



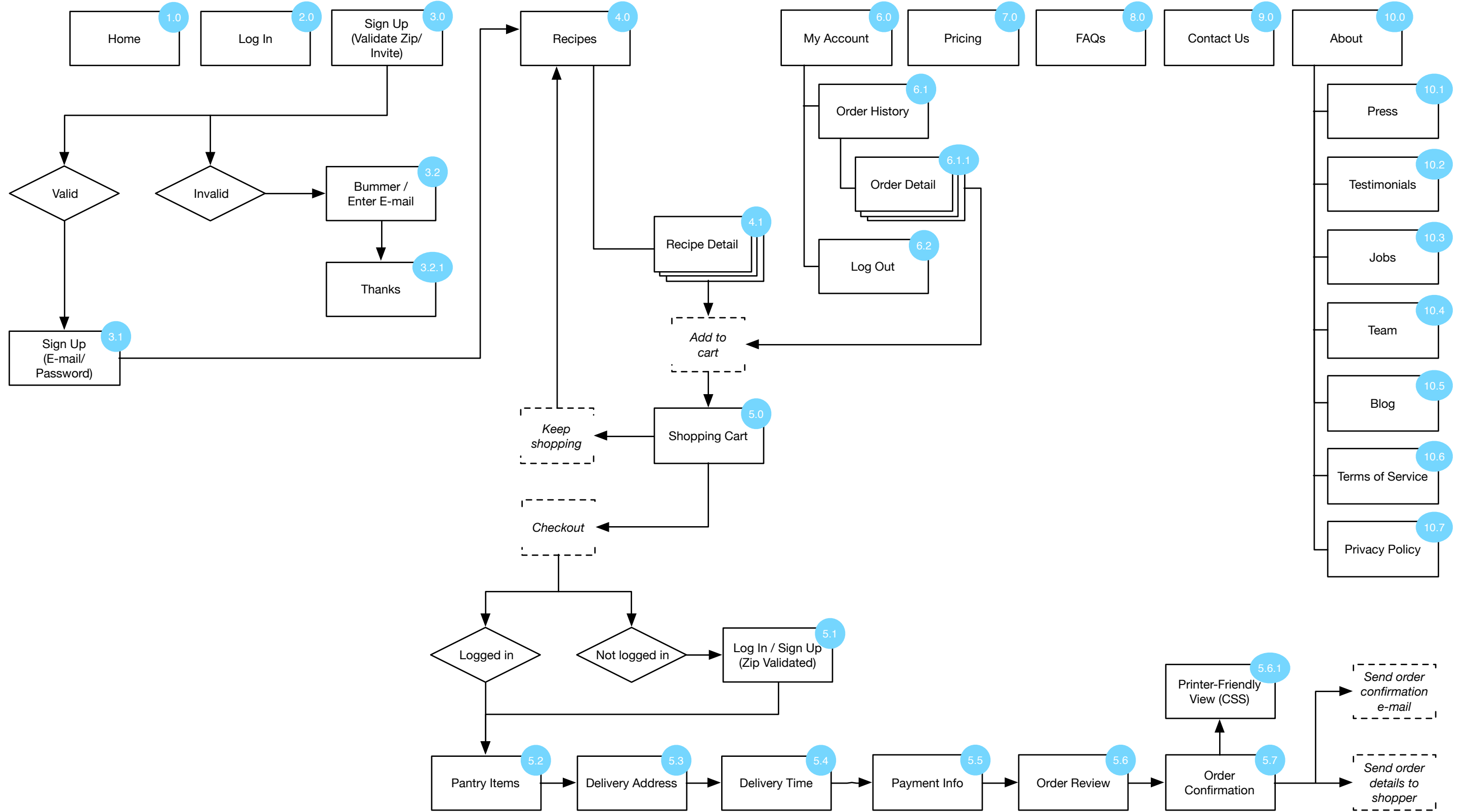
IA / UX Specification - MVP

Author: Jay Sylvester

Version: 0.0.8

Confidential

User Task Flow / Sitemap

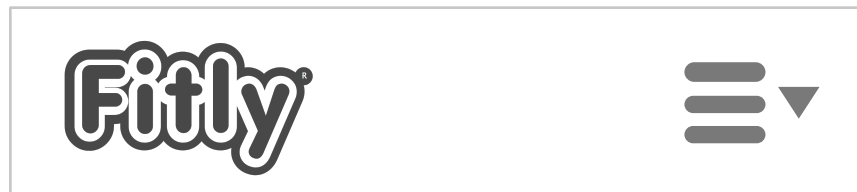


Primary Navigation

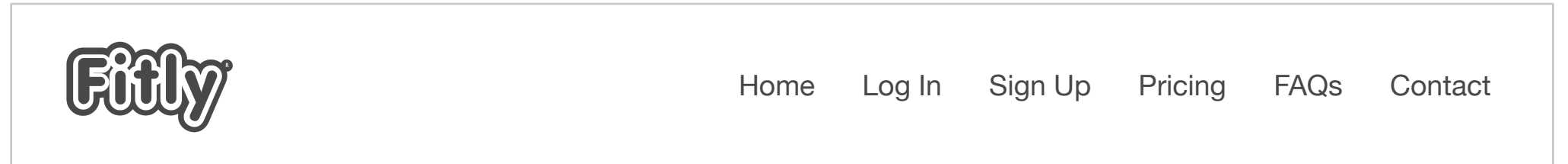
The content of the primary navigation is the same across all devices, with small devices having all items except the cart collapsed under a single menu icon. The cart does not appear in the public view. A “My Account” menu appears in the member view.

Public View

Small Devices

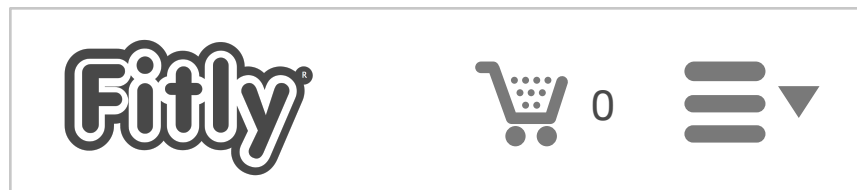


Medium / Large Devices

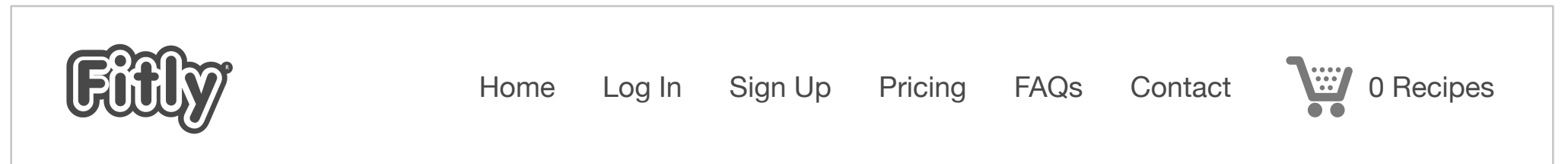


Public View - Zip Code Verified

Small Devices

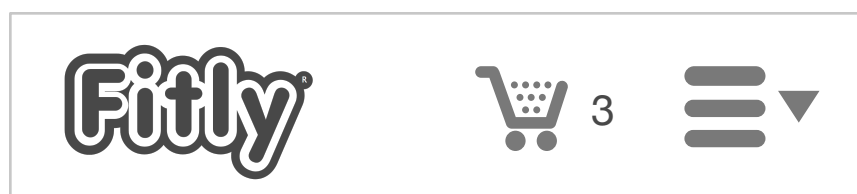


Medium / Large Devices

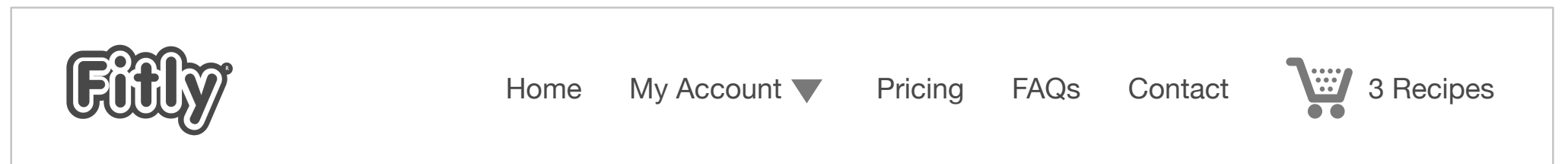




Member View (Logged In)

Small Devices



Medium / Large Devices





Healthy recipes
and fresh ingredients with
free next-day delivery.

Enter your zip code and invite code to
see if Fitly is available in your area.

Already have an account? [Log in and
start shopping!](#)

Zip Code

Invite Code

Check availability

What is Fitly?

We help you discover healthy, delicious
recipes, then ship the ingredients to your
door the next day—or any day you choose.

Fitly makes it easy to plan and prepare
meals based on your dietary needs.


(Content continues, TBD)

TO DO:

- Home page content

2.0

Log In

Fitly 

Log In

Don't have an account? [Sign up now!](#)

E-mail Address


Password

[I forgot my login info.](#)

Log in

3.0

Sign Up (Part 1)

Fitly 

Sign up for Fitly!

Enter your zip code and invite code to see if Fitly is available in your area.

Already have an account? [Log in and start shopping!](#)


Zip Code

Invite Code

Check availability

3.1

Sign Up (Part 2)

Fitly 

Fitly is available in your area!

If you give us your e-mail address and a password, we can set up your account now, or you can do it later when you check out. Up to you.

Take me to the recipes!
I'll create an account later.

Sign up for Fitly!

E-mail Address

Password
8 to 20 characters, letters and/or numbers

Verify Password


Send me an e-mail once a week with the latest recipes and news from Fitly.

By creating an account, you confirm that you have read and agree to our [Terms of Service](#), which includes our [Substitution Policy](#), and our [Privacy Policy](#).

Create my account

3.2

Invalid Zip

Fitly 

Bummer.

Fitly isn't available in your location yet, but if you give us your e-mail, we'll let you know when it is.


We won't spam you or share your e-mail address with anyone. Promise.

E-mail Address

Notify me





3.2.1



Thanks

Fitly 

Thanks for your interest!

Share us with your friends and get them to sign up, too. The more requests we receive for your area, the more likely it is Fitly will become available.

Fitly  

Recipe List

We have 27 recipes with **beef, pork, fish, or salad** that are **gluten free** and **dairy free** with **prep time under 30 minutes**.


[Edit filters](#) [Save as default](#)

Herb Roasted Salmon with Fresh Greens
540 calories | As low as \$5.99 per serving

Steak Salad with Baked Potato
540 calories | As low as \$5.99 per serving

Pork Chops Provencal
540 calories | As low as \$5.99 per serving

Jamaican Pork with Melon
540 calories | As low as \$5.99 per serving

Fitly [Home](#) [Login / Sign Up](#) [Help](#) [Contact](#) [About](#)  3 Items

Recipe List


Prices as low as **\$5.99** per serving with **free next-day delivery**
[Learn more about pricing](#)

Main Dish

- [Beef](#)
- [Pork](#)
- [Poultry](#)
- [Fish](#)
- [Lamb](#)
- [Soy / Tofu](#)
- [Pasta](#)
- [Salad](#)

Dietary Restrictions


- [Vegetarian](#)
- [Vegan](#)
- [Gluten Free](#)
- [Dairy Free](#)
- [Soy Free](#)
- [Paleo Diet](#)



Preparation

- [30 minutes or less](#)
- [No-bake](#)

Herb Roasted Salmon with Fresh Greens	Steak Salad with Baked Potato 540 calories As low as \$5.99 per serving	Pork Chops Provencal
Jamaican Pork with Melon	Cheese Ravioli with Three Pepper Topping	Crispy Salmon
Fish Tacos	Grilled Salmon Salad	Savory Ribs

Fitly [Home](#) [Login / Sign Up](#) [Help](#) [Contact](#) [About](#)  3 Items

Recipe List


[Clear all filters](#)

Main Dish

- [Beef](#)
- [Pork](#)
- [Poultry](#)
- [Fish](#)
- [Lamb](#)
- [Soy / Tofu](#)
- [Pasta](#)
- [Salad](#)

Dietary Restrictions

- [Vegetarian](#)
- [Vegan](#)
- [Gluten Free](#)
- [Dairy Free](#)
- [Soy Free](#)
- [Paleo Diet](#)





Preparation

- [Under 30 minutes](#)
- [No-bake](#)

Prices as low as **\$5.99** per serving with **free next-day delivery**
[Learn more about pricing](#)

We have 27 recipes with **beef, pork, fish, or salad** that are **gluten free** and **dairy free** with **prep time under 30 minutes**. [Save as default](#)

Herb Roasted Salmon with Fresh Greens	Steak Salad with Baked Potato 540 calories As low as \$5.99 per serving	Pork Chops Provencal
Jamaican Pork with Melon	Cheese Ravioli with Three Pepper Topping	Crispy Salmon
Fish Tacos	Grilled Salmon Salad	Savory Ribs

Fitly  

Recipe List

We have **27** recipes with **beef, pork, fish, or salad** that are **gluten free** and **dairy free** with **prep time under 30 minutes**.


[Edit filters](#) [Save as default](#)

Herb Roasted Salmon with Fresh Greens
540 calories | As low as \$5.99 per serving

Steak Salad with Baked Potato
540 calories | As low as \$5.99 per serving

Pork Chops Provencal
540 calories | As low as \$5.99 per serving

Jamaican Pork with Melon
540 calories | As low as \$5.99 per serving

Fitly [Home](#) [Login / Sign Up](#) [Help](#) [Contact](#) [About](#)  3 Items

Recipe List

Prices as low as **\$5.99** per serving with **free next-day delivery**. [Learn more about pricing](#)

Now showing all available recipes. You can [filter your results](#) by main dish, dietary restrictions, and more. [Edit filters](#)

Herb Roasted Salmon with Fresh Greens
540 calories | As low as \$5.99 per serving


Steak Salad with Baked Potato
540 calories | As low as \$5.99 per serving

Jamaican Pork with Melon
540 calories | As low as \$5.99 per serving

Cheese Ravioli with Three Pepper Topping
540 calories | As low as \$5.99 per serving

Crispy Salmon
540 calories | As low as \$5.99 per serving

Pork Chops Provencal
540 calories | As low as \$5.99 per serving

Fitly [Home](#) [Login / Sign Up](#) [Help](#) [Contact](#) [About](#)  3 Items

Recipe List

Prices as low as **\$5.99** per serving with **free next-day delivery**. [Learn more about pricing](#)

We have **27** recipes with **beef, pork, fish, or salad** that are **gluten free** and **dairy free** with **prep time 30 minutes or less**. [Close](#)

Main Dish

- Beef
- Pork
- Poultry
- Fish
- Lamb
- Soy / Tofu
- Pasta
- Salad

Dietary Restrictions

- Vegetarian
- Vegan
- Gluten Free
- Dairy Free
- Soy Free
- Paleo Diet

Save these settings in my profile




[?](#)

[Cancel](#) [Update filters](#)


Cheese Ravioli with Three Pepper Topping
540 calories | As low as \$5.99 per serving

Crispy Salmon
540 calories | As low as \$5.99 per serving

Pork Chops Provencal
540 calories | As low as \$5.99 per serving

[← Recipe List](#)



Cheese Ravioli with Three Pepper Topping

40 minutes (20 to prep, 20 to cook)

Servings: ▼

Price per serving: \$7.99

Total: \$31.96

The more you buy, the lower your price per serving. [Learn more about how pricing works.](#)

Add to cart

What's included

- Cheese ravioli
- Onion
- Green pepper
- Red bell pepper
- Yellow pepper
- Chicken broth
- Zucchini

What you'll need


If you don't have these ingredients on hand, you'll be given the opportunity to add them to your order during checkout.

- Ground red pepper
- Sea salt
- Ground black pepper
- Olive oil

Nutrition Information

Serving size	4 oz
Calories	162
Calories from Fat	82
Total Fat	9.2g

Saturated Fat	2.1g
Trans Fat	0.0g
Cholesterol	11mg
Sodium	457mg
Total Carbohydrates	14.5g
Dietary Fiber	1.4g
Sugars	5.2g
Protein	5.6g

Preparation 

Ravioli

1. Bring a large pot of lightly salted water to a boil. Cook ravioli in boiling water for 8 to 10 minutes, or until done; drain.
2. Chop onions and red and yellow peppers.
3. Heat olive oil in large skillet over medium heat. Saute onion and peppers until tender.
4. Add one cup of the broth, season with pepper flakes, and simmer 5 minutes.
5. Stir in remaining broth, and cook until most of broth has evaporated. Spoon pepper mixture over ravioli.

Parmigiano-Crumbed Zucchini

1. Preheat grill pan over medium-high heat. Combine all ingredients in a bowl; toss well to coat.
2. Arrange zucchini in a single layer in pan; grill 4 minutes, turning after 2 minutes.
3. Chop 1 1/2 ounces ciabatta bread. Place bread and 1/2 teaspoon thyme in a food processor; pulse 10 times.
4. Heat a skillet over medium-high heat. Add 2 teaspoons olive oil.
5. Add bread mixture; cook 5 minutes, stirring frequently. Combine zucchini, bread mixture, and 2 tablespoons grated fresh Parmigiano-Reggiano.

Categories

- [Pasta](#)
- [Vegetarian](#)
- [Soy Free](#)
- [30 minutes or less](#)

Doesn't meet minimum requirements (8 servings)

Fitly 1

Shopping Cart - 1 Recipe
\$7.99 per serving | Total: **\$31.96**

There is an **8 serving minimum** required for each order. Please add at least **4 more servings** of any item to check out and complete your order.

Keep Shopping
Add more servings and save up to \$40.00!

1 Recipe (4 Total Servings)

Herb Roasted Salmon with Fresh Greens

Servings: [Remove](#)

Per Serving: \$7.99 **Item Total: \$31.96**

Keep Shopping
Add more servings and save up to \$40.00!

Meets requirements, prompted to add more

Fitly 2

Shopping Cart - 2 Recipes
\$7.99 per serving | Total: **\$63.92**

Checkout

If you add **4 more servings of any item**, your price per serving drops to \$6.99, **saving you \$12.00 total.**

Keep Shopping
Add more servings and save up to \$40.00!

2 Recipes (8 Total Servings)

Herb Roasted Salmon with Fresh Greens

Servings: [Remove](#)

Per Serving: \$7.99 **Item Total: \$31.96**

Steak Salad with Baked Potato

Servings: [Remove](#)

Per Serving: \$7.99 **Item Total: \$31.96**

Subtotal: \$63.92
Delivery: FREE
Tax: \$0.00
Grand Total: \$63.92

Checkout

Keep Shopping
Add more servings and save up to \$40.00!

Meets requirements and is at lowest serving price

Fitly 3

Shopping Cart - 3 Recipes
\$5.99 per serving | Total: **\$191.68**

Checkout

Awesome! By purchasing at least 20 servings, you're saving **\$40.00** on this order!

Keep Shopping

3 Recipes (32 Total Servings)

Herb Roasted Salmon with Fresh Greens

Servings: [Remove](#)

Per Serving: \$5.99 **Item Total: \$47.92**

Steak Salad with Baked Potato

Servings: [Remove](#)

Per Serving: \$5.99 **Item Total: \$95.84**

Jamaican Pork with Melon

Servings: [Remove](#)

Per Serving: \$5.99 **Item Total: \$47.92**

Subtotal: \$191.68
Delivery: FREE
Tax: \$0.00
Grand Total: \$191.68

Checkout




Keep Shopping

TO DO:

Per Serving: ~~\$7.99~~ \$5.99
Item Total: ~~\$31.96~~ \$23.96

5.1

Log In / Sign Up

Log In

E-mail Address

Password

[I forgot my login info.](#)

Log in

Sign up for Fitley!

E-mail Address

Password
8 to 20 characters, letters and/or numbers

Verify Password

Send me an e-mail once a week with the latest recipes and news from Fitley.




By creating an account, you confirm that you have read and agree to our [Terms of Service](#), which includes our [Substitution Policy](#), and our [Privacy Policy](#).

Create my account

5.2

Pantry Items

No pantry items included with order (insufficient quantity)

Pantry Items - Step 1 of 4




The following ingredients aren't included with your order, but you can add them now. Select any items you need and proceed to the next step.

Next Step: Delivery Info

<input type="checkbox"/>	Ground red pepper 1 oz bottle	\$2.99
<input type="checkbox"/>	Ground black pepper 2 oz bottle	\$3.99
<input type="checkbox"/>	Sea salt 8 oz container	\$4.99
<input type="checkbox"/>	Olive oil 12 oz bottle	\$8.99

Next Step: Delivery Info

Some pantry items included

Pantry Items - Step 1 of 4




Congratulations! Based on your serving quantity, you've qualified to receive some of these ingredients at no additional charge! Select any other items you need and proceed to the next step.

Next Step: Delivery Info

<input checked="" type="checkbox"/>	Ground red pepper 1 oz bottle	FREE
<input type="checkbox"/>	Ground black pepper 2 oz bottle	\$3.99
<input type="checkbox"/>	Sea salt 8 oz container	\$4.99
<input checked="" type="checkbox"/>	Olive oil 12 oz bottle	FREE

Next Step: Delivery Info

All pantry items included

Pantry Items - Step 1 of 4

Congratulations! Based on your serving quantity, you've qualified to receive all these ingredients at no additional charge!

Next Step: Delivery Info

<input checked="" type="checkbox"/>	Ground red pepper 1 oz bottle	FREE
<input checked="" type="checkbox"/>	Ground black pepper 2 oz bottle	FREE
<input checked="" type="checkbox"/>	Sea salt 8 oz container	FREE
<input checked="" type="checkbox"/>	Olive oil 12 oz bottle	FREE

Next Step: Delivery Info

No prior address entry

Fitly

Delivery Info - Step 2 of 4
Tell us where and when you'd like your ingredients delivered.

First Name

Last Name

Address 1

Address 2

City **State**

Zip Code

Phone Number
In case we need to call you about the delivery

Comments / Delivery Instructions

Delivery Window
You can schedule delivery up to a week from today.

Tuesday, September 3rd

8 AM to 10 AM

Next Step: Payment Info

- Tuesday, September 3rd
- Wednesday, September 4th
- Thursday, September 5th
- Friday, September 6th
- Saturday, September 7th
- Sunday, September 8th
- Monday, September 9th

- 8 AM to 10 AM
- 11 AM to 1 PM
- 1 PM to 3 PM
- 3 PM to 5 PM
- 5 PM to 7 PM
- 7 PM to 9 PM

Returning user, existing address

Fitly

Delivery Info - Step 2 of 4
We can use the address you entered last time, or you can enter a different one below.

Use **221B Baker Street** for this order

First Name

Last Name

Address 1

Address 2

City **State**

Zip Code

Phone Number
In case we need to call you about the delivery

Comments / Delivery Instructions

Checked →

Fitly

Delivery Info - Step 2 of 4
We can use the address you entered last time, or you can enter a different one below.

Use **221B Baker Street** for this order



Delivery Window
You can schedule delivery up to a week from today.

Tuesday, September 3rd

8 AM to 10 AM

Next Step: Payment Info

No prior address entry

Fitly  

Delivery Address - Step 2 of 5
Tell us where you'd like your ingredients delivered.

First Name

Last Name

Address 1

Address 2



City **State**

Zip Code

Phone Number
In case we need to call you about the delivery

Next Step: Delivery Time

Returning user, existing address

Fitly  

Delivery Address - Step 2 of 5
We can deliver to the same address as last time, or you can enter a different one below.

Use my saved address:
221B Baker Street

First Name

Last Name

Address 1



Address 2

City **State**


Zip Code


Phone Number
In case we need to call you about the delivery

Next Step: Delivery Time

Fitly  

Delivery Time - Step 3 of 5
You can schedule delivery up to a week from today.




Tuesday, September 3rd 

8 AM to 10 AM 

Delivery Instructions / Comments
Use the side door, beware of dog, etc.

Next Step: Payment Info

No prior payment entry



Payment Info - Step 3 of 4




After you provide your payment information, you'll have the opportunity to review your order before we charge you.

Credit Card Number

Expiration Date **CVC**

Review Your Order

Returning user, existing credit card



Payment Info - Step 3 of 4

You can use the same credit card as last time, or you can enter a different one below. After you provide your payment information, you'll have the opportunity to review your order before we charge you.

Use this credit card:
Ends in 8422, expires 12/2017

Credit Card Number

Expiration Date **CVC**

Review Your Order



2



Order Review - Step 4 of 4

Almost done! We'll charge **\$72.90** to your credit card ending in 8422 when you submit your order.

Submit your order

Delivery Time:

Thursday, September 5th between 3 PM and 5 PM

2 Recipes (8 Total Servings)

Herb Roasted Salmon with Fresh Greens

Servings: 4

Per Serving: \$7.99 **Item Total: \$31.96**

Steak Salad with Baked Potato

Servings: 4

Per Serving: \$7.99 **Item Total: \$31.96**

Pantry Items

Ground red pepper 1 oz bottle **FREE**

Ground black pepper 2 oz bottle \$3.99

Sea salt 8 oz container \$4.99

Olive oil 12 oz bottle **FREE**

Subtotal: \$72.90

Delivery: FREE

Tax: \$0.00

Grand Total: \$72.90

We'll charge **\$72.90** to your credit card ending in 8422 when you submit your order.

Submit your order



Thank you for your order!

You'll receive a confirmation e-mail at **somebody@email.com** containing your order details.

Print receipt

Share Fitly with your friends :)



Delivery Time:

Thursday, September 5th between
3 PM and 5 PM

2 Recipes (8 Total Servings)

Herb Roasted Salmon with Fresh Greens

Servings: 4
Per Serving: \$7.99 **Item Total: \$31.96**

Steak Salad with Baked Potato

Servings: 4
Per Serving: \$7.99 **Item Total: \$31.96**

Pantry Items

Ground red pepper 1 oz bottle	FREE
Ground black pepper 2 oz bottle	\$3.99
Sea salt 8 oz container	\$4.99
Olive oil 12 oz bottle	FREE

Subtotal: \$72.90

Delivery: FREE

Tax: \$0.00

Amount Charged: \$72.90

Print receipt



Order History

Order #10928

Placed On: 9/2/2014
Scheduled for Delivery: 9/5/2014
Status: In process
Total: \$72.90

Recipes:

- [Herb Roasted Salmon with Fresh Greens](#)
- [Steak Salad with Baked Potato](#)

Order #10927

Placed On: 8/30/2014
Scheduled for Delivery: 9/1/2014
Status: Delivered
Total: \$72.90

Recipes:




- [Herb Roasted Salmon with Fresh Greens](#)
- [Steak Salad with Baked Potato](#)

Order #10926

Placed On: 8/14/2014
Scheduled for Delivery: 8/15/2014
Status: Delivered
Total: \$72.90

Recipes:


- [Herb Roasted Salmon with Fresh Greens](#)
- [Steak Salad with Baked Potato](#)

[Order History](#)

Order Details - Order #10928

Placed on 9/2/2014


Order Status:
Payment received

Your payment has been received and your order is being processed. If you need to make changes to this order, please contact customer service.

Phone: **888-999-9999**
E-mail: customerservice@fitly.org

[Print receipt](#)

[Print preparation instructions](#)

To print preparation instructions for individual recipes, see each recipe below.

Delivery Time:
Thursday, September 5th between 3 PM and 5 PM

2 Recipes (8 Total Servings)


Herb Roasted Salmon with Fresh Greens

Servings: 4

Per Serving: \$7.99

Item Total: \$31.96

[Reorder!](#)
[Add to cart](#)

 [View/print preparation instructions](#)


Steak Salad with Baked Potato

Servings: 4

Per Serving: \$7.99

Item Total: \$31.96

[Reorder!](#)
[Add to cart](#)

 [View/print preparation instructions](#)




Pantry Items

Ground red pepper 1 oz bottle	FREE
Ground black pepper 2 oz bottle	\$3.99
Sea salt 8 oz container	\$4.99
Olive oil 12 oz bottle	FREE

Subtotal: \$72.90
Delivery: FREE
Tax: \$0.00
Amount Charged: \$72.90


[Print receipt](#)

Order Status




[Order History](#)

Order Detail - Order ID 10928


Order Status:
In process


Your order has been placed with our grocer and will be ready for delivery soon. If you have any questions or comments, please contact our customer service department.

Phone: **888-999-9999**
E-mail: customerservice@fitly.org




[Order History](#)

Order Detail - Order ID 10928


Order Status:
Out for delivery


Your order is on its way! Our delivery vehicle will arrive between **3 PM and 5 PM**. If you have any questions or comments, please contact our customer service department.

Phone: **888-999-9999**
E-mail: customerservice@fitly.org




[Order History](#)

Order Detail - Order ID 10928


Order Status:
Delivered


Your ingredients have been delivered, which completes your order. If you have any questions or comments, please contact our customer service department.

Phone: **888-999-9999**
E-mail: customerservice@fitly.org

[Order History](#)

Order Detail - Order ID 10928


Order Status:
On hold

There is a problem with your order, so your delivery is on hold. If you haven't already heard from customer service, please contact us for details.

Phone: **888-999-9999**
E-mail: customerservice@fitly.org

Beyond MVP: Features & Ideas

Kitchen Mode / Prep Mode

A special recipe display mode for use in the kitchen. Focuses on ingredients and preparation instructions. Big text, easy to read from a distance. Designed with laptops and tablet landscape mode in mind.

Family Member Profiles

Users can create profiles for each family member, letting them save recipe filter settings that apply to different family members. Users can upload photos of their family members and view different recipe search filters by clicking on the family member's photo.

Promo Codes

Users can enter promo codes in their cart or during checkout to receive discounts.

Delivery Reminder E-mails / Texts

Reminder messages sent the day before/morning of delivery. Possibly allow the user to choose the time/frequency of alerts.

Optional "Plan My Meals" Wizard

Walk users through the process of putting together a meal plan for the week. Nice wizard interface, easy to use.

Filters for Organic / Local / Seasonal

As the title states. Might affect price. Need a solid substitution policy in place.

Guest Checkout

Users can check out without creating an account. They will still have access to order status via a two-step verification process that requires the order ID and billing zip code. If a user checks out as a guest, they'll be encouraged to create an account on the confirmation page.

Order Editing

Allow users to edit their orders, such as changing the delivery window. Order status would have to determine viability (once the shopper has started shopping, the order has entered "preparation" status and can't be edited). Could be very complex to allow changing order contents, however, since the customer is billed at the time the order is placed.