

Tracker/Member Login Specs

Inspiration:

<https://www.sharecare.com/>

Found from <https://www.sharecare.com/static/realage>

Goals:

- When members login, they come to a comprehensive place where they can track their progress, have accountability, and navigate their entire membership

Current Membership dashboard

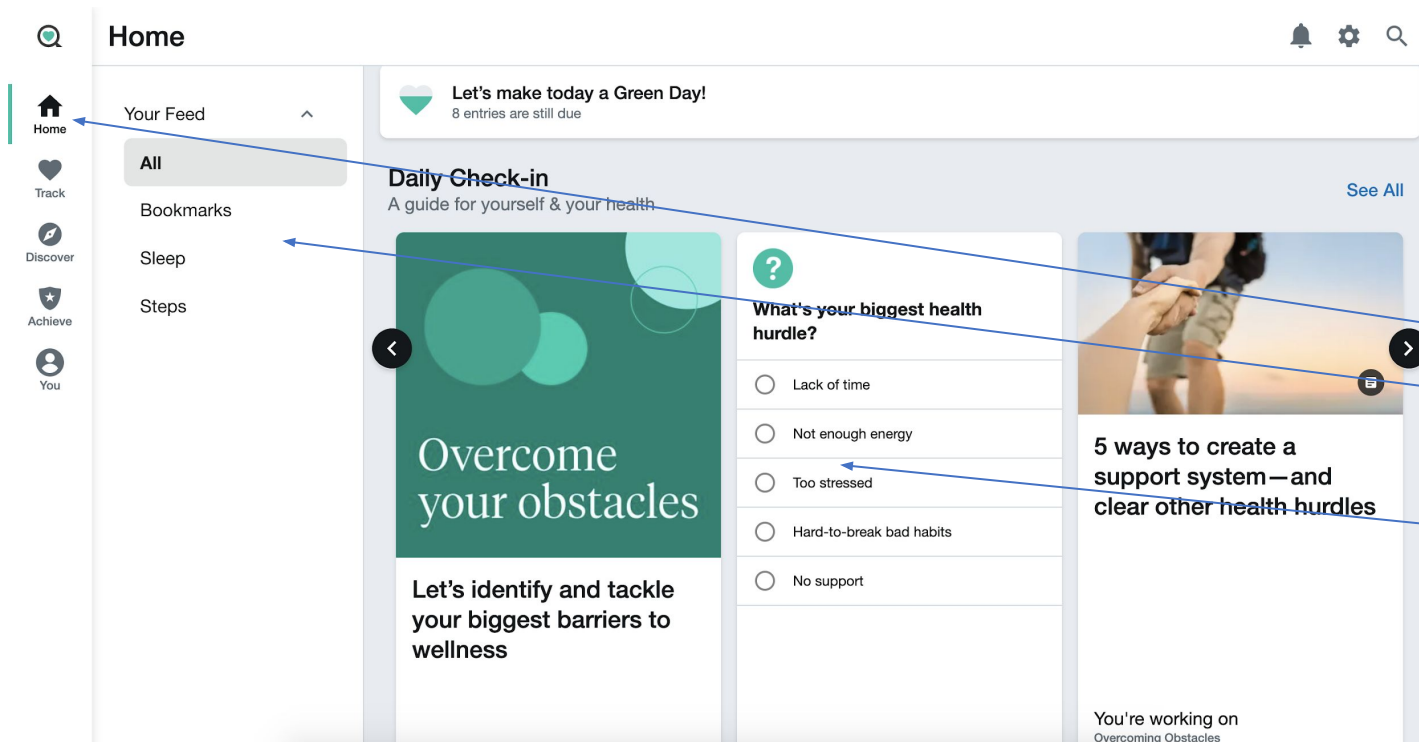
The screenshot shows a web browser at the URL `ketogenic.com/my-account/`. A teal banner at the top contains the text "95% of Diets Fail. Join Today to be Part of the 5!" and a "Join Now" button. Below the banner is a navigation menu with links for ABOUT, GET STARTED, LEARN, RECIPES, TOOLS, COMMUNITY, and SHOP. Social media icons for Facebook, Instagram, TikTok, Pinterest, YouTube, and Twitter are also present, along with a US flag.

The main content area is divided into two columns. The left column features a user profile for **Ryan Lowery** (email: `ryanplowery@gmail.com`) with a "LOGOUT" button. Below the profile is a sidebar menu with the following items: Dashboard, Account Details, Profile, Membership, Payments, Refer a Friend, and Notifications. The right column is titled "EXPLORE YOUR MEMBERSHIP" and contains six interactive cards:

- ACCOUNT DETAILS**: Change your display name, e-mail, or password.
- PROFILE**: Edit your gender, birthday, height, and weight.
- MEMBERSHIP**: Manage your membership.
- PAYMENTS**: Manage your payment methods.
- REFER A FRIEND**: Share your referral link with friends.
- NOTIFICATIONS**: Set your E-mail and SMS notifications.

A browser status bar at the bottom shows the URL `https://ketogenic.com/my-account/membership/210403/my-membership-det...`

Inspiration dashboard that we'd like to come closer to:

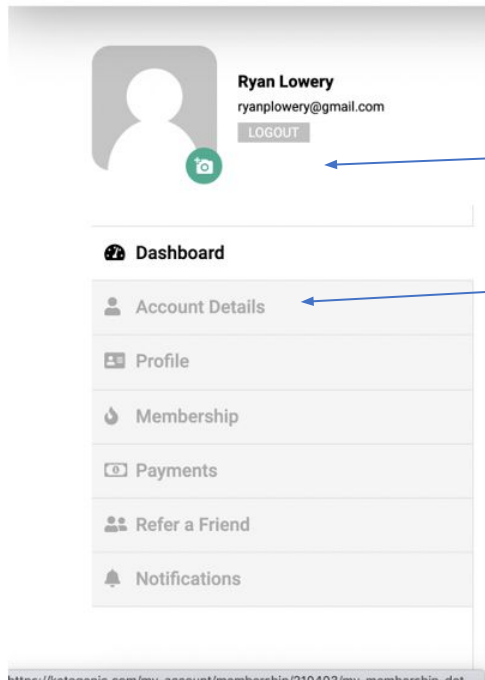


Differences:

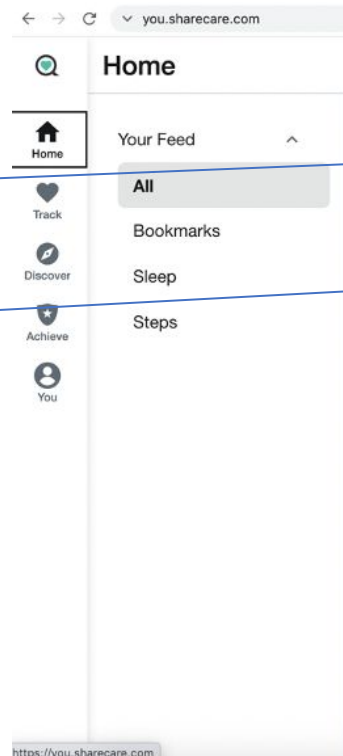
- 1) Theirs is whole screen while ours would need to be below the header bar as the header stays when you login (see previous slide)
- 2) Left column names will change
- 3) Don't need a secondary column on the home/dashboard screen like they have
- 4) Change the dashboard to be simpler (next slides)

Page 1 -New Strategy: Side bar Items

Current



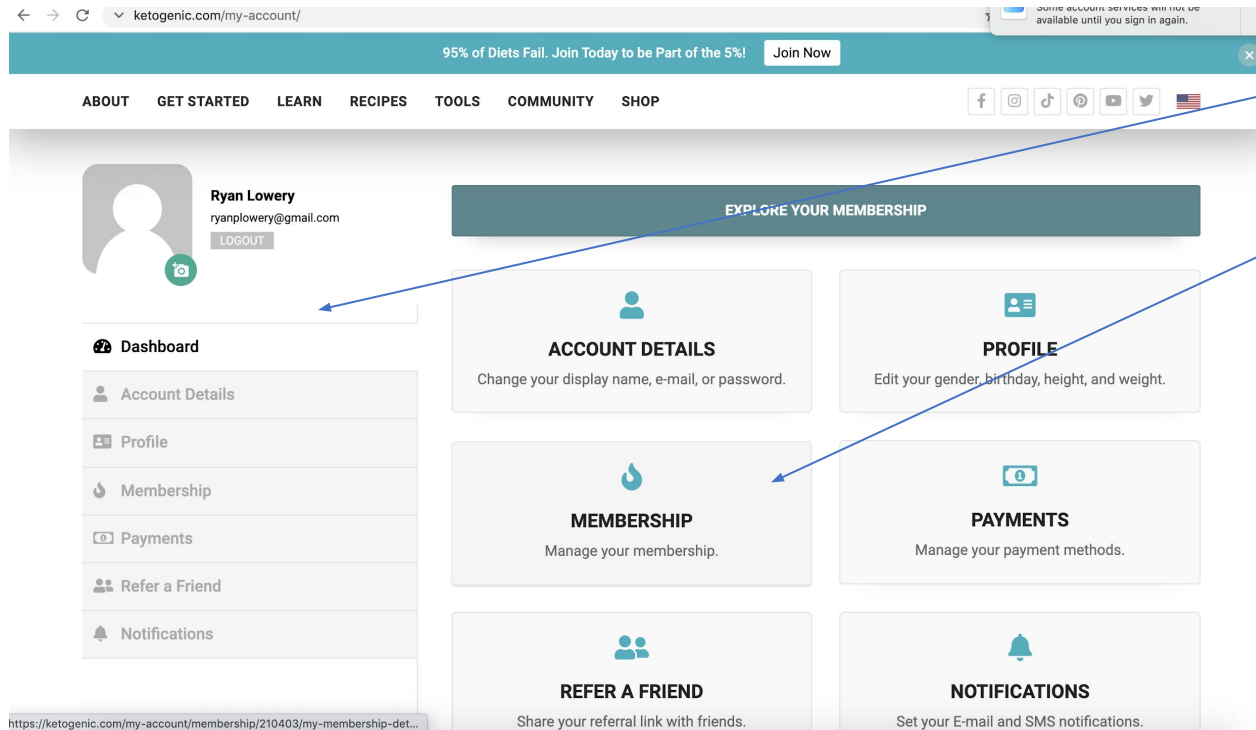
Inspiration



Edits:

- 1) Keep the picture and name on top left as it is
- 2) Change the side column to the following with better icons:
 - 1) Dashboard
 - 2) Track
 - 3) Discover
 - 4) Ketogevity
 - 5) Coaching
 - 6) Help a Friend
 - 7) Account Details

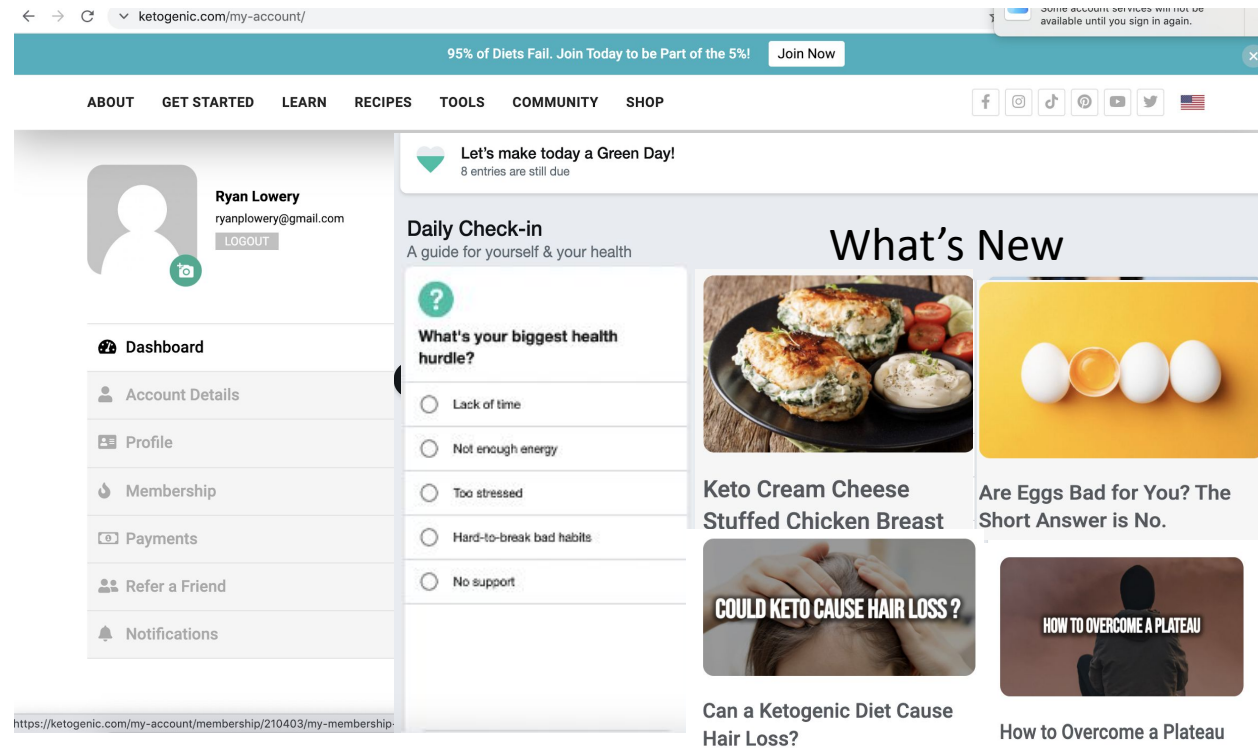
Page 1 -New Strategy: Entire Look



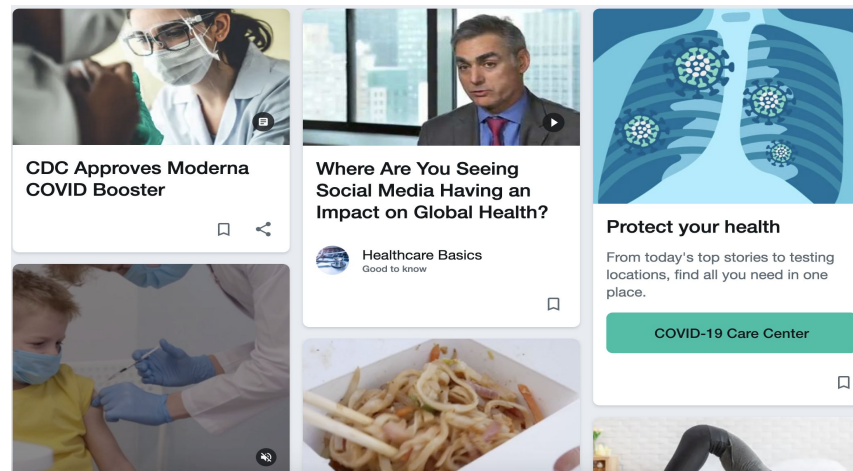
Edits:

- 1) This side we discussed edits on previous slide
- 2) Change this entire side to look more like inspiration (slide 3) with these key elements
 - 1) Let's ripen your avocado today
 - 2) Daily Check In
 - 3) What's New
 - 4) Content cards below

Page 1 -New Strategy: Entire Look example mock up



Additional Member Content




Page 2– Track page

Track ⓘ Inspiration 🔔 ⚙️ 🔍

Tracker Summary

- Alcohol
- Blood Glucose
- Blood Pressure
- Cholesterol
- Diet
- Fitness
- Medication ^
- Medication Cabinet
- Relationship
- Sleep
- Smoke
- Steps
- Stress

Today
Oct 6, 2021 
0 Total Green Days

Tracker Summary

Alcohol +
Add Today's Entry
Previous 7 days • Last update: Today
Add entry to see your progress
[See more](#)

Blood Pressure +
Add Today's Entry
Previous year • Last update: Today
Add entry to see your progress
[See more](#)

Cholesterol +
Add Today's Entry
Previous year • Last update: Today
Add entry to see your progress
[See more](#)

Diet +
Add Today's Entry
Previous 7 days • Last update: Today
Add entry to see your progress
[See more](#)

Fitness +
Add Today's Entry

Medication +
No entry

Calendar: Oct 2021 Today
S M T W T F S
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

ecare.com/tracker

Main Features:

- Daily Calendar
- Total Green days (change heart to an avocado)
 - Requires them to fill out 4 questions to fill up avocado
- Keto Tracker Categories
 - Training
 - Steps
 - Blood Glucose
 - Blood Ketones
 - Sleep
 - Weight
 - Stress
 - Fasting
 - Alcohol
 - Diet

- Dashboard
 - Home Page
 - Daily Check In
 - Content/Areas we want to display/drive them
- Track
 - Daily Calendar
 - Total Green/Platinum days (avocado)
 - Requires them to fill out 4-5 questions (similar to share care but less) to fill up avocado
 - Keto Tracker
 - Categories TBD but will be less
- Discover
 - Content
- Challenge
 - Challenges, programs, etc
- Ketogevity or You
 - Takes you to Ketogevity score similar to how their's takes you to Real Age
 - Unlocks deeper content if you are platinum
- Coaching
 - Small copy
 - Unlocks Coaching if you are platinum
- Refer
 - Same as current with nice look and feel