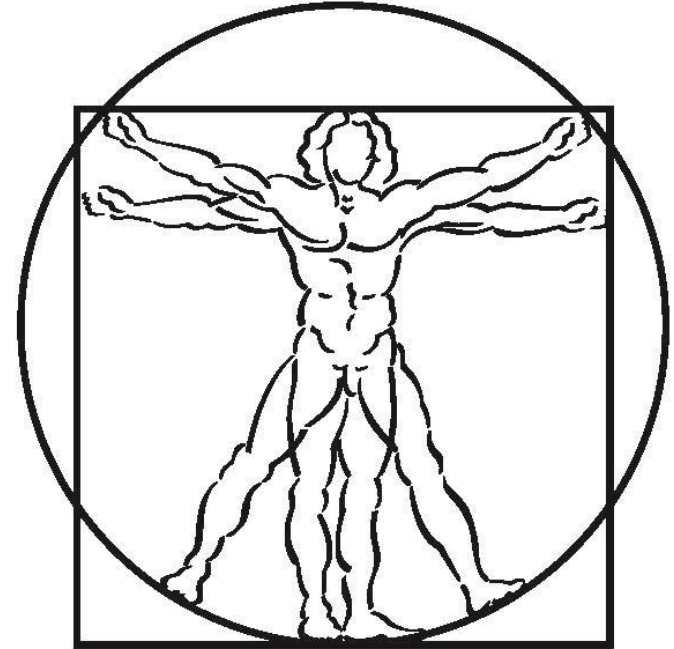


# SmarTherapy

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RESEARCH FINDINGS



# SMARTHERAPY

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## SUBJECT MATTER EXPERT INTERVIEW

# SME INTERVIEW

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Elvis H. is a 37 year old male

Is a Payroll Specialist at a staffing agency in Los Angeles, CA

Has torn his ACL twice, but only one surgery + physical therapy

# SME INTERVIEW

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Elvis believes SmarTherapy would be perfect for tech-savvy post-op patients with limitations for physical therapy

The app would be beneficial for those on budgetary and time constraints

Elvis believes that this would benefit those who need PT but also understand that some may not opt for therapy

# SME INTERVIEW

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It may be advantageous for to include videos of exercises and have it self record patients doing the exercises

Elvis stated that progress and accountability would be key in the success of the app.

# SME INTERVIEW

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Jane T. is a 62 year old female

Is a researcher at a major hospital in Grand Rapids, MI

Has had knee replacement

# SME INTERVIEW

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Jane believes SmarTherapy would be perfect for post-op patients for minor surgeries or those graduating from physical therapy

The app would be beneficial for those who need continuous PT

Jane believes that this would benefit those who need PT or those graduating from seeing a regular physical therapist

# SME INTERVIEW

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It may be advantageous for to include videos of exercises and have it connect to real time applications (Skype, Hangouts, Facetime) for immediate feedback

Jane stated that progress and accountability would be key in the success of the app.



# SME INTERVIEW

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Jennifer P. is a 40 year old male

Is a Teacher/Tutor in Philadelphia, PA

Had hip surgery to repair the labrum

# SME INTERVIEW

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Jennifer believes SmarTherapy would be perfect for tech-savvy post-op patients for those who need to continue regular physical therapy

The app would be beneficial for those on budgetary and time constraints

Jennifer believes that this would benefit those who need PT but also understand that some may not opt for therapy

# SME INTERVIEW

---

It may be advantageous for to include videos of exercises and have it self record patients doing the exercises

Jennifer stated that progress and accountability would be key in the success of the app.

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PERSONAS

# PERSONAS

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Based off SME interview and survey results, the two personas developed to reflect the targeted user base

# PERSONA

DESIGNLAB

Creator Jen Battle  
Modified

## PERSONA DEVELOPMENT

### Ed Huerta



"All I ever wanted to do was play soccer. After tearing my ACL, I didn't think it was possible. But using an app helped speed the recovery process."

**AGE** 37  
**OCCUPATION** Financial Analyst  
**STATUS** Married  
**LOCATION** Los Angeles, CA

**GENDER** Male  
**ARCHETYPE** The Working Professional

#### PERSONA BIO

Ed, 37, is a financial analyst who was recently promoted. He welcomes the familiar routine of life, however is passionate about playing in local adult soccer leagues.

Ed tore his ACL two years ago playing and elected to have surgery to repair the tear. He went through months of physical therapy but felt he may have been able to come back sooner to soccer if he had the opportunity to do the exercises at home with an application.

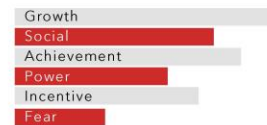
#### GOALS / NEEDS

- Get back close to 100% pre-ACL tear
- Do exercises at home the help process
- Push through the pain

#### FRUSTRATIONS / FEARS

- Recovery process is 8 months on average
- Not being 100% again
- Always thinking about it

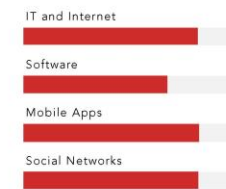
#### MOTIVATIONS



#### PERSONALITY



#### TECH KNOWLEDGE



#### BRAND AFFILIATIONS



# PERSONA

DESIGNLAB

Creator Jen Battle  
Modified

## PERSONA DEVELOPMENT

### Jane Pinson



"I won't let my age or injuries stop me from doing what I love."

**AGE** 45  
**OCCUPATION** Medical Research  
**STATUS** Married  
**LOCATION** Grand Rapids, MI

**GENDER** Female  
**ARCHETYPE** The Working Professional

#### PERSONA BIO

Jane 45, is a researcher who loves being active. As she looks to the future, Jane knows that after her knee replacement and hip surgery, her activities will be limited.

She went through months of physical therapy but felt she may have been able to come back sooner to running if she had the opportunity to do the exercises at home with an application.

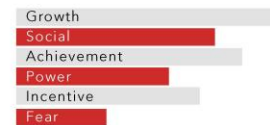
#### GOALS / NEEDS

- Get back to being active
- Do exercises at home the help process
- Continue with exercises

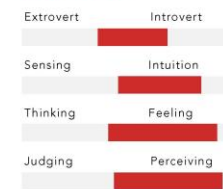
#### FRUSTRATIONS / FEARS

- Recovery process is long
- Not being 100% again
- Always thinking about it

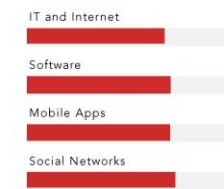
#### MOTIVATIONS



#### PERSONALITY



#### TECH KNOWLEDGE



#### BRAND AFFILIATIONS



# NEXT STEPS

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We'll be segueing into interaction design as our next step in product development.

A feature matrix, sitemap, and user flows will all be developed with a focus on accessibility for patients