

PRODUCT DESIGN

Candidate Project

Prepared by Taly Martins



Designing with Jessica in mind.
TTC Jessica
 Fort Worth, Texas
 36 year old
 Married
 Trying to conceive for 10 months
 High income
 Plans to be pregnant by the end of the year

Goal:

Reimagine the Fertility Home Screen. Redesigning the Home screen of the Ovia Fertility app with the user in mind. Be sure to include space and opportunity for advertising and/or sponsorship.

Objective:

- Increase daily engagement with the app
- Increase engagement with health tracking and educational content
- Find creative ways to integrate ads tastefully

Right now to be able to access your account information you have to go to "more" on the bottom nav and scroll down all the way to the bottom. To make account information accessible to the user I added it to the top left of the app with the user's profile picture.

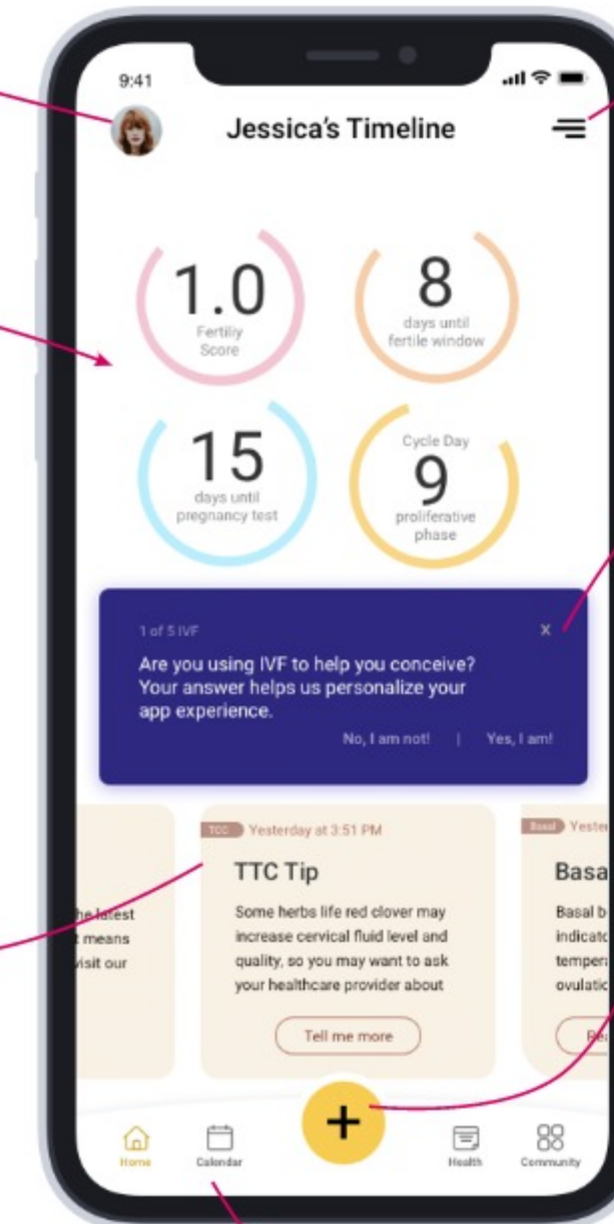
"more" menu. This is where Analysis, Education & support, Ovia Health Apps and social media links will live.

Overall Design Decision: my goal was to organize the sections and keep it as clean as possible.

I decided to bring in some more colors to the design that goes well with the brand's yellow color.

I would love to spend more time coming up with better graphics that could represent each of these numbers better. Based on my understanding on the app this is a very important part of the app for the user, therefore I kept it as the primary thing they will see once they load the app.

Bringing in this carousel with content would allow us to be able to showcase more content taking less real estate on the app. I am using "The illusion of continuity" in this design to show the user they can continue to scroll to the side to see more. One thing to keep in mind is that bringing a carousel in would only be advised for content that does not have high anxiety, because it could have low discoverability. This would be a great thing to test and get some feedback from the user if they prefer to see the content this way vs just stacked vertically.



This box will bring interaction to the app, since we are asking questions and give answer options that goes well with the question. They also have the option to close this box completely and they will only see it again once they come back to the app.

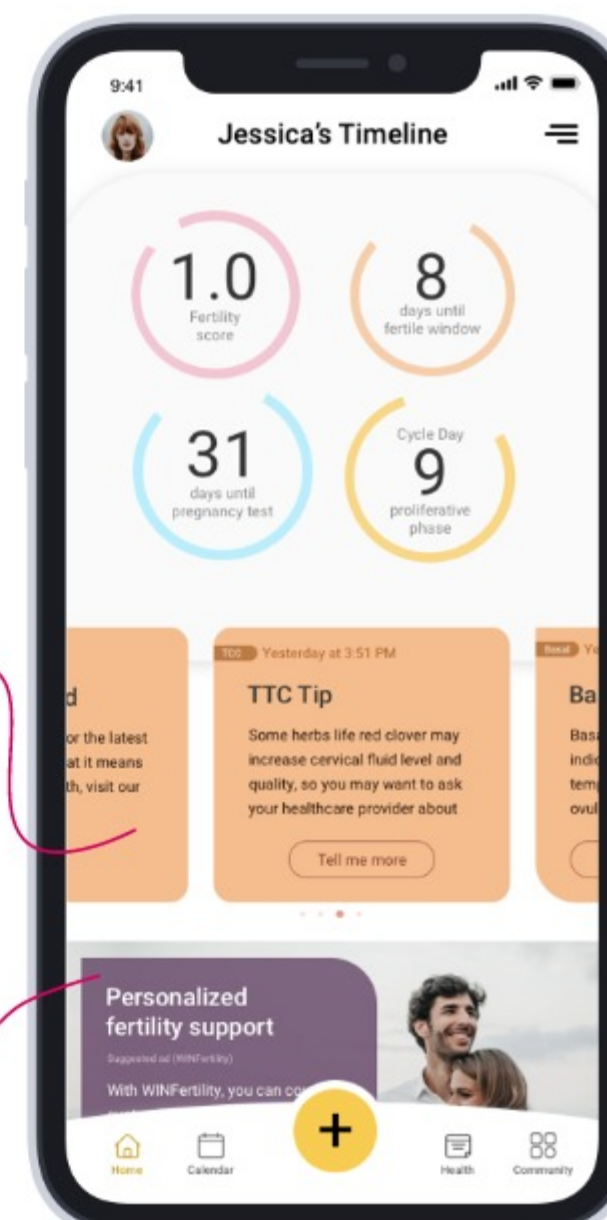
Based on my understanding of the app being able to add is very important so we can have that data to create the graphics when they load the app. In the past few years phones are getting bigger and the top right corner is not as easy to reach, bringing it to the bottom NAV making it 'thumb reachable'

Bottom Nav: I did not spend much time in finding the right icons for each button. But I did remove the "more" from this section. This would also be important to test and find out which of these sections are mostly used by the user.

On this design I removed the "action/interaction" box so you can see a little bit of where the Ad will come in.

Bringing in orange: The color orange has symbolized fertility since ancient times. Created by combining red (love) and yellow (happiness), it's an uplifting, hopeful color.

I am not sure if we have control over the ad design that we use in the app. So this was just a quick one I redesigned that I was able to find in the app... But as you can see it flows well with the rest of the app.



This design has some different UI and color treatment.

