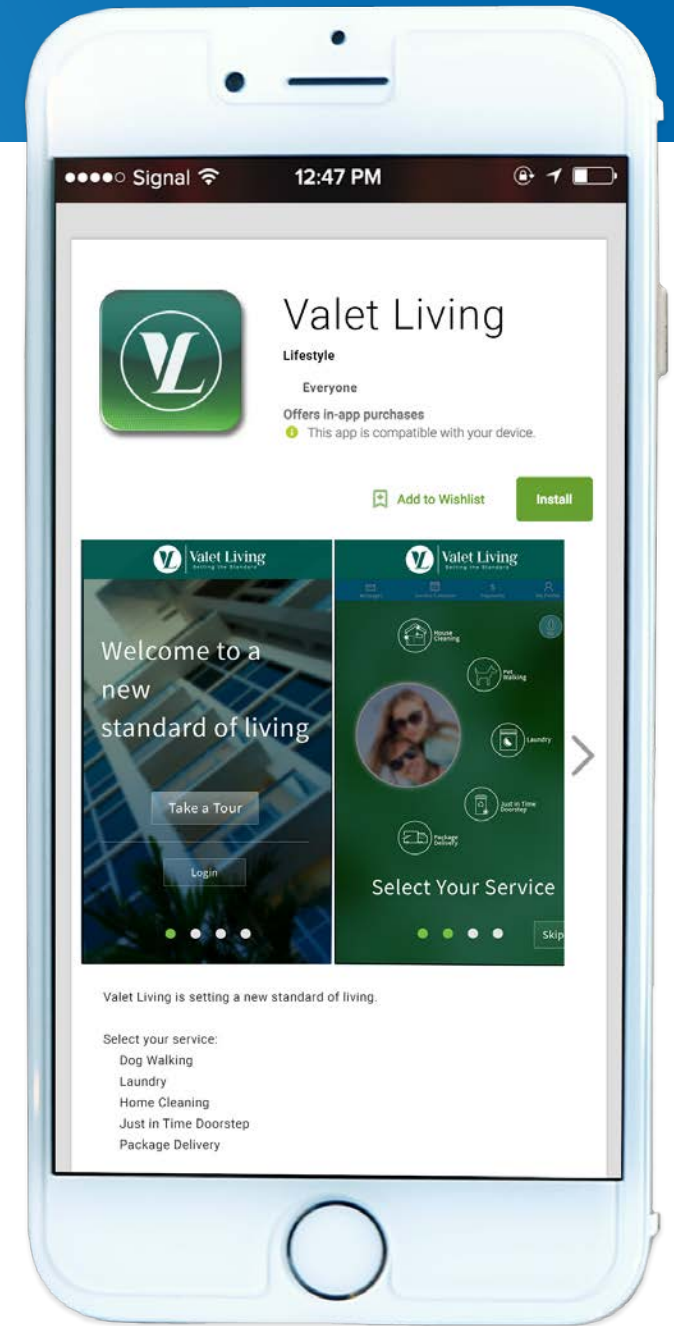


First Time User Experience

Creating a welcoming presence for the user

Downloading the Application

- Users will receive an invite email to download and use the application
- They will be able to screenshots and read a bit about the application



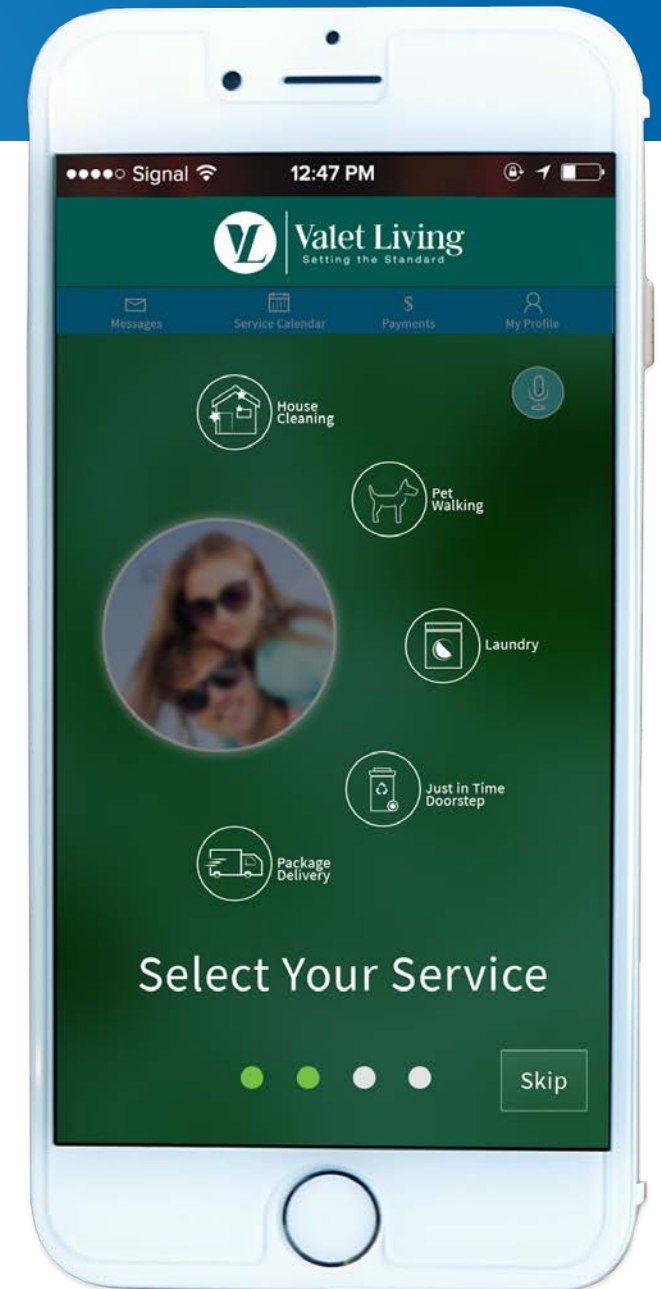
On-Boarding

- Inviting new users to explore an application first leads to an increase of up to 80% in the likelihood the user will sign up and use the application
- Uses Valet Living photography assets and slogan to align the user to brand loyalty and recognition
- Directed clean interface allows the user to not feel overwhelmed or pressured



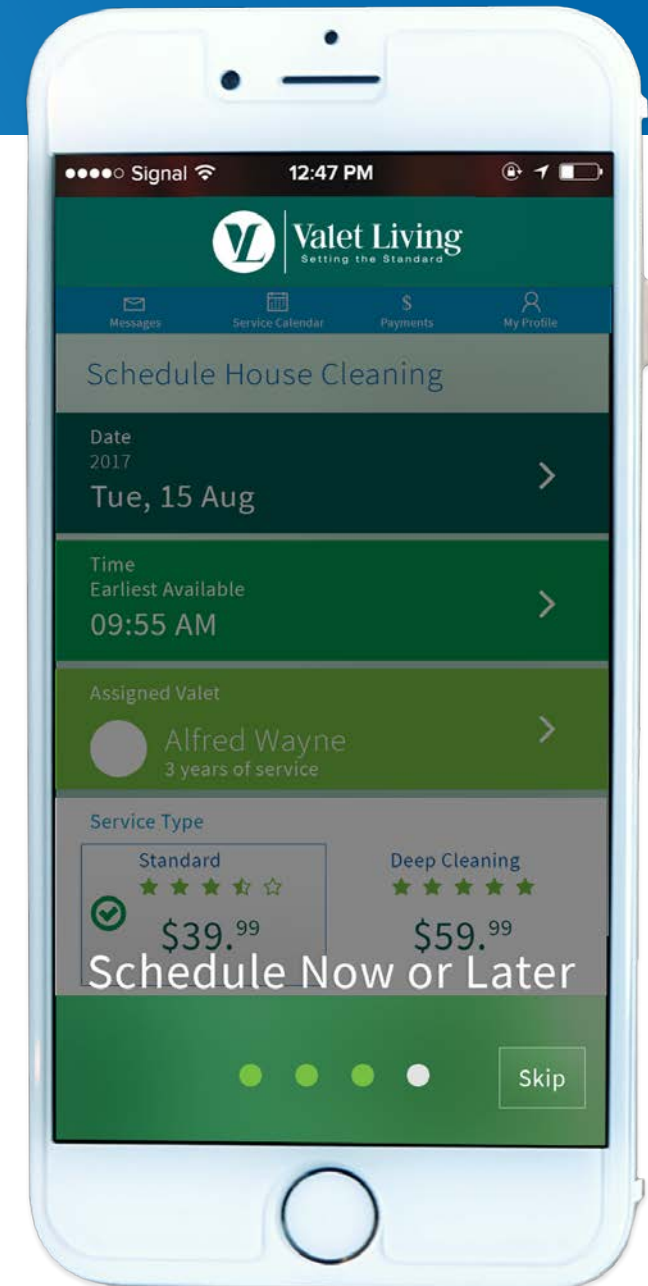
On-Boarding Walkthrough

- Highlights the services available
- Short sentence denotes ease and simplicity
- Progress bar and option to skip the on-boarding gives users options and an idea of length of on-boarding which can denote application simplicity or complexity



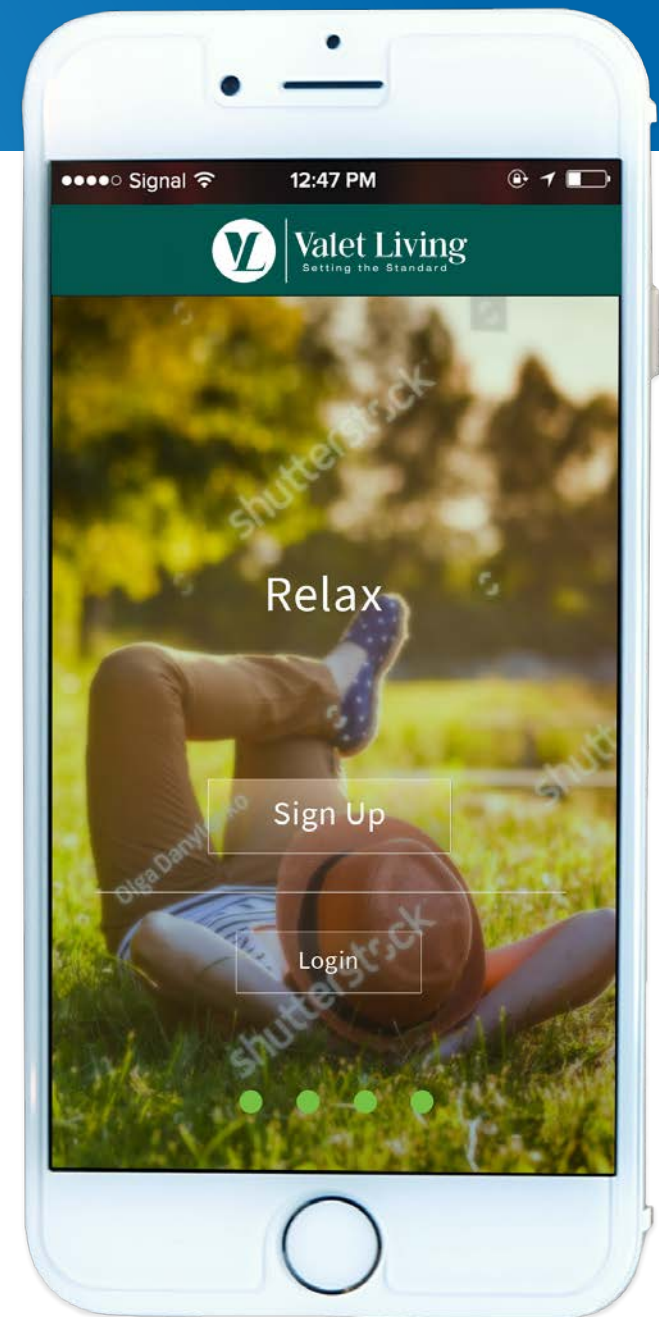
On-Boarding Walkthrough

- Demonstrates the one touch ease of ordering services
- Allows user to know that they can customize their service times
- Seeing the application in use helps with familiarity when the users do schedule their first service



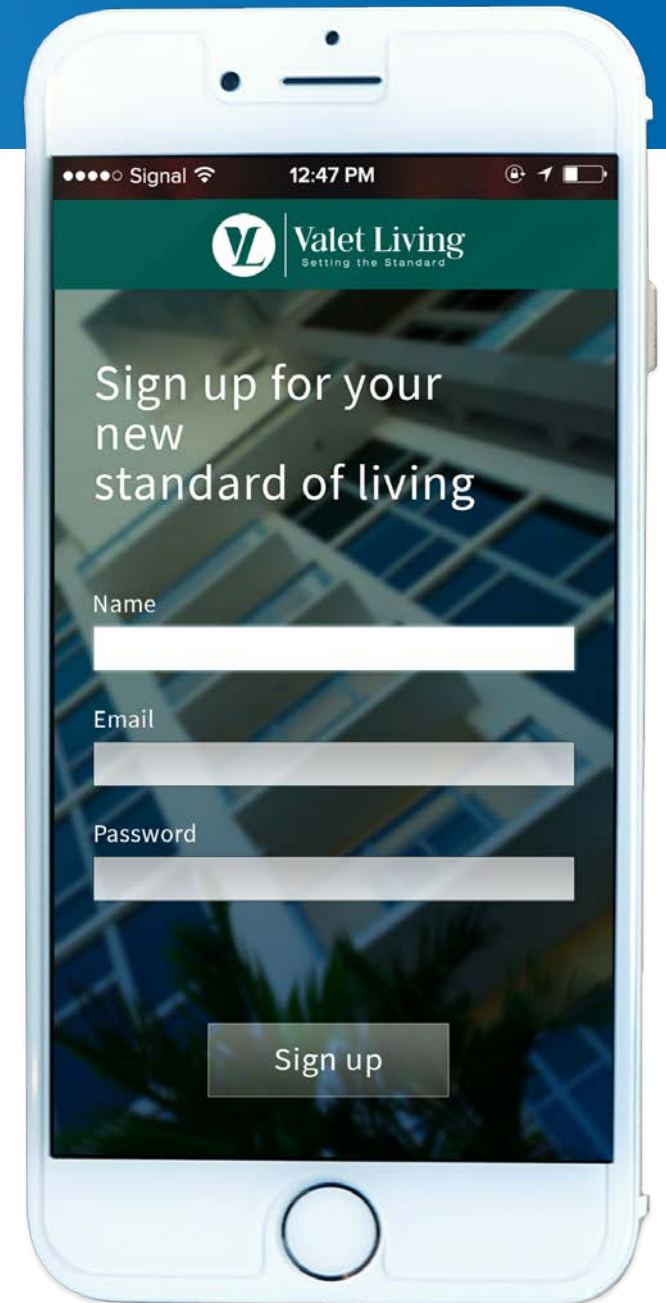
On-Boarding Finish

- The user is now more informed and can see themselves as part of the Valet Living story
- They can make a decision to Sign Up with confidence
- Glass button design allows the user to feel welcomed to the application than a traditional bright and large Sign Up button



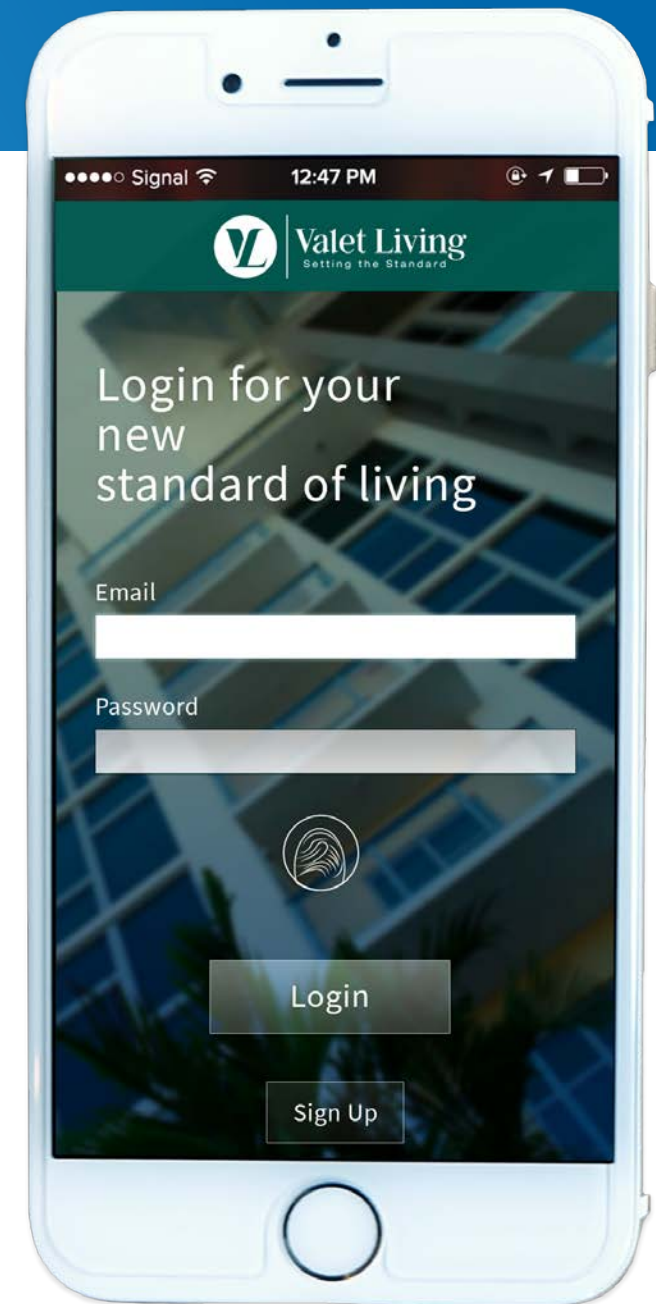
Sign Up

- Uses a warm greeting tied into Valet Living's tagline, this connects user to the brand
- Simplified Sign Up Form provides a better experience for users on their mobile devices



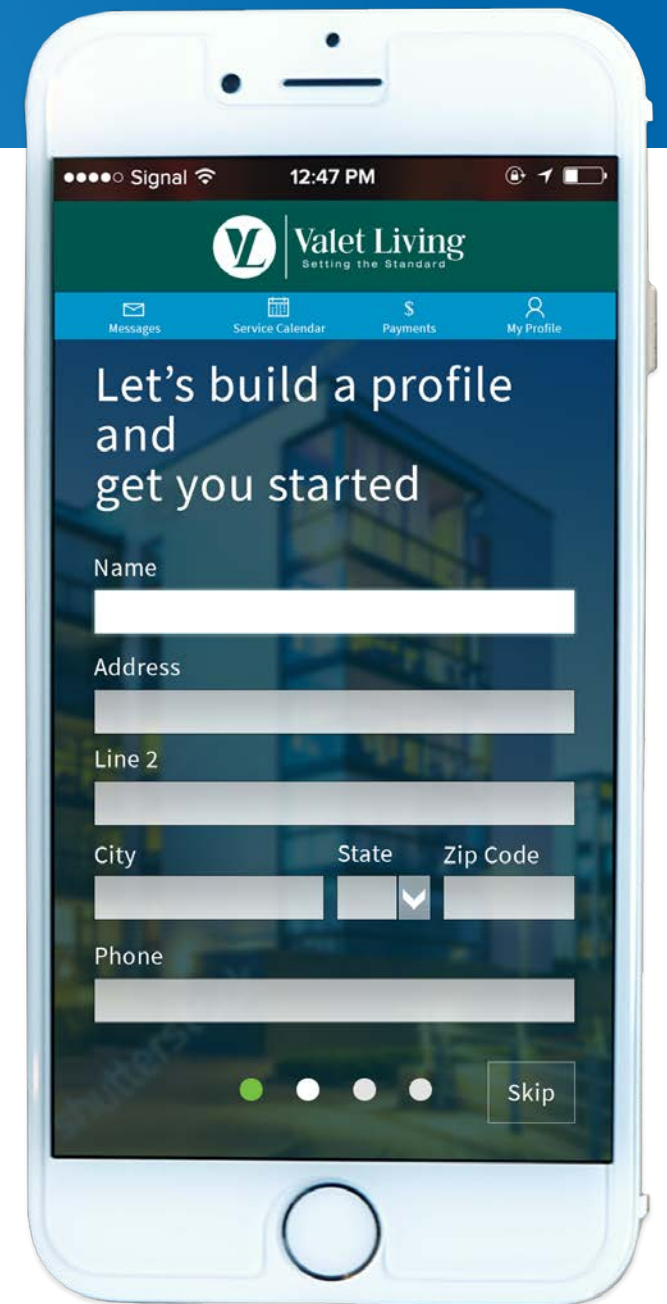
Login

- Similar feel as Sign Up but with enough differences to help users know they are not signing up
- Additional marker for biometric access so users do not have to type passwords
- Option to Sign Up if this is the first screen they came to



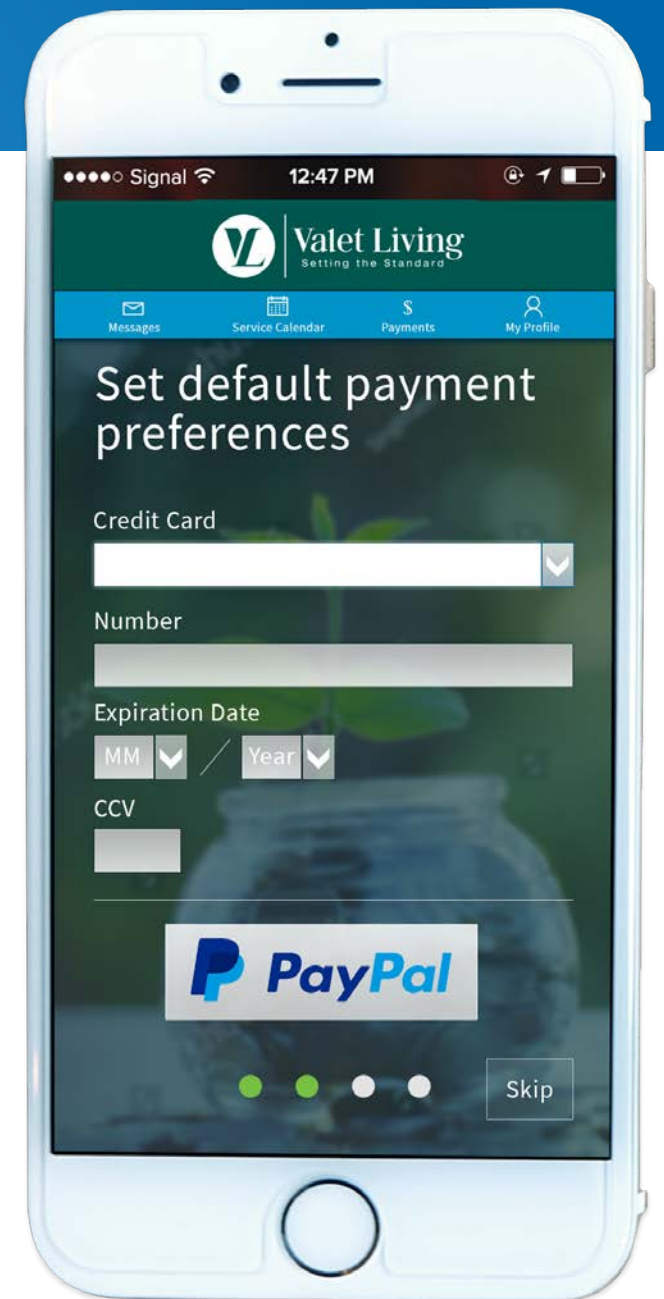
First time Login

- Using a simplified wizard format allows for shorter more directed screens
- This is designed to capture the most basic data needed to get the user to order their first service as quickly as possible
- User can Skip the profile builder if they choose and giving flexibility to a user eases them into using a new service



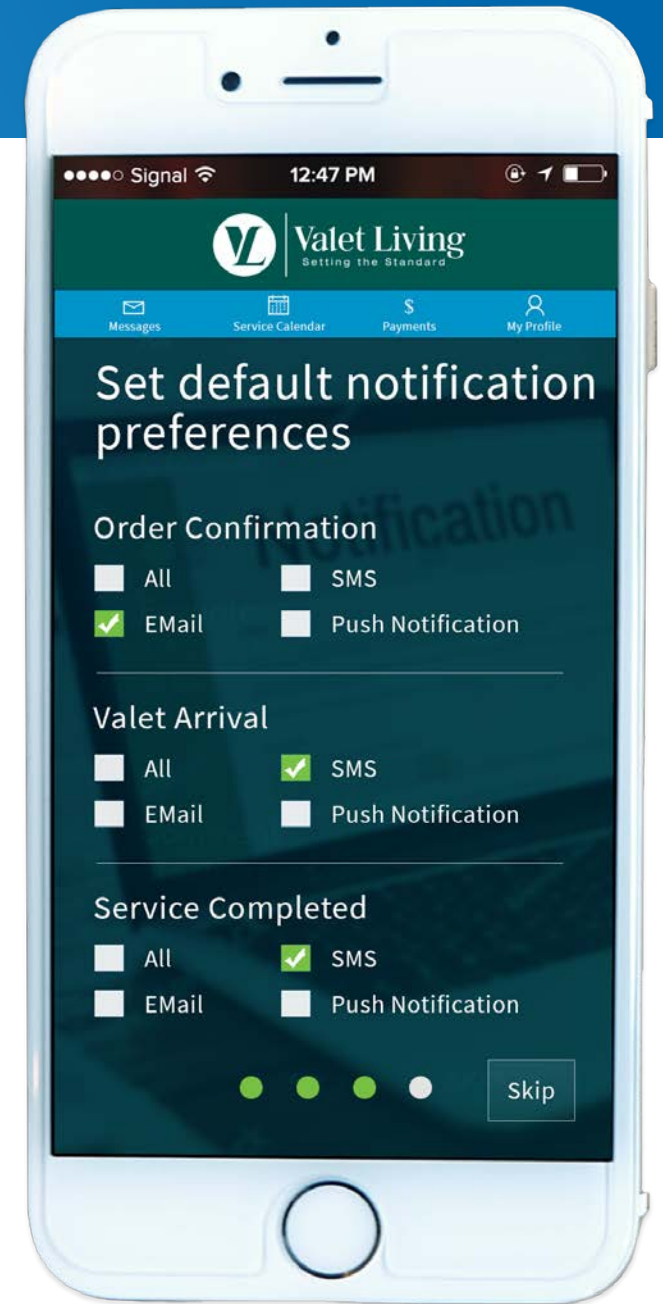
First Time Login – Profile Builder

- As with other service apps, users know they have to put in payment information. Placing it in the profile builder allows the user to not worry about it later.
- The most common are Credit Card and PayPal, so they will be displayed first
- If the user isn't comfortable with payment information at this point, they can skip this step and continue



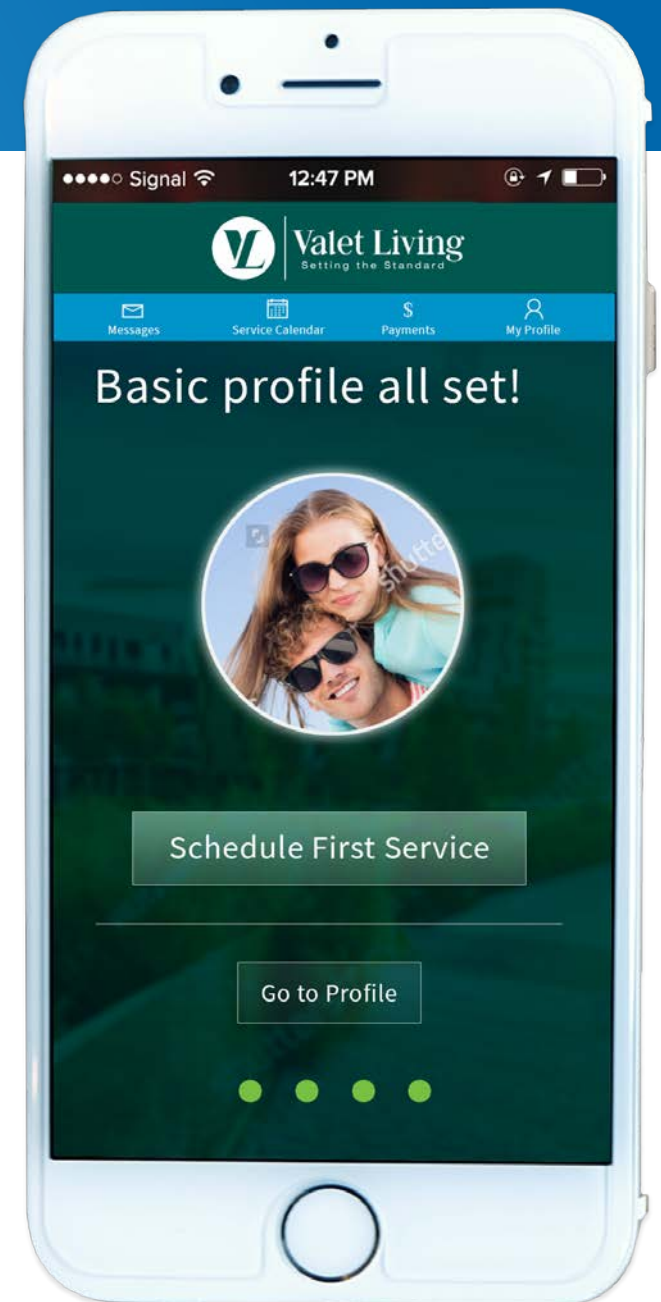
First Time Login - Profile Builder

- Most commonly used notifications will be pre-checked
- User has the option to set as many or as few notifications as they wish
- This allows for “opt in” experience which is traditionally a better for the user



First Time Login – Profile Builder

- If the user has uploaded a profile image it will load here, indicating to the user that they are all set
- To keep the user engaged the application invites the user to now schedule their first service
- If the user wants to add more profile information they can easily do as such from this screen



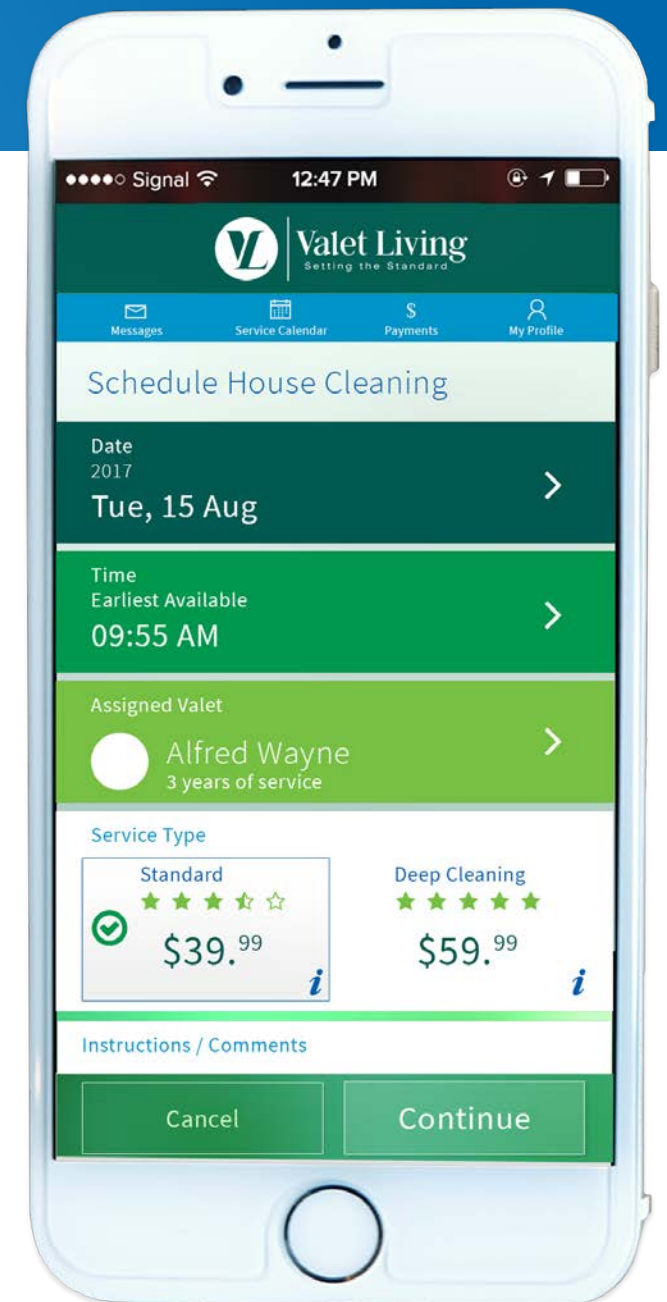
Home Screen

- Since the user has gone through on-boarding and profile set up they will see the Home screen they already have familiarity with
- The secondary (blue bar) navigation uses Priority Plus navigation scheme which usability testing shows to be more effective than traditional hidden menus
- Microphone icon will allow for voice ordering, this way a user can schedule service hands free
- The Home screen and subsequent screens will use micro interactions to provide real time feedback to the user that when they tap the system is working



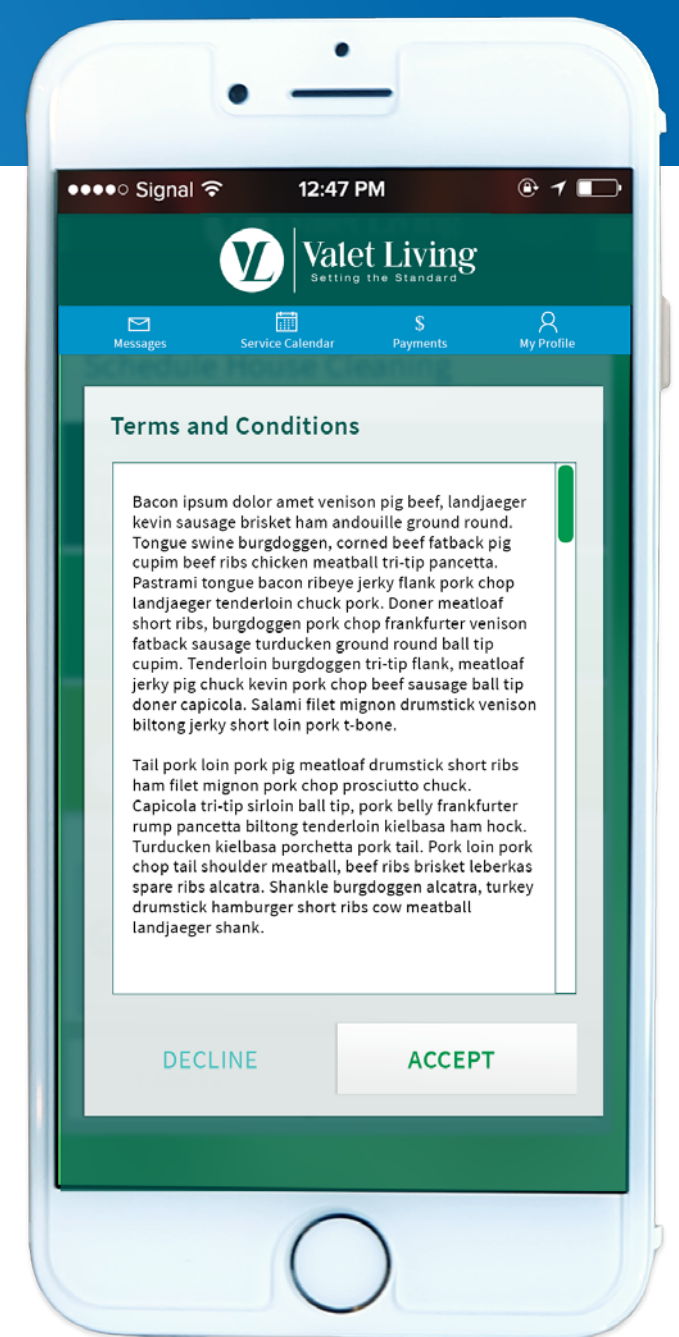
Scheduling Screen

- People on mobile devices are likely on the go and don't want to navigate through a pile of options. Here we alleviate the pain with the "ASAP" assumption.
- Large fonts and colorful bands give quick visual identification to the information and provide visual relief
- Additional information about services or instructions can be easily accessed without scrolling down to know they are there



Terms and Conditions

- Required for legal reasons the Terms and Conditions will ease in to avoid the visceral impact of a “pop up” that a user may experience
- This format will also be applied for other times the application may have a notification or a need to interrupt the user with a sense of urgency



Confirmation

- At quick glance the user knows their scheduling was successful
- They have an option to save this as a recurring service
- After the first scheduled service a personalized email will go the user welcoming them to their service and open a dialogue with Valet Living

