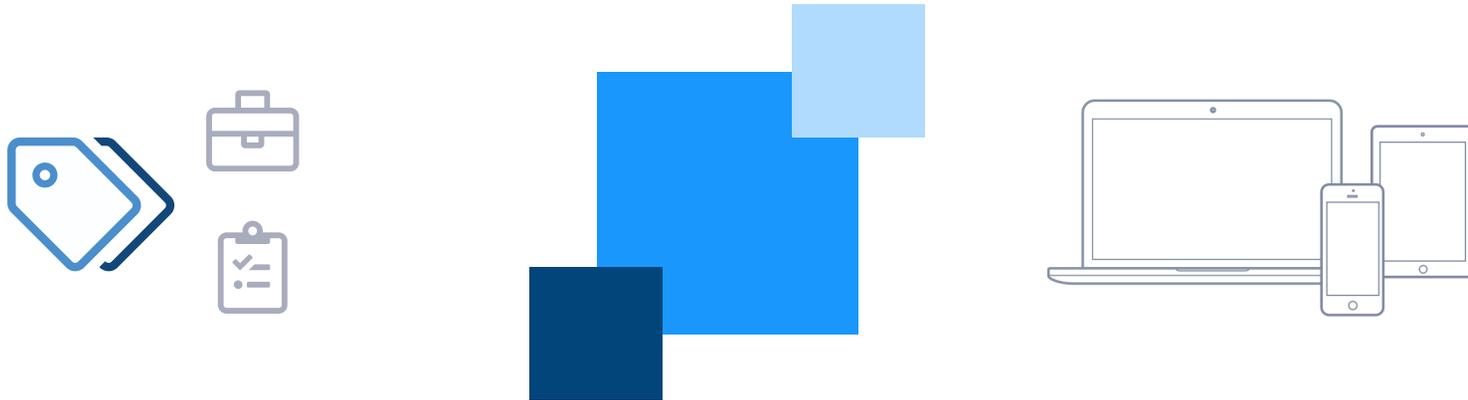




# secondhalf

## Second Half Design

- Flat, minimalist, monochromatic
- Mobile iOS iPhone XS/Android Galaxy 375px wide
- Responsive Web 1024px tablet to 1440px laptop

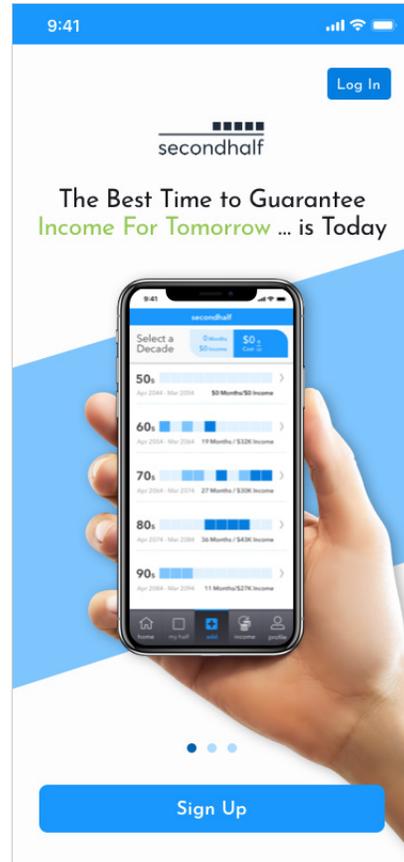


# Mobile Experience - Onboarding



## 0 - Splash Screen

Fades and reveals...



## 1 - Conversion Funnel

"Tour" provides value proposition & sets the user's expectations



## 2

Top and bottom regions remain sticky, while the center messaging swipes left

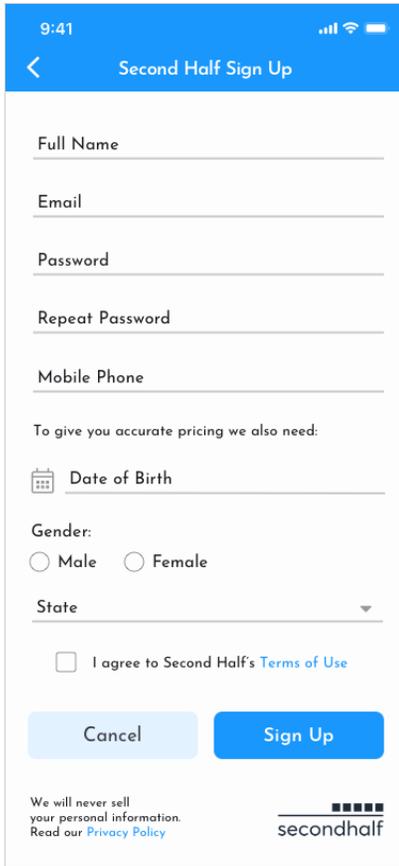
Imager considerations consider product highlights (for demo real art as per Marketing), or tasteful animations, or a brief explainer video



## 3

Branches members to log in or for new user to sign up

# Login & Registration



9:41

Second Half Sign Up

Full Name

Email

Password

Repeat Password

Mobile Phone

To give you accurate pricing we also need:

Date of Birth

Gender:  
 Male  Female

State

I agree to Second Half's [Terms of Use](#)

Cancel Sign Up

We will never sell your personal information. Read our [Privacy Policy](#)

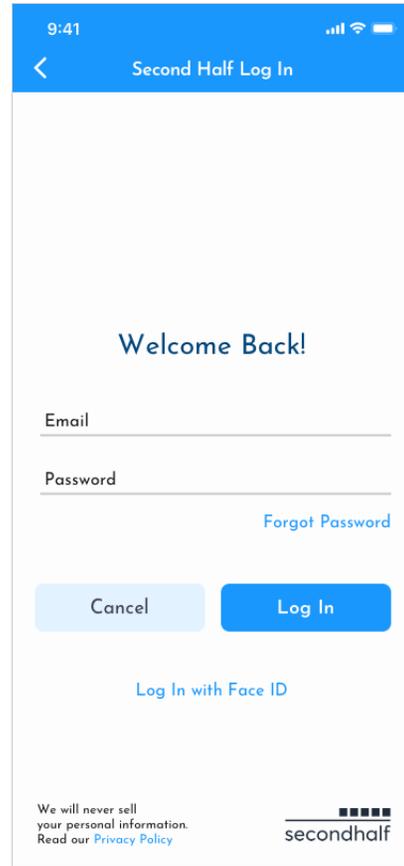
secondhalf

## 4 - Sign Up

All fields are required

Accepts auto-fill if enabled

Device specific input methods



9:41

Second Half Log In

Welcome Back!

Email

Password

[Forgot Password](#)

Cancel Log In

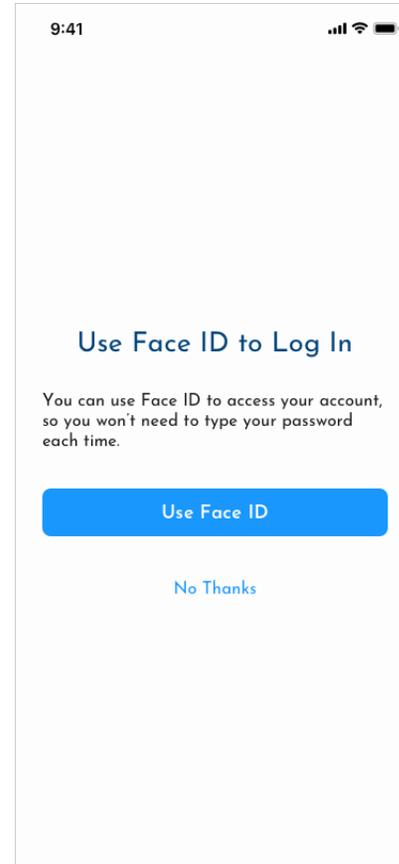
[Log In with Face ID](#)

We will never sell your personal information. Read our [Privacy Policy](#)

secondhalf

## 5 - Log In

Biometric Face/Touch enabled



9:41

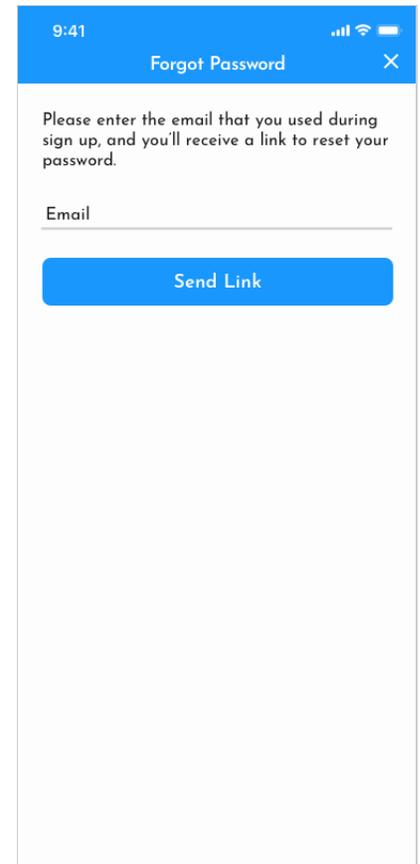
Use Face ID to Log In

You can use Face ID to access your account, so you won't need to type your password each time.

Use Face ID

No Thanks

## 6 - Face ID



9:41

Forgot Password

Please enter the email that you used during sign up, and you'll receive a link to reset your password.

Email

Send Link

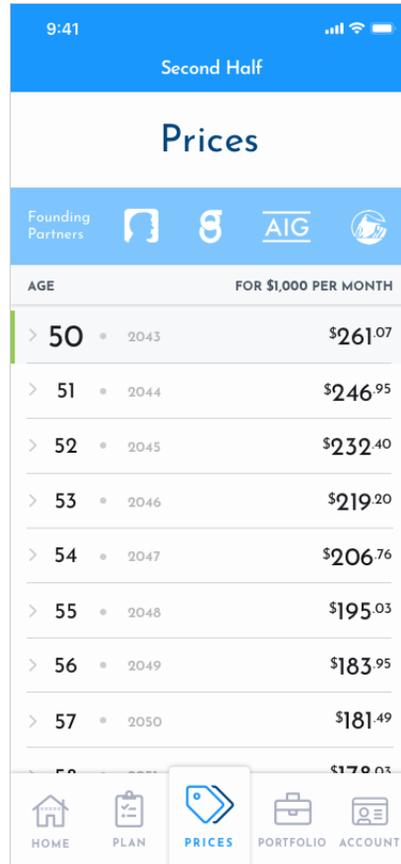
## 7 - Forgot Password

# Prices - Selecting Years and Months



8 - Prices Loading Interstitial

Introduces the Marketplace concept, rand leverages our founding partners. A leaderboard in top of the Price List reinforces the partnership and price competition to benefit consumers helps build trust

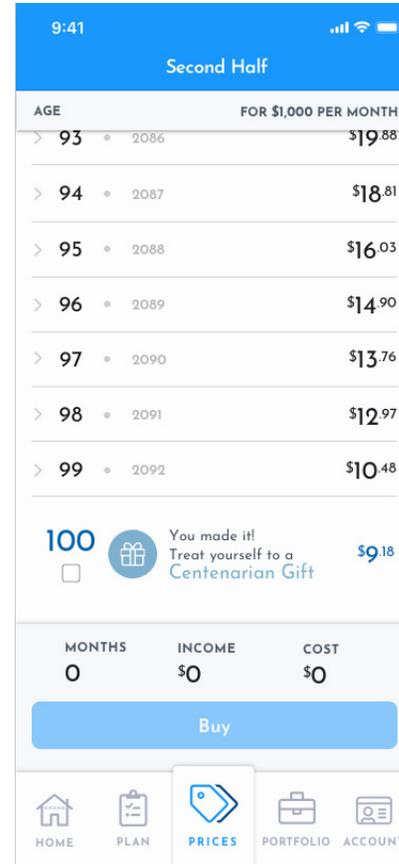


9 - Prices Landing Default

The header and navigation are fixed

At center, The Price List, collapsed by decades, is a scrolling region

Prices represented are averages per \$1,000 per month, averaged across all Providers, until a Provider is selected in Step 1

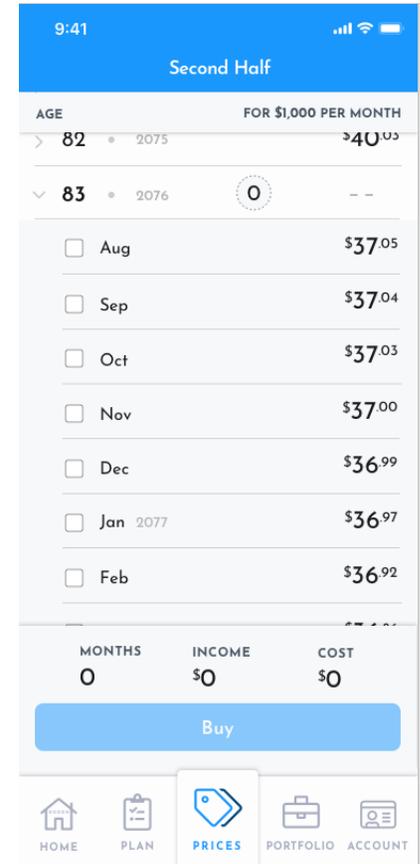


10 - Prices Scrolled to Age 100

Header region collapses scrolling up, and reappears scrolling down

Age 100 gets special treatment

A Sum Total Counter appears fixed above the navigation



11 - Prices Age 83 Expanded

Expanding panels that allow a drill down to select a specific age, month and price

The counter stands at zero and the Buy button is disabled until at least one selection is made

# Prices cont'd

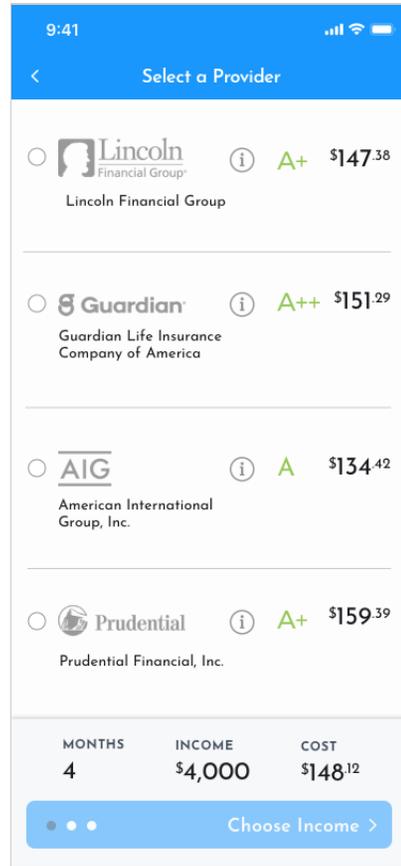


## 12 - Prices, Age 83, 4 Mo. Selected

When selected, Prices bold and a count of months selected appears

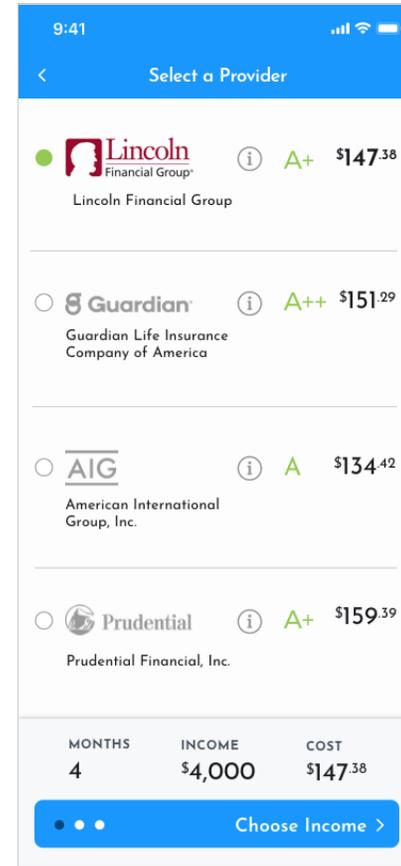
The Buy button is now enabled allowing a user to proceed to Step 1 of the purchase flow that occurs in a full screen takeover

# Step 1 - Select a Provider



## 13 - Provider Landing Step 1

The purchase flow begins as a full screen takeover. Providers are grayed out and colorized once selected. Once a selection is made, the Sum Total Counter updates to the actual cost for the Provider, still at \$1,000 per month.

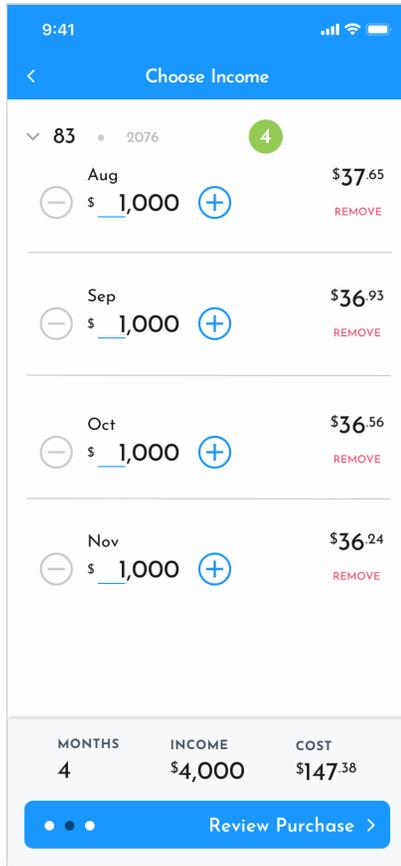


## 14 - Provider Selected

The Provider logo shifts from grayed out to full color, and the price bolds when selected.

The Counter now reflects an updated total cost, and the Step 2 Choose Income button is enabled, allowing a user to proceed. For the MVP, consumers are permitted one provider per purchase to start.

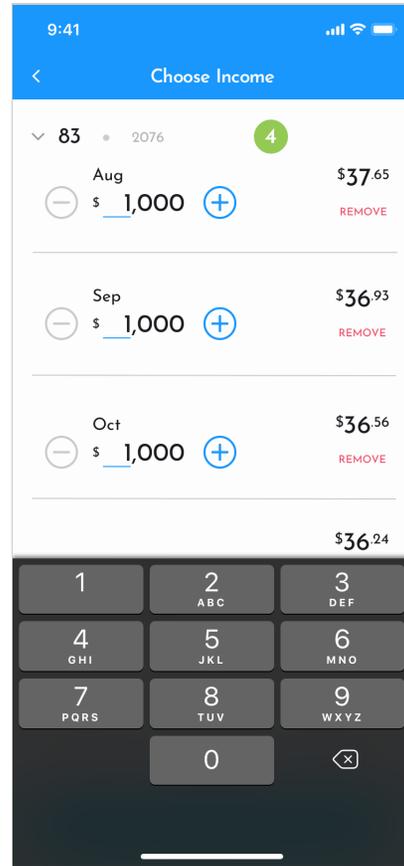
# Step 2 - Choose Income



15 - Choose Income Step 2

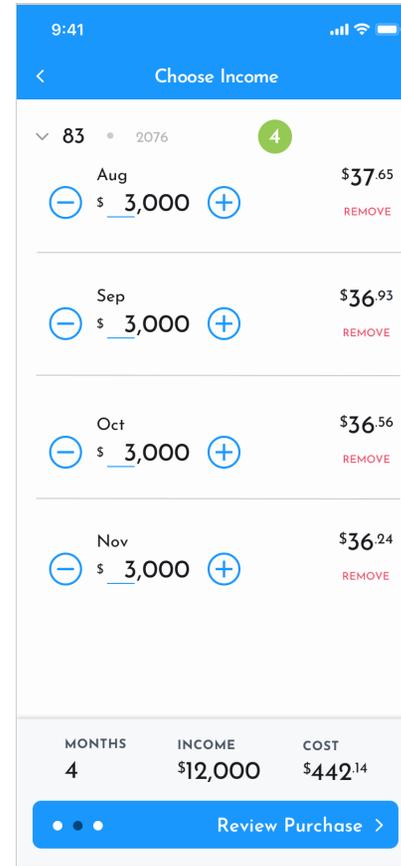
The user now chooses increments of \$1,000 of their desired future income for selected months

The Step 3 Review Purchase button is now enabled allowing the user to proceed

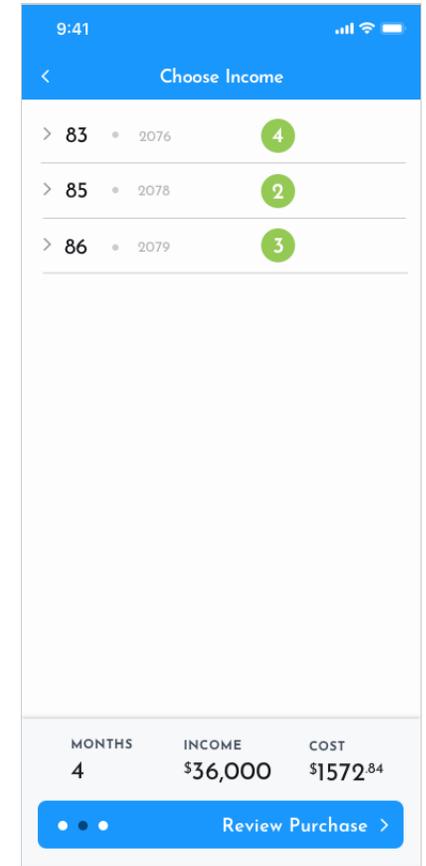


16 - Selections Expanded

Inputs can also be entered manually as text via device specific input methods



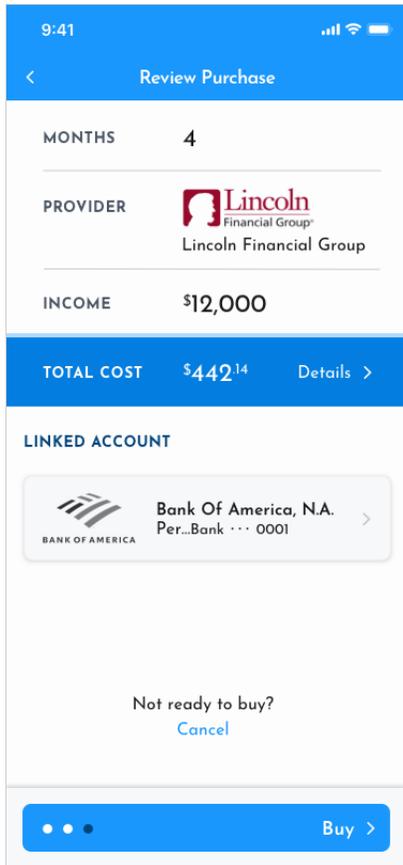
17 - Selections Increased



18 - Selections Collapsed

Expanding panels group multiple selections and summarizes months selected for purchase

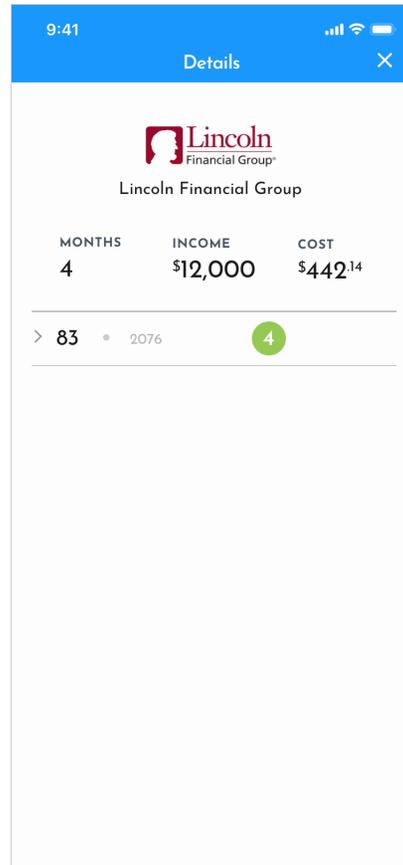
# Step 3 - Review & Buy



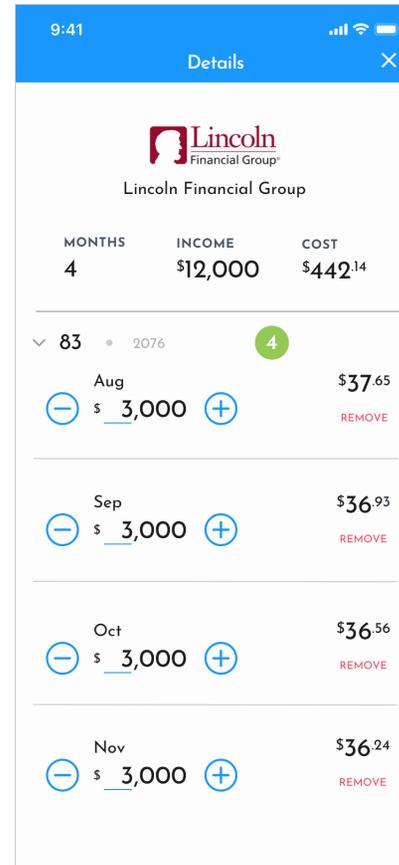
19 - Order Summary

The user reviews a summary of their order, and can make final adjustments via Details.

User purchases SH income with a non-qualified account, linked with Plaid



20 - Order Details Collapsed



21 - Order Details Expanded

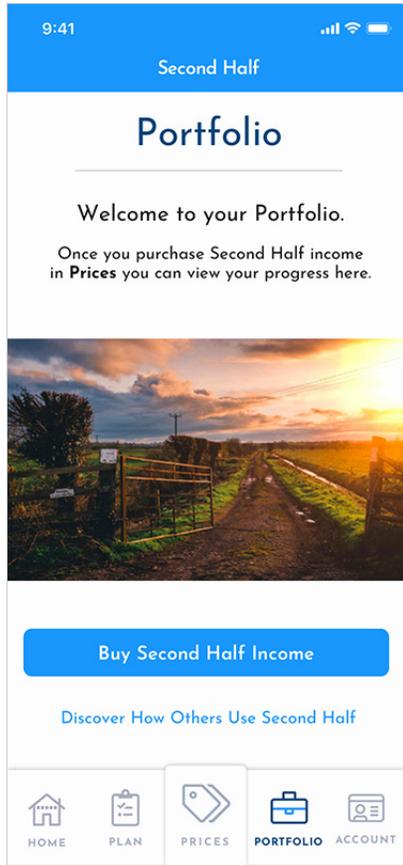
A user can dismiss the takeover via the close control in the upper right



22 - Order Confirmation

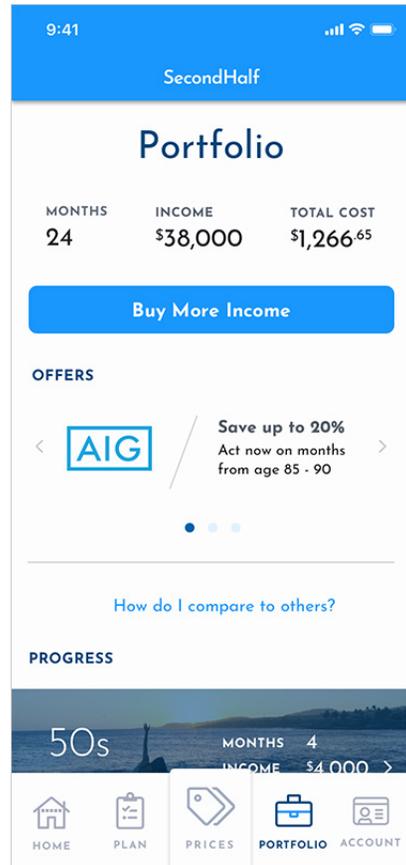
Summarizes the purchase and gives a user touch points to Portfolio and referrals. An email confirms order placement. Once funds clear in appx. 2 days (see Op. Model), a final confirmation email for order execution and receipt of purchase is sent.

# Portfolio



23 - Portfolio Landing Day 0

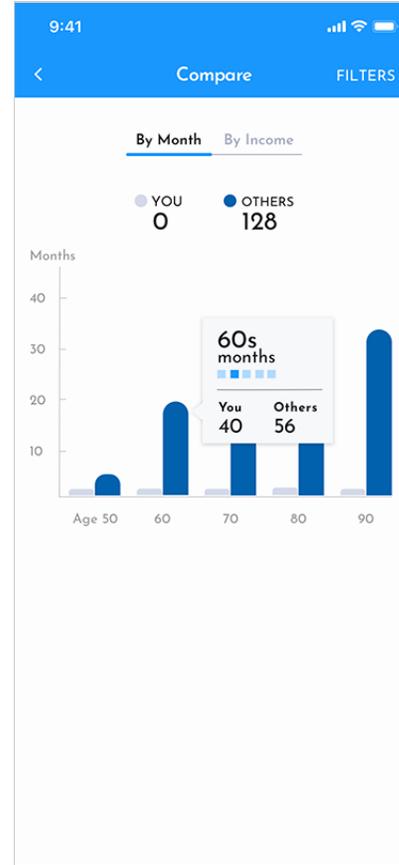
First-time users are given calls to action to buy in Prices, or view summary analytics



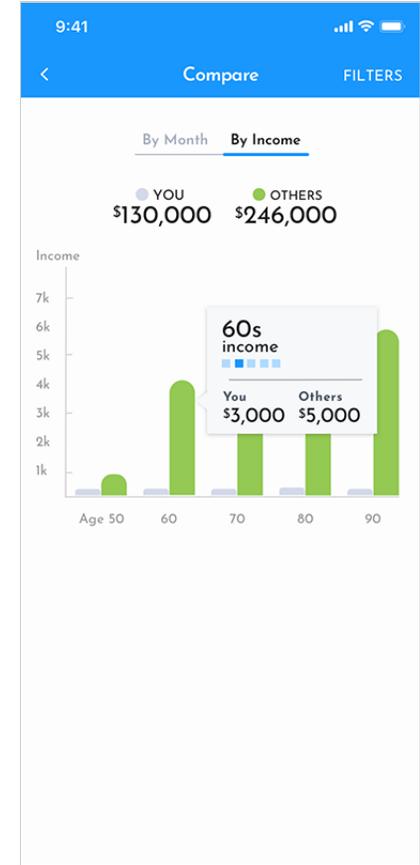
24 - Portfolio Landing Day N

Summaries, offers, analysis' are grouped here as future income purchases are made

"How do I compare?" triggers a takeover showing comparisons between the user and other users, perhaps with similar demographics

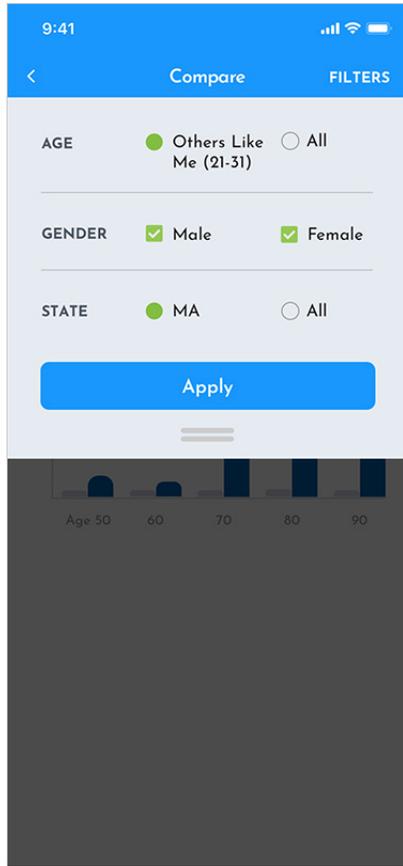


25 - Compare Takeover By Month



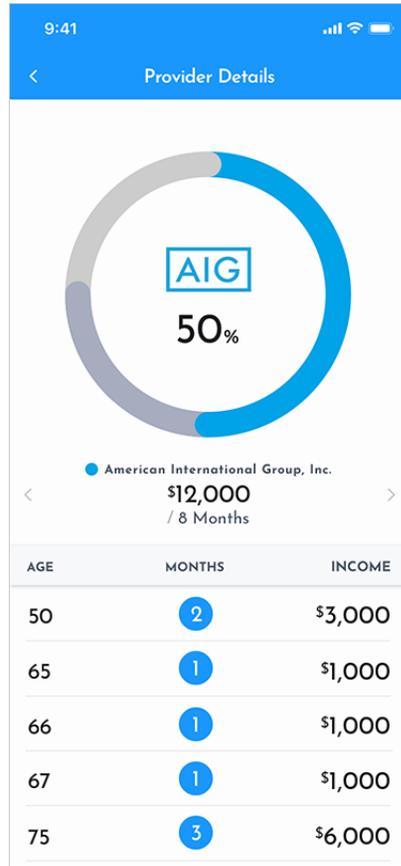
26 - Compare By Income

# Portfolio cont'd



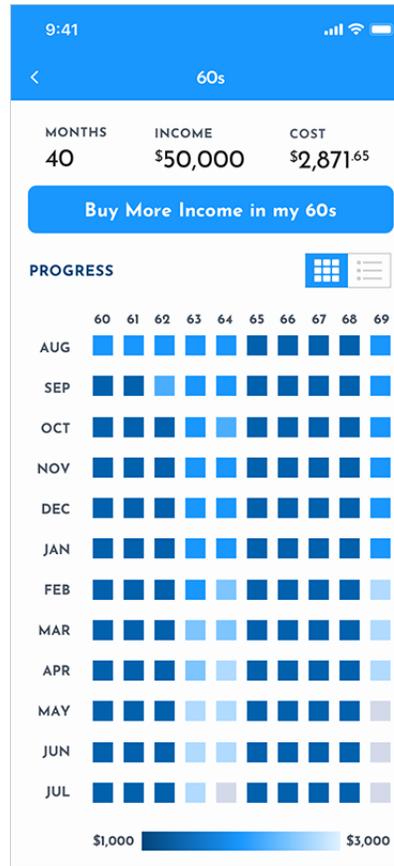
27 - Compare Filters

A half sheet expands down from the top, and filters based on the user's profile info



28 - Provider Diversification Takeover Chart

A user in the Portfolio section can find analytics on their purchases



29 - Heat Map Gap Analysis

A user drilling down on a decade in their Portfolio, can see where they have assets, and where they could benefit from more purchases.

AGE	MONTHS	INCOME
> 60	1	\$1,000
> 61	1	\$1,000
> 62	2	--
Aug		\$1,000
Sep		\$1,000
> 63	12	\$12,000
> 64	12	\$16,000
> 69	12	\$18,000

30 - List Gap Analysis

Alternately, the same data is available in a list format

# Plan



## 31 - Plan Day N

Users can custom name their Plan,  
see Product Documentation --> Plan -->  
Option 1 for detail

# Appendix

## Design Styles Overview

- Flat, Monochromatic in support of an information hierarchy with one color family driving visual interest, brand
- Tints and shades of Primary Blue provide flexibility in design, lighter shades add more dimension
- Accent, Spot colors used sparingly as accents

### Typography

Josefin Sans

### Iconography

Fontawesome Pro 5

### UI Elements

Material, Paper, Vue

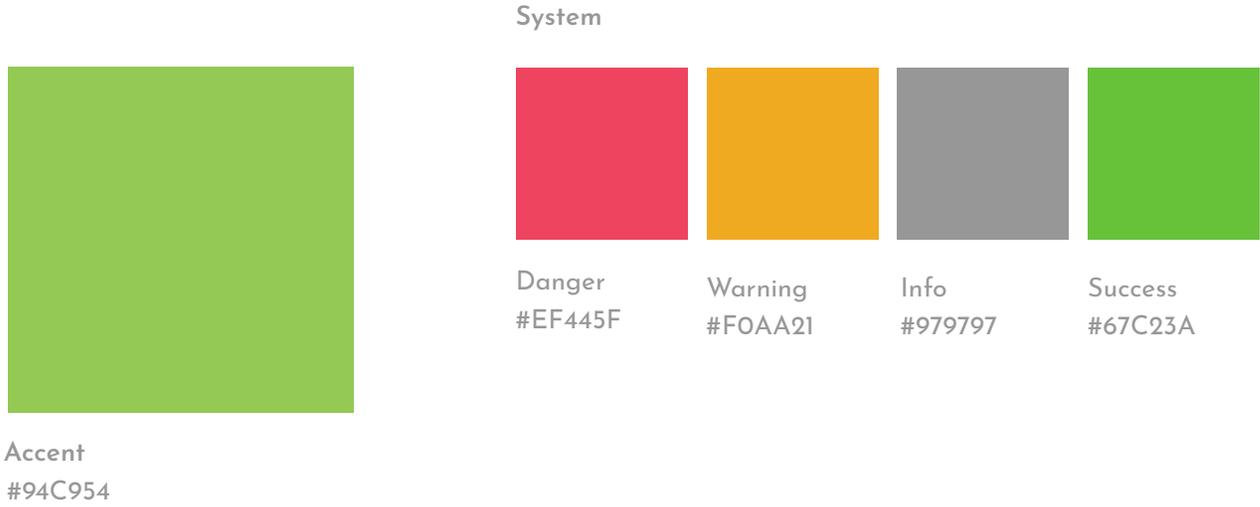
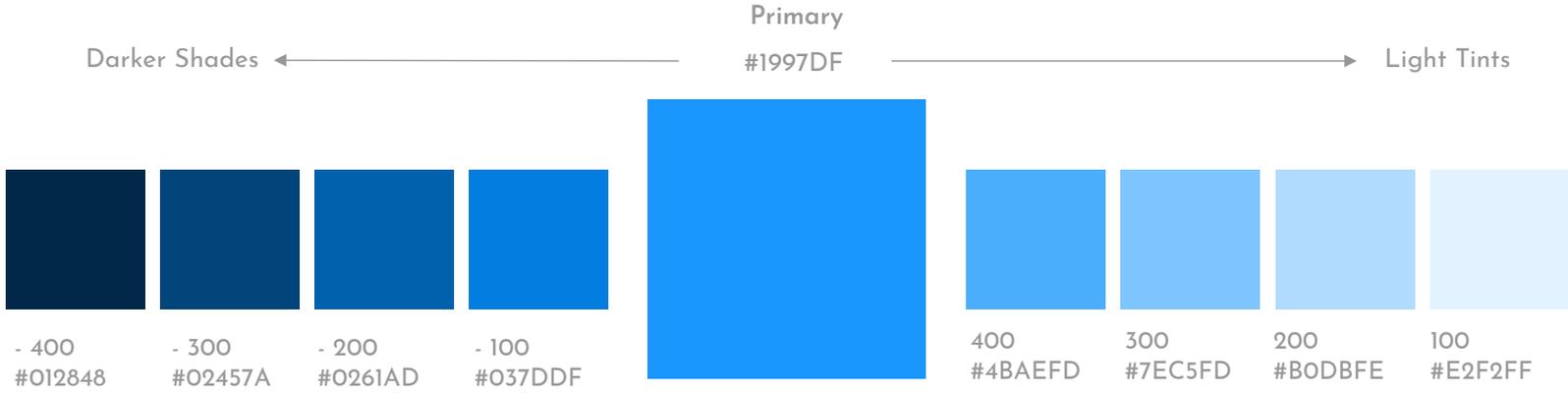
### Zeplin Repo

<https://zpl.io/aX81WoP>

### Invision Demo

<https://invis.io/9GW580YETVR>

# Appendix



# Appendix

## Light Mode

### Light Mode Backgrounds



BG1Light1 #FDFDFE  
BG2Light #F6F8FA  
BG3Light #E6EBF1

### Light Mode Text



Text1Light #1A1A1E  
Text2Light #FFFFFF  
Text3Light #333333



Heading 1 #02457B  
Heading 2 #4A5562



PIP 1 #CCCCCC  
PIP2 #A7ADBE  
PIP3 #D3D9E9

## Dark Mode

### Dark Mode Backgrounds



BG1Dark #1F2A39  
BG2Dark #243143  
BG3Dark #2A394D

### Dark Mode Text



Text1Dark #FDFDFE  
Text2Dark #F6F8FA  
Text3Dark #E6EBF1



Heading 1 #F2F2F2  
Heading 2 #BFBFBF



PIP 1 #666666  
PIP2 #A7ADBE  
PIP2 #D3D9E9