We help members design their life

Because we believe you are the designer of your life.

We’re all by default a designer because we all have one thing in common: choice. We choose our relationships, how we respond, and how we solve problems.

The mindset of a designer is one of actively creating and problem-solving—iterating their way out of sticky situations—do I tell someone how I really feel or keep it inside for fear they won’t like me anymore, do I reach for a cookie every time my boss gives me feedback or do I choose to take a moment and become aware of how it makes me feel.

But it’s hard for us to get out of stick situations. Why? Because we stop trying. We stop trying because we’ve lost hope. And we lose hope because we are playing a win-lose version of the game. We let our first attempts—our first design—count as a win or a loss, instead of tweaking it or tossing it and starting over with a new one.

Instead of thinking you failed, what if you step back and figure out what the next version of your design might be, the version that learns from the “design flaws” of the last and improves upon them?

A designer mindset means there is no failure—there’s only the latest release version (like iPhone 5, 6,7). They don’t think their first draft is bad, it’s just their first draft. That way of thinking means a design is never finished and you’re never a failure. And you can step out of a area of helplessness and into creative self-direction.

Design is simply to move from an existing condition to a more preferred one.
– Milton Glaser
**What it does:** Explores program topics in depth, with the WHAT, the *science* behind the topic, and the WHY. The goal is to both help with their journey and to build member skills – the HOW.
WW Weekly: Evolving from “talking at” the member to an engaging, interactive experience that helps the member act and think in ways that lead to success.

**Before**

- General background; not backed up with science.
- Tone is more magazine "service"—tips, ideas. Doesn’t address the "why" behind the topic.
- Small interactive section
- Long blocks of text.
- Action plan not integrated into content.

**After**

- Expanded content: 4 pages instead of 2
- Shorter, easier-to-follow sections
- Specific, detailed interactives
- Clear explanation of the "why" of the topic, including research
- New "Think Again" section helps members change unhelpful thinking patterns
- Member and Leader quotes inspire and inform
- CTA extends member engagement with topic and other members
- Action plan integrated into content.
New format “Hits it out of the Park”

OVERALL MORE HELPFUL AND MORE MOTIVATING

• Better design, better structure. Not disjointed, more focused on content.

• Packed with information, but clear to read. More research, the tips and actions are clearer.

• Think again as feature is hugely liked, addresses where people are.
  --Shows that WW understands members’ struggles.
  “This should be a repeating feature in every weekly” “It’s super inspiring, really relates you can hear yourself saying this.” “It hits a nerve”

• Members believe this helps with the journey. “It gives me more hope when I see screw ups!”

• The Action Steps checklist gives more guidance, takes the thinking out, simplifies action: “This I would have on my desk, recliner, fridge etc. I would check the boxes off. It’s quick and would make me feel good to have checked something off. I would also like long-term vs short-term goals in here, or a line for your own goal that you are setting.”

“You are naming the struggle, you are making it real, you are making it memorable and actionable.”
Member stories

Walking Tall

This single mom followed her passion, controlled her Type 2 diabetes, and became a better parent to her two kids.

As told to Katerina Segei

Picking up the pieces

I learned to get my life together. My journey started with diabetes, which is a struggle I know all too well. I’ve always been a control freak, but I lost control of my diabetes and my weight.

I tried diets, but none of them worked. I was stuck in a cycle of yo-yo dieting.

Starting a new chapter

I decided to put an end to the yo-yo dieting and start a new chapter. I wanted to get fit and healthy, not just to lose weight.

I joined a gym, but I was still struggling.

I knew I needed to make a change.

When negative thoughts creep up, I shoo them away. I say, ‘Kelly, look how far you’ve come.’

I knew I needed to make a change. My mom had sworn by Weight Watchers.

Getting the program

I decided to give it a try.

I joined the program and started losing weight.

I knew I needed to make a change.

Over the past two years, I found little pieces of the puzzle of my life, and they finally came together as a picture of me.

I knew I needed to make a change.

Moving forward

I’m happy to have a job in my life, and my weight loss helped me handle the stress.

I’ve learned to take care of myself, and I’m happier now than I’ve ever been.

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Member stories
The New Healthy – we changed the conversation
The New Healthy – Mindfulness
The New Healthy – Body Image