
Brandon Finn

Skulpt: 2015 - 2017



"Fashionable"

-New York Times

Brandon Finn

Product designer

11 years as a Product Designer, mobile apps for 8 years, React web app for 3 years

1/2 my career as Lead Mobile Product Designer at 3 Health Tech Products.

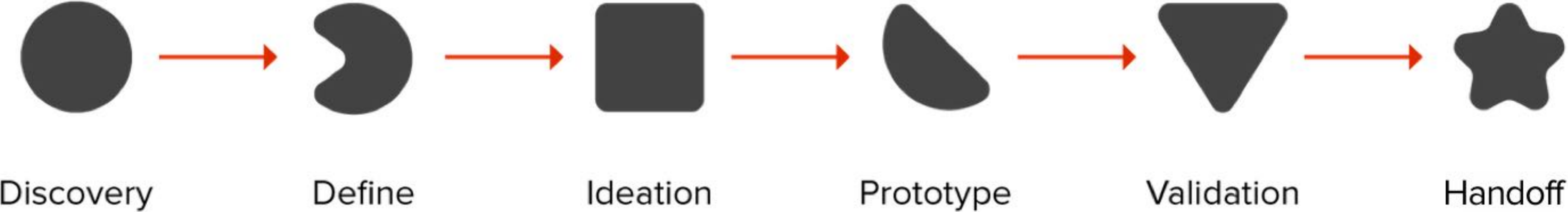
Most recently: Lead Mobile Product Designer at Athos: health-tech wearable EMG sensors woven into compression gear, preventing MSK injury across the Military, Professional and Division 1 sports.

My process: "Data driven Product Designer"

Love surfing, tacos & my tiny bear, Duke

I was recently called "Fashionable" by the NY Times... Might be my all time high point

Process



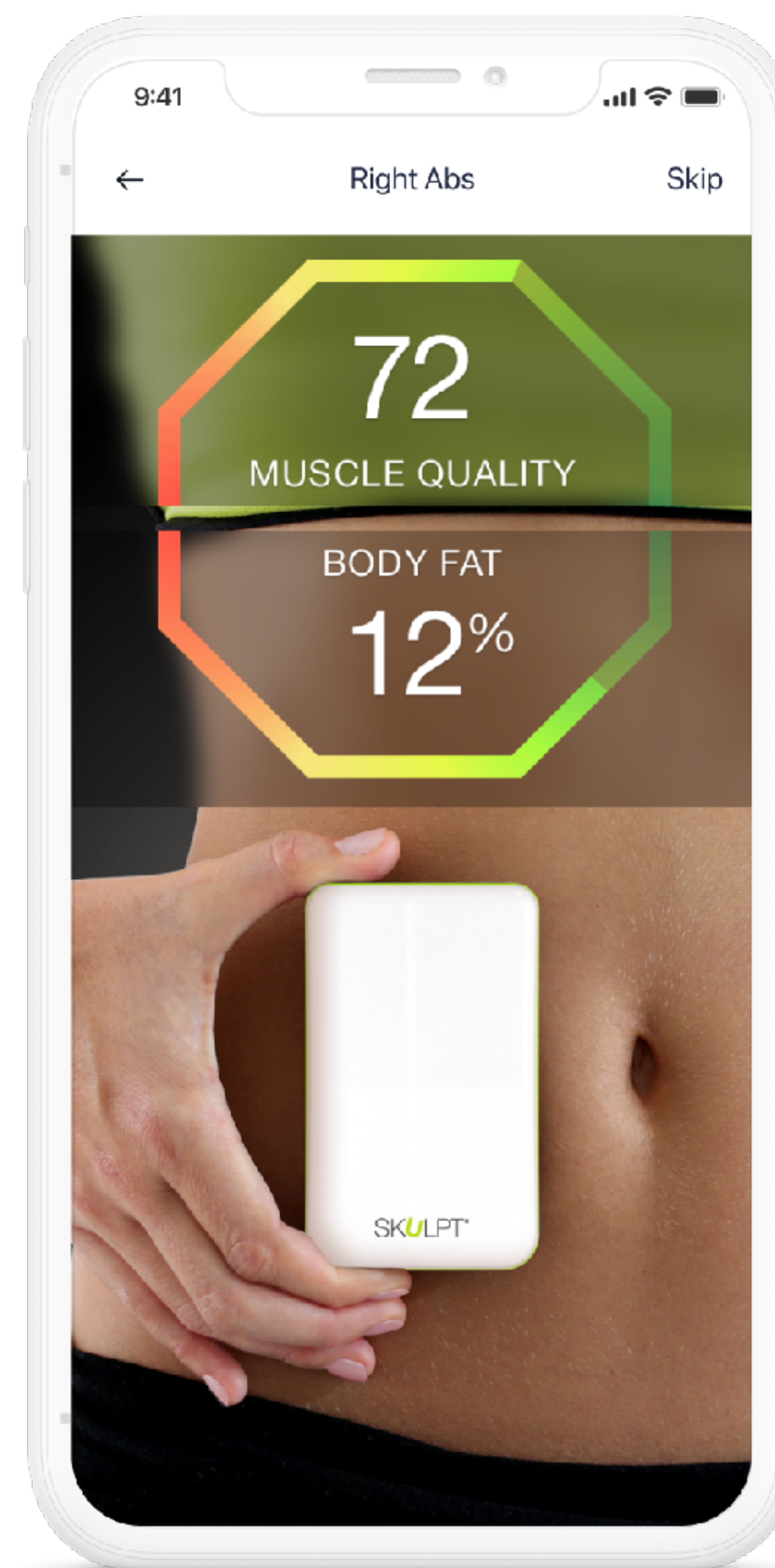
Skulpt

The Product

Problem: Weight is an inaccurate measure of fitness

Hypothesis: Body fat % and muscle quality deliver a more useful and accurate measure of fitness level

Solution: Skulpt is an IoT Fitness device based on revolutionary technology developed at Harvard by founder Dr. Seward Rutkove. It is able to measure body fat % and muscle quality with clinical accuracy in the palm of your hand.



Skulpt

Observe

From testing Skulpt I discovered 2 main points to focus on:

<4% Daily Active Users

Benchmarks for average DAU is 11%, Skulpt was performing more than 30% under the average.

% Body Fat

During user testing Skulpt, a user tester burst into tears in my office because her body fat % was 30%

I really felt terrible, and knew that it was my job to make sure our users could avoid such pain.

Design

Identified the two main user needs to focus on:

"Give users a reason to use it every day"

"If people see high body fat the first time, they will never use the product again"

Before & After Skulpt

Before

The app had total of 3 functions

- Measure Body Fat
- Measure Muscle Quality
- Display measurements

UX Research

Users **didn't buy Skulpt for what it did**, but rather for what you **could do with the information**.

Interviews with current users uncovered a treasure trove of possible features that users were dreaming of...

This is a classic engineering driven company

"The simplest possible solution, is the best."

There was a huge opportunity

"...from simply reporting numbers, to giving users real solutions to their issues."



Before & After Skulpt

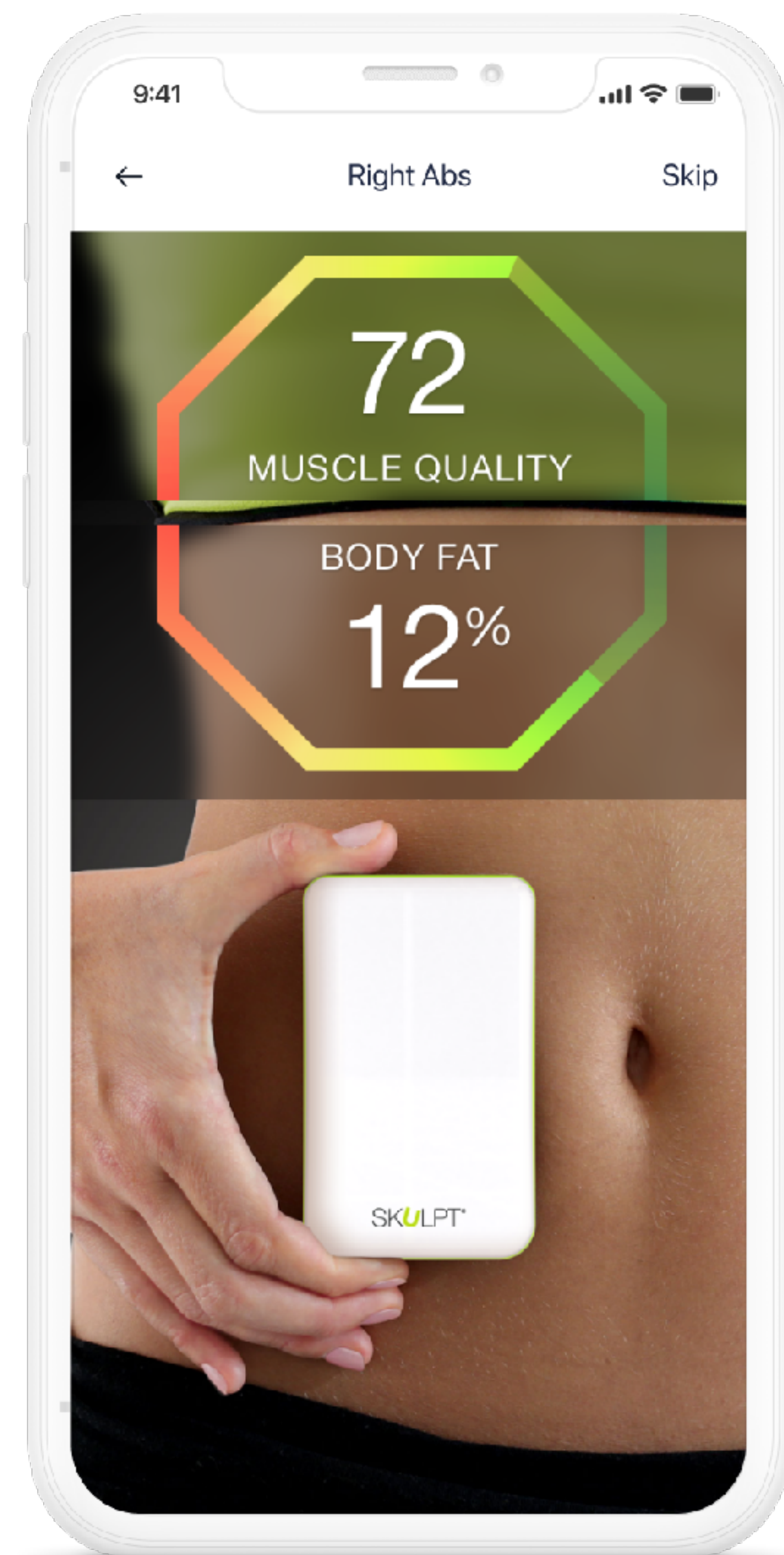
After

Dynamic Measurements

I worked with the firmware team to see how I could get more out of the device. They told us that the device had shipped capable of taking measurements continuously, and displaying them in real-time, but was never implemented.

While testing this feature I found that that users would subconsciously optimize for spots with the lowest body fat, reducing their initial body fat %.

As with a scale, what matters most is gains and losses over time, more than the initial reading. Now Skulpt could effectively encourage users instead of driving them away.



Before & After Skulpt

Validate

Quantitative:

**New firmware displayed
real-time readings**

Qualitative:

**"People will self optimize for a
better experience"**

Results:

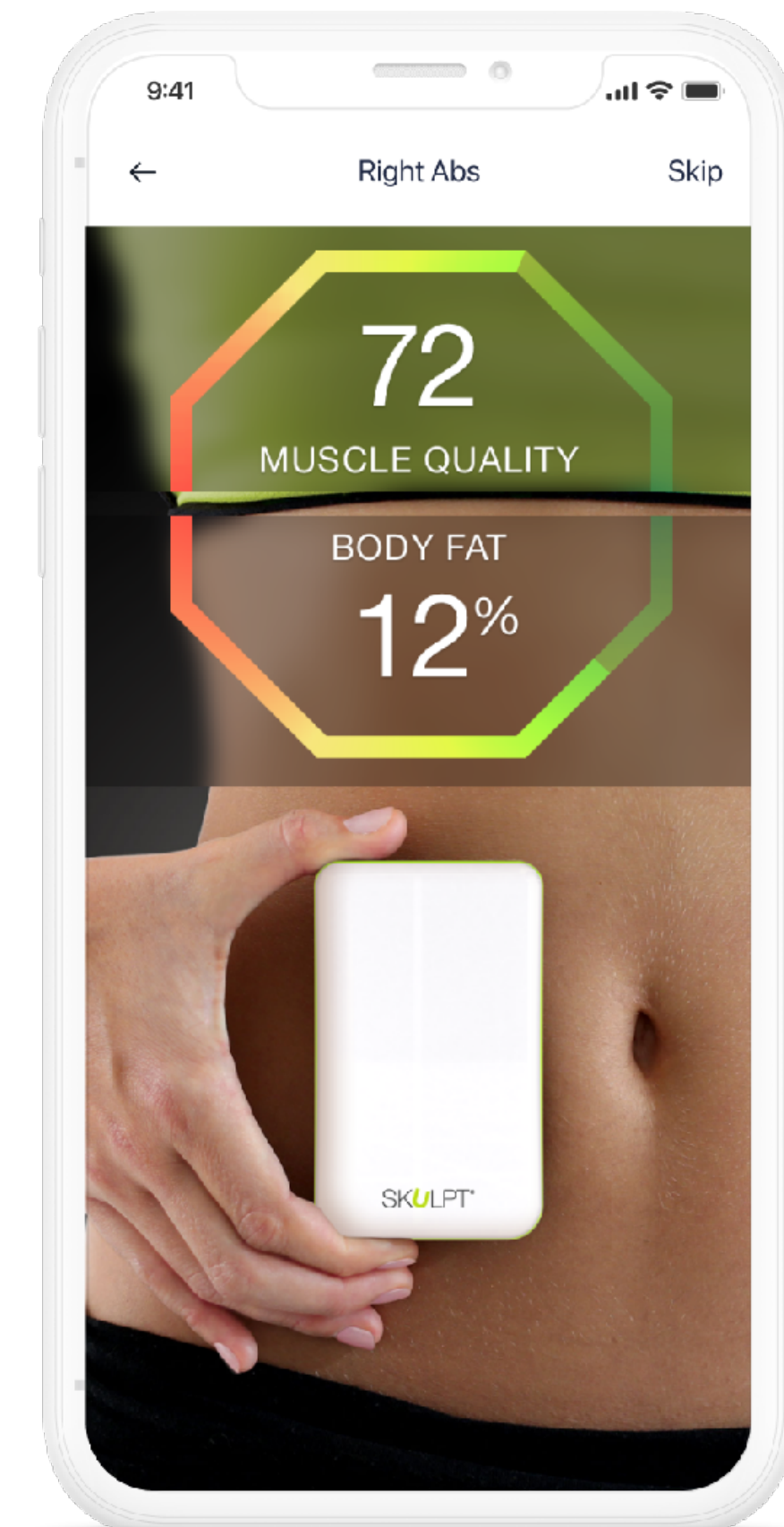
Fixed FTUX

**Improved overall accuracy with more
consistent measurements**

Baseline



Prototype



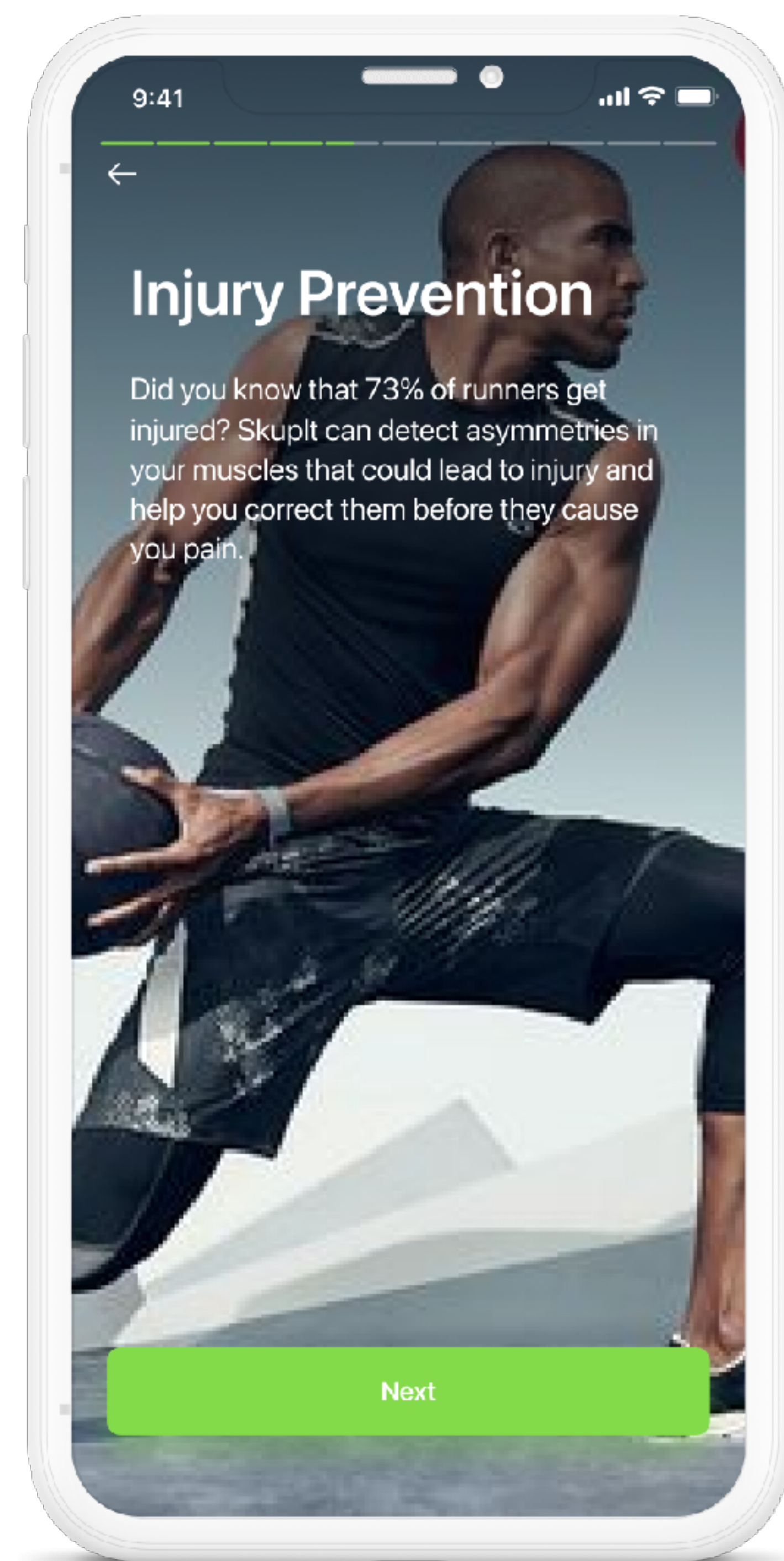
New Features

Skulpt

Injury Prevention

Asymmetry and Imbalance

The number one reason that athletes stop training is injury, with Skulpt's data on muscle quality, we were able to expose muscle imbalances that lead to injury.



New Features

Skulpt

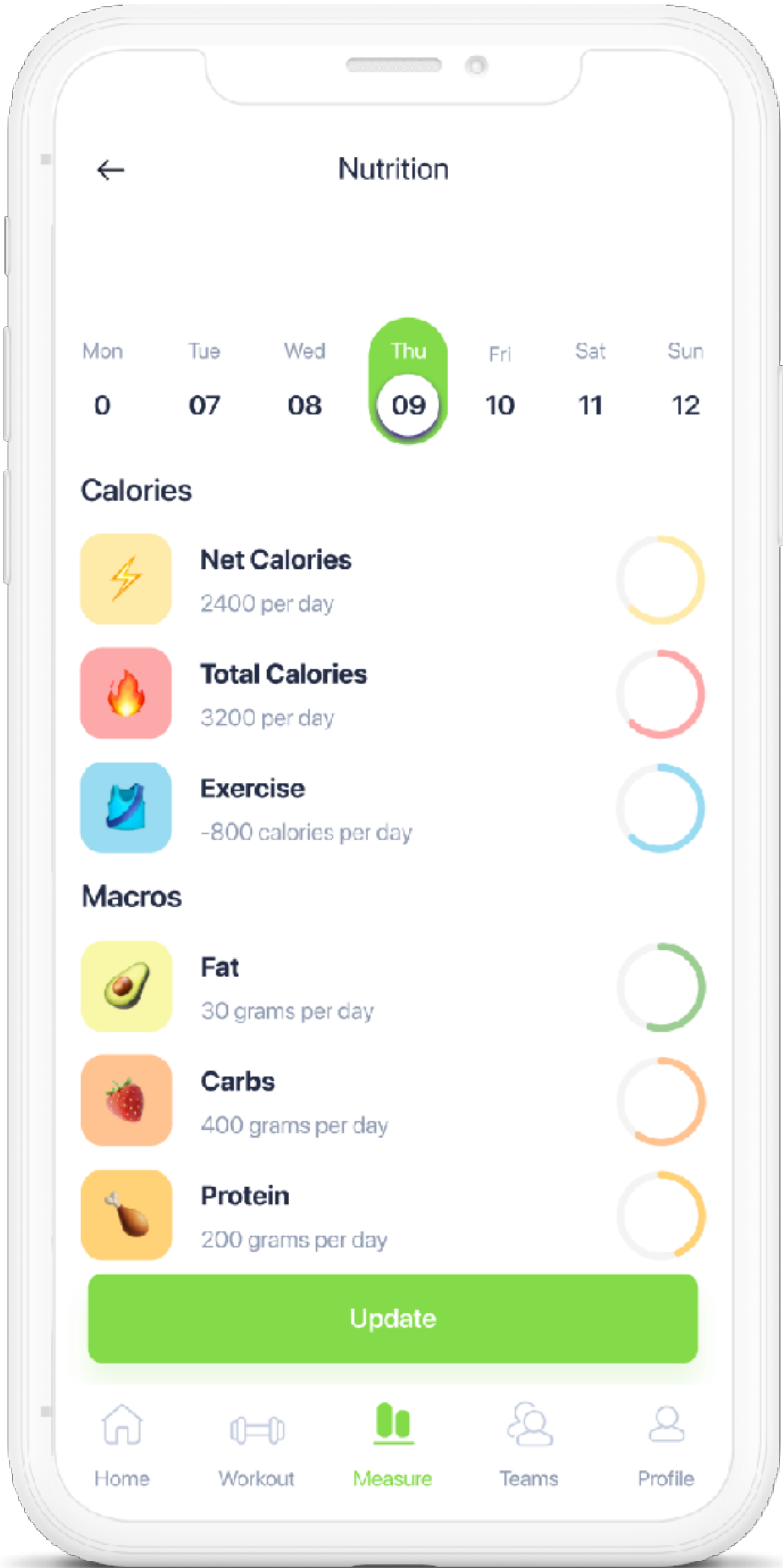
Fitness starts in the kitchen

Nutritional Analysis

One of the main reasons to monitor body fat % and muscle quality is to see:

Is my diet working?

So we designed a feature to correlate macro-nutrients with body fat % and muscle quality changes over time giving suggestions based on that knowledge.



New Features

Skulpt

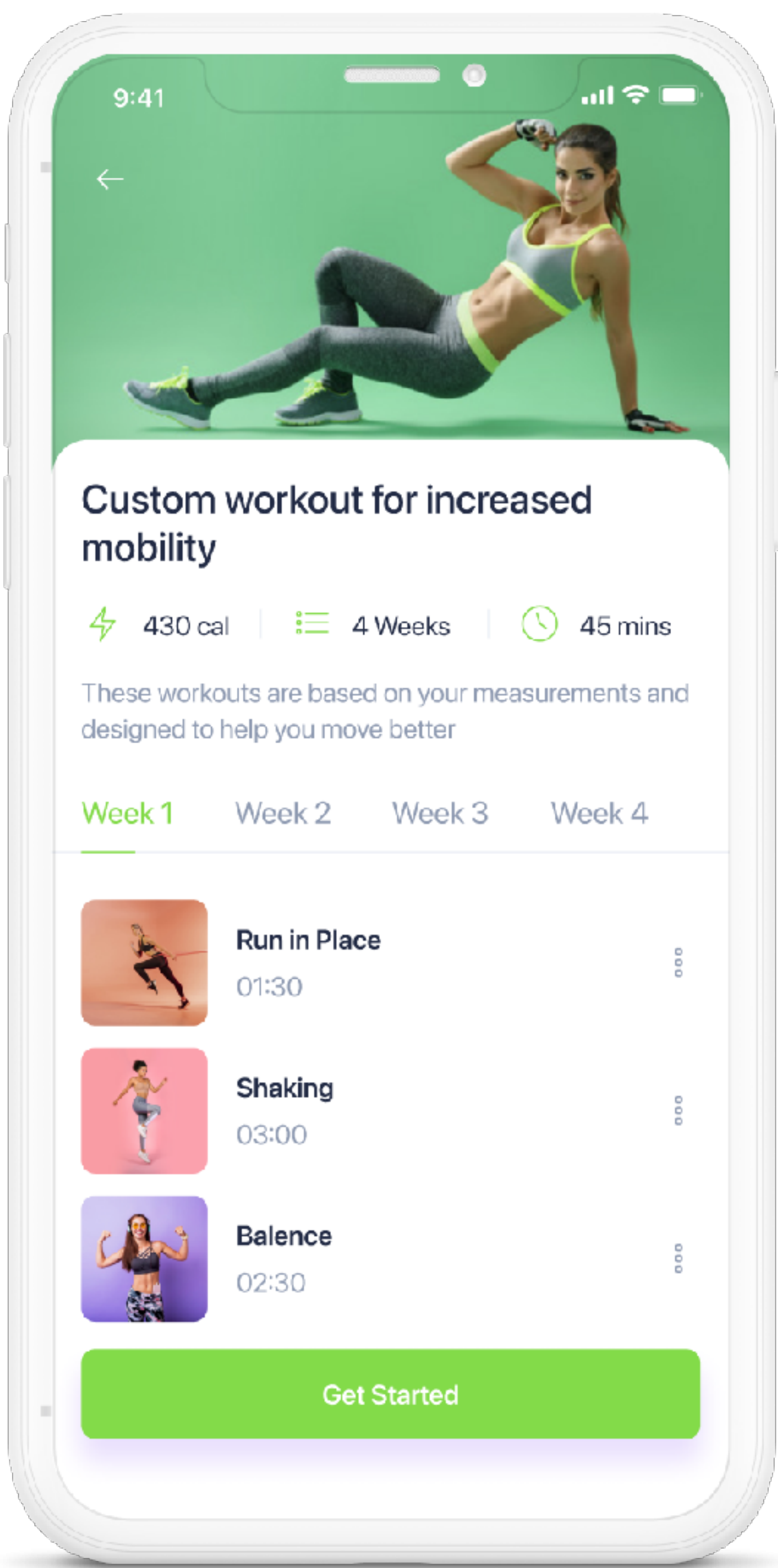
Custom Workouts

"The #1 most requested feature."

A Workout Plan

Users reported they bought Skulpt mostly to improve their workouts... some users had excel spreadsheets where they documented all their readings correlated to exercise routines.

I worked with these "super users" to create an algorithm that would adapt your workout to your muscle development and body fat % over time.



New Features
Skulpt

Social Competition

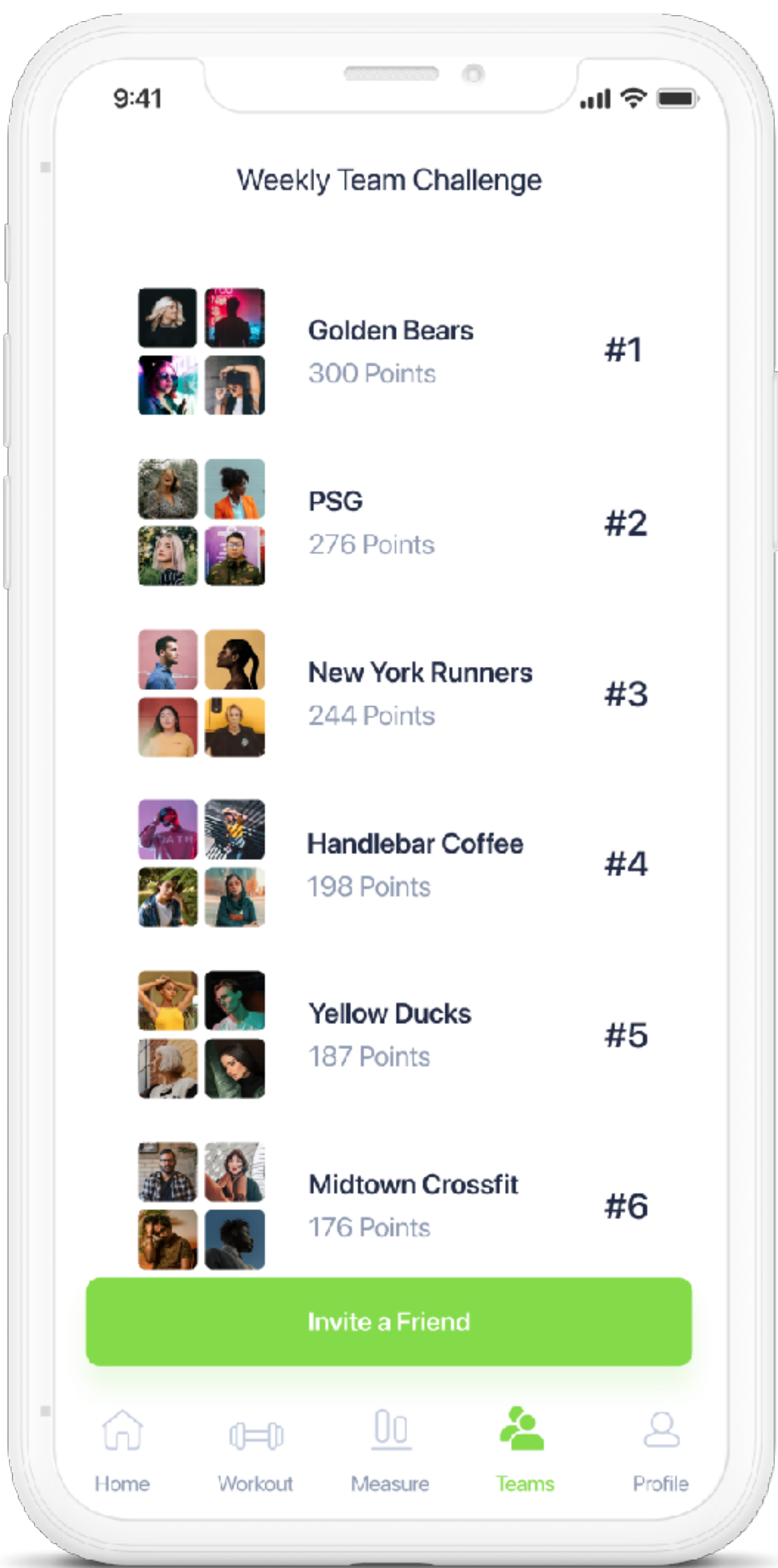
“Increasing engagement at every level”

Weekly Team Challenges

I never design in a vacuum, after researching top competitors, I found that FitBit had increased engagement and viral spread through competitions.

This had never been considered by the stakeholders at Skulpt. They thought of themselves as a device company, not a social network.

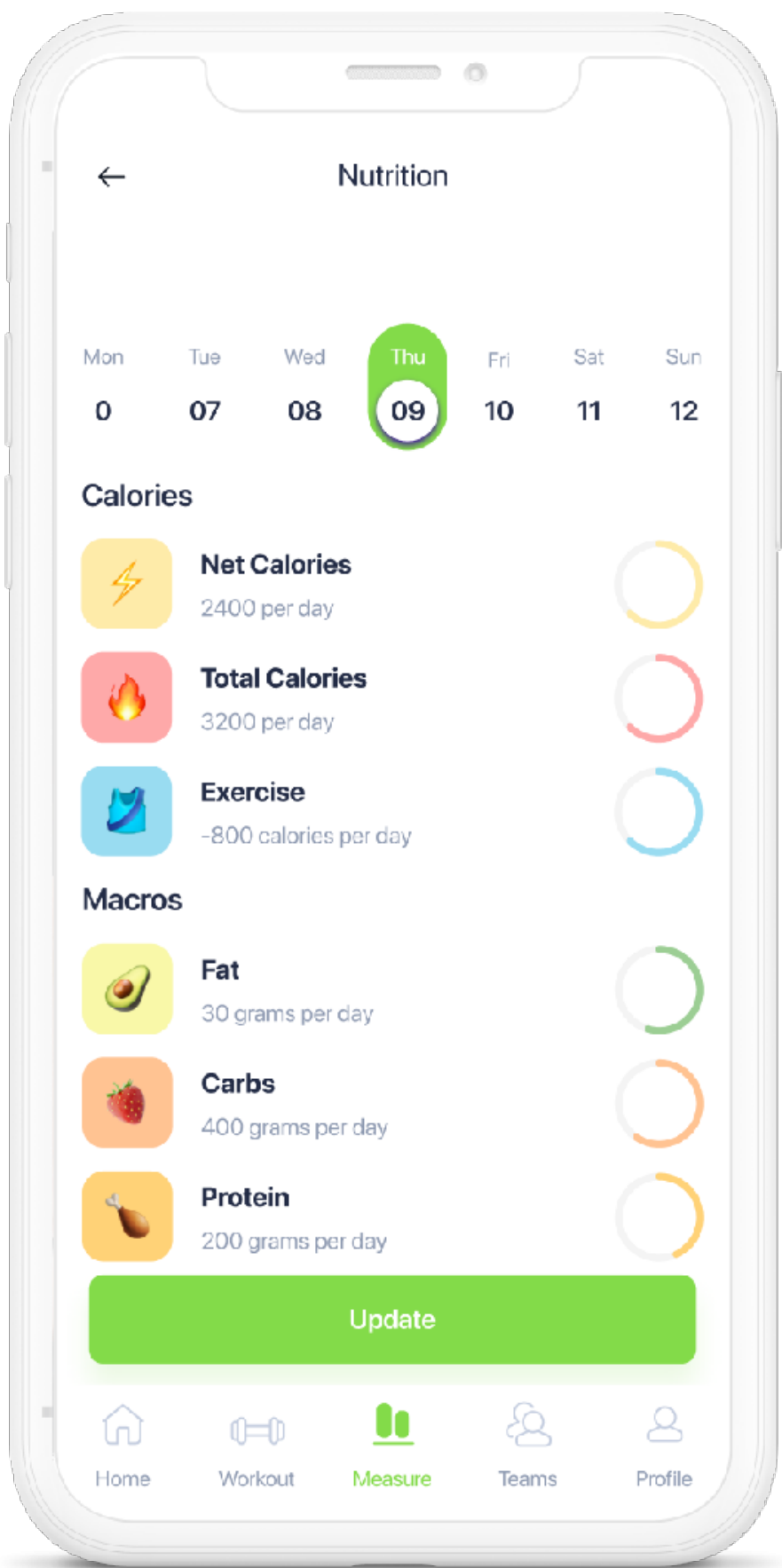
By adding team based competitions, and messaging between teams I introduced a viral loop for user acquisition & a reason to open the app every day.



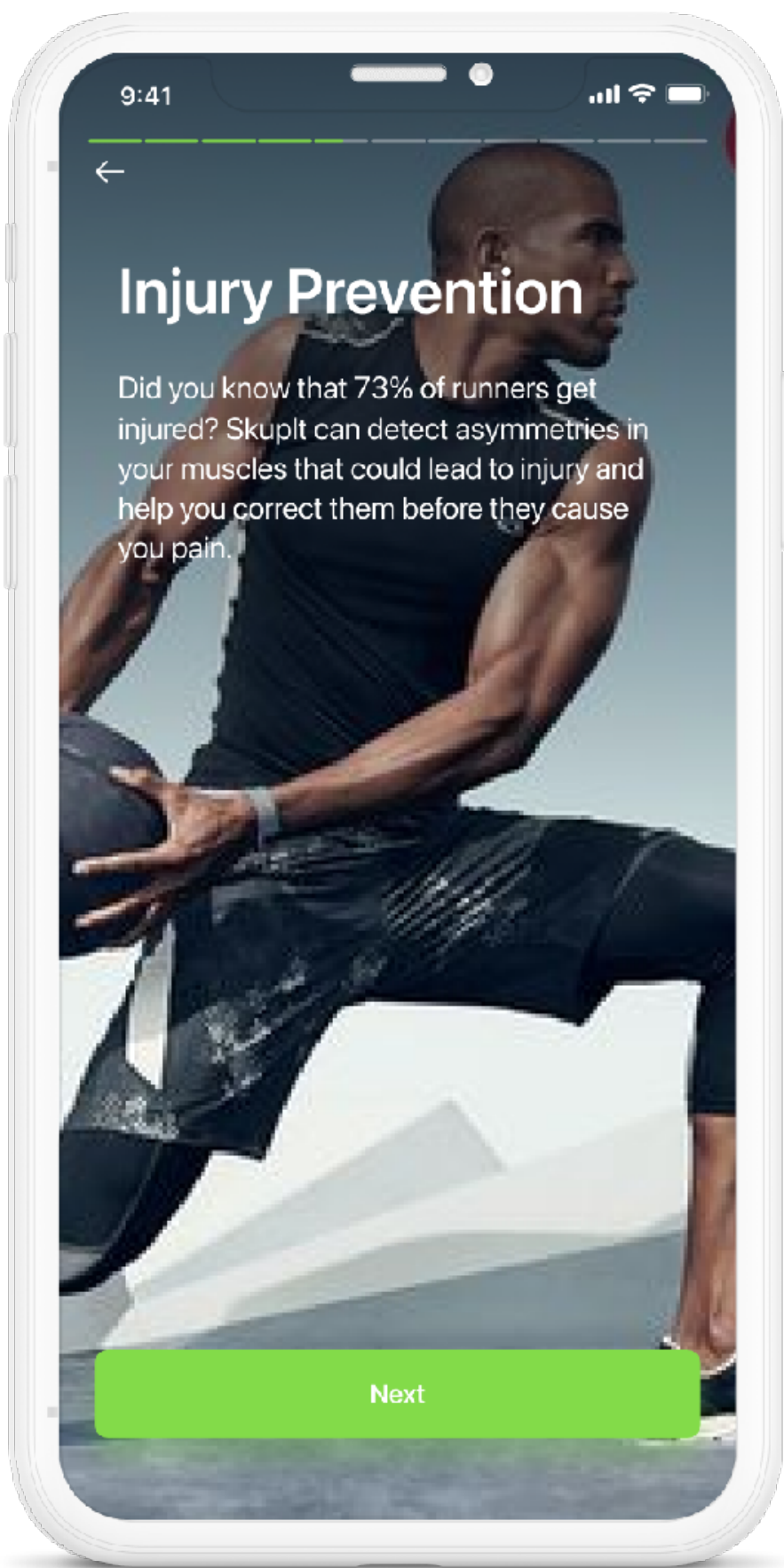
4 Reasons to use Skulpt Every Day

Skulpt

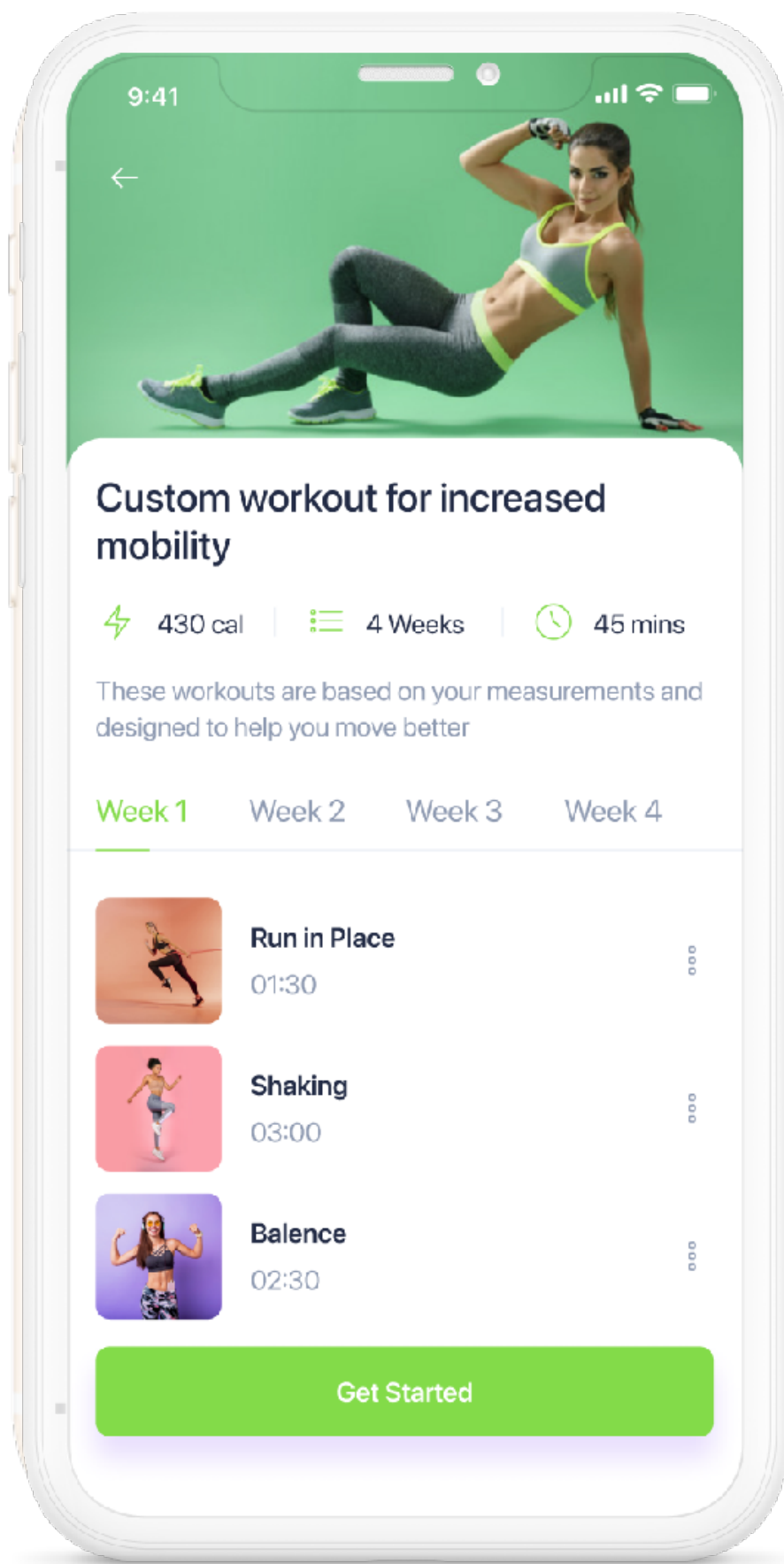
Nutritional Analysis



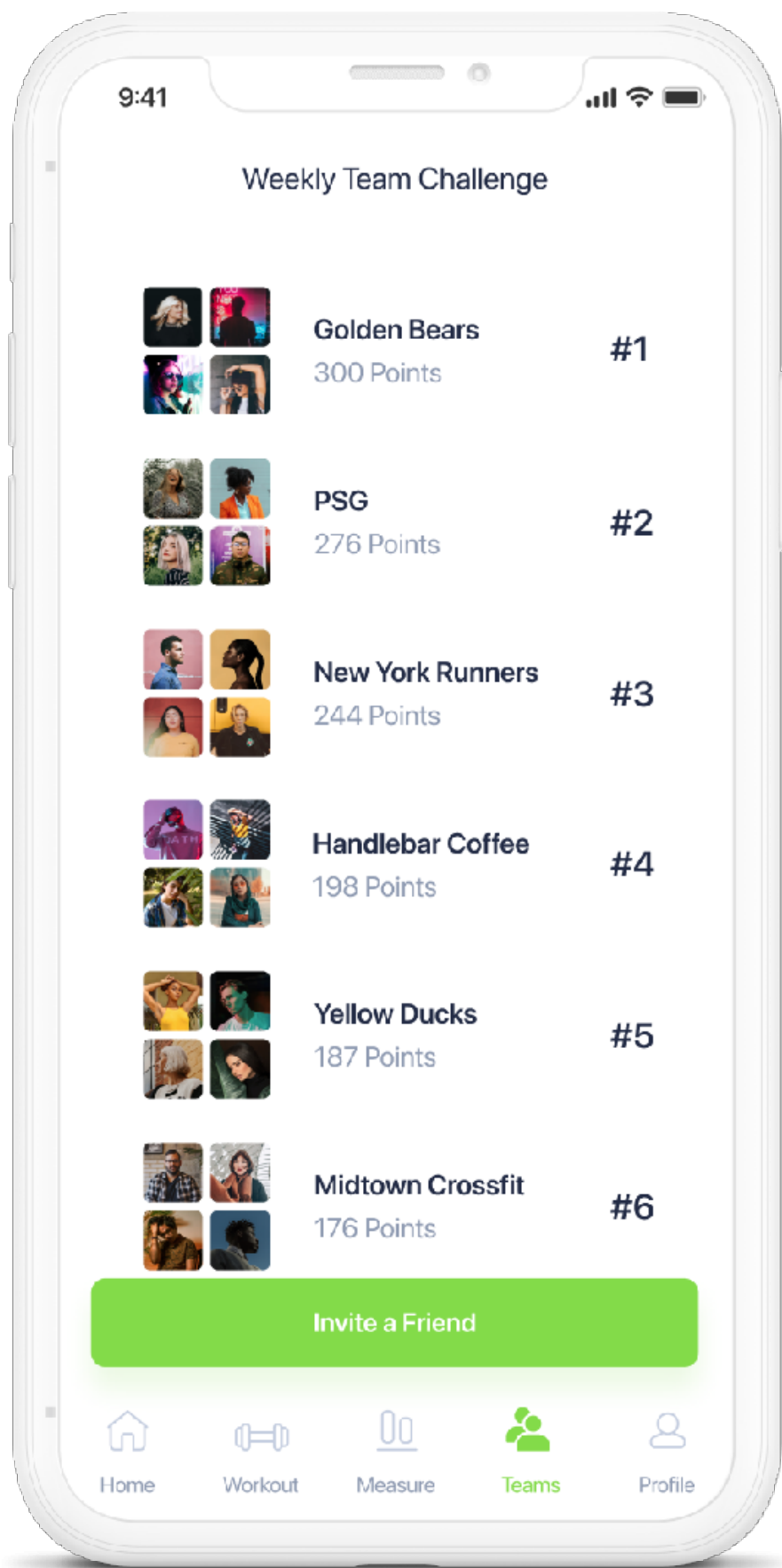
Injury Prevention



A Workout Plan



Social Interaction



Skulpt: Launch & Results

Launch

The new design launched one week before meetings with Best Buy and Target.

There would not be a second chance, if they said “No” it would be years before we could be reconsidered to be sold in-store at two of the largest consumer electronics retailers in the US.

Results

18% Daily Active Users

Increase of over 450% after the re-design, from just under 4% in the old app

Best Buy & Target Say, “Yes!”

The positive app store reviews, growth in user retention, and the visibly improved experience led Target and Best Buy to say “Yes”... this put Skulpt in over 7000 retail locations in the US