2021

Assessment project 4

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Inhoud

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Introduction

For our fourth project Dylan and I teamed up with Rafael and Luc to work on the Skatrixx industry project. We have been given files from previous projects so we don't have to completely start from scratch, however we will be coming up with our own ideas to create the app.

The application that was requested had to incorporate a skateboard that can be tracked with a sensor, we were given the data that was generated from when the board was tested to come up with an useful way to use it.

Process

First we came up with 2 persona’s that we felt could help us get a good diversity in the different use cases of the app.

Nyjah Huston

Age: 26

Occupation: Pro Skateboarder

Location: California, U.S.

Profile

I'm Nyjah, a professional skateboarder from California in the United States. I started participating in street skateboarding contests when I was 13 years old, and I'm always looking for ways to improve.

Likes

- Skateboarding
- Partying
- Travelling

Dislikes

- Law enforcement
- Injuries
- Skatestoppers

Goals

- Become an Olympic gold medalist
- Create my own successful skating brand
- Inspire others to skate

Personality

Extrovert — Introvert

Sensing — Intuitive

Thinking — Feeling

Judging — Perceiving

Traits

Willpower

Athleticism

Creativity

Perseverance

Brands

Sophia Brown

Age: 22

Occupation: Making art

Location: London

“I’m quite new to skateboarding but I am very passionate about learning new tricks.”

ABOUT

My name is Sophia Brown. I’m from London born and raised. Right now I’m 22 years old. I like to hangout with friends and learn new tricks with my skateboard. I’m still a beginner so my friends usually help me to learn new tricks.

PERSONALITY

Extrovert — Introvert

Sensing — Intuitive

Thinking — Feeling

Judging — Percieving

♡ LIKES

Learning
Skateboarding
Art
Do things with friends

☹ DISLIKES

Bias
Gossip
Anti-feminism

TRAITS

Energetic

Perseverance

Creative

Stubborn

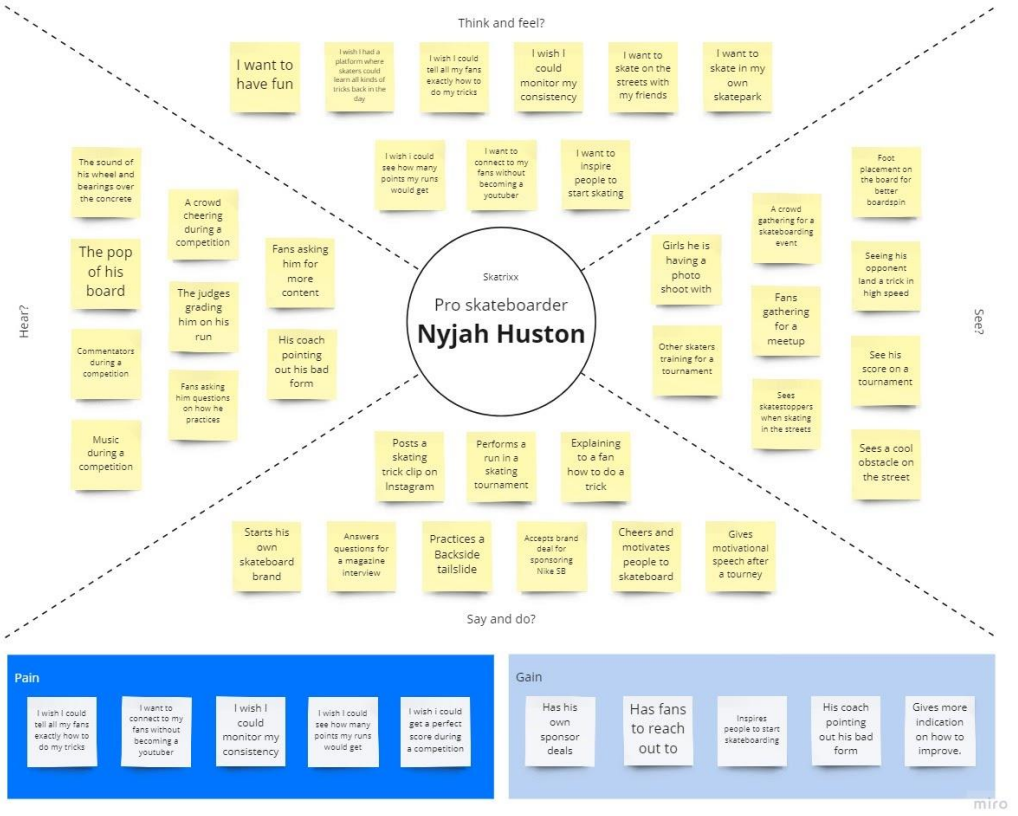
GOALS

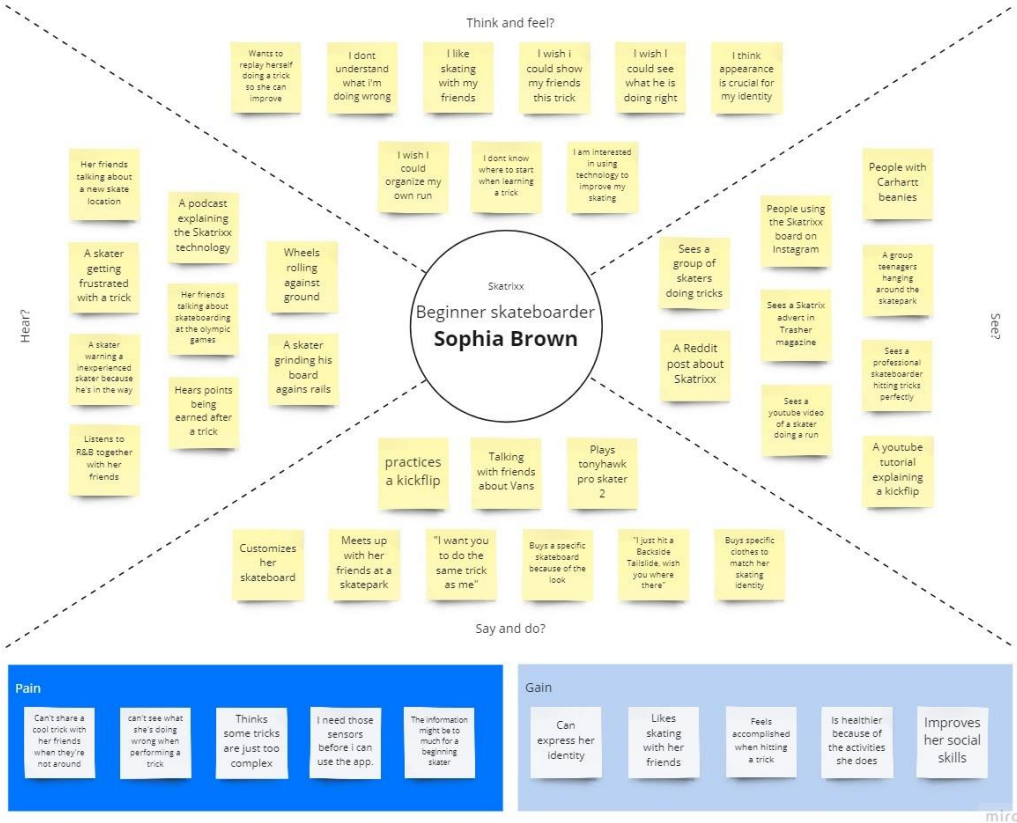
- Become a pro skateboarder
- Make art that inspires people
- Always try to learn new things

FAVORITE BRANDS

Trasher
Vans
Carhartt

With these persona’s we created 2 empathy maps to find out what these persona’s find important when it comes to skateboarding.





These empathy maps gave us insight into what features of the app were the best to implement for these persona's. Because an empathy map is still very wide in scope we then continued defining the goals/points of our potential users.

We started writing down POV's. Which help us oversee what the user goals are.

- Sophia wants to see why a trick is not working because it would help her improve.
- Sophia can't share a trick with her friends, because they're not physically there.
- Sophia thinks learning skateboarding is complex because there is a lot of material.
- Sophia wants to do tricks but thinks they are too complex for her.
- Sophia wants to express her identity because it makes her feel empowered.
- Sophia likes to skate with friends, which gives her better social ability.
- Nyjah wants to perfect his score because it would make him the best.
- Nyjah wants to teach his fans how to do tricks because he wants to inspire them.
- Nyjah wants to connect to his fan base because he wants to be seen.
- Nyjah needs to see his consistency because he wants to perfect a trick.
- Nyjah wants to see how many points his runs would get because he wants to improve.
- Nyjah wants to start his own skateboarding brand because he wants to reach out to his fans.
- Nyjah has a coach that can point out his bad form, but he's expensive/not always available.

After this we transformed the POV's into concrete goals and pain points for our app

POV 1) How might we show Sophia what she's doing wrong during a trick?

POV 2) How might we allow Sophia's friends to be with her skateboarding without physically being there?

POV 3+4) How might we reduce the complexity of learning skateboarding?

POV 5) How might we make Sophia able to express herself when skateboarding?

POV 6) How might we allow Sophia to skateboard with her friends?

POV 7) How might we allow Nyjah to perfect his score when skateboarding?

POV 8) How might we allow Nyjah to see his score when skateboarding?

POV 9) How might we allow Nyjah to teach his fans the tricks he does?

POV 10) How might we allow Nyjah to connect to his fan base?

POV 11) How might we allow Nyjah to see how consistent he is when skateboarding?

POV 12) How might we allow Nyjah to express his brand to his fans?

POV 13) How might we allow Nyjah to have his coach be with him skateboarding at all times?

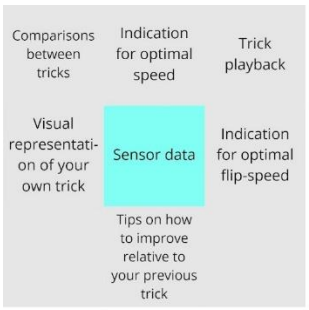
After the How might we questions we felt ready to come up with our main problem definitions to define what our app is going to do.

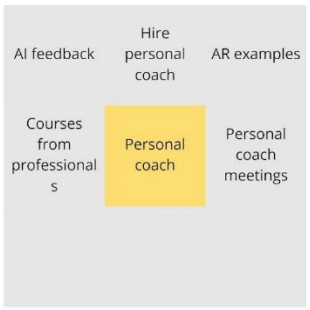
- **Sophia doesn't know what she is doing wrong during a trick, this is a problem because it slows down her progression and this demotivates her.**
- Sophia can't always show her skateboarding moves to her friends, this is a problem because she doesn't live close by.

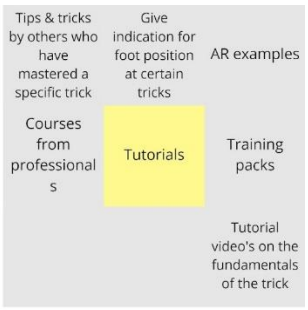
- Sophia thinks learning skateboarding is too complex, this is a problem because it causes her to not push herself.
- Sophia expresses herself through clothing when skateboarding and if she can't do it in the app this is a problem, because it causes her to not be able to express her identity
- Sophia can't always skateboard with her friends, this is a problem because she really wants social contact.
- Nyjah has a hard time perfecting his score, this is a problem because he wants to do it perfectly.
- Nyjah can't see the score his skateboarding would get, this is a problem because it makes it hard for him to perfect his score.
- Nyjah can't explain properly to his fans how to learn a specific trick, This is a problem because his fans really want to learn these tricks.
- Nyjah has a hard time connecting to his fan base, this is a problem because it causes him to become out of touch.
- Nyjah can't feel how consistent his tricks hit, this is a problem because it doesn't allow him to perfect his tricks.
- Nyjah can't express his brand in skateboarding apps, this is a problem because it demotivates him from trying to use it.
- Nyjah can't be with his coach at all times, this is a problem because he can't always get a good view of the things he is doing wrong.

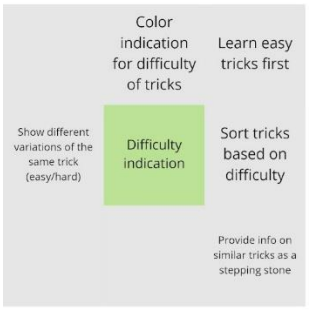
These problems definitions all are important to try and work with when developing the app, however we decided to pick one as our focus so we can deliver more value in a shorter time.

After the problem definitions we decided to go on with the ideation phase, for this we did a lotus flower to come up with as much ideas as possible.


Comparisons between tricks
Indication for optimal speed
Trick playback
Visual representati-on of your own trick
Sensor data
Indication for optimal flip-speed
Tips on how to improve relative to your previous trick

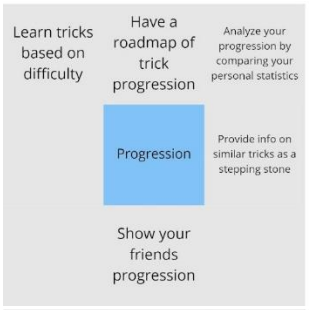

AI feedback
Hire personal coach
AR examples
Courses from professionals
Personal coach
Personal coach meetings


Tips & tricks by others who have mastered a specific trick
Give indication for foot position at certain tricks
AR examples
Courses from professionals
Tutorials
Training packs
Tutorial video's on the fundamentals of the trick


Color indication for difficulty of tricks
Learn easy tricks first
Show different variations of the same trick (easy/hard)
Difficulty indication
Sort tricks based on difficulty
Provide info on similar tricks as a stepping stone

Sensor data
Personal coach
Tutorials
Difficulty indication
Sophia doesn't know what she is doing wrong during a trick, this is a problem because it slows down her progression and this demotivates her.
Gamification
Progression
Peer reviews
Motivation

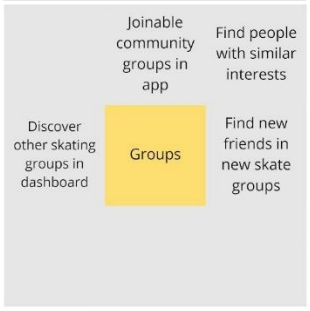
Challenges with friends
Leaderboards
Campaign mode where you have to land a specific trick each level to progress
Daily challenges
Gamification
Earning points when landing a trick
Daily skating streaks
Trick scoring system
Invent your own trick


Learn tricks based on difficulty
Have a roadmap of trick progression
Analyze your progression by comparing your personal statistics
Progression
Provide info on similar tricks as a stepping stone
Show your friends progression

Liking tricks
Allow others to leave comments on your trick to review it
Get your trick graded by friends
Peer reviews

Receive positive feedback for motivation
Show messages that say how much you've improved relative to your previous trick
Daily skating streaks
Show variations of a trick you already know
Motivation
Provide challenges to users
Show your friends progression to get motivated yourself
Earn real life items (coupons)

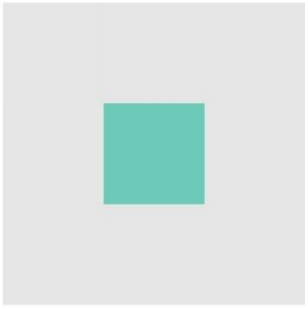
Able to upload an own design
Get popular board designs
Scan QR-Code on bought board
Custom board size
Customizable Board

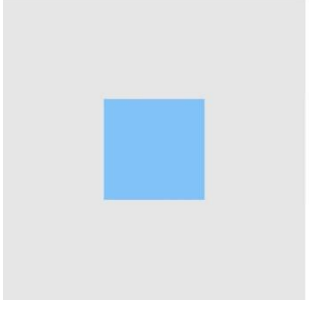

Joinable community groups in app
Find people with similar interests
Discover other skating groups in dashboard
Groups
Find new friends in new skate groups

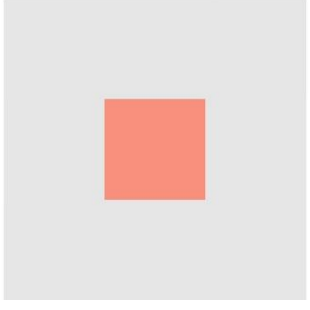
Custom face
Customizable clothes
Bitmoji
Scannable skate brand products. (wearable for bitmoji)

Favorite equipment
Favorite clothes
Choose your own avatar
Interests
Customizable profile
Profile Banner/info
Favorite brands

Customizable board
Groups & friends
Bitmoji
Customizable profile
Sophia expresses herself through clothing when skateboarding and if she can't do it in the app this is a problem, because it causes her to not be able to express her identity
Scannable items





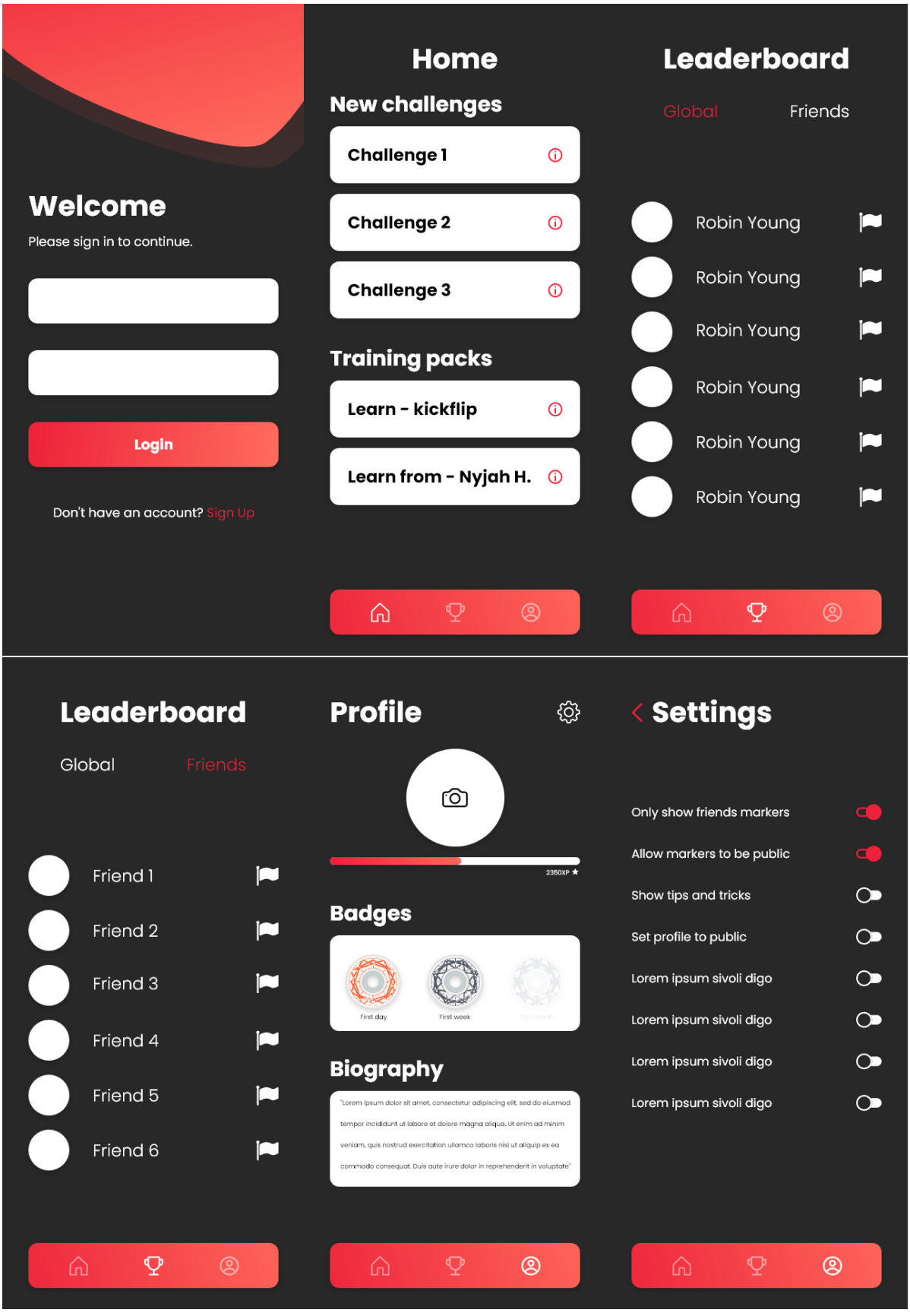


Scannable skate brand products. (wearable for bitmoji)
Scannable items

From this we got a lot of inspiration for our app, which helped us define what our app will become.

Instead of writing down features we decided to simply design the app in the prototyping phase. The problem definitions are what is really our main concern when designing the app, so we will still be filtering ideas based on value.

For our first design we came up with an app where skaters can learn skating by doing challenges or tutorials while also being able to compete with friends on these challenges.



In the settings page we also added some small toggles so people who don't want tips and tricks can opt out of it, this is useful for people who already know how to skateboard and don't want to be bothered by it.

After this we got some feedback from our teachers and they thought we needed to add more persona's to increase the audience we are looking at. We then decided we needed someone who was competitive and someone who was casual.

Jim Williams

Age: 23

Occupation: Mechanic

Location: Sydney

Profile

Hello, I am Jim Williams. I'm 23 years old and live in Sydney. I work in a car garage as a mechanic. In my spare time I try to get better at skateboarding with my friends.

Likes

- Skateboarding
- Learning
- Urban

Dislikes

- Law enforcement
- Competition
- Broken parts

Goals

- Become better in skateboarding
- Create my own project car
- Play to have fun, not to win.

Personality

Extrovert — Introvert

Sensing — Intuitive

Thinking — Feeling

Casual — Competitive

Traits

Willpower

Social

Creativity

Clumsy

Brands

Max Willems

Age: 18

Occupation: Student

Location: Eindhoven

Profile

Hi! I'm Max, an 18-year old student from The Netherlands, currently studying Industrial design. I like to skateboard with friends and compete with them in a game of SKATE. However, I have trouble staying motivated learning new tricks.

Likes

- Skateboarding
- Competitive games
- Designing

Dislikes

- Getting demotivated
- Not having a fun way to learn new skating tricks

Goals

- Finish my Industrial design degree
- Learn every standard skating trick
- Reach a high rank on competitive games

Personality

Extrovert — Introvert

Sensing — Intuitive

Thinking — Feeling

Casual — Competitive

Traits

Willpower

Athleticism

Creativity

Perseverance

Brands

We then made some empathy maps again

We then defined their POV's again to start incorporating their influences to our previous design.

- Jim wants to improve his skateboarding without competing against others because it discourages him.
- Jim wants to skate throughout the city because he likes to explore and loves the scenery
- Jim wants to know when his friends are skating because he likes to skate with his friends
- Jim wants to post his progress on social media because he enjoys the feedback
- Max wants to share his progress with his friends, because it makes him motivated.
- Max wants to get better at skating, but he finds practicing tricks is boring.
- Max wants to know how many points he would get, so he can improve on his skateboarding more.
- Max wants to compete with others, because it is what drives him.
- Max wants to design his own boards, because he wants to express himself.

We then made our how might we's.

POV1) How might we allow Jim to improve his skateboarding without competition

POV1) How might we get Jim to enjoy competition in skateboarding

POV2) How might we allow Jim to explore scenery when skateboarding

POV3) How might we show Jim when his friends are skateboarding

POV4) How might we allow Jim to post his progression on social media

POV5) How might we allow Max to share his progress with his friends

POV6) How might we make practicing less boring?

POV7) How might we show Max how many points he would get for a trick/run?

POV8) How might we allow Max to compete with other competitive people?

POV9) How might we allow Max to design his own boards?

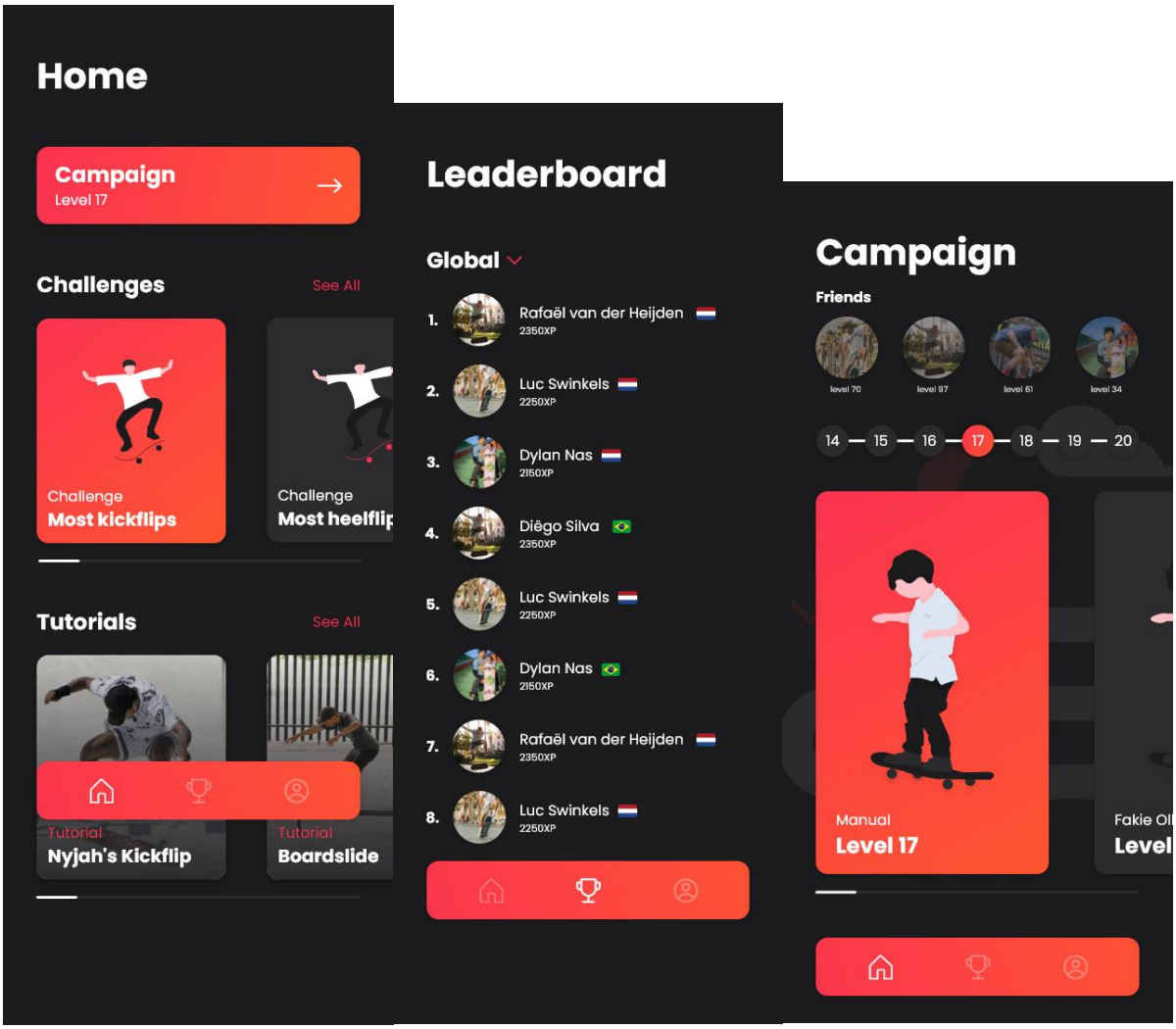
We then made the problem definitions.

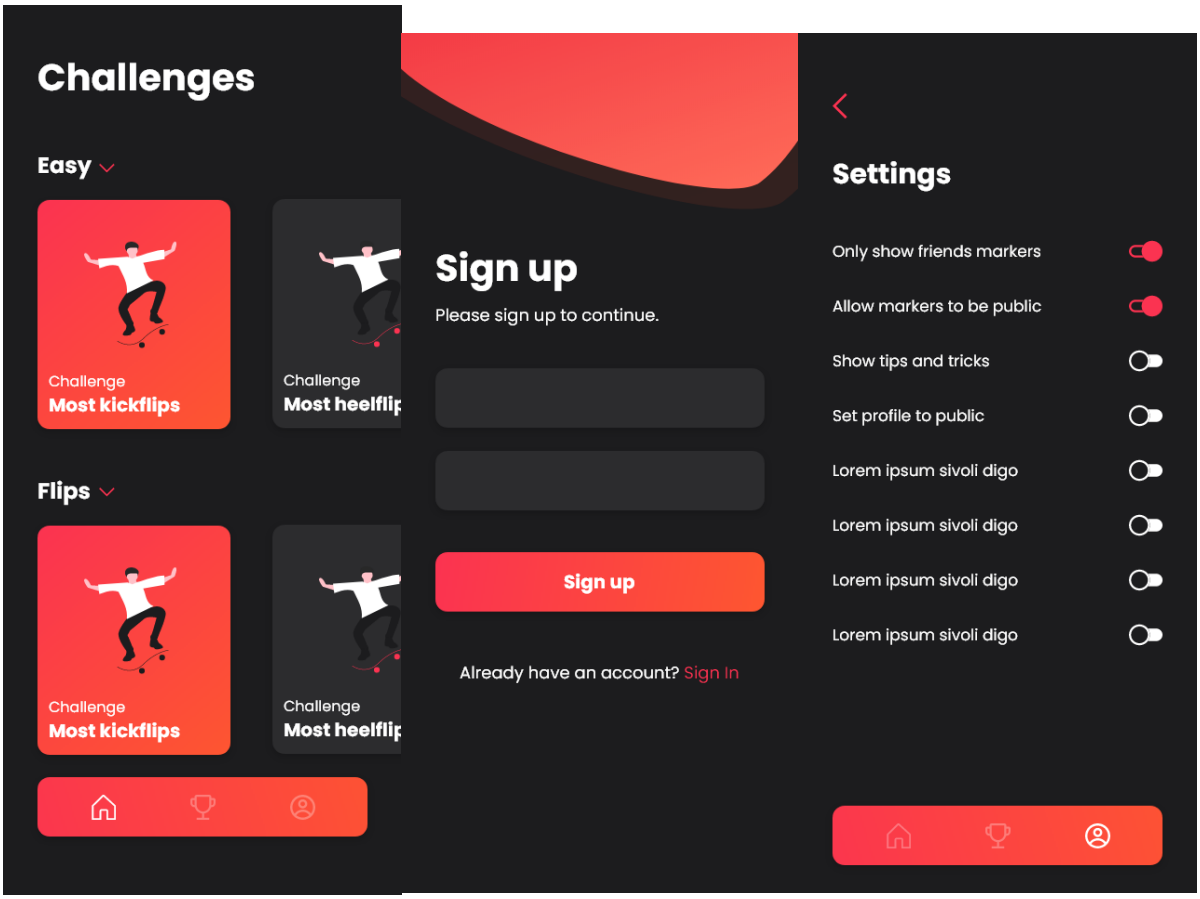
- Jim doesn't want to compete to improve, this is a problem because a lot of skateboarding is focussed on competing which demotivates him
- Jim can't share his progression on social media, this is a problem because sharing his progression is a motivator.
- Jim doesn't enjoy competition, this is a problem because it would speed up his progression.
- Jim can't skate where he wants to, this is a problem because Jim loves to explore and it demotivates him when he can't
- Jim can't find the scenery to explore when skating, this is a problem because he would love to explore it all.
- Jim can't see when his friends are skateboarding, this is a problem because it causes him to lose touch with his friends.
- Max can't share his progress with his friends that easily, this is a problem because he loves to show others his progress.
- Max doesn't know how many points he would get for a run, this is a problem because it causes him to misjudge his progress.

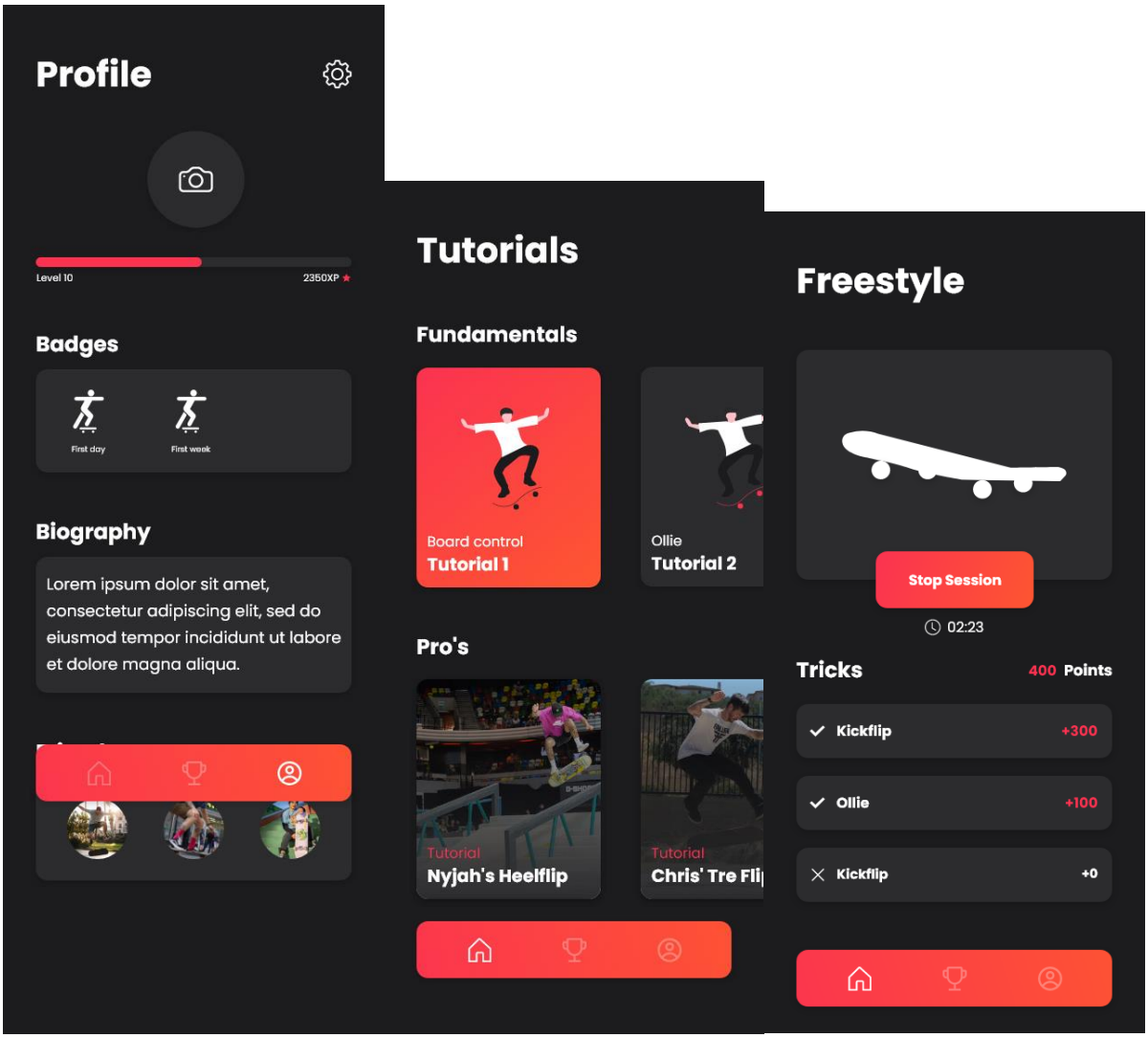
- Max can’t compete with a lot of other people, this is a problem because competing gives him motivation.
- Max doesn’t get the option to design boards, this is a problem because it causes him to not being able to express himself.

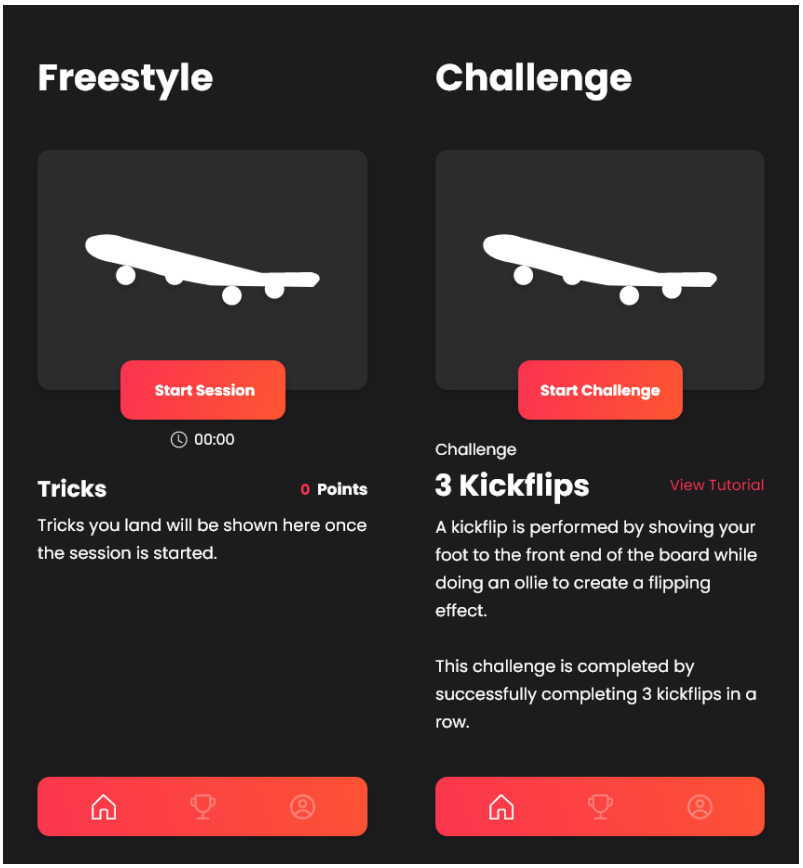
Because we already know the kind of direction our app is going in we didn’t chose a specific problem definition to focus on.

After this we made some new designs to incorporate the things we learned from our new persona’s


Home
Campaign
Level 17
Challenges
See All
Challenge
Most kickflips
Challenge
Most heelflip
Tutorials
See All
Tutorial
Nyjah's Kickflip
Tutorial
Boardslide
Leaderboard
Global
1. Rafaël van der Heijden
2350XP
2. Luc Swinkels
2250XP
3. Dylan Nas
2150XP
4. Diëgo Silva
2350XP
5. Luc Swinkels
2250XP
6. Dylan Nas
2150XP
7. Rafaël van der Heijden
2350XP
8. Luc Swinkels
2250XP
Campaign
Friends
level 70
level 97
level 61
level 34
14 15 16 17 18 19 20
Manual
Level 17
Level


Challenges
Easy
Challenge
Most kickflips
Challenge
Most heelflip
Flips
Challenge
Most kickflips
Challenge
Most heelflip
Sign up
Please sign up to continue.
Sign up
Already have an account? Sign In
Settings
Only show friends markers
Allow markers to be public
Show tips and tricks
Set profile to public
Lorem ipsum sivoli digo
Lorem ipsum sivoli digo
Lorem ipsum sivoli digo
Lorem ipsum sivoli digo


Profile
Level 10
2350XP
Badges
First day
First week
Biography
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
Tutorials
Fundamentals
Board control
Tutorial 1
Ollie
Tutorial 2
Pro's
Tutorial
Nyjah's Heelflip
Tutorial
Chris' Tre Fli
Freestyle
Stop Session
02:23
Tricks
400 Points
Kickflip
+300
Ollie
+100
Kickflip
+0



Assessment

Concepting

You show you can convert a problem or opportunity into multiple smart mobile concepts based on thorough analysis.

Current Level : **Proficient**

We used the following methods to concept:

- Persona's
- Empathy map
- POV
- Why How laddering
- How Might We
- 5 W's
- Lotus flower
- Mind map
- Prototyping

We used the methods within Design thinking when creating the app idea. When doing this we used the UX pillars as a basis for the goals our app would have to accomplish. We also tried to make the app as appealing to the skating audience as possible.

To make the application as simple as possible we try to keep in account our persona to make sure they would understand it. We made sure to keep the application as desirable as possible by discovering user goals and pain points. An example is the fact we tried to use graphics that looked similar to each other, so the user doesn't think anything feels out of place.

We tried to make the application more engaging by allowing users to challenge other users or themselves. The user also keeps a progress on the campaign part that is clearly visible to not confuse the user.

The individual deliverables are available in the process part of this document

Design

You translate concepts into user friendly designs and validate these designs through user tested iterations.

When designing we made sure to research common ux problems to make sure we don't make the same mistakes and also so we know what is wanted the most. We always value usability over design. We made sure each feature in the app doesn't take too much steps to complete.

We added playful elements to the design to try and appeal to the user. Examples of this are bright colors and the bottom tab bar that has an icon that's filled in with color when it's selected. We added avatars that fit the design and give choice to the user.

We also made sure that there is just enough information presented on screen to inform the user in the right way. We made sure the design does not feel out of place when switching pages or looking at individual components.

The designs are all available in the process part of this document

Current Level : **Proficient**

Hardware

You employ relevant mobile hardware.

The deliverables are available in the GIT Repository

Current Level : **Proficient**

Professional Skills

You demonstrate your professional development as a mobile developer in the form of authentic, professional IT tasks in which both the process and the result are visible.

I always do my best to work as professionally as possible. For example, I try to regularly ask for feedback from other stakeholders and group partners. I update my activities in our group Jira board and always help my group partners if they are stuck on something

Current Level : **Proficient**

Software

You implement high quality applications using designs and programming languages on both (mobile) client and server side.

For this outcome I implemented the home page, profile page, campaign level slider synchronization and the individual pages for campaign levels, challenges and tutorials

The deliverables are available in the GIT Repository

Current Level : **Advanced**