

Part 2: Design Alternatives

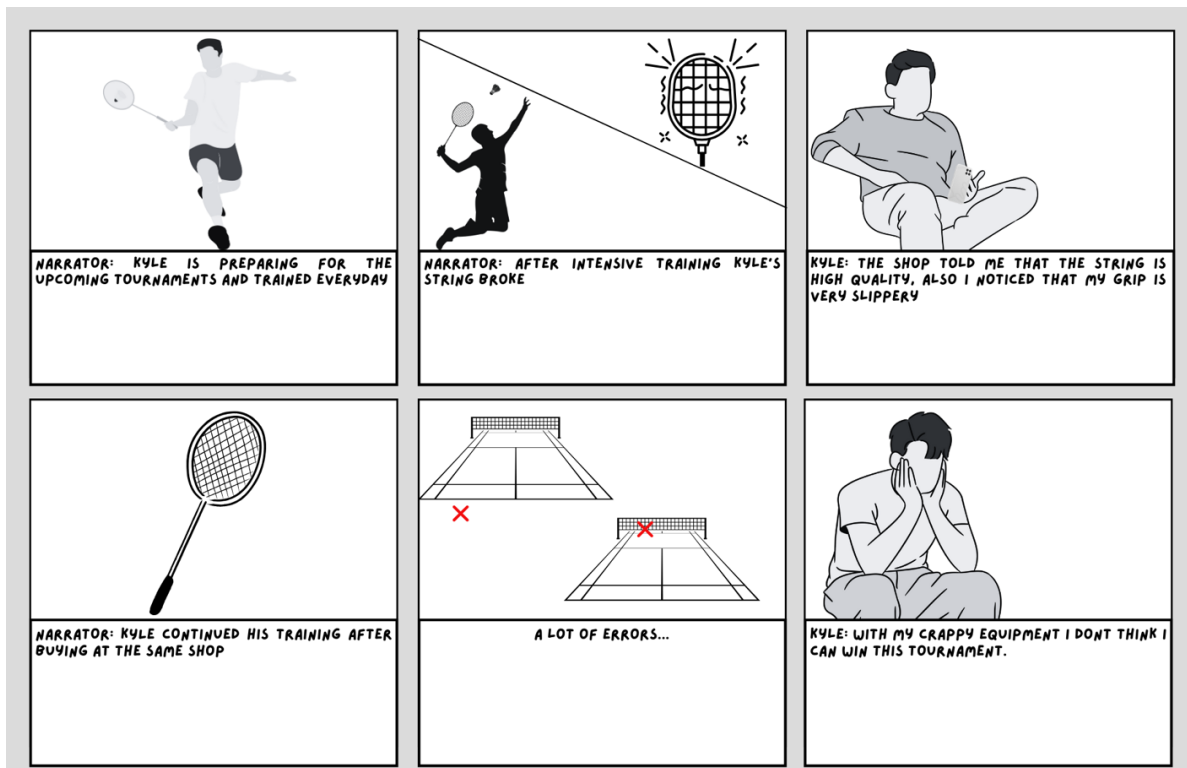
Scenario:

Scenario 1 - Kyle, a student at MMCM, is passionate about badminton but struggles to find quality equipment in local stores, impacting his performance and enjoyment of the game. Despite his efforts, the gear available near campus is either overpriced or substandard, leaving him frustrated and demotivated. Without access to better equipment, Jason's progress stalls, and he worries he won't be able to compete effectively in the upcoming university tournament.

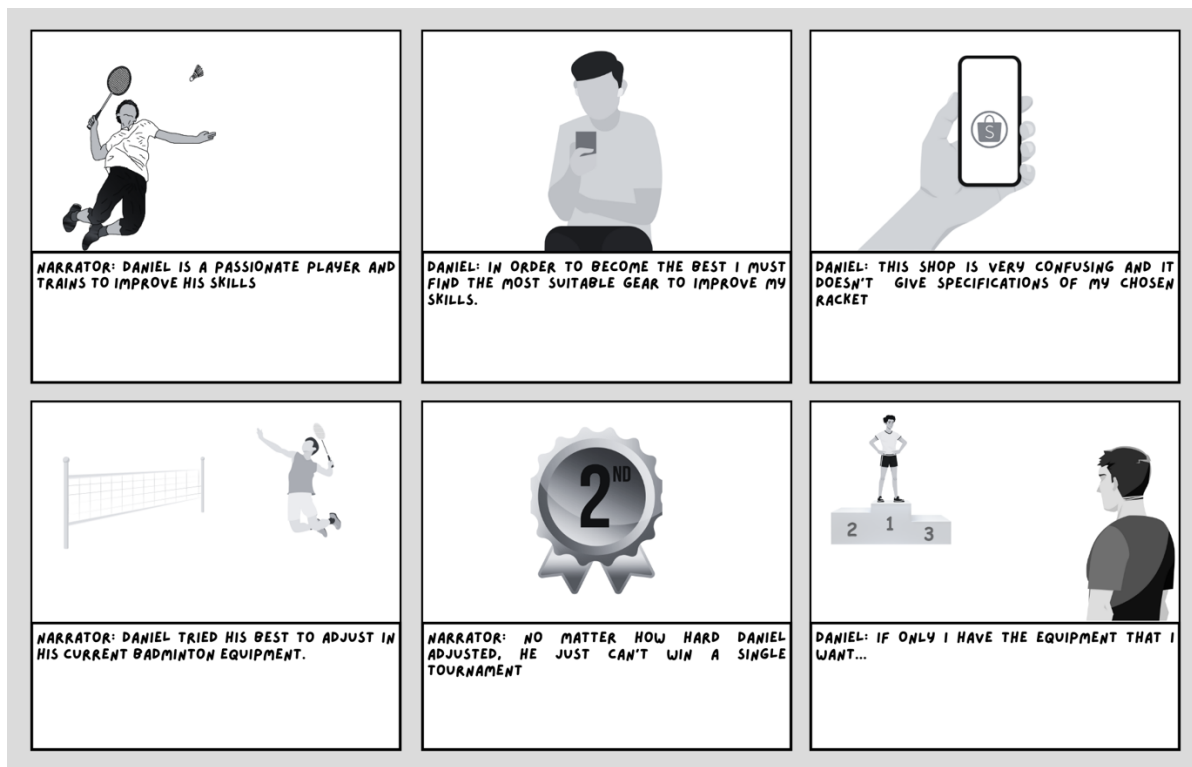
Scenario 2 - Daniel, a dedicated badminton player, struggles to find high-quality, specialized gear at local stores and through e-commerce apps, which often lack detailed specifications like string tension and grip size. This leaves him frustrated and hinders his progress. Without a trustworthy source for quality equipment, Daniel's ability to compete at a higher level is compromised.

Scenario 3 - Cecilia, a university badminton team captain, needs to outfit her entire team with new gear but is constrained by a limited budget. She finds that local stores offer either overpriced or low-quality equipment, making it difficult to provide her team with the necessary gear. Without affordable, high-quality options, Cecilia worries that her team will be underprepared for the upcoming season, potentially affecting their performance and morale.

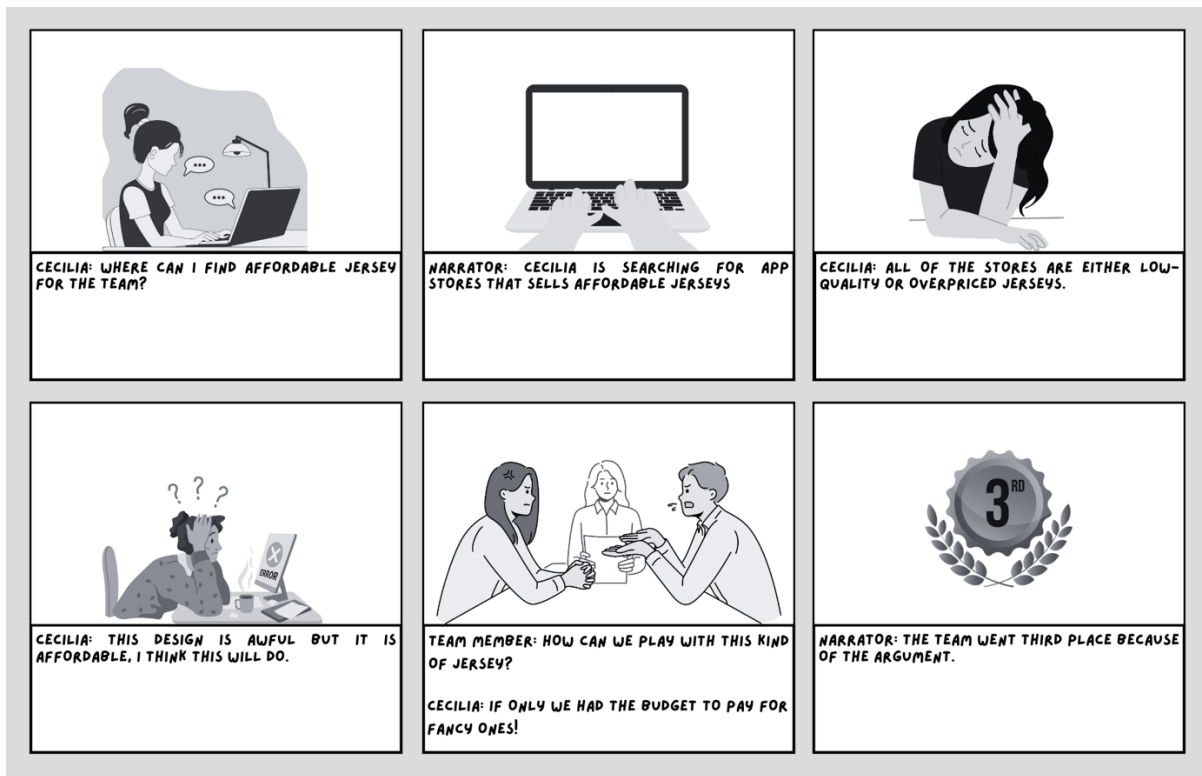
Storyboard (Based on Scenarios):



Storyboard 1 – Kyle



Storyboard 2 – Daniel



Storyboard 3 - Cecilia

Problem Statement:

- Lack of Focus on Individual Sports
- Need for a Tailored Shopping Interface
- Insufficient Community and Data Insights

Application Icon Size comparison:



This section aims to visualize and compare different sizes of the logo. This is essential in visualizing how the logo will appear in various screen ratios and sizes.

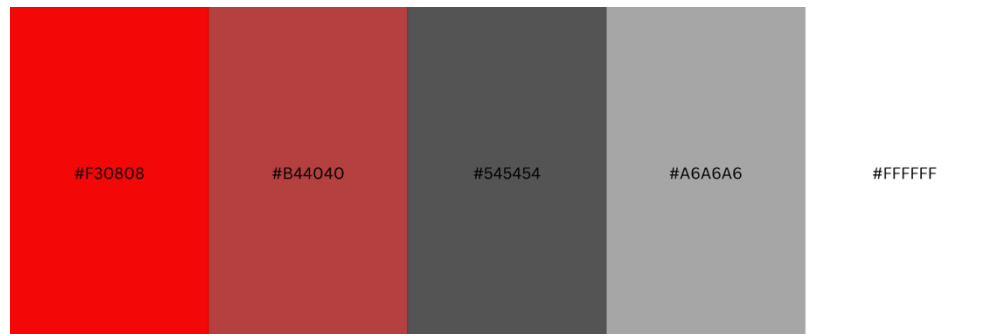
Design:

The "Aero Sports" logo features a bold and dynamic design, with strong typography and a sleek color scheme of gray and red, symbolizing strength, professionalism, and energy. The swoosh graphic above the letter "O" suggests motion and speed, aligning with the brand's name and conveying a sense of aerodynamic excellence. The inclusion of a shuttlecock graphic highlights a focus on badminton, positioning Aero Sports within this niche market. Overall, the logo aims to establish a recognizable and trustworthy brand identity that appeals to sports enthusiasts and athletes, emphasizing qualities of performance and athleticism.

In outlining the design for the Aero Sports mobile app, the developers aim for a minimalistic and simple design approach that prioritizes user-friendliness and visual appeal. To ensure readability throughout the screen, The developers will implement and utilize a clean layout that includes ample white space, a limited and consistent color palette, and elegant typography. Implement intuitive navigation with easily understood icons and

labels and focus on high-quality visuals to showcase products effectively. Streamline the user experience by minimizing steps from browsing to checkout, and design prominent, easy-to-identify CTAs. This approach will create an aesthetically pleasing, efficient, and enjoyable shopping experience for users.

Color Palette



These are the chosen colors along with their respective code. These colors will be implemented in designing the application. This decision is subject to change and will be finalized before prior to prototyping.

Font Styles

The Pattaya font is well-suited for a sports mobile app because of its clean, modern, and dynamic design that complements the energetic and competitive nature of sports. Its legibility ensures that users can easily read text on various screen sizes, which is crucial for a mobile app. The font's slightly rounded edges convey a sense of friendliness and approachability, making the app feel more welcoming to users. Additionally, its contemporary style aligns well with the sleek, polished aesthetic often desired in sports branding, helping to create a professional and engaging user experience.



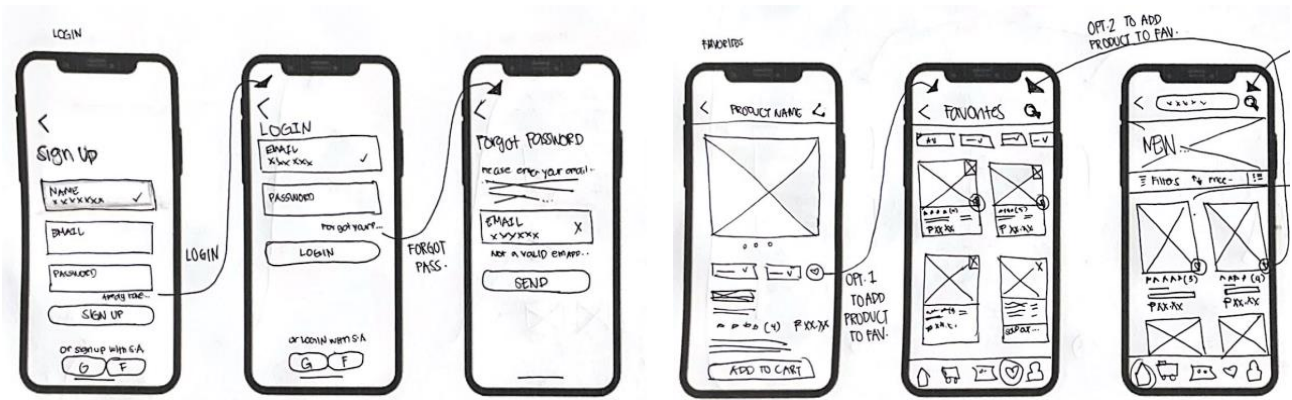
Pattanakarn Font Typeface

Graphic-User Interface

The development team has decided to implement the IOS graphical user interface (GUI) using Figma as the primary design tool for the proposed application.

Sample Feature Flows:

The team plans to showcase a sample sequence highlighting various app features. The displayed features can be adjusted based on survey results from selected respondents.

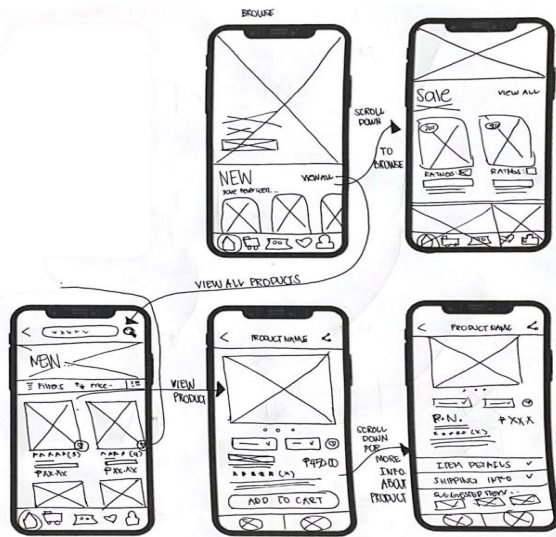


Sample Flow – Login / Forgot Password:

The flow demonstrates the application's login feature, which is required for all users to access the app fully. Users can login/create an account using Google or Facebook.

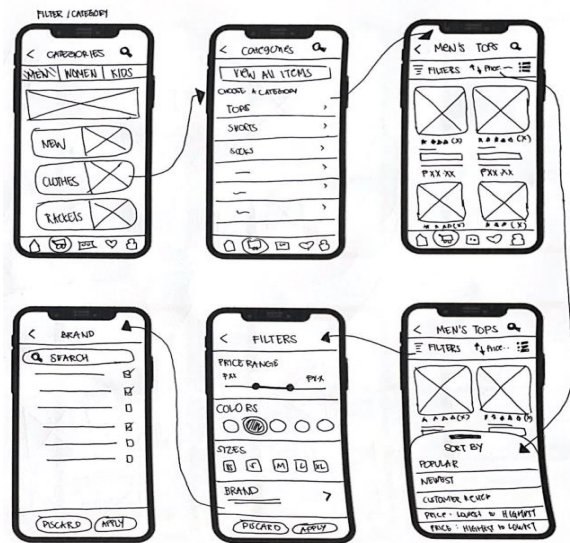
Sample Flow – Add Product to Favorites:

The flow demonstrates how to add a product to a user's favorites. Products can be added to favorites from a list or viewing a specific product. The user can save multiple products for future viewing.



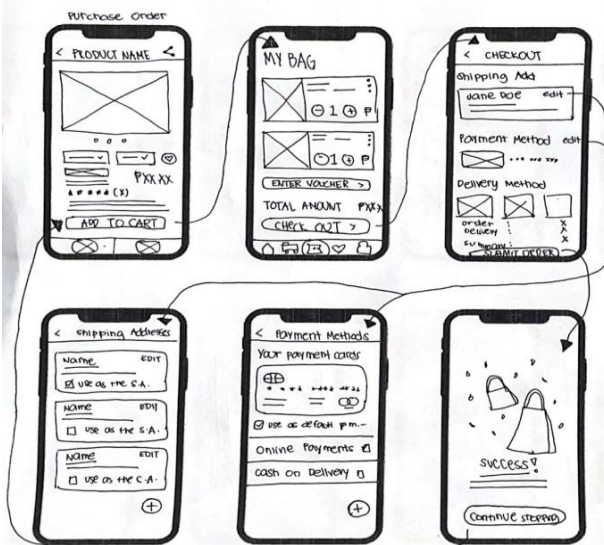
Sample Flow – Product Browsing:

The flow demonstrates how users can browse products in the application. By accessing the home tab, users can view the product list and click on a specific product to see all its information.



Sample Flow – Category/Product Filtering:

The flow demonstrates how users can filter or search for products. By accessing the shop tab, users can search for products by category. Users can filter products based on their preferences and sort the product list depending on what they want.



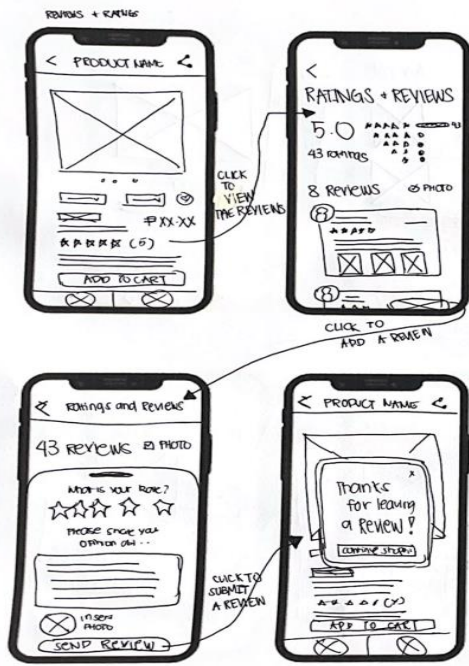
Sample Flow – Purchasing a Product:

The flow demonstrates how users can purchase a product. After selecting a specific product, users can add it to their cart and proceed to check out. During the checkout process, they will see their total, preferred shipping address, payment method, and delivery method.



Sample Flow – Track Order:

The following steps demonstrate how users can track their orders and change their password in the application. In the profiles tab, users can track their specific orders. They can view different categories based on their orders, such as completed, to be shipped, or to be received. Users can also change their password in the profiles tab.

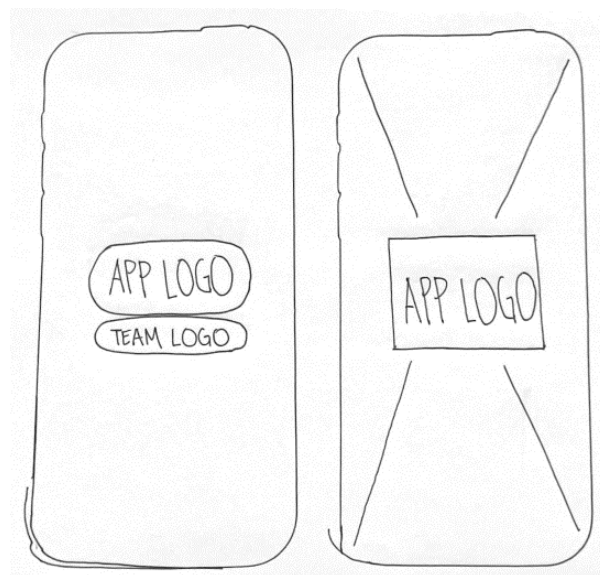


Sample Flow – Customer Product Review:

The flow demonstrates how users can view or submit a review of a product. To view the reviews of a specific product, users can click on the stars, which will redirect them to the ratings and reviews tab where all the submitted reviews are posted by users who have purchased the product. To submit a review, users must have purchased the product.

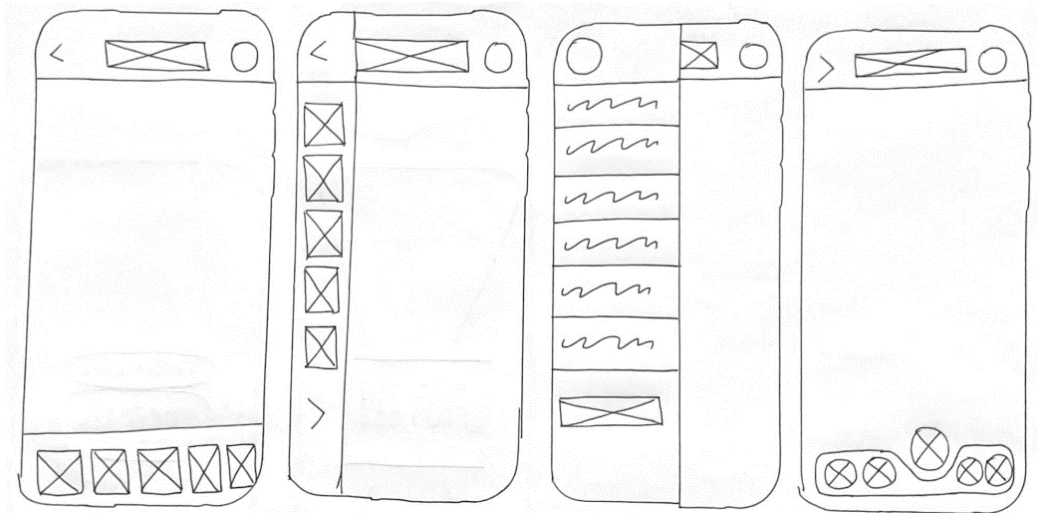
Design Sketches and Alternatives

The team has created a variety of designs for the application. These designs are still in progress and will be assessed during the prototyping phase.



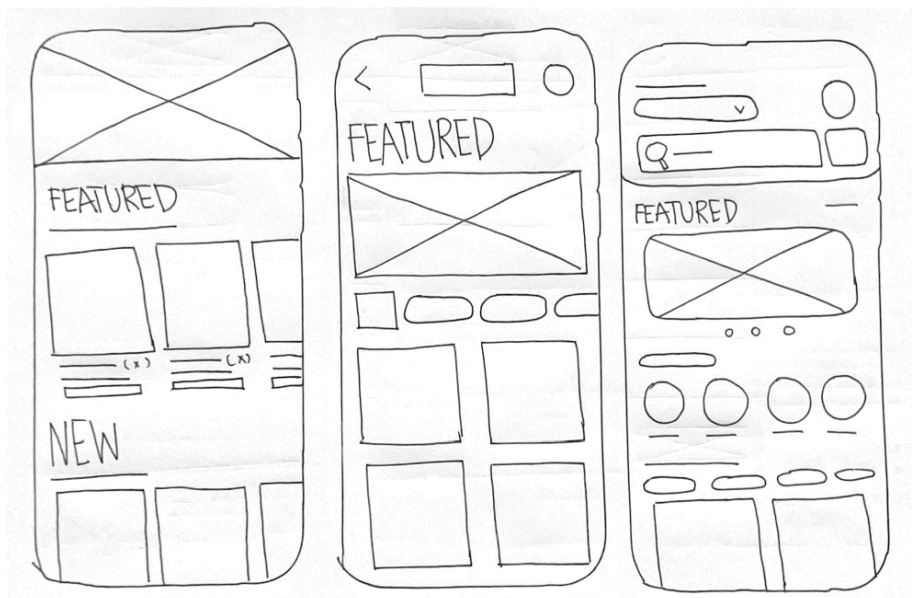
Launch Splash Art

The team has created two options for the splash art that will be visible when the user opens the application. It will either feature a plain background with the app logo and team logo or a background with just the app logo.



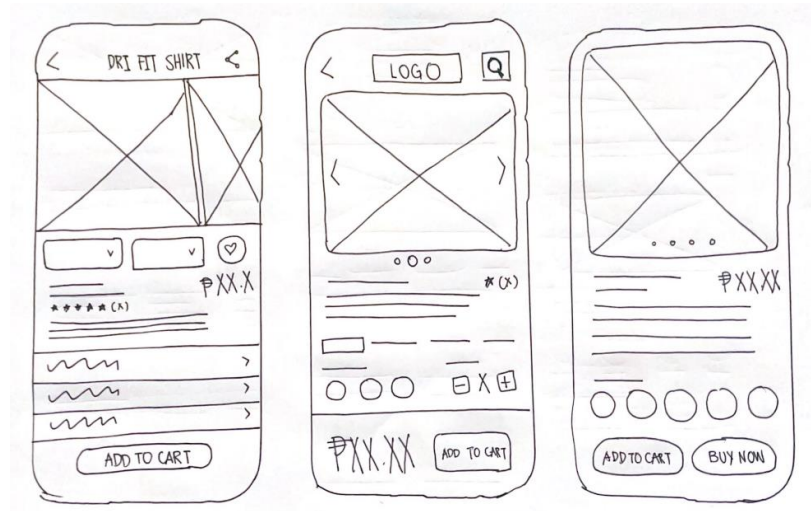
Navigation Drawer

The team has created four designs above to display various potential designs for the navigation tab in the final prototype. A modern, minimalist look is the goal for the app, and these designs have been created with this objective in mind.



Main Menu

The team has created three different design sketches for the application's main menu screen. The main goal is to choose a symmetrical and minimalistic design that is visually appealing and maximizes the space without cluttering the main menu. The team is still deciding how to approach the user interface of the main menu.

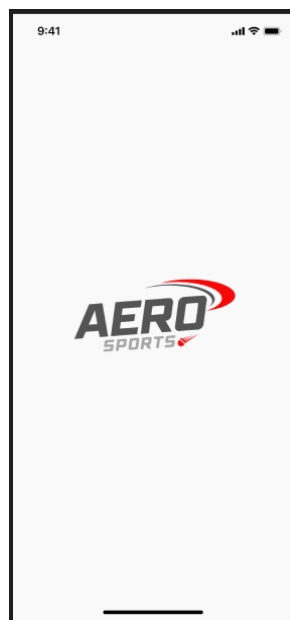


Product Card

The team has designed three options for the product card that will be used to display a specific product in the application. The objective is to select a design that enables users to access all the product information without overwhelming them. The team is still deciding whether to choose one of the existing design sketches or to create a new one.

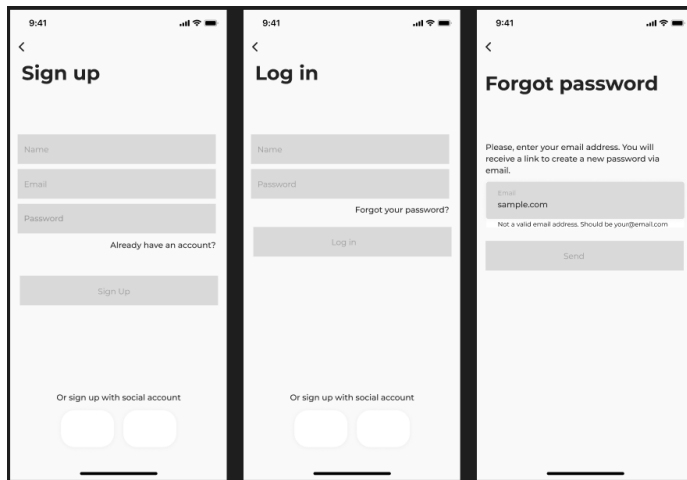
Mock-up/Prototype

The team will be showcasing a mock-up/prototype of the application. The design, created in Figma, is not a representation of the final output, but is meant to demonstrate the basic functionality of the application. Additional features will be incorporated following a comprehensive review of the survey data.



Launch Splash Art Screen:

In launching the app, a splash art screen will welcome the user before redirecting them to the main menu. The design will display the application's logo for 2-3 seconds.



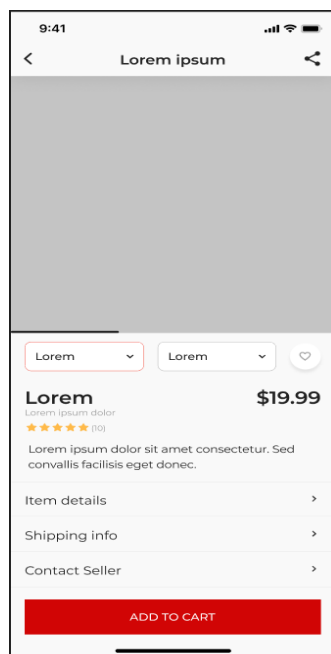
Login / Sign Up / Forgot Password Page:

This page is dedicated to users who have not yet created an account for the application. Users must have an account to purchase a product from the store successfully.



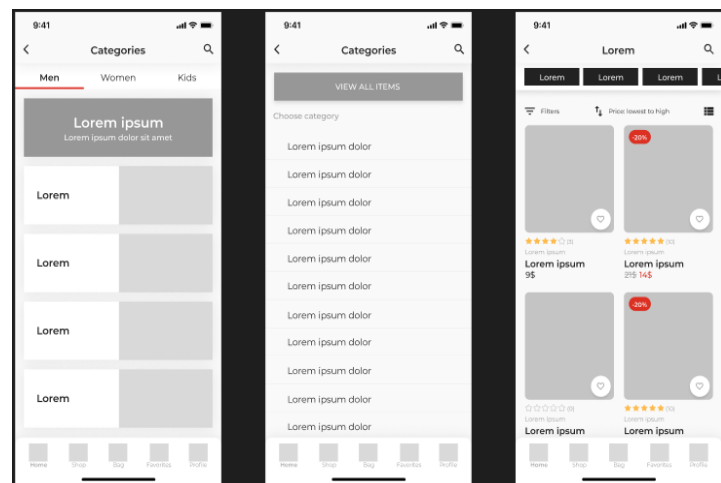
Main Menu Page:

The Main Menu Page displays the featured products for the users. In-demand, sale, and hot items will be the first things the users see when they open the application.



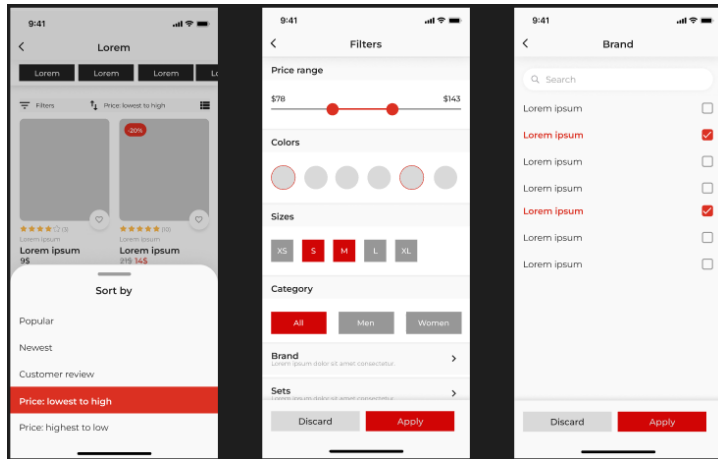
Product Page:

This page is dedicated to viewing a specific product. Users can access all the information about the product on this page and add it to their cart.



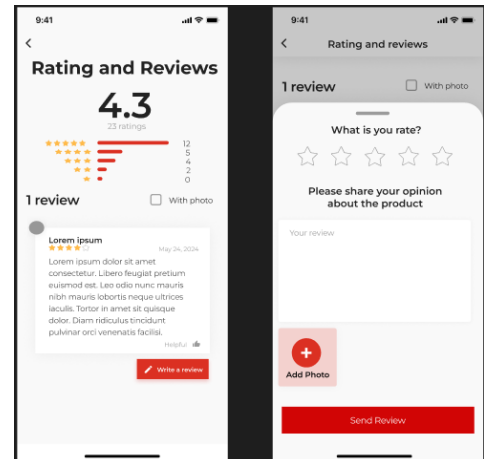
Categories Page:

This page enables users to browse different product categories via the shop tab. Products are organized based on specific user needs. Upon selecting a category, users are directed to a list of products in that category.



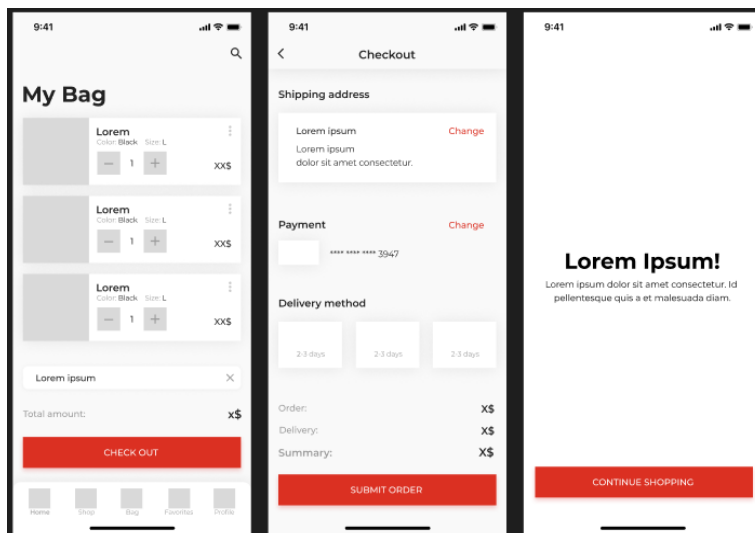
Sort / Filter Page:

This page enables users to sort and filter specific products in a product list. Users can access this feature by clicking on either the filter or sort icon. It helps users narrow down the list to find the specific product they are looking for.



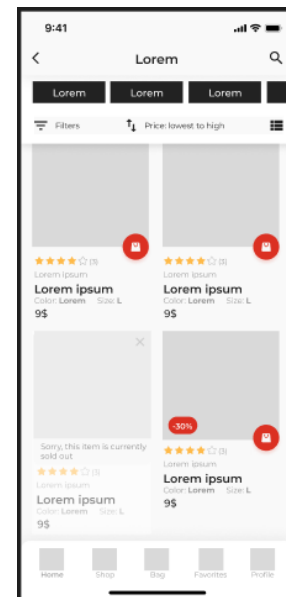
Reviews and Ratings Page:

This page displays users' opinions about the products they have purchased. Users can also rate and submit reviews, with or without pictures, for purchased products.



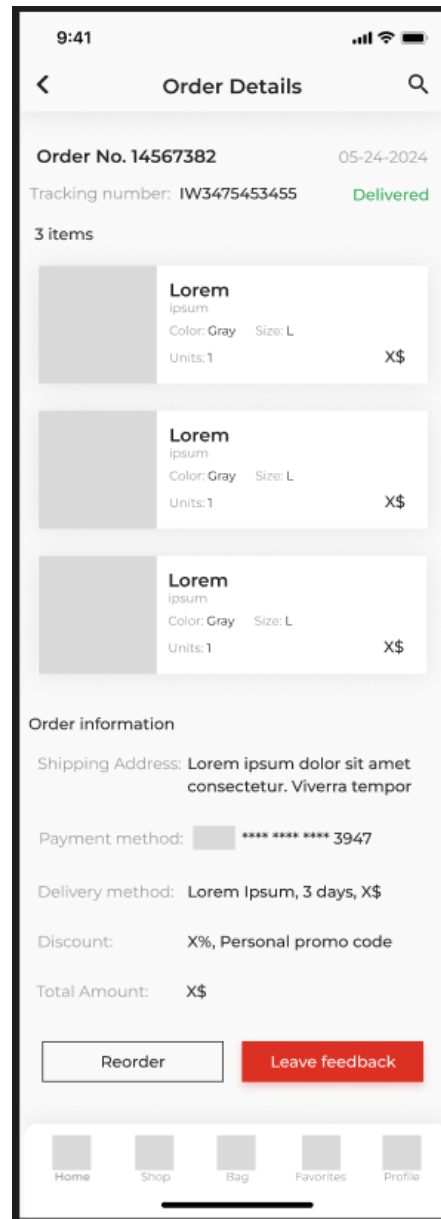
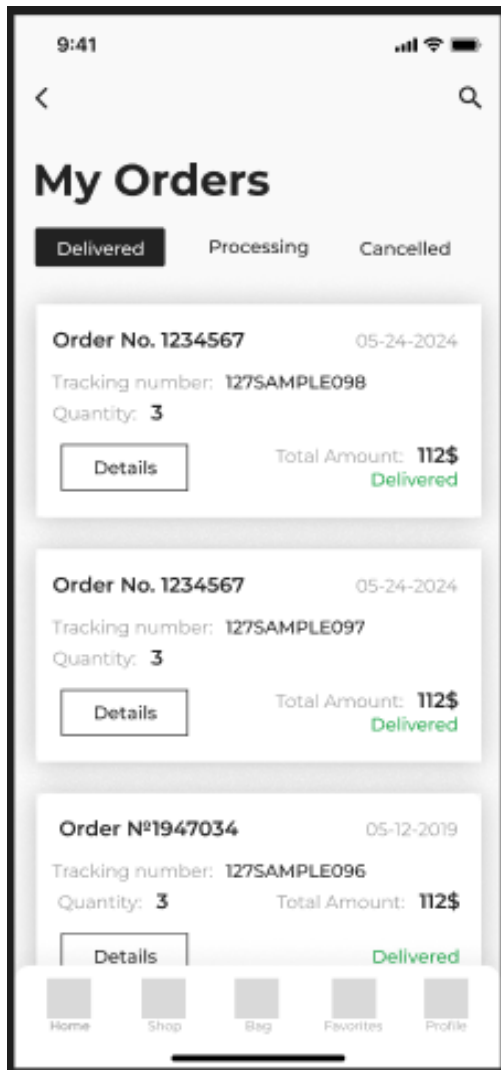
Cart / Checkout Page:

The cart page lets users view all the products they have added to their carts. They can select one or more products, and the subtotal amount will be displayed upon selection. Users can then check their products on the cart page, redirecting them to the checkout page. Users can choose their preferred shipping, payment, and delivery methods on the checkout page. A summary of the total price of the products they buy will also be provided.



Favorites Page:

This page showcases the favorite products users have added, functioning as a wish list where they can bookmark products for future purchases.

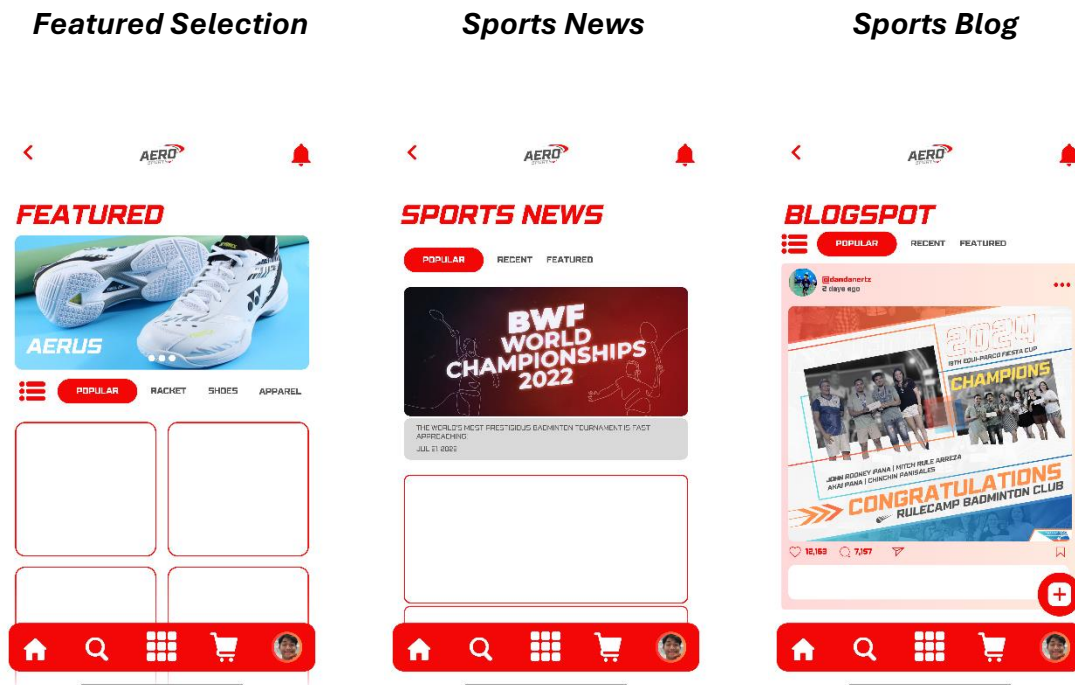


My Orders Page:

The primary purpose of this page is to allow users to track their orders after purchasing. It will show the current status of the parcel and its current location. In addition, the page also allows users to track all their products, whether they have been completed or canceled. Users can view all the details about their order by clicking on a specific order.

Additional Feature Discussion:

Amid drafting and outlining the basic features of the application, along with comes suggestions of additional features that are plausible implementations to the existing features. However, these are subject to change depending on the requirements, survey results, and resource restraints & constraints.



Featured Selection

"Featured Products" is an effective way to market and sell more products by strategically placing a selection of highlighted items directly on the homepage. This prominent placement draws immediate attention to these products, increasing their visibility to all users who visit the app. Featuring products in this way is particularly beneficial for showcasing new arrivals, making them stand out to customers looking for the latest trends and offerings. It is also a powerful tool for promoting sales, as it can spotlight discounted items, encouraging impulse buys and driving quick sales. Additionally, by highlighting specific products, businesses can push items that need to meet sales quotas, ensuring inventory moves efficiently. Overall, the "Featured

Products" section serves as a dynamic marketing tool that not only boosts sales but also enhances the shopping experience by curating and presenting products that might interest the users.

Sports News

The purpose of a sports news section in an e-commerce mobile app is to enhance user engagement and retention by providing relevant and interesting content that encourages users to spend more time on the app. It serves as a platform for cross-promotion, where sports articles can be paired with advertisements for related products, such as sports gear and merchandise available in the app. Additionally, it helps build a sense of community among users with shared interests, fostering loyalty and interaction. By offering a comprehensive experience that caters to diverse user interests, the sports news section can attract a wider audience, potentially converting sports fans into customers, and create monetization opportunities through ads and sponsored content.

Sports Blog Section

A blog section in a sports e-commerce mobile app enhances user engagement and drives sales by providing valuable content such as training tips, athlete interviews, and industry trends. It attracts sports enthusiasts, builds community, and increases time spent on the app. Blog posts can seamlessly integrate product promotions, driving sales through context-driven recommendations. Regular updates improve SEO, attracting new users and establishing the app as a trusted authority in the sports domain, ultimately boosting customer loyalty and overall sales.