



## UX/UI Strategy, by Neda Mokarami

**Enode one:** Personalized roadmap empowering athletes to evaluate human performance

### UX Outcomes: Clarity, Trust, Guidance

- Users quickly understand what to do next
- Insights feel personal, not generic
- Guidance reduces uncertainty, not increases it
- Users trust the system's recommendations
- Progress feels visible and motivating

### UX responsibility:

Design experiences that turn data into understanding and confidence, not dashboards.

## Enode Pro: Embedded, data-driven decision-making

### UX Outcomes: (Speed, Low friction, Operational confidence)

- Coaches make faster in session decisions
- Multi-athlete workflows feel low-friction
- Information density is high but cognitively manageable
- Product fits real gym time constraints
- Trust in data during live sessions

### UX responsibility:

Design operational clarity under time pressure, not feature richness.

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## Q1 2026: Identify & validate Level-5, (Current state)

Are we building right things and where are the gaps?

### Goal:

Identify where users lose confidence, hesitate, or fail to act on insights, and where workflows break under real-world constraints.

### Product lens:

**Enode One:** Where guidance feels unclear, generic, or overwhelming, reducing trust and motivation to act.

**Enode Pro:** Where time pressure, setup complexity, or multi-athlete workflows slow or block in-session decision-making

### 1. Validation & learning

- Usability testing of current Enode One & Pro (Via 5 users/ core flows/ Task aligned to visions)
- Heuristic evaluation (Internal UX review)
- Analytics & behavior review (decision points, hesitation loops, drop-offs, feature adoption)
- Support tickets / feedback / App Store reviews
- Migration pain points
- Workflow friction (especially for PRO)

### 2. UCD; Empathize (Vision - driven)

- Contextual interviews and session observation
- Workflow walkthroughs (Mental models/Decision points/Real-world context/Habits and shortcuts)
- Usage data and behavior analysis, through free product analytics and session observation tools (e.g., Hotjar for web, Firebase or Amplitude for mobile) to uncover hesitation points, drop-offs, and broken workflows at scale.
- Competitor and industry review:
  - Identify common interaction patterns and decision models users are already familiar with.
  - Understand expectations around performance feedback, guidance, and trust
  - Surface gaps where current solutions fail to reduce uncertainty or support real-time decisions

### 3. UCD; Define (Problem framing)

- Clear, decision-centered problem statements tied to:
- Personalization gaps and confidence breakdowns (Enode ONE)
- Workflow friction and time-pressure constraints (Enode PRO)
- Personas defined by decision context and constraints, not demographics
- Jobs-to-be-Done per product, focused on key moments of action and hesitation

## Q2 2026: Build & refine based on learnings

What should we build next, and why?

### Goal:

Explore and shape solution directions that address prioritized UX opportunities and support confident, efficient decision-making, before committing to detailed design.

### Product lens:

**Enode ONE:** Translate insights into clear, motivating guidance / Reduce uncertainty and cognitive load/Emphasize progress visibility and "what to do next"o clear, motivating guidance.

**Enode PRO:** Support fast, in-context decisions under time pressure/Reduce friction in multi-athlete workflows/Prioritize clarity over information volume

### 4. UCD; Ideate (Solution exploration)

- User stories to frame solutions around user goals and decision moments
- Journey maps to explore end-to-end experiences and identify key interaction points
- User flow, Information architecture and concept sketching via low-fidelity wireframes.

### 5. UCD; Prototyping (collaborative validation with developers)

### 6. UCD; Test & Iterate (Evidence-driven refinement)

- Usability testing focused on key decision moments
- Scenario-based testing with realistic data and constraints
- Observation of hesitation, errors, and workarounds
- Iterative refinement in close collaboration with product and engineering.