

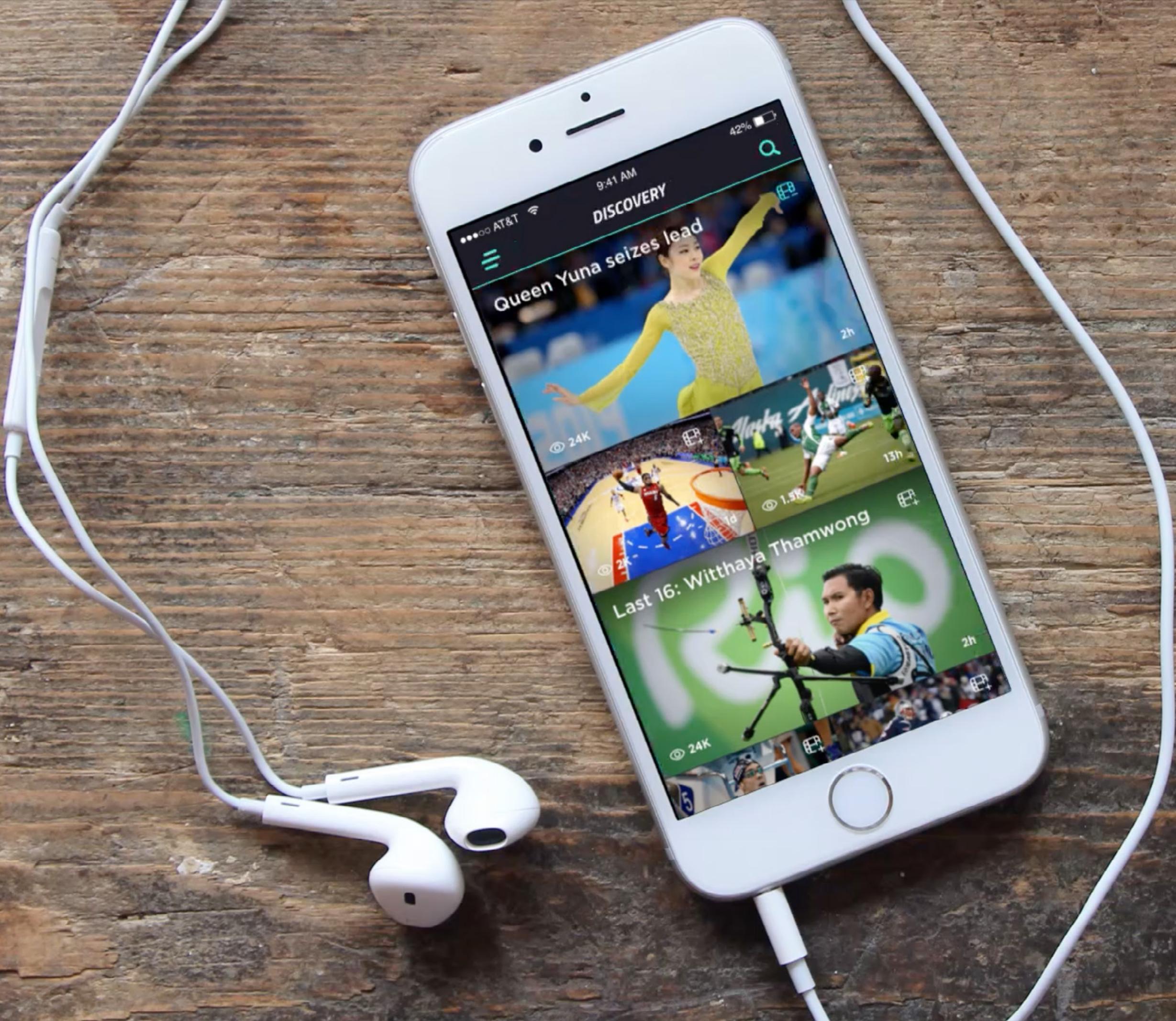
THE

*REEL*

THE

Ethelia Lung

FALL 2016



# BRIEF

An **intelligent platform** showcasing the latest and greatest **curated sports highlights** from around the world. Through an engaged community and **personalised clip discovery experience**, users are immersed in hours of **premium sports content**.

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## ***PROBLEM***

The client wanted to create a mobile application specialising in the management of a robust number of highlight clips.

Currently, there is no existing solution addressing the task of intelligently curating massive amounts of content daily for a user, while also streamlining the experience and giving the user control over the content they want to see.

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# **SOLUTION**

## **CURATED FROM THOUSANDS**

A Discovery page offers trending videos based on today's top videos from all sports and the user's watching habits.

## **PERSONALISED CLIP DISCOVERY**

Aside from intelligently curated content, users can select sports they're interested in and add videos to their Reel via the watch queue and favourites, in order to personalise the content.

# RESEARCH

Exploring existing solutions and patterns to better address the needs of the project, client, and users.

- 1 Competitive
- 2 Design

# COMPETITIVE

365 Scores, FOX Sports, NFL Mobile, Swish, theScore, Yahoo! Sports

## STRONG GRIDS

All of the applications had strong grid structures, whether they were in the form of straight grids, masonry grids, or lists. There is a lot of allowance in terms of repetitive elements, in anticipation of the content.

## PERSONALITY

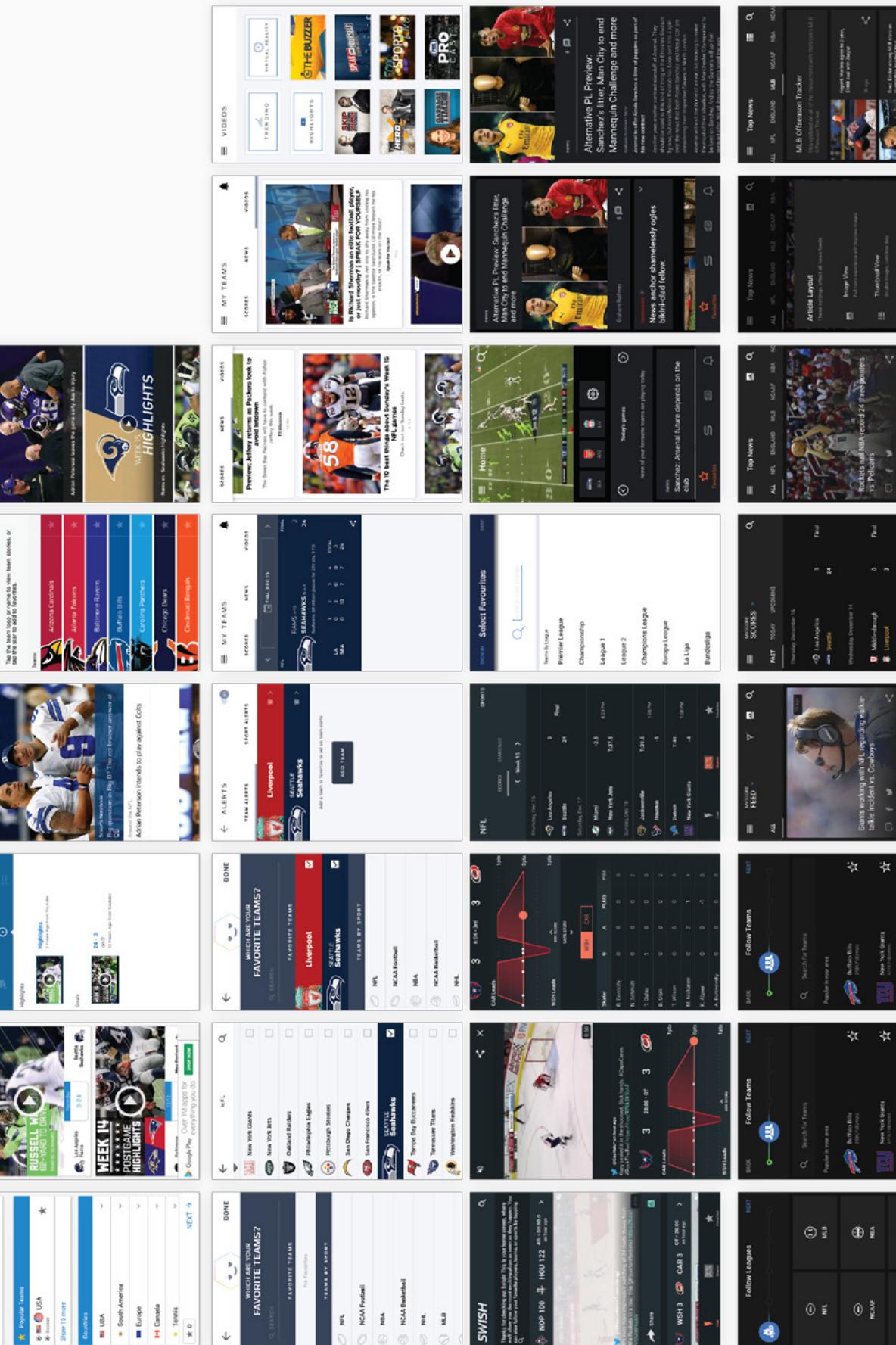
The more appealing applications had styles that were simple, but held personality - for example, in choice of typeface, and in choice of hierarchical styling. Colours and imagery also played a big role with apps like FOX's.

## NEWS-CENTRIC

While the Reel specialises in recent as well as past highlight clips, a large majority of competitor apps focus on only the latest news.

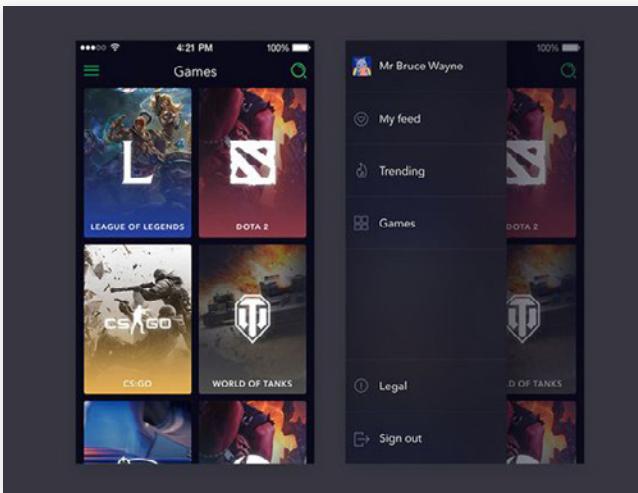
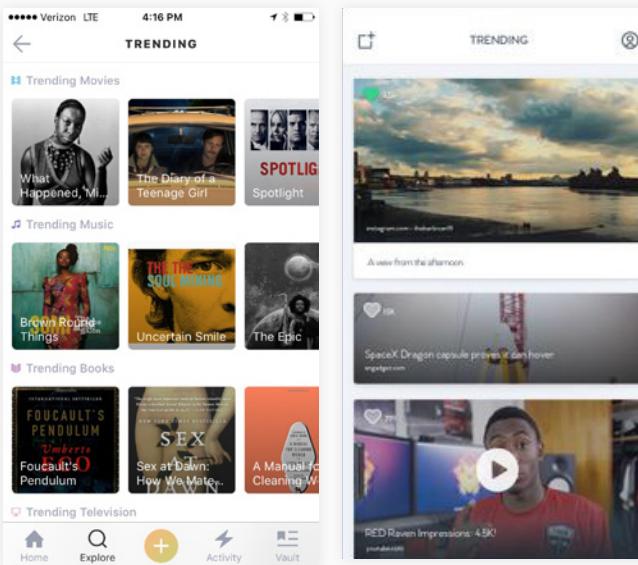
## SCORES

Scores are very important across the board, taking up a central spot on most content screens.

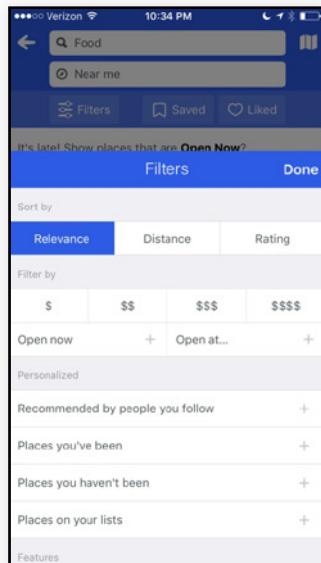
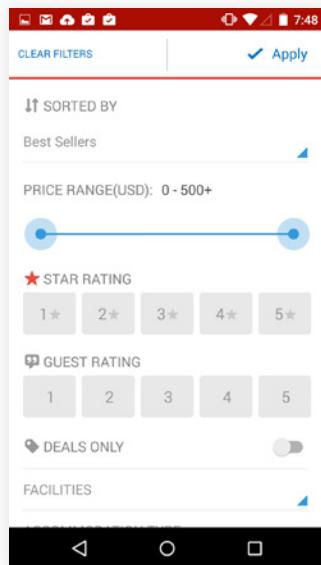


# DESIGN

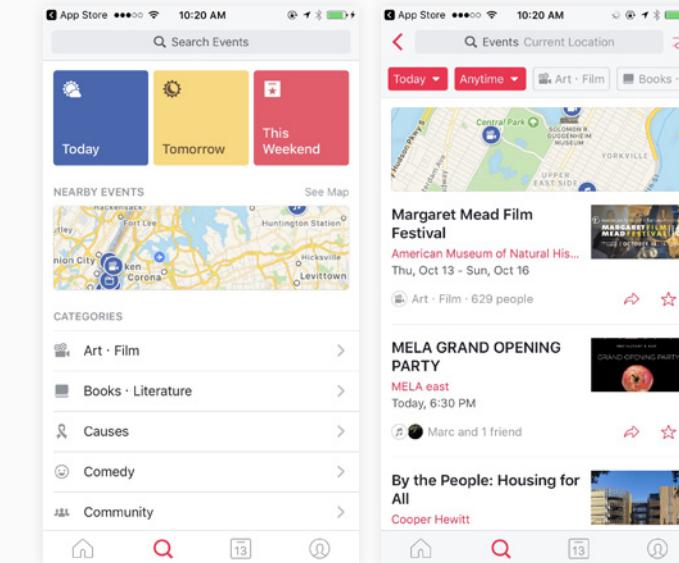
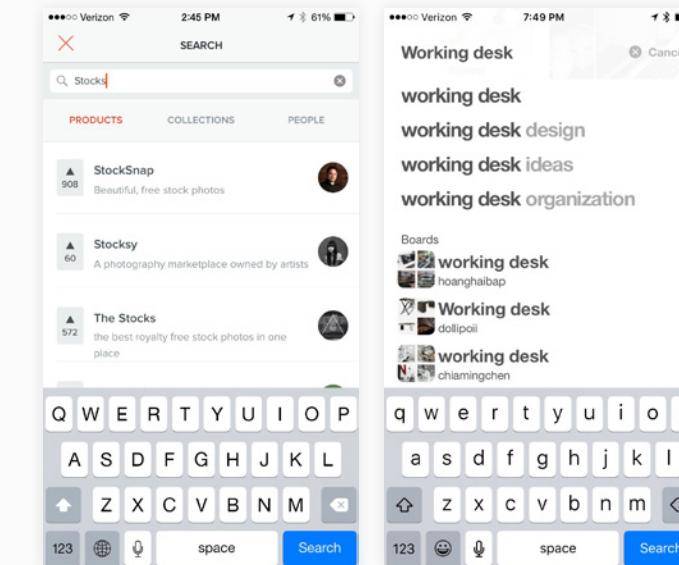
## DISCOVERY



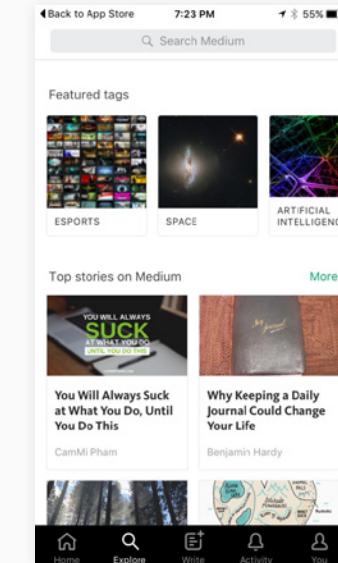
## FILTER



## GLOBAL SEARCH

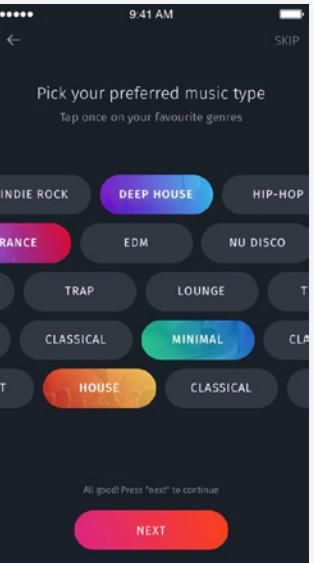
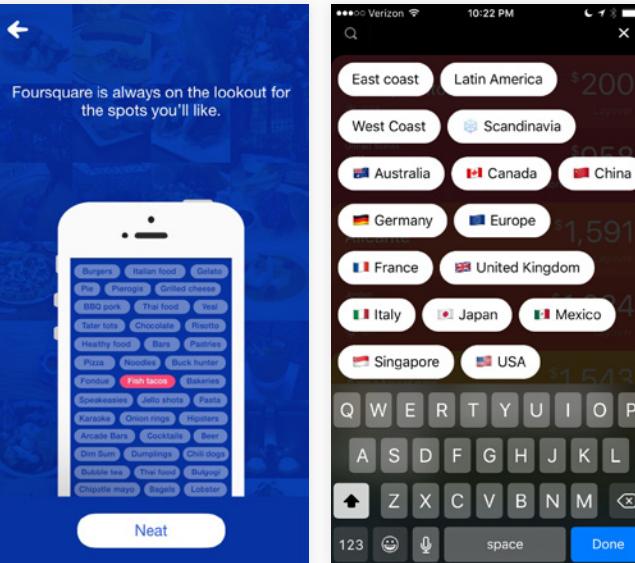


## MY REEL

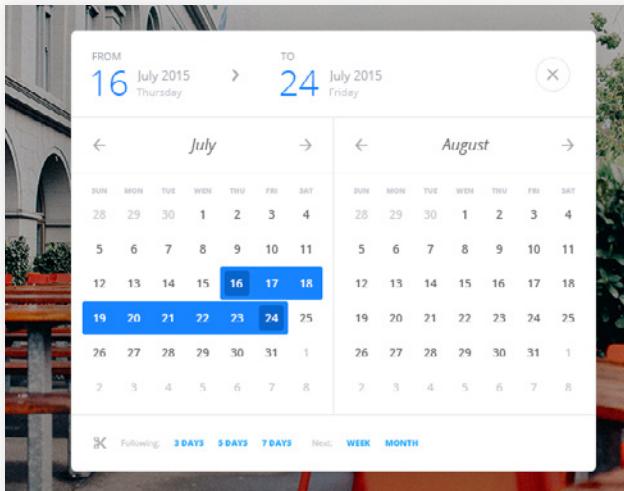
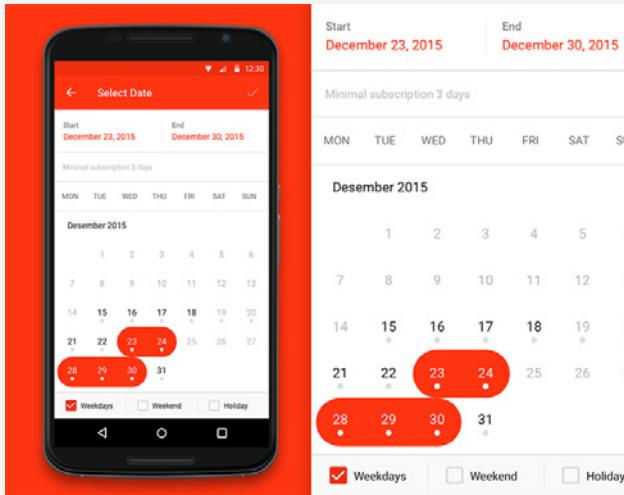


# DESIGN

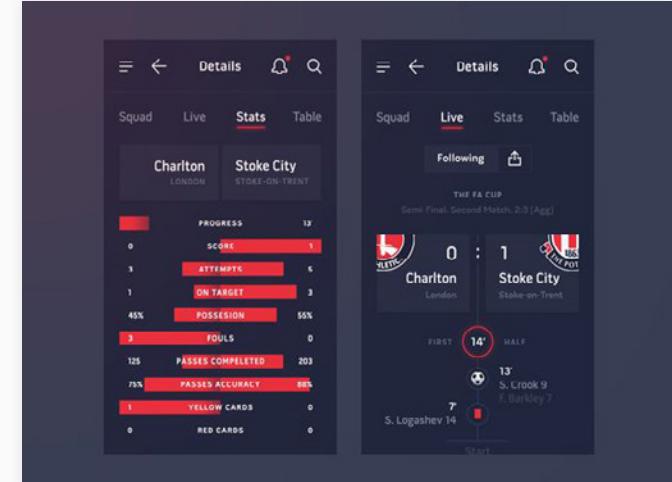
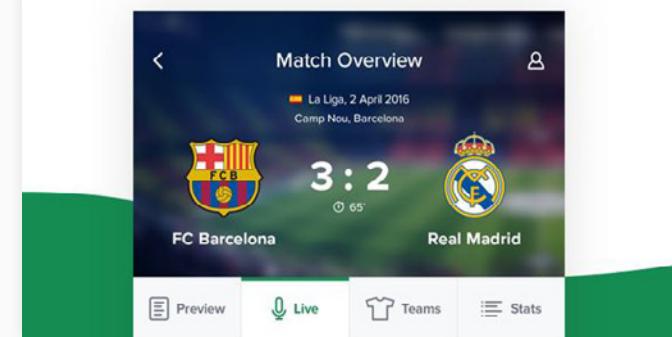
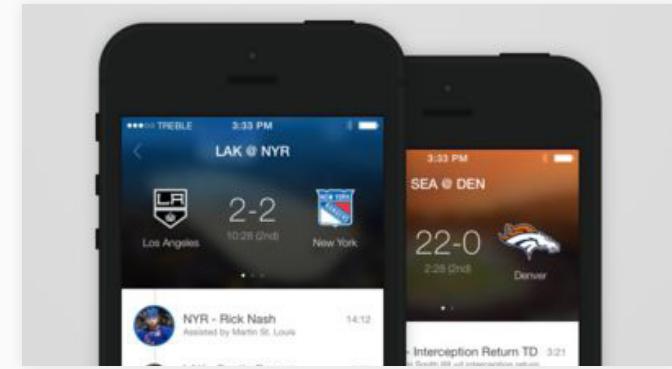
## MY SPORTS



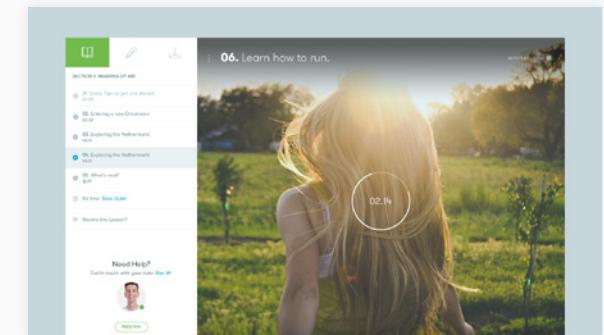
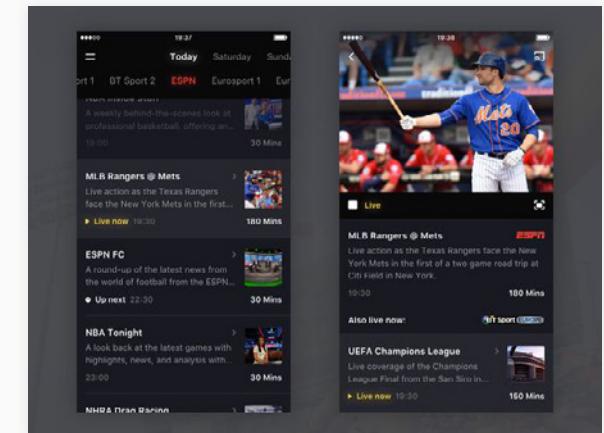
## SETTINGS



## STATS



## VIDEO

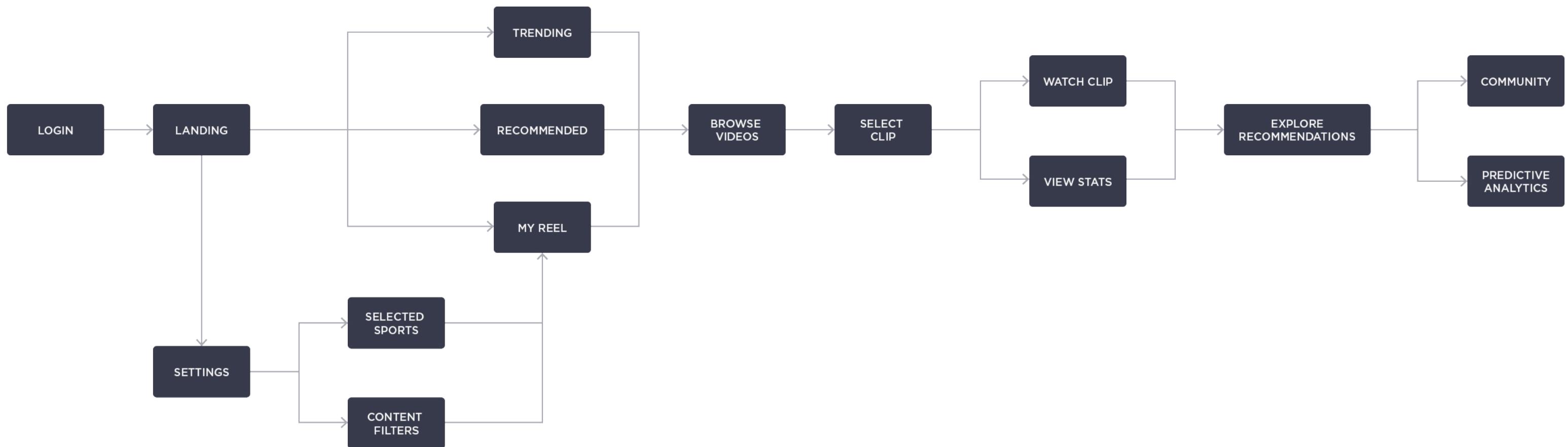


# **FLOW**

The chosen flow follows the user's journey through the application, with various options to access personalised highlight clips.

- 1 Use case
- 2 Patterns
- 3 Wireframes

# USE CASE

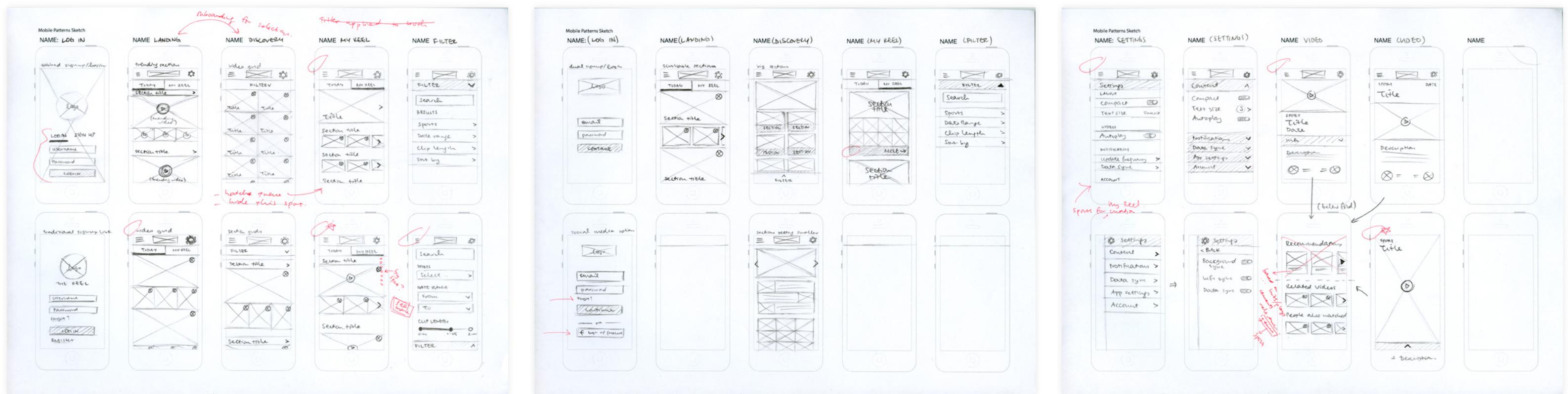


# PATTERNS

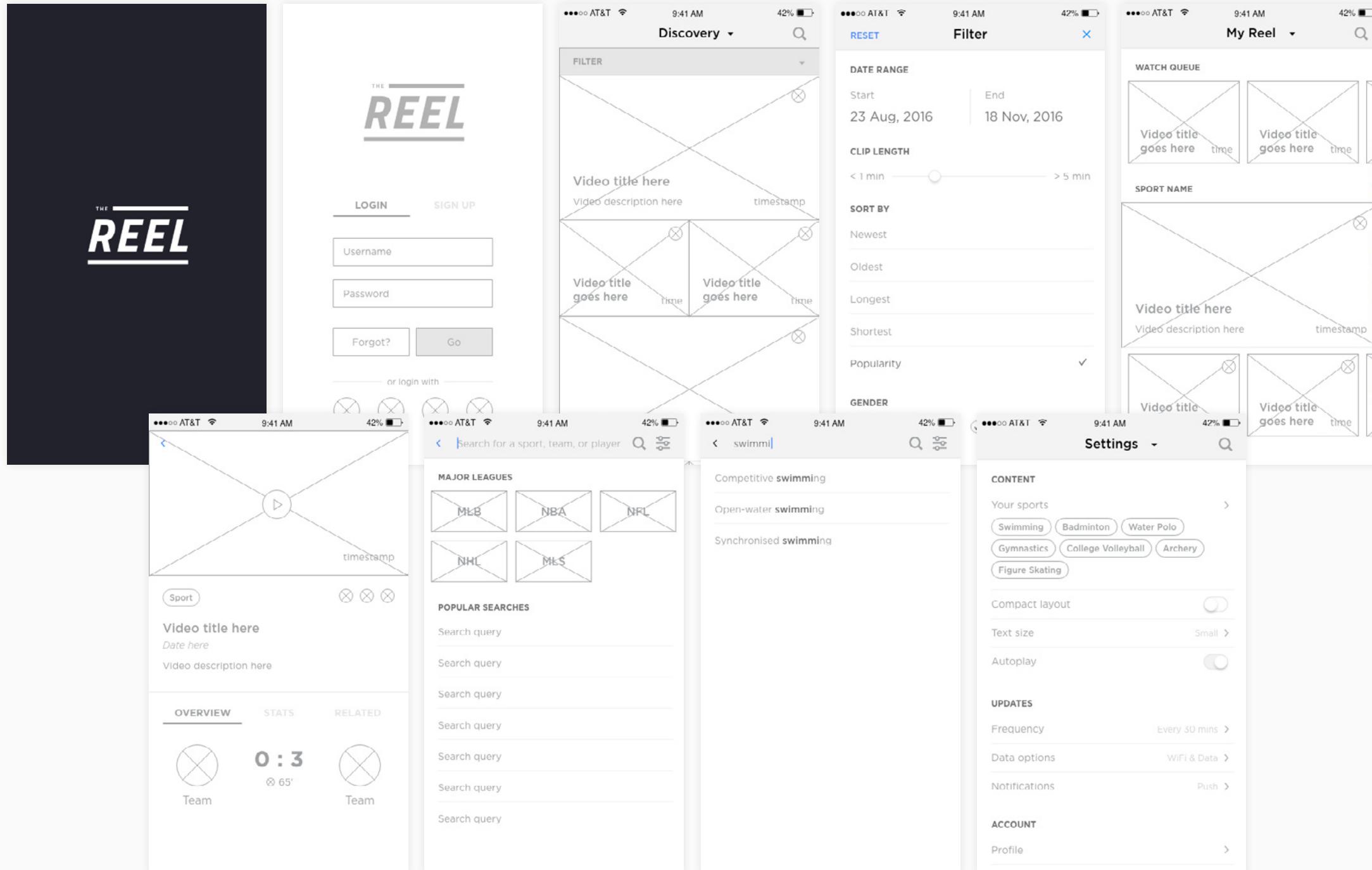
LOGIN	LANDING	MY REEL	CLIP DISCOVERY	WATCH CLIP	EXPLORE RECOMMENDATIONS
<b>Input structure</b>	<b>Header</b>	<b>Header</b>	<b>Header</b>	<b>Header</b>	<b>Content</b>
Text fields Tabbed content (login vs. register)	Tabbed menu Hamburger Title/logo	Tabbed menu Hamburger Title/logo Pull-down menu Settings button	Hamburger Title/logo Pull-down/dropdown menu Top bar + modal	Hamburger Title/logo Pull-down/dropdown menu Back button	Rows Cards Gallery
<b>Form submission</b>	<b>Sections</b>	<b>Sections</b>	<b>Filter/search</b>	<b>Hero content</b>	
Dual register/login Singular register Singular login	Rows Cards Gallery Springboard Timeline	Rows Cards Gallery Timeline	Row structure Typical checkboxes, toggles, radio buttons, sliders etc.	Full-width video Full-screen video with overlay	
<b>Content</b>	<b>Content</b>	<b>Content</b>	<b>Content</b>	<b>Content</b>	
Rows Cards Gallery	Rows Cards Gallery	Rows Cards Gallery	Rows Cards Gallery Full-screen slider/carousel	Rows Cards	
<b>Navigation</b>					
Hamburger Tabbed menu					

# SKETCHES

Explorations based on UI patterns listed above.



# WIREFRAMES



# VISUAL

A deep, dynamic aesthetic is complemented by an electric and vibrant accent, paired with typefaces that have personality.

- 1 Inspiration
- 2 Mood
- 3 Style

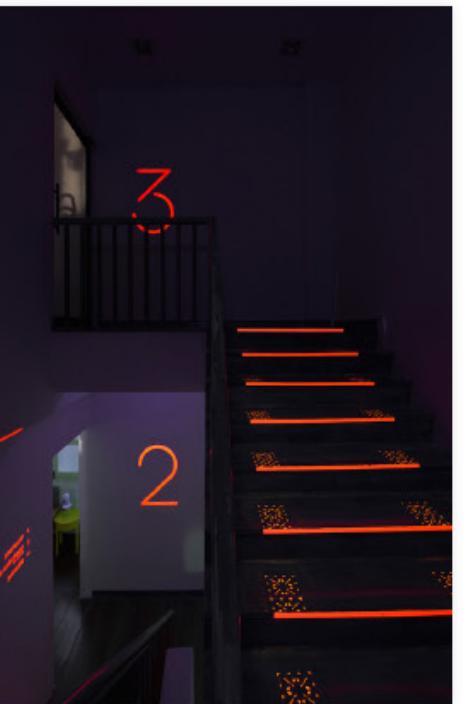
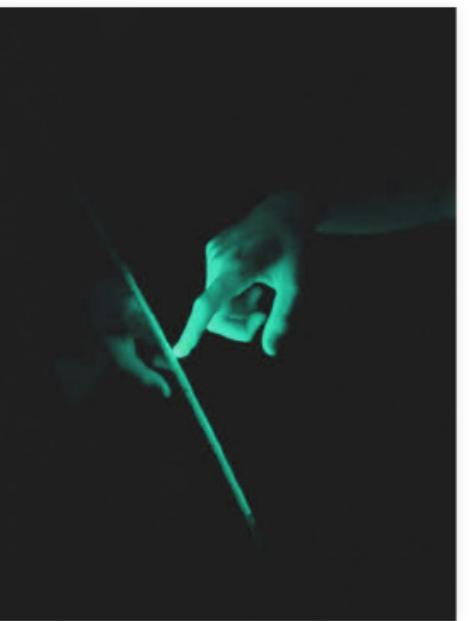
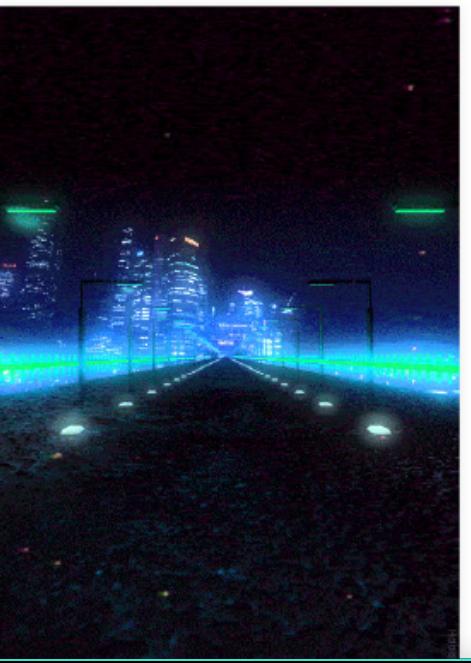
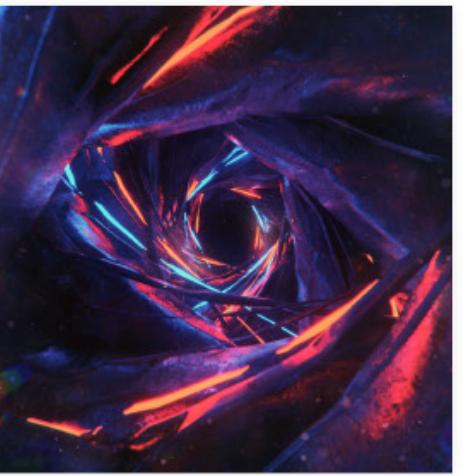
# INSPIRATION

The collage consists of six screenshots arranged in two rows of three. All screens feature a dark background with light-colored text and icons.

- Top Left:** A flight search interface with a search bar "Where to" and a list of "SUGGESTED LOCATIONS": New York (18h 30m • £322), London (9h 15m • £149), and Dubai (3h 30m • £129). It includes a "DEPARTURE TIME" section with icons for Morning, Noon, Evening, and Night, and a large green "SEARCH FLIGHTS" button.
- Top Middle:** A flight search results screen showing "45 results". The first three flights are listed:
  - Turkish Airlines: 8:35 BOM → 14:25 IST (11h 20m, 1 stop) for £122
  - Singapore Airlines: 10:10 BOM → 20:15 IST (7h 00m, Non-stop) for £129
  - Swiss Air: 11:05 BOM → 19:35<sup>+1</sup> IST (32h 10m, 1 stop) for £145
- Top Right:** A travel-related interface featuring a map icon with "Distance 860 km" and a "POPULAR DESTINATIONS" section. It shows "New York" with "45 nonstop daily flights" and "£322", and "London" with "22 nonstop daily flights".
- Bottom Left:** A fitness app dashboard showing "Recent" stats: 4,598 STANDARD SCANS, 2,425 TEAM SCANS, 31 MEMBERS, and TOTAL DRILLS 6,245. It also displays a circular progress bar with a red needle pointing to the number 6.
- Bottom Middle:** A digital clock interface showing "07:55" in a large font. Below it are controls for "Repeat" (Mo Tu Th Fr), "Snooze", and a toggle switch.
- Bottom Right:** A cycling app interface titled "Biking Session". It shows a map with a purple route line, the duration "01:42:37", and a "BODY" and "ENGINE" performance indicator.

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# MOOD



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# STYLE

## TYPOGRAPHY

**TITILLIUM BOLD ITALIC**

Gotham Book, Medium, Bold

## COLOURS



## BRANDING



## GRAPHIC STYLE



# **FINAL COMPOSITIONS**

The final solutions showcase sports highlight clips in a visually aesthetic and dynamic manner.

- 1 Splash
- 2 Login
- 3 Filter
- 4 My Reel
- 5 Video
- 6 Settings
- 7 Search
- 8 Navigation

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# SPLASH

1

## Reel Animation

The splash animation is quick and dynamic, a perfect entrance to the app.



# LOGIN

1

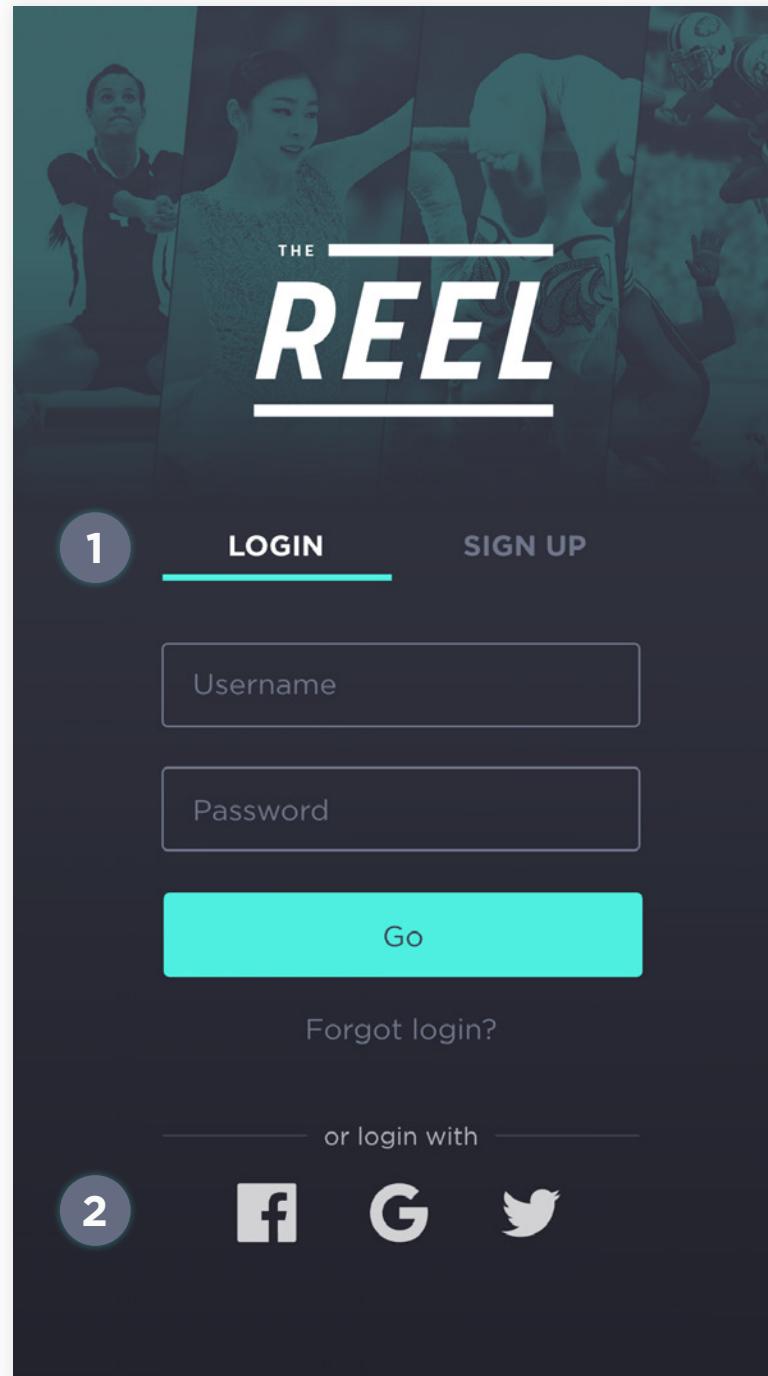
## Tabbed Login and Signup

The login and signup flows are similar, so they can be easily accessed via tabs above the input fields.

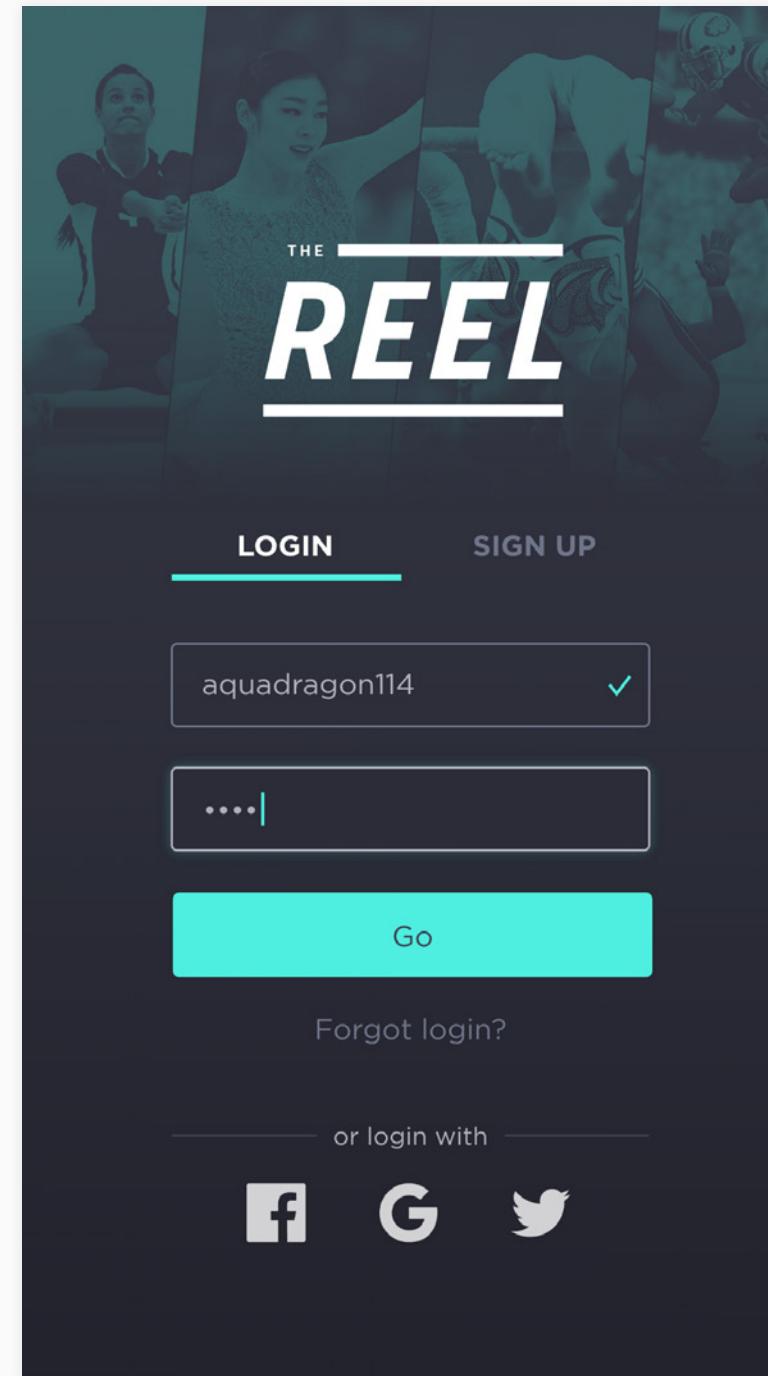
2

## Social Media Login

Users also have the ability to login with their social media accounts, speeding up the process.



The first screenshot shows the login interface for 'THE REEL'. At the top center is the 'THE REEL' logo. Below it are two tabs: 'LOGIN' (which is highlighted with a teal underline) and 'SIGN UP'. Underneath the tabs are two input fields: 'Username' and 'Password'. A large teal 'Go' button is centered below the password field. At the bottom left is a 'Forgot login?' link, and at the bottom right is a 'or login with' section featuring icons for Facebook, Google, and Twitter.



The second screenshot shows the same login interface after a user has entered their information. The 'Username' field contains 'aquadragon114' with a teal checkmark icon to its right. The 'Password' field contains '.....' with a teal cursor icon. The teal 'Go' button is still centered. At the bottom right, the 'or login with' section is visible, featuring the same social media icons for Facebook, Google, and Twitter.

# DISCOVERY

## 1 Shy Logo

The app's logo appears only on login, and only on the Discovery page. As the user scrolls, it slides up and "hides".

## 2 Quick Access to My Reel

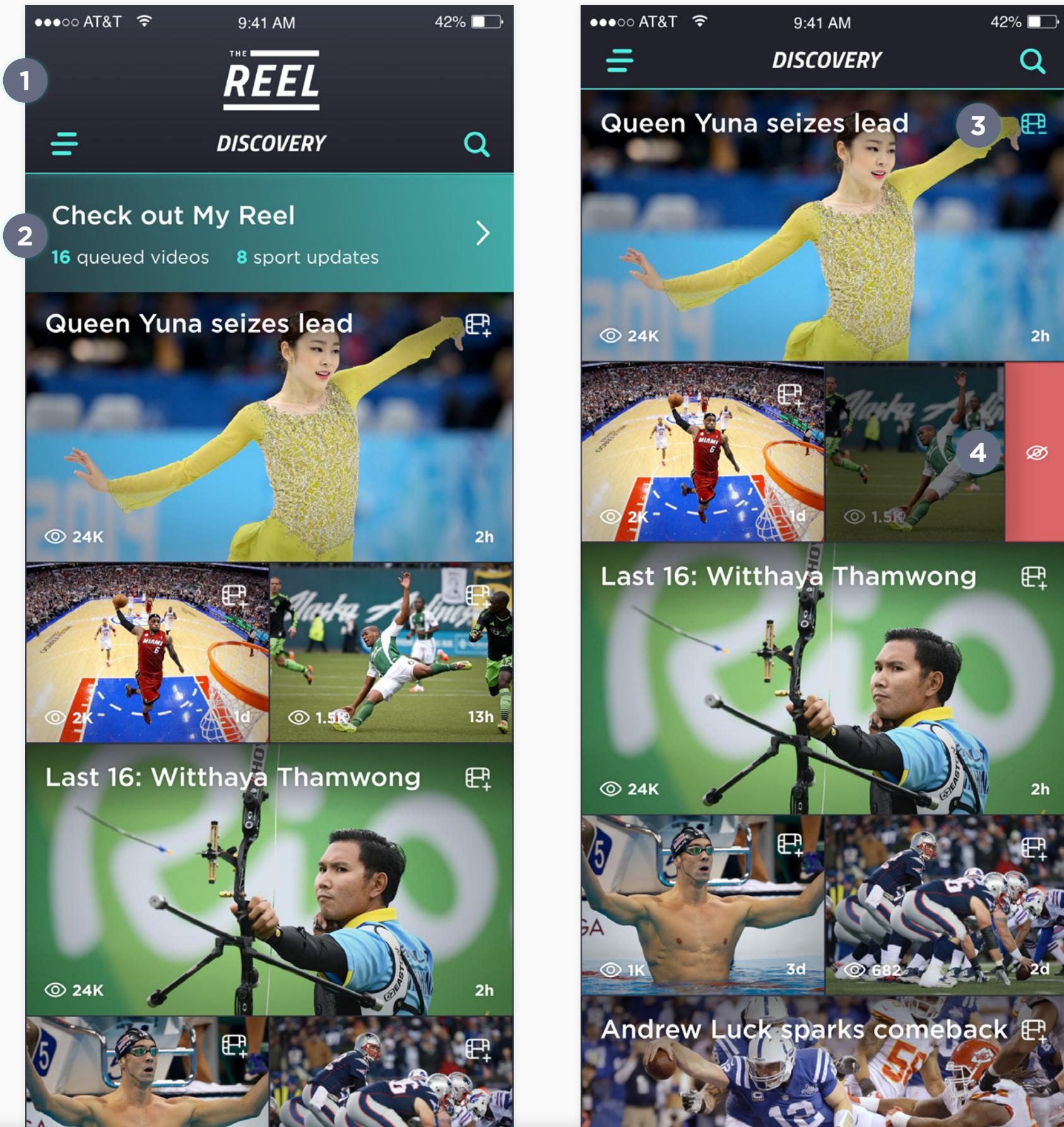
When the user logs in, they will see a quick overview of their queued videos, and any updates from the sports they previously followed.

## 3 Add to Watch Queue

It's a one-step process to add a video clip to the user's watch queue.

## 4 Slide to Unwatch

The user can slide to unwatch a video. The app will automatically curate videos based on what the user wants or doesn't want to see.

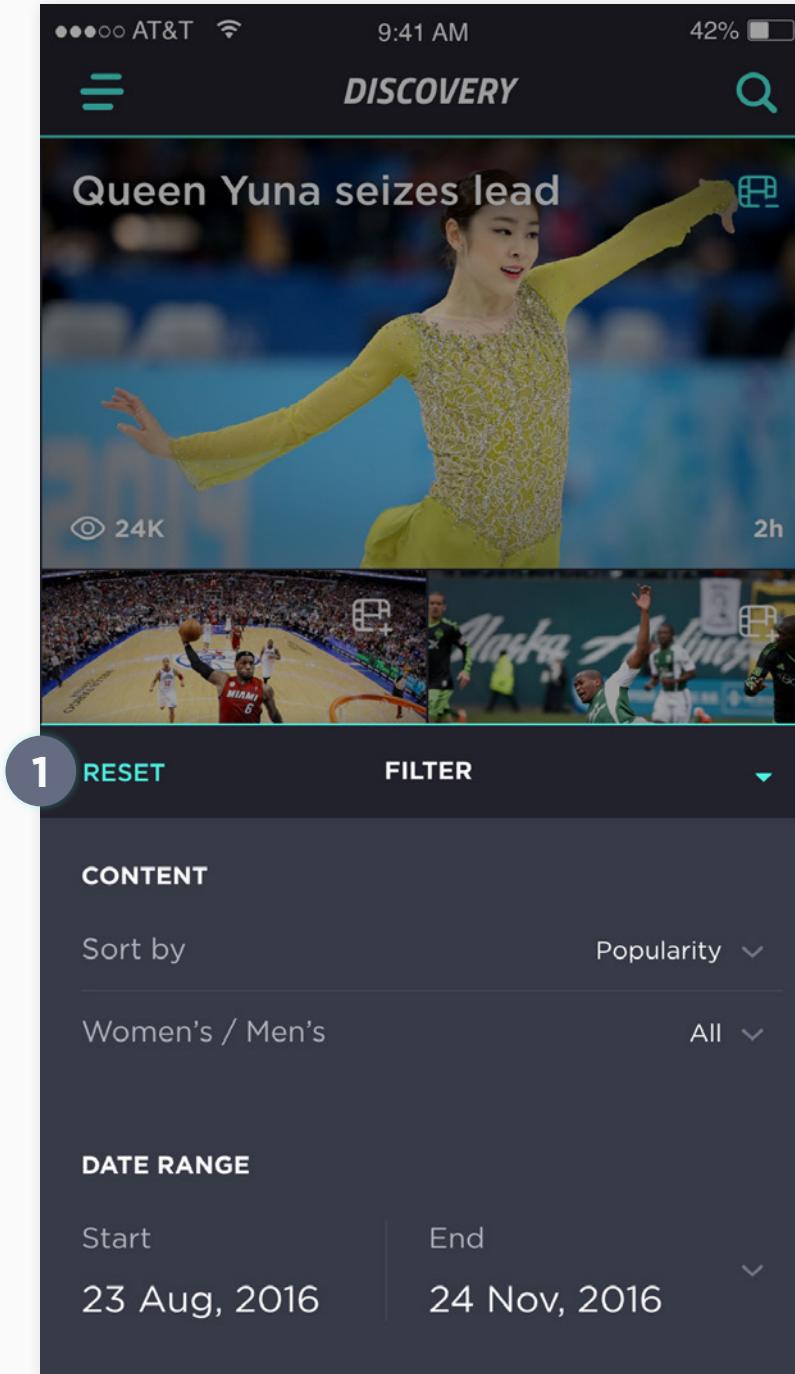


# FILTER

1

## Peeking Filter

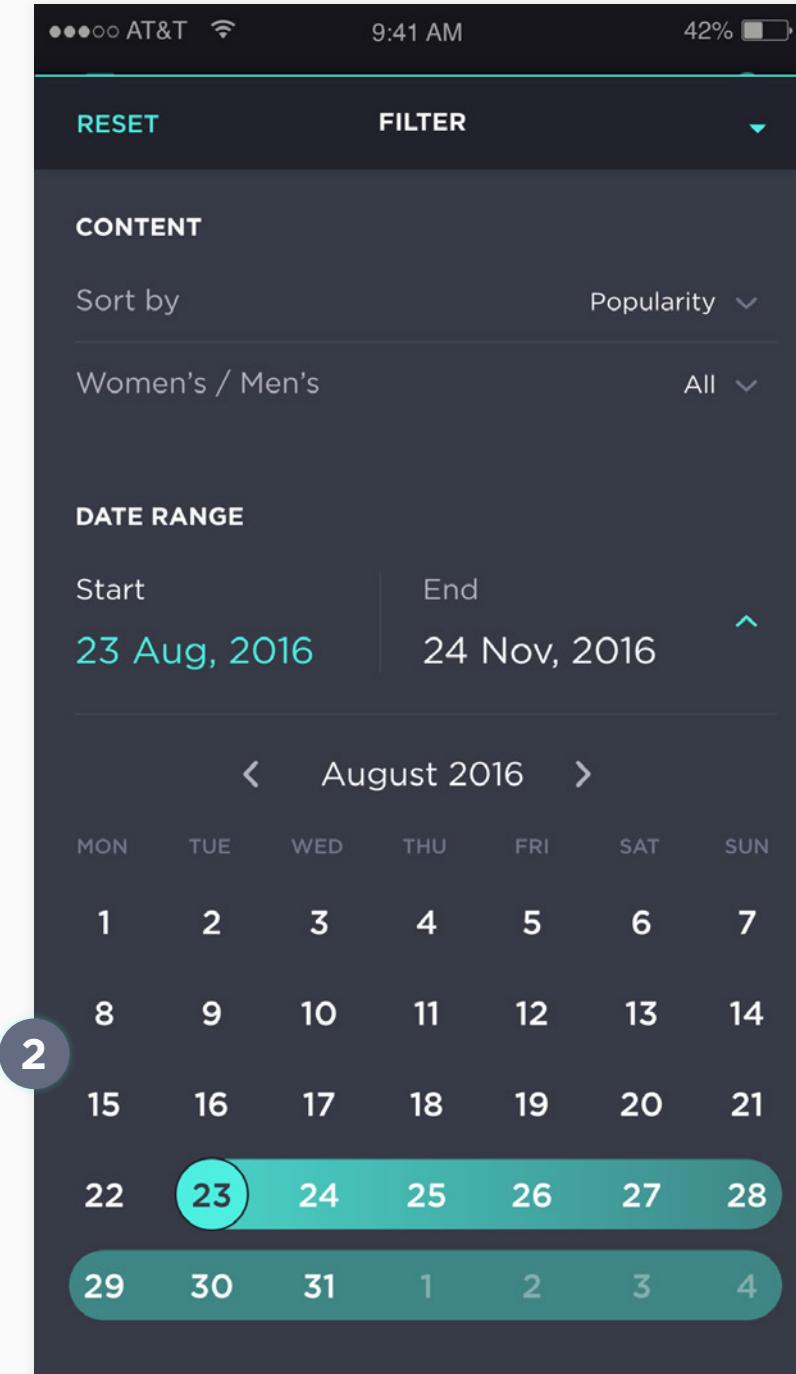
The filter is a fixed element at the bottom of the Discovery screen, and peeks up when it's tapped.



2

## Calendar

The user can pick their range of dates through the use of a calendar. Any expansions of the Filter screen is reflected on the height of the overlay.

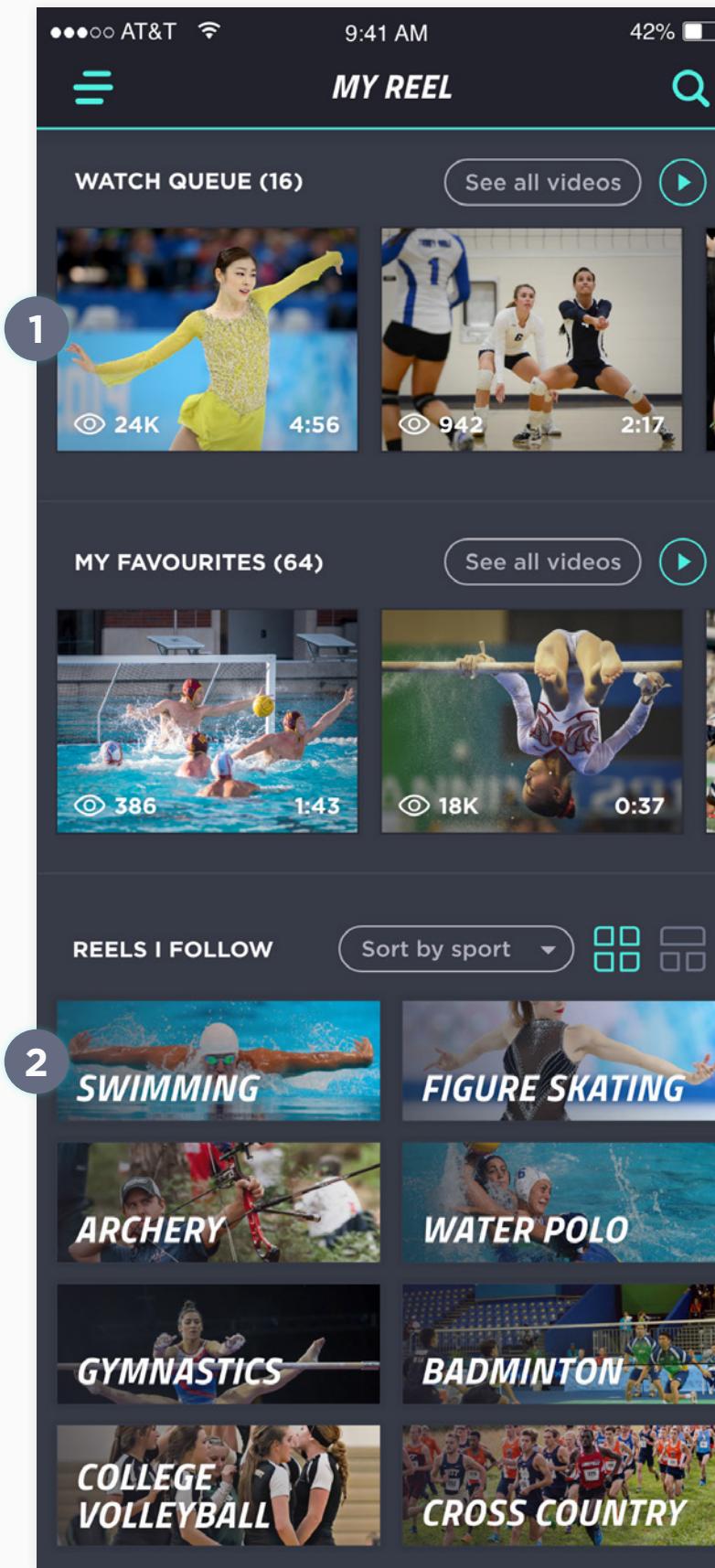


# MY REEL

1

## Horizontal Scrolling

The watch queue and favourites sections have videos that can be seen to some extent by horizontal scrolling.

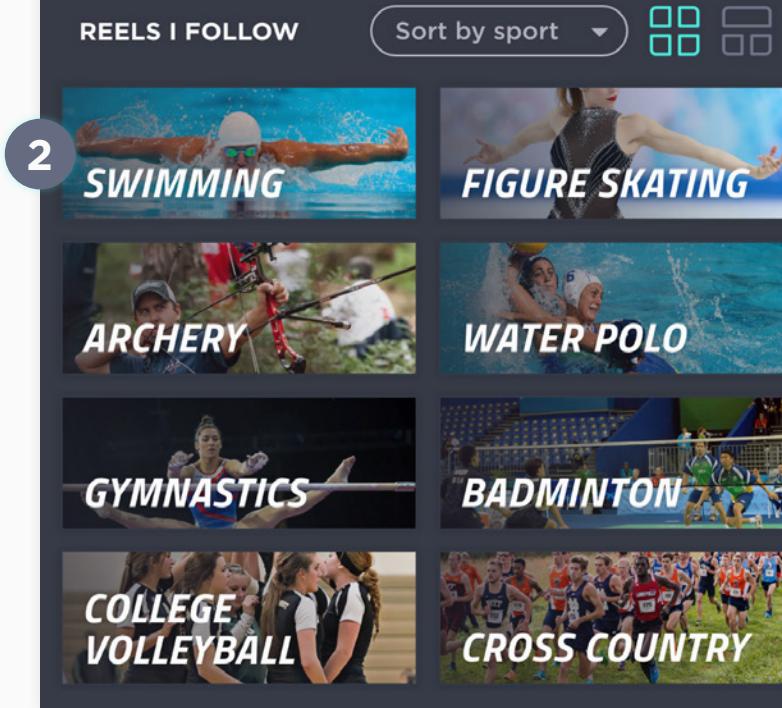


2

## Overview Grid View

This view has an overview of all the sports followed by the user in grid form.

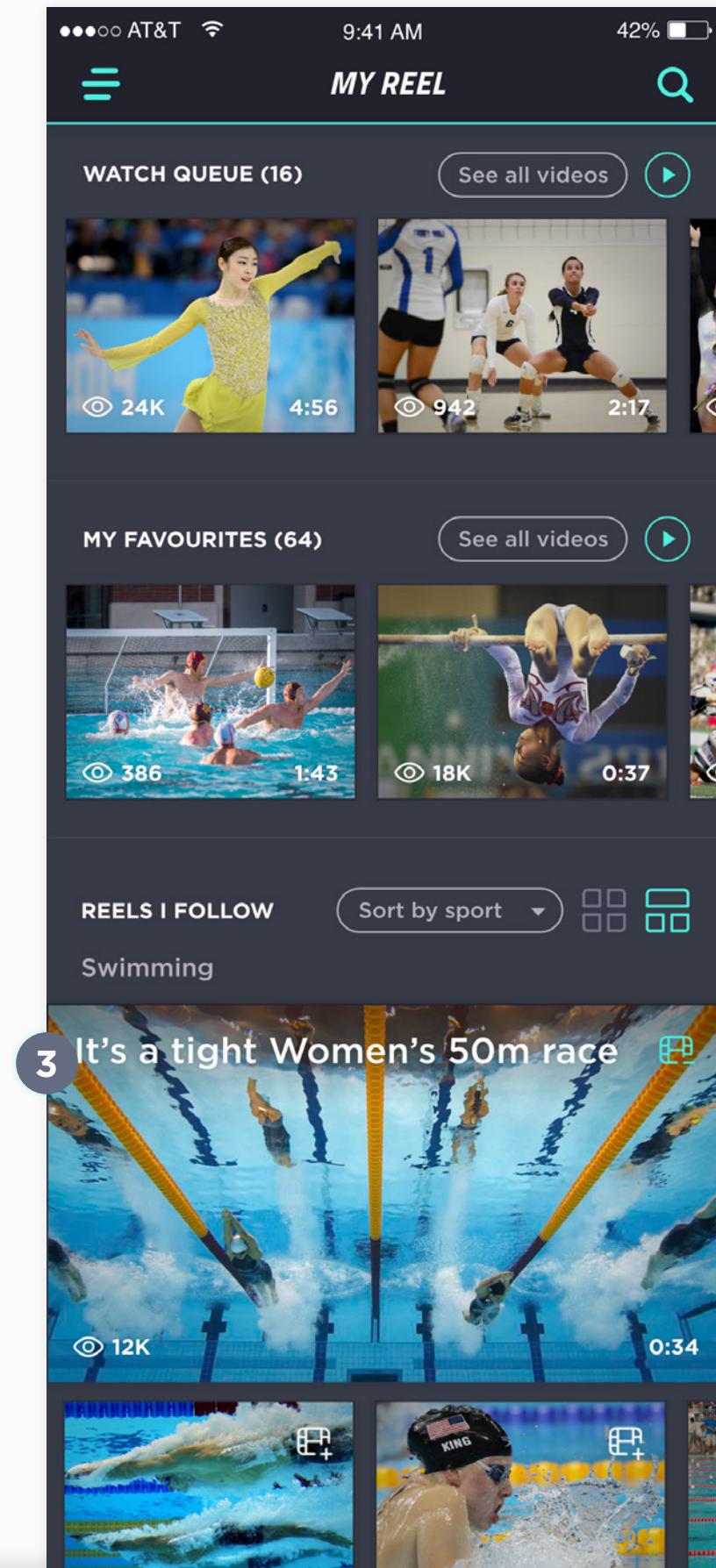
2



3

## Detailed Grid View

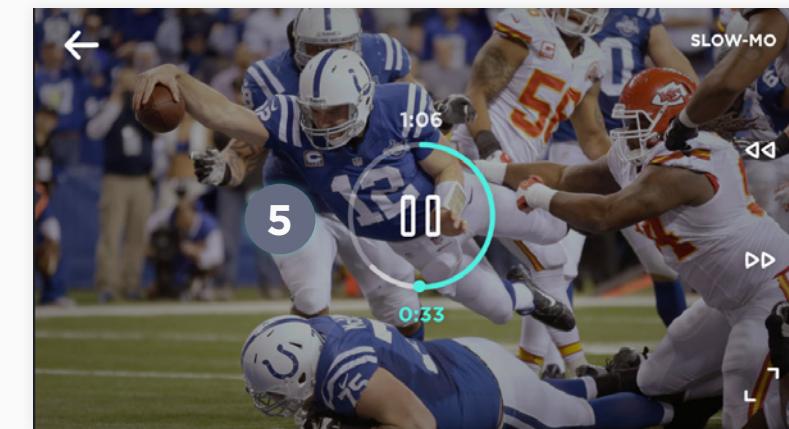
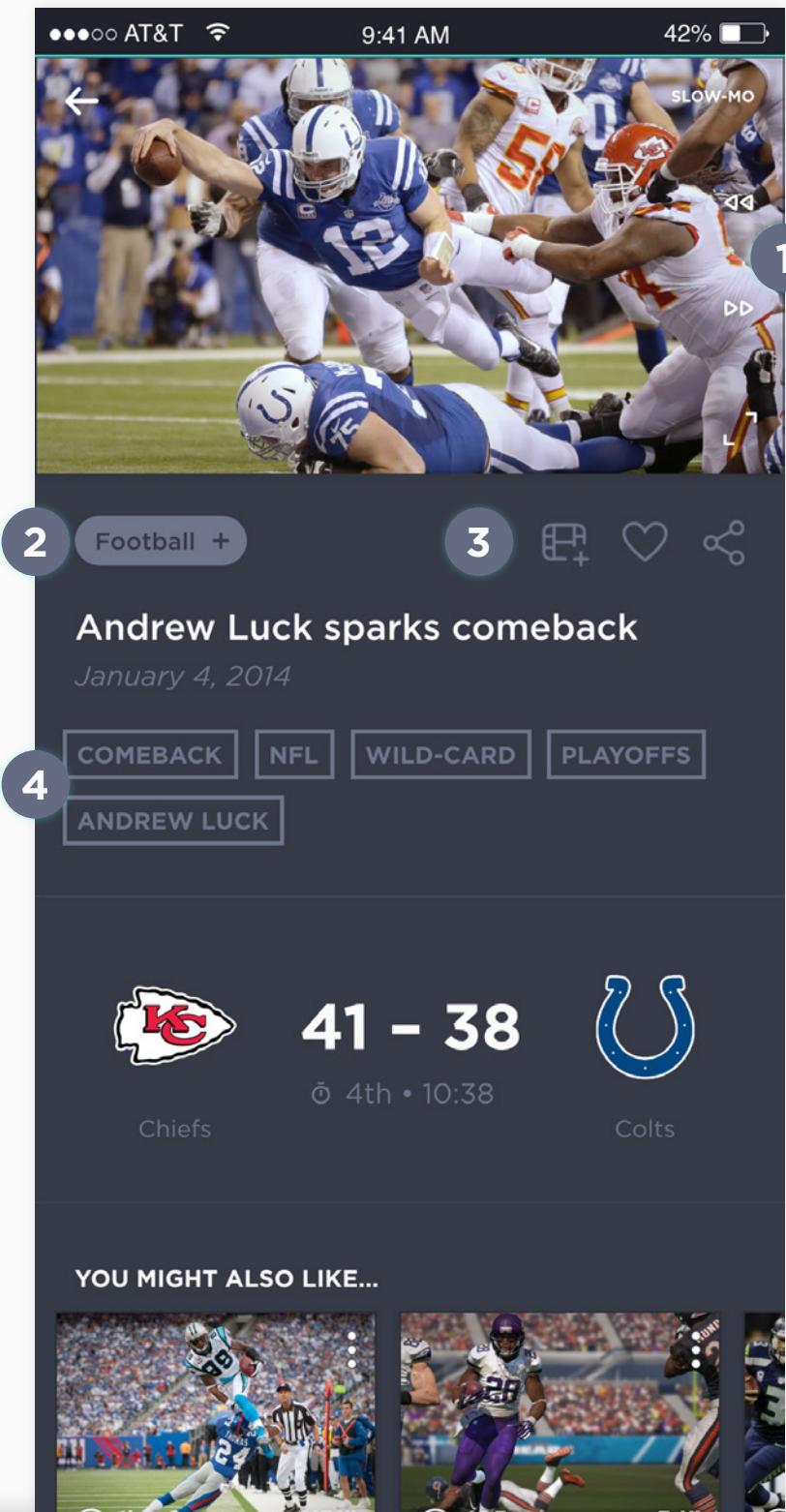
This view shows the top few highlight clips for each sport, where the user can scroll through the entire list of clips.



# VIDEO

## 1 Video Controls

The video controls are subtle, and include rewind, fast forward, slow-motion, and full-scren.



## 3 Video Options

Users can add the video to their watch queue, favourites, or share the clip.

## 4 Video Tags

Tags related to the video that can be tapped into to see other related clips.

## 5 Video Pause

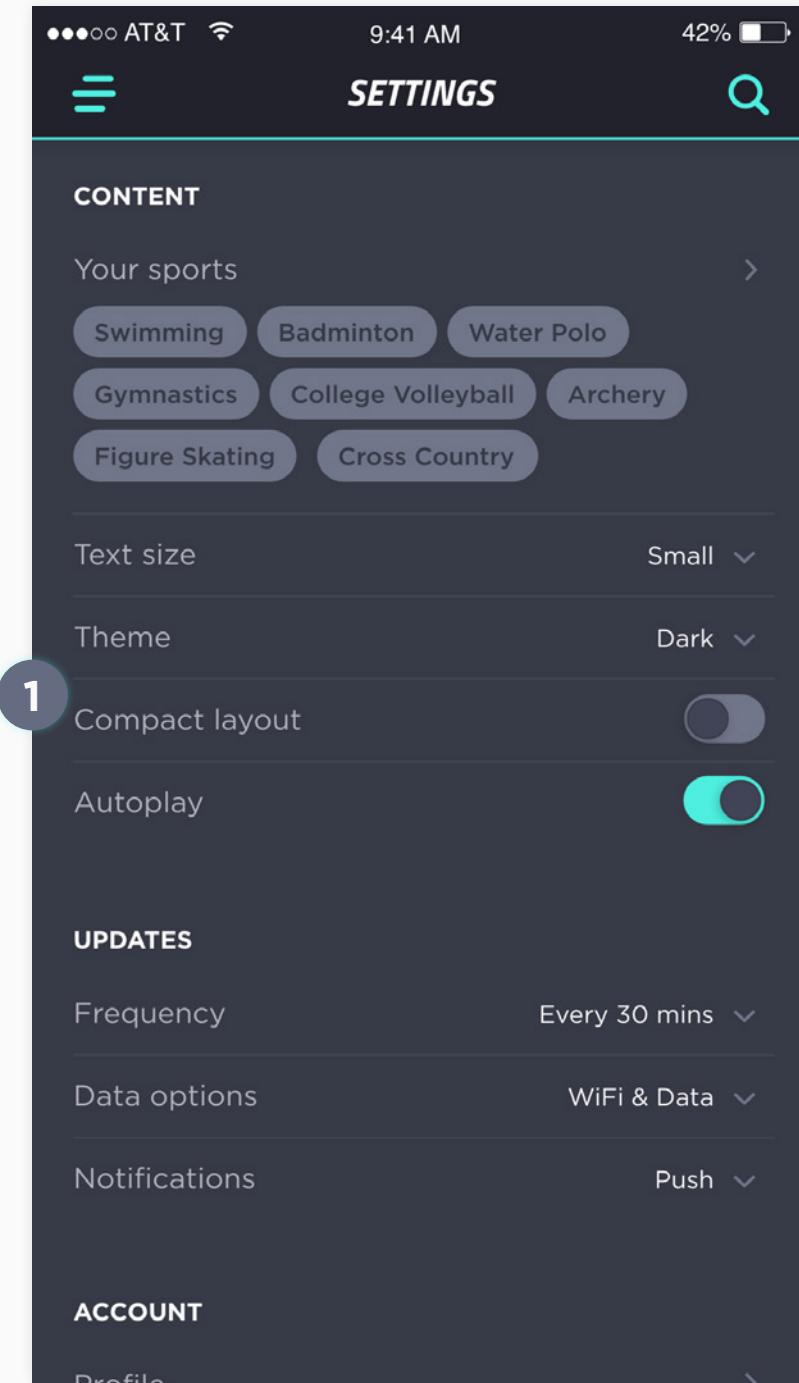
The pause screen of the clip features a circular scrub feature.

# SETTINGS

1

## Simple Settings

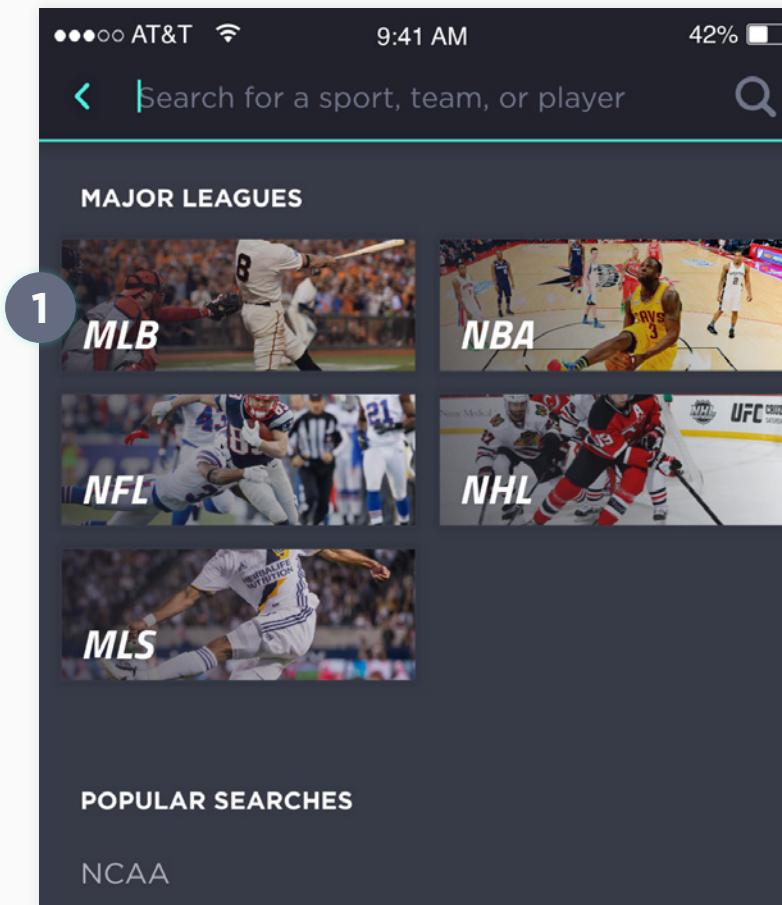
The settings options are simple, and include options for content, updates, and account settings.



# SEARCH

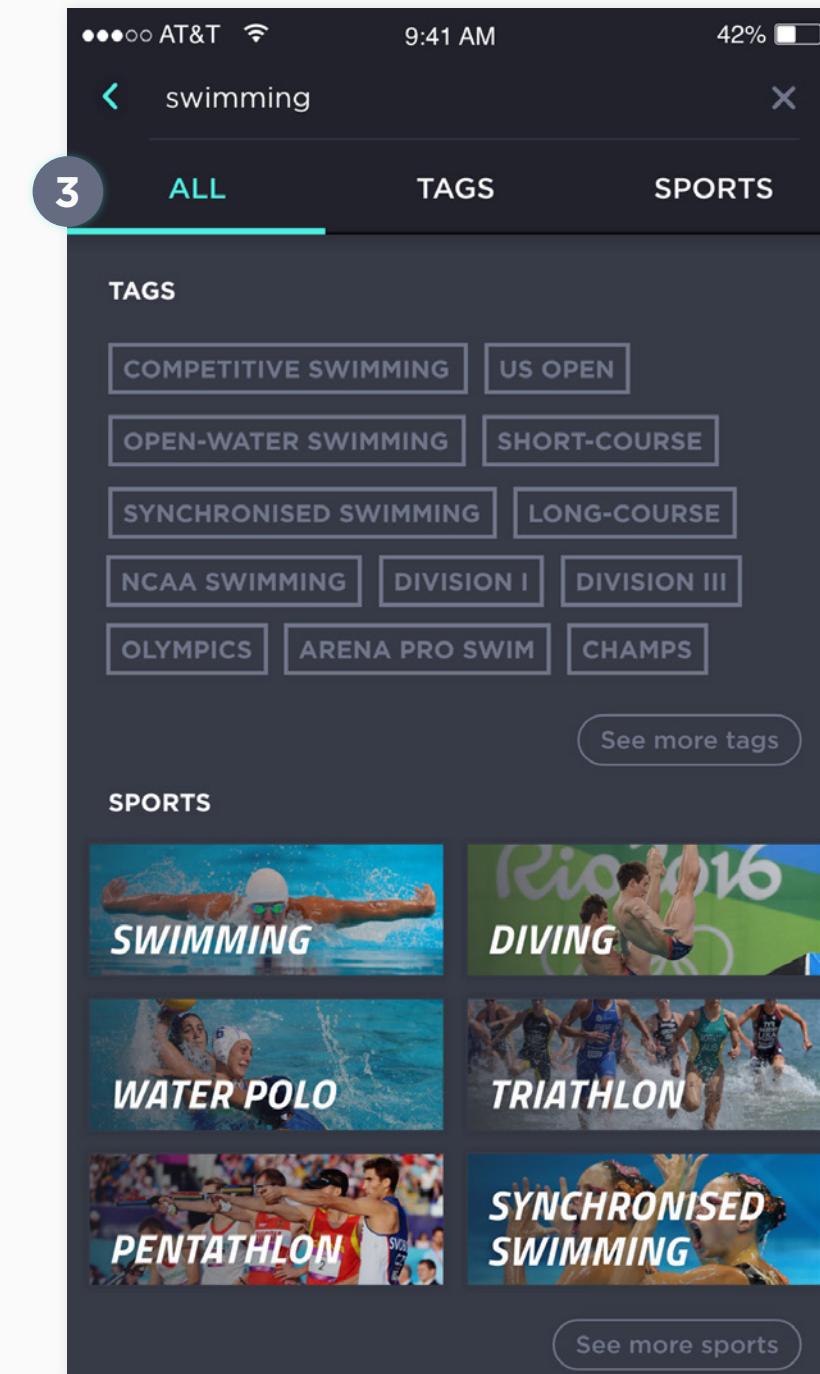
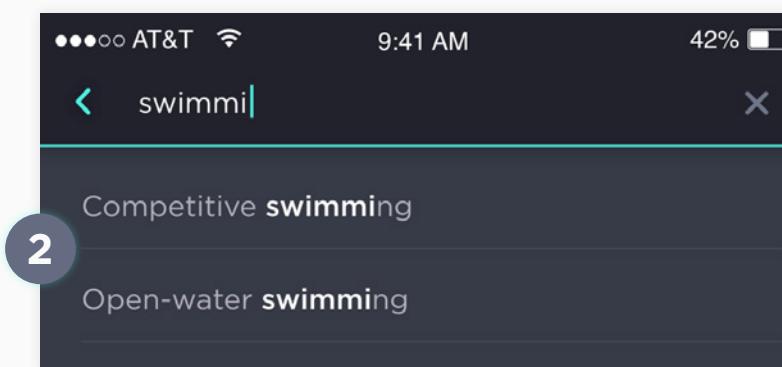
## 1 Quick Major League Search

The major leagues are popular go-to choices for searches, and as such are given a top spot on the search page.



## 2 Autocomplete

There is autocomplete in real time as the user enters their search query into the search field.



## 3 Search Results

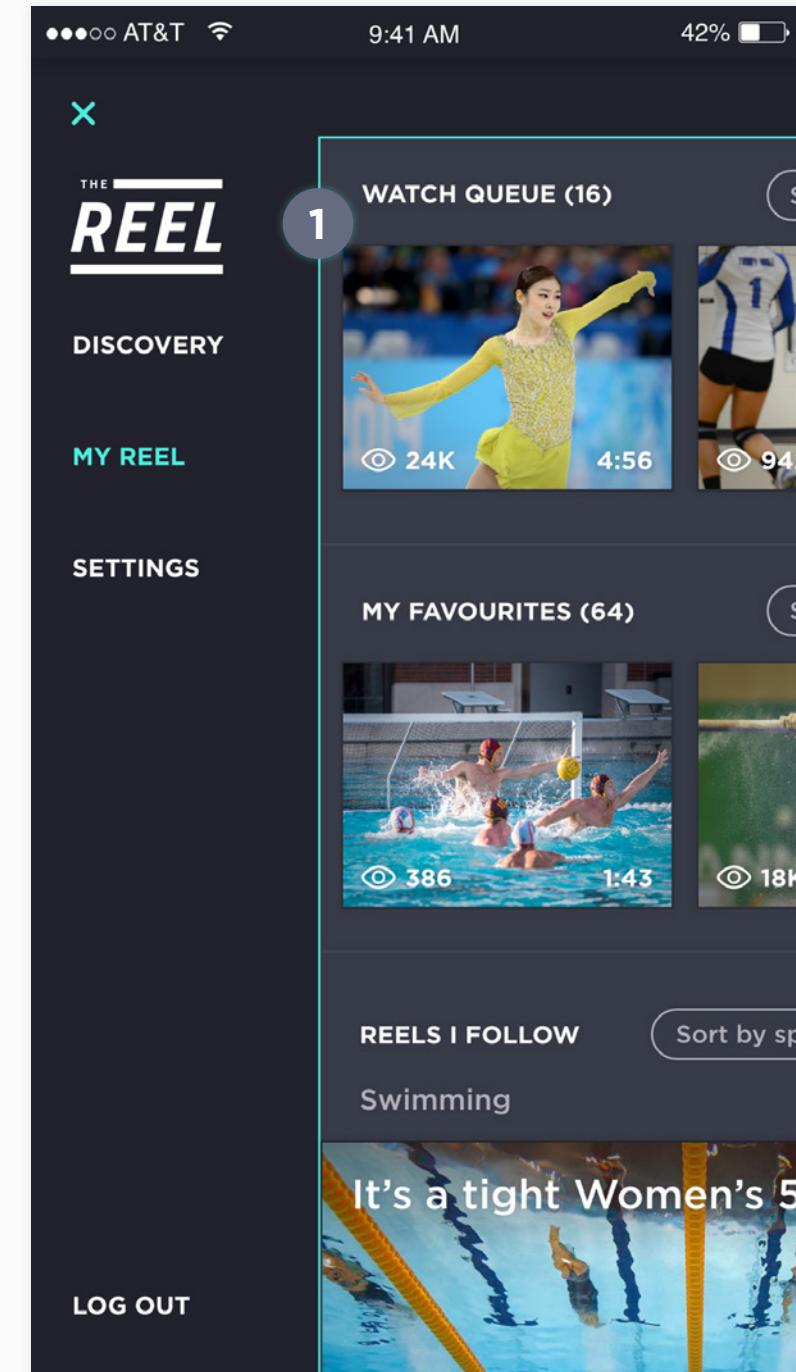
Search results are separated into two categories - tags and sports. These two can be navigated to via tabs.

# NAVIGATION

1

## Screen Preview

The navigation flow imitates native app switching, showing the screen the user came from, transitioning to the screen the user selects.



**END**

A PERSONALISED AND INTELLIGENTLY  
CURATED SPORTS HIGHLIGHTS EXPERIENCE.

The Reel is a platform that filters away the noise of thousands of daily sports videos, allowing users to immerse themselves in highlights they want to see.

PROTOTYPE

<https://marvelapp.com/97df9eg/>