

REV **REFITNESS**

UX Designer: Steve Berkey

WELCOME

Overview

THE PRODUCT

Rev Fitness is an online physical therapy-based company created to complement the in-person clinical experience after a patient is discharged. The physical therapy clinic focuses mainly on treating cyclists and runners. The 90Rev app provides physical therapy-based strengthening plans that blend with cycling.

PROJECT DURATION

December 2021 to February 2022

WHAT TO SOLVE

Overview

THE PROBLEM

After a patient is discharged, they need an ever-changing exercise program to prevent future injuries and challenge their body. Designing a physical therapy-based program requires years of training and clinical experience. Patients are often confused and frustrated when exercising after recovering from an injury.

THE GOAL

Design an app that provides physical therapy-based exercise programs that first targets cyclists. Cyclists are one of the main clientele.

ROLES AND RESPONSIBILITIES

Overview

MY ROLE

UX designer designing an app for Rev Fitness from conception to delivery.

RESPONSIBILITIES

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

THE USER

User research

Personas

Problem statements

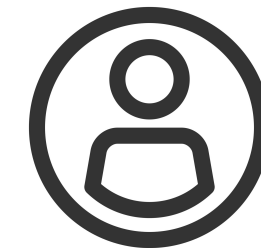
User journey maps



SUMMARY

User Research

BEING USER-CENTRIC



I interviewed five physical therapy patients to learn about relevant details needed to create a specialized app for physical therapy. Following the interviews, empathy maps and personas were created.

This research indicated that the users are typically busy professionals with families. They tend to be in their 30s to 40s. The motivated individuals that feel that an app would help them usually have interests in running, cycling, and strength training. They desire to prevent injuries but also to remain healthy and look good.

USER RESEARCH

Pain Points

01

TIME

Working adults don't have the time to create exercise programs and attend long-term PT. In addition, some weren't confident in time management to do exercises and activities beyond PT.

02

FINANCIAL

Most of the users were concerned about the cost of physical therapy care but wanted to remain healthy.

03

LACK OF KNOWLEDGE

Many users didn't know what to do after physical therapy to complete their goals.



PERSONA - FAMILY MAN AVOIDING THE DAD BOD

Jimmy (34 yo)

Jimmy is a busy software developer, dad, and husband who needs a strengthening plan specific for cycling because he wants to prevent injury and not get the Dad Bod.

“Being in physical therapy was great, but I’m unsure on what to do after physical therapy to stay healthy.”

PERSONA - BIG DREAMS BUT LITTLE TIME

Emily (43 yo)

Emily works long hours as a nurse. She has difficulty balancing her time so she is present for her family and can achieve her goal of running in the Boston Marathon.

“I stink at time management but desire to compete in the Boston Marathon.”



USER RESEARCH

Journey Map

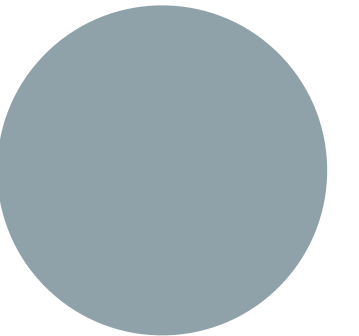
FOLLOWING JIMMY'S JOURNEY

Mapping Jimmy's user journey revealed how it would be helpful to have an app that included interactive strength training plans after physical therapy. The desire to have a strength training plan was consistent throughout user research.

Persona: Jimmy

Goal: Remain consistent with a strengthening program specific for cycling, a history of a knee injury, and preventing the Dad Bod.

ACTION	Create a strength training program	Create a cycling training plan	Organizing complete program on a spreadsheet	Using the spreadsheet	Sharing progress with friends for kudos and to remain accountable
TASK LIST	<p>Tasks</p> <ul style="list-style-type: none"> A. Review strengthening videos on Youtube. B. Talk to friends and ask what they do. C. Use the final physical therapy home exercise program. 	<p>Tasks</p> <ul style="list-style-type: none"> A. Order a cycling plan training book from Amazon. B. Outline the details from the book and create a plan. C. Blend the cycling training plan with the strengthening plan. 	<p>Tasks</p> <ul style="list-style-type: none"> A. Synthesize a plan based on past research in Google Sheets. B. Create an organization system to blend training with personal calendar. 	<p>Tasks</p> <ul style="list-style-type: none"> A. Add Google Sheets app to phone for easy accessibility. B. Star spreadsheet so it can be found quickly amidst other sheets. C. Add links to exercise videos for quick access. 	<p>Tasks</p> <ul style="list-style-type: none"> A. Purchasing a device that records activities (e.g., Garmin, Apple Watch, etc.) B. Sign up on Strava to automatically sync activities.
FEELING ADJECTIVE	Overwhelmed Confused Afraid (of doing the wrong thing)	Overwhelmed Confused	Overwhelmed Intimidated	Hopeful Frustrated	Excited Intimidated
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none"> -Easy access to an online predesigned strength training programs specific to knee injuries. -Videos would include closed caption for hearing impaired. -Programs will include a telehealth link to speak with a physical therapist to learn how to safely adjust the program and address any physical disabilities. 	Easy access to cycling plans that "plug into" and complement pre-existing strengthening training programs	Programs would be organized in a large format calendar based app to make it easier to view and blend with personal calendar. The large format to address most hand sizes.	<ul style="list-style-type: none"> -Mobile app that would display the daily training session with embedded videos. -The design would include high contrast colors, large font, and remain minimalist to assist with visually impaired. 	Mobile app that automatically (if feature selected) synced with Strava



THE DESIGN

Paper wireframes

Digital wireframes

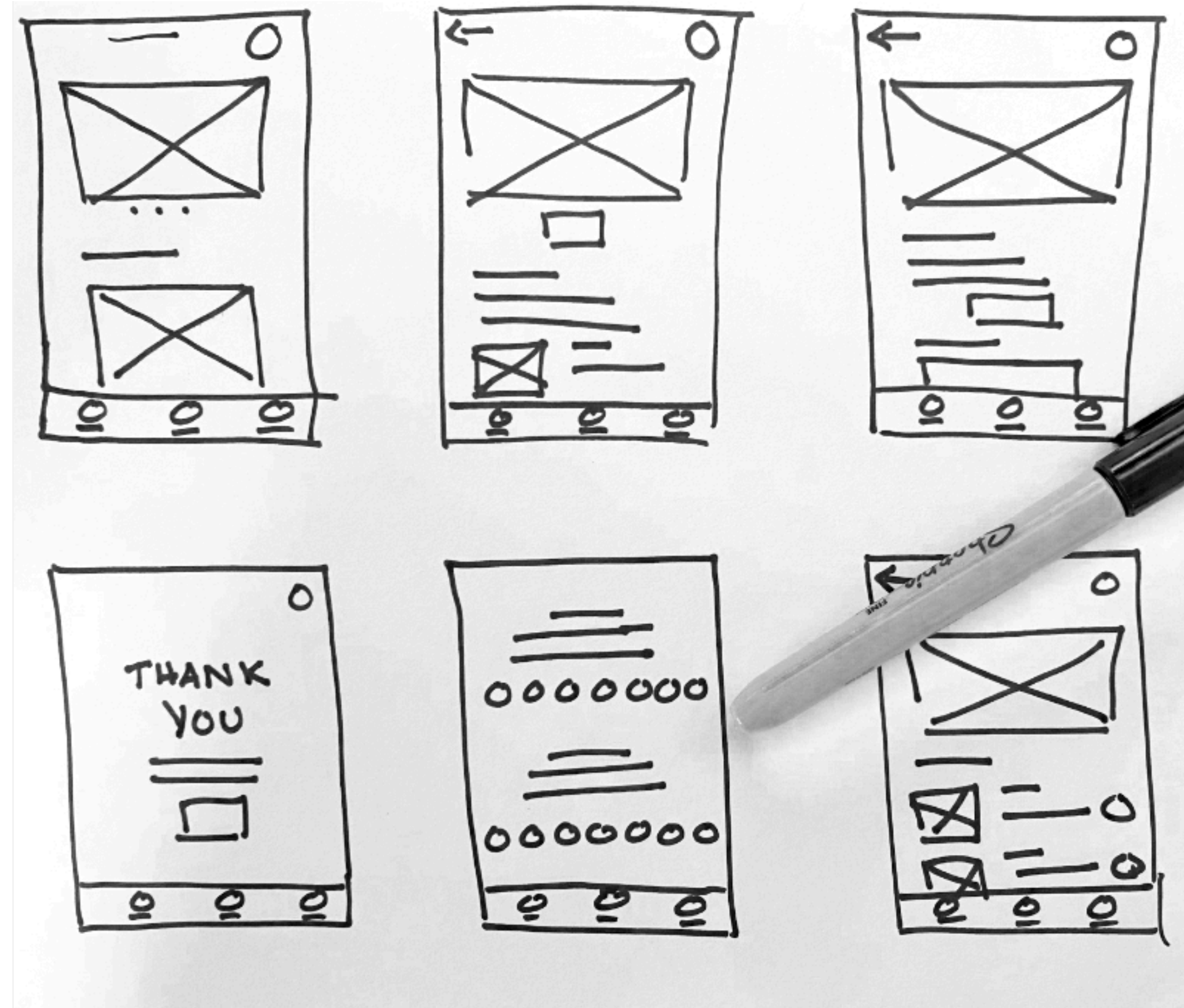
Low-fidelity prototype

Usability studies

THE DESIGN

Paper Wireframes

Taking the time to draft iterations of each screen of the app on paper made it easy to draft the wireframes before going digital quickly. The priority was to **make it easy to select a training plan that suited the user's life.**



01

02

04

06

THE DESIGN

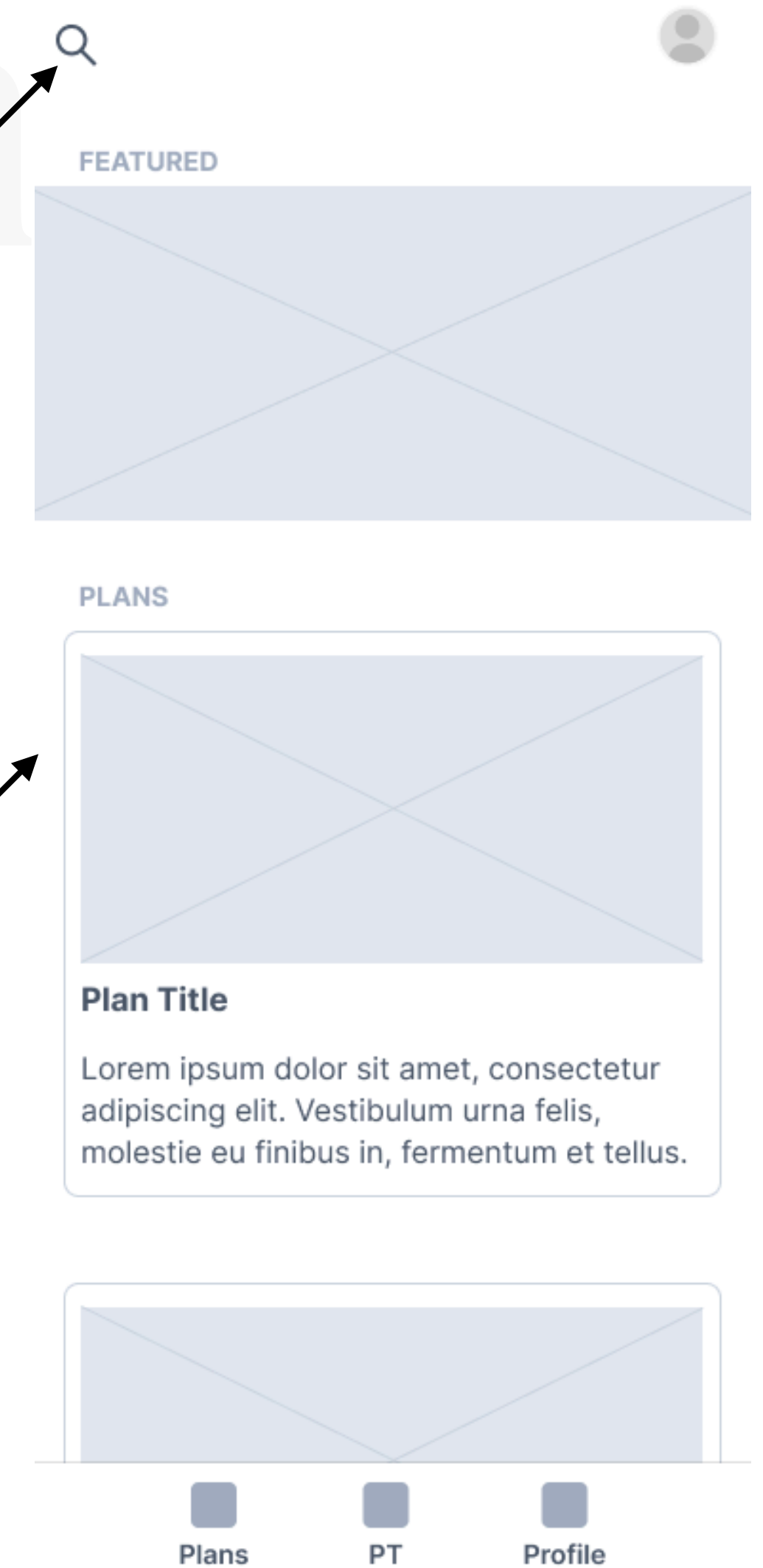
Digital Wireframes

TRANSITIONING FROM PAPER

The app's priority was to make it easy for a user to find a training plan. The design was kept simple with one major purpose, to pick a training plan.

Search was included to make it quick and easy to filter the training plans.

Large imagery is used to make it easy to select a training plan on a mobile device.



THE DESIGN

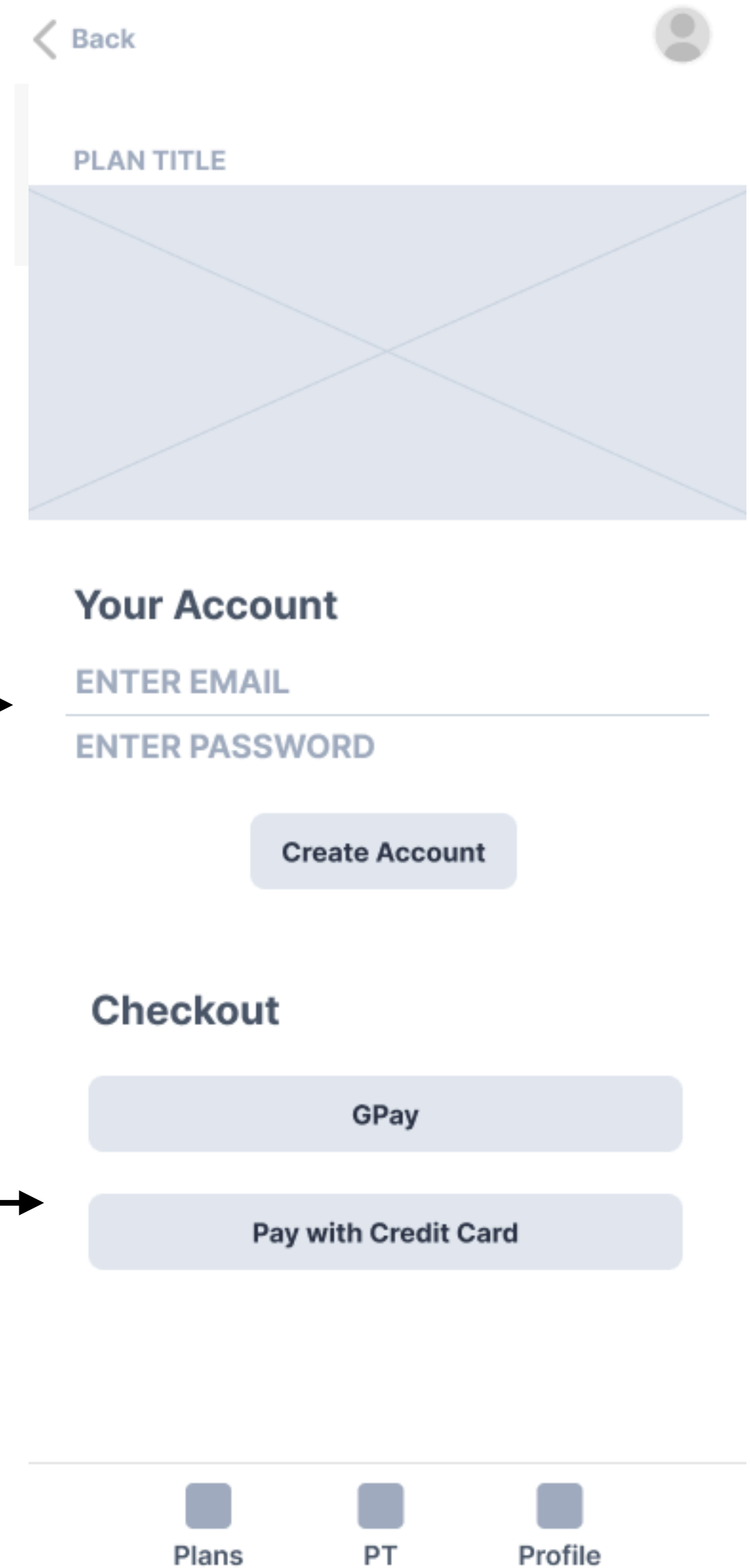
Digital Wireframes

TRANSITIONING FROM PAPER

The payment section was made clean and simple to ease the payment process. The minimal account section was included so that the user could access the paid training plans in the future.

Simple and quick account section.

Included buttons with no distraction to ease the payment process.



THE DESIGN

Digital Wireframes

TRANSITIONING FROM PAPER

Many of the users had difficulty with time management. Therefore, the Customize Your Training Plan page was included so that the training plan can be realistically scheduled with the user's lifestyle. The choice was kept minimal to eliminate overthinking.

Easy to tap days of the week to make selecting recovery days and busy days seamless.

MATCH YOUR PLAN WITH YOUR LIFE

Pick Your Recovery Days

We all need rest. Select a max of TWO recovery days so your plan blends with your life.



Pick Your Busy Days

Busy days are the days that you can only do one hour of training. Select a max of TWO busy days.

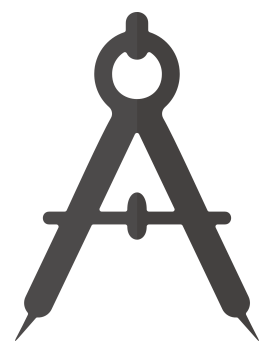


Start



THE DESIGN

Low-Fidelity Prototype



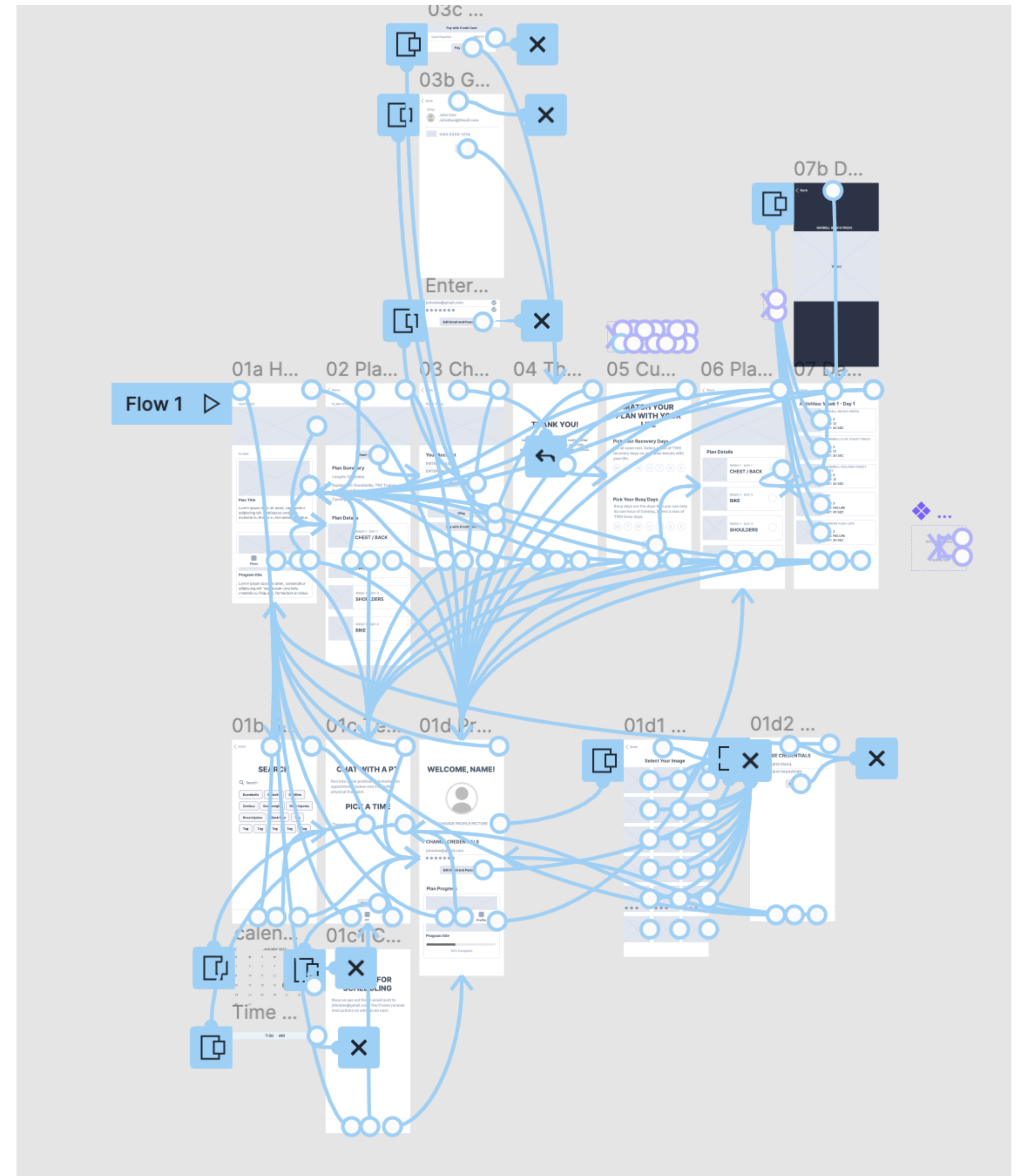
MAKING IT EASY FOR THE USER

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary goal of the user flow was to make it easy for the user to select a training plan that fits their schedule.



VIEW THE LOW-FIDELITY PROTOTYPE

[Low-fidelity prototype](#)



THE DESIGN

Usability Study

ROUND 1 FINDINGS

- 01** Users had difficulty editing their profiles.
- 02** Users didn't understand the Customized Your Training Plan.
- 03** Users desired the use of a calendar to schedule a physical therapist consultation.

ROUND 2 FINDINGS

- 01** Users wanted a "swap" function in case an exercise created pain.
- 02** Users wanted a way to preview individual exercises.

REFINING

Mockups

High-fidelity prototype

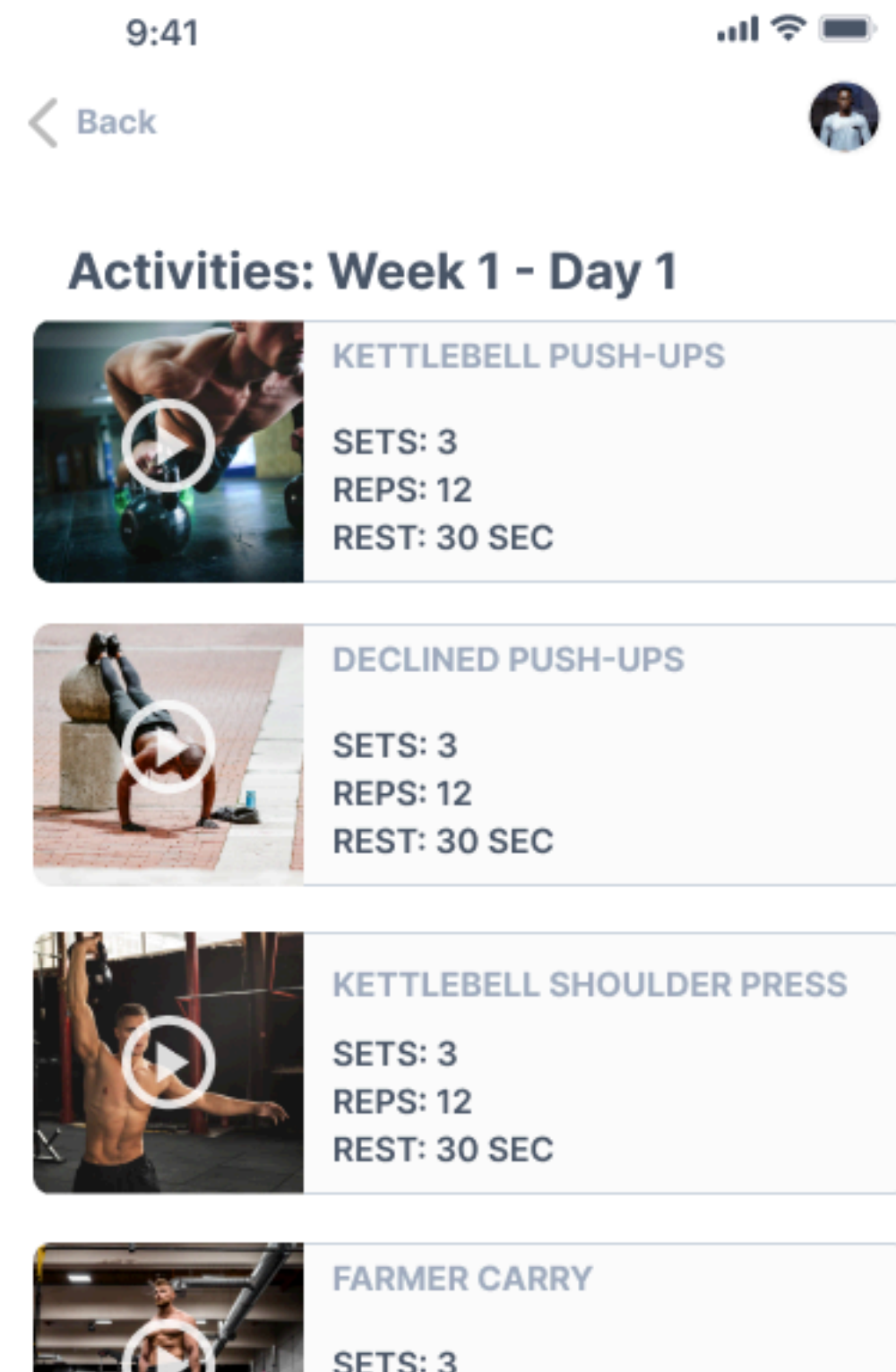
Accessibility

REFINING

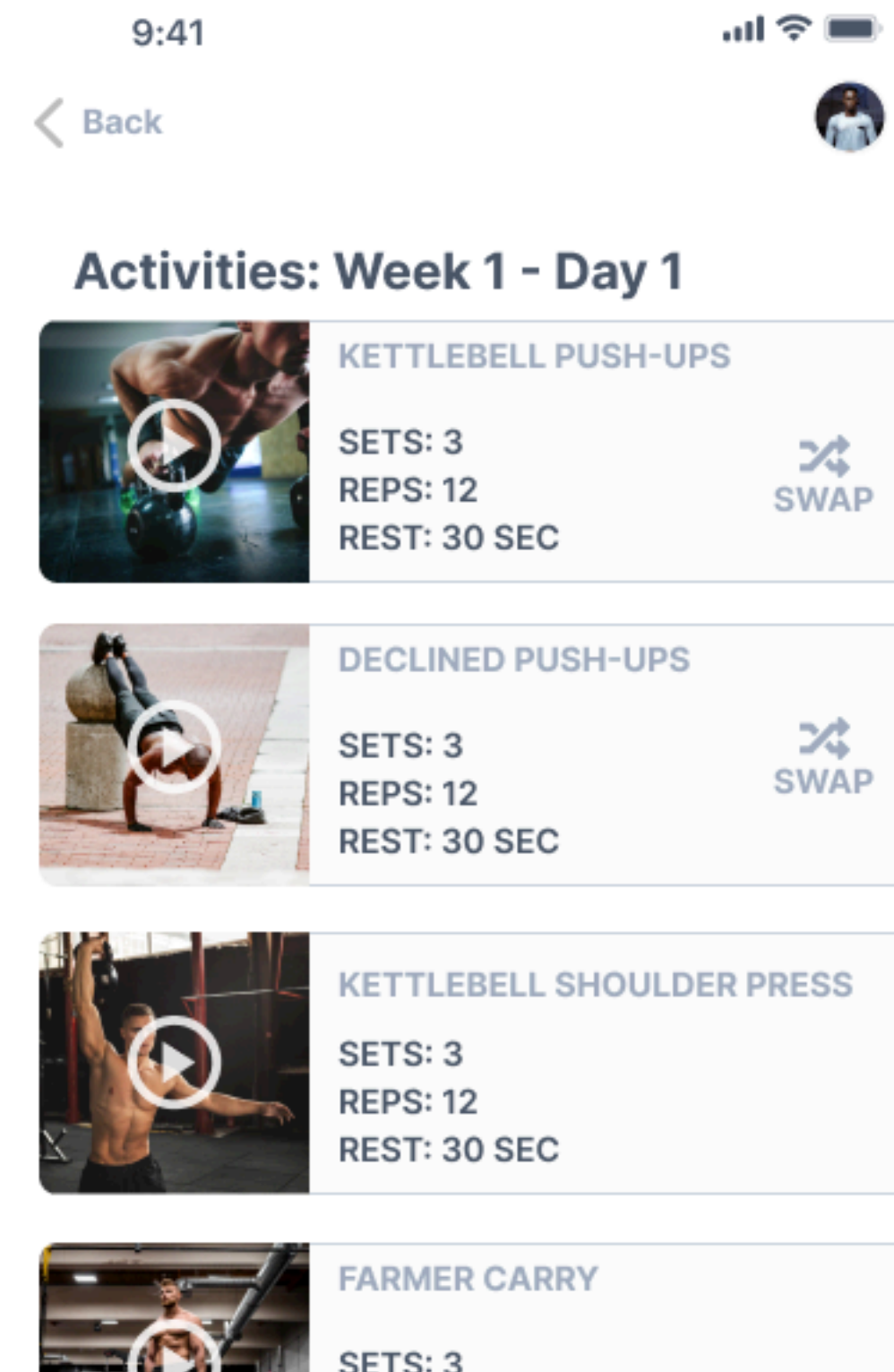
Mockups

A swap icon and the word “swap” were added to individual exercises that included higher-risk exercises.

BEFORE USABILITY STUDY



AFTER USABILITY STUDY

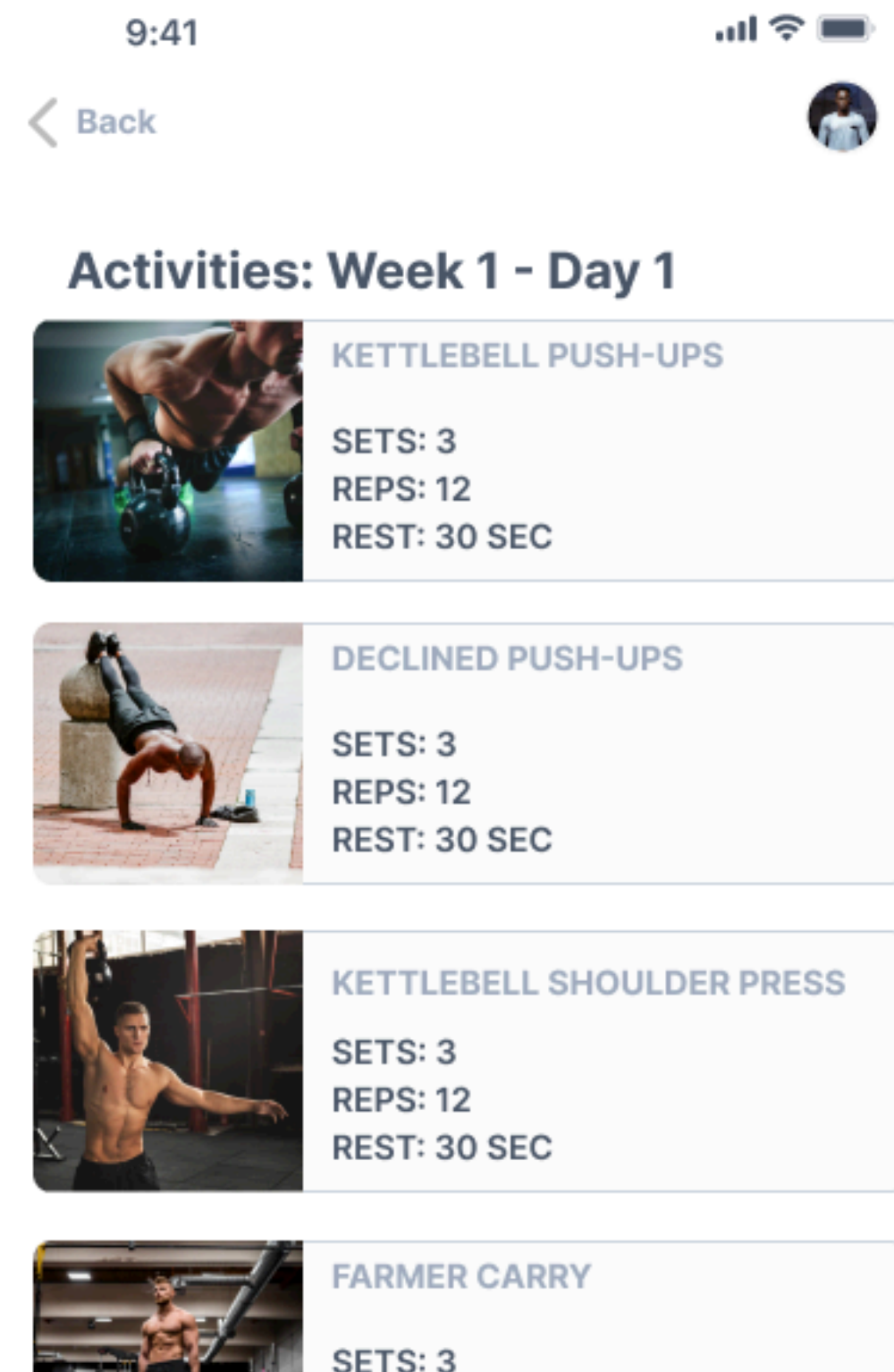


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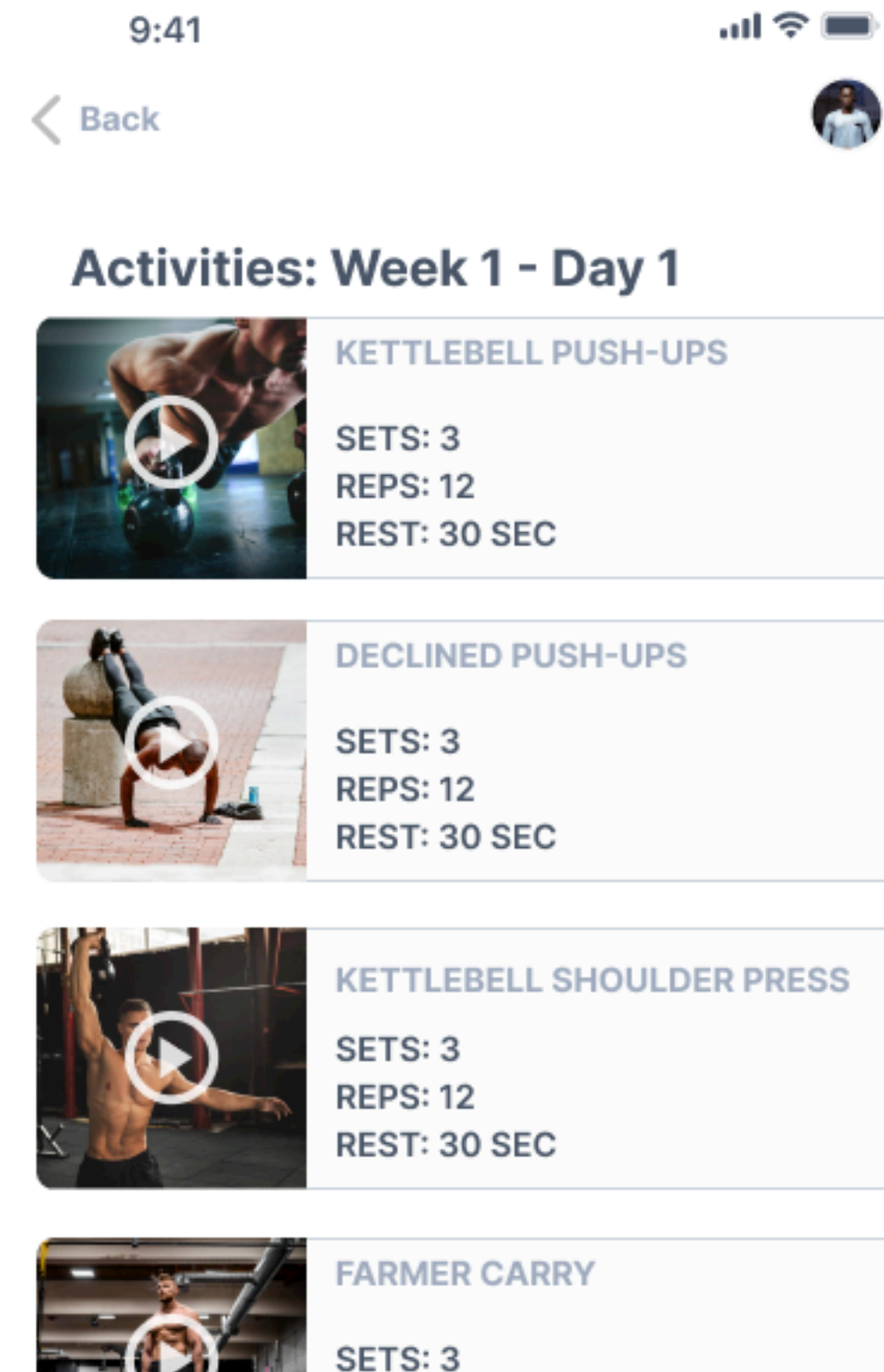
Mockups

Play buttons were placed over the exercise thumbnail. Tapping the play button would trigger a popup video of the specific exercise.

BEFORE USABILITY STUDY

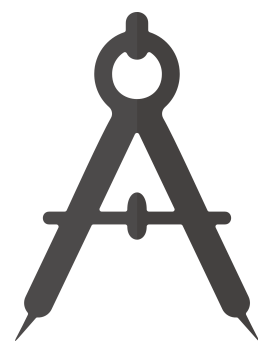


AFTER USABILITY STUDY



REFINING

High-Fidelity Prototype



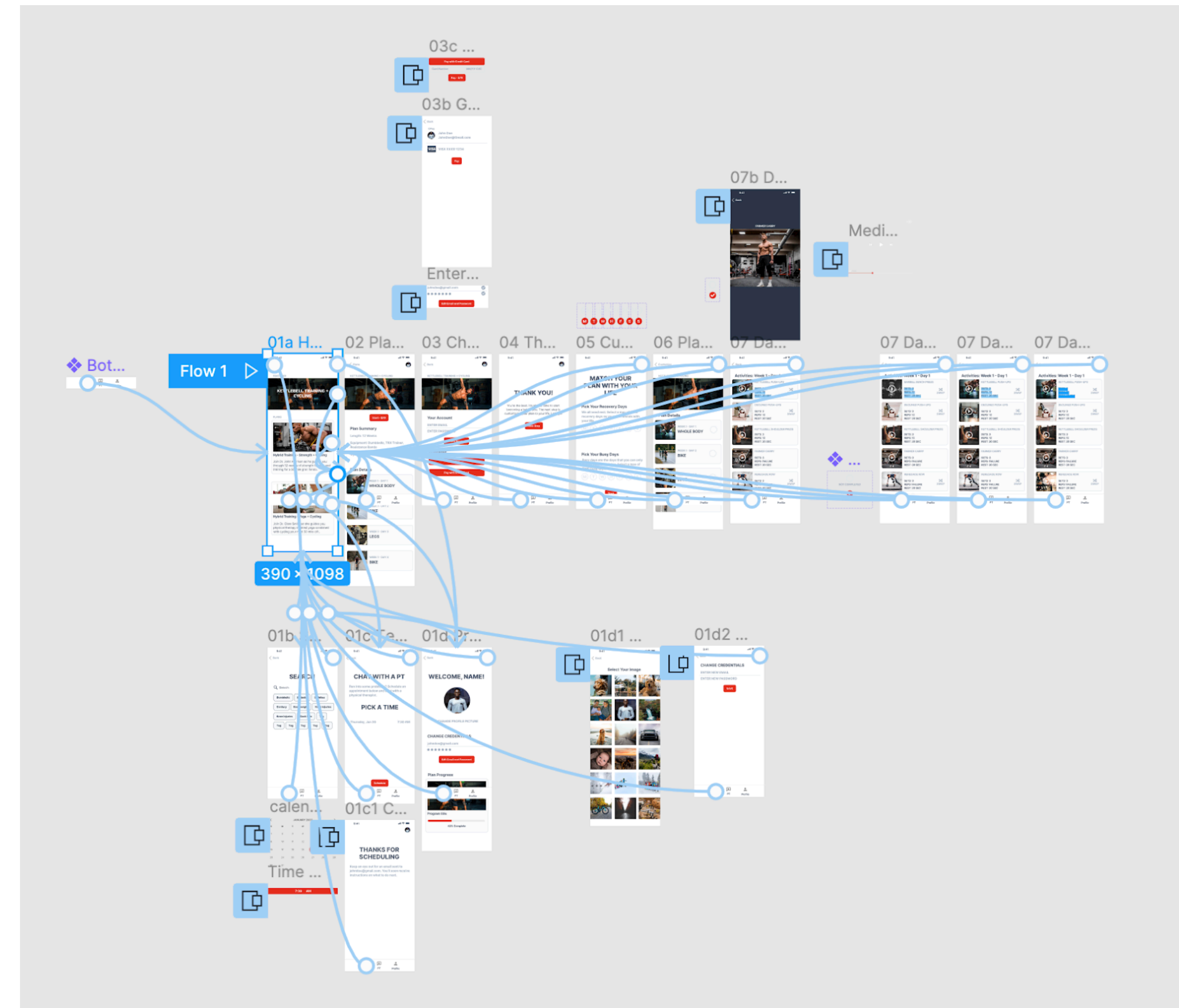
BECOMING REALITY

The final prototype included customization of the training plan to match a user's schedule and "swap" exercises. The addition of having the ability to consult with a physical therapist added a personal touch.



VIEW THE HIGH-FIDELITY PROTOTYPE

[High-fidelity prototype](#)



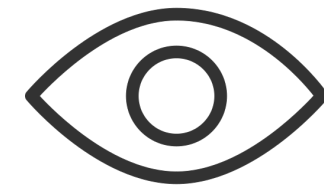
REFINING

Accessibility



HEARING

Closed caption has been added to the videos to assist hearing-impaired individuals.



VISION

The design included high contrast to assist individuals with low contrast sensitivity. The designs also avoided color combinations that could be hard to distinguish.



TOUCH

Icons with text and a significant amount of padding were included to make it easy to use the icon's functionality. In addition, different finger sizes and those with impaired fine motor skills were considered during the design.

TAKEAWAYS



TAKEAWAYS

Conclusion

The Rev Fitness App keeps former patients connected and feeling like they're getting personalized treatment outside the clinical walls. It has been a pleasure being part of the design and impacting many people. Future designs and research could include training for runners and live feedback when exercising on your form.