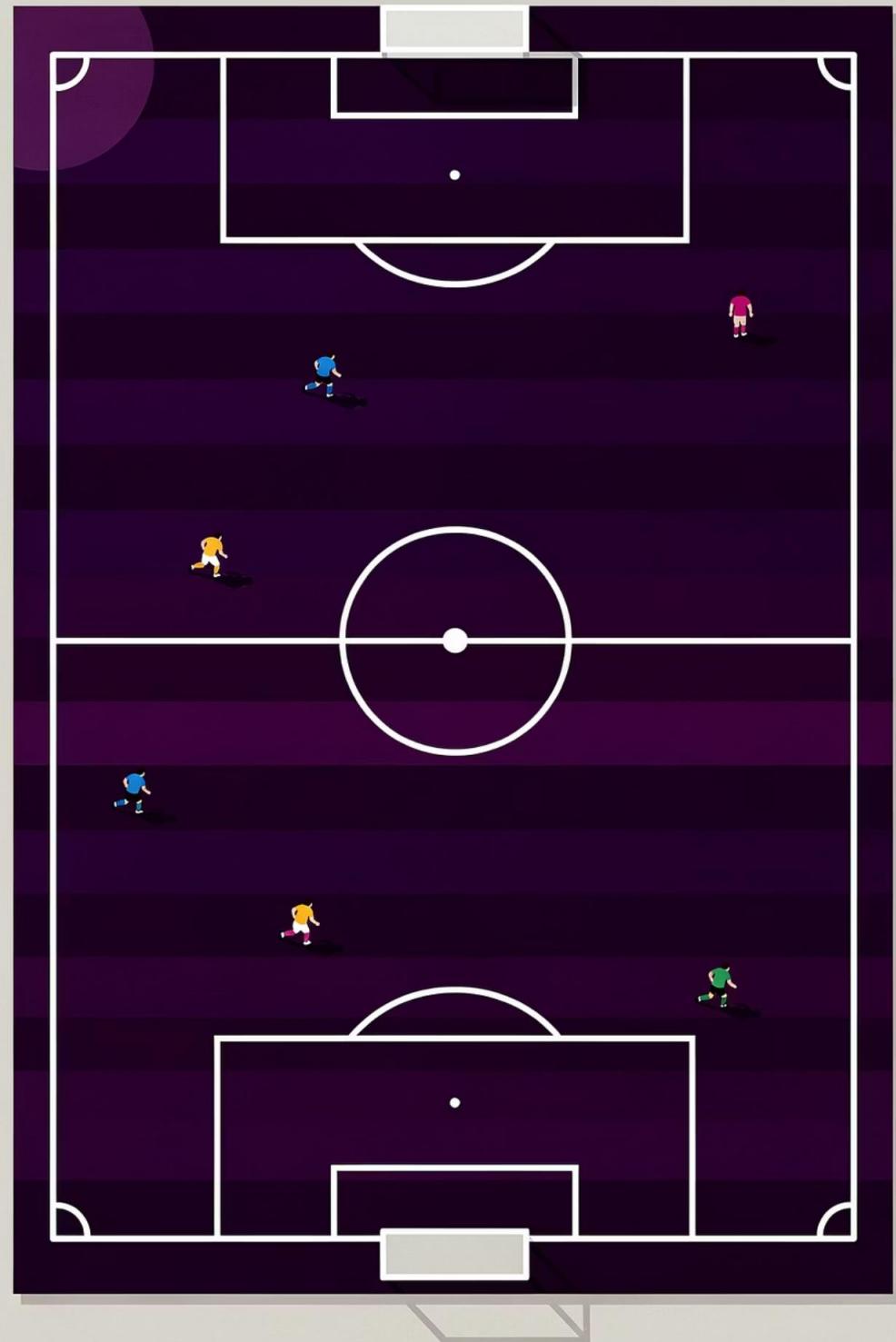


Activity 3: Exploration of Design Alternatives

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.

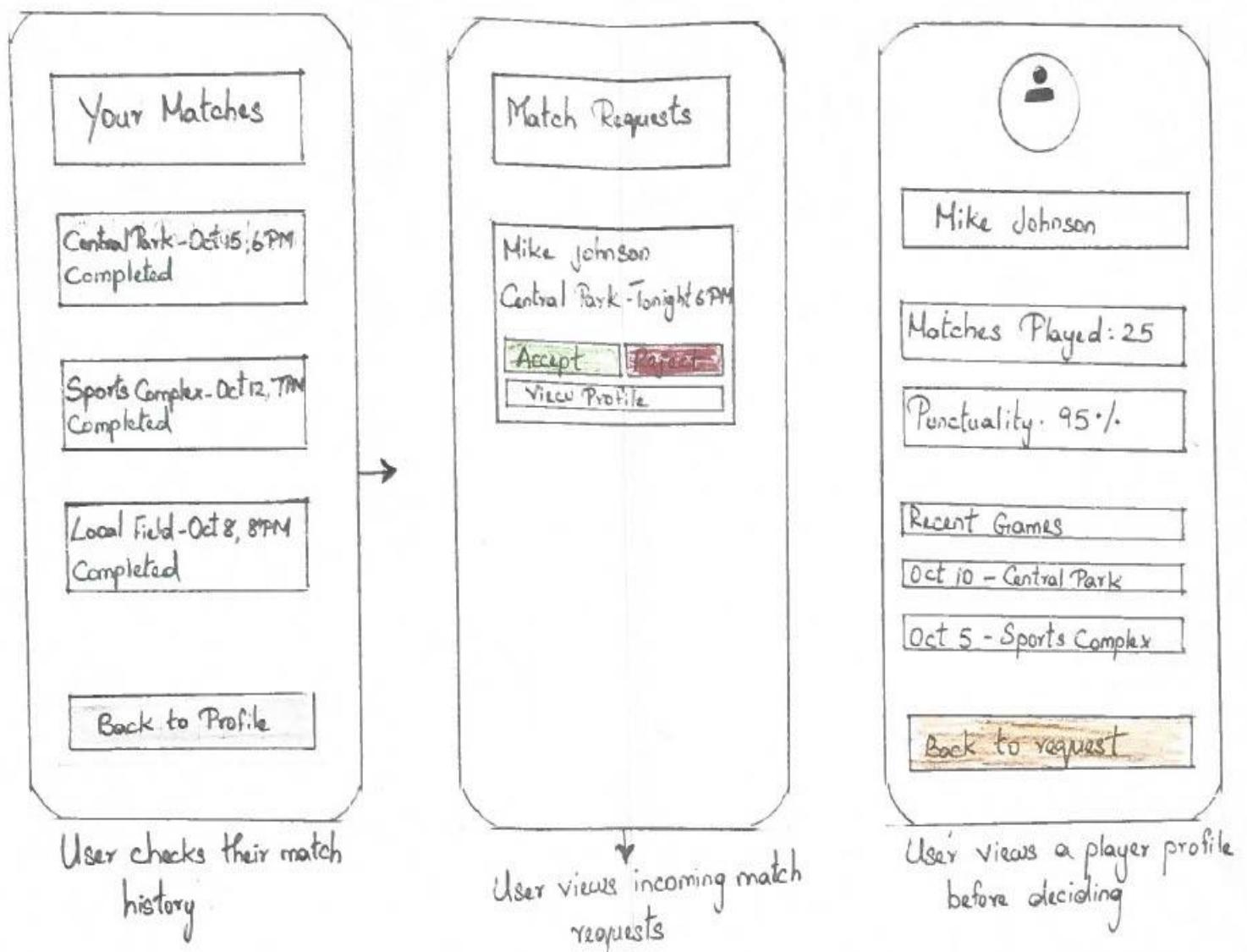
Concept 1 Analysis

Strengths

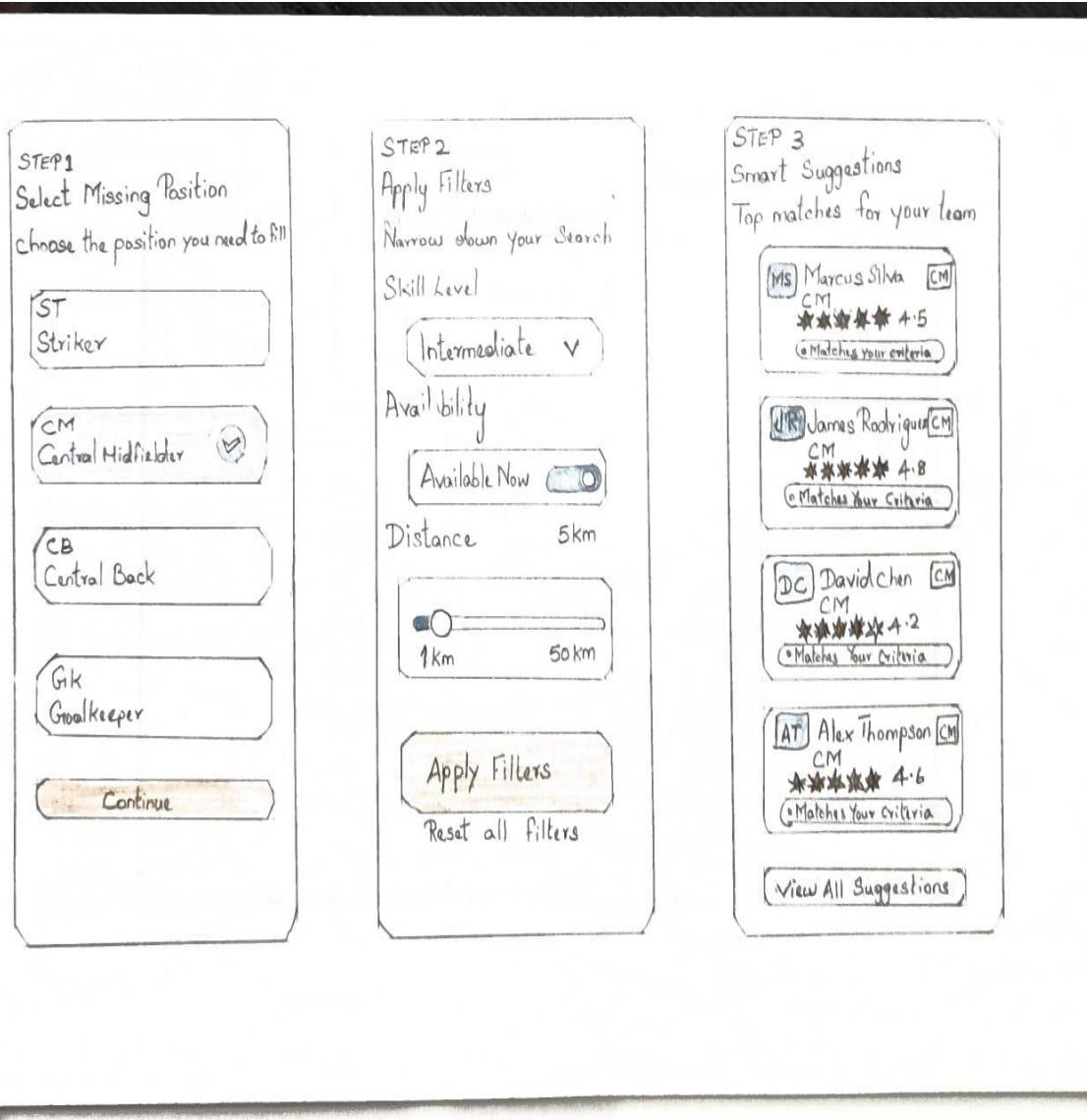
- Quick, minimal steps –** app enables users to join a match within seconds
- Clear screen hierarchy –** Visual layout naturally guides the user
- Familiar UI patterns –** it aligns with common booking/sports apps, thereby reducing mental toll

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



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

- 1 View Team Lineup
formation diagram shows you which positions still need players
- 2 Browse Through Available Players
user sees everyone who could potentially fit the positions that are open.
- 3 Check Player Profile
check out the stats before making your choice

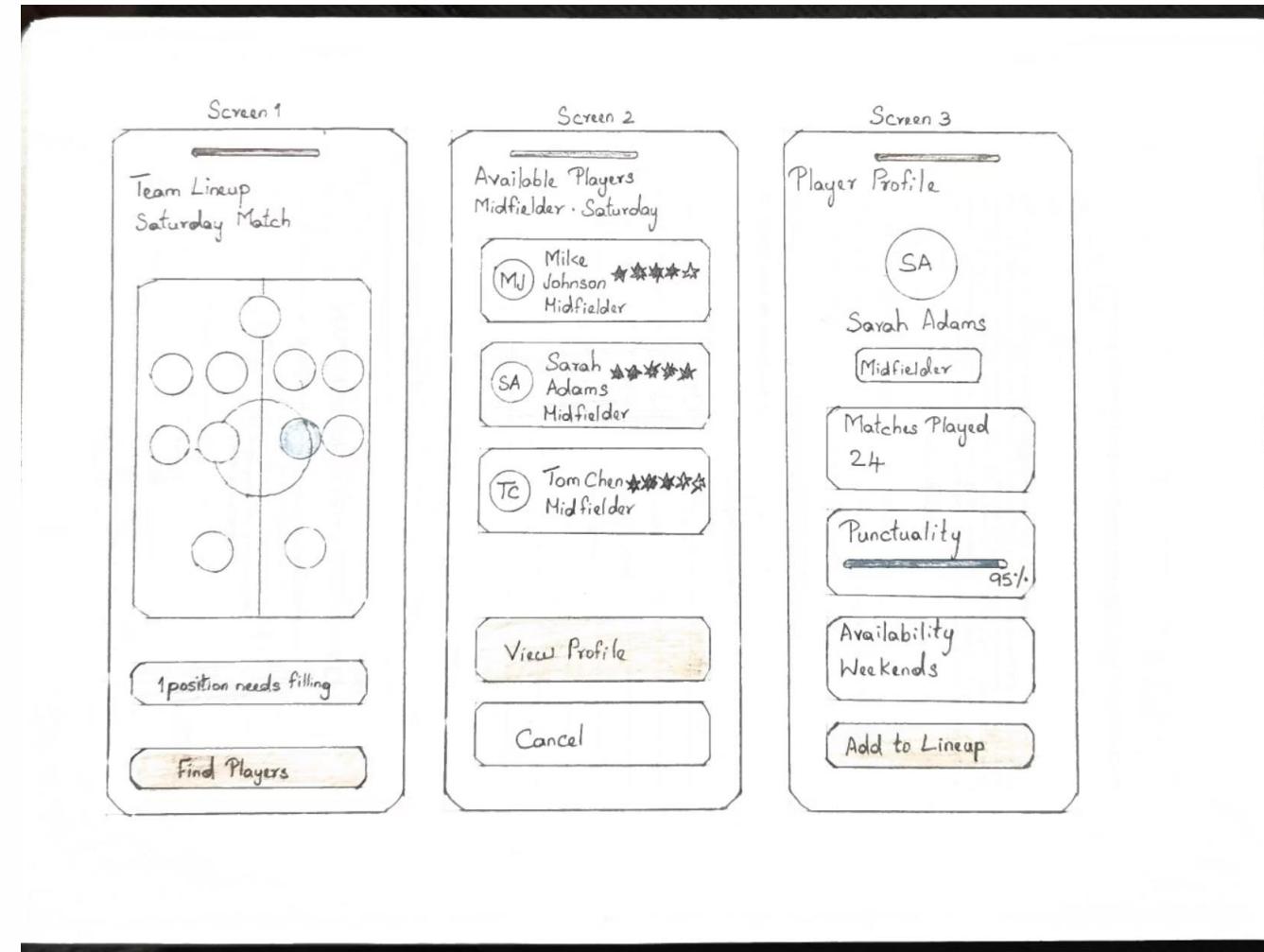
Concept 3 Analysis

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

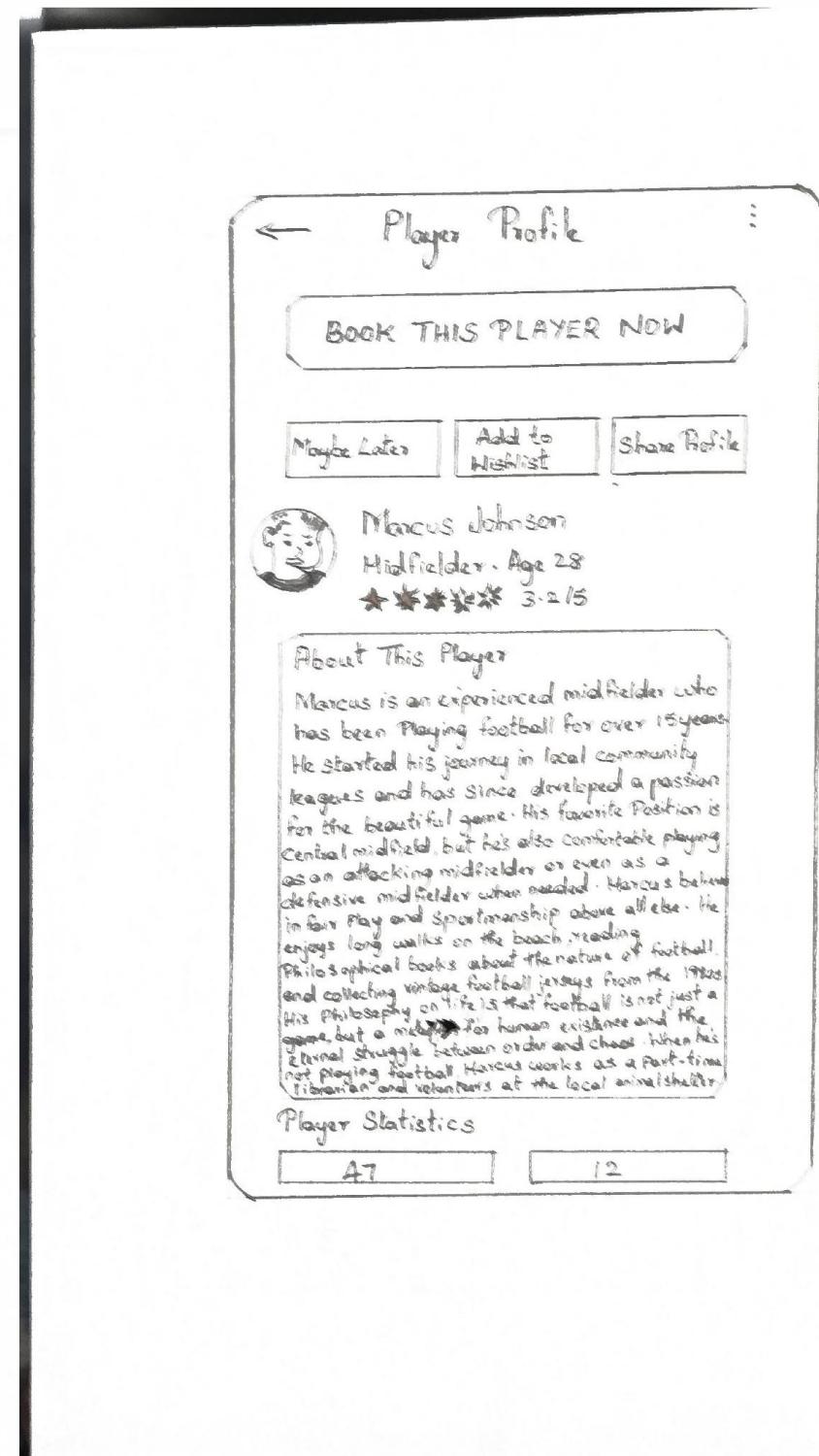
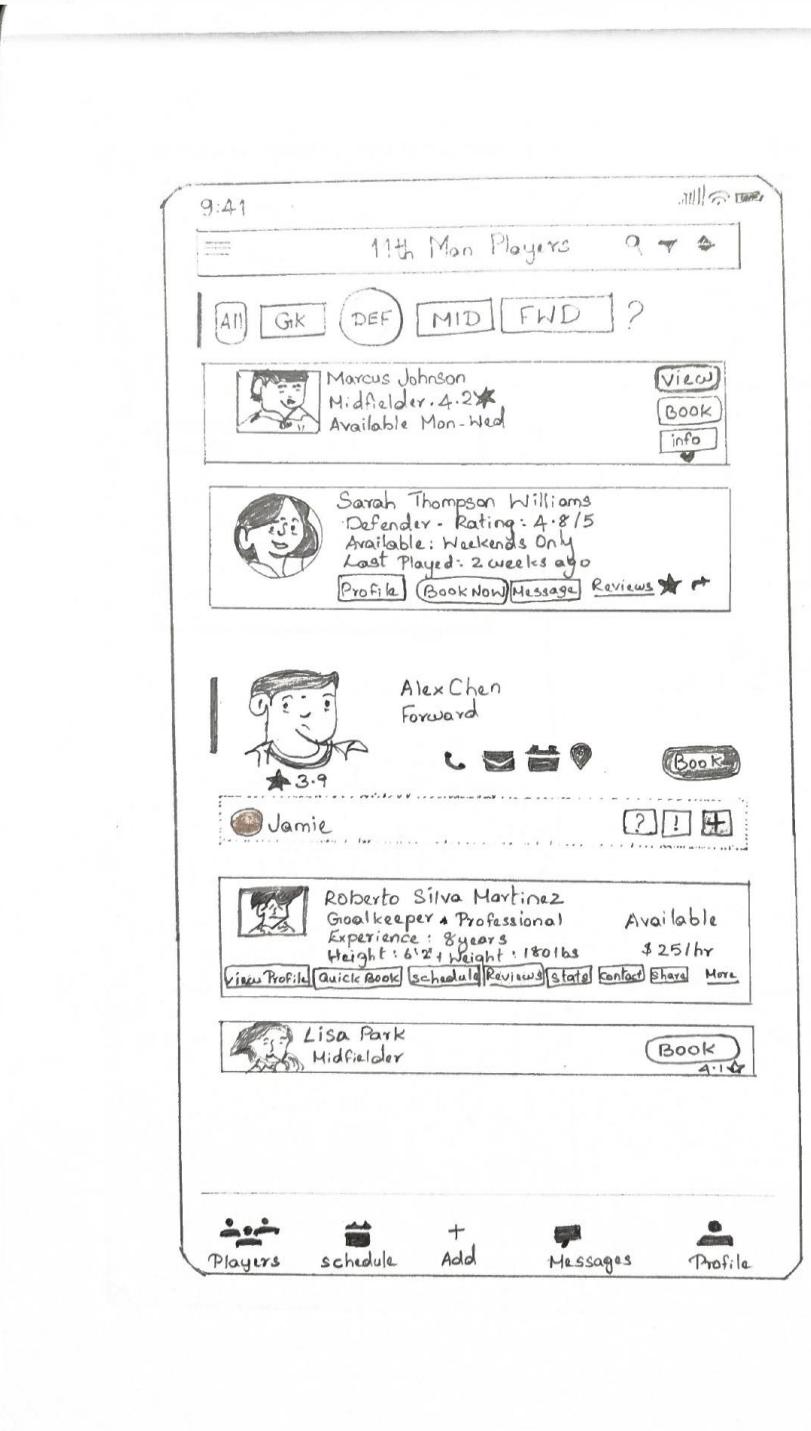
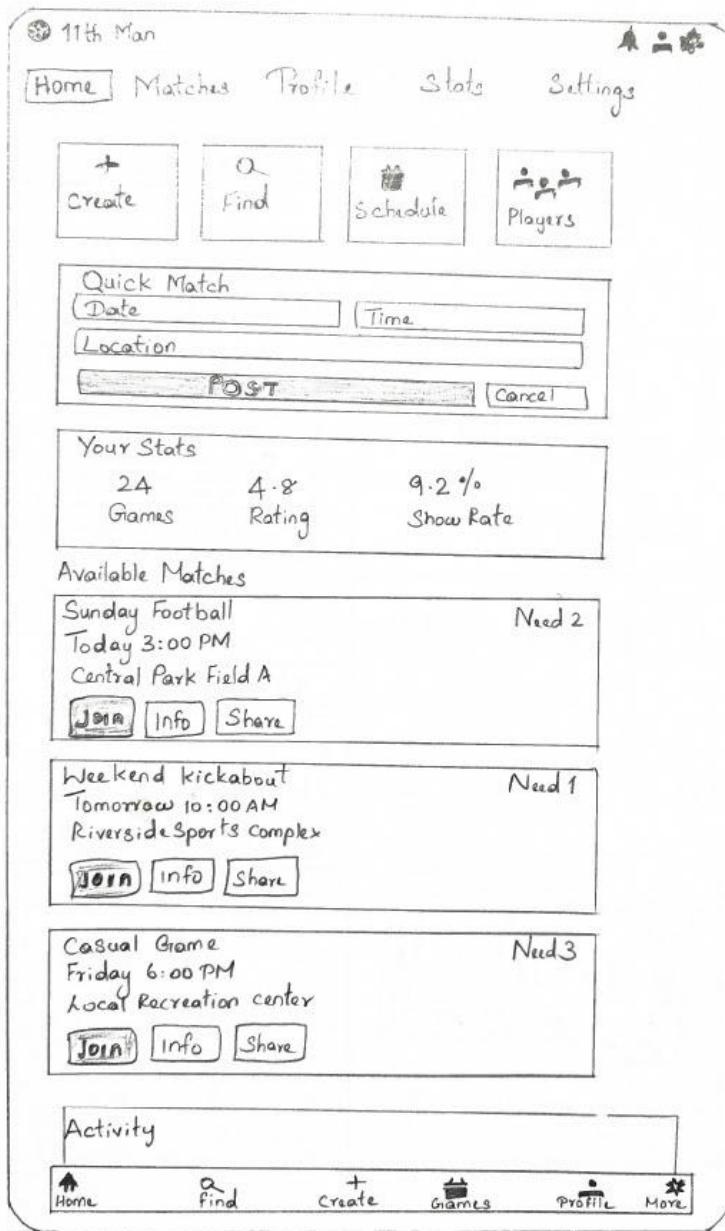
Confirmation messages are too vague making users not sure if things actually worked or what's to happen next

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)



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

