SportLife App and Responsive Website

Kcnguyen

Project overview

The product:

SportLife is an application that provides the amateur sports community with attractive features. The Book a Pitch feature helps users quickly find and rent playing fields for their team. The Find a Match feature helps connect teams to compete. The Firefighter feature is a list of players ready to compete anytime, anywhere.

Project duration:

January 2022 to March 2022

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Project overview

The problem:

Users do not have complete and quick information to book a field and find opponents in the afternoon after work

The goal:

Increase user experience, Quickly and promptly update the field and competitors in accordance with the user's level and geographical location

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Project overview

My role:

Ui/Ux designer leading the SportLife App

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs and responsive design.

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

Google

User research: summary

I have conducted interviews and created empathy maps to understand the users I am designing for and their requirements. The main user groups identified through the Research are office workers, or freelancers with a passion for sports.

These two user groups differ in their needs and hours. But one thing in common is a passion for sports, they form teams and compete with each other after work every day.

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User research: pain points

1

Accessibility

Users can't use it on mobile phones, it's very difficult to learn and perform on mobile phones

2

Technology

It is often difficult for users to receive suggestions that are appropriate for their level and geographical location

3

Support

When users have trouble on the app, they don't know where to look for help, and who to turn to for help

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Persona: **Anhdo**

Problem statement:

Anhdo is participating in an amateur team with his colleagues, this weekend his team wants to play a match with another office team, but the teams he knows have all refused, and they Haven't found a stadium to rent for the weekend yet

Anhdo

Age: 30
Education: University
Hometown: Hanoi Vietnam
Family: Yes
Occupation: Officer

"As an office worker, he loves football very much, often spends 2 sessions a week playing football with his team on artificial turf fields."

Goals
- There is an app for amateur teams to exchange and book matches
- Stadium rentals can be found across time slots

Frustrations
- Difficulty finding a stadium to rent for your team
- Difficulty finding a team to play against your team

Anhdo is participating in an amateur team with his colleagues, this weekend his team wants to play a match with another office team, but the teams he knows have all refused, and they Haven't found a stadium to rent for the weekend yet

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Persona: **kcnguyen**

Problem statement:

Anhdo is participating in an amateur team with his colleagues, this weekend his team wants to play a match with another office team, but the teams he knows have all refused, and they Haven't found a stadium to rent for the weekend yet

Kcnguyen

Age: 28
Education: University
Hometown: Hanoi Vietnam
Family: Yes
Occupation: Officer

" *As an owner of an artificial turf football field, the system includes 10 courts and operates daily from 8 am to 10 pm. Every day I have to manage a lot of calendars and find teams to rent vacant fields* "

Goals
- Find a mobile app that can manage the schedule of football fields, set fixed schedules
- advertise available fields for teams to rent.

Frustrations
- Having to manage on paper
- Don't know what's the best way to fill the soccer fields every day

kcnguyen is managing 10 mini football fields for rent, on this Saturday there are 5 empty fields with no team to rent in the time frames 12am - 20pm. He doesn't know how to post or contact the teams that want to rent the field

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User journey map

I created a user journey map of anhdo's experience using the site to help identify possible pain points and improvement opportunities

ACTION	Browse the course catalog	Choose a course	Participate in course activities	Complete each activity in the course	Complete the final exam to get the certificate
TASK LIST	• Browse new course • Sort course by genre • Search course name	• Scroll down to view courses • Select a course to view course details • Click the "start learning" button	• Click the button to "start learning" • Watch video lessons	• Click "Next Lesson" when the video ends	• View exam overview information: number of questions, passing score, number of times to be retested, and click "start test" • Answer each question in turn and "submit"
FEELING ADJECTIVE	• Confused • Inquisitive	• Excited • eager • worry	• Eager • curious	• Delight • worry • disappointed	• Satisfied • worry • Excited
IMPROVEMENT OPPORTUNITIES	• Group of courses to complete, courses that are about to expire	• can't distinguish which courses need to be completed to prioritize • You have to click on the details to see the course information, then start deciding to study	• Must take notes of knowledge on paper during the learning process	• Provide the duration of each activity in the course for users to take the initiative in time • List all activities in the course, including status: studying, completed and unfinished	• Allows the display of notices when taking the test

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User journey map

An audit of a few competitor's products provided direction on gaps and opportunities to address with the SportLife app.
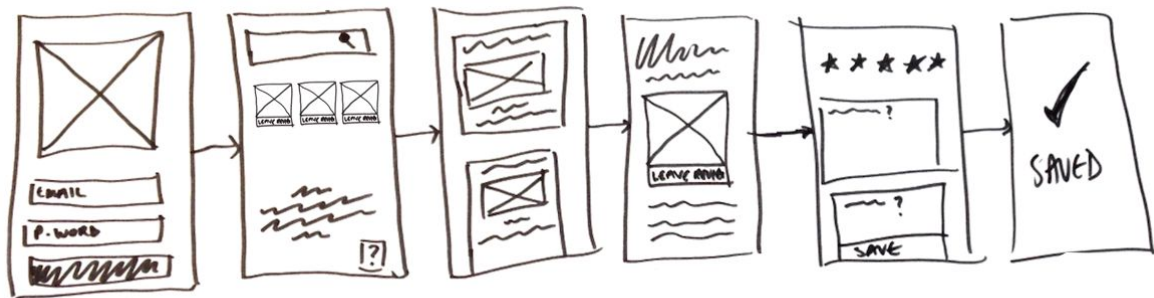
Goal: Compare the import experience of each competing app

General information								First impressions	
Competitor type (direct or indirect)	Location(s)	Product offering	Price ($ - $$$$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience
	Hanoi Vietnam	10 suppliers, 100+ items	$$$	www.myshop.com	small	Grocery stores	Let me help you	Good + Focus on who I am + What service do I provide	Good + Fully responsive and Mobile App + Easy install (QRcode, link Store)
Direct	Hanoi Vietnam	20 suppliers, 100+ items	$$$	www.vinshop.com	Large	Grocery stores	All in one	Good + Outstanding color + Live chat support	Good + Fully responsive and Mobile App + link Store on website
Direct	Hanoi Vietnam	10 suppliers, 100+ items	$$$	www.vshop.com	small	Grocery stores	Store manager	Ok + Sign up for a consultation easy - Old design	Ok + Fully responsive - No Mobile App
Indirect	Hanoi Vietnam	Import inventory and manage without suppliers	$$$	www.sapo.com	Large	Grocery stores and individual businesses	Manage retail stores, warehouses & checkout quickly and easily	Outstanding + Modern design + Friendly live chat bubble	Outstanding + Fully responsive and Mobile App - Do not show the link to install the

| UX (rated: needs work, okay, good, or outstanding)					
Interaction				Visual design	
Features	Accessibility	User flow	Navigation	Brand identity	Tone
Good + Easy to use + Voice support	Good + Free Trial +Easy-to-remember name	Outstanding + Use voice to search for goods + Click to Call Supplier	Good + Import goods at any time + Easy navigation both on web and mobile	Good + Simple, bright - Not yet defined brand	Friendly, informative enough
Good + Quick search - Voice support is not outstanding	Outstanding + Big Ecosystem + View feature overview without logging in	Good + Use voice to search - Order from a craft supplier	Good + Easy navigation both on web and mobile	Good + Brand Highlights + Invest in advertising images	Highlights, informative enough
Ok + Traditional management - difficult search	Needs work + Use the traditional way - Hard settings	Needs work + Sign up to use it - using open new tab too much when signing up	Ok + Easy navigation on desktop - Mobile not good	Needs work - Old interface - Messy layout	Too much information
Good + Built-in barcode scanning + Fast	Good + Easy installation - Do not focus on one area of business	Ok + Easy to import goods	Good + Easy navigation both on web and mobile	Good + Brand Highlights	Too much information

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Ideation

I did a quick ideal exercise to generate ideas on how to address pain points identified in a competitive audit. My focus is especially on recommending teams and venues that **match your level and geographical location.**

Starting the design

- Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
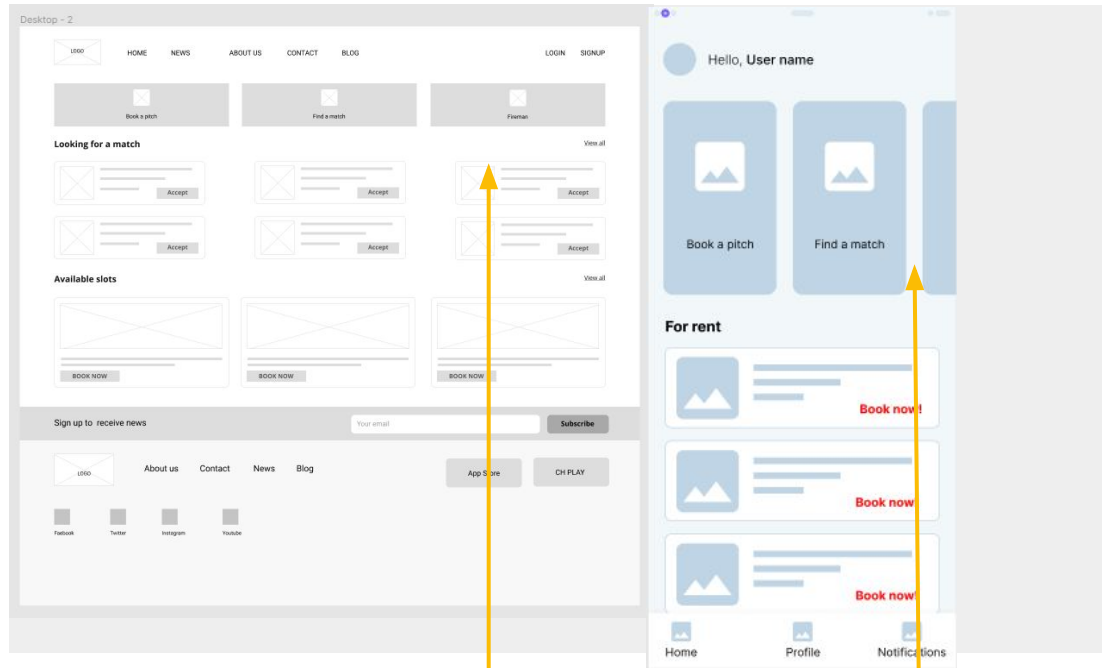- Usability studies

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Sitemap

difficulty with website navigation was a primary pain point for users, so i used that knowledge to create a sitemap.
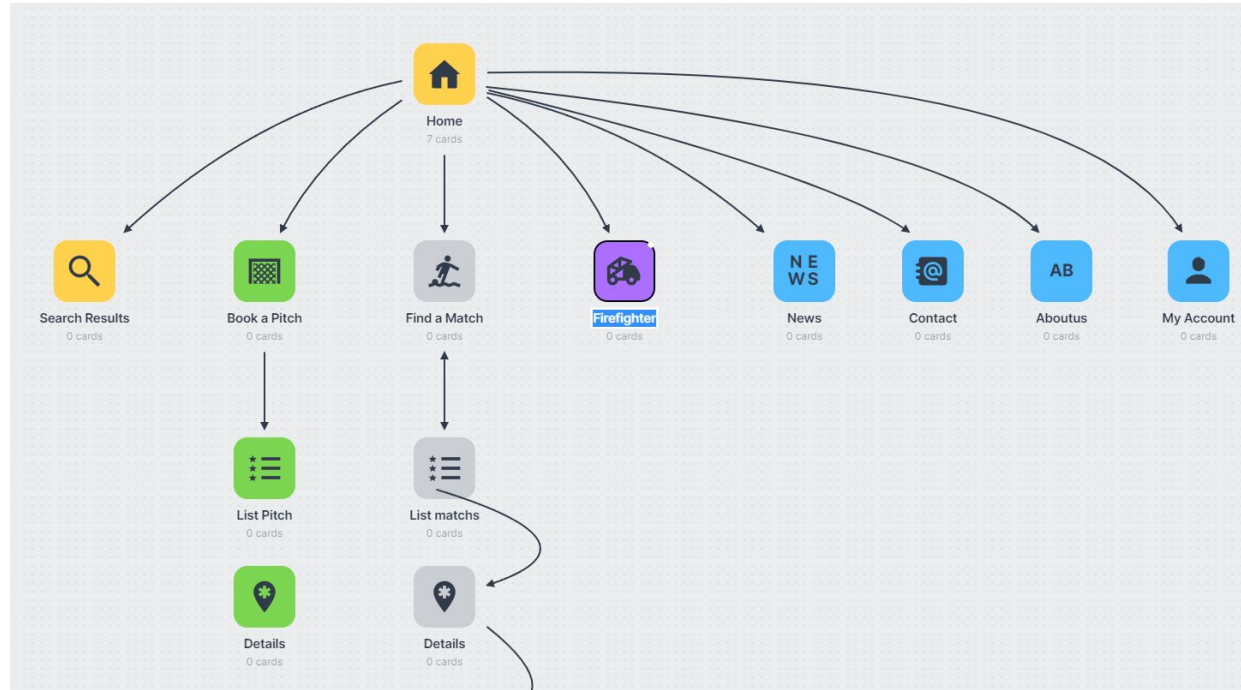
Digital wireframes

After brainstorming and sketching some paper frames, I created initial designs for the Sportlife app. These designs focus on providing free stadiums and teams for users


Desktop - 2

LOGO HOME NEWS ABOUT US CONTACT BLOG LOGIN SIGNUP

Book a pitch   Find a match   Fireman

Looking for a match   View all

Accept   Accept   Accept

Accept   Accept   Accept

Available slots   View all

BOOK NOW   BOOK NOW   BOOK NOW

Sign up to receive news   Your email   Subscribe

LOGO   About us   Contact   News   Blog   App Store   CH PLAY

Facebook   Twitter   Instagram   Youtube

Hello, **User name**

Book a pitch   Find a match

For rent

Book now!

Book now

Book now

Home   Profile   Notifications

The most suitable matches or football field

Easy access to features

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Low-fidelity prototype

In preparation for usability testing, I created a low fidelity prototype that connects a user stream placing a playing field. View Low-fidelity prototype
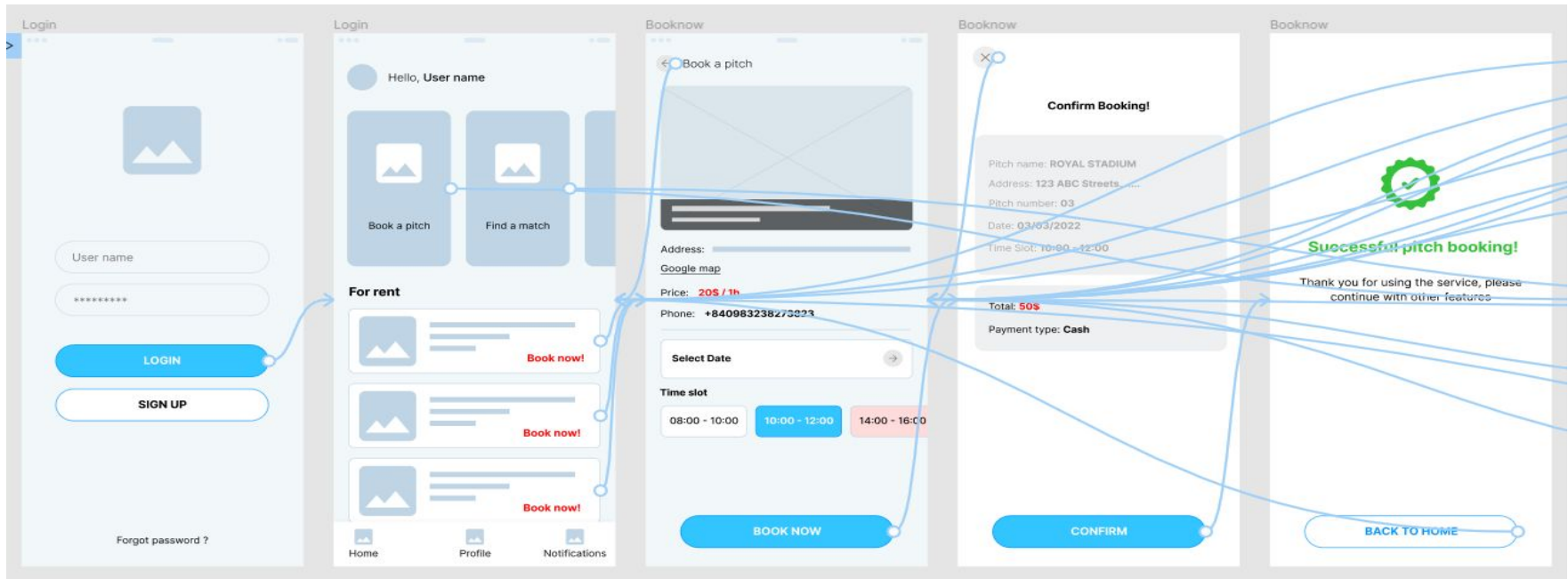
Usability study: parameters

Study type:
Unmoderated usability study

Location:
Hanoi Vietnam, remote

Participants:
5 participants

Length:
15-30 minutes

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Usability study: findings

These were the main findings uncovered by the usability study:

1

Level

Everyone wants to play against opponents whose level is not too disparate

2

Location

People want to find stadiums that are close to their geographical location so they can easily move to

3

Time slot

Office workers who want to find game time slots after office hours

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Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Drawing on insights from usability studies, I've applied design changes such as making the right pitches or teams available as well as highlighting **Book a Pitch** features. , **Find a Match**

Google
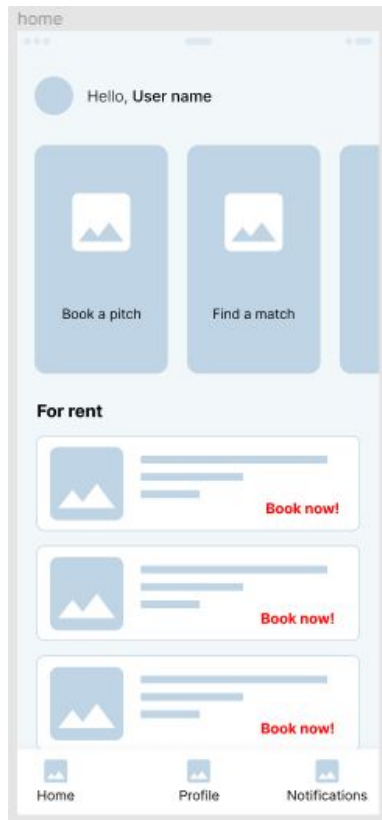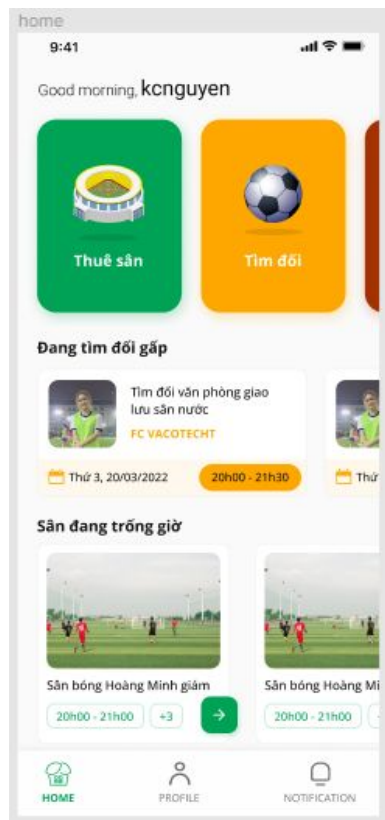
Mockups

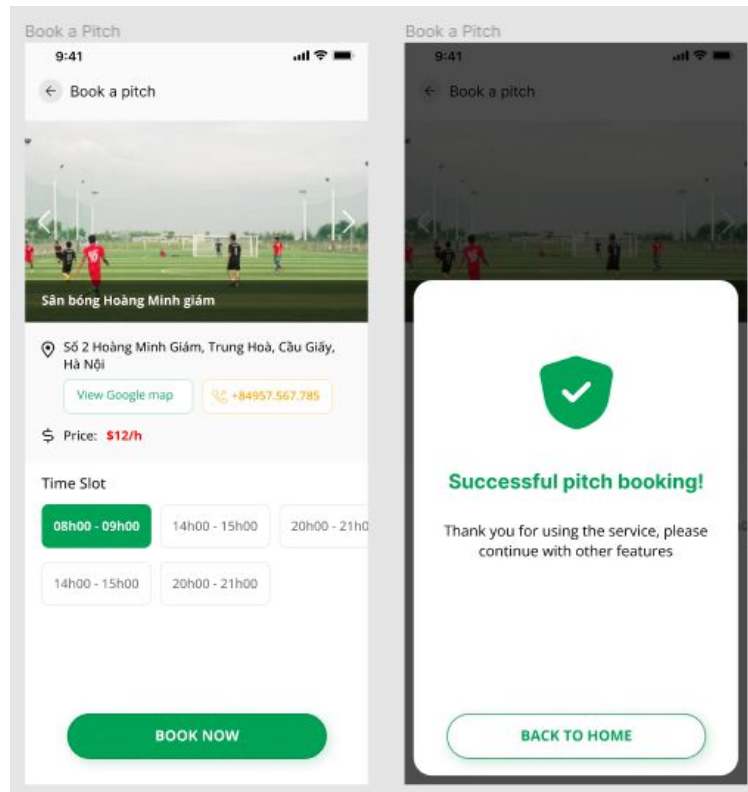Choosing the right stadium
and time frame is quick and
easy

Mockups

High-fidelity prototype

Google
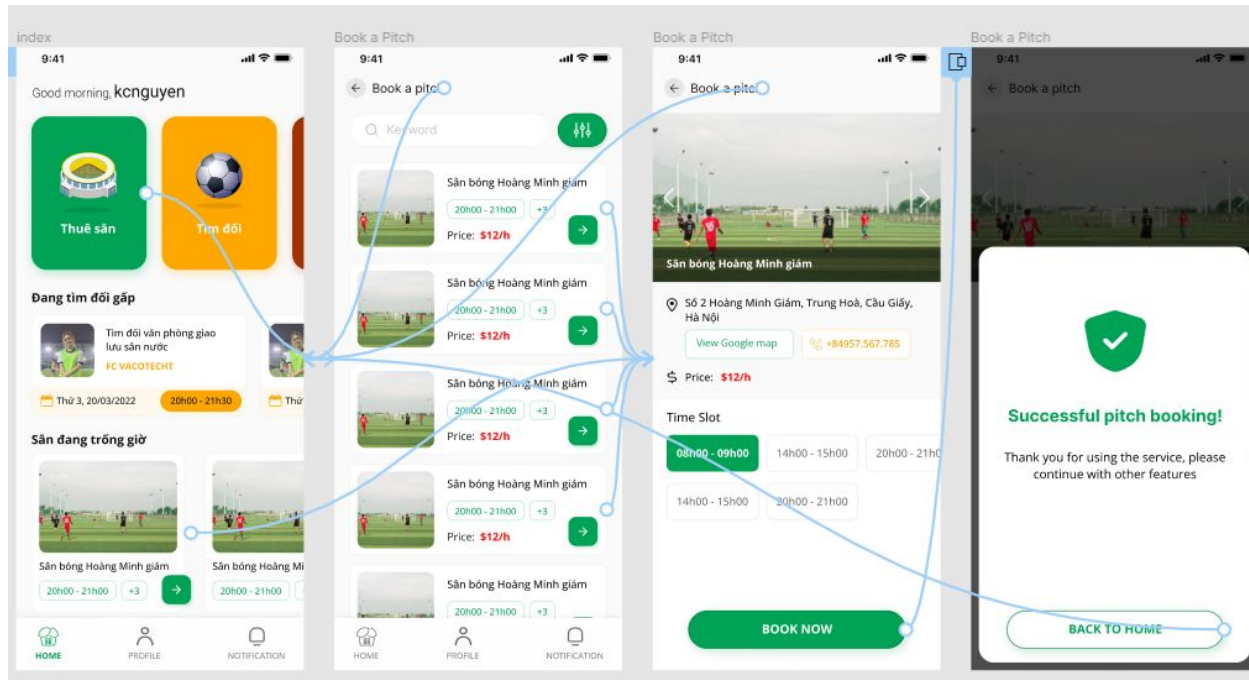
Accessibility considerations

1

Full-page responsive design for Desktop, mobile, Tablet

2

I use clear navigation menus with anchor text to make it easier for users to navigate

3

Information is filtered precisely according to the user's level and geographical location

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Responsive Design

- Information architecture
- Responsive design

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Responsive designs

The designs for screen size variation included mobile, tablet, and desktop. I optimized the designs to fit specific user needs of each device and screen size.
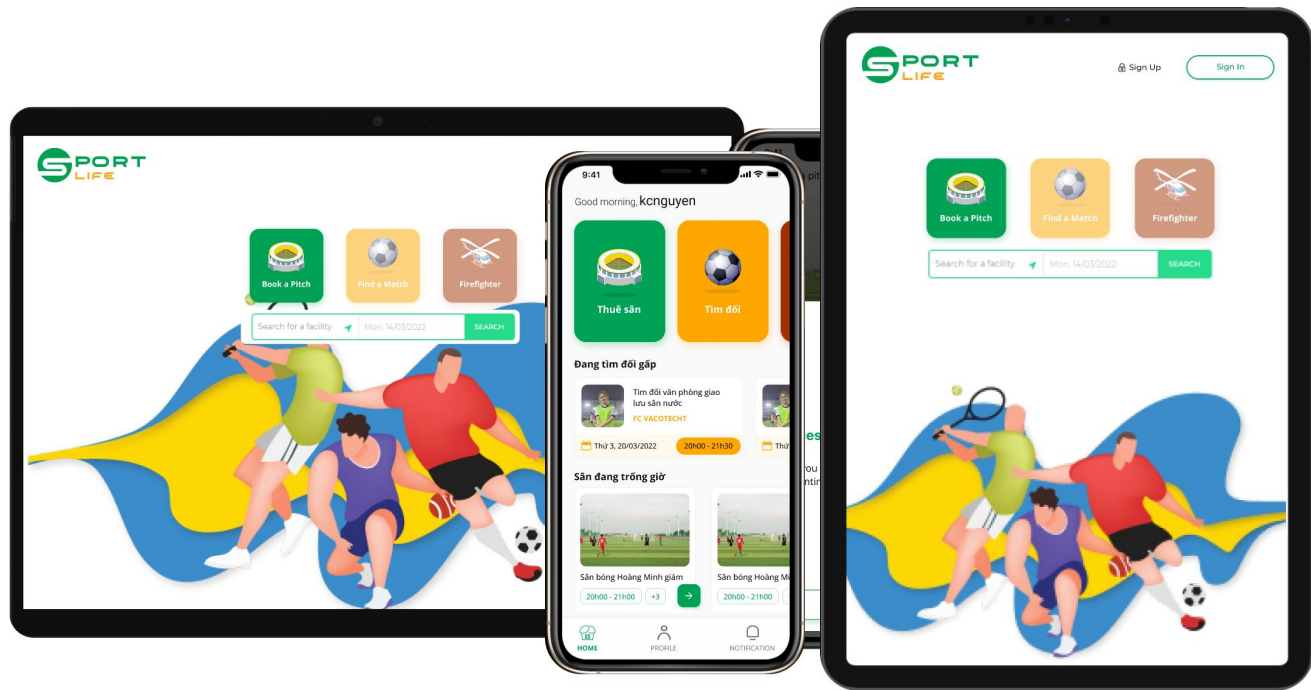
Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

Our target users shared that the design was intuitive to navigate through, more engaging with the images, and demonstrated a clear visual hierarchy

What I learned:

I have consulted the layout of the field, the teams are looking for the most reasonable opponent

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Next steps

1

Conduct follow-up usability testing on the new website

2

Add more gift warehouses, attractive gifts to attract users to join the game

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Let's connect!

Thank you for reviewing my work on the SportLife app!

Email: kcnguyencong@gmail.com
Website: https://kcnguyencong.github.io/vodka/

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