# Project Background

Evolv Nutrition and Fitness is an online nutrition and exercise coaching program. We do things a little different than most weight loss companies.

We follow a habit based approach to exercise and nutrition, which means we have our clients work on one habit at a time over a short period.

Because of the way we coach, we can’t find a software program that will fit our needs.

Here is the client experience.

Everyday clients log into their account. On their home screen they are give three main things to do each day. 1) Read/watch a lesson, 2) Record that they have completed their workout each day, 3) Record that they have completed their habit for the day.

With the lessons they are only given access to the current lesson, two lessons ahead, and all past lessons.

# Front End

1. Because of the way we coach I need the home screen to be extremely simple. The main things I want them to see is
   1. A place to record that they completed their habit. I want them to just need to push yes or no.
   2. A place to record that they completed their habit. I want them to tell me what type of workout they did from the workouts I provide them or tell me they didn’t complete the workout.
   3. A place to access the current lesson.
2. Because people won’t access their account on a daily basis, I need them to have the ability to see past lessons, and record past workouts and past habit compliance.
   1. It would also be great for them to have a page that would show them what habits, workouts, and lessons they missed or haven’t recorded so they can easily mark what they did or didn’t do.
3. On the home screen I also need them to be able to access:
   1. The workout page for the workout program they are currently doing.
   2. A page that shows their progress where they will be able to see:
      1. All their measurements
         1. Circumference
            1. Represented in both numbers and graphs
         2. Weight
            1. Represented in both numbers and graphs
         3. Skin fold measurements
            1. Represented in both numbers and graphs
      2. Compliance level (in a %) with the habits and workouts
         1. Represented in both numbers and graphs
      3. Photos
         1. I want them to be able to click on multiple pictures and compare the progress of similar pictures (comparing front view to front view and back view to back view)
      4. If they are using the mobile app (see below) I want them to be able to see how strong they are getting on specific exercises
         1. Represented in both numbers and graphs
         2. This needs to be specific to each exercise.
      5. On the measurement page I want the client to have an option to share their progress on social media sites like facebook and twitter. When they click the share progress button, I want them to be able to decide what they want to share so if they don’t want anyone to see some part of their progress they don’t have to.
         1. The page that they actually share I want to be a generated page with the progress they asked to be shared displayed. Underneath their progress I want an optin form where their friends can optin to be notified when the next group will start.
   3. A forum
      1. We can easily use an open source forum with some slight customizations that I will explain further down.
   4. A contact form, where they can send their coach a private message
      1. The software needs to be usable by many coaches
   5. A calendar so they can easily jump from one day to another
4. On the home screen I need clients to be able to see how many points they have.
   1. As part of my motivation techniques I award my clients with points for activities they do.
      1. For example if they mark that they completed their habit they will be given 5 points.
   2. These points can be used like money where 100 points equals $1.00
      1. I also want a page where I can list items that they can purchase with their points. Once they purchase the items, someone on my team will be notified so they can go and buy the product and have it sent to the client.
   3. Here is a list of what they can get points for
      1. Logging into their account every day
      2. Completing their habit
      3. Completing their workout
      4. Completing the lesson
      5. Extra points for completing all the habits for the week
      6. Extra point for completing all the workouts for the week
      7. Sharing progress on facebook, twitter, google+, etc.
      8. Friends signing up in the optin forms
      9. Friends signing up for the program
      10. Posts and comments in the forum
      11. Weight lost
      12. Inches lost
      13. %bf lost
      14. More may be added as time goes on
   4. I want to have control of how many points are given for each activity in the admin area of the program.
5. Forum
   1. There are a lot of very good forums out there. I just need a forum that is very easy to use.
   2. The only customizations that I want is for the point system
6. Once a week I will have each client input their measurements and photos as well as answer a few questions about the last week
   1. I need a page that clients can input
      1. Measurements
         1. We will need a new input row for each measurement they will take
      2. Skinfold measurements
         1. I need this to calculate their body fat % for them
         2. It should also calculate their lean mass and fat mass
         3. They will need a new input row for each measurement they will take.
      3. Pictures
         1. This needs to be specific so they know where to upload their front picture vs their back
      4. Answers to questions that I ask
         1. These questions will require the following style of answers
            1. Text
            2. Paragraph
            3. Scale of 1-10
            4. Grid format
   2. There needs to be a notification that appears the day the measurements are due and stays until they complete the measurement input
      1. This notification needs to link them to the form they need to fill out.
7. I also want a calculator that will help my clients find the heart rate that I want them working at.
   1. They will need to know their recovery heart rate.

# The Back End

1. Admin area
   1. I need there to be an admin area where only I and those I give permission to can change certain things
      1. Points
      2. Anything related to money
   2. I also want the ability to see all of my coaches clients organized under them and their clients progress.
   3. I want the admin page to keep track of many things we measure
      1. A graph showing weight loss compared to habit compliance
      2. A graph showing weight loss compared to workout compliance
      3. A graph showing weight loss compared to the type of workout program they do
      4. A chart/graph showing the number of people in each compliance level
      5. I want to be able to see these graphs by year, group, coach, etc.
   4. I need to be able to upload, adjust and schedule lessons
      1. The lessons will be in both video and word formats (with images)
      2. Right now all the lessons are on YouTube, but it would be nice to be able to upload the video file into the software and it automatically builds a player for the video.
      3. I need the ability to input a form or survey at the end of some of the lessons where I may ask the client to share their thoughts or feelings about a subject or where they can let me know on a scale of 1-10 how confident they are they can complete certain tasks.
   5. I need the ability to change and update the measurement form
2. Coaching
   1. I need a very easy way for me to see a list of my clients, with flags letting me know who needs the most attention
      1. I want to be able to scan down a list of 100+ clients and know who is dropping below satisfactory in habit and workout compliance as well as lessons read/watched.
      2. I also want to easily scan down the list and see who is losing weight, inches, and body fat very well and who is struggling
   2. I need to be able to easily add everyone who falls below a certain criteria, say habit compliance below 80%, into one email so I can quickly send out an email to everyone who needs extra attention.
   3. When I click on a client name I want either a page or a drop down page to open that will allow me to see everything about them in number and graph format.
      1. I want to be able to see
         1. Their contact information
         2. Measurements progress
         3. Skinfolds progress
         4. Weight progress
         5. Compliance to the habits, workouts, and lessons and see what they have and haven’t completed
         6. Pictures
         7. A list of medications and supplements they are taking
         8. Injuries I need to watch out for
         9. Their responses to specific lessons
      2. I also want a section where I can take notes about the client. I want to be able to quickly input today’s date and then put down notes about concerns they may have shared or a log of conversations we’ve had.

# Extras

1. I want to use paypal as a payment source.
   1. The program will be a 12 month program where clients pay each month
2. I need the program to link well with aweber for optin forms and daily emails with reminders about the lessons and habits.

# Mobile Version

I want a mobile application that will make it very easy for clients to work from a phone or tablet

1. It needs a very simple design
2. The home page needs the following
   1. A button to mark habit completion
   2. A button to mark workout completion
   3. A button that will take them to the lesson for the day and will make it easy for them to navigate through lessons
      1. They will need the ability to mark their habit completion
   4. A button that will take them to the workout
      1. I want them to be able to see each exercise with a video.
      2. For each exercise I want them to have the ability to see how much weight they used last time and a rating of how difficult it was. Then they can input the weight they will use on todays workout and then be able to give it a rating.
      3. They will need the ability to input they weight they use for each set of the workout.
   5. A button that will take them to their progress page where they can see their progress.
   6. On measurement days I want them to have the ability to upload all the information they want straight from the app
3. The app needs to communicate with the software program, so when they change something on the app they can see the changes in the web based software and vice versa.