

# Foward thinking

Overhauling a mature tech-startup's website content and structure to match the needs of its users: health and sports professionals.

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# Management summary

After leading a workshop with key stakeholders at Dynamic Devices, various aspects for the website have been clarified, as well as a plan of attack for the business in general. Highlighting the concept of “what we know about the user” rather than “what *we think* is important” brings further focus to daily business.

The primary audience is health - specifically physical therapists and clinics - because they have the purchase power and budget to obtain such a machine. The secondary audience is sports and training, as budgets are typically smaller for athletic organizations. The website structure and content have been completely redefined to appeal to these key audiences.

The workshop results have invigorated team members for an internal push for targeted sales in this direction.

## Always check

With clarified target audiences, content can be created and structured based on user needs and pain points. Dynamic Devices should constantly defer to the proto-personas as a guide for moving forward with content, structure, visuals and other marketing assets. Fast prototyping with user testing will verify new ideas for teasers or other sales materials quickly.

## Ah-ha moments

Having realized that 1 in 4 visits to the showroom results in sales, a key push is to

- A. Prompt users to make an appointment in the showroom and
- B. develop the network of showrooms world-wide.

Dynamic Devices struggles internally with updating the website blog and creating new content to keep it fresh. Analytics indicates that users do not re-visit the blog therefore a recommendation has been made to limit the resources delegated to the blog.

## The future is bright

Because of the complex nature of the products and services, a revised value proposition that is short, clear and concise makes the whole concept clear for both health and sports industries, journalists looking for the next cool technology and potential users of the product. By constantly simplifying content and checking ideas against the proto-persona, marketing efforts can be tested and verified.

The benefits of using a user-centered approach are an increase in sales and service subscriptions, as well as an up-tick in publicity, and hopefully a final round of funding.

## Costs

The costs for the website restructure are relatively limited:

- Content restructure, prototype and copy writing in English: CHF 00.00 (thesis project)
- Design that follows prototype: CHF 10,000 as agreed with designer
- Programming/ building in WordPress: internal
- Management and content creation: internal
- Further copy writing, clarification: CHF 100.00 - 150.00 / hr
- Hosting: same as it is now

## Current situation

Dynamic Devices is a mature Swiss tech-startup located in Zürich. They are developing and marketing the world's only AI-powered robotic personal trainer of its kind.

ddrobotec is their robotic personal training system to increase brain and muscle function, with smart feedback to track and respond to test results. Users are visually immersed in a game-like setting on a robotic training machine to enhance neuro-motor performance. Real-time testing metrics track coordination, endurance, power and strength. Data can be assessed for training and recovery adjustments and tracked for progress.

ddrobotec is combination of a training machine, game worlds and testing data. Their robotic personal trainer product line, software ecosystem, data analytics and target audience are expanding and evolving as the uses for their product become more clear, thus making for a more complex environment on their website. Dynamic Devices plan to further push their data analytics and software ecosystems thus the need for creating more clarity around these topics.

- Navigation is hidden, thus making the offerings less obvious at a glance.
- The state of the current website is too information heavy, it's a product unlike any other on the market. Users must understand how the machine works, then learn the various machine offerings and then understand the benefits of each machine for different users.
- The software offerings are not yet clear how they work in combination with the machines, and the data analytics are not explained.

## Project objectives

### Strategy:

- Content must be simplified for users to understand what the training concept and offering is to meet the needs of the user, which is to provide motivating rehabilitation and training programs for patients and athletes.
- Carefully review the content to better tune it to the users/personas.
- Create a clear call to action.
- Ensure mobile experience is consistent, seamless and useful.
- The website should also reflect an unrealized branding update that is happening parallel to website development.

### Goals:

- Selling or renting (on a subscription basis) the machines and the software ecosystem is necessary to make the start-up profitable.
- Simplify the daunting amount of learning required to understand the
  - a. target audience, b. hardware / products, c. software ecosystem + data analytics services and how it's all connected.

Success is measured by:

- Site visits per Google analytics
- New business acquisitions and requests
- Visits to the showroom
- Machine sales/rentals
- Software downloads
- Usability and appeal for existing users (login function)

# Market audit

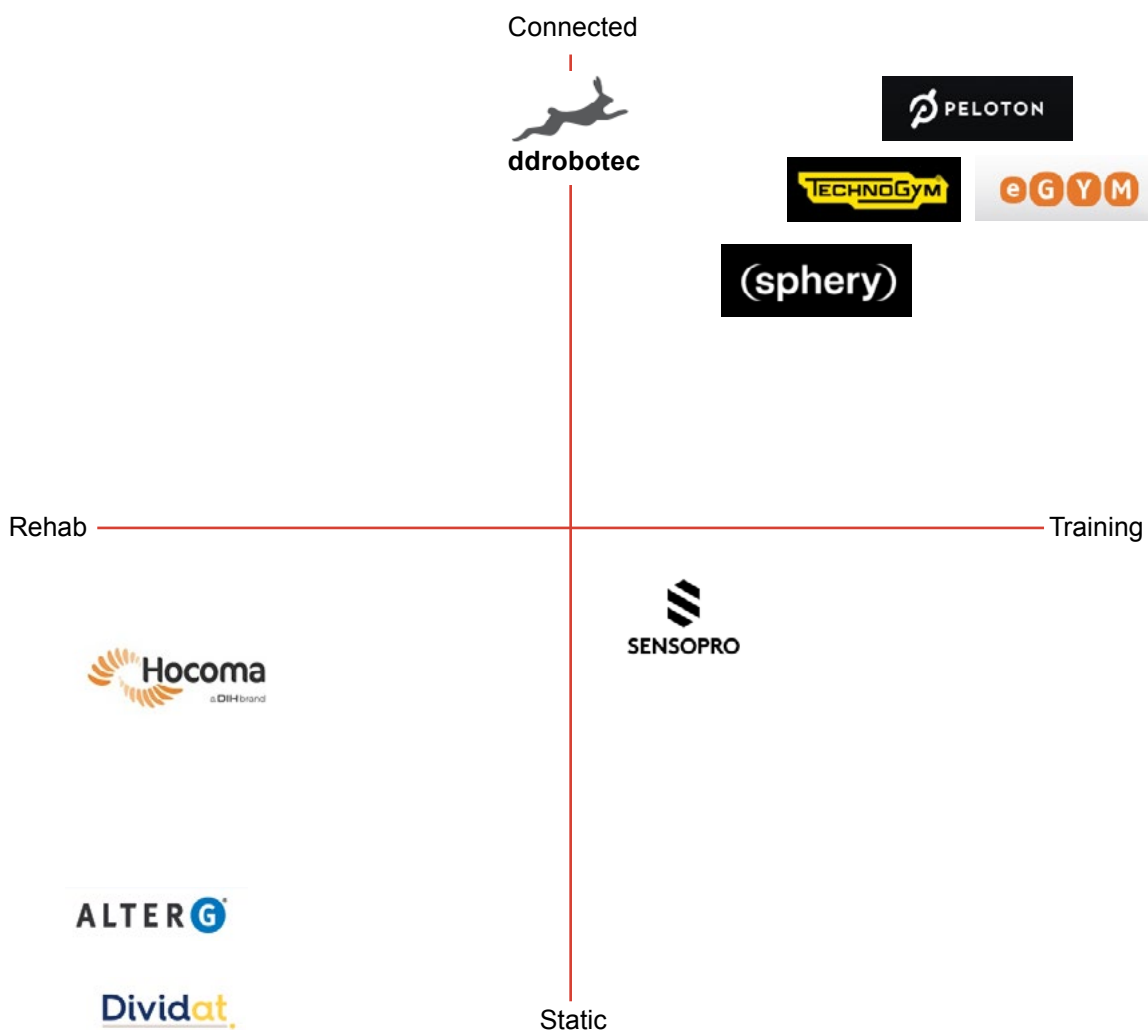
Healthcare	ddrobotec	Sensopro	Hocoma	AlterG
<b>Design</b>	Amature	Slightly amature but clean	Cluttered, a lot of bits and pieces	Clear, clean
<b>Pictures</b>	Inconsistent, mixed styles, product images are clean.	(Video) Humorous approach (Pictures) Professional	Professional, not full of emotion.	Key images not engaging. The rest are pretty good.
<b>Value Prop.</b>	None	None	Key position: A world leader of advanced technologies for movement rehabilitation.	Key Position: Rehab & Train with the AlterG anti-gravity treadmill.
<b>Body copy</b>	A lot to get through to understand the products	Clear but rather long. 10 step process to get a machine set up.	Clear and quite understandable for a non-health worker.	Clear, minimal. Reports can be downloaded
<b>Call to action</b>	Minimal	In main navi, thus not clear	In product navi "Request a demo"	Bottom of page Find + Demo
<b>Navigation</b>	Closed navi makes it unclear.	Good naming, sub navi hard to read with white type	Top navi is clear but overwhelming, too many elements on roll-over. Sub navi per product clear.	Clear, easy to understand
<b>Clear targets</b>	Sports?	Health/Rehab PT, Doctor, Coach	Rehab, Doctors Doctor	Clearly segmented PT, Coach, Patient, Senior, Athlete
<b>Misc. notes</b>	Lots of info but not a lot of structure	Very long videos used to explain	Assessments & Reporting: Displayed, saved or printed	Segments are clear. Lots of studies for download.
<b>Rating</b>	1	3	2	4

Sports	ddrobotec	Peleton	eGym	Sphery
<b>Design</b>	Amature	Sense of brand	Clean and profi	Dynamic and young.
<b>Pictures</b>	Inconsistent, mixed styles, product images are clean.	Consistent, professional	Professional, consistent (not unique)	Consistent style, sporty and dark
<b>Value Prop.</b>	None	Per product: Immersive Cardio When You Want It Feel the energy of instructor-led studio rides at home.	Starts with question then Smart gym solutions by EGYM make fitness and health facilities more successful, training more effective, and members fit for life.	Sphery combines the best of fitness and gaming for a maximum effective and attractive workout experience for everybody.
<b>Body copy</b>	A lot to get through to understand the products	Clear, very short	Very short, easy to follow	Very short, easy to follow
<b>Call to action</b>	Minimal	Clear, on each product	"Learn more"	Not very clear, contact or newsletter
<b>Navigation</b>	Closed navi makes it unclear.	Simple and clear	Simple and clear	Clear, but no call to action in navi
<b>Clear targets</b>	Sports?	Sports	Operators, Trainers, Members	Sports, gaming
<b>Misc.</b>		Good videos that explain the devices, good Testimonials.	Like numbers that show improvement	Very dynamic, suits the product very well.
<b>Rating</b>	1	4	2	3

# Market audit: Super star

Super star	Tesla
Design	Clean, consistent and professional, light and bright but with some power in typography and pictures. Clearly organized yet minimal information.
Pictures	Consistent, beauty shots of products
Value Prop.	None (!!!!!)
Body copy	Minimal, clear and neutral
Call to action	"Learn more" or "Order now"
Navigation	Clear, easy to understand if you know the models.
Clear targets	Fairly masculine
Misc. notes	Cool left element showing where you are on page info, chatbot is valuable add-on.
Rating	5

## Competition matrix



# User interviews

## Demographics

- Age XX, sex
- Marriage and family status.
- Who is the primary care giver in the family?
- Employer
- Living situation
- Income range
- Level of education

## Behavioral identifiers

- Hobbies include \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_
- Your weekends look like....
- What do you enjoy doing in free-time?
- Favorite brands \_\_\_\_\_ (clothes, technology, equipment, can be anything you identify with)

Choose one (write A. or B. or C. answer at end of sentence) Answer quickly, don't overthink it!

## Thinks and Feels

### At home

- A. Skips breakfast vs B. always eats breakfast
- A. Prepares ahead vs B. procrastinates
- A. Feels relaxed vs. B. Constantly behind time schedule
- A. Uses a computer vs B. Rarely uses a computer
- A. Enjoys using technology vs. B. Isn't interested in technology
- A. Uses a mobile phone (iPhone) vs. B. Tablet (ie. iPad) vs. C. Desktop or laptop computer
- What do you do in your free-time? \_\_\_\_\_

### At work / when working

- A. Uses a mobile phone (iPhone) vs. B. Tablet (ie. iPad) vs. C. Desktop or laptop computer
- A. Looks for images then reads content vs. B. Looks for keywords then reads content
- A. Is often assigned workload beyond capacity vs. B. Feels comfortable with workload
- A. Feels stressed for time at work vs. B. Feels comfortable with amount of time available
- A. Likes equipment that is technologically modern vs. B. Prefers traditional manual equipment vs. C. Avoids equipment wherever possible.
- A. Often does continuing education / research / reading in field vs. B. Rarely does continuing education / research / reading
- Do you request, purchase or suggest equipment for your work? If not, who does? (title here)

Write T or F (for True or False) at end of sentence

- You like treating patients/athletes, especially when they show improvement.
- You get frustrated when they do not do the exercises prescribed yet expect improvement.
- You enjoy going to work.
- You still enjoy your job after XX+ years.
- You feel satisfied with your employer.
- You are open to new ideas and research related to work.

Comments (write something here if you feel something is missing):

# Proto-persona 1

## Pauline Persona

### Demographics

- Age 42, female
- Married for 12 years, partner + 2 children under age 10
- Primary care-giver for family
- Physical Therapist in rehab/clinic environment, part-time (80%)
- Rents 4 room apartment in city
- Double family income in a comfortable range
- High level of education at University

### Behavioral identifiers

- Hobbies include jogging, yoga, cross-fit, hiking, traveling, reading, movies
- Often accompanies children to organized events on weekends.
- Enjoys getting dressed up for dinner out a few times a month
- Favorite brands: Patagonia, ON shoes, Apple, COS, Canyon, Asics

### Thinks and Feels

#### At home

- Pauline always eats breakfast and prepares ahead of time.
- She usually feels pressed for time with moments of feeling relaxed.
- She uses a computer regularly and enjoys using technology, especially an iPhone.
- In her free-time she reads, does sports and meets friends.

#### At work / when working

- At work she uses a desktop or laptop computer and looks for keywords then reads content when doing research.
- She is often assigned workload beyond capacity but occasionally feels comfortable with her workload, however she does feel comfortable with amount of time available at work.
- Pauline likes equipment that is technologically modern.
- She is able to request, purchase or suggest equipment for her work.

A “people person”, Pauline likes treating patients, especially when they show improvement. She enjoys going to work and still enjoys her job after 10+ years and feels satisfied with her employer. She likes teaching students, supporting her employers and likes to increase the self-management of her patients of all ages.

## Needs & Insights

Pauline needs to find ways to keep rehabilitation interesting/self motivating for patients in order to feel less time pressure and more satisfaction at work. Pauline wants to make rehabilitation enjoyable and motivating.

# Proto-persona 2

## Peter Persona

### Demographics

- Age 34, male
- With partner for 3 years + no children
- Athletic trainer for athletes on university team
- Rents 3 room apartment in city
- Income in a comfortable range
- NATA certification and Master's degree from University

### Behavioral identifiers

- Hobbies include playing rugby, soccer, mountain biking (cross-country), road biking, eating
- Often watches sports or works with his team athletes on weekends
- Enjoys meeting friends for a beer or watching sports, working out
- Favorite brands: Adidas, Audi, Apple, Vitus, Specialized

### Thinks and Feels

#### At home

- Peter usually eats breakfast and prepares ahead of time.
- He often feels pressed for time, that he must follow a full schedule, with moments of feeling relaxed.
- He uses a computer regularly and enjoys using technology, especially a laptop and iPhone.
- In his free-time does sports, watches sports, works out and meets friends.

#### At work / when working

- At work uses a desktop or laptop computer and looks for visuals first, then key words.
- He is often assigned a workload that uses his capacity and feels comfortable.
- Sometimes deals with unplanned events (injuries) and must deal with pushing back all appointments or canceling sessions with other athletes. Attends all athletic events of athletes he is assigned.
- Peter likes equipment that is technologically modern and often does continuing education / research / reading in his field.
- He is able to suggest equipment, but budgets are very limited. He uses as much equipment as he can to make training interesting so that his athletes will enjoy it.

Paul likes sports and considers himself an athlete, therefore, he likes working with athlete's and their weaknesses. He prefers mixing up training for athletes to avoid training burnout, as he has experienced it himself.

## Needs & Insights

Peter needs to find different ways of training athletes when schedules change due to unplanned events. Peter wants to make training fun to avoid burnout.



## Business requirements

- Clear understanding of value proposition, vision and client segments
- Downloadable fact sheets on each product
- Links / Downloads of research / documentation related to:
  - A. Neuro-muscular training
  - B. Specific training on ddrobotec device
  - C. Exergames
- List of references, competition for both client segments
  - A. Health (Clinics, rehabs, hospitals, old-age homes, gyms)
  - B. Sport (Teams, coaches, athletes, gyms)
- Showroom network contacts
- User database (for login function on current users)

### Technical requirements

- Responsive - desktop 1st priority, Mobile 2nd priority
- Accessibility is an issue due to aging or disabled target users.
- Built internally using WordPress, programmer is competent
- Multi-lingual: English and Japanese, more languages to come.
- Possible chat-bot integration later

## Concept

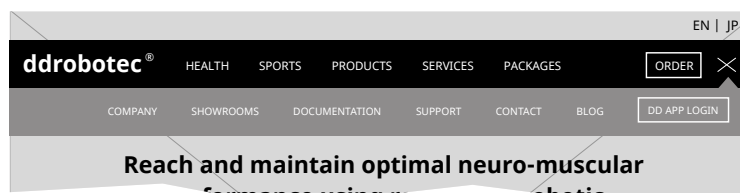
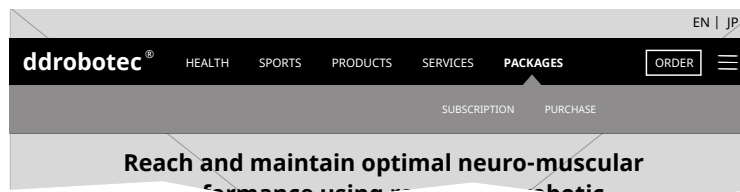
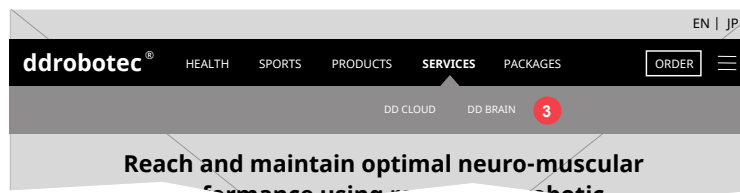
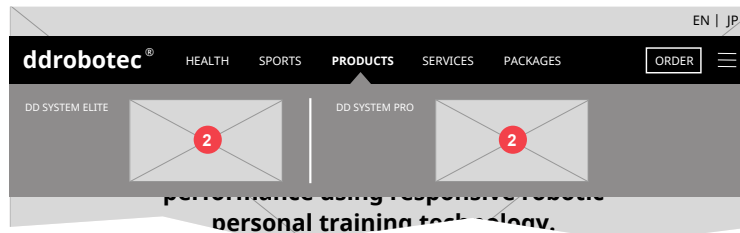
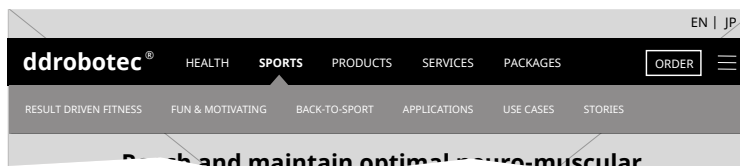
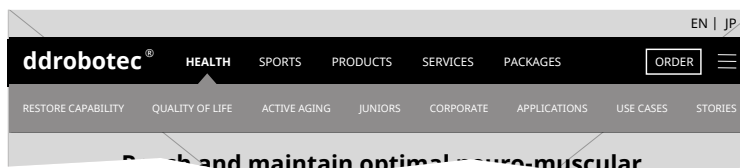
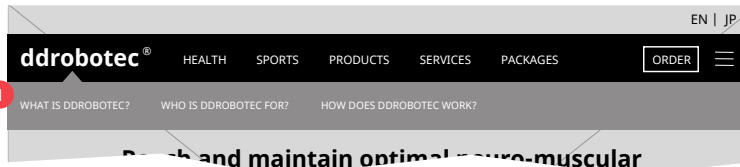
Remove as much content as possible, making the products and services understandable, yet as simplified as possible. However, lots of data, specifications and research must be accessible for users who wish to dig deeper.

Tesla vs. Ford

(<https://www.tesla.com/models>) vs. (<https://www.ford.com/cars/fusion/?gnav=header-all-vehicles>)

Ideally the user can get more information when they want it, otherwise they get a good overview up top and don't need to dig deeper. "Learn more" sections can expand to allow the user to dig deeper and get more information when they want it.

# Wireframes - Navigation

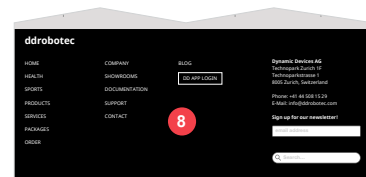
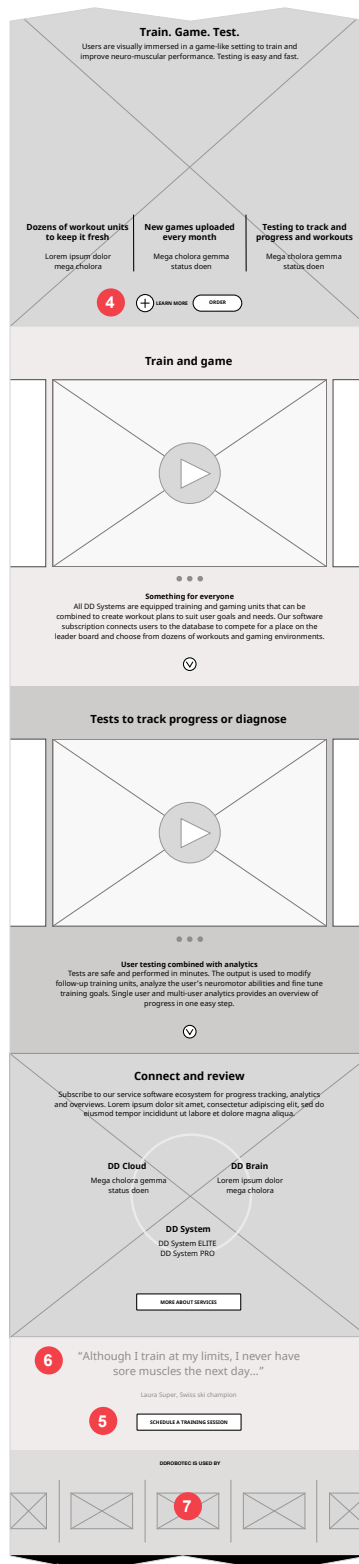
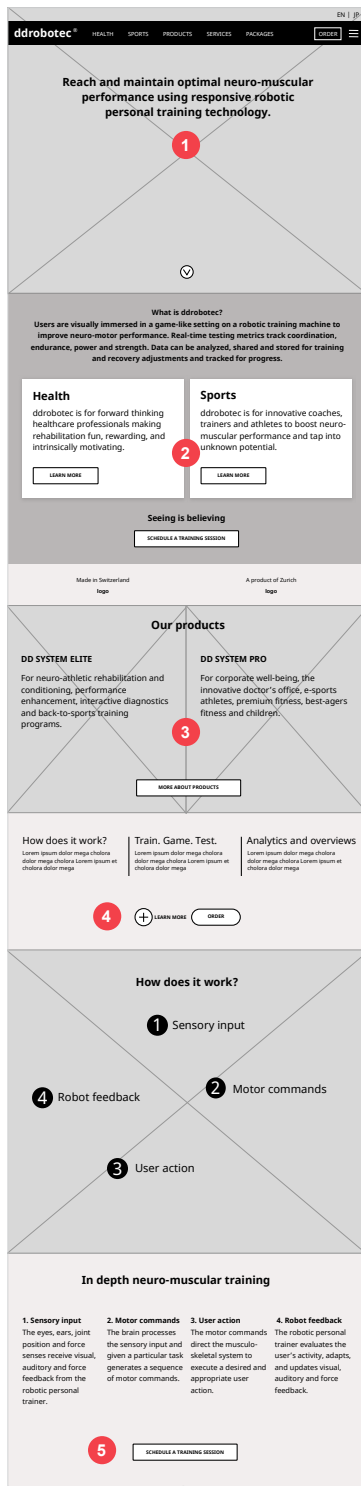


**1 Drop-down navi on hover**  
Because ddrobotec is not yet well known, some user education is needed. Users can get an overview of uses, products, services, etc. plus be guided though the site easily.

**2 Product pictures**  
Users can see pictures to help differentiate the products.

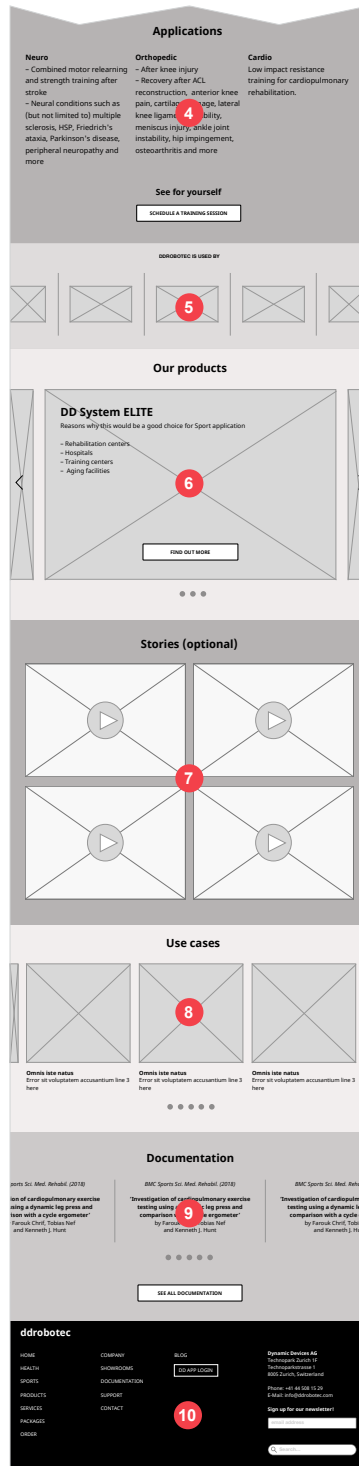
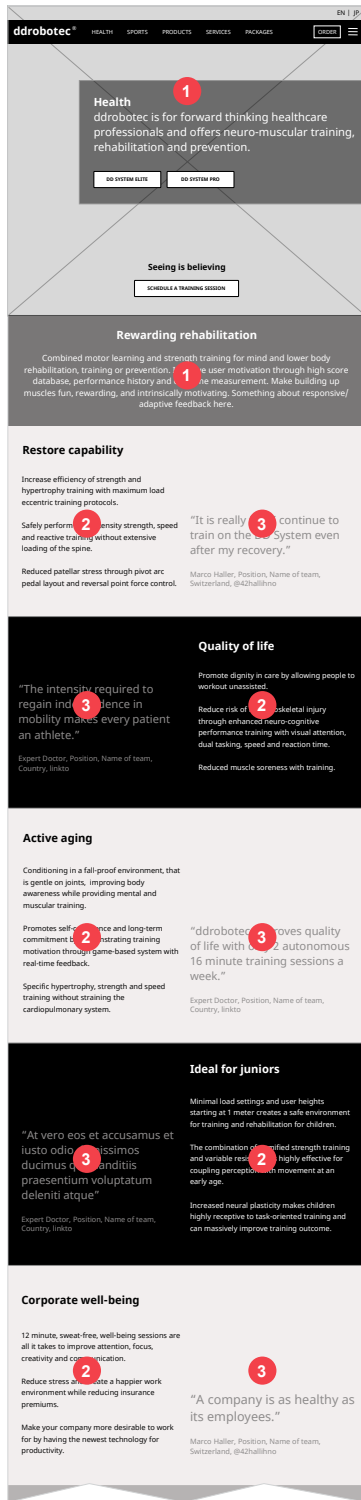
**3 Easy to navigate content**  
Content is moved within the drop-down bar nearer to the navigational hover, making it easier to find and click.

# Wireframes - Home



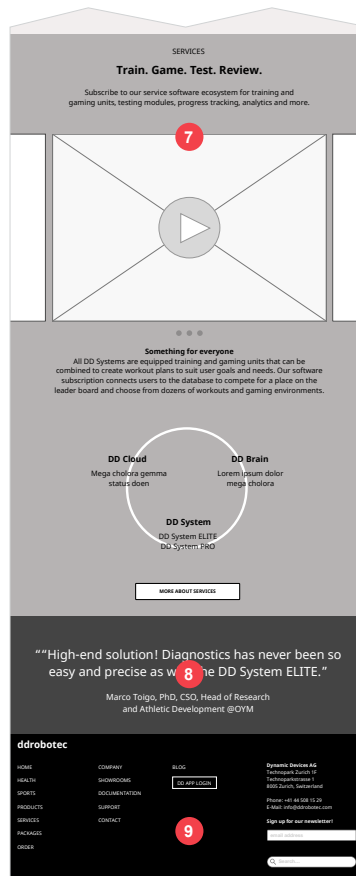
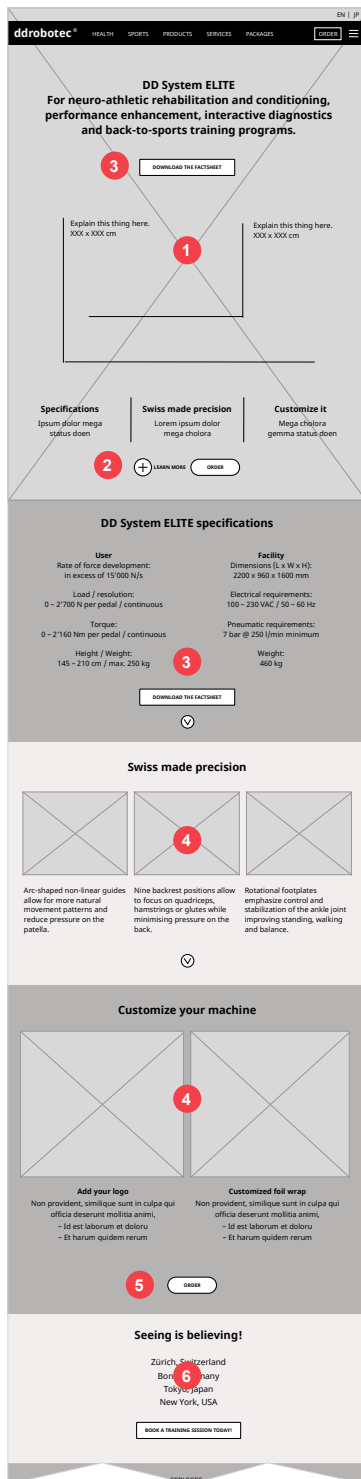
- 1 **Overview** The home page aims to give an overview, state the VP, without overwhelming the viewer.
- 2 **Target audience** Some educational text to inform the reader who the product is for.
- 3 **Products** A quick overview of the products with a direct link.
- 4 **More when you need it + order call to action** Users can get more details when desired by clicking "learn more". Sections expand to give the reader more in-depth information or go directly to "order".
- 5 **Training session call to action** Once the reader has learned more, they can schedule a training session.
- 6 **Testimonials** Quotes throughout make the products and services believable, and connect to the reader on a personal level.
- 7 **Healthy competition** By showing who else uses ddrobotec, the reader can confirm its usefulness or realize they can be early adopters of new technology.
- 8 **Footer** Access the entire site plus newsletter registration and search function.

# Wireframes - Target group page (Health)



- 1 **Overview** The target group pages aim to give an overview, without overwhelming the viewer.
- 2 **Uses** Educational text to inform the reader how the product can be used.
- 3 **Testimonials** Quotes throughout make the products and services believable, and connect to the reader on a personal level.
- 4 **Applications** A list of common applications for the training method.
- 5 **Healthy competition** By showing who else uses ddrobotec, the reader can confirm its usefulness or realize they can be early adopters of new technology.
- 6 **Product teaser** A quick overview of the products with a direct link.
- 7 **Stories** are videos that showcase patients and athletes with very different needs and requirements, all with impressive outcomes.
- 8 **Use cases** are standard for physical therapists and coaches to communicate progress or success.
- 9 **Documentation** Medical journal documentation is key for proving the method used by ddrobotec is valid.
- 10 **Footer** Access the entire site plus newsletter registration and search function.

# Wireframes - Product page (DD Systems Elite)



**1 Overview** Product pages aim to give an overview, with measurements at a glance and easy to see graphics.

**2 More when you need it + call to action**

Users can get more details when desired by clicking "learn more". Sections expand to give the reader more in-depth information or go directly to "order".

**3 Specifications and fact sheet download**

Easy to find fact sheet with specifications is available for download so the user can access important information later.

**4 Features** of products explains the differentiating aspects of the product.

**5 Call to action** once the reader has learned more, they can order.

**6 Appointment teaser**

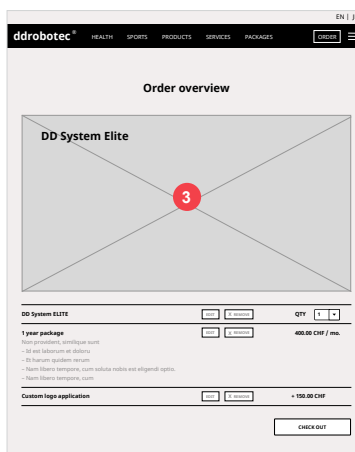
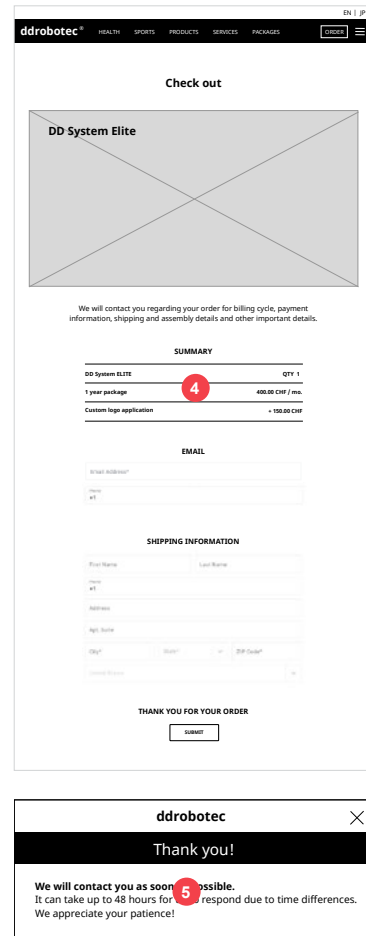
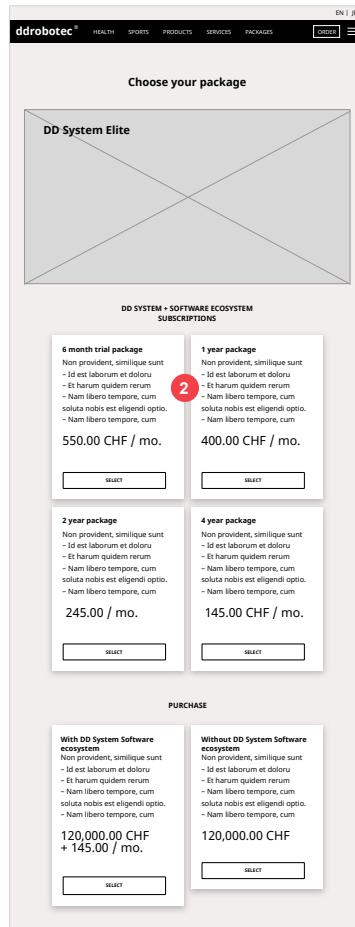
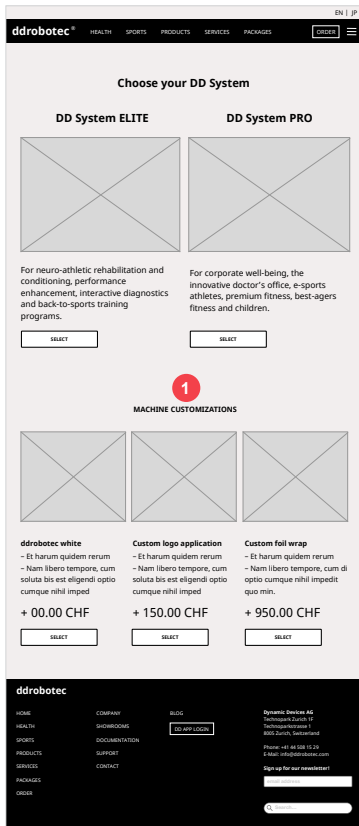
1 out of 4 visits to the showroom results in a subscription or sale. Promoting the ability to make an appointment and visit a showroom is key to sales.

**7 Services teaser** to up-sell the additional subscription of services

**8 Testimonials** throughout make the products and services believable, and connect to the reader on a personal level.

**9 Footer** Access the entire site plus newsletter registration and search function

# Wireframes - Order process



- 1 **Choose your system**  
Product selection plus customizations page
- 2 **Choose your package**  
Individual package summary with visible pricing
- 3 **Order overview**  
Order can be edited or added to on this screen.
- 4 **Check out**  
Summary of order plus instructions for next steps.
- 5 **Thank you**  
Follow-up pop up to let the user know their order is being processed.

# Usability testing

Usability questions were created for all target groups to test how easy it is to access important information. Only the primary target groups Physical Therapists, Doctors, Clinic directors and Coaches, Athletic trainers have been tested up to this point.

The goal of the “primary questionnaire” is to see if the target audience’s needs have been met. Through user research we know they have limited time, are on a desktop computer and look for key words that help them find information.

See Usability Questionnaire, attached.

## **Evaluation**

Overall usability was good, with 2 users describing their experience as “a lot to understand” but also “I feel like I find my tasks” when not in the topic at all.

## **Needs improvement:**

**Services:** The offerings of the Services page are not yet clear. Users are confused what exactly “services” are and why services are not included in every package. The purchase only option is not a preferred package for ddrobotec, therefore is not described in detail anywhere. Further clarification and copy writing on this topic is required, including product naming simplification to help the user understand what services are. Visuals on how it all works together will greatly improve understanding.

**Packages:** A major oversight discovered only in testing is that packages are not yet applied per machine (Elite or Pro), making a confusing and annoying experience for users.

## **To be noted:**

**Contact:** 2 users wished for a more personal contact experience, such as the name of a person, as it’s a relatively large purchase for a smaller clinic or team.

**Specifications:** Half of the users downloaded the specifications fact sheet and half wanted the information directly in the website. Users wanted to know more in depth specifications for area surrounding the machine in optimal position, especially where space is limited.

**Documentation:** No users thought documentation was important for their work but did appreciate that it exists.

**Stories:** No users showed any interest in stories, however, in the mock-up they are not visually compelling as pictures or videos can be. It would be valuable to test the validity of these once the site is in the design phase. Stories might appeal more to other target groups such as Athletes, Patients or Journalists.

# Attachment: Usability questionnaire

## Primary questionnaire:

### Physical Therapists, Doctors, Clinic directors:

You have a range of patients that you think could benefit from neuro-muscular training. You want to know more about ddrobotec.

- Which machine is good for clinical use?
- Find specifications to see if it fits in your clinic.
- Book a training session.
- Contact ddrobotec to get more information.
- How much is a DD System Elite 4 year subscription?

### Coaches, Athletic trainers:

You train athletes in a team on the national champion level and you've heard about a new training device that can improve athletes neuro-muscular performance.

- How much is a DD System Pro 1 year subscription?
- Where can you test one?
- Which device will you choose for coaching use?
- Find out if it will fit in your training space.

## Secondary questionnaire (not yet tested):

### Athletes:

You are a national champion and you've heard about a new training device that can up your performance and agility. You enjoy knowing your numbers and how much you've improved.

- How much is a DD System Pro 1 year subscription?
- Where can you test one?
- Which device will you choose for personal use?
- Find out if it will fit in your training space.

### Patients:

You have suffered a stroke and your doctor has suggested that you begin therapy on a ddrobotec device to reduce the effects of aging and improve neuro-muscular coordination. Costs are not an issue and using the device at a local clinic will be covered by insurance.

- Find out more about how it works.
- What are the benefits for someone like you?
- Book a training session.
- How can you contact ddrobotec?

### Journalists:

You are writing an article about the newest training technology.

- Who is the target audience for machines?
- Find the nearest one to test.
- How much is a DD System Pro 1 year subscription?
- Contact ddrobotec to get more information.
- Name one athlete that uses it.



## Project InVision link

View the project using InVision

**<https://invis.io/WZY8A5ST7JP>**