

Home Page Parameters & Possibilities

If you don't have Figma access, please leave a comment for any info you want added

Goal

- Orient the user to latest info (Whats going on?)
- Guide user to their next steps (What do I do now?)
- Show user quick status (How am I doing?)

Problems being solved

- Users don't know what to do first, second, third
- Users are overwhelmed by too much on the page
- Client programming needs to be clearly communicated
- Clients need a flexible way to insert their unique programs

Business Needs

- Support client programs
 - Company announcements
 - 3rd party partner integration
 - Event scheduler (calendar)
 - Rewards programs

User Needs

- Needs to be able to navigate the site easily
- Needs to be guided on next steps
- Wants to know what is rewardable
- Wants to feel program is personalized for them
- Wants to know what is new

Behavior Change Area

- Guidance - Guide user to the next step
 - 1 - Assess health
 - 1b - Communicate results
 - 2 - Identify what area of well-being the user is interested in
 - 2b - Personalize recommendations
 - 2c - Encourage user to engage in learning
 - 3 - Guide user to a Behavior Change activity
 - 4 - Guide user to gamified areas
 - Social
 - Side quests
 - Challenges

Additional Problems to Consider

- Show what happens when AI is less robust for clients who don't want to share user data
- Show what happens when a client has fewer products

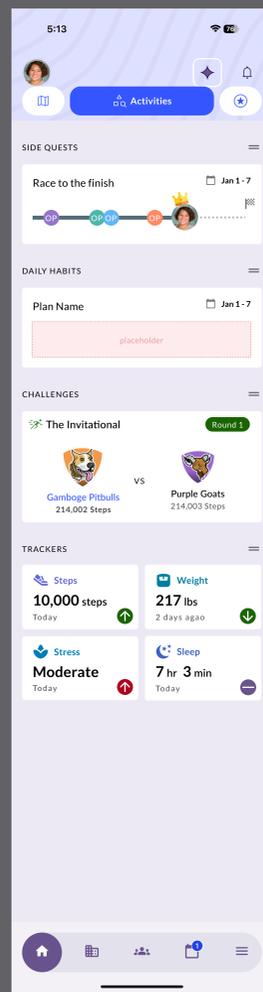
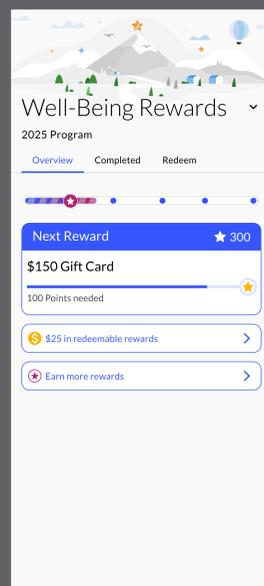
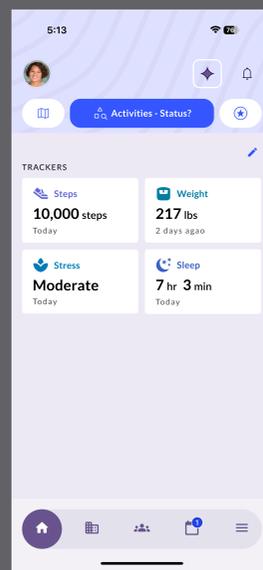
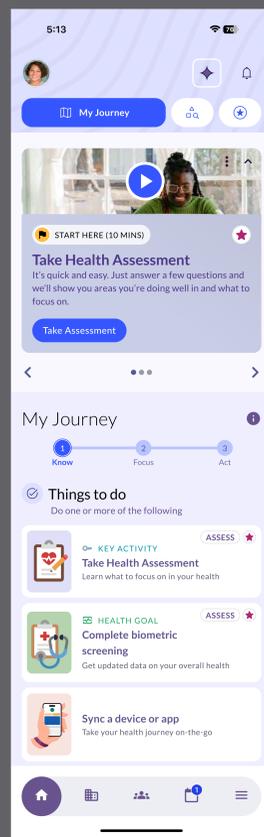
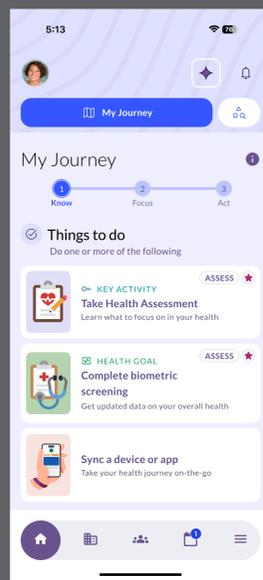
Other ways we could solve the problem

- Keep it like current as one long page
- Rewards could be in the chrome

Questions

- Dashboard is trying to solve an problem of organization and communication:
 - does the info organization make sense?
 - Is anything missing?
- What happens if a user doesn't pick interests?
 - How many users come back when selecting interests vs not? (Christina)
 - How can we make interests more meaningful/personalized?

Home page



Sponsor page

