



newtopia

User Experience Design

Wireframes & Annotations - 1st Set

January 6, 2021

WHERE WE ARE

While there is still much to be solved, Shavrick has begun to explore the core paradigm of **how participants will set, manage and track progress against goals within the Newtopia app** - establishing key patterns, functionality and interactions.

DEPENDENCIES

Both the *Business Requirements* and *Features List* will need to be finalized before the experience can be fully defined — however, **the ideas within this deck can guide the thinking around requirements and desired features for the final product**, from both a user experience and business perspective.

ALSO NOTE

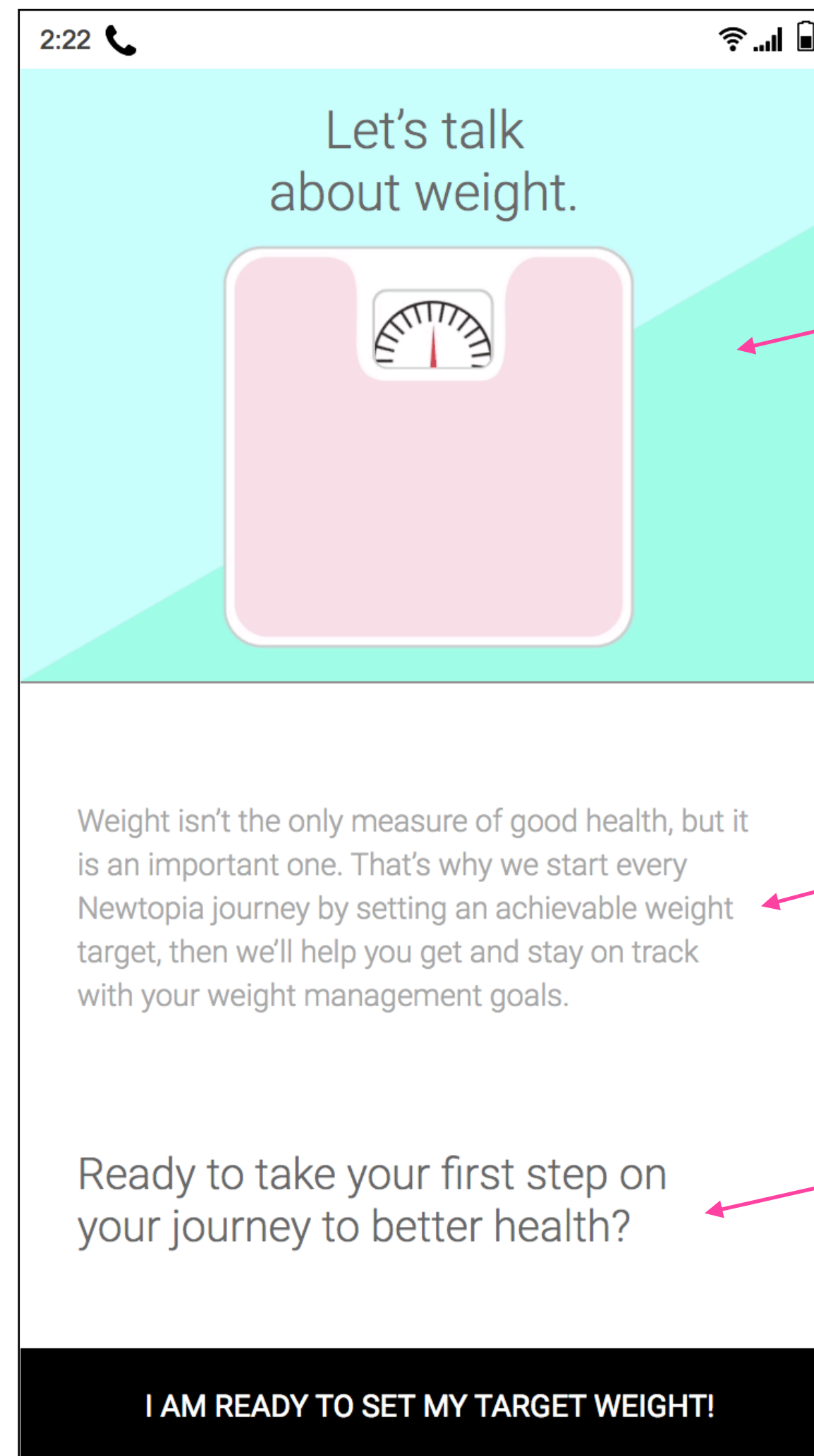
All copy, design, flows and functionality detailed in the following wireframes is for illustrative purposes only. Separate copywriting and design exercises, as well as business rules definition, will be necessary to fully envision the final product.

ONBOARDING / INITIAL GOAL SETTING

Body Stats / Outcomes
(e.g. Weight)

While the steps and experience of Onboarding are still to be determined, one of the first things we expect to ask users to do is set their target weight - in fact this will most likely be the first goal they set, and **we can use this opportunity to introduce the paradigm of goal setting and tracking within the Newtopia program and app.**

Start Screen

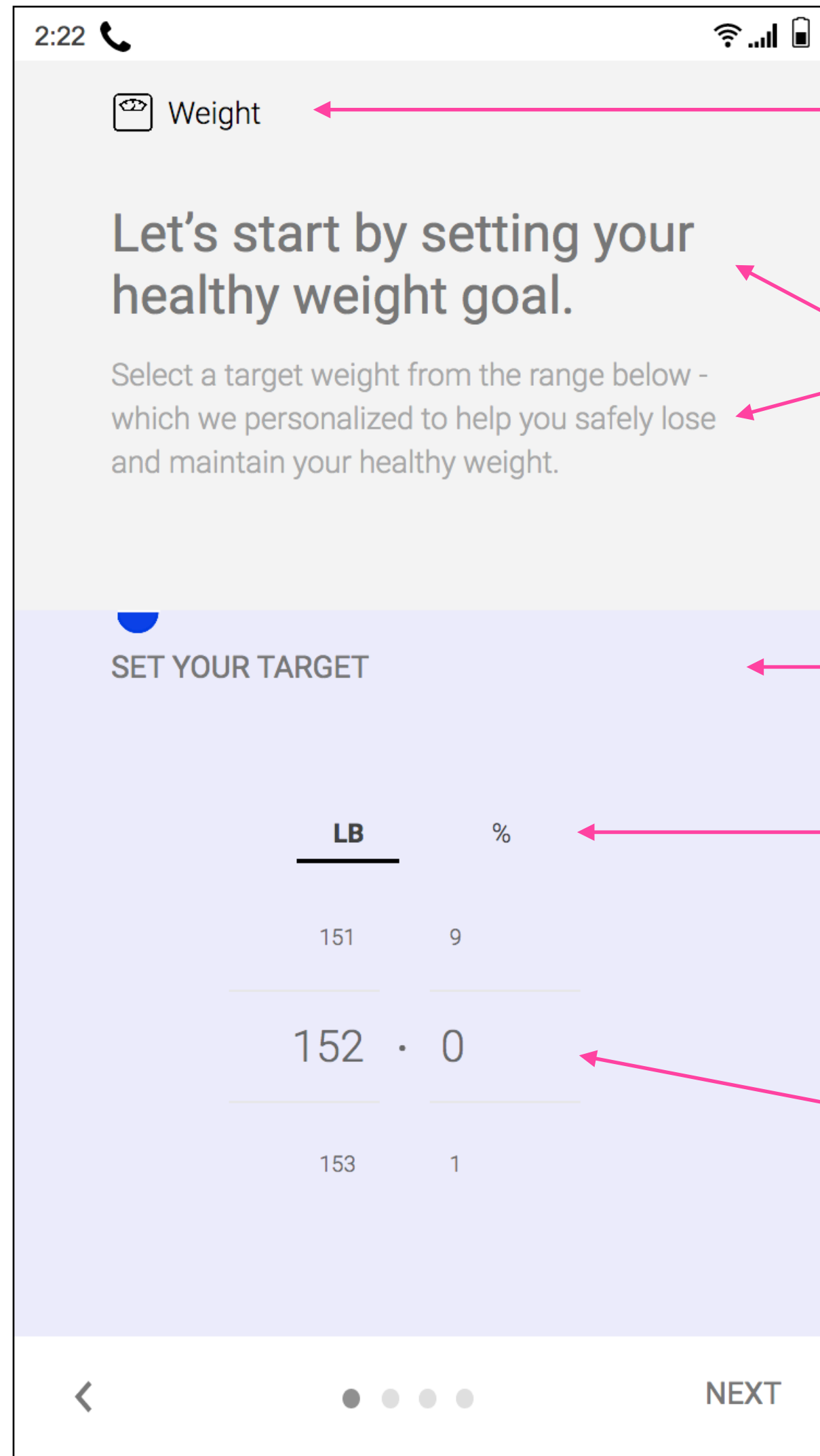


On brand, animated "welcome" or intro screen

Explanation about the process and why the goal is important

Inviting and affirmative language to re-enforce readiness

Step 1
Set TARGET



Begin to establish app iconography

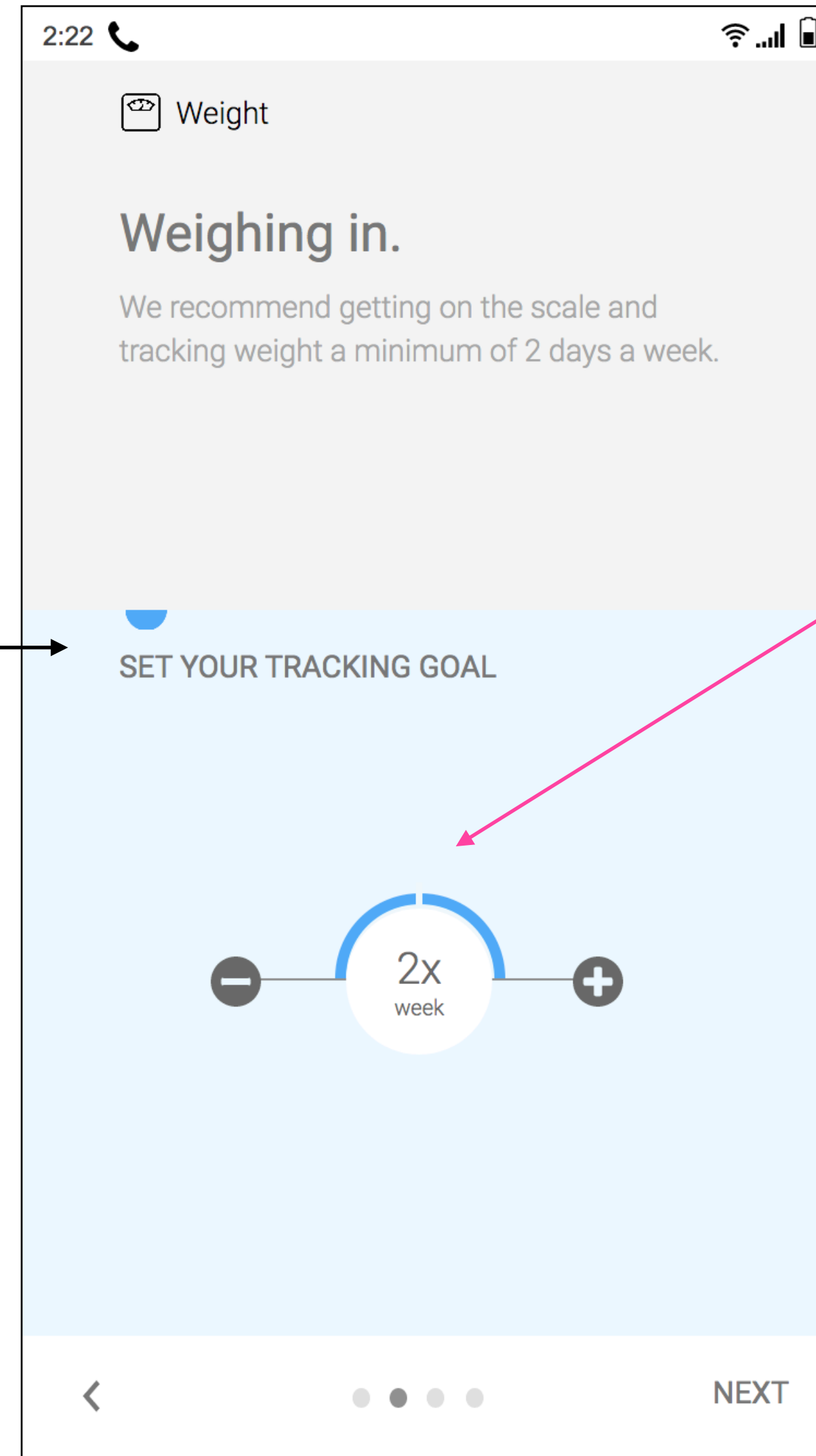
Helpful guidance through the process, including recommendations and explanation - here about offering a "healthy personalized" range below (actual requirements TBD)

Establishing color coding (exact colors TBD in branding/UI phase)

Optional goal setting toggle (imagine "time" vs. "miles" for a walking or running goal), where changing setting in one view affects the other

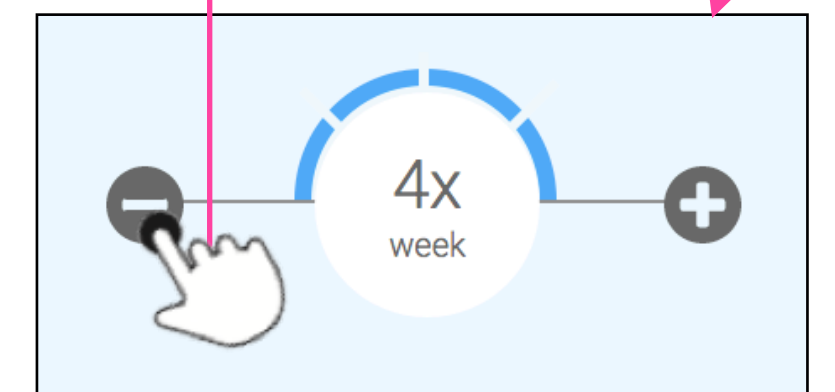
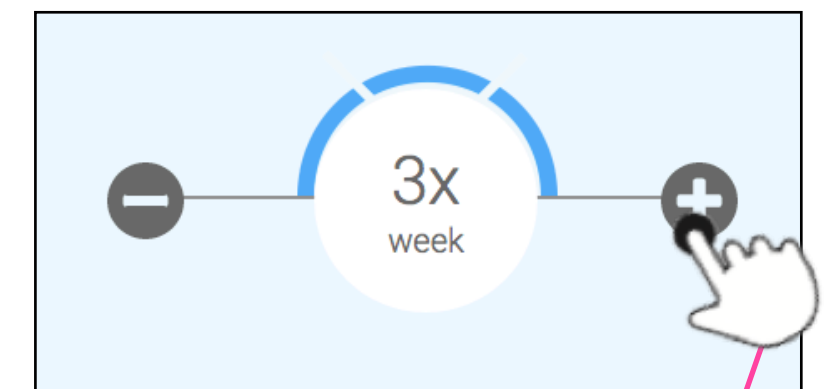
Default to recommended weight (based on info we have on participant thus far)

Step 2
Set TRACKING (how many times a week to weigh in)

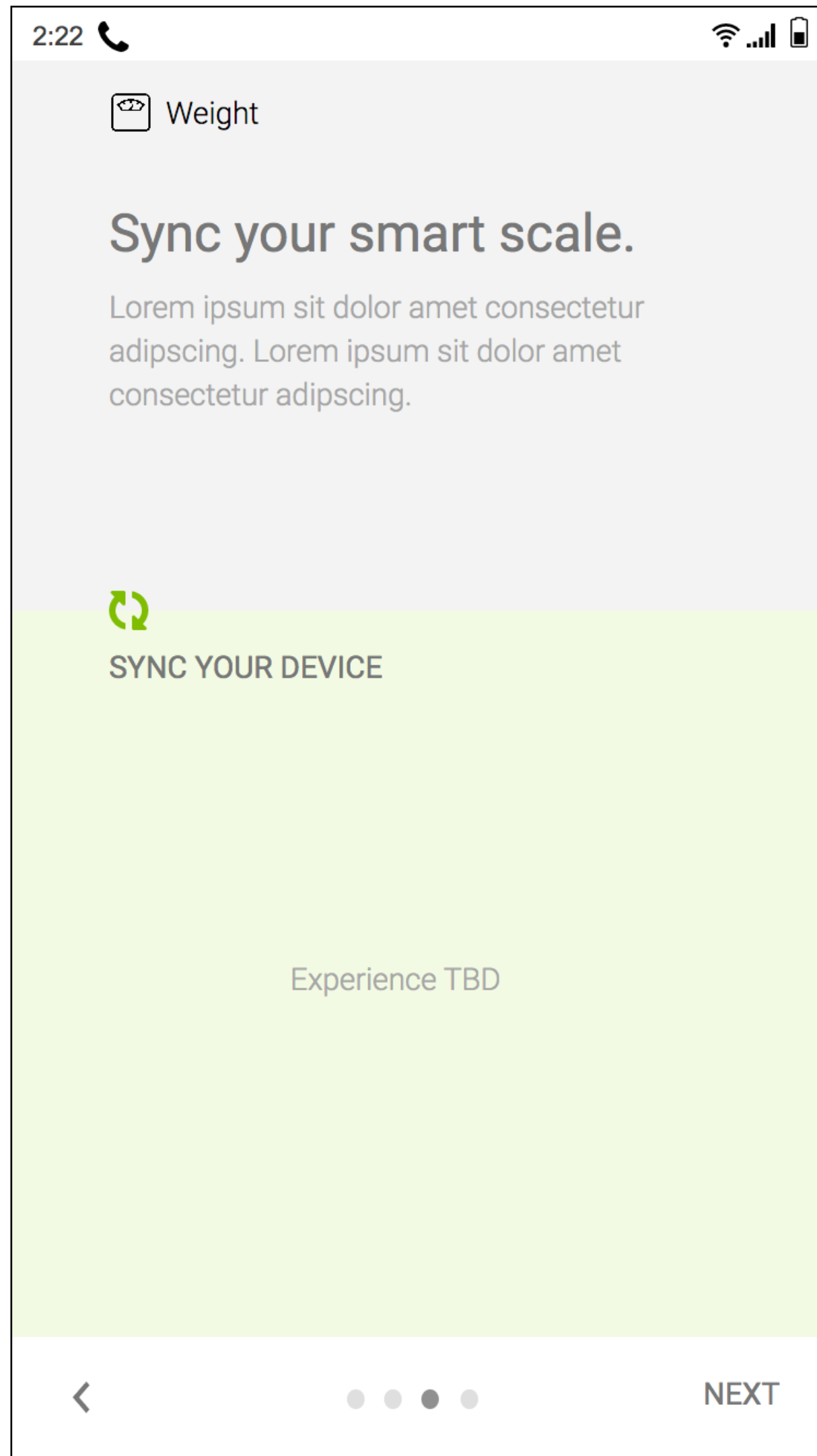


Default to recommendation (could be generic, or dynamic based on info we have on participant thus far)

User hits "+" and "-" to adjust tracking goal, from 1 to 7 days per week:



Step 3
Sync device

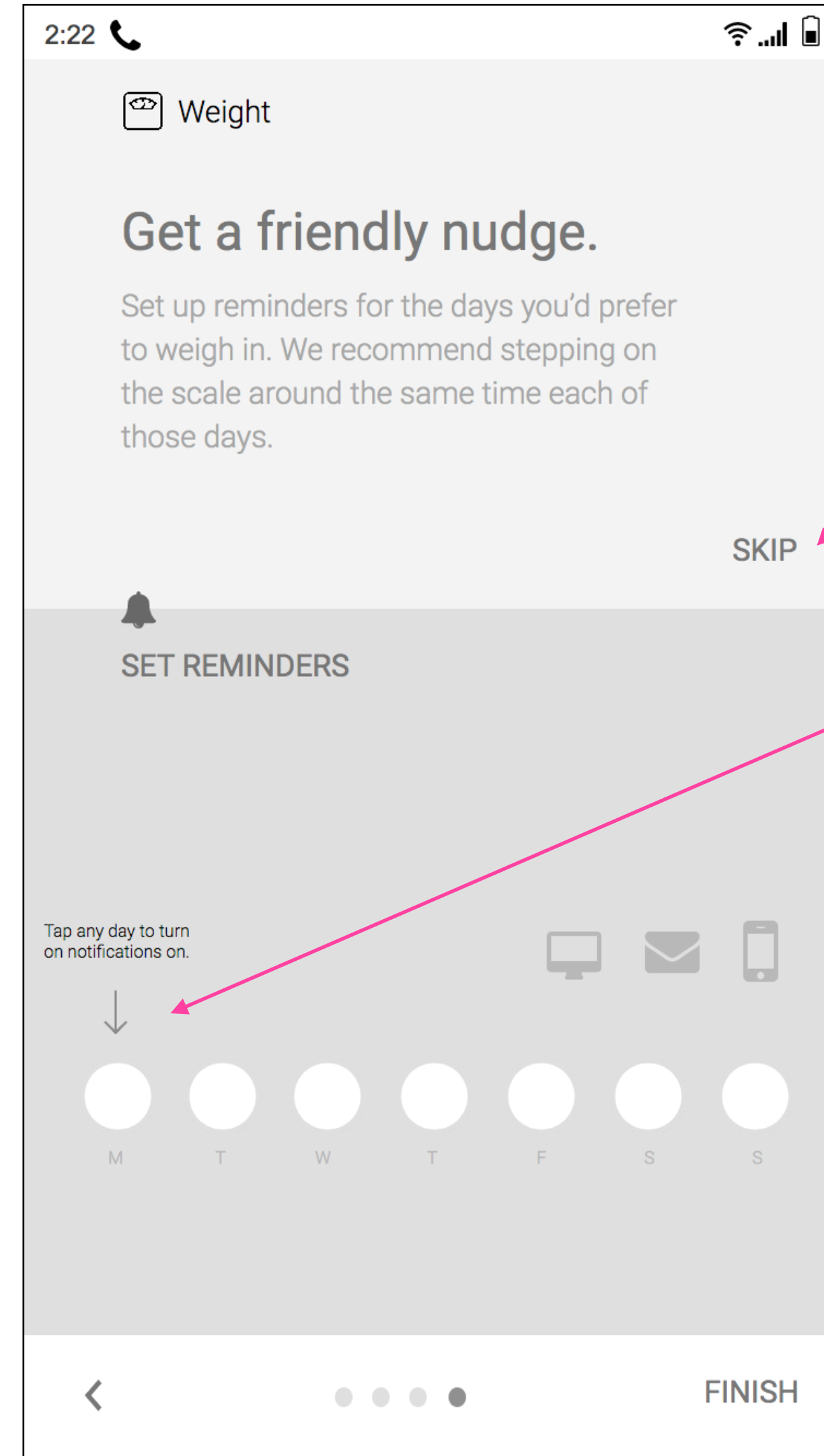


<<
This step would be skipped OR presented as “synced device confirmation” (if already synced) with ability to change device. Experience will be determined by platform capabilities / functionality.

This step could also be to sync an app (e.g. MyFitnessPal, in the case of calorie counting / nutrition tracking).

This step would also be skipped for goals where a synced device is not applicable (e.g. a custom goal like, go to Yoga class).

Step 4
Set reminder notifications (optional)

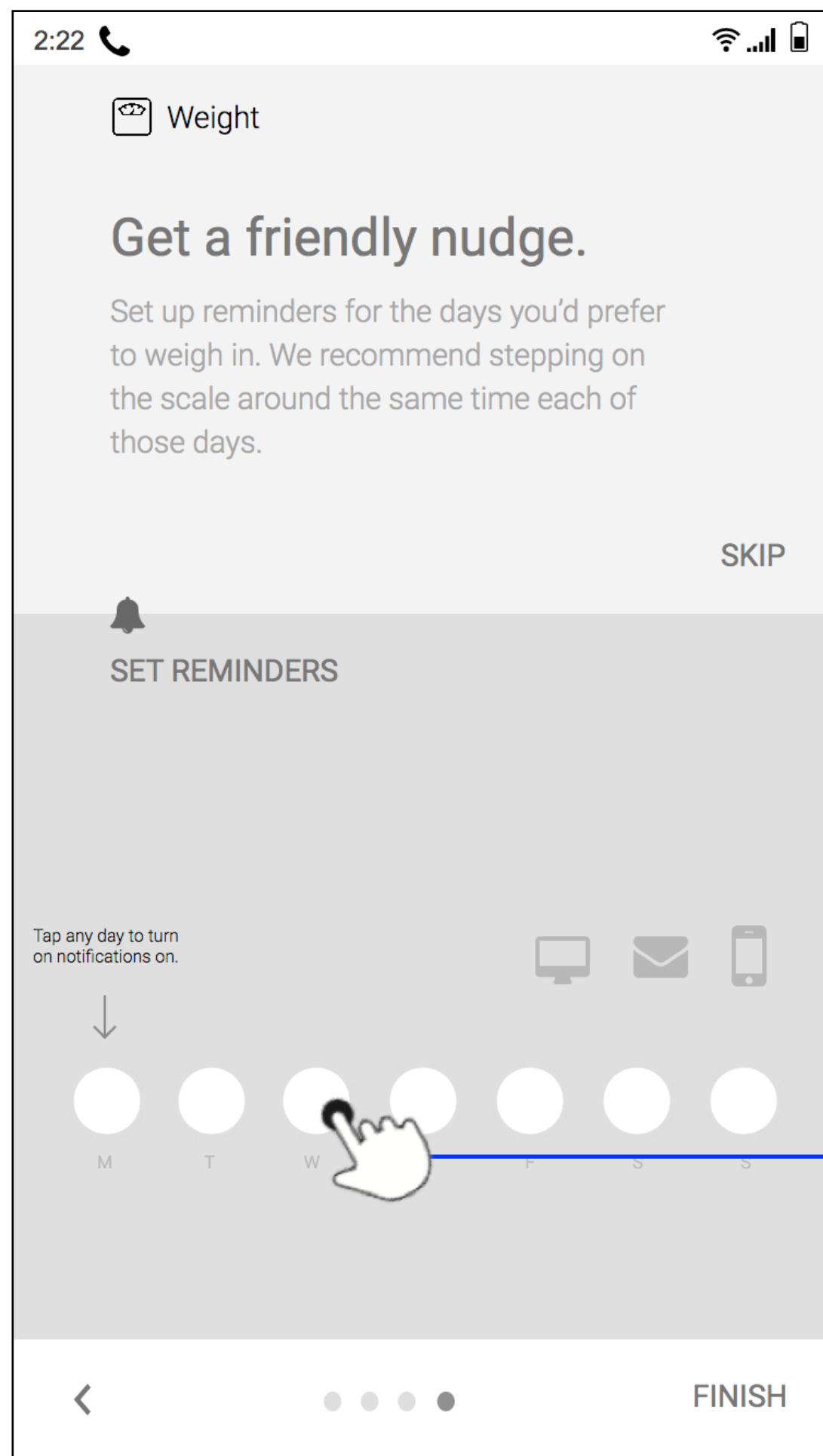


Ability to “Skip” steps, when applicable

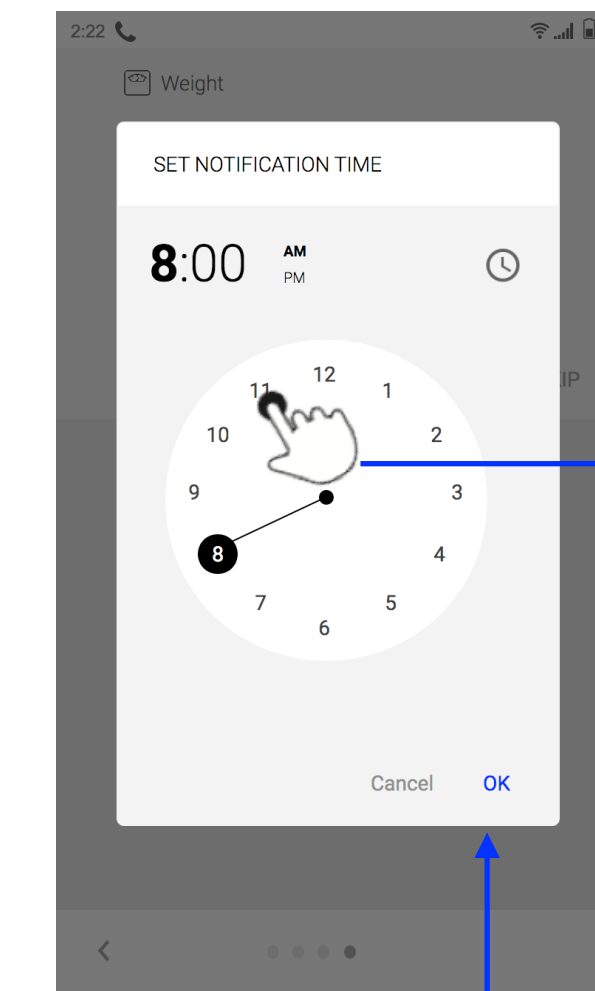
“Tutorial” through notification setup and editing on first interaction (UX for notification setup is detailed on next slide)

<<
Comprehensive notification settings would live elsewhere in app

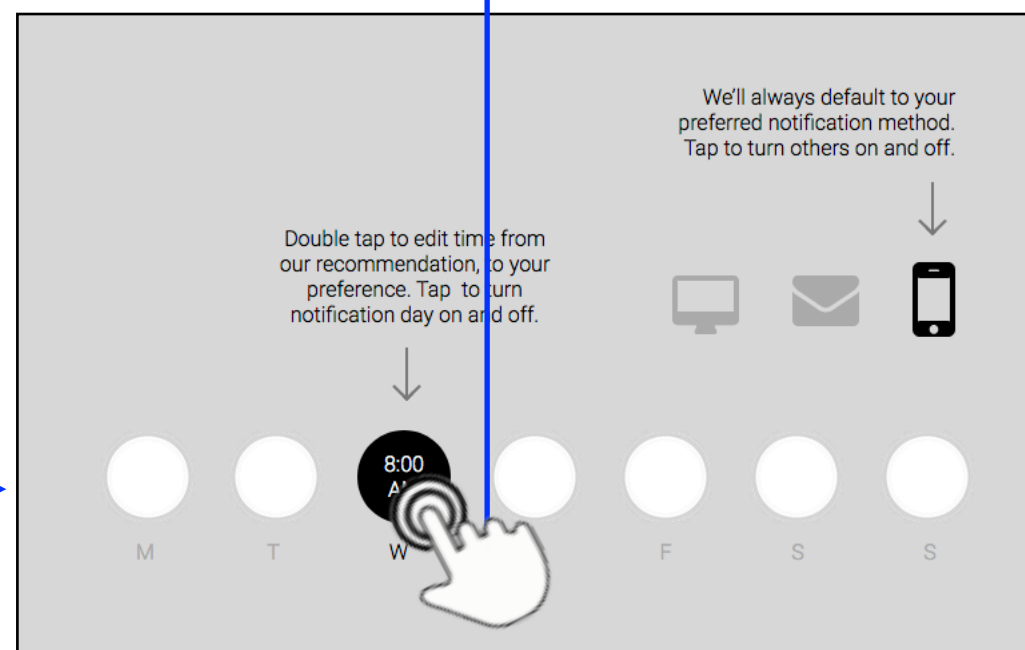
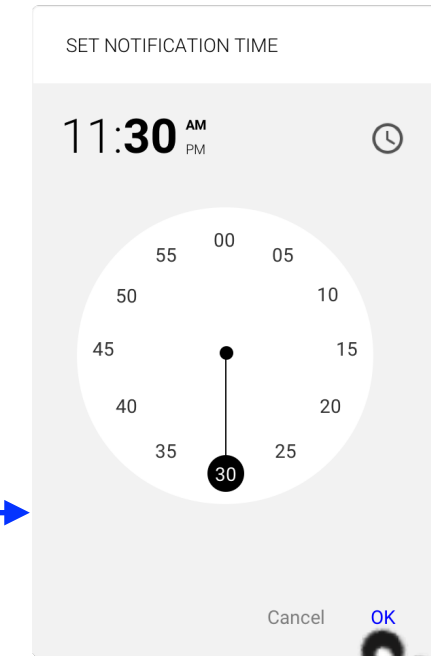
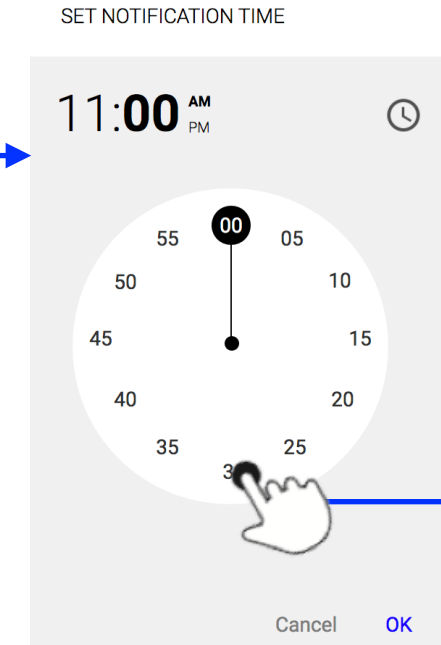
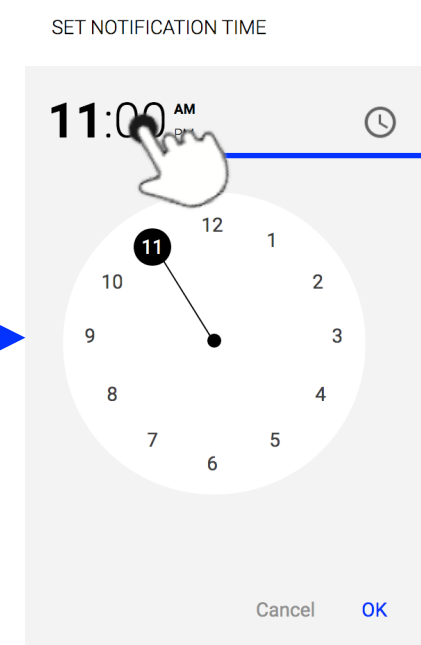
Step 4 (cont.)
Set reminder notifications (optional)



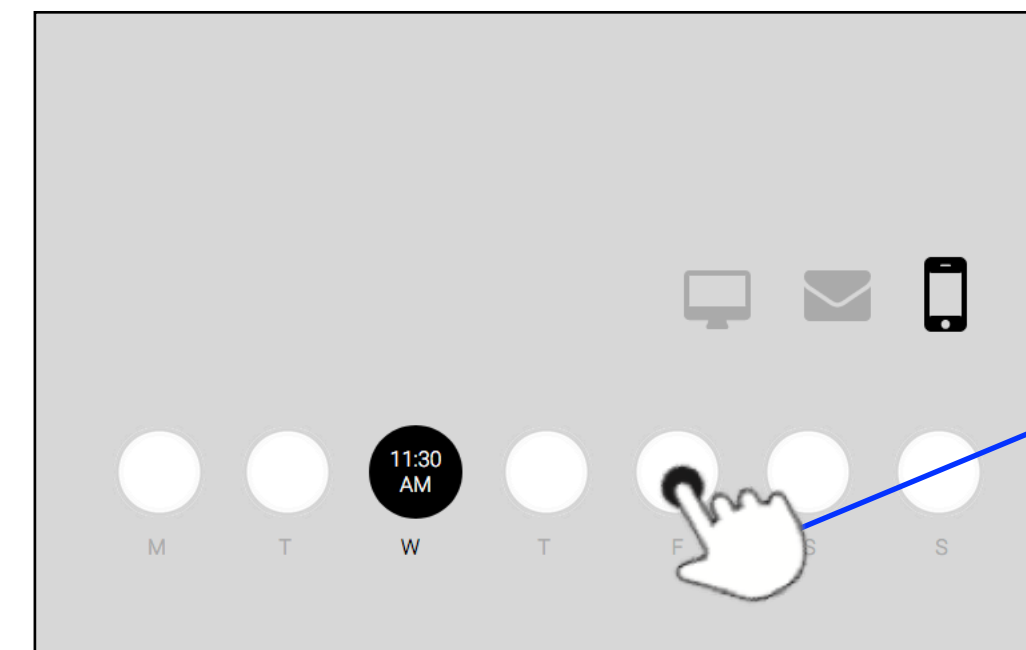
Participant taps to turn notifications on for a specific day



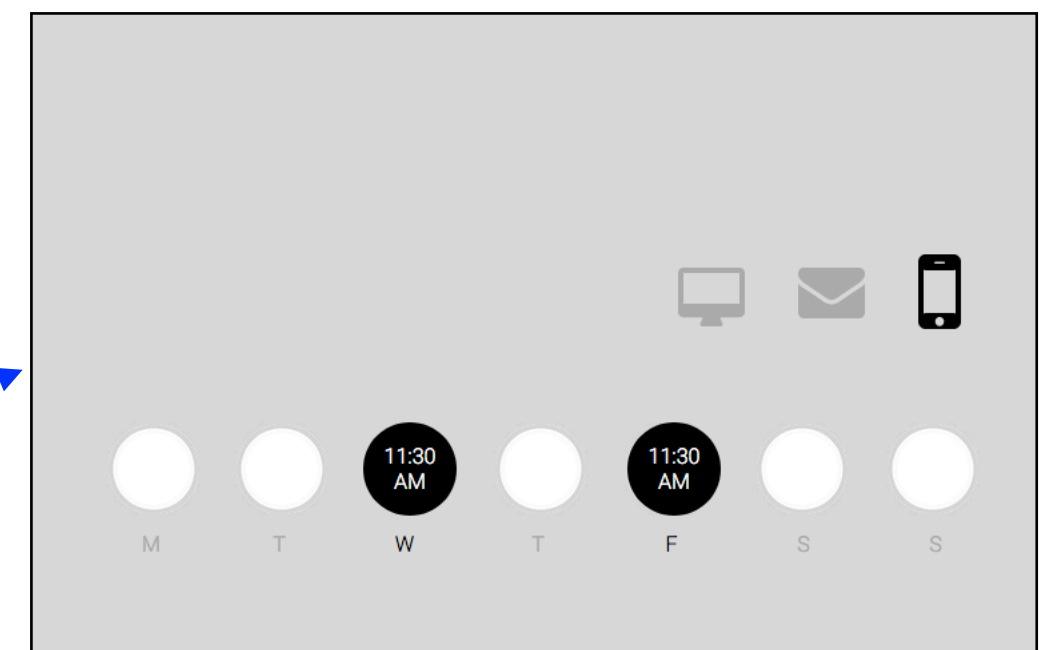
Participant edits / sets preferred notification time, as desired



Participant double taps to edit recommended default time (or taps again to "turn off").

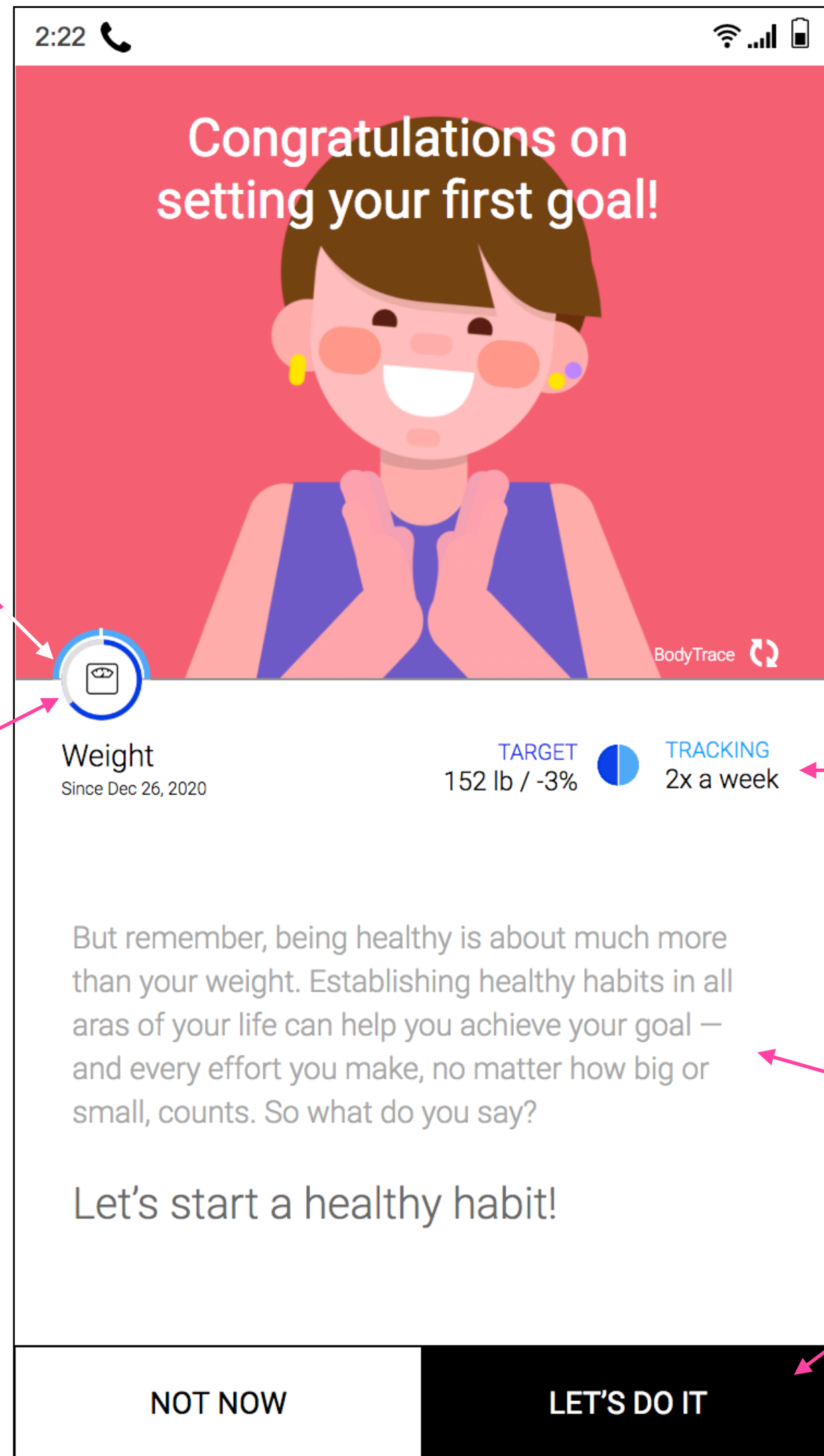


Updated notification time displayed



Default to same time as participant's last customized time (personalized / app is learning, but also reinforcing recommendation to weigh in at same time of day)

Finish
Confirmation



Outer ring
Weekly TRACKING
progress
(how many days
to weigh in)

Establishing paradigm for
goal tracking within app

Inner ring
Progress
against TARGET
(how close to weight
loss goal you are on
any given day, based
on last weight entry -
*this initial
representation
is just a "demo" so
user understands
paradigm*)

On brand, animated
"confirmation."

Confirms synced device or app,
when applicable

Establishing paradigm for goal
setting within app

Pro-active guidance
and encouragement
to logical "Next Step"

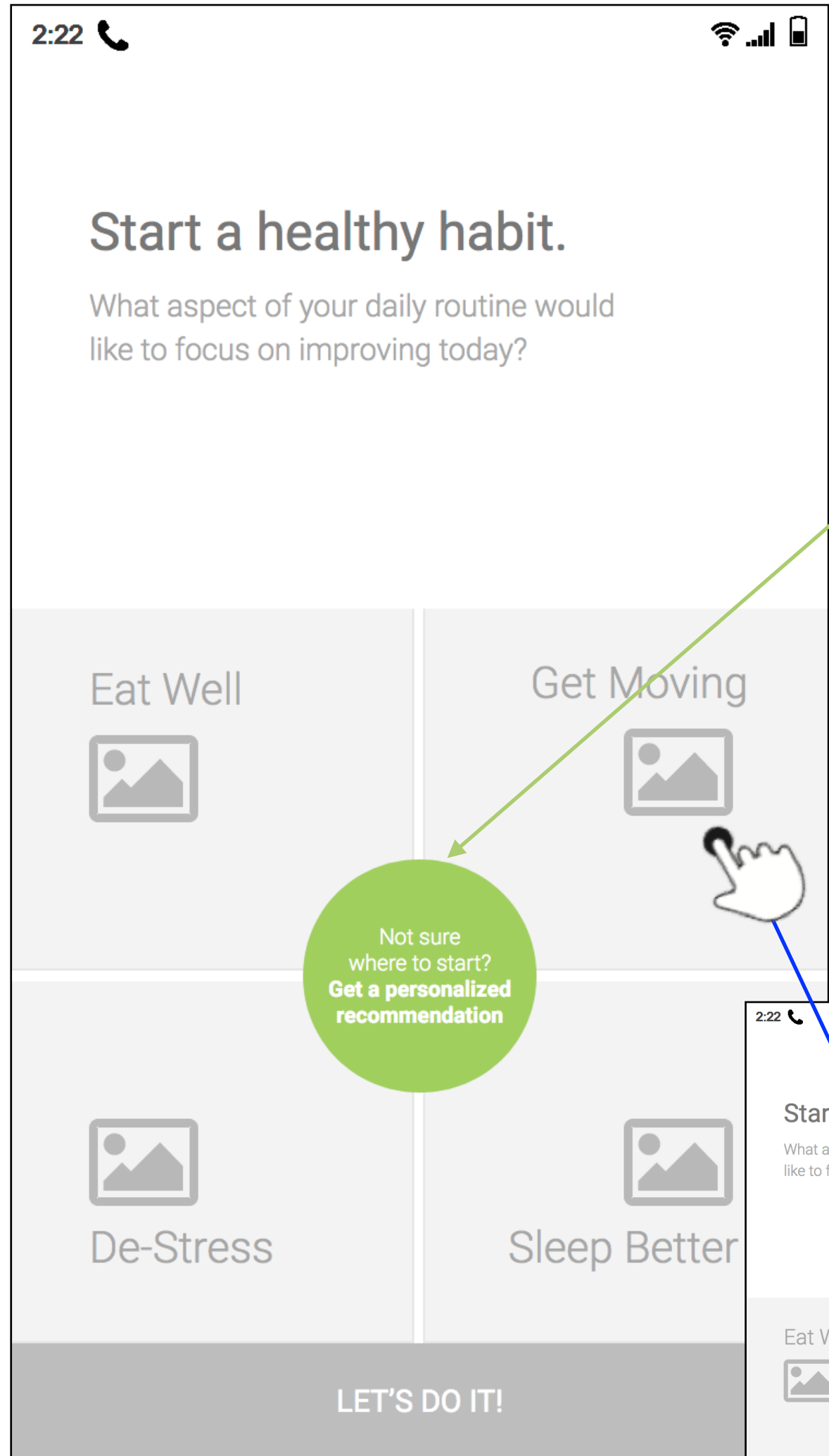
ONBOARDING / INITIAL GOAL SETTING

Healthy Habits
(e.g. Steps)

The paradigm for setting and tracking a “healthy habit” will be similar to that of a body stat/outcome...

participants may set their first healthy habits as part of the onboarding process, or at any time during their app experience (UX would be similar when setting any goal for the first time, but number and type of steps may vary).

Start Screen

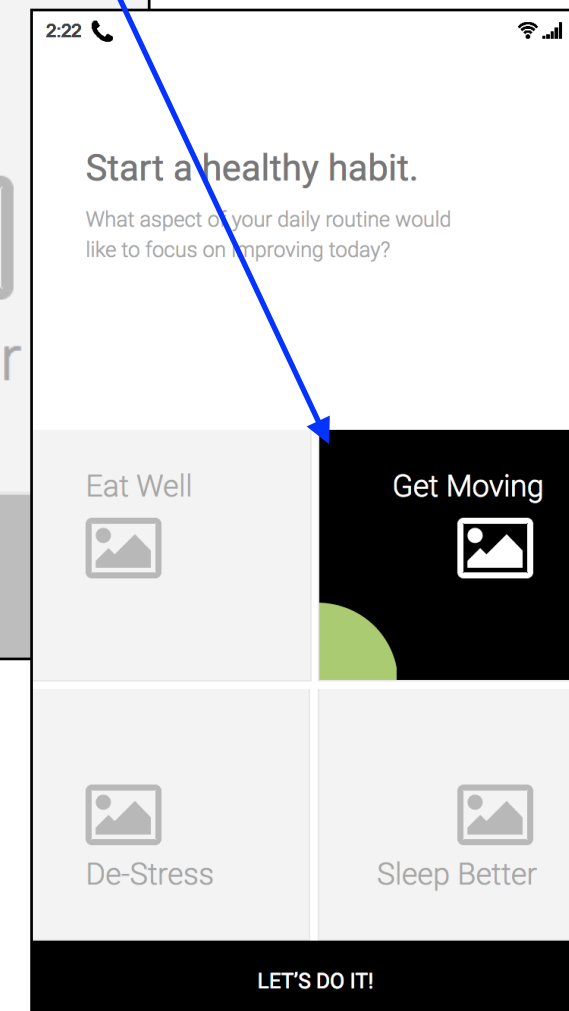


Every choice would be “excellent” (or some variation of encouraging words)

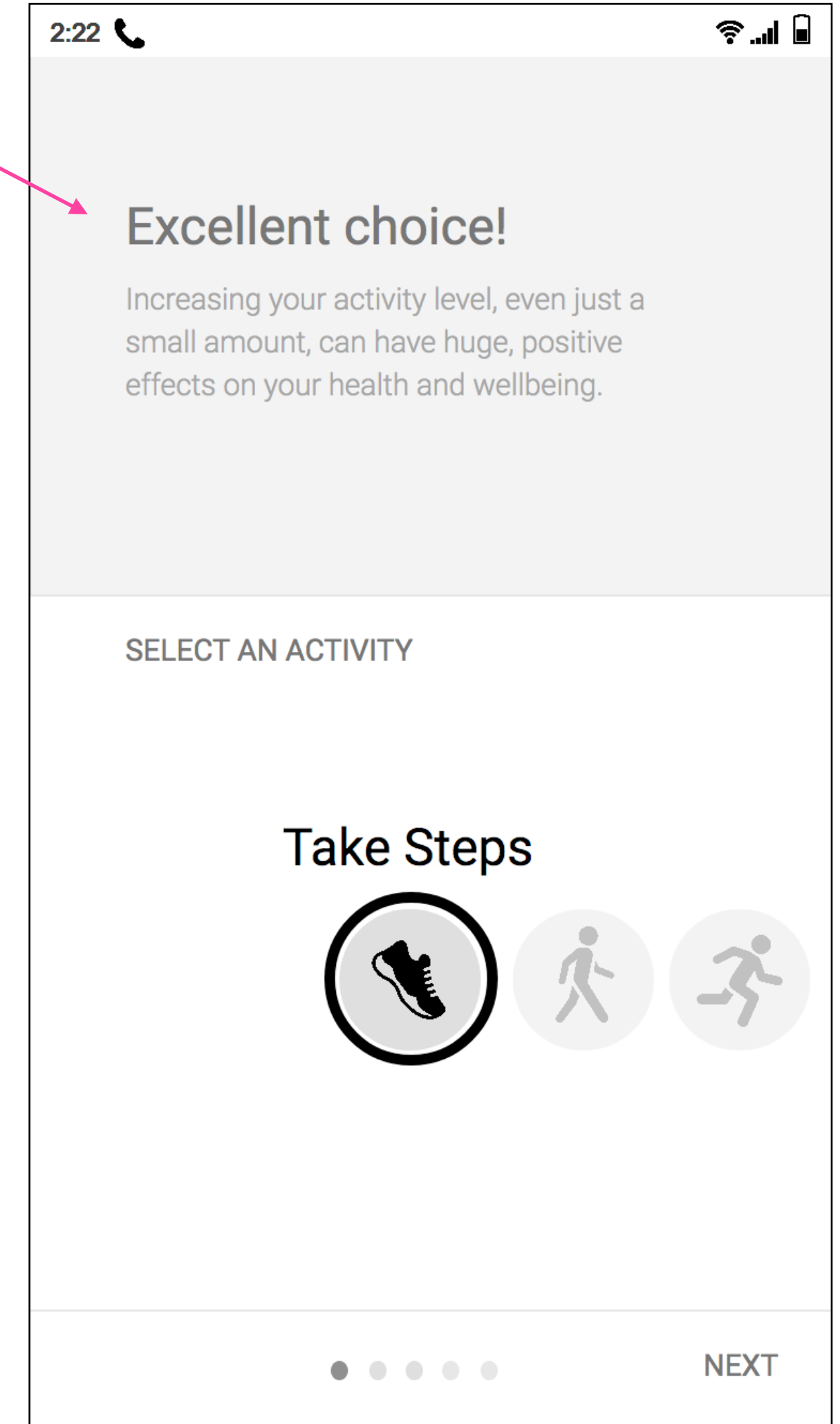
Alternate path / personalized guidance pattern established here

(this “dot” can appear throughout experience to guide participants who need a little extra help making decisions)

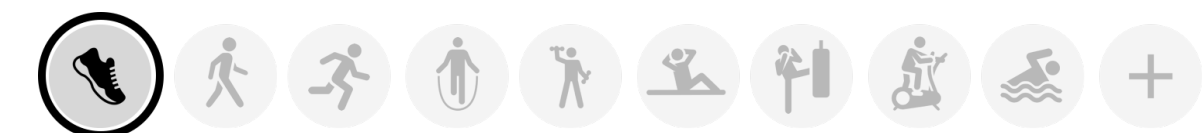
Participant starts by selecting a focus area - or can opt to get a personalized recommendation (experience and requirements TBD)



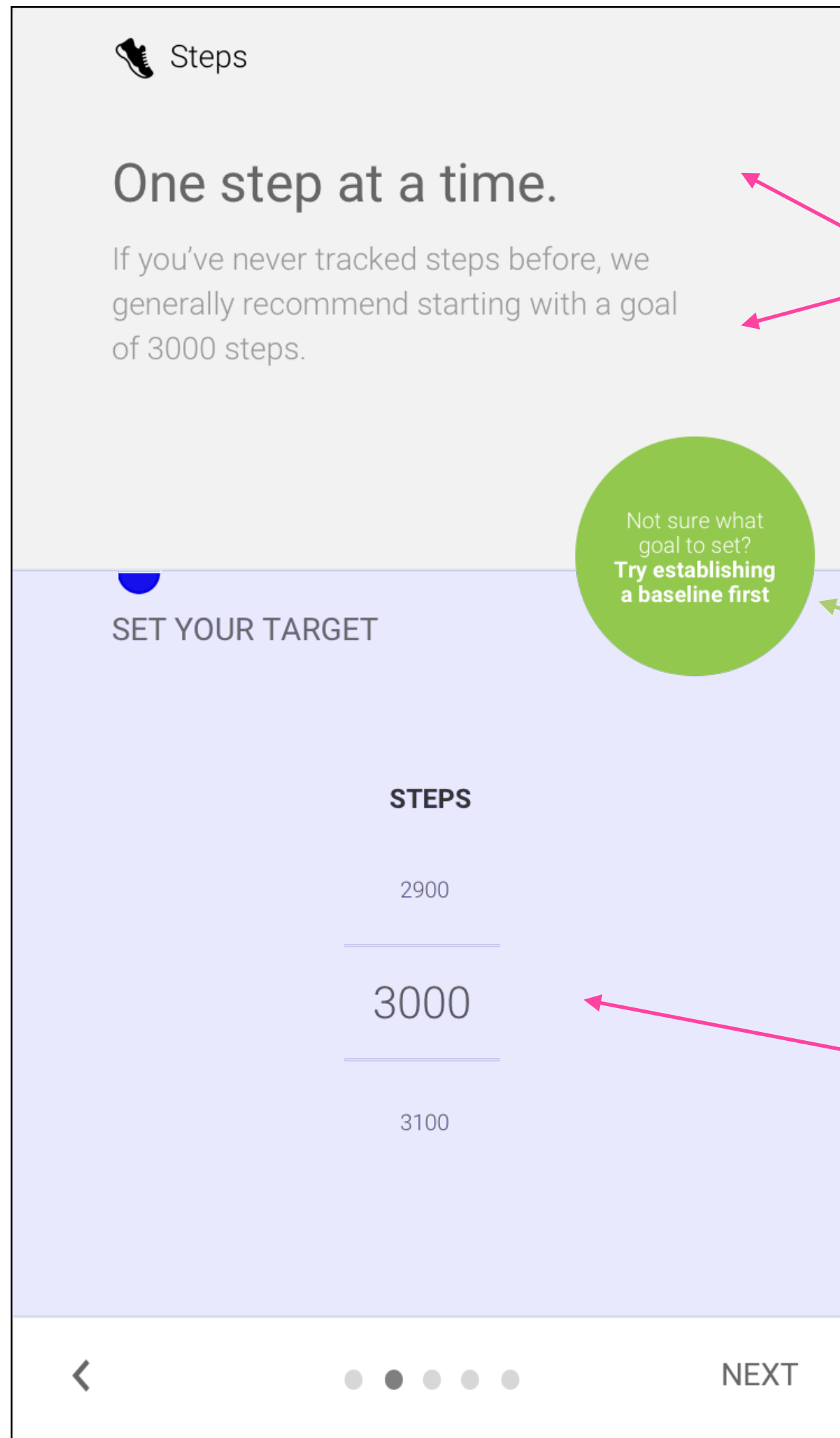
Step 1 Select ACTIVITY



Then selects activity to track, swiping desired activity into selection zone (options TBD - e.g.):



Step 2
Set **TARGET**



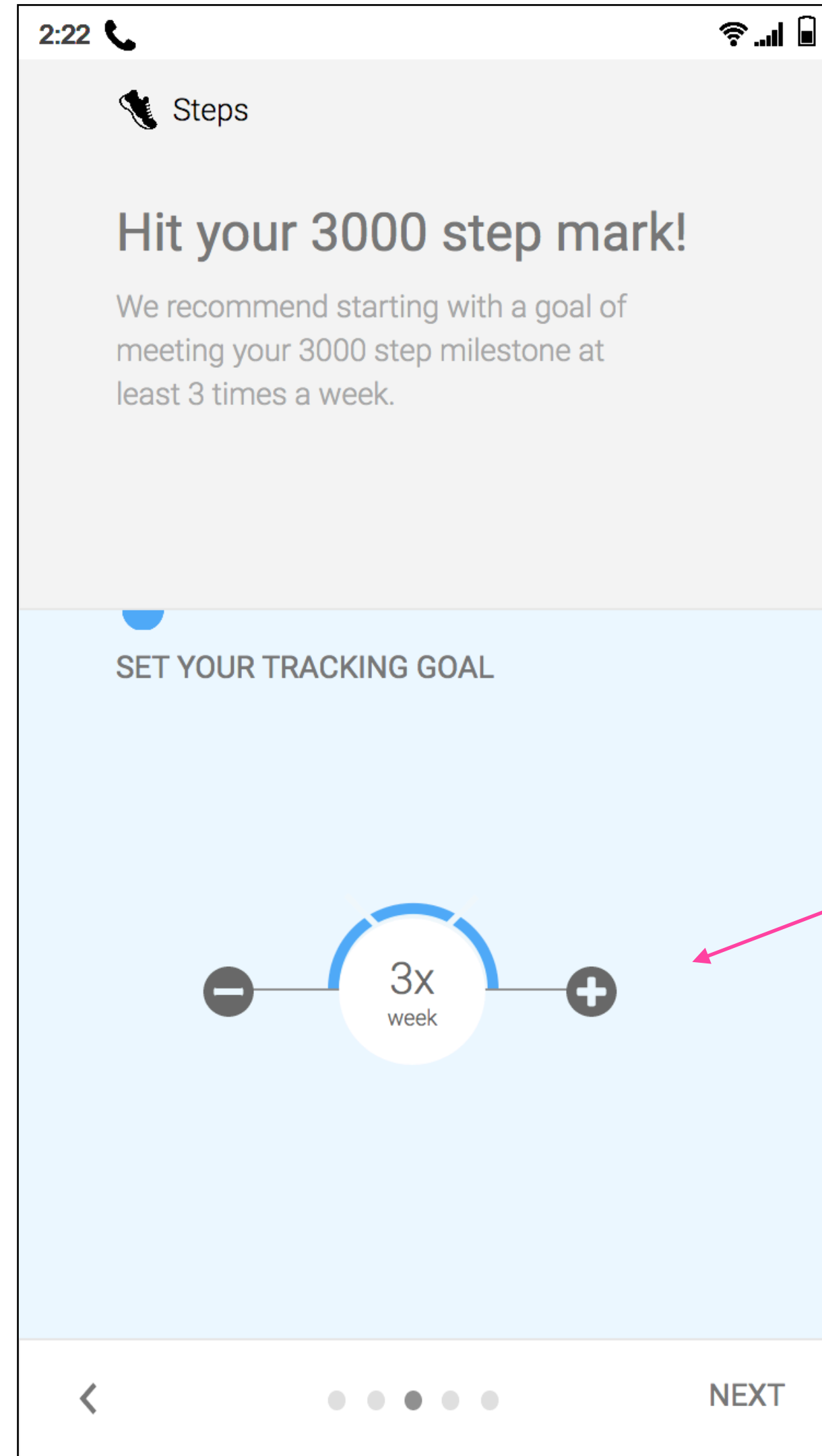
Helpful guidance through the process, with recommendations (could be personalized or generic default - depending on when participant "opts in" for specific goal and what we know about them at that time)

Not sure what goal to set? Try establishing a baseline first

There it is again — help when it's most needed!
Optional "set baseline" alternate path (see applicable slides later in this section)

Default to recommendation (again could be generic or personalized, as detailed above)

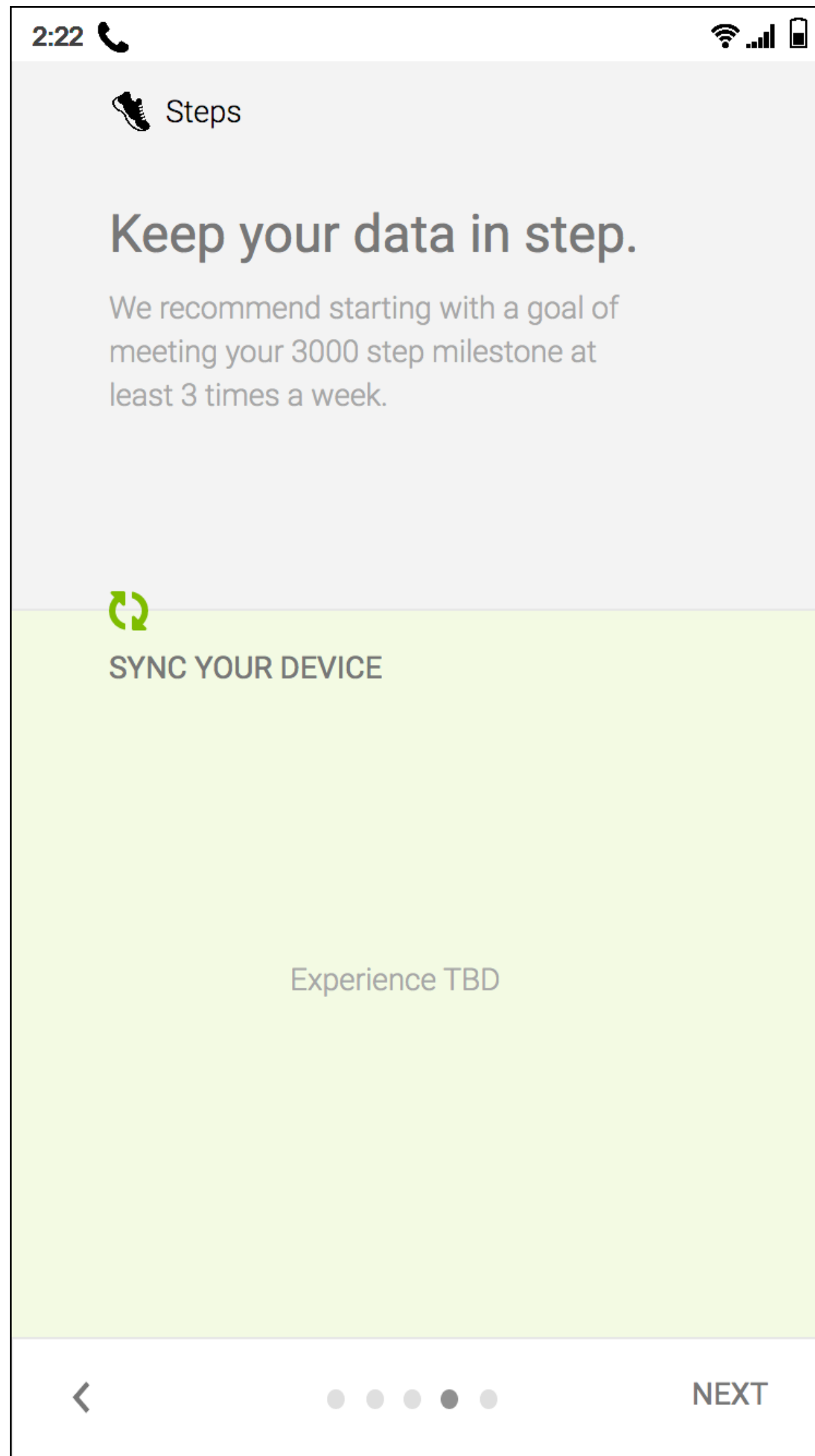
Step 3
Set **TRACKING** (how many times a week to hit your target)



Default to recommendation (again could be generic or personalized - UX same as illustrated previously for weight goal setting on previous slides)

Note:
Nomenclature to be explored between idea of "CHECK-IN" TRACKING to measure progress against target goal for a body stat / outcome (where participant has to physically do something to report progress, e.g. weigh in, take blood pressure) vs. "HIT TARGET" TRACKING to determine frequency at which aiming to hit a target for a healthy habit (which participant can technically "track" every day, but app only ticks off progress against weekly goal when hits target on a particular day). May be a better word than "TRACKING" to encompass both, or perhaps different words are used to describe the "X times a week" measure based on goal type.

Step 4
Sync device

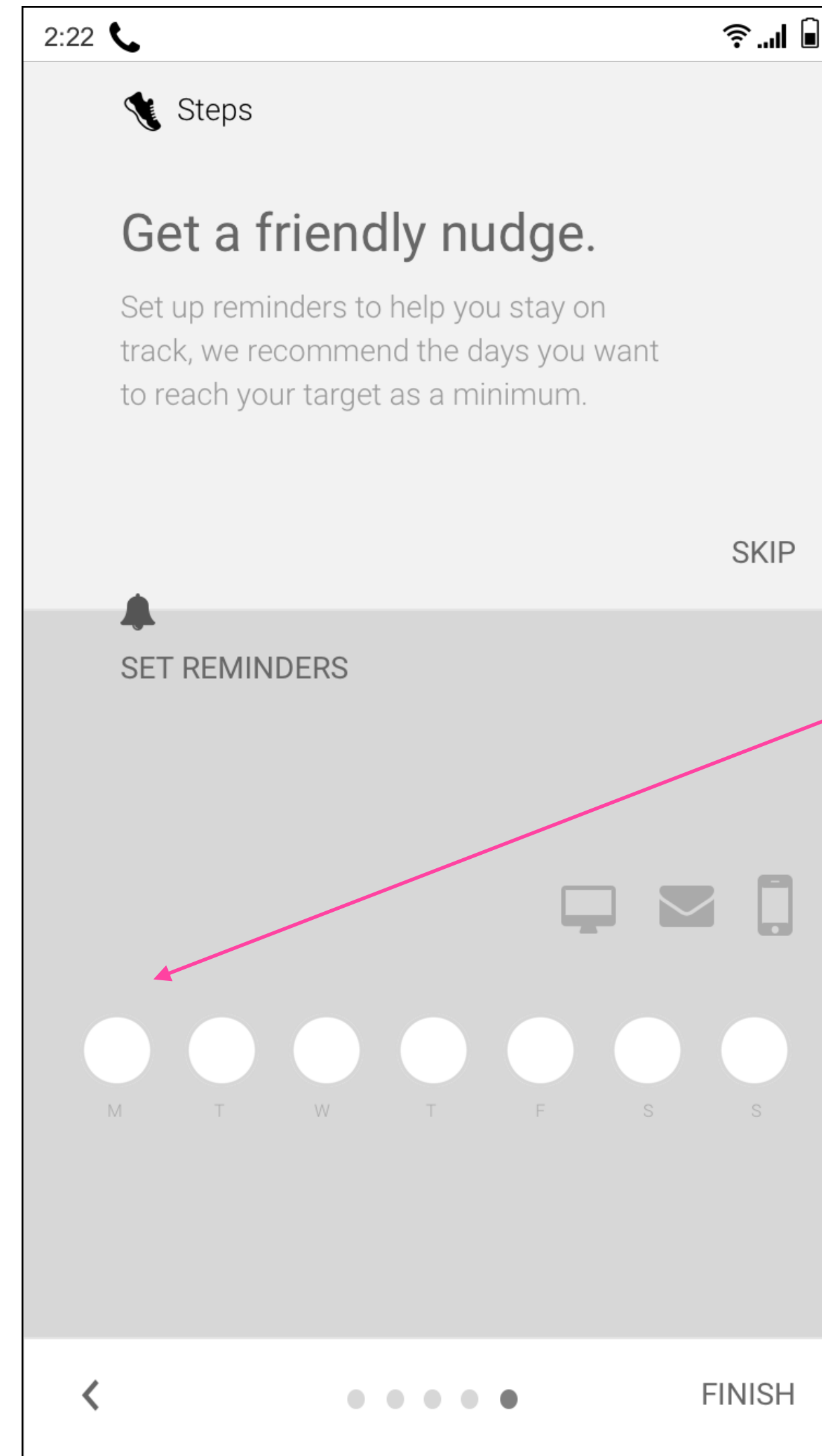


<<
This step would be skipped OR presented as “synced device confirmation” (if already synced) with ability to change device. Experience will be determined by platform capabilities / functionality.

This step could also be to sync an app (e.g. MyFitnessPal, in the case of calorie counting / nutrition tracking).

This step would also be skipped for goals where a synced device is not applicable (e.g. a custom goal like, go to Yoga class).

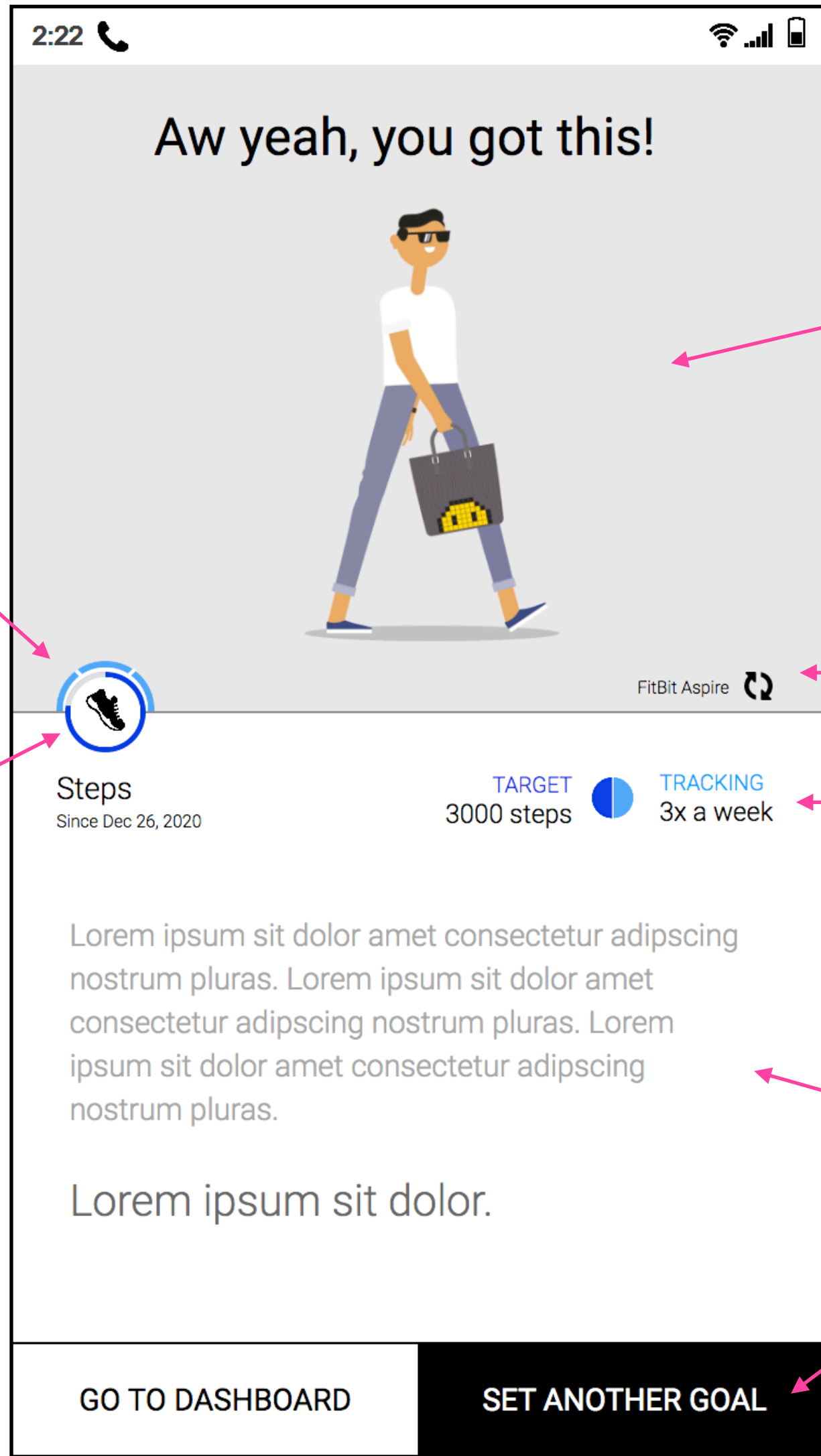
Step 5
Set reminder notifications (optional)



Can suppress “tutorial” through notification setup and editing UX once user has already seen (UX same as illustrated previously for weight goal setting on previous slides)

<<
Comprehensive notification settings would live elsewhere in app

Finish
Confirmation



Outer ring
Weekly TRACKING
progress
(how many days
to hit target)

Establishing paradigm for
goal tracking within app

Inner ring
Progress
against TARGET
(daily in this case -
this representation is
just a "demo" so
user understands
paradigm)

On brand, animated
"confirmation."

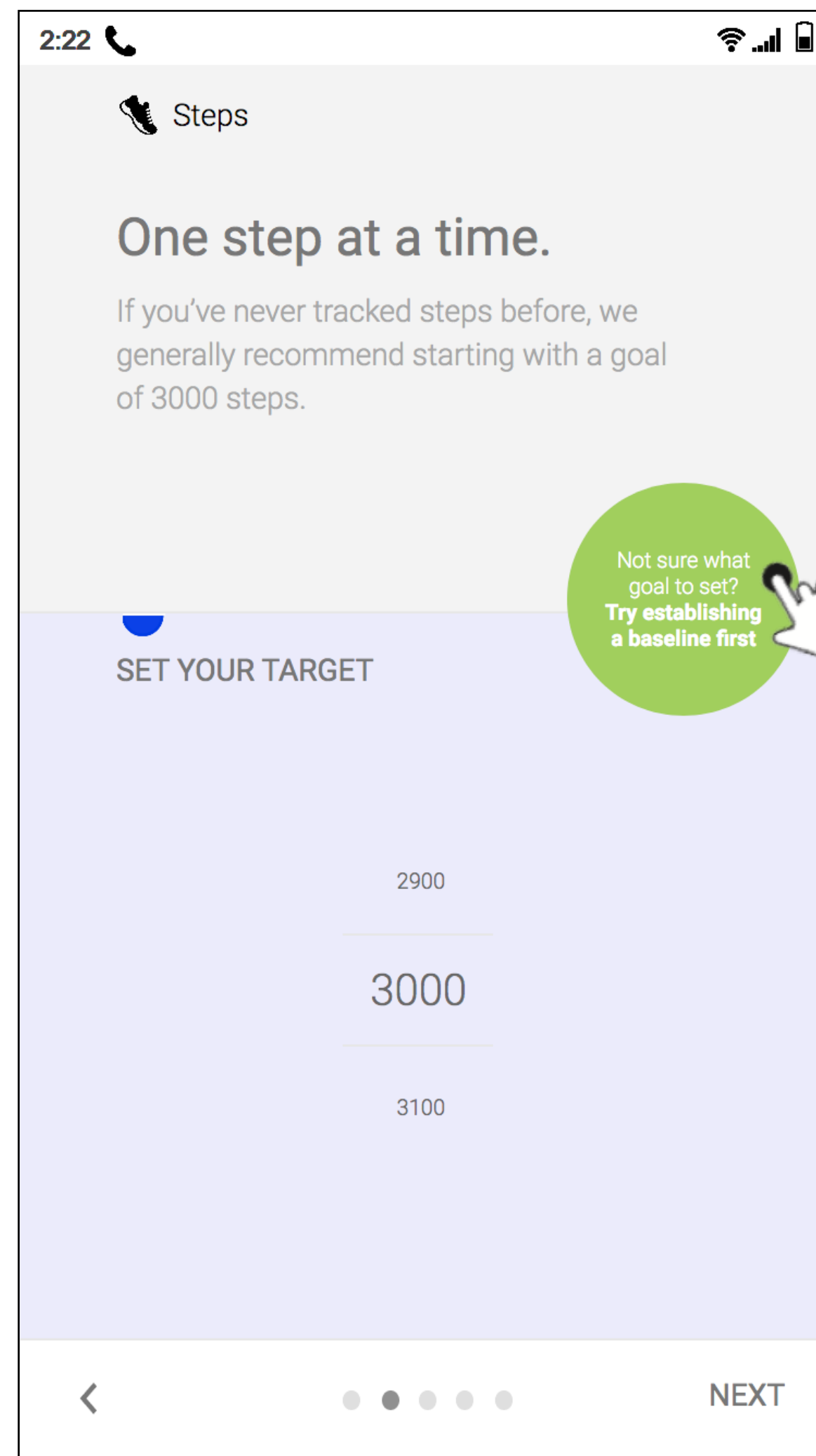
Confirms synced device or
app, when applicable

Establishing paradigm for goal
setting within app

Pro-active guidance
and encouragement
to logical "Next Step"

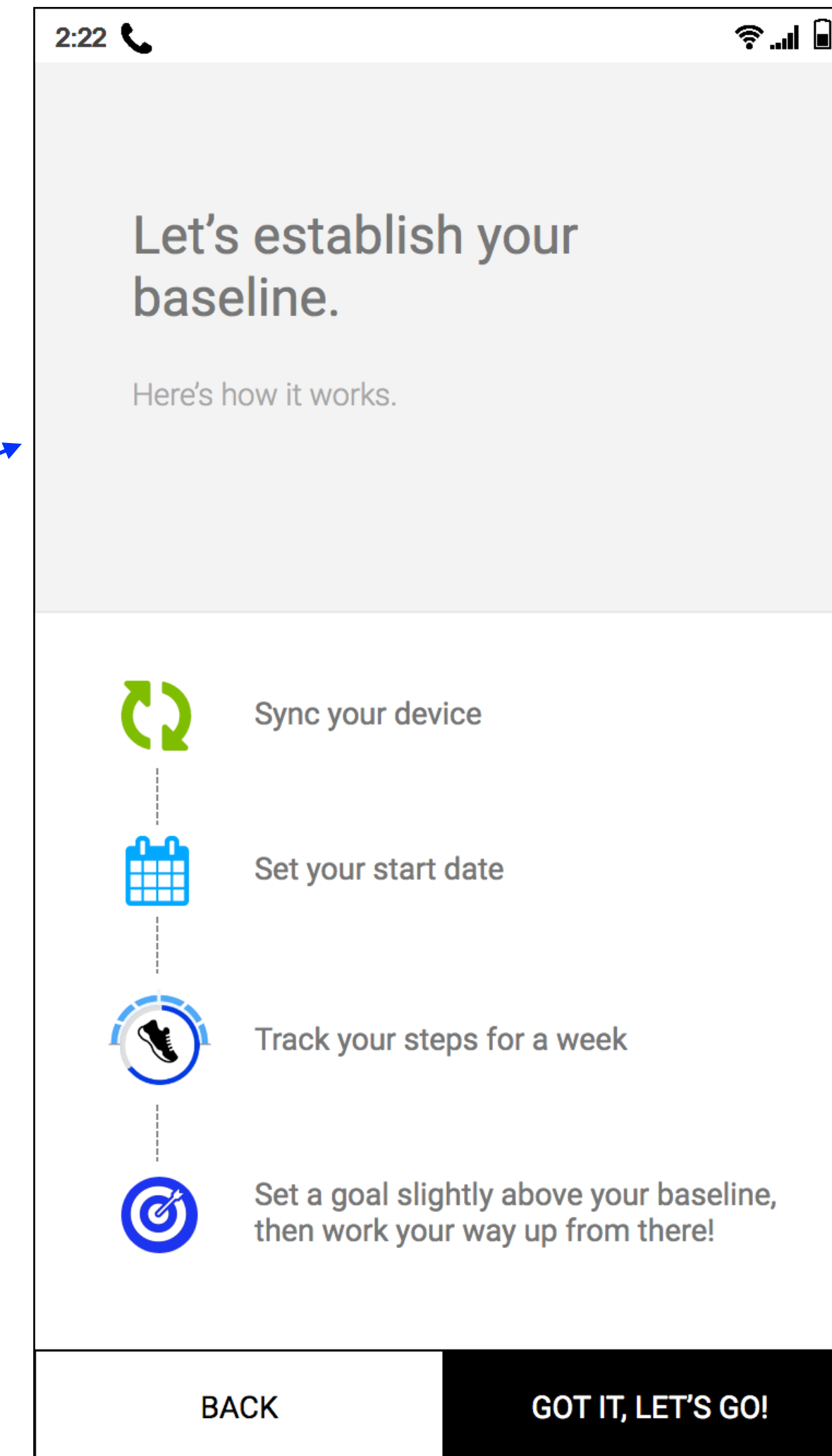
Now, let's revisit Step 2. What happens when a participant decides to **establish a baseline** before setting a goal?

Step 2 Set TARGET

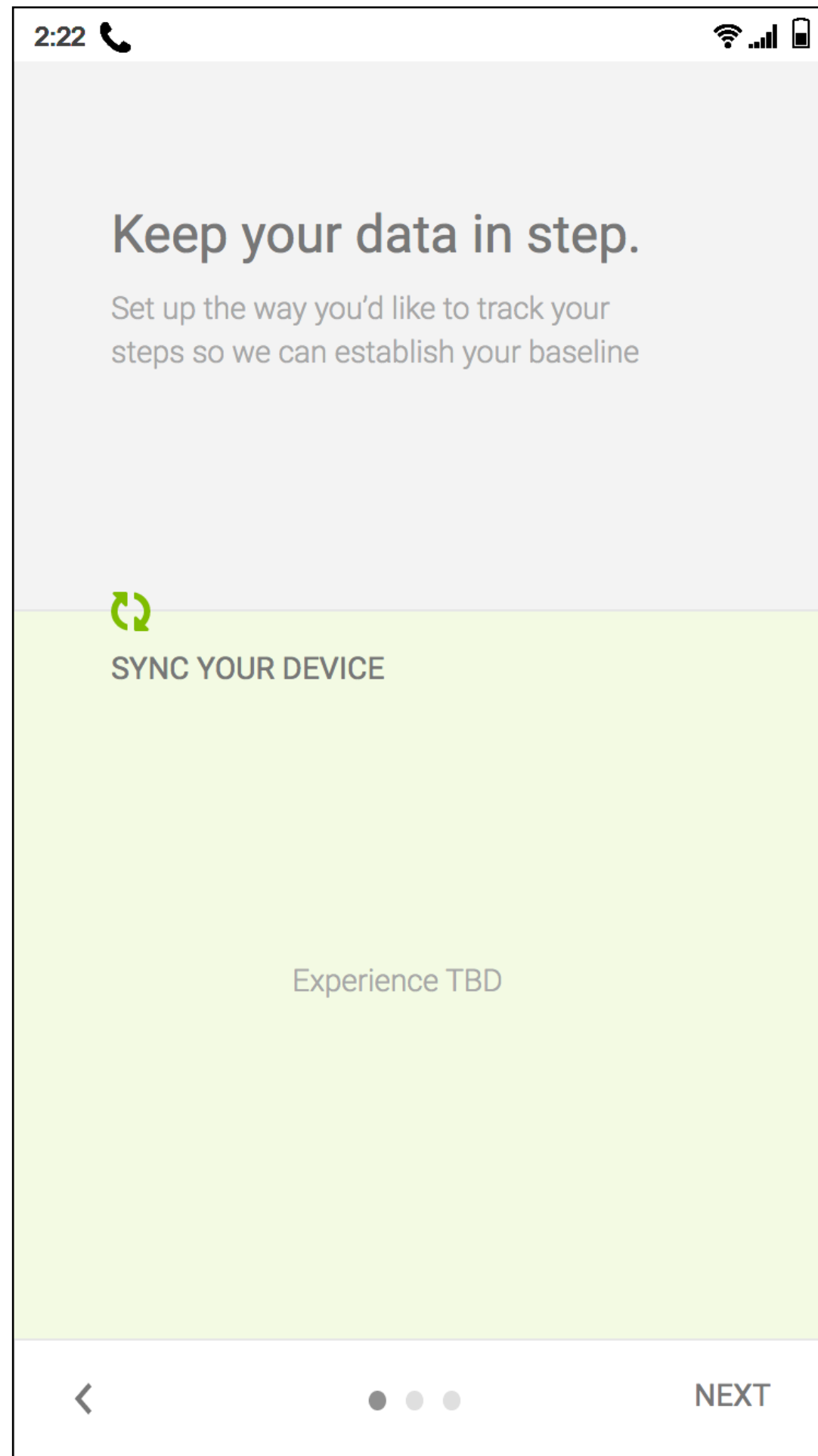


Remember this guy! Participants who are unsure can take an alternate path to establish a baseline before setting a goal — it's the ultimate personalized recommendation!

Process is explained (and reset), and participant is given option to continue or return to normal goal setting.

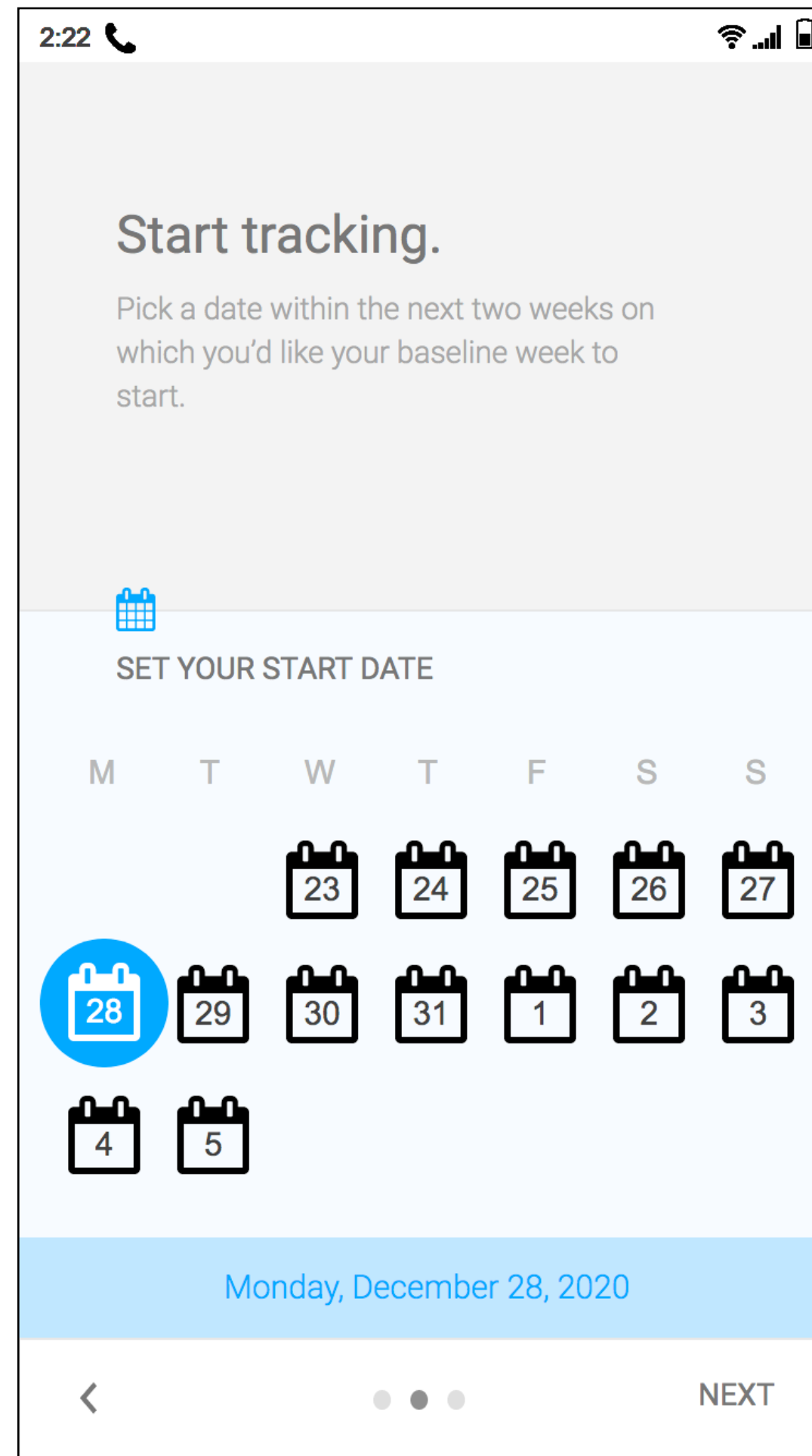


Step 1
Sync device



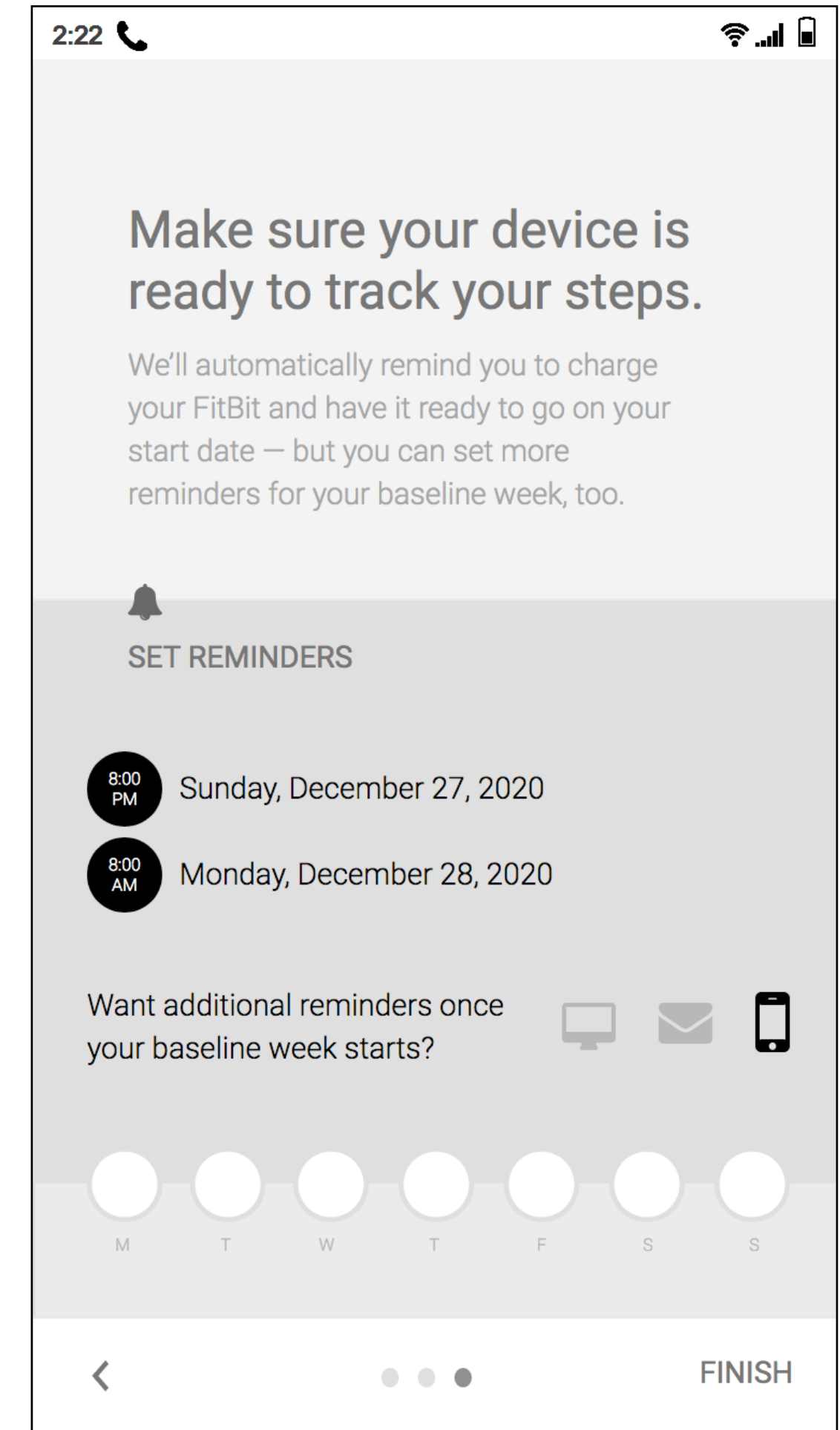
Participant syncs device, if hasn't already, or confirms tracking device, if has (*same notes as on previous slides*)

Step 2
Choose start date



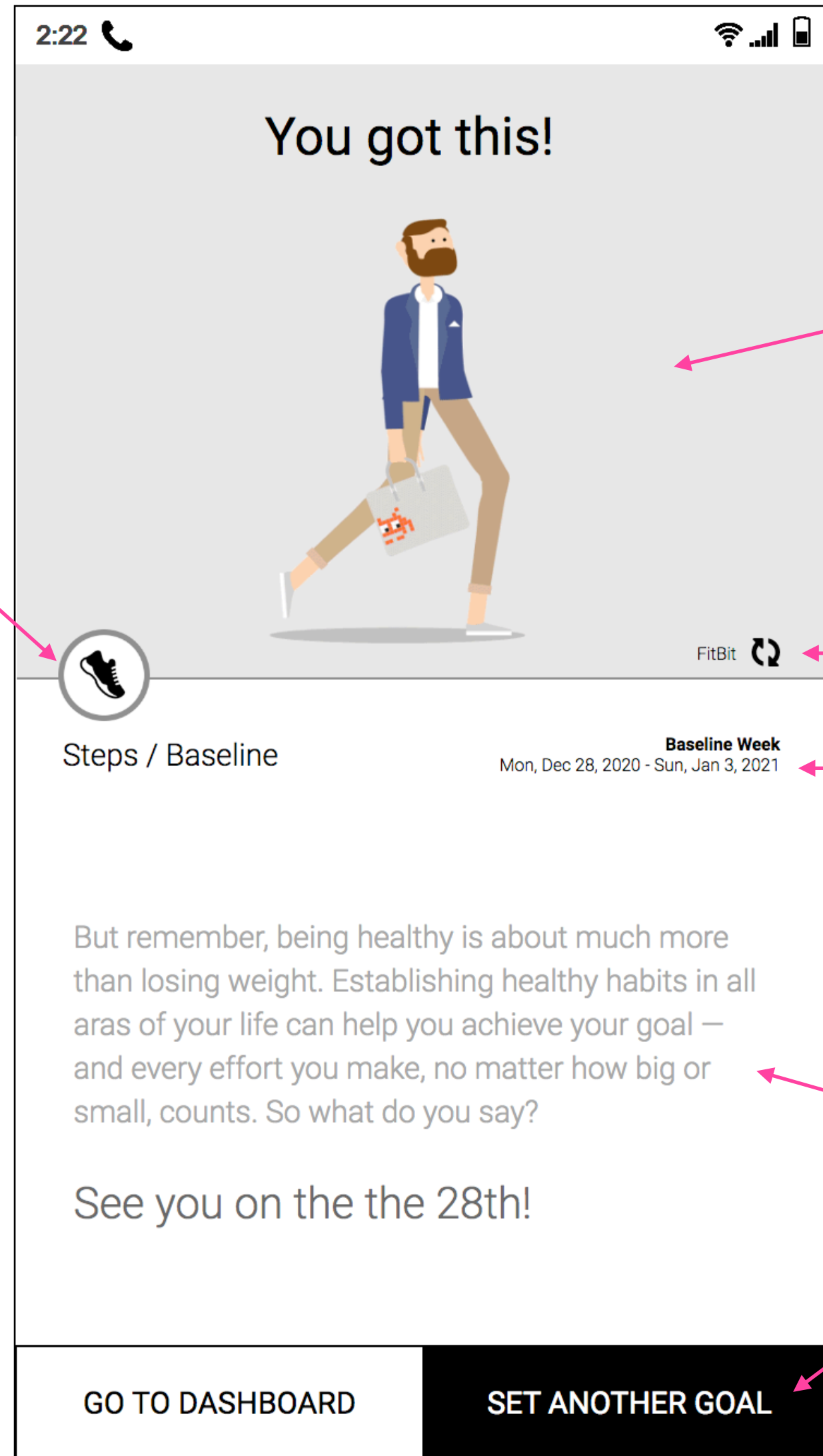
Participant is given a two week window from the current date to choose a start date that is convenient for them (*exact requirements TBD*)

Step 3
Set reminder notifications (optional)



In this case, automatic reminders will be sent, but user can still add reminders to for baseline week, and beyond (*UX same as illustrated previously for weight goal setting on previous slides*)

Finish
Confirmation



Variant for
Baseline Week
(since goal not
established yet)

On brand, animated
“confirmation.”

Confirms synced device or
app, when applicable

Variant for Baseline Week info

Pro-active guidance
and encouragement
to logical “Next Step”

*Note that full “baseline”
experience remains TBD
(and is out of scope for v2.0)*

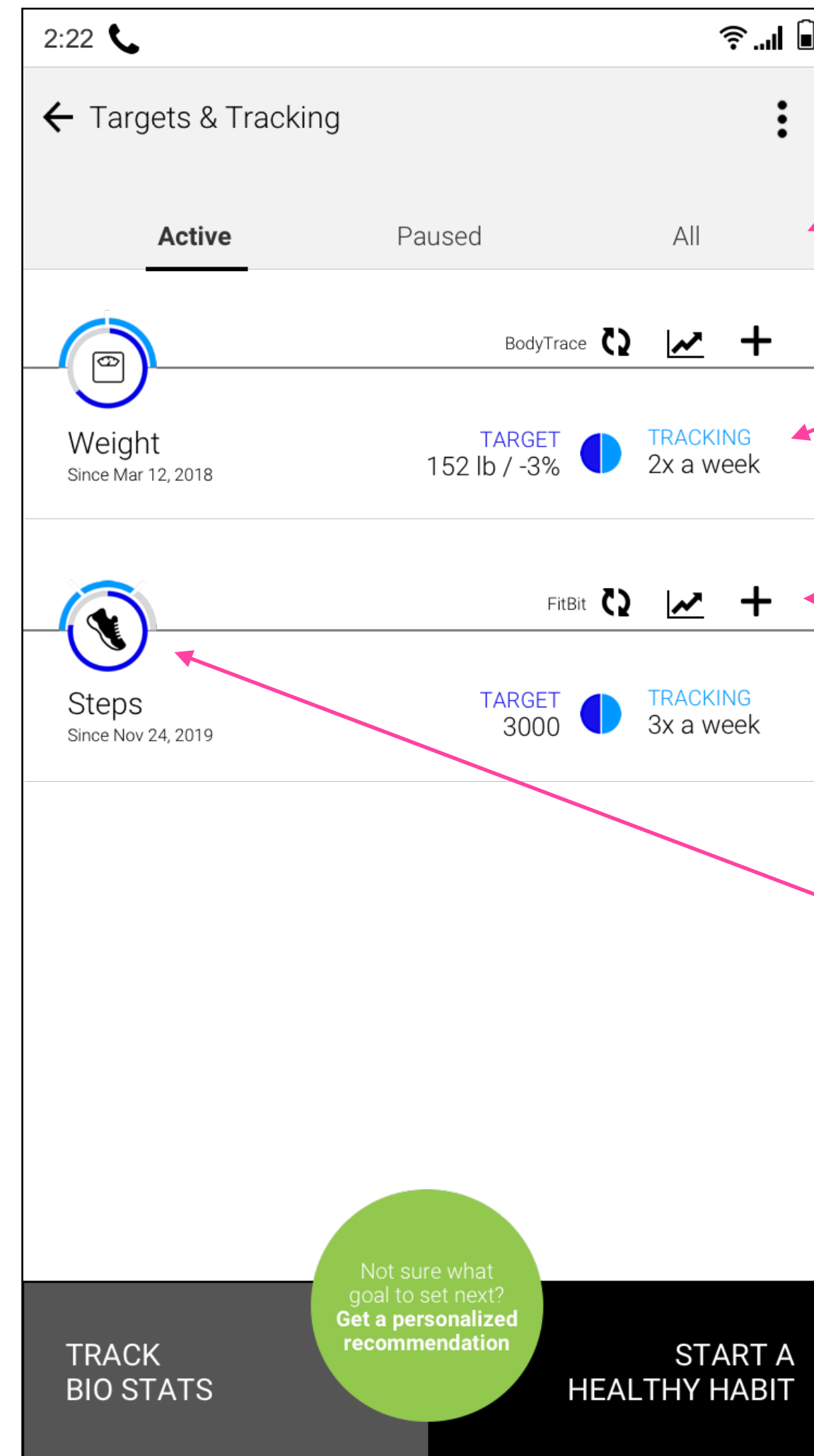
APP UX

Setting & Editing Goals

From the Goals / Targets & Tracking (exact nomenclature TBD) section of the app, participants will be able to **manage existing or add new goals** at any time:

- (a) body stat / outcomes goal (“Track Bio Stats”)
- (b) healthy habits
- (c) get a personalized recommendation for next logical goal

Goals / Targets & Tracking Section



Participant will have ability to “pause” a goal - and toggle between Active, Paused, or All goals (Inspirator will have control over this, too)

Goal settings displayed

Set goals listed, participant can easily access other app areas like:

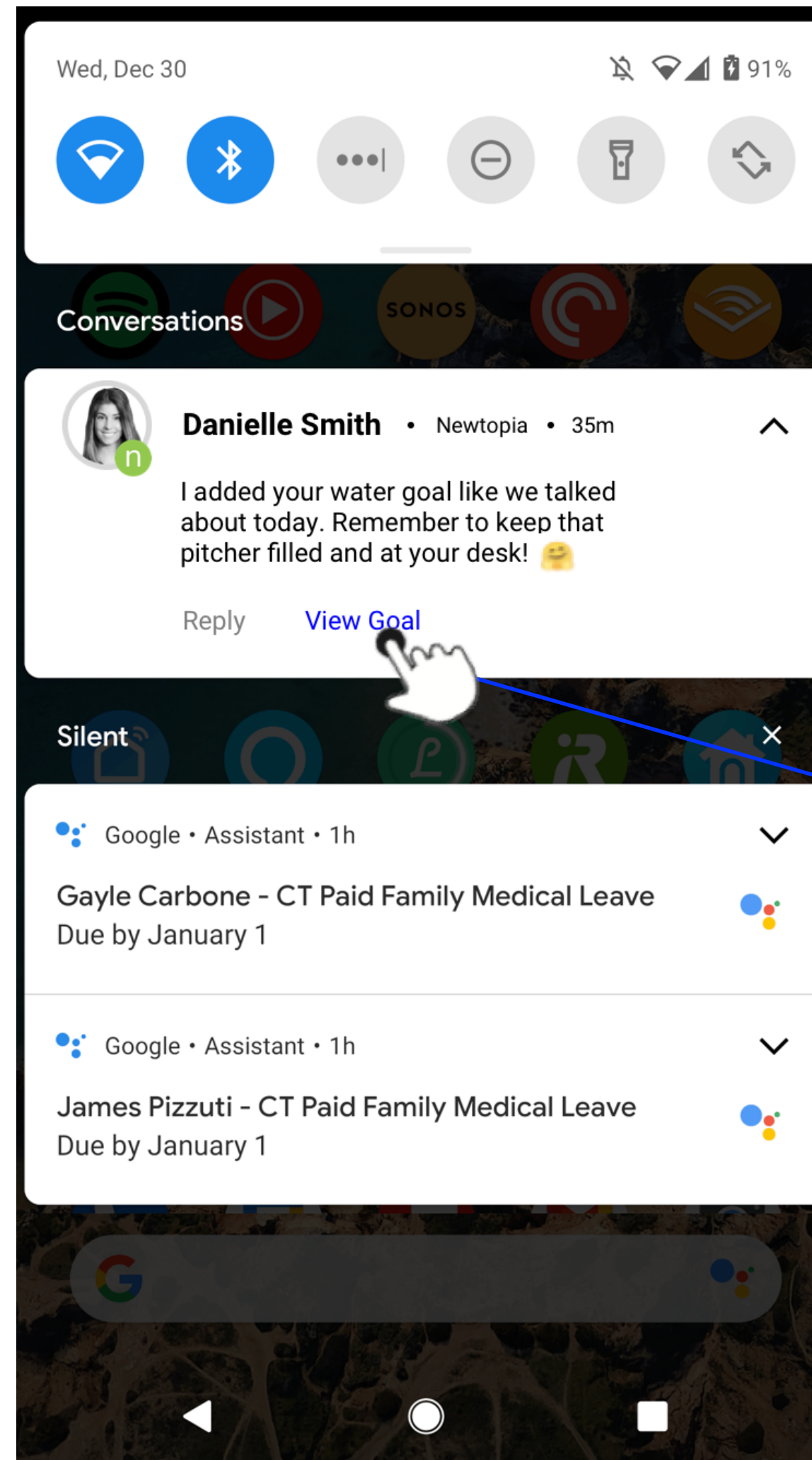
- FitBit Synced device settings
- Progress monitoring against any goal
- Adding a manual entry against a goal, where applicable

Current status against weekly Tracking (outer ring) & Target (inner ring) goals displayed as of current day

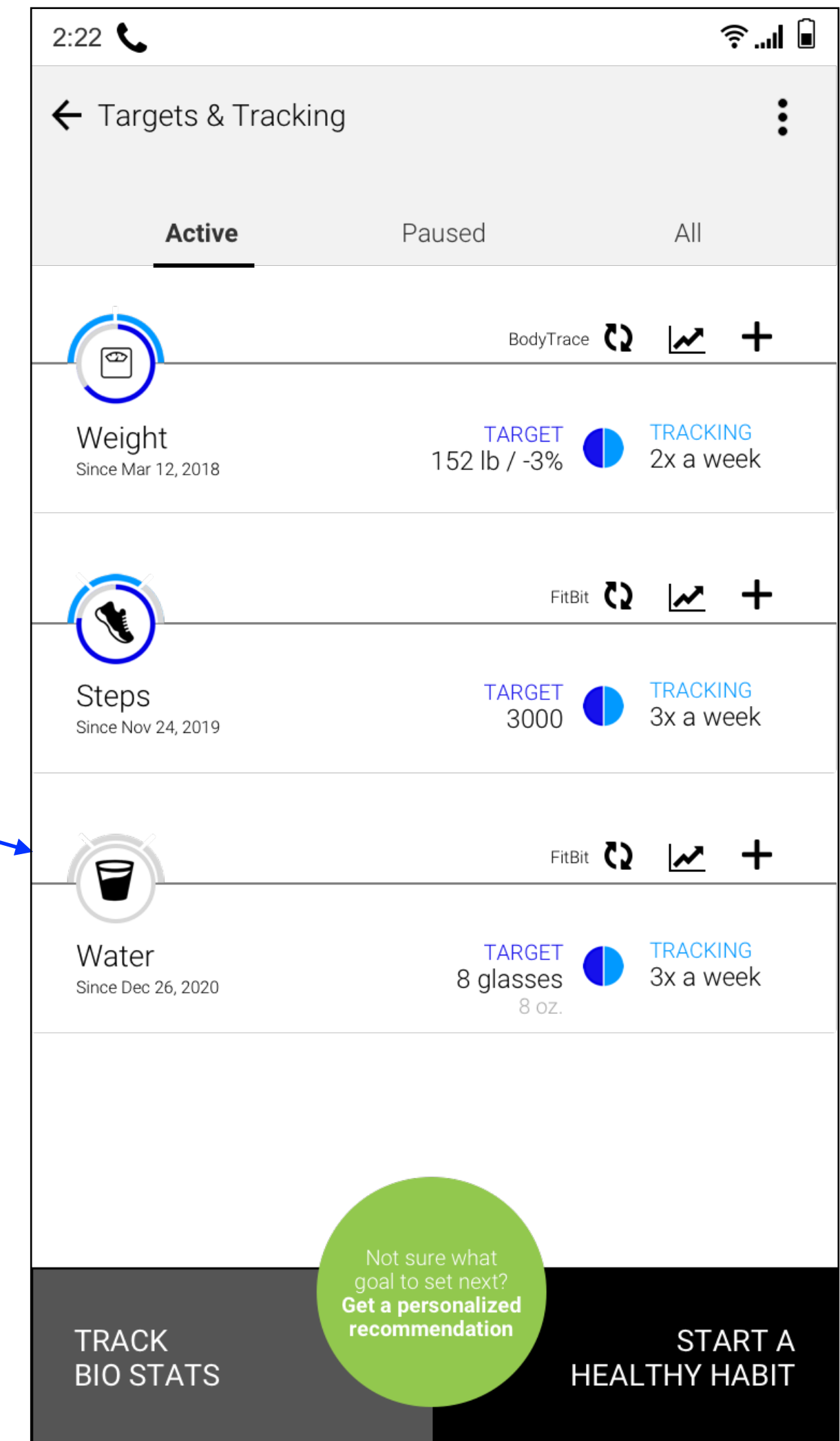
Ability to add new goals at any time - or again, get a personalized recommendation (Inspirator will be able to set up goals for participants, too - see next slide)

Inspirators will be able to add goals for participants as well. If during a session or over other communication channels the Inspirator agrees to add a goal, that goal (once added by the Inspirator) would automatically appear in the “Active” list, and the participant would get a notification by their preferred method(s).

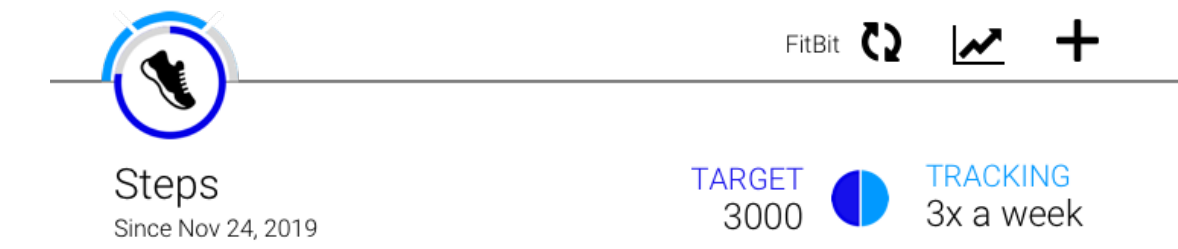
Participant gets follow up text / SMS notification from Inspirator



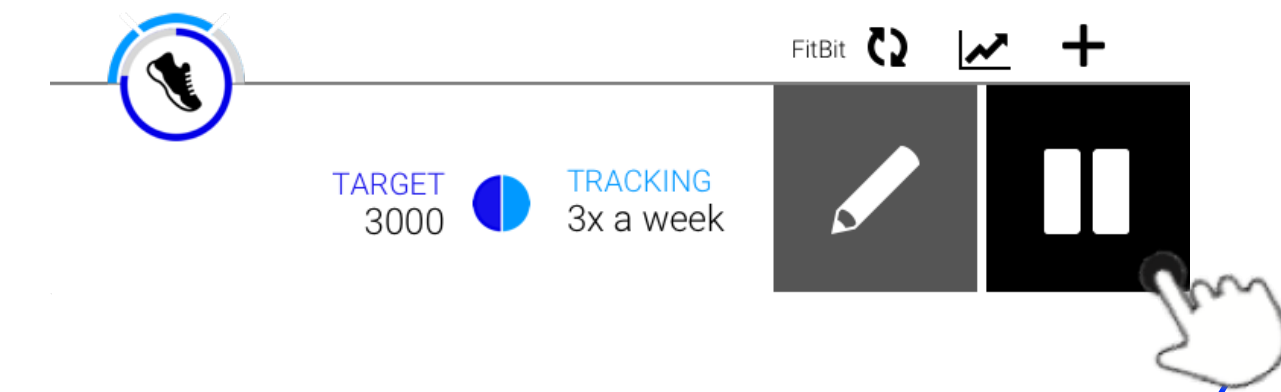
And goals set by Inspirators will automatically appear in list



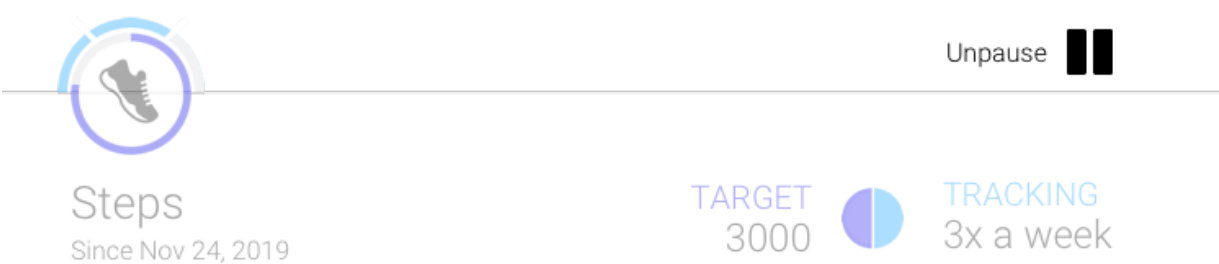
Participants could PAUSE a goal at any time
(an Inspirator could do this for them, too)



OnSwipe left, controls to EDIT or PAUSE goal appear:

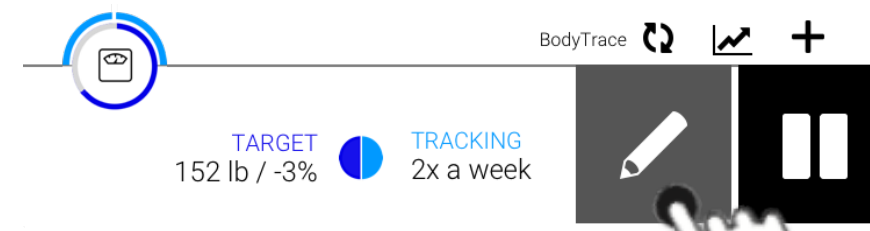


A "paused" goal could appear like this in the "Paused" and "All" views:

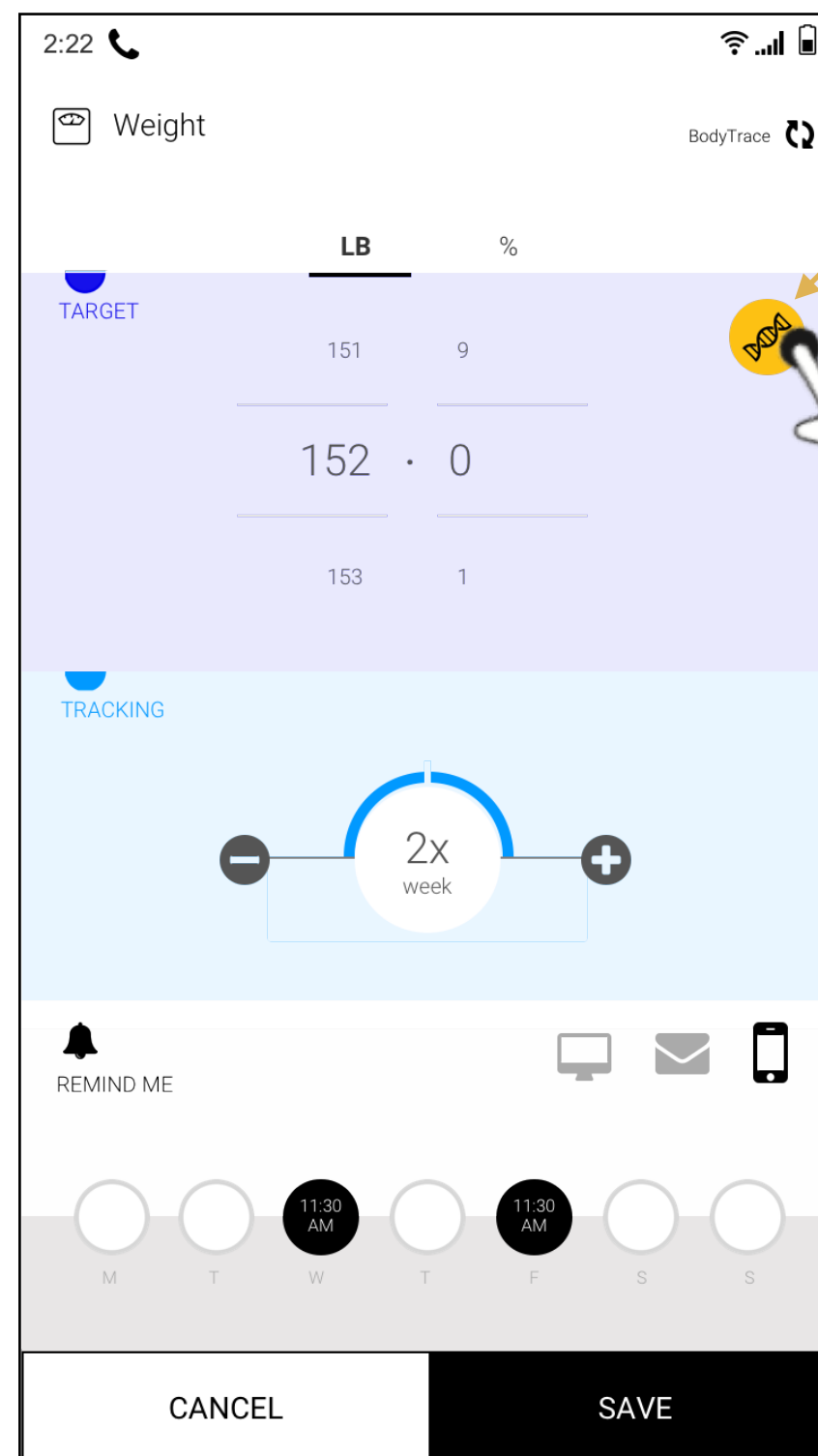


Participants could also EDIT a goal at any time
(an Inspirator could do this for them, too)

OnSwipe left, controls to EDIT or PAUSE goals appear:

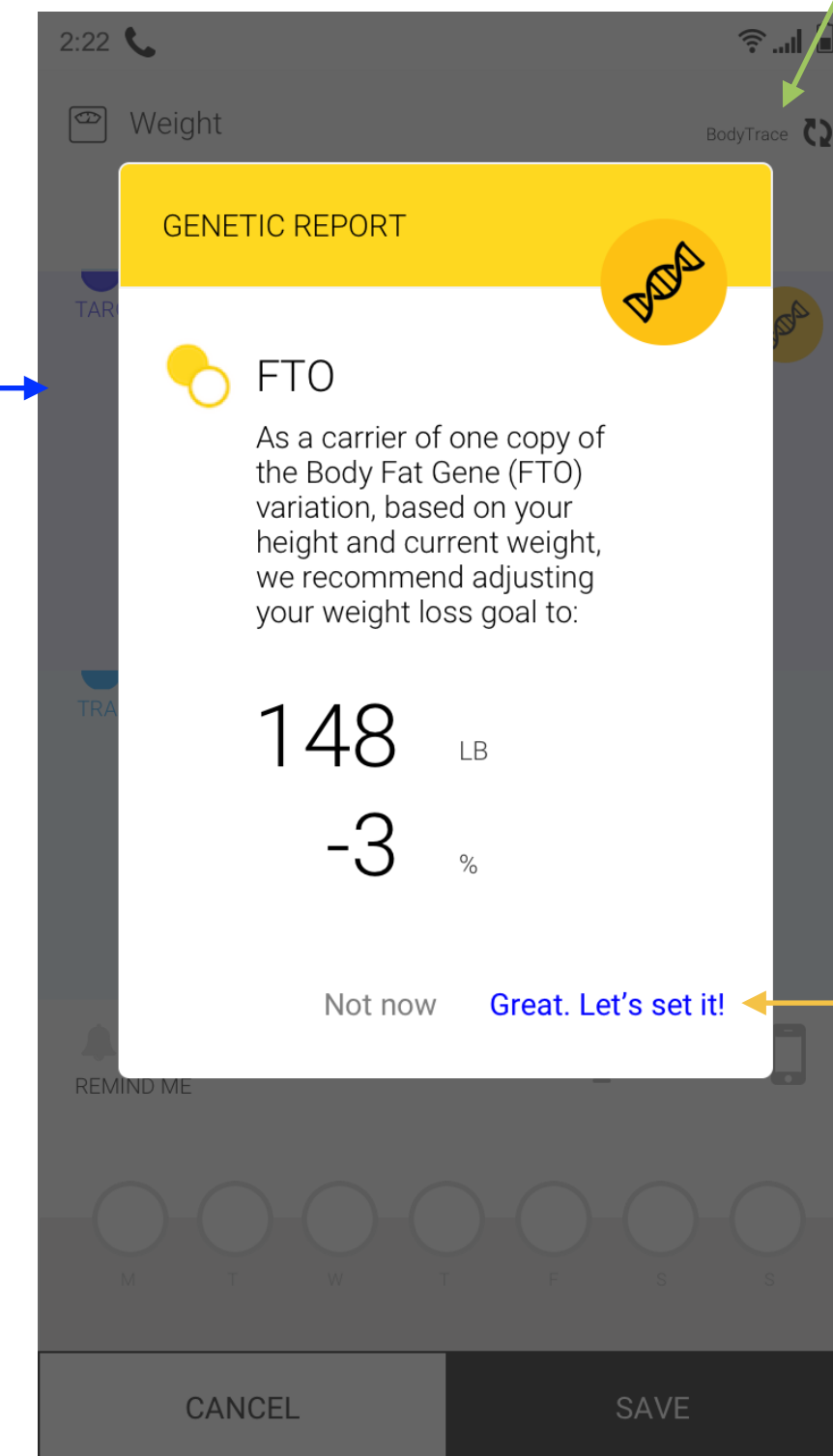


A streamlined experience mimicking the initial goal setup is now offered



Oh look... what's this?

Once genetic results are in, we can offer personalized guidance for goal setting (or any part of the experience) based on genetics throughout the app



Note that the experience for personalized recommendations can use a similar pattern



With one-tap ability to set the recommended target or goal!

While exact iconography is yet to be determined, **the format has legs** for standard (Water, Blood Pressure, etc.) or even custom (Take a “Me” break) goals...

Take a walk

Since Mar 12, 2018

TARGET
20 mins



TRACKING
3x a week

Nutrition

Since Nov 24, 2019

TARGET
1425 calories

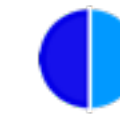


TRACKING
3x a week

Fruits & Veggies

Since Mar 12, 2018

TARGET
5 servings
½ cup



TRACKING
4x a week

Take a “Me” break

Since Nov 24, 2019

TARGET
10 min



TRACKING
3x a week

Water

Since Mar 12, 2018

TARGET
5 servings



TRACKING
7x a week

Sleep

Since Nov 24, 2019

TARGET
7 hr 30 min



TRACKING
7x a week

Blood Pressure

Since Nov 24, 2018

TARGET
120 sys / 80 dia

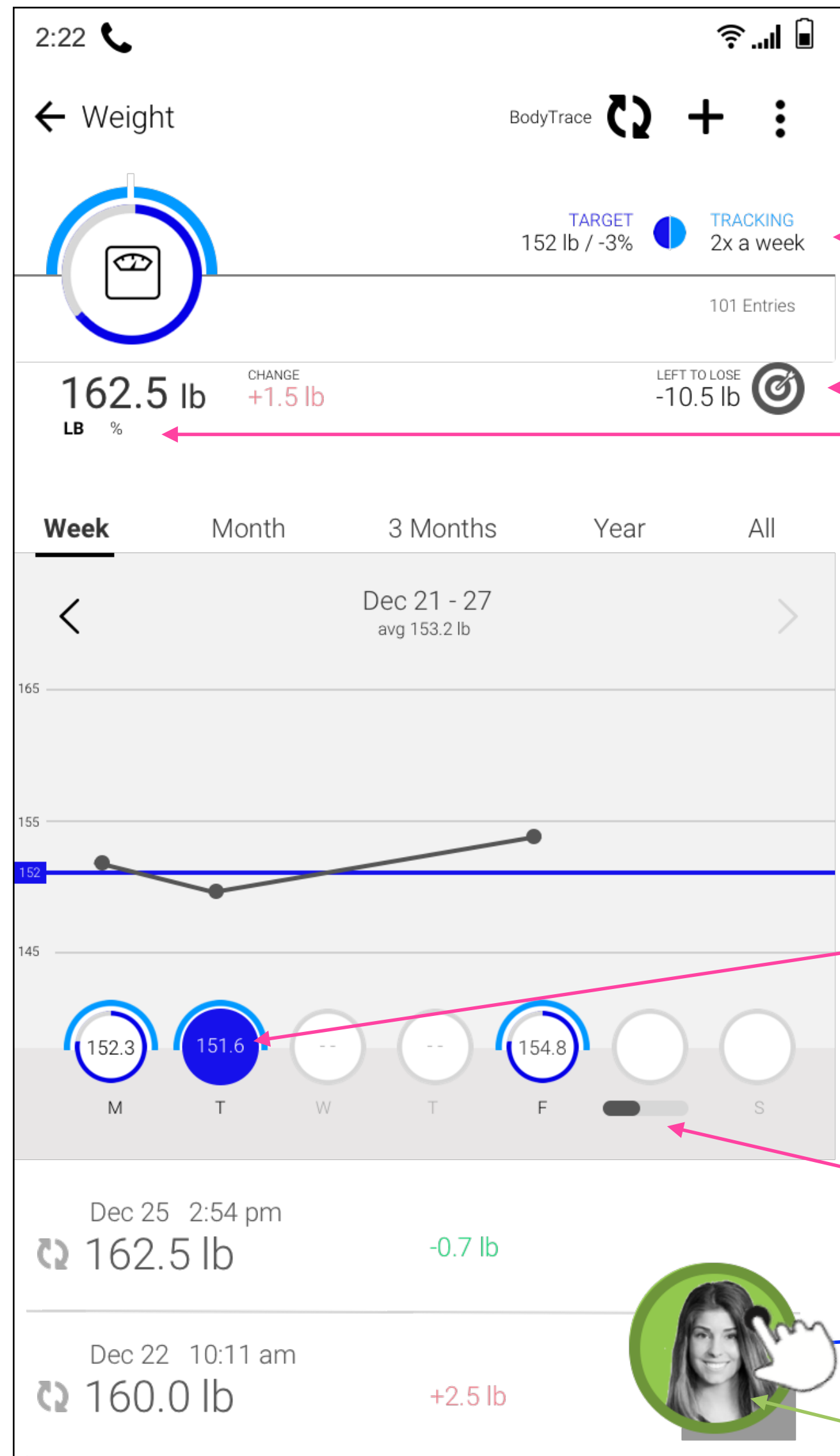


TRACKING
2x a week

APP UX

Tracking & Progress Monitoring

Participants should be able to monitor progress (view analytics) for any goal



View and direct access to corresponding goal settings

Key data points visualized /summarized
Tap to toggle between views (LB vs. %) affects all data points and displays

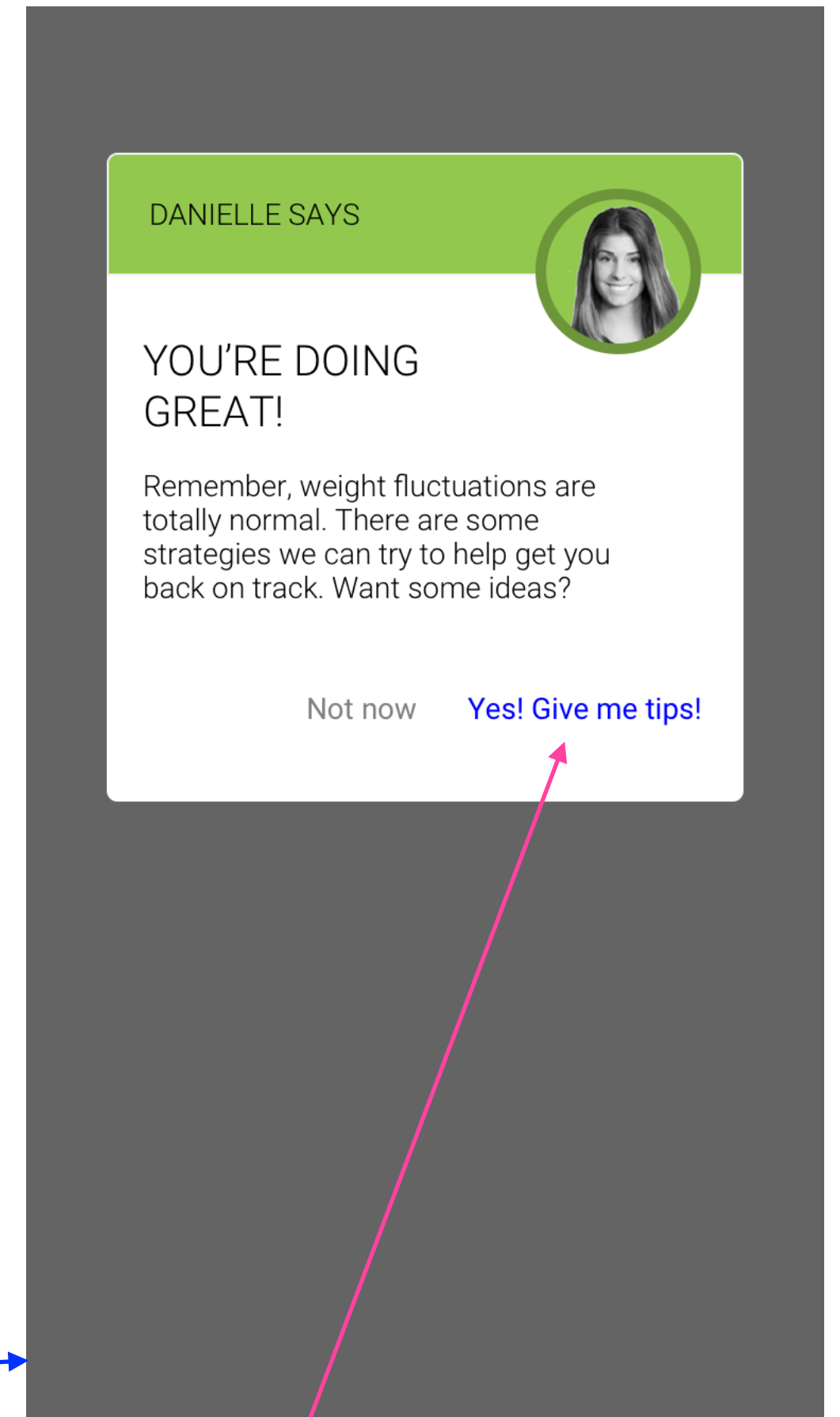
Visual data displays can be specific to goal / what's being tracked (exact requirements and UX TBD on a case-by-case basis)

Target indicated
Exact weights logged indicated, target met here

Current week progress shown on default
Outer ring indicates a time period for which tracking goal is met
Inner ring represents progress against current target
This view goes further than mere tracking goal (goal may be to track 2x a week, but no limit)

Current day and real-time display of time left in day

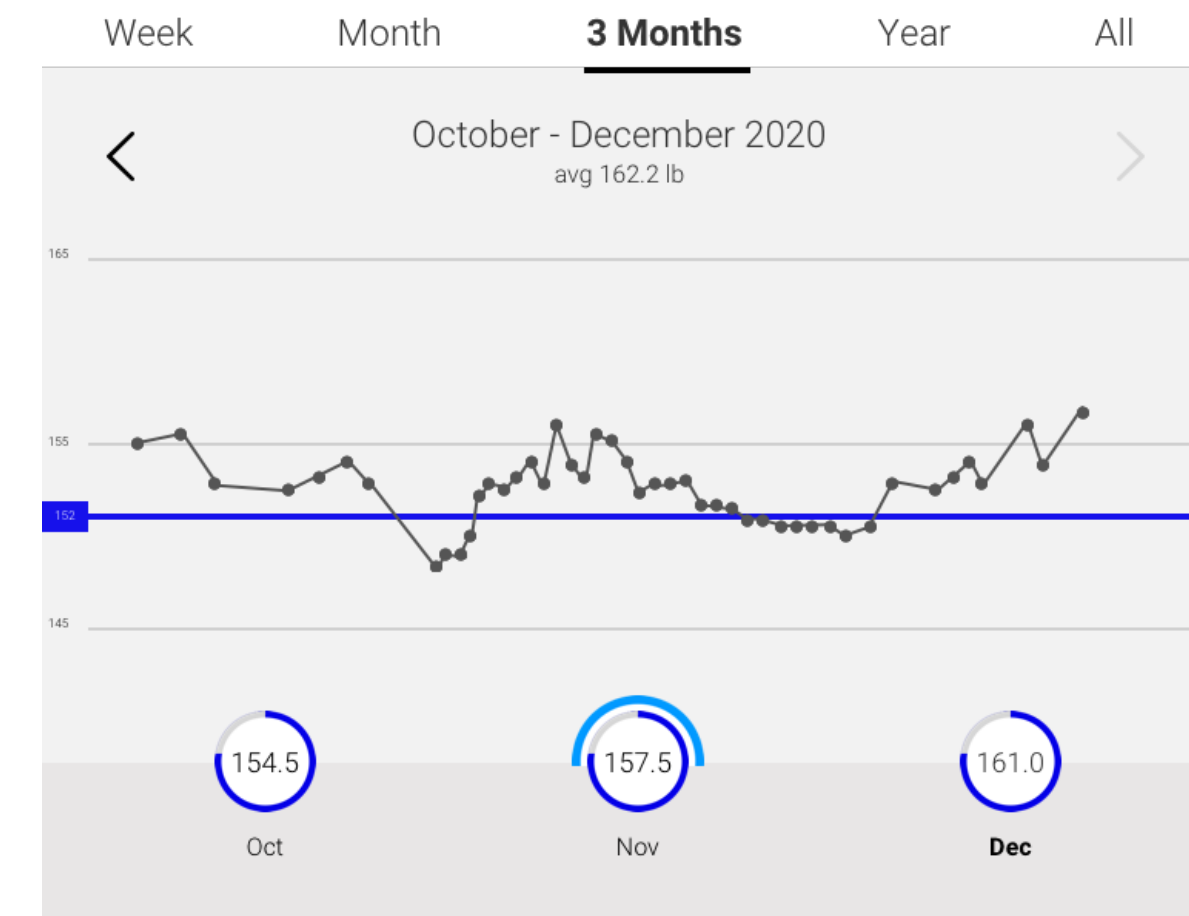
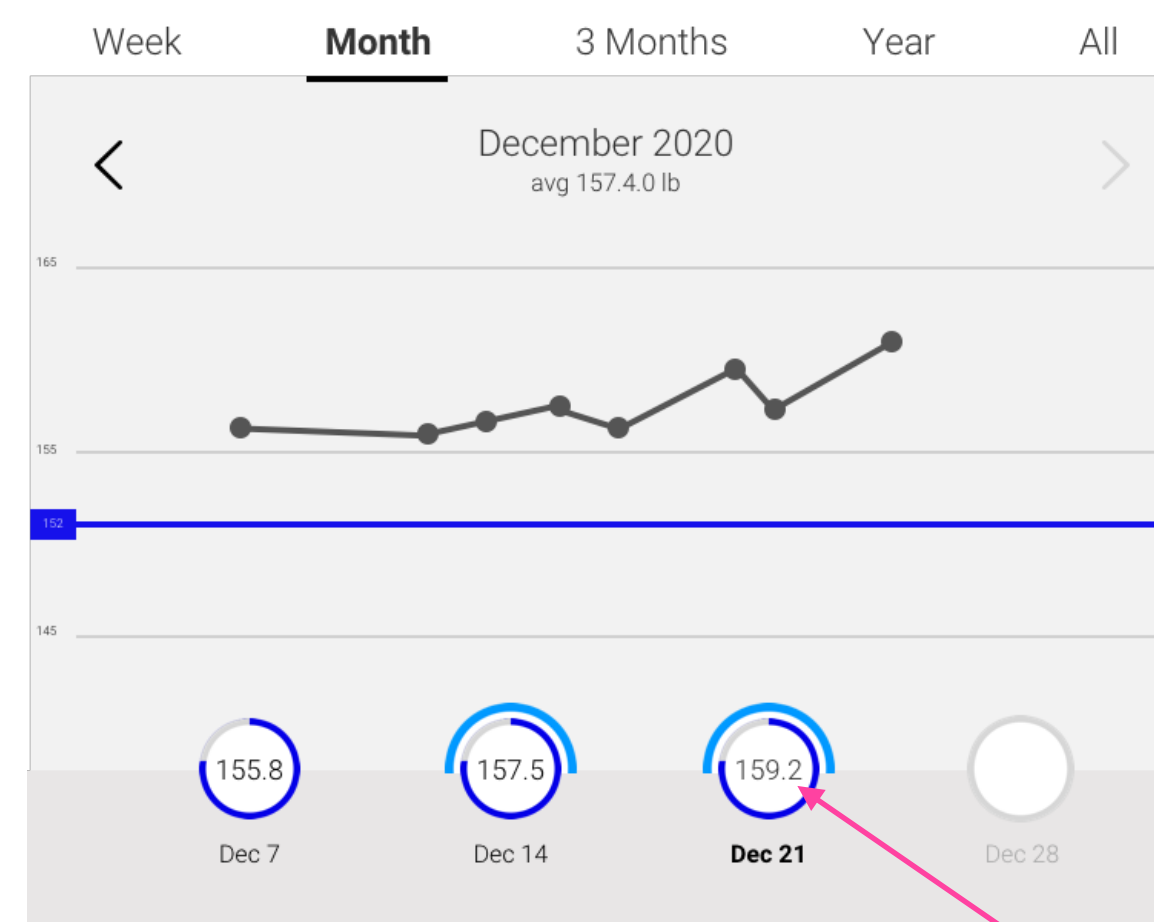
Encouragement when it's needed!
(this "dot" can appear throughout experience to give contextual feedback - either generic message or direct from Inspirator!)



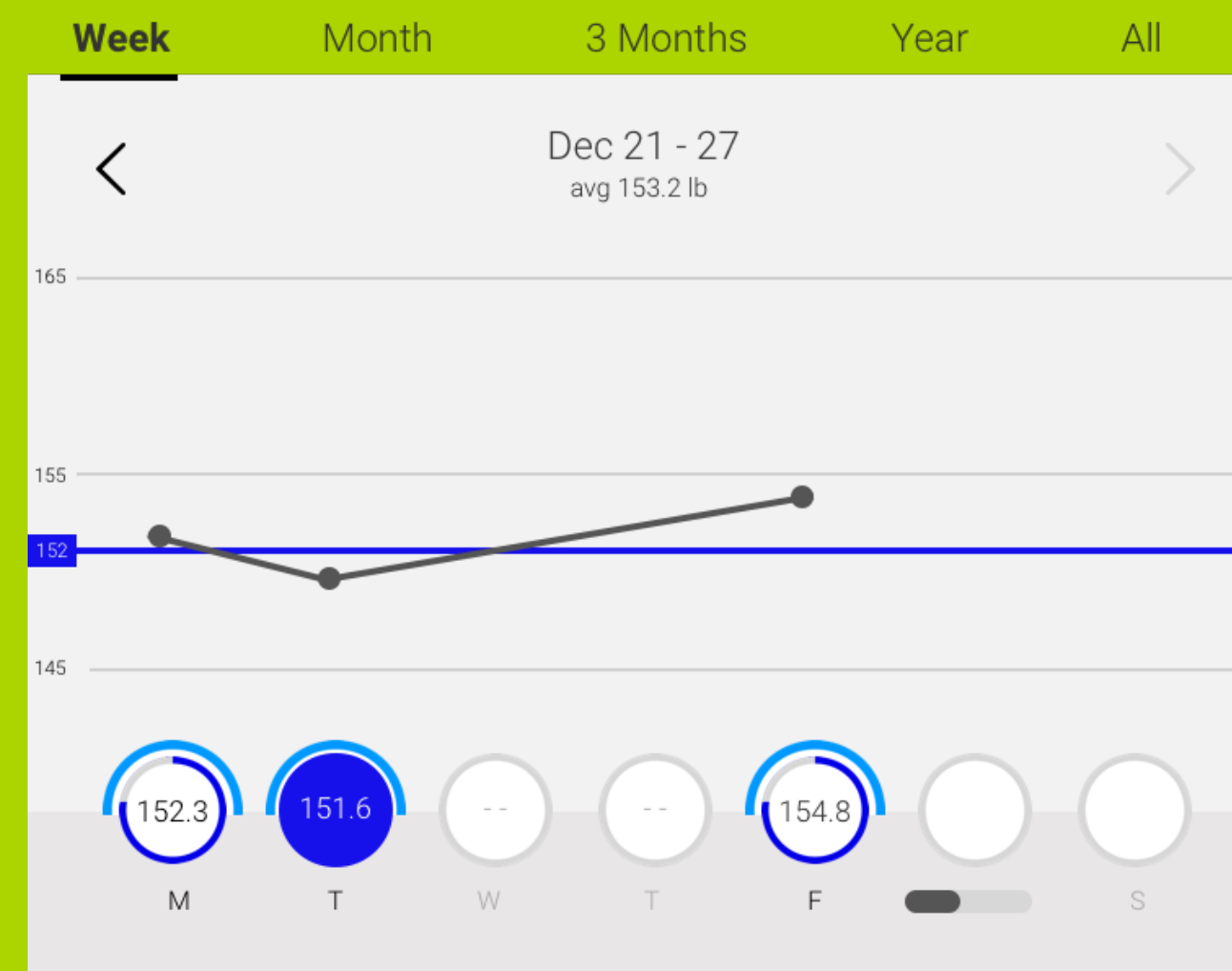
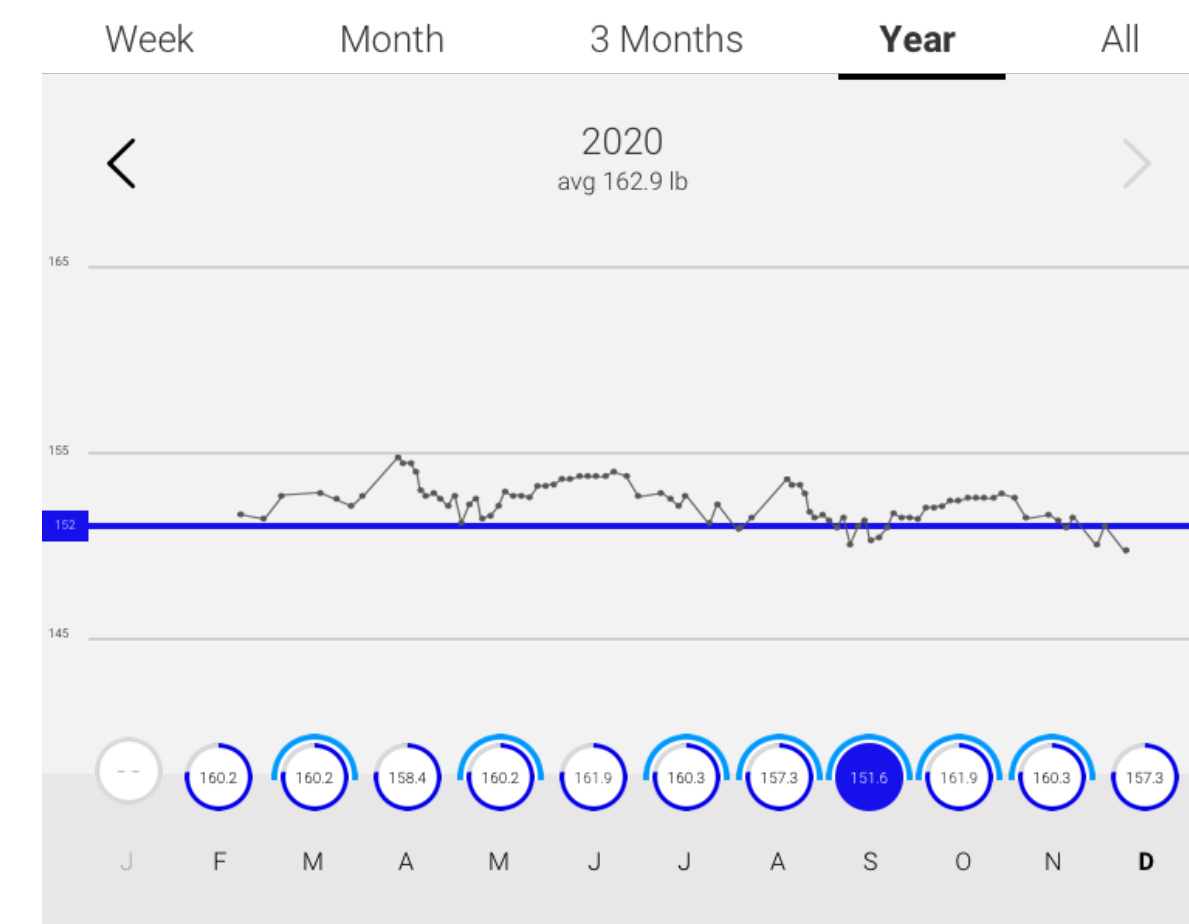
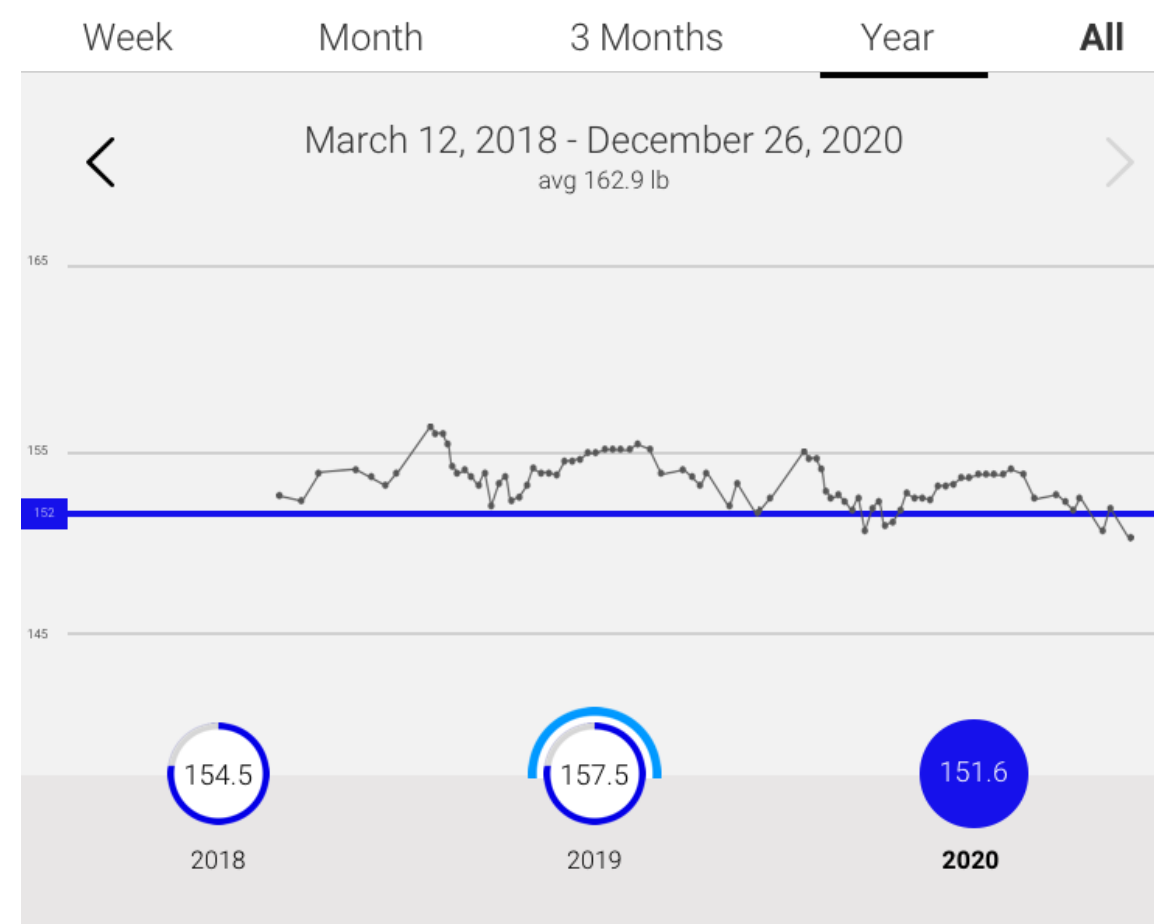
Should always be guiding participants through the app - offering next logical content / experience

While exact requirements for data displays are TBD, here's **an idea of how additional views** can work for weight. Remember from the previous slide, "Week" was the default view:














But participants can toggle between views:



Averages



Each time the participant tracks an activity or progress against a goal, the entry is displayed in a list at the bottom of the page — that list could correspond with current toggled view (current week vs. 3 months, e.g.), or always show all entries in reverse chronological order.

Dec 25 2:54 pm	 162.5 lb	-0.7 lb	
Dec 22 10:11 am	 160.0 lb	+2.5 lb	
Dec 21 6:31 pm	162.1 lb	-2.1 lb	
Dec 17 11:14 am	 162.1 lb		
Dec 16 5:15 pm	 160.3 lb	+1.8 lb	
Dec 15 10:11 am	 160.0 lb	+0.3 lb	
Dec 14 9:24 pm	 160.0 lb		
Dec 09 11:19 am	 162.3 lb	-2.3 lb	
Dec 08 6:18 pm	 162.1 lb	+0.2 lb	
2019			
Dec 08 6:18 pm	 162.1 lb		
2018			
Dec 08 6:18 pm	 162.1 lb		

Indicates a weight logged automatically from synced smart scale (note that participant could get notification and link to this page every time they step on the scale, when that notification setting is turned on)

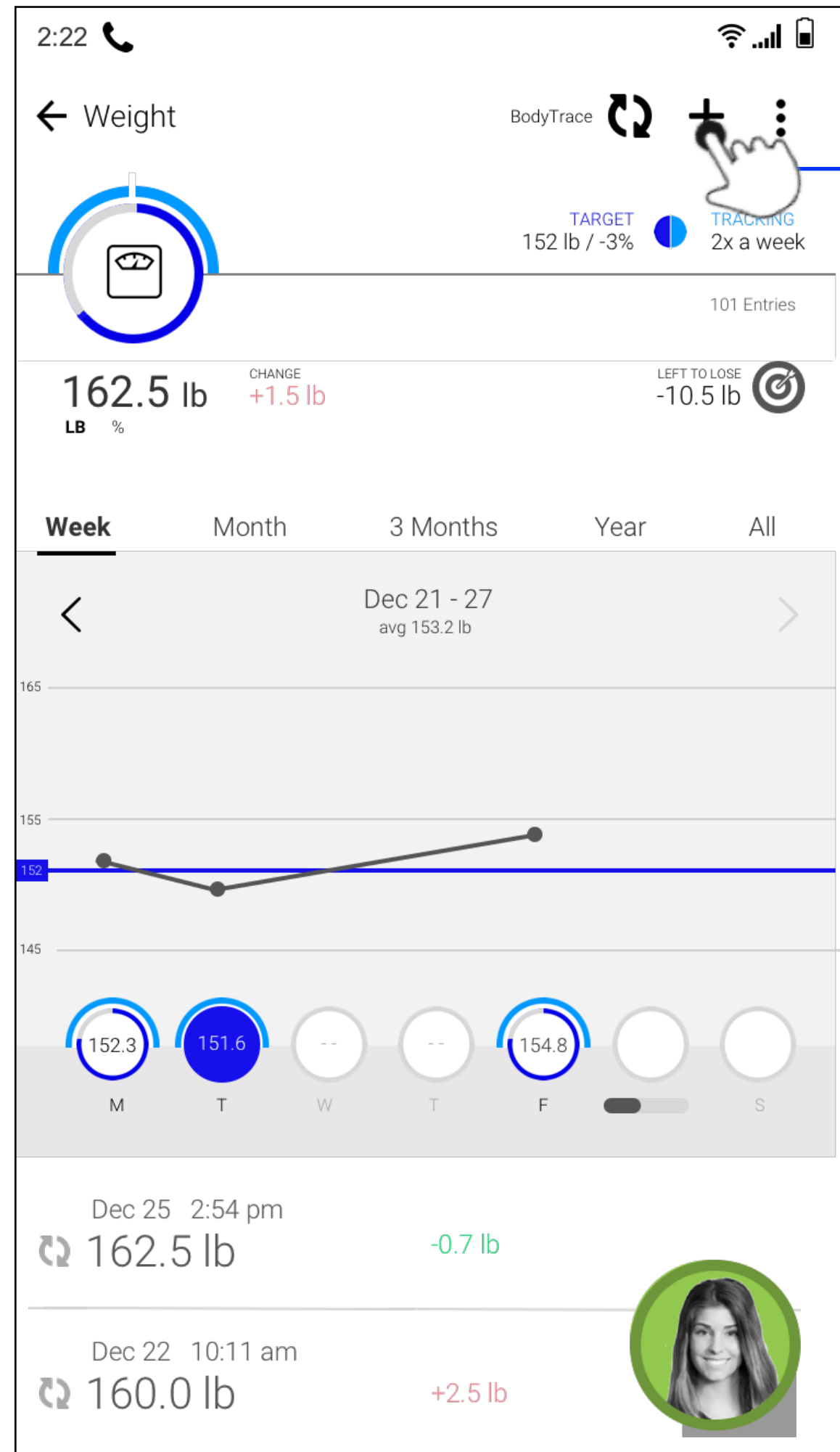
Ability to take / upload a photo associated with any entry, to see progress (more on this in subsequent slides)

Absence of “sync” icon indicates a manually entered weight entry

Date and time entry logged / synced
Change in weight from previous entry (or other optional key data for other cases, TBD)

Participant can manually log weight, or ADD entry, too

Launch from “+” sign that will appear in multiple locations throughout experience (as illustrated in proceeding slides in this deck)



Default state for new entry

The screenshot shows the 'Add Photo' dialog box. It features a camera icon and a photo gallery icon. Below the icons is the text 'Add Photo'. The dialog is overlaid on a blurred background of the main app interface. A pink arrow points from the text 'Participant can attach a photo to any entry' to the photo gallery icon.

Participant can attach a photo to any entry

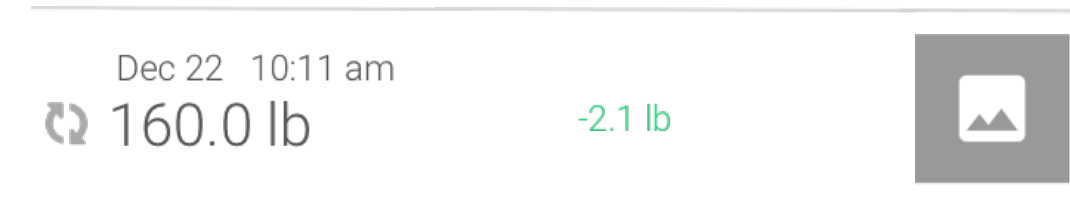
Defaults to last entry (always in pounds). User can adjust accordingly, then save new entry

Date and time automatically logged (but can be edited via similar UX as notification time settings previously illustrated, if desired)

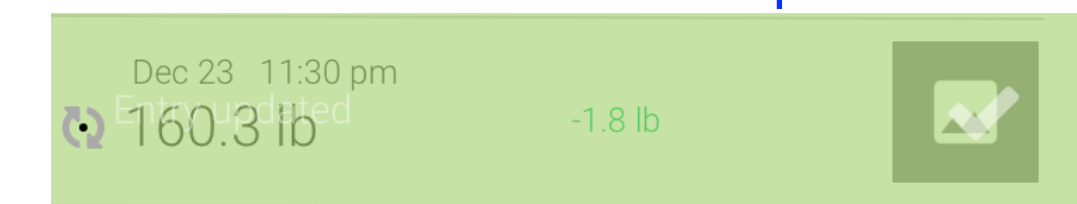
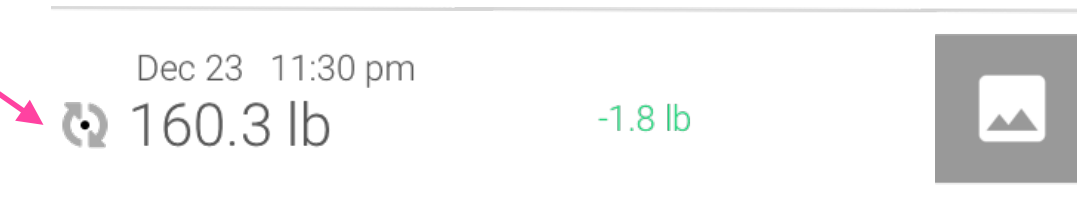
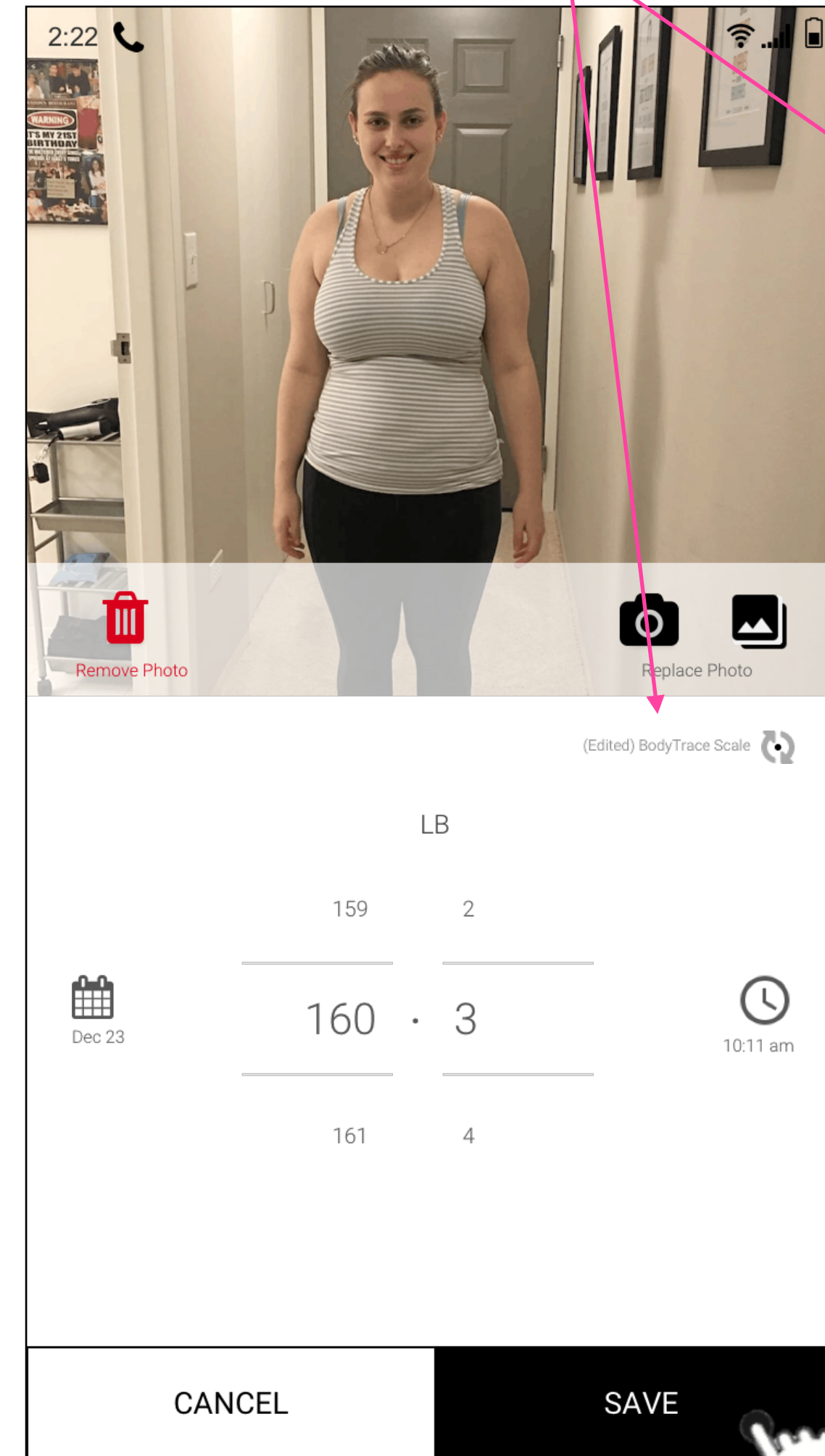
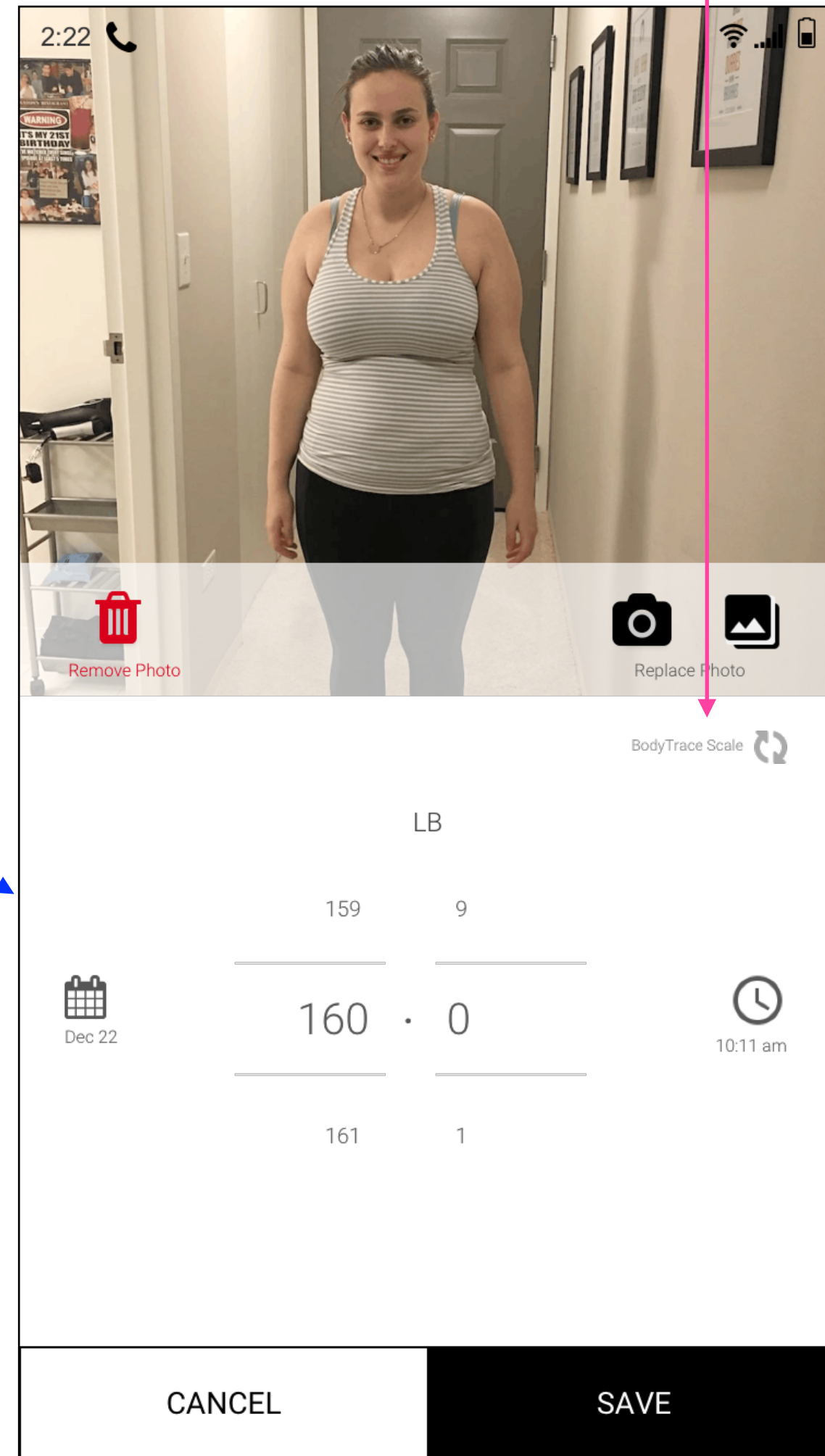
Participant can also manually EDIT an entry (whether synced or manually added originally)

In this case, entry includes a previously added photo and was synced from a smart scale

Once user makes adjustments to a previously synced entry, edit is indicated



OnSwipe left, controls to EDIT or DELETE entry controls appear:

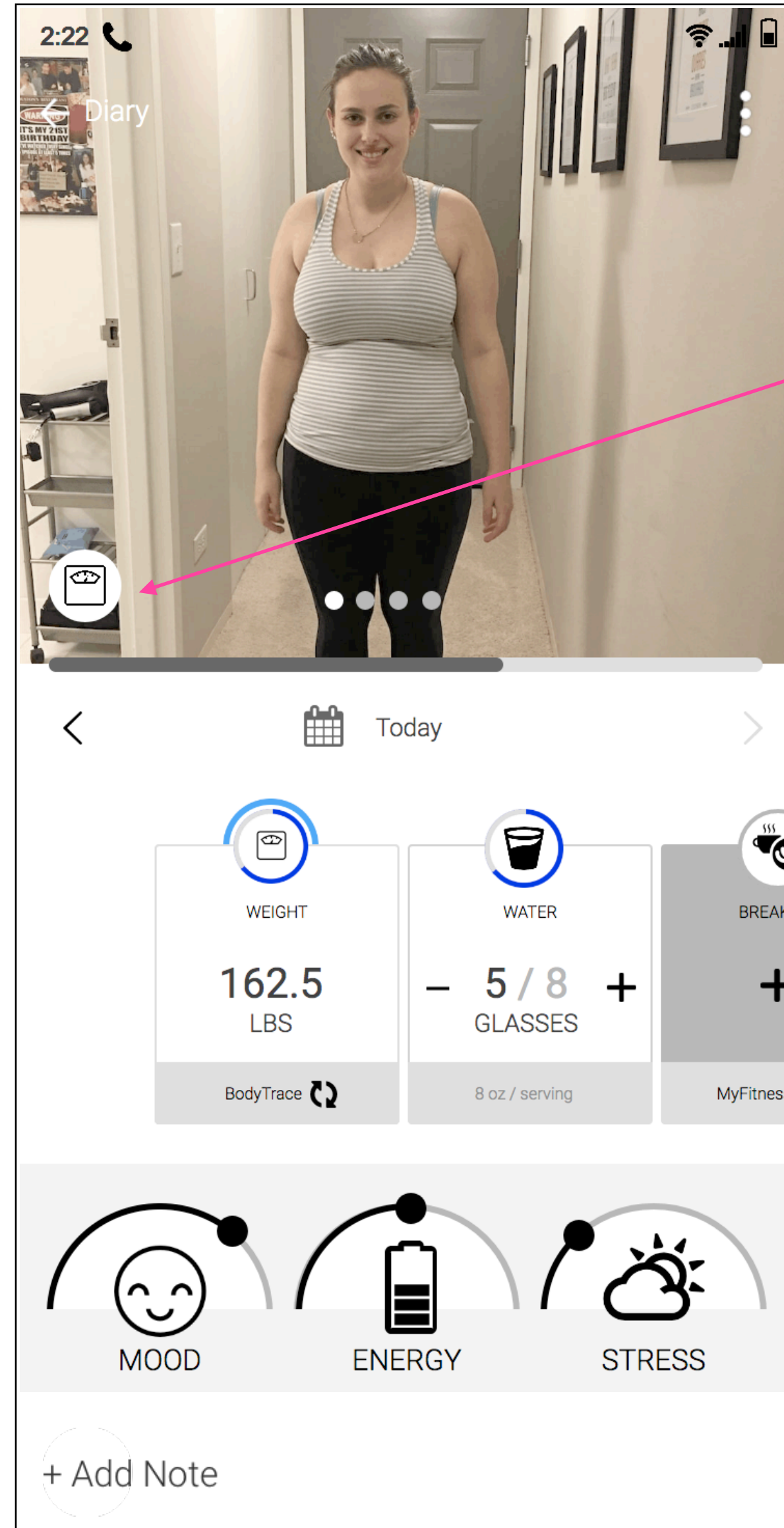


Animated confirmation message indicating successful update.

APP UX

Daily Diary

Activity in the app - and Newtopia program in general - can be automatically recorded or input via the participant's "Daily Diary" - which participants can also use to track *subjective* data in order to make correlations between what they did, how they were feeling, and what their outcomes were on any given day throughout their journey.



Participant can add photos from diary, but any photos added elsewhere will also be automatically displayed in the Daily Diary on the corresponding day, with applicable iconography based on where/how the photo was added (in this case, this photo is attached to weight tracking for the current day, as previously illustrated)

Current day and real-time display of time left in day

"Launch pad" and one-click functionality for all things participant is tracking in slider

Daily "feelings" tracking

Ability to add notes / thoughts about how participant is feeling, doing on any given day

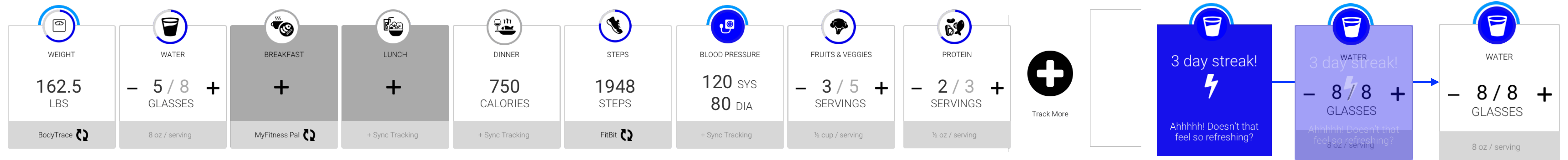
TBD "Diary" module additions include:

- Sessions completed on the day (duration, type — regularly scheduled or on demand — Inspirator met with, Session Follow-up Notes, etc.)
- Chat exchanges for that day (#, link to place in master chat window)
- Other activities completed that day (lessons, assessments, recipes marked as "made", etc.)

All of these things will have other "homes" - but tracking view "by day" to map to what participant did and ate, their mood, energy, stress, goals, feelings/notes, etc. may be helpful. Would cross link to these areas as well.

The Daily Diary provides participants easy access to...

Daily tracking and additional goal setting, e.g.:



With real-time feedback, for instance, participant adds 8th glass of water for day, meeting goal and possibly continuing a streak, so contextual, personalized messaging appears:

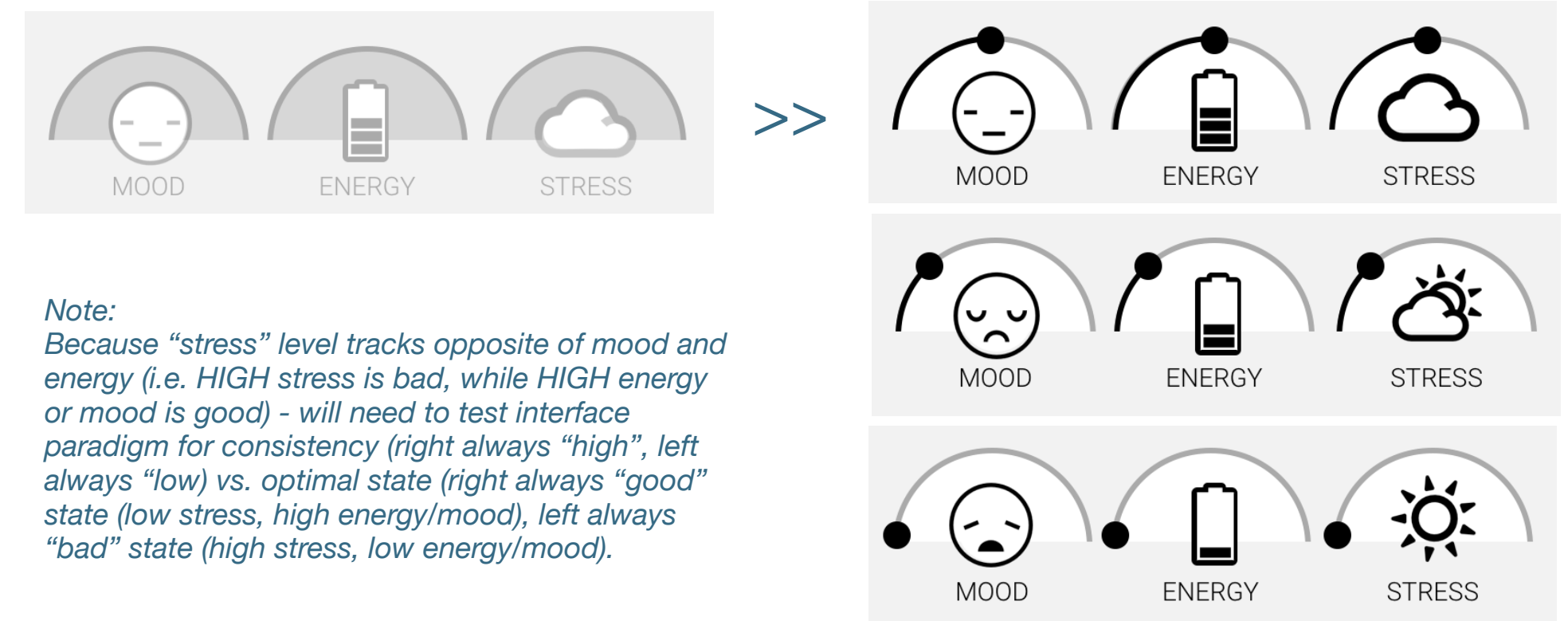
A photo gallery of daily activity, e.g. a photo added through dinner/nutrition tracking or mindfulness activity logging:



Where the last (or default state when no photos have been added yet, in the diary or elsewhere) is always a prompt to document more progress

A daily “feelings” tracker

Can interact / log any or all for any given day, tapping to activate (which defaults to “middle” state), then adjust as interface animates through one of 5 possible settings.



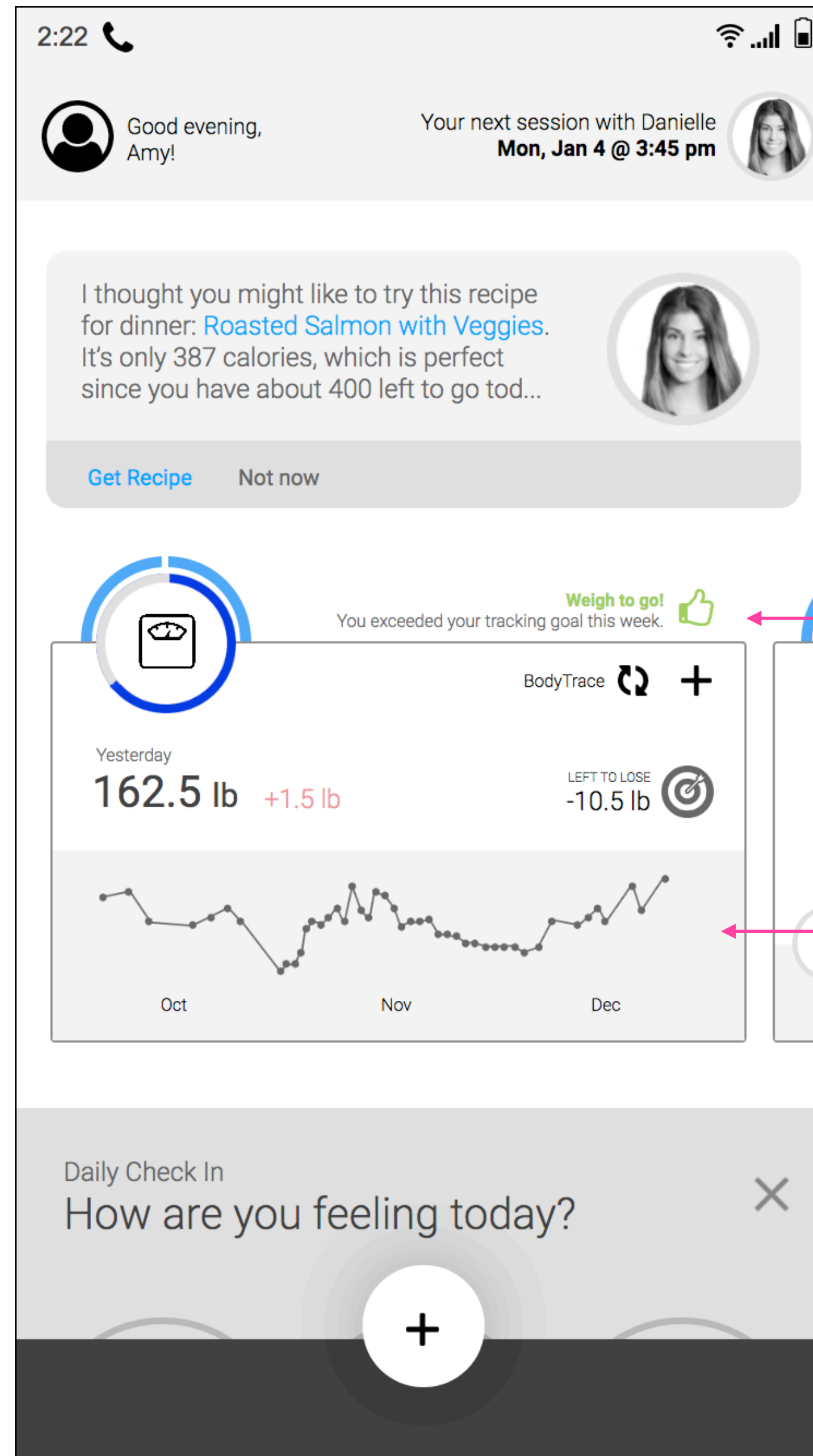
Note: Because “stress” level tracks opposite of mood and energy (i.e. HIGH stress is bad, while HIGH energy or mood is good) - will need to test interface paradigm for consistency (right always “high”, left always “low” vs. optimal state (right always “good” state (low stress, high energy/mood), left always “bad” state (high stress, low energy/mood)).

APP UX

Dashboard

And it all comes together in the *(in progress)*

Dashboard view, where participants can get a high-level overview of their progress in the program, as well as quick access to daily tracking, Inspirator messaging and scheduling, personalized suggestions and more.



Participant profile and Inspirator bio, sessions and communications access

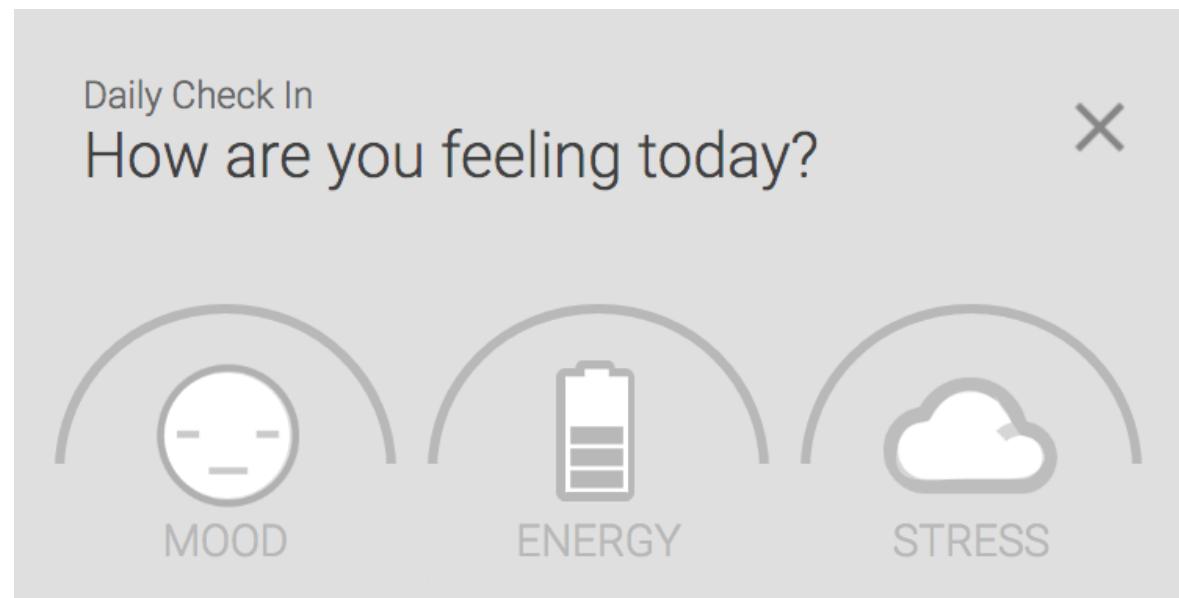
Personalized suggestions, from Inspirator or Newtopia in general (*will distinguish for transparency of bot vs. Inspirator*)

Optional contextualized messaging for each goal (*can animate in, when applicable*)

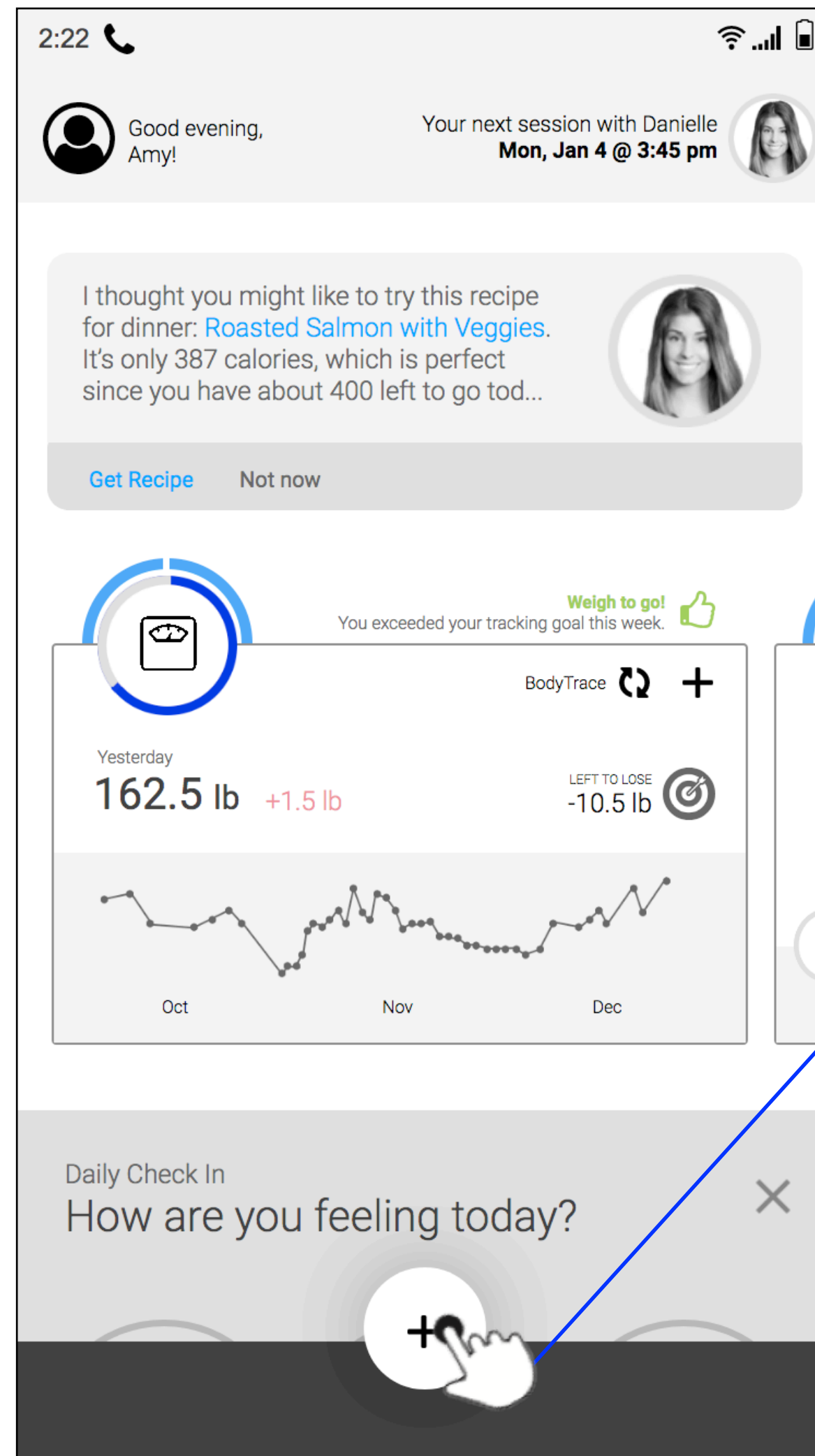
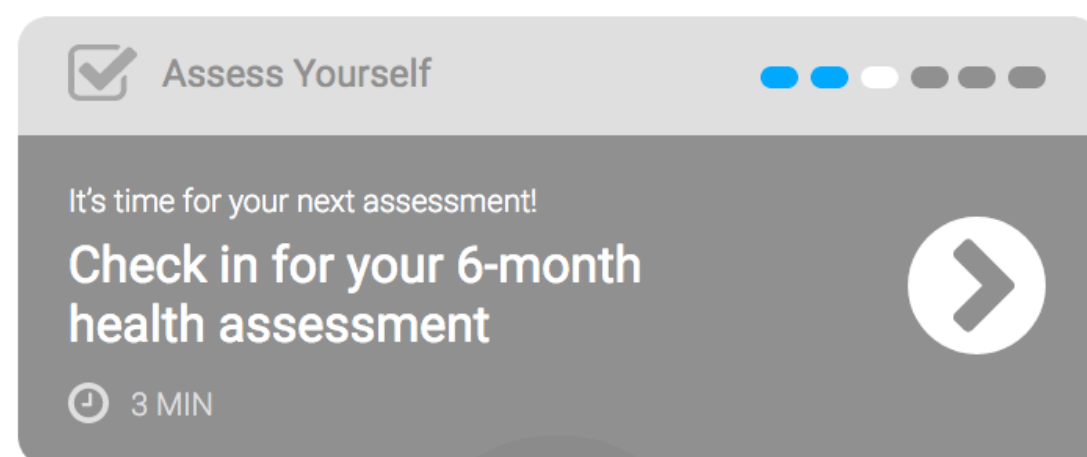
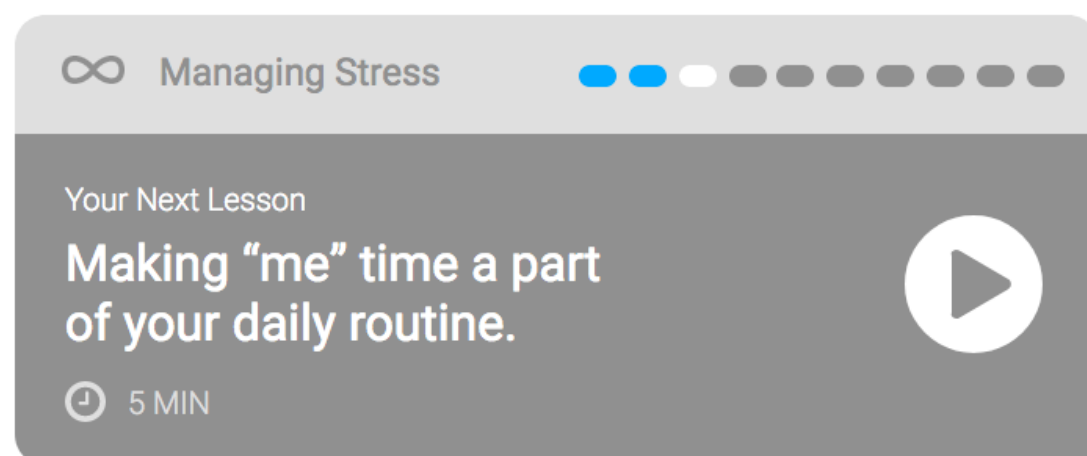
Quick analytics view with ability to display trends or weekly progress (*participant will also be able to customize which items appear in this slider via individual item settings*)

Additional modules and functionality on the Dashboard may include...

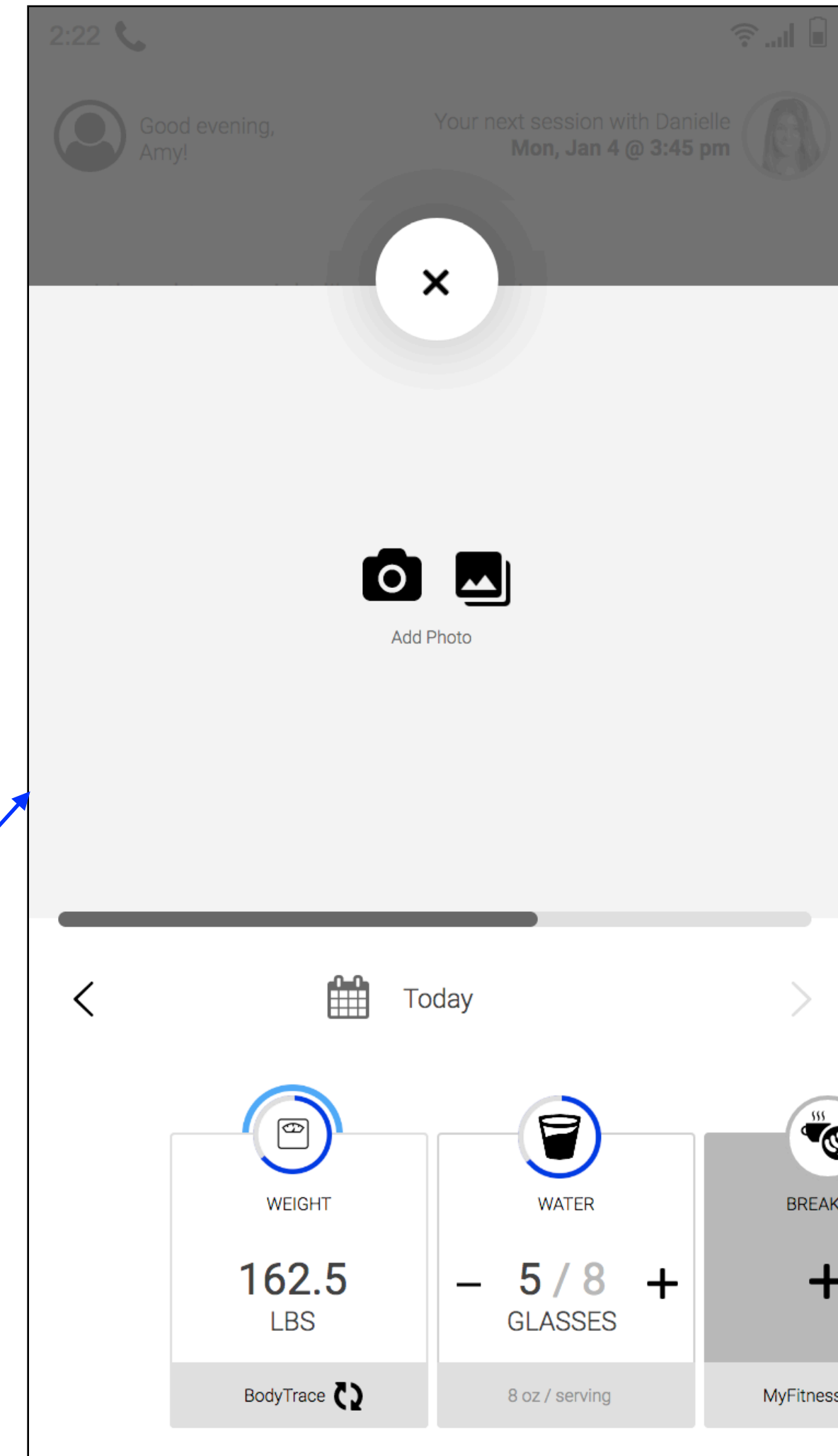
Daily “feelings” tracker (can complete here and/or in Daily Diary):



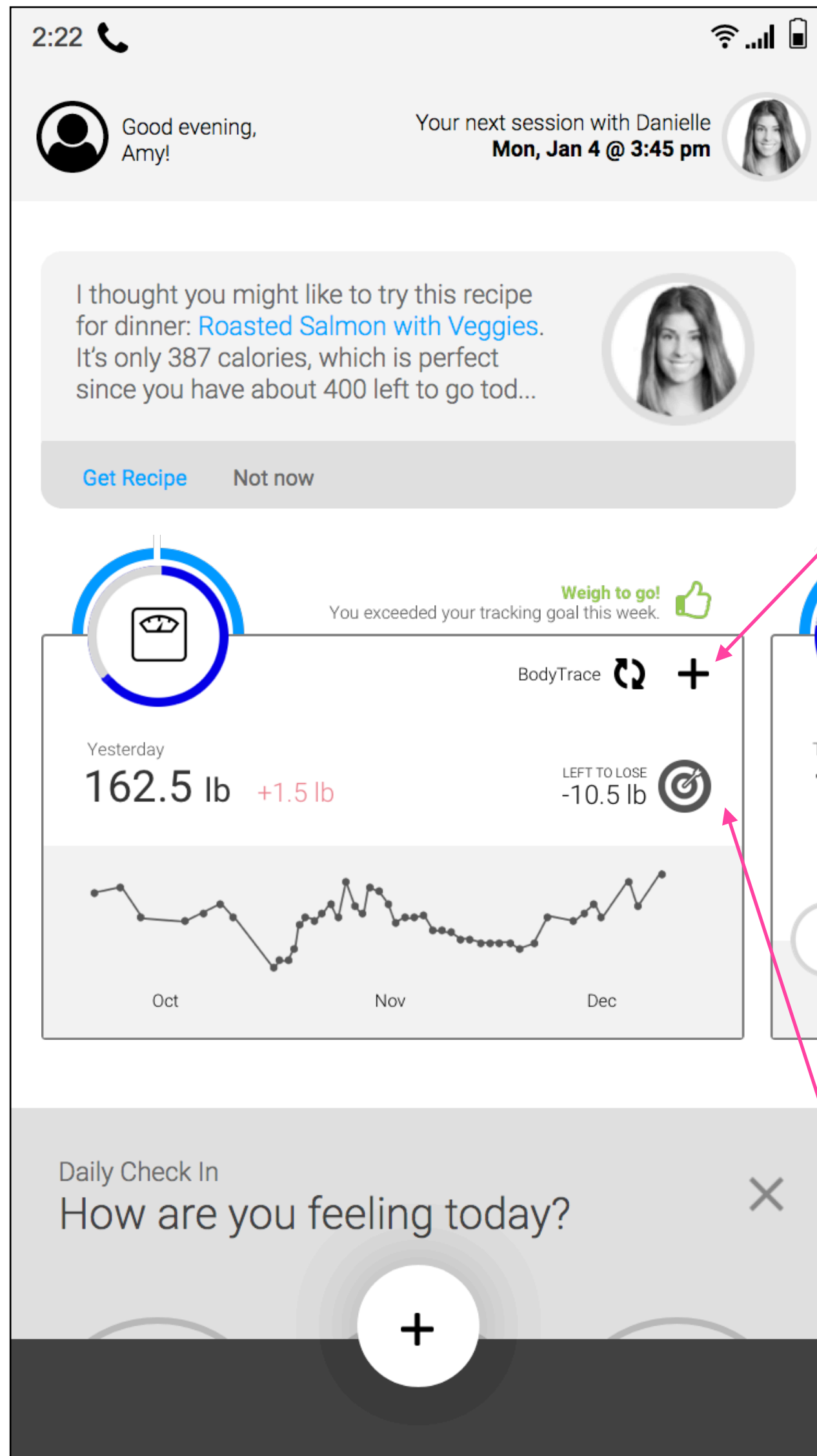
Access to and progress against programmatic content (e.g. lessons, assessments):



One-tap access to daily activity tracking and logging (mirroring Daily Dairy):



And “quick view” analytics can be viewed on Dashboard based on user preferences...



Additional access to manually track against a specific goal (in this case, would go to the log weight flow previously illustrated)

Synced device indication and settings access



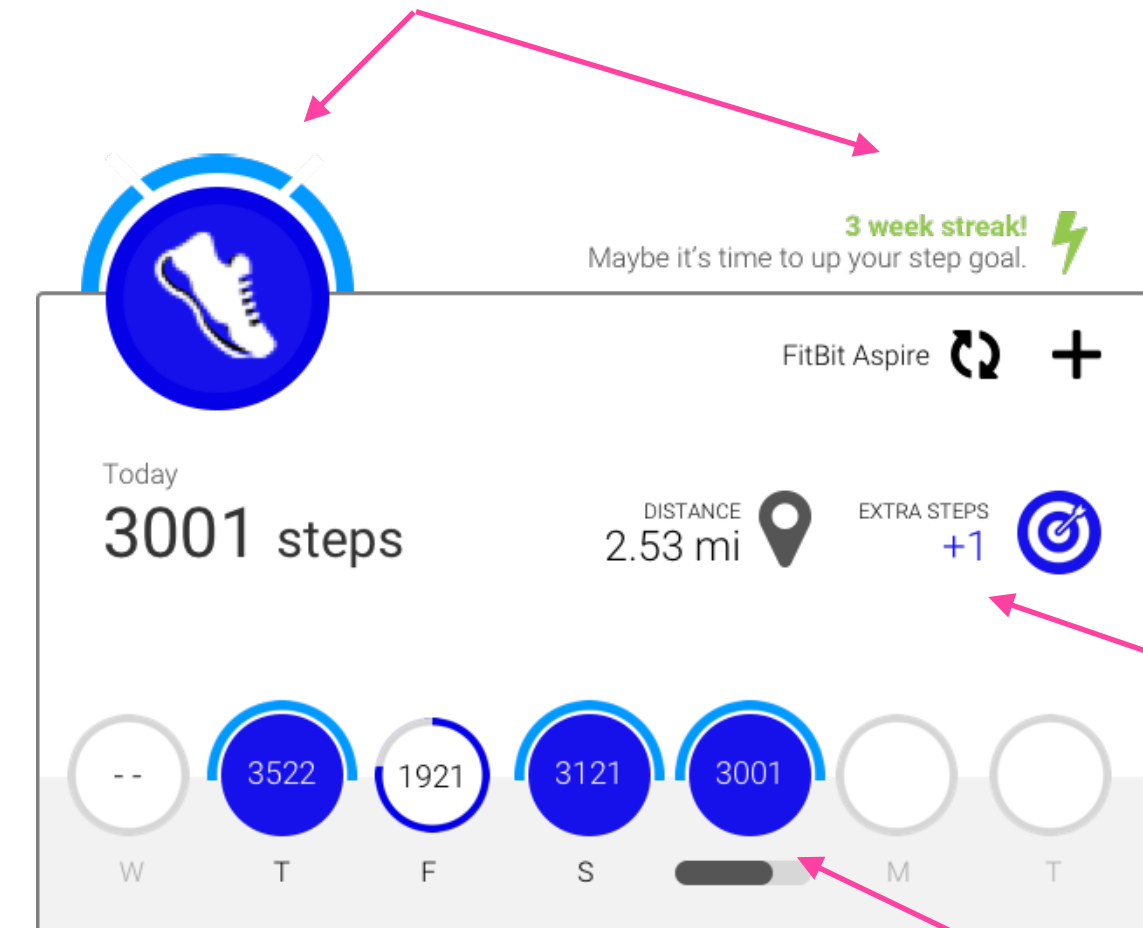
View All

To Goals / Targets & Tracking screen, “All” view

Current day and real-time display of time left in day, when applicable

Key data points visually displayed (corresponding directly to analytics view previously illustrated)

Real-time animations and contextually relevant messaging / recommendations once goal is reached

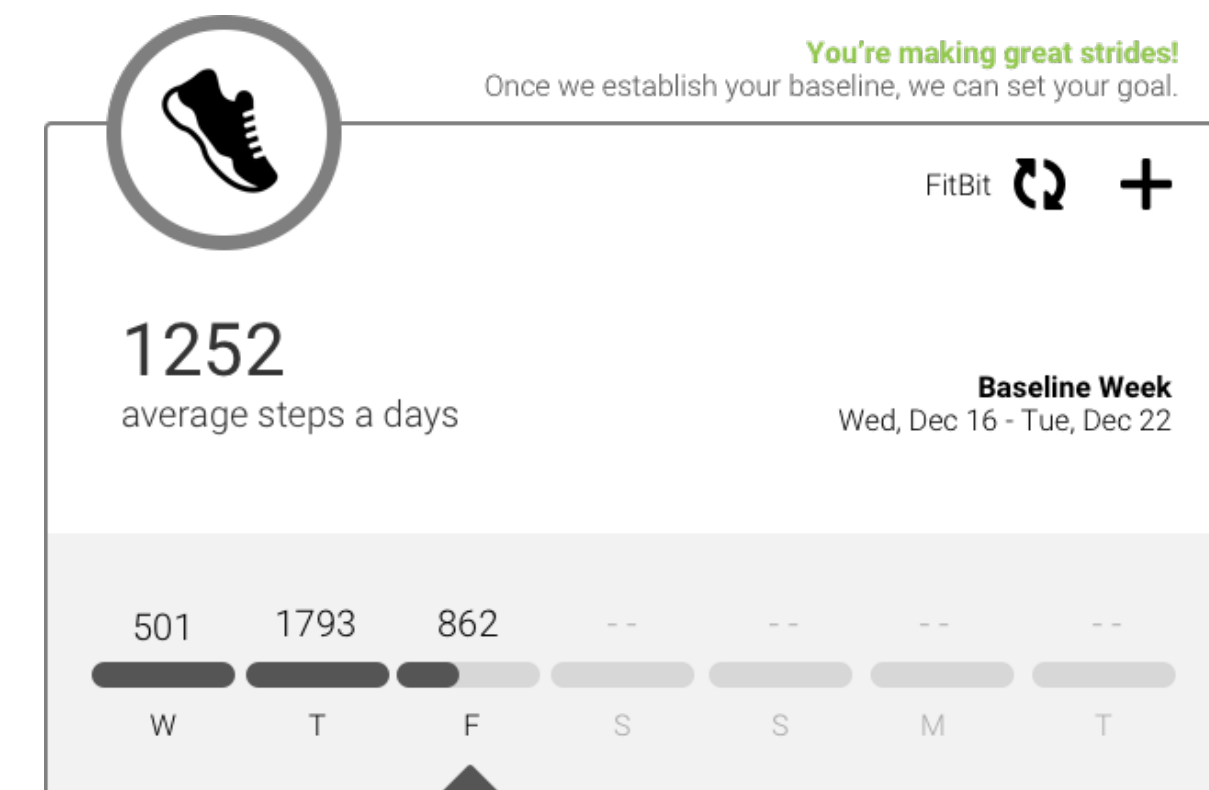


Amount exceeding target now displayed

Target and tracking goal met - with time to spare!

And remember that “baseline week” idea...

There's even a view for that!



NEXT STEPS

- Complete *Business Requirements and Features List* exercises.
- Define business rules (and functionality requirements, where applicable).
- Continue defining app architecture, flows, interactive and design solutions (wireframes, new branding, UI design), specifically for in-app Inspirator communications and video call sessions, as well as Participant profile.
- Define and prototype scenarios to test.
- Complete user testing and refine wireframes and product design accordingly.
- Define and design web portal and Inspirator dashboard experiences.