



Pace App

Digital Sketchbook by Sam Brocklehurst



Introduction

Pace is an app which makes getting involved in the beautiful game fast and simple. It is created for players of all levels to find and organise games of small sided football and to track their own statistics.

App Features

Create a game: the app's main feature is to give players the ability to organise their own games of five-a-side. Players can select the time and the place, choose the game type, set a required skill level, and invite their friends.

Find a game: players can join any game that is made public, allowing them to meet new people and help make up the numbers.

Track statistics: stats have become invaluable to the game of football, so the app is also made available on smart watches to allow players to track their own stats including goals and sin-bins / red cards during the game.



Research



Competitor analysis

I'm going to analyse some of the competitor apps within my market by determining their strengths and weaknesses. By doing this, I will acquaint myself with some understanding about how these apps are designed and what features and functionality they provide.

This will help inform my design process, and allow me to create an app which is unique and stands out within the market.





Powerleague

A good place to start my competitor analysis would be with Powerleague, one of Europe's biggest providers of small sided football. Their app allows users to book their own pitch, join nationwide leagues sponsored by Powerleague, and manage their own fixtures.

Strengths

The colours used help to provide contrast between different elements. E.g. normal text is in black or white, while links / buttons are in green. Any links pertaining to the user's account are in pink.

Important features are often placed in their own box with a contrasting background colour or image. This allows user to quickly and more easily access these features.

The app is rich in content, making it very useful for users. The menu provides links to many aspects of Powerleague's different products.

Good use of icons for related items. For example, a calendar icon is used for date input boxes.

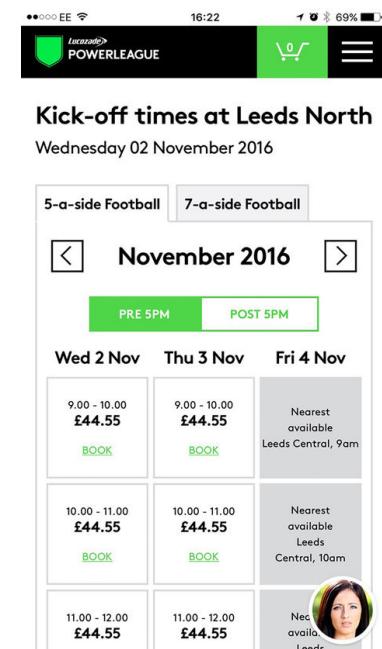
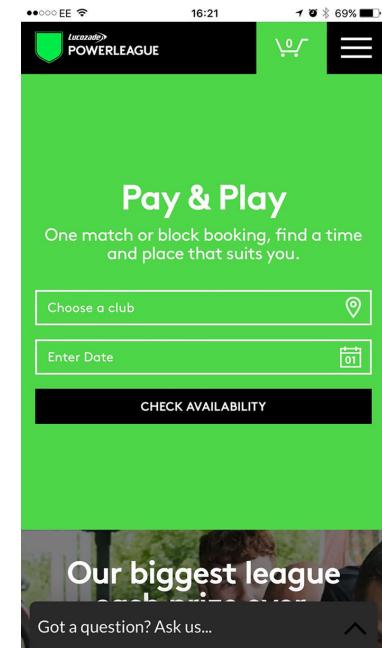
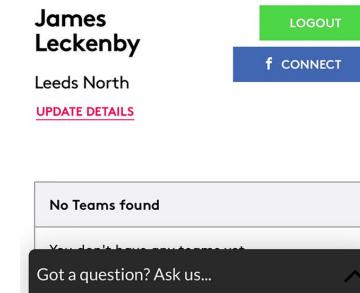
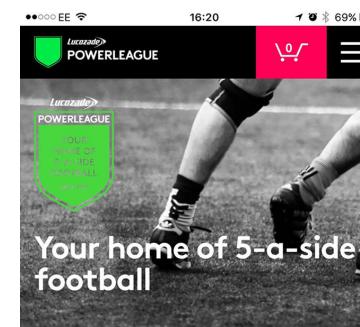
Weaknesses

The hamburger menu is the primary navigation tool for users. This increases the time it takes to navigate around the app. It also makes it difficult to tell what page of the app you are.

Very little information and no images provided about the different facilities that are available for booking. Users have to trust that Powerleague is providing satisfactory facilities, which could be difficult for first time users.

Some pages require the user to scroll to the side, since content is too large to display. This is annoying and time wasting for users.

A lot of the content feels generic, and not tailored to individual users. For example, in order to find out the fixtures and results in your league that you are signed up to, you must enter it in every time you search. Ideally, the app would automatically know which league you are a part of and provide the information accordingly.





Find a Player

Find-a-Player allows users to connect with huge local network of sports people. It's different to Powerleague in that users create their own sporting events, and can invite friends or allow users locally to join.

Strengths

Navigating the app is very easy. The tab bar allows users to quickly access all the important parts of the app, as well as pointing out which page of the app they are on.

The map icons are well designed, allowing users to quickly distinguish what types of sporting events are available in their local area.

Good filter options provided for the events search. This allows users to find the perfect event for them.

The booking process is easy. The app takes users through a step-by-step process to get every required detail for their event organised.

The app allows users to set their own skill level. This is a good feature since users can be invite / join events with a similar skill level, making them more competitive.

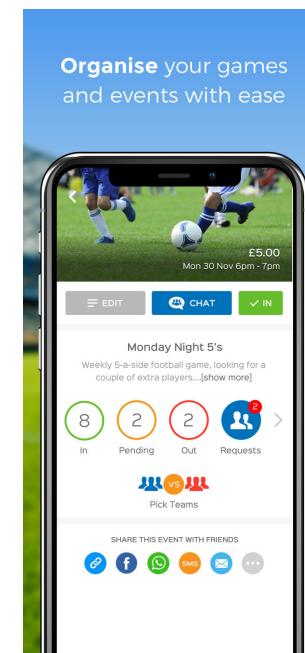
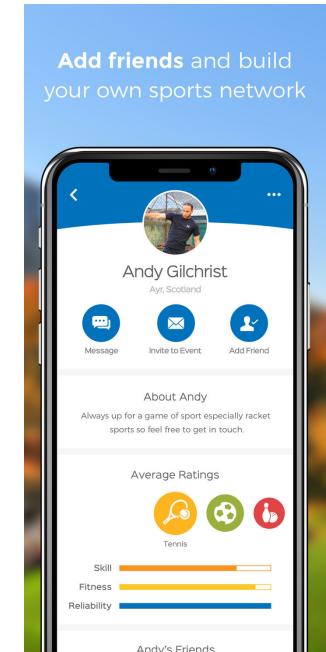
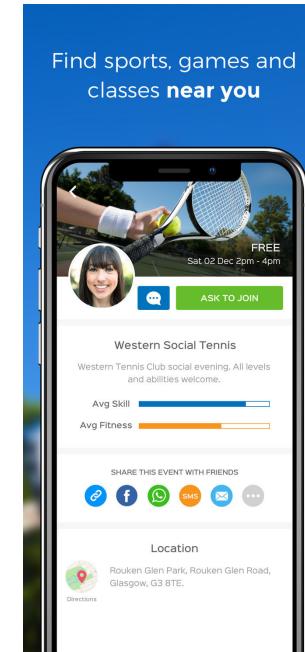
Weaknesses

The map can get quite overwhelming when being used as the primary search feature. There are lots of icons for the different events, as well as the public profiles of users in the local area.

The same colours are used throughout, yet they often relate to different things. For example, on the events page, a blue fill bar is used to show the average skill level. Yet, on the user's profile, a blue fill bar is used to show their flexibility and a orange bar is used for the skill level. This can cause confusion for users, making them misinterpret the data being shown to them.

The app doesn't allow users to view any events that they have attended in the past, or track their own statistics. Ideally, users could see their own as well as their friend's historical events. This could also help to provide some proof of their skill level.

Little information about the facilities at the event, other than an image of the venue.





MyLocalPitch

MyLocalPitch is a booking only app. It allows users to discover venues local to them and book it for a sports event. Users can view and manage their upcoming bookings.

Strengths

Navigation is very easy. All the important pages of the app are in the tool bar, which allows for quick navigation between pages.

The app provides plenty of information for each venue available for booking. This very helpful for users, and allows them to find the perfect venue for them.

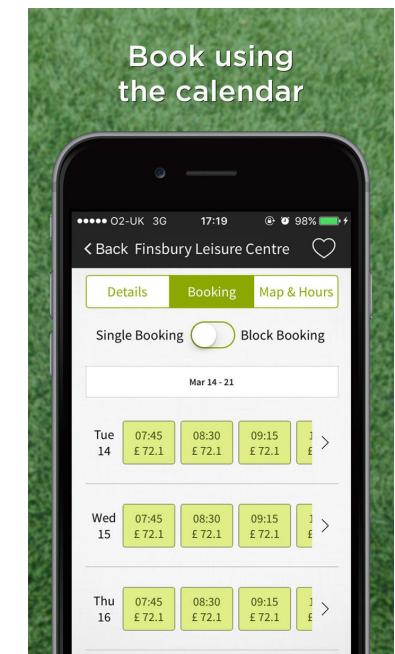
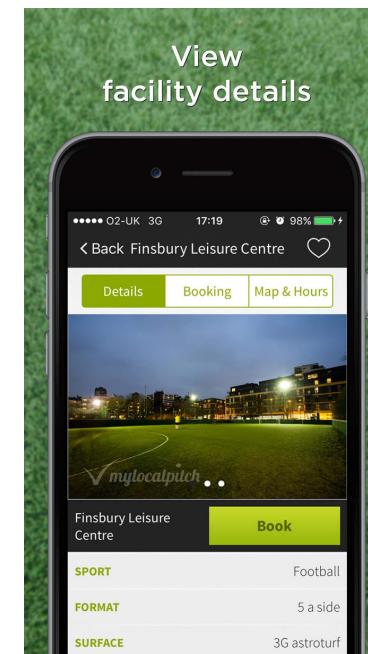
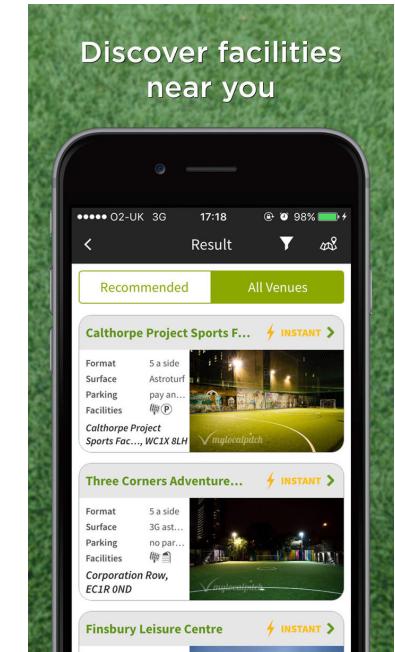
Weaknesses

The main search facility provides poor contrast between the background and the text. The user cycles through the different sports which have venues available to book, but since there is little contrast, users could easily not see these options.

The icons used in the app all look mismatched and disproportionate to each other. Users are likely to notice this poor design, since the icons are displayed in the tool bar at the bottom of every page. This could

leave users with a bad impression of the company.

<https://itunes.apple.com/gb/app/mylocalpitch/id1020056658>





Human Interface Guidelines

In order to understand what makes a well-designed app for iOS, I looked at Apple's Human Interface Guidelines. These guidelines help designers to create apps which integrate seamlessly with Apple platforms.

iOS Design Themes

The iOS section of the Human Interface Guidelines outlines 3 primary themes which must be incorporated into my designs to allow them to meet high expectations for quality and functionality. These are:

Clarity: text is legible, icons are precise and easy to interpret, functionality informs and motivates design, important content is highlighted and interactivity is always conveyed.

Deference: good design helps people understand and interact with content, not compete with it. Content typically fills the screen. Minimal use of bezels, gradients and drop shadows.

Depth: distinct visual layers and realistic motion help convey hierarchy and create understanding. Transitions can create a sense of depth as users navigate through content.

Design Principles

These 6 design principles should help maximise my app's impact and reach.

Authentic integrity: an app's appearance and behaviour should integrate well with its functionality.

Consistency: standard text styles, familiar icons, familiar functions that users will expect and uniform terminology.

Direct Manipulation: users will experience immediate and visible feedback when they rotate their device, or use gestures to affect the content shown.

Feedback: provide appropriate feedback when a user does something in the app. E.g. interactive elements are highlighted briefly when tapped.

Metaphors: increase usability by including real world experiences. E.g. toggling switches, moving sliders, scrolling through picker values. These can all be done on the screen as in the real world.

User Control: designers should include a balance between constraints. Actions should be easily undone, even if they've already

Interface Essentials

Bars: these provide navigations, communicate information, and often include buttons for to help do this.

Views: these contain all the text, graphics, animations and interactive elements. They enable actions such as scrolling, insertion, deletion and arrangement.

Controls: helps to initiate actions and convey information. E.g. buttons, text fields, progress indicators.





Summary

Having covered the essential themes and principles that go into making a well designed app, the Human Interface Guidelines goes into detail about virtually every aspect of designing for iOS.

I won't cover each here, just the ones I found particularly helpful in increasing my understanding for great UX design for iOS.

App Architecture

Modality creates focus by preventing people from doing other things until they complete a task or dismiss a message or view. Should be minimal usage of modality, simple and important in usage.

The 2 main navigation options are hierarchical and flat. My app will utilise flat navigation so users can switch between multiple content categories.

It should be fast and easy for users to get to content. Do this by organising navigation to minimise taps.

User Interaction

Present choices for data entry, to make it more efficient. Using pickers or tables instead of text fields can accomplish this.

Provide reasonable default values, this can speed up the process by minimising decision making.

Visual Design

Adhere to the safe area to ensure appropriate insetting (depending on device and context).

Use visual balance and weight, and alignment to show a hierarchy of importance.

Provide ample touch targets for interactive elements.

Use animation and motion effects purposefully, not for the sake of it. When used correctly they can provide the app with guidance and depth while navigating the app.

Don't allow branding to become obtrusive and take away from great app design. Using brand colours is one way to incorporate consistent branding throughout the app.

Colour can be used to highlight important information, especially when used sparingly.

Colour should be limited and consistent with branding.

A common colour used for interactive elements can help users navigate the app more quickly.

Use sufficient colour contrast ratios to increase readability.

Use familiar terminology that's easy to understand.

Use short and direct text, since it's quicker to read and absorb.

Identify interactive elements appropriately. This could mean using action words like "Connect", "Send" or "Add".

Use an informal, friendly tone and only use contractions occasionally. Use you and your to address the user directly.

Use font weight, size, and colour to highlight the most important information.

Icons and Images

Icons shouldn't be too detailed, since this makes them confusing and unreadable. Instead, make them as simple as possible, while allowing people to easily recognise what they are.



Target Audience

Pace will have a fairly specific target audience, that being people with a interest in football, particularly small sided football like 5-a-side.

Age: it's difficult to narrow this down, since Pace offers different game types for different age groups. The 18-35 age group will enjoy all the fast-paced action that regular 5/6/7-a-side can offer. Whereas, the 50+ demographic will enjoy a more slowed down, relaxed game like walking football.

Gender: participants of 5-a-side football are generally male, but women's only leagues are on the rise in the UK. I should, therefore, create an app which is usable for all genders.

Location: since the app is only available in the UK, my target audience will have to be located there.

Ethics

It's important to consider the ethics of my app designs since, as an designer, I want my app to be usable for all my target audience.

Since football is considered to be a male-dominated sport, it would be very easy for me to cater to this demographic, and not consider the female demographic. However, women and girl's football is on the rise in the UK. The FA says 1.7m females aged 5 and over take part in football events across the country every month, and the number continues to rise^[1].

I should seek to avoid any terminology that excludes certain demographics. For example, using "Player of the Match" instead of "Man of the Match".

All players have different skill levels. This might be because they've just been playing football for longer, and train and work harder at it than other players. It could also not be any fault of their own. It would be unfair to have a team players aged over 50 against a team aged 18 to 25. Likewise, a team of all-women versus a team of all-men might be unfair, since men and women have different physical characteristics and abilities.

My app should allow all players to compete on a level playing field. This would mean incorporating different game types like men's, women's and mixed teams, as well as walking football,

[1] <https://www.skysports.com/football/news/12040/11279988/women-and-girls-football-on-the-rise-according-to-fa>



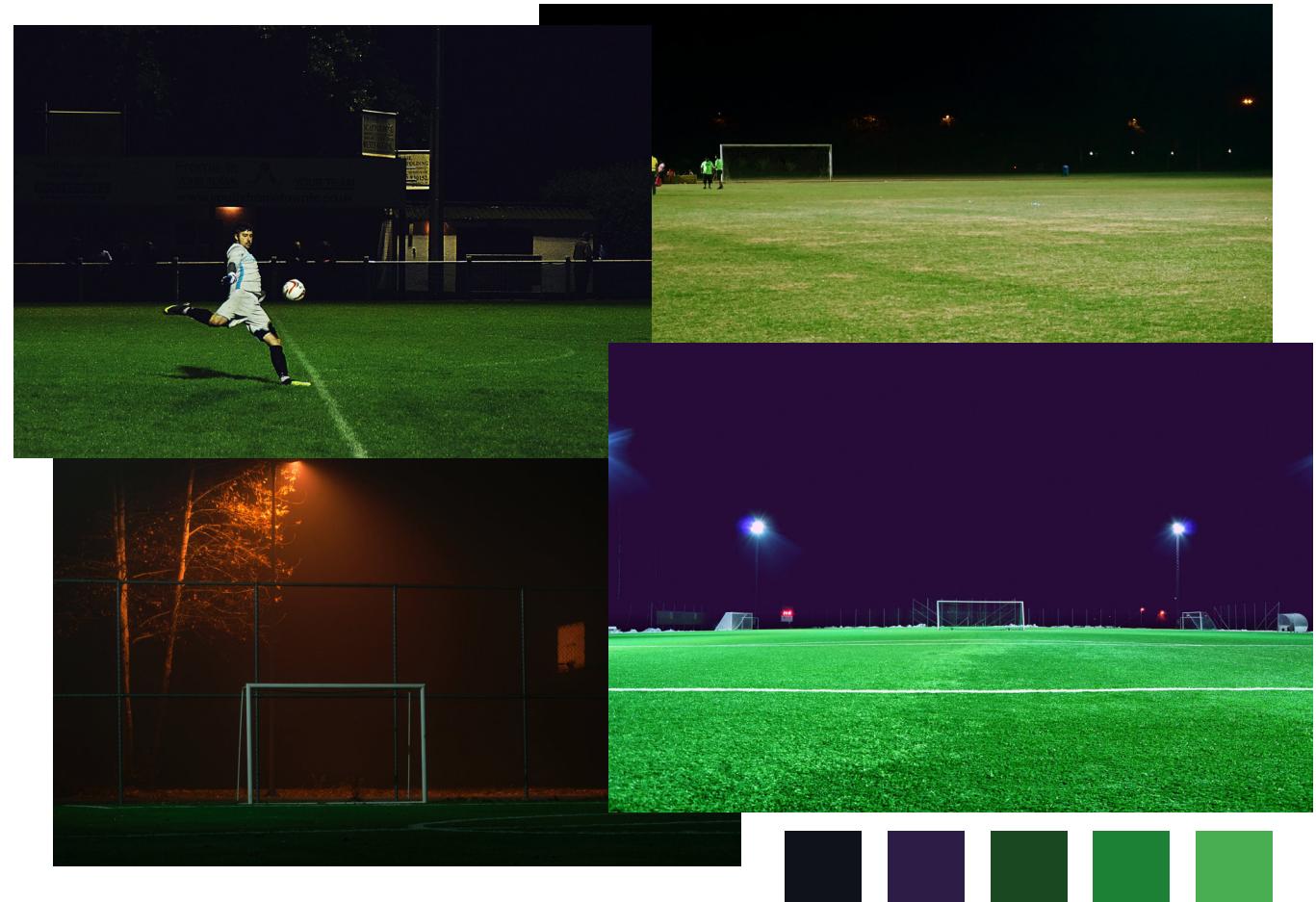
Colour

One way I could make my app stand out with my competitors, would be by using a unique colour scheme. Colours which makes my app look visibly different to other similar apps in the market.

I had the idea having a dark user interface, since this growing in popularity especially among iPhone X apps. More colourful content, like images of venues for booking, stands out dramatically on dark-themed UIs.

I will be using the green of Pace's branding for important and interactive elements. The dark background should help focus the user's attention towards these elements, since there's a great contrast between them.

A dark theme is also a great metaphor for 5-a-side, which is often played at night, in the dark.





Typography

I looked at these fonts because, sans-serif typefaces work well against darker background colours. SF (San Francisco) is Apple's default system font for iOS, and is a very versatile and optimised font for the platform I'm designing for. The other 3 are open source Google fonts.

I decided that out of these 4, Montserrat would be the best choice. My app isn't going to contain large paragraphs of text, just short headings, titles, labels, names of places and people. Montserrat really shines when it's just a single or few words in a heading or a title. The simple, geometric shapes of the letters increases legibility.

Montserrat also comes with many font-weight variations. I like this a lot since I don't think the default regular font-weight is very easy to read on darker backgrounds. So to have a medium font-weight instead is very useful.

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Montserrat



Designing for iPhone X

I don't own an iPhone X and have never used one. So designing my app for this platform is a bit intimidating. As well as reading Apple's guidelines, I researched some articles which might include some helpful tips and recommendations for creating apps for iPhone X, from actual UX designers.

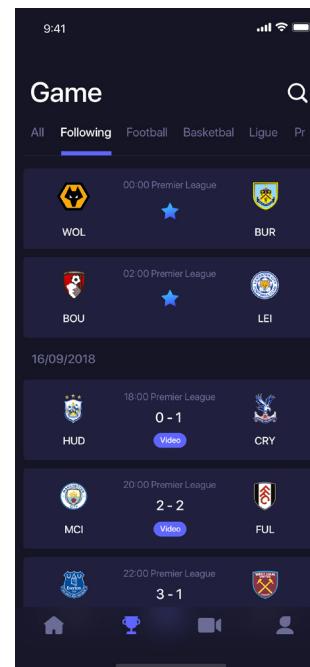
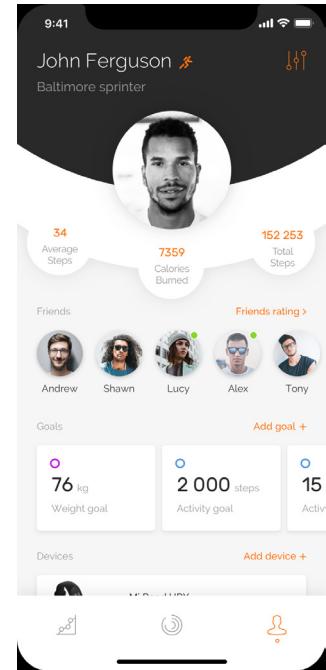
This Medium article I came across outlines several things for designers to things to keep in mind when designing for the iPhone X.

The Screen: the iPhone X is much taller previous generations. This allows for additional content or a menu that, on previous iPhones, would have been too cramped.

The Notch: designers would do well to embrace the notch, and not try to ignore it. By hiding the notch, my app would look smaller than other apps users are accustomed to.

Home Button: designers should be wary of how close to the bottom edge of the screen that content is placed, since it can be obstructed by the home button. To avoid this, I should follow Apple's safe area guides.

Hamburger Menu: the user may be unable to reach all the way across the screen to tap the menu button, which is usually placed right at the top of the screen. A tab bar is a better choice, since it's quick and easy to access each button.





Apple Watch

As well as developing designs for a smartphone app, I'm going to design an Apple Watch app which can be paired the user's iPhone to create an enhanced 5-a-side experience.

I've never designed, or even used, an Apple Watch, so conducting some research in the area will be very beneficial. A good place to start would be by going back to Apple's Human Interface Guidelines and taking a look at their watchOS section.

Like the iOS section, Apple outlines 3 design themes which help designers to create apps that are optimised for watchOS.

Lightweight interactions: the best watch apps support fast interactions with content that is quickly and easily interpreted, accessed and dismissed.

Holistic design: make use of the Digital Crown and Force Touch to let users interact seamlessly with onscreen content.

Personal communication: the Apple Watch is aware of the users presence, so content should always be current and relevant.

A hierarchical navigation seems well suited for my app. I will present the user with a list of options, so each part of the app is quickly and easily accessible.

Apple's guidelines recommends that the app's background be black, so that it blends seamlessly with the Apple Watch bezel, creating an illusion of an edgeless screen.

Colour shouldn't be the only way to convey interactivity. A rounded, rectangle box is usually the primary means of indicating an element is interactive.

I will use San Francisco (SF), the system font for watchOS, as the app's typeface. Apple has designed this font to be legible at very small sizes which is useful.

Usage In-game

One unique selling point of my app is the ability for users to track their own statistics during games. The way this is done is through the use of an Apple Watch.

During games, players can record any goals scored, as well as disciplinary stats like sin-bins or red cards. Tracking the time remaining in the game, and current score is also an

important aspect of the watch app.

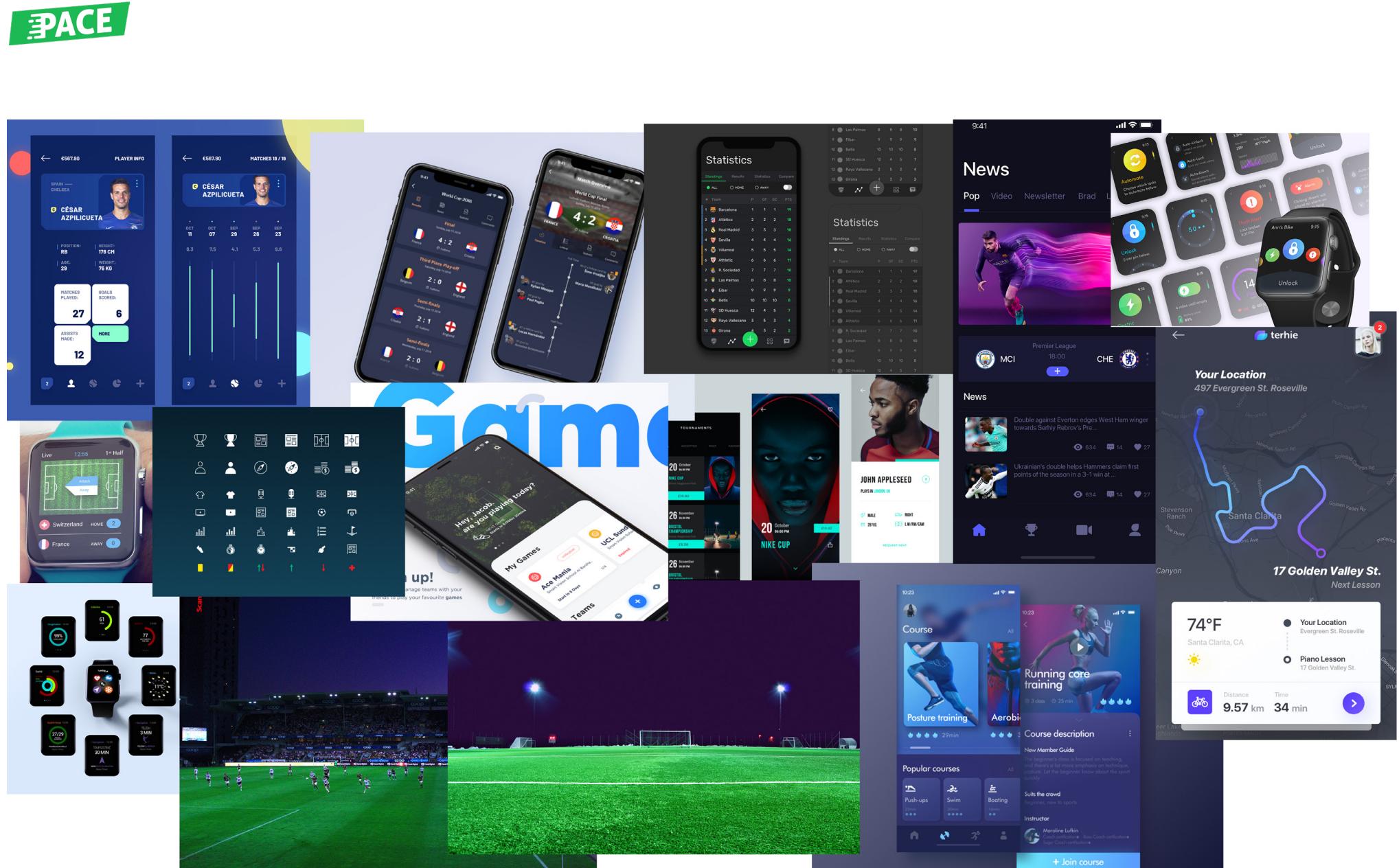
Since the app is meant to be used during the game, these features need to be very made available to the user very quickly, so that there doesn't have to be any pause in play to allow players to use the app.

One way I could do this is by colour coordination each of these features, so that it's easy for users to just glance at the screen and know which feature they are trying to access, without having to stop and read any text or figure out what each icon is.



SPACE

Moodboard



SPACE

Wireframes



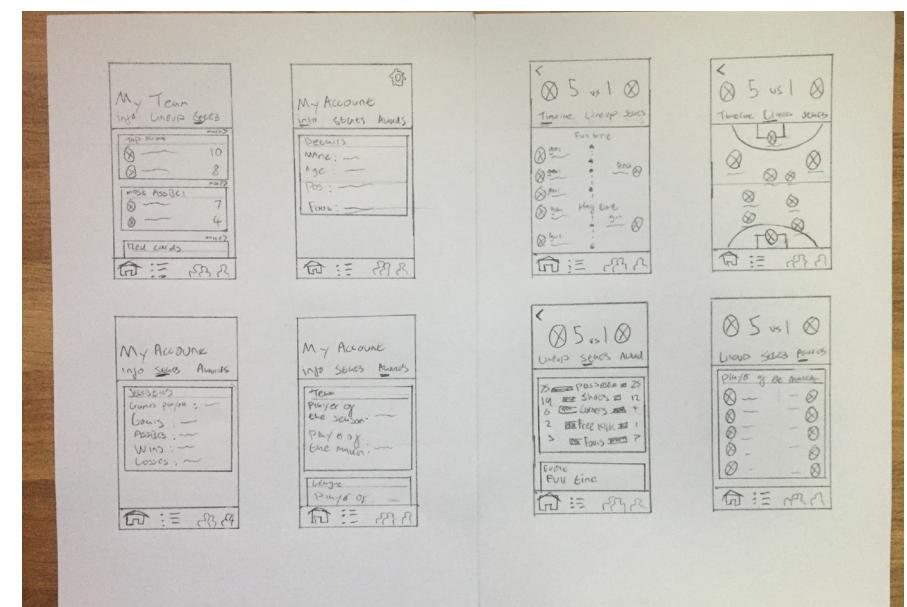
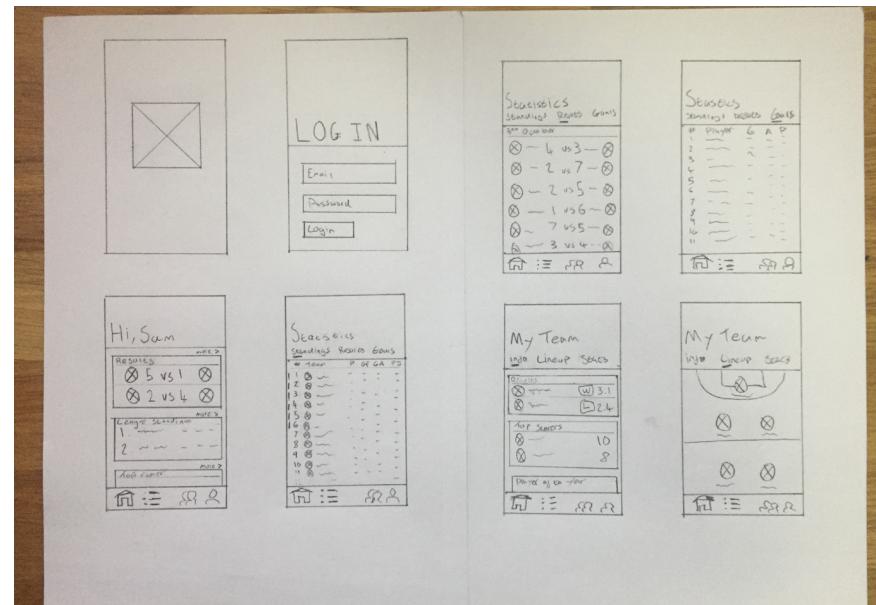
Version 1

The first set of wireframes were produced before I had conducted any real research. They were designed to give me an initial idea of the sort of content my 5-a-side companion app could include.

Feedback

The feedback I got was that the app's content focussed too much on stats. It would be too difficult to collect all that data during a normal game of 5-a-side.

This wouldn't create the engaging user experience that I wanted for the app.





Version 2

I agreed with the feedback I received, and for the second set of wireframes I tried to create a more fun and appealing user experience. I focussed less on stats and more on five-a-side as a whole. I also conducted the research that is in the previous section of this sketchbook.

I added a find-a-game feature here players can use an interactive map to find games that are close to them.

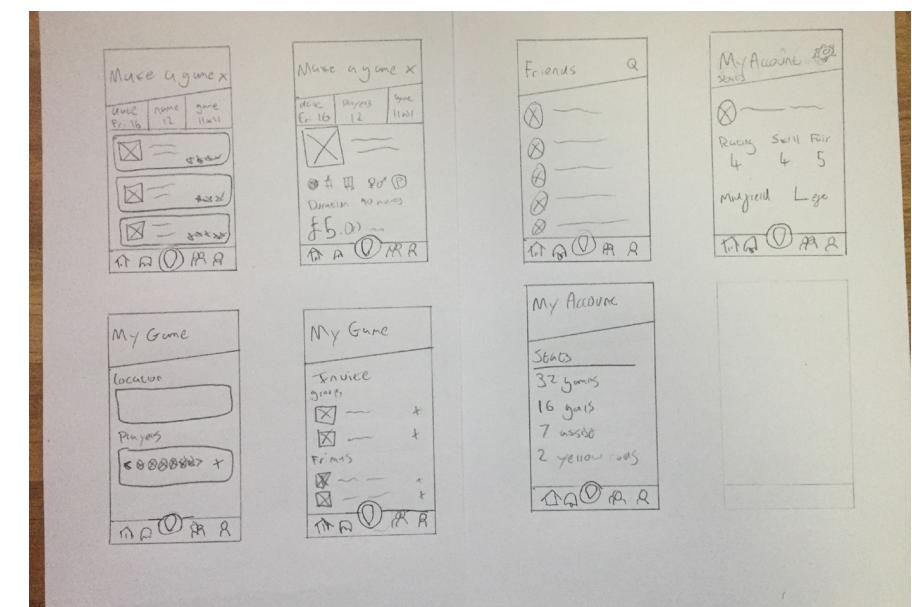
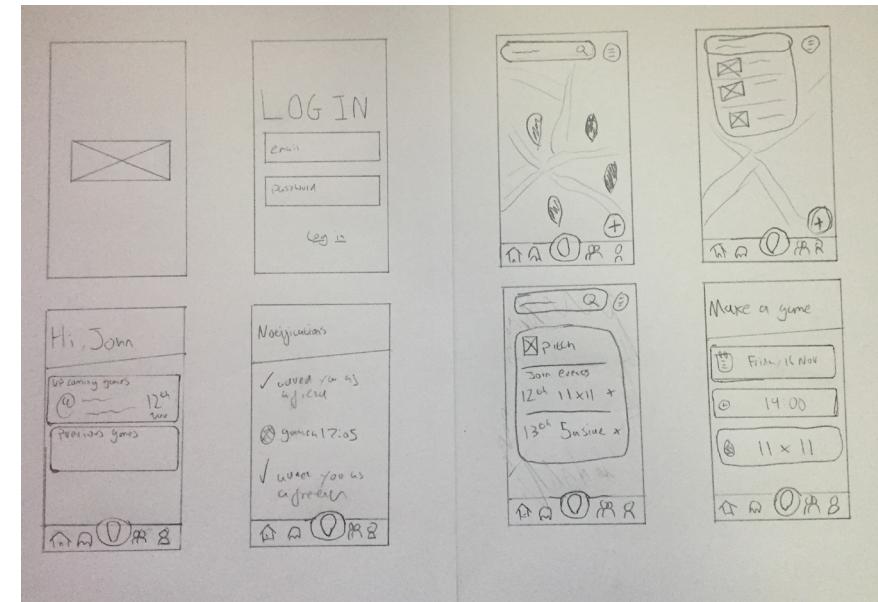
Users can also use the make-a-game feature organise their own events. Players can choose the location, date, time and game type.

Feedback

After conducting some user testing on my version 2 wireframes, I got some key feedback on how I can further improve them.

Users said that some of the pages felt too cramped, and that content could be spaced out a little better.

Other feedback was that a lot of the pages looked the same, meaning some users seemed to get lost while testing the Marvel app.





Version 2.5

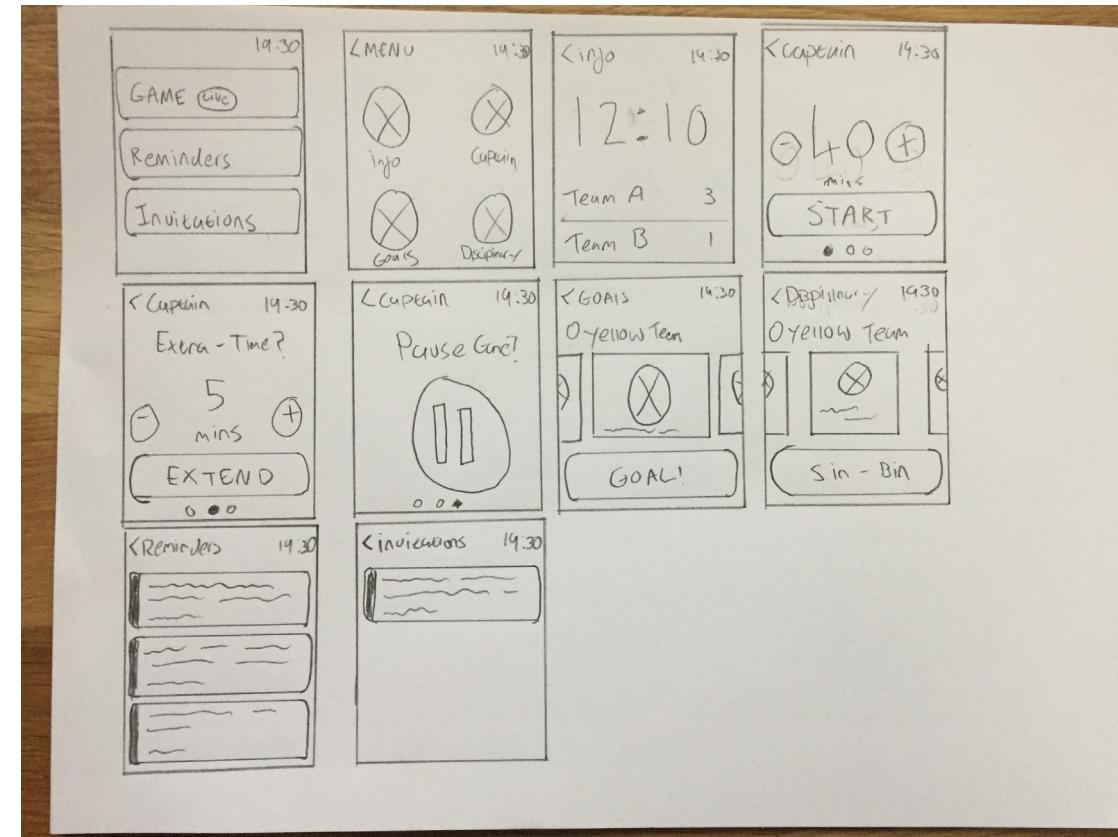
I still wanted to keep the statistical aspect of the app, since I thought this feature would give the app a unique advantage over its competitors.

A great piece of feedback I got was that players could pair their smart watch to the app, allowing them make their five-a-side games more interactive.

Players could use their smart watch to see match information like the current score and time remaining, as well as allowing players to record stats like goals scored during the game.

Admins, or “Captains”, of the game could use their smart watch to make last minute adjustments to the time of the game, pause the game clock or add on extra time if the game has already finished.

I did some research into the Apple Watch and its OS, and produced these wireframes.





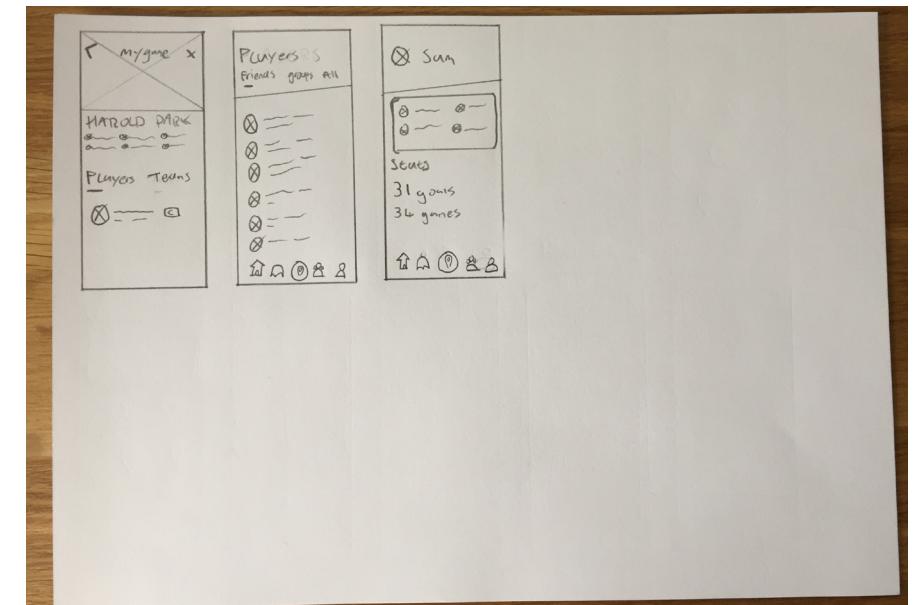
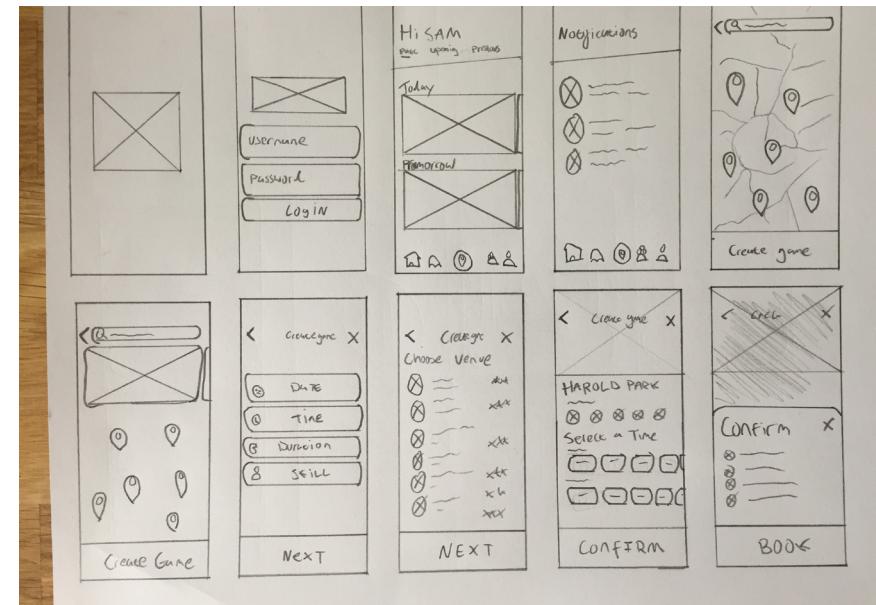
Version 3

I took into account the feedback I received on my version 2 wireframes, and made some important changes.

The major change I made was to design for iPhone X, rather than iPhone 8. The iPhone X's lengthier form factor allows me to place more content on the screen, creating a better functioning app and more engaging user experience.

I originally decided against designing for iPhone X, because I wasn't very familiar with the platform. However, with this feedback in mind, and the fact that most online resources for iOS are now only appropriate for iPhone X, this change made a lot of sense.

I changed the styling of some of the pages, to help differentiate them. This should help to give the user a better sense of where they are within the app. It also give the app more depth, with pages changing appearance as you go navigate.





Development



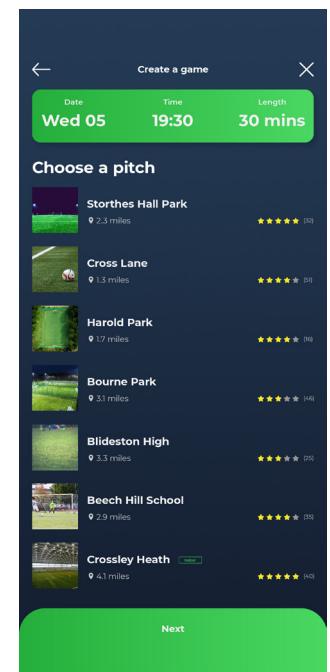
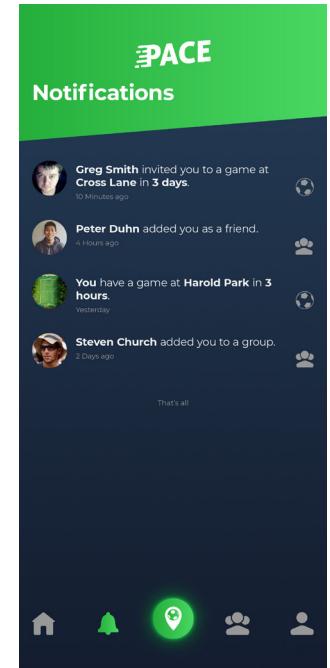
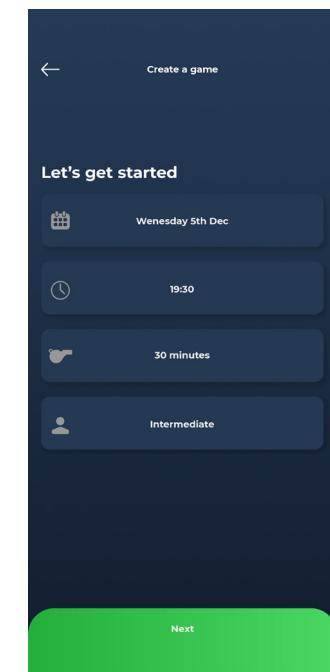
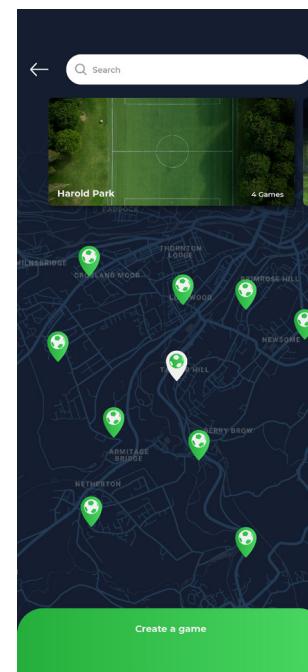
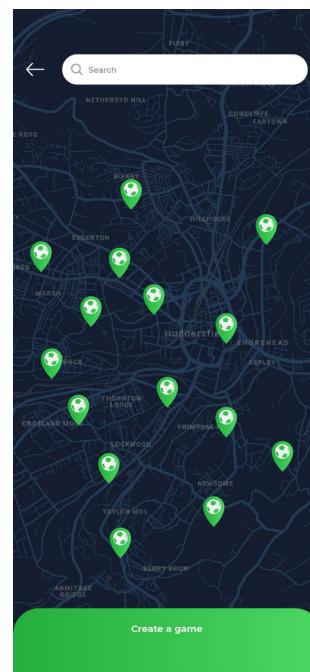
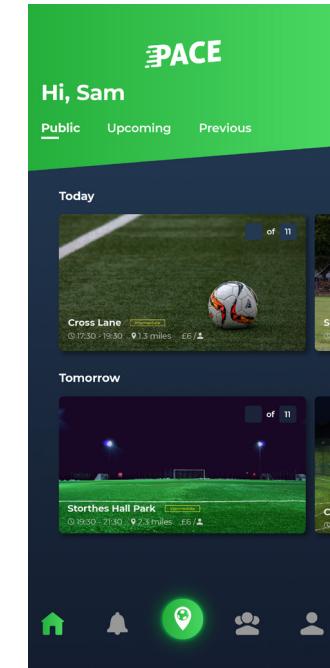
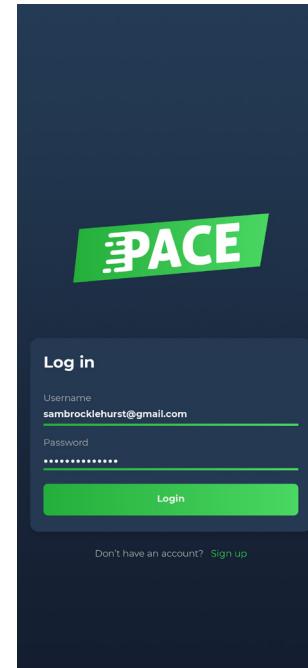
Version 1

Initially, I focussed on designing the key features of my app, this included the find a game and create a game screens, as well as the more basic features like the home and login screens. I did this so I could get some feedback on the colours, typography and layout, before I continued to design the rest of the app.

The feedback I received was generally positive. The content and layout looked good and was fit for purpose. The main issues were:

Colours: the dark blue gradient worked on some screens but, for the create a game screen, there wasn't enough contrast between the background and the input box. Likewise, the dark grey colour for the most of the icons looks a bit dark and mismatching with the background colour.

Font size: some of the text was too small in comparison with the platform I was designing for (iPhone X), and wasn't very legible.



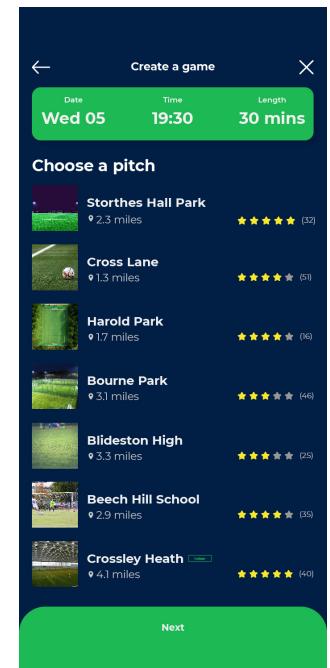
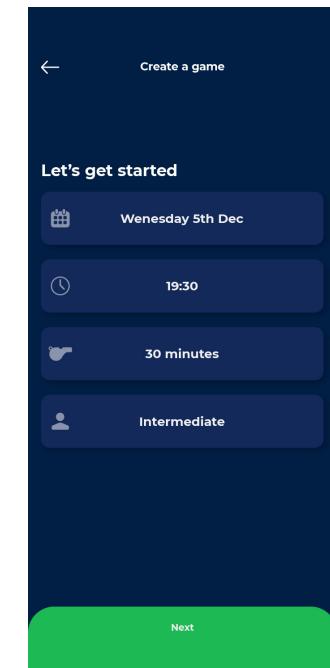
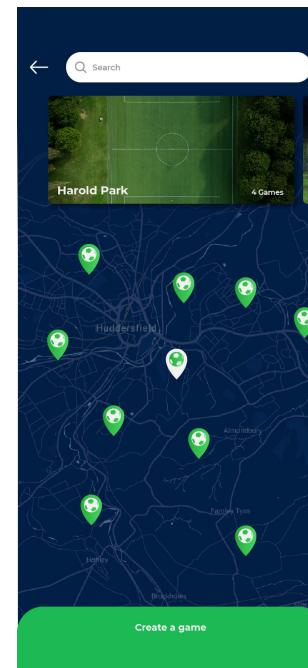
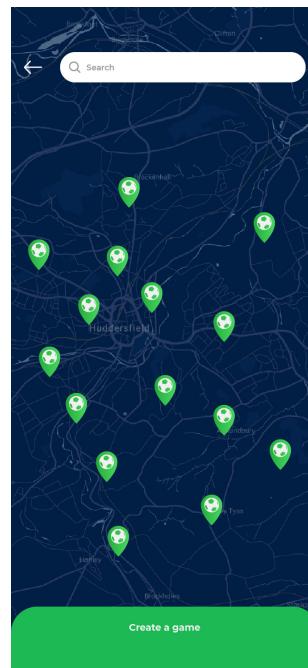
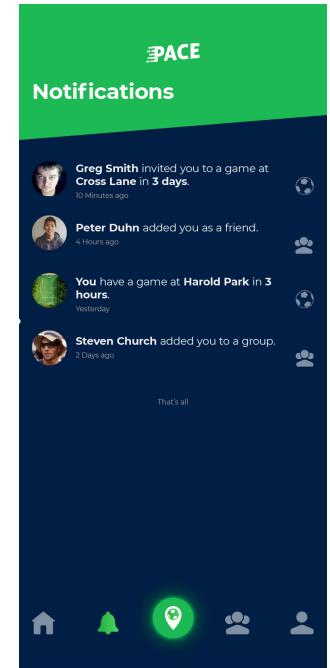
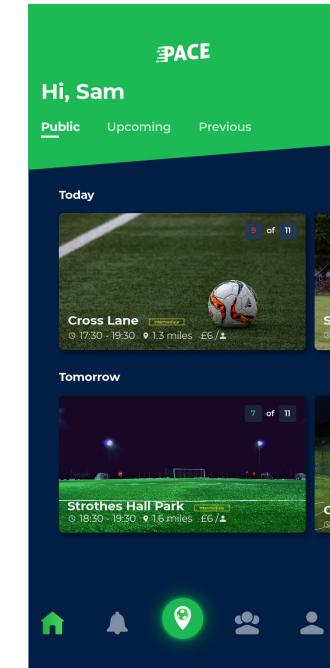


Version 2

I agreed with all the feedback I received on my version 1 designs. I went back into Illustrator and experimented with some different colours, still maintaining that same dark theme that I set out to achieve in my research.

I settled on a single dark blue colour for the background of my version 2 designs, which differed from the gradient background in my previous version.

I changed the size of the text that was too small. This change will definitely improve legibility.





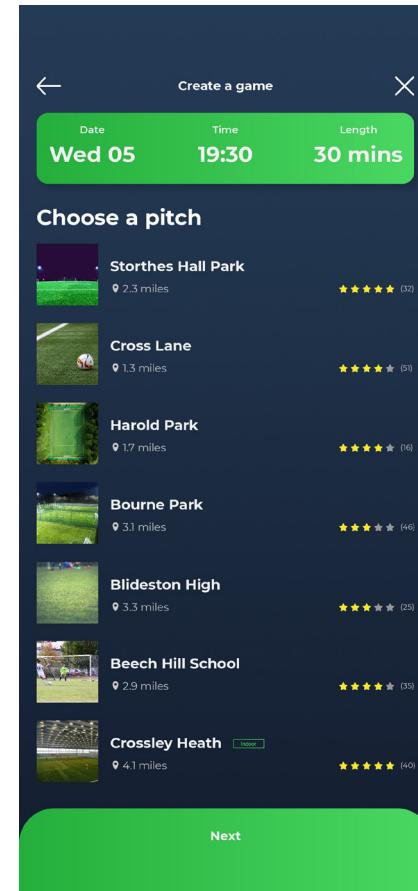
Font Size

I increased the font size for some of the text, which in the Version 1 was too small.

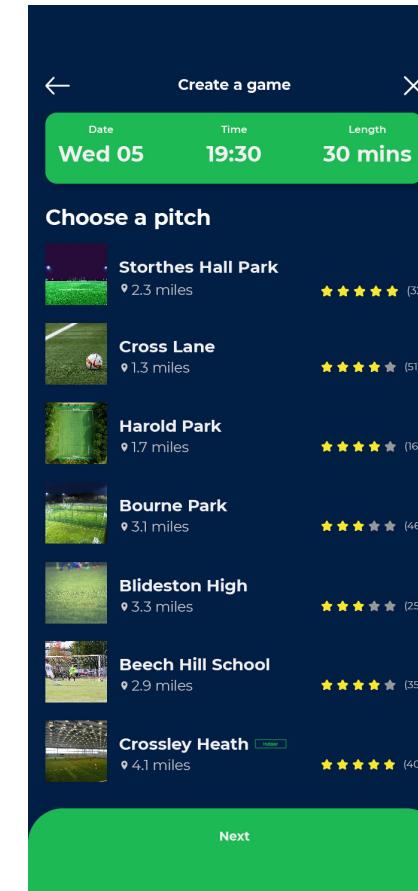
Specifically, I increased the pitch names from 24pt to 28pt and the sub text from 18pt to 22pt.

I also scaled up the pitch rating stars and number of ratings.

These changes help increase the legibility of the text in the app, making it more user friendly.



Version 1



Version 2



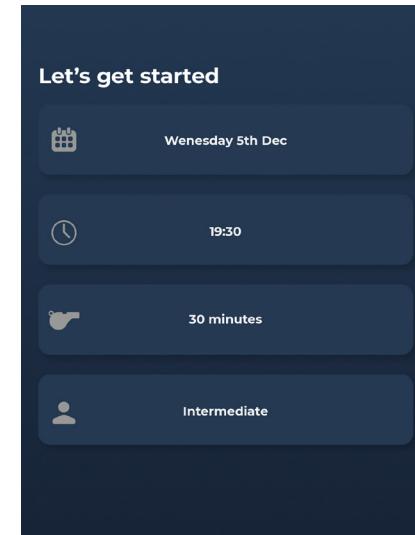
Background & Icon Colours

The gradient background colour really wasn't great for creating a good contrast between itself and interactive elements, like the input boxes.

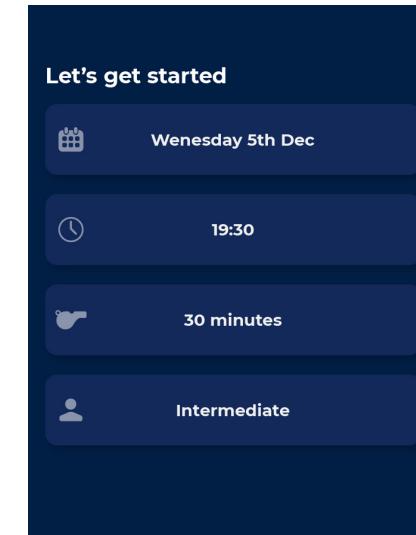
I changed the gradient (#141e30, #243b55) to a single blue colour (#011E44). This works really well with a lighter blue (#132959) as a contrasting colour for interactive elements.

The icons in the app were dark grey (#989898). Some feedback I got was to change this colour to make it blend in with the overall colour scheme of the app, while still allowing it to stand out.

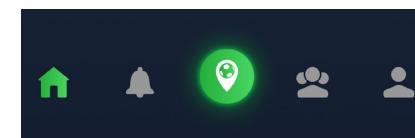
I did this by making all the icons white, decreasing the opacity to 50% and adding luminosity.



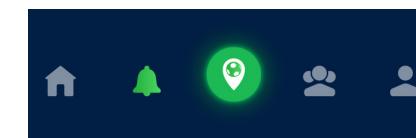
Version 1



Version 2



Version 1



Version 2

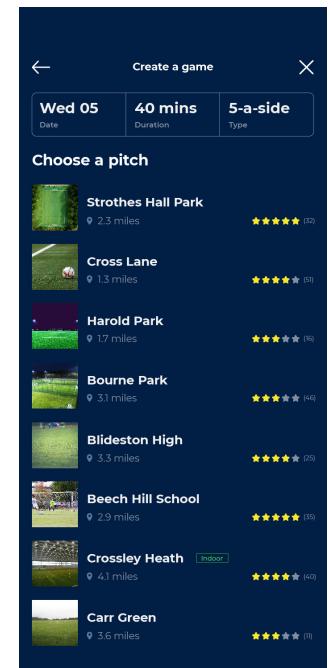
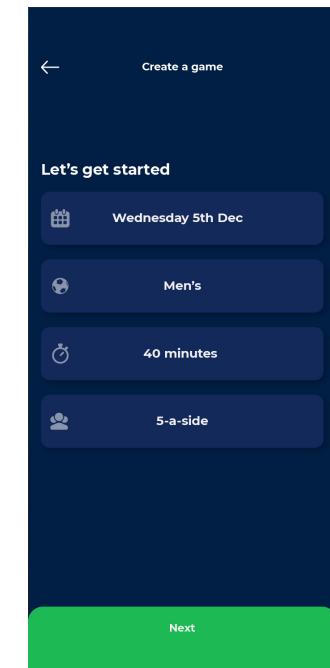
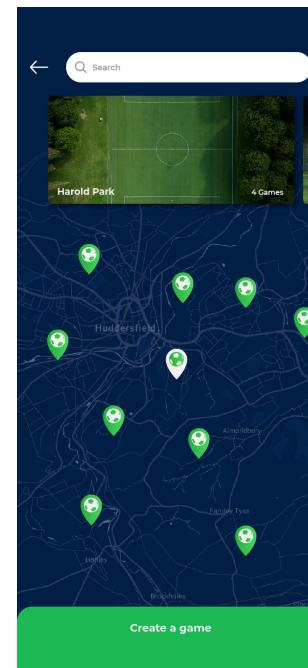
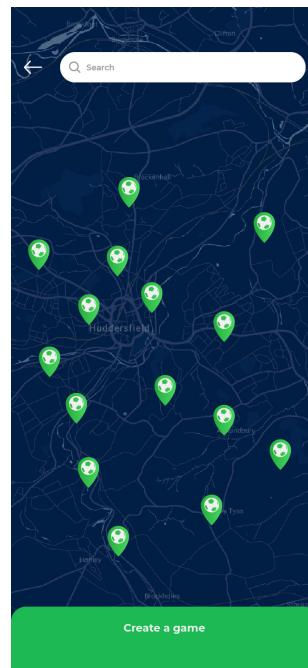
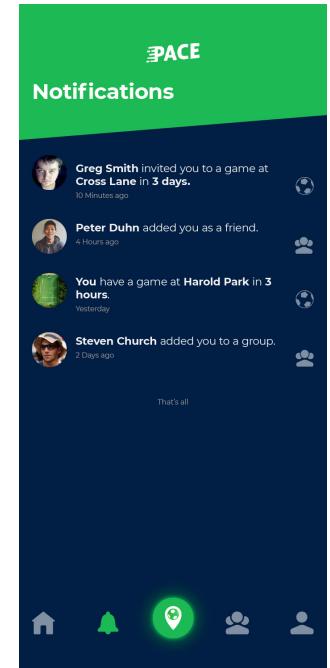
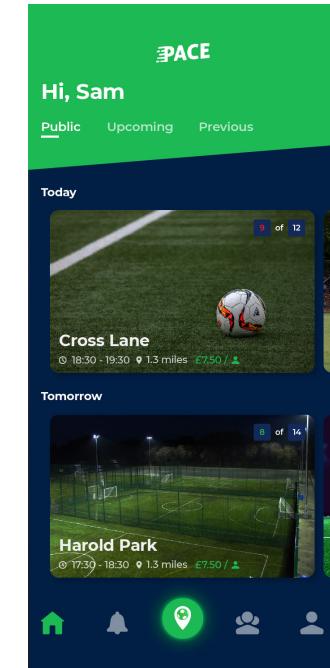
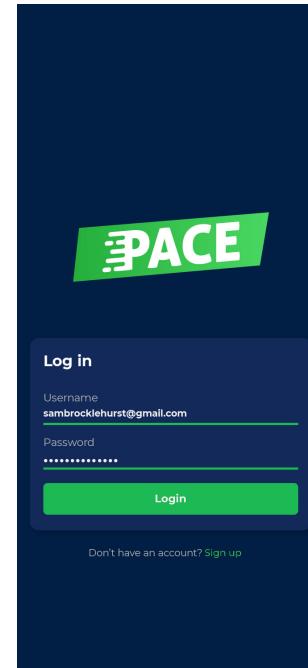


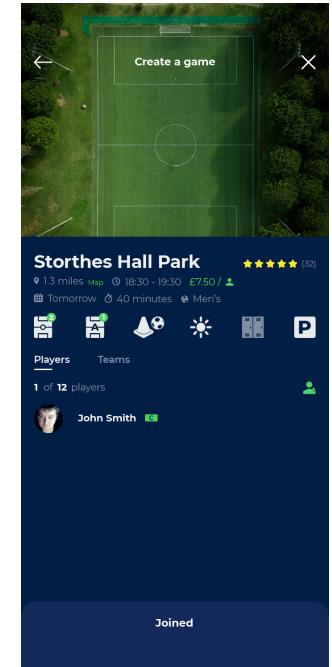
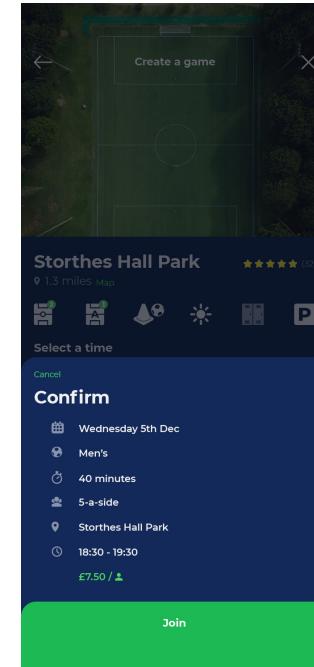
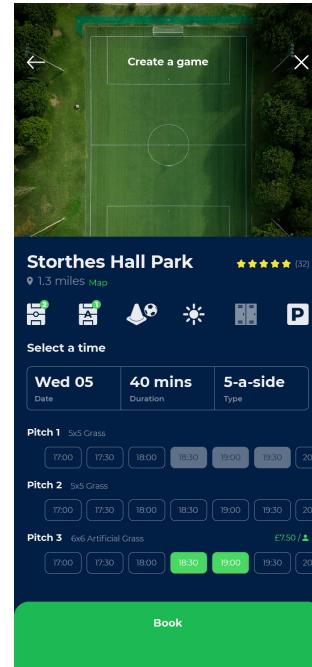
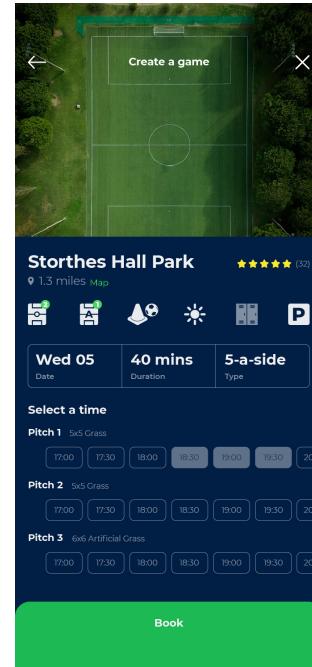
Version 3

I expanded on my version 2 designs by developing 4 new screens. 3 of which are a continuation of the create a game screen and the other is the players screen.

I encountered some problems while designing the rest of the create a game screens. This resulted in me having to make some change some of the data input options on the 1st create a game screen.

I also made some stylistic changes that I think will help improve usability.







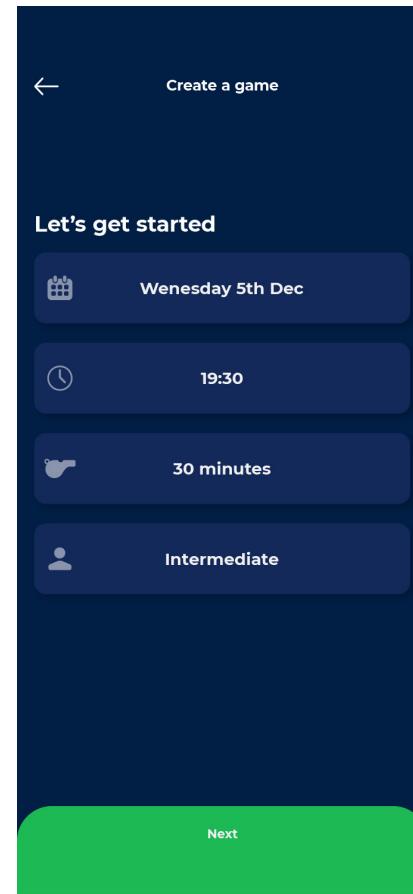
Data Input Options

As I was designing the venue pages, which displayed a picture and the name of a venue, as well as its facilities, I thought that I should include a section where the user can enter the time they want to book the pitch for. I also wanted to include greyed out time slots for any times that have been booked already.

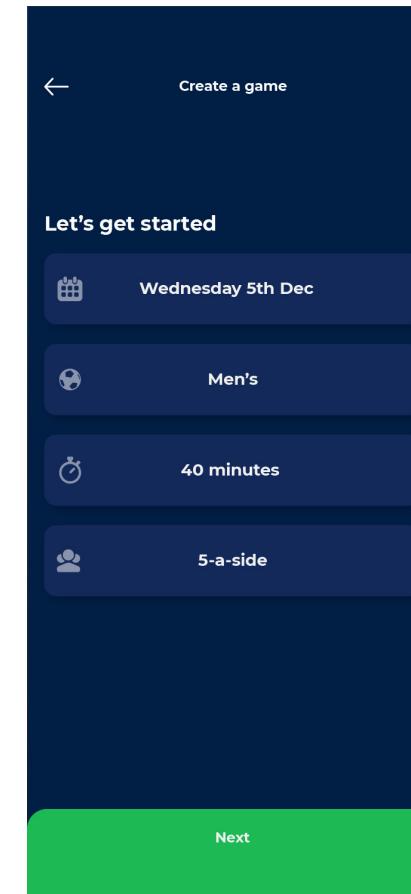
I realised this was a problem since I was already asking the user to enter in a time on the first create a game screen.

I replaced the time input with a game type input, where users can select what sort of game they want to play. This includes; men's, women's, mixed and walking football.

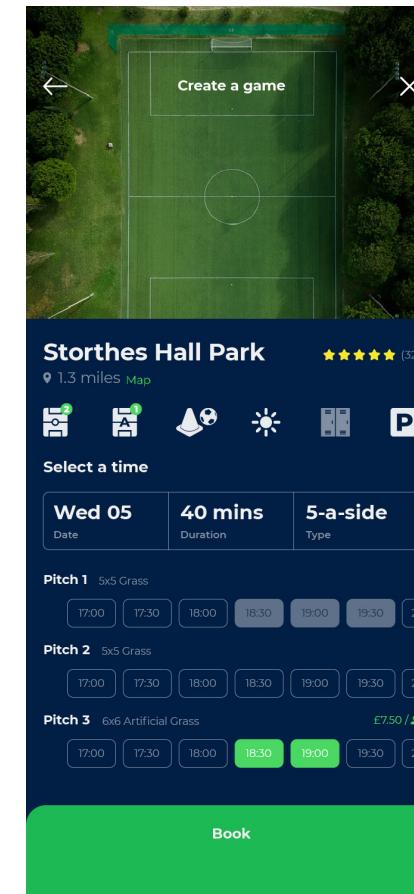
I also removed the skill level input, and replaced it with another game type option. This time asking the user if they wanted to play 5-a-side, 6-a-side or 7-a-side. My reasoning for this was because I didn't really want anyone to be excluded from a game just because they didn't think they had the required skill level. Instead, public matches will create an average skill level from all the players playing in the game. Users can then decide for themselves if they want to play.



Version 2



Version 3



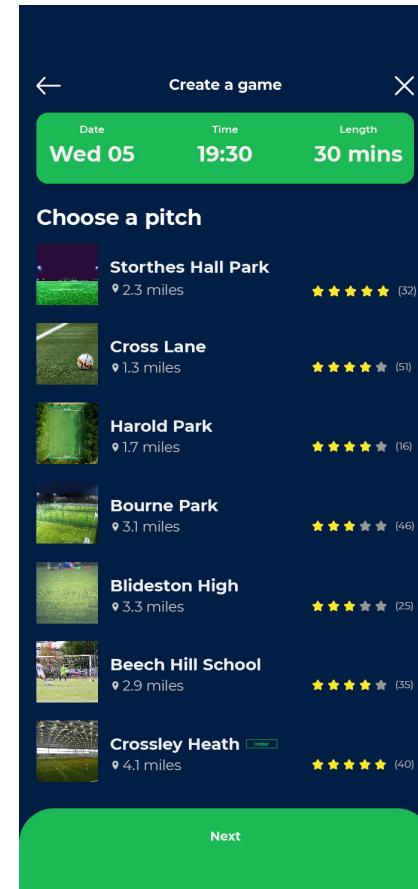
Version 3



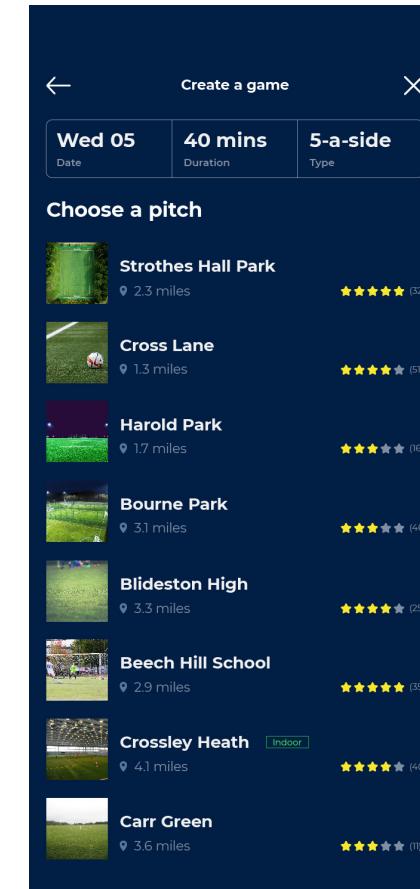
Stylistic Changes

I decided that a next button on this screen would be pointless, since users can just tap on the venue that they like and this will bring up the correct next page. A next button would just increase the number of taps required to see the details on the venue, which would slow users down.

With the next button gone, the green bar at the top looked out of place. I figured that a lot of users could interpret this for an interactive element, seeing as though most green elements in my app are. I decided to redesign this to make it blend in more.



Version 2



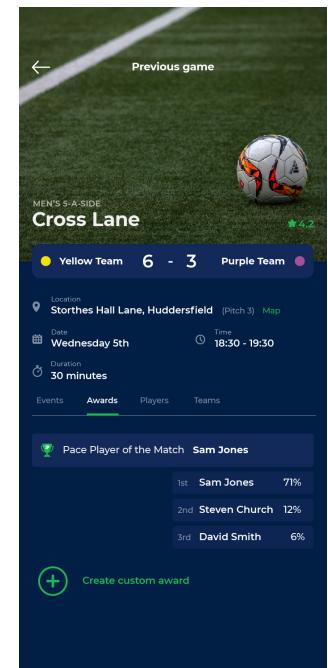
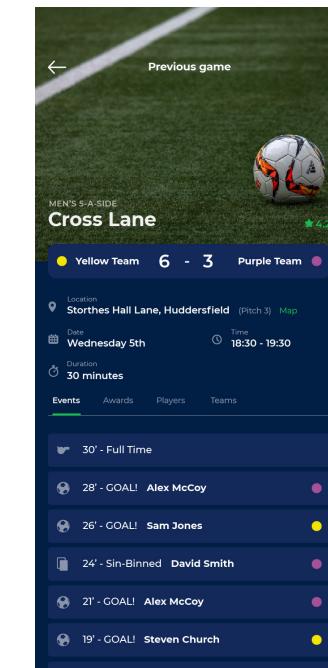
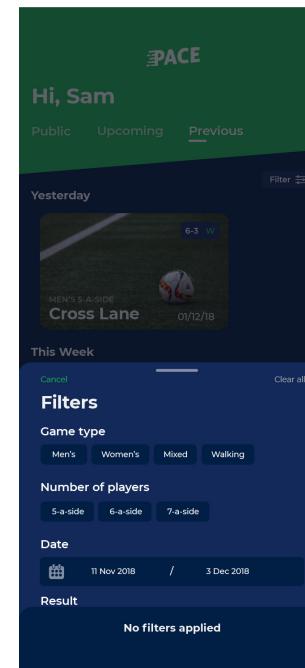
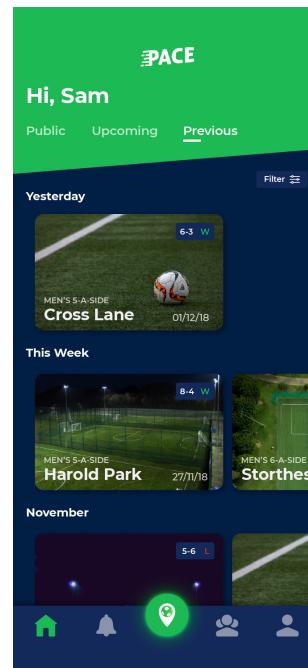
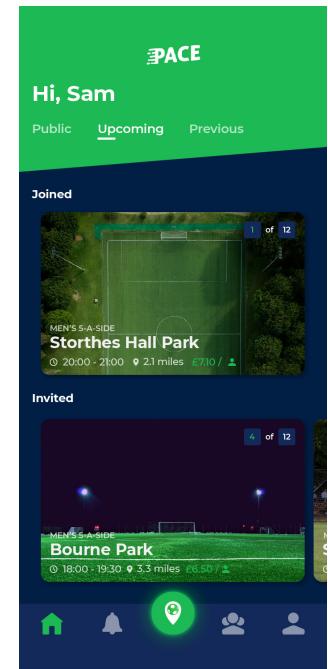
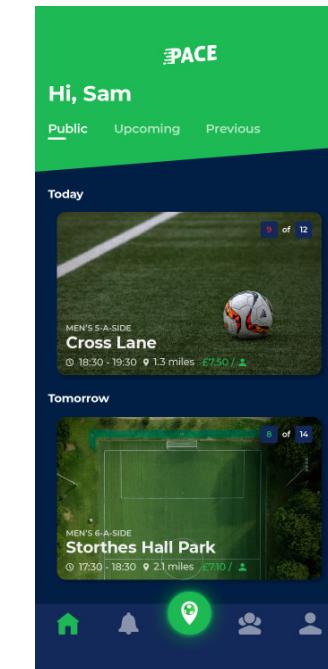
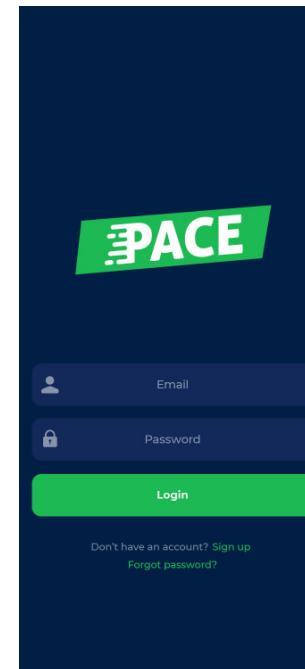
Version 3

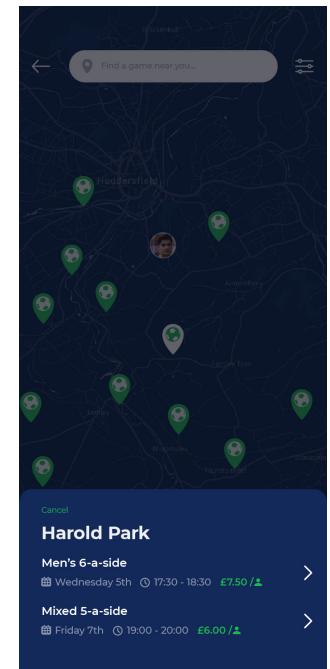
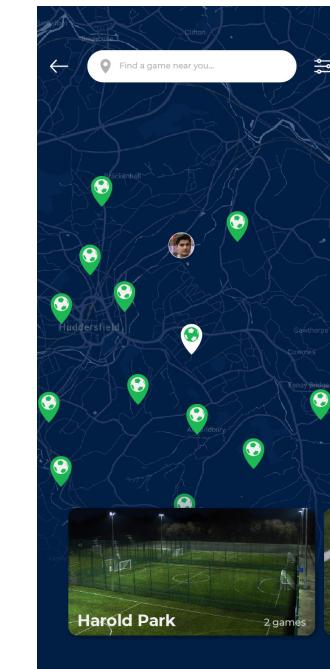
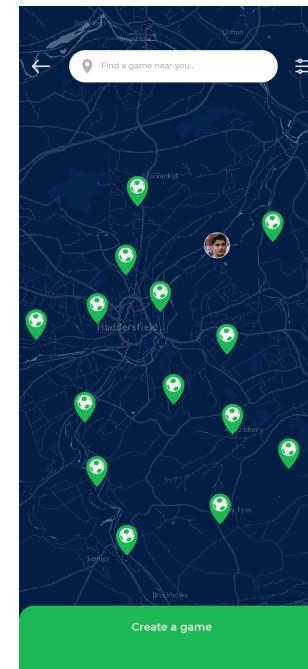
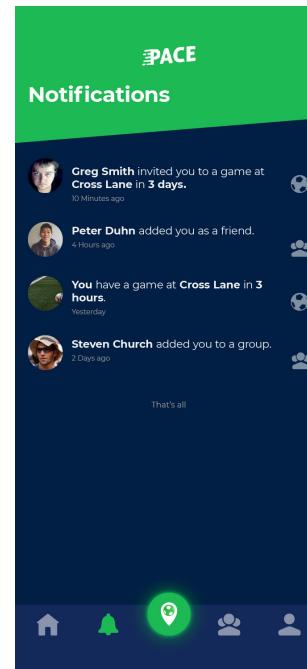
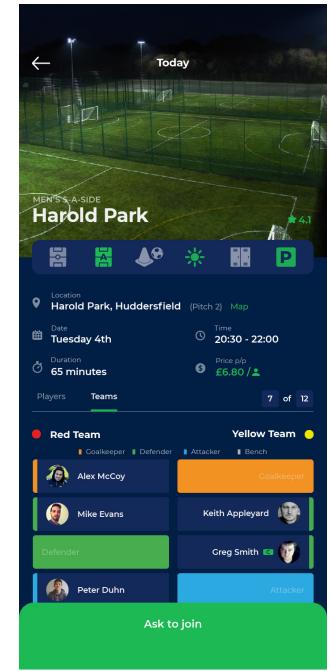
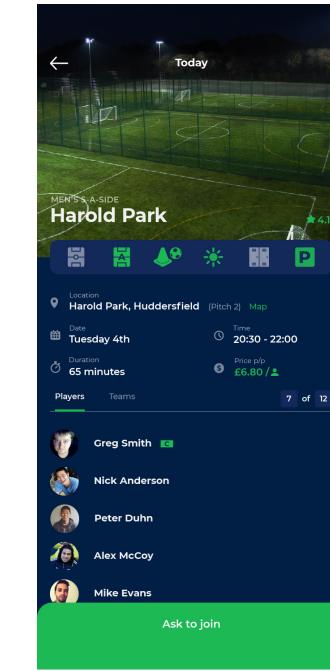
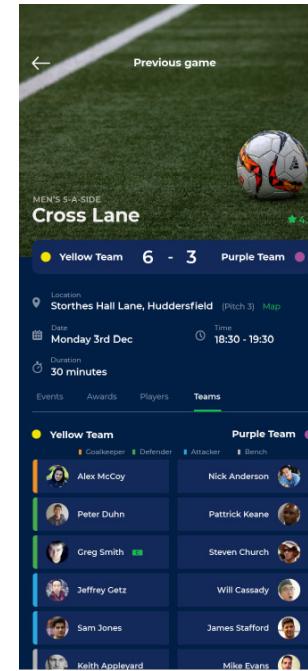
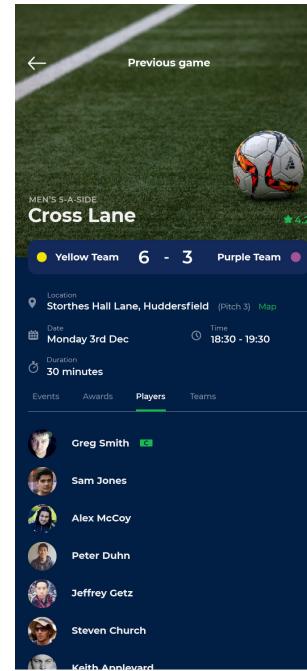


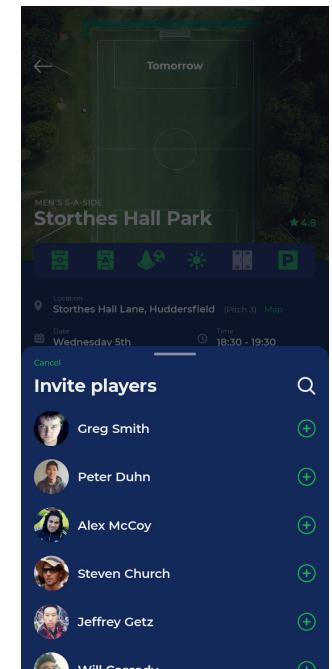
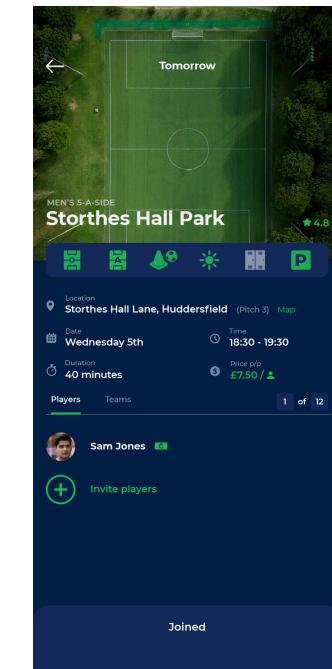
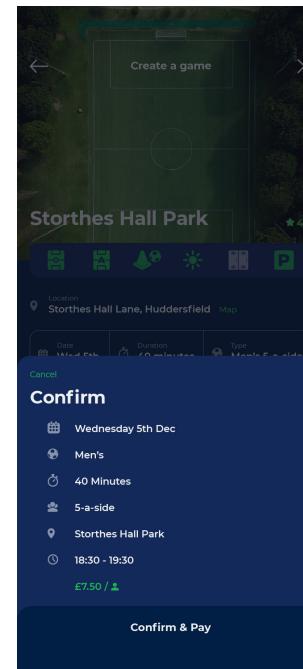
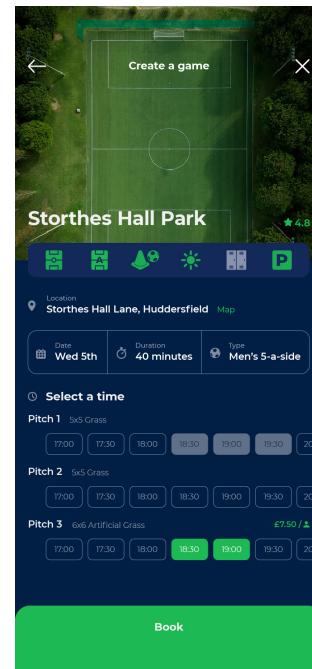
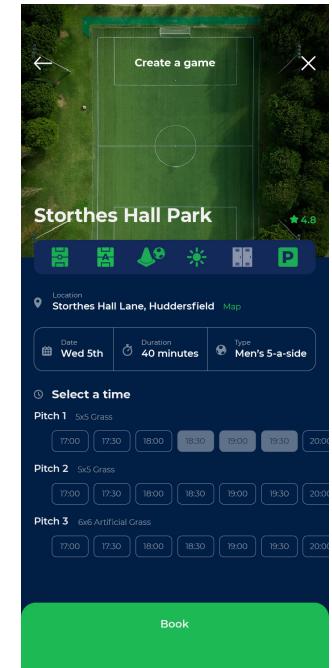
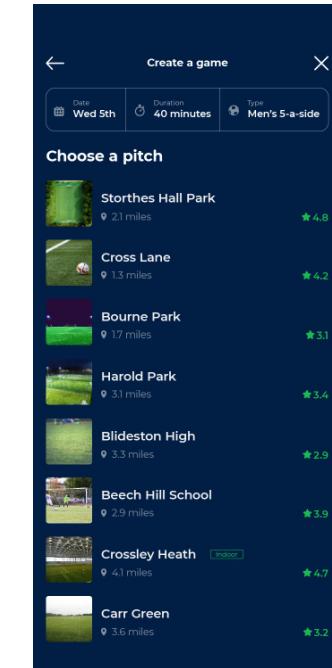
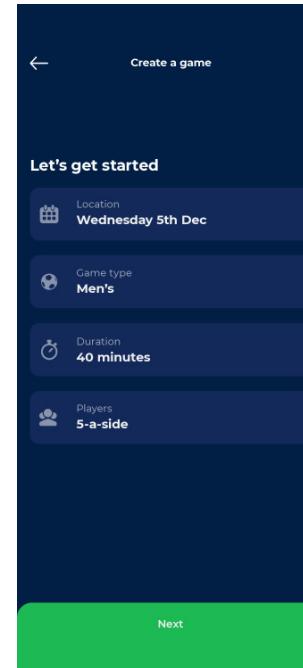
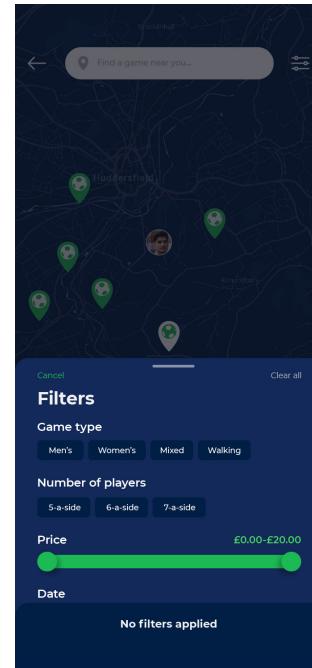
Version 4 - Final

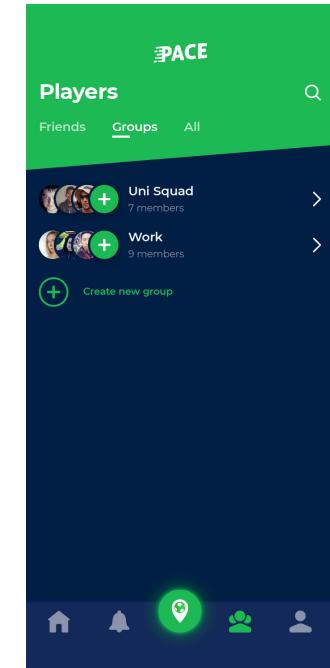
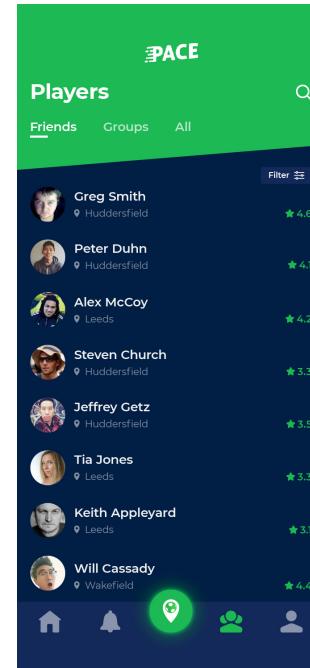
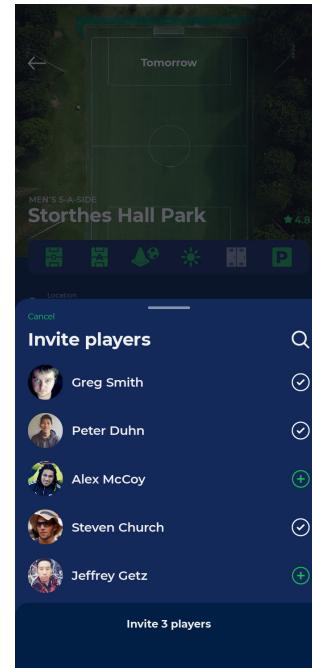
I was pretty happy with the progress my designs had made, and didn't really see the need for any major changes, so I created some more screens which give the app a little more detail and context.

I made a few stylistic changes, which should help improve usability.







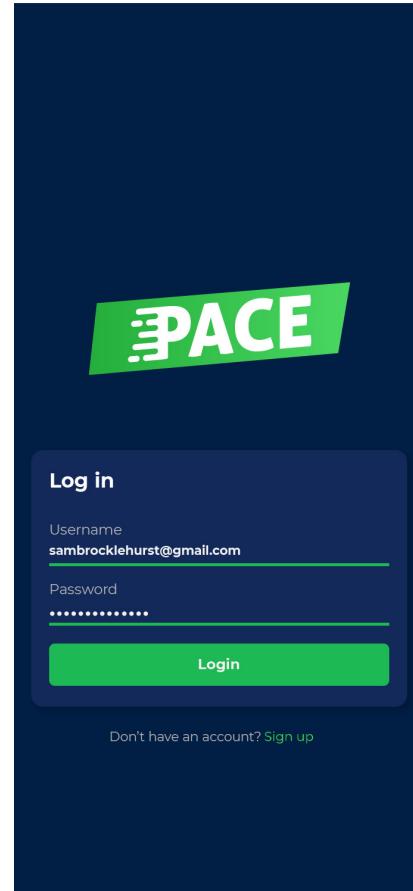




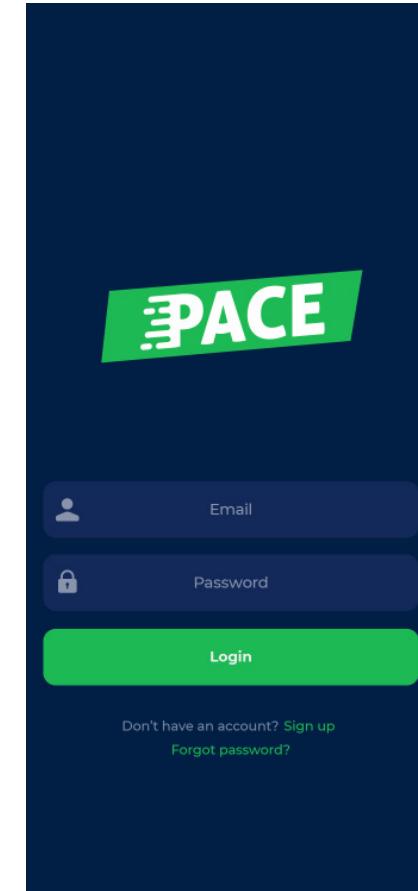
Stylistic Changes

The version 1/2/3 log in screen was the second the screen that I designed. At that point, I wasn't entirely sure, outside of my wireframes, what the app was going to look like.

I updated the log in screen to make it visually more like the styling of the rest of the app.



Version 3



Version 4



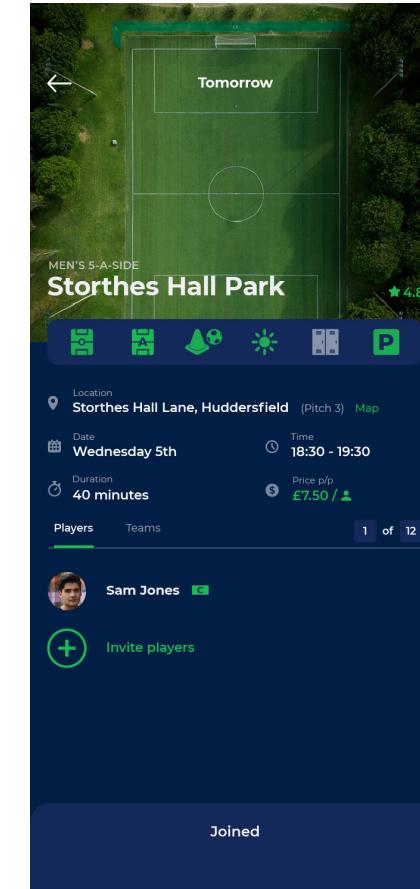
The version 3 venue screen, which detailed all the information about the venue and the match being played there, wasn't designed as well as it could be. It looks very cluttered, making it more difficult for users to quickly and effectively get all the information that they want.

I made some changes to the layout which I think help to create a more logical and balanced structure to the page. It's much easier and faster for users to interpret the information being shown.

I changed the colour of the icons because they looked too similar to the title. There also wasn't enough contrast between icons that were lit up and greyed out. With the change applied, it's very clear for users to see which facilities are and aren't available at the venue.



Version 3



Version 4



I added a background to the tab bar, in order to avoid any obstructions of the home button which would occur as content overflowed the page.

So the addition makes sense functionally, but it also helps to make the center icon stand out even more, since it protrudes above the background box. This tells the user that this button will do something different to the other buttons in the tab bar, which it does.

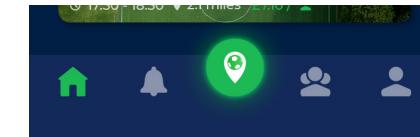
I also moved the tab bar icons in a little bit more, to increase the tap area around them. This makes it easier to hit the home and my profile icons.

I added a bit more context to the first create a game screen by putting a heading for what each text box is there for. This should help users who are maybe unsure about what the box does, and what aspect of the game they are creating it affects.

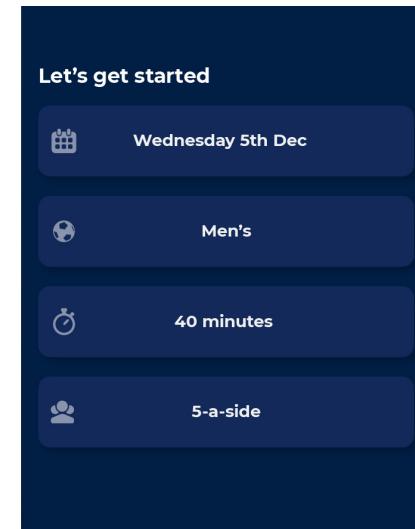
This change also allows it to visually look more like other screens in the app.



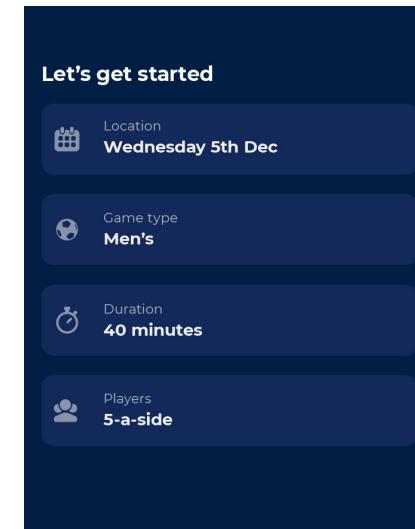
Version 3



Version 4



Version 3



Version 4



Version 4

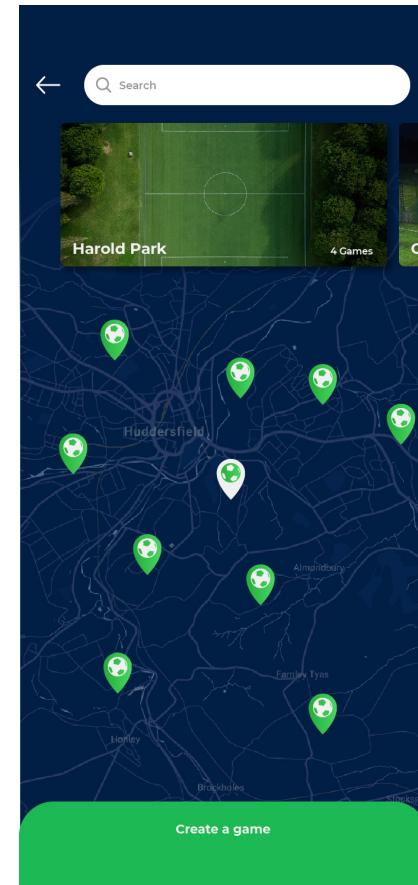


I decided to move the search slider to the bottom of the screen, since this allowed more of the map to be shown, which is the main feature of the page.

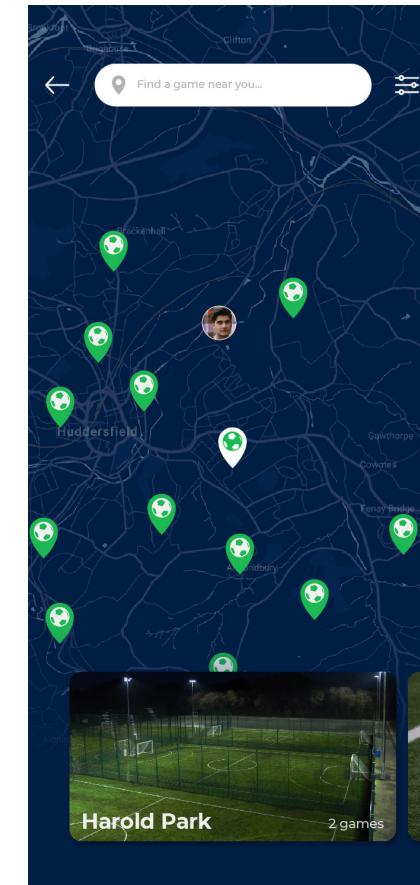
To allow this to happen, I had to temporarily remove the button when the search slider is shown. This doesn't matter that much because if a user is searching for a game, they probably aren't in need of the create a game button at that moment.

I also provided a bit more context to the search bar by replacing the search icon and adding a location icon. This is because the search bar is only supposed be used for searching locations, or actual venue names. The filter button is used to make more generic searches.

I added an icon to show the user's location, which should make it easier to see which games are closer to them.



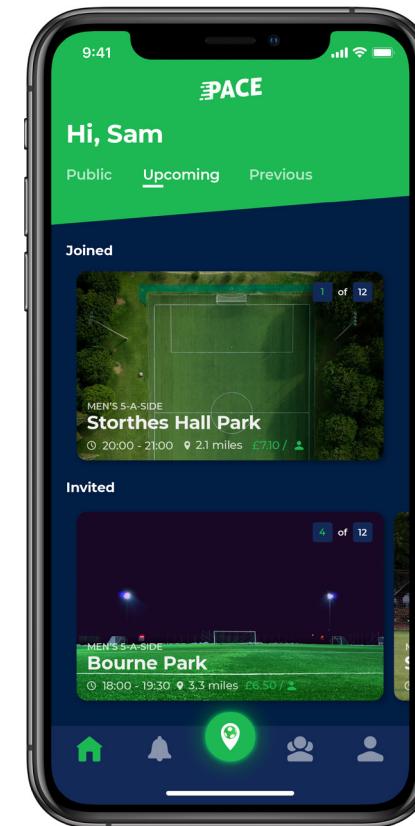
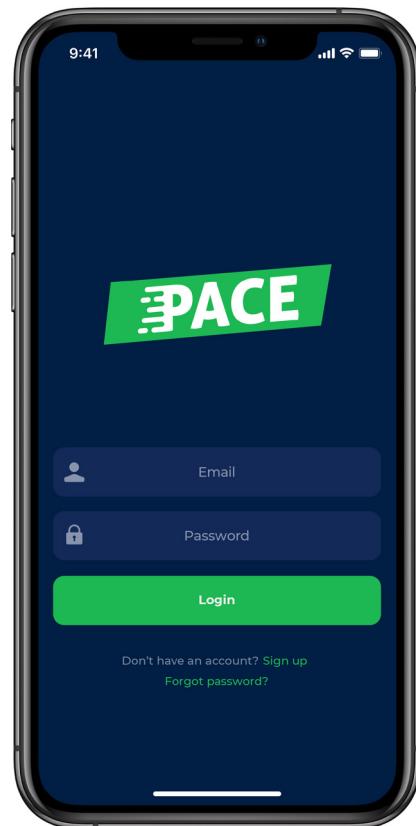
Version 3

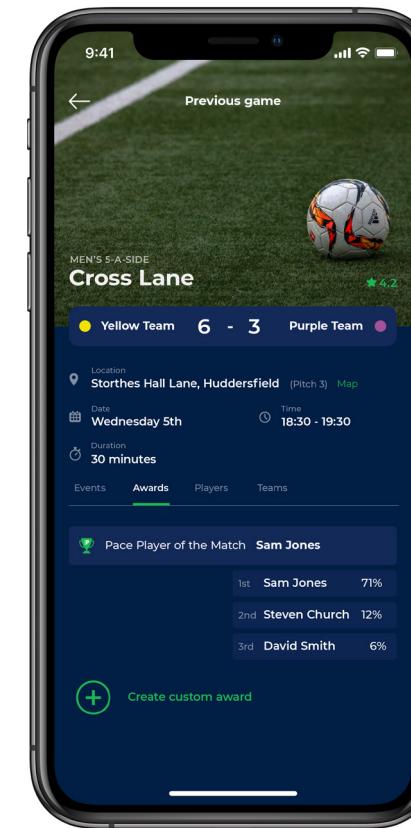
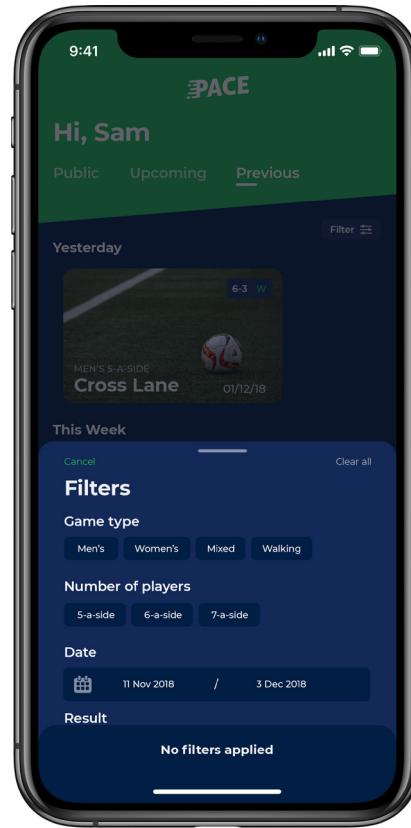
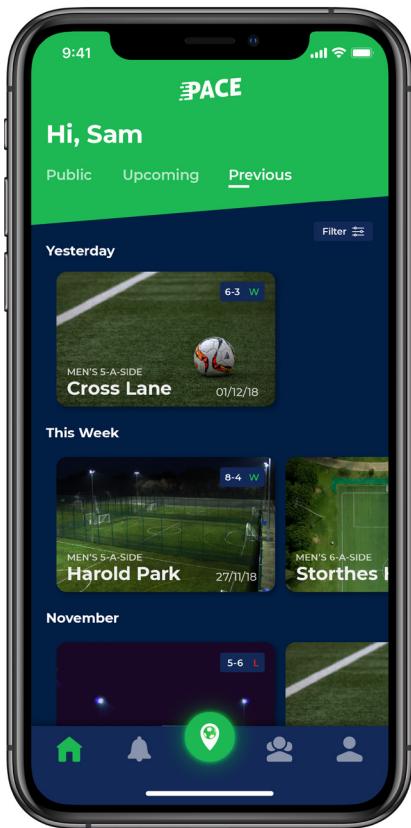


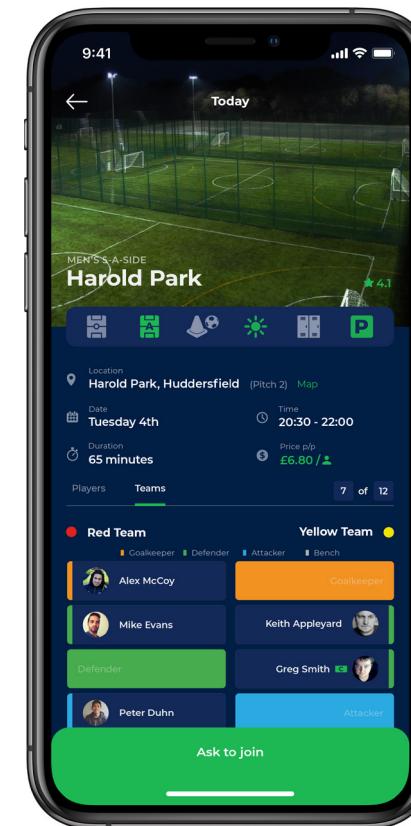
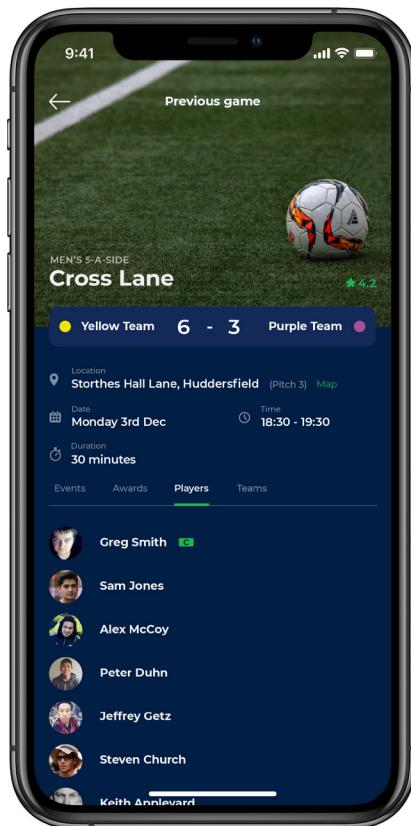
Version 4

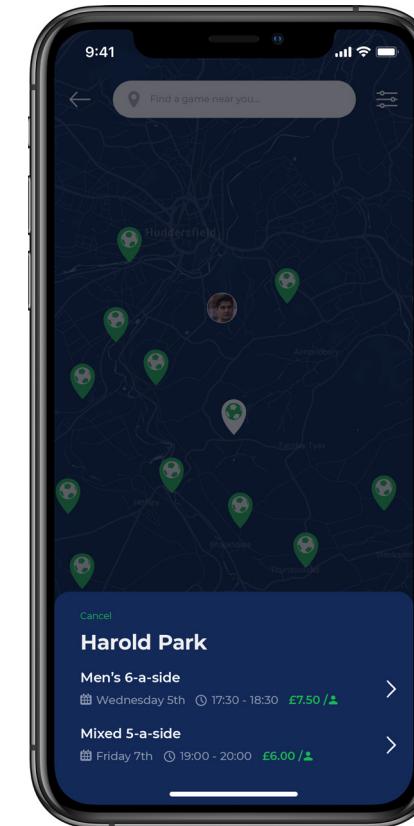
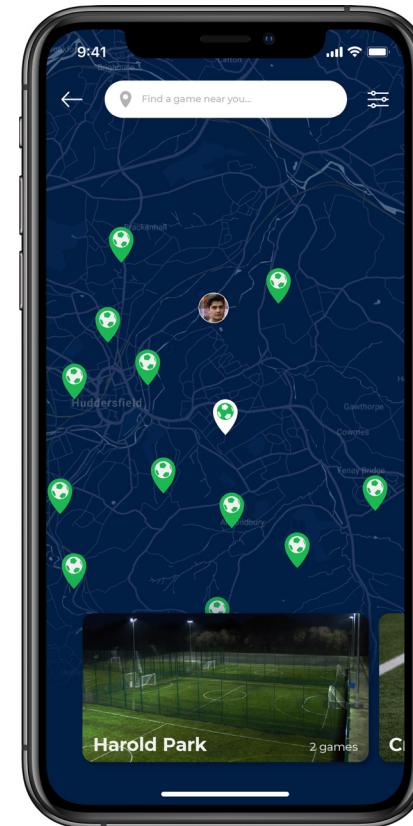
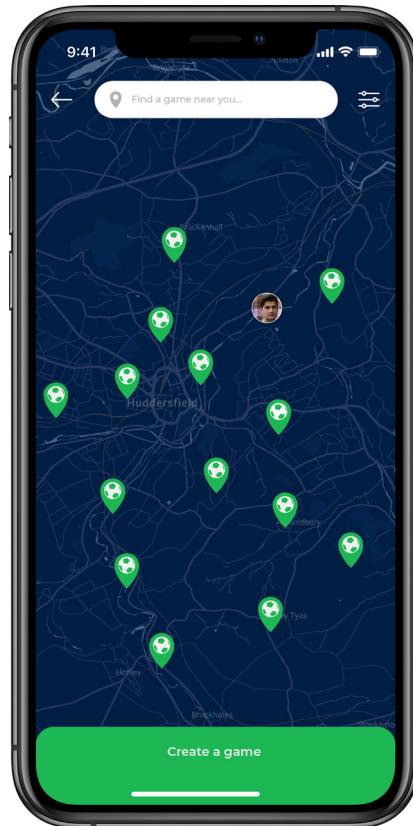
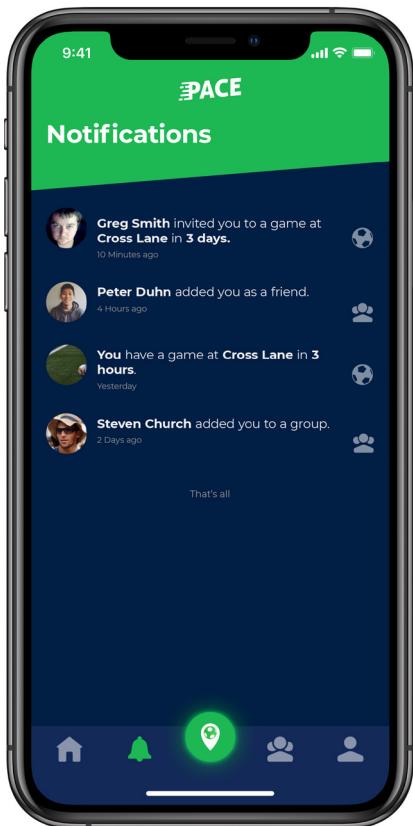


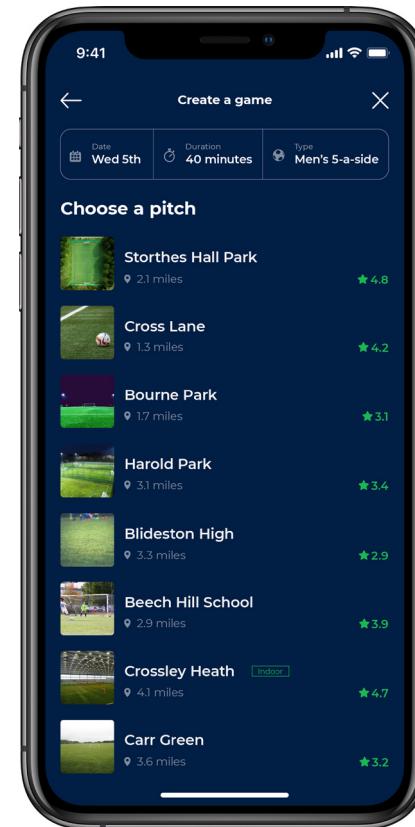
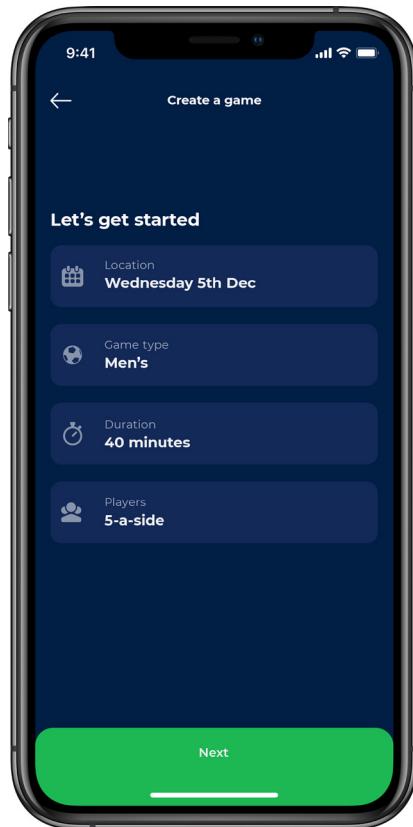
Finished Designs

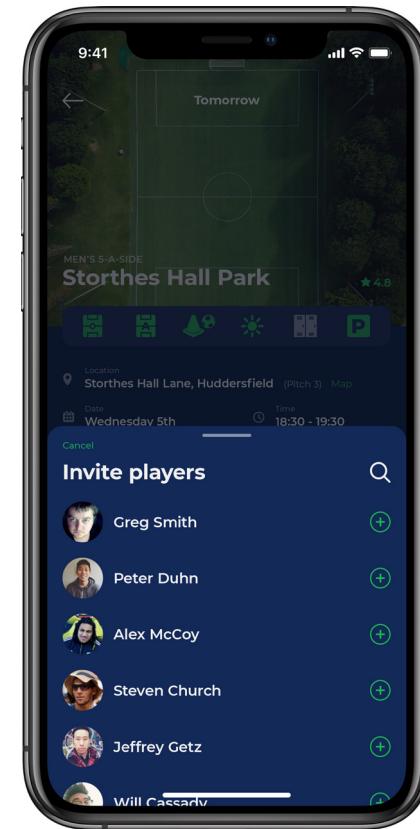
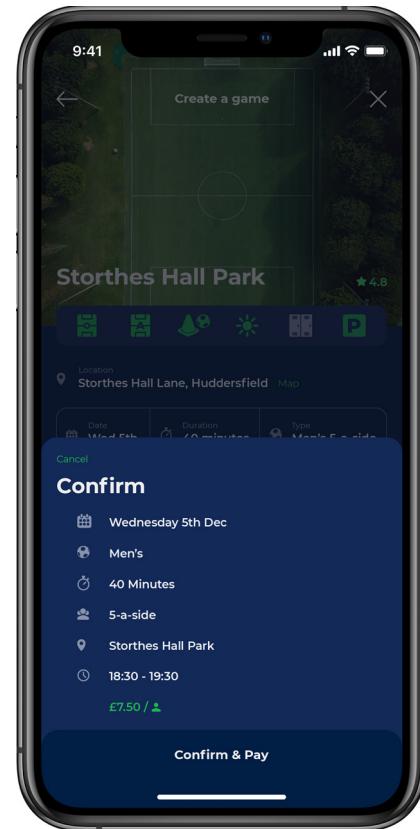
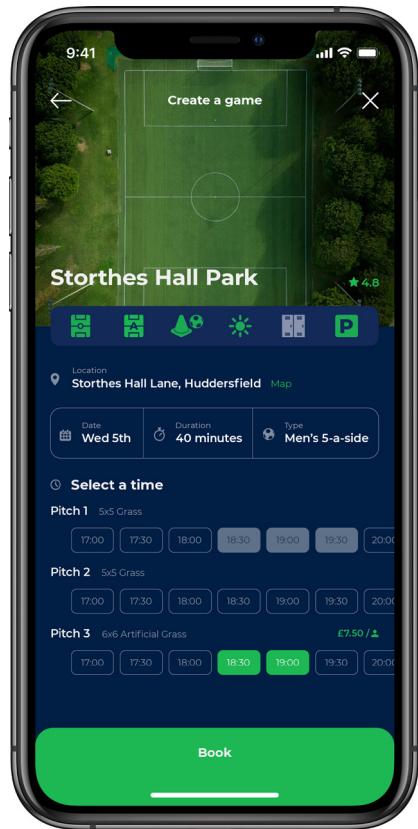


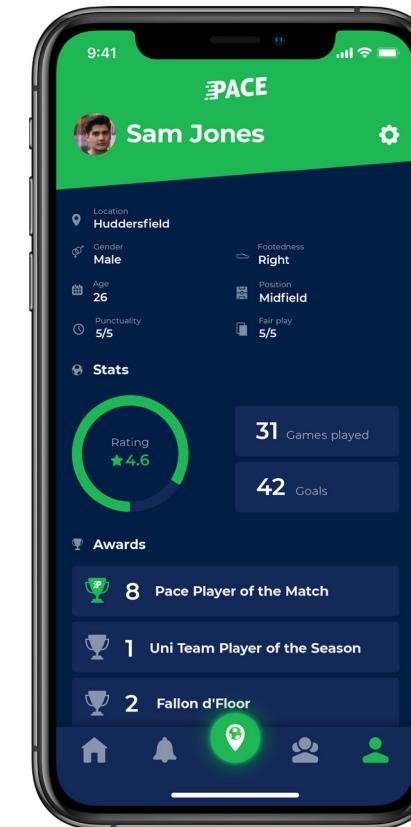
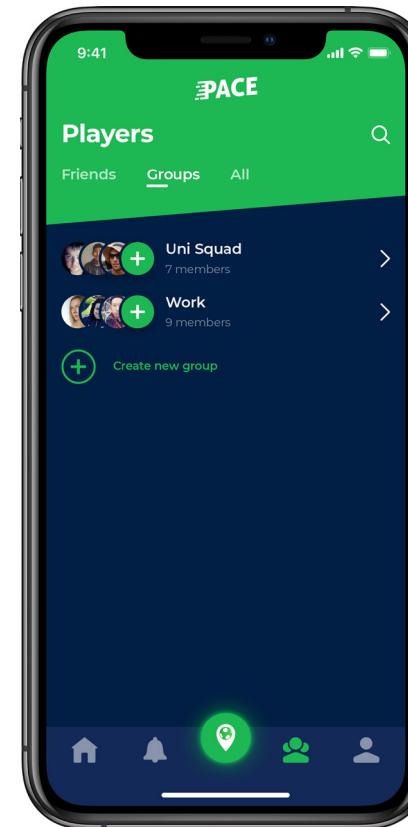
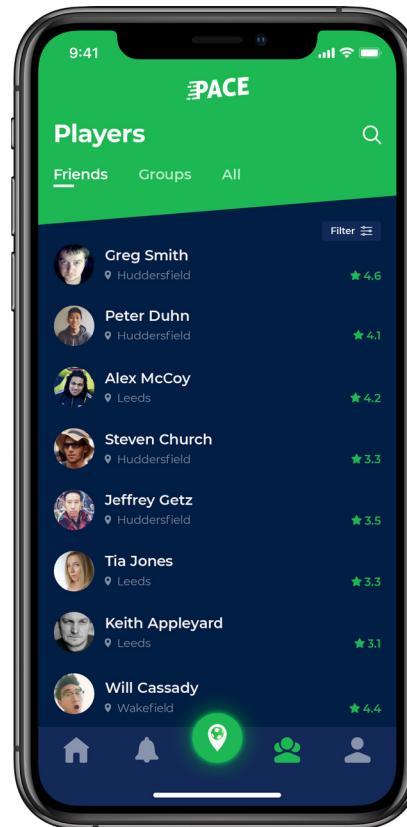
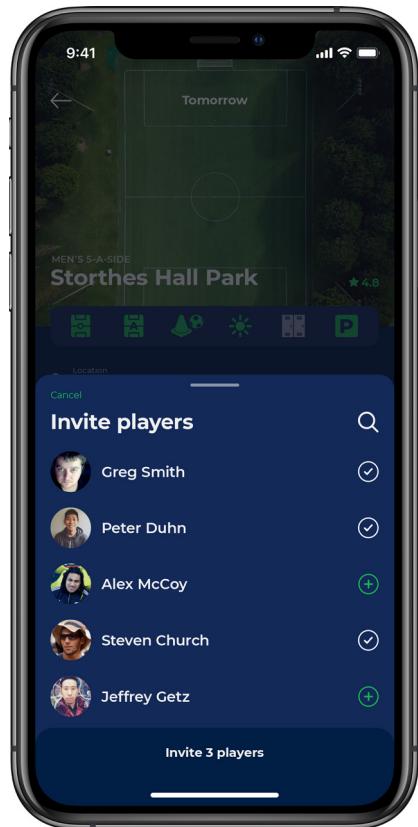








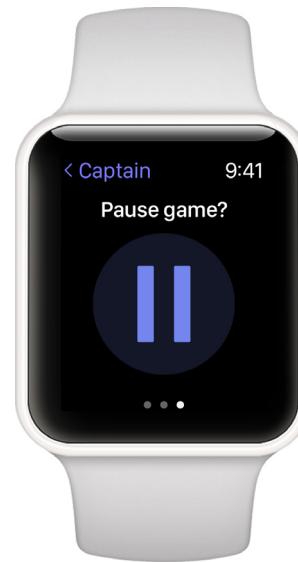




References:

Pitch images: <https://www.pexels.com/>, <https://www.flickr.com/>
 Icons created by myself, except for: football, gender and football boot icons all from: <https://www.flaticon.com/>
 Custom map created using <https://snazzymaps.com/>
 Faces: <https://diverseui.com/>







Implementation









Animation

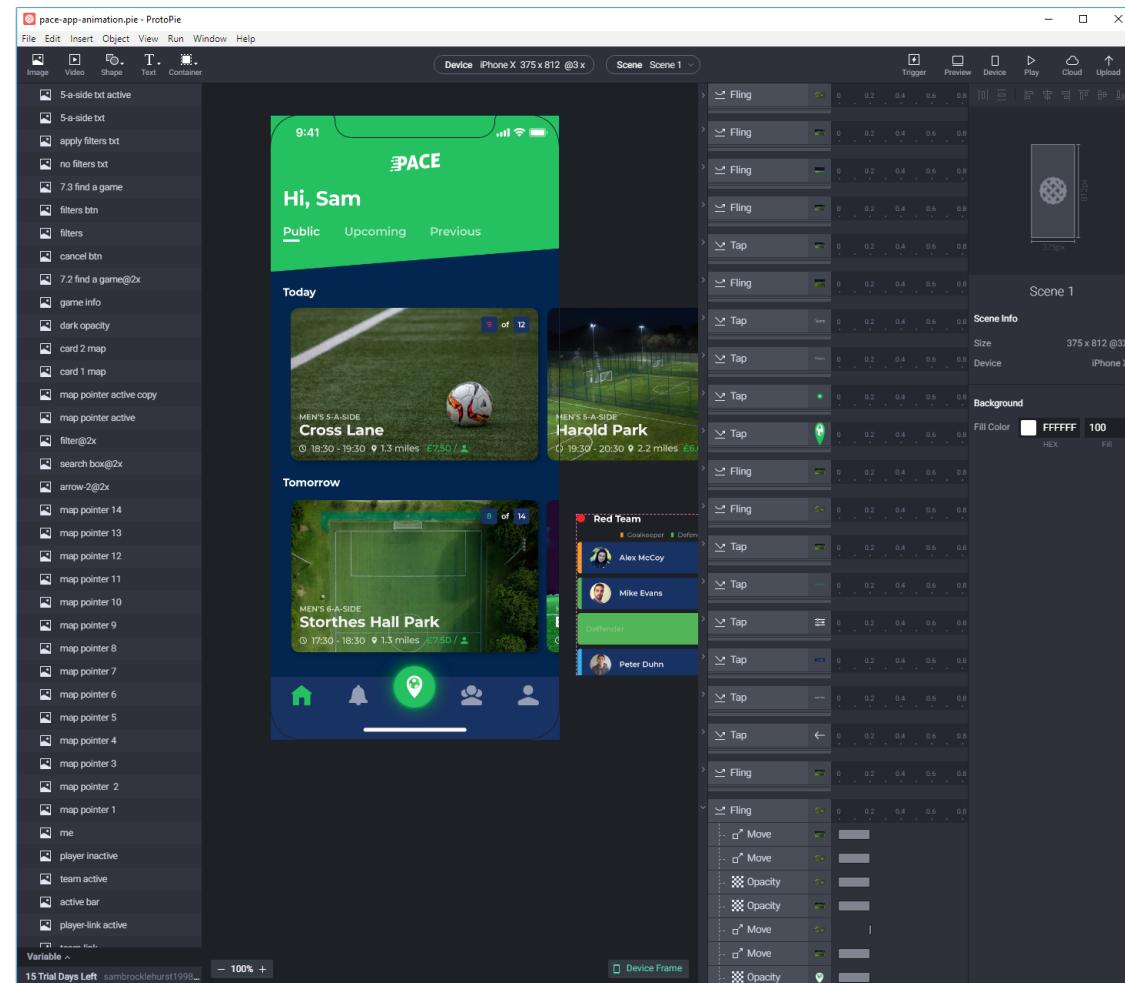
In order to bring my app to life, I decided to animate some of the important aspects of my app.

This includes: The transition between the home screen and game details screen, as well as the interactivity in the search facility.

I found a piece of software called ProtoPie that allowed me to create the animation.

An interactive prototype, with animation, can be found here:

<https://share.prototypie.io/cogjeL3iSmU>





- Marvel** (full app): <https://marvelapp.com/g2fc3ge/screen/52108822>
- Marvel** (watch): <https://marvelapp.com/g2fdbje/screen/52109120>
- ProtoPie** (animation): <https://share.protopie.io/cogjeL3iSmU>
- Trailer:** <https://www.youtube.com/watch?v=EqC5jQUXDhY>



Evaluation & Reflection



Overall, I think that my finished designs provide an excellent solution to the problem statement, which was to design a user interface for a companion app. I started with many different ideas, trying to figure out which one I thought would allow me to be as creative as I could. I concluded that a companion app based around 5-a-side football would be a great choice. It's something that I am very interested in and passionate about, so it would be a really fun experience.

Initially though, I got quite confused as to how I should approach the app. My first concept was an app where users could join teams and leagues. The main purpose of this app was to display fixtures, results and league tables. I wasn't sure whether this would make for a good companion app, so I designed some wireframes got some feedback on them. Thankfully, feedback I got was fantastic, it really helped to set me on the right course.

The feedback I received at the various stages of my design process was pivotal in creating the final designs. For instance, some feedback I received was to increase the font-size for most of the text in my app. This is something that I probably wouldn't have noticed and would have therefore jeopardised all of my designs. Thanks to the feedback, however, I was able to fix this problem and others. Feedback was also beneficial to me as an individual. A lot of the feedback I received was positive. This gave me confidence as a designer since it told me that my designs were heading in the right direction, just from the research that I had conducted.

The project allowed me to follow a design process that I was familiar with, since I've used it for pretty much all my other visual design work. The process involves research, creating wireframes, working on feedback throughout this stage and the development stage, and finally conducting an evaluation on the product and myself. This process allowed me to stay focussed on what I had to deliver for the project and how I was going to do it.

This process doesn't usually require me to conduct a competitor analysis, though this did help me immensely in gaining an understanding for what my app should and should not include, by pointing out all the good and bad things that I thought my competitors had included in their designs. For example, one of my competitors used a map as the main search facility for the app. I thought that

this was a really user friendly and engaging search experience, so I wanted to include something similar to this in my final product. Alternatively, some of my competitors used many different colours. I thought that this would be confusing for users, so I avoided it.

I'd never designed for iPhone X or Apple Watch before, so this was a little bit daunting at first. After some exposure to a lot of great online resources, I became much more confident with the idea of doing this. I'd never read Apple's Human Interface Guidelines before but, after I had, I found lots of information which would really help me in creating the final designs. For instance, making the background for the Apple Watch black to hide the bezel is something that I would have never known about had I not read the guidelines.

I had used Adobe Illustrator on past projects, so I was confident in my ability to get the best use out of the software. Designing most of the content was fairly easy, it was the icons which I had to spend a bit more time on. I used features like pathfinder which I hadn't really used much of in past. It was particularly useful for making the icons.

Creating the trailer video was really enjoyable experience. It was great to be able to bring my app to life through animation. I used ProtoPie to do this, I'd never used it before but it wasn't too difficult to figure out. The process of animating my app helped me to highlight a few problems that I had overlooked in my designs. For instance, I had an arrow and a cross on one of my app page, both of which are used for closing the page. In some contexts this is needed. However, on the page I was animating I didn't need both. So when I was deciding which icon would close the page, I realised this and managed to amend my designs.

There are several things I think I could have improved. The main problem I had was that I spent a lot of time redesigning a lot of features in my app. In the future, I should try and make sure I can get designs nailed down more quickly. One way I could do this is with user testing. This is another aspect of the project which I didn't do too often. This isn't ideal, since there may be problems with my app that I can't see and only user testing would make me aware of them.



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