



PLAY THE FIELD

Concept

- Taking all of the current dating apps and redesigning them to be aimed towards athletes. This app changes how users view their matches.
- Gamification has been added to make the app more interactive
- Wireframes, research, and prototypes to achieve this.
- The app was created taking into consideration Gestalt principles, color schemes, accessibility features, concept of flow, and more.

Dating app research / focus

The 6 Online dating Issues People Complain About Most in Therapy

By Brittany Wong

“Being on dating apps feels like a part-time job”



“I’m matching with the wrong type of person”

“First dates feel like interviews, and no one lives up to their profile (or my expectation)”

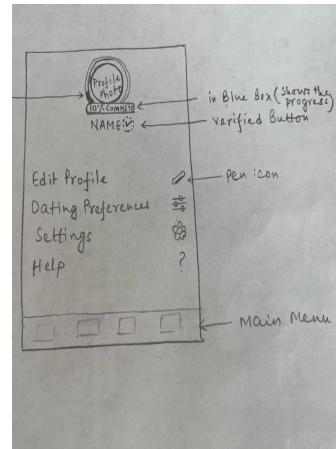
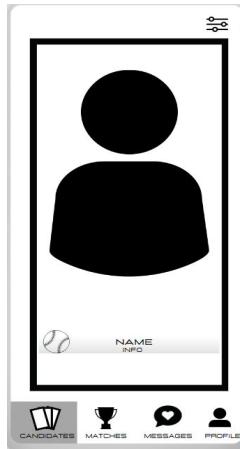
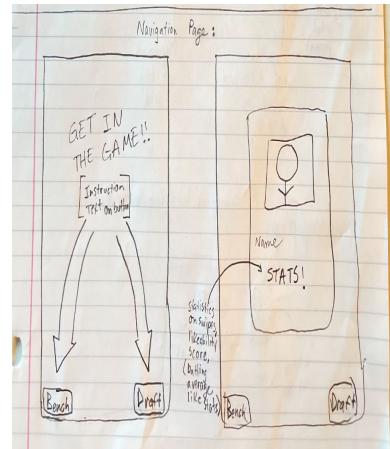
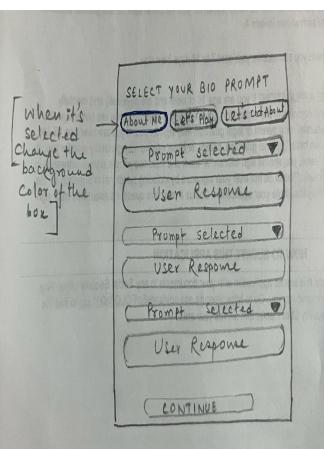
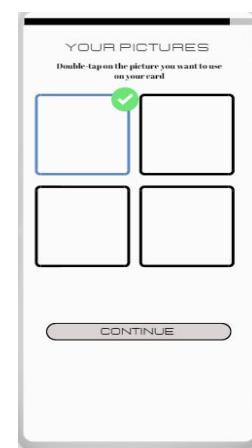
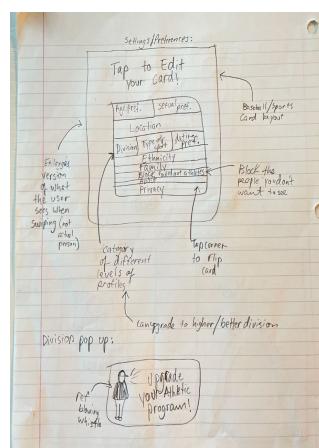
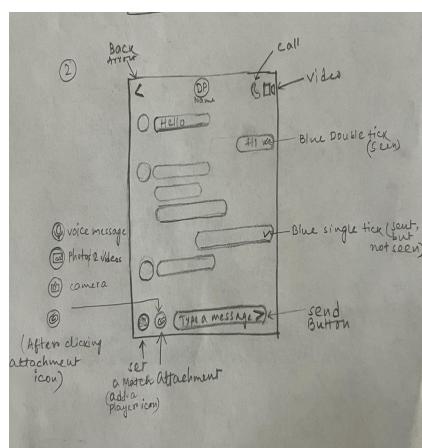
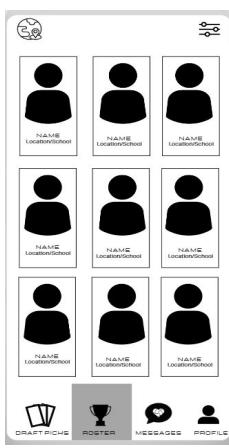
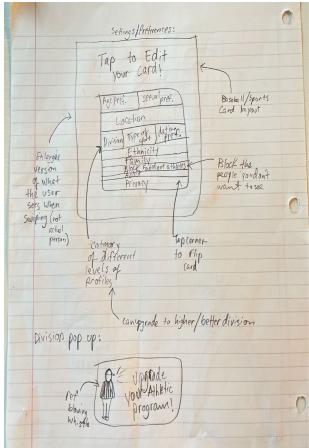


“We started chatting and then there was radio silence”

“I’m totally out of decent matches”

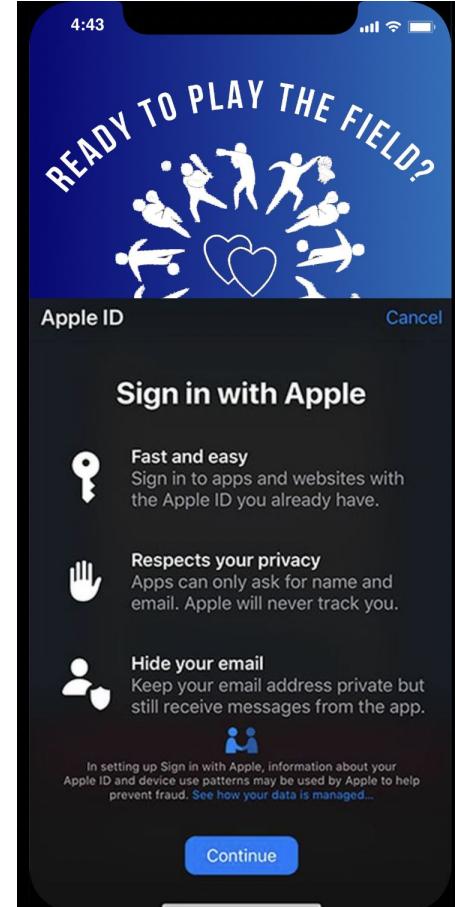
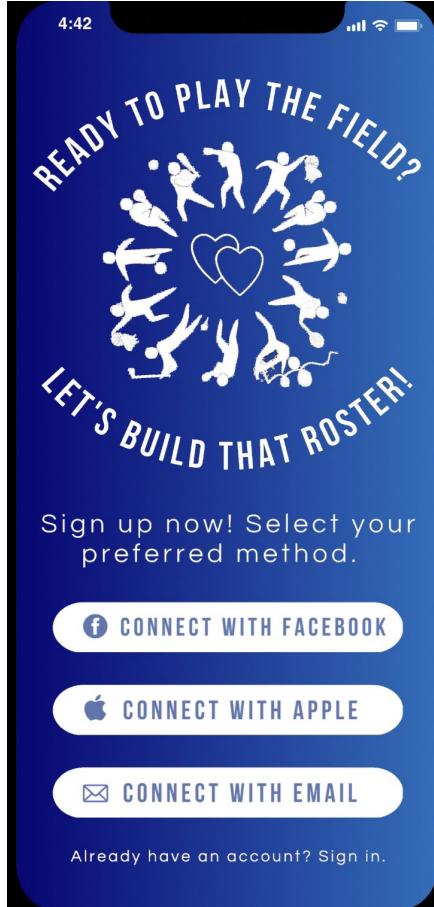
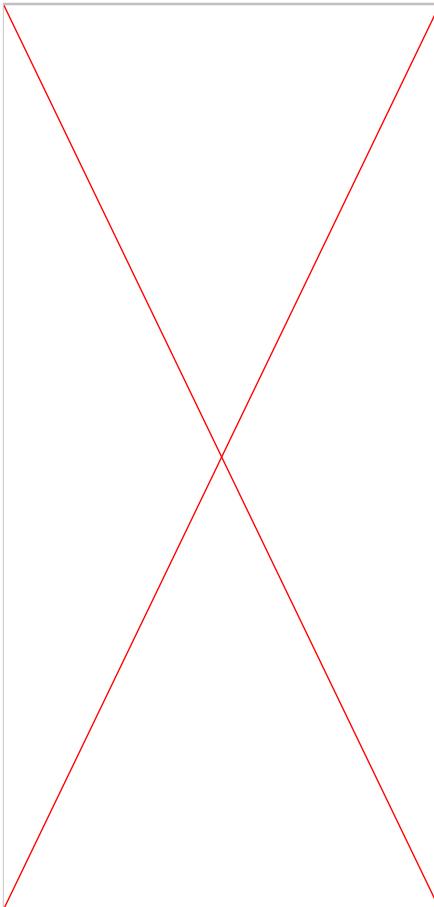
“Online dating feels too superficial”

Low-fi Mockups

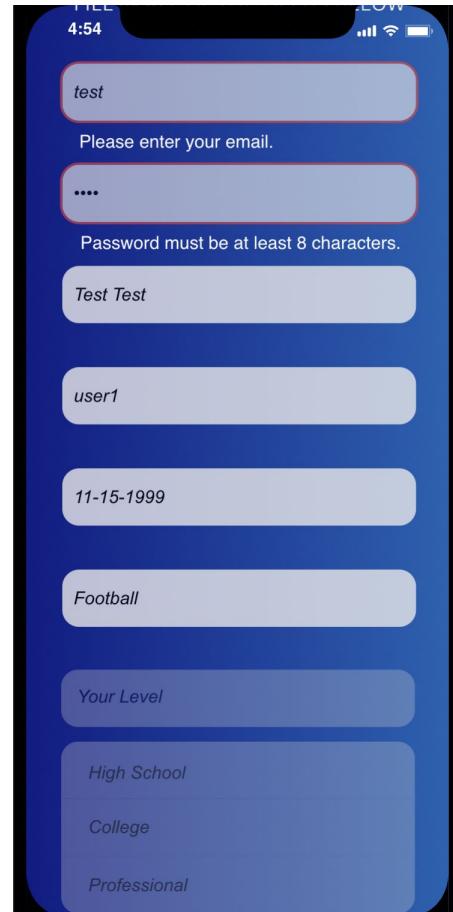
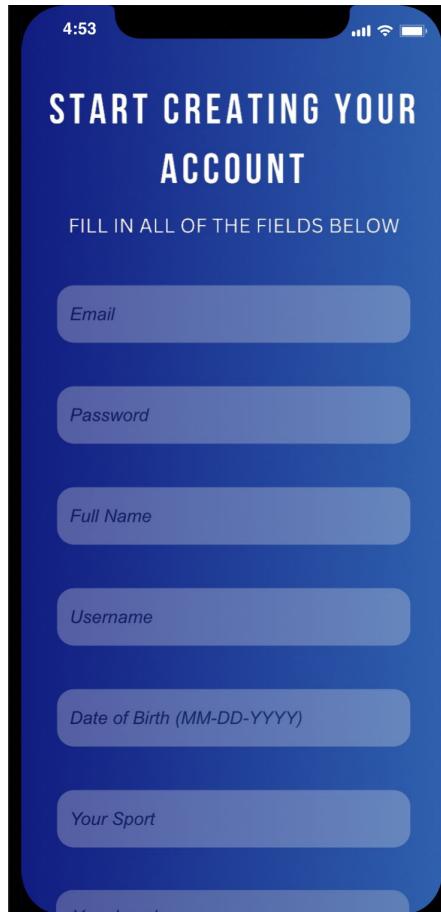
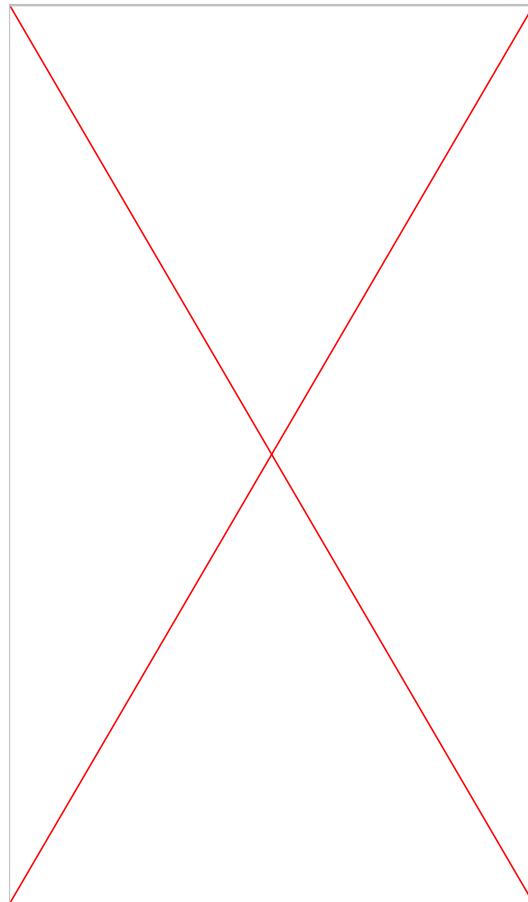


Hi-Fi Mockups

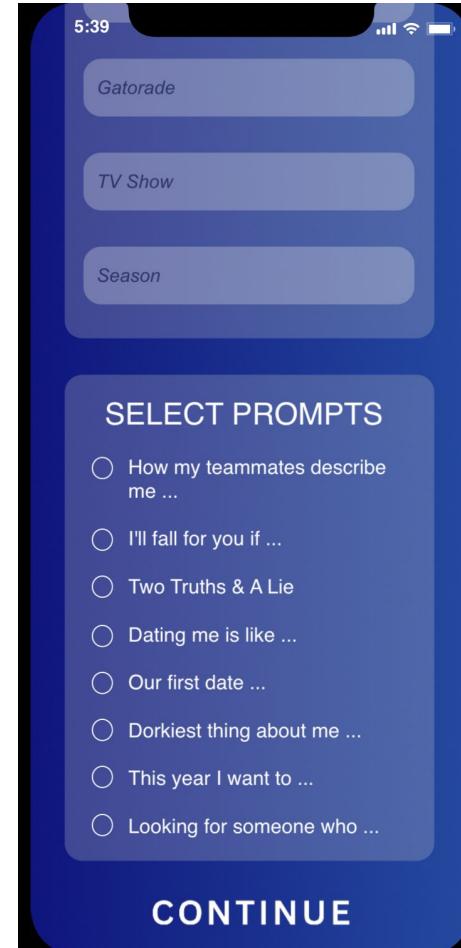
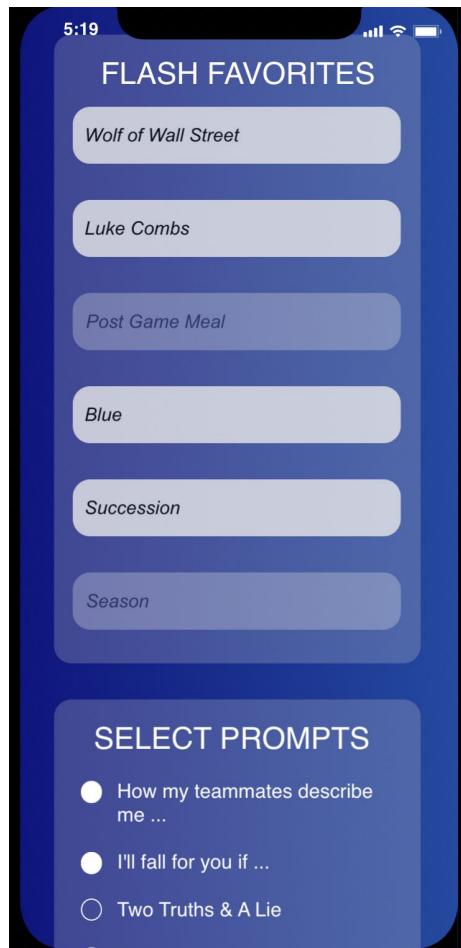
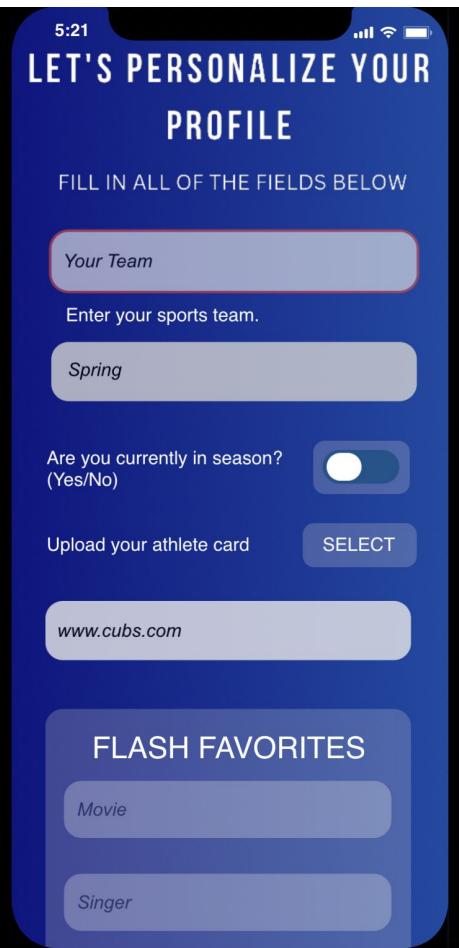
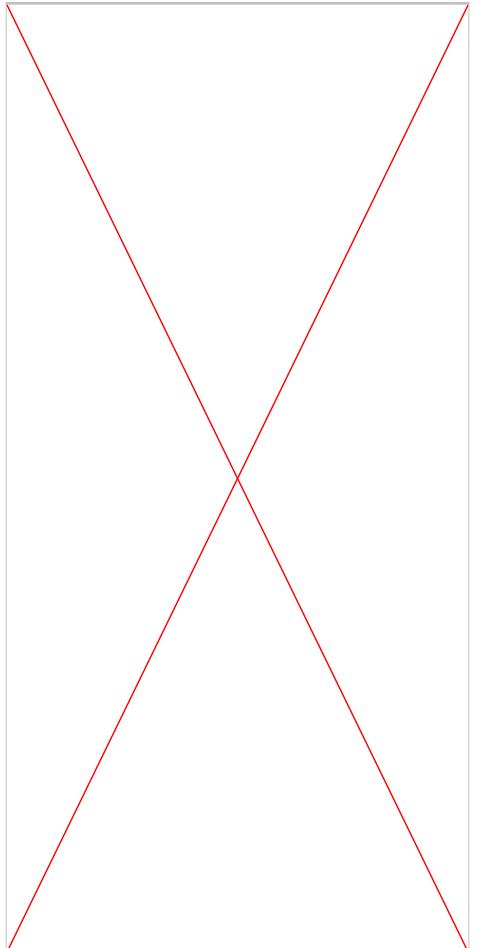
Sign In Screen - Using Apple



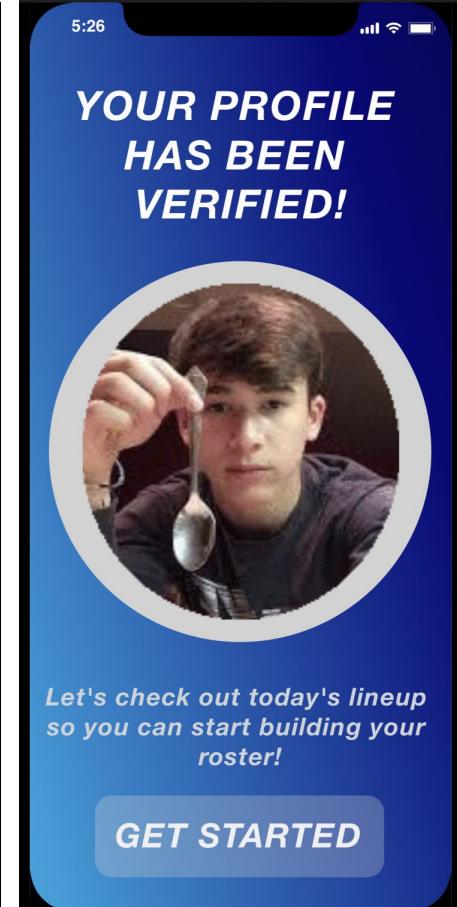
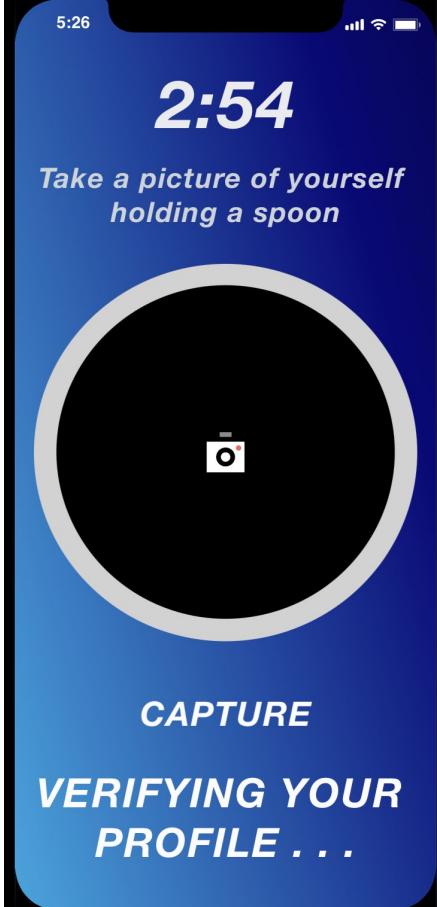
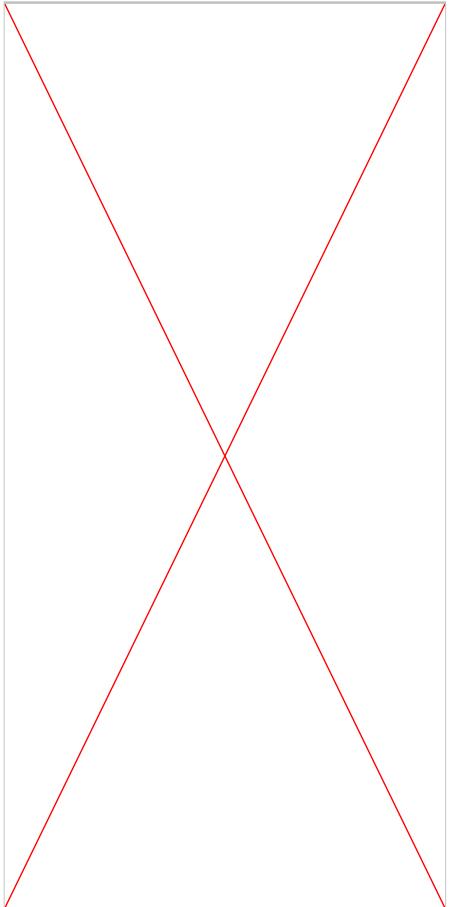
Sign In Screen - Using Email



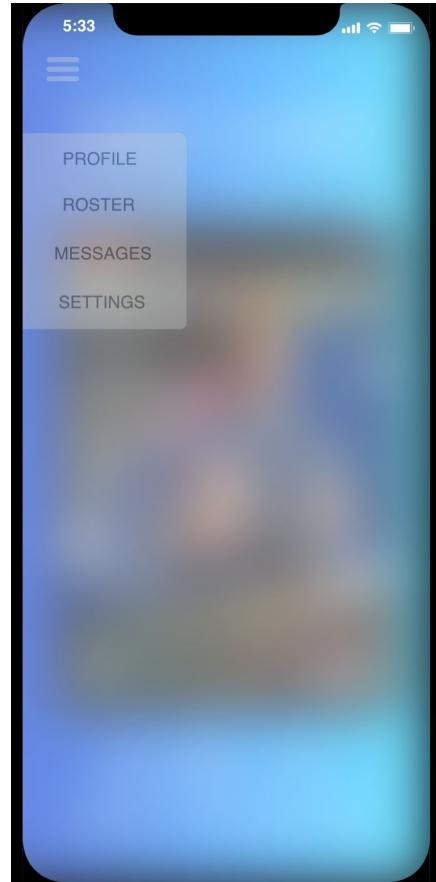
Sign In Screen - Using Email continued



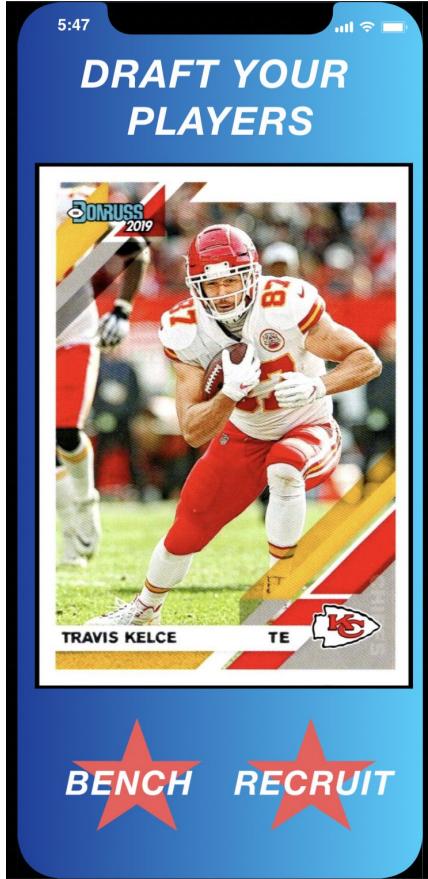
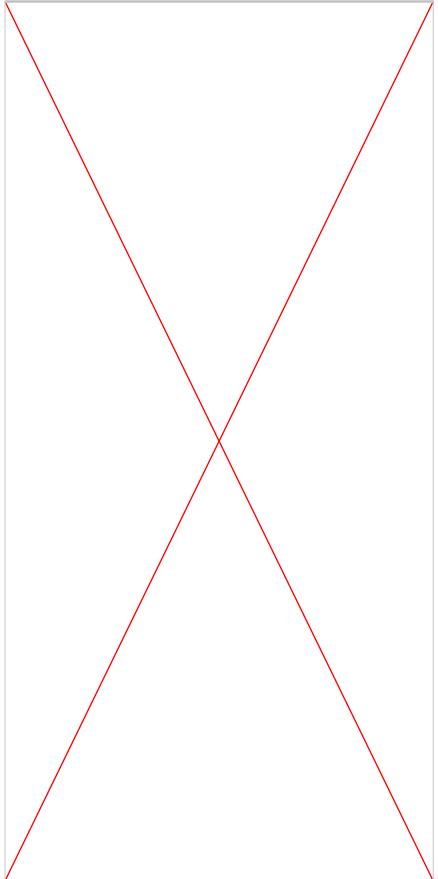
Verification Screen



Today's Lineup Screen + NavBar



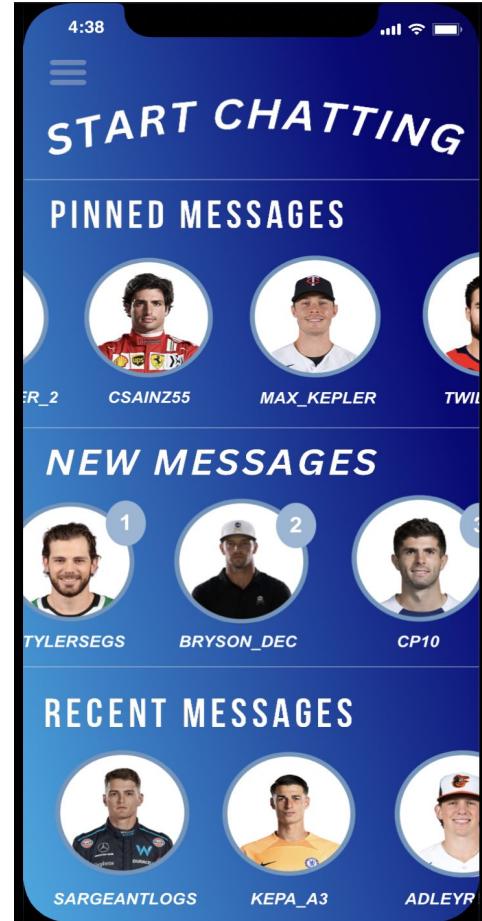
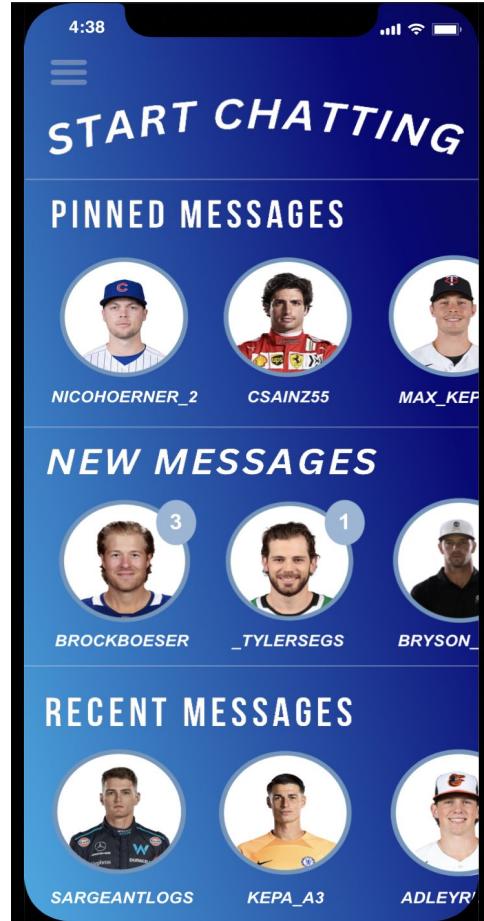
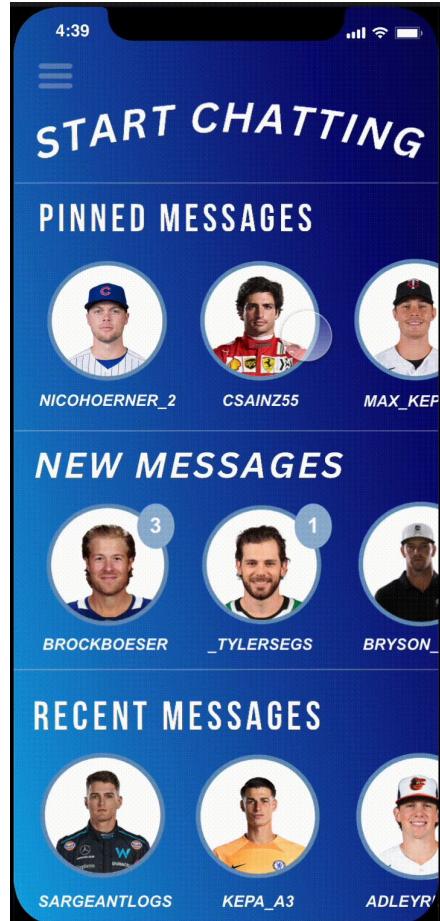
Building Your Roster



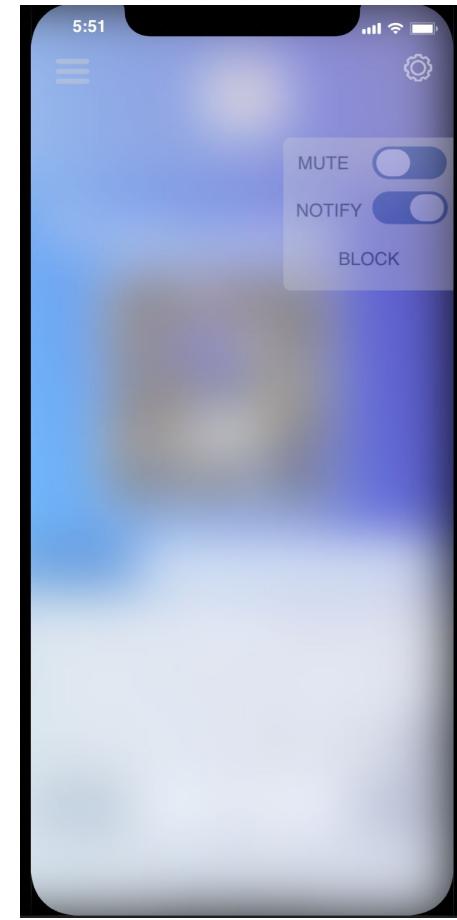
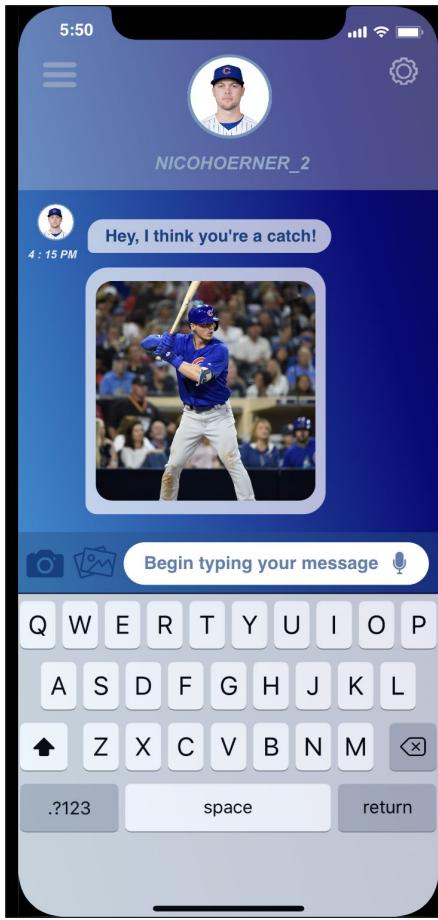
Interacting with Match



Messages Home Screen

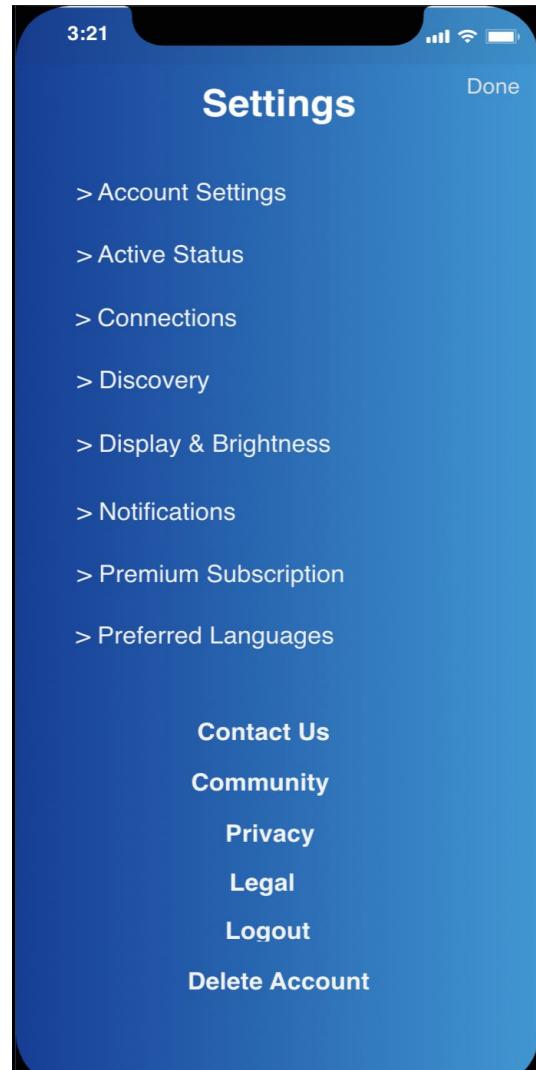


Interacting With Messages Screen

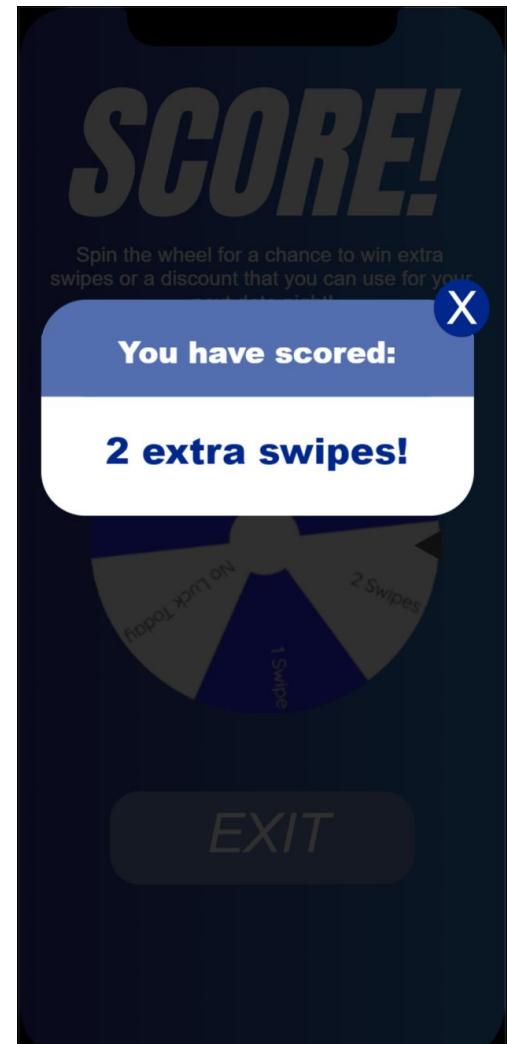
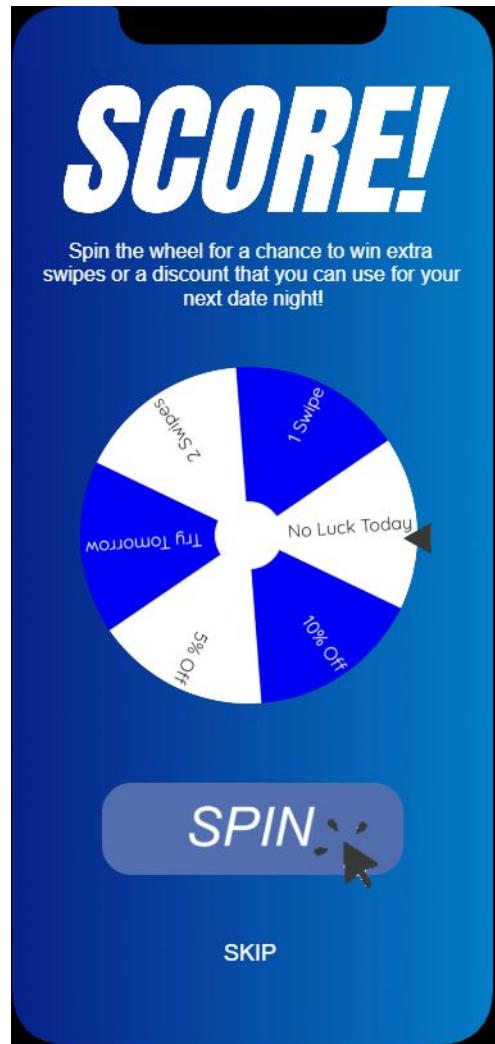
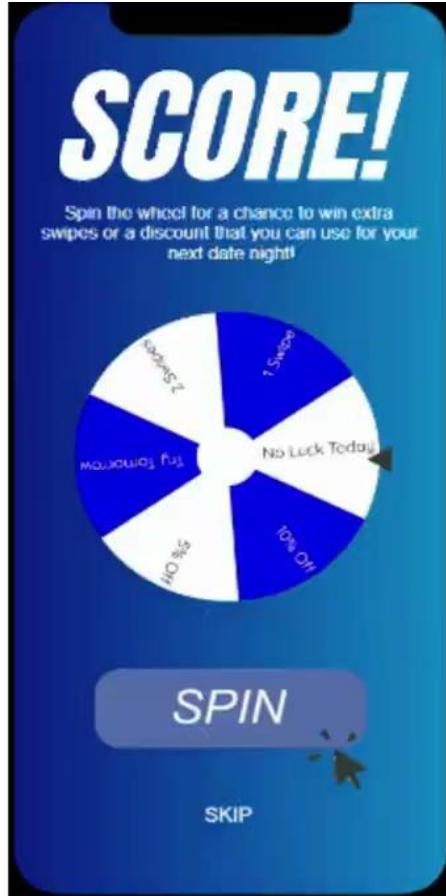


Settings

- Active status
 - Show online status
 - Show last active status
- Connections
 - Users can block numbers or specific people based on their roster information without knowing of the blocked user is on the app or not
- Discovery
 - Enable discovery
 - Age range preference
 - Gender preference
 - Distance range
- Display and Brightness
 - Bold/regular fonts
 - Larger / regular fonts
 - App brightness
- Privacy
 - Show/hide distance from other users
 - Request to download all of your personal data
 - Chats
 - Profile
 - Personal information
 - Cookie Policy
 - Privacy Policy
- Premium subscription
 - Upgrade to premium
 - Manage subscription
 - Pause subscription
 - Cancel subscription
 - Out link to buy subscription via web to maximize profits
 - Will not have to give app stores a cut
- Contact us
 - Help and support
 - Feedback
- Community
 - Community guidelines
 - Safety tips
 - Safety center
- Log out
 - Pause account
- Delete account



Gamification



Game Schedule/ Date Ideas



- View match's game schedule
- Redeem discount points and view date night recommendations

Design Principles

- **Gestalt Laws of Perception**

- Proximity and Similarity
 - Rectangle box with the same height and width for roster card and page
 - Red Star sign for 'Bench' and 'Recruit'
 - Circle for the user on the Message page
- Closure
 - Logo of the app
- Continuation
 - Sign in pages

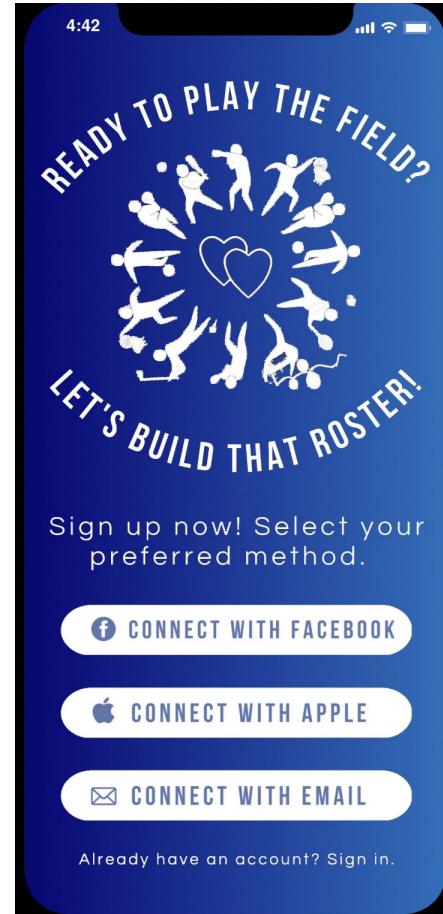
- **Peripheral vision's ability to detect motion**

- Timer for the verification page
- Swiping the page to the right for the next lineup
- Swiping left for showing contacts in Messenger page



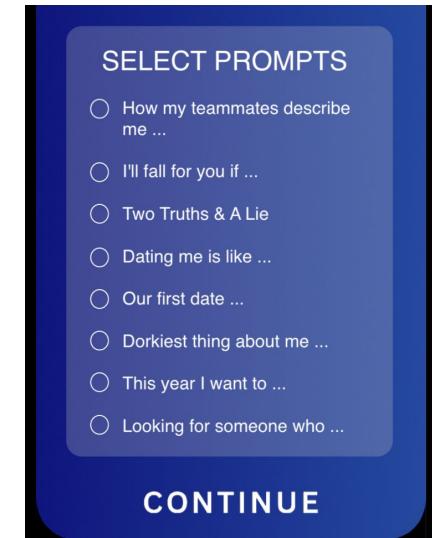
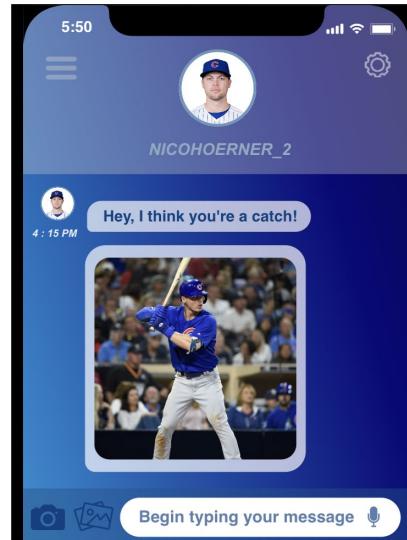
Interface & Color

- Shades of Blue and white color
- A sense of professionalism and trustworthiness
- Clear visual hierarchy
- Blue shades combined with white, create a harmonious and cohesive design
- White space highlights important elements such as call of action, heading
- Changing of colors of shade for ‘Personalize Your Account’

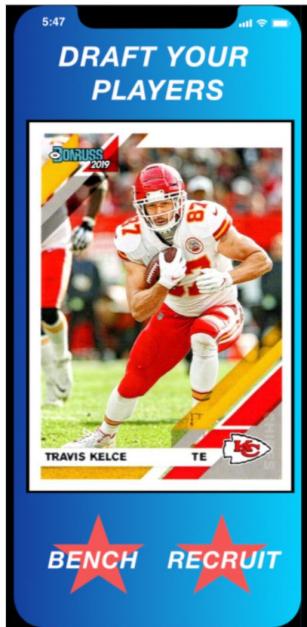


Accessibility

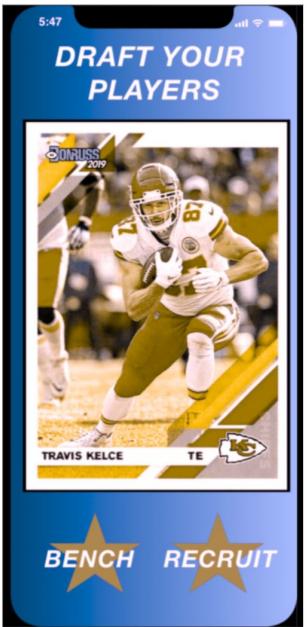
- Contrast of background and text color
- Using sans-serif font “Arial”
- Concept of flow & reducing cognitive load
 - Easy navigation of the app
 - Consistent UI design throughout the app
 - Intuitive design, logical task sequencing, clear visual hierarchy
 - Call of action buttons such as ‘Bench’, ‘Recruit’, ‘Continue’
 - Use of different size fonts
- “Microphone” icon in chat
- “Hamburger” menu



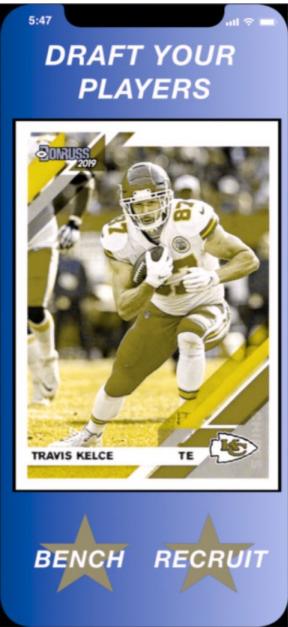
Color Blindness



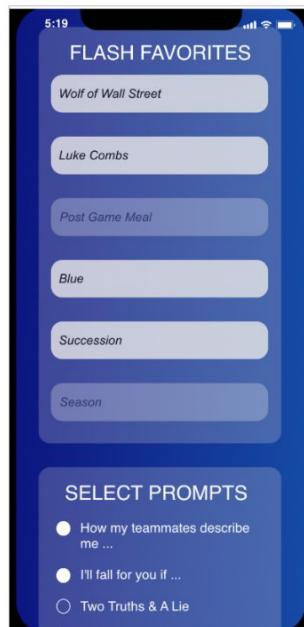
Original



Green



Red



Original



Green



Red

Things We'd Like to Work on Moving Forward

- Add feature to show upcoming games or recent games
- Date Ideas
- Work on UI\UX of profile screen
- Usability test