My Role
UI/UX Design

Platform
Android, IOS

Duration
2 Weeks

Case Study

UI/UX CASE STUDY

TuRF Booking Application

PROJECT OVERVIEW

The project is an innovative sports turf booking application designed to simplify the process of reserving sports fields and facilities. Catering to a diverse audience, the application offers features such as Quick Booking options for athletes, detailed profiles and team organizers to discover, book, and manage sports turf facilities efficiently. The app also includes a community feature for connecting with other users and organizing matches, enhancing the overall experience of sports while connecting enthusiasts with top sports turf venues. Whether it's an impromptu match or a season-long training schedule, our application streamlines the booking process and enhances the sports experience.

PROBLEM

Finding and booking sports turf can be a time-consuming and stress-prone ordeal for amateur sports teams and organizers alike. Traditional methods, such as phone calls and in-person visits, are rarely feasible for busy individuals. The lack of a centralized platform for gathering information and user reviews can create a challenging first step in sports turf booking. Additionally, the process of coordinating with multiple venues to find suitable options and negotiating terms can be time-consuming and frustrating. These challenges underscore the need for a more efficient, user-friendly solution that can streamline the entire process, from initial search to final booking, ultimately enhancing the overall experience for those seeking to play sports.

SOLUTION

A comprehensive sports turf booking application offers a comprehensive suite of solutions to address the challenges faced by athletes, teams, and organizers. Key features include detailed venue profiles, ensuring users have access to all necessary information about facilities, amenities, and pricing. The app's intuitive search and filter functionality allows users to quickly locate suitable venues based on specific criteria, such as location, publication, or sport. The booking process is streamlined to minimize time and effort, with options for instant bookings and flexible scheduling. The app also includes a platform for facility owners to manage their listings and track bookings, ensuring a mutually beneficial experience for both parties. Additional features, such as user reviews and ratings, foster a vibrant community and provide valuable insights for future decisions. By addressing the key pain points in the booking process and providing a seamless and enjoyable sports turf booking experience, this app has the potential to significantly enhance the accessibility and convenience of sports activities, ultimately fostering a more vibrant and active sports community.

IDEATION

DESIGN PROCESS

EMPATHIZE

QUALITATIVE RESEARCH

Qualitative research has led the team of our commitment to understanding the target audience for the sports turf booking app, focusing on their needs and expectations. Through in-depth interviews, surveys, and user feedback analysis, we aim to gain profound insights into the challenges and expectations of sports enthusiasts seeking to book sports facilities. This research will inform the app's design and functionality, ensuring it addresses the specific pain points and meets the unique requirements of our target audience. Qualitative research plays a crucial role in refining features, enhancing user interfaces, and fostering an service-to-user approach, ultimately creating a more intuitive and user-friendly experience for sports users.

KEY INSIGHTS

PAIN POINTS

- Difficulty finding suitable sports turf venues, especially during peak hours.
- Lack of a centralized booking process that discourages users from completing their orders.
- Inconsistent pricing and unclear cancellation and facility details.
- Lack of transparency in pricing, including hidden fees or unexpected charges.
- Problems with payment processing, including failed transactions or delayed confirmations.
- Inconvenience when one is about to cancel/delay a turf booking at the last minute.

USER NEEDS

- Easy-to-use interface that allows users to quickly locating suitable fields, ensure real-time availability, and make bookings.
- Flexible booking options, including last-minute bookings and cancellations.
- The ability to view full facility information, including pricing, amenities, and user reviews.
- Comprehensive details about sports turf facility, including location, pricing, amenities, and rules.
- Information about the cancellation policy and the process for cancelling a booking.
- Prompt and responsive support for inquiries, issues, or concerns with bookings.

QUANTITATIVE RESEARCH

Quantitative research is a crucial aspect of our sports turf booking application development, providing valuable insights into user behaviors and preferences. We can make informed decisions and enhancements that directly impact the app's performance and user satisfaction by collecting and analyzing numerical data from various sources, including surveys, user analytics, and market research. This research helps us identify trends, patterns, and areas for improvement, such as optimizing the booking process, pricing strategies, and feature prioritization. The data gathered from this research will guide our decision-making, ensuring the app meets the needs of its target audience and stays competitive in the ever-evolving sports and recreation industry.

1. How often do you play sports on turf?

2. How important is turf quality for your sports activities?

3. What matters(as you) to book a turf facility?

4. How do you usually find and book turf facilities?

5. What type of sports do you prefer to play on turf?

6. How far are you willing to travel to access a quality turf facility?

7. Do you prefer indoor or outdoor turf facilities?

8. Which turf facility features matter most to you when booking?

DEFINE

USER PERSONA

User personas are detailed, semi-fictional representations of our ideal customers or users, created based on research and data. These personas help businesses and designers better understand and empathize with their target audience by providing a clear picture of their demographics, preferences, behaviors, and pain points. User personas serve as valuable tools for various applications, including marketing, and user experience design. By personifying the target audience, these personas help teams make decisions that cater to the needs and expectations of the user base, ultimately leading to more effective strategies, features, and solutions. In our project, we utilize two distinct user personas to cater to different user groups within our community, facilitating a deeper understanding of each group's unique needs and behaviors. This approach ensures that our platform and services are tailored to the specific needs and preferences of each user group, enhancing their overall experience and satisfaction with our offerings.

Franklin A (23)
College Student
Central Park

"I want to find a nearby turf facility for my football practice."

BIO

Alex is a dedicated college student and a skilled football player. He not only attends college but also nurtures a passion for football by organizing and participating in various tournaments and leagues. His commitment to the sport is evident in his dedication to honing his skills and building a strong sense of camaraderie with his teammates. His ultimate goal is to secure a spot in a professional football team.

FRUSTRATION

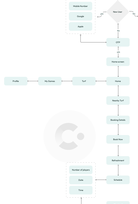
- Difficulty in finding suitable sports turf facilities that accommodate his schedule and preferred playing times.
- Lack of transparency in pricing and availability, leading to last-minute cancellations and disappointment.
- Limited options for sports turf facilities with the necessary amenities and facilities for a comfortable and enjoyable game.

GOALS

- Find a wide range of competitive football tournaments, competitions, and in-house sports leagues to participate in and enhance his skills and gain valuable experience.
- Connect with other football players, coaches, and organizers to build a strong network of support and opportunities.
- Stay updated on the latest news and developments in the football world, including upcoming tournaments, rankings, and potential scouting opportunities.
- Maintain a healthy lifestyle and prioritize his physical and mental well-being to ensure he can perform at his best on the field.

EMPATHY MAPPING

Empathy mapping is a valuable tool for understanding the thoughts, emotions, and perspectives of users in the context of sports turf booking applications. By creating a visual representation of the user's experiences, interactions, and pain points, we can better empathize with the target audience. This approach helps us identify opportunities to enhance the booking process, improve user interfaces, and ultimately create a more user-friendly and satisfying experience for sports enthusiasts. By understanding their needs and emotions, we can tailor our platform to meet their specific requirements and foster a deeper connection with our platform. This research understanding allows us to make more user-friendly decisions, ensuring our platform effectively addresses the needs and preferences of our target audience.


"Why can't I find a nearby and easy-to-book turf?"
"Can I find a nearby turf that fits my schedule?"
"How could I?"
"I want to find a nearby turf facility."
"I want to find a nearby turf facility."
"I want to find a nearby turf facility."

DESIGN

HIGH-FIDELITY

TYPOGRAPHY

OUTFIT

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#$%^&*(),.?{_+}

Large Title / Semibold / 52x L32

Title 1 / Medium / 52x L34

Title 2 / Medium / 19x L22

Body 1 / Medium / 16x L30

Callout / Regular / 14x L18

Caption / Regular / 12x L16

SemiBold

Medium

Regular

COLORS

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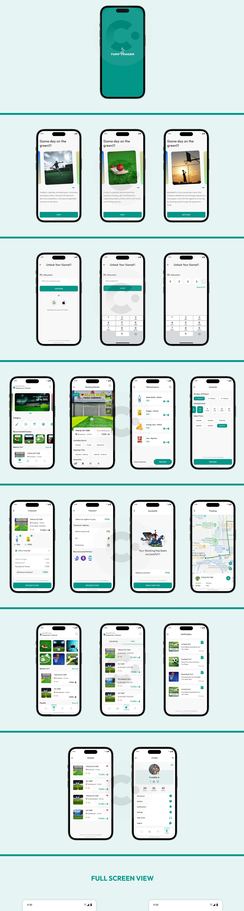
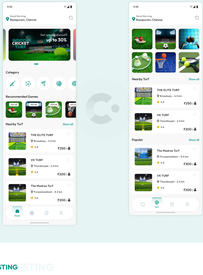
USER INTERFACE DESIGN



FULL SCREEN VIEW



TESTING

INSIGHTS

- Ensure that all features like search, booking, payment, and user profiles work as intended.
- Evaluate the user interface for intuitiveness, ease of navigation, and clarity of information.
- Assess app loading speed, response times, and overall performance, ensuring smooth interactions.
- Verify that user data is handled securely, and payment transactions are secure.
- Test the app across various devices and operating systems to ensure compatibility and consistent functionality.
- Gather feedback from users through surveys, ratings, and direct communication channels.

FEEDBACK

- Users should smoothly navigate the app, choose facilities, and complete bookings without encountering technical glitches.
- Users expect quick access to facilities, review details, and complete bookings with minimal delays or confusion or ambiguity.
- The app should offer a consistent and user-friendly experience regardless of the device or platform used.
- The app offers valid insights into user behaviour, preferences, and potential pain points and areas for improvement.
- Users may offer valuable suggestions for improvements, features, or enhancements, aiming to create a more satisfying experience.
- Users will welcome the implementation of their suggestions, fostering a sense of ownership and collaboration with the development team.

Thanks For Watching

What did we learn by doing this project?

By doing this project we wanted to improve the user experience and proposed to make the interface design useful for the user.

We have done a lot of research for this project. We have proposed to the website following Wireframe. We learned a lot from this project however, if you have trouble any interface, please let us know.

If you want to work with us, you can send us text

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