

Ludus application design journal

13027055

Matthew Lawes

TITLE

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Design Journal

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Project proposal

Forming my project idea + outcomes

PROJECT TITLE

Sports Match (Temporary name to define application).

BRIED DESCRIPTION

The main objective of this project is to design a mobile application which will allow users to link with other sporting individuals based on sporting abilities and their proximity to each other. This application will allow users to find suitable opponents/play- ers in the Bristol/Bath area. I intend to build this product to the simplest prototype so all areas of functionality will need to be considered. The application will be built and tested for Apple's iPhone 6. For this project I will be working with the live client Lee Shepherd. Lee is 35 and lives in Bristol.

WHY A MOBILE APPLICATION?

In the exploding technology sector, a mobile presence is essential for any application. Primarily I have chosen building for mobile because it is accessible, it can be launched on the go, in the palm of your hand. Another advantage is the simplicity of an app. Sometimes a user does not need to access all the features of a web application. In a simplistic mobile form, only the most significant features present.

Illustrated above (Fig 1.0) is data provided from smartinsights.com on mobile media time (Nielsen, 2015). It shows the consumer preference for mobile apps which

WHY A MOBILE APPLICATION?

CONT.

accounts for 89% of media time on mobile. This might be expected from the use of the most popular social network, email and news apps. This figure alone stresses the importance for building with new/current technologies and meeting the increasing demands of the target audience. With this data in mind, developing my application for mobile would be a suitable option for this project.

WHY IPHONE?

My proposal is to build the 'Sports Match' mobile application for Apple iOS. There are a number of advantages of using Apple's mobile iOS platform over competitors such as Google OS and Microsoft Windows 8 (Mobile).

My decision to design for iPhone has been heavily influenced by an article published on Udemy Blog. In this article it was discussed that the "average app cost for the iPhone is £2.05 (£2.86 for iPad). iOS continues to have the highest number of compatible apps" (Wilde, 2013). As this article discusses, there are numerous benefits for designing for iPhone over Android such as:

WHY IPHONE?
CONT.

iOS is compatible with many devices including the iPad and OS X products. The expectation is that users with knowledge of these platforms should not experience any issues transitioning to the iPhone operating system.

Another strength of iOS is the seamless integration with iTunes. This free software product is available for both Windows and Mac and allows iPhone users to manage practically every aspect of the phone quickly and easily.

Project proposal cont.

Forming my project idea + outcomes

ESSENCE

The 'Sports Match' App will focus on the most important components only. The aim is to build the simplest prototype to show potential and have a platform that can be developed further later.

The primary target audience for this project is sporting individuals aged (18-40). However beginners to sports should also be able to use it. I am planning to conduct a survey/focus group to gather a variety of responses from all age ranges so that I confirm the target audience and design the app to meet their needs. I predict that the app will be mostly be used by members of sporting teams/clubs with the ability to expand to allow use by expansion young sporting individuals i.e. students. It is important the application allows scope for future growth.

BENEFITS

In terms of the application itself, the design will assist developers in meeting demands of future design trends. For example when iOS updates are available, the design can be easily manipulated to meet the new iPhone software updates etc. As discussed in a blog from the Creative Workline, technology is rapidly changing. It is important to consider "making more use of gestures instead of visible buttons, the interface can be designed simpler and cleaner." (Anon, 2015).

In terms of benefits for users:

- Expand current sporting skills
- Introduction to new sports/sports clubs
- Motivation to play
- Meet new people
- Play sports (with other individuals) at the time that suits you

USABILITY

The application needs to be accessible and usable by the target audience. The application will need to be tested with any amendments made to wireframes. Results from testing will allow me to refine and adjust key components/ functionality. The aim is to achieve the ultimate user satisfaction in walkthroughs when attempting to achieve a specific goal in a particular environment.



Matthew Lawes

KEY PROPOSED DESIGN FEATURES

- Search function (matching users on ability)
- Login with Facebook
- Good colour contrasts
- Clean/Minimalist look
- Discovery preferences
- User profile (ability) Achievements

Project proposal cont.

Forming my project idea + outcomes

NAVIGATION

Sports Match (Temporary To navigate through the pages, the user will use a variety of finger movements on the iPhone's touchscreen interface:

Pressing - pressing a standard button i.e. 'Contact'. Scrolling - finding information located further down the page. This navigation will try to be limited as much as possible.

Pulling - referred to as swiping. This will be used to hide 'Discovery Preferences'.

Flicking - Flicking left and right on the Profile will either navigate to 'Nav' or 'Find Players'.

Tapping - Double tap. Maybe used if I later decide to incorporate map functionality.

The client is looking for a set of visual designs to represent navigation, flow and structure. The designs will be based on the clients research findings (talking to potential users/target audience).

The client would like these wireframes to be mocked up so a user can physically 'click through/navigate' around the app as if they were actually using it. This will allow greater user feedback and make life easier if the application is handed over to a developer at a later stage.

COST / IMPLEMENTATION

For all areas of the planning, research and design, there should be no cost considerations. All elements of the project should be completed free of charge.

Software licences will not be required. The only cost considerations would be at the handover stage (handover to developer). My client intends to investigate these costs further.

The application will be built and mocked-up to the end of the design phase only. All elements of the design will be illustrated in a handover document (design journal). If the application were to be further developed, my client would consider paying a professional developer for the implementation phase. In terms of a rough figure, a recent book published on Google Books stated that "development costs vary between £9887 and £32,956." (DeFillippi, 2015). Government funding may be considered dependent on the quote given.

PROJECT DELIVERABLES

A design journal documenting the creative process of creating the application
Brand guidelines (handover document)
Research report (3000 words)
Final report (3000 words)
Promotional video (User Testing)
Begin social marketing.
Stretch target.

PRODUCT DELIVERABLES

A fully functional mobile application built using the online prototyping software InVision
One key area of the mobile applications functionality mocked up in Xcode/Swift based on user research. (What feature is the most successful with my target audience?) 2-3 screens of interactivity.
Graphics for the app.
A visual brand for the project including print branding for the mobile application etc.
Stretch target.

Project proposal cont.

Forming my project idea + outcomes

RESEARCH AND BACKGROUND

I have taken a lot of inspiration from the mobile dating application; Tinder. This app is a superficial way to meet other people with a more or less shared motive. Tinder is seen to be so successful because of the swiping movement to find a match. A recent article from GQ stated that “swiping phase is as lulling in its eye-glazing repetition as a casino slot machine.” (Witt, 2014). Because of the success of this functionality in particular, I may later look at incorporating this into my design, perhaps with the ‘availability’ options.

From my research to date I have discovered that there are a variety of mobile applications already in existence that can track a user’s performance. However, I have yet to discover an application that can pair you to another sporting individual. I believe there is a huge gap in the market for a product such as this but this also needs to be accepted by my target audience. Surveys and questionnaires will later be conducted to confirm this.

To enhance my research, I will begin to develop a blog (commencing September 21st) that will be continuously updated throughout the duration of the project. Here I will be able to reflect on my research findings and implement them into my design.

RESEARCH AND BACKGROUND CONT.

I have divided the project into the following categories that will allow me to explore them in more depth. More categories may be added as the project scope develops further:

- Usability and accessibility
- Integration of social networks
- Legal requirements
- Style and UI layout
- Content structure and constraints
- User (device) testing
- Navigation. (Apple’s touch interface).

I intend to use a combination of both qualitative and quantitative approaches to research methods. The current research methods for this project include:

- Usability/Accessibility evaluation
- Personas/Scenarios (Case Studies)
- Questionnaires
- Interviews (structured) sorting (content analysis)
- Cognitive walkthrough (user testing)
- Natural observations
- Unstructured (informal interviews with the client on a regular basis)

All research will take into consideration and adhere to the UWE ethical guidelines. This will be discussed later in the project.

Throughout the project it will be important for me to keep up to date with the latest design trends/tech

RESEARCH AND BACKGROUND CONT.

technologies to ensure that the finished product meets user/ market demands.

As I am currently a beginner to using Xcode/ Swift, I intend to make use of UWE’s access to (Lynda.com, Inc 2015). If I can gain an understanding to this application at an early stage of the project, it will make implementation (of a particular functionality) more straightforward later in the project. I intend to work through the tutorial: ‘Building and Distributing a Simple App with Xcode and Swift’ (Todd Perkins, 2015).

RESEARCH AND BACKGROUND CONT.

From my first two years of study, I will be using the experience I have gained to support the completion of this project. In particular the second year module (UX) will be very useful during research and design phases. I intend to continue to expand on these skills throughout the duration of the project allowing me to grow as a designer and challenge myself in my final year of study.

This project will assist me to improve my skills in mobile app design and development. At the end of this project my aim is to have a strong marketable skill in this field. I will achieve this by delivering the following objectives within the project timeframe:

Project proposal cont.

Forming my project idea + outcomes

PROJECT OBJECTIVES

Design a mobile application (finding sporting individuals based on ability).
Implement one key feature of the applications design. This will be based on user feedback during testing. (2-3 screens of interactivity).
Create a brand identity for the application allowing the potential for future marketing purposes. Stretch Target Explore further development for implementing the app on iOS devices.
Create a professional design journal to demonstrate the creative processes of a project and working with a live client.

RESEARCH OBJECTIVES

Research which methods of navigation will suit the apps functionality best
Research into future design trends for iPhone (content structure and constraints)
User research - find out more about my chosen demo-graphic
Discover why current applications using social media are so successful (what functionality from these applications would I like to put forward to my design)
Research legal constraints. Consider sign up process (16+ with Facebook login)

LEARNING OBJECTIVES

Further develop my UX knowledge
Push the boundaries of my design skills
To add to my portfolio to show potential future employers
Gain an understanding of Xcode/Swift
Develop my skills of working with a live client
Project management - working/delivering to a timeframe

METHODS / TOOLS / PROCESSES

The experience I gained during last year's 'UX' module will be extremely useful in the implementation and testing of the overall product. The user experience at each stage of the project will be analysed and reviewed to ensure the most suitable usability and accessibility. Information gained during testing will aid the iterative process of development. Throughout the project, I will be referring to designing the user experience (Usability Professionals Association). This will also act as a guide for my working schedule.

Also I intend to use experience gained during the 'Graphic Design' module to create a visual brand for the product of high quality and that is aesthetically pleasing to the my users. I will also use skills gained in Adobe Illustrator to mockup all lo-fi and hi-fi wireframes.

Finally I intend to refer to the Jesse James Garrett's User Experience model (Garret, J. 2000). This model was discussed and analysed in last years module 'Web Design Principles'. This model will aid me in structuring my design process to ensure all areas of the design have been considered.

In order to test the application in it's initial stages, I will be using the POP (POP, 2015) prototyping app. This allows me to scan and

METHODS / TOOLS / PROCESSES CONT. slice up paper wireframes to build a realistic walkthrough. This can then be shared and distributed via the web to my target audience for peer/user feedback. Testing on paper is very useful as changes are easier to make at this stage.

I aim to construct a number of lo-fi and hi-fi wireframes to create the user interface. These will be created within Adobe Illustrator. Once created I will use InVision (InVision, 2015) to implement to enable users to walkthrough the design and provide me with feedback on the app design and functionality.

To develop one key area of the mobile applications functionality, I will need to improve my overall understanding of XCode/ Swift. I currently feel this is a gap in my knowledge of development and including this in my project will encourage me to experiment with a new design approach. I also feel this would give users more of an interactive base for testing and will provide me with greater feedback. It will also allow me to establish if the project will be viable.

My client has discussed with me the possibility of including a small video that could sit behind the 'sign in/up' page within the app. If time permits I would like to create this within Final Cut Pro/Adobe Premiere Pro.

Project proposal cont.

Forming my project idea + outcomes

RISK	MITIGATION	CONTINGENCY
1. Another developer may be developing a similar application.	1. Copyright issues. Patent may be required.	1. Brainstorm new ideas. Find a new USP.
2. Gaining client feedback when they are busy.	2. Scheduled meetings.	2. Gain user/peer feedback in the meantime.
3. Target audience dislike idea.	3. Client research to understand needs and deliver to them.	3. Change demographic
4. Skill set (don't have software knowledge).	4. Undertake additional training to meet project needs.	4. Use different software package and accept that the end result will not be as effective.
5. There may be unidentified costs required to deliver the project.	5. Detailed planning and requirements gathering/ build a solution within the budget.	5. Source funding.
6. The project may not deliver all requirements within the given time-frame.	6. Detailed planning and regular progress reviews with live client. Plan to include time for contingency purposes.	6. Scaled back design and implementation.

PROJECT START DATE
October 2015.

PROJECT MENTORS
Lloyd Savikas
Mic Palmer

SUPPORT REQUIRED?
I may need support in the implementation phase of the project as I am yet to look at building an app with Swift/Xcode. If this is required I will attend UWE Expresso Programming sessions if any problems arise. Also as previously mentioned, I will be undertaking some private research using lynda.com to expand my skill set in this particular field.

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Portrait

Then

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Portrait

Now

Introduction

Lee Shepherd

INTRODUCTION

For this project I will be working with the live client Lee Shepherd. Lee is 35, Lives in Bristol:

"My name is Lee

Sheppard I'm 35 years old currently live in Barrs Court in Bristol. Im currently working for RBS where I've been for 4 years. My current role is a case manager dealing with Investment and protection complaints.

I'm a active person that enjoys playing sport, I have a black belt in Tae Kwon Do, Played football for many years for Warmley St Stephens. I enjoy cycling, gym, golf which I have been playing for 3 years now. During late 2014 I had a idea for an application that would bring people together to play sport. The idea came about whilst I was on annual leave and wanted to play golf but hadn't had anybody to play with due to my friends at work. I thought if I had an application that I could use to connect with people to play golf of a similar standard and were available to play instead of playing by myself which isn't fun then i would have used it.

INTRODUCTION CONT.

I had starting writing my ideas on paper through brainstorming, what I imagined the app to look like or how it would work.

I knew that Matt was at university on a course for digital media, I approached Matt with my ideal and what I was looking for. Through several meetings with Matt I've explained my vision for the application and what I want it to do. Matt has talked me through how he can help and what we can achieve."

OVERVIEW

Lee requires an application designed/developed with an aim of bringing people together to play sport within the Bristol/Bath area.

The broad aim is to allow users to match other sporting individuals based on sporting abilities, availability and distance. This would allow the application to find suitable opponents/players in the Bristol/Bath area. Lee is looking for a set of visual designs to represent navigation, flow and structure. The designs will be based on Lee's research findings (talking to potential users/target audience).

**OVERVIEW
CONT.**

Lee would like these wireframes to be mocked up so a user can physically 'click through/navigate' around the app as if they were actually using it. This will allow greater user feedback and make life easier if the application shall be handed over to a developer at a later stage. The application needs to be accessible and usable by the target audience.

The application will need to be tested with any progress made to wireframes. Results from testing will allow us to refine and adjust key components/functionality.

Live client brief cont.

CREATIVE PROJECT

Introduction

Lee Shepherd

Client objectives + requirements

CONSIDERATIONS

Will the application be linked to social media? How would this serve the app best?

Legal requirements need to be considered if users can effectively meeting with one another. The target audience needs to be considered: (age group over 18!). Also how will this affect the sign up process. Where will the legal information be stored in the app?

CONSIDERATIONS

CONT.

Ideally Lee would like to focus on more than one sport. However for the purpose of this project we will just mock up for 1 sport with allowing the addition for more at a later stage. A sport will be chosen where there is most likely a need for such an app e.g. where it is difficult to find a training partner.

We will need to consider a possibility for people to indicate their level (e.g. golf handicap, judo black belt, 100 kgs lifted, 10 km run, and so on).

Apart from match making, will the app store details, goals achieved/reviews etc?

CLIENT OBJECTIVES + REQUIREMENTS

The aim of this project is to design a mobile application which allows sporting users (18-40) to match with other sporting individuals dependent on their ability. This is my primary target audience. However, beginners to a sport also need to be able to use it. The client is requiring the app to be designed as soon as possible and accepted; tested by user group. Most importantly, Lee wants the app to be accessible, functional and useable.

The mobile application must combine information from sports clubs from Bristol and Bath (test radius to see if concept works). Following a client meeting on the 25th Aug with Lee Shepherd, the additional design requirements were gathered to assure accessibility and usability:

The design should be/have (In order of importance):

1. Search function (matching users on ability).
2. Login with Facebook
3. Good colour contrasts.
4. Clean/Minimalist
5. Discovery preferences.
6. User profile (ability).
7. Achievements.

CLIENT OBJECTIVES + REQUIREMENTS

CONT.

The most important feature is search function/discovery. Specific results based on ability, locations, genders, ages etc. This will be the most difficult feature to implement in the design phase of this project. Availability may be considered later in the design process if I feel it is necessary.

Most important messages the app must convey:

1. People that are new to a sport must be able to find people to play with on a regular basis.
2. Current sporting individuals that aren't members of clubs that don't have any friends/family to play with can find matches with similar ability.
3. Make the app more personal to user (i.e achievements, events, challenges, tournaments) More of a network within the app itself.

PROJECT START DATE
October 2015.

PROJECT MENTORS
Lloyd Savikas
Mic Palmer

Research findings

INTRODUCTION

This project will research and develop an effective way of designing and partially implementing a iOS mobile application for a live client. The main purpose of the mobile application is to link users with other sporting individuals based on sporting abilities and their proximity to each other. To achieve this interface, a number of hi-fi wireframes will be developed to allow a user to physically navigate through the app. A lot of research within this report will consist of methods of navigation which will suit the functionality best.

A core element of this project is to implement one key feature of the application's functionality using XCode/Swift. This will be based on the most successful feature established during user testing. Research constructed in this report considers both the developer and the end user.

Functional and non functional requirements for this project can be viewed in Appendix C. This research report will also consist of a PACT analysis (Appendix B) and a competitor analysis (Appendix A). This will allow me establish what and why current products on the market are successful. Also I will be able to look at key features and functionalities that I intend to take forward into my design.

RESEARCH METHODS

This focus of this report is to combine both primary and secondary research methods that will be aimed at building working prototypes to test and prove the concept at key stages in the design and development phases. The research in this report will investigate both qualitative and quantitative data through existing approaches to mobile application design and development. All research gathered will drive the project forward to achieve the optimum UI and functionality for the final design.

All research gathered in this report aims to answer the following questions briefly discussed within the project proposal:

Which methods of navigation will suit the apps functionality best? This report aims to explore the alternative approaches to navigation and UI when designing for Apples iPhone. I intend to use primary research to conduct a number of prototypes and gather user feedback on their favourite form of navigation. If this research is not conclusive, I will undertake secondary research to look at successful applications already out in the market e.g what makes Tinder so successful?

What are the content structure and constraints when designing for future iPhone trends? This report will look at elements of the design

RESEARCH METHODS CONT.

will need to be considered for catering for Apples future iOS updates. I plan to use qualitative research to look at current trends and opinions e.g. where the market is moving.

Why are current applications using social media are so successful? What functionality from these applications would I like to put forward to my design? I will use a combination of secondary and quantitative research to answer the question: Why do I use Facebook to login into to this particular app?

What are the legal constraints attached with the sign up process etc? This report will explore and consider the sign up process: 16+ with Facebook login. (Facebook,2015). Again I will use mainly secondary research to look at Facebook's terms and conditions (terms and policies). Will this affect the design of my product?

Which specific demographic do I intend to target when designing this product?

Which specific demographic do I intend to target when designing this product? I have made the decision to remove this research from the report and include this later within the design journal.

PROJECT START DATE
October 2015.

PROJECT MENTORS
Lloyd Savikas
Mic Palmer

Research findings

RESEARCH FINDINGS WHICH METHODS OF NAVIGATION WILL SUIT THE APPS FUNCTIONALITY BEST?

I intend to research which navigation screen flow receives the best feedback from my demographic. Feedback from this testing will have an impact on the final design.

In order to complete this, I mocked up 2 navigation scenarios within Adobe Illustrator. One form of navigation involves a 'push left' fig 1.1 gesture and the other uses a 'dissolve' fig 1.3. Also a sample user profile was mocked up fig.1.2 to act as the 'index' page for the application. These hi-fi designs have been uploaded to the online prototyping software InVision to be shared with my demographic.

To collate my results I designed a questionnaire online using 'Survey Monkey' so users can quickly fill in the questionnaire digitally. This service allows data to be analysed in graphs and tables so I will be able to clearly summarise my findings. The questionnaire was shared to members of my primary demographic using social media. Findings have been illustrated below:

RESEARCH FINDINGS WHICH METHODS OF NAVIGATION WILL SUIT THE APPS FUNCTIONALITY BEST?

CONT.

In total I received 106 individuals complete my online questionnaire via 'Survey Monkey'. I chose this tool because it made collecting responses and collating data very easy. I asked for my audience to then give me feedback on what form of navigation did they most prefer. The majority of responses indicated that 92% of respondents preferred navigation mockup 1 fig 1.4. Based on this data gathered, it is clear that the swipe navigation method (navigation mockup 1) is the most successful. Therefore it is key to include this functionality within my app.

RESEARCH FINDINGS WHAT ARE THE CONTENT AND CONSTRAINTS WHEN DESIGNING FOR FUTURE IPHONE TRENDS?

Research findings show that App design trends come and go. Design trends can be driven by a variety of things. Trends are generally influenced by the growing popularity of mobile apps. (See Appendix A). They're everywhere now, with "77% of young adults owning a smartphone" (Ofcom, 2015). Other trends are shaped by wider cultures and changes in branding.

In the last couple of years we have been seeing more minimalistic and approach to mobile design. Apple iOS have now lost their shadows and hard gradients which have been replaced with hard elements. Now more sophisticated colour palettes, blurred and translucent elements animations between screens and elements, feedback and better use of gestures are used to engage users. Further research into my demographic can be found in (Appendix B) PACT analysis. Theresa (2015) states designers have also made a significant shift in design thinking, layering content instead of relating the UI to a single plane.

RESEARCH FINDINGS WHAT ARE THE CONTENT AND CONSTRAINTS WHEN DESIGNING FOR FUTURE IPHONE TRENDS?

CONT.

CURRENT DESIGN TRENDS
When exploring current design trends, Gabrielle (2015) clarifies that the 5 big mobile design tends of 2015 are:

Subtle colour palettes:
"Mobile design seems to be taking a step in the direction of minimal design".
Animated elements: "Nothing seems to draw more response than animation".

More scrolling: "Parallax scrolling will help take animation and more interactive storytelling in mobile design to the next level".

Storytelling: "Visually bold imagery, high quality and smartly crafted video as well as more personalised experiences based off of collected data".

Blurred backgrounds:
"Create visually pleasing design but to create focus on important elements".

She concludes my mentioning that "there are plenty of trends that didn't make the list including a focus on mobile gestures, material design, simplified interfaces, wearable devices and a lot more". (Gosha G, 2015). It is important that I narrow the focus to a maximum of 5 trends as catering for too many will make the final design look cluttered and unstructured.

Research findings

RESEARCH FINDINGS WHAT ARE THE CONTENT AND CONSTRAINTS WHEN DESIGNING FOR FUTURE IPHONE TRENDS? CONT.

FUTURE DESIGN TRENDS
When discussing the subject of future design trends, Allsopp (2015) hints that there may be “a future iPhone with a display that extends onto the sides of the device, providing interactive or touch sensitive portions that give access to slide-to-unlock functionality, music player controls, messaging readout, ID, system controls and more.” (Allsopp A, 2015). As the iPhone 7 is not being launched until September 2016, this issue will be addressed at a later stage using an ‘update’ if necessary. If this theory is true for the future generation/development of iPhones, then this would alter the design of my application. However as this is a rumour at this present time, it is not something I will consider for this project.

RESEARCH FINDINGS WHAT ARE THE CONTENT AND CONSTRAINTS WHEN DESIGNING FOR FUTURE IPHONE TRENDS? CONT.

FUTURE DESIGN TRENDS
CONT.
Another rumour from the same article suggests that: “iPhone 7’s Touch ID finger-print sensor, which is usually situated beneath the Home button, could be built-in to the entire display, eliminating the need for a Home button and making room for a larger display without enlarging the overall size of the smartphone.” (Allsopp A, 2015). As I am using a push gestured ‘swipe’ navigation over a fixed horizontal navigation bar, this design rumour won’t need to be considered in my design.

RESEARCH FINDINGS WHY ARE CURRENT APPLICATIONS USING SOCIAL MEDIA SO SUCCESSFUL?

Users care about getting through a sign-up form as quickly as possible. They care about what information they are being asked for and why it’s needed. They care about getting access to the website or app so they can start using it. The key to my application’s success is simplifying the process using social media to login.

PROS OF USING FACEBOOK LOGIN
In referral to (Appendix A) competitor analysis, I have researched successful mobile applications currently using Facebook login and discovered the following pros and cons:

1. **One password for many services:** Having one login for a number of services is extremely convenient for the user.
2. **Added convenience:** Allowing users to verify their identity using Facebook may limit the number of people who drop out during a standard registration process e.g. Sign-up form.
3. **Potential for sharing:** Having all users sharing the ‘Ludus’ brand with their friends is key advantage of Facebook Connect. This will lead to potential future downloads and a bigger brand identity for the product.

RESEARCH FINDINGS WHY ARE CURRENT APPLICATIONS USING SOCIAL MEDIA SO SUCCESSFUL? CONT.

CONS OF USING FACEBOOK LOGIN

1. **Accuracy of data:** Often people will use false information or a nickname when signing up for Facebook, and those with really old accounts may not use the email address they signed up with.
2. **Some users don’t want everything to be connected:** Facebook is useful for keeping in contact with friends, but that doesn’t mean users want everything they do online to be shared and connected via Facebook.

FURTHER RESEARCH

When discussing the subject of sign-up processes Lee Munroe explains the best examples “try to get the user involved first”. They only ask is “the information you really need”. He also mentions the importance of not “scare users away with too many fields” (Munroe L, 2015). Based on this research, I have made the decision to include both options of signing up with social networks and to sign-up with input values. This will therefore cater for all of my target audience.

PROJECT START DATE
October 2015.

PROJECT MENTORS
Lloyd Savikas
Mic Palmer

Research findings

RESEARCH FINDINGS
WHY ARE CURRENT APPLICATIONS USING SOCIAL MEDIA SO SUCCESSFUL?
CONT.

THE STATISTICS
Illustrated above (fig 2.1) is data provided for login trends on the web (Larralde A, 2015). It shows the consumer preference for Facebook which currently accounts for 45%. This figure alone stresses the importance of considering the implementation of social networks in my design and meeting the increasing demands of the target audience.

Although this data is taken from web trends, I still think these user preferences are also applicable to the use of mobile applications. This relates to user question 3 "Why do I use Facebook to login into to this particular app?". Based on this data, it is important that I use a Facebook login to make the sign-up process easier and my application more successful. Considerations will also be looked at for a sign-in with Google+ '37%' based on these statistics.

RESEARCH FINDINGS
WHAT ARE THE LEGAL CONSTRAINTS ATTACHED WITH THE SIGN UP PROCESS?

From previous research, I have gained an understanding of Facebook and the knowledge that it is the most popular form of 'Signing In' using the web. I have, therefore, decided to investigate the legal constraints of this particular social network further. Although legal constraints won't necessarily have to be considered until the application is published, it is important to gain an understanding of this early in the process as this could have implications on who could use the app if the only option was to log in via Facebook.

Facebook Login lets a user quickly and easily create an account without having to set (and likely later forget) a password. Once someone has created an account on one platform, they can log in, often with a single click. A validated email address means you're able to reach that person to re-engage them at a later date. To summarise, Facebook has data stored which can be used in other apps which is a key benefit of logging in via this method.

RESEARCH FINDINGS
WHAT ARE THE LEGAL CONSTRAINTS ATTACHED WITH THE SIGN UP PROCESS?
CONT.

When discussing legal constraints, Facebook documents: "When you add Facebook Login, your app can ask someone for permissions on a subset of that person's data". (Facebook,2015). Permissions are how you ask someone if you can access that data. A person's privacy settings combined with what data is requested will determine what a user can access.

During basic login, an app receives access to a person's public profile. To access additional profile information or to publish content to Facebook on a users behalf, additional permissions must be requested. This could include graph API requests, timing requests etc. This will not be necessary in the development of my application. I will only need access to basic profile information.

RESEARCH FINDINGS
WHAT ARE THE LEGAL CONSTRAINTS ATTACHED WITH THE SIGN UP PROCESS?

CONT.
Research finds that Facebook Login allows "a person to grant only a subset of permissions that you ask for to your app, except for public profile, which is always required". This is available as a separate screen in the login dialog when you ask for permissions: Your app should handle the case where someone had declined to grant your app one of the permissions you requested. (Facebook,2015). During implementation, the developer may state that more considerations on permissions may be required however this issue will be mitigated if it arises. Any further system requirements have been considered within (Appendix C) functional requirements.

Permissions that I may need to consider are as follows:

- public_profile
- user_friends
- email
- user_about_me
- user_birthday
- user_location
- user_photos

This relates to user question 4 "Will this affect the design of my product?". I am now certain that this application can be developed with no issues during the implementation phase.

Research findings

RESEARCH FINDINGS
SUMMARY / CONCLSION ?
RECOMENDATIONS

Research conducted in this report indicates that the 'Ludus' application can be designed and developed, however the direction of design has changed somewhat from my initial proposal:

Survey results into the options for navigation methods resulted in the majority verdict in favour of designing the application with a swipe navigation. However further research may need to be conducted on the visual feedback the user will receive from this feature i.e. will icons be needed alongside text for clarity.

Future design trends indicate that mobile design for iOS now seems to be taking a step in the direction of minimal design. This will result in neutral colour schemes, depth within simplicity, an application that has good balance, colour contrasts and focused interactivity. Minimalist design can leave a powerful lasting impression that goes beyond mere visuals to an all-encompassing experience. This will be a key characteristic of my application which will make my design successful.

RESEARCH FINDINGS
SUMMARY / CONCLSION ?
RECOMENDATIONS CONT.

Research findings from current successful applications using social media indicates that Facebook as a social network is still by far the most popular with Google + falling closely behind. Based on this research I have made the decision to just use Facebook as a main prompt for user login. If users do not wish to use this method they will also be able to enter details manually. Further investigation is needed as I need to gain an understanding of what details will be necessary from a user for manual input.

The results gained from researching Facebook's legal constraints will direct the development during the implementation phase. A developer will be chosen by both me and the client to ensure permissions are fully understood. The research in this document has given me an insight to this and I am now hopeful that no issues will arise during this phase.

PROJECT START DATE
October 2015.

PROJECT MENTORS
Lloyd Savikas
Mic Palmer

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Portrait

Now

Appendix A

Competitor analysis

Spuddy

INTRODUCTION

The first app chosen was Spuddy for iPhone6. 'Spuddy is the brand new way to organise your sporting life! Find people nearby to play sports with, get more active and have fun through sport. Now there's no excuse to be a couch potato!'

INSPIRATIONS / DESIGN FEATURES

1. Consistent navigation on every page. Navigation consists of clear, recognisable icons i.e. search so users know where they are navigating too.
2. App pulls information from Facebook meaning the user does not have to type in information manually.

SUMMARY

This app is a simplified version of my idea, allowing you to choose generic sporting ability levels, but does not allow the user to be more specific i.e. adding achievements, clubs. For my idea the sporting ability level would be dependent on sport e.g. Judo (black belt). For my app I also want to match users on specific ability, not just the sport indicated.

ADDITIONAL COMMENTS

1. Profile is restricted to only popular not niche sports such as fishing/surfing etc.
2. Level of sport can only be edited as amateur/intermediate/expert. (Not specific enough). Users are not very active that you've searched for. How often do they use this app?
3. You have to communicate with another player to find out more about the difficulty they suggested. For example, cycling intermediate. One user may have a mountain bike, one user may have a road bike.
4. When matched you have to send a request to chat. Can't be instant.

PROJECT START DATE
October 2015.

PROJECT MENTORS
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Appendix A

Competitor analysis

Strava (cycling and running)

INTRODUCTION

The second application chosen was Strava. This application was chosen by me as I believed it was easy to use and had good functionality. With this app you can compete with others and record activity relating to cycling and running.

INSPIRATIONS / DESIGN FEATURES

1. Clear navigation. Navigation consists of clear, recognisable icons i.e. Home.
2. Clear colour schemes - neutral with good colour contrasts.
3. Log on quickly using information from Facebook. Clear input fields (border colour changes on select).
4. Recognisable colour coordinated symbols/icons that the user can relate to.

SUMMARY

This application is very successful as it gives the user a clear horizontal navigation bar to access different sections of the app. The structure, design and colour schemes are consistent throughout providing the user with clear feedback on each page. I like how this application has been focused on a minimum of sports allowing more detail to be added to the user profile. However instead of challenging other users, I intend for my application to match users to meet and play a particular sport together.

PROJECT START DATE
October 2015.

PROJECT MENTORS
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Research report appendices

CREATIVE PROJECT

Appendix A Competitor analysis Hole 19

INTRODUCTION

The final application chosen for my research was H19. I chose this app as it is related to one individual sport 'golf'. The app provides the user with accurate GPS distances on 34,000+ course maps.

INSPIRATIONS / DESIGN FEATURES

1. Get immediate feedback on how far you hit your last shot
2. Track you and your partner's scores and stats, and check your digital scorecard
3. See your performance graphically in driving, greens, short game, putting, and overall scoring.
4. Limited information to add to user profile.

SUMMARY

This application is very successful as it gives the user a clear vertical navigation to access different areas of the app. I like how the app gives access to many different courses across the globe. However it would have been a good idea if it incorporated driving ranges, pitch and put and courses based on difficulty. This app is seen to be for the pro golfer only. I intend to target a wider target market than this in the design of my application.

PROJECT START DATE
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PROJECT MENTORS
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CREATIVE PROJECT

Appendix B

PACT Analysis

PEOPLE WHO WE ARE DESIGNING FOR?	PEOPLE BARRIERS	PEOPLE CONSIDERATIONS	ACTIVITIES WHAT ARE THESE PEOPLE DOING?
Sporting individuals (17-40). Primary target audience. Students (17-24). Male and females. Beginners to sports. CONSTRAINTS 1. Age/too old 2. Ongoing injury/illness 3. Temporary injury/illness 4. Injury/illness (not further defined) 5. Already active 6. Apathy 7. Cost 8. Insufficient time due to work/study 9. Insufficient time due to family 10. Insufficient time, other 11. Other	1. Is cost a barrier to participation for people in low socio-economic areas? 2. Is manual work a reason for non-participation for those employed in manual labour-related occupations, who may feel that they are already sufficiently active? 3. Are the demands of work seen as a constraint for employed people? 4. Are the demands of family life seen as a constraint by parents? 5. Can't travel to sporting venues. 6. Don't feel confident outside their friendship circle. 7. Don't believe they have the ability. 8. In rural areas, long distances can rule out participation. 9. Young people miss out on after-school activities if there is no safe or reliable way to travel home at a later time. 10. There is a common perception that you must be 'good' at sport to join a club. 11. Young people can be nervous about meeting new people on their own.	1. Physical differences: Individuals with disabilities, visual impairments (sizing of touchable screen area/buttons on screen) and hearing impairments. 2. Physiological differences: Memory, communication, languages, attention and spacial intelligence. 3. Usage: My target audience generally have access to smartphone (iPhone) and understand its functionality. The application should be easy to use for first time users. These factors will be taken into further consideration during the design phase of the project (accessibility and usability).	1. Working full/part time 2. Currently unemployed 3. Studying Dependant on the users availability and occupation, it is difficult to anticipate how often a particular user will use the application. For example a student may have more free time than someone in full time employment. It is also important to consider: 1. Content: Information should be updated frequently based on updates, add-ons and bug fixes. 2. Safety Critical: N/A 3. Complexity: Users should not require training to use the application. The functionality should seem familiar. 4. Temporal: Response time of finding a match.

PROJECT START DATE
October 2015.

PROJECT MENTORS
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CREATIVE PROJECT

Appendix B

PACT Analysis

Cont.

CONTEXT
INFLUENCING FACTORS AROUND THEM
The ‘Ludus’ application can be viewed anywhere on an iPhone with an internet connection (3G/4G/Wi-Fi). It has been taken into consideration that focusing primarily on iPhone may dismiss a key segment of the demographic because they use a different device. The client is happy to progress with this due to the cost of expanding the scope to additional implementation costs. The decision to build for iPhone was based on the statistics provided from my project proposal: iOS continues to have the highest number of compatible apps” (Wilde, 2013).

An example user of the product would be someone who used to play sport with friends, but has now moved away to a new area.

It is also important to consider:

1. **Physical Environment:** The application can be downloaded and viewed on any form of iPhone as long as it is connected to 3G/4G or Wi-Fi.
2. **Social Context:** Support will be either be provided within the application (frequently asked questions) or via an online holding page to promote the app. The application will provide the user with feedback to indicate progress e.g feedback on input forms - incorrect password.

TECHNOLOGY
GADGETS / SYSTEMS / SITES
As the application is primarily aimed for Apple’s iOS, the iPhone will be the only method of viewing and using the product. The following design considerations must be considered from different devices:

1. Visualisation of responses
2. Input of data
3. Sound

It is also important to consider:

1. **Inputs:** Touchscreen
- Enter sign up details e.g. DOB. Enter profile details such as bio and sporting style. Data to be stored on a backend database (hold all records of users).
2. **Outputs:** Visual instructions, step by step (how to use the app
- provided at the initial stages before setting up profile).
3. **Communication:** N/A

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PROJECT START DATE
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CREATIVE PROJECT

Appendix C

High level requirements

Non functional and functional

NON FUNCTIONAL REQUIREMENTS

The system needs:

1. A quick response time
2. To be reliable
3. To be secure
4. To be easily managed
5. To be usable and accessible.
6. To be interoperable
7. To be robust

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PROJECT MENTORS
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THE CHOSEN DEMOGRAPHIC

The primary target audience for this project is sporting individuals aged (18-40). However beginners to sports should also be able to use it. Therefore the following survey must me delivered in such a way that we receive a variety of responses from all age ranges.

THE DOMAIN

Lee stated that the purpose of the questionnaire was to find out if our target audience would use the app without giving to much of the concept away. Therefore questions shall be very open allowing users to provide feedback that we can later resort to.

I am interested to look into current popular sports, based on different genders. These trends will help me establish a sport when mocking-up the product. I think that being sociable and meeting new people is very valuable, both for professional networking an emotional wellbeing. The serve will focus mostly on building more inter-individual connections, how the users feel about that and how it could be facilitated.

THE SCOPE

I intend to design a questionnaire online using 'Survey Monkey' so users can quickly fill in the questionnaire digitally. This service allows data to be analysed in graphs and tables so I will be able to clearly summarise my findings. I want to gather as many clear responses as possible, so that I can have some definitive results to show if I wanted any of the topics from this form to be put into practice.

PRACTICALITIES (WHAT I WILL NEED)

I will have to set up my questions on Survey Monkey and test that it works. I also need to make sure the questionnaire is distributed to a wide audience using social media platforms e.g Facebook. If responses are limited to a particular age group, I will gather focus groups to gain more variety to results.

1. Laptop/computer/iPad (to be able to share the survey to multiple social networks).

POSSIBLE PROBLEMS

1. If I just share the questionnaire to my Facebook timeline the age range of responses will be very limited. I will therefore ask my client and other senior relatives to share this survey to enhance the depth of responses.

THE QUESTIONNAIRE MOCKUP

- Q1 Are you male/female?
- Q2. What is your age?
- Q3. How often do you play sport?
- Q4. What sports do you currently play?
- Q5. What would encourage you to play a new sport?
- Q6. Would you be interested in a system that connects you with other sports individuals?

Questionnaire results**SUMMARY**

In total I received 60 individuals complete my online questionnaire via 'Survey Monkey'. I chose this tool because it made collecting responses and collating data very easy. Of the users that participated (55%) were male and (45%) female. As this application is targeted at both genders it was important that we received a well balanced set of results. I asked for my audience to then give me feedback on 'how often they play sport'. The majority of responses indicated that 38% of individuals played sport 'twice/three times a week'.

When asked 'What sports do you currently play?' the most popular sports for both genders were as follows:

1. Football
2. Golf
3. Rugby
4. Gym (Something that hasn't yet been considered).

The generic responses gathered when asked 'What would encourage you to play a new sport?' were as follows:

1. Friends/Availability
2. Funding
3. Charity games
4. Trying something new
5. Local clubs
6. Fitness
7. Everyone starts at the same level

DISCUSSION

One of the most surprising elements to this questionnaire was that one of the most popular sports was fishing. I thought that fishing would more of niche sport however this may reflect older respondents. Another factor that surprised me was the that the majority of respondents would be interested in this system. The next time we communicate with our target audience will be the initial paper prototyping testing phase.

REFLECTION ON EXPERIMENT

I was able to quickly gather responses by allowing my target audience to complete the questionnaire online/ via phone or tablet. One disadvantage of letting user input data themselves is that they may just rush through the questionnaire just to complete it as quick as possible. If the questionnaire was completed as part of a focus group the results may have been more genuine and open. All responses collected were positive towards the concept and now this data has been collated I can progress into the design stage of the creative process.

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PROJECT MENTORS
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SECTION**5**

Name: Nic M
 Age: 29
 Male
 Salt & Sham Cylce Club
 Warehouse Manager

"This web application would be useful to me because it would allow me to socialise with other sporting individuals and become more active".

Competitor services

Spuddy: Similar - connecting individuals to play sport.

Reasons to use product

1. Try new sports
2. Play sport regularly

Cyclist, 29

Personality
 Social
 Active
 Healthy
 Athletic

Motivations
 New sports
 Friends
 Well being
 Social

Devices / Platforms
 iPhone
 Apple iMac
 Windows PC

UX Level
 1. Reliable
 2. Speed
 3. Free
 4. Original

Experience goals
 An app which connects people to play/try new sports

Expertise level
 IT and internet



Expertise level
 Using software



Expertise level
 Using apps



Must do
 1. Have regular updates
 2. Have good colour contrasts
 3. Be easy to use

Must never
 1. Be high tech
 2. Be limied to Bristol only
 3. Have out of date info

Influences
 1. Spuddy
 2. Strava

01

SECTION**5**

Name: Adam D
Age: 42
Male
Current golfer
Salesman Adams Rite

"This web application would be useful to me because it would allow me to find other golfers local to me that I could connect / play with on a weekly basis".

Competitor services

Hole 19 - Track achievement for each course

Reasons to use product

1. Follow friends
2. Best conditions to play

Golfer, 42

Personality
Social
Caring
Independent

Motivations
Achievement
Feeling good
Stress relief
Having fun

Devices / Platforms
iPhone
Apple iMac

UX Level
1. Easy
2. Simple
3. Engaging
4. Speed

Experience goals
Golding forecast

Expertise level
IT and internet



Expertise level
Using software



Expertise level
Using apps



Must do
1. Have a clear structure
2. Be easy to use
3. Be reliable

Must never
1. Be high tech
2. Be limited to Bath only
3. Have out of date information

Influences
1. Hole 19

02

Name: Gemma C
 Age: 18
 Female
 Run's in her free time
 Looking for training partner
 Customer Assistant Tesco

"This web application would be useful to me because it would allow me to find local running clubs allowing me to train with others for marathons".

Competitor services
 MapMyRun - Tracking fitness

Reasons to use product
 1. Train for marathons
 2. Groups

Runner, 18

Personality
 Social
 Active
 Independent
 Outgoing

Motivations
 Reaching goals
 Training partner
 Rewards
 Adrenaline rush

Devices / Platforms
 iPhone
 Apple Macbook

UX Level
 1. Interactive
 2. Available
 3. Original
 4. Free

Experience goals
 GPS Running

Expertise level
 IT and internet

Expertise level
 Using software

Expertise level
 Using apps



Must do
 1. Have a clear structure
 2. Have good contrasts
 3. Be reliable

Must never
 1. Be high tech
 2. Be limited to Bristol only
 3. Have out of date info

Influences
 1. Strava

03

User personas

CREATIVE PROJECT

Emerging user persona requirements User scenarios

PERSONA REQUIREMENTS

NIC.M (CYCLIST)

Currently uses Strava as his main source for information/ competition about recording results and competing with other sporting individuals (running/cycling). He feels that app providing the ability to match different sporting individuals together would make life much easier when finding a training partner.

PERSONA REQUIREMENTS

ADAM.D (GOLFER)

Has very little technical knowledge whatsoever. This factor stresses the importance that the application must never 'be high tech'. As a user Adam would be at the top range of my target audience, however it is important to consider a variety of user needs.

PERSONA REQUIREMENTS

GEMMA.C (RUNNER)

Uses different mobile applications to Nic/Adam. She has a very good technical knowledge when it comes to IT and using social networks. All users feel that this application will benefit their social skills and allow them to meet new people.

PERSONA REQUIREMENTS

SUMMARY

In summary both my client and users are looking for similar design requirements. Both groups are looking for a mobile application which is easy to use, and supports the connection of individuals through sport, ability and location. The information provided should be easily accessible, have links to other data sources and most importantly, be up to date. Finally as there will be a lot of content, all information needs to be searchable and have a clear format and structure.

USER SCENARIO
NIC.M (CYCLIST)

Currently cycles on a Saturday as part of the cycling club Salt & Sham. He has recently bought a new house with his girlfriend and is now finding it difficult to train due to having to decorate etc. As Nic is part of Salt & Sham he likes to cycle as part of a group (ride in a pack). He is now looking for more spontaneous cycles throughout the week to fit his busier working schedule however is looking for a training partner(s). He therefore downloads the mobile application to find users of a similar ability to him. He sets up a group chat and arranges regular cycles on Tuesday nights to Bath with new found friends local to the area.

USER SCENARIO
ADAM.D (GOLFER)

Currently goes to his local driving range during the week to practice and plays 9 holes at Tracey Park in bath every Sunday. He is looking to find a training partner at a similar ability to him to compete with. He downloads the mobile application and finds out about a local tournament near the bath enter. During the competition Adam socialises with other competitors and now has new training partners to play with on a weekly basis.

USER SCENARIO
GEMMA.C (RUNNER)

Currently works at Tesco and has recently had an increase in her hours due to Xmas demand. She feels like this may affect her training times when running with her current training partner. She is very confident with technology and decides to use the application to talk to people in a similar situation to her and finds local to her she can run with. She finds that there are people her age also using the application. From talking to these users, she now feels she is confident to meet and train with someone of the same ability to her.

Step	Info	Emotion	Wants to...
01	Member of cycle club. Sees online banner on clubs Facebook page. 'Connect with Ludus, Find sports individuals in your area'.	Intrigued.	Find out more.
02	Clicks advert and gets linked to the iTunes app store on desktop. User reads app description and is interested in the product/service.	Certainty.	Wants to download application.
03	User finds the application on the app store (mobile) and downloads to smart phone.	Excited.	Find a new cycling partner to train with on a weekly basis.
04	User opens application on smart phone.	Aesthetically pleased.	Sign up.
05	Once user has signed up he realises the app is for running users only.	Dissapointed.	Delete app.

01

Step	Info	Emotion	Wants to...
01	Adam's daughter is into sports and recommends training app.	Intrigued.	Download the app and see what it has to offer.
02	Adam downloads the Ludus application with the assistance of his daughter.	Content.	Sign up.
03	Reached the sign up page without any assistance.	Clouded.	Sign in - doesn't know what to do?

02

Step	Info	Emotion	Wants to...
01	Opens application from tablet.	Intrigued.	Find a training partner.
02	User logs in and reaches the user profile.	Content.	Find a training partner.
03	Searches for players.	Disapointed.	See what experience opponents have. Gemma is dissapointed she can't see other players accolades.

03

CREATIVE PROJECT

Emerging user persona journey User needs established

USER PERSONA JOURNEY

SUMMARY

With these specific personas in mind (above) I created three user journey's to help us understand my targeted user behaviours. This exercise was beneficial now I could see how users are going to interact with the system and what they expect from it. At this stage it was important to identify possible functionality at a high level.

By understanding the key tasks a user will want to complete, I can start to understand what sort of functional requirements will help enable those tasks. Once a negative emotion was reached, I would analyse this emotion further. Why is the user unhappy at this step? How can we solve this emotion? Findings for both users have been documented in the consecutive columns.

USER PERSONA JOURNEY

FINDINGS USER: NIC M

WHAT?
User requires more than one sport.
HOW?
Add this to main navigation.
WHY?
Greater user satisfaction.
Broaden target market.

USER PERSONA JOURNEY

FINDINGS USER: ADAM D

WHAT?
User requires tutorial feature.
HOW?
Simple step by step guide on first load.
WHY?
Because this user is not rich say and requires layman's terms guidance.

USER PERSONA JOURNEY

FINDINGS USER: GEMMA C

WHAT?
User requires specific searches. E.g. individuals sporting styles/ability.
HOW?
Profile information must contain sporting styles and bio.
WHY?
Because she wants to find someone with a similar preference to her.

10 User needs

CREATIVE PROJECT

Finalised user needs + discussion

INTRODUCTION

After the completed user analysis exercises, research was brought together with myself and the client to identify our demographics 10 most significant user needs. It was important to establish this early in the process as these are now considerations that will be taken forwards to developing the visual prototype:

USER NEED 1

Animated features - During my research report, I discovered that this was where the market was moving (building for future design trends).

USER NEED 2

Free to use - This was an original requirement from client Lee.

USER NEED 4

Clear navigation/structure. Avoid splitting tasks across multiple screens if they require memory of previous actions - I decided that this would be a key feature during initial research.

USER NEED 4

More than one sport - This was a problem with User 1 (Nic, M). During user persona journey 1, this participant deleted the app when he realised it was for only one sport.

USER NEED 5

Offline: Application must function without wifi/internet connection - This was an original requirement from client Lee.

USER NEED 6

Familiarity (to a system they already use) - After researching numerous competitor applications, I established that there were many training apps already on the market. It was essential I incorporated some of these applications functionality into my design to make the later prototype a success/easier to use.

USER NEED 7

Accessibility options (text sizing). Colour contrasts (black and yellow - for visually impaired users) - I decided it was key that this would be a key feature as multiple demographics/ages would be using this application.

USER NEED 8

Simple step-by-step slider style guide on first load - This was a problem with User 2 (Adam, D). During user persona journey 2, this participant was clouded about tech sign up process.

USER NEED 9

Simplicity in design - Again during my research report, I established that this was where the market was moving (building for future design trends).

USER NEED 10

Search by ability/style - This was a problem with User 3 (Gemma, C). During user persona journey 3, this disappointed she could not see what experience opponents had.

App requirements

Prioritised list

ACCESSIBILITY + USABILITY

Users may be on iPhone or tablet when visiting the app.
Options to allow users to change the font size/colour contrasts may be considered for those with impaired eyesight.

CONTENT + IMAGES

As there will be a lot of content, it must be clearly formatted and well organised. Users must be easily able to find what they are looking for. Images will be provided from the client or a free source. The content of the support/advice must be clearly formatted for users to find at ease.

NAVIGATION

The navigation should be easy to use and clearly visible. The nav should also have simple wording. It may also be useful for the navigation to be colour coordinated as there will be a lot of content, this will aid users into knowing their current position on the app. The form of swipe navigation has already been chosen by my target user group during the research report.

RECENT UP TO DATE INFORMATION

This is so that site users know how recent all the information is and whether or not all of the information to users profile are current. A last active function will be provided here.

DESIGN + COLOUR SCHEME

The design, font, style, content and other aspects need to be consistent throughout the entire website. The chosen font needs to be clear and at a respective size (8px Helvetica Bold) as this font had already been chosen by Lee and myself because it was assessable to many users. The font should also be re-scaleable. A simple colour neutral colour scheme and an interesting logo will make the app attractive and memorable. The client wants all branding to be consistent throughout.

ANONYMITY

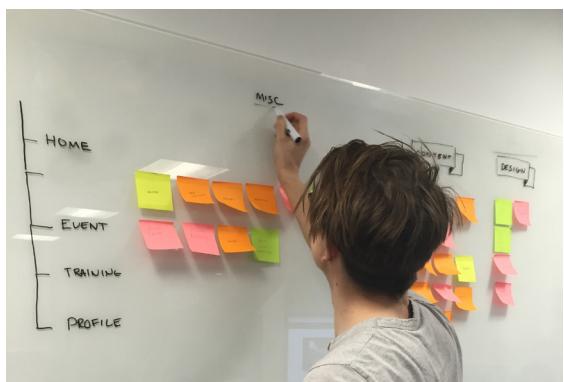
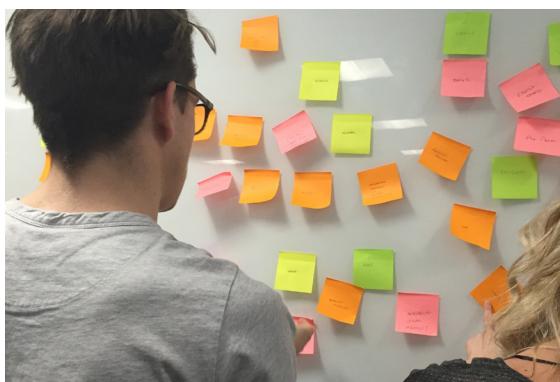
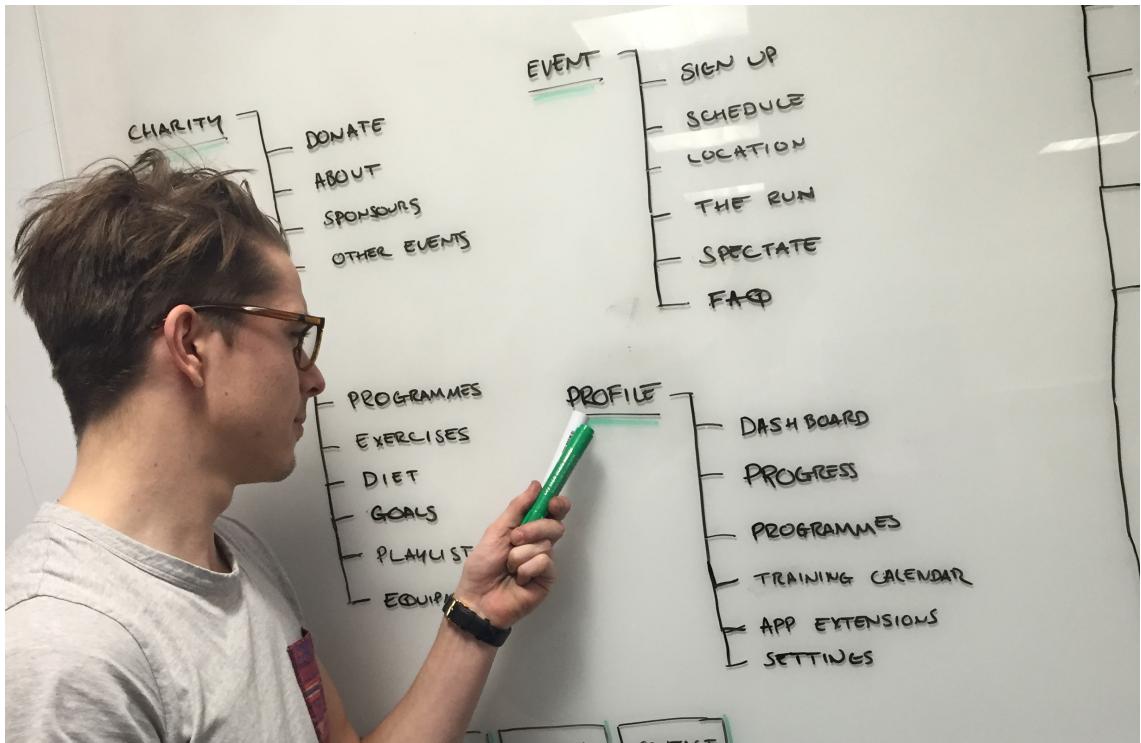
Some users may not want their identity to be seen when looking for other players.

SOCIAL NETWORK INTEGRATION

Links to Twitter and FB can be useful so users can share activity to promote the application.

PROJECT START DATE
October 2015.

PROJECT MENTORS
Lloyd Savikas
Mic Palmer



Card Sorting

Evaluation

CARD SORTING EVALUATION

Now I had more of an idea about the demographics specific requirements, I constructed card sort to help structure our applications content.

I organised topics from potential content within our application into groups that make sense to them. Groups was named accordingly in a way that me and the client both agreed accurately describes the content.

CARD SORTING EVALUATION

CONT.

I decided to conduct an open card sort with my client to establish what content was required for each page/section of the application. An open card sort is where participants are asked to organise topics from content within your website/application into groups that make sense to them and then name each group they created in a way that they feel accurately describes the content.

I used the technique of one on ones - in-person sessions with an observer. Participants think aloud while sorting, giving a clearer picture of their reactions and thought processes. This type of sort may be completed with physical cards or with online card-sorting software and the facilitator looking on and asking questions as needed. I chose to use posit notes to conduct this sort as this allowed flexibility and cards to be moved quickly and efficiently.

CARD SORTING EVALUATION

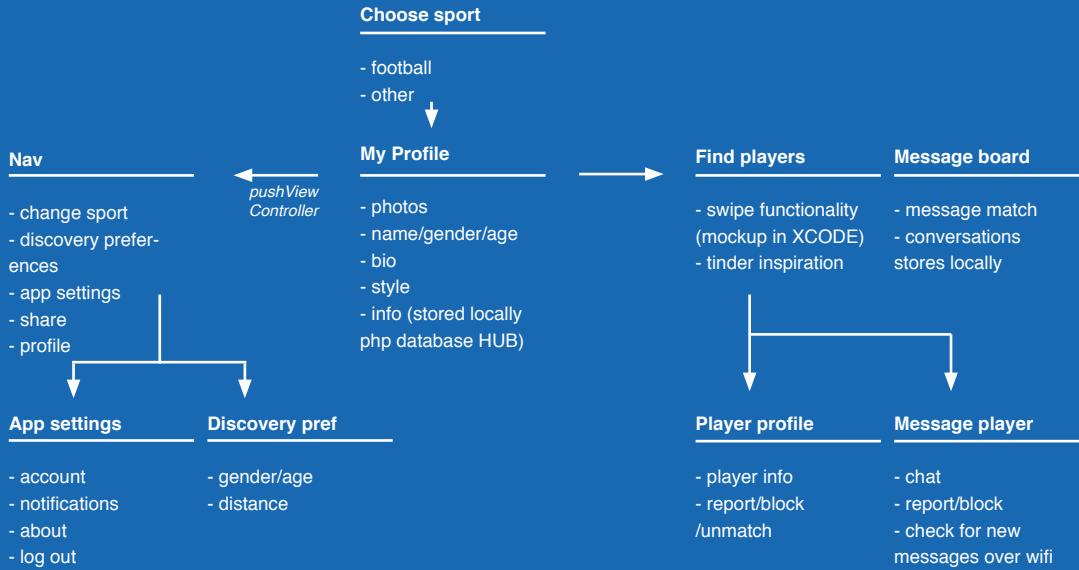
CONT.

As me and the client both wanted to design the application to its most simple concept, some of the categories listed were not needed. However these could be later added as 'add ons' to improve the app if needed:

1. Group chat
2. Store
3. Reviews
4. Recommended

PROJECT START DATE
October 2015.

PROJECT MENTORS
Lloyd Savikas
Mic Palmer



ludus

app structure

creative project

Ludus: A mobile application which allows individuals to be connected through sport. One of the main focuses of this application is the collecting of data. I am aware of the built in SDKs Facebook offers (Standard Development Kit) featured within Xcode.

Progress to date:

- Project proposal
- Research report
- User personas
- User scenarios

App Structure diagram

Evaluation

APP STRUCTURE EVALUATION

Now I had established the categories of pages you need on your app, I then mapped out the optimal user flow. The login flow was not documented as I was this to be self explanatory with users log in through Facebook.

The app structure will provide both my client and developer with a clear overview/insight into the flow of the application and how users will navigate through the interface. This will be visually illustrated during later wireframe mock-ups and user testing.

APP STRUCTURE EVALUATION

CONT.

When designing my app structure, it was important to consider the four modes of information:

1. Known-item search.
Often, when users know exactly what they are looking for, they'll mostly use a search function. But some prefer navigation, so it has to work with search to get people where they know they want to go.
2. Exploratory seeking.
This happens when users may have a need, but aren't certain what will fulfil it.
3. Don't know what I need to know.
4. Re-finding. People may want to go back to things they discovered in the past. If they saw something they liked on your site during their previous visit, make it easy to find it again.

PROJECT START DATE
October 2015.

PROJECT MENTORS
Lloyd Savikas
Mic Palmer

**ludus
sports-
match**

**one spirit
one team
one win**

**together
everyone
achieves
more**

**play
toger-
her**

**one team
one mission**

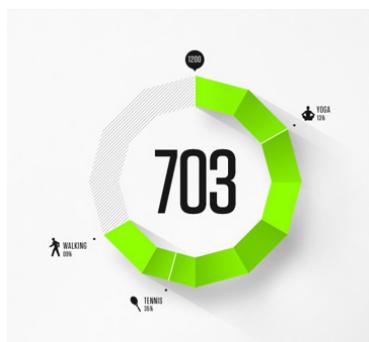
**we
believe
in
each
other**

find

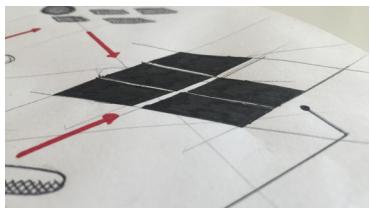
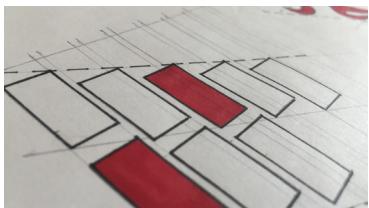
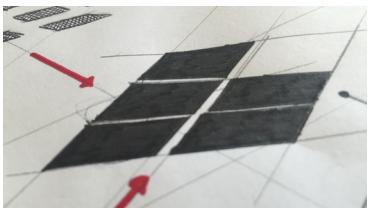
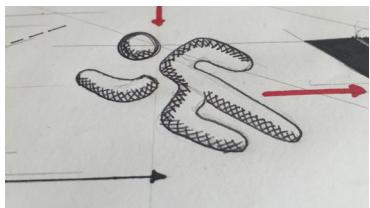
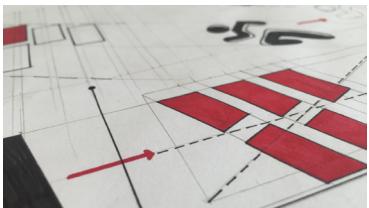
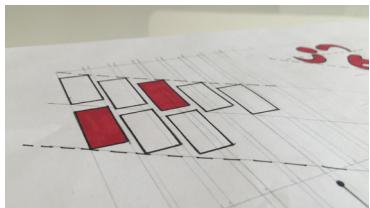
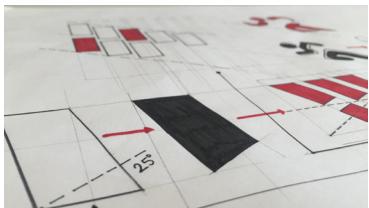
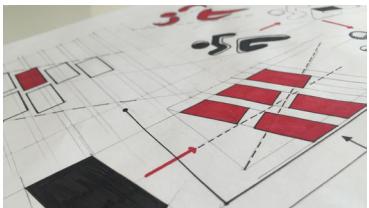
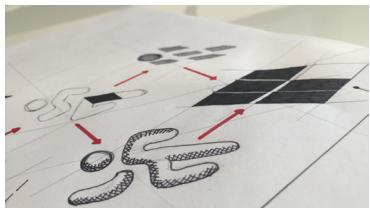
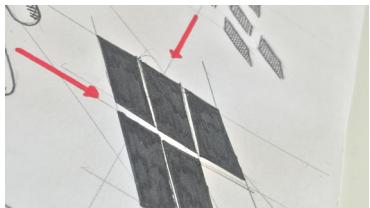
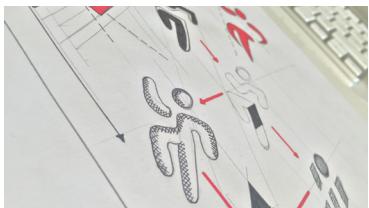
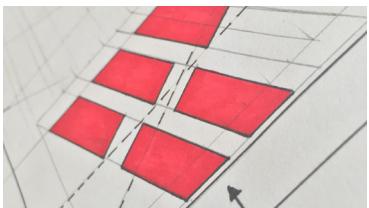
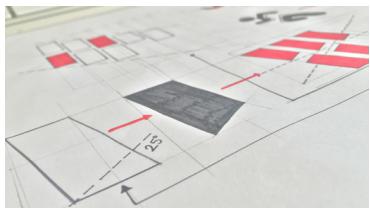
got game

**train harder
train together**

**one
team
one
dream**



LOGO MOCKUPS ILLUSTRATOR





ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz:

Helvetica Regular

PRIMARY TYPEFACE



COLOUR PALLETTE

Final logo evaluation

CREATIVE PROJECT

Typefaces, colour, impact, meaning, authenticity, flexible, tagline?

INTRODUCTION

The whole concept of the application is connecting people through sport. Therefore I wanted the logo to combine the idea of two people or entities, two lines or shapes, 2 way communication lines.

As I was unsure on what concept would work best, I decided to used my moodboard for inspiration to mockup a variety of options for my client to choose from. These can be seen on **PAGE 8** of my design journal.

TYPEFACE

I chose to use the font Helvetica because it is recognisable by many audiences. Although this font is not necessarily 'sporty', this theme could be achieved by combining the typography with some form of symbol. One of the best things about Helvetica is its neutrality. It was designed specifically not to give an impression or have any inherent meaning. And because of this, it's very adaptable to use for different design projects.

COLOUR

The colour of my logo could perhaps the most important consideration. Colour has been shown to have measurable psychological impact, and is often affiliated with a specific industry. I chose the colours white as its personified to be cool, clean and fresh; and red is powerful and energetic. Both these colours have a strong representation of sport.

IMPACT

Does the logo stand out and catch your eye? My created logo catches the eye of my audience due to usage of bold sans serif typography. Also the symbol is very iconic and can be recognised at a glance.

MEANING

Does it support your organisations goals and objectives? As previously mentioned, I wanted the logo to symbolise connecting people through movement. I have achieved this through the running man figure. The idea is that a chain of individuals could be joined through this one figure.

AUTHENTICITY

Is it authentic? Does it feel genuine and appropriate for what you do, who who do it for and who you want to reach? The final logo has a very clean and modern. This is definitely the look I am to achieve in the design of my mobile application. Also the blue arm of the running man represents a 'hand to hold' again linking back to the theme of connecting people through sport.

FLEXIBLE

Is it flexible? I am certain that the logo will work across different media, such as a website, business card, tote bag, PowerPoint slide, email newsletter etc. This is because I have tested and proven that my logo can work to scale within Adobe Illustrator.

TAGLINE

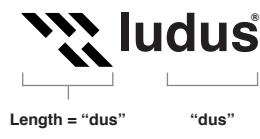
Do you need a tagline with it and if so, will it accommodate one? I have explored the ideas of a tagline on page 6 of this design journal. The final tagline chosen was 'together everyone achieves more'. I chose this as a slogan because it represents the whole concept of bringing people together through sport.

SUMMARY

It is important that I remember that the logo is not the only element of my brand identity. It is a part of the whole picture, but not the whole picture. I will utilise the logo within an entire brand system, with other elements such as color, typography, images, core messages, etc., that help to complete the unique story.

PROJECT
Coperarte Communications
ludus
Brand Logo

Construction



Length = "dus"
"dus"

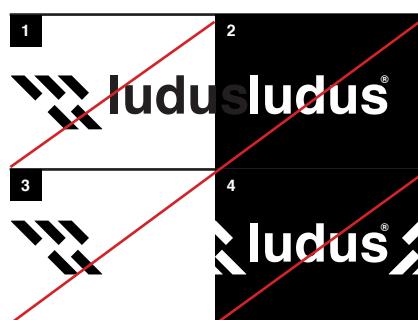


The ludus corporate Brand Logo elements are:

- _ The Running Man Symbol, Wordmark (ludus), and registration (®).
- _ Always use all the elements together as shown; do not rearrange them.
- _ The length of the Running Man must always equal the length of "dus" in the Wordmark.
- _ The space between each the Running Man and the Wordmark must always equal the height difference between the "l" and "u".
- _ The Wordmark is made up of the typeface 'Helvetica Bold'; never replace this with a similar typeface in any communications.

VIOLATIONS

- 1 _Do not change the Logo element size relationships.
- 2 _Do not use the Wordmark without the Running Man.
- 3 _Do not use the Running Man without the Wordmark.
- 4 _Do not break or interrupt the Running Man.



Size



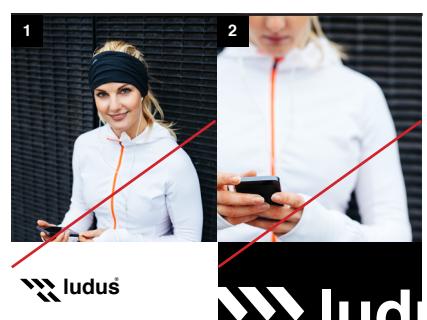
Minimum width 18mm

_ At its smallest size, the Wordmark must measure at least 18 mm (approximately 3/4") long.

- _ When scaling the Logo, always maintain its proper proportions.
- _ See page 8 and 9 for more information on sizing the Brand Logo.

VIOLATIONS

- 1 _Do not apply the Logo too small.
- 2 _Do not apply the Logo too big.





Evaluation + critique

SUMMARY

It was important to consider that the brand is how the target audience see 'Ludus'. However, the complete brand identity also includes visual elements such as how the final application will look, from the amount of white space and the logo, to the fonts and font sizes used for the headings and body text. It will also be how the application functions, whether it's simple and obvious to navigate.

By creating a number of graphics, that sum up in a very basic way what 'Ludus' is was important. This would help me to begin to tell a story, and it serves as first impression, long before the final application arrives. These initial billboard representations (left) allowed me to portray the brands values before the hi-fidelity design of the interface was undertaken.

PEER FEEDBACK**PEER 1: JAKE WILLIAMS**

"I like it, its pleasing on eye and the design is very simplistic, however it should have some directory to the app or a website of the app, whether this be through social media or a web url".

PEER 2: GEORGE TERRY

"I really like the moody/edgy sporting theme. I would maybe look at doing something more traditional. Additionally, the body text looks pretty bold this could maybe be toned down slightly? However the general concept works well with the sports theme you are trying to portray".

REFLECTION ON MY DESIGNS

If I were to create these mockups again, I would look at adding the use of a slogan/strap-line. As it stands, currently the billboard is slightly mysterious. With the use of something as simple as a 'coming soon' would keep my target audience guessing. However, I am overly satisfied with the visual aesthetics and how the billboard portrays the sporting theme. This is something I later took to portray in the design of the mobile application itself. It is important that this message is clear from the outset. It is important to note that all peer feedback from these designs will be later taken forward to the design of the mobile application.

PROJECT START DATE
October 2015.

PROJECT MENTORS
Lloyd Savikas
Mic Palmer



Evaluation + critique

SUMMARY

As outlined in the original project proposal, the Ludus application was to be built for iOS. Therefore it was important to demonstrate the product could potentially look like as a native application. This would allow me to further communicate the concept/values of Ludus.

This also provided me with an initial platform for product growth. It was important that the design remained consistent with the previously developed billboards. The brand was set out to be recognisable across multiple platforms.

This mockup was to be primarily used as a promotional tool to spark interest.

PEER FEEDBACK**PEER 1: ADAM SYMONDS**

"Looks smart and professional but I'm not sure how the image ties in with a sports app? Does this image give off the connotations of sport?".

PEER 2: GEORGE TERRY

"I really like the intense feel to this mockup. I would look at creating more visuals in the near future to convey the 'sporting' theme more".

PEER 2: ALEX PIERCE

"I'm not really sure what it actually says about the brand. It's hard to see if it's edgy or futuristic or techy! I would always somehow incorporate sport theme and make it edgy and contemporary".

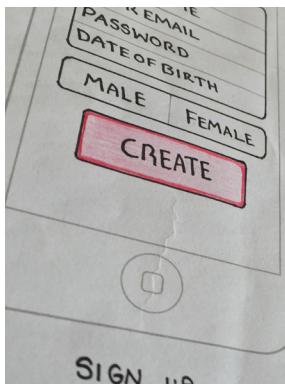
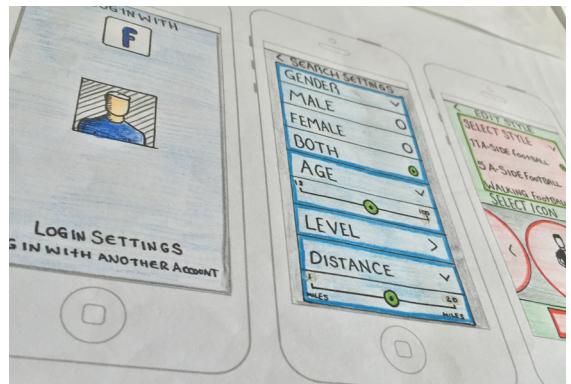
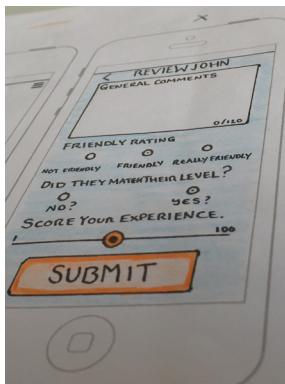
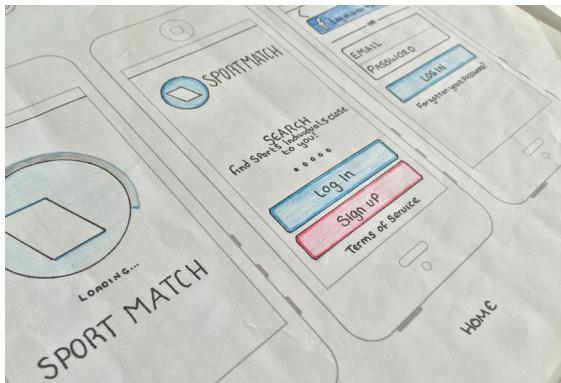
REFLECTION ON MY DESIGNS

I was overly satisfied with the visual mockup created purposely for the iOS demonstration. Although this applications design may vary from this later in the project, the design gives me a foundation in which my demographic can further grasp the concept of Ludus.

I agree with all sets of feedback from my peers. If I were to create this mockup again, I would look at showcasing the app in more of a sporting environment/background. The concept for the Ludus brand was to be an app that was quite intense and edgy. Although the iOS mockup (left) does convey these values, I would show more variations of this in the future.

PROJECT START DATE
October 2015.

PROJECT MENTORS
Lloyd Savikas
Mic Palmer



Testing + evaluation

SUMMARY

I used an app named 'POP' to test the initial prototypes for the Ludus application. With this app I could take screenshots of my paper wireframes and slice them up (linking pages) to make sure every page was accessible and functionality was correct before creating my hi-fi wireframes. Screenshots of testing can be seen (left).

A video of pop testing (walk-through of navigation and functionality) can be viewed via this link:
<https://vimeo.com/161742612>

The application was tested with 20 peers individually to avoid biased responses. Peers were asked to play with the application as I would note any problems with the application's initial concept, design and functionality.

PEER FEEDBACK

PEER 1: JAKE WILLIAMS

This user noted that it would be good to include the Tinder 'swipe' navigation originally discussed during the research report phase of the project. Jake believed this would make the application much more interactive and engaging for the user. I would intend to implement this feature during hi-fi wire-framing later in the project.

PEER FEEDBACK

PEER 2: GEORGE TERRY

This user suggested it would be useful to include an image slider on the index page of the app. Currently there were not that many connotations of the sporting theme/concept. The use of images here would also add more colour and interaction to the home screen.

PEER FEEDBACK

PEER 3: NATHAN SHAW

This member of the demographic noted that it was not necessary to have an add photo feature on the 'Select Sport' page. He suggested that this should be moved to the 'Player Profile' page.

PEER FEEDBACK

PEER 4: SARA JEFFERY

This individual initially got stuck on the loading screen of the paper prototype. I explained to this user that this problem would be later overcome with the use of a timer targeted to the landing screen. I intend to implement this feature during the hi-fi wireframe phase of the project.

PEER FEEDBACK

PEER 5: CONSUELA ONIGHI

This user suggested that it would be good to mockup a profile for more than one sport. I explained to this member of my peer group that the original concept was to see if my demographic would want to use the app. More sports would be added if the application was measured to be a success.

PEER FEEDBACK

PEER 6: CALLUM BAKER

This user was fond of the blocky layout of the user profile. However, this user suggested that the "Change Sport" feature from the main navigation should be moved within the profile. Callum stated that "this process of chaining sport should be instant, the process of finding a match/player should be as quick as possible".

PROJECT START DATE
October 2015.

PROJECT MENTORS
Lloyd Savikas
Mic Palmer

Testing + evaluation cont.

PEER FEEDBACK

PEER 7: WILLIAM STONE

It was noted from this user that there were too many search fields in the 'Level Settings' page. Will was confused on how information such as team would help him find a player with a similar ability to him. Will suggested that this page should be narrowed down to more generic fields such as beginner, intermediate and expert.

PEER FEEDBACK

PEER 8: SAM AGER

This peer in particular was fond of the slider functionalist on the 'Edit Style' page. Sam advised that the text and icons on this page should be merged together and not displayed as separate identities.

PEER FEEDBACK

PEER 9: ALEC PIERCE

Alec put forward that reviews should be based on a star rating instead of a score out of 100%.

PEER FEEDBACK

PEER 10: EMILY BALL

This user liked the achievements section. Emily suggested that you should have personal goals with the player you have connected with e.g. run a 10k. Achievements could also be documented in a medal/badge format similar to Nike's running app.

PEER FEEDBACK

PEER 11: JORDAN SPARKES

Search settings are familiar to current apps such as Tinder. Will this be an issue?

PEER FEEDBACK

PEER 12: MARK SMITH

Mark disliked the contact asap button on the "Message/ Chat" page. From a design perspective, Mark felt this feature cluttered the page. "Maybe add this feature to the main profile. Is it really necessary".

PEER FEEDBACK

PEER 13: ALEX SHORTT

"How can I see matched users other sporting styles? Will this feature be added at a later date?" The answer this second question is yes. After a discussion with the client, we agreed that this feature should be implemented at a later phase in the project e.g. InVision mockups.

PEER FEEDBACK

PEER 14: DOM CORK

This user was pleased with the use of icons to add clarity to the main text on each page. "This acts a good breakdown and differentiation of pages".

PEER FEEDBACK

PEER 15: JESS HOWARD

Jess loved the concept of the Ludus application. She mentioned that this app could be applied to more niche sports such as gymnastics and fishing etc.

PEER FEEDBACK

PEER 16: DENNY WONG

This member of the demographic admired the design and structure of the application. He was satisfied with the flow from setting up a profile to finding a match.

PEER FEEDBACK

PEER 17: SCOTT SALTER

Scott appreciated the 'Message Board' feature in particular. He was slightly confused why this wasn't implemented within the user profile.

PEER FEEDBACK

PEER 18: ALEX BIGGS

This user suggested that there should be a search / A-Z function on the 'Choose Sport' page. This would narrow down the search when more sports are later added.

CREATIVE PROJECT

Testing + evaluation cont.

PEER FEEDBACK

PEER 19: JOEY SQUIRES

Joey was slightly confused at the login phase of the app. This user required a step by step guide on how to find a match and login.

PEER FEEDBACK

PEER 20: MARIA GARDNER

This user also got stuck with the loading screen. This was a very similar issue to the one that arose with Peer: 4 Sara Jeffery.

CLIENT FEEDBACK

It was discussed with the client that the 'Change Sport' page should be relocated into the players personal profile. This was primarily because issues were encountered when it came to displaying a players level/style for multiple sports. I intended to implement this feedback later in the project when tested with my target audience.

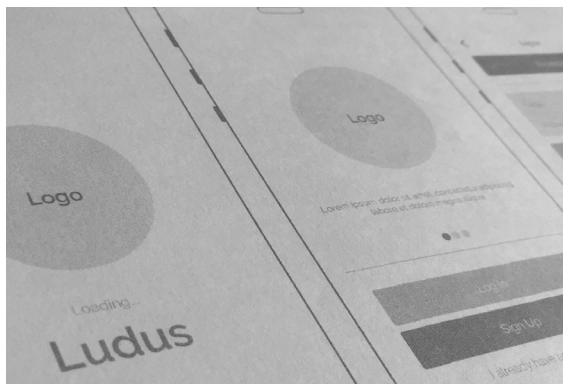
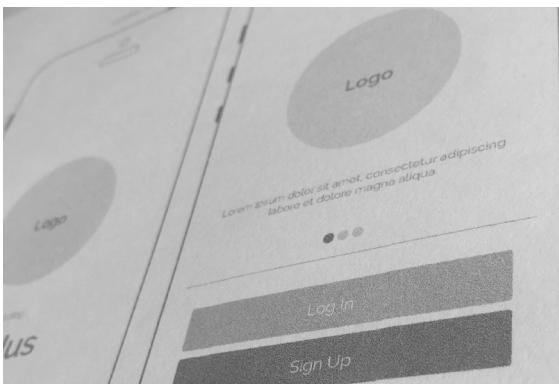
REFLECTION ON MY DESIGNS

These wireframes included a lot of functionality that was previously not considered during the previous application structure diagram.

After a discussion with my mentor Lloyd Savikas, it was distinguished that it was critical to first design to the applications simplest concept, before adding additional features such as reviews and achievements. "Are these features necessarily needed from the offset?" I would intend to answer this question in particular when moving forward to designing my lo-fi prototypes.

PROJECT START DATE
October 2015.

PROJECT MENTORS
Lloyd Savikas
Mic Palmer



Testing + evaluation

SUMMARY

I created numerous lo-fi wireframes to help me decide how to structure the application's content. This enabled me to start the process of interaction design. These wireframes would allow me communicate the following details to my client:

1) Structure – How will the pieces of this app be put together?

2) Content – What will be displayed on the app?

3) Informational hierarchy – How is this information organised and displayed?

4) Functionality – How will the interface work?

5) Behaviour – How does it interact with the user? And how does it behave?

SUMMARY**CONT.**

After previous feedback from mentor Lloyd Savikas, these lo-fi wireframes were now designed to there most simple concept for the client to then analyse further. The consideration of iterating interactivity is just as important as iterating content placement because you start exploring how the user will interact with the content at the start of the process rather than making it up as you go along.

This would start the process of addressing interactivity and user experience. I had attempted to take on previous feedback from the paper wireframes. For example, the change sport has now been moved to the user profile based on user preference.

SUMMARY**CONT.**

I tested these wireframes by conducting a cognitive walkthrough with the client (left). The cognitive walkthrough is a usability evaluation method in which evaluators work through a series of tasks and ask a set of questions from the perspective of the user.

The focus of the cognitive walkthrough was on understanding the system's learnability for new or infrequent users. I asked the client to navigate through the app to find a player to connect with. I would ask him to 'think aloud' when completing this task so I could note all feedback to take forward to future designs.

CLIENT FEEDBACK

Overall, the client was overly satisfied with the design and structure of the lo-fi wireframes. All design changes/ criticisms have been listed below:

1) Find players is still to be required to be implemented in the form of the Tinder swipe.

2) Now satisfied with the 'Chat' feature. Options must now be added to un-match/ block a player.

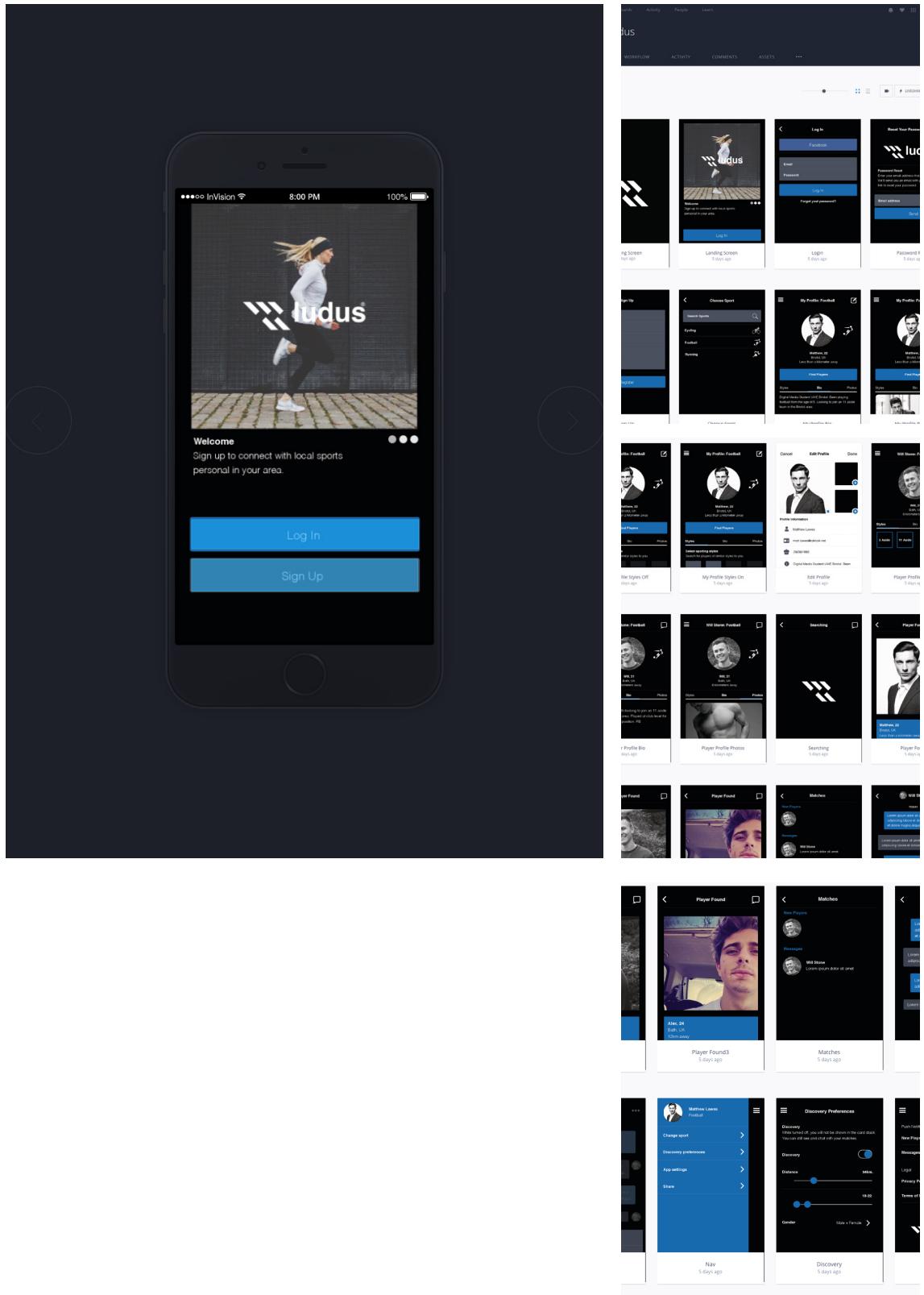
3) Is there a need for a 'Message Board'? Should this feature be removed completely and have messages stored within the profile?

4) Sign up process works well. What happens if I forget my password. All dead ends need to be illustrated/considered when implementing the hi-fi wireframes.

5) Should be an A-Z function in 'Choose Sport' or a most popular option.

6) Limit the scrolling on the 'Player Profile'. All information should be limited to one page.

These design changes will now be taken forward to the hi-fi wire-framing phase of the project. For the next stages of the project, peers will also be used for testing to gather a greater variety of user feedback.



SUMMARY

My next step was to mockup the previous paper wireframes using layers within Adobe Illustrator to then be exported into InVision. These wireframes were then linked together using the build mode with hotspots. This was then tested using the built in comments function. Feedback was gained from peers, and also members of the demographic.

As you can clearly see my hi-fi wireframes have developed significantly from the previous mockups. I have added a slider to the initial landing page to showcase the product more. Also elements have been removed from the profile such as reviews and achievements - building the product to its simplest concept.

The next step is to build this prototype in HTML5, CSS3 and Javascript to certain features can be animated such as the Tinder 'swipe' and message function.

All feedback gained will be taken onboard and applied to the final HTML mockups where necessary.

PEER FEEDBACK

PEER 1: DARREN WILLIAMS

PAGE: MY PROFILE STYLES OFF
“Maybe change this to connect or contact this user. Might be handy to create two or more profiles to show how they engage with each other. I’d add a search input at the top of the page or maybe show a few avatars of users they’re connected to, you could also add a ‘related followers’ feature like Facebook etc. Also would be good if the (less than a km away text) clicked through to a map with location markers”.

PEER FEEDBACK

PEER 2: GEORGE TERRY

PAGE: PLAYERS FOUND
“How do the users know what to do to view or like/dislike a card? You can’t just assume they know it works like tinder. Needs to be more obvious”. I agree with this feedback. For further prototypes it is important that I add the Tinder Yes/No buttons for further indication”.

PAGE: NAV

“You should be able to get to the main search page with one click or swipe, from the main navigation”.

PAGE: PLAYER PROFILE PHOTOS

“Not really a very appropriate use of imagery to have on a sport app. Besides the profile pic, you don’t need to see other pictures of people. I would remove the photo section entirely”. Yes/No buttons for further indication.

PEER FEEDBACK

PEER 3: SAM AGER

PAGE: MY PROFILE STYLES OFF
“Could display photos as grid instead of swiping to view photos (lets user see more)”.

PAGE: SIGN UP

“Should add social login buttons here as well as login screen. (Just incase a user doesn’t know they can connect to Facebook)”.

PEER FEEDBACK

PEER 4: JAKE WILLIAMS

PAGE: LANDING SCREEN
“It’s clean, however could possibly do with some more colour. I like that is easy to find what you’re looking for and has a fun interactive feature in matching people in order to meet people, doesn’t just allow you to search forums like online”.

PEER FEEDBACK

PEER 5: ADAM SYMONDS

PAGE: PASSWORD RESET
“What if I have forgotten my email address?”.

PAGE: APP SETTINGS

“Could add an option to automatically send the Ludus feedback for crashes and bugs?”.

PAGE: DISCOVERY

“Again simple, effective and user friendly. Similar to other popular apps (Tinder, for example) which could make people feel at ease whilst using the app”.

PEER FEEDBACK

PEER 6: CONSUELA ONIGHI

PAGE: NAV
“Good use of colour. Again, simple and effective design that is user friendly”.

PAGE: EDIT PROFILE

“Again, good design and use of space”.

PAGE: MY PROFILE PHOTOS

“Could get this to link to Instagram?”.

PEER FEEDBACK

PEER 6: NATHAN SHAW

PAGE: LOGIN

“Good use of colour. Again, simple and effective design that is user friendly”.

PAGE: SIGN UP

“Could add a drop down box where the user indicates their preferred sports?”.

PAGE: LANDING SCREEN

“I presume the slider rounded buttons indicate a number of other images. Nice idea but is it necessary? I personally think one image and the logo is enough”.

Testing + evaluation cont.

PEER FEEDBACK
PEER 8: MARK SMITH

PAGE: LANDING SCREEN
“Have you considered logging in with Twitter?”. Yes - refer to research report - social login network trends. This feature is not required.

PAGE: LOGIN
“What happens if I want to login with Facebook? Is this link broken?”. This page has not been mocked up yet however will be later added during the web mockup.

PEER FEEDBACK
PEER 9: WILLIAM STONE

PAGE: PASSWORD RESET
“No visual feedback here? What happens when I click send? Needs to say something along the lines of ‘we have sent a link to reset your password to your email’.”

PAGE: MY PROFILE BIO
“This page is aesthetically pleasing, perhaps think about adding more colour? This could vary dependant on your gender?”

PEER FEEDBACK
PEER 10: EMILY BALL

MY PROFILE BIO
“Do you need to see multiple photos for an app such as Ludus?” Me and the client both agreed that if we were personally matching with another player, you want to be sure of who they are.

PAGE: MY PROFILE STYLES
“It would be useful here if you could merge sporting ability with style. For example once a style is selected, you could add if you are a beginner, intermediate, expert at that particular sporting style.

PEER FEEDBACK
PEER 11: SARA JEFFERY

PAGE: SEARCHING
“Here the logo should either pulsate or spin”. I intend to mockup this feature later using jQuery in the HTML mockup.

PAGE: PLAYER FOUND

“Here the players sporting styles should be referenced alongside the players name, age and location”.

PEER FEEDBACK
PEER 12: SEAN BOWMAN

PAGE: PLAYER FOUND 2
“Thinking about the visual aesthetics, the content should be positioned at the bottom of the container making the functionality easier to operate on a smartphone e.g. where your thumb will be”. I intend to implement this feature in my web mockups.

PAGE: PLAYER FOUND 3
“Would be useful to see a review of the player here before you match with them?”

PEER FEEDBACK
PEER 13: OLIVIA SMITH

PAGE: MATCHES
“The profile image here should take you directly to the players profile and the text should take you inside of the chat itself”

PAGE: CHAT

“It would be useful to have read receipts and date stamps on the messages to see if they have been read and when they have been sent.”

PEER FEEDBACK
PEER 14: EMMA LAWES

PAGE: CHAT MORE
“A further option to report a player would be useful here.”

PAGE: CHAT MORE
“It would be useful to see the players achievements and activity within the application here”.

PEER FEEDBACK
PEER 15: SCOTT SALTER

PAGE: PLAYER PROFILE PHOTOS
“Should you really have a slider displayed within a slider?” I may consider to change this to a design grid later during the web mockups.

PAGE: EDIT PROFILE
“Clean use of icons in partnership with text”.

Testing + evaluation cont.

PEER FEEDBACK
PEER 16: MEGAN EPSON

PAGE: EDIT PROFILE
"How do I add more images? Is this feature necessary?" I intend to review this feature with the client to discuss this further.

PAGE: PLAYER PROFILE BIO
"Should the football icon here be an option to change sport from the profile?" I plan to implement a drop down menu from the homepage during the web mockup to implement this feature.

PEER FEEDBACK
PEER 17: JOEY SQUIRES

PAGE: APP SETTINGS
"Can notifications be broken down into a separate page? More options to this page will need to be added as the functionality grows. Designing for the future."

PAGE: DISCOVERY
"Should gender even be considered? Remember this isn't a dating app?"

PEER FEEDBACK
PEER 18: ALEX SHORTT

GENERAL FEEDBACK
"I admire the minimalist and flat approach to the aesthetics of the design".

PEER FEEDBACK
PEER 19: CALLUM BAKER

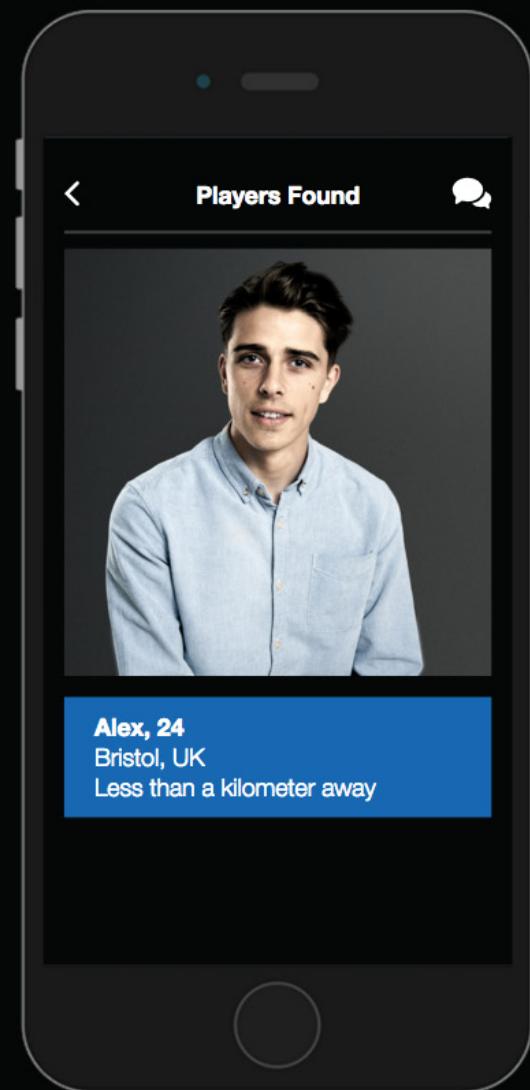
GENERAL FEEDBACK
"The application meets its purpose and looks very professional. This is something I would use on a weekly basis".

PEER FEEDBACK
PEER 20: MITCH TUFF

GENERAL FEEDBACK
"The design is extremely slick and clean. I like the subtle colour palette used and the sporting reference throughout".

PROJECT START DATE
October 2015.

PROJECT MENTORS
Lloyd Savikas
Mic Palmer



Testing + evaluation

SUMMARY

My next task was to deliver a demonstration of the product within a web browser. My initial plan was to partly implement Ludus in Xcode/Swift as well as create a high fidelity prototype mock-up using the online prototyping software InVision.

This change was implemented because it enabled me to demonstrate more of the apps interactive functionality to meet the client's requirements. Functionality could now be demonstrated with the use of Javascript such as the pulse loader, image slider etc.

INITIAL FEEDBACK DISCUSSION

Our final Creative Technologies lecture was a 'show and tell' session where I collaborated with both my peers and mentor Lloyd Savikas to gain key feedback to my final web mockup before submission. Feedback from this session has been subsequently documented.

PEER FEEDBACK

PEER 1 : AMANDEEP UPPAL

Swipe to find players should be the other way? How do I find more than one player? A group chat function would be useful. Finally, I would use media queries to scale the container as this may be too small for a more elderly member of your demographic".

PEER FEEDBACK

PEER 2 : CRAIG TINNEY

"Would be good to add reviews, badges and achievements to the player profile. This could potentially be a future development. Additionally, the swipe animation of the main primary nav could be sharper".

MENTOR FEEDBACK

On the 'Player Found' page, you should layer cards under the card stack. How do know I still have players to match? What if I am not familiar with the Tinder functionality? Would it be good too add the yes/no buttons in here also to make this swiping process more obvious? Before submission it is important to fix all dead ends to the application and replace with a 'Coming Soon' page.

FOCUS GROUP FEEDBACK

After I gained this initial feedback, I only was able to amend the 'dead ends' before the submission date. This 'Coming Soon' pages were the most important feature to implement before the app was reviewed again as the broken pages could be assessed as a future development.

I constructed a small user survey to collate all final user feedback. This can be viewed within my final project report. The idea for this survey was to give the user a scenario and a set list of tasks dependant on this. I then observed users and noted the completion times for each task as I wanted the process of finding a match/opponent to be as quick as possible. Additionally, I would documented any errors encountered during each task. Finally, I recorded any further recommendations. All feedback collated at this stage of the project will be reviewed as a future development. A record of all collated data from users can be found within my research report.

REFLECTION ON MY IMPLEMENTATION

Overall I was very satisfied with the build and received positive feedback from the client. All problems with the code can be viewed within the final report.

The final output meets the client's requirements and it is very satisfying to have achieved this.

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