

AOM Website Tutorial

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www.americaonthemove.org

Property of America On the Move 2010

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 are login fields for "email or username" and "password", with a "remember me" checkbox and a "forgot password?" link. A search bar is located below these fields. The main navigation menu includes "home", "about us", "en español", "programs", and "store". Below the navigation is a large banner area with the text "eat healthy", "feel better", "get active", "manage weight", and "move to green". On the right side of the banner is a "join the movement sign up for a free account" button. The main content area is divided into several sections: a "learn more" section showing "74,871,168,439 total steps" and a "feature article" with a photo of a family walking in a park; a "promotions" section; a "community news" section; a "media" section; and a "success stories" section. Below these is a "Your New AOM" section with a "read more" link. To the right of the main content is a "users" section with a grid of user avatars (Linda, Audrey, David, Lori, Robin, Rona, Patty, Sarah) and a "join the movement" section with a "community map" showing a map of the United States. At the bottom of the page 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.



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.

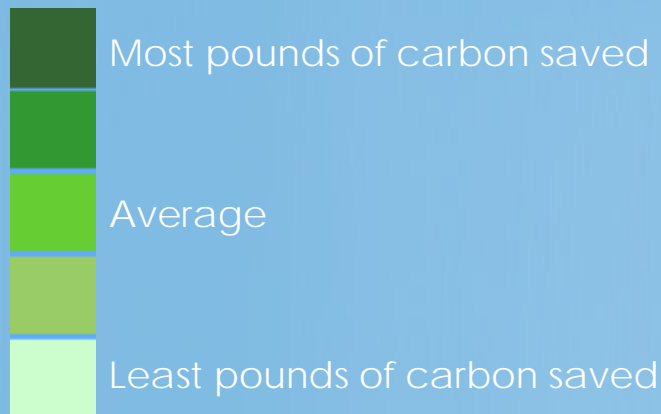


Homepage – Healthy Lifestyle Footprint

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.

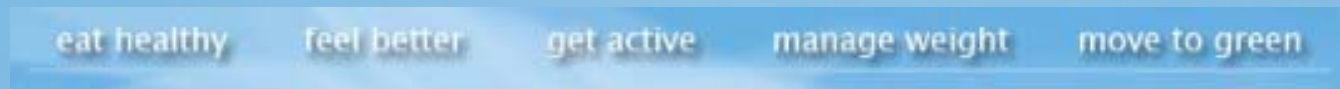


Global Topics Navigation

A new global topics navigation bar organizes all content that is added by both the AOM web team and users like you, so that it can be shared across the site. Each time a user uploads content to the site, whether it is an article, blog, image, recipe, or video, he/she will be asked to tag it.

The forms used to add information have tags that correspond to subtopics in the navigation bar. Once information is tagged and uploaded, other users can find it through searching or by using this navigation system. In other words, you will have easy access to new content from AOM and from your community, which will help keep the site from getting stale.

The global topics navigation bar will appear on every page of the site, except for AOM Kids.



Global Topics Navigation

Topic: Eat Healthy

Subtopics: Food choices, environment, tools, recipes

Topic: Feel Better

Subtopics: Chronic disease management, stress management, life balance, tools

Topic: Get Active

Subtopics: Activity choices, products, environment, tools

Topic: Manage Weight

Subtopics: Maintain weight, lose weight, gain weight, environment, tools

Topic: Move to Green

Subtopics: Eating green, green activities, community involvement, tools

Global Topics Navigation – Page

The global topics pages look very similar to the homepage, for ease of use.

Content appearing on the eat healthy page consists of items uploaded by AOM or by users that have been tagged with one of the four eat healthy subtopics.

We find that many times, an image or article is related to several of the subtopics. So each piece of content you upload to the site can be given up to three tags, to ensure it falls under as many applicable sections of the site as possible.

The screenshot displays the America On the Move website interface. At the top left is the logo for America On the Move, with the tagline "Change the Way of Life". A navigation bar includes "welcome to the AOM community" and "what is this?". On the right, there are login fields for "email or username" and "password", with options for "remember me" and "forgot password?", and a search bar. Below the navigation bar, the "eat healthy" page is active, showing subtopics: "eat healthy", "feel better", "get active", "manage weight", "move to green", "environment", "food choices", "recipes", and "tools". A "learn more" button indicates 492,008 total users. The main content area features a "feature article" with a photo of a family walking in a park, a "news" section, and a "media" section. On the right, there are links for "users", "groups", "posts", and "media", with a list of user avatars including Jason, Kendra, hyla, Patric, Mike, Nikki, nicole, and mich. Below this is a "join the movement" section with a map of the United States and a "community map" link. At the bottom, there are sections for "Daily Tip" (Skip the super-size promotions), "Expert Advice" (How to Keep Off the Weight You Lose: Lessons from Successful Weight Loss Maintainers), and "Home Food Environment Assessment" (A supportive environment makes it easier to make smart choices. Discover simple and practical ways to improve your daily environments.). A "join active kids" link is also present at the bottom right.

Global Topics Navigation – Subpage

The global topics subpages showcase content that was tagged with a particular subtopic, and can include articles, blogs, media, and news items from the online community.

The screenshot displays the 'activity environment' subpage on the America On the Move website. The page features a navigation bar with the following elements:

- Header:** 'America On the Move' logo, 'welcome to the AOM community', and a search bar.
- Secondary Navigation:** 'home > get active > activity environment', 'about us', 'en español', 'programs', and 'store'.
- Topic Navigation:** 'eat healthy', 'feel better', 'get active' (highlighted), 'manage weight', and 'move to green'. Below this are 'activity choices', 'environment' (highlighted), 'products', and 'tools'.
- Main Content Area:**
 - articles:** A featured article titled 'Assess Your Surroundings: Is Your Environment Making You Fat?' with a sub-headline: 'We all know that making lifestyle changes is tough. It becomes even tougher when we are surrounded by an environment that causes us to be sedentary.'
 - blogs:** A list of blog entries including 'Community walks', 'Be active in your yard', and 'Test Blog Testing'.
 - media:** A list of media items including 'Community walking map in Lowry', 'Reasons to go for walk', and 'Broomfield signage to promote increasing steps'.
 - news:** A section for news items.
- Right Sidebar:**
 - Buttons for 'users', 'groups', 'posts', and 'media'.
 - A grid of user avatars with names: Michell, Patty, Amy, JENNIFE, Kerry, Cassie, Connie, and Ray.
 - A 'join the movement' section featuring a map of the United States and a 'community map' link.
 - A 'join active kids' section with an image of a family and a link.

Header Navigation

AOM also has a header navigation menu in the upper right corner, under the white toolbar. Look here for background information about AOM, including the science behind the small changes approach.

Spanish-speaking participants can find instructions and tools in Spanish here.

The programs section outlines how AOM can be implemented in different environments, including school, work, and home. This section also includes a page listing all the tools available on the site. If you're not logged in, it's just a list. But for those who are logged in, the list changes so that you can quickly see and download any tool you would like to reference.

On the far right of the header is the store, where you can purchase pedometers to help you track your steps. AOM does not sell pedometers. The store provides information about pedometers from AOM's preferred pedometer vendor. You can place an order with them.



Footer Navigation

The footer menu contents are really important for AOM and its users.

Under help, you will find these tutorials. If you are a teacher looking to start a school group, our official parental consent form is located here. AOM wants to provide all the information you need to make the most of your time on this site, so we also place responses to frequently asked questions (FAQs) on the help page.

If you have a question, please check the help section first. You will probably locate an answer there more quickly than we can respond to inquiries. If you still need to reach us, the help section also links to a contact form.

Our privacy policy outlines how children under 13 are protected on the site. It also outlines privacy considerations for older users. Our terms of use note guidelines to abide by when using our site. These are important, and by using the site, you agree to these legal statements.

A white rectangular box containing three blue text links: 'help', 'privacy policy', and 'terms of use', separated by small blue dots.

[help](#) [privacy policy](#) [terms of use](#)