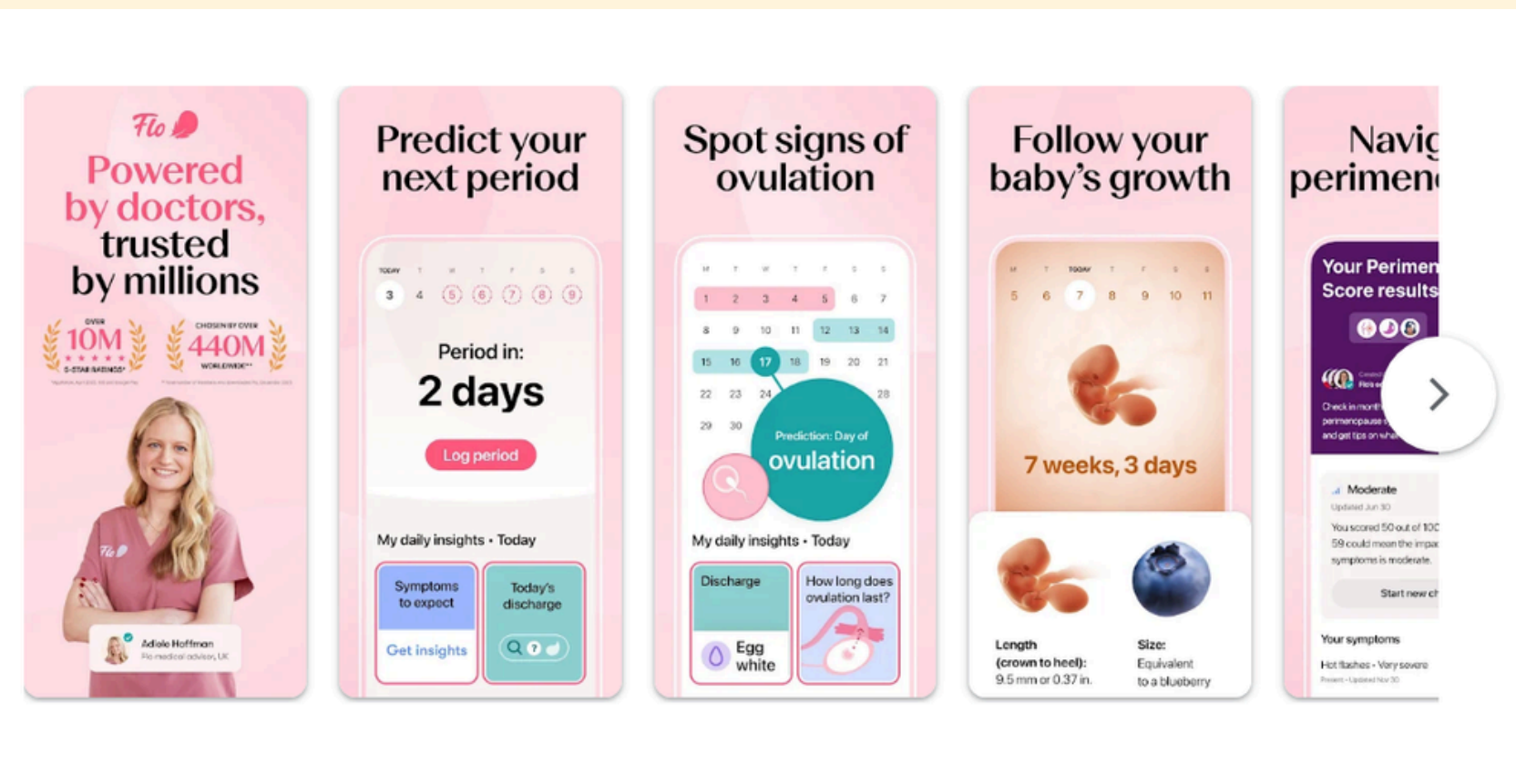


Flo Onboarding Teardown: Balancing Growth, Trust & Friction





Ratings and reviews →

Ratings and reviews are verified ⓘ

📱 Phone ⌚ Watch 💻 Chromebook 📺 Tablet

4.7

★★★★★

4.8M reviews

Rating	Count (approx.)
5	4.8M
4	0.2M
3	0.05M
2	0.02M
1	0.01M

Kat Moore

September 23, 2025

Great app for adults. There's a lot of explicit material that goes beyond simply educational content, so I wouldn't feel comfortable with my daughters using the app until they were much older. Also, even if you use the same log in, changing phones will cause all your data to disappear!!!! I was devastated to say the least when my app showed I was logged in but all my menstrual history was gone on my new phone. Be warned!

148 people found this review helpful

⋮

Flo Ovulation & Period Tracker

About this app

Welcome to Flo! The world's leading period, pregnancy, and cycle tracker. Join over 430 million members who use Flo as their go-to pregnancy & ovulation tracker & cycle calendar. With seven million five-star ratings, we're paving the way to better female healthcare by empowering people with periods to harness their body's signals.

Flo for Partners

Link your Flo account with your partner so they can see updates on your cycle and pregnancy. Period and fertile days predictions, we'll provide them with insights and actions they can take to support you better. Use Flo for Partners to maximize your connection when tracking your period, ovulation, or pregnancy.

There's more to tracking your period:

- Menstrual and Period Tracker: Understand symptoms like vaginal discharge and mood swings by tracking your period with Flo's ovulation and period calendar, developed in collaboration with over 100 health experts.
- Ovulation & Fertility Window Tracker: Understand your fertile cycle and benefit from expert insights, tailored content, and information about conception and fertility.
- Women's Health Tracker: This is a calendar for your cycle, ovulation, weight, water intake, physical activity, and mood. Track your symptoms to prepare for your period.
- Pregnancy Tracker App: Receive expert information for a healthy pregnancy and birth with Flo's pregnancy calendar.
- New! Flo supports perimenopause: Know what might be perimenopause and how to tune in to your body's changes. Get clarity on common perimenopause symptoms and what can help.

App Store Screenshots

Working – Clearly shows features → sets expectations

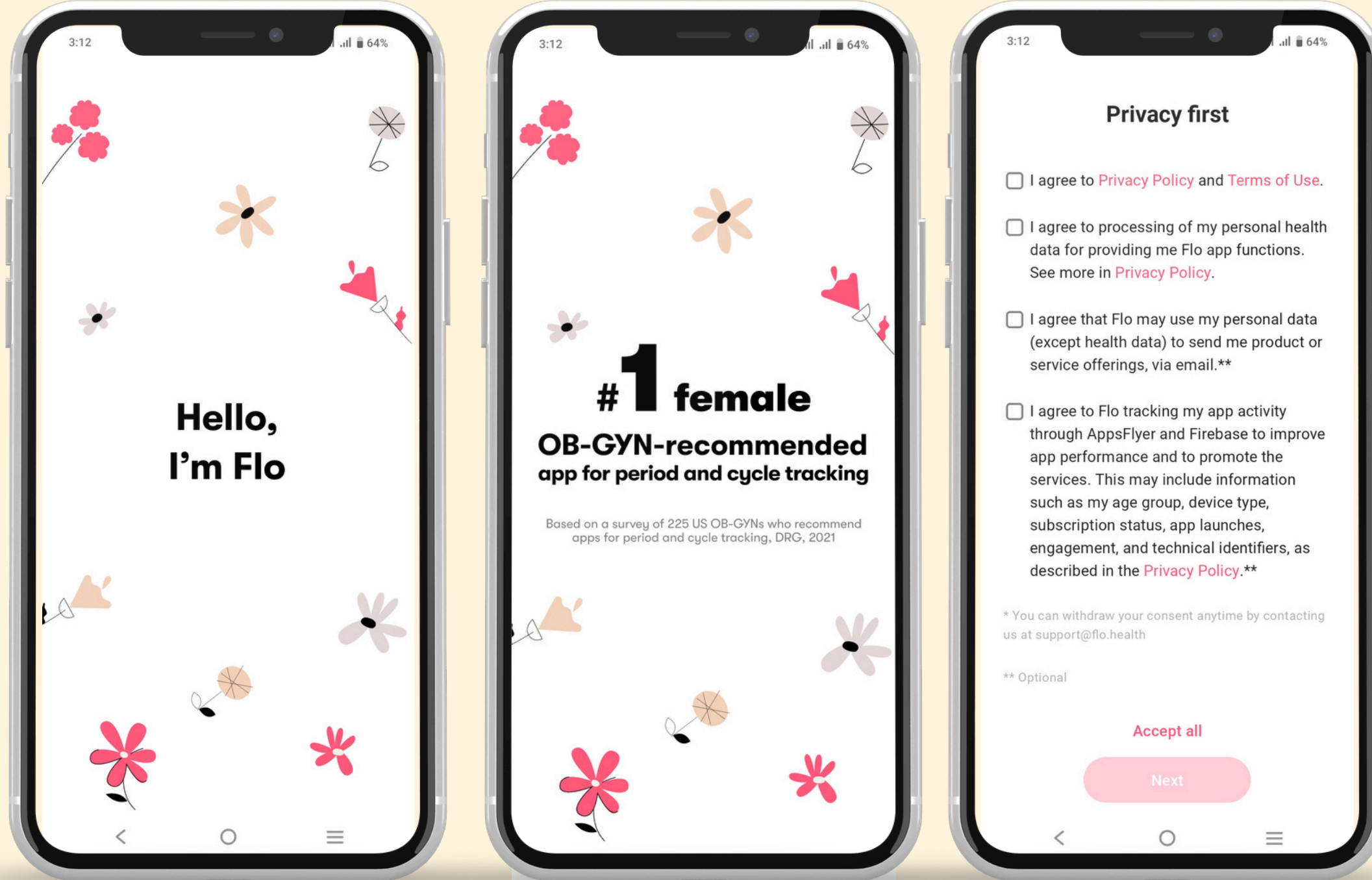
Ratings & Reviews

Working – High rating + volume builds strong trust

App Description

Working – Covers all features in detail

Too long → users may not read fully



**This onboarding isn't just about data.
It's about:**

- Identity
- Emotions
- Trust

And that's where things get interesting.



- Human tone → builds emotional connection
- Soft visuals → creates comfort & safety
- No actions → zero friction start
- Strong social proof + authority bias
- Clearly explains what the app does
- Builds trust before asking anything
- Transparent → increases trust
- Checkboxes → gives sense of control
- Builds safety before sensitive questions

3:13 64%

Are you using Flo for yourself?

Yes

No, I have a partner code

3:13 64%

When were you born?

Your cycle can change with age. Knowing it helps us make better predictions.

2003

2004

Select

2005

2006

← Skip

How did you find out about us?

Google Play or Google search

Friends or Family

Instagram or Facebook

TikTok

YouTube

TV or Streaming (e.g Hulu)

Influencer or Celebrity

Medical professional

Other

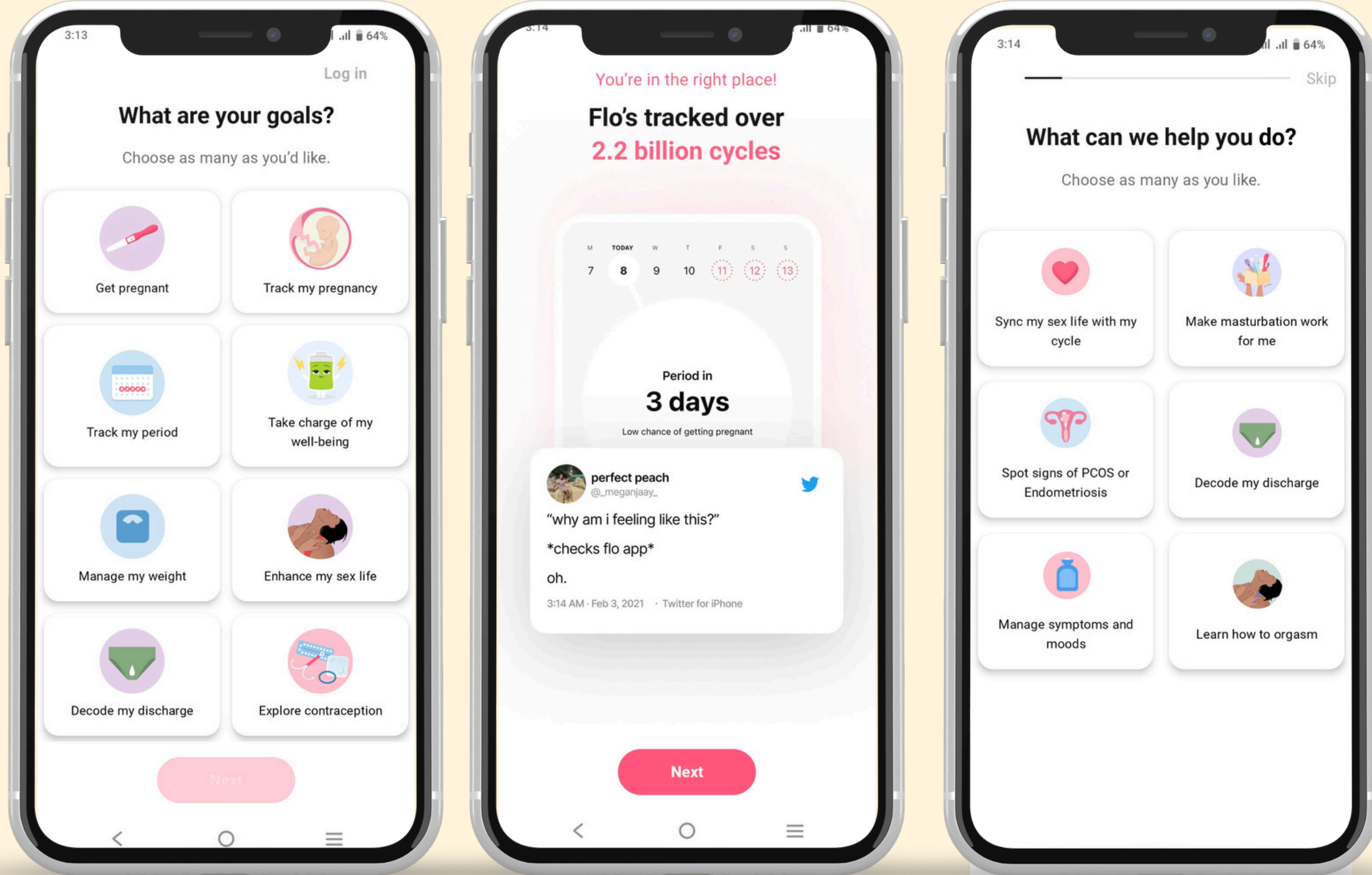
- Simple binary choice → low friction
- Sets context for future experience

- Clear utility → improves prediction accuracy
- Microcopy explains why → reduces resistance

- Irrelevant to user value
- Breaks onboarding momentum

1. **“I can even use this with my partner?”**
→ **happy + inclusive start**
Feels personal (Identity)
2. **“Okay, this helps them understand me better”**
Clear value → better predictions
3. **“Why are they asking this? How does this help me?”**
Feels irrelevant → breaks flow





1. **“So many options... what should I pick?”**
Slight overwhelm (too many choices)
2. **“Okay wow, a lot of people trust this”**
Strong trust + reassurance (social proof)
3. **“Again choices... not sure what’s best for me”**
No guidance → confusion

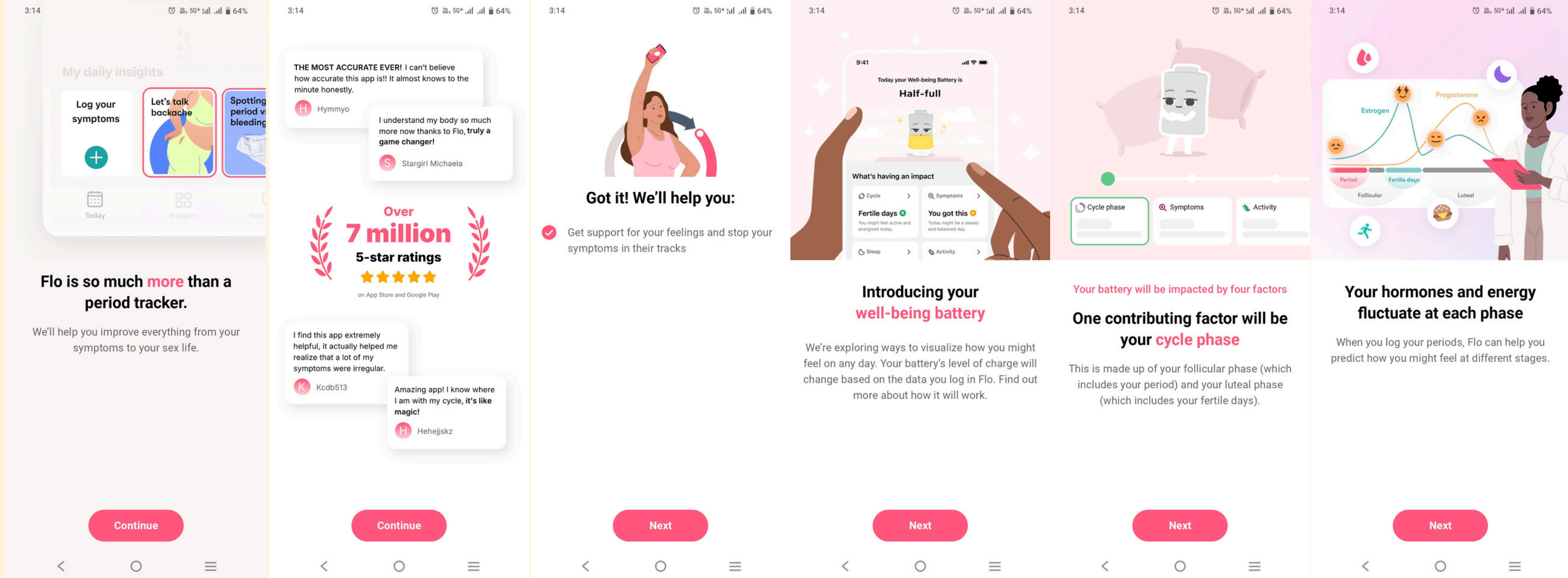
Insight

Personalization works, but without guidance it creates friction

Fix

Add: “Most people choose this ” or pre-selected path





What's happening

Building value + trust + education before usage

What's not working

Too much info early → overload
Users came to act, not learn

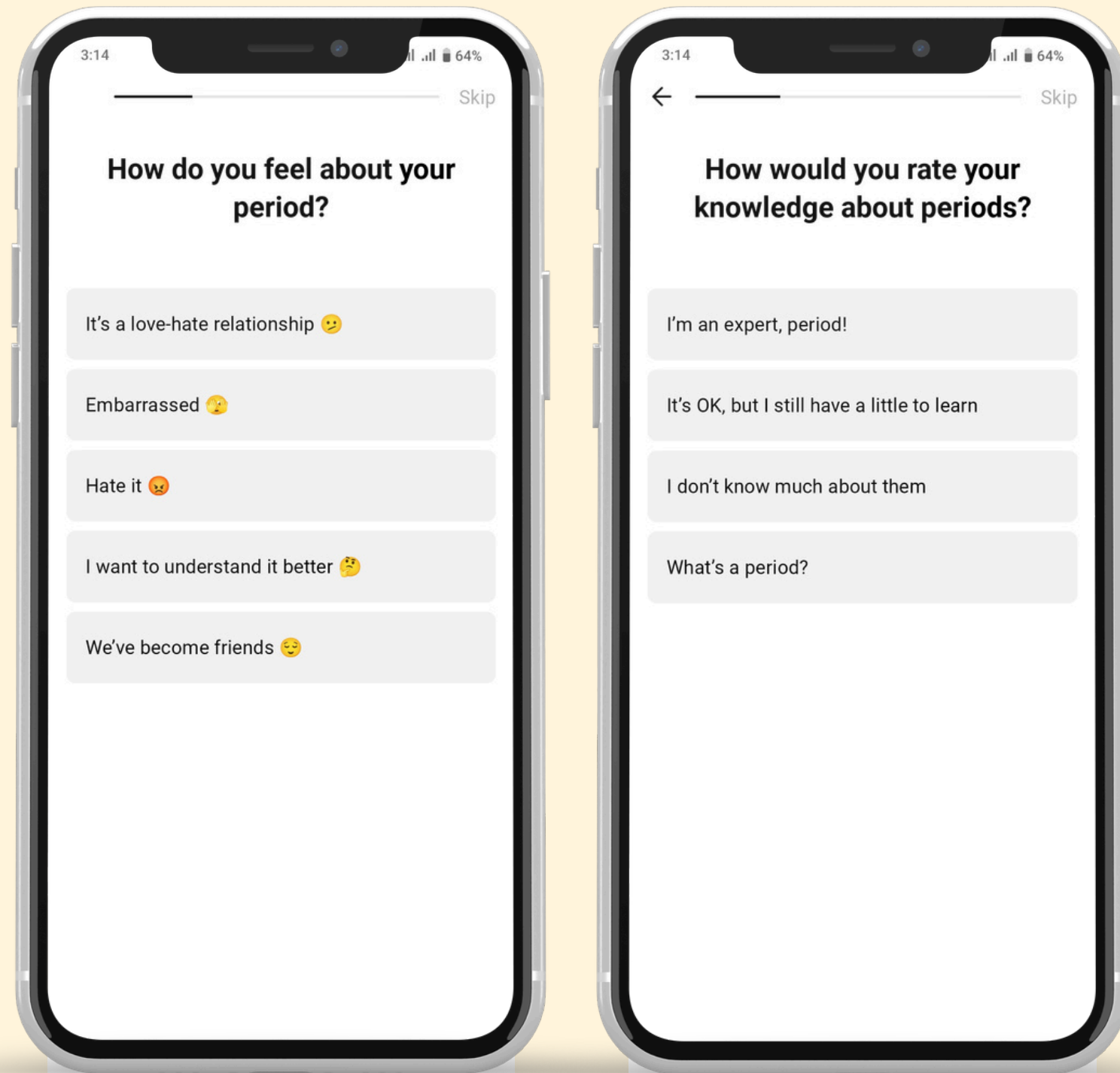
Insight

Info-first onboarding = friction

Fix

Shift education to post-activation





Insight

Too many steps = drop-off

Fix

Reduce / move questions post-activation

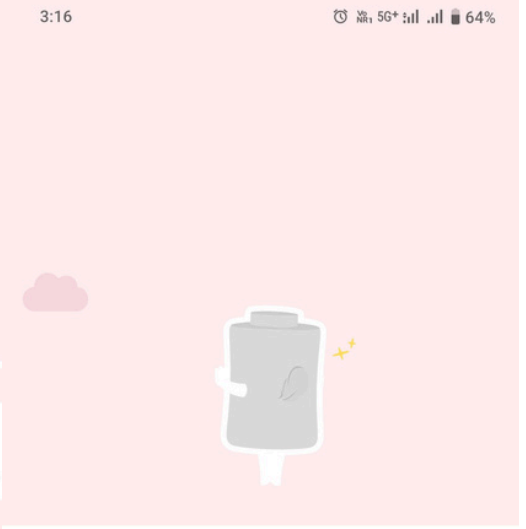
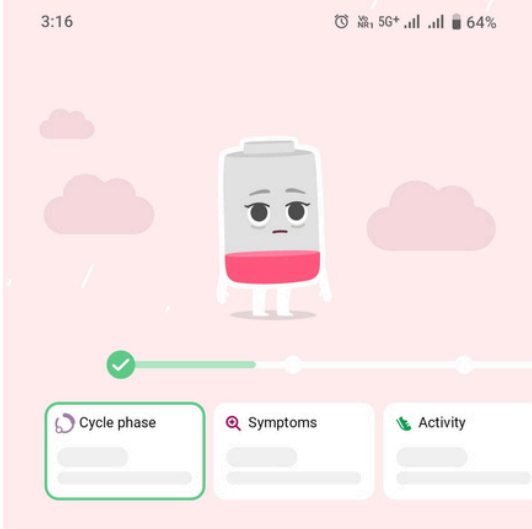
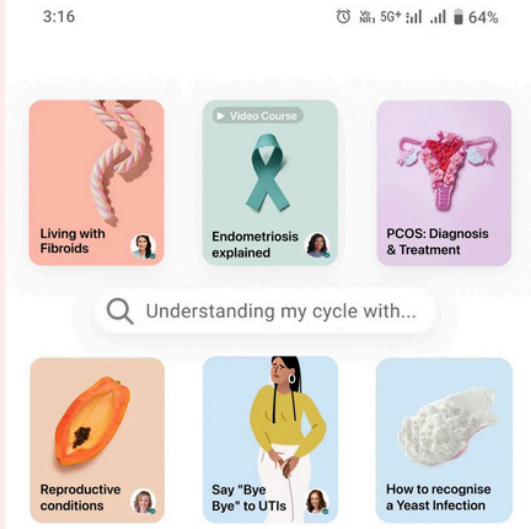
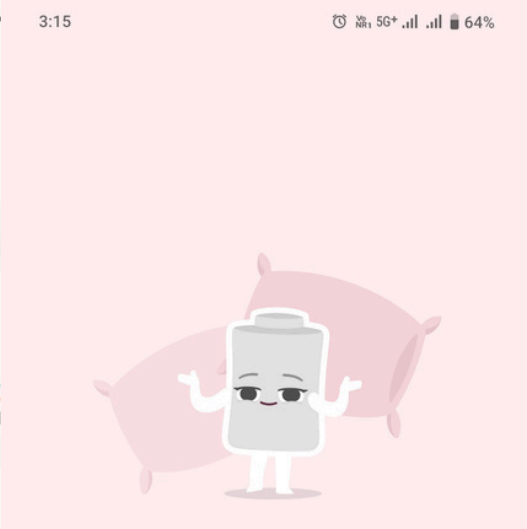
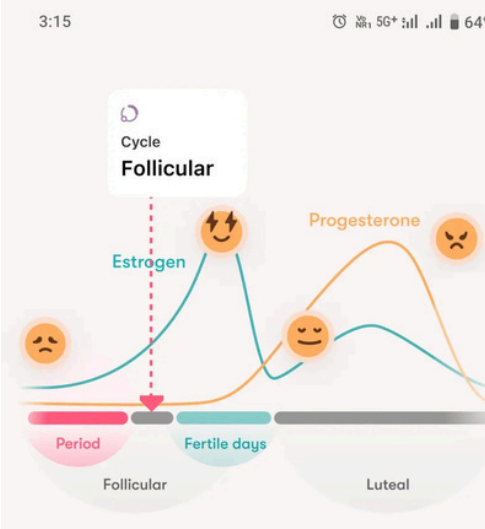
What's working

1. One question → low friction
2. “Skip” → reduces pressure
3. Feels personal

What's not working

- Feels too long
- Repetitive → fatigue
- Some questions feel too early/intrusive





Did you know your discharge changes throughout your cycle?

Yes

No

You're in your **follicular** phase

This is the first half of your cycle, starting with your period and ending in ovulation. Estrogen levels rise in this phase.

You're in your follicular phase

Your cycle phase will impact your well-being battery

- Symptoms can include more energy and better concentration.
- Learn more with Flo's cycle insights and expert-led articles.

You can learn more about reproductive health conditions from Flo's health experts and get support from the Flo community.

Calculating your cycle predictions...

89% of users say Flo has helped them feel more informed and educated about their cycle health.

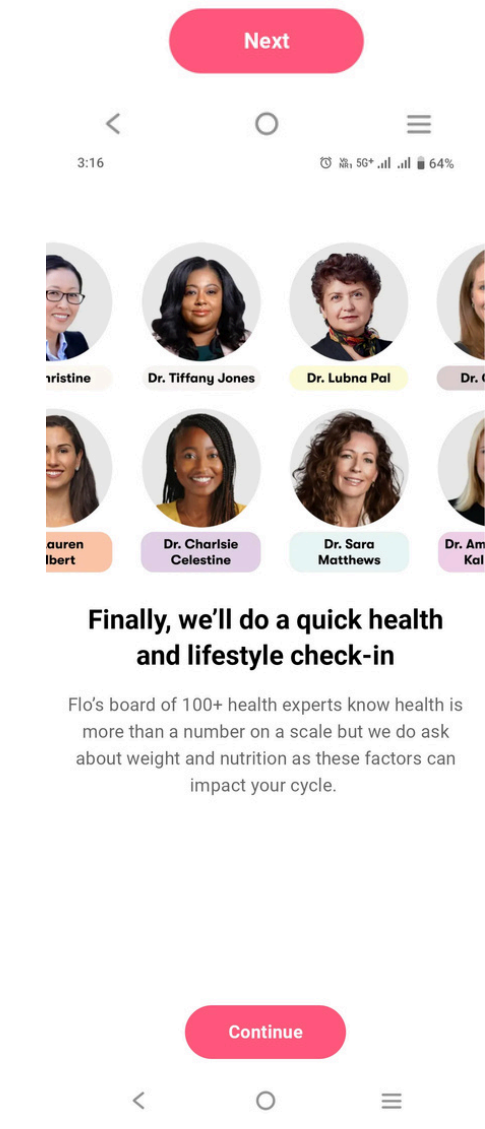
Your battery will be impacted by four factors

The **symptoms** you **log** will be another contributing factor

Flo can help you spot patterns so you can learn what's normal for your body.

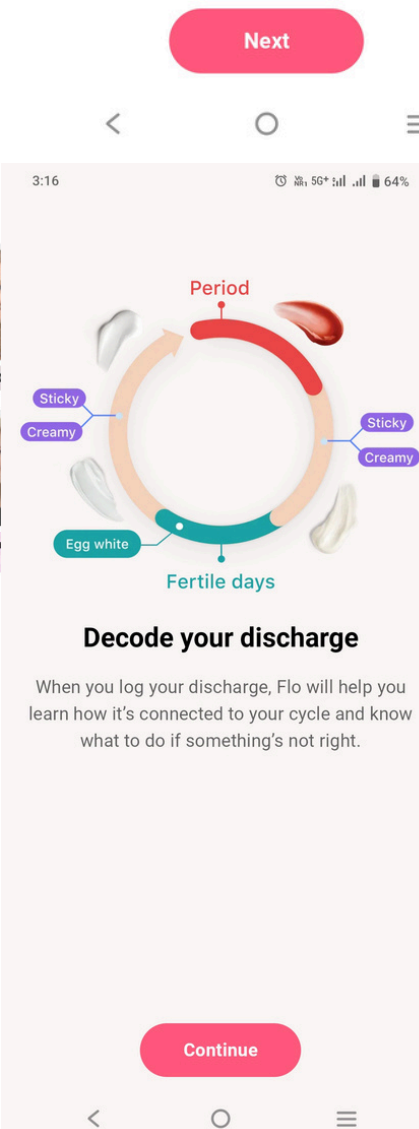
Your well-being battery will aim to reflect how you feel each day

Updating your symptoms daily helps keep your charge as accurate as possible



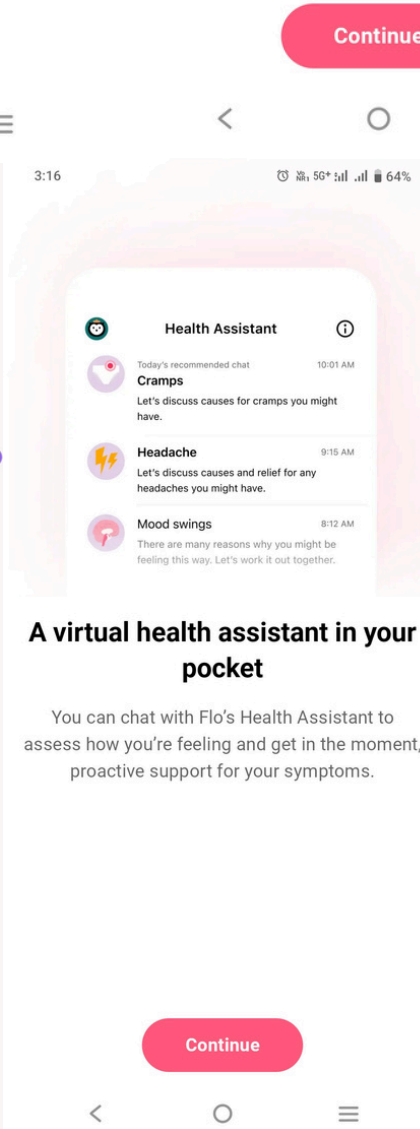
Finally, we'll do a quick health and lifestyle check-in

Flo's board of 100+ health experts know health is more than a number on a scale but we do ask about weight and nutrition as these factors can impact your cycle.



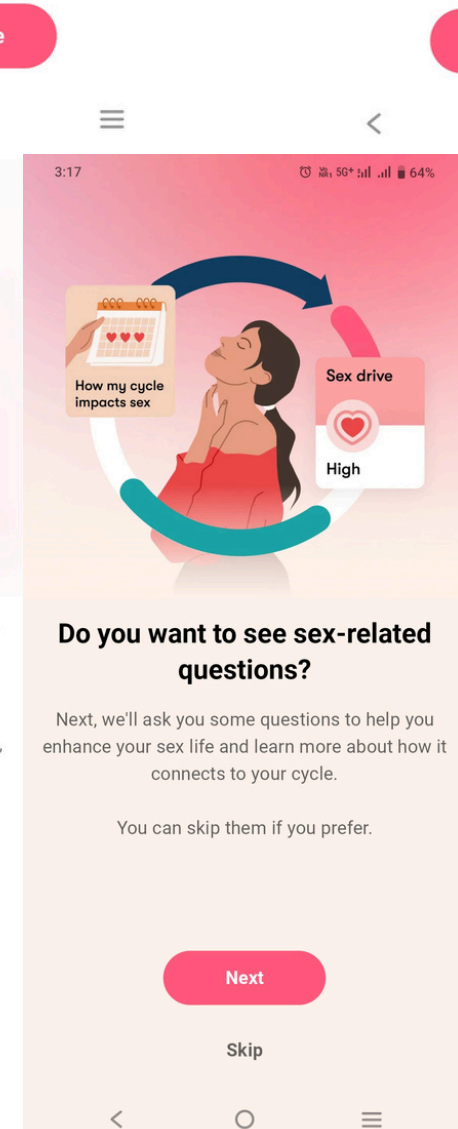
Decode your discharge

When you log your discharge, Flo will help you learn how it's connected to your cycle and know what to do if something's not right.



A virtual health assistant in your pocket

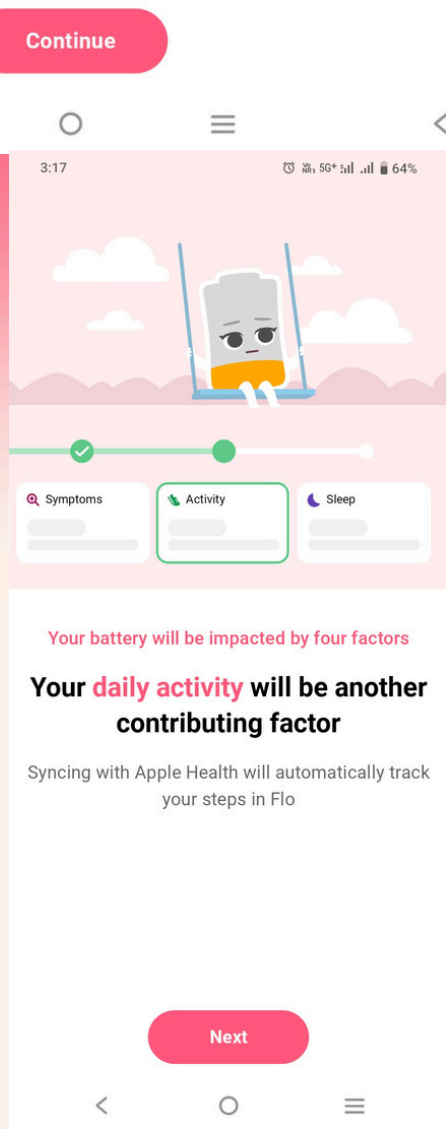
You can chat with Flo's Health Assistant to assess how you're feeling and get in the moment, proactive support for your symptoms.



Do you want to see sex-related questions?

Next, we'll ask you some questions to help you enhance your sex life and learn more about how it connects to your cycle.

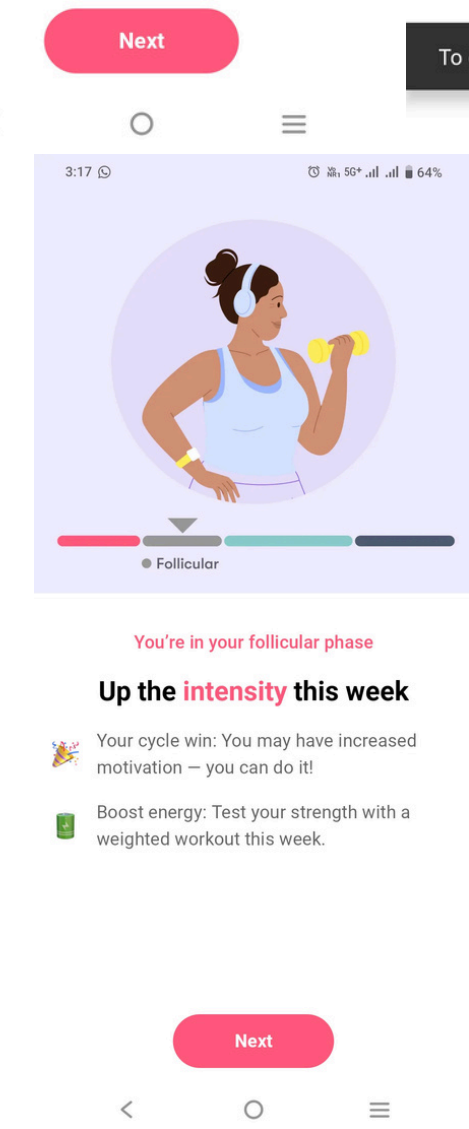
You can skip them if you prefer.



Your battery will be impacted by four factors

Your **daily activity** will be another contributing factor

Syncing with Apple Health will automatically track your steps in Flo

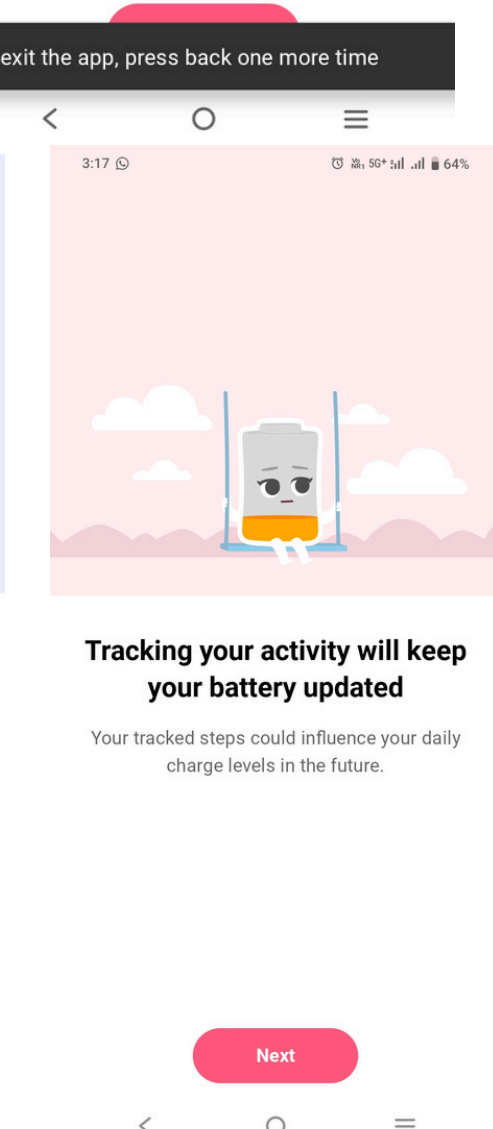


You're in your follicular phase

Up the **intensity** this week

Your cycle win: You may have increased motivation — you can do it!

Boost energy: Test your strength with a weighted workout this week.



Tracking your activity will keep your battery updated

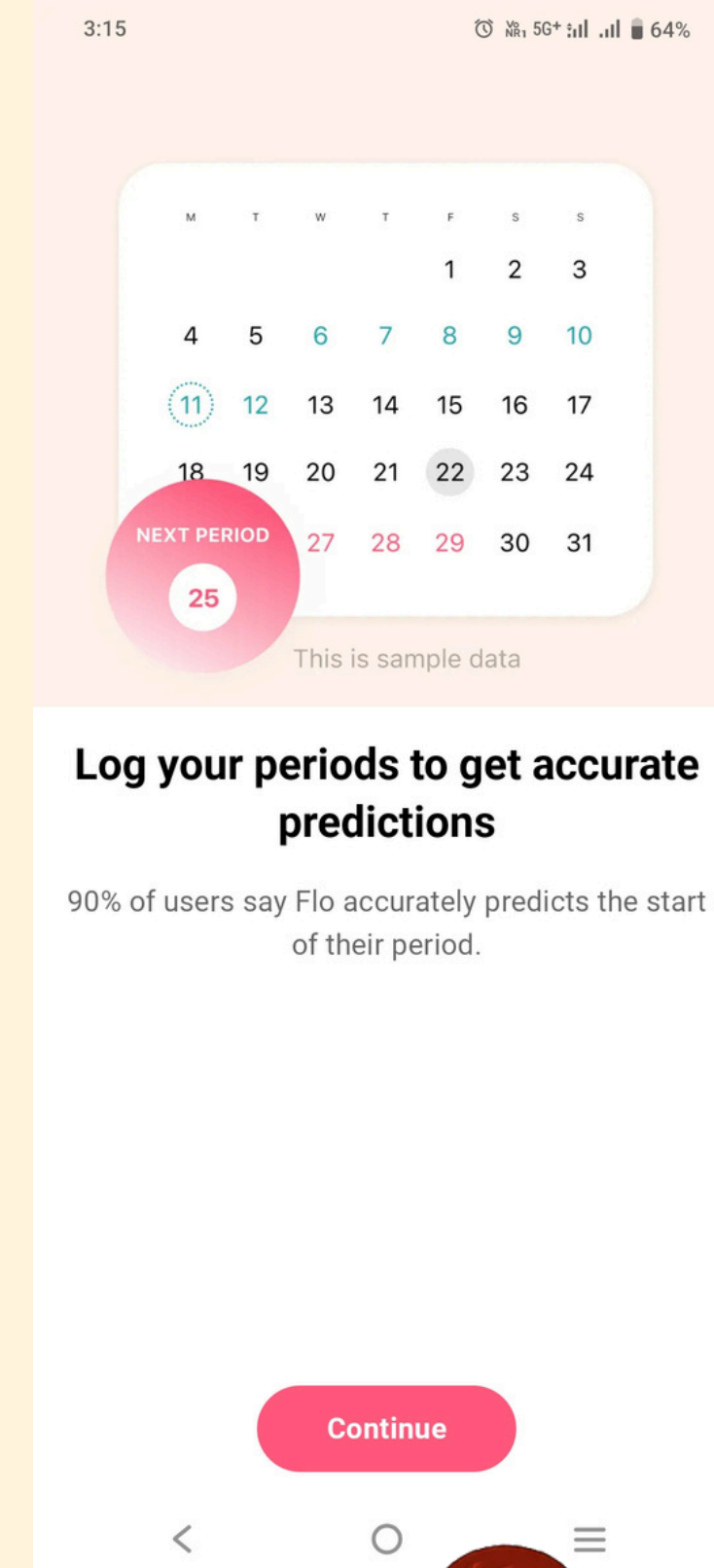
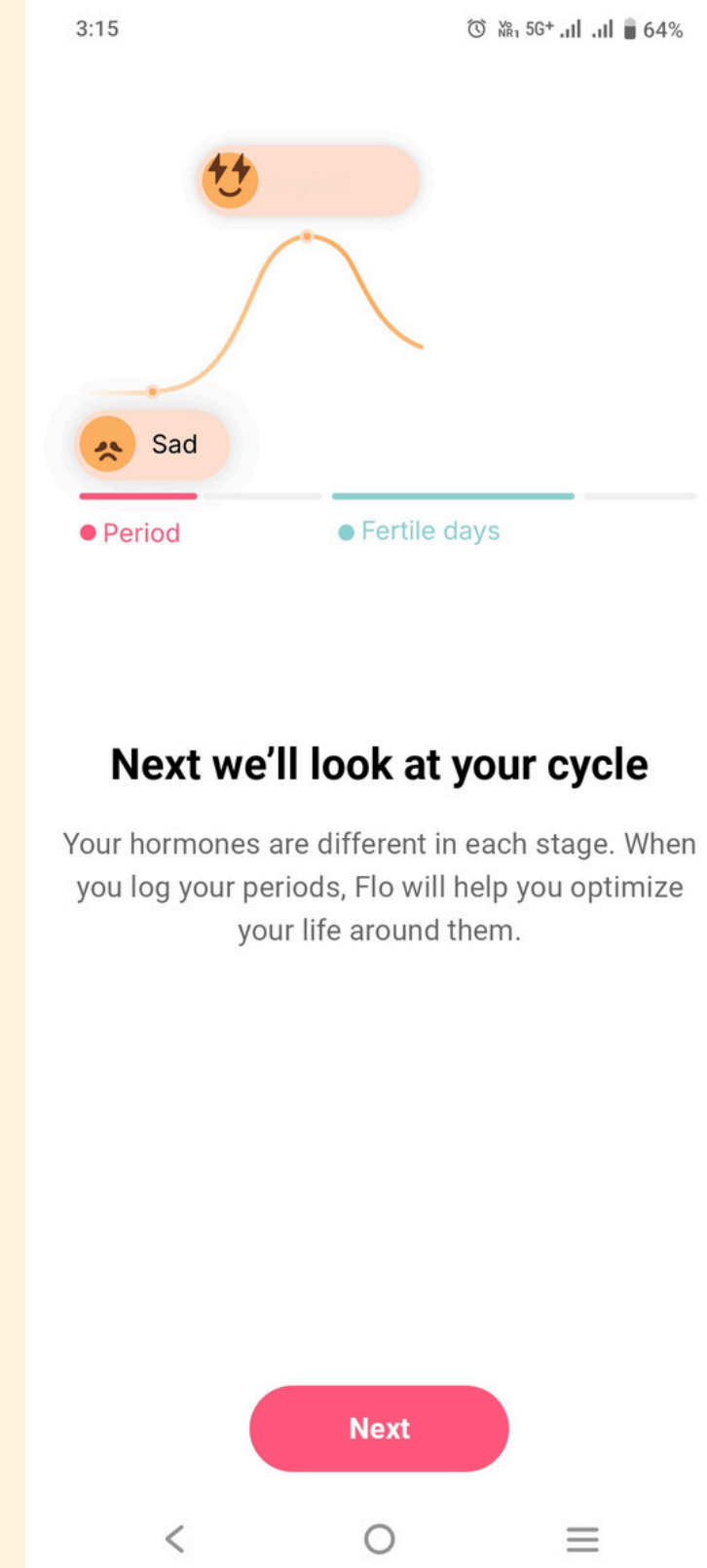
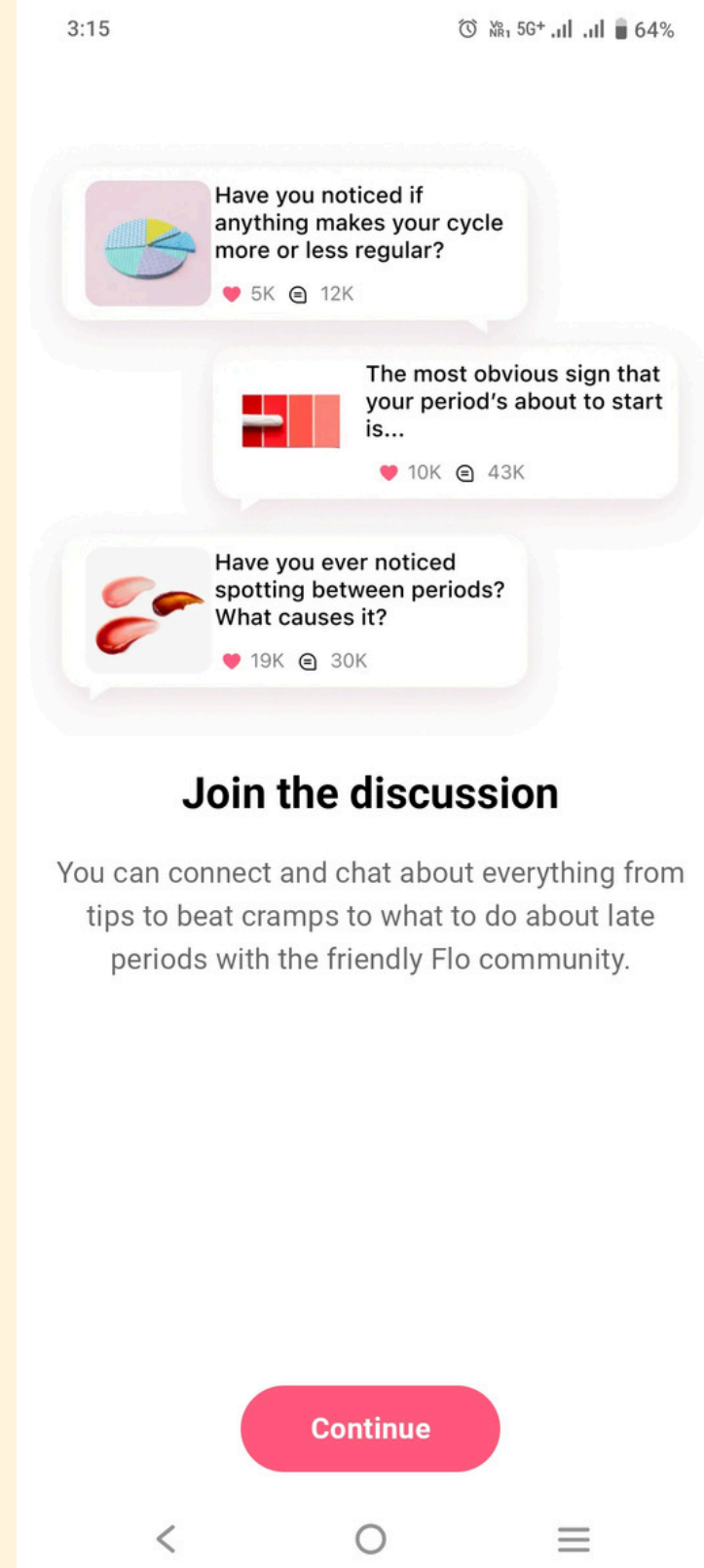
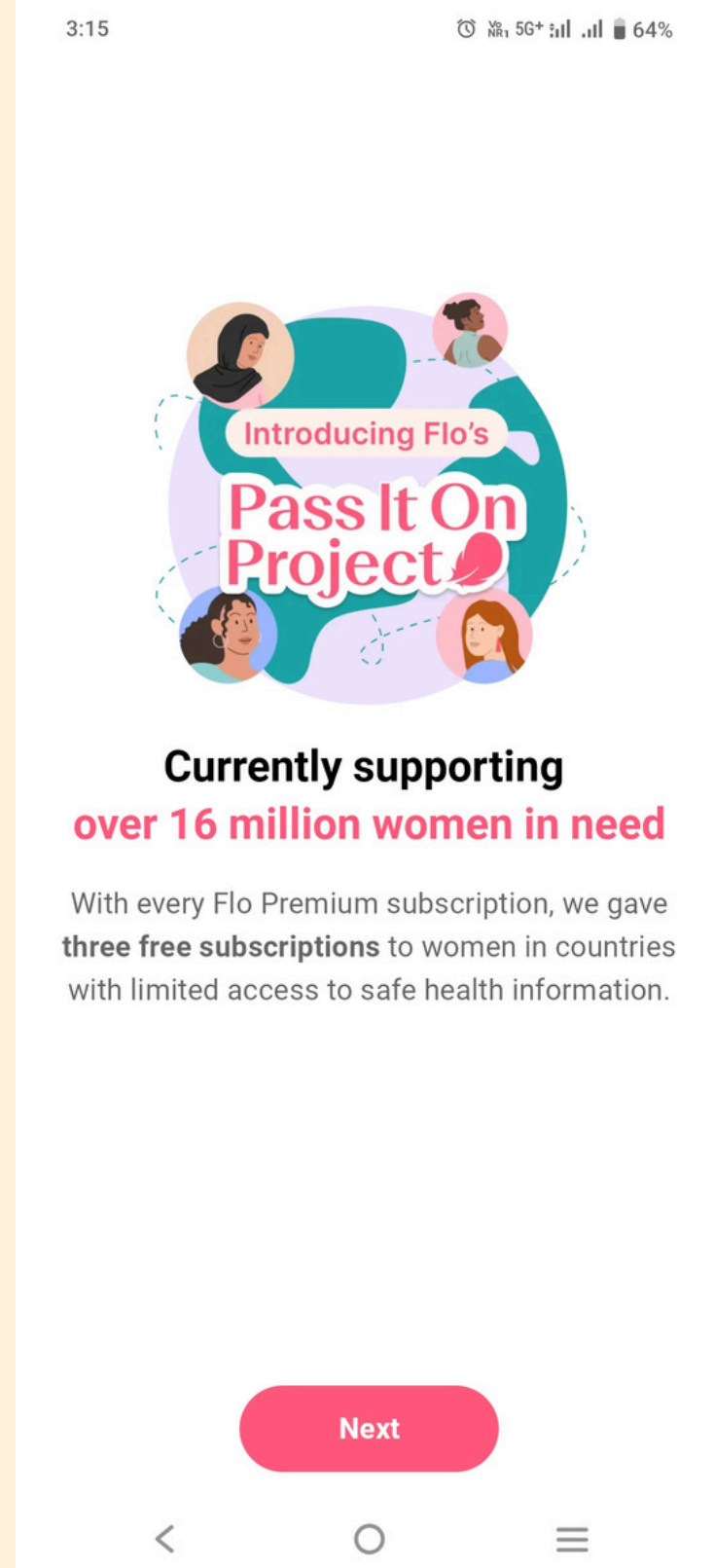
Your tracked steps could influence your daily charge levels in the future.

Do you wear a smart watch or fitness tracker?

Flo supports temperature tracking for even more precise predictions.

Yes

No



What's not working

- Feels too long / scattered
- Mix of messages → no clear focus
- Delays core action (tracking)

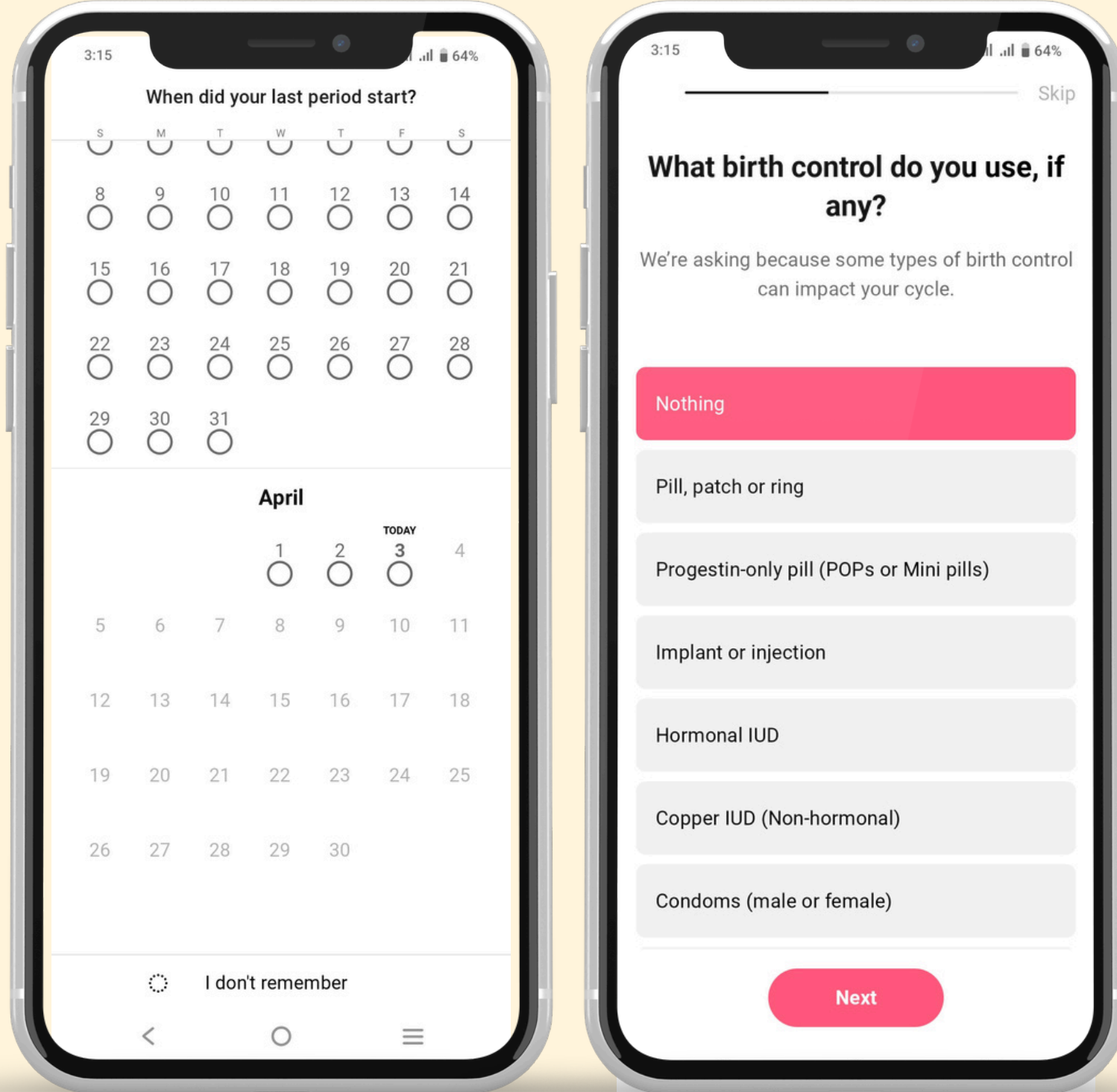
Insight

Too many narratives = diluted onboarding
Will lead to drop-offs

Fix

Focus on one clear goal: start tracking fast
Move rest to later engagement





Last period screen

“Okay this makes sense... this will help track accurately”

Feels relevant & useful

Birth control screen

“Hmm... this is personal, but I get why they need it”

Slight hesitation, but accepted

Overall feeling

“I’ll answer if it clearly helps me... but don’t ask too much too soon”

What’s working

- Directly tied to core value (tracking accuracy)
- Context given → reduces hesitation
- Feels useful & relevant

What’s not working

- Still adds to onboarding length
- Slightly sensitive question early

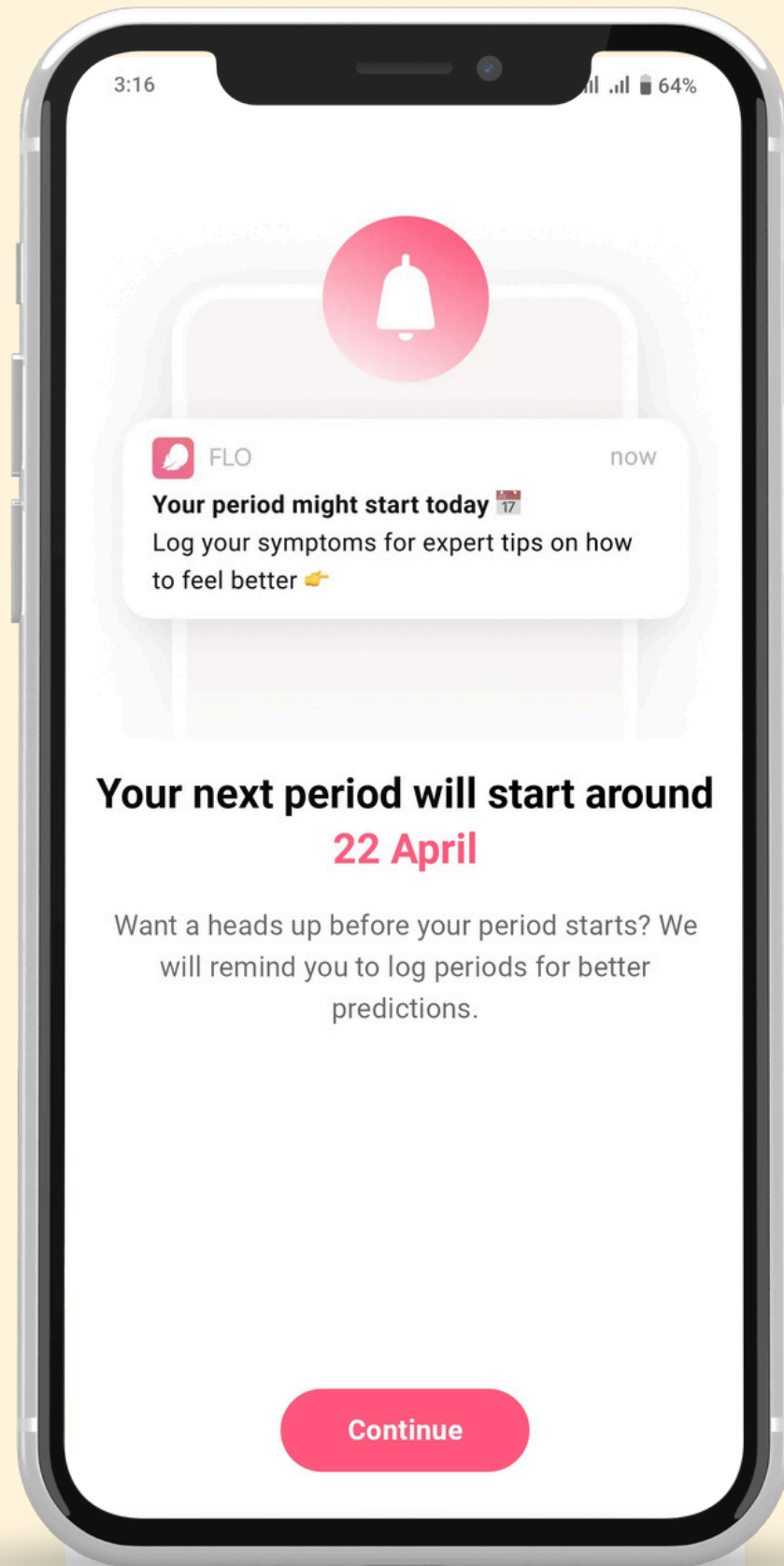
Insight & Fix

Relevant questions work — but timing matters

Ask core (last period) now

Move sensitive/extra data after activation





“Oh wow, it already knows my cycle”

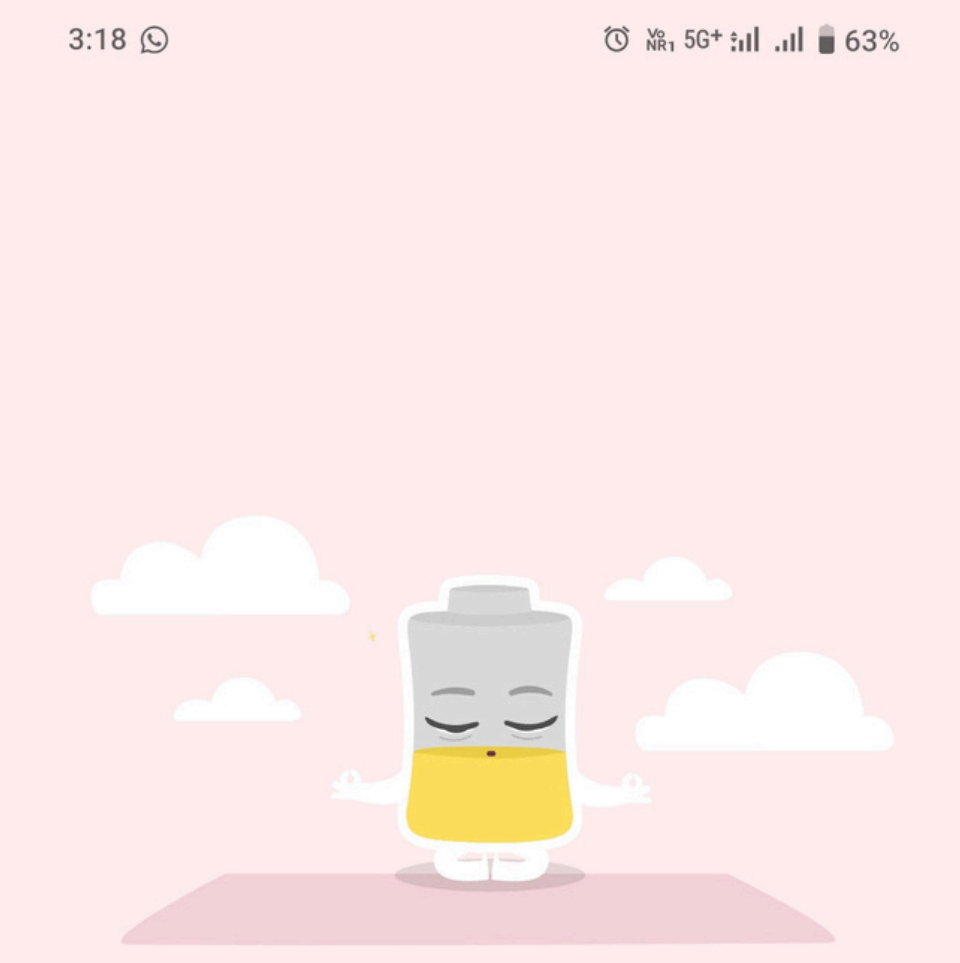
Feels instant value

“Nice, I’ll get reminders too”

Feels useful & proactive

*“Okay this is actually helpful... I’ll
continue”*





Getting more rest could help your battery (and body!) to recharge

Next

←

Skip

How many hours of sleep do you usually get?

Experts recommend around 7 to 9 hours of sleep a night to feel your best.

Less than 6 hours

6-7 hours

7–9 hours

9-10

More than 10 hours

←

Skip

What aspect of your sleep would you like to improve?

Choose as many as you'd like.

Falling asleep faster

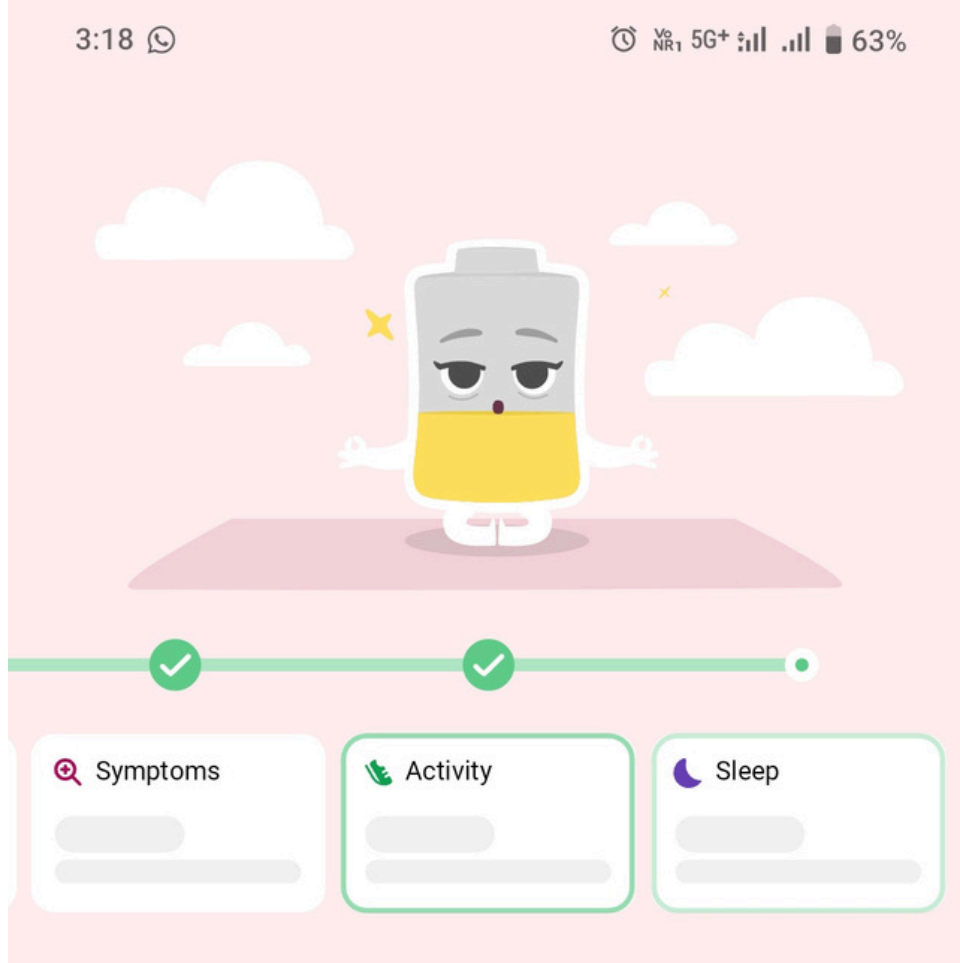
Staying asleep through the night

Waking up feeling more rested

Improving sleep quality overall

Creating a better bedtime routine

I'm not looking to improve anything

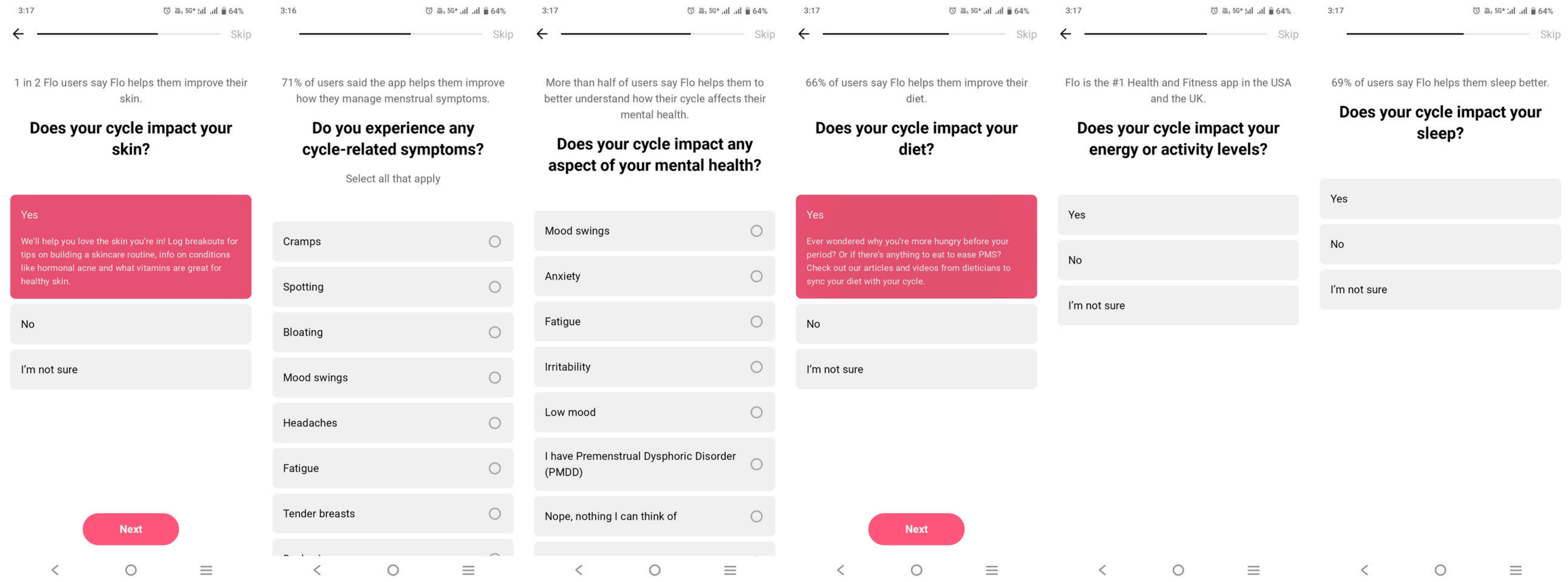


Your battery will be impacted by four factors

The last contributing factor will be your **sleep patterns**

Flo insights can help you learn how sleep and cycles are connected.

Next



Insight
Repetition + length = drop-off risk

“Why so many questions again and again...”
Feels repetitive & tiring

“Do I really need to answer all this right now?”
Starts questioning relevance

“This is getting too long... I just want to start using the app”



3:17 63%

← Skip

How much do you weigh?

Metric Imperial

132 . 3 lbs

131 2
132 . 3 lbs
133 4

Next

3:17 64%

← Skip

How tall are you?

Metric Imperial

160 cm

159
160 cm
161

Next

“Okay this is relevant... but again another question?”

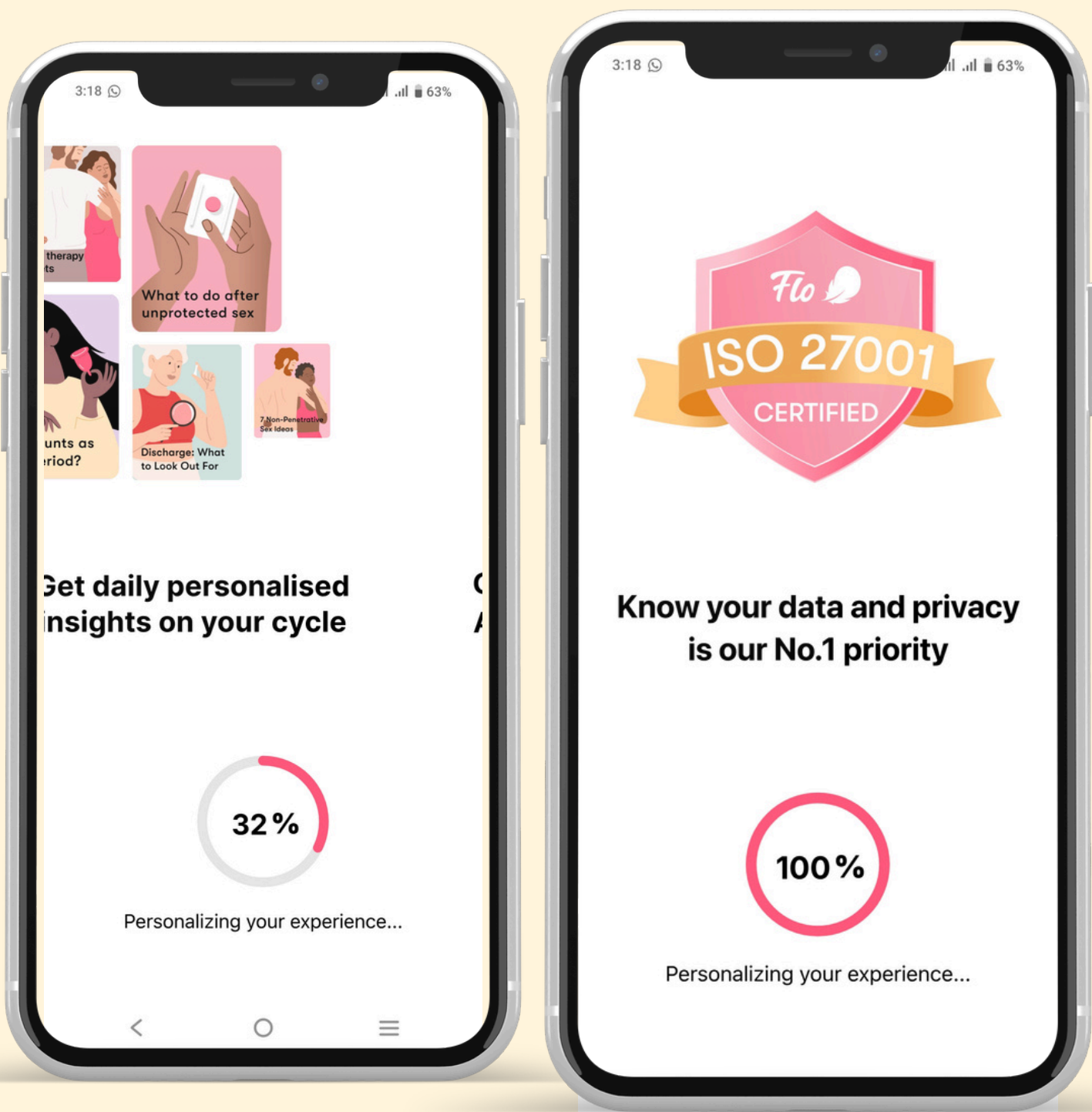
Makes sense
But feels tiring now

“I would’ve answered this easily earlier... but now I just want to finish”

Insight

Even relevant questions fail if asked too late in a long flow





“Finally... almost done ”

Progress gives relief

“Okay they’re setting things up for me”

Feels personalized

“Okay, ISO Certified ”

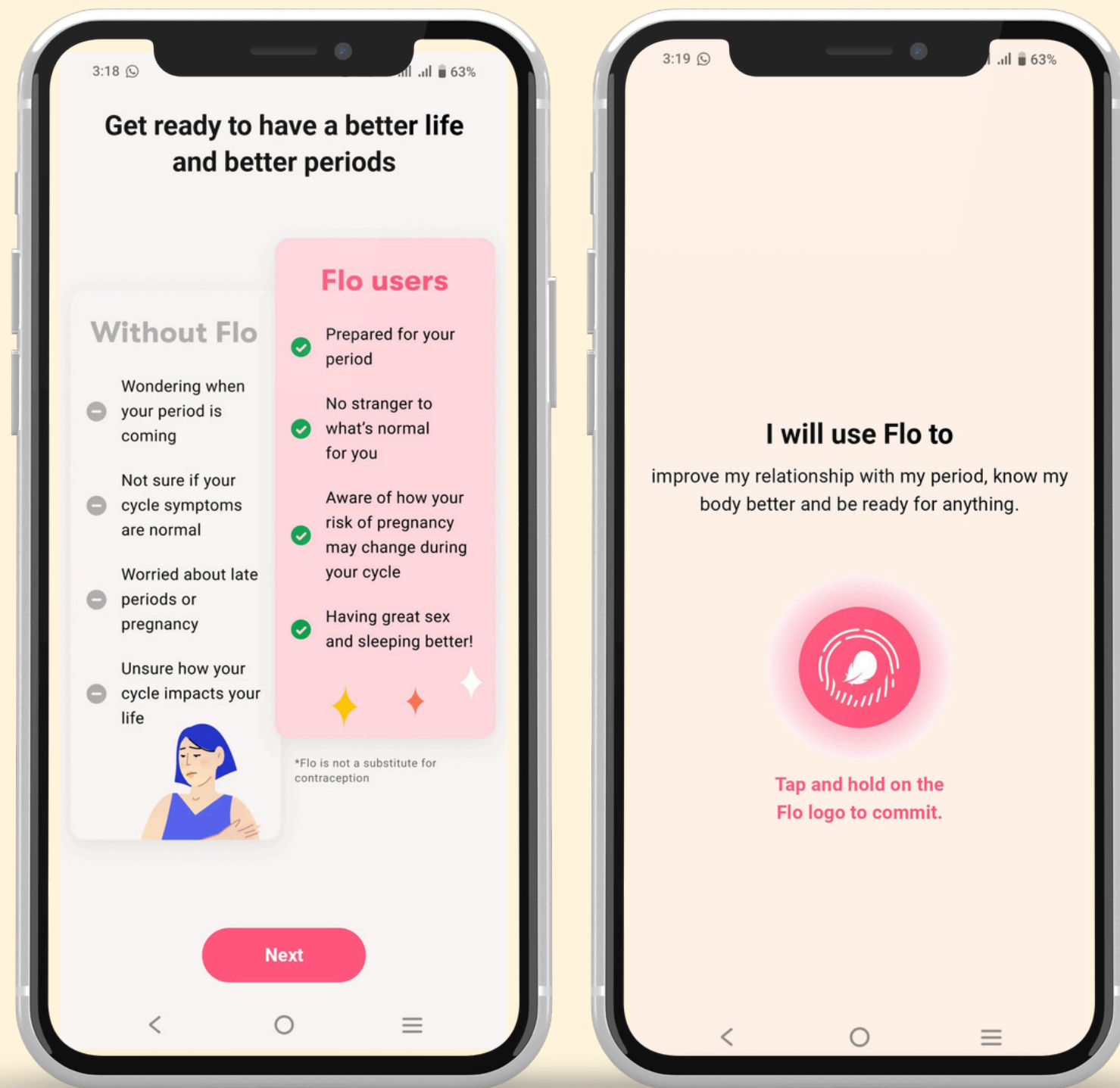
Builds trust & reassurance

“Just finish this quickly, I want to start using the app now”

Insight

Progress indicators reduce drop-off, but can’t fix a long flow





“Okay, I’m committing to this now”

Feels intentional & personal

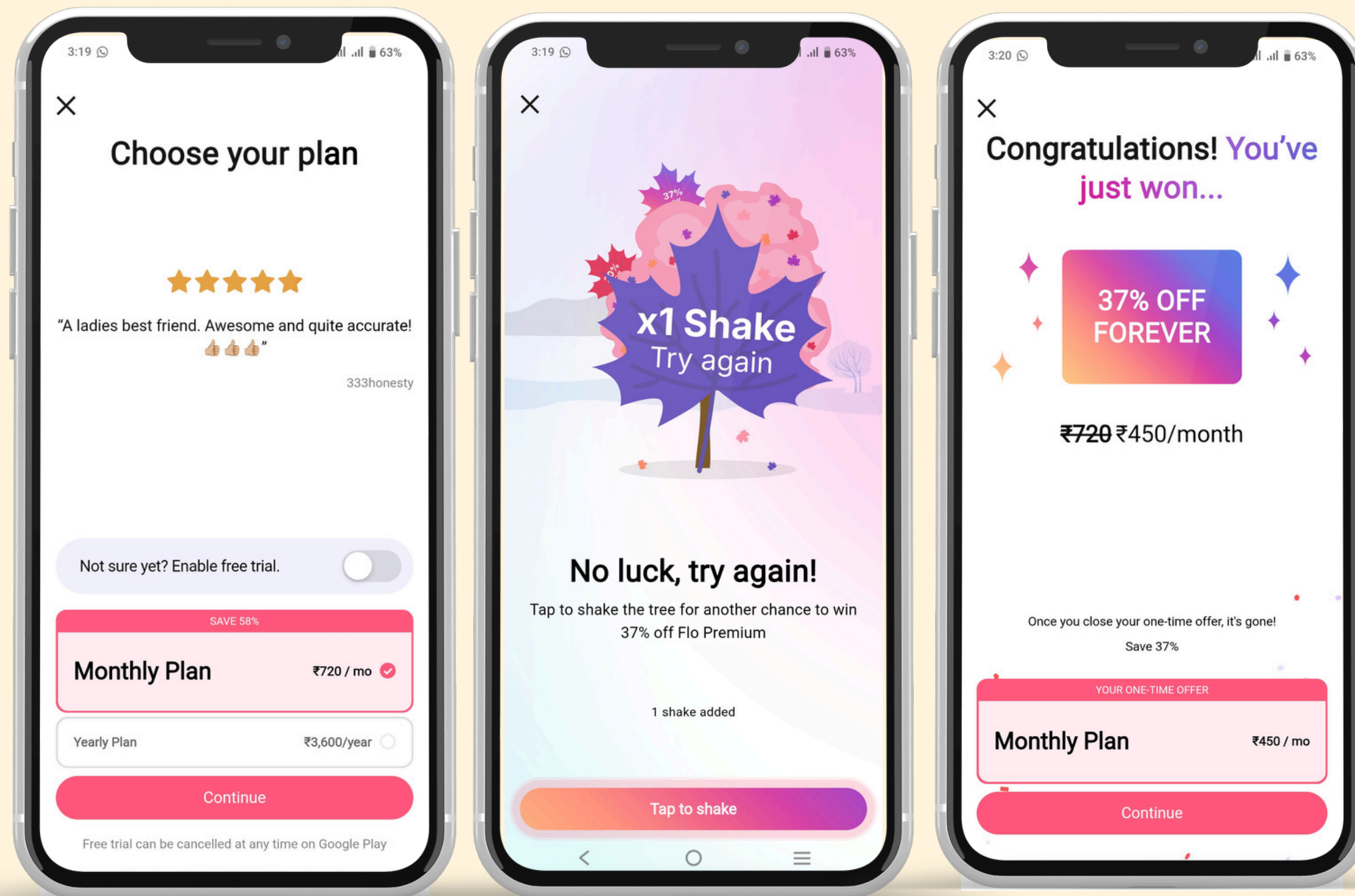
“Nice interaction... feels different”

Engaging (hold action)

“Okay... this looks useful”

Sees benefits passively





““Wait... already asking me to pay?”
Feels too early

“Oh discount is nice... but do I need this?”
Attracted, but not convinced

“Let me just skip this”
Focus shifts to exit, not buy

I haven't even used the app yet...”

What's working

- Anchoring (₹720 → ₹450)
- Urgency (“one-time offer”)
- Discount gamification

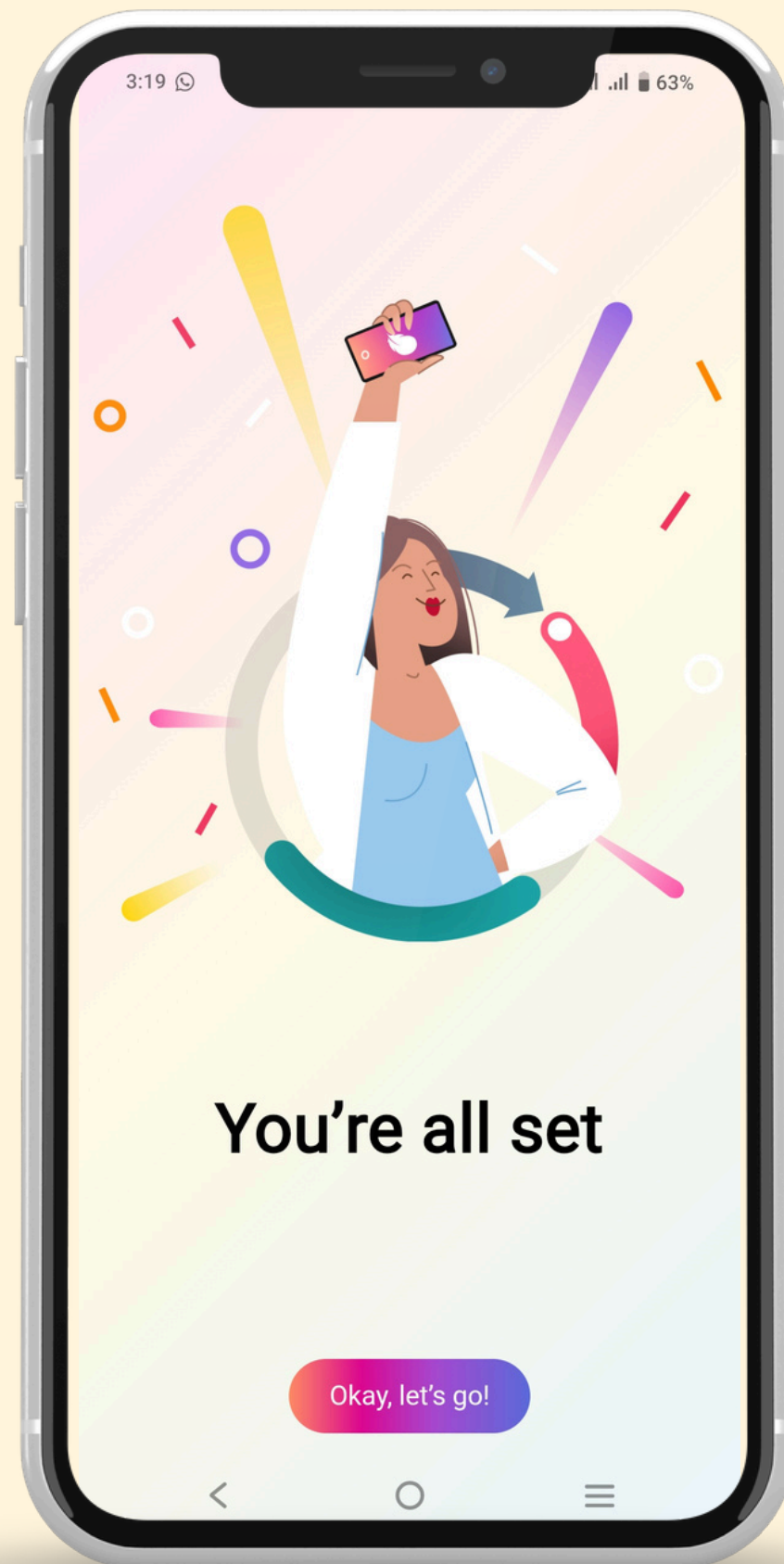
What's not working

- Feels too aggressive, too early
- Breaks flow with multiple interruptions

Insight & Fix

Revenue push before value =
drop-off risk
Show real value first
Delay & simplify paywall





“Finally done ”

Relief after long flow

“Nice, let’s see the app now”

Curious to explore

Insight

End relief ≠ good experience — journey felt long



3:20

NR 5G+ 63%

3 April

S

M

T

W

T

TODAY

S

29

30

31

1

2

3

4

Ovulation in

6 days

High chance of getting pregnant

Log period

My daily insights

Log your symptoms

Today's chance of pregnancy

My vagina "farts". Normal or not?

In your mid-cycle

Orgasms and pleasure

3:22

NR 5G+ 63%

7 April

NOTE: Flo is not a diagnostic tool.

Cycle history

See all

Current cycle: 13 days

Started Mar 22

32 days

Feb 18 – Mar 21

38 days

Jan 11 – Feb 17

In your mid-cycle

Orgasms and pleasure

Master masturbation

Spice up partner sex

Multiple orgasms made easy

Turn up the heat

3:22

NR 5G+ 63%

7 April

My cycles

Previous cycle length

32 days

NORMAL

Previous period length

5 days

NORMAL

Cycle length variation

32-38 days

REGULAR

Flo Health Assistant

Kiran Dulhani, your personal report is here (updated every cycle)! Check it out and get in tune with your body

See in detail

NOTE: Flo is not a diagnostic tool

Cycle trends

Two of your last 6 complete cycles were long. See the graph below for your cycle

3:22

NR 5G+ 63%

7 April

Check it out and get in tune with your body

See in detail

NOTE: Flo is not a diagnostic tool

Cycle trends

Two of your last 6 complete cycles were long. See the graph below for your cycle trend.

Cycle start date	Cycle length, days
Sep 2 2025	30
Oct 2 2025	31
Nov 2 2025	33
Dec 5 2025	37
Jan 11 2026	38
Feb 18 2026	32

Within a normal range (21-35 days)

“Oh nice... I can actually see my cycle now”

Instant value

“Wow, this is quite detailed”

Feels insightful

**“Okay, this might actually help me
understand my body better”**

Growing trust

Aha moment

- User sees personalized cycle data

Not Working

- Comes after long onboarding
- Feels more like relief + understanding, not delight



Suggestions

Key Problem

Onboarding is too long, info-heavy & front-loaded

What to improve

- Start with action, not questions → Let users log period quickly
- Reduce upfront questions → Ask only what's critical
- Shift education later → Use Day 1/2 nudges
- Delay paywall → Show value first, then monetize
- Guide decisions → Defaults / recommendations

Final Insight

Faster path to first value = higher activation & retention

Cognitive Biases in Flo Onboarding

- **Goal Selection** → Choice Architecture -Too many options slows decisions
- **Commitment Screen** → Commitment & Consistency
- **Privacy Screen** → Loss Aversion
- **Question Flow** → Foot-in-the-door + Progressive Disclosure
 Too much → Cognitive Overload & Decision Fatigue
- **Stats / Ratings** → Bandwagon Effect (Social Proof) - People trust what others use
- **Education Screens** → Authority Bias - Expert-backed = more credible
- **Paywall** → Anchoring + Loss Aversion + Scarcity