

JCVD

- Key Consideration
- Requirement
- Persona
- Sitemap
- Dashboard - Wireframe

v2 | Date: 18 Sept 2017

KEY CONSIDERATION

← EXPERIENCE →

← STRATEGY →

Easy
View

Focus on
Conversion

Omni-Channel
UX

Easy to
Navigate

Building Trust

Intuitive

Online Fitness Training with Van Damme for Users who use fitness Website & Apps

Persona - Fitness Enthusiast



Dave

Age: 19

Newyork, US

Languages: English, Spanish

Assitant Manager

About him

- Spends a lot of time online and is a web savvy
- Plays baseball every weekend

GOALS (The objectives this person hopes to acheive)

- To be fit and healthy also build stamina over all.

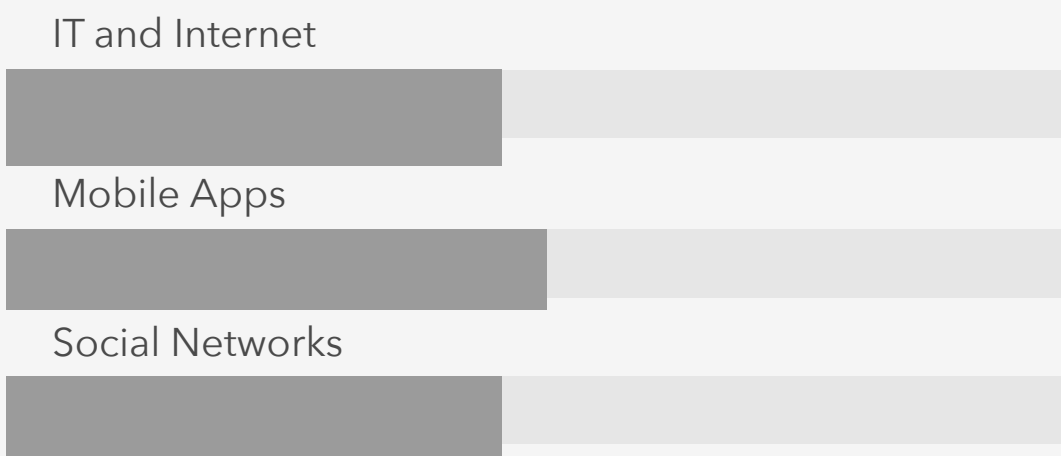
Summary

Works part time at starbucks. Is going to college at NYU.

FRUSTRATIONS (The pain points they'd like to avoid)

- Doesnt have time for Gym and has been looking for online Trainer

TECHNOLOGY



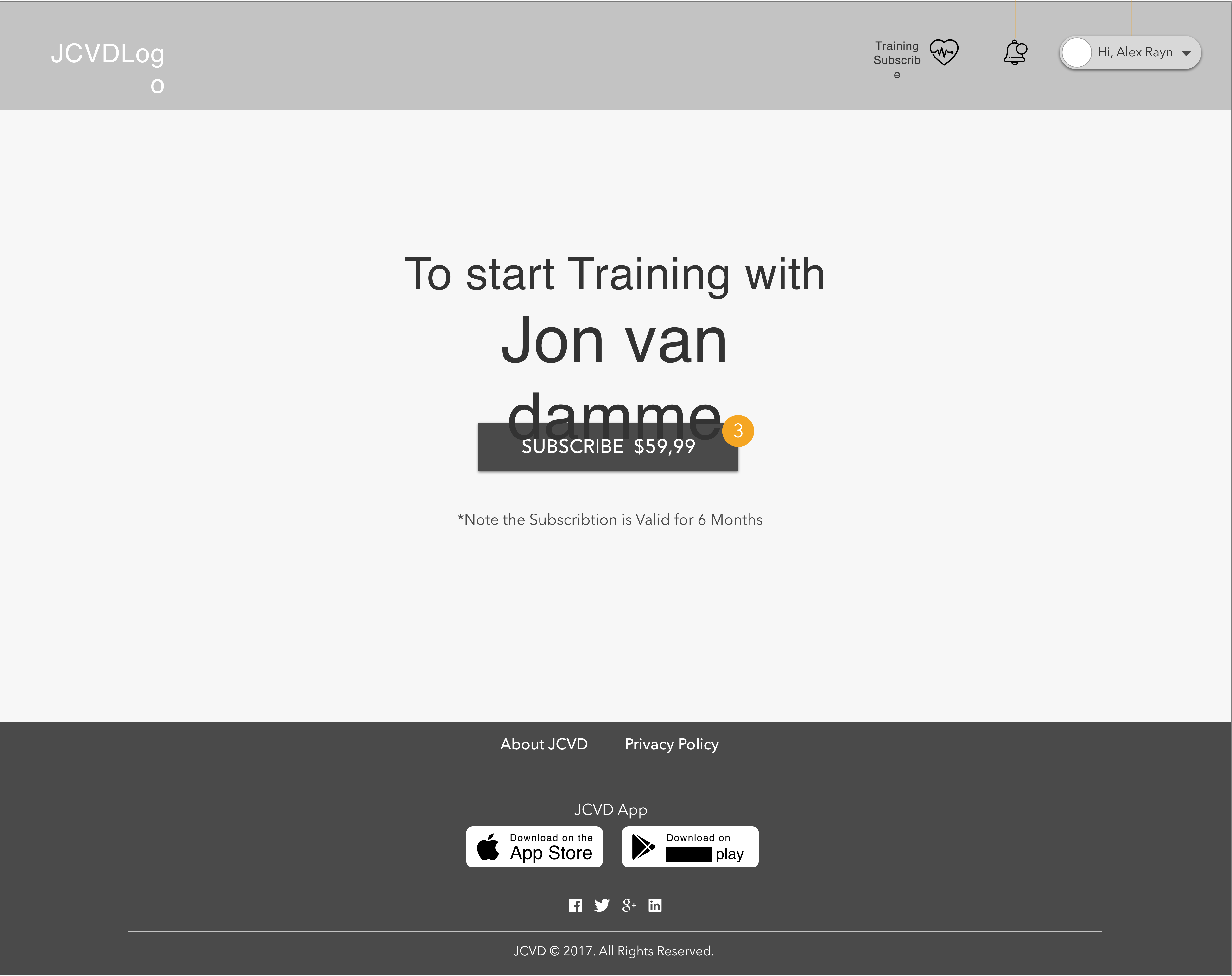
JCVD - Sitemap

Post Login



JCVD - Post Login Dashboard

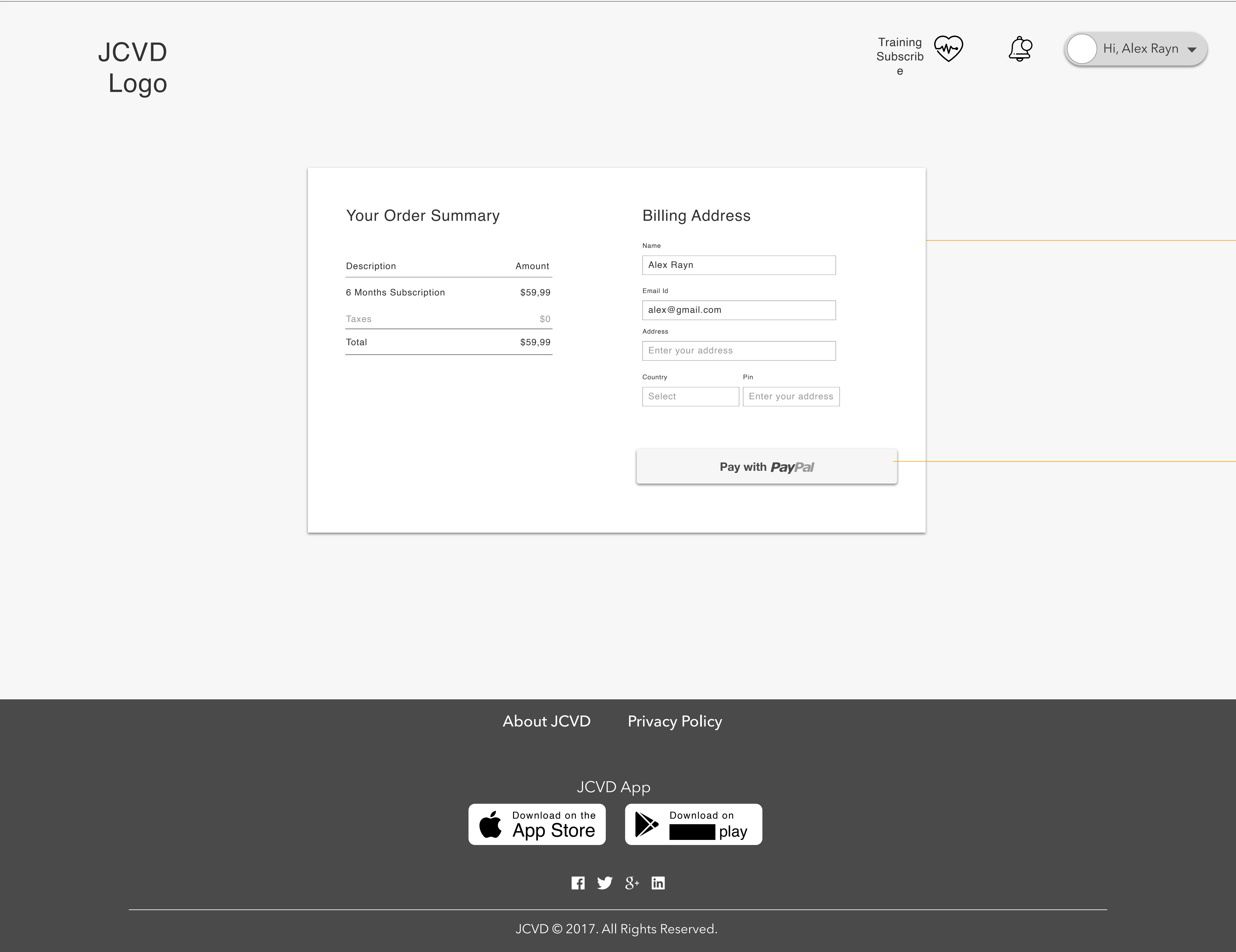
#Responsive Website



Annotations:

- 1** User Account
 - My Profile
 - Payment
 - Support
 - Logout
- 2** Notification - Update of new Training added or Payment required for further view
- 3** Subscribe Button - On-Click takes the user the payment page with oder summary

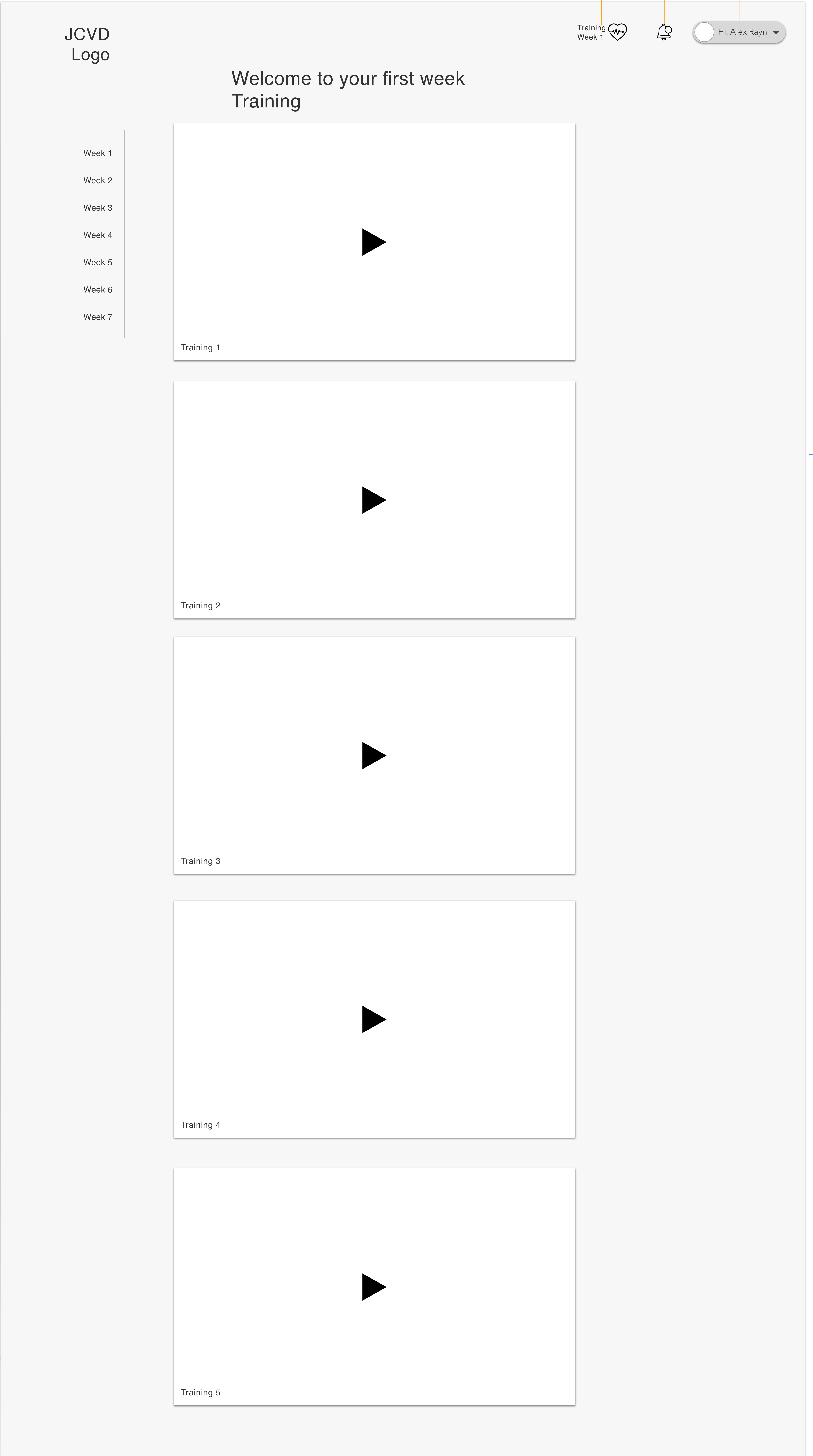
Page Break



Annotations:

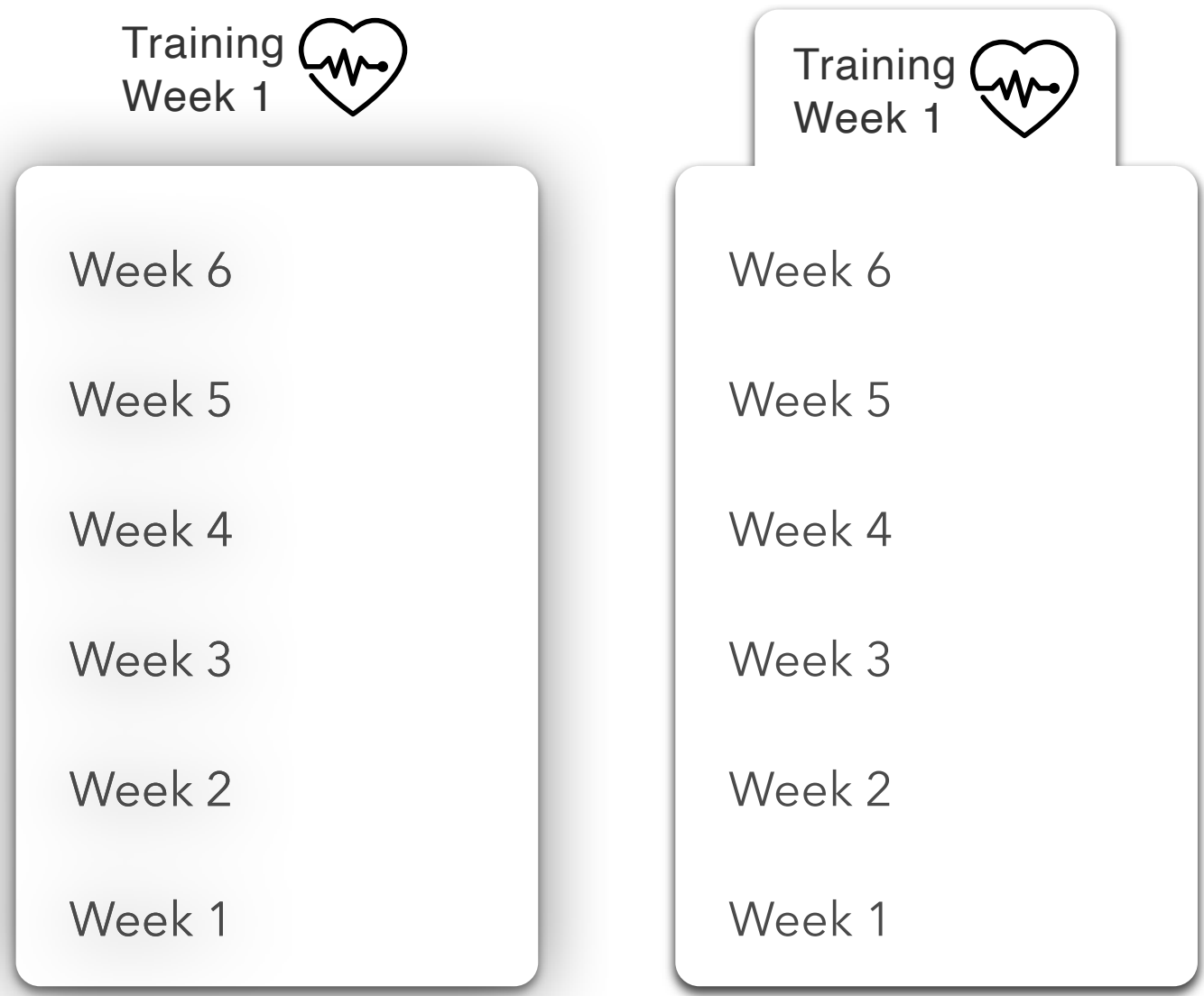
- 1 Order Summary
 - With Taxes (If Applicable)
 - Billing Address
 - * Name and Email Id will be prefilled as the user has register. User has to enter country, pin and address.
- 2 Pay with PayPal
 - On-click Redirects the user to Paypal payment page.

Page Break



Annotations:

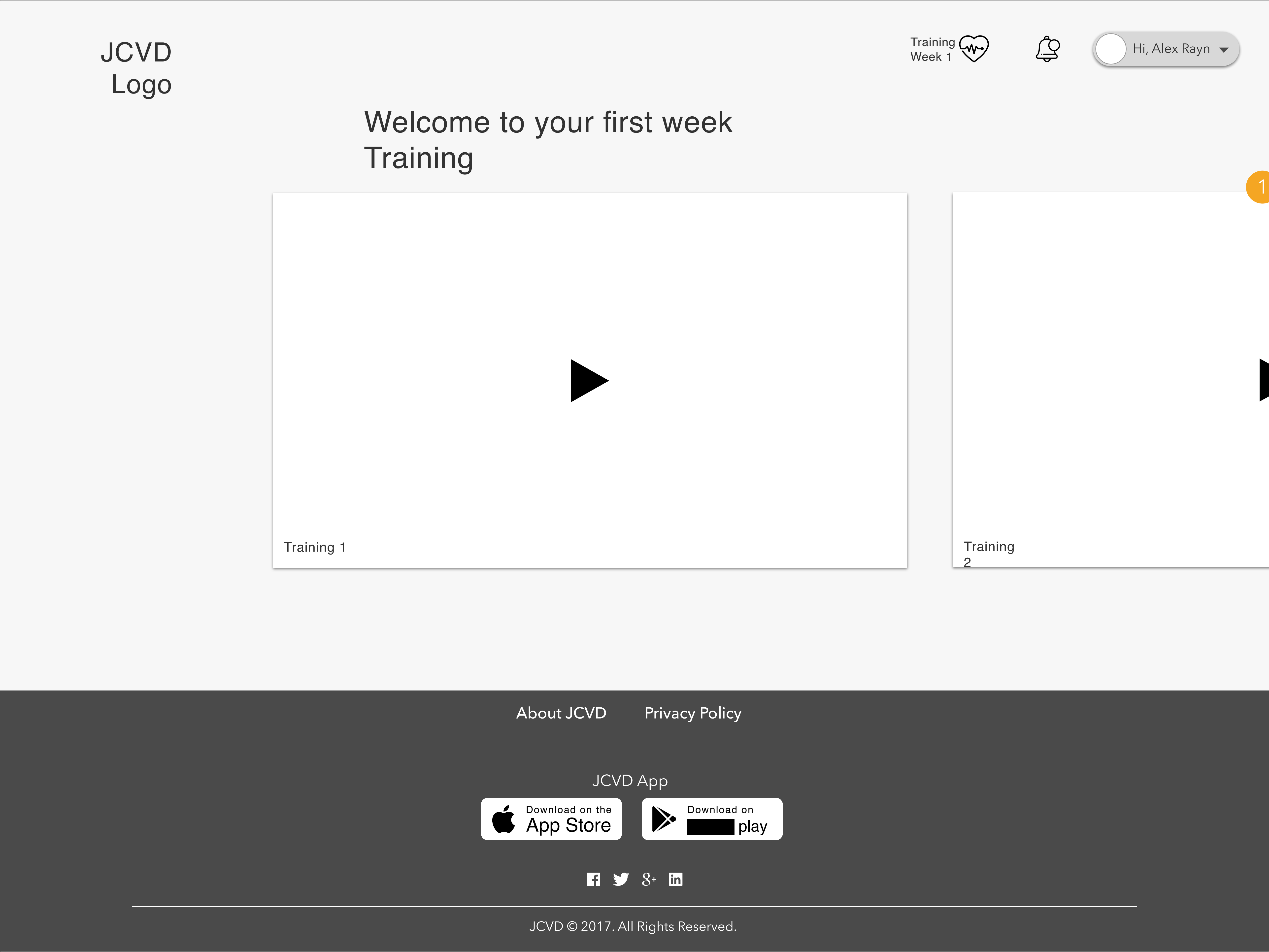
- 1** User Account
 - My Profile
 - Payment
 - Support
 - Logout
- 2** Notification - Update of new Training added or Payment required for further view
- 3** Training Week + Past training Drop down
Decending View of the week



Page Break

Page Break

Page Break

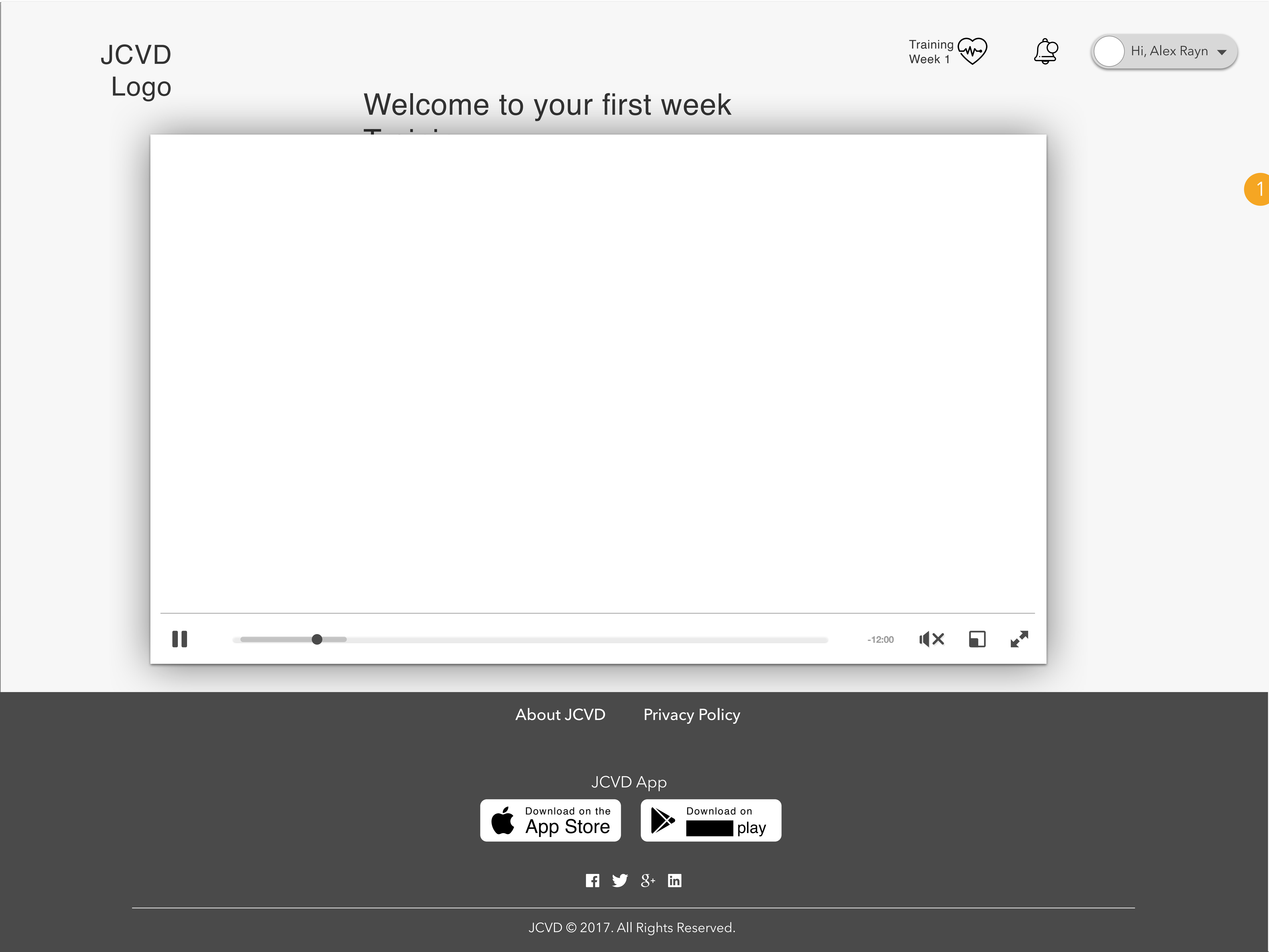


Annotations:

1 Version 2 for the video view on the right scroll.

Also with out the Week View on the Left

Page Break



Annotations:


1 Verision 2 for the video view on the right scroll.


Also with out the Week View on the Left

1

Page Break

JCVD
Logo

Training
Week 1

Hi, Alex Rayn ▾

My Profile

Name

Alex Ryan

Gender

Male

Email ID

alex@gmail.com

Date of Birth

12/04/1987

Email ID

alex@gmail.com

Date of Birth

12/04/1987

Password


Change


UPDAT





About JCVD

Privacy Policy

JCVD App

Download on the
App Store

Download on
play



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Annotations:

1 Profile Page

User can update the password here and other info

1

Page Break

JCVD

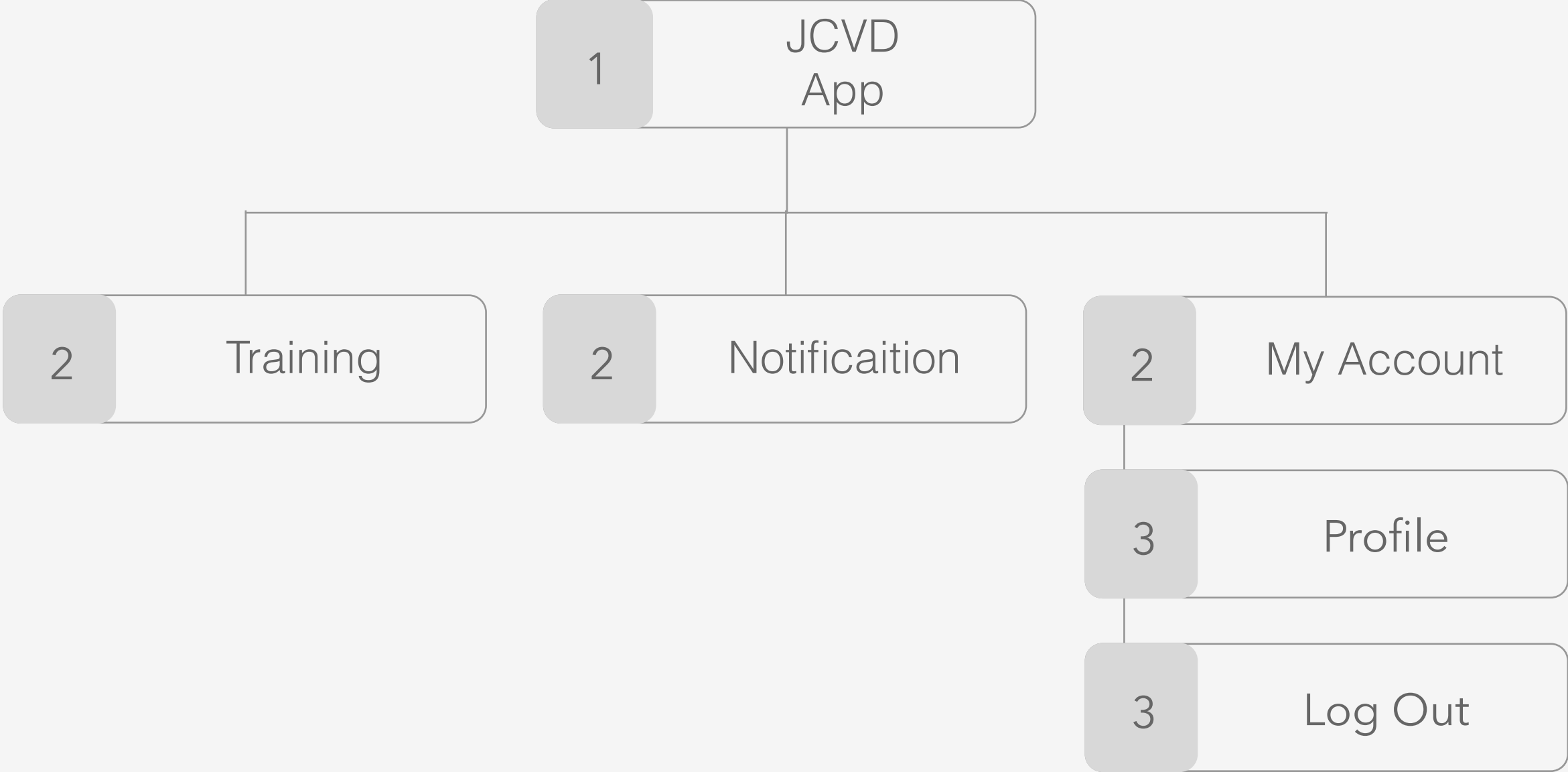
App

- Sitemap
- Mobile App - Wireframe

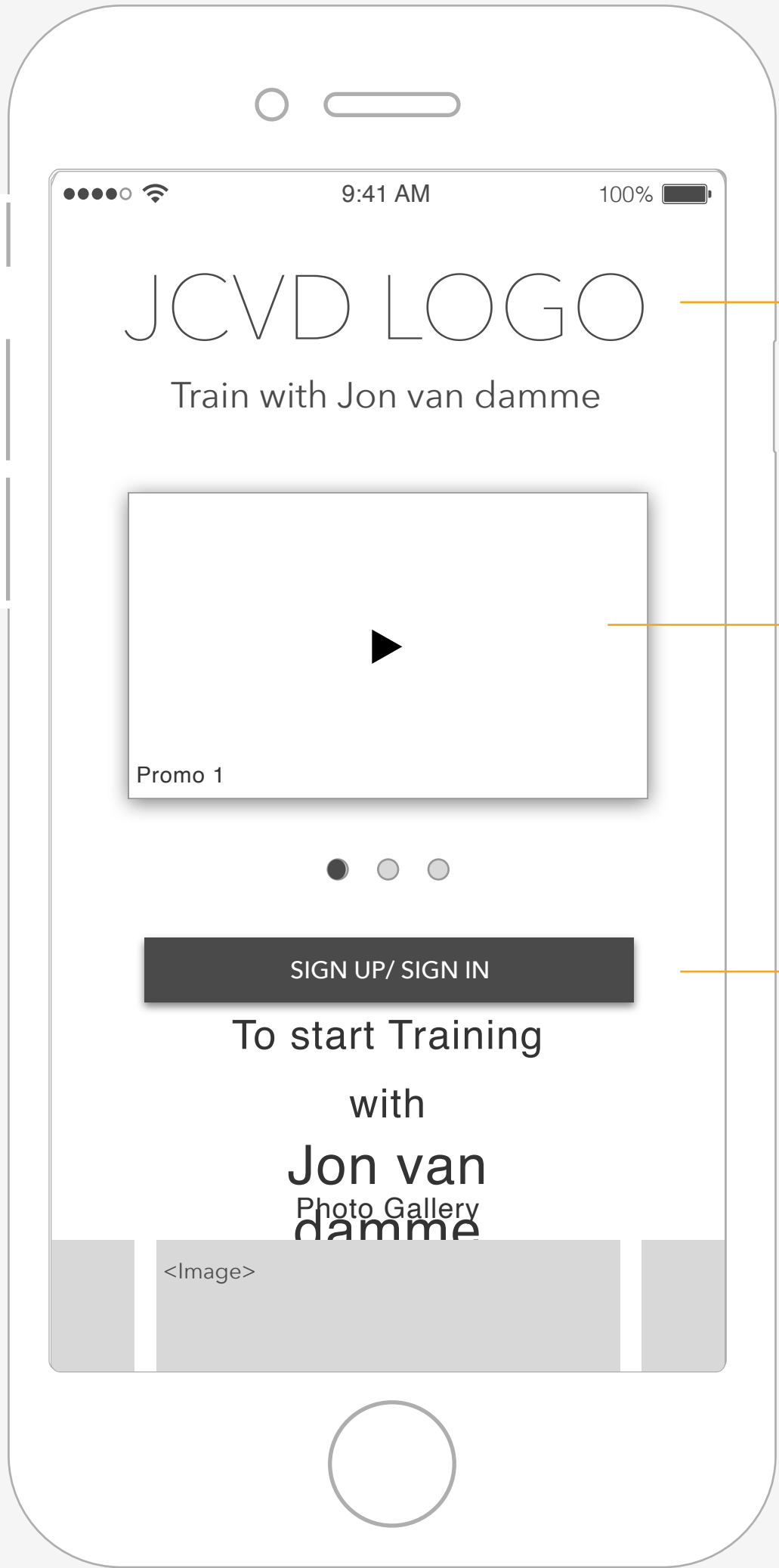
v1 | Date: 19 Sept 2017

JCVD App

The app works on the post login and is a video player app.

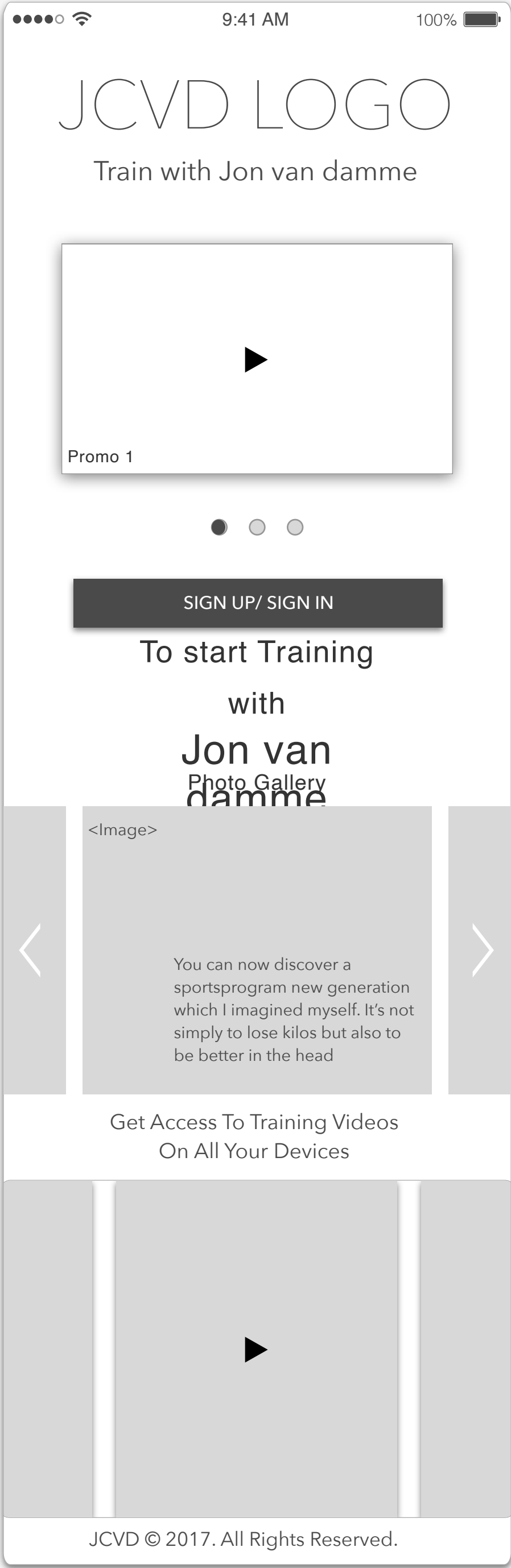


2.0.1 - Pre Login Screen



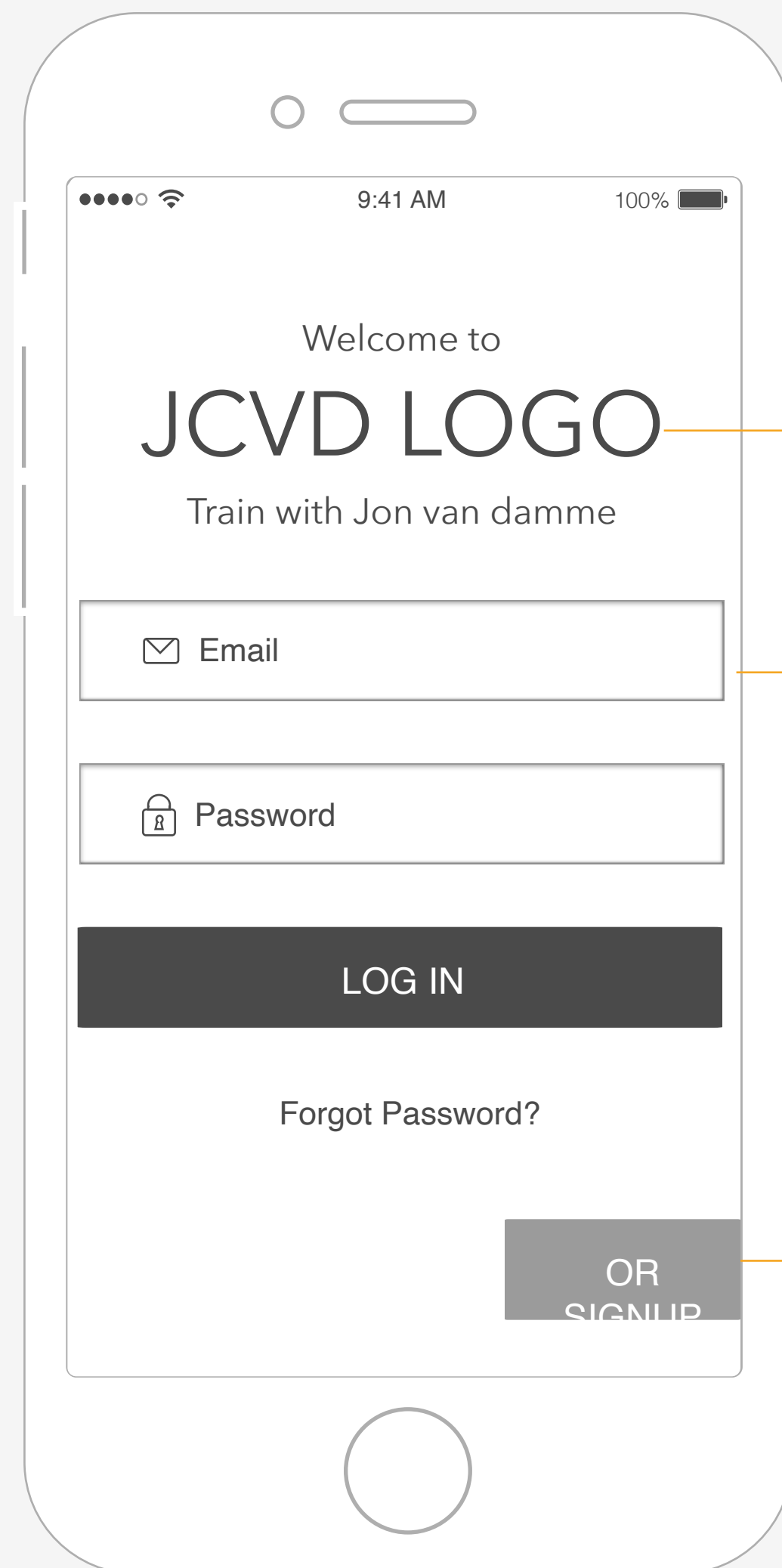
- 1 App Logo with Tagline.
- 2 Promo Video For the App
- 3 Sign In/ Sign up CTA

Compelte View



Sign in Screen:
User lands on the following Intro Screen.

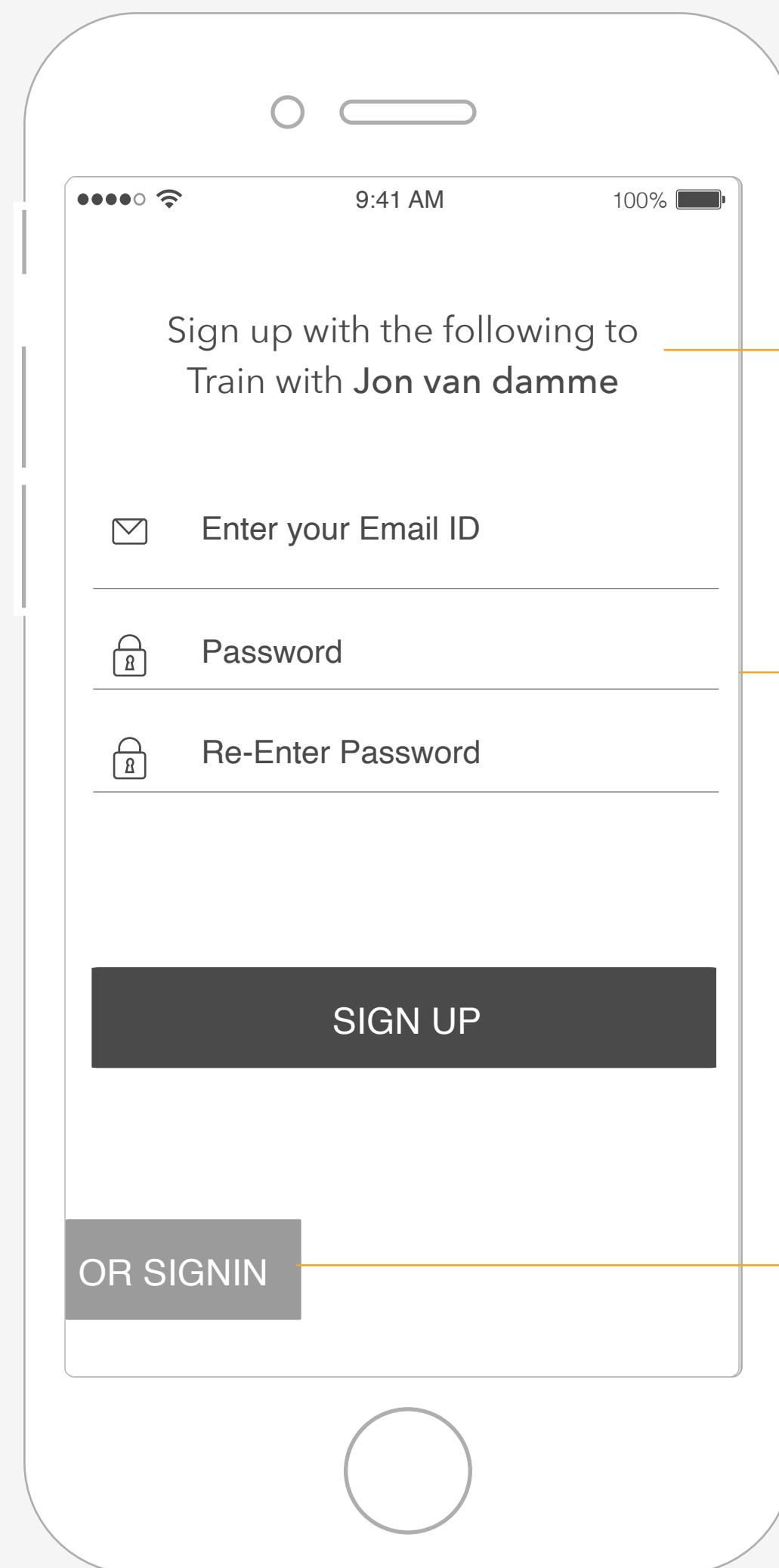
2.0.2 - Login Screen



- 1 App Logo with Tagline.
- 2 Login Fields
- 3 SignUp CTA
On Click- The screen shifts to Sign up Screen

Sign in Screen:
User lands on the following Intro Screen.

2.0.3 - Sign up screen



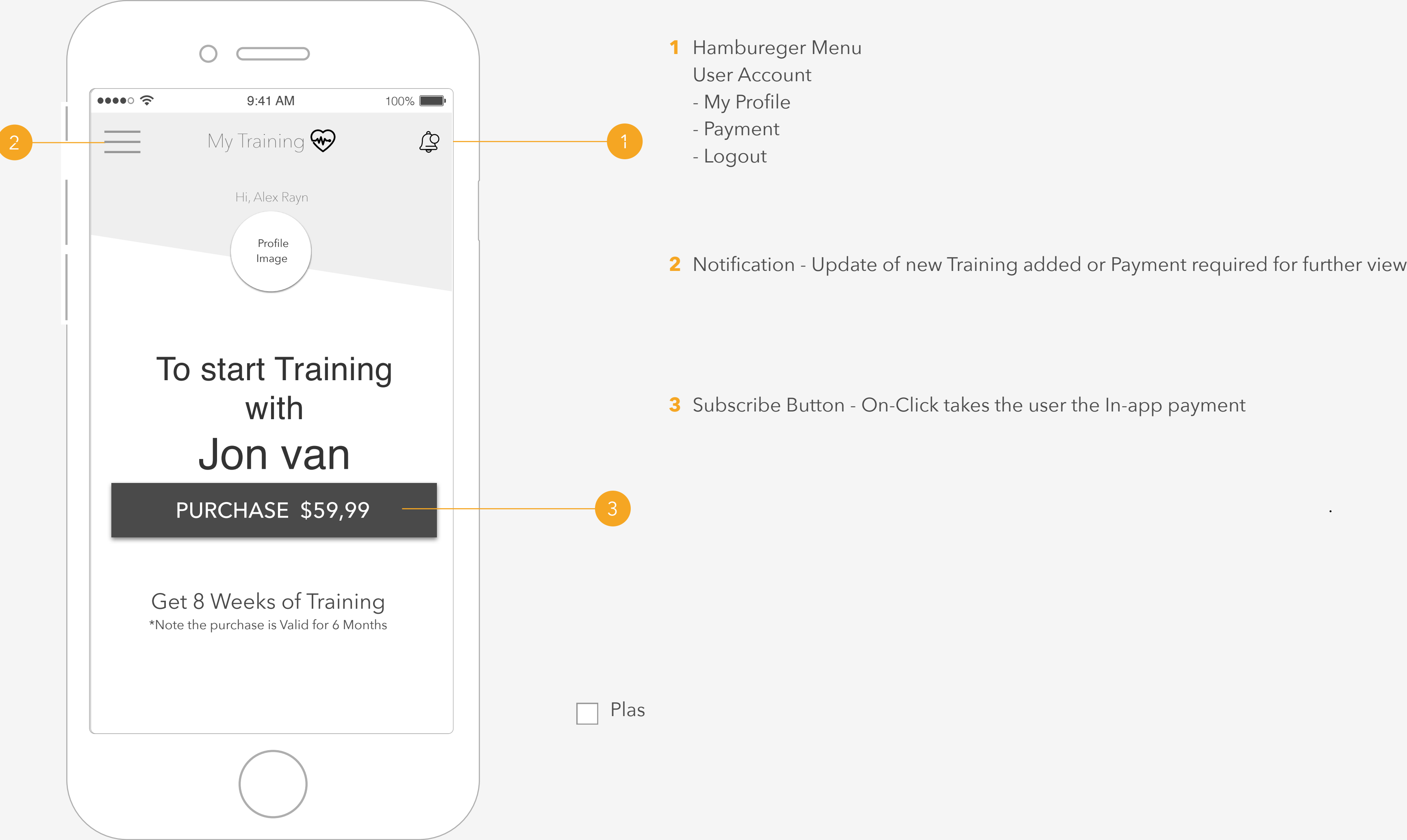
1 App Logo with Tagline.

2 Login Fields

3 Sign in CTA
On Click- The screen shifts to Sign up Screen

Sign up Screen:
User lands on the following Intro Screen.
This is one time screen.

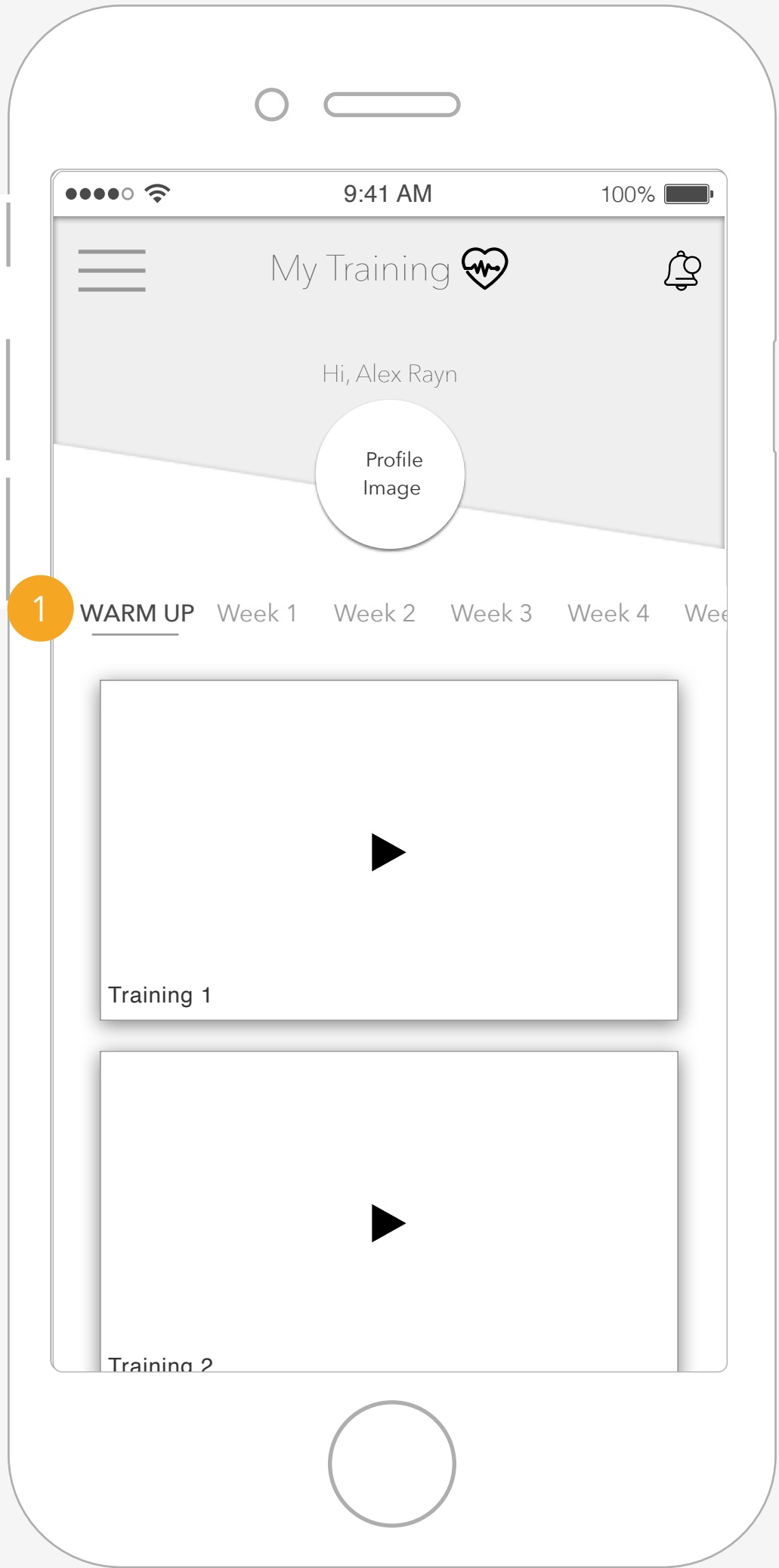
2.0.4 - Post Login Screen



☐ Plas

Post login Traning Screen

2.0.5 - Post Purchase

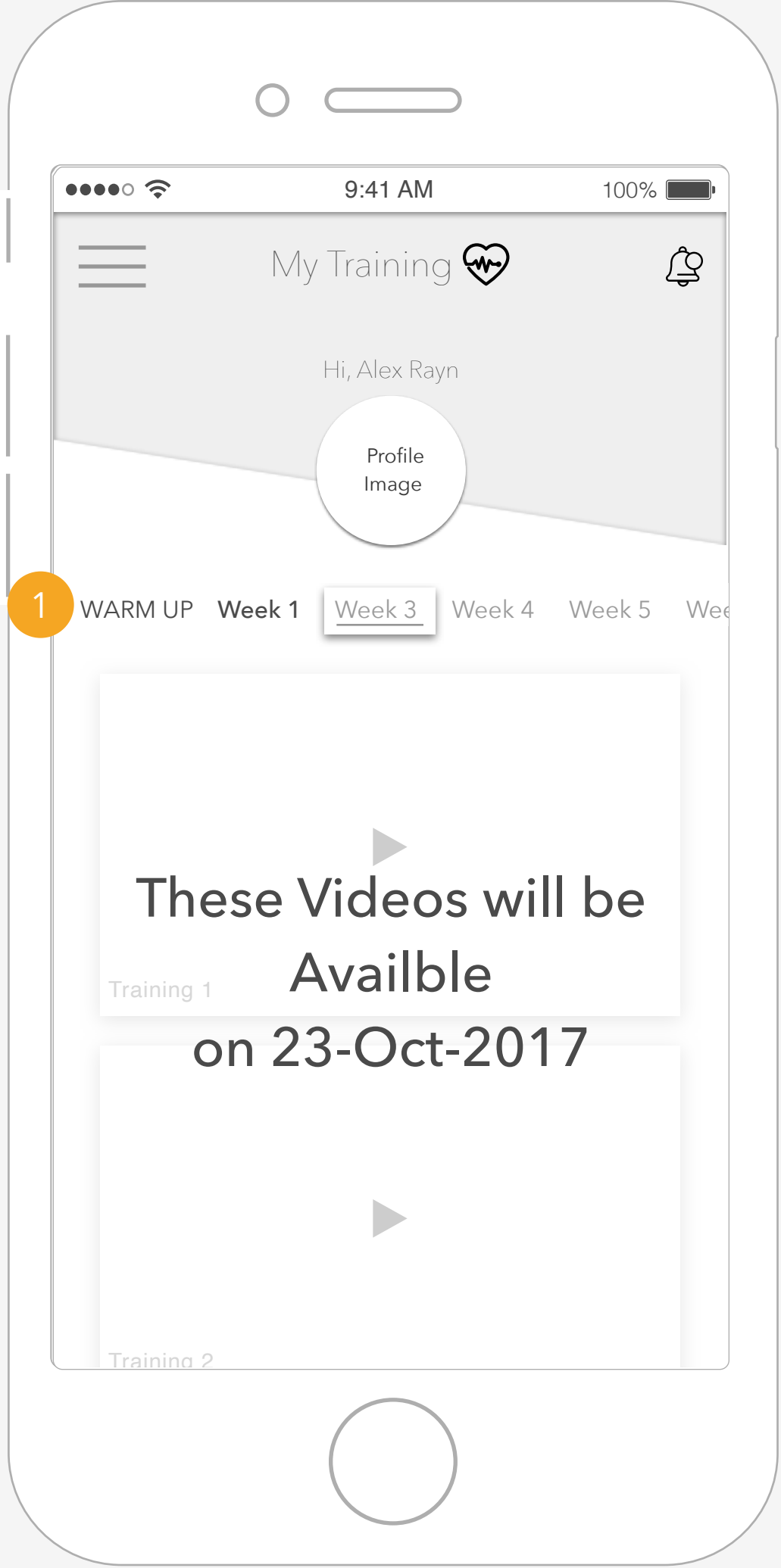


Post login Traning Screen

- 1 Training
Weekly With Each week will added once the user completes each weeks training
- 2 Training Video
On-Tap opens a video and automatically adjusts on Potrait mode.



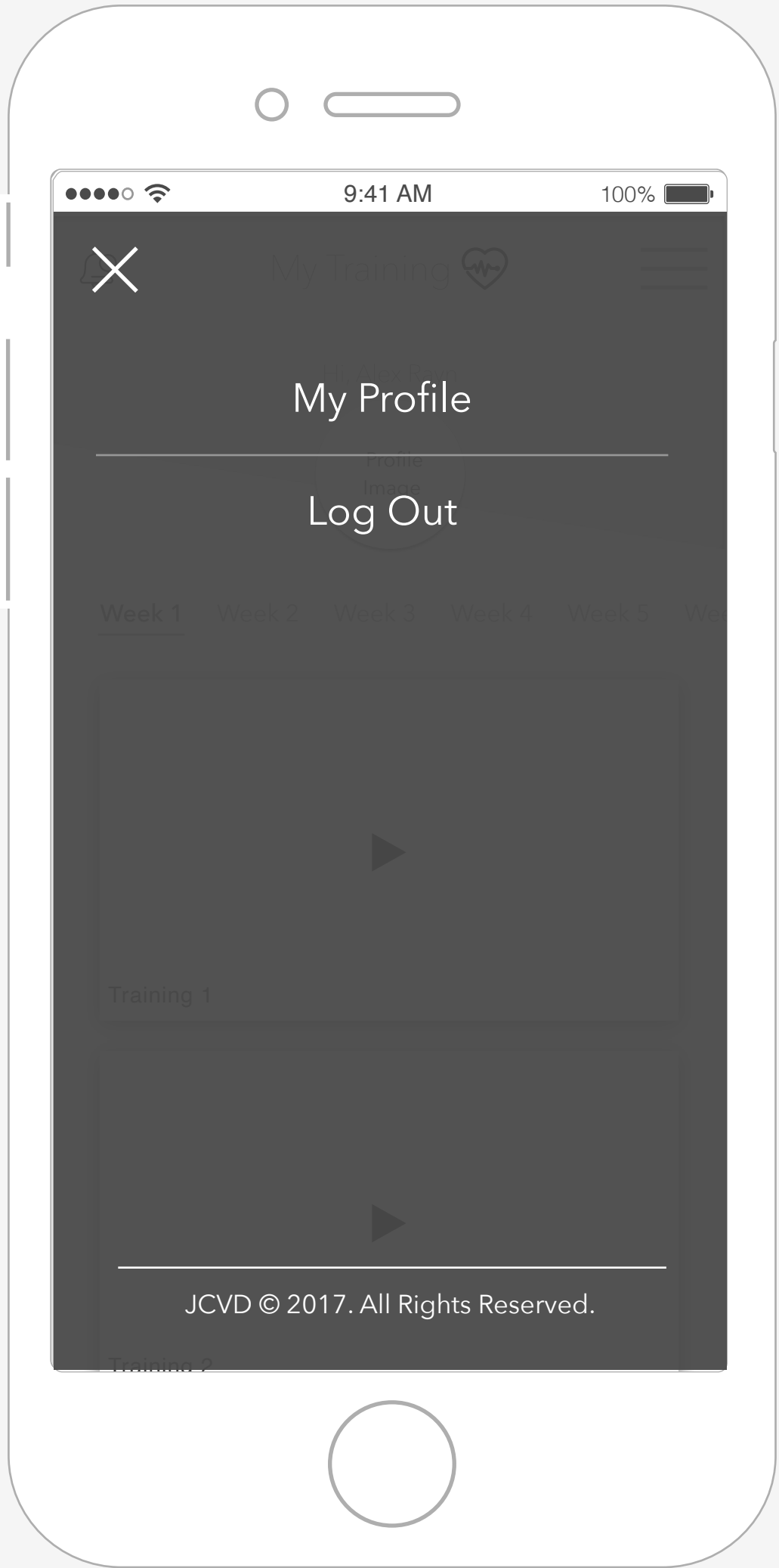
2.0.6 - Post Purchase week 2



- 1 Training
Week 2 Can be Viewed after Week 1 is complete.

Post login Traning Screen

2.0.7 - Post Purchase



1 Hamburger Menu

Hamburger Menu