Moovly

Social Sports App

Find people to play sports, together.

A native app attempting to connect people who want to play the same sports as you do.

The problem

Market is saturated

Many Existing apps already cater to people looking for available spaces also designed this way. How the user experience is different?

Isolation

In today's world, we spend more and more time in our PCs, after work, coming, weekends, everything is spent in front of a computer screen.

Covering for team work

Sport are designed this way, as a human, we have a need to be part of a team, to belong to a group, and sport covers all requirements.

Cancelling plans?

If you the baseball trial an sport to go outside and meet people, what happens if the weather changes? Also, really need to cancel your plans?

The solution

To help people find other people who want to play sports I designed Moovly!

A native app developed for iOS and Android that helps.

The process timeline

- Discovery
- Market Study
- Ideation
- Low-fidelity wireframes
- Usability Study
- Hi-fidelity wireframes
- Prototype
- Usability Study
- Refining the design
- Implementation

Purpose & context

By creating Moovly I was attempting to help people who want to play sports with other people.

The app is for everyone who wants to play sports, and find people who are looking for a sport buddy.

Moovly is a mobile app, designed for iOS and Android.

I chose to design a native app because I wanted to focus more on the user experience and the interaction with the app.

A native app allows the user to have a better experience, because it is more intuitive and easier to use.

It allows to find good and nearby places to play sports, and also allows people to meet and play together.

It also allows people to find people who are looking for a sport buddy.

It also allows people to create personal events and invite people to play together.

Moovly is a social app, with a social feed, where people can share their experiences, and also can see what other people are doing.

The objective

The goal was to design an easy to use app, version of a mobile app that solves a specific user problem.

My guiding principle was to create a user-friendly app that would encourage people to meet together and have a good time, wouldn't stop user from enjoying or finding an activity.

Therefore I was aiming for a simple app, as simple as it would be to find people through the activities, and focus on activities.

The approach

After conducting a research study, I started to conceptualizing the solution for this project.

First up, I've built a User Flow Diagram.

Then Low-Fidelity Wireframes were developed, with the goal of creating a simple, transparent and simple layout. Below you will find the highlights of those wireframes.

Next I transformed them into **High Fidelity Wireframes**.

With designed screens I created Prototypes * and tested them to show you the best possible outcome here with changes applied.

*links to the prototypes are provided later

Onboarding (Android)

Moovly
Find people to play sports, together.
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Find people to play sports, together.
Find people to play sports, together.
Choose what you like to do because on the app could notify suggestions for you.
Find friends
Find friends
Find friends
Find friends
Find friends
Enjoy!
Enjoy!
Enjoy!