User Journey

WORD OF MOUTH REFERENCING

ATTENDS EVENT

Need to explore donation flow

DOWNLOAD

FIXES
Remove Magic Link
Sign up for mailing list
Adjust tracking
AWS app image download

SIGN IN

NON PROFIT

GOAL/WEEK

Recommend 3x times to Get Still during the week.
Educate why.
Turn on notifications.

ONBOARDING

DAY 1

One choice of audio:
REFLECTION:
Before we start

NARROWED SELECTION

One choice of audio:
Taps info button
Pop-up explanation

DAY 2

Increased selection
Responsive orbs
Suggested autoplay

CONTENT INFO POP-UP

DAY 3

JOURNEY UNFOLDS

Slide up to peak
Explain epic meaning
CTA: other content

DAY 4

EXPLORE SLIDE UP

Swipe up for cal view
Redirect to webpage
Book in-person

DAY 5

BOOK IN-PERSON

SWIPE UP STATS

YOUR STATS
11 — MINUTES STILL
7 — LONGEST STREAK
0/3 — WEEKLY GOAL
PROGRESS BAR

Need to explore booking systems

DAY 6

FAVOURITES

Tap heart
Audio then stored in
profile or explore

Tummo 04
1:59:58

DAY 7

Need to explore ways
to present cards

RECENTLY ADDED — See all
An assortment of playful messages to ponder. A
light hearted way to dig deep into self- inquiry
and lean into personal growth.

BEFORE WE START — 15m 30s
PEACE — 15m 30s

RECENTLY ADDED

User exploring tabs
Sees recently added
Plays varying audio

DAY 10

9:41
EXPLORE

CHOICE
It is the way you interpret
circumstances that determines
your outlook. You alone hold the
power to change that
interpretation.

Get Still 6
Get Still 7
Splashing Thoughts
Get Still 8
Get Still 9
Past & Future
Get Still 10

Need to explore deep
link functionality

SEE ALL

See all for specials,
reflections, breath,
to expand view

Share button to send
particular audio to
contacts

Need to explore ways
to present content

DAY 12

Tummo 04
1:59:58

SHARE

SHARE

DAY 15

Need to explore booking
system and if it can scan
QR code on entry

**ATTEND
IN-PERSON**

HI HENRY
YOUR PROGRESS

Need to explore ways
to present data

PROFILE

DAILY GOAL
10 min   20 min   40 min
WEEKLY GOAL
5x   6x   7x

DEEPENING TECHNIQUES — See all
Techniques designed to help you sink even
deeper into Stillness. Clear your mind to
function at your best.

EYE SWEEP   PRESENT MOMENT

Your Progress: 5/8 Techniques complete

Can be found home flow
for experienced users
Or in explore page

DAY 20

Focus

PLAYLIST
Focus

PLAYLIST
Focus
19m 10s

PLAYLIST