Evertrain Mobile Wireframes Version 2

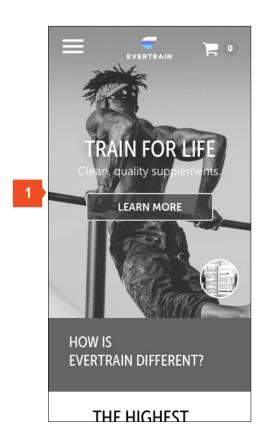
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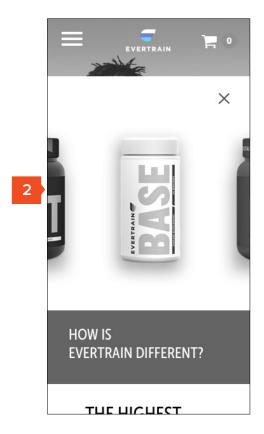
1. Mobile Wireframes

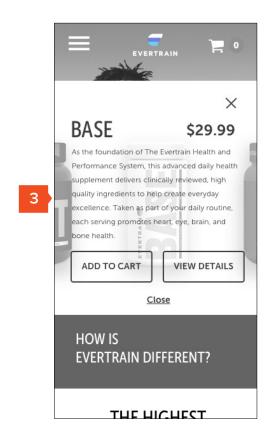
Evertrain FortyFour Version 2 Mobile Wireframe p.3

Homepage Drawer

- 1. Initial state of drawer is closed on mobile.
- 2. Opening drawer presents a carousel view of product.
- 3. Tapping a product brings up description with CTA to add to cart / view details.





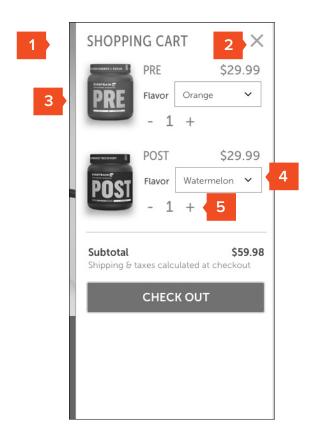


Version 2 Mobile Wireframe p.4

Cart Open (Quick View)

- 1. Shopping cart opens from right.
- 2. Close cart

- 3. Cart summary
- 4. Quick flavor selection
- 5. Quick quantity adjust



Mobile Wireframe p.5

Nav Open

- 1. Full-screen takeover
- 2. Login replaces Cart in this view
- 3. User sees the primary frame of page their navigating towards
- 4. Footer content lives persistently in the open state



Version 2 Mobile Wireframe

Homepage

- 1. Sticky full screen nav with cart / account access
- 2. Brand overview with CTA to shop
- 3. Persistent "drawer" feature with easy access to product
- 4. Evertrain differentiators
- 5. CTA to Ingredients & Process
- 6. Our Story overview with CTA to Read Story
- 7. How it Works module with CTA to System PDP
- 8. Brand statement interstitial
- 9. Product overview
- 10. Instagram feed with FAQ / Testimonial, links to follow on Social / register for Newsletter

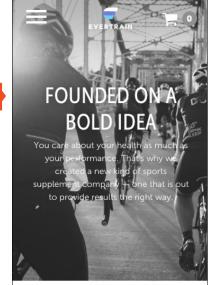


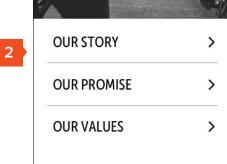
Evertrain Version 2 p.7

Mobile Wireframe

About Us

- 1. About us overview statement and imagery
- 2. Accordion Based Navigation
- 3. Our Story panel w/ CTA to Shop
- 4. Our Promise panel
- 5. Our Values (Carousel) w/ CTA to Shop







OUR STORY 3

> We are working professionals, athletes, and parents that care about our health and fitness, but we don't stress if we don't make it to the gym as often as we'd like. We noticed that there wasn't a supplement company that represented our lifestyle and fitness $philosophy-products\ were\ either$ skewed toward hardcore athletes that spend hours at the gym daily or focused on wellness and neglected training performance. We saw a lot of empty promises and unnecessary ingredients and not enough sciencedriven formulas.

That's why we created Evertrain: A company that focuses on delivering results the right way.

Evertrain is about achieving results in a healthy, realistic, balanced, and safe way. Our team is made up of people who care about performance and quality, and that includes an in-house Doctor of Pharmacy.

Whether we're at the gym, in the office, or at home, we never stop improving... and we want to have fun along the way.

SHOP NOW

4

5

OUR PROMISE

We know health and fitness is about feeling good and moving well. Our lineup of supplements is designed to enhance your hard work and help you reach your goals. We will help you achieve results the right way - no unnecessary junk and no lifestyle overhauls. The Evertrain Health & Performance System is free from unwanted fillers and artificial dyes, and made only with the highest quality,

science-backed ingredients.

OUR VALUES



Make a positive, long-lasting impact.

We strive to make a positive, long-lasting impact on everyone who chooses our products and interacts with our company.



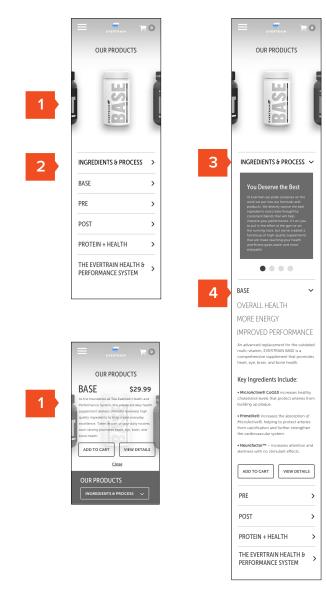
SHOP NOW

Mobile Wireframe

Version 2 p.8

Products

- 1. Product list (carousel) with hover state for view details / add to cart
- 2. Accordion Based Navigation
- 3. Ingredients & Process content (carousel)
- 4. Product Value Propositions & CTA's



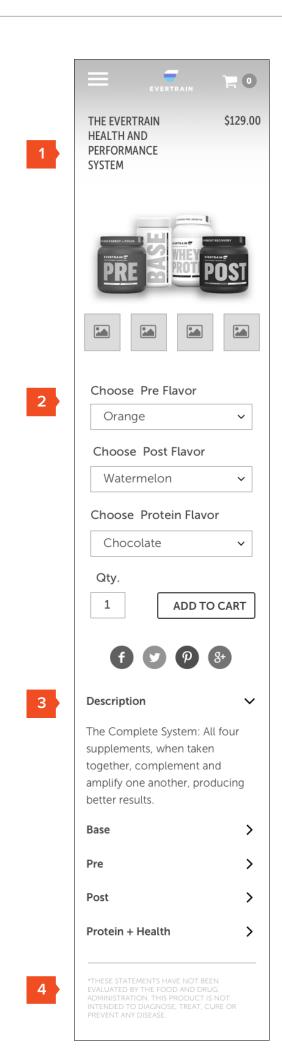
FortyFour

Version 2

p.9

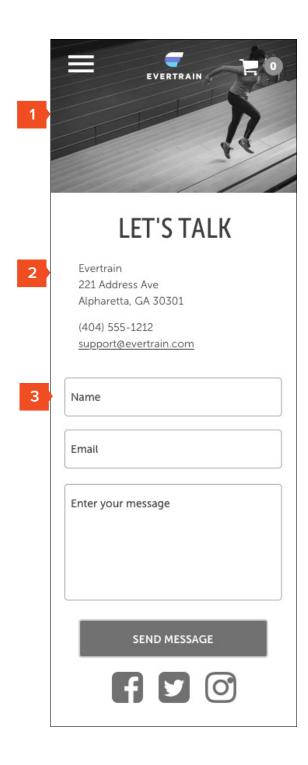
Product Detail Page

- Optional multi-view (can include nutritional info snapshot)
- 2. Quantity adjust, flavor selection & social sharing
- 3. Product description & Ingredients (accordion on mobile)
- 4. FDA Language



Contact Us

- 1. Lifestyle imagery
- 2. Address and contact info
- 3. Form to send message



EvertrainFortyFourMobile WireframeVersion 2p.11

FAQ

- 1. FAQ Navigation by Category
- Accordion treatment for Q&A (can include links in text here as needed)

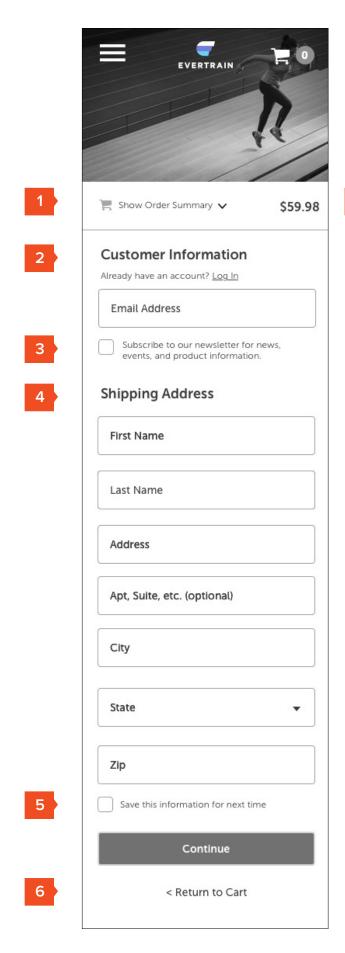


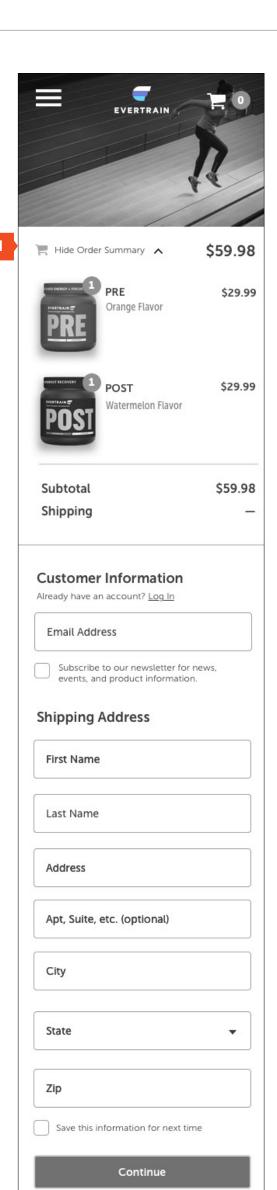
Version 2

Mobile Wireframe

Checkout Step #1

- 1. Show / Hide Order Summary
- 2. Capture email address or Sign in
- 3. Option to sign up for newsletter
- 4. Shipping address entry
- 5. Option to create an account for faster checkout
- 6. Return to cart



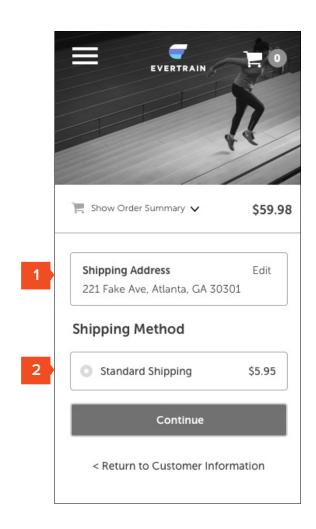


< Return to Cart

Mobile Wireframe

Checkout Step #2

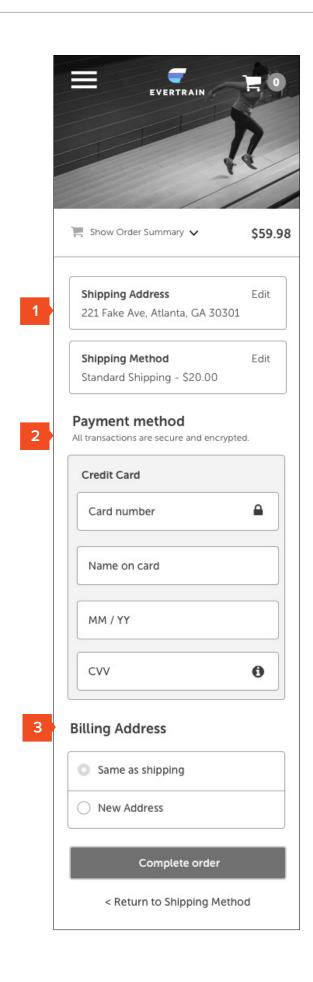
- 1. Confirm address with option to edit
- 2. Choose shipping method



Checkout Step #3

Mobile Wireframe

- Confirm address and method / edit if needed
- 2. Payment method entry
- 3. Option to use same address or enter new address



Mobile Wireframe

Confirmation Page

- 1. Continue Shopping
- 2. Thank You messaging and reminder of email confirmation address
- 3. Order#
- 4. Shipping / Billing Recap
- 5. Order Recap
- 6. Share Evertrain via Social

