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Executive Summary

BUSINESS CASE

COMPANY

Fashion Fitness X (F2X) is a digital fitness regimen and lifestyle brand aimed at helping established and aspiring models reach their goals in the fashion industry.

F2X will leverage the high production value of their videos and the professional model fitness trainers to distinguish their offering within the market of online fitness programs. The trainers will be seen wearing top fashion and athletic brands, as well as F2X-branded collaborations with fitness gear and apparel makers.



KEY DESIGN DECISIONS

The homepage must balance multiple goals. In addition to being an expression of the F2X brand, it must also guide users through the sales funnel and contain all necessary information to ensure search engine optimization (SEO) for natural, not paid-for, search ranking.

Above the fold on the homepage, there will be a full-page video. The video will animate only slightly unless fully evoked via the play button. Persistent on the homepage will be a call to action (CTA). The CTA will remain present even when the video is fully-invoked to encourage users to build a workout.

Below the fold will be additional information about the product, arranged in a sequence that guides the user through the value proposition. The product details are important to include, not only for SEO, but also for justifying the cost presented at the bottom of the page (\$2.99 per individual workout or subscribe for \$12.99/month).

Design Decisions / Personal Goal Pages

BUSINESS CASE

KEY DESIGN DECISIONS: PERSONAL GOALS PAGES

The Personal Goals pages of the F2X website will provide the user with a means of scheduling and tracking their progress towards meeting their fitness goals. The primary metric by which this progress will be measured is the number of calories burned. The “calories burned” metric is relatable to the user and does not require gathering an excessive number of body measurements from the user.

FUNCTIONALITY

To set a Personal Goal, the user will be required to provide:

1. Their target weight
2. The number of workouts they wish to do per week
3. A target date

With the assumption that 1 pound of fat is approximately equal to 3,500 calories, a simple calculation returns the required number of calories to be burned daily in order to achieve the user’s goal. Based on this, an individualized workout schedule is also generated.

The user can use this information to build workouts that meet or exceed their daily goal of calories burned. The number of calories burned will be calculated at the Exercise (UC) level. Each UC will be assigned a MET (metabolic equivalent of task) value based on its intensity level. This value can be determined by referencing resources such as the [Compendium of Physical Activities](#). The MET value, along with activity duration and the user’s Base Metabolic Rate, which can be calculated from age, gender, height, and weight, will render an individualized estimate for number of calories burned.

DISCLAIMERS

The number of calories burned will be calculated for the individual user based on the biometric data they provide. A weight-loss disclaimer will be clearly presented that states the following: “Burning 3,500 calories is equal to 1 lb of fat, however individual results may vary due to changes in your caloric intake or due to muscle gain from exercising.”

Based on the user’s starting biometric data, F2X will process the user’s stated weight-loss goal to identify 3 different scenarios:

1. Reasonable: >17 BMI

User has proposed a weight-loss goal that (if completed) would still place the user at a 17 or higher BMI. No advisory message is presented to the user and they are able to proceed with setting their goal.

2. Reasonable with Warning: 16 BMI

User has proposed a weight-loss goal that would place them at an Underweight BMI. The user is able to set the goal but is presented with the following message: “The weight you entered is lower than the recommended BMI.”

3. Unacceptable: <16 BMI

User has proposed a weight-loss goal that would place them below a 16 BMI. The user is unable to set their goal and is presented with the following message: “The weight you entered is considered dangerously underweight.”

Brand Tone

BUSINESS CASE

PERSONAS USED TO INFORM TONE



TAYLOR SWIFT

27 YEARS OLD

SINGER / SONGWRITER
LIVES IN NEW YORK, NY

“For me, running is about blasting a whole bunch of new songs and running to the beat. It’s also good because it make me **find a gym wherever I am.**”



GIGI HADID

21 YEARS OLD

MODEL
LIVES IN NEW YORK, NY

“My biggest thing is just **eat healthy and work out.**”



KENDALL JENNER

21 YEARS OLD

TELEVISION PERSONALITY / MODEL
LIVES IN LOS ANGELES, CA

“My abs are my favorite thing to work out. I love it when my trainer, Gunnar Peterson, **kills my abs.**”

WRITTEN MESSAGING USED TO INFORM TONE

Fit AF

Power

STYLE

No Equipment

Passion!

MOVEMENT

Thigh Gap

Kendall's Workout Playlist

BRAND TONE

Sexy, not lewd. Confident. Sassy.

SAMPLE COPY

Examples of copy relating to the perfume Wonderstruck, a scent by Taylor Swift.

✗ No: *Wonderstruck will take you on an enchanting journey; Lily of the Valley and lush Gardenia build for a fragrance as magical and elegant as its inspiration.*

This copy is problematic because the writing style is long-winded and does not offer a relatable description of the fragrance.

✗ No: *Wonderstruck is for when you're out with the ladies. This man-killer love potion is locked up in an attractive bottle adorned with crystals.*

This copy is overly conversational and uses a tone only appropriate for a narrow market.

✓ Yes: *Wonderstruck is about that moment when you instantly feel a connection to someone.*

This copy is successfully in that it inspires an emotional response.

SAMPLE F2X COPY

*The Place for Fashion/Fitness
Get a runway ready physique and achieve your personal fitness goals.*

Brand Tone

BUSINESS CASE

GLOSSARY

Exercise: The user-facing term for a UC, which is understood as a 5-10 minute stand-alone segment of video, able to be viewed individually or combined with other Exercises to create a 30-40 minute Workout.

Workout: A 30-40 minute video composed of no more than 6 Exercises. Can be purchased by non-Platinum Members for \$2.99/each, allowing the user to view (but not edit) the Workout an unlimited number of times.

Workout Tray: A multi-slot container where a user may drag Exercises to create a custom Workout.

Create a Workout: The act of using the Workout Tray to compile a maximum of 6 Exercises to make a custom Workout.

Break Time Content: a segment of video restricted to Platinum Members that is placed at points within a Workout offering beauty, health, and lifestyle tips.

Member: a registered user of the F2X website.

Platinum Member: a registered user of the F2X website that is subscribed for \$12.99/month and able to create and view an unlimited number of Workouts.

Join: the action of registering to be a user of the F2X website.

Sign In/Out: the action taken by a registered user of the F2X website when they want to access their saved Workouts.

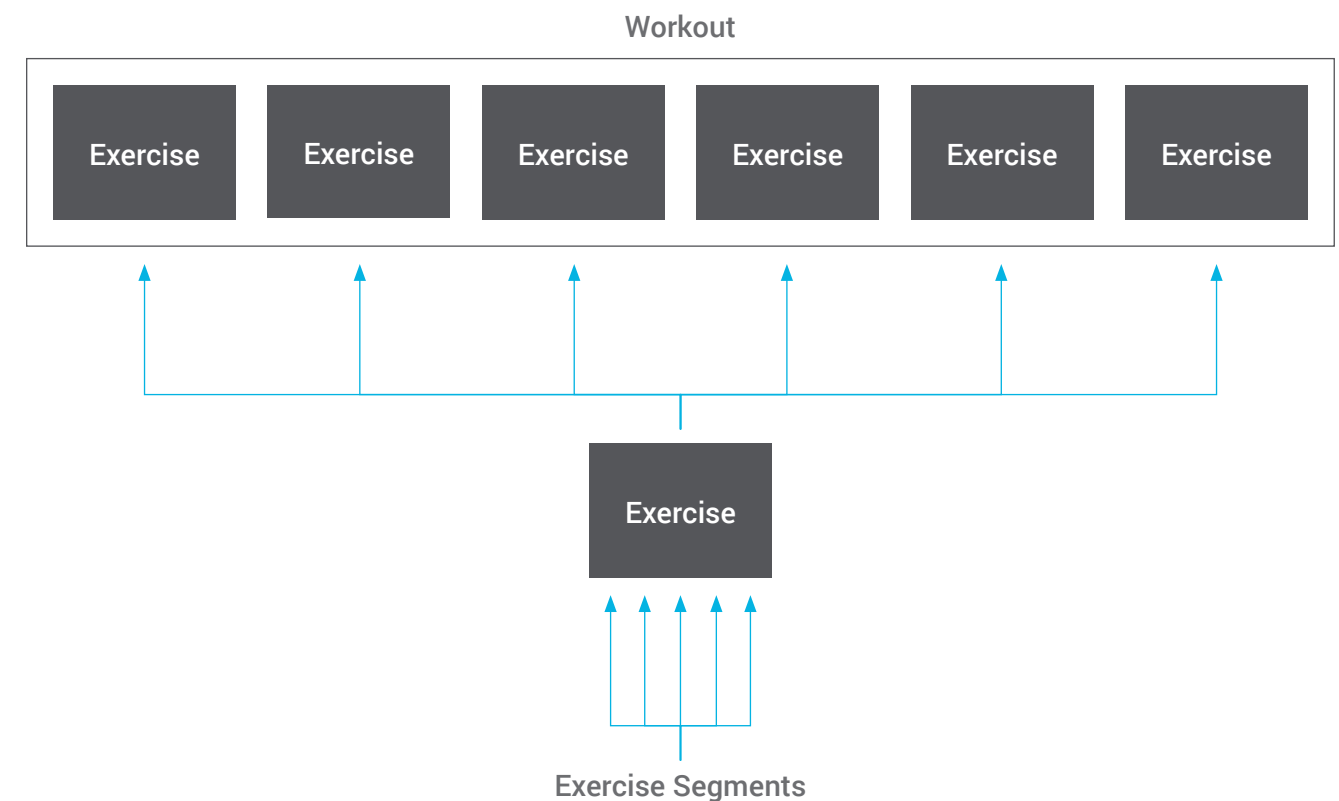
Account: a portion of the website where a Member is able to update their bio, sign in information, and payment settings.

My Goals: a portion of the website restricted to Platinum Members where a user may set a weight-loss goal. Only one goal may be set at any given time.

USAGE OF THE WORD 'EXERCISE'

When the user navigates to the Workout Builder of the F2X website or iOS app, they are presented with the following instructional text, which establishes a vocabulary for the F2X product: "Tap the Plus Sign or Drag Exercises to Create a Workout."

The Exercises that the user drags to the Workout Builder are, in fact, groupings of Exercise Segments. The working title of the of these groups of Exercise Segments was 'UC'. In order to provide a relatable consumer language, the UCs are referred to as Exercises; each consisting of a 5-10 minute video that may contain any number of individual Exercise Segments. The diagram below illustrates this concept.



MONTERRAT EXTRALIGHT

This thin, elegant font should be used for numbers and subtitles.

Aa
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
(.,:;\$&@%*#!) 1234567890

Example:

\$12.99/mo

MONTERRAT LIGHT

This font is to be used instead of Montserrat Regular for body text. Regular, in this typeface, is too bold.

Aa
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
(.,:;\$&@%*#!) 1234567890

Example:

The Montserrat type family is the primary brand font of F2X.

MONTERRAT MEDIUM

This font should only be used for bold titles, headings, and taglines, as it carries a lot of visual weight.

Aa
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
(.,:;\$&@%*#!) 1234567890

Example:

EMPHATIC TITLE

Colors

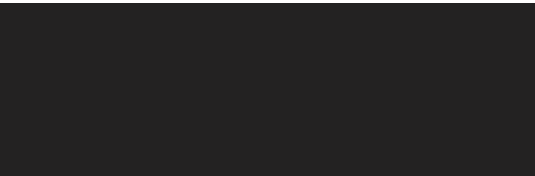
VISUAL DESIGN

PRIMARY COLORS



White

0% PANTONE Process Black
C0 M0 Y0 K0
R255 G255 B255
HEX #FFFFFF



Black

PANTONE Neutral Black C
C72 M66 Y64 K72
R34 G34 B34
HEX #222222

ACCENT COLORS



Dark Gray

PANTONE Cool Gray 11C
C66 M59 Y57 K39
R74 G74 B74
HEX #4A4A4A



Medium Gray

PANTONE Cool Gray 3C
C21 M17 Y17 K0
R200 G200 B200
HEX #C8C8C8



Burgundy

PANTONE 1815 C
C28 M100 Y97 K34
R133 G21 B26
HEX #85151A



Light Red

PANTONE 185 C
C0 M99 Y97 K0
R250 G13 B27
HEX #FA0D1B

ALERT COLORS



Dark Purple

PANTONE 2745 C
C95 M100 Y13 K12
R43 G10 B113
HEX #2B0A71



Medium Purple

PANTONE 667 C
C52 M55 Y20 K1
R125 G108 B146
HEX #7D6C92



Medium Brown

PANTONE Warm Gray 9C
C39 M43 Y50 K6
R145 G124 B110
HEX #917C6E

Graphic Elements

VISUAL DESIGN



F2X LOGO

FASHION/
FITNESS

TEXT APPEARS ON HOVER OVER IN PLACE OF THE LOGO IN THE HEADER



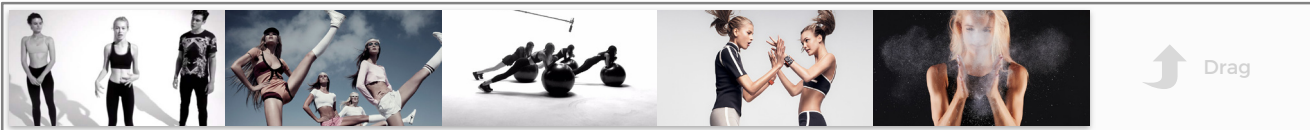
Exercise Name
Lead Trainer | 05:49 | 120 cal

THIS IS HOW EXERCISES LOOK



Exercise Name
Lead Trainer | 05:49 | 120 cal

EXERCISES W/ AFFORDANCES



Legs & Arms Workout Wk 7 | 34 min | 380 cal

THIS IS HOW THE WORKOUT TRAY LOOKS



Montserrat
IS THE MAIN FONT



Montserrat
IS THE ACCENT FONT

BUTTON STYLES



ACTIVE
222222



ACTIVE
FFFFFF +
414141



ACTIVE
2B0A71



ACTIVE
FA0D1B



ACTIVE
85151A



ACTIVE
FA0D1B



HOVER
4A4A4A



HOVER
4A4A4A



HOVER
1B0648



HOVER
85151A



HOVER
400A0C



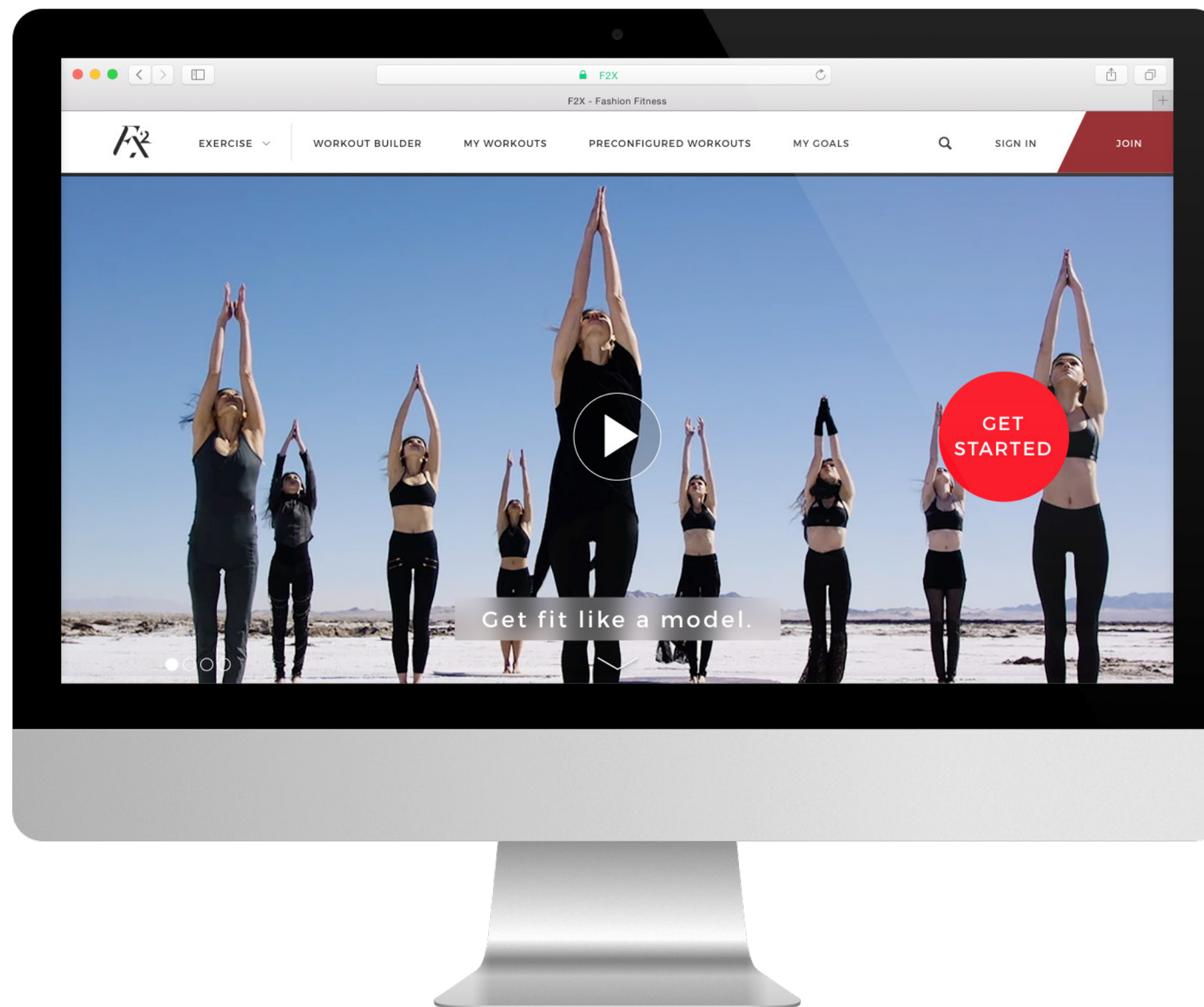
HOVER
85151A



INACTIVE
C8C8C8

Homepage Mockup

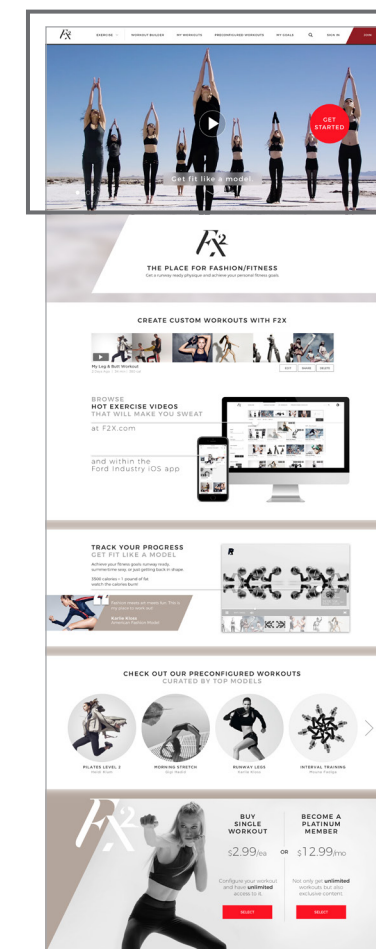
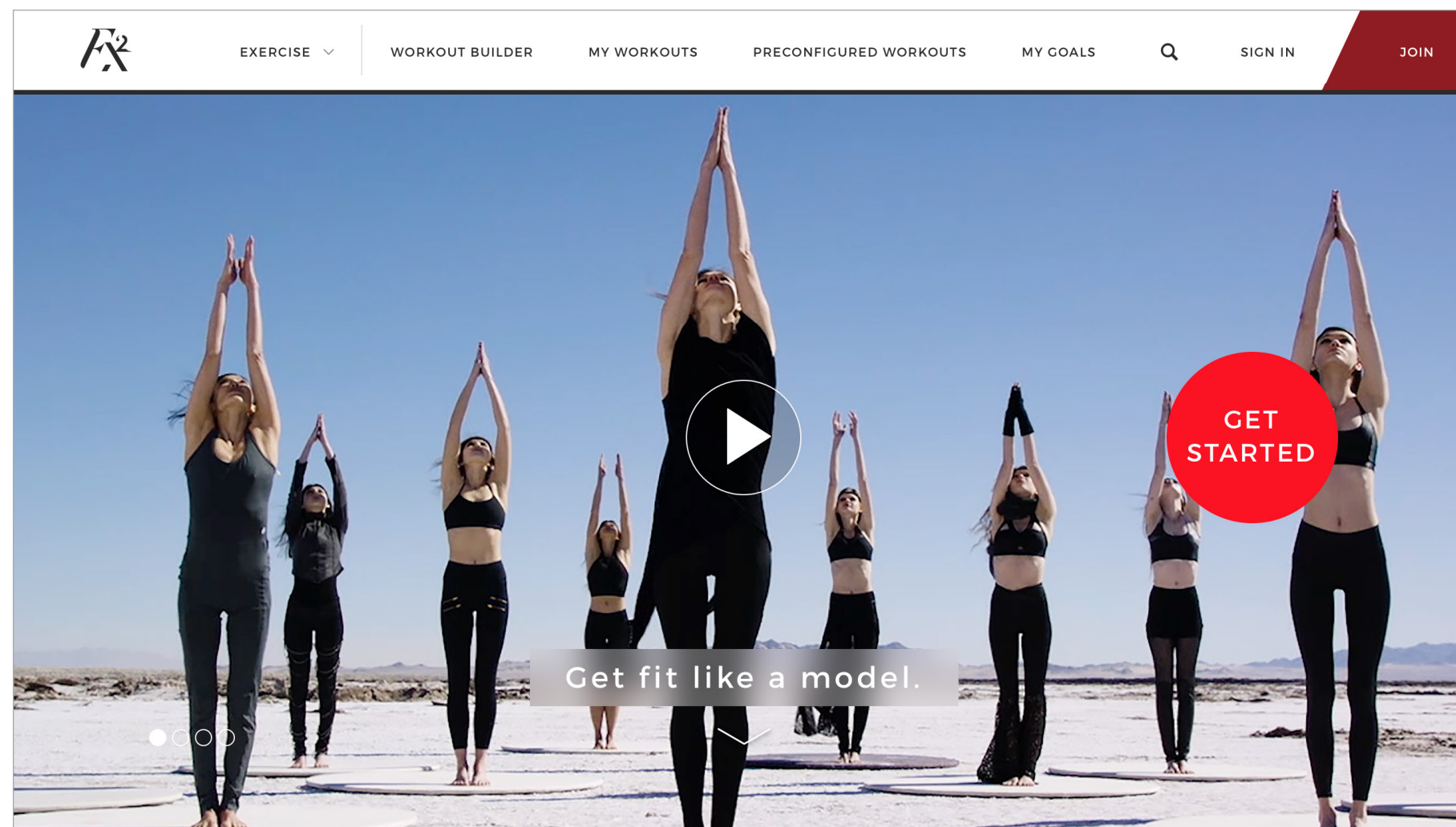
VISUAL DESIGN



Key State Screens

VISUAL DESIGN

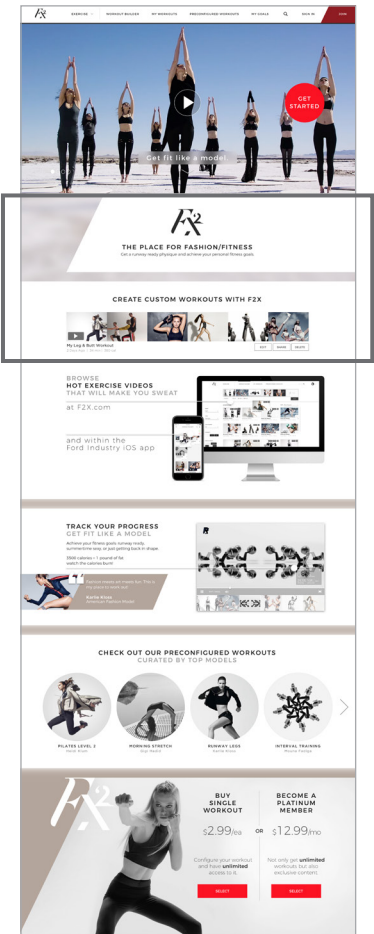
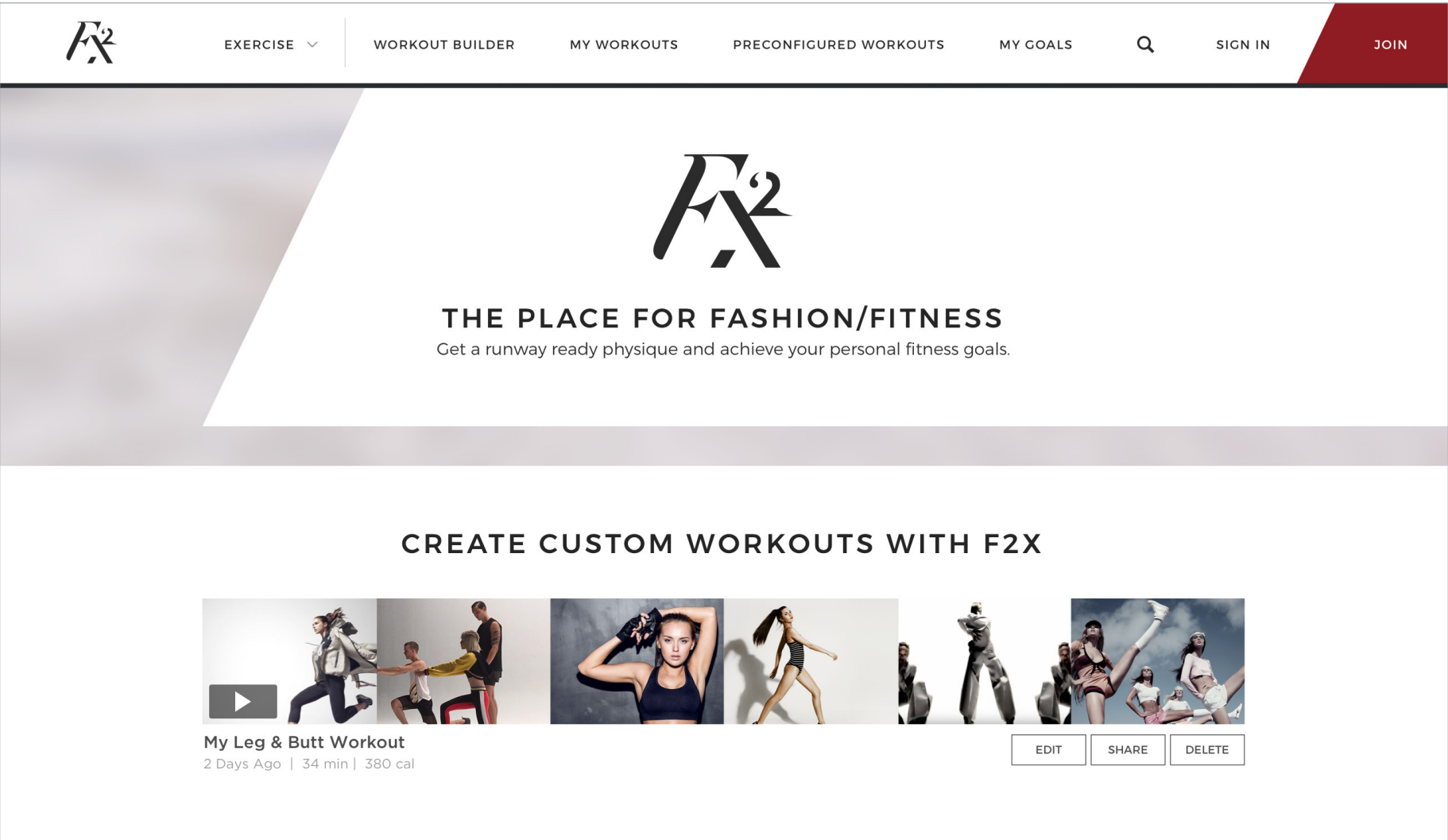
A HOMEPAGE



Key State Screens

VISUAL DESIGN

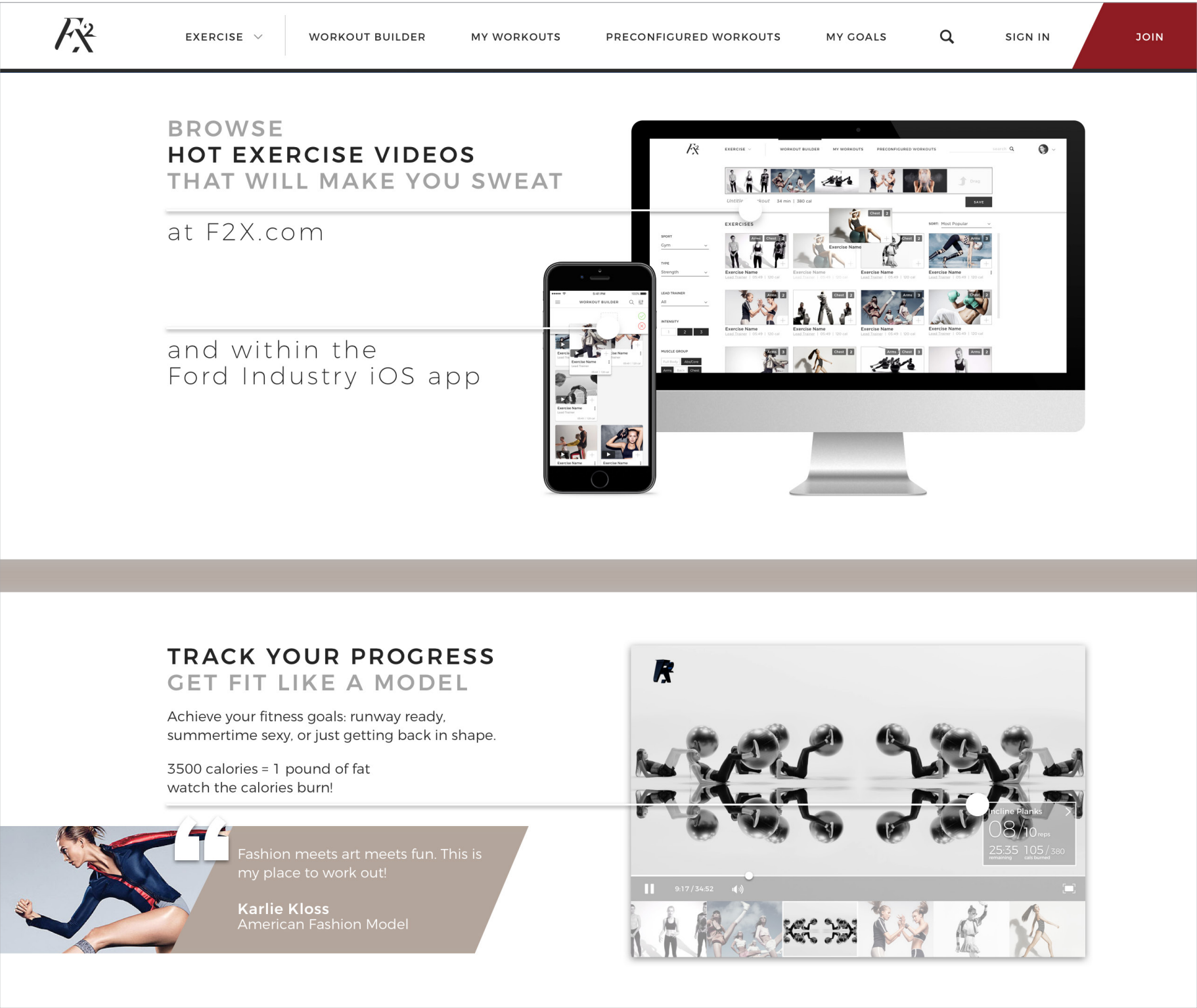
B HOMEPAGE



Key State Screens

VISUAL DESIGN


C HOMEPAGE




Key State Screens

VISUAL DESIGN

D HOMEPAGE




EXERCISE 

WORKOUT BUILDER

MY WORKOUTS

PRECONFIGURED WORKOUTS


MY GOALS




SIGN IN

JOIN


CHECK OUT OUR PRECONFIGURED WORKOUTS
CURATED BY TOP MODELS




PILATES LEVEL 2
Heidi Klum




MORNING STRETCH
Gigi Hadid





RUNWAY LEGS
Karlíe Kloss



INTERVAL TRAINING
Mouna Fadiga





BUY
SINGLE
WORKOUT

\$2.99/ea

Configure your workout
and have **unlimited**
access to it.

SELECT

OR

BECOME A
PLATINUM
MEMBER

\$12.99/mo

Not only get **unlimited**
workouts but also
exclusive content.

SELECT

A vertical stack of three mobile app screens. The top screen shows the header with navigation links and a hero section with the heading 'CHECK OUT OUR PRECONFIGURED WORKOUTS CURATED BY TOP MODELS' and four circular workout cards. The middle screen shows a 'CREATE CUSTOM WORKOUTS WITH FX2' section with a grid of exercise thumbnails. The bottom screen shows a 'TRACK YOUR PROGRESS' section with a progress bar and a 'BUY SINGLE WORKOUT' / 'BECOME A PLATINUM MEMBER' section with pricing and 'SELECT' buttons.

April 2017 | neuronUX.com

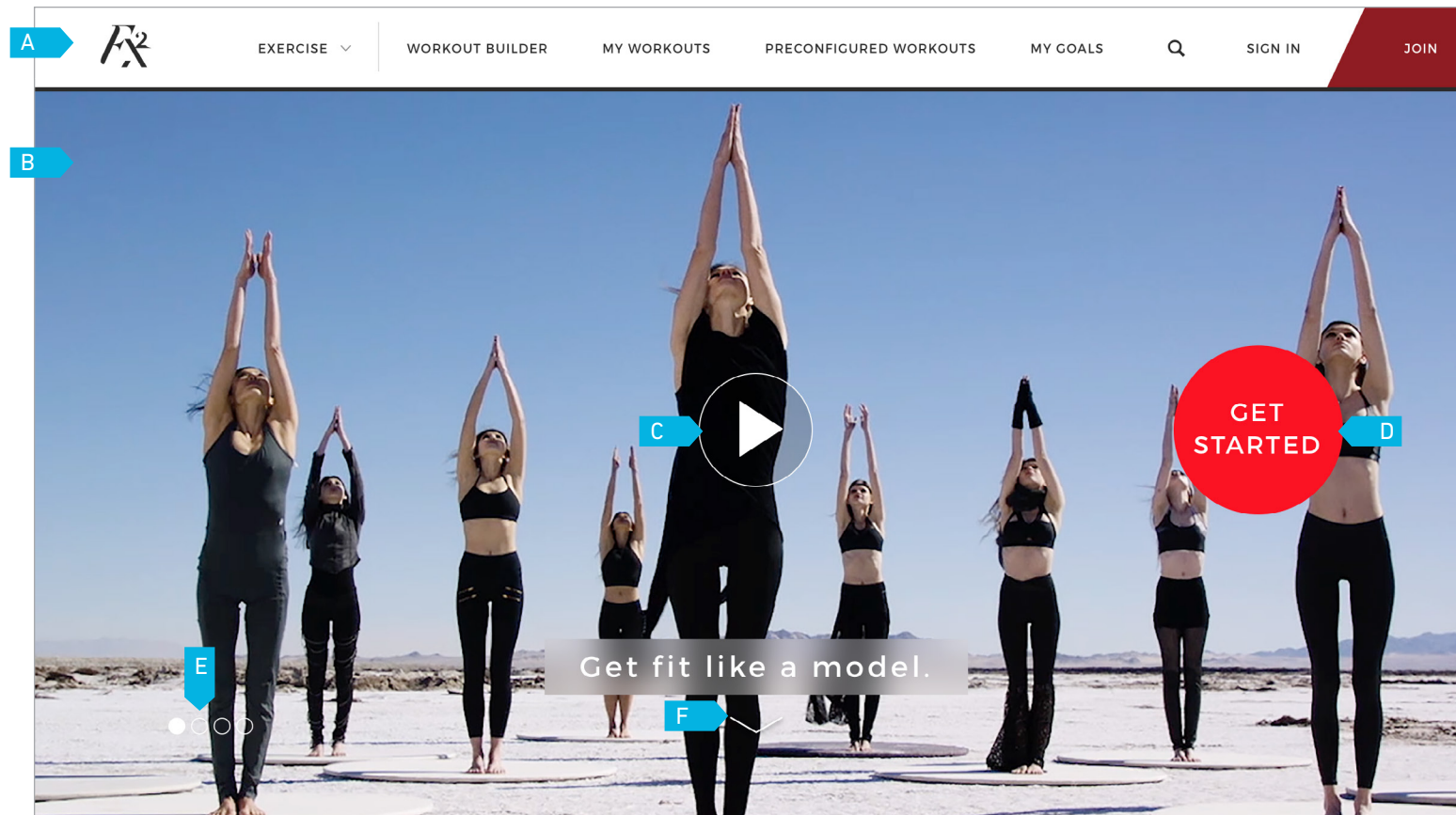
neuron

1. Homepage

WEB USER EXPERIENCE

1A HOMEPAGE

- A. When the user hovers over the F2X logo, it reveals the name: FASHION/FITNESS. The name is written using the 'Playfair Display' typeface, Regular weight, 18pt, with 1.69 character spacing.
- B. Background image is a 2 to 5 second long promotional video that features a still foreground and animated background. The size of the video is 1280px by 1160px.
- C. Invokes the SproutVideo Video Player, sized to 1066px by 600px. [GO TO 1B](#)
- D. Sends the user to the Workout Builder. [GO TO 6A](#)
- E. Proceeds to next promotional video. [GO TO 1D](#)
- F. Arrow animates up and down to direct the user below the fold.

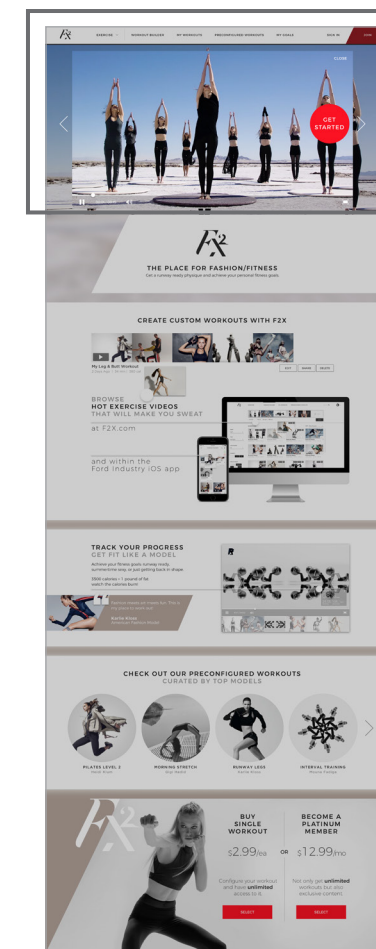
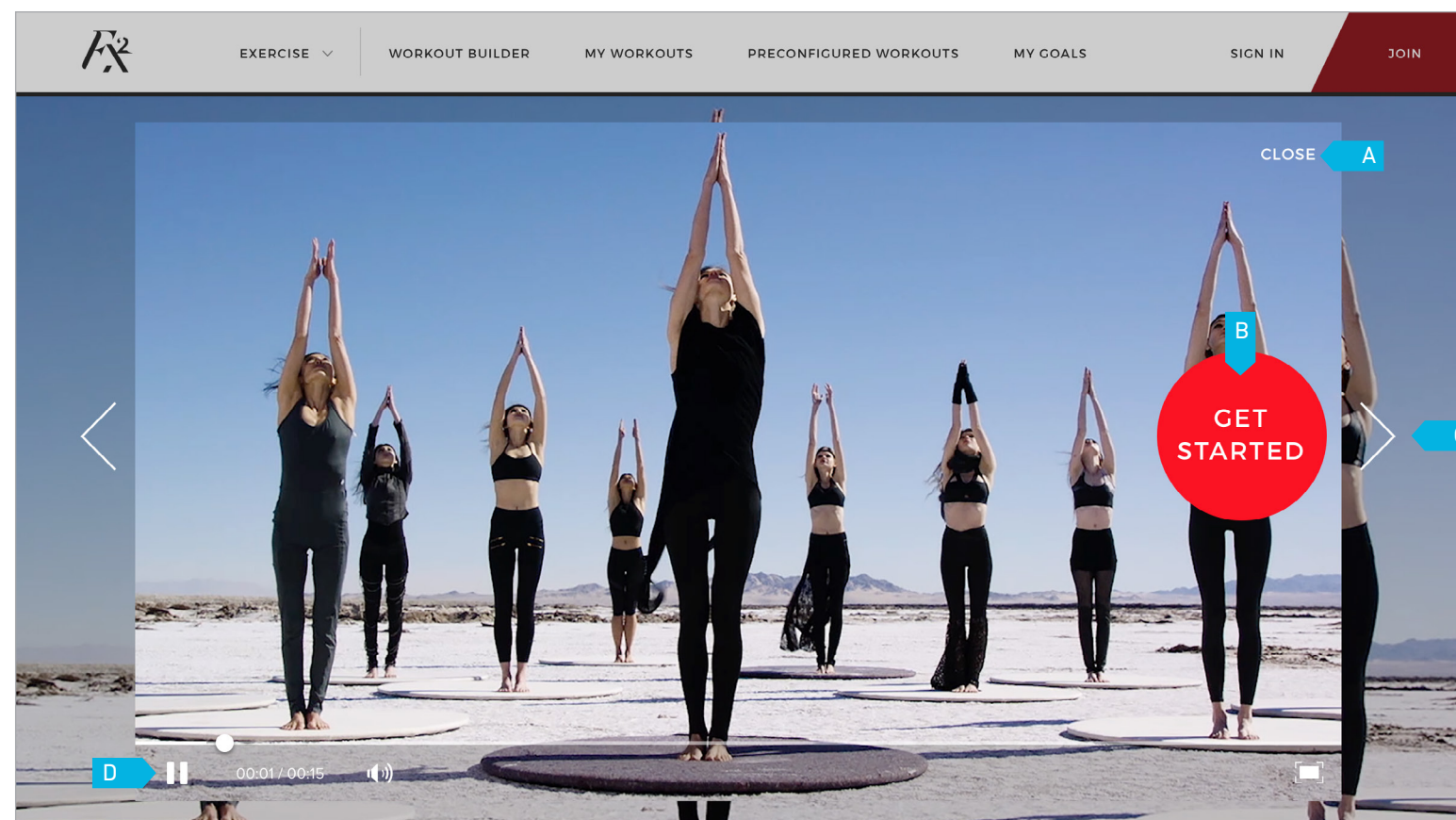


1. Homepage

WEB USER EXPERIENCE

1B HOMEPAGE Video Player

- A. GO TO 1A
- B. Sends the user to the Workout Builder. GO TO 6A
- C. GO TO 1C
- D. Once invoked, the video automatically starts playing.

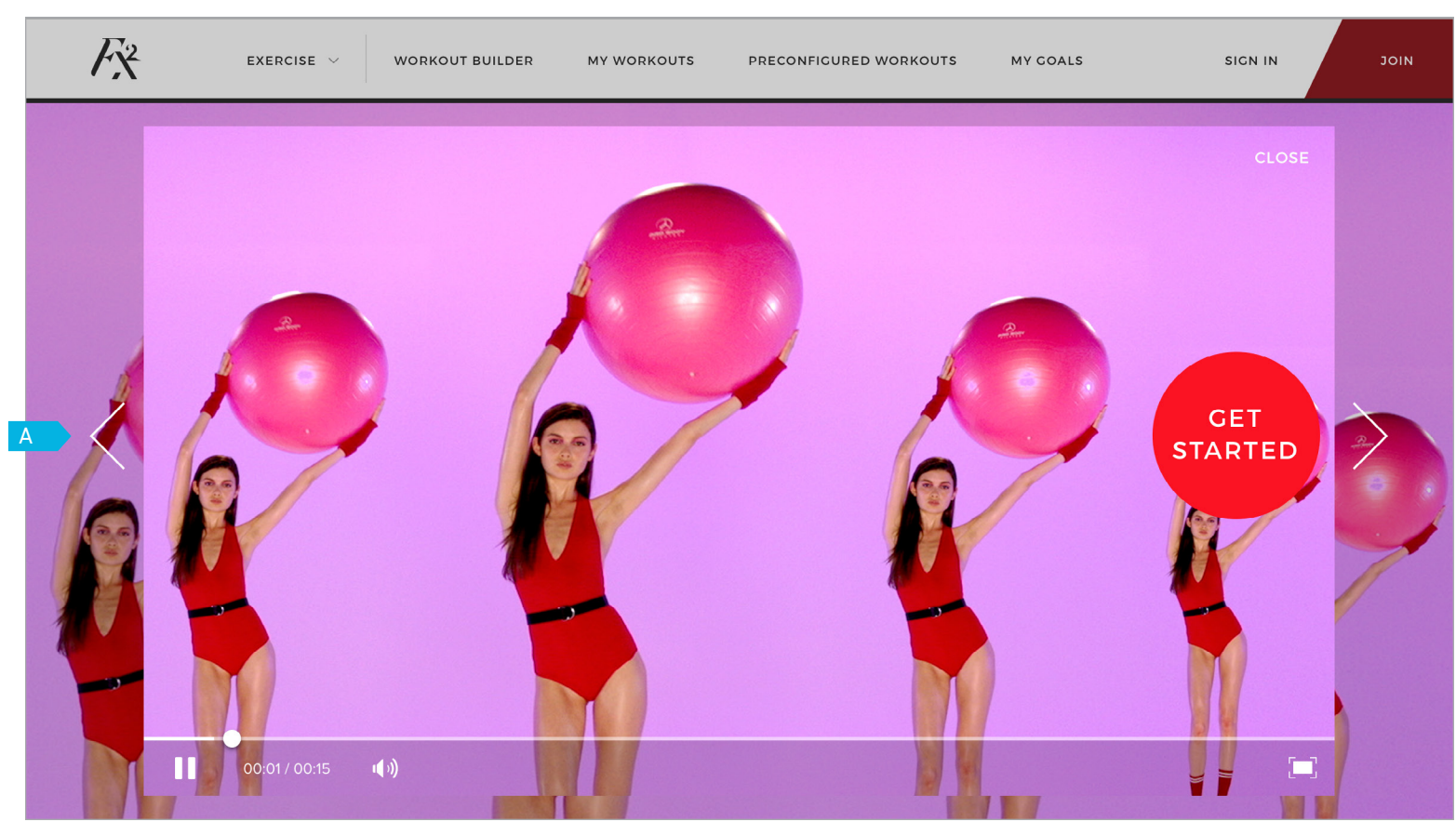


1. Homepage

WEB USER EXPERIENCE

1C HOMEPAGE
Video Player

A. GO TO 1B

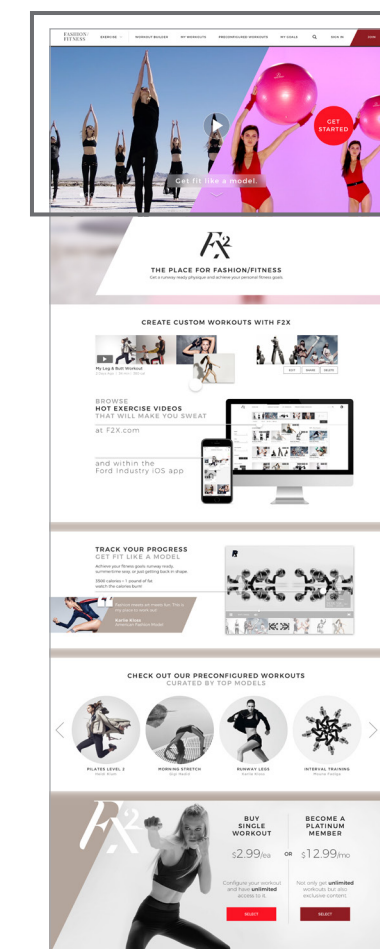
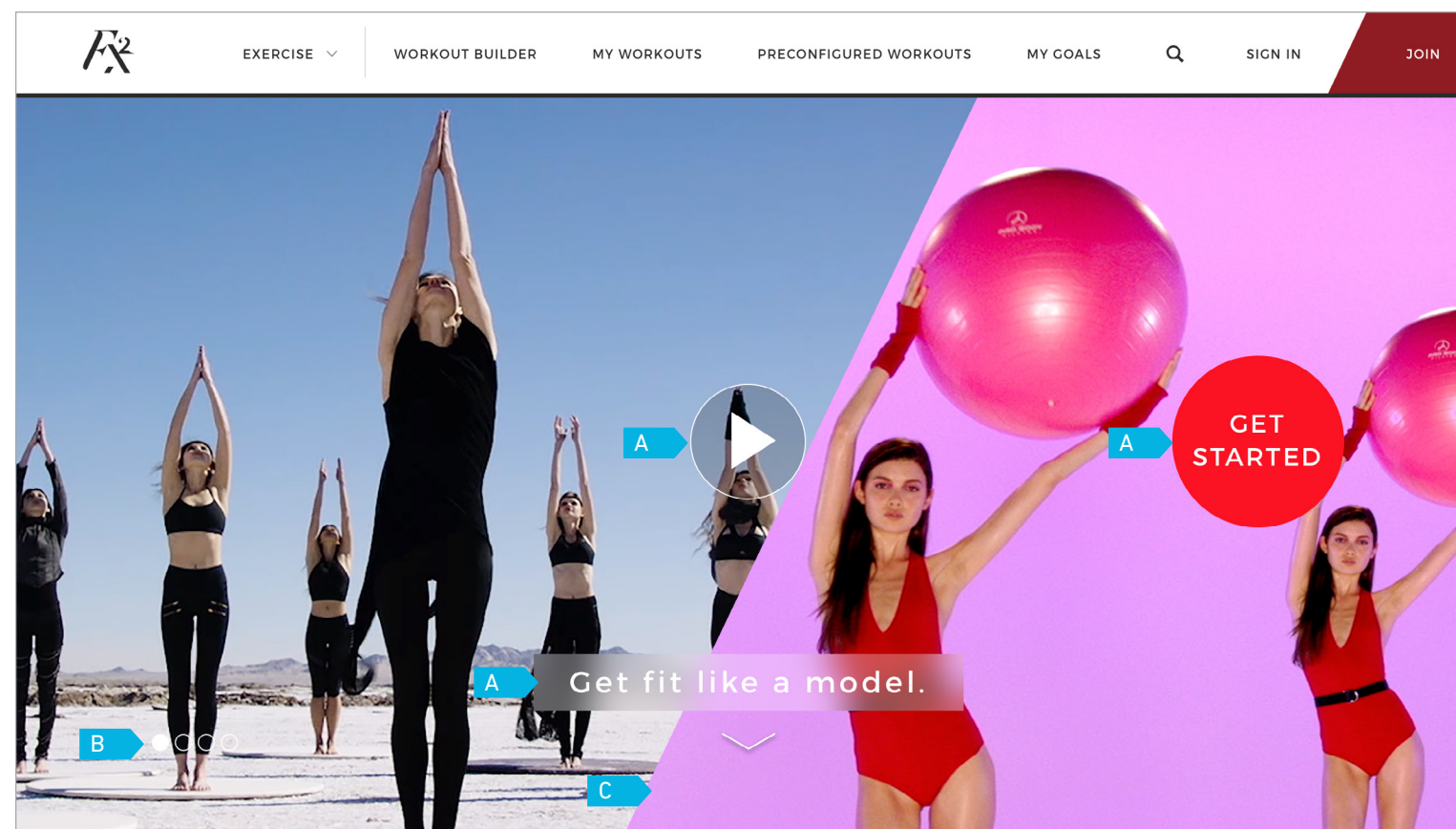


1. Homepage

WEB USER EXPERIENCE

1D HOMEPAGE Video Transition

- A. These elements remain sticky as the user clicks the second circle in the breadcrumb trail.
- B. Breadcrumb trail.
- C. When the images transition, the new image does not 'push' the proceeding image away. Rather the proceeding image gets cropped until it disappears.



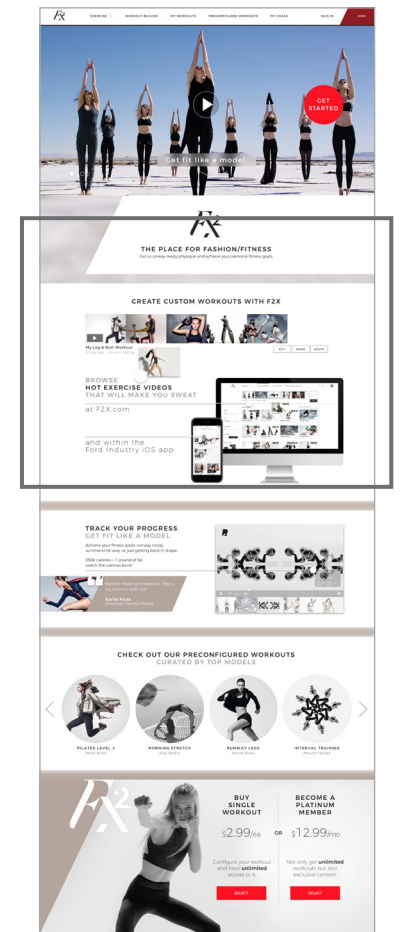
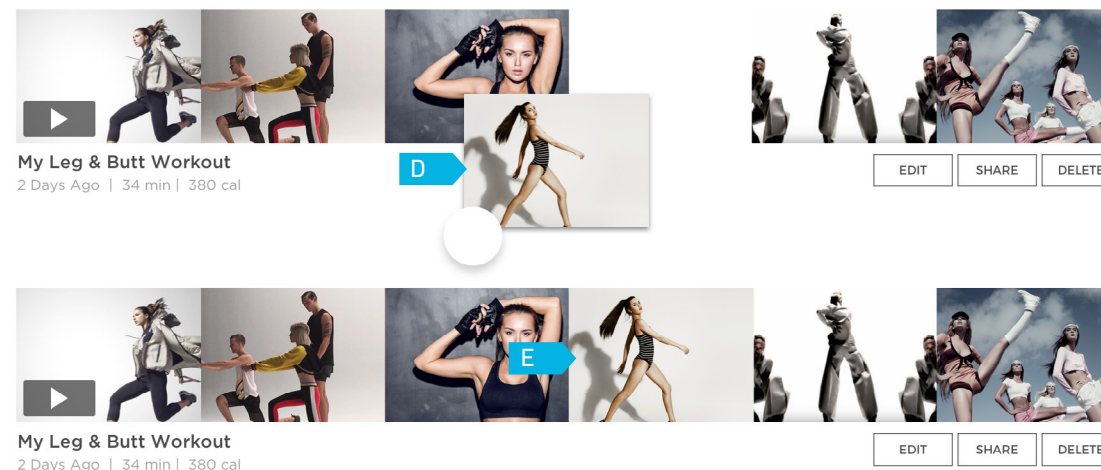
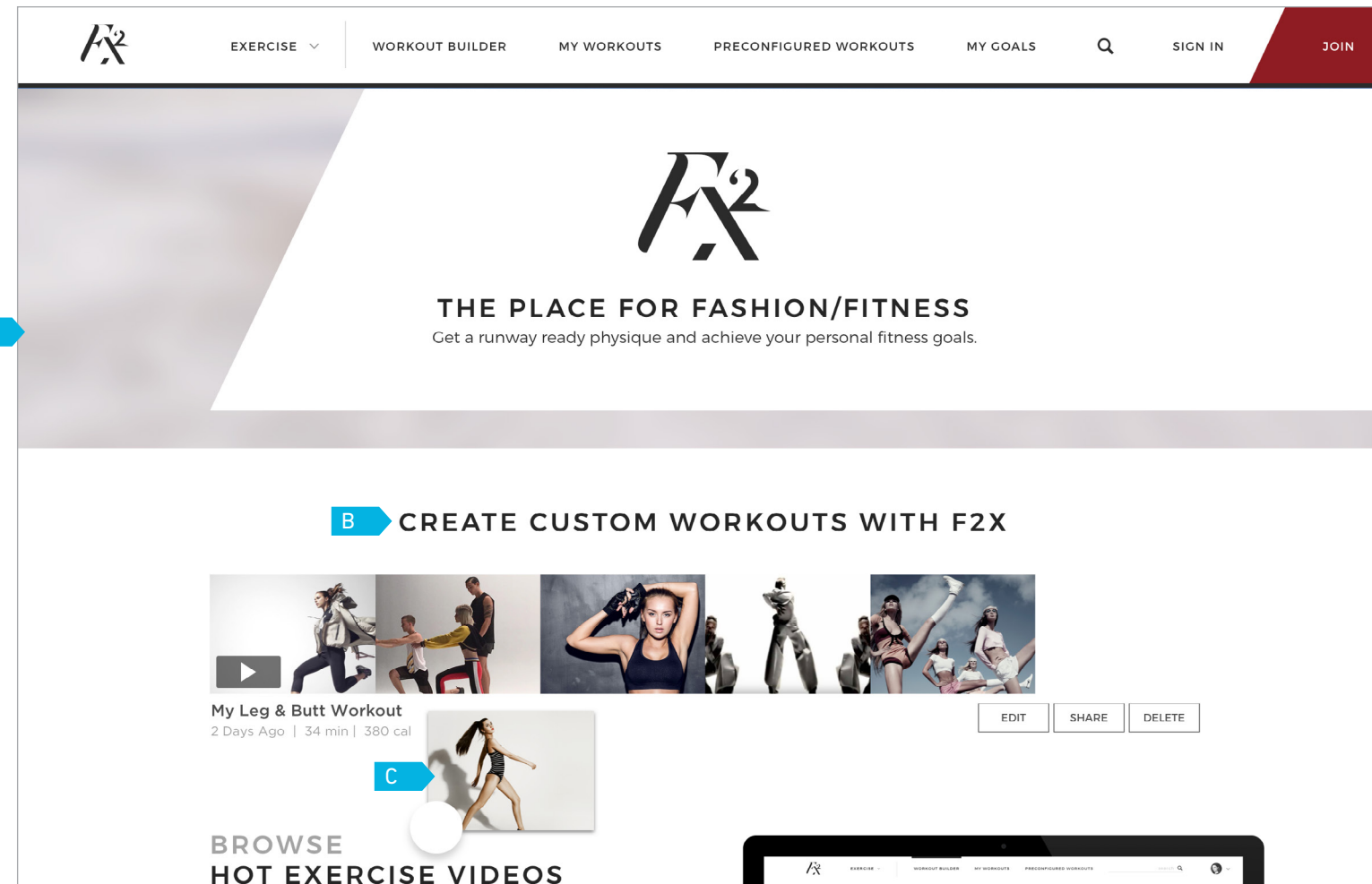
1. Homepage

WEB USER EXPERIENCE

1E

HOMEPAGE

- A. As the user scrolls down the page, a still frame of the video above the fold moves behind the white pads in the foreground using parallax.
- B. Headline text fades in as user scrolls down the page
- C. As the user scrolls down the page, this thumbnail and the associated white circle tracks up and to the right.
- D. As the thumbnail moves up the page, the 2 left-most thumbnails move to the right to make room.
- E. The final position of the thumbnail demonstrates to the user the concept of adding 6 UCs to create a Workout.

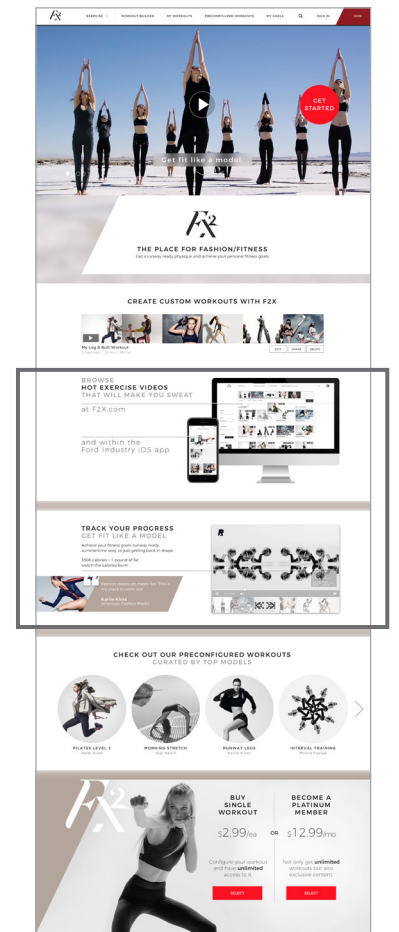
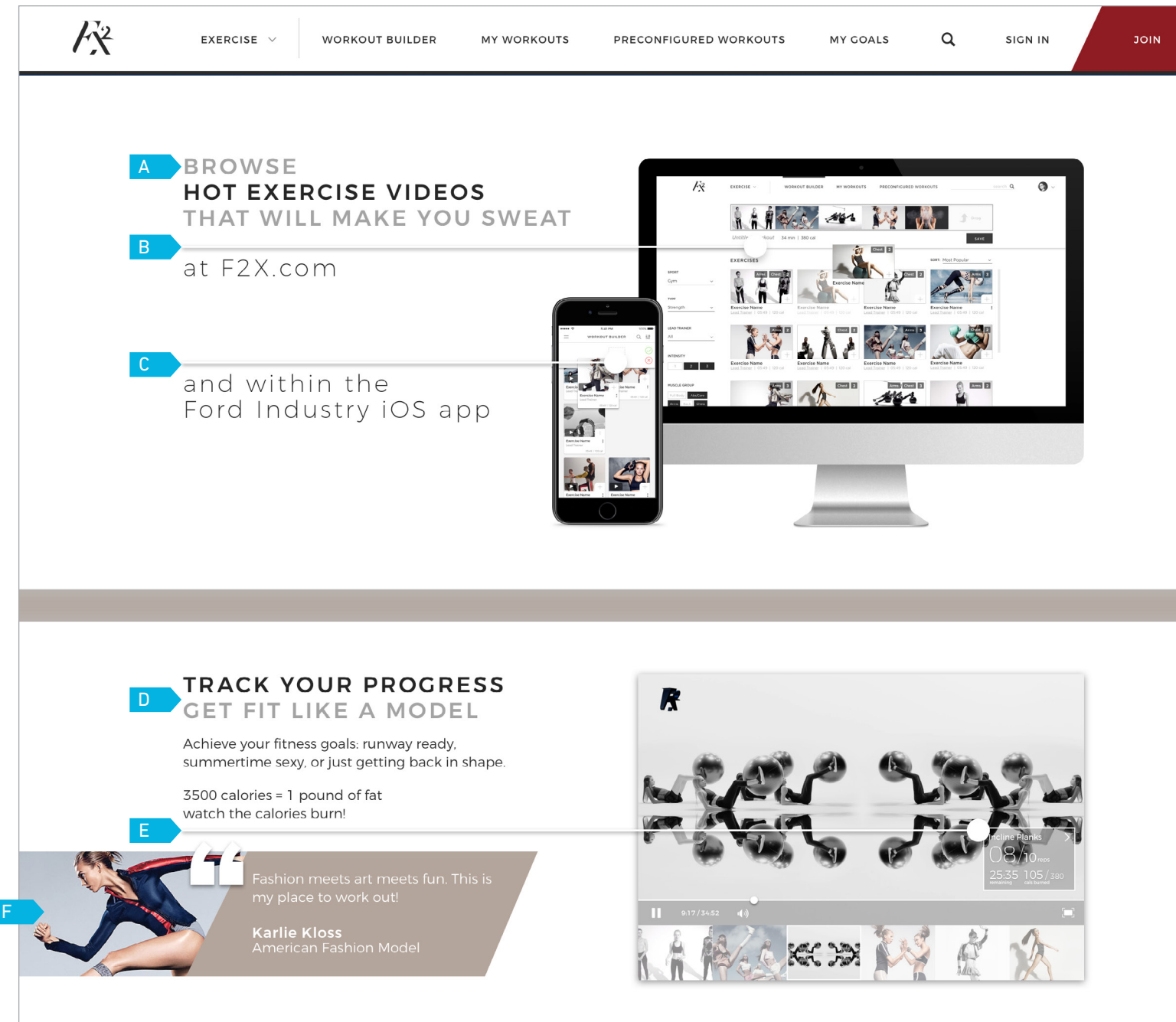


1. Homepage

WEB USER EXPERIENCE

1E HOMEPAGE

- A. Headline text fades in as user scrolls down the page.
- B. After the headline text above, the white line animates to the right and the 'at F2X.com' text appears.
- C. After the above animation, this white line animates to the right and the iPhone appears, then the 'and within the Ford Industry iOS app' text appears.
- D. This headline text fades in as user scrolls down the page.
- E. After the body text fades in, the white line animates to the right. Once the line arrives at the statistics overlay, the 485px by 273px video starts playing and the numbers animate to suggest progress.
- F. After the above animation, a celebrity testimonial animates in from the left-hand side of the screen.

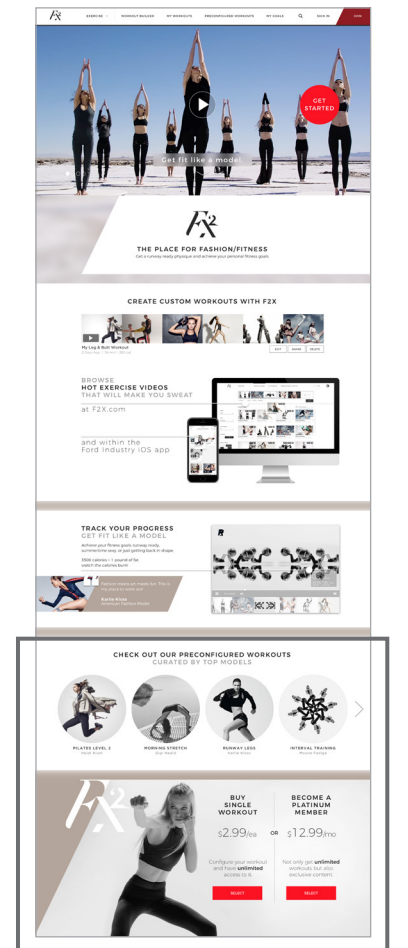
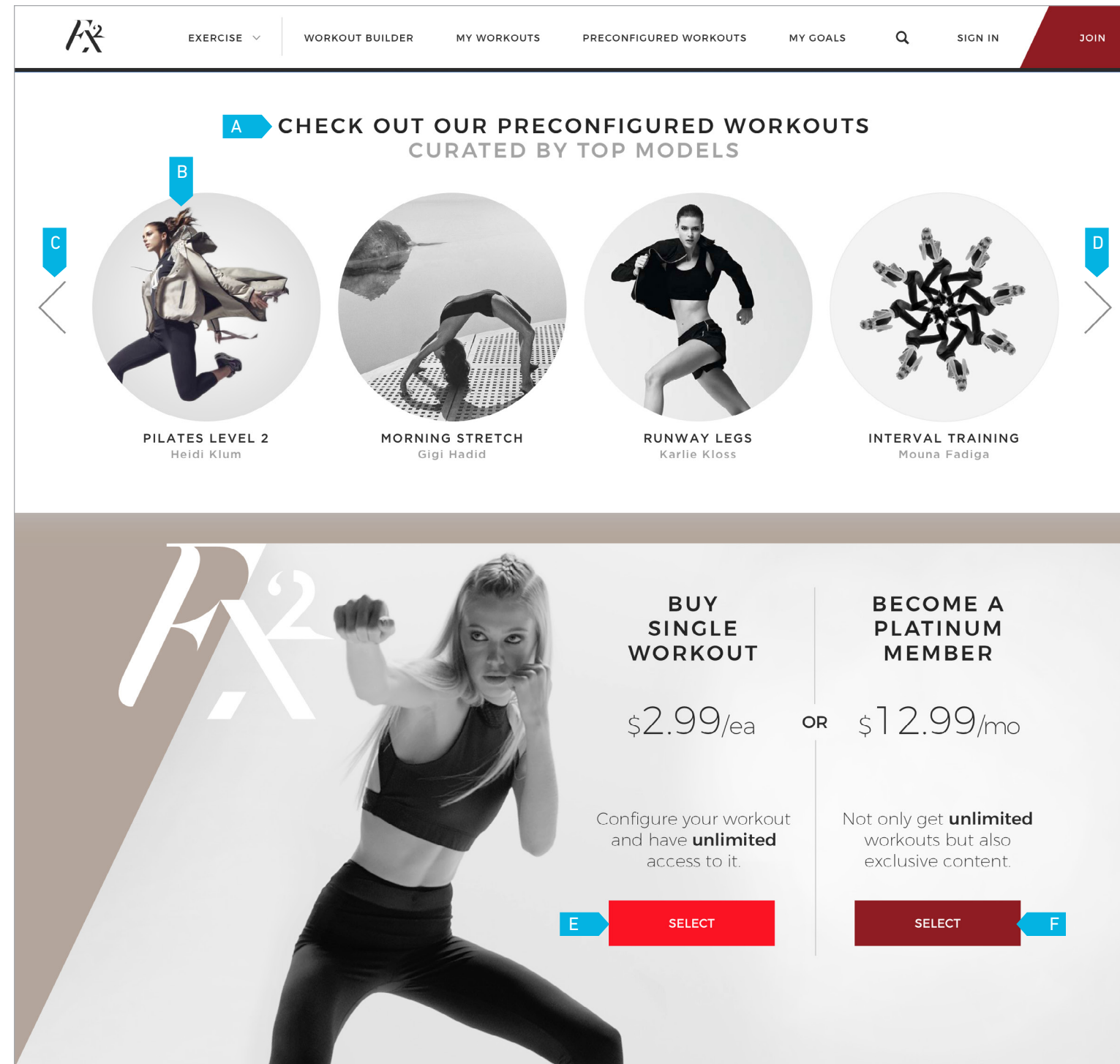


1. Homepage

WEB USER EXPERIENCE

1F HOMEPAGE

- A. Headline text fades in as user scrolls down the page.
- B. [GO TO 7A](#)
- C. Left arrow only appears once the user has clicked the right arrow.
- D. Advances the carousel 1 additional Preconfigured Workout
- E. [GO TO 6A](#)
- F. When the user hovers over the button, the color changes from FA0D1B to 85151A. [GO TO 2A](#)



2. Platinum - Card Sign Up

WEB USER EXPERIENCE

2A

JOIN

- A. Form field uses JavaScript to capture entries in real time.
- B. Button is hex color #C8C8C8 until the user has filled all of the above fields, at which point the button becomes hex color #222222.
- C. PayPal logo is greyscale and associated text is hex color #C1C1C1 until the user fills-in the Email, Username, and Password fields.

BECOME A PLATINUM MEMBER

\$12.99/mo

Unlimited online streaming access to all F2X content

A Email

Username

Password
Password must be a minimum of 6 characters

Name on Card

Card Number

Exp. Date CVV ? 2F

Payment Terms & Conditions 2H

C SUBMIT

D PAY WITH PAYPAL

Already a member? Sign In 4A

X 1F

2. Platinum - Card Sign Up

WEB USER EXPERIENCE

2B JOIN Fields Partially Completed

- A. PayPal logo becomes full-color and associated text becomes hex color #414141 once the user has filled-in the Email, Username, and Password fields.

BECOME A PLATINUM MEMBER X

\$12.99/mo

Unlimited online streaming access to all F2X content

Email
reynolds.daria@gmail.com

Username
daria.reynolds

Password
.....
Password must be a minimum of 6 characters


Name on Card

Card Number

Exp. Date CVV ?

Payment Terms & Conditions

SUBMIT

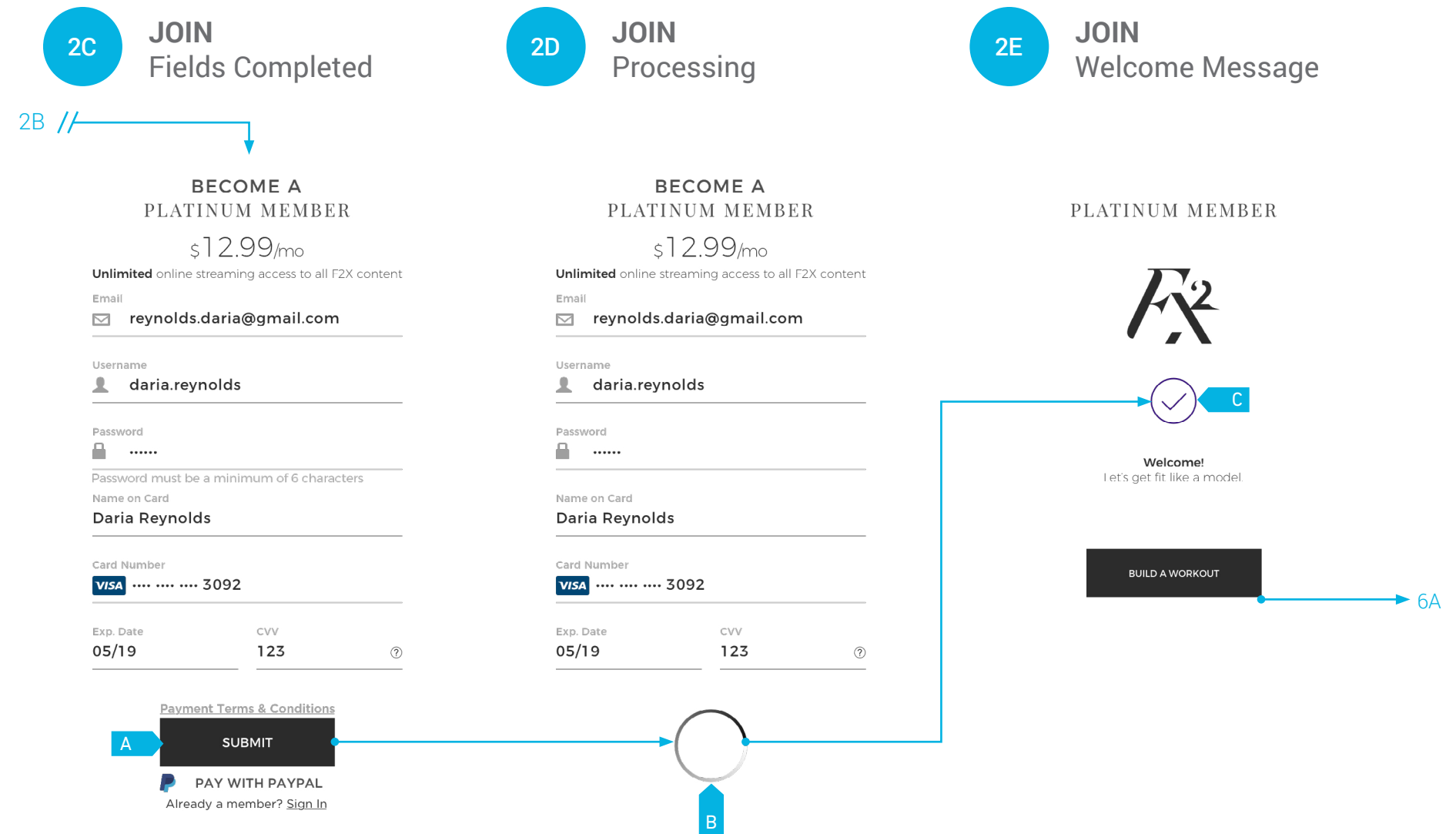
A  PAY WITH PAYPAL 3A

Already a member? [Sign In](#)

2. Platinum - Card Sign Up

WEB USER EXPERIENCE

- A. Clicking 'SUBMIT' processes the user's payment information via Stripe and, if successful, creates an F2X account for the user.
- B. While the payment processes, the submit button disappears and is replaced by an animating circle.
- C. Once the payment is accepted, the circle moves up the screen and becomes purple with a checkmark in the center.



2. Platinum - Card Sign Up

WEB USER EXPERIENCE

- A. If the user has made a field-specific error, they are presented with these error messages below the relevant field in hex color #FC5454. The 'SUBMIT' button remains inactive until the fields are corrected.
- B. If the user's credit card is declined, they are presented with this error message in hex color #FC5454. The 'SUBMIT' button remains inactive until they provide an alternate payment method.
- C. When the user clicks the '?' icon, this dialogue box fades in.

2F

JOIN
Field Errors

2A //

BECOME A
PLATINUM MEMBER

\$12.99/mo

Unlimited online streaming access to all F2X content

Email

reynolds.daria@gmail

Please enter a valid email address

Username

daria

This username has already been taken

Password

...

Password must be a minimum of 6 characters

Name on Card

Daria

Please enter the cardholder's full name

Card Number

VISA

Please enter a valid card number

Exp. Date

05/19

Please enter a valid date

CVV

1

Please enter a valid CVV

Payment Terms & Conditions

SUBMIT

PAY WITH PAYPAL

Already a member? [Sign In](#)

2G

JOIN
CVV Help

BECOME A
PLATINUM MEMBER

\$12.99/mo

Unlimited online streaming access to all F2X content

Email

reynolds.daria@gmail.com

Username

daria.reynolds

Password

.....

Name on Card

Daria Reynolds

Card Number

VISA 3092

Exp. Date

05/19

CVV

123

B

We are unable to process your card, please enter an alternate form of payment.

Payment Terms & Conditions

SUBMIT

PAY WITH PAYPAL

Already a member? [Sign In](#)

2H

JOIN
Payment Not Accepted

2A //

BECOME A
PLATINUM MEMBER

\$12.99/mo

Unlimited online streaming access to all F2X content

Email

Username

Password

Name on Card

Card Num

Exp. Date

CVV

C

The CVV Number on your credit card or debit card is a 3 digit number on the rear of VISA®, MasterCard® and Discover® branded credit and debit cards. On your American Express® branded credit or debit card it is a 4 digit numeric code located on the front.

Payment Terms & Conditions

SUBMIT

PAY WITH PAYPAL

Already a member? [Sign In](#)

2. Platinum - Card Sign Up

WEB USER EXPERIENCE

21 **JOIN**
Payment Terms

- A. When the user clicks on the 'Payment Terms and Conditions' text, this dialogue box fades in.

2A //

BECOME A
PLATINUM MEMBER

\$12.99/mo

Unlimited online streaming access to all F2X content

Email

Username

Password

Name on Card

Ex

Payment Terms & Conditions

SUBMIT

PAY WITH PAYPAL

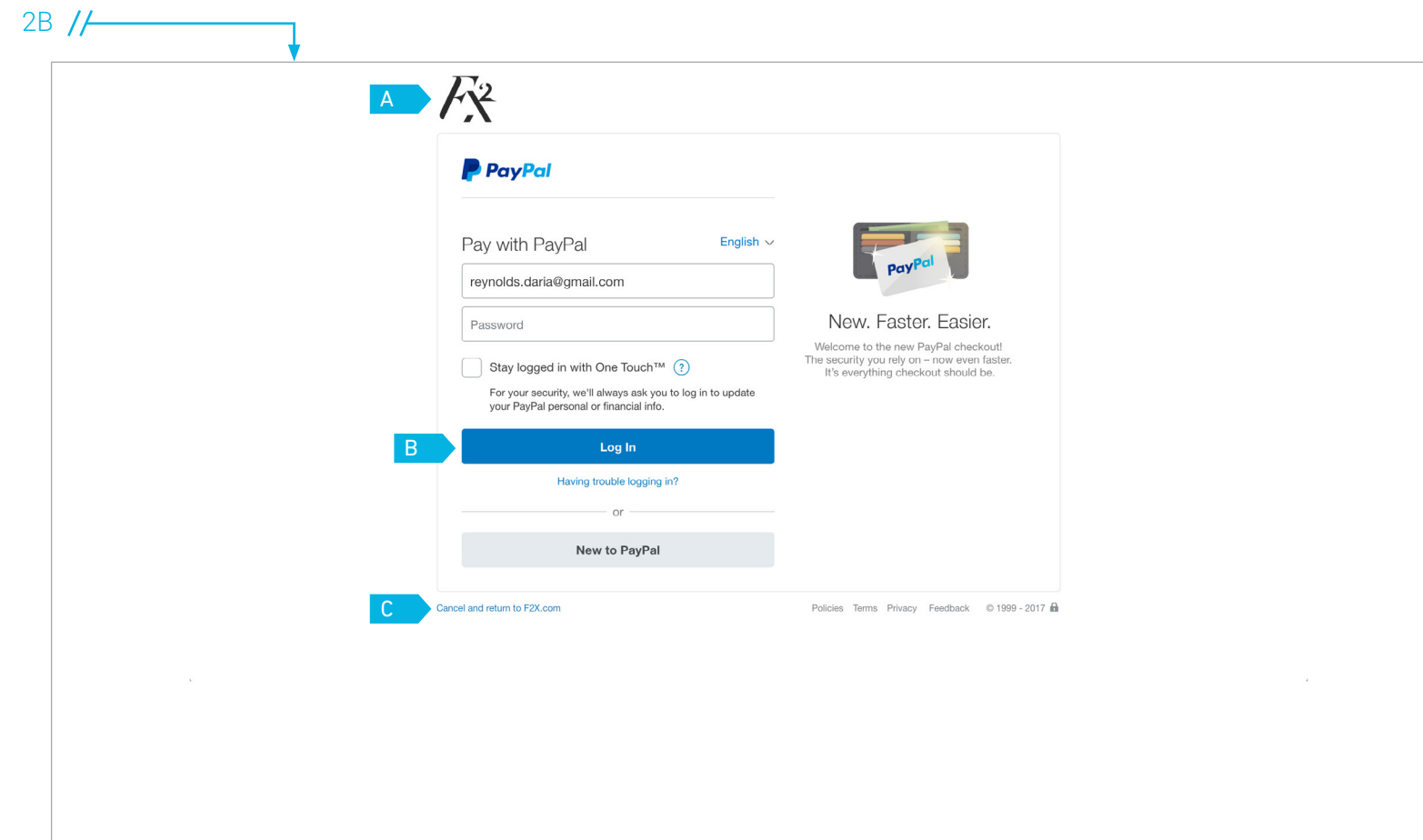
Already a member? [Sign In](#)

3. Platinum - PayPal Sign Up

WEB USER EXPERIENCE

3A PayPal

- A. PayPal login page is opened in the same tab as the F2X website.
- B. Upon completion of the PayPal Log In, the user is redirected to 2E
- C. Exits the PayPal website and returns the user to 2B without opening a new tab or window.



4. Sign In

WEB USER EXPERIENCE

4A Sign In

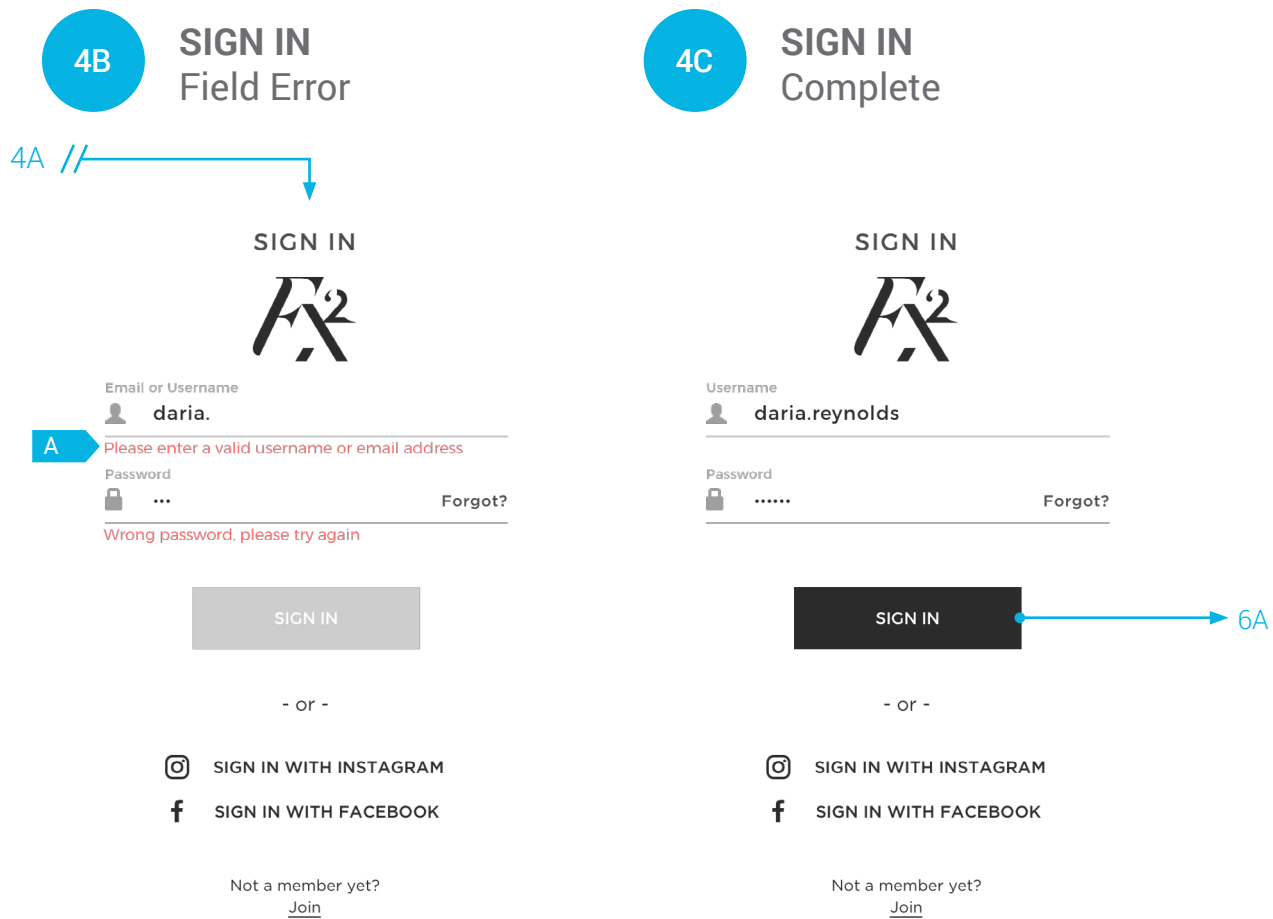
- A. Button is hex color C8C8C8 until the user has filled all of the above fields, at which point the button becomes hex color #222222.
- B. Launches oauth sign in through Facebook
- C. Launches oauth sign in through Instagram

The image shows a 'SIGN IN' form for a website. The form is titled 'SIGN IN' and features the 'FX2' logo. It includes two input fields: 'Email or Username' and 'Password'. A 'Forgot?' link is located next to the password field. Below the input fields is a 'SIGN IN' button. Underneath the button is a separator '- or -'. Below the separator are two social media login options: 'SIGN IN WITH INSTAGRAM' (with an Instagram icon) and 'SIGN IN WITH FACEBOOK' (with a Facebook icon). At the bottom of the form, there is a link 'Not a member yet? Join'. Annotations with arrows point to various elements: '2A' points to the top left of the form; '1F' points to the close button (X) in the top right; '5A' points to the 'Forgot?' link; 'A' points to the 'SIGN IN' button; 'B' points to the Instagram login option; 'C' points to the Facebook login option; and '2A' points to the 'Join' link.

4. Sign In

WEB USER EXPERIENCE

A. If the user has made a field-specific error, they are presented with these error messages below the relevant field in hex color #FC5454. The 'SIGN IN' button remains inactive until the fields are corrected.



5. Sign In - Forgot Password

WEB USER EXPERIENCE

5A FORGOT PASSWORD

- A. Button is hex color #C8C8C8 until the user has filled all of the above fields, at which point the button becomes hex color #222222.

2A //

FORGOT YOUR
PASSWORD?

Enter your email address below and we'll
email you a link to reset your password.

Email

A

SEND

Return to [Sign In](#)

X

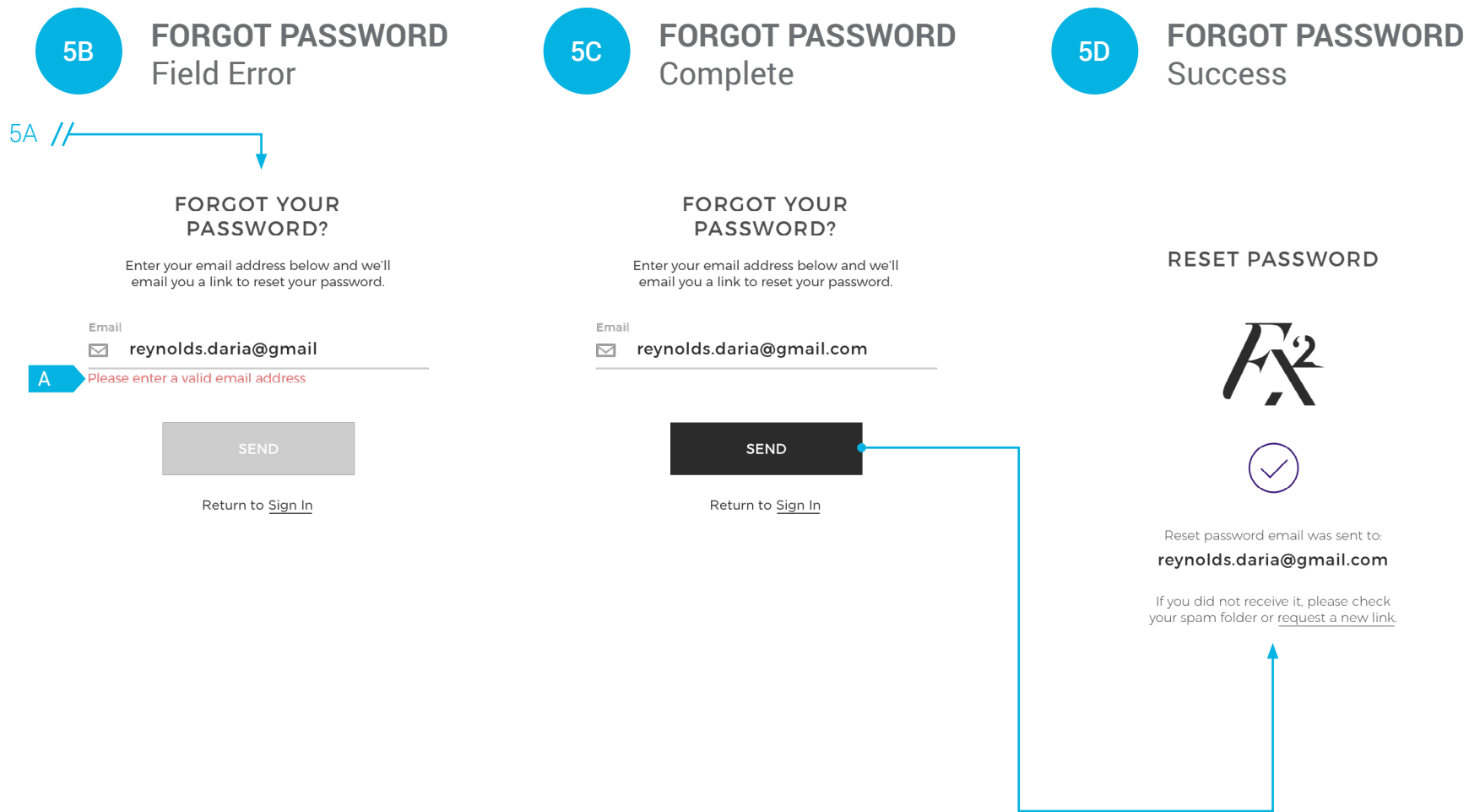
1F

1F

5. Sign In - Forgot Password

WEB USER EXPERIENCE

A. If the user has made a field-specific error, they are presented with these error messages below the relevant field in hex color #FC5454. The 'SIGN IN' button remains inactive until the fields are corrected.

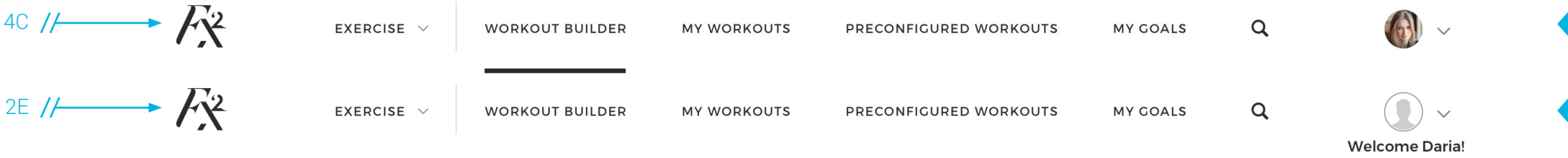
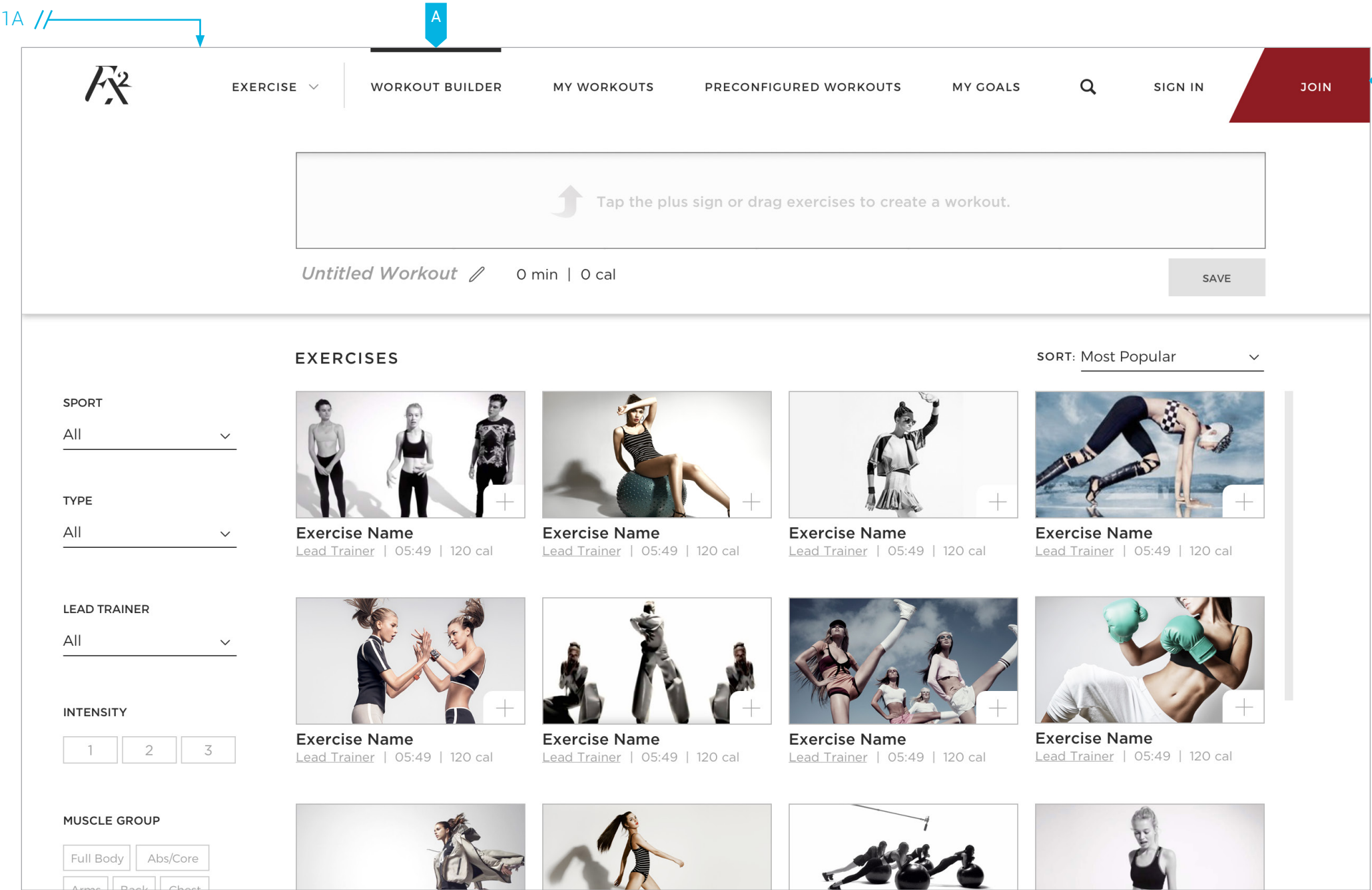


6. Workout Builder

WEB USER EXPERIENCE

6A WORKOUT BUILDER
No Filters

- A. When the user first lands on the page, a 4 px by 4 px square appears above the relevant top level nav item. The square then animates outward from the center-point to form a line the width of the 11pt text; In the case of 'WORKOUT BUILDER', it is a 124px wide line.
- B. If the user is Signed In, the 71 px tall 'JOIN' button and adjacent 'SIGN IN' text is replaced with the user's avatar and an additional affordances arrow (containing My Account and Sign Out).
- C. If the user has recently joined and has not associated a custom avatar image with their account, the header in the Workout Builder looks like this and they are presented with a welcome message below their avatar.

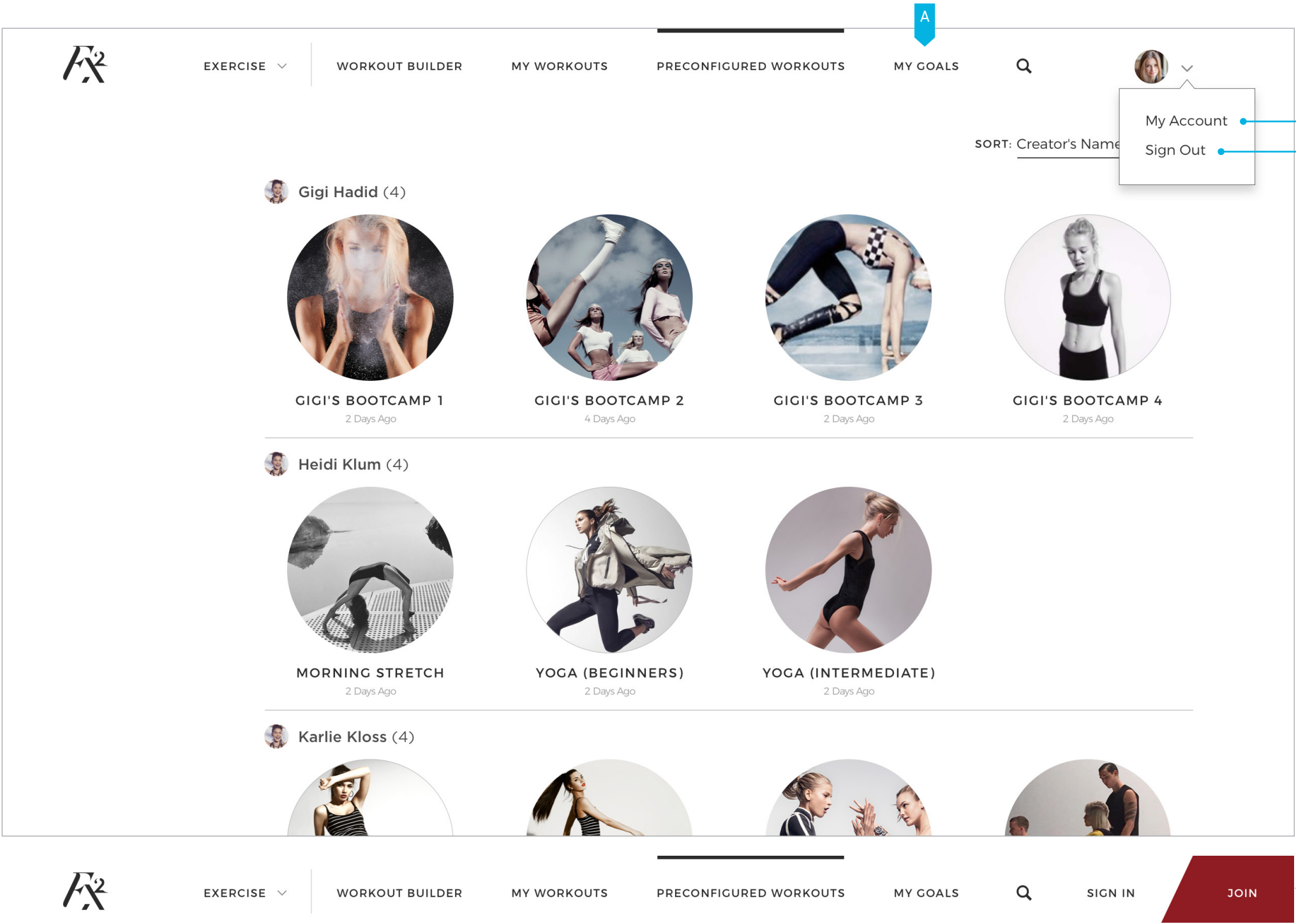


7. Preconfigured Workouts

WEB USER EXPERIENCE

7A PRECONFIGURED WORKOUTS
Sorted by Creator

A. GO TO 8A



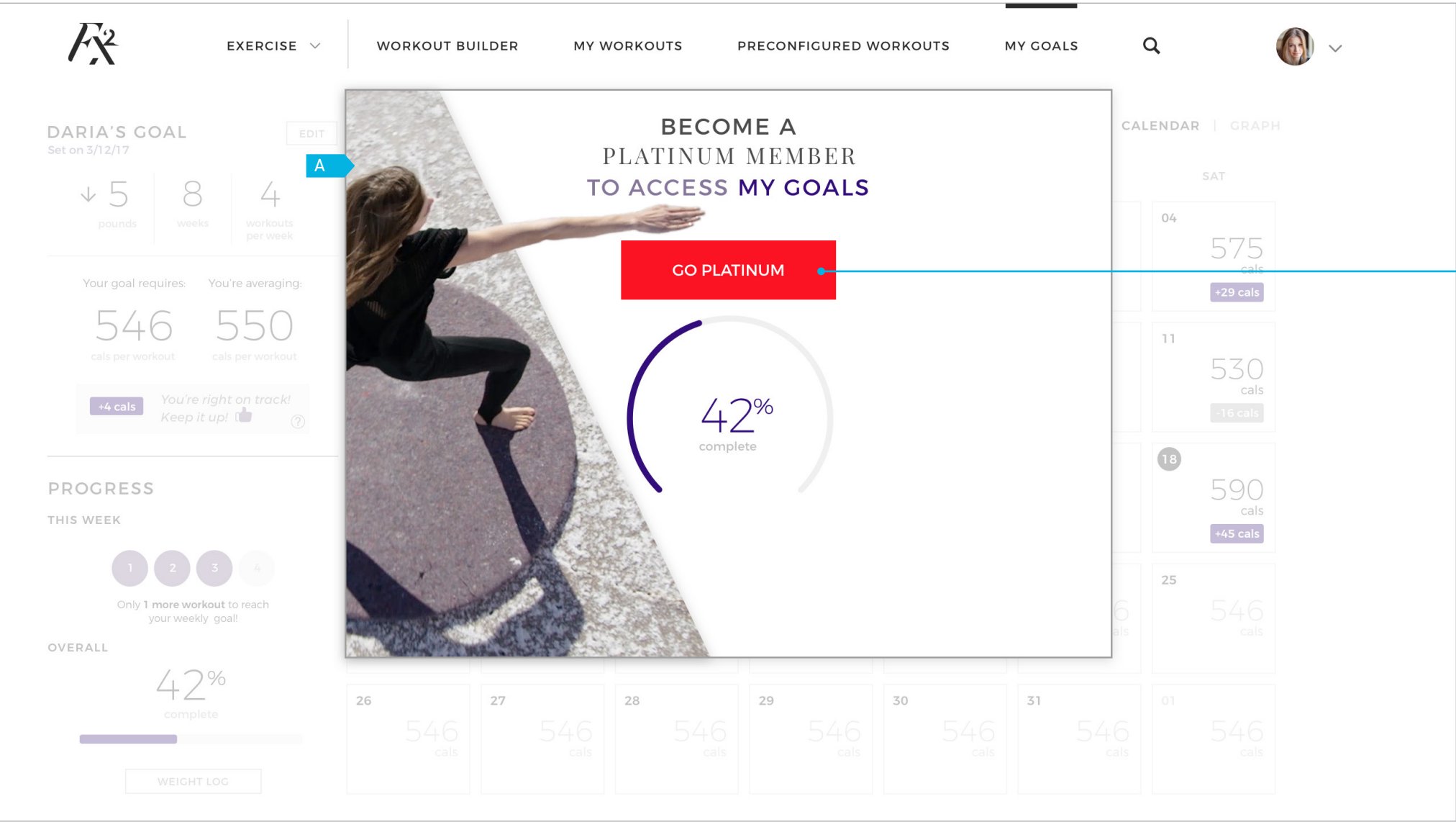
8. My Goals - Sign Up

WEB USER EXPERIENCE

8A

MY GOALS
Non-Platinum Member

A. If a non-Platinum Member selects the My Goals tab of the top level nav, they are presented with this page that has a non-dismissible modal over a preview of the Goal Calendar with faux data.



8. My Goals - Sign Up

WEB USER EXPERIENCE

8B

MY GOALS

Become a Platinum Member

X

BECOME A
PLATINUM MEMBER

\$12.99/mo

Unlimited online streaming access to all F2X content

Name on Card

Card Number

Exp. Date

CVV

?

Payment Terms & Conditions

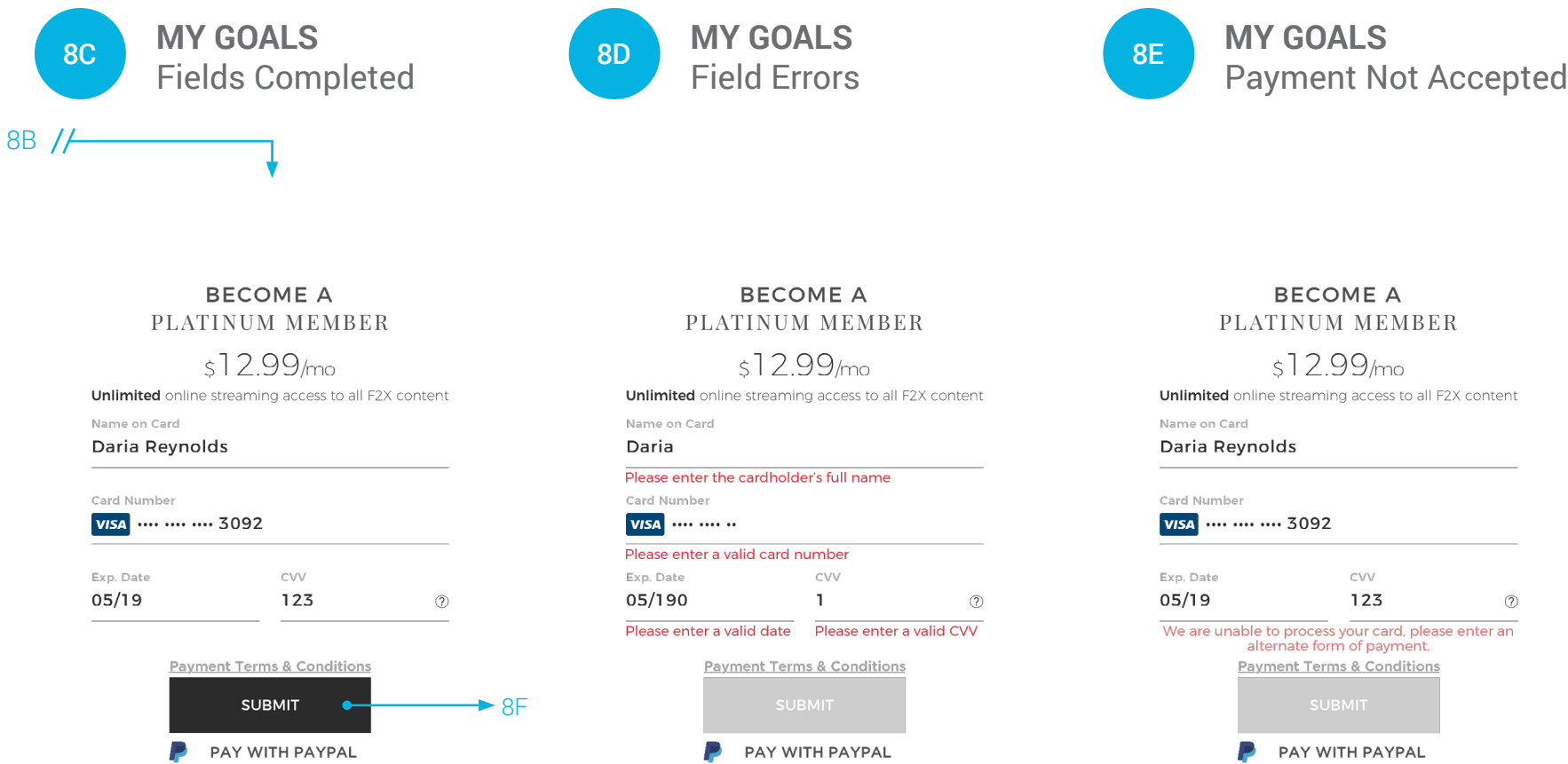
SUBMIT

PAY WITH PAYPAL

8A

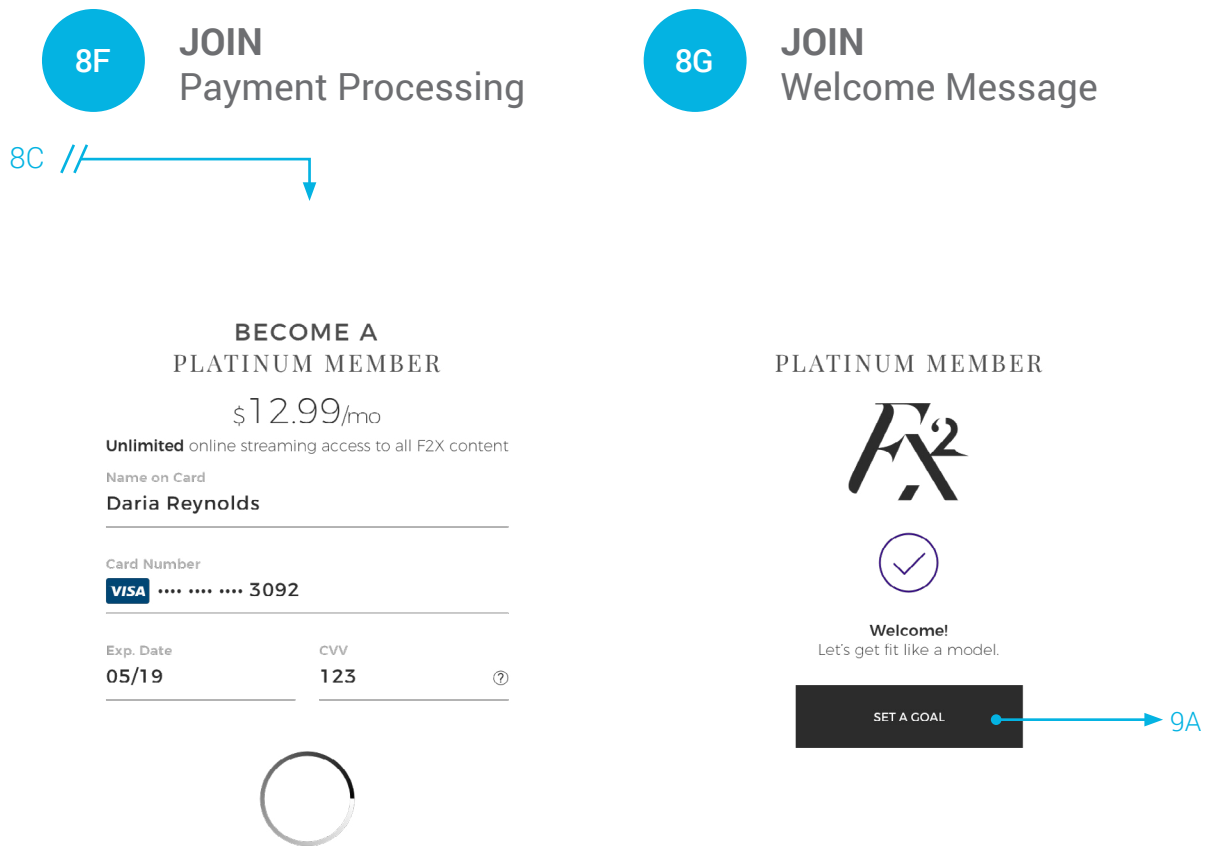
8. My Goals - Sign Up

WEB USER EXPERIENCE



8. My Goals - Sign Up

WEB USER EXPERIENCE



9. Set A Goal

WEB USER EXPERIENCE

9A MY GOALS All Fields


- A. Once the user registers to be a Platinum Member, the teaser on the My Goals page disappears and is replaced by the goal-setting form.
- B. The user is able to provide a unique name for the goal using a maximum of 20 characters.
- C. If the user has not already added their biometric data to the Account page, they are presented with these fields when they go to set a personal goal.
- D. Assuming the user fills out the form from top to bottom, he/she may have a restricted set of options for the Target Date based on the set threshold for maximum calorie expenditure per workout (editable by administrator).

9. Set A Goal

WEB USER EXPERIENCE

9B MY GOALS Reasonable Goal

- A. Once the user completes the three fields, he/she is provided with an estimate for the average calorie expenditure per workout that is required to meet their goal.
- B. Button becomes hex color #222222 once all of the required fields are completed




EXERCISE


WORKOUT BUILDER

MY WORKOUTS

PRECONFIGURED WORKOUTS

MY GOALS





SET A PERSONAL GOAL

Complete the fields below to create a workout schedule.

Name of Goal

Birthdate (MM/DD/YYYY)

04/08/2000

Gender

Female

Heght

5'

10"

Weight (lbs.)

125

Target Weight (lbs.)

120

Workouts per Week

4

Target Date

8 Weeks

C

Your goal requires:

547

calories burned per workout

D

SAVE

10A

9. Set A Goal

WEB USER EXPERIENCE

- A. The user has proposed a weight-loss goal that would place them at an Underweight BMI. The user is able to set the goal, but they are presented with this message.
- B. The user has proposed a weight-loss goal that would place them below a 16 BMI. The user is unable to set their goal and is presented with this message. The 'SET GOAL' button becomes inactive until the user specifies a safe weight.
- C. If the user inputs parameters that would require burning in excess of 1500 calories per day, they are presented with this message and the 'SET GOAL' button becomes inactive until the user modifies the time frame.

9C

MY GOALS
Reasonable + Warning

SET A PERSONAL GOAL

Complete the fields below to create a workout schedule.

Name of Goal

Birthday (MM/DD/YYYY)

04/08/2000

Gender

Female

Heght

5'

10"

Weight (lbs.)

125

Target Weight (lbs.)

115

Workouts per Week

4

Target Date

8 Weeks

Your goal requires:

1094

calories burned per workout

SET GOAL

A

The weight entered is lower than the recommended BMI

9D

MY GOALS
Unacceptable Weight

SET A PERSONAL GOAL

Complete the fields below to create a workout schedule.

Name of Goal

Birthday (MM/DD/YYYY)

04/08/2000

Gender

Female

Heght

5'

10"

Weight (lbs.)

125

Target Weight (lbs.)

110

Workouts per Week

5

Target Date

8 Weeks

Your goal requires:

1313

calories burned per workout

SET GOAL

B

The weight entered is dangerously underweight.

9E

MY GOALS
Unacceptable Daily Calorie Burn

SET A PERSONAL GOAL

Complete the fields below to create a workout schedule.

Name of Goal

Birthday (MM/DD/YYYY)

04/08/2000

Gender

Female

Heght

5'

10"

Weight (lbs.)

125

Target Weight (lbs.)

120

Workouts per Week

2

Target Date

4 Weeks

Your goal requires:

2188

calories burned per workout

SET GOAL

C

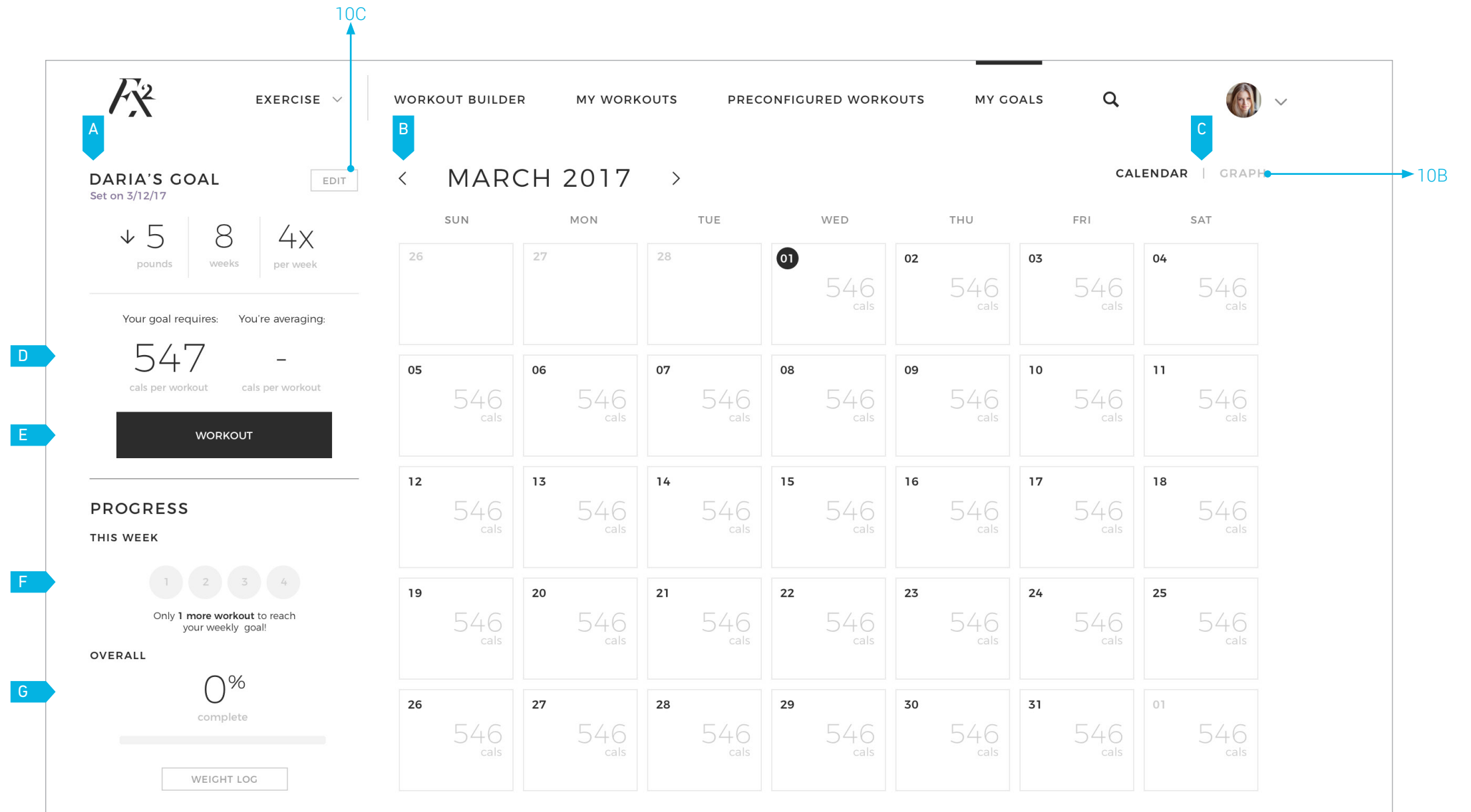
Modify the date to allow more time to reach your goal

10. My Goals

WEB USER EXPERIENCE

10A MY GOALS Calendar

- A.** Info panel containing a summary of the user's goal and progress is docked on the left of the screen. The goal is located prominently at the top of the info panel.
- B.** User is able to cycle through the months using these arrows
- C.** Past and future workouts may be viewed as a calendar or a graph.
- D.** A side-by-side comparison of the target number of calories per workout versus the user's average calories per workout to date.
- E.** The 'Day 0' version of the Calendar contains a button that will sent the user to My Workouts (11A) if they have created a Workout or to the Workout Builder (6A) if they have not.
- F.** Indicates the number of workouts the user has completed this week.
- G.** Indicates the user's overall progress towards meeting their goal.

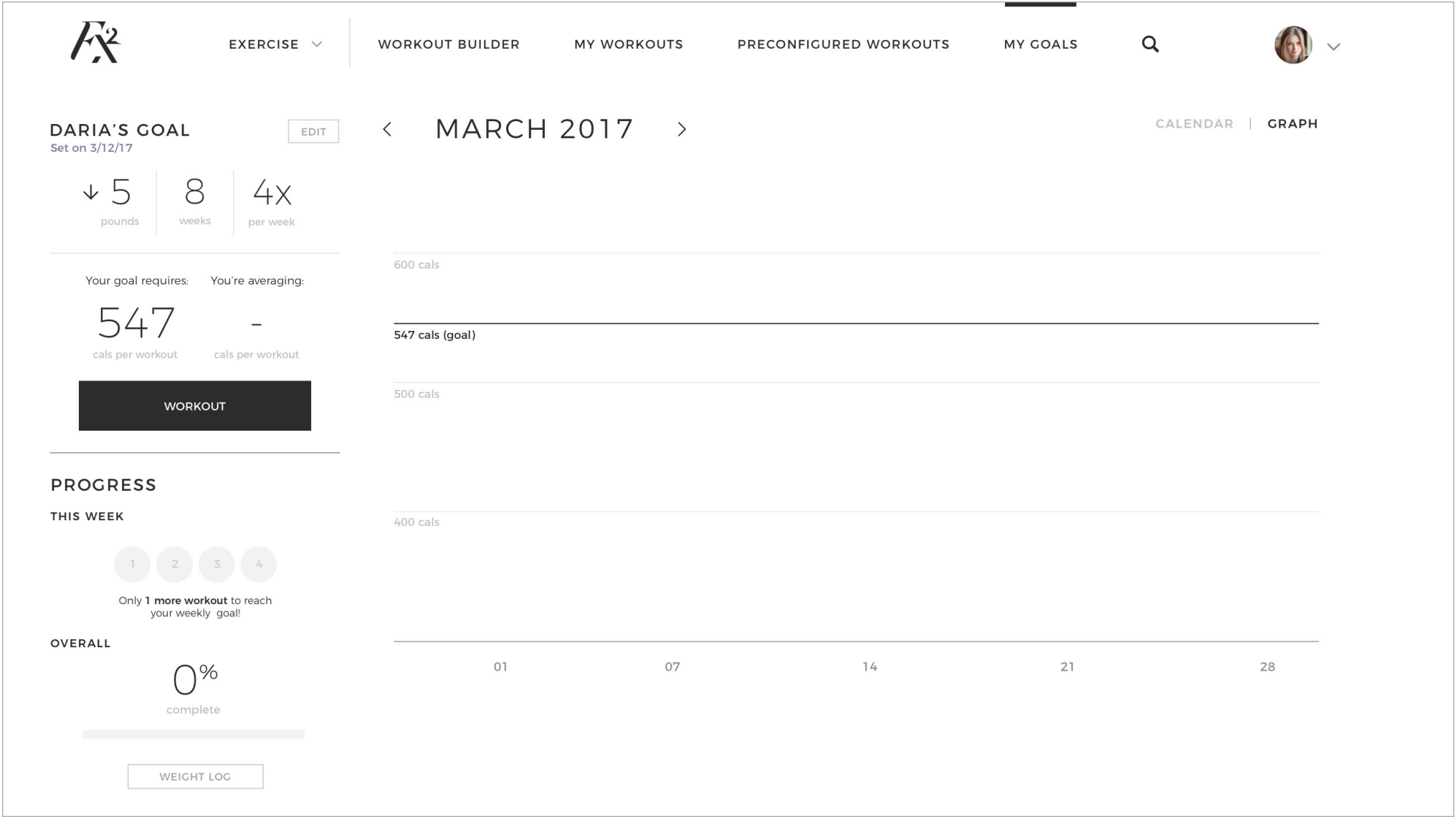


10. My Goals

WEB USER EXPERIENCE

10B

MY GOALS
Graph



10. My Goals

WEB USER EXPERIENCE

10C

MY GOALS

Edit Goal

EXERCISE

WORKOUT BUILDER

MY WORKOUTS

PRECONFIGURED WORKOUTS

MY GOALS

Q

DARIA'S GOAL

Set on 3/12/17

EDIT

↓ 5

pounds

8

weeks

4

workouts per week

Your goal requires:

You're averaging:

547

cals per workout

-

cals per workout

WORKOUT

PROGRESS

THIS WEEK

1

2

3

4

Only 1 more workout to reach your weekly goal!

OVERALL

0%

complete

WEIGHT LOG

CLOSE

CALENDAR

GRAPH

EDIT DARIA'S GOAL

Name of Goal

Daria's Goal

Weight (lbs.)

125

Target Wight (lbs.)

120

Workouts per Week

4

▼

Target Date

8 Weeks

▼

Your goal requires:

547

calories burned per workout

SAVE

END GOAL

10. My Goals

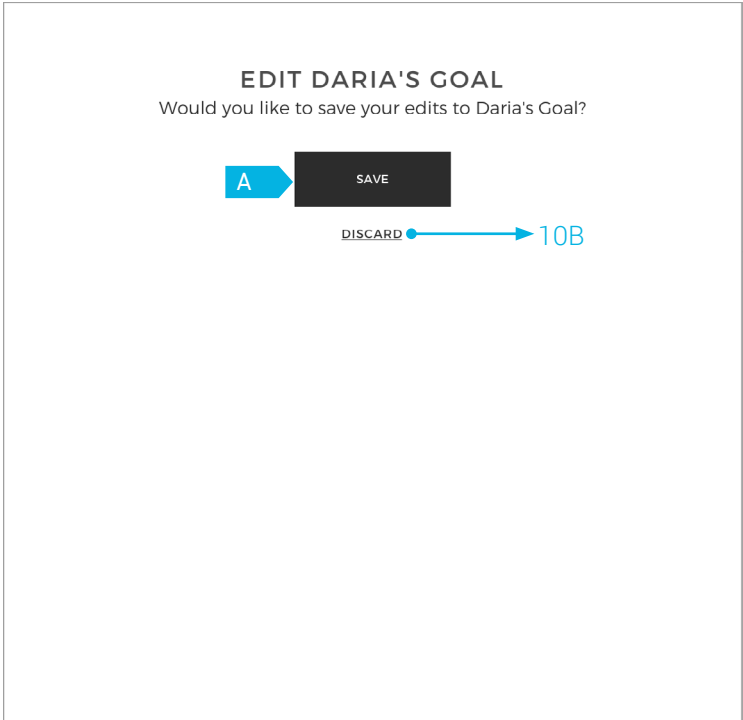
WEB USER EXPERIENCE

10D

MY GOALS

Save Edits to Goal

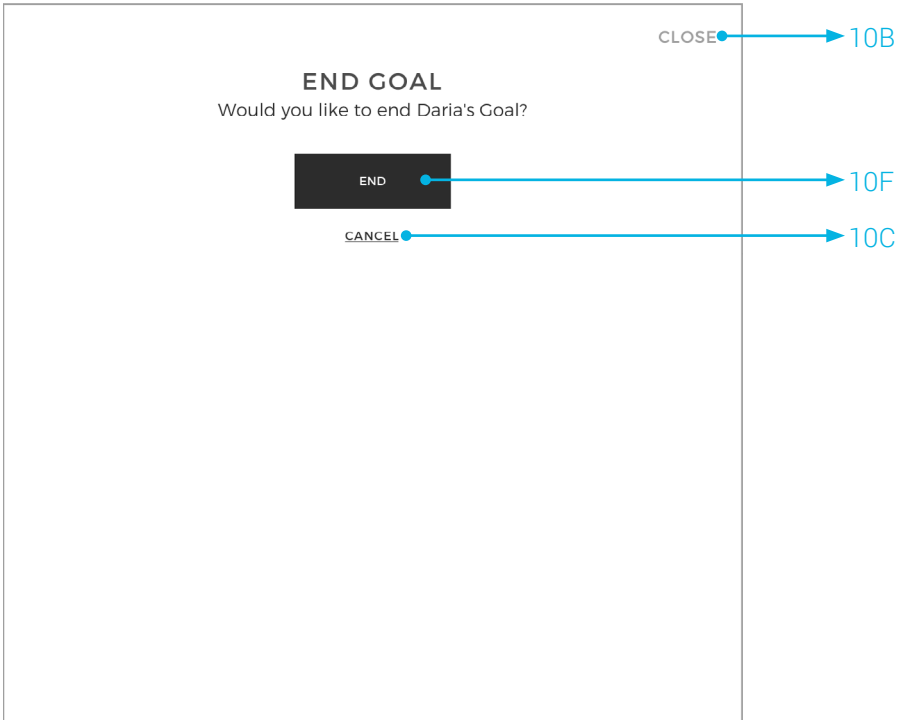
A. If the user dismisses the Edit Goal modal without saving their changes, they are presented with this non-dismissible message.



10E

MY GOALS

End Goal



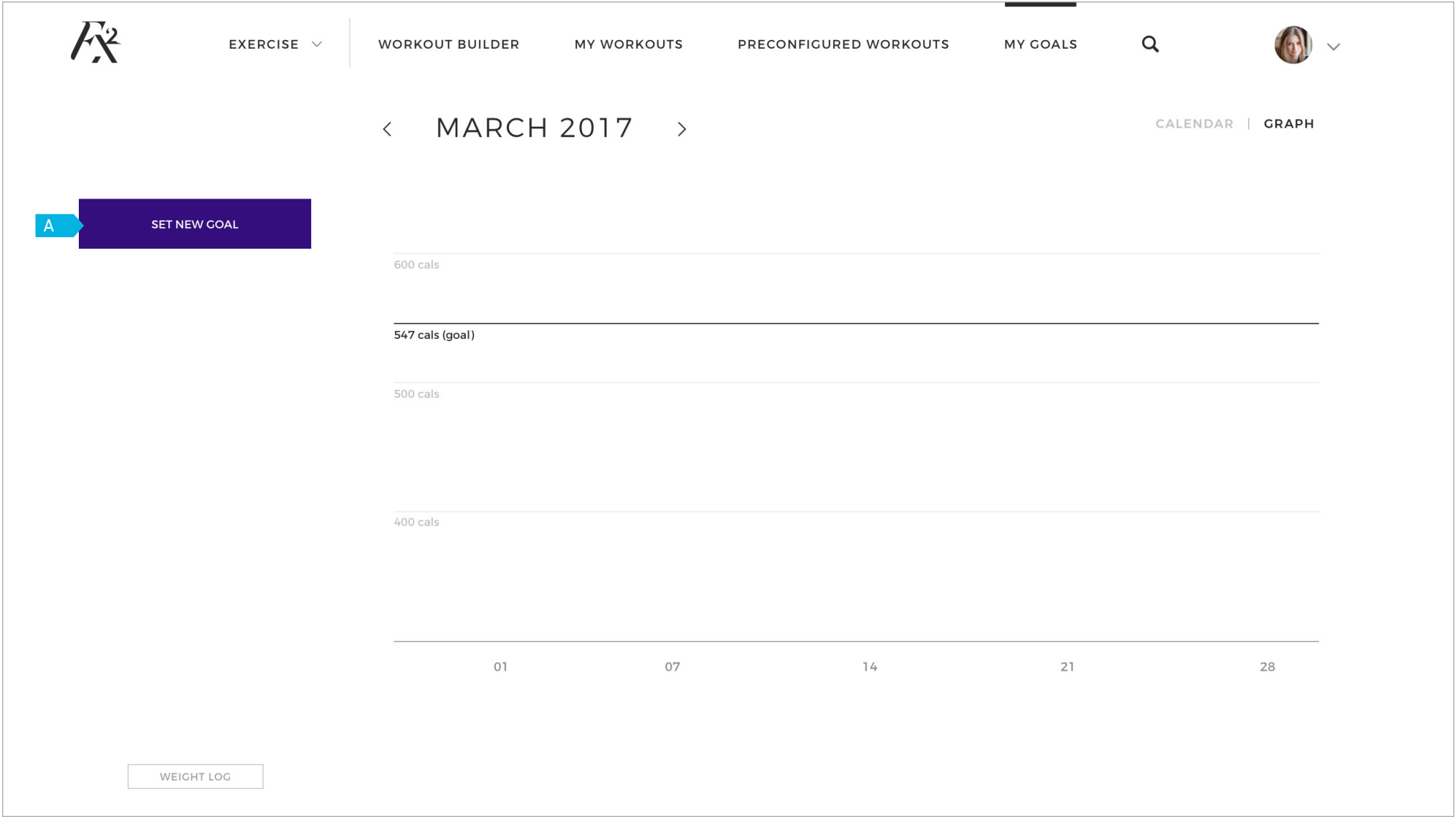
10. My Goals

WEB USER EXPERIENCE

10F

MY GOALS
Edit Goal

A. The a Platinum Member is within the My Goals Page without a goal currently set, the Info Panel is replaced with a 'SET NEW GOAL' button. If clicked, the button opens modal 10G.



10. My Goals

WEB USER EXPERIENCE

10G

MY GOALS
Edit Goal

EXERCISE

WORKOUT BUILDER

MY WORKOUTS

PRECONFIGURED WORKOUTS

MY GOALS

SEARCH

USER

SET NEW GOAL

WEIGHT LOG

CLOSE

SET A PERSONAL GOAL

Complete the fields below to create a workout schedule.

Name of Goal

Weight (lbs.)

Target Weight (lbs.)

Workouts per Week

Target Date

Enter a goal to see a per workout calorie estimate.

SET GOAL

CALENDAR

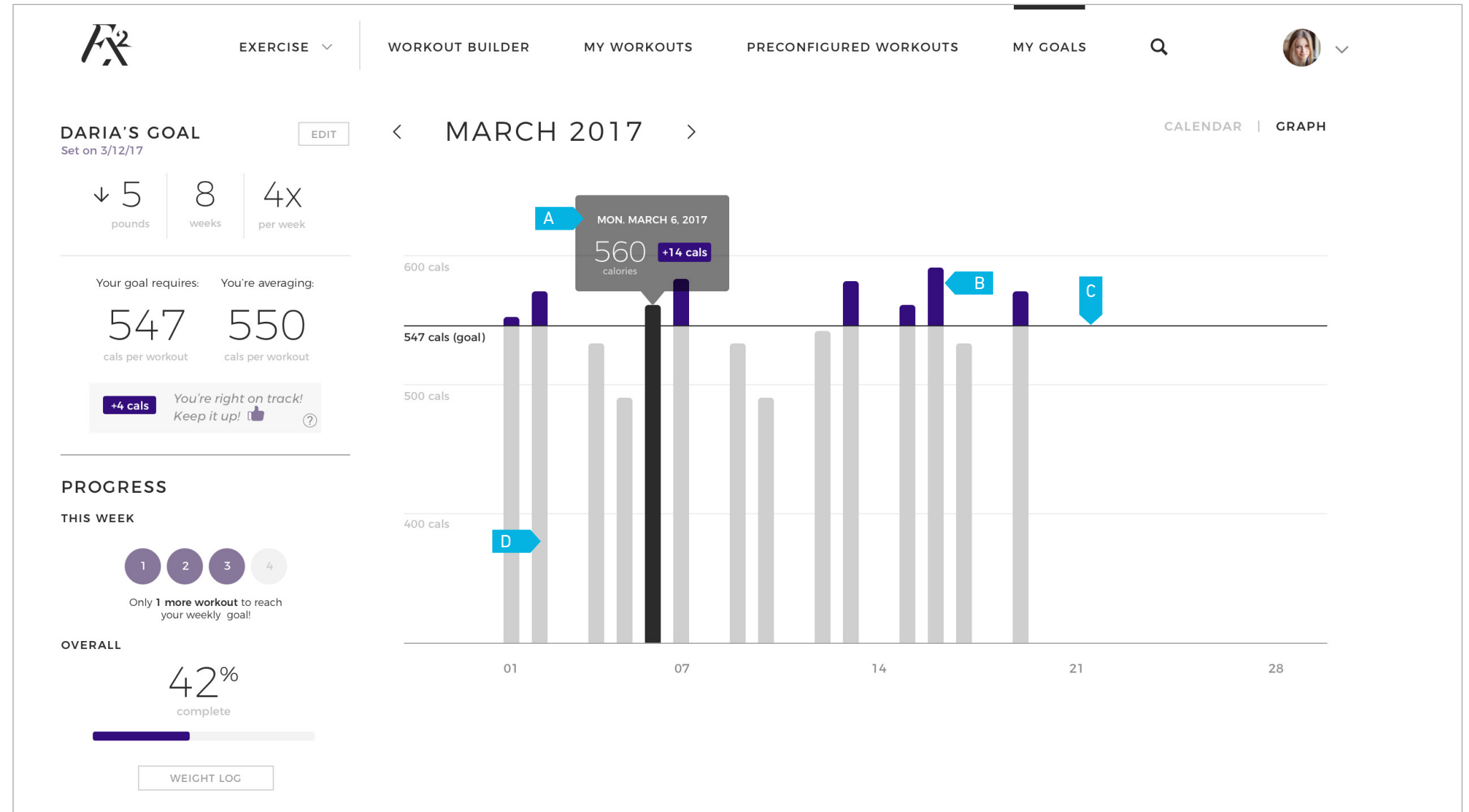
GRAPH

10. My Goals

WEB USER EXPERIENCE

10I MY GOALS Graph

- A. A modal info panel appears on hover-over.
- B. The amount by which the user exceeded their target number of calories per workout is highlighted with a purple fill.
- C. The target number of calories per workout is indicated with a black line.
- D. Clicking a bar opens the Single Workout view. [GO TO 6C](#)

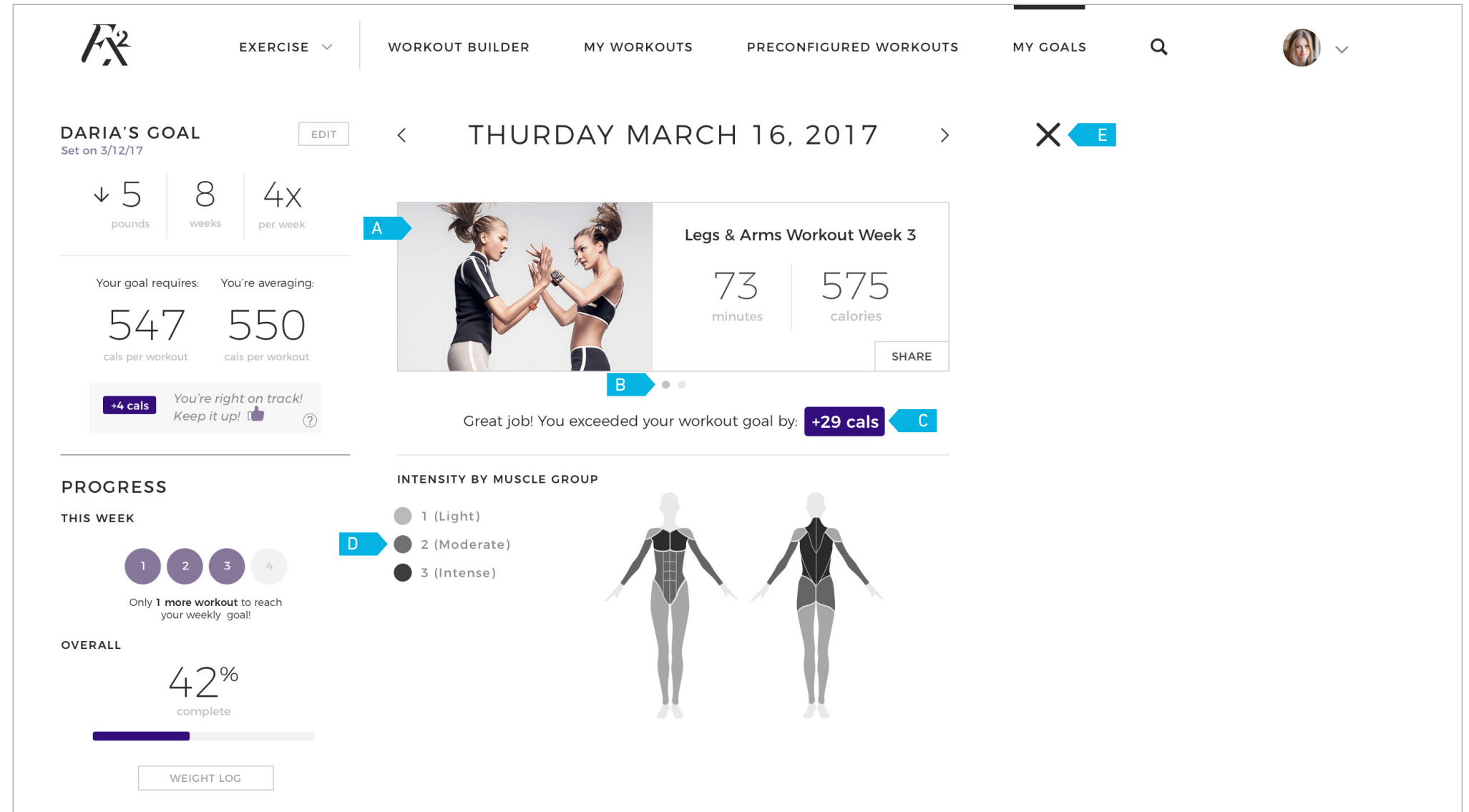


10. My Goals

WEB USER EXPERIENCE

10J MY GOALS Daily Summary View

- A. Workout(s) Summary Panel
- B. If the user did more than one Workout on a given day, these dots appear below the Workout Summary Panel
- C. Indicates whether the user met, exceeded, or fell short of the target number of calories per workout.
- D. Graphic representation of muscle groups targeted in the workout. Intensity values of each muscle group are averaged from the metadata of the exercises that make up the workout(s).
- E. Collapses the Daily Summary View.
[GO TO 10H / 10I](#)



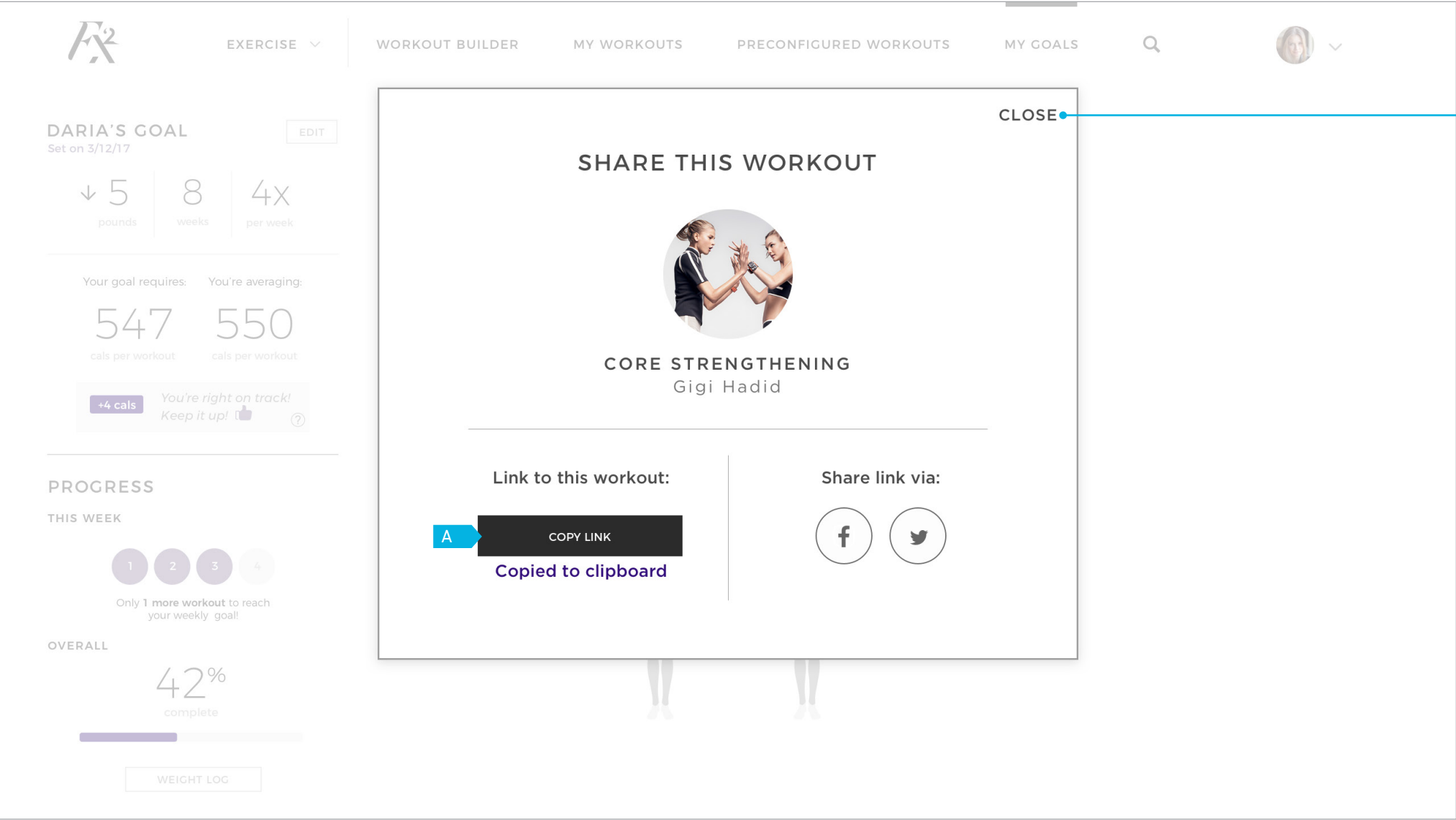
10. My Goals

WEB USER EXPERIENCE

10K

MY GOALS
Daily Summary View - Share

A. When the user clicks the button, the purple text fades in below the button.

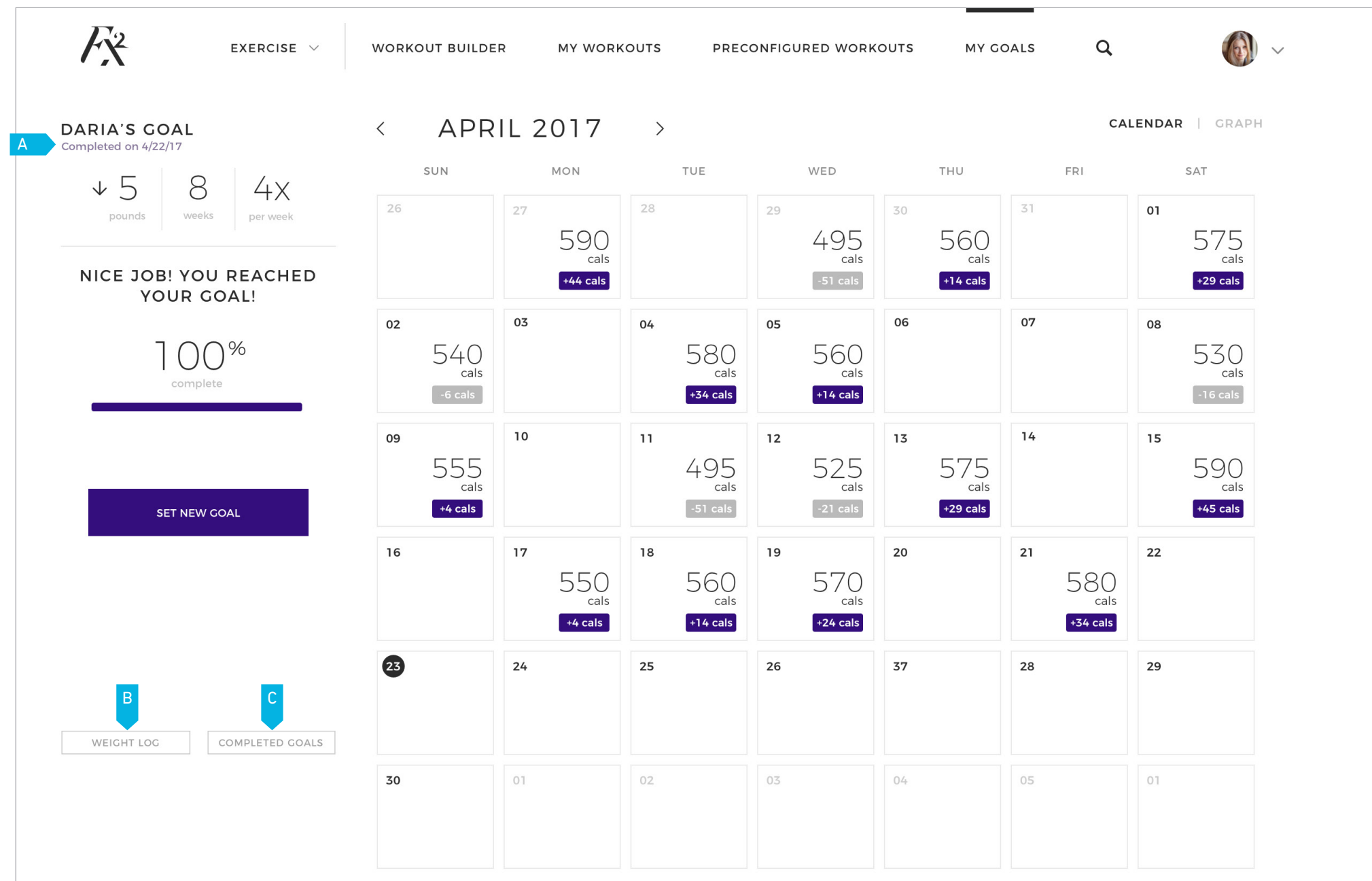


10. My Goals

WEB USER EXPERIENCE

10L MY GOALS

- A. When the user has completed a goal, the purple text in this location registers the completion date.
- B. GO TO 10M
- C. GO TO 100



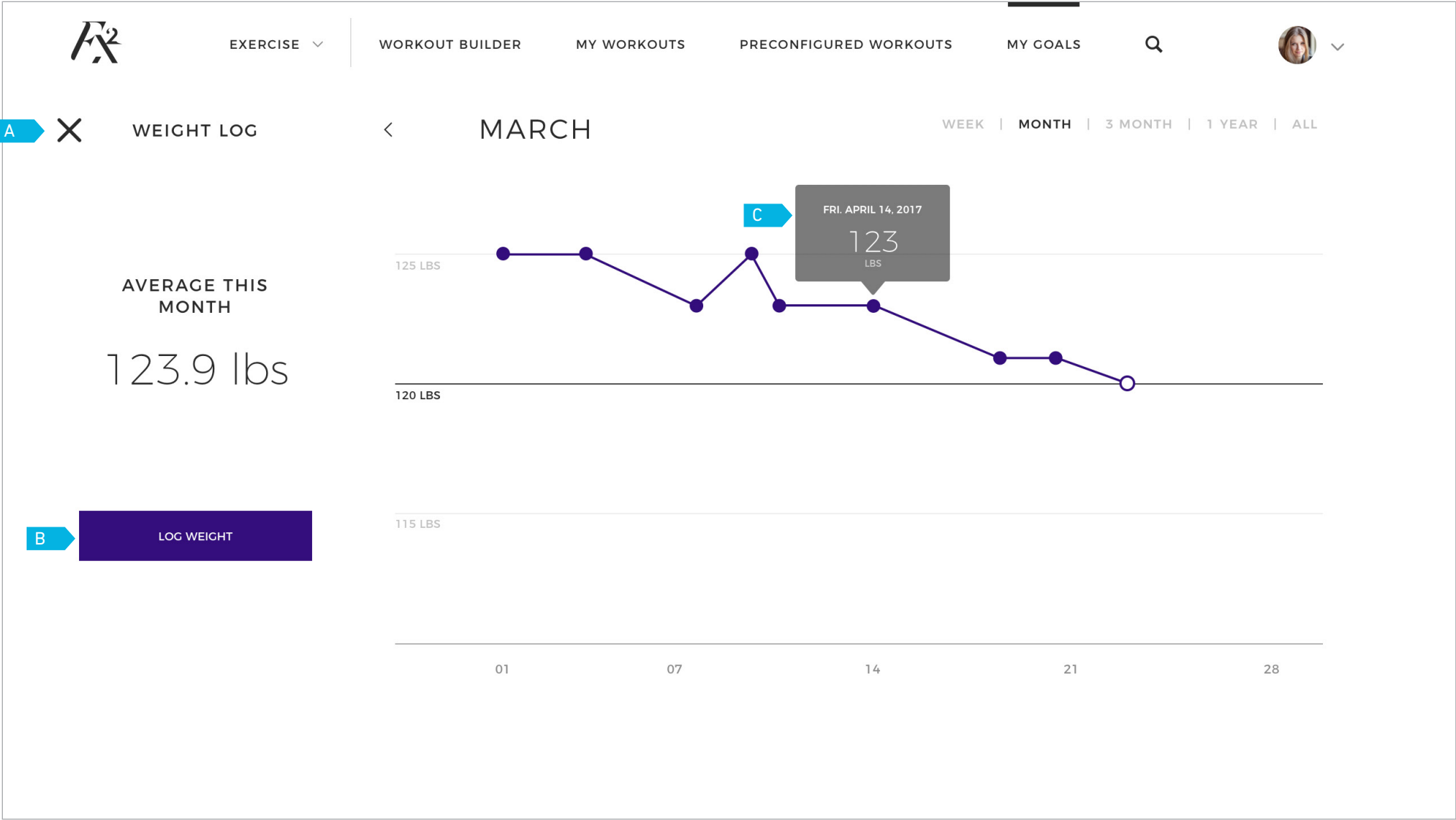
11. Weight Log

WEB USER EXPERIENCE

11A

WEIGHT LOG

- A. Closes the Weight Log and returns the user to 10L
- B. Opens the modal dialogue box 11B
- C. A modal info panel appears on hover-over.



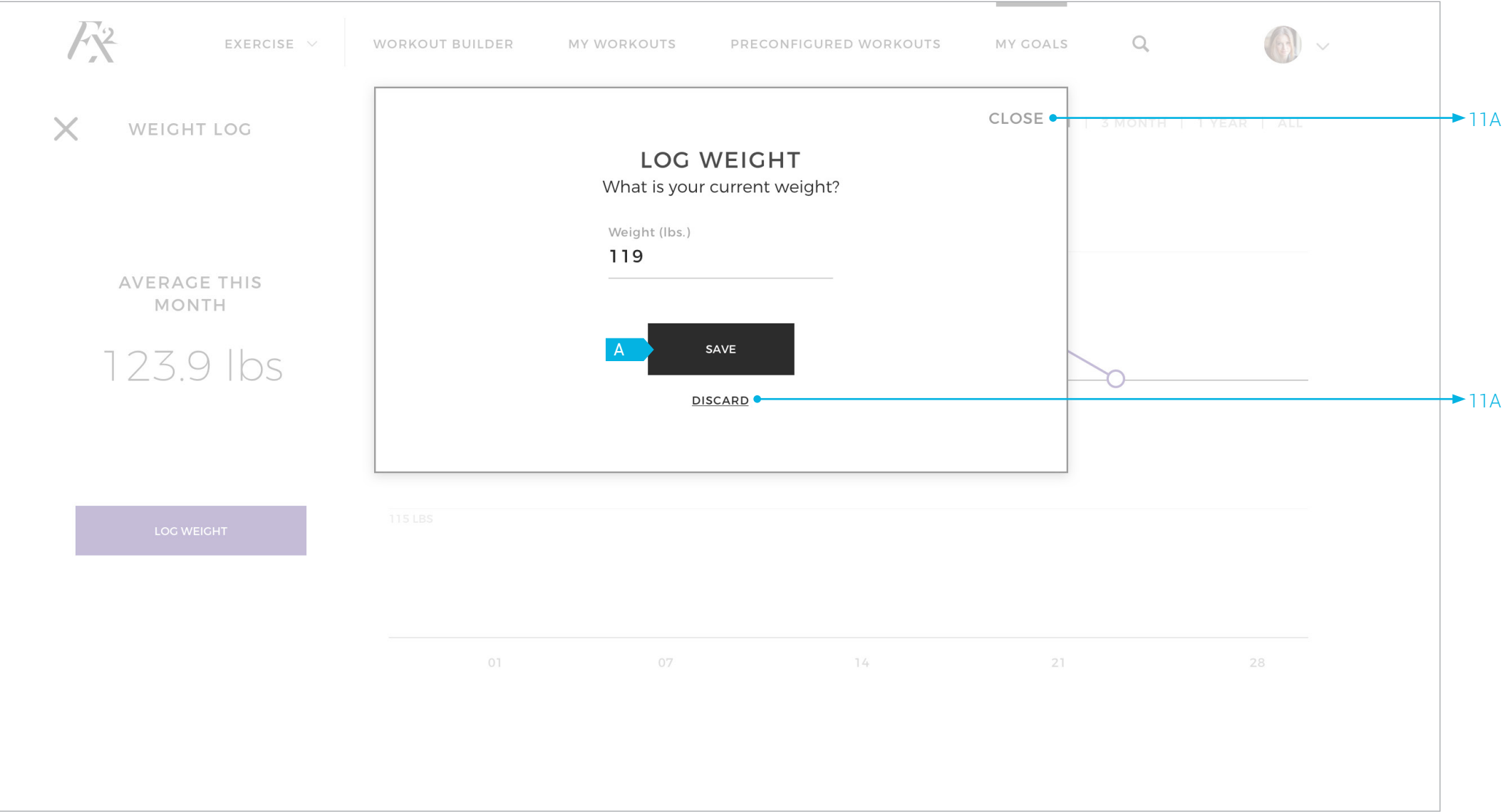
11. Weight Log

WEB USER EXPERIENCE

11B

WEIGHT LOG New Entry

A. When the user clicks 'SAVE' a new data point is added on the weight log.

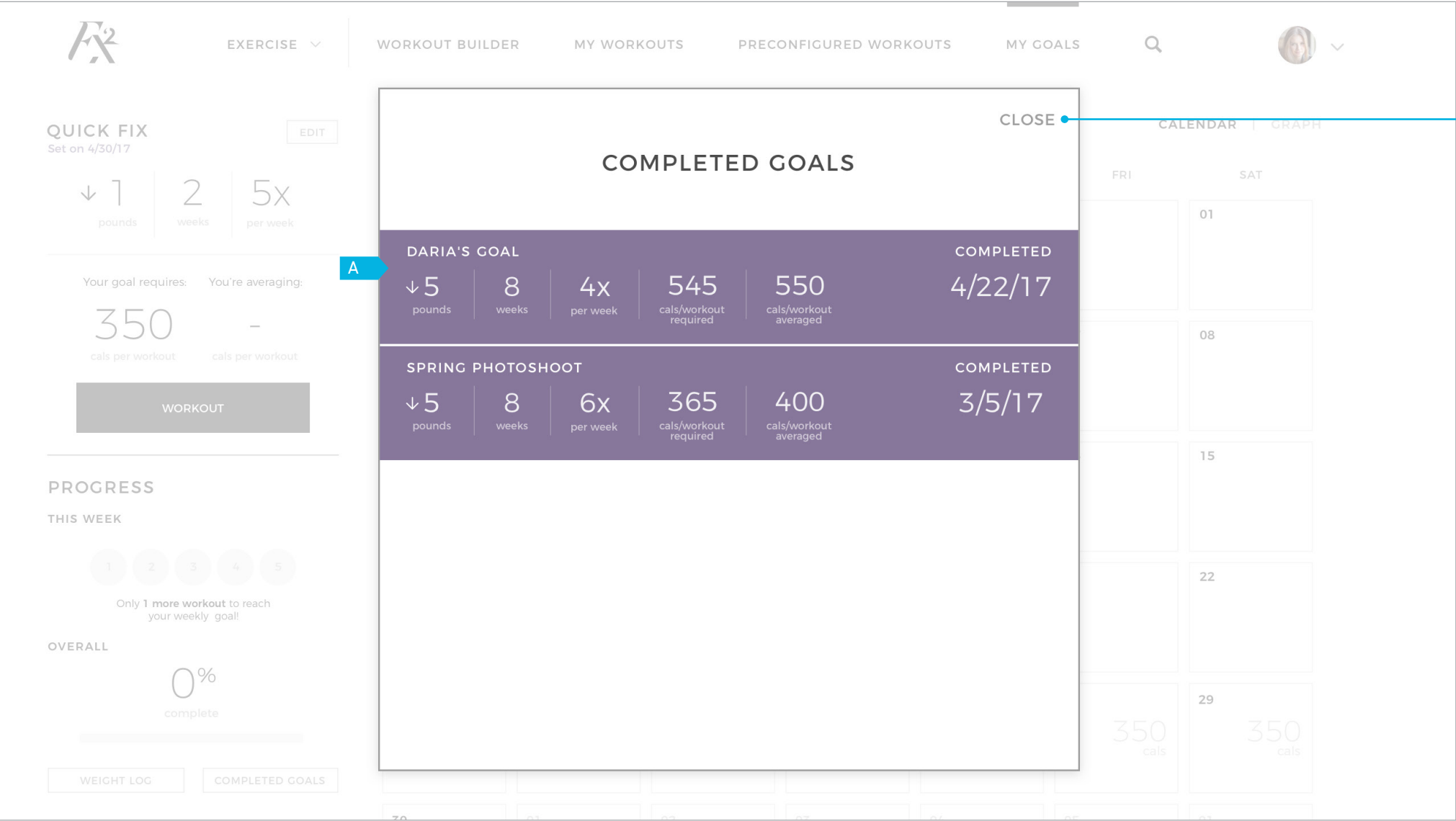


12. View Completed Goals

WEB USER EXPERIENCE

12A COMPLETED GOALS

A. The Goals are listed in order of most recently completed.



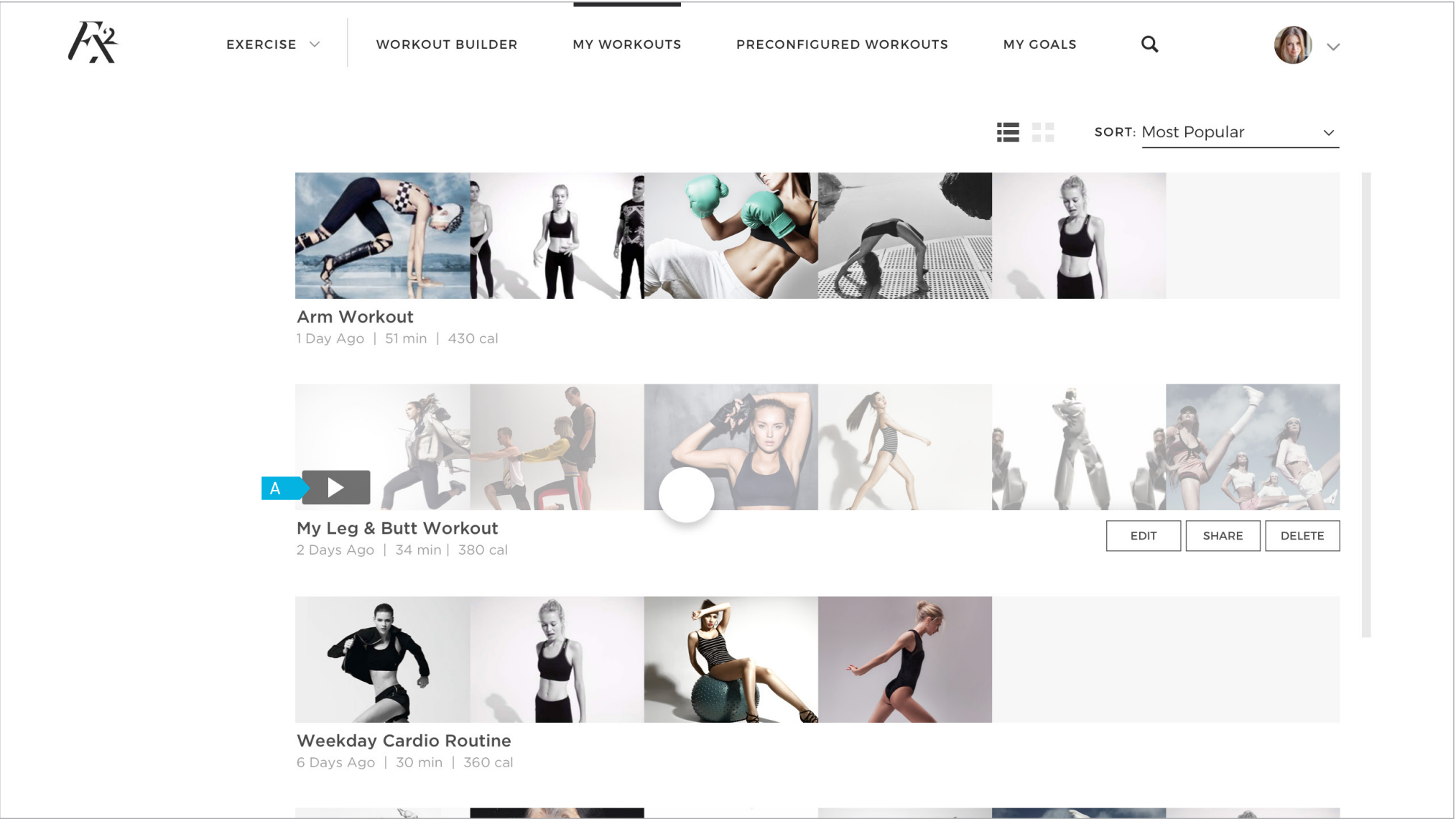
13. My Workouts

WEB USER EXPERIENCE

13A

MY WORKOUTS

A. GO TO 13A



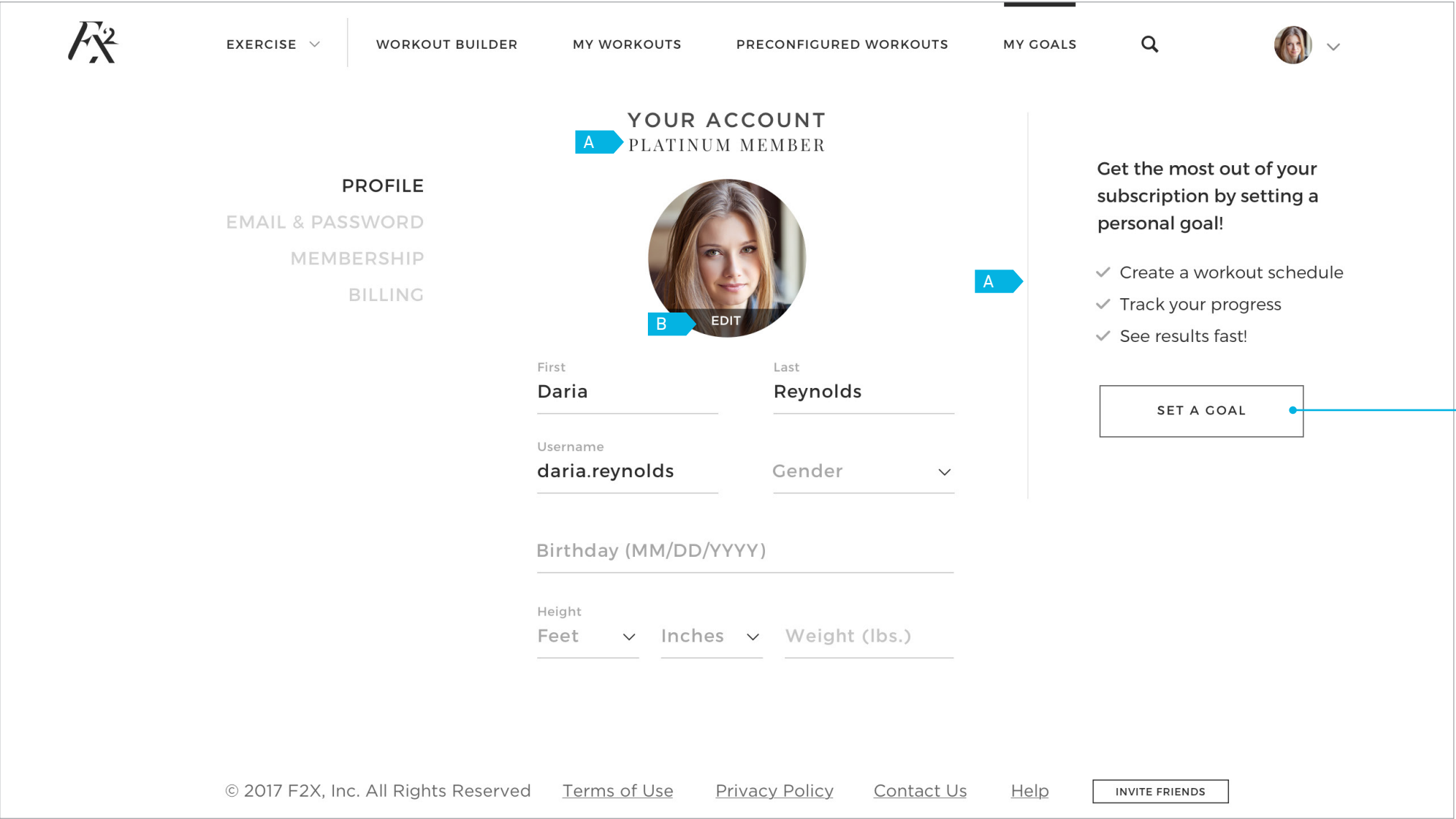
14. My Account

WEB USER EXPERIENCE

14A

ACCOUNT
Profile

- A. These items only appear is the user is a Platinum Member
- B. The 'EDIT' affordance appears on hover-over.




14. My Account


WEB USER EXPERIENCE

14B

ACCOUNT
Complete Profile

A. Save button only appears if the user makes a modification to one of the fields.




EXERCISE 



WORKOUT BUILDER

MY WORKOUTS

PRECONFIGURED WORKOUTS

MY GOALS






YOUR ACCOUNT
PLATINUM MEMBER

PROFILE

EMAIL & PASSWORD

MEMBERSHIP

BILLING



EDIT

First

Daria

Last

Reynolds

Username

daria.reynolds

Gender

Male

Female

Birthday (MM/DD/YYYY)

Height

Feet

3'

4'

5'

6'

Inches

Weight (lbs.)

SAVE

A

Get the most out of your subscription by setting a personal goal!

✓ Create a workout schedule

✓ Track your progress

✓ See results fast!

SET A GOAL

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Use

Privacy Policy

Contact Us

Help

INVITE FRIENDS

14. My Account

WEB USER EXPERIENCE

14C

ACCOUNT
Profile - Set Goal

EXERCISE

WORKOUT BUILDER

MY WORKOUTS

PRECONFIGURED WORKOUTS

MY GOALS

SEARCH

USER PROFILE

PRO

EMAIL & PASSW

MEMBER

BIL

SET A PERSONAL GOAL

Complete the fields below to create a workout schedule.

Name of Goal

Target Weight (lbs.)

Workouts per Week

Target Date

Enter a goal to see a per workout calorie estimate.

SET GOAL

CLOSE

Get the most out of your subscription by setting a personal goal!

✓ Create a workout schedule

✓ Track your progress

✓ See results fast!

SET A GOAL

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INVITE FRIENDS

14A

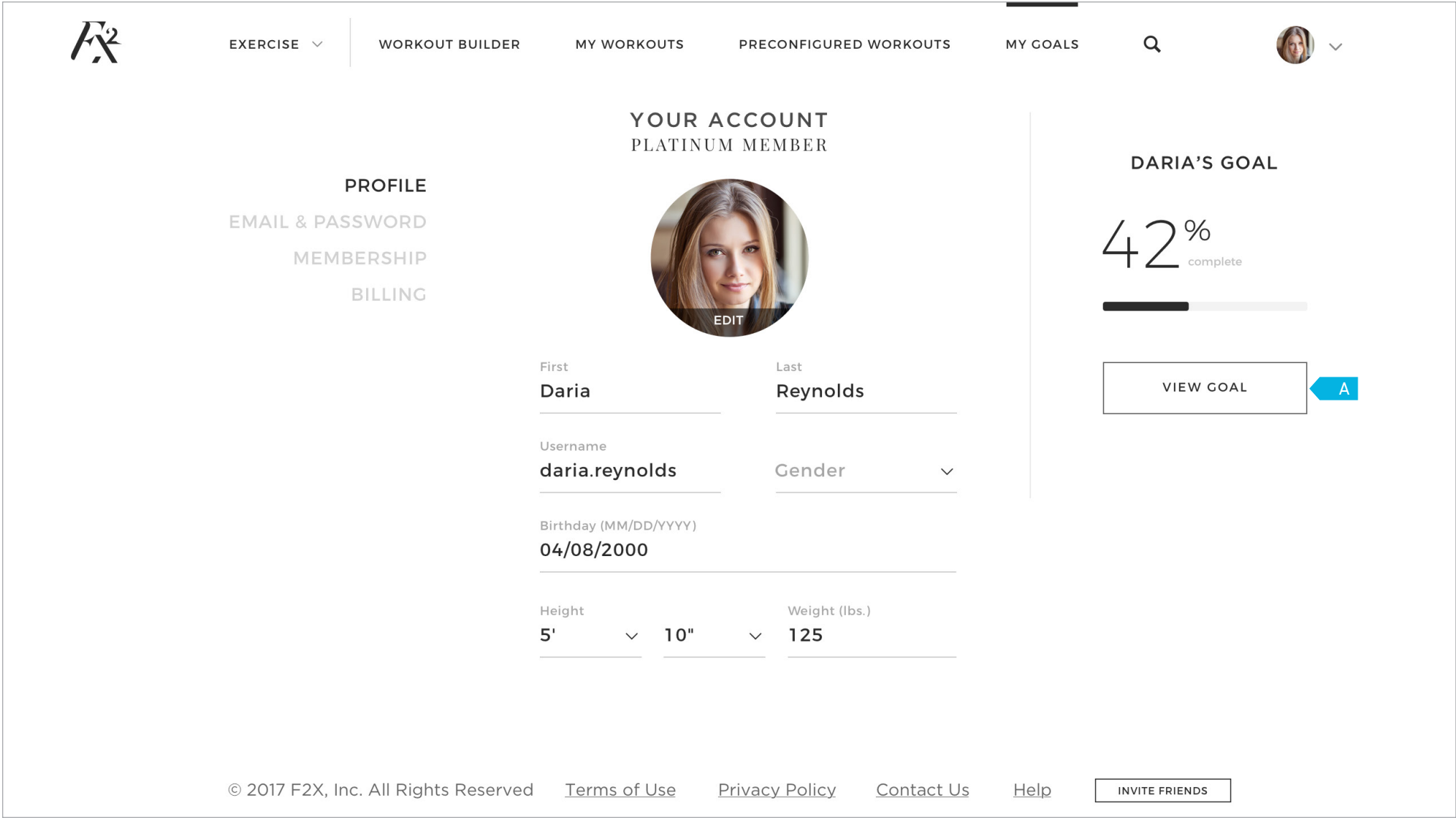
14. My Account

WEB USER EXPERIENCE

14D

ACCOUNT
Profile - Ongoing Goal

A. Once a goal has been set, a widget will appear on the Account page displaying the user’s overall progress. The user may also access the Personal Goals pages from here.



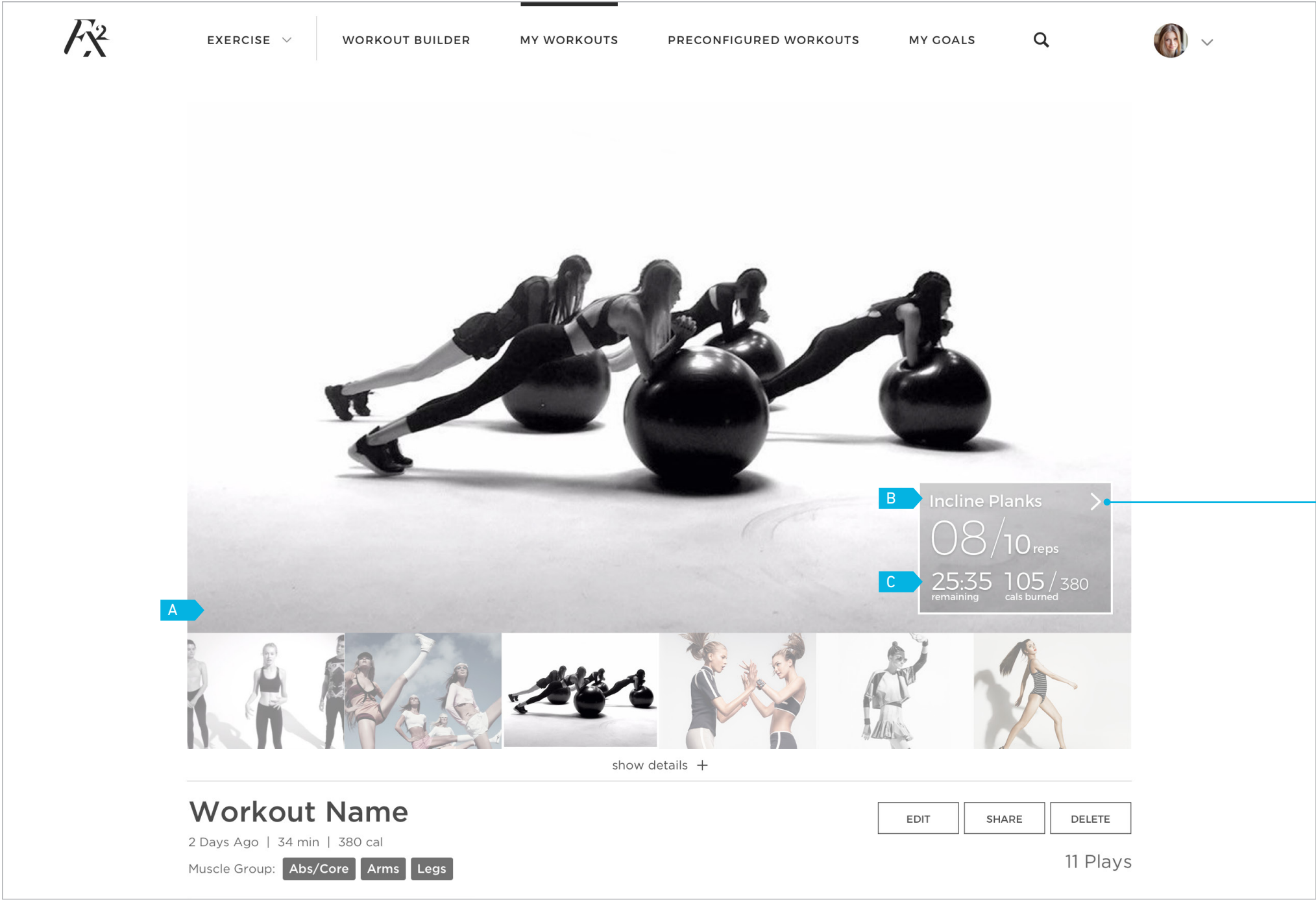
15. Workout Viewer

WEB USER EXPERIENCE

15A

WORKOUT VIEWER
Metrics Gauge

- A. Once the Workout begins playing (after 3 seconds) the scrubber disappears and reappears only on hover-over.
- B. The metrics gauge provides information about the specific Exercise that is playing.
- C. The lower two statistics are regarding the Workout as a whole.



15. Workout Viewer

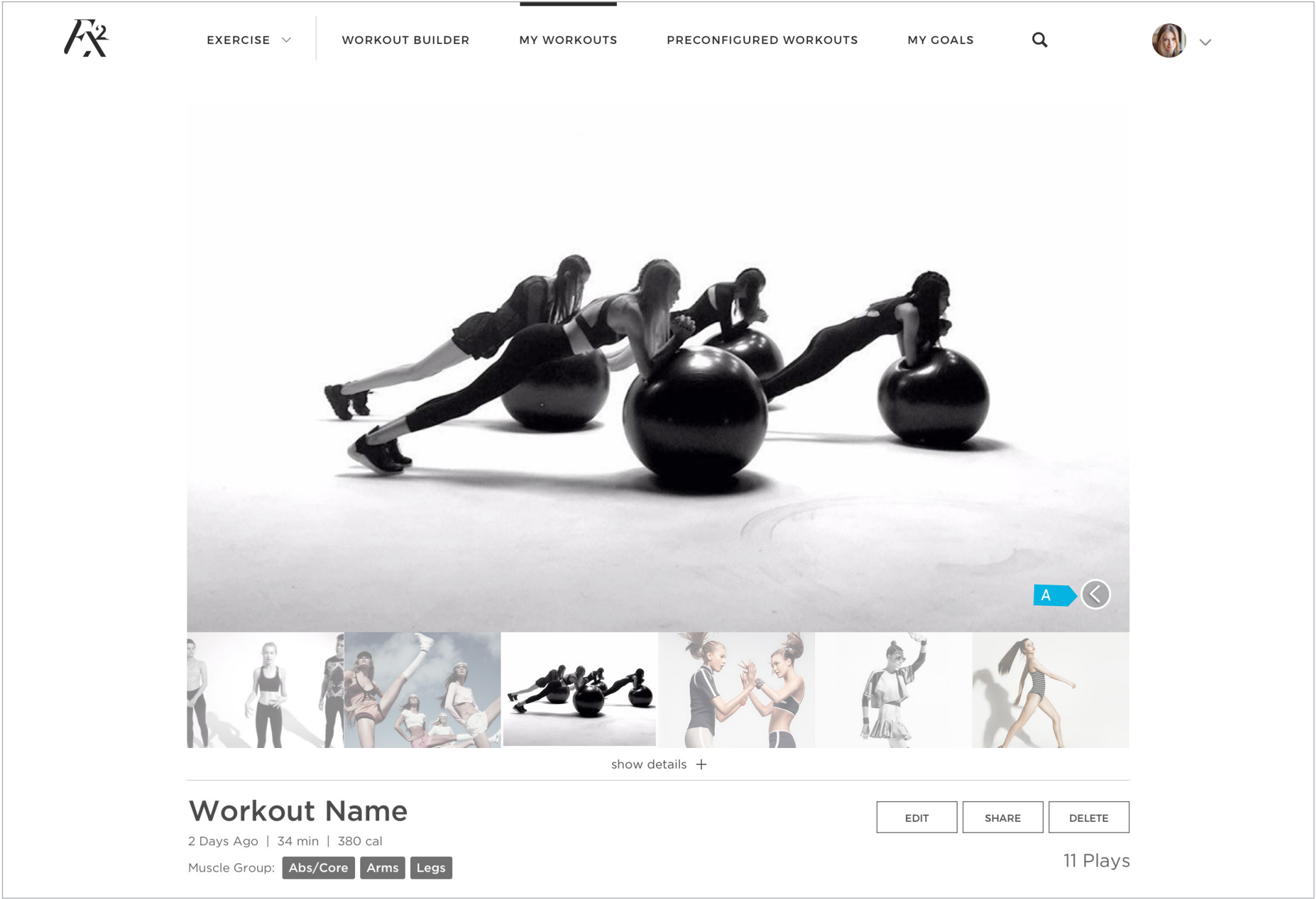
WEB USER EXPERIENCE

15B

WORKOUT VIEWER

Metrics Gauge - Minimized

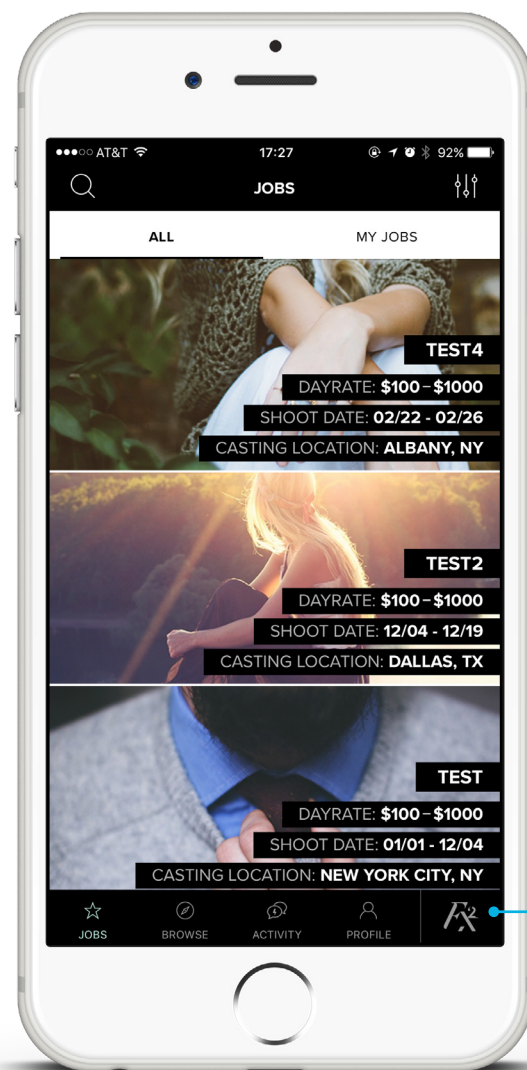
A. If the user clicks this button, the Metrics Gauge is expanded (15A)



1. Launch (from FI App)

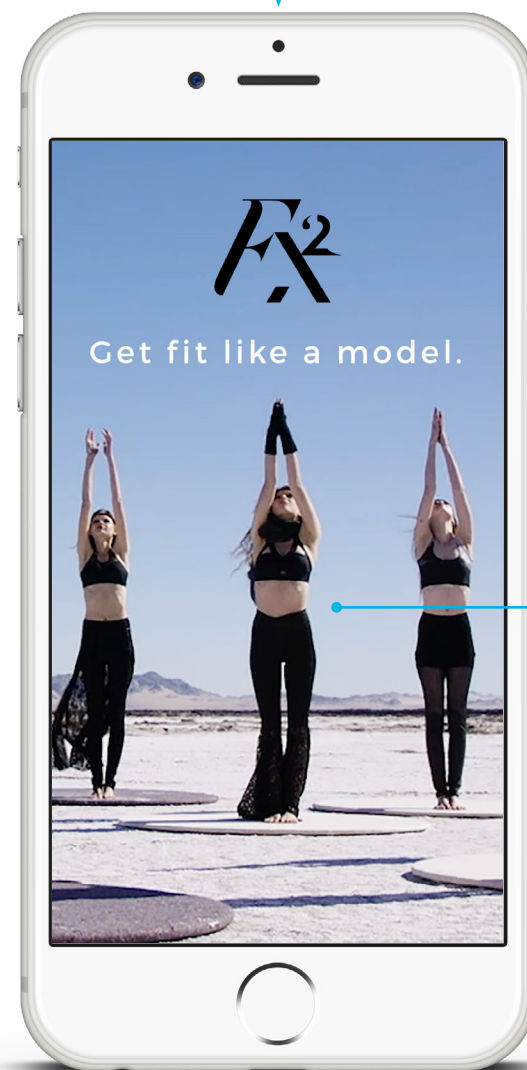
MOBILE USER EXPERIENCE

A FORD INDUSTRY APP INTEGRATION



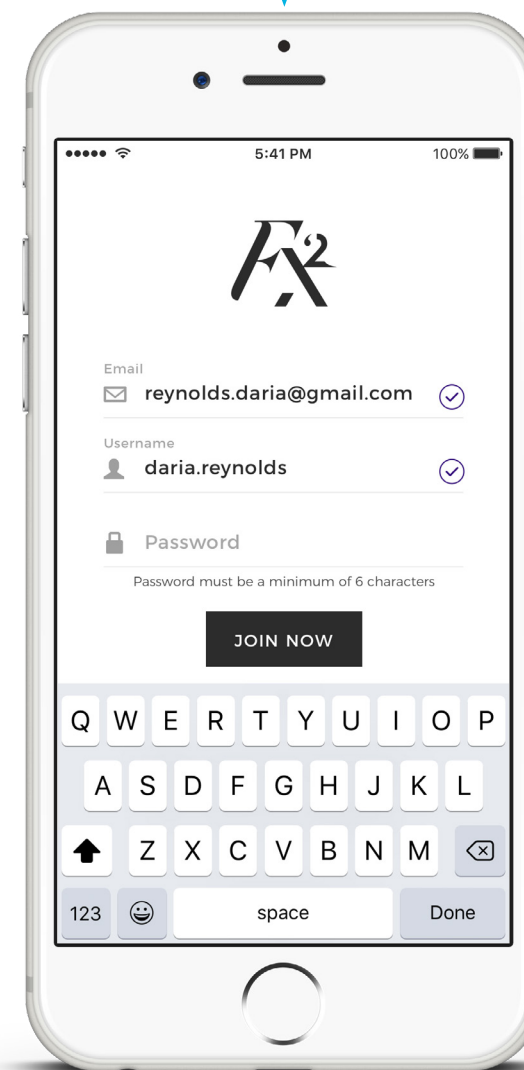
The F2X app will be integrated into the Ford Industry app, added in the navigation bar. Only users that sign up as a Talent will have this 5th tab, Clients will not have access to the F2X tab.

B LAUNCH SCREEN



Background image is a 2 to 5 second long promotional video that features a still foreground and animated background.

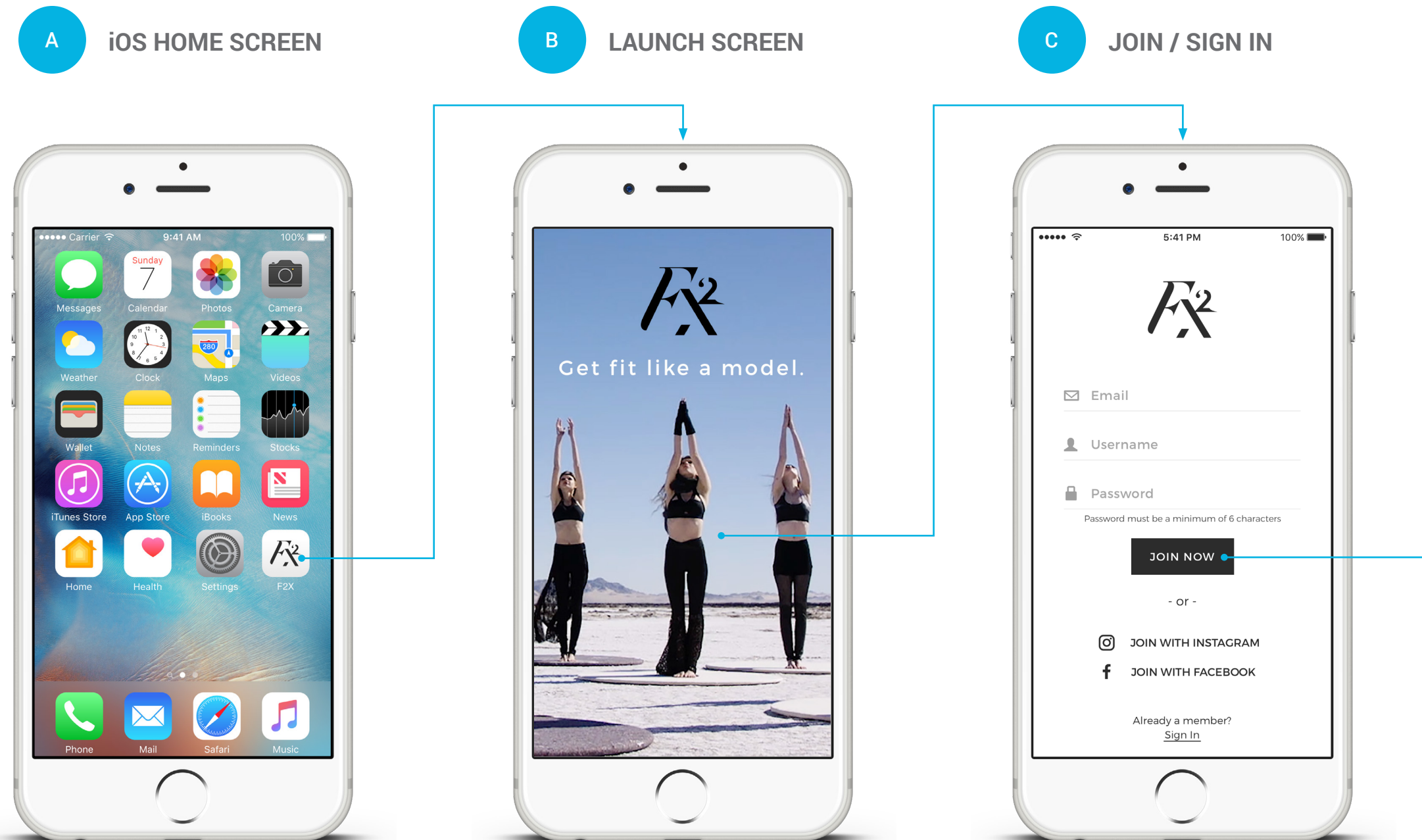
C JOIN / SIGN IN



The Email and Username fields of the F2X Sign Up form are pre-populated with the user's login credentials from their FI account (assuming both are unique in the F2X user account database).

2. Launch (Native App)

MOBILE USER EXPERIENCE

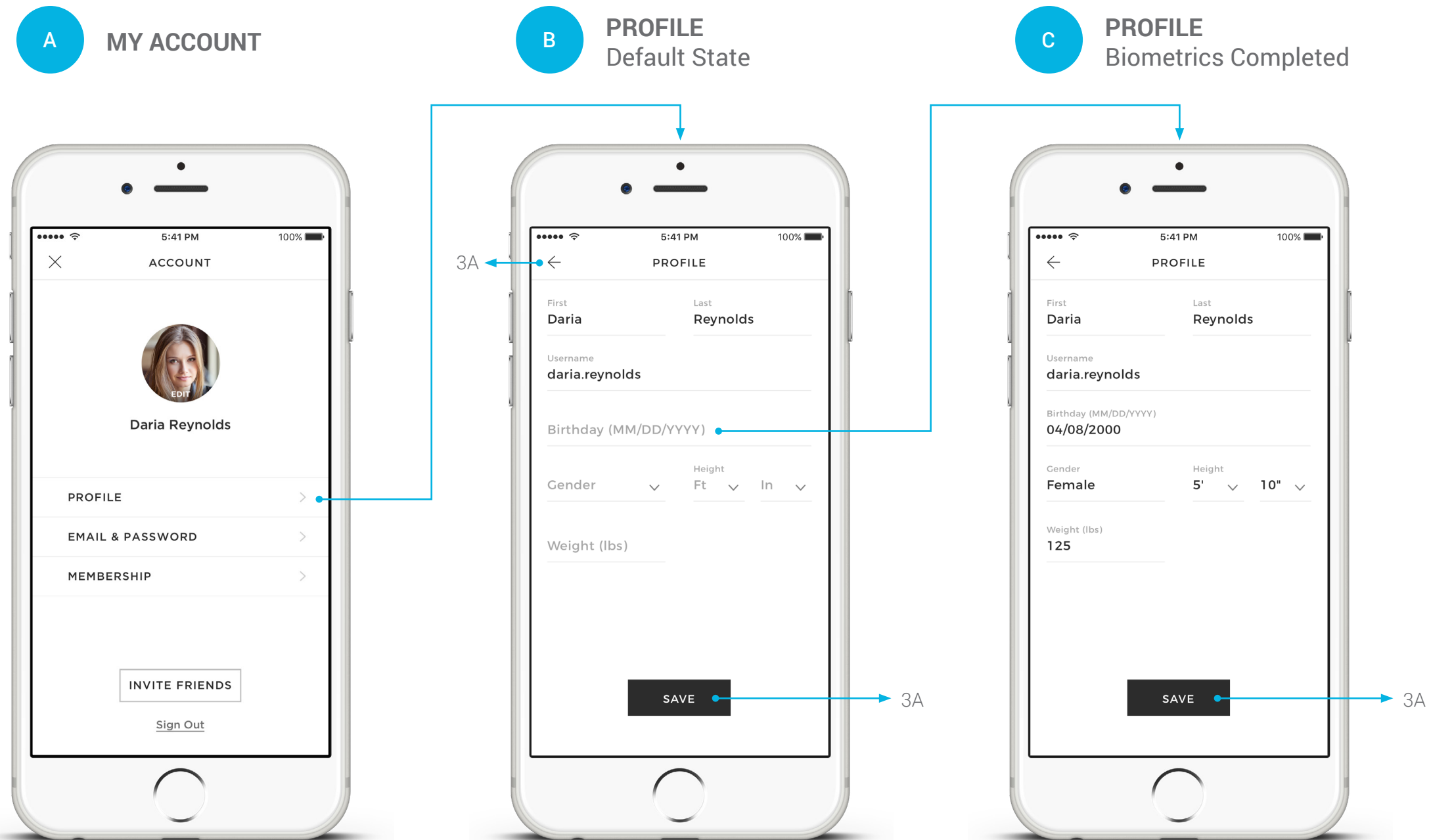


The F2X app will also be available as a stand-alone iOS app available on the iTunes App Store.

Background image is a 2 to 5 second long promotional video that features a still foreground and animated background. When the app starts, there will be a .5 second to 3 second initiation time that the app has to show a static image, after that point the background will begin moving.

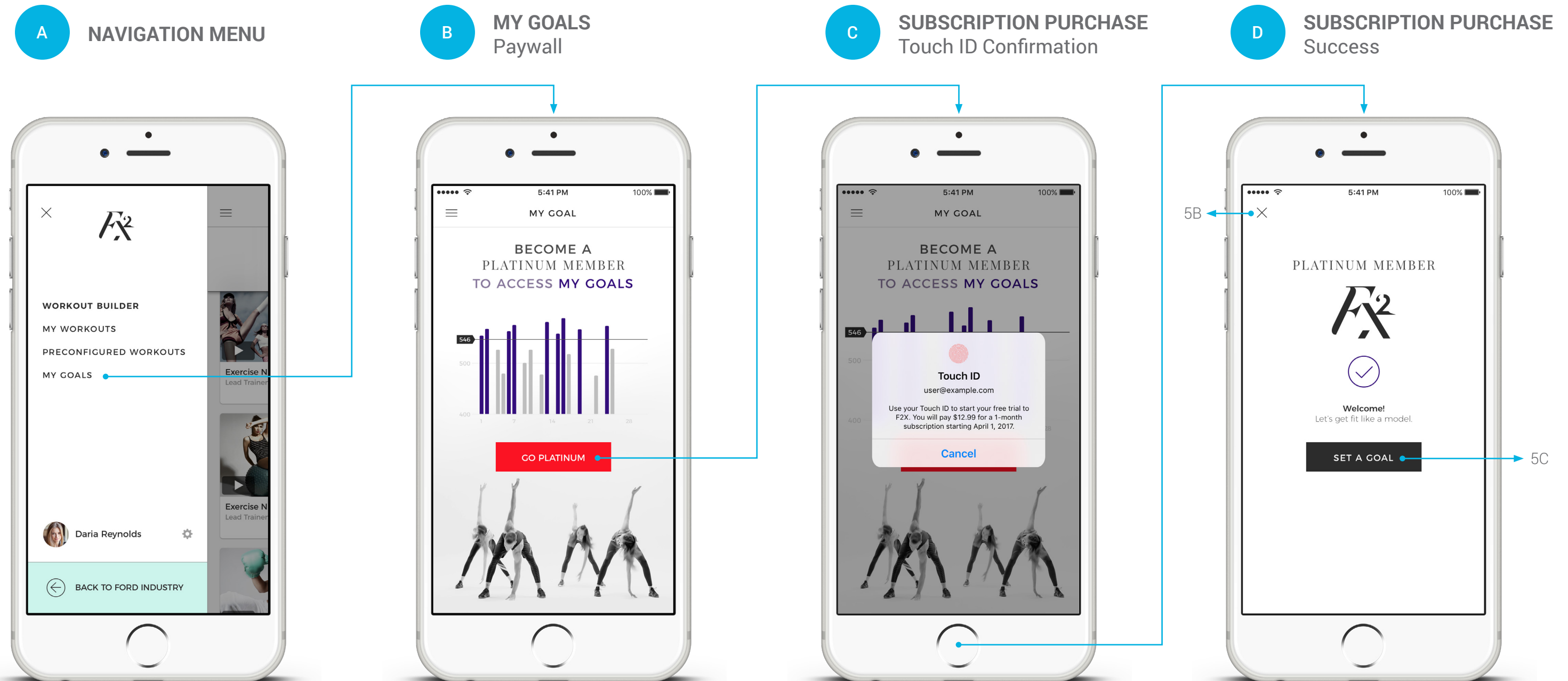
3. My Account

MOBILE USER EXPERIENCE



4. My Goals (Non-member)

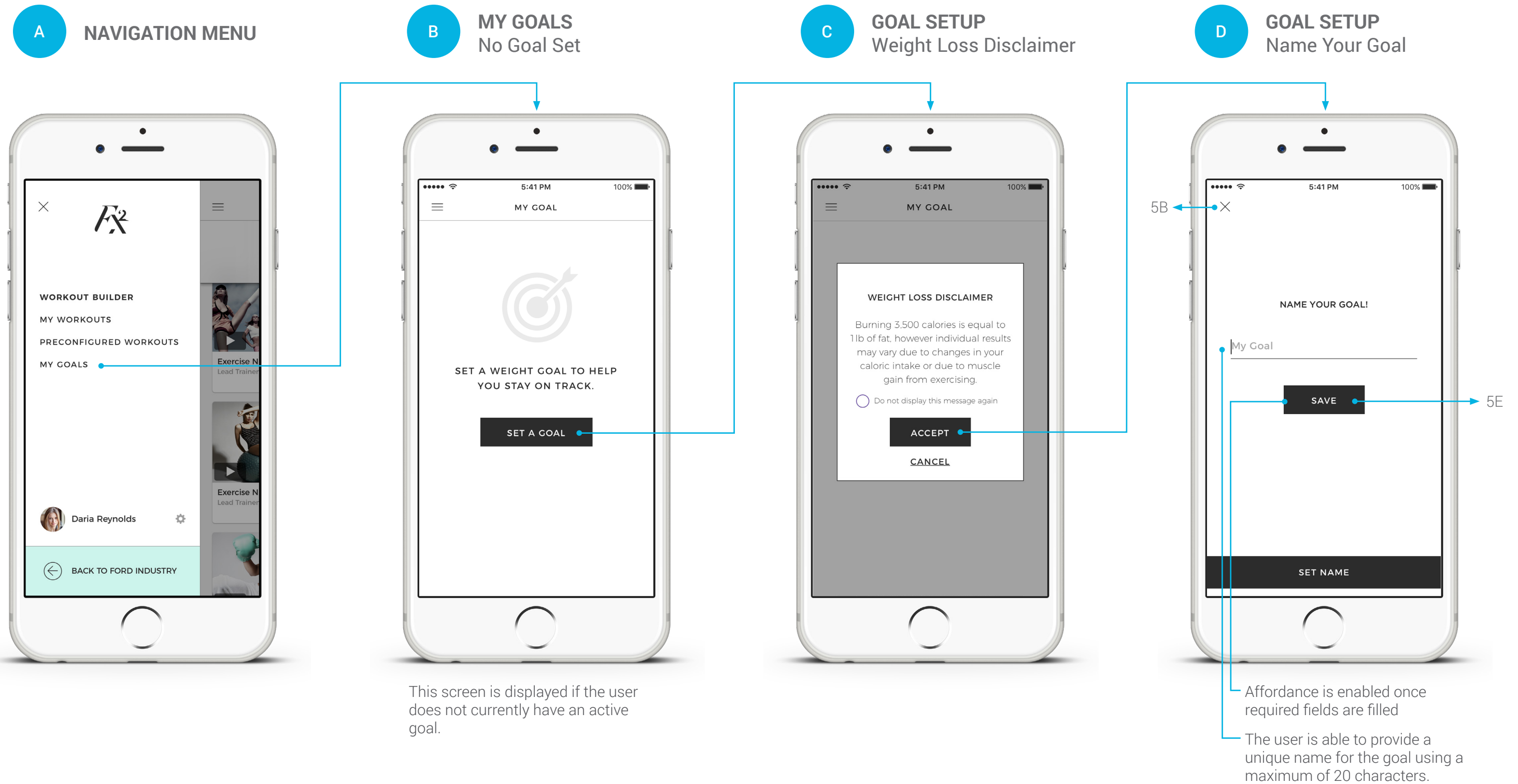
MOBILE USER EXPERIENCE



If a non-Platinum Member selects the My Goals tab of the top level nav, they are presented with this page that has a non-dismissible modal over a preview of the Goal Calendar with faux data.

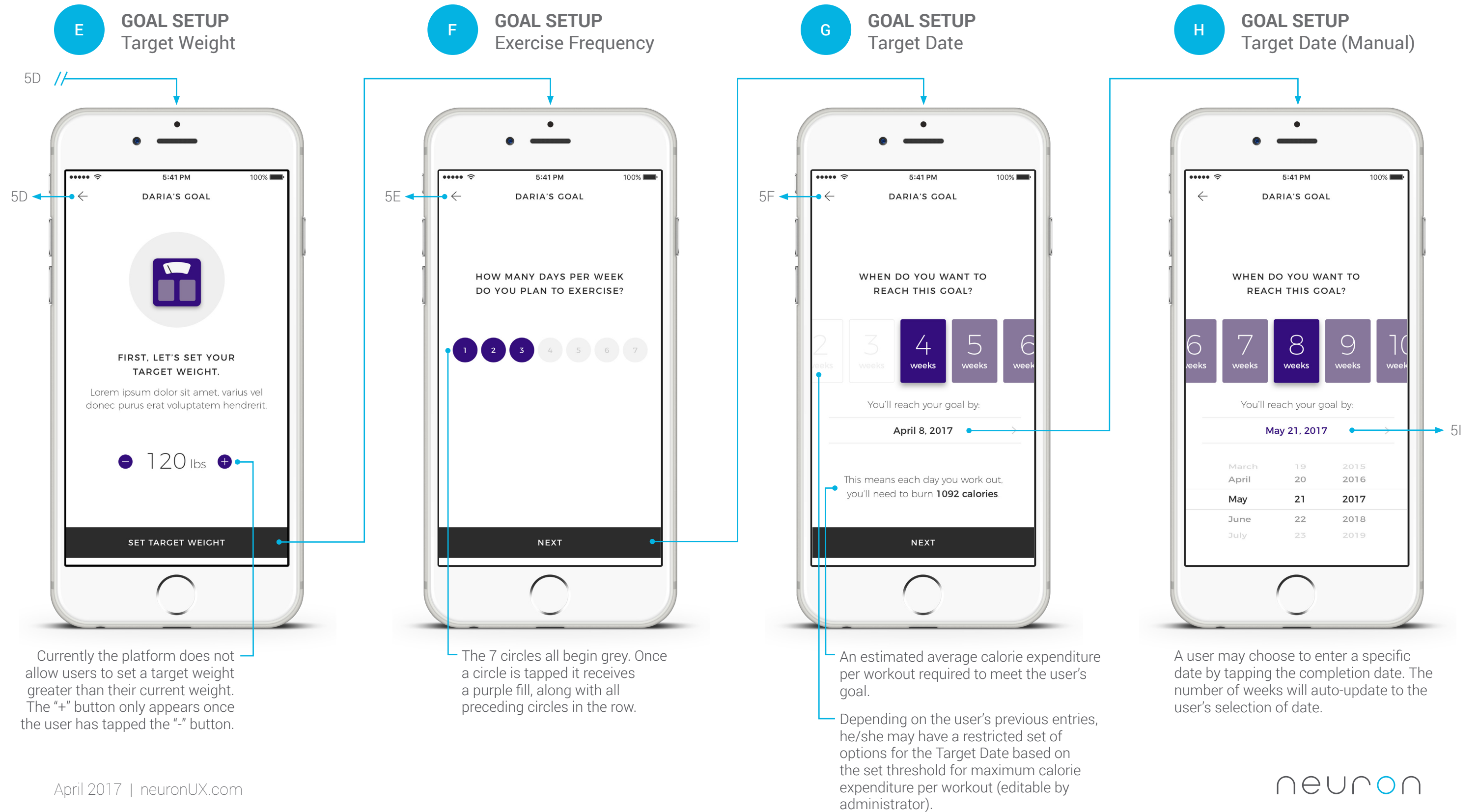
5. Set A Goal

MOBILE USER EXPERIENCE



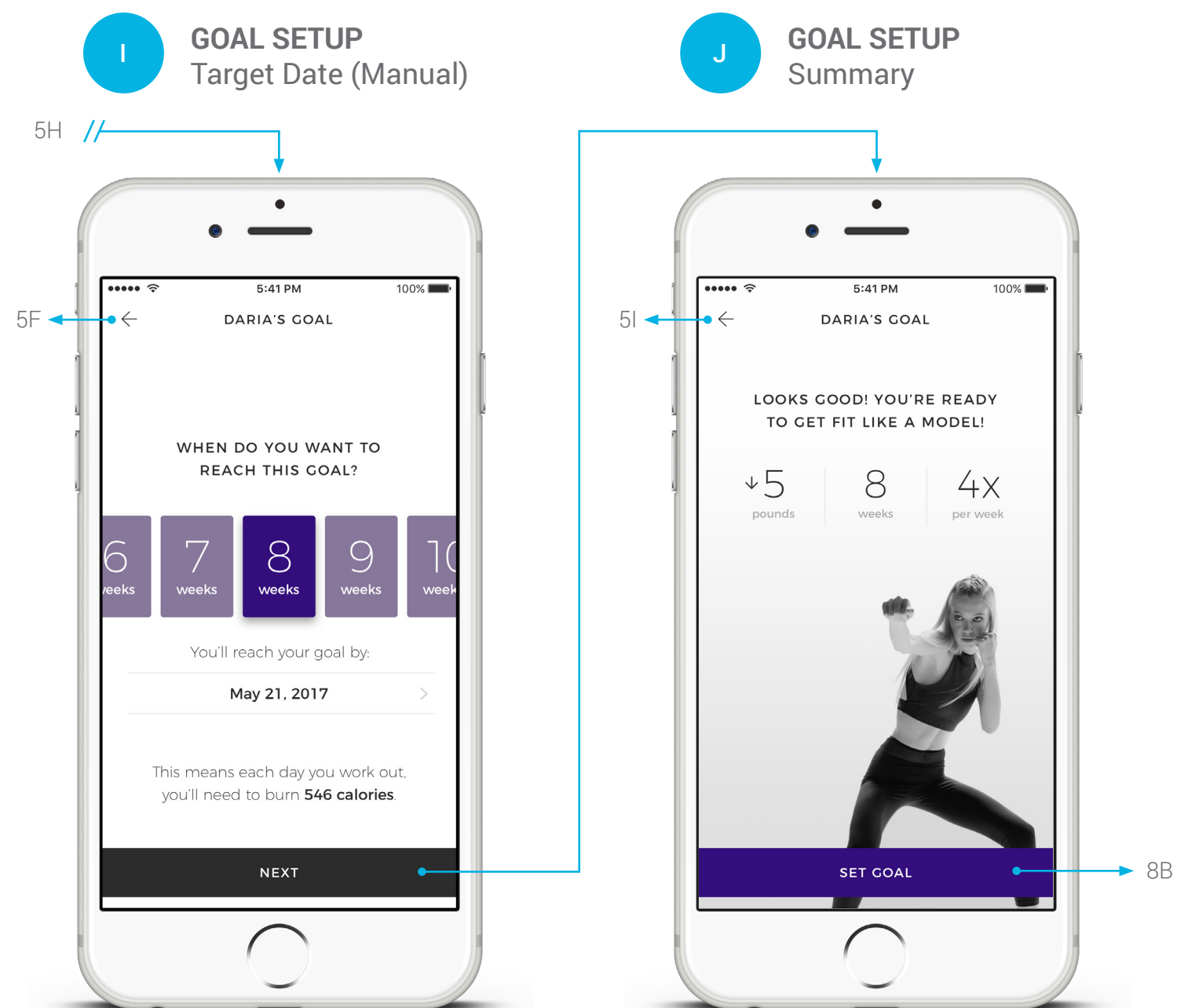
5. Set A Goal cont'd

MOBILE USER EXPERIENCE



5. Set A Goal cont'd

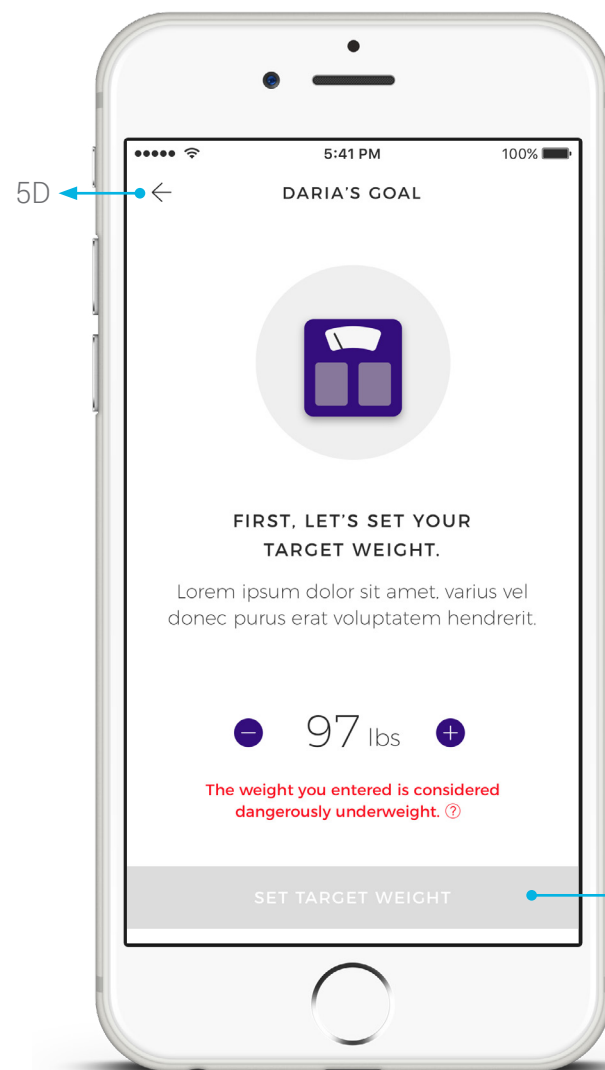
MOBILE USER EXPERIENCE



6. Set A Goal - Error Types

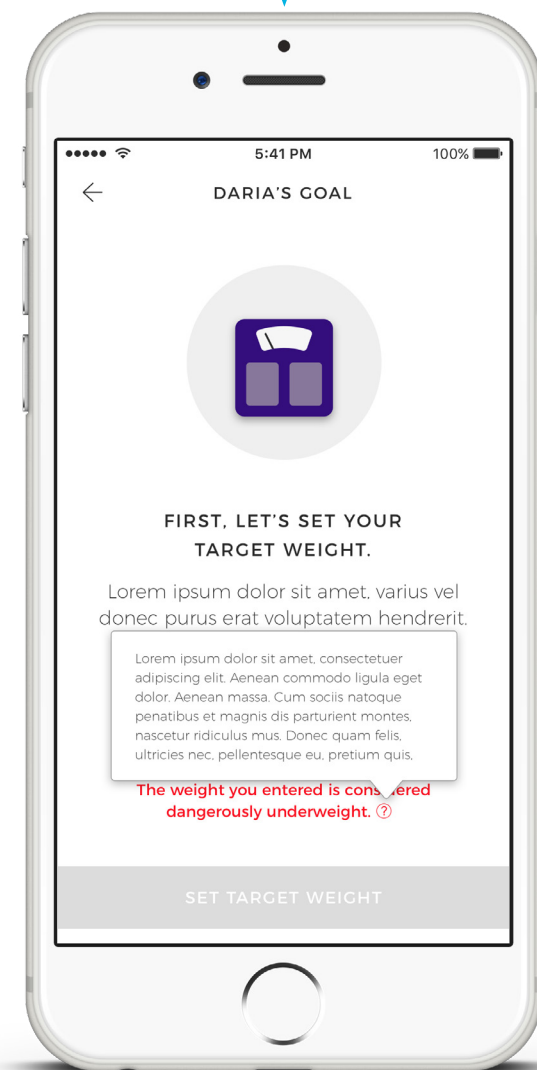
MOBILE USER EXPERIENCE

A GOAL SETUP Reasonable + Warning



The user has entered a weight loss goal that would place them in the BMI category of "Underweight". The user is able to set the goal, but they are presented with this message.

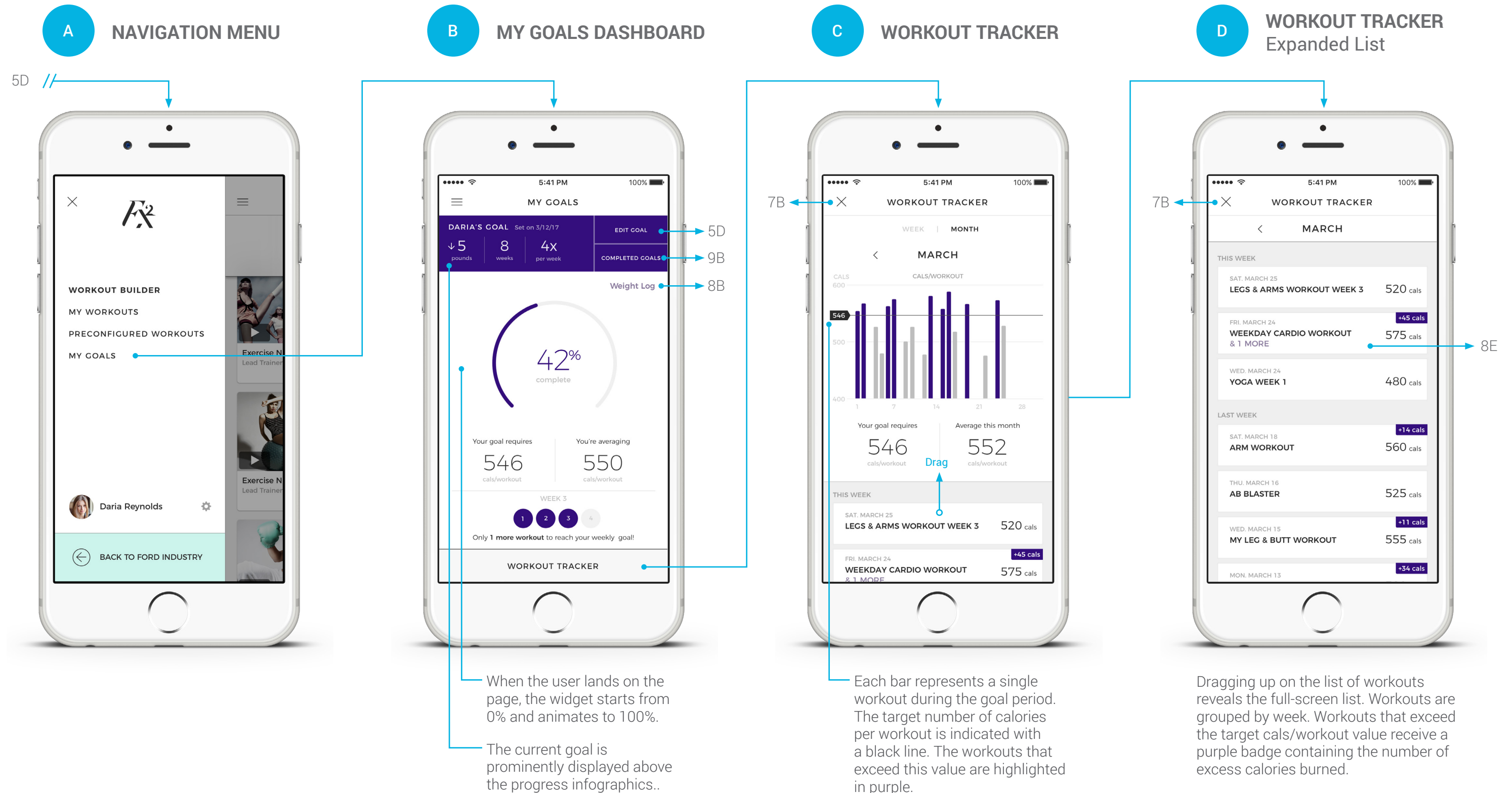
B GOAL SETUP Unacceptable Weight



The user has entered a weight loss goal that would place them below a 16 BMI. The user is unable to set their goal and is presented with this message. The 'SET GOAL' button becomes inactive until the user species a safe weight.

7. My Goals

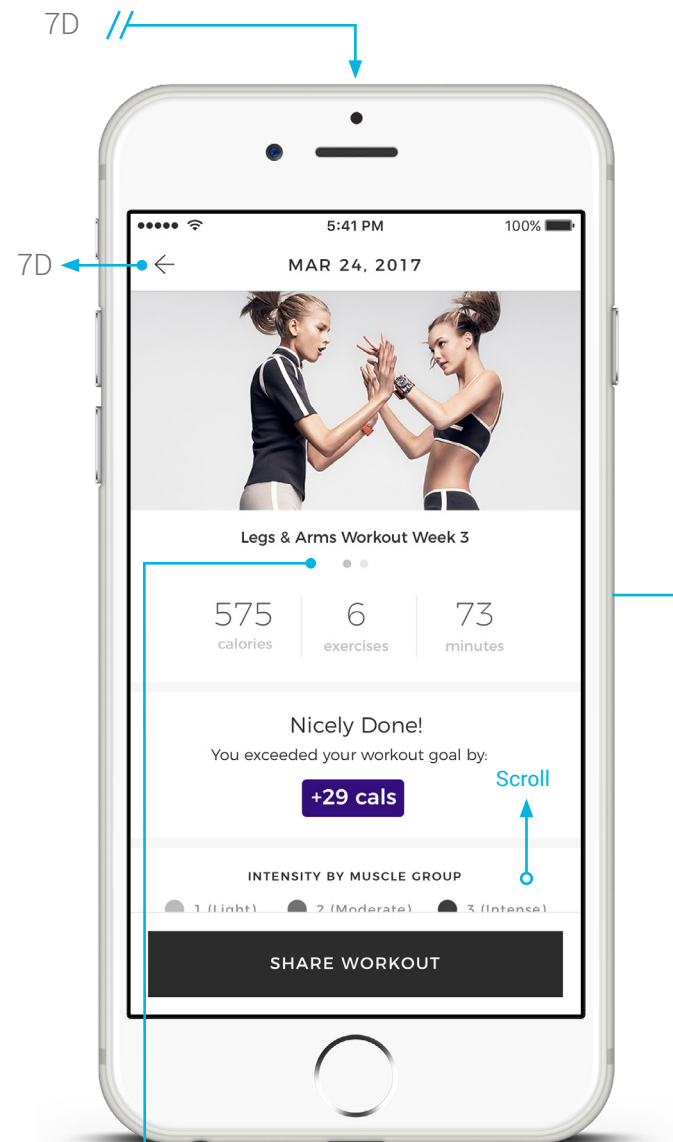
MOBILE USER EXPERIENCE



7. My Goals cont'd

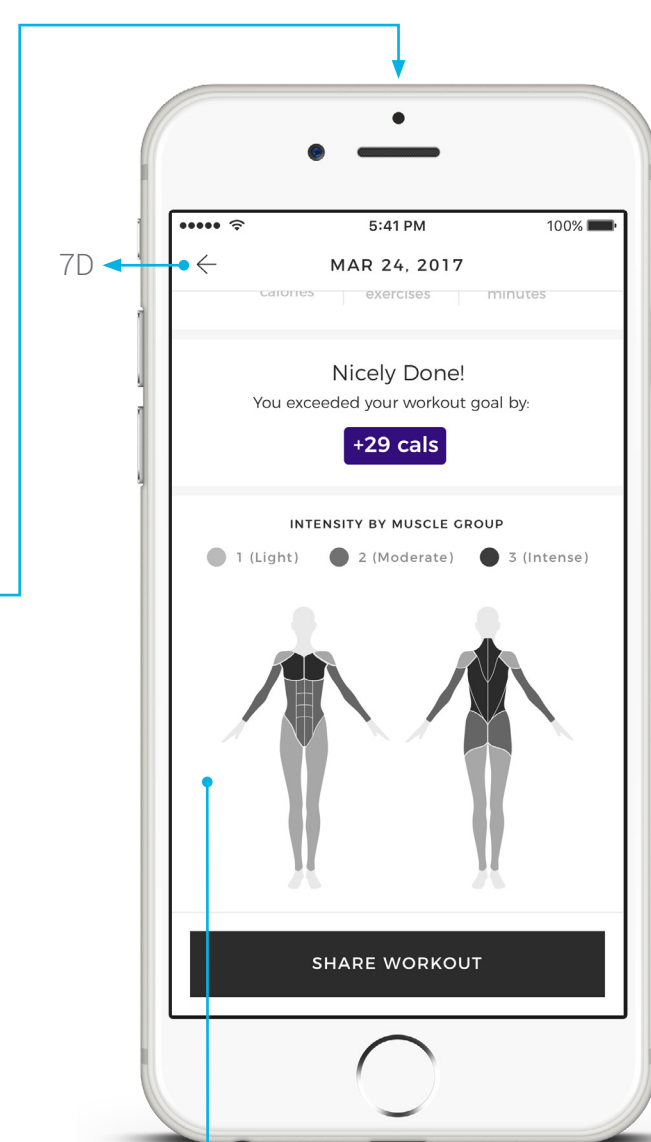
MOBILE USER EXPERIENCE

E WORKOUT TRACKER Single Workout View



If the user did more than one Workout on a given day, these dots appear below the Workout Summary Panel

F WORKOUT TRACKER Single Workout View (scrolled)

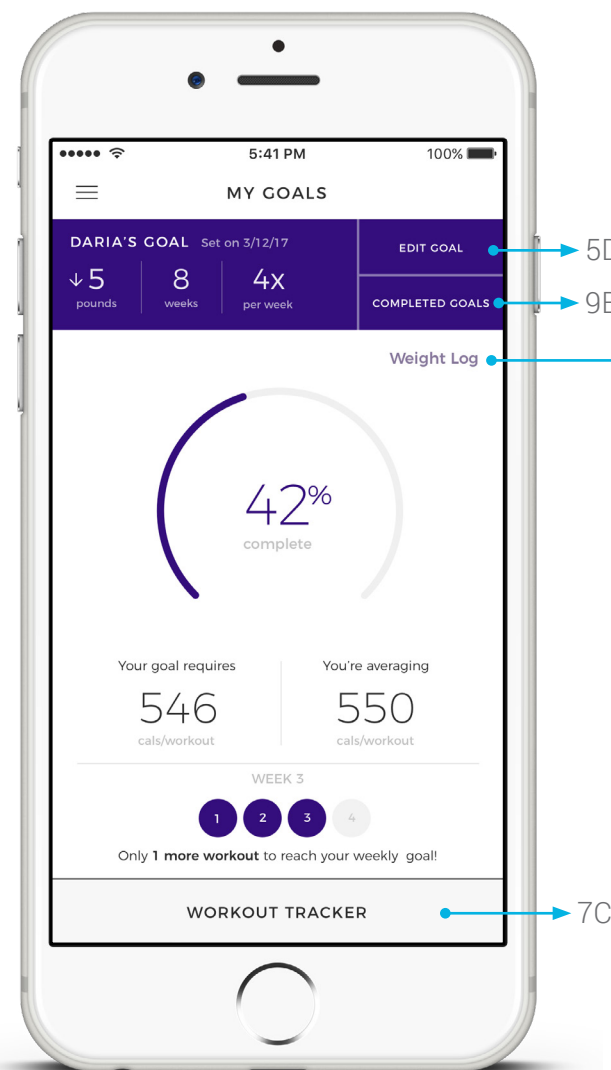


Graphic representation of muscle groups targeted in the workout. Intensity values of each muscle group are averaged from the metadata of the exercises that make up the workout(s) completed that day.

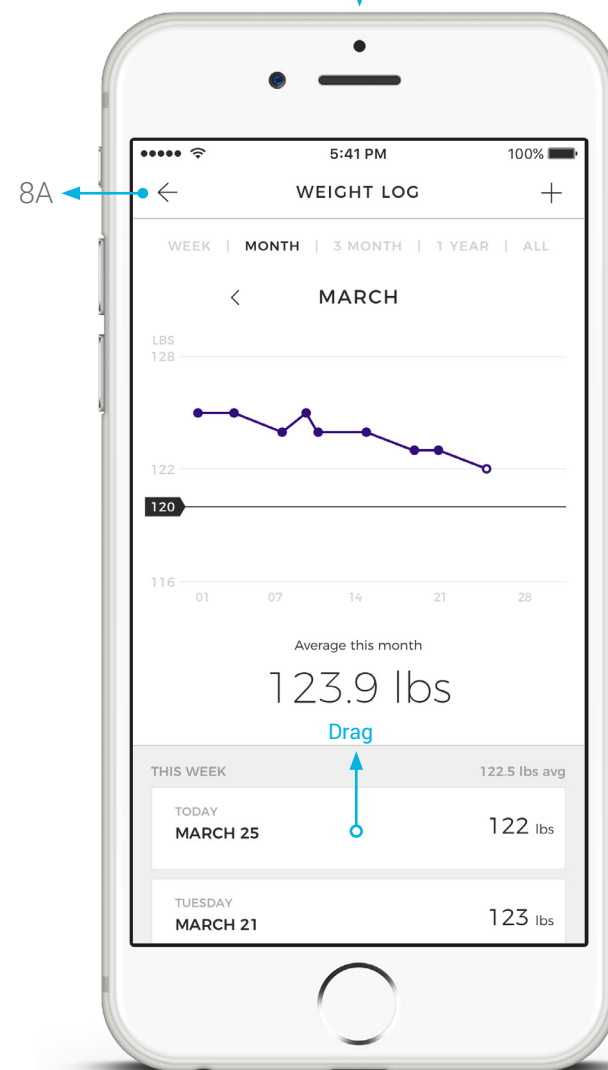
8. Weight Log

MOBILE USER EXPERIENCE

A MY GOALS DASHBOARD

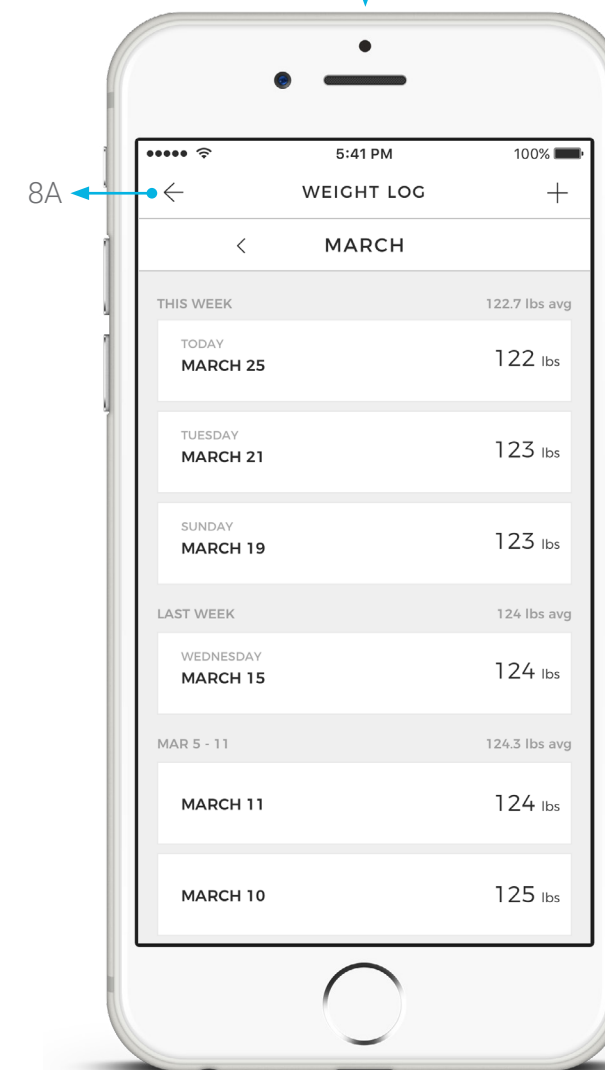


B WEIGHT LOG Graph View



The Weight Log allows users to manually track their weight.

C WEIGHT LOG List View

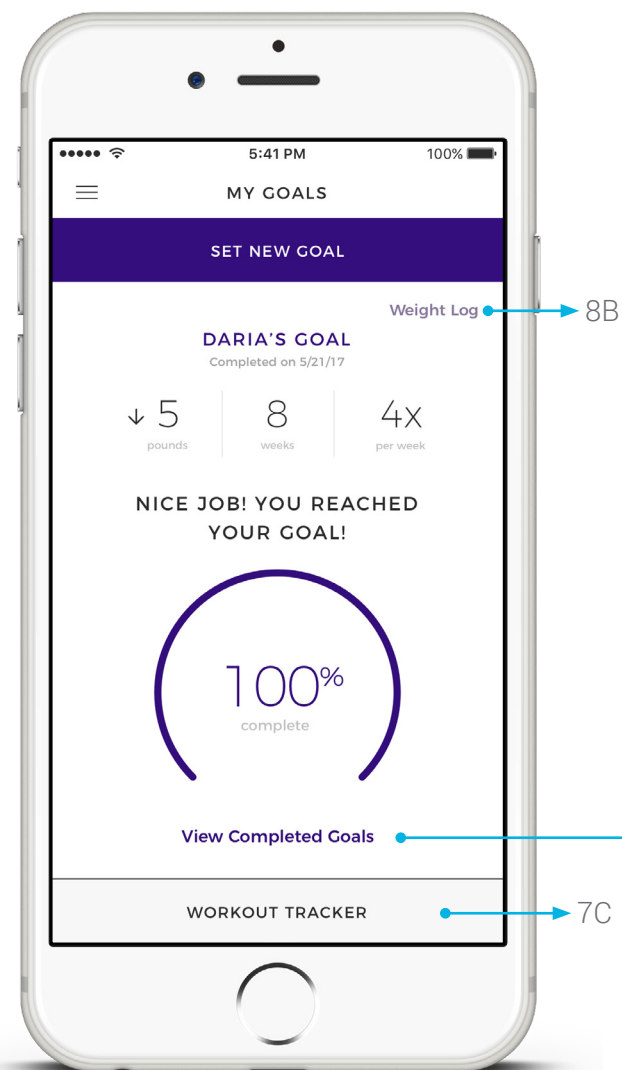


Dragging up on the list of log entries reveals the full-screen list. Log entries are grouped by week.

9. View Completed Goals

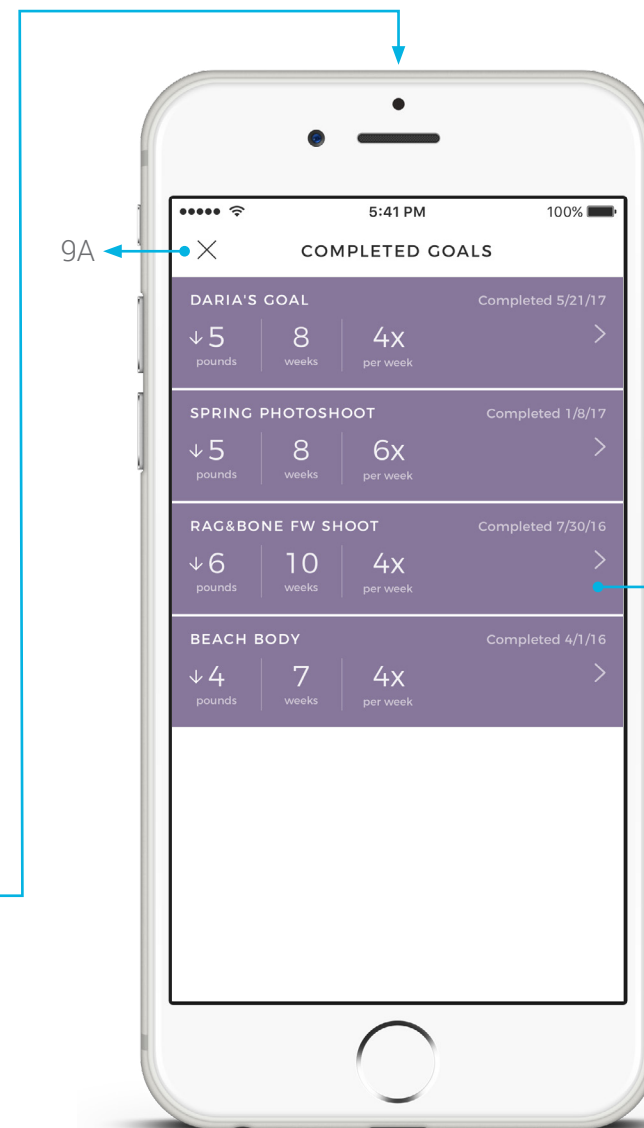
MOBILE USER EXPERIENCE

A CURRENT GOAL COMPLETE



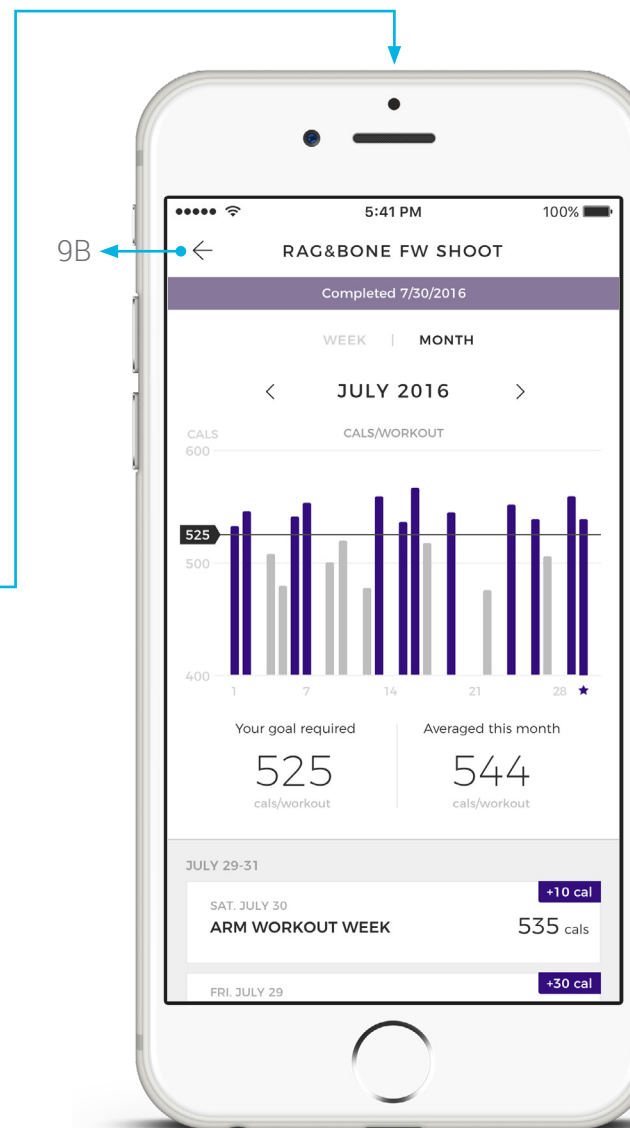
When the user has completed their current goal, a congratulatory message is displayed and a "Set New Goal" button appears.

B COMPLETED GOALS List



The Goals are listed in order of most recently completed.

C COMPLETED GOALS View Single Goal



Tapping a completed goal in the list reveals the workout tracker showing all workouts during the period of that goal.