

Design Principles

Reliability

Dependably performs as expected.

Simplicity

Reduces choice while maximizing utility.

Continuity

Nothing is unique without reason.

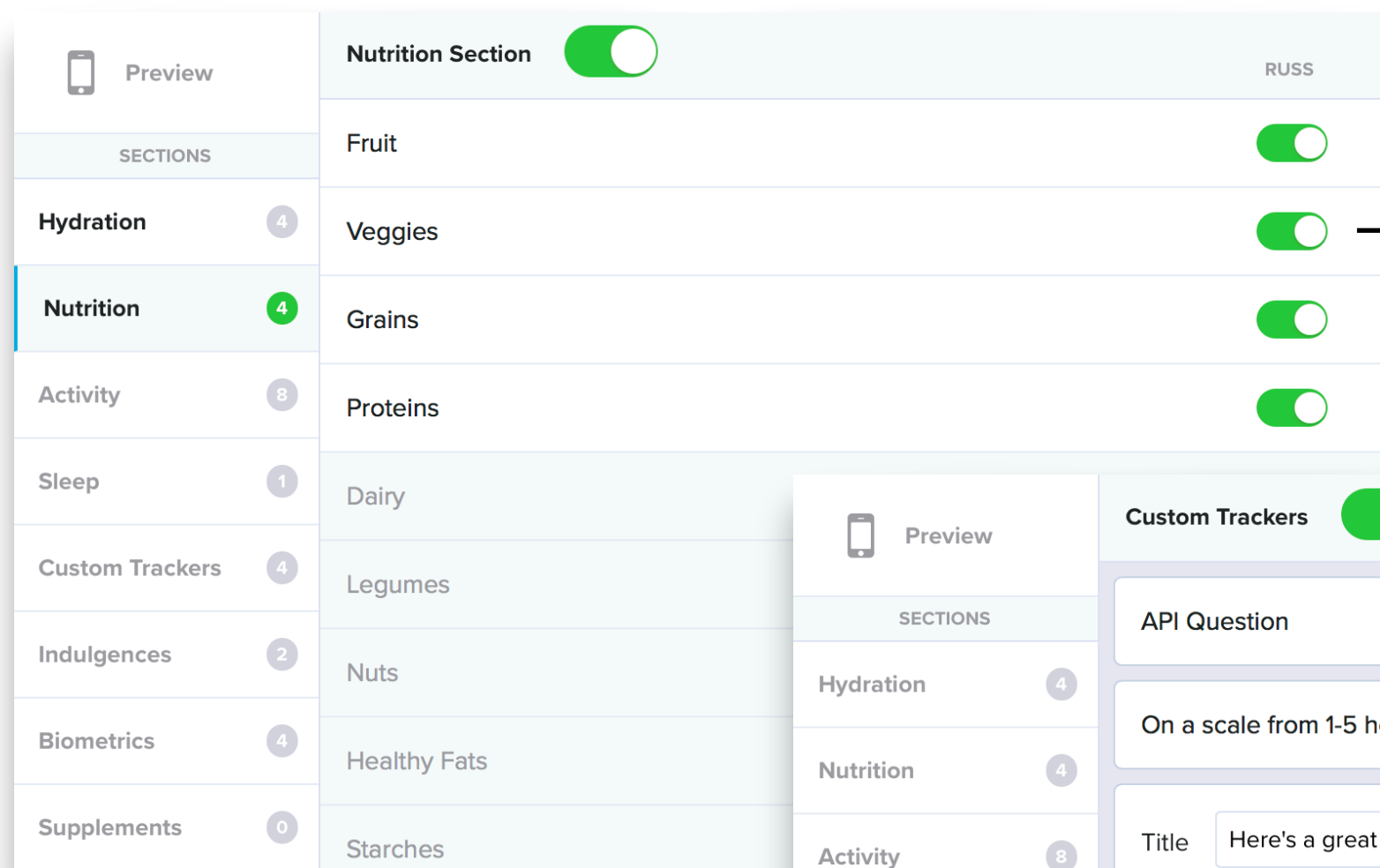
Quality

Exhibits attention to detail, a premium experience worthy of its cost.

Engagement

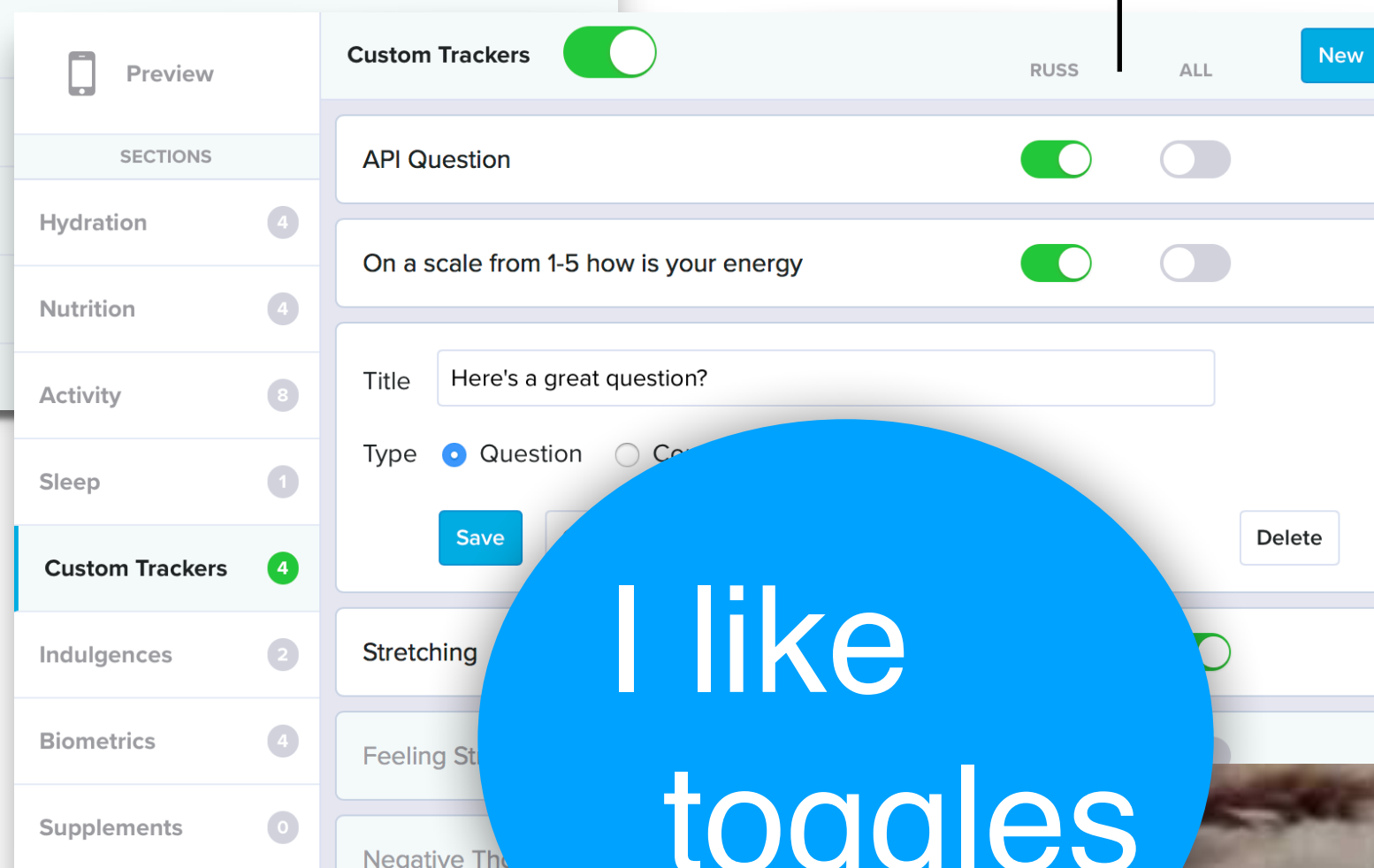
Strengthen the relationship between the customer and their client.

The Problem(s)



Scalability

Continuity



I like
toggles

lots of toggles...



Programs

A collection of inputs recorded and analyzed over a period of time.

The Card.

Program Name

Nudge Score

Input



Water

5 svgs



Fruit

3 svgs



Vegetables

1 svgs



Cardio

:23



Sleep

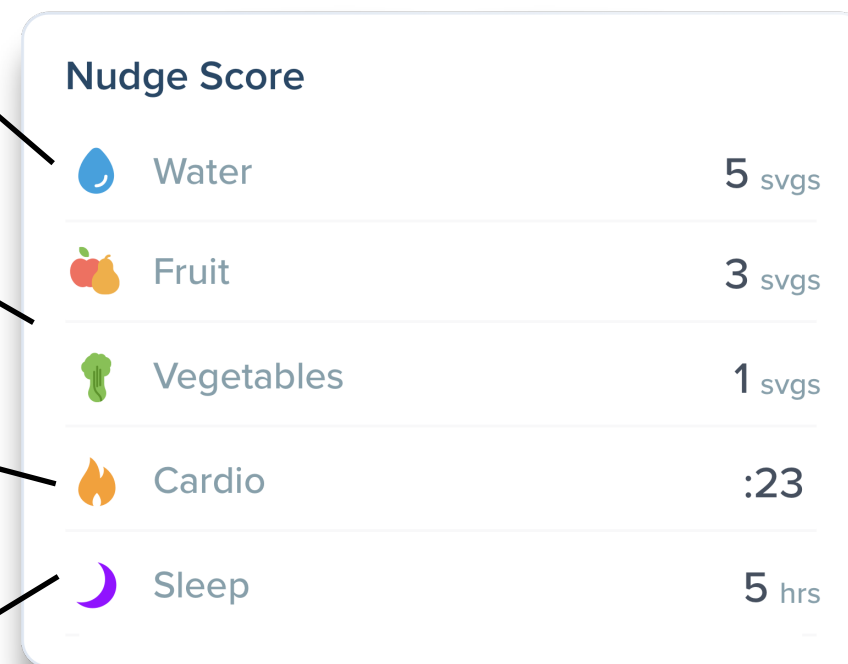
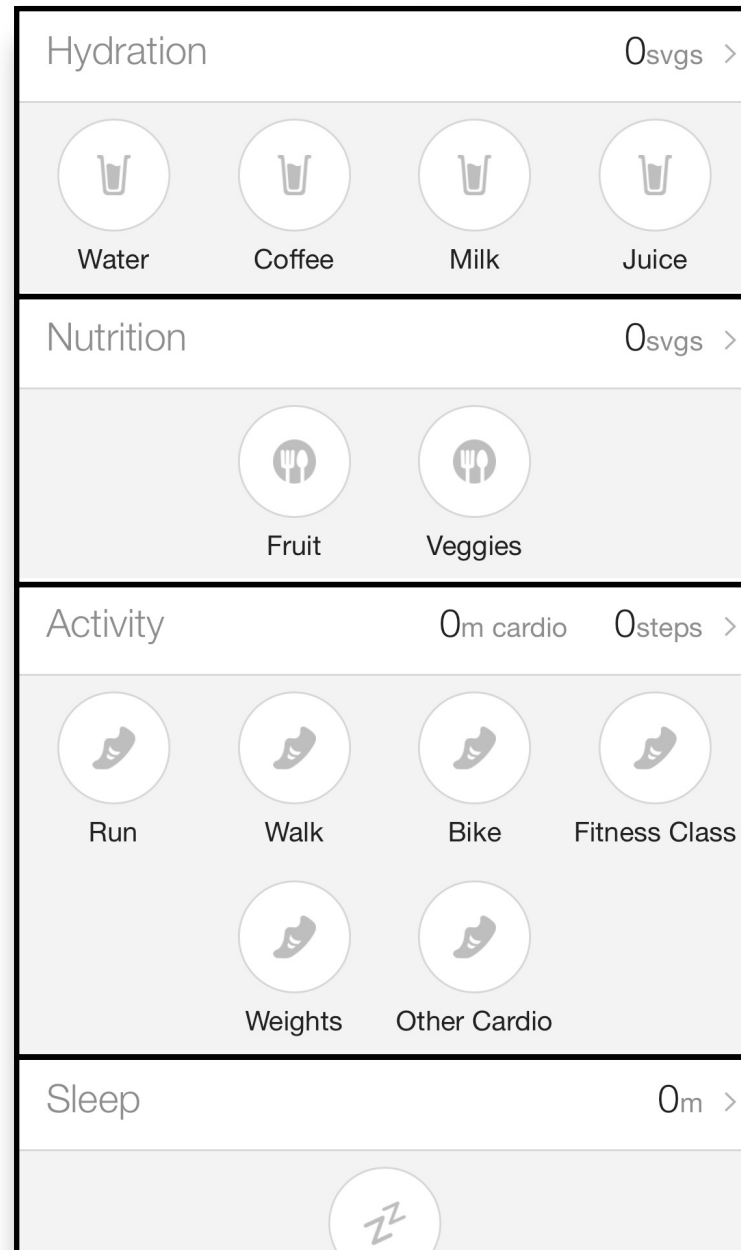
5 hrs

Section-less

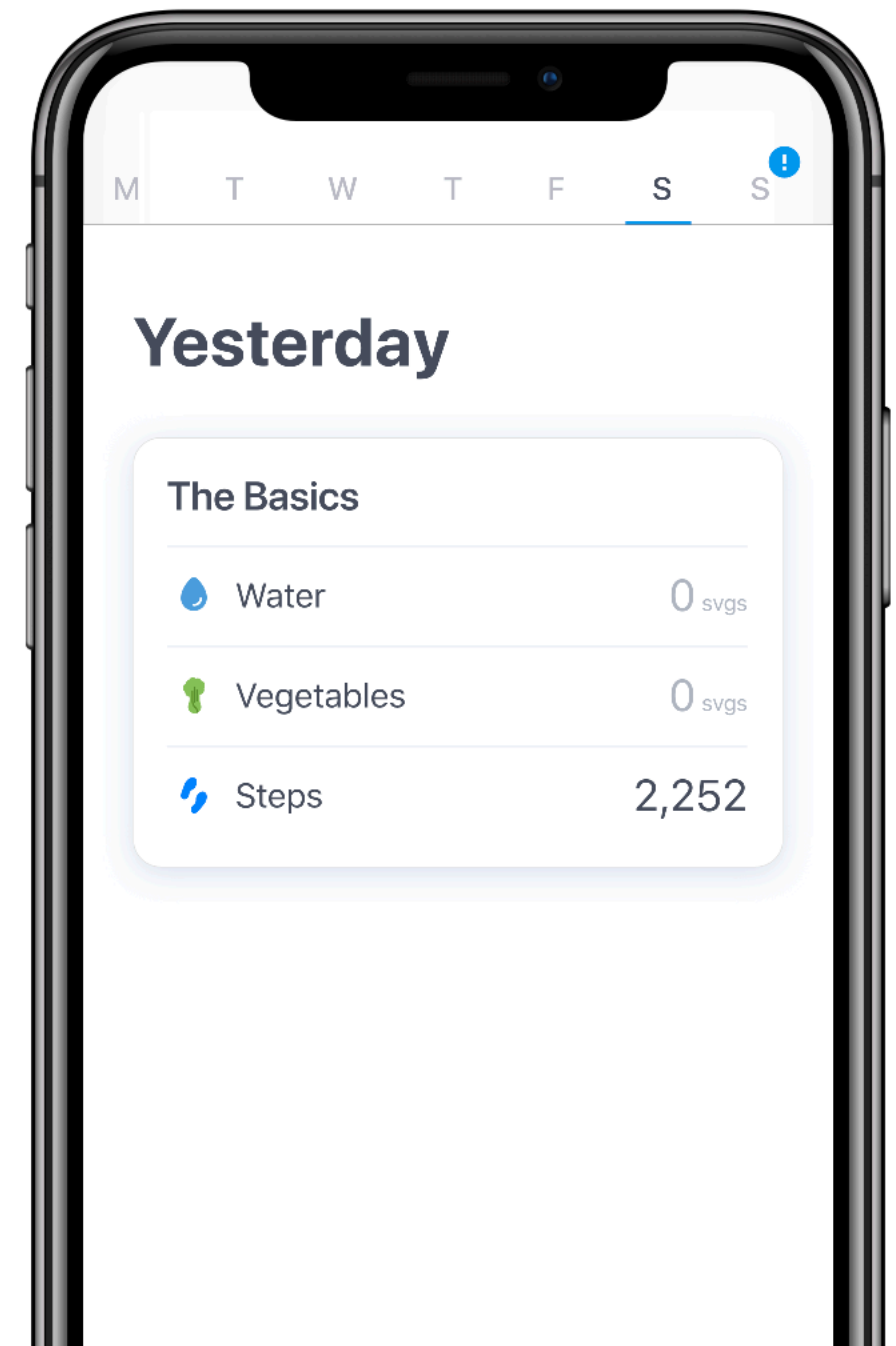
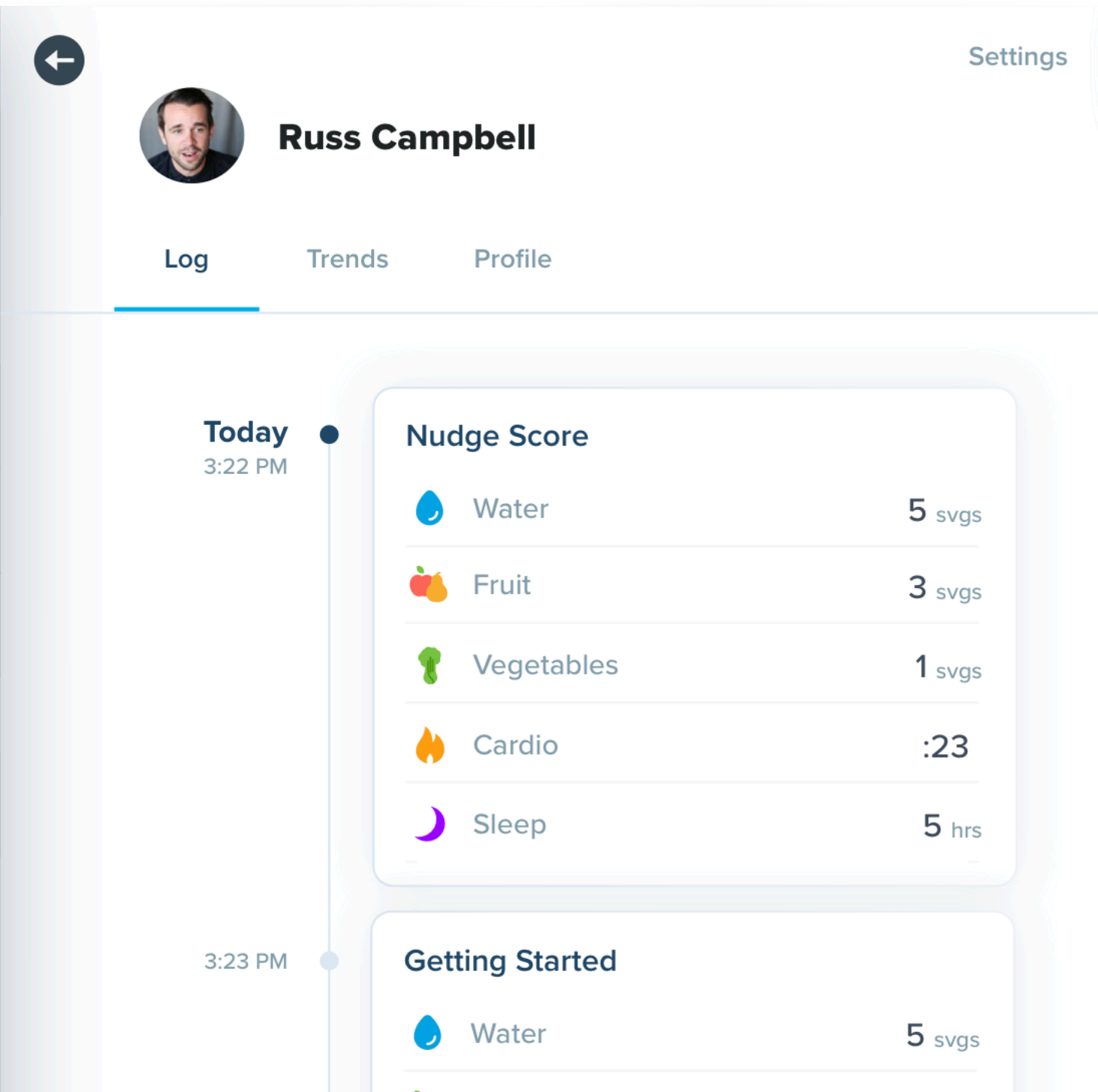
Consistent Display

Personal

Cards are simple.



Cards get around.



Inputs. Trackers evolved.



Water

5 svgs



Fruit

3 svgs



Vegetables

1 svgs



Cardio

:23













Sleep



5 hrs

2 types

STANDARD INPUTS

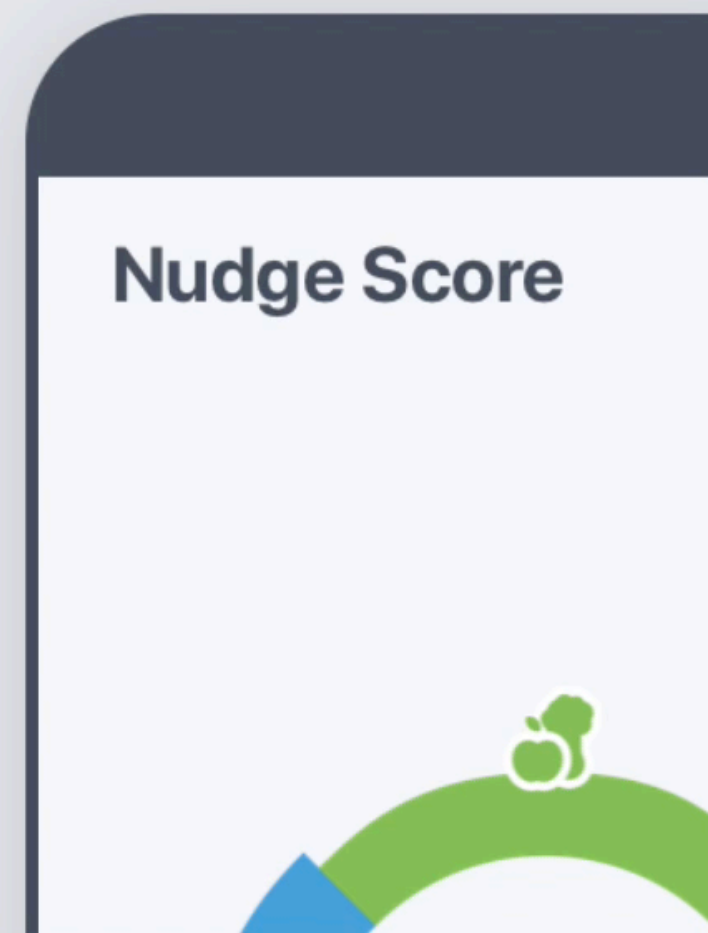
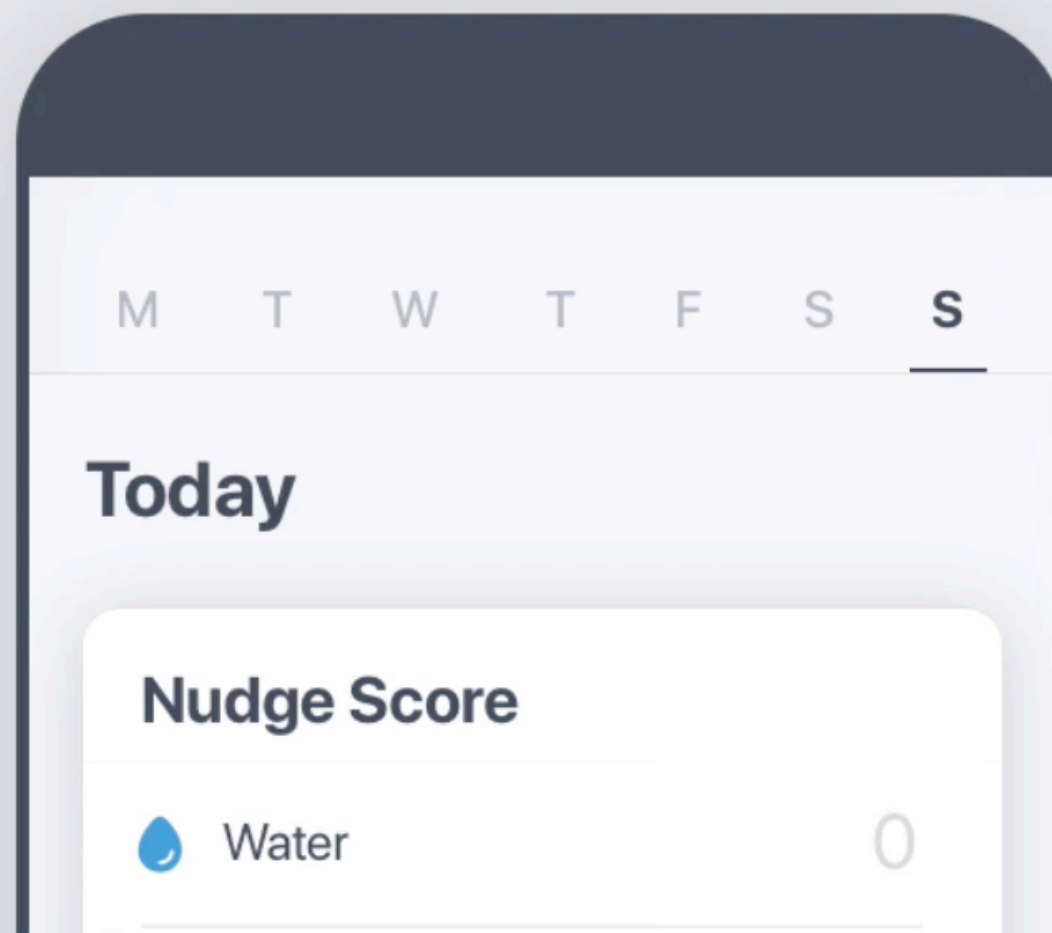
- ☐  Blood Glucose
- ☐  Blood Pressure
- ☐  Body Fat
- ☐  Calories
- ☐  Cardio
- ☐  Protein
- ☐  Sleep
- ☒  Steps
- ☐  Water
- ☐  Weight

CUSTOM INPUTS

- ☒  Fruits
- ☒  Vegetables
-

Creating custom inputs is fun.

Now it's personal.









New types. Make them unique. WYSIWYG

The client experience.

Simple, efficient, and familiar.

Today

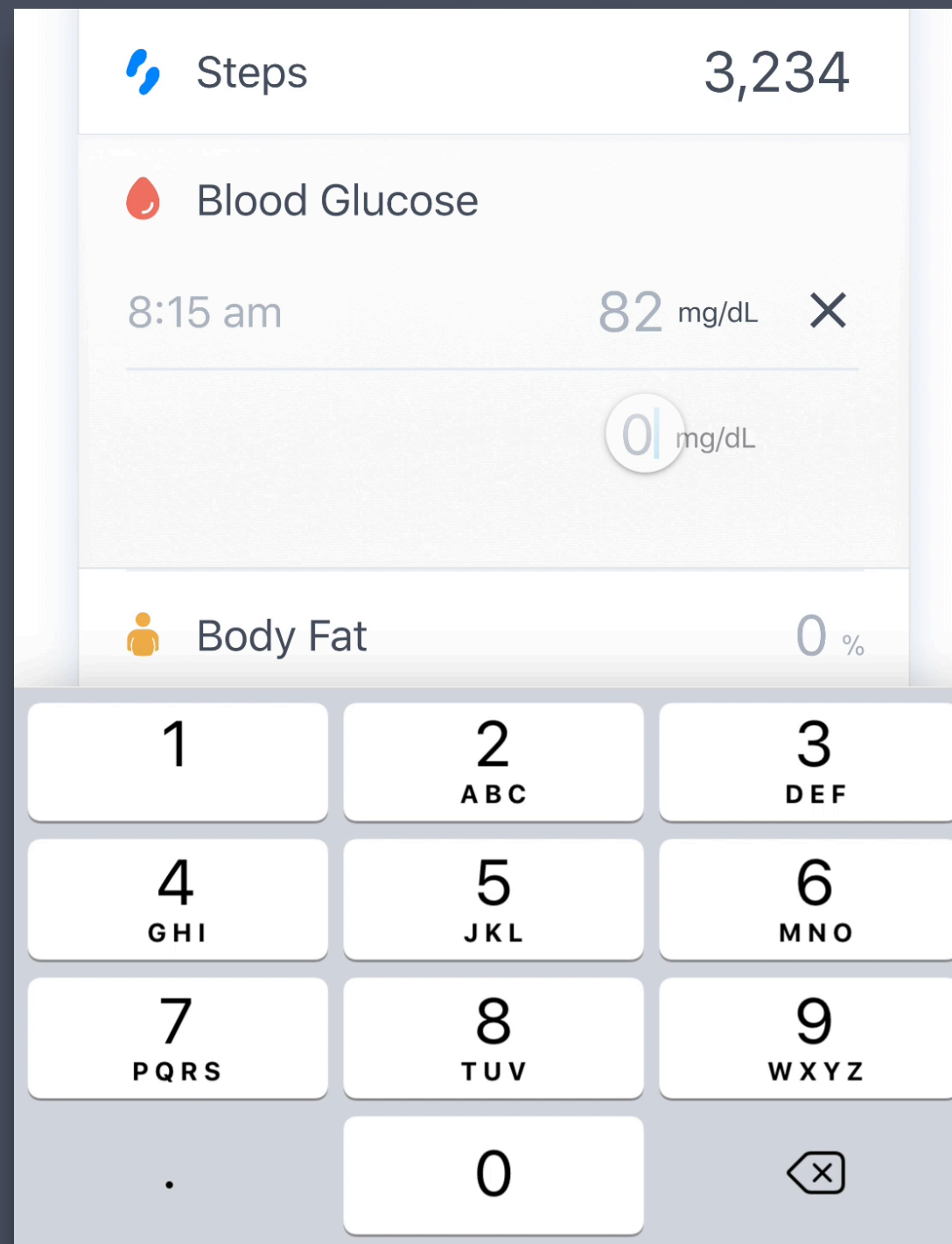
Tracker Test

	Water	0 svgs
	Steps	3,234
	Blood Glucose	0 mg/dL
	Body Fat	0 %
	Calories	0
	Cardio	0:00

How did you feel today?

Inline tracking.

Simple, efficient, and familiar.



One view.

Simple, efficient, and familiar.

Water 0 svgs

Steps 3,234

Blood Glucose 0 mg/dL

Body Fat 0 %

Calories

Big Mac 563

Log Another Add Details

Cardio 0:00

1 2 3
ABC DEF

4 5 6
GHI JKL MNO

7 8 9
PQRS TUV WXYZ

. 0 ⌫

Low requirements. Detailed when you want it.

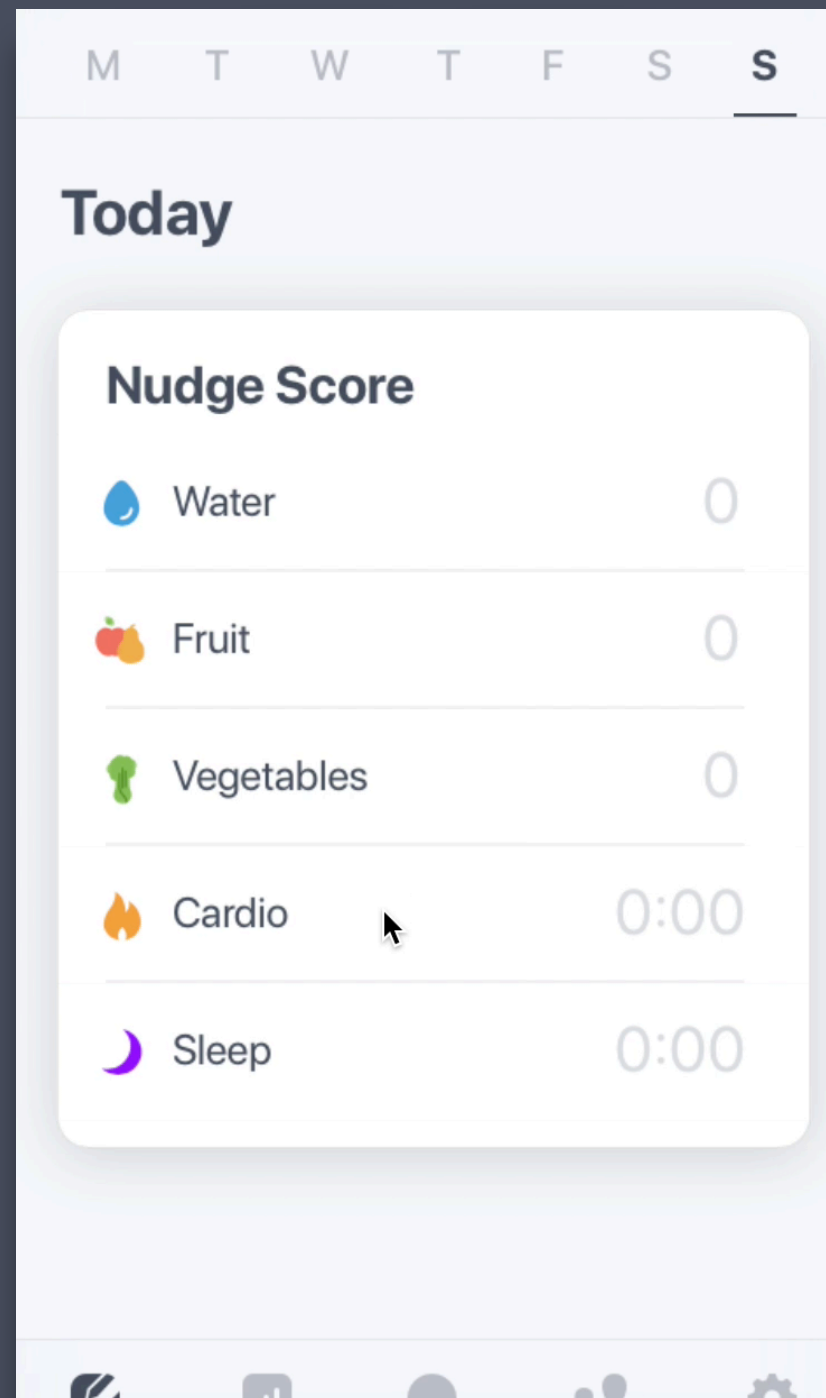
Simple, efficient, and familiar.



Drag and drop any tracked metric
onto this screen to display a trend.

Input equality.

Simple, efficient, and familiar.



Fully sortable.

Implementation.

COACH

Invite

Programs : Getting Started

Smart Lists

New

Clients

Group Name

Group Name

Messages

Programs

Reports

Organization Name

Guides

University

Support

My Account

NAME			
	Chester George		
	Clarence Carper		
	Olivia McCarthy		
	Etta Patrick		
	Amelia Glover		
	Myrtie Harper	28	10 months ago
	Lida Mitchell	80	9 days ago
	Mattie Brewer	86	27 days ago
	Melvin Sparks	17	10 days ago
	Stella Perkins	16	26 days ago
	Rhoda Ford	69	17 days ago
	Henry Gill	75	20 days ago
	Melvin Sparks	17	10 days ago

Programs

Done

All your clients participate in these selected programs.

☒ Getting Started

Daily

☐ Nudge Score

☐ New Client Questionnaire

New Clients

Howard Gray

Wesley Zimmerman

Harvey Adkins

Jennie Graham

Nudge Score Below 50

Ola Morris

Anthony Henry

Wesley Dennis

Mittie Cohen

No touchpoints in a week

Jeanette Reeves

Eugenia Webb

Randy Gomez

Rhoda Martin

Apply to organization, coach account, or group.


Programs are inherited from higher organizational levels.

Programs

Done

Clients in Group Name participate in these selected programs.

<input checked="" type="checkbox"/> All Clients > Getting Started	Daily
<input checked="" type="checkbox"/> Nudge Score	<div><div><input checked="" type="checkbox"/> Daily</div><div>Daily, From, To</div><div>Scheduled</div></div>
<input type="checkbox"/> New Client Questionnaire	

 COACH

Clients

Group Name

Group Name

Messages

Programs


Reports


Organization Name

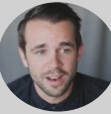
Guides

University

Support

 My Account





Russ Campbell

Log

Today
3:22 PM

3:23 PM

Sun, Feb 25
1:00 PM

Programs

Account

Done

Russ participates in these selected programs.

☒ Personal

Setup

☒ All Clients > Getting Started


Daily

☒ Group Name > Nudge Score


Daily

☐ New Client Questionnaire

Getting Started

 Water


5 svgs

 Fruit


3 svgs

2 DAYS


Nudge Score

 Water

5 svgs

 Fruit

3 svgs

 Vegetables

1 svgs

4:03 PM

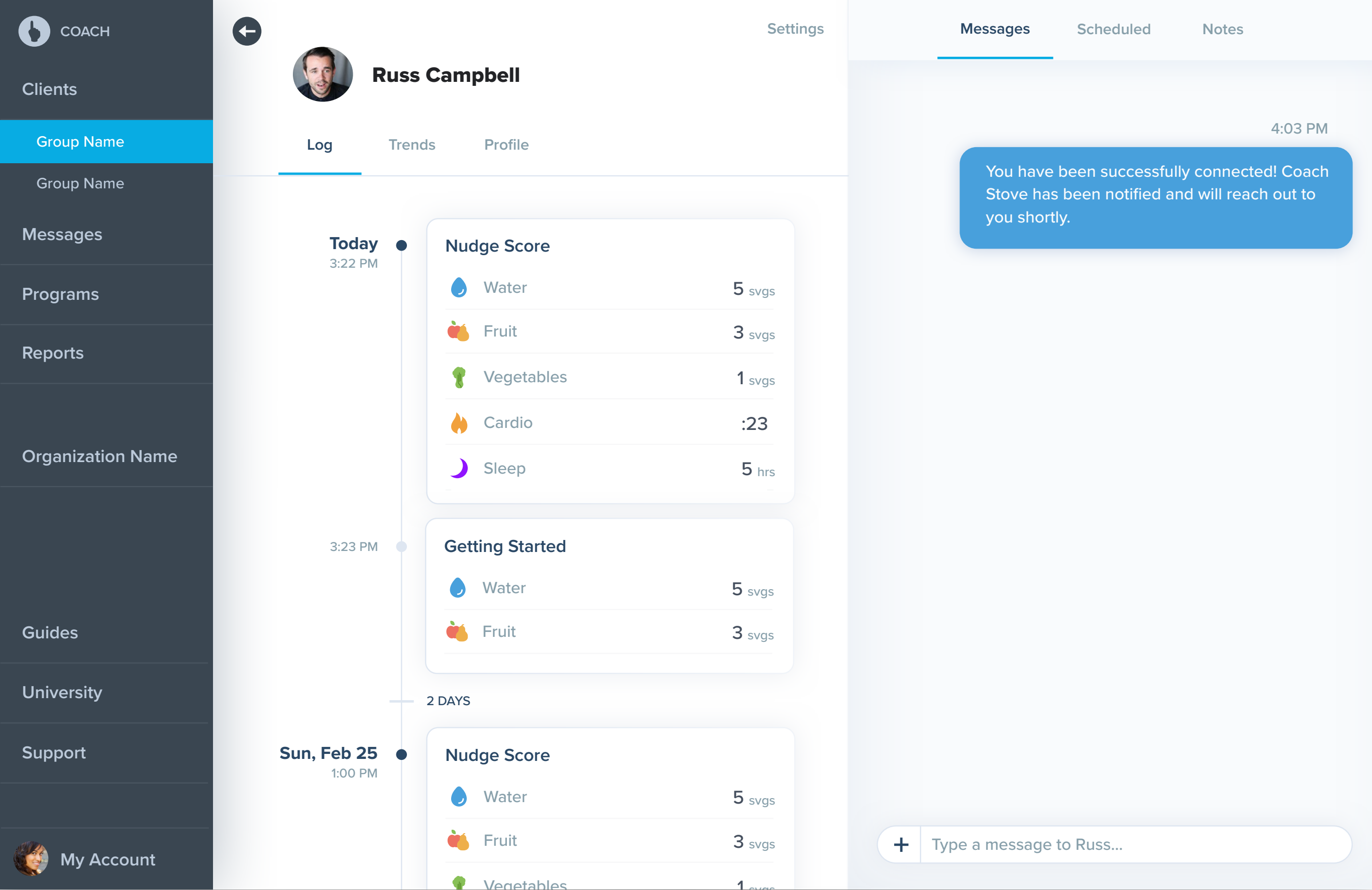
You have been successfully connected! Coach Stove has been notified and will reach out to you shortly.

+


Type a message to Russ...

The “Personal” Program

A little tidying up.



Log

 COACH

Clients

Group Name

Group Name

Messages

Programs


Reports


Organization Name

Guides


University

Support

 My Account



Settings


 **Russ Campbell**

Log

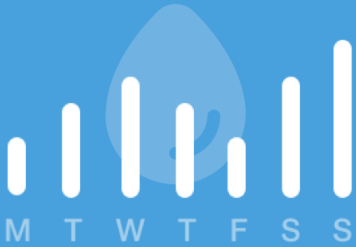
Trends

Profile

Nudge Score




Water



Day	Value
M	1
T	2
W	3
T	2
F	1
S	3
S	4

Fruits & Vegetables



Day	Value
M	1
T	2
W	3
T	2
F	1
S	3
S	4

Messages

Scheduled

Notes

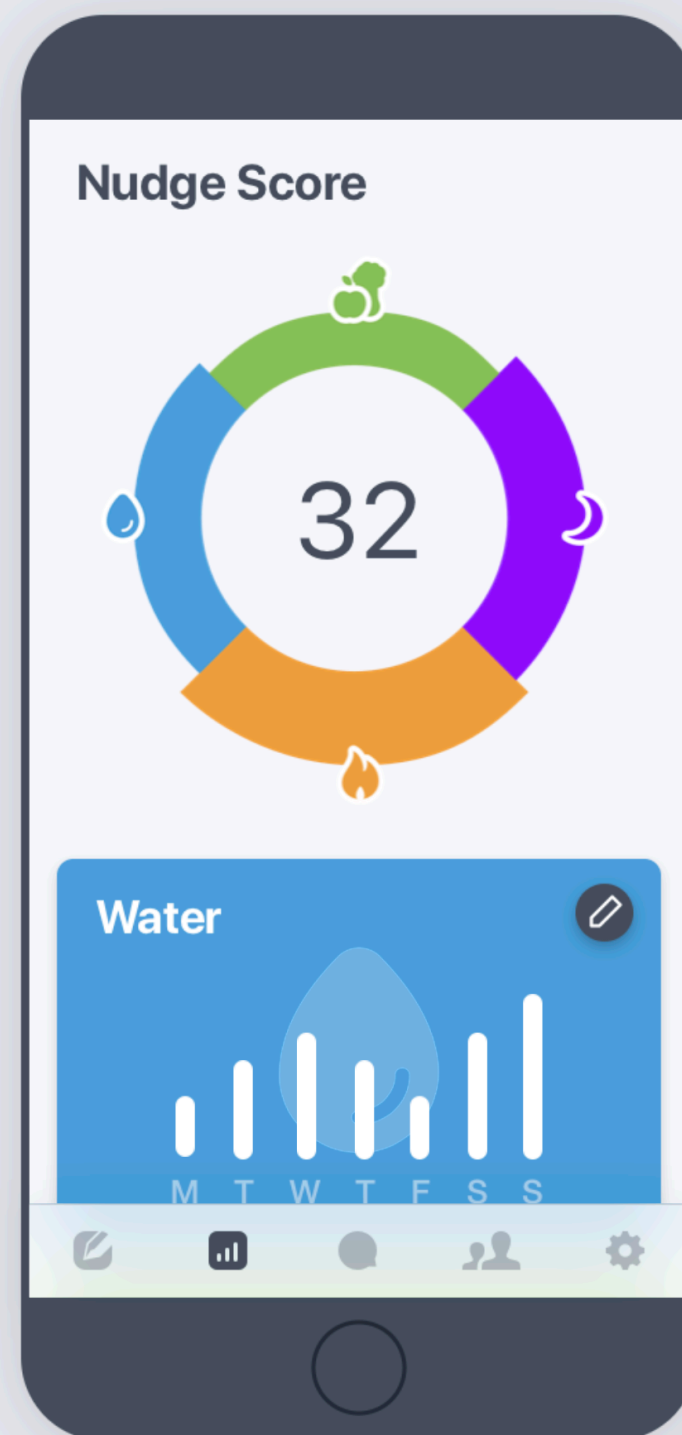
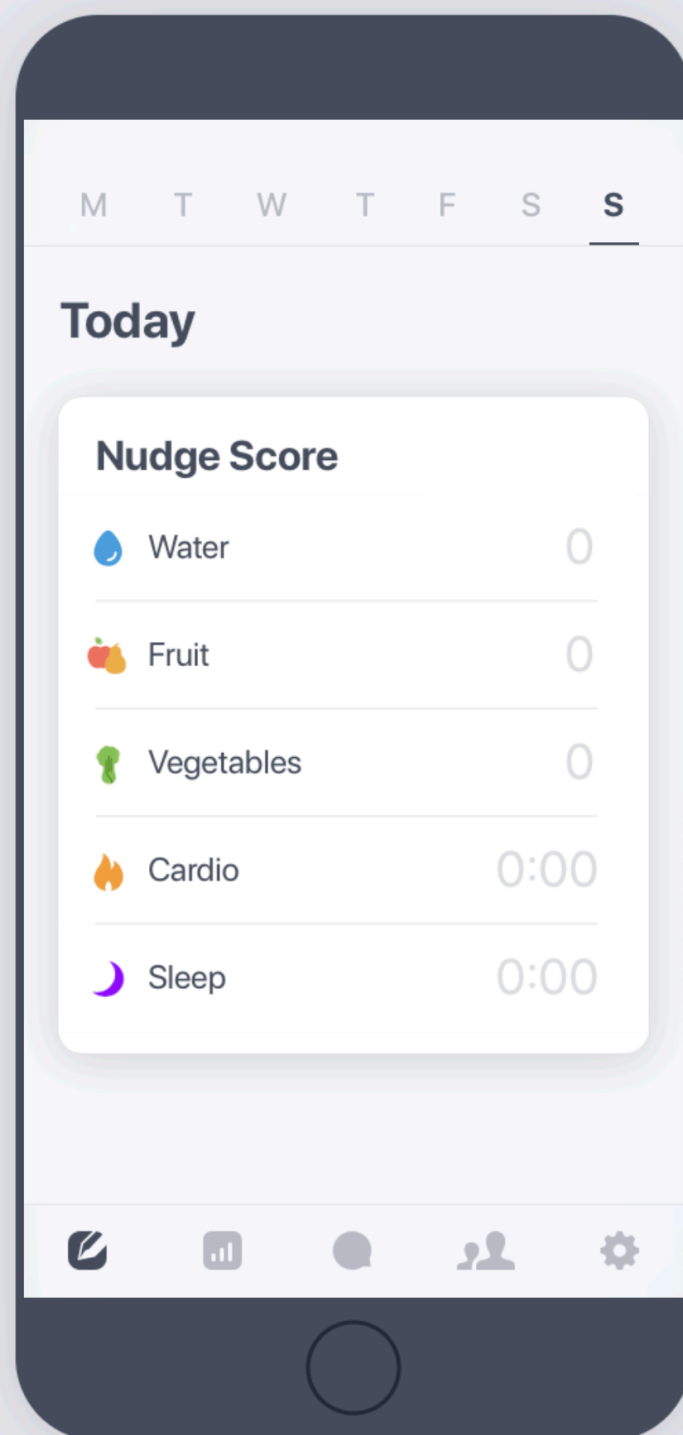
4:03 PM


You have been successfully connected! Coach Stove has been notified and will reach out to you shortly.

+

Type a message to Russ...

Trends



COACH

Clients

Group Name

Group Name

Messages

Programs


Reports


Organization Name


Guides

University

Support

My Account





Russ Campbell

Log

Trends

Profile

Email

russ@nudgecoach.com

Age

35

Gender

M

Weight

196 lbs

Height

6'2"

Timezone

America / Chicago

Edit

Settings

Messages

Scheduled

Notes

4:03 PM

You have been successfully connected! Coach Stove has been notified and will reach out to you shortly.

+

Type a message to Russ...

Profile

Demo time.