

## Multimedia Appendix 1. Survey questions.

### App Usage Characteristics

\* 2. How long have you been using the Flo app?

- Up to one month
- 1–3 months
- 4–6 months
- 7–12 months
- More than a year
- I don't remember

\* 3. How often, on average, do you use the Flo app?

- Several times a day
- Several times a week
- Once a week
- 1–2 times per month
- 1–2 times every three months
- 1–2 times every six months
- 1–2 times per year
- Other (please specify)

\* 4. Do you use the free or Premium version of the Flo app?

- Free
- Premium
- I used to use Flo Premium, but not anymore
- I don't know

\* 5. How long have you been paying for a Flo subscription?

- Up to one month
- 1–3 months
- 4–6 months
- 7–12 months
- More than a year
- I don't remember

\* 6. How did you sign up for Flo Premium?

- I signed up after a free trial
- I signed up for Flo Premium without a trial period
- I don't remember

## Demographics

\* 7. What country do you live in?

\* 8. What is your age?

- Under 18  
 18–24  
 25–34  
 35–44  
 45–54  
 55+

\* 9. How would you describe yourself?

- |   |   |
|---|---|
| <input type="radio"/> American Indian or Alaskan Native         | <input type="radio"/> Black or African American           |
| <input type="radio"/> Asian or Asian-American                   | <input type="radio"/> Hispanic, Latino, or Spanish origin |
| <input type="radio"/> Native Hawaiian or Other Pacific Islander | <input type="radio"/> Biracial or Multiracial             |
| <input type="radio"/> White, European-American, or Caucasian    | <input type="radio"/> I prefer not to say                 |
| <input type="radio"/> Other (please specify)                    |   |

\* 10. What is your gender identity? (Choose all that apply)

- |  |  |
|--|--|
| <input type="checkbox"/> Woman   | <input type="checkbox"/> Trans man           |
| <input type="checkbox"/> Non-binary  | <input type="checkbox"/> Trans woman         |
| <input type="checkbox"/> Genderqueer or gender fluid                                     | <input type="checkbox"/> Agender             |
| <input type="checkbox"/> Man   | <input type="checkbox"/> I prefer not to say |
| <input type="checkbox"/> Questioning or unsure   |  |
| <input type="checkbox"/> Additional gender category/identity not listed (Please specify) |  |

\* 11. What is your household income?

- |   |  |
|---|--|
| <input type="radio"/> Less than \$20,000 per year | <input type="radio"/> \$101,000–150,000          |
| <input type="radio"/> \$21,000–40,000             | <input type="radio"/> \$151,000–200,000          |
| <input type="radio"/> \$41,000–60,000             | <input type="radio"/> \$201,000–250,000          |
| <input type="radio"/> \$61,000–80,000             | <input type="radio"/> \$250,000 or more per year |
| <input type="radio"/> \$81,000–100,000            | <input type="radio"/> I prefer not to say        |

\* 12. What is the highest level of education you've completed?

- Some high school, no diploma
- High school graduate, diploma, or the equivalent (e.g., GED)
- Associate's degree
- Bachelor's degree
- Master's degree
- Doctorate degree
- I prefer not to say
- Other (please specify)

\* 13. How important is the following for you?

Not very  
important

Somewhat  
important

Very important

Extremely  
important

 

Reproductive health

Mental well-being

Physical well-being

Sexual well-being

## Aim of the Flo App Use

\* 14. Why do you use Flo?

- Menstrual cycle and symptom tracking
- Irregular cycle/ related conditions (e.g., PCOS, endometriosis)
- Pregnancy tracking
- To help me to get pregnant
- To help me not get pregnant
- Pregnancy loss (e.g., stillbirth, miscarriage, abortion)
- Sexual health
- Get tailored female health information relevant to me
- To learn more about my body
- Other (please specify)

## Cycle Health

\* 15. What exactly do you track during your cycle? (Choose all that apply)

- Menstrual cycle dates and regularity
- Fertile window and ovulation
- Cycle signs and symptoms
- Overall health
- Contraception
- Best time for conception
- Other (please specify)

\* 16. Do you believe Flo has helped you manage your menstrual symptoms?

- Yes
- No
- I don't have any menstrual symptoms

\* 17. Which menstrual symptoms has Flo helped you manage? (Choose all that apply)

- |   |  |
|---|--|
| <input type="checkbox"/> Cramps                 | <input type="checkbox"/> Headache  |
| <input type="checkbox"/> Tender breasts         | <input type="checkbox"/> Constipation  |
| <input type="checkbox"/> Acne                   | <input type="checkbox"/> Diarrhea  |
| <input type="checkbox"/> Backache               | <input type="checkbox"/> Bad mood (e.g., sad, irritated, feeling guilty, obsessive thoughts, apathetic, confused, or very self-critical) |
| <input type="checkbox"/> Nausea                 | <input type="checkbox"/> Mood swings   |
| <input type="checkbox"/> Fatigue                | <input type="checkbox"/> Depression  |
| <input type="checkbox"/> Bloating               | <input type="checkbox"/> Anxiety   |
| <input type="checkbox"/> Cravings               | <input type="checkbox"/> Discharge   |
| <input type="checkbox"/> Insomnia               | <input type="checkbox"/> Ovulation   |
| <input type="checkbox"/> Other (please specify) |  |

\* 18. How much has Flo helped you manage each of these symptoms?

	Not at all	A little	A moderate amount	A lot	A great deal
Cramps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tender breasts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Acne	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Backache	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nausea	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fatigue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bloating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cravings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Insomnia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Headache	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Constipation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diarrhea	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bad mood (e.g., sad, irritated, feeling guilty, obsessive thoughts, apathetic, confused, or very self-critical)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mood swings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Depression	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Anxiety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discharge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ovulation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[Insert text from Other]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* 19. What part of using Flo has helped you manage your menstrual symptoms? (Choose all that apply)

- Reading/watching articles and video sources in the app
- Symptom- and cycle-related chats with Flo's chatbot
- Discussion in Secret Chats
- Courses with experts
- Period predictions
- Fertile days and ovulation predictions
- Symptom tracking
- Other (please specify)

\* 20. How much these parts on the app have helped you to manage your symptoms?

	Not at all	A little	A moderate amount	A lot	A great deal
Reading/watching articles and video sources in the app	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Symptom- and cycle-related chats with Flo's chatbot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discussion in Secret Chats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courses with experts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Period predictions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fertile days and ovulation predictions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Symptom tracking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[Insert text from Other]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Irregular cycle/ related conditions — (e.g., PCOS, or endometriosis)

\* 21. Do you believe Flo has helped you manage your condition and symptoms?

Yes

No

\* 22. How helpful has Flo been in helping your condition improve?

Not at all helpful

Not so helpful

Somewhat helpful

Very helpful

Extremely helpful

\* 23. What in the app has helped your condition improve? (Choose all that apply)

Reading/watching articles and video sources in the app

Symptom- and cycle-related chats with Flo's chatbot

Discussion in Secret Chats

Courses with experts

Period predictions

Fertile days and ovulation predictions

Symptom tracking

Other (please specify)

Irregular cycle/ related conditions — (e.g., PCOS, or endometriosis)

\* 24. Do you believe Flo helped you see your health care provider for your condition?

Yes

No

\* 25. How much has Flo helped your decision to see a health care provider?

Not at all

A little

A moderate amount

A lot

A great deal

\* 26. What in the app helped your decision to visit a healthcare provider? (Choose all that apply)

Reading/watching articles and video sources in the app

Symptom- and cycle-related chats with Flo's chatbot

Discussion in Secret Chats

Courses with experts

Period predictions

Fertile days and ovulation predictions

Symptom tracking

Other (please specify)

\* 27. How much have these parts of the app helped your condition improve?

	Not at all	A little	A moderate amount	A lot	A great deal
Reading/watching articles and video sources in the app	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Symptom- and cycle-related chats with Flo's chatbot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discussion in Secret Chats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courses with experts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Period predictions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fertile days and ovulation predictions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Symptom tracking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[Insert text from Other]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* 28. How much have these parts of the app helped your decision to visit a health care provider?

	Not at all	A little	A moderate amount	A lot	A great deal
Reading/watching articles and video sources in the app	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Symptom- and cycle-related chats with Flo's chatbot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discussion in Secret Chats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courses with experts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Period predictions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fertile days and ovulation predictions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Symptom tracking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[Insert text from Other]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Falling Pregnant and Pregnancy Health

\* 29. Did you get pregnant while using Flo?

Yes

No

\* 30. Do you believe that using Flo helped you get pregnant?

Yes

No

\* 31. What in the app helped you get pregnant? (Choose all that apply)

Reading/watching articles and video sources in the app

Symptom- and cycle-related chats with Flo's chatbot

Discussion in Secret Chats

Courses with experts

Period predictions

Fertile days and ovulation predictions

Symptom tracking

Other (please specify)

\* 32. Do you believe Flo helped you prepare for a healthy pregnancy?

Yes

No

\* 33. Do you believe Flo has helped you to be better prepared for natural labor?

Yes

No

\* 34. Do you believe Flo has improved how informed/educated you feel about your pregnancy?

Yes

No

\* 35. How much did these parts of the app help you get pregnant?

	Not at all	A little	A moderate amount	A lot	A great deal
Reading/watching articles and video sources in the app	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Symptom- and cycle-related chats with Flo's chatbot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discussion in Secret Chats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courses with experts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Period predictions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fertile days and ovulation predictions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Symptom tracking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[Insert text from Other]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* 36. What knowledge about your pregnancy has Flo improved? (Choose all that apply)

- I know more about baby development
- I know more about my body during pregnancy
- I know more of the basic do's and don'ts
- I know more about what symptoms are OK or not during pregnancy
- I know more about diet and nutrition during pregnancy
- I know more about prenatal care
- Other (please specify)

- None of the above

\* 37. How much has Flo improved how informed you feel?

	Not at all	A little	A moderate amount	A lot	A great deal
I know more about baby development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know more about my body during pregnancy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know more of the basic do's and don'ts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know more about what symptoms are OK or not during pregnancy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know more about diet and nutrition during pregnancy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know more about prenatal care	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[Insert text from Other]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* 38. What part of using Flo has helped you feel most informed? (Choose all that apply)

- Reading/watching articles and video sources in the app
- Symptom- and cycle-related chats with Flo's chatbot
- Discussion in Secret Chats
- Courses with experts
- Period predictions
- Fertile days and ovulation predictions
- Symptom tracking
- Other (please specify)

\* 39. Which do you believe Flo has helped you better understand? (Choose all that apply)

- How to manage your pregnancy symptoms
- How your pregnancy affects your mental health (feeling sad, feeling anxious, mood swings, etc.)
- How your pregnancy affects your physical health (fatigue, constipation, bloating, etc.)
- How your pregnancy affects your reaction to situations (impatience, etc.)
- How to optimize your life around your pregnancy (exercise/physical activity, sleep, sex life, etc.)
- How to manage your postpartum symptoms
- How to reduce your risk for preterm labor
- Other (please specify)

None of the above

\* 40. How much has your understanding improved?

	Not at all	A little	A moderate amount	A lot	A great deal
How to manage your pregnancy symptoms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How your pregnancy affects your mental health (feeling sad, feeling anxious, mood swings, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How your pregnancy affects your physical health (fatigue, constipation, bloating, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How your pregnancy affects your reaction to situations (impatience, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How to optimize your life around your pregnancy (exercise/physical activity, sleep, sex life, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How to manage your postpartum symptoms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How to reduce your risk for preterm labor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[Insert text from Other]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* 41. How long have you been trying to conceive?

- 0–6 months
- 6–12 months
- 1–2 years
- Longer than 2 years

\* 42. Do you believe Flo has helped you to conceive faster?

- Yes
- No
- I am still trying

\* 43. What in the app has helped you to conceive faster? (Choose all that apply)

- Reading/watching articles and video sources in the app
- Symptom- and cycle-related chats with Flo's chatbot
- Discussion in Secret Chats
- Courses with experts
- Period predictions
- Fertile days and ovulation predictions
- Symptom tracking
- Other (please specify)

\* 44. How much did these parts of the app help you to conceive faster?

	Not at all	A little	A moderate amount	A lot	A great deal
Reading/watching articles and video sources in the app	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Symptom- and cycle-related chats with Flo's chatbot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discussion in Secret Chats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courses with experts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Period predictions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fertile days and ovulation predictions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Symptom tracking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[Insert text from Other]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



\* 45. Do you believe Flo has helped you to avoid fertility treatments (IVF, ICSI, etc.)

Yes

No

## Cycle Education

\* 46. Do you believe Flo has improved how informed/educated you feel about your cycle health?

Yes

No

\* 47. What knowledge about your cycle health has Flo improved? (Choose all that apply)

I know my cycle is regular/irregular

I know my cycle length is normal/abnormal

I know my period flow is normal/abnormal

I know I am/am not ovulating

I know it's normal/not normal to have certain symptoms throughout my cycle (period cramps, spotting, headaches, etc.)

Flo helped me identify whether my vaginal discharge is healthy throughout my cycle Flo

encouraged me to see a doctor, and I've been diagnosed with a condition Flo helped me identify

issues related to PCOS

Flo helped me identify issues related to endometriosis

Flo helped me identify issues related to perimenopause

Flo helped me decrease the negative effects of PMS

Flo helped me communicate more with my partner about my cycle Other

(please specify)

\* 48. How much has Flo improved how informed you feel?

Not at all

A little

A moderate amount

A lot

A great deal

\* 49. What part of using Flo has helped you feel most informed? (Choose all that apply)

- Reading/watching articles and video sources in the app
- Symptom- and cycle-related chats with Flo's chatbot
- Discussion in Secret Chats
- Courses with experts
- Period predictions
- Fertile days and ovulation predictions
- Symptom tracking
- Other (please specify)

\* 50. How much did using these parts of the app improve how informed you feel about your cycle health?

	Not at all	A little	A moderate amount	A lot	A great deal
Reading/watching articles and video sources in the app	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Symptom- and cycle-related chats with Flo's chatbot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discussion in Secret Chats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courses with experts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Period predictions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fertile days and ovulation predictions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Symptom tracking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[Insert text from Other]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* 51. Which do you believe Flo has helped you better understand? (Choose all that apply)

- How to manage your menstrual cycle symptoms
- How your cycle affects your mental health (feeling sad, mood swings, etc.)
- How your cycle affects your physical health (tired, bloated, etc.)
- How your cycle affects your reaction to situations (lack of patience, sadness, etc.)
- How to use your cycle to know when you are most fertile
- How to optimize your life around your cycle (exercise/physical activity, sleep, sex life, etc.)
- Other (please specify)

- None of the above

\* 52. How much has your understanding improved?

	Not at all	A little	A moderate amount	A lot	A great deal
How to manage your menstrual cycle symptoms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How your cycle affects your mental health (feeling sad, mood swings, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How your cycle affects your physical health (tired, bloated, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How your cycle affects your reaction to situations (lack of patience, sadness, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How to use your cycle to know when you are most fertile	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How to optimize your life around your cycle (exercise/physical activity, sleep, sex life, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[Insert text from Other]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## General Health

\* 53. Do you believe that using Flo has helped you improve any of the following?

- Mental health and emotional well-being (reducing stress, being happier, etc.)
- Physical health (feeling less tired, improving skin, etc.)
- Health behaviors (improved diet, increased activity, etc.)
- Sexual health (improved sex life, safe sex, etc.)
- Communication with your health care provider
- None of the above

\* 54. How much has Flo helped you to improve the following?

	Not at all	A little	A moderate amount	A lot	A great deal
Mental health and emotional well-being (reducing stress, being happier, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Physical health (feeling less tired, improving skin, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health behaviors (improved diet, increased activity, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sexual health (improved sex life, safe sex, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communication with your health care provider	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## General Health: Mental Health and Emotional Well-being

\* 55. What aspects of your mental health and emotional well-being do you think Flo has helped you with and to what extent? (Choose all that apply)

	Not at all	A little	A moderate amount	A lot	A great deal
Reducing stress	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reducing anxiety and worry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Managing low mood and depressive symptoms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improving your ability to control your emotions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being happier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having better emotional well-being	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improving your self-esteem	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improving your confidence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improving relationships with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

\* 56. What part of using Flo has helped you improve your mental health and well-being and to what extent? (Choose all that apply)

	Not at all	A little	A moderate amount	A lot	A great deal
Reading/watching articles and video sources in the app	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Symptom- and cycle-related chats with Flo's chatbot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discussion in Secret Chats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courses with experts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Period predictions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fertile days and ovulation predictions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Symptom tracking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## General Health: Physical Health

\* 57. What aspects of your physical health do you think Flo has helped you with and to what extend?

(Choose all that apply)

	Not at all	A little	A moderate amount	A lot	A great deal
Feeling less fatigued and tired	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having more energy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sleeping better	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Managing your weight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improving your skin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improving your fitness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

\* 58. What part of using Flo has helped you improve your physical health and to what extend? (Choose all that apply)

	Not at all	A little	A moderate amount	A lot	A great deal
Reading/watching articles and video sources in the app	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Symptom- and cycle-related chats with Flo's chatbot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discussion in Secret Chats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courses with experts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Period predictions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fertile days and ovulation predictions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Symptom tracking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## General Health: Health Behaviors

\* 59. What aspects of your health behaviors do you think Flo has helped you with and to what extend?  
(Choose all that apply)

	Not at all	A little	A moderate amount	A lot	A great deal
Increased activity/exercise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improved diet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Better stress management (e.g., meditation, breathing exercises, and journaling)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reducing harmful habits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Better management of symptoms (cramps, bloating, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

\* 60. What part of using Flo has helped you improve your health behaviors and to what extend? (Choose all that apply)

	Not at all	A little	A moderate amount	A lot	A great deal
Reading/watching articles and video sources in the app	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Symptom- and cycle-related chats with Flo's chatbot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discussion in Secret Chats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courses with experts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Period predictions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fertile days and ovulation predictions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Symptom tracking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



## General Health: Sexual Health

\* 61. What aspects of your sexual health do you think Flo has made you more informed about and to what extend? (Choose all that apply)

	Not at all	A little	A moderate amount	A lot	A great deal
STIs and how to avoid them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The signs and symptoms of STIs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safe sex	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Contraception options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The signs and symptoms during sex that are indicative of a health issue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

\* 62. What aspects of your sexual health do you think Flo has helped you achieve and to what extend? (Choose all that apply)

	Not at all	A little	A moderate amount	A lot	A great deal
Improved sex life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More pleasure during sex	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Better understanding of your sexuality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Getting rid of sex-related stigmas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improved self-love and self-compassion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

## General Health: Sexual Health

\* 63. What part of using Flo has helped you improve your sexual health and to what extend?

(Choose all that apply)

	Not at all	A little	A moderate amount	A lot	A great deal
Reading/watching articles and video sources in the app	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Symptom- and cycle-related chats with Flo's chatbot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discussion in Secret Chats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courses with experts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Period predictions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fertile days and ovulation predictions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Symptom tracking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Communication with a Healthcare Provider

\* 64. What do you feel more confident about when communicating with your health care provider?

- I am more confident about asking questions about my health/body
- I am more confident about asking for resources that I think I need (e.g., stress relief, birth control, support) I am more
- confident about sharing what is going on with my body
- I am more confident about my understanding of my reproductive health Other
- (please specify)

\* 65. How much has Flo helped you be more confident on each statement?

	Not at all	A little	A moderate amount	A lot	A great deal
I am more confident about asking questions about my health/body	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am more confident about asking for resources that I think I need (e.g., stress relief, birth control, support)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am more confident about sharing what is going on with my body	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am more confident about my understanding of my reproductive health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[Insert text from Other]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Workplace Productivity and Healthcare Costs

\* 66. How helpful has Flo been? (Choose all that apply)

	Not at all	A little	A moderate amount	A lot	A great deal
Preventing work burnout	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increasing your productivity at work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helping you cope with work-related stress	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* 67. Do you have private health insurance?

- Yes
- No
- I prefer not to answer

\* 68. Do you believe Flo has helped you to save money on your yearly health care provider visits?

- Yes
- No
- I don't know

\* 69. Do you believe Flo has helped you to save money on your yearly emergency room visits?

- Yes
- No
- I don't know

## Flo Recommendation

\* 70. How likely are you to recommend Flo to friends?

- Very unlikely
- Unlikely
- Neither likely nor unlikely
- Likely
- Very likely