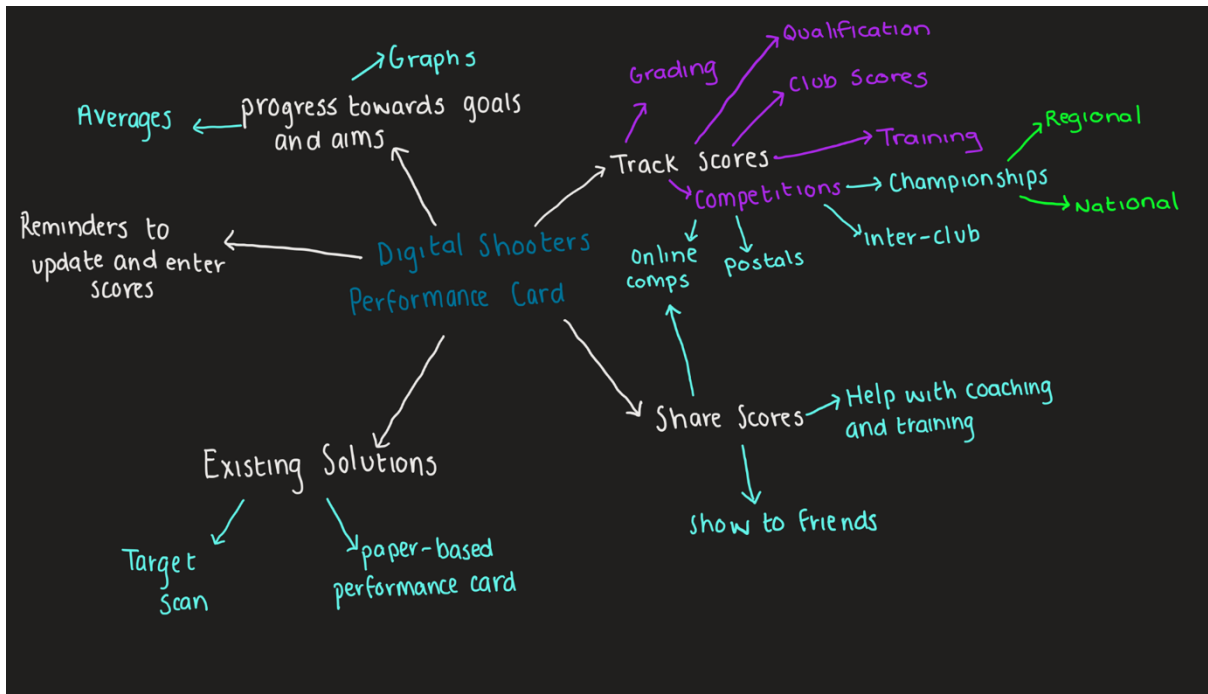


## Brainstorming:



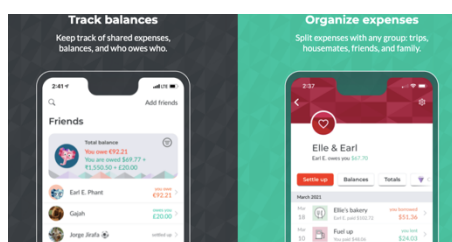
### *Different Ideas:*

- Cost Splitting App
- Shooters Performance App
- Uni Planning App
- Parking Space App
- Walking/Running Track App

## **Comparisons:**

### *Cost Sharing App:*

- What the app is:
  - This app is for groups of individuals who need a way to manage cost that need to be shared between them, this could be in the context of flatting, holidays, meals out etc.
- Existing Solutions:
  - Apps with a similar function which are already on the market include... the Splitwise app. The Splitwise app is currently the leading solution on the market.
  - Another leading solution is the Settleup App.
- How the apps relate:
  - The Splitwise app contains much the same functionality as the proposed prototype, both are able to split the costs between groups, there can be multiple different groups which use the app for different reasons. The main function of both apps is splitting cost, in both of these solutions the users will be able to determine how the cost is split whether it is an even split or not.



Splitwise App



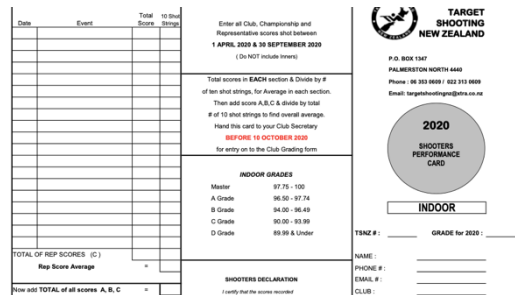
Settleup App

### *Shooter Performance App:*

- What is the app:
  - This app is aimed towards smallbore target shooters who wish to track and monitor progress towards grading, team selection or for training purposes
- Existing Solutions:
  - Target Scan App, the target scan app is currently the best existing product which relates to this prototype. Target Scan only has one purpose, and this is

- This function to scan targets however is core to many of the other function of this prototype
- Shooter Performance Card (paper-based solution), though this is not technically an app it is currently the solution used by most smallbore target shooters as the best method to track score, this is something that will be aimed to be digitalised in this prototype.

- These apps relate as the aim of the prototype is to incorporate what both these current solutions to into one application, this will provide the user more functionality with the information they are able to enter, it will also help the sport make the transition to the digital age.



### Shooters Performance Card (Paper-based)

### Shooters Performance App:

### Personas and Scenarios:

### *Persona 1:*

#### Basic Information:

Name: Richard Taylor

Age: 38

Occupation: Builder

Supplementary Persona



#### Blurb about themselves:

Richard comes from a family of target shooters. He has been shooting since the age of 12 and is regarded as New Zealand's top prone shooter. He has works around 50 hours a week and has a family. Outside of these commitments Richard spends his time training. He has his own at home range.

#### Aims from using the App:

Richard aims to use the app to help guide his training focus to ensure he is improving in a manner to ensure he will reach his performance peak for important competitions. Richard is only concerned with the functionalities relating to prone shooting.

### *Persona 2:*

#### Basic Information:

Name: Harriet Lee

Age: 18

Occupation: Student

Primary Persona



#### Blurb about themselves:

Harriet started shooting during high school and is currently trying to find the best way to juggle shooting and university. She is regarded as the top South Island prone shooter and has financial backing of her parents. She has recently taken up a second discipline of standing. Harriet enjoys training and puts a lot of pressure on herself to do well at every session she is not very resilient following a bad day.

#### Aims from using the App:

Harriet is aiming to use this app to help her become more resilient by looking at everything more holistically. She aims to use the visual progression features to help her with this as it will mean she is less concerned about each individual score.

### *Persona 3:*

Basic Information:

Name: Alan Gibbs

Age: 56

Supplementary Persona

Occupation: Business Owner



Blurb about themselves:

Alan is a business owner who has two older children and a wife. Shooting is his passion and hobby alongside his grandchildren. He is slowly winding down his involvement with his business as his son takes over. Alan only shoots prone and enjoys trying to make island teams for indoor shooting and also aims for New Zealand teams however he is not always successful. He is not someone who often goes outside of his way to train but does however enjoy making sure his average is on track for grading purpose. Alan is not the most tech savvy person so appreciates when apps are easy to use.

Aims from using the App:

Alans aims to use the app to keep track of his indoor prone scores so that he knows what grade he will be for the following season and he will also use the score tracking feature to see his progress and chances of making the South Island indoor prone teams.

### *Scenario 1:*

Shooter using the app at a shooting range:

- Take a photo target/s
- Track score
- See trend from the last 5 or 10 scores

### *Scenario 2:*

Using the app outside of the range for training purposes:

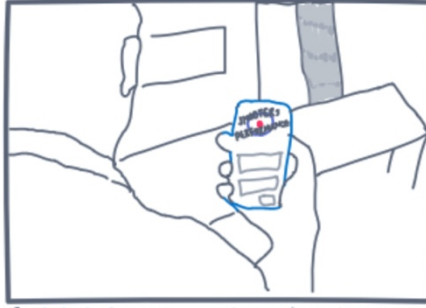
- Looking a progression towards qualification
- Looking at upcoming competitions
- Planning how best to train and prepare for upcoming competitions

## **Storyboard:**

←



1. Context of App usage



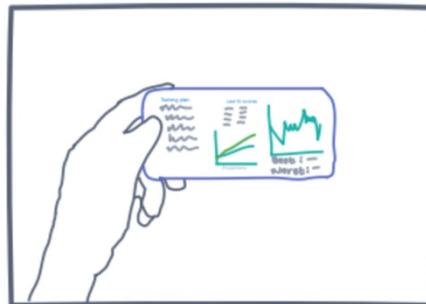
2. Context of how the user will primarily use the app



3. User logging in to access individual information



4. User using camera to photograph target, to add their scores into the app



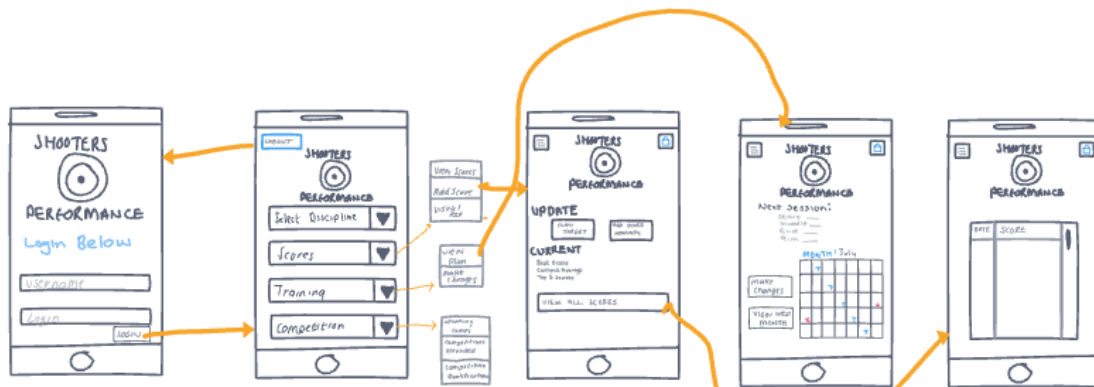
5. Using App to see progression and next steps for training



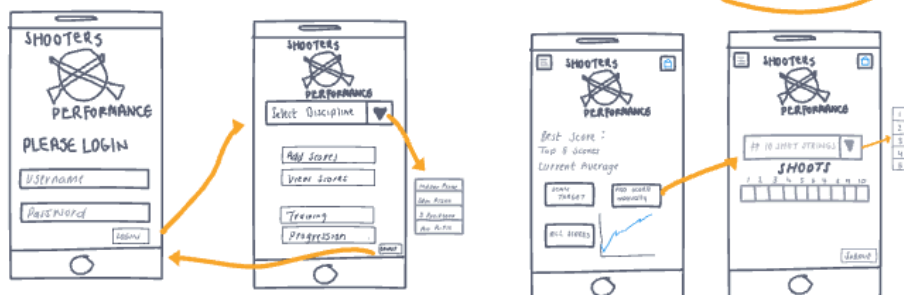
6. Using app during training to ensure training is targeted

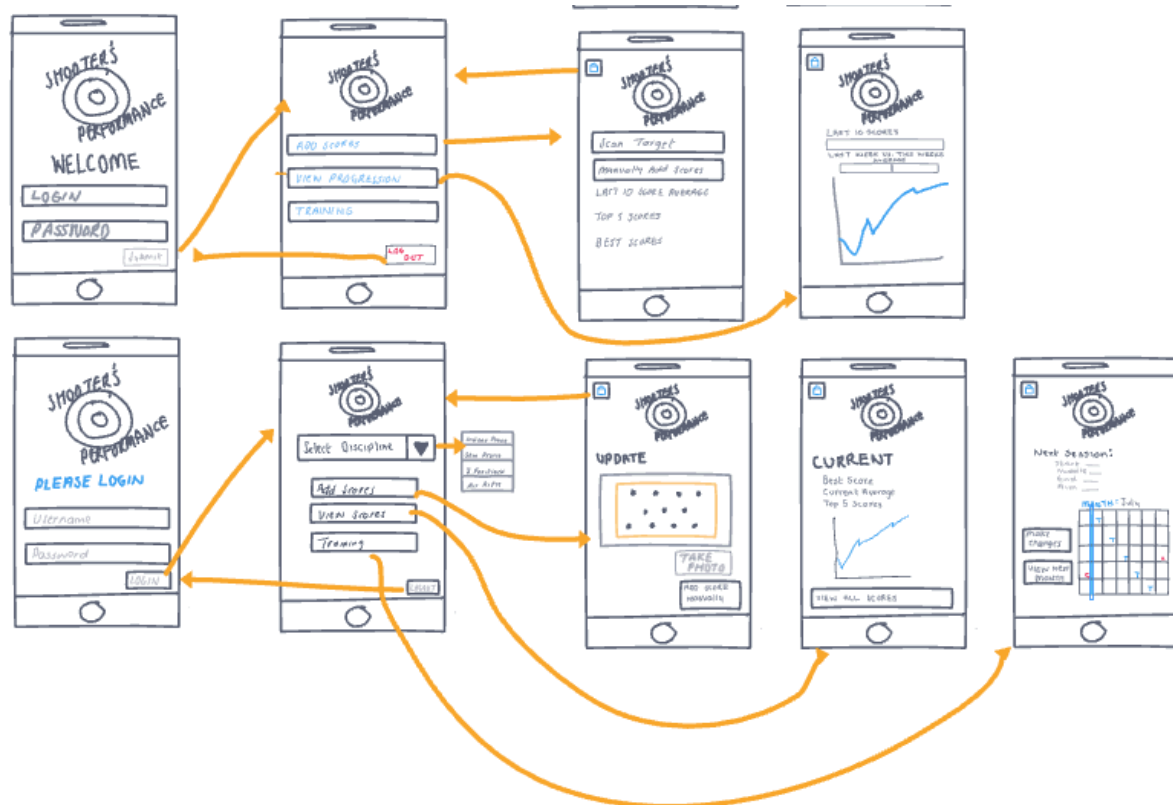
## Low Fidelity Prototypes:

Option A



Option B





## Evaluation:

### Option A:

- Lots of drop-down menus
  - o Violates the design heuristics error prevention and flexibility and efficiency of use
  - o Could make it hard for the user to quickly and easily identify the correct option
  - o This could cause confusion or errors
- No back button this reduces navigation and makes it harder for the user to recover from errors
  - o Help users recognise, diagnose and recover from errors is violated
- Lack of page headers will make it hard for the user to recognise where they are in within the app
  - o Violates the design heuristics recognition rather than recall as well as visibility of system status

### Option B:

- Progression may not be a familiar term
  - o Violates match between system and real world heuristic
  - o A better option term would be NZ Ranking
  - o Ranking could be shown on the score page instead of having its own page
- Graph needs a title to make it meaningful to the user
  - o Violating the visibility of system status
- Due to averages being more important than individual scores it would be beneficial to move current average above top 5 scores
  - o Aesthetic and minimalist design

### Option C:

- User can't select discipline



- Means the user may be given lots of redundant information
- Aesthetic and minimalist design
- View Ranking is better than View Progression
  - Match between system and real world, recognition rather than recall
  - More meaningful to the user
  - This will be using more in sport terminology
- No obvious option to view scores, change button name to scores and combine both adding scores and viewing scores on the same page
  - Flexibility and efficiency of use and user control and freedom
  - The other option is to create another button called view scores which has its own page
- Manually add scores
  - User control and freedom
  - Page requires a save button
    - Save button should take the user back to the main scores page where they can see how the update has changed their averages etc.
  - Page requires a back button
    - This will help users to recover from errors

*Option D:*

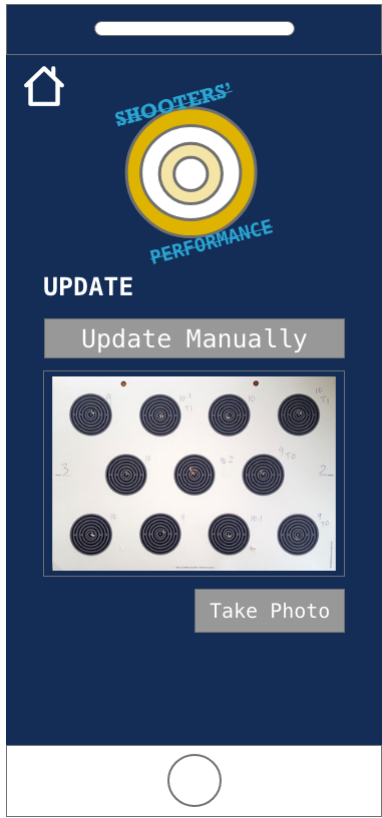
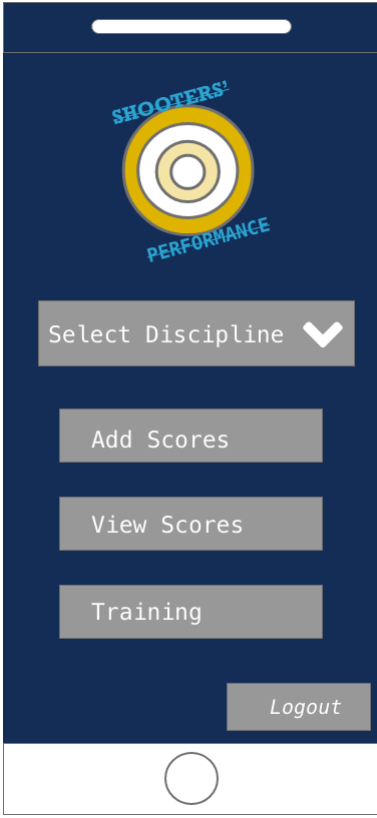
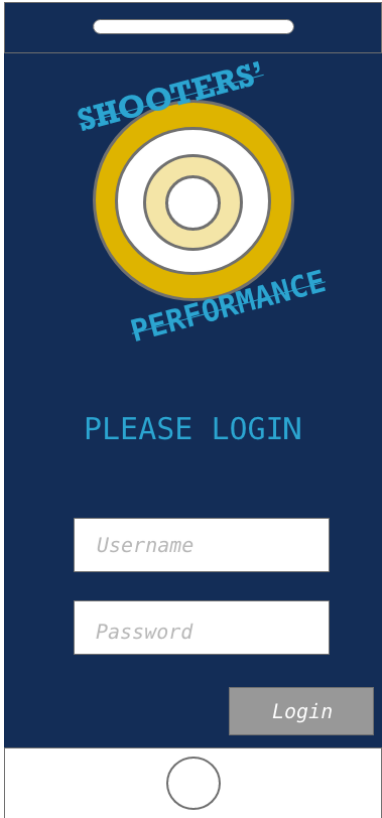
- Add scores manually button should be above the scan/photo screen this will help decrease the chance of miss clicks
  - Error Prevention
  - User control and Freedom
- Logout button needs to be more obvious to the user
  - This is important for recognition rather than recall
- Adding page headers will help the user with recognition and navigation
- Removed the menu icon
  - Reduces the chance of confusing the user
  - The user will only have one option for navigation
- Drop down to select discipline will reduce the amount of redundant information the user receives
  - Aesthetic and minimalist design
- Option D combines factors of options B and C to create a more optimised option for continued development
  - These factors include having the drop-down menu to reduce redundant information

Option D is the design I have chosen to continue to develop into the high-fidelity prototype phase because it combines the best parts from all the different options while still ensuring that the design is minimalist and only providing the user with the exact information they need. Option D is also the best option in terms of allowing the user to successfully navigate to all the functionalities provided within the app. To help ensure that the user is able to navigate with a low percentage of errors while making sure that all elements of the page are readable and have sufficient space to help create natural separation between each of the elements of the page. Some of these changes have also been made due to the space and size restraints of a typical mobile screen. An example of where changes have occurred to help this is on the update score page. On this page instead of having the save and next



buttons above and below one another I have moved them to be side by side this should help not only prevent miss clicks but also helps with the column structure of the page. This also helps to demonstrate to the user that each of the buttons is going to do different things and are not necessarily related. In summary all of these changes have been made to ensure the functionality and readability of each page is maintained.

High Fidelity Prototype:



SHOOTERS' PERFORMANCE

UPDATE

# of 10 Shoot Strings

SHOOTS

1 2 3 4 5

6 7 8 9 10

Save & Exit

Next String

SHOOTERS' PERFORMANCE

ALL SCORES

DATE	SCORE
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## TRAINING

Next Session:

*Aim:*

*Warm-up:*

*Core:*

*Ending:*

< January 2021 >						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

*Make Changes*