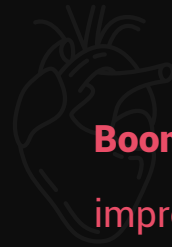


# Boom

Sport & social App



A confidential document especially written to Media Monks



**Boom** is a social sport application that will help athletes to improve their performance, or casual sportive to have some regularity in their practices. Sport is something that has to be shared and enjoyed with others people. Even if **Boom** is an application, it will allow you to sweat, try hard and feel your body getting stronger with your friends. The only way to user this application is by challenging one or many of your friends on sport you share with them.



# UX Guideline

This document is an User Experience guideline made from Boom, designed for the care of your heart by Paul Jobard and Jeremy Colin.

- A. How works the application
- B. Application design
- C. Promotional website design



## How works the application ?

refaire

The application allow users to challenge their friends on many different sports activities. To successfully do it, they need to create an account by completing a custom form or linking their facebook account.

Once done, they simply have to create a challenge they will send to one or many friends. Let's see a challenge's creation process :

### FAIRE UN SCHEMA SEXY

#### 1. Choose a sport

Cardio (running, swimming, biking) or fitness

#### 1. Set a level

Count in km if cardio and minutes in fitness

#### 2. Define a recurrence

From many times by weeks to few times by days

#### 3. Specify a length

From week to months

## Simulation

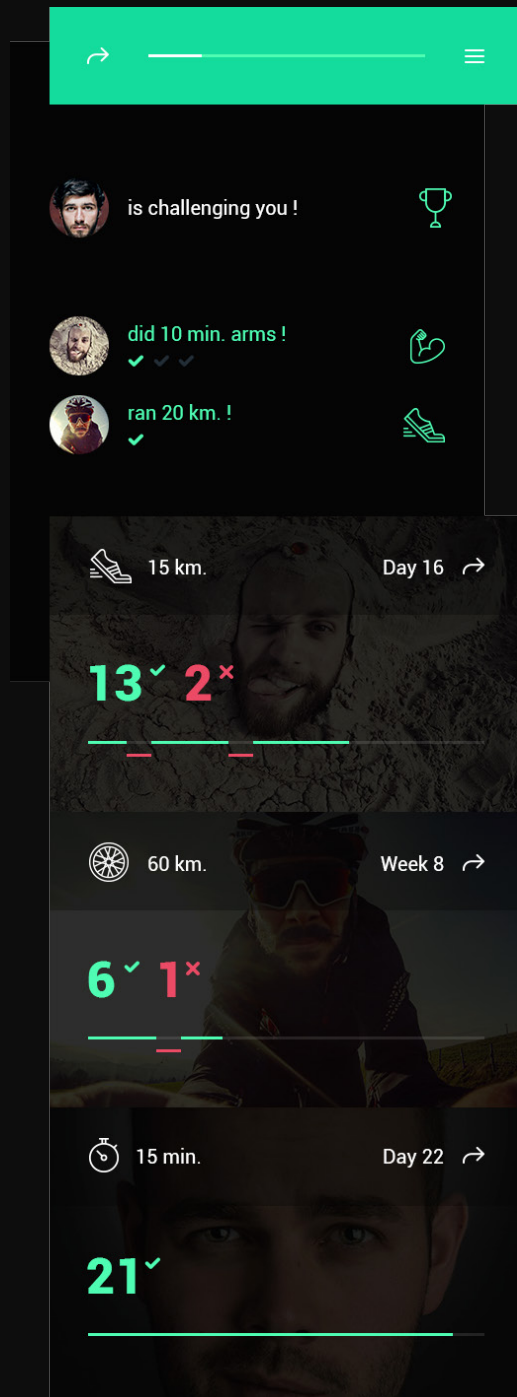
Paul is passionate about rock climbing and truly want to increase his performance. From his experience, he knows there is nothing best that working deeply gainage. However, as many, it is very difficult to get some motivation to work out at home without his friends.

One happily day, Paul discovers **Boom**, and truly loves to concept of challenging his friends to increase his and their performances. Just after few seconds, the application is installed on his precious smartphone.

Once his account was created, he set a challenge :

1. Select «*Fitness*», then «*Abs*» in the sport panel.
1. Set the level to «*15 minutes*».
2. Define the recurrence to «*2 times a week*».
3. Specify the challenge length to one month.

As Paul, and his friends, likes to add a little spicy to their life, they will additionnaly set a prize : *the looser will have to pay two beers to each challenger.*



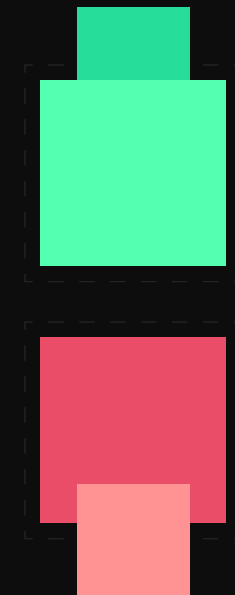
## User interface

The interface is designed in a very minimalistic style composed from flat and material. In order to create a good experience, we highly bet on users interactions and animations as Users are used to come very regulary during very short time.

## Color symbolic

Green is the symbol of health, and is often considered as the color of balance and relaxation. Neither hot nor cold, it is the ultimate peaceful color, it brings serenity and revitalizes the organism.

Red is a more powerful, energizing and stimulating color. Its association with pink, which carактерizes gentleness and tenderness creates an atmosphere full of optimism



## User experience

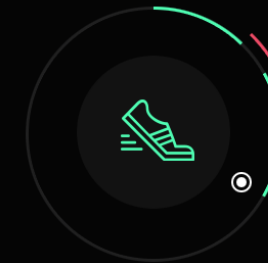
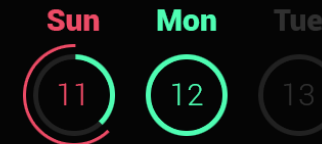
We are able to design a timeline of the challenge as we've got specific time spans. One of the most important things on our user feelings is about separating success from fails. The idea is to gently show him that one fail can make a real disorder, as an athlete have to impose himself a true course of conduct.

## User interaction

The circle timeline is the main interactive element that user will enjoy playing with. They will be able to drag and drop circularly the white dot to scroll over the time. We want to sensibilize them on the challenge they are actually living, as so this feature is designed to make users more aware about the time and more sensitive about their success and fail through it.

This interactive object is especially placed over this emplacement as this is the exact location where user thumb are swiping over the screen.

✓ 19 3 ✕



Well done, you've actually

Ran 180 km,  
Succed 12 days,  
Achieved 40%.

Be better or you'll have to

Paid all drinks during  
next party !

Concede and loose this challenge

USER'S SCREEN SIZE

.....





Now you've understand how useful this application can be to anyone, we truly need a website on which users will feed the need to download this app and use it with their friends.



On this chapter, we will focus on the UX Design of the website. The most important thing about this application and the cause Jeremy and I are fighting for is about helping people to develop an healthier life by using sports with their friends.

For this reason, we will **firstly** catch his attention by sensibilize him on the most essential and vital element of sport : heart.

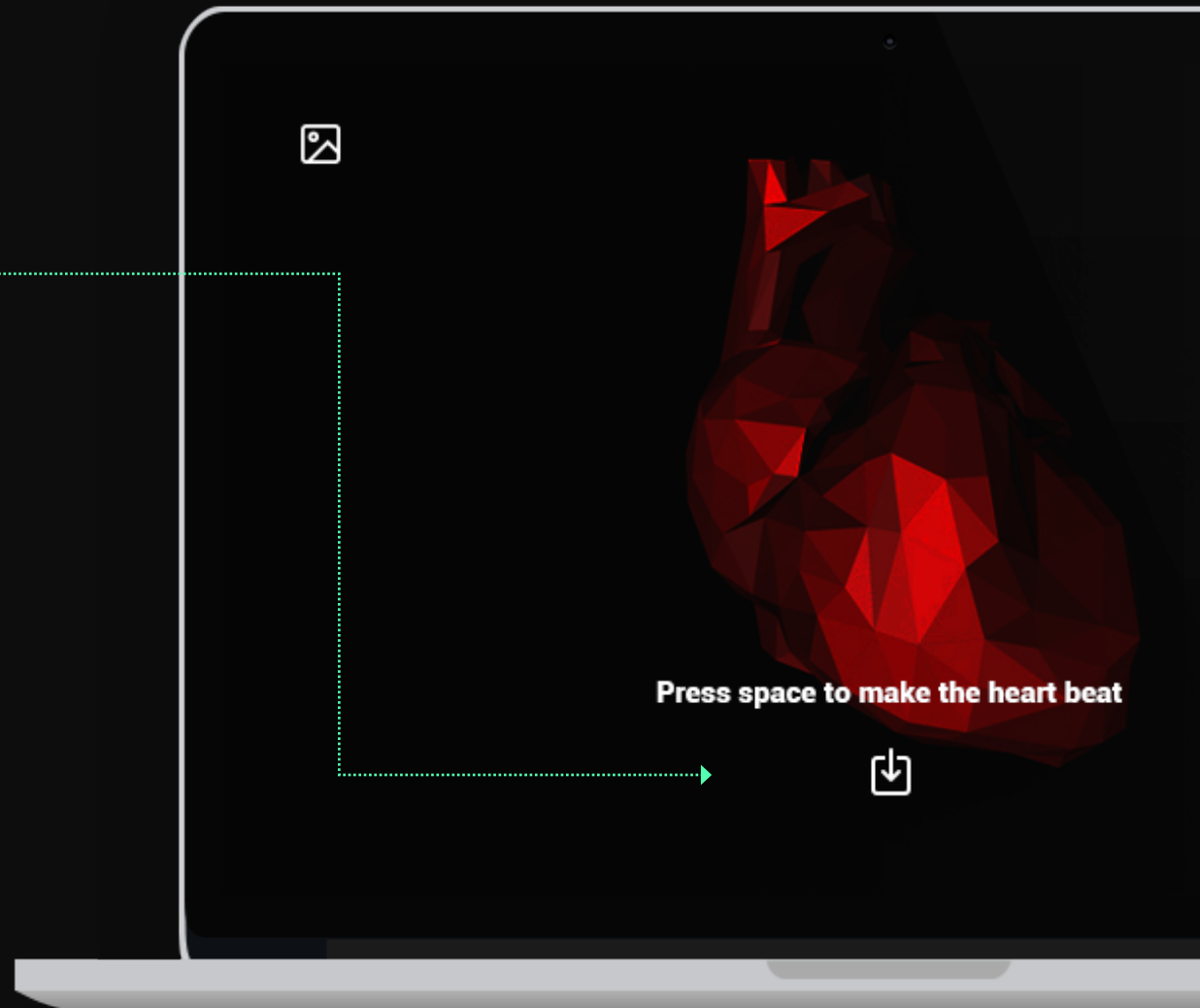
**Then**, users will be able to discover the application through a clean and brief speech written to make him vizualises his daily life with it.

We will **finaly** provide him the best way to download it and enjoy fully this application.

After loading the website, its first screen will display an heart beating very slowly. We will invite user to make the heart beats as his own by pressing the space key during 10 secondes each time he feels a pusle through his body.

On the end of this first interaction, the heart modeled in 3D thanks to the javascript librairy named ThreeJS will beat at a rythme between 50 and 80 pulse per minute.

*We want to implicate user in the website he is interacting with. On the success of this first action, a music with a tempo based on his heart rythme will start and make him feel even more deeply the interface. At the beginning, he used his visual sense, he then start to use his touch sense, now he is addionnaly using his hearing sense.*





We will involve him once again in the website through this heart interaction.

Now, we want to aware him about the goods of practicing sport. Indeed, user will discover vertues about social relation, physical and psychological conditions.

*«Let's make your heart beat faster ! It will feel good !»*

Thanks to this [call to action] we will invite user to press faster the space key to increaste his heartbeat.

During the acceleration, we will display :

@100 bpm *«You're feeling more confident and less anxious !»*

@125 bpm *«Feel your body get stronger while improving his immunute system !»*

@150bpm *«Don't you want to push your limits and reach some new goal, let's try hard, it feels awesome !»*

@175 bpm *«You are feeling fully alive, don't you ?! We've got an app. that will help you to reach this state as often as possible !»*

On this final state, we will immedialty provide him the [call to action] to discover the app

*Hopefully one or many of this vertues will interest him and make him more aware of the next steps. As so, this is the ideal moment to provide him the [call to action] that will invite him to discover the application that will boost his life.*

Boom is an application designed to match with many different kind of life. It is good to know that, one of the best chance to make people aware of something is by speaking directly with him about his life and way of thinking about it.

For this reason, we will design the «How it works ?» part with the help of two simple questions; «Do you love sport ?» and «Do you love your friends ?».

According to his answer we will be able to lead our speech to be the more convincing.

Remember that the challenge's creation is designed through many steps resumed as; a sport with a level of intensity and a friends invitation with a prize set in.

From this process, here is our reflection :

Do you love sport ?

Yes No

Perfect. This application is designed for true athele. It will allow you to push your limits and increase your performance

No worries. Our challeng

Do you like your friends

appreciate doing sport a

Yes No

Perfect. Let's strengthen your relationship by challenging them with activies you share in common

Sneaky one. You can't find better than Boom. It will show to your network who is the strongest by challenging them. You will even be able to extort anything from them !

Finally, and hopefully, users will feel the need to download and enjoy the application. Last but not least we will provide him some links to install it from all different mobile applications market.

e is to make you  
nd improve your life

