Specialized mobile app for a school of Karate

Ángela Coello
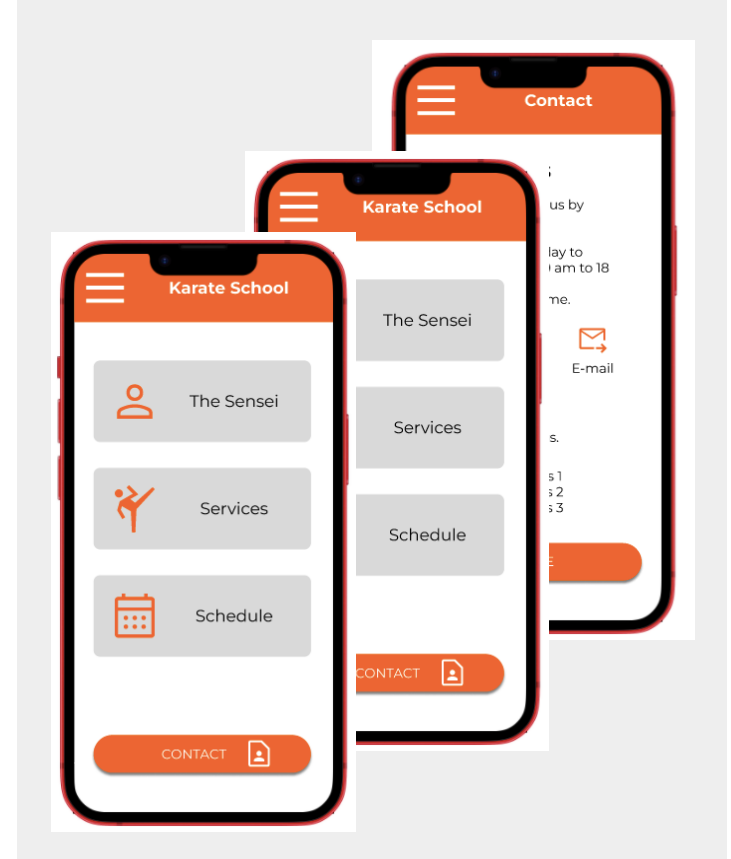
Project overview

The product:

The product consists of a mobile app for users of a Karate school.

Target users: Sensei and students.

Project duration:

December 2022 to July 2023

Google

Project overview

The problem:

The need to establish a channel of communication between the Sensei and his students, both to provide them with general information about the organization of the school and to monitor their progress in this martial art .

The goal:

The goal of this project is to design a mobile app for a Karate school that the Sensei can use to communicate with his students, both regarding organizational issues of the school and their persona progress in this martial art.

Project overview

My role:

UX Researcher and UX/UI Designer.

Responsibilities:

- User research.
- Wireframing.
- Prototyping.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

Some interviews and empathy maps have been conducted in order to understand the user's feelings, needs and behaviors.

User personas have been specially useful. On the one hand, the Karate Master needs somewhere to shows the information about his school of Karata and manage it. On the other hand, the Karate student wants to improve his technique and because of that he needs some way of comminucation with the school to get information about trainings and other events.

User research: pain points

1

Management

The Karate Master needs a way of communication with their students and a tool to manage his school of Karate.

2

Information

The students need some place where they can find information about the trainings and more interesting events.
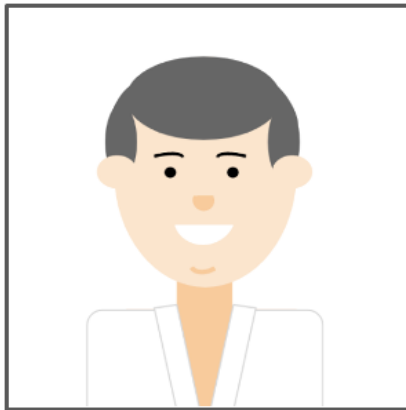
3

Leads

The Karate Master needs some place where he can put the useful and interesting information about his school in order to get leads.

Persona: **Manuel Castro**

Problem statement:

Manuel is a Karate Master who needs a management tool because he wants to manage his school of Karate efficiently.

Manuel Castro

Age: 53
Education: Karate 5th DAN
Hometown: Madrid, Spain
Family: Wife, 1 dog
Occupation: Karate Master

"My philosophy is effort, respect and self-control"

Goals
- Teach Karate to his students and transmit to them the philosophy of this martial art.
- Manage his Karate school efficiently.

Frustrations
- Not having an appropriate communication channel for administrative procedures with his students.
- Little experience in handling new technologies and therefore difficulty to do so.

Manuel is a renowned Karate Master and teaches this martial art in his own school. He has students of all ages and likes to teach them following an educational structure based on levels represented by colored belts. For this reason, he would like to have a tool and communication channel with his students to be able to manage their progress (evaluation, belt...) as well as inform them of school organization issues (calendar, timetables, exams, events...). An app is a good idea, but he is concerned because he has very little technological knowledge and little experience and skill with new technologies. He thinks this could be a hindrance.

Persona: **Nick Taylor**

Problem statement:

Nick is a Karate student who needs a personal evaluation because he wants to improve to get the black belt.

"*With effort and perseverance, I will get the black belt before the age of 18*"
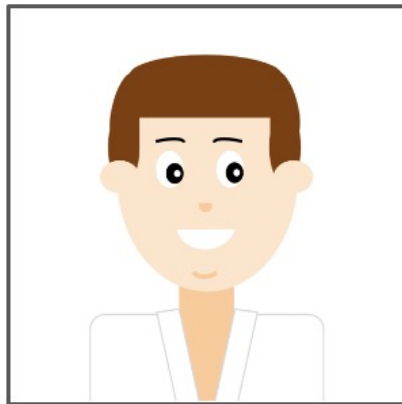
Nick Taylor

Age: 16
Education: Secondary School
Hometown: London, UK
Family: Father, mother, 1 brother
Occupation: Highschool student

Goals
- Improve his physical and psychic skills to improve his practice of Karate techniques.
- Get a Karate black belt before the age of 18.

Frustrations
- Not having a personal training plan.
- Not being able to keep an eye on all the events that take place at the Karate school. Sometimes he loses good opportunities because of it.

Nico is a 16-year-old teenager who is passionate about Karate. He started practicing this martial art at the age of 5 and is excited to get his black belt before he turns 18. He never misses training and participates in extra activities organized by the school. Nico handles new technologies with ease, so he likes to use Karate learning applications and even Karate video games.

User journey map

Mapping Manuel's user journey revealed how helpful it would be for a Karate Master to have a mobile app for managing his school.

Persona: Manuel Castro

Goal: Manage his Karate school efficiently

ACTION	To show information about him as a Karate Master	To show the philosophy of Karate to his students	To show his Karate school plan of activities and events	To show his Karate school schedule of classes	To show his Karate school contact data
TASK LIST	Tasks A. Think and write about his own professional career. B. Show the composition.	Tasks A. Think and write about the philosophy of Karate. B. Show the composition.	Tasks A. Think what activities and events he wants to organize. B. Create a list of activities and events. C. Show the list of activities and events.	Tasks A. Think what days and hours per week will be available. B. Plan the schedule of classes. C. Show de schedule.	Tasks A. Think what data he wants to show. B. Write the data. C. Show the data.
FEELING ADJECTIVE	• Exited about his own advertisement. • Thoughtful of the composition.	• Exited about his students learning. • Thoughtful of the composition. • Hopeful of growing of his students in Karate martial art.	• Happy to notify and advertise his activities and events. • Satisfied with the efficient communication of the activities and events.	• Happy to notify his classes. • Satisfied with the efficient communication of the schedule.	• Happy to establish a way to Contac with his students and posible future students. • Satisfied. • Alert about what data include.
IMPROVEMENT OPPORTUNITIES	• Better drafting. • Better capacity for synthesis.	• Better drafting. • Better capacity for synthesis.	• Smartphone sound notifications.	• Reminder sound phone notifications.	• Links to call app, web...

Starting the design

- Paper wireframes
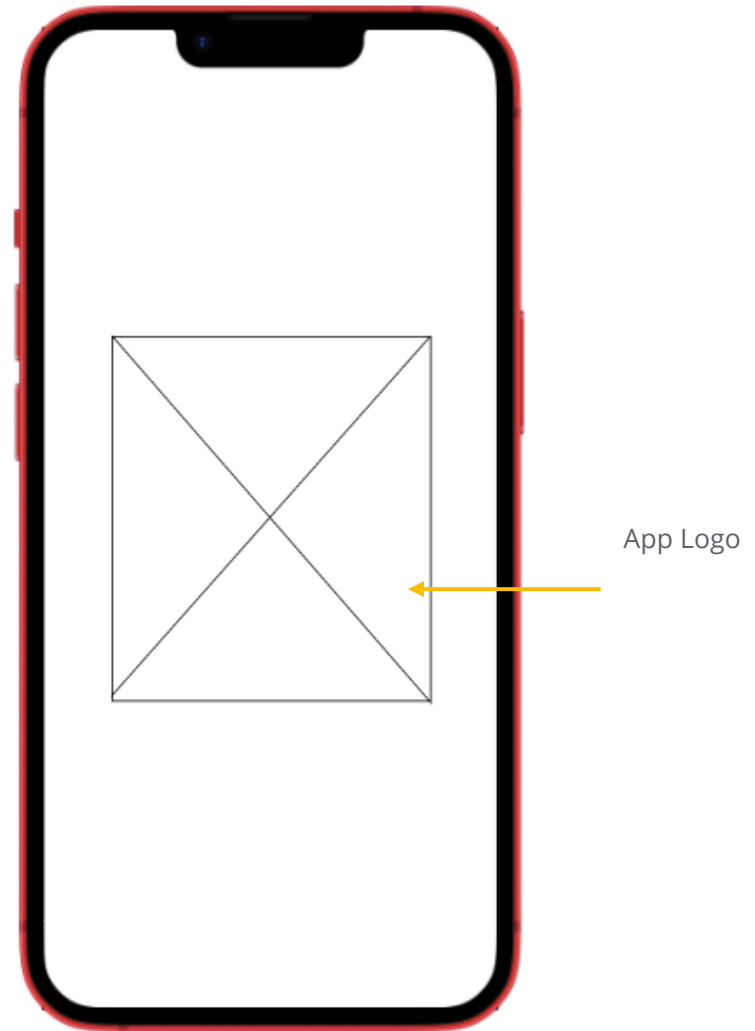- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

Basic paper wireframe that
shows the main screens
and components of the first
app version.
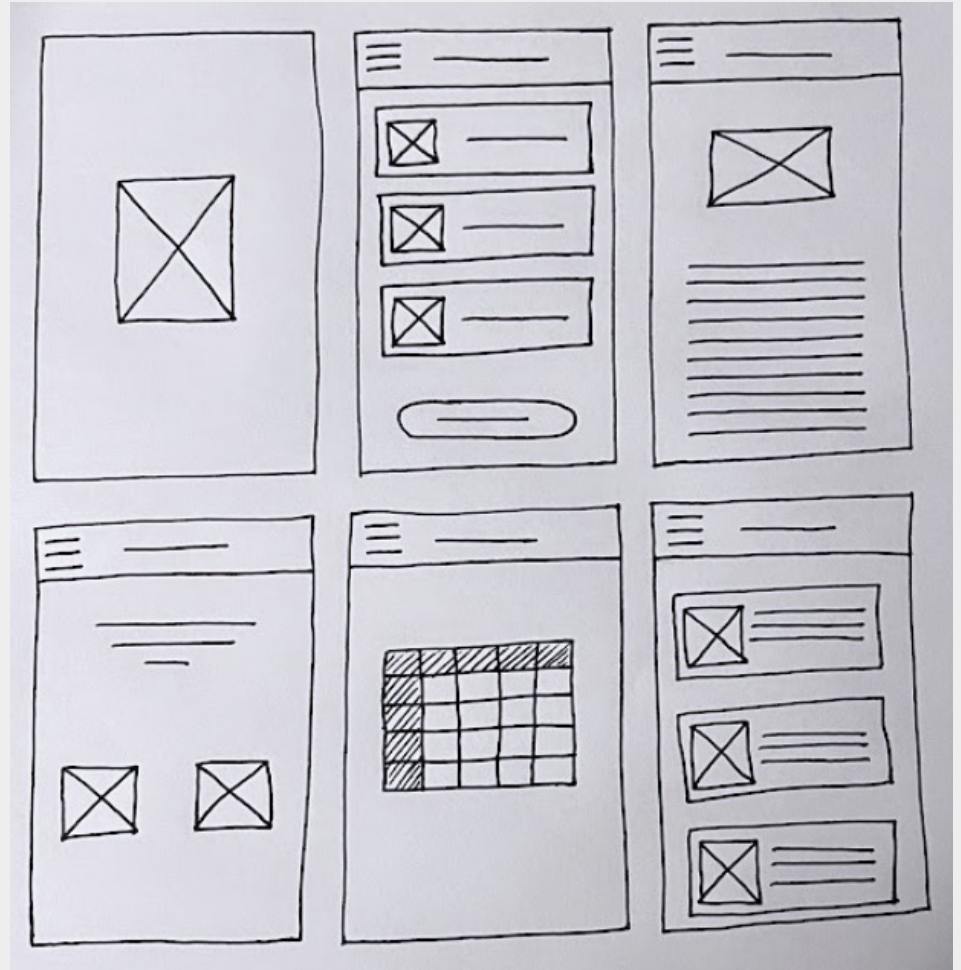
Digital wireframes

Welcome screen
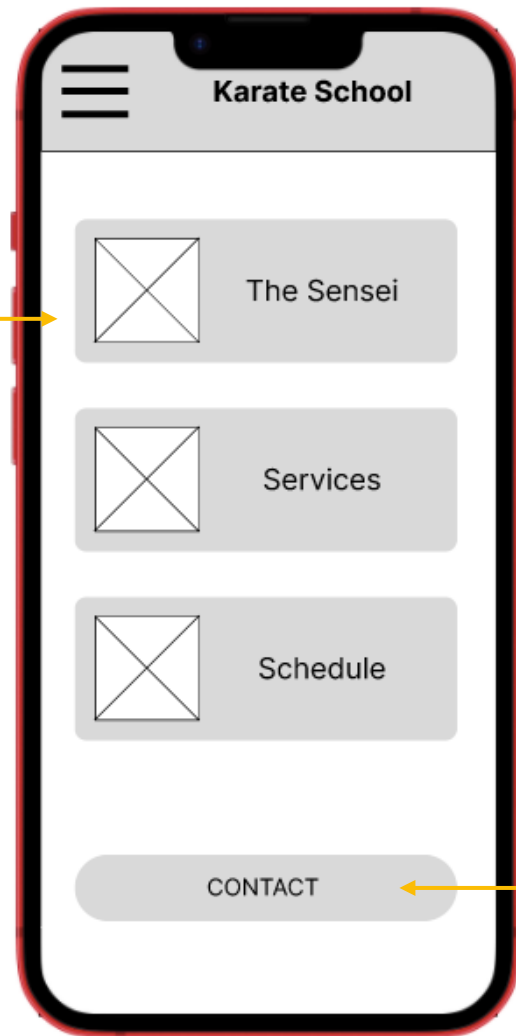
App Logo

Digital wireframes

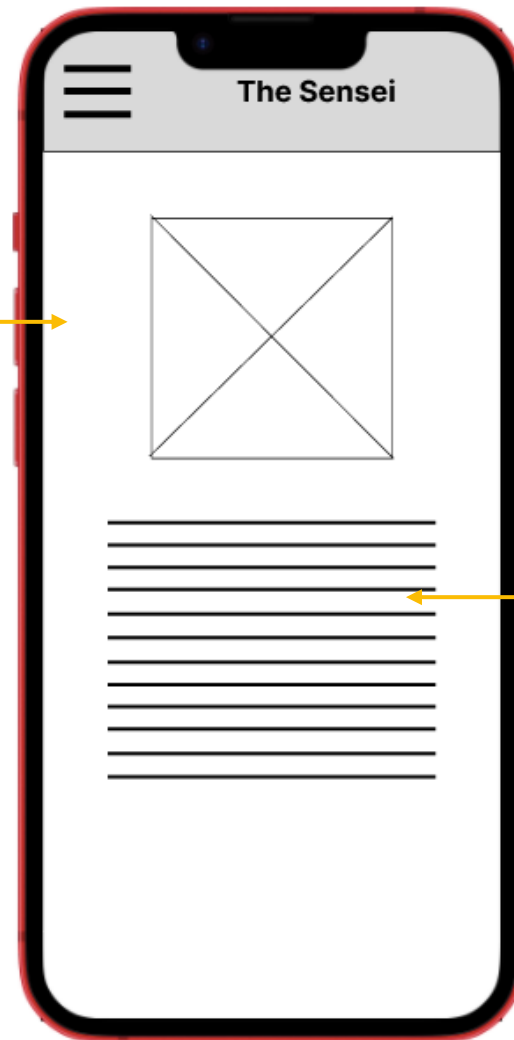Home screen

List of cards:
each section of
the app.

Contact button
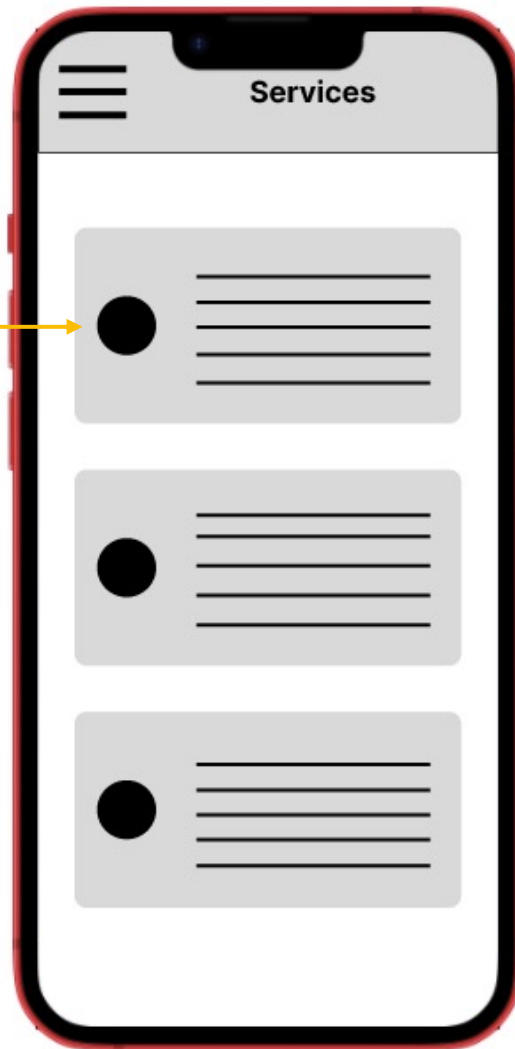
Digital wireframes

The Sensei screen

The Sensei

Sensei picture.

Sensei CV description.

Digital wireframes

Services screen

List of cards:
each card
contains a
service
description.

Digital wireframes

Schedule screen

Short description of the weekly organization.
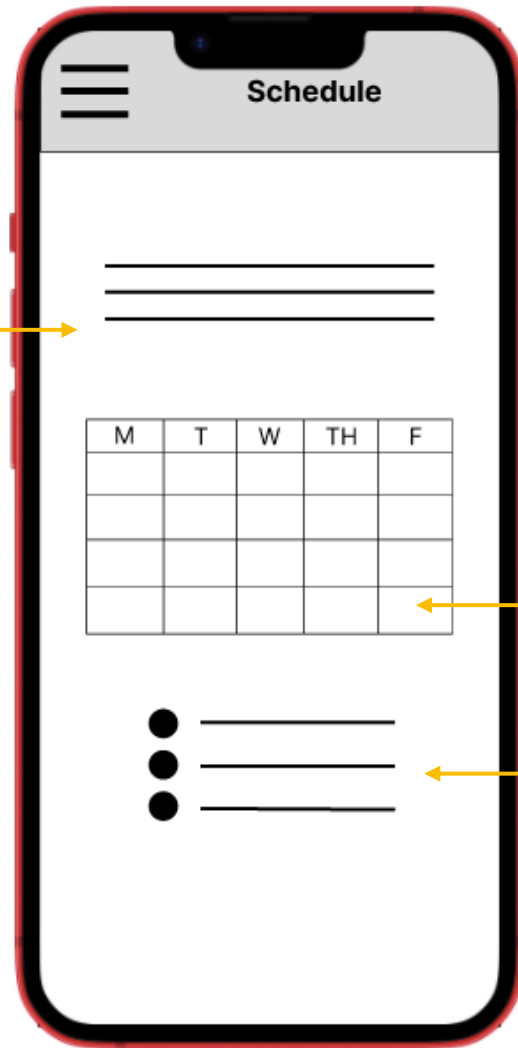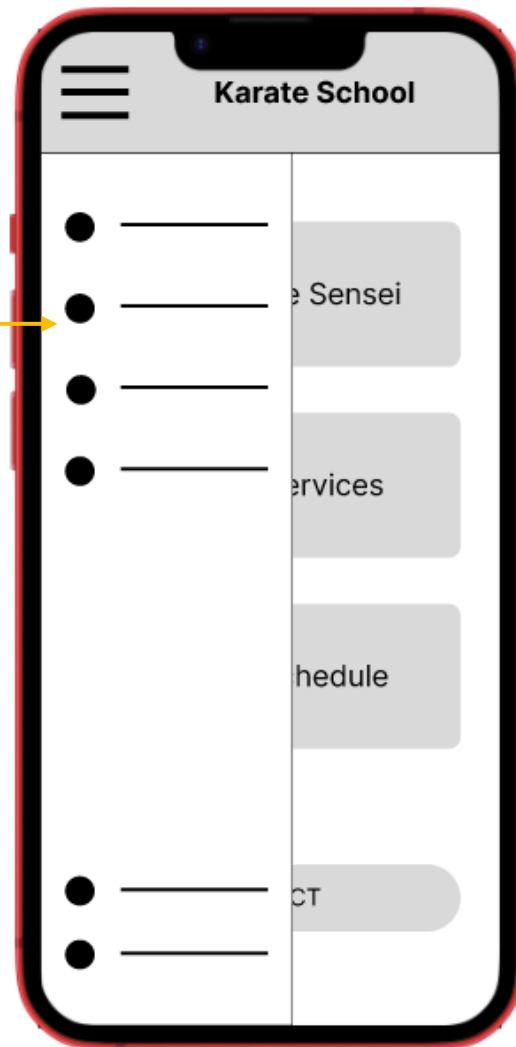
Calendar.

Key.

Digital wireframes

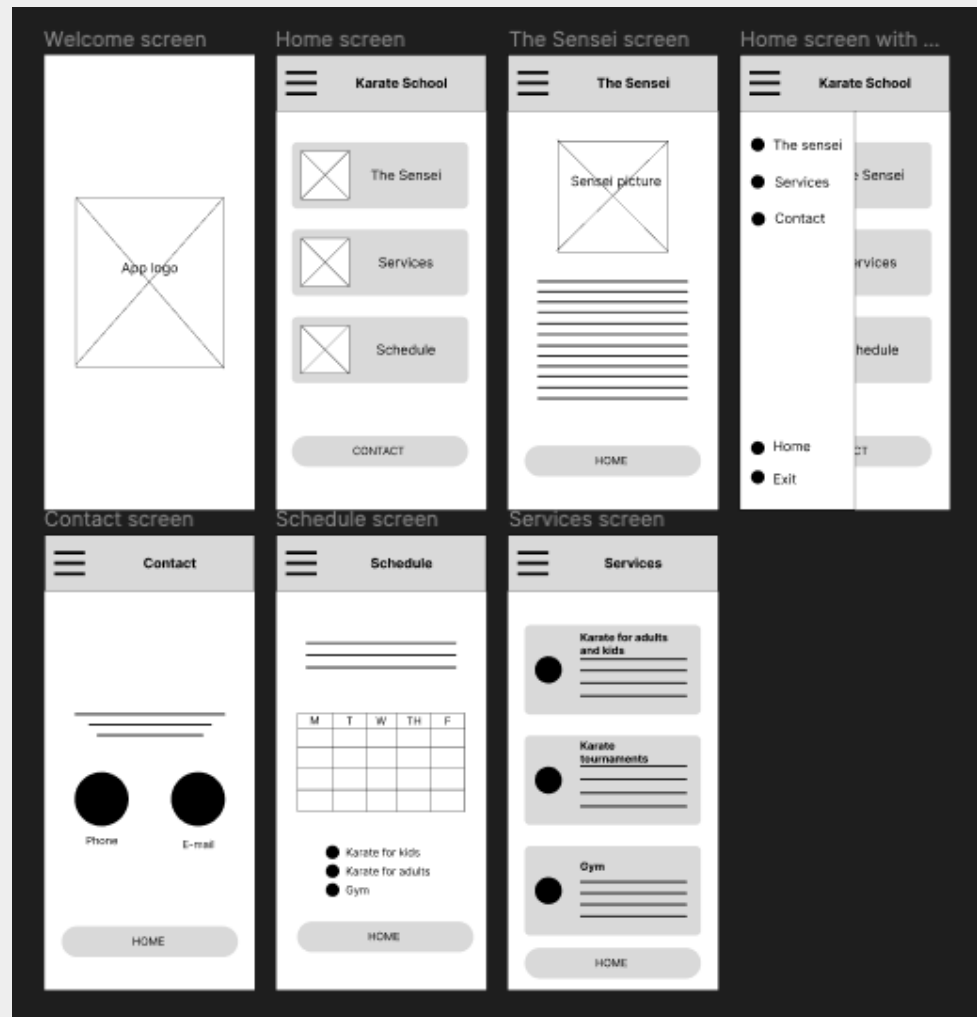Contact screen

Contact data.

Phone icon.

E-mail icon.

Contact
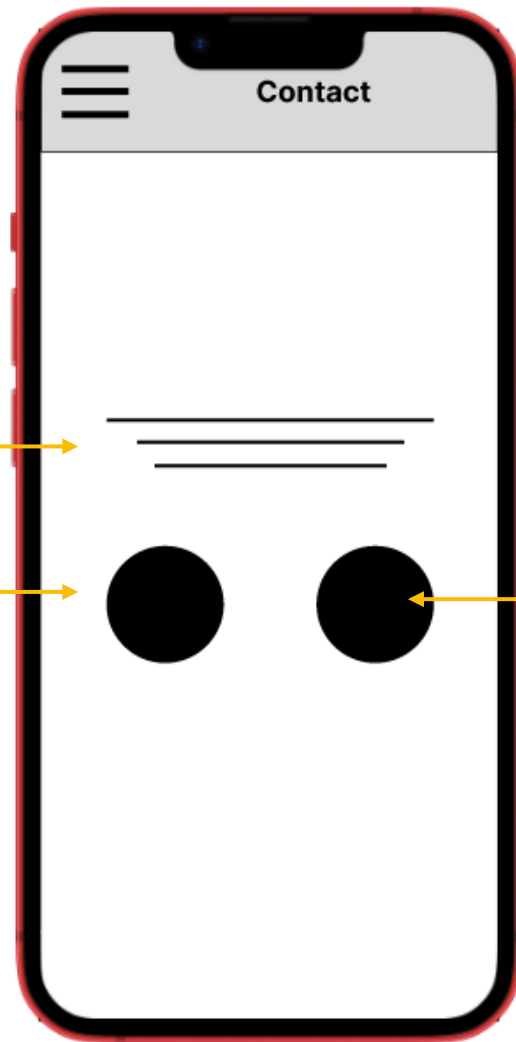
Digital wireframes

Menu

Side menu.

Low-fidelity prototype

Low-Fidelity prototype made with Figma

Usability study: findings

Two usability studies have conducted. Findings from the first study helped the designers to transform wireframes into mockups and the second from the low-fidelity prototype to high-fidelity prototype.

Round 1 findings

1. Open the app.

2. Look for information about the Sensei, extra events and contact.

3. Close the app.

Round 2 findings

1. Find the Sensei degree.
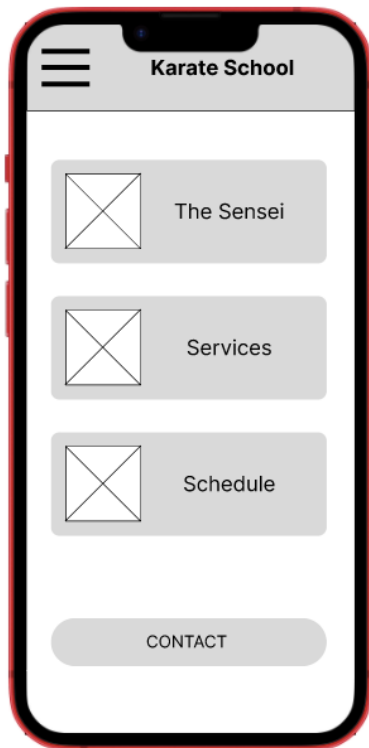
2. Find the min age to do Karate at this school.

3. Find the adult classes.

Refining the design
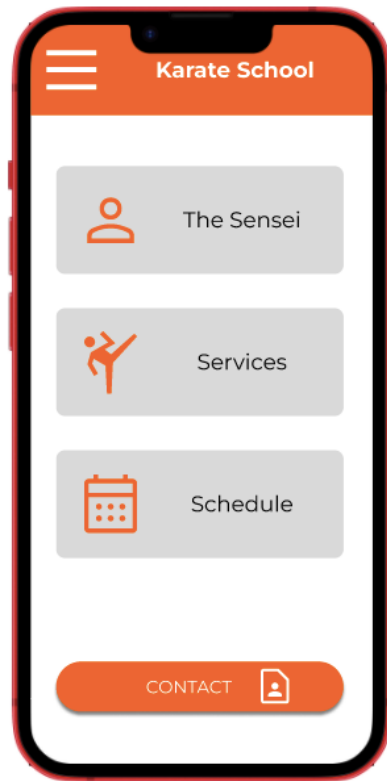
- Mockups
- High-fidelity prototype
- Accessibility
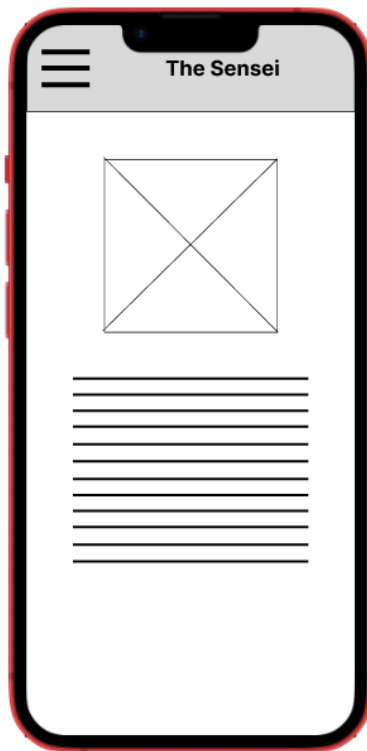
Mockups

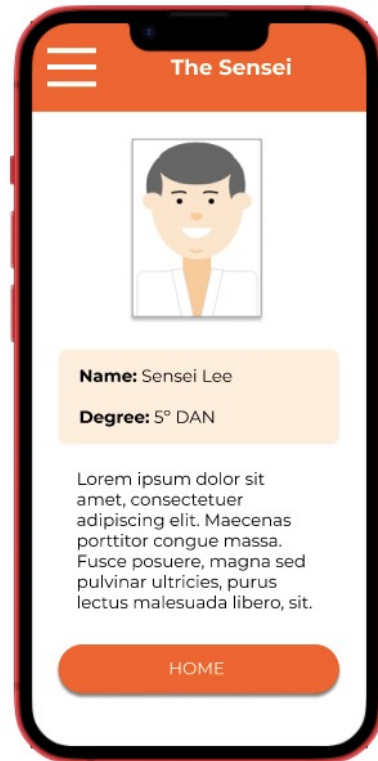Onboarding screen

Before usability study
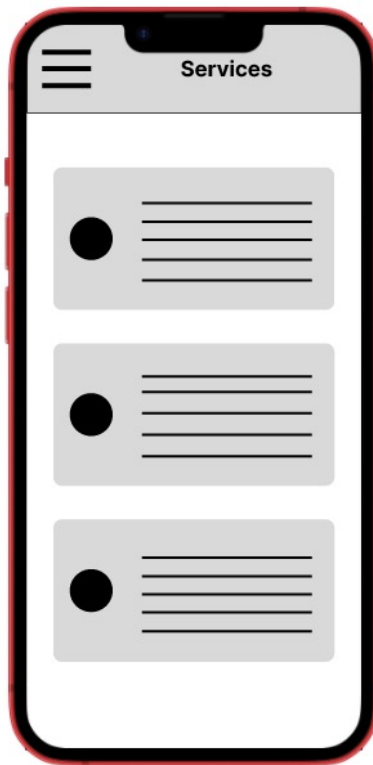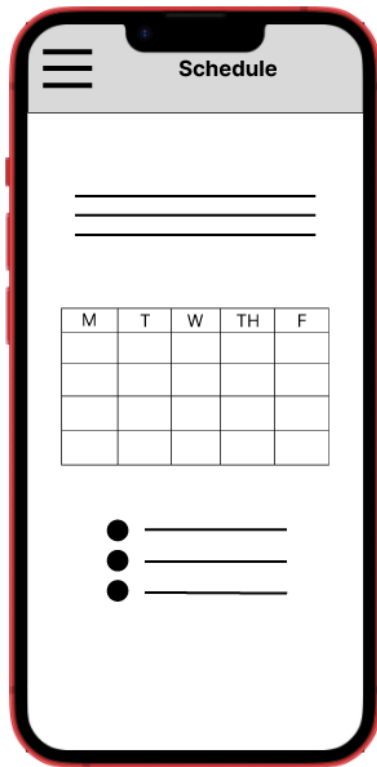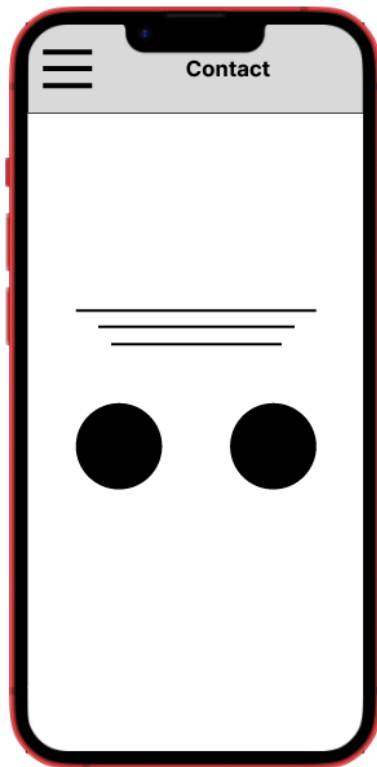
After usability study

Mockups

The Sensei screen

Mockups

Services screen

Services

Services

Karate for adults and kids

Min age: 5
Lorem ipsum dolor sit amet.

Karate tournaments

Lorem ipsum dolor sit amet, consectetuer.

Gym

Lorem ipsum dolor sit amet, consectetuer.

HOME

Mockups

Schedule screen

Schedule

M	T	W	TH	F

Schedule

Lorem ipsum dolor sit amet, consectetuer adipiscing elit.

M	T	W	TH	F

Karate for kids (from 5)

Karate for adults (from 18)

Gym (from 18)

HOME

Mockups

Contact screen

Contact

Contact

CONTACT US

You can contact us by phone or e-mail.

- **Phone:** monday to friday, from 10 am to 18 pm.
- **E-mail:** any time.

Phone

E-mail

VISIT US

Come and visit us.

Address 1
Address 2
Address 3

HOME

Mockups

Navigation menu
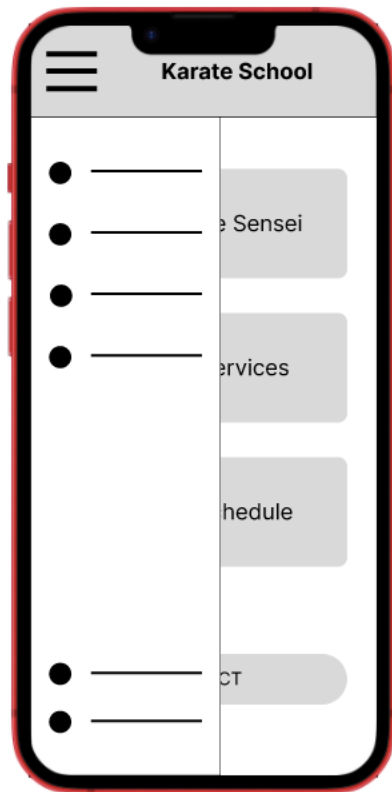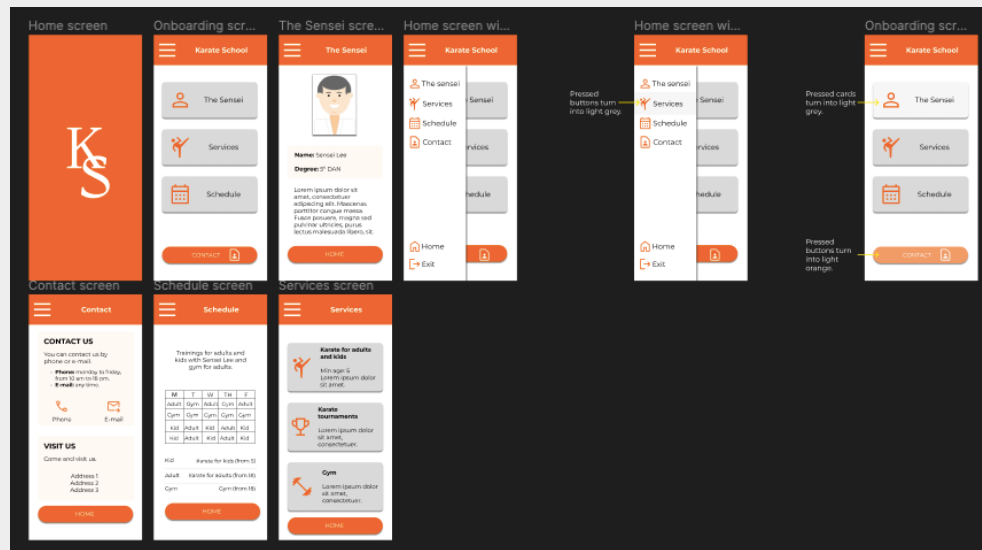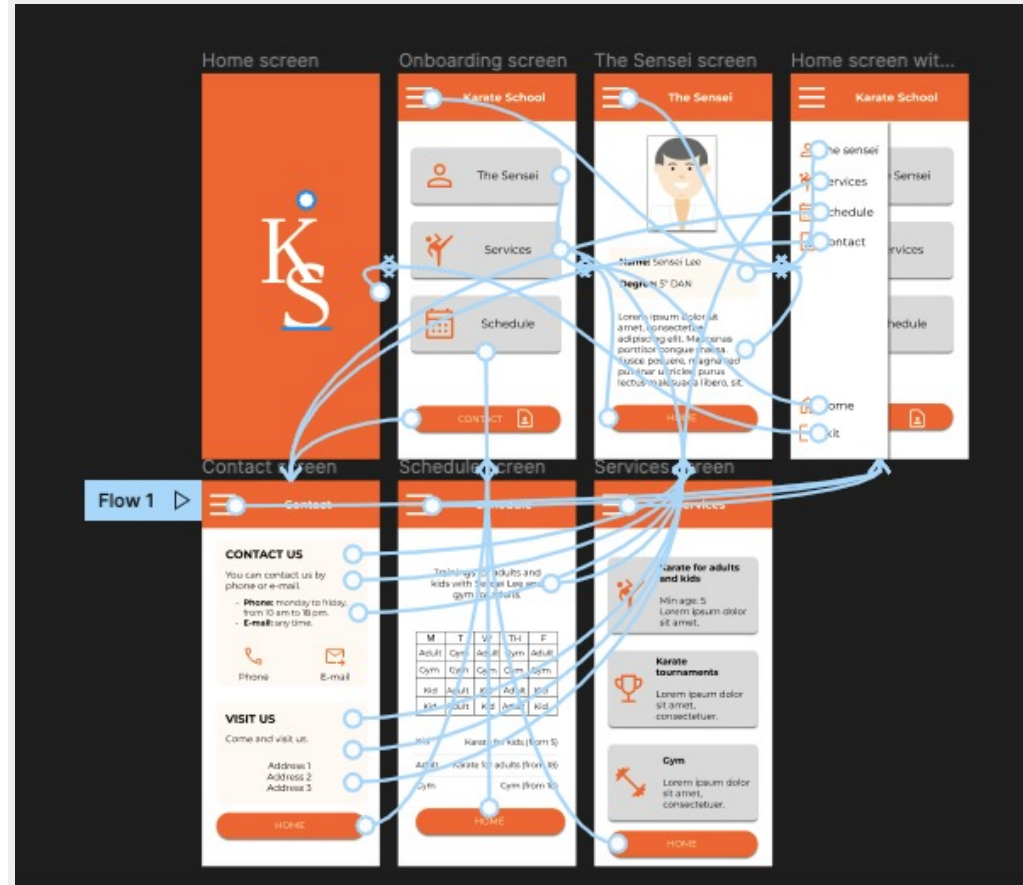
High-fidelity prototype

High-fidelity prototype without flow

High-fidelity prototype

High-fidelity prototype
with flow

Accessibility considerations

1

It is accessible to people who have vision impaired because of the color palette and the alt text.

2

The component are very intuitive to help users to understand the flow in the app.

3

Navigation in more comprehensible because of the icons that are included in the design.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The app makes users feel like the center of School of Karate way, understanding their needs and offer solutions to them.

What I learned:

While designing School of Karate app, I have learned that UI design is not enough but it is also necessary to pay attention to a UX design because the most important is the users understanding.

Next steps

1

To study the user experience with the app in order to identify new needs.

2

To study usability in order to detect possible problems that had not been considered and to solve them.

3

To identify new useful functionalities and start a new version of the app.

Let's connect!

Thank you for your time reviewing this work on the School of Karate. If you'd like to see more or get in touch, my contact information is provided below:

Email: xxx@gmail.com
Phone: 000 000 000

Thank you!