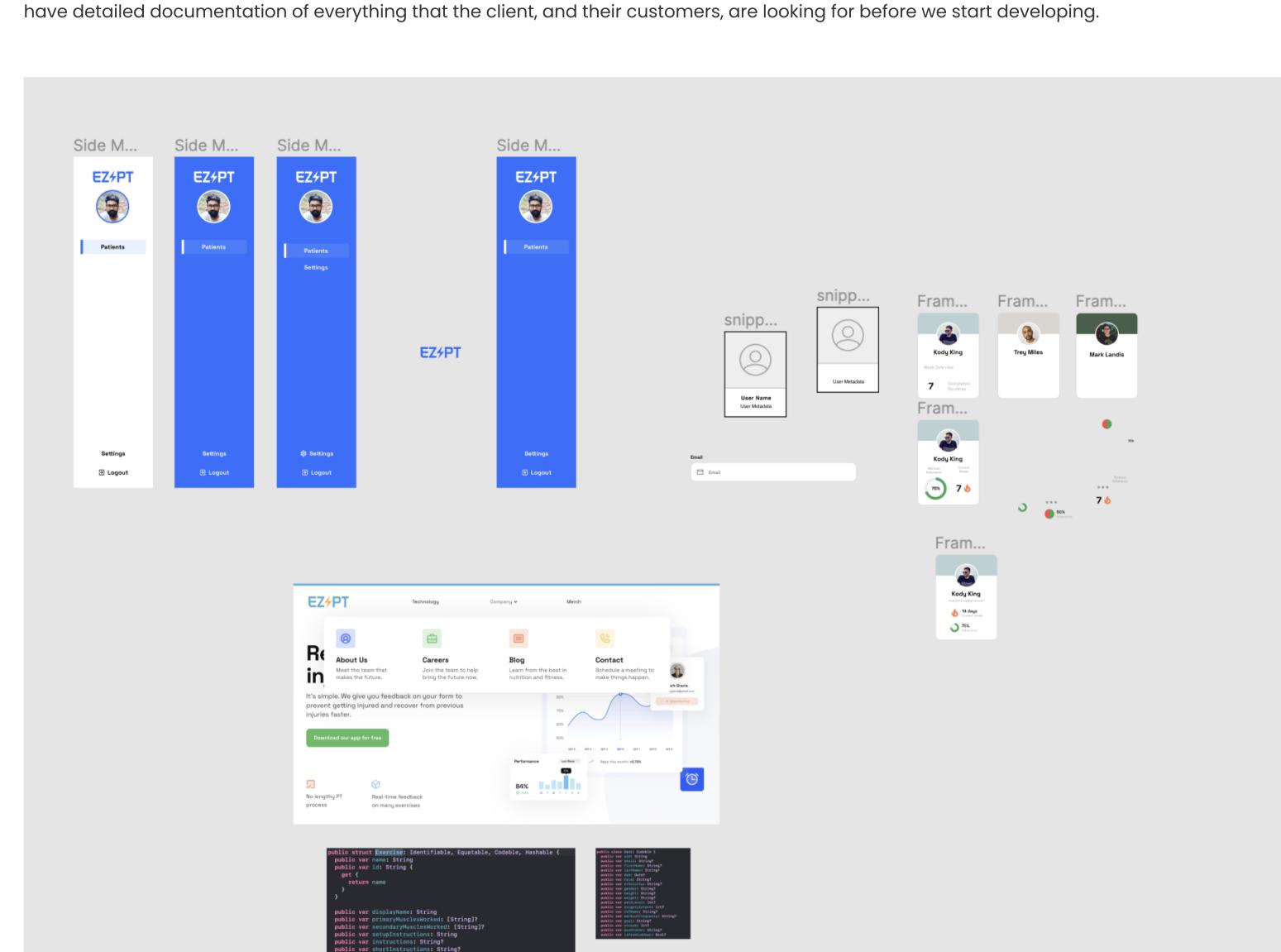


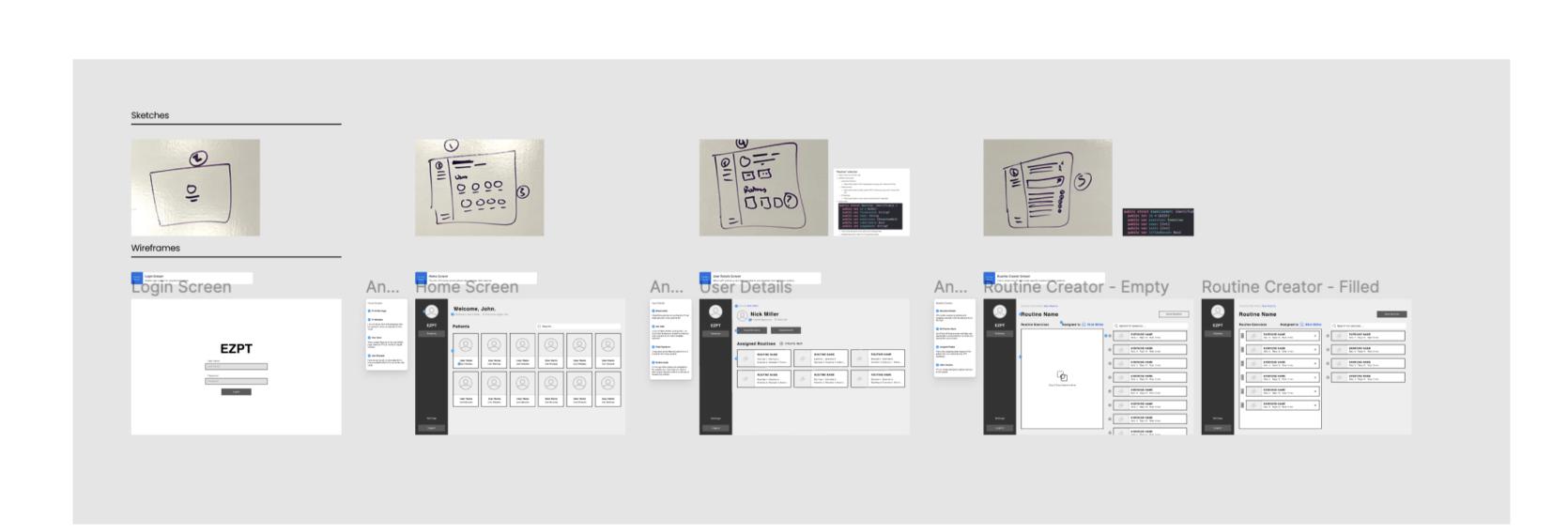
The Challenge

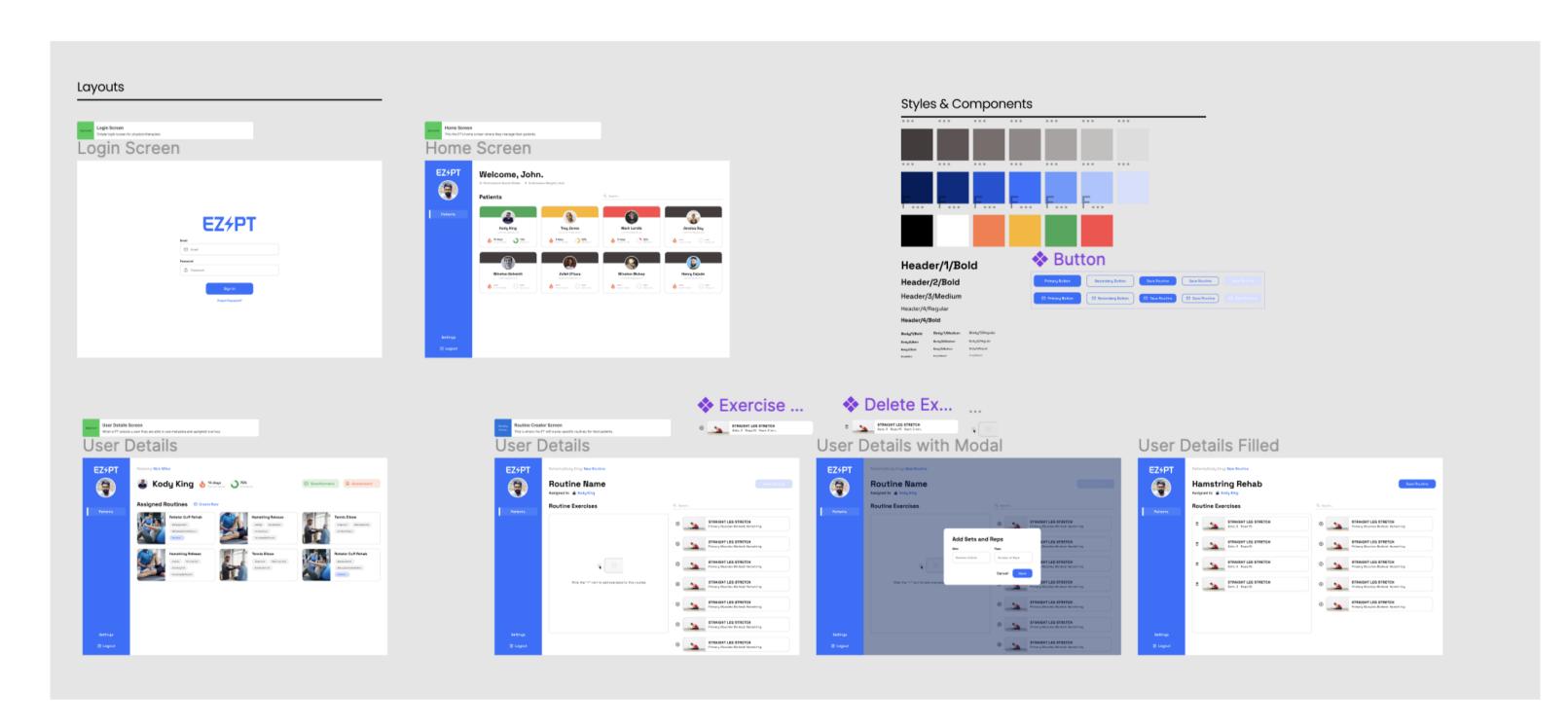
The EZPT Dashboard needs to be an incredibly simple, modern way for clinicians and personal trainers to take their practices to the next level, fully integrated with the EZPT (now APEX) mobile applications. In order to do this, many different dashboard options and styles would need to be offered and iterated on, so that all of the data-rich information from each user could be included in the final working version. Speed is always essential to any startup, and was definitely the case at EZPT. Everything needed to get into the hands of waiting customers as soon as possible for testing, validation, and feedback. Our team was able to iterate on that feedback to include additional features post-launch like direct messaging with clients, alerts, custom workout planning, and much more!

The Iteration Process

The next step in our process was to outline key user flows and begin wireframing. In order to collaborate with team members across the country we used online whiteboarding tools to develop out the initial user flows and wireframes. This is the process we use to ensure that we



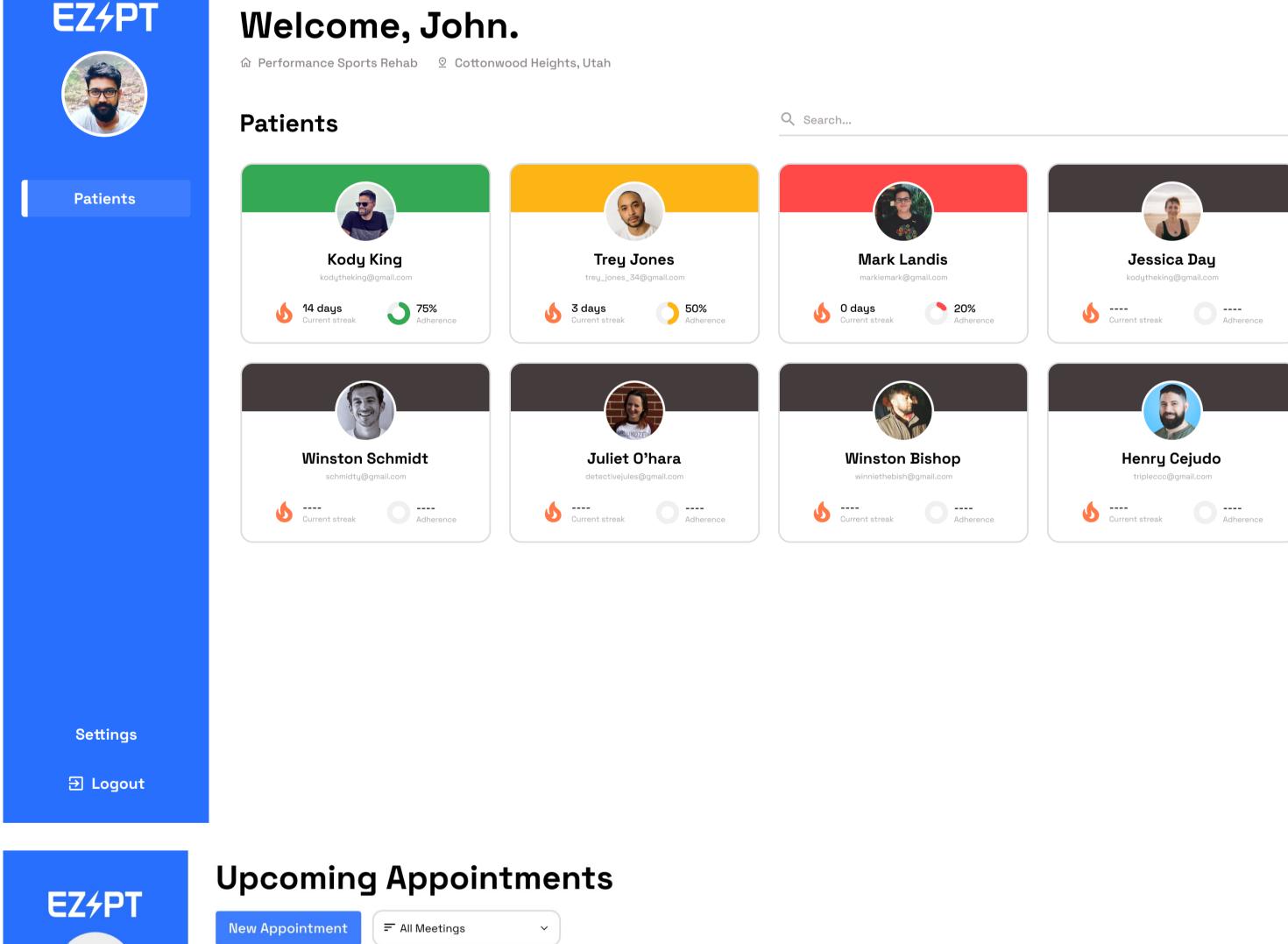


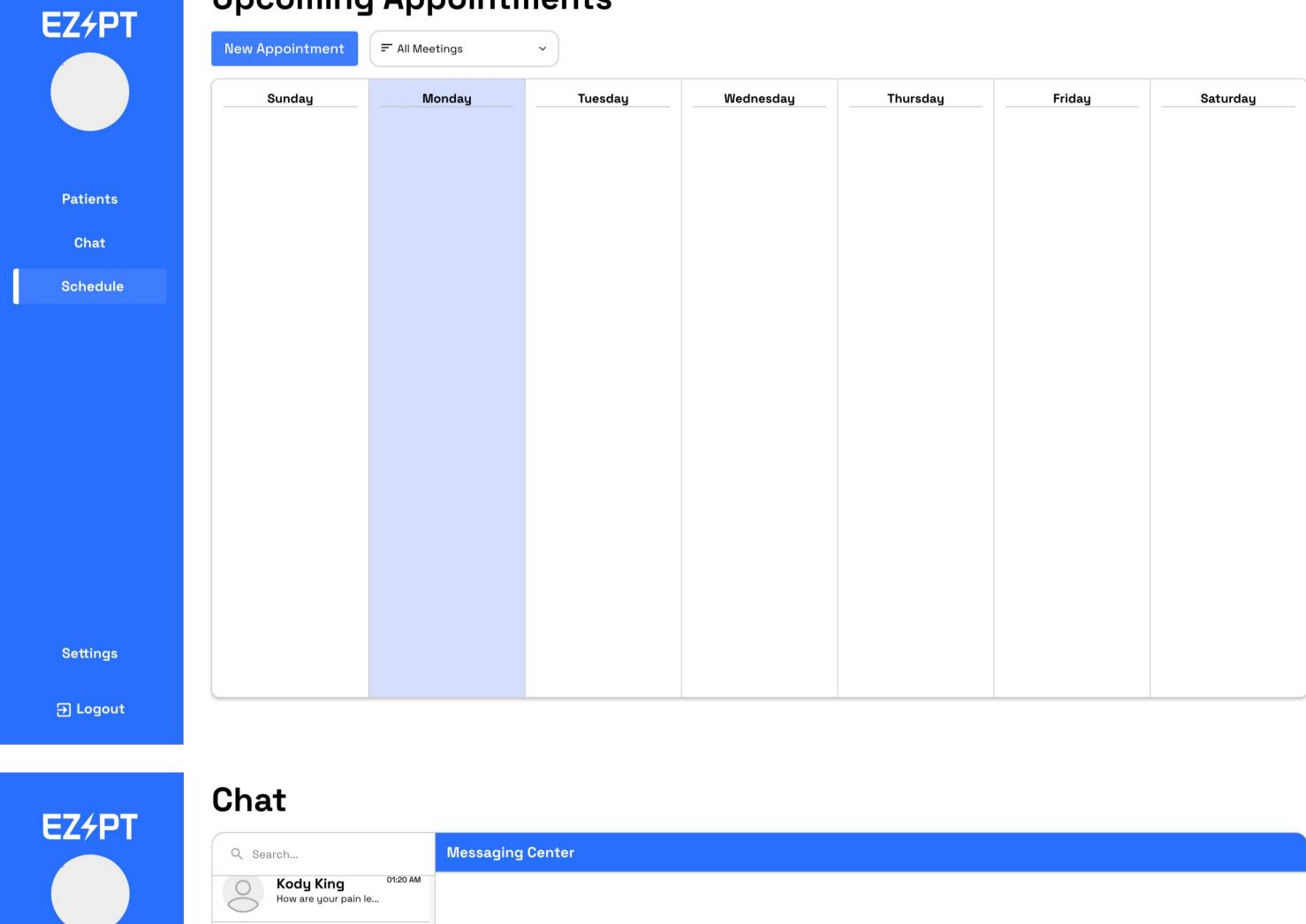


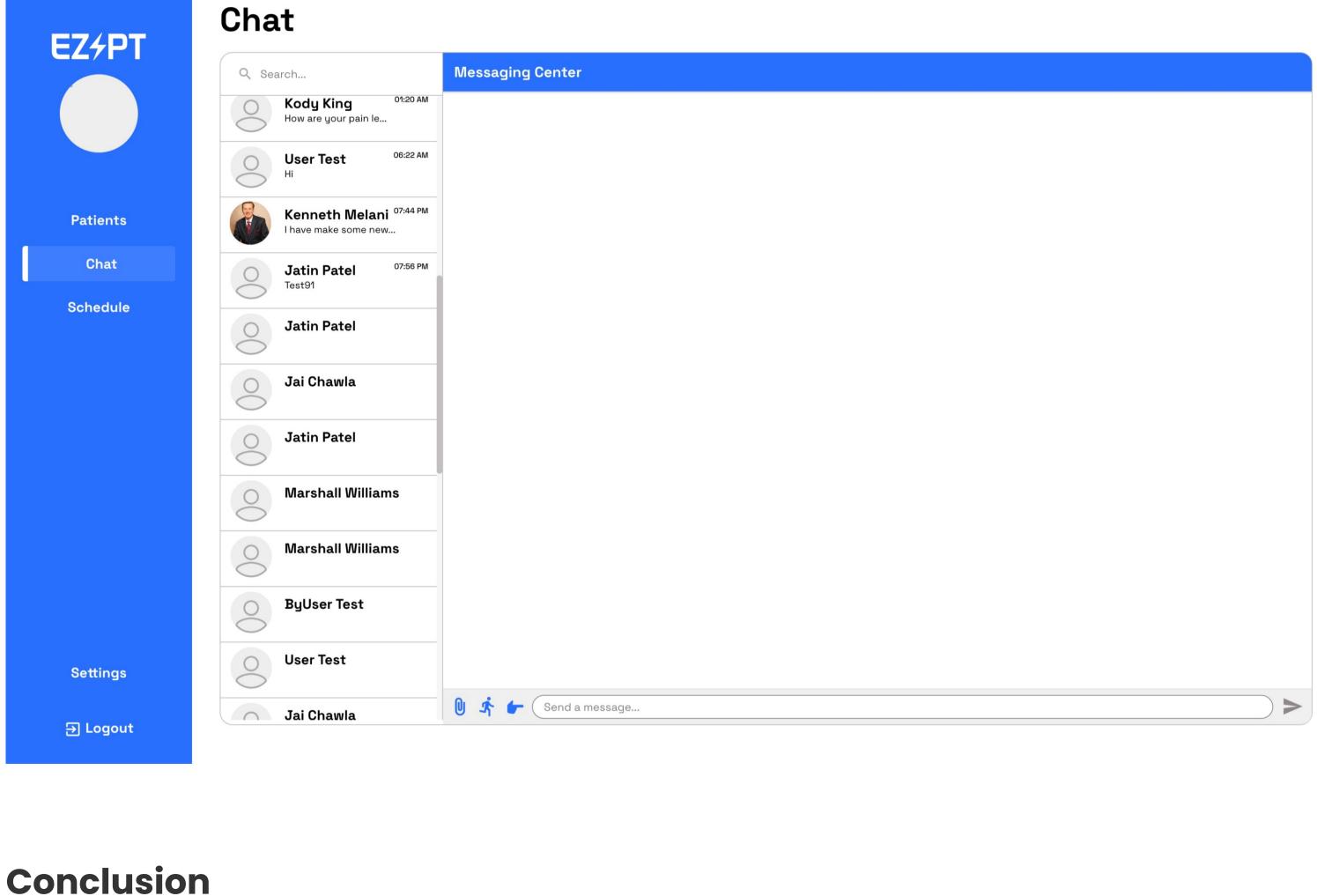
Delivery During the development and delivery phase we took our research and began developing solutions. These two phases included sketching,

wireframing, lo-fidelity prototyping, usability testing, and final high-fidelity prototypes.

Trainer Dashboard / Management System







first time.

Here are some of the keys that we leveraged to complete this project successfully:

1. You cannot communicate too much! In any industry, and with any project, the more streamlined

the communication is, the better the results will be. Being

meetings and work together to get things done right the

local, we were able to leverage that proximity to have quick

2. Done is better than Perfect

This is a tried and true standard of the Agile framework, but we know it to be accurate in the work that we do. We always strive to get things completed so that we can iterate off of something that exists, vs writing and rewriting code based on assumptions. Getting something to market will always be the best way to find out what works!