AERO
SPORTS

PRESENTATION BY TEAM LINTECH
CANARIAS | MANDAP | SANCHEZ

CONTENT

THE MOTIVATION

WHILE GENERAL SPORTS E-COMMERCE PLATFORMS EXIST, THEY OFTEN LACK THE SPECIALIZED FOCUS NEEDED FOR INDIVIDUAL SPORTS LIKE BADMINTON. THIS RESULTS IN A LESS SATISFACTORY SHOPPING EXPERIENCE FOR BADMINTON PLAYERS, CLUBS, AND COACHES, WHO STRUGGLE TO FIND TARGETED EQUIPMENT, APPAREL, AND ACCESSORIES. A DEDICATED BADMINTON E-COMMERCE PLATFORM WOULD ENHANCE THE EXPERIENCE BY OFFERING TAILORED PRODUCTS, EXPERT ADVICE, AND A SPORT-SPECIFIC INTERFACE.

IDENTIFYING THE PROBLEM


QUANTITATIVE

QUALITATIVE

TO DETERMINE IF THE PROBLEM IS APPARENT, THE TEAM HAS CHOSEN TO USE BOTH QUANTITATIVE AND QUALITATIVE DATA GATHERING METHODS THROUGH A

METHOD

THE SURVEY WILL BE CONDUCTED ONLINE USING GOOGLE FORMS, TARGETING PARTICIPANTS INVOLVED IN BADMINTON. THE SURVEY WILL BE DIVIDED INTO THREE SECTIONS. THE RESULTS WILL BE INTERPRETED USING A 5-POINT LIKERT SCALE.

RANK	RANGE VALUE	CLASSIFICATION
5	4.50 – 5.00	High
4	3.50 – 4.49	
3	2.50 – 3.49	Neutral
2	1.50 – 2.49	Low
1	1.00 – 1.49	
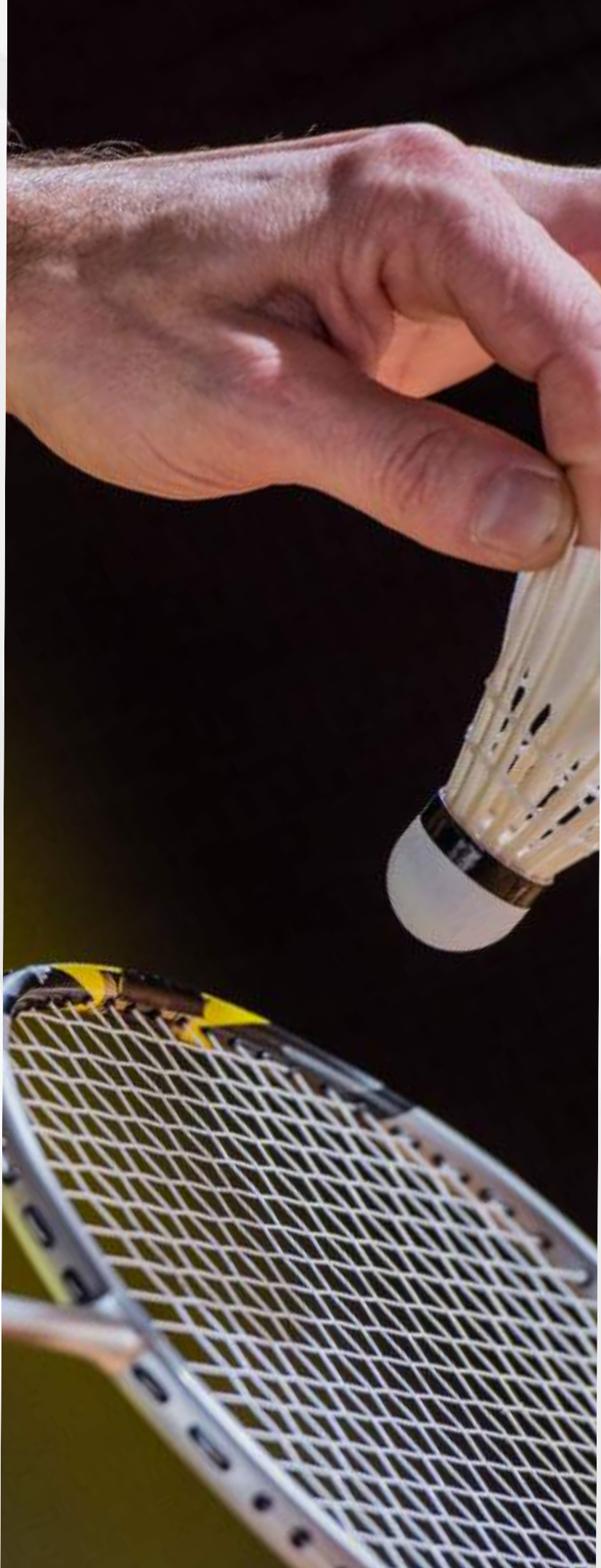
RESULTS

3.01 AVAILABILITY OF BADMINTON-SPECIFIC PRODUCTS

5.00 IMPORTANCE OF ACCESS TO DETAILED PRODUCT INFORMATION

4.51 DIFFICULTIES FINDING SPECIFIC EQUIPMENT/ ACCESSORIES

RESULTS

3.01 — AVAILABILITY OF BADMINTON-SPECIFIC PRODUCTS

NEUTRAL
USERS ARE MODERATELY SATISFIED WITH THE AVAILABILITY OF BADMINTON-SPECIFIC PRODUCTS ON GENERAL SPORTS E-COMMERCE PLATFORMS

5.00 — IMPORTANCE OF ACCESS TO DETAILED PRODUCT INFORMATION

HIGH
USERS CONSIDER HAVING ACCESS TO DETAILED PRODUCT INFORMATION AND REVIEWS AS EXTREMELY IMPORTANT WHEN SHOPPING FOR BADMINTON EQUIPMENT.

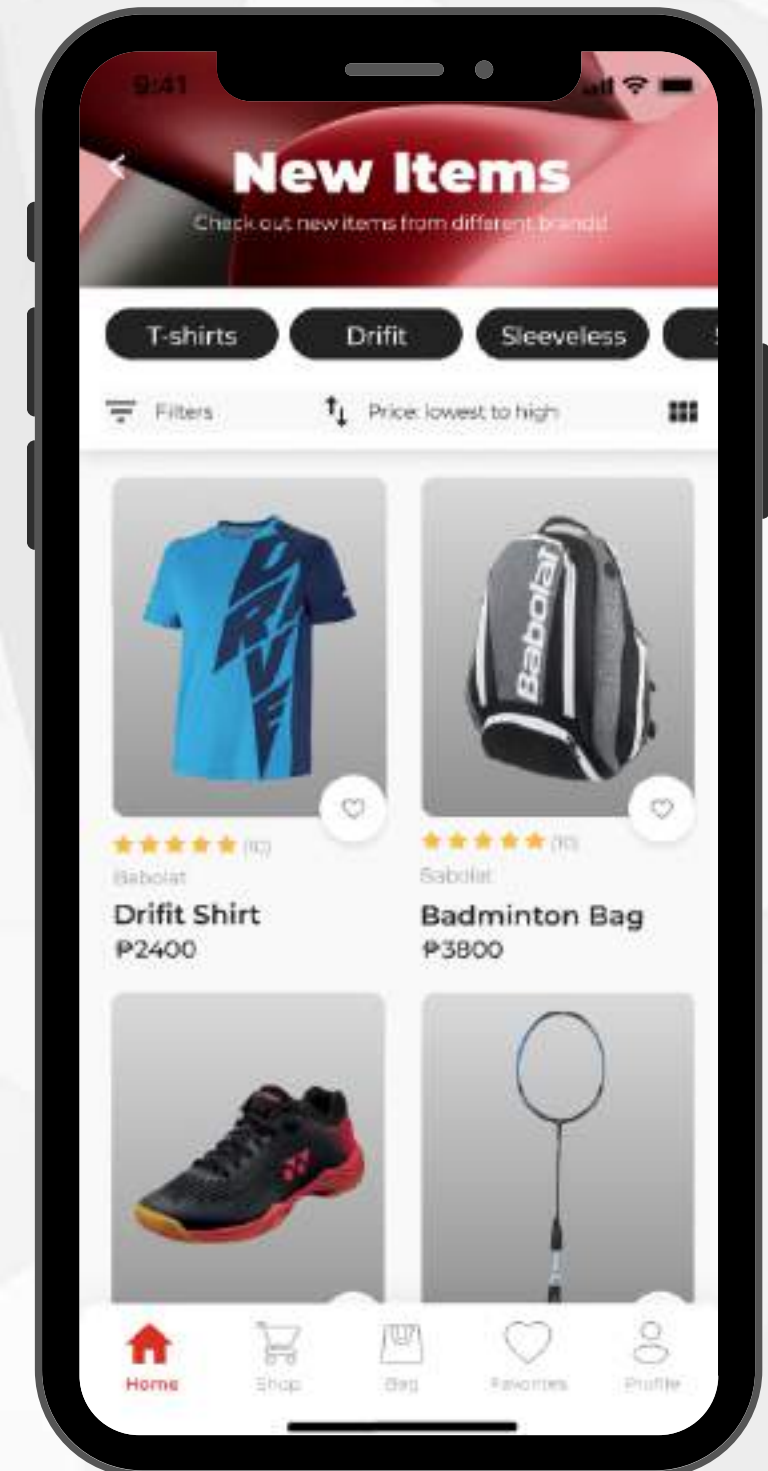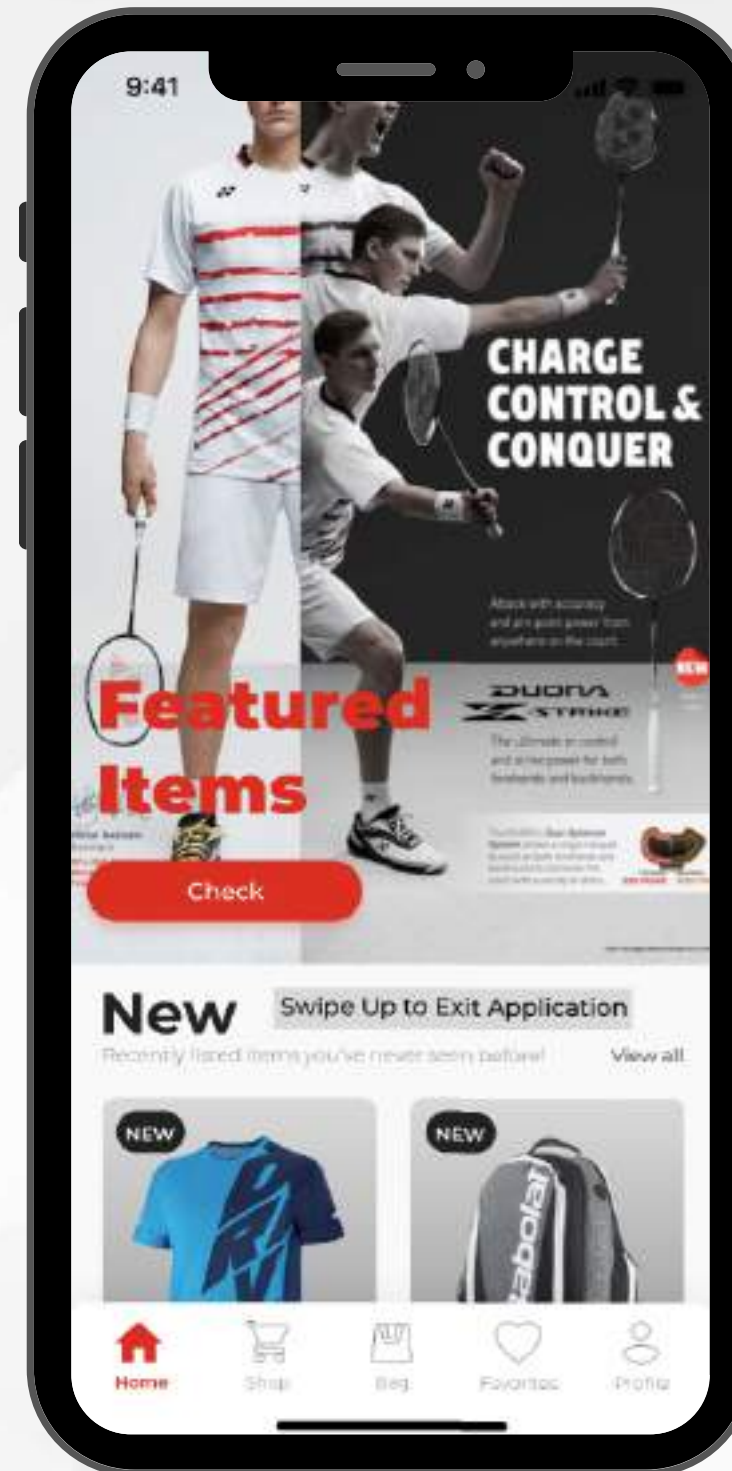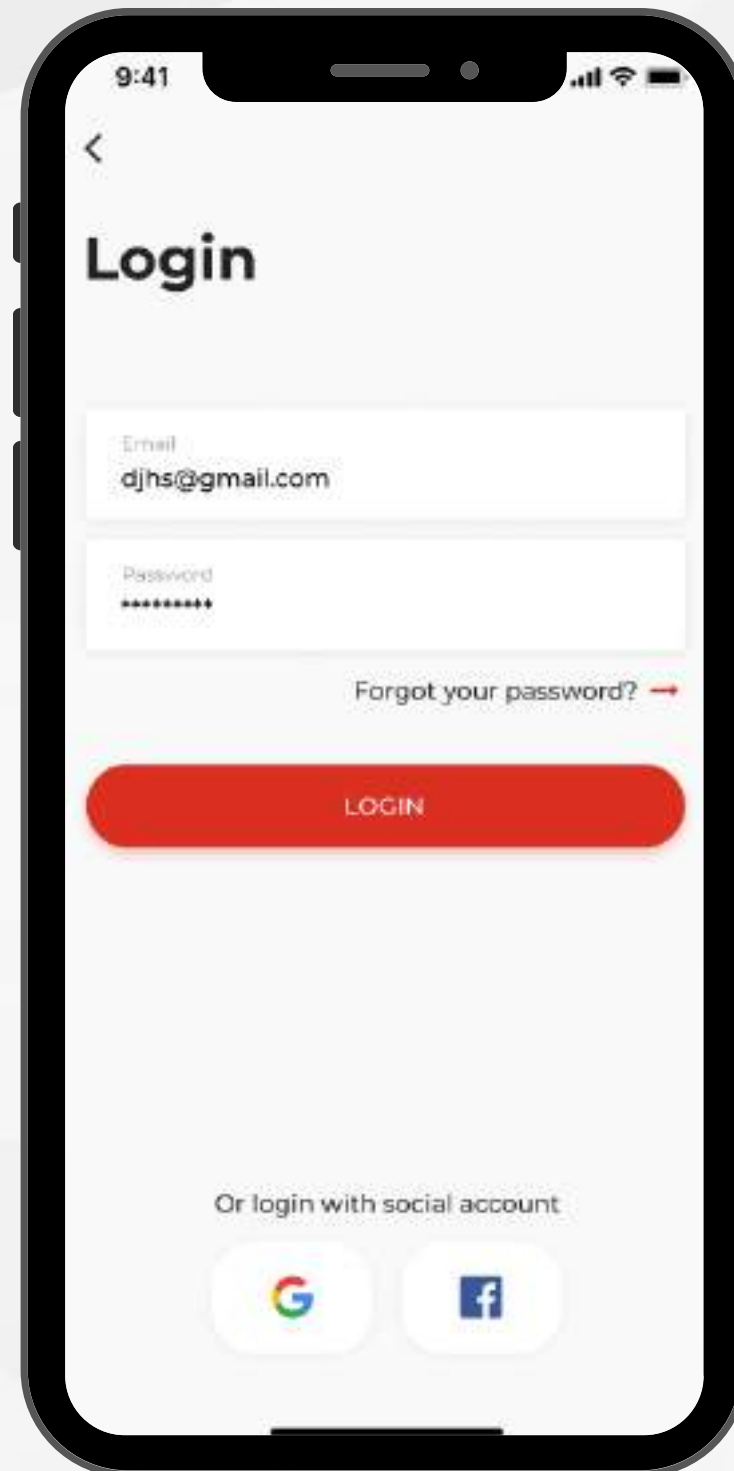**4.51** — DIFFICULTIES FINDING SPECIFIC EQUIPMENT/ ACCESSORIES

HIGH
USERS FREQUENTLY EXPERIENCE DIFFICULTIES FINDING SPECIFIC BADMINTON EQUIPMENT OR ACCESSORIES ONLINE.

BUILDING THE PROTOTYPE

▶ ▶ ▶ ▶ ▶ ▶

AERO
SPORTS

PROTOTYPE DESIGN

PROTOTYPE DESIGN

1 MINIMALISTIC

THE PROTOTYPE IS DESIGNED TO BE SIMPLE AND EASY ON THE EYES. IT WILL BE EVALUATED PROPERLY USING HEURISTICS EVALUATION.

2 FONT

THE FONT USED IN THIS PROTOTYPE IS MONTSERRAT. THIS MAKES TEXTS CLEAR AND EASY TO READ

3 NAVIGATION

THE NAVIGATION OF THIS PROTOTYPE IS GEARED TOWARDS EASY FAMILIARIZATION AND MEMORIZATION. THIS WILL BE EVALUATED PROPERLY USING HEURISTICS EVALUATION.

4 FIGMA

THIS PROTOTYPE IS DESIGNED IN FIGMA. THIS ENABLES THE TEAM TO PROVIDE PARTICIPANTS A COPY THAT THEY THEMSELVES CAN INTERACT WITH TO AVOID BIASED EVALUATION.

EVALUATION PLAN

PREPARE

LAUNCH

EVALUATE

DISCUSSION

CONCLUSION

METHODS OF EVALUATION

1

USABILITY SPECIFICATIONS

PARTICIPANTS PERFORM SPECIFIC TASKS. THE TESTING INCLUDES THREE KEY TASKS: ACCOUNT CREATION AND AUTHENTICATION, ADDING PRODUCTS TO FAVORITES, AND THE CHECKOUT PROCESS, EACH ASSESSING DIFFERENT ASPECTS OF FUNCTIONALITY AND USER EXPERIENCE.

2

HEURISTICS EVALUATION

IT PROVIDES AN ACCESSIBLE APPROACH TO IDENTIFYING POTENTIAL USABILITY ISSUES AND ENSURING THE PROTOTYPE MEETS USER-CENTRIC DESIGN STANDARDS EFFECTIVELY.

3

SURVEY AND FEEDBACK

THE SURVEY WILL ENABLE PARTICIPANTS TO PROVIDE STRUCTURED RATINGS AND DETAILED FEEDBACK, ENSURING A BALANCED EVALUATION OF THE PROTOTYPE'S EFFECTIVENESS AND USER EXPERIENCE. THIS METHOD IS DESIGNED TO CAPTURE BOTH NUMERICAL ASSESSMENTS AND NUANCED QUALITATIVE INSIGHTS TO INFORM ITERATIVE IMPROVEMENTS TO THE DESIGN.

ONLINE TESTING
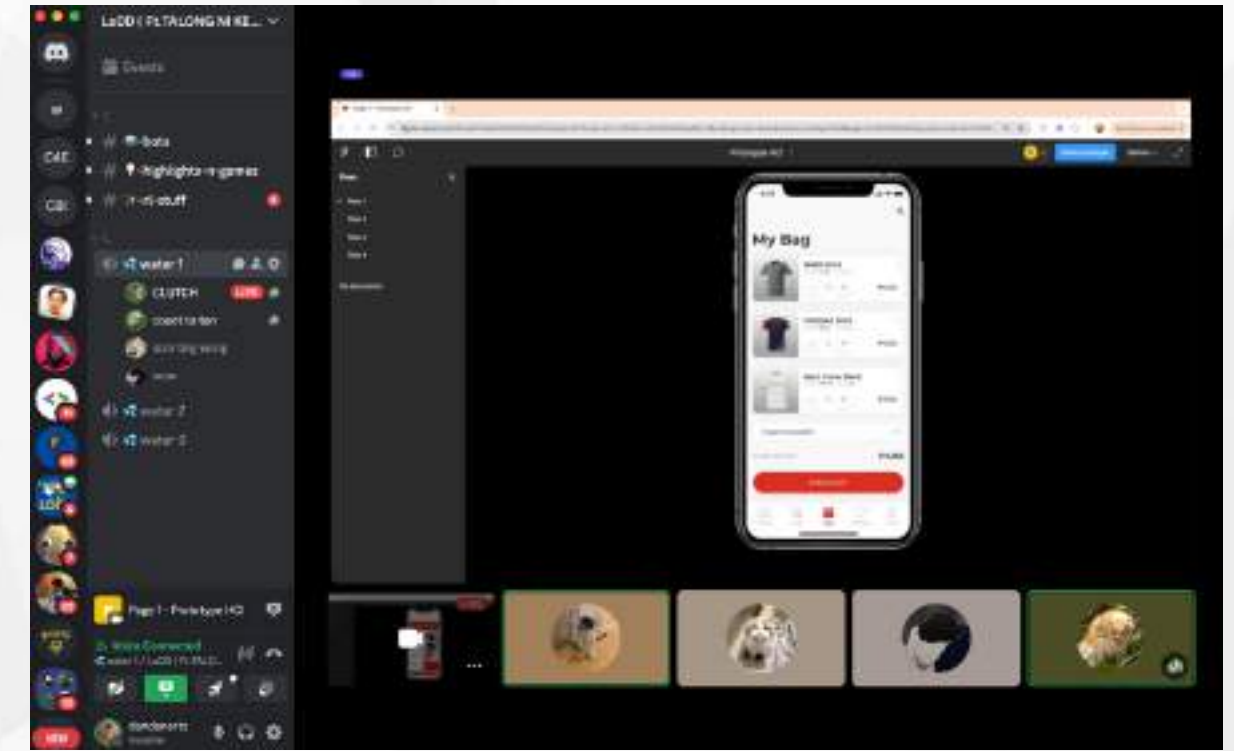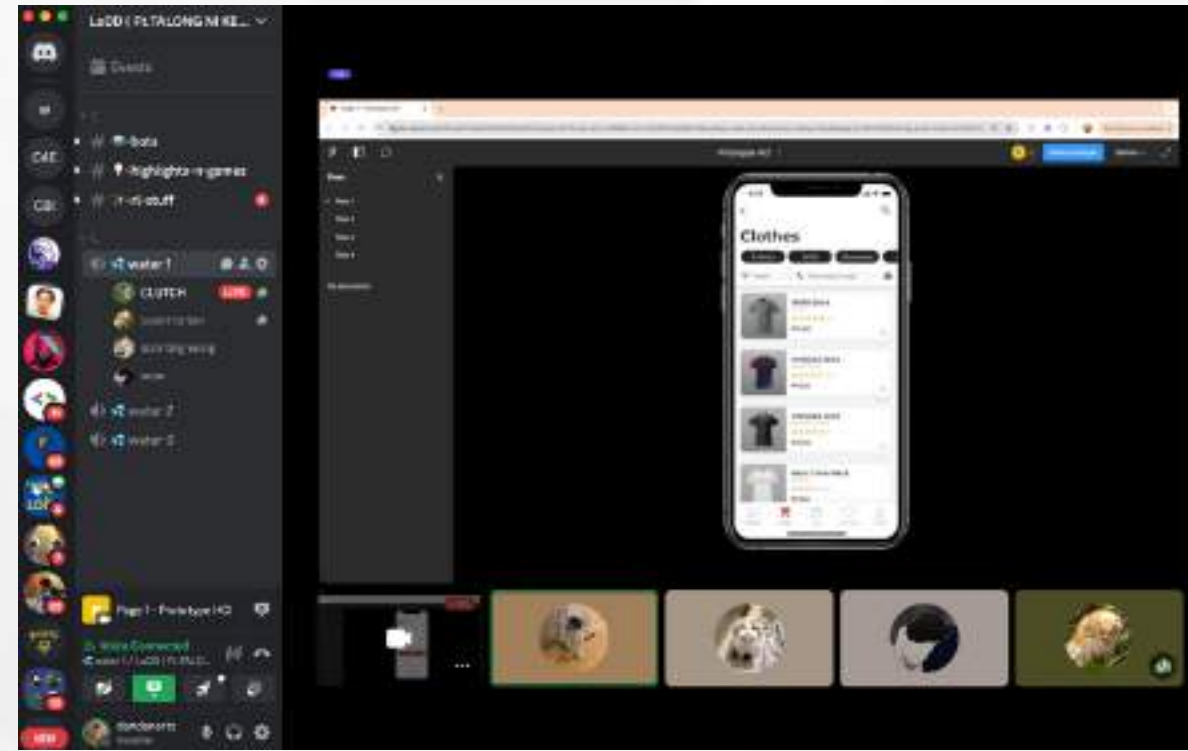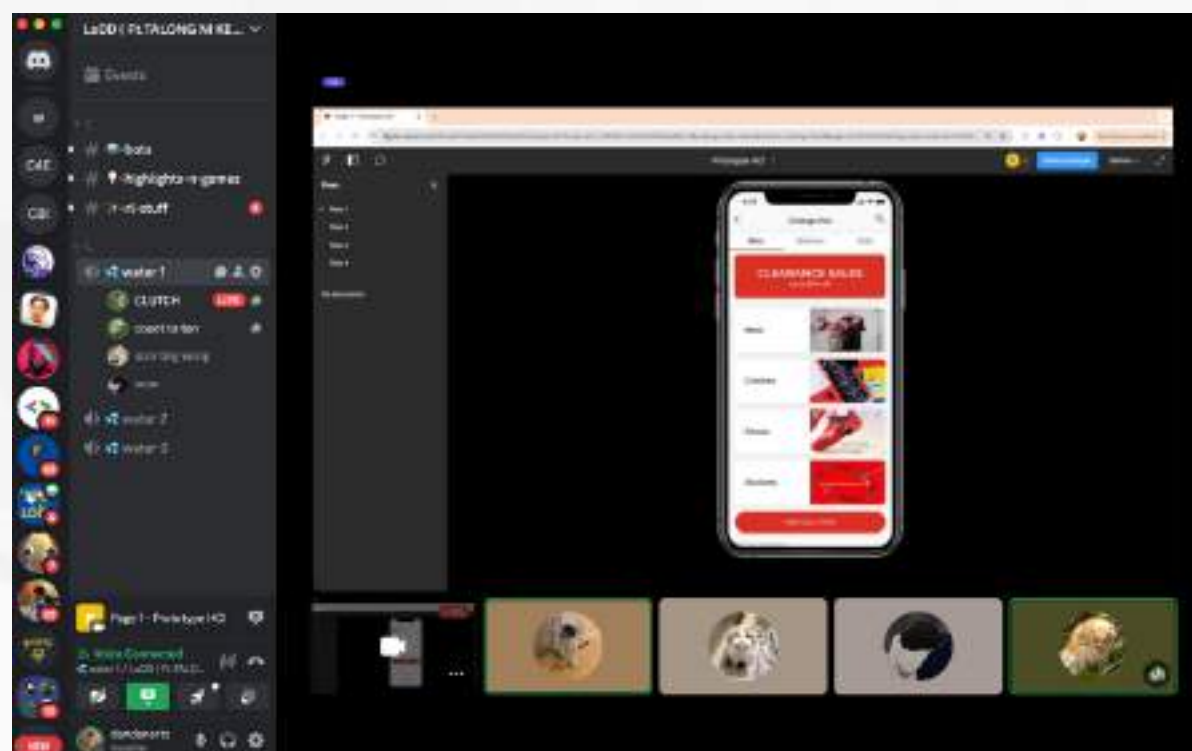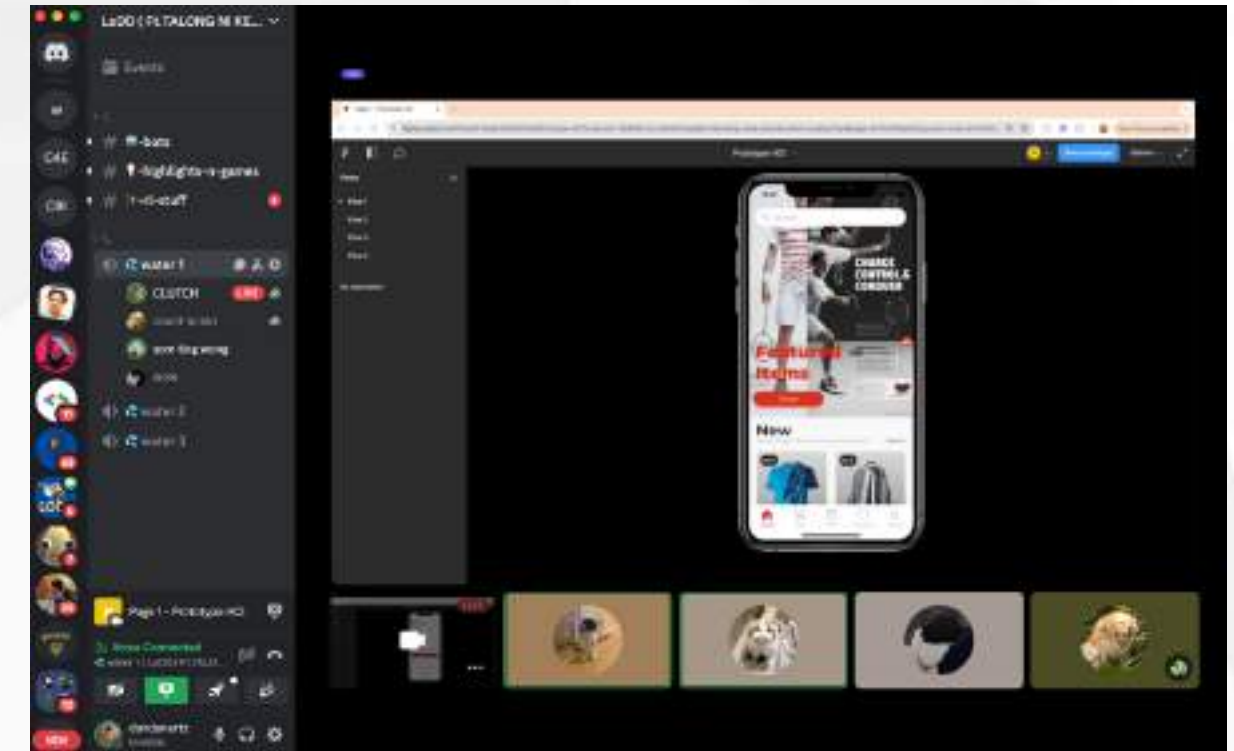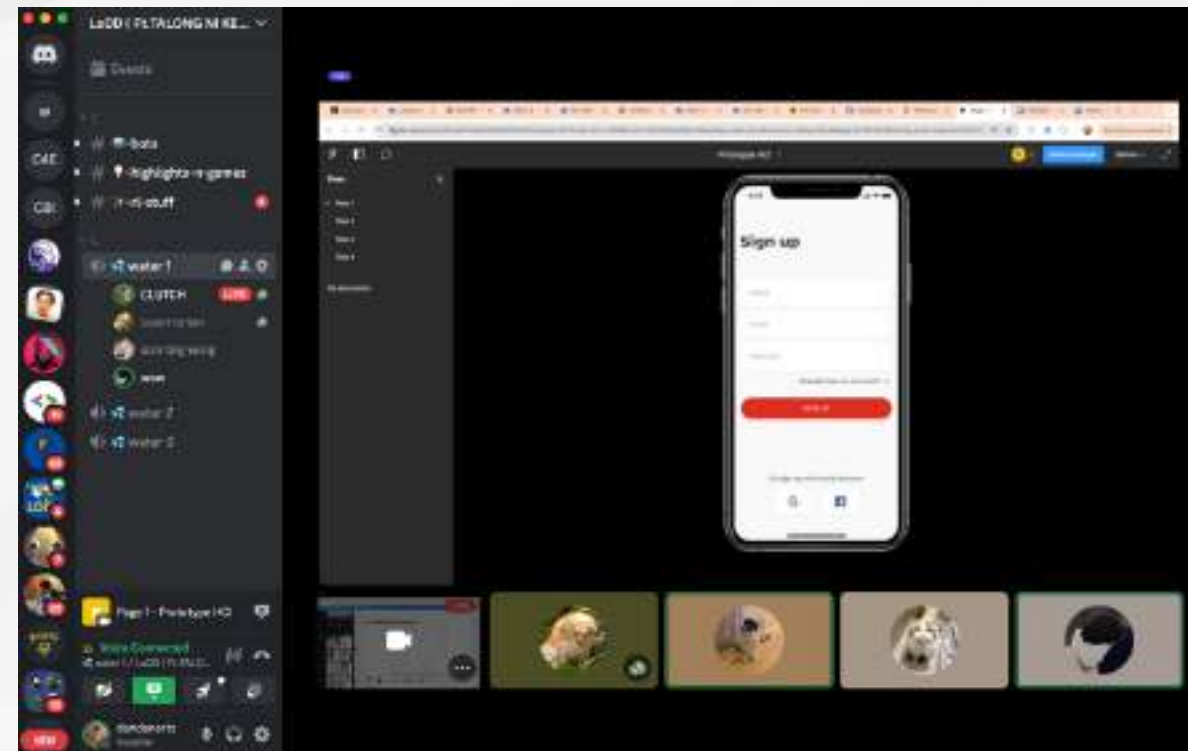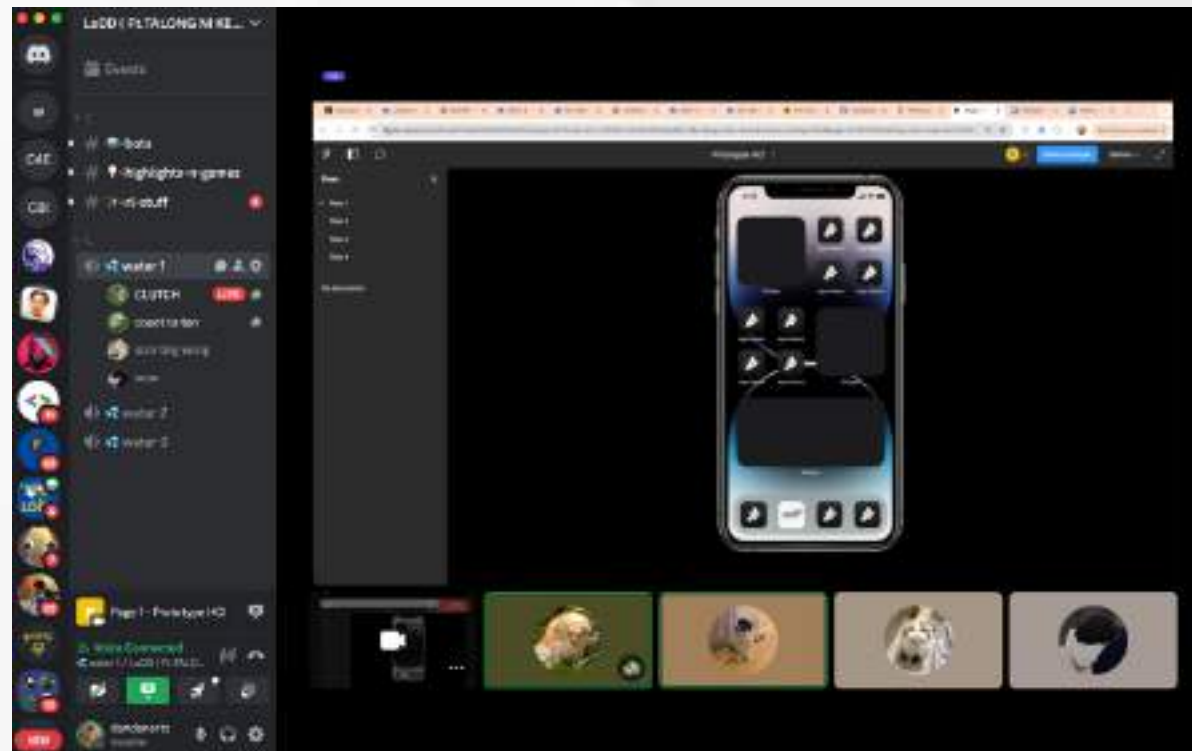
USABILITY SPECIFICATIONS

0.45	HOME SCREEN TASK	**HIHGLY ACCEPTABLE** THE PARTICIPANTS WERE ABLE TO EASILY NAVIGATE THE GIVEN TASKS IN THE HOME SCREEN.
3.55	PRODUCT VIEW TASK	**HIGHLY ACCEPTABLE** THE PARTICIPANTS WERE ABLE TO FOLLOW THE GIVEN TASKS IN THE PRODUCT VIEW. SOME OF THE PARTICIPANTS EXPERIENCED MINIMAL ISSUES DUE TO CONNECTION PROBLEMS.
2.35	CHECKOUT TASKS	**HIGHLY ACCEPTABLE** THE PARTICIPANTS EASILY FINISHED THE TASKS THAT WERE GIVEN TO THEM SINCE THEY HAVE EXPERIENCED ONLINE SHOPPING.

OBSERVATIONS

1 THE PARTICIPANTS EASIL.Y FOLLOWED THE INSTRUCTIONS DUE TO OTHER APP EXPERIENCES

2 THE PARTICIPANTS NAVIGATED THE APP WELL AND EASILY UNDERSTOOD THE INTERACTIONS BASED ON WHAT THEY OBSERVE

3 THE PARTICIPANTS DIDN'T NEED ANY ASSISTANCE FROM THE TASKS GIVEN TO THEM

HEURISTICS EVALUATION

PROTOTYPE EVALUATION

KEY ASPECTS INCLUDE ENSURING VISIBILITY OF SYSTEM STATUS WITH CLEAR FEEDBACK, USING FAMILIAR LANGUAGE AND SYMBOLS, AND PROVIDING USER CONTROL WITH SIMPLE UNDO ACTIONS. THE APP ALSO FOCUSES ON ERROR PREVENTION, CONSISTENT STANDARDS, AND A MINIMALIST DESIGN, WHILE OFFERING FLEXIBLE USE FOR ALL USERS AND COMPREHENSIVE HELP DOCUMENTATION FOR EFFECTIVE PROBLEM RESOLUTION.

SURVEY

4.41

AVERAGE MEAN OF THE SURVEY

THE SURVEY DATA COLLECTED AFTER THE TESTING REVEALS THAT THE PROTOTYPE MEETS ACCEPTABLE QUALITY STANDARDS AND IS DEEMED SUCCESSFUL. EVALUATED AGAINST THE 10 USABILITY HEURISTICS CRITERIA, THE DATA INDICATES THAT THE PROTOTYPE EFFECTIVELY MET PARTICIPANT EXPECTATIONS, PARTICULARLY EXCELLING IN ITS DESIGN AND CLEAR VISIBILITY.

FEEDBACKS

PARTICIPANTS EXPRESSED SATISFACTION WITH VARIOUS DESIGN AND FUNCTIONALITY ASPECTS, INDICATING THAT THE PROTOTYPE MEETS THEIR NEEDS AND EXPECTATIONS. THE OVERALL POSITIVE RECEPTION HIGHLIGHTS THE EFFECTIVENESS OF THE PROTOTYPE'S FEATURES AND ITS USER-FRIENDLY INTERFACE.

THERE IS NO SEARCH BOX ON THE MAIN PAGE, SO I MUST NAVIGATE TO OTHER PARTS OF THE APPLICATION TO SEARCH FOR A PRODUCT

CANNOT SORT PARTICULAR PRODUCTS IN A PARTICULAR SECTION

THE OVERLAY DESIGN MUST BE LIKE THE OTHER PARTS INSTEAD OF THE DROPDOWN MENU.

USERS WHO PURCHASED THE PRODUCT MUST ONLY BE THE ONES WHO CAN LEAVE A PRODUCT REVIEW. IT MUST NOT BE ACCESSIBLE TO EVERYONE.
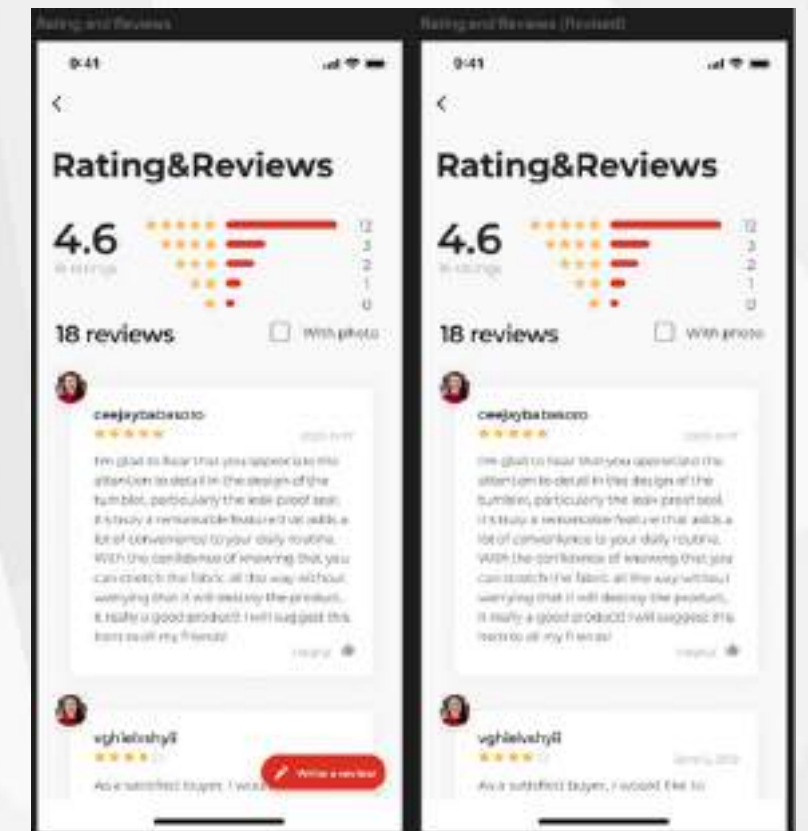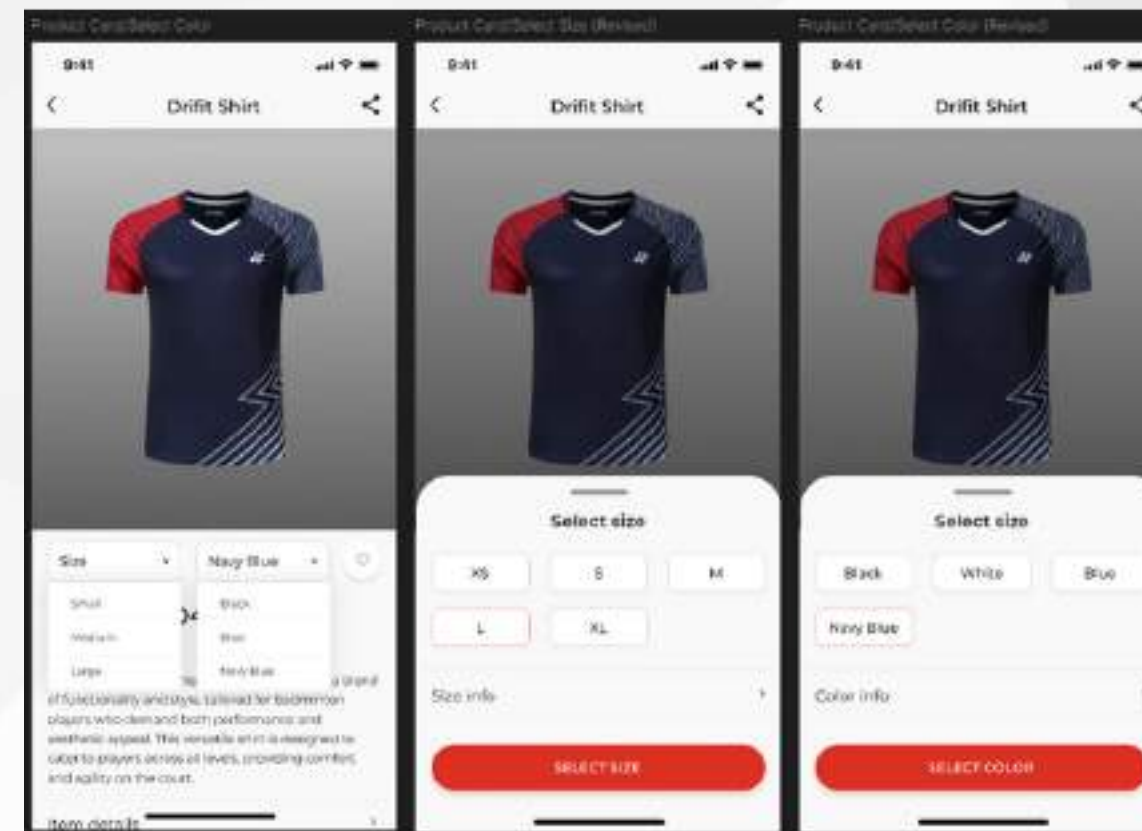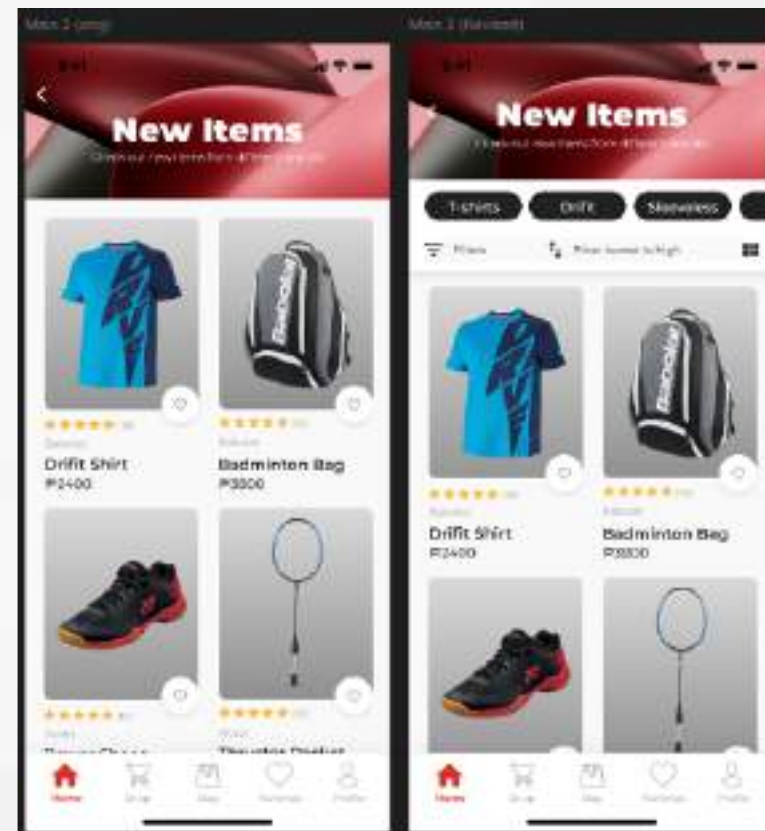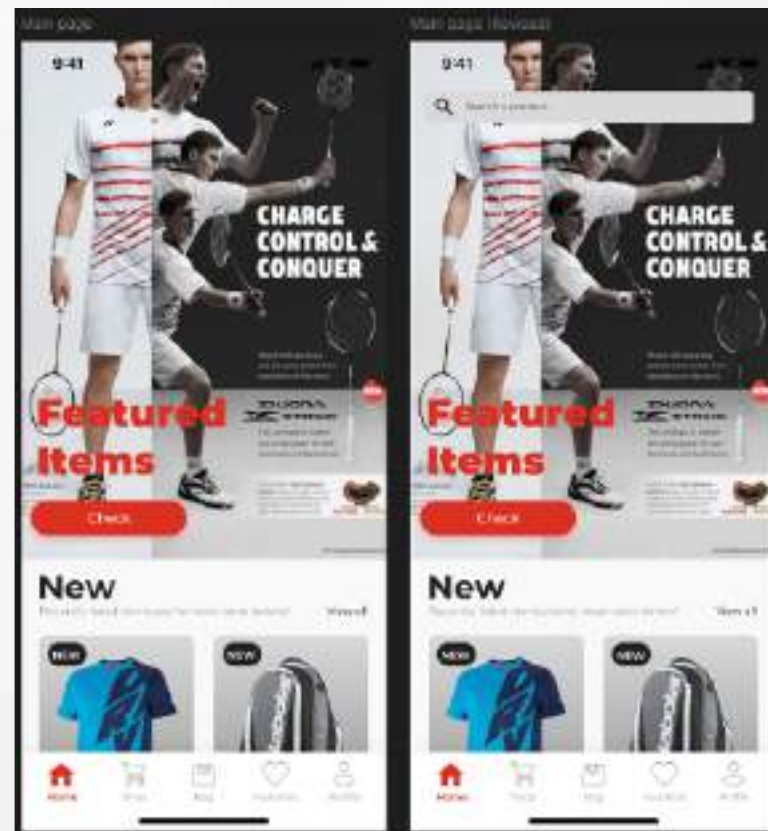
ALTERATIONS

MAIN PAGE

FEATURED PRODUCTS

SELECTING PRODUCT COLOR OR SIZE

RATINGS AND REVIEWS

FEATURES NOT IMPLEMENTED

SPORTS NEWS

SPORTS BLOG
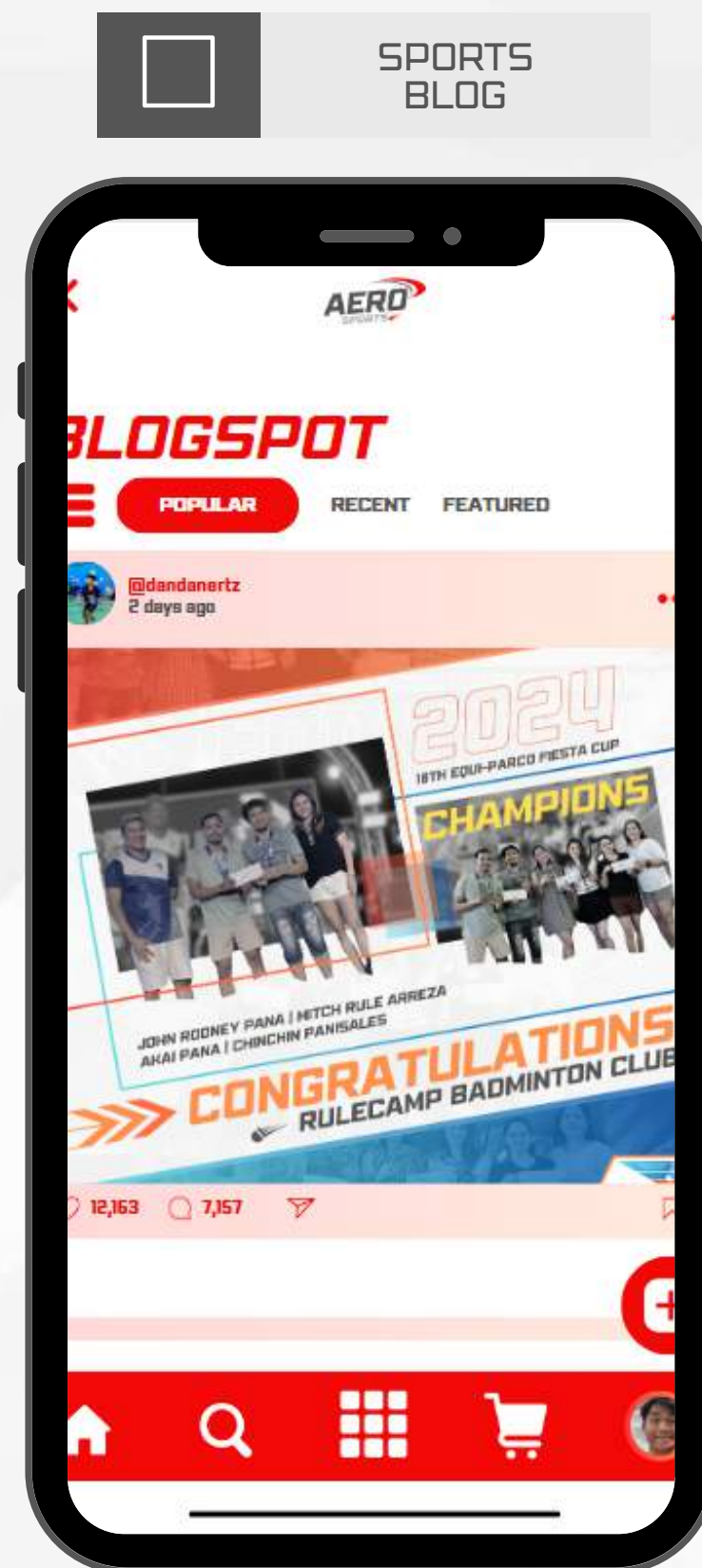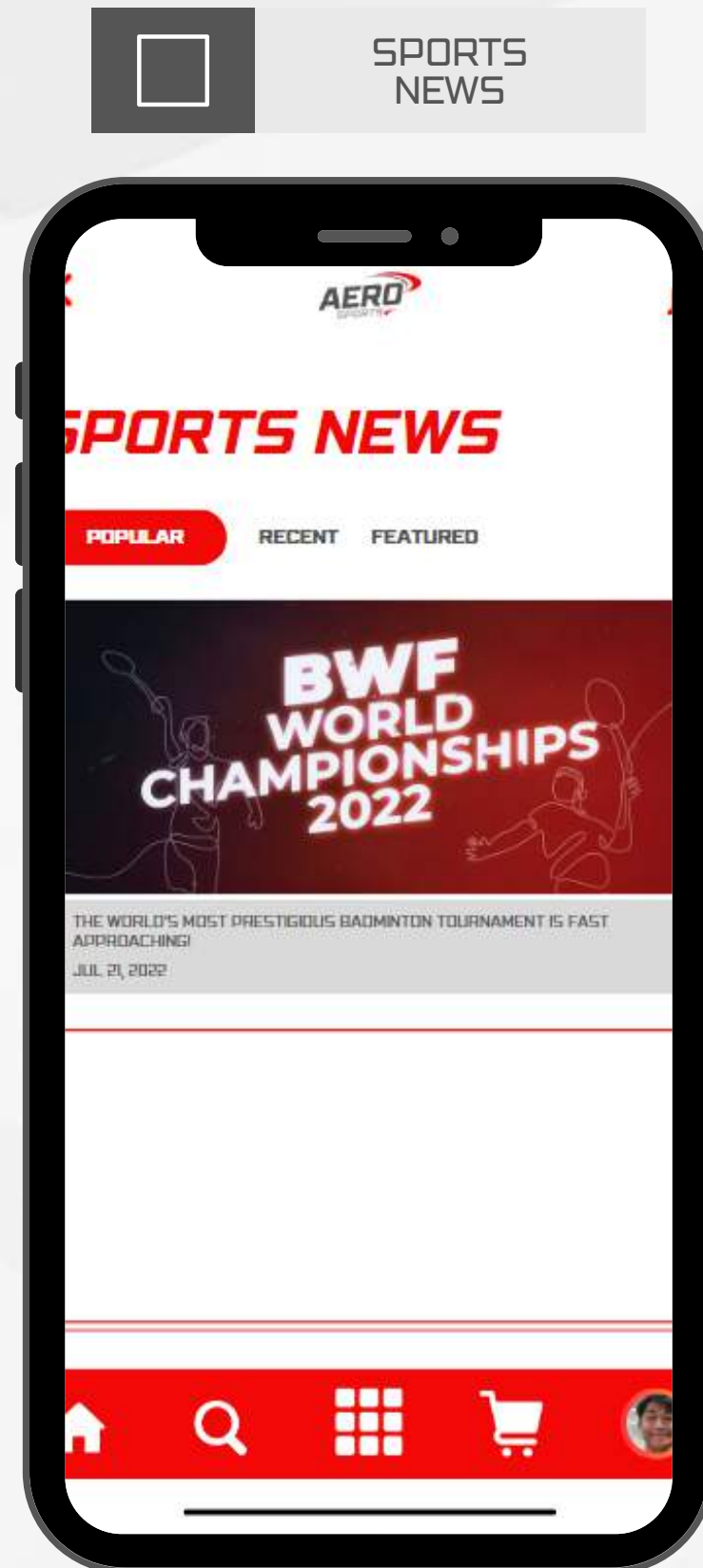
CONCLUSION

GIVEN MORE TIME

THE ADDITIONAL FEATURES THAT WERE NOT IMPLEMENTED WOULD BE ADDED TO HAVE MORE PROTOTYPE FEATURES

GIVEN MORE TIME, THE PROTOTYPE WILL BE FULLY CODED AND DEVELOPED INTO A FULLY FUNCTIONAL APP READY FOR PUBLIC RELEASE, ENSURING IT MEETS ALL USABILITY AND PERFORMANCE STANDARDS.

WITH MORE TIME, CONDUCTING EVALUATIONS FOR BOTH THE INITIAL PROTOTYPE AND THE REVISED VERSION WOULD YIELD MORE COMPREHENSIVE INSIGHTS AND BETTER EVALUATION RESULTS.

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PROTOTYPE TUTORIAL VIDEO