



# Nudge V4

Get to know the new Nudge.  
More personal than ever.



## **What is V4?**

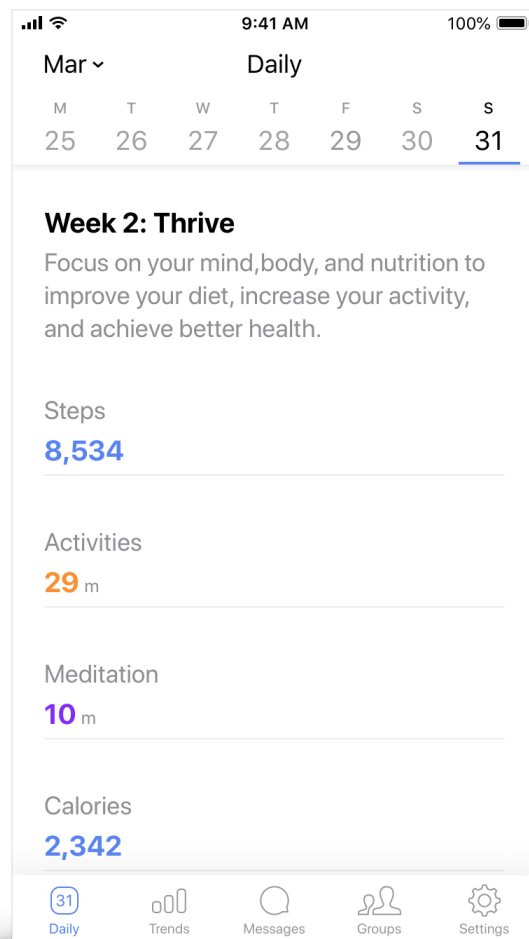
Nudge V4 is the next major release of Nudge. Technically it's a major shift to new technology. But more importantly it's a major upgrade to personalization. V4 is loaded with potential to drive new experiences for you and your client, uncover new insights, and foster positive change.

We hope this guide helps you understand what's coming and how to utilize Nudge to create the ideal motivational environment for your clients.

# **Meet V4**

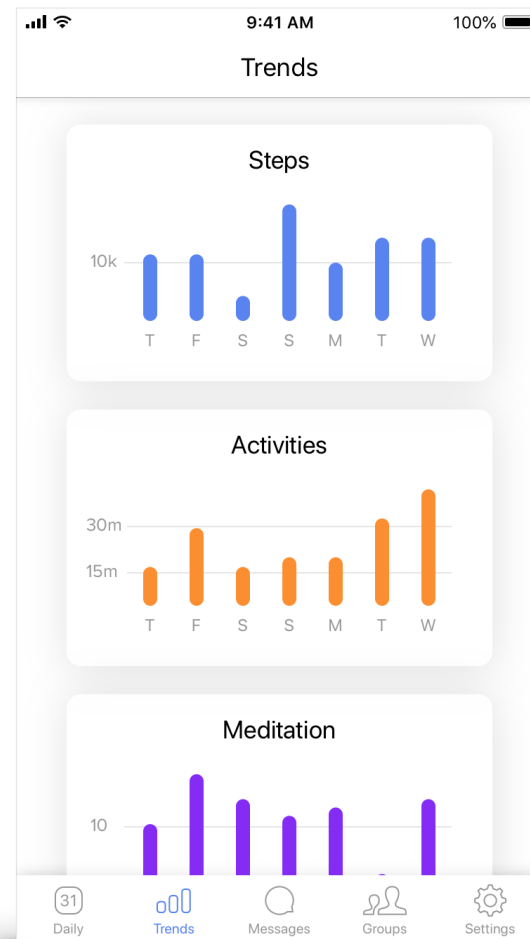
A picture is worth a thousand words. Here's what Nudge will look like when V4 arrives this spring.

# What your clients will see.



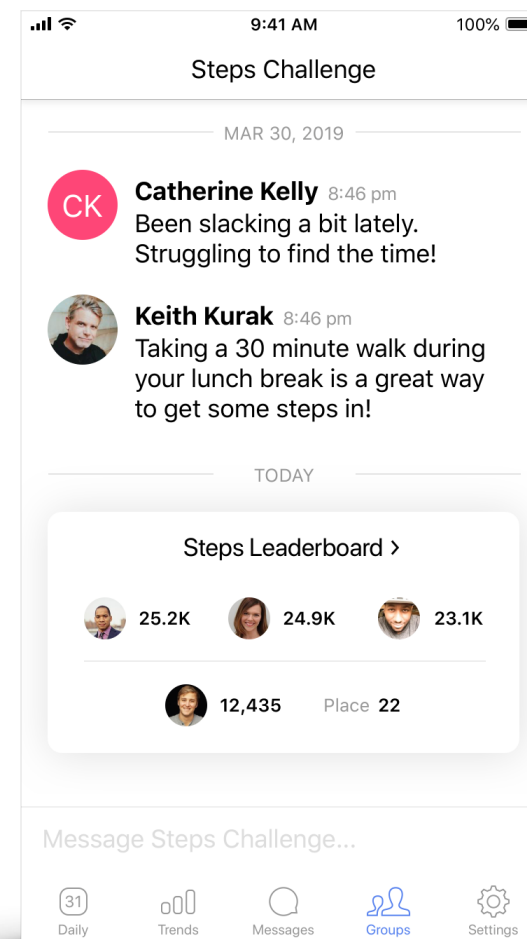
## Daily **NEW**

Daily is the new log screen. Here clients will track their daily habits.



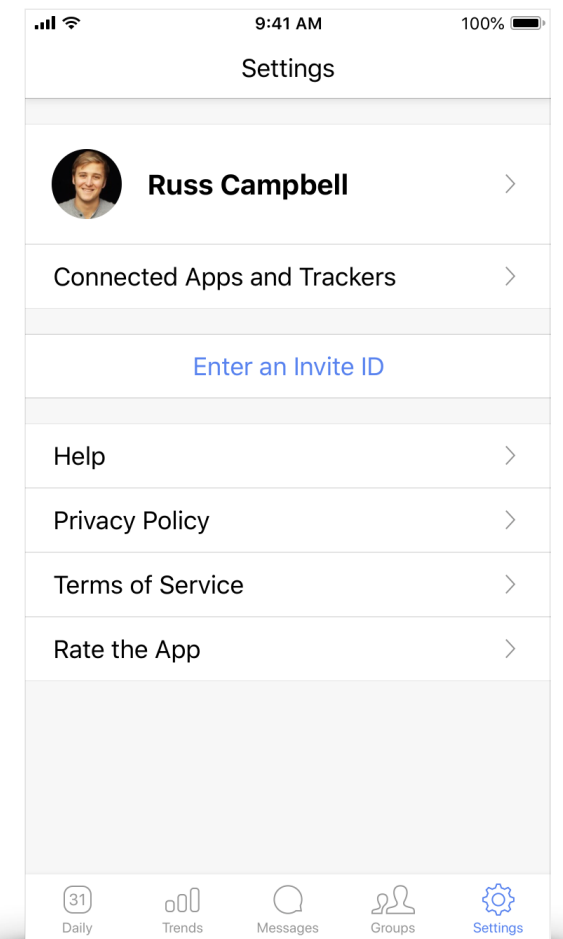
## Trends **NEW**

The profile view will be replaced with trends. Clients see the same graphs you see. Many of which are new to V4.



## Groups

Redesigned for a better messaging experience for large and small groups alike.

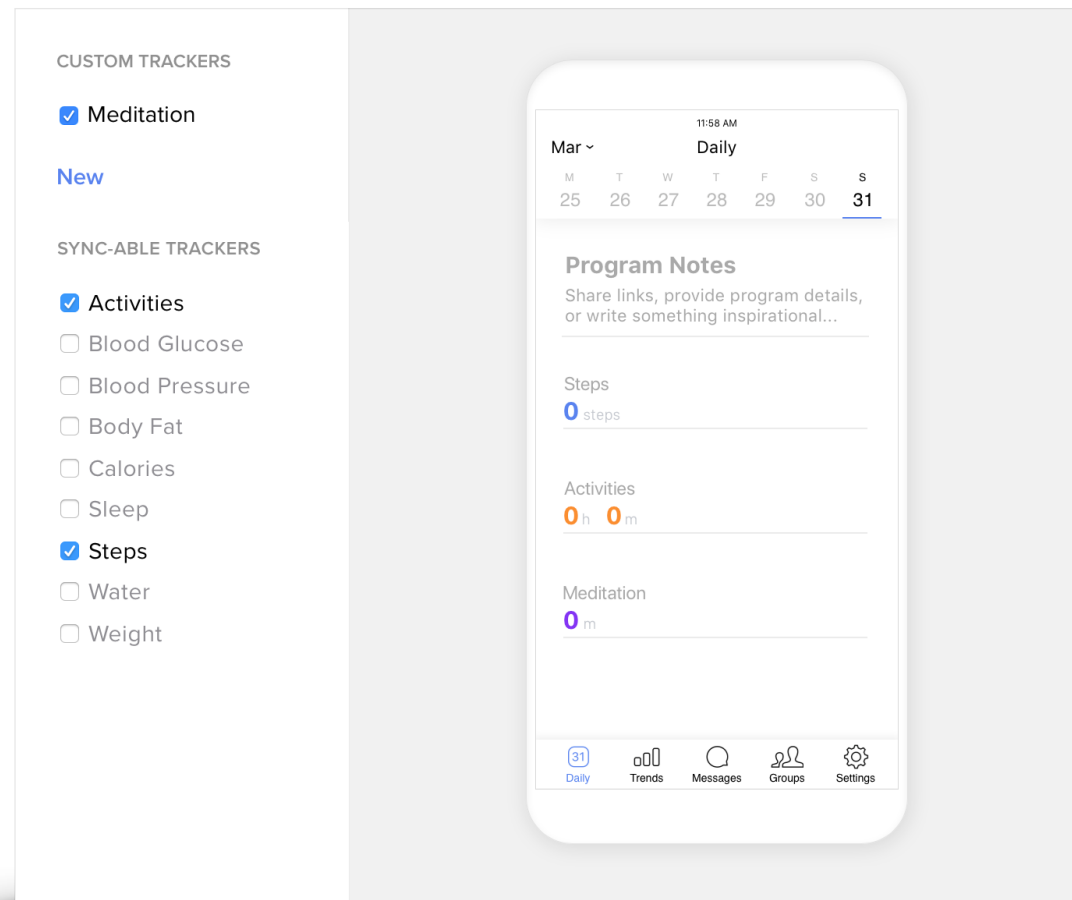


## Settings **NEW**

A new convenient place to enter an Invite ID or sync new apps or trackers.

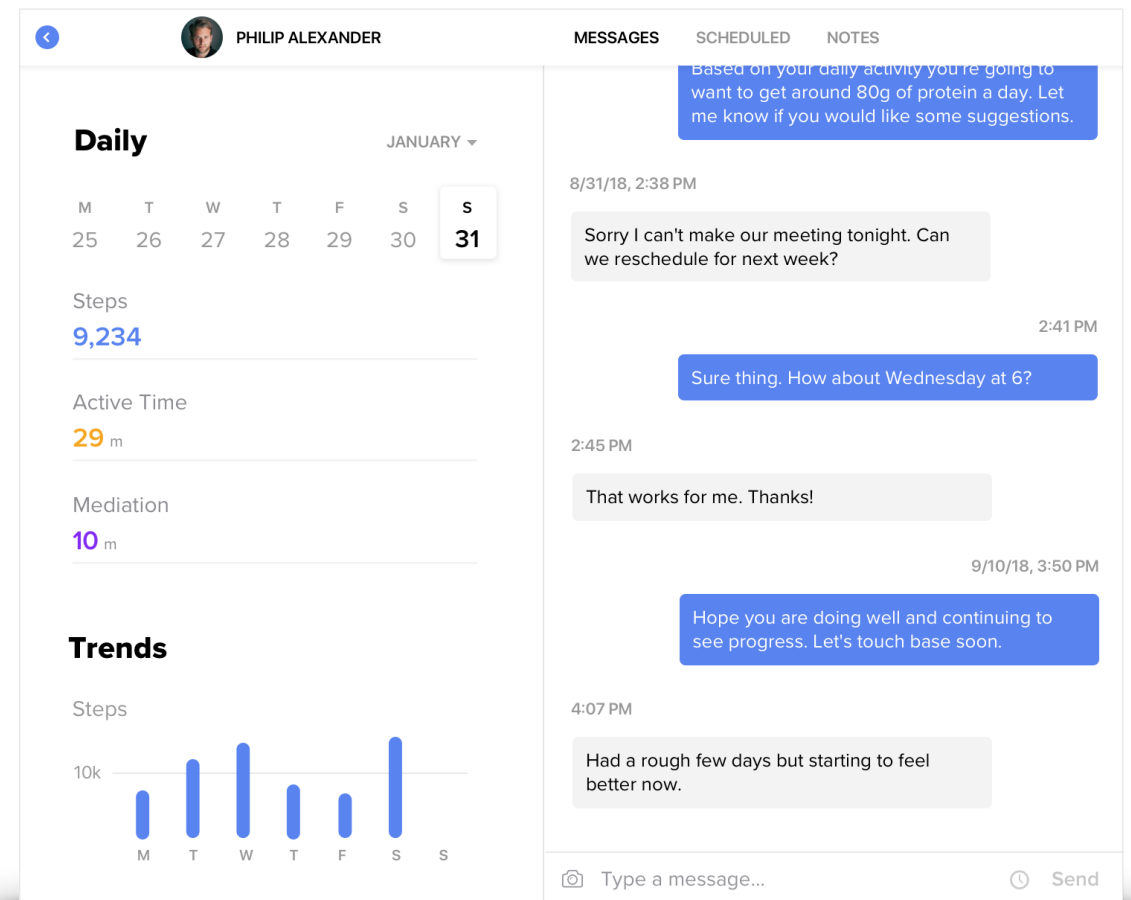


# What you'll see.



## Program Designer **NEW**

A completely new way to personalize your client's tracking experience. See what your clients will see. Arrange trackers as you see fit.

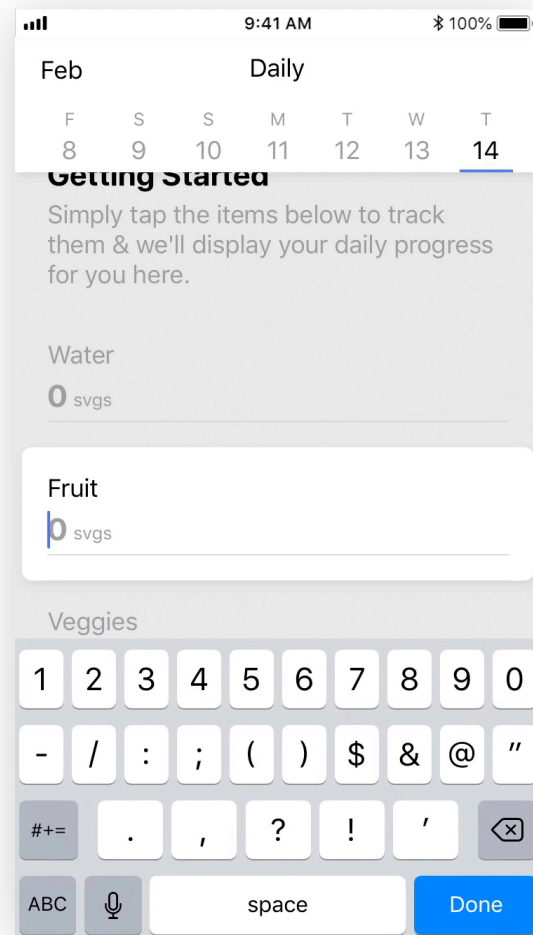


## Daily, Trends & New Graphs

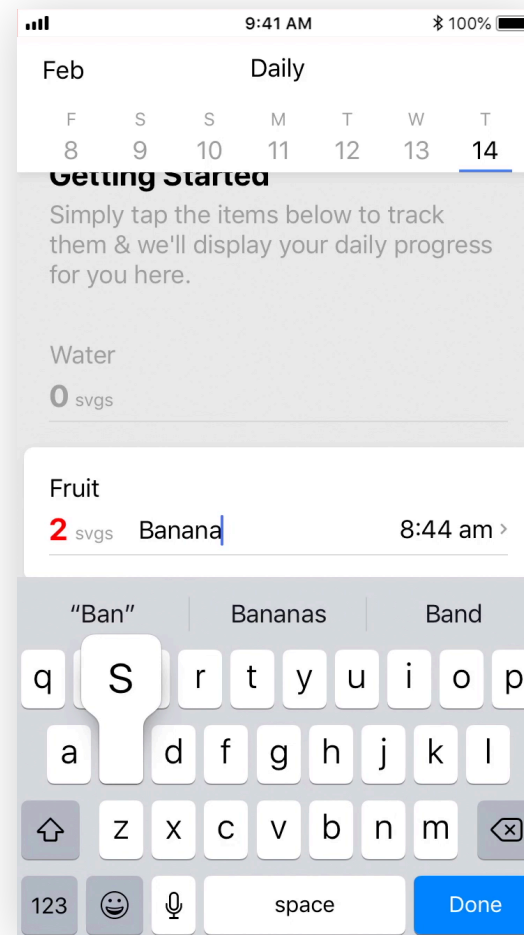
Designed to create a shared experience between you and your clients. See the habits and notes your client has been recording daily as if you're peering right into their app. See a trend of any quantifiable data your client tracks.

# Daily

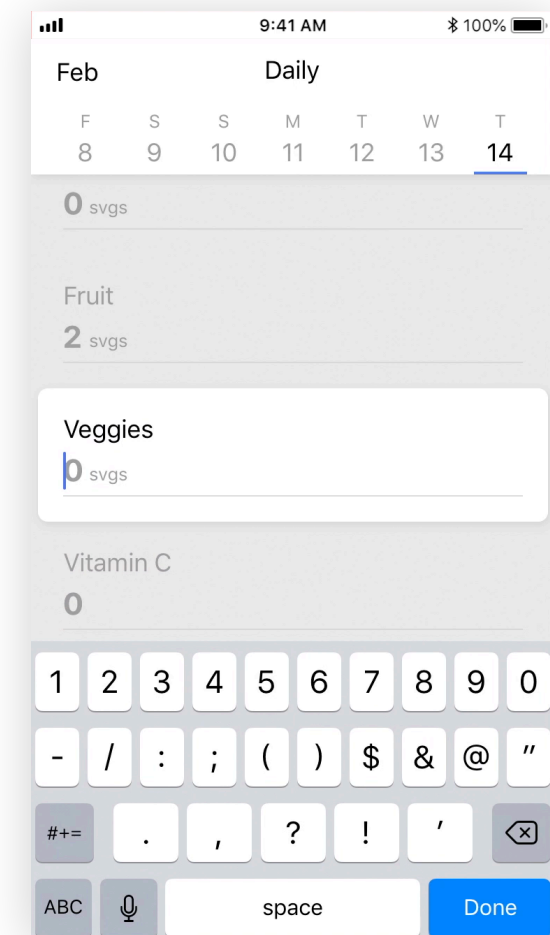
We designed the new daily view to be simple and intuitive for your clients to track while giving you new insights and opportunities to shape the experience. Let's take a look at how your clients will track in V4.



This is a new tracker. The Keyboard allows large numbers to be entered easily.



Every tracker has a notes field for optionally giving more details.



Tapping done leads clients right into the next tracker nudging them to keep going.

[See it In Action](#)

# Custom Trackers

We are expanding custom trackers with new options and making existing custom trackers more useful.

Cancel

New Custom Tracker

Save

Type

☐ Number ☒ Question

Color

Label

Did you meditate today?

Answer

☐ Write Anything ☒ Select One

Options

Yes

No

+

## Better Questions

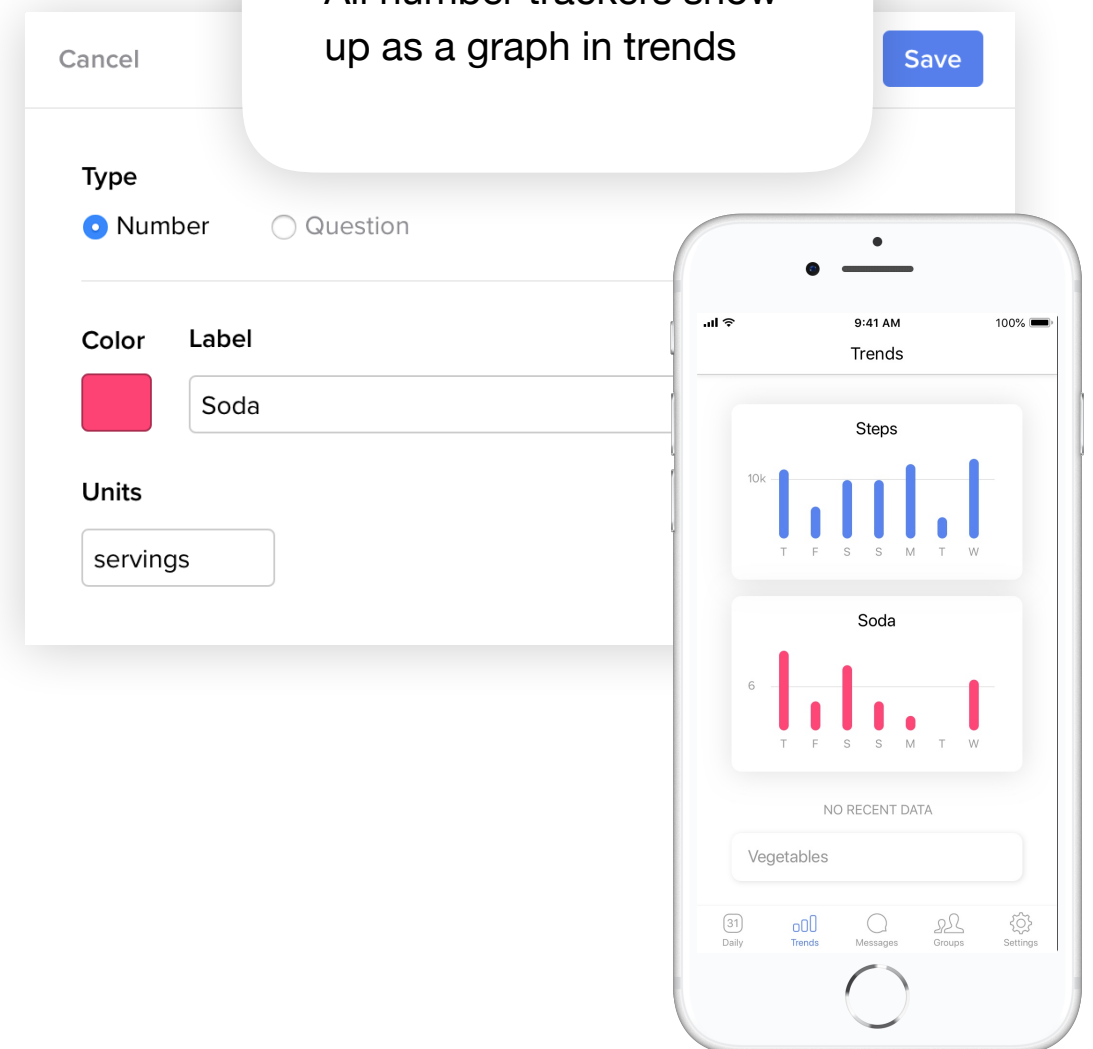
The new layout of the daily view allows question trackers to have longer names and still read well.

## Better Answers

Have your clients simply respond yes / no or get creative with multiple choices.

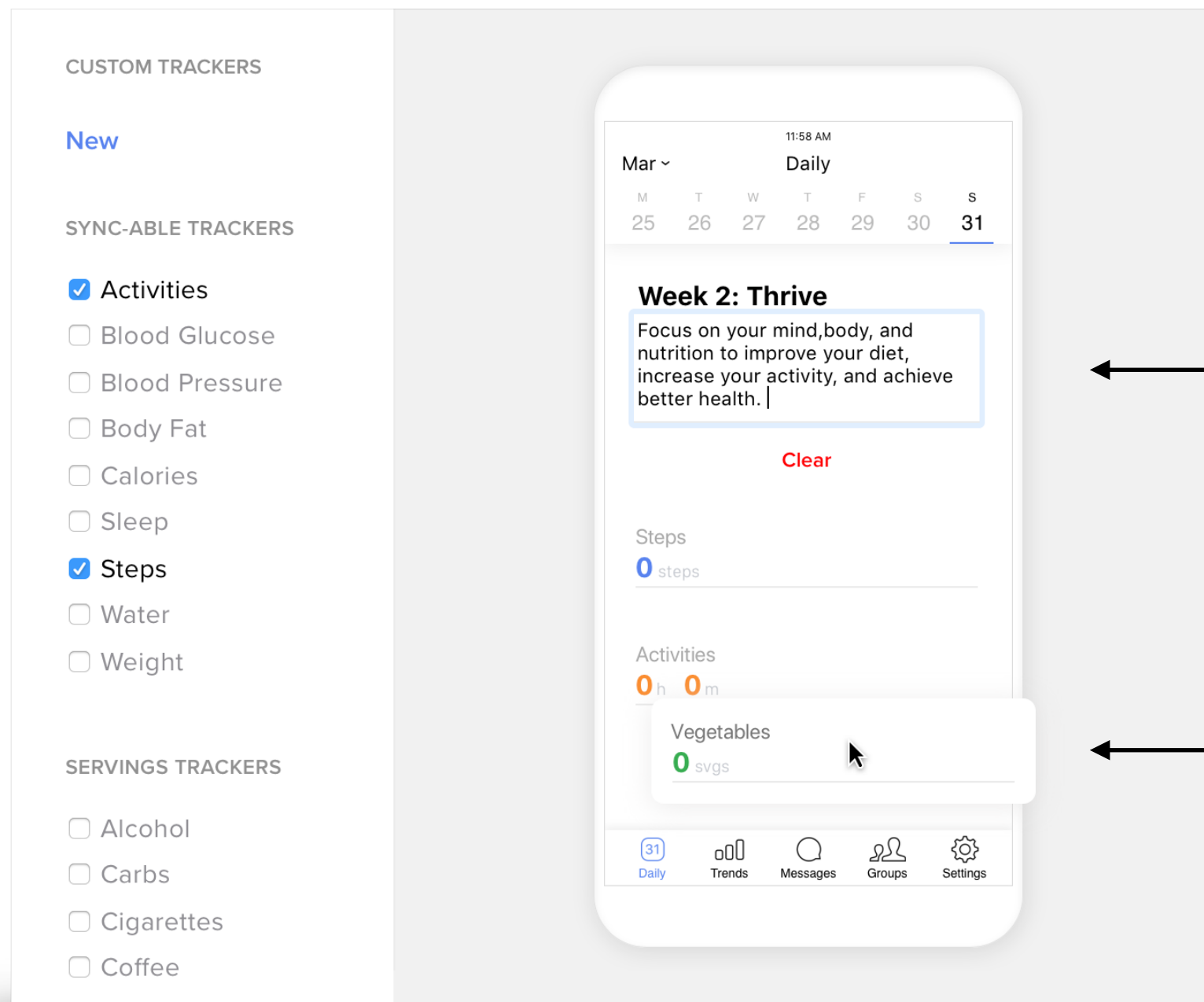
## Trends

All number trackers show up as a graph in trends



# Configuring your programs

The Program Designer enables you to establish program details for a group but still customize for individuals.



## Program Notes

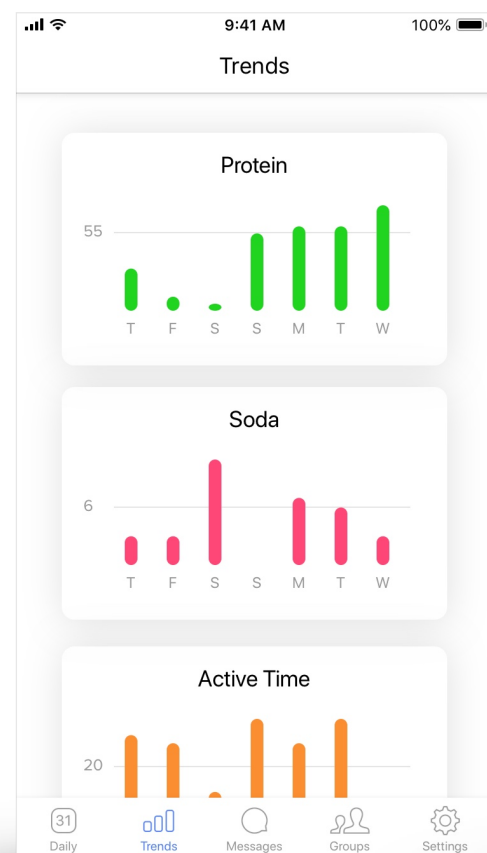
Share program details, links, or simply write something inspirational.

## Sortable Trackers

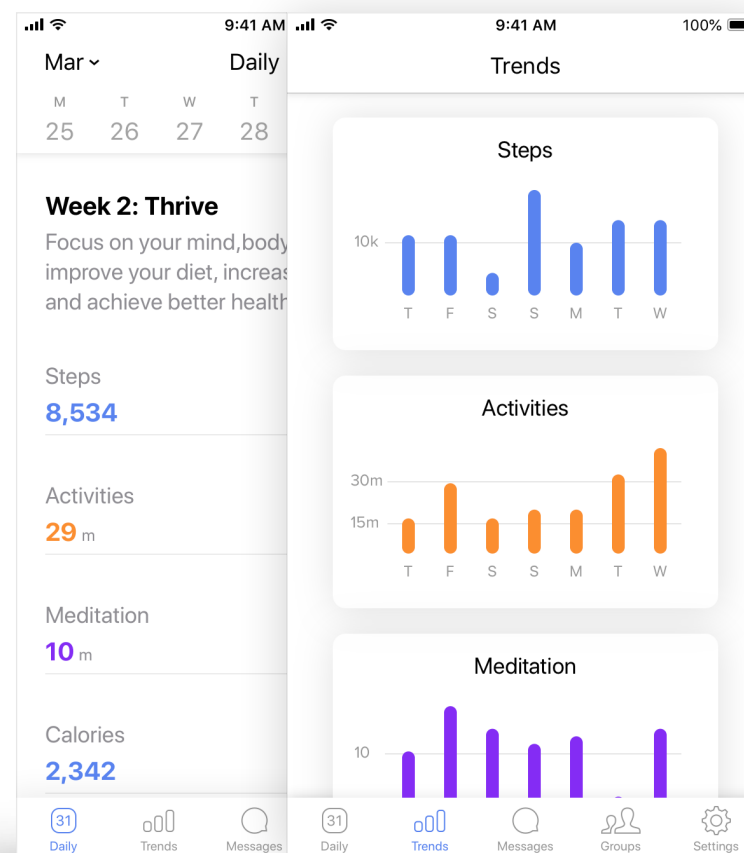
Trackers are no longer divided into sections. Sort trackers into a meaningful order.

# Trends

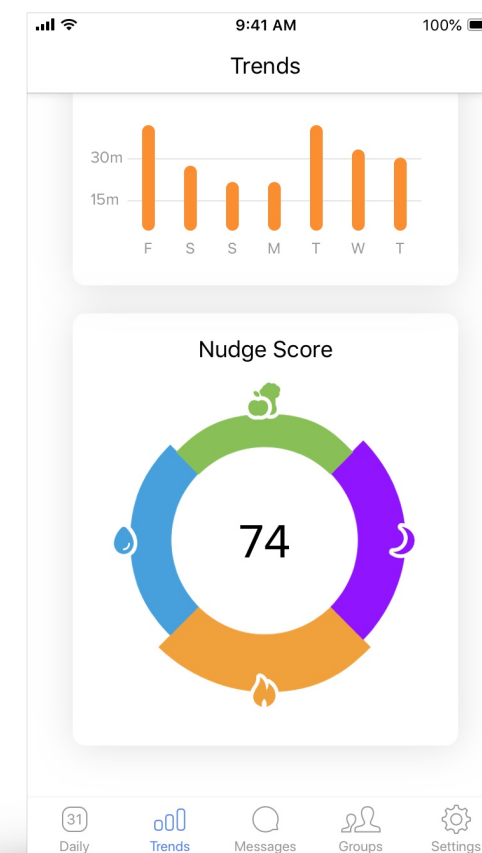
This view was created to meaningfully uncover trends as clients progress in **your** program.



A graph will appear on the trends view for any tracker (except questions) that has recent data.



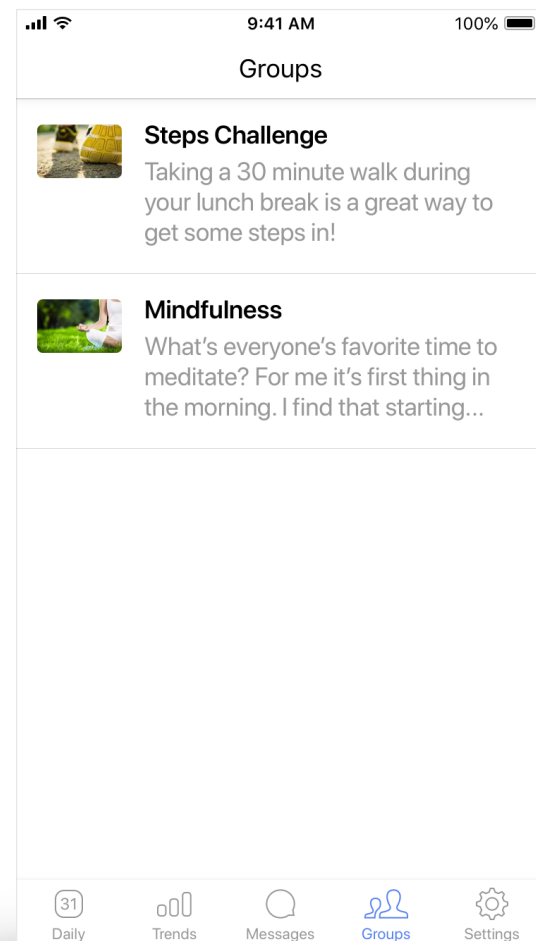
The order of graphs on Trends reflects the order of trackers on the Daily View. Consider this when sorting trackers.



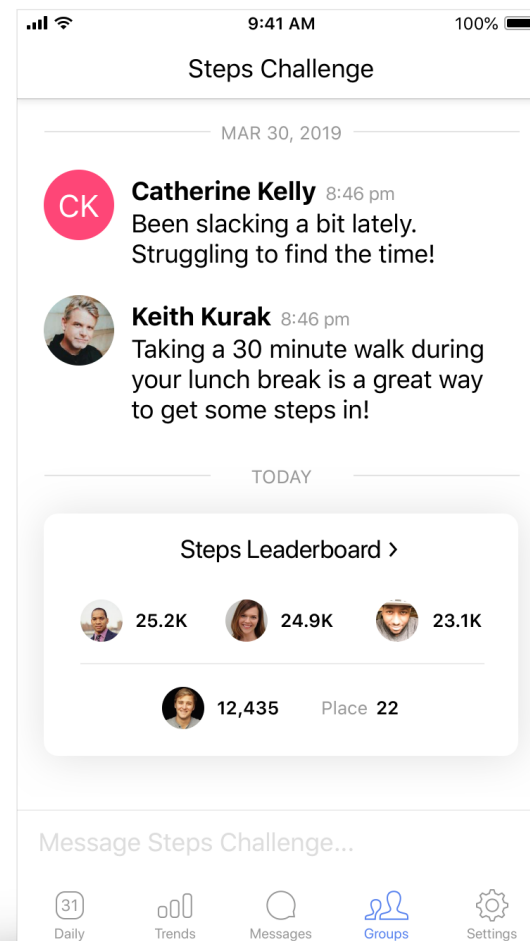
Your clients will no longer see the score graph unless they are tracking all contributing factors. The score now adds value as a summary of the preceding trends.

# Groups

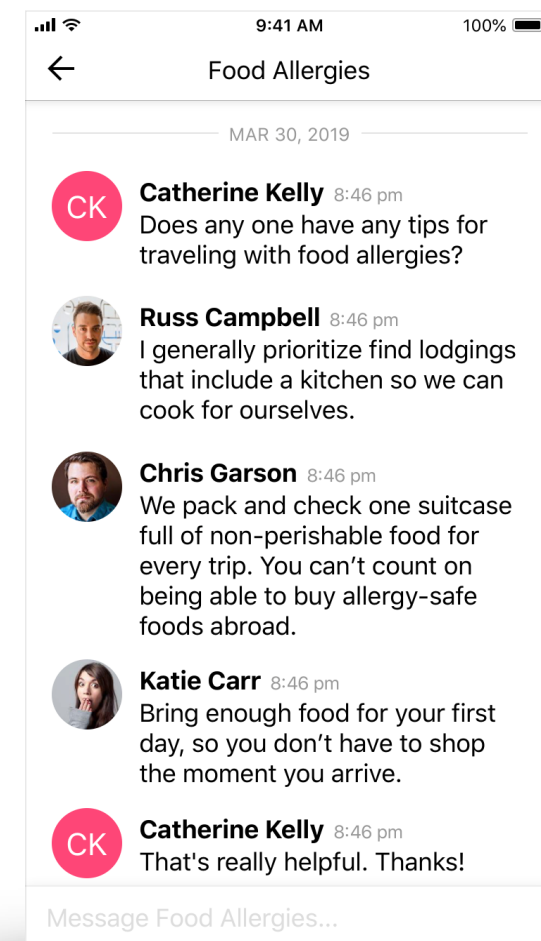
Groups are now more like group message threads setting the stage for future features.



The Group feed has been redesigned to feel more like group message threads. Clients will see the latest message in the thread.



If your group has a leaderboard it will show up right in the message feed. Highlighting the top 3 and the place of the client.



We removed group header images to maximize room for messages and pave the way for better options for personalization in the future.

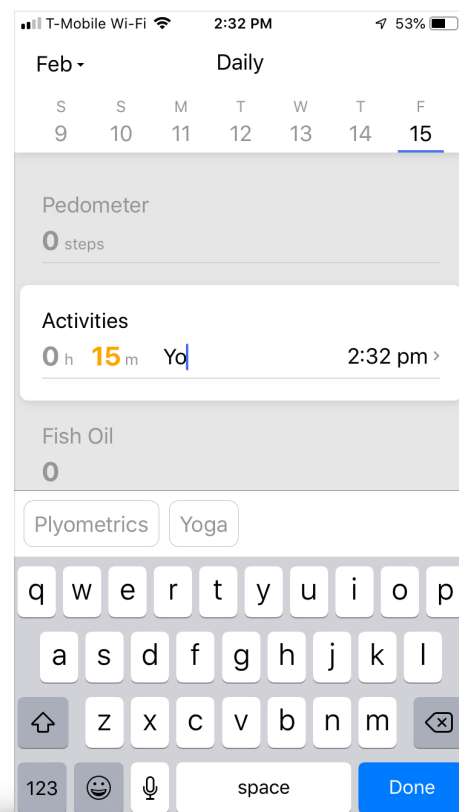


# Upgrading

Here are some specific changes we think you should be aware of.

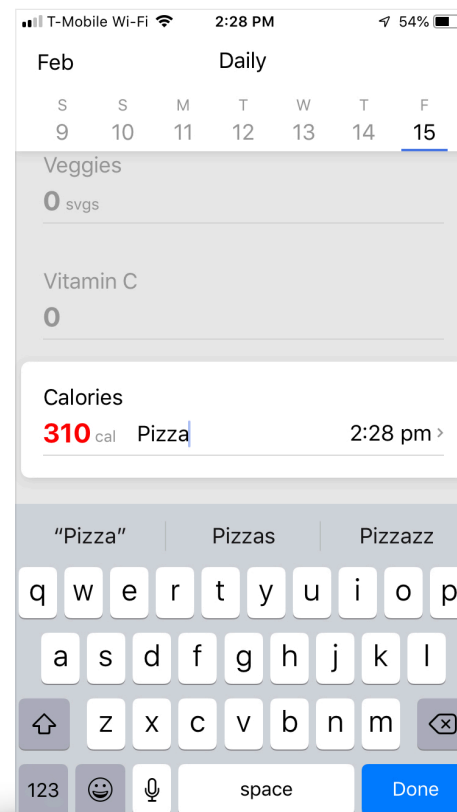
# Tracking Changes

We believe the V4 tracking experience will be more intuitive, engaging and (with your help) personalized for your clients. But to get there we had to make a few changes that may generate some questions. The most substantial changes are to Activity and Nutrition tracking.



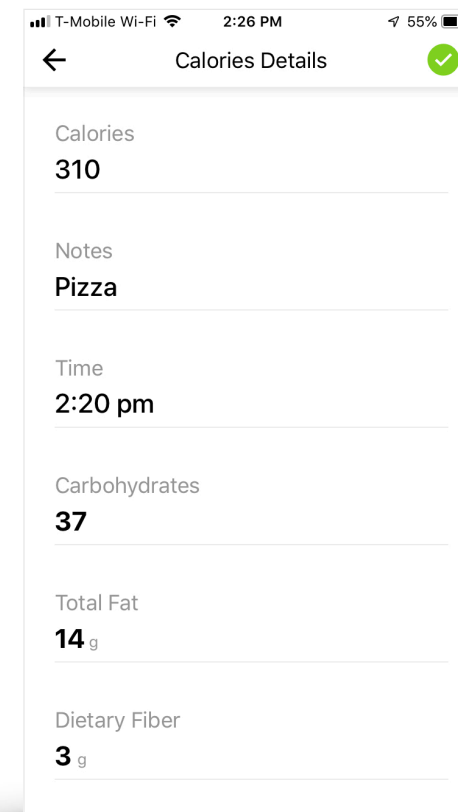
## Activities Tracker <sup>NEW</sup>

Your client won't find individual trackers for each activity anymore. The new activities tracker can be used to track **any** activity.



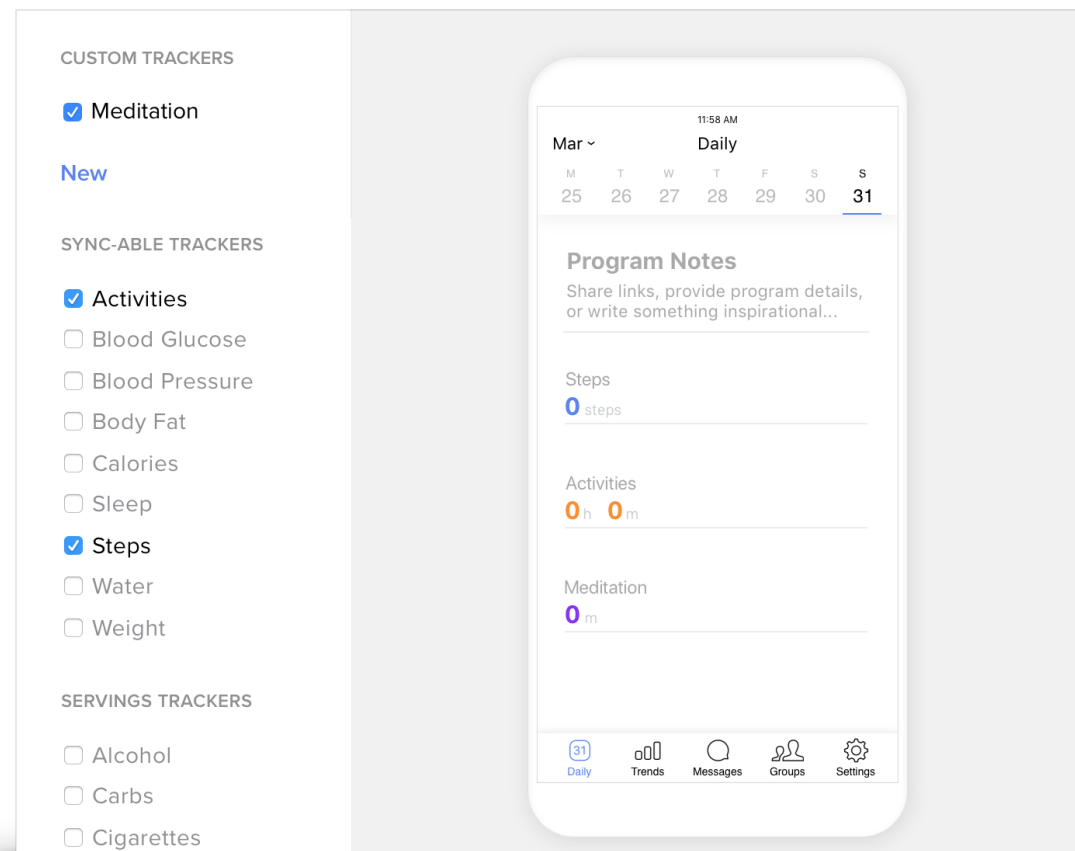
## Calories Tracker <sup>NEW</sup>

For the first time clients will be able to log detailed nutrition data directly in Nudge. If your clients are currently syncing nutrition data this tracker will be turned on automatically and their data will continue to sync.



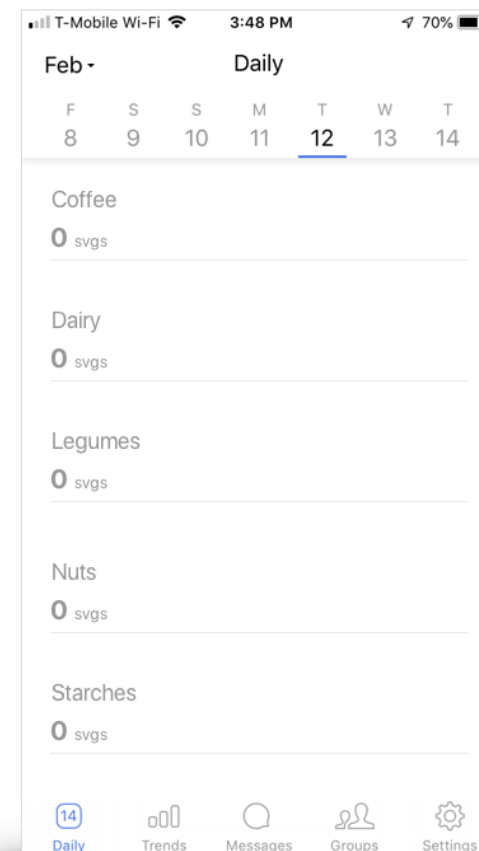
# Tracking Changes

Your existing program will seamlessly transfer over to V4 but we suggest you consider trying something new.



## Some things have moved

In Nudge Coach trackers will be organized into 3 sections: Custom, Sync-able, and Servings. Servings will contain trackers from the previous Hydration, Nutrition, and Indulgences sections.





## Consider simplifying

For each item currently tracked your client will find a tracker on their new Daily view. While this allows clients to continue tracking as they did, too many trackers may be overwhelming for your client.

# On-boarding Changes

An Invite ID will now be required at the beginning of the registration process preventing unwanted accounts.





nudge

I'm new

sign in

Please enter your Invite ID

continue

Create an account

name

email

password

continue

Skip

Tap and sync your favorite app(s)

+

Apple Health

Fitbit

Garmin Connect

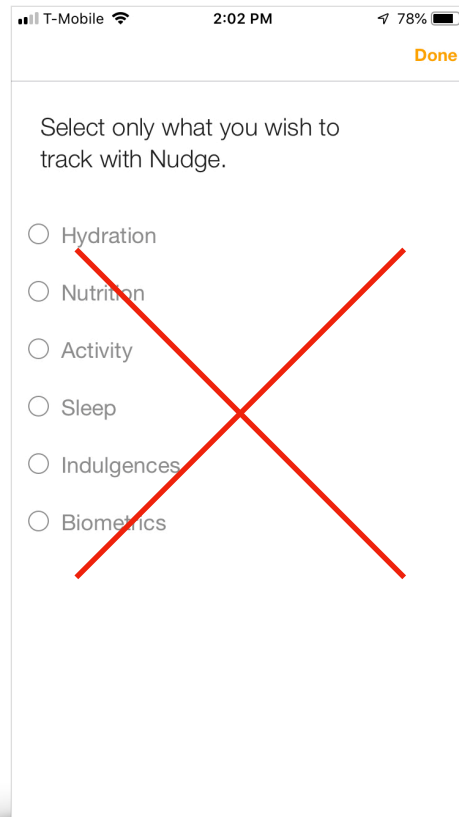
iHealth

Misfit Wearables

Polar

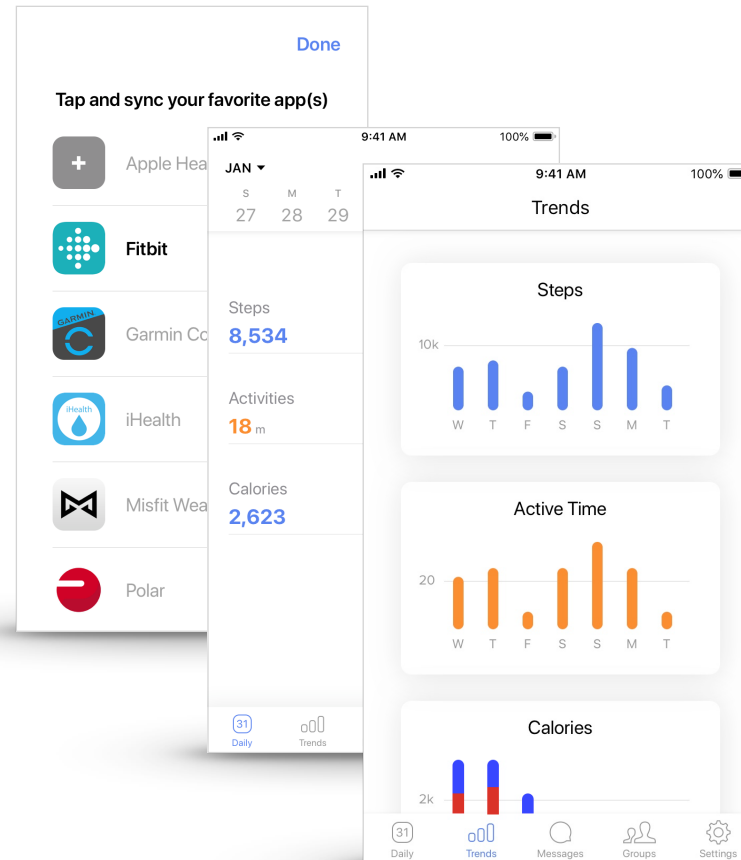
# On-boarding Changes

Simpler, and more streamlined while giving you more control.



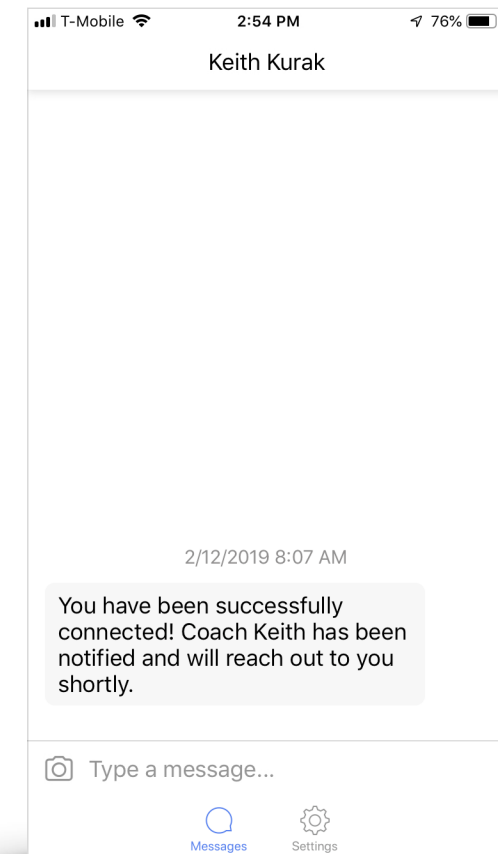
## One less step

We removed a step from sign up. Clients will no longer be asked which items they want to track. This streamlines the sign up process while giving you control on when to introduce tracking.



## Syncing

When your client syncs data from an app or tracking device Nudge will now automatically add the right trackers to your client's Daily view and graphs to their Trends view.



## Less is more

The Daily & Trends won't show if a client isn't tracking and the Groups view will not show until they are in a group with messaging enabled. This keeps clients focused on each step of the process.

# Branding

Your branding will carry over to V4 with no changes necessary.

Your logo now appears on every view of the app.

