

Sporty Arena Booking app

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Project overview



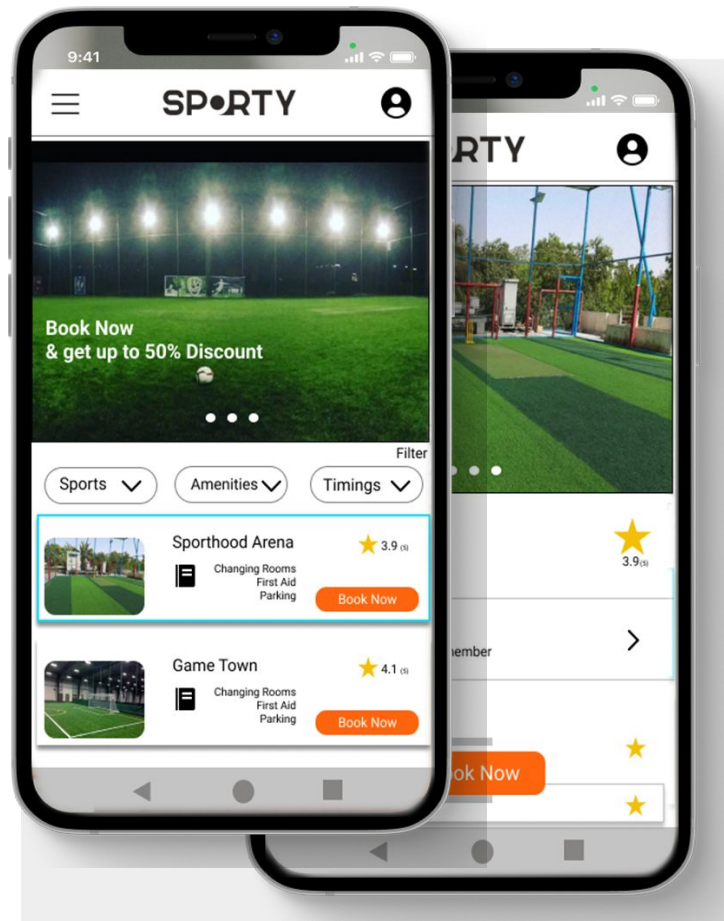
The product:

Sporty Arena Booking App is a digital platform bringing together young athletes and coaches/academies online for an exceptional performance off-line.



Project duration:

1Dec 2021 - March 2022



Project overview



The problem:

There was no one-stop shop for sports players looking to find, contact and book local sports turfs.



The goal:

To set about researching, getting support for and then building a platform that showed all sports venues anywhere in south India, and that was free and easy for anyone to use.

Project overview



My role:

UX designer designing an app for Sporty Arena Booking App..



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

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

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working adults who find difficult to find an arena/ players

This user group confirmed initial assumptions about Sporty customers, but research also revealed that time was not the only factor limiting users from finding a turf. Other user problems included obligations, interests, or challenges that make it difficult to get to each turf and check its free time and also finding a partner..

User research: pain points

1

Time

Working adults are too busy to spend time on finding turf

2

Finding Partner

Some User find it difficult to find a partner for playing their Sport

3

Finding Free Turfs

For users it is difficult to go to every turf in the town and book a free slot

Persona: Name

Problem statement:

Ram is a busy working adult who needs to engage in something that reduces stress and makes him healthy same time.



Ram

Age: 35
Education: Btech
Hometown: Alappuzha
Family: Single
Occupation: Software Engineer

"I spend most of the time in a day for office work. I need to do something that makes me fit as well as reduce my stress everyday."

Goals

- To be a successful software professional.
- To maintain a healthy worklife balance.
- To engage in something that reduces stress and makes him healthy same time.

Frustrations

- I need more social life and getting bored and lack motivation when working-out myself.
- Difficult to schedule time for pair game with friends because all have different office time.

Surjith is a software engineer who had very busy work schedule. He often forgets about working out. He needs to be more social in life and also need to be healthy. He also finds it difficult to find a pair who gets free in his free time.

User journey map

Mapping Ram's user journey revealed how helpful it would be for users to have access to a dedicated arena booking app.

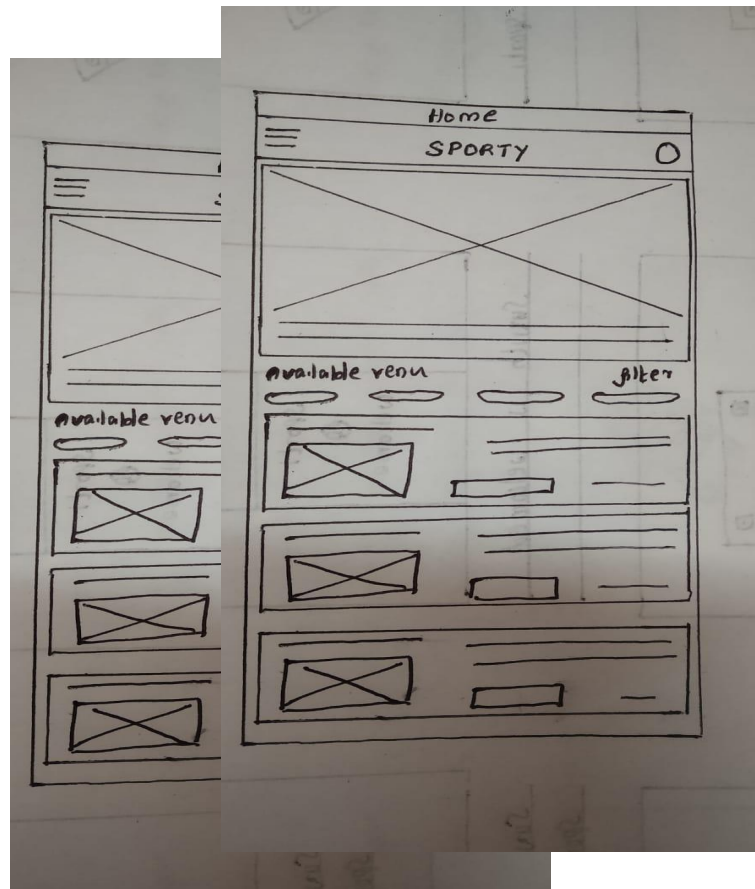
Persona: Ram

Goal: An easy and quick way to schedule arena get daily reminders and find partner for the game if needed.

| ACTION | Select arena | Browse for suitable time. | Give partner suggestion/ Select Partner. | Book a slot | Attend without fail. |
|---------------------------|--|---|--|---|---|
| TASK LIST | Tasks A. Decide on suitable sports B. Select the desired arena. | Tasks A. Browse for desired time slot. B. Select time slot and date C. Also set reminders if needed. | Tasks A. Select partner or coach needed. B. Select your partner characteristic C. Also mention if special training is needed. | Tasks A. Place your booking. B. Provide phone number. C. Confirm you order. | Tasks A. Remember your booking timig. B. Reach the destination area. C. Monitor your workout |
| FEELING ADJECTIVE | Difficult to find a sports arena with fitness center. Exicted to play the favorite game | Annoyed to find booked and free slots. Anxious about how to remember selected slot | Anxious about how to get correct partner. | Anxious about how to cancel or reschedule booked slot. | Happy to play favorite game with friends. |
| IMPROVEMENT OPPORTUNITIES | Create a dedicated app for PlayOn Sports Arena. | Booked slots are kept as red disabled and available slots are kept as green. Provides option for setting reminder. | Provides suggestion for age group and partner characteristics selection . Provide a simple checkout button. | Provides checkout option to cross check booked slot. Also allows option to reschedule if needed. | Provides reminder notification and sms before scheduled time. Provides workout time monitor, calorie count heart beat rate , hydration reminder. Provides motivation videos/ songs to play inapp. |

Paper wireframes

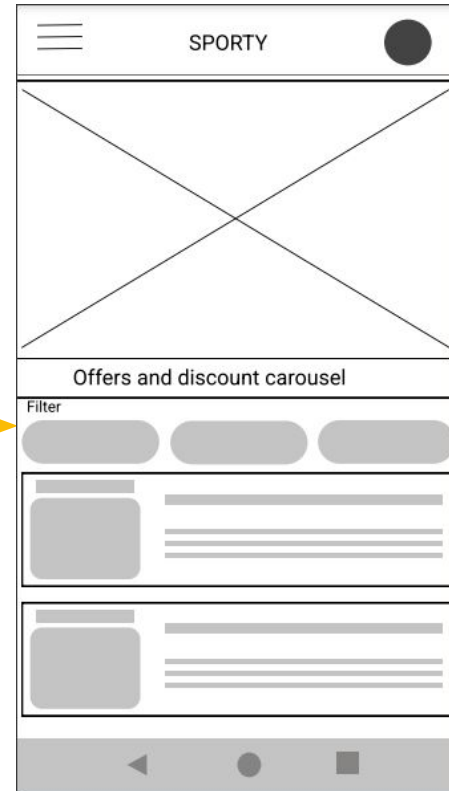
Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **quick and easy ordering process** to help users save time.



Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

Filters will enable users to select sports and amenities easier.

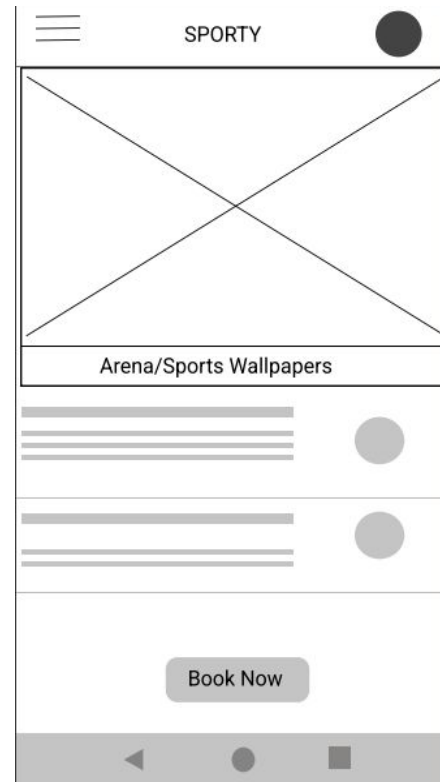


Each Arena/Turf will be shown with user rating will help user to choose one.

Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

User can see the arena photos and amenities in this screen



User can directly move to time slot selection

Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was booking a arena, so the prototype could be used in a usability study.



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

- 1 Users want to book arena quickly
- 2 Users want more customization options

Round 2 findings

- 1 Users want more payment options
- 2 Sign up need more options

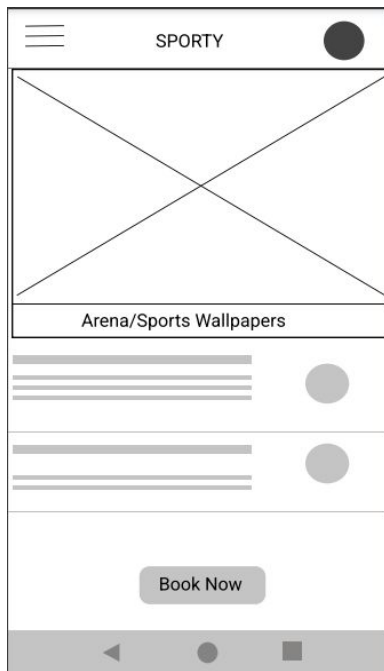
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

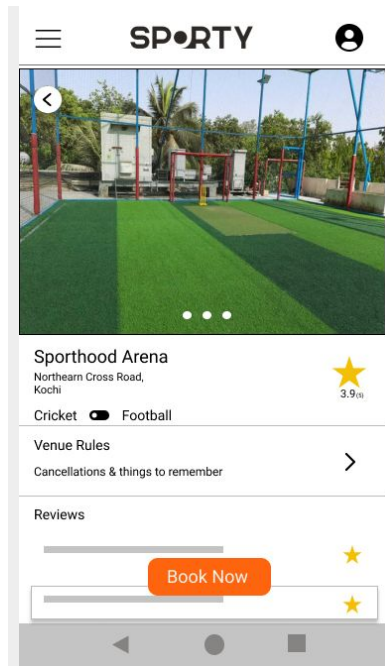
Mockups

Early designs allowed for some customization, but after the usability studies, I added additional options to **choose sports and choose amenities**. I also revised the design so users see **all the customization options** when they first land on the screen.

Before usability study



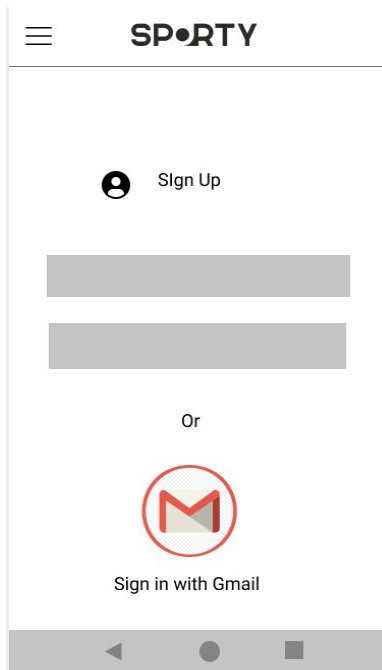
After usability study



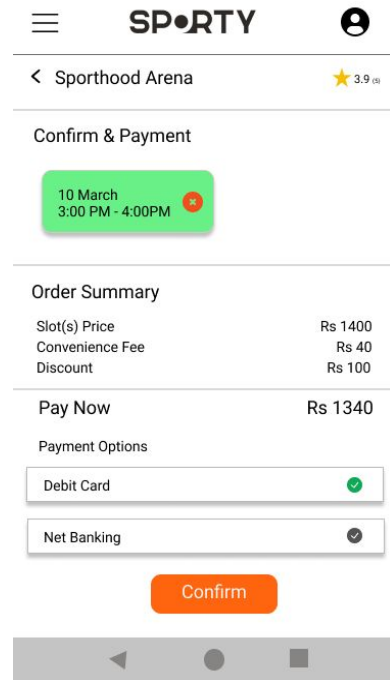
Mockups

The second usability study revealed more options to sign up and payment, I added the **signup with gmail and more payments** to this screen.

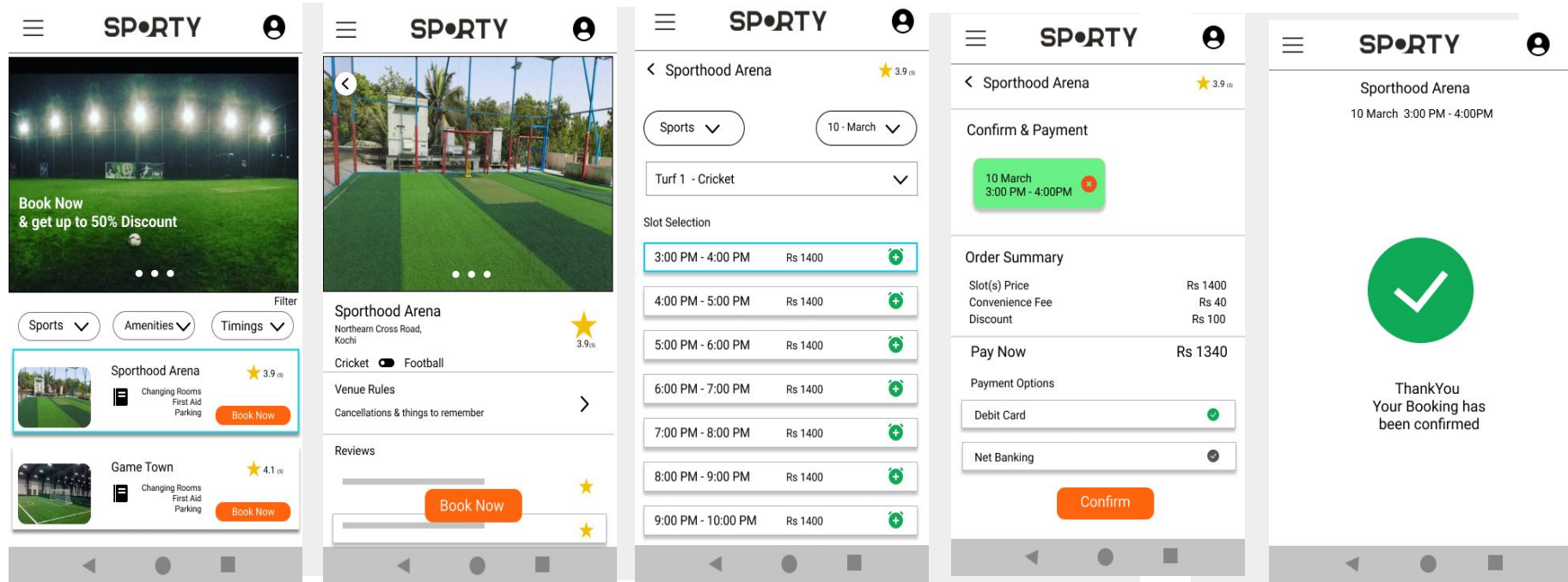
Before usability study



After usability study



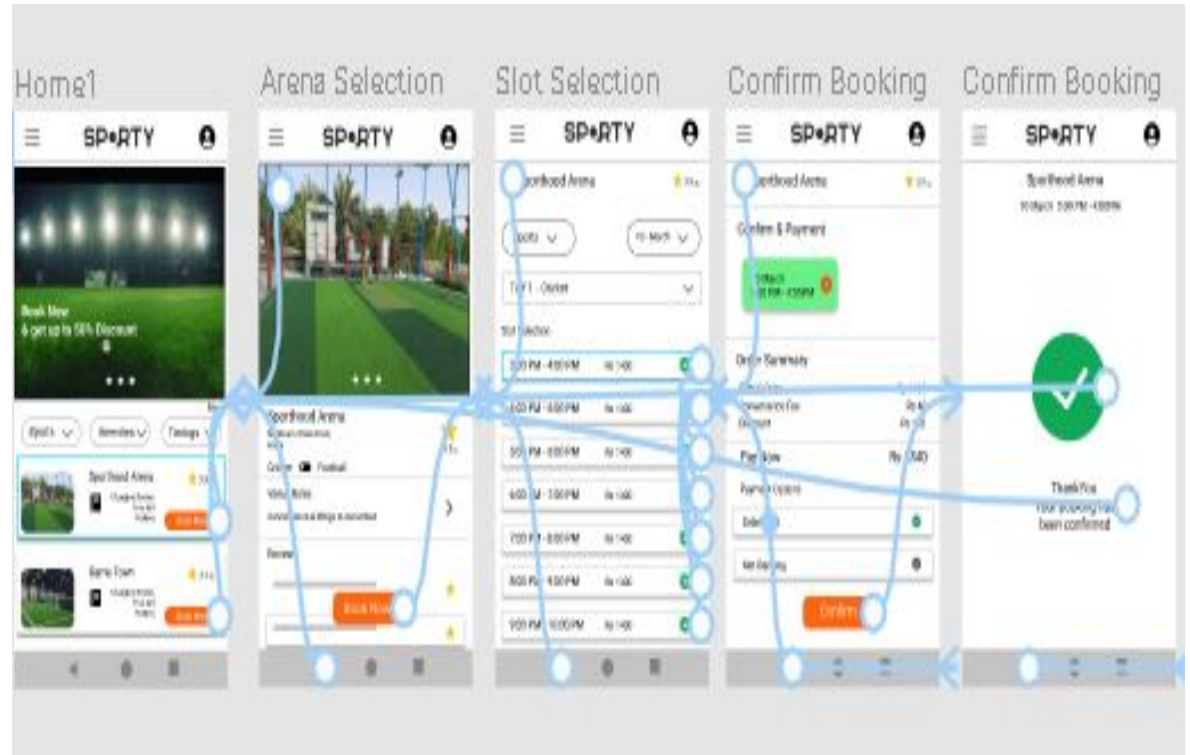
Mockups



High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for booking an arena.

View the Sparty Arena Booking App [high-fidelity prototype](#)



Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used icons to help make navigation easier.

3

Used detailed imagery for arenas and icons help all users better understand the designs.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like Sporty Arena Booking App really thinks about how to meet their needs.

One quote from peer feedback:

"The app made it so easy and fun to book and select turfs I would definitely use this app "



What I learned:

While designing the Sporty Arena Booking App, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Let's connect!



Thank you for your time reviewing my work on the Sporty Arena Booking App. If you'd like to see more or get in touch, my contact information is provided below.

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