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**May 7, 2019**

**UI/UX Design**

**UI Pieces**

We’ll be designing an app that allows users to check their livestreams, eSports/Sports schedules, chat with others about the game, form fantasy teams, and other features. This is not a livestreaming app, it simply keeps track of and displays news from sports streams.

The Primary User:

The main user of this sports schedule app is people in the age range of 16-30 who enjoy gaming: sports, video, or otherwise. No economic class is specified, as the app is free to use by whoever enjoys sports. Users are assumed to own a smartphone, know relatively how to use it, and have some sort of interest in the content. These users respond positively to scheduled news, lots of new content, and a well-designed interface.

The Secondary User:

The secondary user is the sports and gaming journalists. They should be able to push their own articles and have their own sports blogs that people can follow. Journalists can be in any age range, although this app will be catering to the younger generation of journalists to keep a fresh perspective on blog posts. These users respond positively to power user controls, total customization of their blog, and powerful, yet elegant, interfaces.

I went with a white and blue color scheme on the items mocked up. I think having a white or blue-tinted white theme makes the entire app seem bigger and grander. The fonts are customizable, but for the buttons we’ll go with Arial for that rounded, softer look. The attention is on the content, and any other elements should not be taking up user’s visual attention that much. Key phrases include “explore new content”, “analyze your games”, or “watch your champions”. Font size and space tie into the above point, where buttons and elements should not draw too much attention, so that the user’s visual gravity is taken towards the content and exploration bits, rather than huge fancy elements.