New Tides for SwimPhone

A re-design and development proposal

CHRIS KORKOS
Project Manager

EXPERIENCE

- Cognitive Science Major with minors in Writing and Computer Science
- CogSci Series: Usability and Info Hierarchy, other design-focused courses
- Computer Science Series: Took classes focused on the logic behind building programs and skills necessary for enhancing websites

PAST PROJECTS

- Rally: Independent project with Professor Boyle and other students; Designed and developed mobile app for game organizing
- Practicum in Pro Web Design: Redesigned the site for the Virtual Reality Club at UCSD

J DELANEY
Lead Developer

EXPERIENCE

MongoDB
- Built fuzz testing system leading to discovery of over 2 dozen fatal bugs
- Extended internal code review system used by 200 engineers

CloudFlare
- Developed for Red October anti-espionage system
- Contributed to CFSSL, a safer alternative to OpenSSL

Moebius Solutions
- Led creation of tactical video recall - reconnaissance tool used by the Marines

CAIDA
- Performed research on internet topology

UPCOMING

- Core API Team at Stripe

ALYSSA O'NEILL

Lead Visual Designer

PAST EXPERIENCE

- Web Designer of Guardian Newspaper
- UX Designer of Aqua Design Innovations
- UX researcher for LearnWorld
- Instructional Apprentice for Information Architecture under Professor Boyle
- VP Outreach of Design.UCSD: fostered design community, lead informative workshops

PAST PROJECTS

Ideorbit

- Note-taking mobile web app that enables users to organize ideas intuitively through a tactile interface
- Won "Most Elegant Solution" out of 79 teams

Visit

- 3-D Art Sharing Platform for amateur artists

UPCOMING

- Product Design at DirecTV/ATT

JAKE BROWNE

UI/UX Researcher

PAST EXPERIENCE

Language and Sound Recognition Lab

- Design, analyze and run experiments regarding music perception

Social Computing Research Lab

- Design data visualizations and CSCW platforms

PAST PROJECTS

Rally

- Design an app for short-term gamer matchmaking

Cyborg Sounds

- Designed and tested a product which augmented music performance
- Won first place in design competition here at UCSD; $1000 in funding

JENNIE YOON

Lead Visual/UI Designer

PAST EXPERIENCE

Graphic/Web Designer & Marketing Intern
- Design and implement for both web and print

Webmaster
- Design and maintain dynamic web sites and pages for both university and public audiences

Web Designer
- Design and develop the entire lifecycle of a website

PAST PROJECTS

CodeSketch
- Bringing coders and designers together to create wonderful side projects

Grizz
- Won “Most Human-Centered” out of 79 teams
- Rent or list outdoor gear on a mobile platform

UPCOMING

- User Experience Design at DirecTV/ATT

MICHAEL HOHL

UX Researcher/Designer

PAST EXPERIENCE

Research Assistant
- Conducted participant-based research

Critical Design Instructional Assistant
- Provided guidance to students on their design projects

Design Programming Chair of Design.UCSD
- Lead workshops teaching Adobe Illustrator, storyboarding, and design sprints for a pre-professional design organization

PAST PROJECTS

Grizz
- Rent or list outdoor gear on a mobile platform
- Won “Most Human-Centered” out of 79 teams

CodeSketch
- Online platform that connects designers and coders with each other to work on their own side projects

UPCOMING

- UX Design at Viget Labs

TAVISH GRADE

UX Designer

PAST EXPERIENCE

Undergraduate Researcher, The Design Lab UCSD
- Performed ethnographic research

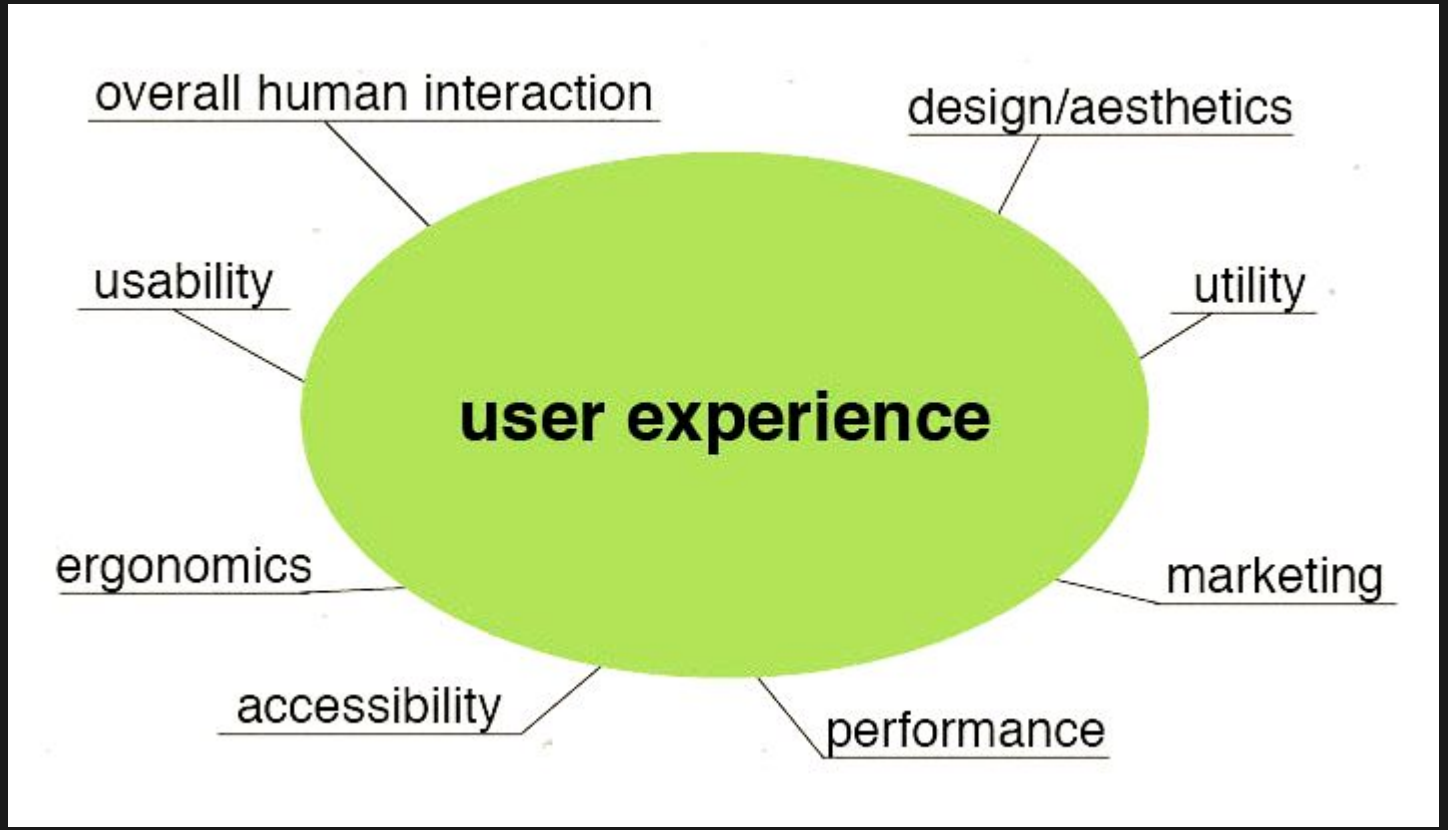
Research Assistant
- Design and conduct experiments

PAST PROJECTS

CodeSketch
- Bringing coders and designers together to create wonderful side projects

Flossy
- Webapp offering the gamification of flossing for both adults and children

WHY UX MATTERS



SWIMPHONE

Like 1.6K

ART

ParthenonMetopes
Greek Pottery

The Parthenon

Work began on the Parthenon, built on the Acropolis, in 447 BC to replace an existing temple which was destroyed by the Persians in 480 BC and cost 469 silver talents to build. The work began under the orders of Pericles to show the wealth and exuberance of Athenian power. The name of the building most likely came from a cult statue of Athena Parthenos housed in the eastern room of the building. This magnificent structure was built of ivory and gold and was sculptured by the renowned sculptor Phidias. As with most buildings on the Acropolis it was dedicated to Athena to thank the Goddess for their success. The Parthenon was finally finished in 432 BC and was to show the world the dominance and power of Athens. The vast majority of the money used in the construction came from the Delian League funds. The Delian League was a treaty between the Greek states in league against the Persian Empire. However two years before work started on the Parthenon, the Athenians had struck a peace treaty with the Persians ending the war, although the League continued to exist. It is believed that because of this the league stopped being a mutual defence against Persia but part of the Athenian Empire. This theory was reinforced when Athens moved the Leagues treasury from the Pan-Hellenic sanctuary at Delos to the Parthenon (Opisthodomos room). Not only was the Parthenon a magnificent structure to look at, but it also showed Athenian dominance over the rest of the Greek peninsula and that Athens was its Greek imperial master.

The five main instigators of the design and construction on the Parthenon were Pericles, Phidias, Kalamis, Ictinus and Calibrates. Pericles was the leading Athenian statesman at the time, Phidias and Kalamis were in charge of the design of the sculptures and decorations, and Ictinus and Calibrates were the main architects. The vast majority of the 469 silver talents spent on the Parthenon went on transporting the stone from Mount Pantelakos, which was about 16 kilometres from Athens, to the Acropolis. It is thought there are around 13400 stones in the building. The Parthenon is a clear example of Doric design with Ionic architectural features. The architects used a clever visual effect in their design of the building. The curvature of the Stylobate, the taper of the Naos walls (housing the cult statue) and the Entasis of the columns allow the visual effect to make the temple appear more symmetrical than it actually is. This design was so renowned it has been copied centuries later, even the Romans incorporated it into the design of their buildings, and a good example of this can be seen at the Roman library at Ephesus. Measured at the top step, the dimensions of the base of the Parthenon are 69.5 meters by 30.9 meters (228.0 x 101.4 ft). The Cella was 29.8 meters long by 19.2 meters wide (97.8 x 63.0 ft), with internal Doric colonnades in two tiers, structurally necessary to support the roof. On the exterior, the Doric columns measure 1.9 meters (6.2 ft) in diameter and are 10.4 meters (34.1 ft) high. The corner columns are slightly larger in diameter. The Stylobate has an upward curvature towards its centre of 60 millimetres (2.36 in) on the east and west ends, and of 110 millimetres (4.33 in) on the sides.

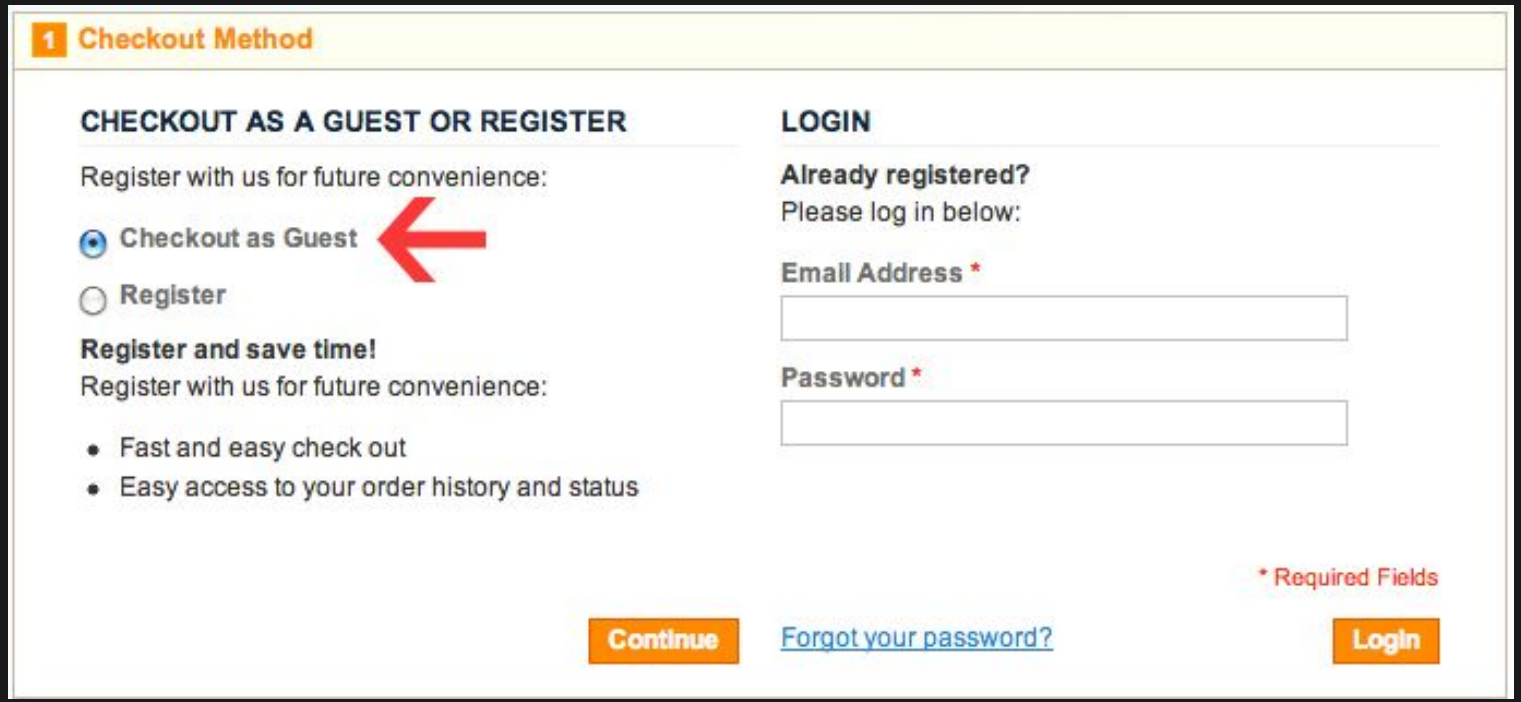
Inside the Cella it was made up of both old and new elements. There was a double pi-shaped colonnade which held the statue Athena Parthenos. The statue showed Athena dressed in full armour holding Nike (Goddess of Victory) to the Athenians in her right hand. In the west room (Opisthodomos) were 4 Ionic columns. The two sloped wooden roofs had marble tiles with false lion shaped spouts in the corners and false palmette shaped antefixes running along the edge. The room also held large marble statues placed on corner pediments, which were adorned with depictions of Athena's life. The East Pediment showed Athena's birth from Zeus' head whilst the Olympian Gods watched. The West pediment portrayed the dispute between Athena and Poseidon over control of Athens in front of Heroes, the Gods and the mythical Kings of Attica. The Outer Colonnade was made up of 92 metopes alternating with Triglyphs that were placed above the epistyle underneath the architrave, all of which held reliefs, (Trojan War on the northern side, Centauromachy on the southern side, Amazonomachy on the western side and Gigantomachy on the eastern side). The Frieze (dated 442-438 BC), which ran along the top of the Opisthodomos, Pronaos and the Cella was of the Ionic order and showed the greatest Athenian festival 'Panathinaia'. The festival held a procession from the Dipylon Gate in the Koromikos to the Acropolis. The procession was held yearly and had a special procession every fourth year. Athenians and foreigners came together at the festival, with all paying tribute and offering sacrifices to Athena.

The Parthenon had been kept in relatively good condition right up until the 19th century. During this time it had seen a number of changes. For nearly a thousand years the Parthenon was still used as a temple to Athena until as late as the 4th Century AD. By this time Athens had been turned into a province of the Roman Empire and had lost most of its former glory. Unfortunately

Gallery Item
Marble Statue
- 360 Degree
Caryatid from
Erechtheion
Pediment sculp

People
Pericles
Phidias

$300,000,000 Button

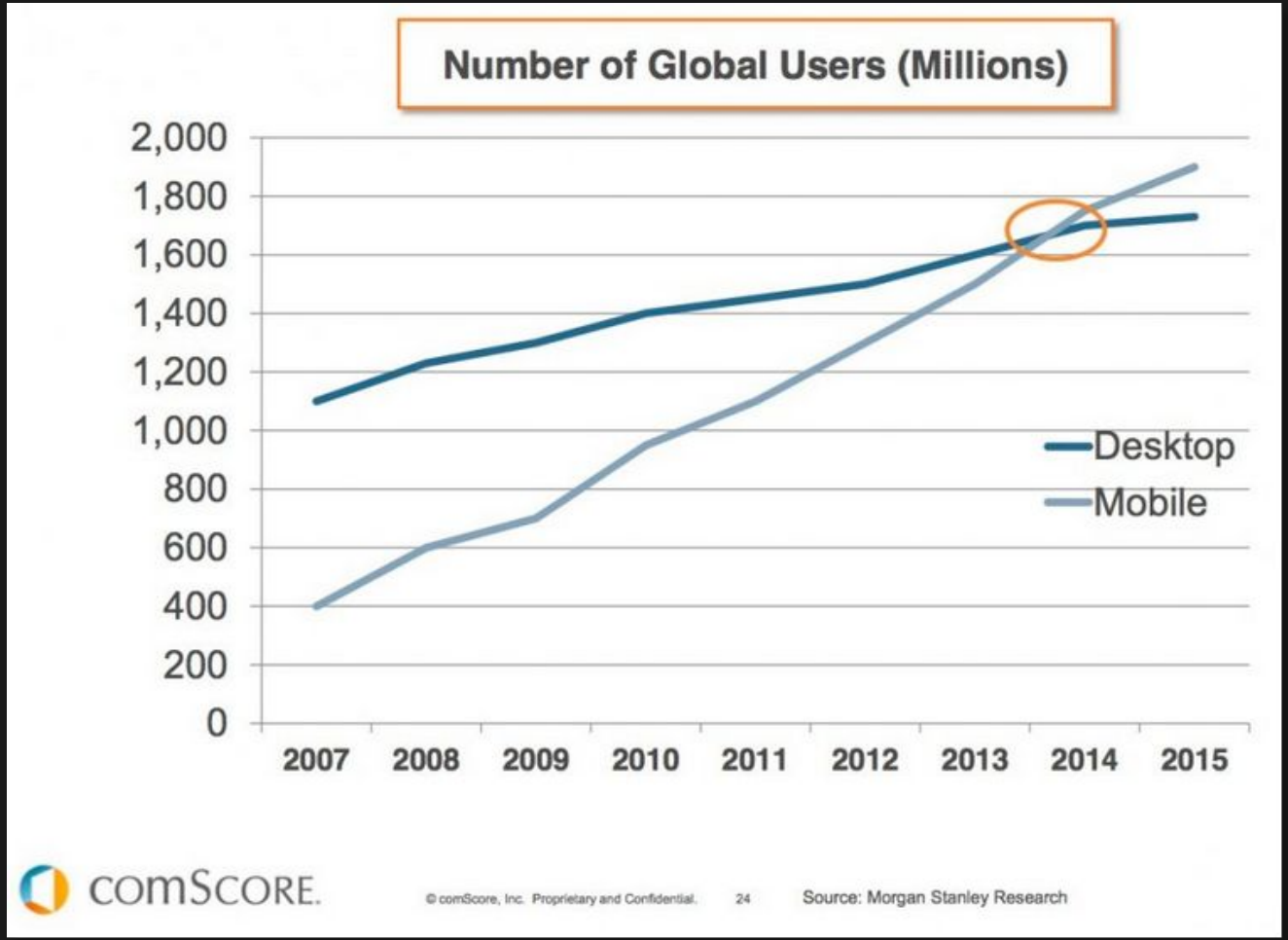


Source: https://articles.uie.com/three_hund_million_button/?utm_source=visitorcentric

It doesn’t matter if your site looks good.

If nobody knows how to use it,

they won’t come back to it.


Number of Global Users (Millions)
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1,800
1,600
1,400
1,200
1,000
800
600
400
200
0
2007
2008
2009
2010
2011
2012
2013
2014
2015
Desktop
Mobile
comScore.
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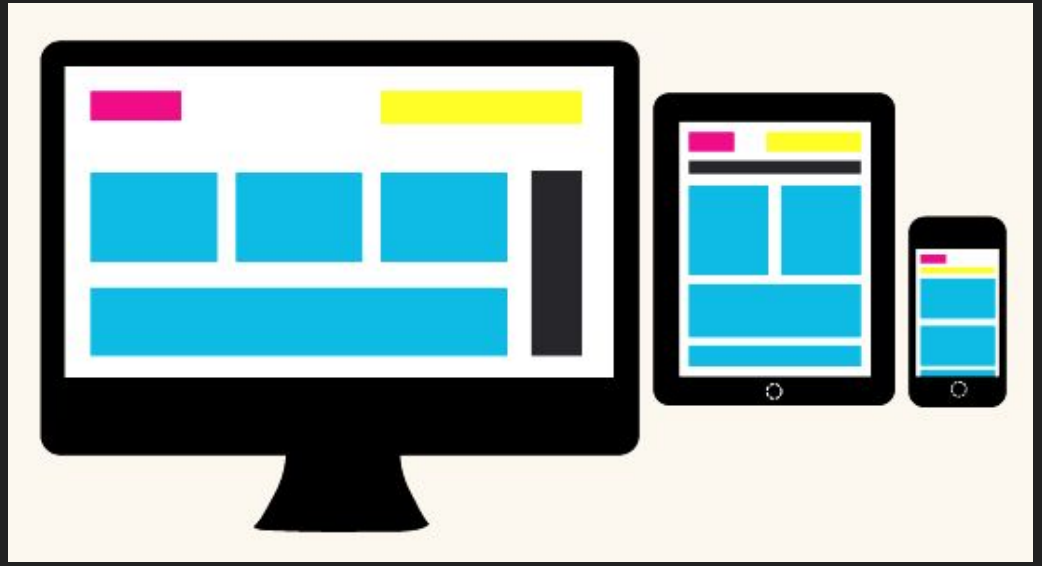
24
Source: Morgan Stanley Research

WHAT IS RESPONSIVENESS?



TIMELINE

PHASE 1 (Weeks 1-4)

Deliverable: Summary of Research, Lo-Fi Prototype

PHASE 2 (Weeks 5-9)

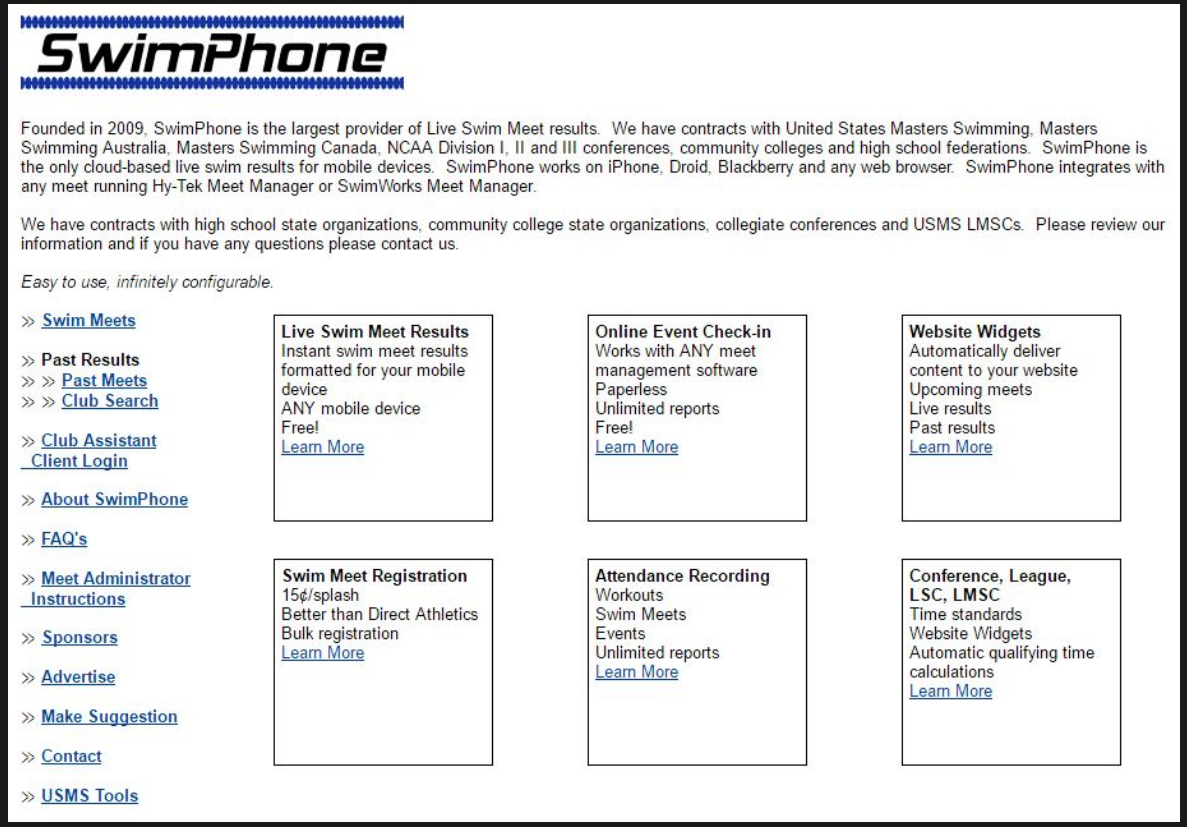
Deliverable: Functional Prototype

PHASE 3 (Weeks 10-13)

Deliverable: Finished Site! Including HTML, CSS, and JavaScript

Weekly Updates Throughout

THE PRESENT



SwimPhone

Founded in 2009, SwimPhone is the largest provider of Live Swim Meet results. We have contracts with United States Masters Swimming, Masters Swimming Australia, Masters Swimming Canada, NCAA Division I, II and III conferences, community colleges and high school federations. SwimPhone is the only cloud-based live swim results for mobile devices. SwimPhone works on iPhone, Droid, Blackberry and any web browser. SwimPhone integrates with any meet running Hy-Tek Meet Manager or SwimWorks Meet Manager.

We have contracts with high school state organizations, community college state organizations, collegiate conferences and USMS LMSCs. Please review our information and if you have any questions please contact us.

Easy to use, infinitely configurable.

» Swim Meets

» Past Results
» » Past Meets
» » Club Search

» Club Assistant Client Login

» About SwimPhone

» FAQ's

» Meet Administrator Instructions

» Sponsors

» Advertise

» Make Suggestion

» Contact

» USMS Tools

Live Swim Meet Results
Instant swim meet results formatted for your mobile device
ANY mobile device
Free!
Learn More

Online Event Check-in
Works with ANY meet management software
Paperless
Unlimited reports
Free!
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Website Widgets
Automatically deliver content to your website
Upcoming meets
Live results
Past results
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Workouts
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Events
Unlimited reports
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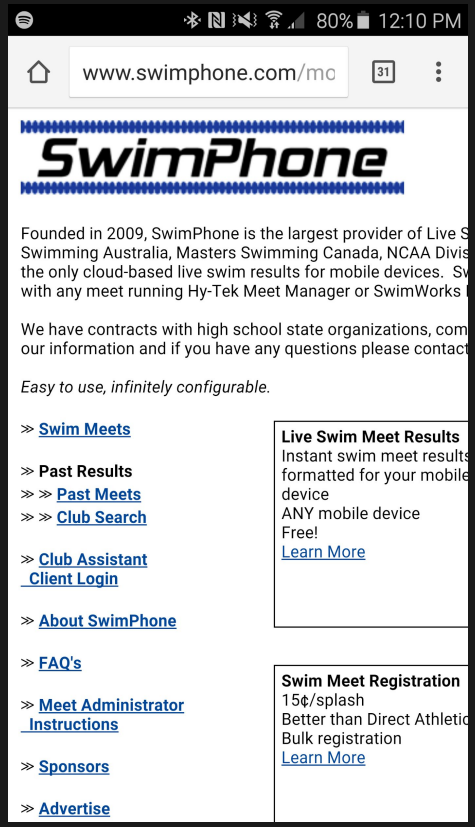
Conference, League, LSC, LMSC
Time standards
Website Widgets
Automatic qualifying time calculations
Learn More



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www.swimphone.com/mo

SwimPhone

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Live Swim Meet Results
Instant swim meet results formatted for your mobile device
ANY mobile device
Free!
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Swim Meet Registration
15¢/splash
Better than Direct Athletic
Bulk registration
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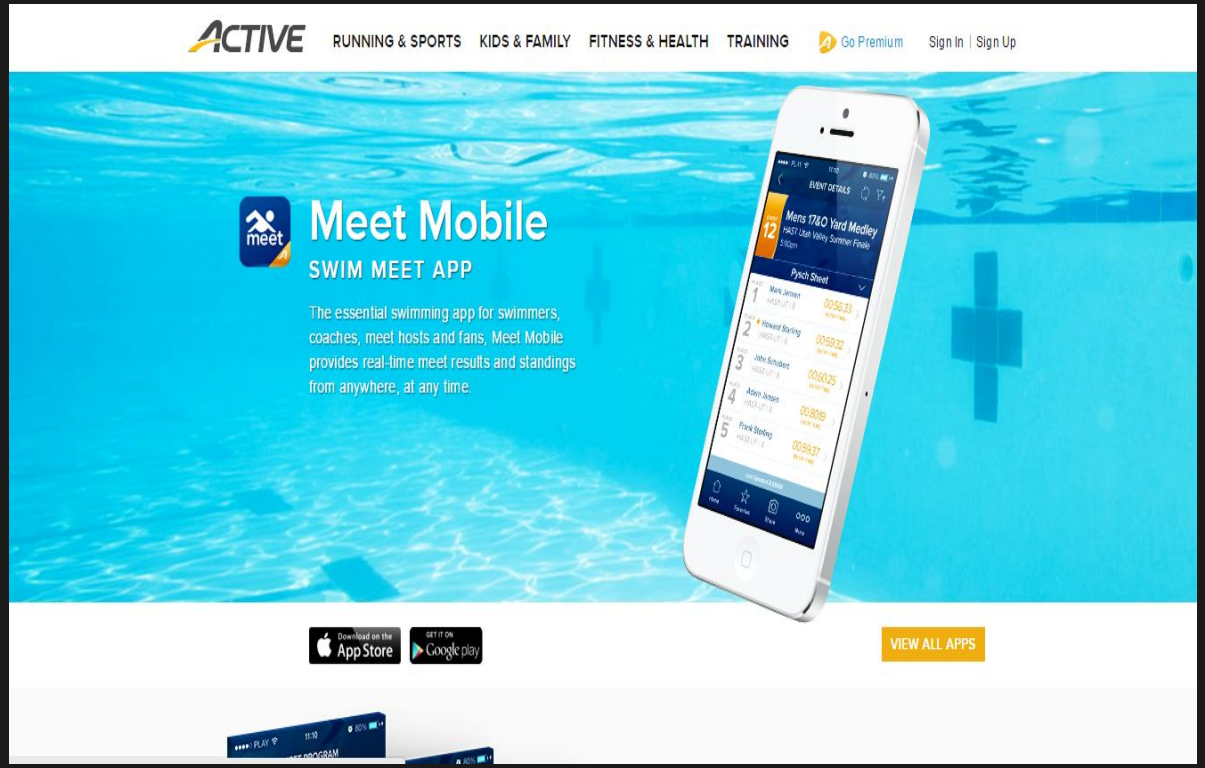
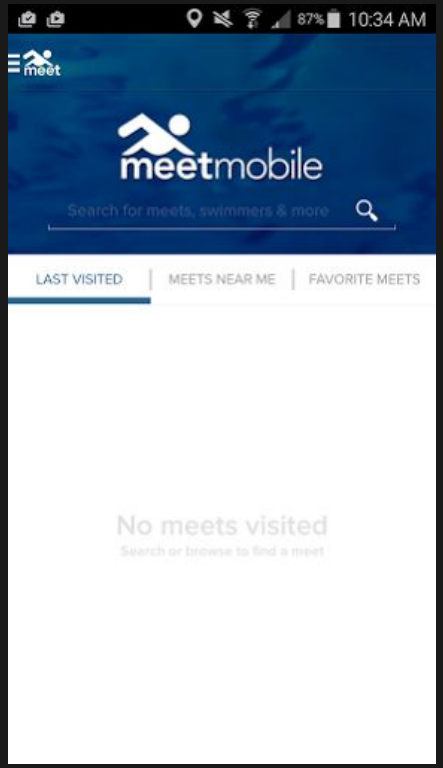
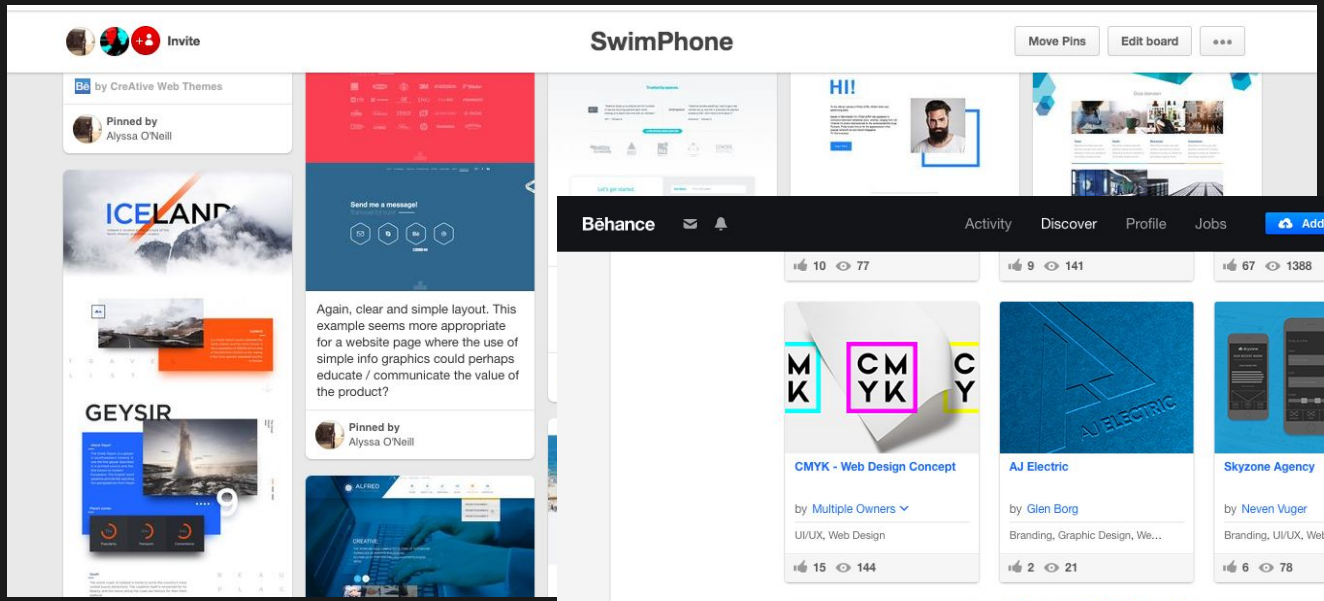
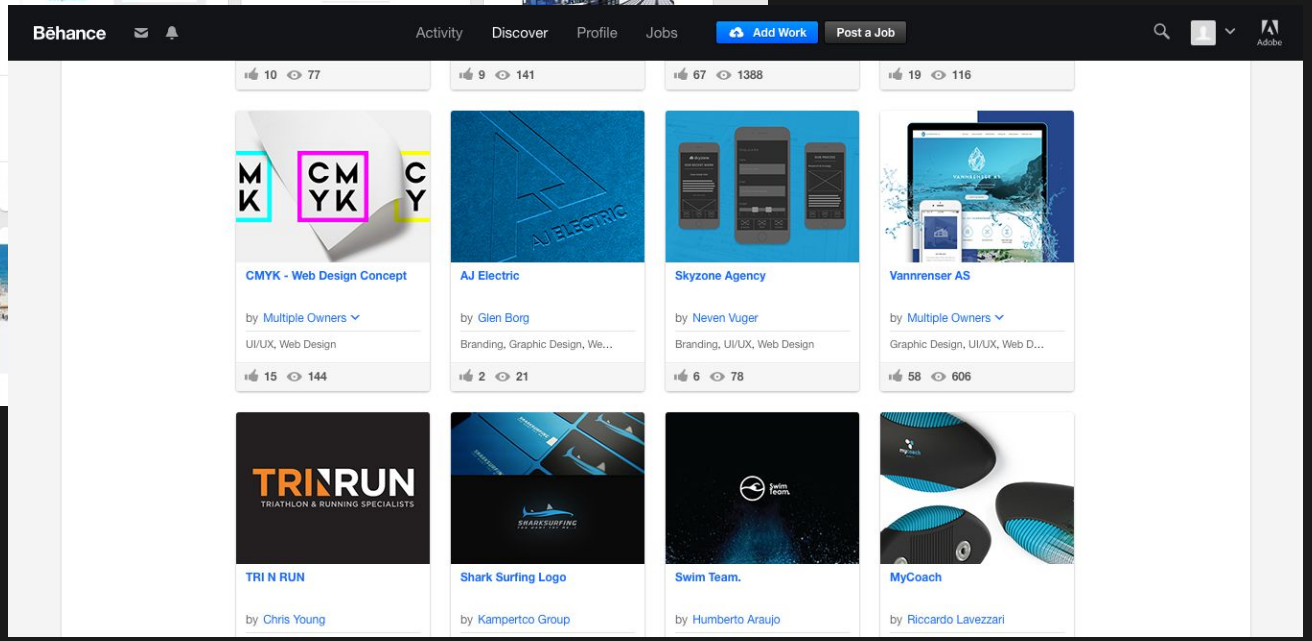
COMPETITIVE ANALYSIS



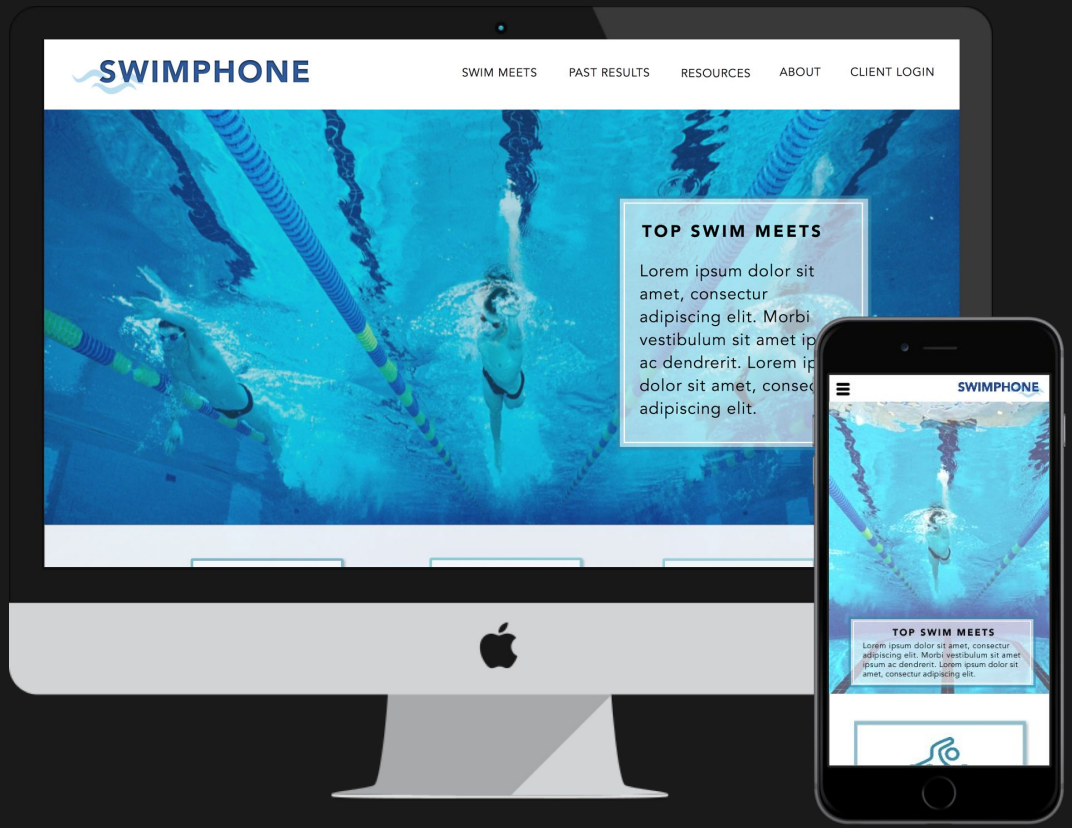


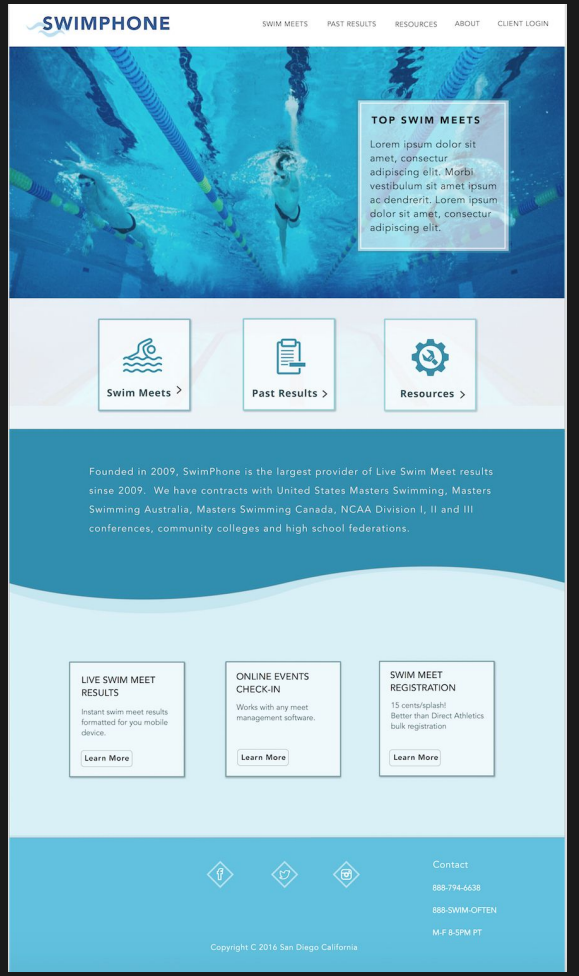
INSPIRATION AND BRANDING



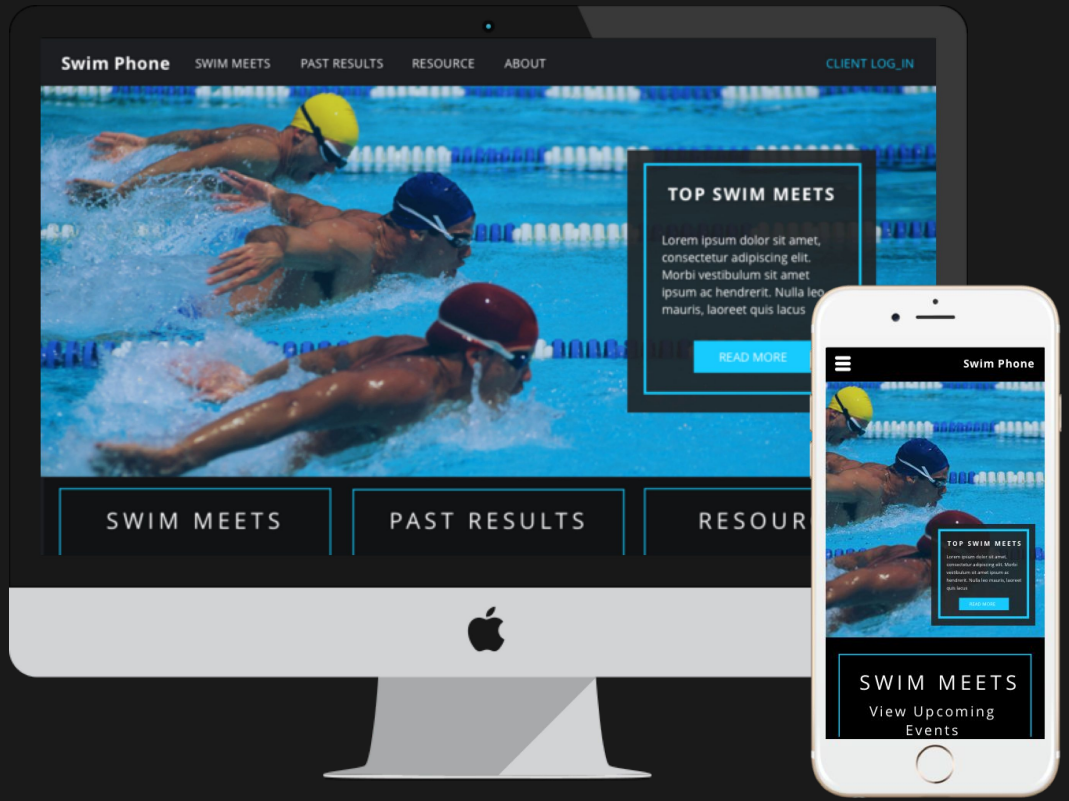


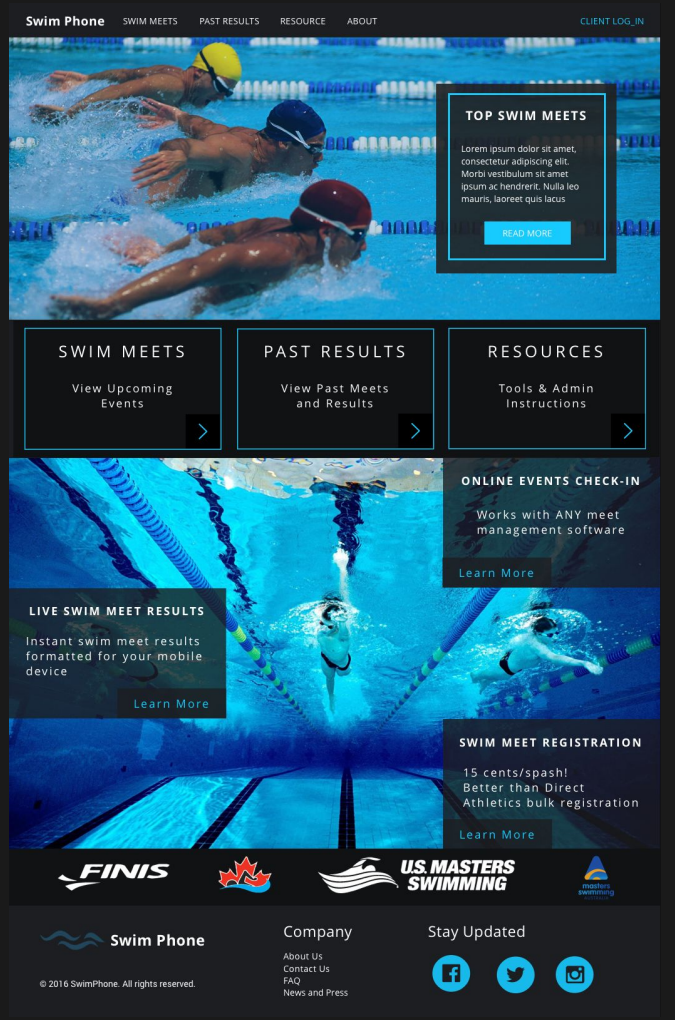
LIGHT VERSION

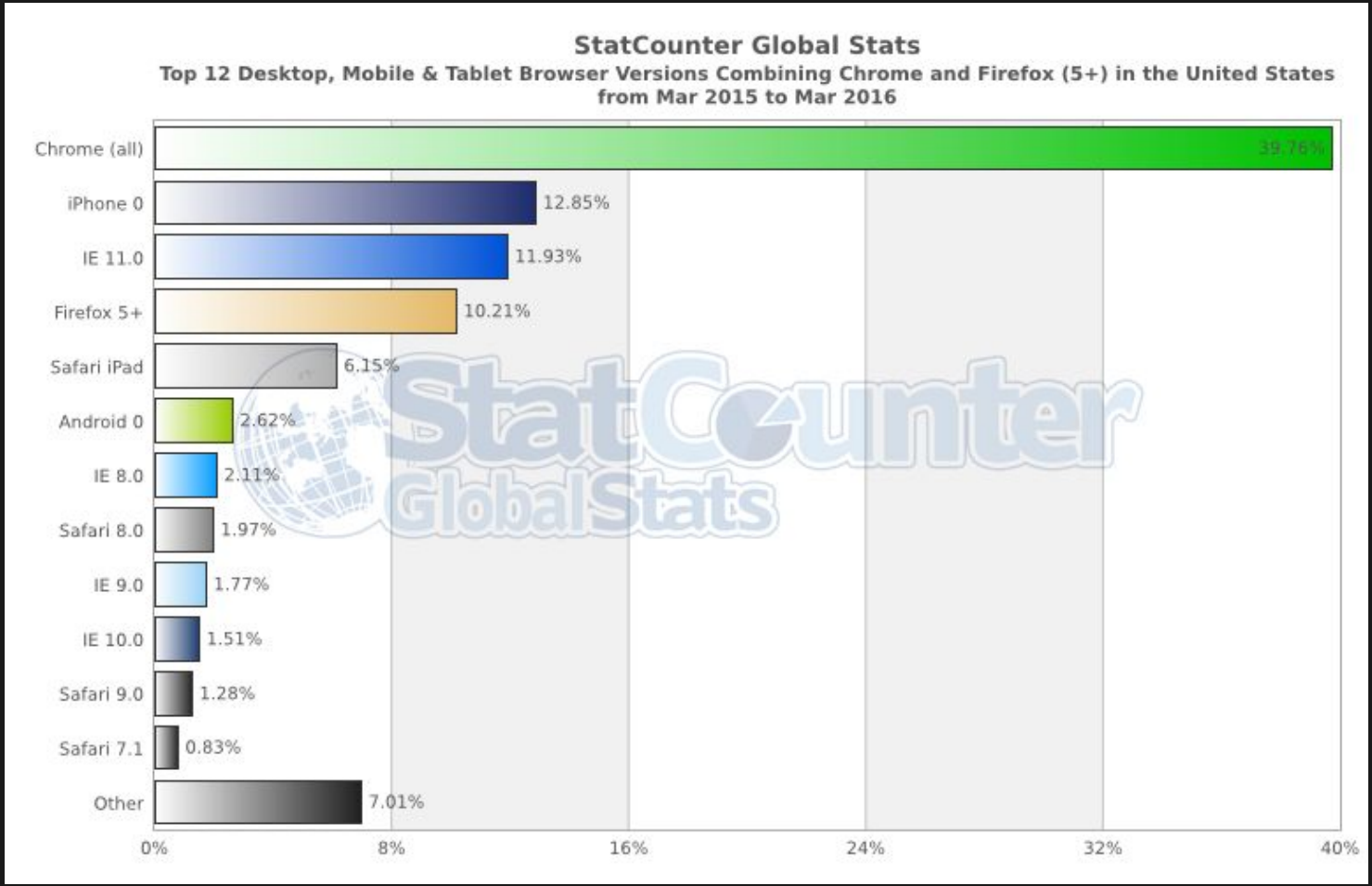




DARK VERSION






StatCounter Global Stats
Top 12 Desktop, Mobile & Tablet Browser Versions Combining Chrome and Firefox (5+) in the United States from Mar 2015 to Mar 2016
Chrome (all) 39.76%
iPhone 0 12.85%
IE 11.0 11.93%
Firefox 5+ 10.21%
Safari iPad 6.15%
Android 0 2.62%
IE 8.0 2.11%
Safari 8.0 1.97%
IE 9.0 1.77%
IE 10.0 1.51%
Safari 9.0 1.28%
Safari 7.1 0.83%
Other 7.01%
0%
8%
16%
24%
32%
40%
StatCounter GlobalStats

YOUR SITE WILL WORK WITH

1. Chrome
2. iPhone 6 Safari
3. Internet Explorer 11
4. FireFox
5. Safari iPad
6. Android Chrome
7. Android Samsung Internet
8. Safari 8
9. Safari 9

HTML, CSS, JAVASCRIPT

- Compatible with W3C standards
- Follow accessibility guidelines
- Fully commented and formatted
- Google Analytics
- Progressive enhancement

QUESTIONS & COMMENTS