

Weekly Lifestyle Goals

Feature Guide





Weekly Lifestyle Goals

Weekly Lifestyle Goals (WLGs) are a new type of goal being introduced into the Vitality Product in 2020. WLGs offer over 180 activities designed to make people healthier in an efficient, effective, and sustainable manner. WLGs are personalized to the member, recommended based on a member's preferences, health data, and engagement in the program. Members are offered goals from a set of holistic, comprehensive pathways, and can choose which area they want to focus on each week.

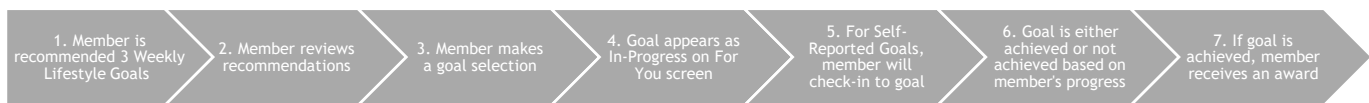
Each week a member will receive 3 goal recommendations, of which they may select none, or 1 of the 3 goals. These WLGs can be presented in four distinct types: Self-Reported, App Supported, Profiles, and Quizzes. Depending on the type of goal the member has selected, their journey will be slightly different each week.

This document will explore the member journeys for all Weekly Lifestyle Goals.



Self-Reported Goals Journey

Self-Reported Goals are goals that require the member to manually check-in and report their progress daily on the mobile app. The amount of days the member must check-in is defined by the goal. We call this the goal requirement or objective. e high-level experience is defined below:



1. Goal Recommendation

Three new goal recommendations are given to the member every **Monday**, and the member will have until **Sunday** to complete the goal. Until a goal is selected each week the member sees a card on the For You page which prompts them to “Select and complete a lifestyle goal.”

2. Recommendation Review

When a member taps the WLG card, “Select and complete a lifestyle goal,” they see their three recommended goals presented in a list format of tappable cards.

The member can tap into each of these cards to review the goal specifics and how to complete the goal so they may make an informed decision.

The information contained in each goal detail screen is:

- **Rewards:** What reward the member can earn for the goal
- **How to complete:** An overview of the actions required from the member to complete the goal.
- **Why is this important:** Contextual information for the member as to why this goal is relevant for overall health and wellness.

3. Goal Selection

After a member has reviewed their recommended goals, they may choose to select none or 1 of the 3 recommendations. The member will do this by tapping the “Select this goal” button at the bottom of the goal card.

Once the member has selected the goal, they will no longer see the other 2 goals that have been recommended to them.



4. In-Progress State

Once a goal has been selected, the card on the For You screen changes from the weekly recommendation card state to the active goal card state for the goal selected.

This card reminds the member that the goal period ends Sunday. It also informs the member of the remaining number of days they need to perform the activity to achieve the goal - or counts down - as the member checks in during the week.

For Self-Reported goals, there will be an orange “Check-In” button which will bring member into the goal card and allow them to check-in for their goal.

5. Self-Reported Goal - Checking-In

In order to achieve Self-Reported goals, members will need to manually check-in to the goal reporting that they have met the goal requirement for the day.

Members can only check-in to their goal one day at a time, on the current day or the next day. Whether same-day check-in or next day check-in is required depends on the goal activity and is explained to the member in the How to Complete section. This section is always available within the goal details card for the member to review.

Members will not be able to log in at the end of week and check-in for every day that week, so it is important that the member log in regularly in order to meet the goal objective. Reminders by way of push notifications help keep the member on a path for success each week once a goal is selected.

6. Goal Achieved or Not Achieved

When the member completes the requisite number of check-ins for the goal, they receive confirmation that the goal has been met as part of the check-in journey. This confirmation is a modal that requires the member to confirm that they’ve met their goal by tapping “Got it.” The goal card listed on the For You screen changes to a ‘completed’ state. This card remains in this state until the new weekly goal recommendation cycle begins the following Monday.

If a member does not meet the requisite number of check-ins by the deadline, then the goal is considered Not Achieved.

There is no “Not Achieved” messaging for the member.



7. Reward - Gameplay only

If a member achieves their goal, they are awarded a spin. This spin reward card is added to the For You screen below the Promotions cards.

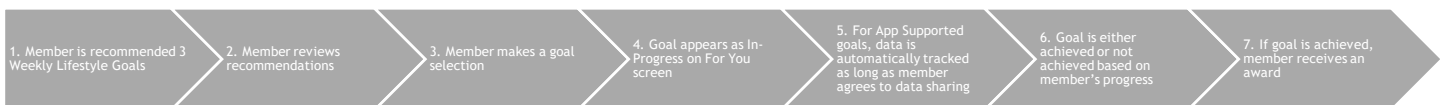
Members are informed of when their opportunity to take their spin expires on this card.

If they tap the card they will be brought to their spin.

App Supported Goals Journey

App Supported Goals are goals that members' qualifying activity is automatically tracked provided member has consented to share their app data with Vitality. Supported apps must be able to connect to Health Kit for iOS devices and either Google for Android.

The high-level experience is defined below:





1. Goal Recommendation

Three new goal recommendations are given to the member every Monday, and the member will have through Sunday to complete the goal. Until a goal is selected each week the member sees a card on the For You page which prompts them to “Select and complete a lifestyle goal.”

2. Recommendation Review

When a member taps the WLG card, “Select and complete a lifestyle goal,” they see their three recommended goals presented in a list format of tapable cards.

The member can tap into each of these cards to review the goal specifics and how to complete the goal so they may make an informed decision.

3. Goal Selection

The information contained in each goal detail screen is:

- **Rewards:** What reward the member can earn for the goal
- **How to complete:** An overview of the actions required from the member to complete the goal. This section will also inform member of the supported apps they can use. There will also be a tap target to either Health Kit for iOS or Google Fit for Android depending on the members device. The member must make sure that they have chosen to share data from the supported app with Vitality in order to complete the goal.
- **Why is this important:** Contextual information for the member as to why this goal is relevant for overall health and wellness.

After a member has reviewed their recommended goals, they may choose to select none or 1 of the 3 recommendations. The member will do this by tapping the “Select this goal” button at the bottom of the goal card.

Once the member has selected the goal, they will no longer see the other 2 goals that have been recommended to them.

4. In-Progress State

Once a goal has been selected, the card on the For You screen changes from the weekly recommendation card state to the active goal card state for the goal selected.



5. Automatically Tracked

Members must make sure that they have agreed to share their data with Vitality for their activity to be automatically tracked.

If member has agreed to data sharing, then they should see any qualifying days marked as Completed in their weekly tracker.

Members are encouraged to open their Vitality app frequently, so their account syncs the data.

6. Goal Achieved or Not Achieved

App-supported goals will have a monitoring period of 6 days after the end of the goal cycle in which data may come into the system and still count toward the goal. During this time, a member will receive other goal recommendations as a new week has started.

If data supporting completion of the goal is met before the end period of the goal, then the goal card listed on the For You screen changes to a 'completed' state.

This card remains in this state until the new weekly goal recommendation cycle begins the following Monday.

If a member does not meet the requisite number of tracked days by the deadline, then the goal is considered Not Achieved.

There is no "Not Achieved" card state for the member.

7. Reward - Gameplay Only

If a member achieves their goal, they are awarded a spin. This spin reward card is added to the For You screen below the Promotions cards.

Members are informed of when their opportunity to take their spin expires on this card.

If they tap the card they will be brought to their spin.



Profiles are goals that request a member complete a short profile/questionnaire about their habits or preferences.

The high-level experience is defined below:





1. Goal Recommendation

Three new goal recommendations are given to the member every **Monday**, and the member will have until **Sunday** to complete the goal. Until a goal is selected each week the member sees a card on the For You page which prompts them to “Select and complete a lifestyle goal.”

2. Recommendation Review

When a member taps the WLG card, “Select and complete a lifestyle goal,” they see their three recommended goals presented in a list format of tapable cards.

The member can tap into each of these cards to review the goal specifics and how to complete the goal so they may make an informed decision.

The information contained in each goal detail screen is:

- **Rewards:** What reward the member can earn for the goal
- **How to complete:** An overview of the actions required from the member to complete the goal.
- **Why is this important:** Contextual information for the member as to why this goal is relevant for overall health and wellness.

3. Goal Selection

After a member has reviewed their recommended goals, they may choose to select none or 1 of the 3 recommendations. The member will do this by tapping the “Select this goal” button at the bottom of the goal card.

Once the member has selected the goal, they will no longer see the other 2 goals that have been recommended to them.

For Profiles, once the member taps “Select this goal” they will be prompted to choose if they’d like to complete the profile at that time, or later.

4. In-Progress State

If a member elects to complete their profile later, they will see the card in In-Progress state on their For You screen.

This card reminds the member that the goal period ends Sunday. It has an actionable button that they can tap to begin, “Complete Now.”



5. Completing a Profile

To complete a Profile, members must answer all questions contained within the Profile questionnaire.

At the end of the Profile, the member must tap “Finish” to complete the goal.

6. Goal Achieved or Not Achieved

When the member completes their profile, they receive confirmation that the goal has been met. This confirmation is a modal that requires the member to confirm that they’ve met their goal by tapping “Review Summary.”

The goal card listed on the For You screen changes to a ‘completed’ state. This card remains in this state until the new weekly goal recommendation cycle begins the following Monday.

A member may view a summary of their completed profile by tapping into the completed card.

If a member does not complete the profile by Sunday, then the goal is considered Not Achieved.

There is no “Not Achieved” card state for the member.

7. Reward - Gameplay only

If a member achieves their goal, they are awarded a spin. This spin reward card is added to the For You screen below the Promotions cards.

Members are informed of when their opportunity to take their spin expires on this card.

If they tap the card they will be brought to their spin.

Quizzes Journey

Quizzes are goals that require a member to answer a few questions about a relevant health topic and receive a certain percentage correct in order to pass the quiz.

The high-level experience is defined below:





1. Goal Recommendation

Three new goal recommendations are given to the member every Monday, and the member will have through Sunday to complete the goal. Until a goal is selected each week the member sees a card on the For You page which prompts them to “Select and complete a lifestyle goal.”

2. Recommendation Review

When a member taps the WLG card, “Select and complete a lifestyle goal,” they see their three recommended goals presented in a list format of tapable cards.

The member can tap into each of these cards to review the goal specifics and how to complete the goal so they may make an informed decision.

3. Goal Selection

The information contained in each goal detail screen is:

- **Rewards:** What reward the member can earn for the goal
- **How to complete:** An overview of the actions required from the member to complete the goal. Including a Fact Sheet relevant to the quiz for members to study.
- **Why is this important:** Contextual information for the member as to why this goal is relevant for overall health and wellness.

After a member has reviewed their recommended goals, they may choose to select none or 1 of the 3 recommendations. The member will do this by tapping the “Select this goal” button at the bottom of the goal card.

For Quizzes, once the member taps “Select this goal” they will be prompted to choose if they’d like to complete the profile at that time, or later.

Once the member has selected the goal, they will no longer see the other 2 goals that have been recommended to them.



4. In-Progress State

If a member elects to complete their quiz later, they will see the card in In-Progress state on their For You screen.

This card reminds the member that the goal period ends Sunday. It has an actionable button that they can tap to begin, “Take the Quiz.”

5. Completing a Quiz

To complete a Quiz, members must answer all questions and achieve a passing score.

At the end of the Quiz, the member must tap “Finish” to complete the goal. They will then see their score.

6. Goal Achieved or Not Achieved

When the member completes their quiz, they receive confirmation of their score and that the goal has been met. This confirmation is a modal that requires the member to confirm that they’ve met their goal by tapping “Review Summary.”

The goal card listed on the For You screen changes to a ‘completed’ state. This card remains in this state until the new weekly goal recommendation cycle begins the following Monday.

If a member does not complete the quiz by the deadline, then the goal is considered Not Achieved.

There is no “Not Achieved” card state for the member.

7. Reward - Gameplay Only

If a member achieves their goal, they are awarded a spin. This spin reward card is added to the For You screen below the Promotions cards.

Members are informed of when their opportunity to take their spin expires on this card.

If they tap the card they will be brought to their spin.

