

## CASE STUDY

28.07.2025



# SWOOSH

HSRW | APPLIED INTERACTION DESIGN WS2025/2026

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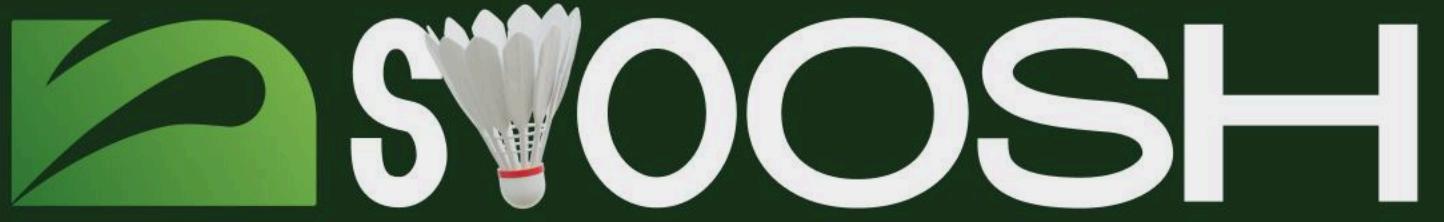
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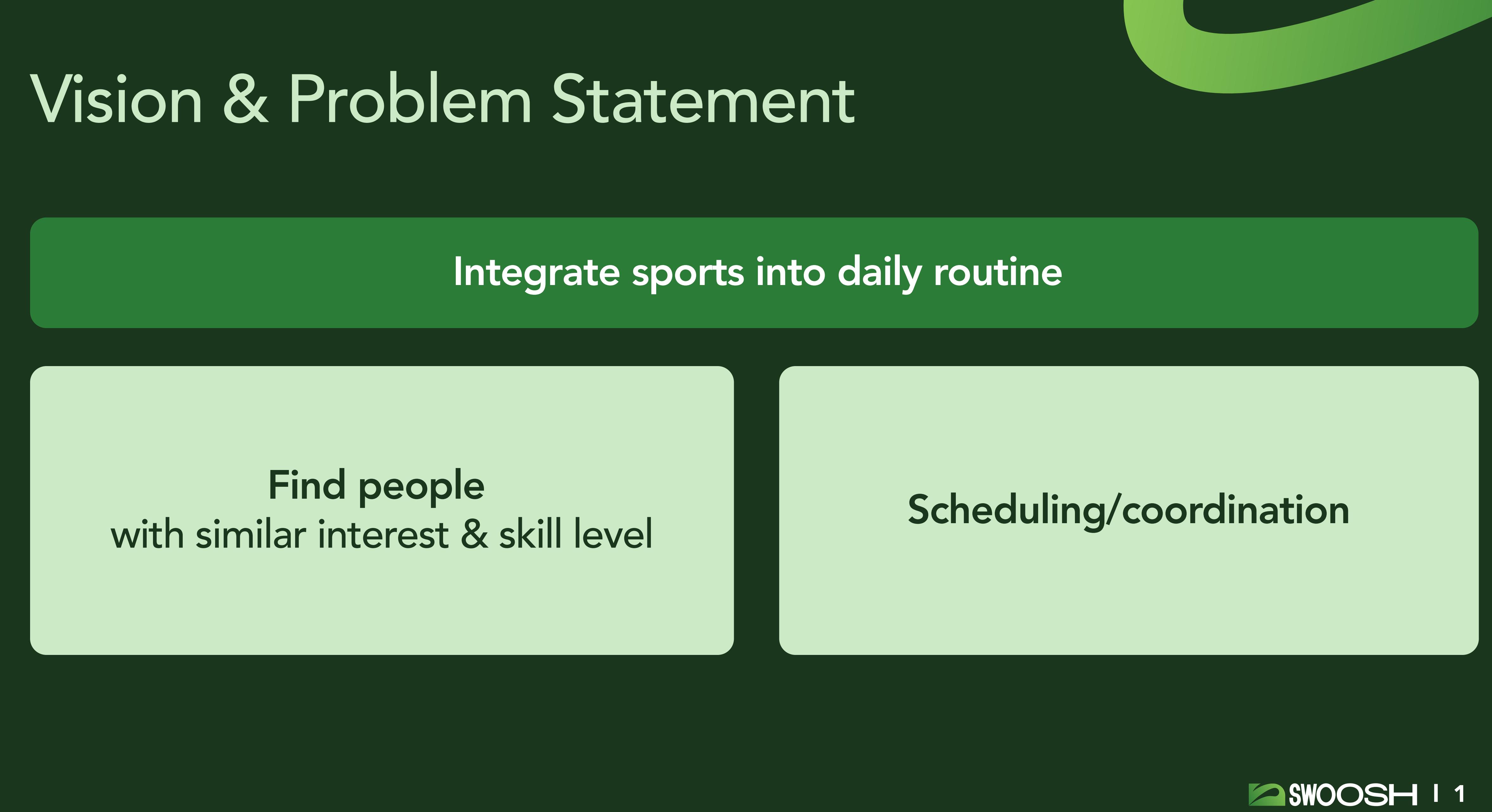
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# Vision & Problem Statement

**Find people  
with similar interest & skill level**

**Scheduling/coordination**



Connect people through sport

Build community

One game at a time

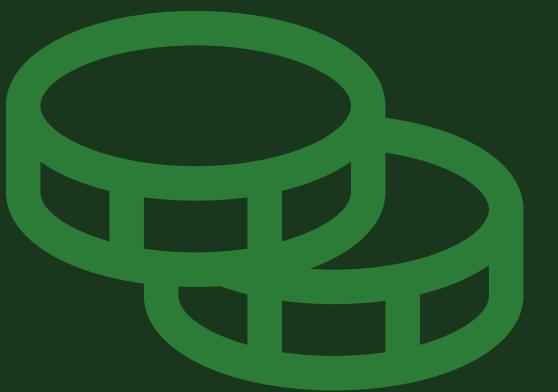
In the racket sports equipment market,  
the number of users is expected to amount to  
**3.6m users by 2029**

# Booming growth in sports technology market



**2M users**

Conservative TAM User base in Germany



**€640M – €1B**

Germany TAM Value

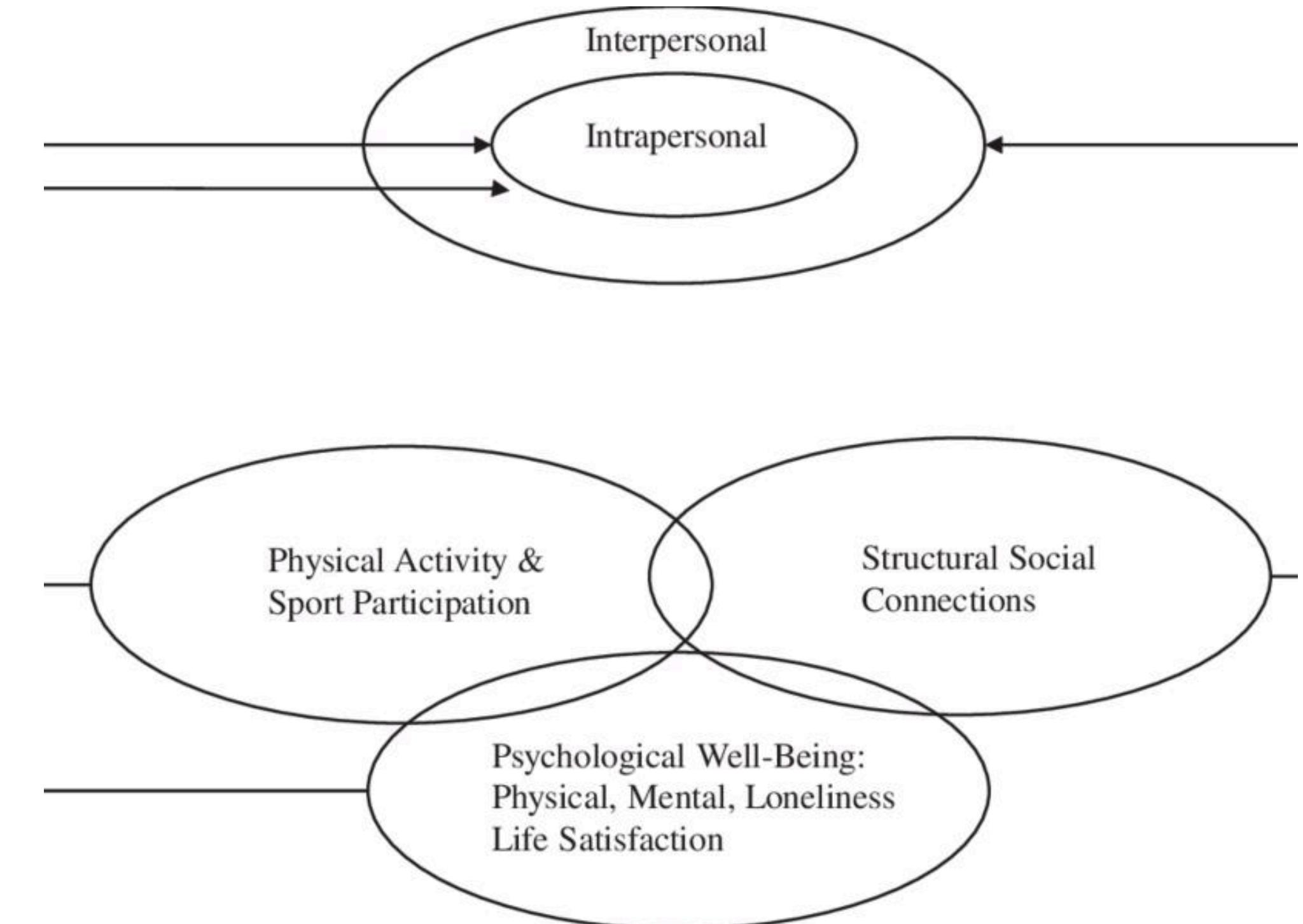
# Competitor Analysis - Racket Sport Apps

	SPORT SUPPORTED	GLOBAL REACH	COURT BOOKING	SKILL BASED
	Tennis, Padel, Squash		✗	✓
	Tennis, Padel		✓	✗
	Tennis, Padel, Squash		✓	✓
	Tennis, Padel, Squash		✓	✓

# Why people play sports?

...playing sports, especially team sports, is linked to better psychological well-being, including **higher levels of life satisfaction and self-esteem, as well as lower levels of psychological ill-being, including anxiety and depression**. Additionally emphasized were the social advantages of sports, including **increased social interaction and a feeling of community**. With an emphasis on the role that social ties play in promoting mental health, the authors created a conceptual model called "Health through Sport," which shows the connection between playing sports and health outcomes. [1]

...playing team sports offers the added **social benefits of fostering greater social support and connection, and it is associated with improved mental health outcomes**, such as improved mood and less stress. This study focuses on self-efficacy and social support systems, which are the psychological components of sport that are in charge of mental health. These findings define how sport has the potential to **promote mental health through social contact and structured physical activity**, which makes them applicable to the research problem of why people should participate in sports. [2]



Health through Sport Conceptual Model (Eime, Young, Harvey, Charity, Payne, 2013)

[1] Eime, R.M., Young, J.A., Harvey, J.T., Charity, M.J., & Payne, W.R. (2013). A systematic review of the psychological and social benefits of participation in sport for adults. *International Journal of Behavioral Nutrition and Physical Activity*, 10(1), 98. <https://doi.org/10.1186/1479-5868-10-98>

[2] Eather, N., Wade, L., Pankowiak, A., & Eime, R. (2023). The impact of sports participation on mental health and social outcomes in adults: a systematic review and the "Mental Health through Sport" conceptual model. *Systematic Reviews*, 12, Article 102. <https://doi.org/10.1186/s13643-023-02264-8>

# People prefer partners who they feel socially connected to.

Companionship, not skill similarity, predicts whether a sports partnership continues overtime



Social connection



Emotional support



Encouragement

# WHO

Sports players who may not yet have a social network or local knowledge of sports communities.



**what**

They want to join sports clubs, find playing partners of similar skill levels, and organize games or practice sessions.

**when**

When they want to play a team sport, or are trying to integrate sports into their daily lives.

**why**

To stay fit, meet people, enjoy a hobby, or continue a passion, but struggle due to coordination and scheduling issues.

**how**

They currently use social media, social circle or word-of-mouth

**where**

In urban areas or communities with active sports scenes.

# Personas - Max Bauer

29 y/o  
Married, one daughter

Remote tech worker,  
based in Cologne



independent

introvert

adventurous

dependent

extrovert

cautious

## About

Max recently moved to Düsseldorf for work. As a remote software developer, he spends most of his day in front of a screen and often works flexible hours. He's passionate about staying active and seeks adrenaline-filled activities to balance his sedentary work life.

## Goals

- Quickly find people to play sports with.
- Ability to match by skill level.
- Book courts or join local games without hassles
- Stay fit, feel connected, and reduce stress.

## Frustration

- New to the city, lacks a strong social circle
- Hard to coordinate games with new people
- Unclear where to play/ how to find courts/clubs
- Time management is tough with flexible but unpredictable work hours.

## Motivations

Stay fit

Reduce stress

Competition

Social life

Personal growth

# User Journey

with  
**SWOOSH**

before  
**SWOOSH**

## Awareness

SWOOSH triggers  
Max's passion for  
badminton via  
social media reels

Max feels tired and  
unmotivated in life

Max realizes the  
root cause is his  
sedentary lifestyle

Max figures work-  
life balance &  
fitness would help

## Search

Max sets up profile  
on SWOOSH and  
browse games in  
the area

He asks around his  
colleagues &  
friends but no one  
fits his preferences

He surfs Facebook,  
Whatsapp group  
for common-  
interest community

## Scheduling

He presses "Join"  
& send an in-app  
message to say hi

He checks  
availability of the  
courts and prices

He tried to balance  
teammate's time &  
court's availability

They update via  
Whatsapp

## Playing

They record game  
result & upload fun  
pictures to the  
game log

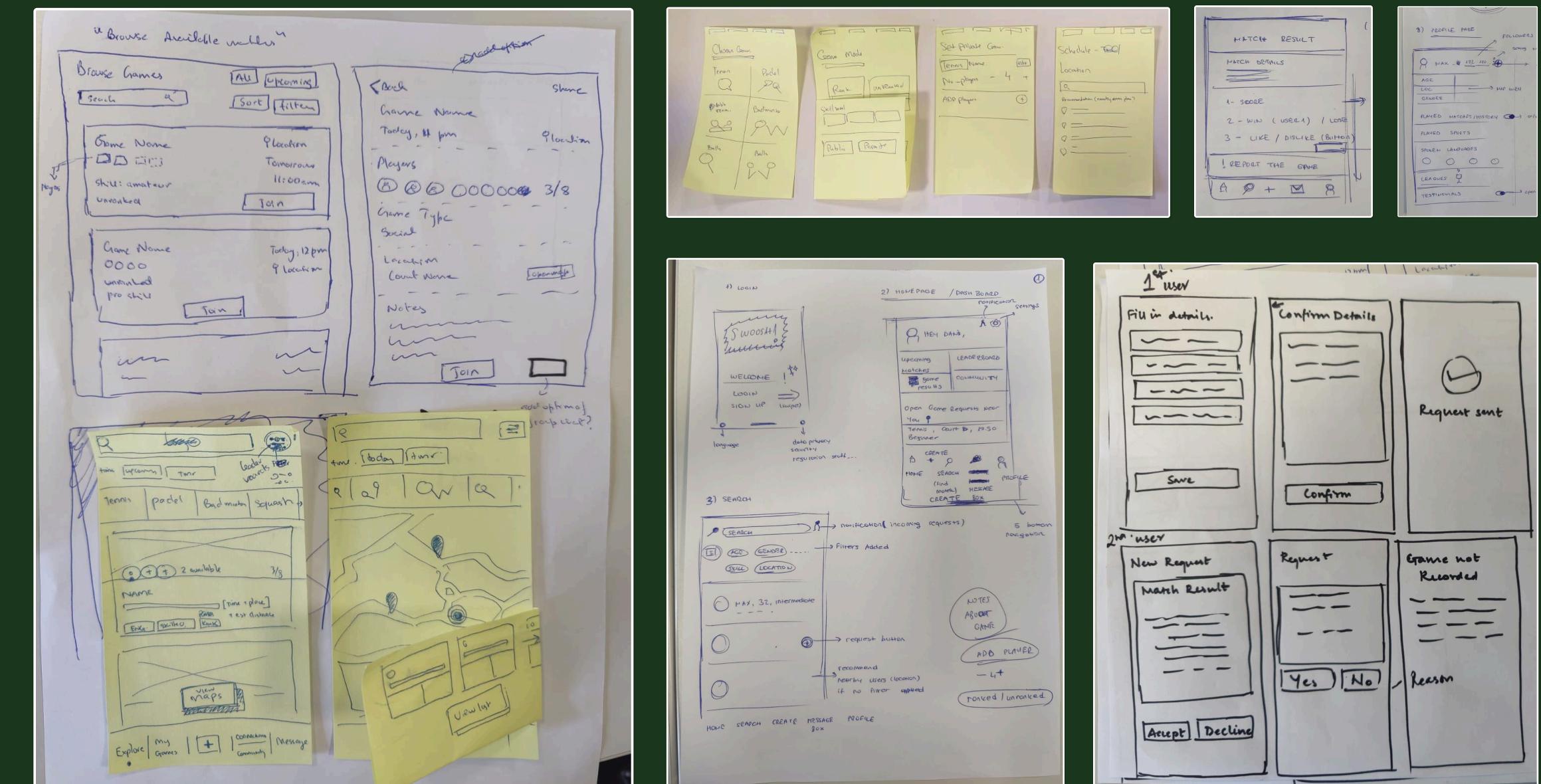
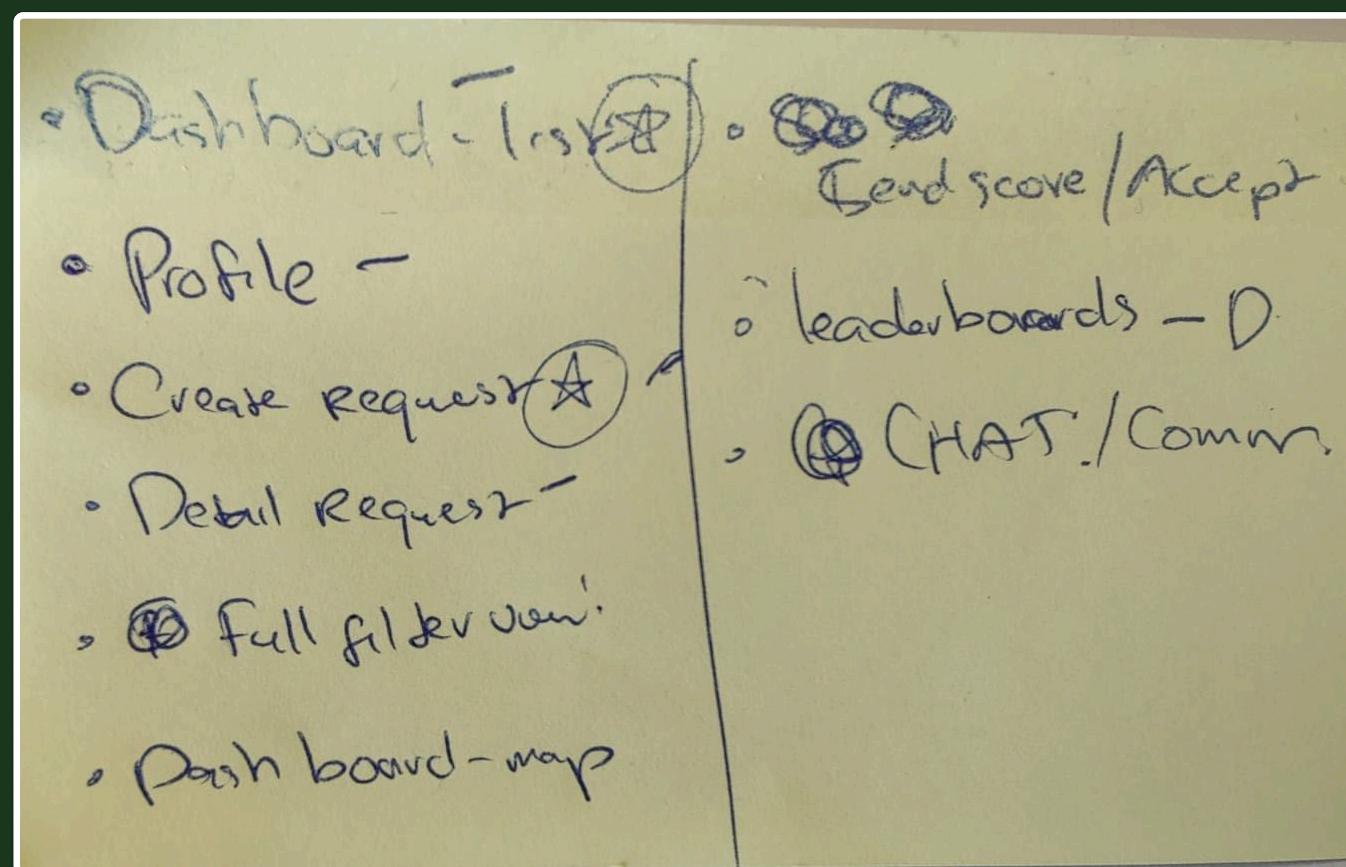
## After-play

They have history  
of gameplay &  
Max is reminded  
when his friends  
create new game

No memories



# Design Process - Ideate



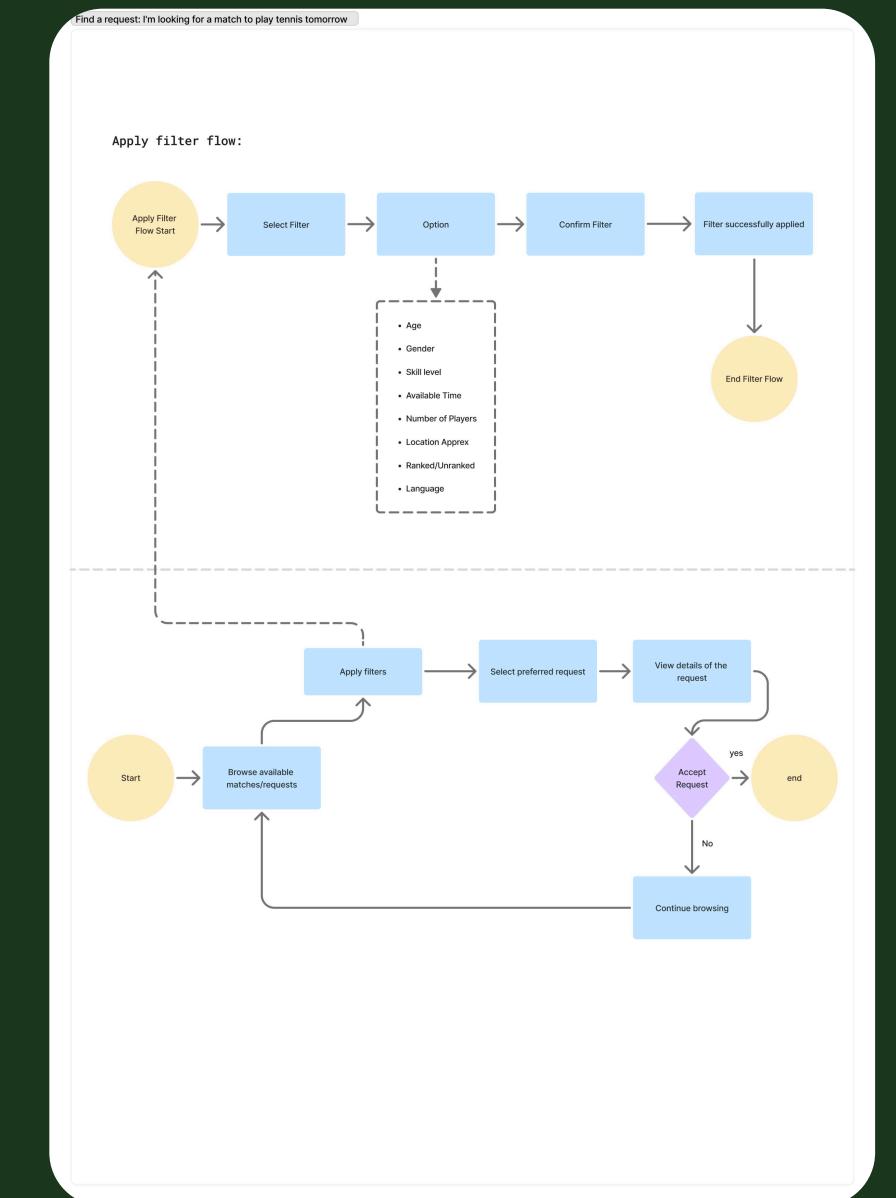
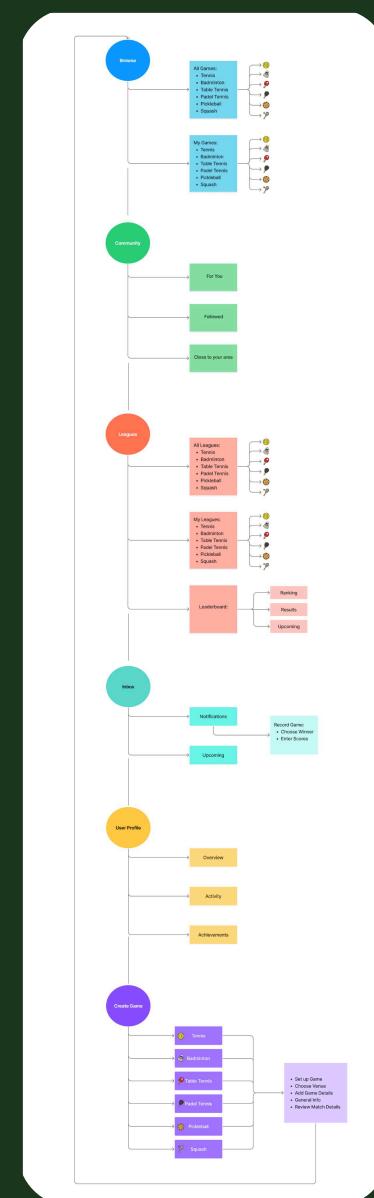
1

Detailed product requirements  
synthesized from user journey

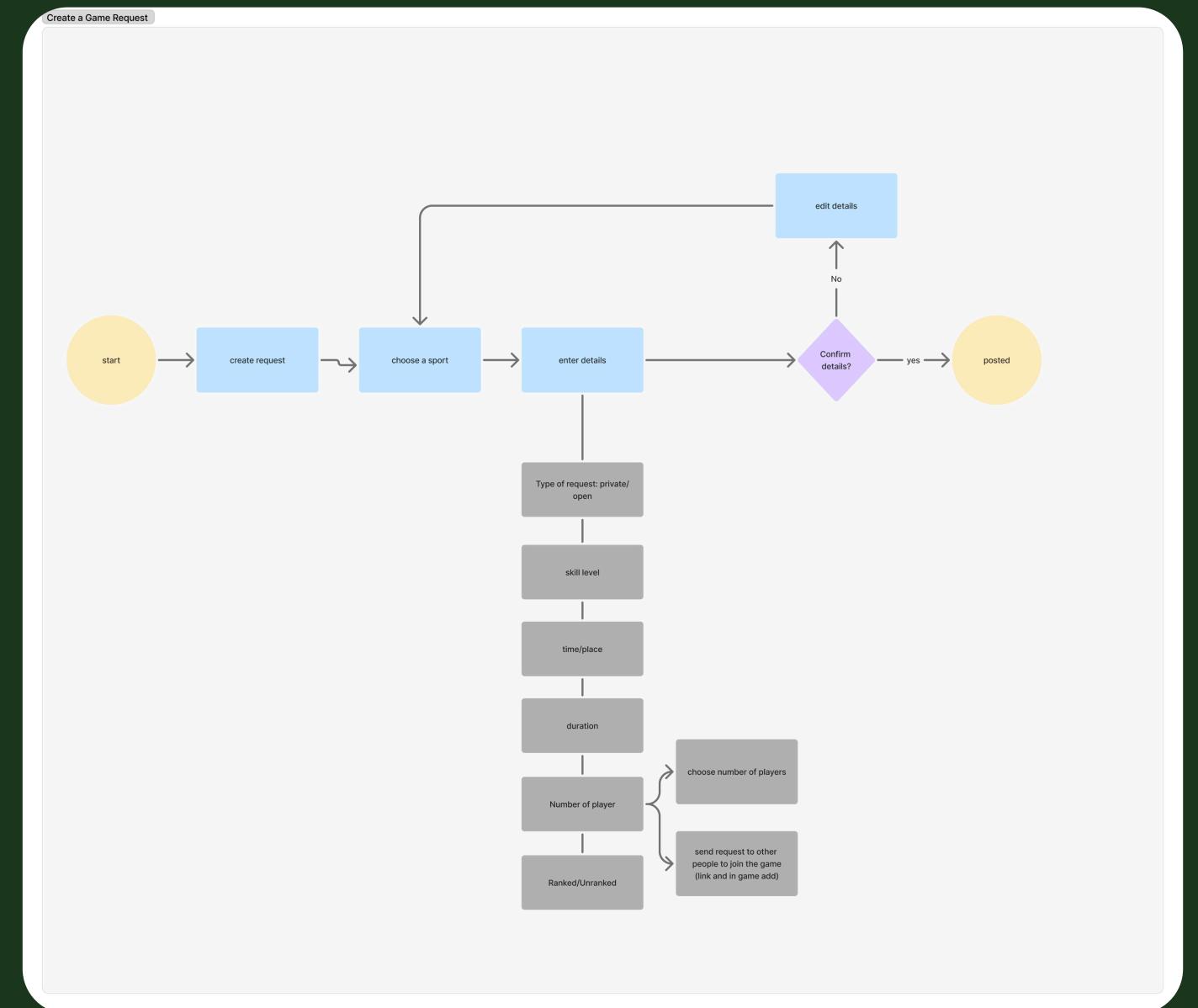
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Lo-Fi wireframe

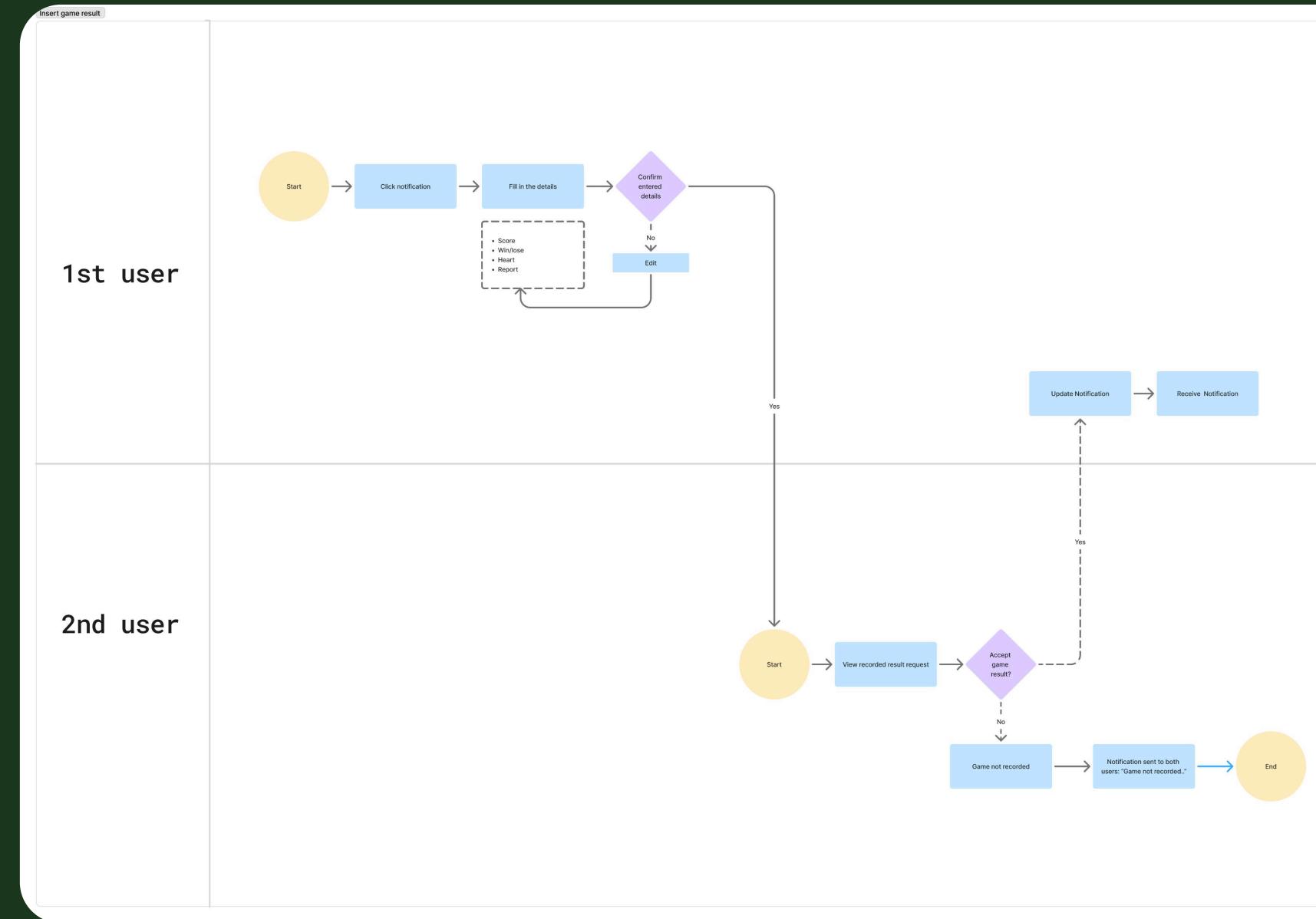
# Design Process - Specify



Browse game



Create game

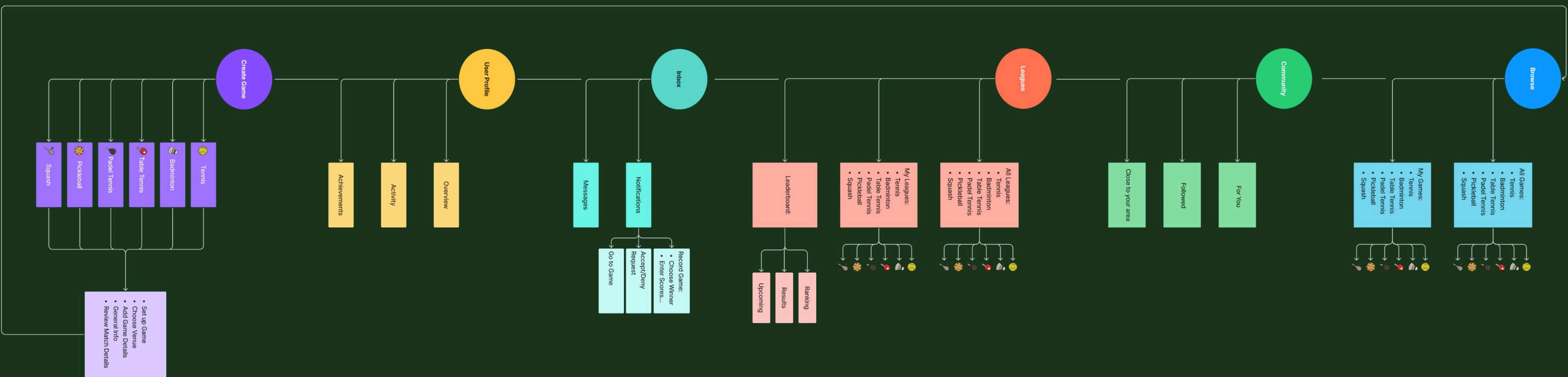


Log result

3  
Information architecture

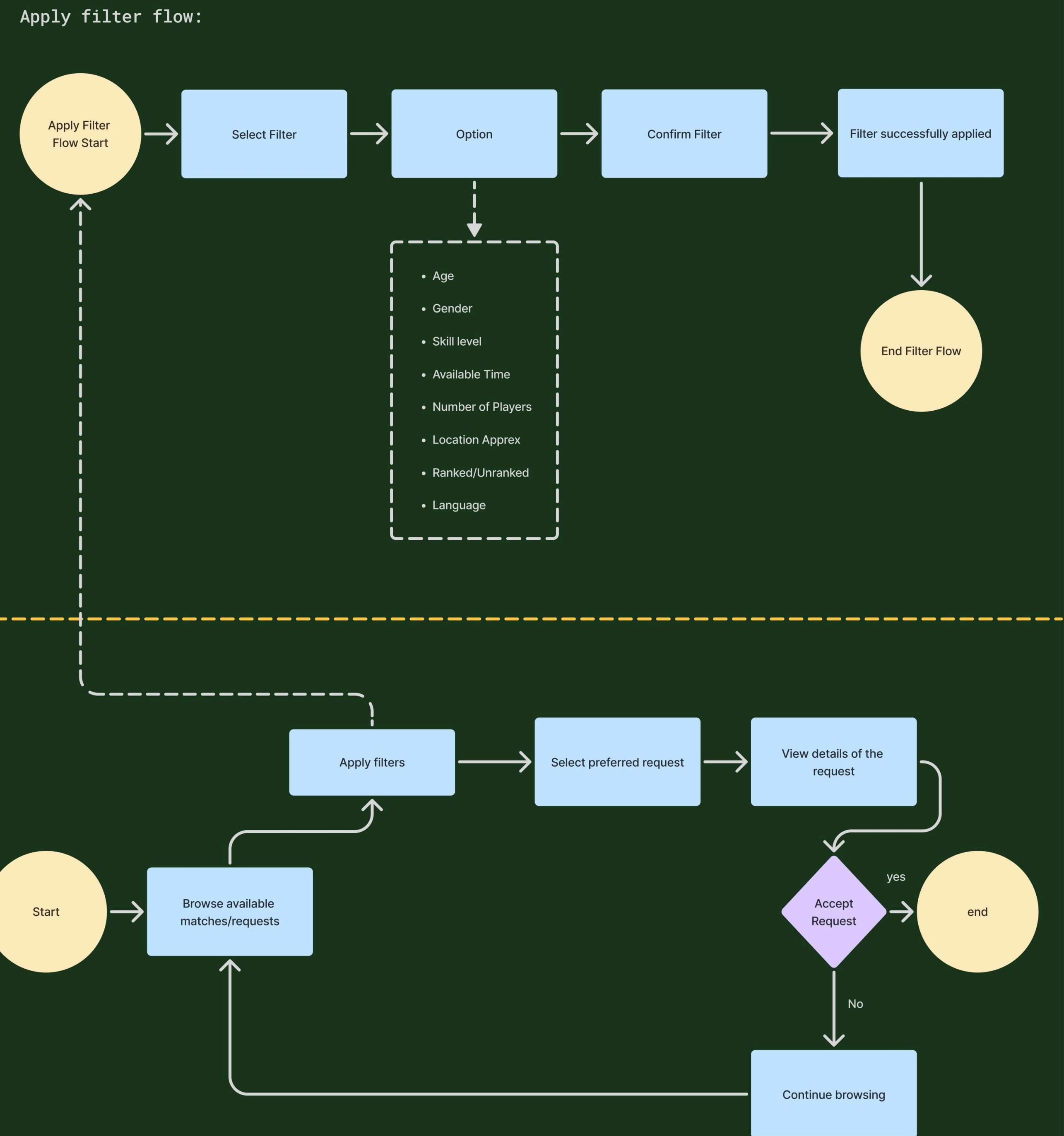
4  
Userflow

# Information Architecture



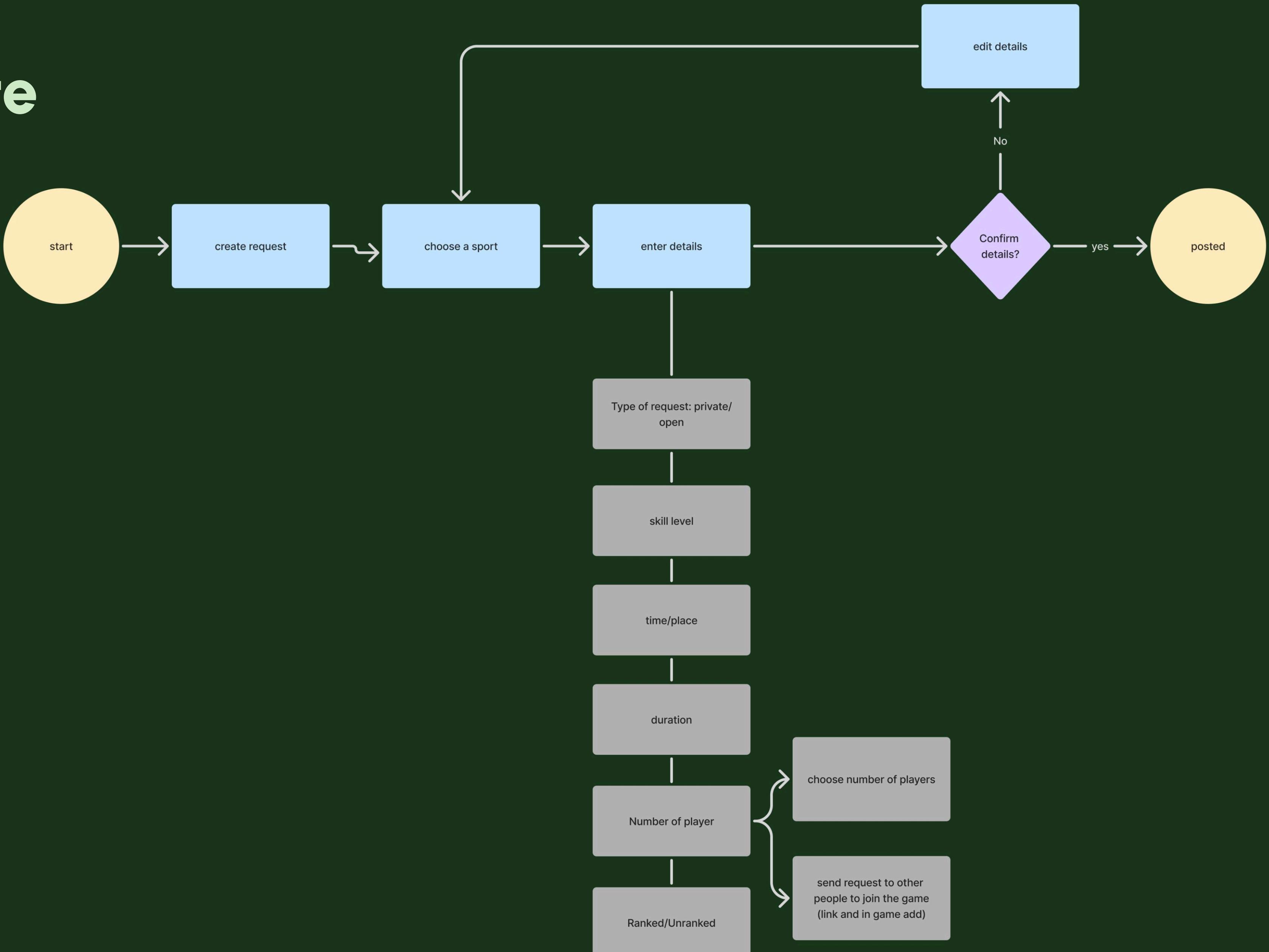
# User Flow 1 - Browse

Browsing for available games, applying filters for search and viewing details of the open games.



## User Flow 2 - Create

Creating a new open game request, adding details and posting the request.

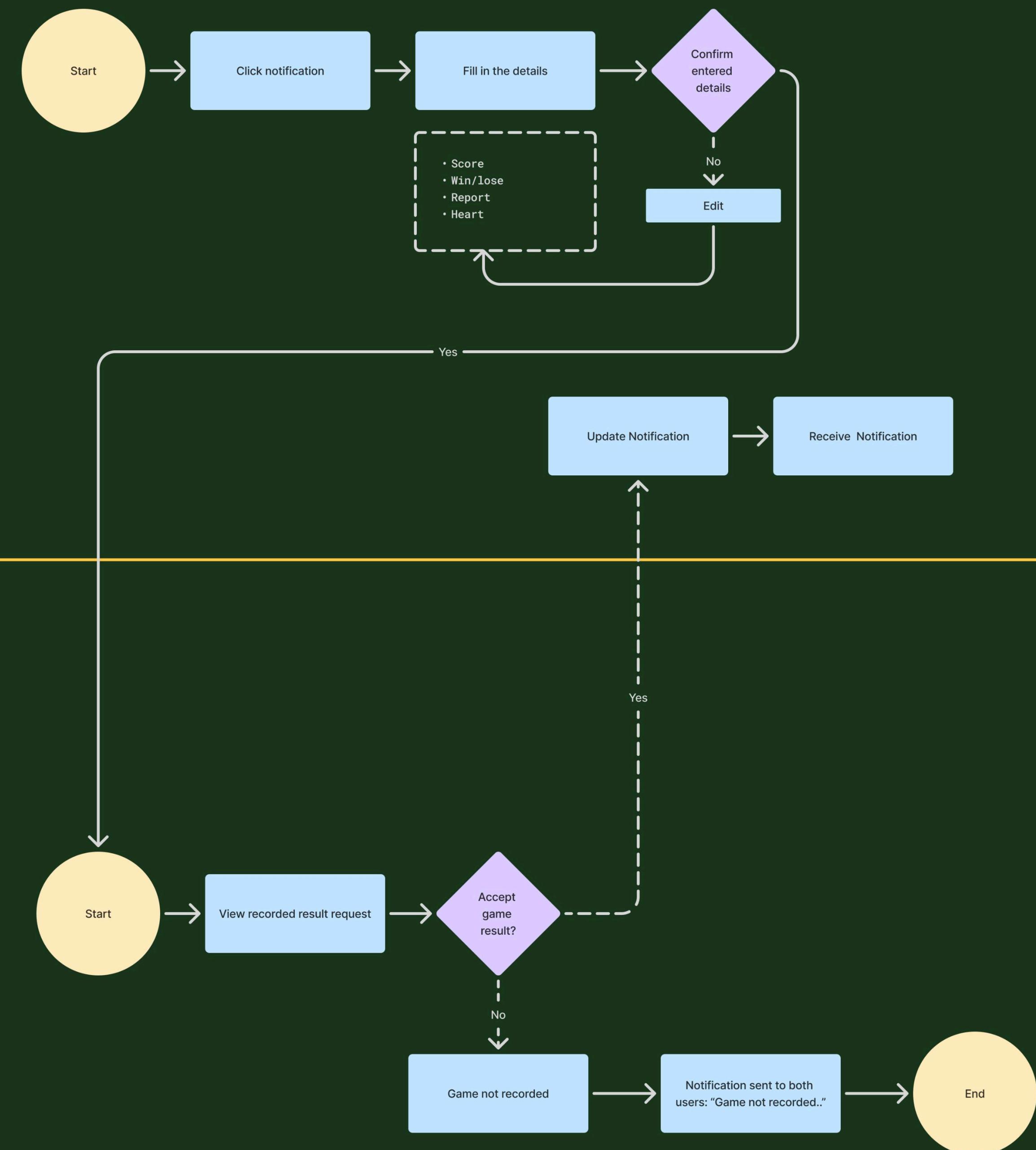


# User Flow 3 - Record

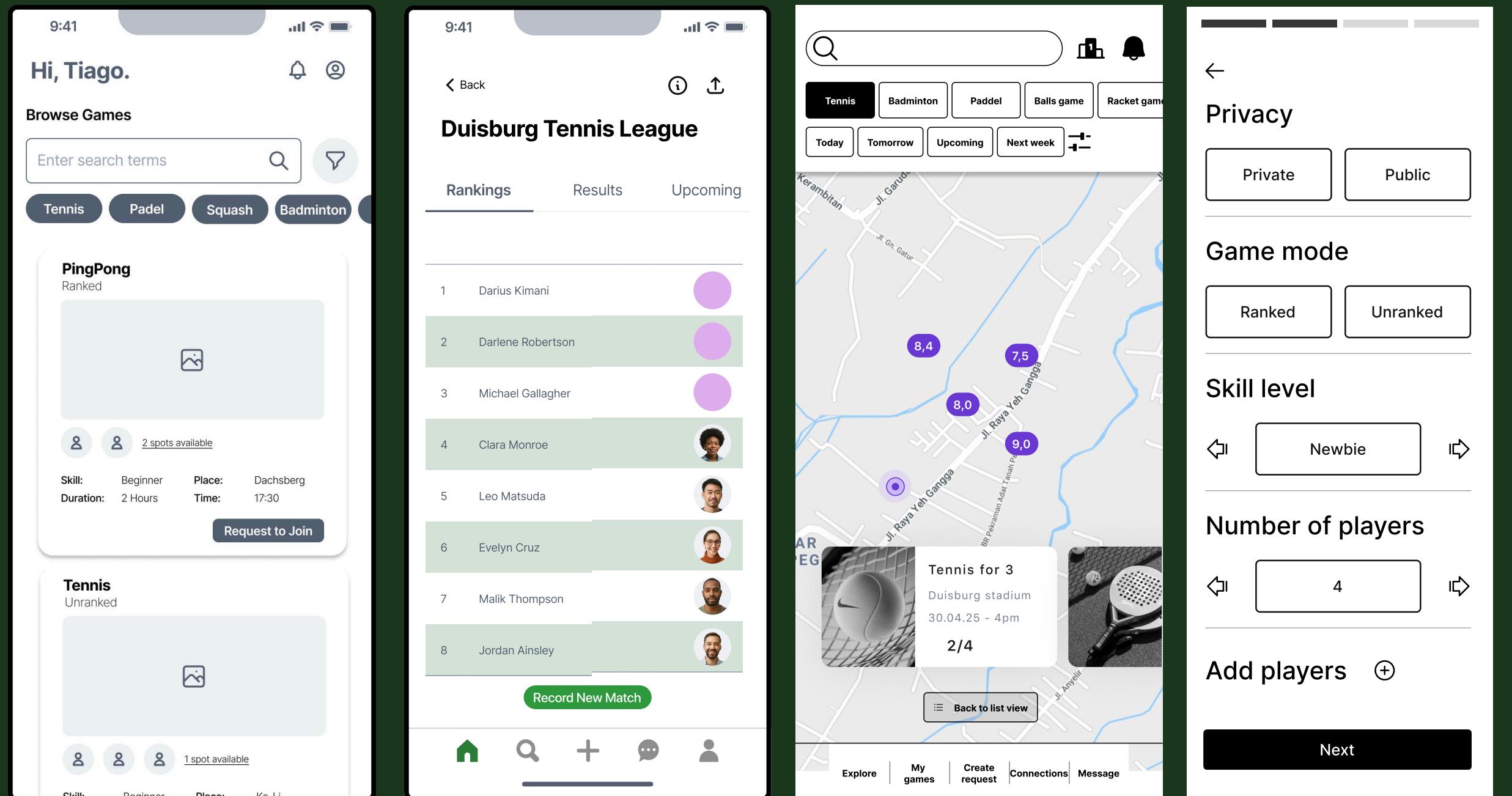
Record game result - one user fills out the game details and results, the other one receives a notification to confirm and accept within 24 hrs to record the game.

1st user

2nd user



# Design process - Conceptualize

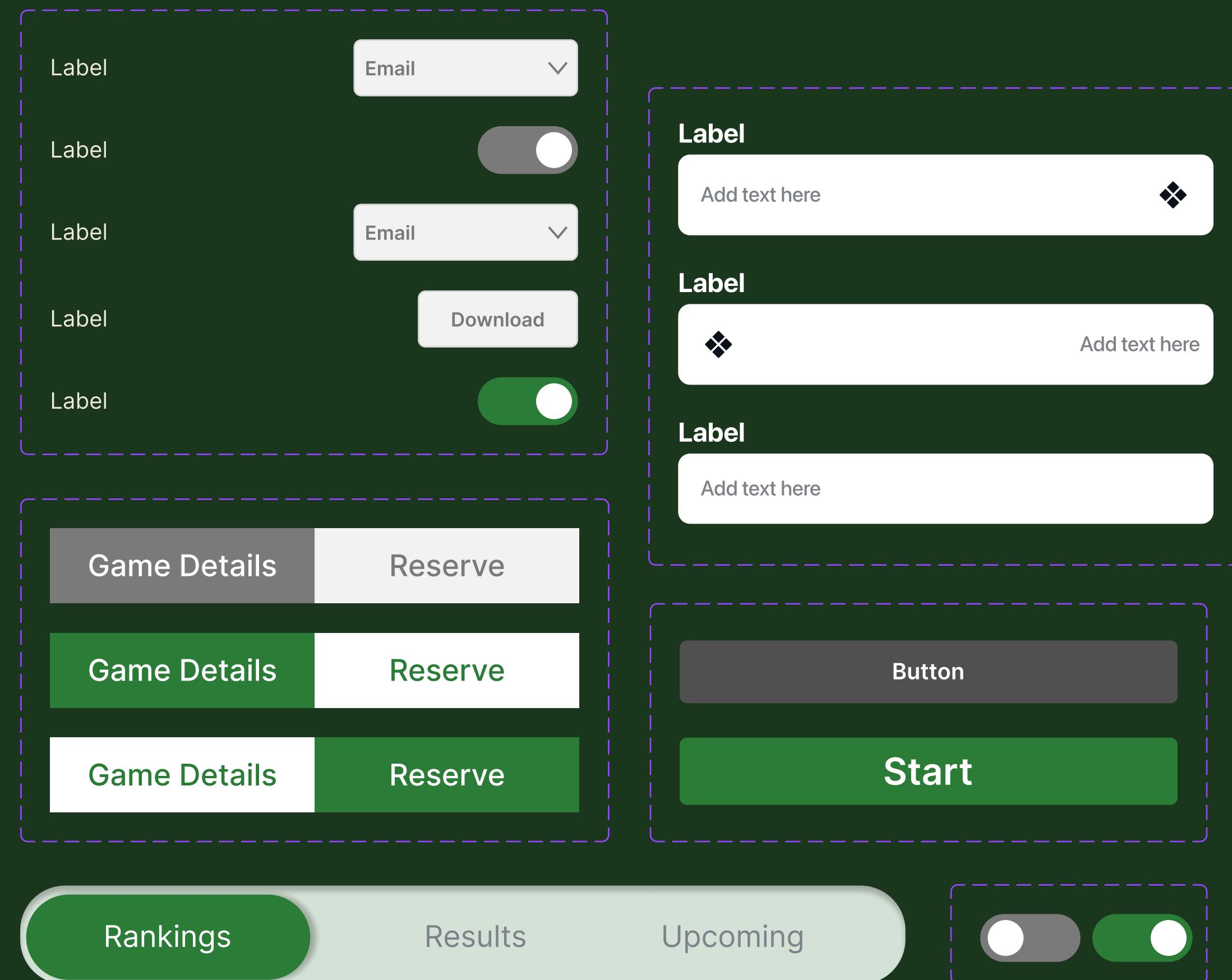


5

Wireframe

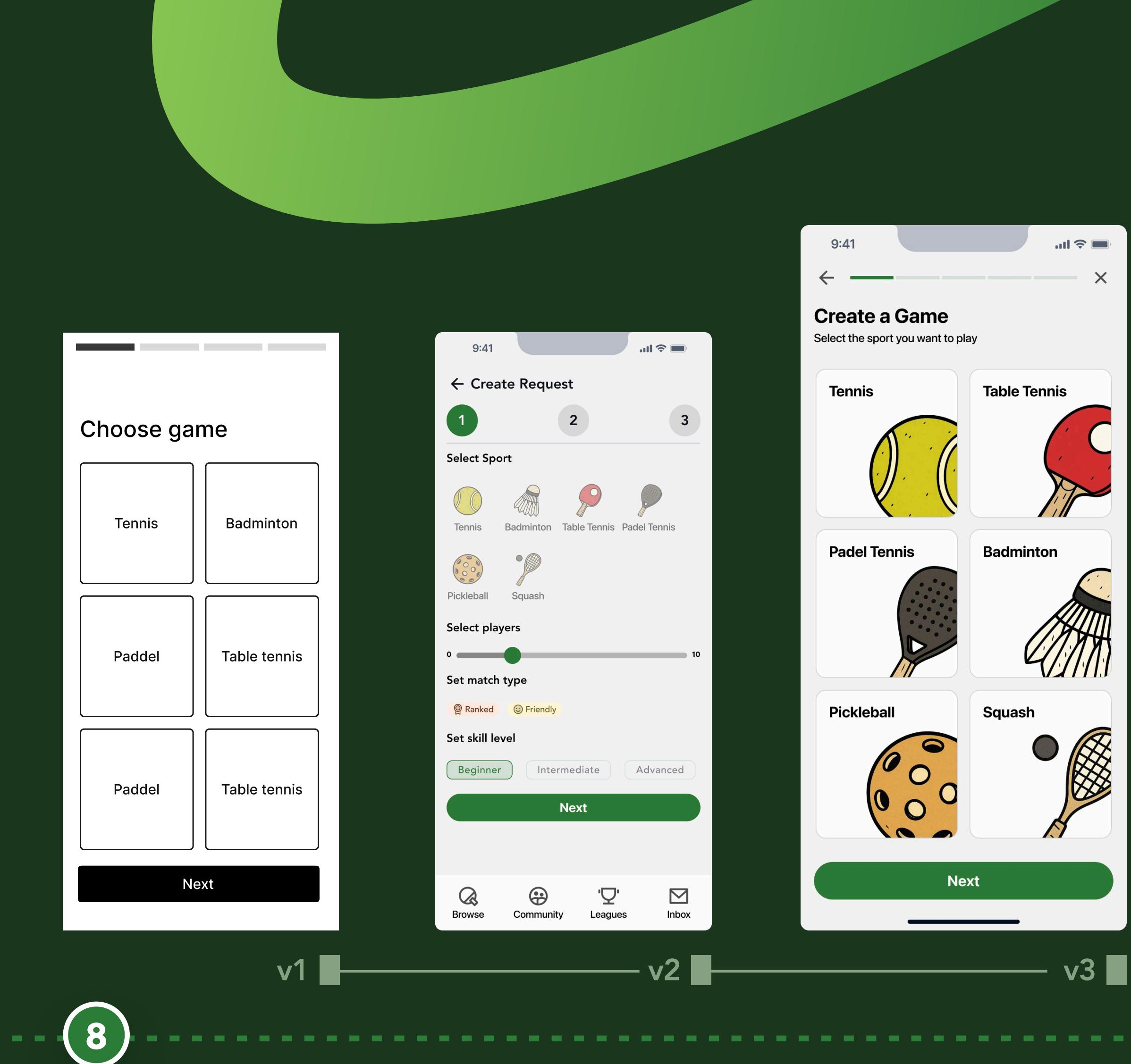
6

Moodboard



7

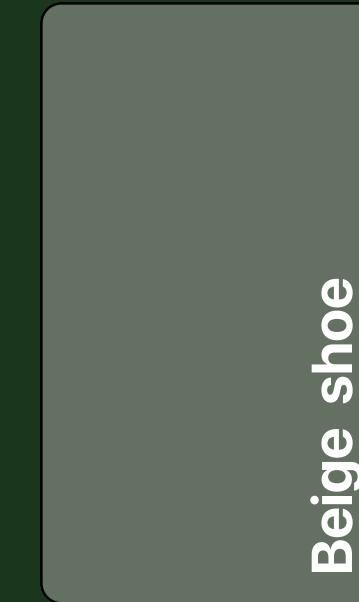
UI Styleguide synthesized from team variations



8

Hi-Fi User Interface through iterations

# Design System at glance



**SF Pro Display**

**Page Title 24px**

Page Subheader 12px

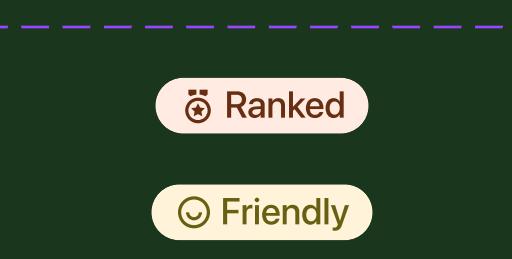
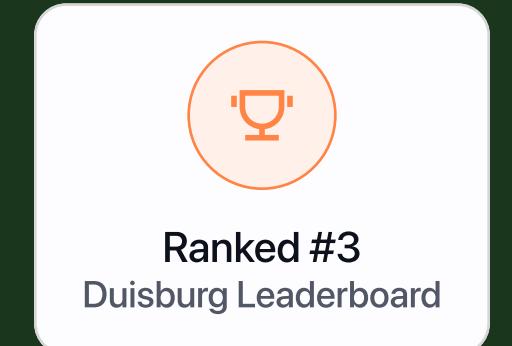
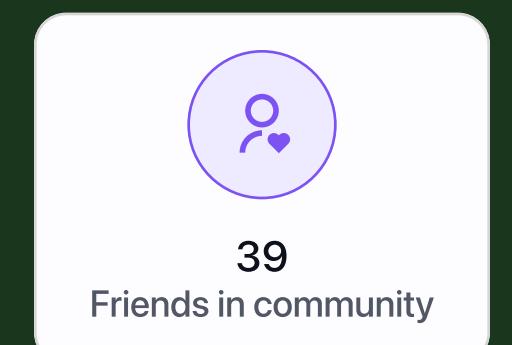
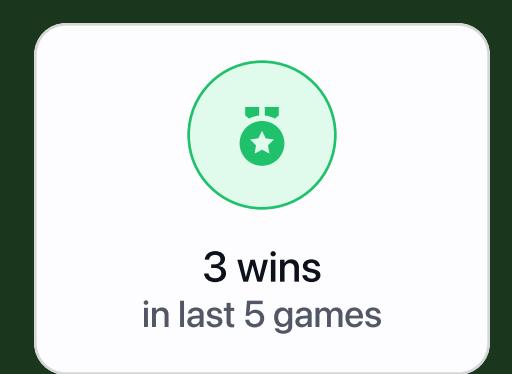
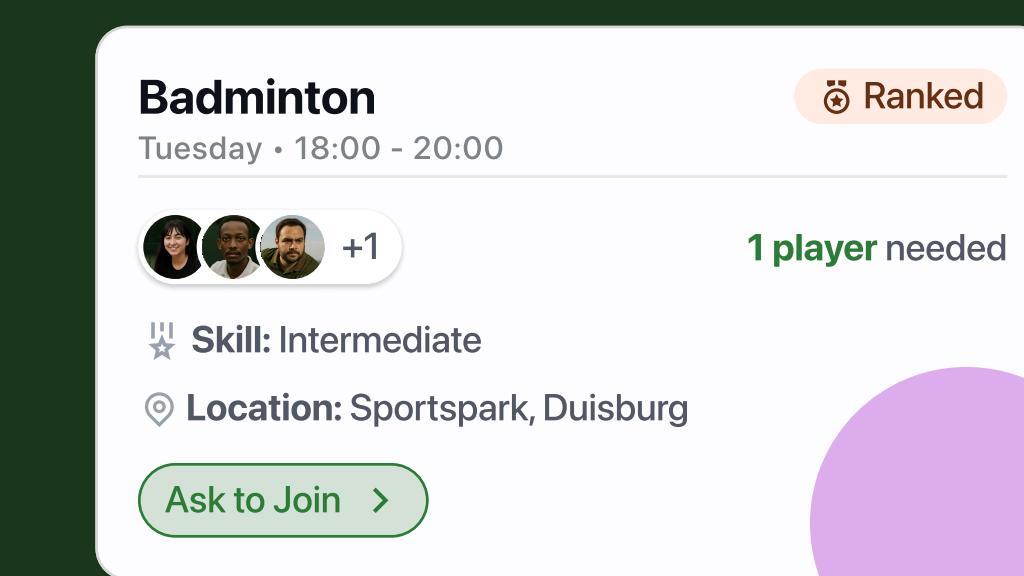
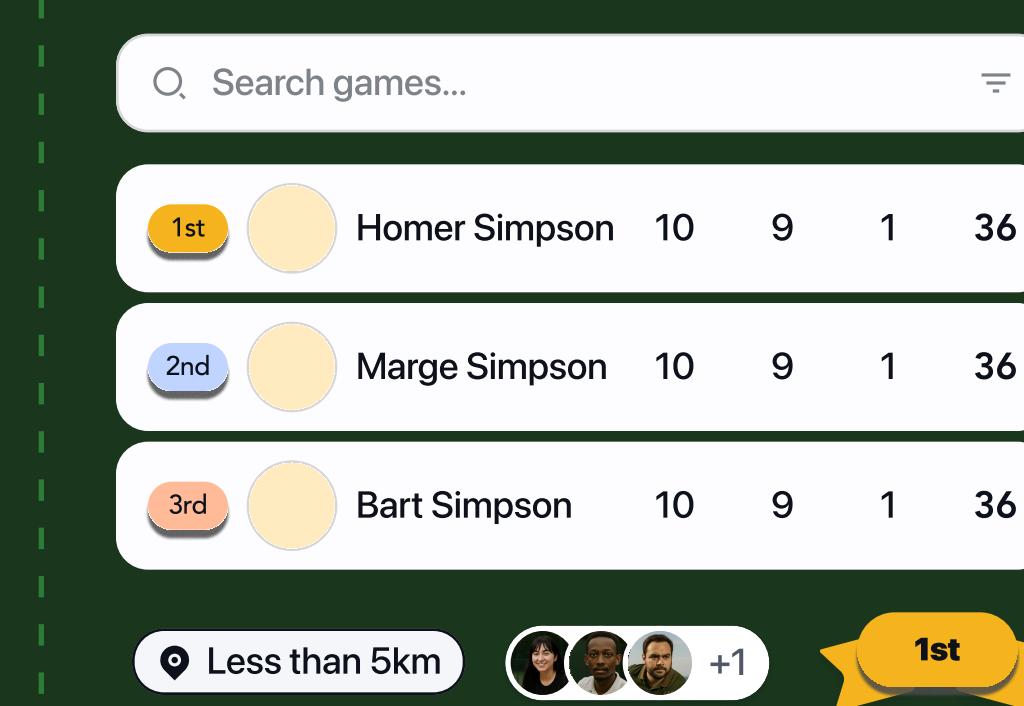
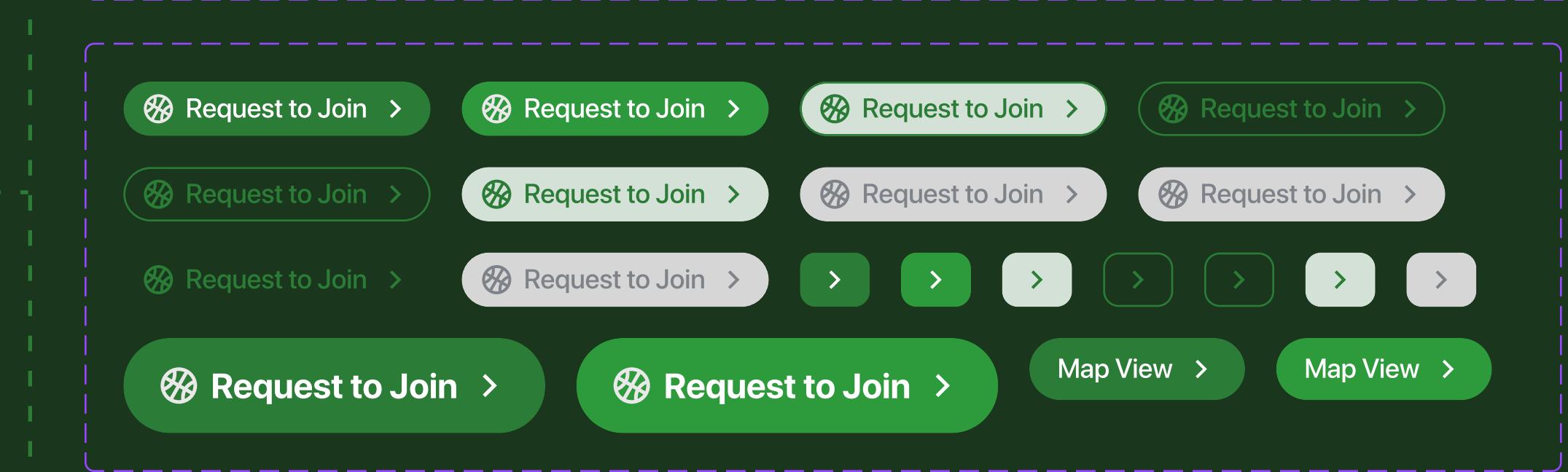
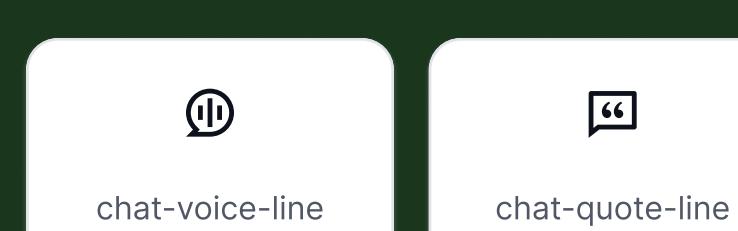
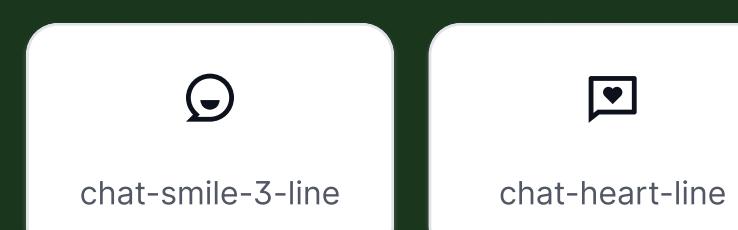
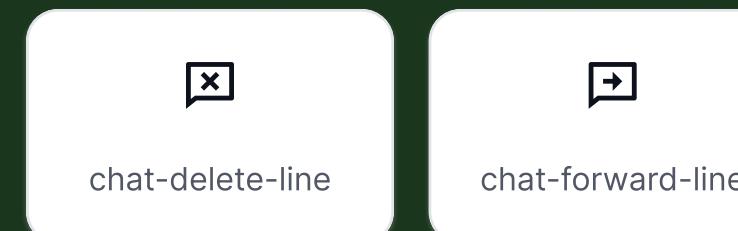
**Card Header 18px**

Card Subheader 12px

**Body 16px**

**Body Regular 14px**

**Tabs Text 14px**



# Component Creation

atoms

molecules

organisms



+1



+1

## Tennis

Tuesday • 18:00 - 20:00

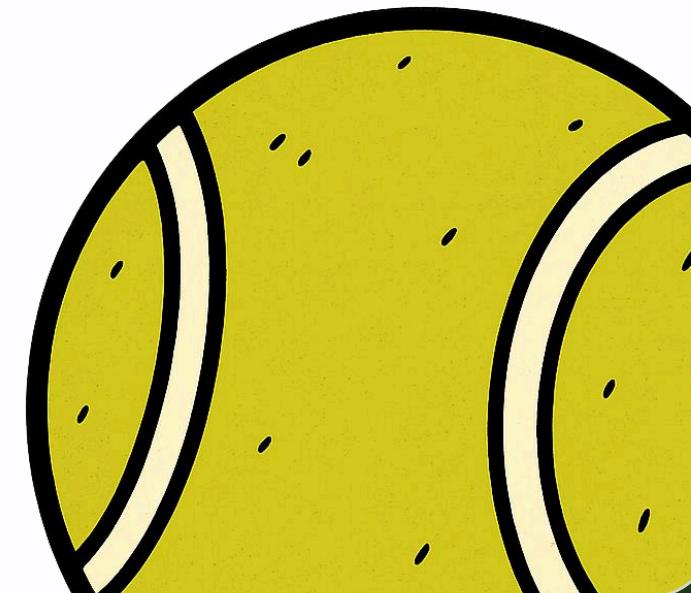
Ranked

1 player needed

★★ Skill: Intermediate

📍 Location: Sportspark, Duisburg

Ask to Join >



# Custom Component Library

Request to Join > Request to Join >

> > > > > >

Request to Join >

Request to Join > Map View >

Map View >

Tennis Badminton Table Tennis Padel Tennis Squash Pickleball

Tennis Badminton Table Tennis Padel Tennis Squash Pickleball

Duisburg Sportspark

Search game location...

Search games... 1st

Tennis

Tennis

Browse Games + 2

47057, Duisburg change

All Games My Games

Less than 5km +1

Tennis Tuesday • 18:00 - 20:00 Ranked

Ranked 1 player needed

Intermediate

Ask to Join >

Table Tennis Tuesday • 18:00 - 20:00

Ranked

1 player needed

Skill: Intermediate

Location: Sportspark, Duisburg

Ask to Join >

Game details:

Sport: Tennis

Location: Sportspark, Duisburg

Date: 12 May 2025

Profile Set 1

Search games... X

X X

Homer Simpson wants to join your TennisX4 Duisburg game on 2 June 2025.

Accept Decline 2 hours ago

1st	Homer Simpson	10	9	1	36
2nd	Marge Simpson	10	9	1	36
3rd	Bart Simpson	10	9	1	36

Duisburg Tennis League Ongoing Tennis

1st 2nd 3rd +14 more players

Join League > Leaderboard ⚔

Ranked #3 Duisburg Leaderboard

4.1 Player Reviews

3 wins in last 5 games

Friends in community

39

Table Tennis

Badminton

Table Tennis

Padel Tennis

Squash

Pickleball

# Design System - Colors

#2C7C37  
Green shirt

Core brand color symbolizing luxury and tennis courts. Deep and rich, it evokes trust and premium feel.

#647063  
Beige shoe

A calm, neutral tone that adds balance and warmth, complementing the green while maintaining elegance.

#D5E1D7  
Turquoise glass

Light and airy translucent green, used for highlights and backgrounds to create depth and clarity without distraction.

#0E121B  
Navy shorts

Used for text and key elements to ensure strong contrast, readability, and a refined visual base.

# Design System - Accessibility

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**5.19:1**

Simple Contrast (WCAG)

- The color scheme were tested to ensure sufficient contrast ratios, especially between text and background elements, **complying with WCAG 2.1 AA standards for accessibility.**
  - Use of dark text against light backgrounds ensures that users with visual impairments can comfortably read and navigate the interface.
  - Colors avoid eye strain and support ***inclusive design*** for all users.
-

# Design System - Fonts

## SF Pro Display

### Page Title 24px

Page Subheader 12px

### Card Header 18px

Card Subheader 12px

Body 16px

Body Regular 14px

Tabs Text 14px

Apple's native typeface, crafted for performance and elegance was the natural choice for an iOS-first experience.

Its sleek, modern form **enhances the app's premium sport-lifestyle vibe**, while delivering enhanced readability and fluid UI integration across all Apple devices.

Optimized for **dynamic type and accessibility**, SF Pro Display ensures content scales effortlessly for all users and maintains visual harmony without compromising function.

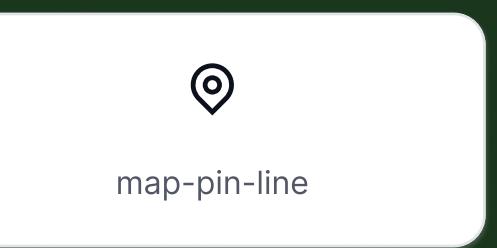
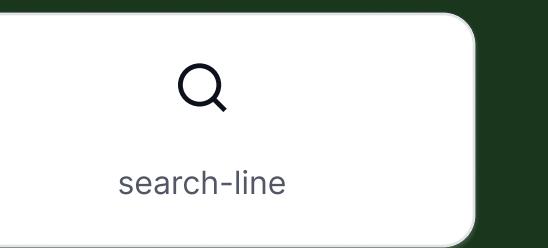
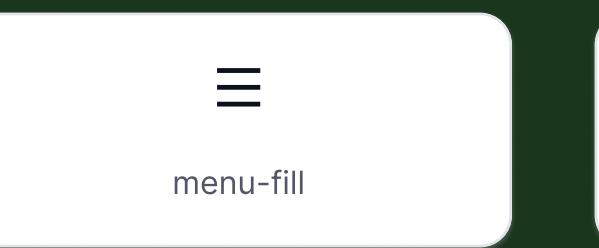
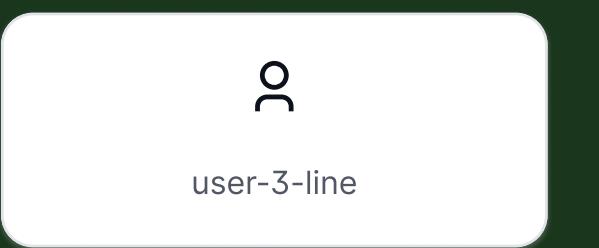
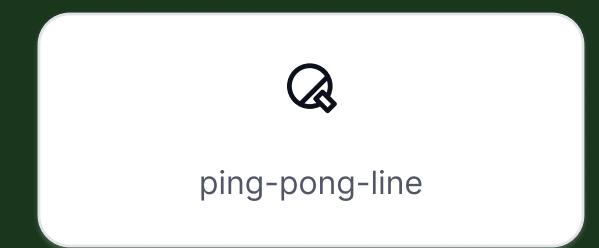
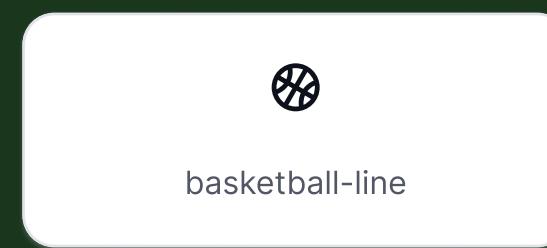
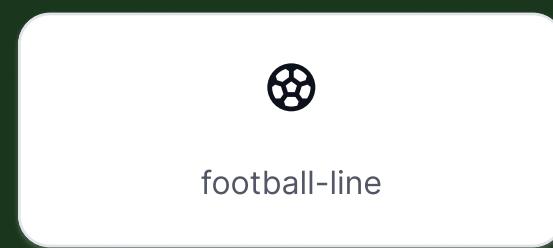
Choosing SF Pro was not only aesthetics, it was also about **designing with intention, platform-native precision, and user-first thinking**.

# Design System - Iconography

## Remix Icon Library

To bring clarity and character to the UI, the open source Remix Icon library was selected for its versatile, modern aesthetic and pixel-perfect consistency.

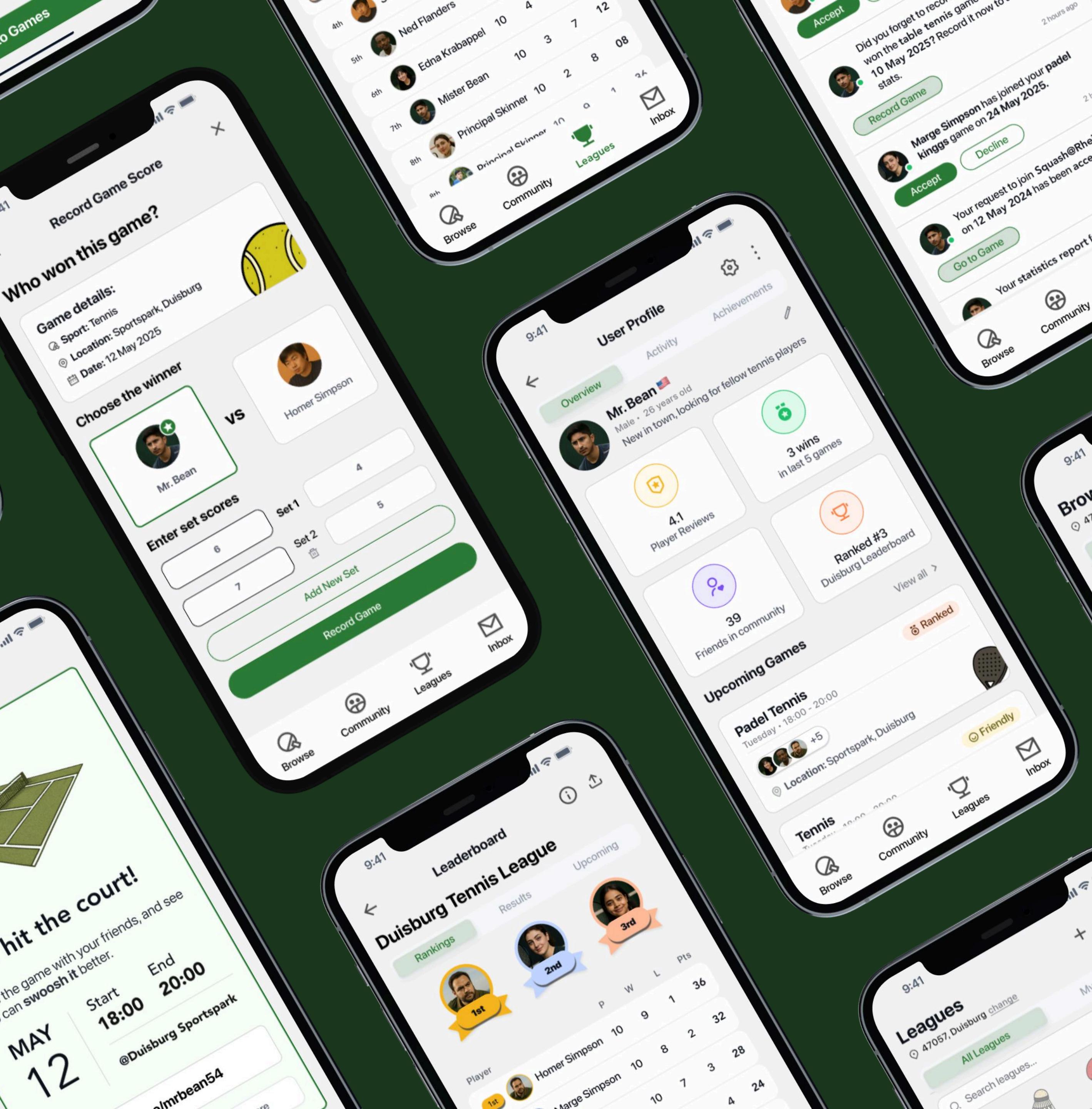
<https://remixicon.com/>



# Hi Fidelity Design

A combination of atoms, molecules, organisms, color and text styles.

Made primarily for iOS.

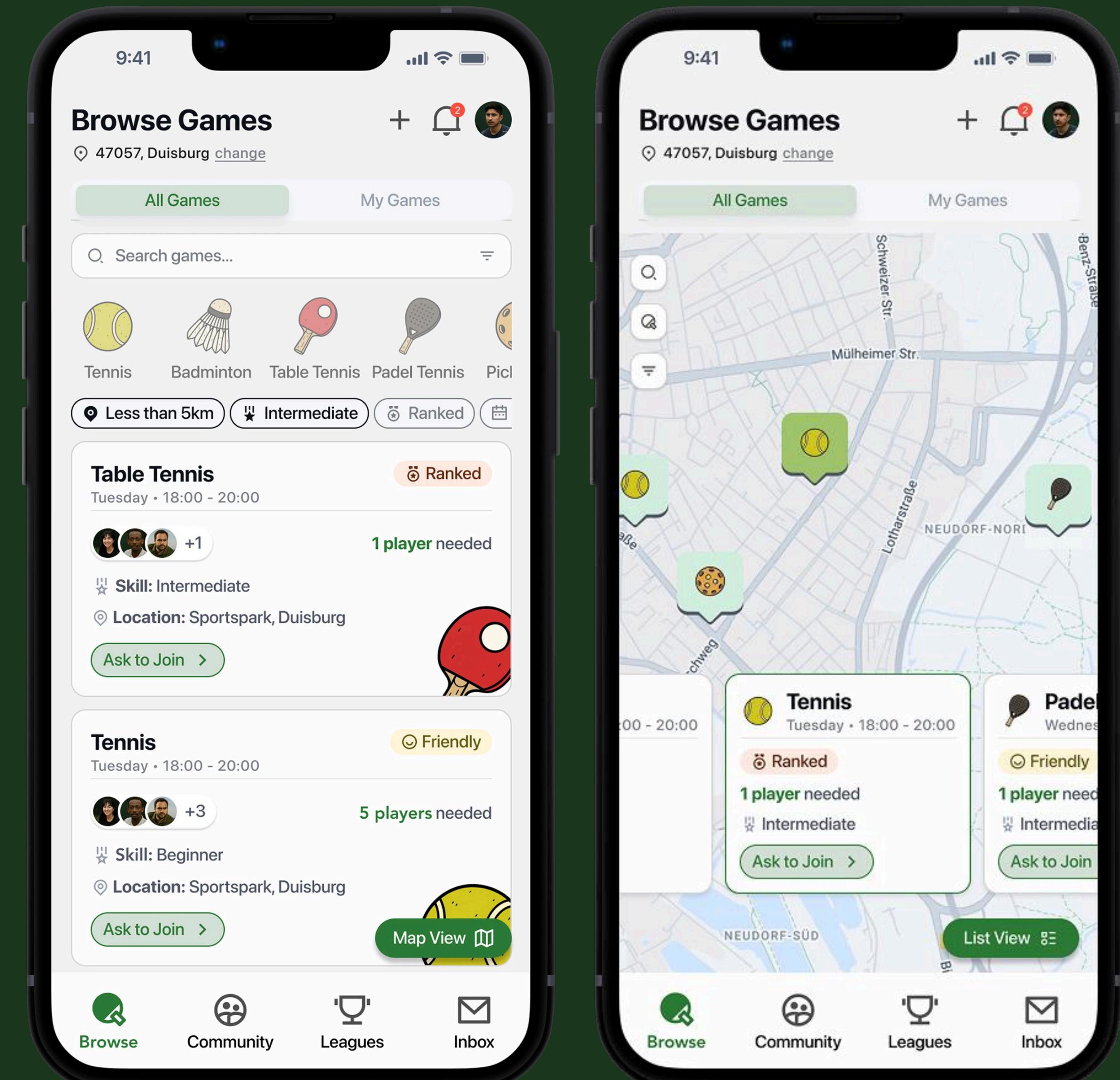


# Key Features

## Browse and join games

- List View
- Map View

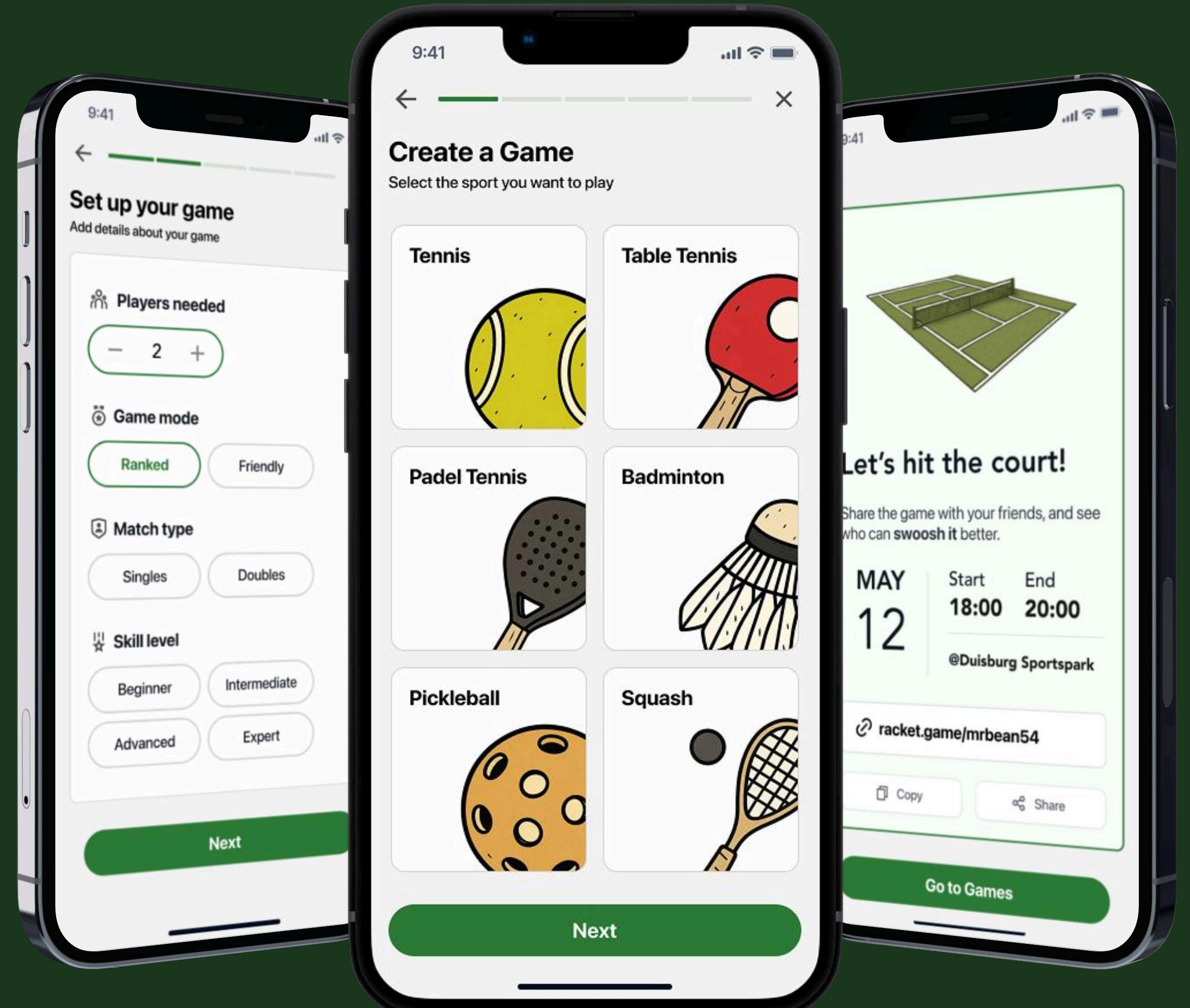
Filter according to sport, skill, distance, match type etc.



# Key Features

## Setup a Game

Create a new game for other people to join, adding details about the match, like game type, venue, and date step by step.



# Key Features

## Record Scores & Leaderboard

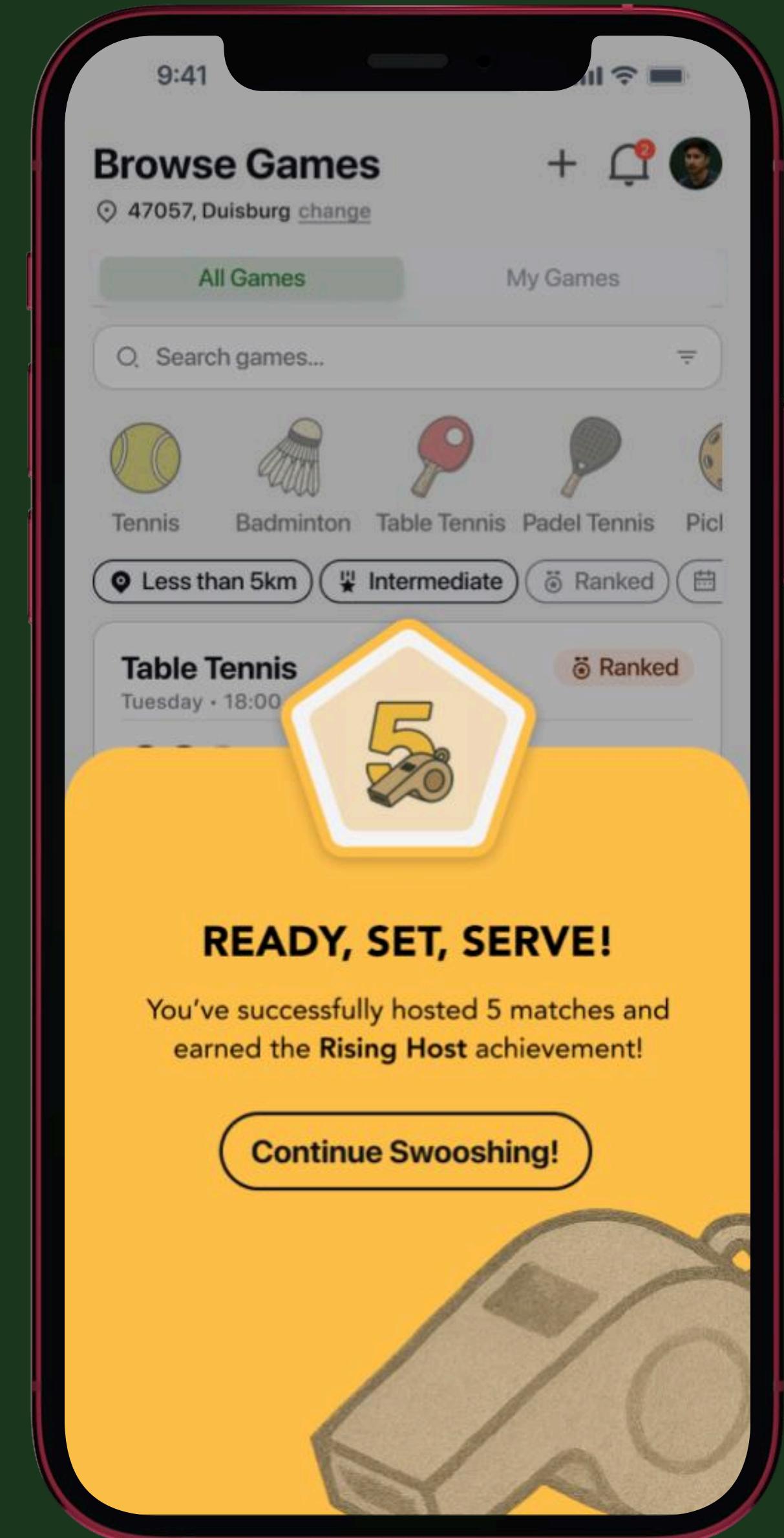
Finish your game, record statistics about the game and get ranked on private or public leagues, and claim those bragging rights.



# Key Features

## Earn Badges & Achievements

Host games, join games and regularly use Swoosh to earn in-app badges and achievements with a fun confetti animation to display on your profile.

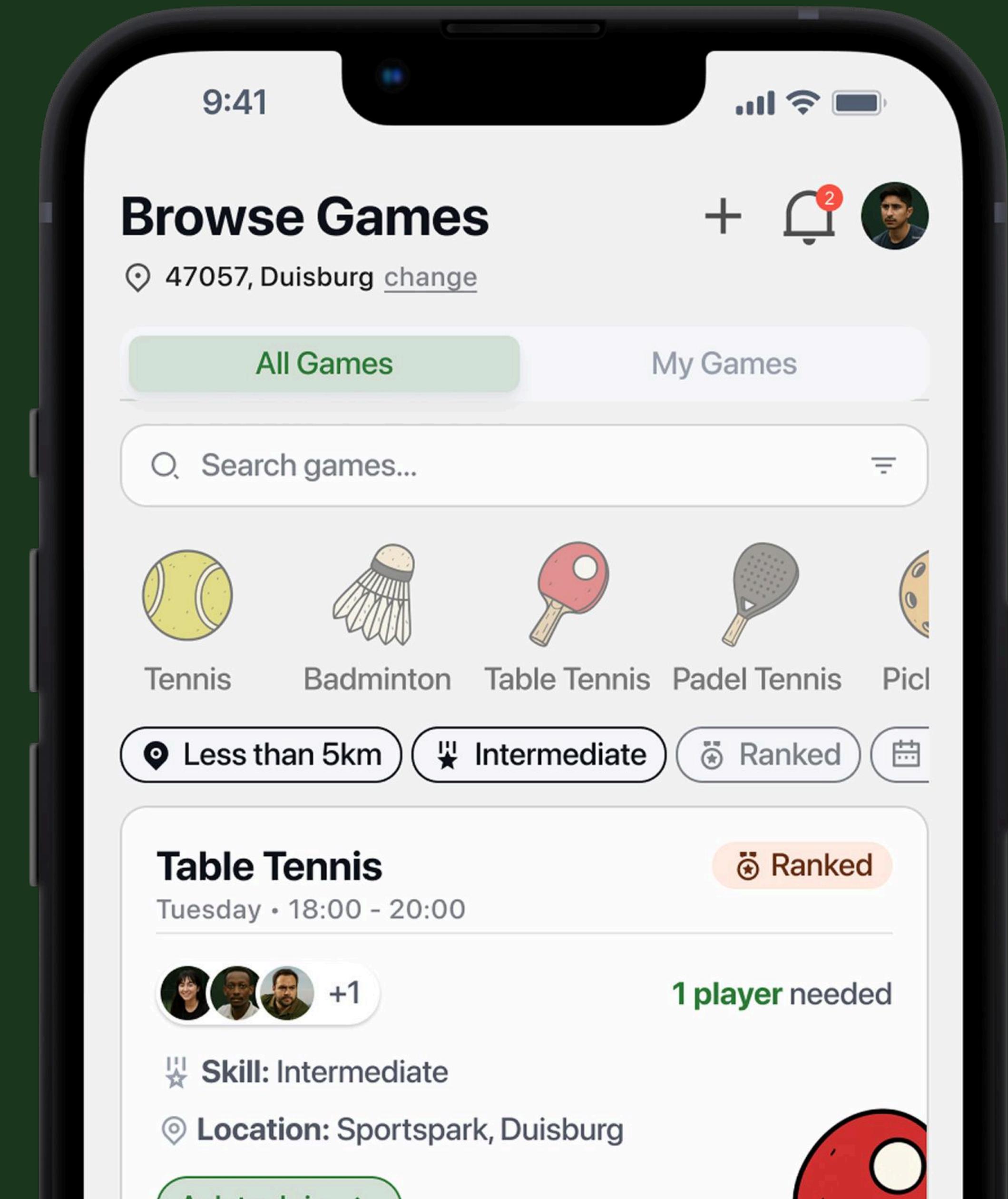


# Prototype - Key flows

## Open Prototype

*Hint: For interactable components, press on the screen anywhere to view the blue hotspot*

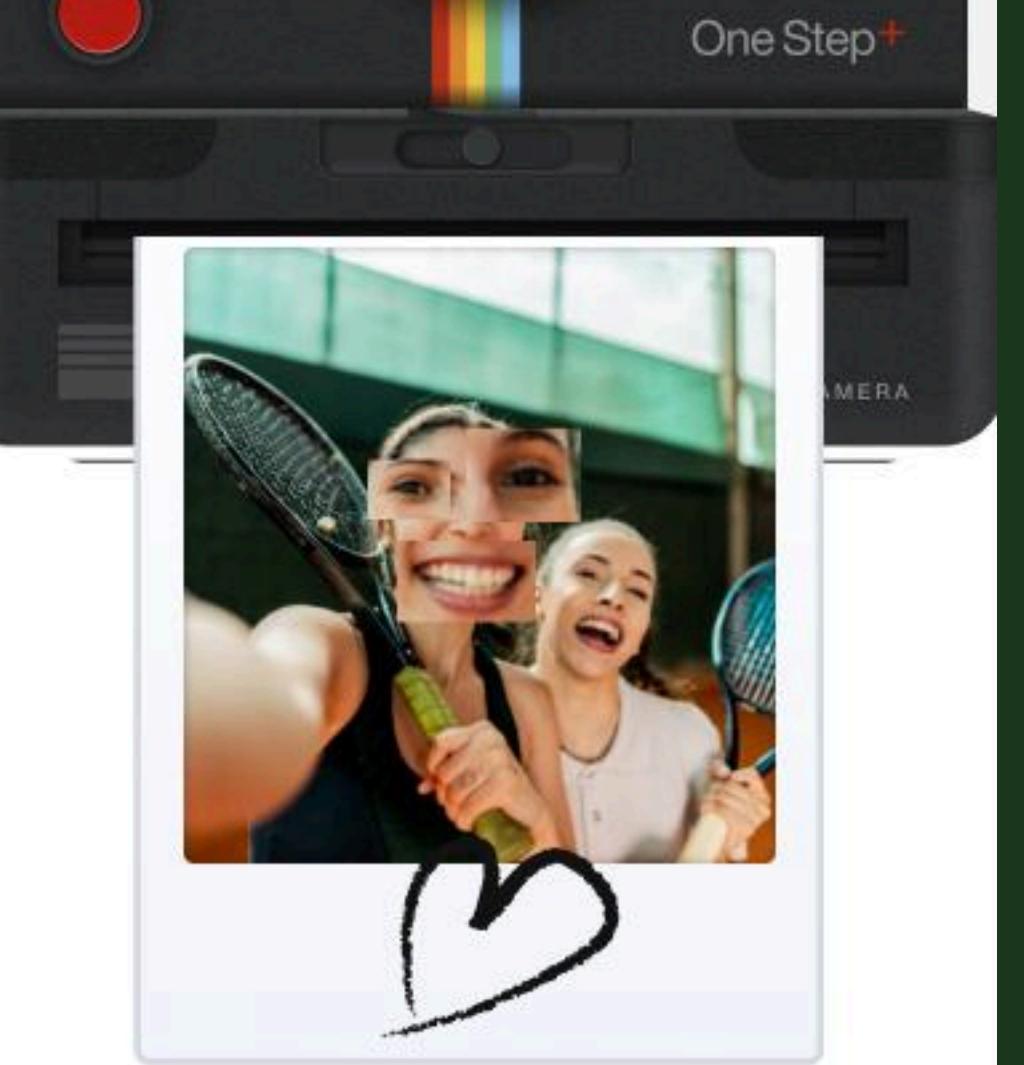
- Change between Map & List View
- Create a Game and earn achievements
- Go to notifications/inbox and record game scores
- Go to Leagues and view Leaderboards



# Prototype hero interaction

Open Prototype

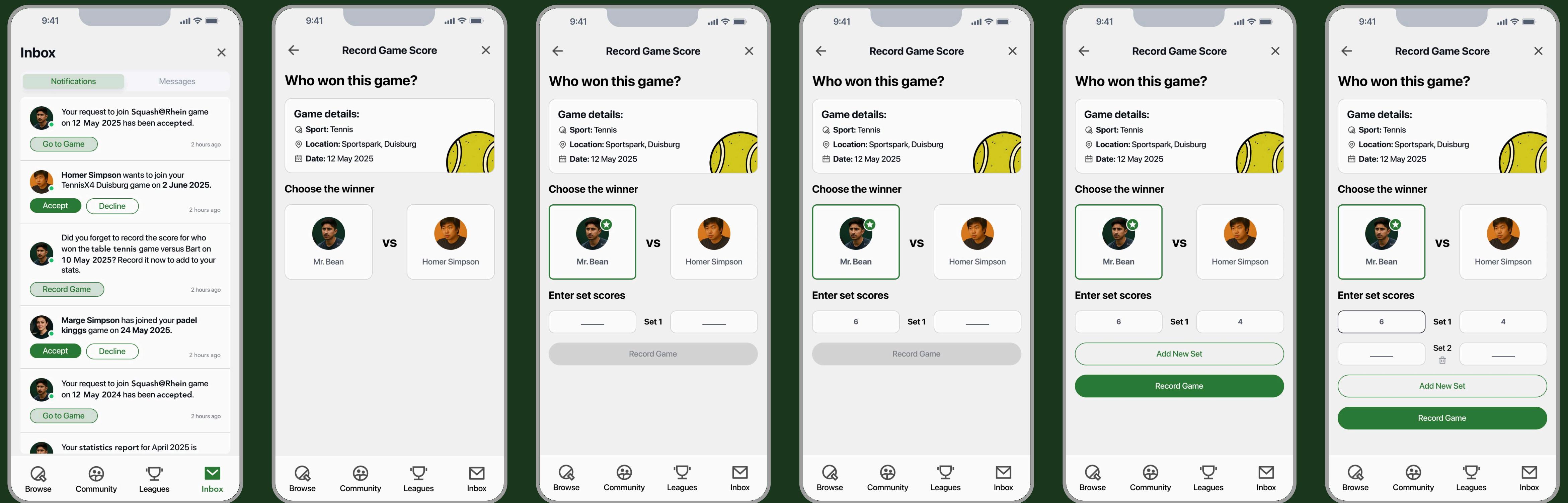
- Capture moments with polaroid-like photobooth
- Draw cute illustration
- Meme-ify with built-in magnifier tools
- Swipe up to send to friends



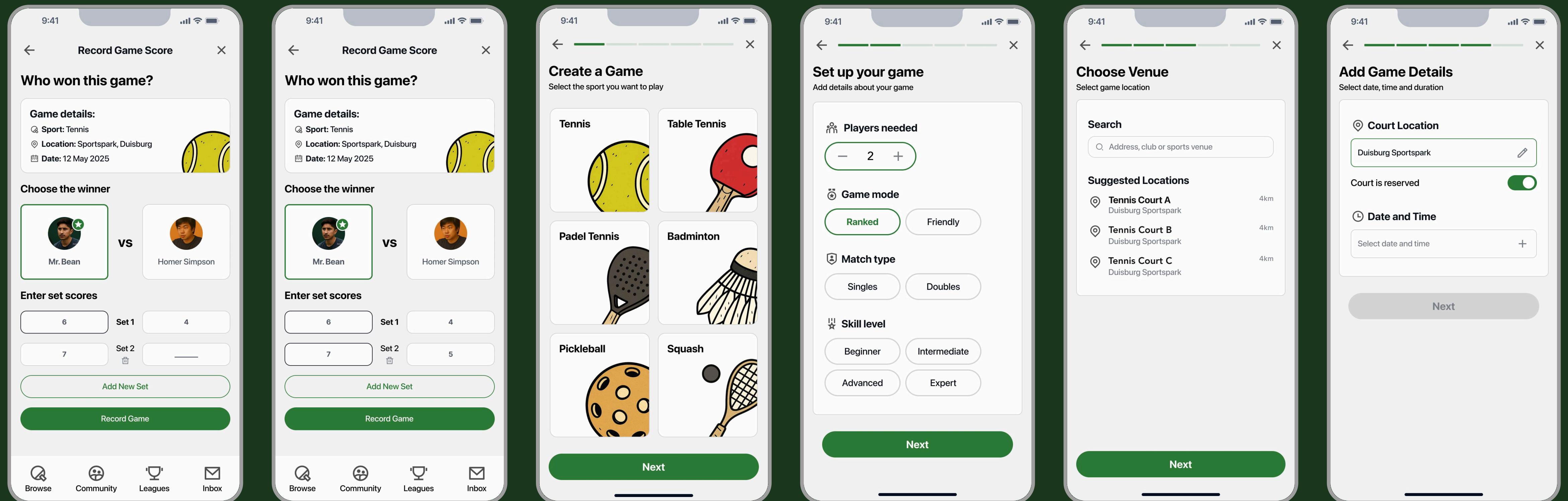
# All Screens



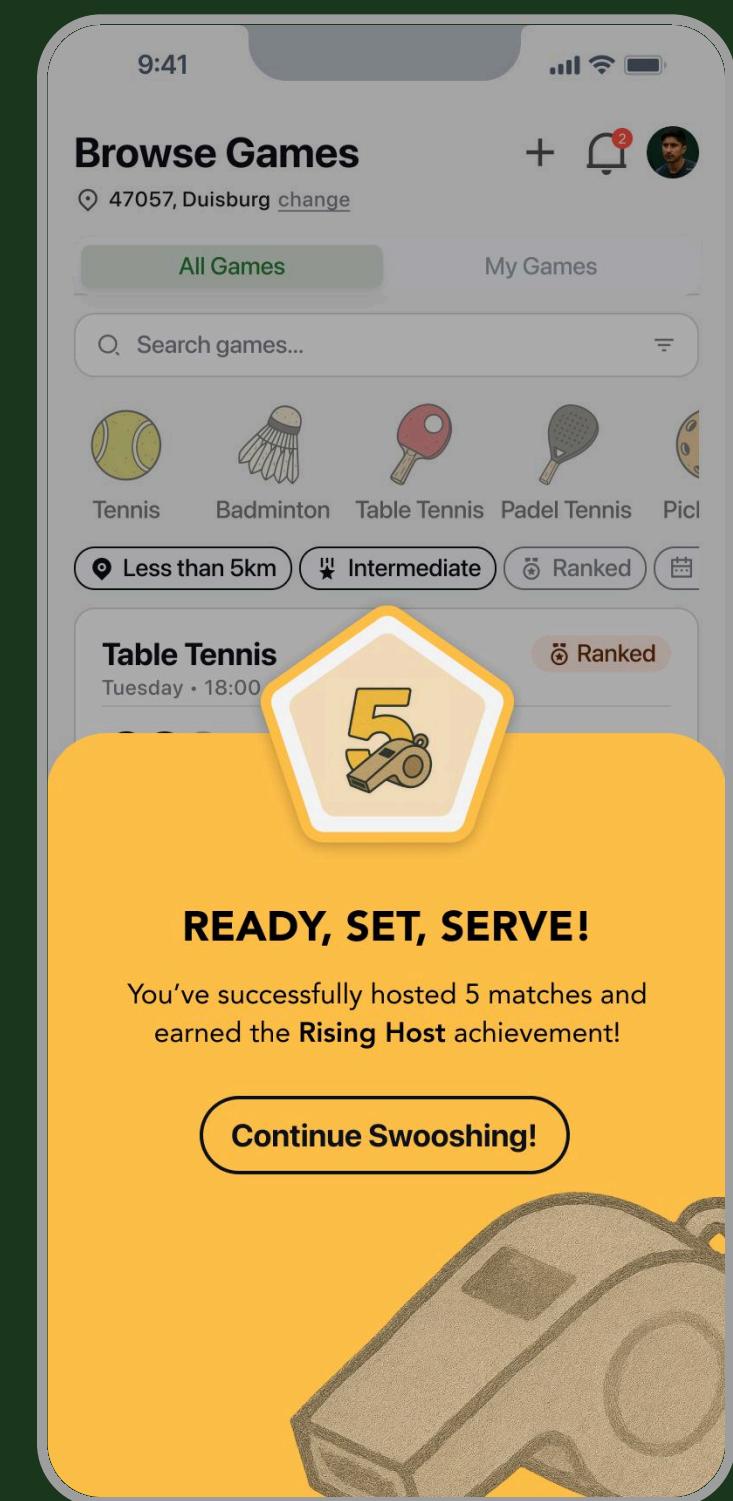
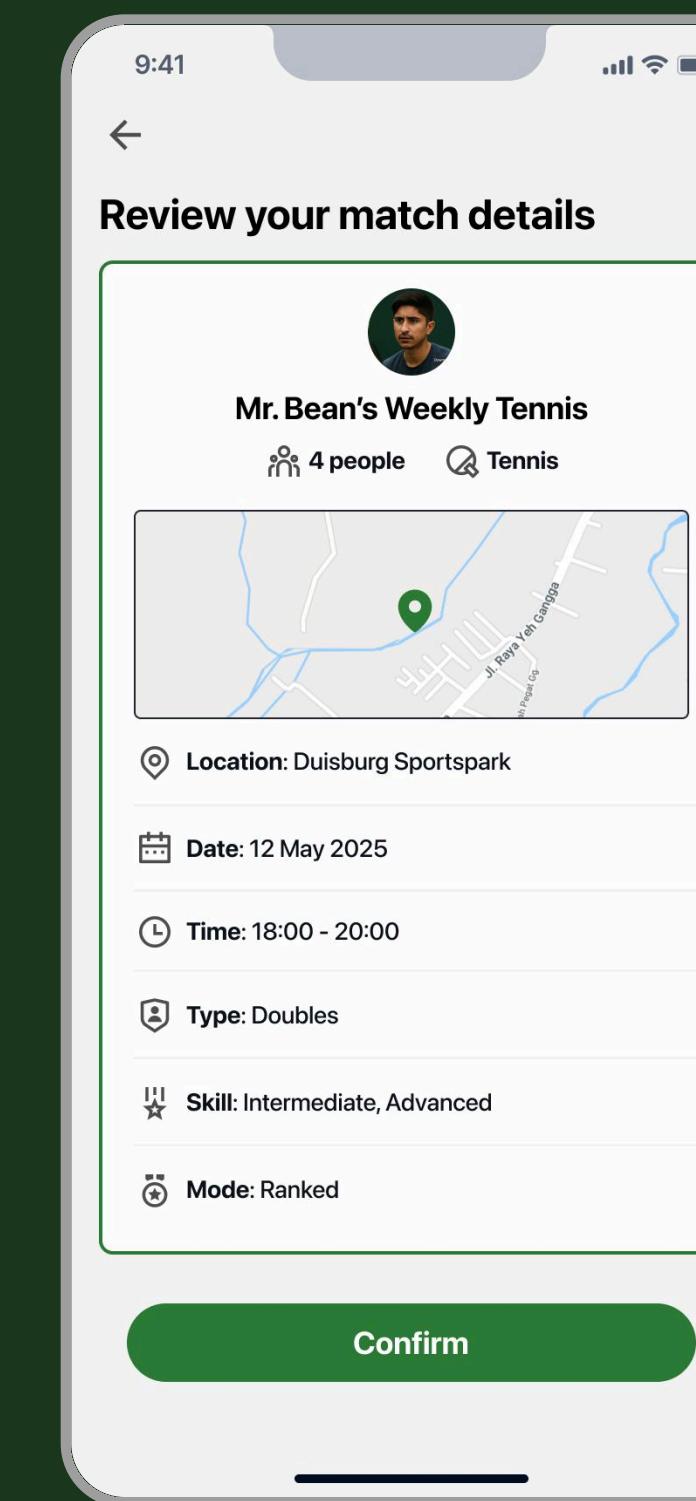
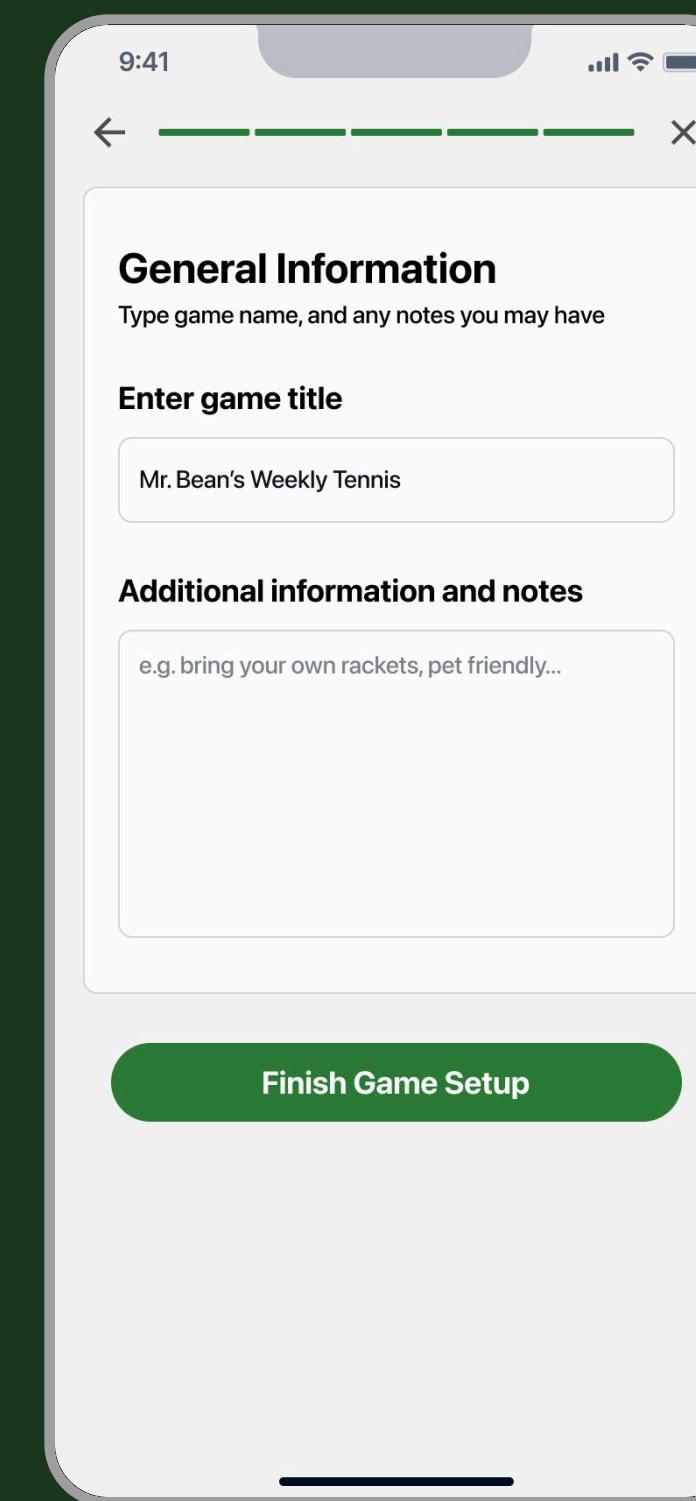
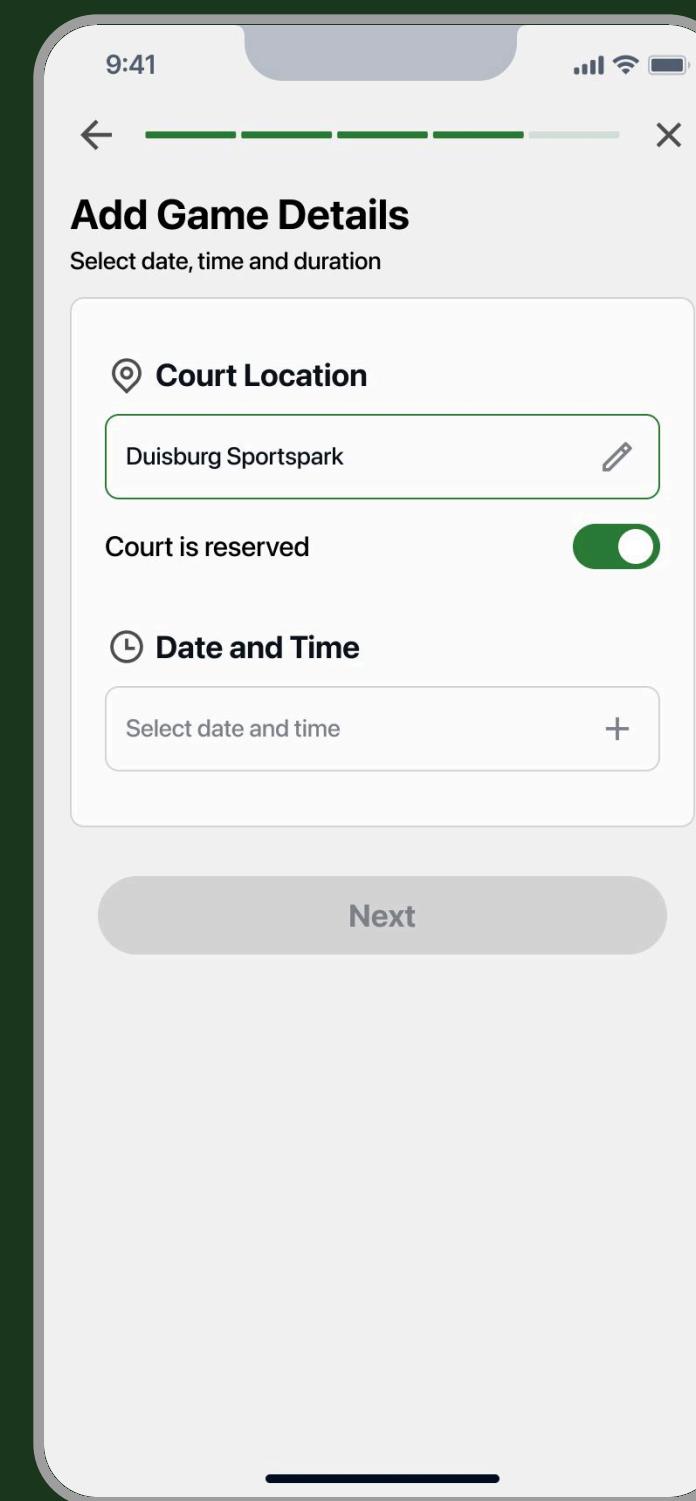
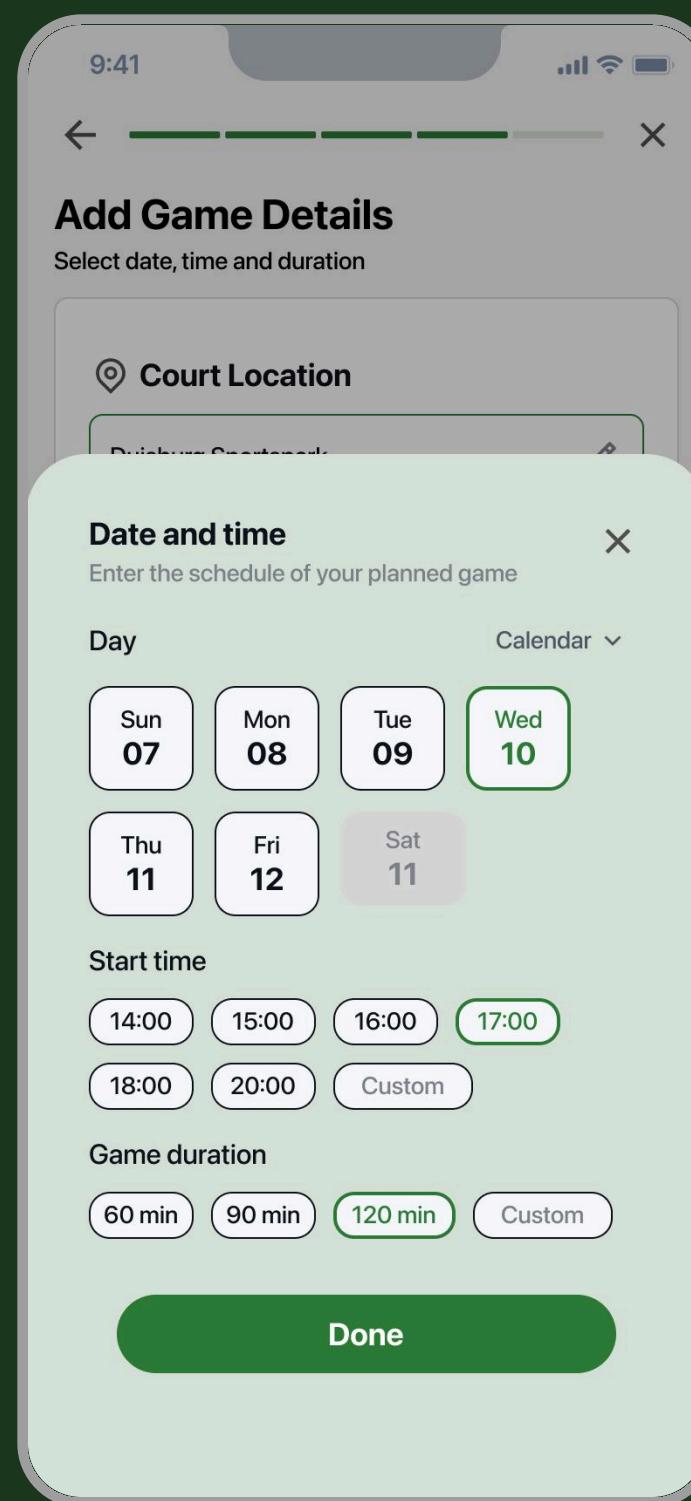
# All Screens



# All Screens

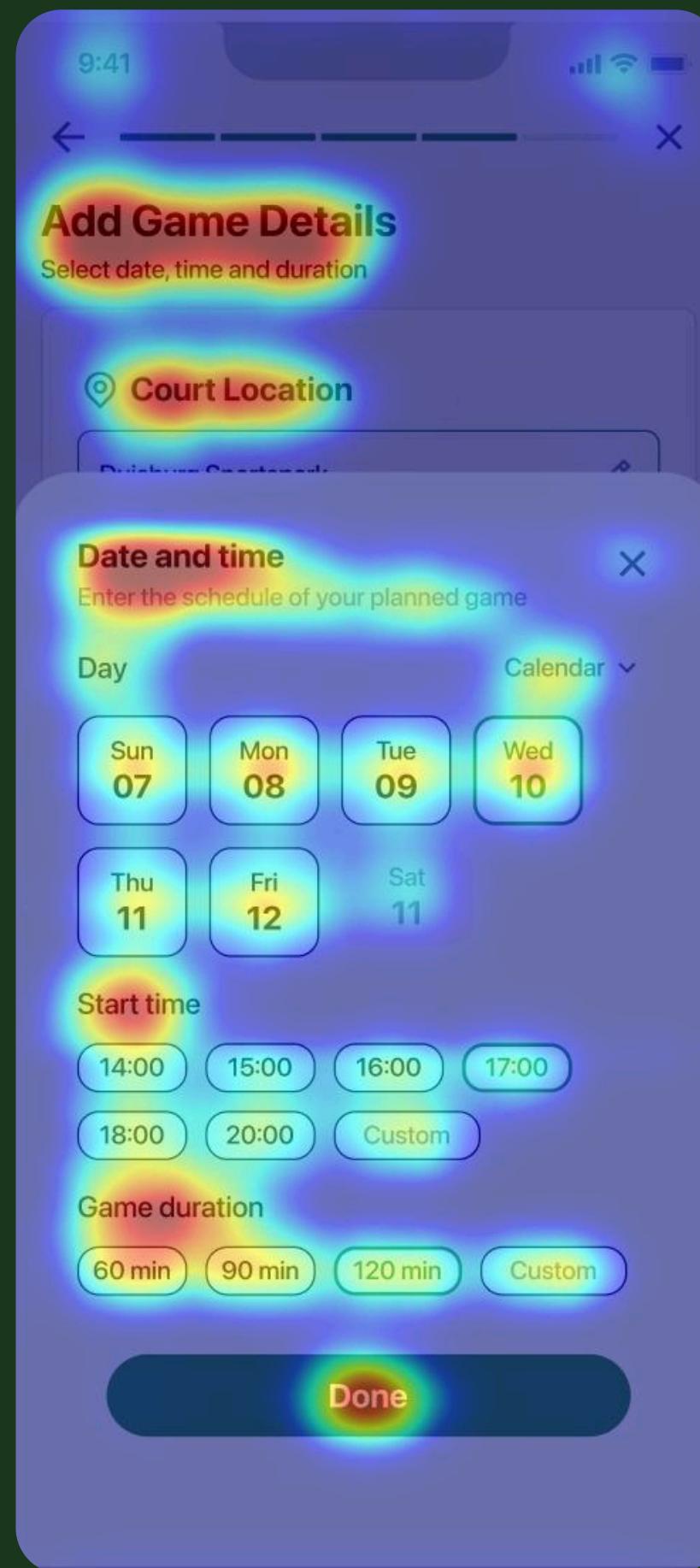
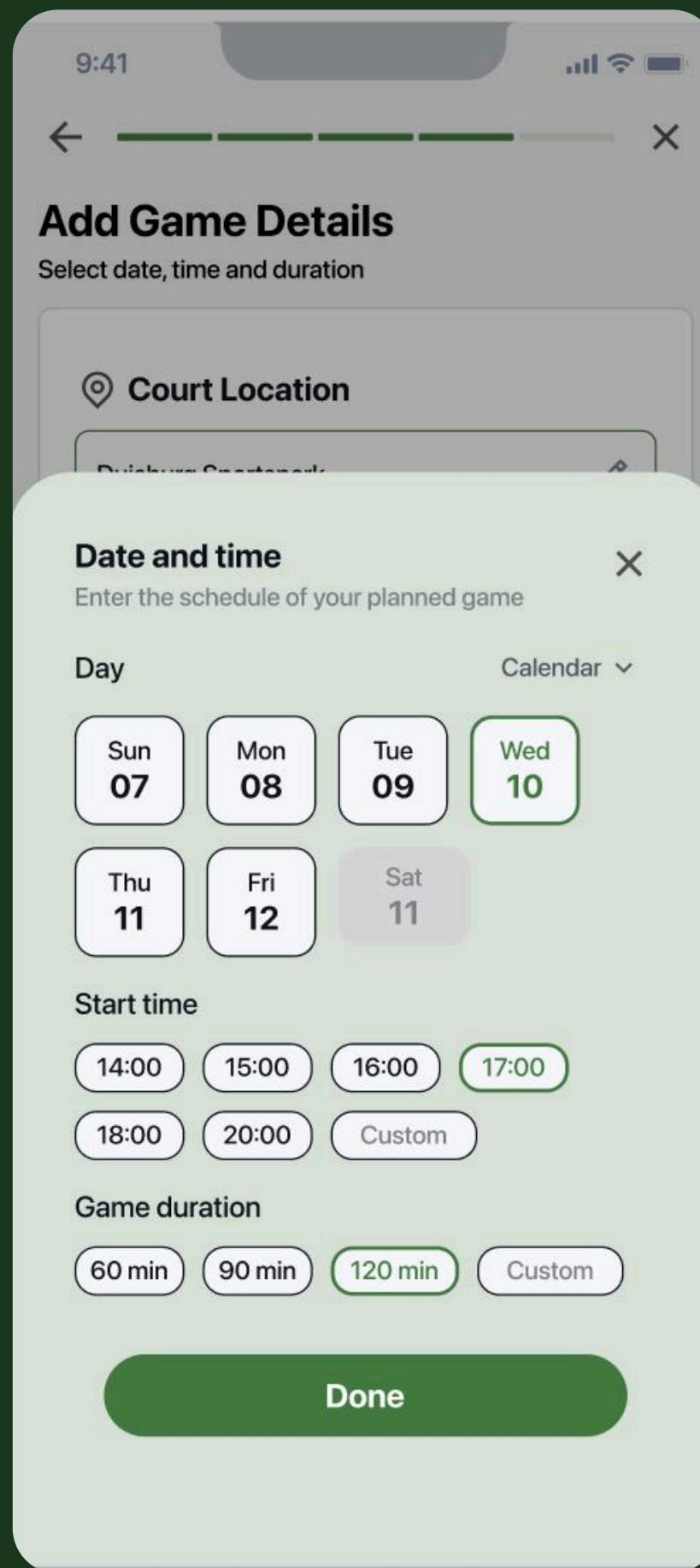
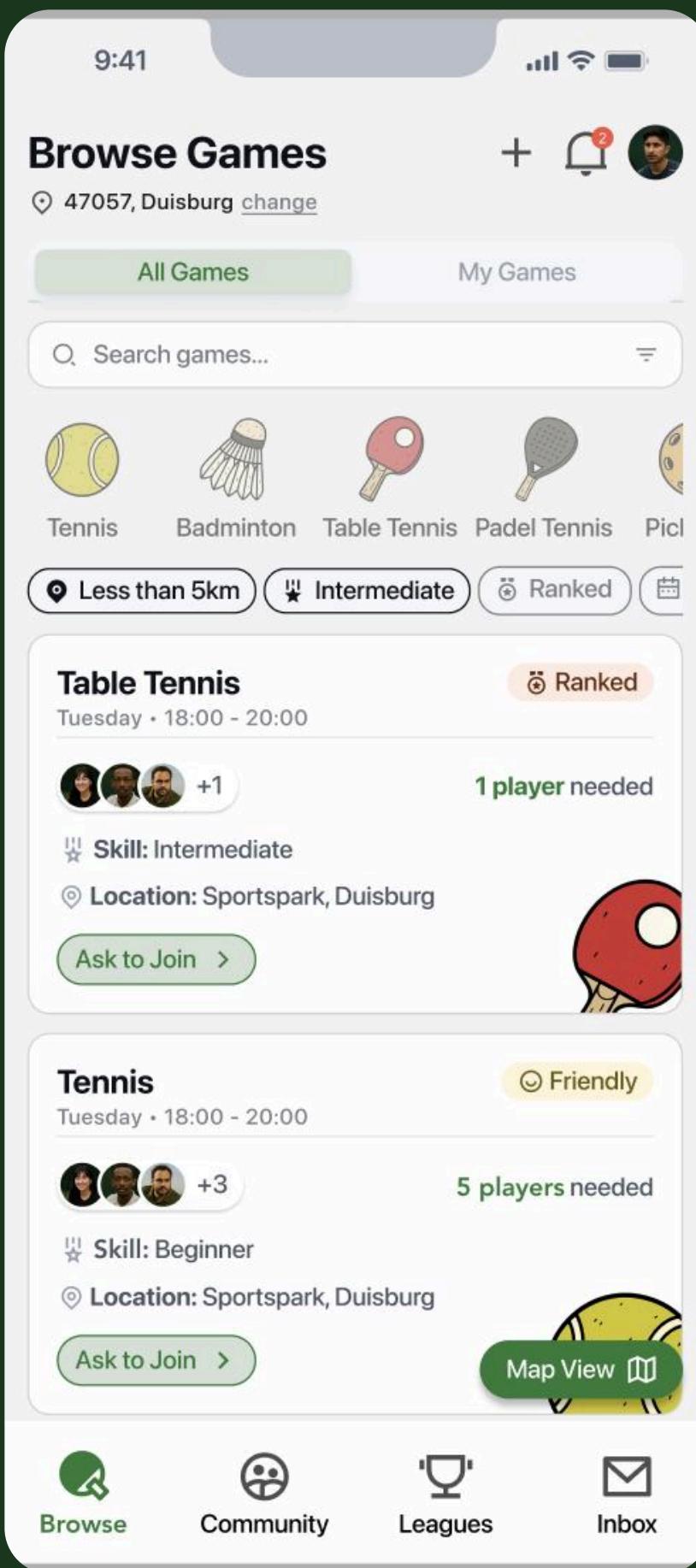


# All Screens



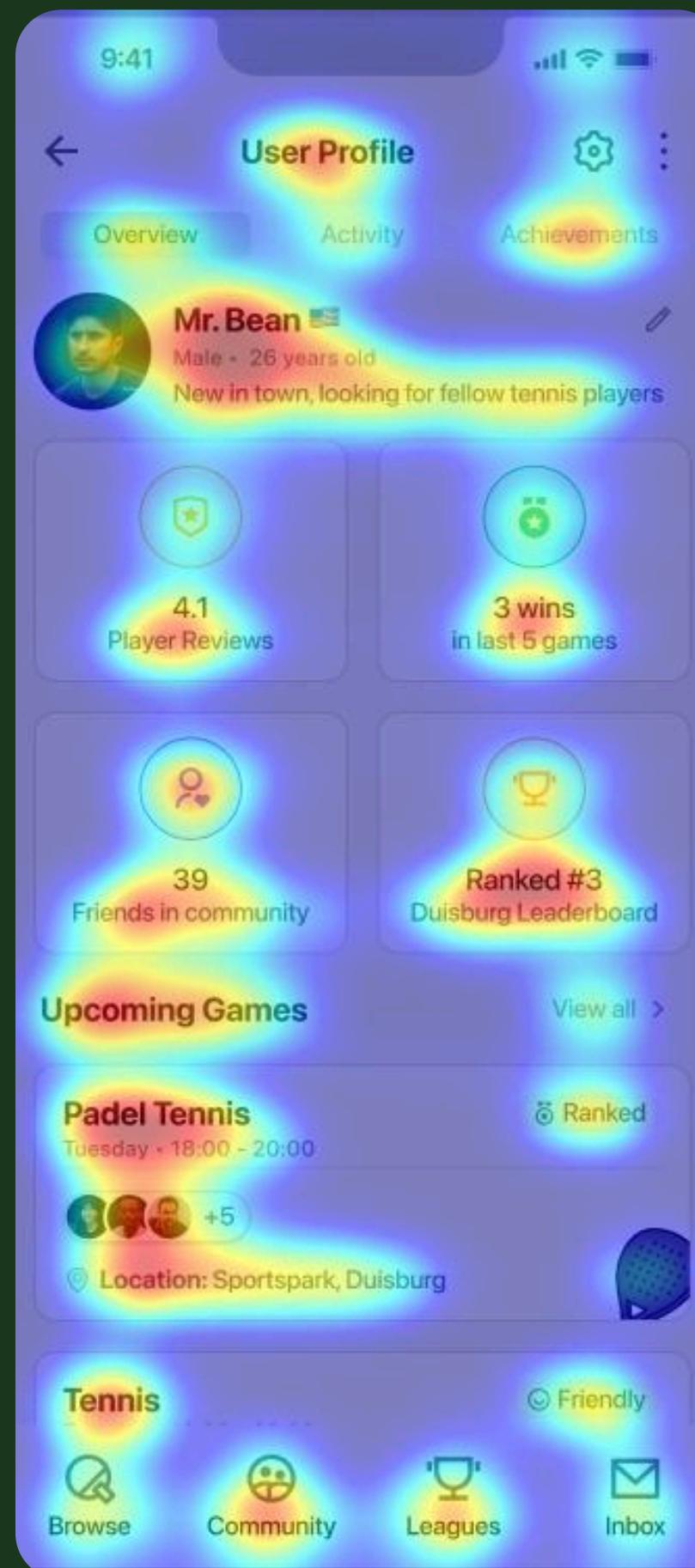
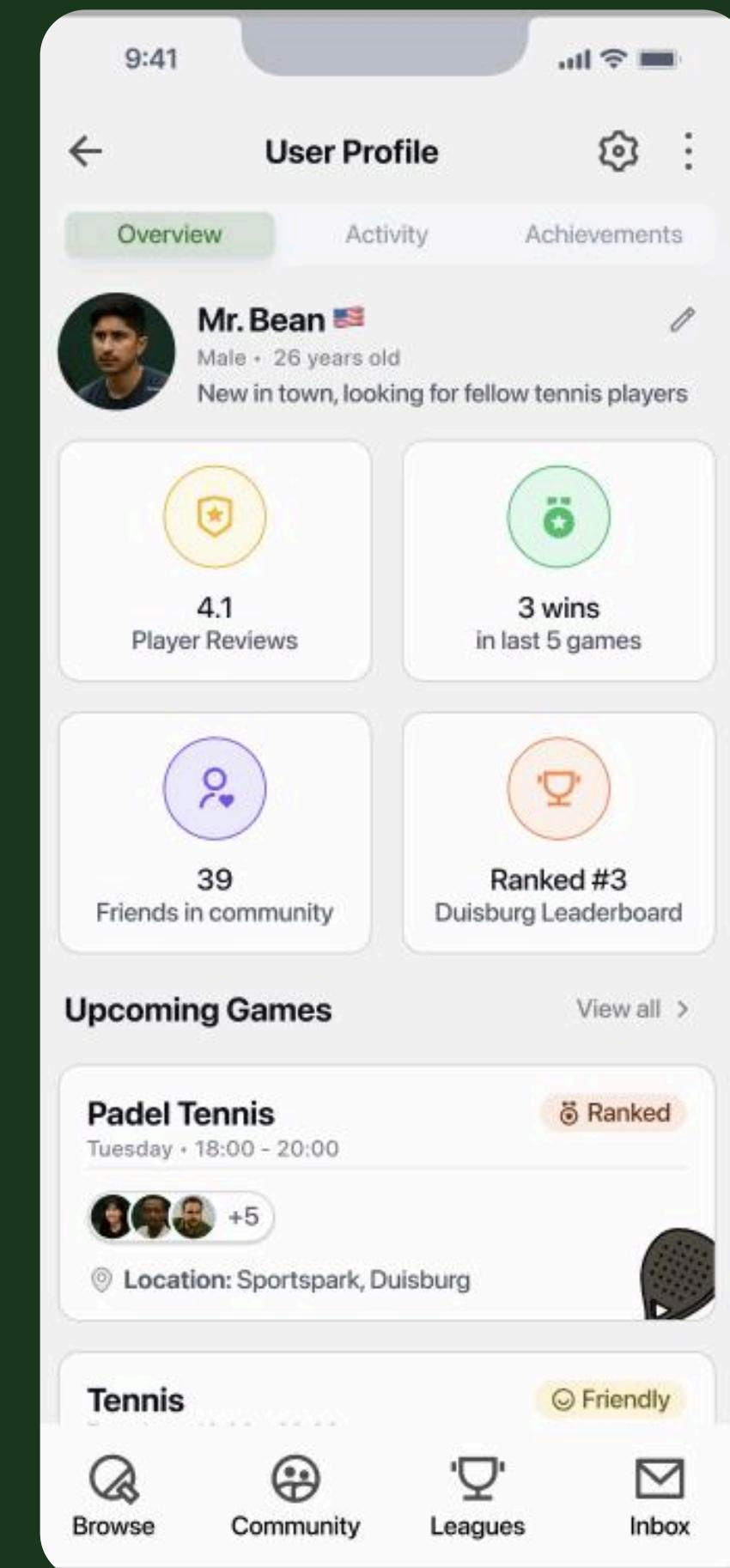
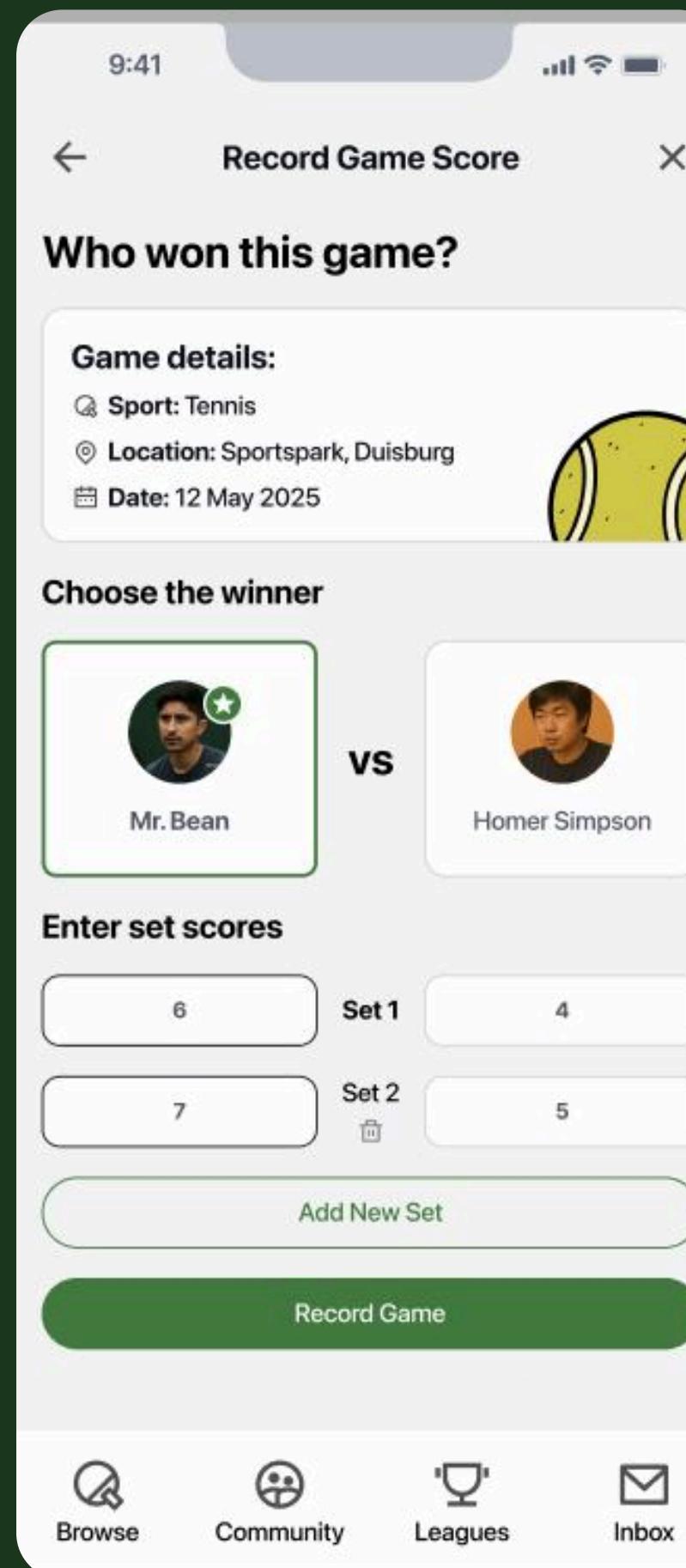
AI GENERATED CONTENT

# Heatmap suggests UI has proper visual hierarchy



AI GENERATED CONTENT

# The scanning behavior focuses on key elements



# Branding strategy

*/SWOOSH/*  
Effortless connection with nearby players

# Brand positioning

Social sports community app for connecting, scheduling and sharing racket sport matches



## Target audience

- Amateur & semi-competitive racket sport players (Casual players, club members), based in Germany
  - Struggle to coordinate games and find matching sport partners
- 



## Unique selling points

- **Real-time local game updates:** instantly find or host games
- **Skill-matching system:** find players with desired skill level
- **Local club-court integration:** partner directly with city sport clubs and courts for seamless booking

# Brand positioning

Tone of voice

- Energetic
- Encouraging
- Friendly
- Confident

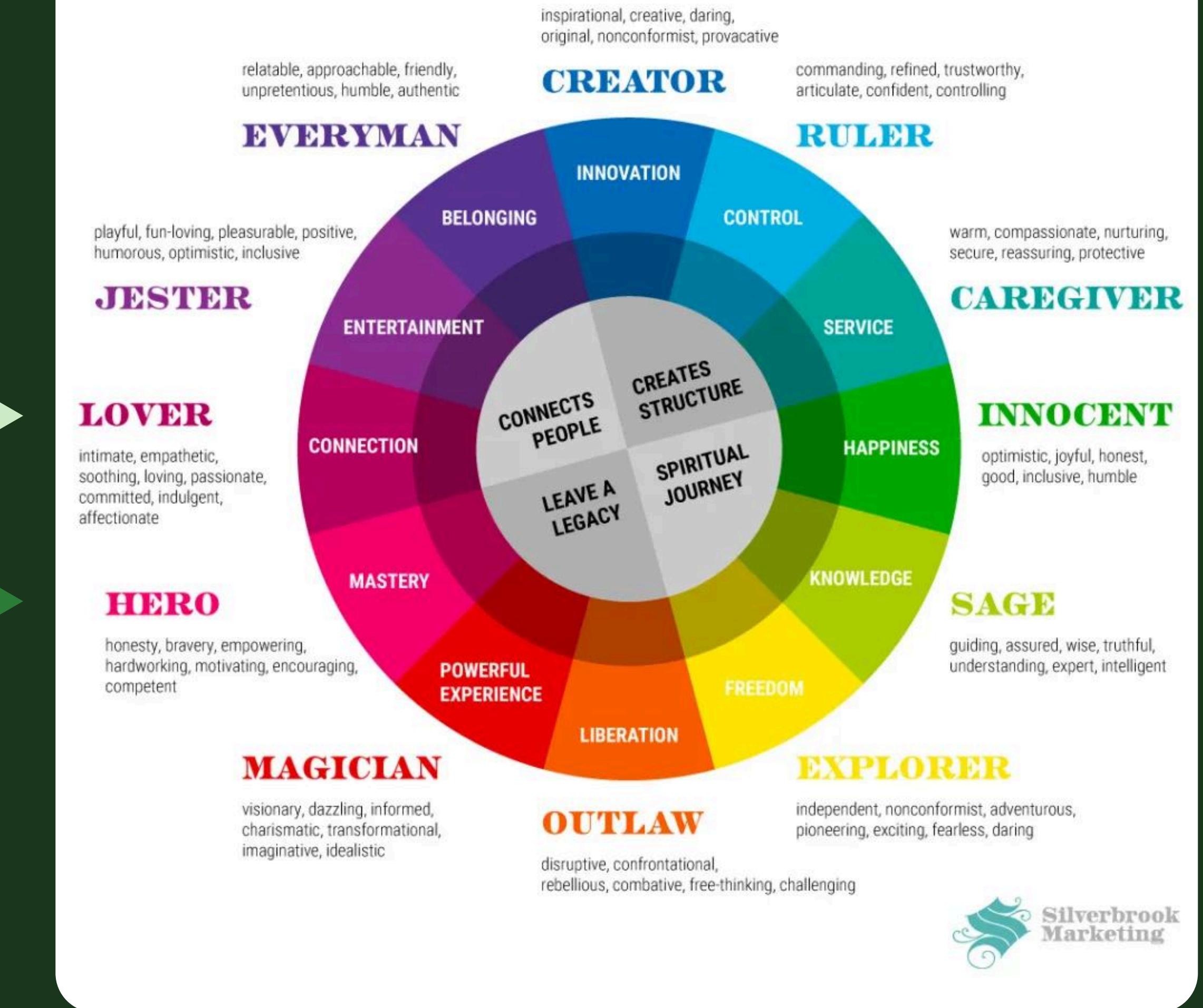
Brand values

- Community-first: We foster real and meaningful connections
- Sportsmanship: We promote respect, effort and equality
- Inclusivity: We support players of all levels and from all backgrounds

Brand archetype

- LOVER (MAIN)
- HERO (SUPPORTING)

# Brand Archetypes



# Brand identity

• Moodboard

• Logomark



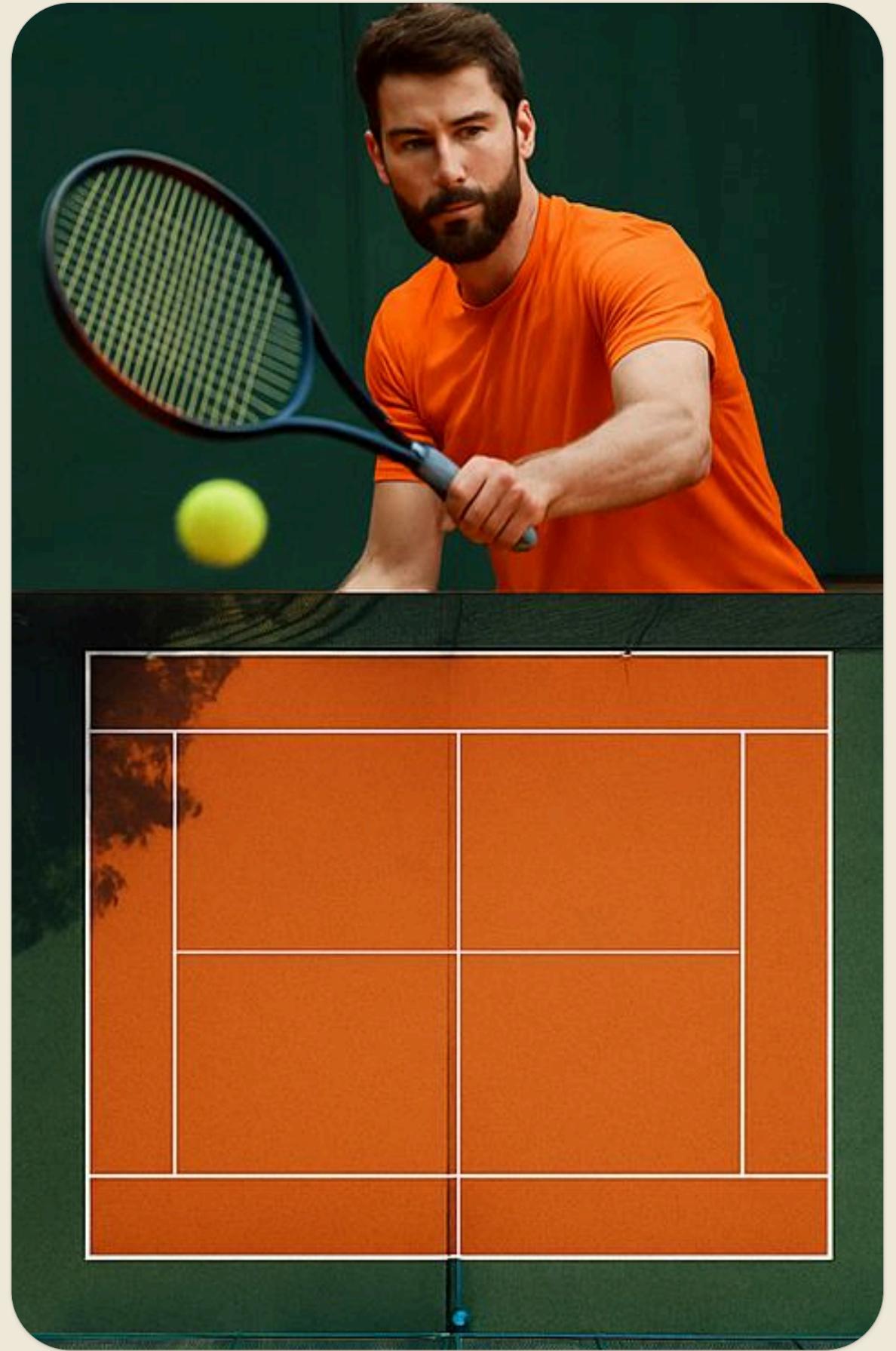
The logo features the word "SWOOSH" in a bold, white, sans-serif font. A bright blue swoosh graphic starts from the left side of the letter "S" and curves upwards and to the right, ending at the top of the letter "H". A yellow tennis ball is positioned at the end of the swoosh.



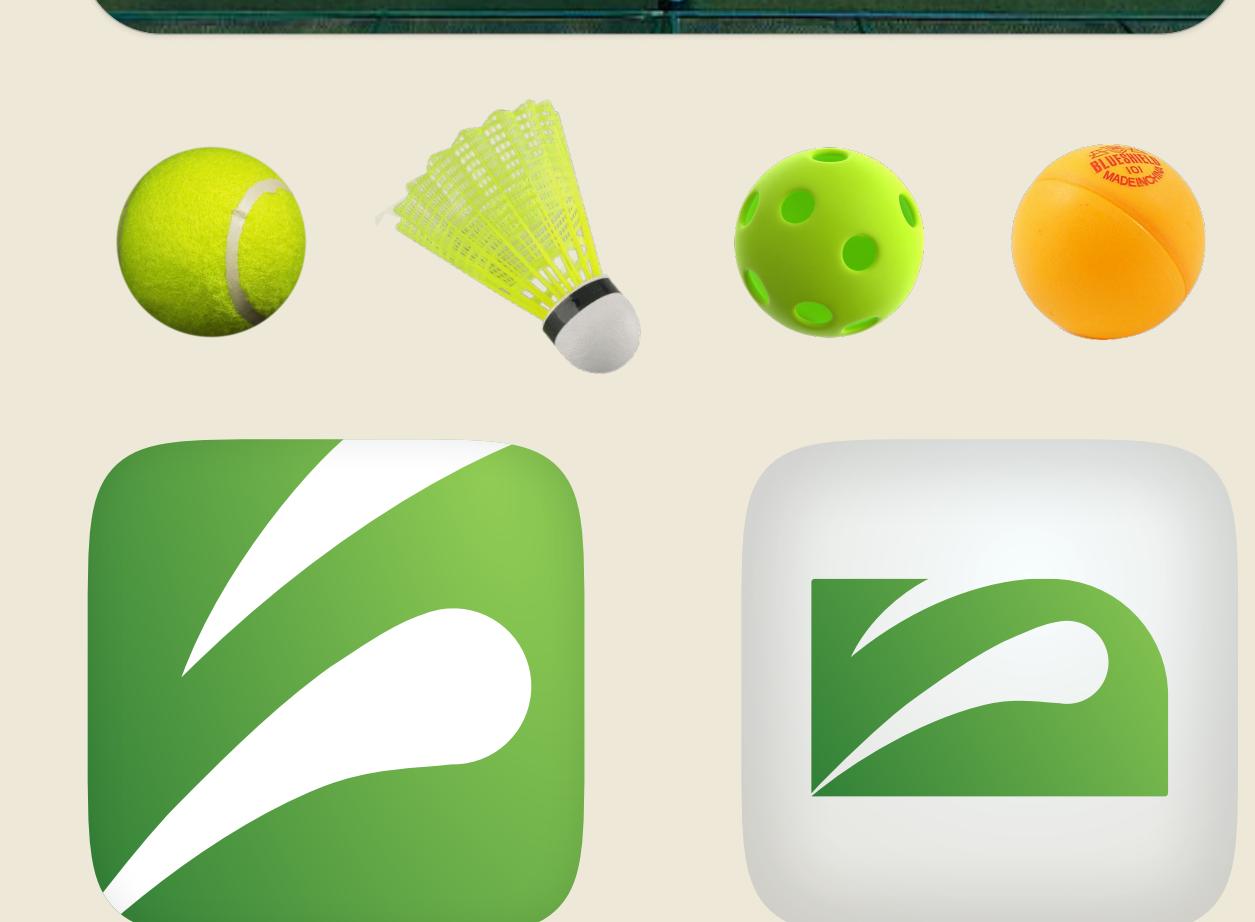
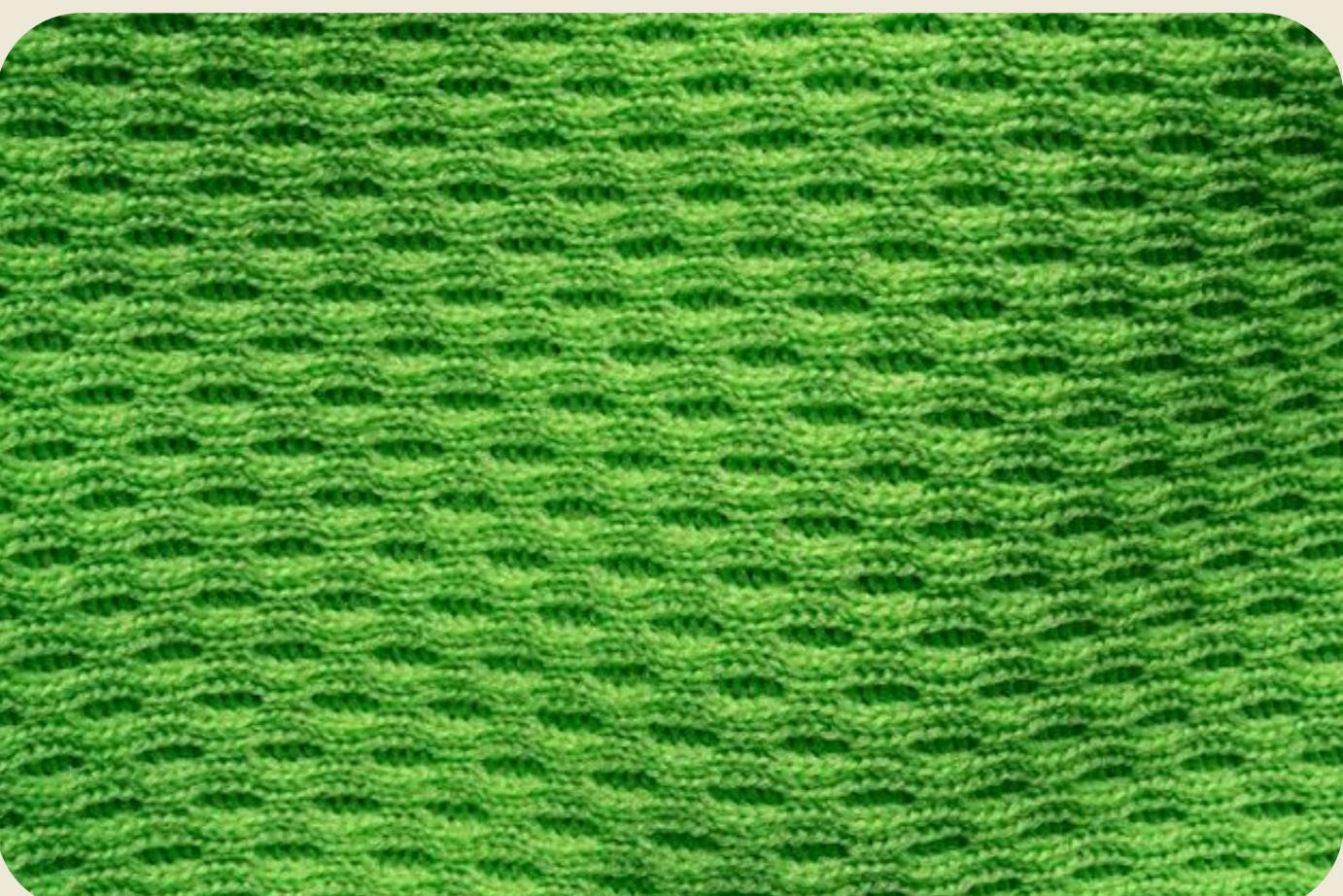
*DYNAMIC*

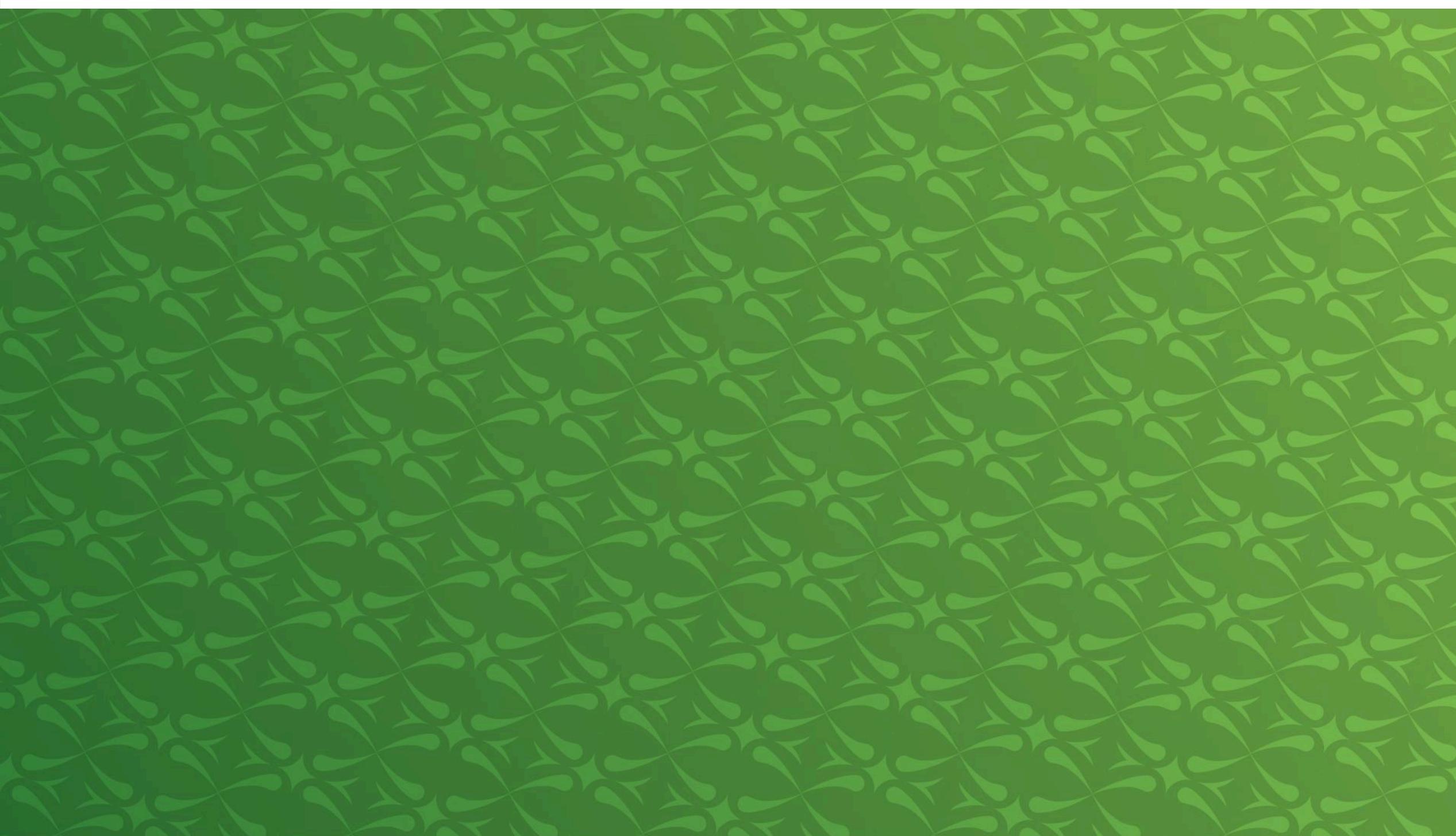
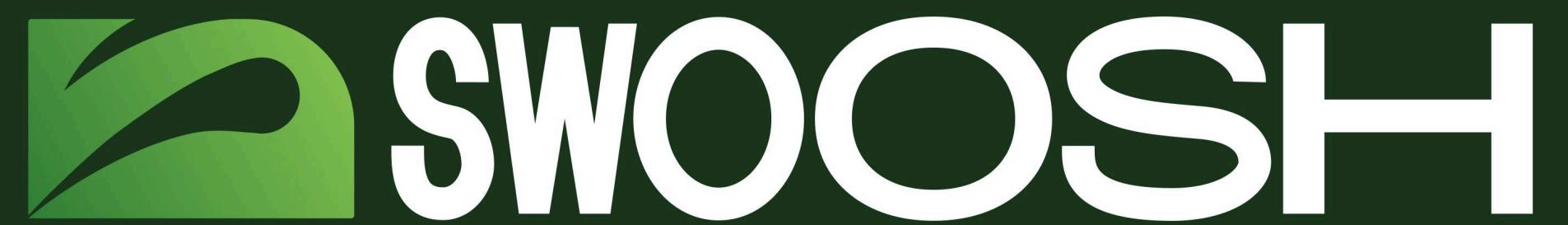
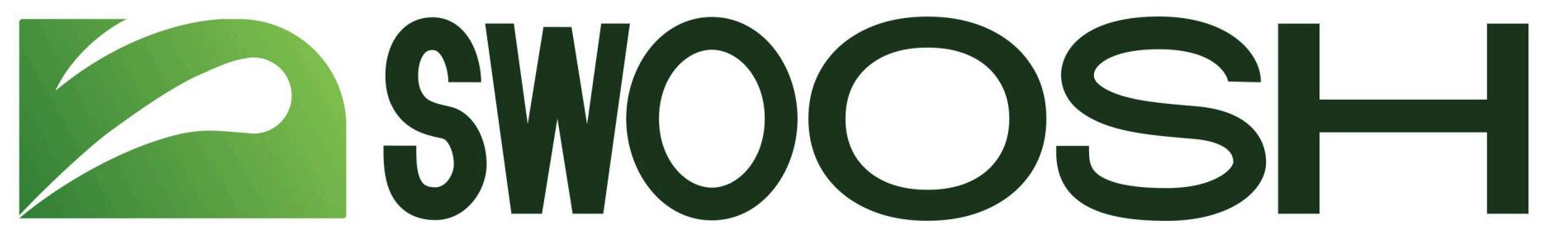
**BOLD**

*ENERGETIC*



 SWOOSH





# Marketing strategy | Local-first

## Target users

- Primary: 15-40 y/o amateur & semi-competitive players in NRW area
- Secondary: expats, newcomers seeking social sport activities

## Channels

- Instagram & Tiktok: Promoting awareness via sport micro-influencers
- Club referrals: Incentivize club & court admins to onboard members

## Pricing models

- **Freemium with ad support**
- **Premium subscription (€3,49 per month)**
  - Ad-free
  - Custom profile themes and badges
  - Advanced match analytics

# Financial plan | Cost structure

Source	Monthly cost estimate	Monthly cost
Product team salaries (2 devs, 1 marketing)	€2,5K	→ ~€3,5K
Marketing	€800	
Servers & Tools	€200	

# Financial plan | Revenue model

Source	Revenue estimation	Monthly revenue
Ads impression 30K MAUs (monthly active users)	→ €2,250 per month (Ads revenue €1.5/CPM)	→ ~€5K-6K per month → ~€60K-72K per annum
3% premium users	→ €3,100 per month (Premium subscription)	

# Financial plan | 12-month growth forecast

Metrics	Current	Target (next 12 months)
MAUs	30,000	→ 60,000
Premium conversion	3%	→ 5%
CPM	→ €1.5	→ €2±
Monthly revenue	~€5,3K	→ ~€22,2K
Monthly cost	€3,5K	→ €9,4K
Monthly profit	~€1,8K	→ ~€12,8K

# Development roadmap | Next steps

## Social Sharing and Content Features

Let users share scores, achievements, or highlights directly to Instagram, TikTok, or within the app's community feed.

## Start Matchmaking Algorithm

Introduce an AI-based matching system that recommends players or games based on skill level, location, past activity, and availability.

## Club and Community Management

Let users share scores, achievements, or highlights directly to Instagram, TikTok, or within the app's community feed.

## Advanced Leaderboard and Stats

Expand the leaderboard to include rankings by sport, region, or club with deeper player insights (e.g., win/loss ratio, streaks, most played partners).