

Virtua + Lourdes

The New Digital Front Door Microsite



There's No Second Chance To Make a Great First Impression

That's why some of the world's most customer and patient obsessed organizations trust Phase2 as brand stewards.

It's also why we're excited and humbled by the opportunity to shape how Virtua and Lourdes Health System introduce your new relationship to the world.

We have a team of design, content, and development experts already strategizing on approaches and tactics to make the April 1st microsite launch a success.

Based on our experience, the RFP, and our conversations thus far, we look forward to hopefully partnering with you in the New Year.

Yours Sincerely,

Oliver Tree



Killing Overkill

At Phase2 we're frequently asked to build complex, enterprise-grade multisite digital experience platforms.

However, we also appreciate the power of simplicity.

That's why we're recommending a static site generator coupled with a lightweight, cloud-native CMS (Contentful) as the most effective and cost efficient way to deliver your new microsite.

We've successfully taken this approach with clients like Pinterest, and are currently doing the same with Nike - so you're in good company!

With this approach, we're able to leverage the very latest front-end frameworks and API-driven architecture to quickly craft the new microsite, while also giving you the flexibility to edit and publish content like you would with a 'regular' CMS.

That being said, there are several factors to weigh when taking this approach. CMS-as-a-service and static sites aren't for every use-case and, as we discuss your objectives further, we'd love to elaborate on our thinking and the trade offs that come with this type of technology stack.

For your reference below is a simple summary of the pros and cons of 'going static':

Pros

- Once designs and content are ready, building the product is extremely quick compared to developing on a more fully featured CMS such as Sitecore, Drupal, or Wordpress
- Lightning-quick page loading times
- Low-cost licensing fee based on the number of internal users and pages
- Cloud-based platform (CMS-As-A-Service), eliminating hosting management issues

Cons

- While frequently updated pages (like News) will be easily editable, some mutually agreed sections and pages (Like About Us) may be deliberately designed to be more static and therefore require more than a quick CMS edit to change should the need arise

A Steady Hand

This endeavor will need a confident guiding hand.

This is particularly true given that the microsite will have input from both the Virtua and Lourdes teams and the majority of our work is focused around subjective topics such as design, brand, and content strategy.

We're also acutely aware that there's an immovable deadline.

So, we'll need a wrangler, a hustler... a supreme organizer.

Luckily, we have a few of those!

Our experience with distributed, multi-team clients like Johnson & Johnson, Northwell Health and many others means we're experienced at bringing teams together around a shared vision and steering projects towards on-time and on-budget launches.

Our Design Work

Over the past decade, we've designed, built and deployed some of the most frequented sites online. If you have ever read the news, checked scores for your favorite team, petitioned your elected official, or connected with your favorite social media giant, there's a good chance you've visited a Phase2 website. Often the key to the success of those projects has been incisive and transformative design.

The screenshot shows the homepage of the CrossFit website. At the top, there are navigation links for 'GET STARTED', 'TRAINING & CERTIFICATION', 'BECOME AN AFFILIATE', 'WORKS & DEMOS', and a search bar. Below the header is a large image of a woman in a grey tank top with a red graphic that says 'I never thought of myself as strong.' and a 'MY STORY' button. Below this image is another of a man performing a pushup with red '+' markers on his arms and legs. The text 'The Pushup' is overlaid on the image. A sub-header reads 'The most basic of movements is also the most effective. Here's how to do it right.' To the right of the main image, there is a sidebar with a 'L3' section featuring profiles of Neil Allman, Michael Aaron, Kevin Aliaud, and Jason Antal, each with a 'VIEW PROFILE' button. Below this is a 'SELECT YOUR LOCATION' section with links for North America, South America, Europe, Asia Pacific, Middle East, Africa, Czech Republic, Croatia, Denmark, Deutschland, Greece, and Spain. The 'Europe' link is highlighted in red.

03 Mastering the ring dip.

If you haven't mastered ring dips, you should. They're extremely unstable, and build your core and shoulders like nothing else. And if you have any weaknesses in the lats and chest, ring dips can help. Here's how to get started.



I never workout alone here.

My favorite part about CrossFit is that I never workout by myself. I've belonged to other gyms. I would come do my thing and I would leave. Not here. CrossFit is a community and we push each other daily. Nobody judges. This is the way communities were meant to form.



CrossFit (going live 2019):

A digital experience that brings the inclusive culture and transformative methodology of CrossFit to a global audience which includes more than 14,000 boxes (gyms) in over 120 countries.

For CrossFit, our goal was more than just 'redesign our website', it was a brand transformation aimed at shifting their core values, who their target demographic is, and how would they reach them.

The Well

When Northwell Health recognized a gap in the healthcare content that is available online today, they made a bold, brave move to meet it, and The Well was born.

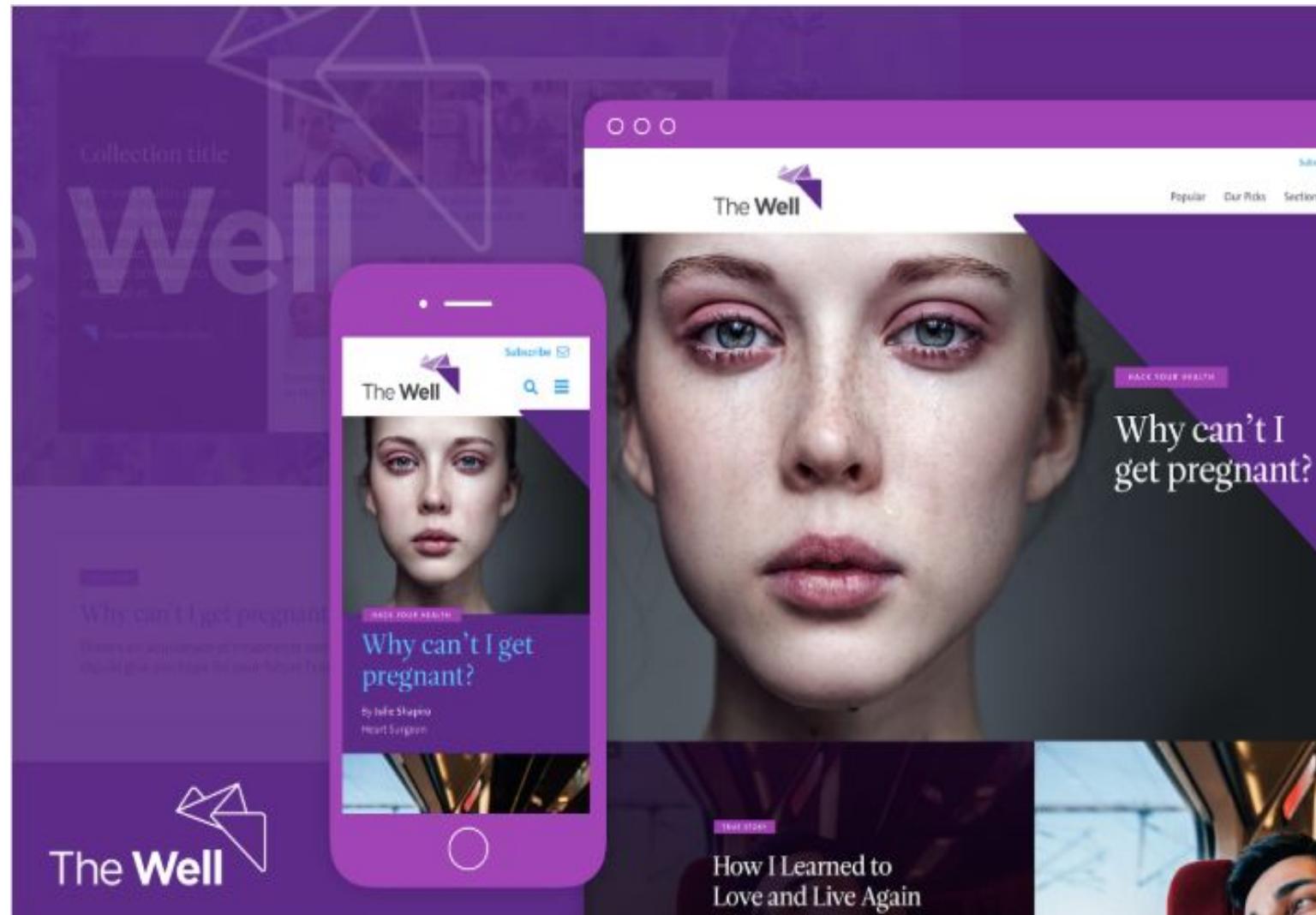
As an extension of Northwell Health, The Well is an editorial platform and media distribution channel focused on providing consumers with personalized content that reduces their stress, makes them laugh, and ultimately feel more confident and capable on their healthcare journey.

Phase2 worked with Northwell's existing research to define and design a new 'sub-brand' identity and design language for The Well.

Also, in an extremely competitive healthcare market Northwell Health needed a new way to connect with patients that think like consumers.

With The Well, they have the perfect platform to do just that.

As a new go-to resource for patients' health and wellness, The Well combines content, design, and branding to expand and deepen Northwell's brand awareness, patient acquisition, and community engagement initiatives.



Our Content Work

We believe that effective communication and engaging storytelling can solve problems, achieve business goals, and even change the world. And in order to accomplish any of this, the audience's needs must always be put first, and content must be created in collaboration with our design and UX counterparts. We are working with organizations including Crohn's and Colitis Foundation, Lineage Cold Storage, and Northwell Health - all of which rely on content to reach their audiences and move them to act.

Northwell Health Digital Patient Experience

Northwell Health is changing healthcare for the better and empowering patients through an amazing digital experience which will flow seamlessly into the lives of millions who turn to Northwell for their healthcare.

We are working with Northwell's executive, marketing, communications, and product teams to develop

content that is reflective of the brand and effortlessly brings their user through the digital patient experience - putting them in control of managing their health and wellness.

We've taken a holistic and user-centered view in creating content for screens, FAQs, and email communications which results in a cohesive conversation with patients.

Our work with Northwell Health is ongoing, with new features being released in the coming months.

Verify your identity



You're now able to manage your care and access your medical information in one place!

You've successfully verified your identity.

Your account is now linked to your existing billing and medical information in our system.

You can now:

- ✓ See and pay your bills without having to enter your account information
- ✓ View your payment history

Soon you will automatically be able to:

- Book and manage appointments online
- Save favorite doctors and locations
- Access additional tools that simplify managing your care

Maintenance and Troubleshooting: What Comes Next

You asked us to outline our approach to site maintenance and processes for correcting issues with the site.

Your microsite will be hosted on a cloud-based platform, Contentful, which handles maintenance and uptime needs. To mitigate this, the Phase2 team will create the entire microsite as described herein, with the anticipation that your team would not need to make significant structural changes to the microsite - we'd like to handle this for you soup-to-nuts, so that your teams can focus on other essential business matters. And because it is a CMS, your team will be able to make any needed content changes with ease.

In addition, we also want you to know that Phase2 has a dedicated Growth & Support Unit, whose sole task is to provide customers with ongoing (and proactively managed) updates, maintenance, and support services.

If mutually agreed, following the launch of the microsite we would work with you to craft a custom support engagement where our G&S team could offer a number of services, which could include training, site monitoring, hot fixes and more.

In addition, the G&S team can call upon experts from across Phase2 to not only maintain, but enhance the features, capabilities, and impact of the microsite - this could also include areas like ongoing content support.



SEO SUCCESS

Twitter for Business is responsible for lead generation from small businesses for Twitter's ad product. They were experiencing low organic search placement and high drop-off from their lead generation form. Phase2 performed a UX, content, and SEO audit of the Twitter for Business website to identify key improvements to boost conversions and search rankings. Phase2 worked with Twitter's team to implement the recommendations, making improvements to their content and metadata, which both improved search engine rankings and maintained content integrity. Oh, and the changes contributed to a 42% YoY Ad revenue growth in the SMB category!

Analytics, SEO, and Performance Reporting

At Phase2, many of our clients come to us with a pre determined analytics infrastructure that is being utilized across multiple pre-existing projects and/or platforms. We are accustomed to adapting to the individual needs of our clients to ensure the proper metrics are being recorded, and made available to all parts of the organization.

In addition we are also adept at consulting on and making recommendations for tracking and analytics set up, analysis, and taking action based on the results.

In the RFP, you asked us how we would work together to define metrics for the microsite.

Our typical approach is to begin by working with your team to define the basic characteristics you'd like to keep track of as SMART (Specific, Measurable, Accurate, Reliable and Timely) KPIs and metrics. As indicated in the RFP, we'll work to incorporate these measures in Google Analytics.

Security and HIPAA

Phase2 follows HIPAA standards, policies, and procedures.

All of our staff take mandatory HIPAA Awareness training, we have a designated HIPAA Compliance officer, and we follow outlined privacy and security standards.

Our digital patient experience work with some of the country's leading hospitals and health systems means we're adept at not only protecting PII, but also working with EHR systems.

This includes building layered security protocols and systems that enable patient access to health data in a safe and secure way through both the web and mobile applications.

While we do not anticipate the microsite will interact directly with any PHI, we want you to know that we follow the latest industry security standards and that you're in safe hands.

Security-minded Clients that trust us:



One Project - Many Goals



Hurry, offer ends soon!

All the Freestyle, half the price

Save 50% with purchase of select subscription plans. Plus today, get a **free starter kit** with a 3-month Digital + Studio plan.

[See offer terms](#)

[I'm ready!](#)



 **Freestyle**

WW Freestyle is proven to help people lose

Our aim with this engagement is to strike a balance between the swift launch of a new microsite and the more permanent goal of introducing the new joint Virtua / Lourdes Health System to your stakeholders and the public.

Based on our experience, your microsite project is an ideal time to start to build an appetite for the future of your brand. In particular, we're focusing our thoughts around how we would use this project, and in particular the research, brand voice, and design phases to shape what comes next for Virtua / Lourdes Health System.

While we're not 'creating a new brand', make no mistake - through this project we'll be making decisions such as how we treat both organization's logos, the colors that represent your new vision, the language to describe that vision, and many other lasting and impactful brand artifacts.

This includes thinking of the site's design as part of a larger design system - one that's robust enough to be updated and have design changes easily cascade through existing work.

A good example of this forward-thinking approach is the work for our long-term client WW (formerly WeightWatchers). Rebranding from WeightWatchers to WW earlier this year was a large undertaking, made a whole lot easier by Phase2's use of a component based design system and other key architectural decisions taken when we first built their site several years ago.

Project Stages:

NB: Project start would need to be no later than Jan 21st in order to successfully launch the microsite on or just before April 1 2019

- Discovery, Brand Discovery, Research
 - We'll hold a series of workshops and stakeholder interviews to start the conversation on brand equity, brand and voice, the ideal strategic narrative, content, defining success metrics, how your teams will work together, and how your teams will work with Phase2. Our focus will be to understand your mission with the microsite and to set up a framework for alignment and decision-making.
- Brand Voice, Strategic Narrative, and Design Perspective
 - Initial presentation will include 2 design directions to select from
 - Following the initial presentation, we will produce 3 - 4 design comps from the selected direction that will include content. This will allow your team to have a complete view of the brand expression and voice as you review the mock ups.
 - Each design comp includes up to two rounds of revisions
 - Strategic narrative development to highlight the benefit of the merger to the patient
 - Overall messaging strategy for the microsite (the overall narrative we are communicating noted above about the merger and the specific pieces of that message that are relevant to each audience - i.e. physicians may be more interested in one angle, and patients in another)
- Development and Content Creation
 - Creation of 12 pages of written content
 - We'll develop and deploy the site with your content within Contentful, for release by April 1

Investment:

For this project we are recommending a fixed price, fixed scope engagement of \$100,000

Assumptions

- Due to the deadline, design and content feedback will be delivered by Virtua within a 2-day time period. Confirmation will be made by Virtua during the design comp and content review meetings that will be scheduled to take place after the initial design comp presentation.

- Contentful (the cms-as-a-service) has a [licensing fee subscription model](#). Licensing fees would be the responsibility of Virtua/Lourdes and are not included in the above pricing.
 - Once we had a better idea of the number of editors, pages and other details we would be able to give a more accurate number on the expected monthly fee

Additional Services

While we're focused on launching the new microsite by April 1st, we wanted to take this opportunity to offer a few additional services we consider essential to the launch of a new entity such as Virtua / Lourdes Health System.

If any of these is of interest to you, we would be more than happy to discuss timing and pricing separately.

Physical Asset Creation

- Alongside the launch of the microsite, and the announcement of the acquisition, clients often augment their digital strategy by releasing physical materials
- Our creative team can carry the design and content work generated during the microsite project into producing engaging direct mail, brochures, business cards, gifts, conference materials, ads etc

Branding Strategy

- As you have told us, branding strategy for the new combined healthcare entity will be decided on at a later date
- Our team would be ideally placed to carry on what we learned from working with the Virtua and Lourdes teams during the microsite project and develop the temporary identity work into a full rebrand strategy engagement

Internal Communications Strategy and Roadmapping

- A critical part of the success of any new partnership, merger or acquisition hinges on acceptance and communication among employees.
- We have developed comprehensive internal communications strategies and roadmaps for large organizations like Fannie Mae



We're
Phase2

A DIGITAL EXPERIENCE AGENCY FOUNDED IN 2001

Locations

- DC Metro
- New York
- Portland
- San Francisco



Our Services



Strategy & Analysis



Design & User Experience



Development



Growth & Support



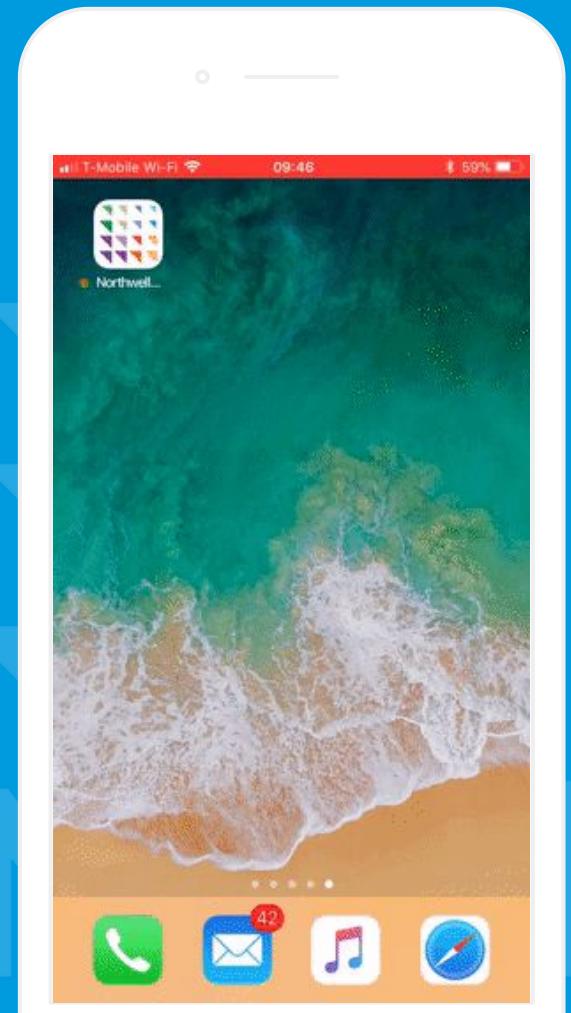
Our Work



**Creating the complete digital
patient experience.**

THE APP & PORTAL AS A GATEWAY

- 'Kill The Clipboard'
- Convenient online scheduling
- Biometric Single Sign On using Gigya (password, thumbprint, iris, face recognition)
- Deep CRM integration for patient identity and personalization
- Consolidated bill pay
- Enhanced Find A Doctor — Live ER and Urgent Care wait Times





Connecting The Patient Experience

- Northwell needed a more connected online and offline patient experience
- Booking, billing, authentication, CRM and many other systems weren't talking to each other
- Systems weren't personalizable in the way they wanted.





The Patient Digital Front Door

It's an App... and so much more

Phase2 partnered with Northwell to:

- Strategize, design and develop a trailblazing new experience
- Unify every patient touchpoint
- Web portal and App





Memorial Sloan Kettering Cancer Center

A two-pronged approach to furthering MSK's mission, we implemented a robust omnichannel content management system for the main hospital website. We then created a platform for the fundraising arm of MSK more efficiently delivering conversations across all sites.

Share a link to this presentation.



Sloan Kettering Institute | Giving | Locations | Doctors | Appointments | Contact

Search



For Adult Patients | For Child & Teen Patients | For Healthcare Professionals | For Research Scientists | More

Languages

MyMSK

Specializing In You

Our team of doctors, nurses, and other cancer experts will create a plan that's tailored to your exact needs.

I am a ...



Make an Appointment

Let's get you set up with an appointment

How can we help?

Select...



Get in touch with us >



Find a Location

Get directions and parking information

Select a location near you:

Select...

Search for doctor

Select...

[View all of our locations >](#)



Specializing In You

Our team of doctors, nurses, and other cancer experts will create a plan that's tailored to your exact needs.

I am a ...



Memorial Sloan Kettering
Cancer Center



ooo

RESEARCH STORY

Five Innovations That
Are About to Change
Cancer

READ MORE →

8 DRUGS ARE
FDA APPROVED
THANKS TO
MSK DONORS.

SEE MORE OF YOUR IMPACT

MAKE A DIFFERENCE EVERY MONTH

Your monthly support will help MSK scientists pursue bold ideas and bring game-changing treatments to patients worldwide.

GIVE MONTHLY NOW

\$1000 \$500 \$100 \$50

Support Memorial Sloan Kettering Today

YOUR DOLLARS WORK HARDER HERE.



we are seeing innovations in areas of
that haven't had a major breakthrough in
doctor, patient, and donor stories that
years helped write into reality.

4

See What's Happening

WAYS TO GIVE

DOCTOR STORY

Personal Reflections from a Medical Oncologist

READ MORE →

DONOR STORY

I Ran the World's Coldest Marathon for MSK Kids

READ MORE →

MEMORIAL SLOAN KETTERING CANCER CENTER

1884

We can't all be doctors.
Survival can raise them.

1884

1. Register

Become a team captain and lead your own team - or register as a member of an existing team that you've been invited to join. Teams have 4-8 riders per bike.

FRED'S TEAM
MEMORIAL SLOAN KETTERING CANCER CENTER
IMAGINE A WORLD WITHOUT CANCER

ABOUT | IMPACT | EVENTS | OUR RUNNERS | RESOURCES

Get Your Entry!
Run the TCS New York City Marathon on November 4.

Register Today >

KIDS WALK
YOU ARE THE DIFFERENCE
MEMORIAL SLOAN KETTERING

Contact Us | Login

ABOUT | IMPACT | GET INVOLVED | DONATE | REGISTER

YOU ARE THE DIFFERENCE

I'M READY FOR 2019!

10,181 participants rode on con 2017. Get your company involve

Register >

Memorial Sloan Kettering Cancer Center

CYCLE FOR SURVIVAL
Memorial Sloan-Kettering EQUINOX

Contact Us | FAQ | Participant Login

THANK YOU, RIDERS!
Fundraising pages close on April 1.

Donate >

\$39,016,494
2018 Fundraising Total

SEARCH FOR A TEAM MEMBER **SEARCH FOR A TEAM**

First Name Last Name Team Name

2018 Top Teams See all top teams >

Rank	Team	Fundraising Total
#1	JPMC	\$500,000.00
#2	Reed's Places	\$492,370.00
#3	Dream Team - NY	\$325,434.00
#4	Team Perry NYC	\$264,256.00
#5	Line4Survival	\$307,450.00
#6	Stonehenge - Ride with us	\$207,614.00
#7	BoFA/M&G, New York - G...	\$198,358.53
#8	Tough as Nails	\$194,400.00
#9	Noons Army	\$161,733.20
#10	The Society of MSK	\$160,020.00



Memorial Sloan Kettering
Cancer Center



Streamlined online interactions and a completely reimagined digital patient experience, from brand to design to messaging, making important processes like locating doctors or paying bills quick and easy.



ooo

Saint Luke's

ABOUT | CONTACT | GIVE & VOLUNTEER | CAREERS | EDUCATION | EMPLOYERS | MEDICAL PROFESSIONALS

Find anything

Find a Doctor | Make an Appointment | Locations | Conditions & Treatments | Patient Resources | mySaintLuke's

We Help People Live Better

Faith-based. Not-for-profit. Caring and committed to you. We're dedicated to enhancing the physical, mental, and spiritual health of the diverse communities we serve.



Rockin' Out at a Good Clip

Trial device helps Seashun "Candy" Hunter's worn heart valve pump at a steady beat.



Little Superstars

Babies in Saint Luke's Hospital's NICU find international fame.



Life, Supported

A machine gives the future back to Mark Shuster.



The Perfect Match

When Elmer Stone faced a serious illness, his wife saved his life.

The future happens at Saint Luke's

Take Heart

One of the top 35 cardiology and heart surgery programs in the nation, Saint Luke's Mid America Heart Institute offers a full range of cardiovascular care.

LEARN MORE



Saint Luke's Rehabilitation Institute

This destination facility is the first of its kind in the area and will help more than 1,200 patients reclaim function and independence every year.

Saint Luke's

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Find anything

Find a Doctor | Make an Appointment | Locations | Conditions & Treatments | Patient Resources | mySaintLuke's

LOCATIONS

Find a Location

Search for specialty or service

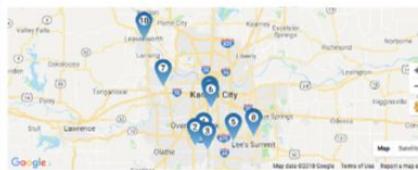
Hospital

close to

Garnett, KS 66032, USA

SEARCH NOW

SHOWING 1-10 OF 18 RESULTS



CLOSEST LOCATION TO YOU

We are where you are

Saint Luke's has everything you need for care across the greater Kansas City area.

14 CONVENIENT CARE CLINICS

14 HOSPITALS

14 LABS

4 PHARMACIES

137 PHYSICIAN PRACTICES

Saint Luke's

ABOUT | CONTACT | GIVE & VOLUNTEER | CAREERS | EDUCATION | EMPLOYERS | MEDICAL PROFESSIONALS

Find a Doctor | Make an Appointment | Locations | Conditions & Treatments | Patient Resources | mySaintLuke's

Find a Doctor

Need assistance? Call us at the numbers below if you would like to speak to an operator. If you have an emergency, please dial 9-1-1.

Saint Luke's Concierge
Monday - Friday, 7 a.m. - 5 p.m.
816-932-5100

View more contact options »

SEARCH NOW

Search by name or specialty

close to My Location or Select a Hospital

Optional Search Filters

Insurance Language Gender

Faith. Dedication. Excellence. We are the difference.

Saint Luke's

Need assistance? Call Saint Luke's Concierge
Monday - Friday, 7 a.m. - 5 p.m.
816-932-5100

After hours, contact the Operator
816-932-2000

View more contact options »

Community Benefit | Compliance & Privacy | Notice of Privacy Practices (NPP) | Terms of Use | Website Privacy Policy | Employee

Precision Care | Good Care | Little Supporters | Life Supported

Saint Luke's

ABOUT | CONTACT | GIVE & VOLUNTEER | CAREERS | EDUCATION | EMPLOYERS | MEDICAL PROFESSIONALS

Find anything

Find a Doctor | Make an Appointment | Locations | Conditions & Treatments | Patient Resources | mySaintLuke's

FIND A DOCTOR

Find a Doctor

Search by name or specialty

close to My Location or Select a Hospital

Optional Search Filters

Insurance Language Gender

SEARCH NOW

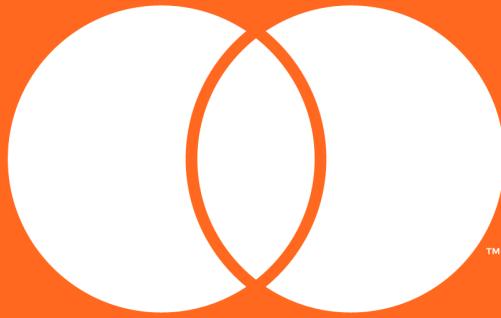
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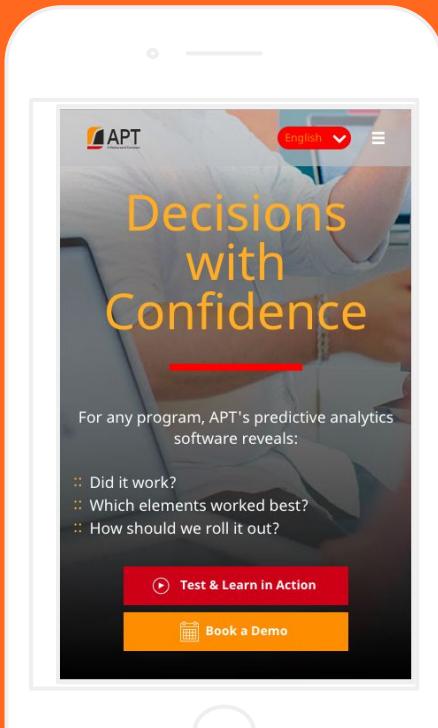


mastercard.[®]

**How do you make your
website make you \$20
billion in 5 years?**

Mastercard: Applied Predictive Technologies

- Mission = Acquire new Customers
- Integrating Salesforce + Pardot (forms) + Demandbase
- Personalization through Lift
- Future segments
 - Geographic
 - Device type
 - Marketing campaign referral
 - First-time visitor
 - Behavioral-based segment
 - Multiple page views / touch
 - Preferred content types
 - Event-based
 - 'Shopping cart' abandonment



CrossFit®

A digital experience that brings the inclusive culture
and transformative methodology of CrossFit to a
global audience which includes more than 14,000
boxes in over 120 countries.

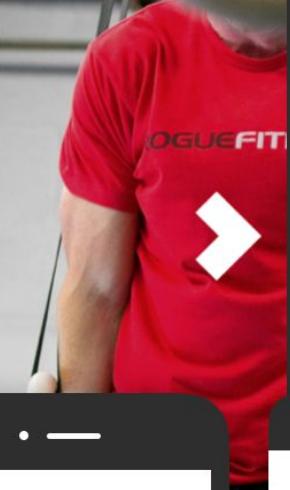
03

Mastering the ring dip.

If you haven't mastered ring dips, you should. They're extremely unstable, and build your core and shoulders like nothing else. And if you have any weaknesses in the lats and chest, ring dips can help. Here's how to get started.



STEP 01
Keep the rings close to your body



The Pushup

02 Keep Shoulders Back & Stable

As you recruit to pull up the rear deltoids to support their front, make sure there's tension in the traps. Typically this is a result of weak chest muscles, so make sure you're pushing your chest forward. Keeping your shoulders down, back, and stable will allow you to work those muscles more effectively.

CrossFit

WOD

07.16.17

50

jumping alternating lunges, 50 ste

50

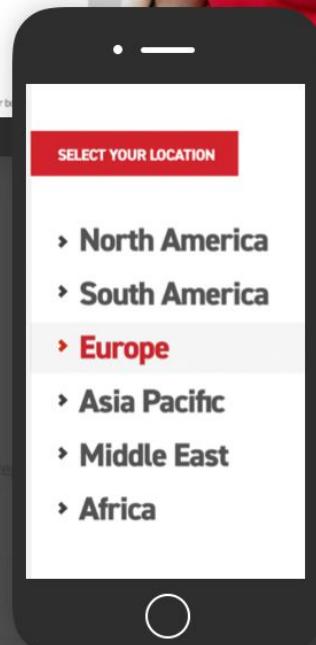
pull-ups

50

push presses, 95 lb.

50

hi extensions



CrossFit

01. GET STARTED

02. TRAINING & CERTIFICATION

03. BECOME AN AFFILIATE

04. WODS & DEMOS



The CrossFit Demographic



EDUCATED / AFFLUENT / WORKING PROFESSIONALS

\$100k
HOUSEHOLD INCOME

AGE RANGE

13

55+

MOST 25 -45

\$120 - 240

MONTHLY ON MEMBERSHIP FEE

Will Spend As Sound Investment In Health And Well-Being

Close To

An Equal

Split

MALE

FEMALE



HAVE CHILDREN

USER PERSONAS



Karima

Prospective Athlete

interested in fitness but
not yet familiar with
CrossFit philosophy



AJ

Existing Athlete

active part of the
CrossFit community



Kevin

Trainer/Coach

active leader within
CrossFit community



Eduardo

Affiliate Owner

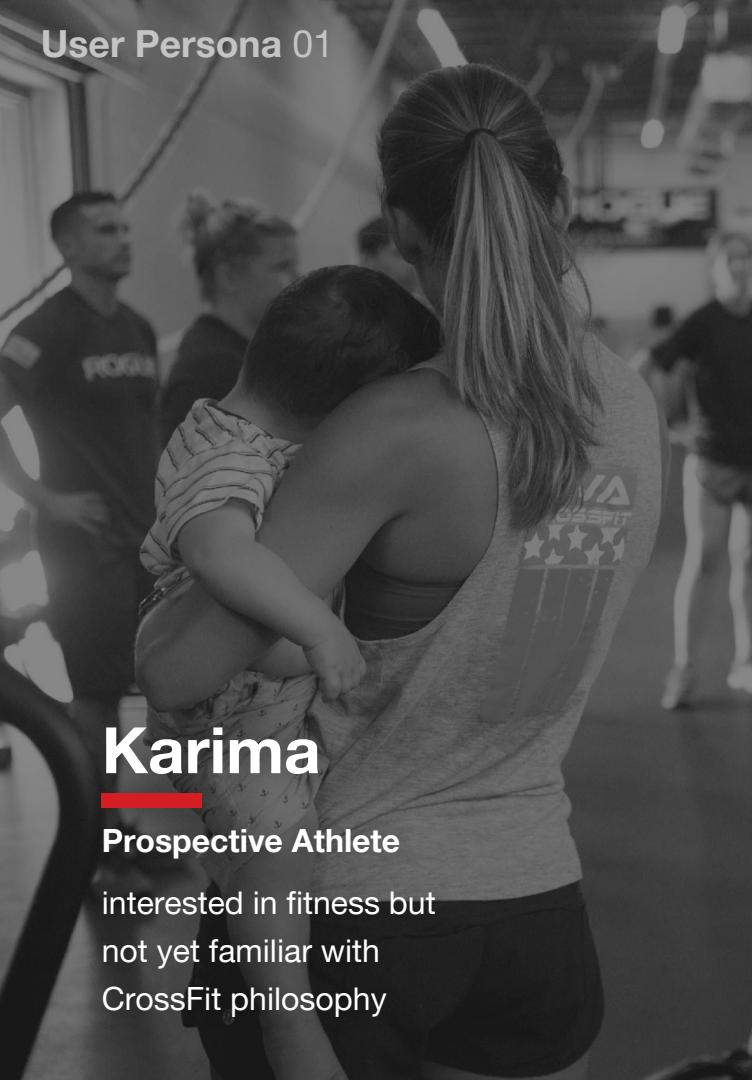
opened CrossFit box,
manages operations and
marketing

User Persona 01

Karima

Prospective Athlete

interested in fitness but
not yet familiar with
CrossFit philosophy



Lifestyle Overview:

Karima is driven and works hard toward her goals. She is busy juggling her career ambitions and family responsibilities, but values keeping herself mentally and physically healthy. She's currently exploring options for a workout regimen that will be enjoyable and rewarding. She has heard of CrossFit but has some perceptions about it being too competitive and intense for what she feels capable of. Her desired schedule is 2-3/x week at a location conveniently located between work and home.

Quote:

"I've tried Barre3, pilates, yoga - you name it. None of them really grabbed me. CrossFit seems a little intimidating, but my coworkers swear by it!"

Demographics:

Age

37

Family

Married, 2 kids under 10

Education

College, STEM degree

Occupation

Biotech research team lead

Income

150k+

Tech:

60% mobile

desktop 40%

digital savviness

online social engagement



Trainer / High Level User Journey Map Coach

Wants to learn how to scale
workout for athlete with
unique needs

01 

Learns options for accommodating
customer's needs

03 

Shares information
with athlete

05 

02 

Searches website for
related community
stories and trainer tools

04 

Feels confident in his ability and
knowledge to help athlete
overcome this challenge

LATEST



GYMNASICS COURSE - HOLLOW BODY POSITION

AUG 22, 2018

RUN TIME: 1:41

Master the hollow body position



PLAY

INSTRUCTION



THE REDEEMED AND THE DOMINANT

1:59:38 2018 HD

Full documentary of the 2017 Games.



TRAILER



LOGIN



SUBSCRIBE



BUY / RENT



Murph

SPACE

A

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W

Total Results: 6



24-HOUR MURPH



PREMIUM ★
BEHIND THE SCENES: '15 GAMES, PART 3



PREMIUM ★
BEHIND THE SCENES: '16 GAMES, PART 4



ROAD TO THE GAMES EP.
16.07: WEBB/TOOMEY



PREMIUM ★
BEHIND THE SCENES:
CROSSFIT MAYHEM FREEDOM



The Redeemed and the Dominant

Fittest on Earth: A Decade of Fitness

Sisu—The Mikko Salo Documentary

OGAR: WILL OF STEEL

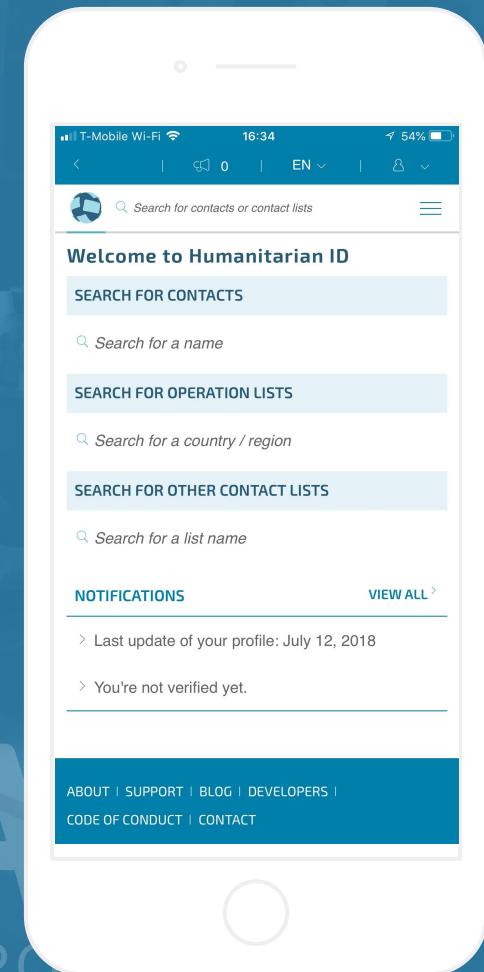
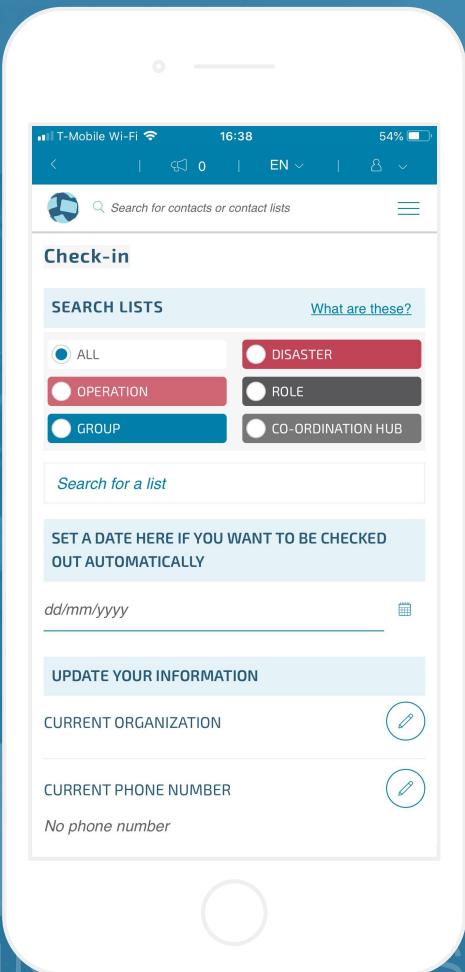


HUMANITARIAN ID
CONNECTING RESPONDERS

**Changing Humanitarian Relief
and saving lives through
technology.**

HUMANITARIAN ID

- Geolocation to track relief workers
- Digital check-in options for personal profiles and up to date information
- Robust Secure Authentication system
- Lightweight design for low bandwidth environments



RESULTS

AT LAUNCH - NEPAL

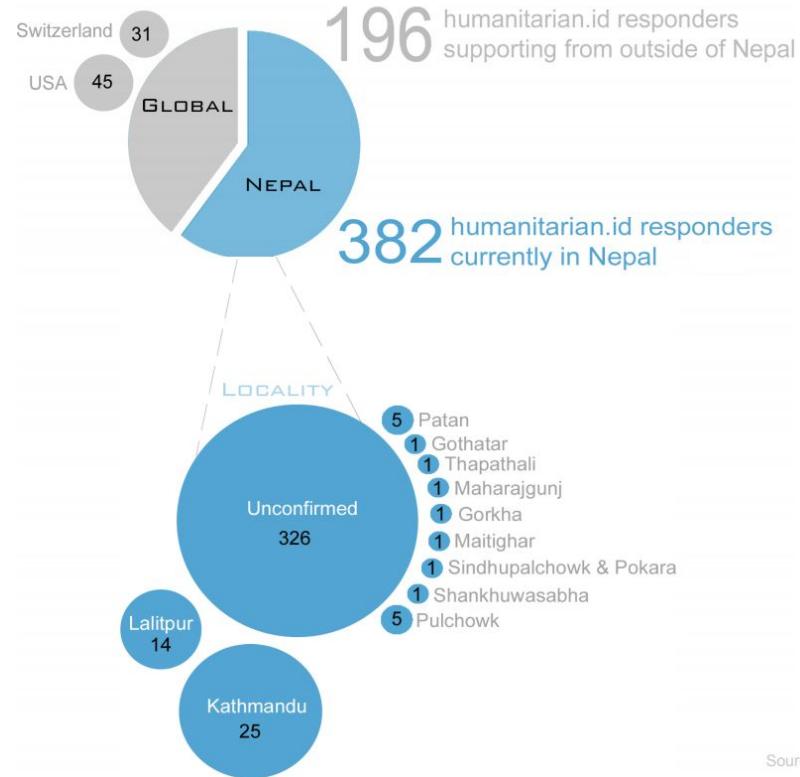
- 600 Volunteers
- 152 Organizations

TO DATE

- 1,000s Organizations
- Entire ecosystem using our API
- Several platforms now using Humanitarian ID login, including:



Nepal Check-ins



Source