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INFO-110-003

Usability Review:
Flo Period & Ovulation Tracker App

Memorizing information could be hard for many people. Some people want to track the amount of calories they eat, track how many steps they've taken in a day, or other personal things that they seem to always forget. The app, Flo, does exactly that. Within the app, users are able to log information that is important to them, keep track of that info, and be able to access it at any given time. The app is specifically used for tracking period and ovulation cycles.

I originally used this app years ago. Although I didn't use the app everyday, I used it at least once a month. I also used it when I needed to refer back to certain dates. I deleted the app because I simply didn't use it anymore and forgot about it.

Since then I re-downloaded the app in December of 2018 and have been using this app for tracking reasons. Even though I had the app for a bit now, I still cannot get to the certain interaction in one try, recording period dates.
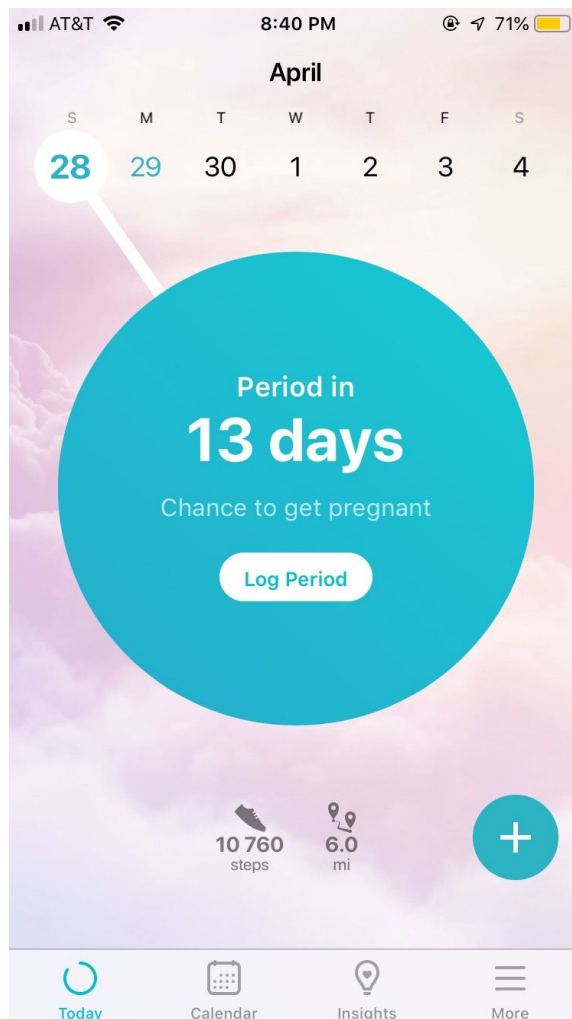
Discoverability

User: Once you open the app, the first thing that pops up is the "Today" screen. It gives you predicted information based on your previously recorded data as well as walking data that has been gathered throughout the day. The information presented on screen is a large blue circle that encapsulates your cycle predictions. Below that is the walking data and another blue circle button with a white plus sign in the circle (let's refer to this button as the "Add Button") . Underneath that is the navigation. "Today," "Calendar," "Insights," and "More" are housed on bottom of screen with respective icons. The Add Button is the biggest button and I am prone to pressing that button in order to record my dates.

Goal: Record cycle dates
Plan: Record start and end dates
Specify: Click app, open app, record cycle dates
Perform: Tap app, tap calendar, tap dates, record cycle
Perceive: I think the app will make you record dates every month
Interpret: The app allows you to record dates and how long your cycle is then estimates it for every month

Compare: The app stores your recorded data and estimates your cycle but you can change your dates at anytime which will shift the estimations

Designer: The app is simple enough to navigate. Each button that appears on the first screen has an icon that is recognizable to most people, as well as a word to clarify what the button means for those who don't recognize the icons. The issue with the Add Button is that users tend to go to that button to record period dates because it is the largest button on the "Today" screen. Another design flaw is that the button that says "Log Period" is much smaller than the Add Button and it is also housed in the larger blue circle with other information that is not interactive. Since the other information is not interactive, users can assume that the "Log Period" button is an instruction, rather than an interactive button.

Feedback

User: When a user wants to log their period dates they would most likely click on the Add Button first. Once that is clicked, the calendar does not show up. Instead a rundown of different recordable data categories appear. On this screen, more circular buttons with
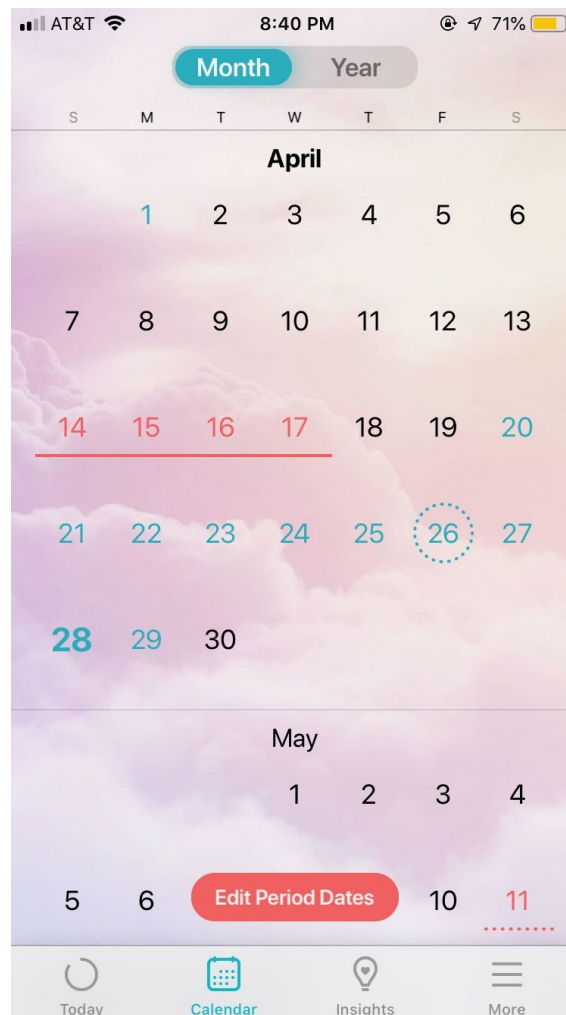
icons and corresponding text is presented. These buttons are interactive and allows you to add more data based on the button clicked, but that is not what the user is necessarily trying to do at the moment. The feedback received is that the Add Button, does not allow the user to add period dates.

Designer: The design of the Add Button is to add more data that is present during everyday life. A user is able to keep track of all this data which helps the app create more accurate predictions. The Add Button does not lead the user to the calendar where they can add period dates. Once the button is pressed, the user can clearly see that this page is not where they want to be. Although it is not where the user wants to end up, the option to add more data could be helpful and a user could quickly add more data before going back to log dates. As a designer this little mistake that users make, could be beneficial because a user now knows where to add more data that makes their predictions more accurate.

Conceptual Model

User: Looking at the app, I would have an idea of what I want to do but would have to try a couple things before getting there. In my mind the way to get to the place where you record dates would be on the very first screen that is presented.

Designer: When the app is first opened users would probably want to get their info about today which is clearly presented. The ability to add period dates should be clearly stated. The "Log Period" button should be larger or not housed within the large blue circle that has information that is not interactive. It should be its own larger circle button, similar in size to the already larger blue circle, but the new button would be placed below the large blue circle.

Affordances & Signifiers

User: The button that says "Edit Period Dates" signifies that if I press that button I can change or add data. The icons and corresponding text on the bottom of the screen change to blue once I am on that screen.

Designer: The app does a good job of displaying affordances and signifiers in the form of buttons. The screen with the extra data that can be logged does a great job of showing the user each button that can be interacted with.

Mapping

User: Once I go back to the "Today" screen after mistakenly pressing the Add Button, then I press on the calendar icon at the bottom of the screen. The month calendar appears and I know that the bolded number is today's date. I understand that the underlined red numbers are the period dates I recorded myself. There is also more red numbers but with a dashed underline which I assume is next month's predicted period dates. On the calendar the days of the week are presented. The current day is in bold and is larger than others so that lets you know what day it is and where you are in your cycle.

Designer: Making the current day larger than the rest of the days is a good indication to help the user know about their cycle relative to the current day. The different colors of the numbers on the calendar is a good indication of the different app predictions. The red numbers are the days when the user is on their period and the blue lets user knows what days they can get pregnant due to their recorded fertility data. Within the blue days, there is one day that is circled with a dashed line. This means that that day is the day where the user is highly fertile and has a high chance of getting pregnant.

Constraints

User: There aren't any constraints with the app. It does what I want it to do. It also does more than I was expecting. After logging my period dates, I could continue to browse through the app for advice from other women on the app.

Designer: The app doesn't have any constraints when in use. Everything runs smoothly and the user could easily pull up information that they need at any given time.