

Dearest Ken and Ardee,

Good Evening!

Below are the steps in coding out the Elimination Diet – Tier 1 – Process flow. Before we get into that, please note that I have shared with you earlier today google drive access to two sets of folders

1. Website – Update – EDP – 071518
 - a. 10- SIGN IN.psd
 - b. 11- PASSWORD RESET.psd
 - c. 12- CREATE AN ACCOUNT.psd
 - d. 13- WELCOME.psd
 - e. 14- EDP LANDING PAGE.psd
 - f. 15- EDP ORDER PAGE SALE STATE.psd
 - g. 16- EDP ORDER PAGE.psd
 - h. 17-SHOPPING CART.psd
 - i. 19- PAYMENT CHECKOUT.psd
 - j. 20- PAYMENT COMPLETE.psd
 - k. 21- SHOPPING CARD DROP DOWN STATES.psd
2. EDP PDF Files
 - a. 01- EDP COMPREHENSIVE GUIDE.pdf
 - b. 02 – THE YES FOOD LIST.pdf
 - c. 03 – RECIPE AND MENU GUIDE.pdf
 - d. 04 – THE WHOLE FOOD STORE BUYING GUIDE.pdf
 - e. 05- ORGANIC FOOD PARTNER BUYING GUIDE.pdf

Let us first talk about the Web Layout since the EDP flipbook files is more of a “plug and play” type of process where you will simply encode each page into the flipbook then upload to the right format.

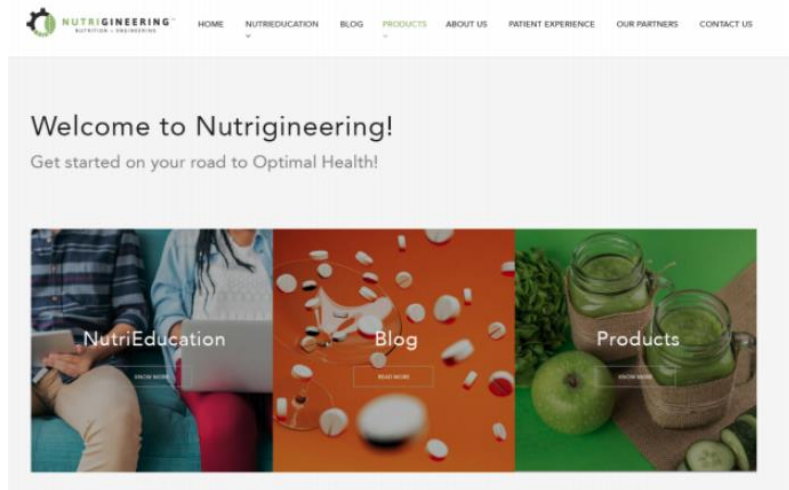
I. Creating an Account

- a. The first step to purchasing the EDP is to create an account on our website. The process starts with clicking on the Register Button on the upper right-hand side of the screen. The user then fills out the required New Customer Information. As the existing web layout is a Magento Default Template, please follow Margie’s psd file – **12-CREATE AN ACCOUNT.psd**

Note: a red Asterix (*) means that that particular field is **mandatory**

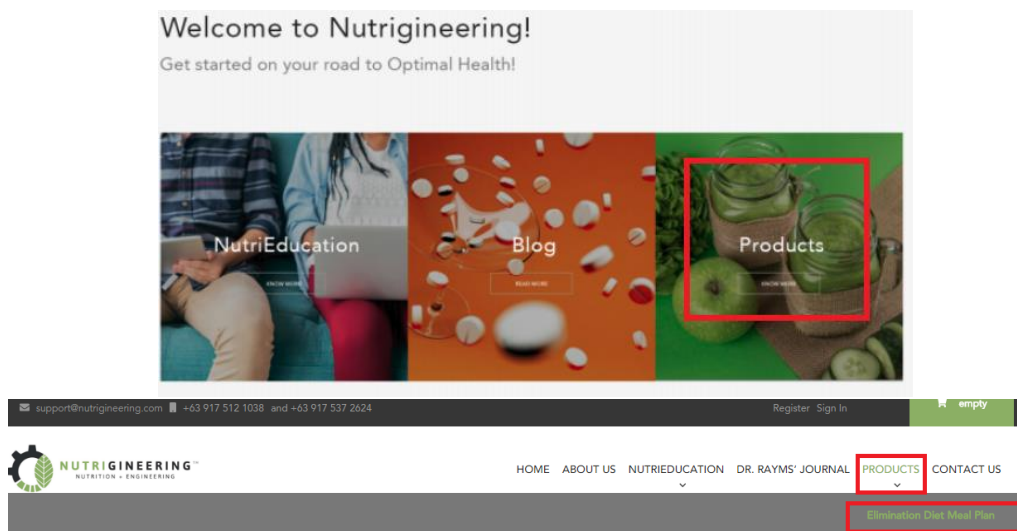
- b. After the client fills out all New Customer information, they will then click the “Register” button to be redirected to a new webpage which basically welcomes them to Nutrineering. This second landing page should be coded following Margie’s psd file - [13-WELCOME.psd](#)

Note: Ken, I actually just asked you last night to change the “Blog” to “Dr Rayms’ Journal” so kindly amend the text on Margie’s psd.

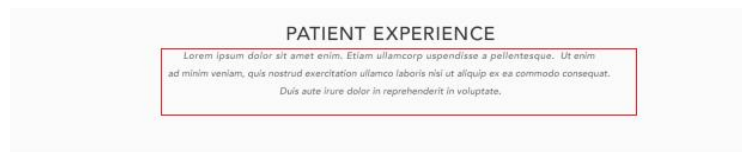
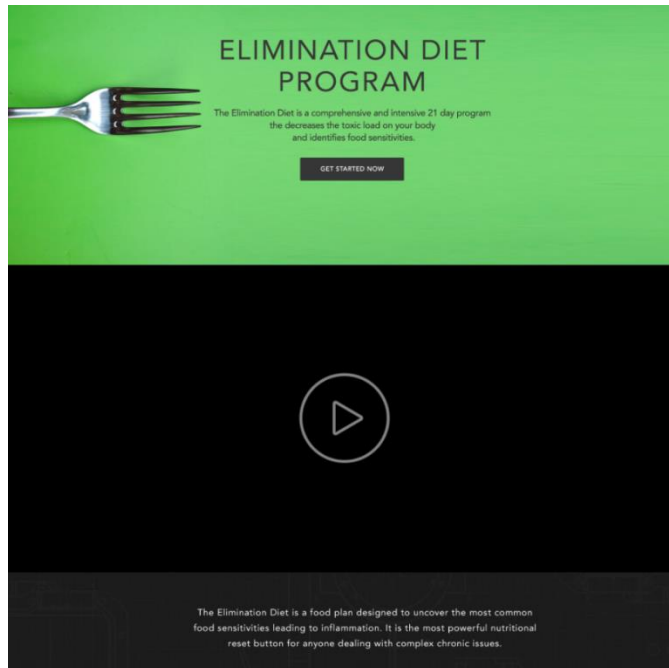


II. Purchasing the Elimination Diet Program

- c. In order for a client to access the EDP landing page, they can either click on the Quick Links – Product photo after creating an account (Same link is found at the bottom of the About Us section of the website) or they can manually click on the Products tab and select the Elimination Diet Program. Clicking on either of these two links should redirect a user to the EDP Landing page following Margie’s psd file - [14- EDP LANDING PAGE.psd](#)



Note: You will notice that there will be a video file inserted under the EDP Banner, please put an image placeholder for the meantime as our Product Video is still being made (It will be sent to you next week). For the Patient Experience section, please use Lorem Ipsum in the meantime as we are still waiting for our patients to provide us their individual testimonials.



"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."

— Lorem Ipsum



"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate."

— Lorem Ipsum



- d. After scrolling down the EDP landing page, the user will be able to see the price of the program and if interested can click on the "TAKE THIS PROGRAM" button to proceed to the succeeding page which brings us to the psd file of Margie labelled as **16- EDP ORDER PAGE.psd**

PRICE

TAKE THIS PROGRAM

Consult with Us

Lorem ipsum dolor sit amet, consectetur.



ELIMINATION DIET PROGRAM

Item #000000000000

★★★★★ [323 Reviews\(\)](#) [Write a Review](#)

PHP 290.00

WHAT'S INCLUDED

- Elimination Diet Guide
- Yes Food List
- Recipe and Menu Guide
- Whole-food Store Buying Guide
- Organic Farm Partners
- Didactic Sessions (Tier 2)
- Health Coaching Sessions (Tier 2)

AVAILABILITY: In Stock

QUANTITY

PHP 850.00

ADD TO CART

ADD TO WISHLIST

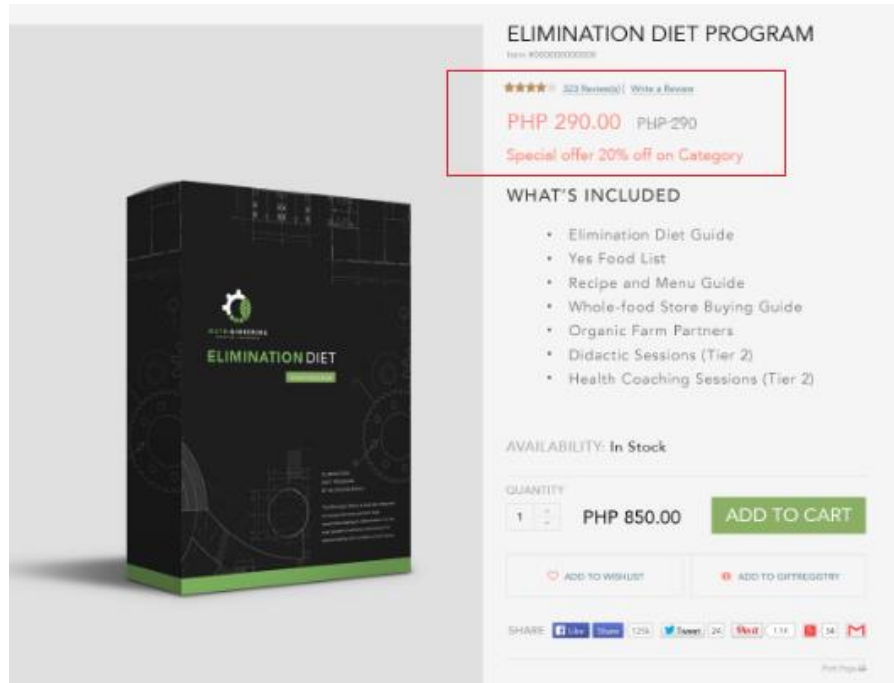
ADD TO GIFTREGISTRY

SHARE:

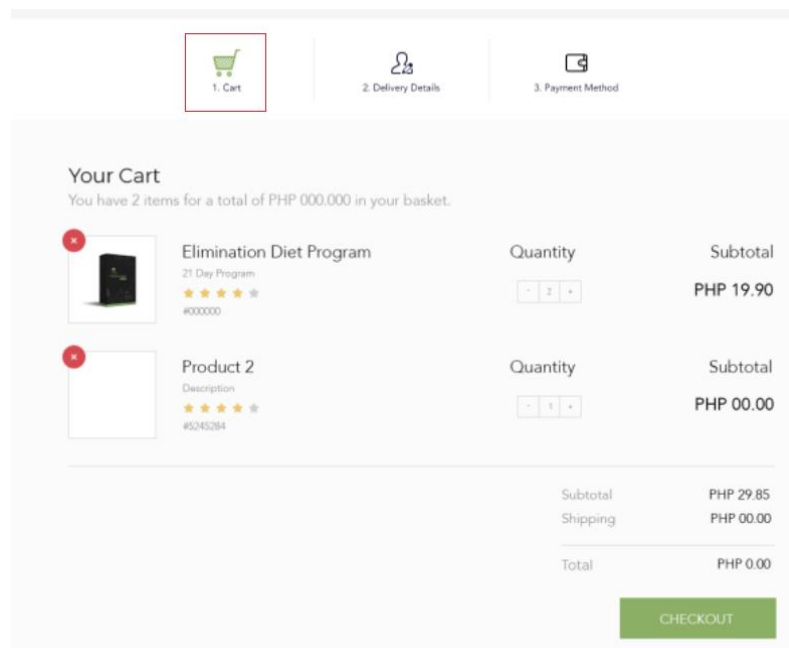
[Facebook](#)
[Like](#)
[Share](#)
[12%](#)
[Twitter](#)
[24](#)
[StumbleUpon](#)
[1.1k](#)
[Pinterest](#)
[14](#)
[Email](#)

Free Pop-Up


Note: Margie also created another PSD to reflect how the page will look if the product is “ON SALE”. This can be viewed in her PSD labelled as [15- EDP ORDER PAGE SALE STATE.psd](#)





- e. Once the client agrees to purchase the product, he can then click the “ADD TO CART” button to proceed to the next page labelled as **17-SHOPPING CART.psd**. You will notice that in this page, there are three (3) steps – 1. Cart 2. Delivery Details 3. Payment Method. Given that purchasing this product will simply give you access to the material via flipbook, the Delivery Details are not required. As such, you may temporarily remove this placeholder for the meantime for future products that will require delivery.



- f. As the user clicks on the “CHECKOUT” button, they will skip the Delivery Details (explanation regarding why this section is temporarily skipped out on provided above) and move straight to the Payment Method Page which can be accessed in PSD [19- PAYMENT CHECKOUT.psd](#). Options to pay will be via PayPal / Credit Card (Visa / Mastercard) only.


1. Order


2. Delivery Details



3. Payment Method

Summary


Product	Number	Price
Elimination Diet Program	- 1 +	PHP 995
Have a discount code?		
Delivery		PHP 29
Total		PHP 1019

Chose your payment method


☐ PayPal
PayPal is the faster, safer way to send money, make an online payment, receive money. Account not needed.



☒ Credit Card
Visa and MasterCard



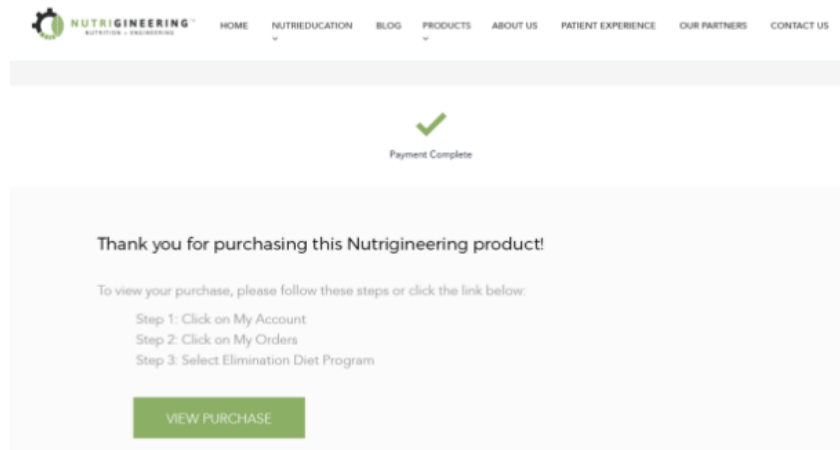
CREDIT CARD NUMBER

CVV CODE 

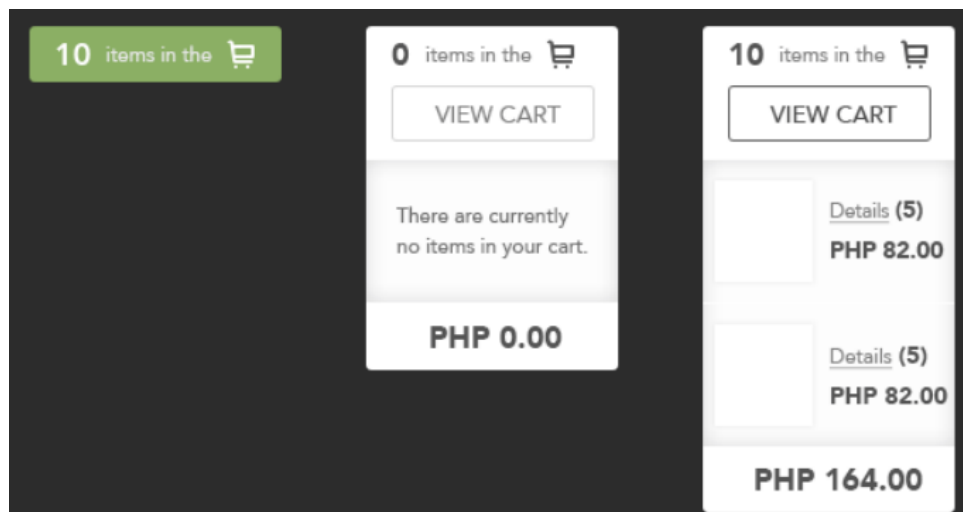
EXPIRY DATE

NAME ON CARD

- g. After all details have been placed in for payment and the payment has been verified, we now proceed to the last PSD file which is labelled as [20- PAYMENT COMPLETE.psd](#)



- h. A final note on the last psd (21) - Margie has placed 3 different shopping cart states. When you click on the shopping cart icon on the upper right of your screen it can either be empty or with products inside. This psd file will show you those different states. It is labelled as **21- SHOPPING CARD DROP DOWN STATES.psd**



II. Signing into an Account

- a. If you already have an account with Nutrigineering you can click on the “Sign In” button on the upper righthand side of your screen. This previous layout that Margie made will be replaced by a simplified one under psd file **10- SIGN IN.psd**

support@nutriengineering.com | 603.937.512.1038 and 603.937.537.2024

Sign In | Sign Up | Cart

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SIGN IN

Email

password

SIGN IN

[Forgot Your Password? →](#)

REGISTER

Registration is free and easy!

- Faster checkout
- Save multiple shipping addresses
- View and track orders and more

CREATE AN ACCOUNT

SIGN IN

USER NAME OR EMAIL

EMAIL

PASSWORD

PASSWORD

LOG IN

☒ Remember Me [Forgot Password?](#)

- b. In the event a client has forgotten their password and they click on the “Forgot Password” text highlighted in green, it should lead them to the page layout labelled **11- PASSWORD RESET.psd**

PASSWORD RESET

EMAIL

YOUR EMAIL

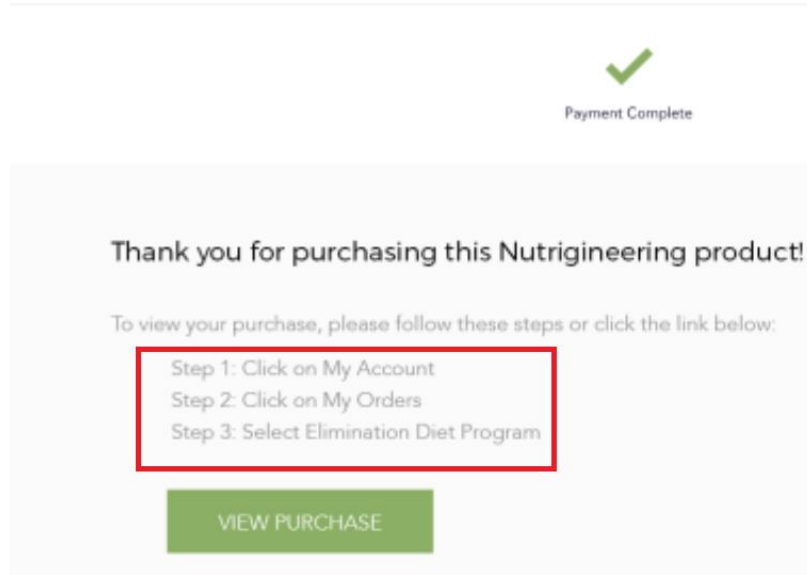
RESET PASSWORD

[Other problems logging in?](#)

III. Accessing the Elimination Diet Program material (flipbooks) that were purchased.

- a. Remember that when one successfully purchases an EDP product, they are referred to this screen **20- PAYMENT COMPLETE.psd** . Moreover, there are two ways to access the flipbooks : either by clicking on the “View Purchase” button which will lead you directly to the material or

you can manually Click on My Account, Click on My Orders, Select Elimination Diet.



- b. First question is, **where is My Account?** To answer this question, once has to review the existing Sign In page that is basically a Magento system default template.

enig.com/customer/account/

Welcome Inigo Rafael David Ramos

Shopping for: Clinic (Self)

support@nutrigineering.com +63 917 512 1038 and

New Customer

Clinic (Self)

Sanch C Santiago

Nella David Lomotan

Kathrina Marie Sheena Lim Que

Christina Marie D Ramos

Register Sign In

CLINIC LOGOUT

empty

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HOME ABOUT US NUTRIEDUCATION DR. RAYMS' JOURNAL PRODUCTS CONTACT US

MY ACCOUNT

ACCOUNT DASHBOARD

ACCOUNT INFORMATION

ADDRESS BOOK

MY ORDERS

BILLING AGREEMENTS

NEWSLETTER SUBSCRIPTIONS

MY ORDERS

Last Ordered Items

☐ CARDIOMETABOLIC MEAL PLAN

View All

ADD TO CART

MY DASHBOARD

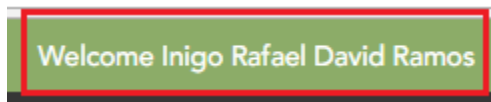
Hello, Inigo Rafael David Ramos!

From your My Account Dashboard you have the ability to view a snapshot of your recent account activity and update your account information. Select a link below to view or edit information.

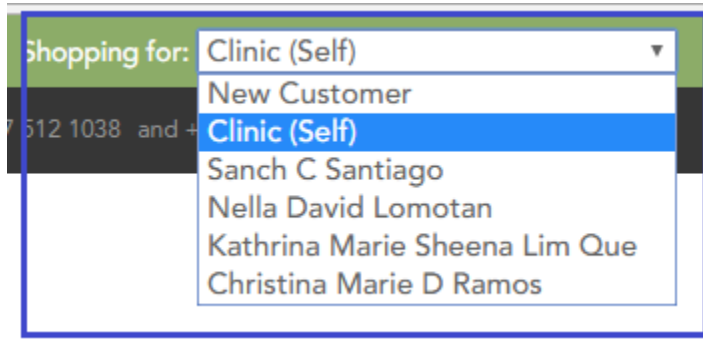
RECENT ORDERS VIEW ALL

ORDER #	DATE	SHIP TO	ORDER TOTAL	STATUS	
100000026	1/25/2018		₱5,000.00	Pending	VIEW ORDER REORDER
100000025	1/25/2018		₱50.00	Pending	VIEW ORDER REORDER
100000022	1/18/2018		₱8,500.00	Pending	VIEW ORDER

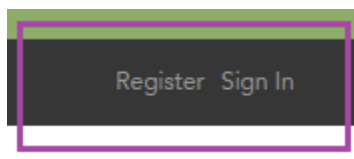
- **Welcome** <Insert Client First, Middle, Last Name>




- **Shopping For** – To understand this drop down, you need to understand that Nutrigineering has two account types.



- **Customer Accounts** – Whereby you can only shop for yourself. This is a personal and private account opened by “walk in” customers or clients not affiliated with a partner clinic / hospital. The “Shopping for” drop down tab **should not be visible** for these types of customers. The “ACCOUNT DASHBOARD” tab **should also not be visible** for these types of customers (explained later on).
- **Clinic Accounts** – When Nutrigineering has signed a contract with a partner Clinic / Hospital, that entity will be given access to a special Clinic Account. This type of profile allows the company access to purchase Nutrigineering products on behalf of their own patients (Thereby giving them the power to create sub accounts representing their patients under their master Clinic account). This type of account will give one access to the sub accounts under you and you can effectively purchase products on their behalf subject to their approval. As a clinic account, you can add a new patient under your organization and fill up their patient data on their behalf (This will redirect you to the [12-CREATE AN ACCOUNT.psd](#))
- **Sign In / Register** – When one logs in, this label should be removed **and replaced by the words** “My Account”. Clicking on “My Account” will redirect you back to the “My Account” Landing Page.



- **Delete the following labels or tabs** that are currently in the MY ACCOUNT” Magento template created by Anton as they are unnecessary at this point in time.
 - ADDRESS BOOK
 - BILLING AGREEMENTS
 - NEWSLETTER SUBSCRIPTIONS
 - LAST ORDERED ITEMS


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MY ACCOUNT
 ACCOUNT DASHBOARD
 ACCOUNT INFORMATION
~~ADDRESS BOOK~~
 MY ORDERS
~~BILLING AGREEMENTS~~
~~NEWSLETTER SUBSCRIPTIONS~~

MY ORDERS
 Last Ordered Items
☐ CARDIOMETABOLIC MEAL PLAN
[View All](#)

ADD TO CART

MY DASHBOARD

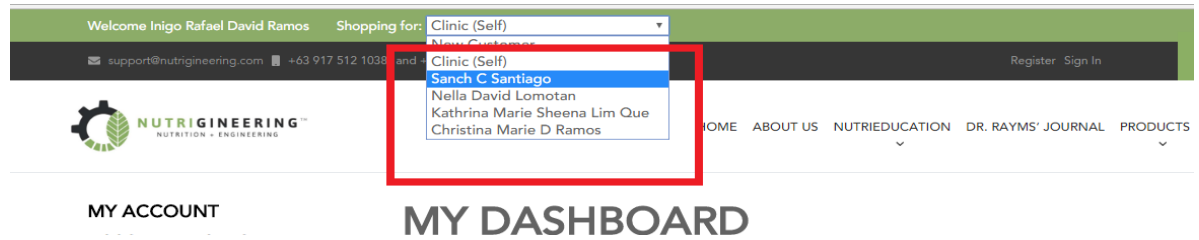
Hello, Inigo Rafael David Ramos!

From your My Account Dashboard you have the ability to view a snapshot of your recent account activity and update your account information. Select a link below to view or edit information.

RECENT ORDERS [VIEW ALL](#)

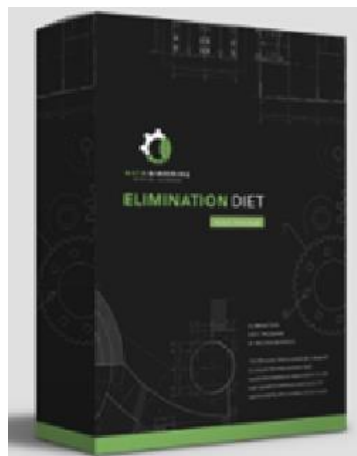
ORDER #	DATE	SHIP TO	ORDER TOTAL	STATUS	
100000026	1/25/2018		₱5,000.00	Pending	VIEW ORDER REORDER
100000025	1/25/2018		₱50.00	Pending	VIEW ORDER REORDER
100000022	1/18/2018		₱8,500.00	Pending	VIEW ORDER

- **Now that you have removed these tabs**, we are left with just three sections under the “MY ACCOUNT” header – Account Dashboard (Only applicable to Clinic Accounts), Account Information (A place to edit existing information – which basically brings you back to **12- CREATE AN ACCOUNT.psd** – and should allow you to change your existing account information), and finally the My Orders section.
- **Account Dashboard** -As previously mentioned, this section only applies to Clinic Accounts. In the Account Dashboard Section, a clinic should be able to see a list of all sub accounts under them arranged in alphabetical order. Each sub account should be hyperlinked to entering that sub accounts information. It is similar to the drop-down button under the “Shopping for” button. The Account Dashboard and the Shopping For buttons functionality is really the same in the sense that it brings the clinic inside the profile of each of their individual patients. Currently there is no psd file for the layout of the sub accounts but for the meantime, lets follow the same font style and size that Margie has used which is Avenir.

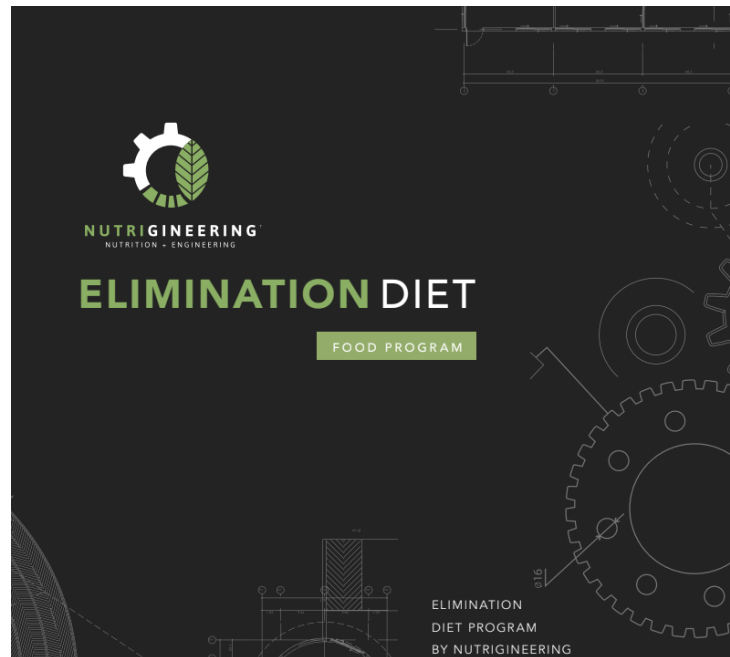


- **Account Information** – this will lead you back to the [12- CREATE AN ACCOUNT.psd](#) but this time your information would already be auto populated and you can simply edit and change the information as you please.
- **My Orders** – this is where all the products / programs you purchased from Nutrigineering will be placed. If you click on the My Orders place you should see the Elimination Diet Program Thumbnail which after you click brings you directly to the flipbooks. There is no PSD for this so please create based on my explanation (It is quite straightforward anyway).

ELIMINATION DIET PROGRAM



- After one clicks on the EDP thumbnail image, you should be directed straight to all the flipbooks. These flipbooks should be arranged in the order they are labelled psd wise (follow the sequence of numbers)
 - 01- EDP COMPREHENSIVE GUIDE.pdf
 - 02 – THE YES FOOD LIST.pdf
 - 03 – RECIPE AND MENU GUIDE.pdf
 - 04 – THE WHOLE FOOD STORE BUYING GUIDE.pdf
 - 05- ORGANIC FOOD PARTNER BUYING GUIDE.pdf



THE YES FOOD LIST			
PROTEINS			
MEAT AND POULTRY <ul style="list-style-type: none"> Free-range, grass fed chicken, turkey, duck, and beef Free range lamb Wild game 	<ul style="list-style-type: none"> Galunggong, dalagang-bukid, tamban, hasa-hasa, sardines, tamban, herring (lapad) Water-packed canned tuna (watch for added soy) 	<ul style="list-style-type: none"> Monggo Lima beans Kidney beans Pinto Navy Beans 	<ul style="list-style-type: none"> Avocado Flax seed Canola oil Cashew Coconut Grapeseed oil Hazelnut (filbert) Olives and olive oil Pecan Pistachio Pumpkin seeds and oil Safflower Sesame seeds, oil, and tahini Sunflower seeds and oil Walnut
PROTEIN POWDER <ul style="list-style-type: none"> Hemp, pea, rice protein 	PLANT PROTEINS <ul style="list-style-type: none"> Spirulina 	MILK SUBSTITUTES <ul style="list-style-type: none"> Almond milk Coconut milk Flax milk Hazelnut milk Hemp milk Rice milk 	
FISH AND SEAFOODS <ul style="list-style-type: none"> Salmon, tuna Ocean fish: cod, haddock, halibut, mahi-mahi, Pacific salmon, pollack, sole, tuna Lapu-lapu, maya-maya, tanigue, alumahan, halibut 	LEGUMES <ul style="list-style-type: none"> Cowpea/paayap White beans Garbanos Green peas Lentils - brown, green, red Black beans 	NUTS AND SEEDS AND OILS <ul style="list-style-type: none"> Almond 	
VEGETABLES			
<ul style="list-style-type: none"> Artichoke Alugbati Malunggay Saluyot Kangkong Dahon/Talbos ng: kamote, gabi, mustasa, kalabasa, ampalaya, sili, papaya Green seaweed/lato Spinach Asparagus Kinchay Carrot Cucumber Celery 	<ul style="list-style-type: none"> Okra Parlsey Arugula Asparagus Beets & beet tops Bok choy (Pak-Choi) Broccoli Brussels sprouts Cabbage Carrot Cauliflower Celery Cucumber Kale, all varieties of greens Leek 	<ul style="list-style-type: none"> Lettuce, spinach, salad greens Mushroom Onion Sea Vegetables - seaweed, kelp Snow peas Squash Sweet potato and yam Zucchini Cruciferous group: broccoli, bok choy, repolyo, cauliflower, labanos, pechay, kale, singkamas, brussel sprouts Mushrooms: shiitake, 	<ul style="list-style-type: none"> white, portabello, crimini Unripe papaya Garlic Onions Leeks <p>*no processed, canned, or preserved products except for the fermented sources</p>
			STARCHY VEGETABLES <ul style="list-style-type: none"> Squash Yams/ube/ kamoteng kahoy Sweet potato/kamote Rice milk

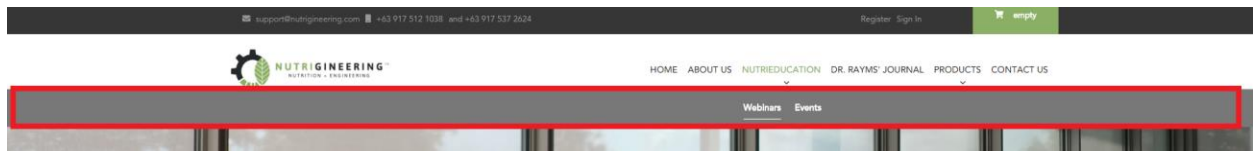
<INSERT RECIPE AND MENU GUIDE – PDF TO BE UPLOADED TONIGHT>



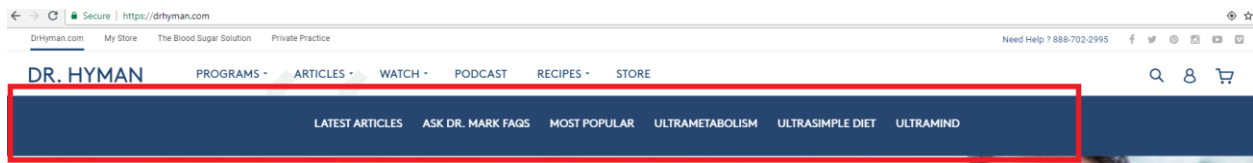
IV. Amending the existing drop down to something similar to Dr Hyman's Website

Ken you know what this is about. We have wanted this for a long time so we are hoping that you and Ardee can make our wish come true. We want the dramatic dropdown similar to Mark Hyman's website but this can all be best explained in the old YouTube Edits video of Margie – Start watching from the 30 second mark onwards at this link <https://www.youtube.com/watch?v=akBzrJYROkk&feature=youtu.be>

<https://www.nutrigineering.com/>



<https://drhyman.com/>



V. Final Notes

- Please follow the PSD files layer by layer to not miss out on any functionality Margie has placed in. She worked long hours putting these files together.
- Please don't ignore margins, proper spacing, text font and style as you code the psd's as Ken knows that Margie notices every single detail.
- The table of contents for the flipbooks should hyperlink to allow you to skip directly to particular sections. Please make them user friendly keeping in mind the user experience.
- Suggestions and recommendations are most appreciated as the overall goal is to make the user experience simply perfect.

Cheers

Inigo