

Implementation Checklist: Movemental.ai Front-End & Content Mockup

Phase 1: Foundation & Onboarding (Weeks 1-2)

- 1. Fit Check (60-Second Assessment)

Content Needed:

- 6 assessment questions (movement alignment, audience size, content quality, revenue potential, platform ownership, network value)
- Fit confirmed message
- Non-fit message with alternative resources
- Timer copy ("~45s remaining")
- Progress indicator labels

Mobbin Reference Suggestions:

- **Search:** "assessment form", "quiz interface", "progressive form"
- **Look for:** Single-question forms, progress indicators, card-based answer options
- **Examples:** Typeform flows, Stripe checkout progress, survey tools
- **Key patterns:** Progress bar, large touch targets, forward-only navigation

Mockup Deliverables:

- Question 1 layout (hero question + answer cards)
 - Progress indicator component
 - Timer display component
 - Results screen (fit confirmed)
 - Results screen (non-fit)
 - Mobile responsive layouts
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- 2. Why Movemental (Longform Page)

Content Needed:

- Hero statement (problem + solution)
- Problem section (credibility crisis, formation crisis, AI crisis, publishing crisis)
- Solution section (platform ownership, network effects, AI amplification)
- Value proposition statements
- Social proof (if available)
- CTA to onboarding path

Mobbin Reference Suggestions:

- **Search:** "landing page longform", "about page", "value proposition"

- **Look for:** Hero sections, problem/solution layouts, long-form content pages
- **Examples:** Stripe landing pages, Linear about page, Notion marketing pages
- **Key patterns:** Scrollytelling, sticky navigation, section breaks, clear CTAs

Mockup Deliverables:

- Hero section (headline + subheadline)
 - Problem section (4 crises)
 - Solution section (platform benefits)
 - Social proof section (if available)
 - CTA section
 - Mobile responsive layouts
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3. Onboarding Path Overview

Content Needed:

- Timeline introduction ("From fit confirmed to live in 3-4 weeks")
- 4 phase descriptions:
 - Phase 1: Discovery & Vision (Week 1)
 - Phase 2: Content Research (Week 1-2)
 - Phase 3: Platform Architecture (Week 2)
 - Phase 4: Network Integration & Launch (Week 3-4)
- Time estimates for each phase
- Key activities per phase
- CTA to start onboarding

Mobbin Reference Suggestions:

- **Search:** "timeline", "onboarding flow", "process visualization"
- **Look for:** Vertical/horizontal timelines, step indicators, process flows
- **Examples:** Stripe onboarding, Linear setup flow, Notion onboarding
- **Key patterns:** Visual timeline, phase cards, progress indicators, clear next steps

Mockup Deliverables:

- Timeline visualization (vertical or horizontal)
 - Phase 1 card (expandable)
 - Phase 2 card (expandable)
 - Phase 3 card (expandable)
 - Phase 4 card (expandable)
 - CTA section
 - Mobile responsive layouts
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4. Team & Credibility Page

Content Needed:

- Team member bios (founders, key team)

- Credibility markers (experience, achievements)
- Mission statement
- Values/beliefs
- Contact information
- Social proof (testimonials, if available)

Mobbin Reference Suggestions:

- **Search:** "about page", "team page", "credibility"
- **Look for:** Team member cards, bio layouts, credibility sections
- **Examples:** Stripe about page, Linear team page, Vercel about
- **Key patterns:** Card-based team layout, bio sections, credibility badges

Mockup Deliverables:

- Hero section (mission statement)
 - Team member cards
 - Credibility markers section
 - Values section
 - Contact section
 - Mobile responsive layouts
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Phase 2: Knowledge Foundation (Week 3)

5. AI Book (Knowledge Spine) - Landing Page

Content Needed:

- Hero section ("Free foundational knowledge")
- Table of contents (chapter list)
- Introduction ("Language, discernment, posture")
- Reading instructions
- Download options (if PDF available)
- Start reading CTA

Mobbin Reference Suggestions:

- **Search:** "book landing page", "resource page", "knowledge base"
- **Look for:** Book/product landing pages, resource hubs, documentation sites
- **Examples:** Stripe docs landing, Linear docs, Notion templates
- **Key patterns:** Hero with value prop, table of contents, clear CTAs

Mockup Deliverables:

- Hero section
 - Table of contents component
 - Introduction section
 - Download/start reading CTAs
 - Mobile responsive layouts
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6. AI Book - Chapter Reading Experience

Content Needed:

- Chapter navigation (sidebar or top)
- Chapter title and content
- Reading progress indicator
- Next/previous chapter navigation
- Key concept callouts
- Inline references/links

Mobbin Reference Suggestions:

- **Search:** "reading interface", "article page", "long-form content"
- **Look for:** Reading-optimized layouts, article pages, documentation readers
- **Examples:** Medium article page, Substack reading, Notion page view
- **Key patterns:** Optimal line length, generous spacing, clear typography, reading progress

Mockup Deliverables:

- Chapter navigation component
 - Reading progress bar
 - Content typography (headings, body, lists)
 - Key concept callout component
 - Next/previous navigation
 - Mobile responsive layouts
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7. AI Vision Page

Content Needed:

- Hero statement ("Movemental Intelligence")
- Four pillars:
 - Collective Intelligence
 - Discovery & Cross-Pollination
 - Credibility & Quality
 - Knowledge Spine
- Scrollytelling content for each pillar
- Network benefits section
- CTA to learn more

Mobbin Reference Suggestions:

- **Search:** "scrollytelling", "feature page", "product vision"
- **Look for:** Scroll-reveal animations, sticky sidebars, feature showcases
- **Examples:** Stripe product pages, Linear features, Framer showcase
- **Key patterns:** Sticky navigation, scroll animations, card-based content, clear hierarchy

Mockup Deliverables:

- Hero section
 - Sticky sidebar navigation (desktop)
 - Pillar 1 section (Collective Intelligence)
 - Pillar 2 section (Discovery)
 - Pillar 3 section (Credibility)
 - Pillar 4 section (Knowledge Spine)
 - Mobile responsive layouts (tabs instead of sidebar)
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Phase 3: Core Platform Features (Weeks 4-5)

8. Homepage (Public)

Content Needed:

- Hero section (platform value prop)
- Featured content (articles, books, courses)
- Network highlights (featured leaders)
- Topic hubs preview
- Newsletter signup
- Navigation to key sections

Mobbin Reference Suggestions:

- **Search:** "homepage", "landing page", "content hub"
- **Look for:** Content discovery pages, platform homepages, hub layouts
- **Examples:** Medium homepage, Substack discovery, Product Hunt
- **Key patterns:** Hero + featured content, content grids, clear navigation

Mockup Deliverables:

- Hero section
 - Featured content grid
 - Network highlights section
 - Topic hubs preview
 - Newsletter signup
 - Navigation structure
 - Mobile responsive layouts
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9. Movement Leader Profile Page (Public)

Content Needed:

- Leader hero (photo, name, location, role)
- About tab (background, theology, movement focus)
- Content tab (books, articles, courses)
- Network tab (connections, collaborations)
- Follow/subscribe CTAs
- Credibility markers

Mobbin Reference Suggestions:

- **Search:** "profile page", "author page", "creator profile"
- **Look for:** Profile layouts, author pages, creator showcases
- **Examples:** Medium author pages, Substack profiles, Product Hunt makers
- **Key patterns:** Hero section, tabbed navigation, content grids, social proof

Mockup Deliverables:

- Hero section (photo + key info)
 - Tab navigation component
 - About tab content
 - Content tab (books grid, articles grid)
 - Network tab (connections)
 - CTAs (follow, subscribe)
 - Mobile responsive layouts
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10. Dashboard Overview (Authenticated)

Content Needed:

- Metric tiles (revenue, reach, content, AI)
- Quick actions (create content, launch media lab, invite)
- Task list (prioritized tasks)
- Content performance section
- Network insights section
- Navigation to modules

Mobbin Reference Suggestions:

- **Search:** "dashboard", "analytics dashboard", "overview page"
- **Look for:** Metric cards, dashboard layouts, data visualization
- **Examples:** Stripe dashboard, Linear dashboard, Vercel dashboard
- **Key patterns:** Metric tiles, quick actions, task lists, data cards

Mockup Deliverables:

- Global header (navigation)
 - Metric tiles (4 columns)
 - Quick actions section
 - Task list component
 - Content performance card
 - Network insights card
 - Mobile responsive layouts
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11. Content Workbench

Content Needed:

- Editor interface (rich text)
- Sidebar (outline, media, AI, SEO, badges)
- AI copilot panel
- Transparency badge selector
- Publishing controls
- Collaboration footer

Mobbin Reference Suggestions:

- **Search:** "content editor", "writing interface", "blog editor"
- **Look for:** Rich text editors, writing tools, content creation interfaces
- **Examples:** Notion editor, Medium editor, Substack editor, Linear editor
- **Key patterns:** Sidebar navigation, rich text editor, tool panels, publishing controls

Mockup Deliverables:

- Editor layout (main + sidebar)
 - Rich text editor component
 - Sidebar navigation
 - AI copilot panel
 - Badge selector component
 - Publishing controls
 - Collaboration footer
 - Mobile responsive layouts (sidebar as modal)
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12. AI Media Lab

Content Needed:

- Project dashboard (project cards)
- Submission wizard (5 steps):
 - Step 1: Source intake
 - Step 2: Brief configuration
 - Step 3: AI processing
 - Step 4: Review & edit
 - Step 5: Distribution
- Processing monitor
- Review workspace

Mobbin Reference Suggestions:

- **Search:** "wizard", "multi-step form", "workflow interface"
- **Look for:** Stepper UIs, wizard flows, process interfaces
- **Examples:** Stripe checkout, Linear issue creation, Typeform flows
- **Key patterns:** Stepper navigation, progress indicators, step content, review screens

Mockup Deliverables:

- Project dashboard

- Wizard step 1 (source intake)
 - Wizard step 2 (brief configuration)
 - Wizard step 3 (processing monitor)
 - Wizard step 4 (review workspace)
 - Wizard step 5 (distribution)
 - Mobile responsive layouts
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Phase 4: Commerce & Engagement (Week 6)

13. Subscription Management

Content Needed:

- Tier comparison (free, paid, premium)
- Current plan indicator
- Feature lists per tier
- Upgrade/downgrade options
- Billing history
- Payment method management

Mobbin Reference Suggestions:

- **Search:** "pricing page", "subscription management", "plan comparison"
- **Look for:** Pricing tables, subscription interfaces, plan comparisons
- **Examples:** Stripe pricing, Linear billing, Notion pricing
- **Key patterns:** Tier cards, comparison tables, clear CTAs, billing info

Mockup Deliverables:

- Tier comparison section
 - Current plan indicator
 - Feature comparison table
 - Upgrade/downgrade flow
 - Billing history section
 - Payment methods section
 - Mobile responsive layouts
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14. Course Enrollment & Learning

Content Needed:

- Course catalog (course cards)
- Course detail page (description, curriculum, instructor)
- Enrollment flow
- Learning interface (video player, progress, notes)
- Certificate display
- Course library

Mobbin Reference Suggestions:

- **Search:** "course platform", "learning interface", "video player"
- **Look for:** Course catalogs, learning platforms, video interfaces
- **Examples:** Teachable, Coursera, Udemy, Khan Academy
- **Key patterns:** Course cards, video players, progress tracking, learning paths

Mockup Deliverables:

- Course catalog grid
 - Course detail page
 - Enrollment flow
 - Learning interface (video + sidebar)
 - Progress tracking component
 - Certificate display
 - Mobile responsive layouts
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15. Book Purchase & Reading

Content Needed:

- Book catalog (book covers, titles, descriptions)
- Book detail page (cover, description, sample, purchase)
- E-reader interface (table of contents, reading, notes)
- Book library (purchased books)
- Reading progress

Mobbin Reference Suggestions:

- **Search:** "book store", "e-reader", "reading interface"
- **Look for:** Book catalogs, reading apps, digital bookstores
- **Examples:** Kindle, Apple Books, Google Play Books
- **Key patterns:** Book covers, reading interface, progress tracking, notes

Mockup Deliverables:

- Book catalog grid
 - Book detail page
 - Purchase flow
 - E-reader interface
 - Table of contents
 - Notes/highlights
 - Mobile responsive layouts
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16. Assessment System

Content Needed:

- Assessment landing (description, time estimate)

- Question interface (progressive form)
- Progress tracking
- Results page (score, recommendations)
- Milestone achievements
- Action items

Mobbin Reference Suggestions:

- **Search:** "assessment", "quiz", "evaluation form"
- **Look for:** Assessment interfaces, quiz tools, evaluation forms
- **Examples:** Typeform assessments, SurveyMonkey, Google Forms
- **Key patterns:** Progress indicators, question cards, results screens, recommendations

Mockup Deliverables:

- Assessment landing page
 - Question interface
 - Progress indicator
 - Results page
 - Recommendations section
 - Milestone badges
 - Mobile responsive layouts
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Phase 5: Network & Discovery (Week 7)

17. Network Discovery Page

Content Needed:

- Network overview (scenius explanation)
- Leader directory (filterable, searchable)
- Topic hubs (psychology, tech, worship, etc.)
- Cross-pollination examples
- Network stats
- Join network CTA

Mobbin Reference Suggestions:

- **Search:** "directory", "discovery page", "network hub"
- **Look for:** Directory layouts, discovery interfaces, network pages
- **Examples:** Product Hunt makers, GitHub explore, Dribbble discover
- **Key patterns:** Filterable grids, search, category navigation, network visualization

Mockup Deliverables:

- Network overview section
- Leader directory (grid/list)
- Filter/search interface
- Topic hubs section

- Network stats
 - Mobile responsive layouts
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18. Topic Hub Pages

Content Needed:

- Topic hero (title, description)
- Featured content (articles, books, courses)
- Leader contributors
- Related topics
- Subscribe to topic CTA

Mobbin Reference Suggestions:

- **Search:** "category page", "topic page", "content hub"
- **Look for:** Category pages, topic hubs, content collections
- **Examples:** Medium topics, Substack categories, Product Hunt categories
- **Key patterns:** Hero + content grid, featured items, contributor list

Mockup Deliverables:

- Topic hero section
 - Featured content grid
 - Leader contributors section
 - Related topics
 - Mobile responsive layouts
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19. Analytics & Insights Dashboard

Content Needed:

- Revenue metrics (MTD, trends, comparisons)
- Audience reach (amplification gauge)
- Content performance (top pieces, trends)
- Network insights (overlaps, collaborations)
- Transparency metrics (badge usage)
- Export options

Mobbin Reference Suggestions:

- **Search:** "analytics dashboard", "data visualization", "metrics dashboard"
- **Look for:** Analytics interfaces, data dashboards, metric visualizations
- **Examples:** Stripe analytics, Google Analytics, Mixpanel
- **Key patterns:** Metric cards, charts, filters, export options

Mockup Deliverables:

- Metric overview section

- Revenue chart
 - Audience reach gauge
 - Content performance table
 - Network insights card
 - Transparency metrics
 - Mobile responsive layouts
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Phase 6: Supporting Pages (Week 8)

20. Search Interface

Content Needed:

- Search input (with suggestions)
- Search results (content, leaders, topics)
- Filters (type, date, topic)
- Empty states
- Recent searches

Mobbin Reference Suggestions:

- **Search:** "search interface", "search results", "global search"
- **Look for:** Search UIs, result pages, search experiences
- **Examples:** Linear search, Notion search, GitHub search
- **Key patterns:** Search bar, result cards, filters, suggestions

Mockup Deliverables:

- Search input component
 - Search results layout
 - Filter sidebar
 - Empty state
 - Mobile responsive layouts
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21. User Account Pages

Content Needed:

- Account overview
- Profile settings (edit profile)
- Content library (saved, bookmarks)
- Notification preferences
- Privacy settings

Mobbin Reference Suggestions:

- **Search:** "account settings", "user profile", "settings page"
- **Look for:** Settings pages, account management, profile editing
- **Examples:** Stripe account, Linear settings, Notion settings

- **Key patterns:** Tabbed navigation, form layouts, preference toggles

Mockup Deliverables:

- Account overview
 - Profile settings form
 - Content library
 - Notification preferences
 - Privacy settings
 - Mobile responsive layouts
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22. Legal & Support Pages

Content Needed:

- Privacy policy
- Terms of service
- Accessibility statement
- Help center
- Contact form
- FAQ

Mobbin Reference Suggestions:

- **Search:** "legal page", "help center", "support page"
- **Look for:** Legal pages, help centers, support interfaces
- **Examples:** Stripe legal, Linear help, Notion support
- **Key patterns:** Long-form content, clear sections, searchable help

Mockup Deliverables:

- Privacy policy layout
 - Terms of service layout
 - Help center (searchable)
 - Contact form
 - FAQ section
 - Mobile responsive layouts
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Integration & Polish

23. Global Navigation

Content Needed:

- Main navigation (public)
- Authenticated navigation (dashboard)
- Mobile menu
- Footer links
- Breadcrumbs

Mobbin Reference Suggestions:

- **Search:** "navigation", "header", "menu design"
- **Look for:** Navigation patterns, headers, mobile menus
- **Examples:** Stripe navigation, Linear header, Notion sidebar
- **Key patterns:** Sticky headers, mobile hamburger, clear hierarchy

Mockup Deliverables:

- Public header navigation
 - Authenticated header navigation
 - Mobile menu
 - Footer component
 - Breadcrumb component
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24. Responsive Breakpoints

Content Needed:

- Mobile layouts (< 768px)
- Tablet layouts (768px - 1024px)
- Desktop layouts (> 1024px)
- Component adaptations

Mobbin Reference Suggestions:

- **Search:** "responsive design", "mobile layout", "breakpoints"
- **Look for:** Mobile-first designs, responsive patterns
- **Examples:** Any modern SaaS (Stripe, Linear, Notion) - view on mobile
- **Key patterns:** Stacked layouts, collapsible sections, touch-friendly targets

Mockup Deliverables:

- Mobile versions of all key pages
 - Tablet adaptations
 - Component responsive states
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25. Design System Documentation

Content Needed:

- Color palette
- Typography scale
- Spacing system
- Component library
- Usage guidelines

Mobbin Reference Suggestions:

- **Search:** "design system", "component library", "style guide"

- **Look for:** Design systems, component docs
- **Examples:** Stripe design system, Linear design, Vercel design
- **Key patterns:** Consistent components, clear guidelines

Mockup Deliverables:

- Design system document
 - Component library
 - Usage guidelines
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Content Creation Priority

High Priority (Complete First)

1. Fit Check questions and outcomes
2. Why Movemental longform content
3. Onboarding path descriptions
4. AI Book chapters (at least first 3)
5. AI Vision pillar content

Medium Priority (Complete Second)

6. Team & credibility content
7. Homepage content
8. Leader profile templates
9. Course descriptions
10. Assessment questions

Lower Priority (Complete Third)

11. Help center articles
 12. FAQ content
 13. Legal pages
 14. Blog posts (if applicable)
 15. Newsletter content
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Mobbin Search Strategy

General Search Terms

- "SaaS dashboard"
- "Content platform"
- "Creator platform"
- "Learning platform"
- "Publishing platform"

Specific Pattern Searches

- "Progressive form" (Fit Check)
- "Scrollytelling" (AI Vision)
- "Reading interface" (AI Book)
- "Timeline visualization" (Onboarding)
- "Rich text editor" (Content Workbench)
- "Wizard flow" (AI Media Lab)
- "Analytics dashboard" (Dashboard)
- "Profile page" (Leader profiles)
- "Pricing page" (Subscriptions)
- "Course platform" (Learning)

Reference Sites to Study

- **Stripe**: Pricing, dashboard, onboarding
 - **Linear**: Dashboard, issue creation, search
 - **Notion**: Editor, database views, settings
 - **Substack**: Publishing, profiles, discovery
 - **Medium**: Reading, author pages, discovery
 - **Vercel**: Dashboard, documentation
 - **Framer**: Showcase, product pages
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Quality Checklist (Before Moving to Next Phase)

For each completed component, verify:

- Content is complete and reviewed
 - UI mockup matches Mobbin reference quality
 - Mobile responsive design included
 - Accessibility considered (WCAG 2.1 AA)
 - Integration with other components tested
 - User flow makes sense
 - CTAs are clear and prominent
 - Loading states considered
 - Error states considered
 - Empty states considered
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Notes

- **Start with content** - Write content before finalizing UI
 - **Reference liberally** - Use Mobbin to find patterns, not copy exactly
 - **Test flows** - Ensure user journeys make sense
 - **Mobile-first** - Design mobile, then enhance for desktop
 - **Iterate** - Don't perfect one page before moving to next
 - **Document decisions** - Note why you chose certain patterns
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