Facebook

Continue with Instagram

Sign in with Apple

Social login helps us ensure that Striped Horses is a secure and safe place for moms of children with undiagnosed and rare diseases.

We promise not to post on your social 💓

[Terms and Conditions and Privacy Policy](#)

9:41

Striped Horses is a community for moms of undiagnosed and rare disease children

Before you sign up, can you please confirm that you are a mom of an undiagnosed child?

Oops, I'm wrong here

Yes, I confirm

9:41

<

About you

Name
What's your name?

Next

9:41

<

Nice to meet you Ashley!

Name
Ashley

Next

9:41

<

About you

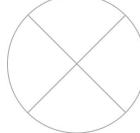
Introduction
Tell us about yourself!

Next

9:41

<

Profile Photo



Take Photo
Add From Library

9:41

<

Tell us about your child

Does your kid suffer from an undiagnosed or rare disease?

Rare disease
Undiagnosed

Next

9:41

<

Tell us about your child

Does your kid suffer from an undiagnosed or rare disease?

9:41

<

What gender is your child

9:41

<

What gender is your child

9:41

<

I have a girl

Name (This is optional)

Date of birth

9:41

<

Start of Symptoms

When did the symptoms first start?

9:41

<

Category of condition

In what category does the condition of your child belong to?

- Congenital and genetic disease
- Nervous system disease
- Digestive disease
- Blood disease
- Newborn screening
- Lung disease
- Male reproductive disease
- Eye disease
- Skin disease
- Metabolic disorders
- Heart disease
- Kidney and urinary disease
- Musculoskeletal disease
- Rare cancers
- Endocrine disease
- Unclassified by NIH

Next



9:41

<

Last Thing!

What are you looking for? (Please select all that apply)

- Ask Questions and give advice
- Meet new friends

Let's Go

- 01
- 02
- 03 Friend Request
- 04 Message

3

The image shows a mobile application interface. At the top, it says "9:41" and has signal, battery, and Wi-Fi icons. In the center, it says "Suggested". On the left is a close button "X", and on the right is a menu icon. Below this is a large triangular placeholder with a large "X" through it and five small circles at the bottom.

Jessica
CHICAGO, IL, US

Let's connect!

Hi everybody! I'm new to the community and looking forward to meet you guys and share experiences and advice!

About my undiagnosed child

Her undiagnosed group is Yet to be diagnosed

I have a Girl
She is 7 years old

The symptoms started with 0-5 years old

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