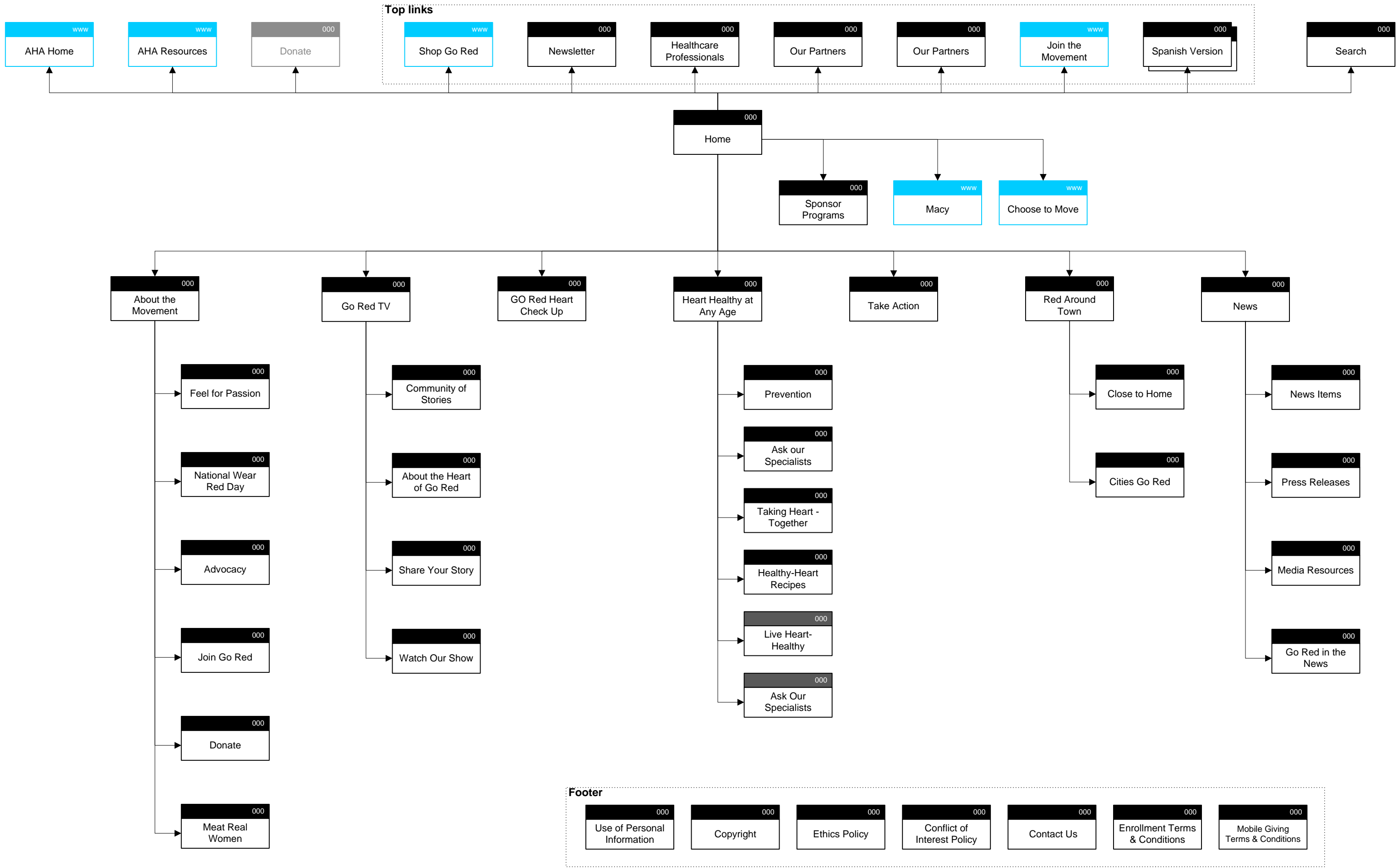
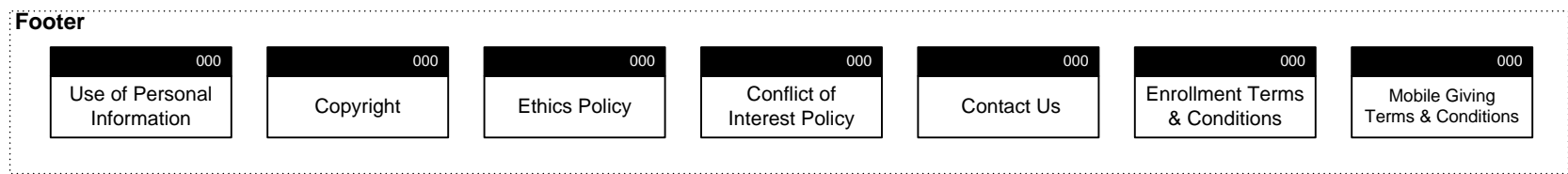
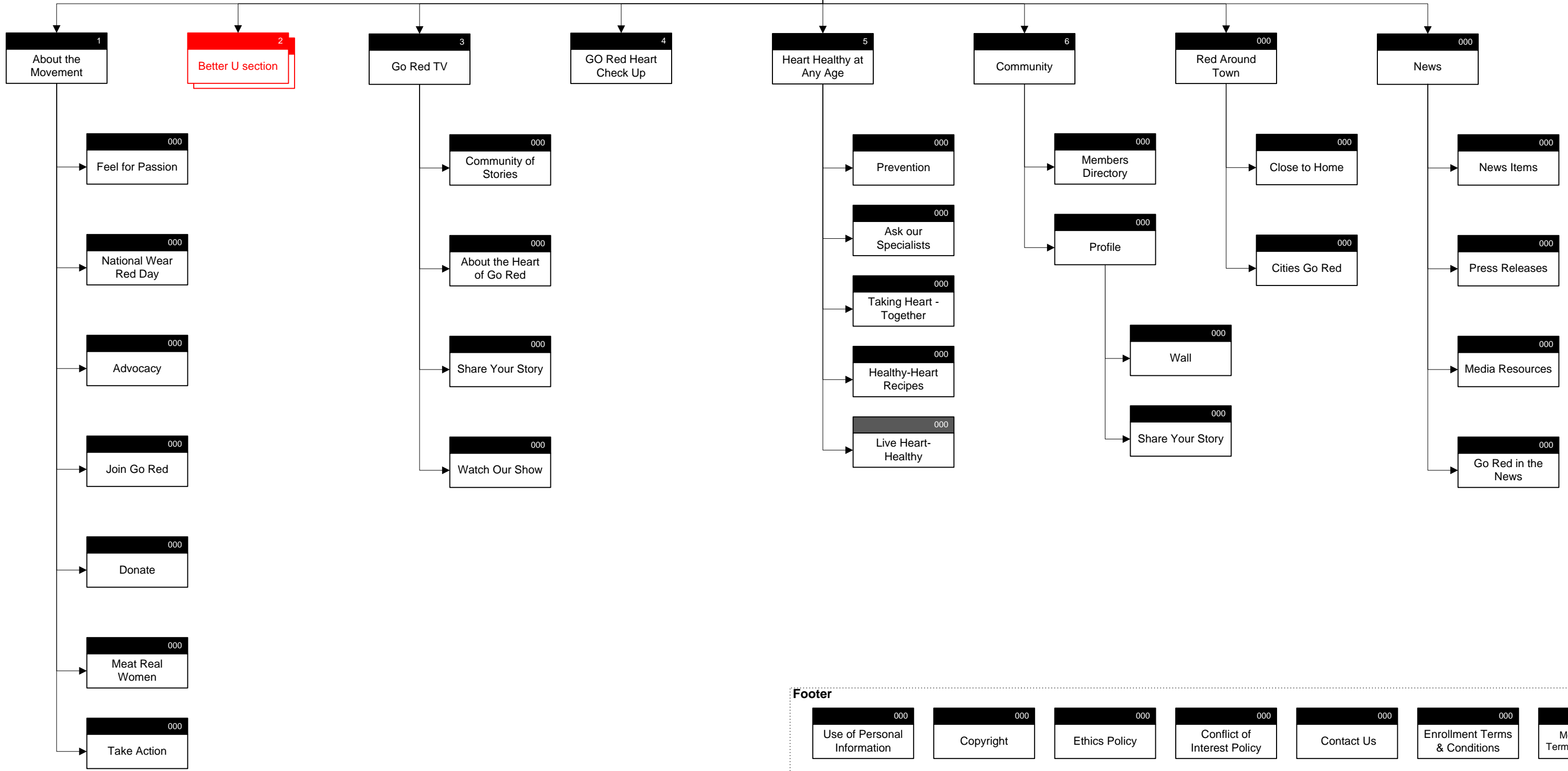
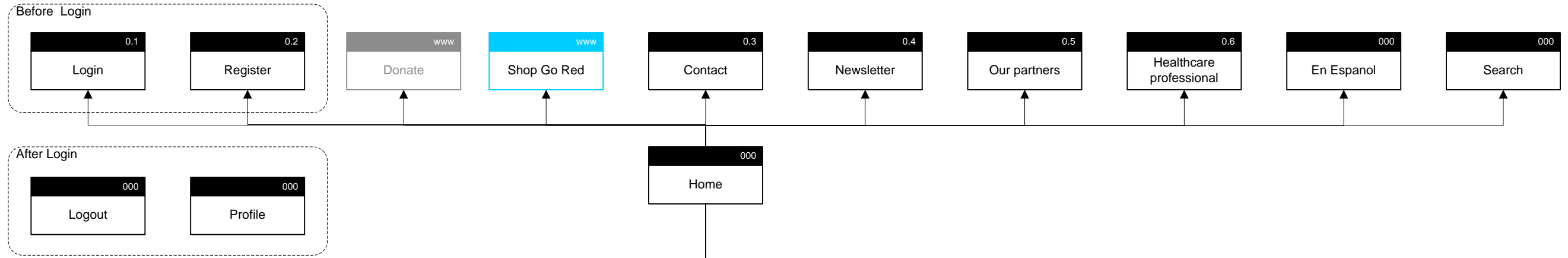
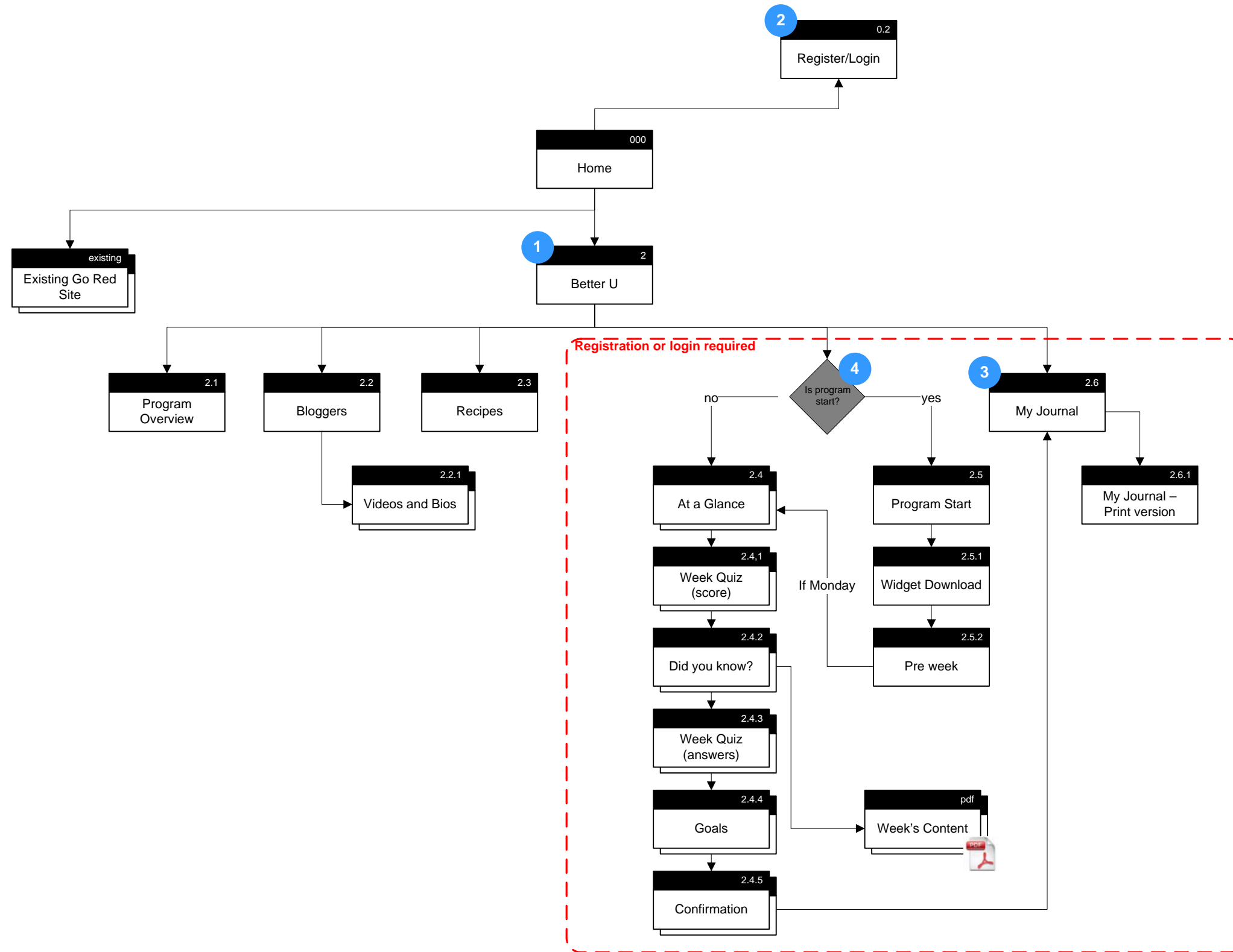


Current site flow



Proposed site flow





ANNOTATIONS

1. Better U landing page will have two states – logged and opened to not registered users
2. Registration and login is already implemented in the site
3. My Journal tab in the top navigation only visible after login
4. For details of the application flow look in the following pages

Client Go Red for Women	Page 4 of 25	Prepared by Pawel Tulin	Date 4/3/09
Process Basic Information Architecture		Approved by	Date [00/00/00]

User scenarios



American Heart Association
Learn and Live.



ANNOTATIONS

Note: All popup pages through the site done using dHtml or CSS popups (no new browser windows)

1. Upon user starting program present user with the preliminary application suggestions. Pages: 2.5 2.5.1 and 2.5.2

2. Upon completing prerequisites check if the date chosen by user as a starting point is today and if so redirect user first week of the program. Page: 2.4

If not a starting Monday create an entry in user record and on starting Monday send notification to the user via a widget

3. Phase 3 is activated if user completes a week and arrives to a site the following Monday

4. If user arrives on the day different than End of the Program Monday do the following:

A: If this is a middle of program grand access to the current and previous weeks program materials

B: If this is the End of the Week Monday ask user if the program was completed

C: If this is a Middle of the Week following the Program Week ask user if the program was completed

5. Check if this was a last week. If not redirect user to the next week. If it was the last week present user with the popup page confirming completion of the course and update the bragging badge in the widget

6. If user completed a week – redirect user to the next week

7. If user didn't complete a week program as user if they want to:

A: Start the next week immediately (in the middle of the week and continue through the next week – program has to be at the minimum one week long) – in that case redirect user to Page 2.4

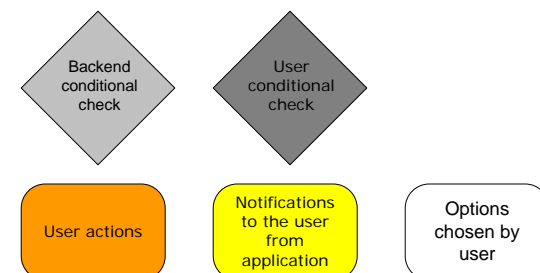
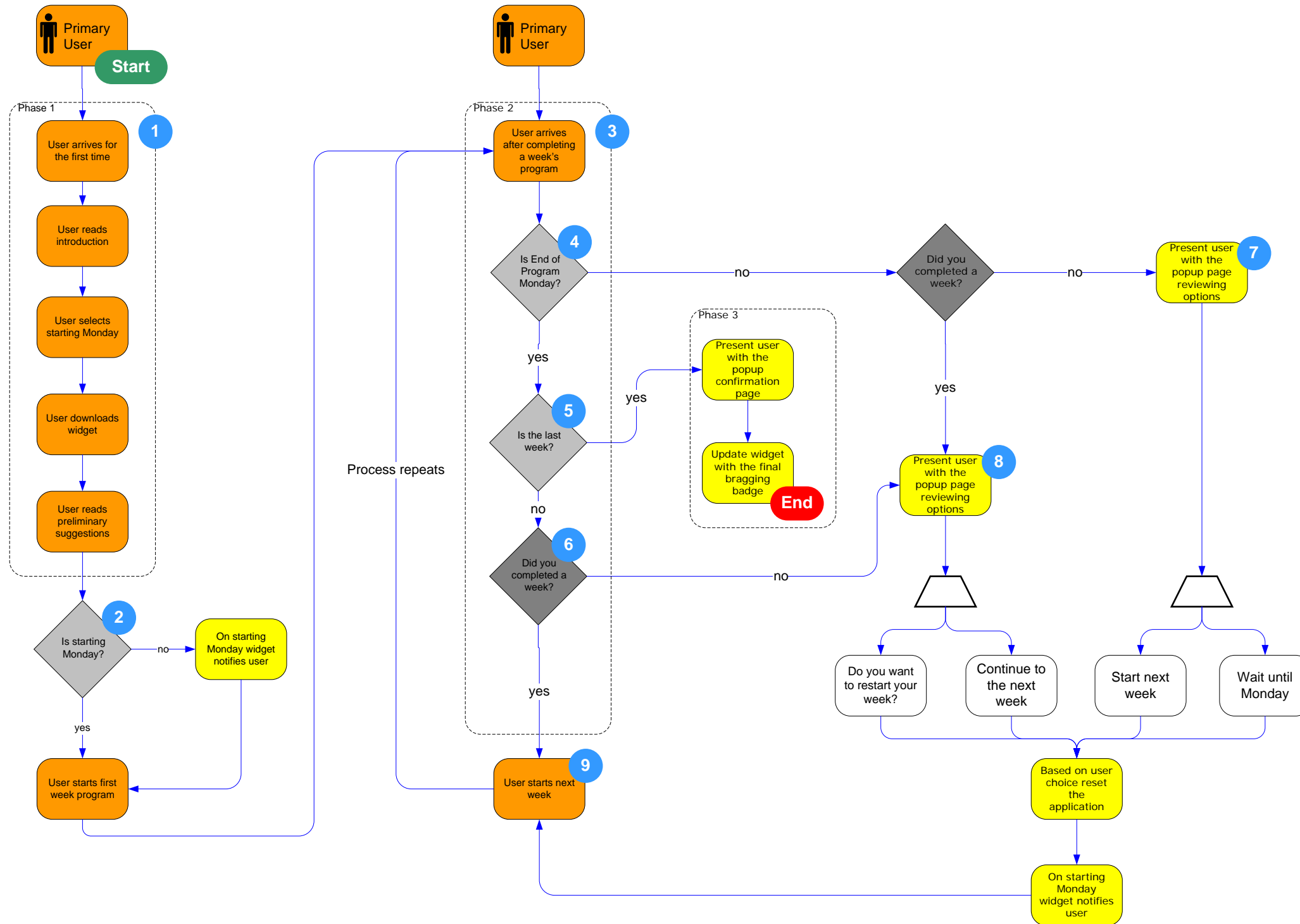
B: Wait till next Monday and send notification via widget

8. If user arrived in the middle of week program or did not completed the program ask user if they want:

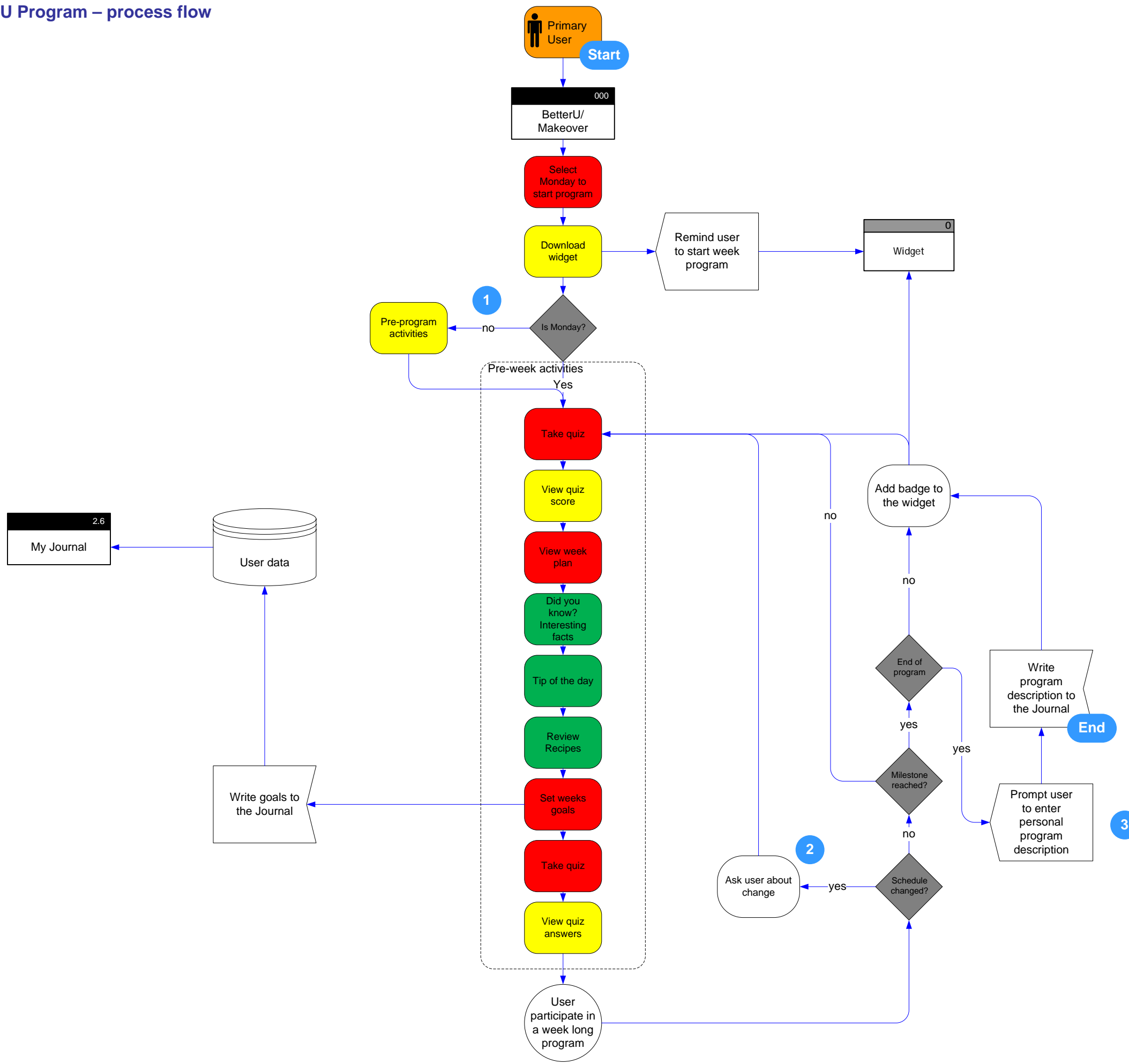
A: Restart the last week program

B: Continue the week program

9. If user passes a milestone (week 4, 8) update widget with the bragging badge



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ANNOTATIONS

1. If user registers on the day different than Monday s/he will be presented with pre-program task. The exact mechanism TBD
2. If user changed schedule s/he will be able to start over or continue schedule
3. If user will opt-in sweepstakes s/he will be directed to write a short personal story about the program as one of the conditions to participate in sweepstakes

- Activities required for badge and sweepstakes
- Recommended activities
- Optional activities

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Process Basic Information Architecture		Approved by	Date [00/00/00]

ANNOTATIONS

1. Introduction to the Better U program with a call for registration. If user clicks “Register” button s/he will be taken to the registration section of the site
2. Registered users can log in or retrieve user name and password
3. Sponsors and branding area. Clicking on the logo will take user to a corresponding website
4. Reminders and weekly goals
Reminders section will include messages about starting a new week or during the week it will display user’s goals
5. Daily Tips
6. Videos
7. When user reaches a milestone in the twelve week program and “Brag Badge” will be automatically added to the widget
8. User picture will be pulled from user profile. If not available it will be substituted by a generic avatar.
9. Content area with a scrollbar when applicable
10. “Update Journal” takes user to a corresponding section of the site

Logged out state

Headline / Introduction 1

Image

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Forgot [User Name](#) or [Password](#)? 3

Go Red Logo

Sponsor Logo

4

Logged in state

Reminders

Tips

Videos

Brag Badge

Profile Picture

Welcome Jane,
This is your 3rd week

Your daily reminders

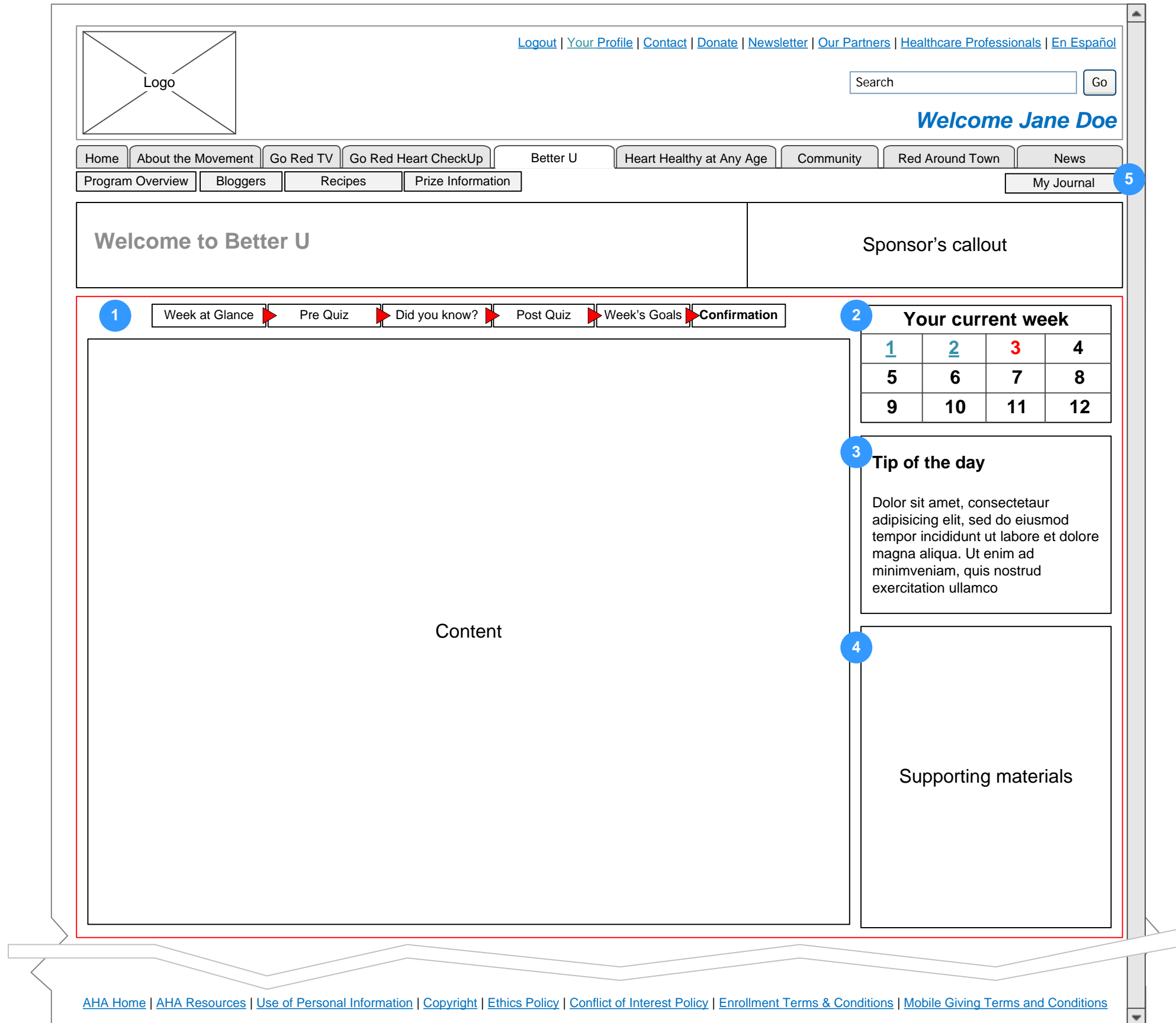
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Go Red Logo

Sponsor Logo

Client Go Red for Women	Page 7 of 25	Prepared by Pawel Tulin	Date 4/3/09
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ANNOTATIONS

1. User will be guided through the linear process to complete requirements for the starting a week program. User will not be able to move forward the process without completing required steps although user will be able to move back in the process
2. User will be able to visually recognize which is the current week of the program and will be able to navigate to the weeks already completed
3. Tip of the day will be rotated on daily bases
4. Supporting materials will differ from week to week
5. Access to My Journal will be displayed only when logged in

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Program Overview Bloggers Recipes

Welcome to Better U Program

Image

Introduction

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Register Login [View program overview](#)

Bloggers

Sponsors callout

3

Image

Benefits

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[Learn more](#)

Image

Ask the Expert

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[Learn more](#)

Widget Callout

Additional callouts

Additional content if needed

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ANNOTATIONS

1. Link to Registration/Login page – after completing Registration/Login user should be directed back to the place of origin (this page)
2. Link to program overview page
3. Additional callouts for benefits

Fold ← → Fold

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My Program My Journal

Welcome to Better U Program

Introduction

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Go to My Program
View program overview

Benefits

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Learn more

Ask the Expert

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Learn more

Bloggers

Sponsors callout

Widget Callout

Additional content if needed

Additional callouts

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ANNOTATIONS

1. Takes user to the current week program
2. Link to program overview page
3. Buttons visible only in the logged in state

Fold ← → Fold

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Bloggers

1 **Blog Title**
[John Doe](#); 00/00/0000

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2 [Read blog](#) [Continue reading](#)

Blog Title
[John Doe](#); 00/00/0000

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[Read blog](#) [Continue reading](#)

Bloggers

Sponsors callout

Widget Callout

Additional callouts

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[Read blog](#) [Continue reading](#)
[Read blog](#) [Continue reading](#)
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ANNOTATIONS

1. Link to a full bio and video page for each blogger
2. Link to the blog (in separate window)

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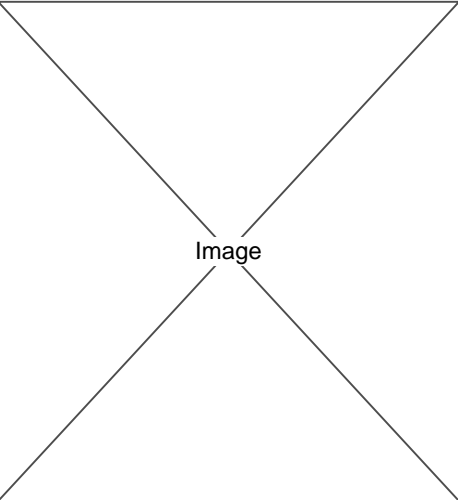
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Bloggers



Jane Doe

[View Jane's blog](#)

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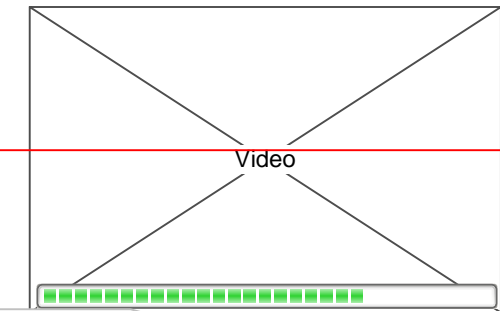
[Return to Blogs Introduction](#)

Bloggers

Sponsors callout

Widget Callout

Additional callouts



Jane's Video

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ANNOTATIONS

1. Link to the external blog site
2. Bloggers bio – refer to the copy deck
3. Link to the landing page to the bloggers
4. Related video – allow for multiple videos when needed

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Sort by: [Week of the Program](#) | [Meal Type](#) Page: 1 2 3 Next

Image

[Recipe's name](#)
Breakfast | Easy | 30 min
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[Read more](#)

Image

[Recipe's name](#)
Breakfast | Easy | 30 min
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Image

[Recipe's name](#)
Breakfast | Easy | 30 min
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Additional callouts

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Fold

Fold

ANNOTATIONS

1. View more link takes a user to the recipes section of goredforwome.com site (not a part of this sections)

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Sponsor's callout

▶ Program Start

▶ Widget download

▶ Prep Week

Welcome to the program

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Select Starting Monday

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Your start date: March 23rd, 2009

March 09						
M	T	W	T	F	S	S
		24	25	26	27	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

◀

▶

Your current week

1	2	3	4
5	6	7	8
9	10	11	12

Tip of the day

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ANNOTATIONS

1. If user selects the date display Ajax message confirming that date. Only Mondays are selectable in the calendar
2. Show user a current program progress and allow them to navigate to the weeks completed

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Welcome to Better U

Sponsor's callout

Program Start Widget download Prep Week

Download the Widget

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Please send me email notifications

Download ICal

1

Headline / Introduction

Image

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Forgot [User Name](#) or [Password](#)?

Go Red Logo

Sponsor Logo

Sponsor Logo

Sponsor Logo

Your current week

1	2	3	4
5	6	7	8
9	10	11	12

Tip of the day

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ANNOTATIONS

1. Email notifications and iCal pending verification with the client

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Welcome to BetterU / Makeover Program

Sponsor's callout

Program Start
Widget download
Prep Week

Review pre-program suggestions

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[Download program pre-requisites](#) 1

Previous
Next 2

Your current week

1	2	3	4
5	6	7	8
9	10	11	12

Tip of the day

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ANNOTATIONS

1. PDF version of the content of this page
2. OnClick check if the program start is today if it is redirect user to the beginning of the first week, if it is not – update user record and send widget reminder on the beginning date – than redirect user to BetterU landing page

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ANNOTATIONS

1. If user leaves this box unchecked display a popup window

Logo

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Welcome to Better U

Sponsor's callout

Week at Glance ▶
Week's Quiz ▶
Did you know? ▶
Quiz Answers ▶
Week's Goals ▶
Confirmation

Welcome to the 1st week

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I completed last week program 1

Your current week

1	2	3	4
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Tip of the day

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Week at Glance 1

Welcome to the #st w

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I completed last week progra

Welcome back!

I completed last week program

Here are your options:

2 Option 1

Option 2

our current week

2	3	4
6	7	8
10	11	12

the day

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ANNOTATIONS

1. Popup layer window for user notifications uses Lightbox effect
2. For text and list of questions refer to the copy deck
3. If user closes window redirect user to the last completed week of the program

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Sponsor's callout

Week at Glance ▶ **Week's Quiz** ▶ Did you know? ▶ Quiz Answers ▶ Week's Goals ▶ Confirmation

Week's quiz

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Option 1 Option 1 Option 1

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Option 1 Option 1 Option 1

Your score is 1 out of 3

Your current week

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Tip of the day

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Sponsor's callout

Week at Glance ▶ Week's Quiz ▶ Did you know? ▶ Quiz Answers ▶ Week's Goals ▶ Confirmation

1

Did you know?

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[Download this week program](#)

Previous
Next

Your current week

1	2	3	4
5	6	7	8
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Tip of the day

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ANNOTATIONS

1. Refer to the copy deck for the content of this section

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Week at Glance Week's Quiz Did you know? Quiz Answers Week's Goals Confirmation

Week quiz

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Option 1
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Option 1
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Your current week

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9	10	11	12

Tip of the day

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Review results

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Keep in Mind

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Your goals

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- Et harum id unde lookum like Greek to me, dereud facilis est er expedit distinct. Nam liber te conscient to factor tum poen legum odioqueci vuda.

Your rewards

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Your current week

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Tip of the day

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Your rewards

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- Et harumd und lookum like Greek to me, dereud facilis est er expedit distinct. Nam liber te conscient to factor tum poen legum odioqueciwiuda.
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- Enter Text
- Enter Text

Barriers

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Strategies

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Sponsor's callout

Week at Glance ▶ Post Week Quiz ▶ Pre Week Quiz ▶ Did you know? ▶ Week's Goals ▶ Confirmation

You are all set!

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Your current week

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Tip of the day

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ANNOTATIONS

1. Will print user goals, rewards, barriers and strategies from previous pages
2. Will take user to the journal

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Week 3

My Journal

◀ Save ▶

1 My Plan My Comments

Comments

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ANNOTATIONS

1. My Plan section is not editable – contains Quiz with results and answers and Goals
2. In the My Plan section this button turns into the Print button, In the My Comments section this button has two modes Save and Edit. Edit mode is editbla (richtextbox)

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