

# Homepage

The AOM homepage provides more at your fingertips with a variety of ways to locate the specific information you're looking for.

The following slides discuss the various features available directly from the AOM homepage.

The screenshot displays the America On the Move (AOM) homepage. At the top left is the AOM logo with the tagline "Steps to a Healthier Way of Life". To the right of the logo is a blue navigation bar with "welcome to the AOM community" and a "what is this?" link. Further right is a user login section with fields for "email or username" and "password", a "remember me" checkbox, a "forgot password?" link, and a "login" button. Below the login section is a search bar with a "search" button. The main navigation menu includes "home", "about us", "en español", "programs", and "store". A secondary navigation bar features "eat healthy", "feel better", "get active", "manage weight", and "move to green". On the right side, there is a "join the movement sign up for a free account" button. Below the navigation is a large banner image of a family walking in a park. To the right of the banner is a "feature article" section with links to "promotions", "community news", "media", and "success stories". Below the banner is a "Your New AOM" section with a "read more" link. On the right side, there is a "users" section with a grid of user avatars and names: Linda, Audrey, David, Lori, Robin, Kona, Patty, and Sarah. Below the users section is a "join the movement" section with a "community map" link and a map of the United States. At the bottom, there are three columns of content: "Daily Tip" (Skip the super-size promotions), "Expert Advice" (How to Keep Off the Weight You Lose: Lessons from Successful Weight Loss Maintainers), and "100 Ways to Cut 100 Calories" (Energy balance is key to reaching and managing a healthy weight). A "Join active kids" section is located at the bottom right.

# Homepage – Toolbar

The white bar that spreads across the top of the image appears at top of every page. It contains fields where you can log in or run searches. Once you're logged in, it will have expanded functionality (explained in the Tutorial for Individuals). Clicking the logo will always take you to the AOM homepage.

You'll see the word home on the left just underneath this bar. This is called a breadcrumb. Any time you dig deeper into the site, this will show you where you are based on our site structure.



# Homepage – Learn More

When the homepage loads, the learn more section will briefly explain who we are and then, every few seconds, the learn more section will rotate to give a glimpse into the overall AOM participant base, including:

- Number of AOM participants
- Number of groups
- Total steps taken
- Total miles walked
- Number of laps around the world
- Total calories burned
- Cans of soda burned
- Total carbon reduction



# Homepage – Hero Image

The main hero image area will dynamically pull content from the online community. The highlighted tab to the right of the image will rotate, changing the main image section every few seconds, or you can click them to view that content. They will feature articles from the global topics navigation (described more later in this tutorial), promotions from AOM's national office, news and media from the online community, and success stories from various participants. Submit your success story with your picture and you might appear on our homepage!

Note: when you upload group news or media to the website, they may appear under community news or media tabs, respectively. Content on these tabs appears by date posted and rating.



# Homepage – Buckets

At the bottom of the page, you'll see three spotlighted features (buckets).

- The first provides a daily tip. Log in each day to ensure you don't miss any.
- The middle bucket features advice columns written by physicians, researchers, dietitians, and other industry pros. We anticipate the advice column changing one or two times per month, and are currently recruiting contributors.
- The final bucket will highlight a different AOM program or tool every time you visit. By clicking the title, you'll be taken to the specific program or tools page if not logged in. If logged in, you'll be taken to the specific tool.

Note: downloadable tools are only available to registered, logged in users.



The image shows a screenshot of three featured content buckets on a homepage. Each bucket has a title, a brief description, and a 'read more' or 'next tip' link.

Bucket 1	Bucket 2	Bucket 3
<b>Daily Tip</b>	<b>Expert Advice</b>	<b>100 Ways to Cut 100 Calories</b>
Skip the super-size promotions.	How to Keep Off the Weight You Lose: Lessons from Successful Weight Loss Maintainers	Energy balance is key to reaching and managing a healthy weight. Discover easy ways to daily calories through meal and beverage choices.
next tip ►	read more ►	

# Homepage – Sign Up

Registration on the AOM site is quick and easy. Click sign up to go to our smart registration form. More information on registration is available in the Tutorial for Individuals. New users should also be sure to review our legal statements, which are available at the bottom right corner of each page.



# Homepage – Snapshot

This snapshot section is a sneak peek of what's inside the new AOM online community. It will show the avatars (pictures) of new users and groups and feature some of the posts and media in the community.

Just below the snapshot is a join the movement link. Users who want a little more information before registering can click here to read more.

Note: due to design constraints, only the first seven letters of every user and group name can appear in the snapshot section. However if you search for a user or group, the full name will appear. The full name also appears on user and group profile pages.

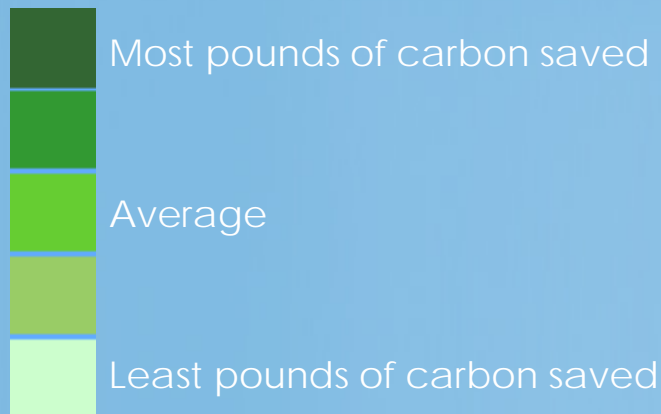


# Homepage – Healthy Lifestyle Footprint

Daily activities leave a carbon footprint. You already know that driving cars, heating and cooling houses, and using electricity increase carbon dioxide (greenhouse gas) emissions. Another inconvenient truth is that your food choices and physical activity patterns could also have an impact.

Healthy lifestyle footprinting helps assess your contribution to greenhouse gas emission. It can also help you learn how your food and physical activity choices can affect your environment. For example, biking to work, instead of driving, would increase your physical activity and decrease your carbon footprint, giving you a smaller footprint.

AOM's healthy lifestyle footprinting map combines participants' impact and shows, by state, which areas have a smaller footprint. States will be shaded based on the following color scheme:



# Homepage – Kids

To ensure the privacy of users under 13, AOM will silo these users on AOM Kids. The AOM Kids homepage will not highlight any part of the kids' online community in an effort to help protect our younger users.

Children under 13 also has kid-friendly versions of user and group profile pages.

For more information about how AOM protects the privacy of children on our website, please review AOM's Privacy Policy and Terms of Use located in the bottom right of every page on the site.

