

## IT WORKS! WRAP APP OVERVIEW

### EFFECTIVE FEBRUARY 6, 2016

#### WRAP APP OVERVIEW

##### Overview

The WRAP APP is designed to:

- Generate leads to Distributors and allow for new Loyal Customer and Distributor enrollment via the replicated site
- Introduce new customers to It Works! via the WRAP APP
- Show users how to apply the wrap properly, and guide them through the process with notifications, suggestions, and a timer.
- Educate WRAP APP users on additional products offered by It Works!
- Enable users to easily purchase the Wrap if they don't already have one.

#### DOWNLOAD AND INSTALLATION

The WRAP APP is available for download. Anyone can download the app, regardless of whether they are a current Distributor, Loyal Customer, or a potential customer, regardless of where they live.

Paths to download the WRAP APP include:

- **Blitz Cards**

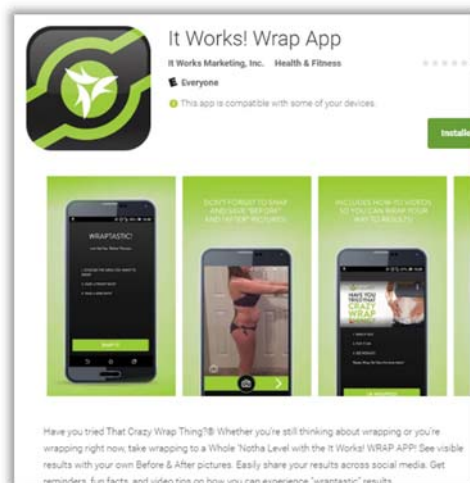
The U.S. Blitz Cards have been updated to include the path to the It Works! apps page, as well as a Distributor ID number, which can be used to Unwrap the app.

- **apps.itworks.com**

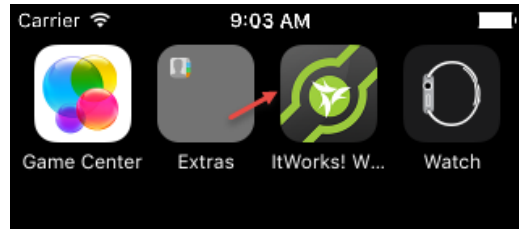
Anyone who navigates to this web page will find a link to download the available It Works! apps.

- **App Stores**

The app is available in the Apple and Google Play stores for both mobile apps and tablets.



Once installed the WRAP APP can be launched using the icon displaying on the Mobile device:



## UNWRAP THE APP

Upon launching the App for the first time, the user will be presented with the **Unwrap the App** Screen. This screen contains three main features:

### 1. Unwrap the App

**Enter ID:** The user can enter:

- The ID of a Distributor that was provided to them on a Blitz Card or in person.
- Their own ID if they are already a Loyal Customer or a Distributor.

**Unwrap the App:**

- Click the “UNWRAP THE APP” button after a valid ID number has been entered and the app will be “unlocked!”
- After the app is unlocked, the unlock screen will no longer appear when launching the app.

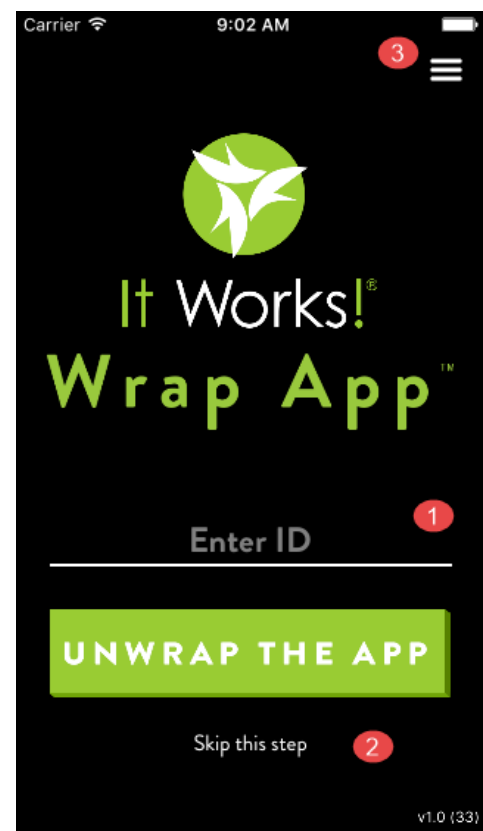
### 2. Skip this Step

- If the user does not have an ID number to enter, then selecting Skip this Step will allow the user to continue using the App.
- **NOTE:** This screen will continue to display until the user enters a valid ID and “Unwraps the App.”

### 3. Access the Options Menu:

The Options provided in this menu allow the user to:

- Control notifications sent by the app
- Navigate directly to the Timer or Frame It screens
- Review documentation such as the terms of use, privacy policy and helpful information about the app.
- **NOTE:** The Options Menu is accessible on screens throughout the app.



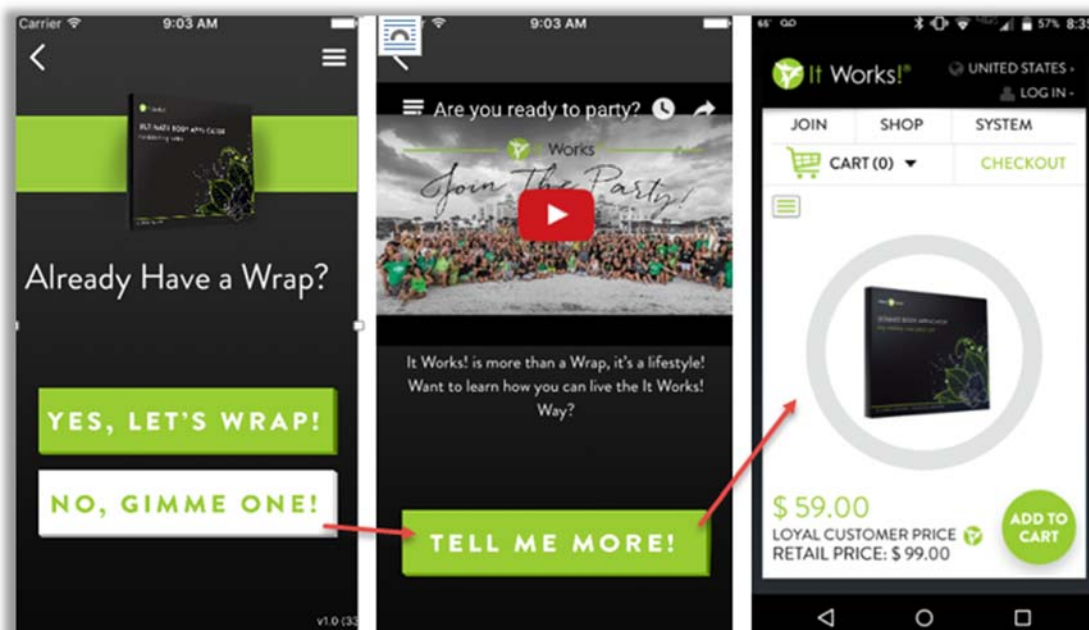
### ALREADY HAVE A WRAP? → NO, GIMME ONE!

If the user does not already have a Wrap, then they can select NO, GIMME ONE! to guide them toward a purchase.

#### No → App is Unwrapped with valid ID number:

If the app was unwrapped by the user entering a valid ID number, then the user will be brought directly to the website to purchase a wrap!

- If the user enters a Distributor ID, the user will be taken directly to the replicated website of the Distributor whose ID was used to “Unwrap the App.”
- If the user enters a Loyal Customer ID, the user is directed to [www.itworks.com](http://www.itworks.com) where they will be asked to enter their ID and password to shop as a Loyal Customer.

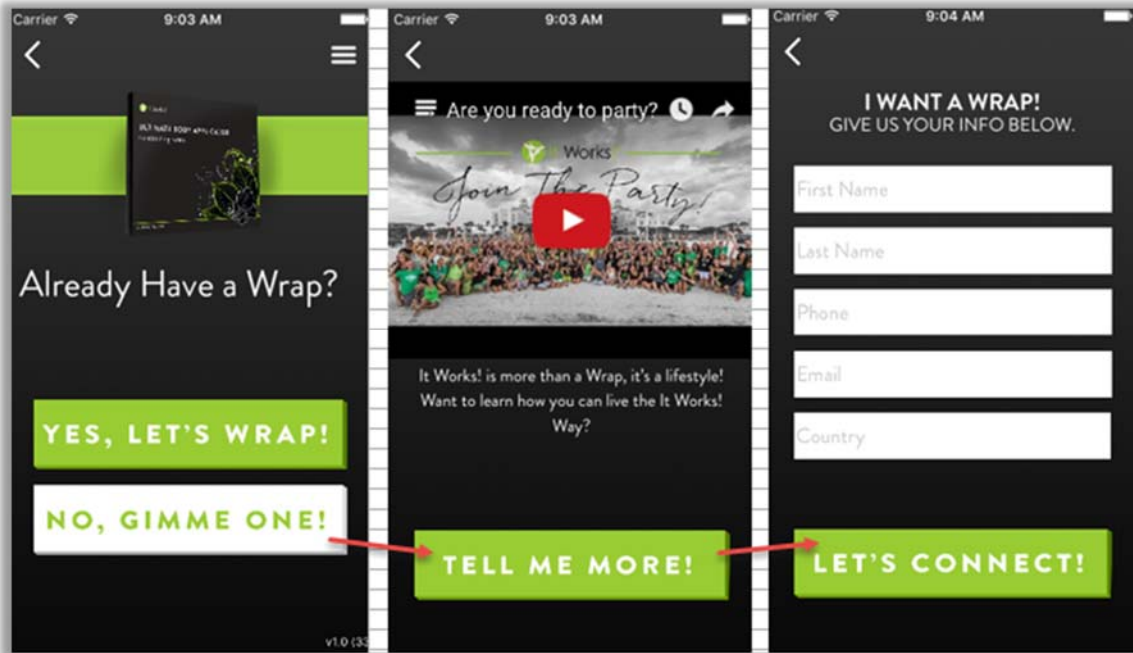


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#### No → App was Not Unwrapped (“Skip this step” was clicked)

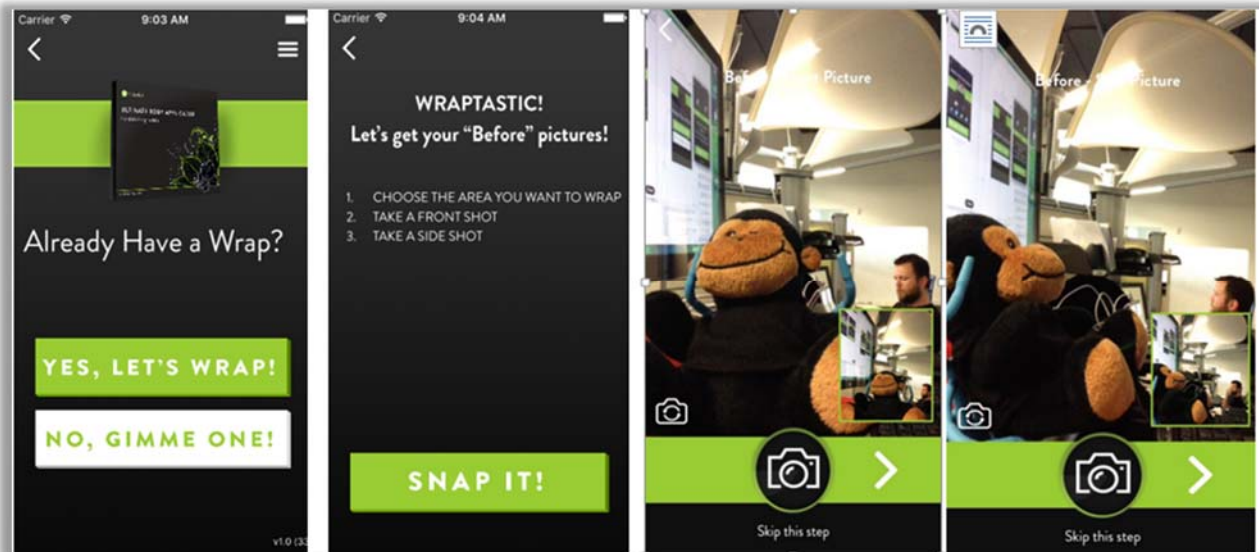
If the app was NOT unwrapped and the user selected “Skip this Step,” then the user will be prompted to provide contact information, which will be passed onto a Distributor as a lead!

- **NOTE:** If an invalid ID was entered, an error message will appear. The user must enter a valid ID or “Skip this step.”

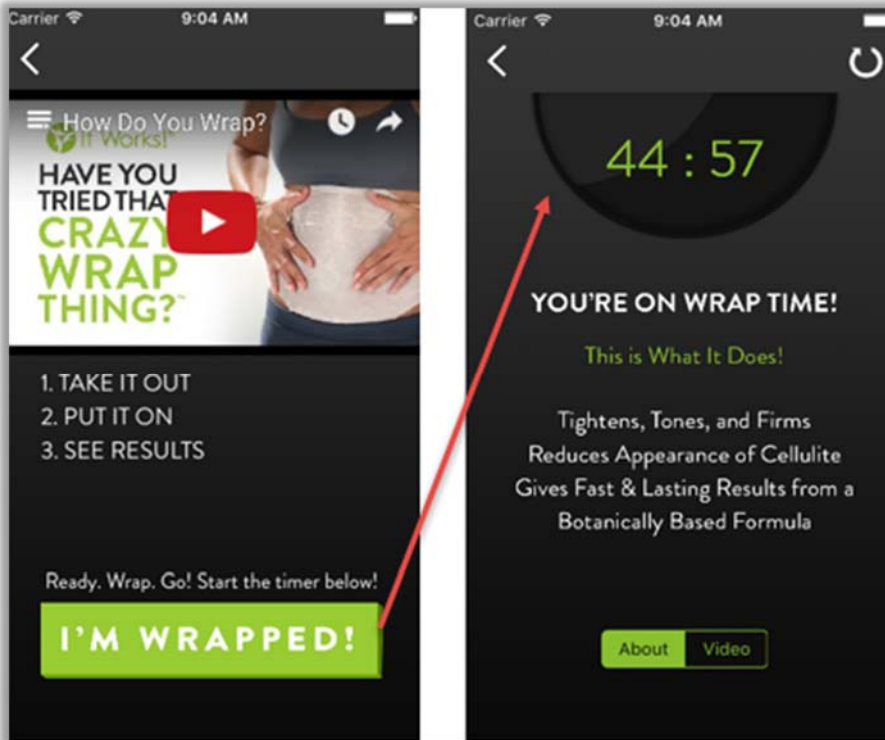


#### HAVE A WRAP? → YES, LET'S WRAP!

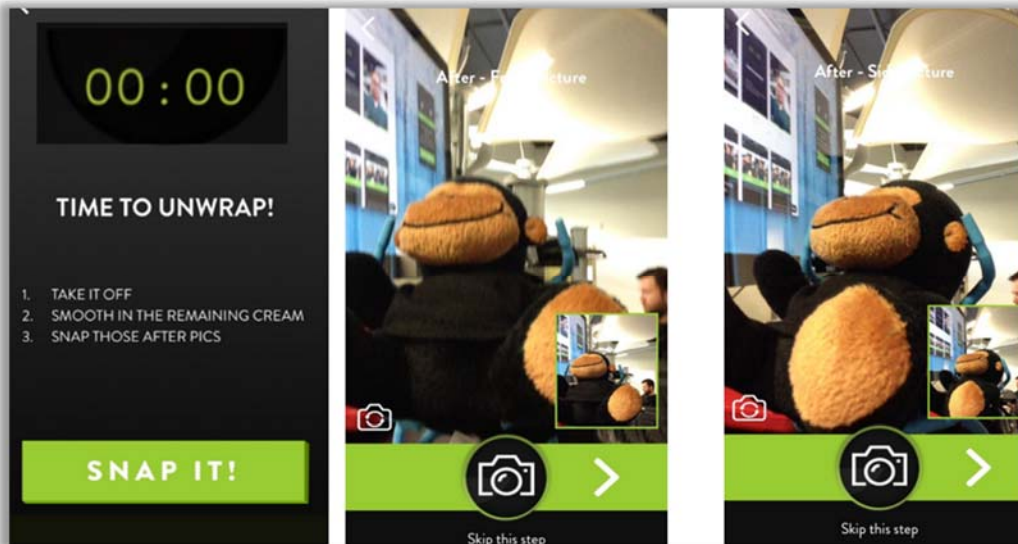
If the user already has a Wrap, then they can select Yes, Let's Wrap! This will bring them to the "Wraptastic!" screen, prompting the user to take "Before" pictures (front and side).



Now that "Before" pictures are saved, it's time to apply the Wrap and start the timer for the 45 minute countdown!



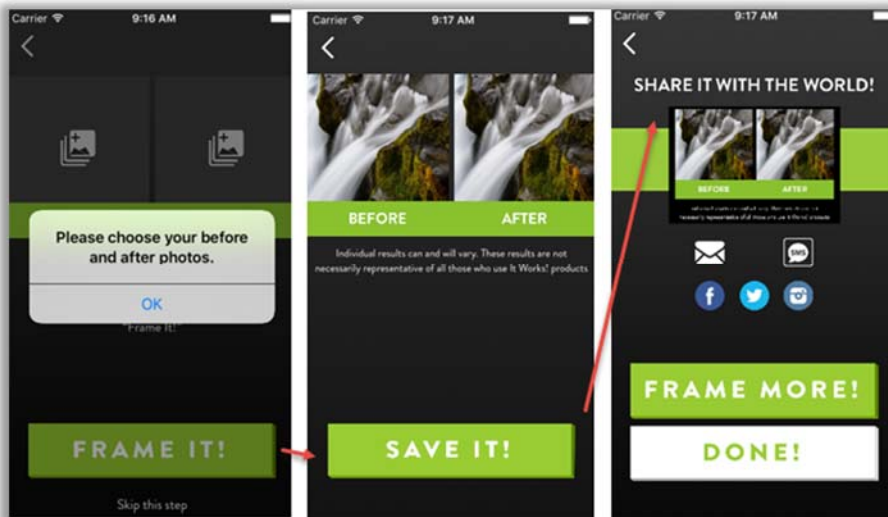
Once the 45 minutes are up, the user is notified that it is time to unwrap and take their “After” pictures to share their results!



#### FRAME IT! → SAVE IT! → SHARE IT!

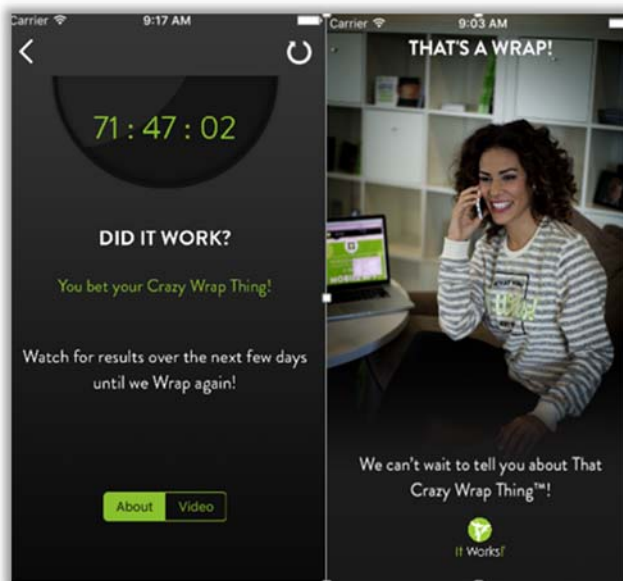
The user can upload “Before” and “After” pictures and save them as a framed photo to the device. Once saved to the device, the user can choose to share their results using the following:

- Email
- Text
- Facebook
- Twitter
- Instagram



## 72 HOUR COUNTDOWN

- The 72 hour countdown begins as soon as the 45 minute countdown ends.



- During the 72 hour countdown, the user receives reminders and tips to experience their best results.
- When the 72 hour countdown ends, the user is notified that it's time to wrap again and asked if they already have a wrap. Then the countdown begins again!