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Date

# VARSITY DESIGN BRIEF

ALEXANDRIA BERNARD - 19488624  
UX DESIGN 1 (GRDE1018)  
TUESDAY 2:00PM

# BRIEF BREAKDOWN: PROJECT SCHEDULE...

Duration Date	Task	Subtask	Key Points
29 <sup>th</sup> March – 3 <sup>rd</sup> April (6 days)	Brief Breakdown and Analysis	<ul style="list-style-type: none"> <li>Highlight and annotate client's brief.</li> <li>Breakdown the presented problem and its key details alongside the overall goal, objectives, and the targeted audience.</li> <li>Create project schedule.</li> </ul>	<ul style="list-style-type: none"> <li>Understand and identify what the client is requesting as it may shape solution design and presentation.</li> <li>Understand who the solution will be presented to.</li> </ul>
4 <sup>th</sup> – 7 <sup>th</sup> April (4 days)	Client/Topic Background & Existing Design Solutions	<ul style="list-style-type: none"> <li>Research client.</li> <li>Analysis x3 competitor apps (list pro, cons, and take aways).</li> <li>Learn current UX design trends (x1 article, 5 trends).</li> </ul>	<ul style="list-style-type: none"> <li>"Who is the client?", what are their needs, potential pain points, etc.</li> <li>Try and improve and expand on previous design solutions.</li> <li>Stay up-to date with current trends and norms.</li> </ul>
8 <sup>th</sup> – 13 <sup>th</sup> April (6 days)	Target Audience / User Group Research & Analysis	<ul style="list-style-type: none"> <li>Identify target audience and related user groups.</li> <li>Conduct interviews/surveys (x5 participants, 10 questions) to collect data.</li> <li>Develop the following: <ul style="list-style-type: none"> <li>Quick Findings Report</li> <li>User Goals x 3</li> <li>Personas x4</li> <li>Scenarios x3</li> <li>User Experience Maps x2</li> <li>Summary</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Participants should reflect target audience.</li> <li>Include raw responses from interviewees.</li> <li>Understand the pain point and challenges the target audience face.</li> <li>Scenarios should reflection situations the target audience would face.</li> </ul>
14 <sup>st</sup> – 20 <sup>rd</sup> April (7 days)	Initial Brain Storming	<ul style="list-style-type: none"> <li>Create brainstorming.</li> <li>Create x9 rough concept sketches.</li> </ul>	<ul style="list-style-type: none"> <li>Identify key words/ideas related to brief.</li> <li>6 rough concept sketches, and 3 layout sketches for the home screen and one other screen.</li> </ul>
21 <sup>st</sup> – 27 <sup>th</sup> April (7 days)	Proposed Concept Design	<ul style="list-style-type: none"> <li>Create 3 concept designs.</li> </ul>	<ul style="list-style-type: none"> <li>Must feature a distinct and interaction UX approach.</li> <li>Showcase understanding of UX-focused principles.</li> <li>Justify design decisions.</li> </ul>
28 <sup>th</sup> – 30 <sup>th</sup> April (3 days)	Editing & Format	<ul style="list-style-type: none"> <li>Check if anything important needs to be adjusted/changed.</li> <li>Check spelling, grammar, and Chicago referencing.</li> <li>Check packaged InDesign file is correct.</li> </ul>	<ul style="list-style-type: none"> <li>A change to chance any major errors that would actively affect the final result and grade.</li> </ul>
1 <sup>st</sup> May	Submission	<ul style="list-style-type: none"> <li>Submit assignment.</li> </ul>	

# BRIEF BREAKDOWN: BRIEF ANALYSIS...



## BACKGROUND

Varsity is much more than a burger joint. Inspired by the American college 'frat-style' bar, Varsity started as the ultimate uni hang-out but has since evolved into a Perth icon. With six venues (and counting), Varsity has created a culture centred on good vibes, great sport and OTT American style eats. Whether it's watching the Super Bowl with some mates while holding an ice-cold local brew, versing a frenemy at one of Varsity's infamous Devil wing eating comps or earning some glory at the weekly quiz night – Varsity is all about the experience.

## CHALLENGE

In 2020, Varsity launched its very own app – known as Varsity League. The app offers the following benefits:

- Stay in the Loop:** Keep up to date with information on upcoming events, with the ability to add them to your calendar.
- Offers and Rewards:** Collect points with every purchase and be the first to know about exclusive deals. As an extra perk, you'll receive a free pint on your birthday.
- Unlock Unique Codes:** Use codes to unlock additional offers such as secret menu items.
- Ordering Made Easy:** Place your order through the app.
- Exclusive Merch:** Check out featured merch drops, with special discounts just for you.
- Stamp Cards:** Replacing frivolous rewards cards, Varsity offers several stamp cards stored digitally through the app. For example, after getting 10 pints 'stamped', your 11th is free or after 4 devil wing orders, your 5th is free.

The app currently has 34,000+ members. When it first launched, focus was placed on growing its member base – using discounts and deals to encourage sign-ups. Twelve months on, Varsity would now like to shift the focus to strengthening engagement and encouraging repeat visitation by its existing members.

## YOUR TASK:

**Using the Varsity League app, create an experience that will reward loyalty and strengthen the Varsity community.**

## AUDIENCE

For this project, we are focusing on existing Varsity League members. With its six venues around Perth, Varsity speaks to a broad audience. Each venue attracts a particular consumer based on its location. For example, Varsity in Waterford and Nedlands is more likely to attract uni students, given its close proximity to Curtin and UWA while the Morley venue attracts more of a family demographic.

Importantly, all Varsity fans share a common interest in:

- Enjoying a social atmosphere
- Engaging in shared experiences with friends, family, team mates etc.
- Indulging in quality, super-satisfying, American style eats
- Keeping in tune with the sporting sphere

## TONE OF VOICE

## RELAXED | CHEEKY | CHARISMATIC | OPTIMISTIC

## MANDATORIES

Adhere to the Varsity brand guide (brand colours, use of logo, illustration style, photography). This will be provided to you.

## CONSIDERATIONS

- The app is integrated with Varsity's point-of-sale (POS) system, allowing a lot of opportunity to connect the app experience to transactions and the venue experience. Note that any additional offers or initiatives require staff training, so they are aware of and able to process these offers.
- Current audience segmentation is down to a venue level, rather than customer buying habits. Consider how to segment app users more effectively to reward engagement and personalise marketing messages.
- While the app has push notification functionality, be mindful of the frustration that this can cause if used excessively.
- Consider how you can utilise other marketing channels to bolster your idea – for example, email communications to existing members, social media content (Instagram, Facebook), QR codes at Varsity/partner venues.
- Consider timed deals or geo-messaging. For example, sending a push notification to app users "For the next 2 hours it's free drinks, get down quick".
- Consider using the app for an in-venue experience to foster micro-communities who visit Varsity with their social circles.
- Be sure to undertake research into existing app experiences from competitors to gain inspiration from best-practice approaches, or learn from existing pain-points.
- Interview existing Varsity members to understand their experiences with the Varsity app and how you might further enhance those experiences in light of the design challenge you've been set.
- Finally, test and validate your design ideas with your target audience and iterate on your designs based on user and stakeholder feedback.

## Brand Identity

- American College/ Uni Hang Out
- Frat Style Bar
- OOT (over the top) American Style Food (burgers, chicken wings, milkshakes, beer, cocktails, etc)
- Social environment with good vibes
- Sports Fans Welcomed
- Create a positive experience

## Target Audience

- Varsity League Members
- Dependent on location (Nedlands vs Morley)
- University Students
- Sports Fans
- Family
- Friendship Groups
- Fans of American Food
- Inclusive to everyone

## Adjectives

- Relaxed
- Cheeky
- Charismatic
- Optimistic
- Social
- Good Vibes
- Welcoming
- Friendly

## Points of Interest

- Varsity League App -> 34,000+ members.
  - Reward engagement and personalise marketing messages.
  - Alternative marketing channels (Instagram, Facebook, SnapChat, Tik Tok).
  - Timed deals/geo-messaging.
- Shift focus to strengthening user engagement and repeated visitation.
  - In-venue to foster micro-communities.

# BRIEF BREAKDOWN: BRIEF ANALYSIS...

## OBJECTIVES (PRIMARY)

Encourage **repeat visitation** amongst Varsity League members, measured by an increase in POS transactions connected to the app.

Increase **brand affinity** amongst existing Varsity League members by strengthening its culture, centred on good vibes, great sport and OTT American style eats.

**Grow the Varsity League community**, measured by an increase in app downloads.

## (SECONDARY)

## EXTRA NOTES

### Brand Story

*"It's 2 seconds to go in game 7 of the NBA finals, it's a winning touchdown at the NFL super bowl. It's a goal after the siren at MCG on grand final day. It's bigger than just food, beer and a zscreen to watch the game. It's about the electric atmosphere, it's about spending time with friends, it's about having something for everyone and it's about knowing you're going to have the best time. It's Varsity."*

### Typography BEBAS NEUE

### Colour Scheme



#### NAVY BLUE

CMYK: 96, 94, 35, 29

RGB: 40, 40, 89

HEX: #282859

PANTONE: 2767C



#### MUSTARD YELLOW

CMYK: 0, 25, 86, 0

RGB: 254, 195, 62

HEX: #fec33e

PANTONE: 123c

## Brand Identity

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- OOT (over the top) American Style Food (burgers, chicken wings, milkshakes, beer, cocktails, etc)
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## Target Audience

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- Shift focus to strengthening user engagement and repeated visitation.
- In-venue to foster micro-communities.

# BRIEF BREAKDOWN: LIVE BRIEFING...

## VARSITY ORIGINS...

- First opened in 2013, Nedlands, Perth. Varsity started out as a “basement bar” that offered cheap drinks and cheap foods. Due to its location, this became extremely popular with university students.
- Perth hasn't really seen/introduced to American culture and American. Even if it's recognisable due to American Pop Culture, it's often at times relatable yet foreign.
- Venue location is based on where students are located as students were a major influencing force in Varsity's history and development.
- Overall, it's marketed as a friendly spot for anyone, regardless of their background or what they might be into.

## QNA...

- **Question:** "Are there any brands you are closely affiliated with?"
- **Answer:** "Aside from local communities, (sporting groups), artist, and suppliers (on-tap: Gage Road, Swan Draught). Specific stores include: Beyond (skate shop), Rusty (surf ware company), The Butcher Shop (art store in Northbridge), Vans (shoe company), Redbull (drink), etc."
- **Question:** "When you say strengthening and building up community through the app, will this be for specific venue community (such as the Joondalup community) or would it be for the Varsity community as a whole?"
- **Answer:** "It's important to have an understanding of both, we do believe our venue have a strong connection with their stakeholders and their customers and nurturing old and new found relationships. I do see the value of venues owning that individual relationship with their customers. But I also believe as the whole, the difference may be events, student groups, and opportunities."

## BRIEF OVERVIEW...

- Varsity League App launched in 2020 and offers the following features (*check brief for further details*):
  - Stay in the Loop
  - Offers and Rewards
  - **Unlock Unique Codes** (*secret menu items created a lot of interest and “buzz” as the exclusivity resulted in app members sharing the secret with their friends which encouraged them to download the app for themselves.*)
  - Ordering Made Easy
  - Exclusive Merch
  - Stamp Cards
- Varsity's current goal is to expand on what they've already achieved (*as they have reached a sustainable membership base*).
- There's an emphasis/need to help encourage culture and the Varsity community through engagement and involvement (*weekly events, wing-eating competition, etc*) **aside from giving out discounts and special deals**.
- **Focus on:** "*How can we hone onto our current members and strengthen their engagement while leaning towards creating a tighter community.*"
- **Tone of Voice:** Varsity's experience should reflect their tone of voice; this can help create distinction and personality/brand identity.

# CLIENT BACKGROUND: RESEARCH CLIENT...

**Varsity's Origins:** First opened in 2013, Nedlands, WA. Varsity originally started out as an American college themed “frat-style” bar that offered cheap drinks and over-the top American food (burgers, pizzas, buffalo chicken wings, milkshakes, cocktails, etc). Due to its venue location and “frat-style” theme, this attracted the attention and business of university students (most likely UWA students as they were the closest university situated to Nedland’s Varsity). Now with 6 locations across WA, Varsity has shifted towards creating a classic American style sports bar experience that caters towards university students, families, American food fans, and sport fans.

**Overall Target Audience:** The first and most prioritised target audience of Varsity are the university students of Western Australia, aged between 18 to 29 including both females and males (ABS, 2021). However, this is heavily influenced by the venues location as Nedlands Varsity would naturally attract university students. But in comparison to Morley Varsity, their venue would attract sports fans and families as the venue presents themselves as being a venue that’s inclusive to everyone.

**Project Target Audience:** For this specific project brief, the intended target audience are users who (actively or passively) use the Varsity League app.

**Methodology:** My research will use attitudinal qualitative UX research as my brief requires me to find out why users aren’t engaging with the application and how this can be resolved.

**Methods:** This can include methods such as:

- **Interviews:** Interview individuals who fit into the target audience (Varsity League App users, university students, families, sports fans, and American food fans).
- **Case Study:** Looking at similar applications, compare and identify the difference between the Varsity League app and theirs.
- **Observational Studies:** Visit the Varsity League venue and attempt ordering and eating.

**Design Problem Statement:** The Varsity League app currently has 34,000+ users, it’s unknown if these users actively use and engagement with the app or have it passively downloaded and installed. Nevertheless, the team at Varsity have requested a solution that’ll help encourage users to engage and repetitively use the app to help strength the culture and community at Varsity. A solution would encourage user engagement and involvement through features that would reward loyalty and repetitive visitation.

## Project Goal: PRIMARY:

- Encourage repetitive usage and engagement of the Varsity League app from its current 34,000+ users while increasing POS transitions connected to the app.
- Increase brand affinity amongst Varsity League users by reinforcing a sense of community and cultivating an internal culture.

## Project Goal: SECONDARY:

- Grow the Varsity League community by increasing app downloads and users.

## Project Objectives:

- **Discover User Pain Points:** By conducting interviews with participants who have experience ordering and using the Varsity League App, I am able to learn and empathize with the difficulties and challenges they encounter when attempting to use the application.
- **Brainstorm and Conceptualise:** Using the information previously learnt, brainstorm and develop multiple solutions that could help lessen user pain points while encouraging user engagement and app usage (project goal).
- **Test Prototype:** Returning back to the previously interviewed participants test run the solutions and ask them about their experience with the potential solution.
- **Revisit Prototype:** Resolve or workshop any errors or faults in the solution.
- **Finalise:** Finalise the final solution.

# EXISTING DESIGN SOLUTION: VARSITY LEAGUE APP...



First launched in 2020, the Varsity League App has over 34,000 users signed up with an account. The application is directly tied to the Varsity venues located across WA and offers services such as online ordering, loyalty rewards, benefits, merchandise, and freebies. Users are also notified of exclusive deals, weekly specials, and events hosted by the Varsity venues.

## Pros:

- **Strong Brand Identity:** Varsity has consistently reinforced their branding through their website design, advertisement, and venue presentation. When opening the app users can recall (*Budiu* 2014) and instantly recognise that this style is associated with Varsity, thus reinforcing brand identity.
- **External Consistency:** External consistency is used through the universally common icons (*Larsen, 2018*) used to represent the associated feature, as shown in figure 2. This follows Jakob's law (*Yablonkski, 2022*) as users have most likely used apps with similar icons and features and thus have created an associated and expectation that's being met.
- **Zeigarnik Effect:** The stamp card feature (*figure 3*) rewards users for completing tasks by offering free drinks/food upon completion. This encourages repetitive usage as providing the user with an incomplete task with a reward acts as an incentive (*Yablonkski, 2022*) to encourage users to repeat patterns of behaviours (ordering and purchasing food).

## Cons:

- **High noise to signal ratio:** By attempting to maintain the Varsity brand and aesthetic, several issues have been created: the app requires an extended amount of time to load basic information (menu screen, menu items, merchandise store, etc), title animations and transitions aren't smoothly incorporated and often distract and confuse the user, the overall experience is confusing and painstakingly long.
- **Internal consistency:** As mentioned previously, certain features (colour palette, typography, and layout) are inconsistently presented when compared against the remaining features within the app.
- **Lack of Forgiveness and Confirmation:** When placing an order, users are unable to immediately check the total cost of their order nor the contents of their order. This lack of forgiveness feeds into human error where users may be unsure of what they've ordered and what their total would amount to.

## Takeaways

Overall, the Varsity League App has the necessary features (account settings, calendar events, deliver/order pick up, table booking, and merchandise store) required to function and operate in conjunction with the Varsity venues.

However, the app lacks simplicity and feedback. Issues with confusing layouts, slow loading time, and lack of visual hierarchy (*figure 1*) all contribute in creating an uncomfortable and confusing user experience. This is especially noticeable when attempting to order food as users are unable to determine their total cart amount nor the items that are included within their cart.

Consider that the app was only launched in 2020, this could act as an explanation as to why the app isn't as smooth and usable. Nevertheless, the functionality and experience of the app needs to be revisited and examined.

# EXISTING DESIGN SOLUTION: VARSITY LEAGUE APP VISUALS...



Figure 1. Varsity Menu (Photo by Author)

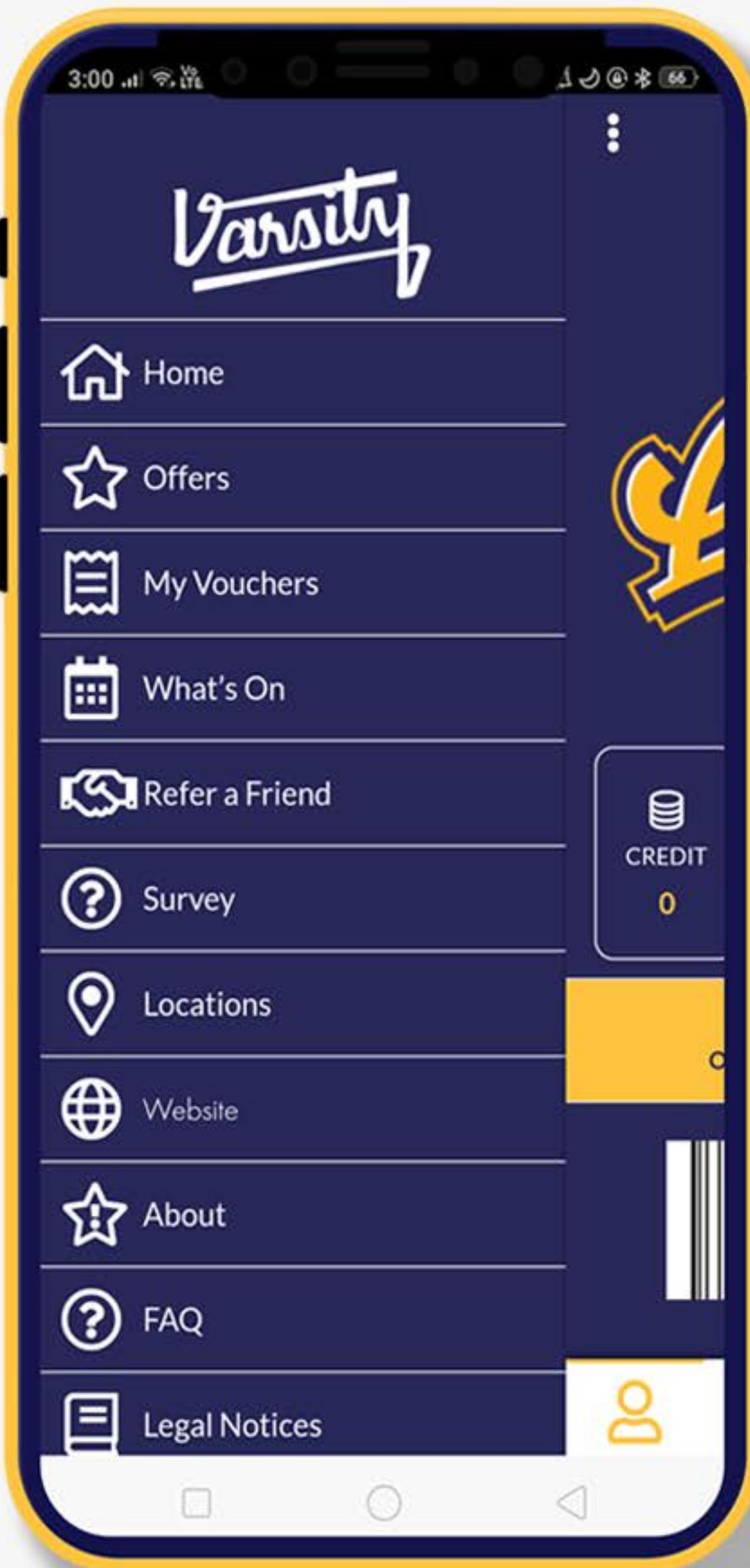


Figure 2. Varsity Account Setting (Photo by Author)

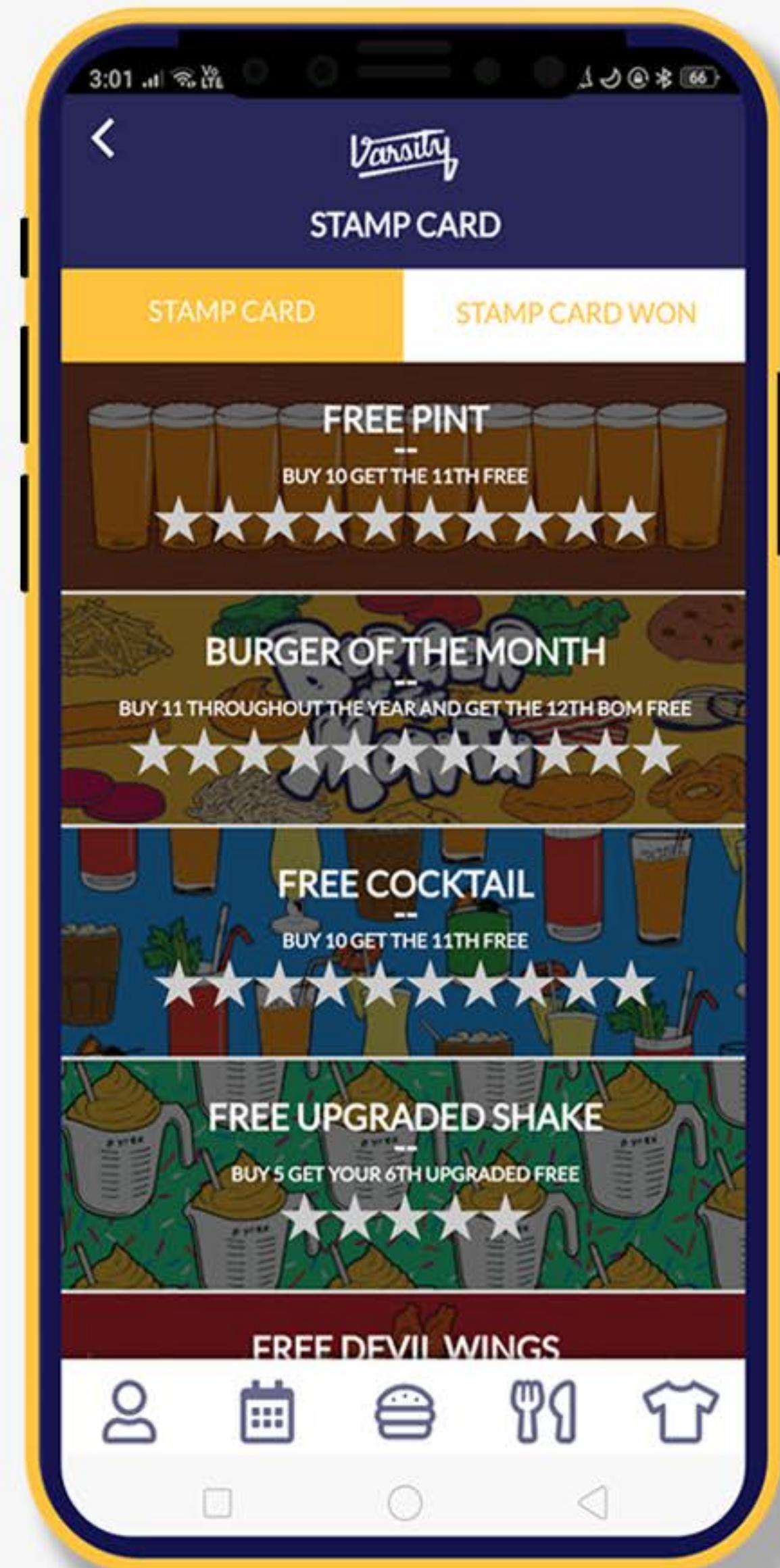


Figure 3. Varsity Stamp Card (Photo by Author)

# EXISTING DESIGN SOLUTION: SHORT ORDER..

**SHORT  
ORDER**

Users earn points for every purchase when ordering with The Short Order App. Enjoy benefits that range from exclusive offers, personalised rewards, promotions, vouchers, and rewards for user engagement and payment. Basic feature such as online payment, pre-order, and ordering to the table are also available.

## Pros:

- **Affordance:** Explicated affordance has been reinforced through the visual button imagery alongside the repeated use of colour significance (*figure 4*), as all the listed interactable features have been highlighted with their icon Red Brown. This helps the learnability of the application as users can unconsciously recognise what that specific colour is used for, this is also known as pattern affordance (Browne, 2021).
- **Confirmation:** When ordering through the application, users are sent through multiple confirmation buttons (*figure 5*) when confirming an order. This helps prevents action and attention slips (Laubheimer, 2015) as it's very unlikely that users would go through a series of multiple slips without eventually realising what they're attempting to do and thus correct their error.
- **Depth of Process:** As shown in *figure 6*, the users are provided with a list describing what exactly goes into each burger and the ingredients used. This is helpful for individuals with dietary requirements or allergies.

## Cons:

- **Control:** Users are unable to edit burgers when placing an order (*figure 6*). While this doesn't affect the learnability of the app, the ability to remove ingredients is crucial as the rise of alternative lifestyles such as veganism, dietary requirements, and allergies continue to grow and become more common-place (Dealey, 2021).
- **Flexibility:** When attempting to pay for food, two options are presented (*figure 7*), card payment and google payment. While this helps prevent users from ordering food and neglecting or forgetting to pick up and pay for the ingredients and service. This also restricts the user as other forms of payment (cash, PayPal, split payment, apple pay, etc) are excluded.
- **Mapping:** For the most part the placement of icons and overall gestures used match the expectations of the user (*if user's want to check their account, they can tap the account icon to access that feature*). However, at certain points expected actions and navigational gestures (Nick, 2019) are not met. For example, in the menu area users are expected to scroll through the available items as this follows commons traits in other food-based apps (Uber Eats, McDonalds, etc). Yet with Short Order (*figure 8*) users must tap the categories into order to progress through the menu. This conflicts with the standards that have already been established and can create frustration and confusion.

## Takeaways

In comparison to the Varsity League app, Short Order offers a clean and sophisticated user experience. With its minimalistic appearance, users are able to swiftly order and purchase food without getting lost in the app's interface and functions.

Furthermore, users are given 10 points for every \$1 spend which then can be redeemed for vouchers used to purchase food/drinks through the app. This incentive drastically reduces (*in comparisons to Varsity's League stamp card system*) the amount of time users spend on the app as points are immediately put towards vouchers instead of miniature challenges or competition tasks.

This leans into Hick's Law, as users aren't required to spend additional time counting or considering which stamp, they should target and can simply purchase without deep thought (*Interaction Design Foundation, 2022*).

Lastly, these two methods both use gamification (point system vs rewards and incentives) as a means of reward continuous wanted behaviour; purchasing food (*Fireart studio, 2022*). Whether one is more successful in encouraging user's to spent, users are in-fact being reward for their loyalty towards a brand which improves business to customer relationships and growth (Taei, 2019).

# EXISTING DESIGN SOLUTION: SHORT ORDER APP VISUALS...

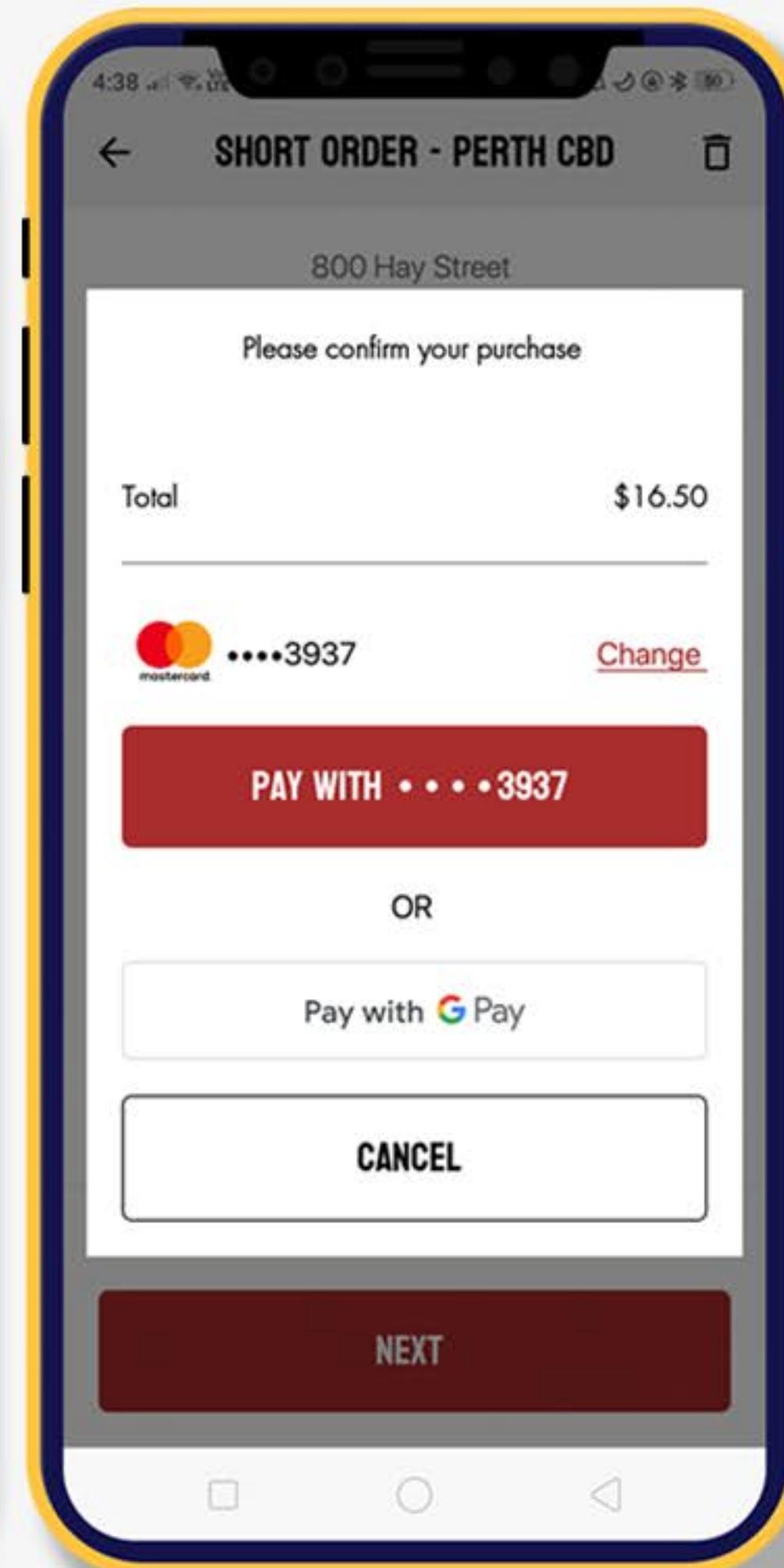
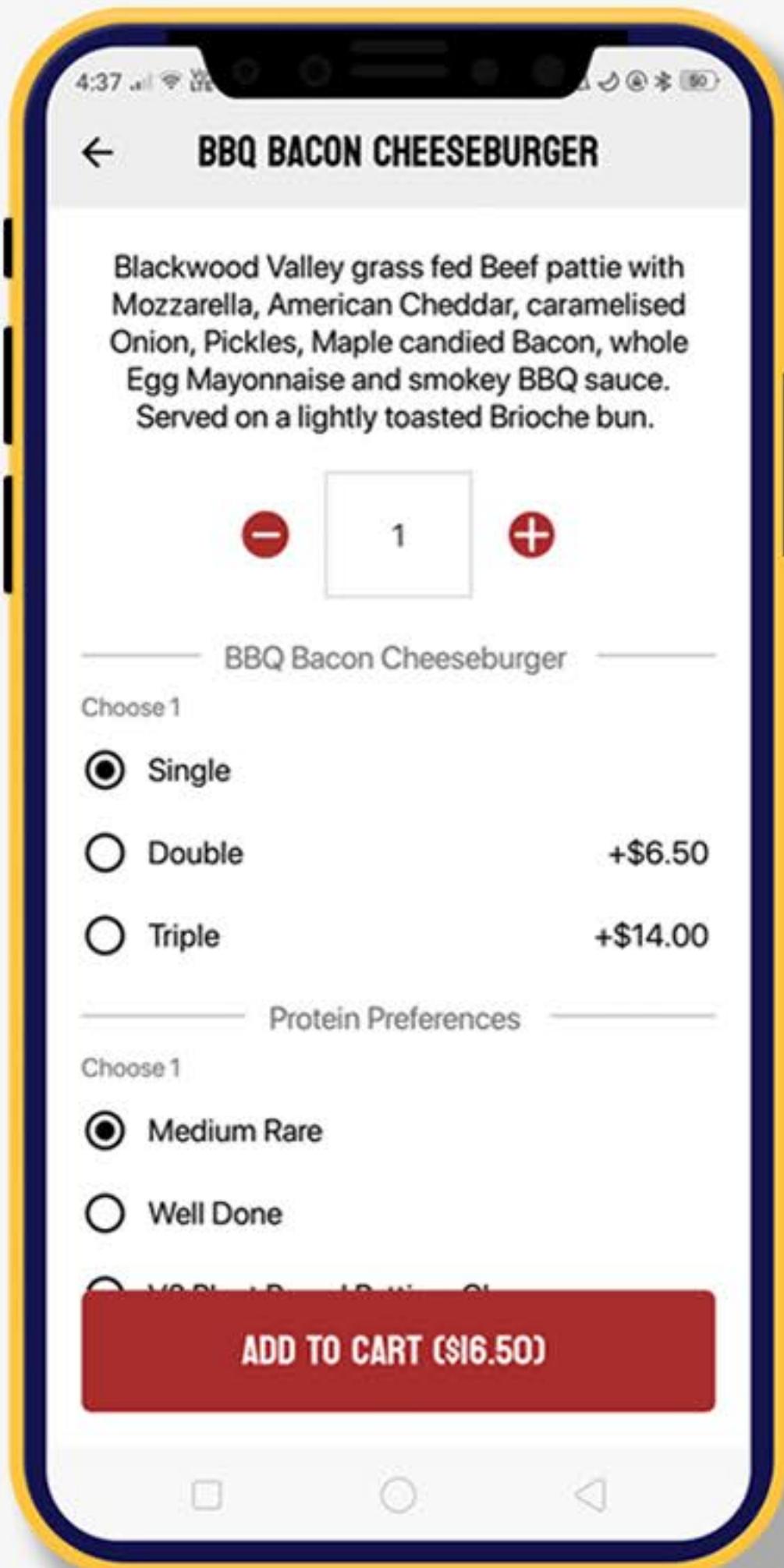
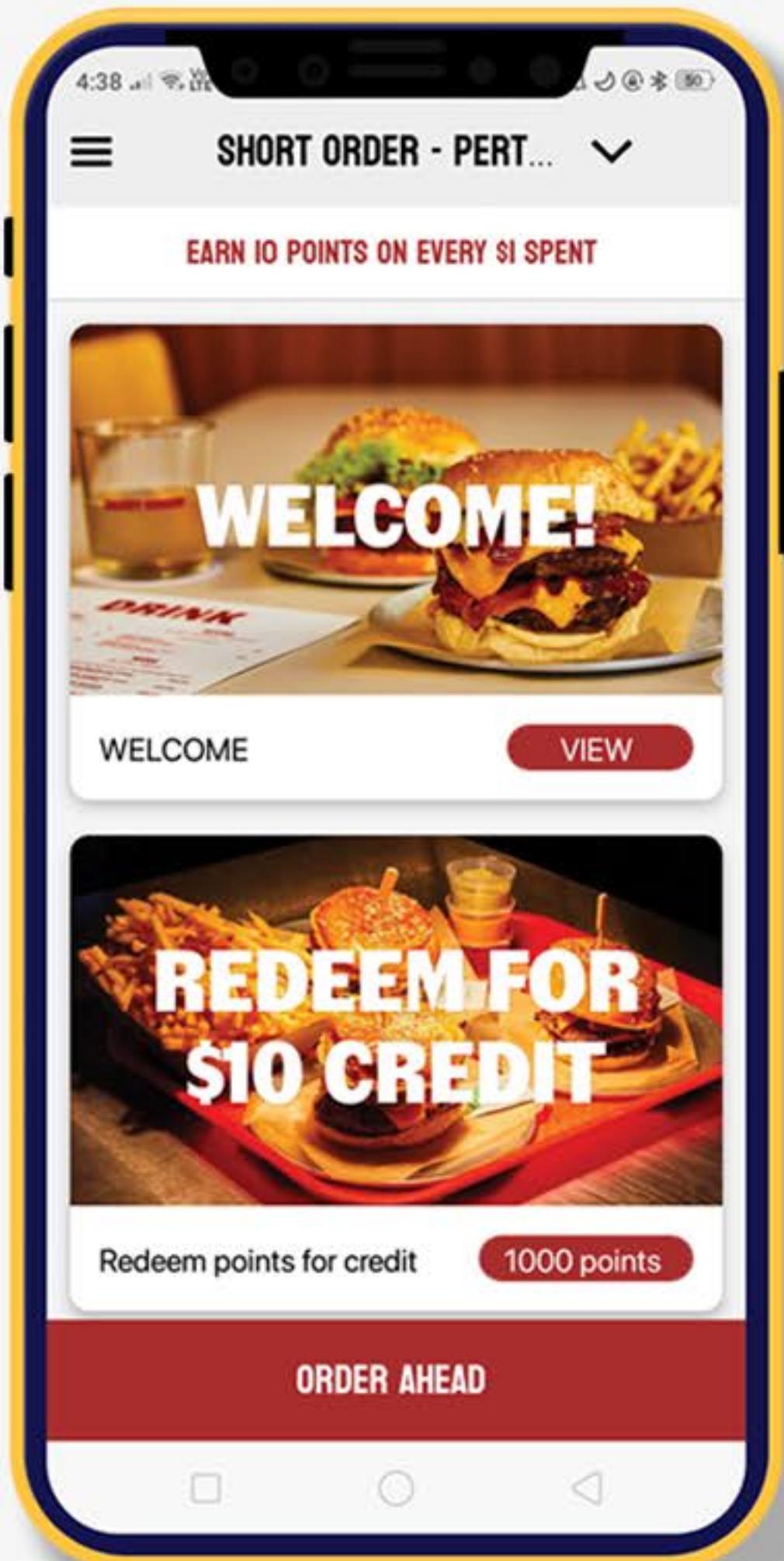


Figure 4. Short Order Menu Screen  
(Photo by Author)

Figure 5. Short Order Purchasing (Photo  
by Author)

Figure 6. Short Order Menu(Photo by  
Author)

Figure 7. Short Order Payment (Photo  
by Author)

# EXISTING DESIGN SOLUTION: KFC - ORDER ON THE GO...



Get your chicken fix anywhere with the KFC app. With features such as exclusive offers, personalised orders, store location, delivery, and secret menu items the KFC app is a magical place where dreams come true (if you're dreaming of chicken that is).

## Pros:

- **Uniformed Connectedness:** The section of closely group images follow Gestalt's principle of law of proximity (*figure 7*). By having these individual images closely grouped users naturally associated these images as being related to each other (*Moon, 2019*). This helps keep the screen's layout clean but provide the user with feedback on what information is related to each other; or not.
- **Control:** When ordering food, user's can add or remove ingredients included in their meal (*figure 8*). This provides the user with a large amount of control as customisability is introduced for the user's personal comfort, which is dependent on the user's desire to change or keep the menu item the same.
- **Signal to Noise Ratio:** The overall usage of animations and transitions is minimal yet effect. These minor forms of movement create interest and keep the app's overall experience interesting and modernised, yet are restricted to only the title, top left icon, and screen transitions. These animations rely on relying on ease in and out curves and ideal ms speed ratio to create a smooth experience (*Skytskyi, 2018*).

## Cons:

- **Hick's Law:** Due to the nature of KFC's franchise, the app offers an excessive number of options when ordering food. The ideal number of elements a user may need to remember is between 5-9 (*Tubik, 2017*). However, the exception of this rule is if the user has already made a decision before the choices were presented. This exception is highly likely as consumers of KFC's would naturally have an inclination towards a favourable meal. Overall, this overload of stimulus has been reduced by categories menu items (*figure 8*) into their content (burgers, bowls, snacks, etc).
- **Lack of loyalty rewards:** As an app that offers a food delivery/ordering service, user engagement and purchasing aren't rewarded with points or alternative forms of benefits. Whilst the franchise is large enough to not need to rely on interpersonal relationships with their customers to maintain business. This creates a lack of authenticity and personal relationship between seller and customer.
- **Accessibility:** The account settings lack any form of personalisation of adjustments to accommodate for those who may require additional assistance. Potential features could have included an automated "exclude ingredient" or warning if a particular item contains something that may cause an allergic reaction from the user. This lack of inclusion relies on the user to ensure that their meal contains no allergies and neglects to consider potential human mistakes and errors (*Serbanouiu, 2019*).

## Take Aways

Overall, the KFC Order on The Go app is of high quality with dynamic animations to bring attention and interest to important pieces of information such as the title and side-bar menu. Furthermore, the overall layout and composition of the menu page is tight and provides the user with excess information on the options available whilst still providing enough negative space to reduce clutter and crowdedness.

The additional hidden secrets such as the secret menu creates a sense of exclusivity that's interesting and entertaining, this exclusivity creates a sense of community as users who download and are aware of this feature are included in the "inner community" (*Three60marketing, 2012*).

The ability to customise orders would be greatly appreciated to users with dietary requirements and shows the consideration the brand KFC has towards their users and how they can personalise their experience when using the app.

In conclusion, this app is effective when helping users achieve their goal (ordering and receiving food) while providing additional services that encourage repetitive usage and engagement.

# EXISTING DESIGN SOLUTION: KFC APP VISUALS...

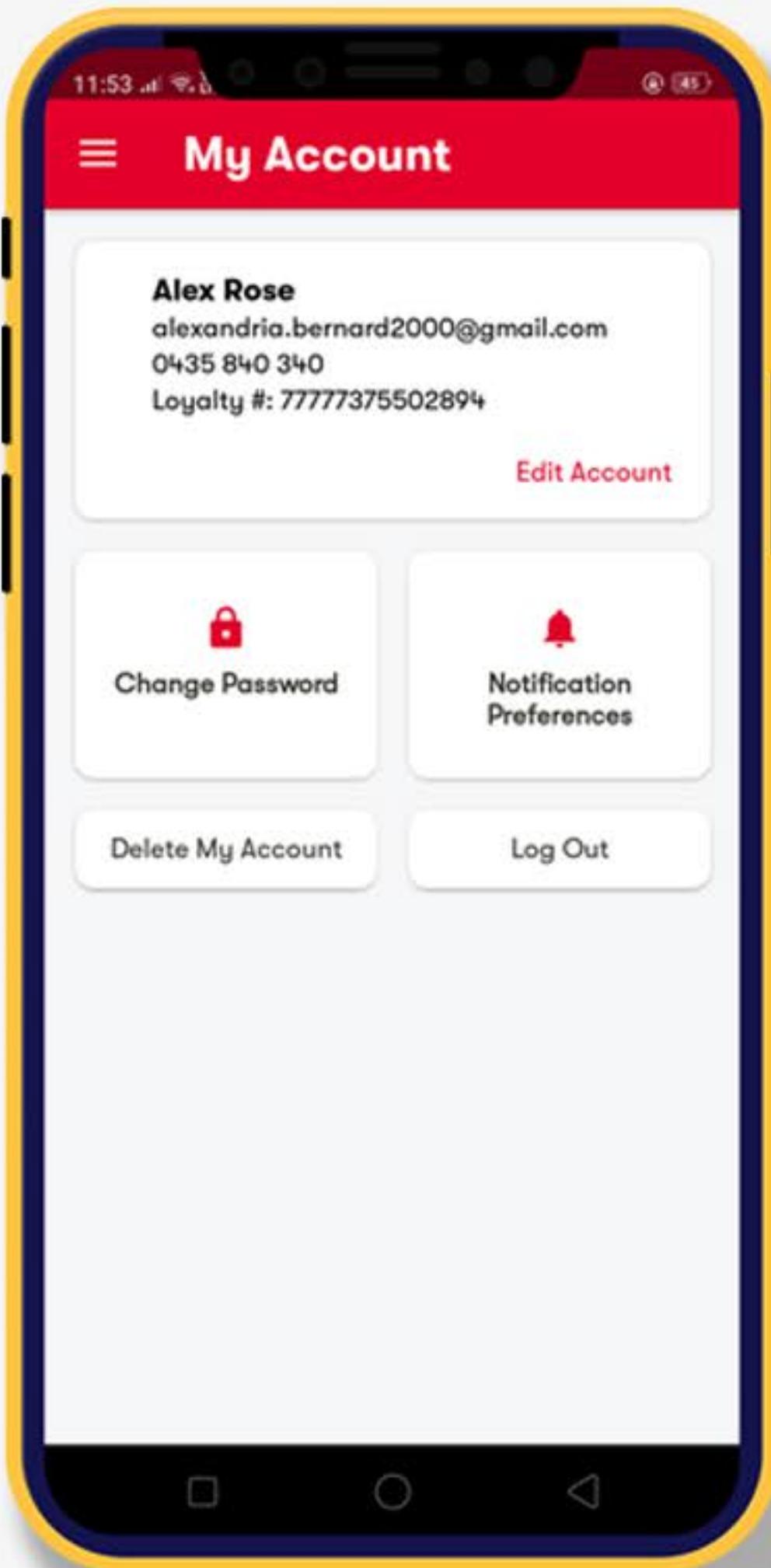
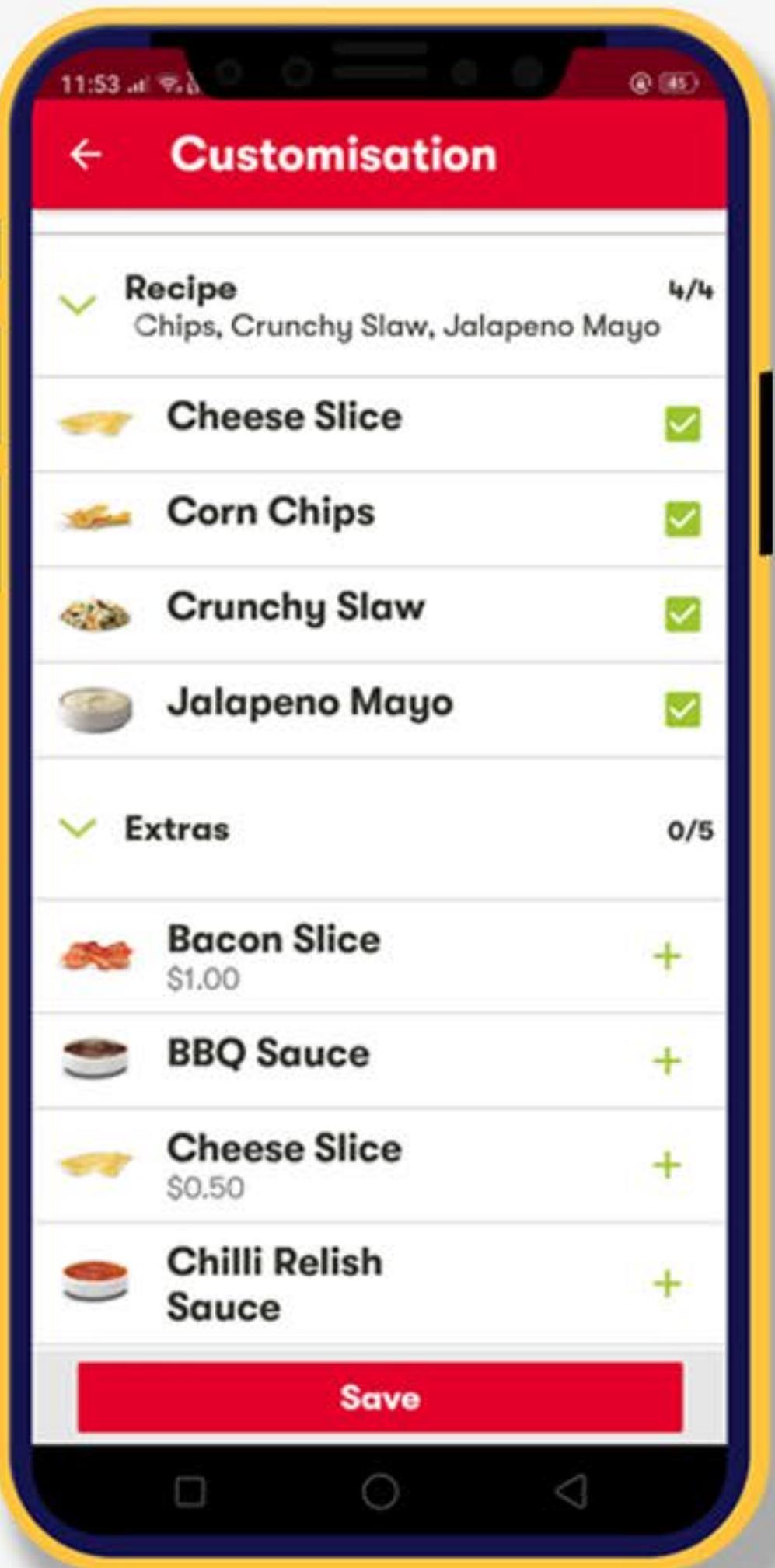
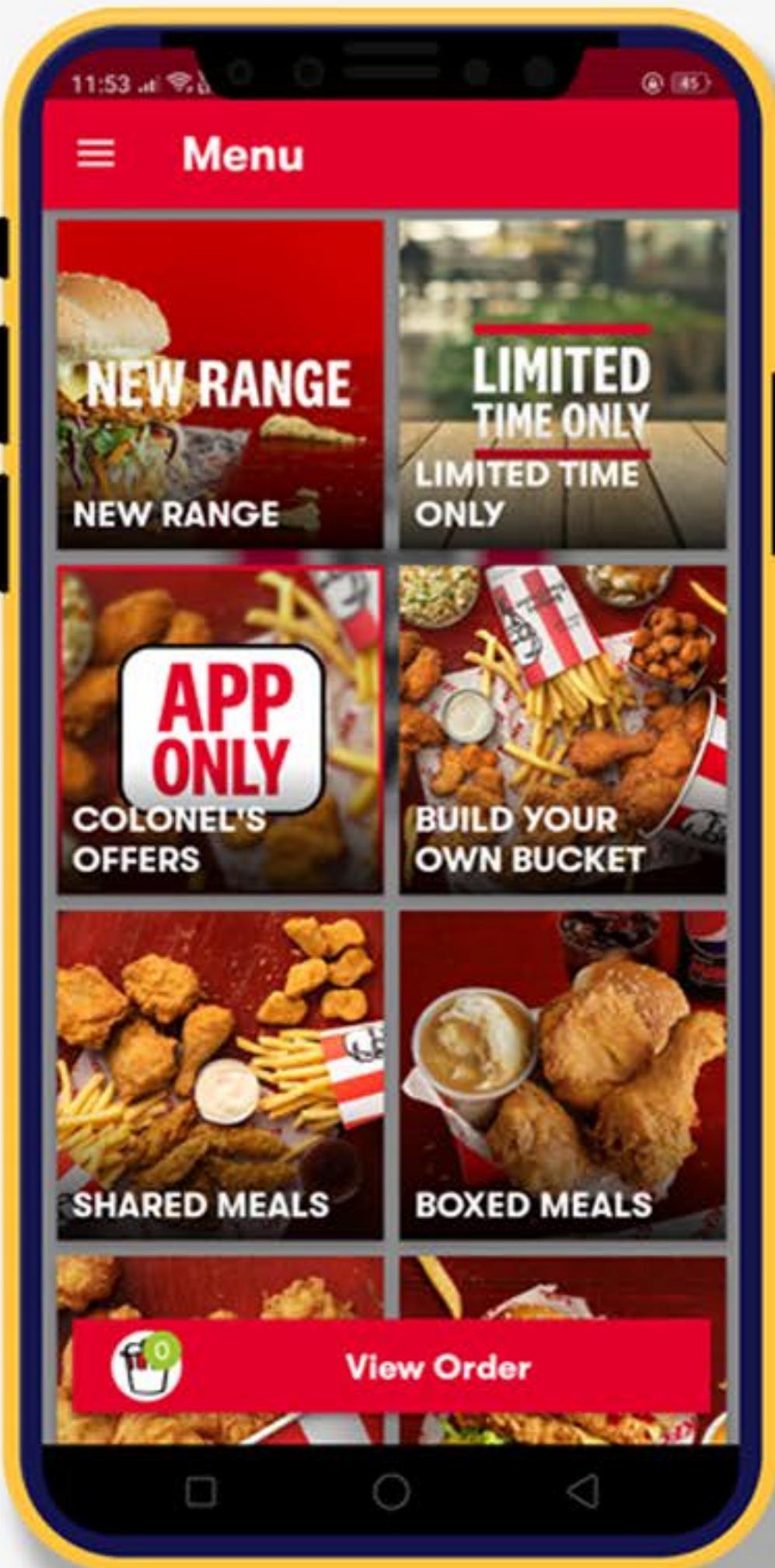
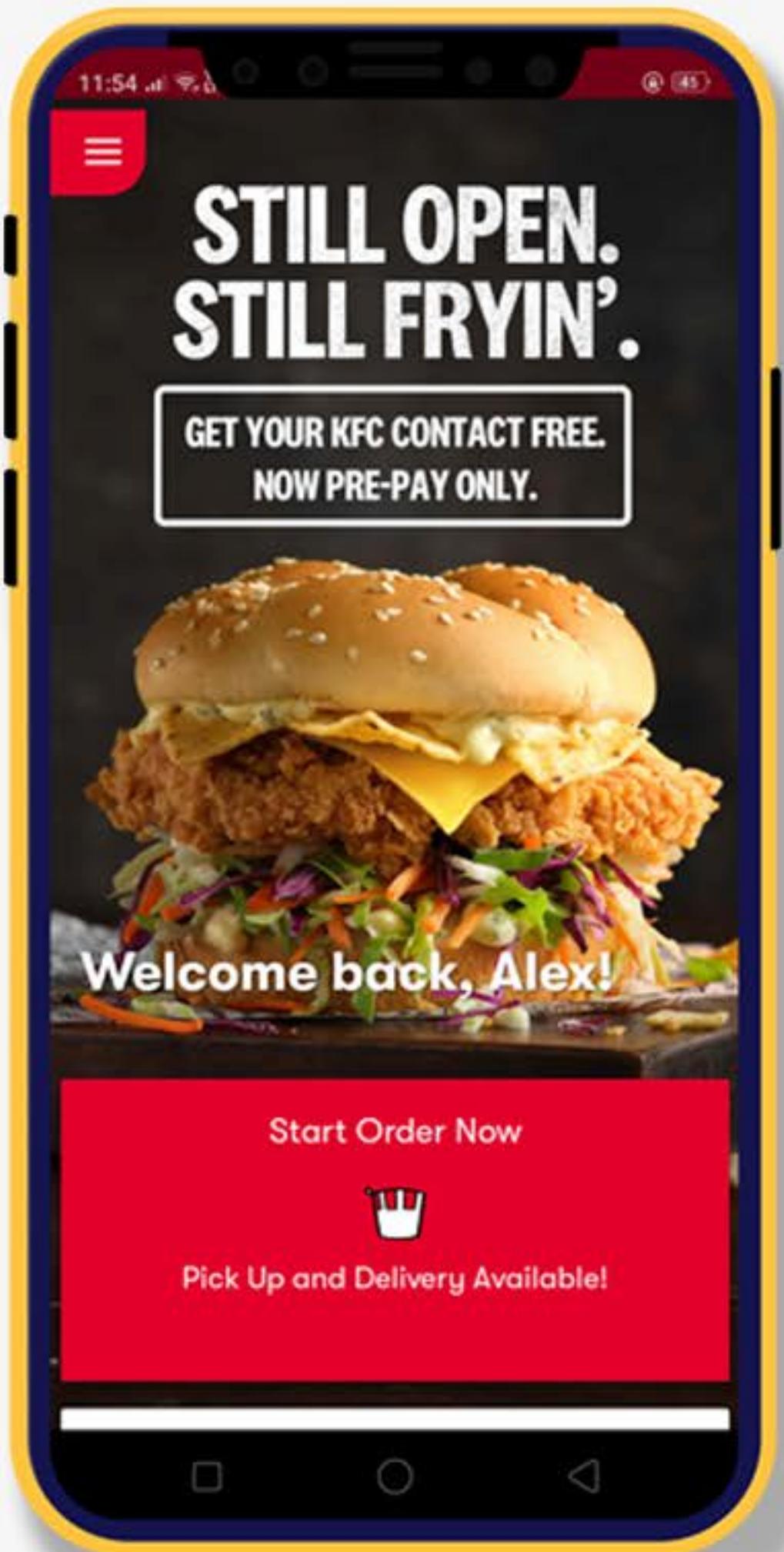


Figure 7. KFC Home Screen (Photo by Author)

Figure 8. KFC Menu (Photo by Author)

Figure 9. KFC Customisation (Photo by Author)

Figure 10. KFC Account (Photo by Author)

# TOPIC BACKGROUND: CURRENT UX DESIGN TRENDS...

## CHOSEN ARTICLE: FIREART. “MOBILE APP DESIGN TRENDS 2022: COMPREHENSIVE COLLECTION

### 1. Motion: Video and Animation:

Based off the 2022 statistics of wyzowl, 96% of users who have watched an explainer video learnt more about the product or service the video was based off (Wyzowl, 2022). This can help with the learnability of an app (*if users require a miniature tutorial in order to fully understand the functions and mechanics of said app*).

### 2. Augmented reality in UI Design:

In 2015, 200 million worldwide mobile users were recorded as being active augmented reality (AR) users. In 2024, this number is expected to increase to 1.7 billion (Alsop, 2021). AR has shown to become increasingly popular through apps such as Snapchat, Pokémon Go, and Sketch AR (Desiginal, 2021). Furthermore, studies have supported the usage of AR in employment training as employees who trained with AR overall out-performed employees trained without AR when provided with the same task (Kohnke, 2020).

### 3. Dark Mode:

With mainstream apps such as Facebook Messenger, Discord, Twitter, YouTube, and WhatsApp, dark mode is becoming an increasingly standard feature included in most apps (Kohnke, 2020). By using dark mode, users can extend their mobiles battery life while reducing glare and blue light exposure (Sprabary, 2020). This can help with the overall perceivability of an app while providing those who are sensitive to high light exposure an alternative.

### 5. Chatbots and Conversational Design:

Chatbots are used to help businesses connect with their client and develop a channel of communication. By focusing on the conversation between user and provider, the provider can create and support their users by directly targeting their pain points and reducing challenges encountered (Fireart, 2022). In 2022, the revenue from chatbots promised to return \$83.4 million. In 2027, it's estimated to reach \$454.8 billion (Statista, n.d.).

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# TOPIC BACKGROUND: QUICK FINDINGS REPORT

Interviewees were taken to Varsity (Dakota: Morley, Sarah and Bridge: Waterford, and Nathan and Michael: Northbridge) to enjoy a meal and experience eating and generally hanging out at Varsity. Afterwards interviewees were taken to a quiet location for interviewing.

You can find the audio files:

<https://www.youtube.com/playlist?list=PLNy7iSvVJn-TMpSfA1ByL OTPVKBEhpbf>

**OBSERVATION 3:** Interviewees believed that apps aesthetic matched the Varsity brand.

- This is a positive sign as it implies that the colour palette, text choice, and layout of logos and icons are accurately reflective of Varsity and how they brand/present themselves.

**QUOTES:**

**BRIDGET:** I like the main screen, I like the colour and big logo.

**SARAH:** I am a big fan of the text treatment on the Varsity logo, they're fun and very connected to America sports and stuff like that.

**DAKOTA:** Yeah, it fits it pretty well I'd say. They got their brand down pretty well.

**MICHAEL:** It feels like it's trying very hard to be American, which I think is their selling point.

**OBSERVATION 1:** Majority of interviewees didn't take notice of the Varsity League App advertisement surrounding the venue.

- Even though advertisements were placed around the venue and on the menu itself, interviewees didn't take notice UNLESS they were specifically looking for deals or discounts that were related to the app.
- To potentially attract more attention to the app, advertisement listing "first-time sign-up discounts" could attract the attention of potential users. As discounts and vouchers have been a repetitive interest point for users.

**QUOTES:**

**ALEX:** Did you notice that there were advertisement for the Varsity league app around the actual venue.

**NATHAN:** No.

**OBSERVATION 4:** Majority of interviewees listed that: slow loading time, opening to web pages, UI layout, and lack of labelling as points of confusion.

- This implies that the design of the app itself needs to be revisited and improved on. Focusing on efficiency and eligibility as main points of improvement. This can be done by providing labels, using icons that accurately represent the action, and having features built inside the app.

**QUOTES:**

**NATHAN:** It was kind of confusing about where each button leads to. Like the icons at the bottom, I wasn't sure where they all went.

**MICHAEL:** The UI layout, some of it is confusing.

**DAKOTA:** I do know that some of the tabs open up web-page apps, or the websites web page and that was kinda jarring because it takes a while to load. And web apps generally don't seem to fit with the rest of the app fully.

**BRIDGET:** The lack of labels. I had to figure out what stuff was by clicking on it and then going "oh that does that."

**SARAH:** It's quite difficult to use in that a lot of certain icons and stuff like that aren't explained and a lot of them open up to webpages which I can't understand why they wouldn't open in app.

**OBSERVATION 2:** Users who have regularly (1-2 times per week) used apps with inbuilt delivery service listed that price was the most influencing factors.

- Prices were generally cheaper when ordering directly from the inbuilt delivery service. However, concerns with location, navigation, and waiting time were considerable pain points. This can be easily resolved by offering a customer service option where users can complain easily and receive something in return.

**QUOTES:**

**BRIDGET:** I also find that a lot that the Deliveroo app tends to get confused about locating my street.

**DAKOTA:** Uber Eats takes a certain cut of what's being exchanged through the app. So, a 20-dollar pizza, Uber takes something like 35% percent. It's pretty ridiculous number.

**OBSERVATION 5:** Majority of interviewees own a digital loyalty rewards app.

- If users continuously visited a venue and gained active benefits from their continuous visitation, users were more likely to engage with their stores app. This was specifically directed towards receiving free food/drinks after purchasing 8-10 menu items.

- This point of interest should be advertised to regular visitors as they'd naturally want to receive benefits from their continuous purchased at the said venue.

**QUOTES:**

**DAKOTA:** I use the Subway's loyalty program. And that's just a little card you have to activate, and every time you go into subway you just scan it and it gets you reward points that you can then redeem for actual orders.

**BRIDGET:** Many, Uber Eats, Deliveroo, Menu Log, Door Dash, Dominos, Zambrero, San Churros. You name it.

**ALEX:** How often would you say you use the app per week (in reference to the Grill'd app).

**SARAH:** Once or twice a week, I'm pretty bad when it comes to it.

# USER GROUP RESEARCH: PERSONA 1...

**Name:** Jade Harley

**Age:** 20

**Role:** Full-Time University Student

**Living Condition:** Lives with her mother and father.

**Personality:** "I love hanging out with my friends at any given point in time. We usually go to our favorite local fast-food joint to get a couple of burgers and chips. Although I haven't been seeing them as much lately."

## Hobbies:

- Seeing movies with her friends
- Rock Climbing
- Listening to music



## Short Term Goals:

- Do well in university and pass her units.
- Explore and live out her young adult years.
- Make more friends at university by attending club events and other additional activities.
- Potentially move out with friends.



## Behavioral Patterns:

- Jade prefers spending her personal time with his close friends as her uses his alone time to study.
- Jade tries not to spend money as her doesn't work and has to ask her parents for a weekly allowance
- Jade doesn't like to eat by herself and prefers the company of her friends or strangers.
- Jade will try to attend any free events that has some kind of activity, this is both on and off campus.



## Pain Points:

- Lack of personal funds (*he cannot spend large amounts of money*).
- Jade cannot drive yet and relies on public transport to travel. This means she's restricted to areas where transport is available.
- Jade finds that her high-school friends are slowly distancing themselves (*due to conflicting schedules*) therefore she's trying to make more new friends at university. She has been mildly successful.

(All photographed individuals consented to having their images taken and used for this brief)

# USER GROUP RESEARCH: PERSONA 2...

**Name:** Dave Strider

**Age:** 25

**Role:** Instagram Influencer and Full-Time Worker

**Living Condition:** Renting by himself.

**Personality:** "Yeah, I basically started taking photos of my food and uploading it to Instagram and people started following me. I'm all about dramatic over-the-top food and if it tastes good that's just a bonus."

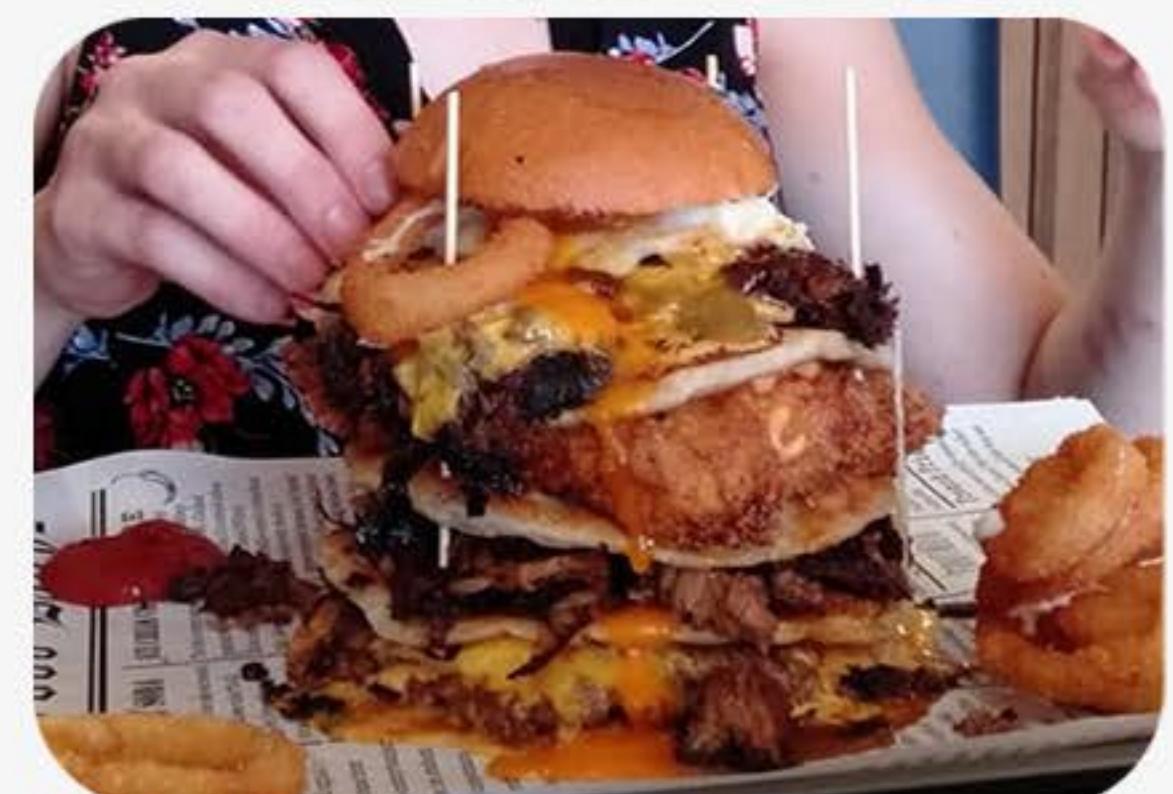
## Hobbies:

- Bass Guitar
- Singing
- Instagram Account



## Short Term Goals:

- Gain more followers on his Instagram account.
- Get sponsored by local food joints to help promote and encourage his Instagram account.
- Discover new local food joints that peak his interest whilst supporting their growth.
- Become a full-time instagram influencer and quit his job.



## Behavioral Patterns:

- Dave reserves his Friday evenings, Saturdays and Sundays for food-spot hunting (*looking and travelling to new places to review and eat*).
- Dave very rarely brings people along with him when he's eating out.
- Dave actively looks for restaurants/food joints that are quirky, interesting, and "trend setting".
- Dave regularly uses and joins loyalty programs when it comes to food.
- Dave uses social media such as Facebook, Instagram, Snapchat, and online food blogs to discover places to eat.



## Pain Points:

- Dave is finding it harder to find interesting foods to photograph and review.
- Dave works a 9-5 job and often doesn't have time to physically search for food spots and prefers using social media for research.
- Dave is very conscious of his spending habits as he has other expenses to pay.

(All photographed individuals consented to having their images taken and used for this brief)

# USER GROUP RESEARCH: PERSONA 3...

**Name:** John Egbert

**Age:** 35

**Role:** Father with Full-Time job.

**Living Condition:** Single parent with two younger daughters Jessica (1 year) and Matilda (4 years). He's currently dating a new partner named Tori.

**Personality:** "My current partner (*Tori*) helps me take care of my kids while I'm out working. I try to get my kids and Tori involved with sports (especially the AFL), they aren't as receptive to it as I am. But, I think they enjoy spending time with Tori and just going out together as a family."

## Hobbies:

- Watching the AFL.
- Camping
- Attending music concerts

## Short Term Goals:

- To help his children become more comfortable and familiarised with Tori's presence as Tori and John are planning on getting married.
- To ensure his children get equal time between himself and Chloe.
- John has wanted to take his family to a live AFL game, however his children aren't as interested nor is his partner.

## Behavioral Patterns:

- John is more likely to take his family out to Varsity when the AFL is showing.
- John tries to stay up to date with the West Coast Eagles AFL team.

## Pain Points:

- Jessica is very fussy with his food and has a growing interest in eating fast food (KFC, McDonalds, Hungry Jacks, etc). When forced to eat healthy foods, Daniel throws a tantrum.
- John doesn't like spending excess time cooking and prefers quick easy meals as he needs to be selective as to what he uses his energy for.
- John shares custody of his children with his previous partner Chloe, this means that he doesn't always get to spend as much time as he'd like with his children nor do they get time to familiarise themselves with Tori.



(All photographed individuals consented to having their images taken and used for this brief)

# USER GROUP RESEARCH: PERSONA 4...

**Name:** Rose Lalonde

**Age:** 26

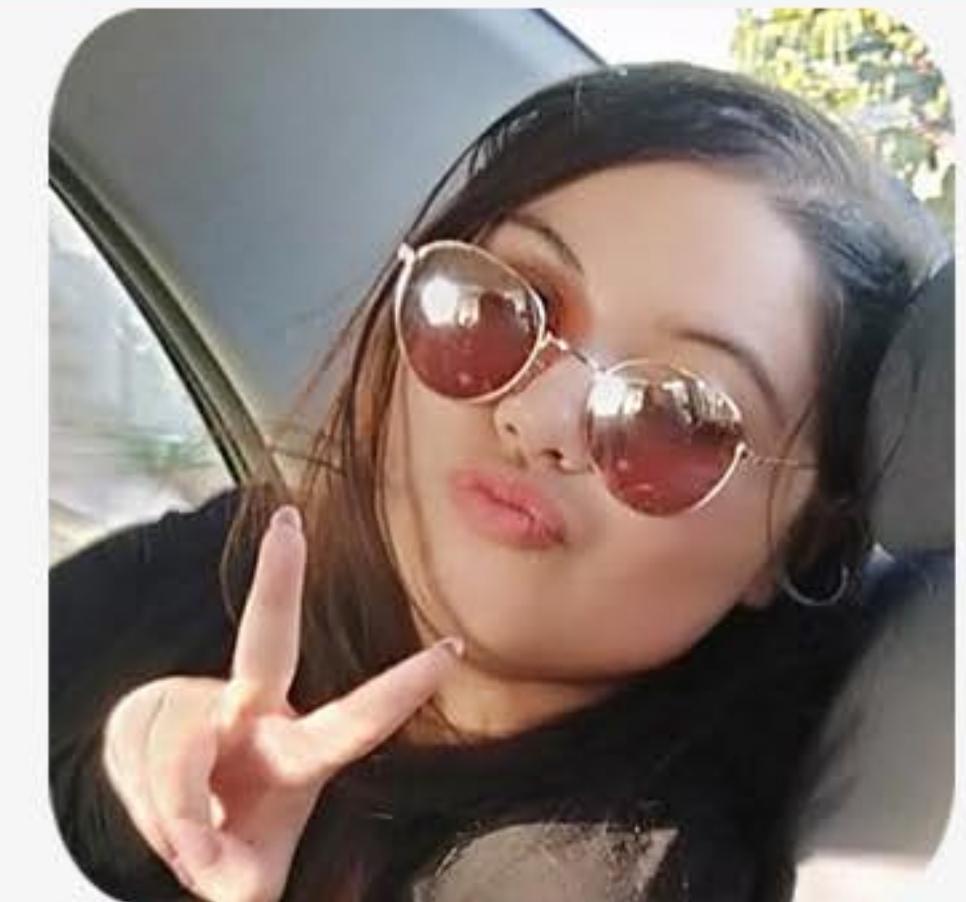
**Role:** Full-Time Worker

**Living Condition:** Renting with her older sister.

**Personality:** "I've been working the same job for 3 years now, I want something new and exciting. I haven't figured out what exactly, but I do want something to change."

## Hobbies:

- Painting
- Alternative Fashion
- Trying new restaurants



## Short Term Goals:

- Find a new job that's exciting and new.
- Find a way to save money that doesn't involve eating out less.
- Or, find a way to earn more money without increasing her work load (*passive income*).



## Behavioral Patterns:

- Jade typically eats out 5 times a week.
- Jade sometimes steals her sister's food, which is often met with arguments and confrontation.
- Jade likes to upload photos of the food she's eating onto her Instagram as a side hobby.



## Pain Points:

- Jade doesn't like cooking in general and prefers to eat out whenever possible.
- Due to this, Jade spends a large quantity of her funds on food.
- Jade prefers to not eat alone and often tries to invite her sister out, however her sister is conscious of her spending habits and prefers to cook at home.
- Jade doesn't drive and relies on delivery services when ordering food.

(All photographed individuals consented to having their images taken and used for this brief)

# USER GROUP RESEARCH: SCENARIOS...

## Scenario 1

Starting at 10am, Jade has finished her on-campus workshop at 12pm. She spent the majority of the class focusing on her work while occasionally checking the "Making Connections" discord server. She had originally joined the sever so she could make new friends at her university as the discord server targets first year university students attempting to make friends. She has been somewhat successful, but hasn't met anyone in person yet.

After class she briefly talks with her classmates Rebeca and Justin about the up-coming assignment alongside commonly shared interests such as the latest Marvel movie and YouTube videos. Jade personally feels acquainted with her classmates, but hasn't officially hang out with them outside of a university environment as she doesn't have the time to organise a friendly outing.

Since it's close to lunch, Jade suggests eating lunch together since she doesn't want to eat alone and has an additional class later in the day. Rebecca suggests eating at Varsity as they have a \$12 chips and deluxe cheeseburger deal and they're located within the small shopping centre located near the university. Jade hasn't heard of Varsity before but is willing to go as long as her friends join her.

After travelling to Varsity (which roughly took 20 minutes by-foot) Jade notices the bright decorations and branding located on the outskirts of the venue. Upon entering the venue, Jade notices the "frat-style" like aesthetic and is curious about the different decorations and menu items available. After ordering their food at the counter the group sits down and talk about each other's lives and general well-being.

The outing ends positively as Jade returns back to university and Rebeca and Justin head towards their own locations.

## Scenario 2

Dave returns from work Friday evening, he's exhausted and orders take away on Uber Eats. While waiting for his food to arrive he scrolls through Instagram and looks for any interesting food venues to visit for his Instagram account. Dave is trying to match his Instagram posts with different monthly themes and current trends to help encourage users to follower his account. This month he's looking for something that's American and greasy.

He stumbles across the Varsity's Bar and Burger Instagram account, whilst he isn't personally a fan of sports or sports themed bars he browses through their images and tries to find pictures that highlight their food and drinks. As his food arrives, Dave goes to collect his dinner and then moves to his desktop to check if they have a website. Upon searching he explores the Varsity's website and menu. Overall, Dave is interested in the food and drinks they offer, however he wouldn't have the time to attend one of the weekly events hosted at Varsity. This doesn't bother him as he isn't interested in interacting or inviting his friends out for dinner.

He noticed that the website mentions that they have an app called "Varsity League", Dave decides to download the app to try and earn any discounts or potential vouchers as a first-time member. He's disappointed as his attempt fail. Nevertheless, he keeps the app in a separate folder reserved for loyalty programs.

After finishing dinner, Dave decides he'll visits Varsity on Saturday and if the food doesn't meet his expectations, he'll use Sunday as another day to look and visit a different location.

## Scenario 3

Rose and her sister Myrtle have decided to go out for dinner together. Rose wants to pick a place that offers cheap drinks and food, whilst Myrtle ideally wants to go somewhere that's relaxing and enjoyable. Using the internet Rose and Myrtle look at the different options available to them, Rose mentions Varsity and discusses how they have "Happy Hour" every Friday night and that Rose has previously visited Varsity and can use her stamp cards to get them free milkshakes.

Myrtle looks at their menu and is hesitant but eventually agrees to go.

Upon entering Rose and Myrtle immediately noticed how busy the venue is, not wanting to leave Rose and Myrtle look for alternative ways of ordering their food to a table. Investing the app, Rose discovers that you cannot order food directly to the table as there's no AR code to scan nor option available on the Varsity League App. This frustrates Rose as she's forced to wait in line in-order to order her food as Myrtle sits by-herself. It takes 20 minutes for Rose to order food for her sister and herself. As she's returning to her sister Myrtle suggests moving somewhere quieter as the music and noise from the overhead TVs are upsetting her.

The two move somewhere quieter and wait for their food. The remainder of the night was spent talking and eating. When the topic of dessert is brought up, Rose mentions how she could use her stamps to get them a free milkshake but had forgotten. Not wanting to go back to waiting in line, the two decide to get dessert somewhere else.

# USER GROUP RESEARCH: USER EXPERIENCE MAP 1...



Jade Harley

## JADE HARLEY'S JOURNEY

Jade is in class - 10am

Jade finishes her class and talks with her friends - 12pm

Jade and her friends head towards Varsity - 1pm

Jade and friends arrive and order food at Varsity - 2:00pm

Jade and her friends part ways - 3:30pm



Jade Harley

## EMOTIONAL JOURNEY



Jade Harley

## USER'S EMOTIONS - THINKING/FEELING

- ▶ Jade is focusing on the content being taught in-class.
- ▶ Jade is slightly stressed about the up-coming assignment.

- ▶ Jade is happy that class is finished.
- ▶ Jade feels relieved after talking to the lecturer.
- ▶ Jade wonders where she'll have lunch and if her friends will eat with her.

- ▶ Jade is wondering if the menu will offer drinks and other student discounts.
- ▶ Jade is considering if she should search up Varsity on her phone.

- ▶ Jade is excited and very hungry from the walking.
- ▶ Jade is also happy to be spending time outside of university with her friends.

- ▶ Jade is sad to see her friends go but is left on a positive note from being able to hang out with her friends.



Jade Harley

## USER'S TOUCH POINTS

- ▶ Jade greets her lecturer.
- ▶ Jade notices her friends but doesn't sit with them.
- ▶ Jade infrequently responds in the "Making Connections" Discord server.

- ▶ Jade briefly talks to her lecturer about her class notes.
- ▶ Jade talks to her friends Rebeca and Justin.
- ▶ Jade stops using Discord.

- ▶ Jade and her friends continue talking while walking towards Varsity.

- ▶ Jade interacts with the staff and is asked if she's a member of the Varsity League App.
- ▶ Jade is not a member and decides not to download the app.
- ▶ Jade shows her university ID.

- ▶ Jade farewells her friends and is left alone.

# USER GROUP RESEARCH: USER EXPERIENCE MAP 1...



Jade Harley

USER'S PAIN POINTS

- ▶ Jade was unsure if she was meant to sit with her friends.
- ▶ Jade is bored and wishes she could talk to her friends in-person rather than online.
- ▶ Jade is hungry as it's lunch time, but doesn't want to eat alone.
- ▶ Jade doesn't know any food venues located near or on campus.
- ▶ Jade is conscious about the price of food.
- ▶ Jade has to walk to Varsity.
- ▶ Jade is unsure where Varsity is specifically located and is trusting her friends.
- ▶ Jade has to spend money.
- ▶ Jade had to show her university ID in-order to receive the student Cheeseburger deluxe discount deal.
- ▶ Jade has to leave her friends.
- ▶ Jade has to find her way back home via public transport.

# USER GROUP RESEARCH: USER EXPERIENCE MAP 2...



Jade Harley

## ROSE USER JOURNEY

Rose and Myrtle are deciding on a venue to eat - 5PM

Rose and Myrtle head towards Varsity. - 5:30PM

Rose waits in line while attempting to order food. - 6:00PM

Rose and Myrtle change seating areas - 6:25PM

Rose and Myrtle receive their food and eat - 7PM

Rose and Myrtle change venues for dessert - 8PM



Jade Harley

## EMOTIONAL JOURNEY



Jade Harley

## USER'S EMOTIONS - THINKING/FEELING

- Rose is excited to spend a night out with her sister.
- She's thinking about what she'll pick from the menu.

- Rose has previously gone to Varsity and thinks their chicken wings are "excellent."
- Rose is wondering if she can convince Myrtle to do the "devil wings" challenge.

- Rose is forced to wait in line for an extended period of time.
- She's wondering about how long it'll take for her to order her food.
- Rose is questioning if she should leave and find somewhere else that's less busy.

- Rose is wondering if every Varsity venue is loud on a Friday (since her past experiences have been much quieter).
- Rose is wondering why their Varsity League app doesn't offer "order to the table" feature

- Rose is relieved that their food has arrived safely and to the correct table.

- Rose is slightly pleased to be leaving the venue.
- Rose may not choose to go to Varsity on a typical busy night.



Jade Harley

## USER'S TOUCH POINTS

- Rose and Myrtle are discussing their current options.
- Rose tells Myrtle that she'd like to drink tonight (since she'll not be driving).

- Rose and Myrtle continue talking while travelling via car.

- Rose leaves her sister.
- Rose doesn't interact or talk to anybody waiting in line.
- Rose only talks to the staff and promptly returns to Myrtle.

- Due to the music, Rose and Myrtle change tables.
- Rose has to ask the other diners if "this seat is taken."

- Rose and Myrtle continue talking about their lives and common interests.

- Rose leaves with her sister Myrtle.

# USER GROUP RESEARCH: USER EXPERIENCE MAP 1...



Jade Harley

USER'S PAIN POINTS

- ▶ Rose want to go to a venue where drinks are available.
- ▶ Rose is hoping that Myrtle will agree to go to Varsity with her.

- ▶ Rose is waiting to arrive at Varsity.

- ▶ Rose is annoyed that she has to wait in line.
- ▶ The music is loud and this irritates her.

- ▶ Rose is worried that the servers may bring their food to the wrong table.
- ▶ Rose doesn't want to interrupt the other diners to ask questions.

- ▶ Rose is no longer worried as their food have arrived.

- ▶ Rose is annoyed that she forgot about her stamps.
- ▶ Rose is slowly getting tired since she and Myrtle had to change venues to get dessert.

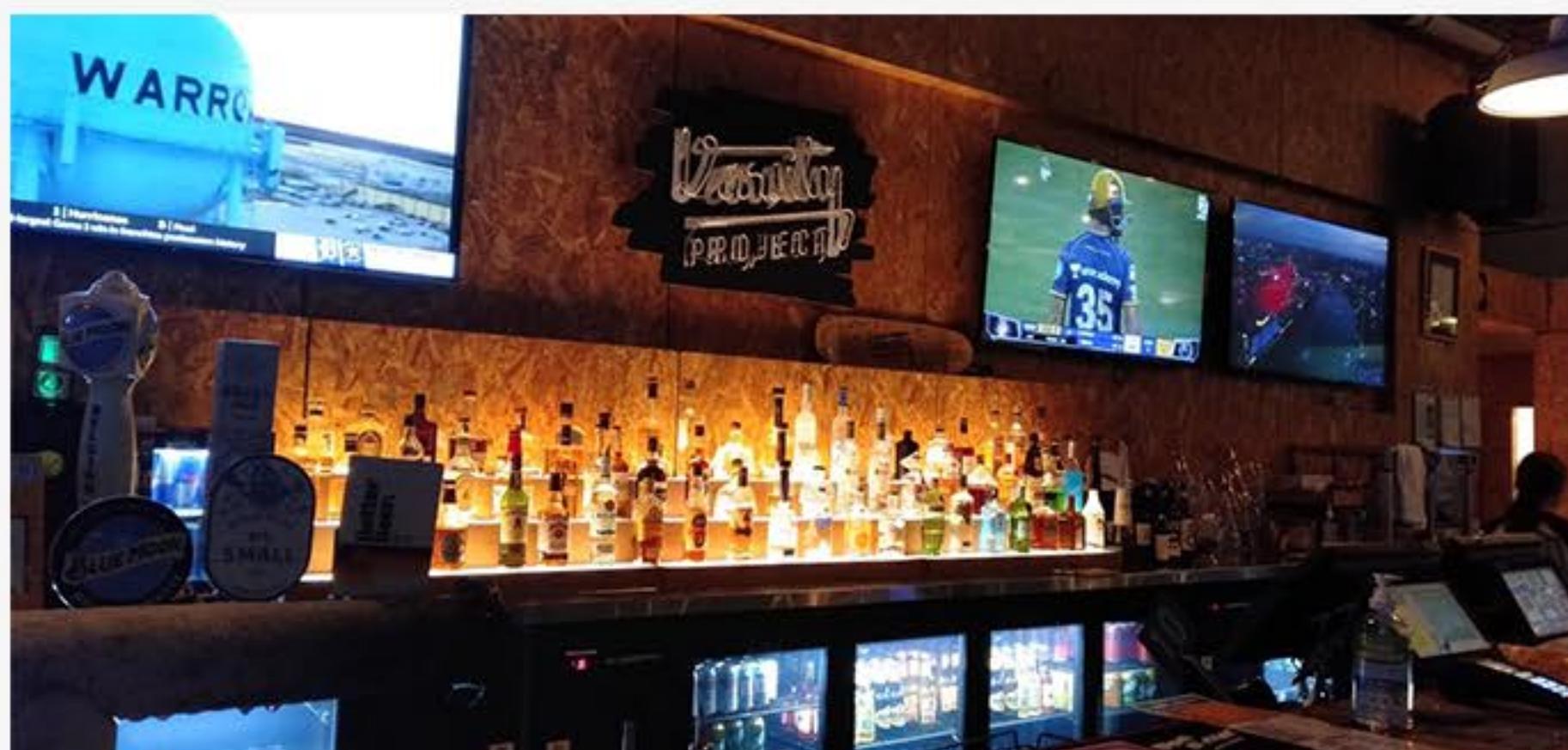
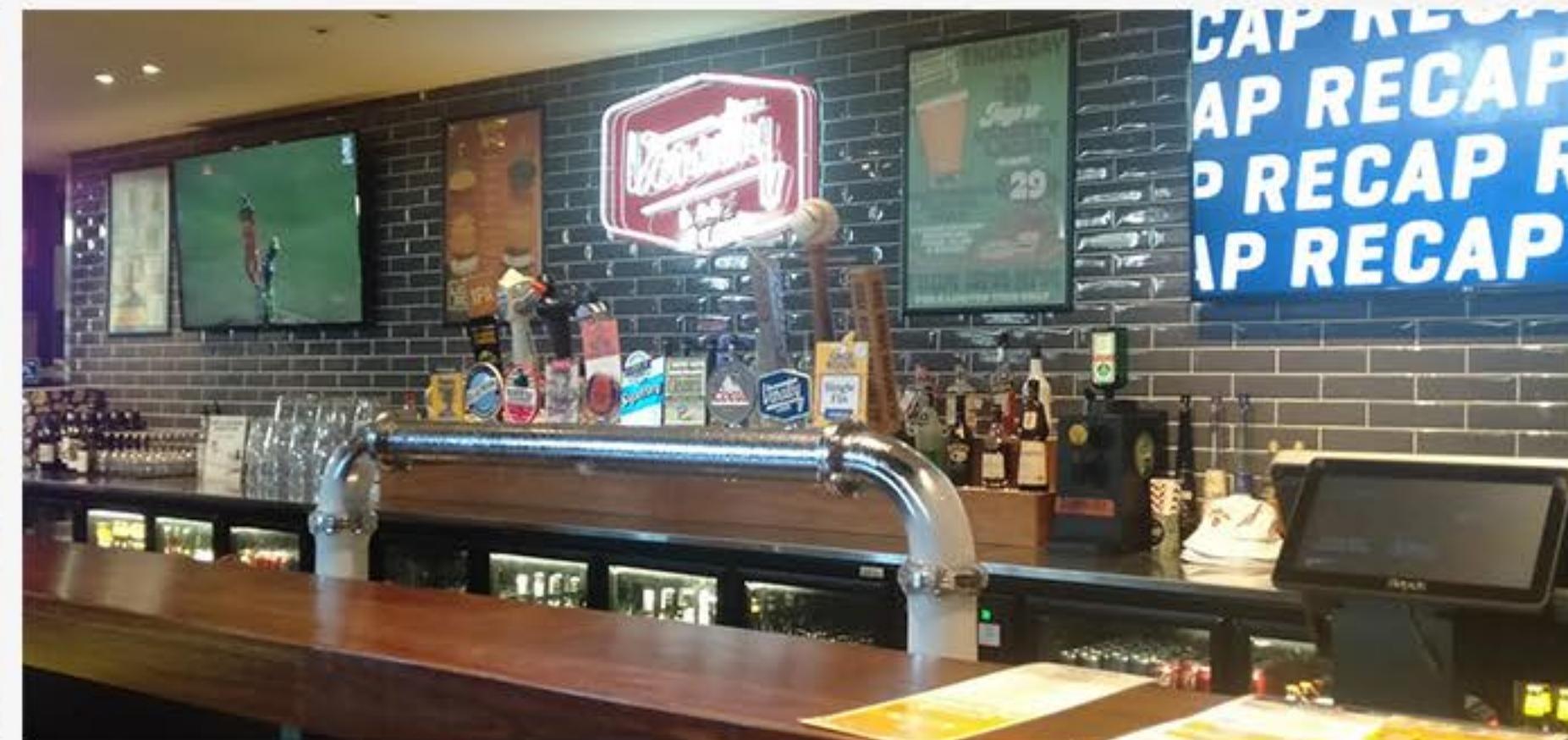
# USER GROUP RESEARCH: CONCLUSION...

Overall, I believe the group I had interviewed targeted the initial audience that Varsity had mentioned in their brief.

Whilst I found it difficult to find individuals who were sports fan or had previously download and used the Varsity app, I selected interviewees who match the general demographic or who could provide me with in-depth explanation about their thoughts about the Varsity League app.

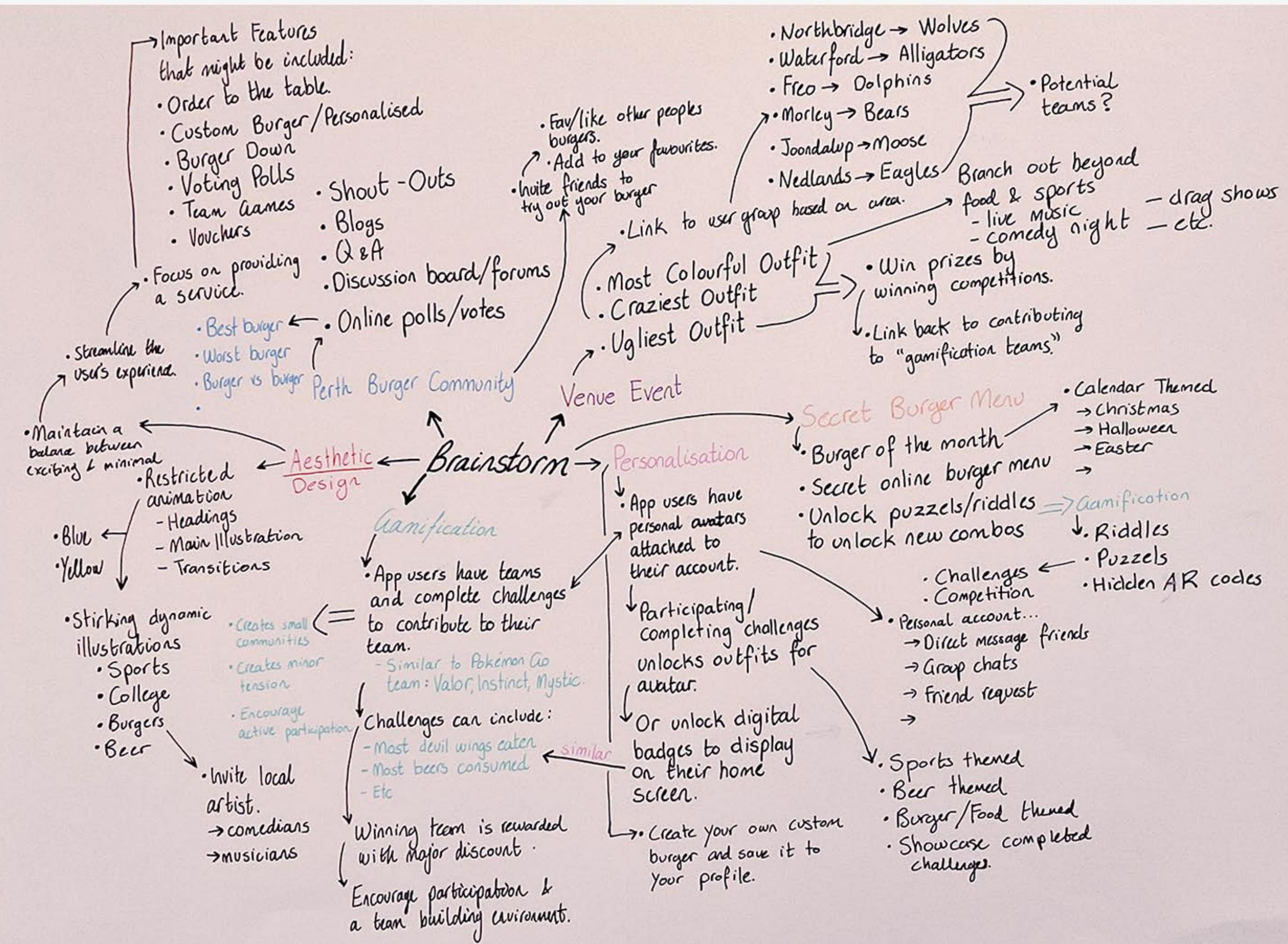
A reoccurring theme was the desire for convenience and consciousness of price. Interviewees all mentioned (*during or after the interview*) that they wouldn't be pleased nor willing to use an app that was slow, confusing, and generally janky. This is a considerable issue as the app does have a list of features that are unfinished or could be improved on, this would require designing some major key features such as the online ordering, dinning in, and merchandise store. Since this brief is looking at adding things to help encourage community growth and culture of members of the Varsity League app. Changting these features are not my main objective but rather things that can be presented alongside my main concept design.

In terms of conceptual designs, I am currently looking at introducing gamification features to help encourage and reward wanted behaviour such as purchasing menu items, engaging in challenges, and attending in-venue events. This will be later explored in the conceptual phase of this brief.

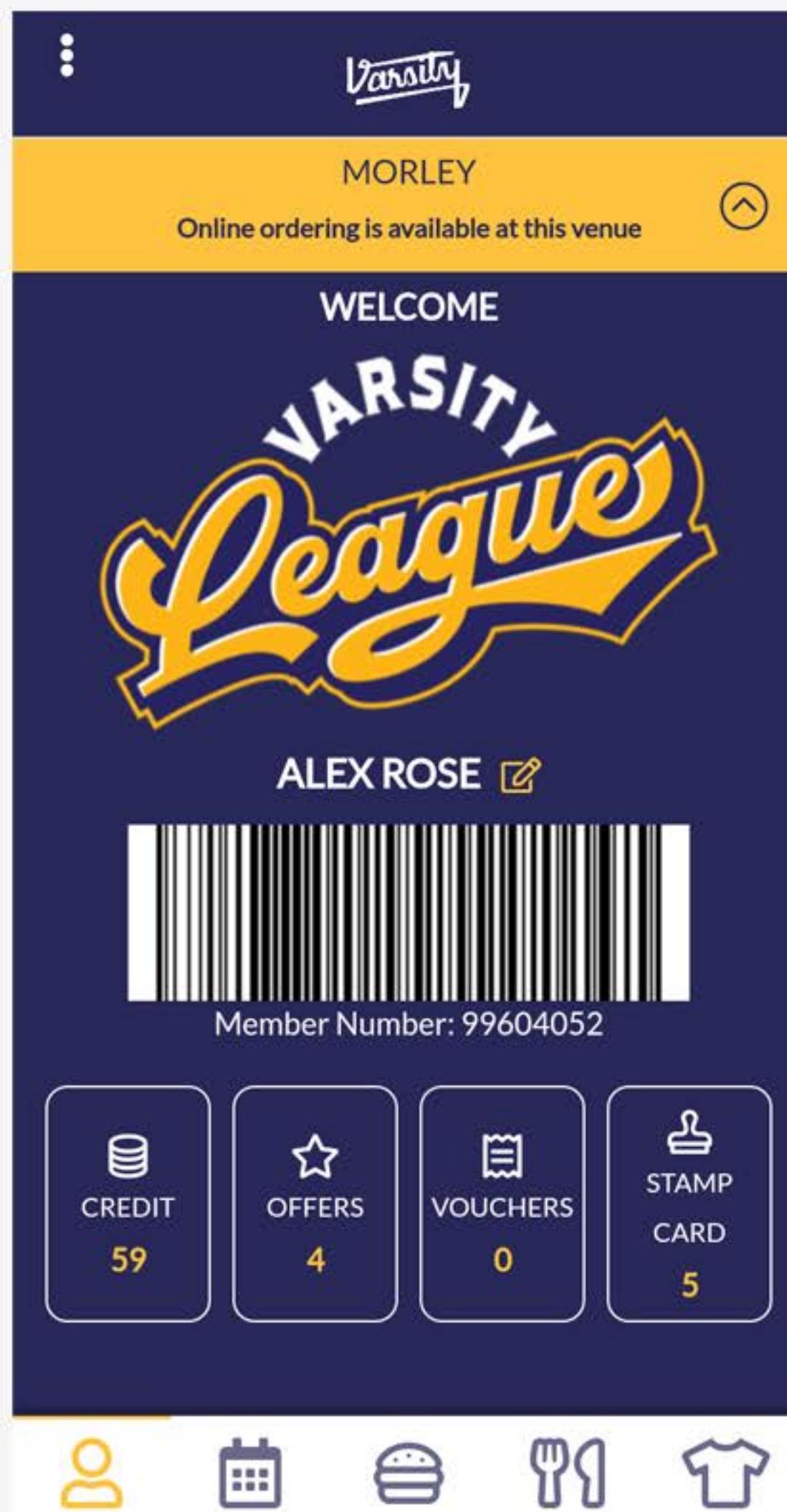


Additional photos taken at Varsity.

# INTAIL BRAIN STORM: BRAINSTORM...

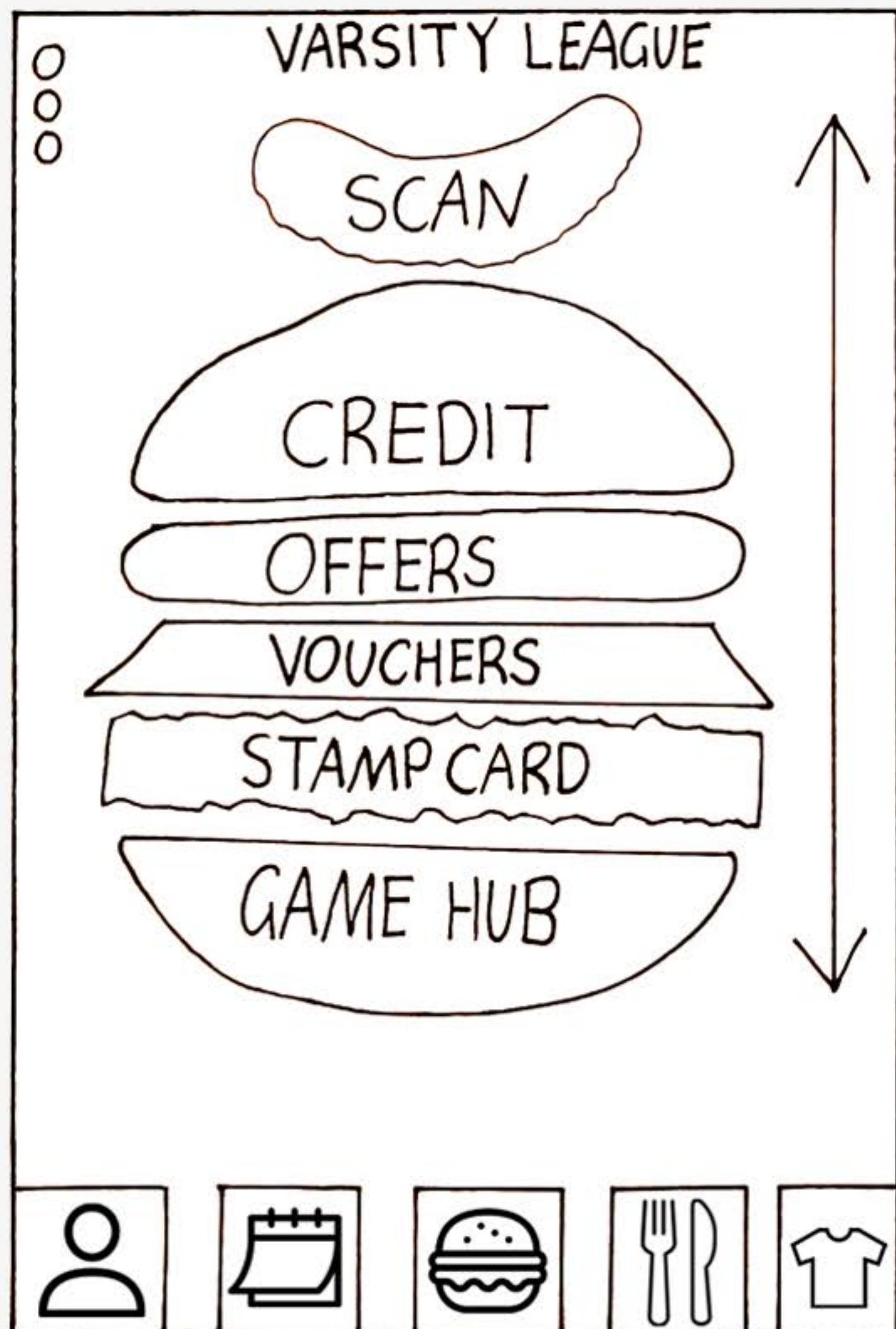


# INITIAL BRAIN STORM: HOMESCREEN CONCEPT SKETCHES...



• Using the elements (logo, buttons, icons, bar code, etc) already presented on the original home screen, I re-created a new layout that prioritised the hierarchy of information (Bridgewater Learning, 2013) over the branding aesthetic.

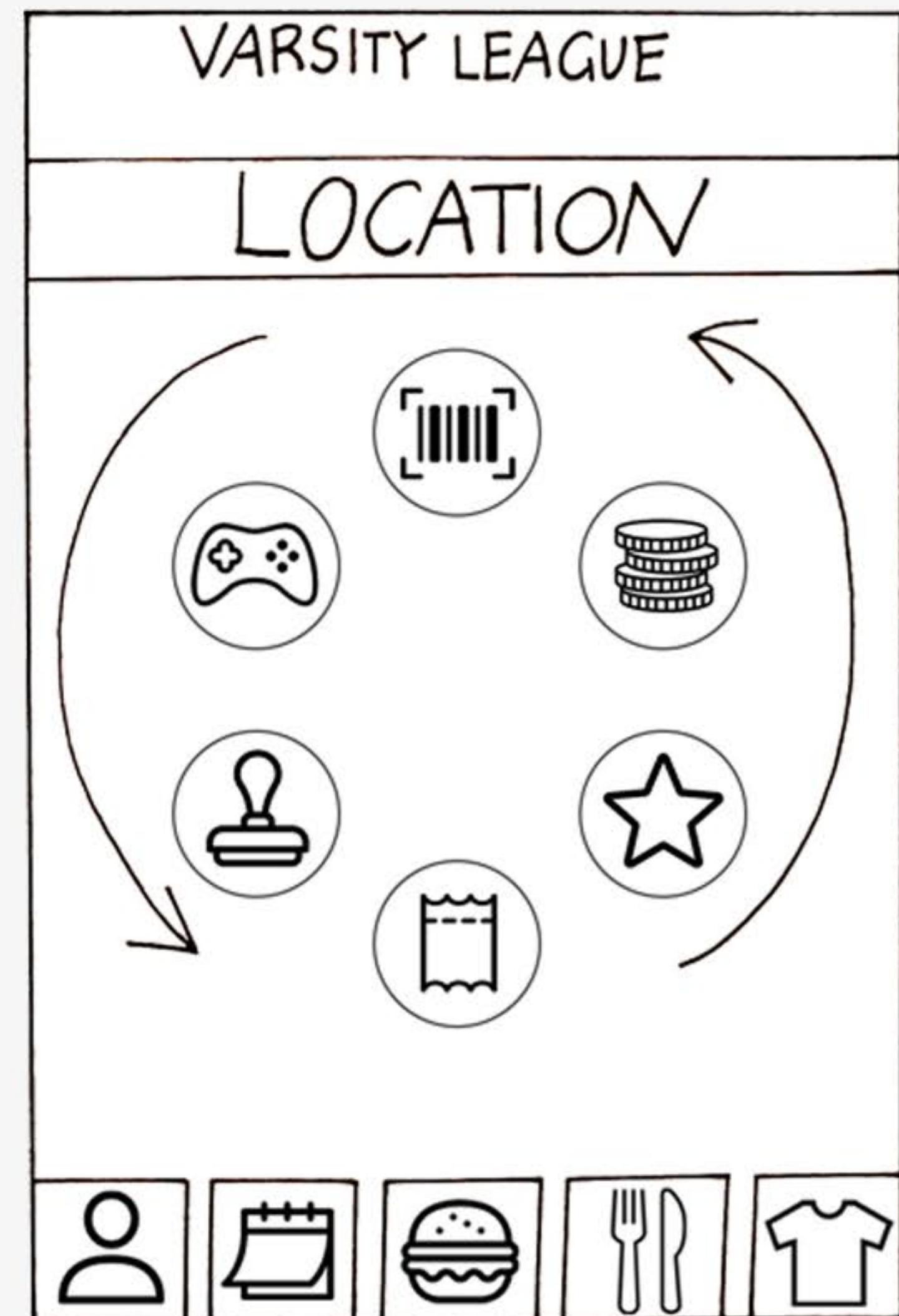
• The most important pieces of information have been placed at the top (location) followed by the logo, account settings, and bar code. Whilst I question if the logo should be the overall dominating feature of the home screen (due to its size), it cannot be down-sized or adjusted as it must follow the original home screen sizing.



• The inclusion of the "game hub" feature leads into my proposed concept design and therefore have been included in the concept sketches.

• Instead of having the bar code/scan, credit, offers, vouchers, stamp card, and game hub as separate buttons. I've turned the separate sections of a typical Varsity burger (pickle, bun, meat patty, cheese, lettuce, and bun) into clickable buttons. As the user hovers over the desired feature the remaining ingredients would physically distance themselves from the focused feature (as represented by the vertical arrow) and close when interaction is not present. Furthermore, when hovering over the selected feature, the ingredient would change colour to represent that interaction.

• This visualised menu comes underneath as a hidden affordance (Borowska, 2015) and may initially be confusing to users. However, as the previously mentioned animation, the usage of emphasis (having the chosen feature isolated and change of colour), this should teach users that this is an interactable feature (alongside the inclusion of text directly telling the user what that feature is).

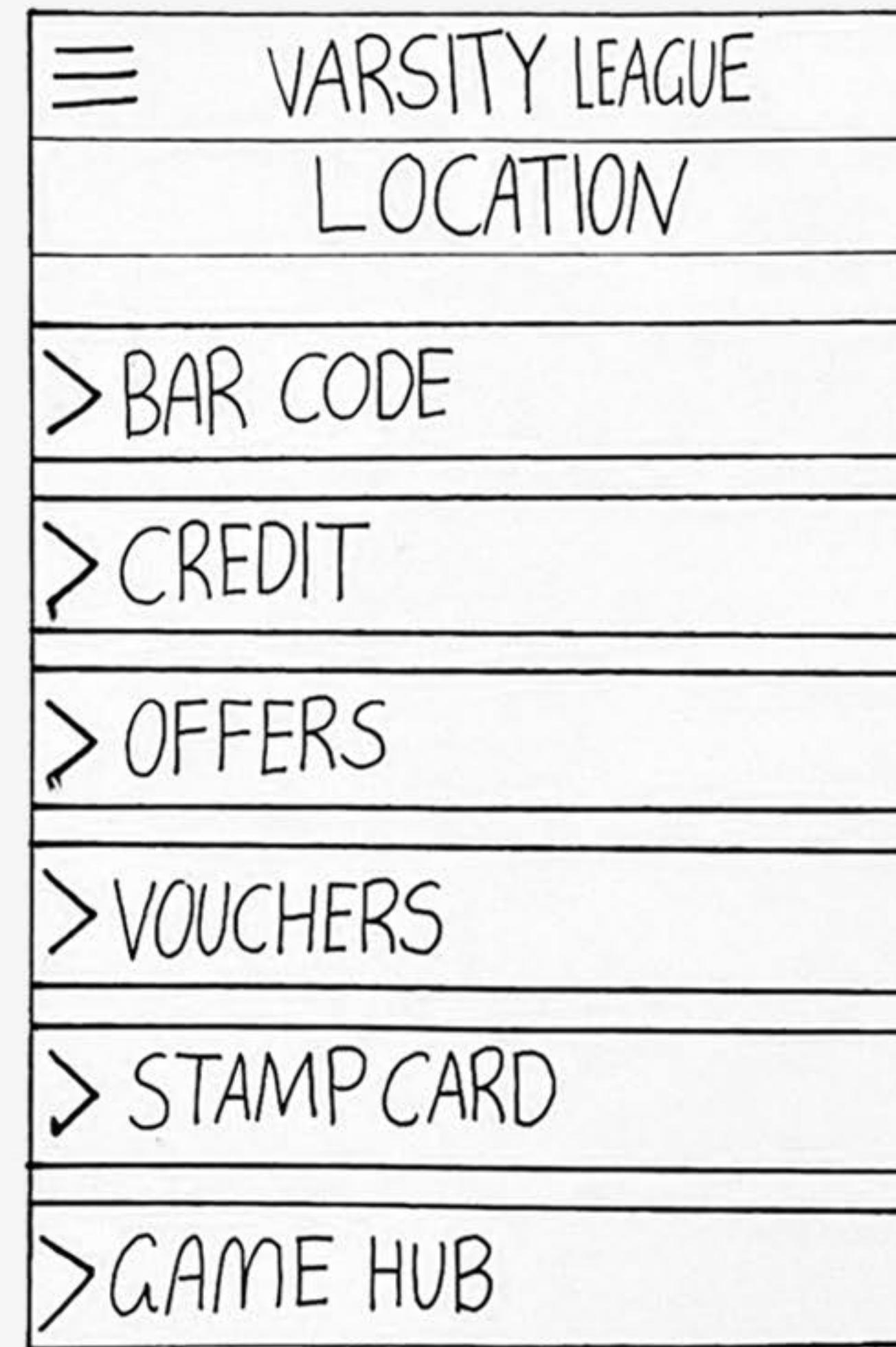
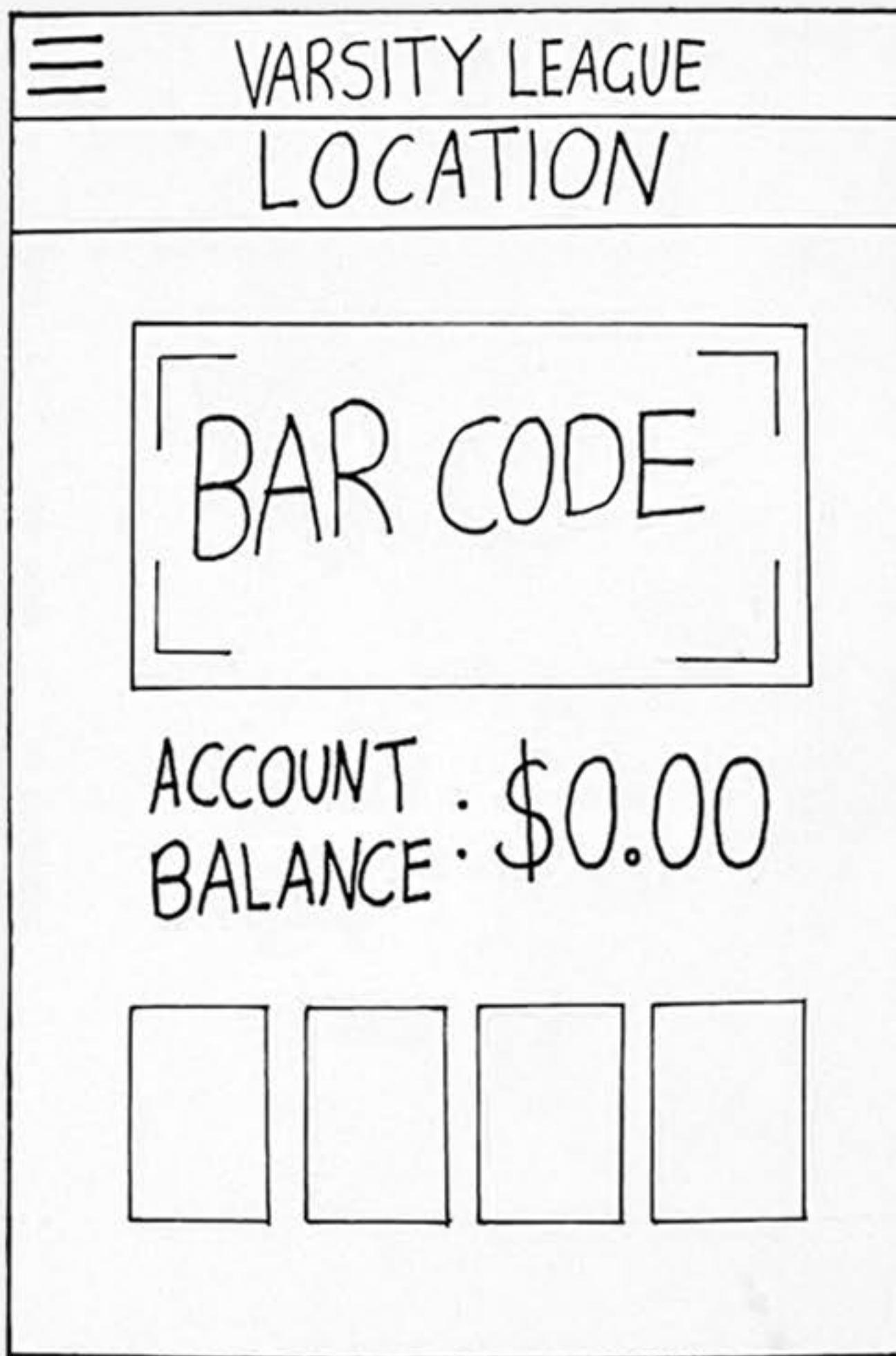


• Removing the need for text, each feature has been replaced with the same icon previously used to represent their function in a round clickable button.

• When quickly spun around (as represented by the arrow) users can unlock an exclusive secret menu.

• Some concerns with this design are the lack of text and reliance of recognition. Users are required to recognise and recall what these icons represent. Whilst some icons are literal depictions of what they represent (scannable bar code, stamp card, and game hub) the vague and more metaphorical (offers and vouchers) would either require a change of logo or reliance on the user's ability to recall what these icons represent. This is unhelpful in users who don't have this previous understanding or struggle with memory.

# INITIAL BRAIN STORM: HOMESCREEN CONCEPT SKETCHES...



- In this example I've purposefully removed the bottom menu icons to increase negative space surrounding the 4 rectangular buttons. This brings emphasis to the buttons as their function/presence isn't in competition with the home screens bottom navigation bar.

- I've also included the account balance so users can immediately know how much they have in their account. This may be considered irrelevant as the app replies on credits rather than the user's account balance.

- Users can swipe left to right to access each feature. This motion would include a change of colour in the text alongside a simple transition animation to symbolise that the feature is interactable and show signs of confirmation.

- By removing the icons, users are unable to incorrectly interpret each icon based on their own personal understanding. However, this may become confusing as users must rely on the basic minimal description given to each feature. This can become a future issue as terms such as "credits" don't have much contextual meaning without some kind of basic understanding of how this word relates to the app as a whole.

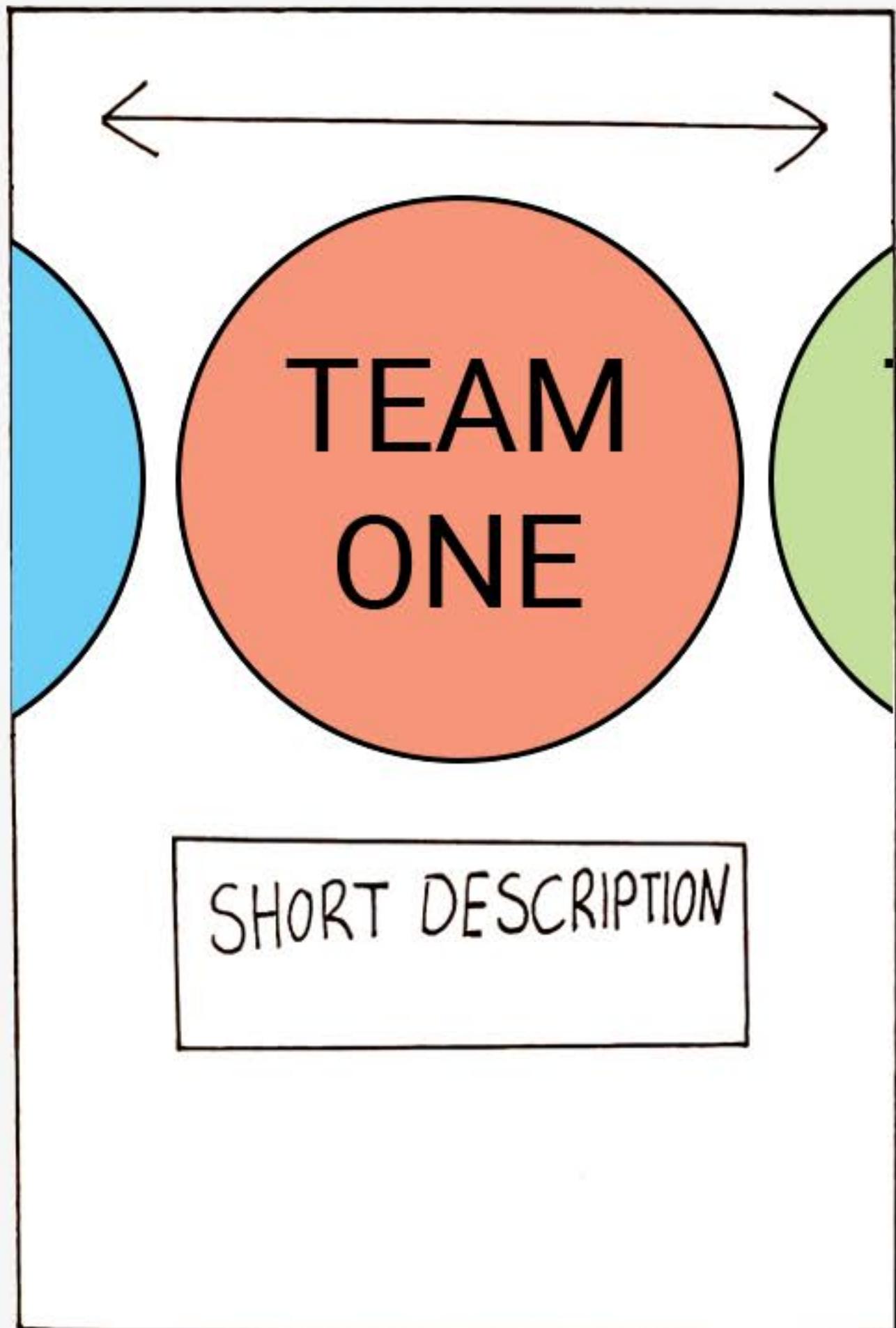
- Removing the logo provides the main screen with additional room to include more features and interactables.

- Features have been grouped into two sections. This is reinforced with the live events/discount bar acting as a physical barrier separating the two sides.

- The attempt at categorising was semi-successful as users (when presented) could determine how the 1st group (top half) was related to immediate POS purchases whilst the 2nd group (bottom) was additional features that wasn't immediately related to the purchases being made, but provided the user with additional information related to their purchases.

# INITIAL BRAIN STORM: GAME HUB CONCEPT SKETCHES...

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- When creating an account, user's will be able to pick one of three teams (as represented by the horizontal arrows).
- The teams will represent by different animals (kangaroo, shark, eagle, etc) or items from Varsity's menu (Burning Burgers, Crazy Chickens, Cracking Chips, etc).
- A short description will give the team a basic characteristic (cool and calm or hot and fiery, etc).
- Users will NOT be able to change teams once a decision has been made.

- Points are rewarded to the user and their chosen team by completing challenges and eating at Varsity. For example, spend \$10 and earn 5 points for your team.
- To reinforce a sense of achievement, confetti can be thrown when receiving the reward notification followed by a stereotypical reward sound cue. These design choices can help encourage users to continue rewarding themselves and their team as bright visuals paired with audio cues have shown to elicit feelings of excitement and pleasure (Livingstones, 2018). This essentially rewards the user for desirable behavior.

- Players can then check their teams' points in comparison to the other teams to see who's currently in the lead.
- This all contributes into introducing gamification, a leaderboard where users can check their teams progress, challenges that contribute towards their team's progress, points rewarded for participating in challenges and purchasing food, and competition in the form of beating the other teams (Kachan, 2021).
- By introducing gamification into the Varsity League app, users are provided with rewards and an active task (beat the other team) to work towards. This encourages the formation of small communities based on their team as well as engagement and interaction with the said app (Fireart, 2021).

# PROPOSED CONCEPT DESIGN: DESIGN CONCEPTS

**CLIENT'S BRIEF:** Varsity Design Brief

## PRIMARY GOAL:

- Encourage repetitive usage and active engagement from the Varsity League app members.
- Increase brand affinity amongst Varsity League app users.
- Reinforce a sense of community and help cultivate an inner community.

## SECONDARY GOAL:

- Increase POS (point of sales).
- Grow Varsity League community and increase downloads.

## PRIMARY TARGET AUDIENCE:

- Members of the Varsity League app

## SECONDARY TARGET AUDIENCE:

- University Students
- Sports Fans
- Families

## CURRENT APP FEATURES:

- **Stay In the Loop:** Keep up to date with upcoming events
- **Offers and Rewards:** Be the first to know about exclusive deals while collecting points with every purchase.
- **Unlock Unique Codes:** Use codes to unlock additional offers.
- **Ordering Made Easy:** Place a delivery or pick up order with Varsity.
- **Exclusive Merch:** Purchase Varsity merch such as T-shirts, hats, etc.
- **Stamp Cards:** Earn free menu items with repetitive purchases.

## PROPOSED CONCEPTS..

### CONCEPT ONE: GAME HUB

- Users will be able to join one of three teams.
- Users can earn points for their team by completing challenges and making regular purchases.
  - Points are tallied per team.
- The team with the highest points will receive a prize at the end of the year.

### CONCEPT TWO: BADGES AND AVATARS

- When creating an account, users will be given an avatar to represent themselves.
- Users can customise their avatar with different clothing items, outfits, etc.
  - Users are able to unlock different specialty outfits when completing challenges.
- Completing challenges also rewards the user with a badge that they can show off on their avatar.

### CONCEPT THREE: COMMUNITY CIRCLE

- Connected to concept one, users earn points by completing weekly votes such as: "Burger vs Burger" and "Vote on this month's burger".
- Users can create their own personalised burger and share it to the community.
  - Users can vote on other user's burgers.
- A leaderboard showcases the best 3 custom burgers made by the community.
- A prize will be given out to the top three custom burgers.

# PROPOSED CONCEPT DESIGN: CONCEPT 1 - GAME HUB

Since this brief is based off on a previous existing company, certain elements such as the typography, colour palette and overall aesthetic have already been established and will be followed as a base guideline.

Furthermore, my designs are intended to fit into the current Varsity League app. I made this design choice based on the fact that in a realistic live brief as a designer hired by the company, I would try to improve on what's already been created rather than attempting to create something completely new. This is in consideration of the company's time and resources as making a new app might be an expense that isn't available.

Therefore, certain screens such as the home screen will remain the same or have minimal changes.

## PURPOSE:

The original idea of introducing a game hub was to implement similar concepts found in sports/online games (points system, challenges, team effort, individual contributions, rewards, etc). This implementation of gamification would help encourage small communities to form (*based around the user's chosen team*). With the additional teams acting as competition, users can feel challenged and motivate to compete against the other team as a final prize/incentive will be gifted to the team with the most points.

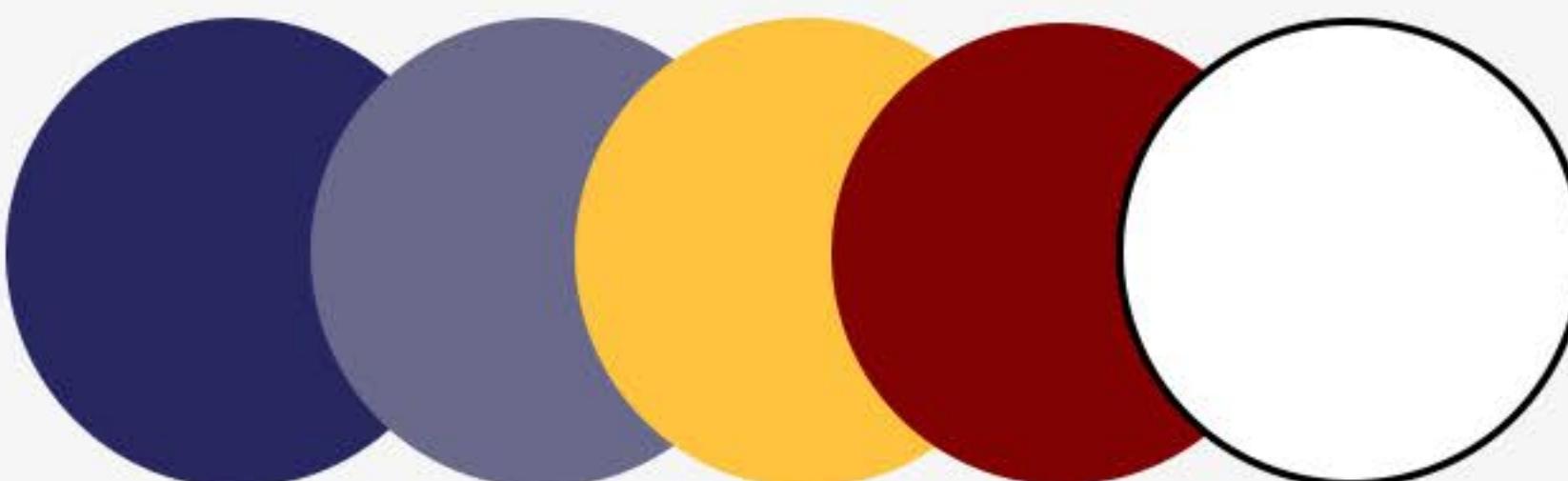
## TYPOGRAPHY:

**IMPACT REGULAR**

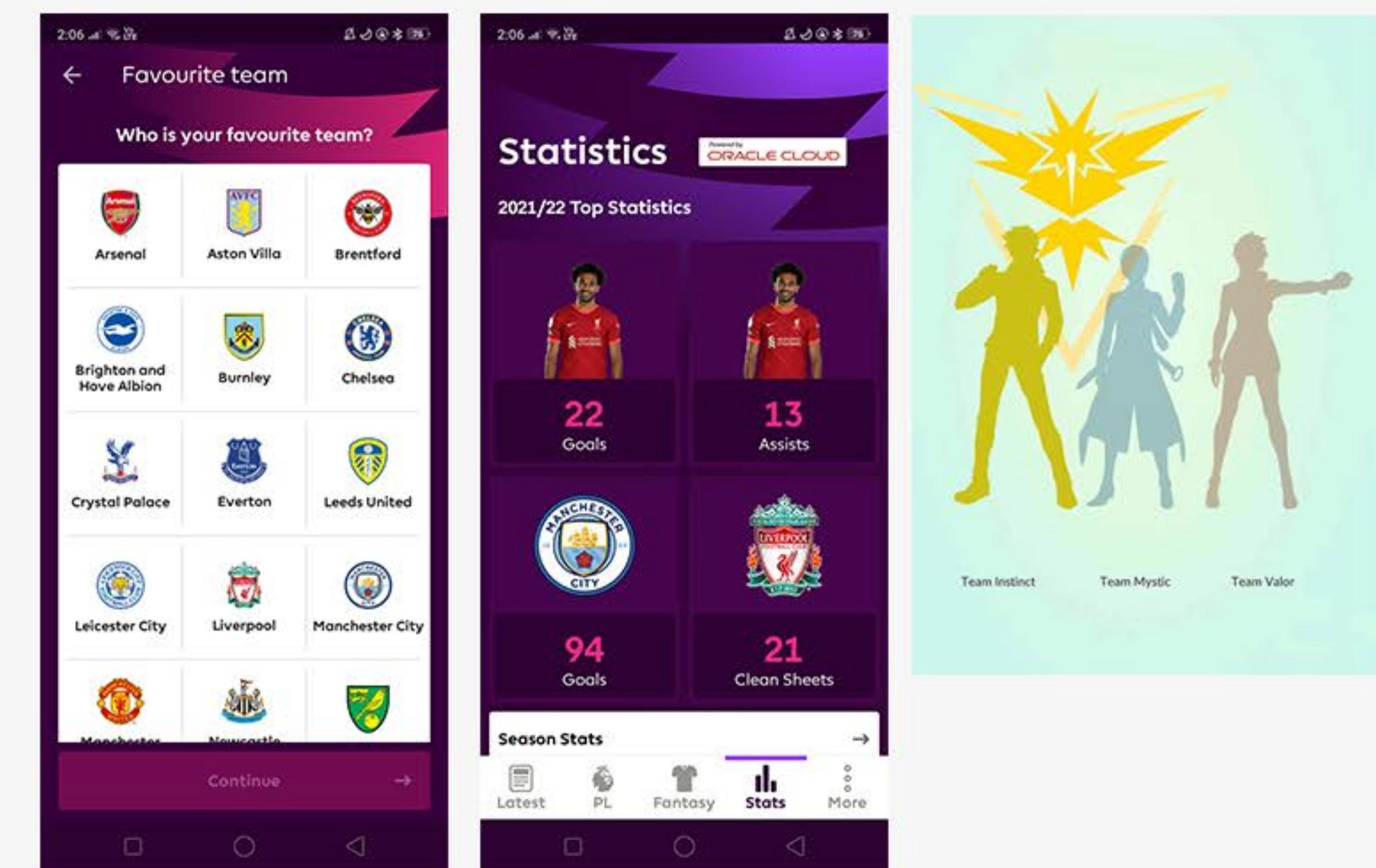
REVOXA REGULAR

Roboto Regular

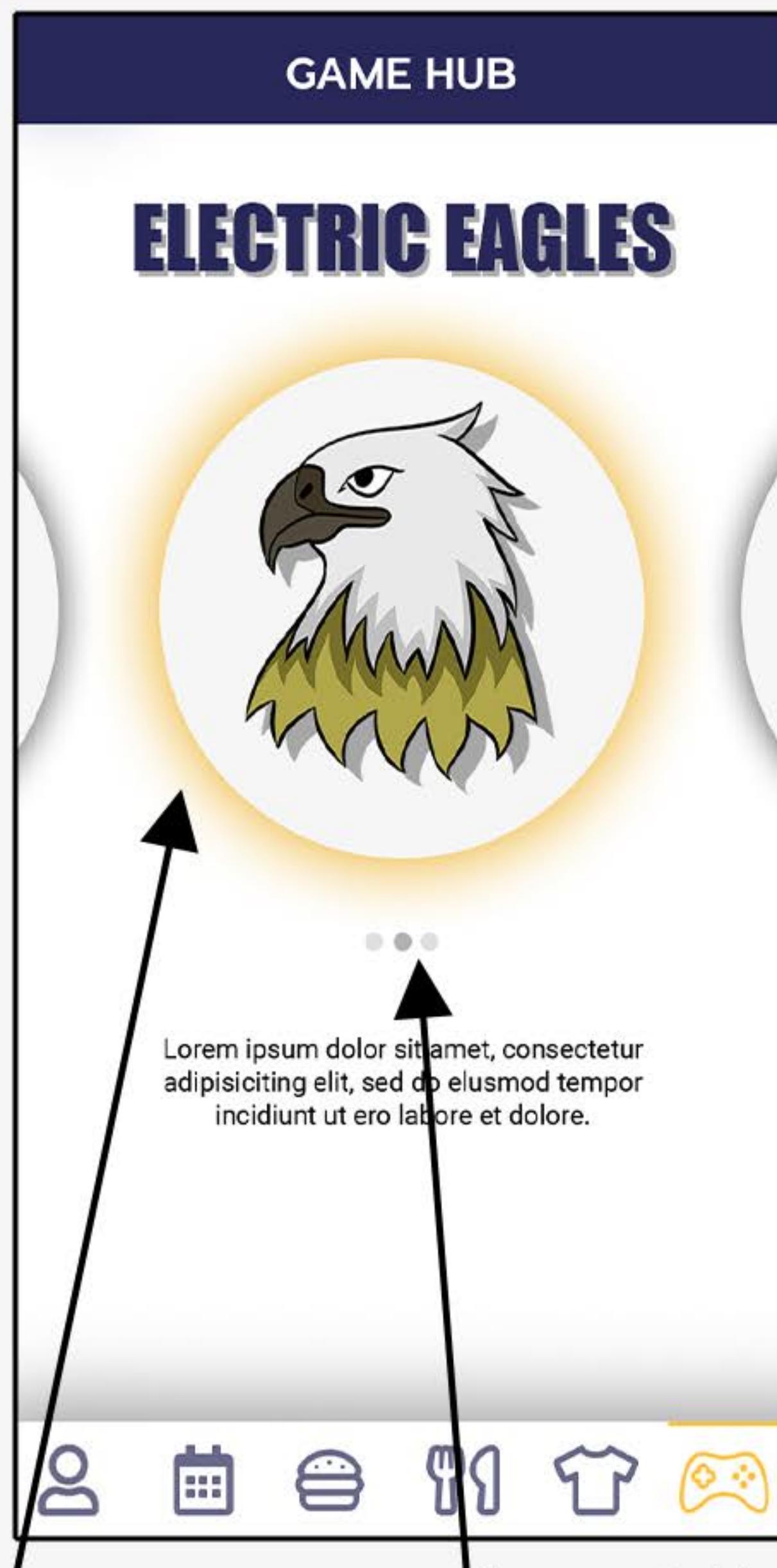
## COLOUR PALETTE:



## INSPIRATION:



Mechanics and features were inspired by apps such as  
 - Pokemon GO  
 - Fantasy League



Users pick their team as soon as they enter the gamehub. Confirmation is shown through the outer-glow highlight.

Users can swipe left and right to navigate between teams.



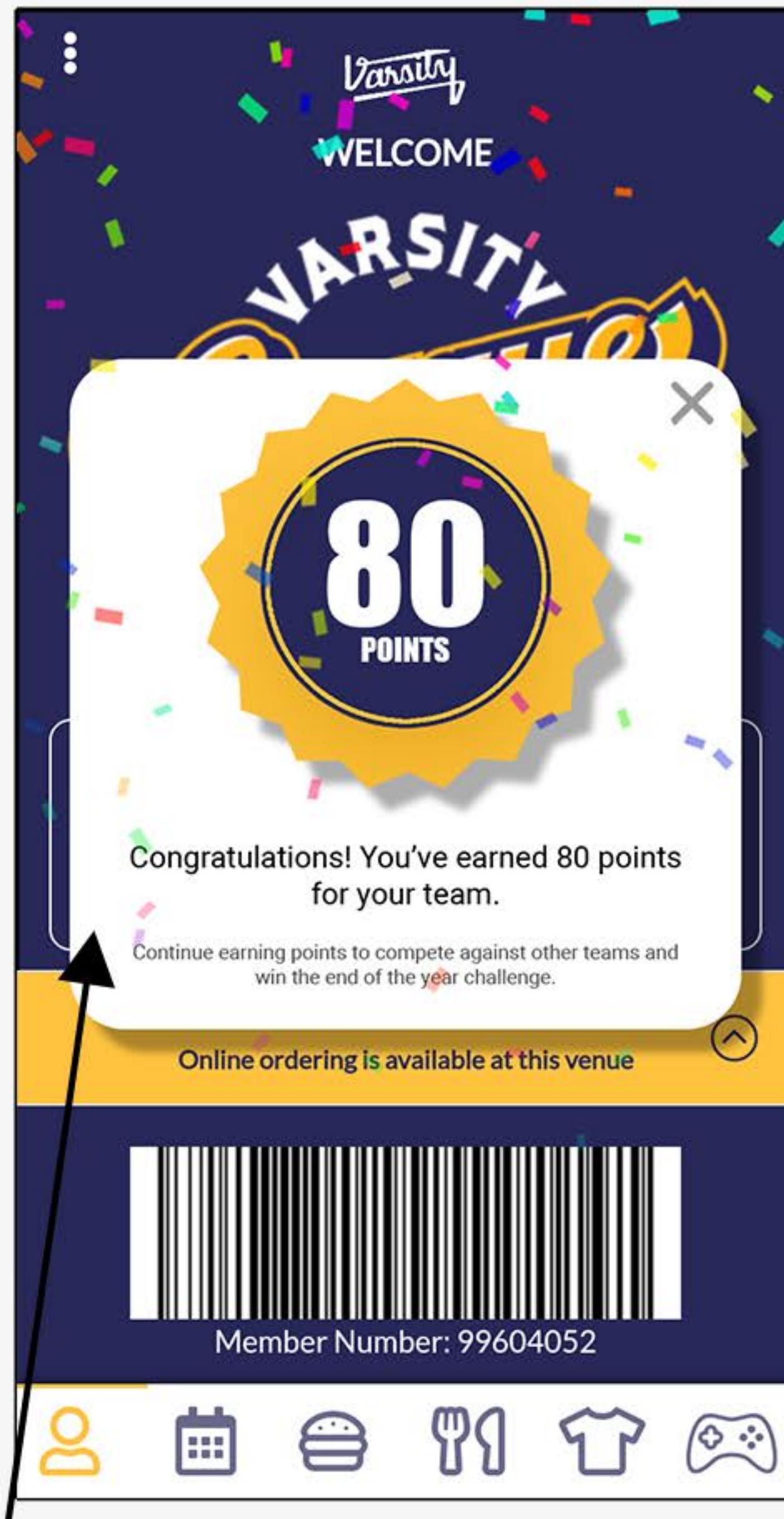
Team ideation and icon designs:  
The themes I chose were Australian animals or menu food items. Names would involve alliteration such as Electric Eagles, Crazy Chips, Busting Burgers, etc.



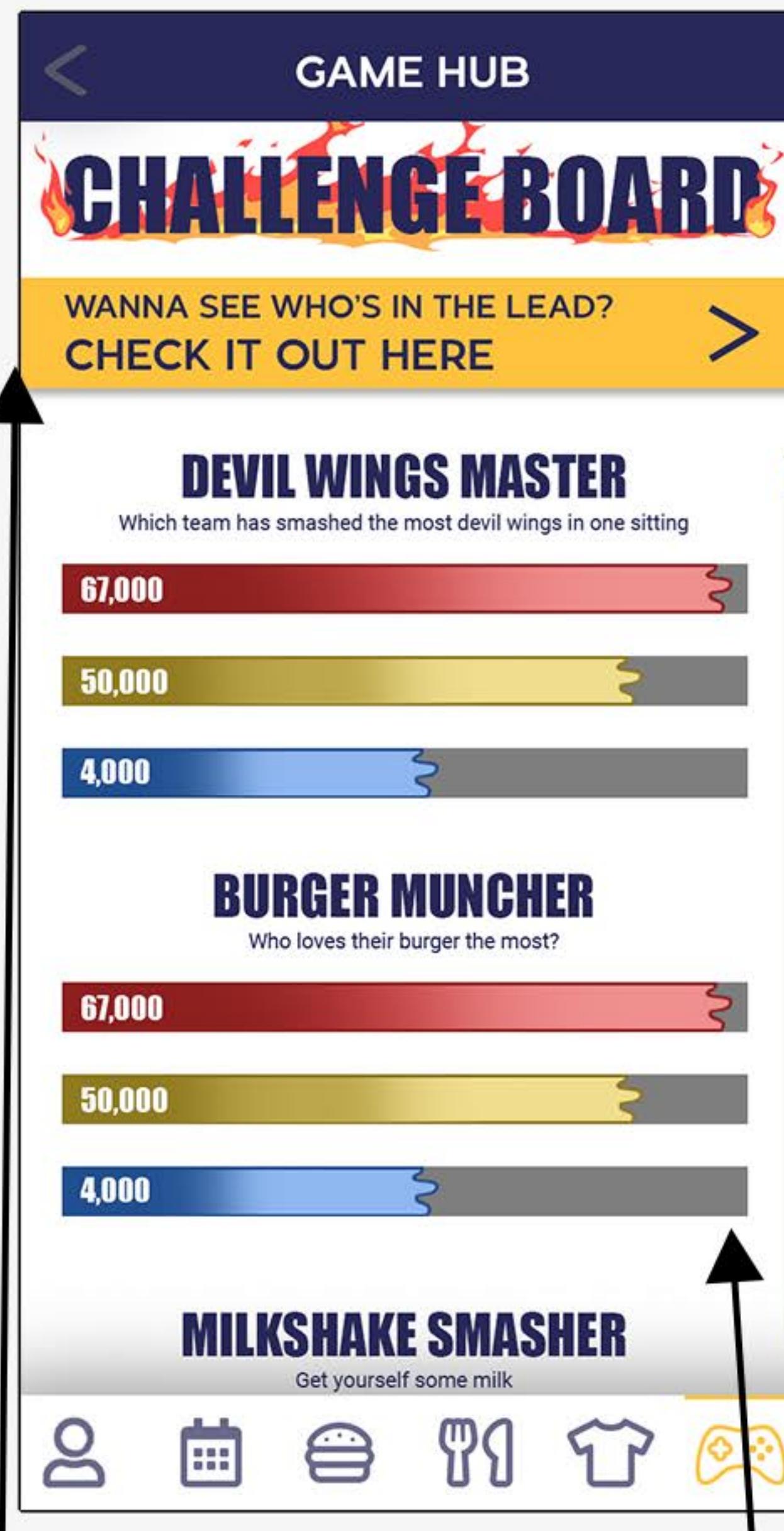
Once users have selected a team, they'll be taken to a basic menu screen where they can access the remaining game hub features.

Upon hover, the title's colour will change to show and imply interactability.

# GAME HUB CONCEPT: WIREFRAMES

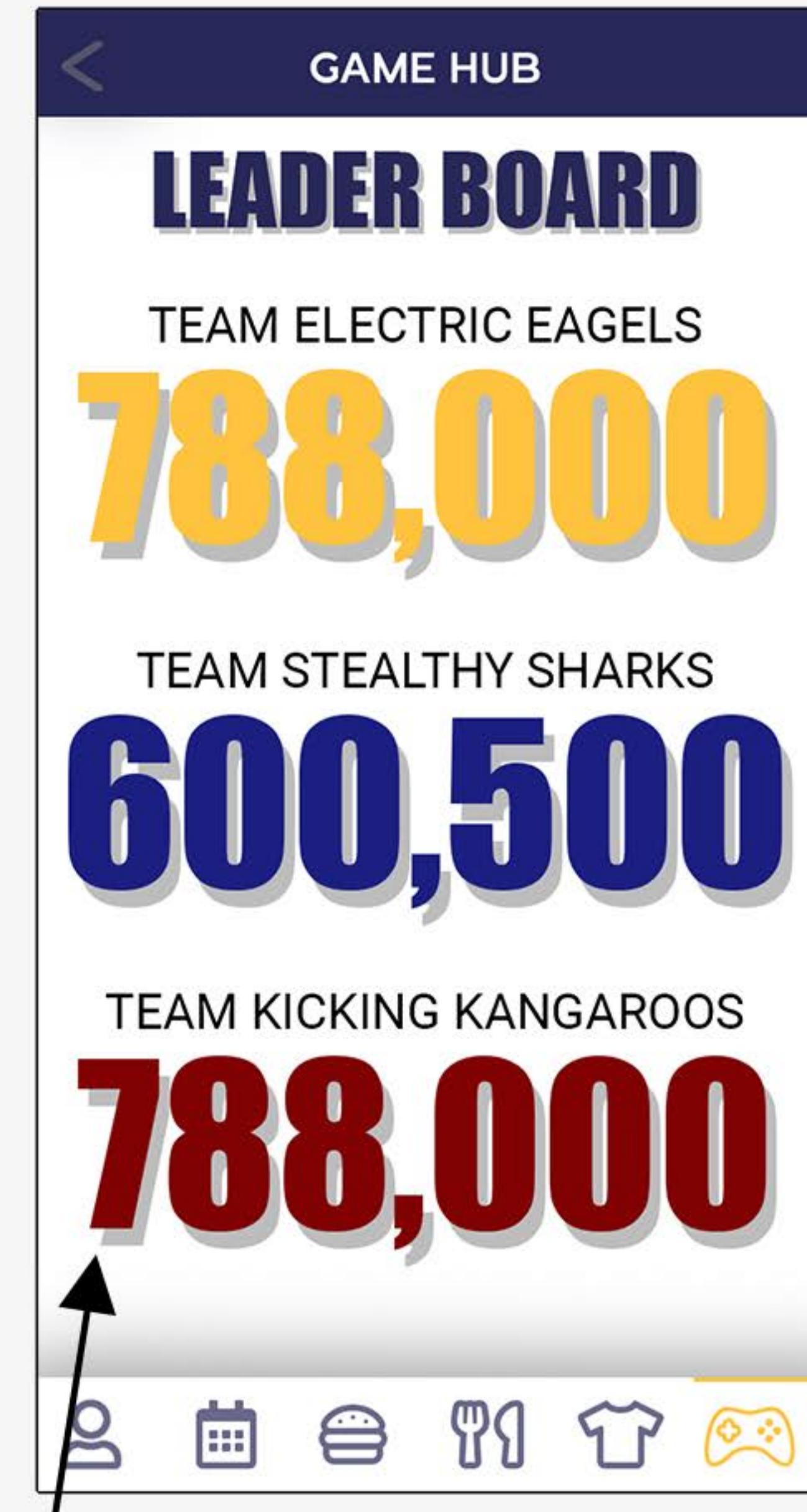


Pop-up notification notifies how many points the user earns per purchase/challenge. Confetti is also thrown to help reinforce the feeling of excitement when receiving points.



Users can check which team has the most points in which challenges.

Users can instantly check the leader board without returning to the secondary menu



The leaderboard will automatically place the team with the highest points at the time at the top to represent that team being in the lead.

# GAME HUB CONCEPT: WIREFRAMES



User can see how many points they've personally earned through their own efforts (*rather than the teams collective*). This provides the user with some independence from the team whilst still feeling like they're actively contributing.

## Design Rationale

**Constraint** is shown through the team picking process. Once a user picks a team, users will be unable to switch teams without creating a new account (which acts as a *deterrent*). This constraint is placed so that users cannot switch teams encase one team is doing particularly well in a certain challenge.

Each team is represented by a chosen colour (red, blue, yellow). This team will be consistently represented by that colour throughout the different menus relating to that team. This visual property reinforced **uniformed connectedness** as these colours help reinforce and relate their presence to the specific team.

**Highlights** are used throughout the wireframes to symbolise interaction and engagement. Titles will change colour to show that they've been interacted with, icons will be highlighted to show the user where on the navigation bar they're located at.

Users are provided with **in-depth information** in regards to the leaderboard and which team is in the lead. User can check what specific challenges their team is leading in as well as the general score board and their own personal score. Users can also compare scores visually and with numerics to gauge how many more points they may or may not need.

# PROPOSED CONCEPT DESIGN: CONCEPT 2 - BADGES AND AVATARS

Since this brief is based off on a previous existing company, certain elements such as the typography, colour palette and overall aesthetic have already been established and will be followed as a base guideline.

Furthermore, my designs are intended to fit into the current Varsity League app. I made this design choice based on the fact that in a realistic live brief as a designer hired by the company, I would try to improve on what's already been created rather than attempting to create something completely new. This is in consideration of the company's time and resources as making a new app might be an expense that isn't available.

Therefore, certain screens such as the home screen will remain the same or have minimal changes.

## PURPOSE:

Continuing with the theme of gamification, users are rewarded with badges when completing challenges. These badges then coincide with different clothing items (*hats, shirts, bottoms, etc*) that the user can then put on their avatar. This creates customisability for the user as they can develop their own identity by representing themselves through an avatar shown on the app. Furthermore, by having the majority of items locked at the beginning, users are given an incentive to unlock all potential items with Zeigarnik's effect in mind (Vinney, 2019).

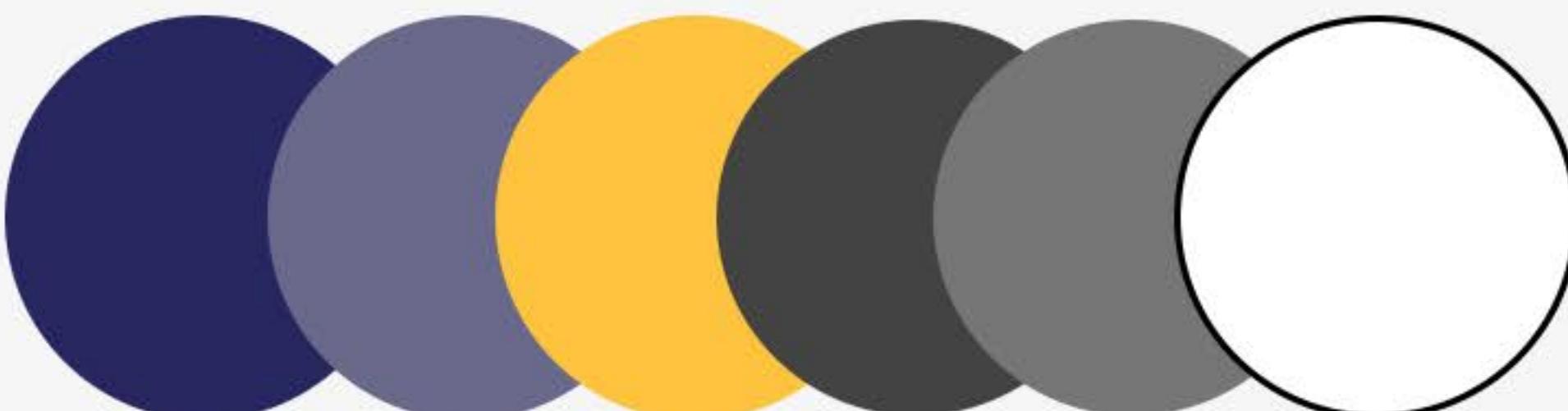
## TYPOGRAPHY:

**IMPACT REGULAR**

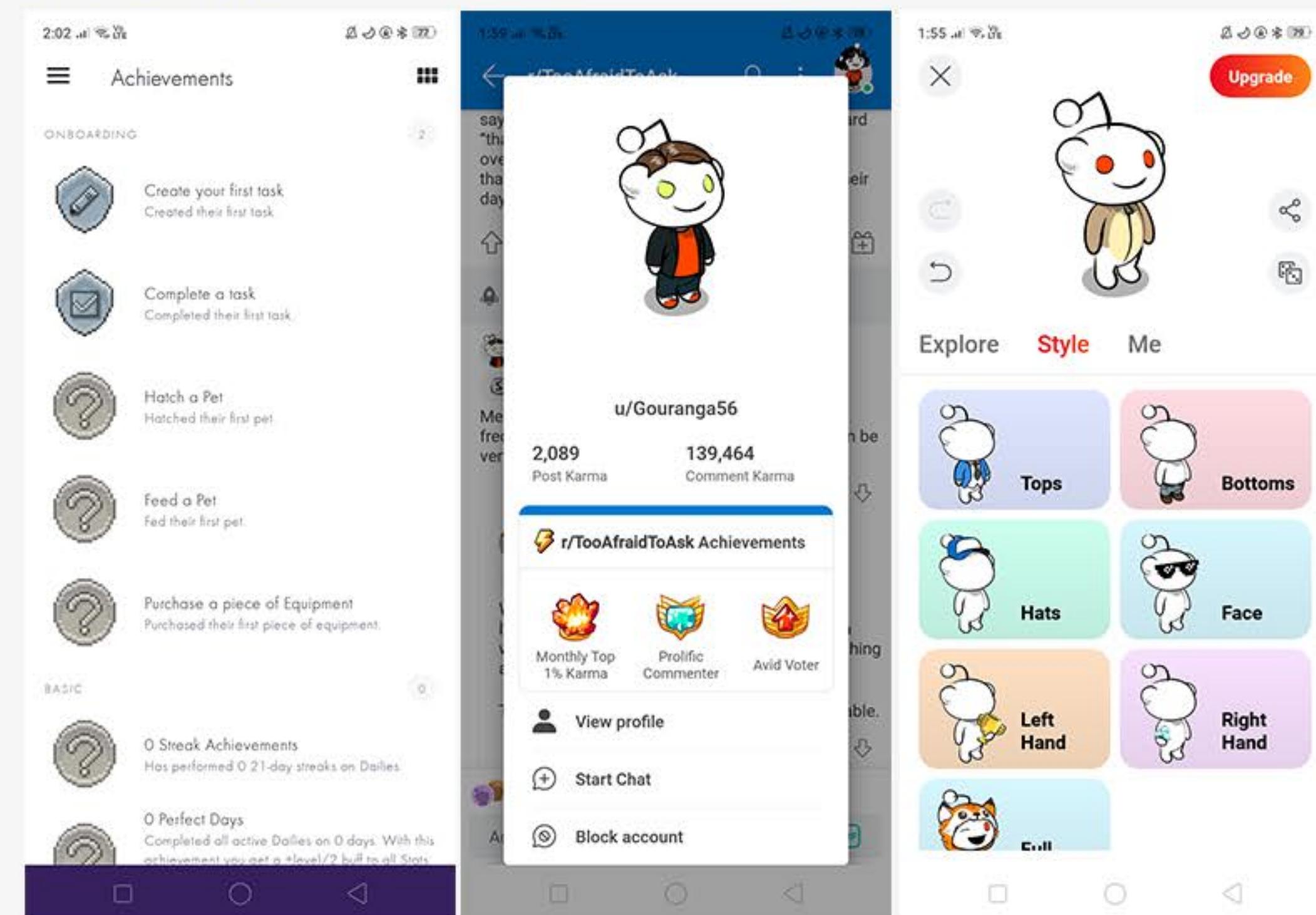
**REVOXA REGULAR**

Roboto Regular

## COLOUR PALETTE:



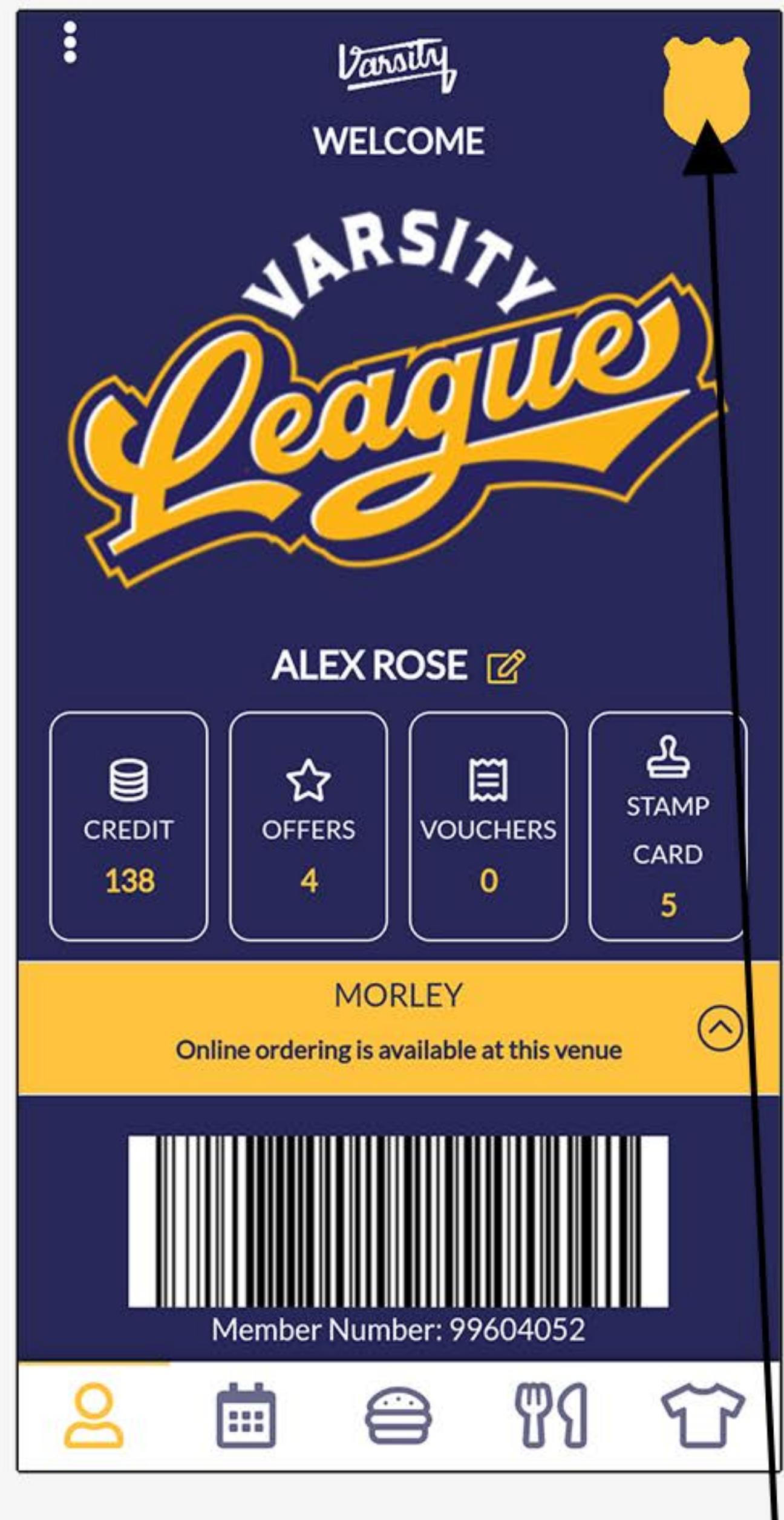
## INSPIRATION:



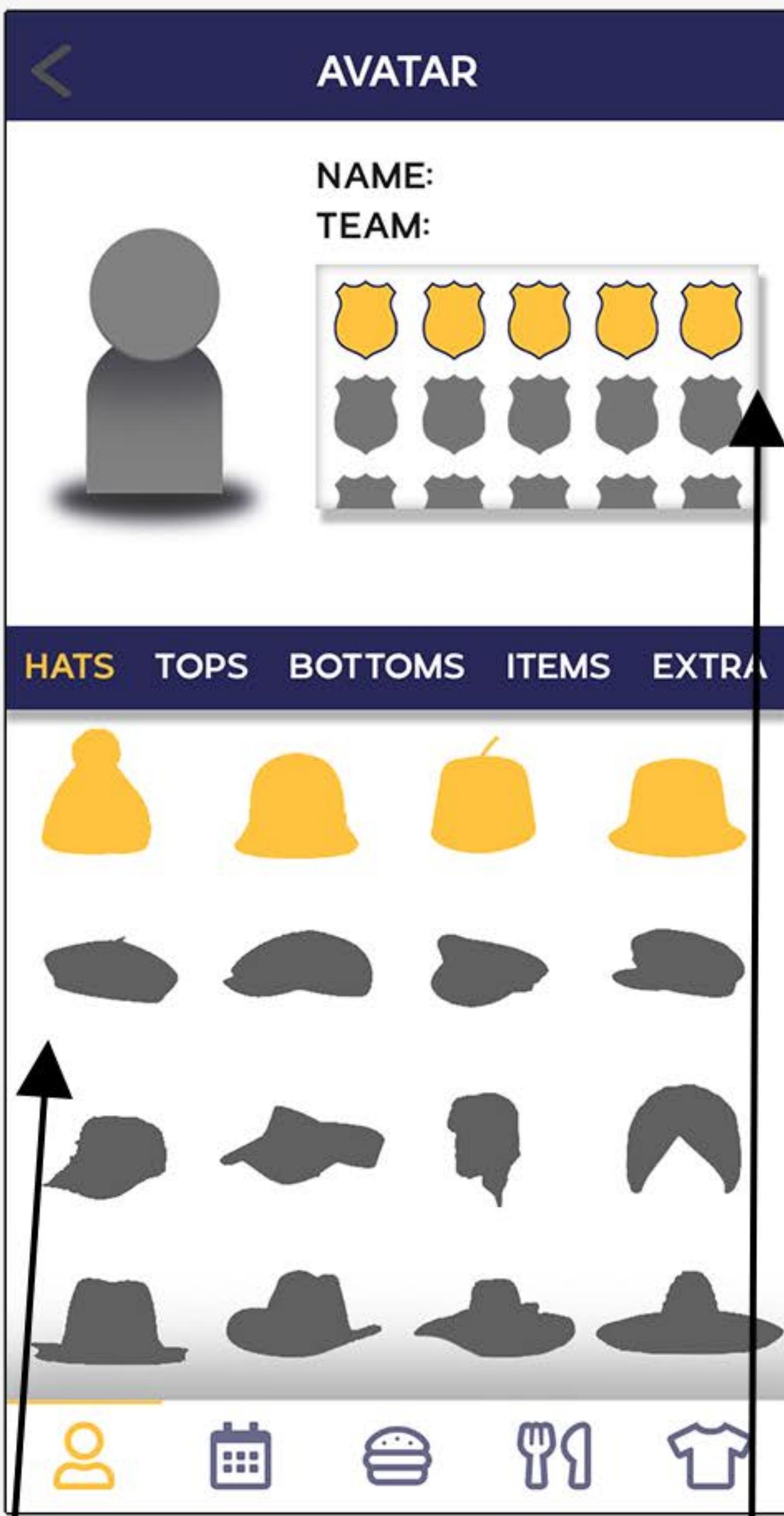
Mechanics and features were inspired by apps such as:

- Reddit
- Habitica

# BADGES AND AVATARS CONCEPT: WIREFRAMES

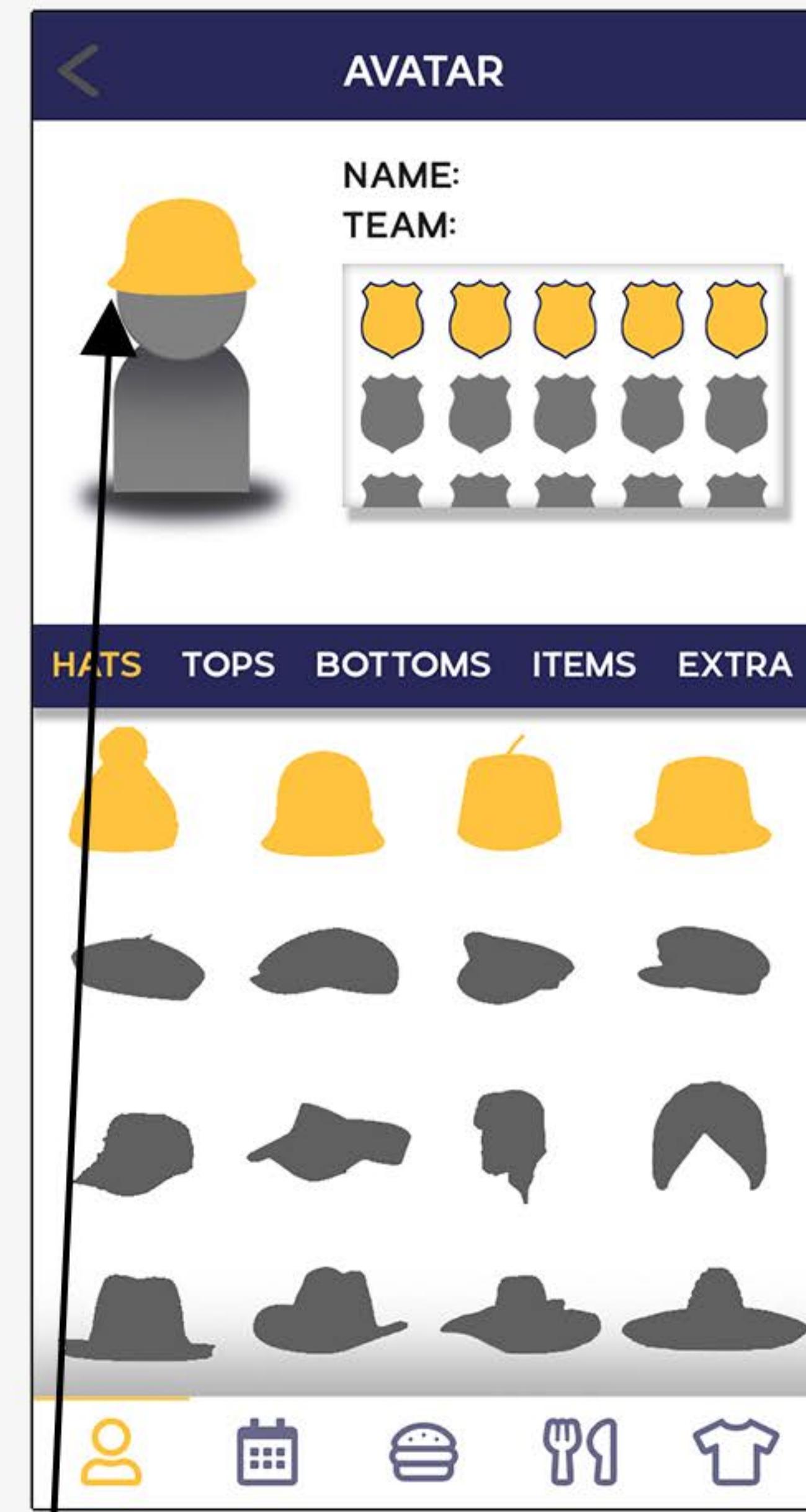


Users can view and swipe through their badges on the home screen. This serves as a quick preview and not the whole feature.



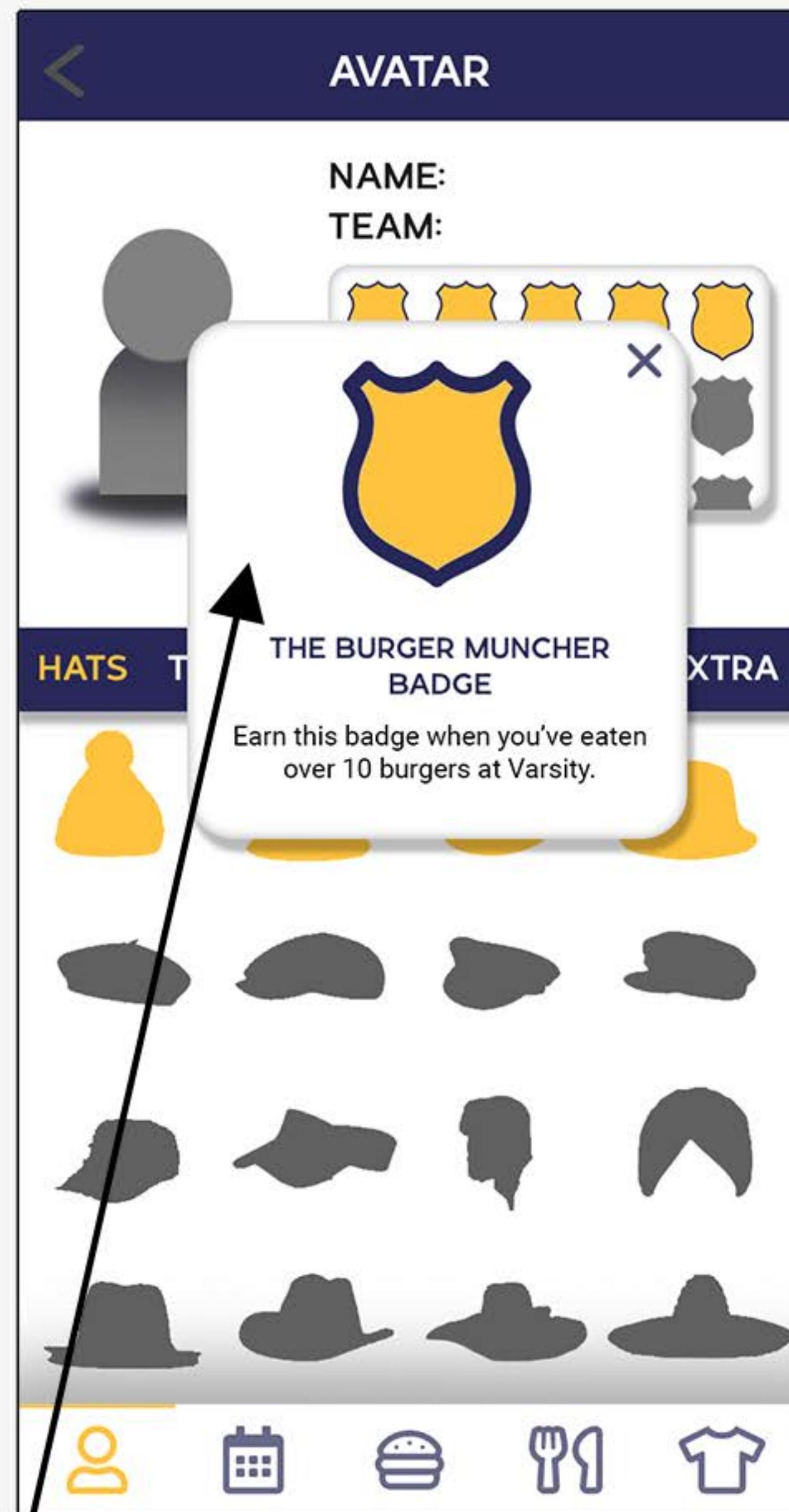
This screen acts as the general hub where the user can customise their avatar with clothing items.

Users can also see what they have/haven't unlocked in terms of clothing and badges.

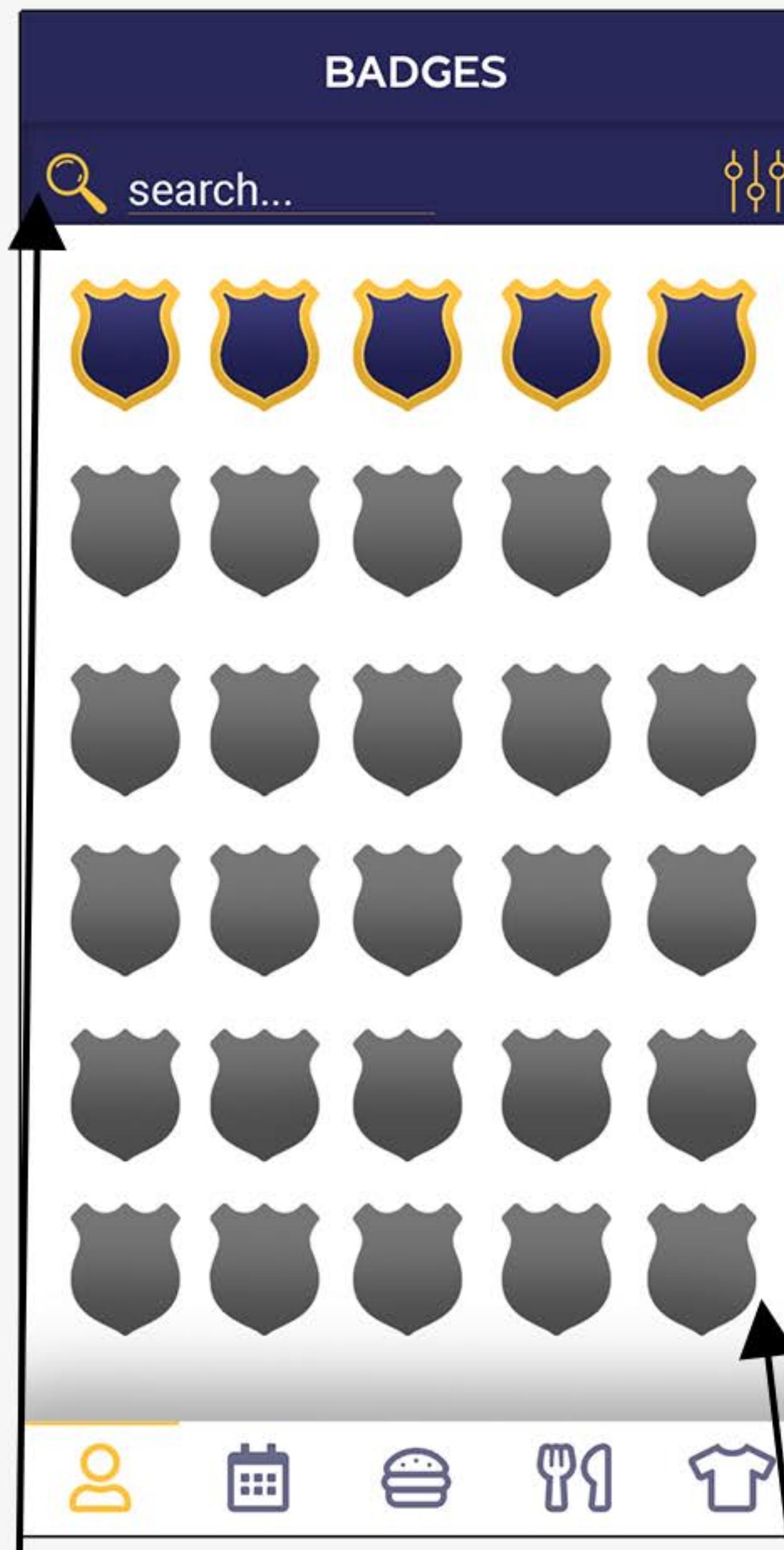


Items are instantly put onto the avatar when clicked on.

# BADGES AND AVATARS CONCEPT: WIREFRAMES

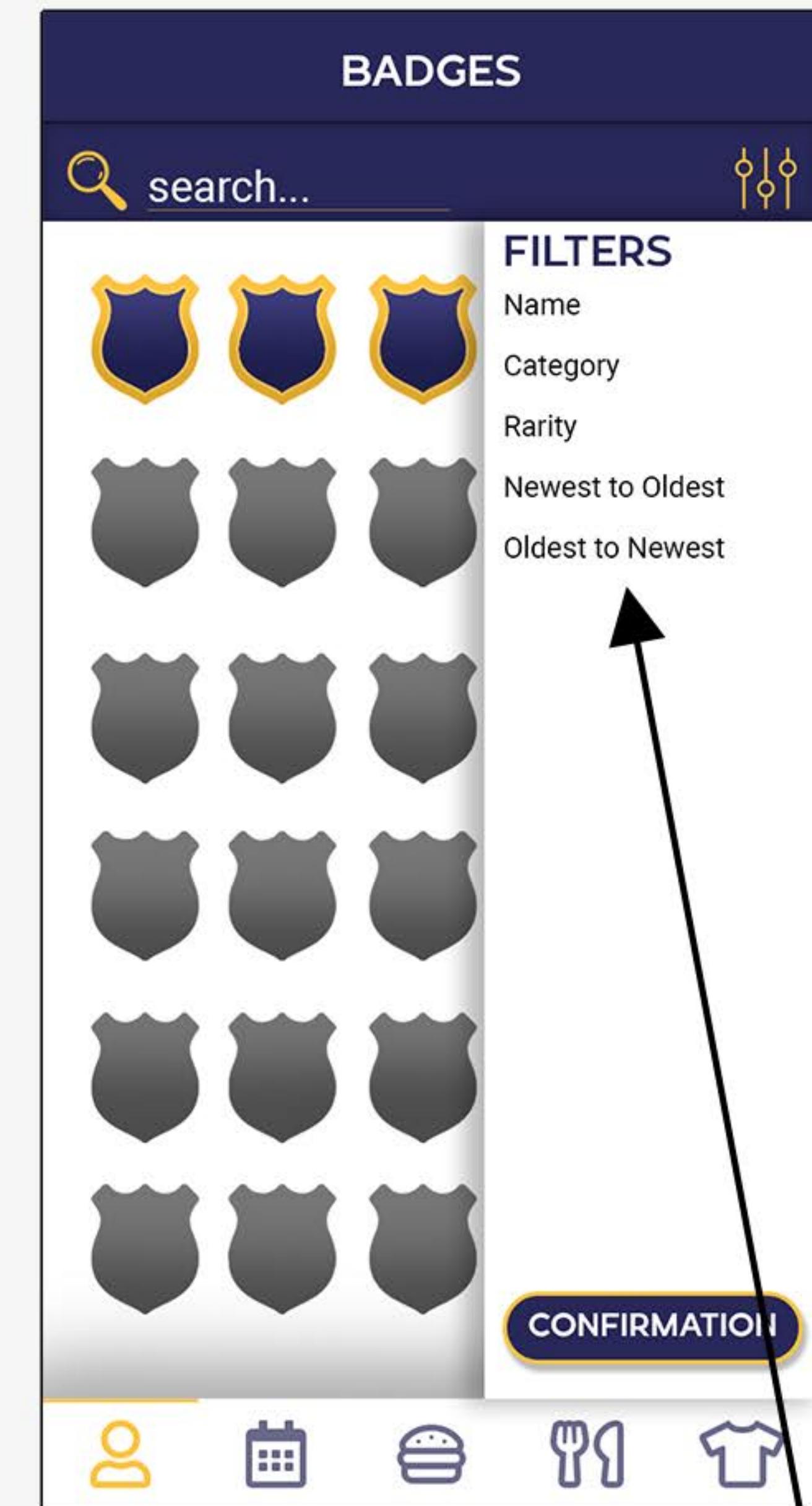


Pop-up box tells user what type of badge they've earned and the conditions they've met to earn said badge.



Users can search for badges by their name or filter.

Users will always be able to see what badges they currently own at the top of the page.



Filter provides user with different options to arrange their badge collection.

# BADGES AND AVATARS CONCEPT: WIREFRAMES



Pop-up box tells user what type of badge they've earned and the conditions they've met to earn said badge.



Users are informed on what the conditions are encase the badge hasn't been unlocked.

## Design Rationale

By having the unlocked badges shown to the user, this relies on the **Zeigarnik Effect** as users can actively see what challenges they haven't completed and what challenges they must complete to earn said badge.

The badges can also be organised based on their name, category, rarity, newest to oldest, and oldest to newest. This takes the properties of the **Five Hat Racks** system but instead replaces the original category, time, location, alphabet, and continuum with filters that are relevant to this application.

The **affordance** of the badges could have been improved on. As of currently, the users are expected to click on the badges in order to learn more about them. This comes underneath as an implicit affordance as nothing is directly telling the user that this feature is interactive. As a designer, I am relying on my users willingness to explore in order to discover the additional content created to help expand on the information already presented.

**Recognition over recall** alongside universal icons were heavily considered when attempting to label functions. The magnify glass is typically associated with the search bar, and thus has been used alongside text to represent where the search bar option is available. However, with the "filter" function I was initially unsure what to put to represent the function. After looking through the apps I have downloaded on my phone the used icon was the most modern commonly used icon across apps.

# PROPOSED CONCEPT DESIGN: CONCEPT 3 - COMMUNITY CIRCLE

Since this brief is based off on a previous existing company, certain elements such as the typography, colour palette and overall aesthetic have already been established and will be followed as a base guideline.

Furthermore, my designs are intended to fit into the current Varsity League app. I made this design choice based on the fact that in a realistic live brief as a designer hired by the company, I would try to improve on what's already been created rather than attempting to create something completely new. This is in consideration of the company's time and resources as making a new app might be an expense that isn't available.

Therefore, certain screens such as the home screen will remain the same or have minimal changes.

## PURPOSE:

To encourage communities to grow and interact with each other, this concept allows users to vote and actively communicate with the Varsity crew by letting them know their favourite burgers and their opinions on the burger of the month. Additionally, users can upload their own personal creations and share it amongst other burger loving Varsity users. Users then can try out other users' creations and vote on who has the best custom burger creation.

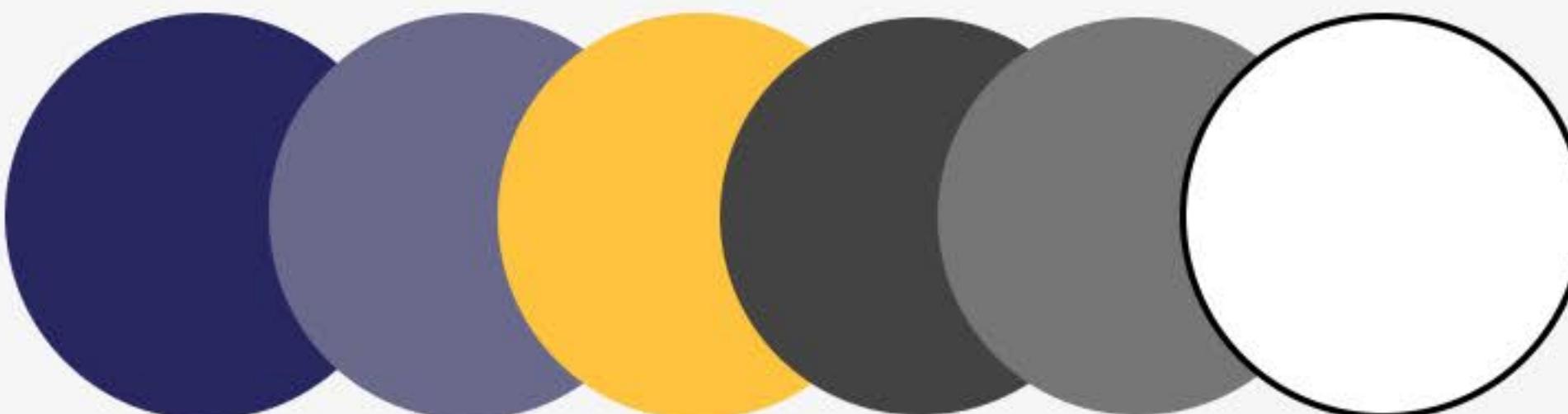
## TYPOGRAPHY:

**IMPACT REGULAR**

REVOXA REGULAR

Roboto Regular

## COLOUR PALETTE:



## INSPIRATION:

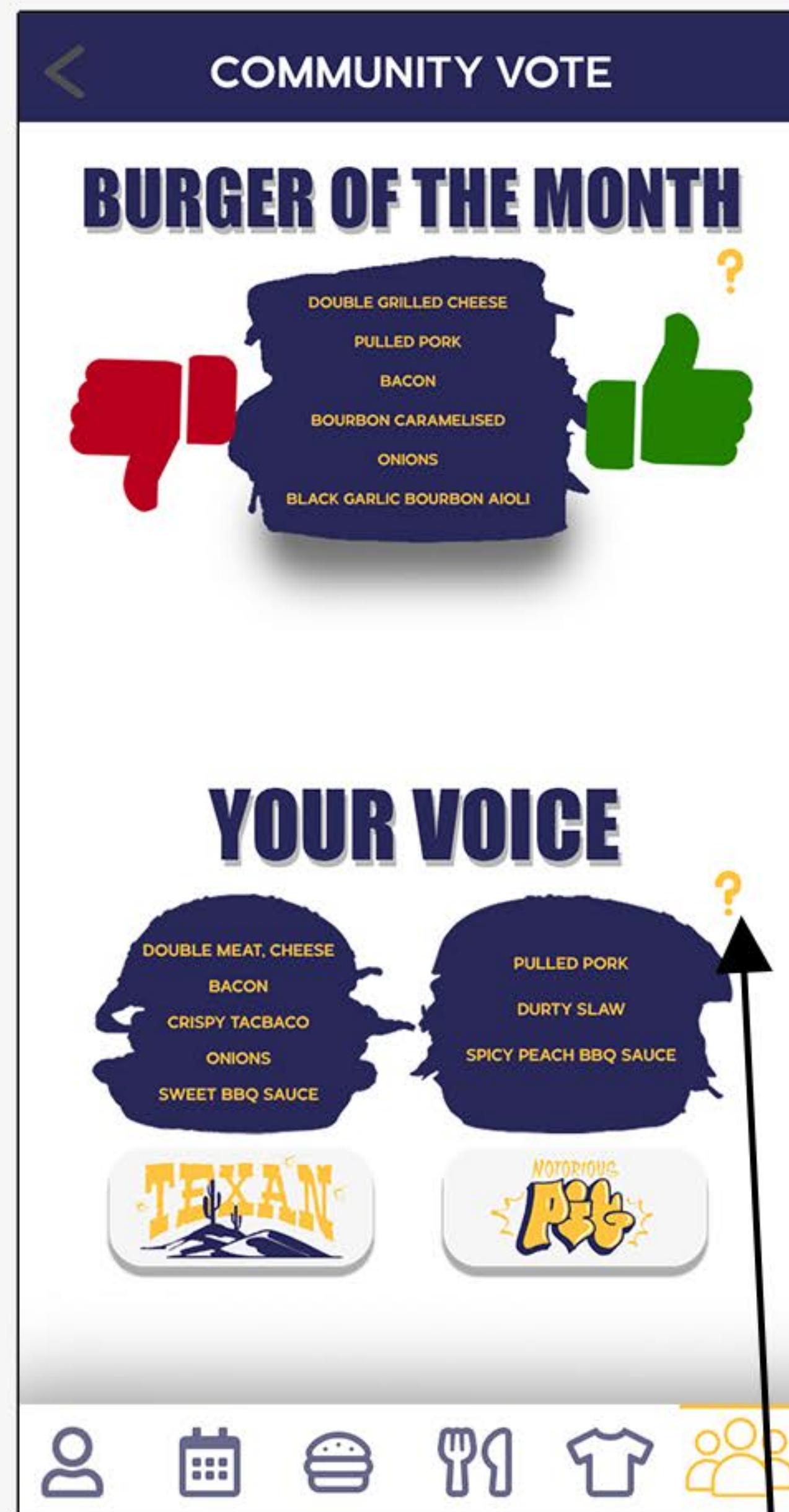
Social Network	Percentage
Twitter	63%
Facebook	25%
Instagram	4%
YouTube	8%

Mechanics and features were inspired by apps such as:  
 - Reddit  
 - Twitter

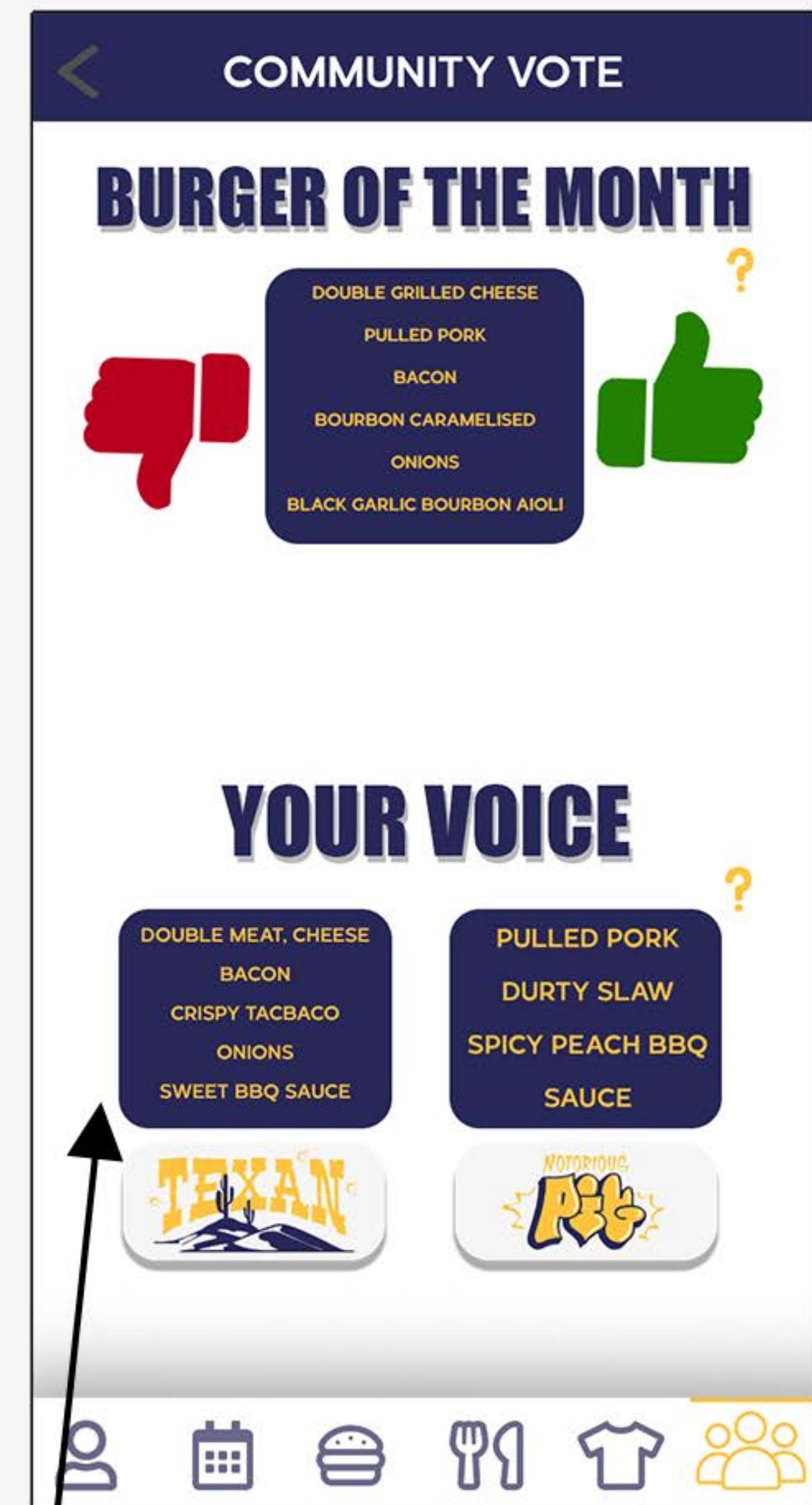
# BADGES AND AVATARS CONCEPT: WIREFRAMES



Users are given different weekly options for the “burger vs burger” vote. Alongside the monthly burger.



The question mark allows users to read the ingredients of each burger so that they don't require a menu to double check what it contains as it's all done on the same page.



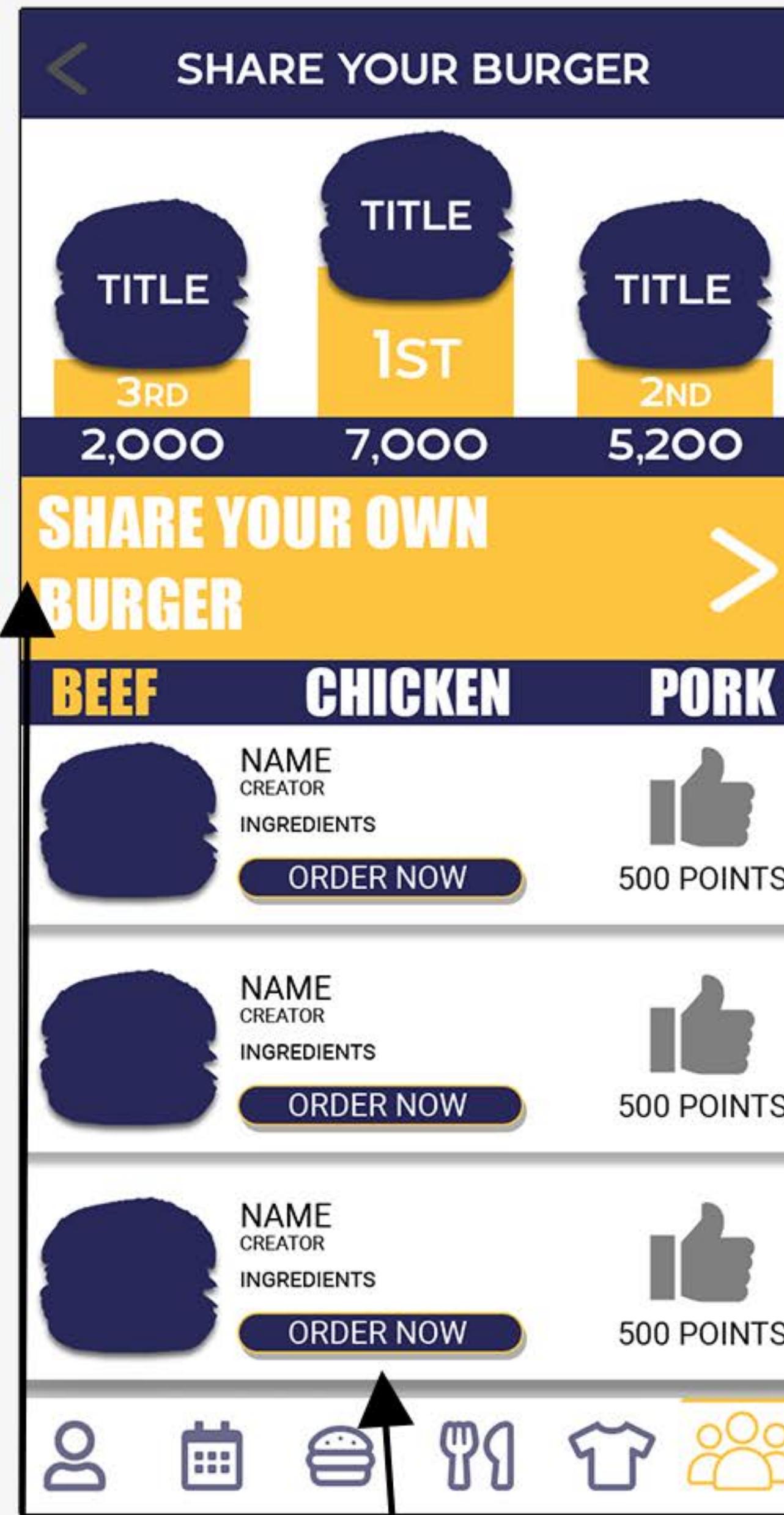
Alternative layout option as the text would be easier to read in this format, but lacks the Varsity branding feel.

# BADGES AND AVATARS CONCEPT: WIREFRAMES

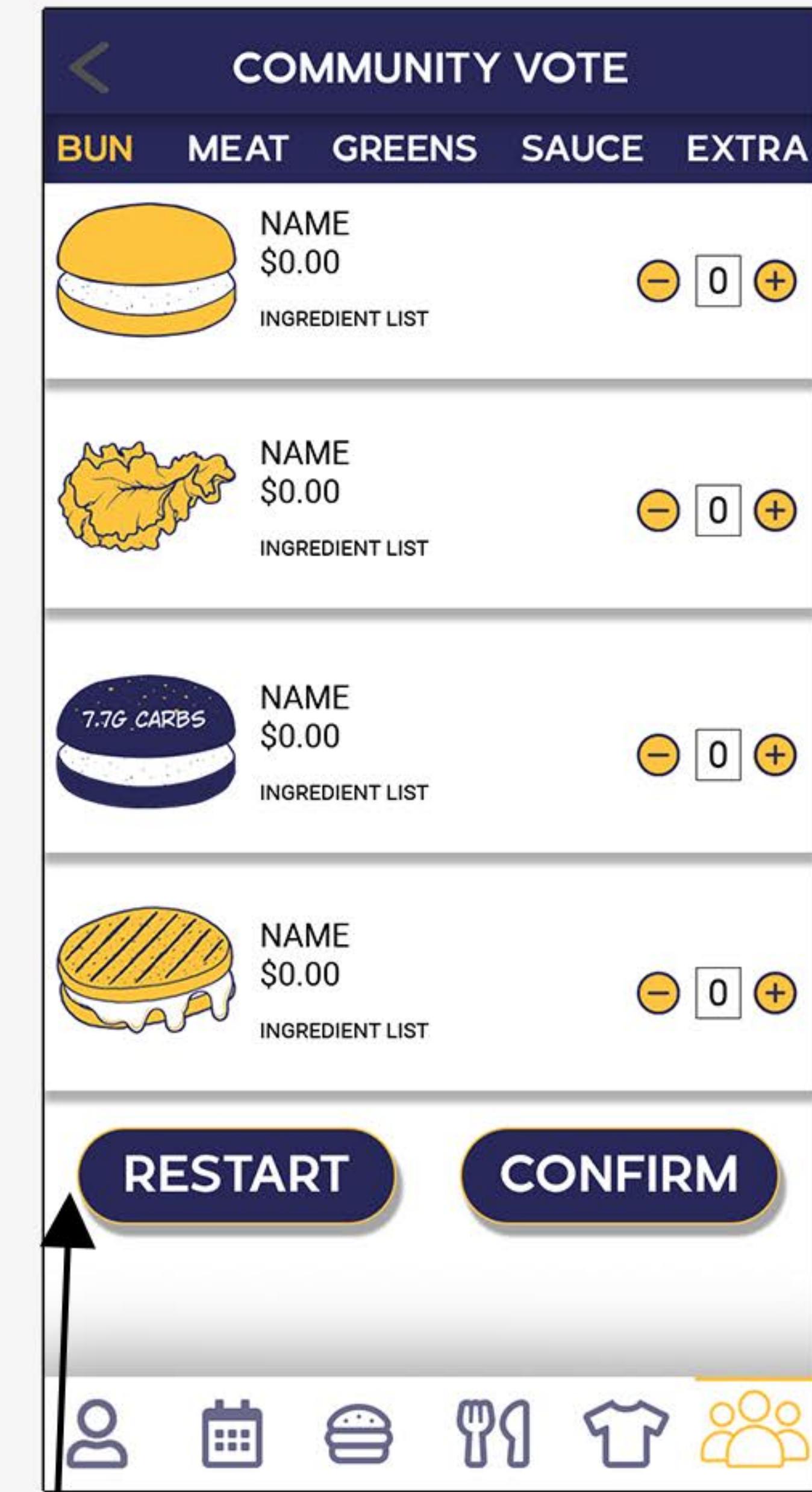


Users are allowed to revote encase they made a mistake.

Visual and numerical bar helps visualise the final outcome.

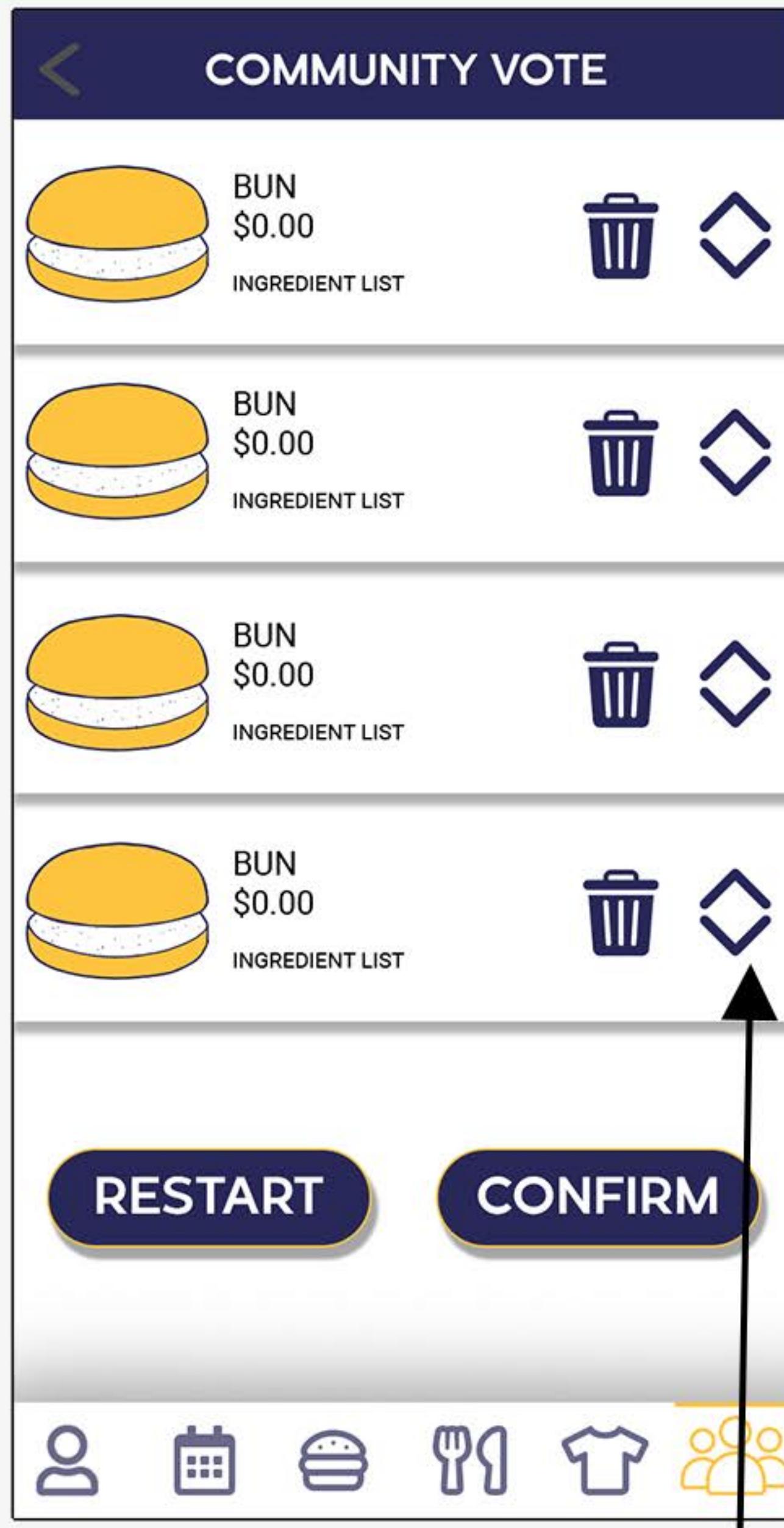


The "share your burger" menu provides user with everything they need to create and check their community.



Basic build a burger layout. User can swipe through the different categories, apply the quantity of each ingredient, and restart if desired.

# BADGES AND AVATARS CONCEPT: WIREFRAMES



Users can change the layout of their burger by deleting ingredients and changing each individual ingredients position.



The final burger creation is presented, users can decide if they want to share or delete their creation.

Giving users the ability to name their creation helps reinforce personalisation and customisability.

## DESIGN RATIONALE

When deciding on what burger the user plans to vote for, by clicking the implicit question mark button users will be given a list of ingredients that the burger contains. This basic form of **depth of process** provides the user with an elaboration of each burger, this prevents them from having to change screens in order to search for the burger's ingredients.

This leads into **forgiveness** as user's are able to revoke in the case scenario where they voted for the wrong burger. This takes into consideration human slips as a second opportunity is presented to present said slip. This also leads into the user's ability to share or delete their burger in the burger creation menu. This level of **control** means that the user can determine if the burger they have created is something they'd like to share or not.

Lastly, whilst the **signal to noise ratio** isn't displayed in the wireframes. The implication of animated confetti is shown when the burger creation process is completed. This creates visual interest as well as create a sense of achievement for the user, as if Varsity is celebrating their creation by rewarding the user with a rewarding audio and right colours.

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