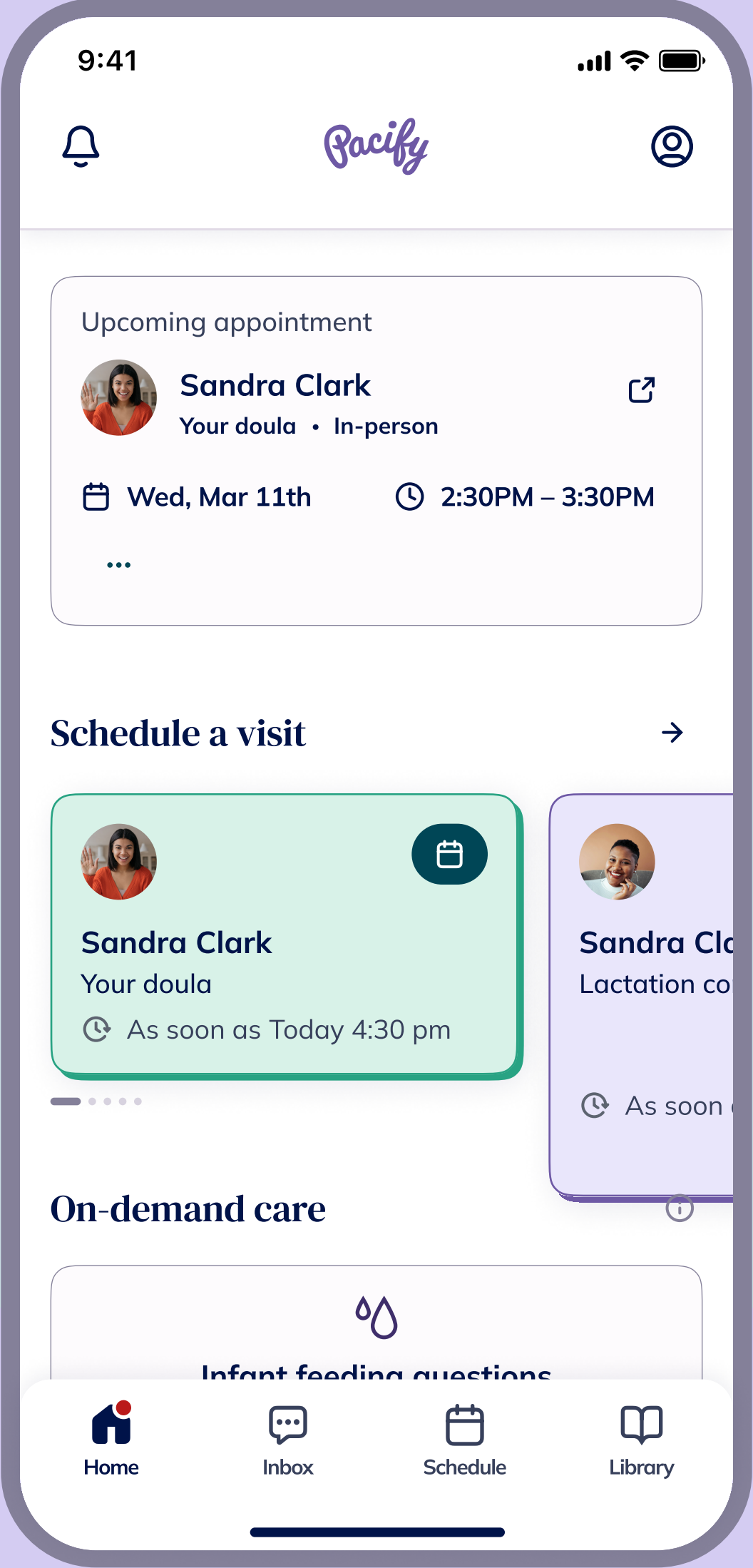


Dashboard Revisions

Product & Design Team

Design iterations focused on increasing app engagement and usability

7/28/25



BEFORE



Match with your doula

Tell us more about your unique needs. Our care coordinator will find the doula who is best suited to guide you through your journey!

Find my doula →



You've been matched with Sandra

We've found the perfect doula match for you! Schedule your first appointment to get started on your care plan together.

Schedule first appointment →



Match with Sandra

Ready to match with Sandra and begin your care plan? Click below to match and purchase your appointment package.

Match again Confirm match →



Schedule your next appointment

Your doula is ready to support you!

Schedule →

AFTER

GET STARTED



Match with your doula

Tell us more about your unique needs. Our care coordinator will find the doula who is best suited to guide you through your journey!

You've been matched!



Sandra Clark
Birth doula ✓

We've found the perfect doula match for you! Schedule your first appointment to get started on your care plan together.

TO-DO ✓

Match with Sandra

Ready to match with Sandra and begin your care plan? Tap to match and purchase your package.



Not the right match? [Chat with a Care Coordinator](#)

TO-DO ✓

Schedule your next appointment
4 of 6 appointments remaining

Your doula is ready to support you!



Doula
action cards

Problem

Despite taking significant screen real-estate, our current doula cards are muted and ineffective at drawing the user’s eye

Design changes

Created a more compact and interactive action card, which utilizes the brand’s mint color to draw the eye and differentiate it from lactation content.

Expected outcome

Users will more-often tap on action cards when they are presented on-screen.



BEFORE

Lactation consultant

Schedule infant feeding support with our network of experts

Schedule →

 **Lactation Consultant**

8 of 10 appointments remaining

Schedule infant feeding support with our network of experts.

Schedule appointment →

AFTER

FOR YOU ✨

 +42

★ 5.0 (3.5k+)

Meet a lactation consultant

Schedule infant feeding support with our network of experts

TO-DO ✔

Lactation consultant

8 of 10 appointments remaining

Schedule infant feeding support with our network of experts.

FOR YOU ✨

Call a lactation consultant

Connect with an expert for help with everything infant feeding, day or night

 +42

★ 5.0 (3.5k+)

ONLINE NOW 📶

Call a lactation consultant

📞 📺

- Online now! average answer time ~4 min
- ✔ International board-certified IBCLCs
- ☆ 5.0 stars (3.5k+ reviews)

Our lactation consultants are kind, courteous, and can help with so much more than just breastfeeding!

QUICK BOOK ⚡

Schedule your next appointment

Next available appointment:

 **Sandra Clark**

Lactation consultant

🕒 Today 8:00 am Schedule

Schedule infant feeding support with our network of caring experts

Lactation action cards

Problem

Our current lactation cards are muted and limited in applications.

Design changes

A more interactive & accessible action card to drive scheduling and on-demand outreach. Color & language work seamlessly to differentiate lactation content. An expanded library of lactation cards to drive engagement throughout a user’s lifecycle.

Expected outcome

A more visible & interactive card will encourage engagement and utilization.



BEFORE



Sandra Clark
Your doula • Virtual

CONFIRMED

📅 Wed, Mar 11th

🕒 2:30PM – 3:30PM

📄 Reason for visit

This text will be input by the patient during scheduling.

Cancel appointment



Sandra Clark
Your doula • In-person

PENDING

📅 Wed, Mar 11th

🕒 2:30PM – 3:30PM

📍 Location

1234 Street Name, New York, NY 12345

📄 Reason for visit

This text will be input by the patient during scheduling.

Cancel appointment

AFTER

Upcoming appointment



Sandra Clark
Lactation consultant • Virtual

→

📅 Wed, Mar 11th

🕒 2:30PM – 3:30PM

⋮

Join appointment



Sandra Clark
Your doula • In-person

CONFIRMED

📅 Wed, Mar 11th

🕒 2:30PM – 3:30PM

📍 Location

1234 Street Name, New York, NY 12345

📄 Reason for visit

This text will be input by the patient during scheduling.

⋮

Reschedule

Cancel



Lactation consultant • Virtual

COMPLETED

📅 Wed, Mar 11th

🕒 2:30PM – 3:30PM

📄 Reason for visit

This text will be input by the patient during scheduling.

Schedule follow-up

Appointment cards

Problem

Our current appointment cards are indistinguishable from other cards, provide limited CTAs, and are an inefficient use of space.

Design changes

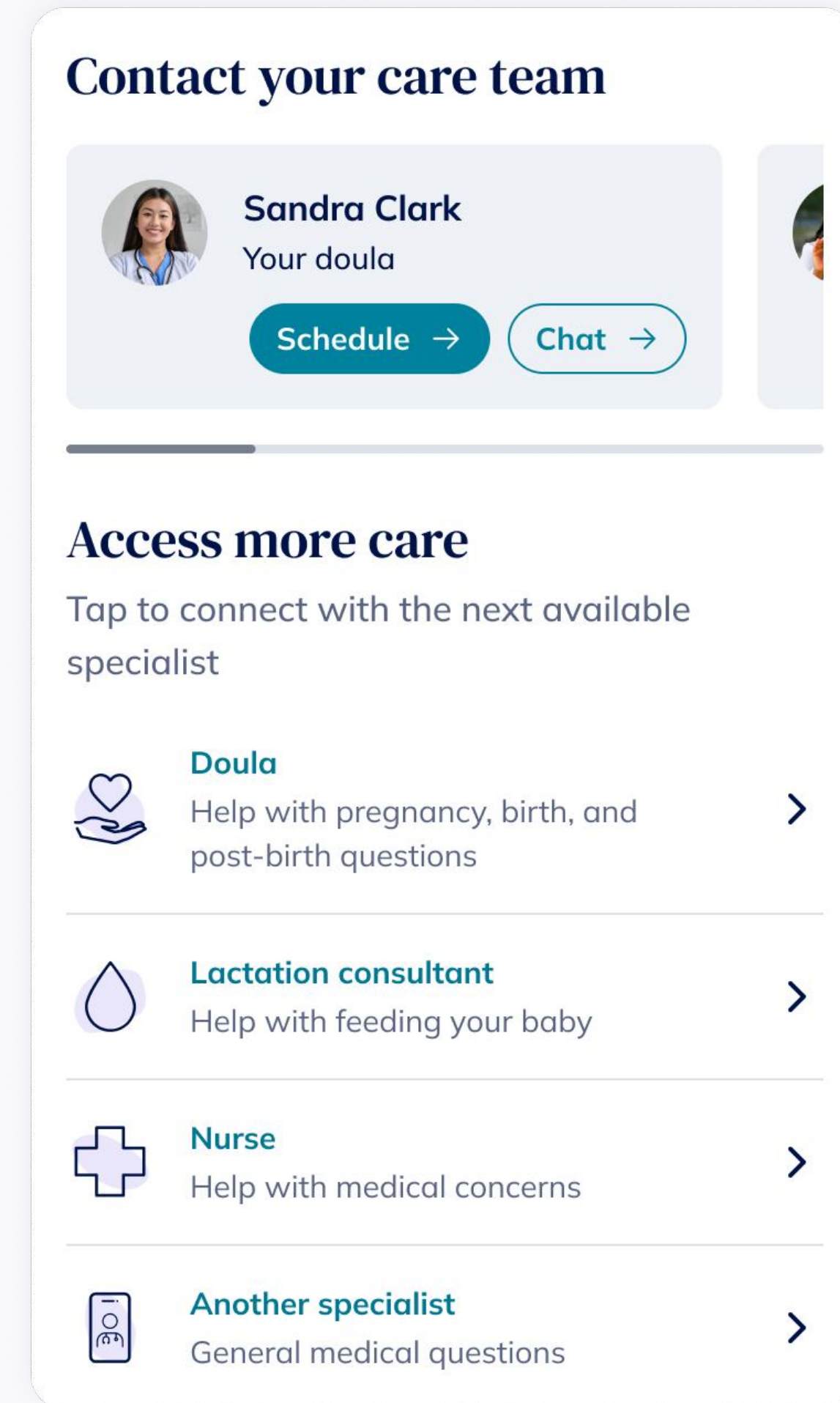
A new, compressed, variant of the appointment card specifically for the home screen. Expanded CTA options and a neutral palette reinforce that cards are primarily utilitarian.

Expected outcome

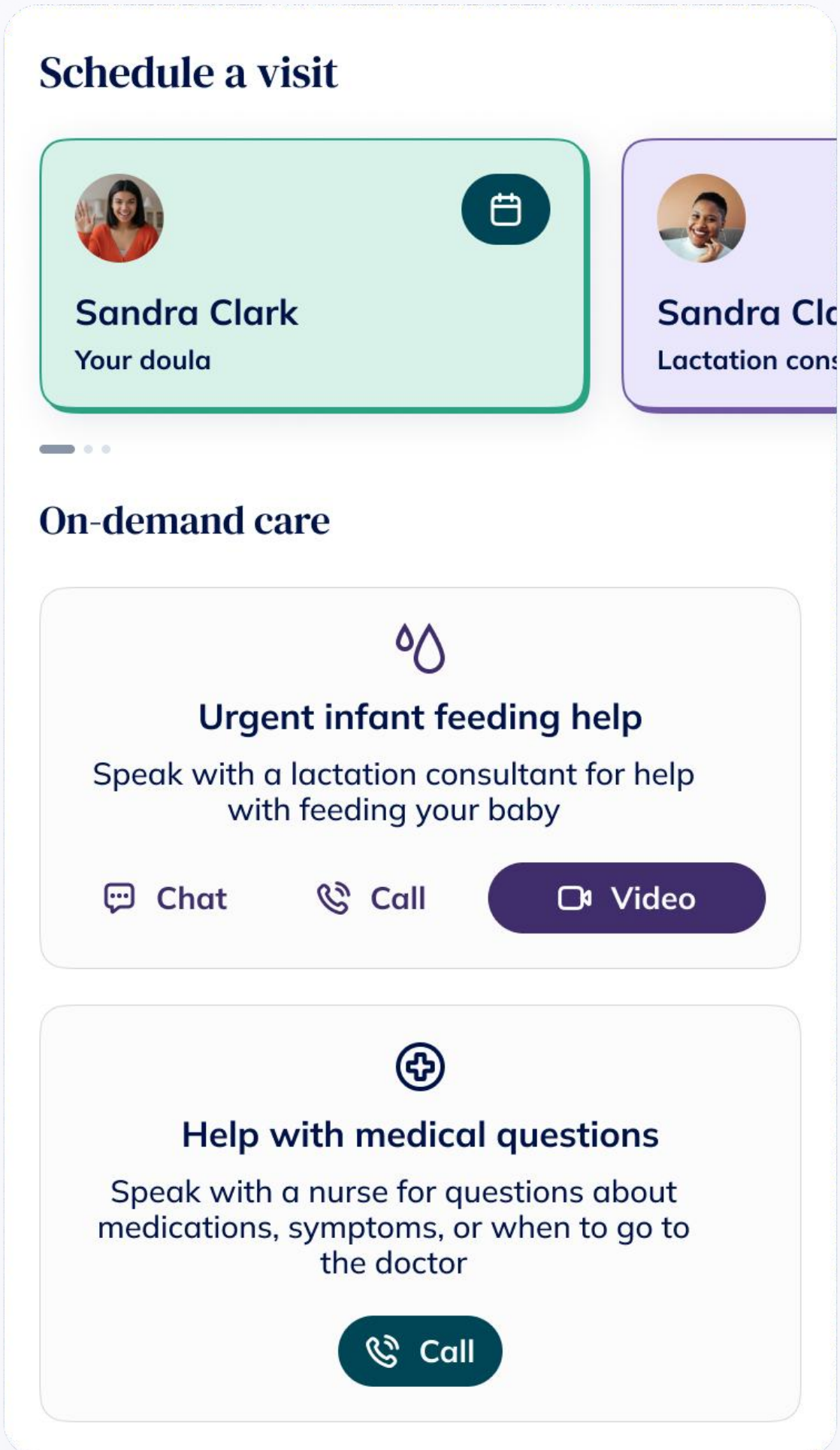
Users will be less likely to outright cancel an appointment



BEFORE



AFTER



Accessing care

Problem

Care options were ambiguous, hidden behind multiple taps, and absorbing too much screen space.

Design changes

A styling that both stands out and does a better job of conveying interactivity. Additionally, the stepped carousel is a more usable version of a carousel.

Defining the purpose and desired actions of each type of care helps clarify an otherwise confusing interaction.

Purpose-based language allows us to frame our services in the user’s own perspective.

Expected outcome

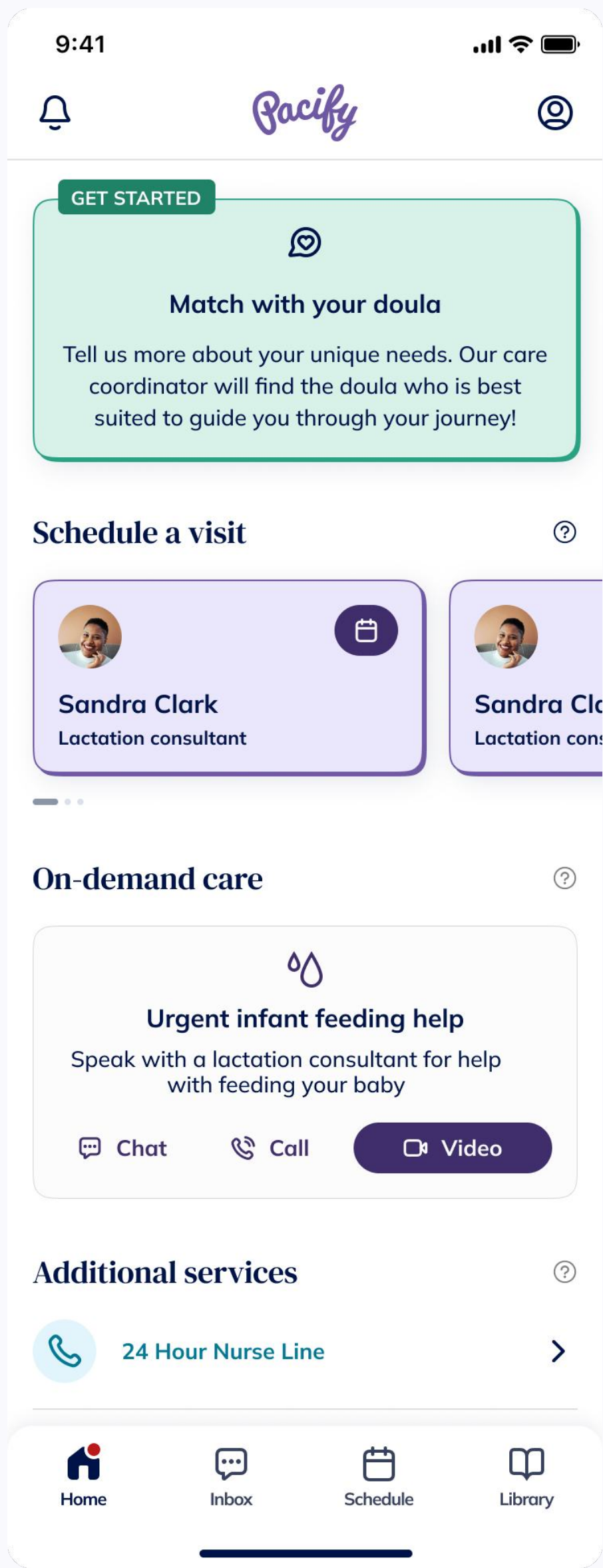
Higher engagement rates between users and their assigned providers, as well as an increase in the usage of on-demand services.



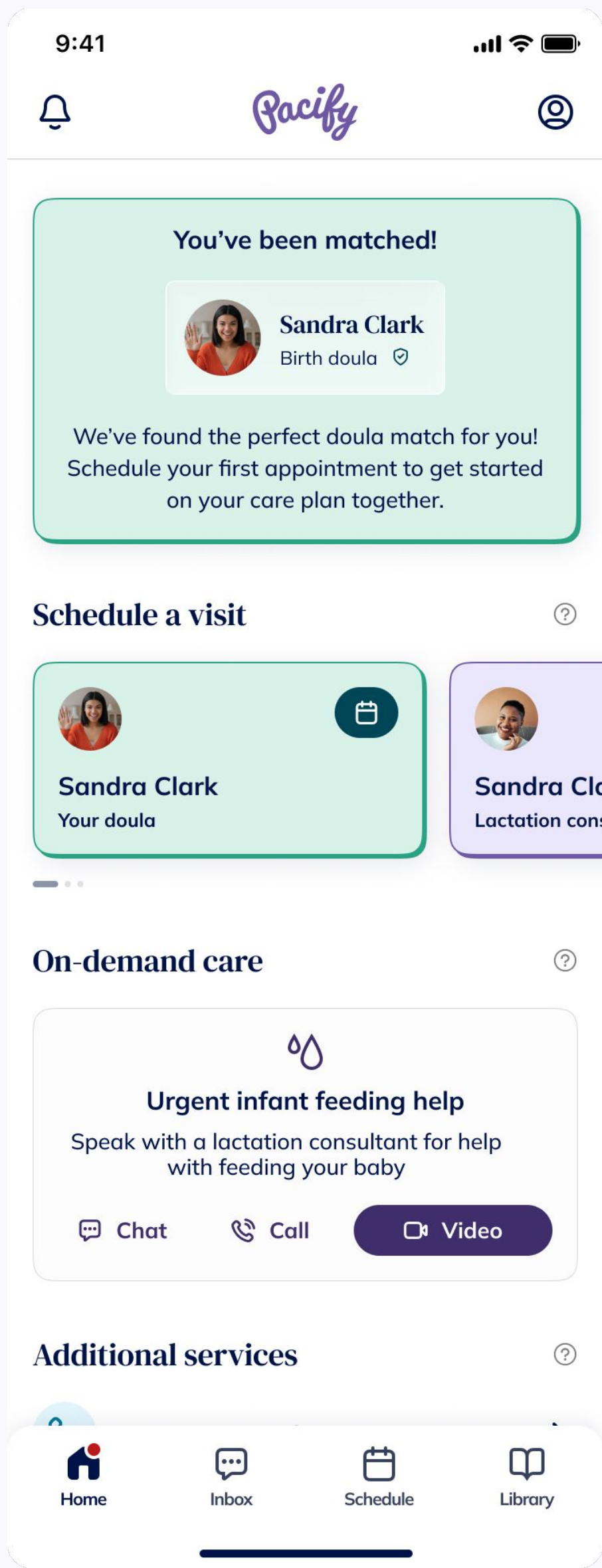
Bringing it all together...



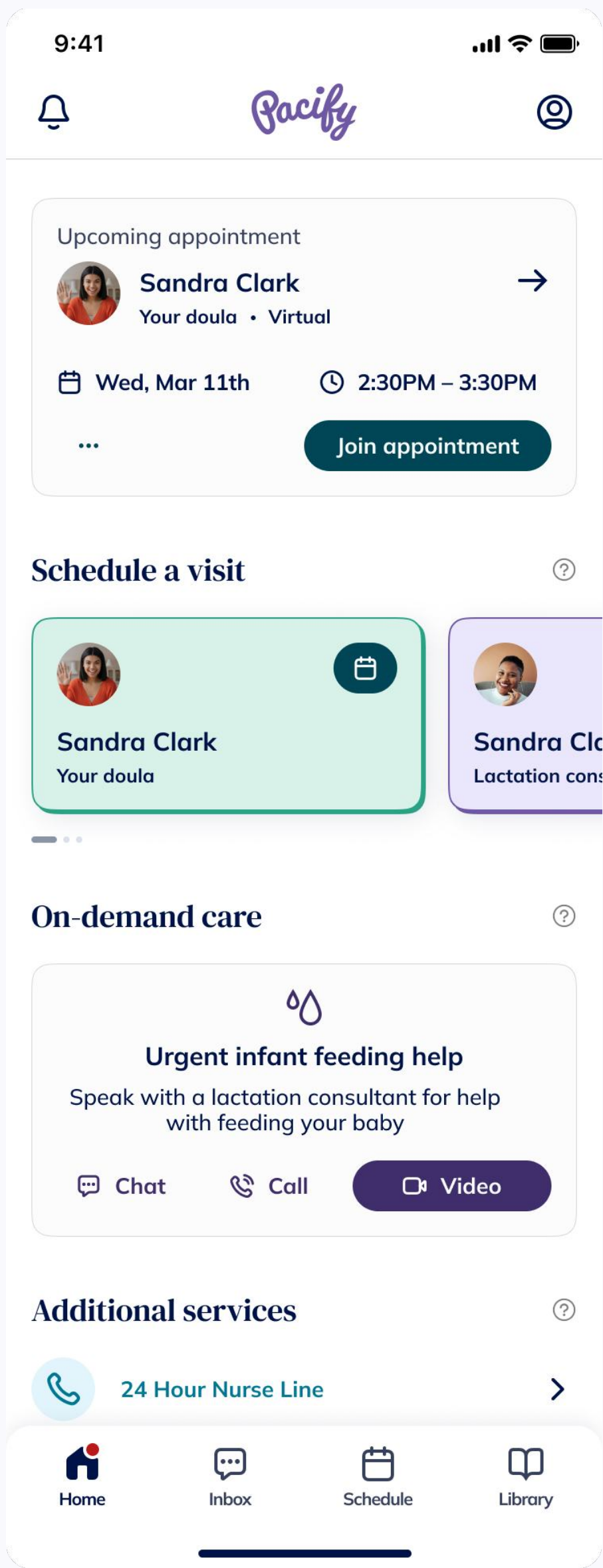
First time user – Doula & LC



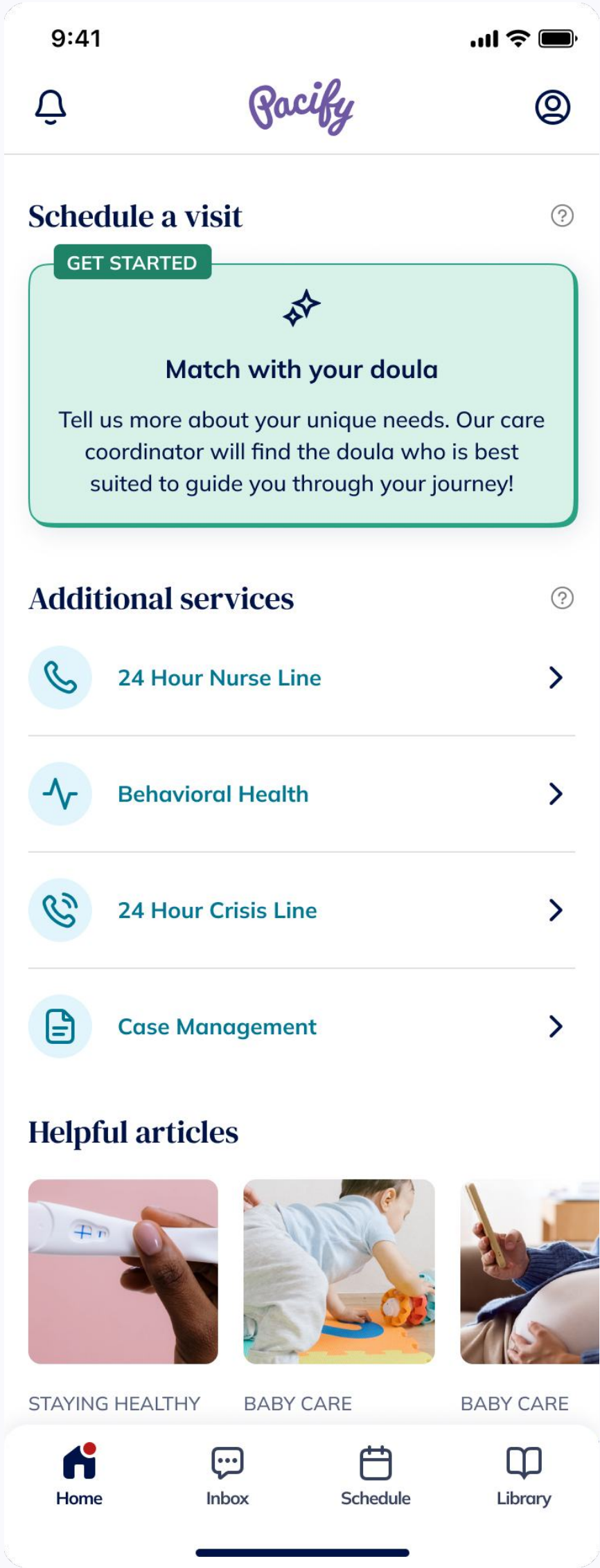
Paired doula



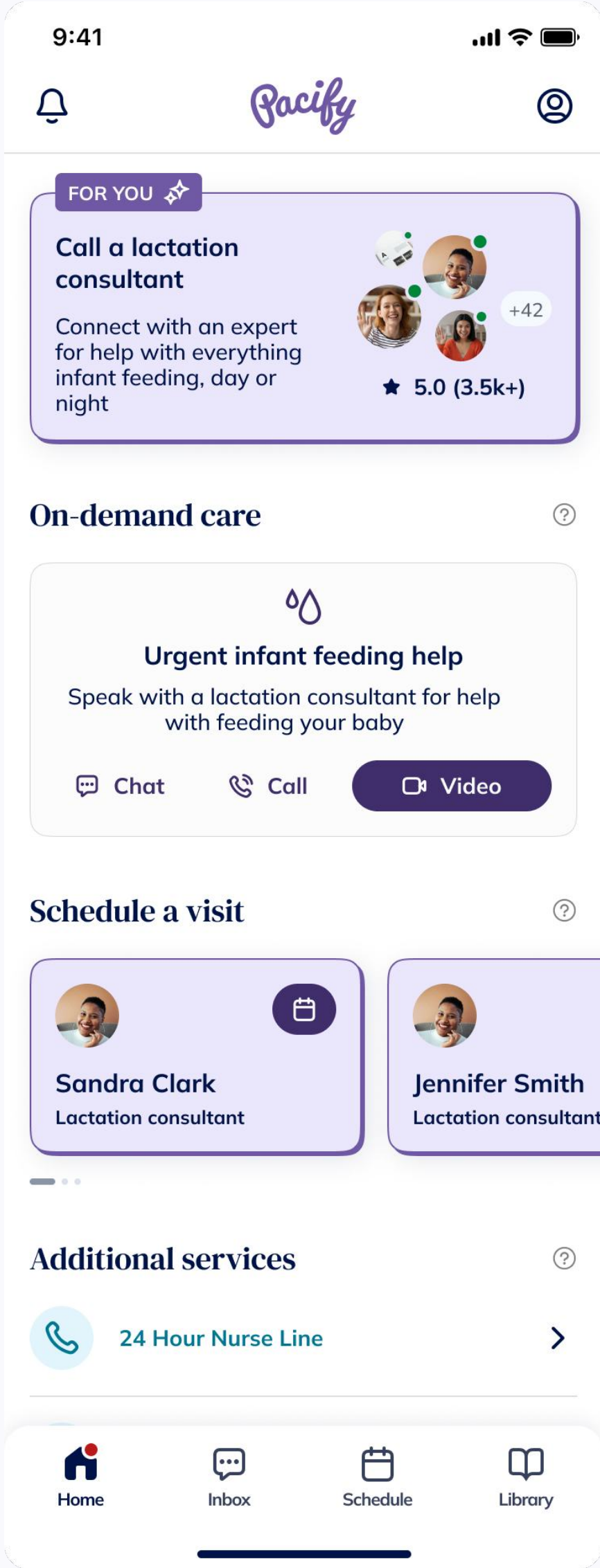
Upcoming appointment



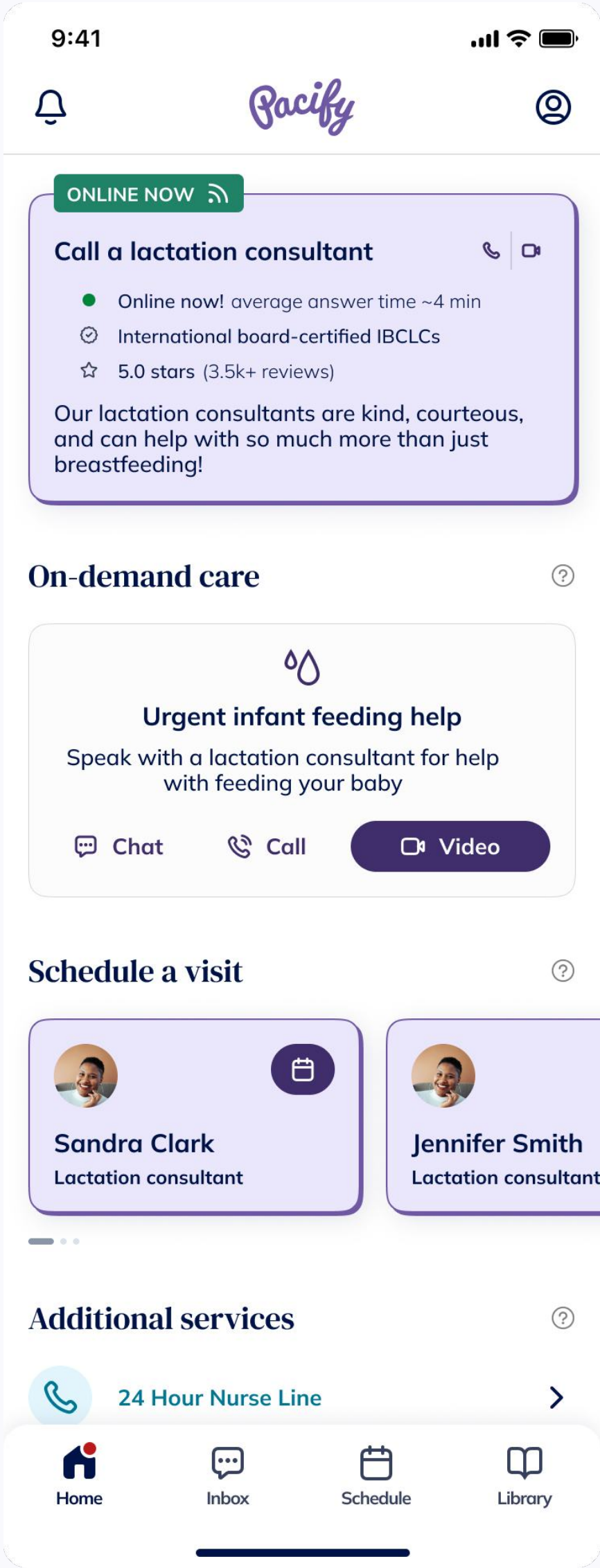
First time user – Min state, doula only



FTU – Min state lactation only



FTU – Min state lactation 2



Next steps





Q3 S3 7/28 - 8/8

Stakeholder

review

Sprint dedicated to capturing, reviewing, and addressing stakeholder feedback.

Q3 S4-S5 8/11 - 9/5

Development

Technical implementation and testing

Q3 S6 9/8 - 9/19

A/B Testing

New designs will first be rolled out to a fraction of users. These users will be compared to a baseline group in order to evaluate the effectiveness of each new feature.

Q3 SR 9/22 - 9/26

Release

Based on results, the most effective changes are committed to production for all users.

