

# BRIEFING MOOV-IT

WORKFLOW INTEGRATION WEB 2014

By: GRIET VANDENHOUWELE



# **Basisomschrijving Project**

## Basisomschrijving

Moov-IT is een start-up die **werknemers** in bedrijven wil **MOTIVEREN** om gezonder te leven.



# Hoe werknemers motiveren?

Moov-IT wil werknemers **motiveren** om gezonder te leven.

Naast consulting biedt Moov-IT een tool aan, aan alle werknemers binnen 1 bedrijf.

Die tool heeft volgende functies:

## 1. Scheduling

1. Gebruikers **zien** welke activiteiten er zijn in & rond hun bedrijf
2. Gebruikers kunnen zich **inschrijven** op activiteiten
3. Gebruikers kunnen activiteiten **organiseren** & collega's uitnodigen

## 2. Motivatie stimuleren door:

1. Gebruikers kunnen hun **interesses** ingeven (vb. fietsen, wandelen, zumba, gezonde voeding, stressvermindering, ...)
2. Gebruikers krijgen voorstellen om groepen te volgen op basis van hun interesses (vb. fietsgroep in het bedrijf)
3. Gebruikers kunnen hun eigen gezondheidsdoelstellingen ingeven & opvolgen (vb. gewicht, rusthartslag, ... )
4. Groepen kunnen samen voor een bepaald doel gaan (vb. bedrijventriatlon, Antwerp 10 miles)

## 3. Rapportering

1. Bedrijven zien een soort „dashboard“ van hun werknemers om te evoluties te volgen (vb. # deelnemers, gezondheidsindex, absenteïsme...)

## Vertaald naar softwaremodules:

In de Moov-IT software ziet een **GEBRUIKER**:

- **Kalender:** Alle activiteiten in & rond het bedrijf
- **Profiel:** Zijn eigen gezondheidswaarden & evolutie
- **Coaches:** De beschikbare coaches in het bedrijf
- **Informatie:** Vragen rond gezondheid

In de Moov-IT software ziet een **BEDRIJF**:

- **Dashboard:** overzicht over alle gebruikers heen

# **FUNCTIONELE vereisten**

## Functionele vereisten

Zie functionele analyse in bijlage

# **Basisteksten & afbeeldingen**

# Wireframes

# **Software**

## **1. SCHEDULING / Calendar**

The screenshot shows a mobile application interface. At the top, there is a navigation bar with five tabs: **Calendar**, **Profile**, **Online Coach**, **Info**, and **Settings**. To the right of the **Settings** tab is a small button labeled **HOE WERKT DEZE SITE?** (How does this site work?). On the far left, there is a vertical teal sidebar with user information: a profile picture of a woman, a blue bell icon with a yellow circle containing the number **3**, and sections for **ACTIVITY OBJECTIVE** (Last 7 days) and **NEXT ACTIVITY:** (Sept 25 Yoga). Below the sidebar, the main content area has two main sections: **FIND AN ACTIVITY** and **FOLLOW A GROUP**. The **FIND AN ACTIVITY** section includes a search bar with "All Meetups" and "within 50 miles of Gent, BE". The **FOLLOW A GROUP** section has three tabs: **All**, **Suggested** (which is highlighted in green), and **My**. Below these sections, there are three activity cards: 1. **yoga**: A group of people doing yoga outdoors. It has a **NEW** badge and a **Join** button. A subtitle says: "Let go of all tension during these 30 min. workouts!". 2. **volley**: Four women posing together. It has a **Join** button. A subtitle says: "We are 4 financial buddies who started the group to ... [read more](#)". 3. **lunchwalk**: A group of people walking outdoors. It has a **Join** button. A subtitle says: "Enjoy & relax. 30 min. walks through the spark or ...". At the bottom of the screen, there are links for **Terms & conditions** and **Privacy Policy**.



[Calendar](#)[Profile](#)[Online Coach](#)[Info](#)[HOE WERKT  
DEZE SITE?](#)[Settings](#)[FIND AN ACTIVITY](#)[FOLLOW A GROUP](#)

All Meetups

within 50 miles of Gent, BE

All

Suggested

My

**ACTIVITY  
OBJECTIVE**  
Last 7 days:**NEXT  
ACTIVITY:**  
Sept 25  
Yoga[Add a group \(only for ambassadors\)](#)**Group name**

- **Activity type:** list (running, swimming..)
- **Office:** ...
- **Description**

**Activity name**

- **Type:** Infosessie / Training / Meet-up / Event
- **Location:** vb. Parking 10 miles Antwerpen ...
- **Description:** ...
- **Add people**

From 23/01/2014 12:15

Until 23/01/2014 13:00

[Terms & conditions](#)[Privacy Policy](#)**Info Activiteit:**

- Datum
- Locatie
- Kantoor
- Start & eindtijd
- Persoonlijke beschrijving
- Opmerkingen / feed activiteit
- Deelnemers



### Info Activiteit:

- Datum
- Locatie
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[Calendar](#)[Profile](#)[Online Coach](#)[Info](#)HOE WERKT  
DEZE SITE?[Settings](#)ACTIVITY  
OBJECTIVE  
Last 7 days:NEXT  
ACTIVITY:  
Sept 25  
Yoga[FIND AN ACTIVITY](#)[FIND A GROUP](#)[All](#)[Suggested](#)[My](#)[Add an activity \(only for ambassadors\)](#)**Group:** ... (create a group)**Activity name**

- **Type:** Infosessie / Training / Meet-up / Event
- **Location:** vb. Parking 10 miles Antwerpen ...
- **Description:** ...
- **Add people**

From 23/01/2014 12:15

Until 23/01/2014 13:00

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# **Software**

## **2. PROFILE**

[Calendar](#)[Profile](#)[Online Coach](#)[Info](#)[HOEWERKT  
DEZE SITE?](#)[Settings](#)ACTIVITY  
OBJECTIVE  
Last 7 days:NEXT  
ACTIVITY:  
Sept 25  
Yoga

## My goals

## My activity

**Fill in the criteria you want to follow up on your healthy lifestyle!***These are private data, none in your company has access*

I want to work on		1/01	1/02	1/03
x	Activities per month	AUTO	AUTO	AUTO
x	BMI	AUTO	AUTO	AUTO
	Length (cm)	164	AUTO	AUTO
	Weight (kg)	64	63	63
	Rest heart rate			
	Blood pressure			
	Body fat %			
	% Chance on card.			

**Want more information or help?****Contact your coach****Want to add other criteria?****Send us an email**[Terms & conditions](#)[Privacy Policy](#)

[Calendar](#)[Profile](#)[Online Coach](#)[Info](#)[HOE WERKT  
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x	BMI	AUTO	AUTO	AUTO
	Length (cm)	164	AUTO	AUTO
	Weight (kg)	64	63	63
	Rest heart rate			
	Blood pressure			
	Body fat %			
	% Chance on card.			

How can I measure this?

How should I evaluate this?

What are the risks?

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How should I evaluate this?

What are the risks?

Want more information or help?

Contact your coach

Want to add other criteria?

Send us an email

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### Health KPI's

- Activities per month
- BMI (length - weight)
- Rest heart rate
- Blood pressure
- Bodyfat %
- % Chance on card. disease



**ACTIVITY OBJECTIVE**  
Last 7 days:

**NEXT ACTIVITY:**  
Sept 25 Yoga

**Completed activities**

**EDIT/DELETE**

**Objective/day**

**Choose your objective:** ... hours/ week

**Activity score**

Last Week      Last Month

<50% 50-99% 100%

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### Health KPI's

- Activities per month
- BMI (length - weight)
- Rest heart rate
- Blood pressure
- Bodyfat %
- % Chance on card. disease



# **Software**

## **3. Coaches**

[Calendar](#)[Profile](#)[Online Coach](#)[Info](#)[HOE WERKT  
DEZE SITE?](#)[Settings](#)

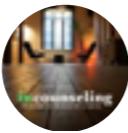
## Company Coaches

**Annabel**  
**Health Coach**[Contact](#)*I can help you with:*

- General info about exercise, nutrition, mental coaching

**Griet**  
**Health Coach**[Contact](#)*I can help you with:*

- General info about exercise, nutrition, mental coaching

**Gunther**  
**Therapist**[Contact](#)*I can help you with:*

- Stress issues, emotions, relations, life issues

**Katja**  
**Physician**[Contact](#)*I can help you with:*

- Health screenings
- Pain & injuries

**Marc**  
**Osteopath**[Contact](#)*I can help you with:*

- Neck & back pain, general discomfort & allergies

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# **Software**

## **4. Information**

[Calendar](#)[Profile](#)[Online Coach](#)[Info](#)[HOE WERKT  
DEZE SITE?](#)[Settings](#)ACTIVITY  
OBJECTIVE  
Last 7 days:NEXT  
ACTIVITY:  
Sept 25  
Yoga

## Health Questions & Answers

[Movement](#)[Nutrition](#)[Mental Balance](#)

**Ask a question** (your question will be in these questions, but none will see your name. If you prefer a personal question, contact your health coach.

### How much should I exercise per week?

- Take a look at the answer

### I want to lose weight, how do I start this?

- Take a look at the answer

### Are there any tactics that help to cope with stress?

- Take a look at the answer

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# **Software**

## **5. Dashboard**

# Overall objectives

## KEY KPI'S

- Average **engagement** levels
- Average **health score**

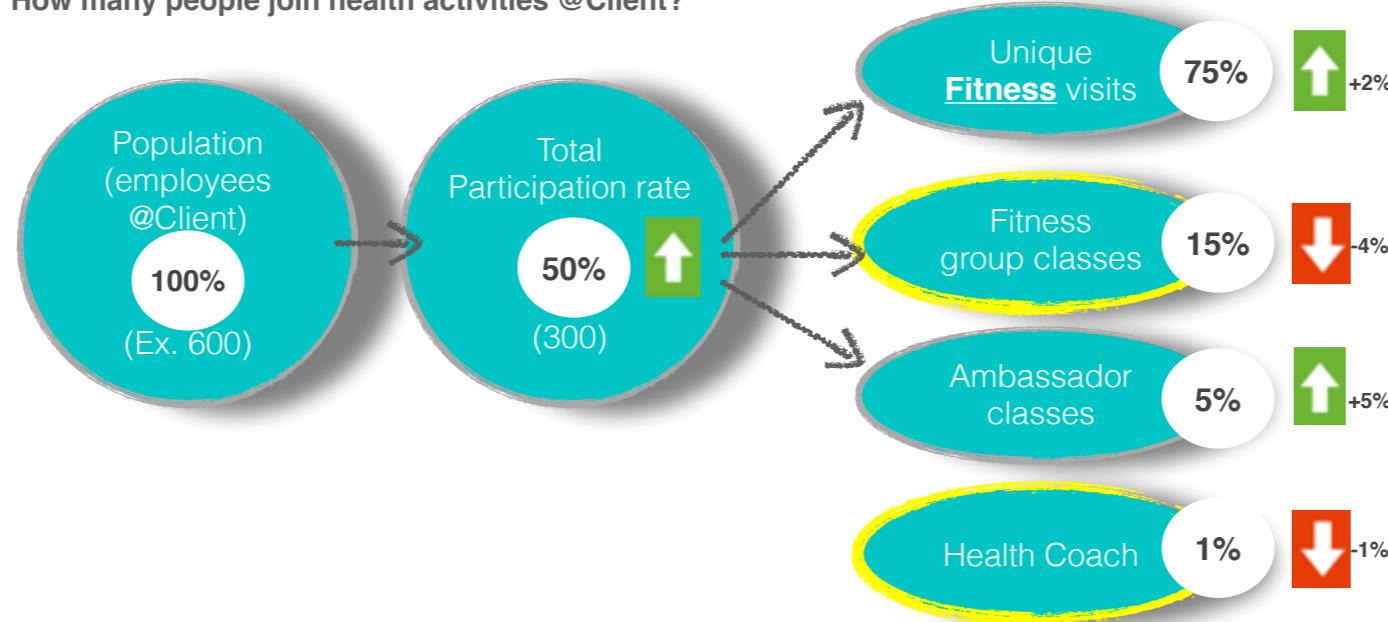
## SECOND KPI'S

- Average general stress level
- Satisfaction in workplace
- Connectivity in the workplace

This can be measured through the Moov-IT scheduling software

# Program Participation

How many people join health activities @Client?



To know unique fitness visitors, we need to have software for member administration

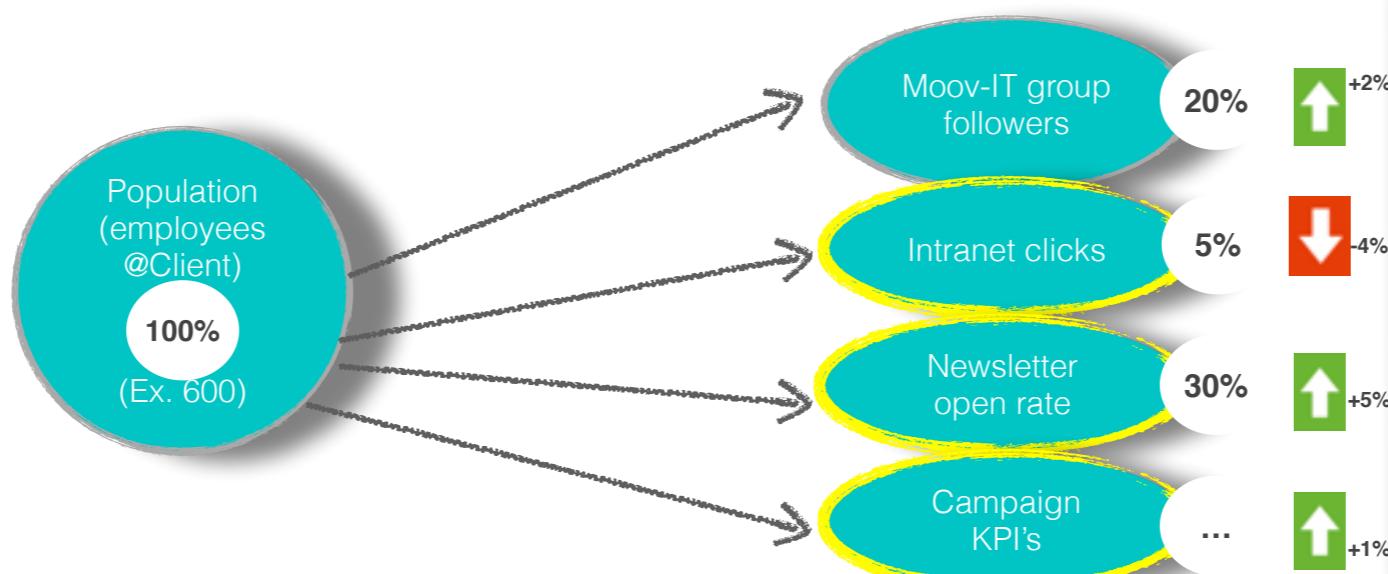
Group instructors will permanently let us know how many people went to their classes. This can be further detailed per type of class.

This can be measured through the Moov-IT scheduling software

Health Coaches will note how many people they have advised & follow-up.

# Program Awareness

How many people know about & are interested in health activities @Client?



This can be measured through the Moov-IT scheduling software

We need to get access from the IT-department to have these data

We need to get access from the IT-department to have these data

To be determined based on campaigns

# HUISSTIJL RICHTLIJNen

# Huisstijl Richtlijnen

Zie hieronder enkele slides die Moov-IT gebruikt naar klanten toe.

Dit enkel ter informatie, jullie zijn vrij in het ontwerp.

## **Belangrijk:**

- FUN, de software moet een FUN-factor uitstralen, mensen moeten er graag naartoe gaan
- SIMPEL, de software moet héél eenvoudig zijn om te gebruiken
  - De belangrijkste doelgroep is 45-55-jarigen

LETTERTYPE:  
ACTION MAN



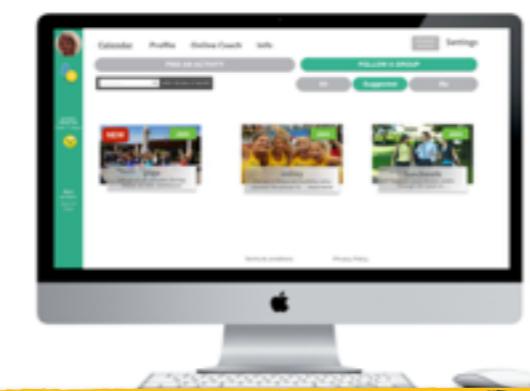
### 1. HEALTH STRATEGY

- \* Based on **needs & interest** of your employees & your company **culture**
- \* Health activities
- \* Campaigns
- \* Activation campaigns
- \* Change management campaigns



### 2. MARKETING MOTIVATION

- \* **MoovPackages**
- \* Marketing 360°campaigns
- \* Ambassador coaching
- \* Info, activities, meet-ups & goals
- \* Software (scheduling, gamification)



### 3. PERSONALIZED ADVICE

- \* Health Coaches
- \* Expert Coaches
- \* **Ex. Burnout (prevention)**





Moovit

A close-up, low-angle shot of a person's lower legs and feet as they run on a path covered in fallen autumn leaves. The runner is wearing bright pink athletic shoes with yellow laces. A teal-colored horizontal bar spans across the middle of the image, containing the text.

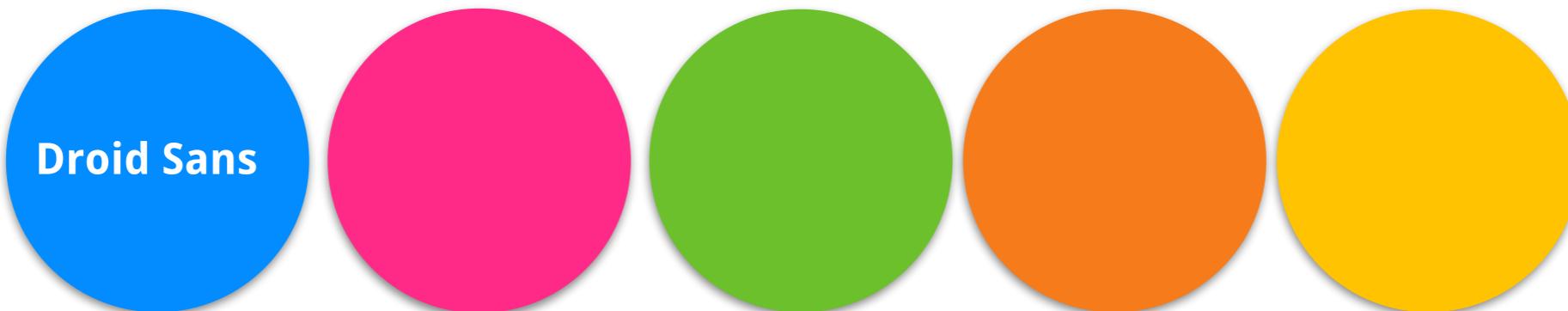
**Lettertype: Droid Sans**

**Lettertype:**

**Droid Sans**

# Droid Sans

Droid Sans



# Titeltekst



# Logo's



Moovit

Finaal photoshop logo wordt nog doorgestuurd.

# Moov-IT

CORPORATE WELLNESS

Please contact us if you have  
any other questions.

**GRIET VANDENHOUWELE**



Owner Moov-IT  
0475 72.86.61

[GRIET@moov-it.eu](mailto:GRIET@moov-it.eu)

HEALTH  
MANAGEMENT  
SOLUTIONS FOR  
COMPANIES WITH  
TOP EMPLOYER  
AMBITIONS

