
Brandon Finn

Portfolio: 2011-2022



"Fashionable"

-New York Times

Brandon Finn

Product designer

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

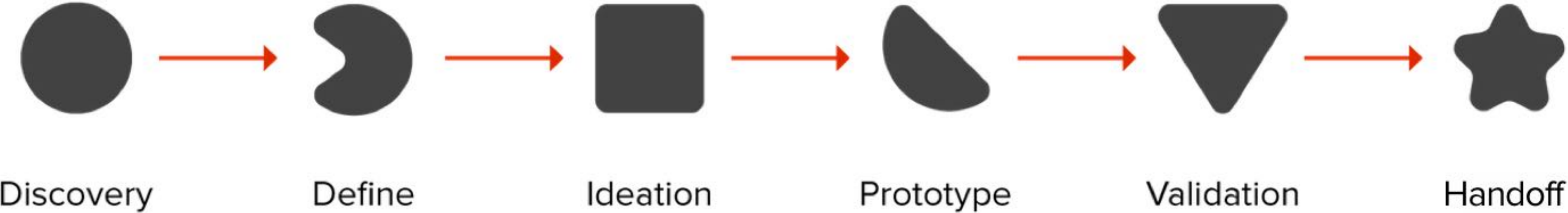
My present position: Product Design Manager at Click Therapeutics leading the design team working on the world's first FDA approved DTx treatment for Major Depressive Disorder, currently in phase 3 clinical trials.

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



Athos

“The most technology you can fit in a pair of underpants”

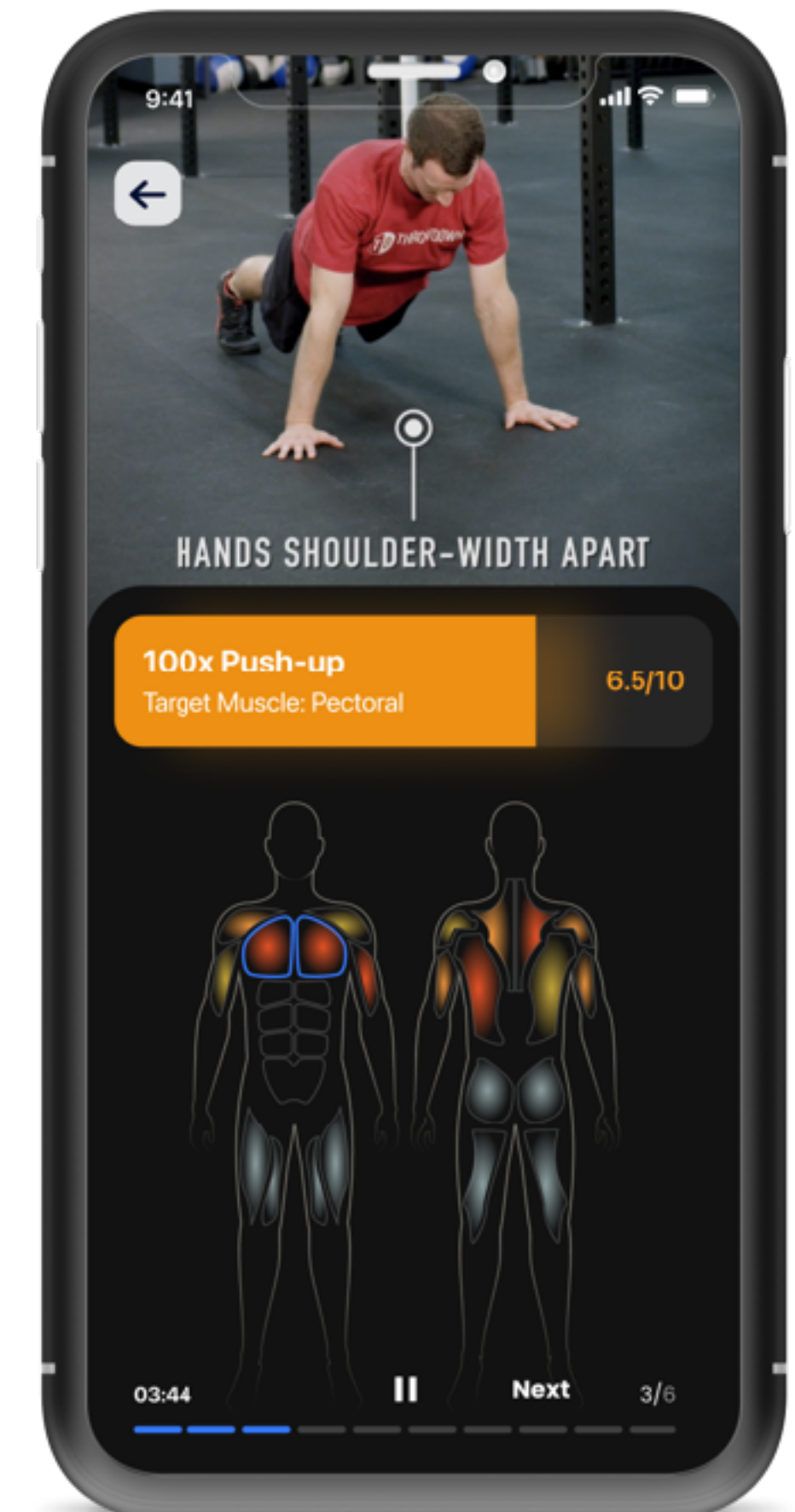
Data Core



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

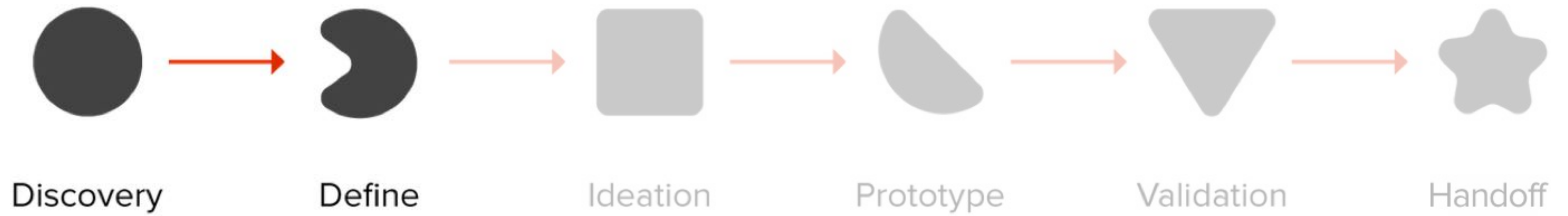
The app would be completely re-aligned with the user, not the purchaser, needs in mind.

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

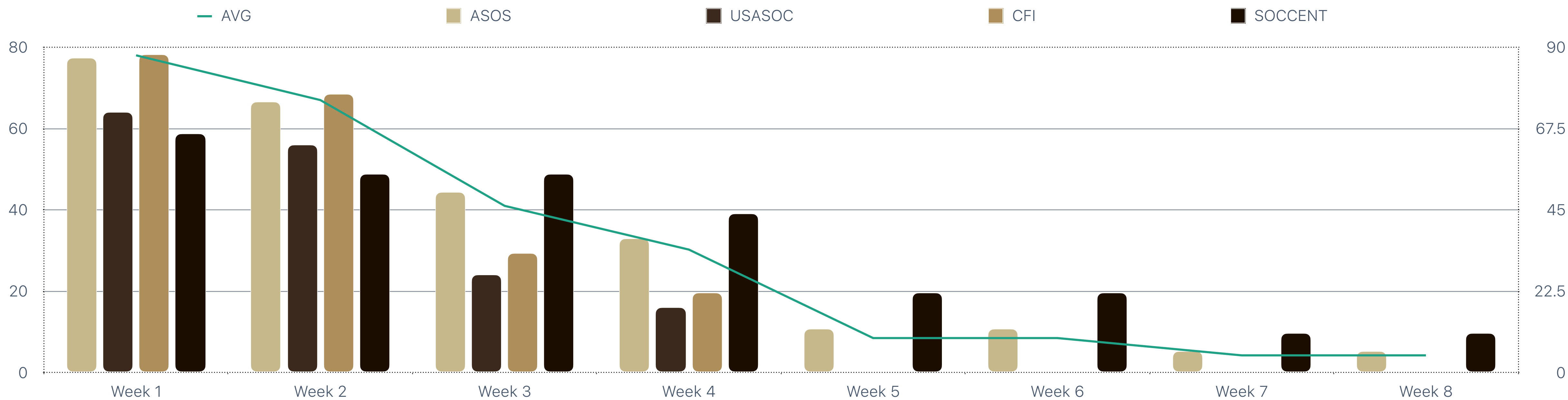
Athos

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	2/6
Career	BUD's Bid
Rank	Seaman (E2)
Age	19
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
29
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	29
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	<div><div></div><div></div><div></div><div></div><div></div></div>
Injury Prevention	<div><div></div><div></div><div></div><div></div><div></div></div>
Readiness	<div><div></div><div></div><div></div><div></div><div></div></div>

Knowledge Level

Movement Strategies	<div><div></div><div></div><div></div><div></div><div></div></div>
Fitness / Fatigue	<div><div></div><div></div><div></div><div></div><div></div></div>
EMG Benefit	<div><div></div><div></div><div></div><div></div><div></div></div>



Qualitative: Daily Experience Map

Athos

Daily Experience Map: Warfighter

Time	0400	0500	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	Barracks 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 Weaponsry > 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	😞	😞	😞	😞	😞	😞	😞	😊
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 punishment/replace

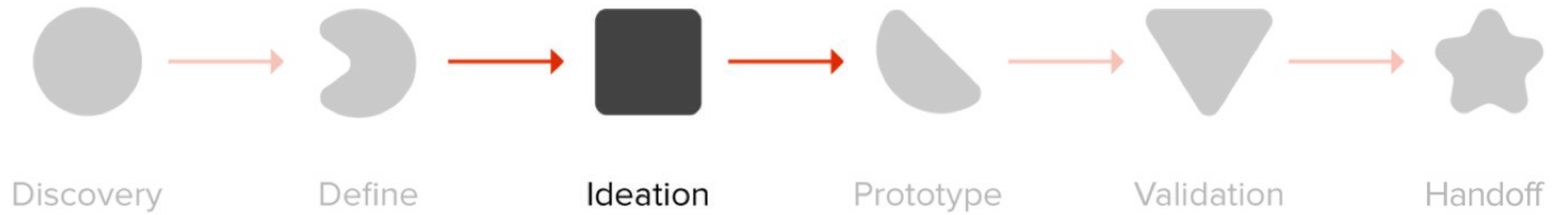
Qualitative: Customer Journey Maps

Athos

Daily Journey Map: Warfighter

Time	0400	0600	0800	1000	1200	1400	1600	1800
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	😞	😊	😞	😞	😞	😞	😞	😞

Step 3: Ideation

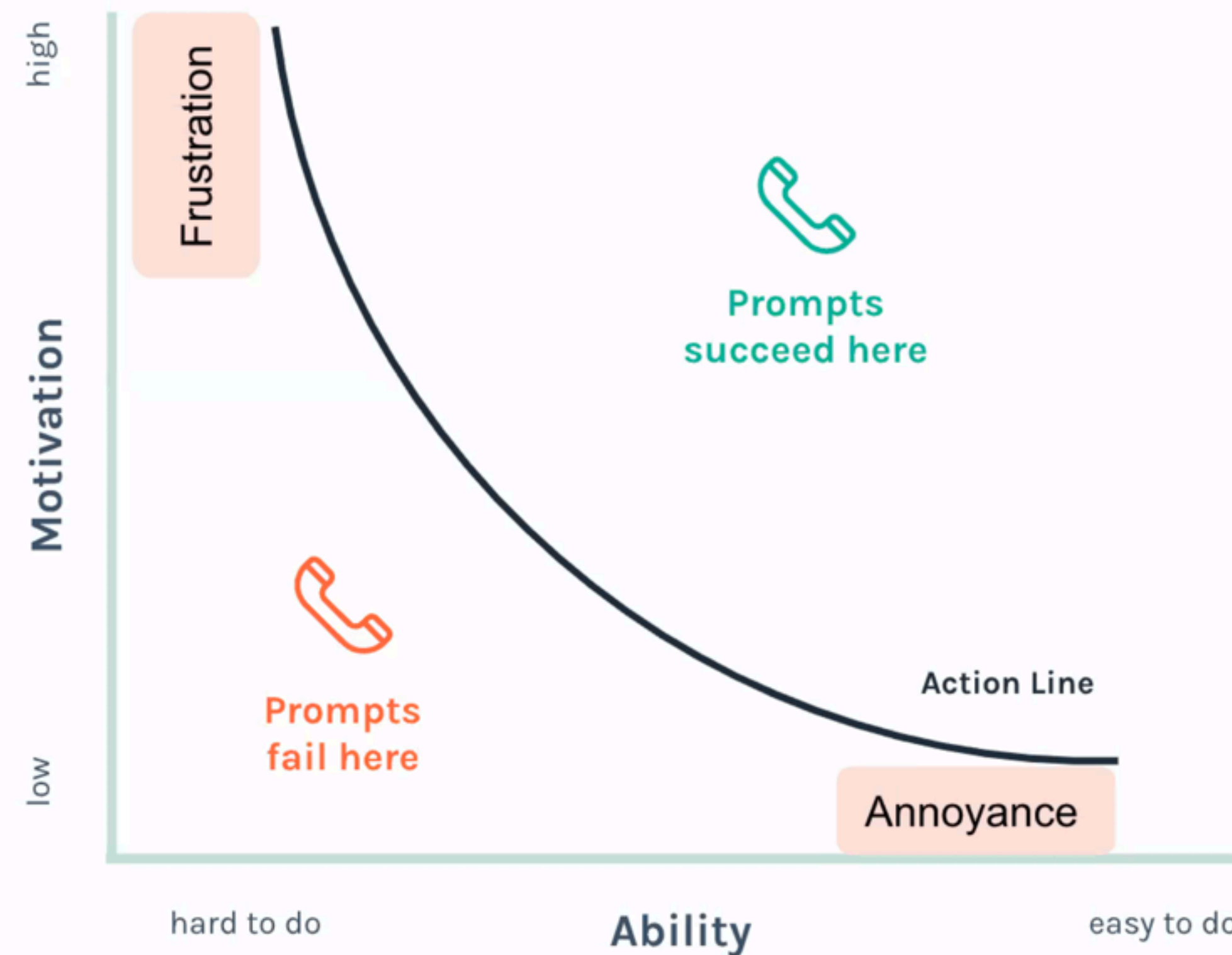


Quantitative: User Testing Athos

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



$$\begin{array}{c} \text{B} = \\ \text{Behavior} \quad \text{happens when} \\ \\ \text{M A P} \\ \text{Motivation} \times \text{Ability} \times \text{Prompt} \\ \hline \text{Converge at the same moment} \end{array}$$

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:

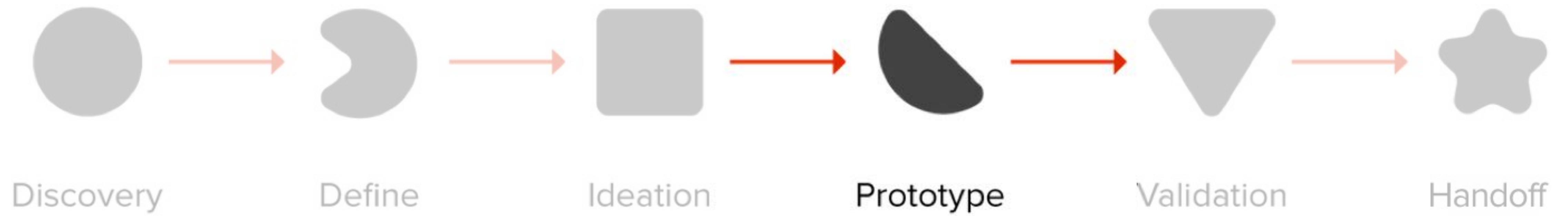
More users will engage with Athos if:

- 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**

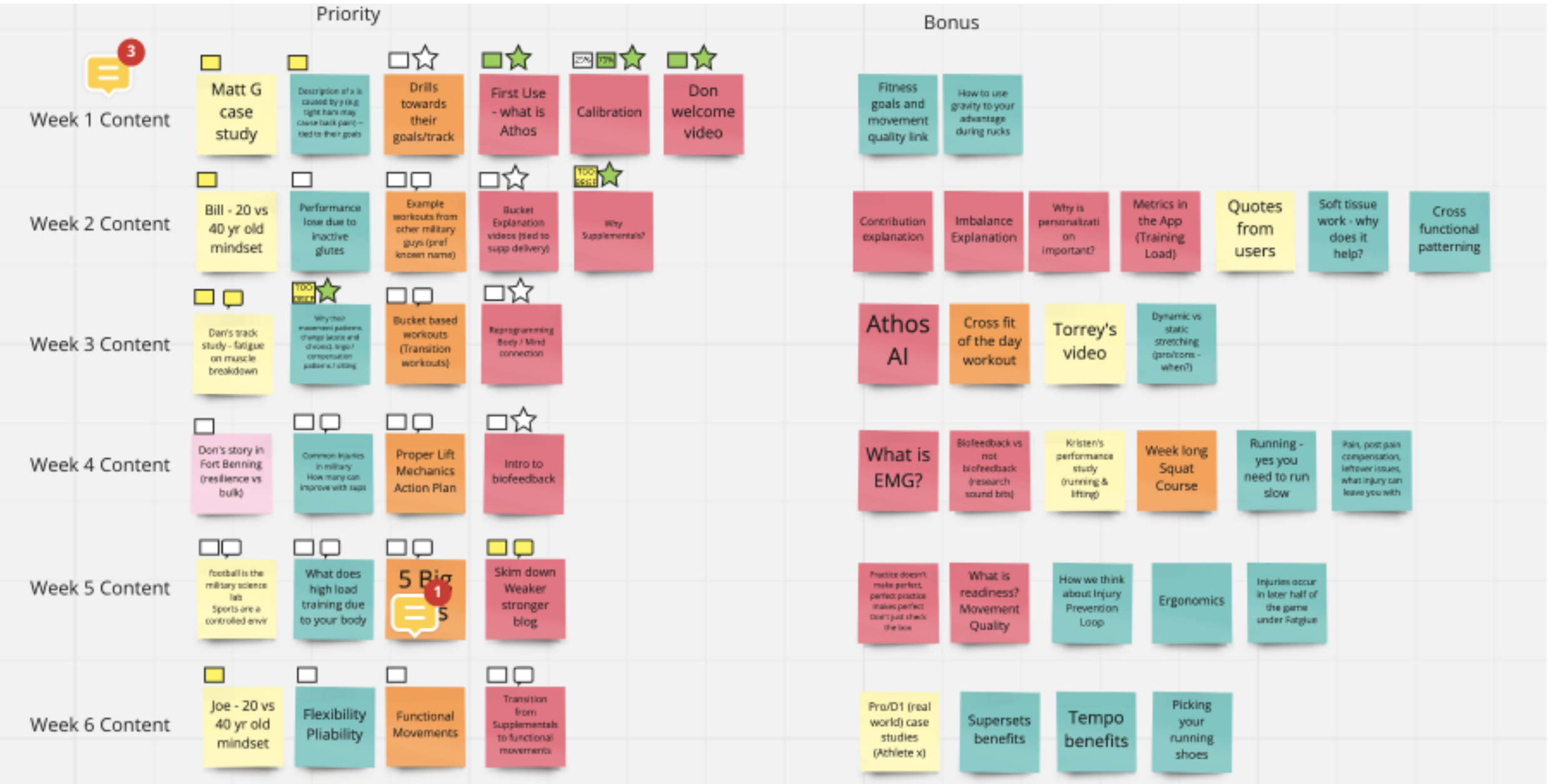
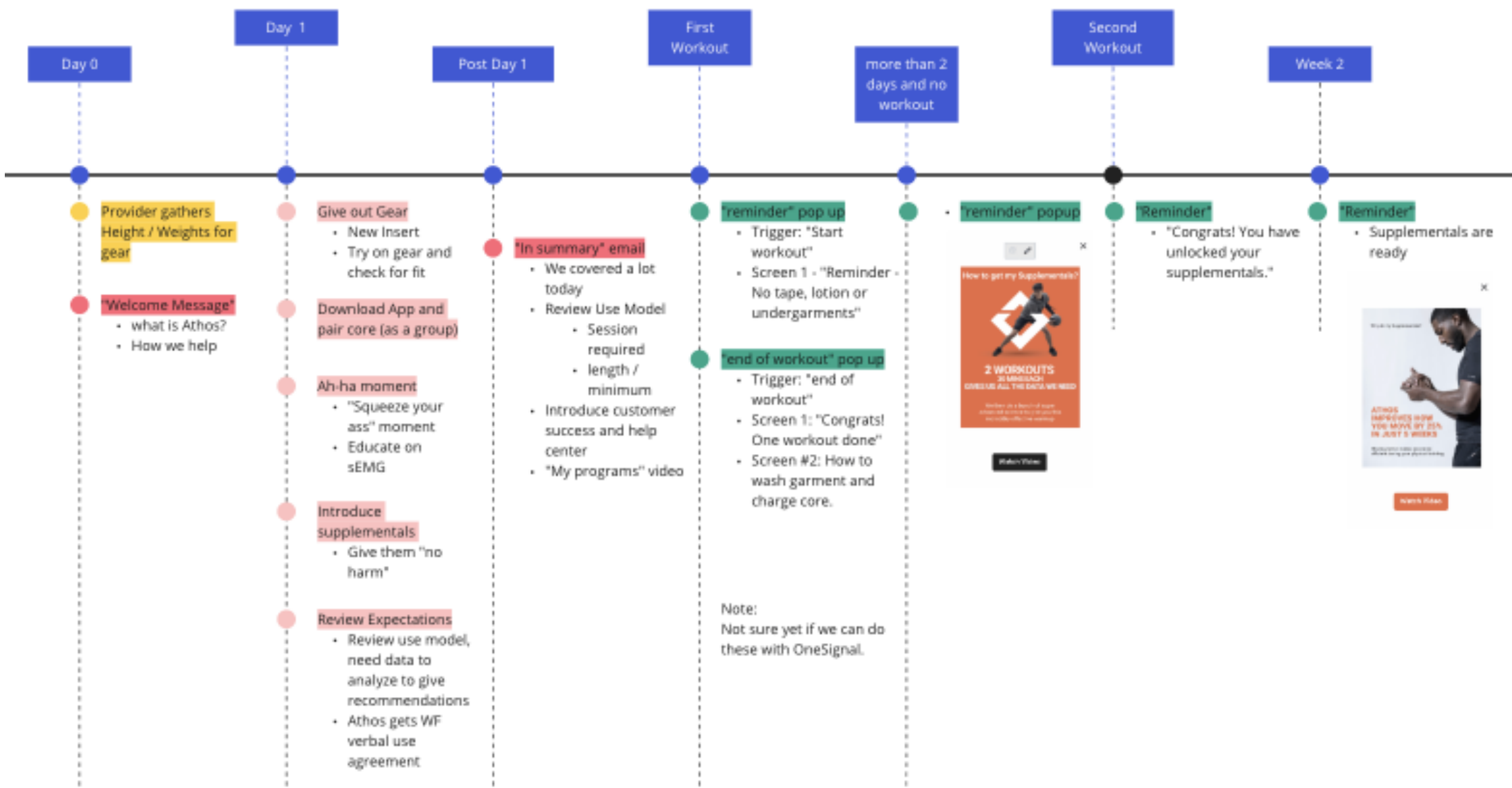
Step 4: Prototype



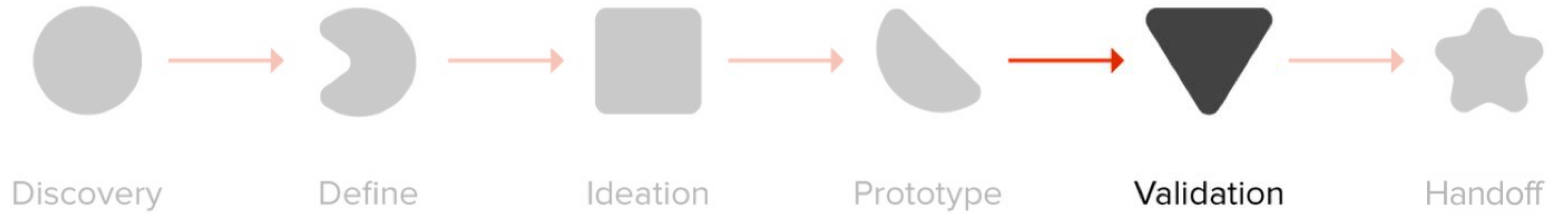
Quantitative: User Testing Athos

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Step 5: Validation



Quantitative: Results

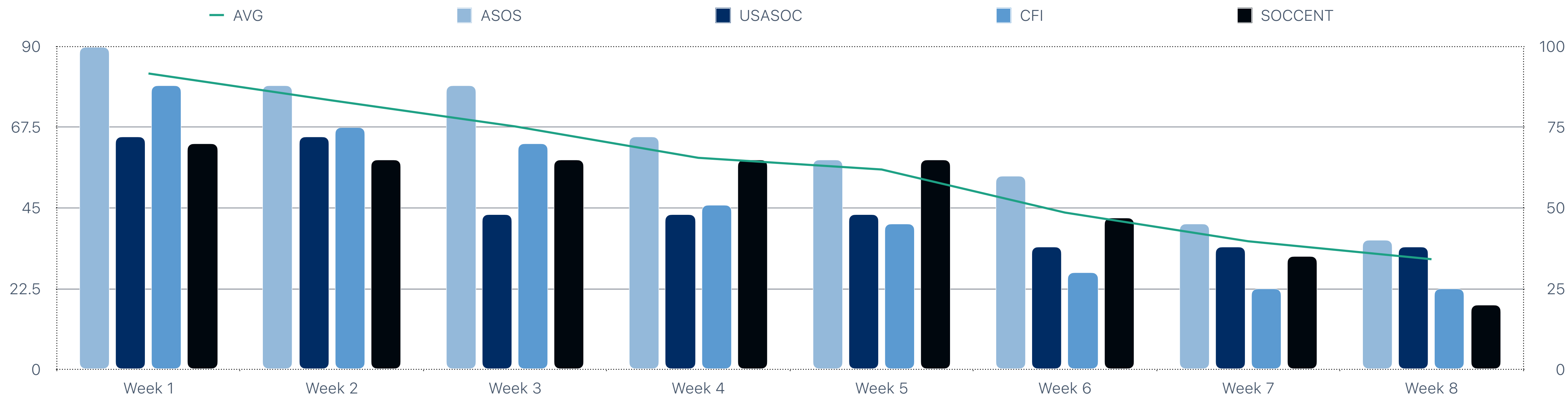
Athos

59% User retention after 4 weeks

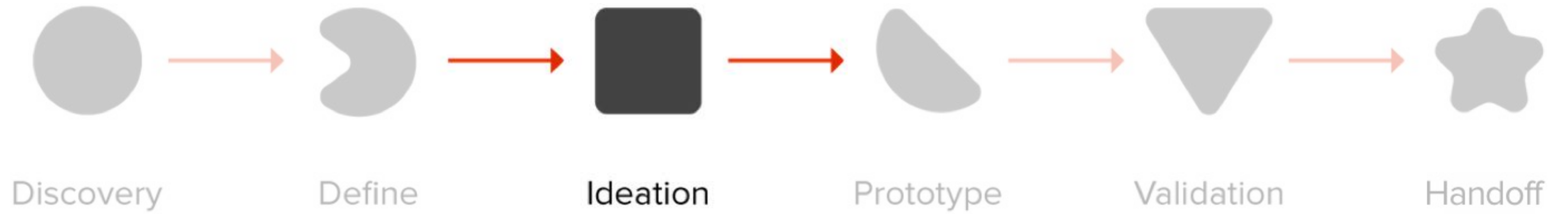
2x increase from baseline

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

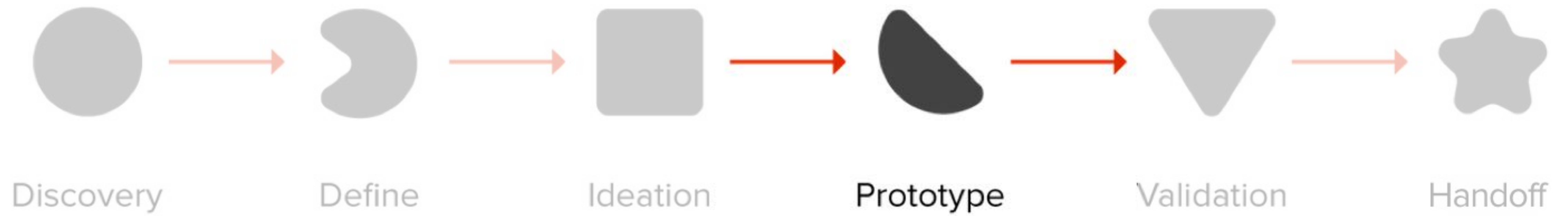
Hypothesis:

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

Engagement Layer:

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Step 4: Prototype



Design: Engagement Athos

Engagement Layer:

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SMART goals onboarding:

Prehab vs Rehab

Have you been injured before?

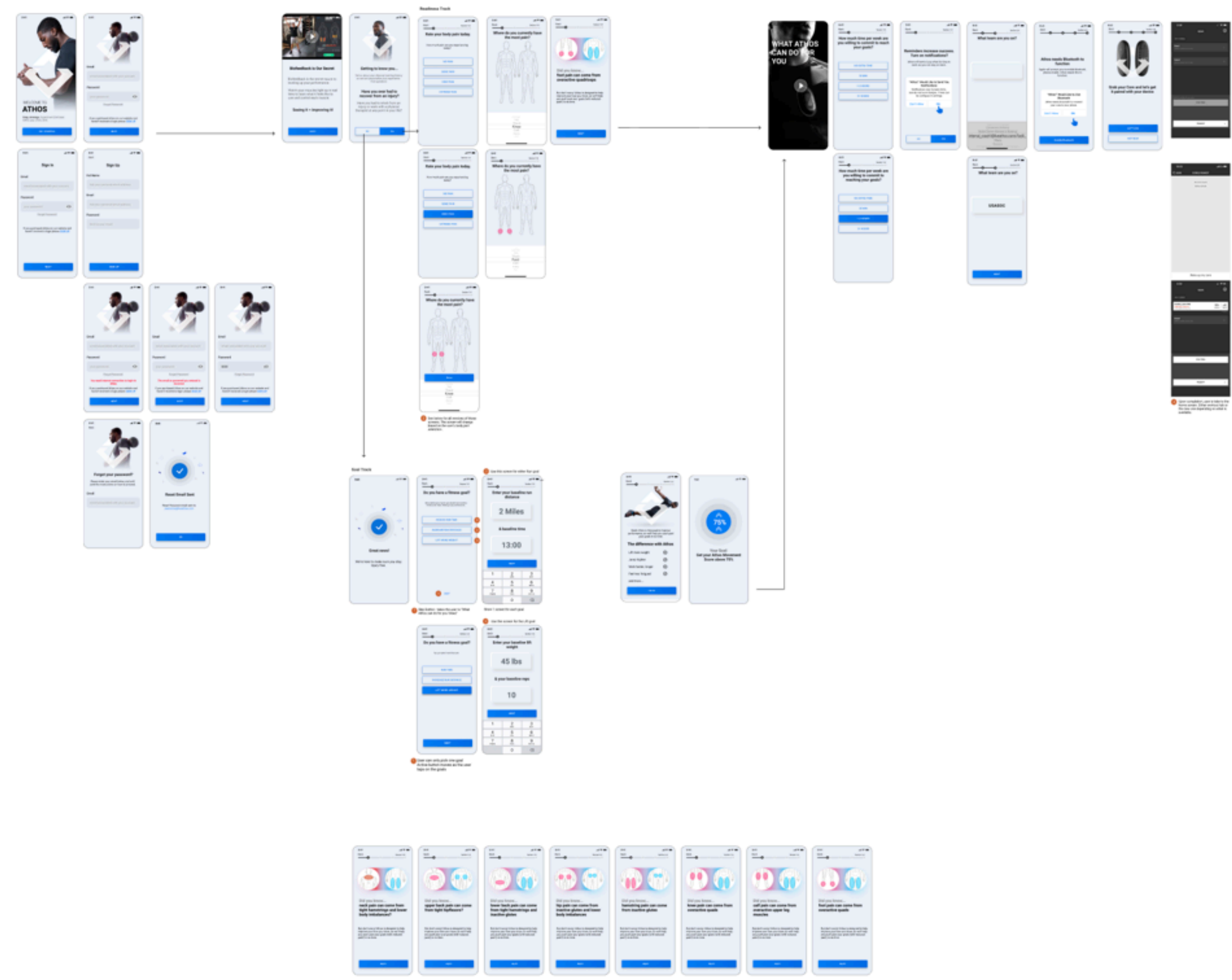
Are you in pain now?

What are you willing to do to be pain free?

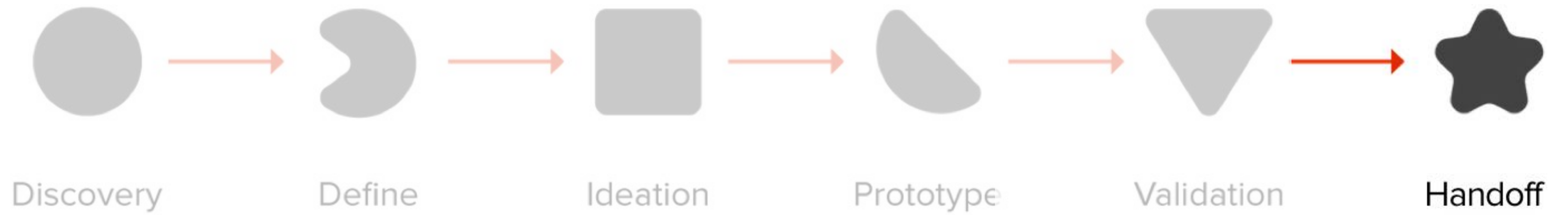
Performance

What are your current PRT / Run Time

Here is a plan to improve



Step 6: Handoff



Design: Engagement Athos

Engagement Layer:

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Side Story:

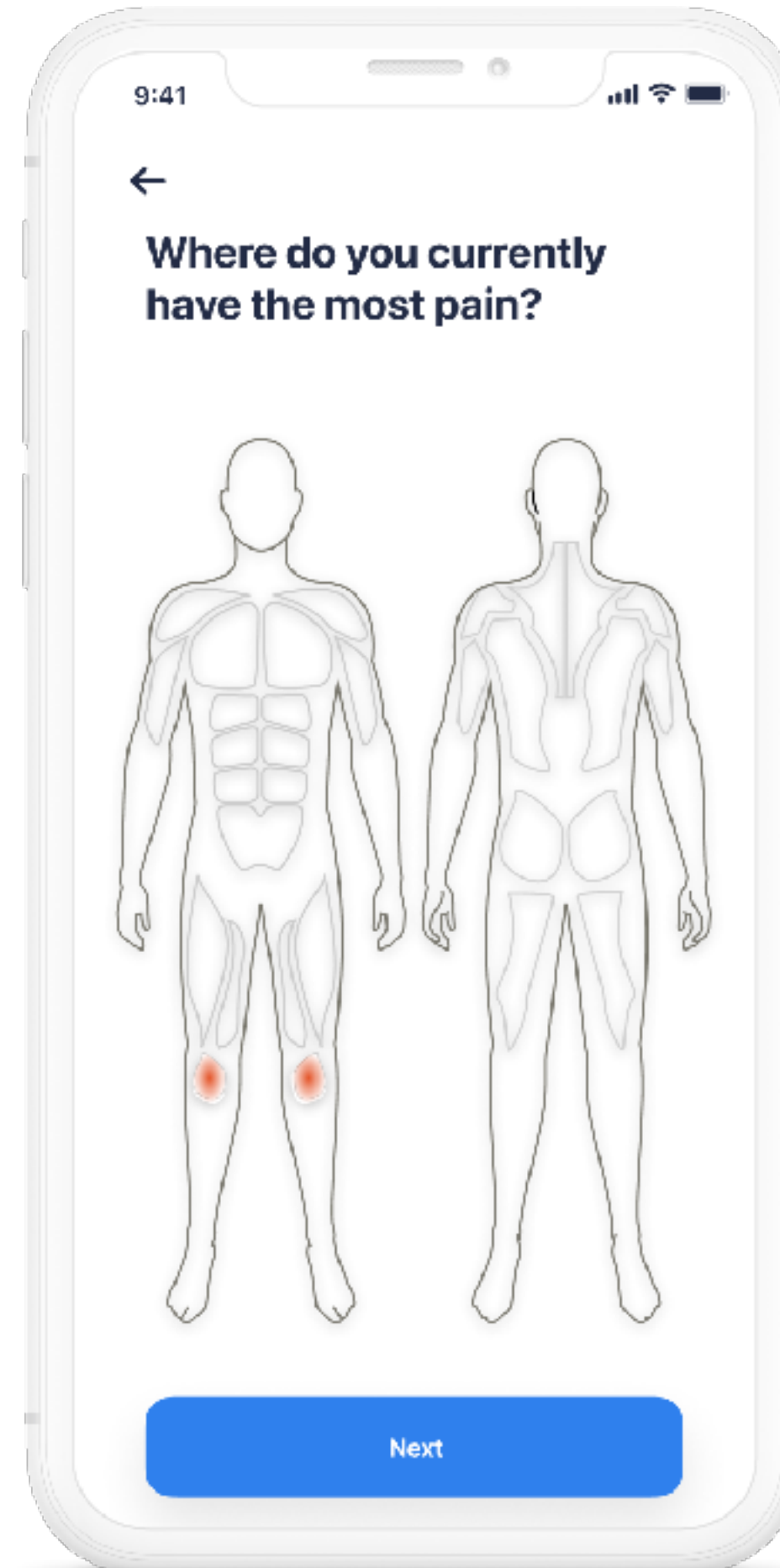
Scheduled 1:1 with my iOS dev outside of regular grooming and PM meetings

Me: *How do you feel about this design?*

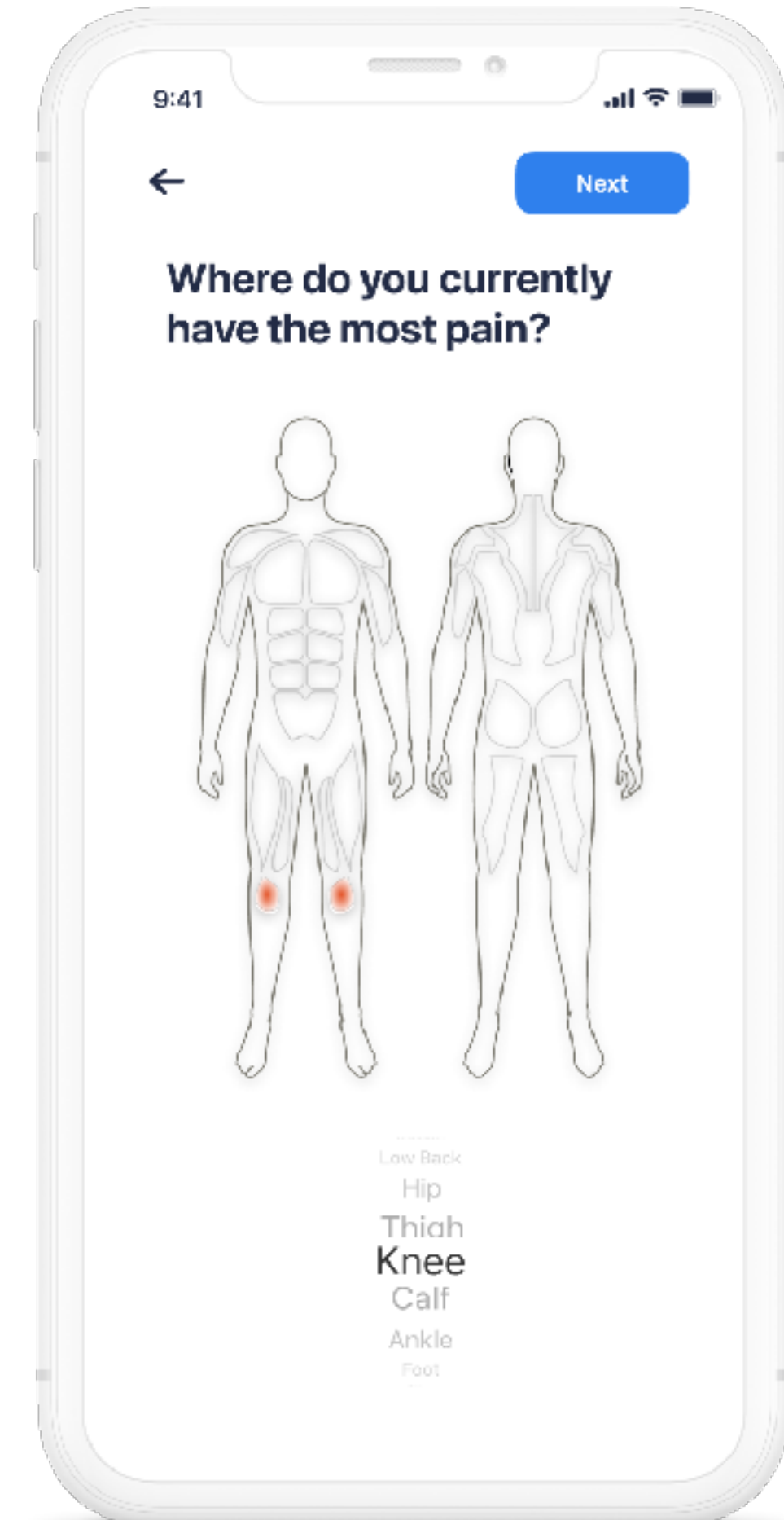
Are there any technical issues you can foresee?

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



Design: Engagement Athos

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SMART goals:

Specific

Measurable

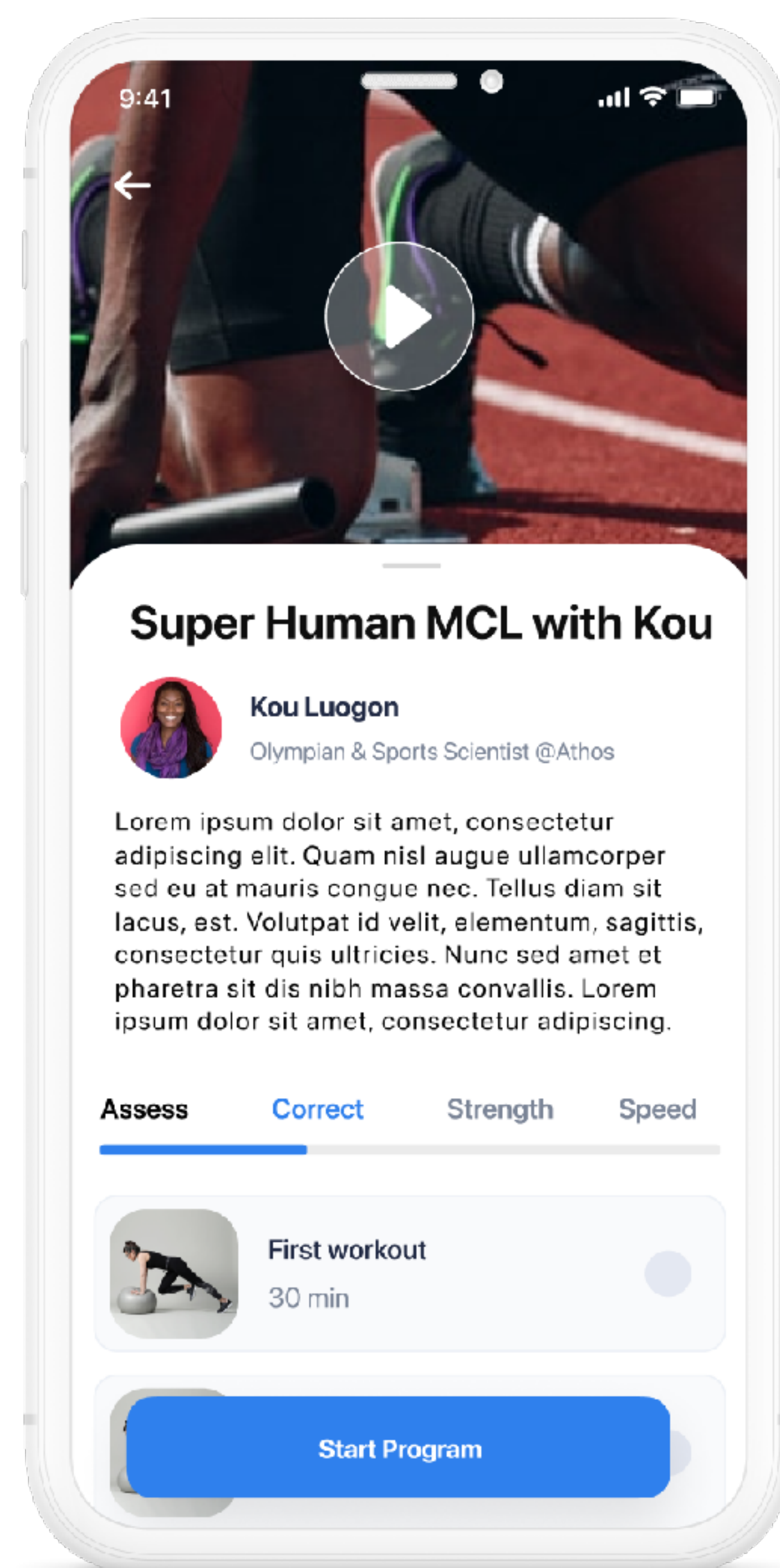
Achievable

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.



Design: Engagement Athos

Engagement Layer:

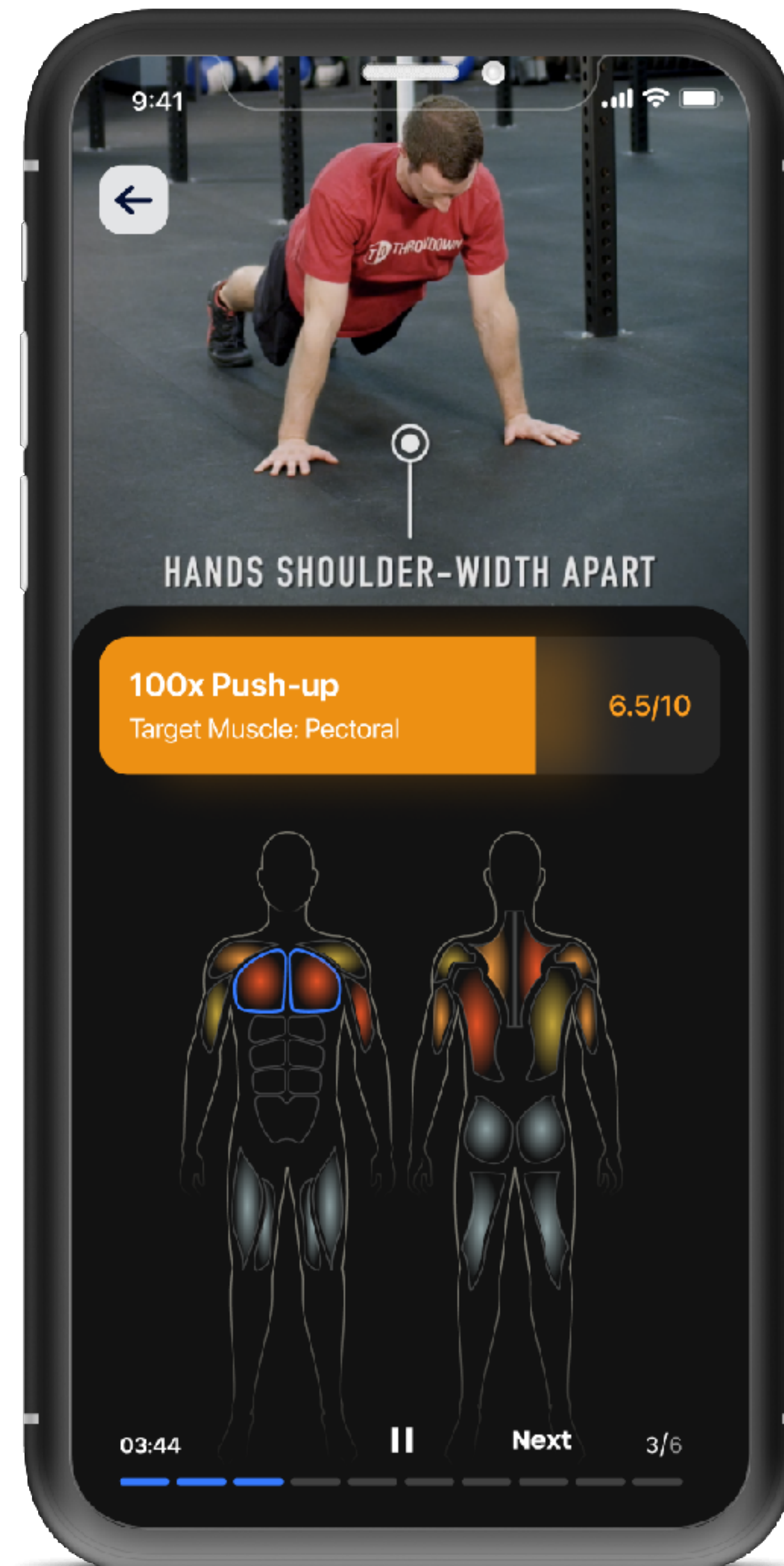
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Small wins build to big goals:

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**



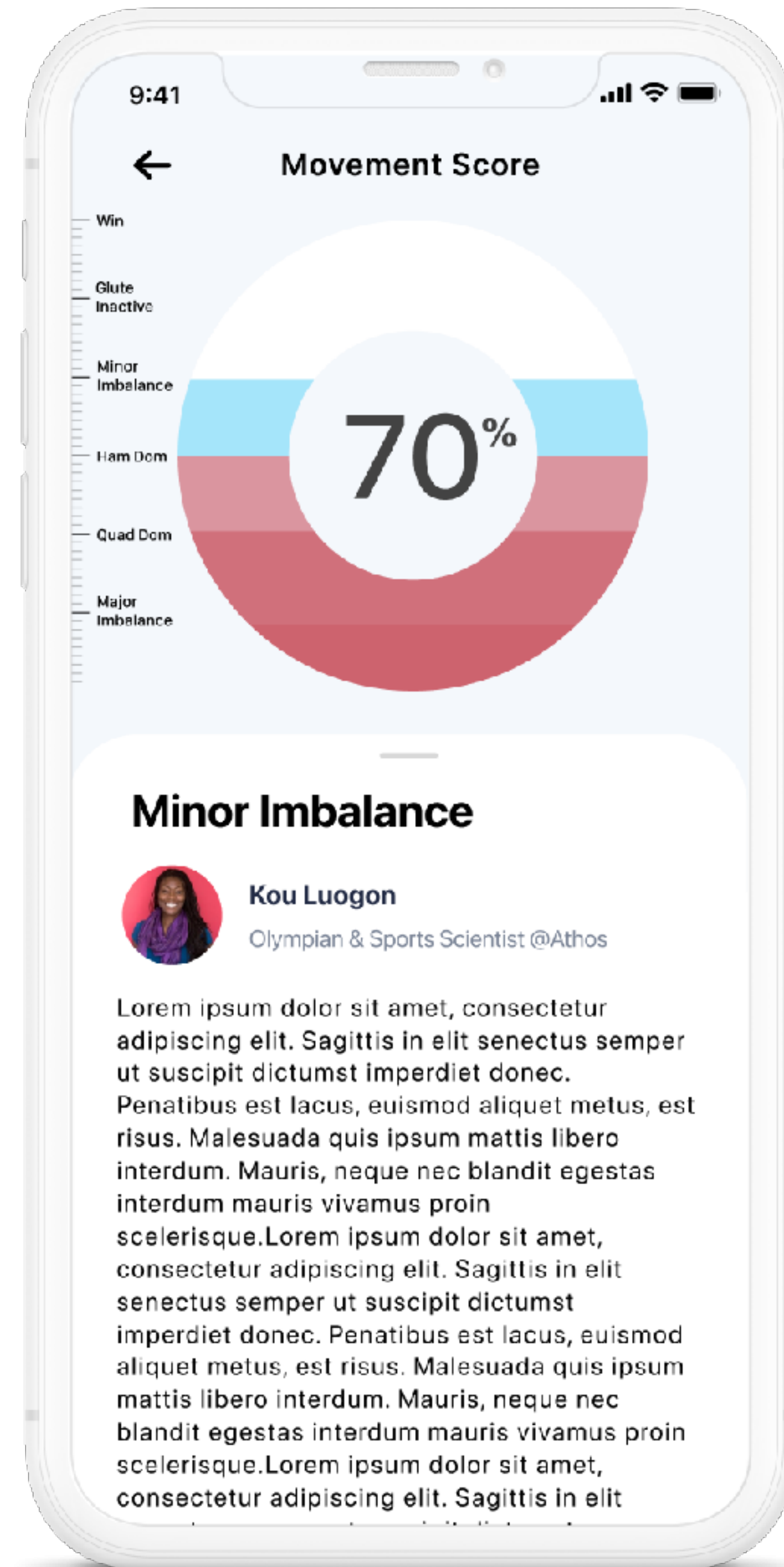
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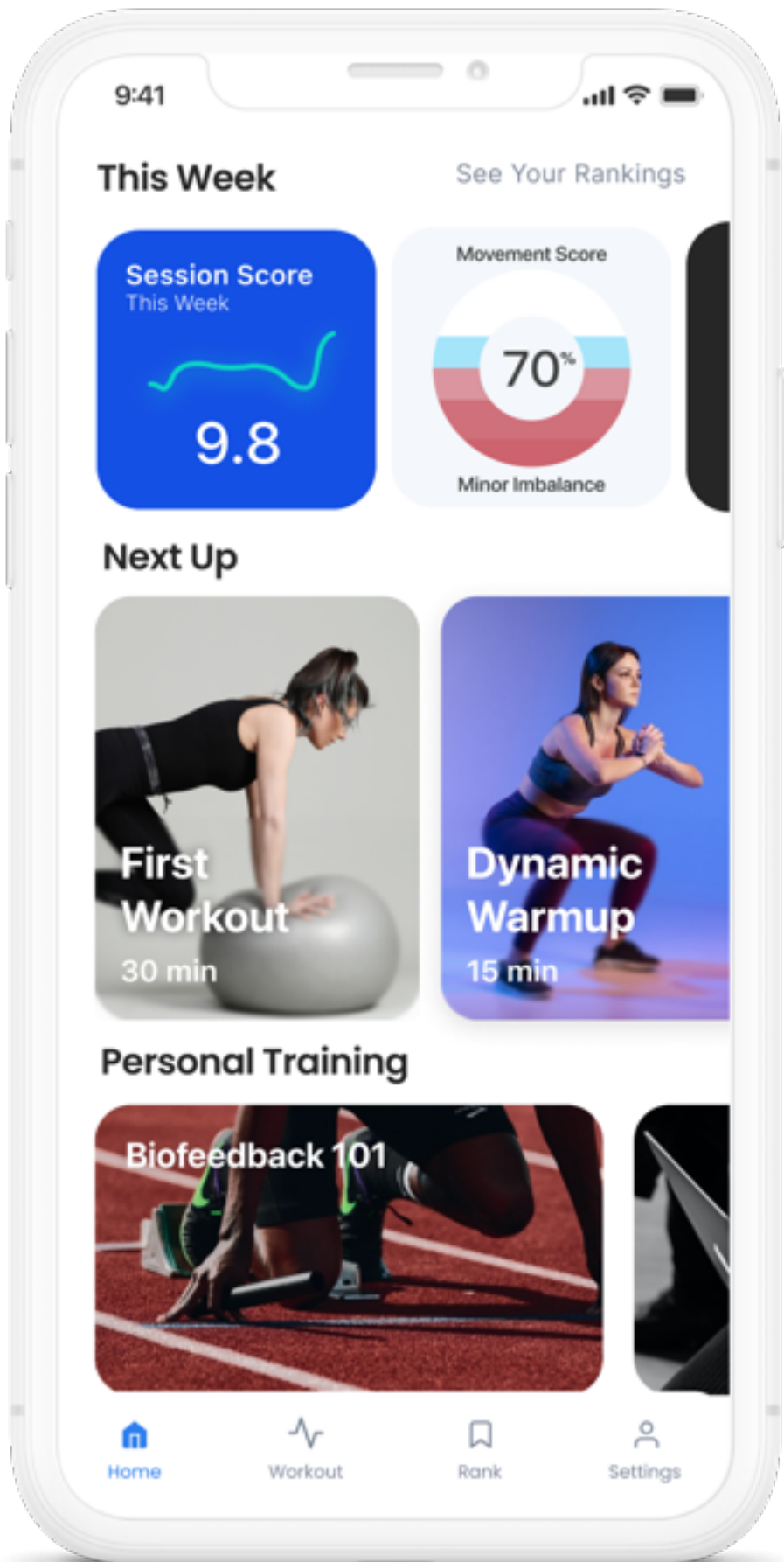
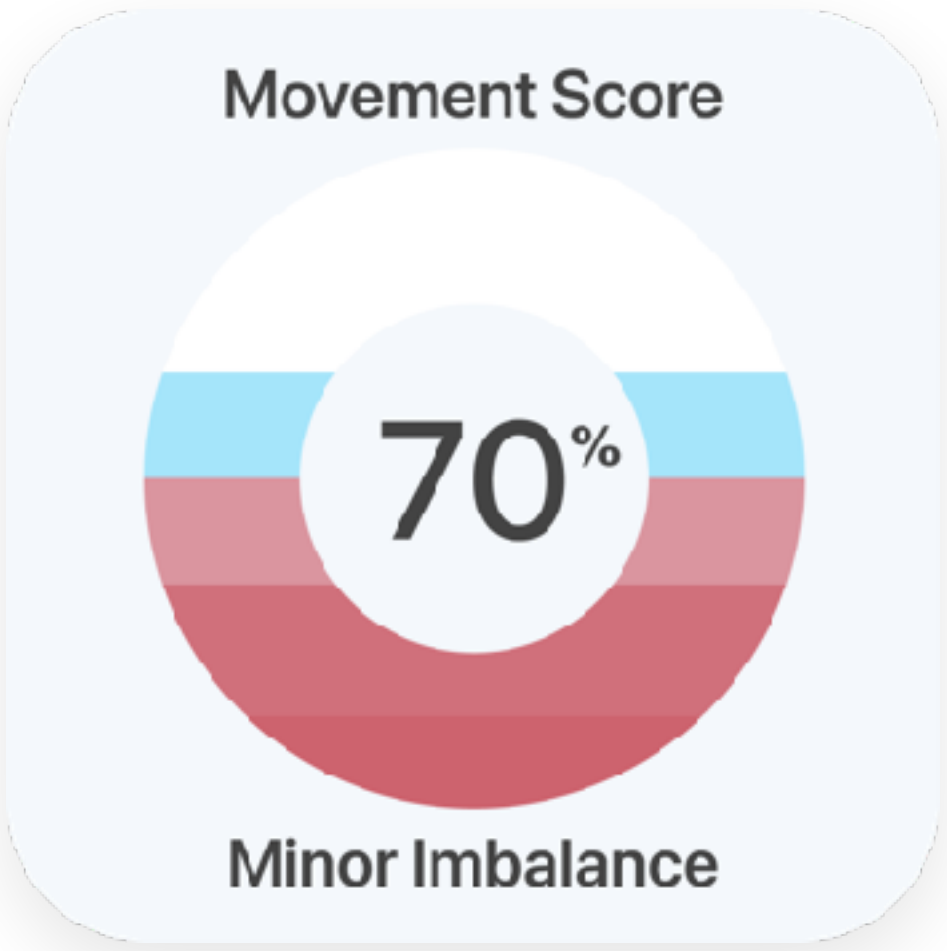
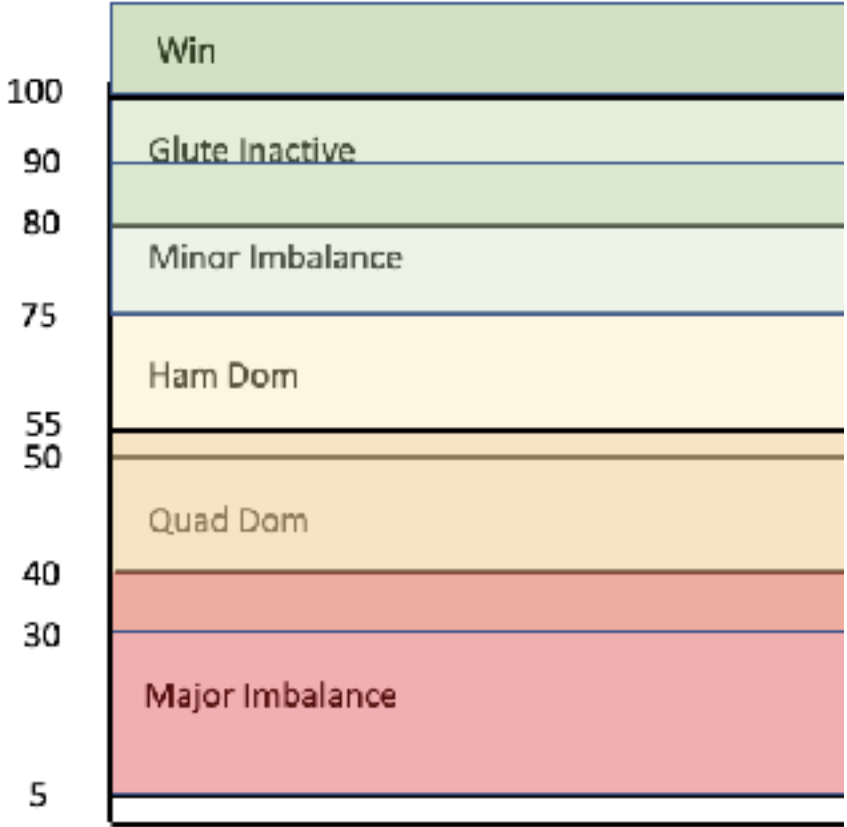
Tutorials:

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



Design: Engagement Athos

Engagement Layer:

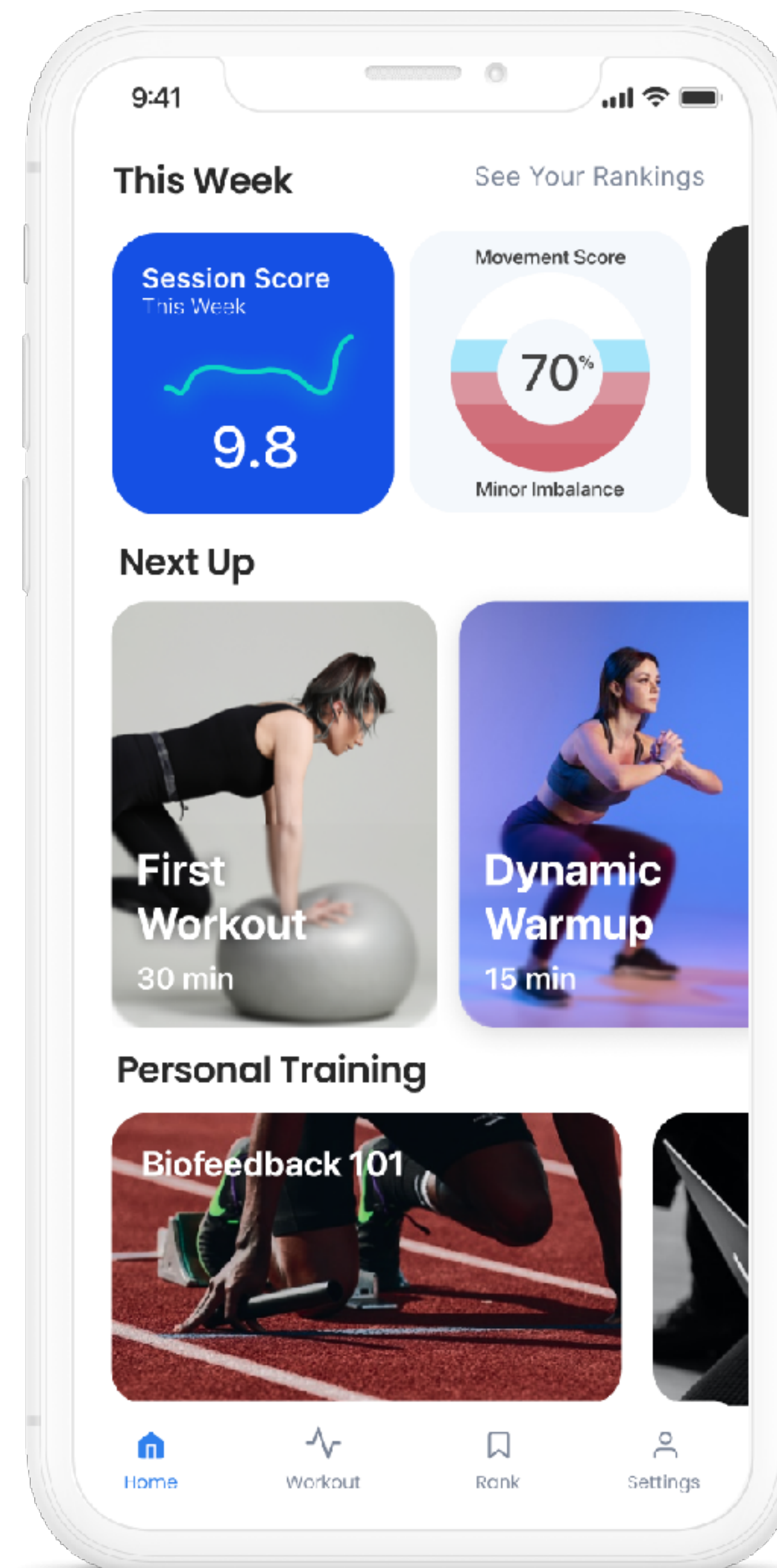
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Content:

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.

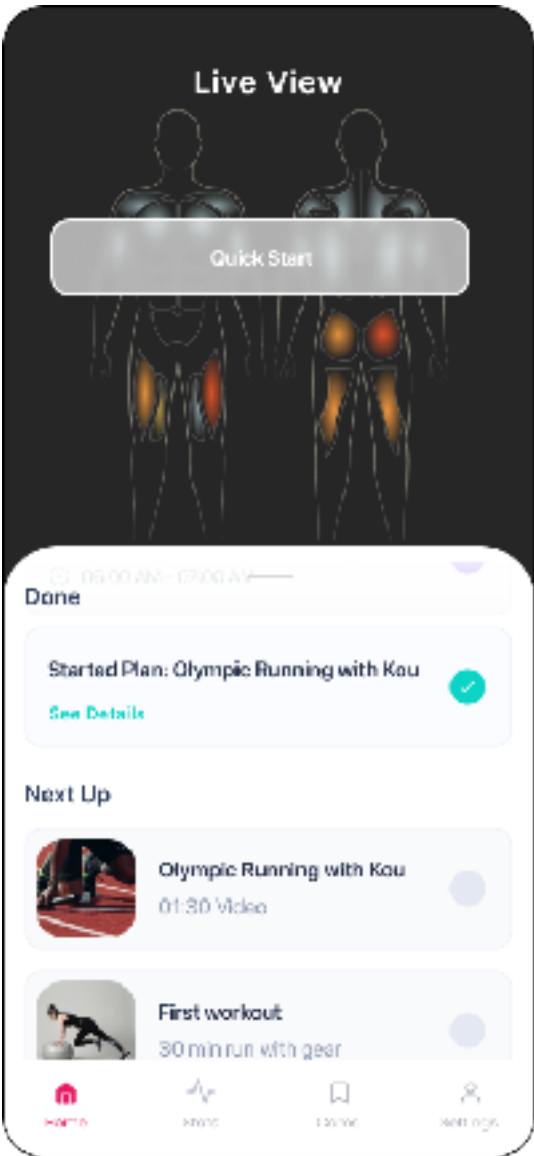
Bottom: A nurture path of videos - Education & motivation from Special Ops Vets, Olympians and Sports Scientists.



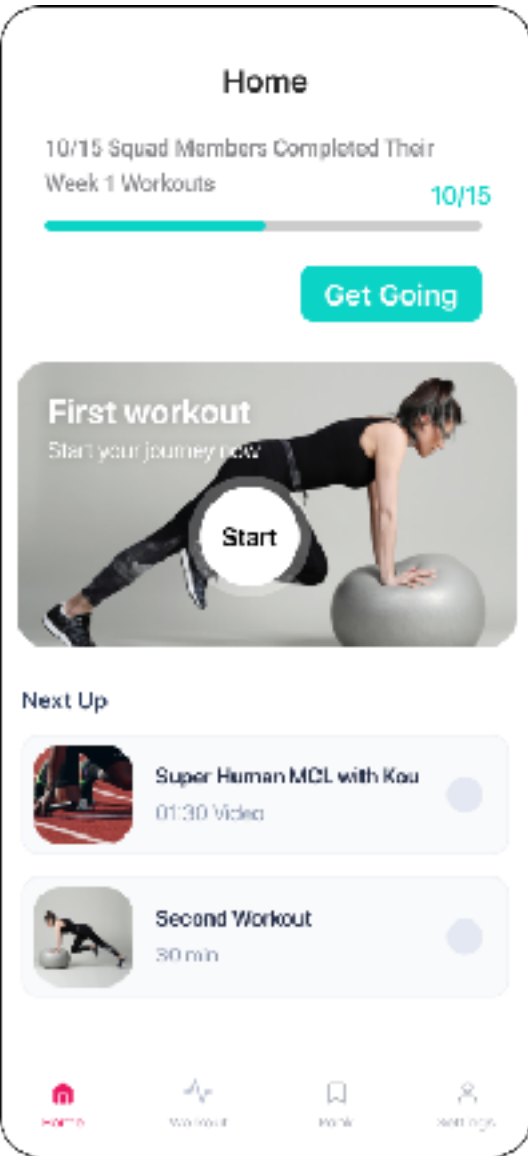
Design: Home Screen Iterations

Athos

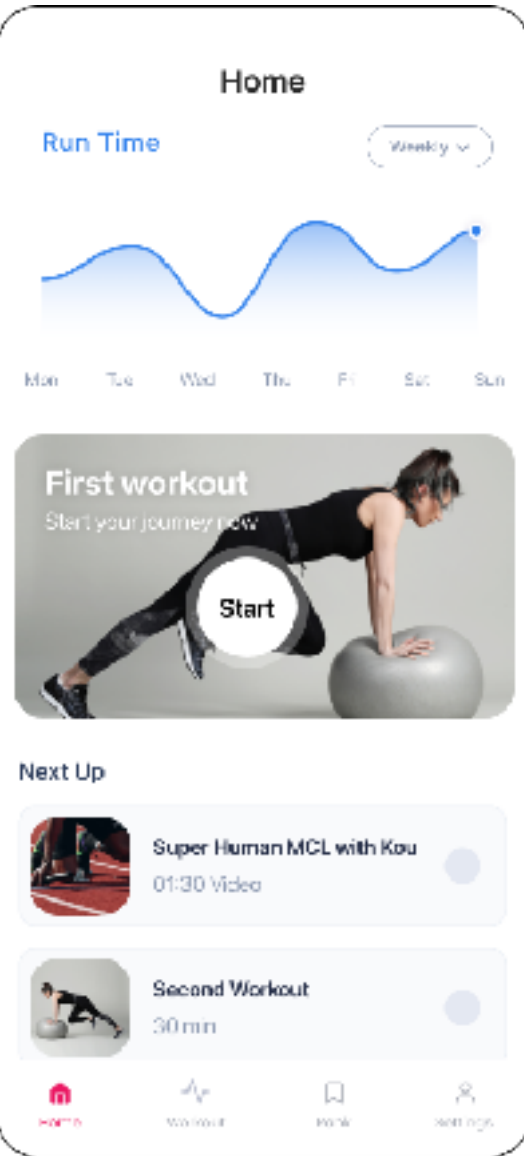
V1



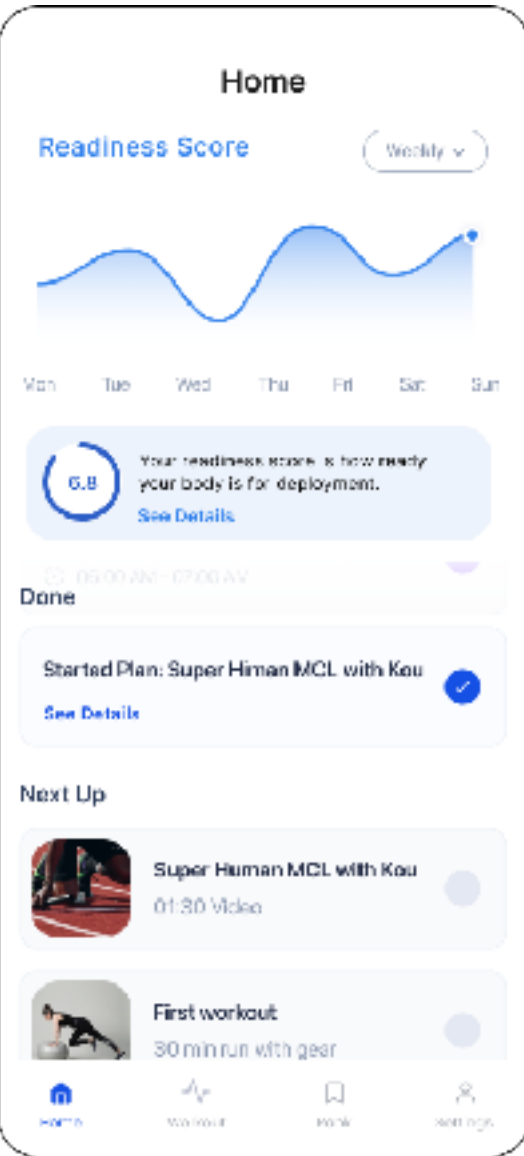
V2



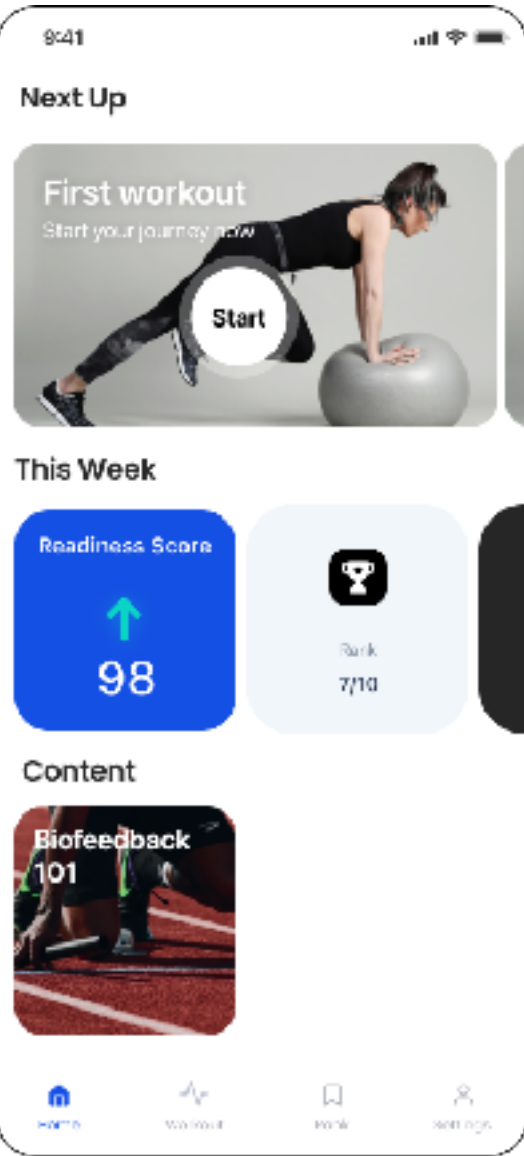
V3



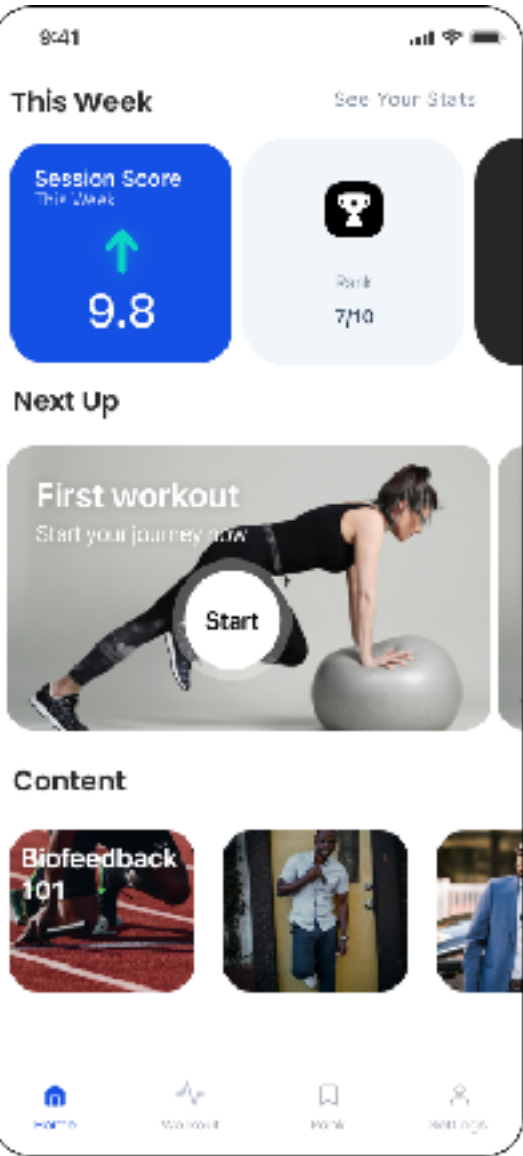
V4



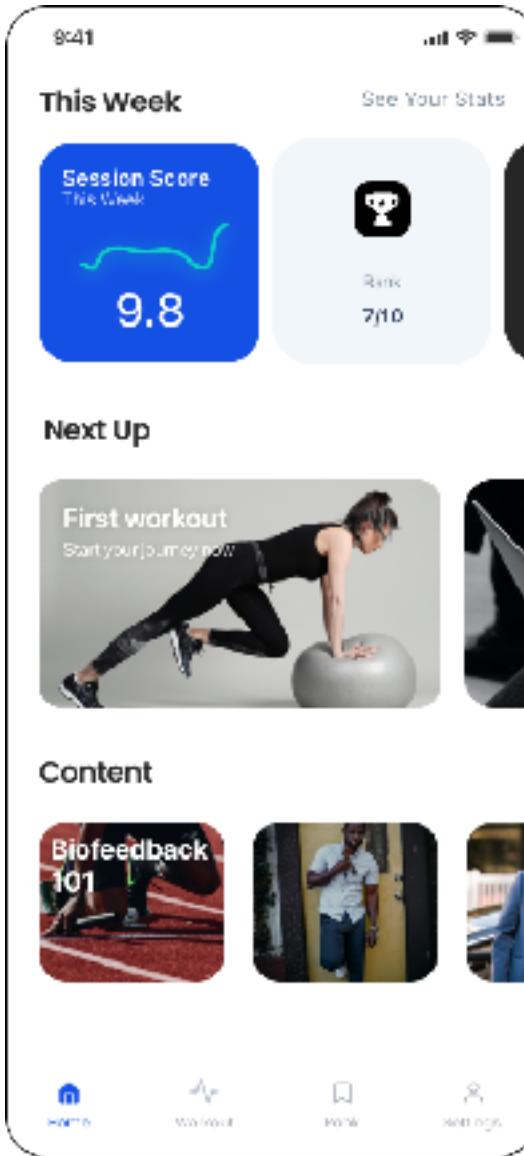
V5



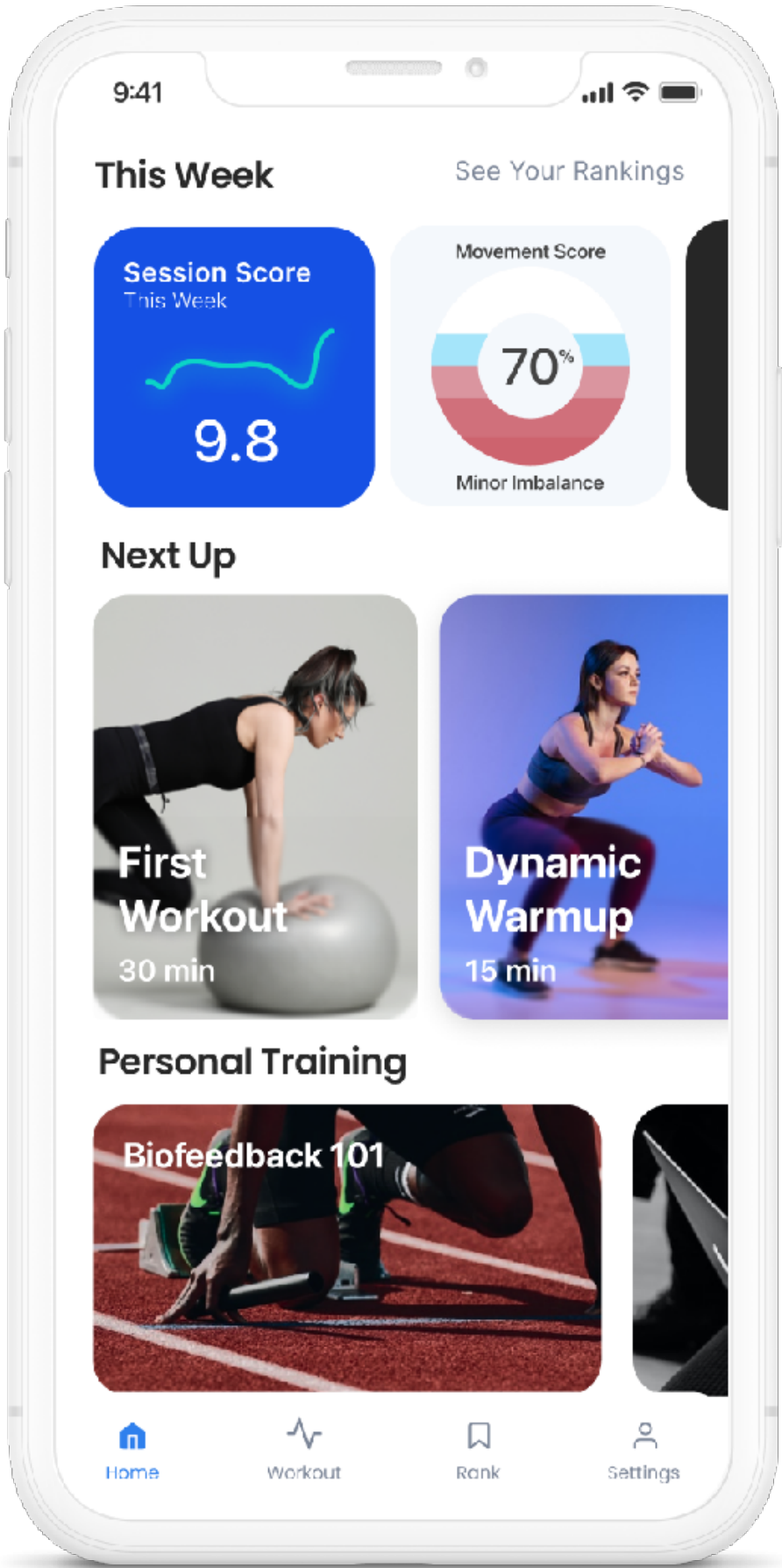
V6



V7



V8_Final



Design: Engagement Athos

Engagement Layer:

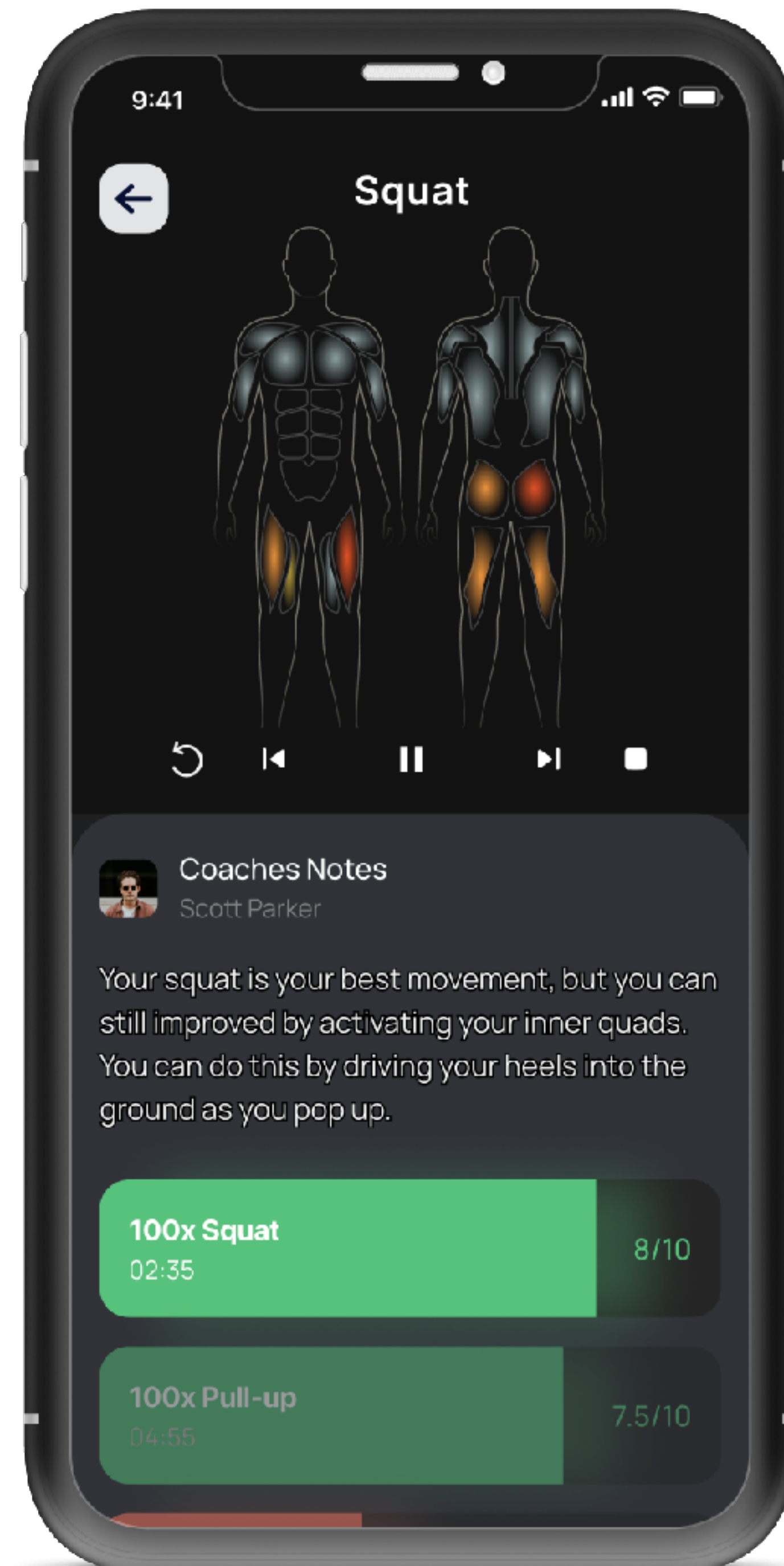
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Coaching:

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.



Design: Engagement Athos

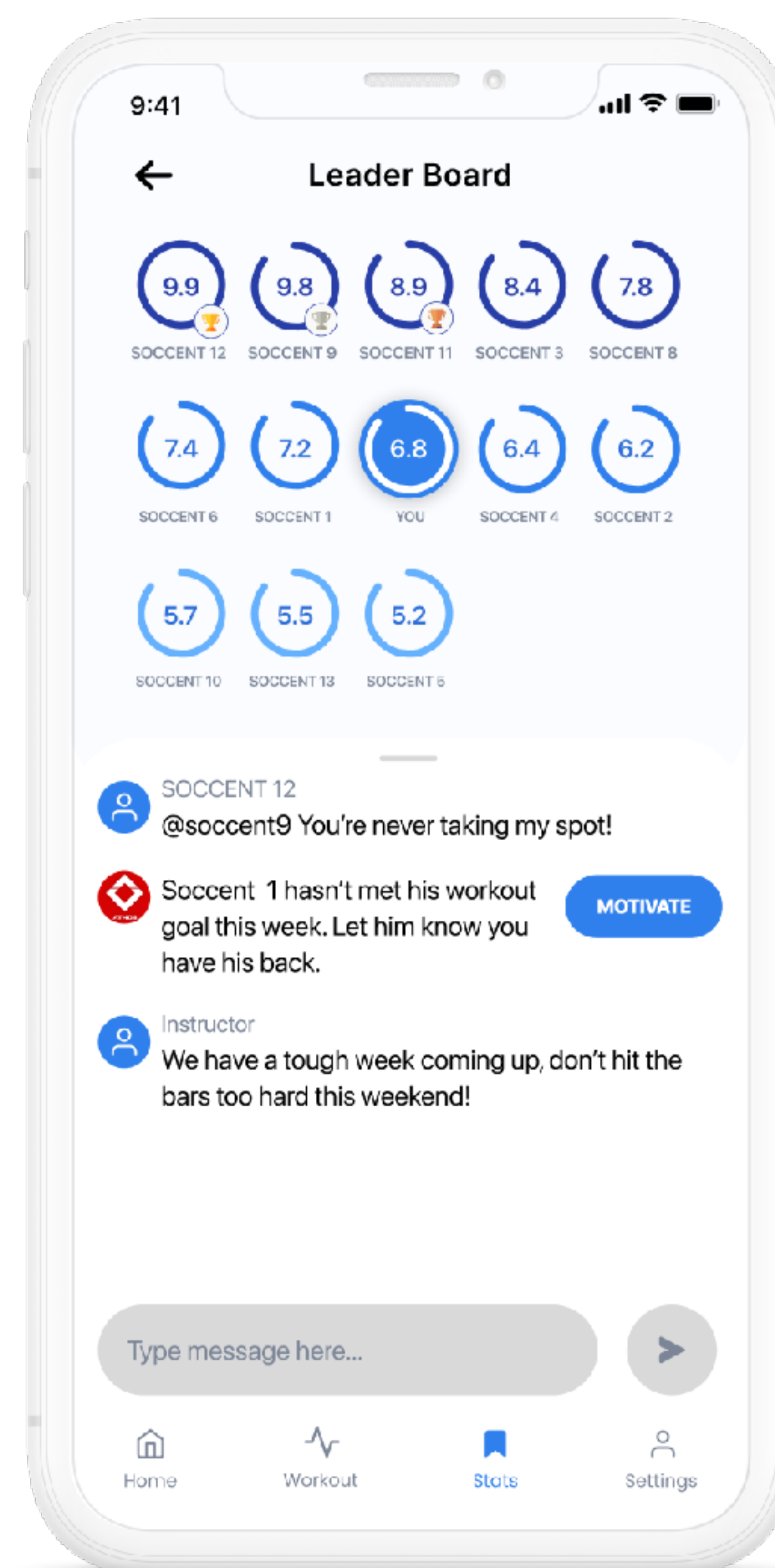
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Competition:

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

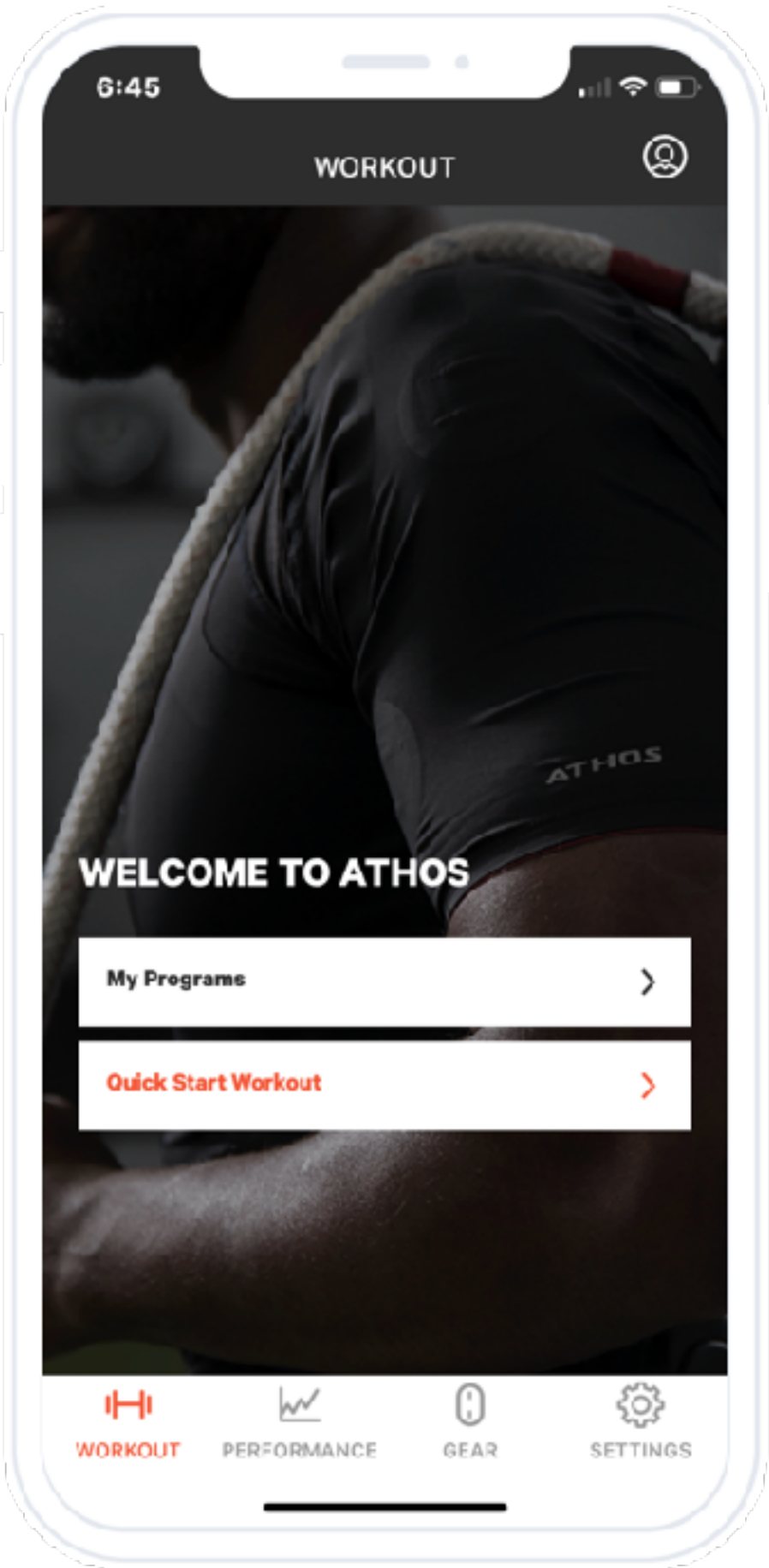
Chat to make it engaging: Talking trash is half the fun, and allows our users to motivate each other.



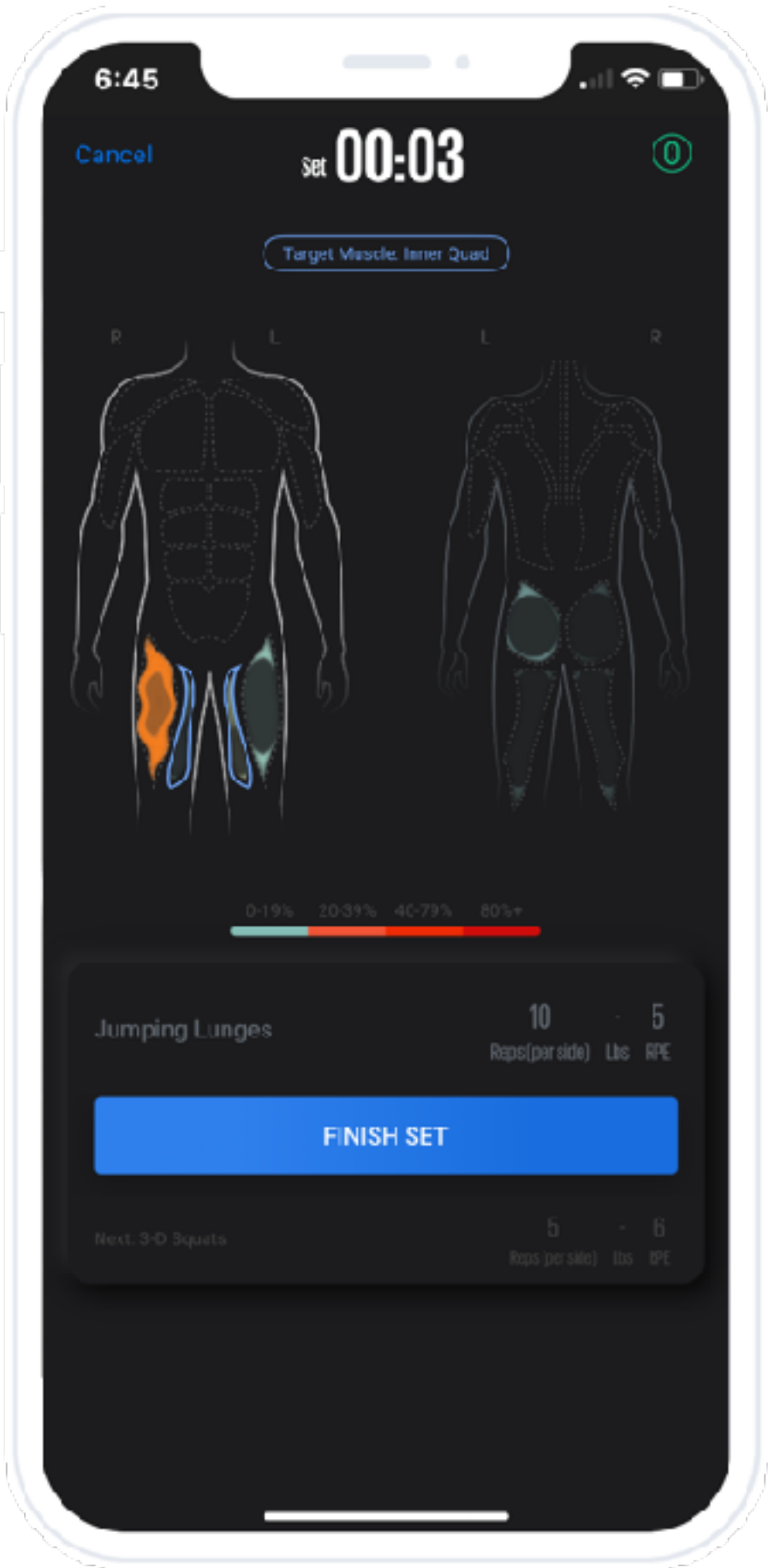
Design: Engagement
Athos

Before

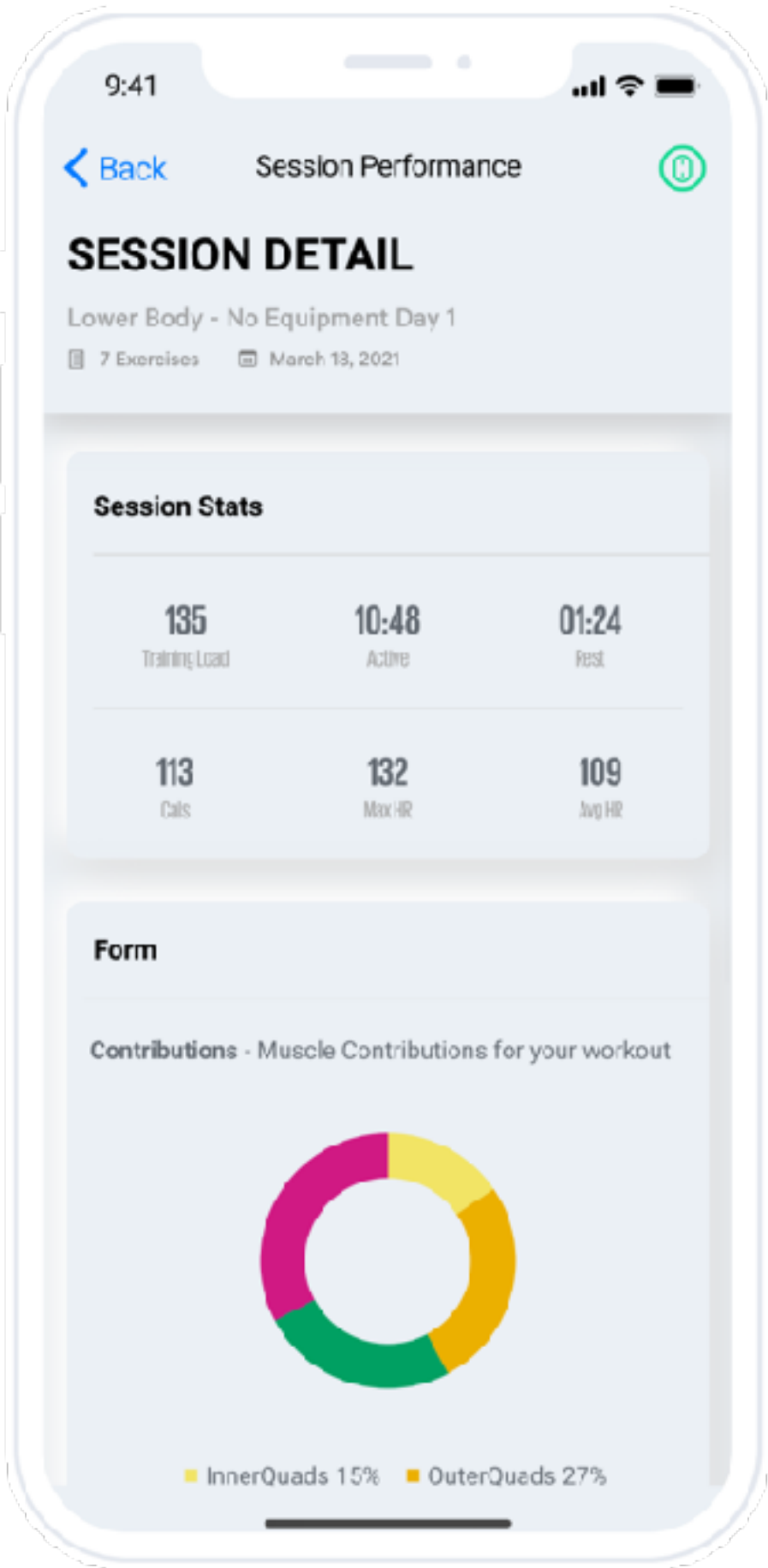
Home



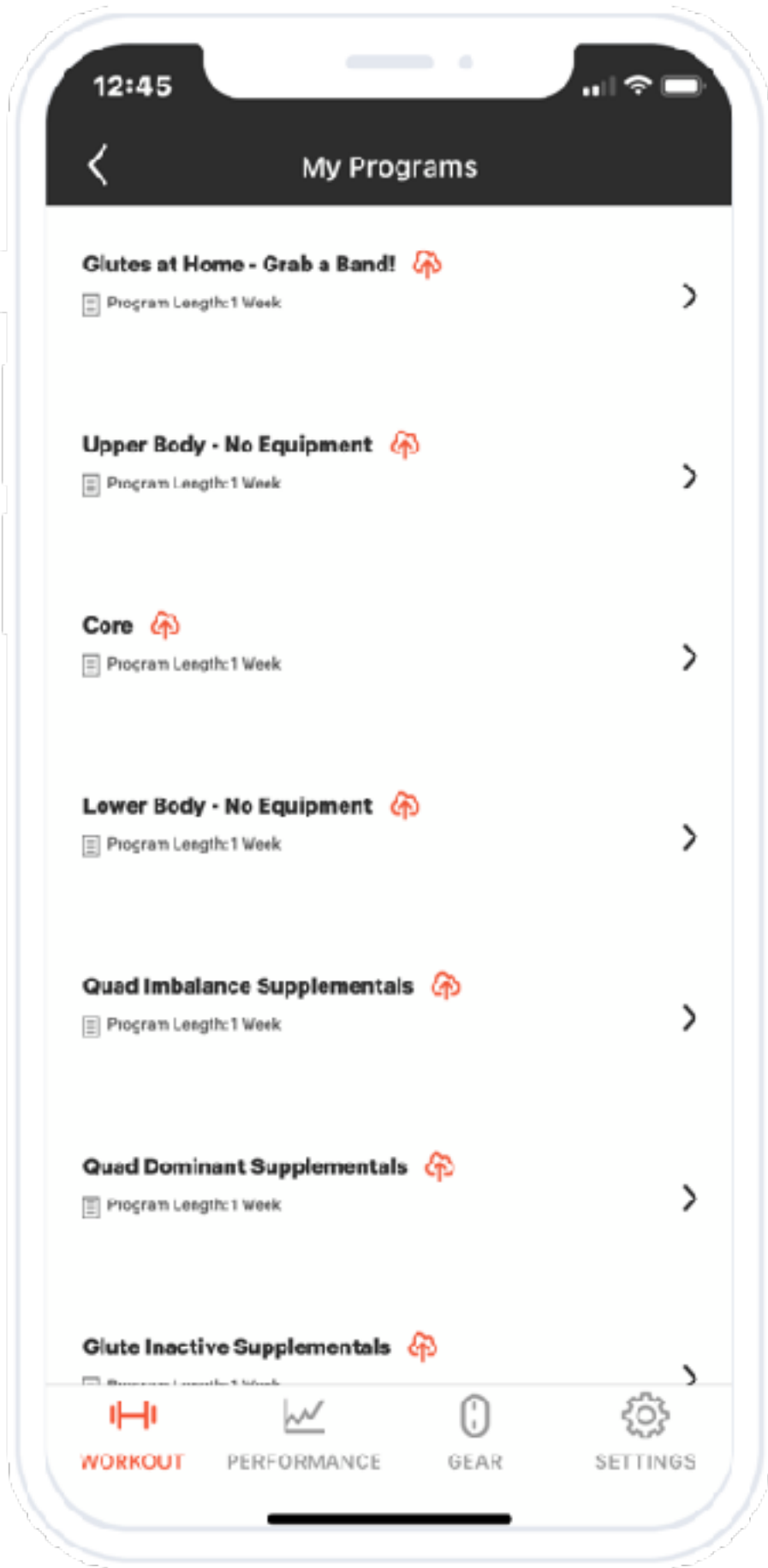
Bio-Feedback



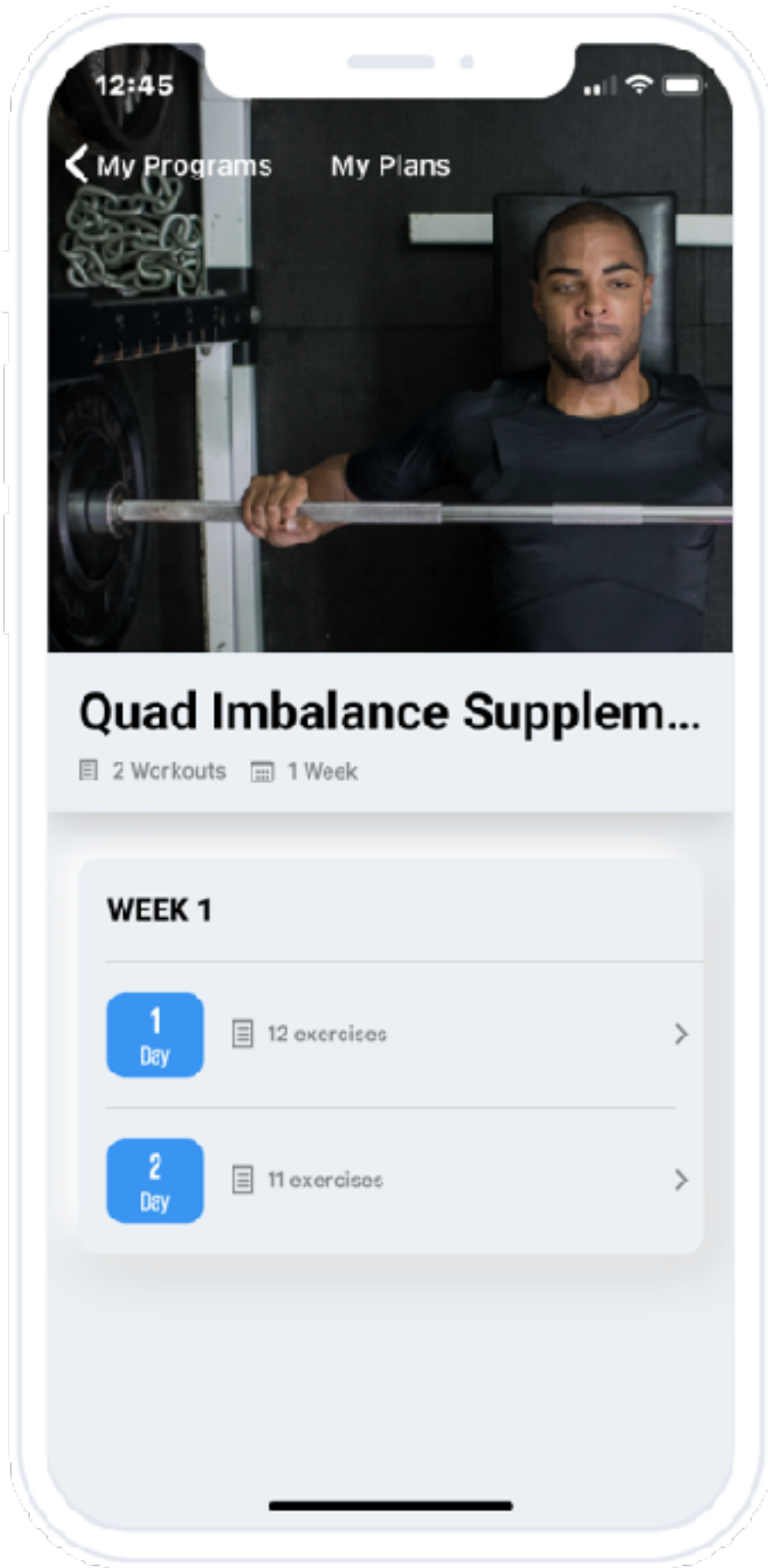
Results



Programs List



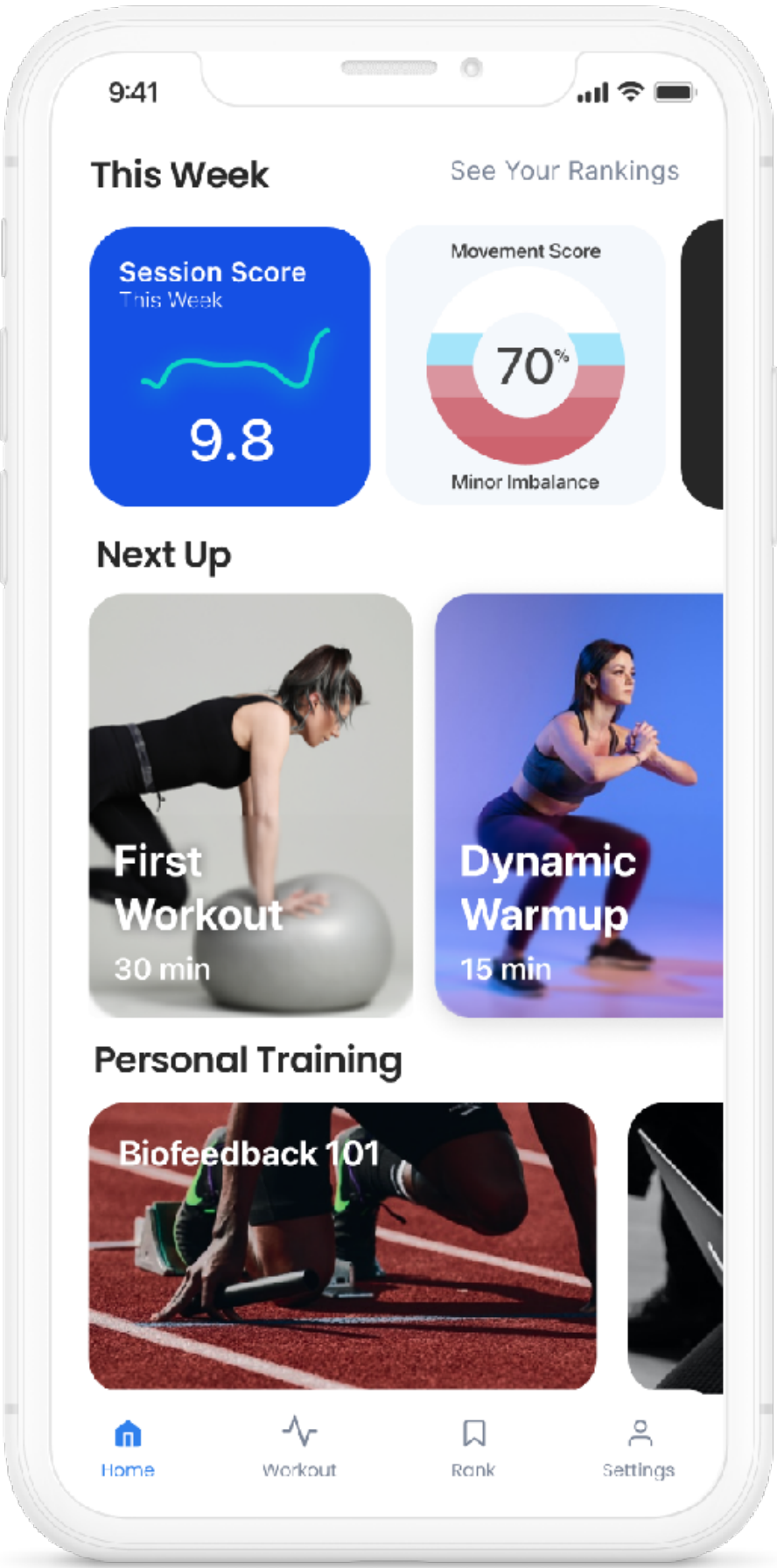
Details



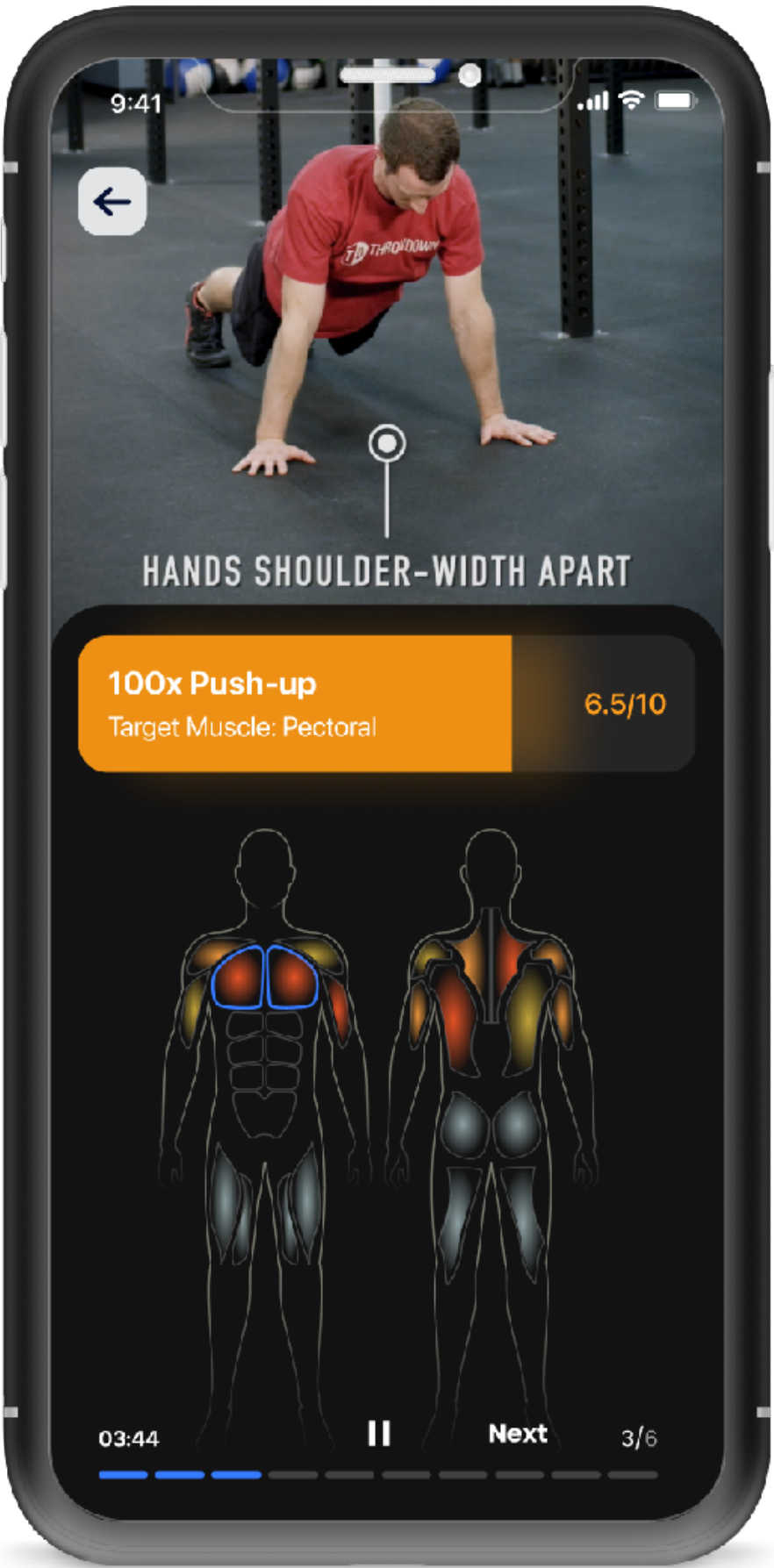
Design: Engagement
Athos

After

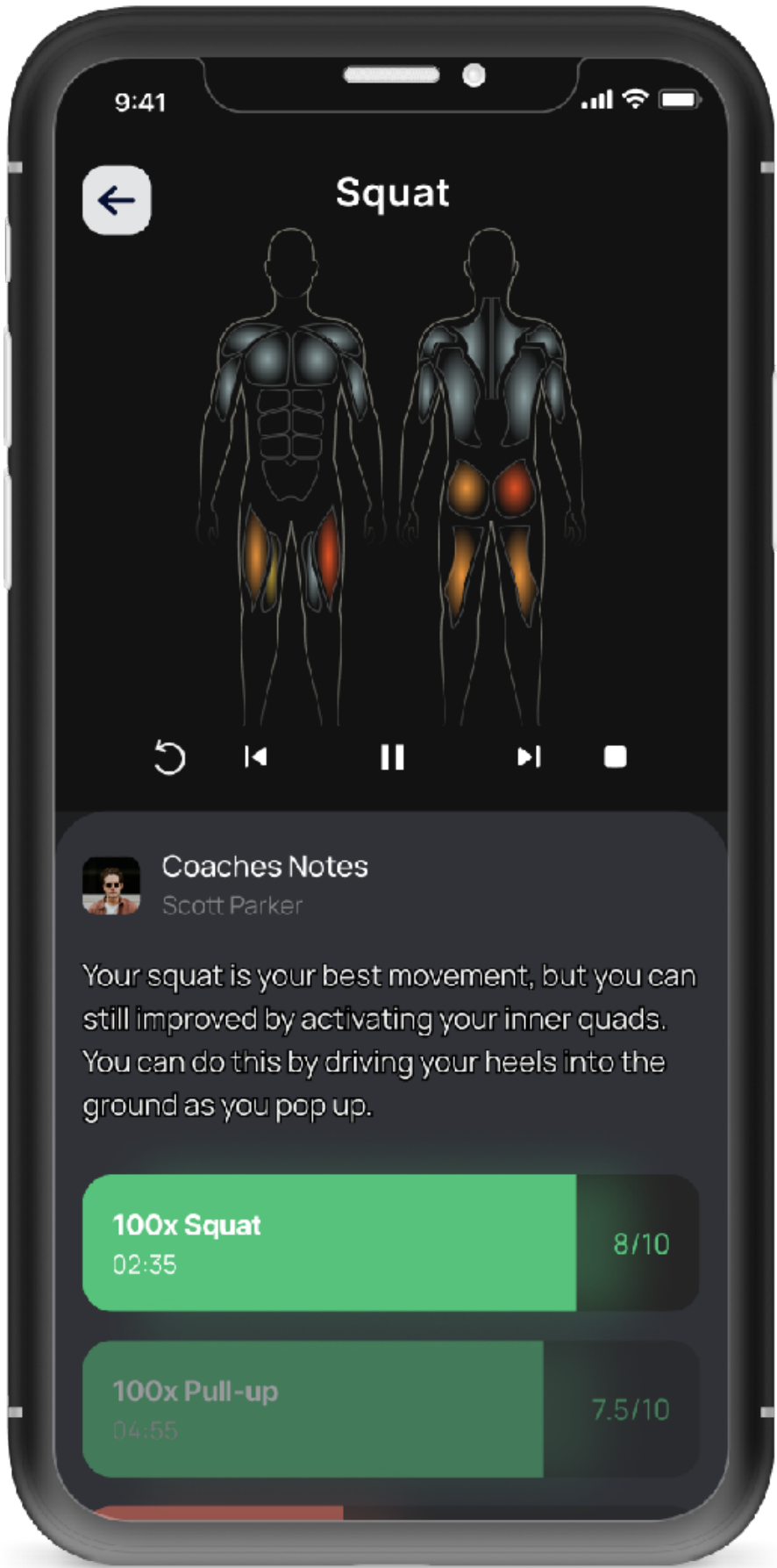
Home Feed



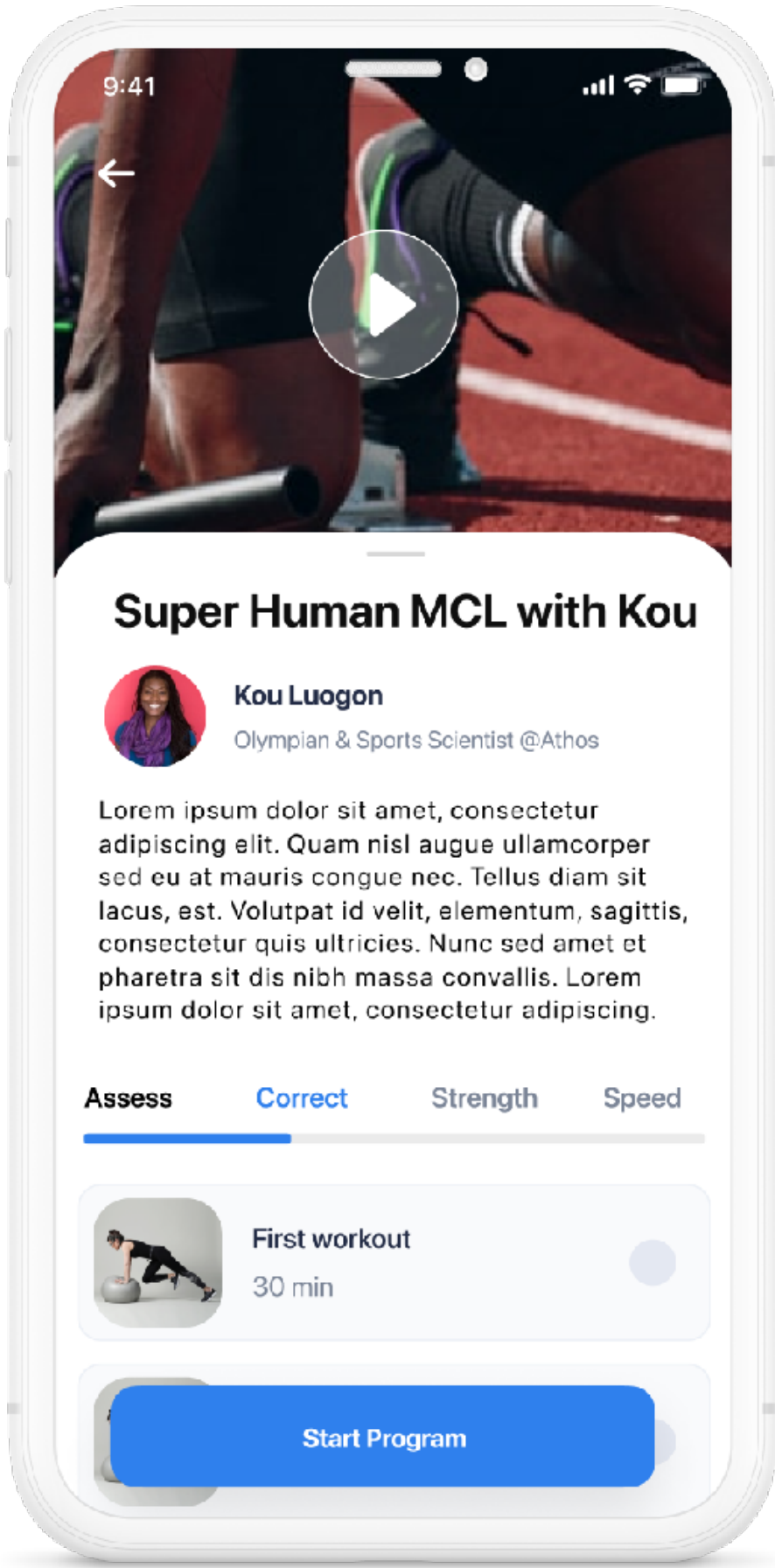
Bio-Feedback



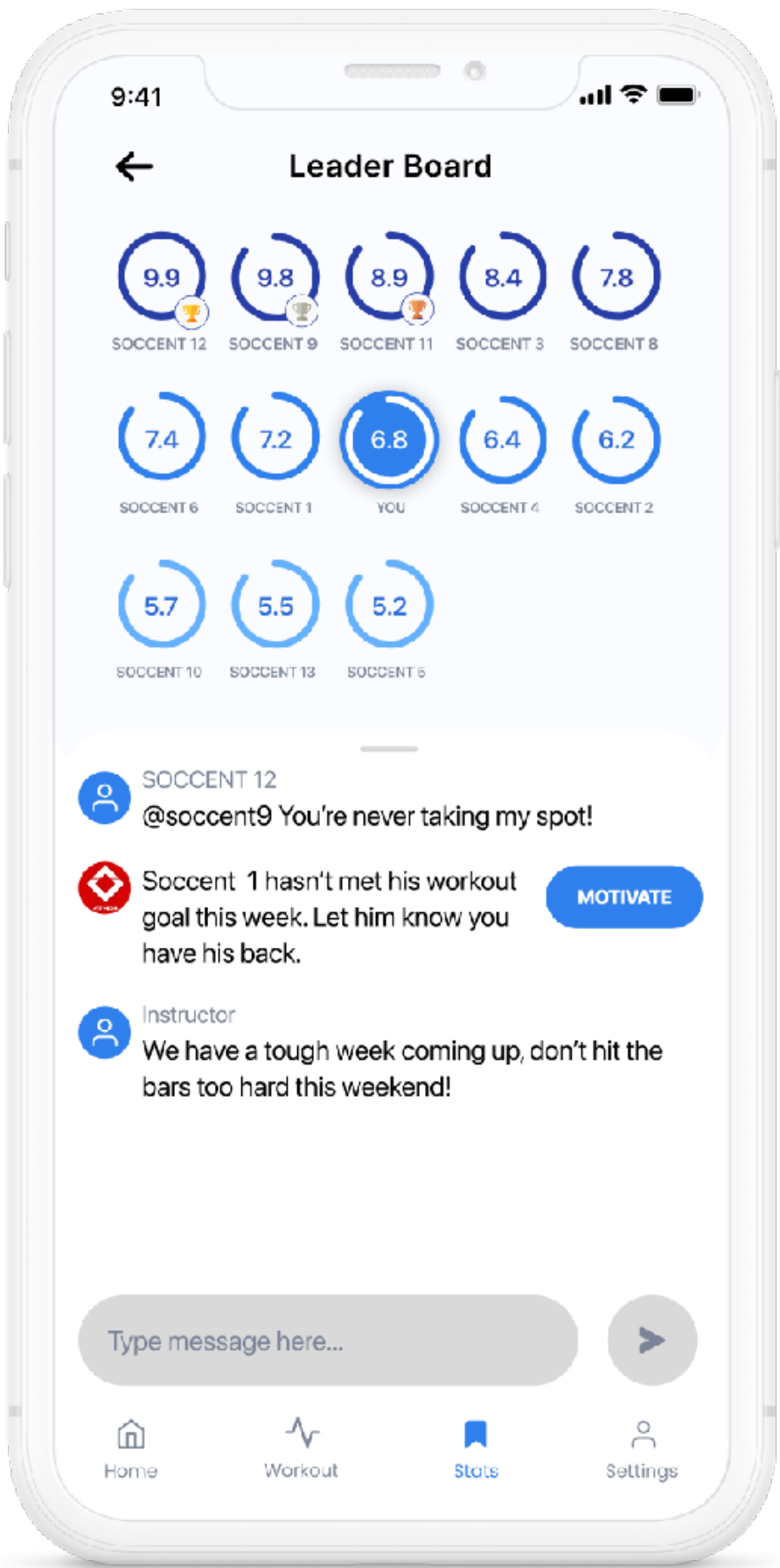
Personal Coaching



SMART Program



Competition



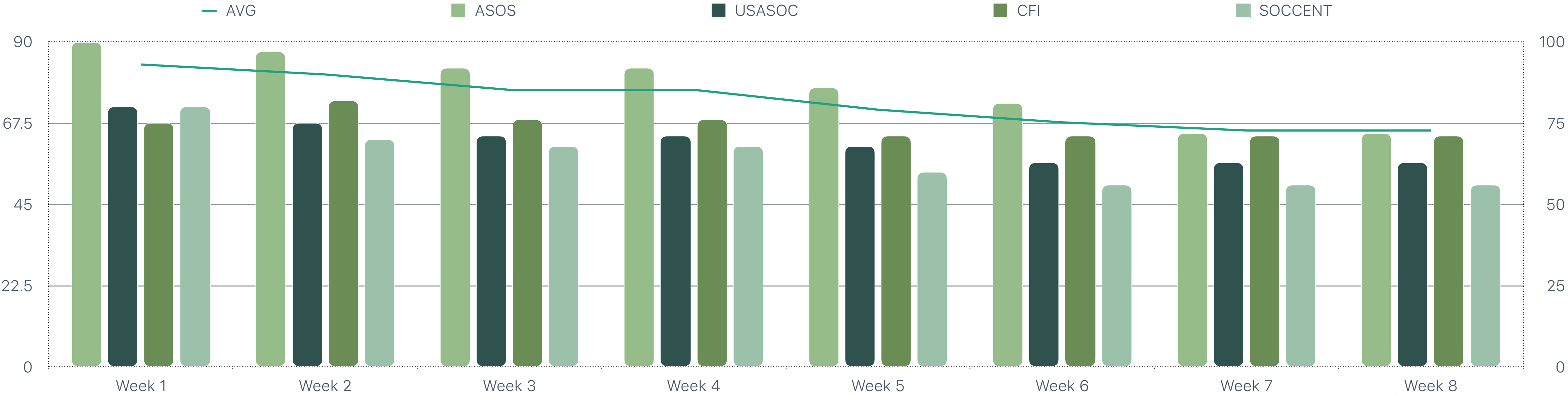
Launch Results
Athos

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

