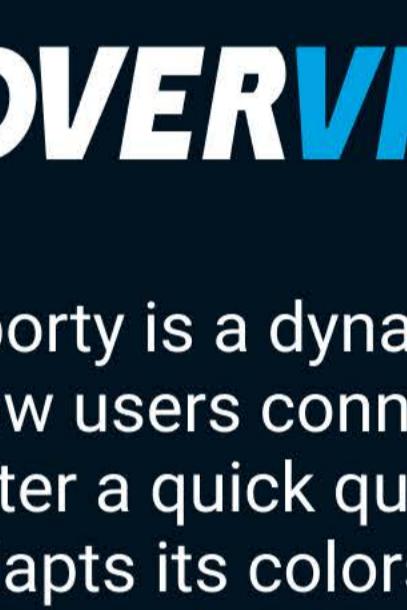




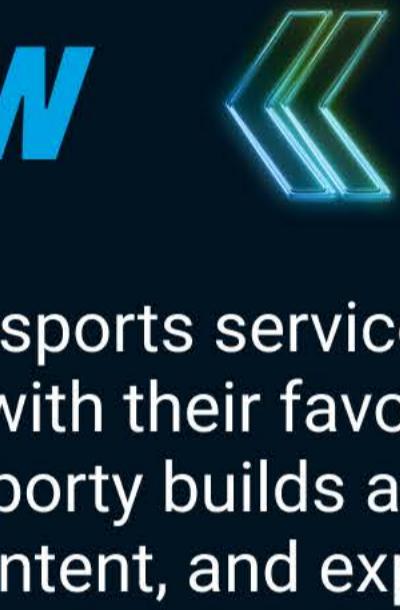
UI/UX CASE STUDY **SPORTY**



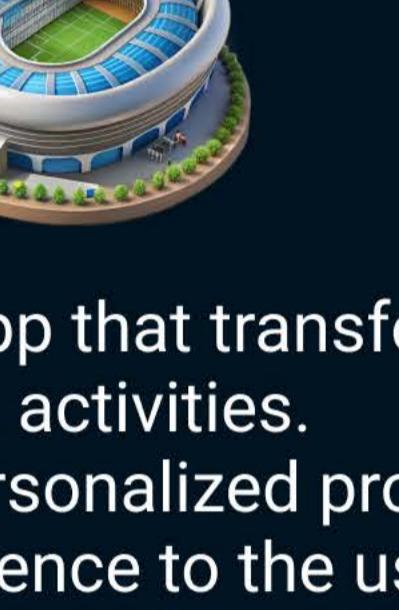
LOOKING FOR THE SUITABLE SPORT ?



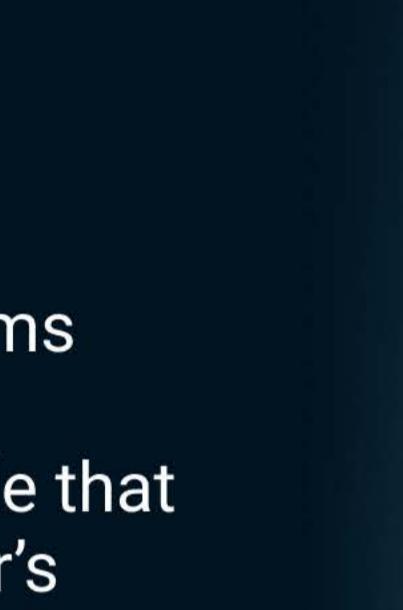
BASKETBALL



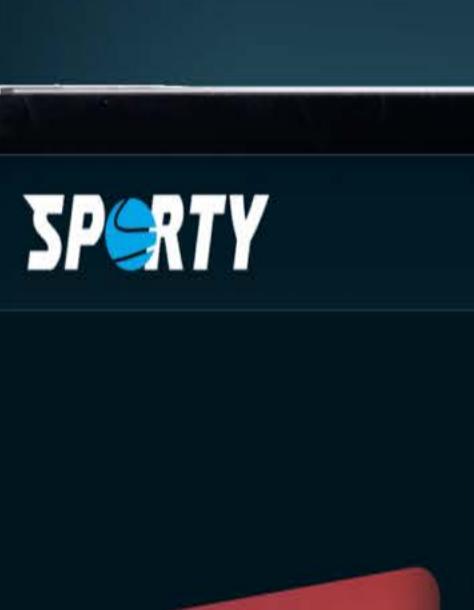
GYMANSTICS



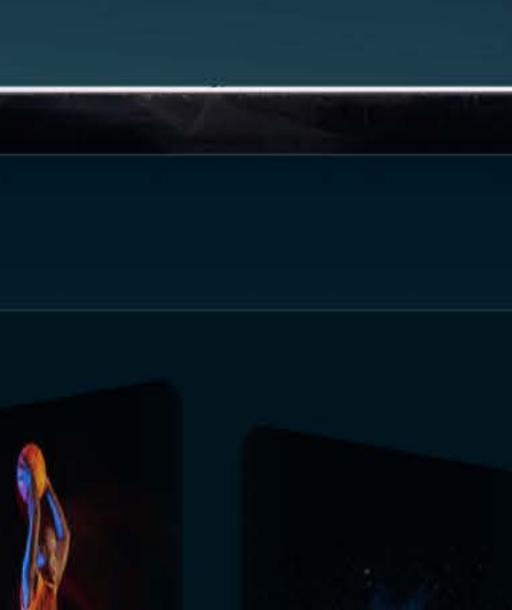
TENNIS



SOCER

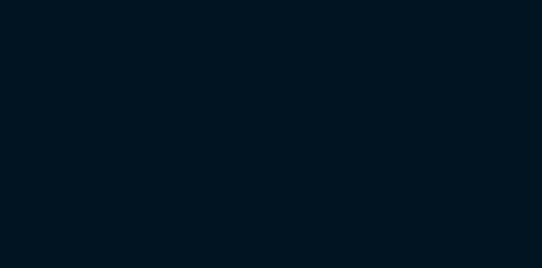


SWIMMING



RUNNING

OVERVIEW



Sporty is a dynamic sports service app that transforms how users connect with their favorite activities. 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.



PROBLEM STATEMENT

Scattered Sports Experience

Users often have to switch between multiple apps to find training tips, buy equipment, or join events – creating a disconnected and time-consuming experience.

Lack of Personalization & Guidance

Many sports apps fail to consider users' interests, experience level, or even the appropriate age for each sport, leaving beginners unsure where to start.

Weak Community Connection

Athletes and sport enthusiasts struggle to find spaces where they can connect, share progress, and support each other within their specific sports.

POSSIBLE SOLUTION

All-in-One Sports Hub

Sporty unifies everything a sports enthusiast needs – from training tips and event updates to equipment shopping, donations, and first aid guidance – all in one app.

Personalized & Age-Based Experience

Through a quick onboarding quiz, Sporty customizes each user's journey – adjusting color themes, content, and even recommending sports suitable for their age and skill level.

Community-Driven Growth

Sporty connects users with others who share their passion, allowing them to exchange advice, track progress, and grow within a motivating sports community.

BUSINESS GOAL

Sporty is designed for a wide and diverse audience of users who seek a personalized, flexible, and engaging sports experience. Its core users include beginners who need guidance, intermediate users looking to improve their skills, and advanced athletes who want detailed analytics and performance tracking. The app also appeals to socially active individuals who enjoy joining teams, forming groups, participating in events, and connecting with like-minded sports enthusiasts. With its customizable journey, multi-sport support, and strong community features, Sporty serves everyone from casual weekend players to dedicated fitness lovers – making it the ideal platform for anyone who wants a tailored and complete sports ecosystem.





USER GOAL

Simplify the Sports Journey – Help users easily find tips, equipment, and events related to their favorite sport without switching between multiple apps.

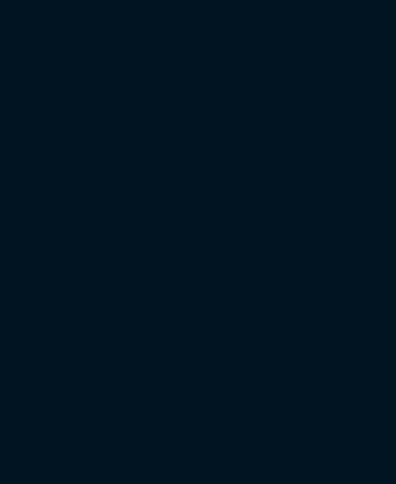
Personalized Experience – Allow users to discover sports suitable for their age, level, and interests while enjoying a customized interface and experience.

Stay Motivated & Connected – Enable users to track progress, share experiences, and connect with like-minded athletes in an inspiring community space.

TARGET AUDIENCE

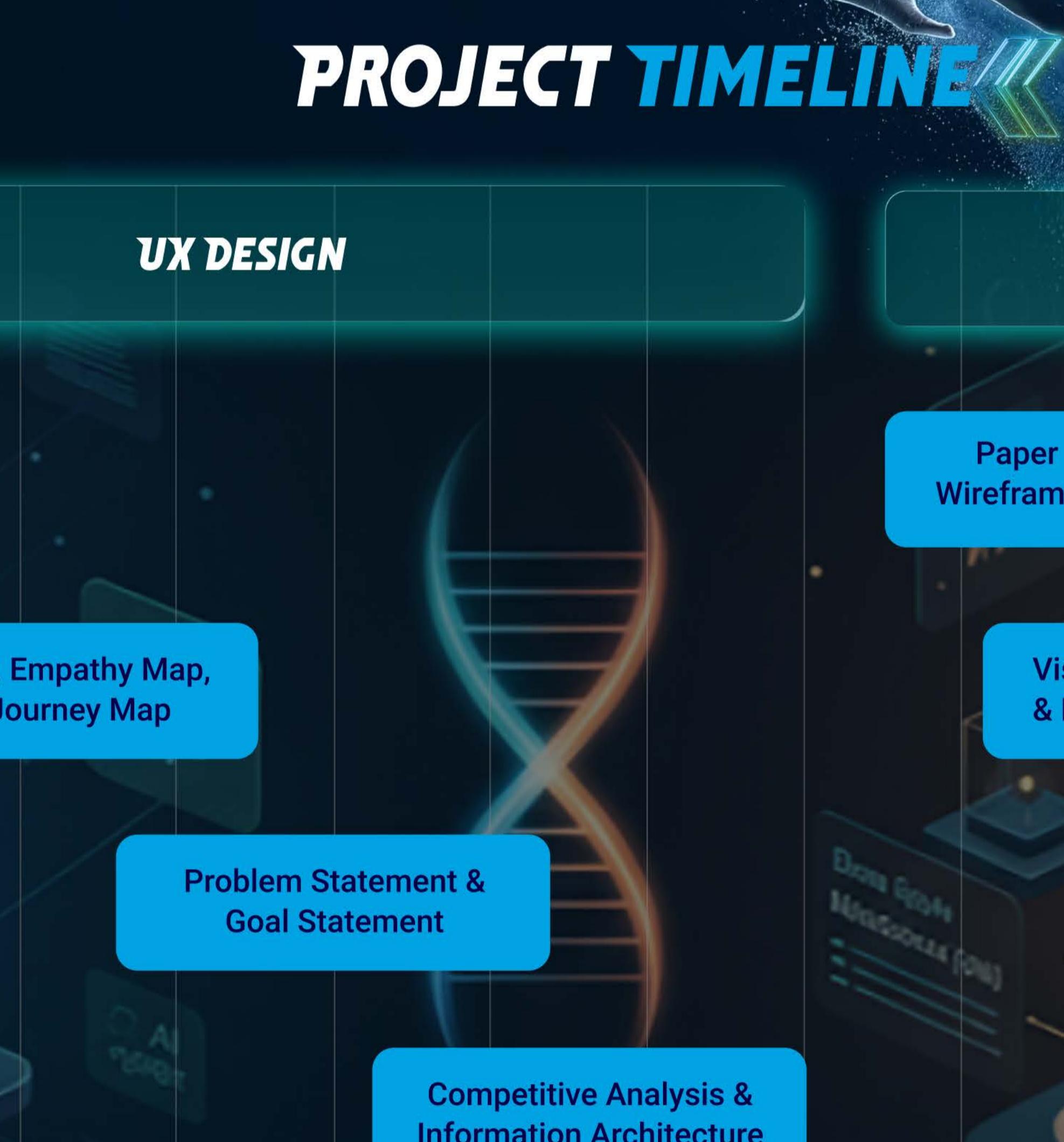


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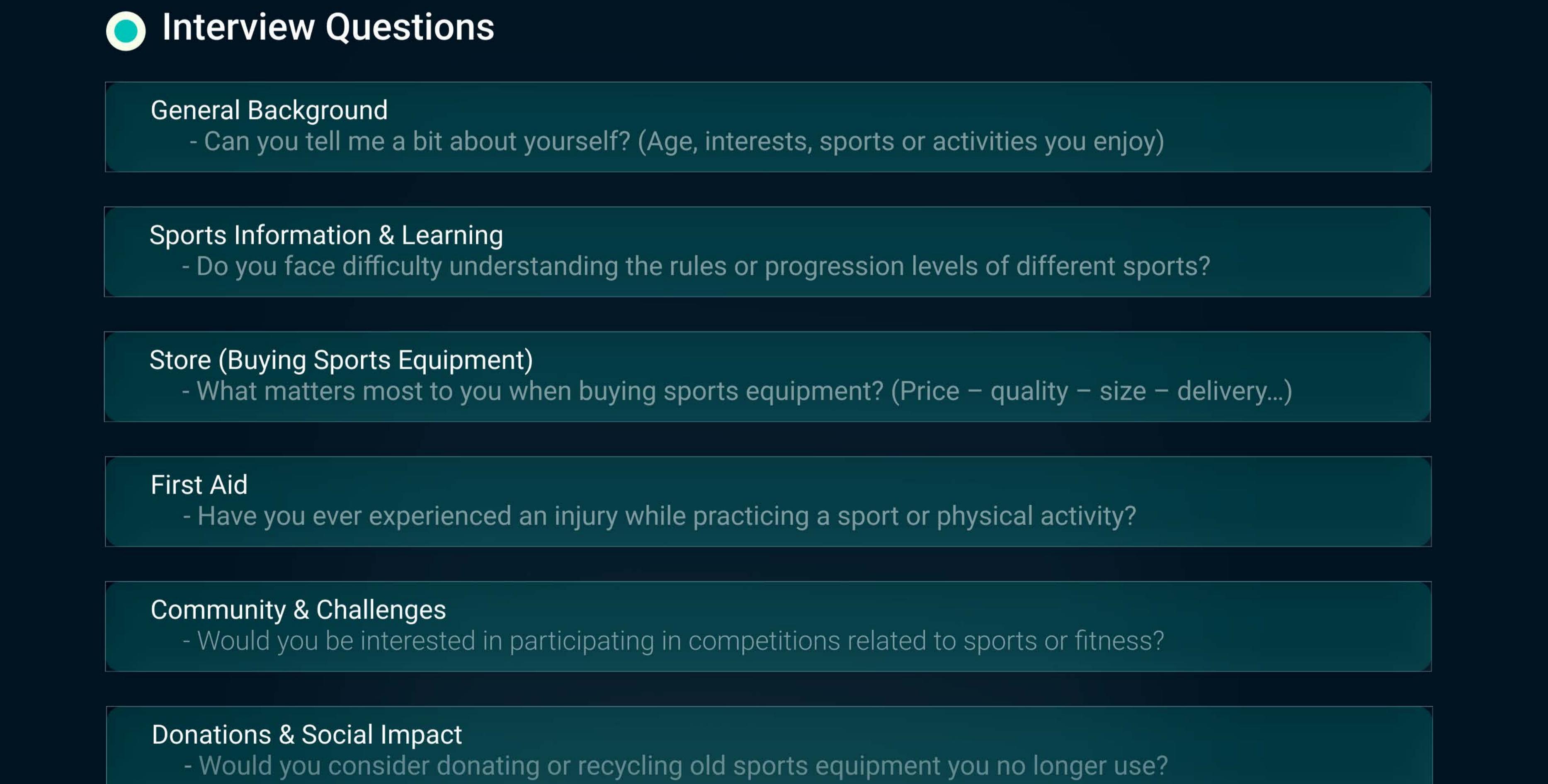


DESIGN THINKING PROCESS

The design process begins with understanding user needs through research, competitor analysis, and defining core pain points. After that, wireframes and user flows are created to shape a smooth and intuitive experience, followed by crafting high-fidelity UI screens that reflect the app's identity and functionality.



PROJECT TIMELINE



EMPATHIZE PHASE

Qualitative Research

Qualitative research focuses on understanding user behavior, motivations, and emotions through deep, exploratory methods such as interviews, observations, and open-ended surveys. Instead of relying on numbers, this approach uncovers the "why" behind user decisions, revealing hidden needs, frustrations, and expectations that shape the overall experience. By analyzing patterns in user stories and real-world interactions, qualitative research helps designers build solutions that are more human-centered, intuitive, and aligned with what users truly value.

Interview Questions

General Background

- Can you tell me a bit about yourself? (Age, interests, sports or activities you enjoy)

Sports Information & Learning

- Do you face difficulty understanding the rules or progression levels of different sports?

Store (Buying Sports Equipment)

- What matters most to you when buying sports equipment? (Price – quality – size – delivery...)

First Aid

- Have you ever experienced an injury while practicing a sport or physical activity?

Community & Challenges

- Would you be interested in participating in competitions related to sports or fitness?

Donations & Social Impact

- Would you consider donating or recycling old sports equipment you no longer use?

Explore Section (Playgrounds & Sports Centers)

- Do you struggle to find suitable places or facilities to practice the sports you're interested in?

User Experience & Needs

- What is the first thing you would expect or look for when using a website or app related to sports and activities?

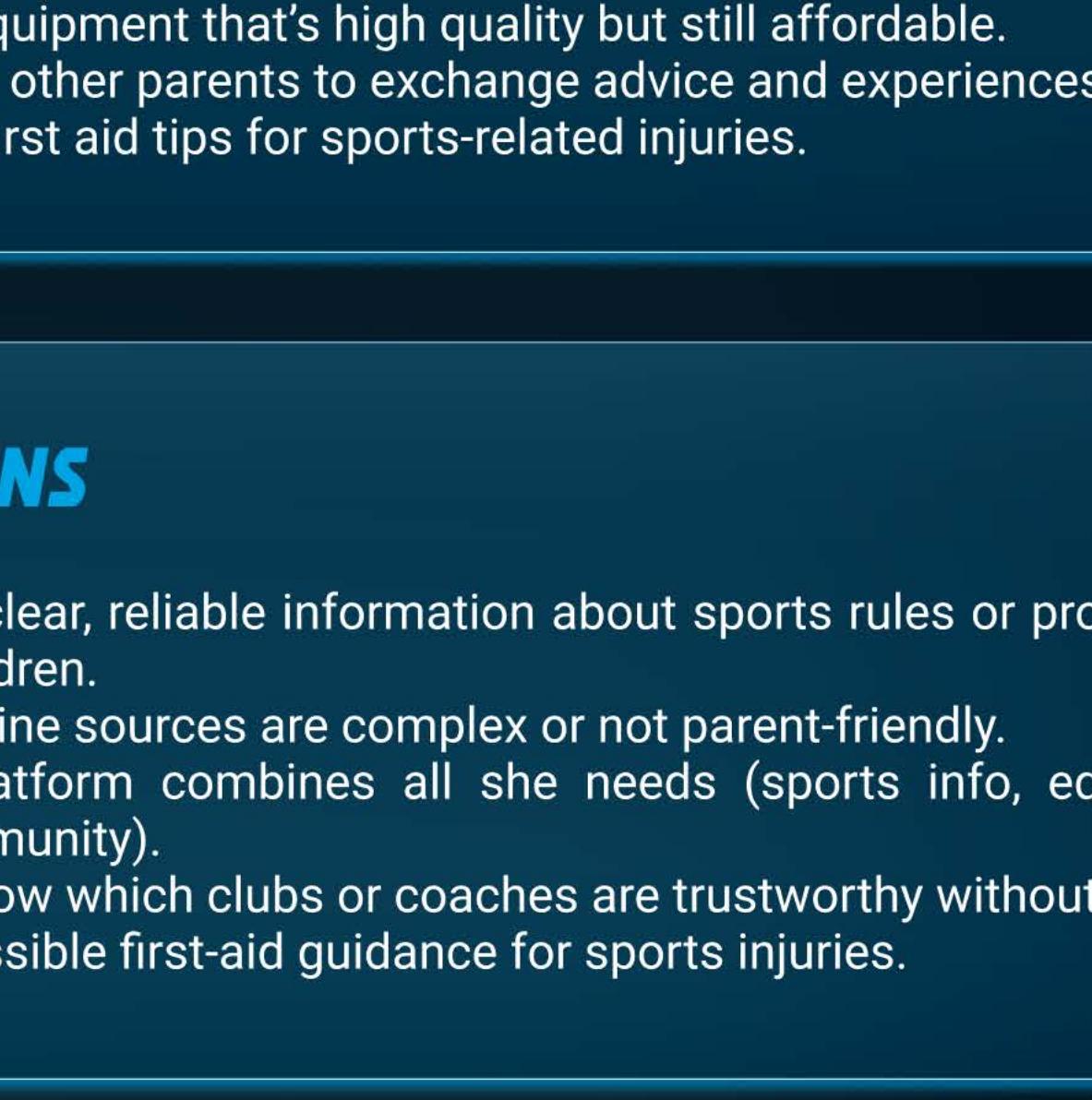
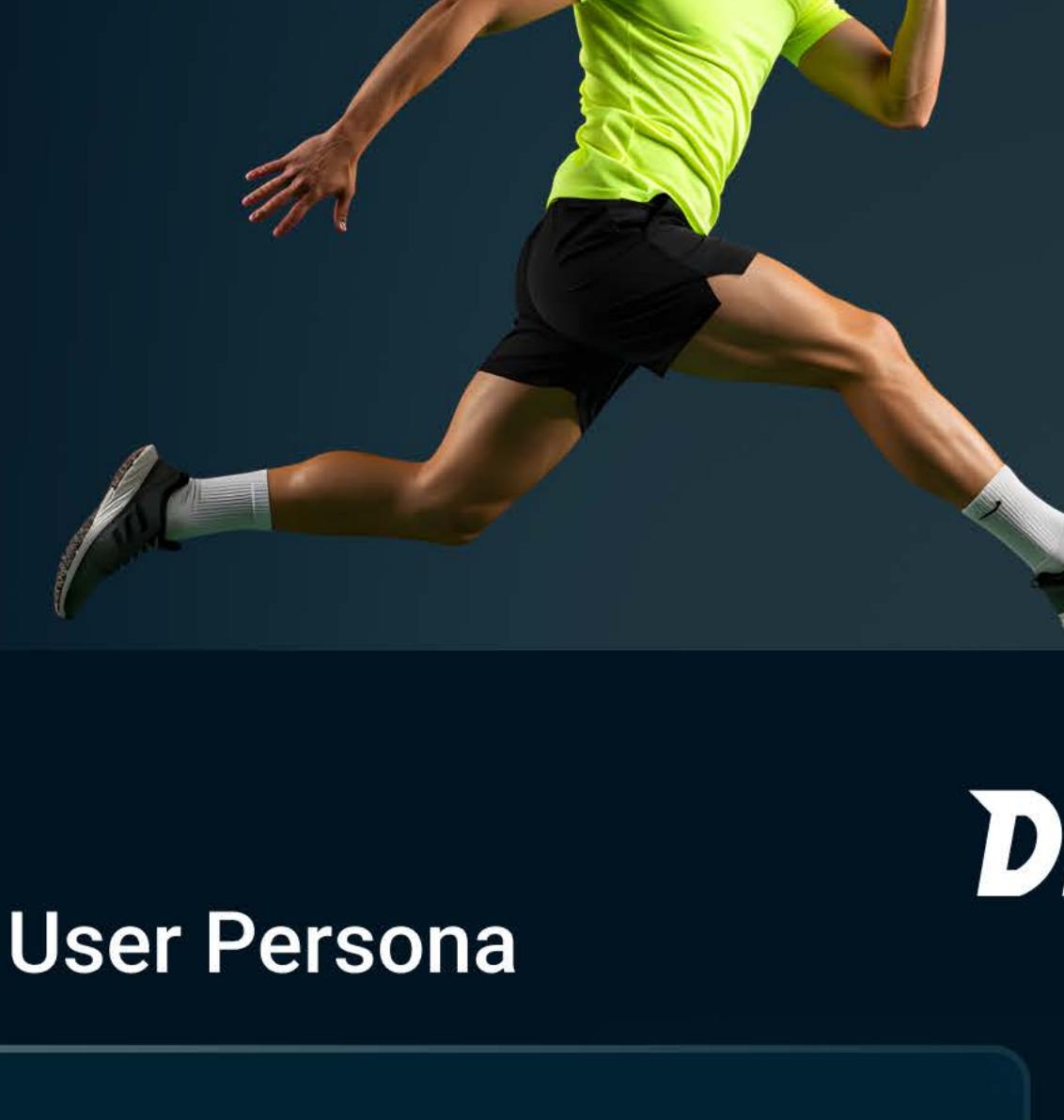
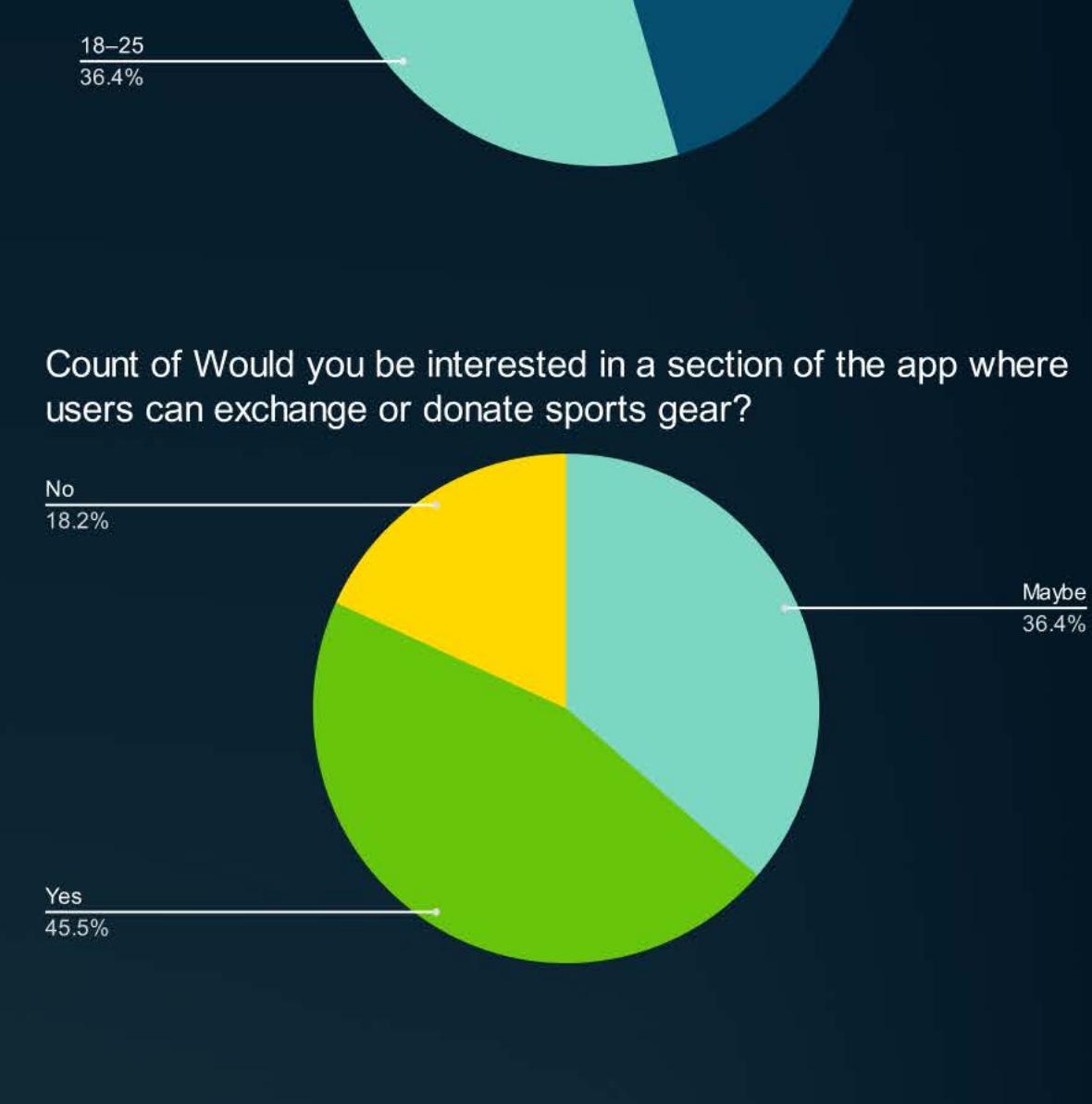
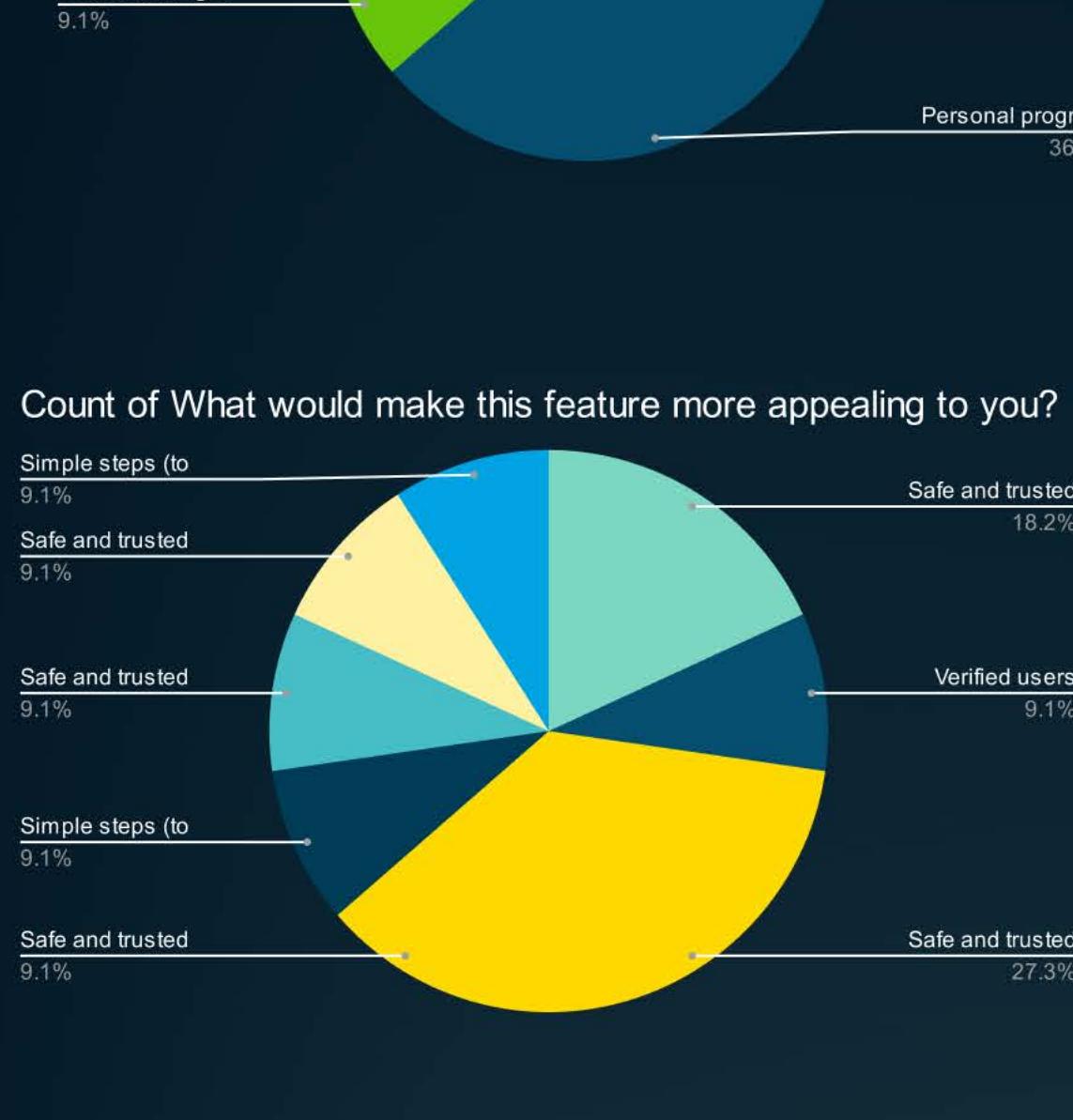


Key Insight Derived

Users want a comprehensive, safe, and easy-to-navigate platform that supports their sports journey—from learning and participation to equipment and community engagement. They value personalization based on their interests, goals, and skill level, along with clear guidance on rules, training, and progression. Users also expect access to reliable resources such as venues, first-aid information, and trustworthy reviews. Convenience in purchasing equipment, contributing through donations or recycling, and accessing well-organized information builds trust and encourages repeated use. Overall, the platform should balance educational, social, and practical features to create a seamless and supportive experience for all users.

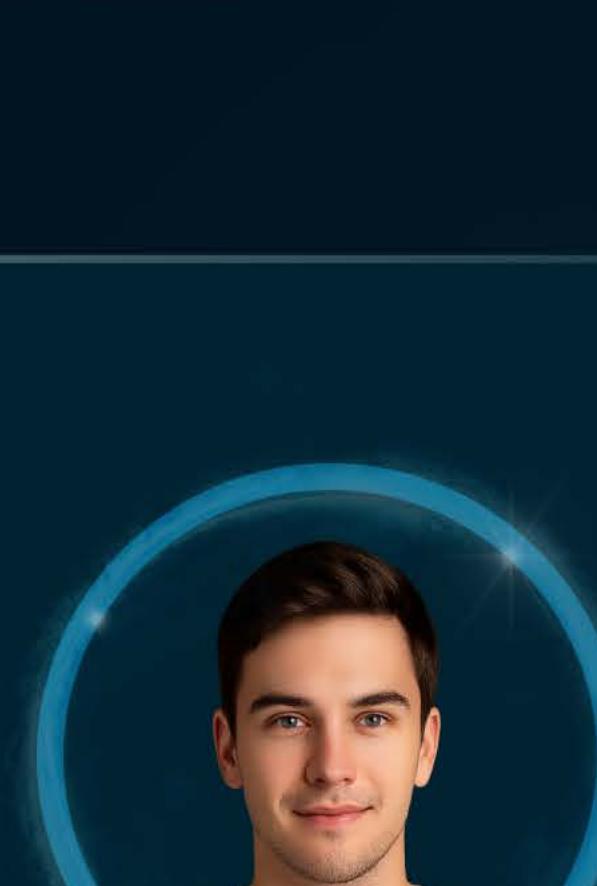
SURVEY

A total of 36 responses were collected, including 25 in Arabic and 9 in English



DEFINE PHASE

User Persona



NOURHAN AHMED

Age 34
Education B.M Engineer
Status Married
Occupation Housewife
Location Alexandria

PERSONALITY

Thoughtful Calm Practical



AMR HASSAN

Age 23
Education B.A. in Arts & Education
Status Single
Occupation Part-time Teacher
Location Alexandria

PERSONALITY

Organized Curious Motivated

BRIEF STORY

Nourhan is a 34-year-old mother of a 4-year-old boy who loves drawing and coloring. Her son practices swimming and football – he started swimming at age of 3 and football at age of 4. She's a thoughtful, practical mom who wants her child to spend time doing something useful and active. She's not deeply involved in sports herself, but she's open to learning and exploring resources that help her guide her child.

GOALS

- Discover the most suitable sports for her child's age and abilities.
- Find safe and nearby sports centers and playgrounds for children.
- Buy sports equipment that's high quality but still affordable.
- Connect with other parents to exchange advice and experiences.
- Learn basic first aid tips for sports-related injuries.

FRUSTRATIONS

- Hard to find clear, reliable information about sports rules or progression levels for children.
- Too many online sources are complex or not parent-friendly.
- No single platform combines all she needs (sports info, equipment, centers, community).
- Difficult to know which clubs or coaches are trustworthy without reviews.
- Lack of accessible first-aid guidance for sports injuries.

NEEDS

- A complete website that includes:
 - Sports information and rules
 - Proper equipment guidance
 - Nearby centers and physiotherapy clinics
 - Basic first aid tutorials
- The ability to filter by age, sport type.
- A community section to share experiences with other parents.
- A simple, clear interface that's easy to navigate.
- Age-based and sport-specific guidance that helps parents easily discover the most suitable activities for their children.

MOTIVATIONS

- Wants her child to grow healthy and confident through sports.
- Feels proud when he learns something new and develops discipline.
- Believes in sports as part of a healthy lifestyle, not just a hobby.
- Feels more confident when she has reliable information in one place.
- Loves being part of a supportive community of parents.

GOALS

- Pick a sport he's curious about and have Sporty automatically customize the full experience around it – turning the app into his all-in-one guide.
- Easily access beginner-level training tips, movement guides, and structured Content.
- Discover nearby beginner-friendly events, classes
- Find training tips, movement guides, and sport-specific content without jumping between apps

FRUSTRATIONS

- Wasting time switching between multiple apps and platforms just to understand how to start a new sport.
- Lack of structured, level-based guidance for different sports.
- Confusion about required equipment and fear of spending money on the wrong items.
- Difficulty finding reliable, sport-specific first-aid information.

NEEDS

- An all-in-one hub that brings training, events, store items, first-aid info, and donations into one organized system.
- A personalized experience that adapts all content to a beginner's skill level after selecting a sport.
- A clear, structured path explaining what he needs, how to start, and where to go next.
- Access to a simple, friendly Community space for sharing knowledge and asking basic questions

MOTIVATIONS

- A desire to fill his free time in a healthy, enjoyable, and productive way.

Avoiding the overwhelm and confusion caused by scattered information online

Loves being part of an active, supportive sports community.

Feeling empowered when everything he needs is organized in one smart, unified system.

EMPATHY MAP

Says

- "I just want to find the right sport for my child's age and abilities."
- "I wish there was one platform that contains everything I need."
- "I need reliable information, not random advice from social media."

Does

- Searches online for sports + first-aid info.
- Compares equipment prices before buying.
- Reads reviews before choosing centers.

Thinks

- "Is this sport safe and suitable for his abilities?"
- "Which centers and coaches can I trust?"
- "What should I do if he gets injured?"

Feels

- Worried about choosing the wrong sport.
- Overwhelmed by scattered information.
- Confident when she finds simple, reliable guidance.

EMPATHY MAP

Says

- "I want one app where I can learn everything about the sport I choose."
- "I just need a clear path to help me start as a beginner."
- "I waste time switching between too many apps."

Does

- Searches online for beginner guides.
- Checks different apps for training, equipment, and events.
- Compares gear prices before purchasing.

Thinks

- "Am I learning this sport correctly?"
- "What equipment do I actually need without wasting money?"
- "Where can I find reliable beginner tips and training content?"

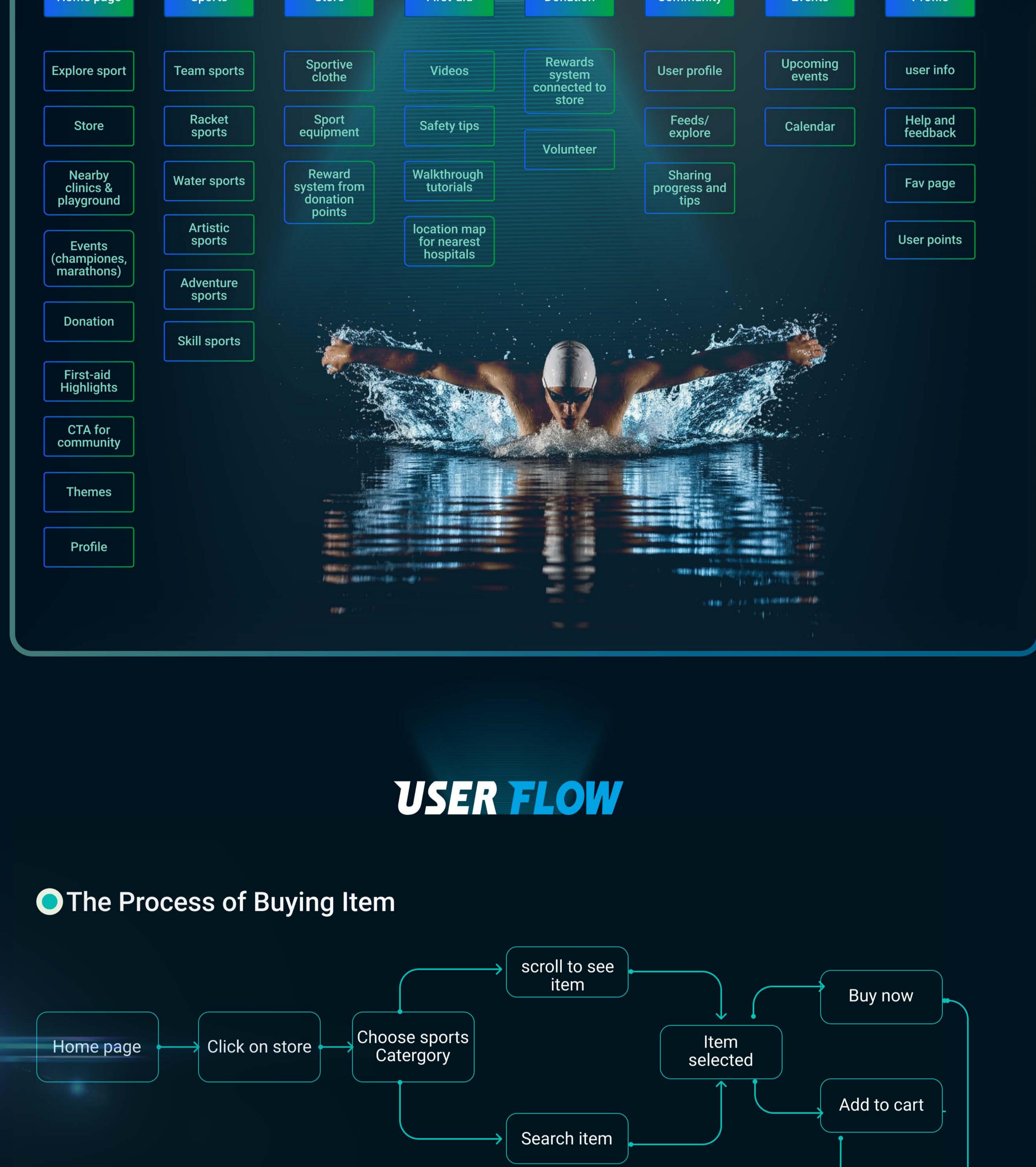
Feels

- Overwhelmed by scattered information.
- Motivated to start a new sport but unsure where to begin.
- Relieved when content is organized and beginner-friendly.

Key Insight Derived

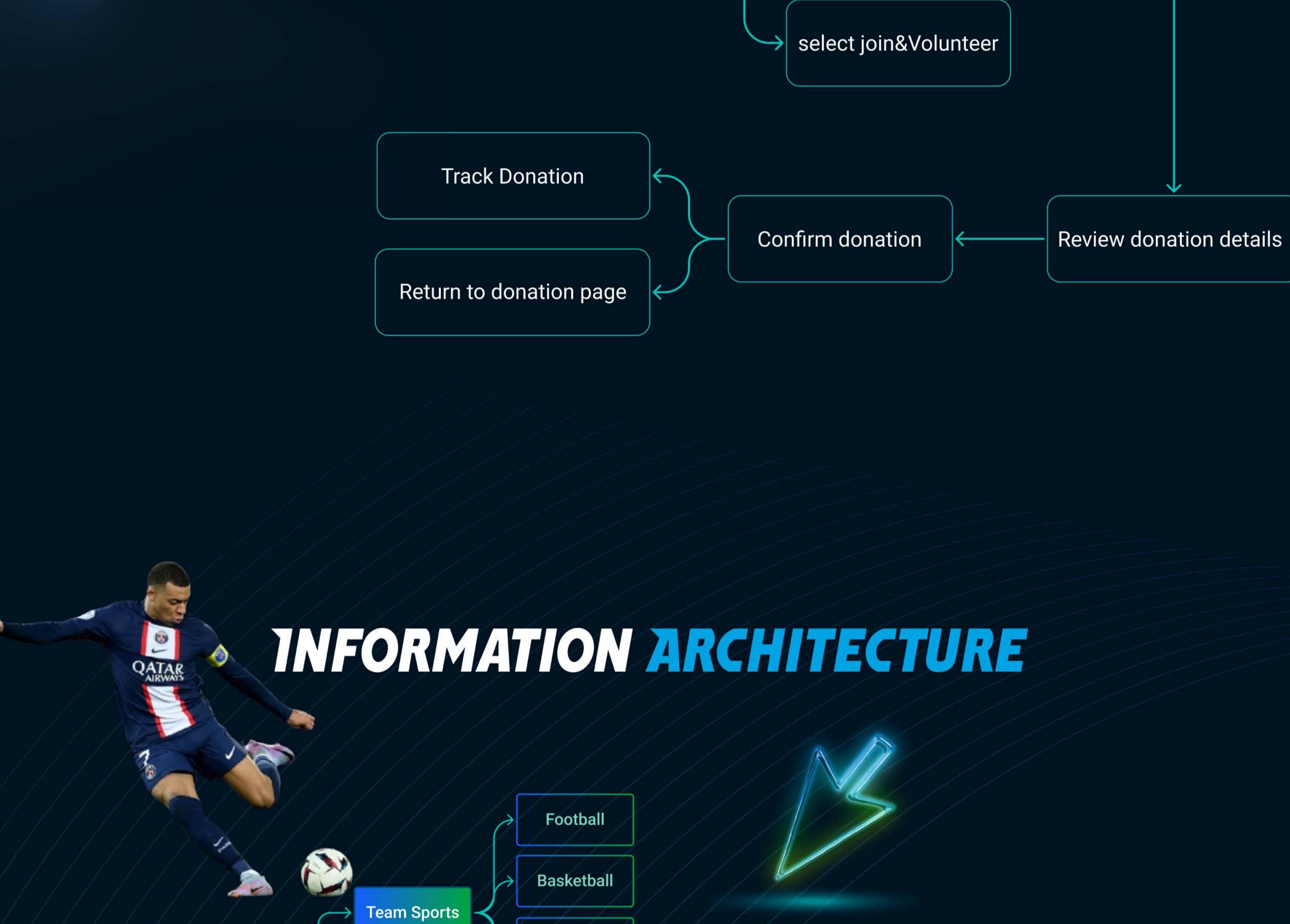
Analyzing user demographics helps reveal the age range, activity level, and location of potential users, which directly shapes the type of sports guidance and resources they need. Understanding how familiar users are with different sports—and what motivates their interest, whether it's improving their health, learning a new skill, staying active, or finding safe and reliable places to practice—allows the platform to deliver personalized and trustworthy support. These insights ensure the service meets real user needs by offering clear information, accessible resources, and a smooth, relevant experience for every sport type.

CARD SORTING

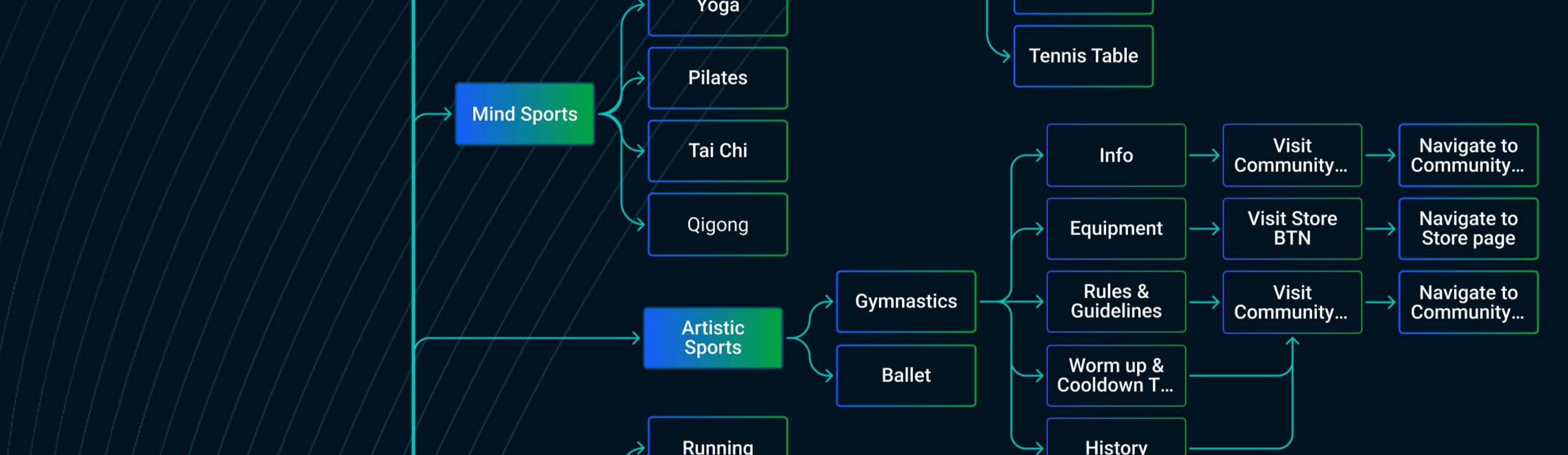


USER FLOW

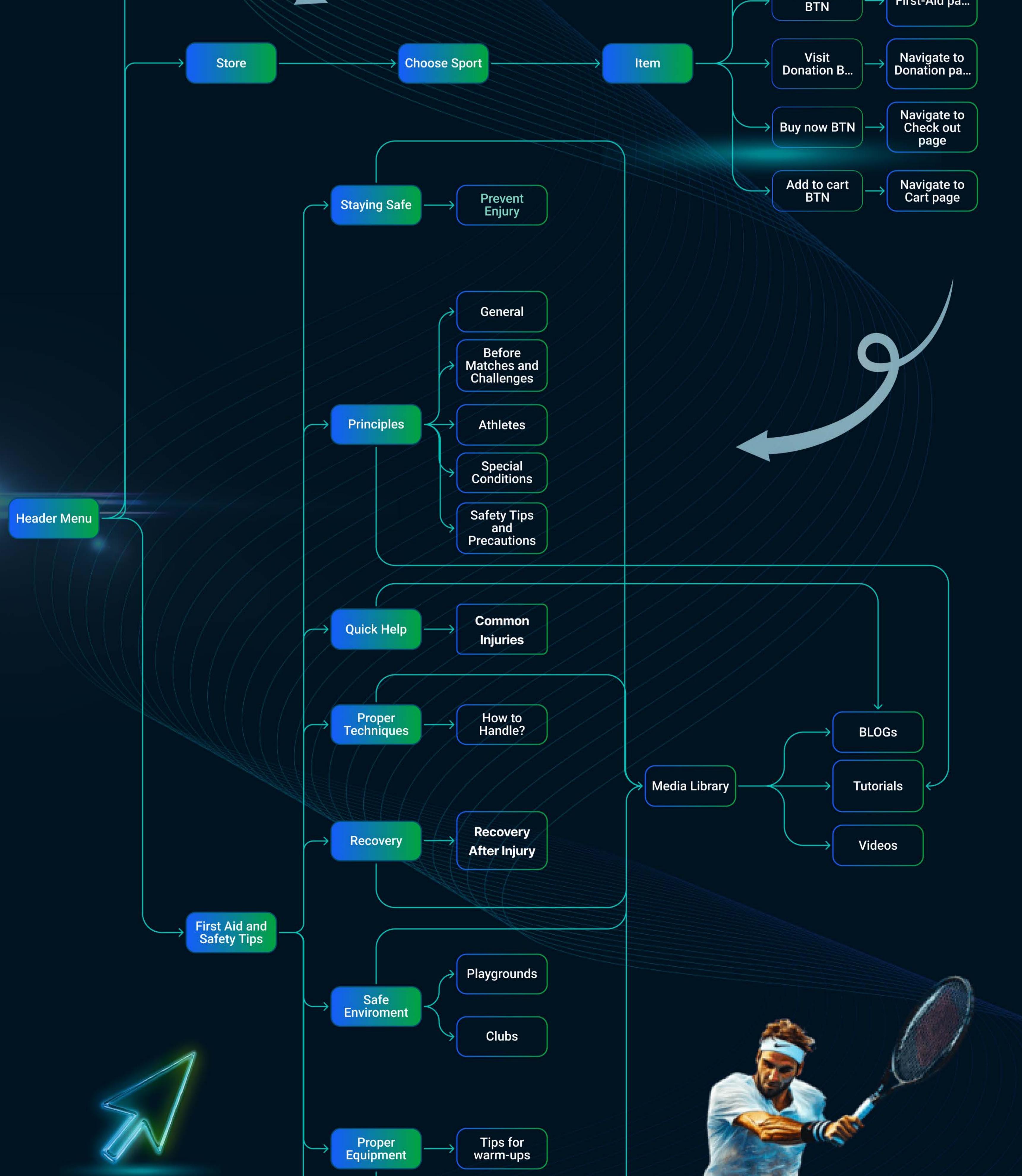
The Process of Buying Item



The Process of Donating Gear



INFORMATION ARCHITECTURE



COMPETITIVE ANALYSIS: CUSTOMIZED SPORTS APP COMPARISON

Feature Availability Comparison (Strava • Decathlon • Skyhawks • Playa • Sporty)

Feature	Strava	Decathlon	Skyhawks	Playa	Sporty
Personalized Profile	✓	✓	✗	✓	✓
User Journey Personalization	✓	▲	✗	✓	✓
Community Features	✓	▲	✗	✓	✓
Wide Sport Variety	✓	▲	✗	✓	✓
Store	✗	✓	✗	✗	▲
Customizable Dashboard	✓	▲	✗	✓	✓
Advanced Analytics	✓	▲	✗	✗	✓
Events & Activities	✓	▲	✓	✓	✓

SUMMARY

Sporty stands out as the strongest and most complete competitor, offering all major features across personalization, community engagement, analytics, variety, and integrations. While each of the other platforms excels in certain areas, none provide the full ecosystem that Sporty delivers, making it the most comprehensive solution for users seeking a fully customizable sports experience.

SWOT ANALYSIS

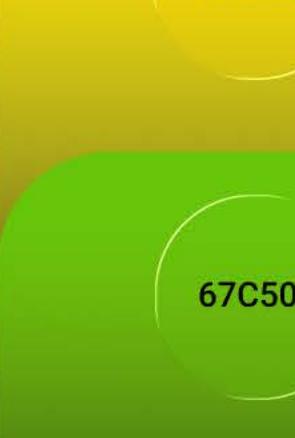


Strengths

- Highly personalized experience: Dynamic profiles that adapt colors, content, and UI to each sport create strong emotional connection and user retention.
- Comprehensive sports ecosystem: Training tips, skill levels, movement guides, gear, first-aid info, donations, and local events all in one place.
- Strong community element: A vibrant in-app community increases engagement, motivation, and long-term usage.
- Diverse user coverage: Supports many sports – from mainstream (swimming) to niche (gymnastics), making it appealing to wide audiences.
- Interactive, visually driven design: The adaptive interface enhances accessibility and keeps users inspired.

Weaknesses

- Complex development requirements: Personalized UI per sport requires design time, backend logic, and continuous updates.



Opportunities

- Growing demand for personalized fitness and sports apps – perfectly aligned with Sporty's adaptive model.
- Partnerships with coaches, gyms, academies, and local sports events to provide exclusive content and expand credibility.
- Gamification potential: Level badges, streaks, progress tracking, team challenges.
- Marketplace expansion: Branded gear, sport-specific equipment, or athlete-to-athlete exchange.
- Social activation: User-generated content, skill challenges, and mentorship communities.

Threats

- Competitive market: Many sports/fitness apps focus on single-sport niches or global fitness; Sporty must differentiate with depth + personalization.
- User trust challenges: First-aid content must be medically accurate; any error could harm reputation.
- High expectations for multi-sport expertise: Users may expect expert-level guidance in each sport.
- Privacy concerns: Personalized profiles and community interaction require strong data protection.



TYPOGRAPHY & COLORS

COLOR PALETTE

Primary Color Secondary Color

001321 054E6F

01C5BA FFD900

67C50A

FFFFFF

00A3E3

9E9E9E

ED765A

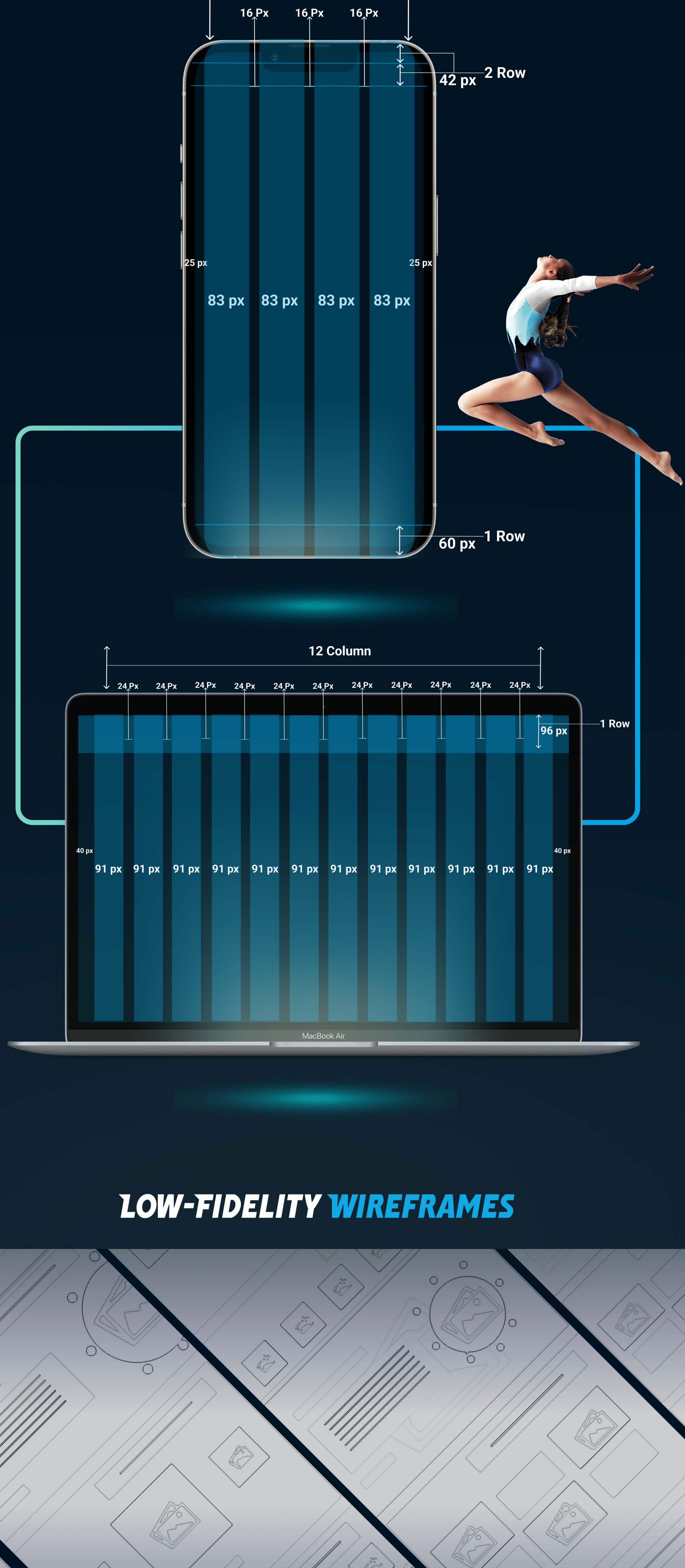
67C50A

FFC300

C8F000

00A3E3

GRID WIREFRAMES



LOW-FIDELITY WIREFRAMES



HIGH-FIDELITY WIREFRAMES



COMPONENTS

\$10

\$10

\$10

Pick-up
We'll collect items from your location

Pick-up
Select pickup time & location

VIEW MORE

VIEW MORE

VIEW MORE

JOIN NOW

JOIN NOW

JOIN NOW

SPORTY

Store **First-Aid** **Community** **Donation** **Events**

Founders:
Kerillos Samy
Reem Mahmoud
Menna Younis
Alia Shafik
Heba Doewidar
Sohaila Mohamed

Contact Us:
Mobile:
E-mail:

Subscribe

November 2025

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8	9	10	11	12	13	14
15	16	17	18	19	20	21
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COM
NITY!



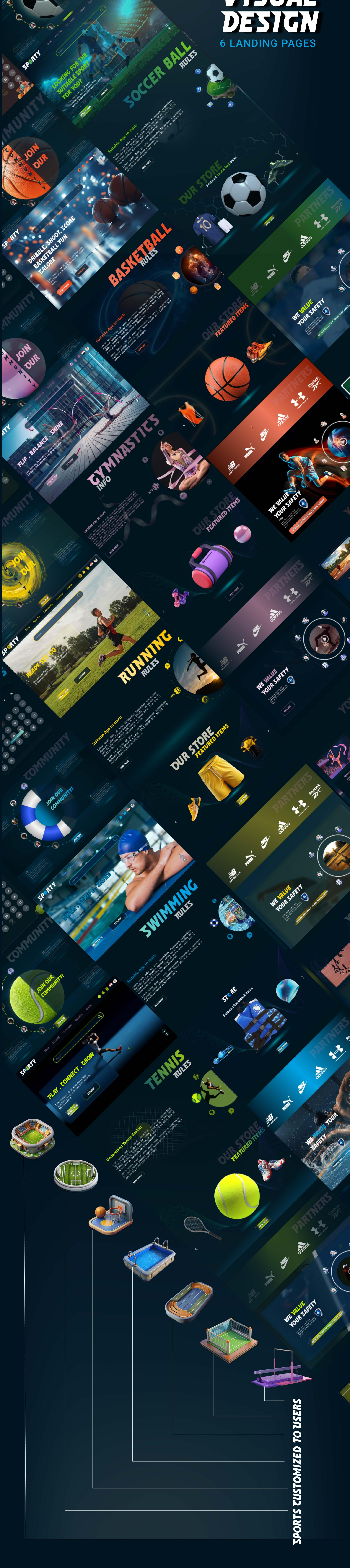
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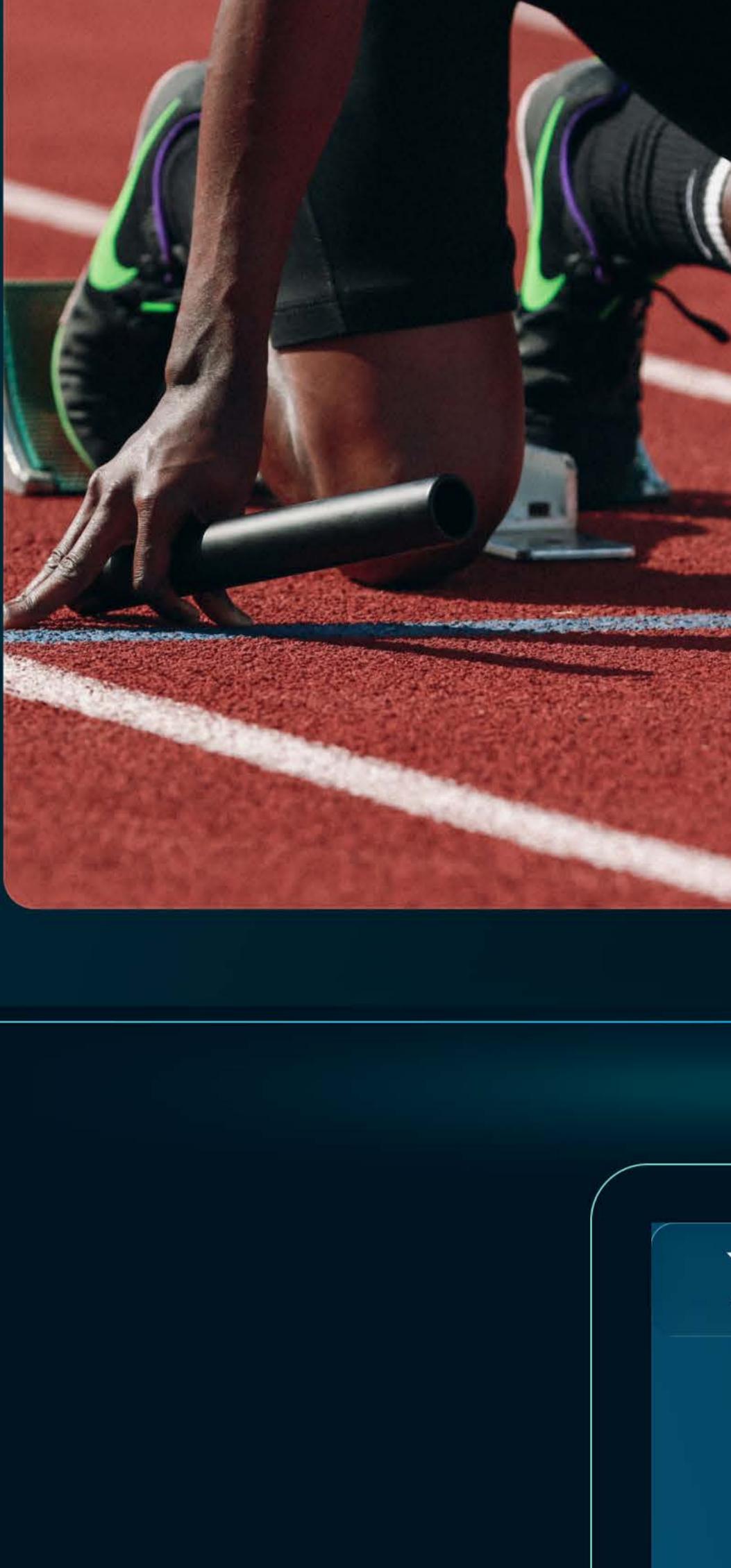
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11



10



SPORTY

Welcome Back

Email or number

Password

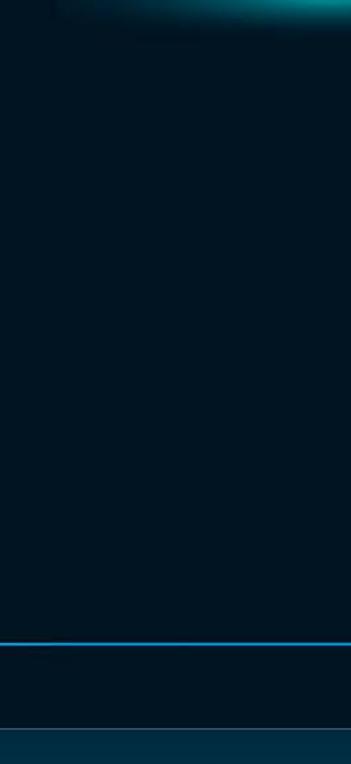
LOGIN

or continue with

Gmail Facebook Google

Don't have an account? Sign up [Here](#)

LOG IN



ERROR PAGE



SPORTY

Sports Store First-Aid Community Donation Events

PAGE NOT FOUND

we are sorry, couldn't find the page that you were looking for

[BACK TO HOME PAGE](#)

COMING SOON

something great is on the way

14 Days 6 Hours 4 Mins 22 Secs

Get notified when we launch

NOTIFY ME

COMING SOON



RESPONSIVE DESIGN

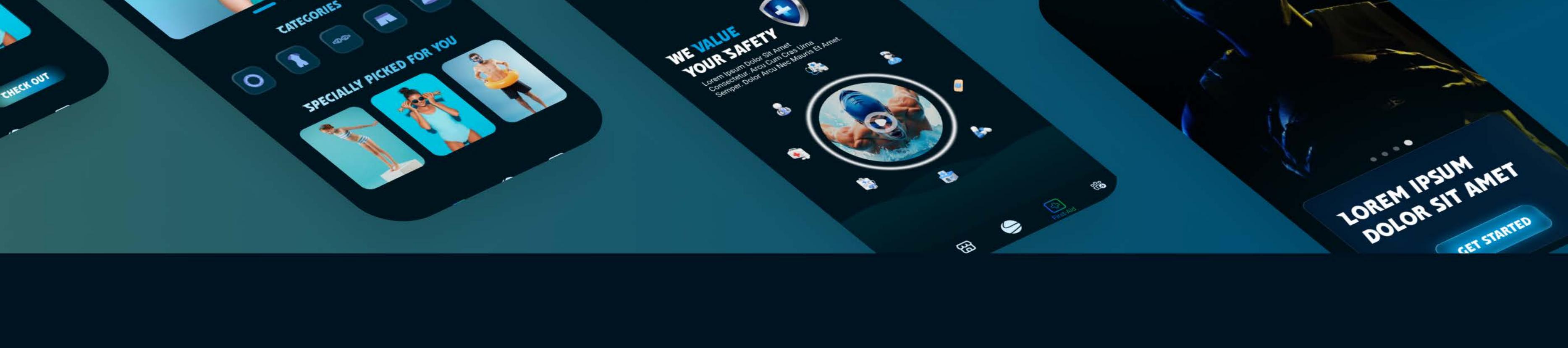


MOCKUP

6 Profiles



MOBILE APP



VISUAL DESIGN AESTHETICS



A/B TESTING

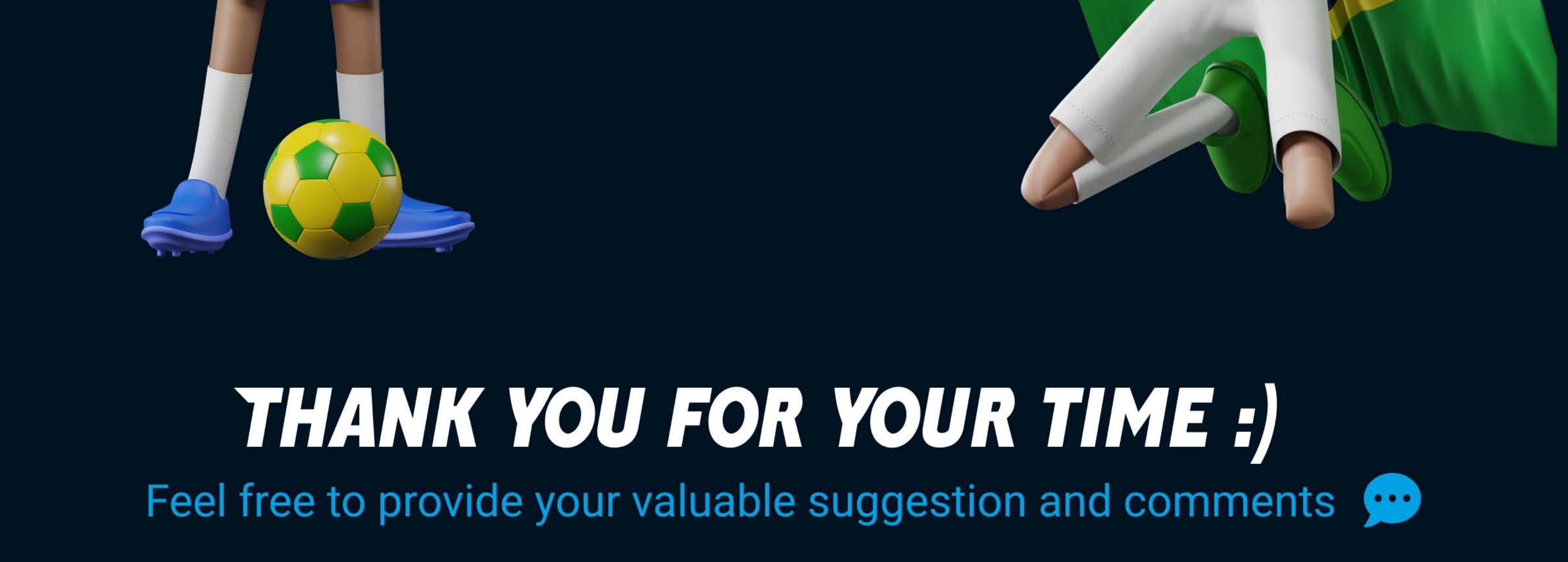
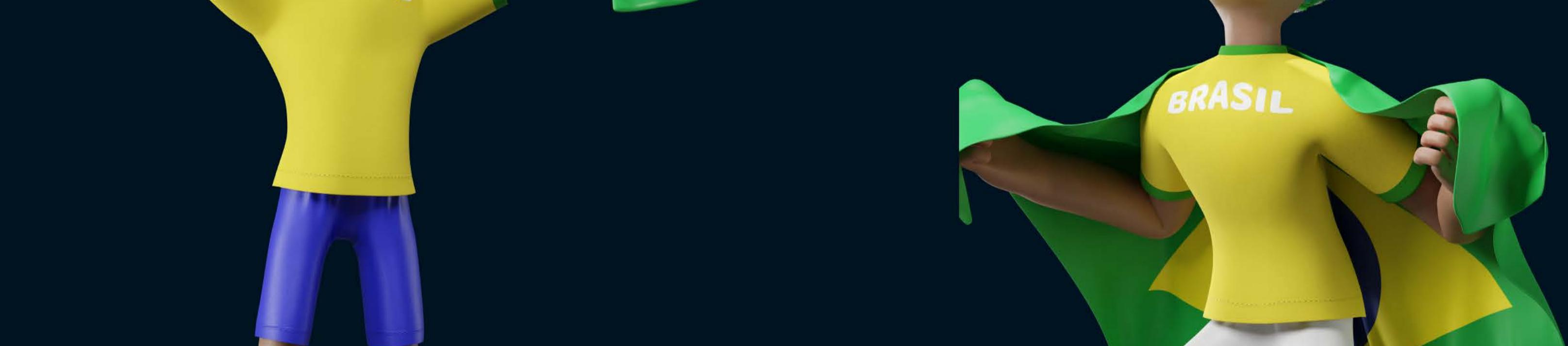
SPLASH SCREEN DESIGN TEST



CONCLUSION

Our A/B test between the "Realistic Sports" (Design A) and "Abstract Minimalist" (Design B) splash screens clearly showed that Design B is the winner. User feedback revealed that Design A was "visually overwhelming" and "fatiguing," while Design B was perceived as "modern," "sophisticated," and "clean." It successfully established a unique brand identity without the cognitive load of the photorealistic option. Therefore, we will move forward with implementing Design B and explore extending its minimalist visual language to other areas of the app, like empty states and loading screens, to build a more cohesive product.

OUR TEAM



THANK YOU FOR YOUR TIME :)

Feel free to provide your valuable suggestion and comments