

OCTOBER 9, 2012



# ARMOUR 39 Web Experience Discovery Findings

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## Overview

Our Discovery presentation outlines the findings and recommendations uncovered during our Discovery Phase.

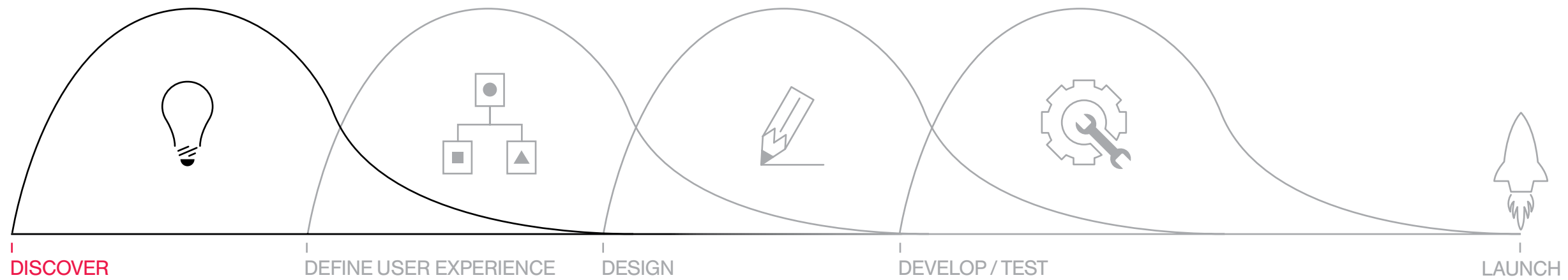
Our area of enquiry focuses on implications for Design only. ATTIK has evaluated Development considerations as they relate to the delivery and scope of design deliverables. ATTIK has also outlined where additional input might be provided along the development timeline.

### THE OBJECTIVES OF THIS PHASE ARE AS FOLLOWS:

- Clearly define Web Experience Design scope
- Prioritize Design elements for launch
- Outline timing for Design deliverables
- Outline methodology for Design phases
- Examine associated implications for site development and launch

# Project Process Recap

The goal of the Discover phase is to establish a foundation for subsequent phases of work. Learning from this phase will inform short and long-term project goals, requirements and outputs for the ARMOUR 39 web experience.



# Discovery Discussions

## Stakeholders

ATTIK talked with key project stakeholders who have been involved with the ARMOUR 39 project. Our primary interviews were held during an on-site meeting in Baltimore, with several follow-up phone calls providing additional source material.

Primary participants represented a range of disciplines: project management, marketing, e-commerce, technology and product development.

### DIGITAL SPORT TEAM

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MANAGING DIRECTOR, DIGITAL SPORT

Mark Oleson  
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Nathan Shriver  
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SVP INNOVATION

Steve Sommers  
VP BRAND MARKETING

Steve Battista  
SVP CREATIVE

Dan Mecchi  
DIRECTOR DIGITAL MEDIA

# Marketing/Creative Discussion Recaps

## DISCUSSION ATTENDEES

**Steve Sommers**  
VP BRAND MARKETING

**Steve Battista**  
SVP CREATIVE

## DISCUSSION POINTS

- Proving it: ARMOUR 39 gives you (competitive people) proof that you're better than someone within a competitive environment ("comes down to bragging rights").
- Role of ARMOUR 39 website: A tool that helps you sift through the data and maximize it for your benefit.
- Distinct role for mobile app vs. website, both contribute to branded product experience.
- Key difference between web app and mobile app: web app offers greater usability, a bigger space to compare results (vs. mobile, quick update).
- Key difference between mobile app and web app: mobile app gives you what's happening at that moment and the ability to compare stats in the moment.
- Competition: Intense competition, but delivered with spunk and humor.
- Emphasize individual performance that can extend to comparison: Personal records, badges, achievement levels.
- Product experience that the ARMOUR 39 website must support: A "top of mountain experience" that people in the middle can enjoy.
- Branded experience from beginning to end: total experience brought to you by Under Armour, creating community in the process.
- Relevance to audience is paramount: "Don't talk to ourselves."
- Bringing it to life: fresh look and feel that reaches a tech heavy audience
- Need to keep look and feel fresh – futuristic.
- A great thing, where you can get challenge going, and be challenged back.
- Personality of the experience: youthful, tech heavy/tech savvy.

## KEY THEME

Ensure that mobile app and web app are complementary; "good at different things."

## KEY POINTS

ARMOUR 39's Core Attraction: Personal training meets gamification."

# Innovation Discussion Recaps

## DISCUSSION ATTENDEES

Kevin Haley  
SVP INNOVATION

## DISCUSSION POINTS

- Role of ARMOUR 39 website: Easy to use, simple tool to assess performance and access content.
- Key content: workout information, trainers, data analysis, calendaring, social engagement. Free workout or long-distance training (paid), then you'll have sub-section bias for people who want to pop up the calendar and analyze.
- Free & Premium content: basic workouts available for free, more in-depth content could be paid.
- Product experience that the ARMOUR 39 website must support: Inspiring, simple and durable.
- Inspiring product experience: super compelling, gregarious, engaging (contests as a way to prove progress).
- Simple, usable presentation of data: data nomenclature, presentation of key data points: "make it too complicated and it will fail," "one really big number rather than multiple data points."
- Early adopters: encourage full integration into their lives.

## KEY THEME

Support real data that matters, simply.

## KEY POINTS

ARMOUR 39's Core Attraction: changes the game by making data crucial to your success ("can't manage it unless you measure it").



# E-Commerce Discussion Recaps

## DISCUSSION ATTENDEES

**John Rogers**  
VP/GM ECOMMERCE

**Dave Demsky**  
VP E-COMMERCE OPERATIONS  
& DEVELOPMENT

**Michele Parzianello**  
SR. DIRECTOR ECOMMERCE  
MERCHANDISING

**Brian Massey**  
DIRECTOR OF ECOMMERCE  
INFORMATION SYSTEMS

## DISCUSSION POINTS

- Role of ARMOUR 39 website: drill down into data, drive brand engagement.
- Primary Tasks: Deliver a balance of in-moment data (high-level view of relevant stats) and longer term functionality (detailed analysis, social/community functions, product recommendations).
- Secondary Tasks: Support cross-selling through linking back to UA.com: (“a conduit back to e-commerce and merchandising opportunities”)(Inspire them [ARMOUR 39] to buy through UA.com).
- Drive brand loyalty: can we incentivize ARMOUR 39 product usage? (“rewarding thought leadership”).
- Product experience that the ARMOUR 39 website must support: seamless part of Under Armour digital properties.
- Seamless integration and connection with UA.com: can we use one sign-on, so that our users are truly on the same database?
- Bringing it to life: responsive design, technology integration.
- Responsive design: web application can be used on an iPad, seamless experience.
- Degree of integration with existing Under Armour technology platforms is an open issue: Slam dunk, Coldfusion, Java, SQL Server, Java, Ajax, UA.com CMS.

## KEY THEME

Redefining what it means to be fit (product experience), and keeping this new definition within the Under Armour digital ecosystem (brand loyalty).

## KEY POINTS

ARMOUR 39’s Core Attraction: Redefining the word “fit.” ARMOUR 39 is part of the user taking a fitness journey that encompasses many different aspects of fitness: diet, types of exercise, comparison and analysis: “data captured beyond pulse and weight.”

# Key Themes & Points Recap

## KEY THEMES

### MARKETING/CREATIVE

Ensure that mobile app and web app are complementary; “good at different things.”

### INNOVATION

Support real data that matters, simply.

### E-COMMERCE

Redefining what it means to be fit (product experience), and keeping this new definition within the Under Armour digital ecosystem (brand loyalty).

## KEY POINTS

### MARKETING/CREATIVE

ARMOUR 39’s Core Attraction: Personal training meets “gamification.”

### INNOVATION

ARMOUR 39’s Core Attraction: changes the game by making data crucial to your success (“can’t manage it unless you measure it”).

### E-COMMERCE

ARMOUR 39’s Core Attraction: Redefining the word “fit.”  
ARMOUR 39 is part of the user taking a fitness journey that encompasses many different aspects of fitness: diet, types of exercise, comparison and analysis: “data captured beyond pulse and weight.”

# Project Assumptions

## High Level Project Assumptions

ATTIK has created the basis of this findings report while taking into account the following general assumptions garnered about the ARMOUR 39 System and its related elements.

- HIPAA Compliance will not be managed by ATTIK, however ATTIK will provide support toward achieving HIPAA Compliance.
- A HIPAA Compliant hosting provider will be specified by Under Armour.
- A desired launch date of March 1, 2013.
- Any implications or requirements driven by elements beyond the ARMOUR 39 Bug, ARMOUR 39 Mobile App and the ARMOUR 39 Web Experience are not included in these findings and recommendations.
- Website development will be performed by an external team (Orbisol).
- Website Administrations Toolsets are not included within this project scope.

# Design Targets

# Browser Design Targets

All elements of the ARMOUR 39 Web Experience will conform to the following Design Targets. These targets are derived from target specifications associated with UA.com.

## TARGET DESKTOP BROWSERS

- Google Chrome 4-22
- Mozilla Firefox 3.6-14
- Safari 3-6
- Internet Explorer 8-10

## TARGET MOBILE BROWSERS

- iOS 3.1-6
- Android 2.3-4.1

## JAVASCRIPT LIBRARIES

- JQuery 1.8.2

## Responsive Design Targets

ATTIK recommends the ARMOUR 39 Web Experience be designed with Responsive Display Behavior attributes. Responsive Design is defined as a display and behavioral framework that continually adapts to available display real estate against a specified behavioral ruleset.

The basis of these rulesets is dependent first on determining resolution targets. ATTIK recommends the following targets based on initial findings uncovered during Discovery.

### RESPONSIVE DESIGN RESOLUTION TARGETS

- Mobile Target: 640px (iPhone 4s)
- Portrait Target: 768px (iPad 1)
- Primary Target: 960px (iPad 1)
- Max Target: 1160px (15" Laptop)



# High Level Brief



## High Level Brief Overview

The following sections distill initial findings and inform three key areas of the ARMOUR 39 Project Brief:

- Strategic Guidance
- Experience Design Guidance
- Technical Guidance

The forthcoming Project Brief will synthesize elements from these areas in addition to pertinent information to guide and inform all phases of work.

## High Level Strategic Brief

The following points and considerations are meant to provide initial guidance to inform forthcoming ARMOUR 39 Web Experience Objectives, specifically related to business goals. ATTIK's strategic brief addresses the best evolution of the ARMOUR 39 Web Experience, with key strategies activated in different development phases.

### OBJECTIVE

Create a web experience aligned with the ARMOUR 39 mobile application that supports the ARMOUR 39's goal to change how people think and act about fitness.

### KEY STRATEGIES

- Support ARMOUR 39 Ideologically: encourage ARMOUR 39 users through deep data analysis to train smarter and ultimately more effectively.
- Support ARMOUR 39 Functionally: ensure that prospective users get the content they need to make an informed purchase, and make sure new users get going quickly and easily with ARMOUR 39.
- Support ARMOUR 39 Socially: create the foundation of a community centered around ARMOUR 39, strengthening long-term product usage and brand engagement.

## High Level Strategic Brief Cont.

### KEY TACTICS

- New Users: Simple, direct presentation of ARMOUR 39's features and benefits.
- Existing Users: Simple, direct presentation of the most relevant data that helps users get the most out of their training regimen.
- Seamless and complementary experience between the ARMOUR 39 mobile application and ARMOUR 39 Web Experience.
- Seamless and complementary experience between the ARMOUR 39 Web Experience and UA.com (product cross-sell, brand engagement).
- Over time, community support through content sharing, calendaring, and group functions.

## High Level Experience Brief

The following points and considerations are meant to provide initial guidance to inform forthcoming Experience Design exercises.

- Consider leveraging a global header that relates directly to the existing UA.com header to reinforce a unified Brand Experience.
- Reinforce applicable existing UA.com design patterns.
- Focus first on the Single User Experience to establish a unified basis for all interactions that will comprise the ARMOUR 39 Website Experience.
- Consider the benefits of convenience features, such as Single Sign On, and how those benefits support a unified Brand Experience.
- Consider the impact of Responsive Design requirements.
- Consider the impact of external “App Ecosystems.”
- Support a scalable design structure to accommodate future functional development, content creation and marketing efforts.

## High Level Technical Brief

The following points and considerations are meant to provide initial guidance to inform forthcoming Technical Design exercises.

- Do not put username on the bug – use only a shared key.
- Make sure that the bug can be easily used with multiple mobile clients (i.e., a couple sharing the same device), and that a single mobile client can easily use multiple bugs (for the power user who has multiple bugs).
- Implement the bug software interface such that it can be signed and deployed as an OEM module in third party mobile applications.
- Use the same credentials for UA.com and the ARMOUR 39 Web Experience: Use formal SSO/SAML implementation to achieve this goal.
- Allow users to register with Facebook or Twitter as an alternative to creating UA credentials.
- Move credentials to a proper directory server and employ an encryption scheme that does not allow a root administrator to see consumer passwords.

## High Level Technical Brief Cont.

- Consider using a policy server or the Java framework equivalent of a policy server (capabilities model).
- Use private key encryption of bug data on the server side so that even a root administrator cannot see consumer data.
- Consider using a more standard Java CMS tool for the ARMOUR 39 Web Experience, such as Hippo, in combination with JCR.
- Consider the use of RSS as a means of syndicating content between UA.com and the ARMOUR 39 Web Experience.
- Revisit the analytics framework implementation in order to harness multiple tracking technologies simultaneously.
- Implement client side MVC for the ARMOUR 39 Web Experience, coupled with a server side controller that enforces IP and other security checks.

# Initial UX

## UA-Identified Required Launch Features

Pre-discovery Under Armour has identified key functionality that must be present at launch:

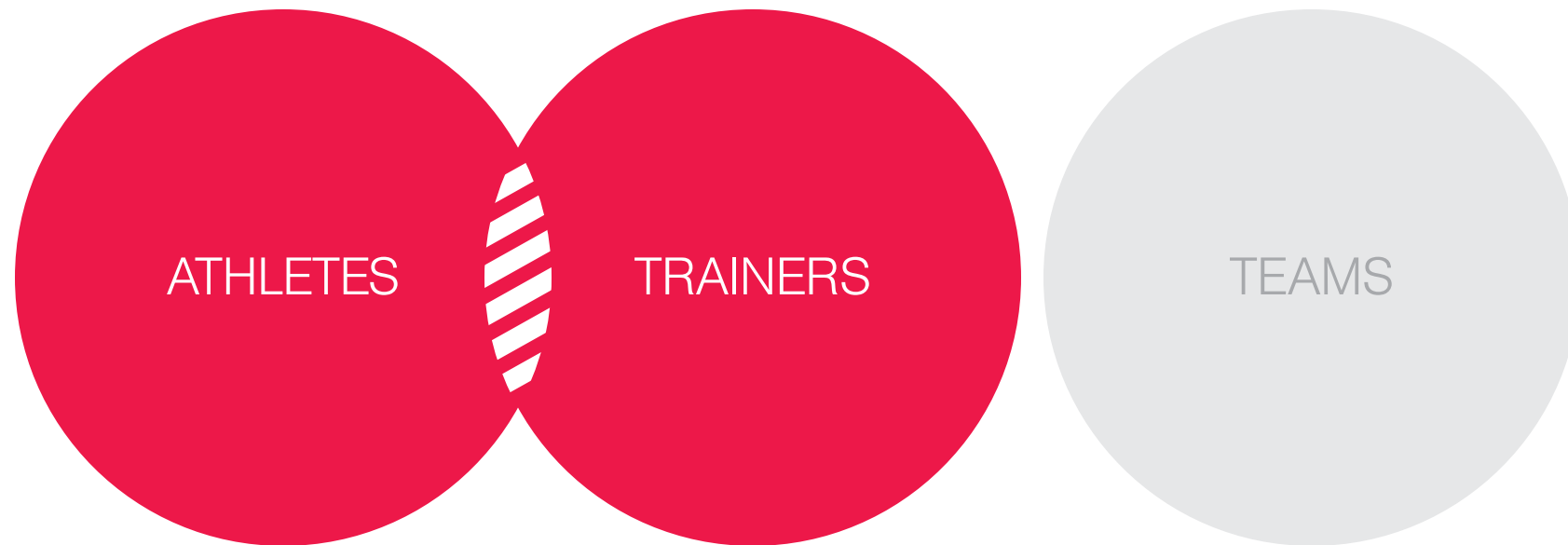
### UNDER ARMOUR REQUIRED LAUNCH FEATURES

- Core Telemetry Data Visualization
  - Heart Rate
  - Effort/Intensity
  - Caloric Burn
  - Workout Score
- Trendline Data Visualization
- Calendarization/Historical Data Review
- Legacy CRM tie-in



## UA User Segments

Under Armour has defined 3 user segments.



The findings and recommendations that follow focus on the Athlete and Trainer segments.

## Initial UX Overview

This early stage expression of known project requirements, goals and assumptions illustrates typical interactions that will comprise the ARMOUR 39 Web Experience.

### INITIAL UX DESIGN

- User Scenarios
- Existing ARMOUR 39 Sitemap
- Initial ARMOUR 39 Sitemap
- Initial ARMOUR 39 Home Page Wireframe

# User Scenarios

## Defining A User Scenario

ATTIK defines a user scenario as a description of how users will perform their desired tasks on the ARMOUR 39 website. It is important to note that the following user scenarios address the ARMOUR 39 website only, rather than user scenarios for the ARMOUR 39 app or devices. A specific user scenario begins with a user's goal and ends when that goal is fulfilled through interaction with a website.

Typically, a user scenario includes two main areas of description:

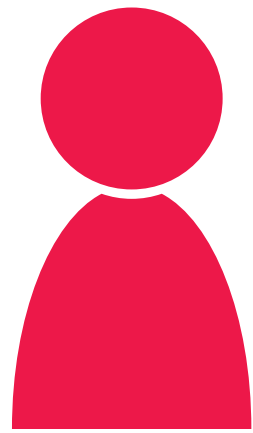
- The steps a user might take to accomplish a particular task within the ARMOUR 39 Web Experience
- How the ARMOUR 39 Web Experience might respond to a user's actions

# Defining A User Scenario

A user scenario consists of three essential elements:

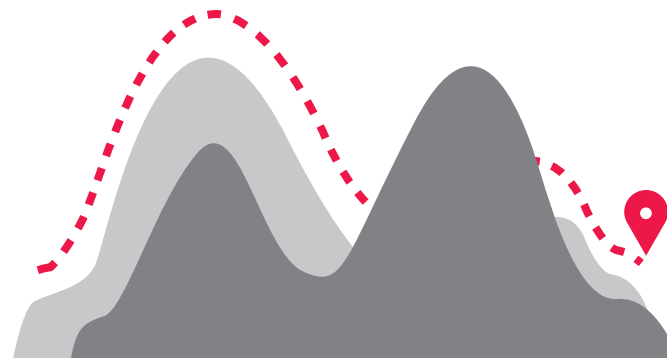
## USER PERSONA

Who is using the ARMOUR 39 website?



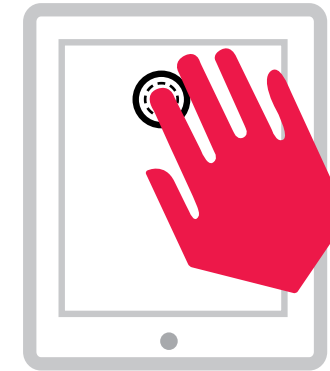
## GOAL

What does the user want to accomplish?



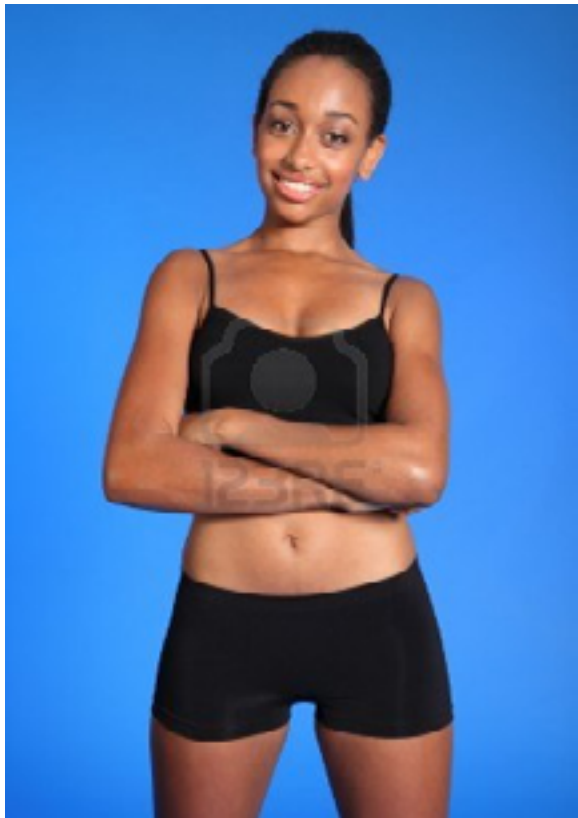
## INTERACTION

How does the user accomplish their goal?



# User Persona 1: Mimi

UA USER GROUP: ATHLETE  
 NEW VISITOR, NON-ARMOUR 39 OWNER



## ABOUT MIMI

Mimi is a 28-year-old law student living in Chicago. She used to run track in college, and she's recently decided to take her workout routine more seriously, because she used to enjoy tracking her progress, and trying to improve her times. She visits UA.com to shop for training gear and sees an ARMOUR 39 homepage feature, so she decides to click the learn more CTA.

## KEY CONSIDERATION

Mimi is aware of ARMOUR 39, but she doesn't know what it does.

## MIMI'S GOAL

Mimi's curious about what ARMOUR 39 could do for her: is it really worth her time and money? She wants to know its benefits, how it works, and what she has to do to start using it. She wants to know what the right mix of products are for her: what combination of devices and clothing is the best choice?

## KEY CONSIDERATION

Mimi wants to know if ARMOUR 39 is worth her time and money.

## MIMI'S ARMOUR 39 WEB EXPERIENCE

Mimi arrives at the landing page of the ARMOUR 39 website. She starts her journey by looking at feature content for the ARMOUR 39 System: the devices, what they measure, and how the system could help her get smarter about training, and thereby make her stronger. After she's gone through the overview content she decides to click the Add To Cart CTA and is then redirected to UA.com to complete her shopping experience.

## KEY CONSIDERATION

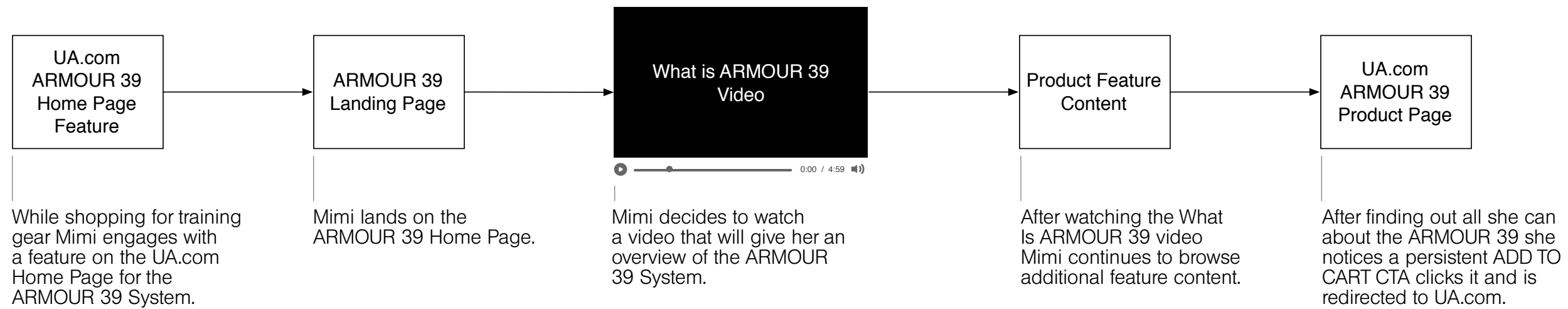
Mimi wants evidence of how ARMOUR 39 quickly and easily helps her to get stronger and faster.

## QUICK STATS

- Age: 28
- User Aptitude Level: Moderate/High
- Time Spent Online: 9-12 hrs/week
- Has existing UA.com Account

# User Scenario 1: Mimi

UA USER GROUP: ATHLETE  
NEW VISITOR, NON-ARMOUR 39 OWNER



# User Persona 2: Alexa

UA USER GROUP: ATHLETE  
 NEW VISITOR, NEW ARMOUR 39 OWNER



### ABOUT ALEXA

Alexa is a 35-year-old mother and full-time CPA from Atlanta. She doesn't have unlimited time for working out, and she purchased an ARMOUR 39 product to help get the most out of her workouts; she's deeply committed to staying fit. Alexa liked the idea that she'd be able to track key measurements related to her fitness, and make adjustments.

### KEY CONSIDERATION

ARMOUR 39 is a great idea, let's get it going!

### ALEXA'S GOAL

Now that she's invested in ARMOUR 39, Alexa wants to activate the system, and start using her ARMOUR 39 device as a regular part of her workout routine. She really hopes that the activation process is simple and quick, and because she wants to know if she's making progress, she wants to establish her fitness baseline.

### KEY CONSIDERATION

Alexa wants to get going with ARMOUR 39 NOW.

### QUICK STATS

- Age: 35
- User Aptitude Level: Moderate
- Time Spent Online: 6-8 hrs/week
- No existing UA.com Account

### ALEXA'S ARMOUR 39 WEB EXPERIENCE

Since Alexa's already been on the ARMOUR 39 website, she's familiar with product overview. She starts by going to a page that helps her set up her ARMOUR 39 product, giving her information and instruction about pairing her device with her smartphone, charging it and general device care. Once she's got her ARMOUR 39 device up and running, she wants to create an online profile, get her fitness assessment and start to calendar upcoming workouts.

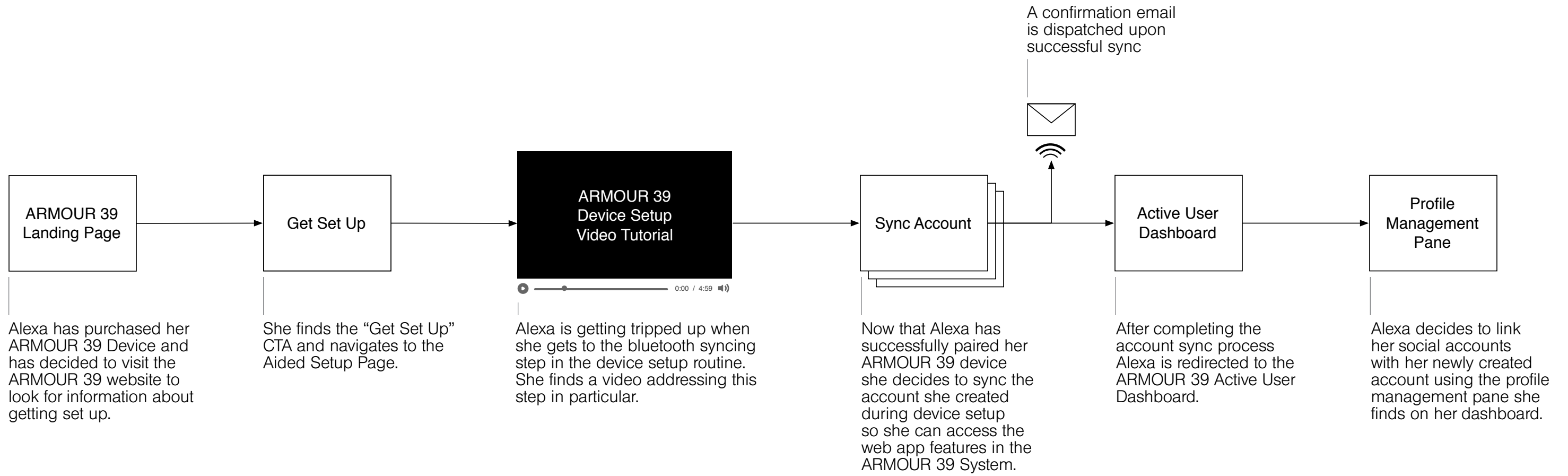
### KEY CONSIDERATION

Alexa is looking for content on the ARMOUR 39 website that will get her up and running QUICKLY.



# User Scenario 2: Alexa

UA USER GROUP: ATHLETE  
 NEW VISITOR, NEW ARMOUR 39 OWNER



Alexa has purchased her ARMOUR 39 Device and has decided to visit the ARMOUR 39 website to look for information about getting set up.

She finds the "Get Set Up" CTA and navigates to the Aided Setup Page.

Alexa is getting tripped up when she gets to the bluetooth syncing step in the device setup routine. She finds a video addressing this step in particular.

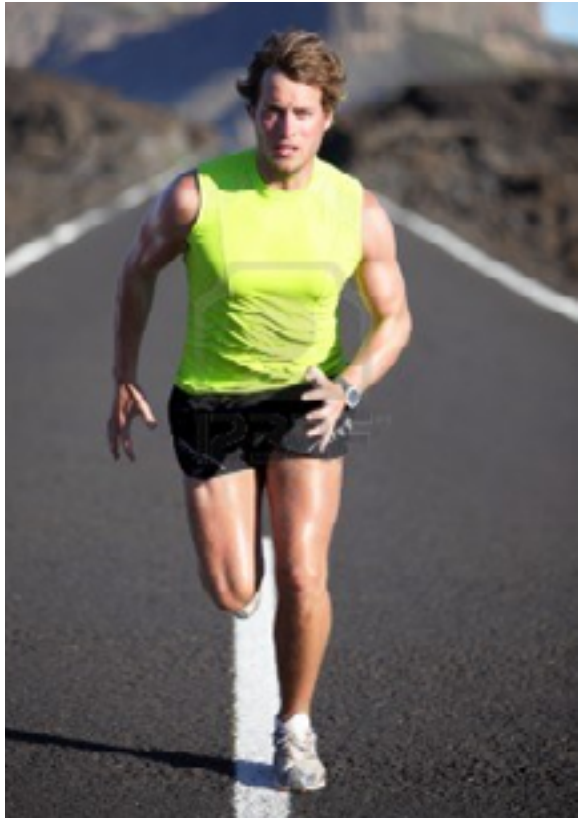
Now that Alexa has successfully paired her ARMOUR 39 device she decides to sync the account she created during device setup so she can access the web app features in the ARMOUR 39 System.

After completing the account sync process Alexa is redirected to the ARMOUR 39 Active User Dashboard.

Alexa decides to link her social accounts with her newly created account using the profile management pane she finds on her dashboard.

# User Persona 3: Sam

UA USER GROUP: ATHLETE  
REGISTERED RETURN VISITOR, ARMOUR 39 OWNER



## ABOUT SAM

Sam lives in Boulder, CO. He's a 24-year-old web designer, and "full-time" triathlete. Sam purchased an ARMOUR 39 product 6 months ago, and he's really enjoyed using it. The data collected by ARMOUR 39 has helped Sam nail parts of his workout that haven't been productive, which has made him train smarter.

## KEY CONSIDERATION

ARMOUR 39 is Sam's "secret weapon" that will help him dominate at his next event.

## SAM'S GOAL

Sam's a firm believer in ARMOUR 39; the system is a regular part of Sam's day. It's helped him become a lot more diligent about managing his workout schedule, and he's looking for new ways that he can use ARMOUR 39's technology.

## KEY CONSIDERATION

Sam wants ARMOUR 39 to be his day-in, day-out coach and momentum builder.

## SAM'S ARMOUR 39 WEB EXPERIENCE

A visit to the ARMOUR 39 website happens pretty much every day for Sam. When he arrives, he knows where's he's going. He starts by syncing his device and loading up the results of an ass-kicking trail run he did in the morning. He then checks what's coming up: weight training with his buddy, Pete. Finally, he responds to a challenge sent through ARMOUR 39's social function: Dave and Charlie will see who makes to the top of the mountain first, and he'll have the stats to prove it. Along the way, he sees information about new products related to ARMOUR 39, which is appealing to Sam because he's always looking for upgrades and new technology.

## KEY CONSIDERATION

Sam wants to manage his profile, and continue to compile evidence that he's getting stronger.

## QUICK STATS

Age: 24

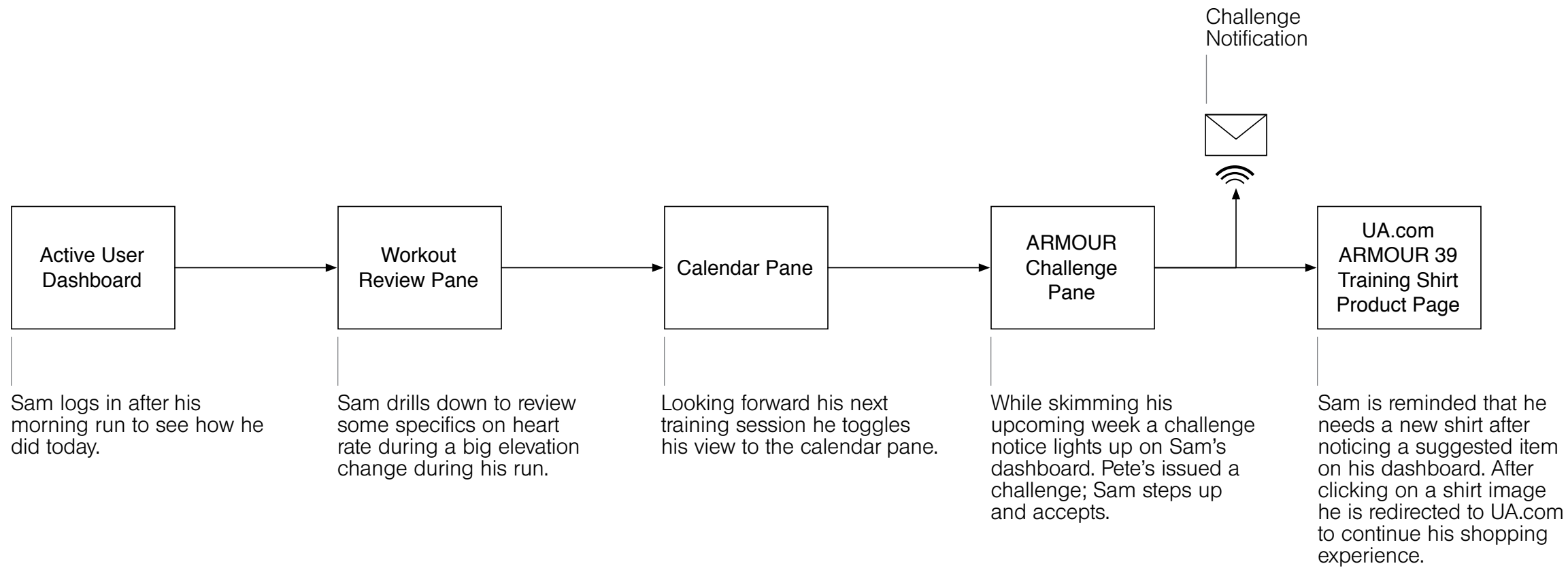
User Aptitude Level: High/Expert

Time Spent Online: 24-30 hrs/week

Has existing UA.com Account

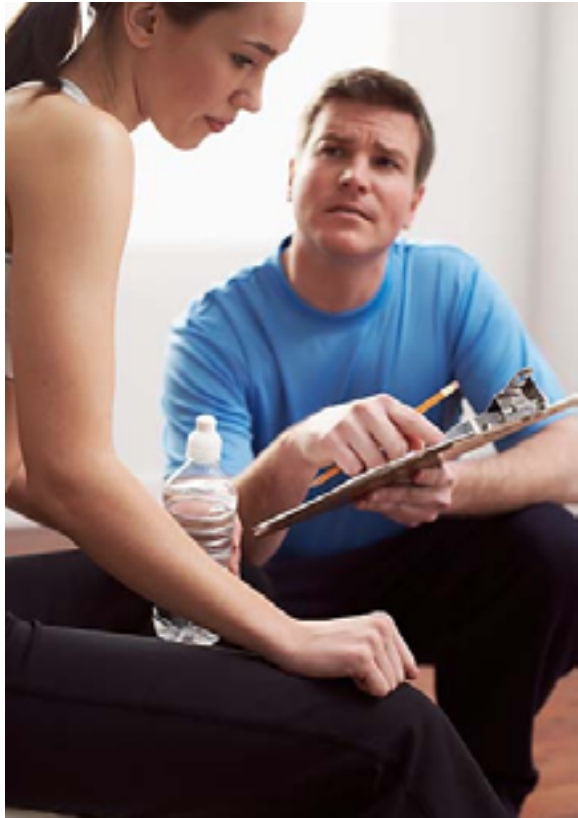
# User Scenario 3: Sam

UA USER GROUP: ATHLETE  
REGISTERED RETURN VISITOR, ARMOUR 39 OWNER



# User Persona 4: Ben

UA USER GROUP: TRAINER  
 REGISTERED RETURN VISITOR, GROUP USER



## ABOUT BEN

Ben is a 32-year-old personal trainer from Seattle, WA. Ben's clients run the gamut from athletes preparing for races, to busy professionals who just want to get in shape. Ben's an advocate for ARMOUR 39 because it gives him an objective benchmark to judge his client's progress: you can't argue with ARMOUR 39!

## KEY CONSIDERATION

Ben relies on ARMOUR 39 to help his clients succeed.

## BEN'S GOAL

Ben uses ARMOUR 39 every time he has a session with a client or group: the majority of his clients are "ARMOUR 39 enabled." In addition, he also uses ARMOUR 39 on his tablet when he's guiding a routine. He wants ARMOUR 39 to be the foundation for his workouts: how they're structured, and how they deliver results.

## KEY CONSIDERATION

ARMOUR 39 is an essential tool for Ben and his business, not a luxury.

## QUICK STATS

- Age: 32
- User Aptitude Level: Moderate/High
- Time Spent Online: 10-12 hrs/week
- Has existing UA.com Account

## BEN'S ARMOUR 39 WEB EXPERIENCE

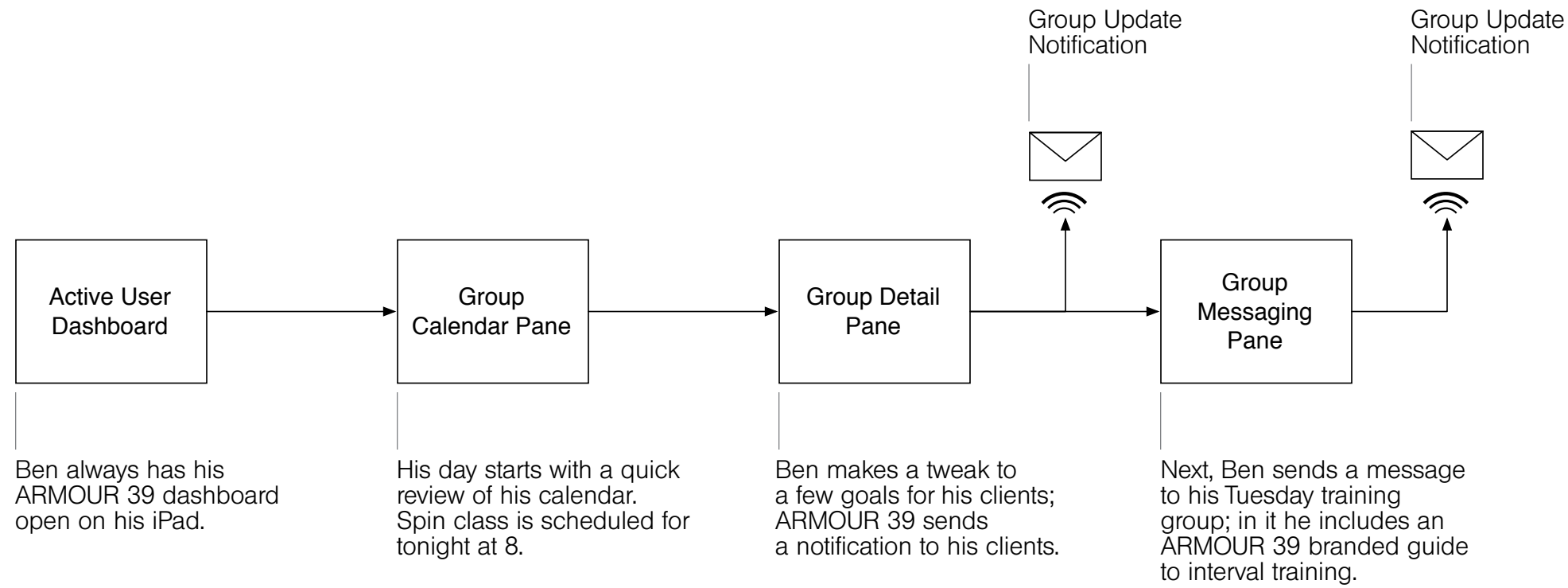
Ben's way beyond the introductory content on the ARMOUR 39 website: he's always got a tab open on his tablet for his master calendar, and he's got another one open listing all his clients and workout groups. Ben notices that he's got a spinning class coming up at 8pm, and changing the goals, Ben decides they get to suffer a little tonight! Finally, Ben sends his clients an ARMOUR 39-branded guide to getting the most out of interval training, with a note that they'd better be ready for next week!

## KEY CONSIDERATION

Ben wants access to the essential content that allows him to help his clients succeed.

# User Scenario 4: Ben

UA USER GROUP: TRAINER  
REGISTERED RETURN VISITOR, GROUP USER

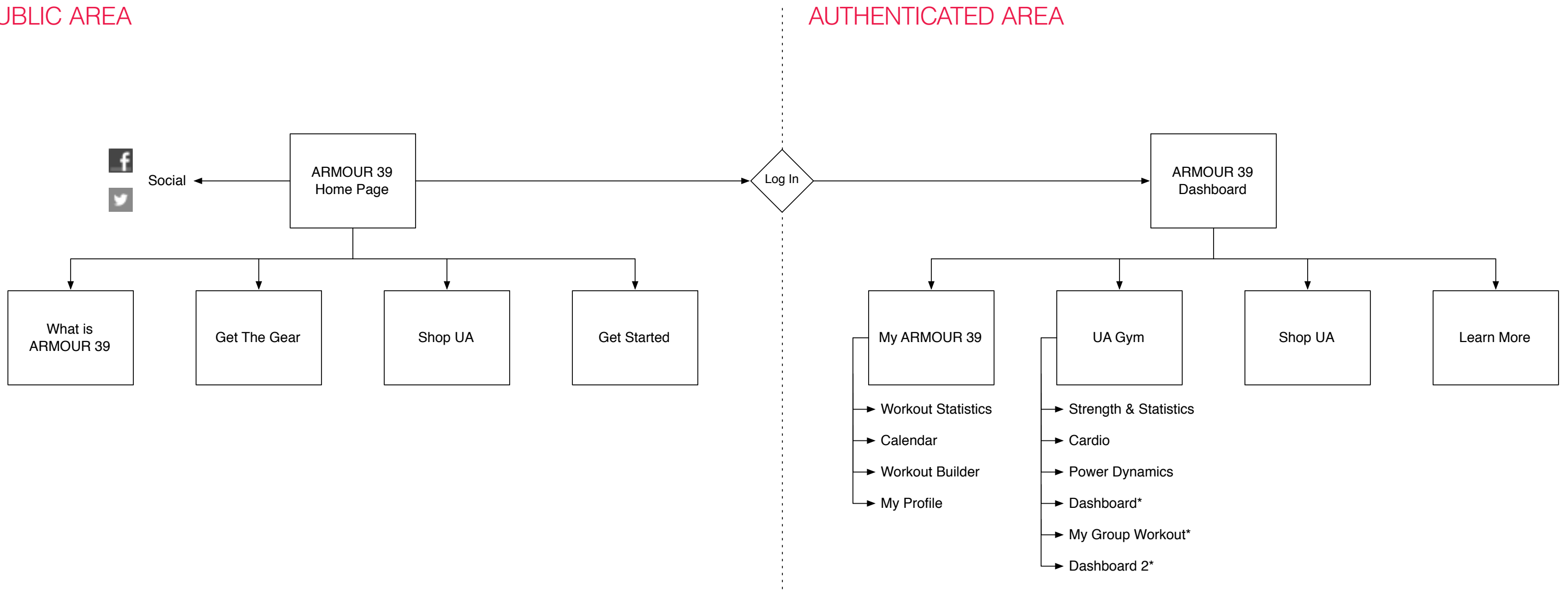


# Sitemap

# Existing ARMOUR 39 Sitemap

## PUBLIC AREA

## AUTHENTICATED AREA

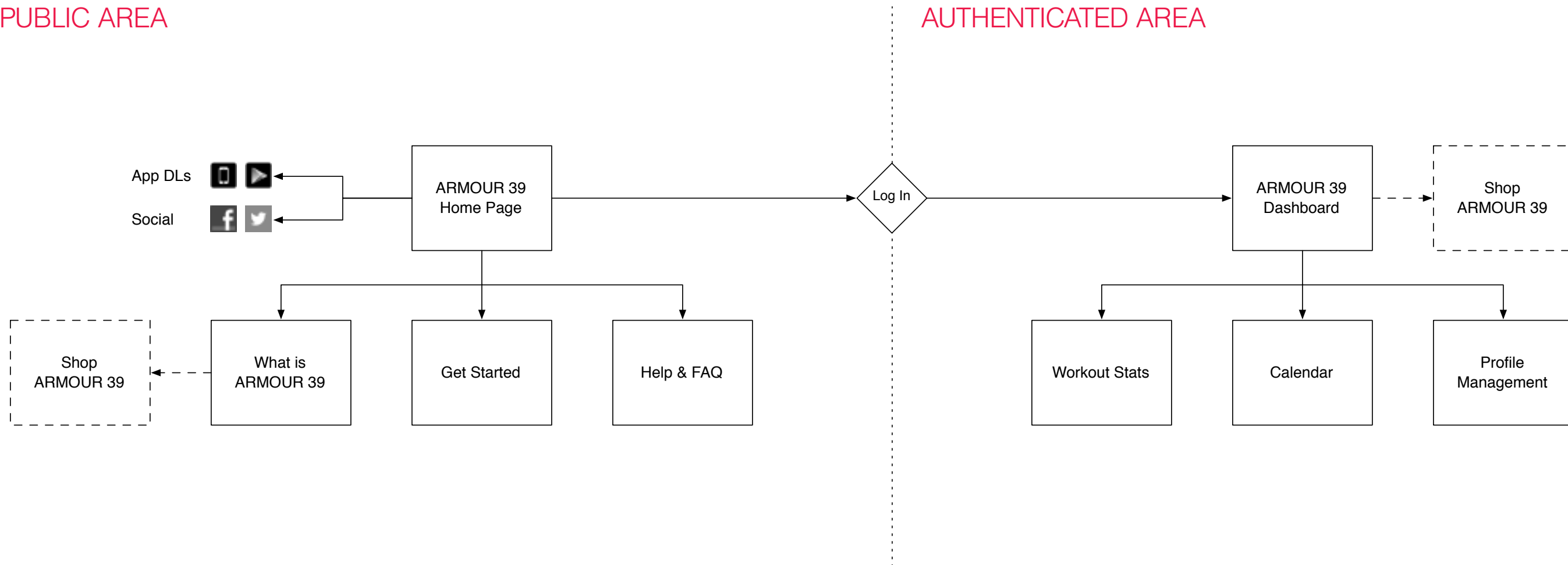


\* Dead Links present

# Proposed Initial ARMOUR 39 Sitemap

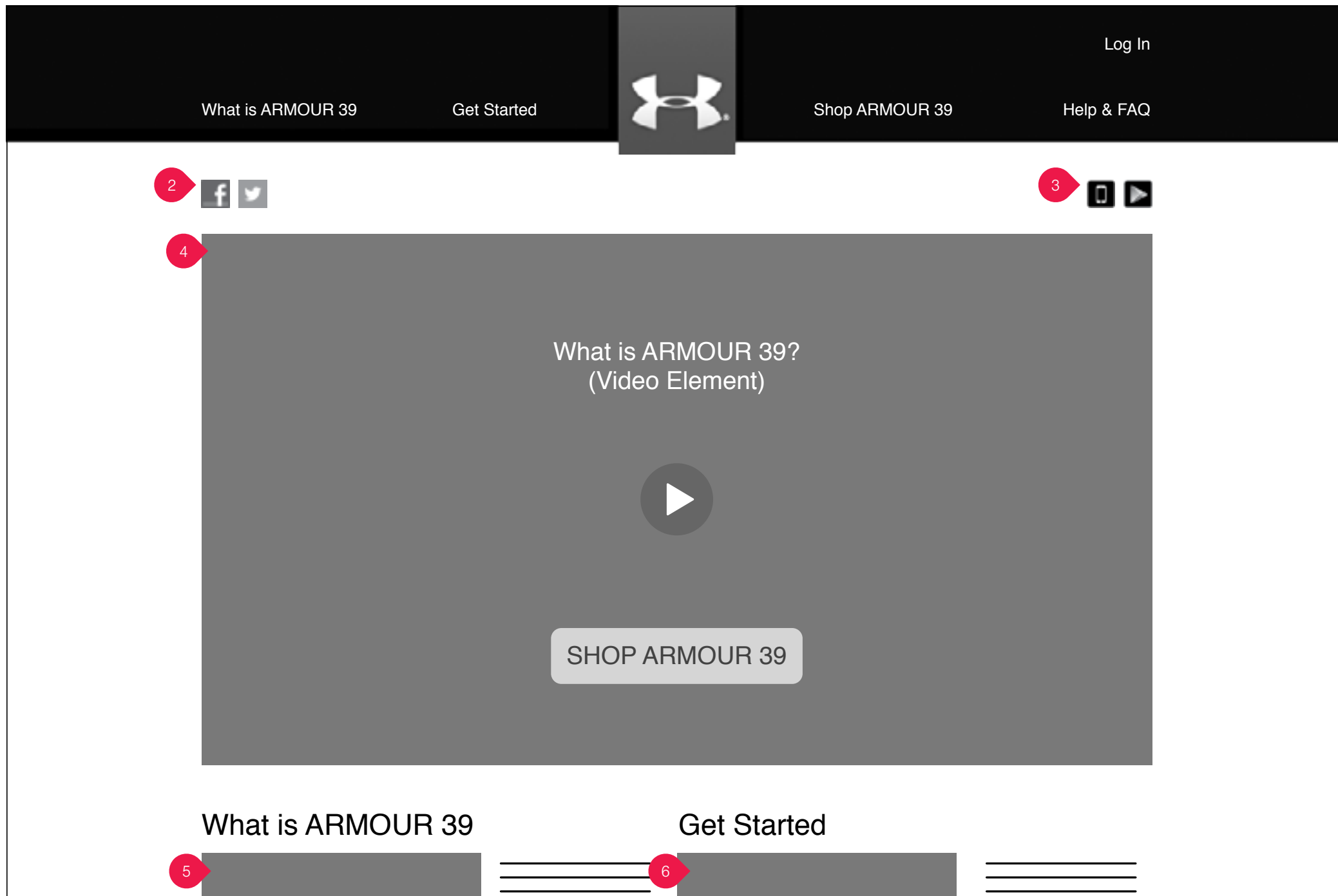
## PUBLIC AREA

## AUTHENTICATED AREA





# Initial Armour 39 Home Page Wireframe



## NOTES

- 1.0 Branded Global Header**  
Consider leveraging a global header that relates directly to the existing UA.com header to reinforce a unified Brand Experience.
- 2.0 Social Share Elements**  
Include Facebook and Twitter CTAs to drive increased Social Awareness.
- 3.0 App Stores**  
Include Apple AppStore and Google Play CTAs to drive APP downloads.
- 4.0 Video Content**  
Consider the value of video content and its ability to compel and inspire action in the audience.
- 5.0 Supporting Content**  
Keep visitors engaged with additional feature content placed to continue the product story and inspire action.
- 6.0 Put Help Up Front**  
Support new owners with a point of entry on the first page load.

# Launch Planning and Recommendations

## Launch Recommendations Overview

ATTIK has developed a set of recommendations for a multi-phased release of the ARMOUR 39 Web Experience. During forthcoming project phases ATTIK's goal will be to illustrate key decision points that have direct impact on milestone completion.

### LAUNCH RECOMMENDATIONS

- Immediate Key Decision Points
- Phase 1 Feature Set
- Future Phases Feature Rollout Plan

# Immediate Key Decision Points

# Dual Channel Presence

## WEB PRESENCE APPROACH

This approach was outlined by John Rogers, Michele Parzianello and Nathan Shriver. Two distinct channels are created, the first channel houses the marketing and sales of the ARMOUR 39 System and resides on the existing UA.com technology stack. The second serves as the location for the enhanced web experience features of the ARMOUR 39 System and resides on the new ARMOUR 39 technology stack.

### UA.com/ARMOUR39

- Product Information
- Purchase the ARMOUR 39
- How To/FAQ

Existing UA.com Tech Stack

### ARMOUR39.UA.com

- Account Registration/Login
- User Dashboard
- Enhanced User Features

NEW ARMOUR 39 Tech Stack

Consumers will visit to:

- Learn about the ARMOUR 39
- Shop for ARMOUR 39
- Access Product Help, Mobile App Support and Tutorials

ARMOUR 39 Owners will visit to:

- Sign Up/Sync Account
- Review and Analyze workout data
- Participate in community aspects of the ARMOUR 39 System
- Work with Clients/Trainers

# Single Channel Presence

## WEB PRESENCE APPROACH

This approach is driven by Experience Design recommendations. A single web presence is created to house both the marketing and sales of the ARMOUR 39 System and to serve as the location for the enhanced web app features of the ARMOUR 39 System. This single presence can reside on combined or isolated Technology Stacks.

### ARMOUR39.UA.com

Public Area

- Product Information
- How To/FAQ

Authenticated Area

- Account Registration/Login
- User Dashboard
- Enhanced User Features

NEW ARMOUR 39 Tech Stack

Consumers & ARMOUR 39 Owners will visit to:

- Learn about the ARMOUR 39
- Access Product Help, Mobile App Support and Tutorials
- Register/Sync Account
- Review and Analyze workout data
- Participate in community aspects of the ARMOUR 39 System

### UA.com

- Purchase the ARMOUR 39
- Shop ARMOUR 39 related

Existing UA.com Tech Stack

Consumers & ARMOUR 39 Owners will visit to:

- Shop for ARMOUR 39 and related products

# Single Sign On

## SUPPORT A UNIFIED BRAND EXPERIENCE

Currently Single Sign On is not planned for development. The ARMOUR 39 Mobile App leverages a unique set of user credentials that is separate from the UA.com CRM system. No associations between the existing ARMOUR 39 CRM system and UA.com CRM system are planned.

ATTIK recommends implementing Single Sign On as a core component of the ARMOUR 39 System. Increased convenience benefits the user experience and contributes to ease of use aspects. A single sign on point emphasizes continuity in the brand experience and contributes to authenticity.

However, there are implications and considerations:

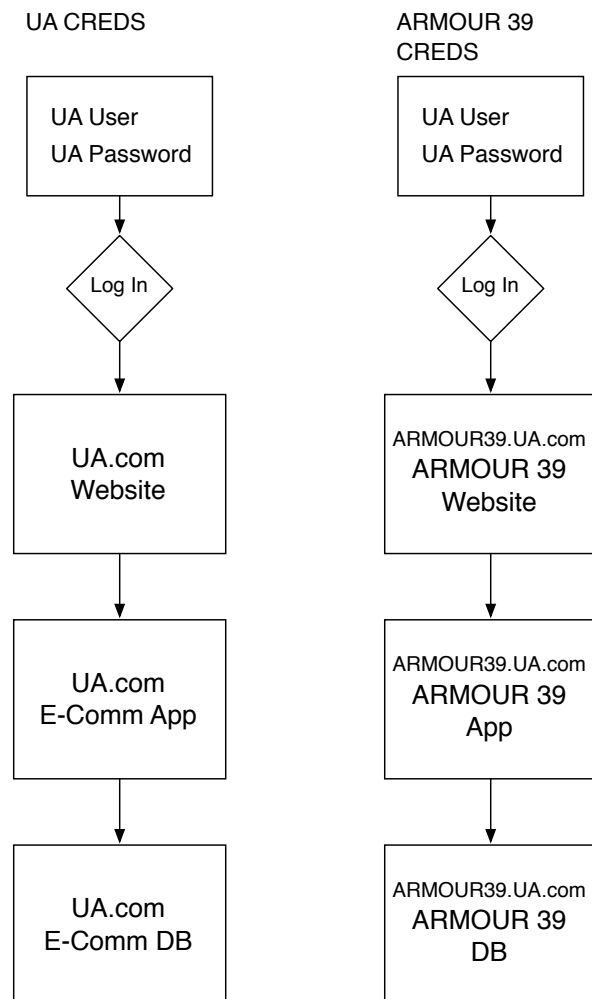
- What impact will additional development have on the project schedule
- What related, if any, planned efforts are concurrently underway

# Single Sign On Cont.

## IMPLEMENTATION APPROACHES

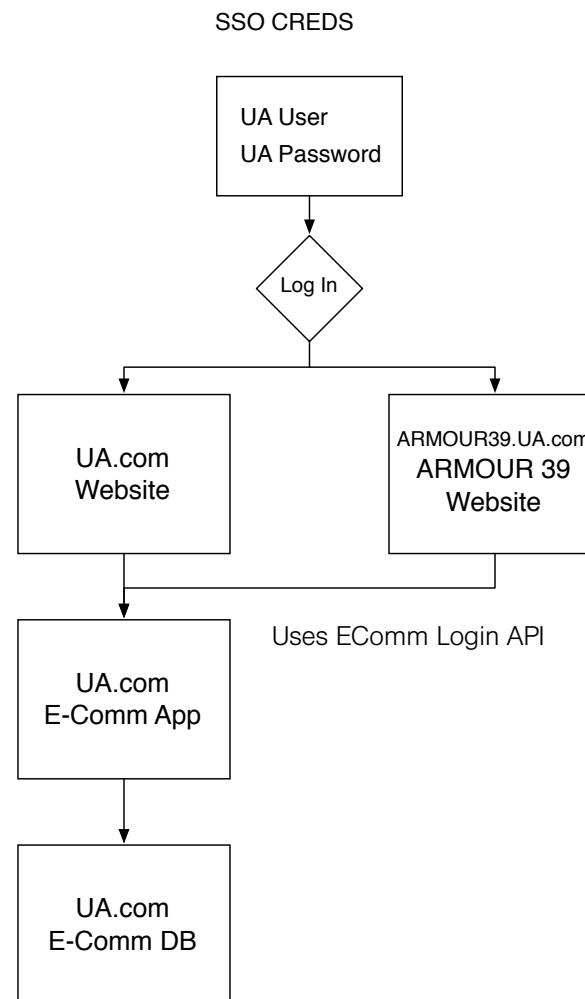
### CURRENT IMPLEMENTATION PLAN

The consumer must maintain two sets of credentials. There is no need for HIPAA compliance of the UA.com application stack in this scenario. It is not known whether or not the A39 architecture will disallow a root administrator from seeing a user's password. However, the A39 architecture currently does not use a directory or policy server.



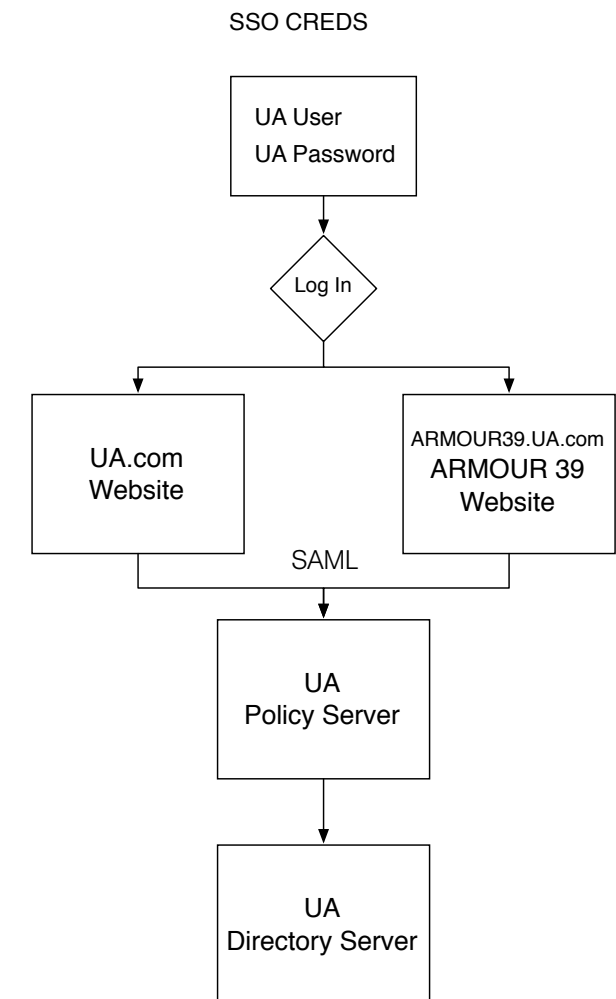
### PSEUDO SSO INTERIM PLAN

The consumer must maintain two sets of credentials. There is no need for HIPAA compliance of the UA.com application stack in this scenario. It is not known whether or not the A39 architecture will disallow a root administrator from seeing a user's password. However, the A39 architecture currently does not use a directory or policy server.



### IDEAL SSO PLAN

The consumer must maintain two sets of credentials. There is no need for HIPAA compliance of the UA.com application stack in this scenario. It is not known whether or not the A39 architecture will disallow a root administrator from seeing a user's password. However, the A39 architecture currently does not use a directory or policy server.





# Phased Rollout

## Phase 1 Recommended Feature Set

ATTIK recommends the following feature sets be present at launch for Phase 1 of the ARMOUR 39 Web Experience. This approach creates a single ARMOUR 39 Website with Responsive Design Attributes and is comprised of two distinct areas, each with its respective goals and related experiences.

### PUBLIC ARMOUR 39 WEB EXPERIENCE

- Product education content
- Product marketing content
- Aided setup content, Tutorial & FAQ
- Pseudo SSO Account System

### AUTHENTICATED ARMOUR 39 WEB EXPERIENCE

- User Profile Management
- User Dashboard
- Workout Statistics Data Visualization
  - Summary View
  - Effort over time
  - Heart Rate over time
  - Workout Score
- Workout Calendar
- Email Notification System

### ADMINISTRATION TOOLSET ARMOUR 39

- Tools to manage User Accounts

# Phased Feature Rollout By Phase

## PHASE 1

- Product education content
- Product marketing content
- Aided setup content, Tutorial & FAQ
- Pseudo SSO Account System
- User Profile Management
- User Dashboard
- Workout Statistics Data Visualization
  - Summary View
  - Effort over time
  - Heart Rate over time
  - Workout Score
- Workout Calendar
- Email Notification System

## PHASE 2

- Enhanced Trainer aspects
- Gamification enhancements
- Enhanced messaging capabilities
- Enhanced community aspects
- Enhanced Social Tie In

## PHASE 3

- Gym based use aspects
- Loyalty Program Tie In

## PHASE 4

- Team Based Platform

# Deliverables

## Deliverables

The following list outlines the resulting final output of all design exercises. Final designs will be delivered in HTML format, intended to specify display specification and behavioral attributes. Delivered HTML is not production level and will be written for a single browser target: Chrome 10.xx.

### ARMOUR 39 WEB EXPERIENCE DESIGN SYSTEM

- Web Experience Architecture
  - User Flows
  - Sitemap
  - Wireframes
  - Use Cases
- Web Experience Display & Behavior Specification
  - ARMOUR 39 Page Comps
  - ARMOUR 39 Web Style Guide
  - Web Optimized Graphic Elements
  - ARMOUR 39 HTML Display Specification
- System Notification External Email Design

### FUNCTIONAL PROOFS OF CONCEPT

- Workout Statistics Data Visualization
  - Summary View
  - Effort over time
  - Heart Rate over time
  - Flagged Data Point analyzation

## Deliverables Cont.

The following list outlines items deemed out of project scope. ATTIK would like to recommend execution of these items in addition to stated project scope. Impact on timing and budgets are to be determined.

### OUT OF SCOPE WORK ADDITIONS

- Development support for Product Marketing Content
  - What is ARMOUR 39 Video
- Development support for Product Tutorial Content
  - Mobile App Set Up
  - FAQs
- UA.com placements
  - ARMOUR 39 Landing Page
  - ARMOUR 39 Product Page
- Additional ARMOUR 39 Digital Marketing
  - ARMOUR 39 Marketing Email
- ARMOUR 39 Administration Toolset
- Development Management

# Development Management

## Development Management

ATTIK's immediate assignment is Design. However, we are happy to provide input and consultative feedback throughout the development process as it relates to design implementation. Such support would include outlining timing and milestones for development deliverables and being involved in scheduled creative progress reviews.

ATTIK can prepare an additional estimate to cover the fees associated with our involvement in the development process.



# Risk

# Risk

The successful launch of the ARMOUR 39 Web Experience is dependent on multiple factors. A compressed timeline and fragmented team means that alignment on tasks and deliverables is key. The following are some immediate areas that contribute risk to the successful deployment of the web experience at launch:

## PROJECT ALIGNMENT

All stakeholders must align against a common methodology and approach for project launch. A reduced launch criteria, or delayed launch timing may improve feasibility should delays in decision making occur.

## DEVELOPMENT

Resources must be applied appropriately to fulfill the multiple steps required for launch. A reduced launch criteria or delayed launch timing may ensure a more robust development process.

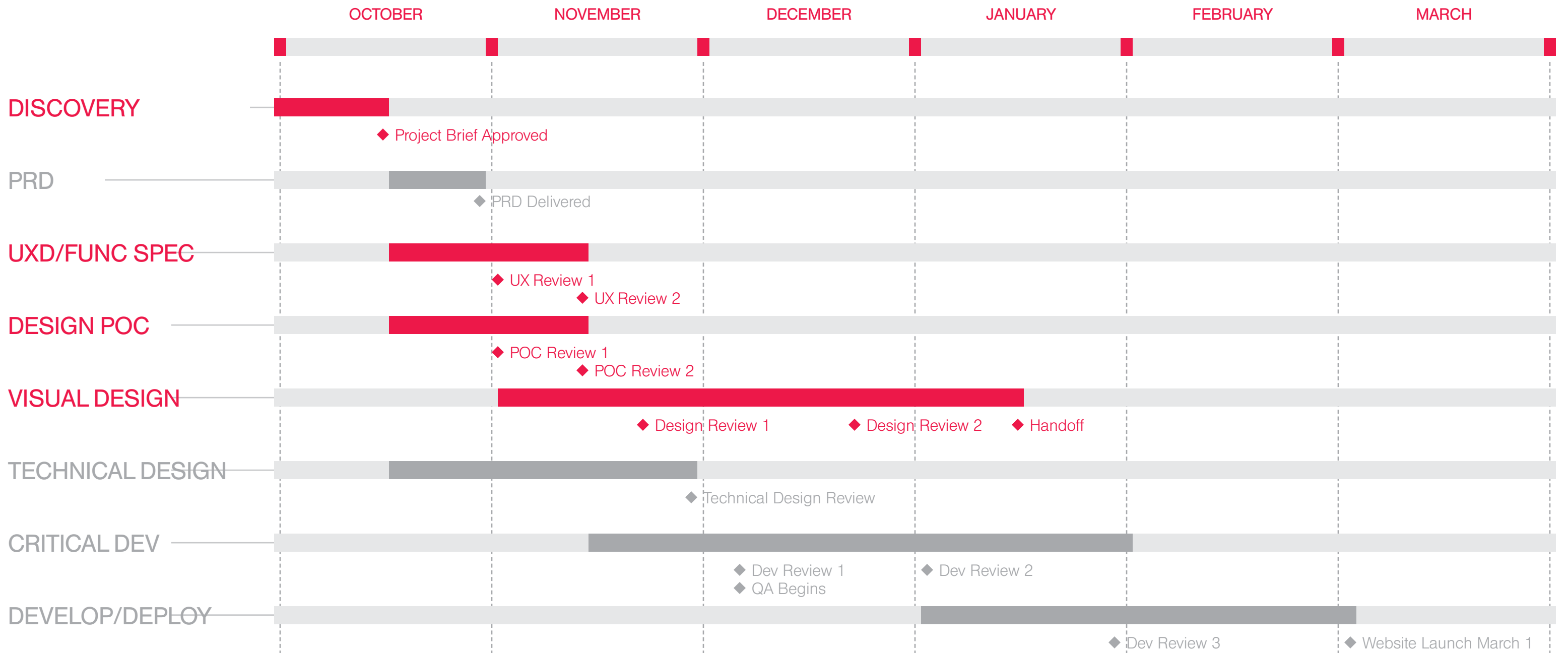
## LAUNCH

Go to market success depends on a competitive feature set at launch. Timing may need to be delayed in order to satisfy consumer expectations.

# Project Timeline

# Phase 1 Project Timeline

Upon completion of the Discover Phase ATTIK will migrate all project timing to the ARMOUR 39 Project Management Website – Key Dates, Creative Reviews and Project Milestones will be specified.



# Next Steps

## Next Steps

### UNDER ARMOUR

- Finalization & delivery of Product Requirements
- Feedback & alignment with Discovery Findings
- Bids formalized and approved
- Selection of preferred web presence approach  
Dual vs. Single Channel
- Selection for SSO approach
- Provide access to existing ARMOUR 39 cloud  
storage apparatus and telemetry
- Provide ARMOUR 39 Bug and existing  
ARMOUR 39 Mobile App
- Confirm items for POC development
- Confirm Phase 1 functionality

### ATTIK

- Migration of project communication to Project  
Management Website (Basecamp)
- Draft Official Phase 1 Project Brief
- Commence UX Design 10/15
- Commence Proof Of Concept Development 10/15

# Appendix

# Technology Stack Comparisons

## UA.COM ECOM STACK

DNS	DNA Made Easy	
CDN	Akamai	Two tiered but only for certain static assets
Geo-balancing	None today	
Geo-failover	Manual cutover	1-2 hours to switch over to the CR site
Outer Firewall	Cisco ASA 5550	Not documented yet
Web load balancer	F5 BipIP 3600	
Web server	IIS 7.5 Win 2008 64bit	
Inner Firewall	None today	
Directory server	None today	
Policy server	None today	
App load balancer	None today	
Application server	ColdFusion9 with JRUN4	85% of application code in ColdFusion script, 15% in java
Portal server	SiteManager/Custom UA	Has certain portal management functions, but not a portal server
CMS Server	SiteManager/Custom UA	Web/flex interface used to create json objects for components and pages
Search server	Endeca	database search capability - not static site indexing
Service Bus	None today	
Database firewall	Cisco ASA 5550	
Database	SQL Server 2008	Used for transactional data
Database	Mongodb	No-sql database used for content, product data, and user credentials
Cacheing	membase/memcached	database cacheing mechanism for enhanced performance and scalability
MVC framework	No/custom	Custom implementation, not declarative



# Technology Stack Comparisons Cont.

## UA.COM ECOM STACK CONT.

A/B Testing	Conductrix/mPath	Potentially available as a tool for Armour39, but not a service
Loyalty program	None today	Still in product planning stages
Identity management	Custom UA API	Not SSO/SAML, but can be used as a pseudo-service
Catalogue items	Custom UA data exports	Not currently available as a service - product data feeds are available
Content	Custom UA implementation	Not currently available as a service - could be done with generic page containers
Merchandising	Custom UA implementation	Potential way to tap into Site Manager without too much additional work
Localization	MotionPoint	Third party service - re-serves pages
Private key encryption	None today	
Mobile	Move Web	Third party service - re-serves pages using separate content nodes
Recommendations	Omniture	Current javascript implementation - being replaced with custom solution
MVC	No	
Tracking	Omniture	No Google tracking
IP verification	None today	
Main javascript framework	JQuery	
Responsive Design	None today	Mobile site handled via different technology

# Technology Stack Comparisons

## ARMOUR39.COM STACK

DNS	Superb.net	May be temporary - need more info
CDN	None today	Likely temporary - Amazon EC2 under consideration for launch
Geo-balancing		
Geo-failover		
Outer Firewall		Not documented yet
Web load balancer		Not documented yet
Web server	Apache 2.2.x	
Inner Firewall		Not documented yet
Directory server	None today	
Policy server	None today	
App load balancer		Not documented yet
Application server	JBoss	Generic J2EE - any J2EE app server will suffice
Portal server	None today	
CMS Server	WordPress	Need more information
Search server	None today	
Service Bus	Mule 3.1	
Database firewall		Not documented yet
Database	mySQL 5.5	Generic RDBMS - portable
Database	None today	
Cacheing		Not documented yet
MVC framework	Struts	Need more information - Struts or Struts 2? Why not Spring?

# Technology Stack Comparisons Cont.

## ARMOUR39.COM STACK CONT.

A/B Testing		Not documented yet
Loyalty program	None today	
Identity management	Custom A39	Need more information
Catalogue items	None today	
Content	WordPress	Need more information
Merchandising	None today	
Localization		Need more information
Private key encryption	None today	Potential plans to implement before launch
MVC		Not documented yet
Tracking		Not documented yet
IP verification	None today	
Main javascript framework	JQuery	
Responsive Design		Not documented yet

# Thank You.



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