

Heuristic Evaluation of Pebble

1. Problem/Prototype Description

We evaluated the medium-fi prototype of the Pebble app, which is an interactive app that allows partners of pregnant folks to easily access customized information and learn about the pregnancy process in order to better assist and support their pregnant partner.

2. Violations Found

1. H7: Flexibility and Efficiency of Use / Severity: 4 / Found by A, C

- Task 4
- Problem Description: Unable to create new tasks & personalize suggested tasks
- Rationale: There does not seem to be a feature that allows users to input their own tasks in addition to suggested ones
- Suggested Fix: Include a “Create New Task” button, and/or add an “edit” button to existing/suggested tasks

2. H1: Visibility of System Status / Severity: 3 / Found by A, B

- Task 1
- Problem Description: Progress Bar is not informative
- Rationale: A user isn't able to interact with the bar. While the bar is a good start for progress indication, the user might also be interested in how much is left in terms of time. 25% left doesn't mean much to someone, but “4 weeks left” is a lot more actionable.
- Suggested Fix: Make it tappable such that the user is able to get a brief description of what their current progress means and how it's calculated (even if it's obvious to us, it may not be to them) or listing the expected pregnancy date at the end of the bar, or adding “X weeks left” next to the “75%” indicator.

3. H1: Visibility of System Status / Severity: 3 / Found by B, C, D

- It's not entirely clear upon first glance that the 30 in the title refers to the week. After noticing the buttons on both sides, it makes sense, but we think the “Week” prefix is more important to the main title than the navigation buttons.
- Fix: Add the “Week” prefix to the center title, and possibly remove it from the navigation buttons to the side.

4. H1: Visibility of System Status / Severity: 3 / Found by A, B, D

- Task 1
- Problem Description: Unable to see what happens when a user completes a task from the home page
- Rationale: Current week's to-do tasks are visible from the home page and look tappable but it doesn't seem like there's any way to validate a users completion of a task from the home page
- Suggested Fix: Fill in selected button and highlight task to indicate completion

5. H1: Visibility of System Status / Severity: 3 / Found by C

- There isn't a clear indication whether 30 is the current week, or a future/past week that the user navigated to using the left/right Week # buttons.
 - Fix: Have some text to indicate when you are and aren't on the current week of the pregnancy.
- 6. H2: Match between System and World / Severity: 3 / Found by A, C**
- Task 4
 - Problem Description: No back buttons after a user presses "see more."
 - Rationale: When a user presses on "see more" buttons on the home page, they would have to use the bottom navigation bar to return to the home page. Very minor problem but users might instinctively look for a back button to return to a previous screen (home page) since this is a universal feature
 - Suggested Fix: Have "Week 30 Tasks" be a subset of (page within) the "Tasks" tab, so that it has a back button that returns to wherever you came from, either "Home" or "Tasks".
- 7. H2: Match between System and World / Severity: 3 / Found by A, B, D**
- Task 1
 - Problem Description: Stars denoting the items inside the "Info" card view are confusing
 - Rationale: A user wouldn't know if these are selectable or are just there as an alternative design choice to regular bullets. This can be confusing to the user.
 - Suggested Fix: Either change them to regular bullets or make them selectable circles (similar to "This Week's Tasks" card)
- 8. H2: Match between System and the Real World / Severity: 3 / Found by B**
- On the resources page, one of the recommended resources is "Morning Sickness," which shows a woman with x's over her eyes and squiggly lines to show that she is sick. While most people know what morning sickness is and won't really rely solely on the picture to understand it, others might be confused by the pictures. This is because the X's over the woman's eyes usually signify that the person is Dead in graphic design / art.
 - Fix: Instead of the X's, we would use another symbol for the eyes to signify that a person is sick. One solution could be to use closed eyes instead, represented by a straight or curved line.
- 9. H2: Match between System and World / Severity: 3 / Found by A, B, C, D**
- None
 - Problem Description: Toggle on the settings page looks switched on
 - Rationale: The toggle's background color makes it look like it switched on even though the toggle itself is on the left
 - Suggested Fix: Change the background color to grey and change it to the current color when the user moves toggle to the right. Or, have some text, in smaller font, saying "This is my first child", or "This is not my first child", based on the switch's position
- 10. H3: User Control and Freedom / Severity: 3 / Found by A, B, C**
- Task 2
 - Problem Description: A user cannot delete existing tasks from both the added and unadded sections
 - Rationale: There's currently no way for a user to get rid of tasks they don't want listed on the tasks page. There might be suggested tasks they wish not to see or that aren't applicable to them. Although they can just not add these items to "My Tasks", they

aren't able to eliminate it from their to-do list. It would be nice for them to clear those out from their view entirely.

- Suggested Fix: Include a small delete icon with each task so users can remove tasks from their screen. Another option is that if the user swipes left on the task, a delete option shows up on the side

11. H4: Consistency and Standards / Severity: 3 / Found by A, D

- Task 3
- Problem Description: Labor mode UI design not consistent with the rest of the app
- Rationale: Compared to the other pages of the app, the Labor Mode looks different:
 - i. Using ">" instead of relevant icons for the different listed items
 - ii. Linear listing of items rather than cards that are used on all other pages
 - iii. No color on the page (whereas all other pages had at least one color accent)
 - iv. we might be wrong but the font on this page also looks different
- Suggested Fix: Replace ">" with the appropriate colored icons (i.e. phone), use cards, and (if not already) make font consistent

12. H4: Consistency and Standards / Severity: 3 / Found by A, B, D

- None
- Problem Description: When a user is viewing an article, they're presented with a video, a source, and the article itself. On the top right there is an option to "bookmark" the article. However, on the home screen, the user is presented with an option to "star" an article in order to save it. And finally, in the profile screen, the user can access all the articles they've "starred" or "bookmarked" through a card titled "saved." While all these terms / concepts work to indicate that a user is saving a resource, one concept should be used throughout the app
- Fix: To fix this, we would pick one concept for saving, and standardize that throughout the app. For example, if you picked "starring", you could change the top right bookmark button on the resource page to a star, and change the profile screen "saved" box to be titled "Favorites" instead.

13. H5: Error Prevention / Severity: 3 / Found by A, C, D

- None
- Problem Description: The user can accidentally exit the settings page without saving changes
- Rationale: It seems a user is capable of accidentally returning back to the profile page without saving changes if they press the back button before saving
- Suggested Fix: Have a pop-up message to verify the user is intending to exit without saving changes or automatically save it for them.

14. H6: Recognition rather than recall / Severity: 3 / Found by B, C, D

- After navigating to the tasks page it is unclear whether the home screen has tasks from week 30 or the most urgent tasks overall that the user has accumulated over time.
- Fix: adding a tasks help page, or changing the headings on the tasks page. A way to do this is to add the week in which each task was added to the My Tasks page, or a small "added X weeks ago" text for each task.

15. H6: Recognition rather than Recall / Severity: 3 / Found by B

- On the "Week X Tasks" page, a user is presented with the option of adding or removing tasks from that week. However, there is no way to access tasks from a prior week. If a task from week 29 isn't added to your tasks, and week 30 rolls by, there doesn't appear to be a way to access the leftover Week 29 tasks. This might lead to cases

where the user bulk adds all tasks in fear of not being able to retroactively access tasks, or stress when they missed a week and now can't access the tasks from that missed week.

- Fix: There are a couple ways to give access to tasks from previous weeks. One could be another card at the bottom of the "Week 30 tasks" page that lets the user select a week and see the tasks from that week. Another option might be a bar at the bottom, similar to the bar at the top of the home screen, where the user can go back in time by using left and right arrows.

16. H6: Recognition rather than Recall / Severity: 3 / Found by B

- When a user completes a Week 30 task, should they be able to "remove" that task on the Week 30 tasks page?
- Fix: To fix this, in "Week 30 Tasks", add a "Completed tasks" view on the bottom (similar to the My Tasks page) where all the completed tasks from that week are shown, or add some marker that a task is completed on the "Added to my Tasks" view. Strikethrough or grayed out, for instance.

17. H7: Flexibility and Efficiency of Use / Severity: 3 / Found by A, B, C

- In the Emergency page, there is no visual representation of the actions so users do not know what they are pressing on.
- Fix: Add icons next to each action: phone/doctor icon next to Call doctor, map icon next to Directions to nearest hospital, etc.

18. H1: Visibility of System Status / Severity: 2 / Found by A

- Task 1
- Problem Description: No explanation of how we got to week 30
- Rationale: In the home screen, for the current week, it is not clear whether the user updates it or if that is done automatically each week. If former, the user may not realize it
- Suggested Fix: Either have an option for the user to "update week" or have a pop-up notification upon entering the app that the user has progressed into a new week ("Congratulations on making it to week 30, Brian!")

19. H1: Visibility of System Status / Severity: 2 / Found by A

- Task 1
- Problem Description: User does not get progress status for task completion for the current week
- Rationale: From my understanding, the home page shows the progress towards pregnancy but not for the progress towards completion of tasks for the current week. We would assume this is equally important since the focus of the app is to help them stay on top of relevant information about the pregnancy process through the completion of tasks.
- Suggested Fix: Include a circular progress chart showing the number of tasks they've completed for the week

20. H1: Visibility of System Status / Severity: 2 / Found by B, C

- After clicking on Learn More, in the Info card, it is not clear that the user is now on an Info page.
- Fix: Change the title to "Week 30 Info".

21. H2. Match between system and the real world / Severity: 2 / Found by D

- The user's name and previous information are not stored or editable in settings
- Fix: Create a more profile-focused settings page with personal information as well.

22. H2: Match between System and World / Severity: 2 / Found by C

- Task 1
- The *Pregnancy progress* bar lacks a margin of error, or any indication that it is estimated, and could be inaccurate.
- Fix: Add a disclaimer, or even better, add some sort of visualization of when it is common and possible for a birth to happen, which can expand to show more detail when the progress bar is clicked.

23. H2: Match between System and World / Severity: 2 / Found by A

- Task 1
- Problem Description: The header doesn't look interactive
- Rationale: At first glance, both the "week 29" and "week 30" labels, as well as "30" which indicated current week, don't seem clickable
- Suggested Fix: Add an outline/hover future to make them look like buttons to show they are clickable (just a thought for the actual app implementation)

24. H2. Match between system and the real world / Severity: 2 / Found by D

- The information about the user (their profile) is called "Settings" which makes it sound like they are changeable options, but most of the options are simply one-time, unchanging facts. Perhaps choosing a different, more aligned word would be useful for clarity, or distinguishing between the settings and profile features.
- Fix: Choosing a different word for the Settings page.

25. H3: User Control and Freedom / Severity: 2 / Found by A

- Task 1
- Problem Description: No button for the user to save tips and resources directly from the explore page
- Rationale: Although there exists a "save" button from the relevant content screen, this does not appear to be offered without entering full-screen view. It would be even more efficient for a user to quickly save such resources to read later from the explore page rather than having to open each page individually.
- Suggested Fix: Include the "save" button for each item on the explore page

26. H3: User Control and Freedom / Severity: 2 / Found by A

- Task 1
- Problem Description: User cannot undo search text
- Rationale: If a user enters a search term, they would have to undo the search term efficiently. They would need to backspace until they're able to retype a new term, which could be frustrating
- Suggested Fix: Add a simple "x" button on the right-hand side of the search bar that allows users to restart typing

27. H6: Recognition not Recall / Severity: 2 / Found by A, B

- Task 2
- Problem Description: The app does not tell the user which week they're on when on the explore page
- Rationale: A user might want to search for things related to the current week but might have to navigate back to the home page to recall a current week
- Suggested Fix: Show the current week on the top of the explore page

28. H7: Flexibility and Efficiency of Use / Severity: 2 / Found by C

- Task 1

- Clicking on the cards themselves in Home would be much quicker than just buttons at the bottom of each card.
- Fix: Make the entire card clickable to “see more” or “learn more”, and change the buttons to a different style that makes that clear.

29. H8: Aesthetic and Minimalist Design / Severity: 2 / Found by B

- On the home screen, you’re presented with a “This Week’s Tasks” card and an “Info” card. While the first card title is fairly descriptive and tells me the exact purpose of the card, the second card’s title is a bit vague. Is this overall info for the pregnancy, or just for that week? Depending on the answer to that, maybe specify the title for that card.
- Fix: As said above, a fix would be to have a more descriptive title. Assuming that the info is week dependant, some example titles might be: “What you need to know on week 30” or simply “Week 30 Info”

30. H10: Help and Documentation / Severity: 2 / Found by A, B

- Task 1
- Problem Description: Page that covers pregnancy-related questions and concerns not covered in the app
- Rationale: Some users might have special pregnancy needs that Pebble doesn’t address (i.e. how to prepare for a child with known disorders, different delivery options, etc.). You could provide an FAQ page and include external resources users could refer to for these high-level questions.
- Suggested Fix: Add an FAQ/Additional Resources page

31. H10: Help and Documentation / Severity: 2 / Found by C

- Many of the tasks in the Tasks page seem like places where a user could use extra help or guidance.
- Fix: Add some way to view an article about each task that guides the user through completing the task, and explains it further if needed. For instance, “Ask employer about paternity leave” could link to parental leave laws in the user’s state, “Buy baby’s carseat” could have a curated list of recommended car seats on Amazon, etc.

32. H1: Visibility of System Status / Severity: 1 / Found by C

- It is slightly confusing when clicking on the See more button in the This Week’s Tasks card, and finding yourself in Tasks, a different tab of the app. Meanwhile, Learn more in the other card navigates to a page within the same tab.
- Fix: Add some sort of indication that See more navigates to a different part of the app, using text, coloring, or an icon.

33. H2: Match between System and World / Severity: 1 / Found by C

- It is not clear (to me personally at least) that the penguin icon in the navigation bar represents the profile page. Since it’s the symbol of the app, it makes me think that the penguin represents the homepage of the app.
- Fix: Label the tabs of the app, change the icon for the Profile page, or let the user choose a penguin avatar in the onboarding to the app, making it clear that it represents the user.

34. H2: Match between System and the Real World / Severity: 1 / Found by B, D

- When the user clicks on the info button for the Emergency button on the profile screen, they’re presented with a popup with a link that reads “all in one place” that takes them to the settings page.
- Fix: Only make the x button the way to exit the help dialogue, or reroute the “all in one place” link to the emergency button, or make the text not distinctive so that users don’t think to click.

35. H2: Match between System and World / Severity: 1 / Found by A, B, C

- None
- Problem Description: Settings is usually a small icon rather than an entire block/card
- Rationale: Most apps don't emphasize settings by making it a big feature of a single page. They usually have it as a secondary feature on a page (i.e. profile) while still making it easily accessible. Having the settings button this big in the middle of the screen implies that a user might access it as often as the over the big element on the screen, the "saved" button.
- Suggested Fix: Simply use the icon (exclude the label "settings") and position it on the top right/left corner of the profile page

36. H4: Consistency and standards / Severity: 1 / Found by D

- The tasks page in the home bar has square checkboxes, but the actual items in the task list have circle icons that can be checked or not. This is inconsistent and can be jarring.
- Fix: Standardize task completion icon.

37. H4: Consistency and Standards / Severity: 1 / Found by A, C, D

- Task 3
- Problem Description: The icons for the "settings" and "saved" cards on the profile page are not consistent with the rest of the app
- Rationale: The icons on these cards are colored dark blue while the cards in the rest of the app (i.e. home page, explore page, search results page) have the salmon color for the icons. The bars are also a different shading from the list of articles in Info.
- Suggested Fix: Perhaps make these icons salmon too, and standardize gray shades.

38. H4: Consistency and Standards / Severity: 1 / Found by B

- The entire app is based on weeks of pregnancy, so it would be nice to see the Pregnancy progress bar measurement (currently 75%) in terms of weeks away, or total estimated weeks.
- Fix: Add text like "X weeks away from baby!" along with the progress bar.

39. H4: Consistency and Standards / Severity: 1 / Found by C

- In the main Explore page, the text for the cards under "You might be interested in...", button titles are outside of the rounded rectangles (cards), it's unclear whether they are clickable. Meanwhile, in the Results page, the article titles are inside each card, and seem to be clickable.
- Fix: Move the text from the main Explore page into the cards.

40. H4: Consistency and Standards / Severity: 1 / Found by A, B

- None
- Problem Description: "Save" button is not consistent with the buttons on the home page
- Rationale: The "Save" button on the settings page is filled with dark blue while the "Learn more" and "See more" buttons on the homepage both have a salmon color fill.
- Suggested Fix: Either change the button color on the settings page to salmon or change the homepage buttons to the dark blue fill color.

41. H6: Recognition rather than Recall / Severity: 1 / Found by B

- On the saved articles page (Profile -> Saved), there is a list of all the articles that the user has saved thus far. However, the articles don't have a week or stage attached to them - just the article name itself. Since different articles are relevant at different stages of the pregnancy, and since certain articles are recommended at certain weeks, it might be useful to know what week the article is from.

- Fix: To fix this, we would simply add a tag or some label to the article card that shows what week it's from.

42. H6: Recognition not Recall / Severity: 1 / Found by C

- The information presented when clicking on the information icon above the Emergency button is not available once Emergency is clicked.
- Fix: The simplest solution might be to present the information in only one place—after the button is clicked—and encourage the user to click it when familiarizing themselves with the app.

43. H7: Flexibility and Efficiency of Use / Severity: 1 / Found by C

- It would be quicker if the text of Completed Tasks was clickable to expand and collapse the completed tasks
- Fix: Expand clickable area of Completed Tasks.

44. H7: Flexibility and Efficiency of Use / Severity: 1 / Found by A, B

- Task 3
- Problem Description: AI prioritizing tasks and saved resources for the user instead of the user doing this themselves
- Rationale: A reach goal - currently the user is unable to prioritize tasks (all tasks have equal weight) and the AI ranks them for the user. If a user is able to prioritize tasks, those that the user marks as urgent can be displayed before the AI rankings are shown
- Suggested Fix: Allow user to specify urgency while creating or added tasks

45. H8: Aesthetic and Minimalist Design / Severity: 1 / Found by A

- Task 1
- Problem Description: The search bar text and the resource/tip page's body text may be too light to read
- Rationale: The search bar looks like it has the same light-colored text for the pre-filled and the typed text. Make sure the typed text is darker than the pre-filled/hint text to differentiate them and to make it readable. Similarly, the light grey text of the body for a selected resource page is too light against the white background, making it difficult to read for some users
- Suggested Fix: Make these texts darker

46. H8: Aesthetic and Minimalist Design / Severity: 1 / Found by B

- When the user clicks on the info button for the Emergency button on the profile screen, they're presented with a popup that tells them more about the emergency button. Then, the only way to close out is through an x button on the top right. While x buttons might work well browsers, they're not always the most mobile friendly as they are a small target to hit.
- Fix: We would add other ways of exiting the info popup, such as clicking anywhere outside the popup exiting the popup, and maybe also a button at the bottom that lets the user acknowledge that they've read the popup and want to leave.

47. H8. Aesthetic and minimalist design / Severity: 1 / Found by D

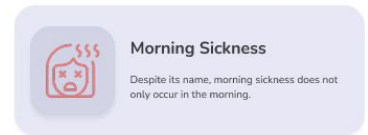
- The spacing between tasks and the headings is not consistent when Completed tasks are also shown on the My Tasks page.
- Fix: Use spacing to communicate information about task or task sections.

48. H8. Aesthetic and minimalist design / Severity: 1 / Found by D

- Tasks have lines between them for unfinished ones, but it looks like they do not have separating lines for the completed tasks. The lines add clutter and don't seem to be communicating any extra information.
- Fix: Remove lines in the Tasks page.

49. H8: Aesthetic and Minimalist Design / Severity: 1 / Found by A, C, D

- All
- Problem Description: Card blocks unnecessarily stacked
- Rationale: Icons, such as on the results page, are stacked such that the icons are on top of a card view which is on top of another card view. This seems unnecessary and may appear to a user as a button on top of another button. They might interpret this as an additional feature to the general button. (see screenshot)
- Suggested Fix: Remove the card behind the icons. Also, for the Profile page, you can remove the outside border to make square cards, with text underneath each icon.



50. H9: Help Users with Errors / Severity: 1 / Found by A

- Problem Description: Once you've implement the settings page, note that there's no assistance to recover from errors when updating settings
- Suggested Fix: Use red font to indicate the problem, explain how they should resolve it, and change to green when satisfied

51. H10: Help and Documentation / Severity: 1 / Found by C

- When the user goes to the Emergency page, they may not be immediately sure which resource to use, and they may need a bit of guidance.
- Fix: Some unobtrusive text, like: "if you have a serious medical concern, dial 9-1-1", "if your partner's water broke, look up directions first, then call your doctor", etc. Maybe there could even be buttons at the bottom that guide users, such as a "my partner's water broke" button would trigger a task flow with the required steps in order, with further instructions, maybe even spoken out loud.

52. H4. Consistency and standards / Severity: 0 / Found by D

- The background of the screen when clicking the i icon for the Emergency Bar has different spacing between the options for Saved and Settings. The moving of the bars is confusing.
- Fix: Standardize spacing for assets on Profile page.

53. H10: Help and Documentation / Severity: 0 / Found by A

- Onboarding screens would be helpful to understanding the app.
- Suggested Fix: Include a few screens that walk the user through the app

3. Summary of Violations

Category	# Viol. (sev 0)	# Viol. (sev 1)	# Viol. (sev 2)	# Viol. (sev 3)	# Viol. (sev 4)	# Viol. (total)
H1: Visibility of Status		1	3	4		8
H2: Match Sys & World		3	4	4		11
H3: User Control			2	1		3
H4: Consistency & Standards	1	5		2		8
H5: Error Prevention				1		1
H6: Recognition not Recall		2	1	3		6
H7: Efficiency of Use		2	1	1	1	5
H8: Minimalist Design		5	1			6
H9: Help Users with Errors		1				1
H10: Help & Documentation	1	1	2			4
Total Violations by Severity	2	20	14	16	1	53

Note: check your answer for the green box by making sure the sum of the last column is equal to the sum of the last row (not including the green box)

4. Evaluation Statistics

Severity / Evaluator	Evaluator A	Evaluator B	Evaluator C	Evaluator D
Sev. 0	50% - 1/2	0%	0%	50%
Sev. 1	35% - 7/20	35%	45%	30%
Sev. 2	50% - 7/14	36%	29%	14%
Sev. 3	63% - 10/16	75%	50%	50%
Sev. 4	100% - 1/1	0%	100%	0%
Total (sevs. 3 & 4)	65%	70%	53%	59%
Total (all severity levels)	49%	45%	42%	32%

*Note that the bottom rows are *not* calculated by adding the numbers above it.

5. Summary Recommendations

Amazing job with the Medium Fidelity Prototype! Your app already looks really polished and it's evident that you've put a lot of hours into it. The overall flow and design of your app is very intuitive for your target user. We like your strategic use of color and your minimalist approach to the app. We can see this app evolving into something even more impressive than what you have thus far. One area we encourage you to finetune is the emergency button. Although not a common feature (a user will most likely use it once), we think there are some faults in the design that could be a drawback, especially considering the essential purpose it's meant to serve. In particular, when the user goes to the Emergency page, they may not be immediately sure which resource to use, and they may need a bit of guidance, especially if they are stressed. Some unobtrusive text, like: "if you have a serious medical concern, dial 9-1-1", "if your partner's water broke, look up directions first, then call your doctor", etc. Maybe there could even be buttons at the bottom that guide users, such as a "my partner's water broke" button would trigger a task flow with the required steps in order, with further instructions, maybe even spoken out loud. Of course these are reach goals for implementation, but we think they could really benefit users of this feature.

Another common thread we've noticed is the home page. We think this page has room for improvements, especially when it comes to allowing the user to personalize the home page in a way that helps them access the array of information provided in the app and that's most conducive for the completion of tasks. Furthermore, fixing minor details such as button and color consistency will propel you to tackle larger goals, if you so wish to. As a general note, future development would be greatly enhanced by thinking through what a sophisticated user might like to have on their homepage in contrast to a user who is just getting familiar with Pebble.

The tasks page can use more improvement. In particular, we feel that a user should be able to create their own tasks as well as customize suggested ones by including notes and editing the task itself. In terms of recognition and recall, adding the current (i.e. "Week 30") on top of the tasks page will be helpful. Another suggestion for this page is to allow the user to access previous tasks either by re-selecting previously completed tasks or moving around tasks between different weeks. Furthermore, we recommend making tasks consistent across all pages. Namely, including a feature that signifies successful completion of a task that's the same on both the home page and the tasks page. A reach goal we'd like to suggest is linking appropriate resources or tips to relevant tasks (i.e. link to Amazon to purchase a car seat).

We also have questions and feedback that are more focused on functionality and features you could take into account going into the next iteration of Pebble. We noticed the emergency button sends the user to a new page that lists different action points (such as calling the doctor and getting directions to the hospital). These are definitely the necessary things to do when someone is going into labor but we think this feature would be even more beneficial to the user if pressing the emergency automatically executes these actions (sends a message to family and friends, notify the doctor of ETA to the hospital, and have Google maps start reading directions). Alternatively, there could be more customized task flows for which stage of labor the pregnant partner is in (e.g. water broke vs. first contractions). Of course these are all simply suggestions intended to be ideas if you choose to implement a more advanced feature.

Finally, a few thoughts on the Explore Tab. We think this tab might be used fewer times than the Tasks tab, and it might be more intuitive to have it third on the list. Even further, you might also consider whether Explore even needs its own tab. This really comes down to how often it is used, but it could work just as well as a search box at the top of the homepage. This could go either way since having Explore be its own page allows you to neatly contain each of your user tasks under a separate icon on the navigation bar.

And lastly, we remember you all mentioning that the goal of this app is to help partners be more supportive of their partner's pregnancy. We would love to see things that bring the pregnant partner into the loop, such as share buttons on articles or emergency contact info of the pregnant partner's relatives, and so on.

All in all, fantastic work, Pebble!! We're really excited to see what you have in store next.