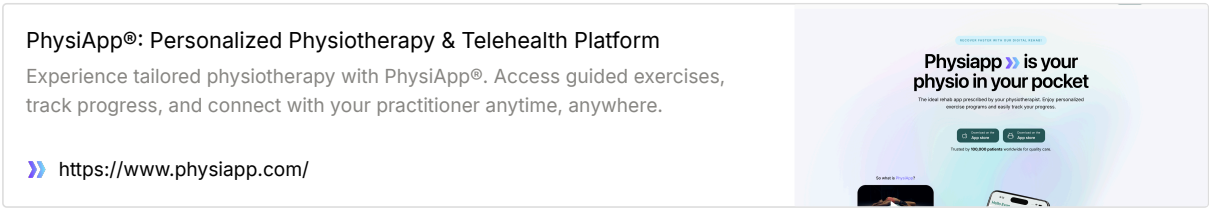
Canonical: Reimagining the PhysiApp Website



Role: Project Owner, UX/UI Designer, and Strategist

Collaborators: Branding, Legal, Product, and QA teams (light touch)

Context

The PhysiApp website hadn't been updated in years. It felt outdated, lacked a clear user journey, and often confused visitors by overlapping its identity with the parent platform, Physitrack. For patients looking for guidance, it was unclear what PhysiApp actually was or how it worked.

I took full ownership of redesigning the site from the ground up — handling everything from UX strategy and interface design to copywriting and project coordination. While it was largely a solo sprint, I collaborated with key stakeholders at specific points to ensure brand alignment, legal accuracy, and quality assurance.

Goals

- Clarify the difference between PhysiApp (patient-facing) and Physitrack (practitioner-facing)
- Reflect the updated brand identity through modern design and copy
- Improve user engagement and app trust by communicating benefits clearly
- Create a single-scroll, mobile-first experience tailored for non-technical users

---

What I Did

Research & UX Strategy

I began by digging into internal insights and user pain points, identifying core issues like branding confusion, poor visual hierarchy, and a lack of social proof. From there, I mapped out a simplified site structure that guided users through a clear value narrative.

Full UI Design & Copy

In Figma, I designed the site from scratch — defining layout, styling components, and drafting all initial copy. I included space for social proof, Instagram integration, App Store reviews, gamification features, and a clear call-to-action to download the app. Navigation was kept simple and scroll-based to reduce friction.

Project Coordination

Although I executed the majority of the work myself, I managed coordination with:

- Branding for visual and tone compliance

- Product team for UX writing and proofreading
- Legal for privacy copy and security disclaimers
- QA for functionality review prior to build sign-off

Challenges

The biggest challenge was how to clearly distinguish PhysiApp from Physitrack without relying on technical explanations. I experimented with multiple content structures and visual strategies until I found a balance that informed users without overloading them.

Time was another key constraint. With no dedicated dev or content team at first, I had to be strategic about what to prioritize. Certain features (like a waitlist or multi-page structure) were deferred in favor of launching a lean but polished MVP.

Outcomes

- A modern, branded, single-page website ready for rollout
- Improved clarity around product identity, reducing user confusion
- A more engaging experience thanks to thoughtful copy, visuals, and interactions
- A scalable site structure built to support future content and features

Reflection

This project wasn't just about visual design — it was about solving a real communication problem with clarity, empathy, and structure. It gave me a chance to step into a leadership role, own the process end-to-end, and deliver a solution that worked for both the business and the end user.

Let me know if you want this converted into a downloadable format (PDF, Notion-friendly text block, or web layout), or trimmed for a case study landing page summary.