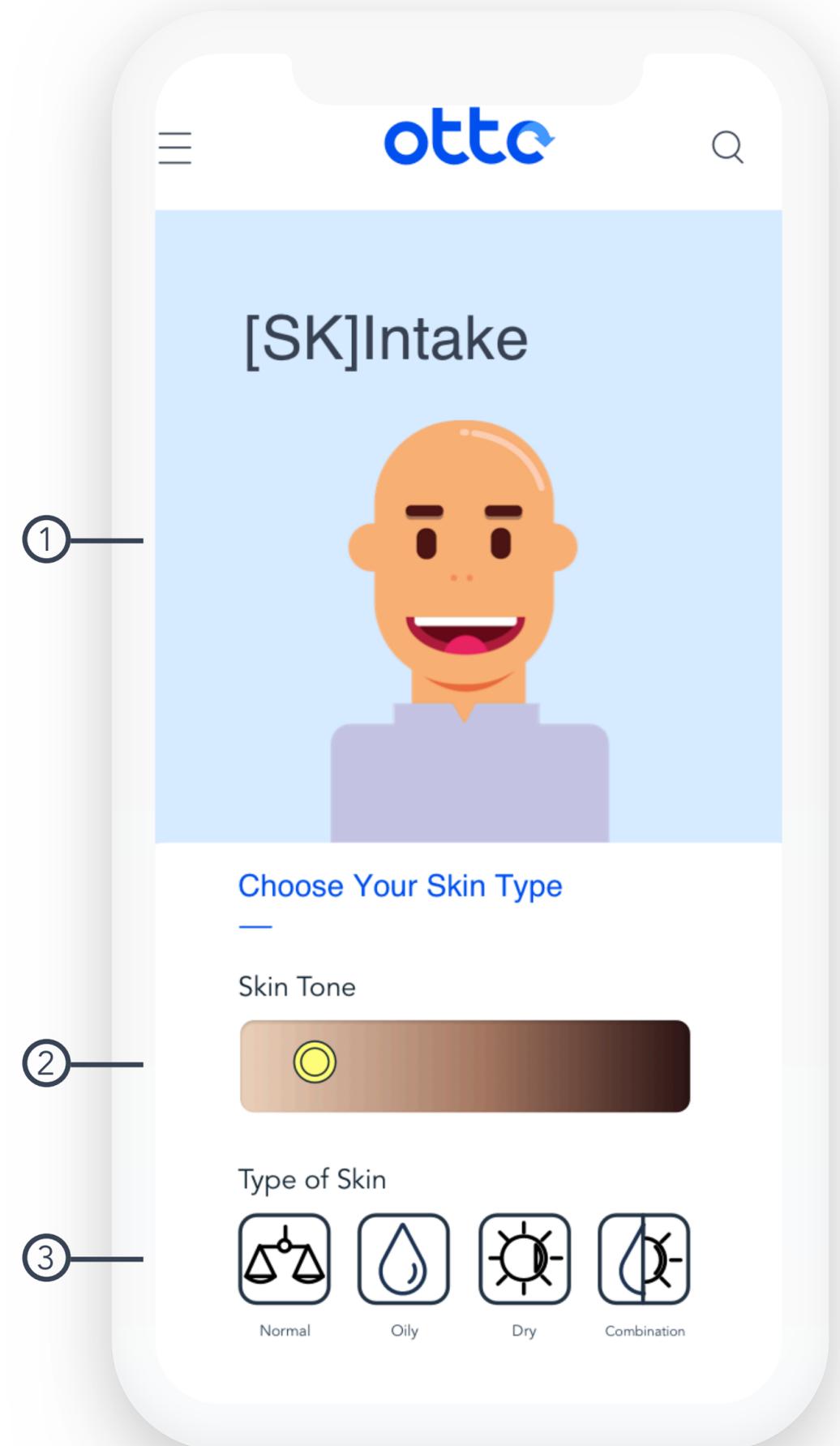


Sk[intake]

The sk[intake] portion of the app is focused on gathering information on the user's skin and hair type while building an avatar.

1. The first thing to note is the avatar itself. As the user builds and adds physical attributes such as the changing the skin color, adding hair, or adding a beard, the image of the avatar will change with it.
2. Below the avatar is where we start to gather information on the user. The user can select their skin color by dragging around a dial across a gradient of colors with a color picker tool.
3. Here the user would select their skin type. When hovering of after selecting an option, the icons would turn yellow. This information is saved and used as a way to tailor their skin care products specifically for them.



Account Registration pt 1

The Account Registration page is designed for users to easily create an account, enter their shipping and payment methods, and check out their order with minimal navigation.

1. This is an active box that would show places to add information. In this instance, the user would sign up here.

2. The submit button would save the information and link to the following box. In this instance it would be the Shipping Address.

3. This is what the non active boxes would look like. After being clicked, they'll expand and have places to write in information.

1. Create Your Account

Username/Password

—

Email

Password

SUBMIT

— or —

SIGN UP WITH FACEBOOK

Already have an account? [Sign In](#)

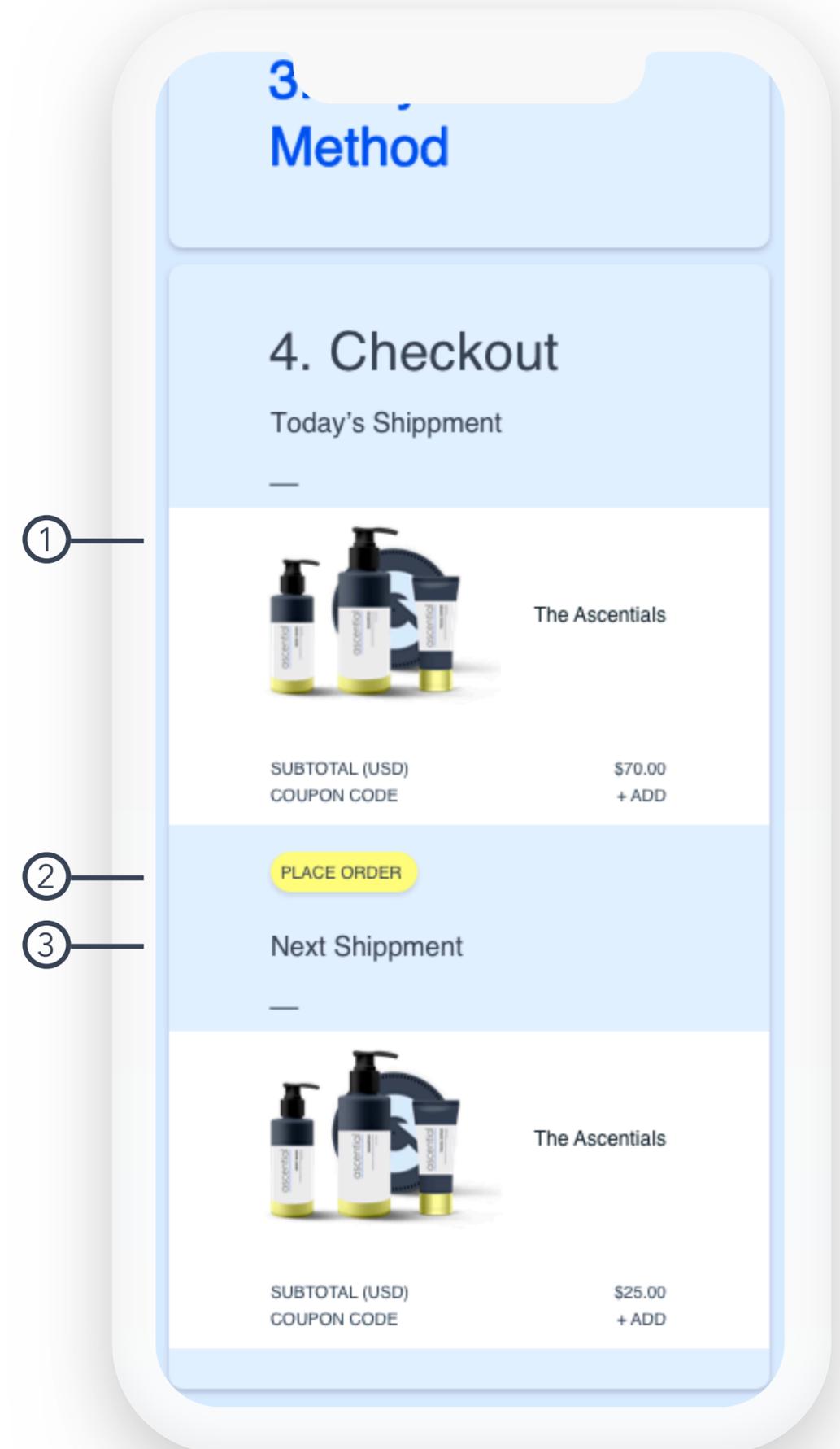
2. Shipping Address

3. Payment Method

Account Registration pt 2

Similar to the previous page, the blocks expand when clicked on.

1. In the checkout section, here users will have their products listed. They would be able to click and go to the product page where they could possible change their order.
2. When the user clicks place order, it will link to a confirmation page.
3. This is a list of items that will be in your next shipment when Otto notifies you that you're running low. This image would link to the 'Next Shipment' tab in the settings menu.



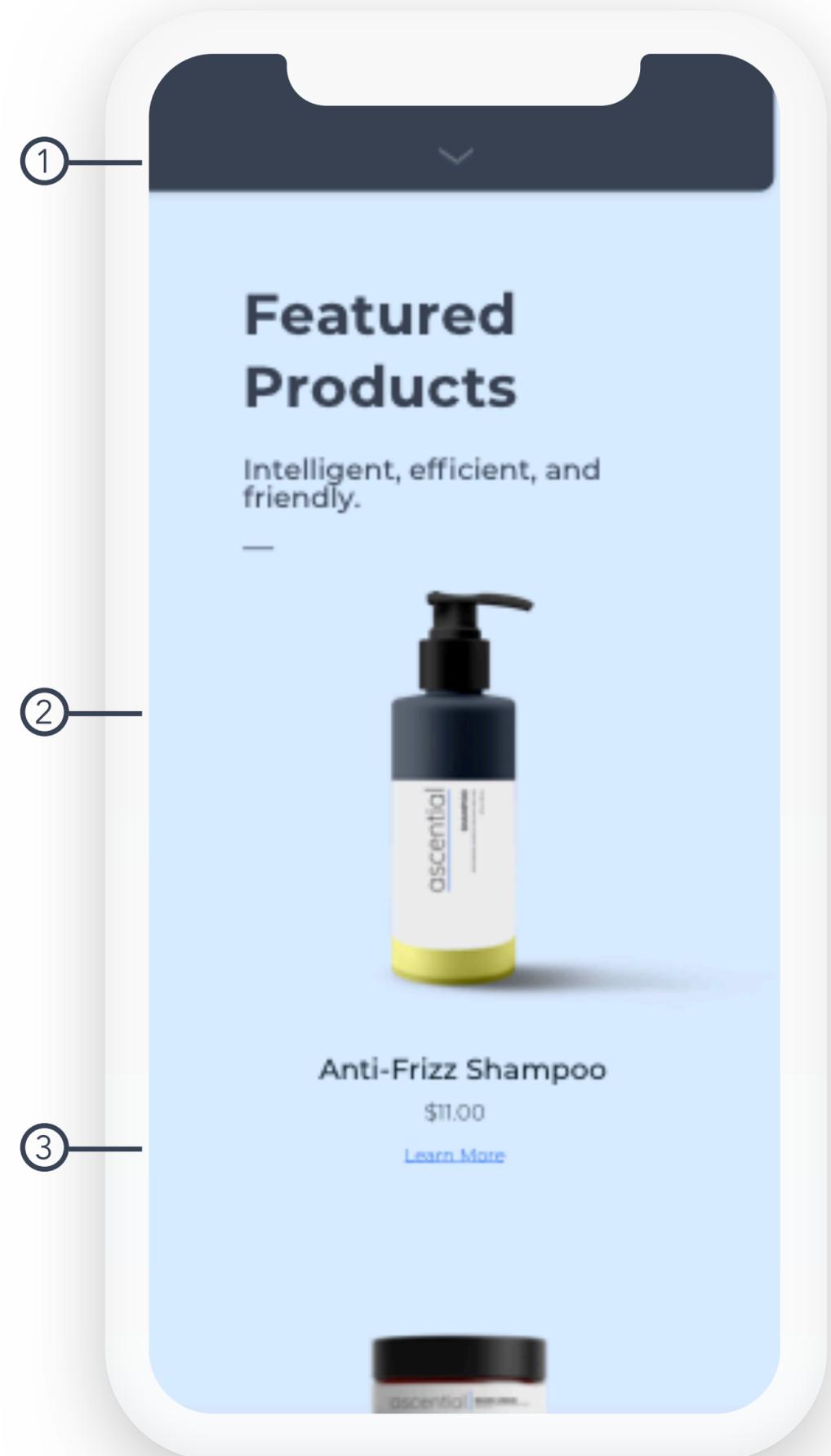
Meet Otto onboarding

This is the onboarding mobile web page that users see when they come from social media. This page is all about explaining Otto and how it works. For the most part this page is just here to explain the product but there are a few important functions.

1. These 'carrot' symbols will help guide the users down this page as there is a lot of information. The 'carrot' would just slide them down to the next section. In this instance we're going from the 'How it works' section to the 'featured products' section. This is all on the same page.

2. This is one of our featured products You can't purchase anything from this page but clicking this image will take you to its specific page in the shopping portion of the website.

3. This 'learn more' link will also send the user to the specific item page in the shopping portion of the website where they can read



Shelf

This is the product shelf. This page displays the products that are currently on the user's shelf as well as the amount of product left in each container. The page also contains settings and product information.

1. This is the exit icon. Once tapped, the user is taken back to the Dashboard page.

2. This is the user's product shelf. This section displays the current products as well as the amount of product left in each container

3. These are additional options that the user can perform:
- Change Formula: Takes the user through the [Sk]intake process again to reformulate their products.

- Reorder Products: Allows the user to manually select which products they would like to reorder.

- My Profile: Allows the user to make changes to their personal account details such as billing address, shipping address, payment information, etc

- Ask Otto: Serves as the FAQ section. Functions as a resource for users to find additional information about Otto and/or Ascential.



Dashboard Screen After Use

This is how the dashboard screen looks after use. Notice that the cards are filled with different information.

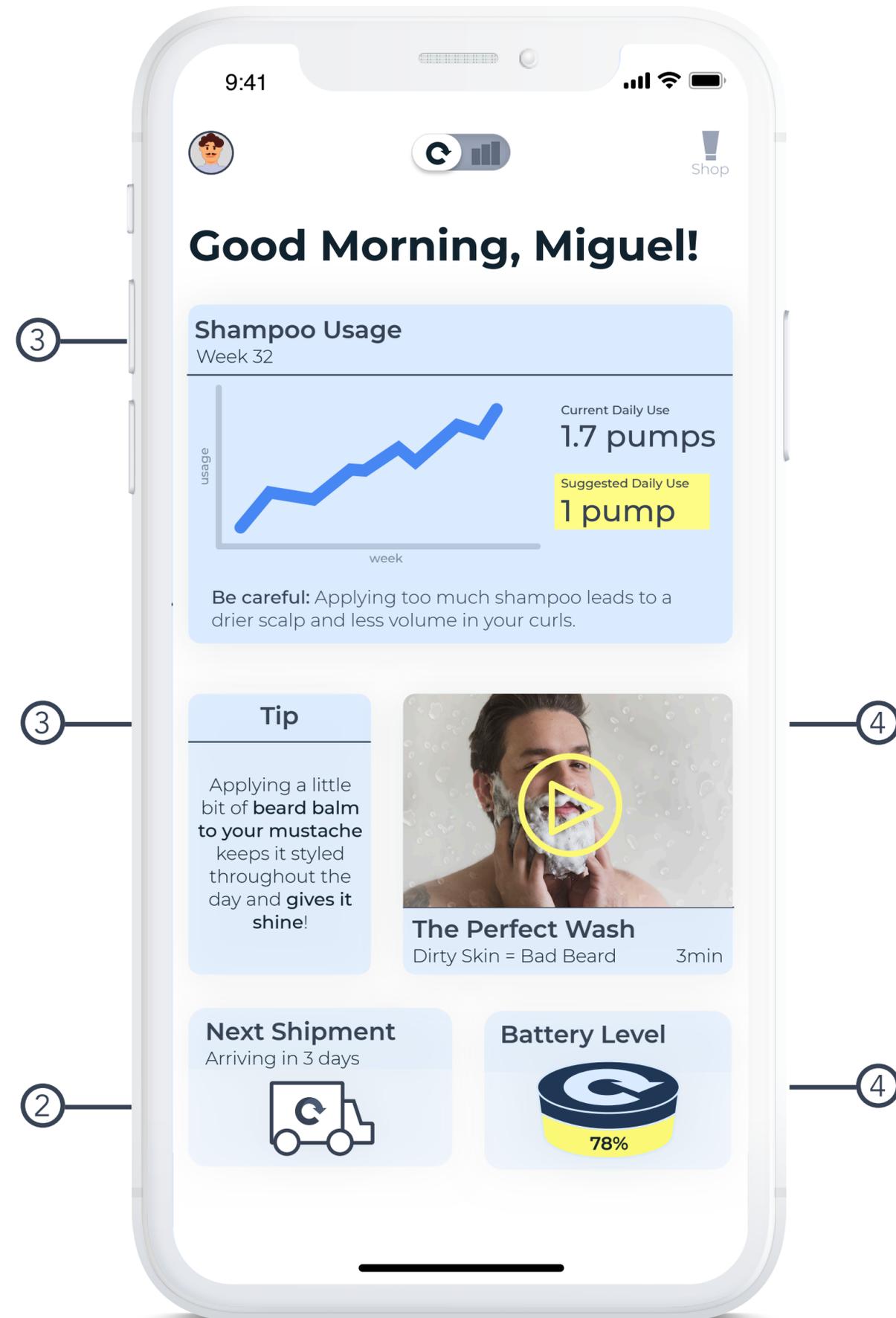
1. This is a usage cards. Usage cards show product usage as well as advice. Tapping on this card takes the user to a larger version of the same chart

2. This is a tip card. Tip cards give a tidbit of advice to the user.

3. This is the shipment card. This shows when the next shipment of product is arriving.

3. This is a video card. Users can click on the card/the icon to play the video.

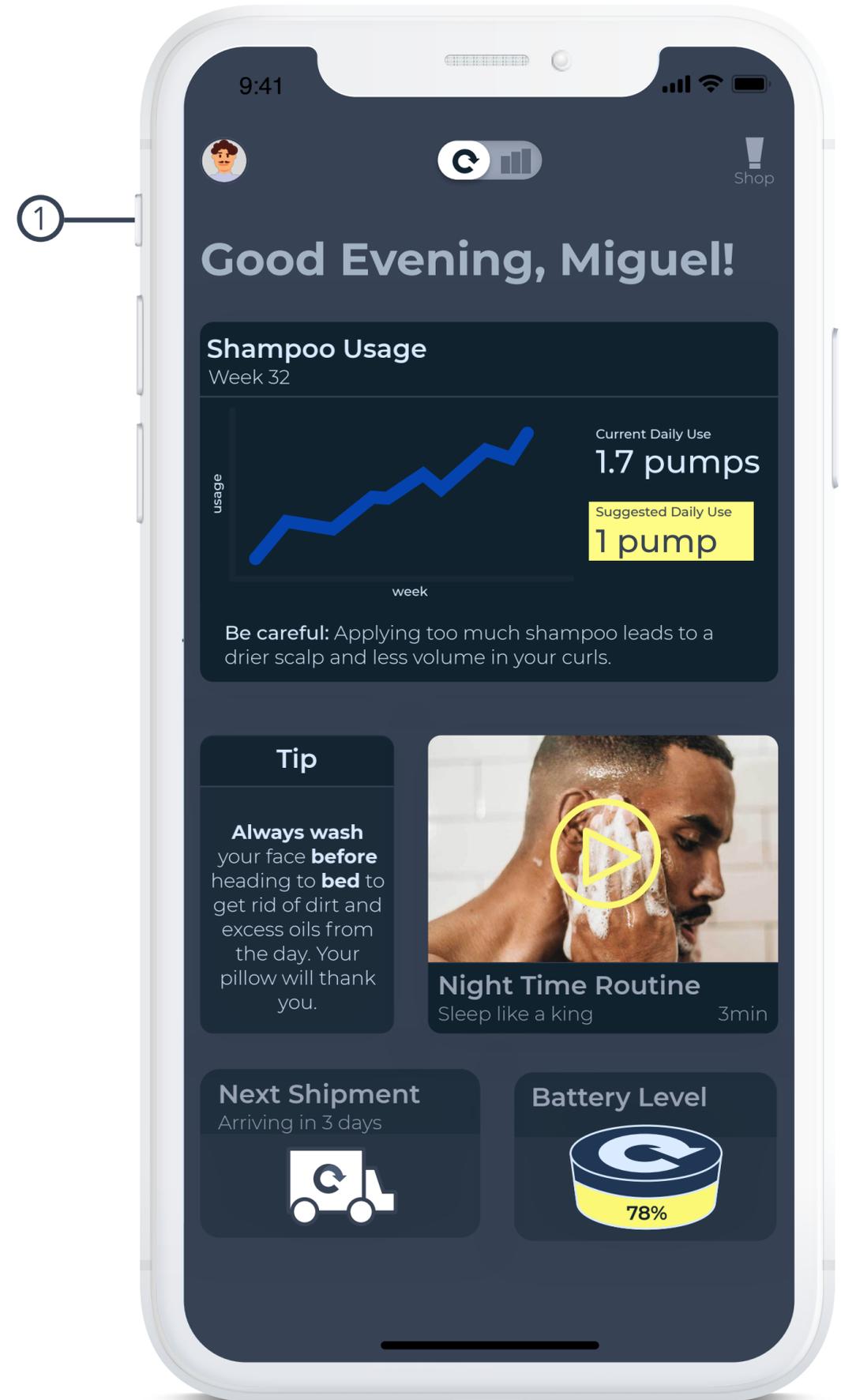
4. This is a battery level card. This shows the amount of battery that is left in the Otto device.



Night Dashboard Screen

Notice that this screen is similar to the other dashboard screen. The colors get darker based on the time of day

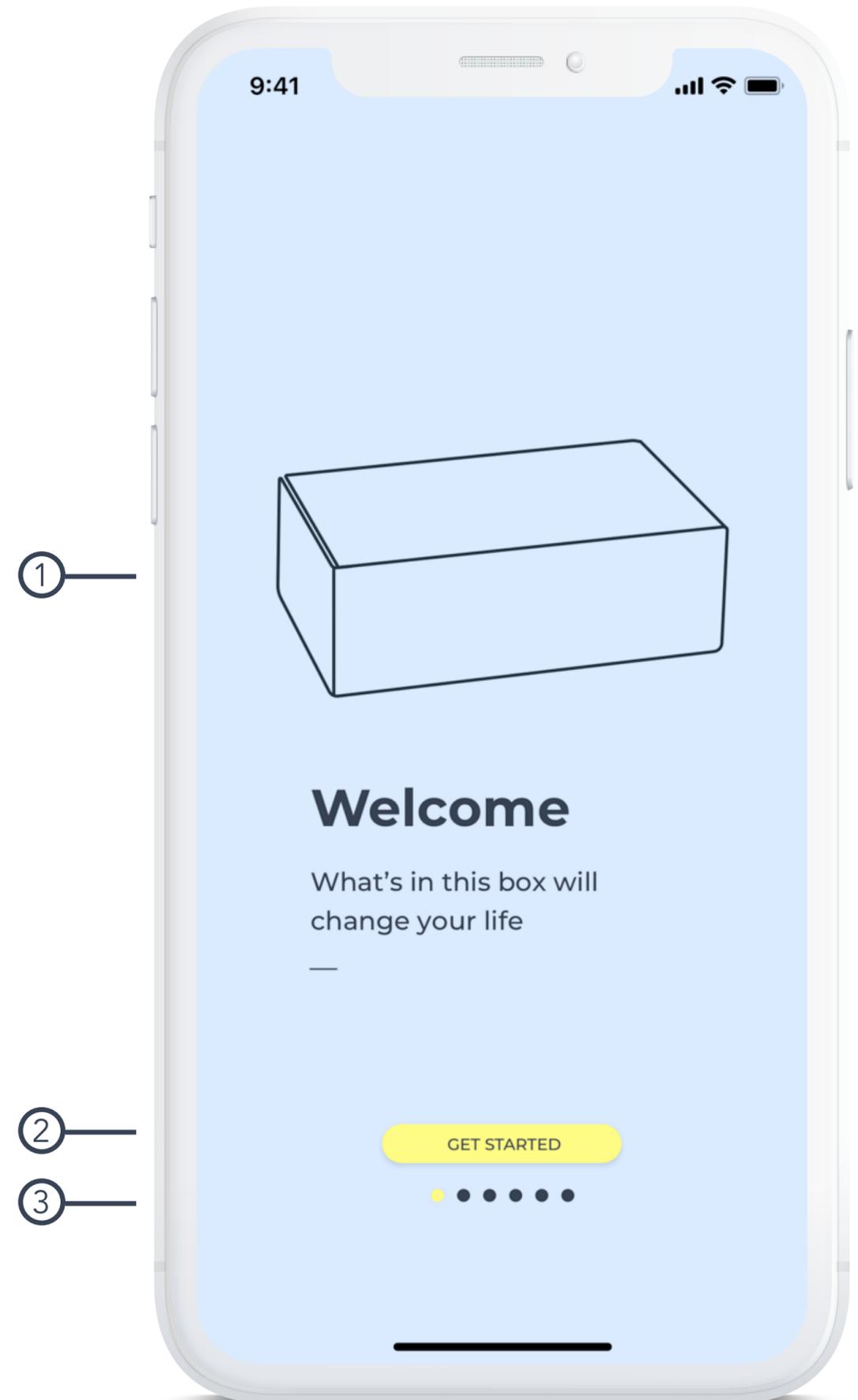
1. This is mobile app screen. Notice the color change from white to a dark blue.



Device Setup

This screen begins the six step setup process for the Otto device. This is the first screen that a new app user would receive after the app loads up

1. The first item is the image of an unopened Otto Subscription Box. This box mirrors the box that the new device owner will receive in the mail.
2. This button moves along to the second setup page, "Power On", in the setup process. Once clicked, the page slides left to reveal the next step.
3. This indicator shows which step of the process the user is currently on. The user can only access the the steps sequentially. This pagination icon should not be able to be clicked on.

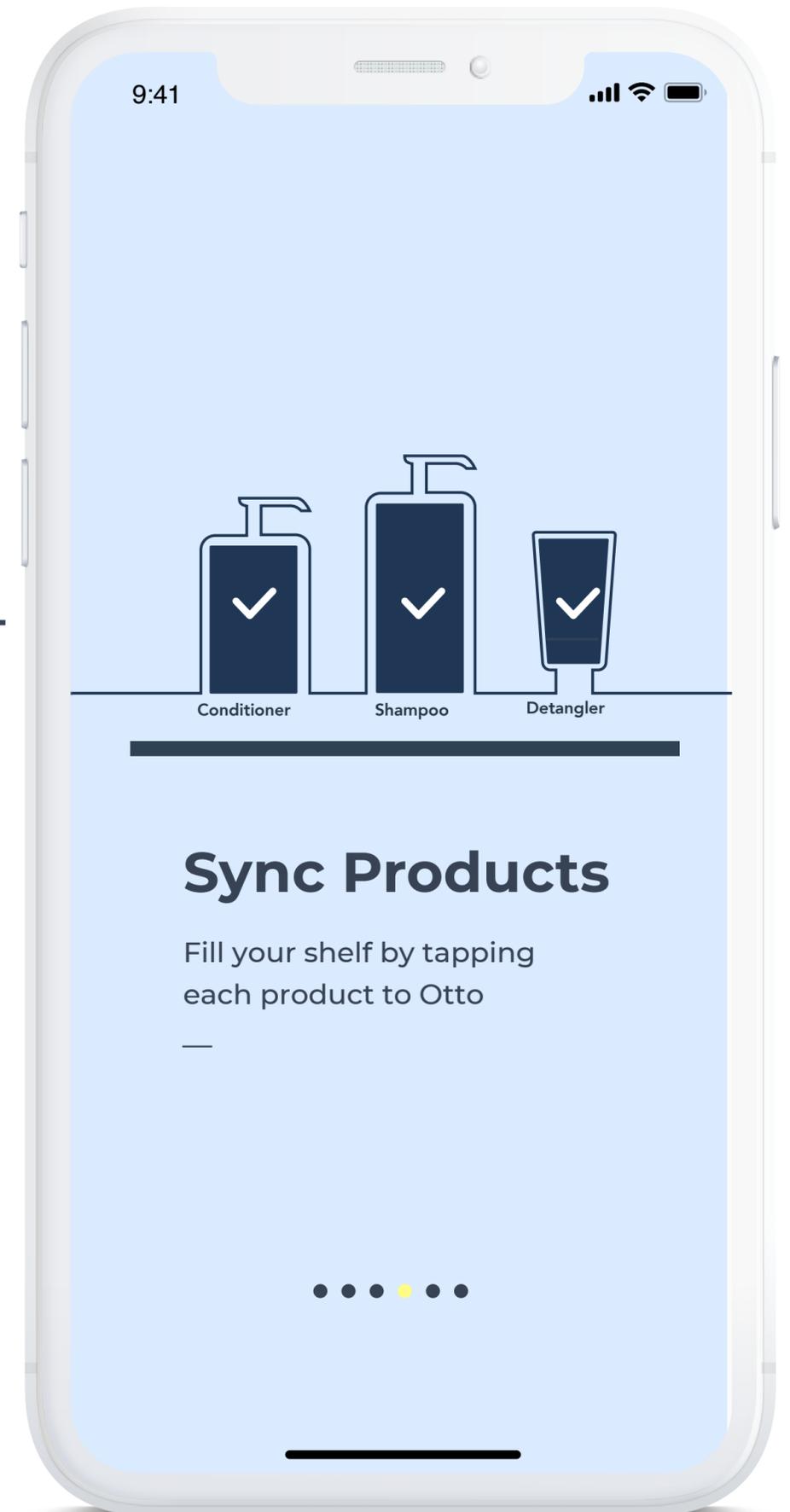


Device Setup

This screen is the fourth step in the device setup process. On this screen, each product is added to the user's shelf by tapping the product on the Otto device.

1. As each product is tapped on the device, the product image displays on the device. Once synchronized, a check mark icon displays on the bottle as a confirmation of a successful pairing.
2. This button moves along to the second setup page, "Power On", in the setup process. Once clicks, the page slides left to reveal the next step.
3. This indicator shows which step of the process the user is currently on. The user can only access the the steps sequentially. This pagination icon should not be able to be clicked on.

1



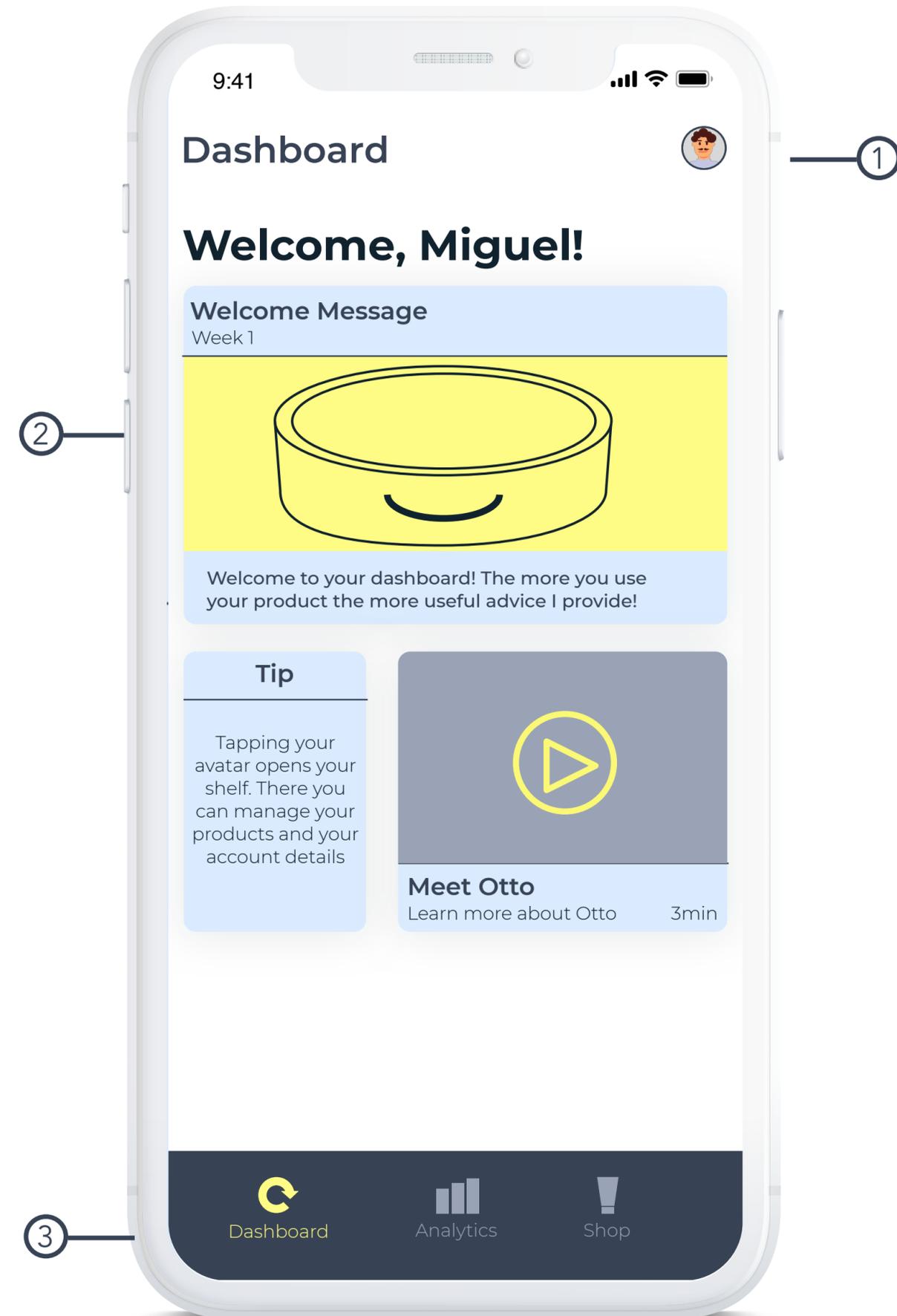
Welcome Screen

This is the welcome screen for the Otto App. When the user first logs in and completes the device setup, this screen orients the user to using the application.

1. This icon is the user's shelf. Tapping this icon takes the user to their product shelf page.

2. The welcome message alerts the user to using the product in order for the system to collect data and make proper suggestions.

3. This is the bottom navigation bar. The dashboard icon navigates to the dashboard screen. Analytics navigates to the Analytics screen. Shop navigates to the shop screen.



Shelf

This is the product shelf. This page displays the products that are currently on the user's shelf as well as the amount of product left in each container. The page also contains settings and product information.

1. This is the exit icon. Once tapped, the user is taken back to the Dashboard page.

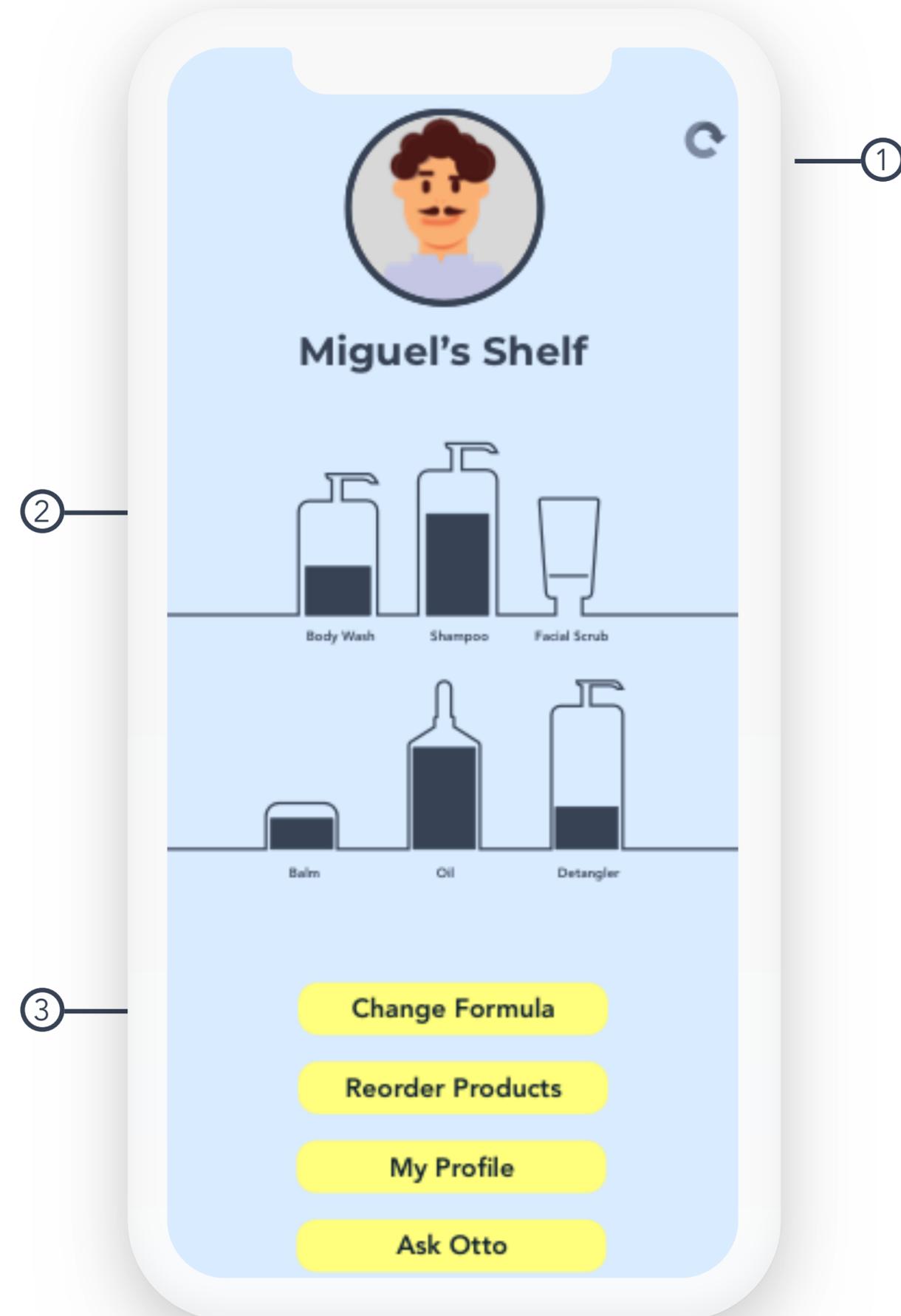
2. This is the user's product shelf. This section displays the current products as well as the amount of product left in each container

3. These are additional options that the user can perform:
- Change Formula: Takes the user through the [Sk]intake process again to reformulate their products.

- Reorder Products: Allows the user to manually select which products they would like to reorder.

-My Profile: Allows the user to make changes to their personal account details such as billing address, shipping address, payment information, etc

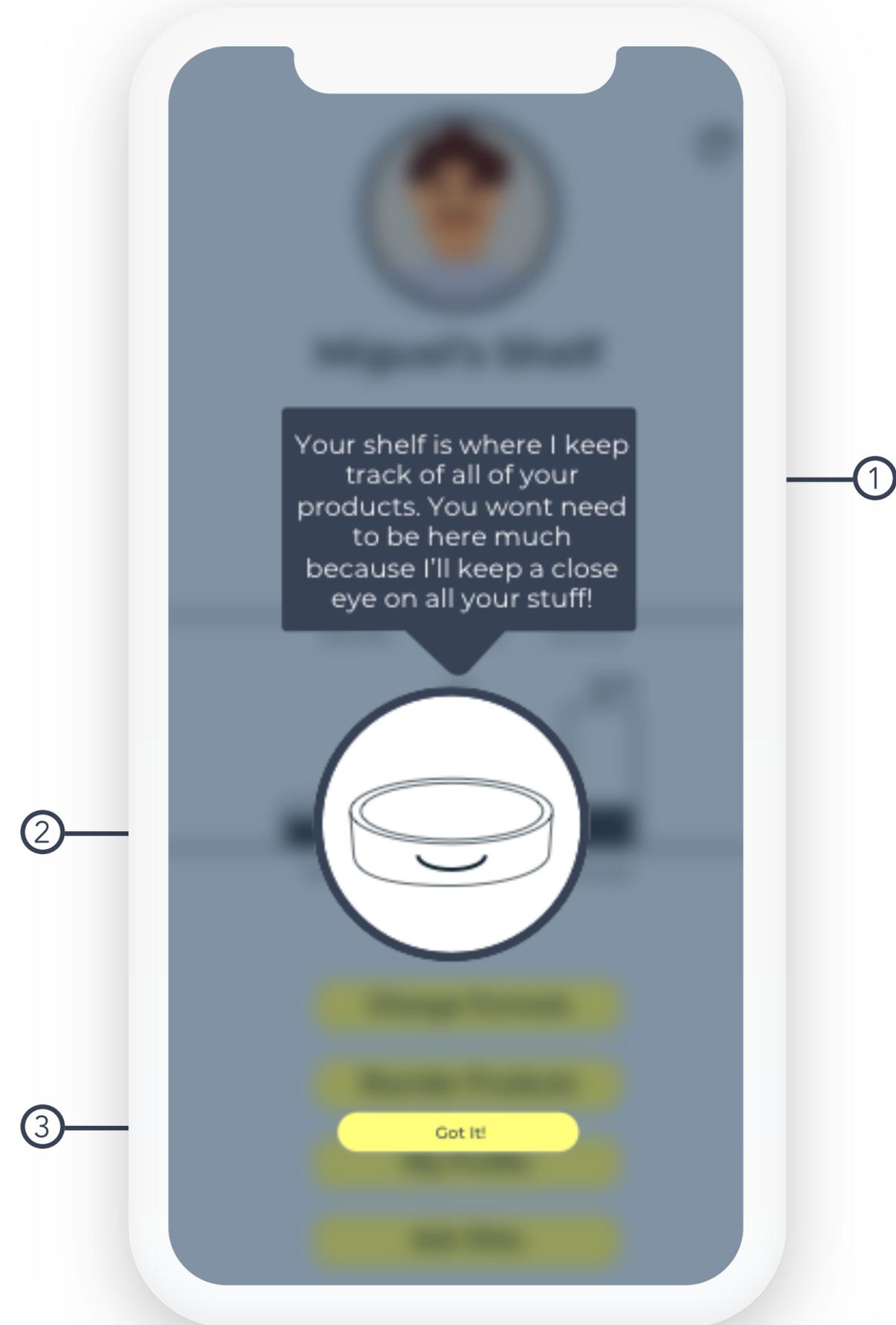
- Ask Otto: Serves as the FAQ section. Functions as a resource for users to find additional information about Otto and/or Ascential.



Shelf Onboarding

This is the product shelf. This page displays the products that are currently on the user's shelf as well as the amount of product left in each container. The page also contains settings and product information.

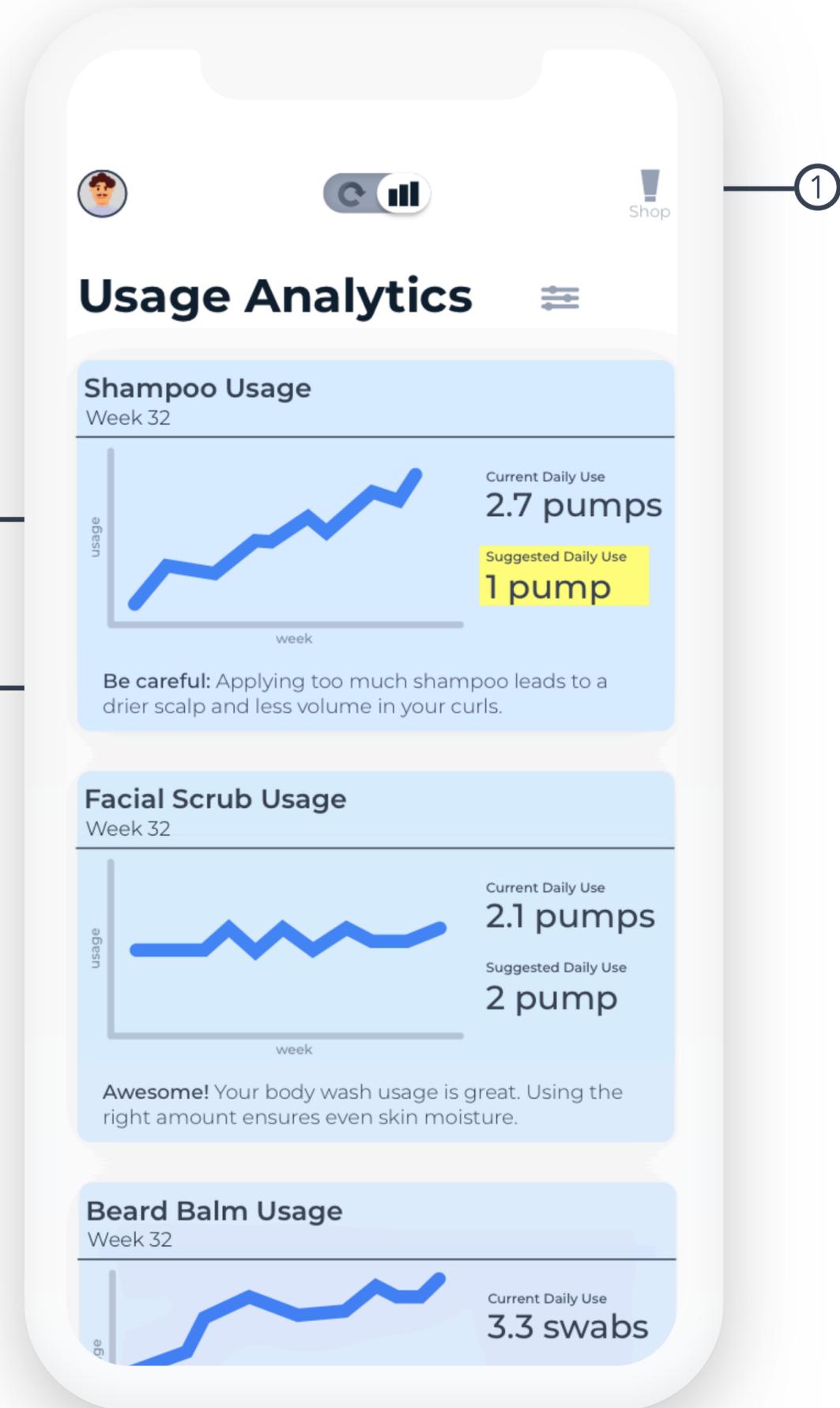
1. This is a description of how the shelf page functions. It's where the user can keep track of how much product is left in the bottle.
2. Clicking this image will close the page.
3. This button closes the page and returns the user to the 'Shelf'.



Usage Analytics

This is the product shelf. This page displays the products that are currently on the user's shelf as well as the amount of product left in each container. The page also contains settings and product information.

1. This is the navigation bar of these pages. Clicking the circle image on the left will link to their profile where they can change their settings. The button in the center will allow the user to toggle between the analytics and homepage. The 'shop' icon will link users back to the shopping page where they can look through our available products and make a purchase.
2. This box depicts a graph showing the user's usage of a specific product. The 'Suggested daily usage is highlighted when the user is using too much or too little of a product. By click this box
3. Here the user is given short feedback on their product usage.



Welcome Screen

This is the welcome screen for the Otto App. When the user first logs in and completes the device setup, this screen orients the user to using the application.

1. This icon toggles between the dashboard page and the analytics page. Tapping the unfocused area will switch the pages
2. This is the user's avatar. Tapping on this icon takes the user to their shelf.
3. This is the shop icon. Tapping on this icon takes the user to the shopping page
4. This is a welcome message icon. The welcome message alerts the user that they do not have any data to display
5. This is a video. The user can play the video by tapping on the card.

