Participants	**Calculator P1:** *Find out your due date by inputting menstruation day*	**Calculator P2:** *Input the due date yourself*	**WEEK 10_V1** *On the Weekly Calendar, find WEEK – 10, then learn about Mum and then about Baby*	**WEEK 10_V2** *On the Weekly Calendar, find WEEK – 10, then learn more about the Baby, then learn about Mum and go back to Calendar*	**WEEK 10_V3** *On WEEK – 10 learn more about the Baby, then learn about Mum and go back to Calendar*
SUMMARY	All completed But some did not understand the menstruation date path	All completed	X 4 out of 6 did not complete Reason: the side bar – users thought it was a vertical scroll sign. Only one person clicked/swiped to open it	★ All completed – fastest Reason: It was the easiest for users to understand it. The Nav bar iamges were emotional appealing and positive	★All completed Users found it was more accessable, open info All understood scrolled down vertically and found the info cards On this page users were able to understand that the fruits represent baby size and the weight and height were more visible
Begaiym, female, no kids, 26, employed, Bishkek	Completed	Completed	X She hated this version: 1) it required many clicks in order to open and read info, 2) the side bar looked like a vertical scroll suggestion (on main baby image page), 3) no Go Back arrow X On Baby image page: The user was confused what the Info icons stood for, then figured out playing with them X Calendar: She did not understand how she got there from the baby image page See more button was easy to understand. X She clicked but expected to see open information with details about the week. The design suggested her	★Completed fastest Clicked on the calendar at Nav bar Then on baby at Nav bar Then on the Mum at Nav bar ★Commented: All is clear here due to the Nav bar – much easier – visuals are more catchy, positive and the images draw in more emotional attention to the baby and the mum info X Calendar page: She did not understand that she is at the calendar page (need to mark at the Nav what page a user is at) X She expected seeing a detailed info open after clicking on See More. The baby image with info icons required clicking each in order to read.	★ Completed Scrolled vertically down and found baby info and mum info ★Only in this version she understood that the fruits stand for baby size Suggested to put ‘scroll down’ arrow or sign under the image ★Understood that how switch the next week with the button veggies on the sides. X Did not notice the weeks number at the top X Trimester info was not clear for – he thought that the 30 weeks to go means that at the 2nd trimenster the 30ieth week starts

			to click on the Info icons above the baby image to read info + to drag in the side bar Somehow, by clicking she found the side bar with baby and mum info. X She thought that the side bar is a vertical bar. X She thought that the fruits on the Weekly cards are nutrition intake recommendations or just for décor		Suggested to include an orange line to indicate that the baby, mum, useful cards are clickable X The nav icons look serious and strict – not enough happy and emotional for pregnancy app emotional X The nav bar orange color catch too much attention and compete with the rest of the content on the page She would prefer the Nav bar disappear – she can hide it by swiping it down or bring it back
Artem, male, no kids, potential father, 32, employed, Bishkek			Completed successfully, but slower Weekly cards: Was easy to understand to scroll horizontally. Was suprised that baby grows so quickly X Did not understand some of the fruits Info icon on the image – undestood without a problem that they contain info Also clicked on the icons (Useful) at the Nav bar to learn more (they did not contain the info he was asked to find) X Commented it was not very intutuitive how to use it – suggest to make it a swipe	★ Completed successfully – fastest Same with cards, he clicked on the baby and mum bar X On Mum page: He thought that the texts contain exercise info due to the imagery above the texts X Weekly cards: user might get confused if non of the cards are fully centralized while scrolling, then which week would open for the Baby or Mum?	★ Completed successfully Was able to find baby info And mum Wanted to click on the numbers at the top to switch weeks

			X Suggested to decrease the clicking quantity X Commendted: too long path to get to the mum and baby pages + they are not easily accessable from any page.		
Nazgul Female, no kids, 26, employed, Bishkek	Completed with slowness	Completed with slowness	X Could not complete X She clicked on useful at Nav bar to learn about the baby and mum X Wanted to scroll vertically all the time. Was at discomfort as she could not understand how to open more info On info icon on the image Cliked on the calendar at Nav bar Was not hard to understand horizontal bar on the calendar X It took her time to undersand wthe fruits repsent the size, she had to scroll back and forth to analyze On calendar: clicked on see more. Easily understood that see more takes to the learn more X On image baby: thought that the side bar means vertical scroll Thought the big baby image is not cute	★Completed fast Was easier due to the imagery at Nav bar – accessible for her, emotionally appealed to the images. Easily found Baby Learn more and Mum info. The numbers bar at the top felt as duplication – as she can quickly scroll through the calendar cards X Did not like the info icons on the baby image X To go back from Mum page, looked for GO BACK arrow (which lacks) - did not really understand that going back to the main page is – CALENDAR icon at Nav bar X Wondered if the orange line at the bottom stood for scrolling down the page Found the weekly cards easy and engaging and easy to see the progress fast due to the image – preferred this more than the numbers scrolling Expected and would be interested to see content on:	★ Completed Liked less than the 2nd, due to imagery, The nav bar was too simple and serious for her, looked as in any other app – the nav bar icons make the app looks like a business app Go back arrow was helpful Your body completed Clicked on useful at Nav bar Switch the weeks – clicked on the round week switches The text about the size apricot on the main page helped her to understand what the fruits stood for. Liked the fruit comparison and wanted to see more on the other week page First clicked on the numbers to switch the week X but preferred to see the numbers under the image – so that it is better visible and accessible with a thumbnail swipe Wanted to see accounts – wanted to create her own account – write her

			X Clicked on each icon on the Nav to learn about baby and mum – could not find the tasked info. She though it is on USEFUL icon	- Info to be able to share and explain her partner about the changes in her baby - Also if sexual intercourse is safe during pregnancy - App partnership info at the NAV bar - On mum's page she wanted to see Lifehacks for pregnant women - On useful page: about her health and how it will change, how she will feel each trimester - how her body is visually changing each week – how her body is progressing with the size - Also wanted to see nutrition info, was not sure how much she should be eating and what - Advises post-pregnancy recovery, how to get rid of her belly, vitamin intakes without harming her milk - Childbirth rupture cases X Baby page mentioned – the baby icons images do not match with the content – preferred that they match so that it is easier to understand and imagine the baby development On Mum nav icon – clicked and thought it was about what is recommended for mum Expected medical info on the USEFUL Nav bar – due to the doctor image	name – and save the info so that it is always available for her FEATURE: I would like to be able to take notes about the new thing I learned and notes doctor visits FEATURE: want to be able to save the info within the app (ex instagram)

Salkyn , Female, 2 kids, 34, employed, Bishkek	Completed	Completed	X Could not complete: The side bar she thought is a vertical scroll bar Played with other icons at the nav bar X Did not understand what the Info icons on the baby image stands for X Thought that vegetable stands for a recommended to eat Was not hard to understand how to scroll the cards FEATURE: Wanted to type her questions – feelings for the moment and get an online consultation via text - chat bots Trimester bar – found useful Wanted to be able to slide horizontally on the pages	★ Completed very fast Found it more visible, but liked the V3 more, more X Wanted to go back with arrow X Did not understand that the veggies are for size Said she would clicked on the numbers to change the week page	★Completed successful Found it easier and better structured info Liked that all the info is available on one page as a Dashboard – does not require to many clicks and going back and forth Said she would clicked on the numbers to change the week page
Nazgul E Female, 4 kids, 40, employed, Bishkek	★ Completed	★ Completed	X Did not see the side bar X Clicked on Useful (on Nav bar) to read about Baby and Mum	★ Successfully completed, was easy and quick to complete the task due to the Nav bar On Mum page: Expected to see vitamins and pills recommendations On Calendar cards: To change weeks, first clicked on the week numbers rather than on the Week cards On Mum page: Liked the trimester info	★ Successfully completed, only here the height and weight info caught the user's attention. She commented this version as the easiest for her

Meerim Female, no kids, 34, employed, Bishkek	★ Completed the task by: inputting her menstruation date	★ Completed Could not see or understand the button on the PROCEED TO WEEK 10	Summary: the user could not complete the task, as she did not see the side drag in info. ★Week 10: See more Clicked on Useful (on Nav bar) to read about Baby and Mum On Calendar cards: To change weeks, first clicked on the week numbers rather than on the Week cards X She could not see the side drag in bar X Calendar cards: She thought the vegetables mean recommendations to eat during pregnancy X Did not understand what Info icon stood for, suggested to put numbers instead	Summary: It was easier and quicker for a user to find the relevant info through the Nav bar. The Nav was clearer and was available from any page. ★Proceeded to see Mum through nav bar ★ Proceeded to see Baby through nav bar ★Was able to come back to the calendar through nav bar On Baby main page: Liked the info pop up when clicked on the image icons (info) On Baby page: liked the main baby image an clicked to enlarge On the Baby page: Said a lot of text to read, but she would read on week-ends (FEATURE save) On Calendar page: liked the interaction (horizontal scrolling) with the calendar cards X Liked the pop-up texts on the Baby image, but did not immediately understand what icons are meant for. Suggestion to keep these texts as short as possible X Did not understand the trimester bar X Did not understand that the hamburger icon at the top is meant for menu X Wanted to click on the color line at the bottom, expected a pop up info there	Summary: The Nav bar felt less interactive, as the tasked Baby and Mum info was on the main page. ★Proceeded to see Your body through the main page cards ★Proceeded to see Your baby through the main page cards ★Was able to come back to the calendar through nav bar On Baby page: Wanted to click on the baby image to enlarge X The page design felt too active for her X Did not understand what the trimester bar was meant for