

## **Comment Key**

**Terrence - Red**

**Shawn - Blue**

**Armond - Green**

**Briant - Purple**

**Xavier - Pink**

**DESCRIPTION:** Where professionals connect with the people they need to live an active, healthy lifestyle. Networkingout will fuse users' health interests with their career interests in a collaborative, supportive community. Think LinkedIn as a health and wellness network for professionals.

**PROBLEM(S)/OPPORTUNITIES:** (1) The components of living an active, healthy lifestyle are currently fragmented; (2) Finding information, getting started and staying motivated can be intimidating and confusing, even appearing impossible to some; (3) Professionals have a problem balancing health and career and need a supportive community to successfully lead an active, healthy lifestyle; and (4) Employers want to better manage healthcare costs related to physical inactivity.

**VALUE PROP(S):** (1) Networkingout consolidates and creates one virtual home for users' health and wellness needs to make it easier for professionals to balance between health and career; (2) Networkingout provides a space for users to learn what they want to know and share what they know about health and wellness in a collaborative space; (3) Networkingout makes the link between individual health and employer health care costs in a mutually beneficial way; and (4) Networkingout increases reach and utility of fitness apps already on the market.

Colors: Red, Gray, White, Black

Theme: Clean but energetic (professionals **and** health and wellness) shawnn

## **Core Functions**

- Unregistered Users can tour site
- New Users are presented with tooltips on how to use the site
- User will be able to invite others to join the site. (via email, Google+, Facebook, LinkedIn, Twitter.)
- User can log-in with their LinkedIn or Facebook account

## **Account Creation**

- User can log-in with their email, LinkedIn or Facebook account [what](#)
- User will select log-in id
- User will select password
- User will add name User wants displayed (required)
- User will input email address associated with account

- User will receive email to verify account creation
- User will select profile picture
- User will select background picture
- User will enter date of birth (must be 17 to join) (required)
- User can enter industry of profession
- User can enter name of employer (optional)
- User will enter college(s) attended and year(s) of graduation
- Enter self assessment info (Just getting started, Casual, On My Way, Maintaining, etc.. To be discussed)
- User will select activities of interest from list of options (determine how to present)
- User can link fitness apps to account
- User can link LinkedIn account
- User can share joining networkingout on twitter, IG, Facebook and LinkedIn

### **Sign-In**

- All registered Users will be able sign-in with username and password
- User can opt for sign in to “remember me”
- User can remain logged in

### **Global Header**

- User will see button for drop down menu
- User will see button to conduct searches

### **Global Footer**

- User will see home button to access newsfeed
- User will see message button to access mailbox
- User will see networkingout man button to access connection requests
- User will see notification button to access notifications

### **Menu**

- User can search for people, places and things
- User will see profile picture
- User will see name
- User will see industry of profession and primary fitness interest
- User will see button to navigate to newsfeed (home)
- User will see button to navigate to messages
- User will see button to navigate to connections
- User will see button to navigate to groups
- User will see button to navigate to activities
- User will see button to navigate to events
- User will see button to navigate to NWO store
- User will see button to navigate to settings
- User can see button to navigate to Calendar

- User can link smartphone calendar with

### **Settings**

- User can edit profile
  - Change name
  - change email address
  - Change password
- User can change privacy settings
  - Who can see posts
  - who can share posts
  - who can see pictures
- User will see Version of App in use
- User can navigate to privacy policy
- User can navigate to user agreement
- User can navigate to end user license agreement
- User can logout
- User can deactivate account

### **Profile (Section will be fully updated once we receive full set of updated mockups from Briant)**

Users will swipe to left on profile to see a User's profile "dashboard"

- User will have profile picture
- User will add their profession, location, hometown and university(ies) attended to their
- User can add phone number to profile
- User can add address to profile

### **About Section**

- User will add summary of interests (ex. palio, low carb, vegan) to their profile
- User will have a photo album
- User will update status messages (including location, activity from fitness apps, videos and photos)
- User will be able to share activities on other social network platforms (twitter, facebook, linkedin and IG)
- User will be able to share fitness activities completed using fitness apps as status updates
- User will see previous status messages on profile page
- User will see a message button that will allow them to access inbox
- User will see picture to get to all connections in "Network" listed in alphabetical order
- User will see picture to get to all accountability partners listed in alphabetical order
- User's timeline will keep a record of status updates

## **Profile Dashboard**

Users will swipe to left on profile to see a User's profile

User will be able to see buttons for the following categories:

### About

- 
- 

### LinkedIn

- User will see LinkedIn icon or LinkedIn Profile Photo
- User will be able to navigate to LinkedIn profile.

### Activities

- User will be able to post sports they currently play and enjoy playing.
- User will be able to post sports they plan on playing in the future.
- User will be able to log their daily workout.
- User will be able to check in to their workout location.
- User will see activities logged through integrated fitness app (API functionalities)
- User can see steps taken as calculated with smart phone pedometer

### Nutrition

- User will be able to link nutrition tracking apps

### Accountability Partners

- User will see listing of profile pages for accountability partners
- User will have option to add or remove accountability partners
- Accountability Partners can set common goals
  - activities
  - timeframe
  - goals
- User will see posts made by Accountability Partners
- User will see status of Accountability Partner goal performance

### Fitspirations

- User will see listing of profile pages for fitspirations
- User will have option to add or remove fitspirations
- User will not have access to fitspiration's profile
- User will see status updates made by Fitspirations
- User can comment on status updates made by Fitspirations
- User can "Applaud" status updates made by fitspirations

- User can share status updates of fitspirations
- User will be able to see the number of “followers” they have.
- User will be able to see the number of people they are “following.”

### **Relationship Parameters**

- Friend, AP and Fitspiration relationships can be defined at time of “connection”
- AP relationship can be defined at anytime after becoming friends with another user
- Any user can request to add another user as a friend, accountability partner or fitspiration.
- Other user must accept the invitation to become friend, accountability partner or fitspiration.

### **Friends**

- User will have total access to friend’s profile, unless otherwise restricted by friend

### **Accountability Partners**

- Same general functions as friends except that APs can set common goals as discussed above.

### **Fitspirations**

- User will not have full access to fitspiration’s profile
- User will see status updates made by Fitspirations
- User can comment on status updates made by Fitspirations
- User can “Applaud” status updates made by fitspirations
- User can share status updates of fitspirations

### **Messaging**

- Any user can create a message
- Messages can be sent to one or more friends
- Messages can be sent to one or more accountability partners
- User can see history of conversation with other users
- User can send messages to other users on [Networkingout.com](http://Networkingout.com)

### **Events**

- Search page will populate with events near user
- Search will populate with events of interest to user
- Any user may create an event
- User must include the date and time of event
- User must include the location of the event
- User can add a URL for the event
- User can add a phone number for the event

- User can add an address for event creator
- Creator will be able to classify the event as health and fitness or professional or other
- Creator will have icons or metatags to classify event by specific health/fitness or professional activity
- Creator can describe purpose of event in about section of event
- Creator can add picture for event
- Creator can add other users as admins
- Creator can decide if the event is open or private (requires creator's approval)
- Users can search for the event via the search function
- All users can see other users who plan to attend the event
- Event creator can invite friends to join event
- Users can request to join the event page
- event members can invite their friends to event group
- User can select join, maybe or decline upon receiving a request to event
- Group members can post status updates in event
- Group members can respond to status updates made in event
- Status updates can include pictures on user's phone
- Group members can "applaud" status updates made in event group
- User can leave event
- User can report event

## **Groups**

- Search page will populate with groups near user
- Search will populate with groups of interest to user
- Any user may create a group
- Creator will be able to classify the group as health and fitness or professional or other
- Creator will have icons or metatags to classify group by specific health/fitness or professional activity
- Creator can describe purpose of group in about section of group
- Creator can add picture for group
- Creator can add other users as admins
- Creator can decide if the group is open or private (requires creator's approval)
- Users can search the group
- All users can see other users in the group
- Group creator can invite friends to join group
- Users can request to join the group
- group members can invite their friends to join group
- User can join or not join group
- Group members can post status updates in group
- Group members can respond to status updates made in the group
- Status updates can include pictures on user's phone
- status updates can include activities on fitness app
- Group members can "applaud" status updates made in the group

- User can leave group
- User can report group

### **Status Message (Viewed on Newsfeed (LinkedIn) and/or Profile (Facebook))**

- User can update status from Newsfeed page
- Users can “@” other users in status messages and comments on status messages
- Users can applaud status messages
- Friends, Accountability Partners and Fitspirations can comment on status messages
- User can share own status messages on Facebook, Twitter, Instagram and LinkedIn
- User can add location to status update
- User can add picture to status update
- User and other Users can comment on status messages and “applaud” additional comments made to original status message
- User will be able to include their emotion in their status updates (i.e. feeling motivated, feeling exhausted, etc.)
- Other Users will be able to “tag” User in status messages using @ function
- Users can share status messages of another user on Facebook, Twitter, Instagram and LinkedIn
- User can delete status messages
- Users can report status messages

### **Pictures**

- Users can add pictures to photo album
- User can add location to picture
- User can tag other users in picture
- Friends and Fitspirations can “applaud” pictures
- Friends and fitspirations can comment on pictures
- User can delete photos
- Users can report pictures

### **Notifications**

- User will get notification when other user has commented on user’s status message
- User will get notification when other user has applauded user’s status message
- User will get notification when other user invites user to group
- User will get notification when other user invites user to event
- User will get notification when other user comments in group user is in member of
- User will get notification when other user comments in event use has joined

### **Networkingout Man Icon**

- User will get notification for friend requests
- User will get notification for accountability partner requests
- User will get notification for fitspiration request

### **Newsfeed**

- User will see Networkingout provided content (Ex. Men's Health, Fitness Info). Information will feed into newsfeed based on post made by select publications
- User will see content shared by "friends"
- User will see content posted by "fitspirations" they follow
- User will see content the User recently created

### **Newsfeed Algorithm**

- Popularity of post
- Consider User's proximity from other User
- Consider User's relationship with other User
- Consider User's historical interactions with other User
- Consider User's status as fitspiration to User
- Consider User's status as accountability partner to User
- Consider commonalities between users (school, employer, interests, etc.)

### **Advertising Algorithm for Newsfeed/Advertising (frequency, effort involved to take action, value)**

- Consider User's location
- Consider User's age
- Considers User's gender
- Considers User's dating status
- Consider User's profession
- Consider User's fitness interests
- Consider User's dietary interests
- Consider User's activities participated in
- Consider challenges User has participated in
- Consider posts User likes
- Consider posts User shares
- Consider ads User clicks
- Consider ads User likes
- Consider ads User deletes
- Consider ads for items like items User likes
- Consider ads for items like items User clicks
- Consider brands User includes in status messages
- Consider brand User includes in private message
- Consider User's employer (if available)
- Consider products User's fitspirations mention in status messages
- Consider products User's accountability partner(s) mention in status messages

### **Connection List**



- Search connections
- See all connections in alphabetical order
- See mutual connections User has with each user
- See icon indicating person is a friend
- See icon indicating person is an accountability partner
- See icon indicating person is fitspiration

### **Search**

- User will be able to search by name, place or thing
- User can search by hashtag
- Returns will be based on relevance
  - Location
  - Professional
  - Common Hometown
  - Common College
  - Common Employer
  - Common Groups
  - Common Events
  - Interests
  - Mutual Connections

### **People Similar to You/Recommended Connections**

- Location
- Professional
- Common Hometown
- Common College
- Common Employer
- Common Groups
- Common Events
- Interests
- Mutual Connections

### **API**

- MapMy Family of Apps (Open Source)
- Nike+ (Open Source)
- Nike Fuel Band (Open Source)
- FitBit (Open Source)
- Jawbone Up (Open Source)
- Argus (More research required)
- Cyclemeter (Open Source)
- Endomondo (Unknown)
- Fitsby (Unknown; not all that popular at this point)
- Moves (Open Source)

- Runmeter (Open Source)
- Runtastic (Open Source)
- Strava (Open Source)
- Weight Watchers Mobile (Unknown, look for as potential partner)

#### **Curated Information Sources for NewsFeed**

- Men's Health
- Runner's
- Men's Fitness
- Shape
- Women's Health
- Fitness
- Muscle and Fitness
- Prevention
- Pilates Style
- Yoga
- Natural Health
- Self
- LinkedIn
- Huffington Post
- Wall Street Journal
- NY Times
- Washington Post

#### **Sharing Capabilities On Networkingout from the following platforms:**

- Facebook
- LinkedIn
- Instagram
- Google+
- Twitter
- Fitness/Health Related Applications listed above
- Publications listed above

## **Not part of current release**

### **Corporate Wellness Profile**

- Users (Employee) will be able to link activities to Enterprise's (Employer) profile.
- Enterprise will see Activities completed by Employees (Users) in its timeline
- All Employee (Users) totals will be aggregated on page for month and year (ex. 1,000 Miles Completed; 100,000 Calories Burned; 7 Challenges Completed)
- Enterprise will have profile picture(s)/logo
- Enterprise will add industry, location(s), number of employees to "About Section"
- Enterprise will be able to update status messages (including location, activity from fitness apps, and photos)
- Enterprise will be able to share activities on other social network platforms (twitter, facebook, linkedin and IG)
- Enterprise will see previous status messages on profile page
- Users will see Employees Enterprise is connected with
- Employees (Users) will be able to post on Enterprise's wall
- Other Users will be able to "Applaud" status updates on Enterprise's wall
- Users (non-employees) will be able to follow Enterprise
- Enterprise and other Users (employees) can comment on status messages and "applaud" additional comments made to original status message
- Enterprises will compete for most active/healthy company in various categories (i.e. city, state, country, world, etc...)
- User will be able to comment on post on corporate wellness page
- User can update status on corporate wellness page
- User can create interest group within company

### **Corporate Wellness Dashboard**

- Enterprise can designate administrators to manage page
- Enterprise can designate authorized posters (may be vendors, fitness professionals, etc.) to post on enterprise page
- Enterprise will be able to send messages to all employee (Users) at once
- Enterprise will see button to update profile
- Enterprise will have gallery
- Enterprise will be able to launch corporate wellness (nutritional and activity) campaigns

- Enterprise will be able to compete against other firms in specified challenges
- Enterprise will be able to set company goals
- Enterprise will be able to see/compare User (employee) physical activity from month to month (this LinkedIn's feature that allows you to see people who have viewed your profile)
- Enterprise will be able to create events
- Enterprise will be able to set rewards programs for employees

#### Corporate Wellness

- User will be able to navigate to employer's corporate wellness page, if applicable

#### Badges

- User will see badges for challenges, competitions, etc. User has completed
- User will have option to add or remove badges
- User will add badges for challenges completed to their "About Section"
- User will add badges for activities (tennis, marathons, etc.)