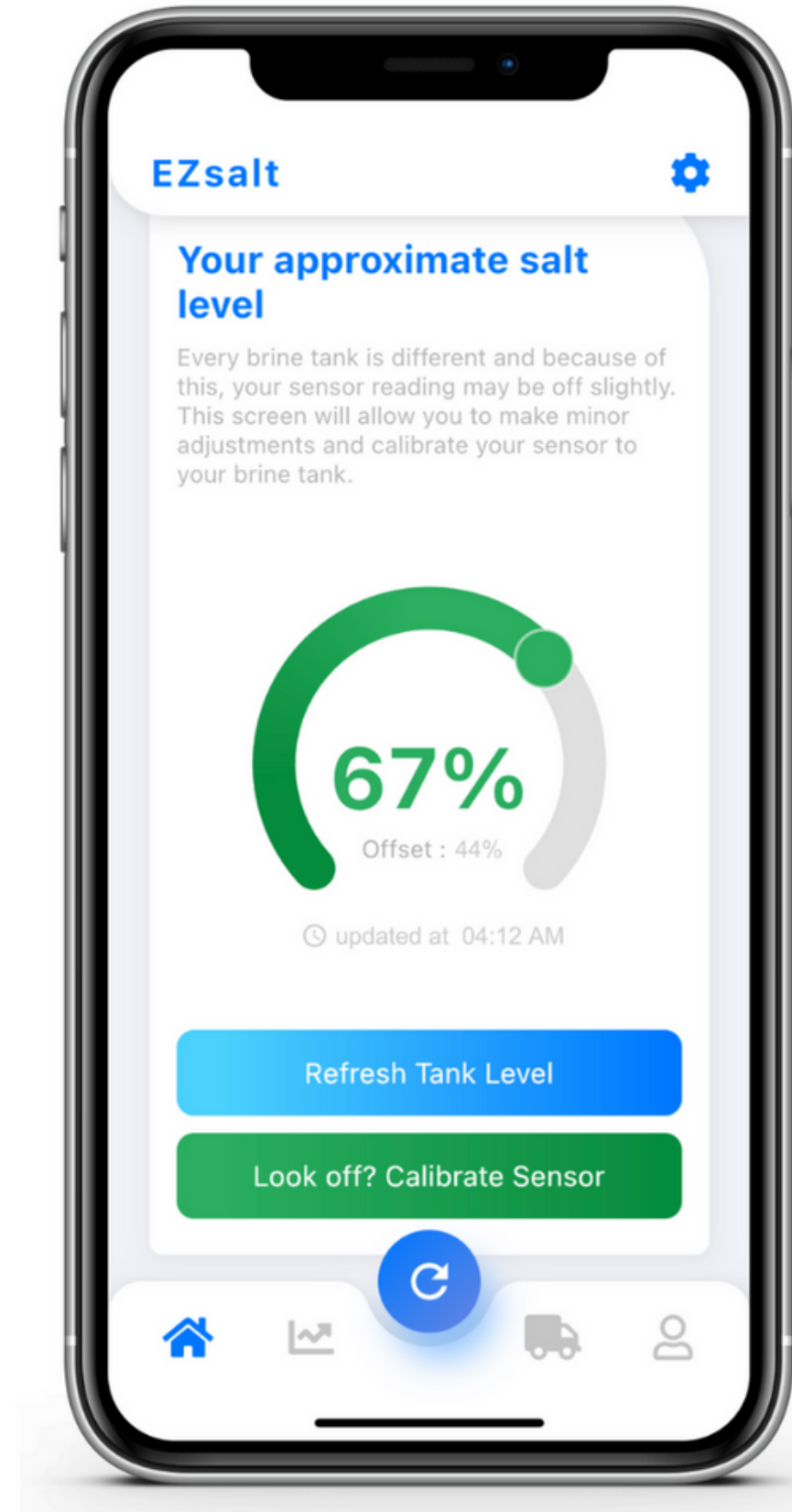


Getting to know the EZsalt App



Beautiful UI

Design is very important to a good app. We have invested heavily in ensuring that our app's UI is pleasant, easy to understand, and uses industry leading standards to make sure our customers enjoy every moment they interact with our app.



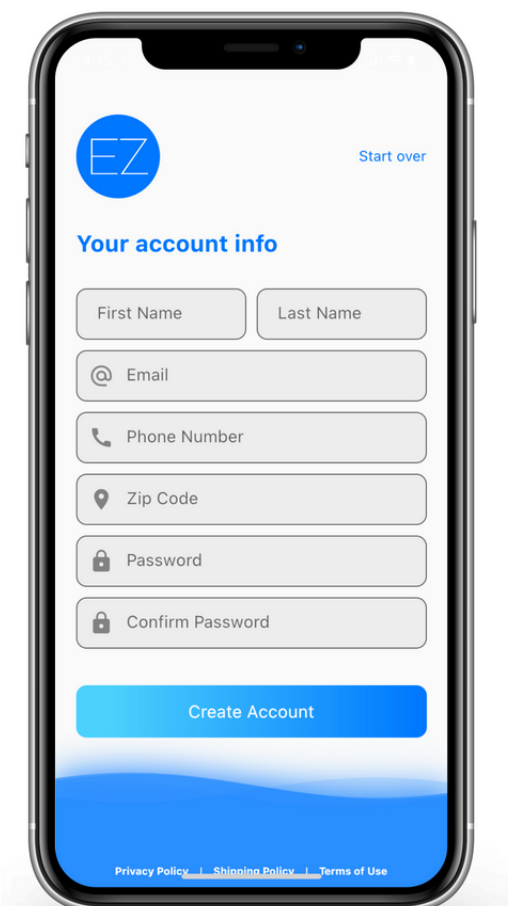
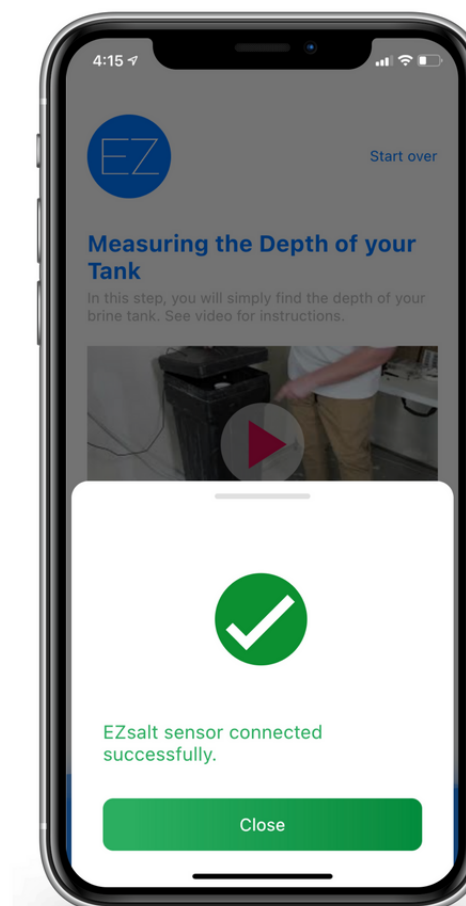
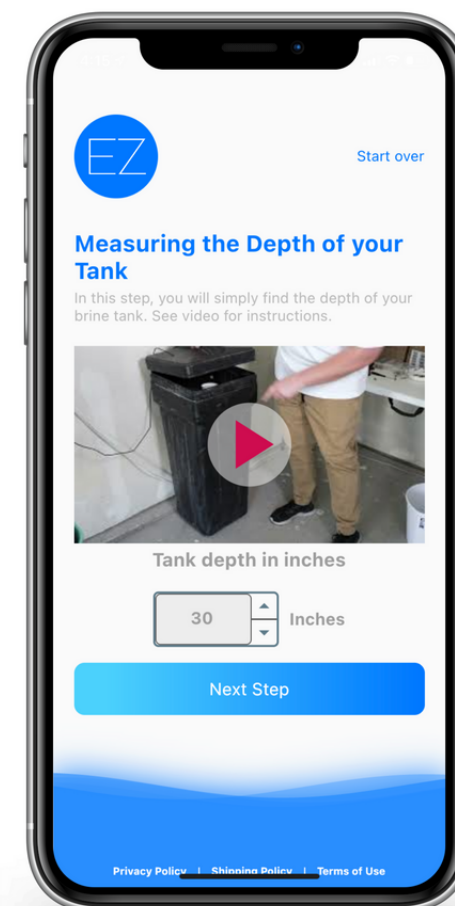
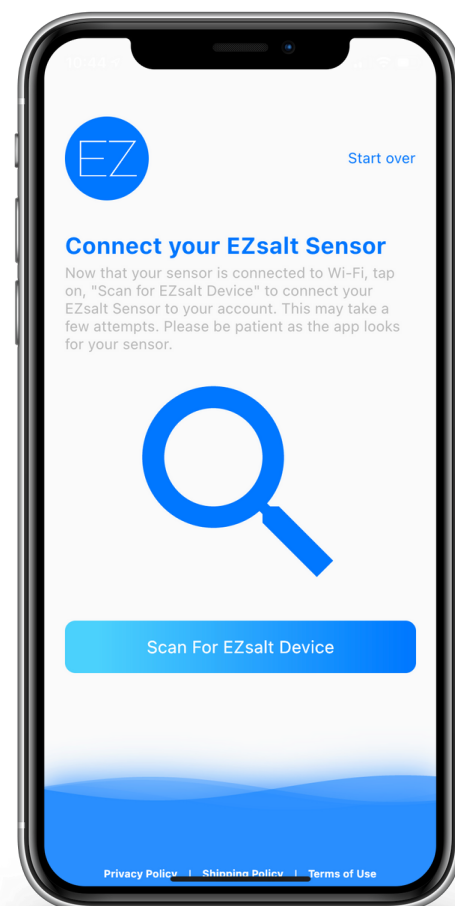
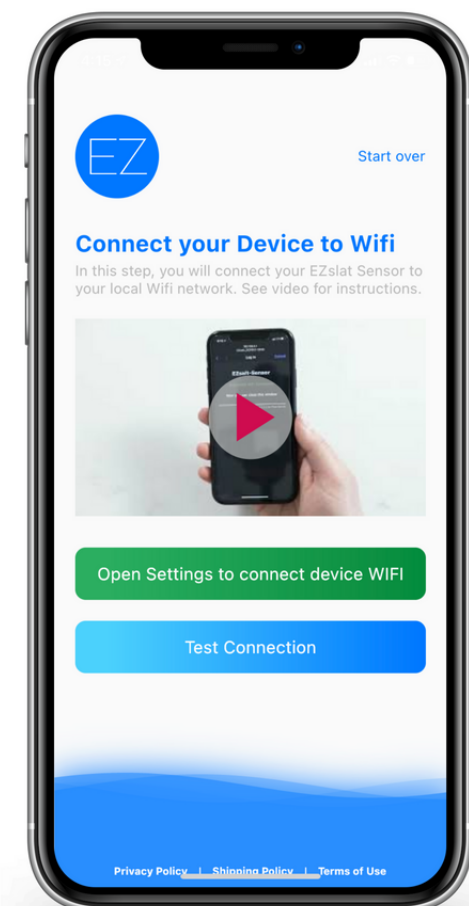
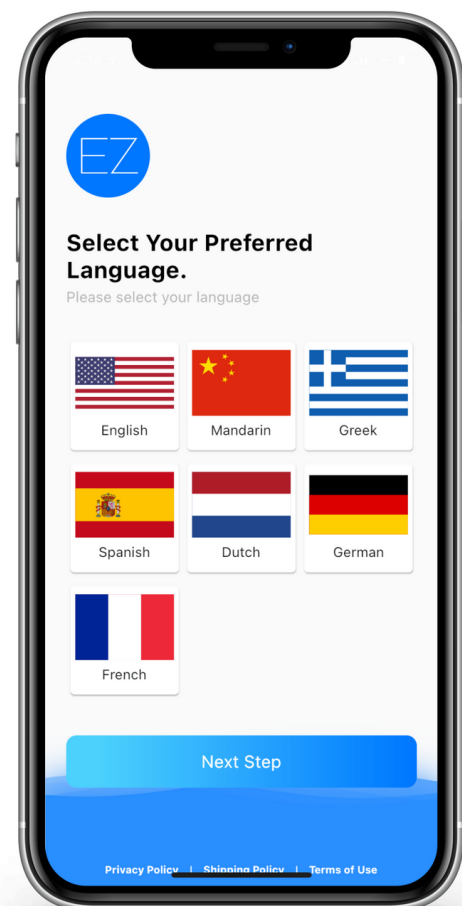
Developing an App that requires zero customer support

Since the very first version of our app, our goal has been to create an app that ANYONE could understand and use as a tool to set up and install their EZsalt Sensor without needing any support. This is a monumental goal and one which many companies believe is impossible. We refuse to give in to that belief and strive to make an app which requires no outside support to help customers set up and install their EZsalt Sensor.

When we launched our first version of the app, 30% of customers who used it required some form of support. Today, that number is down to 2%. We've made huge progress and continue to bring that number down. In this presentation, we are going to show you how we've done this.

A step by step flow.

Through dozens of updates and support calls, we've learned that in order for customers to truly be able to figure out how to install and set up on their own, we had a few steps we needed to guide them through very carefully. With this in mind, we designed a flow which takes the customer through each step one at a time so they can be totally focused on completing just that one task. We will now take you through each step.

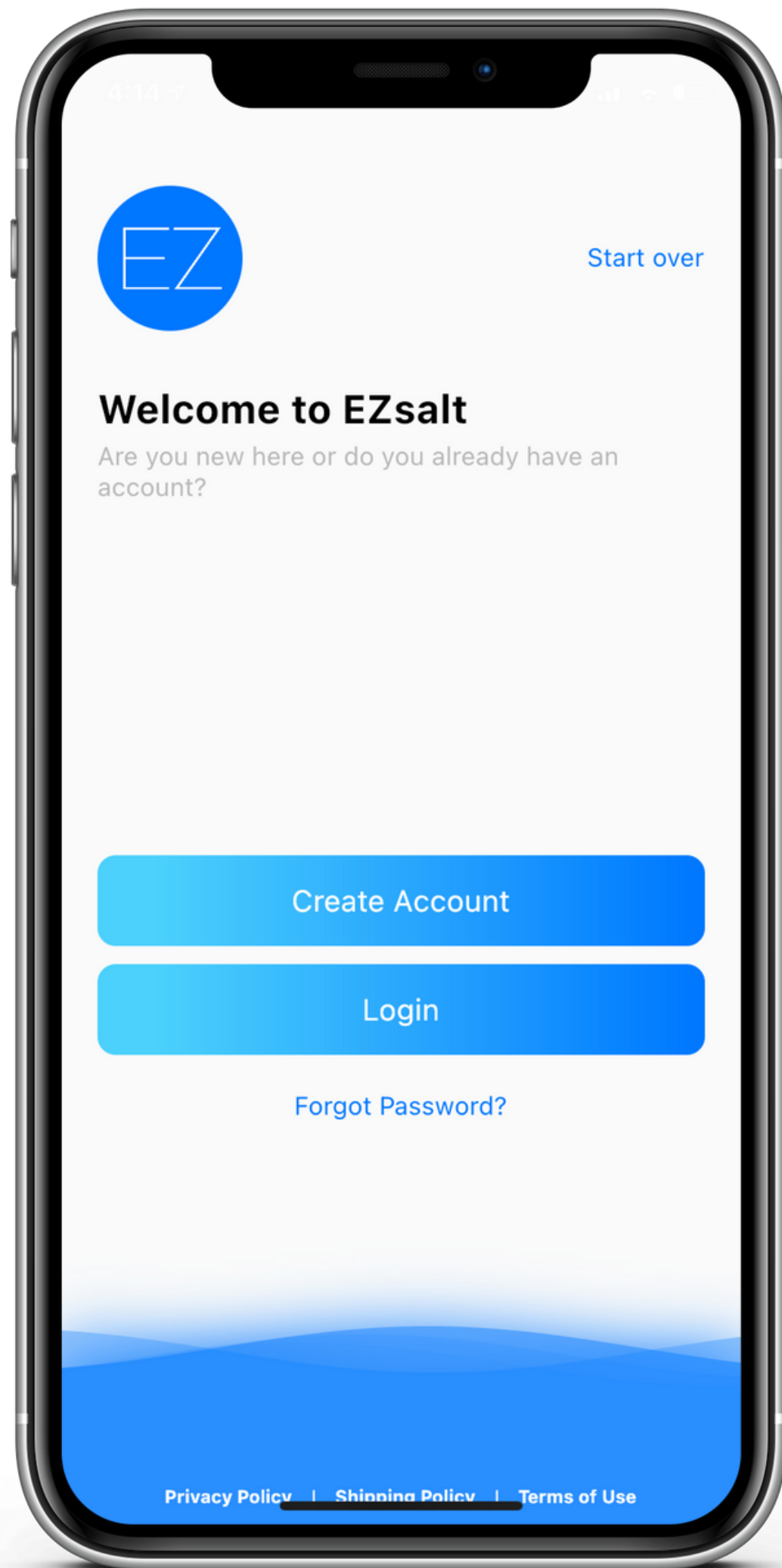




Choose your language

Surprising as it is, we have shipped EZsalt Sensors to 9 countries and counting. We want our app to be friendly to all and for this reason have prepared 7 different languages our app can be used in.

In this step, the user selects their preferred language.



Create an Account or Login

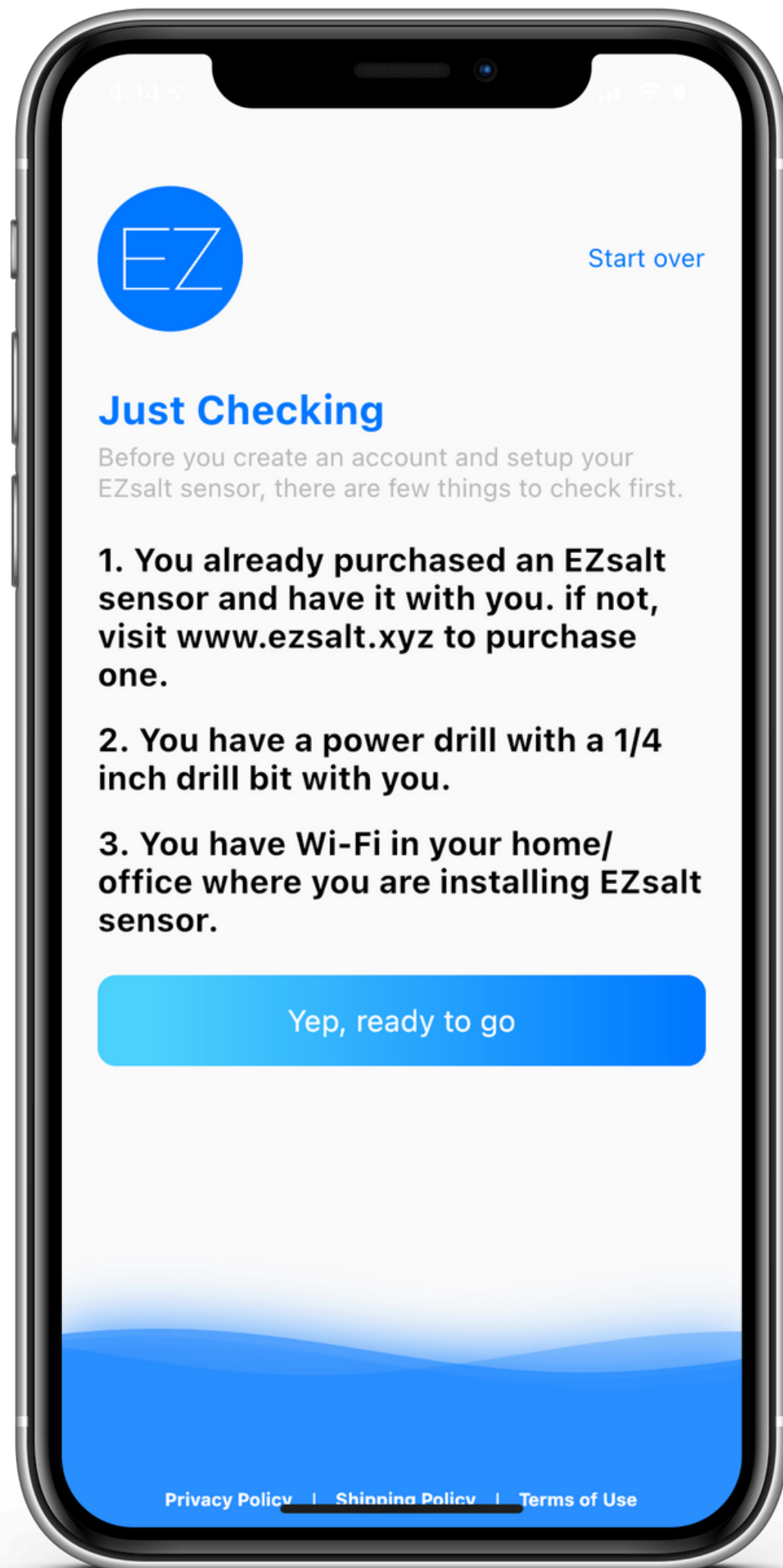
Now that the preferred language has been selected. The user now chooses to create an account or login to an existing account. We've also included a, "Forgot Password" button in case they have forgotten their password.

In this step, the user selects to Login or Create Account.

Just Checking...

This is a very important step. It forces the user to stop and double check that they have everything they need in order to proceed with a smooth installation of the EZsalt Sensor

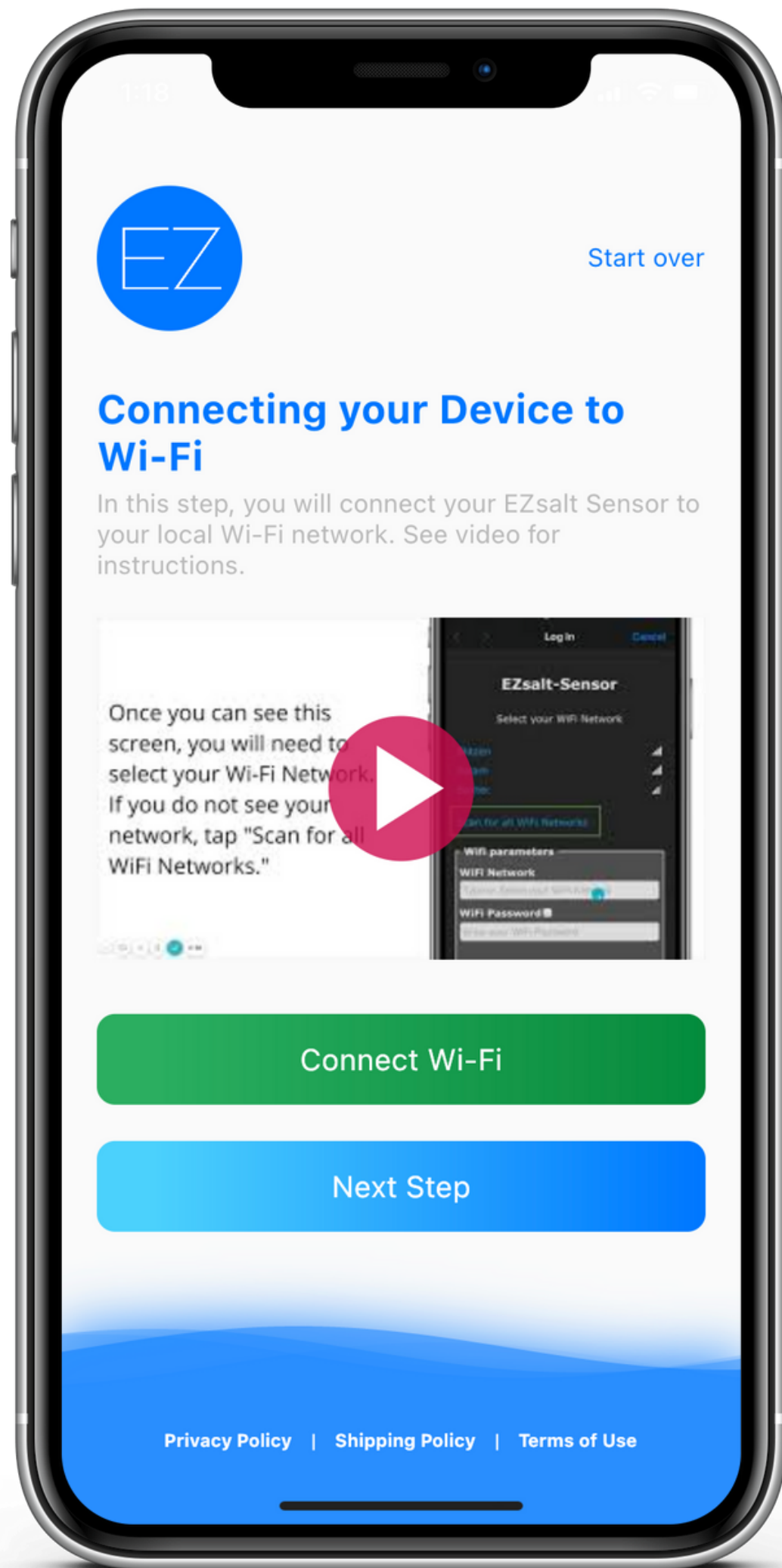
In this step, the user confirms they are ready to proceed with set up.



Connecting to Wi-Fi

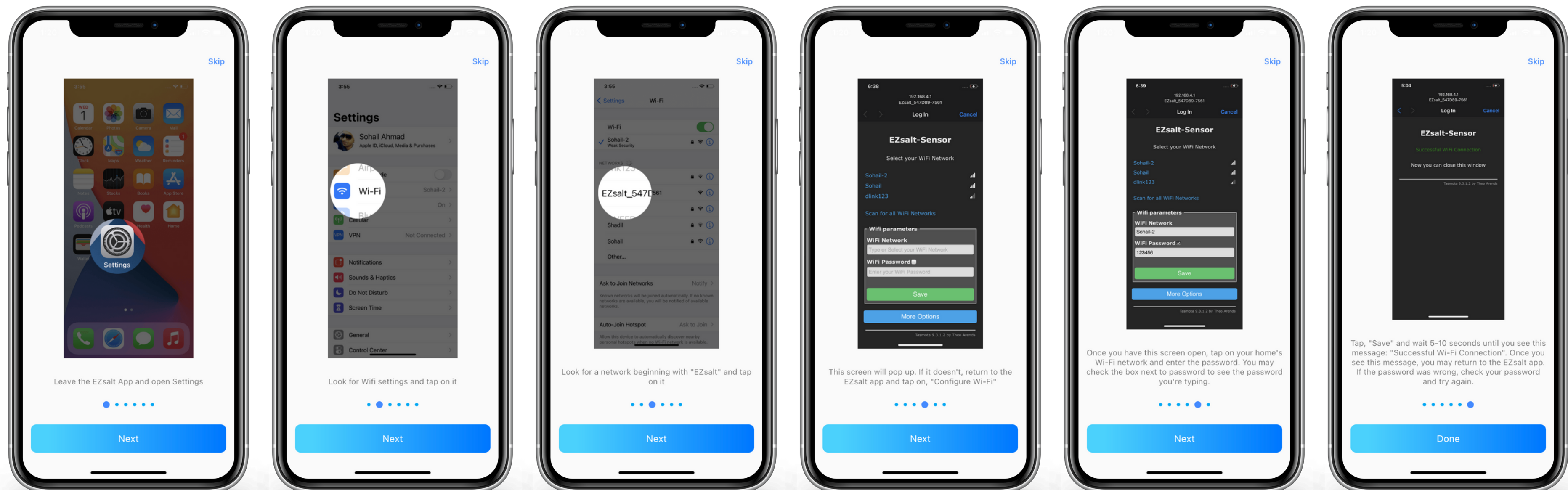
Connecting to Wi-Fi has by far been the most difficult step to remove any customer support from. Connecting to Wi-Fi is what makes up for the 2% of the support calls we still receive. The following slides will show you what we've done to minimize the need for support.

In this step, the user taps on, "Connect Wi-Fi"



A step-by-step carousel

In order to connect the sensor to Wi-Fi, the user has to leave the EZsalt App, open their Wi-Fi settings and select a network that begins with "EZsalt". In this step, the sensor is creating an access point via Wi-Fi which allows the user's phone to communicate with the sensor. To connect to this access point, the user must select it in their Wi-Fi settings screen. This step seems simple enough but for old or non tech-savvy people, the notion of leaving the app can throw them off. For this reason, we prepared a carousel of images that will show them everything to expect. (You may need to zoom in to read)





Connecting the EZsalt Sensor

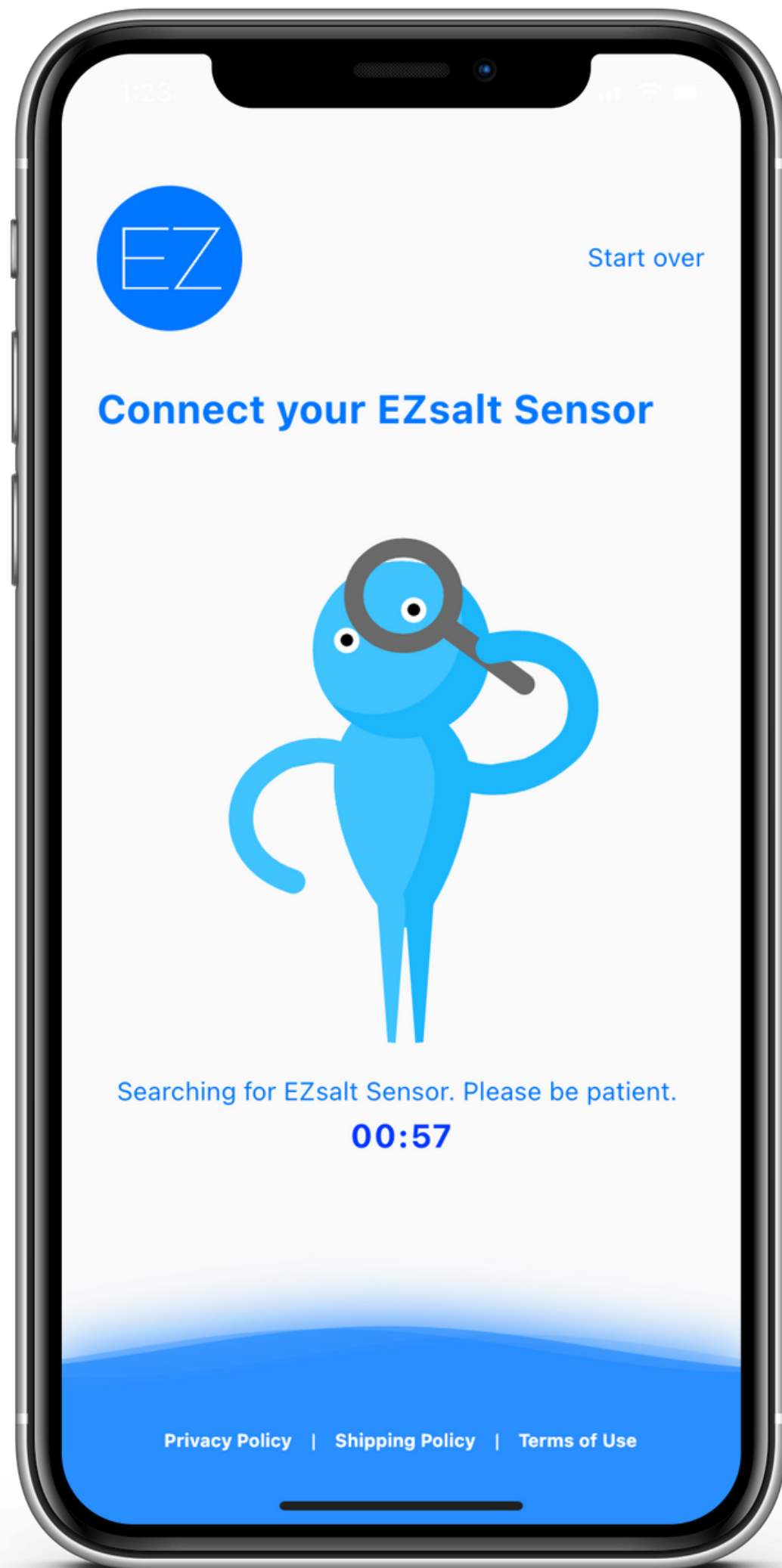
Once the end user has connected their device to Wi-Fi successfully, they will now be able to scan for their device on their network. Note: This step also requires that their phone is connected to that same Wi-Fi network.

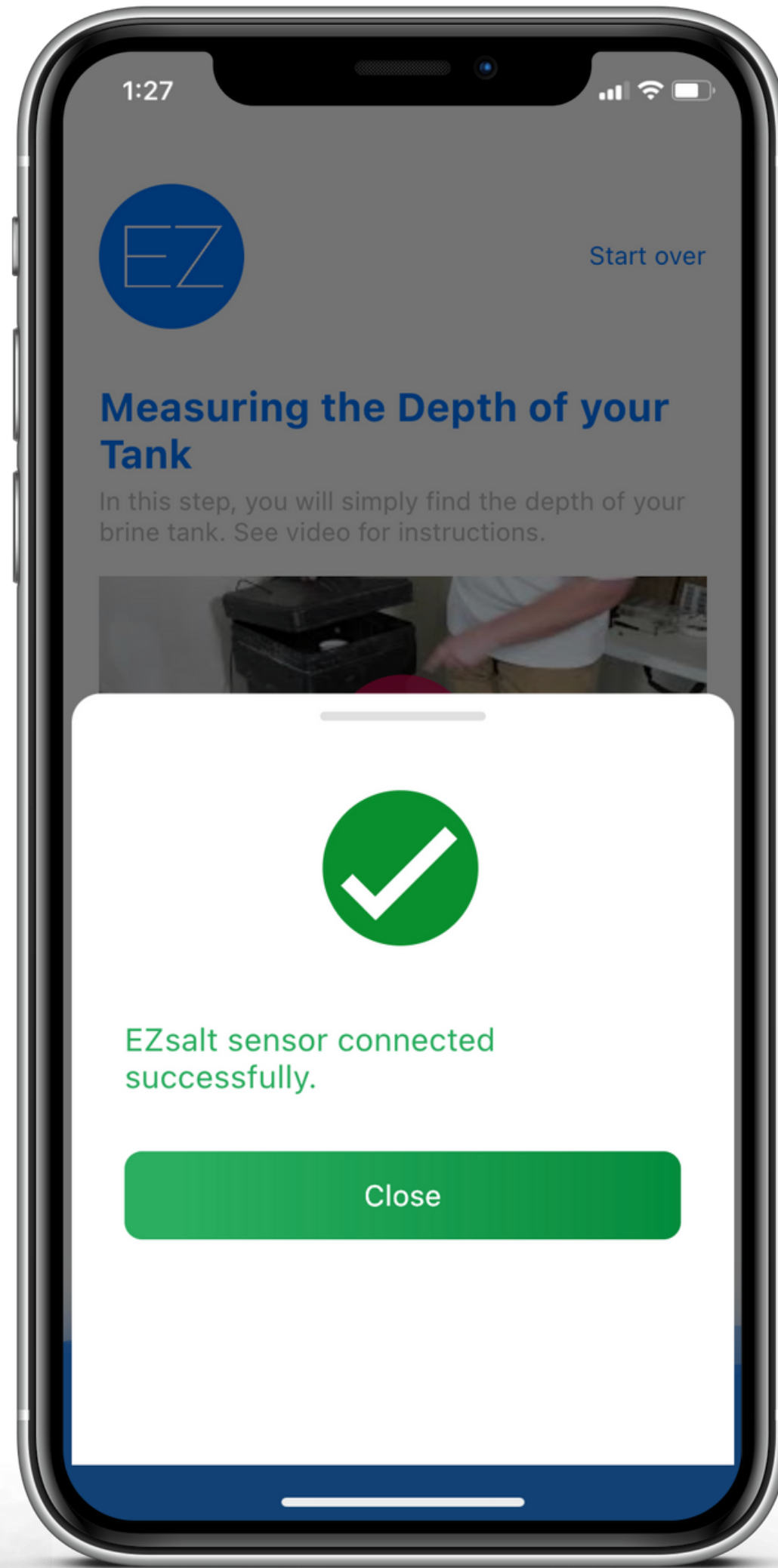
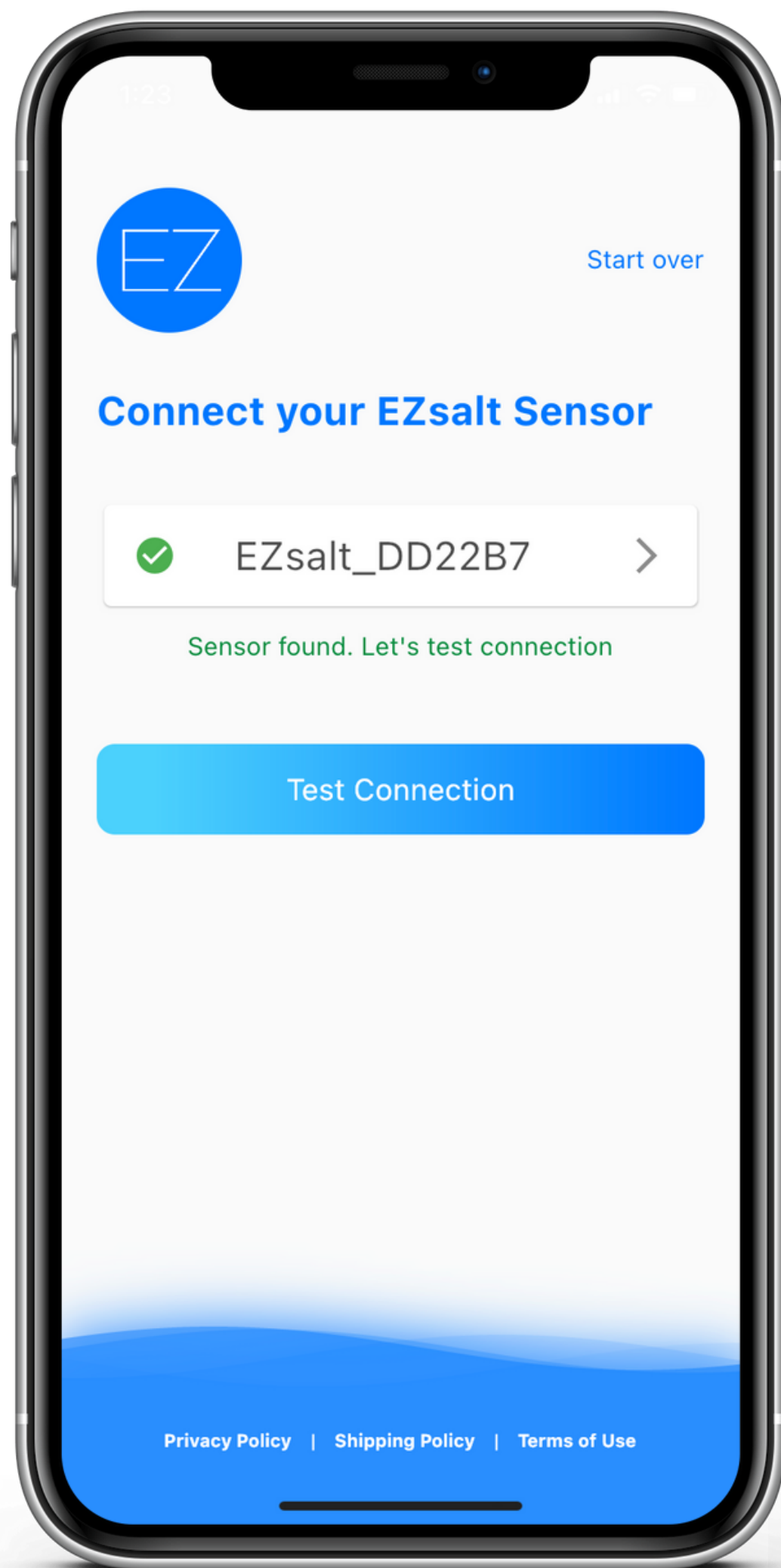
In this step, the user taps on, "Scan For EZsalt Device" and the app begins to search for an EZsalt device connected to their same network.

Scanning Screen

Scanning for the EZsalt Sensor can take a few seconds. While scanning, the app displays this funny little guy looking around with a magnifying glass. People love this.

In this step, no action is required by the user.





Sensor Found, Test Connection

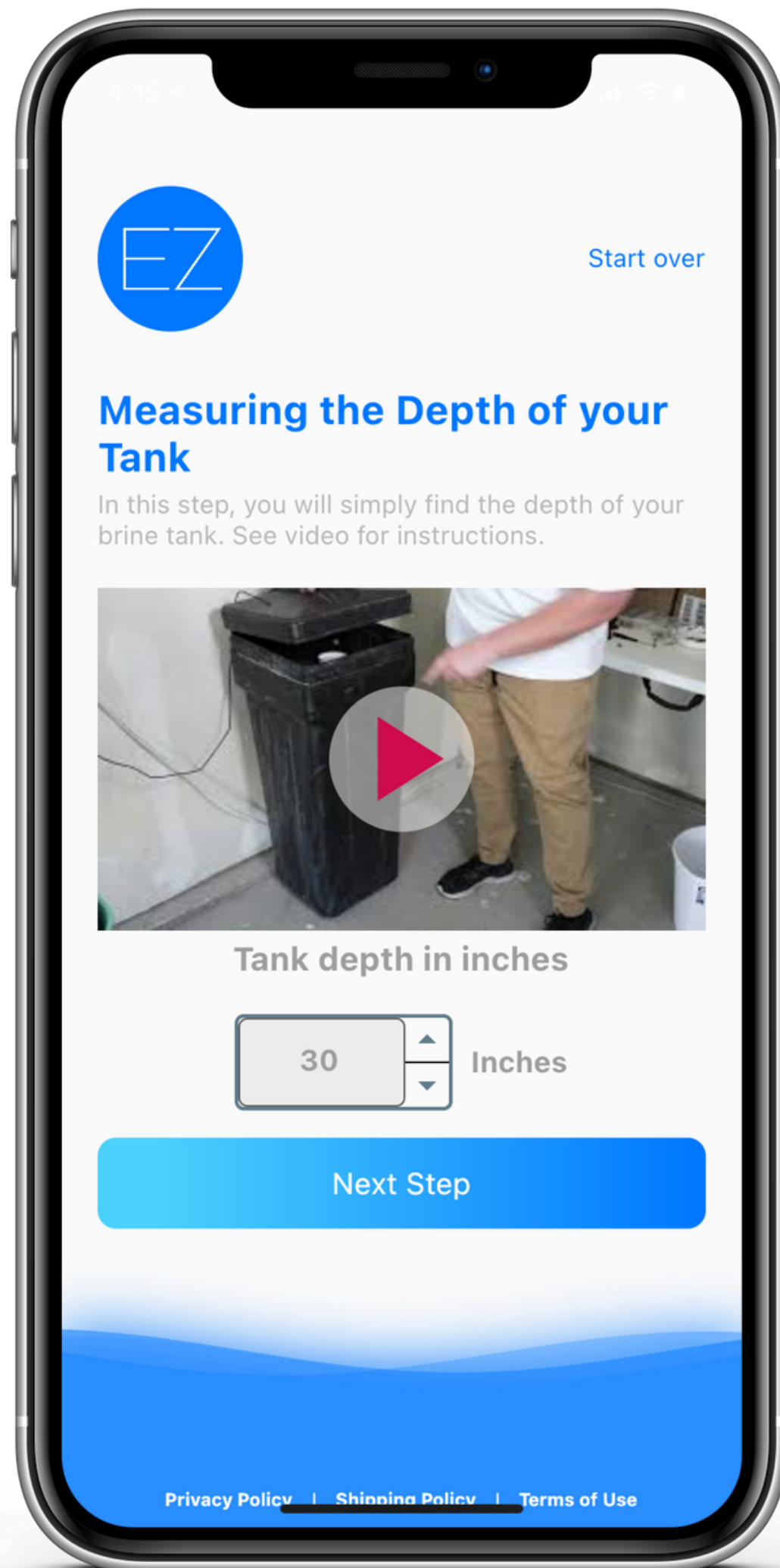
If the EZsalt Sensor has been connected to Wi-Fi and the user's phone is also connected to that same network, the sensor will be found. The user will then be prompted to test the connection.

In this step, the user tests the Wi-Fi connection to ensure it's been completed properly.

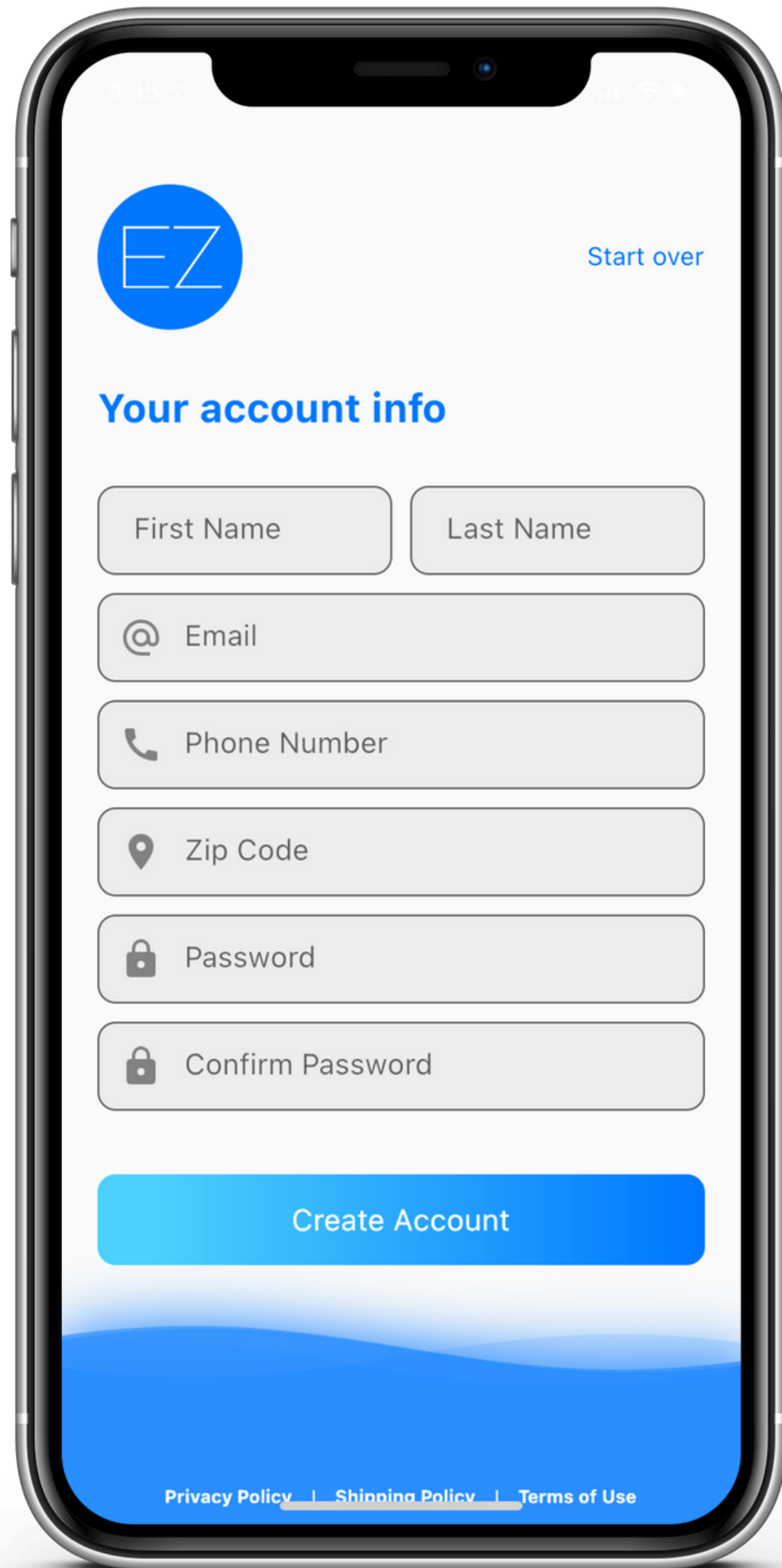
Measure the depth of Brine Tank

Now that the sensor has been successfully connected and linked to the account, the user now inputs the depth of their brine tank. A short clip is included to show them where to measure from.

In this step, the user measures the height of their brine tank and enters it in the field titled, "inches".



Adding Account Info

A smartphone screen showing a registration form for a company named 'EZ'. The form is titled 'Your account info' and includes several input fields: 'First Name', 'Last Name', 'Email', 'Phone Number', 'Zip Code', 'Password', and 'Confirm Password'. A blue 'Create Account' button is at the bottom. The phone's status bar at the top shows the time as 1:15. At the bottom of the screen, there are links for 'Privacy Policy', 'Shipping Policy', and 'Terms of Use'.

1:15

EZ Start over

Your account info

First Name Last Name

@ Email

Phone Number

Zip Code

Password

Confirm Password

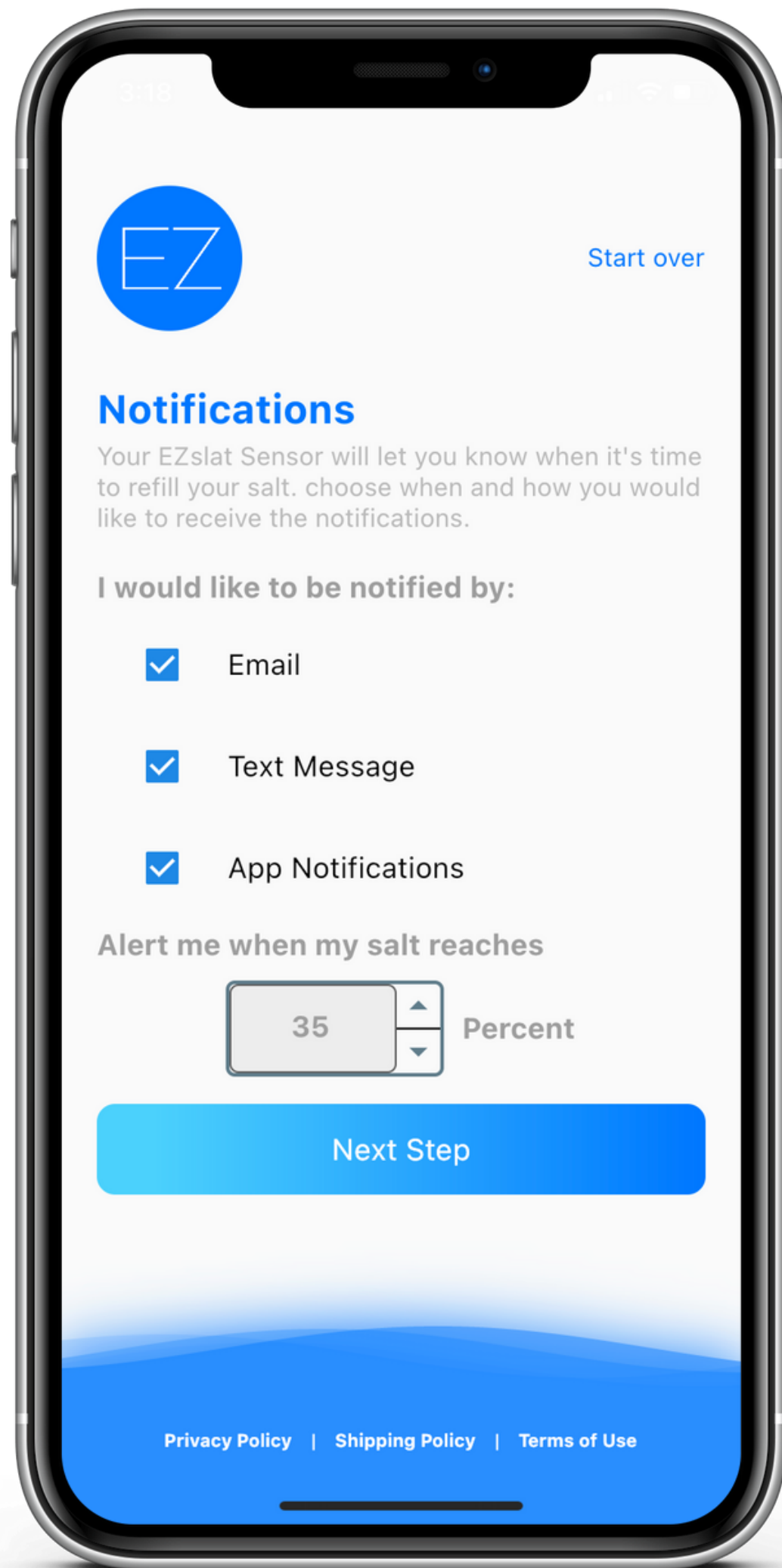
Create Account

[Privacy Policy](#) | [Shipping Policy](#) | [Terms of Use](#)

The hardest part is over! Now, the user may enter the rest of their info to finish creating their account. Once this step is completed, an account will be created for this user and stored in our database. They will be able to login to their account using the credentials entered here.

In this step, the user enters their info and creates an account.

Notifications

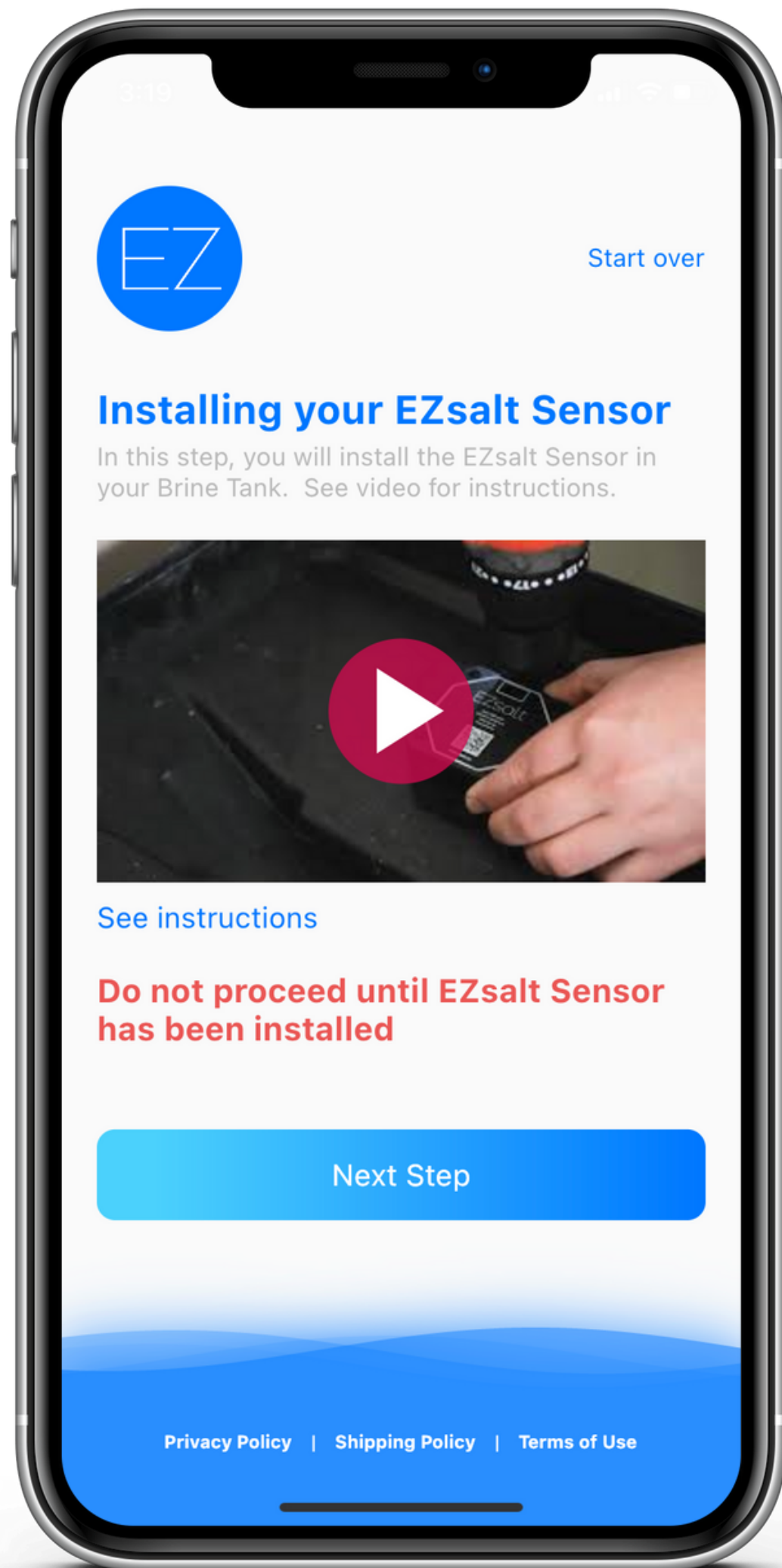


The user now decides how they want to receive notifications and at what point. The percent they enter below will be the percent their salt has to reach in order for them to begin receiving low salt alerts. We advise not to enter a number below 30% to avoid the salt falling below the water level prior to sending an alert.

In this step, the user selects their notification preference and sets their low salt alert.

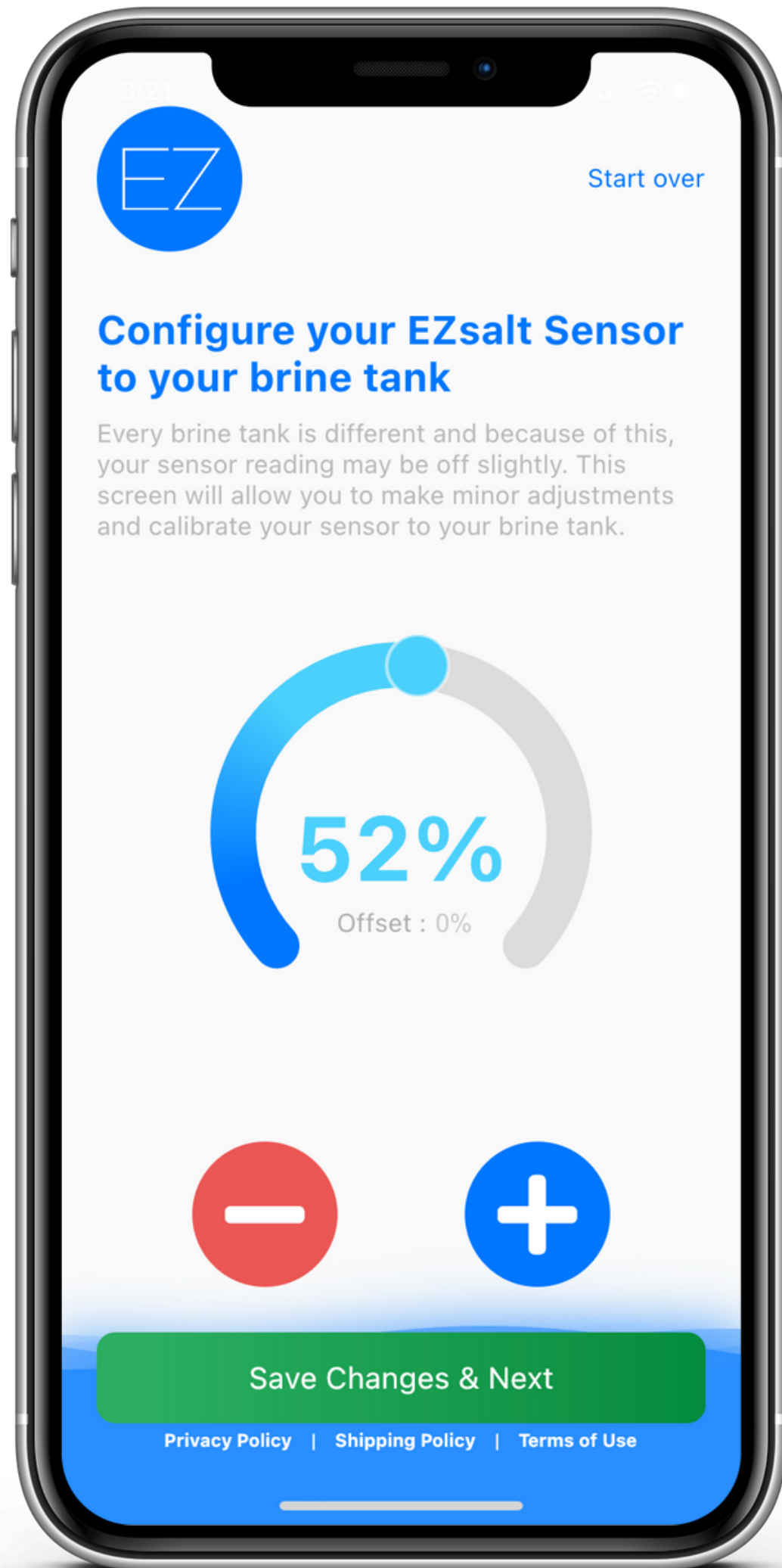
Installation instructions

We now provide the user with a video showing exactly how to install an EZsalt Sensor. Also included is a link directing the user to our website where they can download PDF instructions.



In this step, the user follows a video tutorial and installs their device in their brine tank.

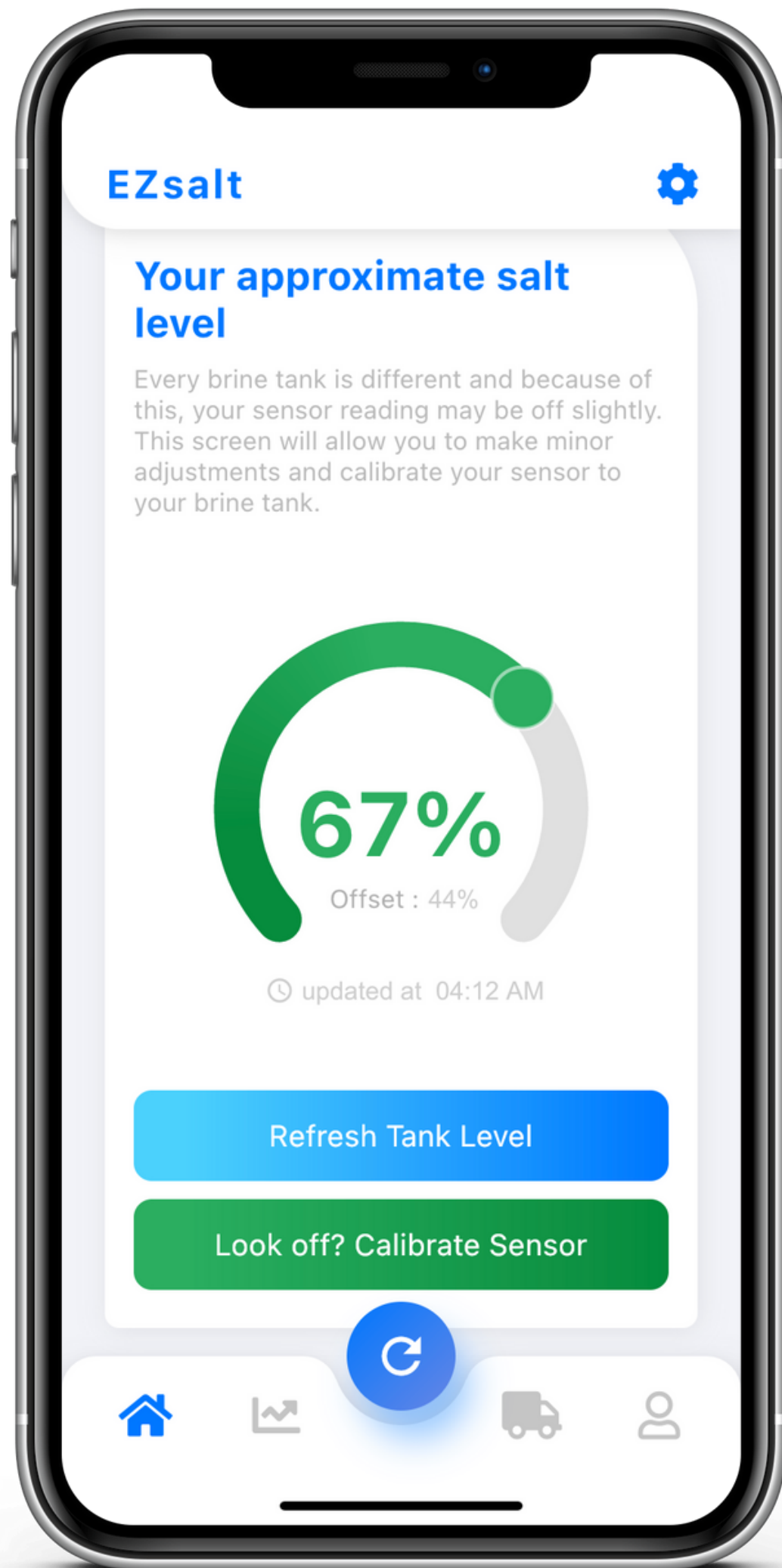
Calibrating the sensor



The final step to set up the app is to calibrate the sensor to the brine tank it's installed in. In this step the user can adjust the salt level displayed in the app to match what it looks like in the brine tank. (Ex: If the salt level looks like 60% but the app says 50%, the user can now calibrate the reading to say 60%) Note that this calibration should be minor. If the reading displayed is far from what it looks like it should be, check to make sure the sensor has been installed properly.

In this step, the user calibrates their app to their preference.

The Home Screen

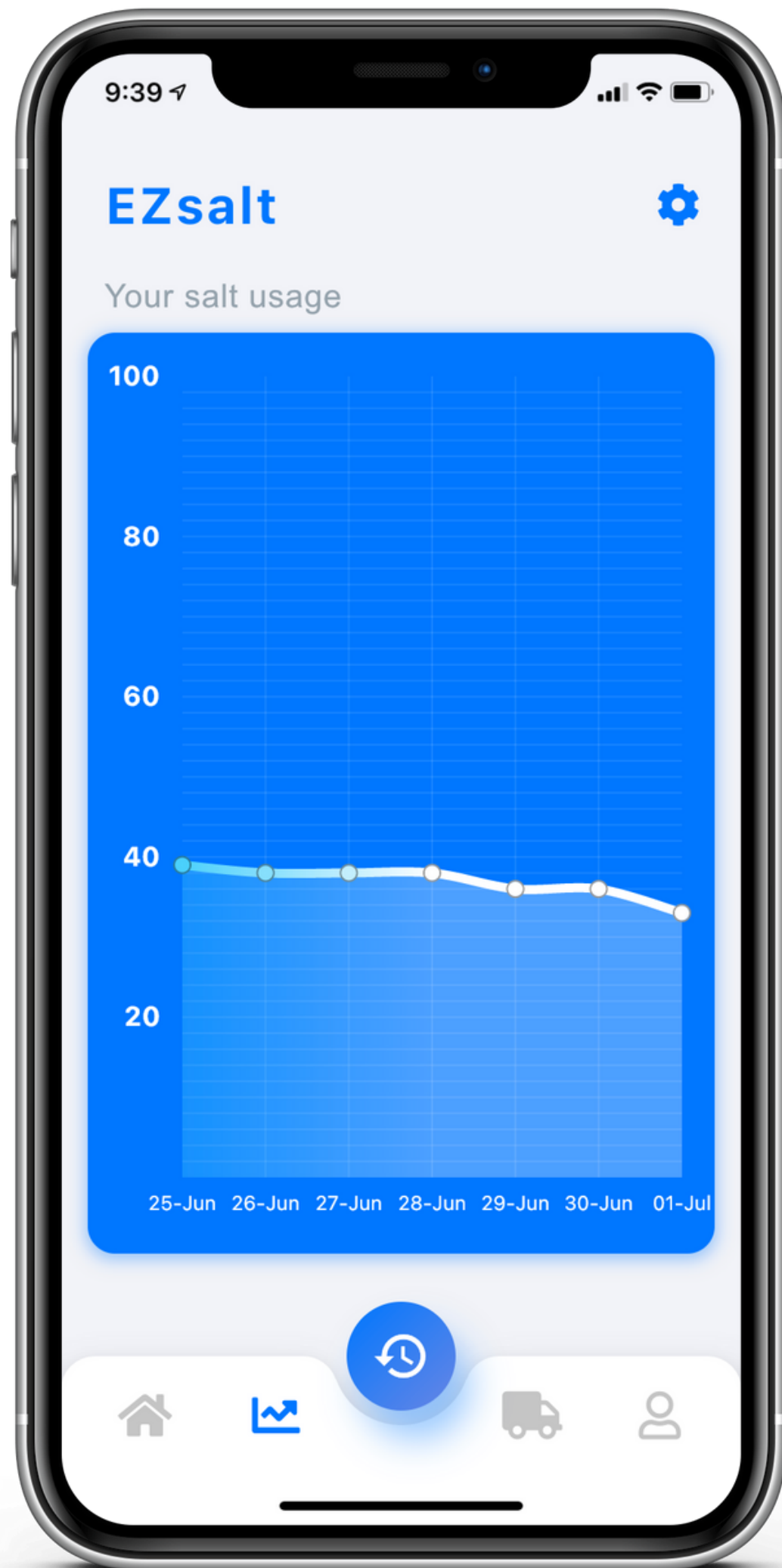


This is the home screen of the app. This is the first screen that the user sees when they open the app. It displays their salt level in large, easy to read text and allows them to refresh their sensor's reading. They can also calibrate their sensor in this screen if they ever need to adjust the reading. This calibration feature removes a large amount of customer support by allowing the user to calibrate their sensor to their preference.

In this screen, the user can see their salt levels, refresh them, and calibrate their readings.

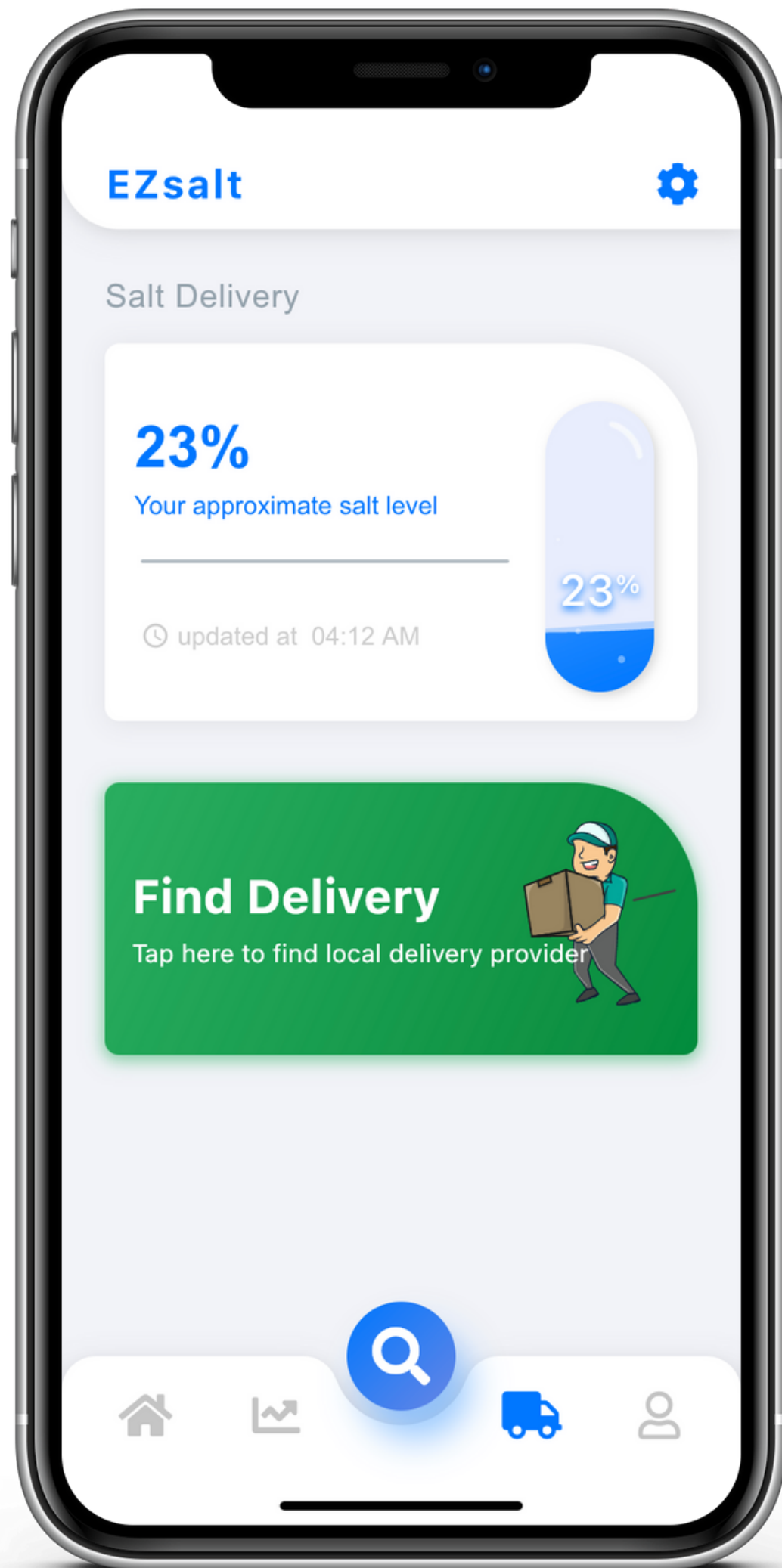
Salt Usage

In this screen, the user can track how much salt they're using over time. They can see how often they have to refill and see if there has been any salt bridging in the past. This screen can be toggled to display a week, month, or a year of data.



In this screen, the user can see their salt usage.

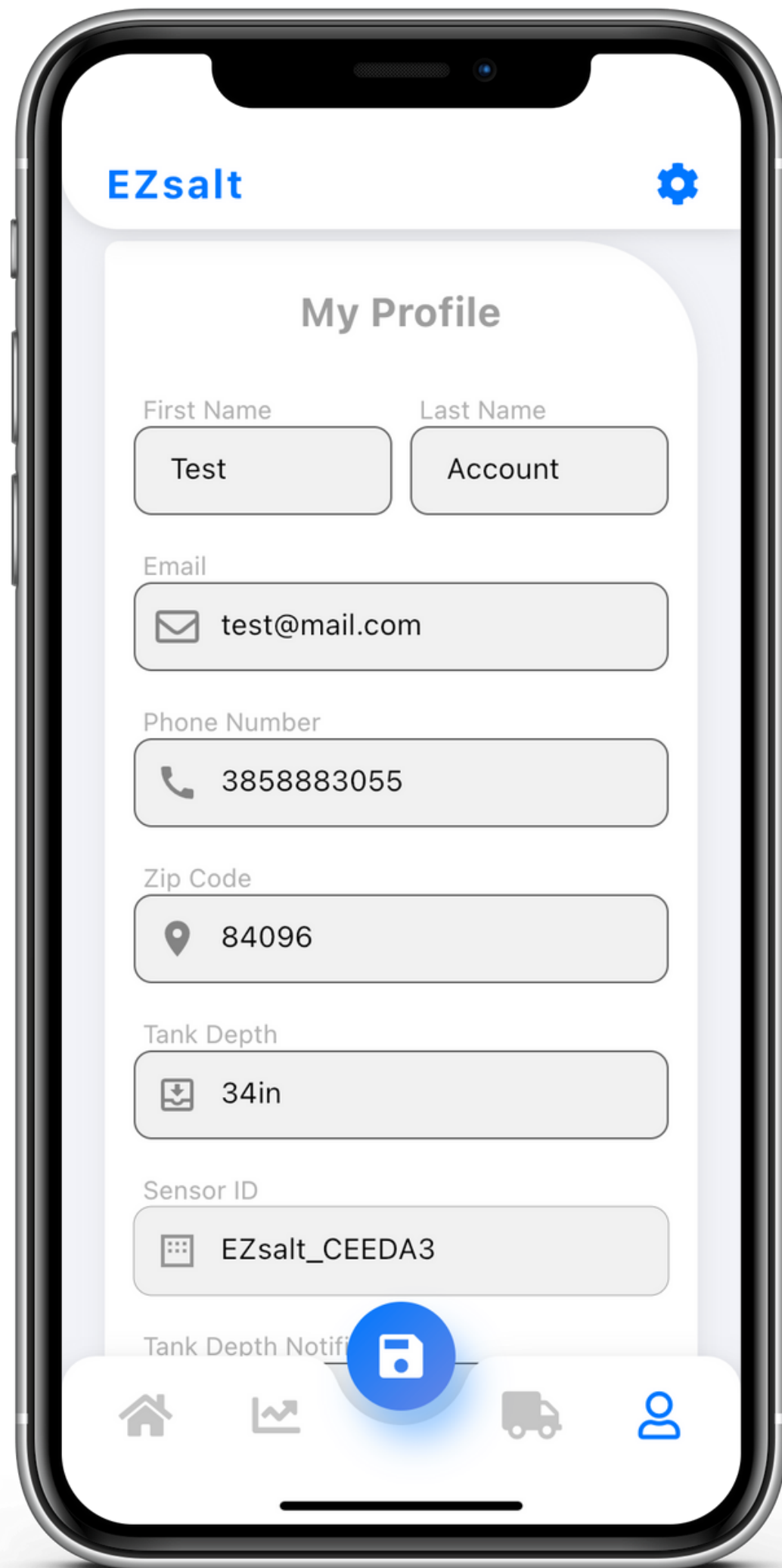
Salt Delivery



In this screen, the user can request salt delivery. Based on who their service provider is, the "Find Delivery" button will take the user to their delivery provider's website. For white label business customers, this is where you can display promotions, coupons, or direct links to your website.

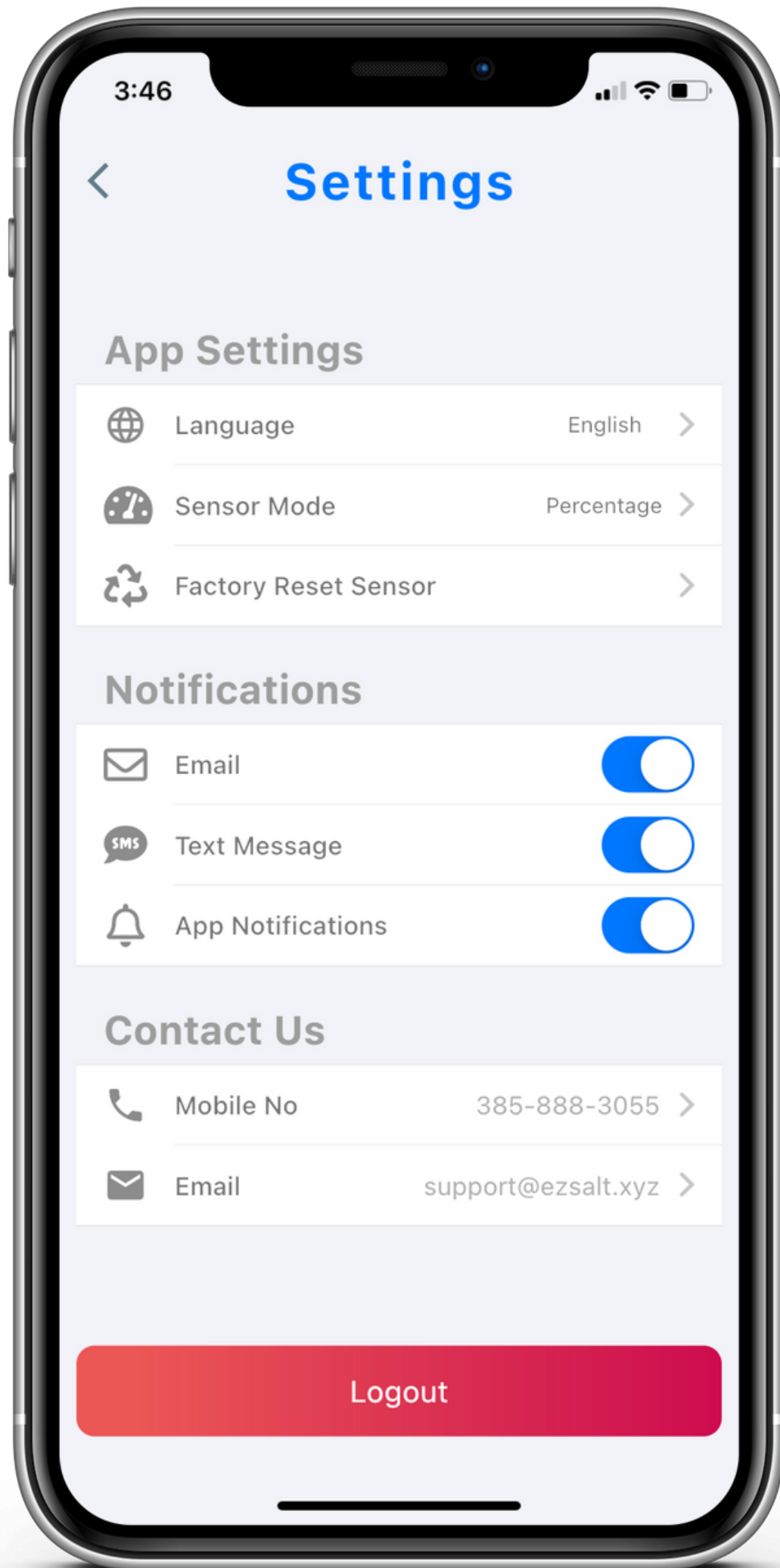
In this screen, the user can schedule a delivery or a service appointment from their local service provider.

Profile Screen



This is the user's profile screen. In this screen, the user can make changes to their account and see their Device ID. Note: In order to save any changes made in this screen, the user must select the blue icon on the bottom of the screen. Otherwise, changes made will not be saved.

In this screen, the user can view their account information and make changes if needed.



Settings Screen

In this screen, the user can toggle their settings. Just another layer of control we give the user in order to minimize the amount of support they require. Contact information can be changed for white label customers.

In this screen, the user can change which language the app displays, toggle between percentage and inches, factory reset their sensor, and toggle notifications.