Design Concept Brief

These are some of the ideas I wanted to talk about earlier today. These are still just rough concepts that have been rolling around in my head and they still need a lot of exploring and research, but maybe we can combine some of these into a unique tagging UI/UX concept compared to the established competition.

I was thinking that I should dig deeper into these topics before we talked; I didn’t want to just throw out half formed ideas without a nice presentation, but I think it would be better if we both worked on these issues from different perspectives.

**Discussion Topic #1 – Version Control and Project Management Software Timeline**

Okay, this one probably makes no sense, but let’s see if there is anything to learn from thinking about the tools used in a developer’s job on a big project. When working on a big project with many developers keeping track of all the changes and updates a version control tool is critical. You understand this better than I ever will, but this is what I am thinking about:

* A big project may take years
* A developer is part of a team
* The team and the individual developers all have goals and tasks to accomplish
* The project starts small and grows over time
* The source control tools show what updates have been made and documentation
* Certain key events or milestones happen at scheduled dates, other actions happen on a daily basis

So why start with this example. I have been thinking about the timeline in a sports analysis app. In a basketball game the timeline is assumed to be 1 hour (4 15-minute quarters); a hockey game is also 1 hour (but, 3 2-minute periods). But a sports season is really a year long, from physical conditioning, early season training camp, to games and practices, to playoffs and championships.

The thousands of small activities of the team and the individual players all contribute to the final results, the meetings, the drills, the efforts, the analysis and the games. So, why not think about the timeline for a sport as 1 year, not 1 hour.

The same way the software project manager can use their tools to look at all the contributions of a software project, we should have a longer term view of the timeline as a fundamental feature of our product. A smart tagging application should learn over time and be able to reference previous events.

This will take a lot of discussion and I know it is vague, but there is something important here, I just don’t have a good way to communicate it yet.

**Discussion Topic #2 – Interactive Video**

There are some interesting examples of interactive video happening on marketing websites. Mostly about users shopping for products while watching a video on YouTube or Netflix.

Here are some links to look at:

<https://www.omnivirt.com/blog/tutorial-creatively-use-interactive-hotspots/>

<https://www.youtube.com/watch?v=O1KuDETLqVw>

<https://www.lemonlight.com/blog/how-to-make-your-video-interactive/>

<https://blog.hubspot.com/marketing/interactive-video>

<https://corp.hapyak.com/interactive-video-plan/?gclid=EAIaIQobChMI3rm1_I3X6QIVi4jICh2lYgu_EAMYASAAEgIthPD_BwE>

<https://www.litmus.com/blog/interactive-hotspots-in-email-a-step-by-step-guide/>

<https://corp.kaltura.com/blog/adding-hotspots-to-your-video/>

<https://spott.ai/how-does-interactive-video-work/>

<https://digest.myhq.in/interactive-video-marketing-examples/>

So, what can we do with this? I have been thinking we could use a Radial Menu tagging app to insert our tags on the video of the game, rather than in a table under the player. The radial menu adds a hotspot at a certain point on the timeline, in a position right next to the action of interest. On playback the video stops at the hotspot and lets the student open the icon to see something useful – maybe an audio recording, another small video, or even a quiz or poll. If we can do this, we could create some very fancy interactions better than any competitor.

Note: even with inserting hotspots on video we will need the data to be available in a table, but my thought is that it would not need to take all the screen space that dartfish and other require. Just press a button to view the tags in table format.

**Discussion Topic #3 Smart Tagging**

We have discussed making the tagging application smarter than what we have seen from the competition. I think it is possible. One of the main ways to make it smarter is to take advantage of discussion topic #1 - a longer view timeline. If we think of a game or match as a unique, one-time event our scope is limited. But, if we think of this as just one point on a long term continuous effort to reach a goal, we can add some intelligence to the tagging. For example, if one player has a new technique to learn, we can use tagging to show examples of improvement from the beginning of the year to the end of the year. Another example related to our discussion this morning, a problem with many golfers is poor posture. My coach pointed that out to me, so, what if I could upload video of me showing that my posture has improved. They small video clip can now be a resource my coach can see in the smart tagging app the next time he makes a correction using the tagging app.

Speaking of smart tagging; I did a google search with that term and this is what was at the top of the results list:

<https://www.adobe.com/marketing/experience-manager-assets/smart-tagging.html>

This is not exactly what we are interested in, but it worth some time looking at what Adobe is doing in this area.

**Discussion Topic # 4 Radial Menu**

We are already using a radial menu, but it will need enhancement if this becomes the most important tool in our analysis app. One of the reasons I like the radial menu is it can appear when the user touches the screen at any point, including over the video. Perfect for inserting the hotspots on interactive video.

Our menu will need all the new functionality discussed above, with design improvements, allowing user customization based on various sports and categories, and some asset management intelligence like Adobe offers. This is something that is really exciting. I don’t know if all this it is possible, but it is something that would really stand out in any industry.

A month ago I was searching for example of radial menus, they are still mostly used for games and there are not many good design examples, but here is one I found interesting. If we can make this idea work we will find a great designer for the graphics.

<https://www.youtube.com/watch?v=Zs1qkpF8_tE>

<https://www.youtube.com/watch?v=6rtvNkLmay8>

Source Code

<https://raw.githubusercontent.com/ReaTeam/ReaScripts/master/Various/Lokasenna_Radial%20Menu.lua>