

## UXathon23 @ Lboro

I was part of a 5-member UX team working with our client Pixelated Eggs to ideate innovative solutions for 'Not Your Average Physio'; a digital platform for remote patients to bridge the gap between a physiotherapist and in-person to the digital world. Through the hackathon, I proposed a gameified approach to continue interacting with the physio program remote without missing out on the physical session. Through creating inspiration boards, user journey mapping and low-fidelity prototypes, we were able to create a sophisticated high-fidelity wireframe, combining all the team member's different backgrounds and skill-sets to produce a polished app wireframe and interface.



### What is NYAP?

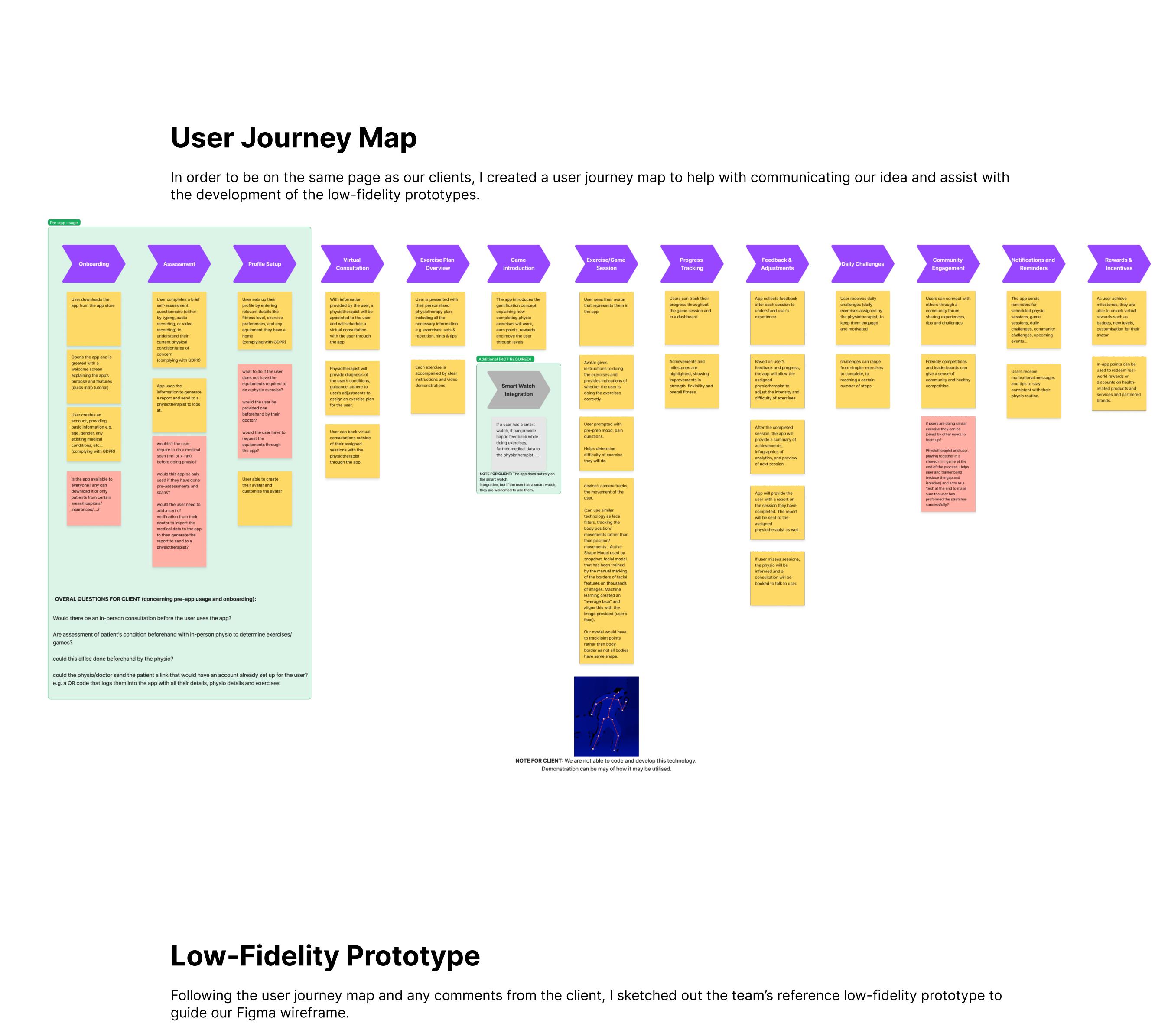
Not Your Average Physio is a physiological focused service, whose central focus is to combine the physical reality with the digital domain to bridge the gap between client and therapist, whilst lessening the burden and pain caused by physical injury in their path to recovery in an entertaining manner.

### Concept Objectives

- Bridging physical & digital reality through a physiotherapy service
- Build a better connection between physio and patient with design
- Allow the patient to experience physical contact through digital means
- Teach patients about their condition in an engaging and fun way, leading towards a more efficient recovery

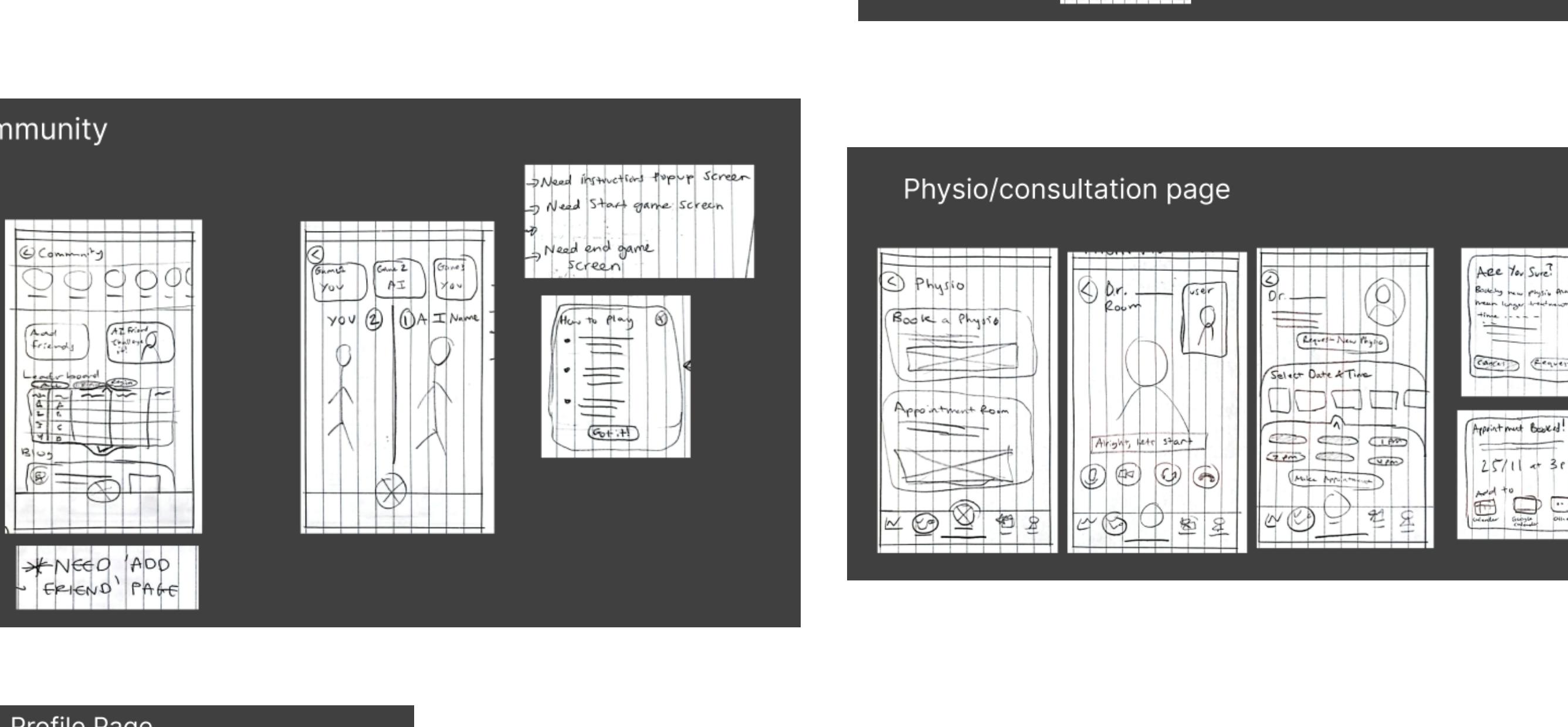
### Persona Empathy Map

While being the primary communicator with the client, the team was able to devise a persona for the app and understand the user's goals and pain points. This gave us space to come up with design opportunities for the app.



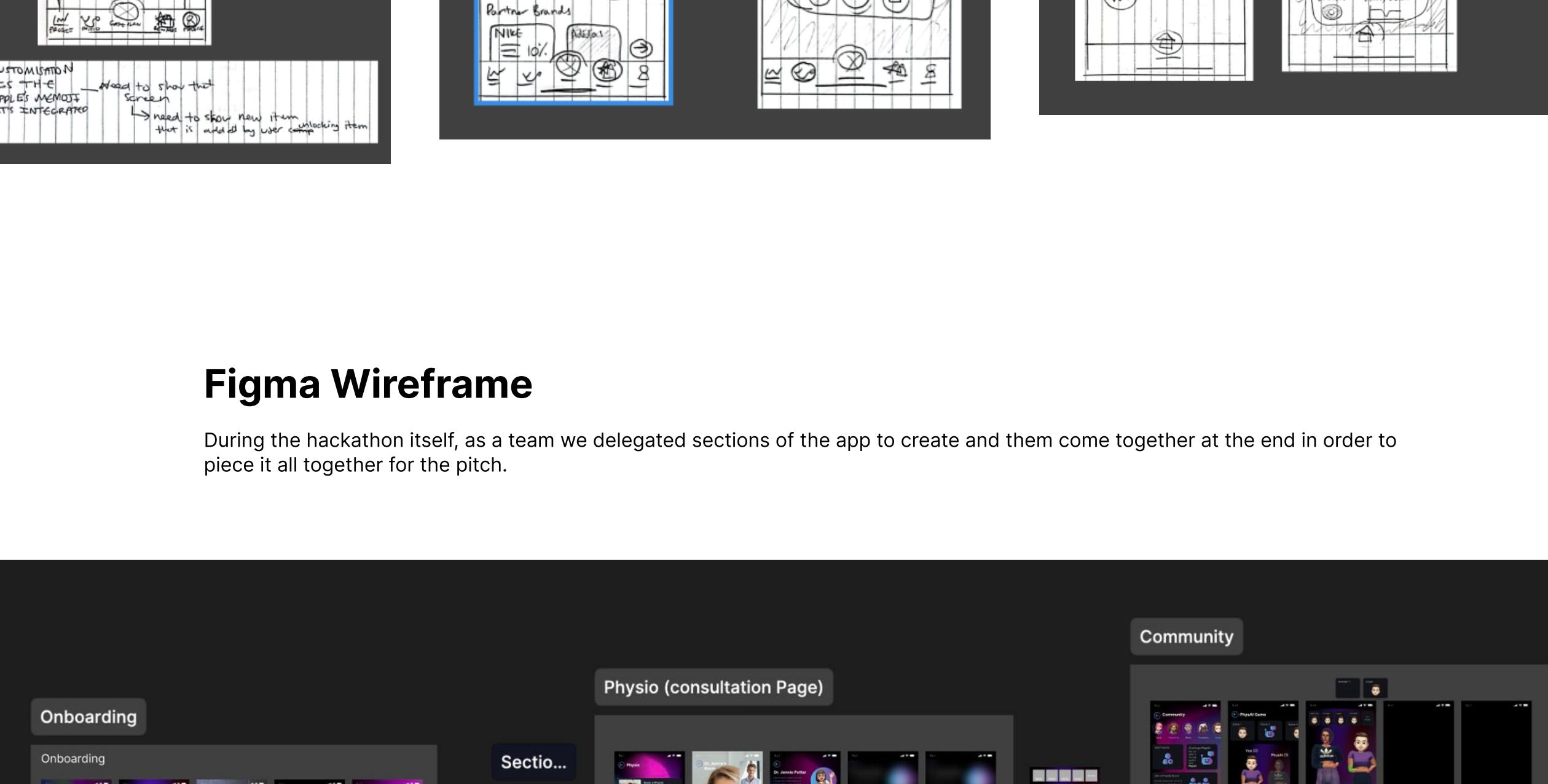
### Ideating

Throughout our ideating session, we made sure to factor in the different aspects we need to consider for the app.



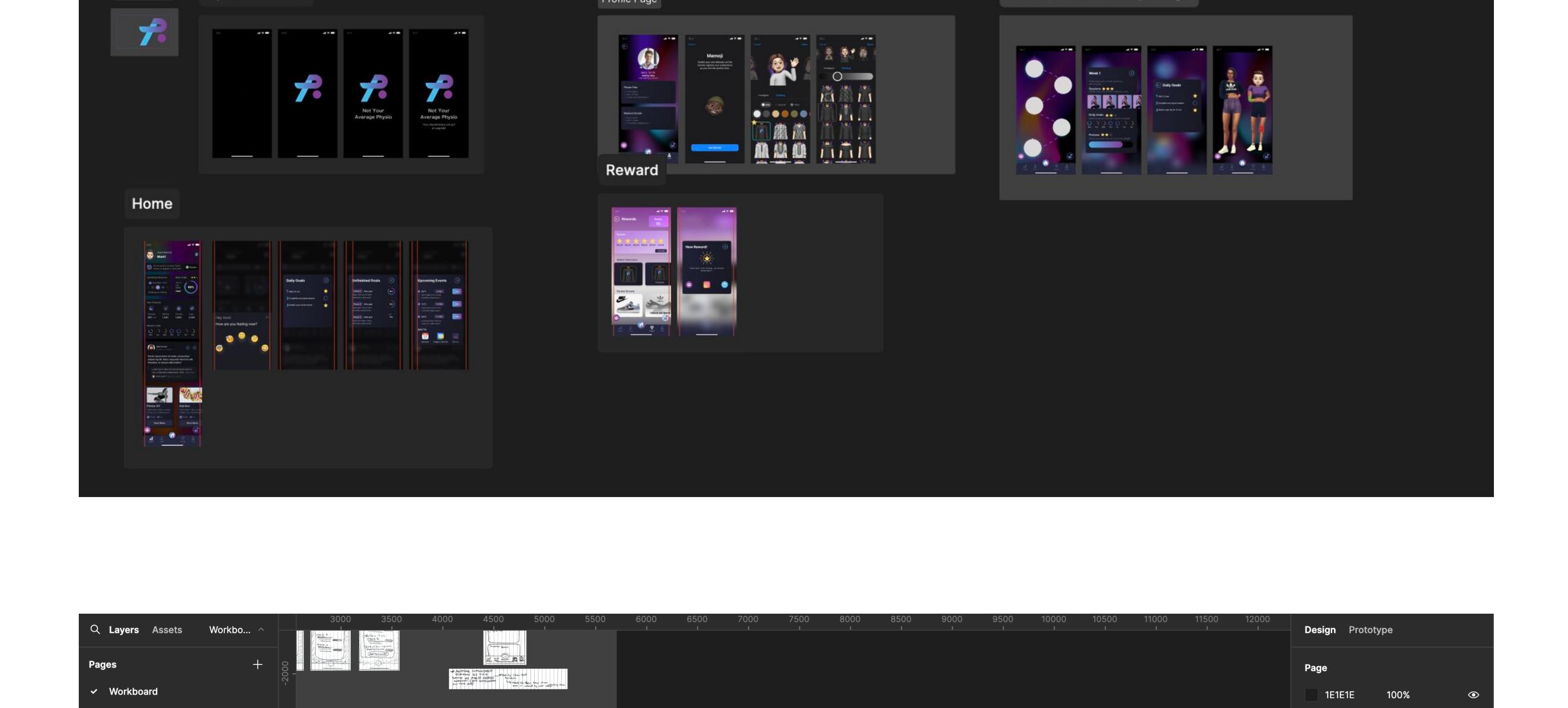
### User Journey Map

In order to be on the same page as our clients, I created a user journey map to help with communicating our idea and assist with the development of the low-fidelity prototypes.



### Low-Fidelity Prototype

Following the user journey map and any comments from the client, I sketched out the team's reference low-fidelity prototype to guide our Figma wireframe.



### Awards

- Best Client Relationship - Client's Award: Winner
- Best Client Relationship - Mentor's Award: Runner Up

awarded to  
Miguel Divo Gonzalez

for an outstanding UX delivery to  
Not Your Average Physio

Andre Brito • Lead organiser

Loughborough University

Deloitte Digital StartUp Editions pixelatedeggs

awarded to  
Miguel Divo Gonzalez

for a very good UX delivery to  
Not Your Average Physio

Andre Brito • Lead organiser

Loughborough University

Deloitte Digital StartUp Editions pixelatedeggs

UXathon23 Best Client Relationship - Client's Award

UXathon23 Best Client Relationship - Mentor's Award • Runner Up

awarded to  
Miguel Divo Gonzalez

for an outstanding UX delivery to  
Not Your Average Physio

Andre Brito • Lead organiser

Loughborough University

Deloitte Digital StartUp Editions pixelatedeggs

UXathon23 Best Client Relationship - Client's Award

UXathon23 Best Client Relationship - Mentor's Award • Runner Up

awarded to  
Miguel Divo Gonzalez

for a very good UX delivery to  
Not Your Average Physio

Andre Brito • Lead organiser

Loughborough University

Deloitte Digital StartUp Editions pixelatedeggs

UXathon23 Best Client Relationship - Client's Award

UXathon23 Best Client Relationship - Mentor's Award • Runner Up

awarded to  
Miguel Divo Gonzalez

for an outstanding UX delivery to  
Not Your Average Physio

Andre Brito • Lead organiser

Loughborough University

Deloitte Digital StartUp Editions pixelatedeggs