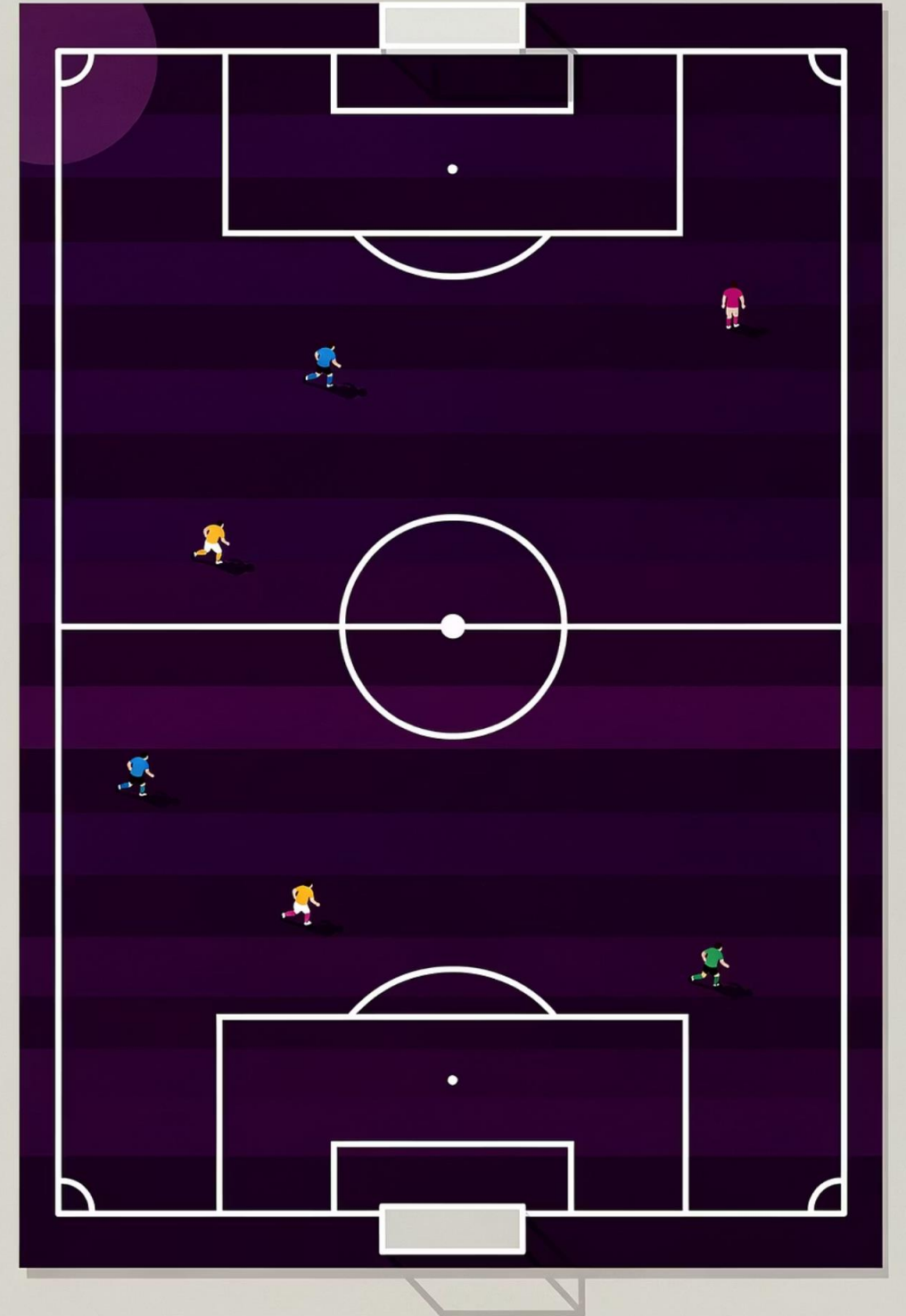


Activity 3: Exploration of Design Alternatives

11th Man — phone app for Football replacement players



Outline of talk throughout



Design exploration

explores design candidates for the app, also different interface and interaction patterns.



Interface Approaches

shows how different interface choices support the main tasks of finding and joining football matches.



Visual Storyboards

Low-fidelity sketches are used to visualize the user experience and map out key interaction points.



Concept Comparison

Compares concepts through an organized approach to identify the best concept to develop further.

Concept 1: Streamlined Match Flow



Lo-fi flow to find and join matches close by

01

Discover Nearby Matches

User opens the app and searches for nearby matches with clear indicators for time, no. of missing players and location of the venue.

02

Review Match Details

User checks the crucial match details that's needed for quick decision-making.

03

Join and Confirm

User joins in a single tap and is guided by the next step instructions and receives immediate confirmation

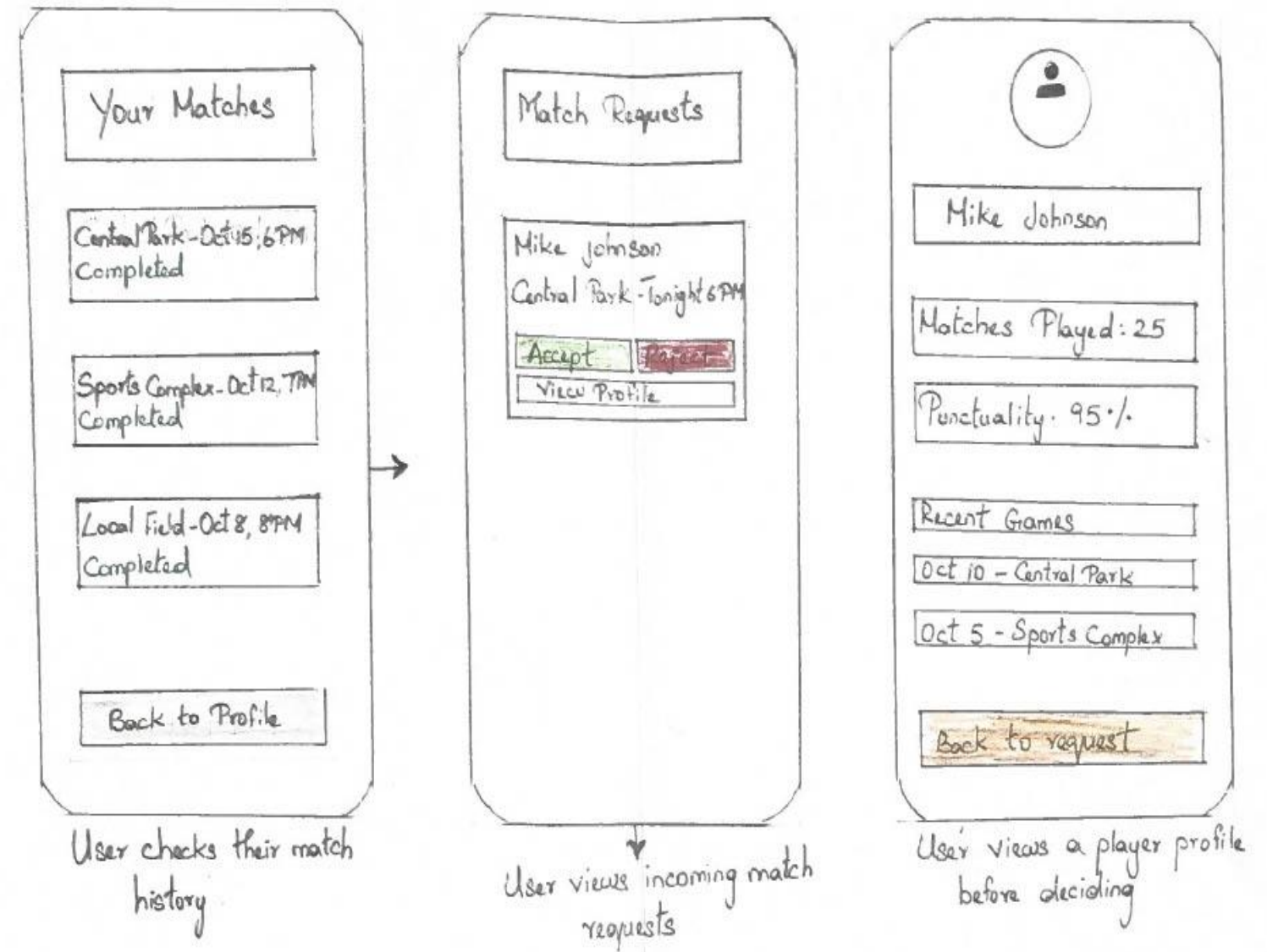
Concept 1 Analysis

Strengths

- **Quick, minimal steps** — app enables users to join a match within seconds
- **Clear screen hierarchy** — Visual layout naturally guides the user
- **Familiar UI patterns** — it aligns with common booking/sports apps, thereby reducing mental toll

Limitations

- **Limited filtering tools** — hard for users to narrow down matches by certain basis
- **Basic player information** — Not much information in the profile, making it harder to tell if it's a good fit
- **Confirmation lacks depth** — Not much guidance on what to do next on the screen post joining



Concept 2: Guided Fill-In

STEP 1
Select Missing Position
Choose the position you need to fill

ST
Striker

CM
Central Midfielder

CB
Central Back

GK
Goalkeeper

Continue

STEP 2
Apply Filters
Narrow down your search

Skill Level
Intermediate

Availability
Available Now

Distance 5km
1km 50km

Apply Filters

Reset all filters

STEP 3
Smart Suggestions
Top matches for your team

MS Marcus Silva CM
★★★★★ 4.5
Matches your criteria

JR James Rodriguez CM
★★★★★ 4.8
Matches your criteria

DC David Chen CM
★★★★★ 4.2
Matches your criteria

AT Alex Thompson CM
★★★★★ 4.6
Matches your criteria

View All Suggestions

A more structured/supportive step by step experience



Select Missing Positions

User checks which position needs filling on the team



Apply Filters

User adjusts search with skill level, availability, and distance vicinity preferences.



View Smart Suggestions

System recommends matching players based on the requirements of the team

Concept 2 Analysis

Strengths

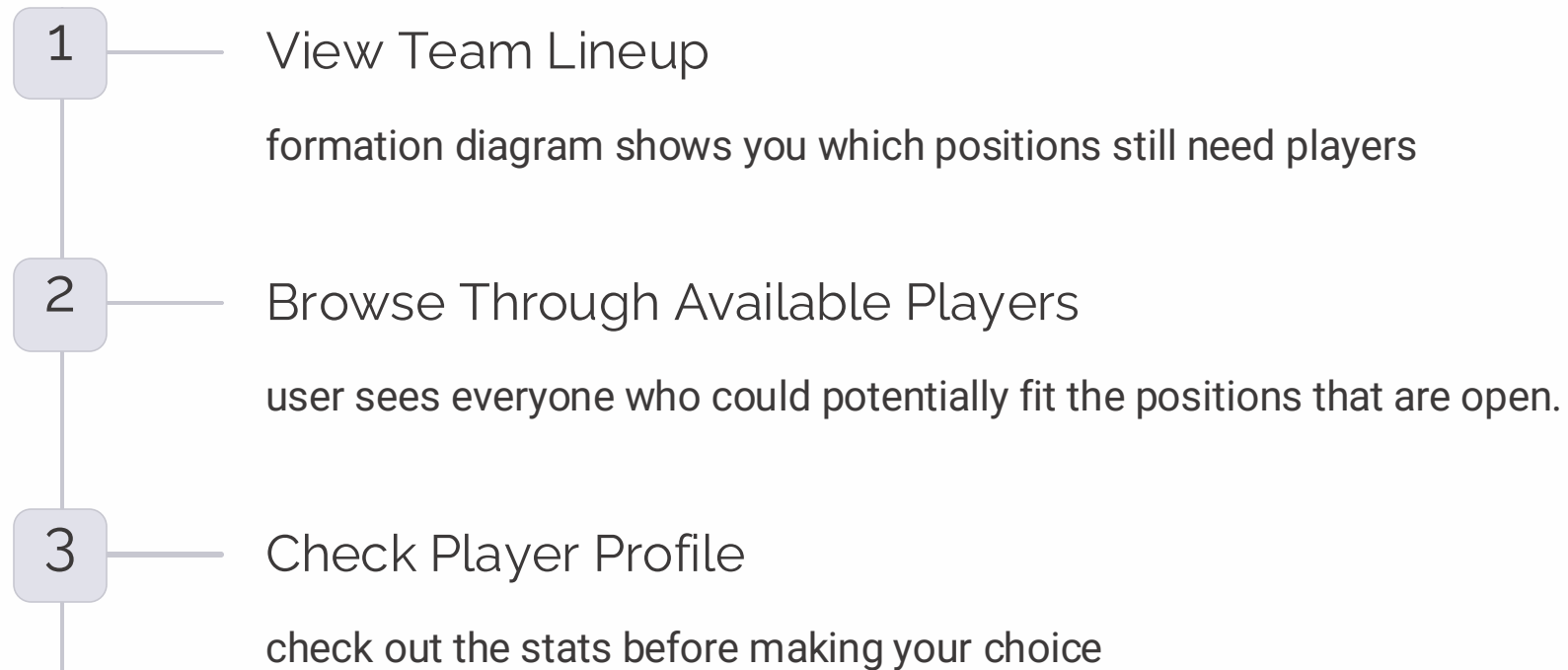
- Highly informative —gives you lots of helpful data to make smart choices
- Helps unsure users —best when don't know what you want , it guides you with options
- **Supports decision-making** — structure flow just simplifies choices , makes option picking easy

Limitations

- **Extra screens slow things down** — more steps equals longer time to complete the task
- **Requires more upfront input** — need to answer questions before seeing results
- **May feel heavy** —can feel like a lot, especially in situations that are time sensitive

Concept 3: Visual Lineup Interface

A map style team layout to pick players for missing spots/roles



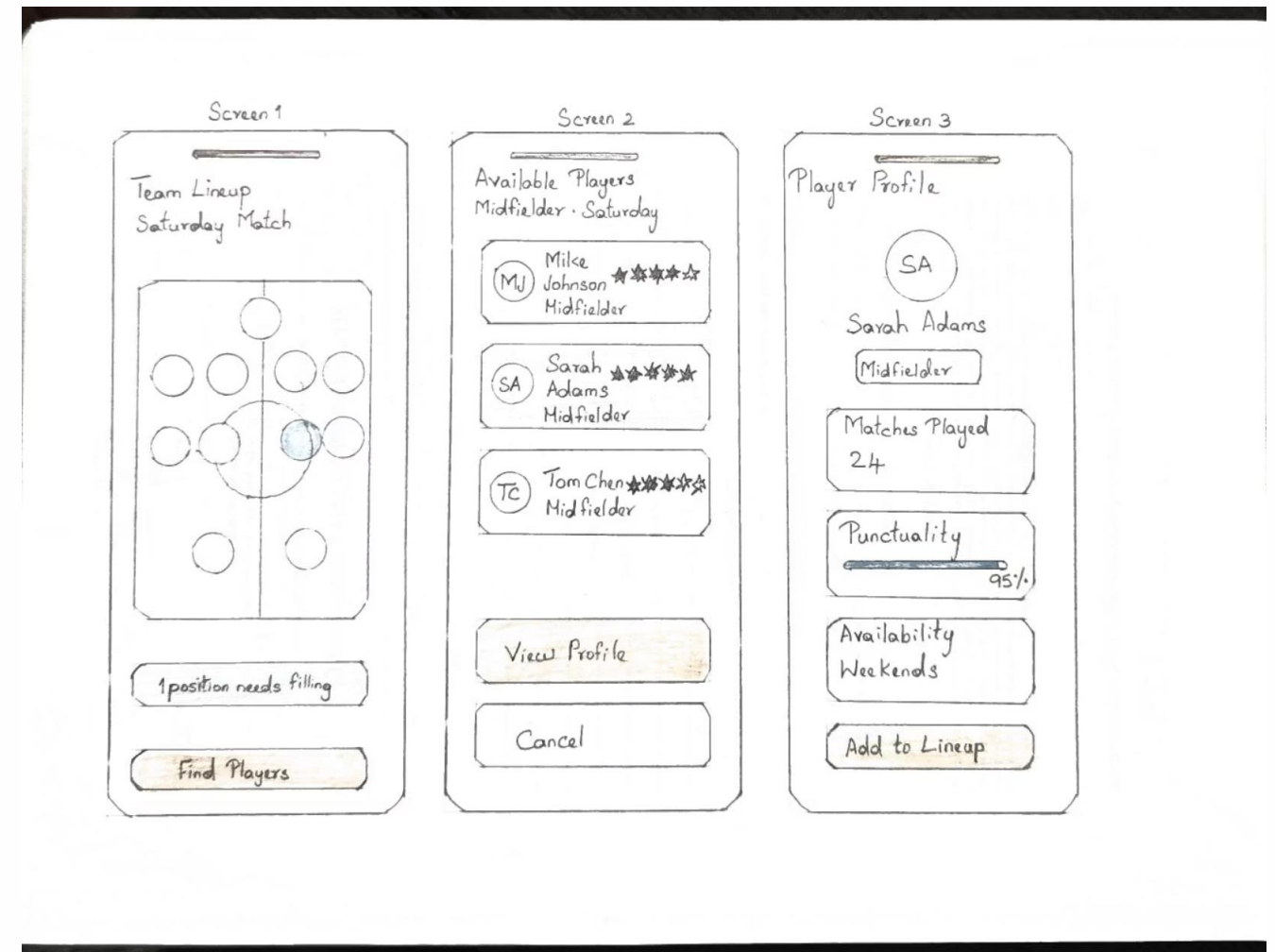
Concept 3 Analysis

Strengths

- **Really visual and so easy to grasp**—it mirrors real football formations
- **You can see the gap spots so easy**—users can immediately see which positions are missing players
- **Perfect for sport lovers/fans out there**—has a strong appeal to all the sport fans as it has formation style presenting

Limitations

- **Pretty tricky and annoying to scale**—you would need different formations (4-4-2, 4-3-3, etc.) which is a mess and complicates the design
- **Complex for quick tasks**—the design basically consumes a large part of the interface
- **Speed**—quick task execution can be affected by all that visual stuff



Poor Alternative: Overloaded

A confusing flow with poor feedback

Visually Overloaded Screens

Screen's way too crowded and you can barely find the main buttons

Unclear Messaging

Confirmation messages are too vague making users not sure if things actually worked or what's to happen next

Interrupts User Flow

Random pop ups interrupt everything and break the natural momentum, forcing users to switch context throughout.

📄 **Why This Fails:** This design violates core usability principles by prioritizing feature quantity over task clarity, resulting in a frustrating user experience.

Poor alt (low-fi sketch)

11th Mon

Home Matches Profile Stats Settings

Create

Find

Schedule

Players

Quick Match

Date

Time

Location

POST

Cancel

Your Stats

24 Games

4.8 Rating

9.2 % Show Rate

Available Matches

Sunday Football

Today 3:00 PM

Central Park Field A

Join

Info

Share

Need 2

Weekend Kickabout

Tomorrow 10:00 AM

Riverside Sports Complex

Join

Info

Share

Need 1

Casual Game

Friday 6:00 PM

Local Recreation Center

Join

Info

Share

Need 3

Activity

Home

Find

Create

Games


Profile

More

9:41

11th Mon Players

All GK DEF MID FWD ?




Marcus Johnson
Midfielder - 4.2★
Available Mon-Wed

VIEW

BOOK

Info




Sarah Thompson Williams
Defender - Rating: 4.8/5
Available: Weekends Only
Last Played: 2 weeks ago

Profile

Book Now

Message

Reviews ★




Alex Chen
Forward
★ 3.9

Call

Message

Share

Book




Jamie

?

!

+



Roberto Silva Martinez
Goalkeeper - Professional
Experience: 8 years
Height: 6'2" Weight: 180 lbs

Available

\$25/hr

View Profile

Quick Book

Schedule


Reviews

Stats

Contact

Share

More



Lisa Park
Midfielder

Book

4.1★

Players

Schedule

Add

Messages

Profile


← Player Profile

BOOK THIS PLAYER NOW

Maybe Later

Add to Wishlist

Share Profile



Marcus Johnson
Midfielder - Age 28
★★★★★ 3.2/5

About This Player

Marcus is an experienced midfielder who has been playing football for over 15 years. He started his journey in local community leagues and has since developed a passion for the beautiful game. His favorite position is central midfield, but he's also comfortable playing as an attacking midfielder or even as a defensive midfielder when needed. Marcus believes in fair play and sportsmanship above all else. He enjoys long walks on the beach, reading philosophical books about the nature of football, and collecting vintage football jerseys from the 1980s. His philosophy on life is that football is not just a game, but a metaphor for human existence and the eternal struggle between order and chaos. When he's not playing football, Marcus works as a part-time librarian and volunteers at the local animal shelter.

Player Statistics

47

12

Why Concept 1 Was Chosen

User-focused reasoning (synthetic evaluation)

Faster Completion Of Main Task
This streamlined approach was picked to help users make faster choices since the flow removes extra steps and keeps focus on finding the missing players

Supports Instant Player replacements
Users who are looking for last-minute replacements are probably more worried about the speed of joining the match than advanced filters or flashy UI

Simpler Under Pressure
When the time is tight (needing players minutes before the game), a clean simple layout helps users to act faster and get things done confidently

Reasons for Selection

Peak Efficiency Amongst The Design Alts
this option best supports the core task , also does it while removing unnecessary complexity from the interaction

Perfect for small screens (mobile)
works great on phones; keeps the important stuff visible without need any scrolling

It's Easy to Learn
basically has familiar patterns, so people can understand it right way

