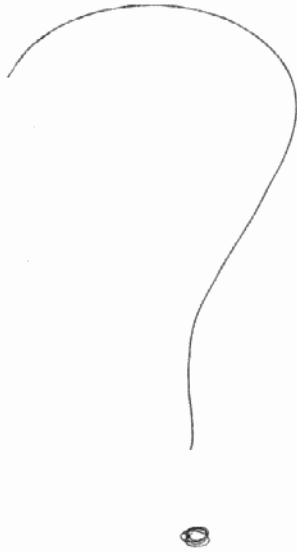




LANDING PAGE



- ACCOUNTABILITY
- REMINDERS
- REWARDS
- TRANSPARENCY
- MOTIVATION
- 10-30 LB LIGHTER IN 10 WEEKS
- CONSISTENCY.

SET UP MY PLAN

2

PLAN SELECT PAGE

LINK TO EXPLANATION

WEEK	GOAL	MAX PENALTY.
START	200	0
1	198	9
2	196	13
3	194	17
4	192	21
5	190	25
6	188	29
7	186	33
8	184	37
9	182	41
10	180!	45

STARTING WT

200 lb.

DOLLARS/lb

2

lb/WEEK

2

DROP-DOWN w/ 1-10?

DROP-DOWN w/ 1, 2, 3

- 3 MESSAGES/DAY
- ACCOUNTABILITY
- TRANSPARENCY
- MOTIVATION.
- CONSISTENCY

\$ 270

REWARDS AFTER 10 WEEKS

- \$0 IF DON'T <sup>WEIGH IN</sup> CHECK IN EVER
- \$50 IF ALWAYS WEIGH IN BUT MAKE ZERO GOALS.
- \$270 IF MAKE ALL GOALS!

YES! I WANT TO BUY THIS PLAN FOR \$270!

3

PAYMENT

10 WEEKS. 3 REMINDERS/OA %  
2<sup>nd</sup> / WEEK ACCOUNTABILITY,  
\$21 LB

\$270

REITERATE REWARDS?

PAYMENT INFO

- NAME
- EMAIL
- CC INFO

BILLING ADDRESS.

\* WILL BE SAVED FOR  
ACCOUNT CREATION.

- TERMS OF SERVICE [PDF]
- PRIVACY POLICY [PDF]
- REFUND POLICY [PDF]

LETS DO THIS!

\* CHARGE CARD

\* ~~SEND~~ SEND RECEIPT W/ POF ATTACHMENTS.

\* REDIRECT TO FINALIZE.

HA

\*STEP 1-5 ARE SAME PAGE?

THANK YOU, STEP 1

CONGRATS!

1. FINISH USER ACCOUNT.

USERNAME

PASSWORD

TIMEZONE

PASSWORD AGAIN

SAVE

2. CONFIRM YOUR EMAIL ADDRESS

3. ADD ACCOUNTABILITY FRIENDS

4. ADD REWARDS.

5. START PLAN W/ FIRST  
WEIGH IN!

OTHER  
INFO  
COMES FROM  
PAYMENT  
INFO

4B

THANK YOU, STEP 2

CONGRATS

1. ~~FINISH USER ACCOUNT~~

2. CONFIRM EMAIL ADDRESS.  
SEND EMAIL AGAIN TO  
ME@R33Y.COM

3. ADD ACCOUNTABILITY FRIENDS

4. ADD REWARDS

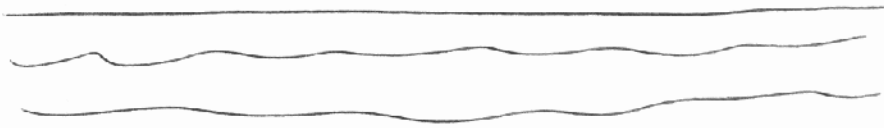
5. START PLAN W/ FIRST  
WEIGH IN!

NOT SURE  
HOW BEST  
TO DO  
THIS

46

THANK YOU, STEP 3/

CONGRATS!



- ~~1. FINISH USER ACCOUNT~~
- ~~2. CONFIRM EMAIL ADDRESS~~
- 3. ADD ACCOUNT ABILITY FRIENDS (AT LEAST 2)

NAME	EMAIL
<input type="text"/>	<input type="text"/>
NAME	EMAIL
<input type="text"/>	<input type="text"/>
<input type="checkbox"/> MORE	
<input type="button" value="SAVE"/>	

} NEED TO SHOW VARIOUS STATES.

- NO RESP
- YES
- NO

- ④ ADD REWARDS
- ⑤ START PLAN W/ FIRST WEIGH IN!

40

THANK YOU, STEP 4

CONGRATS!

~~1. FINISH USER ACCOUNT~~

~~2. CONFIRM EMAIL ADDRESS~~

~~3. ADD ACCOUNTABILITY FRIENDS~~

BOB JOHNSON ✓

MARLA SINGER ✓

④ ADD SOME REWARDS.

(IESIDES, PHONE, )

[REDACTED]

[REDACTED]

[REDACTED]

SAVE

⑤ START PLAN W/ FIRST  
WEIGH IN!

4E

THANK YOU, STEPS

CONGRATS.

- ~~1. FINISH USER ACCOUNT~~
- ~~2. CONFIRM EMAIL ADDRESS~~
- ~~3. ADD ACCOUNTABILITY FRIENDS.~~

BOB JOHNSON ✓  
 MARLA SINGER

- ~~4. ADD SOME REWARDS!~~
- 1. IPHONE
- 2. SHOES
- 3. CLOTHES

⑤ START PLAN W/ FIRST WEIGH IN!

WT  
 LB

PHOTO EXAMPLES

NOTES ON WHEN TO POST B/C SAME WINDOW EA WK

\* REDIRECT TO PROFILE PAGE

① ACCOUNTABILITY FRIEND CONFIRM.

Hi!

BOB JOHNSON HAS PUT THEIR MONEY  
ON THE LINE TO LOSE WEIGHT.

THEY WANT YOU! TO HELP KEEP  
THEM MOTIVATED!

DO YOU AGREE TO RECEIVE  
A COUPLE EMAILS A WEEK FOR 10 WEEKS.  
REGARDING \_\_\_\_\_'S PROGRESS?

YES

NO

\* CHOOSING SENDS AN EMAIL TO  
USER TELLING THEM

② ACCOUNTABILITY THANK-YOU

THANK YOU!

YOU'RE AWESOME! I'M GLAD  
YOU DECIDE TO HELP YOUR  
FRIEND, BOB JOHNSON, STAY  
MOTIVATED AS THEY LOSE  
WEIGHT!

ONGOING CHART (PARTIAL) PENALTY.

WEEK	GOAL	ACTUAL	PEN.
START	--	200	--
✓ 1	198	198	\$0!
✓ 2	196	198	\$4
✓ 3	194	--	\$7.00
✓ 4	192	--	
5	190	--	
6	188	--	
7	186	--	
8	184	--	
9	182	--	
10	180	--	

\$ -21.00

WEIGHT IN

SHOW WITHIN  
FW WINDOW  
^  
24HR

ONGOING CHART (COMPLETE)

WEEK	GOAL	CHECK-IN	PENALTY
START	<del>200</del>	200	--
1	198	198	\$0.00
2	196	198	\$4.00
3	194	--	\$17.00
4	192	192	\$00.00
5	190	190	\$00.00
6	188	190	\$4.00
7	186	190	\$8.00
8	184	184	\$6.00
9	182	--	\$41.00
10	180	180	\$00.00

\$74  


---

~~\$196~~  
 REWARD

\*YEARS TO CHECK IN WERE APPROPRIATE

WEIGH IN

WEIGHT ~~←~~ WEEK 8: GOAL: 192#

16

PHOTO

or CANCEL

PUBLIC.

EVENT STREAM

LOSEIT OR LOSEIT.COM / R384

EVENTS RSS

CHECK-IN: 1924



COMMENT:



FEASING



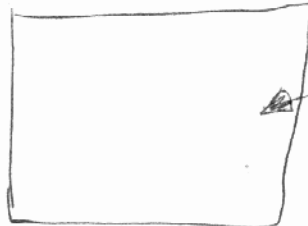
CHECK-IN 1944



~~CHANGE NAME~~  
RANDY SCHMERT



PROGRESS SUMMARY?



OR STRAIGHT

ABOUT USER

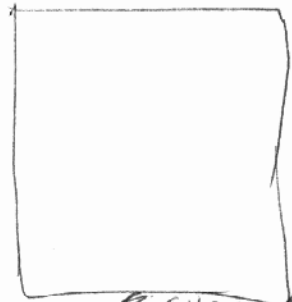
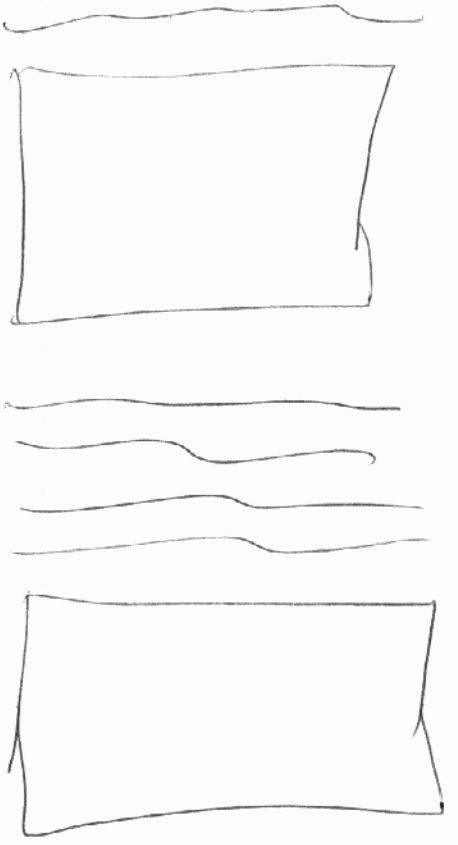
REWARDS

ACCOUNT FRIENDS

ABOUT LOSEIT OR LOSEIT

PROFILE → ME

EVENTS.



BOB ~~CHANGE~~

JOHN  
BOB  
+ADD FRIEND

SWITCH TO  
TEXT MESSAGE  
REMINDERS

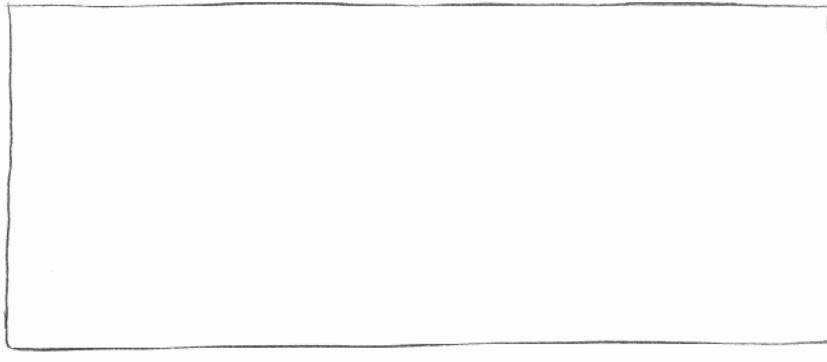
ADD YOUR  
STRATEGY

LINK TO  
△ AVATAR  
OR REMOVE

SHOW  
STATUS  
(CONFIRMED)

ADD STRATEGY.

YOUR STRATEGY:



SAVE or CANCEL

- \* LINKED TO FROM PROFILE PAGE
- \* THEY CAN DETAIL HOW THEY PLAN TO LOSE THE WEIGHT

SWITCH TO SMS REMINDERS.

SWITCH TO SMS REMINDERS

CELL PHONE #

SAVE

CELL PHONE CONFIRM CODE.

SAVE

YOUR PHONE HAS BEEN CONFIRMED!

STOP SMS

\* LINKED FROM PROFILE PAGE.

## ADD TWITTER

ADD TWITTER TO YOUR PLAN TO  
KEEP EVERYONE AWARE OF YOUR  
PROGRESS!

OAUTH

---

TWITTER HAS BEEN ADDED!

Remove

\* I WOULD LIKE THIS TO BE IN  
VERSION 1 IF POSSIBLE

EDIT MY INFO

NAME (OPT)

~~EMAIL~~

PASSWORD

CONFIRM PWD

TIME ZONE

or CANCEL

\* NO USERNAME OR EMAIL CHANGE !!

LOG IN

LOG IN

USERNAME OR EMAIL

PASSWORD

LOG IN

EXAMPLE WEIGH-INS.

GOOD EXAMPLES.

BAD EXAMPLES.

PURCHASES

MY PURCHASES

1

\*WE NEED A PAGE TO SHOW LIST PURCHASES?