



Case Study

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# Lynx

Muselex is a innovation reminder of patient, who suffer the backpain. The app comes along with the functions that can make patient **track** their musel pain **intuitively**, **encourage experiment treatment** and **collect back data**, fu-  
thuring **building the healthy habby**.

# Challenging & Solutions



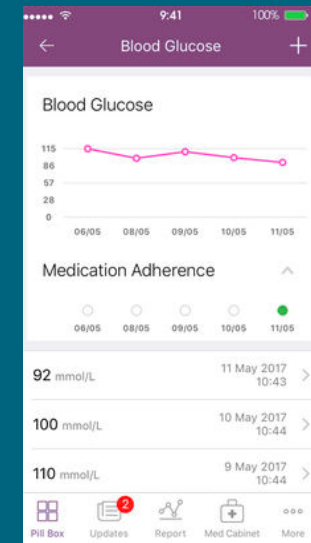
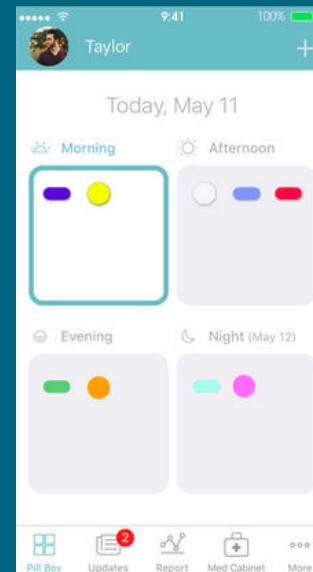
# Research

## Half of US in back pain

Analysis of data from the 2012 National Health Interview Survey (NHIS) has found that most American adults have experienced some level of pain. The analysis helps to unravel the complexities of a Nation in pain. It found that an estimated 25.3 million adults (11.2 percent) experience chronic pain and more than **50% people feels lower back pain** in latest 3 months and most of them **do not take immediately treatment.**

# Competitors

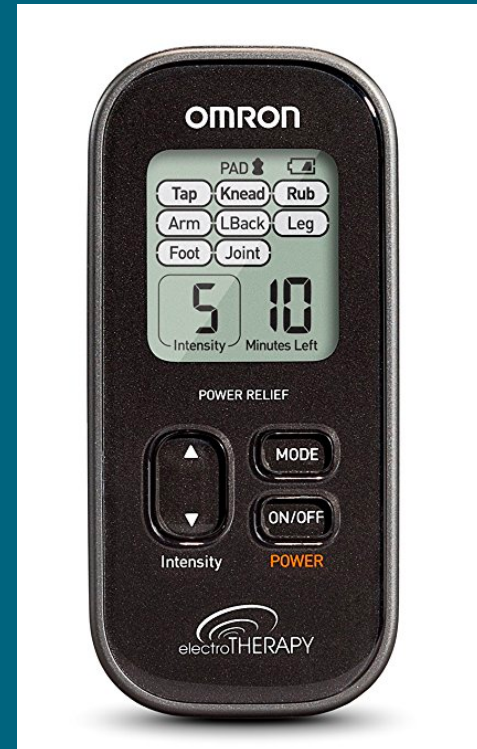
Omron is the leading product in the market place. It's very efficient. However, its lack of tracking system and require you to rate your pain story and locations on the paper and track it by yourself. Besides, the concealment is so tiny that easy to be mis-touch. And the design is boring and cool to people.





# Competitors

Omron is the leading company in the electric treatment for back pain. It is medical study proof that very useful for release back pain. However, it requires people to record pain on the paper and the control is not intuitive to people.



Manage Pain in about 15 Minutes

1 Session	15 Minutes Automatic Shutoff
Maximum Minutes per Session	30 Minutes or 2 Sessions
Maximum Sessions per Day	3 Sessions per Day

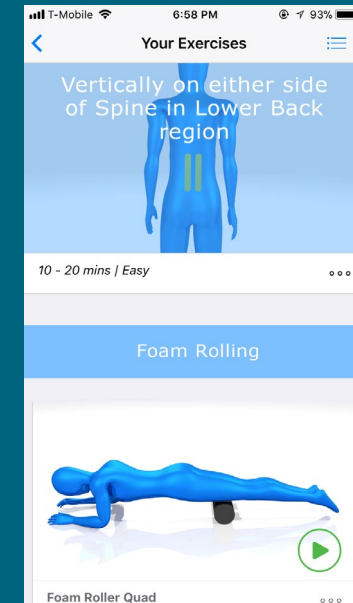
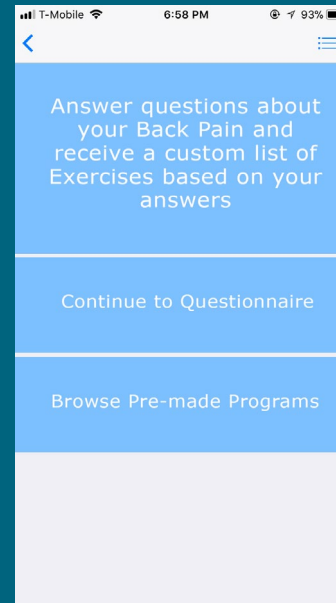
Rate Your Pain

0	2	4	6	8	10
No Pain	Mild Pain	Moderate Pain	Very Uncomfortable Pain	Intense Pain	Most Severe Pain



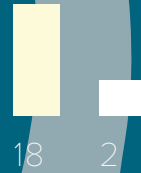
# Competitors

People also seeking doing excess alike Yoga or to reduce their back pain without side effects. Sadly, although we have some apps provides very insightful suggestions in their apps. They do not allow user to record their back pain.



# Quick survey for product need

Do you have back pain problem this half year?



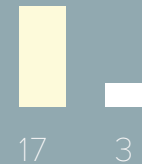
Do you often feel delay about taking treatment?



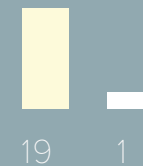
Do you have a habit to record your back condition?



Do you want a reminder to better facilitate you?



Do you like to know more about your back pain data?



YES

NO

# Project Definition

# Theory

## Trigger

Pain & Reminder

## Action

Record the pain

## Investment

Take Treatment

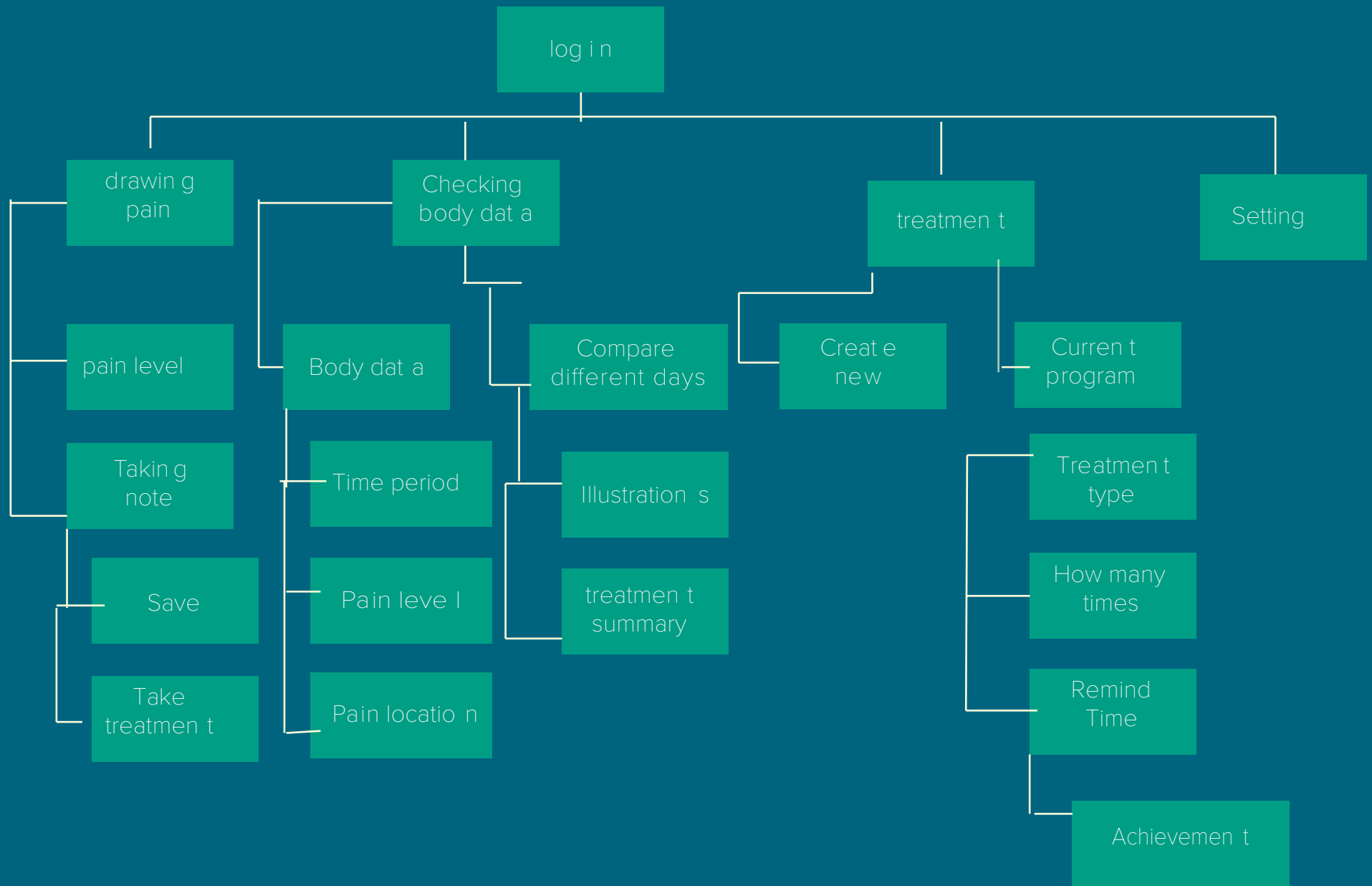
## Variable Reward

Body Illustation change

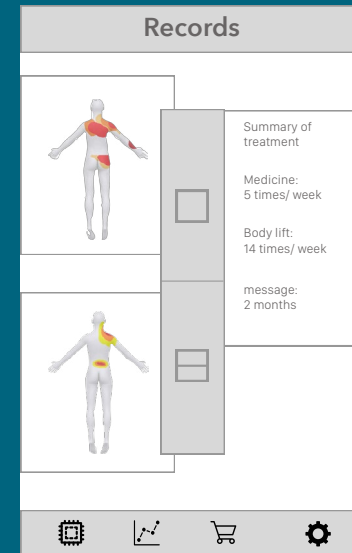
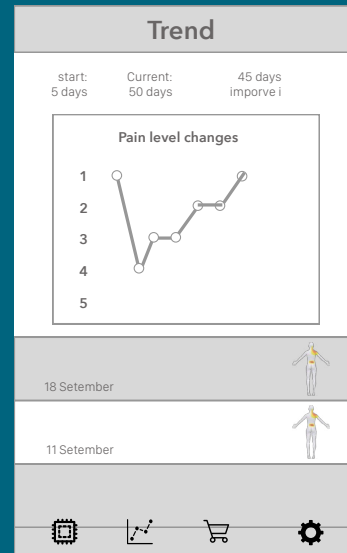
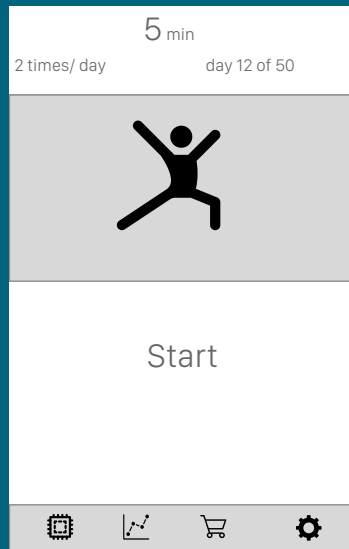
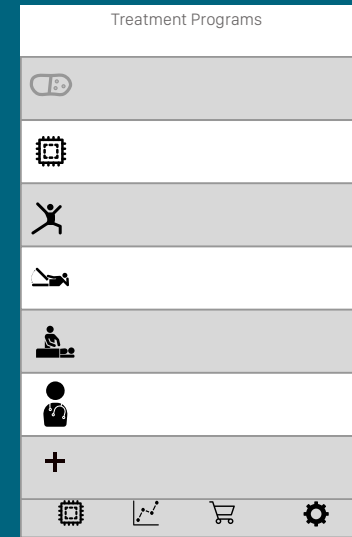
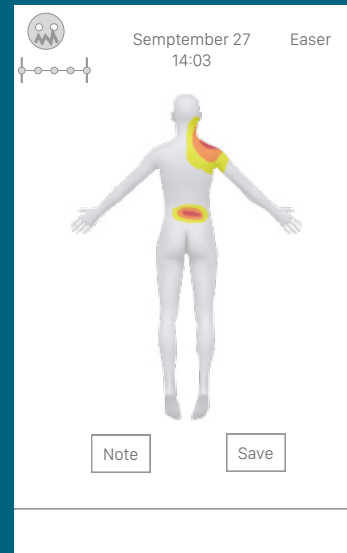
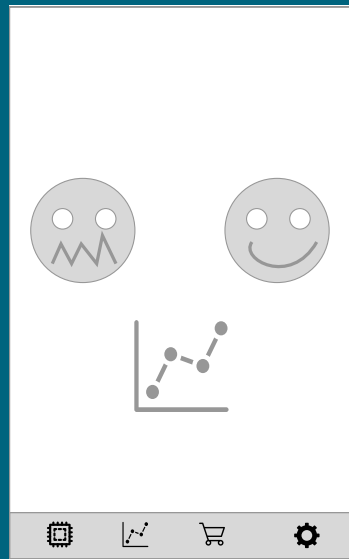
Show progress

Data page

# Information Architecture



# Wireframe



# Persona & User flow



## What's the most effective treatment !

Serious backpain patient

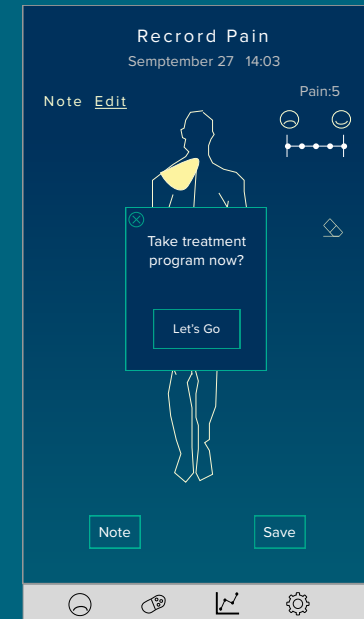
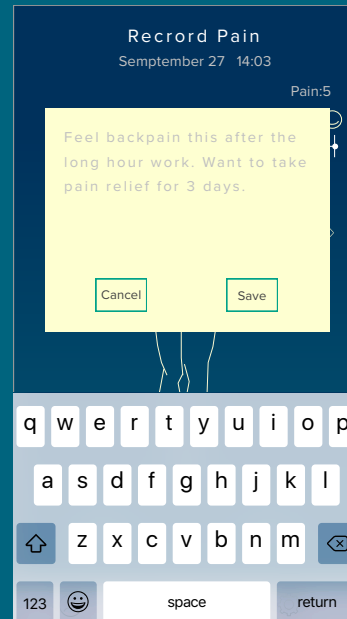
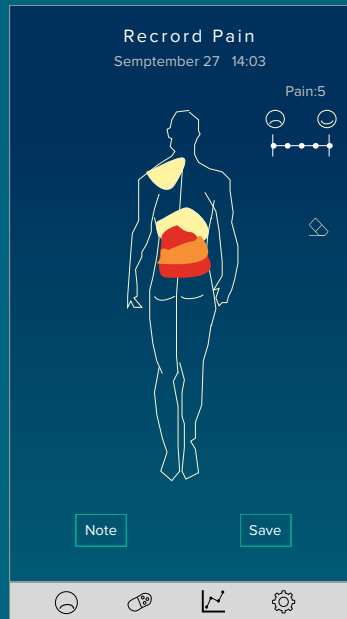
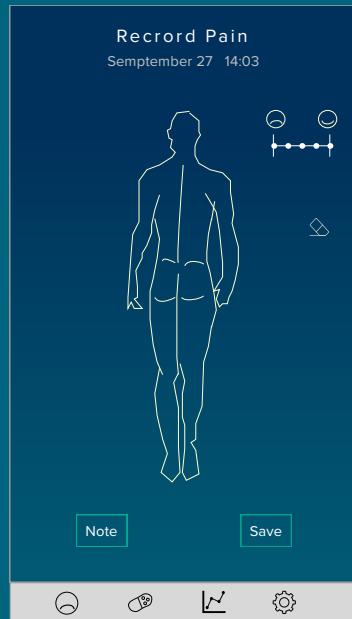
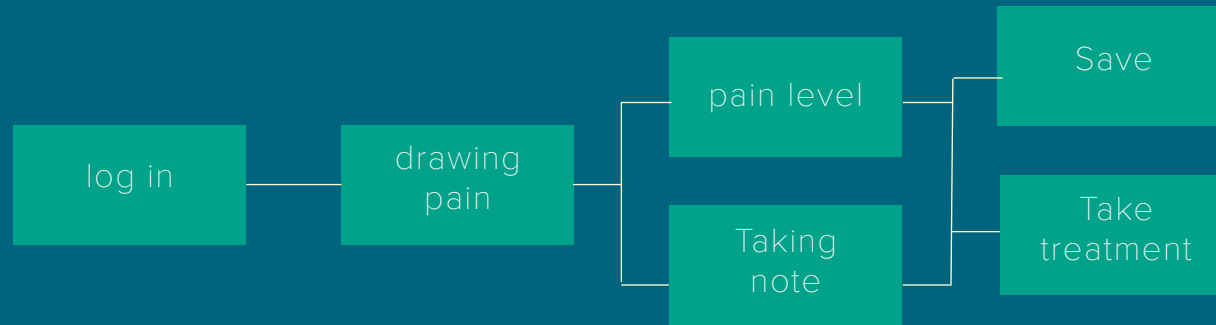
Shelling Hsu



Shelling, 32, work as software programer in sillicon velley. He use computer a lot in his work and addict to internet world. Even when he is not work he cannot put off his phone or tablet. He has a serous back pain and take many different treatment such as medicine, electic treament or yoga to release his pain. He really want to get rid off pain but lack of motivative.

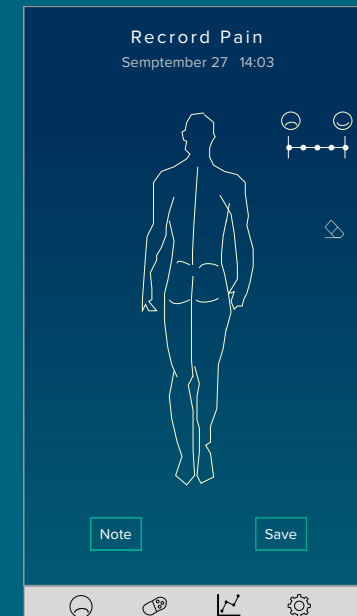
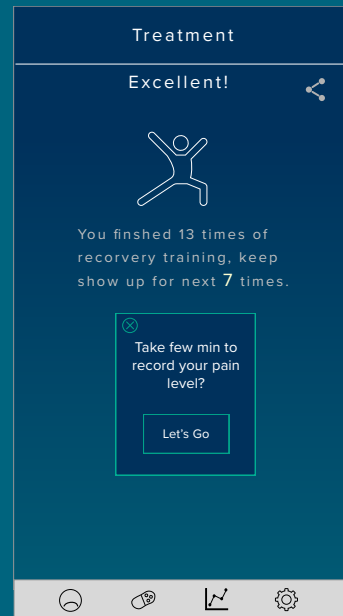
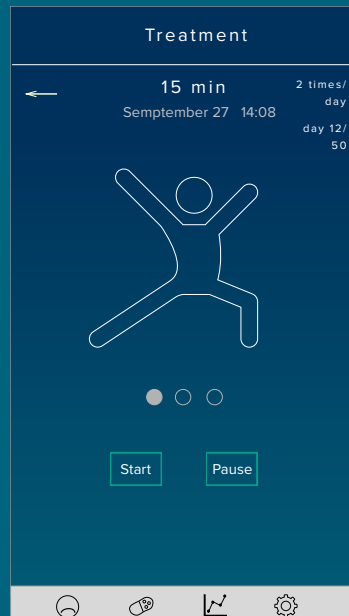
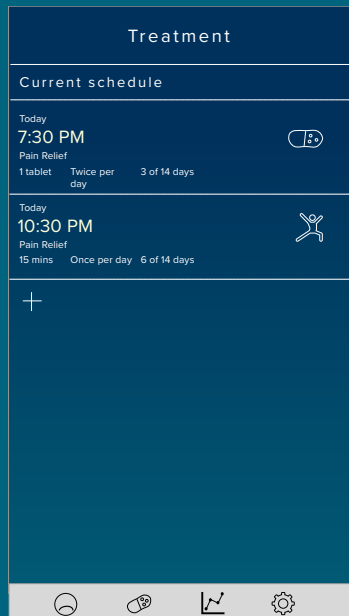
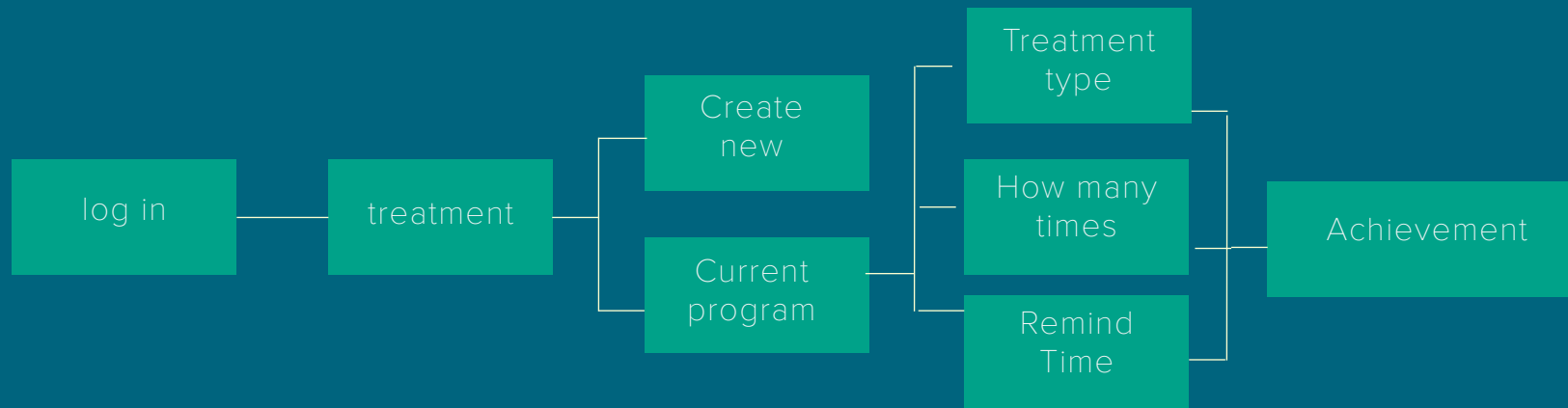
# Task flow1

## Recording pain



# Task flow2

## Taking treatment



## Persona 2

I want to know my body more for upcoming training.

A sports fan

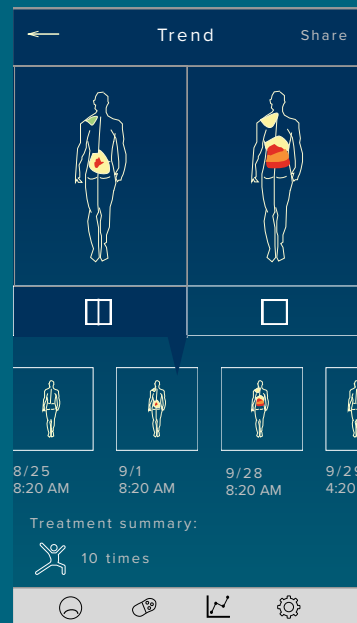
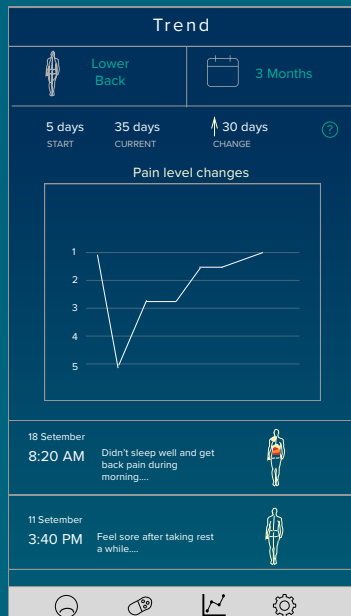
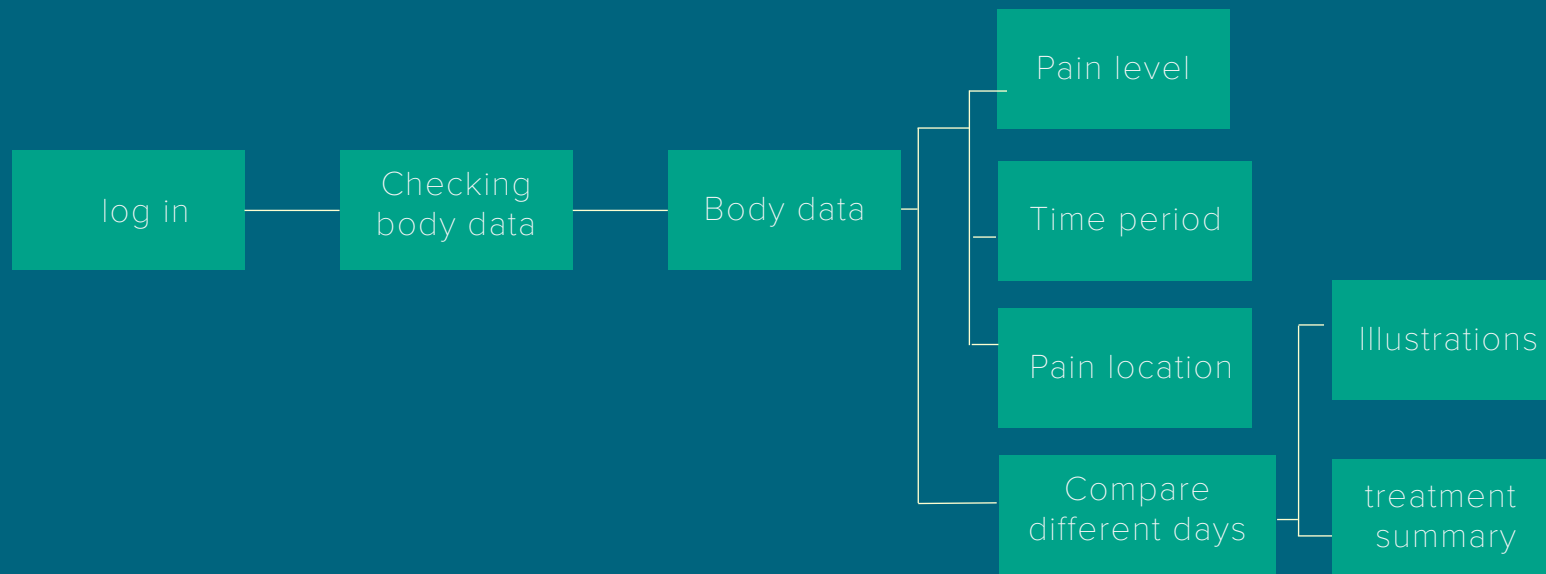
John William



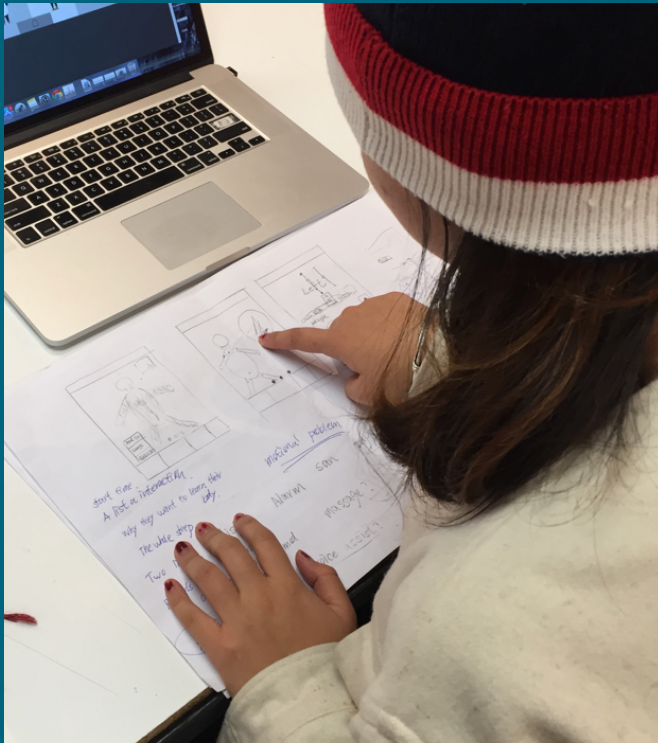
John, 42, works as hotel manager. He loves traveling and sports. He often goes someplace outside of the city when in his weekend and takes training 3 times a week. Although his body is stronger than others, he still feels muscle pain in the period of time because of his high intensive of training..

# Task flow3

## Checking data



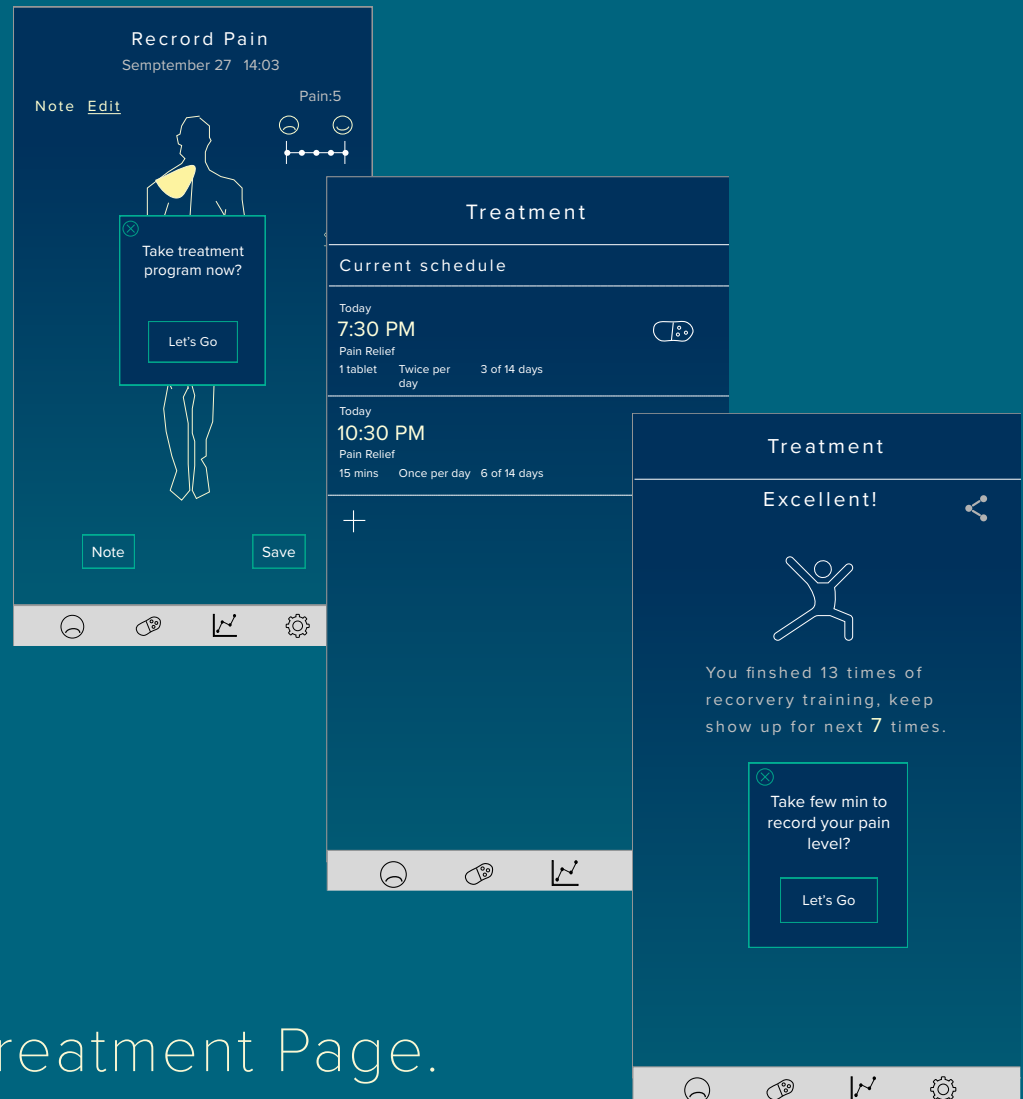
# User testing



In v1 version, I use human illusion and shows data relative to sleeping. In order to confirm user need, I asked user to user paper prototype in v1 version.

Users express the need of the back pain record and remind and keep positive on drawing on human illustration. It's easier for them to get a sense what is happening in their back. However, almost 70% of users express that they would like to get more encourage of tracking than a reminder. And they want an easier way of interpreting the data.

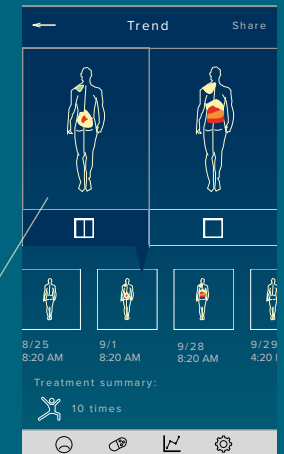
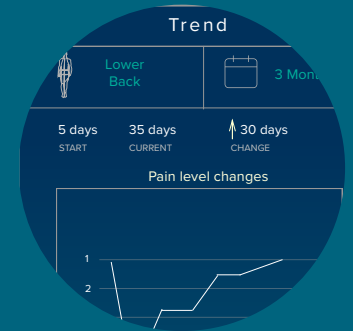
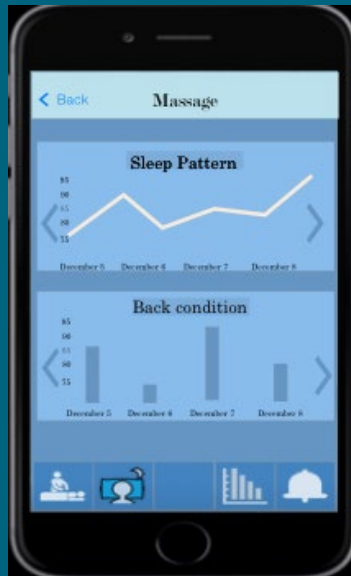
# User testing



## Iteration - Record page and Treatment Page.

In the first version, the app only designed record page. The Later edition, the app on the other hand encourage users to consider treatment at once after the record. And shows clear progress to encourage user to finish each treatment cycle.

# User testing



## Iteration - Data Page

Besides record page. The second version also puts more effort on thinking what data is actually useful to users. We found that many users would like to directly know how many days their back recover to normal and what's the change. We also allow them to compare two illustrations and make computer calculate how much treatment they are taking and is it efficient.

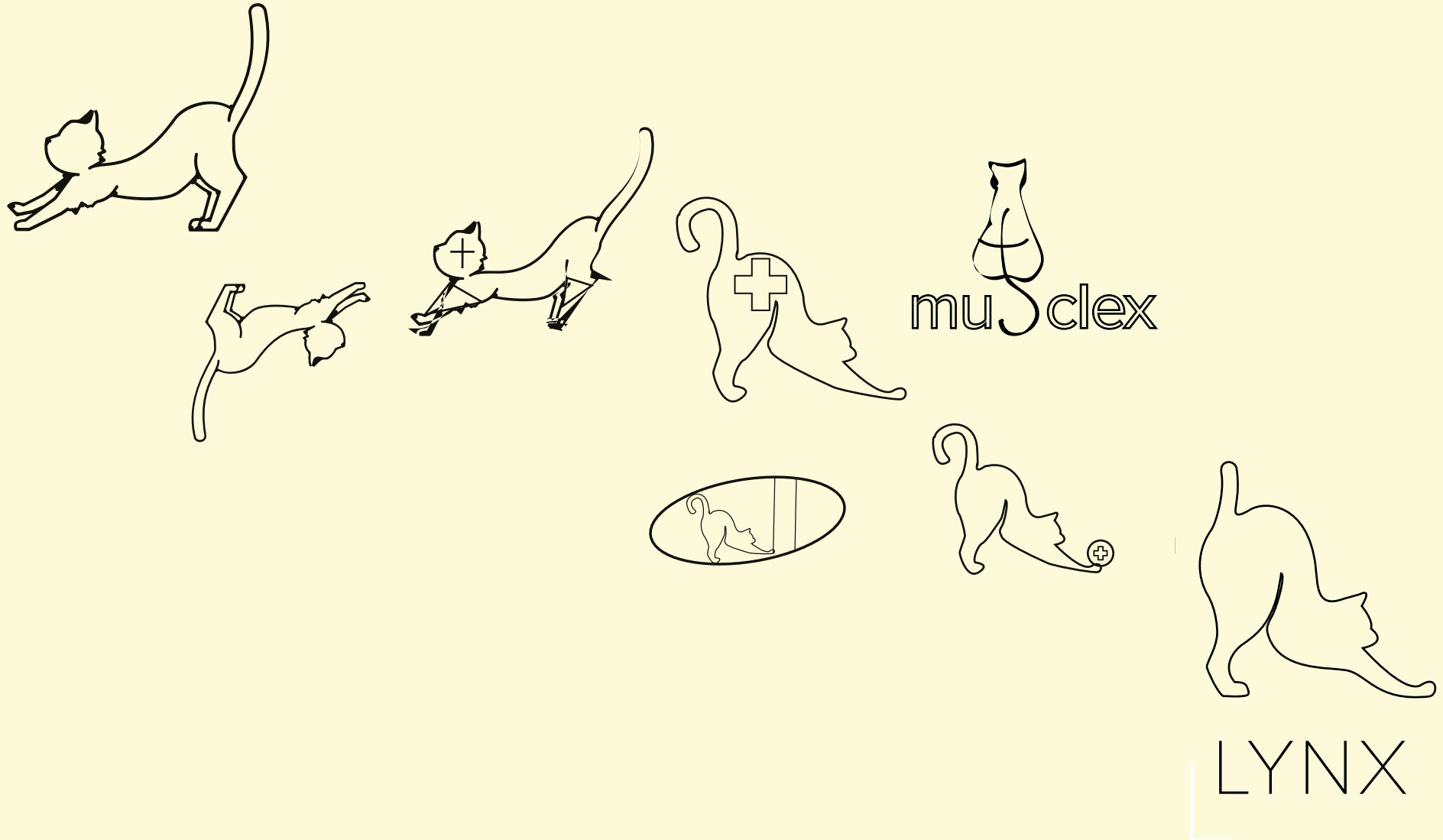


# Design

# Logo

## Design Concept:

Use cat stretch as the symbol of back pain. And avoid confusing of pets application by using Lynx instead of cat or meow.



# Logo



Black



White



Full color

# Design

The green present the heal and dark blue brings the peace, and the gradient implies the back pain is getting better. And light yellow presents hope.

## Color Palette



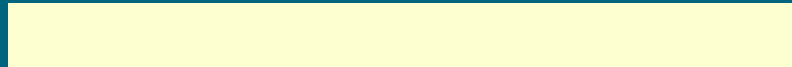
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#00647E



# 00315C



#FEFFD1

## Typeface

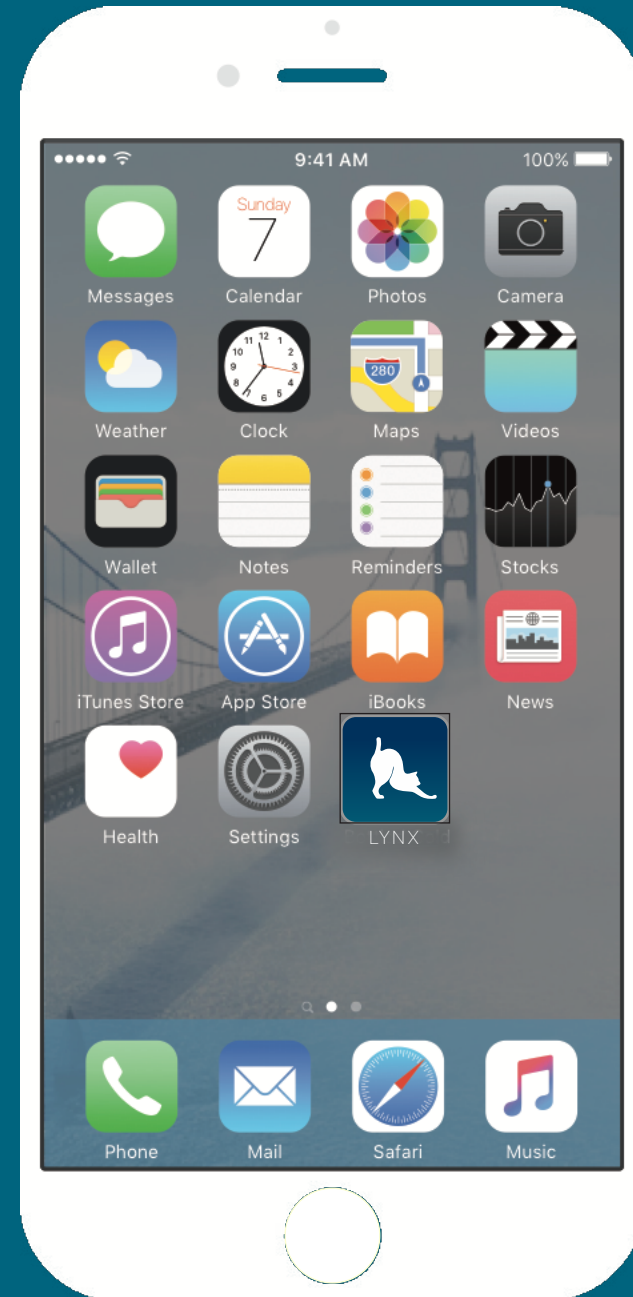
Proxima Nova

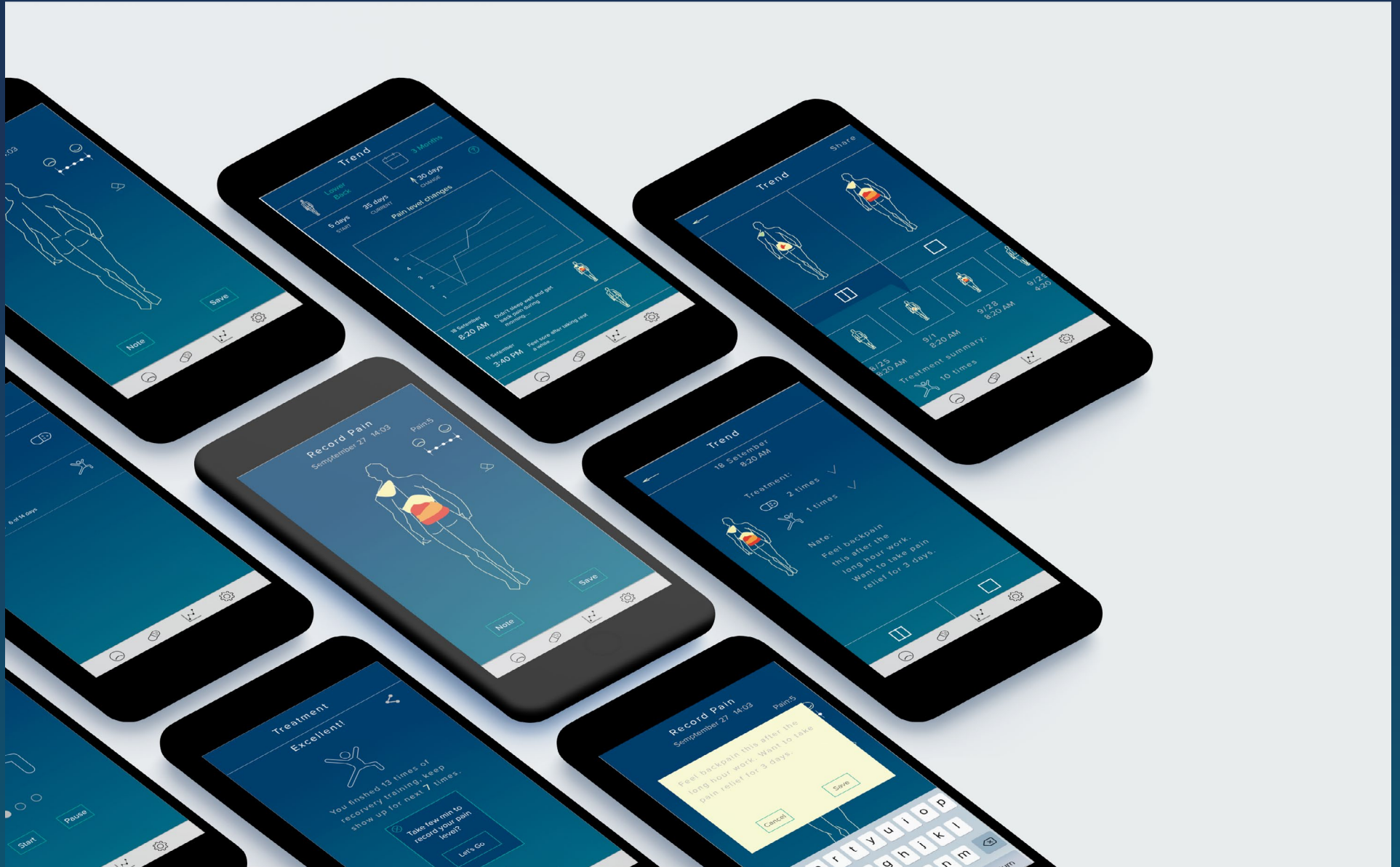
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
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0123456789

# Icon



LYNX







LYNX