

Pace Exercise

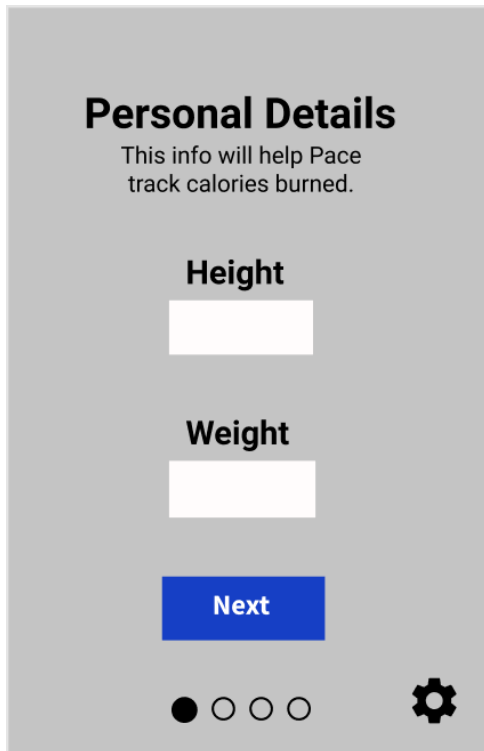
Style Notes

T&V: Simple, straightforward, informative

Project Notes

Analyze the journey and think about ways to improve the onboarding process. Then, create new onboarding screens (mobile app).

SCREEN 1



Tag	Current Copy	Final Copy	Copy Exploration	Rational
H1	Welcome [Username] Feeling Ready?!	Personal Details	Personal Info Vitals Let's Get Started!	-The project notes say the the user has already entered some info on a previous screen, so I'm assuming they got some kind of intro at that point.

				-My header is simple and clear, giving an overview of what type of info is being collected.
H2				
Field	Enter your height Enter your weight	Height Weight		Simple. Maybe should have included units, though.
Body	Pace needs your height and weight in order to accurately track the total number of calories you burn during your workout.	This info will help Pace track calories burned.		-In case people are nervous about entering their personal info. -Maybe I should have given them an option to skip? I guess the app could still work without that info, it just wouldn't be as accurate.
CTA	Go!	Next Settings gear icon (with tooltip – next table)		-"Next" is simple and clear -I think the gear icon is pretty self-explanatory, too, but having a tooltip that points to it will make it clear to the user that they can change the units of measurement and also introduces the GPS option.
Sub-CTA		Dot progress tracker		I like the simple dot progress

				tracker. It's clear and easy to add.
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TOOLTIP

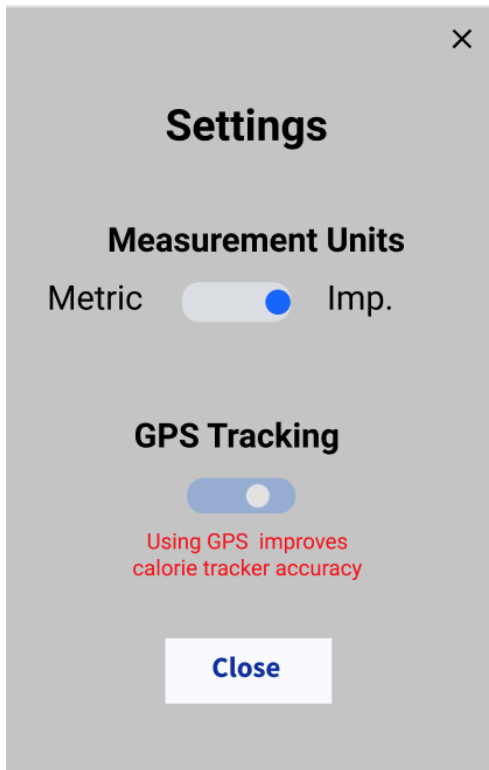
In Settings, you can choose between Imperial & metric & toggle GPS tracking off or on.

Close
Settings

Tag	Final Copy	Copy Exploration	Rational
H1		Tip! More Options	I did some research and it seemed like a heading was mostly only used for a specific action. Since I'm trying to steer people to Settings for multiple reasons, it didn't seem helpful.
H2			
Field			
Body	In Settings, you can choose between Imperial & metric & toggle GPS tracking off or on.		-I thought this would inform users that they have options for the units, while simplifying the other screens. -Same for the GPS – it seemed like there wasn't a super logical place to put that option on the other screens.
CTA	Close Settings	Almost didn't have any!	-Since this is mobile and there's no hover interaction, I figured it should have a CTA to

			close the window. -And since we're already here talking about settings, might as well have a CTA linking to that page.
Sub-CTA			

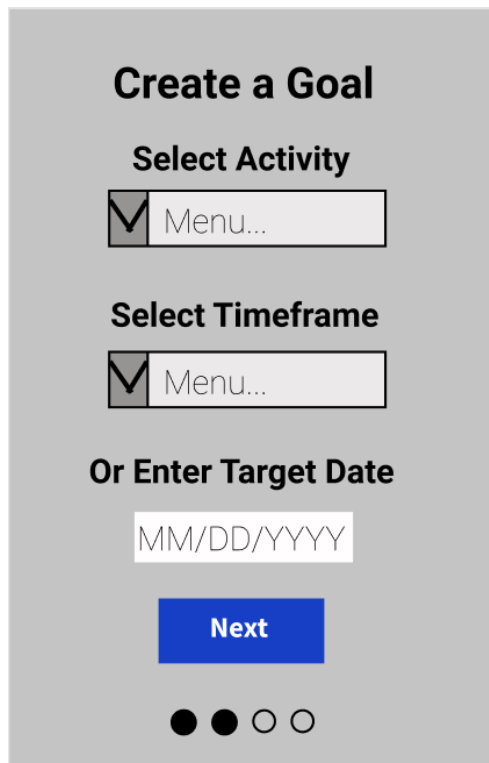
SETTINGS



Tag	Final Copy	Copy Exploration	Rational
H1	Settings		
H2	Measurement Units GPS Tracking	Units of Measurement GPS	I still don't know if this is the best thing to call this. "Measurement Units" seems so long. Is there something else people call these things?
Field	Metric / Imp.		Abbreviated Imperial to shorten it, but I

			don't really like that combination of abbreviated/non-abbreviated. Maybe it's OK, though.
Body	Using GPS improves calorie tracker accuracy		I imagined this as being the sort of copy that only appears when the switch is moved to the "off" position.
CTA	Close		Two options for closing! I know I like seeing the X on pop-ups, so I can close them without even thinking about it.
Sub-CTA	X		

SCREEN 2



Create a Goal

Select Activity

Menu...

Select Timeframe

Menu...

Or Enter Target Date

MM/DD/YYYY

Next

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Tag	Final Copy	Copy Exploration	Rational
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H1	Create a Goal	Create First Goal What's Your Goal?	
H2			
Field	Select Activity Select Timeframe Or Enter Target Date		-This screen feels a little cluttered. Maybe if I just resized things some. I actually thought the timeframe/date info here would go better with the questions on the next screen, but I couldn't put them all on one screen.
Body			
CTA	Next		
Sub-CTA	Four dots		

SCREEN 3



Tag	Final Copy	Copy Exploration	Rational
H1	Goal Details	Your Parameters	I think this makes it clear that this info is part of the goal.
H2			
Field	Distance Length of Time Number of Times		I honestly don't really understand how all this info works. It seems more like this stuff should be the results, populated by the program for the user, at the end of the target date. (Where's the project manager??)
Body			
CTA	Save		
Sub-CTA			

SCREEN 4

Goal Created!

Return to the Dashboard to select different saved goals and turn the activity tracker on or off.

Dashboard



Tag	Final Copy	Copy Exploration	Rational
H1	Goal Created!		
H2			
Field			
Body	Return to the Dashboard to select different saved goals and turn the activity tracker on or off.		-I don't know if this page is necessary, but it seemed like it would be nice to let the user know the goal set-up is done and explain what happens next. -It also infers that the user can have multiple goals and that they can choose between them, which may be helpful info.
CTA	Dashboard		H1 and CTA work together and, assuming the user began their journey at

			the Dashboard, this should be pretty clear.
Sub-CTA	Dots filled in		