



WAGON WHEEL DESIGN

BAA Boston Marathon iPad App

ADDISON HANSON



Megan Budz
Program Manager
BAA

Re: Authorization to proceed – BAA Boston Marathon Tablet App

Dear Ms. Budz

March 29, 2018

Thank you for choosing Wagon Wheel Design for your application development needs. Attached you will find my complete report which includes finished screens, a UI structure diagram, a design brief, and two persona descriptions that helped guide our design process.

Our main goal with developing the look and feel of this application was to maximize usability for people of all technology literacy levels. One of our personas was an elderly lady who wants to be able to follow her son and daughter-in-law during the race, and the other is a tech savvy reporter. Our design tries to serve both their needs. The attached design brief will go into more detail.

Overall, we wanted to keep the interface simple and uncluttered. We also tried to keep with the BAA color scheme, using the blue and yellow as the main colors. Moving forward, I would like to send along a prototype next week that will allow you to actually click through the application and get a sense of how someone might interact with it. This wouldn't be a finished working application but it will have similar surface level functionality.

Sincerely,
Addison Hanson
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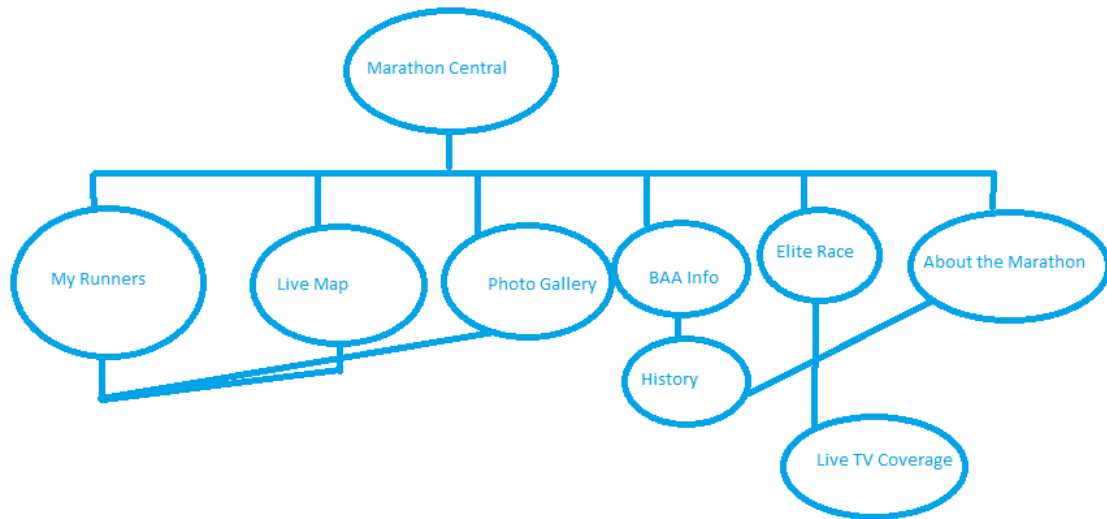


Design Brief:

Attached are some of the screens we have created for this project. The main themes that we used were the idea of simplicity and usability. The current screen will always have a navigation tray tab in the top left corner and a help button in the top right. The navigation tray will have links to all the other pages available in the app as well as an option to return to the main screen. The help tray will open up a text box where users can type what they need help with. Using our two personas, we designed this application to appeal to a wide variety of people with many different technology experience levels. Overall we went with a flat looking design that incorporated the BAA colors of blue and yellow. In the full build of the app, we don't see room for flashy animations or sounds, instead picturing it as simple slides and fades. The map will be inserted using the Google Maps API which allows programmers to create routes, drop pins for important locations, and track GPS enabled devices. By using the Google Maps API we will give users a very familiar experience while customizing it for our needs.



UI Structure Diagram





Personas:

1. Edith Covington:

Edith is a 67 year-old retired school nurse. Her son Adam and his wife Laurie are both running in the Boston marathon. She lives in Naples, Florida and wants to be able to follow Adam and Laurie's runs. She enjoys knitting and watching hour long Netflix documentaries. She has an iPad that her children got her last Christmas and she's gotten quite good at standard navigation and interaction tasks using the iPad. The main features she is interested in are live tracking and the ability to view photos of her son and daughter-in-law's race progress. She wears high strength reading glasses and even with them on, she sometimes has a hard time seeing buttons and features that aren't really high contrast.

2. Steve Defoe:

Steve is a 34 year-old reporter who is covering the race for the Boston Globe. He will be at the race and interviewing some of the world's top marathon athletes. He is responsible for submitting several articles in the days leading up to the race as well as a recap of the elite races on the day of. He will be using this application as a research tool as well as a tracking device. He needs to be able to learn about the history of the 5 major marathon races in the world as well as historical results. He also wants to be able to create a narrative for the race that will be compelling for his readers. He needs access to top racers past results as well as background stories on the pros. He is fully invested in the Apple ecosystem and is very tech savvy.



UI Design Requirements:

1. All buttons will have be rounded rectangles with high contrast text labeling
2. There will be an interactive map to track racers
3. The map will have layers showing historical routes and results
4. The main navigation will happen from a “tray” on the left hand side
5. There will be a high contrast accessibility feature
6. No unnecessary animations
7. No advertisements
8. Consistent and simple color palette, probably drawing from the BAA logo and branding
9. Splash Screen when opening that is a blue background with the BAA logo fade in and fade out
10. Sans Serif font
11. Using lines to clearly separate the screen into different sections
12. The header will have the running times of the users “favorited” runners
13. Access to live TV feed of the elite race along with expert commentary
14. Photo section to enable users to see photos by bib number
15. Look up runner by bib number to see name, hometown, etc.
16. Ability to donate to runners who are running for charity.
17. Read about the history of the modern marathons
18. See world rankings of the best runners
19. Help button will bring up a guided tour of the app and its features
20. Social media page that will aggregate the tweets that are using certain race related hashtags
21. Buttons to share loved ones live location and times on social media (Facebook, Twitter, etc.)
22. Ability to add up to 20 runners to your “favorited” runners group
23. The favorite’s page will list each runner, their times, and expected finish time.
24. Can purchase hospitality packages for runners when they finish (post-race massage, food, etc.)
25. Clear hierarchy between the header and the nav tray and the main screen



The Boston Marathon



My R

Adam C
Current D

Laurie
Current D

Add Runners

 Search By Name or Bib Number

Add Runner





The Boston Marathon



My R

Adam C
Current D

Laurie
Current D

Add Runners

 1534

- ☒ Jeremy O' Connor - **15346**
- ☐ Arthur Birch - **15348**
- ☐ Sarah Hanson - **15349**

Add 1 Runner





The Boston Marathon



My R

Adam C
Current D

Laurie
Current D

Add Runners

 1534

- ☒ Jeremy O' Connor - **15346**
- ☒ Arthur Birch - **15348**
- ☐ Sarah Hanson - **15349**

Add 2 Runners





The Boston Marathon



My Runners

Adam Covington - 15143

Current Distance:

8.7
miles

Current Time:

01:16:30
H M S

View On
Map

Laurie Covington - 15142

Current Distance:

7.6
miles

Current Time:

01:23:36
H M S

View On
Map

Jeremy O'Connor - 15346

Current Distance:

11.8

Current Time:

01:10:48

View On
Map





The Boston Marathon

Q Search Help

Marathon Central

My Runners

Live Race Map

Photo Gallery

BAA Information



The Boston Mar

← restl

Marathon Central

My Runners

Live Race Map

Photo Gallery

BAA Information

Find the nearest restroom



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The Boston Marathon



Live Race Map

My Runners:

Adam

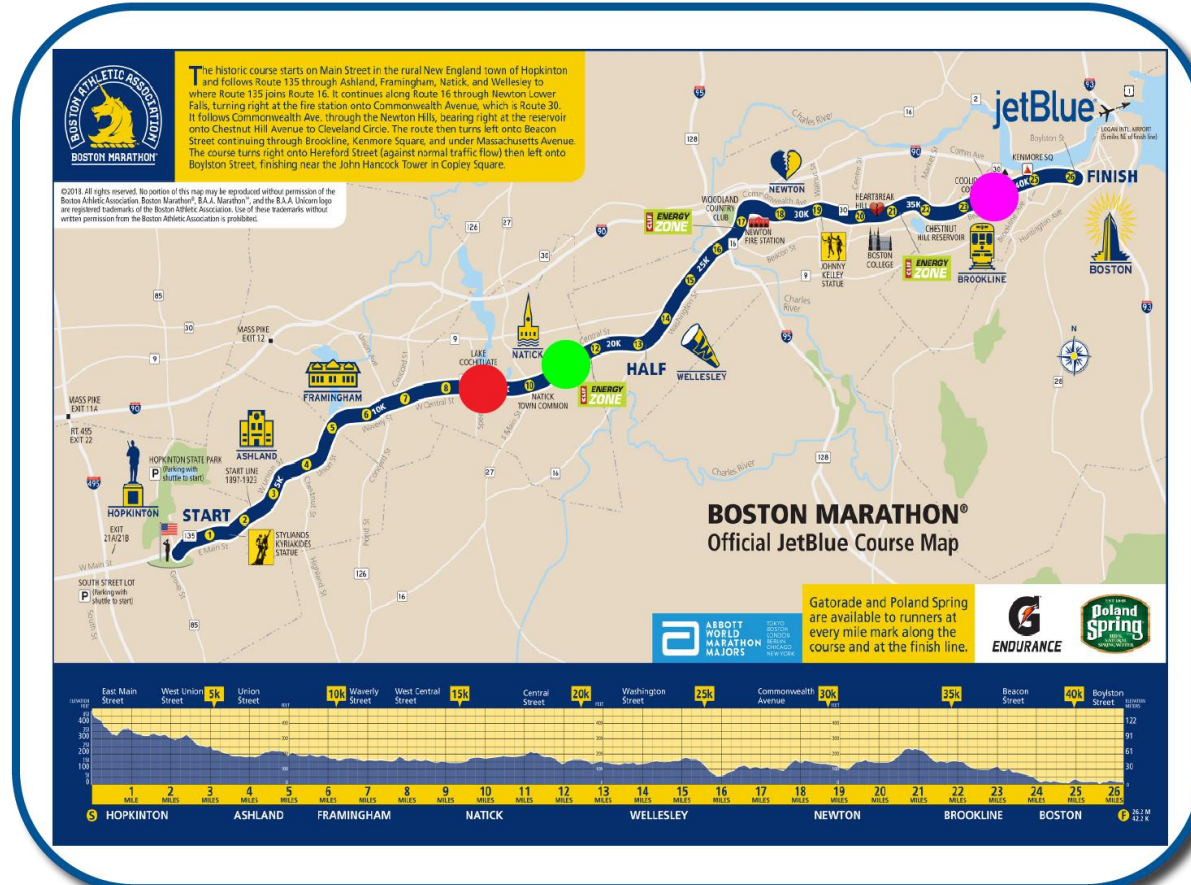
Laurie



Elite Race Leaders:



Amenities





The Boston Marathon



Marathon Central

My Runners

Live Race Map

Elite Race Coverage

Photo Gallery

BAA Information

About the Marathon



The Boston Marathon



My Runners

Adam Covington - 15143

Current Distance:

8.7
miles

Current Time:

01:16:30
H M S

View On
Map

Laurie Covington - 15142

Current Distance:

7.6
miles

Current Time:

01:23:36
H M S

View On
Map





Marathon Central

Live Race Map

My Runners

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Help

Boston Marathon



13

Current Time:

01:16:30
H M S

Mile 15: -- : -- Mile 20: -- : -- Finish: -- : --

42

Current Time:

01:23:36
H M S

Mile 15: -- : -- Mile 20: -- : -- Finish: -- : --





The Boston Marathon



Photo Gallery - Adam Covington

