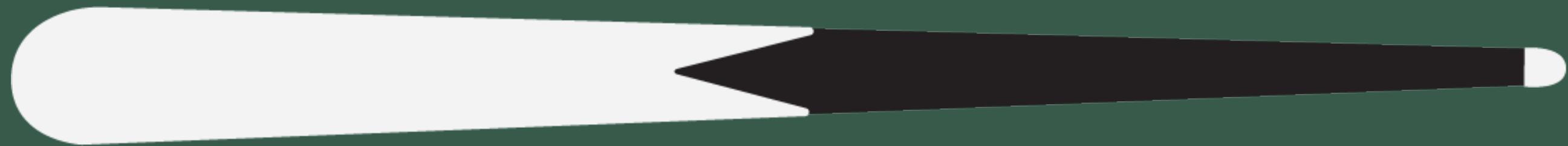


PROJECT 2

1. RESEARCH    2. PROCESS    3. OUTCOME



# IN THE POCKET CASE STUDY

BY MADYSEN ROTHELL



*In the Pocket* is an interactive webpage created to be a resource for anyone interested in learning how to play pool abiding by APA (American PoolPlayers Association) guidelines. Its intention is to inform and educate, all while engaging the audience with its fun and almost childlike personality.

# INTRODUCTION



1

# RESEARCH

During my research, I discovered that most existing resources are only formatted as basic PDFS. Their unattractive and straightforward appearance makes it obvious that their only job is to educate and it takes the fun out of learning. This inspired me to take the content in these PDFS and present it in a way that is exciting yet effective.

Arguably, my research inspired me what *not to* design when I create my interactive website. Rather than it giving me design ideas that I can pull from.

# COMPETITIVE & INSPIRATIONAL RESEARCH

## PROJECT 2

## 1. RESEARCH    2. PROCESS    3. OUTCOME

**APA POOL LEAGUE**  
Sanctioned by the American Poolplayers Association  


### 8-Ball Rules

These are the Official 8-Ball game rules, used by the APA and the Professionals.

**1. GENERAL DESCRIPTION** - 8-ball is played with a cue ball and normal rack of fifteen (15) object balls. Balls are racked with the front ball on the foot spot and the 8-ball in the center. The purpose of the game is for one player to pocket the solid colored group of balls numbered 1 to 7 or the striped balls from 9-15. Choice of balls to be pocketed is made by the player pocketing the first ball of the game. A player wins by pocketing all his object balls followed by legally pocketing the 8-ball in a marked pocket.

**2. LAG** - Method used to start a match. Players simultaneously shoot a ball from behind the headstring, banking it off the foot rail and back to the head of the table. Striking the side rails or any pocket results in the loss of the lag. The closest ball to the head rail wins. It is permissible to strike the head rail. If the lagged balls make contact with each other, lag over.

**3. BREAKING** - "Breaking safe" or soft is not allowed. For a break to be legal, at least four balls must be driven to the rails or a ball must be pocketed. Otherwise, the balls are re-racked and re-broken by the same player. A game not legally broken but resulting in a scratch or foul will be re-racked and broken by the opposite player. The rack must be struck before a foul can occur. The head ball or the second ball must be struck on the break and the cue ball may not be shot into the rail before the rack. The League Operator may make judgments and issue penalties to teams and players who are not breaking hard. Breaking just hard enough to comply with this rule is not a guarantee against penalties. Break as hard as you can with control.

**4. AFTER THE BREAK** - Various circumstances can occur upon completion of the break; they are:

- A foul in the break results in "Ball in hand" behind the headstring and the incoming player has an open table as defined in "e." The incoming player must shoot any ball outside the headstring. A ball that's dead center or "out" is playable. If it is "in", the ball is not playable. It is up to the opponent to call the cue ball "in" before it is shot. (See Master League Manual for more complete explanation.)
- No balls are pocketed and it is the other player's turn.
- The 8-ball is made, resulting in a win, unless the player scratches.
- If two balls of one type and one ball of the other type are pocketed, it is the shooter's choice just as in "e" above.

**5. COMBINATION SHOTS** - Combination shots are legal, but striking the correct ball first is required except in an "open table" situation. The 8-ball is not neutral. A player is credited with all balls he legally pockets. When a player does not pocket one of his balls but pockets an opponent's ball, he loses his turn. The opponent gets credit for the pocketed ball. No pocketed ball is ever spotted.

**APA POOL LEAGUE**  
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### 6. BALL ON THE FLOOR

If the 8-ball is knocked on the floor, it is loss of game. Object balls knocked on the floor are spotted. If the spot is taken, the ball is placed on a line directly behind the spot as close as possible. Knocking a ball other than the cue ball on the floor is not a foul. It might occur that a player pockets his ball while simultaneously knocking another ball on the floor. In the situation, it is still his turn and the ball is not spotted until he misses. If the ball on the floor is one of the shooter's balls, it is spotted when the shooter had pocketed all his other balls or misses.

### 7. POCKETED BALLS

Balls must remain in a pocket to be legal. If a ball goes in a pocket, but bounces back onto the playing surface, it is not considered pocketed. If it is the 8-ball, it is not considered a win or loss. If it is the cue ball, it is not considered a scratch.

### 8. ONE FOOT ON THE FLOOR

While shooting, at least one foot must be on the floor at all times if a bridge stick is available. League management cannot guarantee the presence of bridges and some host locations may not have them. There is no foul - simply stop the shooter and hand him the bridge.

### 9. THERE ARE VARIOUS WAYS TO LOSE:

- The opposing player pockets his numerical group and legally pockets the 8-ball.
- A player pockets the 8-ball out of turn or knocks it on the floor.
- A player pockets the 8-ball in the wrong pocket or fails to properly mark the pocket.
- When playing the 8-ball, a player scratches the cue ball.

**Note:**  
a. A player attempting to shoot the 8-ball but missing it has fouled, resulting in "ball in hand" for his opponent. This is NOT loss of game.  
b. A game is forfeited if the shooter alters the course of the 8-ball or the cue ball in a game losing situation.

### 10. FOULS

If any of the following fouls are committed, the penalty is "ball in hand" for the incoming player. Make certain you have "ball in hand" before you touch the cue ball by confirming with your opponent. "Ball in hand" means you are allowed to place the cue ball anywhere on the table (with the exception of fouls on the break which result in "ball in hand" behind the head string) and shoot any of your balls (or the 8, if all your category of balls has been pocketed.) Even after placing the cue ball, a player may, if not satisfied with the placement, make further adjustments with the hand, cue stick or any other piece of equipment. A foul is called only if the player fouls while actually striking the cue ball, meaning a double hit of the cue ball (sometimes called double clutching). Without this rule, a player could benefit by accidentally or purposely scratching or fouling.

**ONLY THE PLAYER OR THE COACH MAY OFFICIALLY CALL A FOUL**, although anyone may suggest to the player or the coach that a foul should be called.

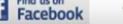
### 11. THESE ARE THE ONLY FOULS RESULTING IN "BALL IN HAND":

- Anytime the cue ball goes in a pocket.
- Failure to hit you object ball first. (A player who is shooting stripes must hit a striped ball first.) The shooter has the advantage in these situations unless his opponent has asked an outside party to watch



**POOL LEAGUE RULES 2019-2020**

**RULES AND REGULATIONS**


You are responsible for knowing the rules, applied rulings, regulations, and schedules that pertain to any BCAPL event you enter. You are also responsible for cooperating with all referees and event officials, and for accurately providing all requested information concerning your participation in the event to referees and event officials when asked to do so.

### 2 Use of Equipment

The BCAPL reserves the right to prohibit any equipment it deems untested or inappropriate, or that has not been evaluated by the BCAPL National Office.

- You are responsible for all equipment and accessory items you bring to the table. You may not use equipment or accessory items in a manner other than their intended use. Specifically:
  - You may use a billiards glove.
  - You may use either a built-in or an add-on cue extender.
  - You may use your own chalk provided that it closely matches the color of the cloth.
  - You may not shoot while using more than two mechanical bridges at any one time. A bridge may only be used to support the cue or another bridge.
- If two bridges are used, the upper bridge must rest on the head of the lower bridge. (AR p. 67).
- You may not shoot while using any item to support or elevate your bridge hand. You may hold chalk in your bridge hand while bridging, but the chalk may not be used to elevate your hand off the table. Penalty for (d-e): foul upon execution of the shot. If no shot is executed then there is no foul.
- You may use your cue, held in your hand or not, to help align a shot. You may use your cue and hands to measure angles and distances for bank shots and kick shots. No other cues, bridges or equipment may be used.
- You may only use your vision to judge whether the cue ball or an object ball would fit through a gap, or to judge what ball the cue ball would contact first. You may not use any ball, cue, rack, or any other equipment or other part of your body as a width-measuring device. (AR p. 73). Penalty for (f-g): foul immediately upon the violation, regardless of whether a shot is executed.
- You may not wear any electronic headgear, use any electronic device, or voluntarily

Screenshots of the PDFs found during my research that serve as the basis for my competitive and inspirational resources.

# COMPETITIVE & INSPIRATIONAL RESEARCH

The content displayed in these PDFs are correct and simple to grasp. It explains the APA rules in a way that is easy to understand for anyone at any experience level. I am going to pull the content as it is from my resources and make a few grammatical and spelling corrections. Since the text is daunting and dense at first glance, I will break it up by displaying each rule in different textboxes and then present the rule with a corresponding pool ball next to it. Creatively using the number to mark which rule it is in the lineup.

## CONTENT BREAKDOWN





**2**

# PROCESS

## PROJECT 2

# BRAINSTORMING

Mind map and free writes to flesh out all my ideas.

1. RESEARCH    2. PROCESS    3. OUTCOME

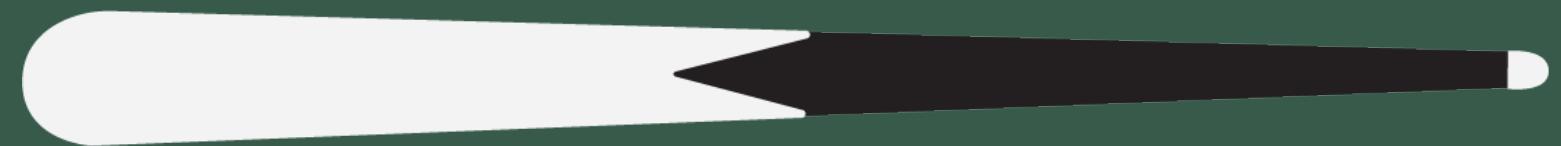


Pool can be played by anyone at any age, therefore the demographics are extremely broad. However, there is a divide between those who play for fun and those who play for sport. Pool leagues are generally comprised of people between ages 30–60 and over half of that population are men. The website will be visited by potential or existing pool players who are interested in taking their game to the league setting. They will leave the site with a better understanding of how to play by APA guidelines.

## TARGET DEMOGRAPHIC

Based off my research and brainstorming process. Learning and reading rules aren't fun or even desirable, it's just something that has to be done. With this in mind, I will take this concept and present it in a way that is engaging and interactive. Not everyone wants to read a multi-page PDF with just text against white. Their takeaways won't be as strong and more likely than not, the content won't stick in their mind after the first visit. My goal is to make learning the rules to the sport fun and longlasting.

## WRITTEN STRATEGY STATEMENT AND GOALS



Pool as a sport can be intense and serious. However, it is also intended for players to have a good time. For my design, I am going to lean in the direction of light-hearted and fun which will contribute to the joy and desire to learn. My assets are going to be simple and childlike in their design, stepping away from the dim and sober tone that is often associated with the sport.

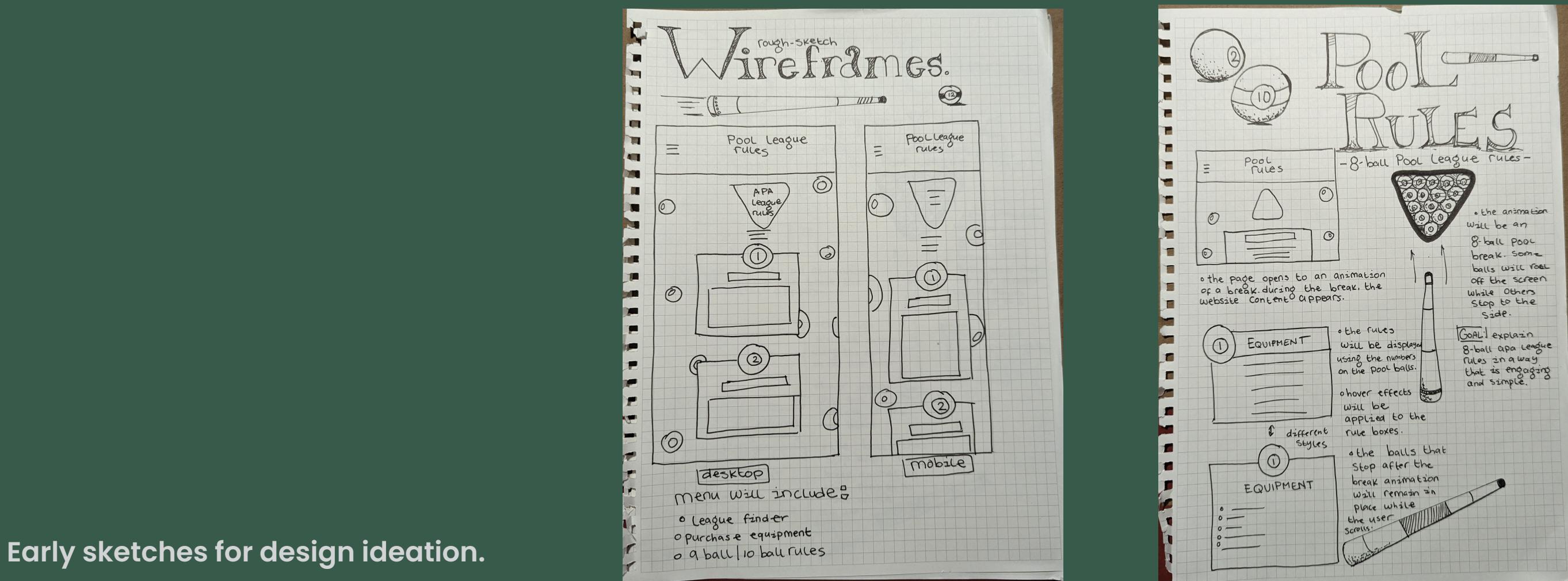
**KEYWORDS:** PLAYFUL, FUN, SIMPLE, ACCESSIBLE.

## ASSETS



## PROJECT 2

### 1. RESEARCH    2. PROCESS    3. OUTCOME



Early sketches for design ideation.

# SKETCHES & WIREFRAMES

## PROJECT 2

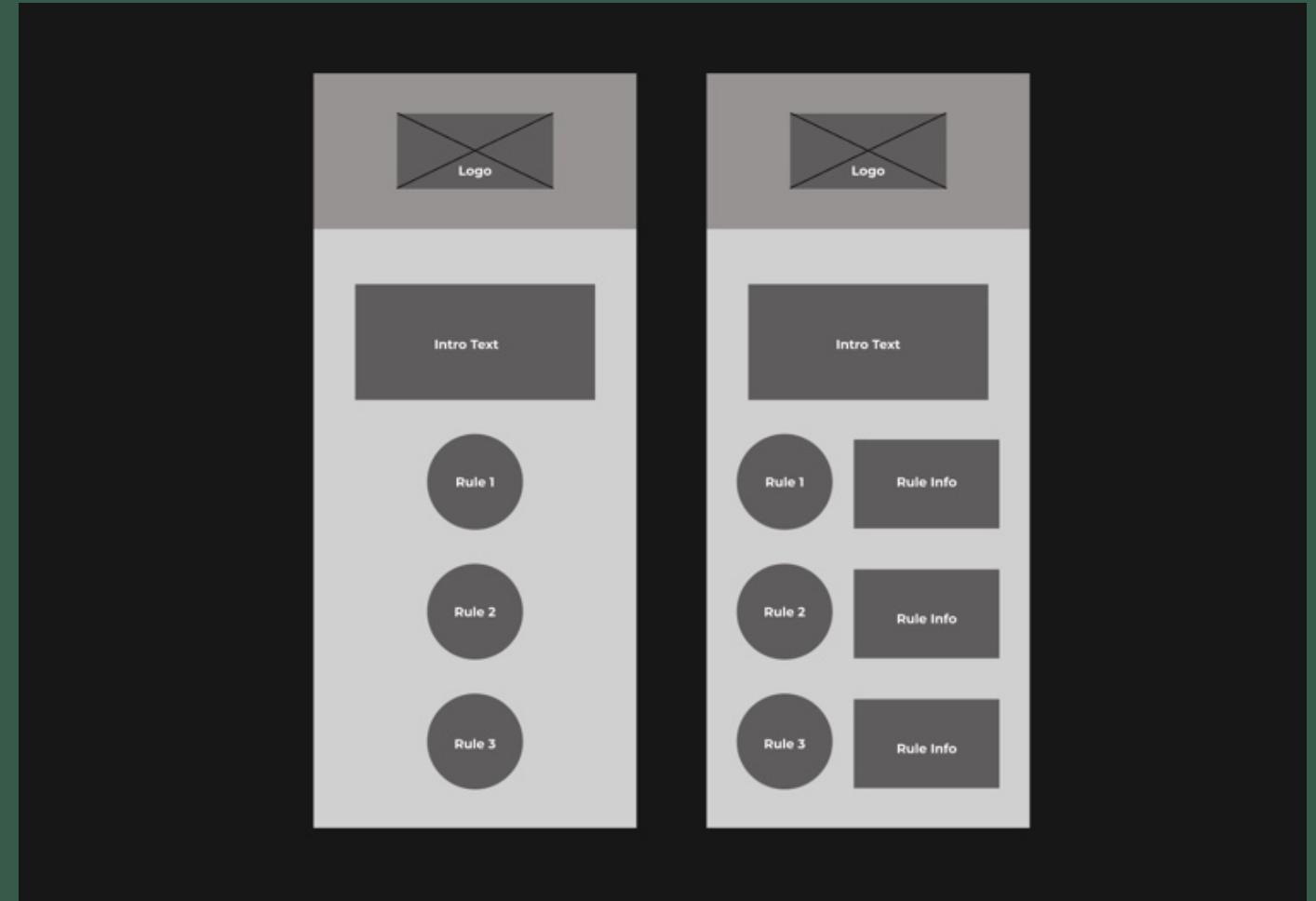
1. RESEARCH

2. PROCESS

3. OUTCOME

Wireframes for interactive hi-fi prototype.

# LO-FI WIREFRAMES



## PROJECT 2

1. RESEARCH    2. PROCESS    3. OUTCOME



Figma prototype from wireframes.

# PROTOTYPE

During my usability testing of my interactive prototype. Subjects enjoyed the simple display of rules on the page and their subdued interactions as they move on the page. Users suggested creating a menu to make it quicker to navigate to certain rules instead of having to scroll searching for them. Small remarks such as text alignment and weight were made to make the content more legible.

# USABILITY TESTING



**3**

**OUTCOME**

## PROJECT 2

1. RESEARCH    2. PROCESS    3. OUTCOME



1 2 3 4 5 6 7 8 9 10

**8-Ball**

**APA League Rules**

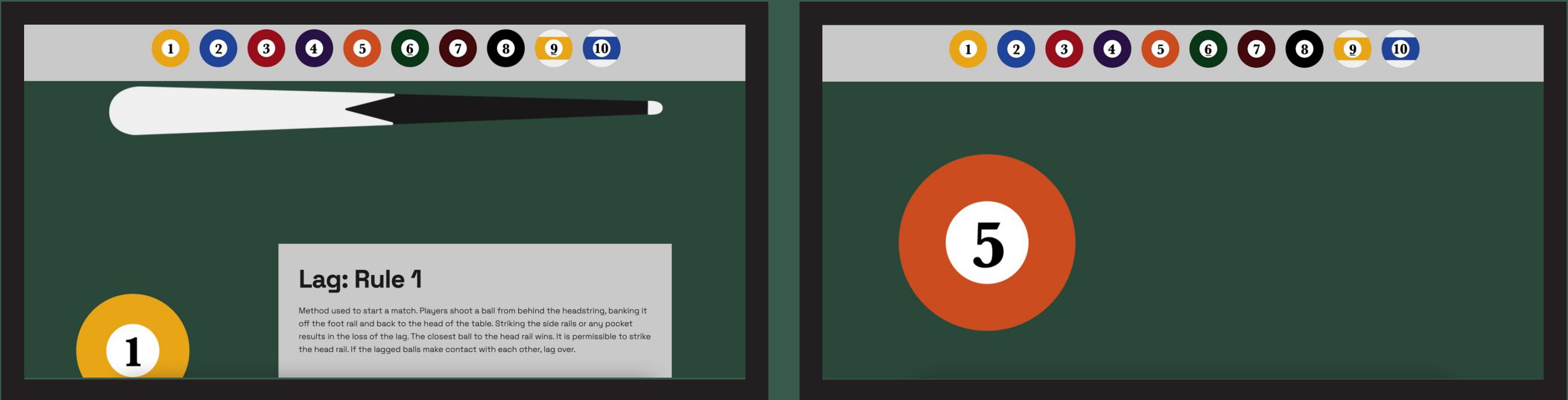
8-ball is played with a cue ball and normal rack of fifteen (15) object balls. Balls are racked with the front ball on the foot spot and the 8-ball in the center. The purpose of the game is for one player to pocket the solid colored group of balls numbered 1 to 7 or the striped balls from 9-15. Choice of balls to be pocketed is made by the player pocketing the first ball of the game. A player wins by pocketing all their object balls followed by legally pocketing the 8-ball in a called pocket.

**Let's Go!**

# OUTCOME

## PROJECT 2

1. RESEARCH    2. PROCESS    3. OUTCOME



# OUTCOME

## PROJECT 2

1. RESEARCH

2. PROCESS

3. OUTCOME

I strongly believe that through this project, my abilities as a designer grew tenfold. I was challenged in ways I hadn't been before when it comes to design, and ultimately I feel that it encouraged me to think critically on a whole new level. My project really evolved throughout the process and it truly made for a stronger result. The outcome was extremely rewarding and I feel very happy with how far I have come and the areas that I have grown as a designer.

## REFLECTION

# THANK YOU!

