

program :
WORK IN PROGRESS
client
06.04.2010 v.3

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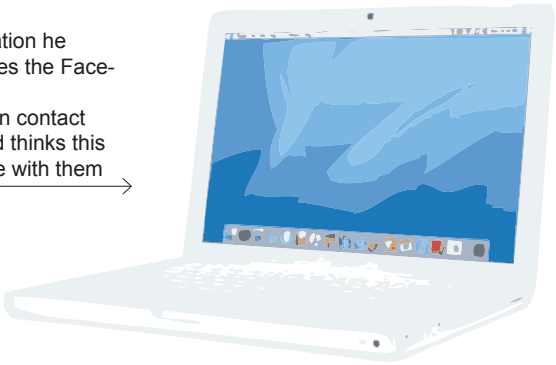
Joel buys some client trainers (retail €70). He's very happy (been saving for awhile). Once he gets home in the box he finds, a card.



"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 program2010, and is presented the official client 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.

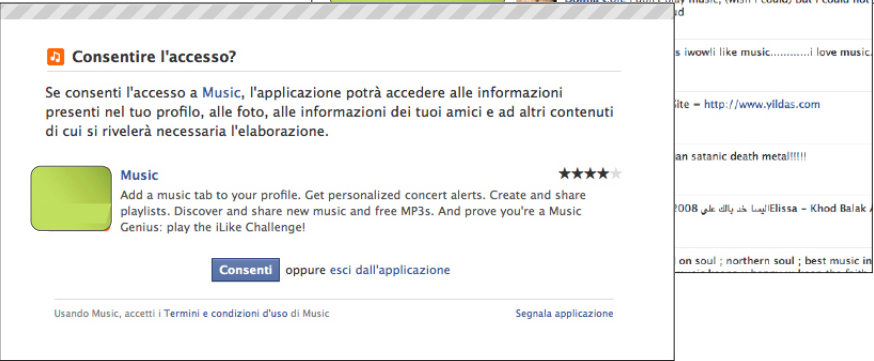


WHAT IS YOUR GENDER
WHAT'S YOUR SPORT
TELL US YOUR START OF SEASON DATE

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 program device automatically updates his training calendar, sharing his progress with his team-mates. He in turn can keep tabs on their progress.

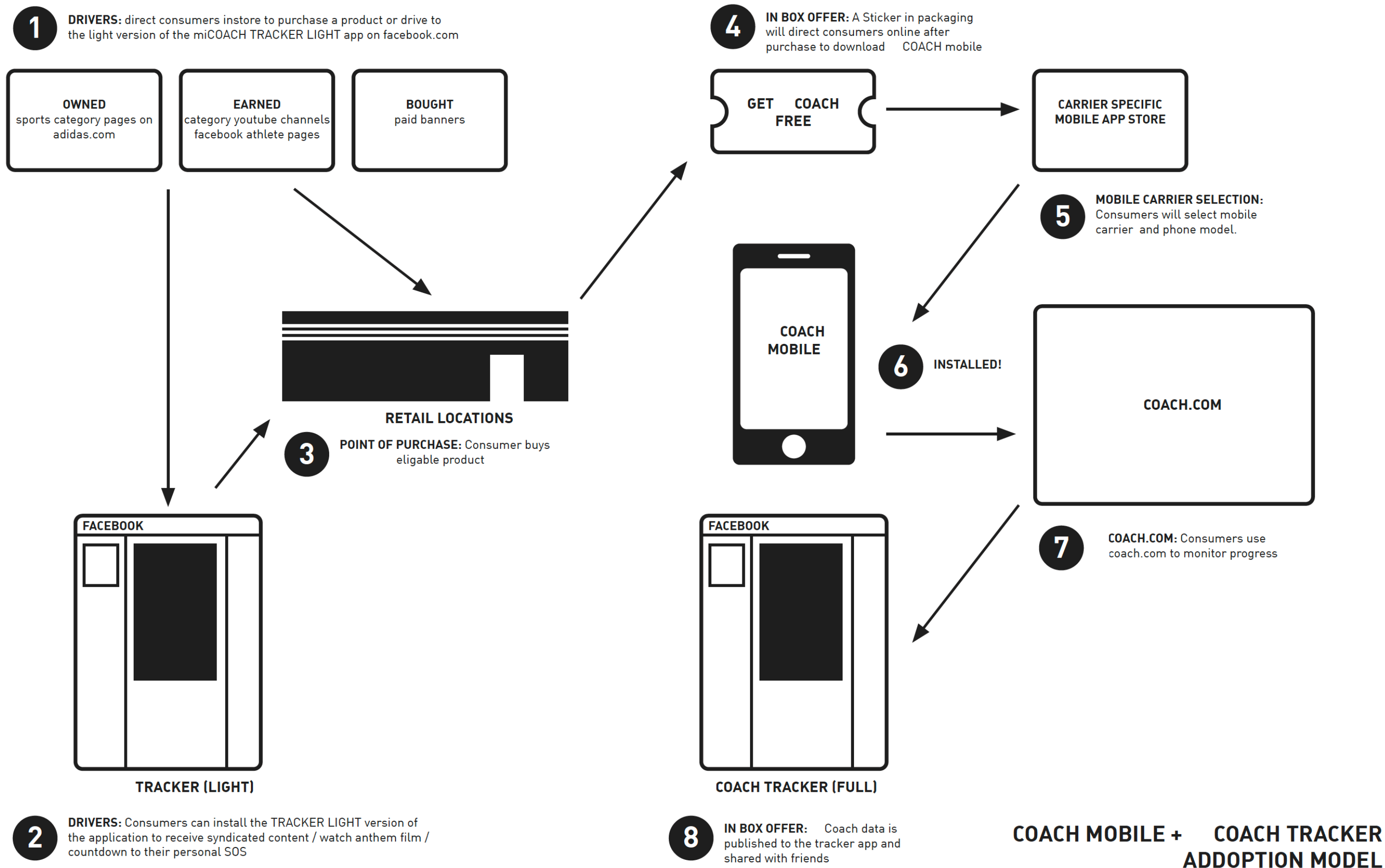
He knows at this rate, he'll be in top form come start of season.

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

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

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





1.

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 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 program.com

1.

program

home • mi S.O.S. • mi stats

mi start of season starts in

DAYS

HOURS

MINUTES

SECONDS

00

00

00

00

overall

week.

day

1

M

T

W

R

F

Sa

Su

2

M

T

W

R

INDICATION OF ACTIVE DAY

icon : indicate type of training activity

F

Sa

Su

3

M

T

W

R

F

Sa

Su

4

M

T

W

R

F

Sa

Su

5

M

T

W

R

F

Sa

Su

6

M

T

W

R

F

Sa

Su

FRIENDS

First Lastname

First Lastname

First Lastname

First Lastname

ALERTS/INTERVENTIONS

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.

program

b

home

c.

mi S.O.S.

d.

mi stats

e.

mi start of season starts in

f.

DAYS

g.

00

h.

00

i.

00

j.

00

k.

you are on the 2nd week of your training

l.

overall

m.

week

n.

day

o.

PREVIOUS WEEK

p.

2

q.

"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."

r.

MONDAY

s.

REST

t.

TUESDAY

u.

"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."

v.

- 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

w.

WEDNESDAY

x.

REST

y.

THURSDAY

z.

TWO SETS OF THE PRE-SPRINT CIRCUIT

aa.

Etritia demo Cati, sentiorum et, face quemus perisque tem pervid conficiam. Scidi sen audende occit, videme mante

ab.

FRIDAY

ac.

REST

ad.

SATURDAY

ae.

REST

af.

SATURDAY

ag.

TITLE OF WHAT IS BEING DONE

ah.

Etritia demo Cati, sentiorum et, face quemus perisque tem pervid conficiam. Scidi sen audende occit, videme mante

ai.

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. program

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

overall • week. • day

i.

←

[PREVIOUS DAY](#) l.

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

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

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

p. TWO SETS OF THE PRES-LUNGE CIRCUIT

"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](#) ➔

a. program

bhome • 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

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

	i. LAST SESSION	j. OVERALL AVERAGE
AVERAGE HRk.		
% IN ZONE COMPARED TO PLANNEDl.		
CALORIES BURNEDm.	000 calories	000 calories
DISTANCE RUNn.	4.6 km	4.6 km
AVERAGE PACE/o.	0.00 min/km	0.00 min/km
DURATION OF RUNp.	00:00:00	00:00:00
AVERAGE STRIDE RATEq.		

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