**Business:** MotivAGE

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**Project Summary:** - To design the landing page of an online health app.

- This landing page is a ‘health dashboard’.

- The purpose of the dashboard is to clearly show the user their health status.

- The design of this dashboard will be used to guide the look-and-feel of the remainder of the app.

**Describe your business**

MotivAGE is an online preventative health platform, designed by a medical doctor, to enhance the interaction between consumer and health provider. It takes its name from the main assessment tool on the platform, MotivAGE, a biological age health assessment. By comparing your chronological age with your MotivAGE, you know instantly where your health is at.

**Existing brand guidelines in place**

See the attached ‘MotivAGE\_Brand\_Cheatsheet.PDF’ doc

(This branding has been used for print collateral and hardcopy reports)

For the MotivAGE logo, see the attached logo supply.

**Scope of project**

Design a hi-fi interactive mockup of the consumer health dashboard. This will be used as the landing page of the MotivAGE online Health Portal. The supplied low-fi static mockup has been provided to assist with understanding what information we would like displayed.

We would like the dashboard to have two different states:

- Empty: i.e. what it will look like without any data (when they firs join the app)

- Completed i.e. once the consumer/provider have completed assessments

**What problem is it solving?**

MotivAGE is about inspiring great health. The journey to great health begins with an individual truly understanding their current health status. Too many of us are completely in the dark when it comes to our health, and therefore have no idea what changes need to take place, or even that change is needed in the first place!

The landing page of the MotivAGE app is a dashboard that needs to clearly show the Consumer where they stand in terms of their health. It does this by compartmentalizing the Consumer’s health into 3 major health components:

a. Their body

b. Their lifestyle

c. Their Mind

Each of these 3 components are represented by a score that will show the Consumer how they rate for each of these components:

**Component Score**

Body: MotivAGE (biological age)

Lifestyle: Score out of 100

Mind: Score out of 100

**Who is your audience?**

MotivAGE’s audience is the general public, with the assumption that they have very little understanding of health.

**What’s the tone/feeling?**

To represent MotivAGE’s values:

1. Beautiful design with effortless function

2. Simplifying the complex

3. Inspiring / motivating

**How will you measure success?**

* For the Consumer to instantly know where their health is at
* Look-and-feel to be clean, beautiful, have a high-end feel to it
* To make a page full of graphs and gauges look inviting and easy to understand i.e. not intimidating.

**Some technical issues that will help:**

* The health scorecard displays the 3 main scores for Body, Lifestyle and Mind. It is the centerpiece of the dashboard and is fixed i.e. cannot be removed, moved or customized. We want Consumers to learn to refer to their health in 3 major components: Body, Lifestyle, Mind.
* The ‘My Body’ score is MotivAGE, a biological age assessment. The entire Platform is named after this assessment, so clearly it is a strategically important component of the app. To clarify what a biological age is, if a Consumer is 40 years old, and gets a MotivAGE of 35 years, then this tells the Consumer that she is very healthy for her age and is 5 years younger than her birth age. Conversely, if the same Consumer gets a MotivAGE of 50 years, she is 10 years older than she should be, and is motivated to do something about it. By improving her lifestyle and reassessing her MotivAGE, she can track her progress and see her MotivAGE come down to, and even below, her birth age.
* Below the Health Scorecard in the low-fi mockup is where the Consumer can customize their dashboard i.e. the Consumer can select tiles to add to each panel that are important to the Consumer. Each tile represents a metric/assessment for that particular panel, and consists of 2 graphics: i) gauge that shows the consumer their current status, and ii) a progress graph that shows the consumer how they are progressing (refer to low-fi mockup).
* A unique feature of the MotivAGE Health Platform is that both Consumer and healthcare Professional use it. You will notice a ‘switch’ at the top-right of the low-fi mockup. This switch allows the User to switch between Consumer and Provider roles (if they are a Provider). We won’t display the switch for the majority of Consumers who aren’t also a Provider.
* The side panel in the low-fi mockup is only to give you an idea of the content I would like displayed on the dashboard. How you display it is obviously completely up to you. This content is important peripheral information that compliments the Consumer’s health results, and also useful for illustrating to the Consumer the entire scope of the Platform. The challenge is to have this information easily accessible yet not make the screen too busy (refer to the measures of success).
* When a user first logs into the app, there will be mostly empty gauges/graphs/sections. Therefore key to the success of the dashboard design is to make the empty dashboard +/- side panel look appealing and allow the user to start filling-in the different sections and customize their panels/tiles. THE EMPTY DASHBOARD WILL BE THE CONSUMER’S FIRST IMPRESSION OF MOTIVAGE.
* Related to the above point, the empty dashboard should invite the Consumer to want to start completing the different sections of the page, from medical history and goals, to the questionnaires that make up the Lifestyle and Mind scores.
* This dashboard is the landing page of the ‘MY HEALTH’ component of the platform. You will see from the low-fi mockup (at the very top of the mockup) that there will be 4 other sections of the platform:
  + Library: where the consumer can access articles, videos, podcasts etc
  + Plans: where the consumer will access activity and nutrition plans
  + Challenges: where the consumer can participate in challenges
  + Social: where a consumer can interact with other members

It is important that the Consumer can easily navigate between these different sections, and is an important consideration of the overall user experience.