Brandon Finn

Portfolio: 2011-2022















nytimes Fashionable shoppers are rediscovering vintage

"Fashionable"

-New York Times

 \Box

Brandon Finn

Product designer

12 years as a Product Designer, native mobile apps for 9 years, React web app for 3 years

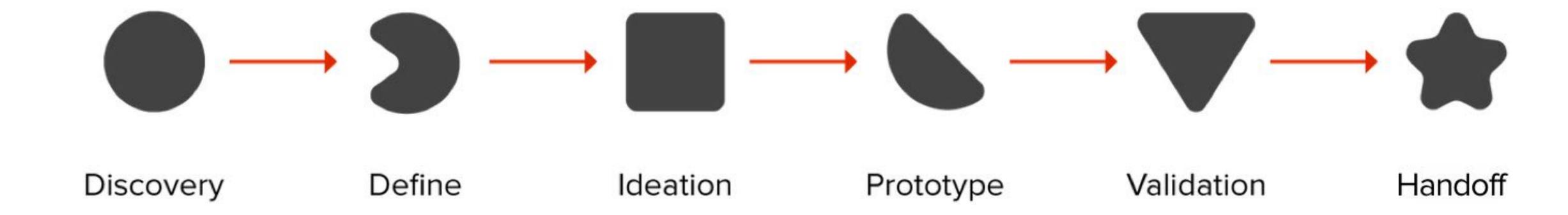
My present position: Product Design Manager at Click Therapeutics leading the design team working on the world's first FDA approved DTx treatment for Major Depressive Disorder, currently in phase 3 clinical trials.

My process: Data driven product design

My passion: Surfing, tacos & my tiny bear, Duke

My peak: I was recently called "Fashionable" by the NY Times

Process



"The most technology you can fit in a pair of underpants"

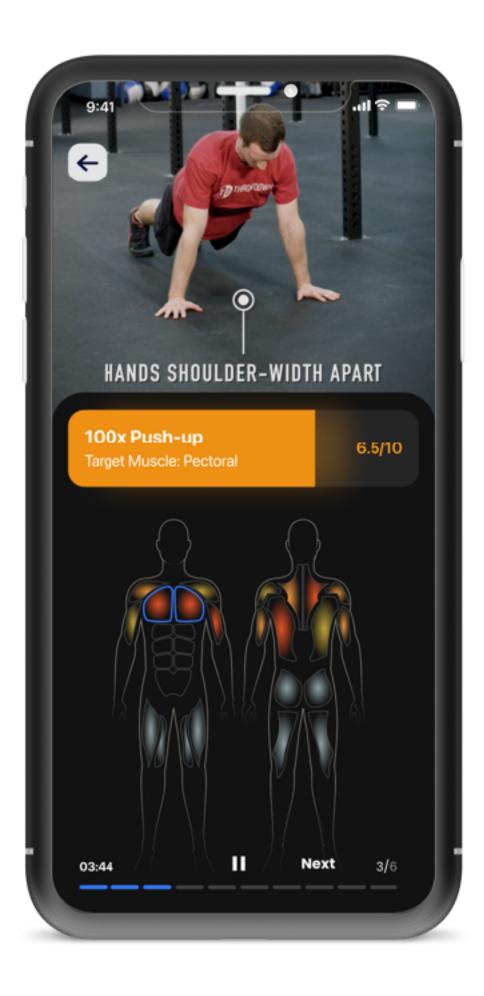
Data Core



EMG Compression Gear



Realtime Bio-Feedback



Athos

Observe

"Mission: Engagement"

Massive engagement drop-off after 2 weeks

Unlike Pro & D1 athletes, Tactical athletes don't "do what they are told"

The User Didn't Buy Athos

One big realization I had was that the users did not make the purchase, which is common in SaaS but not as much in consumer electronics. They would need to be nurtured as if in a pre-purchase stage of the funnel as part of the onboarding.

Design

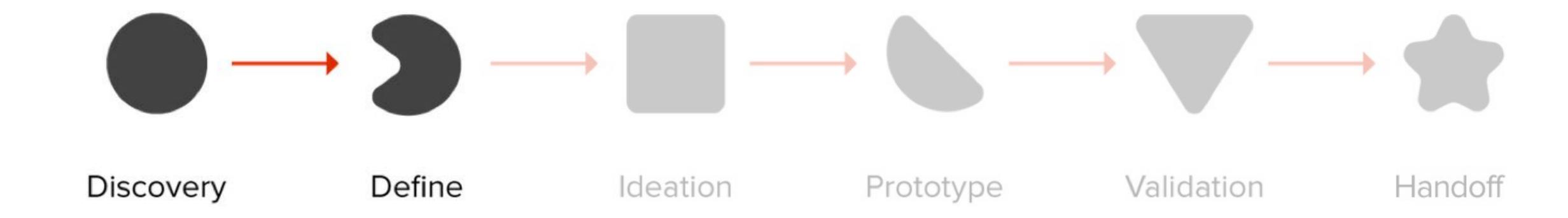
The app would be completely re-aligned with the user, not the purchaser, needs in mind.

Also, a full content nurture path would need to be implemented in-app

Engagement Layer:

- 1. SMART Goals (Specific, Measurable, Achievable, Realistic & Time Bound)
- 2. Gamification (Tutorials and progression)
- 3. Content Feed (Nurture path)
- 4.Social (Competition)
- 5. Consumer Level UI/UX polish

Steps 1 & 2: Discovery & Define



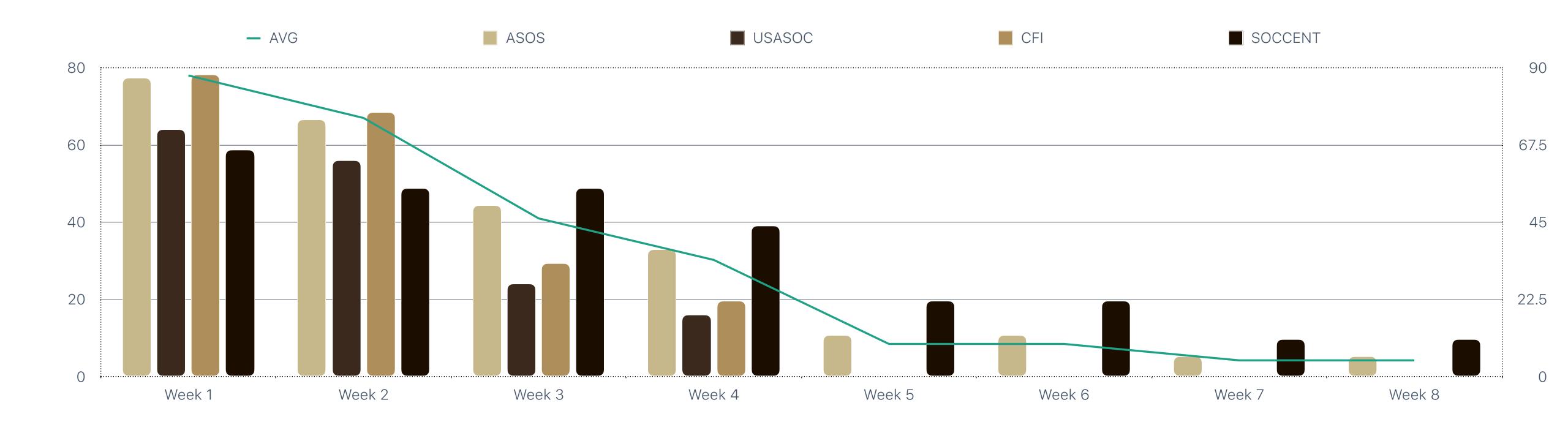
Quantitative: Data Analysis Athos

30% User retention after 4 weeks

Initial interest declines quickly

>5% User retention after 8 weeks

Almost completely abandoned after 8 weeks



Qualitative: Persona

Athos

About:

Kyle

19

Currently in the NSW Prep Course

Core Needs:

Get through BUD/S & prove everyone wrong Beat out the other guys in my class Physically & mentally prepare for future Rigorous training Be part of the most elite group there is

Pain Points:

I just want to make it through BUD/S no matter what I don't feel prepared physically enough for my next phase of training I am falling behind with my physical performance due to muscles strains I am working through

Warfighter: School House

Pain Points:

- I just want to make it through BUD/S no matter what
- I don't feel prepared physically enough for my next phase of training
- I am falling behind with my physical performance due to muscles strains I am working through

Goals & Needs:

- Get through BUD/S & prove everyone wrong
- Beat out the other guys in my class
- Physically & mentally prepare for future
- · Rigorous training
- Be part of the most elite group there is

Extra Info

- Highly Motivated
 - Intrinsically Strong
- · Uber Competitive
 - Self
 - Peers
- · Want To Be the Best
- Driven
 - Strive not to pass course, but be the best in the course.

Name: Kyle

Training NSW Prep Course

Training Stage

Career BUD's Bid

2/6

Rank Seaman (E2)

Age

Education Highschool

Drive:

- · Responsibility to serve
- Sense for adventure
- Pushing the limits and myself to the max
- Prove everyone wrong
- Wants to become Special Operator

Motivations

Knowledge Level

Qualitative: Persona

Athos

About:

Chris

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Navy SEAL Operator

Core Needs:

Always be ready for anything so I don't have to get ready Be a good teammate and always have my guys' back Get the opportunity to make SEAL Team 6 by getting an invite to Blue Team

Pain Points:

I don't think our team gets enough high valuable missions

We do a lot of training, so the muscles are starting to get a bit tired and I have a constant hamstring issue I battle with

I don't really trust the NSW programming. Prefer to do my own stuff

Operator: Spec Ops

Pain Points:

I don't think our team gets enough high valuable missions

We do a lot of training, so the muscles are starting to get a bit tired and I have a constant hamstring issue I battle with

I don't really trust the NSW programming. Prefer to do my own stuff

Goals & Needs:

- Always be ready for anything so I don't have to get ready
- Be a good teammate and always have my guys' back
- Get the opportunity to make SEAL Team 6 by getting an invite to Blue Team

Extra Info

Chris has been a SEAL for 8 years. He has done multiple tours in Iraq and Afghanistan. He is a sniper and medic on SEAL Team 2 and is looking to continually progress his skills and career by eyeing green team. Chris is a hard dude who thrives in really difficult situations. He always has his teammates back but also likes to beat them in literally anything competitive. He is going to try to be an operational SEAL for as long as possible.

Name: Chris

Career NAVY SEAL

Rank Petty Officer (E6)

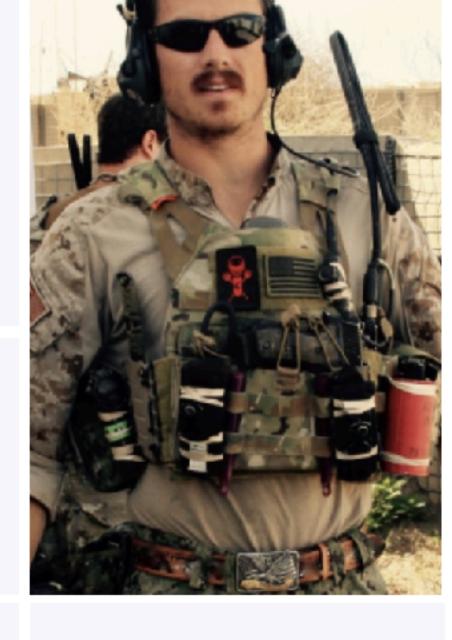
Age

Education High School, Military

Training Full Spec Ops Pipeline

Drive:

"The more difficult a mission is, the more fun we have. That's why SEAL's are the best of the best. And we have the most fun."



Motivations

Performance

1 2 3 4 5

Injury Prevention
1 2 3 4 5

Readiness
1 2 3 4 5

Knowledge Level

Movement Strategies

1 2 3 4 5

Fitness / Fatigue
1 7 3 4 5

EMG Benefit

Qualitative: Daily Experience Map Athos

Daily Experience Map: Warfighter

Time	0400	0600	0800	1000	1200	1400	1600	1800
Location	Dorm > Cafeteria > Car > Field	Ruck Path	Training Facility	Pool > Cafeteria > Car to Classroom	Classroom	Mudpit > Classroom > Drive to Field	Barrooks Field	Cafeteria>Drive to Barracks>Barracks
Action	0430: Wake up & Get dressed for the day 0500: Leave Barracks for breakfast at cafeteria 0550: Get to location early prep (get equipment/stretch) for PT	0600: 3 to 12 mile run. Very structured training. Everyone usually does same workout. 3-6X per week in training commands. Some commands will do calisthenics instead of running occasionally. Led by SC or Instructor	Grab my Strength Training Program, get in formation for warmup from bench outside. Conduct my training program with (40+) of operators performing similar program. Self Stretch, Drive to Pool.	Pool Training (mix of snorkel/scuba, conditioning, water confidence) Often with uniform on > Drive to Cafeteria > Lunch > Drive to Classroom	Sit in Class on Warfighting (maybe 1-2 total classes on health / nutrition)	Sit in Class on Weaponry > Drive to Field	Stand in Formation for instruction from commanding leader > Change and Shower > Drive	Dinner > Drive to Barracks > Personal Time (often students will have homework - professional material to learn). Big into video games or screwing around with classmates in free time
Clothing	Will leave with Uni's workout gear and water			full uniform or shorts/shirt				
Tech Accessable	Personal Phone, Wifi, Computer, Email	HR monitor (10%), Athos Core	Personal phone? iPad? Core, HR Monitor.					
Orders	Arrive at Field on Time	Listen to instruction from running coach or sergeant	Do PT plan	Do Pool Training	Attend Warfighting Class	Surprise Punishment (extra PT) since someone was late this morning.	Stand in Formation for instruction from commanding leader	Some training commands are full lockdown (no time off) others allow some time off (e.g. off base).
Personal Priorities	Don't be late	Don't get called out / singled out	Don't get called out / singled out			Most people are severely sleep deprived, so they are mostly trying to not fall a sleep, standing and sleeping		Laundry happens in the personal time. Students will maximize time off base drinking, etc
Mood	<u>=</u>	55		<u> </u>	<u>(2)</u>	23	<u>:</u>	•
Notes	At Barracks - Think 1960 Motel Room with bare bones furniture, **Wifi unlikely * No laptop * Person Phone allowed but usually have access only here * 3-4 uniform kits provided * They are responsible to having them clean and ready	Most locations don't have HR/Tech to give (top10% maybe) @KL/Don - is this active duty instructor or SC?						Lost devices are put the blame on the opp. pay/admin punishmet/replace

Qualitative: Customer Journey Maps Athos

Daily Journey Map: Warfighter

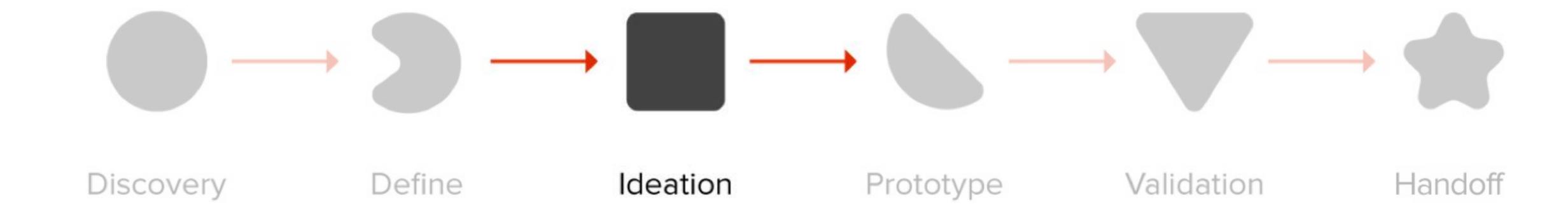
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Location	Dorm > Cafeteria > Car/Walk > Field	Ruck Path	Training Facility	Pool > Cafeteria > Car to Classroom	Classroom	Mudpit > Classroom > Drive to Field	Barracks Field	Cafeteria>Drive to Barracks>Barracks	
Touchpoint	Phone App, Email, Push, Gear	Physical Core, Paper PDF Supplementals, Gear	Gear & Core	Gear	Gear	Gear	Gear	Phone App, Email, Push	
Athos Action Primary	Put on Gear	Do supplementals on my own without biofeedback ****** This may be hard depending on day they get their new PDFs	Place core back in carrying case/board	Gear remains on user in pool	Gear remains on user drying in classroom	Clean Gear with Alcohol Swab after Mudpit	Remove Gear	Wash Gear	
Athos Action Secondary	Check Push, Check App	Get Core Pro from Core Carrying Case/board from trainer's trunk with HR monitor. Unbuckle Army belt/pants on uniform to slide core into shorts mount.	Unbuckle Army belt/pants on uniform to slide core out of shorts mount.	Gear gets wet	Sensors cause discomfort	Mud in mount		Ask peer what Athos program they are on to try to understand if they are good vs. bad	
Decision Points about Athos	Put on gear or 'forget to"	Tape in core or "forget to"	unmount core, placed into hub with captured data	NA	NA	NA	NA	Wash Gear or forget to	
KPIs	Check app notification 'Today is an Athos Day, don't forget to wear your shorts'	Mount Core, Complete supplemental, Score on Supplemental, Other in-app experience	place core into hub with captured data			# of shorts replaced due to dirty mounts		Weekly Logins, In-app activity	
Notes & Quotes				"Keep Athos shorts on, instructors wont let us change."	"I'm feeling cold and restless where the water is drying in the sensors."	"Have taught them to clean the mount of mud with alcohol swab"	YAY! my legs can breath. Rinse Athos shorts in Shower	they do dry fast enough, 2x a week	
Value of Athos (1-10)	3	7	5	0	0	0	0	0	
Friction with Athos (1-10)	4	6	6	3	8	7	3	4	
Net Value of Athos	-1	1	-1	-3	-8	-7	-3	-4	
Feeling Towards Athos		<u></u>	<u> </u>	<u> </u>	<u></u>	⊗	<u> </u>	<u>e</u>	

Qualitative: Customer Journey Maps Athos

Buyer Journey Map: Warfighter

Phase	Acquisition						Activation				Retention						
Step	Brand Awareness (What is Athos?)	Solution Interest & Educating (EMG. MSKI & Advanced Sports Science)	Consideration of Solving Problem (why YOU need to train different to prevent MSKi)	Intent to Solve (I need to prevent MSKI)	Evaluation (Athos vs competition vs do nothing)	Choose Athos 😊	Onboarding	Training	Engagement	Delight (MSKi risk reduction after 4 weeks)	Gamification	Competitive Advantage (them vs peers)	Proof of Efficacy	Education / Thought leadership	Delight Cycle	Trust	Loyalty
Touchpoint	Garment, iOS app, Packaging, Directions, DoD command, Warfighter Peers	iOS app, Supplemental PDF	iOS App, DoD command, Warfighter Peers	iOS App, DoD command,	iOS App	Usually this would be purchase, not sure what it is for DoD Warfigher	Garment, iOS app, Packaging, Directions	iOS app, Supplemental PDF	iOS app, Supplemental PDF, email, push notification	iOS app, Supplemental PDF, email, push notification	iOS App	iOS App	iOS App, DoD command, Warfighter Peers	iOS App	iOS App	iOS App, DeD command, Warfighter Peers	iOS App, DoD command, Warfighte Peers
Athos Action Primary	Packaging? Can we include a 1 pager that gives them a solid idea of Athos?	Giving contextual information about MSKi, EMG and other personalized sports science in the app,	point out imbalance in their training, introduce supplementals, include video	Survey, or some opt in (opt into tips, warnings ect)	video: "What happens when I do nothing?"	Complete some number of workouts, complete some number of supplementals	FTUX	1st Exercise 1st Set 1st Workput 1st Supplemental	Post-set Report Post-workout Report Calibration Report Supplemental Report	4 week report on MSKi risk reduction	Athlympics? Prize? Trophy? Ornament? Clothes?	Athlympics? Leaderboard?		UGC Videos? Sports Science Videos?	Completion Traphies? Videos? Encouragement?		
Athos Action Secondary	iOS app video	iOS app video, PDF supplementals	Watch Video or some content about MSKi injury effecting ability to serve, something compelling	Do supplementals, Augment exercise during set	More vidoes?	Have push notifications on, Interact with alerts	Opt into push notifications	Nth Exercise Nth Set Nth Workout Nth Supplemental	lst Day Message lst week message 4th Week message Video Content Video Messages	Video celebration of MSKi reduction!!!							
Decision Points about Athos	Am Linterested in Athos?	What is EMS, MSKi & how can they help me?	Do I need to train differently? Am I really at risk? Do I care?	I need to train differently, but do I need sport science?	I need sports science, but do I need Athos? Can I just stretch? Or buy new shoes?		Do I need Athos? What can it offer? What does Athos do for me?	Does Athos work? Does Athos help me prevent injury? Does it give me an advantage?	le it delivering a week?	accomplishment? Does							
KPIs	Opt into push, read some intro content, watch some video?	Interact with content, answer survey?	Video view count	Survey completion, Opt into warnings, completion threshold of supplementals, observe measurable change in muscle activation based on suggestions	Video views	# of users with push enabled, when do users opt in	Number of users who completed onboarding, number of users who filled out their profiled, # of users agreed to push notifications	% completing fist supplemental, entry of data in workouts, are they looking at their scores?	Daily active, weekly active, interaction with push notes, checking performance tab	Complete 4 weeks of supplementals							
Feeling Towards Athos	=	<u> </u>	<u> </u>	<u> </u>			<u> </u>	<u></u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u>u</u>	<u> </u>	<u> </u>	<u> </u>

Step 3: Ideation

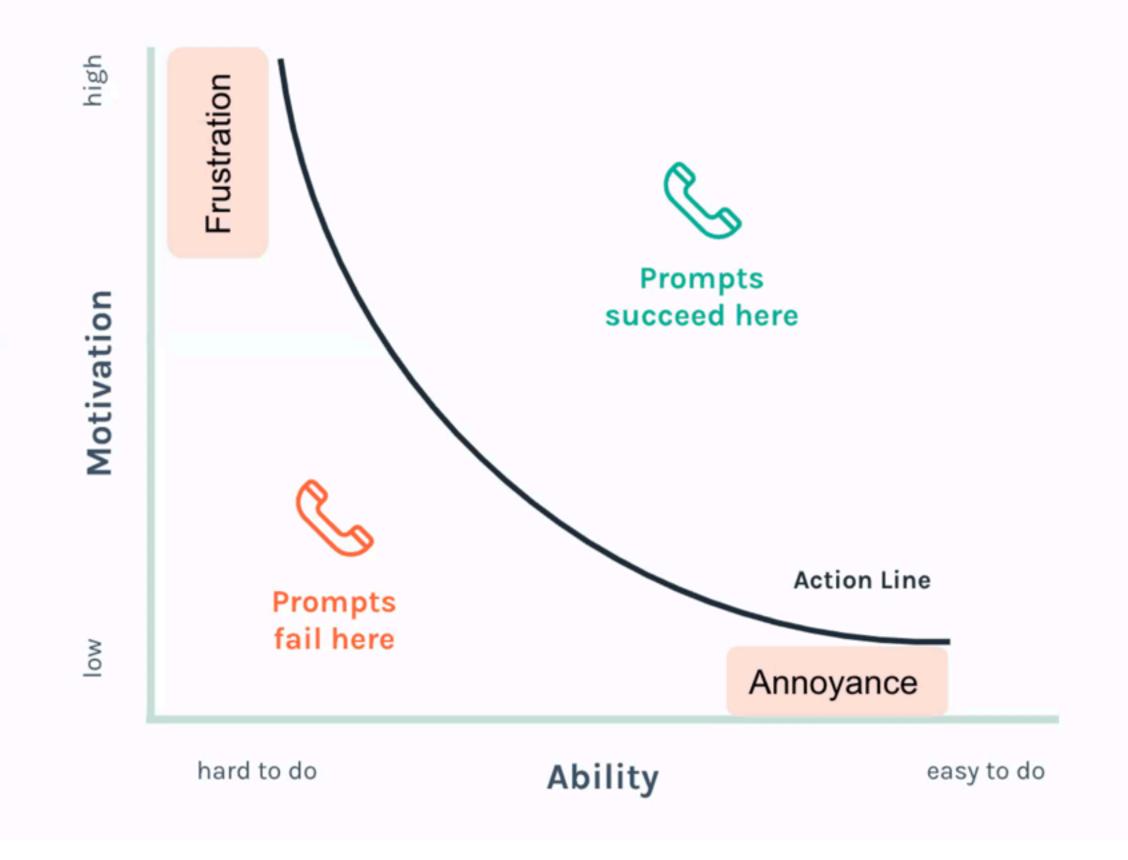


Quantitative: User Testing Athos

Engagement Layer:

- 1. SMART Goals (Specific, Measurable, Achievable, Realistic & Time Bound)
- **2.Gamification** (Tutorials and progression)
- **3.Content** (Onboarding, nurture path & prompts)
- 4.Social (Competition)
- 5. Consumer Level UI/UX polish

Fogg Behavior Model





Converge at the same moment

Quantitative: User Testing Athos Method: OneSignal in-app & push messaging with text, video and image content Number of Users: 56 Personas: **Schoolhouse (Pipeline Prep Course)** Time: 12 Weeks

Data Collection:

Mixpanel

Hypothesis:

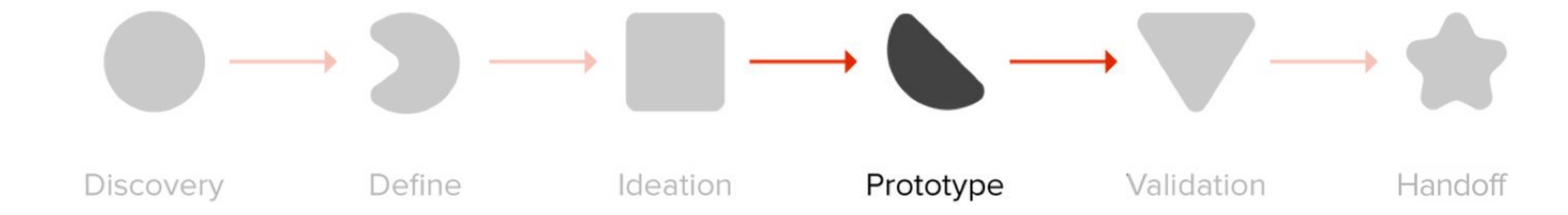
More users will engage with Athos if:

- 1. The value is articulated clearly upfront (onboarding)
- 2. They are allowed to learn along the way (in-app messaging / content)
- 3. They receive prompts at the right moment (aka "put on your gear before you ruck today")

Not in this experiment:

Personalization
Social Reinforcement
Gamification
UI/UX improvements

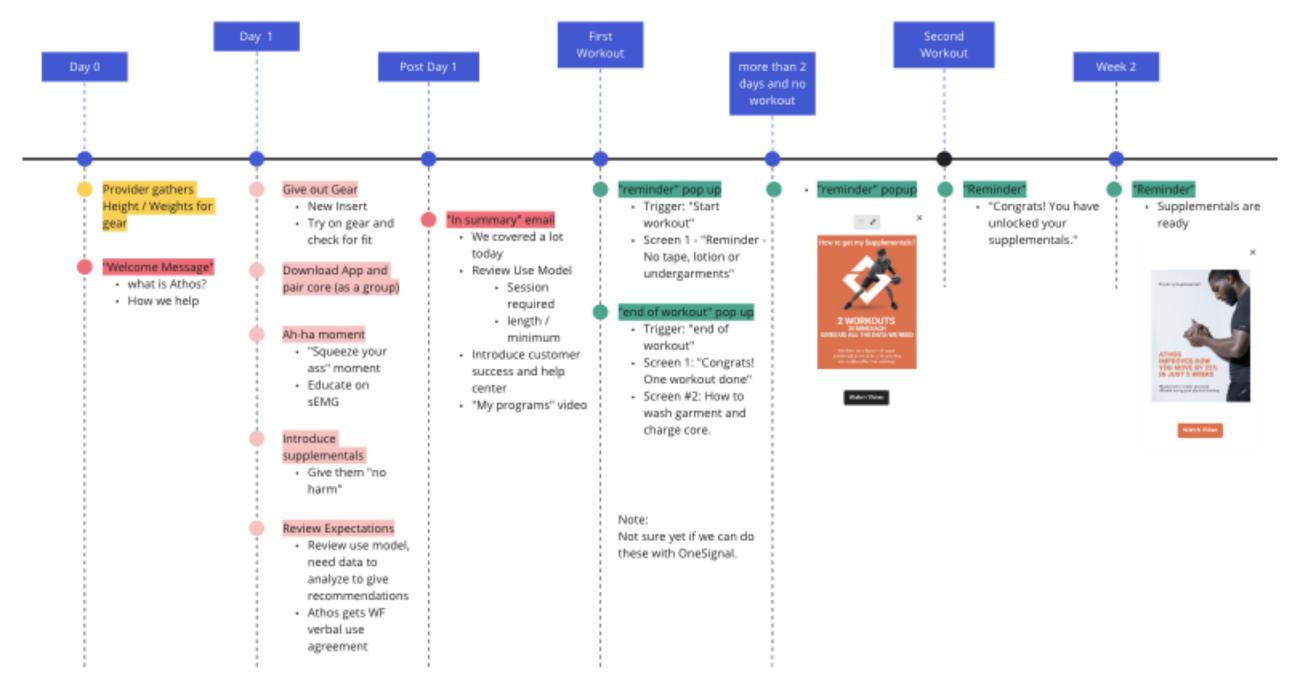
Step 4: Prototype



Quantitative: User Testing Athos

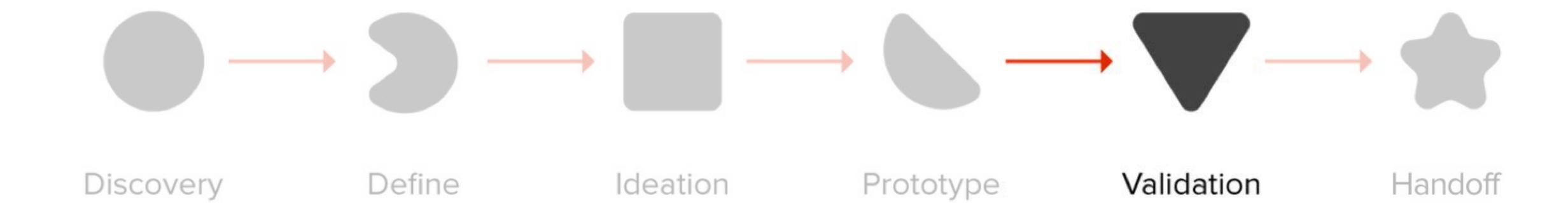
Engagement Layer:

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Step 5: Validation



Quantitative: Results

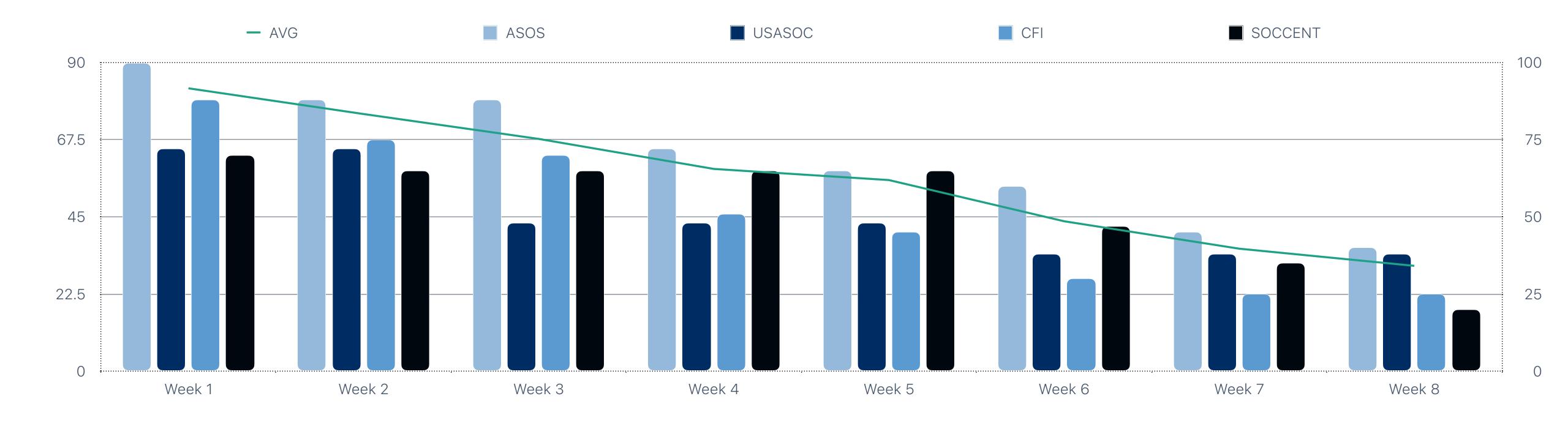
Athos

59% User retention after 4 weeks

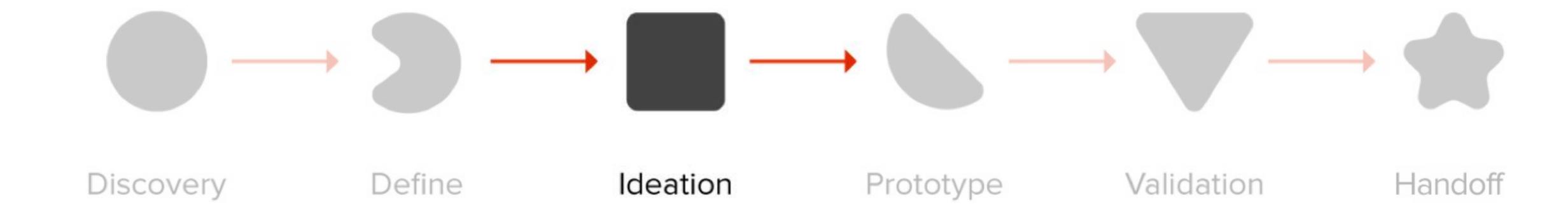
2x increase from baseline

30% User retention after 8 weeks

6x increase, but still not enough



Step 3: Ideation



Qualitative: User Testing
Method:
16 Weeks of iOS Dev, Platform & Product 8 Weeks of testing
Number of Users:
56
Personas: Schoolhouse (Pipeline Prep Course)
Time:
24 Weeks
KPI:
50% Engagement at week 8

Data Collection:

Mixpanel

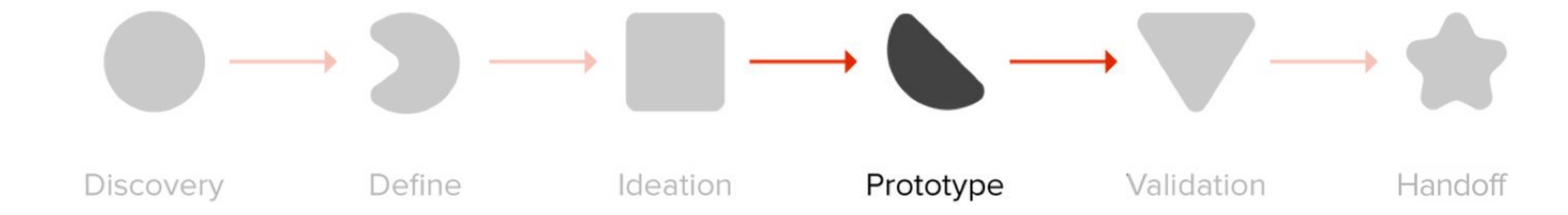
Hypothesis:

An "engagement layer" encompassing several changes in the product will increase engagement of DoD members over an 8 week period

Engagement Layer:

- 1. SMART Goals (Specific, Measurable, Achievable, Realistic & Time Bound)
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Step 4: Prototype



Athos

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SMART goals onboarding:

Prehab vs Rehab

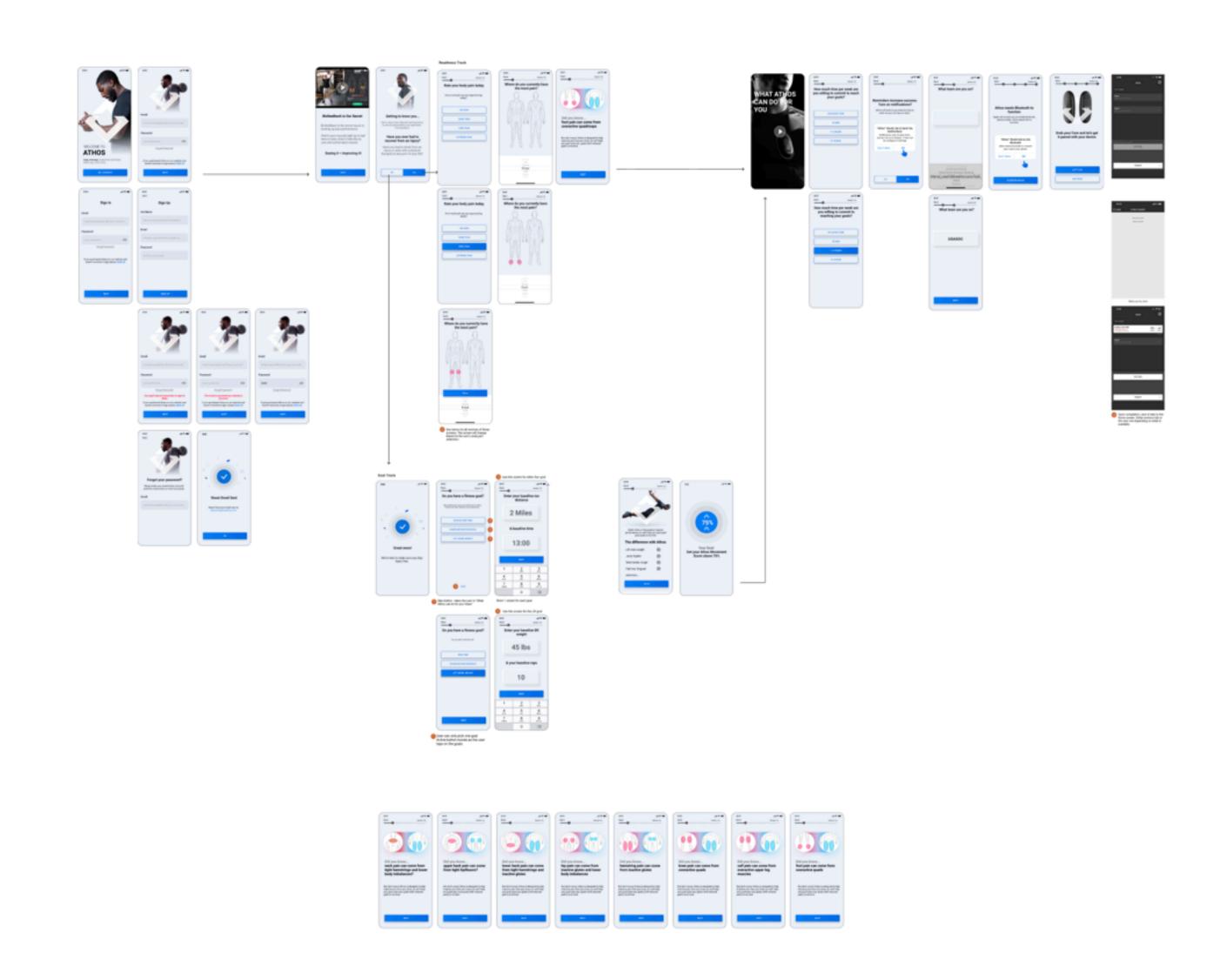
Have you been injured before?

Are you in pain now?

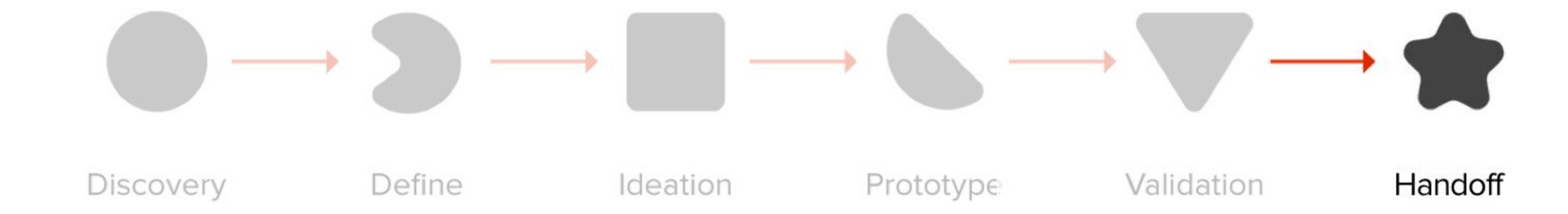
What are you willing to do to be pain free?

Performance

What are your current PRT / Run Time
Here is a plan to improve



Step 6: Handoff



Athos

Engagement Layer:

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Side Story:

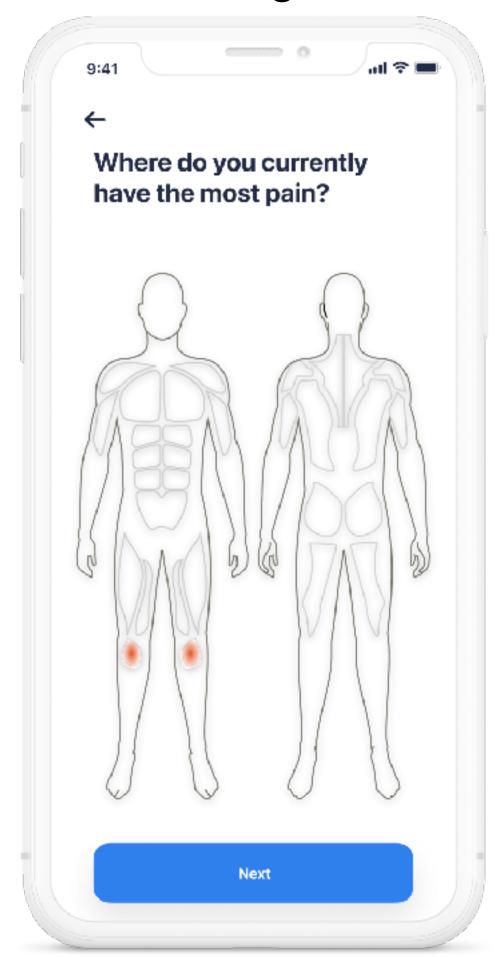
Scheduled 1:1 with my iOS dev outside of regular grooming and PM meetings

Me: How do you feel about this design?

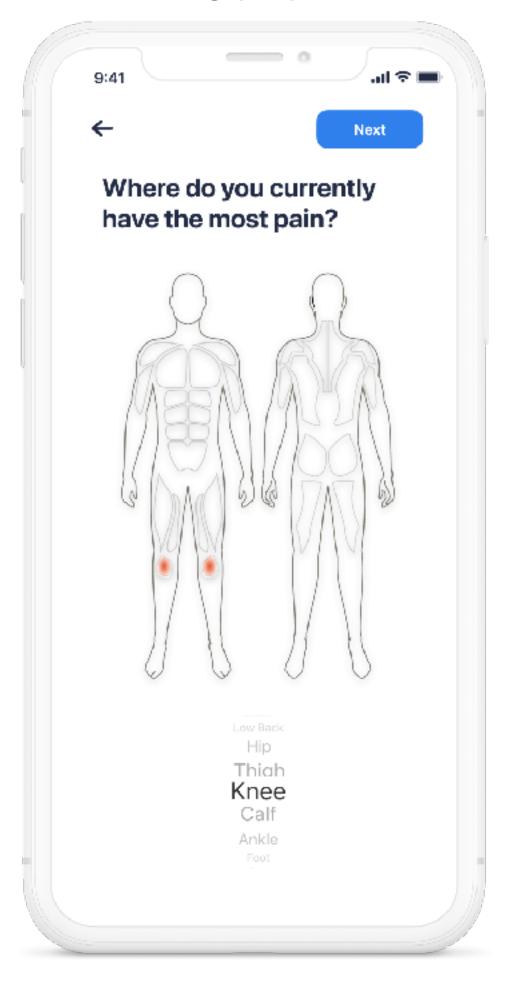
Are there any technical issues you can foresee?

Dev: I built this same screen at a previous company and we wasted 2 weeks on the body/ model touch interface before we changed to a scroll wheel

Design



Code



Athos

Engagement Layer:

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- 2. Gamification (Tutorials and progression)
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SMART goals:

Specific

Measurable

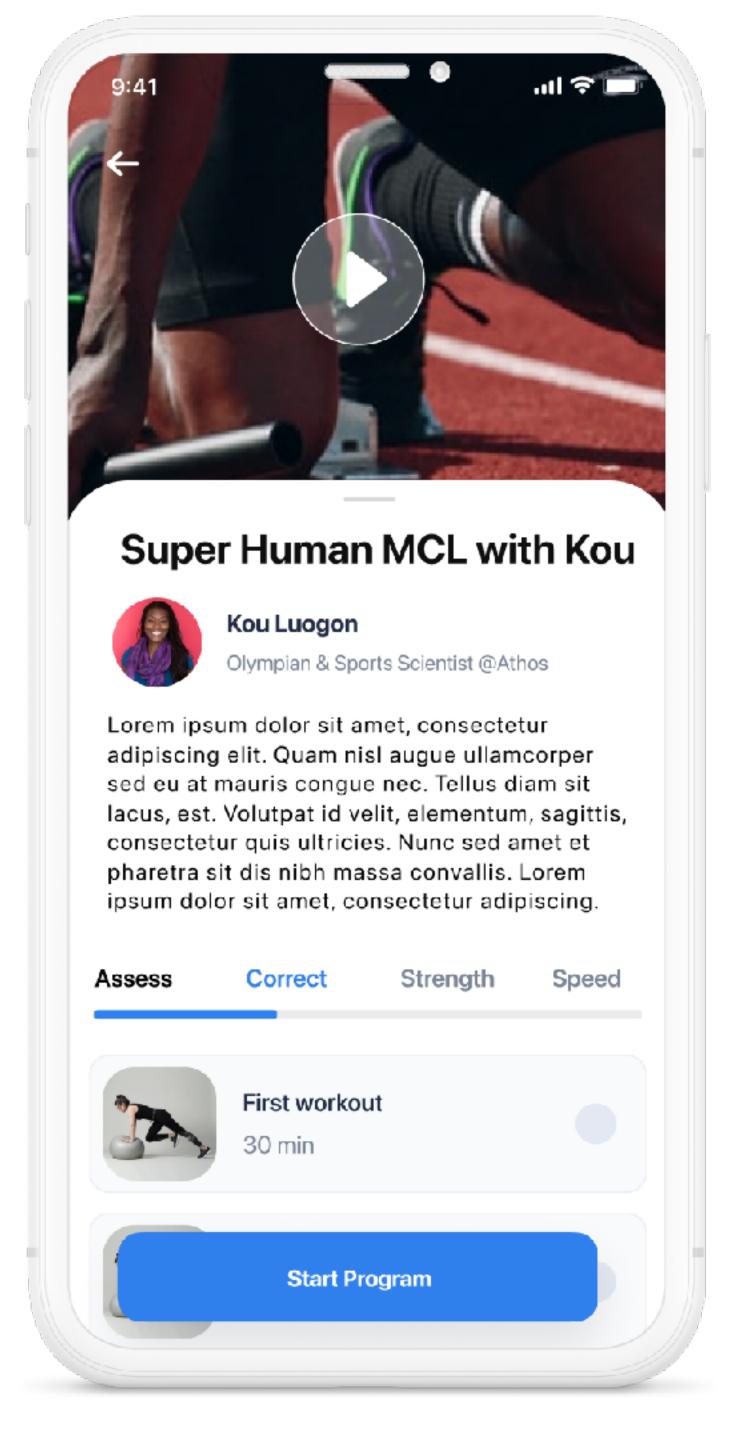
Achievable

Realistic

Time Bound

+ Opt in

There isn't a lot of choice in the lives of DoD members. Giving them ownership over their health was a way to empower build buy-in.



Athos

Engagement Layer:

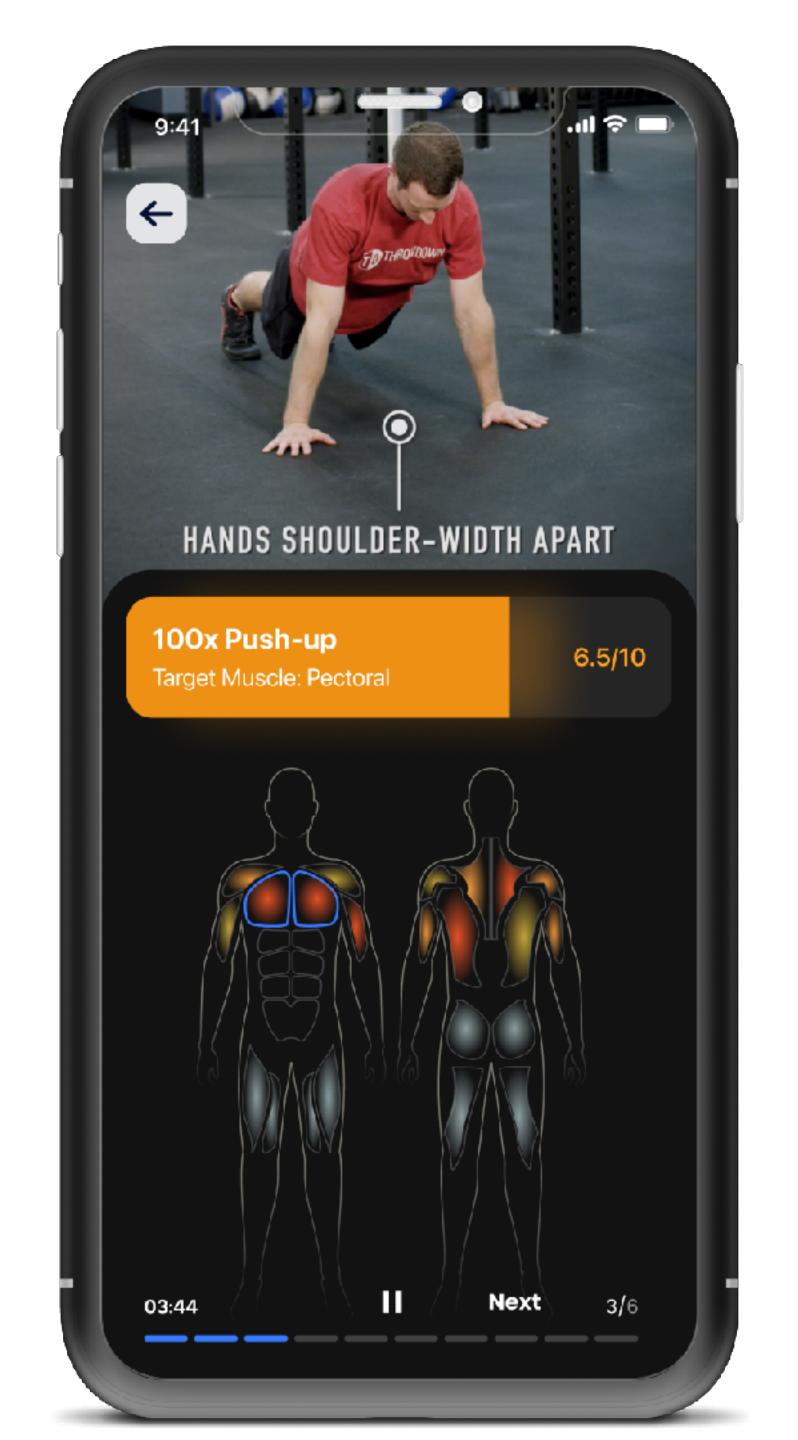
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Small wins build to big goals:

Realtime Scores: showing users exactly what scores they were generating in realtime

Coaching Tips: How to change form to improve the scores

Live Bio-feedback: To understand what good & bad form looks like and more importantly feels like



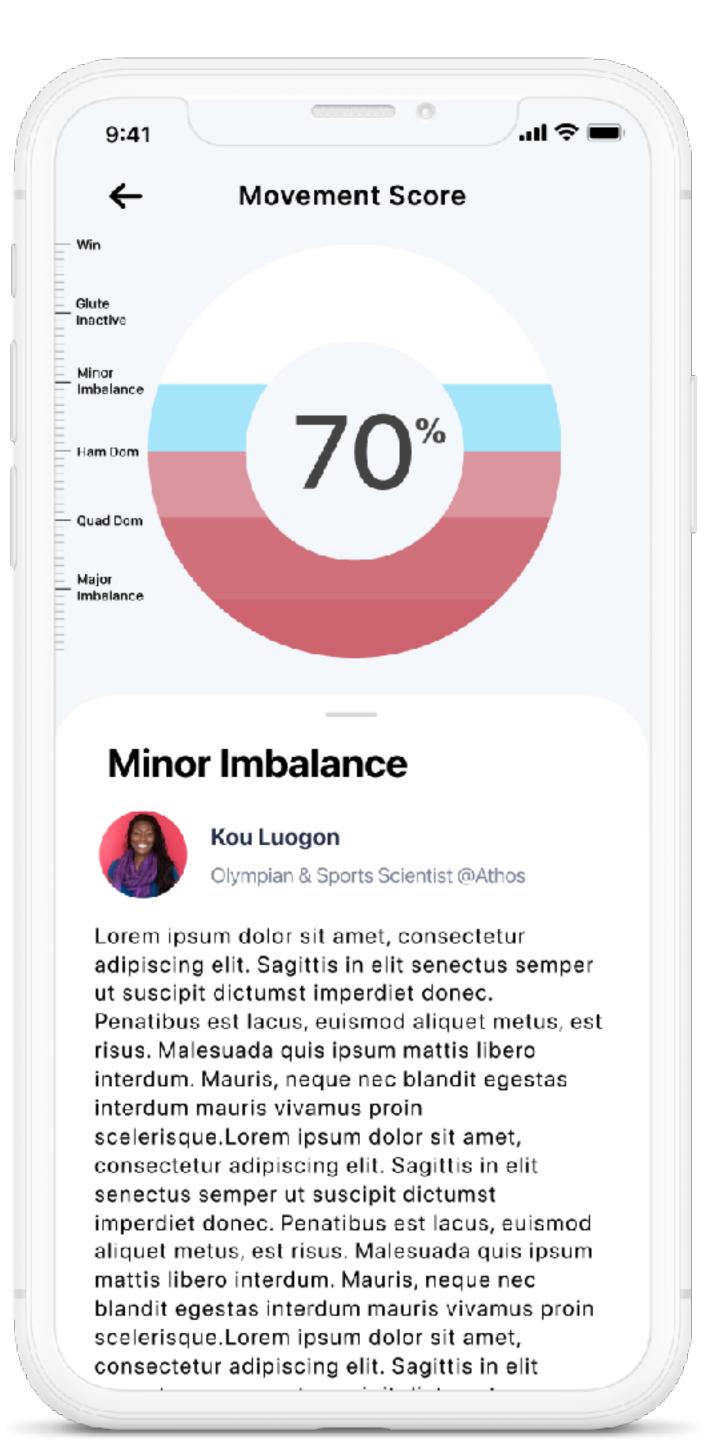
Athos

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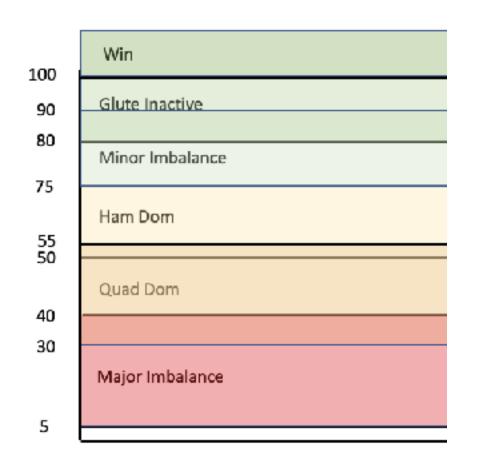
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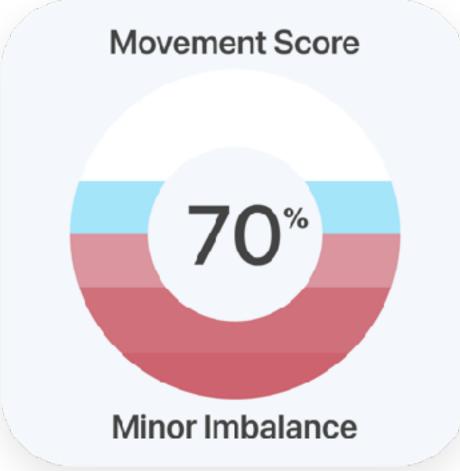
Tutorials:

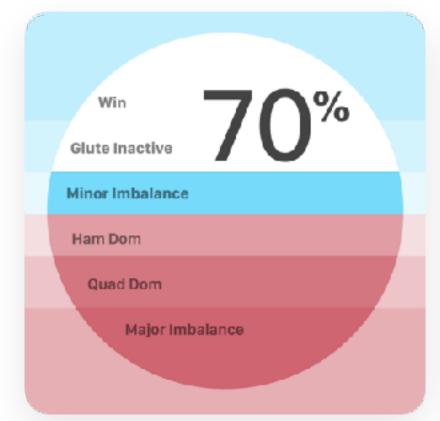
Institutional Knowledge: Athos had a staff of PHD Bio-Mechanists, Sports Scientists and Olympic Athletes. They knew everything about movement and training better... very little of that was in the app. It was our mission to take that knowledge and present it in a way that could help our users achieve their goals

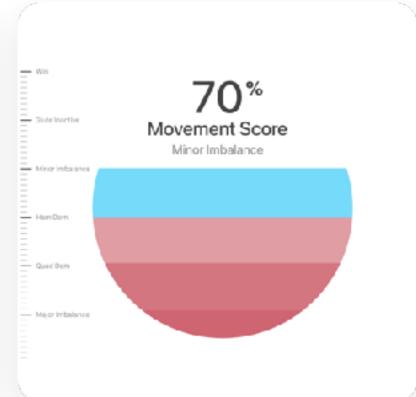


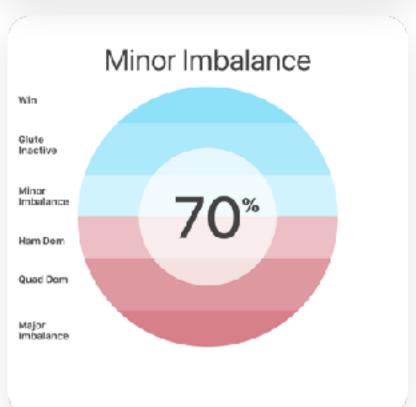
Design: Movement Score Athos

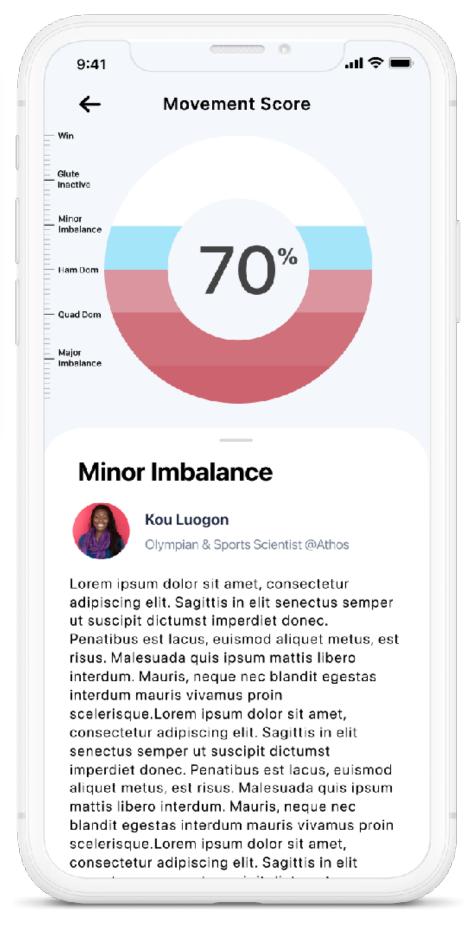


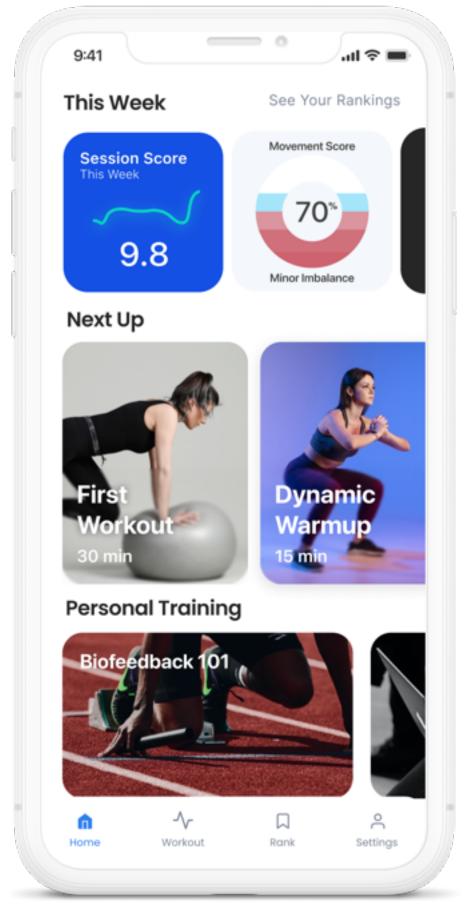












Athos

Engagement Layer:

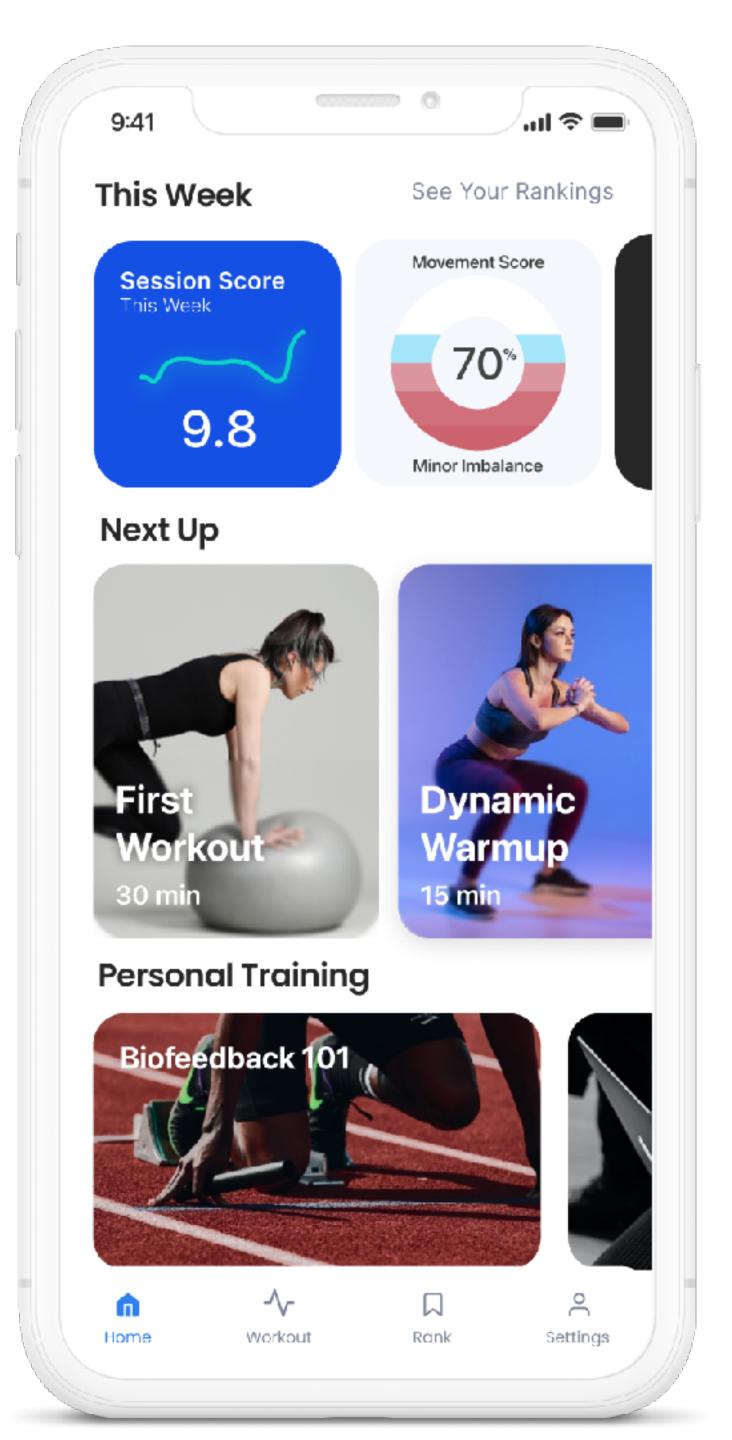
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Content:

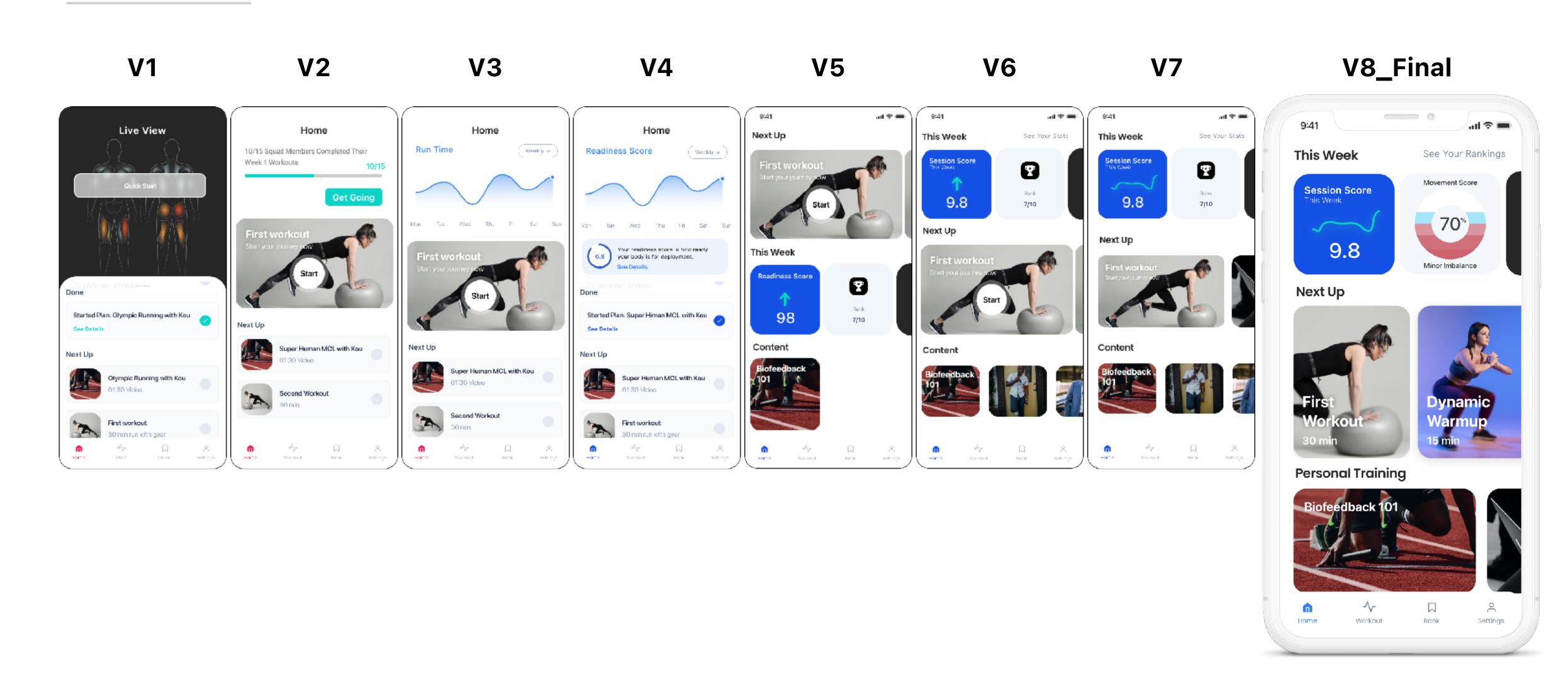
Top Section: flexible widgets, show the users what they need to see in context.

Center: Always shows the next user action, limiting choice paralysis: K.I.S.S.

Bottom: A nurture path of videos - Education & motivation from Special Ops Vets, Olympians and Sports Scientists.



Design: Home Screen Iterations Athos



Athos

Engagement Layer:

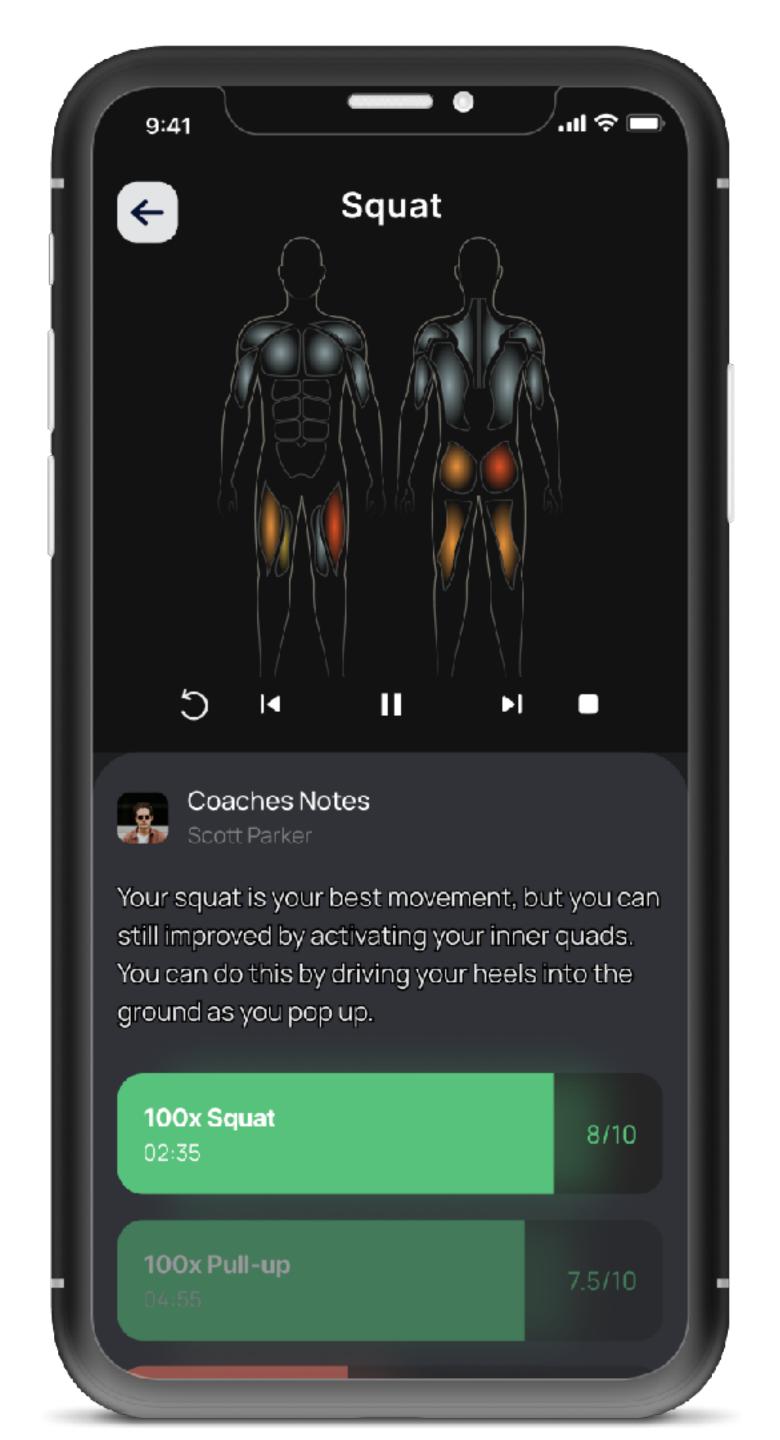
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Coaching:

Session highs/lows with coaches notes:

Increases the value of the data, allowing users to understand their scores and how to improve

This was taken from the Pro & D1 coaches: Do this type of coaching in-person. The military doesn't have enough staff to deliver this 1:1 support. Athos stepped in to fill the gap.



Athos

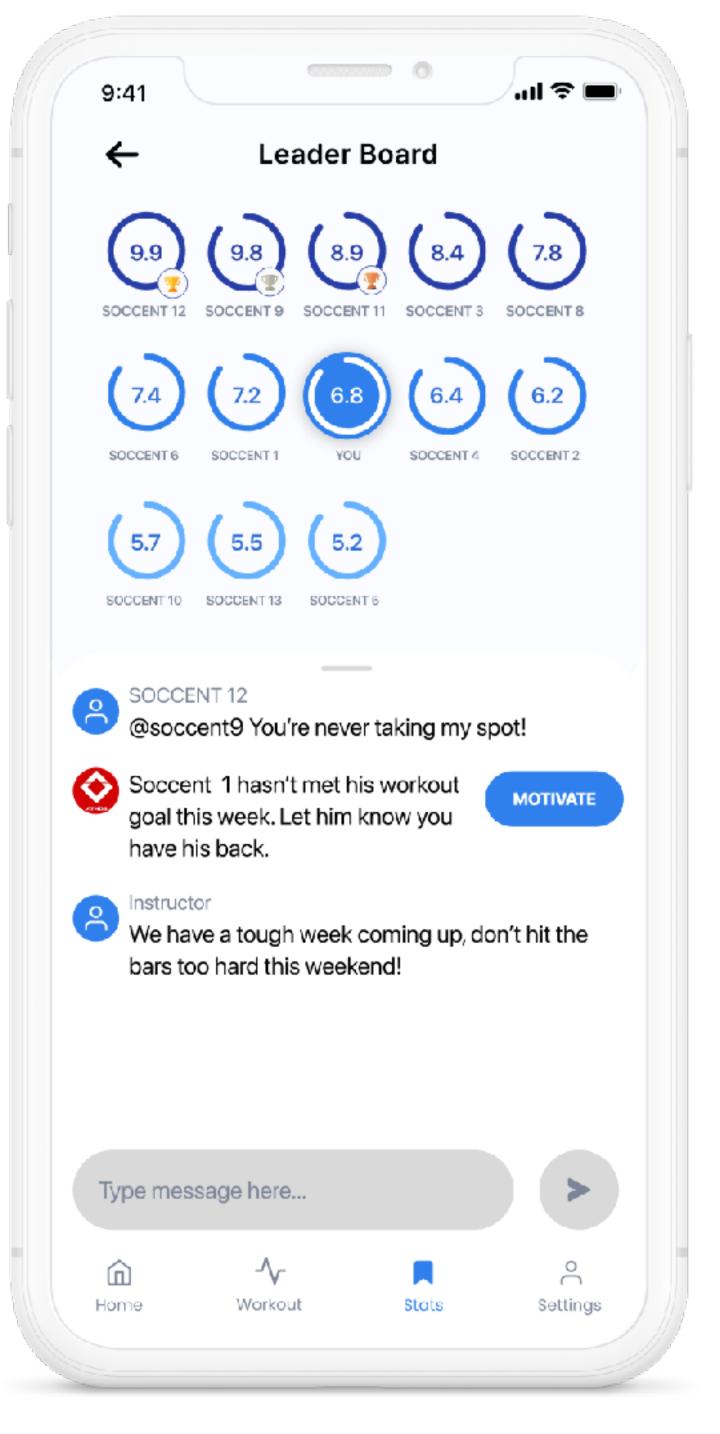
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Competition:

Leaderboard for competition: DoD guys love to compete, this was also incentivized on the home screen widgets if they needed extra motivation.

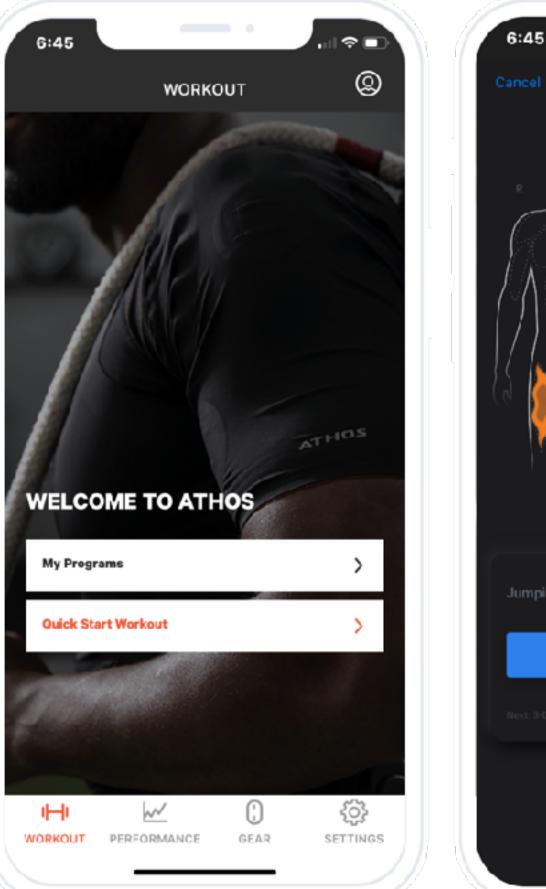
Chat to make it engaging: Talking trash is half the fun, and allows our users to motivate each other.



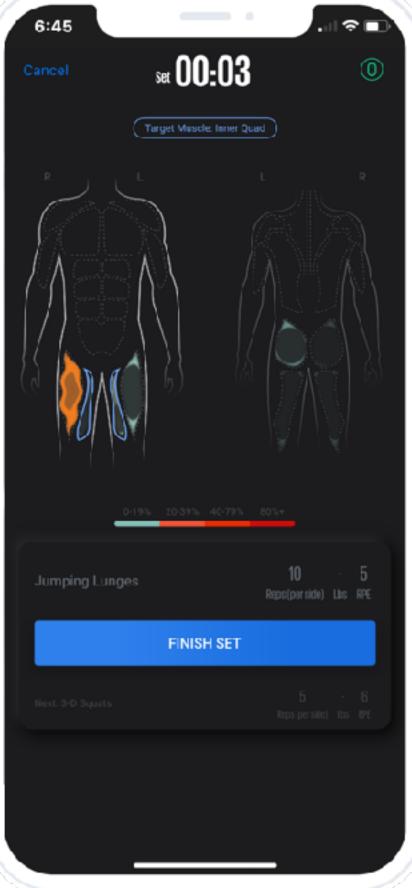
Athos

Before

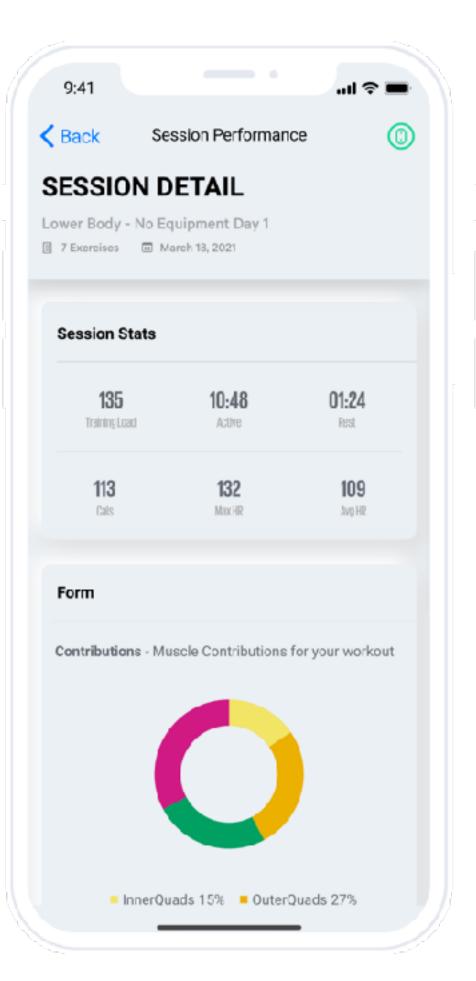
Home



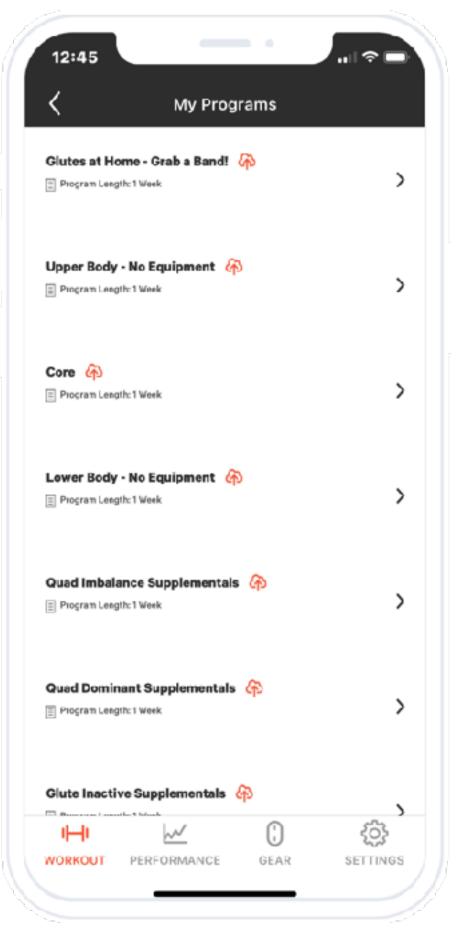
Bio-Feedback



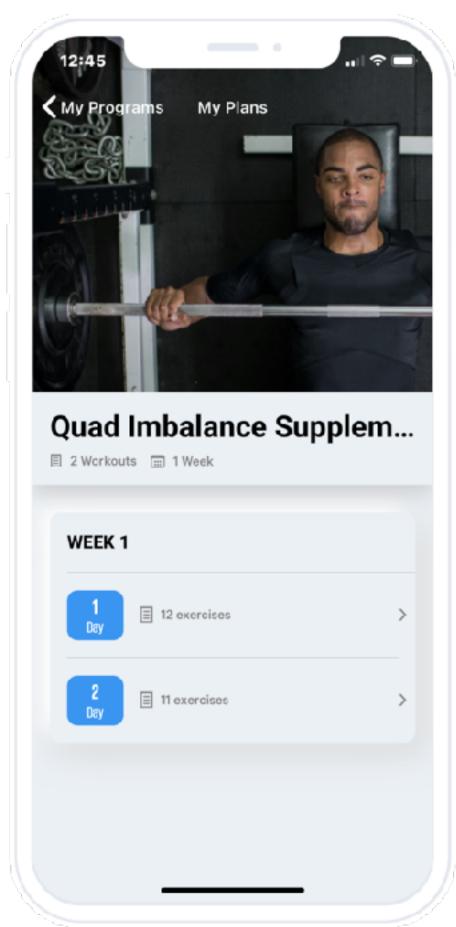
Results



Programs List



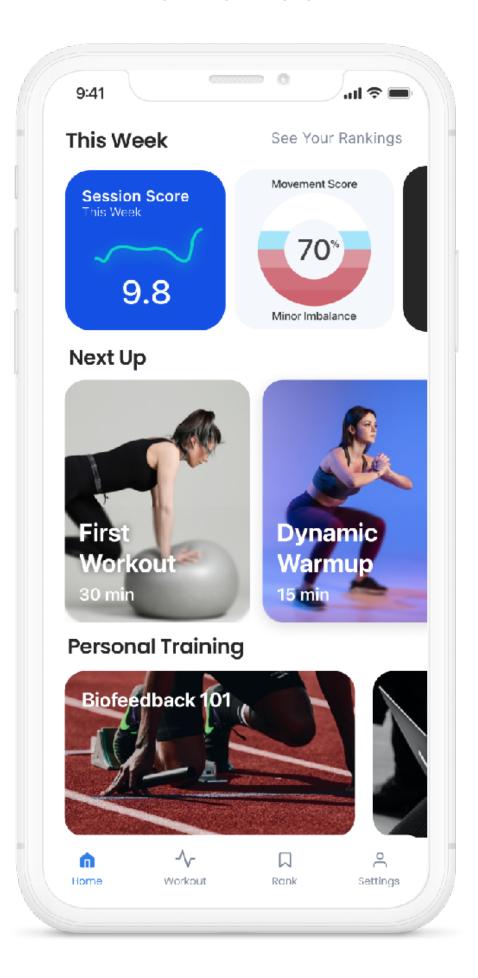
Details



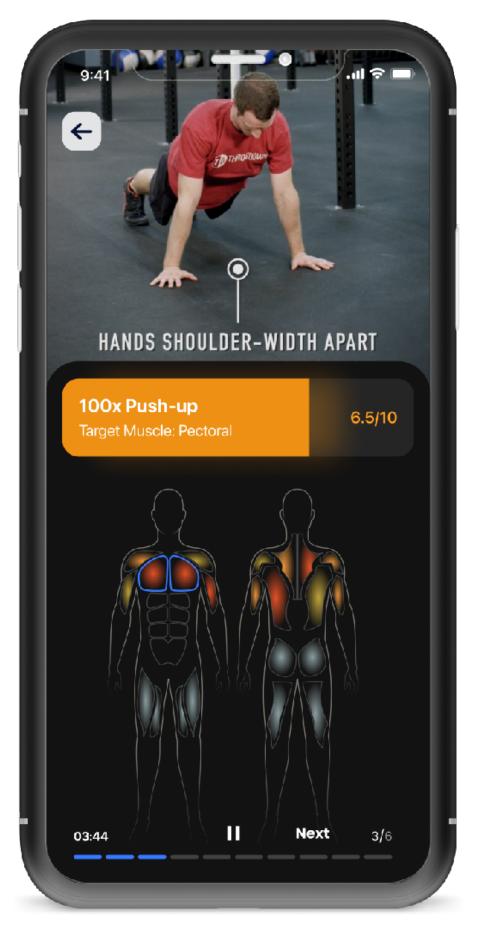
Athos

After

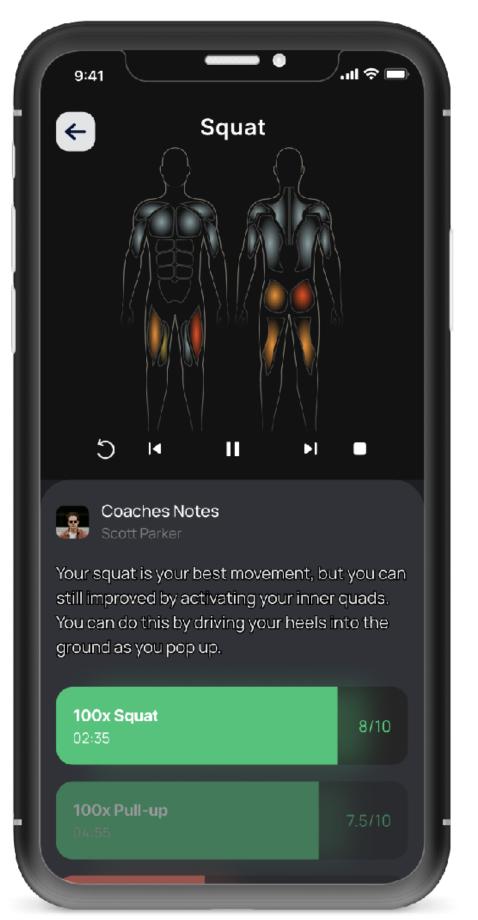
Home Feed



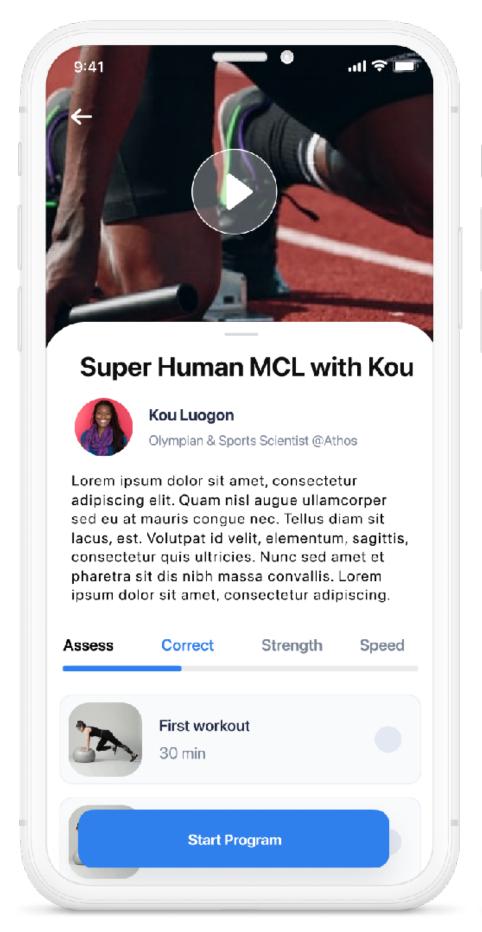
Bio-Feedback



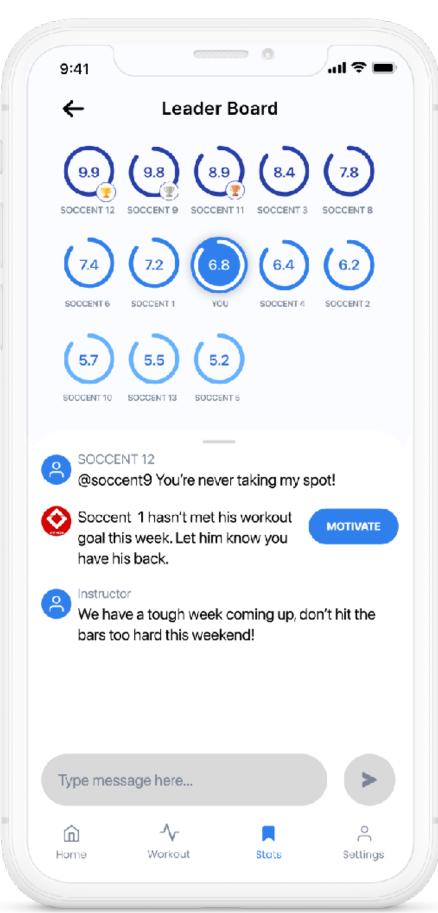
Personal Coaching



SMART Program



Competition



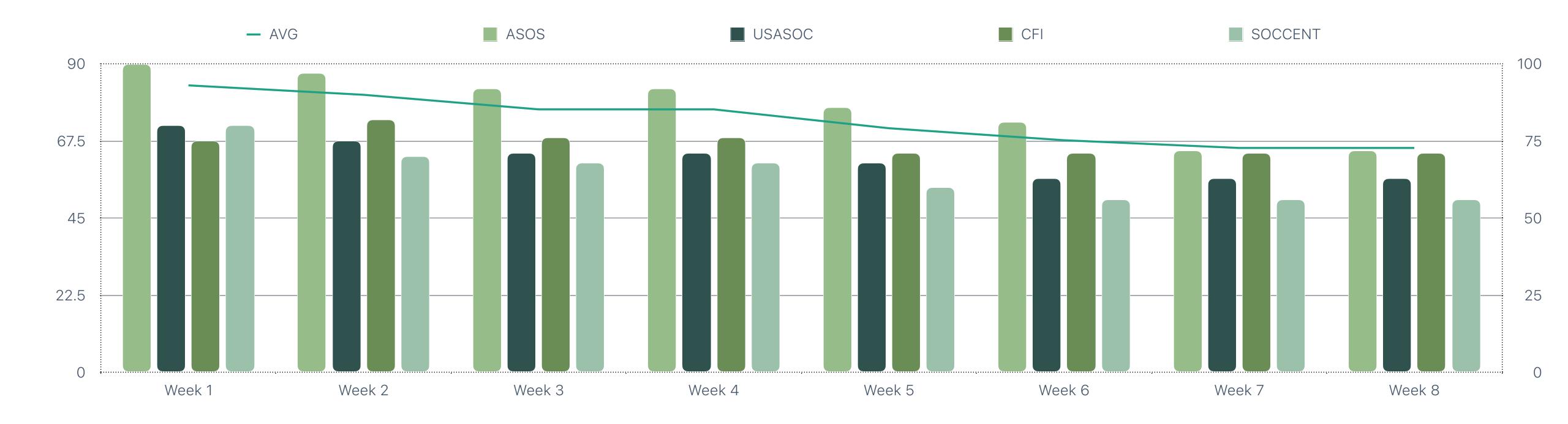
Launch Results Athos

76% User retention after 4 weeks

2.5 x increase from baseline

65% User retention after 8 weeks

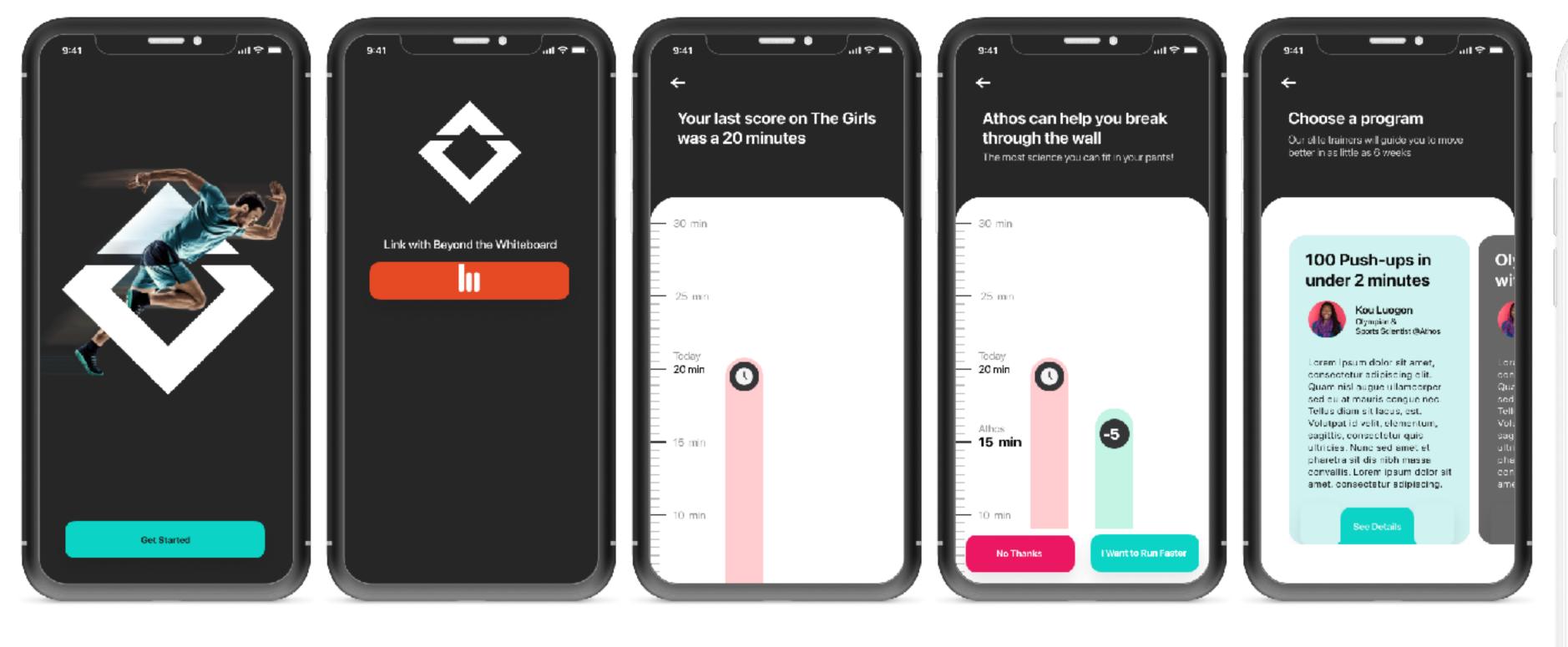
13x increase from baseline



Design: Future Concept

Athos

CrossFit



CrossFit founder Greg Glassman gave these workouts female names similar to how the US National Weather Service names storms because he felt that because the workouts were so physically demanding that they left athletes feeling as though a storm hit them.

