

WW

NEW PROGRAM + POINTS ALGORITHM LAUNCH

ROLE: ADVISOR + REVIEWER + APPROVER

myWW+

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## WW Programs + Points Algorithm

Every 2 years, WW launches a new Food algorithm and program for its members. In Jan 2020 through Jan 2021, we launched myWW (algorithm update) and myWW+ (new features).

### My Role

Design leader who staffed the initiative  
People manager to both designers  
Workshop lead facilitator  
SteerCo member

### Accountable

Problem Definition  
Design Quality  
Alignment





## The Goal

Create a program that is more **personalized** than ever before. Let's WOW our members.



## The Methods

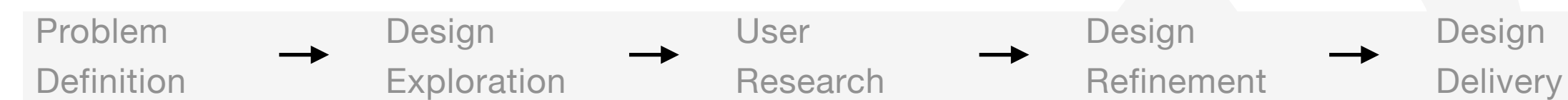
Problem <> Solution (Behavior Change) Mapping

Scenario Based - Concept Testing

Design Sprints

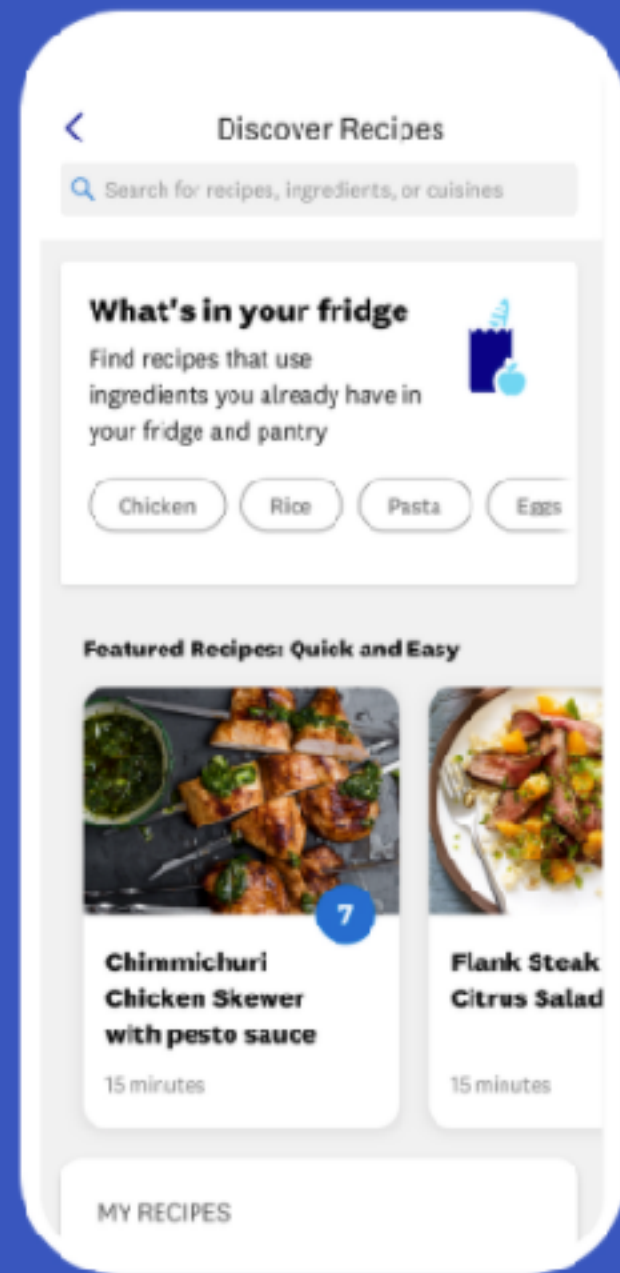
Usability Testing

## The Process



**Solution strategies should remove barriers to key behaviors, and address member needs**





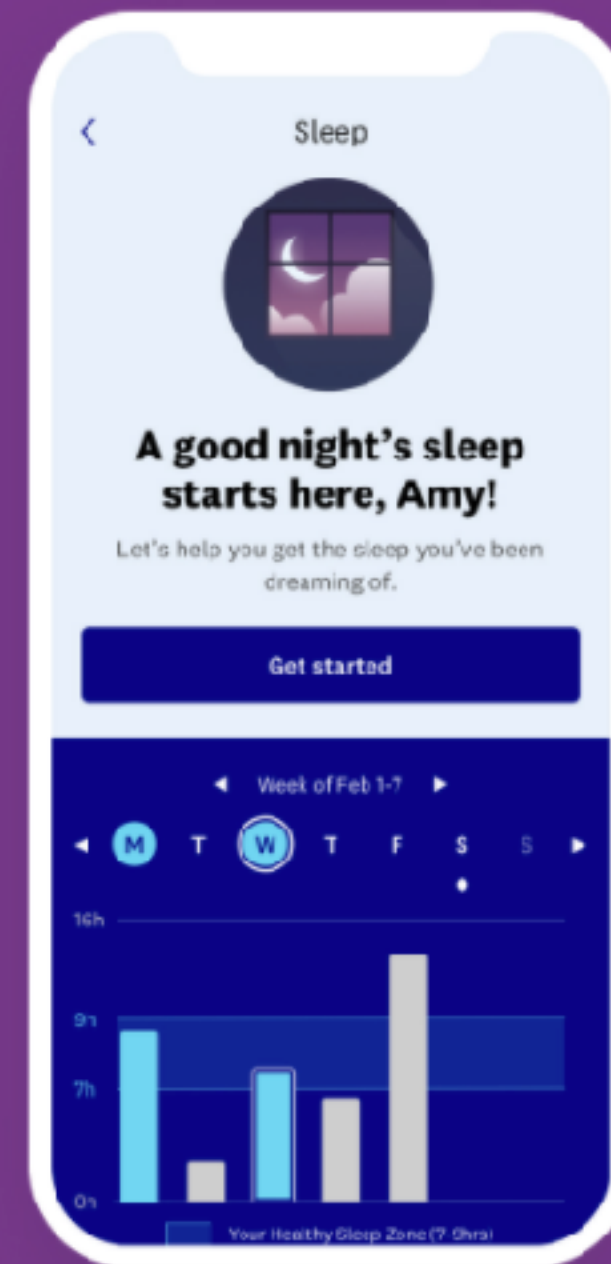
## Planning

### PROBLEM

When I don't have time to plan or something unexpected comes up, I just want to forget my weightless goals.

### SOLUTIONS

Well, what's in your fridge?



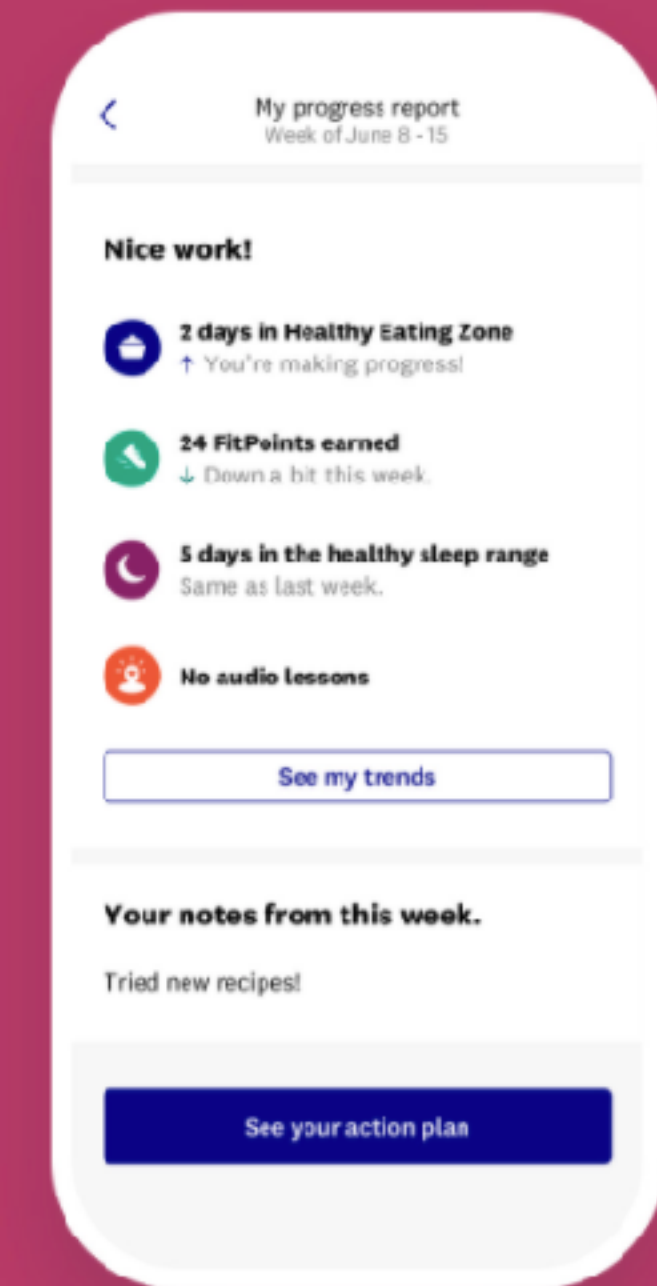
## Sleep

### PROBLEM

Members struggle to make good choices because they are tired and have little bandwidth.

### SOLUTIONS

Let's talk about getting better sleep.



## Progress

### PROBLEM

Weight loss takes a long time and members don't feel like I am seeing progress on the scale.

### SOLUTIONS

Let's emphasize non-scale victories.

# Design Challenges

## ZOOMING IN

### ONBOARDING

For each new program, there are a variety of onboarding experience that need to be created for a variety of Members:

- Current members
- New members
- Returning members

As well as support a host of internal users:

- Coaches
- Guides
- Training + Development
- Developers + Producers

### LAST MINUTE REQUESTS (e.g., pre-auth assessment)

As one might expect in a larger company that has many stakeholders, there are commonly last minute add-ons.

# Leadership Challenges

## ZOOMING OUT

### PROGRAM NAMING

As a XFN steering committee, we were responsible for informing the naming of the program (e.g., Freestyle, PointsPlus).

While there was long debate and discussion over the program naming and plan names, my preference did not succeed. 🧐 #setting-the-example #disagree&commit

### RESEARCH TEAM COLLAB

While WW has traditionally faced challenges with communication and collaboration, I paired my energy and improve skills for a workshops I facilitated that drove alignment toward final concepts.



# Outcomes

While I left the organization prior to seeing the long-term impact and the program launched right before Covid which impacted analysis timelines, there were many high level learnings I did hear about:

- Most New Subscriptions Ever
- Least Cancellation
- Happiest Members Yet

