

## Wellness

- **Wellness** is a **TV, Internet** and **Mobile** based interactive weight management service. **Wellness'** concept is designed to help users better understand the meaning of exercising and nutrition in leading a balanced and healthy life.
- **Wellness** is a **subscriber based** service for television channels looking for **long term monthly income** from viewers also. The subscription fee is scaled so that it's economically sensible for the user to subscribe for a longer period. Subscription options could be 3, 6 or 12 months.
- The target group of **Wellness** is men and women aged 22+ years who feel the need to get into better shape. This is a substantially large group in any western country.
- When a user joins our program he/she will be assigned a personal trainer who helps him/her achieve weight, training and diet goals. With daily **instructions, motivational tools** and **health tools** we will make sure that this time you will be successful with your efforts.
- Every week there is a special television program covering subjects from losing weight to sports and nutrition. Successful user cases are also presented in the program to further motivate existing users and encourage others to join.

## Basic Service Elements

### Personal Profile

User's personal data: age, sex, weight, target weight etc.

User can create an exercise program on his/her own, or one can be created automatically according to his/her desires.

### Calendar

Follow that you eat and exercise correctly and according to your plan. Adding data to calendar is made easy so it will not be neglected.

### Visual Calorie Intake Calculator

Easy adding of calories eaten by clicking pictures of common foods. The approximated calories eaten will be added to user's calendar.

### Weekly Menús

Designed for the user by professionals.

New recipes for breakfast, lunch, dinner and snacks with calculated calories .

### Weekly Coach Letter

A motivating letter to remind you of your goals and means of getting you there.

### SMS Support

Regularly sent support message, an essential tool for motivation.

### Forum/Chat

Users can interact with each other, ask questions from professionals, and form a community.


### Store

From the [Wellness-Store](#) the subscribers may purchase sport and fitness related instruments, clothes, books and nutrition related items.

### Extra

Sports- and life-style articles, links, videos etc.

## Web Interface



The screenshot shows the Wellness web interface. At the top is a banner with the Wellness logo, a measuring tape, and a bowl of fruit. Below the banner is a navigation menu with links: Personal Trainer, My Profile, My Calendar, Food & Receipts, Store, Extra, and Contact.

**Main**  
Welcome to **Wellness!**  
**Peterson48**  
My Profile  
Age: 49  
Weight: 93  
Height: 1'80  
Weight Index: 30  
Photo: View

**Start now controlling...  
Your DIET, YOUR HEALTH...!**

3 months 29€	6 months 49€	12 months 79€
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**PERSONAL Trainer**

**BMI Calculator**  
Want to lose weight or just improve your diet?  
Height  ft  in  
Current Weight  lbs  
Goal Weight  lbs  
**GET MY BMI**

**Wellness Store**  
Your health comes first

## User Incentives - The Path to Market Growth

Success of **Wellness** is largely dependent on a growing number of users. Here are ways to get people to start and stay with **Wellness**.

- ➔ Successful user cases presented in each TV-Program. The success of others is a powerful motivator.
- ➔ Have a friend try out **Wellness** for one day for free. After subscribing a user can invite one friend to try out **Wellness** for one day, it is easier to change your lifestyle and commit to something new if you are not doing it alone.
- ➔ Free gift if you get three new subscribers to **Wellness**.
- ➔ A periodic free raffle for subscribers. With prizes that are useful for our target group. It is always a positive feeling to receive something extra for free.
- ➔ Well thought out functionality, layout and appearance. Ease of use frees the user to concentrate on getting results.

## User Interface Design

### Free Zone

**Main page**

**BMI Calculator**      **BMI Result**

Successful user case with pictures.  
Information about Wellness.

## Subscription

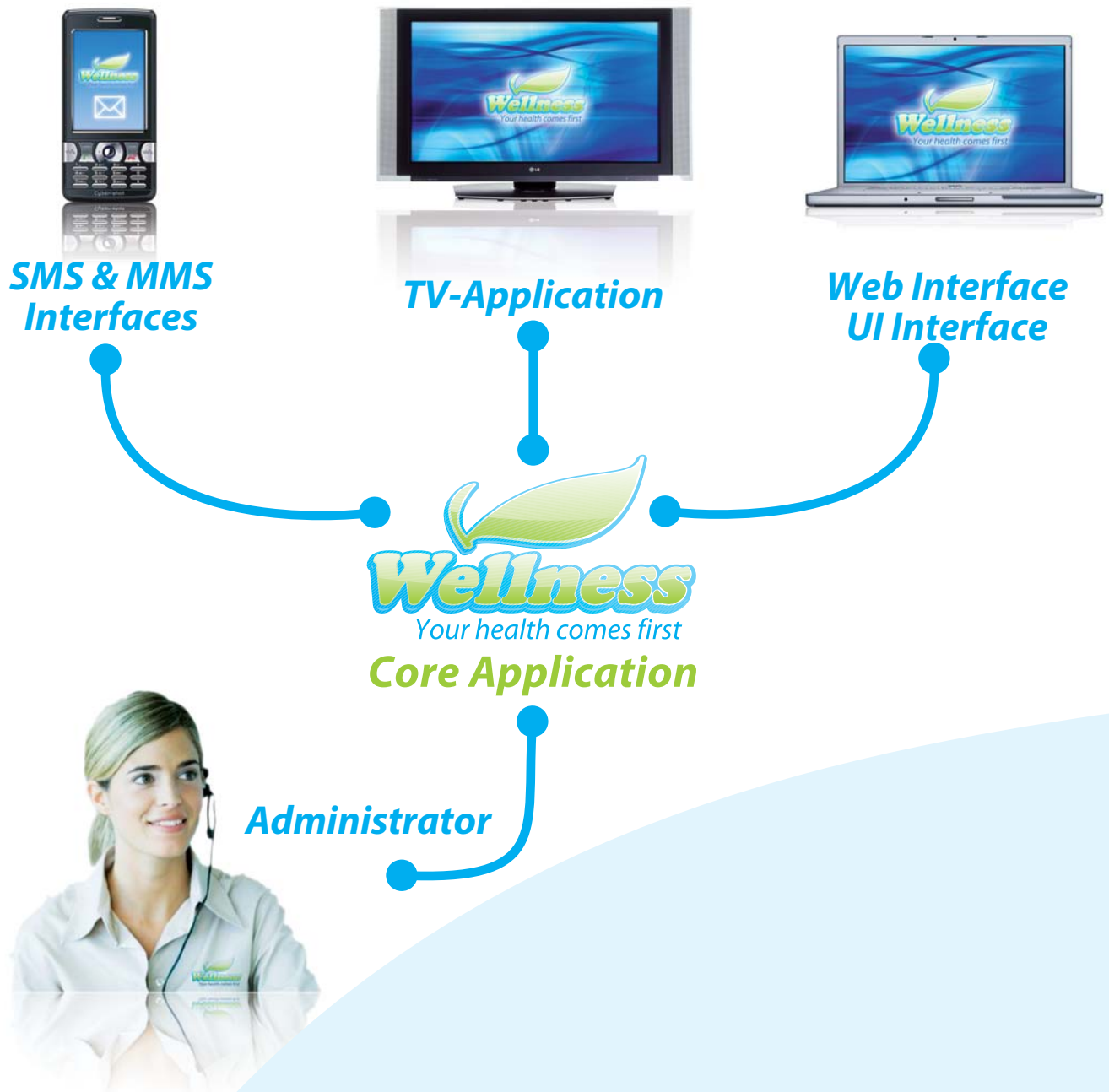
### Subscriber Zone

Personal Data	Calendar	Training Program	Food & Recipes
<p>Name Age Height Weight Photos</p> <p>BMI trend</p>	<p>Input Calories Exercises done Trend Displays Mobile Interface Personal Menú</p>	<p>Sports Profile User's Target Daily Exercises Weekly Exercises Example Programs Sports Calculator Videos</p>	<p>New Recipes Information About Healthy Eating</p>

### Easy Data Exchange

Forum/Extra	Store
<p>F.A.Q. Professionals' Columns Articles Forum Chat Mental Trainer</p>	<p>Literature Health Related Products</p>

## Basic Service Architecture



## Training Program / Calendar

There is a simple formula to lose weight; burn more calories than you intake!

This is easier said than done, especially if there is no way to monitor your calorie balance. This is where **Wellness** can help.

- In the training program section the user creates a personalized program to help him/her achieve the desired goals. A program can also be created for them should they need help. There are also sample programs to choose from if that seems the easiest way to start.
- After the Training program has been made you can add done exercises to the calendar with one click. You can also add estimated calorie expenditure, e.g. 30 minutes of house cleaning, 20 minutes of mowing the lawn, etc.
- There are also various tests/calculators for subscribers to use.
  - Body Mass Index - Body Mass Index (BMI) is a measure of a person's weight in relation to height, not body composition.
  - Calorie tables
  - Recipe finder
- ***These values do not apply to athletes, body builders, pregnant or nursing women, the frail or elderly or people under 18.***

## Calendar - Your Information Bank

- By adding to the calendar each day what he/she has eaten and what sports he/she did, the user is able to see with one glance the progress he/she has made.
- The most important difference with **Wellness** compared to others is that **Wellness' usability is unequalled by others.**
  - The Visual Calorie Intake calculator makes it easy to input the calories eaten. There are a lot of sample menús and separate food items the user can add to the calendar by simply clicking the picture.
  - This will solve the problem traditional services have; users start out enthusiastically and in the beginning have the energy to fill in the information traditionally and in great detail, but in few weeks time, they find it too difficult and time consuming.
  - Calendar is accessible from mobile phone and Internet.
  - Depending on the user profile (workstyle, exercise information and diet) we can calculate if he/she is losing or gaining weight.
  - There are trend displays for exercising times, calories eaten, burned calories etc.

## Weekly Menús and Daily Recipes

- Every friday the user receives his/her weekly menu for the next week. This way the user can do the shopping needed during the weekend. These menus are built by professionals depending on the user profile and target. There are hundreds of pre-prepared menus on the database, from where the software picks up the correct options for each user.
- Daily recipes with information are available on the Internet every day, so that the user may replace some parts from their weekly menu if they choose to do so.

## Weekly Coach Letter

- Weekly coach letter is sent to users by email. The letter is always sent the same day of the week and at the same time, so that the user knows to expect it.
- The purpose of this letter is not to put pressure on the user but to add motivation and invoke a positive feeling.
- The letter serves also as a reminder that **Wellness** service is there, it is easily accessible, and only by using it it's effective.
- There is always a user success story attached to this weekly letter.

## Forum / Extra

- The forum serves also as a source of answers for people starting a new life-style.
- In the Forums users may start new topics, follow the existing ones, ask for help and information from other users and professionals, etc.
- There is also a chat room available where the users may exchange opinions, and motivate each other. There are various chat rooms – topics: Food, exercise, motivation.
- Forum trading post is a section where users can advertize used gear they are willing to part with etc.

## Wellness – Store

- In the store users can find literature related to health issues, losing weight, eating- and exercising correctly.
- There are also items available like pulse meters, home training equipment, blood pressure meters, thermometers etc.
- Fitness foods like energy bars, Isotonic sports drink powders, protein powder etc. All from known manufacturers, so there is no issue with quality control.
- Sports DVD's for example: rock climbing, canoeing, downhill skiing, tai chi etc.
- **Wellness** branded items: T-shirts, gym bags, coffee cups, etc.

## Video Section

- Here we have the television programs and other interesting informational videos like nutritionist interviews etc.
- Advertiser videos are also placed in here.
- Gymnasium videos (right movements)•

## Daily Motivation

- ➔ Losing weight for good is not something you do once, and that's it. It requires a lifelong change, and lifestyle change is just not possible without motivation. The motivation has to be effective and daily, it's one of the key elements.
- ➔ Especially in the beginning it really makes it easier changing your lifestyle when there is a daily reminder to stay the course.
- ➔ Our daily motivators can be sent by email and/or SMS, it is up to the user to decide. These motivational messages are done by professionals to suit the user personalized needs.

### Examples:

- *If you walk just 30 min. more a day, it means 180 hours a year, which requires as much calories as there are in 7,6kg of fat.*
- *100g of Ice Cream might have even 380 KCal. Seven apples have some 280Kcal all together.*
- *Jogging in the morning before breakfast forces your body to make the energy needed by burning fat.*
- *Don't tempt yourself. Keep sugary treats and high-fat snacks out of your cupboards (or at least on a high shelf!). If junk food isn't easily accessible, you're less likely to eat it.*

## Revenue Potential

- Example country of Outofshapia:  
inhabitants 10.000.000, internet penetration > 50%
- Channel viewers for the weekly **Wellness** program: 150.000
- Viewers going to **Wellness** website because of the program, 10% = 15.000  
out of which 10% will subscribe = 1.500
- Internet visitors due to advertizing, not program viewers: 100.000  
out of which 2% will subscribe = 2.000
- Monthly subscription price € 9
- First month subscribed users 3.500
- First month Revenue € 31.500
- In six months 15.000 subscribed users. 2.500 got away.
- In total after six months 12.500 paying customers
- After just six months: revenue potential per month is € 112.500