Sporty

an adaptive sports app that tailors the entire experience to each user's interests. Through a simple quiz, it builds a customized profile that reflects the user's chosen sport with unique content and visuals.

Project Idea:-

After a quick quiz, Sporty builds a personalized profile that adapts its colors, content, and experience to the user's chosen sport — from swimming to gymnastics and beyond. Each sport comes with its own world of training tips, skill levels, movement guides, exclusive gear, first-aid info, donation opportunities, and local events. Through its vibrant community, Sporty brings athletes together to learn, grow, and stay inspired — all in one interactive space designed around their passion.

Work Plan:-

1-Research & Analysis
- User Research
- Competitor analysis
- 7-key features analysis
- SWOT Analysis
- User Persona
- Card Sorting
- Information Architecture
- User Flow

2-Visual Identity
- Color palette & typography
- Style guide

3-Main Designs

Low-, Mid-, and High-fidelity designs Website Design Mobile app Design

4-Review & Finalization
- Team review and improvements

5-Final Presentation
- Presentation Figma
- Presentation PDF
- Upload to GitHub

Team Members:-

Aliaa Shafik (TL)
- Primary: Research, Competitor Analysis, Survey, Color palette, Typography, Information Architecture
- Secondary: Visual design(website& mobile),Tennis profile Home Screen, Prototype, Case Study, GitHub

Heba khalid

- Primary: Research, Competitor Analysis, Color palette, Typography, Information Architecture
- Secondary: Visual design(website& mobile), Running profile Home Screen, Prototype, Case Study

Kerillos samy
- Primary: Research, Competitor Analysis, User Persona, Color palette, Typography, Information Architecture
- Secondary: Visual design(website& mobile), Swimming profile Home Screen, Prototype, Case Study

Menna younis
- Primary: Research, Competitor Analysis, Card Sorting, User Persona, Color palette, Typography, Information Architecture
- Secondary: Visual design(website& mobile), Gymnastics profile Home Screen, Prototype, Case Study

Reem Mohamed Noaman
- Primary: Research, Competitor Analysis, Survey, Logo, Color palette, Typography, Information Architecture
- Secondary: Visual design(website& mobile), basketball profile Home Screen, Prototype, Case Study

Sohila Mohamed
- Primary: Research, Competitor Analysis, Color palette, Typography, Information Architecture
- Secondary: Visual design(website& mobile), Soccer ball profile Home Screen, Prototype, Case Study

Instructor:-

Dr. Eman Abdellatif

Project Files:-

You can find all project materials here:

UX / Figjam File
UI / Figma File
Case Study File

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Thanks
Sporty Team