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USER FLOW



Joel buys some adidas trainers (retail €70). He's very happy (been saving for awhile). Once he gets home in the box he finds, a card.

We at adidas are committed to help you train better.
The pre-season defines your season. With this purchase you can get miCoach mobile to help you train.
Better, Faster, Stronger!
go to mobi.adidas.com to download the app for your phone

"I can always use something to train better. Football tryouts are soon." He downloads the app.
<user will be downloading the app from their OS provider Apple, Palm, Ovi, Android or Blackberry>



After downloading the application he opens it on his phone & notices the Facebook call-out. Joel uses Facebook to keep in contact with all of his team-mates and thinks this would be a cool thing to share with them



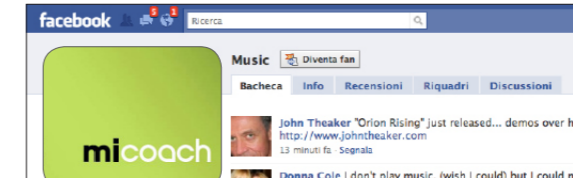
On Facebook Joel looks for miCoach2010, and is presented the official adidas page for the application. The page has a prominent display to install the app, the Wall displaying the most recent comments and the usual stats provided with the Facebook for applications.

Joel is a man, football is his sport and start of season is 27 June.



WHAT IS YOUR GENDER
WHAT'S YOUR SPORT
TELL US YOUR START OF SEASON DATE

After installation is done Joel is prompted to enter in the answer to the following questions.



Joel installs the application, and opts in to invite a couple of friends from the team. He thinks they might be interest, and he knows for sure that some of them are going to be buying the same



YOUR SIX WEEK TRAINING PLAN

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1		●				●	
2			●			●	
3			●			●	
4		●			●	●	
5				●			●
6			●			●	

FOOTBALL CONTEXTUAL PRODUCT

FOOTBALL CONTEXTUAL FEATURES

Joel now has a personalized six week training program.

The training program includes milestones that generate badges that will be displayed on his Facebook page, which in turn will be broadcast to all of his friends.

As motivators Joel is fed a steady stream of editorial and video content from the athlete that is associated with Football.

A clever function of the training plan is that if Joel is not sending regular input to the application, it will start to remind him that he is behind on his training

As Joel works his way through his training program, information from the miCoach device automatically updates his training calendar, sharing his progress with his team-mates. He in turn can keep tabs on their progress.

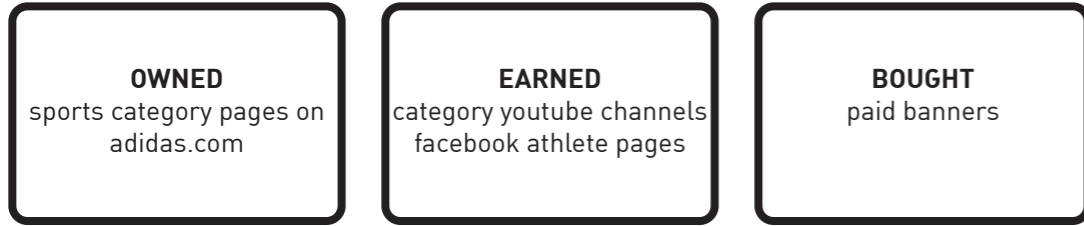
He knows at this rate, he'll be in top form come start of season.

HERE THE FACEBOOK APPLICATION BECOMES ONE OF THE MAIN HUBS OF THE miCoach MOBILE EXPERIENCE.

VIRAL INTERACTION WITHIN THE FACEBOOK SPACE SPREADS EXPONENTIALLY EACH THE USER INTERACTS WITH THEIR miCoach DEVICE & THE RESULTS ARE POSTED TO THE APPLICATION.

IN TURN THROUGH EARNED MEDIA USERS BECOME BRAND AMBASSADORS AND SPREAD THE WORD OF THE miCoach BRAND.

1 DRIVERS: direct consumers instore to purchase a product or drive to the light version of the miCOACH TRACKER LIGHT app on facebook.com



adidas RETAIL LOCATIONS

3 POINT OF PURCHASE: Consumer buys miCOACH eligible product

4 IN BOX OFFER: A Sticker in packaging will direct consumers online after purchase to download miCOACH mobile



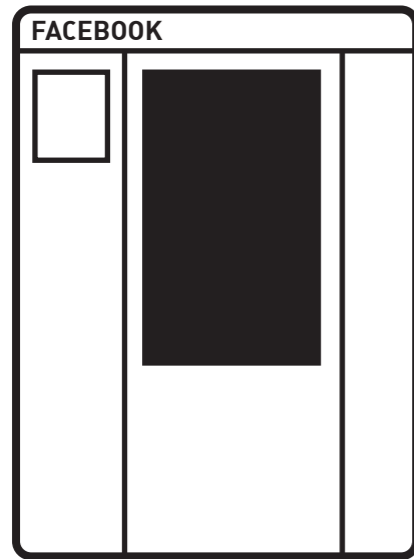
5 MOBILE CARRIER SELECTION: Consumers will select mobile carrier and phone model.



6 INSTALLED!

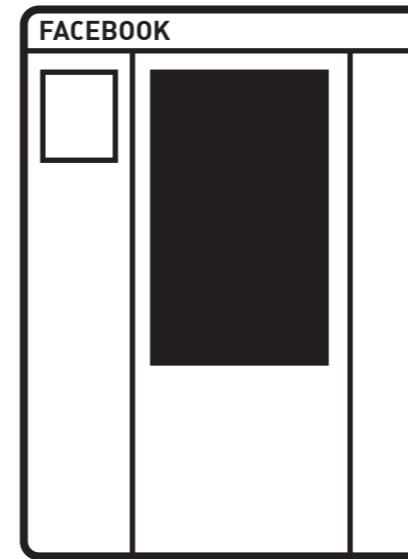


7 MICOACH.COM: Consumers use micoach.com to monitor progress



miCOACH TRACKER (LIGHT)

2 DRIVERS: Consumers can install the TRACKER LIGHT version of the application to receive syndicated content / watch anthem film / countdown to their personal SOS



miCOACH TRACKER (FULL)

8 IN BOX OFFER: miCoach data is published to the tracker app and shared with friends

miCOACH MOBILE + miCOACH TRACKER ADOPTION MODEL



ASSUMPTION FOR TRACKER LIGHT IS THAT USER HAS BEEN DRIVEN FROM A BANNER AD OR REFERRED BY A FRIEND

1. WELCOME TO MICOACH TRACKER, LETS GET STARTED. **a.**

ANSWER THE FOLLOWING :

YOUR SPORT **b.**

CHOOSE ONE **c.**

AN ATHLETE **d.**

CHOOSE ONE **e.**

ARE YOU FEMALE or MALE **f.** **g.**


AND FINALLY WHEN IS YOUR START OF SEASON? **h.**

i. DD **j.** MM **k.** YYYY

SUBMIT **l.**

2. **micoach** **a.**

TITLE **b.**
description of the video







▶    




IMAGE OF THE DAY : **c.**
Um fachi, spior aut aripion-suSat, Catum publi, clum patiam. Olturi in nicipiem que **d.** **e.**

ARTICLE OF THE DAY : **f.** **g.**
Um fachi, spior aut aripionsuSat, Catum publi, clum patiam. Olturi in nicipiem que Decrursultuam ac menam ad rei consunte diemnum diendam desilis factudac rest audefen teatum auternit audam publi porus At ocupio, me pribus; eo nondam popublint, sidienatum is. Etrunum nit? Catum publi, clum patiam. Olturi in nicipiem que Decrursultuam ac menam ad Catum publi, clum patiam. Olturi in nicipiem que Decrursultuam ac menam ad [read more](#) ⇨

WHAT IS THE SYNDICATED CONTENT?

mi start of season **i.**

j. DAYS **k.** HOURS **l.** MINUTES **m.** SECONDS

n.    

o. LEARN MORE ABOUT **micoach**

p. GO TO MICOACH.COM

2. Facebook application lite
- a. copy : title
 - b. video player
 - c. copy : title
 - d. copy : body copy
 - e. graphic
 - f. copy : title
 - g. graphic
 - h. copy : body copy
 - i. copy : title
 - j. copy : days
 - k. copy : hours
 - l. copy : minutes
 - m. copy : seconds
 - n. copy : countdown to SOS
 - o. copy : title
 - p. button : go to micoach.com

1. Facebook application start interface
- a. copy : body copy
 - b. copy
 - c. form element : drop down (sport)
 - d. copy
 - e. form element : drop down (athlete)
 - f. form element : radio button (female)
 - g. form element : radio button (male)
 - h. copy
 - i. form element : drop down (day)
 - j. form element : drop down (month)
 - k. form element : drop down (year)
 - l. button : submit

ASSUMPTION FOR TRACKER LIGHT IS THAT USER HAS BEEN DRIVEN FROM A BANNER AD OR REFERRED BY A FRIEND

1. WELCOME TO MICOACH TRACKER, LETS GET STARTED. **a.**

ANSWER THE FOLLOWING :

YOUR SPORT **b.**

CHOOSE ONE **c.**

AN ATHLETE **d.**

CHOOSE ONE **e.**

ARE YOU **f.** FEMALE or **g.** MALE

AND FINALLY WHEN IS YOUR START OF SEASON? **h.**

i. DD **j.** MM **k.** YYYY

SUBMIT **l.**

a. micoach

b. home • **c. mi S.O.S.** • **d. mi stats**

e. mi start of season starts in

f. DAYS HOURS MINUTES SECONDS

g. **00 00 00 00**

h. mi badges

i.

j. mi stats

k. last session	l. average
m. PACE	l. PACE
n. 10.32 min/km	10.32 min/km
o. CALORIES	o. CALORIES
p. 356 calories	356 calories
q. DISTANCE	q. DISTANCE
r. 4.5 km.	4.5 km.
s. TIME	s. TIME
t. 20 m 45 s	20 m 45 s

u. today's video : title to go here

v.

w. additional content pushed : title to go here

DO YOU HAVE A BETTER SENSE OF WHAT EXTRA CONTENT IS GOING TO BE HERE?

x. alerts/ interventions/ check out your friends

- 1. Facebook application start interface
- a. copy : body copy
- b. copy
- c. form element : drop down (sport)
- d. copy
- e. form element : drop down (athlete)
- f. form element : radio button (female)
- g. form element : radio button (male)
- h. copy
- i. form element : drop down (day)
- j. form element : drop down (month)
- k. form element : drop down (year)
- l. button : submit

- 2. Facebook application full default view
- a. copy : title
- b. navigation : home
- c. navigation : mi SOS
- d. navigation : mi stats
- e. copy : title
- f. copy : headers for digital countdown (dynamically generated)
- g. copy : countdown to SOS
- h. copy : title
- i. graphics : badges
- j. copy : title
- k. copy : header
- l. copy : header
- m. copy & graphic : pace
- n. copy : display for pace
- o. copy & graphic : calories
- p. copy : display for calories
- q. copy & graphic : distance
- r. copy : display for distance
- s. copy & graphic : time
- t. copy : display for time
- u. copy : title
- v. video player
- w. content module : for dynamic content (TBD what goes here exactly)
- x. content module for alerts/interventions

1. a. **micoach**
 b. home • c. mi S.O.S. • d. mi stats

e. **mi start of season starts in** you are on the 2nd week of your training.^{h.}

f. DAYS HOURS MINUTES SECONDS

g.

overall • week. • day

i.

2

3

4

5

6

FRIENDS ^{p.}

q.


r. First Lastname First Lastname First Lastname First Lastname

s. ALERTS/INTERVENTIONS

t. Tandienat, consuportus audam publicae temus verni inprio cricast pl. ente porum diemusqui potia viris vivenam pulica rem me oculvidem Patarem atierte ludeperet fitio Casdam iam intem nortela num nonem diena, nonsulus fes, mordiestis, ocum viver acit? An tam taribus.

- 1. Facebook application mi SOS view
- a. copy : title
- b. navigation : home
- c. navigation : mi SOS
- d. navigation : mi stats
- e. copy : title
- f. copy : headers for digital countdown
- g. copy : countdown to SOS (dynamically generated)
- h. copy : body copy
- i. navigation : overall (view)
- j. navigation : week (view)
- k. navigation : day (view)
- l. copy : week indicator
- m. INDICATION OF A PAST DAY
- n. INDICATION OF ACTIVE DAY
- o. icon : indicate type of training activity
- p. copy : title
- q. graphic : friend (from facebook)
- r. copy : friend's name (from facebook)
- s. copy : title
- t. copy : body copy

1. a. **micoach**
 b. home • c. mi S.O.S. • d. mi stats

e. **mi start of season starts in** you are on the 2nd week of your training.
 f. DAYS HOURS MINUTES SECONDS
 g. 
 overall • week. • day
 i. j. k.


← PREVIOUS WEEK l.

m. **2** "These circuits kill two birds with one stone. As well as working on your fitness, your heart and lungs, at the same time they strengthen the muscles that you specifically use for football." n.

MONDAY o.
REST


TUESDAY "Now we can build up the work gradually. By repeating last week's running exercise but shortening the recovery time between sprints, you will see immediate progress."
 - Five-minute jog to park, Stretch, Five three-quarter pace sprints from one touchline to the other and back, with 20-second recovery rests between each sprint, Two-minute recovery , Repeat the above &Five-minute jog home

WEDNESDAY
REST

p. THURSDAY TWO SETS OF THE PRE-SPRINT CIRCUIT r.
 Etritia demo Cati, sentiorum et, face quemus perisque tem pervid conficiam. Scidi sen audende occit, videme mante s.

FRIDAY
REST

SATURDAY
REST

SATURDAY TITLE OF WHAT IS BEING DONE
 Etritia demo Cati, sentiorum et, face quemus perisque tem pervid conficiam. Scidi sen audende occit, videme mante

t. NEXT WEEK →

- 1. Facebook application mi SOS week view
- a. copy : title
- b. navigation : home
- c. navigation : mi SOS
- d. navigation : mi stats
- e. copy : title
- f. copy : headers for digital countdown
- g. copy : countdown to SOS (dynamically generated)
- h. copy : body copy
- i. navigation : overall (view)
- j. navigation : week (view)
- k. navigation : day (view)
- l. navigation : previous week
- m. copy : week indicator
- n. copy : body copy
- o. EXAMPLE OF A PAST DAY
- p. copy : title
- q. icon : type of activity
- r. copy : title
- s. copy : body title
- t. navigation : next week

a. **micoach**b. [home](#) • c. [mi S.O.S.](#) • d. [mi stats](#)e. **mi start of season starts in**

f. DAYS HOURS MINUTES SECONDS

g. you are on the 2nd
week of your
training. h.

overall • week. • day

i. [PREVIOUS DAY](#) l.m. **2**

"These circuits kill two birds with one stone. As well as working on your fitness, your heart and lungs, at the same time they strengthen the muscles that you specifically use for football." n.

o. THURSDAY : TWO SETS OF THE PRES-LUNGE CIRCUIT p.

"Now we can build up the work gradually. By repeating last week's running exercise but shortening the recovery time between sprints, you will see immediate progress."

- Five-minute jog to park
- Stretch
- Five three-quarter pace sprints from one touchline to the other and back, with 20-second recovery rests between each sprint
- Two-minute recovery
- Repeat the above
- Five-minute jog home

q. [NEXT DAY](#) ➔

1. Facebook application mi SOS day view

a. copy : title

b. navigation : home

c. navigation : mi SOS

d. navigation : mi stats

e. copy : title

f. copy : headers for digital countdown

g. copy : countdown to SOS (dynamically generated)

h. copy : body copy

i. navigation : overall (view)

j. navigation : week (view)

k. navigation : day (view)

l. navigation : previous day

m. copy : day indicator

n. copy : body copy

o. copy : day indicator

p. copy : body copy

q. navigation : next day

a. **micoach**

b home • c.mi S.O.S. • d.mi stats

e. **mi start of season starts in**

you are on the 2nd week of your training.

f. DAYS HOURS MINUTES SECONDS

g.

	i. LAST SESSION	j. OVERALL AVERAGE
AVERAGE HR k.		
% IN ZONE COMPARED TO PLANNED l.		
CALORIES BURNED m.	000 calories	000 calories
DISTANCE RUN n.	4.6 km	4.6 km
AVERAGE PACE/ o.	0.00 min/km	0.00 min/km
DURATION OF RUN p.	00:00:00	00:00:00
AVERAGE STRIDE RATE q.		

- 1. Facebook application mi SOS day view
- a. copy : title
- b. navigation : home
- c. navigation : mi SOS
- d. navigation : mi stats
- e. copy : title
- f. copy : headers for digital countdown
- g. copy : countdown to SOS (dynamically generated)
- h. copy : body copy
- i. copy : header
- j. copy : header
- k. copy : average HR
- l. copy : % in zone compared to planned
- m. copy : calories burned
- n. copy : distance run
- o. copy : average pace
- p. copy : duration of run
- q. navigation : average stride rate