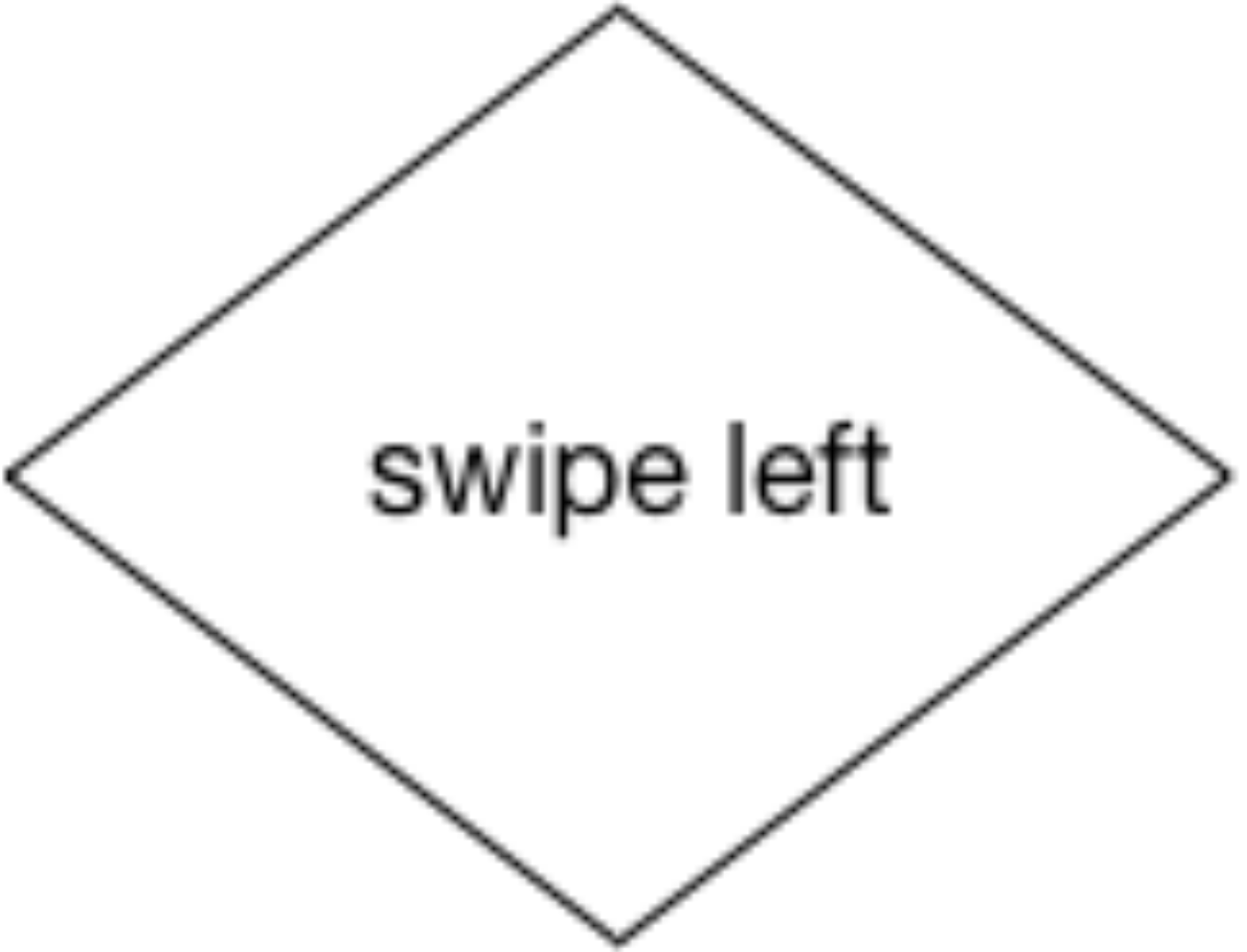
App Launch
Skeleton

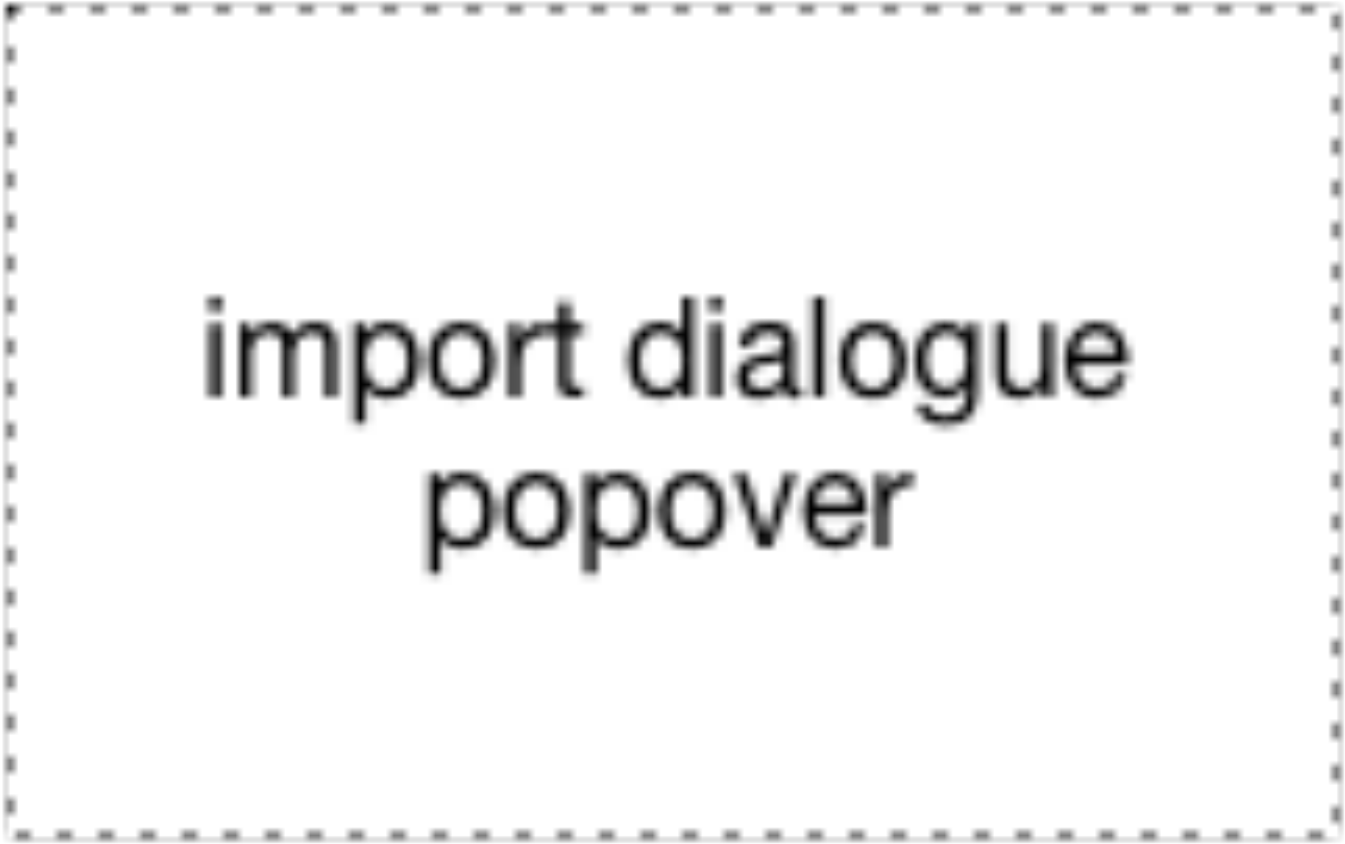
slide up feed, slide dashboard from left, darken scrim, slide up welcome card from below

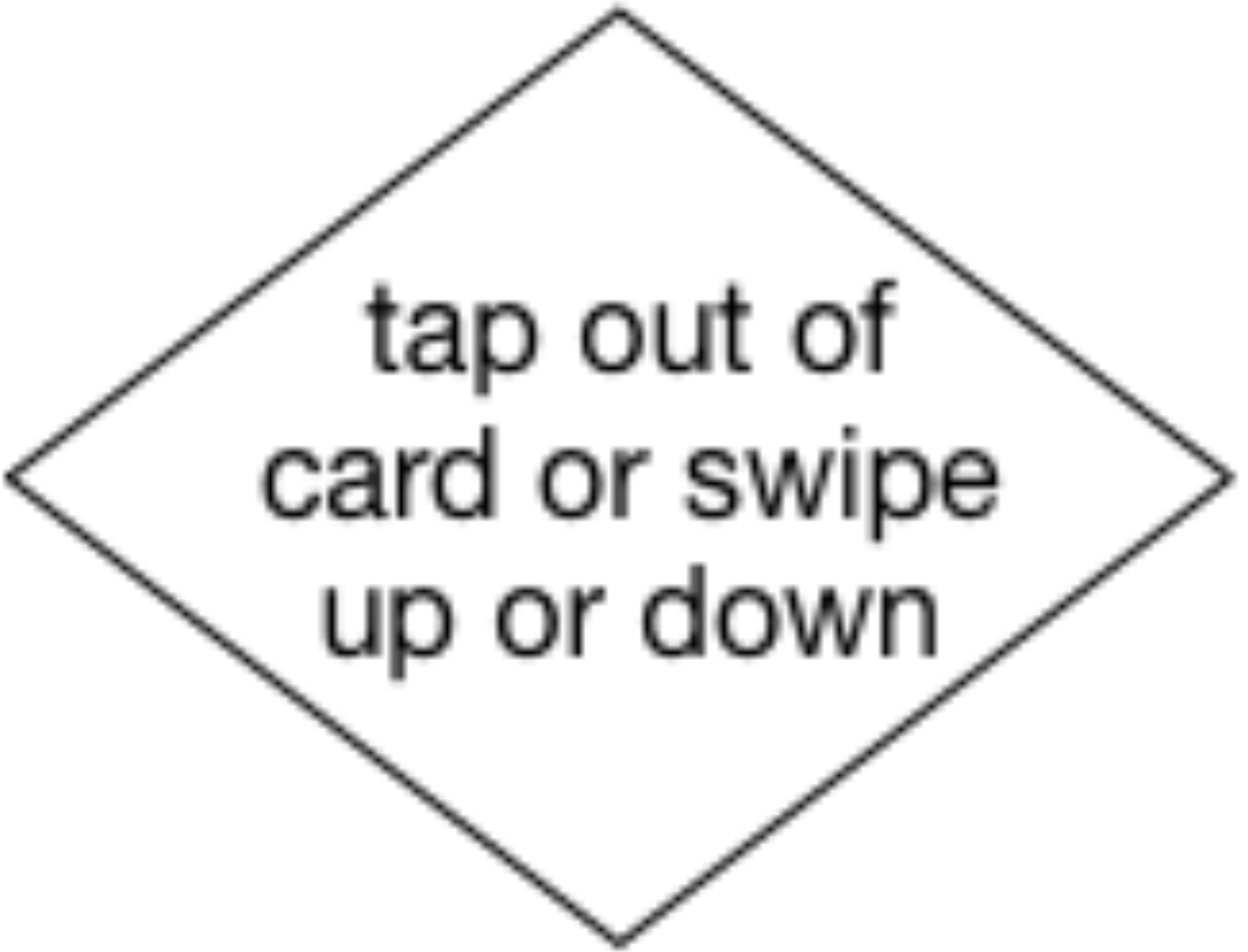

swipe left

welcome card 2
(save and
personalize)

tap sign in

slide up welcome card, slide up full screen sign in modal


import dialogue
popover


tap out of
card or swipe
up or down

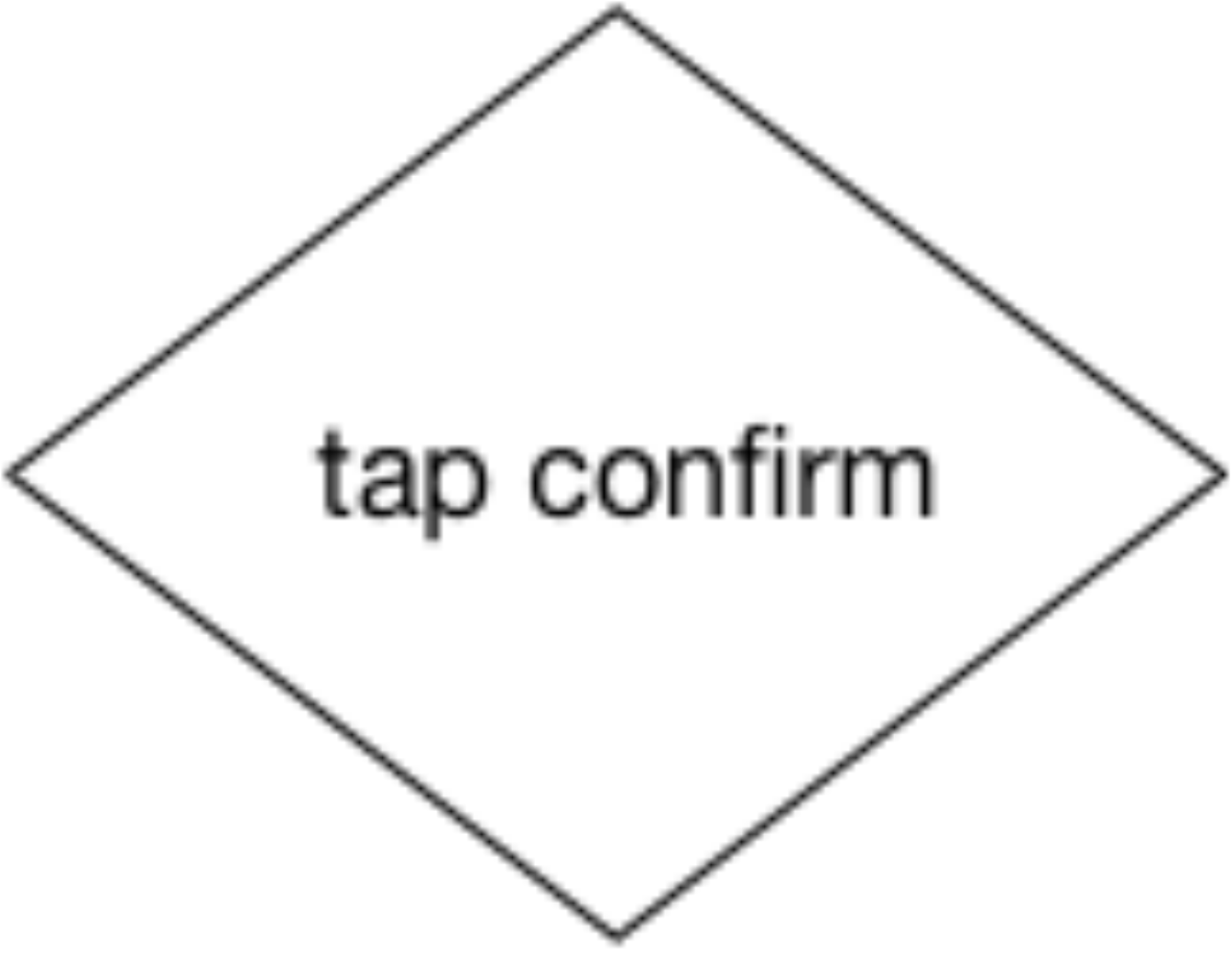
1

2

fade in import
confirmation

importing
confirmation

fade out confirmation, slide up edit tickers card from below with keyboard

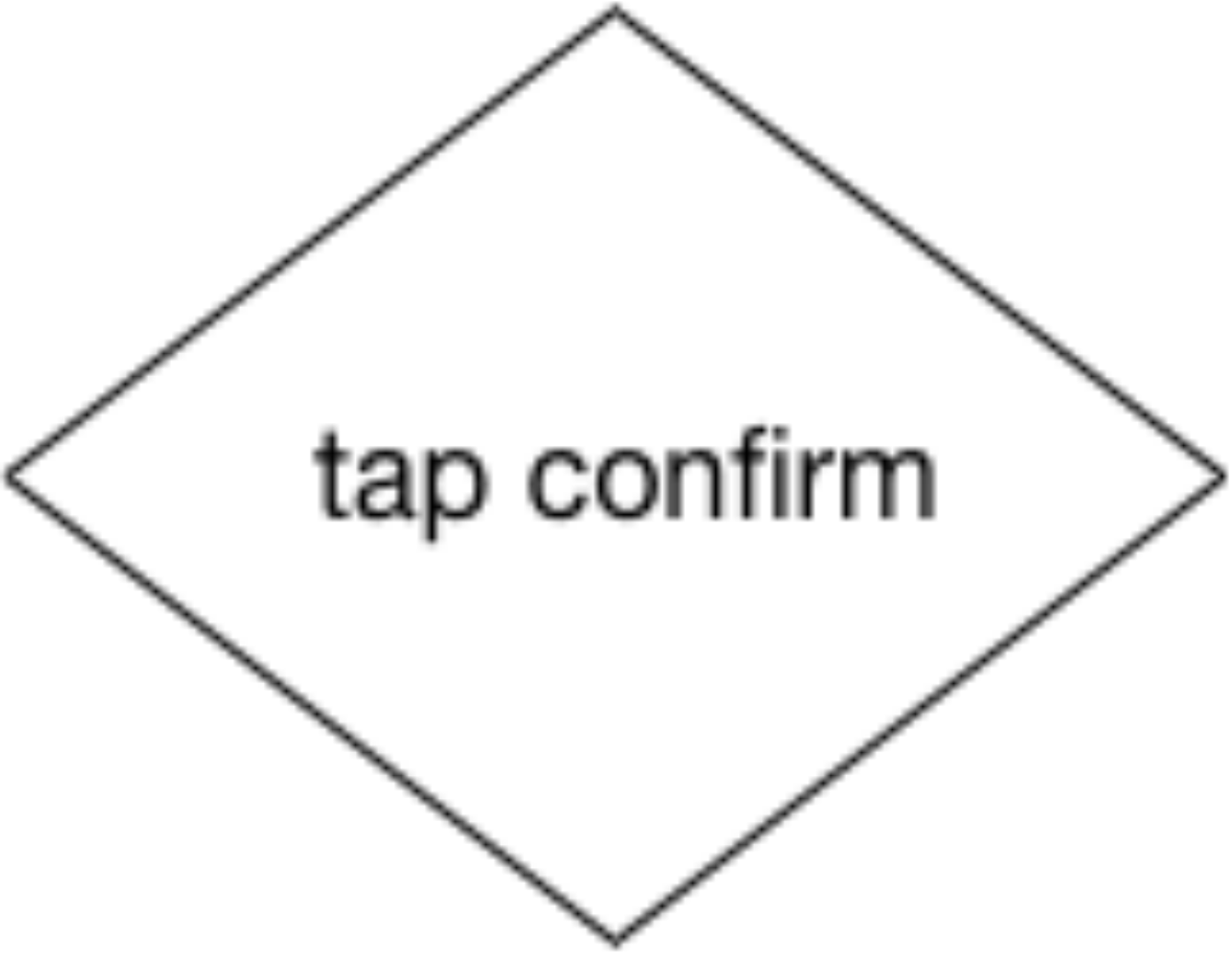

tap confirm

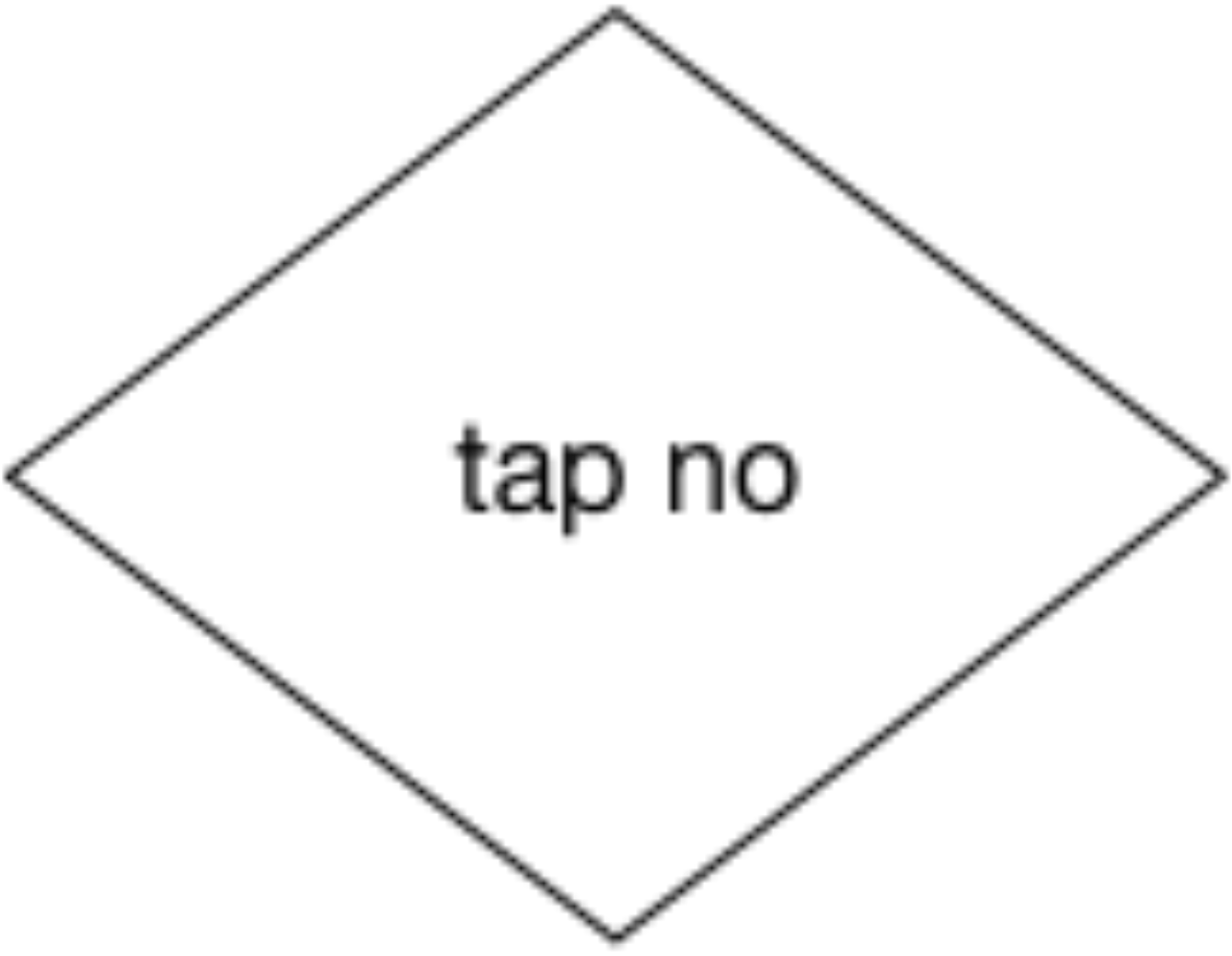
slide up edit tickers card, slide down keyboard, fade out scrim, fade in confirmation

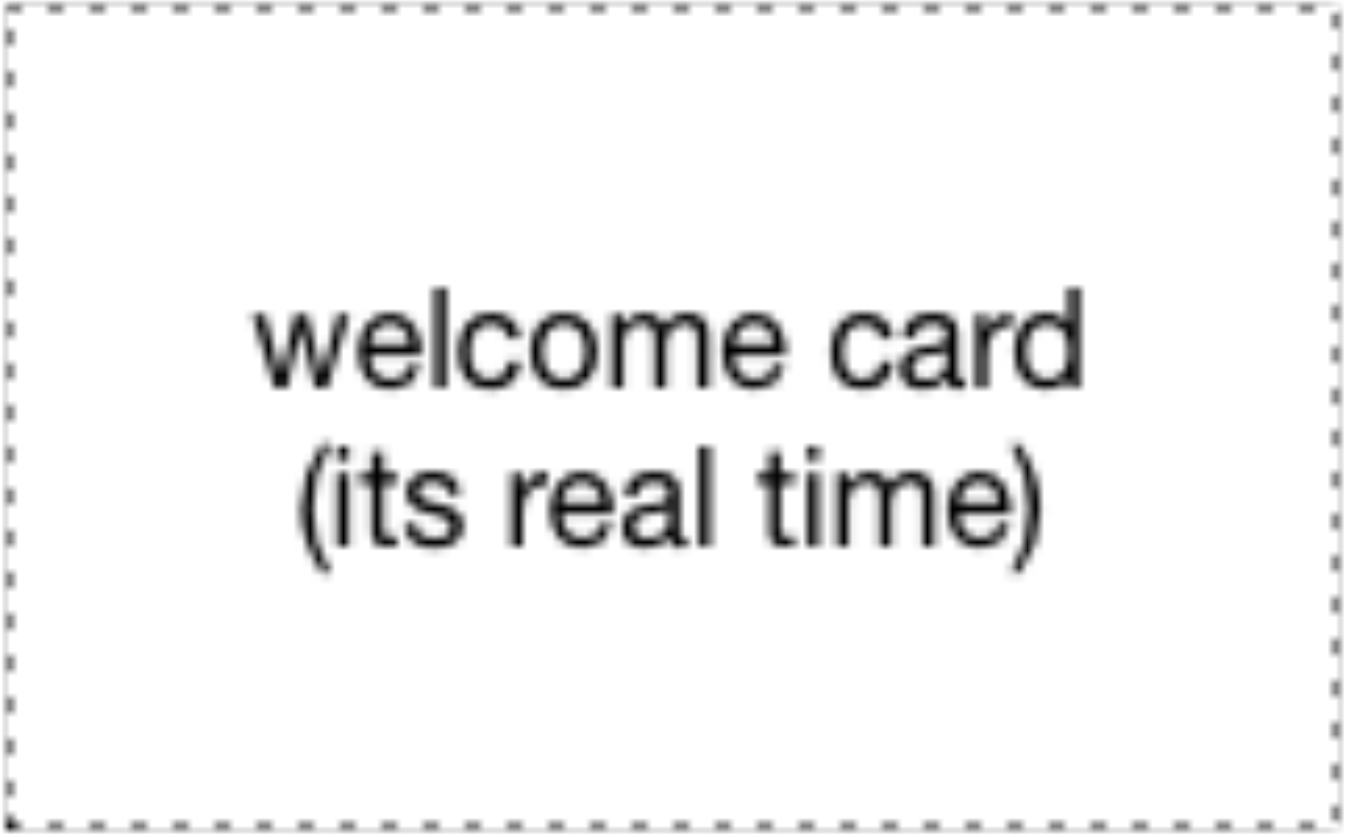
edit quotes

fade out
confirmation, pulse
badge

3

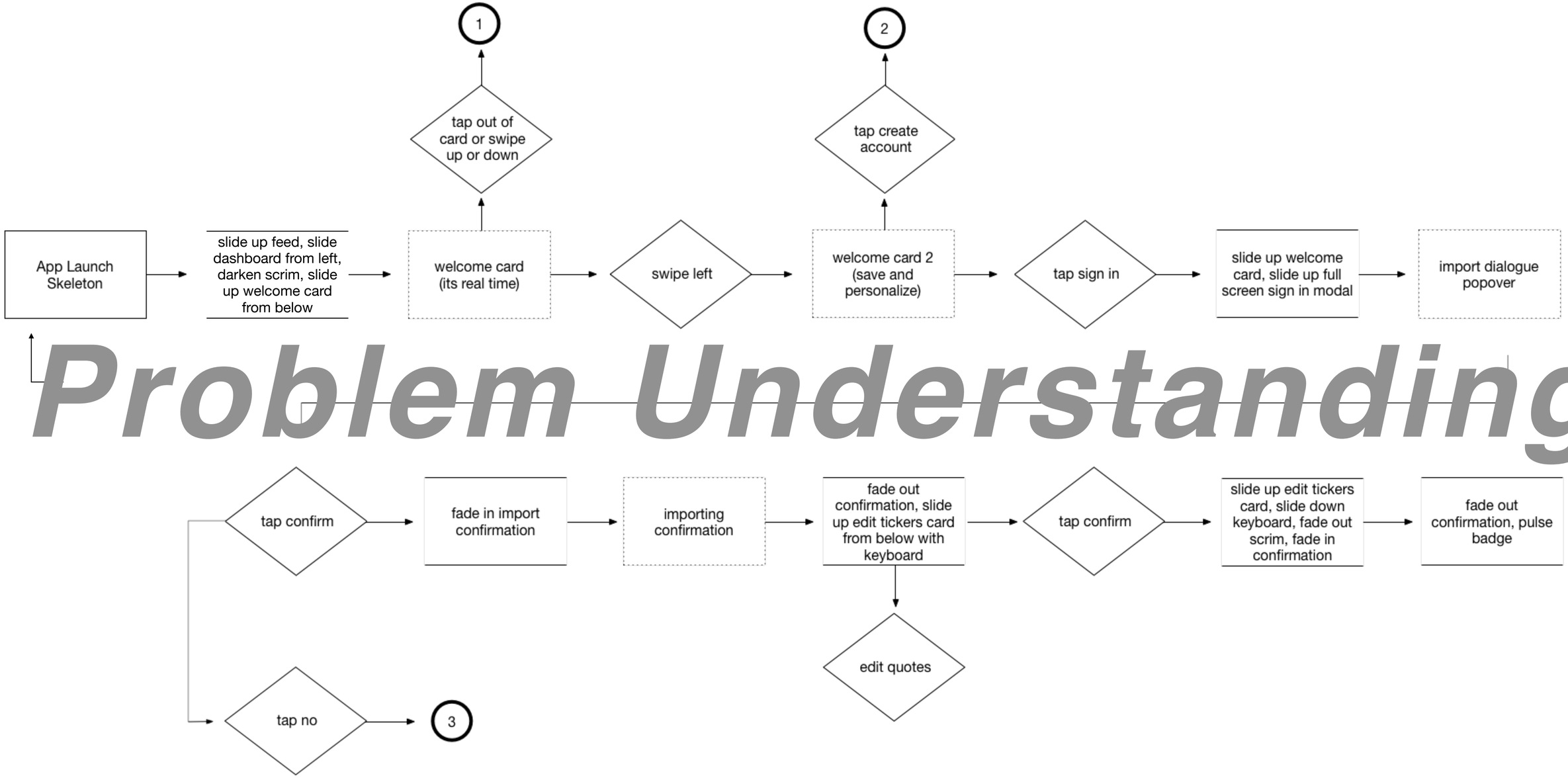

tap confirm


tap no

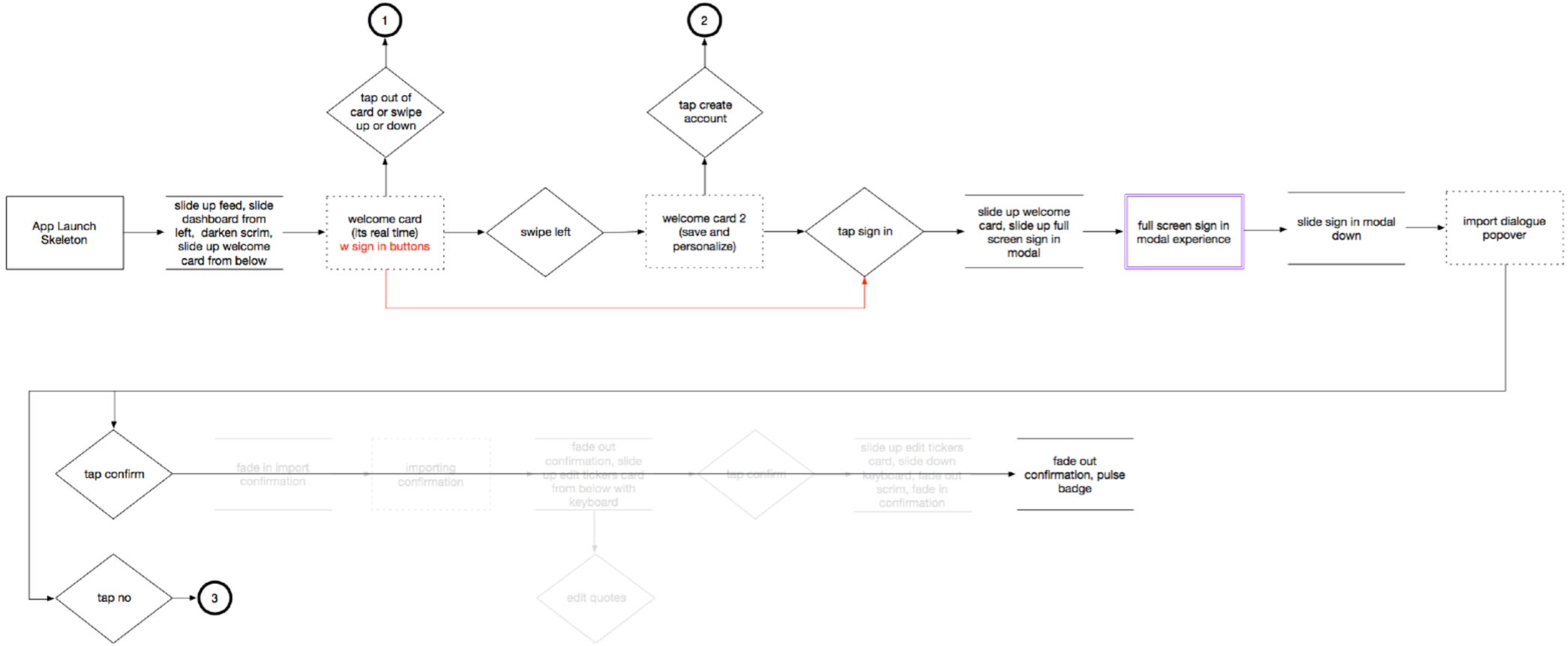

welcome card
(its real time)

tap create
account

Problem Understanding



Problem Understanding

Charting flows to conversion

Flows help evaluate competition, plan design updates, and facilitate discussions with developers and stakeholders early on in a project with little investment in UI. Much of my work with subscription products benefits from understanding the many paths to subscriber status.