

RACHEL LEWIS CMST308

BASKETBALL TEAM MANAGEMENT APP

UI/UX Design Project 2

DEFINITION

Definition

This is a breakdown of the design process for a sports team management app that will consider user personas, tasks, and the journey they'll take to successfully use it.

Background

San Jose Unity Sports is a local youth non-profit that promotes character development through sport of basketball. Since 2011, organization has grown from one team of 8 players to 6 teams totally in over 300 kids ranging from third to fourth grade.

The organization currently has a functioning website, however, due to their rapid growth and changing demands, the site can no longer meet their needs. The organization's founder is also looking to expand beyond just a website, and would prefer to dedicated have team app.

Even though there are several ready-made options available, San Jose Unity's founder concluded that it would be more cost effective overall to have their own team app designed that can be tailored to her teams' needs. The founder wants to use the app to manage team schedules, rosters, and messaging.



RESEARCH

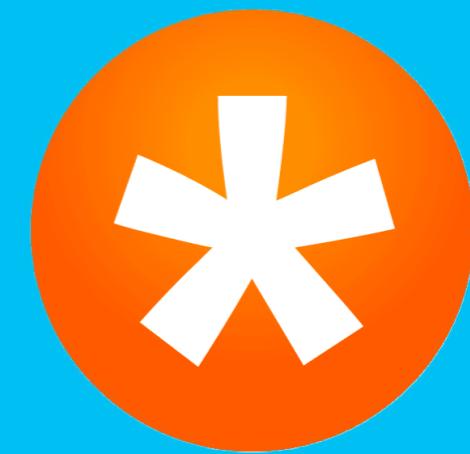


Comparisons

After careful research we have found the following two key youth sports team management apps with features similar to what San Jose Unity is hoping to implement:

- TeamSnap
- SportsEngine

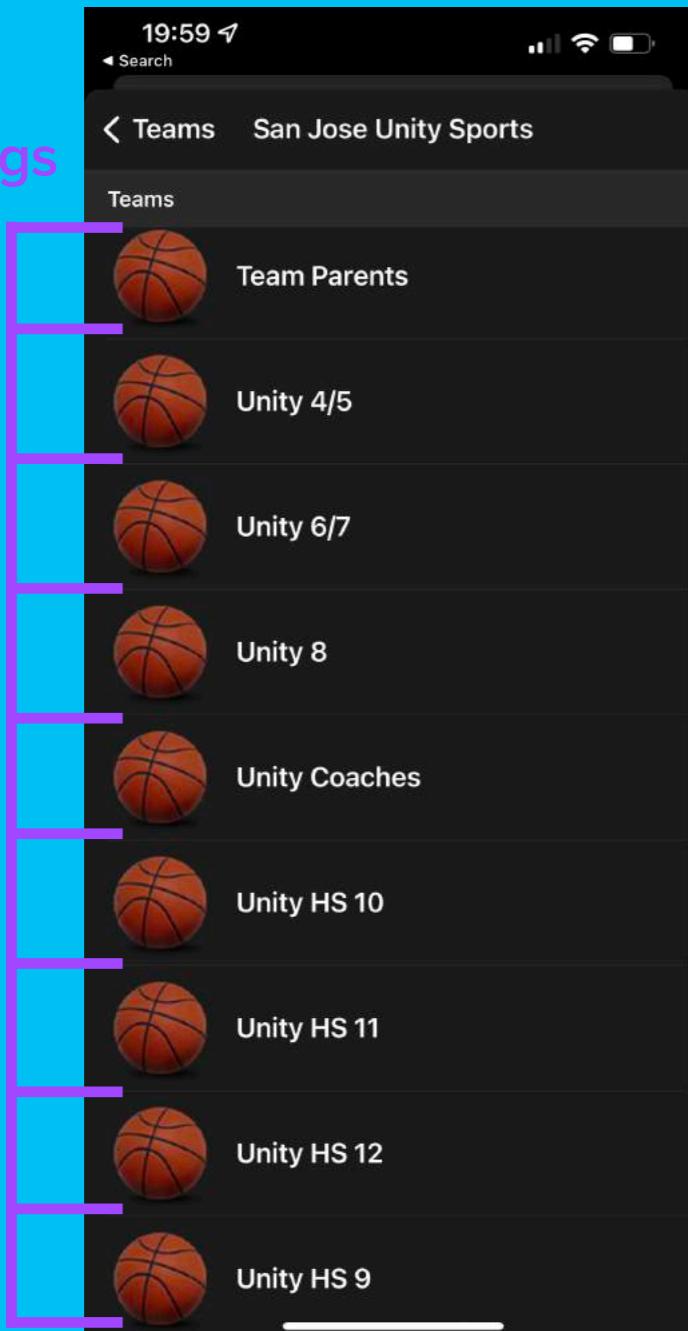
TeamSnap is a web service for managing recreational and competitive sports teams and leagues. It is an all-in-one solution aimed at coaches, players, and parents of all technical backgrounds. The app caters to more than 19,000 organizations with 4 million monthly subscribers, and integrates processes such as online registration, rosters, payments, and calendars.



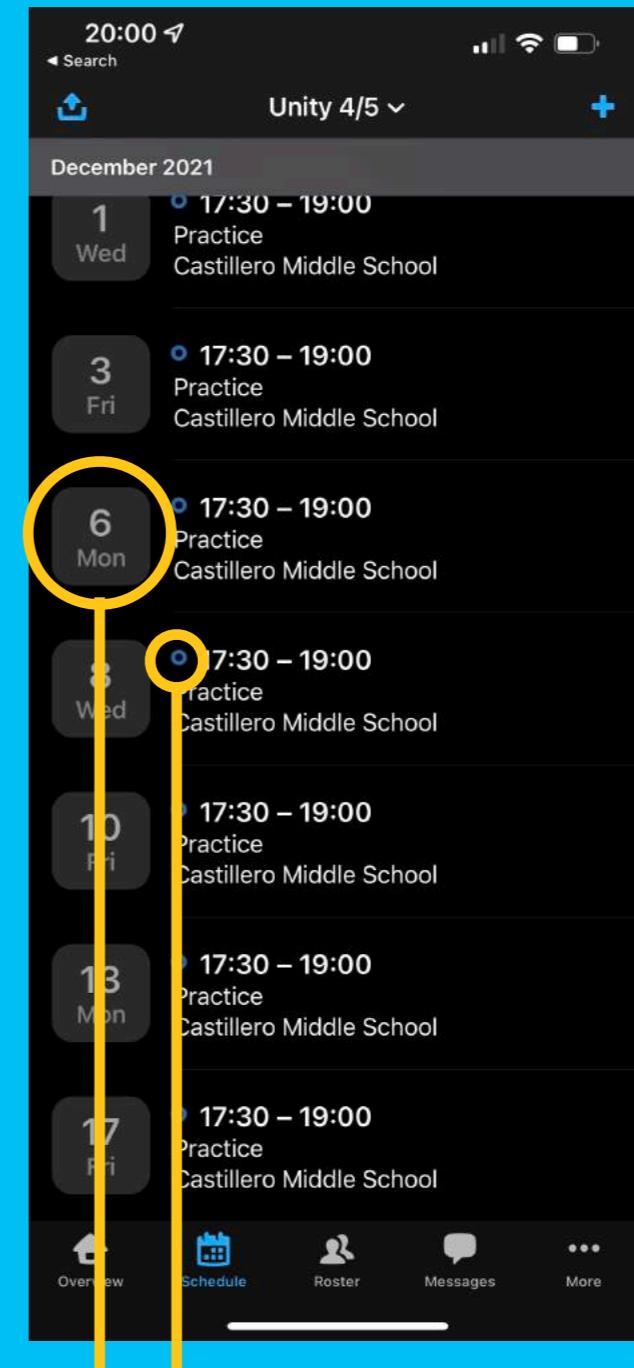
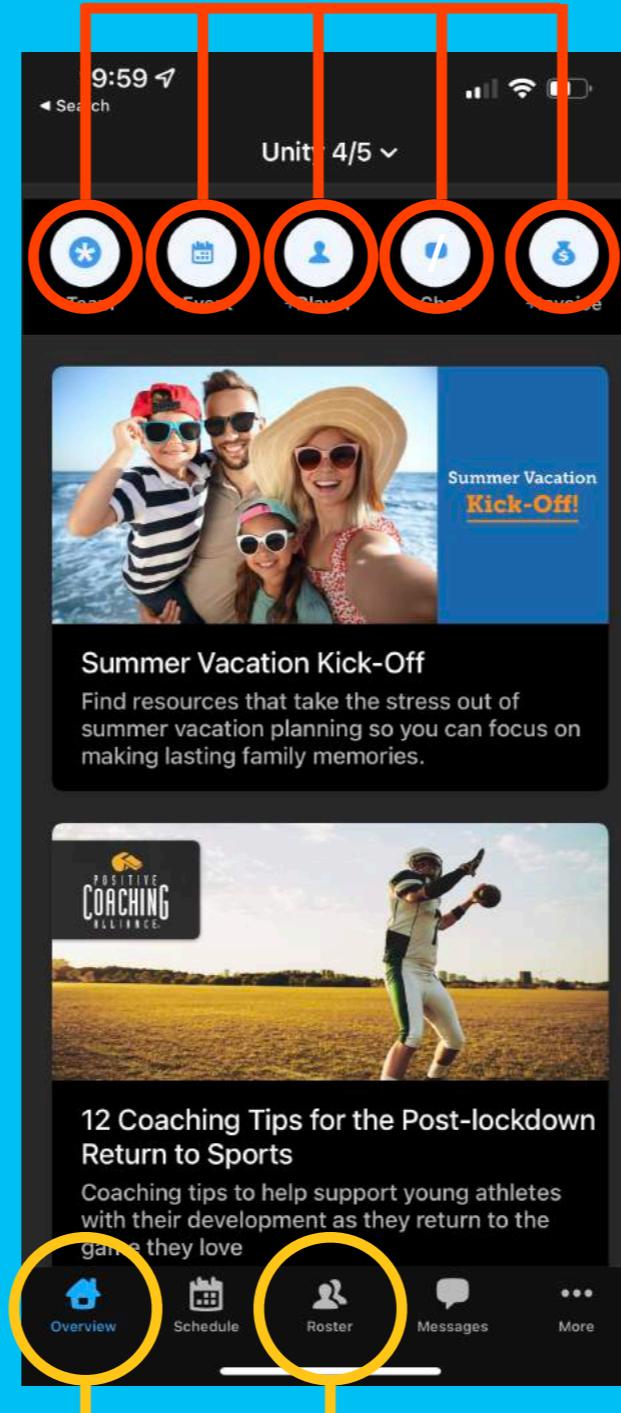
teamSNAP

TEAMSNAP

Clear Groupings



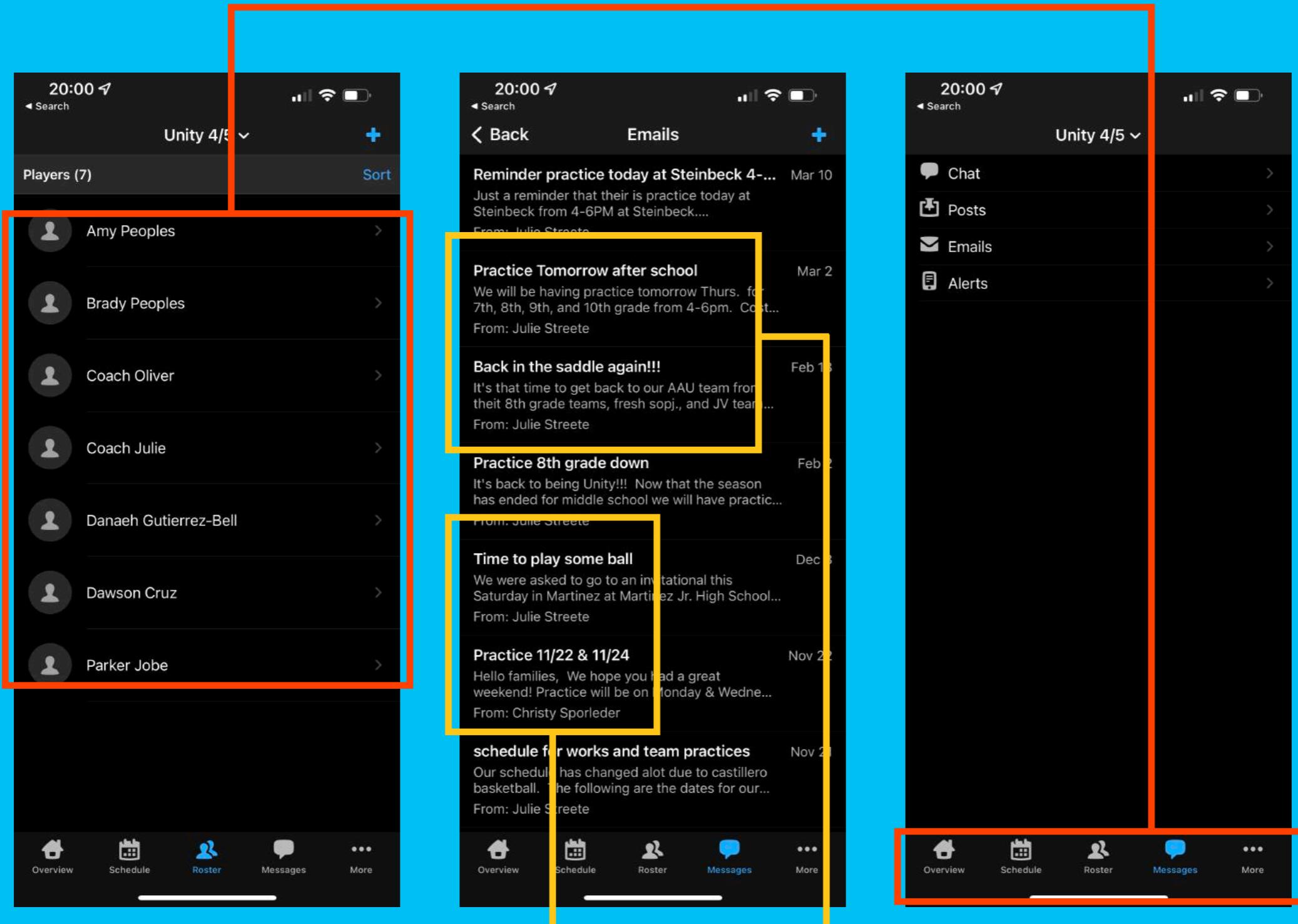
Consistent Icon Style



Contrasting Colors

TEAMSNAP

Grid Spacing



Clear Visual Hierarchy



teamSNAP

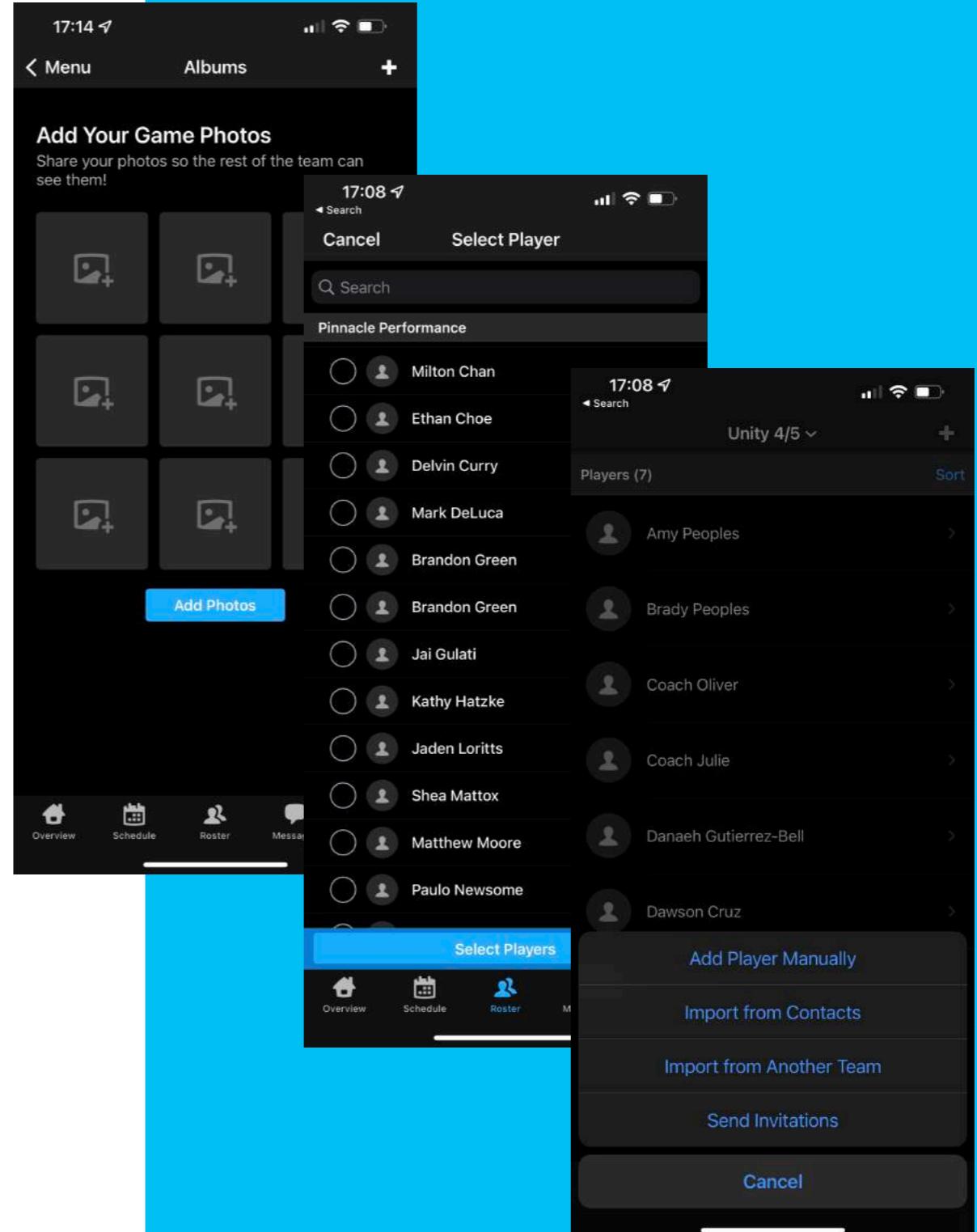
Pros:

- Consistent icons
- Simple interface elements
- Contrasting colors
- Uses familiar screens
- Tasks broken into bite-sized chunks
- Task offloading (importing previously entered data)
- Minimizes user input

Cons:

-On team list page, due to its color and size, the eye is drawn to the icon, rather than the text. The icon does not differentiate the teams.

-On the team specify page, unrelated ads take up the majority of the space and are irrelevant to the purpose of the page.

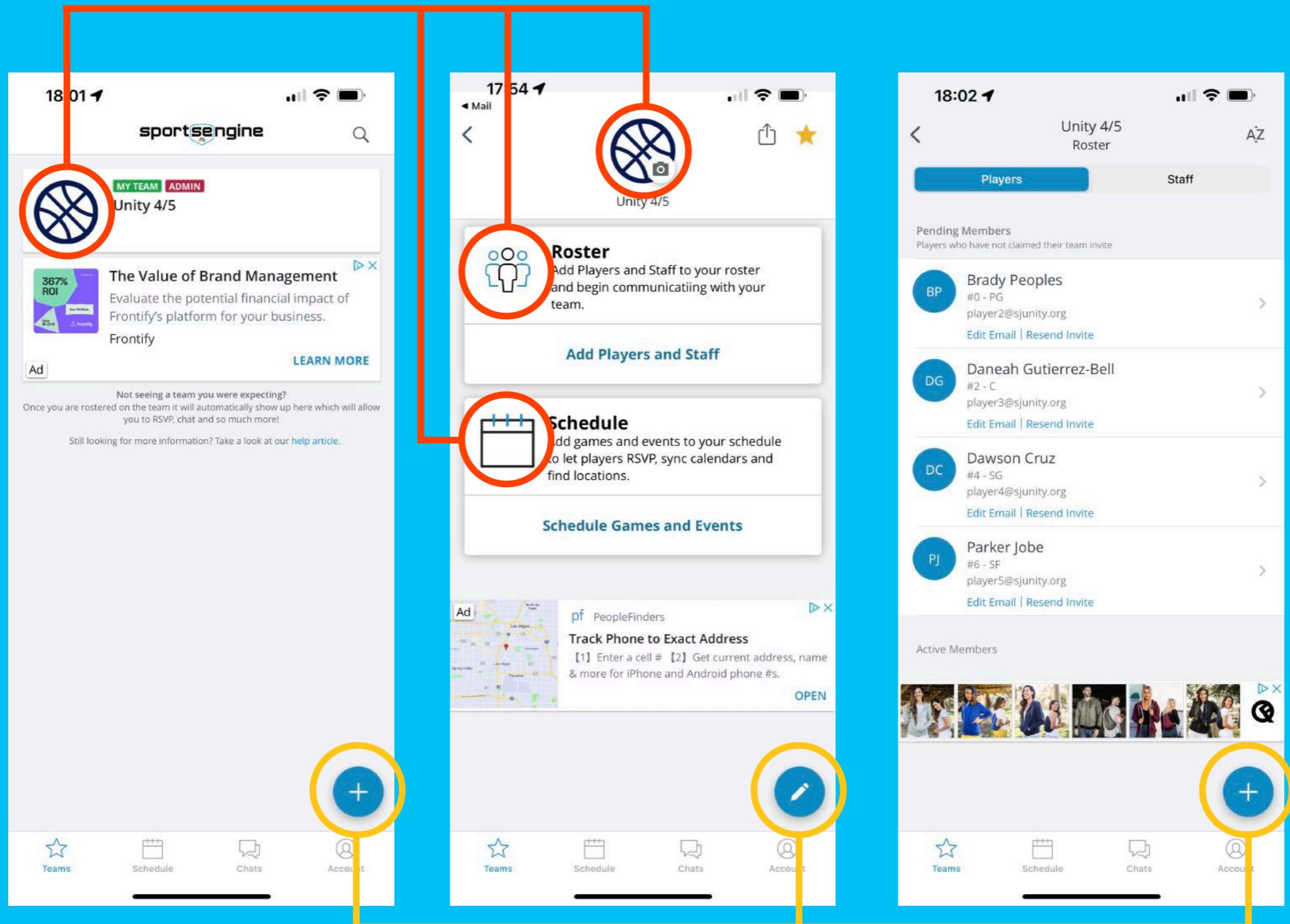


SportsEngine is a connected ecosystem of youth sports solutions created by NBC Sports that is meant to help teams streamline operations. The app is home to more than 45,000 sports organizations with 4 million users. It provides an out-of-the-box roster, schedule, and chat solution for athletes, coaches, and parents alike.



SPORTSENGINE

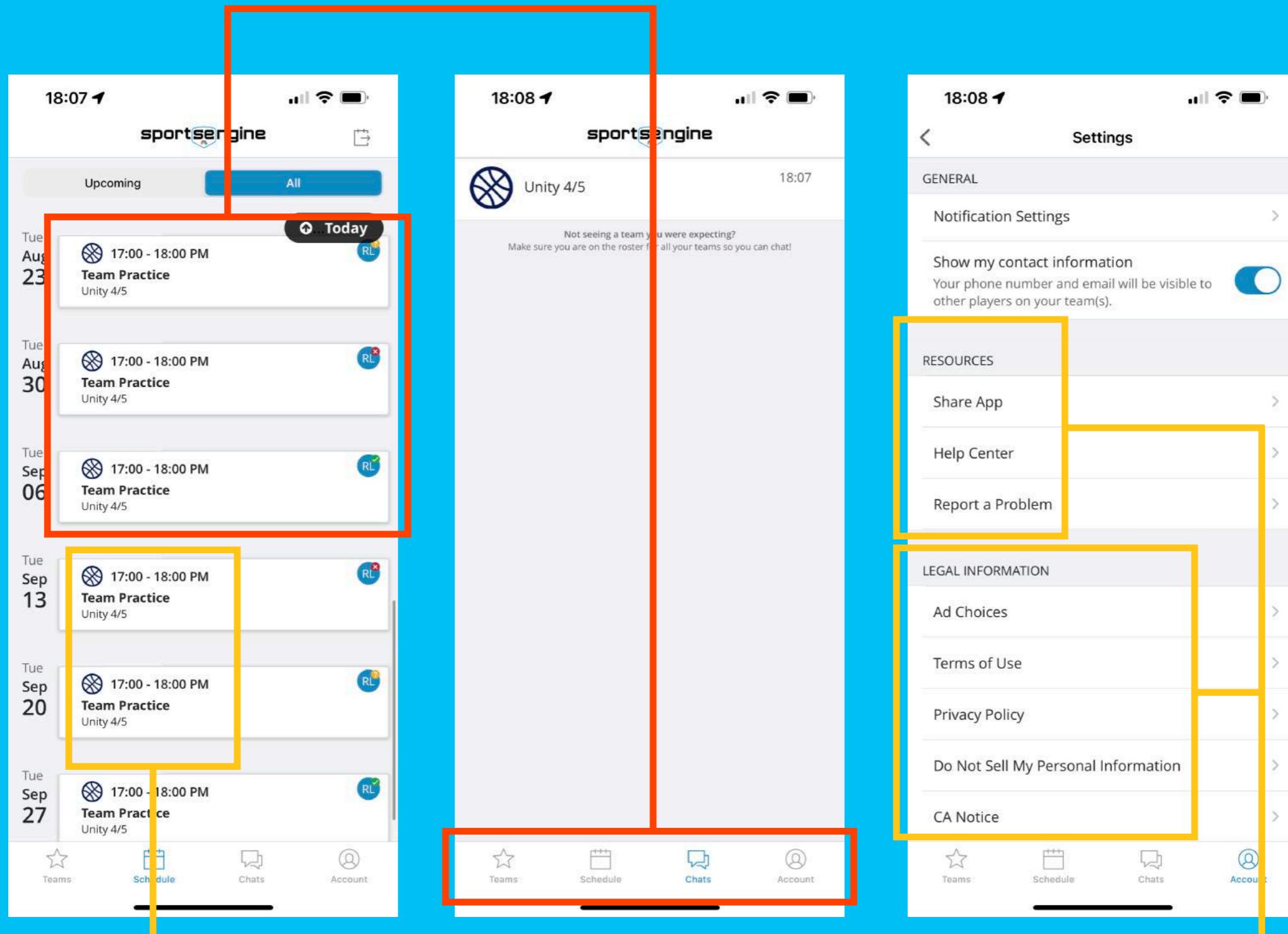
Consistent Icon Style



Consistent Right Alignment

SPORTSENGINE

Grid Spacing



Clear Visual Hierarchy



A screenshot of the SportsEngine mobile application's help section. It features a large image of a woman looking at her phone, with the SportsEngine app icon overlaid. Below the image, there's a search bar with the placeholder "Search for help". To the right, a vertical sidebar lists several categories: "Getting Started", "Account Basics", "Common Questions", and "Communication".

A screenshot of the SportsEngine mobile application showing a game RSVP page. At the top, it says "17:21" and "Unity 4/5 Game". Below that, there's a circular "RSVPs" summary: "Players" (3 Yes, 1 Maybe), "Staff" (0 No), and "All" (0 No Response). A large green circle indicates "3 YES". There's a "Send Reminders" button. The main content shows a list of upcoming events: "Team Practice" on Aug 23, Aug 30, Sep 06, Sep 13, and Sep 20. Each event has a "Yes" count (3, 2, 1, 1, 1) and a "Maybe" count (0, 1, 0, 0, 1). At the bottom, there are navigation icons for "Teams", "Schedule", "Chats", and "Account".

Pros:

- Visually consistent
- Decluttered
- Simple design elements
- Visual weight to convey importance
- Simple navigation
- Minimized user input required

Cons:

- Help page loads external browser page and is not integrated directly into the app.
- No skeleton screen when pages are loading.

USER ANALYSIS & PERSONAS

USER CHARACTERISTICS



Intermittent user:

- **uses several systems from time to time**
- **knows application domains but does not remember**
- **reticent to adopt new systems and technology**



Frequent user:

- **uses application daily**
- **knows both application and task domain very well**
- **eagerly embraces new systems and technology**

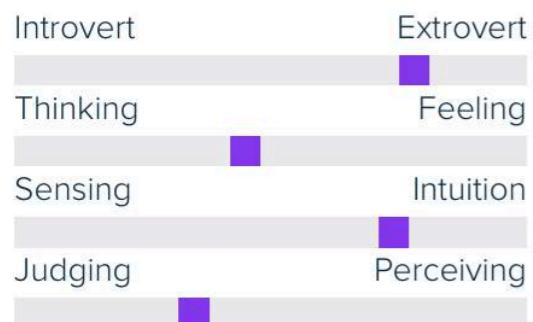
Mary Davidson



"You really do miss 100% percent of the shots you don't take."

Age: **47**
Work: **Marketing Manager**
Family: **Wife**
Location: **Glendale, CA**
Character: **Commander**

Personality



Goals

- Manage multiple basketball teams with one solution
- Save time sending out team schedules
- Find a streamlined way to manage team messages

Frustrations

- Have to manually copy player data into rosters
- Message from parents often get filtered into spam box
- Problems with the available solutions.

Bio

Mary is an enterprising marketing professional who is quickly working her way up to the executive level. Very little ever slows her down. When she's not traveling for work, she and her wife are usually headed to various youth basketball games and tournaments where they both coach. Mary has been coaching both the 7th and 8th grade competitive teams, which she finds manageable. Recently, however, she has been asked to take on the 9th grade team as well, bringing the total number of players to 32. Never one to back down from a challenge, Mary has been researching better ways to manage all of her teams.

Motivation

Incentive



Fear



Growth



Power



Social



Brands & Influencers



Preferred Channels

Traditional Ads



Online & Social Media



Referral



Guerilla Efforts & PR



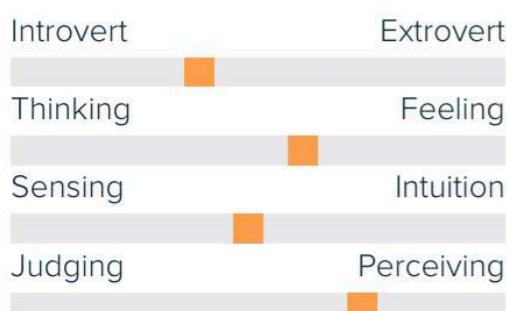
JaMarquis Turner



"It's time for me to be the man around the house."

Age: **14**
Work: **Student**
Family: **Mother, Sister**
Location: **Inglewood, CA**
Character: **Defender**

Personality



Goals

- Keep track of his basketball schedule through his mobile
- Set reminders and alarms for games and practices
- Share his online team calendar with his mother
- Keep in touch with friends from the team

Frustrations

- The handwritten calendar is often accidentally erased.
- The built-in mobile calendar is complicated; hard to share
- Hand-me-down mobile doesn't have room for all team contacts

Bio

JaMarquis is a happy-go-lucky teenager who lives with his mother and 8 year old baby sister. He has been playing basketball since he was 6, and has recently joined a local competitive where he's a starting point guard. Because his mother recently took on a second job, JaMarquis has had to step up and manage his own after school schedule. Currently he keeps a calendar on the fridge where he keeps track of his team practices and games. For his birthday, JaMarquis has asked his mother for a new mobile phone to not only help him communicate with her while she is at work, but to also help him keep track his school work and basketball schedule.

Motivation

Incentive



Fear



Growth



Power



Social

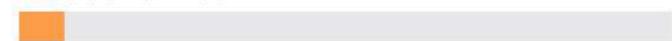


Brands & Influencers



Preferred Channels

Traditional Ads



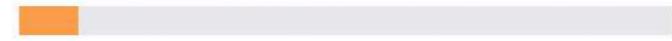
Online & Social Media



Referral



Guerilla Efforts & PR



TASK ANALYSIS

GOAL

**VIEW THIS MONTH'S
UPCOMING
GAMES FOR THE
8TH GRADE**

(Scheduling)

USERS

ALL

Subtasks:

- login to app
- tap on calendar button
- tap on 8th grade link
- tap on upcoming link
- tap on calendar icon

Subtasks:

- login to app
- tap on teams button
- tap 9th grade link
- use add new user button
- enter first and last name
- enter user's email address
- enter user's position and jersey number
- save player information

GOAL

**ADD A NEW
PLAYER TO THE 9TH
GRADE ROSTER**

(Roster)

USERS

COACHES

GOAL

**SEND A WELCOME
MESSAGE TO A NEW
PLAYER**

(Messaging)

USERS

COACHES

Subtasks:

- login to app
- tap on messages button
- use send button to open new message
- select new player's contact
- type welcome message
- tap send button
- confirm message should be sent

PROBLEM SCENARIO ANALYSIS

Scenario Task 1:

Mary has just learned that one of her 7th grade players is eligible to play in the upcoming 8th grade game due to his age. Since he has never played with the older team, she needs to add him to the 8th grade team roster. She opens the team app, goes to the 8th grade team roster and taps the button to add a new player. She does not want to have enter in all of his information manually, so she taps on the button to import player data from another team. She confirms his information then uses the schedule icon to goto the calendar. On the calendar page Mary uses the notify teams section to send a push notification to the players that will remind them of the upcoming game.

Scenario Task 2:

During her lunch break, Mary checks personal voicemail and finds a message from her basketball league's head coach. The coach mentioned that he not received a response to his email regarding the release forms she was supposed to send to each player's parent for the tournament this weekend. Mary opens the team app where she finds the coach's message with the forms attached. She then forwards the form on to each team member along with a personal message. She also enables app notifications so that she will see them next time.

Scenario Task 3:

The school year has come to an end, and each of Mary's players needs to be moved up to their respective new grades on the team rosters. Mary has some free time on her schedule while she waits in the car for her wife to finish grocery shopping. So she opens the team app, goes to the teams page, taps the 7th grade link, then taps on the promote team button. From the pop over screen Mary taps on the button to promote all teams to the next grade. She reads the pop up message, then taps on the button to confirm the changes. She is asked to confirm once more and presses the button to complete the changes.



Scenario Task 1:

Some of the kids from the 9th grade have taken JaMarquis under their wings. He noticed that both his team and the older group will have a break between games around the same time and hopes to hang with his friends. Unfortunately, he doesn't have any of their numbers on his mobile but then he remembered there's a team chat. JaMarquis opens up the team app, goes to messages, and taps on the chat icon. He taps on the 9th grade link at the top right, selects his friend from the listing, then types a message and sends.

**Scenario Task 2:**

JaMarquis just finished game 2 at the basketball tournament, which means there is only one game left. His mother works nearby and wants to watch. Coach wasn't too sure what time it starts or where it will be, but he said it was posted on the team app. JaMarquis opens the app, taps on the schedule icon where he finds today's games listed at the top. The listing for each game also has a share button. He taps on share. From there he adds his mother's contact information. He types in a message and taps the share button.

Scenario Task 3:

Last practice JaMarquis was late because he forgot to set his Saturday morning alarm. After coach gave him a stern reminder, JaMarquis decided to enable alerts for upcoming practices. In the team app, he taps on the Schedule icon, then taps the toggle button at the top right, sliding the switch to the right to enable reminders for practices and games.

USABILITY REQUIREMENTS

EFFICIENCY OF USE

(5 out of 7 rating)

Goals are easy to accomplish quickly and with few or no user errors.

INTUITIVE OF USE

(6 out of 7 rating)

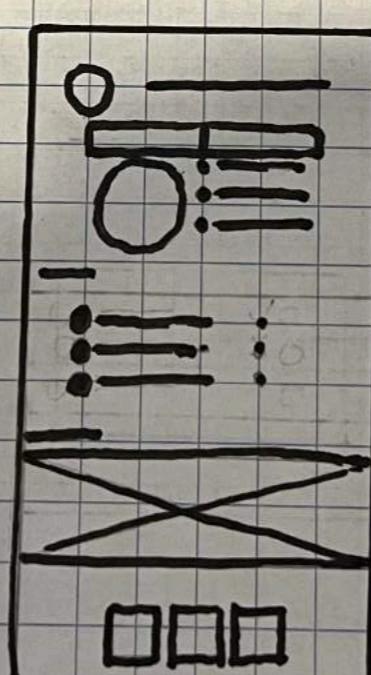
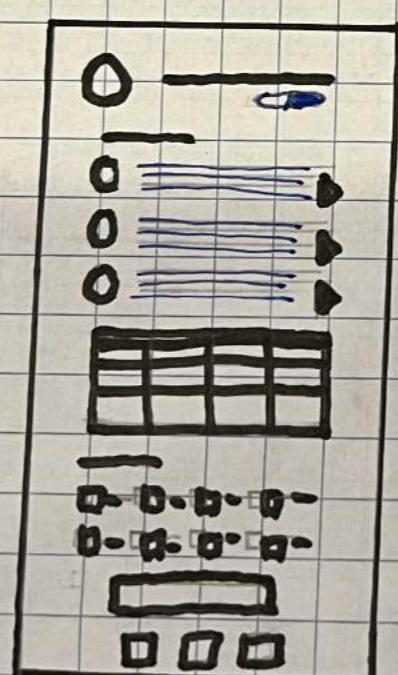
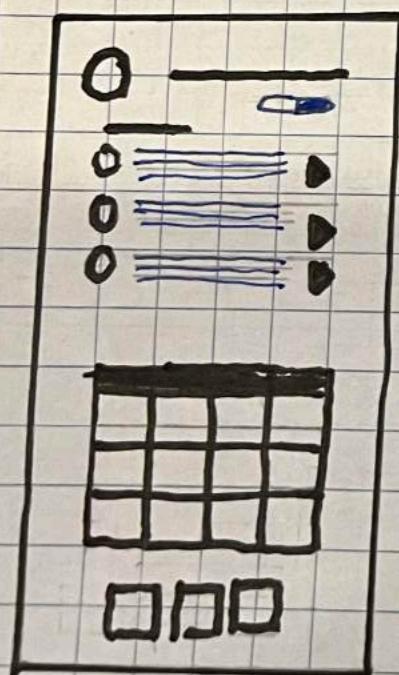
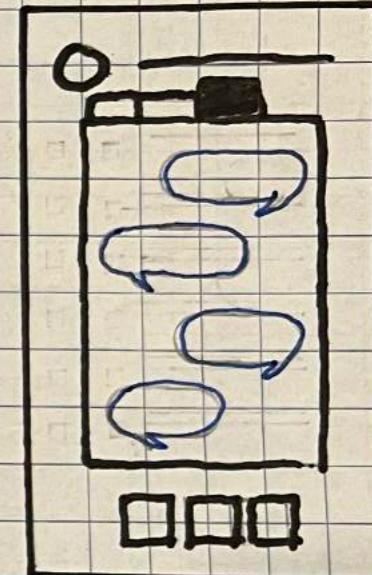
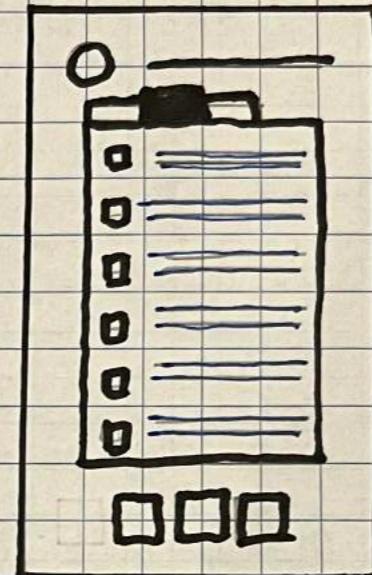
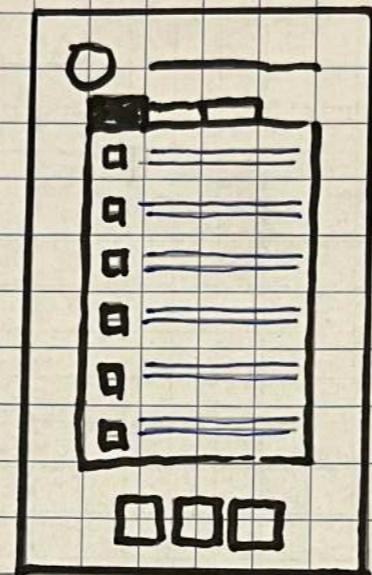
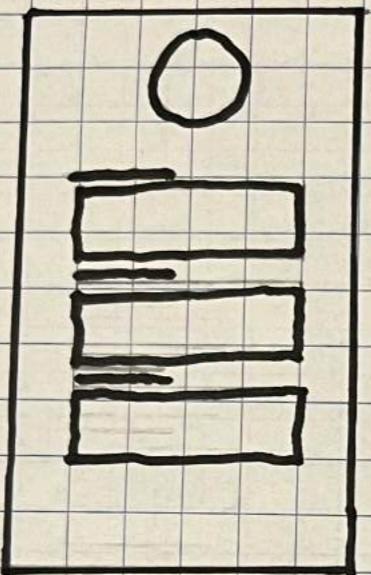
The interface is easy to learn and navigate; buttons, headings, and help/error messages are simple to understand.

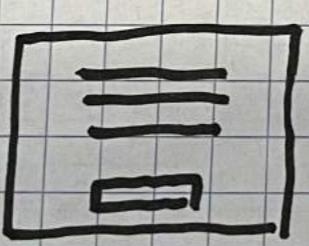
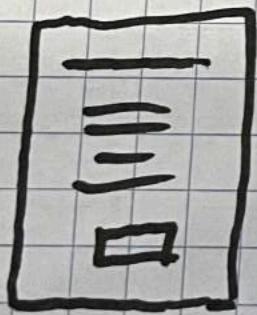
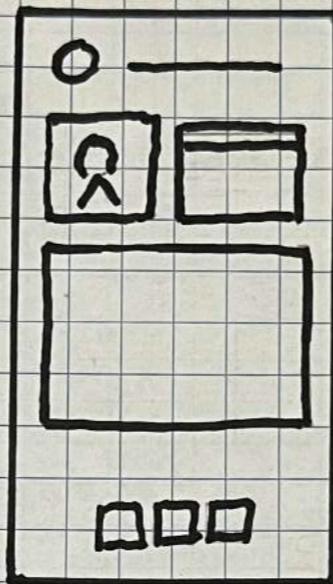
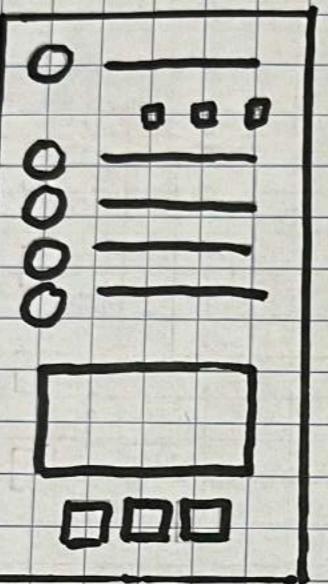
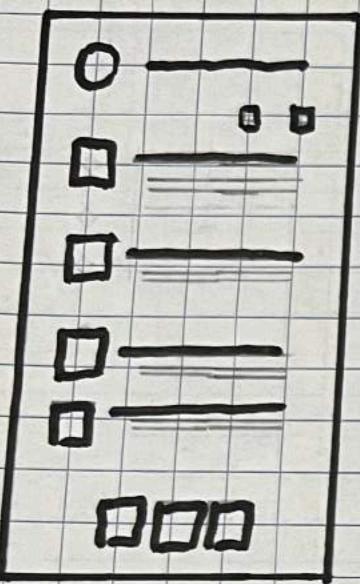
LOW PERCEIVED WORKLOAD

(5 out of 7 rating)

The interface appears easy to use, rather than intimidating, demanding and frustrating.

SKETCHES

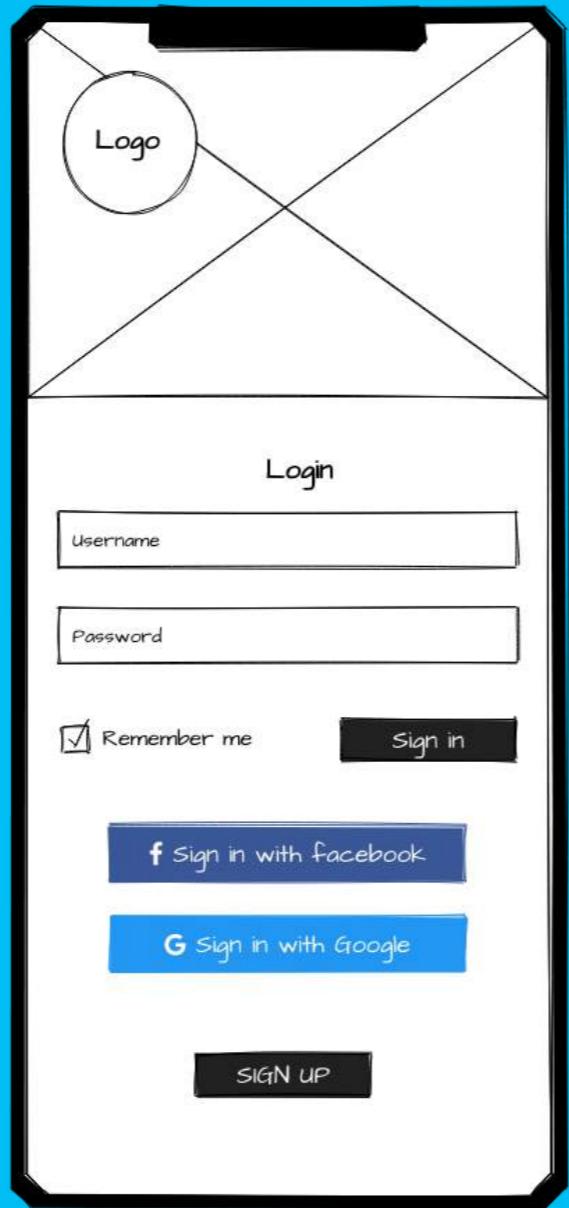




DESIGN & WIREFRAME

Navigation

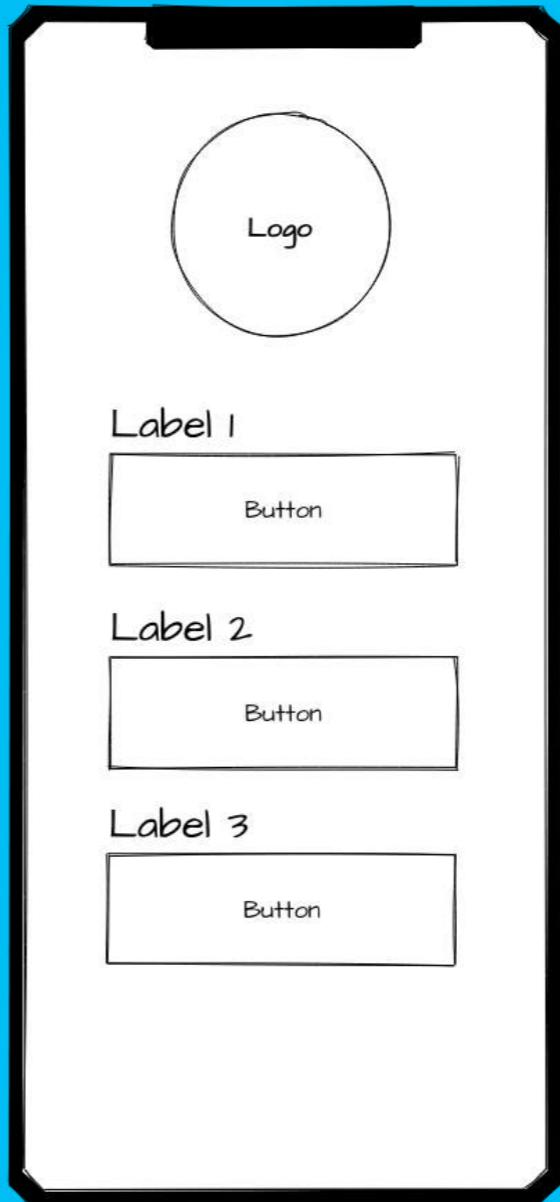
- Login
- Menu
- Messages
- Calendar
- Team



Home

Navigation

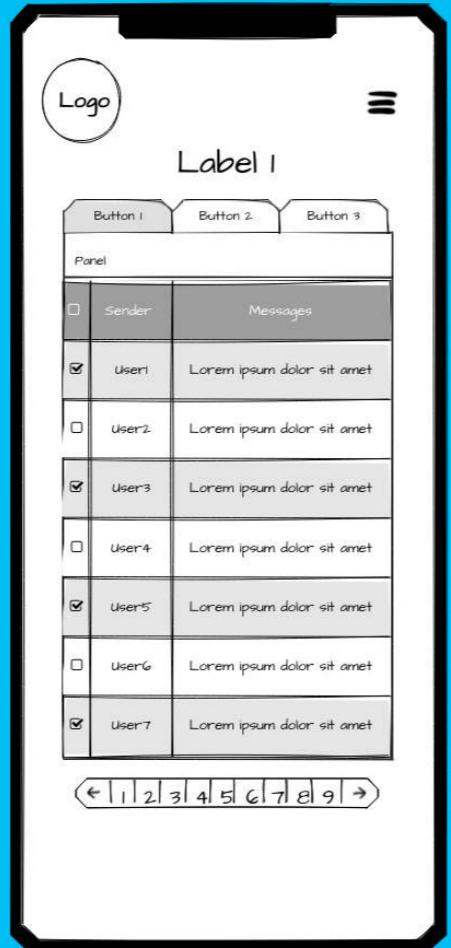
- Login
- Menu
- Messages
- Calendar
- Team



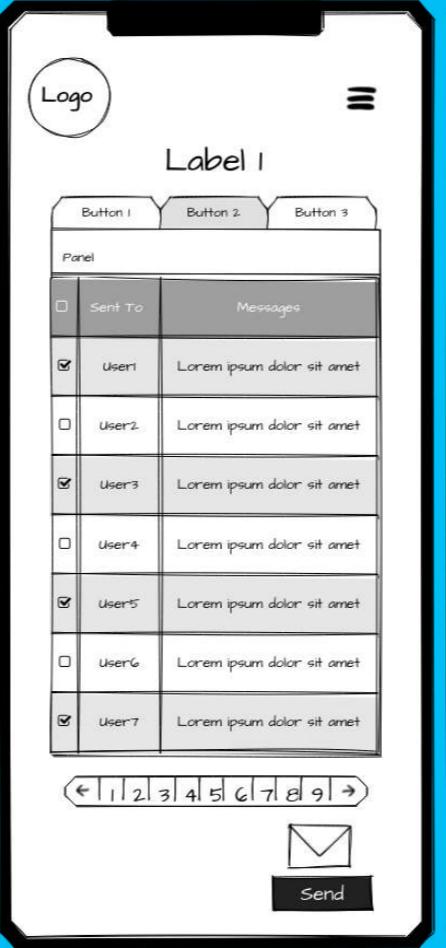
Menu

Navigation

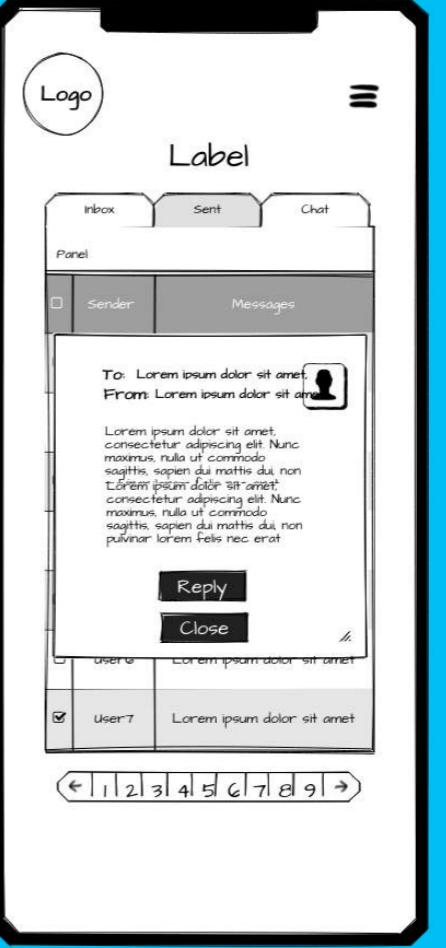
- [Login](#)
- [Menu](#)
- [Messages](#)
- [Calendar](#)
- [Team](#)



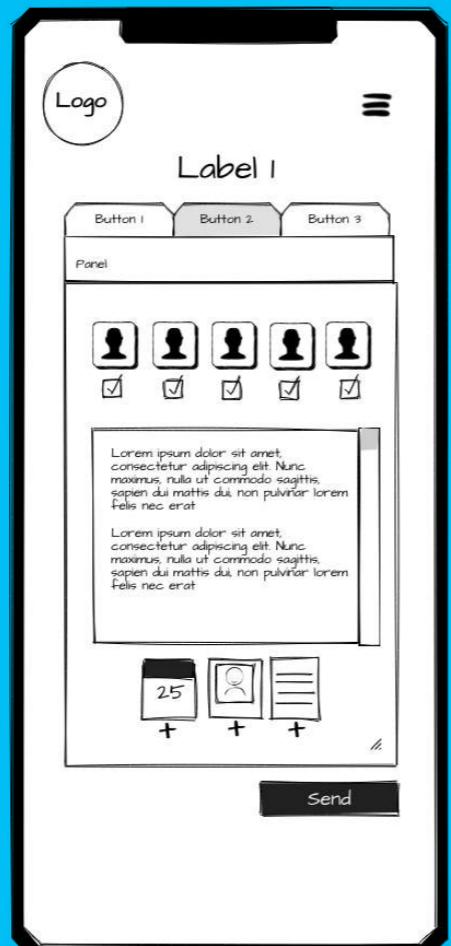
Message (Inbox)



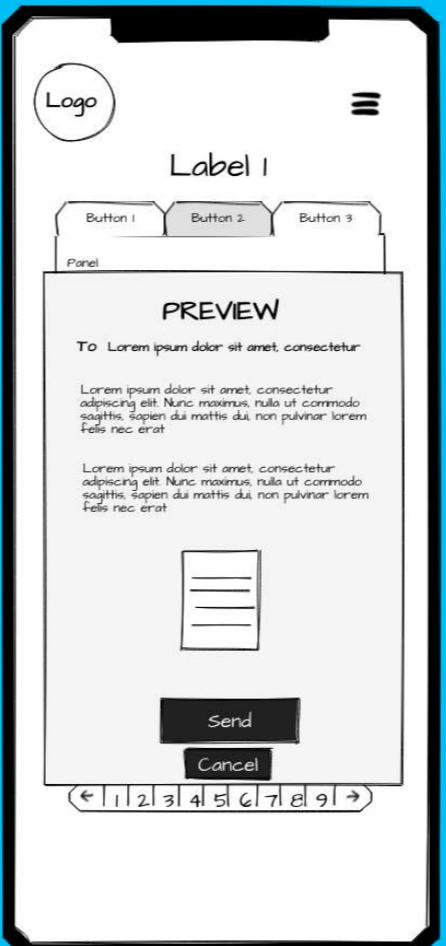
Message (Sent)



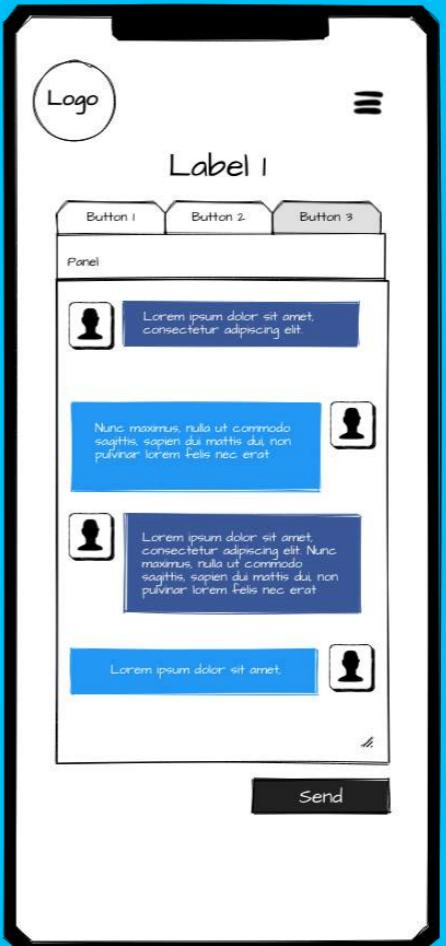
Message (Inbox Read)



Compose



Send (Confirm)



Chat

Navigation

- Login
- Menu
- Messages
- Calendar
- Team

Calendar (Coach)

Calendar Push Notification (Confirm)

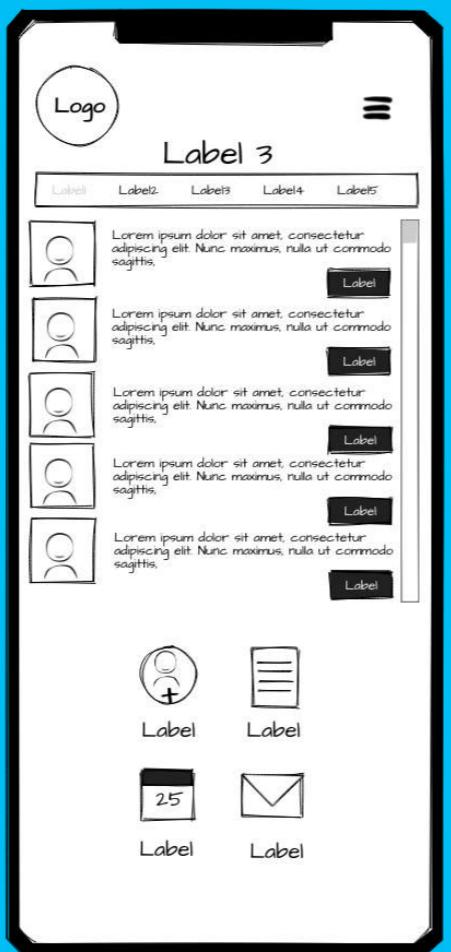
New Entry (Compose)

Publish (Confirm)

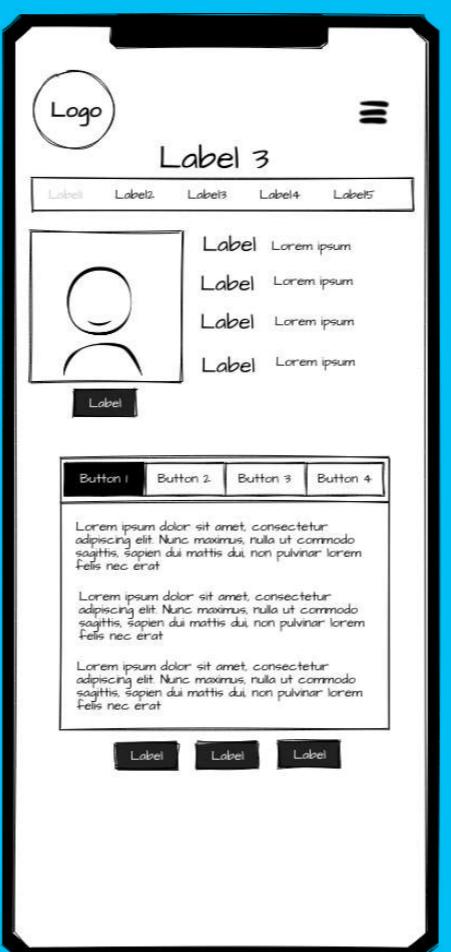
Calendar (Player)

Navigation

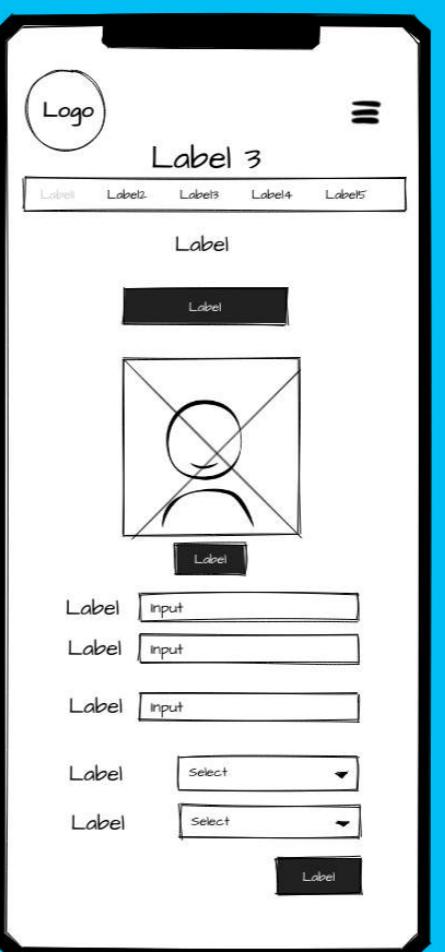
- Login
- Menu
- Messages
- Calendar
- Team



Roster (Coach)



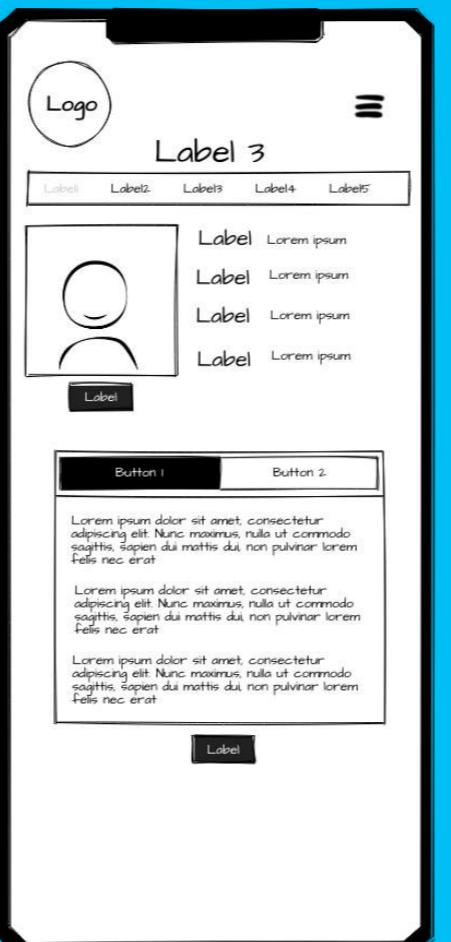
Player Page (Coach)



Add Player



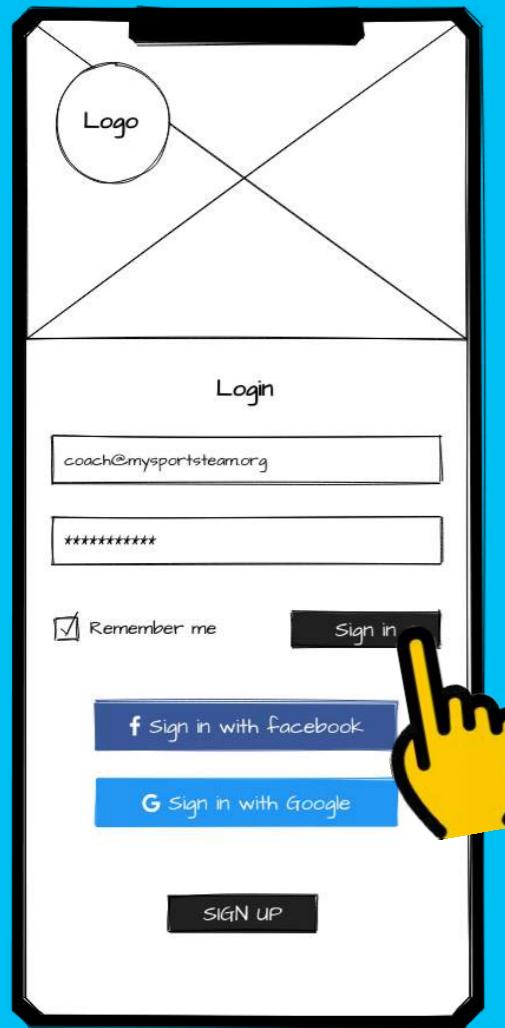
Roster (Player)



Player Page (Player)

STORYBOARDS

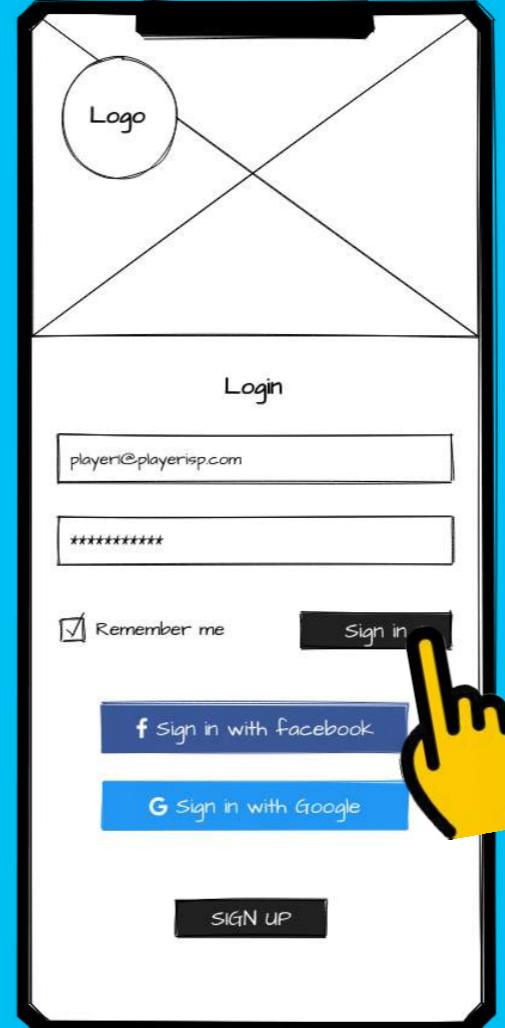
LOGGING IN



Home



Menu



Home

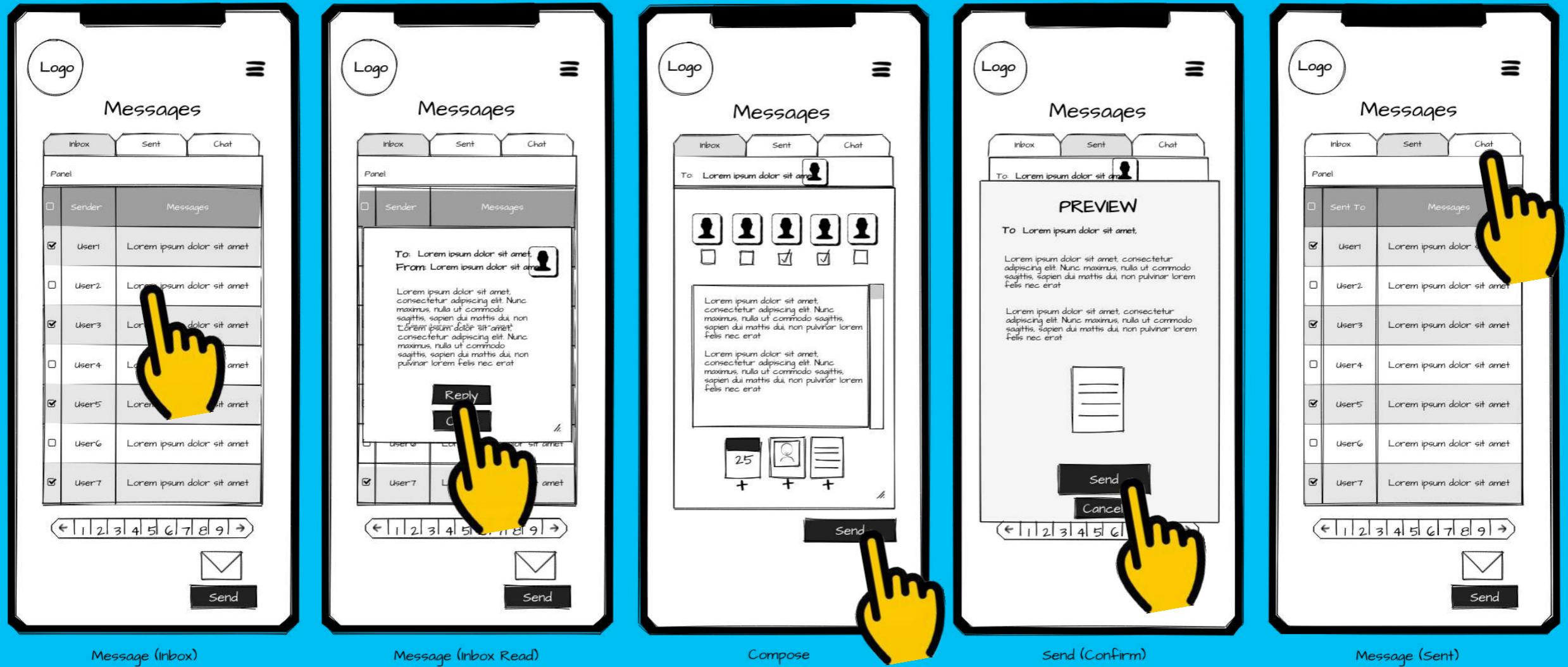


Menu

After the user logs in, they're taken to the Main Menu page where they're presented with 3 main options.

The user can begin with Messages.

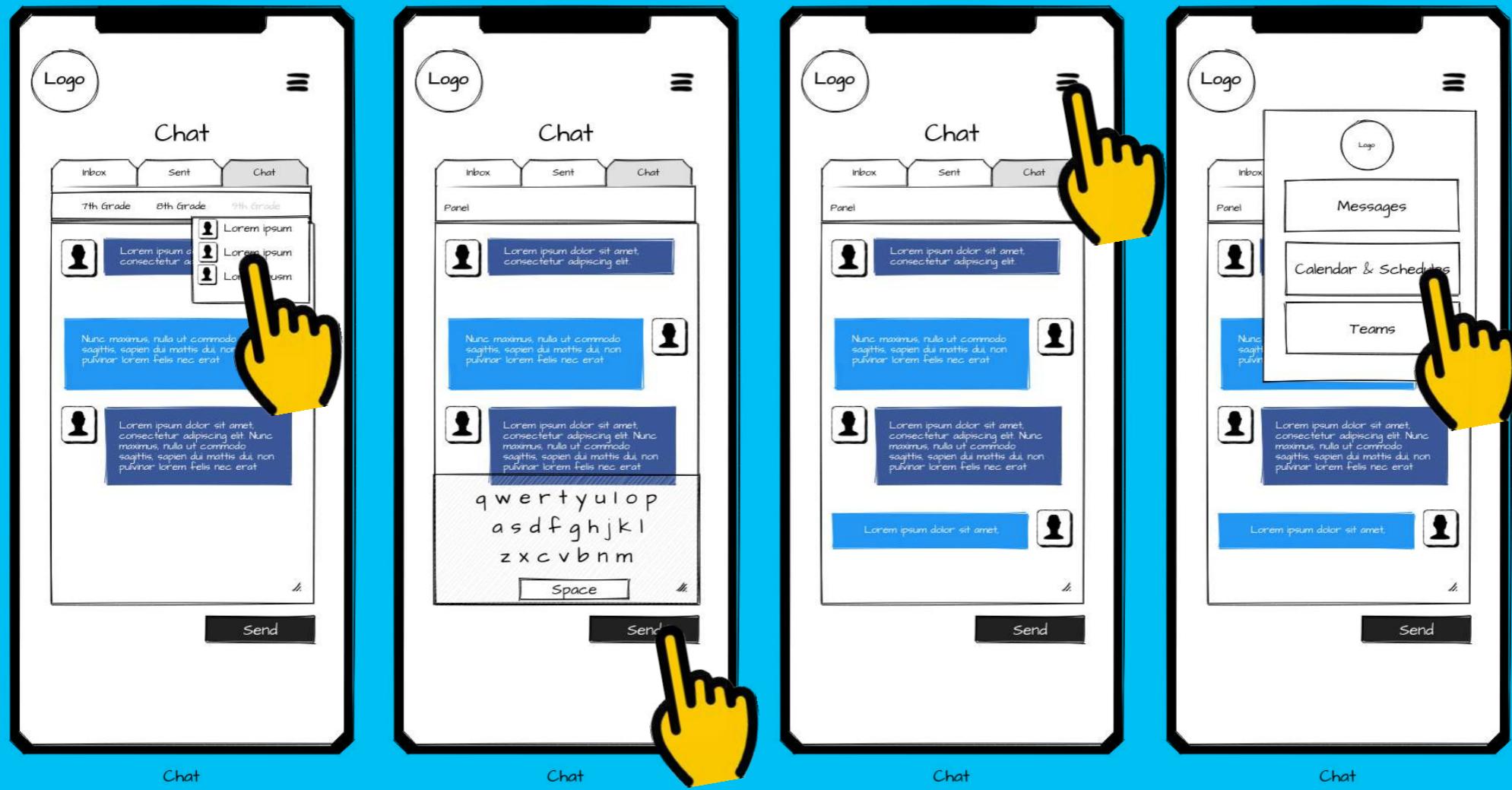
MESSAGES



After tapping on the **Messages** button from the Main Menu, the user will see the **Inbox**. Tapping on any message will take them to the full message. From there they can choose to reply or cancel. After composing the message, they will be able to preview before sending. Once it's sent, the user will be taken to the **Sent** box where they can confirm that it has been sent.

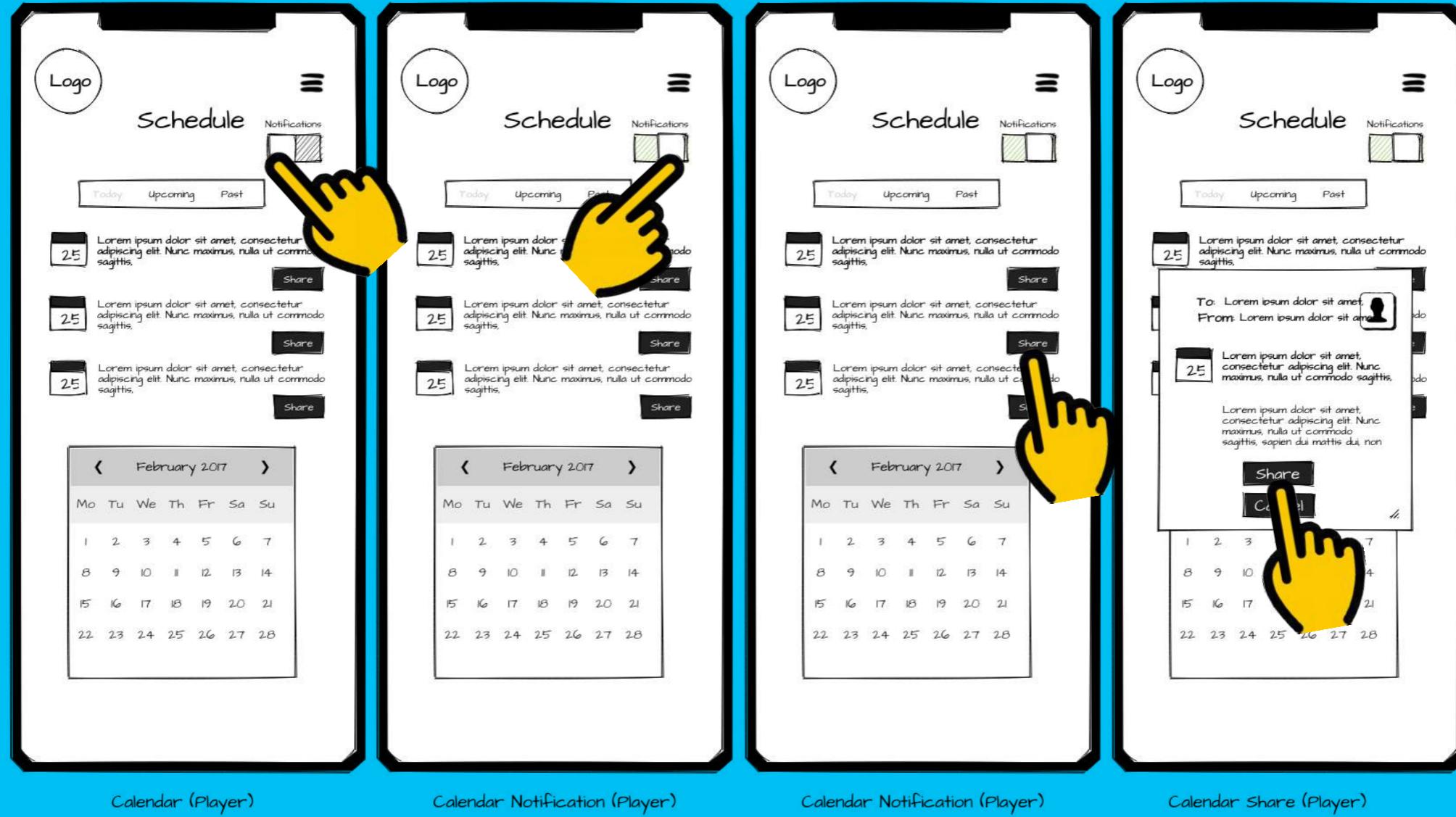
From there, the user can choose to either return to the **Inbox**, or they can goto the team chats by tapping on the **Chat** tab at the top right.

MESSAGES



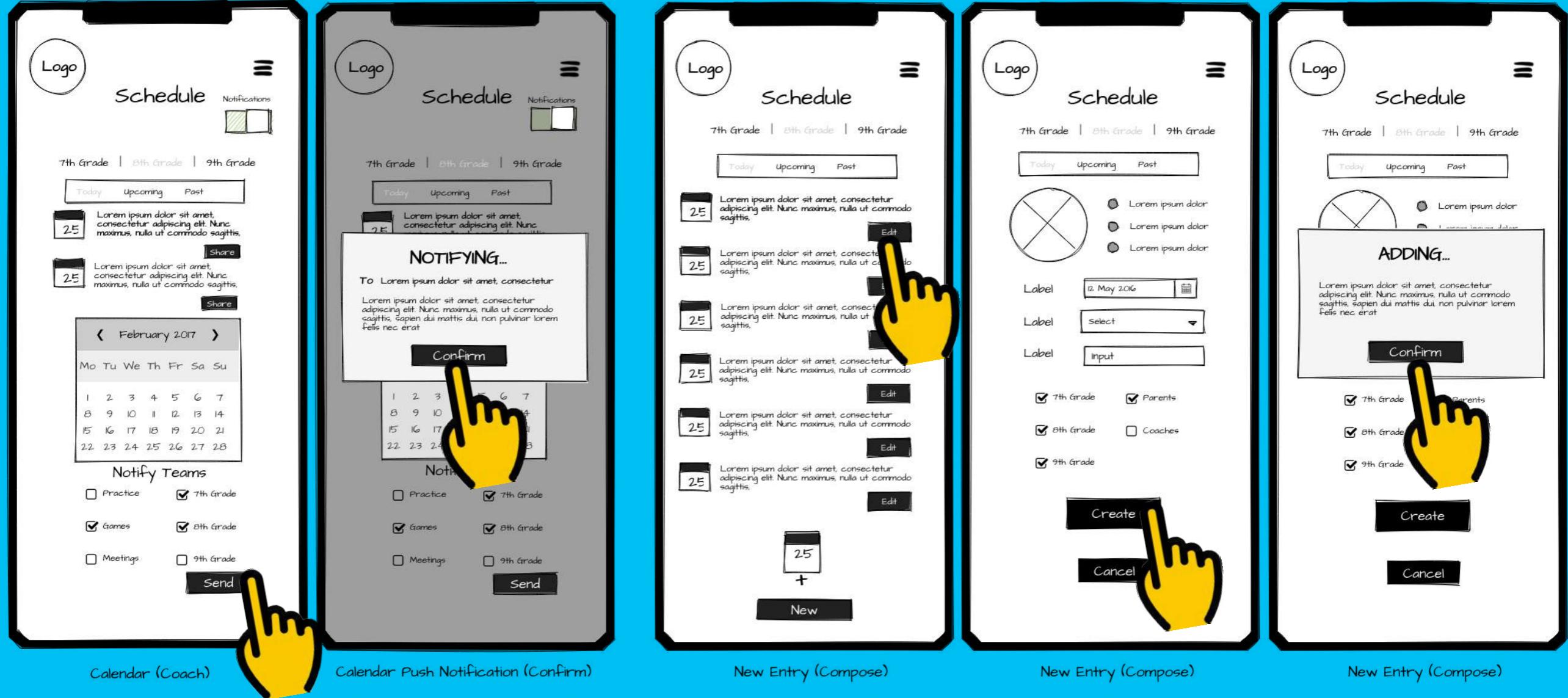
Once the user selects the Chat tab, they select the user they want to chat with by using the drop down menu that appears when they tap on a particular grade link. Then, they can respond to the thread using the popup QWERTY keyboard, and pressing the send button. Once they're done chatting the user can tap on the hamburger menu at the top right and use the main menu to continue on to the Calendars and Schedules page.

CALENDAR (PLAYER)



For the Calendar, if the user is a player they will be able to see their schedule and enable push notifications for any upcoming games or practices. To enable notifications they need to toggle the button from left to right. They can also share their schedule by tapping on the Share button listed after each scheduled entry. They can type in the recipient's information then press the Share button in the popup window to send.

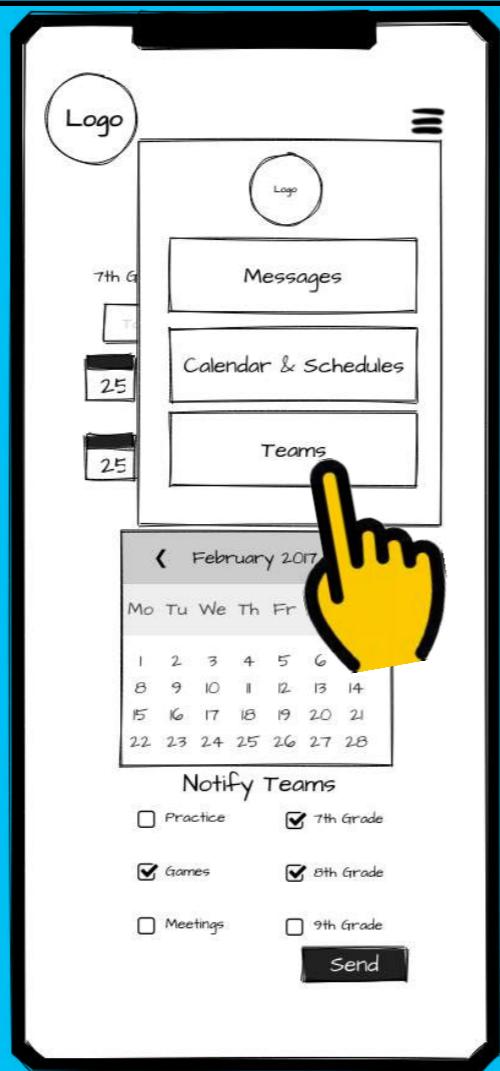
CALENDAR AND SCHEDULING (COACH)



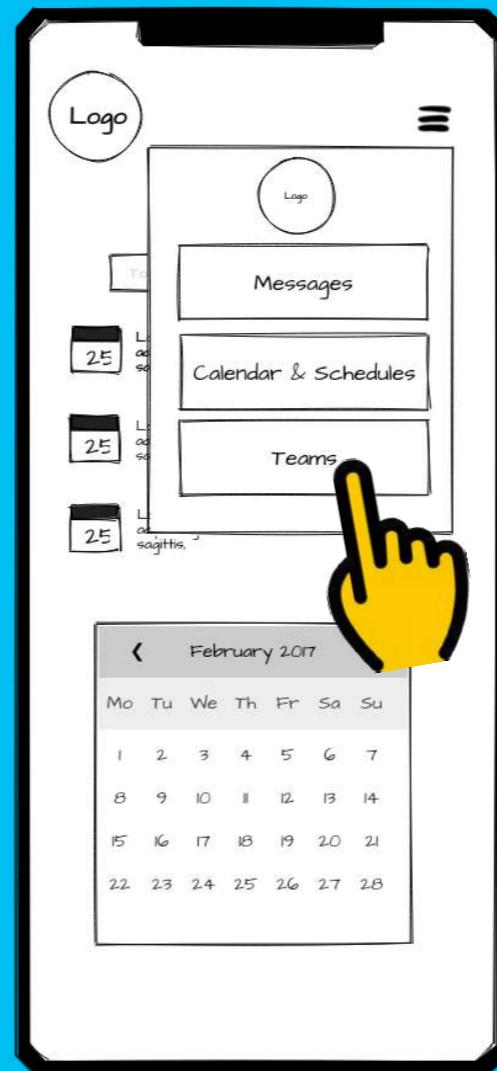
If the user is a coach, they will see the schedule overview for each of their teams, one at a time. They can tap on the grade link to switch between teams. They can choose to push the calendar to them teams by checking the corresponding box, pressing Send and confirming via the popup.

The coach can also view the schedule via list format, where they can either edit or create a new entry via the Edit and New buttons respectively. They can then select the required parameters on the on that entry page before. Once they tap the Create button, they'll be met with a popup window asking the to confirm.

TEAMS AND ROSTER



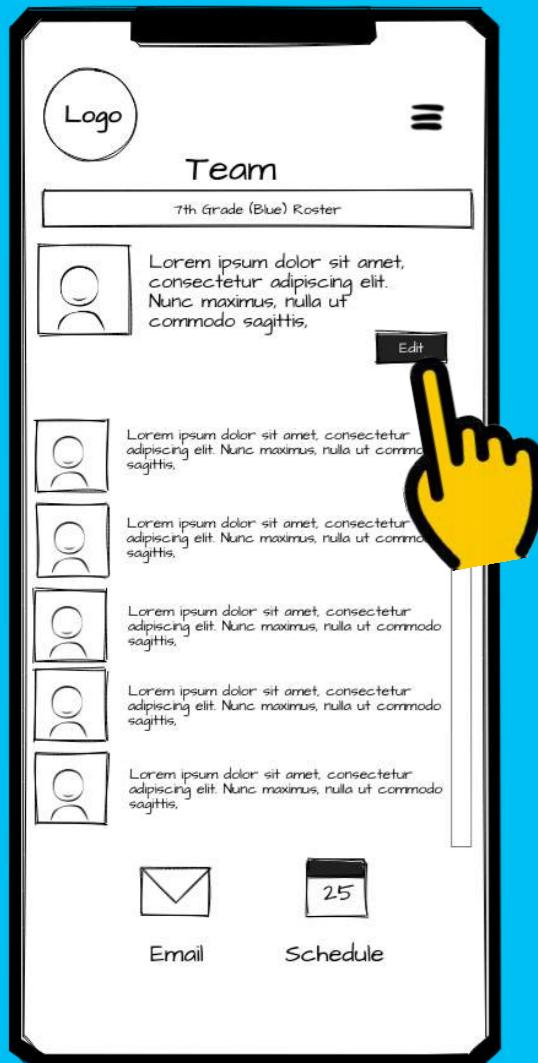
Calendar (Coach)



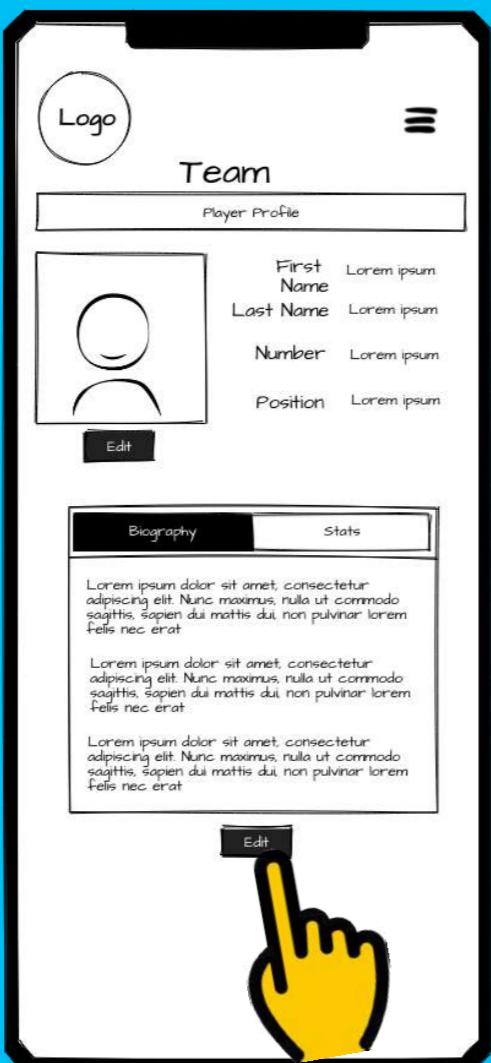
Calendar (Player)

Once the users are done with calendaring and scheduling, they can tap on the hamburger menu at the top right where they can choose to go to Messages or the Teams page.

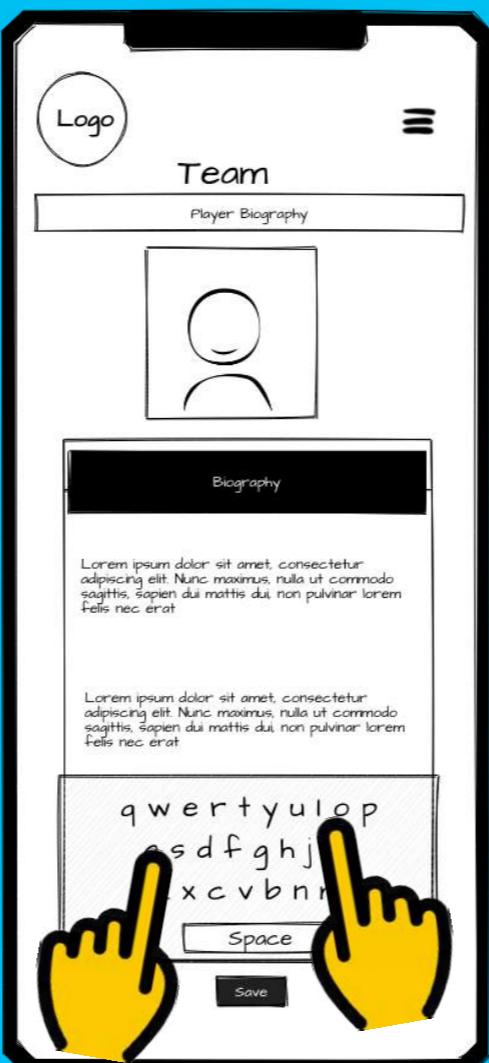
TEAMS (PLAYER)



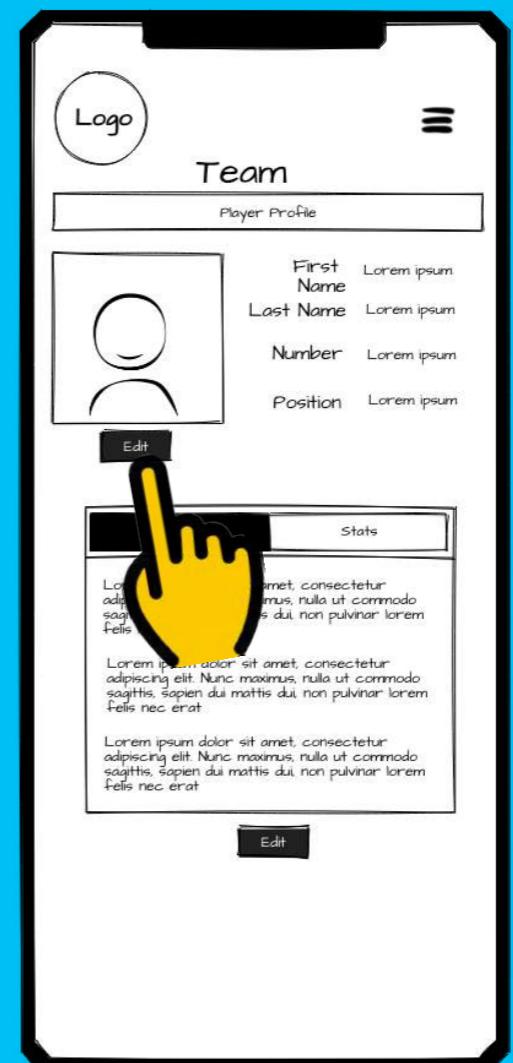
Roster (Player)



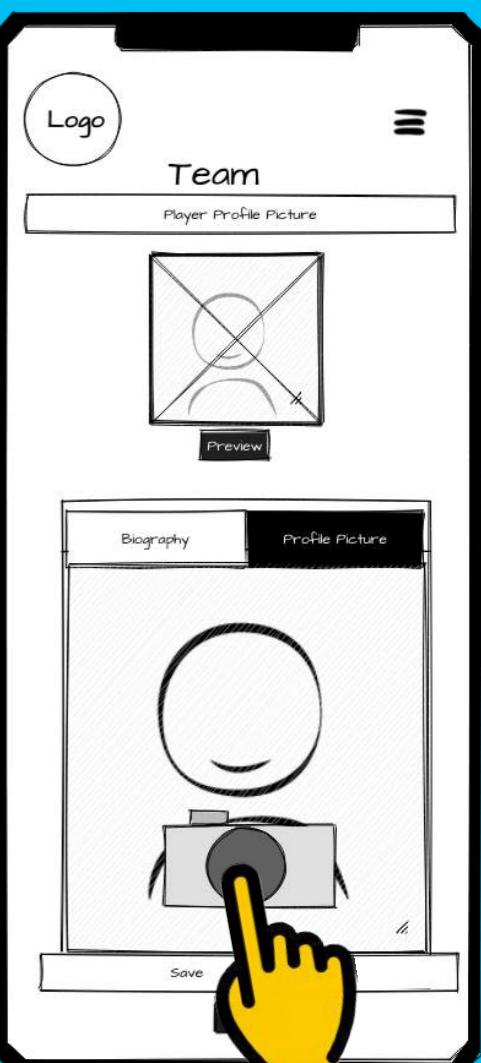
Player Page



Edit Bio (Player)



Player Page

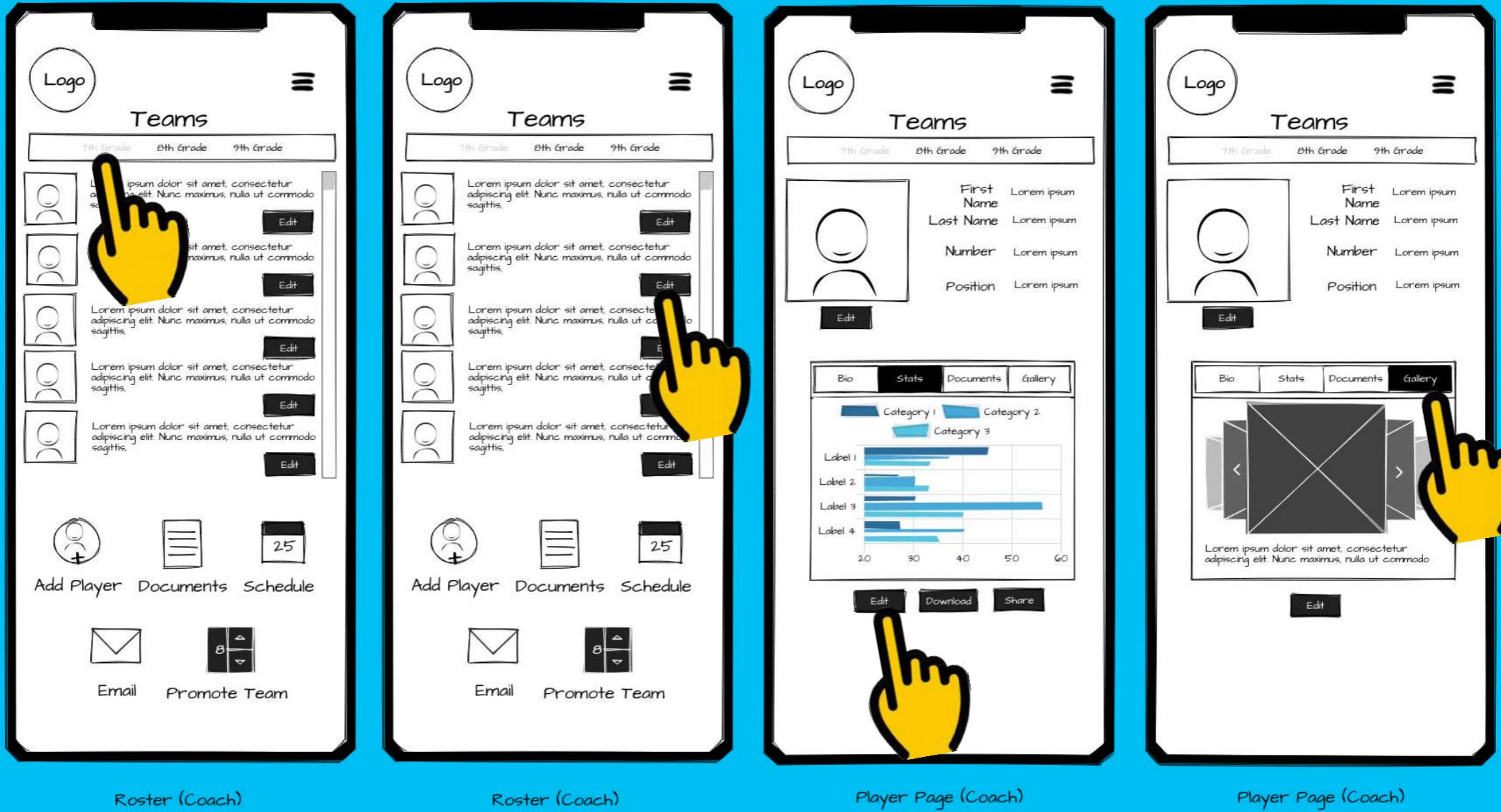


Player Profile Picture

For players, the Team page will display their current grade's roster. It also features the player's own profile at the top. The player can tap on the Edit button to goto their profile page where they can choose to edit their biography via the QWERTY keyboard.

They can also edit their team photo from the profile page by tapping on the Edit button below their current picture. This will take them to the photo editing page where they can tap on the camera camera icon to take the picture. The picture will also load in preview section at the top so that the player can see how it will look once saved.

TEAMS AND ROSTER (COACH)



For coaches the Teams page will display the roster for each of their teams, one at a time. They can tap on the grade link to switch between teams. They can tap on the Edit button to modify an existing player's information, such as Biography, Stats, Documents, or Gallery photos.

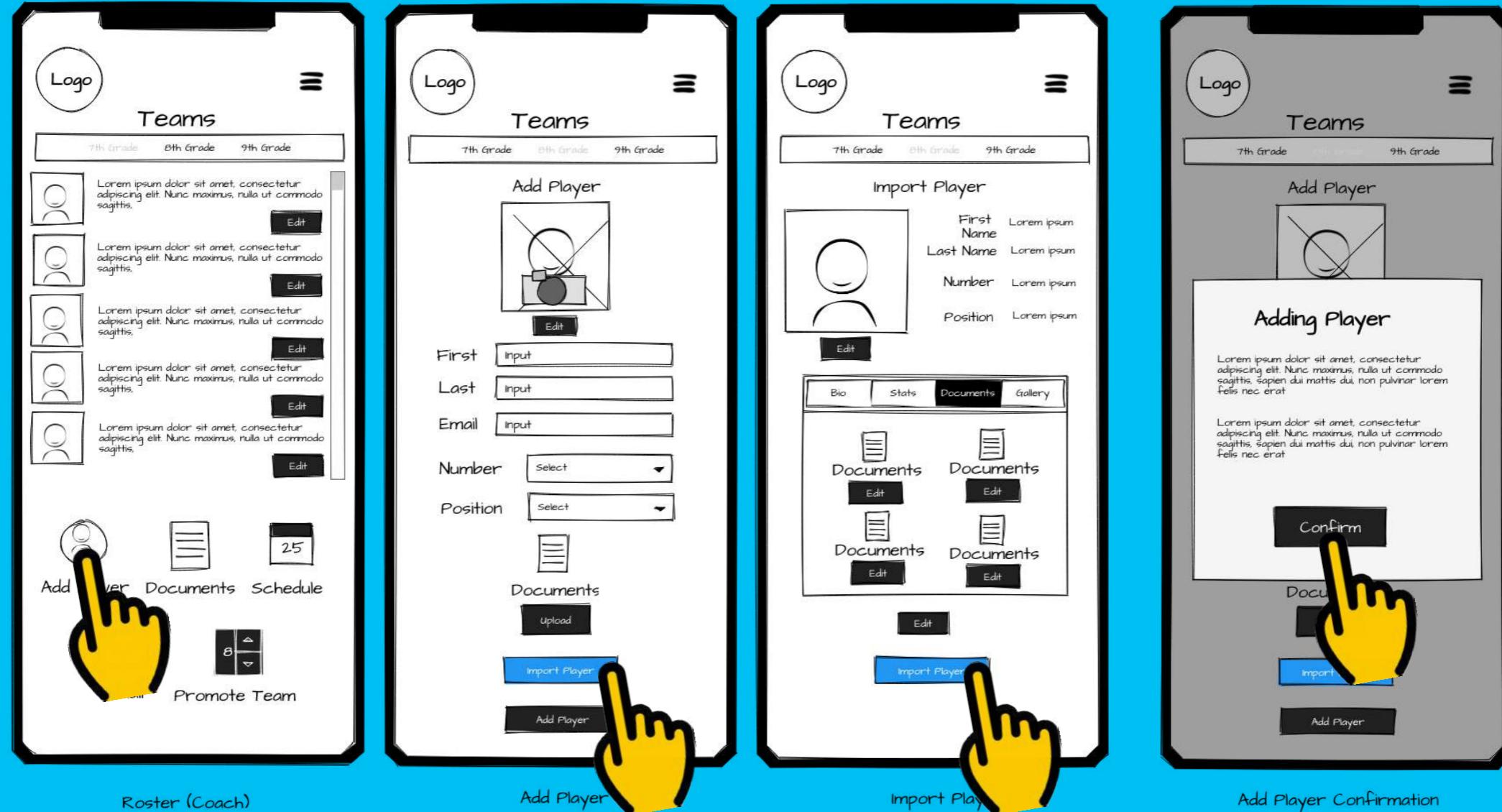
TEAMS AND ROSTER (COACH)



From the main roster page a coach can add a new player to the team by tapping on the Add Player button and filling out the form. Each field will show a green check if the information is correctly formatted, or a red “x” if not.

Should the user try to add without correcting errors, a pop up will appear that outlines what needs to be corrected. It will also explain how to correct the error and show a proper example.

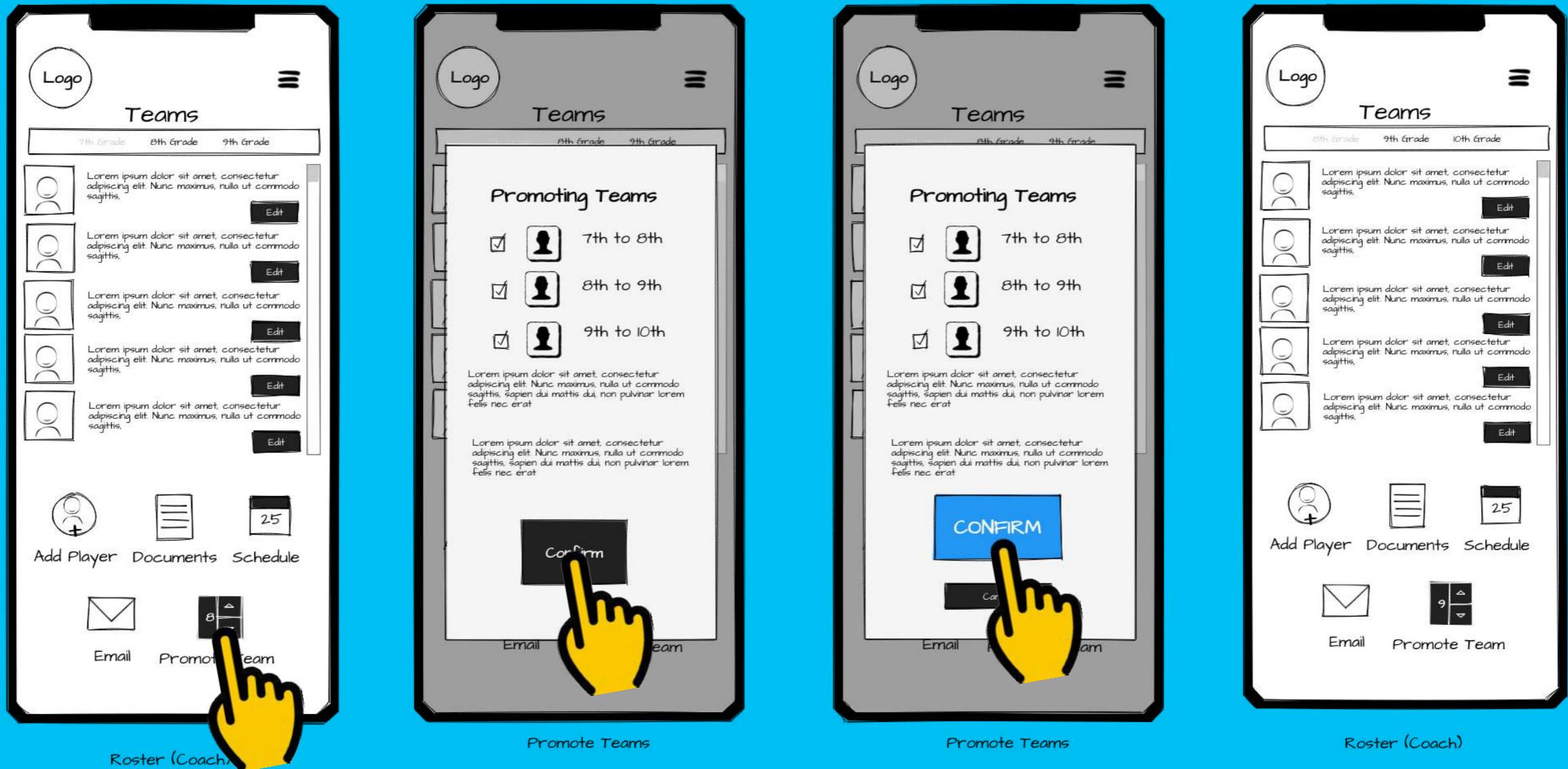
TEAMS AND ROSTER (COACH)



Additionally, the coach can choose to import a player from a different roster by tapping on the Import Player button. Any additional changes can be made to the imported player.

Once the player details have been either added for new players, or imported for existing players, the user will need to tap the Confirm button on the popup window to finish adding them.

TEAMS AND ROSTER (COACH)



Coaches can also transfer entire teams to new grades from the main roster page by tapping on the Promote Team button at the bottom right of any team page. They will see a list of all available team and check the box to promote the additional teams at the same time. Because this is a significant change, they will be asked to confirm twice.

After the second confirmation, the user will find that all selected teams have been transferred, and the team grades will also be updated in the top links.