



FROM: Tom Denton

SUBJECT: NYSL mobile app design

Hi,

Our NYSL website has been up for a few months. We've received some good feedback from our players and their families on it. But a number of the kids and parents have been asking for something more useful on their smartphones and tablets. A lot of our families are on-the-go, especially on game days, and they want quick and easy access to the game times and locations, as well as a way to quickly communicate and coordinate with the coach and other parents.

The web pages we had designed for desktop use aren't really the best for mobile use. They're better with a larger screen and they need a good Internet connection, not so great for smartphones on the go.

We'd like you to design and put together a mobile friendly app for our families, but we don't just want a mobile version of the existing website. Parents don't need most of those pages on their mobile devices. Right now, they just want a game schedule app so they can look things up on the run- but they don't want to have to download and install anything. And we in the league want something that is easy to maintain and change, and that works on our different parents' devices, that we can distribute by just sending our families a web link.

I've attached a zip file with the current website so you can find out more about NYSL, and get some sample information and graphics to use when you are putting together the app. But don't let that website influence your design. Start from scratch; we're thinking the main screen for the game schedule app should look more like a scrolling list of buttons with basic game info (like- what teams? when and what playing field?). If you tap an item, the app should show a screen with some more details, like the full address of the field, and eventually a map, but let's leave the map for later.

The very first thing we'd like to see is your design plan. When we worked with the developer of our current website, she sent us a couple of different kinds of documents that really helped us see what she planned to do, so that we could give her useful feedback:

- Mockup drawings showing the basic layout, color and font schemes for the most important screens
- A UI flow sketch with very plain boxes, arrows and labels showing at a glance how parents would navigate between screens
- Some very brief text (a few paragraphs) explaining things not obvious from the drawings

We'd like to see the same thing for this game schedule app, even though there aren't that many screens to worry about. Just put the above into a PDF or a Word-compatible document.

Thanks,

Tom Denton
League Director
Northside Youth Soccer League

