

Tracker/Member Login Specs

Inspiration:

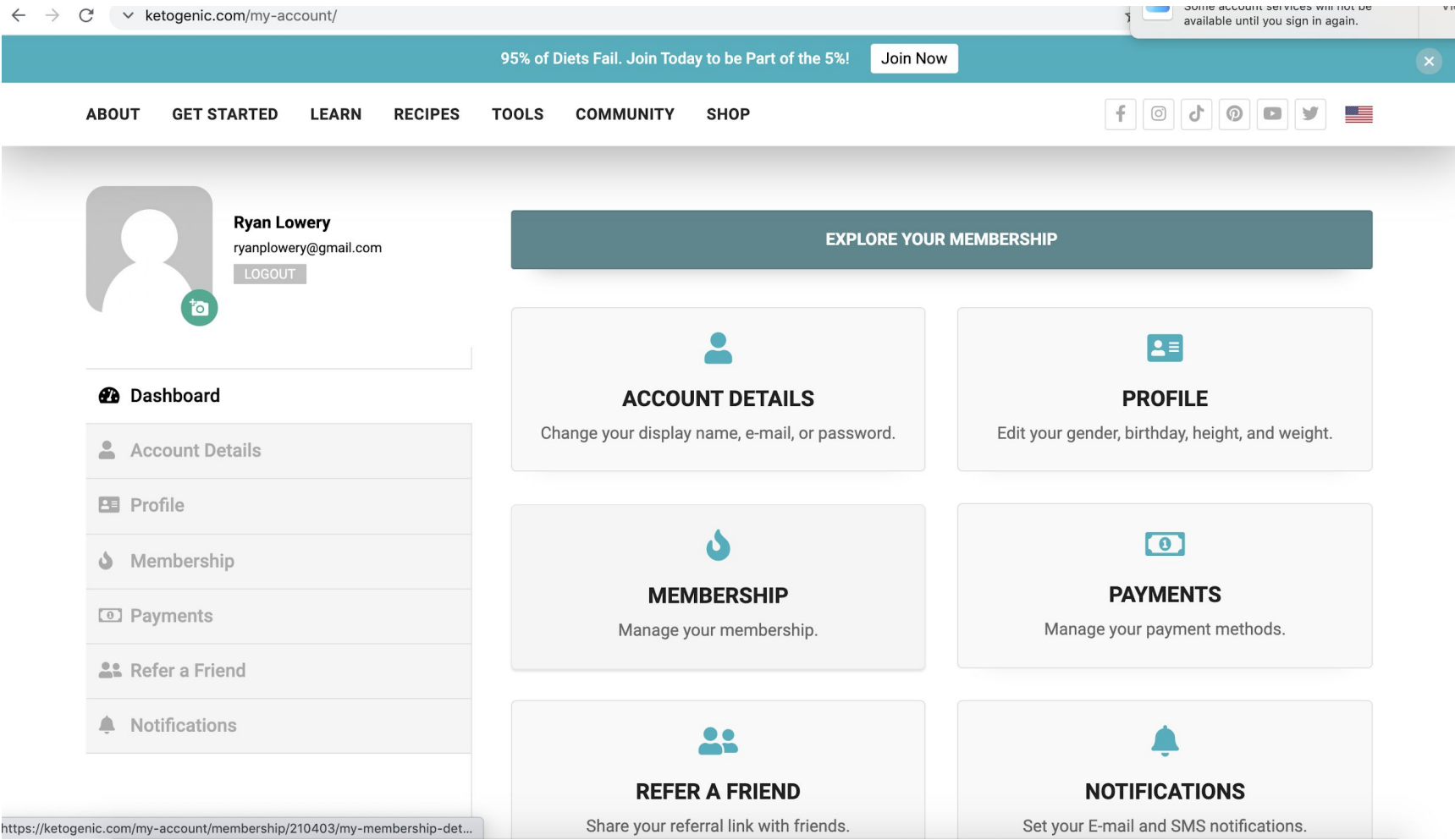
<https://www.sharecare.com/>

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

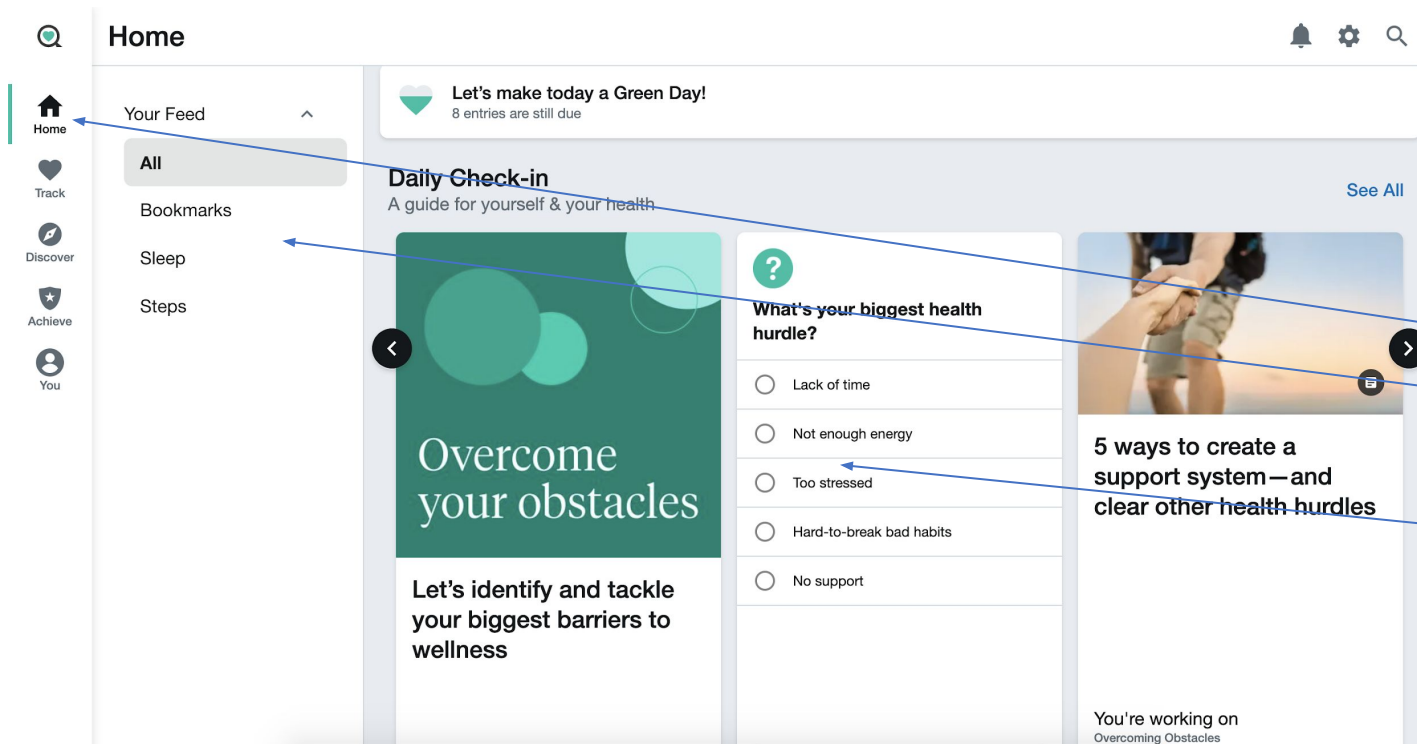
Goals:

- 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



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

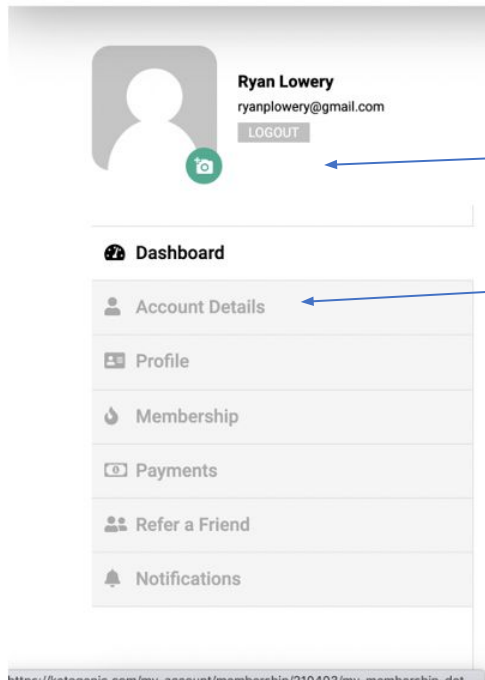


Differences:

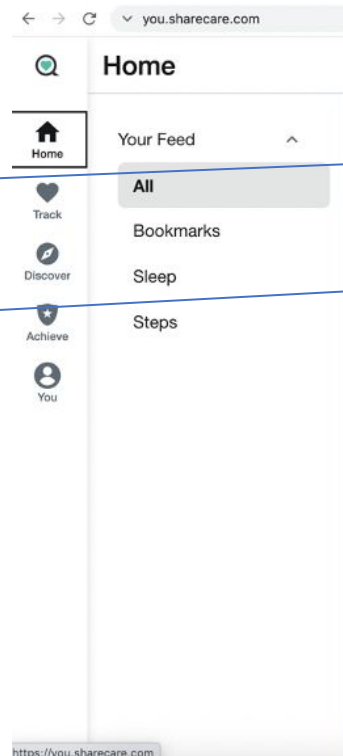
- 1) Theirs is whole screen while ours would need to be below the header bar as the header stays when you login (see previous slide)
- 2) Left column names will change
- 3) Don't need a secondary column on the home/dashboard screen like they have
- 4) Change the dashboard to be simpler (next slides)

Page 1 -New Strategy: Side bar Items

Current



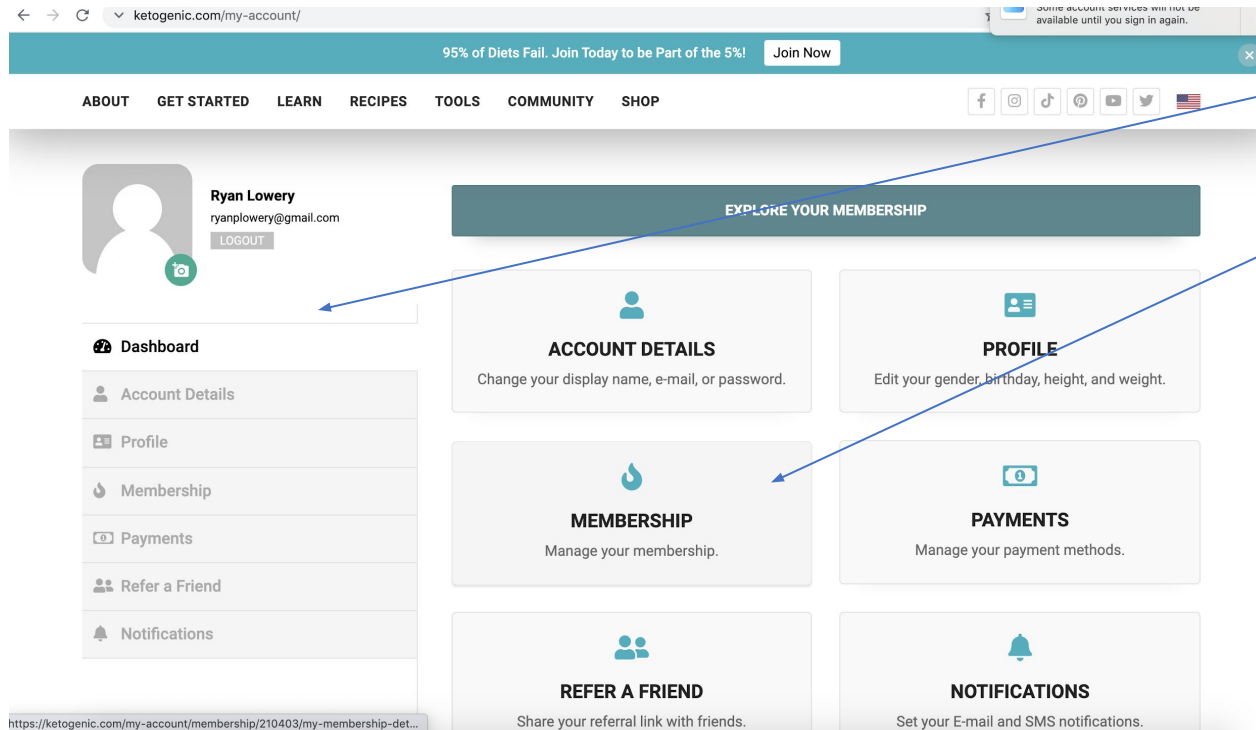
Inspiration



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

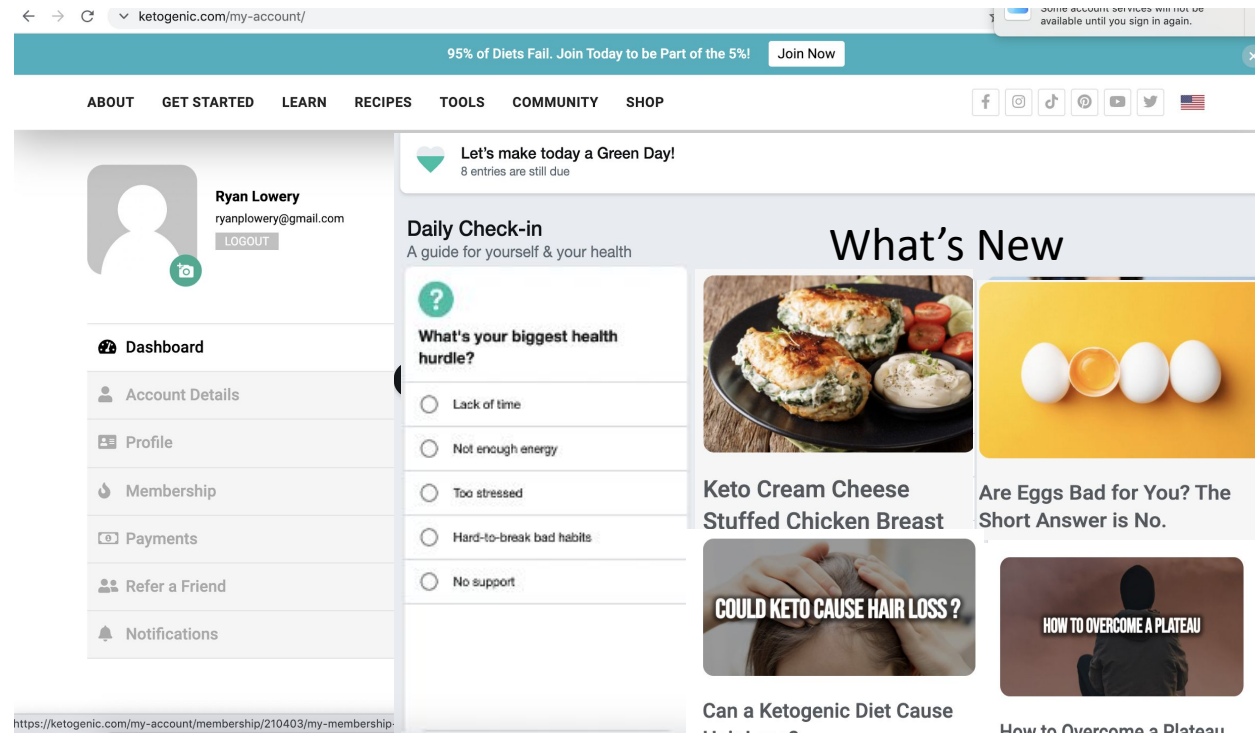
Page 1 -New Strategy: Entire Look



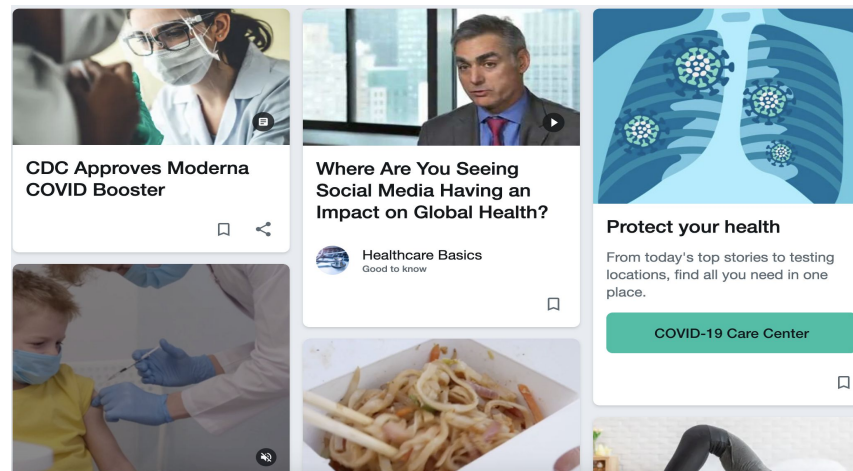
Edits:

- 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

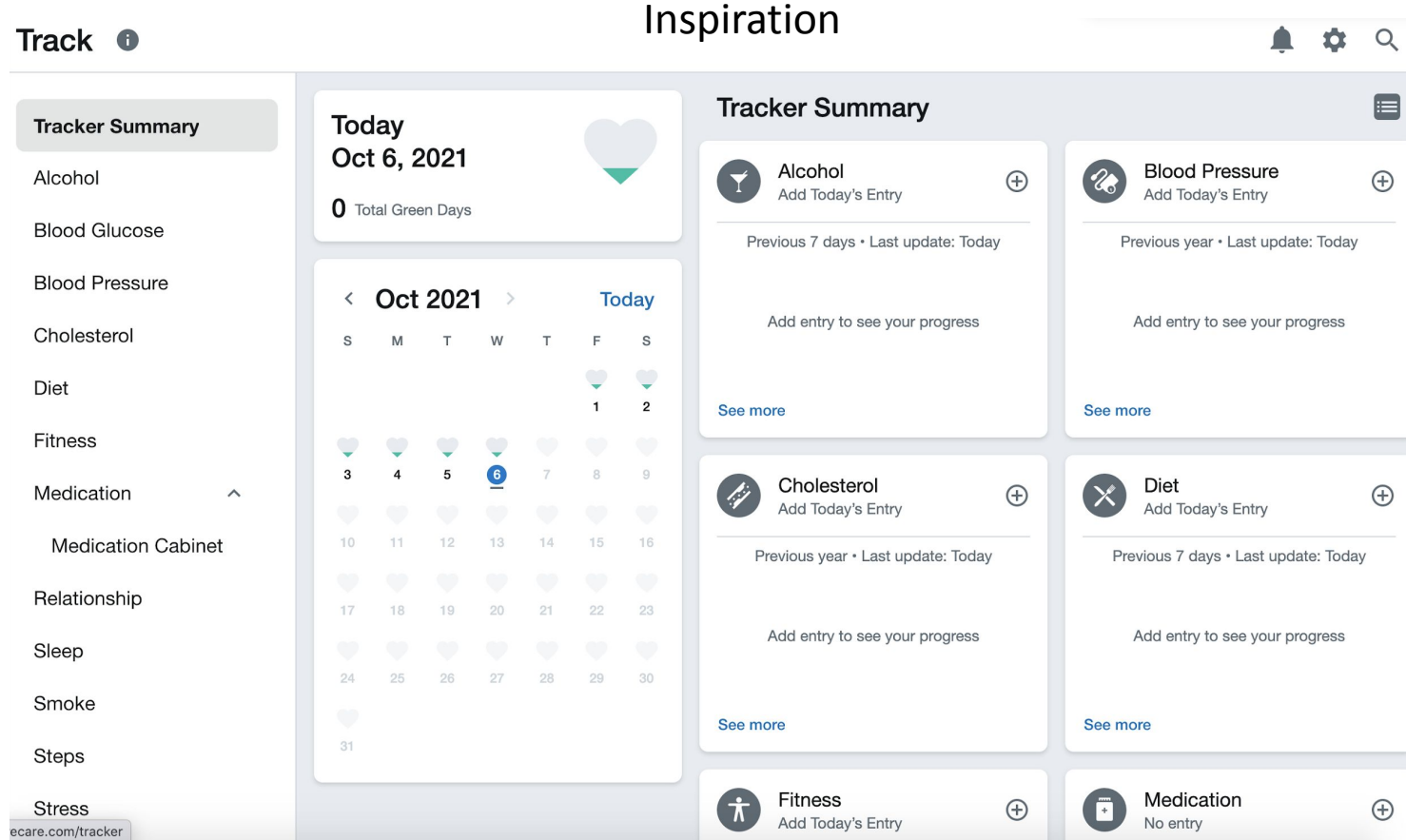
Page 1 -New Strategy: Entire Look example mock up



Additional Member Content



Page 2– Track page



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