REBECCA SHULTZ

UX DESIGNER

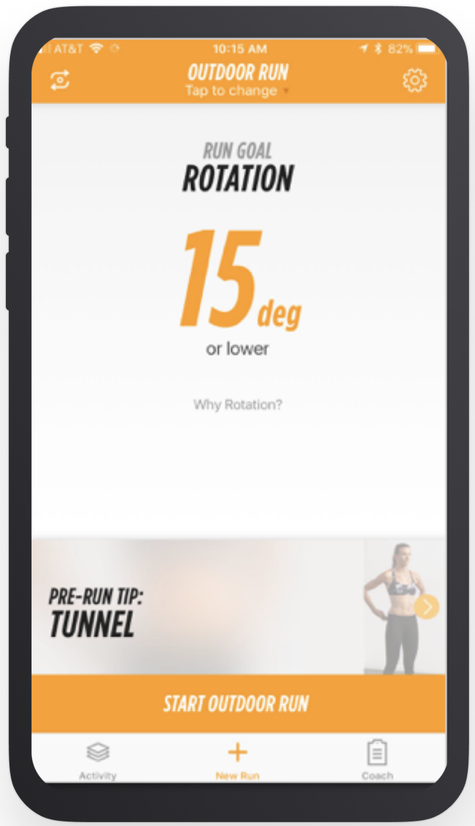
Biomechanist (PhD)

Health Coach, Behavior Change Specialist (ACE)

I’m a user experience designer that is skilled at transferring coaching and behavior change principles into actionable and rewarding experiences. Over the last 7 years, I’ve used human center design principles to incorporate behavior design in the sport and wellness space. I enjoy using my knowledge and experience to create ecosystems that support athletes in becoming the best athletes they want to be.

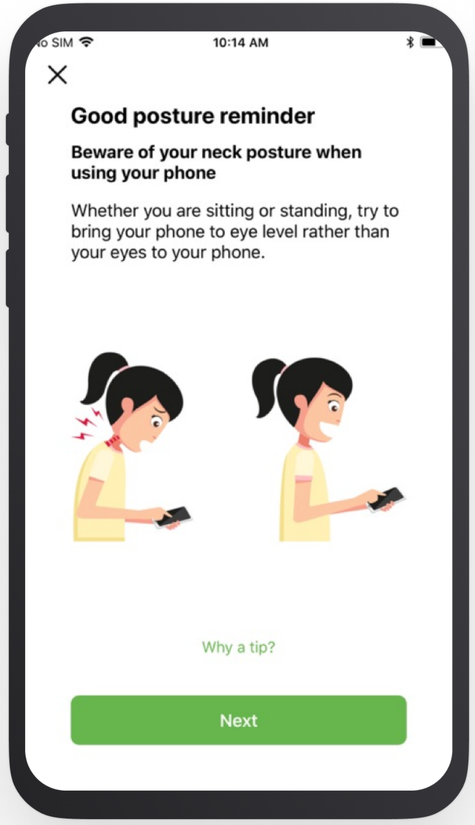
MY SELECT PROJECTS

The following are a selection of projects from my portfolio of work to demonstrate my range of skills and experience as a UX Designer and Researcher.



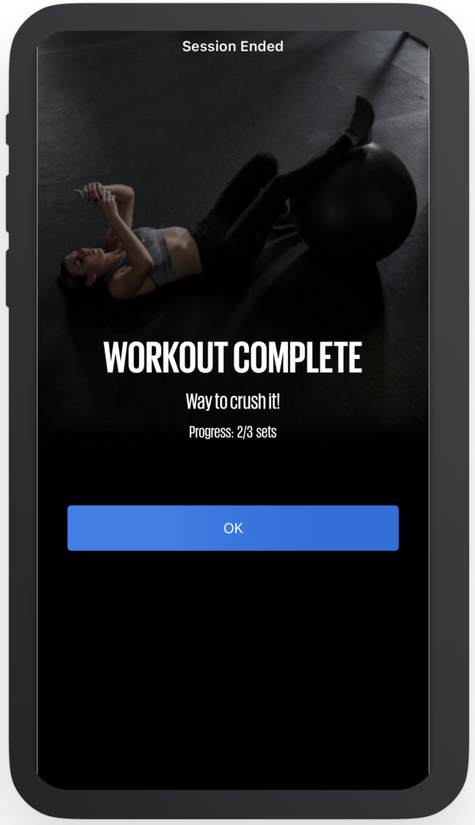
Lumo
Run

Better Form, Better Results



Lumo
Lift

You Slouch, It Vibrates



Athos
Training System

Build Better Athletes

LUMO RUN

REAL TIME AUDIO COACH

A key feature of Lumo Run is the real-time audio coach that helps runners improve their form while running. The complexity steams from needing to strike a balance between “coaching” the runner and giving them an “unplugged” experience.

MY RESPONSIBILITIES

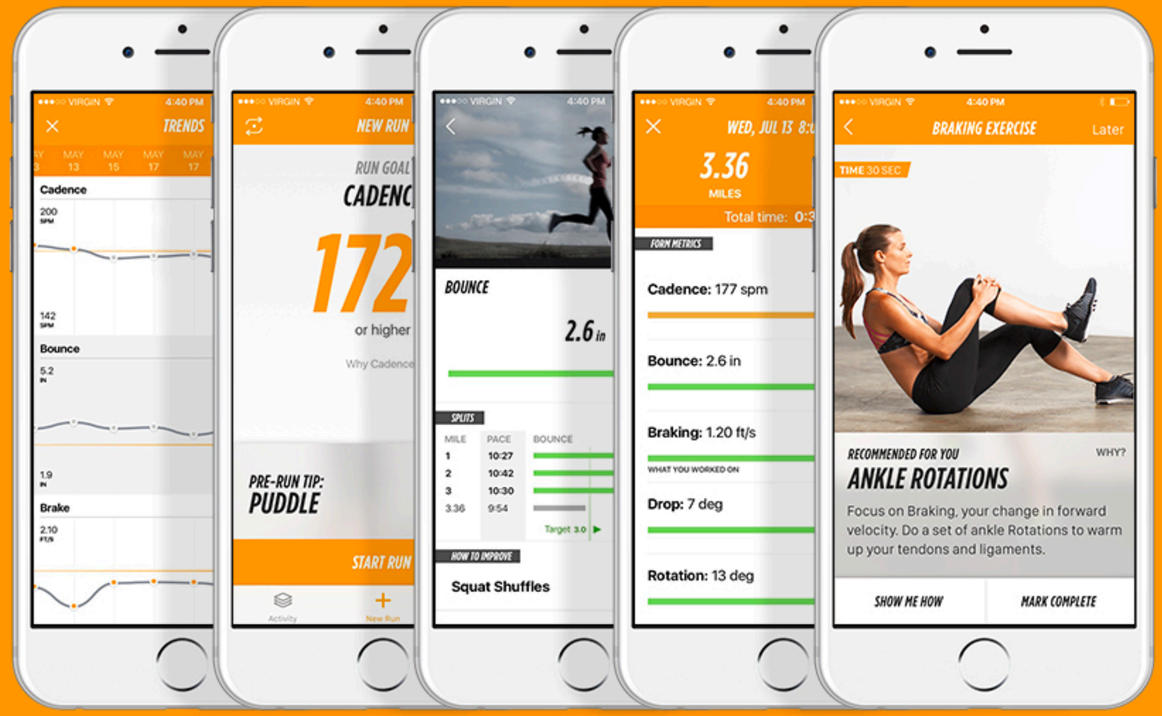
- Lead Designer on the audio framework and sequencing
- Created the content for audio cues and tips
- Drove the development cycles of the audio experience

TIMELINE & TEAM

- One Developer
- One Designe / Product Owner
- Three months to design, conduct user research and build audio experience

REQUIREMENTS

- Audio experiences are very personal and require tremendous user research.
- A customized experience requires users to have access to many setting features, which generally is avoided in most product design.
- Negative and positive feedback should be an equal part of the experience.
- Runners need to work on one metric at a time in order to reduce cognitive load and focus on improving one neuromuscular pattern



REAL TIME AUDIO COACH

USER FLOW OF “CHIMES” EXPERIENCE

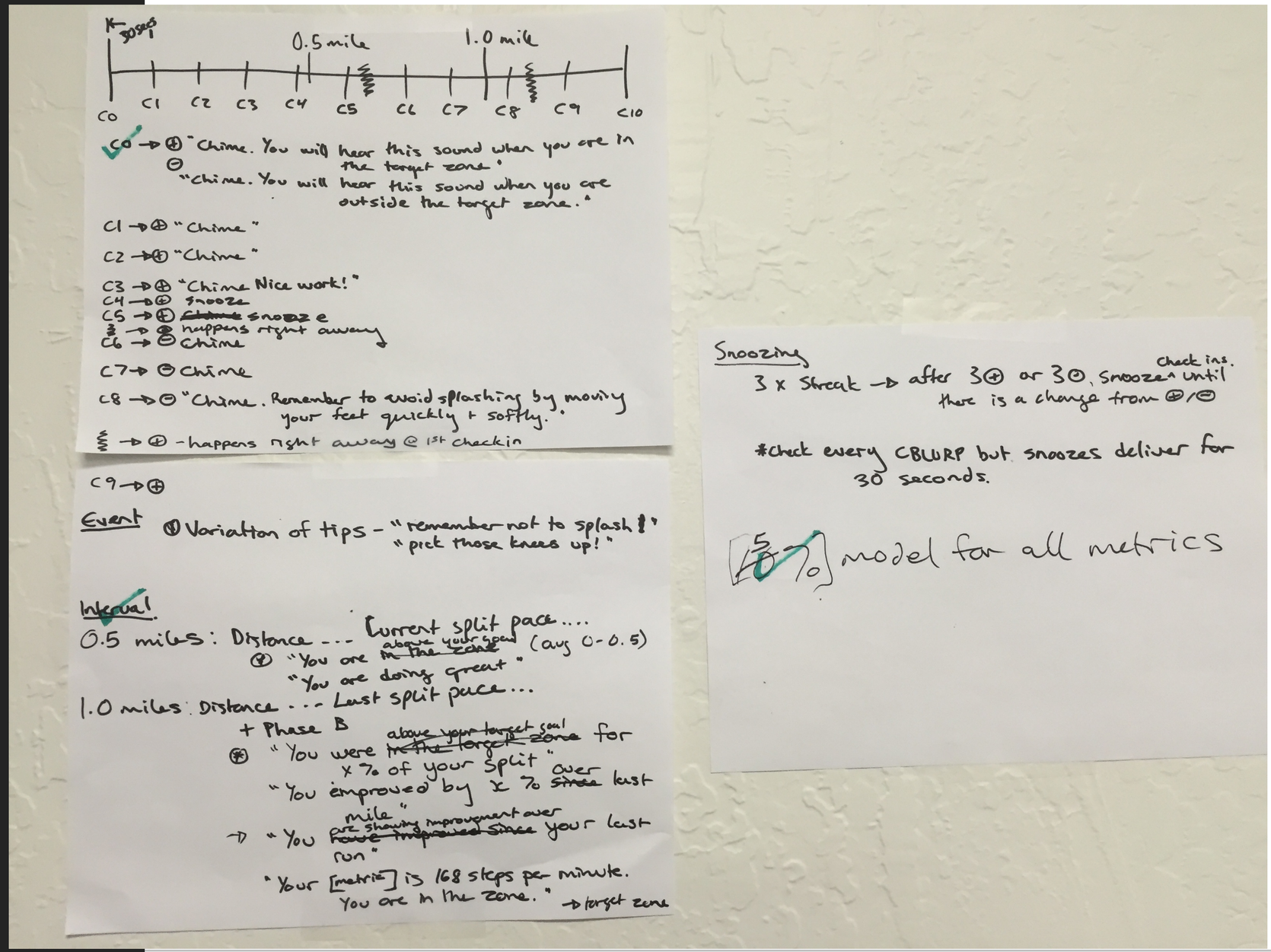
- Chimes are used in the audio experience to tell a runner when they have fallen below their run goal for the day (e.g. 180 steps per minute) or succeed the goal.
- The flow here demonstrates the early ideas of when users might receive chimes and verbal messages.

KEY OUTCOMES & HIGHLIGHTS

- Positive physiology, focusing on a runner’s strengths, needed to be a main part of the experience.
- Runners want to know where they are at, if something has changed and then do not want to be disturbed.

"The detail of the real-time form feedback is second to none and the post-run video drills are clever, easy to understand and useful."

Kieran Alger
Wired UK



REAL TIME AUDIO COACH

USER FLOW

This is a high fidelity user flow showing the real time audio experience for runners.

Each runner has a goal metric they are working on. If they reach their goal they hear a chime (+), if they fall below their goal they hear a negative sound (-). There are also different messages to help the runner stay on track, including visualization tips.

KEY OUTCOME

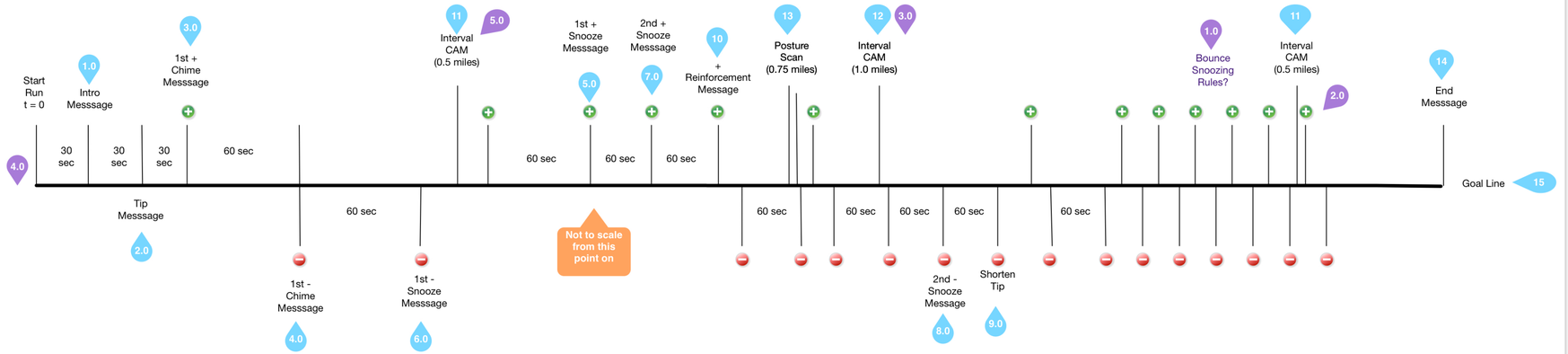
LumoRun had the highest NPS score of any product in the history of the company

Important data on biomechanics. real time audio feedback is AWESOME! It's like a coach in your ear.

Lumo Run User
From Delighted

Runner Audio Flow - Run #1 plus
May 25th, 2016

Scenario: Runner is out for a run at an approximately 8:00 min/ mile. This is a run #1 or more run not an evaluation run.



MESSAGES

1.0 Intro Message: "*Today you're focusing on cadence. Pick up your feet quickly to reduce your contact with the ground improving your performance and reducing your risk of injury. Your goal today is to get above 176 steps per minute.*"
Here is the link for the intro phrases: https://docs.google.com/document/d/1HQWC6719yDSoD3Ib_HOOdthwGWh86mwO7QCQU6edo2E/edit#

2.0 Tip Message: *"Remember to move your feet quickly and lightly. Imagine you're running through a puddle and are trying to make as little splash as possible. You'll hear chimes throughout your run to let you know if you are reaching your [metric] goal."*
Here is the link for the tips phrases: https://docs.google.com/spreadsheets/d/1tXn3eErCIosQSazDgaGwKsAatUjhGylarFPBNMSEe7M/edit#gid=1616933959

3.0 1st + Chime Message: *Great job! You will hear this sound when you are hitting your goal for today."*

4.0 1st - Chime Message: *"[Chime].Keep working! You will hear this sound when you are not hitting your goal"*

5.0 1st + Snooze Message: "Great job! Keep focusing and you'll hear a negative chime immediately if you are off track to meet your goal."

6.0 1st - Snooze Message: "Keep working! You'll hear a positive chime immediately if you are on track to meet your goal."

7.0 2nd + Snooze Message: "*You'll hear a positive chime every [feedback frequency] throughout your run if* you continue to do well on [metric].

8.0 2nd - Snooze Message: "*You'll hear a negative chime every [feedback frequency] throughout your run if* you continue to be off track."

9.0 Shorten Tip: There are two versions of these shorten tips that are heard once the runner has had 3 negative snoozes in a row.
The runner should hear them in a cycle - 1 = first time, 2 = second time.
1. *Remember to… (e.g avoid splashing.) and*
2. *"Try to…" (e.g pick your feet up quickly.*
Here is the link to all the tag phrases (shorten tips = column M, physical shorten tip = column N):
https://docs.google.com/spreadsheets/d/1tXn3eErCIosQSazDgaGwKsAatUjhGylarFPBNMSEe7M/edit#gid=1616933959

10 + Reinforcement Message: These should cycle through to create more variability.
1st time: *"You're doing great. Remember how this feels."*
2nd time: "*Great job! Focus on how your body feels."*
3rd time: *"Nice work. Be mindful of how you feel."*
Repeat!

Future Brainstorming Ideas

1.0 **Bounce around today's goal snoozing rules. What are they?**
2.0 Priority rules for messages
3.0 Bigger conversation - when to introduce numbers vs metrics vs qualitative messaging
4.0 Interval 0.5 miles is stall

REAL TIME AUDIO COACH

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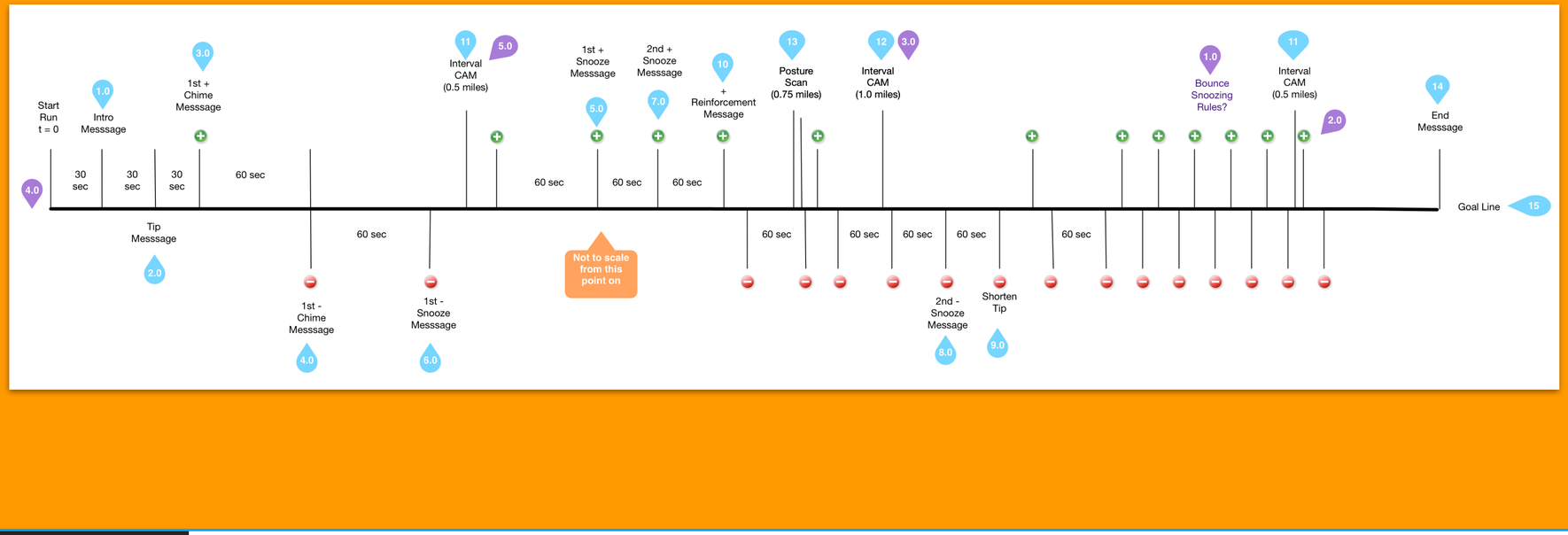


LUMO RUN

INDOOR RUN MODE

The number one product compliant for Lumo Run was that the product did not work on a treadmill. A fast follow up post launch was MVP feature that resolved the “mis-estimations” of the pace and distance when on a treadmill mode (no GPS available).

MY RESPONSIBILITIES

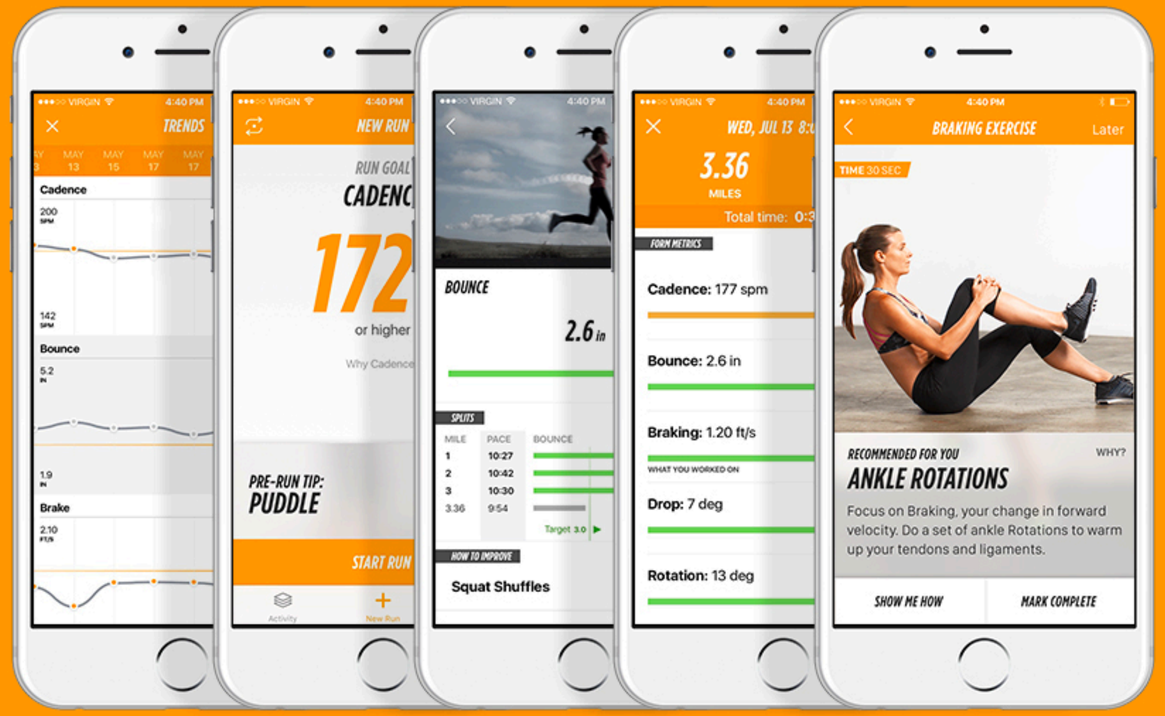
- Lead UX Designer and Researcher on the feature
- Drove the development cycles of the experience

TIMELINE & TEAM

- One Developer
- One Designer / Product Owner
- 4 weeks to design, conduct user research and build out experience

REQUIREMENTS

- Needed to help user’s improve their key problem area in the moment
- Needed to have a style that was safe and visible when running on a treadmill and looking at your phone
- Needed to work with no GPS (inside)
- Needed to be a fast followup post launch



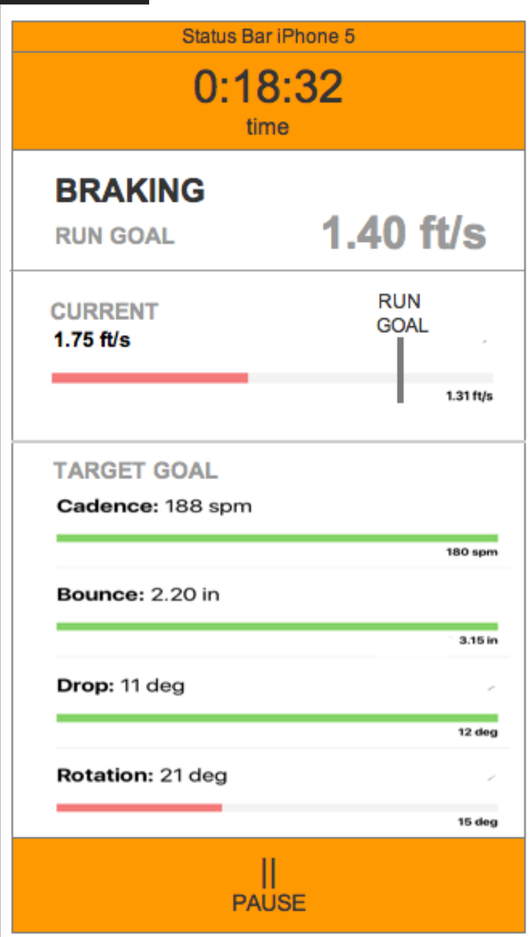
INDOOR RUN MODE

PAPER PROTOTYPES

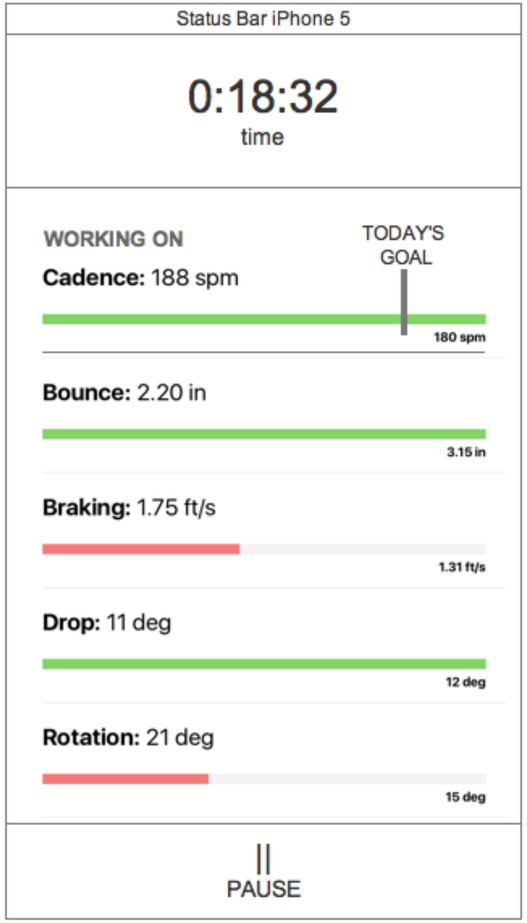
- When on a treadmill, runners have more freedom to safely look at their phone and visually track themselves in real time.
- Many paper versions of this screen were tested with runners of different levels and experience on treadmills to find the one that resonated with the most runners.

LEARNINGS

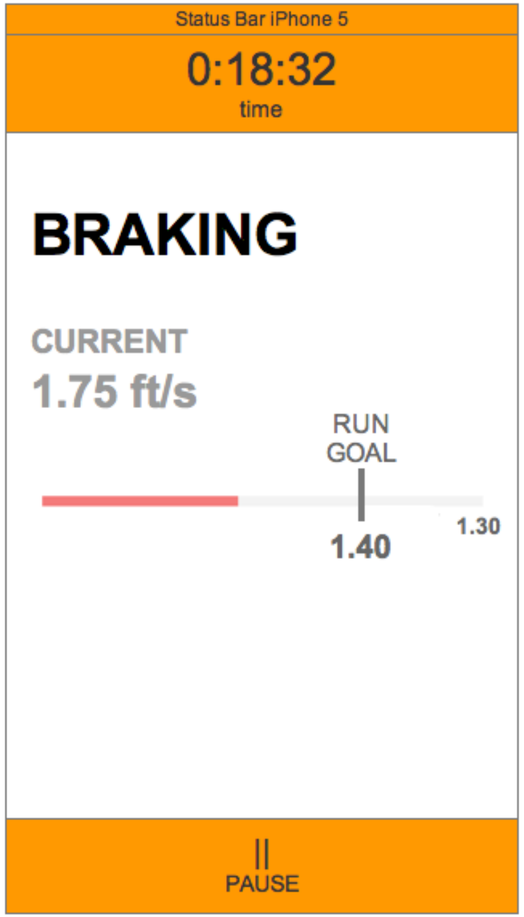
- Runners wanted to see all their metrics at one time but wanted the focus to remain on the metric they were working on.
- This approach also matched the audio experience which reduced the cognitive load on the runner.
- Important text had to be big enough to see when bouncing up and down on a treadmill.



Mock 1



Mock 2



Mock 3

INDOOR RUN MODE

FINAL WIREFRAMES

Wireframes show the entire flow from when the user selects “indoor mode” to when they complete an indoor run. The user is able to watch their goals in really time with emphasis on the metric they are working on.

LEARNINGS

Real time bars were too technical for an MVP so the main In-run screen used during an Outdoor run was adapted for an MVP.

INDOOR MODE

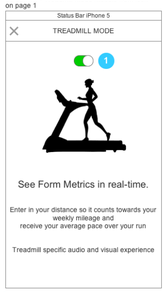
Screen 1

1. Tap on "treadmill" button and "Treadmill Mode" module (Screen 1B) appears from the bottom.
If Treadmill Mode is on. The icon is dark and white. If Treadmill Mode is off, the icon is transparent.

? Need visual help for icon! Both design and on/off identification. Icon idea. On - person on treadmill. Off - no one on treadmill? Cheesy?

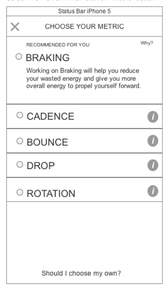
2. Tap on "metric" button and "Choose your metric" module (Screen 1C) appears from the bottom. This module looks and works the same way as the current version.

Screen 1B - Treadmill mode module from icon on page 1

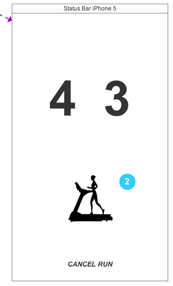


1. User can toggle treadmill mode on and off.

Screen 1C - CYOA when click on "metric" button

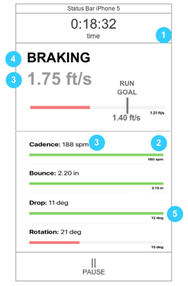


Screen 1



1. Could have an icon for treadmill and outdoors.

Screen 2

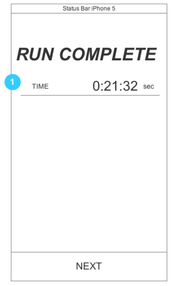


1. Emphasize should be on Today's goals not Target goals.
2. Working on metric goes to the top section. All other metrics stay in biomechanical order.
3. Metric value and bar lines are changing in real time.
4. Metric the runner is working on. This will match their audio experience. This value is the biggest on the screen (most emphasized).
5. Value for Target goals for each metrics are seen at the end of the bars. Same as Run Details.

Screen 3

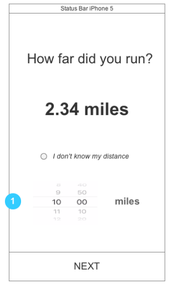
1. Resume appears overtop of Metrics. Metrics are faded but visible in the background.
2. The "Pause run" turns to "End run" (same behaviour as outdoor mode)
3. When run is paused the "audio settings" button appears so user can change feedback in run. (same behaviour as outdoor mode)

Screen 5 - Run Complete TM



1. Time is the only known metric so that is all that should appear instantly after the user press "end run" on the previous screen.
2. Screens from this point on look like outdoor mode but have different content with the exception of Screen 6 which is new to the flow.

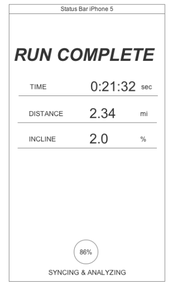
Screen 6 - Run Complete Distnace TM



1. Clicker should be 0 - 50 miles with decimal 0-100. Default 3.00 miles.
1. No distance or pace appear on Run Complete screen if the user selects "I don't know my distance".

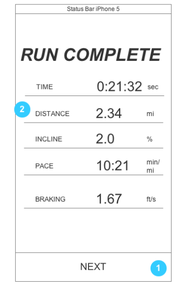
Screen 6 - Run Complete Distnace TM

Screen 7 - Run Complete Sync TM



1. This screen may not be seen by the user if syncing and analyzing completes while they are typing in their distance on screen 6. In this case, user jumps to screen 8.
3. Pace is the average pace calculated using the user inputed distance and the measured time.

Screen 8 - Run Complete Synced TM



1. User is taken to the Post-run flow as usual - either exercise card or new metric card.
2. Pace and distance are not seen if user did not input a distance on screen 6.

LUMO LIFT

INCORPORATING COACHING

Lumo Lift did not set users up for success during their first 30 days of use. Day 1 looked the same as Day 30. There were no levels, no difference in the experience from hour to hour. The number one complainant was that “it buzzes

MY RESPONSIBILITIES

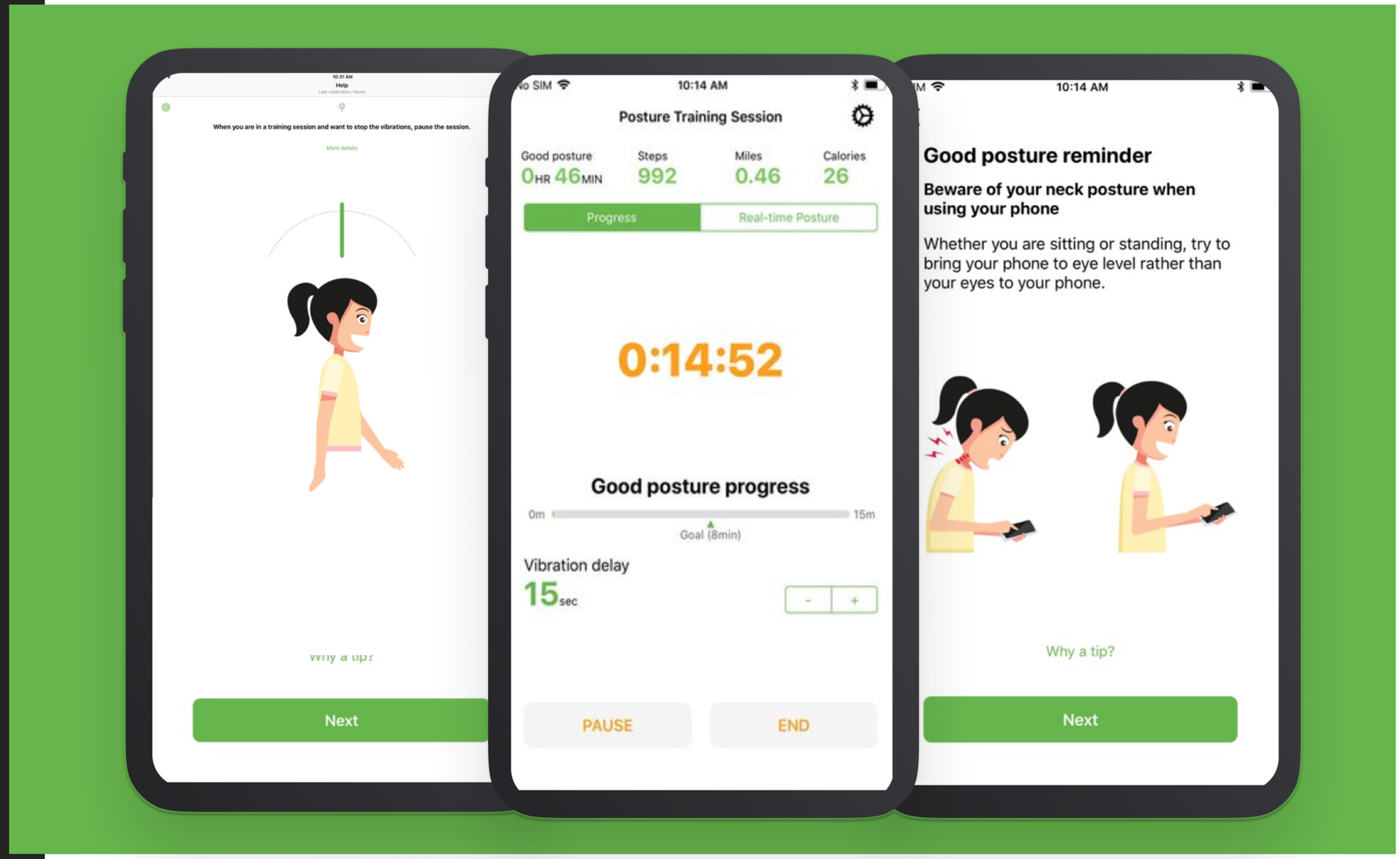
- Lead Designer who incorporated coaching and behavioral design into the experience

TIMELINE & TEAM

- One Developer
- One Designer
- 8 weeks to design and build experience

REQUIREMENTS

- Needed to create an experience around progression and improvement.
- Needed to build on Cooke’s functional pyramid (foundation, strength, power, specificity)
- Needed to set the user up for success by ensuring their bodies where prepared to hold good posture all day long (mobility, strength, endurance).
- Needed to provide real world tips to teach the user what good posture is in different environments (sitting, standing, walking)



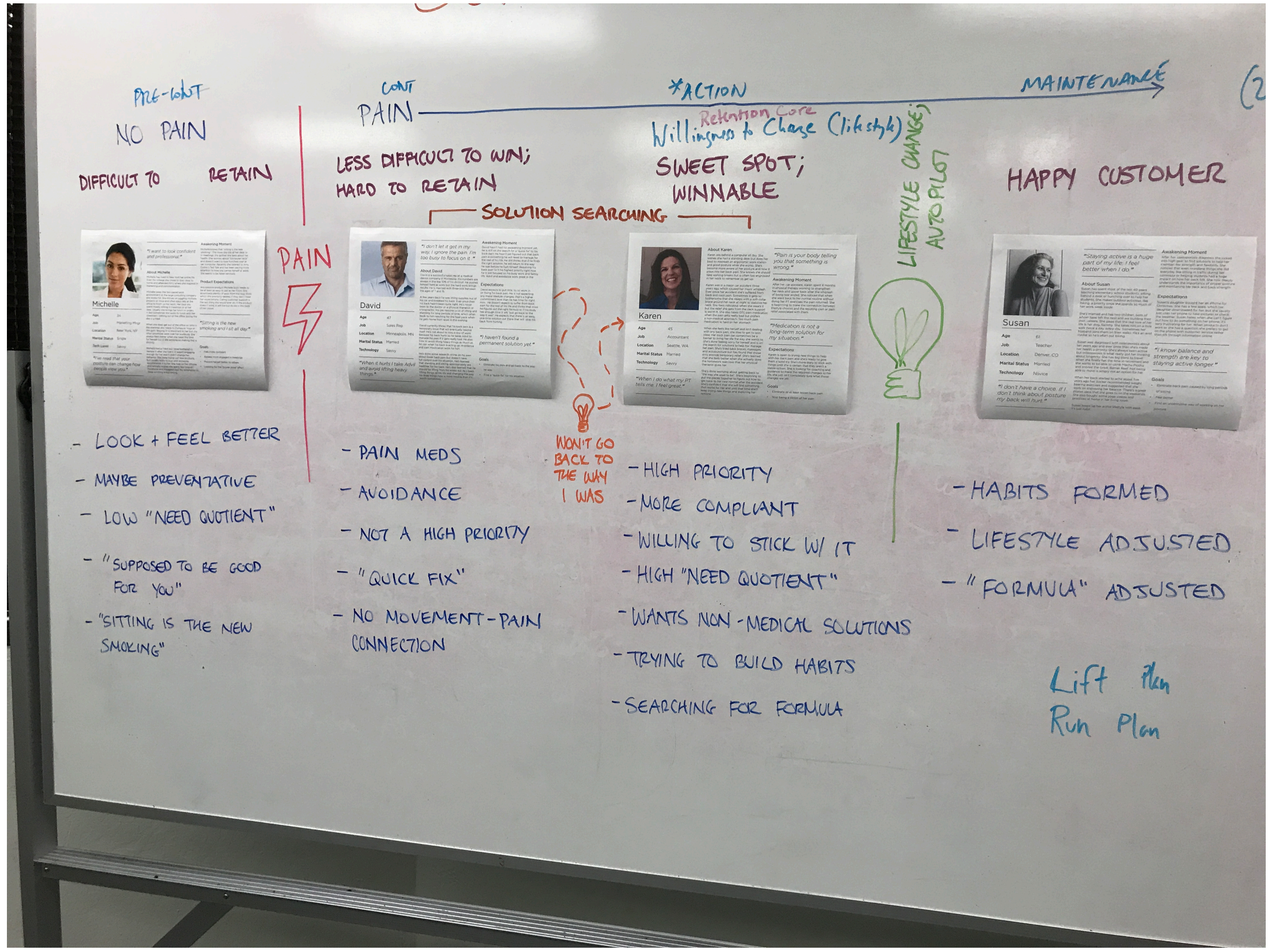
30 DAY PROGRAM

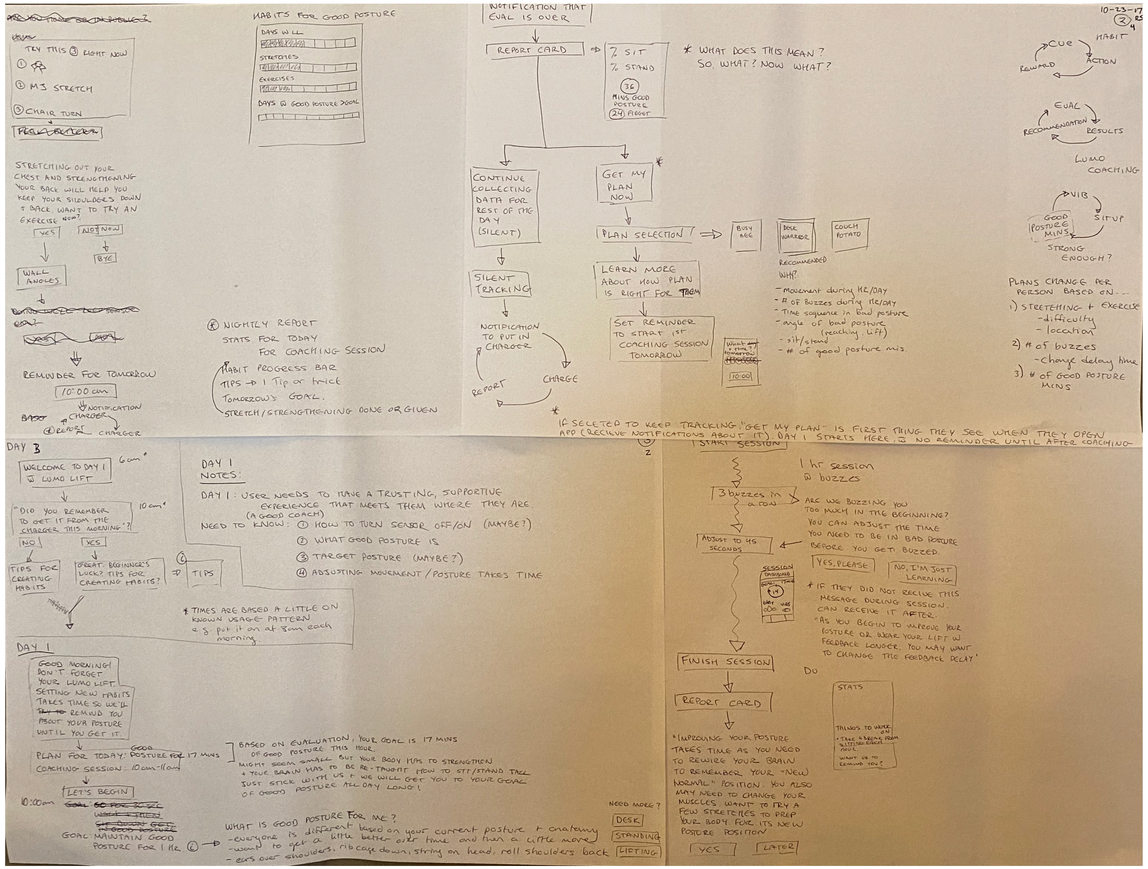
PERSONAS & SKETCHES

* Personas across pain thresholds demonstrated the needs of different cohorts and stage of change highlighted target population.
* Initial concepts looked at how to incorporate a progressive clinical model into the experience.

LEARNINGS

- User research showed that new users enjoyed the additional tools to get their bodies up for success.
- Teaching in the moment / in context was an important concept to anchor on.





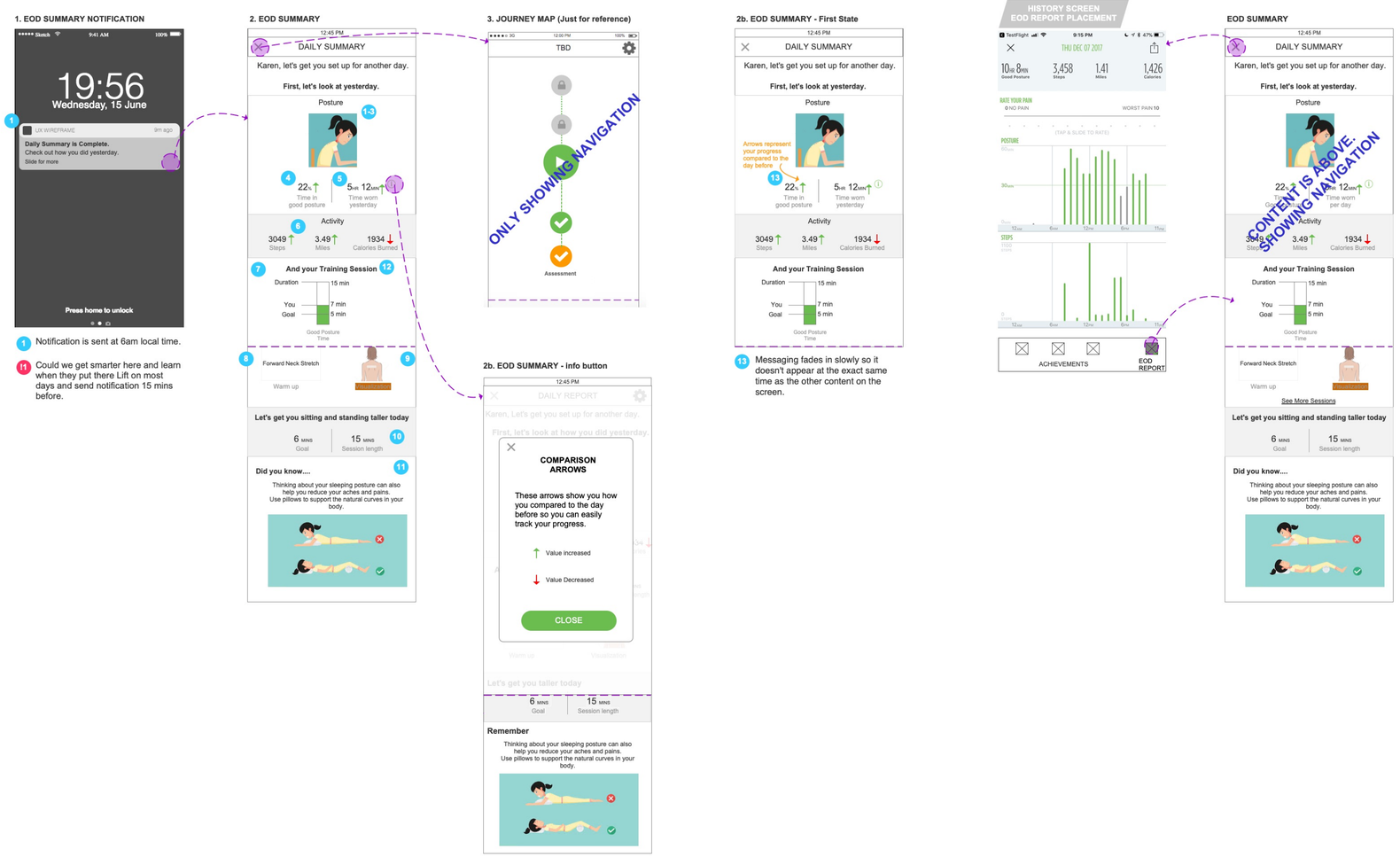
30 DAY PROGRAM

WIREFRAMES

- An end of the day (EOD) report was used to summarize the goals and achievements of the user.
- It also included additional information to assist the user when they were not wearing their lift.
- This experience split up the tracking and coaching hours so users could have practice sessions where they experienced haptic feedback and tracking sessions where the buzzing would be silenced.

KEY OUTCOMES

- The engagement in the first 30 days increased 3x with new users following this re-design.



1 Notification is sent at 6am local time.

11 Could we get smarter here and learn when they put there Lift on most days and send notification 15 mins before.

13 Messaging fades in slowly so it doesn't appear at the exact same time as the other content on the screen.

Screen 2 Annotations

1 Avatar displayed is based on how the user did during the evaluation.
Avatar A (displayed above in wireframe): 0-33% of time in Good Posture
Avatar B: 34% - 75% (see annotation 34)
Avatar C: 76% - 100% of time in Good Posture (see annotation 35)

2 Avatar B image utilizes the same text as Avatar A i.e. "[Name], let's get you sitting taller."

3 Avatar C image utilizes different text from Avatar A and Avatar B i.e. "Karen, fantastic posture, let's keep you sitting tall."

4 This is the number of minutes of good posture during the day compared to the number of minutes that the user wore their Lift. Given in a %.

5 This is the amount of time that the user wore their Lumo Lift during the day. This is cumulative.

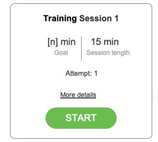
6 See Pop-up for explaination of arrows. If the value is the same as the day before no arrow appears beside the number.

7 This bar graph should match the bar graph from the "Results - success" screen #35 in Doberman for the specific Training Session. Same logic applies here as does for the "Results - success" screen. (2nd priority)

8 Static Image of exercise is here. When user taps on it they can see the exercise again. (Same screen that they see during their Training Session)
Link to Images:
(2nd Priority)

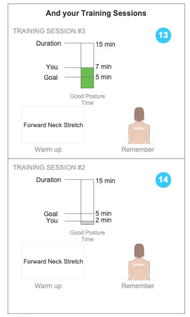
9 Static Image of visualization is here. When user taps on it they can see the visualization again. (Same screen that they see during their Training Session)
Link to image:

10 Same goals for their next Training Session that appear on the journey map box.



11 Variable content.
Both the Content and Image will change daily.
Link to Content:
Link to Images:

12 If there are multiple sessions. The title becomes plural "And your Training Sessions".
See below for how the this section of the report changes.



13 Start with the most recent session and show them in chronological order.

13 The bar is a different color (something muted) if the user does not surpass their goal during the session. This should match the bar on the report during the session.

ATHOS TRAINING SYSTEM

UX/UI inconsistency Improvements

Over years of iteration, the App began to have inconsistencies and frustrations in the UX flow. The goal of this project was to improve the professionalism of the app and create a more seamless experience.

MY RESPONSIBILITIES

- Lead UX Designer responsible discovering and improving inconsistencies
- Product Manager who created user stories and

TIMELINE & TEAM

- One Developer
- One Designers / Product Owner
- Two months to design, conduct user research and build audio experience

SUCCESS CRITERIA

- Users are able to onboard and complete tasks in the app without needing tutorials or coaching marks to help them navigate
- Our white glove service can be removed during the first two weeks of product adoption
- There is a reduction in our customer support tickets enquiring about where to find features in the app

Information Architecture

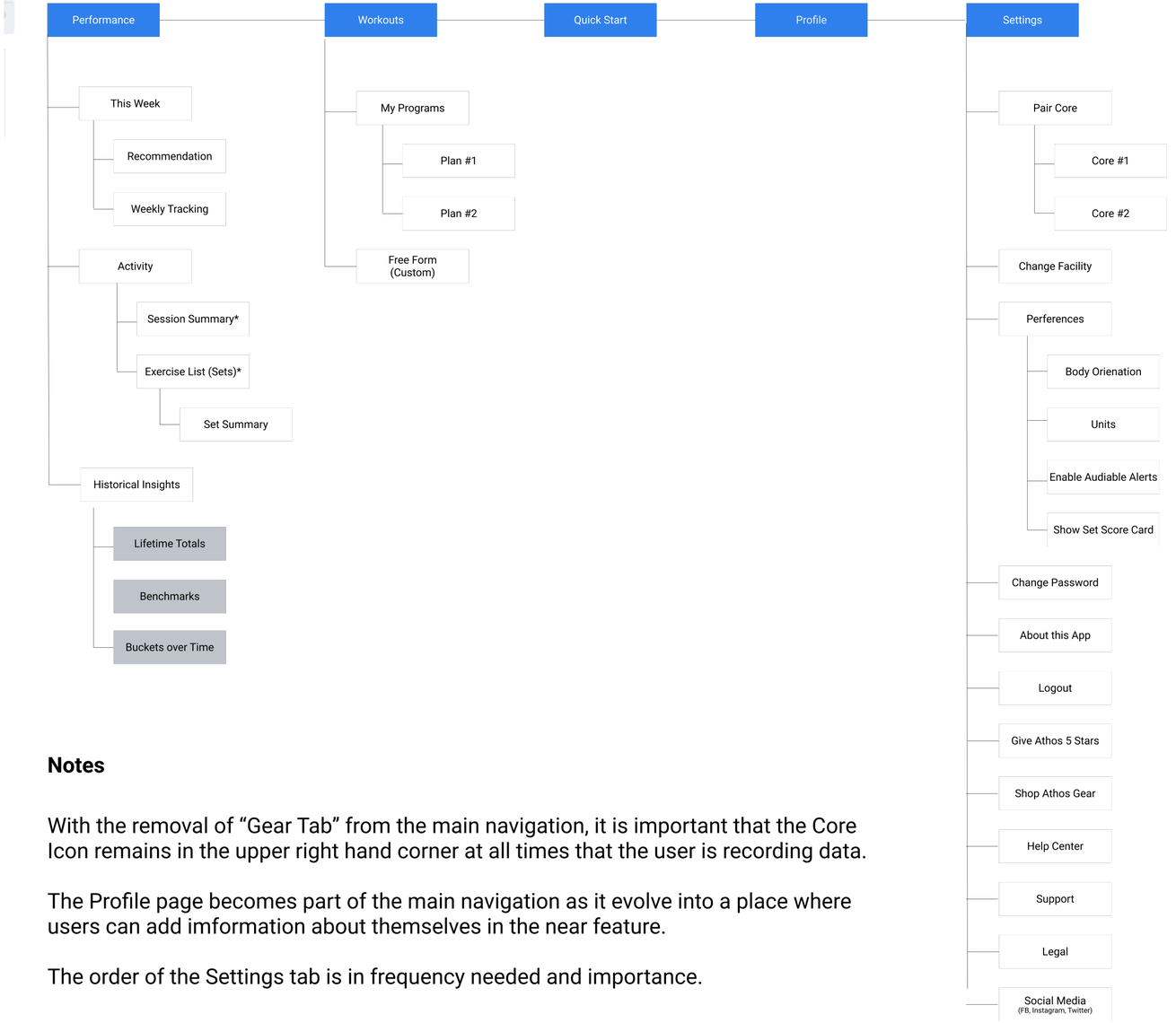
PROJECT

- As part of the new flow through the app, the information architecture needed to be redesigned
- Previously users had to pair their core every workout but only once with the new hardware
- User researched showed users wanted to start a workout before setting up their program
- Analytics demonstrated the need to remove the favorites button and the Athos workouts under “Workout” as they were unused.

KEY OUTCOMES

- Gear pairing was moved to settings
- Settings was designed using Apple Human Interface guidelines
- One design system was used throughout the entire app

Proposed App Navigation



Notes

With the removal of “Gear Tab” from the main navigation, it is important that the Core Icon remains in the upper right hand corner at all times that the user is recording data.

The Profile page becomes part of the main navigation as it evolve into a place where users can add imformation about themselves in the near feature.

The order of the Settings tab is in frequency needed and importance.

Settings ReDesign

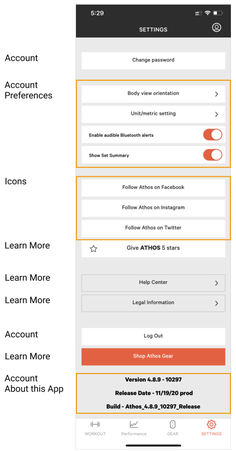
PROJECT

- Screens needed to be translated from the current design system to a new design system
- Flows needed to be updated to fit user's expectations of a settings screen and to better oriented the what they were looking for

OUTCOME

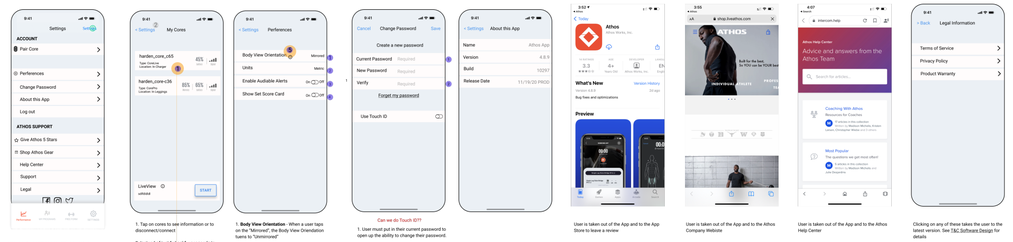
- User researched results demonstrated that users like a traditional iOS settings style
- Information was placed in a hierarchy style to help users navigate through the screens

Current Settings Design



Current Gear Tab Designs

New Settings Design - following iOS style for settings



Can facility in Settings or Profile or both?

1. Tap on cores to see information or to disconnect/connect

2. Instead of just "< back", user needs to know where they are going back to

1. **Body View Orientation** - When a user taps on the "Mirrored", the Body View Orientation tuens to "Unmirrored"

2. **Units** - When the user taps on "Metrics", the units change to "Imperical"

3. **Enable Audiable Alerts** - If toggle is on, then user hears all audiable alerts, including button taps and timers.
Default: ON

4. **Show Set Score Card** - If toggle is on, then user sees Set Cards for all exercises with RPE > 2.
Default: ON

5. **Info Button** - pulls up the modal to show what mirrored and unmirrored looks like. (see modal below)

Can we do Touch ID??

1. User must put in their current password to open up the ability to change their password.

2. Verification. Either need to verify the new password (option shown in wires) or make it so we can hide/show new password

User is taken out of the App and to the App Store to leave a review

User is taken out of the App and to the Athos Company Website

User is taken out of the App and to the Athos Help Center

Clicking on any of these takes the user to the latest version. See T&C Software Design for details

Another Option

Core Pairing

1.When the user taps on the name (e.g harden_core_C65), the name is replaced by a curser and the keyboard appears (screen to the right)

1. When the user taps on "Disconnect" button, the core is disconnected and the spot becomes empty (next screen - Core 1 is now empty and ready to connect to a core.

1. When the user taps on "Core 1", the nearby cores that are available to connect to this App appear. (see next screen). Same as current behaviour.

1.List is only of cores that are available to pair with this App. Any core nearby that is already connected to an App will not show up. Same as current behaviour.

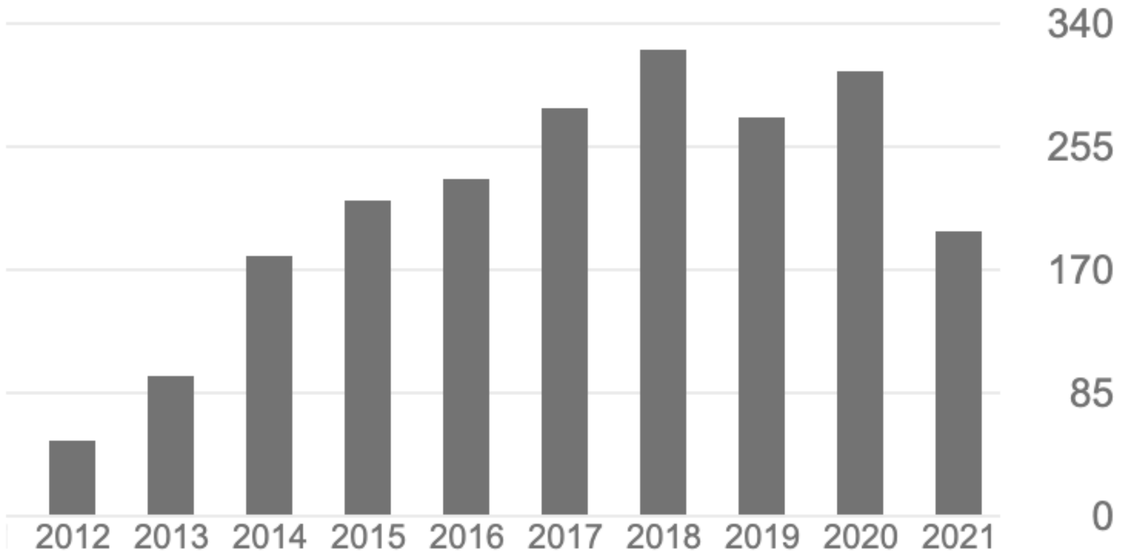
2. User taps on the core and the list of features appears. Same as when the core is connected and the user taps on the core.

Publications

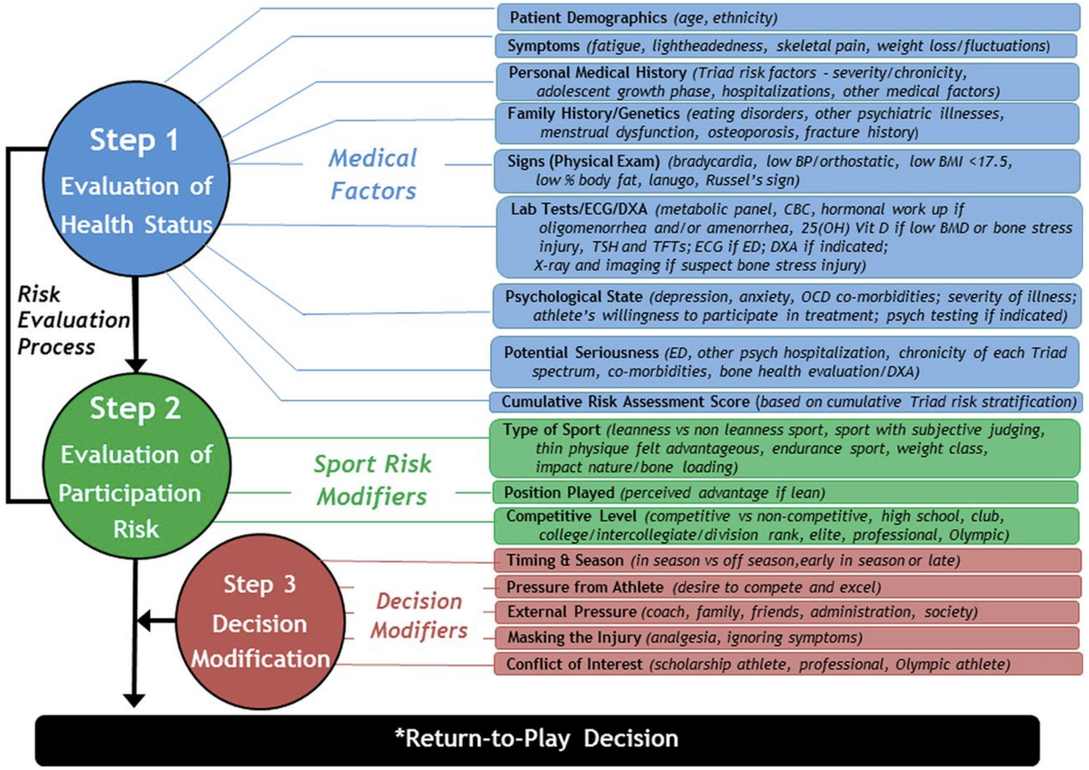
During my career, I've published 6 1st Author papers, plus over 30 coving such topics such as papers on Return to Play Decision Making, ACL prevention programs, and other sport science topics. The following are two highlights of my projects and activities.

For a complete list, click here.

Rebecca's Citations since 2012



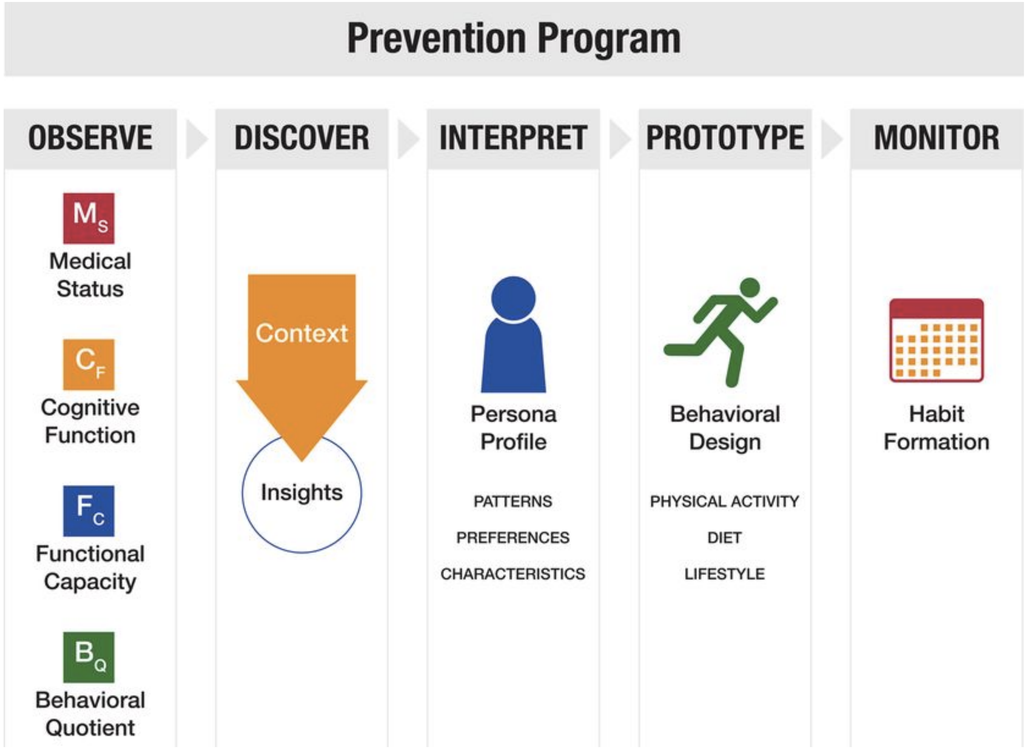
Collaborators



PEER REVIEWED ARTICLE

Landmark article that includes our model that helps clarify the processes that clinicians use consciously and subconsciously when making RTP decisions. Providing such a structure should decrease controversy, assist physicians, and identify important gaps in practice areas where research evidence is lacking. This article has been cited 167 times and used in multiple National and International societies guidelines for Return to play decision making.

Pubmed Link



PEER REVIEWED ARTICLE

A collaborative article with LUMA co-founder Chris Pacione, We begin to explain that bridging the knowing-doing gap in the prevention of chronic disease requires deep appreciation and understanding of the complexities inherent in behavioral change. The tools of human-centered design, used in conjunction with evidence-based data, hold much promise in providing an optimal approach for advancing disease prevention efforts.

Pubmed Link

THANKS!

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