

	Project :	Source File Name: 11.8HCO_BatchC_HomeRightStart_R8_JG.vsd	Round: 7	Date : 7/26/2011 3:55 PM
	Sharepoint Location:			Prepared By : WeightWatchers

Home Page Redesign – with eTools, Right Start functionality

Current document version: 5.0
Last version: 4.0

Objective:
Home page redesign for both online and eTools. To add in Right start functionality to eTools for US, CA and FR.

Desired Feedback:
To confirm with Creative and Engineering feasibility and readability, of wireframes and that the business requirements and objectives have been met.

Page Index:
Page 1 – Cover Page
Page 2 – Cover Page 2
Page 3 - 3.0 Home - Dashboard
Page 4 – 4.0 Lightbox View - for announcing program innovations - US Subscriber Homepage -R5
Page 5 – 5.0 Home - eTools - Weeks 1-12 - updated via Design comp. - no annotations -R5
Page 6 – 6.0 Home - eTools weeks 1-12: with Right Start and annotations - R5
Page 7 – 7.0 Home - Online (No Right Start), weeks 1-12 - annotated- Round 5
Page 8 – 8.0 Home -13 Weeks +, etools with Right Start- Round 5
Page 9 – 9.0 Home - Maintenance - Round 5
Page 10 - 10.0-Canada Home with Right start - Round 5
Page 11 - 11.0 Canada - Your Plan - Right Start - in the "To Do List"

- Open Issues Log:**
1. Add newsletter and magazine call outs on bottom page-Hilary working with Jared to see if these are drivers
2. 6h- “Did it” checkbox functionality TBD - Need Elli’s input and feedback
3. 3i- Dashboard Alert icon – Pending CR approval

Changes:
Version: 1.0

- Created Homepage wireframes depicting Home page of eTools to contain:
All Business Requirements, Right Start functionality and Meeting Topic of the week
- Annotated all wireframes to include ref. to Business Requirements (BRD)

Version 2.0
1. Dashboard – 3h, Added data delay
2. Added in pages for: “13 + and Beyond, Maintenance and Canada eTools depicting Right Start functionality and placement for “Meeting Topic of the week”

Version 3.0
1. Created cover page
2. Created Home page view without annotations for presentation
3. Added icon for Alerts, added annotation for rollover state for alerts
4. Added hyperlinks to all clickable text
5. Deleted “week” links on pages “13 + and Beyond” and “Maintenance”
6. Changed language on Maintenance link for “what to expect in [insert week]” to “What to expect in Maintenance” and “What to expect in 13+ and Beyond”
7. Changed language for weeks 1-12 from “what to expect in [insert week] to “What to expect [insert phase]”
8. Removed Right start functionality from 13+ and Beyond and Maintenance page
9. renamed “articles” to “items”
10. Topic of the Week will also include text saying what color week it is

Version 4.0
See Cover page 2

How to read a wireframe

Wireframes are preliminary sketches intended to show required page elements. These elements may include buttons, menus, form fields, image placeholders, example text, etc.

Wireframes are not intended to present design ideas and should not be read as preliminary designs. Rather, wireframes illustrate functional elements of the particular page or window in the sketch.

Annotations and Notes:

Annotations are numbered pointers that highlight a particular part of the sketch that requires an explanatory note. In this document and annotation looks like this:

1a

The number inside of the annotation will correspond to a numbered note in the right column like this:

1a. Explanatory note
This note explains something about the area at which the annotation is pointing.

Conditional Elements:

Conditional elements are page elements that only appear under certain circumstances. For example, a button that is only visible if a user is logged in might look like this:

Sign out

Conclusion:

Wireframes can be very easy to read and useful for envisioning websites or other software applications. Just be careful not to fixate on a particular page or window layout as it will most likely change.

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Home Page Redesign – with eTools, Right Start functionality

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Changes continued:

Version 4.0

Dashboard:

- 1. Deleted “settings” link
- 2. Daily remaining and Weekly remaining data is still FPO -TBD

Maintenance page:

Right start conditions

- 3. Added pink box around Right start functionality to depict that it is displayed conditionally
- 4. Annotated Right start is only displayed for weeks 1-3, not displayed in “13+ and Beyond” or “Maintenance”
- 5. Annotated Right Start is for eTools only
- 6. Removed “In wrong week – Change your week” added “Change your setting”

All Pages:

- 7. Added two scenarios to Notifications –
 - a) No Notification scenario
 - b) two promotions occurring on same page
- 8. Swapped Right rail elements : Essentials, Shop, and plan help with Right start and Meeting topic of the week. Right start and “Meeting Topic of the week” now located in the right rail. When Right start is not displayed, weeks 4-12, 13+ and beyond and Maintenance, move placement of “Meeting Topic of the week” up

9. Notification and Alert clarification:

- a) Alert icons: trigger alerts with tasks the user has missed a deadline - **Pending CR approval.**
- b) Notifications: Published for the user to be notified about: a Program innovation via dynamically displayed lightbox -no call to action from user this light box is pushed server side. User had call to action to exit lightbox.
- c) Added Lightbox to support graphics and Flash
- d) Added Annotations from existing business requirements titled “**Tracking notifications behaviors for annotations**”

10. Icons clarification – icons are used when call to action launches a pop up two scenarios:

- 1 – With Icon - On click load Tracker.
- 2 –If anything other than a Plan Manager load page in same window – no pop up

Version 5.0

1. Canadian pages:

- 1. Canada Home 11.0- added in Right start and the updated “To Do list” Text for No.1 reads “Go to your Right Start session this week.”
- 2. Canada - Your Plan 12.0 - Right Start
On the “To Do List”, Number 1 reads “Go to your Right Start session this week.”

2. Created second cover page

3. Updated annotations to “fields” that map to screen to actually page number

Version 6.0

- 1. Added in for Triggered Alerts annotation stating “**Pending CR approval**”
- 2. All Pages: Removed tenured based “Essentials”
- 3. All Pages: Added “Community” with four links
- 4. Page 6.0 – Home: Added for First start The first “Getting started” session will start that Sunday, and it will be a green week. The official color rotation is Green, Yellow, Blue
 - 12/4 Green – Power Foods
 - 12/11 Yellow – Setting Goals
 - 12/18 Blue – Planning for real life situations
 - 12/25 Green

Version 7.0

1. **Removed -Plan Help**

BRD 1.3.8

Links to program Help and PointsPlus Plan Guide

2. **Removed from etools - Tip of the Day**

BRD 1.2.7 – online only

3. **Added Right start refined wording to annotations from email dated 7/15**

4. **All pages: Updated maximum and minimum req. for Top Picks**

BRD 1.3.2

Display maximum of 4 images with links and minimum of 2 with images and links

5. **All pages: Removed 3 areas of tenured content, now displaying only 2**

6. **Dashboard 3.0: Added in:**

Daily Points Target Flag
Weekly ProPoints Allowance Flag
DPT/WPA Flag Hover
Subscriber Home Page Widget – Tracking View
Subscriber Home Page Widget – Simply Filling by Day referral

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Find A Meeting I Find Us On



Account I Help I

 Log Out

 WeightWatchers

FPO

Search

Go

[My Plan](#) | [Food & Recipes](#) | [Fitness](#) | [Healthy Living](#) | [Success Stories](#) | [Community](#) | [Marketplace](#)

KEY

- Conditional element
- Annotation

NOTES

- 3 -Personal Dashboard
- 3a - Display Announcements for WW.
- Program Innovation Scenarios
There are 6 Scenarios for the different states and announcement types. and Promo displays
- Scenario 1
No message is displayed
- Scenario 2 – Program Innovations
BRD ref. 1.1.1.1
- GCMS managed.
See “Lightbox view” screen 1.1.
Display text in a lightbox, as whole page takeover, auto launch with welcome message and links to page with more information.
Note – Must support Graphics and Flash.
- Scenario 3 – Product Improvements
BRD ref. 1.1.1.2 (pre & post launch)
Used for Small Product Releases - - - GCMS managed.
Display variable height module. Display image and display text.
Locate above dashboard module run message full width.
Supports graphic or flash display.
- Scenario 4 – Large Subscriber campaigns
BRD ref. 1.1.1.3
- CMS managed
- Supports graphic or flash display
- Variable height
Conditions – Only display if announcement available
- Scenario 5 – What’s new blog
BRD ref. 1.1.1.4
- Supports graphic and or flash
- Only display if announcement available.
- Scenario 6 – Multiple promotions
BRD ref. TBD
- Supports graphic and or flash
- Display 2 announcements, one located in 1a and the other located in the body or left rail (TBD)
available.

un 17 | Hello, Jane

3h

3

3b

3b

3b

3d2

You Have adjusted your Weekly ProPoints Allowance

3b

3c

[Name], Today is your weight tracking day

Track now

3f

3g

icon

3i

icon

icon

icon

PointsPlus® Tracker

Weight Tracker

Fitness Tracker

Progress Report

3a

3d

3d.1

3e

3e.1

3j

Daily Remaining 16

Weekly Remaining 30

Mode: Tracking

Notes: (con't)

- 3b – Display user photo and link
to profile for user to update
- 3c – Message
Message to display – “Today is weight tracking day” or “check progress report”
Follow same rules as on current site.
- 3d – Display Daily Remaining Points and ability to click on points to go to tracker
Follow same rules as on current site.
- 3d.1 – Display Daily Points Target Flag
Displays only when user adjusts his/her DPT.
(Cross reference functionality from 11.8_CE_innovation Batch A v3.3, number 9a.)
- 3d.2 – DPT Flag Hover
Displays upon hover of adjusted DPT [Example shows only WPA – hover applies to both]
- 3e – Display Weekly Remaining Points Display WPA remaining Points and ability to click on points to go to tracker.
Follow same rules as on current site.
- 3e.1 – Display Weekly ProPoints Allowance Flag
Displays only when user adjusts his/her WPA
(Cross referenced functionality from 11.8_CE_innovation Batch A v3.3 number 9b.)
- 3d.2 – WPT Flag Hover
Displays upon hover of adjusted WPT [Example shows only WPA – hover applies to both WPA and DWP]
(Cross referenced functionality from 11.8_CE_innovation Batch A v3.3 number 9b.)
- 3f – Display Prominent button labeled “Track now” which initiates Tracker pop up
- 3g – Display Icons prominently that link to
 - PointsPlus Tracker
 - Weight Tracker
 - Activity Tracker
 - Progress Report
 - Display alert icons – in online and eTools
- 3h- Data Delay Message
display as is done on the current homepage
- 3i- Alert icon – Pending CR approval
 - Has rollover state that displays information about alert
 - Existing business requirement currently on site for: “Tracking notifications behaviors for annotations”
 - For conditions under which to display notifications, see detailed requirements doc
 - If user has a notification for a given item, an icon displays with the related item's icon in the dashboard area.
 - Stop displaying the alert icon in these conditions for food tracking and weight tracking/meeting attendance: when user clicks the associated tool button for food tracking only: when next notification day arrives, if user HAS tracked in past 7 days for weight tracking only: when next weight tracking day arrives
 - When user mouses over the notification icon and/or the related tool icon, display a hover text area with the notification message. The hover closes when users mouses off the notification tool icon.
 - Each notification message will include:
 - Static copy to provide the “gentle reminder” message.
 - User's last date tracking the item in question (Food, Weight, Activity)
- 3j- Mode widget: 2 scenarios: (Cross referenced functionality from 11.8_CE_innovation Batch A v3.3)
- Scenario 1: Tracking View
Shift date and data update to allow DPT, WPA and Technique mode to display. Flag and hover functionality apply.
Ability to launch ProPoints Tracker from the widget will still exist.
- Scenario 2: Subscriber Home Page Widget – Simply Filling by Day – same as Scenario 1

FPO Copy - Copy contained within this wireframe is meant to provide direction and does not reflect final copy.

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Find A Meeting | Find Us On   

Account | Help |  Log Out

 WeightWatchers

FPO

Search 

My Plan | Food & Recipes | Fitness | Healthy Living | Success Stories | Community | Marketplace

KEY

- Conditional element
- Annotation

NOTES

- 4
- 4b
- 4a - Area to display Product Improvement/Innovation (see Home - 1.0 Dashboard for Scenarios)
Display text in a lightbox, as whole page takeover, auto launch with welcome message and links to page with more information.
Note – Must support Graphics and Flash.
- 4a – Display graphic,/image
BRD ref. 1.1.1.1
- GCMS managed.
- 4b – Close light box
User will be able to exit out of message. One light box is closed message will continue to be displayed in top Notification bar that on click will load Program innovation announcement page
- 4c - Call to action link
“Read/ Learn more” on click load Program Innovation Announcement page

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Logo

WeightWatchers

FPO

Search

Go



My Plan | Food & Recipes | Fitness | Healthy Living | Success Stories | Community | Marketplace

KEY

Conditional element

Annotation



NOTES

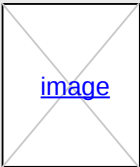
Announcements

Monday, May 9
Data update:11:30

Daily Remaining 16 ●

Weekly Remaining 30 ●

Mode: Tracking



[Name], Today is your weight tracking day

Track now



PointsPlus® Tracker



Weight Tracker



Fitness Tracker



Progress Report

Week 1

Week 2-4

Week 5-8

Week 9-12

Week 13+

Maintenance

[What to expect in \[insert phase\]](#) Week 2 | [Week 3](#) | [Week 4](#) In the wrong week? [Change your week](#)

Week 2: Building great new habits

To do this week



Track your weight



☐ Did it!



Create a meal in the PointsPlus Tracker



☐ Did it!



Make one small change to a favorite meal/snack



☒ Did it!

Right Start: Blue Week

Meeting Topic of the Week:

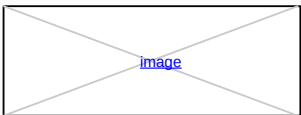
Family resemblance
Find a picture of someone in your family whom you do not want to end up looking like. On the days you don't feel like exercising, stare at the picture until you change your mind.

Community

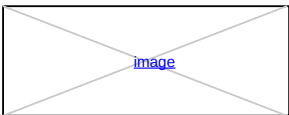


- [\[Name of article\]](#)
- [\[Name of article\]](#)
- [\[Name of article\]](#)
- [\[Name of article\]](#)

More Ideas for you today



[RECIPE OF THE DAY](#)
[Chicken Picatta](#)



[FOOD AND RECIPES](#)
[Cook for the Season](#)

Top Picks



[U.S. News & World Report Ranks Best Deals >>](#)



[Jennifer's Weight Watcher's Story >>](#)



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Announcements

Monday, May 9
Data update:11:30

Daily Remaining 16 ●

Weekly Remaining 30 ●

Mode: Tracking

[Name], Today is your weight tracking day

PointsPlus® Tracker

Weight Tracker

Fitness Tracker

Progress Report

6a

[Week 1](#) | [Week 2-4](#) | [Week 5-8](#) | [Week 9-12](#) | [Week 13+](#) | [Maintenance](#)

[What to expect in \[insert phase\]](#) Week 2 | [Week 3](#) | [Week 4](#) In the wrong week? [Change your week](#) 6d

6e Week 2: Building great new habits

6f To do this week

[Track your weight](#)

6i

6j

6h

☐ Did it!

[Create a meal in the PointsPlus Tracker](#)

☐ Did it!

[Make one small change to a favorite meal/snack](#)

☒ Did it!

Right Start:
Blue Week

Meeting Topic of the Week:

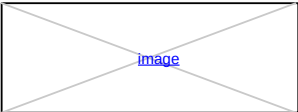
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Find a picture of someone in your family whom you do not want to end up looking like. On the days you don't feel like exercising, stare at the picture until you change your mind.

Community

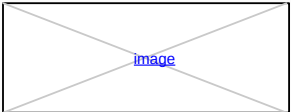
- [Name of article]
- [Name of article]
- [Name of article]
- [Name of article]

6N

More Ideas for you today



RECIPE OF THE DAY
[Chicken Picatta](#)



FOOD AND RECIPES
[Cook for the Season](#)

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Notes: (con't)

6L **Right Start is Displayed Conditionally:**
1. Only for eTools (not for online)

2. The right start indicator depends on the calendar week starting from December 4 (i.e., meeting room launch of Right Start).
3. **Only for weeks 1-3** The 3 week cycle then repeats ad-infinity.
4. On the home page, the indicator only shows in content display for the first 3 weeks of tenure. Example:
- a. If a user is in the 5th week and clicks on the 1st week tab, the right start indicator WILL show.
 - b. If the user is in the 2nd tenure week and clicks on the 8th week tab, the right start indicator WILL NOT show.

- BRD 21.0 – US, CA, and FRCA
- 21.1.1 eTools only featured content
 - 21.1.2 Content will be featured in the first three weeks of tenured content on “To Do's each week, links to same article, re: all 3 session types. Differs for eTools,
 - 21.1.3 In first 3 weeks, add a section that shows color of current Meeting's content color
 - 21.1.4 Create and display a legend that provides details on the colors and the type of content “Color coding”, Conditions: **The first “Getting started” session will start that Sunday, and it will be a green week. The official color rotation is Green, Yellow, Blue**
 - 12/4 Green – Power Foods
 - 12/11 Yellow – Setting Goals
 - 12/18 Blue – Planning for real life situations
 - 12/25 Green
 - *See design also, added details in R6
 - 21.1.5 Update the Topic of the week content

6M **Removed from etools - Tip of the Day**
BRD 1.2.7 – online only

6N **Added Community**
BRD – None

Removed - Tenured based “Essentials”
BRD 1.25
Display two links, as currently on PG, GCMS, driven

6o **Top Picks**
BRD 1.3.2
Display maximum of 4 images with links and minimum of 2 images with links

6P **Removed -Plan Help**
BRD 1.3.8
Links to program Help and PointsPlus Plan Guide

6Q **1.3 Additional Content**
BRD 1.3.1
Display daily rotating content – using existing featured content sub category functionality
BRD 1.3.1.1 Link to Recipe of the day
BRD 1.3.1.2 Link to Fitness article
BRD 1.3.1.3 Link to Healthy Living article or quiz
BRD 1.3.1.4 Link to Food article or quiz
BRD 1.3.1.5 Link to rotating feature containing on of the following: Blog, Challenge, Group – entirely GCMS driven (to include WW and UGC

KEY

Conditional element

Annotation

NOTES

6a - By Week Tab Navigation
Display Tenure week by week tabs which are clickable – on click load tenure based contact for that week. Content also customized if user is a man or a woman.

6b - Week x - Links
BRD 1.2.1.2
Display links for user to see what week they are in, in greyed out state and links to the future and past weeks in an active state. On click load week selected.

6c - What to expect - link
BRD 1.2.1.3
CMS Managed
Display link for :what to expect in tenure based phase. On hover display content for what the user can expect in next phase. Note: Creative to manage visual design of this feature.

6d -In wrong week functionality, with link to change week
Display link for user to change the week they are in. On click load screen to allow user to change week they are in.

6e - Heading: Week [#]
Content pertaining to that week

6f - Sub-heading title: “To do this week”
Content pertaining to that week

6g - Display Subscribe tenure based Content for week they are in.
BRD 1.2.2
Will function the same as the current homepage and plan gateway (HPG)

6h - BRD 1.2.2.1
“Did it” Check list items must be able to be checked and saved to user's profile

BRD 1.2.3
Update content in all tenure weeks and a maintenance to support Innovation changes

6i - Display Link, 2 scenarios

Scenario 1 – Plan tracker link ex. “Track your weight

Scenario 2 – Site side link
On click load in new window site side window.

6J - Display icon for Plan Tracker
on click Load Plan Tracker in new window. Display icon when pop up will appear. If no Icon, on click load article or page in current window.

6K - Heading: “Meeting Topic of the Week”
BRD 1.2.6
- For eTools users only,
- CMS controlled
- Link to article page, on click load page with color of the week text saying what the color of the week is.
Important Notes:
Shop :
eTools does not get Shop in weeks 1-12
Right Start: eTools only
Not displayed in 13+ and Beyond or Maintenance

Men's
BRD 1.4.2
Tenure based content differs for men and women as is currently on HPG

Online and eTools
BRD 1.4.3
Tenure based content differs for online and eTools as is currently on HPG

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FPO

Search

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Monday, May 9
Data update:11:30

Daily Remaining 16 

Weekly Remaining 30 

Mode: Tracking



[Name], Today is your weight tracking day

 PointsPlus® Tracker

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 Fitness Tracker

 Progress Report

7a

Week 1

Week 2-4

Week 5-8

Week 9-12

Week 13+

Maintenance

7e

What to expect in [insert phase]

Week 2

7c

Week 3

Week 4

7b

In the wrong week? [Change your week](#)

7d

7f

Week 2: Building great new habits

7g

To do this week

 [Track your weight](#)

☐ Did it! 

7i

 [Create a meal in the PointsPlus Tracker](#)

☐ Did it! 

7J

 [Make one small change to a favorite meal/snack](#)

☒ Did it!

7L

Plan Help

- [Need Help?](#)
- [PointsPlus Plan Guide](#)

7M

Shop

 [Name of item]

7K

Community



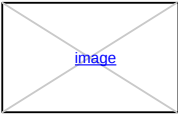
- [\[Name of article\]](#)
- [\[Name of article\]](#)

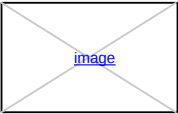
7N

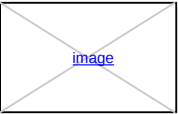
More Ideas for you today

Today's Tip of the Day

Think positive: 7 steps to losing weight

 [RECIPE OF THE DAY](#)
[Chicken Picatta](#)

 [FOOD AND RECIPES](#)
[Cook for the Season](#)

 [FITNESS](#)
[Get Moving](#)

 [HEALTHY LIVING](#)
[Can't Walk This Way](#)

 [Blog...Challenge or Group](#)
[Rotating feature](#)

7P

Top Picks

 [U.S. News & World Report Ranks Best Deals >>](#)

 [Jennifer's Weight Watcher's Story >>](#)

Notes: (con't)

7K

Community
BRD - None

Removed - Tenured based “Essentials”
BRD 1.25
Display two links, as currently on PG, GCMS, driven

7L

Plan Help
BRD 1.3.8
Links to program Help and PointsPlus Plan Guide

7M

Shop
BRD x.x.x
Display image and link

7N

Tip of the Day
BRD 1.2.7

7O

1.3 Additional Content
BRD 1.3.1
Display daily rotating content – using existing featured content sub category functionality
BRD 1.3.1.1 Link to Recipe of the day
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BRD 1.3.1.5 Link to rotating feature containing on of the following: Blog, Challenge, Group – entirely GCMS driven (to include WW and UGC

7P

Top Picks
BRD 1.3.2
Display image and link

7Q

Men's
BRD 1.4.2
Tenure based content differs for men and women as is currently on HPG

7R

Online and eTools
BRD 1.4.3
Tenure based content differs for online and eTools as is currently on HPG

KEY

Conditional element 

Annotation 

NOTES

7a - By Week Tab Navigation
Display Tenure week by week tabs which are clickable – on click load tenure based content for that week. Content also customized if user is a man or a woman.

7b - Week x - Links
BRD 1.2.1.2
Display links for user to see what week they are in, in greyed out state and links to the future and past weeks in an active state. On click load week selected.

7c - What to expect - link
BRD 1.2.1.3
CMS Managed
Display link for :what to expect in tenure based phase. On hover display content for what the user can expect in next phase.
Note: Creative to manage visual design of this feature.

7d - In wrong week functionality, with link to change week
Display link for user to change the week they are in. On click load screen to allow user to change week they are in.

73 - Heading: Week [#]
Content pertaining to that week

7f - Sub-heading title: “To do this week”
Content pertaining to that week

7g - Display Subscribe tenure based Content for week they are in.
BRD 1.2.2
Will function the same as the current homepage and plan gateway (HPG)

7h - BRD 1.2.2.1
“Did it” Check list items must be able to be checked and saved to user's profile

BRD 1.2.3
Update content in all tenure weeks and a maintenance to support Innovation changes

7i - Display Link, 2 scenarios
Scenario 1 – Plan tracker link
ex. “Track your weight
Scenario 2 – Site side link
On click load in new window site side window.

7J - Display icon for Plan Tracker
on click Load Plan Tracker in new window. Display icon when pop up wil appear. If no Icon, on click load article or page in current window.

Important Notes:

Shop :
eTools does not get Shop in weeks 1-12

Right Start: eTools only
Not displayed in:
13+ and Beyond or Maintenance

FPO Copy - Copy contained within this wireframe is meant to provide direction and does not reflect final copy.

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	Project :	Source File Name: 11.8HCO_BatchC_HomeRightStart_R8_JG.vsd	Round: 7	Date : 7/26/2011 3:55 PM
	Sharepoint Location:			Prepared By : WeightWatchers

Find A Meeting | Find Us On   

Account | Help |  Log Out

 WeightWatchers

FPO

Search 

My Plan | Food & Recipes | Fitness | Healthy Living | Success Stories | Community | Marketplace

KEY

Conditional element



Annotation



NOTES

8 - Display subscriber, tenured based content for weeks 13+ and Beyond

Will function the same as the current homepage and plan gateway (HPG)

8a – Display image

Will function the same as the current homepage and plan gateway (HPG)

8b- Meeting topic of the Week

display only for “13+ & Beyond” and “Maintenance” page

Right Start not displayed

Only display Right start in weeks 1-3

8b- Community

BRD – None

Display image

Display links – see Design Comp

Monday, May 9
Data update:11:30

Daily Remaining 16 ●

Weekly Remaining 30 ●

Mode: Tracking

 [Name], Today is your weight tracking day

Track now

 PointsPlus® Tracker

 Weight Tracker

 Fitness Tracker

 Progress Report

Week 1

Week 2-4

Week 5-8

Week 9-12

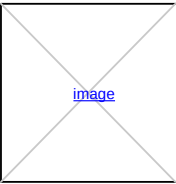
Week 13+

Maintenance

What to expect in weeks 13+ and Beyond

In the wrong week? [Change your week](#)

Weeks 13 +and Beyond: What you need to be successful



8a

Stay Motivated

- Motivation Center
- Challenge
- Blog
- Groups

8

Shop

 [Name of item]

Community



- [Name of article]
- [Name of article]

Meeting Topic of the Week: 8b

Family resemblance

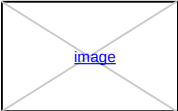
Find a picture of someone in your family whom you do not want to end up looking like. On the days you don't feel like exercising, stare at the picture until you change your mind.

8c

More Ideas for you today

Today's Tip of the Day

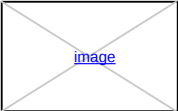
Think positive: 7 steps to losing weight



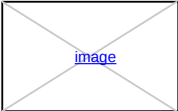
RECIPE OF THE DAY
Chicken Picatta



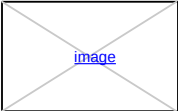
FOOD AND RECIPES
Cook for the Season



FITNESS
Get Moving



HEALTHY LIVING
Can't Walk This Way



Blog,, Challenge or Group
Rotating feature

Top Picks



U.S. News & World Report
Ranks Best Deals >>



Jennifer's Weight
Watcher's Story >>

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	Sharepoint Location:			Prepared By : WeightWatchers

Find A Meeting | Find Us On   

Account | Help |  Log Out

 WeightWatchers

FPO

Search 

[My Plan](#) | [Food & Recipes](#) | [Fitness](#) | [Healthy Living](#) | [Success Stories](#) | [Community](#) | [Marketplace](#)

KEY

- Conditional element
- Annotation

NOTES

9 - Display subscriber, tenured based content for Maintenance
Will function the same as the current homepage and plan gateway (HPG)

9a - Meeting topic of the Week
display only for “13+ & Beyond” and “Maintenance” page
Right Start not displayed
Only display Right start in weeks 1-3

Note: Since “Right Start” notification is not displayed, weeks 4-12, 13+ and beyond, and Maintenance, move placement of “Meeting Topic of the week” up

9b - Shop
Shop is displayed conditionally
Shop is not displayed for eTools Weeks 1-12

9c - Community
BRD – None
Display image
Display links – see Design Comp

Important Notes:

Shop :
eTools does not get Shop in weeks 1-12

Right Start: eTools only
Not displayed in 13+ and Beyond or Maintenance

FPO Copy - Copy contained within this wireframe is meant to provide direction and does not reflect final copy.

Monday, May 9
Data update:11:30

Daily Remaining 16 ●

Weekly Remaining 30 ●

Mode: Tracking



[Name], Today is your weight tracking day

 [icon](#)
PointsPlus® Tracker

 [icon](#)
Weight Tracker

 [icon](#)
Fitness Tracker

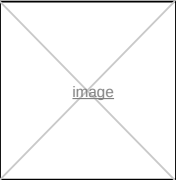
 [icon](#)
Progress Report

Week 1	Week 2-4	Week 5-8	Week 9-12	Week 13+	Maintenance
--------	----------	----------	-----------	----------	-------------

[What to expect in Maintenance](#)

[Change your settings](#)

Maintenance: Resources for staying at goal



Understanding Maintenance

- [Update your eating habits](#)
- [Common questions about maintenance](#)
- [PointsPlus values and maintenance](#)



Long term Success

- [Keep it off... for good](#)
- [Maintain long term weight loss](#)
- [Stay motivated](#)

Meeting Topic of the Week: 9a

Family resemblance
Find a picture of someone in your family whom you do not want to end up looking like. On the days you don't feel like exercising, stare at the picture until you change your mind.

9b



Shop

[Name of item]

Plan Help

- Need Help?
- PointsPlus Plan Guide
- Using the site
- instant Problem Solver

Community



- [\[Name of article\]](#)
- [\[Name of article\]](#)

9c

More Ideas for you today

Today's Tip of the Day

Think positive: 7 steps to losing weight



RECIPE OF THE DAY
Chicken Picatta



FOOD AND RECIPES
Cook for the Season



FITNESS
Get Moving



HEALTHY LIVING
Can't Walk This Way



Blog,, Challenge or Group
Rotating feature

Top Picks



[U.S. News & World Report Ranks Best Deals >>](#)



[Jennifer's Weight Watcher's Story >>](#)

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	Sharepoint Location:		Prepared By : WeightWatchers	



WeightWatchers

[My Profile](#) | [Find a Meeting](#) | [Help](#) | [Log out](#)

Search [Go](#) For



[| Your Plan](#) | [Food & Recipes](#) | [Fitness & Health](#) | [Success Stories](#) | [Community](#) | [Shop](#) |

[Hello, \[Subscribers Name\]](#) | [pick my icons!](#) | [My Foods & Recipes](#) | [My boards](#) | [My Posts](#)

WeightWatchers.ca is updated for the **PointsPlus** program! [Get details](#)

28 JUN
Data update: 11:05

Daily remaining
31

weekly remaining
49

Calculators


PointsPlus™ Tracker


Weight Tracker


Activity Tracker


Recipe Finder

More tools

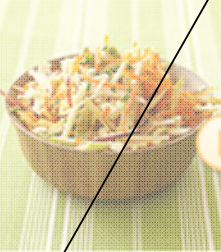
The latest from Weight Watchers

RECIPES & COOKING

Throw a Greek Mezze Party in Minutes!

HEALTH & WELL-BEING

On Plan in Quebec City

RECIPE OF THE DAY

Apple and Carrot Salad

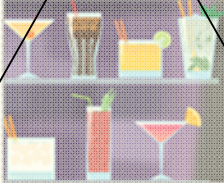
Top Picks

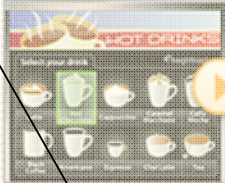
Canada Day, Weight Watchers Style! >>

Jennifer Powered >>

Cheat Sheets


Pizza


Cocktails


Hot Drinks

Real people, real inspiration

Alison, Age 30 >>
As a new mom, Alison was on the lookout for a weight-loss plan. When she was given the opportunity [more](#)

Check out our message boards
[On the Momentu](#) 

Notes:

- 10 - Right Start, Conditions:**
BRD 21.0 – US, CA, and FRCA
- 21.1.1 eTools only featured content
 - 21.1.2 Content will be featured in the first three weeks of tenured content on the Your Plan Gateway and Home Page.
 - 21.1.3 In all weeks, add a section that shows color of current Meeting's content color
 - 21.1.4 Create and display a legend that provides details on the colors and the type of content
 - Green – Power Foods
 - Yellow – Setting Goals
 - Blue – Planning for real life situations
 - 21.1.5 Update the Topic of the week content

- 10 a - Heading:**
“Meeting Topic of the Week”
BRD 1.2.6
For eTools users only,
CMS controlled
Link to article page
- 10 b - Add text to the Canadian/Your Plan, Weeks 1-3 number 1 on the “To Do List”**
That reads
“Go to your Right Start session this week.”

Find a Meeting 

[What's New](#) | [Newsletter](#)

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	Sharepoint Location:			Prepared By : WeightWatchers

A screenshot of the PointsPlus mobile application interface. The top section is titled 'Plan Manager' and lists several features: 'PointsPlus™ Tracker', 'Weight Tracker', 'Find & Explore', 'Recipe Builder', and 'Favorites'. Below this is a section for 'My Message Boards' and 'My Posts'. The middle section is the 'PointsPlus™ Calculator', which has tabs for 'Food' and 'Activity'. It includes input fields for 'Fat (g)', 'Carbohydrates (g)', 'Fibre (g)', and 'Protein (g)', each with a corresponding icon. A 'Calculate' button is at the bottom of the calculator section. Below the calculator is a link that says 'PointsPlus not what you expected?'. The bottom section is titled 'Free E-mail Newsletter' and contains a paragraph about a free newsletter with recipes, success stories, and tips, followed by a 'Sign up for free now' button. A large, bold, black 'FPO' watermark is centered over the entire screenshot.

The screenshot displays the FPO (First Steps) program interface. At the top, there's a dashboard with sections for 'Tracked Today' (Food, Activity, Healthy, Daily Achiever), 'Rewards', 'Weight Statistics' (Start weight: 230 lb, Last tracked weight: 200 lb, Goal weight: 143 lb, Weight lost: 30 lb), and 'Milestones' (5 stars, 5+ stars, 25 stars, 50% stars, 10% stars, 25% stars, 50% stars). Below this is a navigation bar with tabs: 'First Steps', 'Setting in Weeks 2 - 4', 'Managing hurdles Weeks 5 - 8', 'Making it yours Weeks 9 - 12', 'Living the plan Weeks 13 & beyond', and 'Keeping it off Maintenance'.

The main content area is titled 'Week 1: Getting started on plan'. It includes sections for 'Essential info' (How eTools and your Meetings work together), 'How to use the site' (Take a tour of your tools), 'Food ideas' (Some super-low **PointsPlus** values recipes, Essential Starter Recipes, Ideas for different dietary preferences: Gluten free, Plan-friendly shopping list), and 'More tips and motivation' (Learn about Activity, Change your week if you already know the basics, Get your family and friends to help you).

On the right side, there's a 'To do this week' list with 6 tasks:

1. Go to your Right Start Session this week
2. Take a "before" photo and track your measurements
3. Track what you eat
4. Plan the best weigh-in strategy for you
5. Build your Favourites
6. Clean your fridge and cupboards, and fill them with healthy food

The interface is marked with a large 'FPO' watermark.

Notes:

11 - Add text to the Canadian/Your Plan, Weeks 1-3 number 1 on the “To Do List”

That reads
“Go to your Right Start session this week.”