

# ARMOUR 39

## UXD Phase 1

# Overview

What follows are Experience Design specifications for the Armour 39 web experience. This documentation specifies the design requirements for the Phase 1 Launch of the Armour 39 web experience.

# Assumptions

The basis of the following design specifications are drawn from the following assumptions:

## Primary Data Points

- Willpower (Signature Measurement)
- Intensity (Expressed as a %)
- Heart Rate
- Calories Burned
- Workout Duration

## Conditional Data Points

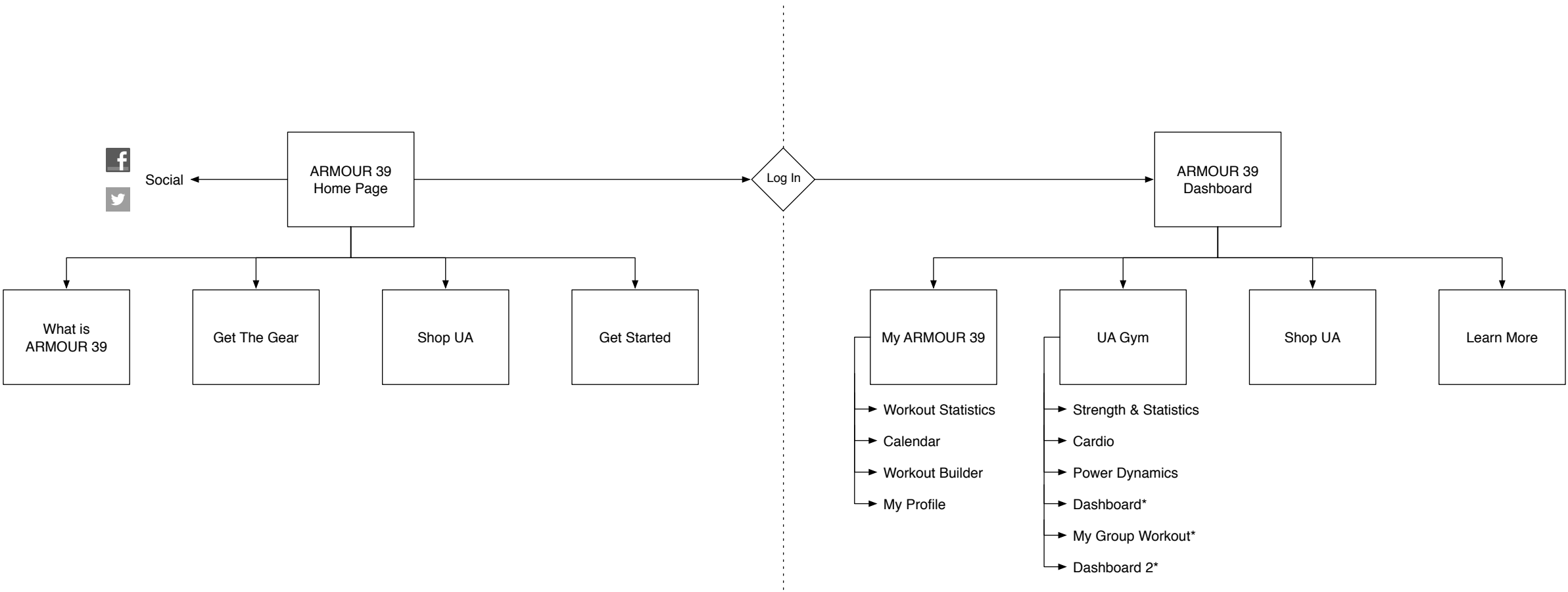
- Distance
- Pace

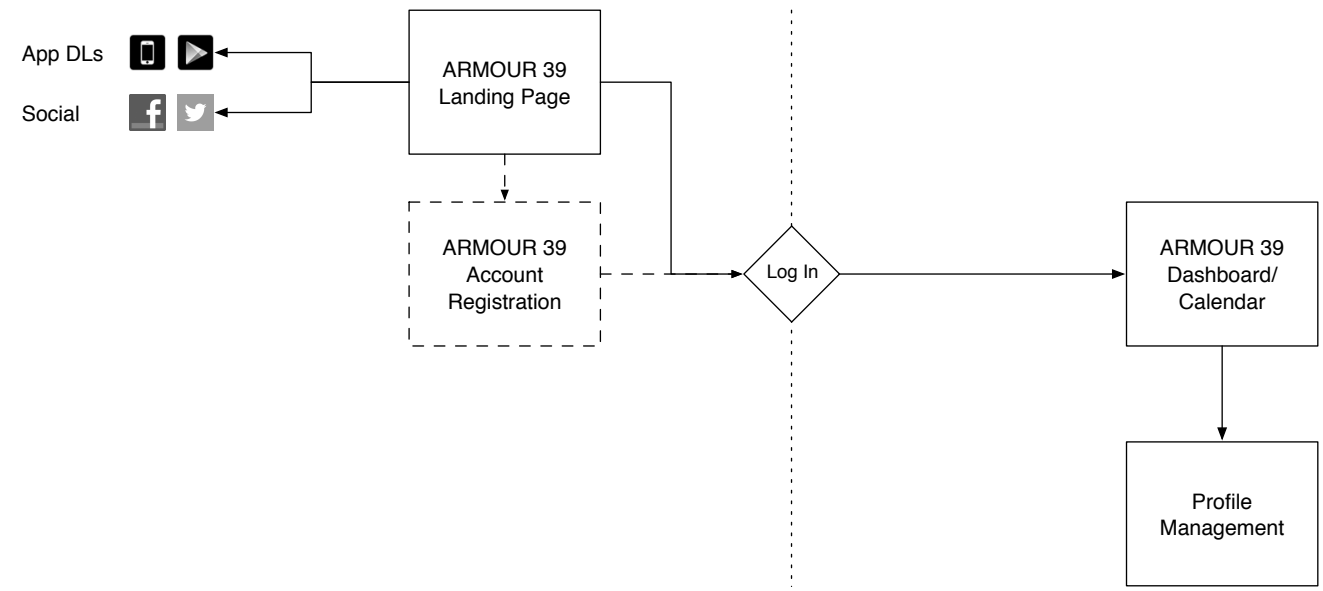
## Required Launch Functionality

- Public Landing Page
- Authenticated Dashboard Area
- Calendar Module
- Historical Workout Data Review
- Profile Management Toolset

# Sitemap

The Sitemap provides a high level overview of required pages.  
Page flow is addressed in a rudimentary fashion only.



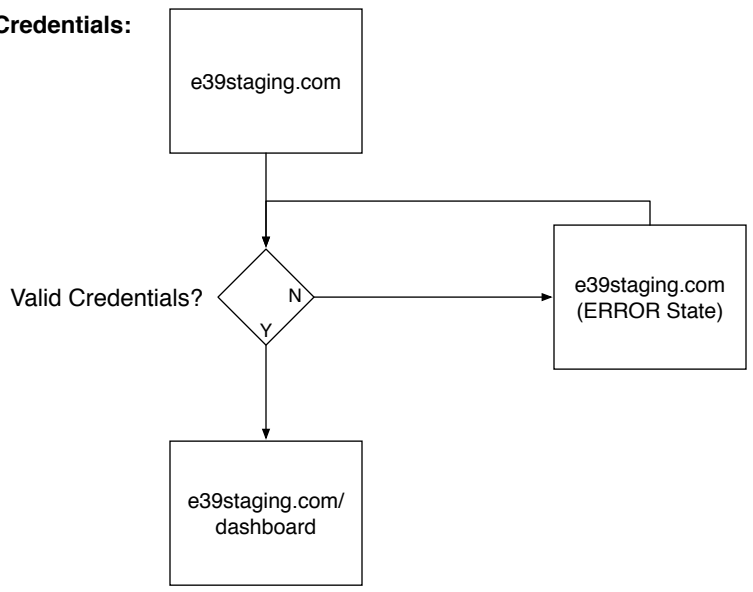


# Process Flows

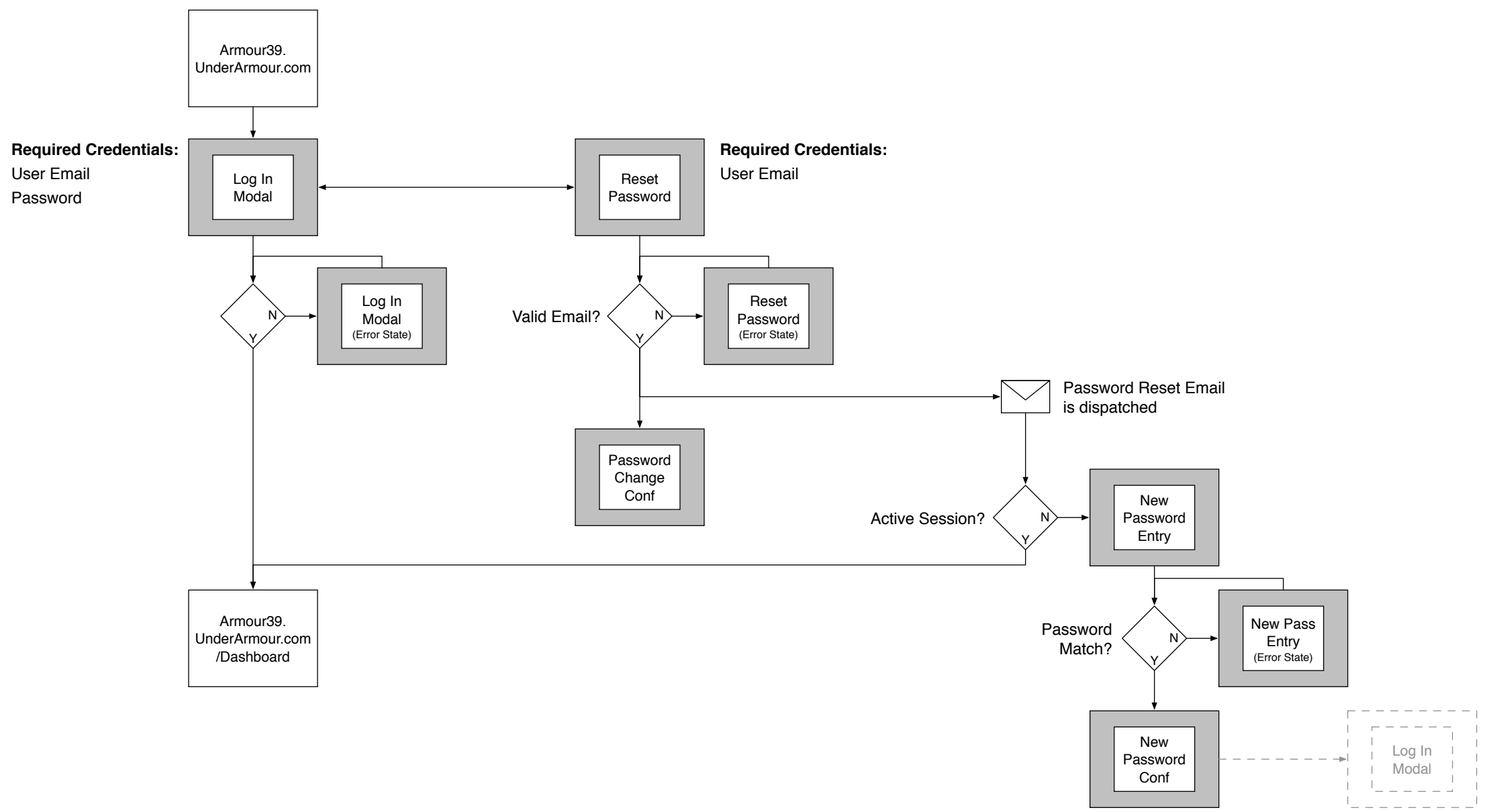
Process flows illustrate steps related to completing a given task.

# Log In Process Flow: EXISTING

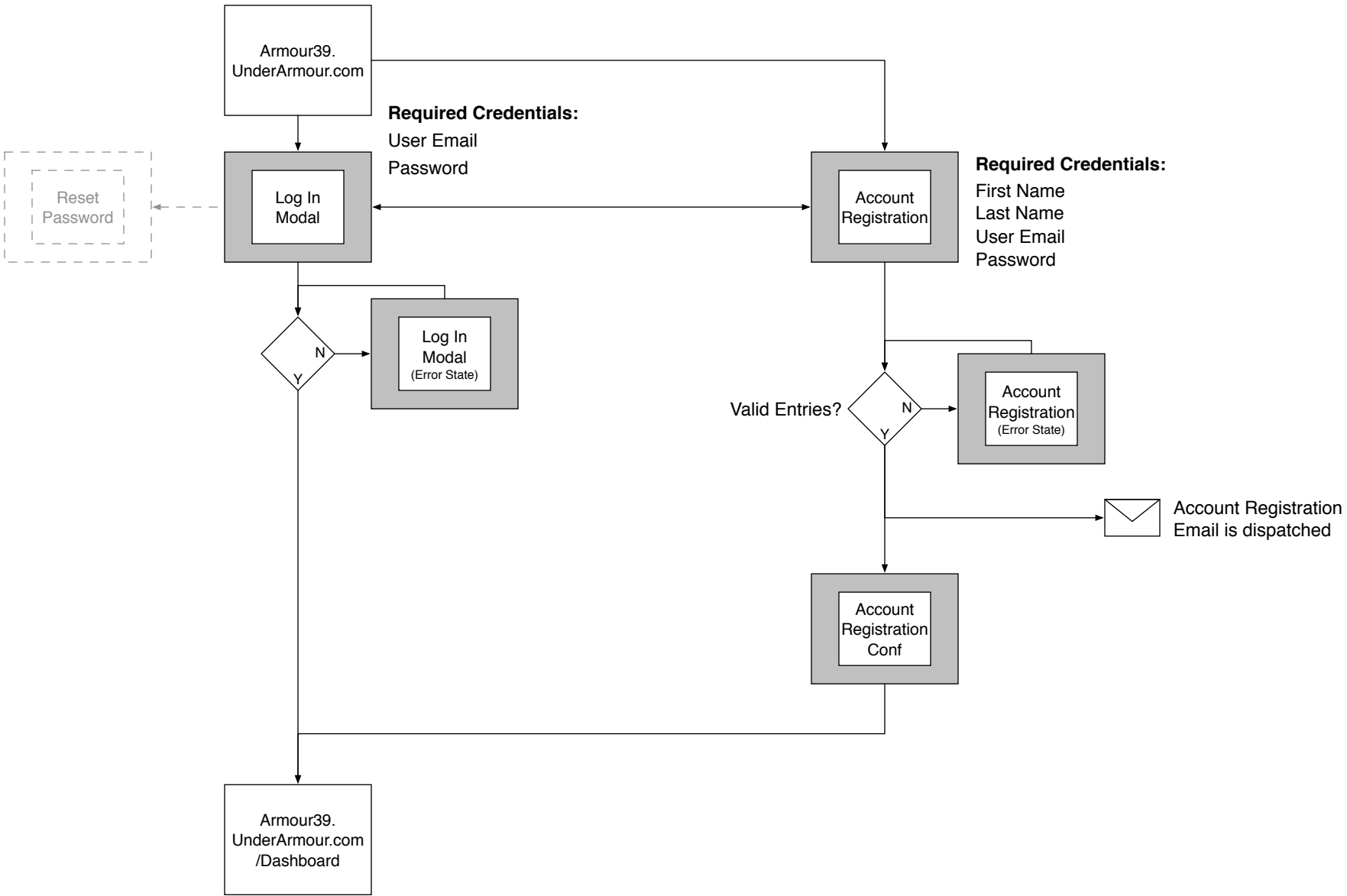
**Required Credentials:**  
User ID  
Password



# Log In Process Flow: Adjusted No Account Registration (EXISTING UA.com)



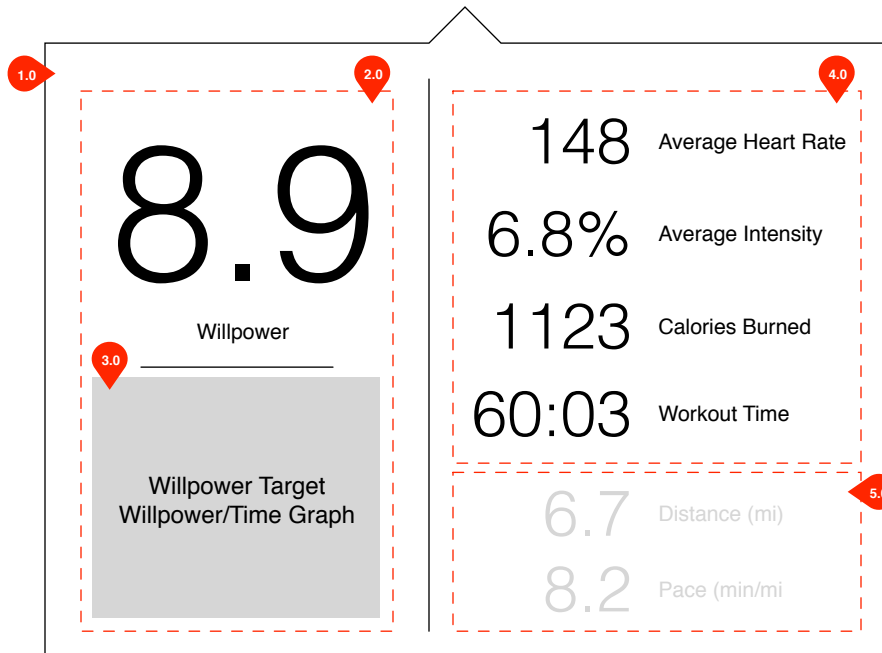
Log In Process Flow: Adjusted With Account Registration (EXISTING UA.com)



# Content Modules

Content module exploration illustrates experience design in isolation.

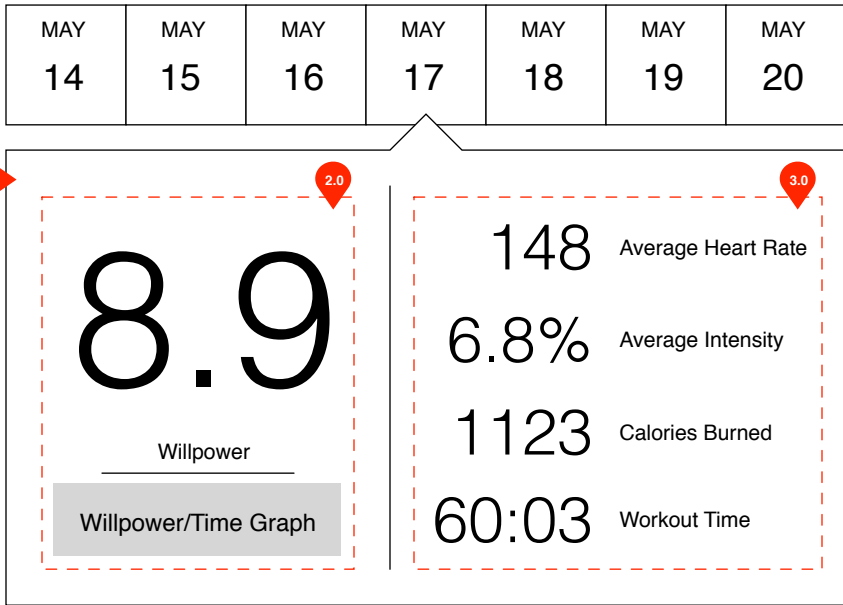
Detail Display Panel



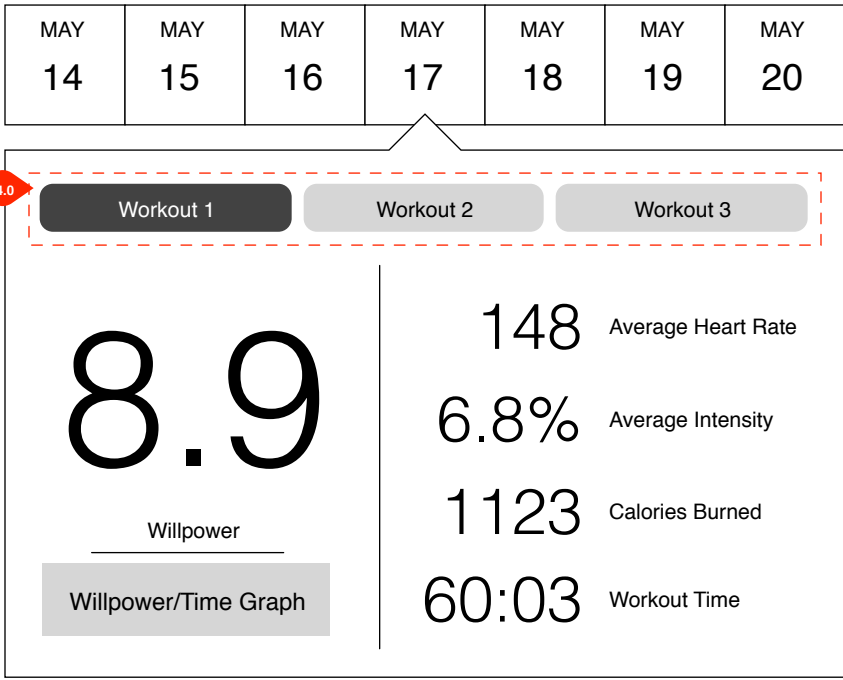
## Notes

- 1.0 Detail Display Panel Element
- 2.0 Primary Data Display Area
- 3.0 Primary Data Support Element
- 4.0 Secondary Data Display Area
- 5.0 Conditional Data Display Area

Week Level Detail Display

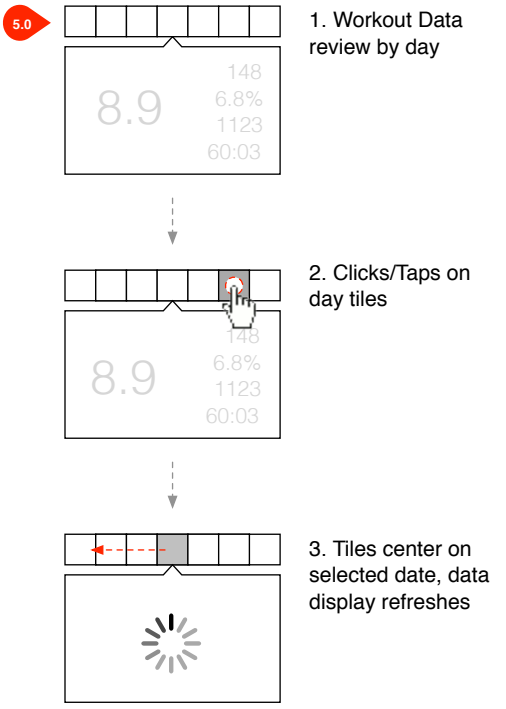


Week Level Detail Display: Multi-Workout Day

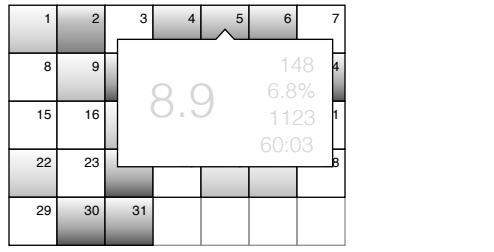
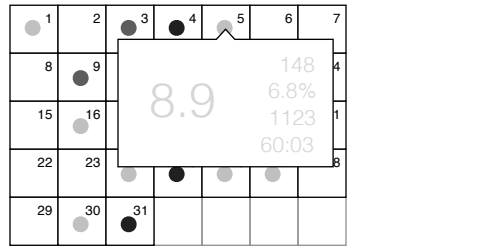
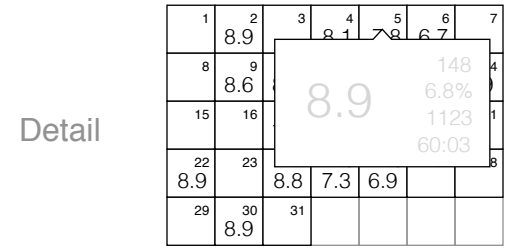
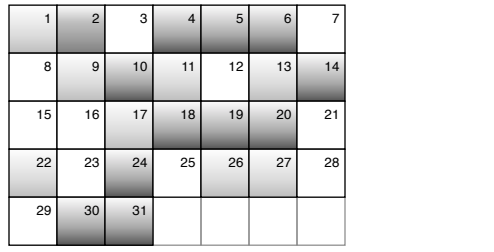
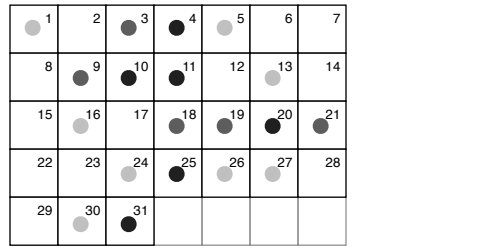
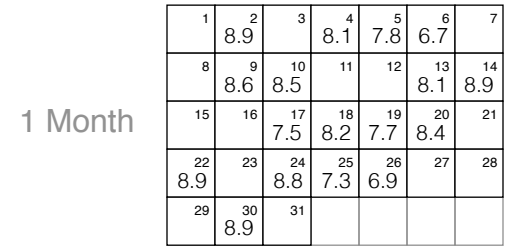
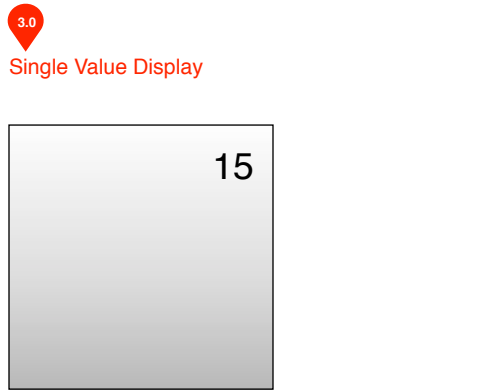
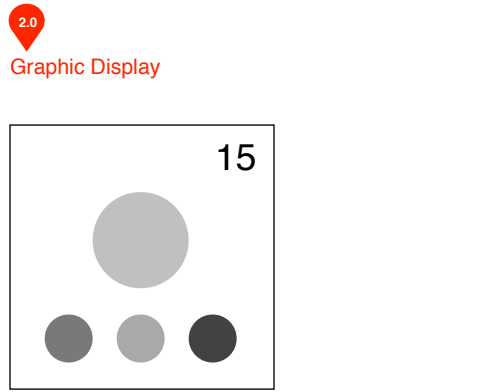
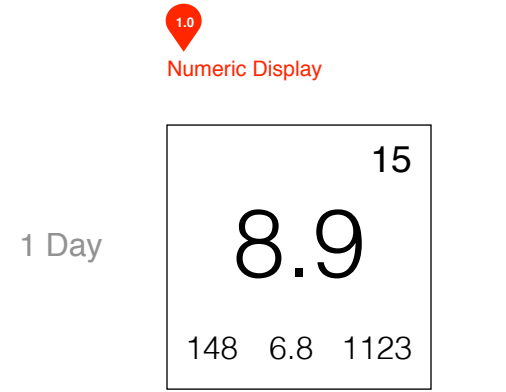


Notes

- 1.0 Detail Display Panel Element
- 2.0 Primary Data Display Area
- 3.0 Secondary Data Display Area  
Secondary data displays here
- 4.0 Multi-Workout Data  
Accommodation for multiple workouts per day data display
- 5.0 Detail Display Behavior



# Calendar - Month Level View: Macro Display



- Notes**
- 1.0 Numeric Display Approach**  
This approach illustrates the use and display of workout data as numerical values
  - 2.0 Graphic Display Approach**  
This approach illustrates the use and display of workout data expressed as graphic elements
  - 3.0 Single Value Display Approach**  
This approach illustrates the use and display of workout data expressed leveraging a single data point

Initial Display

**1.0 My Profile** Edit 2.0

User Name: [First Name] [Last Name]

---

**3.0 Account Email & Password** Edit

Email: [user@emailAddress.com]  
 Password: [userP@ssw0rd!]

---

**4.0 Personal Information** Edit

Age: [MO] - [DAY] - [YEAR]  
 Weight: [userWeight]  
 Gender: [userGender]

**5.0 Assessment Subhead**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis commodo turpis eu mauris.

**6.0 Last Assessment Date:** [MO DAY YEAR]

**7.0 Max Heart Rate (bpm)** What is this?: [userMaxHeartRate]  
**Ventilatory Threshold (bpm)** What is this?: [userVentilatoryThreshold]

---

Edit UI Display

**My Profile** Edit

User Name: [First Name] [Last Name]

---

**8.0 Account Email & Password**

Email:   
 Confirm Email:   
Cancel Submit

Password:   
 Confirm Password:   
Cancel Submit

---

**Personal Information** Edit

Age: [MO] - [DAY] - [YEAR]  
 Weight: [userWeight]  
 Gender: [userGender]

**Assessment Subhead**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis commodo turpis eu mauris.

Last Assessment Date: [MO DAY YEAR]

**Max Heart Rate (bpm)** What is this?: [userMaxHeartRate]  
**Ventilatory Threshold (bpm)** What is this?: [userVentilatoryThreshold]

---

Notes

- 1.0 Profile Name
- 2.0 Edit Information CTA  
Displays information edit UI
- 3.0 Account Email & Password
- 4.0 Personal Information  
These elements are user defined
- 5.0 Assessment Data  
These data elements will be tied to data collected during Assessment. Max Heart Rate can also be derived from User Defined Personal Info
- 6.0 Assessment Date Stamp
- 7.0 Tool Tip CTA
- 8.0 Edit Information UI
- 9.0 Error/Success Feedback States

Error Feedback Display

**9.0 Account Email & Password**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis comm odo turpis eu aoreet quis.

Email:

Success Feedback Display

**9.0 Account Email & Password** Edit

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis comm odo turpis eu aoreet quis.

Email: [user@emailAddress.com]  
 Password: [userP@ssw0rd!]

# Log In Sytem Modals

Log In Modal - Default

1.0

Log In to Armour 39

Email: user@emailAddress.com

Password:

Cancel Submit

Create An Account Forgot Your Password?

Log In Modal - Error Handling

2.0

3.0

3.0

Log In to Armour 39

2.0 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis commodo turpis eu ma.

3.0 Email:

Password:

Cancel Submit

Create An Account Forgot Your Password?

## Notes

- 1.0 Log In Modal Initial Display
- 2.0 Feedback Message Display Area  
Error/Success feedback message should display prominently
- 3.0 Error Feedback  
Error feedback should display in context, related elements should change in appearance

# Account Registration Modals

Create Account

### Create Your Account

First Name:

Last Name:

Email Address:

Password:

Confirm Password:

[Already have an account? Log In](#)

Create Account - Error Handling

### Create Your Account

**2.0** Lorem ipsum dolor sit amet, consectetur adipis cing elit. Duis commodo turpis eu ma.

First Name:

Last Name:

**3.0** Email Address:

Password:

Confirm Password:

[Already have an account? Log In](#)

## Notes

- 1.0** Link UA.com Account  
Requires valid UA.com registered email. Form field remains disabled until checkbox is checked
- 2.0** Feedback Message Display Area  
Error/Success feedback message should display prominently
- 3.0** Error Feedback  
Error feedback should display in context, related elements should change in appearance

Account Created Confirmation

### Account Created

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis commodo turpis eu mauris laoreet quis cursus magna dignissim.

# Password Reset Modals

Reset Password - Email Submission

### Reset Your Password

Email:

Password Reset

### Reset Your Password

Password:

Confirm Password:

## Notes

1.0 Feedback Message Display Area  
Error/Success feedback message  
should display prominently

2.0 Error Feedback  
Error feedback should display in  
context, related elements should change  
in appearance

Reset Password - Error Handling

### Reset Your Password

1.0 **Lorem ipsum dolor sit amet, consectetur  
adipis cing elit. Duis commodo turpis eu m**

2.0 **Email:**

Password Reset Confirmation

### Password Updated

Lorem ipsum dolor sit amet, consectetur adipiscing  
elit. Duis commodo turpis eu mauris laoreet quis  
cursus magna dignissim.

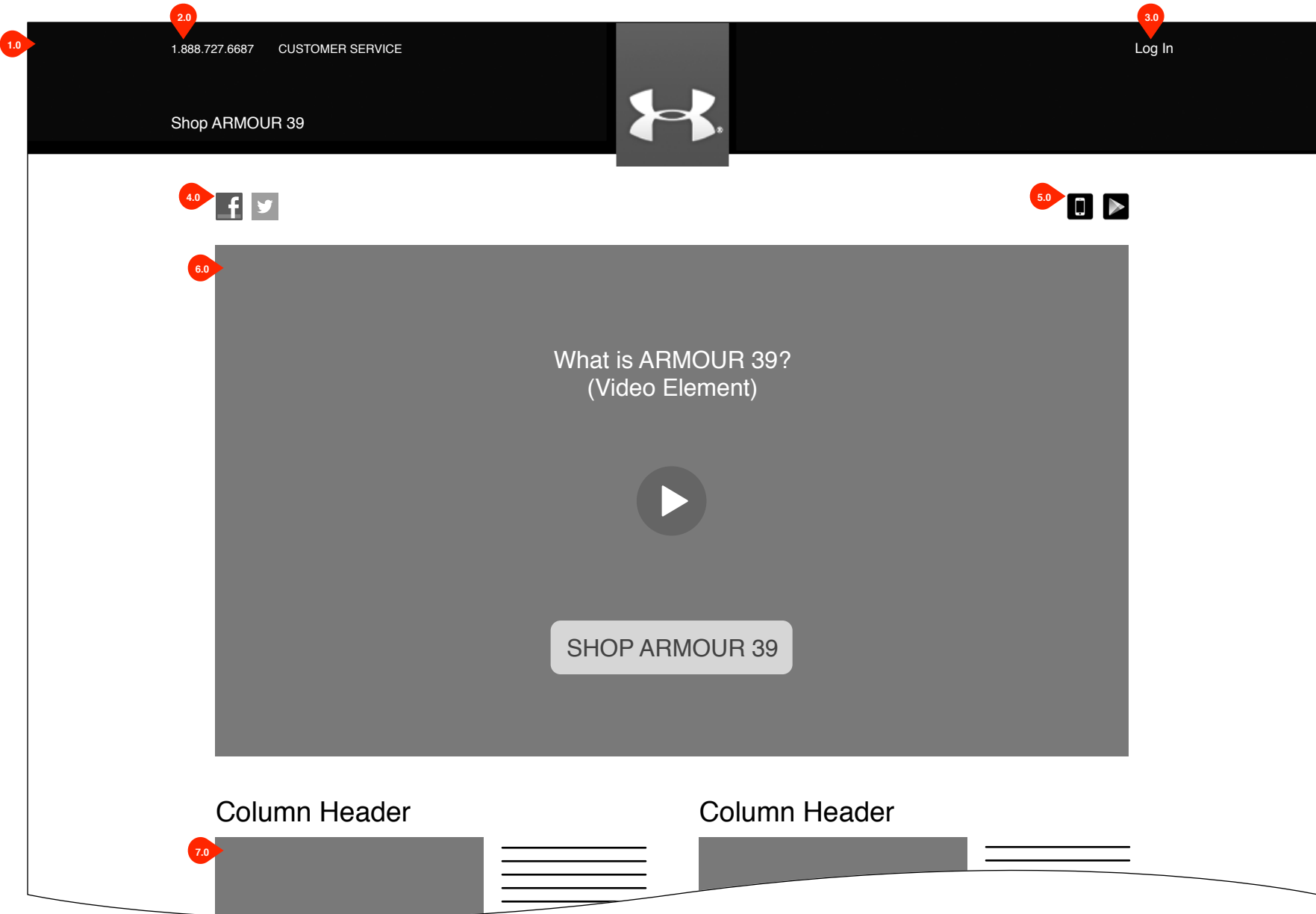
Password Reset Email Sent Confirmation

### Password Reset Email Sent

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Duis commodo turpis eu mauris  
laoreet quis cursus magna dignissim. Etiam  
eget risus tellus, vitae semper justo. Donec  
cursus varius mi in gravida. Vivamus egestas  
est ullamcorper nibh vulputate egestas

# Page Level Wireframes


Page level wireframes further specify layout requirements.



Notes

- 1.0 Global Header  
Should relate to UA.com header
- 2.0 Customer Service Links  
Retain Customer Service contact info, consider retaining placement
- 3.0 Log In CTA  
Consider placement of this element as it relates to UA.com
- 4.0 Social Share Links  
Outgoing social share CTAs
- 5.0 App Download Links  
App Download links should appear prominently on page
- 6.0 Primary Content Element (Hero)  
Content type TBD; consider video player functionality
- 7.0 Secondary Content Elements  
2-column content grid

1.888.727.6687    CUSTOMER SERVICE
Hello User   Manage Profile   Log Out



Shop ARMOUR 39

**1.0** [User Name]  
Manage Profile

**2.0** **Calendar**

Calendar

Calendar

Calendar

**3.0** **Your Latest Workout** **4.0** 7 Day   Month

MAY	MAY	MAY	MAY	MAY	MAY	MAY
14	15	16	17	18	19	20

**6.0**

# 8.9

Willpower

Willpower/Time Graph

148 Average Heart Rate


6.8% Average Intensity

1123 Calories Burned

60:03 Workout Time

- Notes**
- 1.0** User Profile Summary  
These elements should be clustered:  
User Name, Manage Profile CTA
  - 2.0** Dashboard Navigation  
Dashboard navigation system should permit expansion
  - 3.0** Primary Content Element  
Selected dashboard navigation element displays here
  - 4.0** Calendar Display Toggle  
UI cluster toggles display depth of calendar data
  - 5.0** Week Level Display  
Displays 5-7 days
  - 6.0** Workout Details Display  
Numeric display of workout details

1.888.727.6687    CUSTOMER SERVICE
Hello User   Manage Profile   Log Out



Shop ARMOUR 39

[User Name]  
[Manage Profile](#)

---

**Calendar**

---

Calendar

---

Calendar

---

Calendar

---

◀
May
▶

7 Day
Month

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	<div style="border: 1px solid #ccc; padding: 5px; background-color: white;"> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <div style="text-align: center; font-size: 36px; font-weight: bold; margin-bottom: 10px;">8.9</div> <div style="text-align: center; font-weight: bold; margin-bottom: 5px;">Willpower</div> <div style="text-align: center; background-color: #ccc; padding: 2px 5px; font-size: 10px;">Willpower/Time Graph</div> </div> <div style="width: 50%;"> <div style="margin-bottom: 10px;">148 <small>Average Heart Rate</small></div> <div style="margin-bottom: 10px;">6.8% <small>Average Intensity</small></div> <div style="margin-bottom: 10px;">1123 <small>Calories Burned</small></div> <div style="margin-bottom: 10px;">60:03 <small>Workout Time</small></div> </div> </div> </div>		1		
22	23			8		
29	30	31				

**Notes**


---

1.0 Workout Detail Display  
Detail display should be uniform

1.888.727.6687 CUSTOMER SERVICE

Hello User Manage Profile Log Out

Shop ARMOUR 39



[User Name]

---

Calendar

---

Calendar

---

Calendar

---

Calendar

---

**1.0 My Profile** 2.0 Edit

User Name: [First Name] [Last Name]

**3.0 Account Email & Password** Edit

Email: [user@emailAddress.com]

Password: [userP@sswOrd!]

**4.0 Personal Information** Edit

Age: [MO] - [DAY] - [YEAR]

Weight: [userWeight]

Gender: [userGender]

Assessment Subhead  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis commodo turpis eu mauris.

Last Assessment Date: [MO DAY YEAR]

**5.0 Max Heart Rate (bpm)** What is this?: [6.0 userMaxHeartRate]


**Ventilatory Threshold (bpm)** What is this?: [userVentilatoryThreshold]

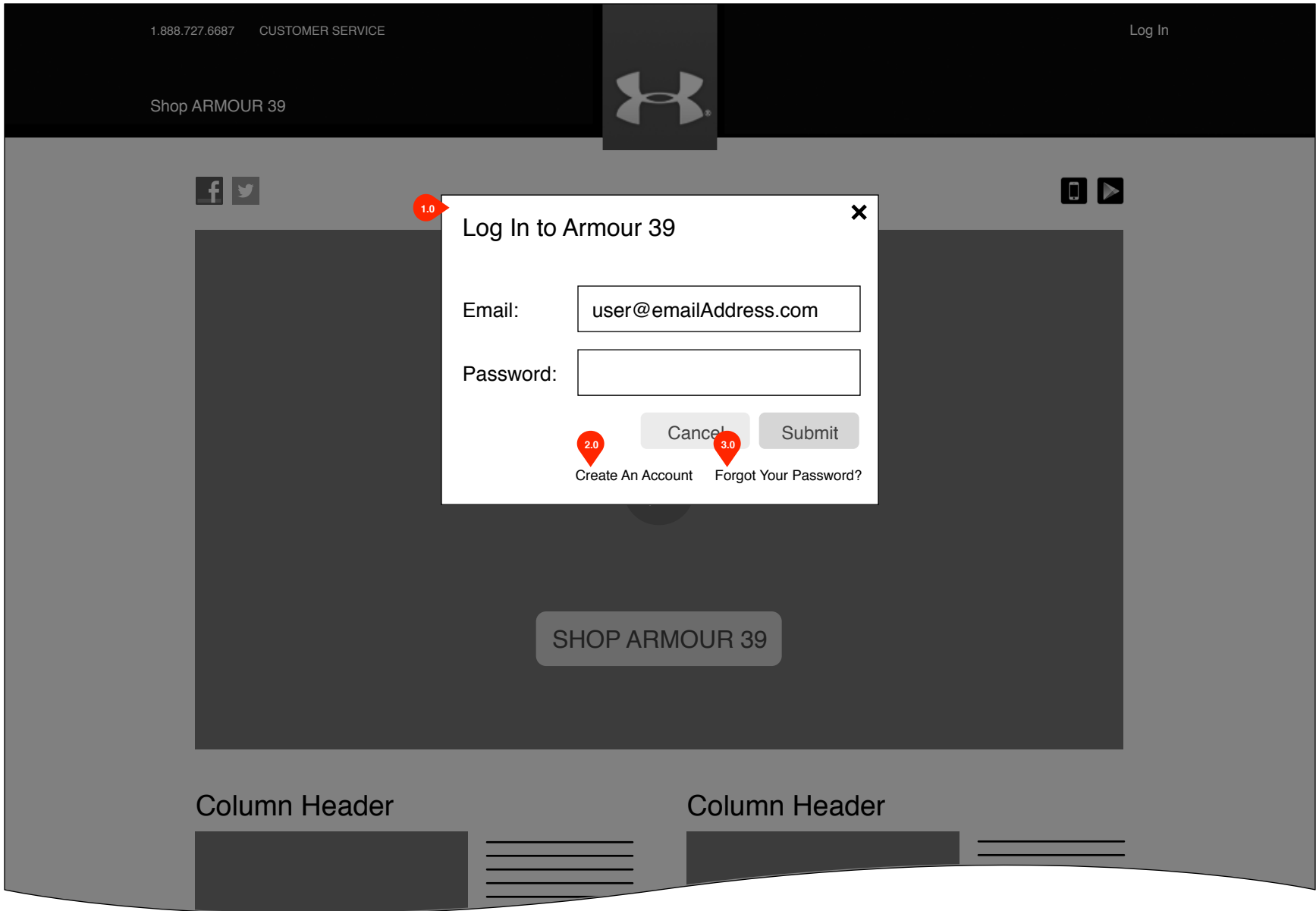
Notes

- 1.0 Profile Name
- 2.0 Edit Information CTA  
Displays information edit UI
- 3.0 Account Email & Password
- 4.0 Personal Information  
These elements are user defined
- 5.0 Assessment Data  
These data elements will be tied to data collected during Assessment; Max Heart Rate can also be derived from User Defined Personal Info
- 6.0 Tool Tip CTA  
Hover/Tap on this element should display tool tip dialogue

6.0 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla a mauris eu lectus vehicula sagittis at vitae erat. Nulla vel scelerisque lacus. Lorem ipsum dolor sit amet, cons

Max Heart Rate (bpm) What is this?:





Notes

- 1.0 Modal Display
- 2.0 Create Account CTA
- 3.0 Password Reset CTA

# Thank You.



85 2nd Street, 6th Floor  
San Francisco, CA 94105  
D. 415-284-2600  
F. 415-284-2650  
attik.com

**PRIVATE & CONFIDENTIAL**

All work within ATTIK's proposal is intended for the recipient only. The recipient may use the information and ideas contained in this document only for the purpose of evaluating a business relationship with ATTIK. The recipient may not disclose any of the information or suggested ideas contained herein to third parties or to the recipient's employees except employees who are required to have the information in order to carry out the discussions of the contemplated business relationship. By accepting this document they are deemed to have agreed to these terms.

All ideas contained within this document are owned by ATTIK ©2012.  
ATTIK is a subsidiary of Dentsu America, Inc. and Dentsu (Holdings), Inc.

Please consider the environment before printing this document.