

Medifast Direct - Support for MWCC Franchisees

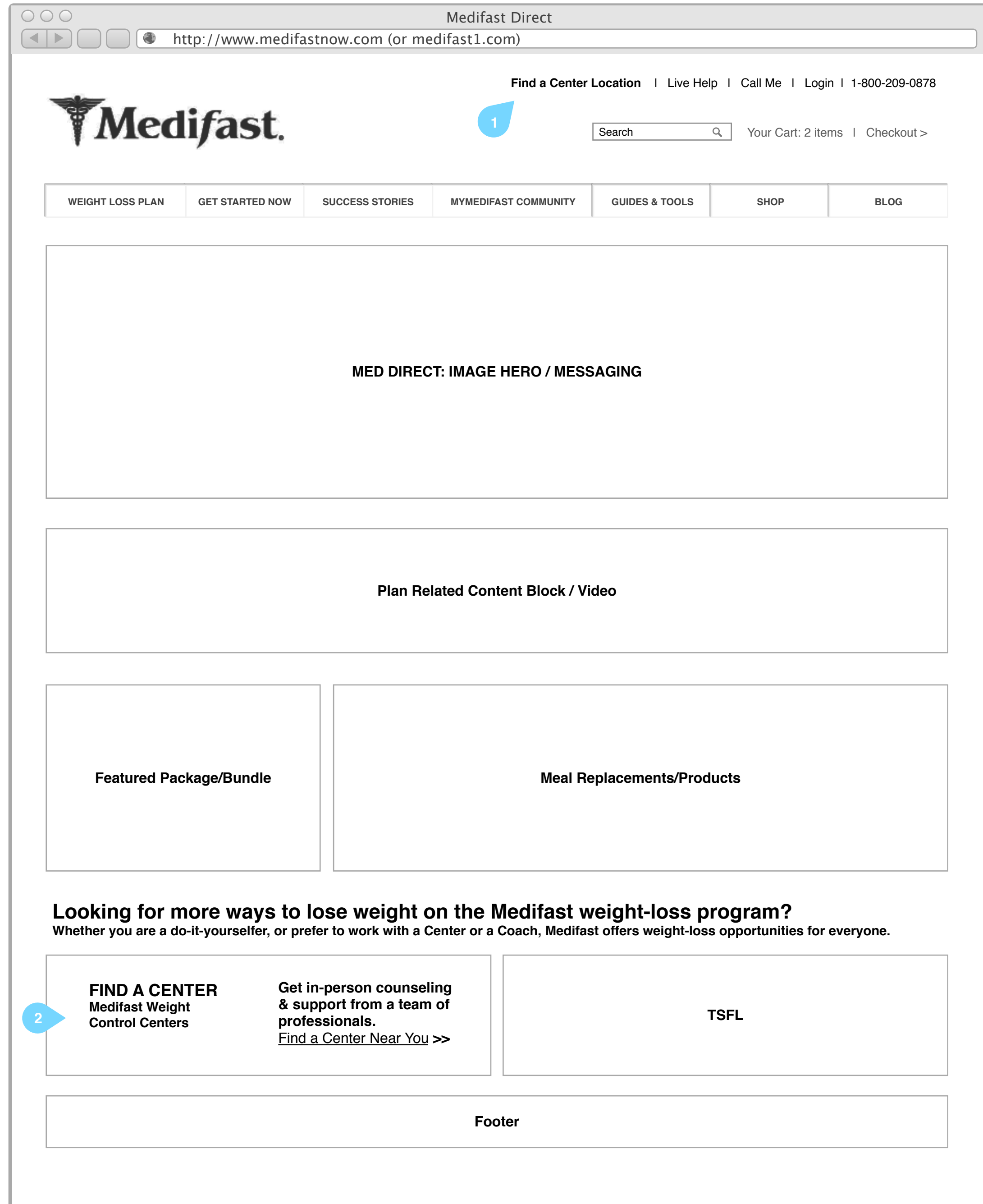
MODIFICATION DATE Wed May 07 2014
CREATOR Sherry Errera
FILE NAME MedDirect-MWCC-SupportOptions.graffle

DESCRIPTION Options and ideas about how we might provide a presence for MWCC on Medifast1.com. These options might apply in the use case where a visitor arrives to the Medifast Direct website while located and visiting from within a city/state or DMA of a center location.

VERSION HISTORY 1.0

Medifast Direct - Support for MWCC Franchisees

Option 1: "Find A Center" Link in Top Navigation - Global Site Placement, DMA Targeted



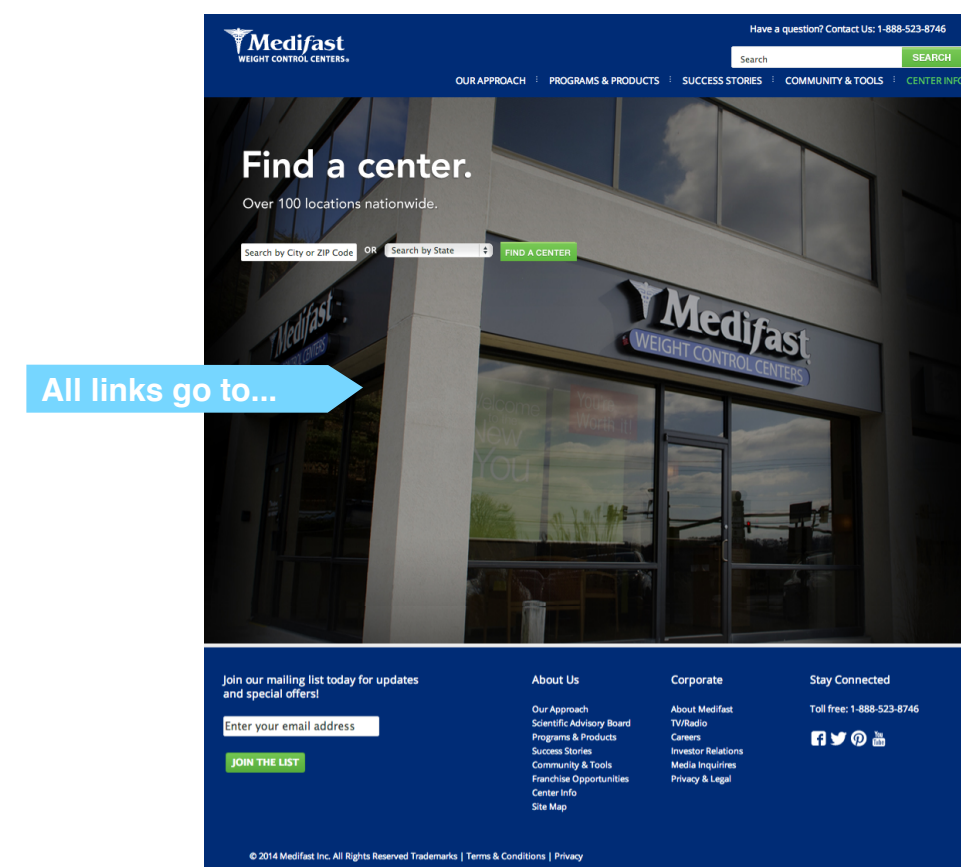
1. INSERT TOP NAV LINK: Placement of link in Medifast1.com's top auxiliary navigation.

Link to appear upon site's recognition that user's geographic location (based on user's IP address) is within a city/state or DMA where a center is located.

Clicking the "Find A Center" link would open new tab in user's web browser with tab displaying the Find A Center page within the MedifastCenters.com website.

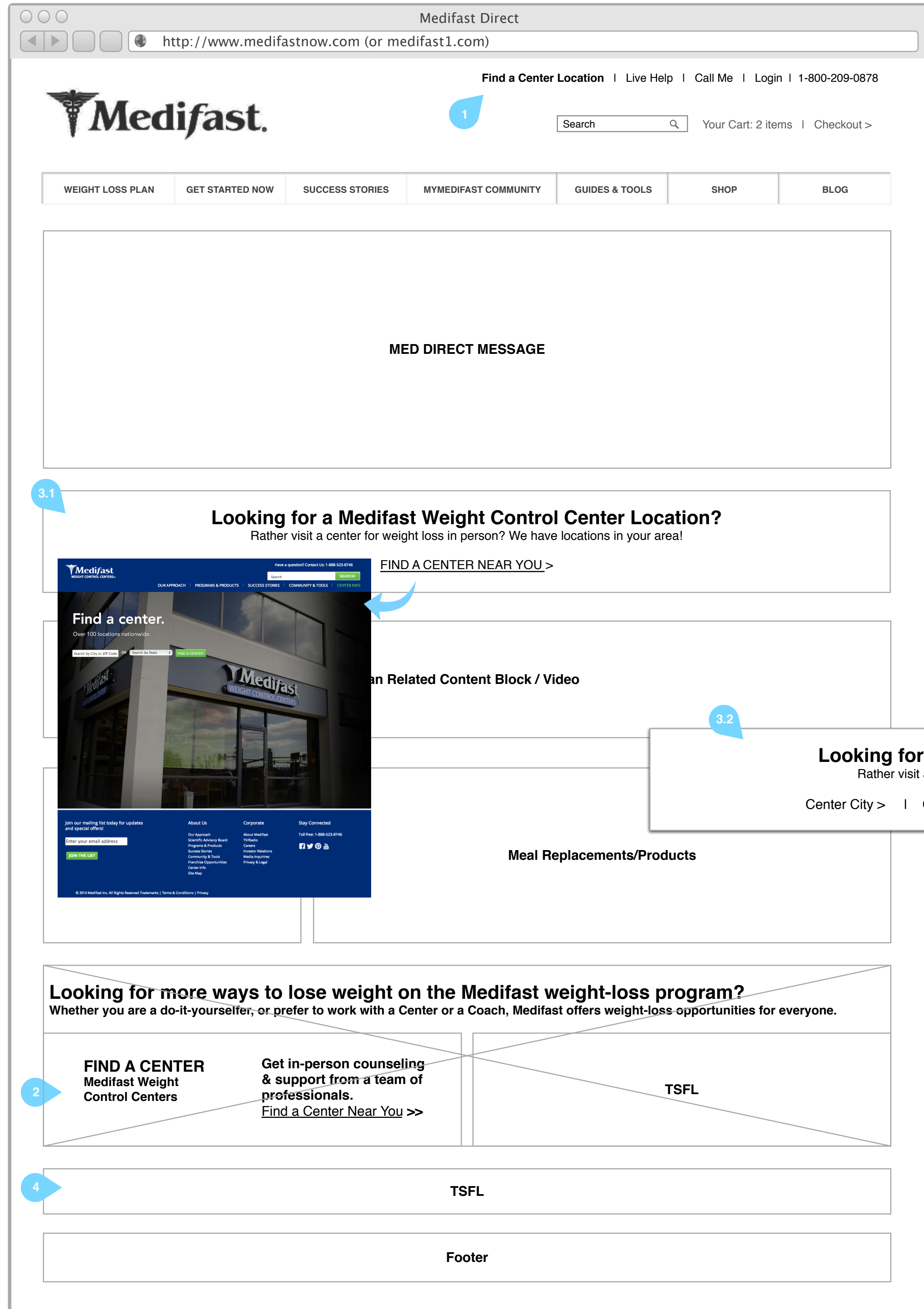
2. EXISTING CONTENT: Keep existing feature, as it exists today, on Medifast1.com Homepage.

This feature would appear 100% of the time as it does today. However, Medifast Direct would reserve the right to make changes to the contents of this feature, change it's configuration or prominence as deemed necessary to conduct business for Medifast Direct.



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Option 2: Top Navigation Link + Prominent Banner Placement within DMA's on Homepage



1. INSERT TOP NAV LINK: Placement of link in Medifast1.com's top auxiliary navigation. (SAME CONDITIONS AS OPTION 1)

Link to appear upon site's recognition that user's geographic location (based on user's IP address) is within a city/state or DMA where a center is located.

Clicking the "Find A Center" link would open new tab in user's web browser with tab displaying the Find A Center page within the MedifastCenters.com website.

2. REMOVE CONTENT BLOCK: Strike existing Medifast1.com homepage block.

3. PROMINENT BANNER: Replace existing with more prominent banner/content block on homepage.

Banner/Content block to appear only upon site's recognition that user's geographic location (based on user's IP address) is within a city/state or DMA where a center is located. All links would launch new tab in user's web browser.

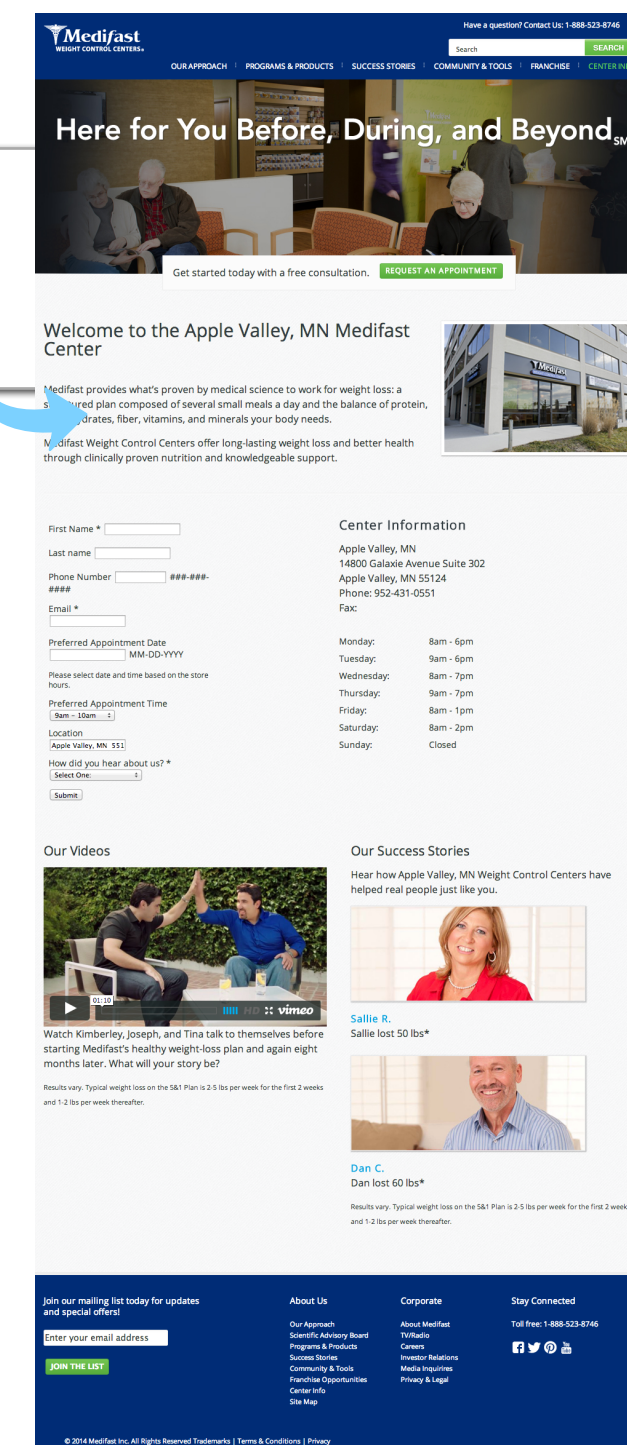
Two options for display:

3.1: Simple graphical banner that links to the "Find A Center" page on MedifastCenters.com.

3.2: Complex HTML-based content block that display center city location names with the banner. Center city names with banners would link to the center profile page on MedifastCenters.com. This obviously would require additional design, development and maintenance.

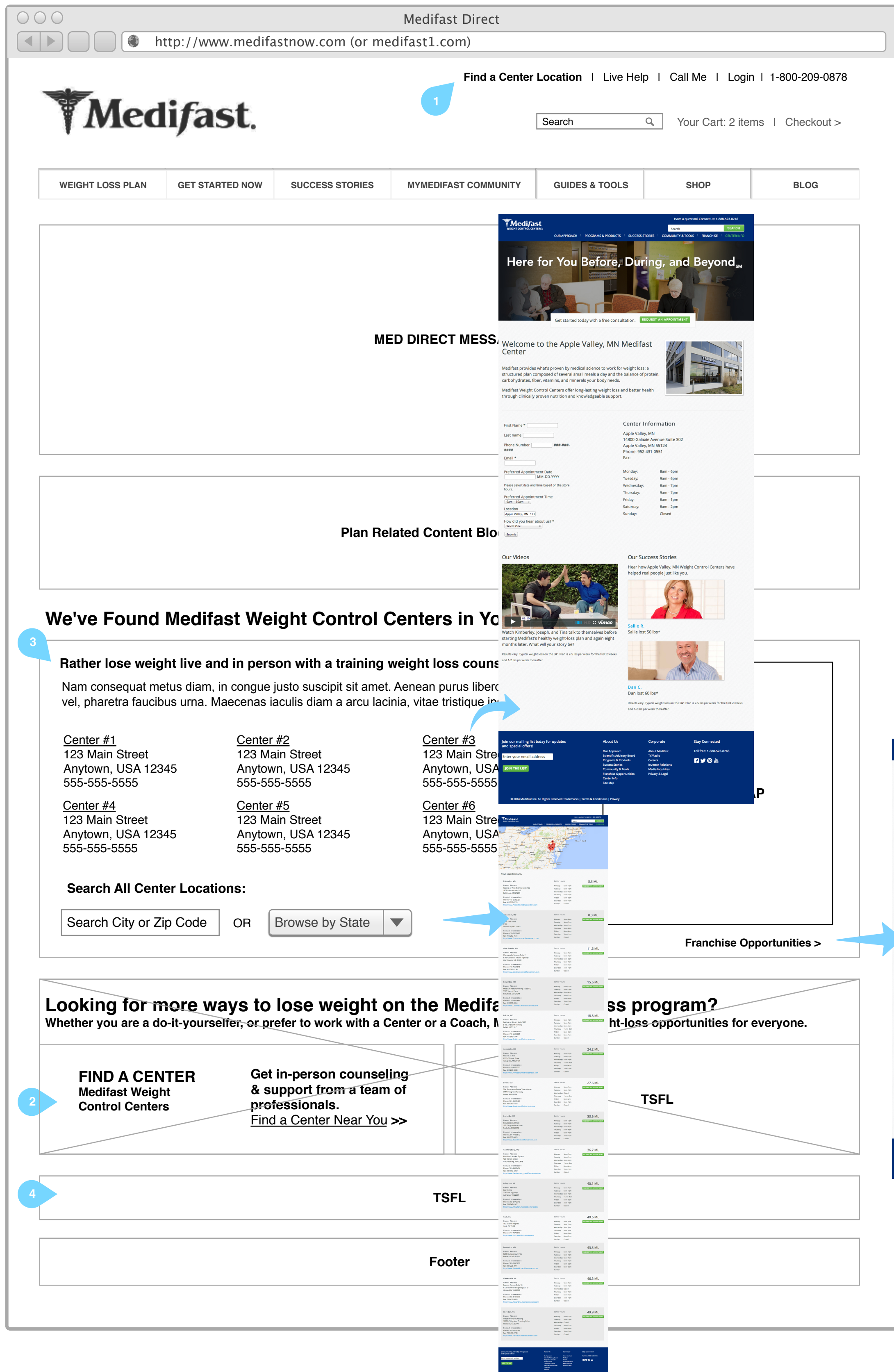
4. REPOSITION TSFL: Redesign TSFL's existing content block.

Would be required since we'd be changing the Medifast1.com's homepage layout to accommodate the MWCC changes.



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Option 3: Top Navigation Link + Prominent Half-Page Takeover within DMA's on Homepage



1. INSERT TOP NAV LINK: Placement of link in Medifast1.com's top auxiliary navigation. (SAME CONDITIONS AS OPTION 1)

Link to appear upon site's recognition that user's geographic location (based on user's IP address) is within a city/state or DMA where a center is located.

Clicking the "Find A Center" link would open new tab in user's web browser with tab displaying the Find A Center page within the MedifastCenters.com website.

2. REMOVE CONTENT BLOCK: Strike existing Medifast1.com homepage block.

3. PROMINENT 1/2 PAGE TAKEOVER: Replace existing with more very prominent takeover content block on homepage.

Banner/Content block to appear only upon site's recognition that user's geographic location (based on user's IP address) is within a city/state or DMA where a center is located.

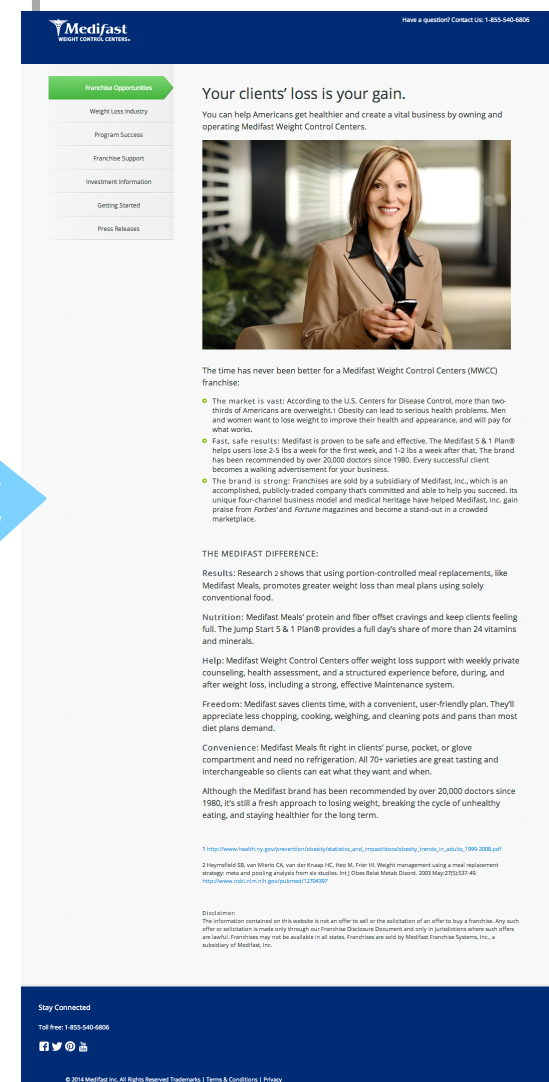
Elaborate display with full-featured content.

- Complex HTML-based content block that display center city location names with the banner.
- Center city names within would link to the center profile page on MedifastCenters.com.
- Search results would appear within the MedifastCenters.com website.
- Could also link to Franchise Opps pages.
- All content linkage would launch new browser tab.

This would require concerted effort between internal and MWCC vendor for design, development and maintenance.

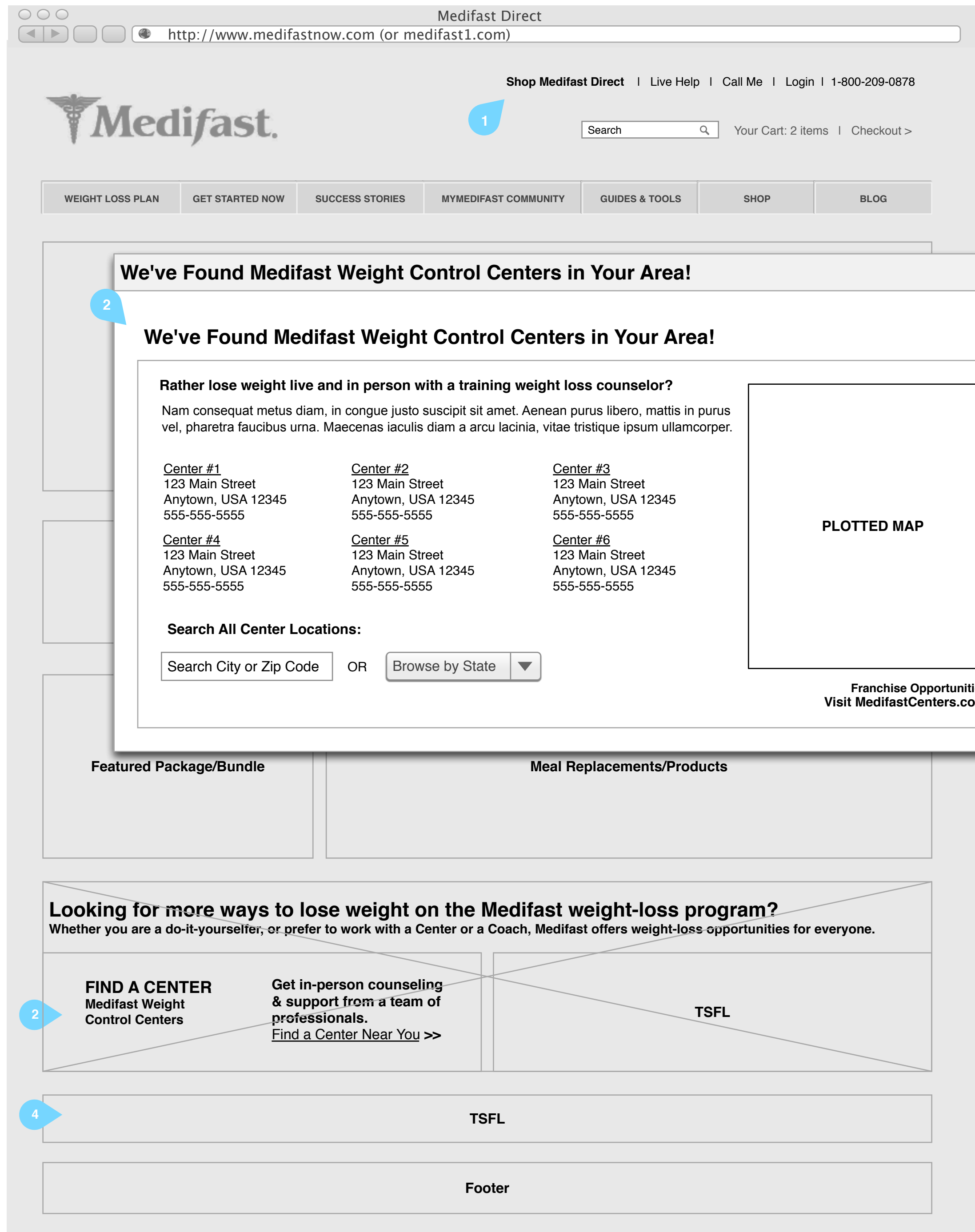
4. REPOSITION TSFL: Redesign TSFL's existing content block.

Would be required since we'd be changing the Medifast1.com's homepage layout to accommodate the MWCC changes.



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Option 4: Intersitial Takeover/Violator via a Lightbox for one time display upon arrival to Medifast1.com Site Homepage within DMA's (No other links)



1. NO TOP NAV LINK: Insert of "Shop Medifast Direct" link within Medifast1.com's top auxiliary navigation.

Recommended to maintain/retain Medifast Direct brand impression. Insertion of the violator proposed here would call for a reinforcement of Medifast Direct. In a world where you have less than a few seconds for a user to establish a connection and commitment to stay on a page, even seemingly small breadcrumbs or hints are important.

2. REMOVE CONTENT BLOCK: Strike existing Medifast1.com homepage block.

3. INTERSTITIAL TAKEOVER/VIOLATOR LIGHTBOX: Takeover placement within DMA's.

This lightbox would only appear upon site's recognition that user's geographic location (based on user's IP address) is within a city/state or DMA where a center is located.

So, if a user arrives at Medifast1.com from within a Center's geographical location, a lightbox would appear in the site foreground, prior to the user's arrival upon the Medifast1.com homepage. This lightbox would provide fair alert and notice that MWCC is in operation in their DMA,

It could also provide nearly all information and opportunities that a person would need to visit on a location page, search for a location, visit MedifastCenters.com in general and even review business opportunities.

Elaborate display with full-featured content.

- Complex HTML-based content block that display center city location names with the banner.
- Center city names within would link to the center profile page on MedifastCenters.com.
- Search results would appear within the MedifastCenters.com website.
- Could also link to Franchise Opps pages.
- All content linkage would launch new browser tab.

The lightbox option would display onscreen until the user closed the window or selected an option within.

And finally, this lightbox would only display once - ever - per user, per user device. For example, if I visited Medifast1.com at home on my desktop computer I'd view this lightbox only once on that computer. But if I, same person, visited Medifast1.com from my iPad, I'd see this lightbox again. But only that once on my iPad...and so on for each device where I viewed Medifast1.com from within a MWCC DMA.

Making this happen would require an extensive effort between internal and MWCC vendor for design, development and maintenance.

4. REPOSITION TSFL: Redesign TSFL's existing content block.

Would be required since we'd be changing the Medifast1.com's homepage layout to accommodate the MWCC changes.

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Very Rough Thoughts/ Wishes: How I would like to eventually see this happen - for the sake of customers, users, visitors...None of whom care about our business model.

The start of an "idea." Well, really nothing new. This is done over and over again, just not at Medifast. Just some rough drafting of further thinking about it within our walls. BEYOND THE PORTAL.....

Medifast Direct
<http://www.medifastnow.com> (or medifast1.com)

Find a Center Location | Live Help | Call Me | Login | 1-800-209-0878

Your Cart: 2 Items | Checkout >

WEIGHT LOSS PLAN | GET STARTED NOW | SUCCESS STORIES | MYMEDIFAST COMMUNITY | GUIDES & TOOLS | SHOP | BLOG

MED DIRECT MESSAGE

Plan Related Content Block / Video

Featured Package/Bundle

Meal Replacements/Products

We've Found Medifast Weight Control Centers Near You!

Rather lose weight live and in person with a training weight loss counselor?
 Nam consequat metus diam, in congue justo suscipit sit amet. Aenean purus libero, mattis in purus vel, pharetra faucibus urna. Maecenas iaculis diam a arcu lacinia, vitae tristique ipsum ullamcorper.

| | | |
|--|--|--|
| <p>Center #1 123 Main Street Anytown, USA 12345 555-555-5555</p> | <p>Center #2 123 Main Street Anytown, USA 12345 555-555-5555</p> | <p>Center #3 123 Main Street Anytown, USA 12345 555-555-5555</p> |
| <p>Center #4 123 Main Street Anytown, USA 12345 555-555-5555</p> | <p>Center #5 123 Main Street Anytown, USA 12345 555-555-5555</p> | <p>Center #6 123 Main Street Anytown, USA 12345 555-555-5555</p> |

Search All Center Locations: OR ▾

[PLOTTED MAP](#)

Franchise Opportunities >

Medifast also offers a large network of Health Coaches to help keep you motivated. [Get one-on-one support here!](#)

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FIND A MEDIFAST WEIGHT CONTROL CENTER

Nam consequat metus diam, in congue justo suscipit sit amet. Aenean purus libero, mattis in purus vel, pharetra faucibus urna. Maecenas iaculis diam a arcu lacinia, vitae tristique ipsum ullamcorper.

| | | |
|--|--|--|
| <p>Center #1 123 Main Street Anytown, USA 12345 555-555-5555</p> | <p>Center #2 123 Main Street Anytown, USA 12345 555-555-5555</p> | <p>Center #3 123 Main Street Anytown, USA 12345 555-555-5555</p> |
| <p>Center #4 123 Main Street Anytown, USA 12345 555-555-5555</p> | <p>Center #5 123 Main Street Anytown, USA 12345 555-555-5555</p> | <p>Center #6 123 Main Street Anytown, USA 12345 555-555-5555</p> |

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Franchise Opportunities >

Nam consequat metus diam, in congue justo suscipit sit amet. Aenean purus libero, mattis in purus vel, pharetra faucibus urna. Maecenas iaculis diam a arcu lacinia, vitae tristique ipsum ullamcorper.

Search All Center Locations: OR ▾

Search Results

| | | |
|--|---|---|
| <p>Apple Valley, MN</p> <p>Center Address 14800 Galaxie Avenue Suite 302 Apple Valley, MN 55124</p> <p>Contact Information Phone: 952-431-0551 http://www.AppleValley.medifastcenters.com</p> | <p>Center Hours</p> <p>Monday: 8am - 6pm Tuesday: 9am - 6pm Wednesday: 8am - 7pm Thursday: 9am - 7pm Friday: 8am - 1pm Saturday: 8am - 2pm Sunday: Closed</p> | <p>REQUEST AN APPOINTMENT</p> |
| <p>Coon Rapids, MN</p> <p>Center Address 3495 Northdale Boulevard Suite 100 Coon Rapids, MN 55448</p> <p>Contact Information Phone: 763-712-1288 http://www.CoonRapids.medifastcenters.com</p> | <p>Center Hours</p> <p>Monday: 9am - 6pm Tuesday: 9am - 6pm Wednesday: 9pm - 7pm Thursday: 9am - 6pm Friday: 8am - 1pm Saturday: 8am - 1pm Sunday: Closed</p> | <p>REQUEST AN APPOINTMENT</p> |

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Get started today with a free consultation. [REQUEST AN APPOINTMENT](#)

Welcome to the Apple Valley, MN Medifast Center

Medifast provides what's proven by medical science to work for weight loss: a structured plan composed of several small meals a day and the balance of protein, carbohydrates, fiber, vitamins, and minerals your body needs.

Medifast Weight Control Centers offer long-lasting weight loss and better health through clinically proven nutrition and knowledgeable support.

First Name *

Last name

Phone Number

Email *

Preferred Appointment Date

Please select date and time based on the store hours:

Preferred Appointment Time

Location

How did you hear about us? *

Center Information

Apple Valley, MN
 14800 Galaxie Avenue Suite 302
 Apple Valley, MN 55124
 Phone: 952-431-0551
 Fax:

Monday: 8am - 6pm
 Tuesday: 9am - 6pm
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 Thursday: 9am - 7pm
 Friday: 8am - 1pm
 Saturday: 8am - 2pm
 Sunday: Closed

Our Videos

Watch Kimberley, Joseph, and Tina talk to themselves before starting Medifast's healthy weight-loss plan and again eight months later. What will your story be?

Results vary. Typical weight loss on the S&F Plan is 2.5 lbs per week for the first 2 weeks and 1-2 lbs per week thereafter.

Our Success Stories

Hear how Apple Valley, MN Weight Control Centers have helped real people just like you.

Sallie R.
Sallie lost 50 lbs*

Dan C.
Dan lost 60 lbs*

Results vary. Typical weight loss on the S&F Plan is 2.5 lbs per week for the first 2 weeks and 1-2 lbs per week thereafter.

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