

# **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 Mahmoud 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 / Figiam File](#)

[UI / Figma File](#)

[Case Study File](#)

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**Thanks**

**Sporty Team**