

REACT TOGETHER
Come talk about sports



WHO ARE WE ?

React Together is an application which serves as a platform for people to discuss a wide variety of live sporting events and facilitate conversations surrounding topics related to these events with each other. Through this communication service, users will be able to find other users with the same interests that they wouldn't normally be able to talk about sports with. To ensure the user a both engaging and intuitive experience we have designed an application which allows a user to seamlessly chat with others and discover chat topics.



WHY US ?

There is no existing space that serves this need, as is demonstrated by both the popularity and minimal interactivity of team Facebook and Twitter accounts which encourage users to interact with both the organization and other fans over social media. React Together provides a home which allows people to transcend geographic and social boundaries in order to enjoy sports with others who have the same interests as they do.

Currently there is no existing space which allows sports fans to interact with each other effectively as can be seen by the current situation on Facebook where users discuss a variety of semi-related sports topics through comments all on a single post which causes users to feel disconnected and lost from the conversation.

React Together aims to solve this by acting as a home which allows people to transcend geographic and social boundaries and talk about sports topics which interest them in an organized manner.

BRAND VALIDATION

Sports is one of the few remaining types of television programming that people care about viewing live. Most shows on TV can be recorded or watched online the next day with next to no downside (opposed to having to avoid spoilers in some cases). However, people are vehemently opposed to watching sports once the event is over, as if the game no longer has any value since the outcome is already determined. The importance that people place on watching sports live creates opportunity for React Together as an app, as it allows people to find others who wish to cheer and discuss the game together while they watch, ensuring they don't feel lonely and have someone with similar interests to talk to. Furthermore, pairing the concept of a chatroom with a video feed (except here the video feed is seen by the user on TV) has proven to be successful through the popularity and financial success of the website Twitch.tv, a site for video game streaming that sold to Amazon for \$970 Million USD.

USER VALIDATION



Adavya Bhalla

"I really wish there were people who loved to discuss cricket and soccer as much as I do"



Ayushi Dhar

"I would use an app like this over Facebook comments any day as it would be so much more personal"

SCHEDULE

Phase	Week
Discovery Phase	1
Persona Development	2
Content Analysis and Strategy	3
Research Phase	4
Wireframing	5
High Fidelity Prototype	6 / 7
A/B User Testing	8
Make changes to prototype	9
Final Prototype	10

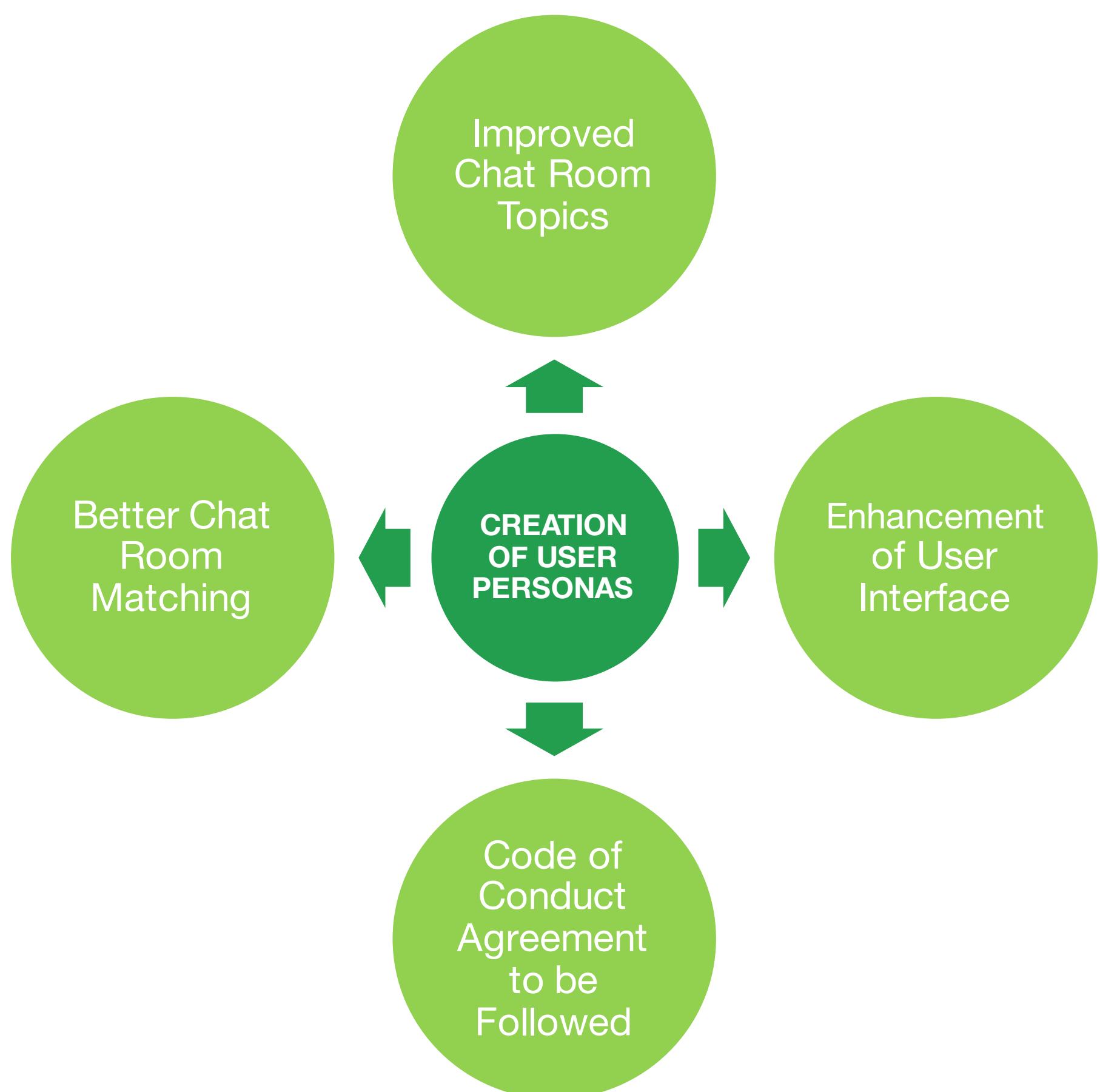
INVESTMENT

Description	Payment (per month)
Stage One (first three months) Employee Payments, Computer Equipment and Software, Research, Alpha and Beta Testing	\$8,210
Stage Two (every month after) Further Development, Computer Equipment and Software, Maintenance	\$7,850

PERSONAS

Early on during the design process at React Together a portfolio of personas was developed. These personas will help us get an understanding of the types of people the application will be used by.

The reason this portfolio of personas was made was because React Together identified that with the help of personas we will be able to further enhance the user experience of the application. The reason we say this is because our application is all about communication. If we get an understanding of these kind of personas we will not only be able to develop better and more focused chat rooms but better design the service better as well, thus ensuring each persona has an enjoyable experience whilst using our application.



SAHIL The Super fan

AGE 23

OCCUPATION International Student

STATUS Single

LOCATION Seattle, WA

TIER Enthusiast

PROFILE Long Distance Fan

Talkative

Loyal

Enthusiastic



"I will wake up at 3am to watch an Arsenal or India game, that's how loyal I am."

VALUES

- Immediate celebrations and discussion of key events
- Fans who support his team while under pressure
- Sharing his displeasure about certain match moments

DISLIKES

- Cultural Clashes
- People insulting the opposition
- People booing his team when they are losing

BIO

Sahil is studying in the USA and closely follows his favorite cricket and soccer teams, which have games that take place across the world in various timezones, forcing him to watch games at odd hours when none of his friends are awake (though they prefer American sports like football and baseball). He wants to find a way to be able to cheer and celebrate during the games with others, since nobody at his school seems to be a fan of the same teams as him.

USE CASE

He can watch his game at odd hours and our application will help Sahil connect to other people around the world who are watching the game and are interested in communicating with each other and cheering their team on. This way he will not feel lonely and will feel more spirited when his team is playing the game.

NEEDS

People who watch games live and are willing to communicate via chat messages

CHARACTER



FAVORITES



FIONA The Fantasy Player

AGE 33

OCCUPATION HR Rep

STATUS Single

LOCATION New York, New York

TIER Super Enthusiast

PROFILE Fantasy Sports Player

Competitive

Knowledgible

Insightful



"I beat my husband every year in fantasy football!"

VALUES

- Winning competitions
- Staying up to date on every thing sports
- Discussion on her favorite players and teams

DISLIKES

- Losing competitions
- Missing out on information about her favorite players
- People who lack passion for sports

BIO

Fiona works a day job, but even at that day job she still has time to peep on social media or his other sports apps to check fantasy scores and other league news in hopes of acquiring the waiver wire pickup of the year. She will spend a good chunk of his free time watching NFL League Pass to watch a low market game to get a feel for how all the players of the league are doing. Even then, she will still be frequently checking sports related apps for news and highlights.

USE CASE

He can watch his game at odd hours and our application will help Sahil connect to other people around the world who are watching the game and are interested in communicating with each other and cheering their team on. This way he will not feel lonely and will feel more spirited when his team is playing the game.

NEEDS

People who are have passion and knowledge about sports to give her advice as well as news on players

CHARACTER



FAVORITES



LARRY The Lonely Heart

AGE 70

OCCUPATION Retired Employee

STATUS Single

LOCATION New York, NY

TIER Enthusiast

PROFILE Old and Lonely

Reflective

Easy Going

Nostalgic



"Just talk to me about the Boston Red Sox, I can go on for hours about the good old days."

VALUES

- Lengthy quality conversations
- Fans loyal to what they say they care about
- Fans who understand the impact of historic games

DISLIKES

- Complicated User Interfaces
- Information Overload
- Typing

BIO

Larry is a 72-year-old man who lives in Boston. He's been a longtime fan of the Red Sox, he has many fond memories dating back to the days of old. Back in the day, he would watch the majority of the games with his friends who also were avid Red Sox fans. As time went by, some of his friends lost interest in baseball. Another passed away. Due to the age of the people who remain from the old group, it's hard for Larry to get together with his friends to talk. Most of them watch the games from their living room armchairs.

USE CASE

Larry wishes that he could talk over the Red Sox games with other fans like he did back in the day. Additionally, he would love a way to reminisce over the Red Sox of the past with others that remember seasons out of franchise history.

NEEDS

Other older users who are passionate about their team and have vast historical knowledge

CHARACTER



FAVORITES



WADE The Watcher

AGE 33

OCCUPATION Software Engineer

STATUS Single

LOCATION Austin, Texas

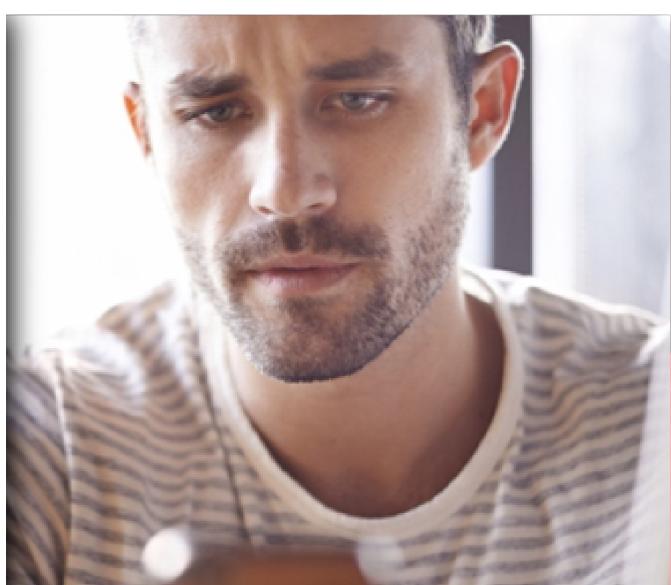
TIER Semi - Enthusiast

PROFILE Silent Participant

Insightful

Quiet

Observant



".... (stays silent)"

VALUES

- People who talk about strategies and tactics
- Knowing there are others like him watching the game
- Learning from others which games are going well

DISLIKES

- Highly emotional or meaningless comments
- People who are not passionate about the sport
- People who keep spamming

BIO

Wade is a software engineer who is always coding and debugging at work. However, he really likes watching basketball games. He used to play basketball when he was in high school. However, he cannot find friends to play with since he joined work. He watches lots of basketball games. Sometimes, he feels a little bit lonely, but he prefers that over going and talking to others. He prefers to sit back and hear advice and opinions from others.

USE CASE

Wade will use this service to see others' opinions about different NBA games. This will also help in curing the loneliness he sometimes feels while watching the games alone. He somehow feels connected with others while reading through the chats. Using React Together reminds Wade of High School when he played basketball.

NEEDS

Lots of users to give insightful thoughts so that he can make sense of the majority opinion.

CHARACTER



FAVORITES



MATT From Marketing

AGE 33

OCCUPATION Advertising

STATUS Single

LOCATION New York, NY

TIER External Persona

PROFILE Advertising Partner

Money Man

Cunning

Driven



*"Money and Stats.
That's where it's at."*

VALUES

- Good relations with companies he is marketing
- Well developed apps with great backends
- Tons of data for analysis for targetted advertising

DISLIKES

- Horrible non HD adveritismens
- Banner Advertisements
- Failing to meet deadlines

BIO

Matt is the marketing agent who handles the online advertising portfolio for several sports companies and is always looking for various opportunities through which he can market their products. He understands the scope of a product, the opportunities it offers and the type of customers he needs to target. He has different targets set by each company he must achieve so as to ensure he does not lose his clients.

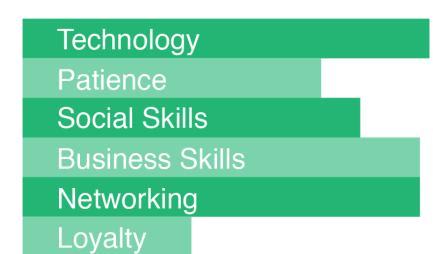
USE CASE

Matt can use our application to advertise the brands under his portfolio. He can also use target advertising techniques so as to increase his success rates. Using the data he collects from the click rates for his ads on our app he can understand which products are popular and which are not and accordingly know which product's sales he needs to boost .

NEEDS

- Data Analysis
- Targeted Advertising
- Click Rates
- Professional Attitude

CHARACTER



BRANDS



FINANCE STRATEGY

ADVERTISING

React Together wishes to incorporate an in-app content flow with targeted advertisements in the manner in which Facebook does instead of top or bottom fixed banner advertisements. We wish to protect the user from feeling swamped by ads, instead opting for a more subtle form of advertising. Every time a user scrolls through 30 messages in a group the user will see a small advertisement targeted at him, in the same form factor as the other messages.

To ensure advertisements are targeted correctly, React Together will analyze a user's likes and dislikes from his messages, favorites and chat room behavior data. These advertisements will maintain the good user experience since they will be targeted advertisements, promoting products that the user will likely already desire (such as a special edition soccer ball or a basketball jersey of the user's favorite team).

For React Together to get advertisers on board, we will have to approach advertising firms that do business with the sports industry and explain React Together's purpose as an app. They will be introduced to both our suggested advertisement packages and how the application works. Additionally, our team will listen to the marketing team's input, taking it into consideration to ensure we can provide the best marketing strategy possible on a timely basis to ensure a good business relationship with our marketing connections.

FINANCE STRATEGY

BIG DATA

React Together will be catering to a large number of users discussing a myriad of topics. Therefore, there exists an opportunity to collect a sizable amount of data based on user behavior. This data can be used for data mining purposes, since user data on a user's behavior can be very valuable to a company who knows how to use it correctly through analytics and targeted advertising. Therefore React Together wishes to sell this data in order to generate additional revenue. Through leveraging big data for marketing purposes, the app will not only bring in more money, but the overall amount of advertisements that the user will be exposed to will also be decreased, which should enhance the user's overall satisfaction while using the app.



USER NEEDS

After analyzing both our user and external personas React Together recognized that certain user needs need to be addressed so as to ensure all the stakeholders as well as the company is satisfied thus ensuring the both the financial as well as popularity success of the application which is aimed at is achieved.

Below a list of needs has been presented along with a brief as to how these needs have been addressed.

CHAT ROOM MANAGEMENT

We noticed that most of our user personas wanted a balanced pace of messages flowing through the chat room (not too slow/fast) and wanted to avoid spam, advertisements, and messages containing foul language.

In order to address this, the team researched how other apps combatted these problems. After observing how users generate content on apps like Whatsapp and Twitch we determined that a room size of 50 is ideal. Over time, users will be assigned a rating indicating how social they are based on factors such as messages/minute. Machine learning algorithms will “cluster” users into behind-the-scenes user groups, so that we can determine what type of user they are (i.e. a spammer, a quiet person, an insightful person, etc.). Also, users will rate their experience on a 1-5 scale when they leave a chatroom, along with citing the rationale for their rating from a predefined list of reasons. Combining these two methods will determine which particular room a user will be placed in after selecting a topic to talk about.

Similar to Twitch, React Together has implemented a program into the chat rooms which can scan all the messages sent on the chat room and detects for foul language and spam. While spam is instantly deleted, users that demonstrate a repeated history of vulgarity are flagged for troublesome behavior.

USER NEEDS

VARIETY OF TOPICS

A wide variety of chat room topics will need to be generated before each game as well as new topics that need to be introduced as the game progresses. React Together's strong back end will be able to support a host of topics for each game, chosen after communicating with sports networks such as ESPN and FOX, ceding to the judgement of those with sports expertise to determine relevant and engaging chat topics.

FAMILIAR OF CHAT INTERFACE

Not all of the user personas are as technologically savvy or have the desire/patience to learn how to use an app and are more concerned by the content they are viewing on the app. It is a priority to ensure a simple to use, familiar interface. Therefore, the chatroom experience has been kept similar to other messaging applications.

SPECIAL FEATURES

NOTIFICATIONS ABOUT GAMES

React Together recognizes that some users may be forgetful about their team's games as they are busy with their lives or they may just not know when their team is playing. To address this issue, an optional notification feature has been implemented where users are notified an hour before their favorite team's game and when a key events occur in the game.

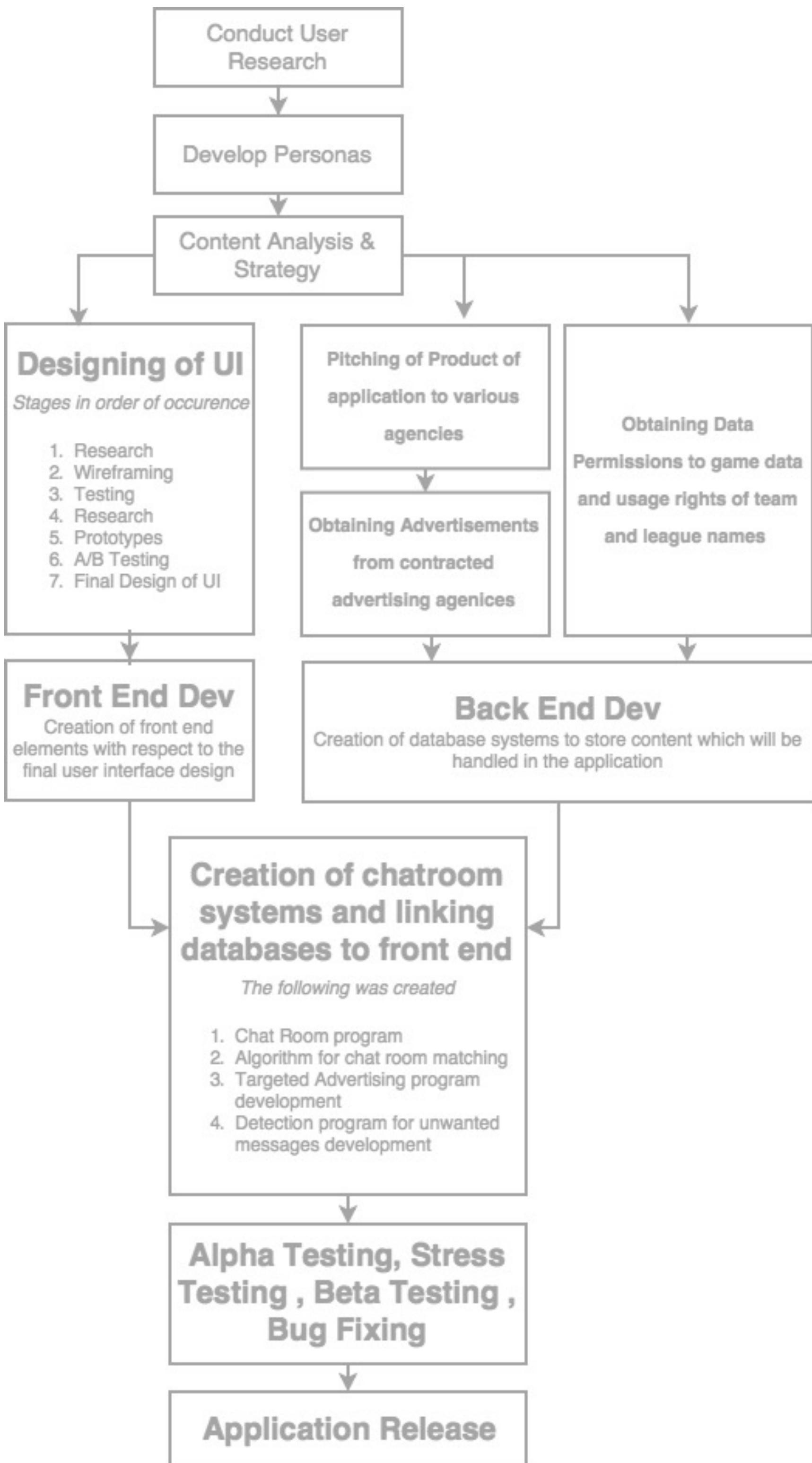
FAVORITE TEAMS FEATURE

To ensure that users will always have content relevant to their favorite teams, a favorites feature has been incorporated, where loyal fans can choose their favorite sports, leagues, teams, and players. When a user uses the application for the first time he be presented the option to add his favorite teams (which can later be edited through the user profile screen).

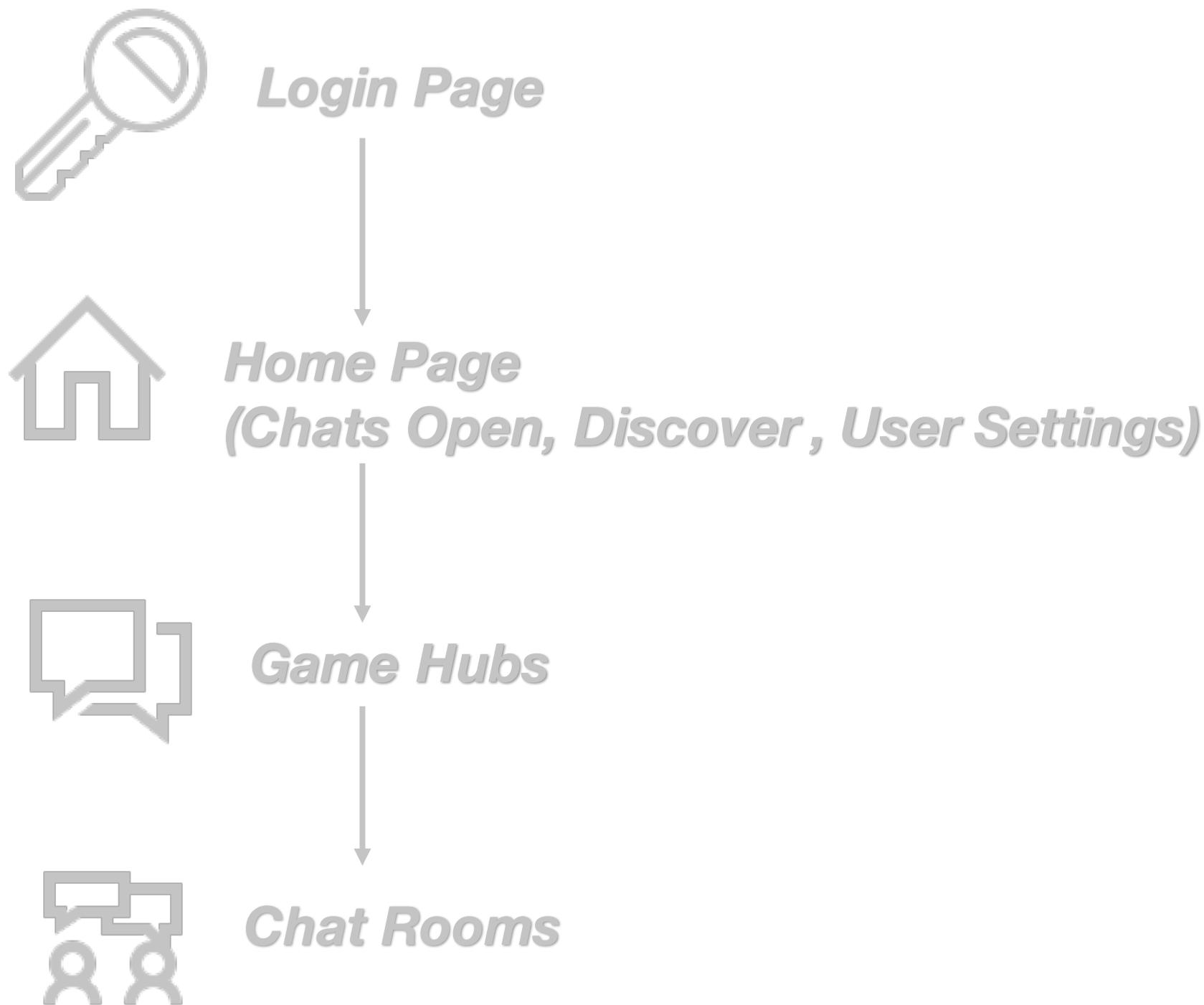
SCORES OF LIVE GAMES

React Together recognizes that users will benefit by identifying games they are interested in by viewing the score of live games--from there, users can see the different topics available for each game.

OBJECTIVE ANALYSIS



SITEMAP

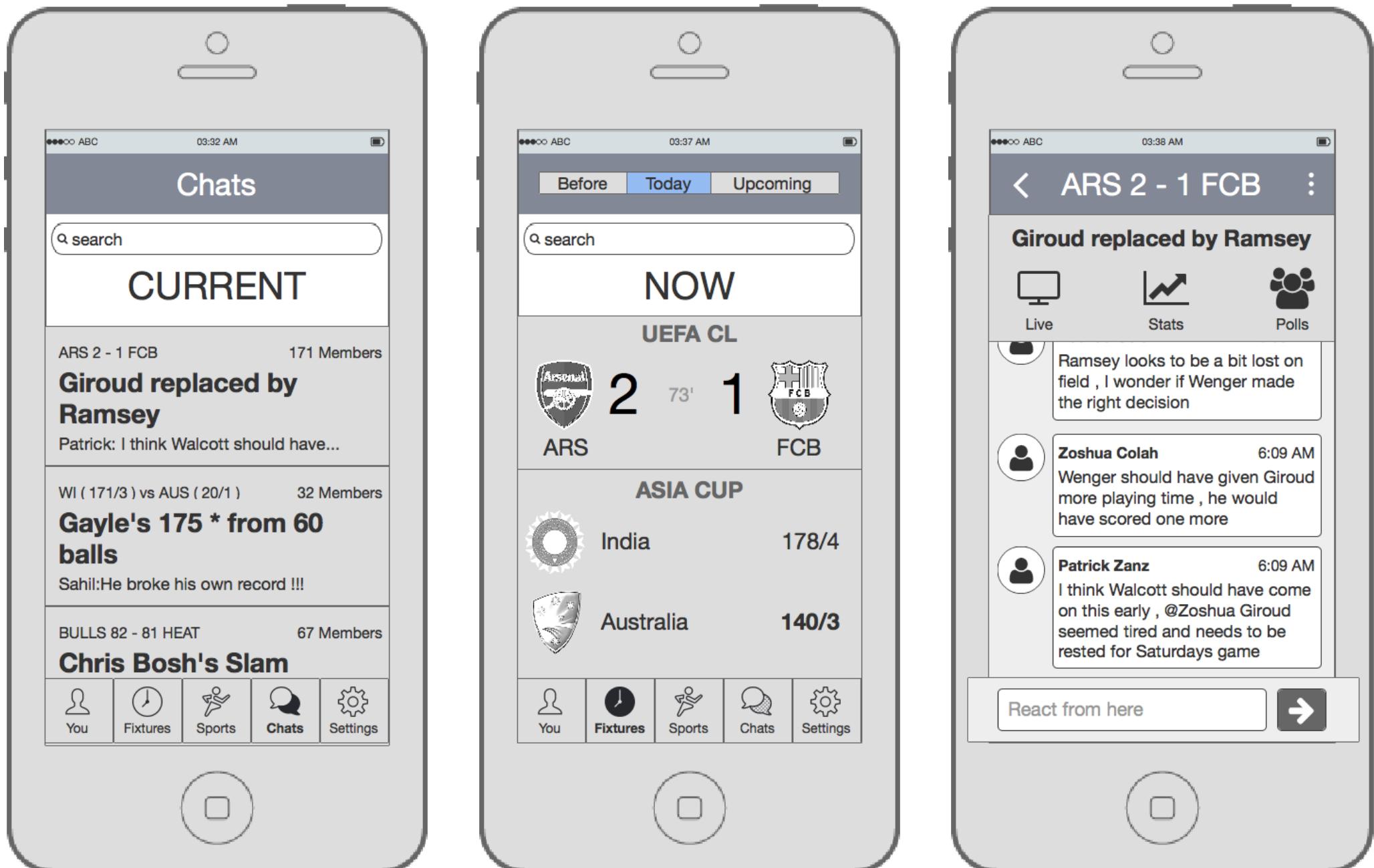


UX GOALS

React Together aims to :

- Provide a wide range of topics to users that reflect across different cultures to come across the largest audience.
- Create a system that allows users to search different topics and games so that users can be exposed to different games and teams that they were previously unaware of.
- Present content tailored to user wants and needs, creating an ever-changing environment so users can always have different things to talk about.

WIREFRAMES



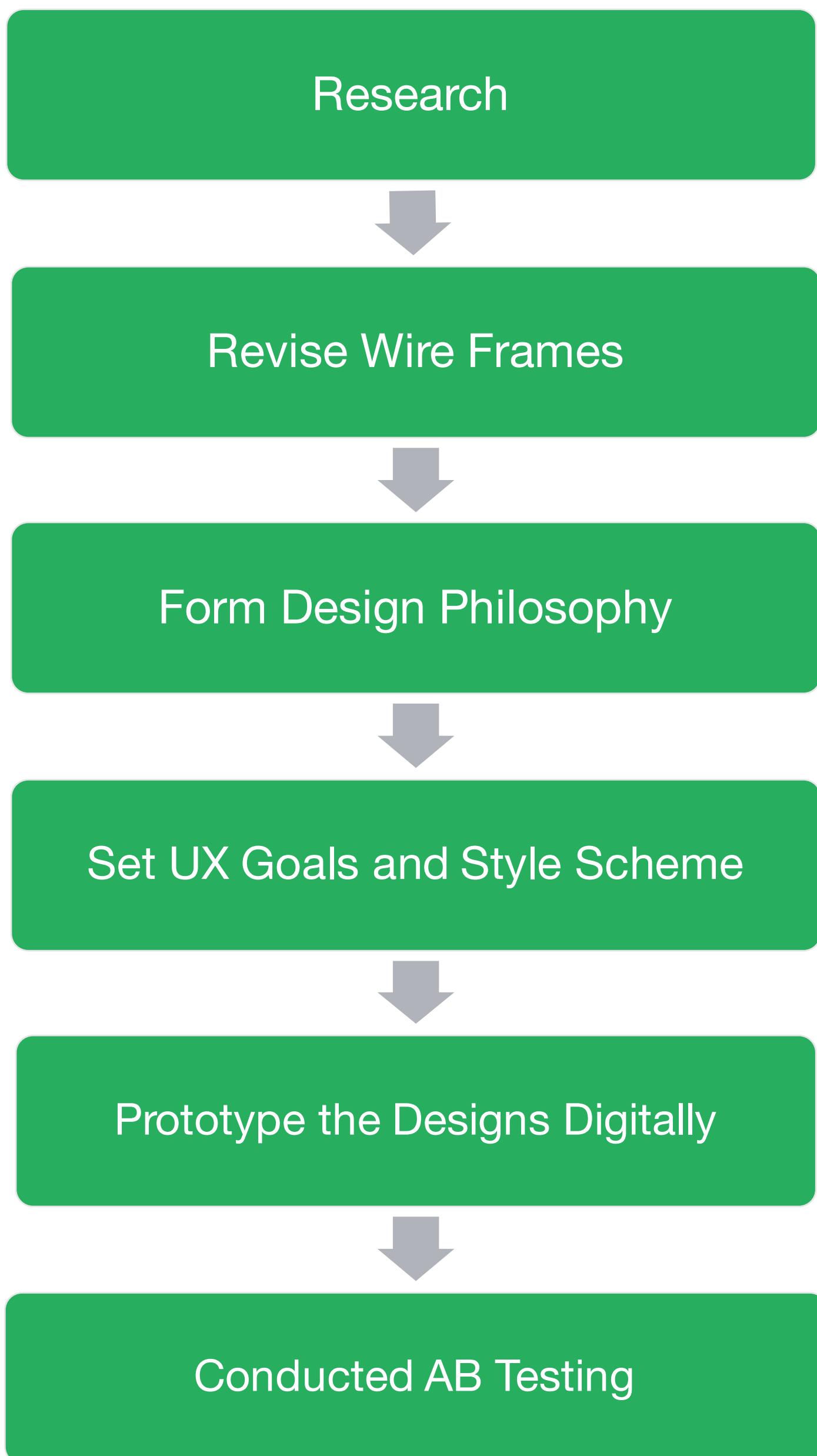
In the wireframing phase our team sketched and digitized a few wireframes for the various pages of the application and presented them for client feedback and to get second opinions on the design.

The feedback we received was:

- The application needed to cut down on extra features
- Wireframe design seemed outdated
- The use of a hamburger menu was suggested for navigating between sections
- Users thought that showing a users face was a privacy issue
- Some people did not understand the idea of fixtures and some though the term favorites would be a better term
- Thought the application had too many sections

FROM PROTOTYPE TO AB TESTING

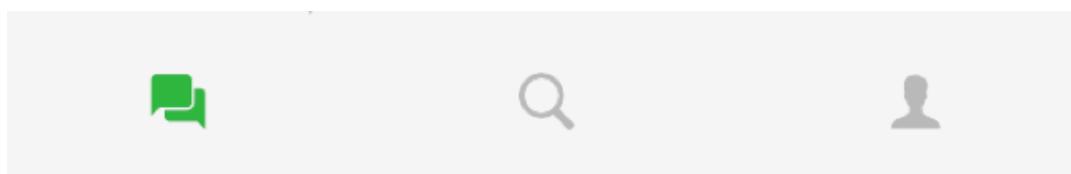
Below is a flowchart depicting the steps we conducted while creating our prototypes for AB testing.



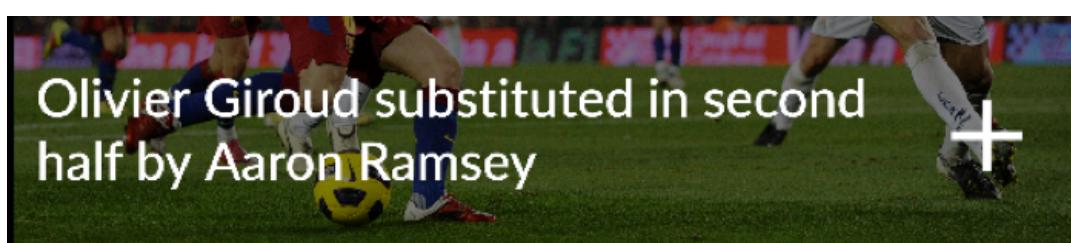
FIRST PROTOTYPING PHASE

In this phase the following revisions were made to the design:

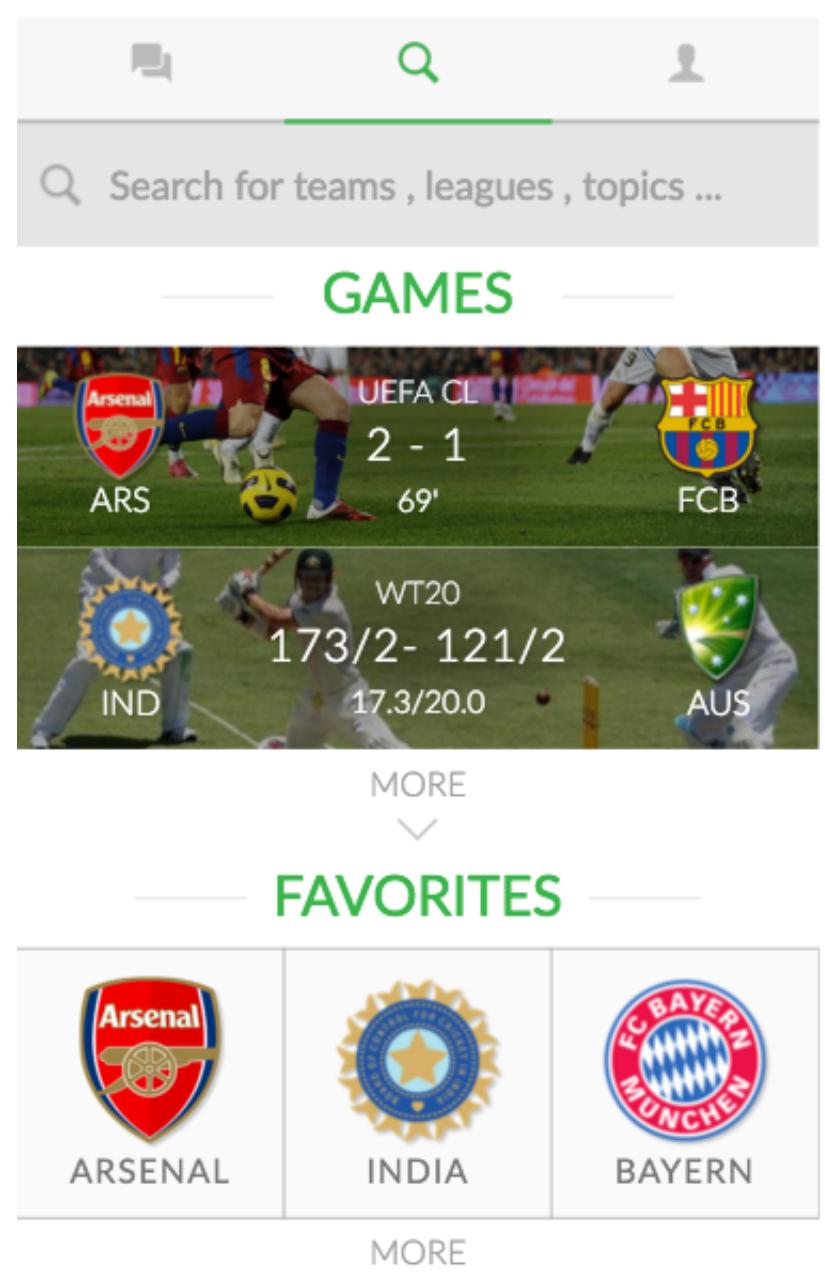
- The wireframe designs were revised: only 3 sections remain on the home page – chats, discover and profile. The live feed, stats and polls pages have been removed--the sole purpose and functionality of the application has become the ability to group chat with random users with similar interests.



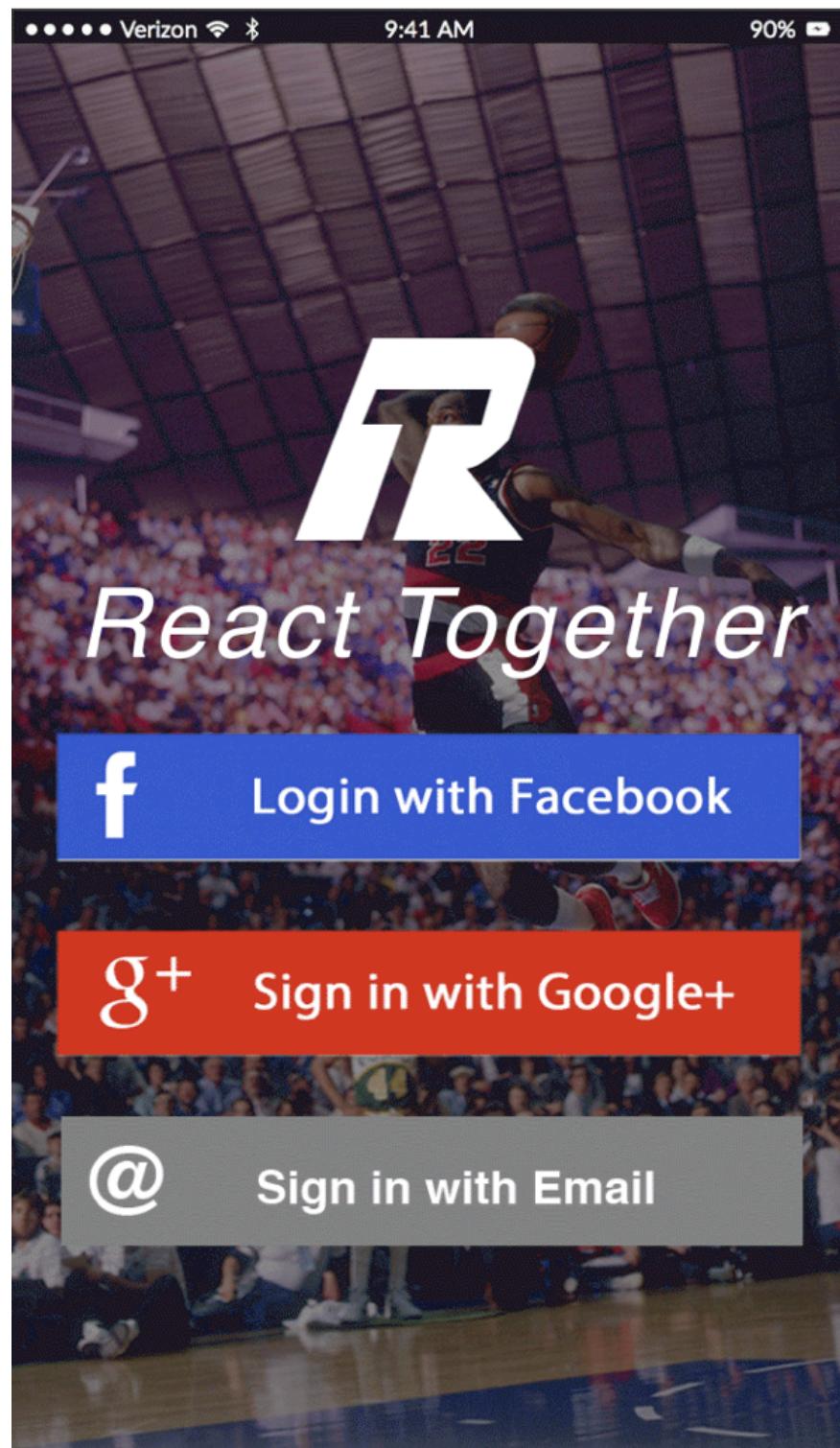
- The feature to add and remove a chat group was introduced to ensure the user only finds groups of chat topics he is subscribed to.



- The fixtures (favorites) section now falls directly under the discover section itself.
- The navigation bar on the home page has been shifted to the top. Navigating between sections on the home page can be done by simply sliding between horizontally. This inspiration was taken from Flipboard's home page.

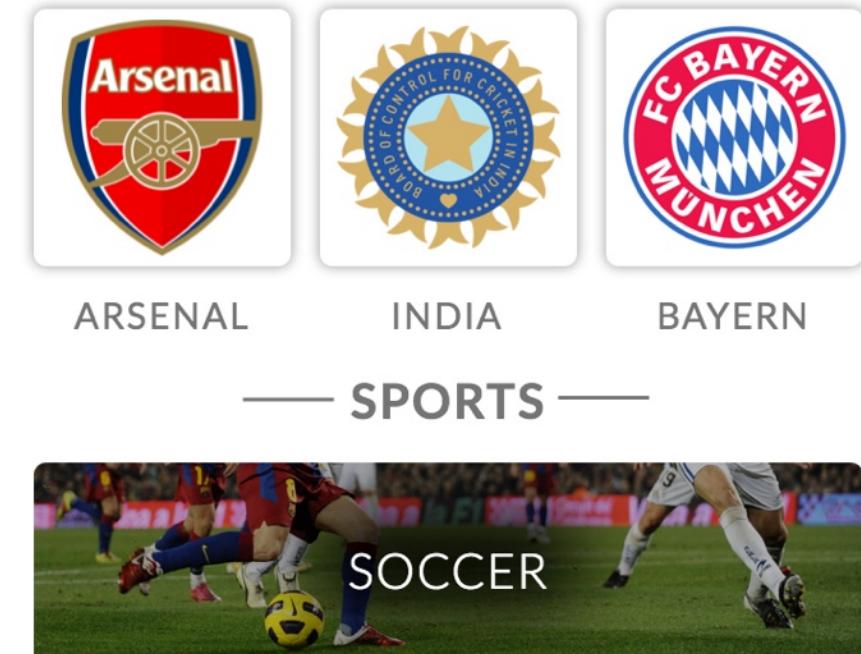
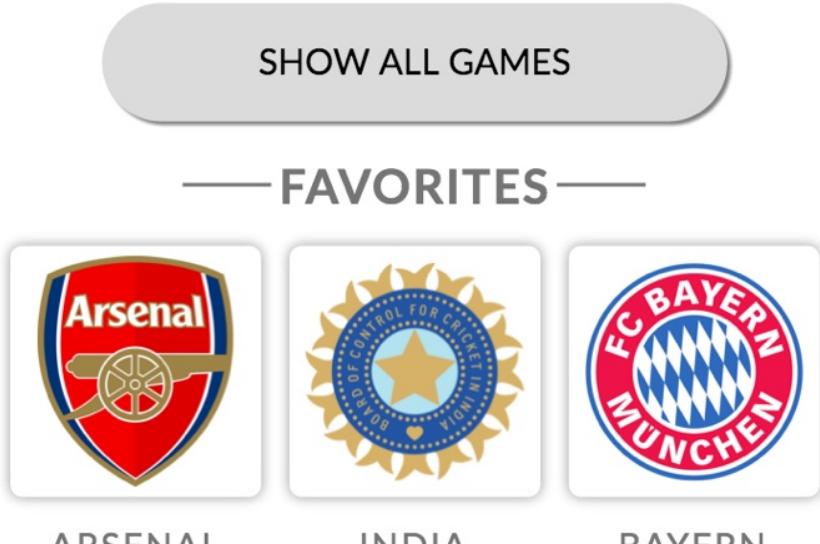
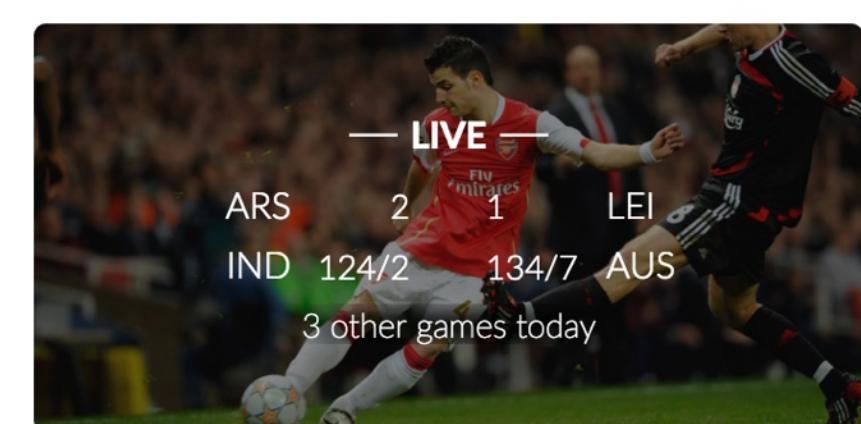
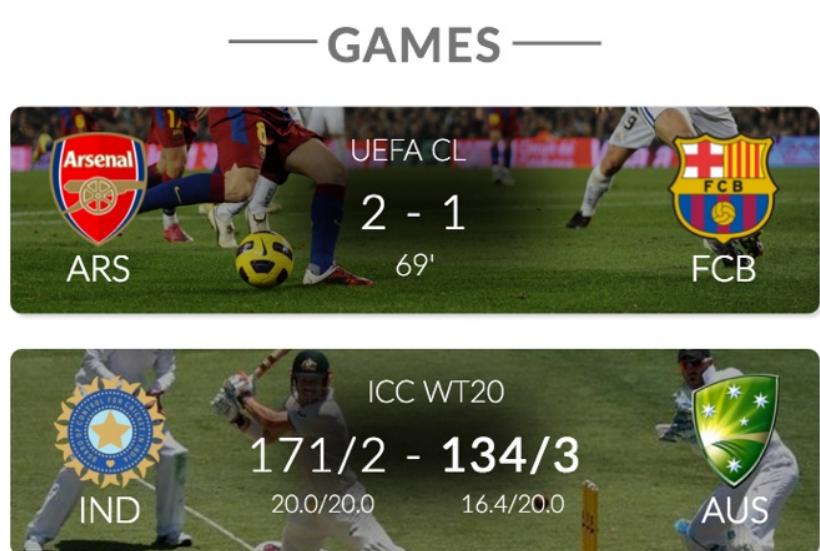
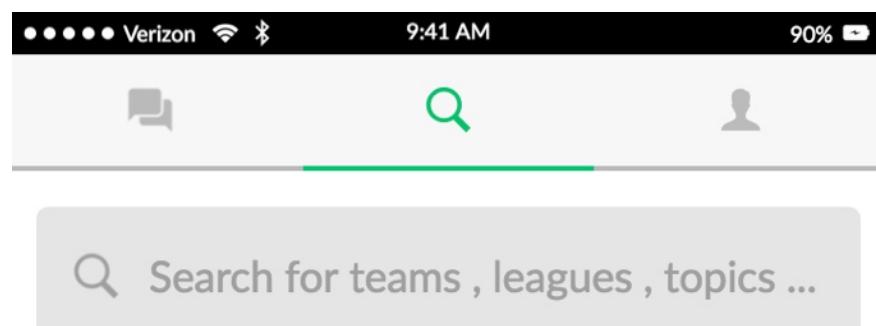
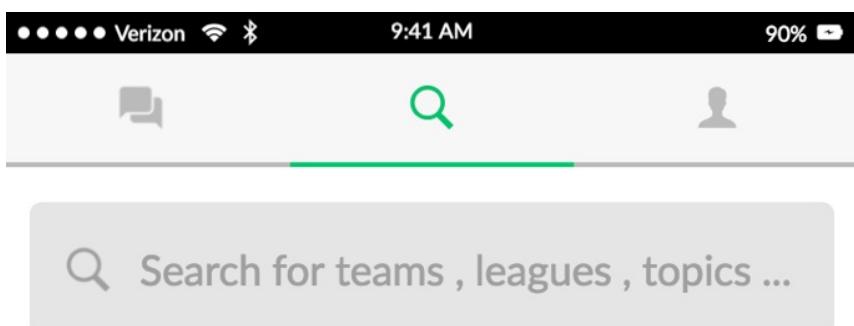


PROTOTYPES PRESENTED FOR AB TESTING



For the login page we presented two prototypes to be selected from. One was an animated prototype login screen where as the second screen was static and non animated. The background of the login screen would generate at random each time the application's login screen is accessed.

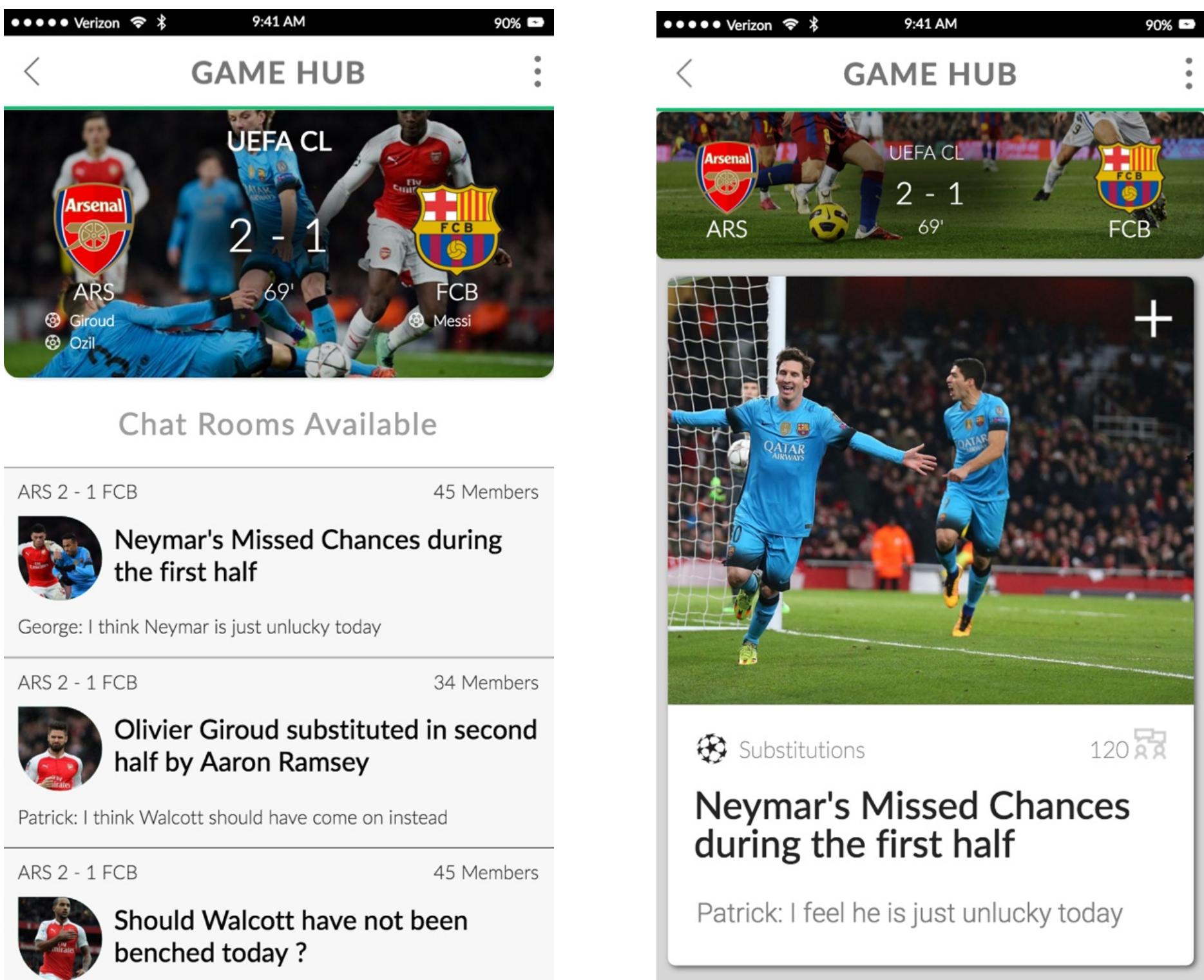
PROTOTYPES PRESENTED FOR AB TESTING



In prototype A (pictured left), a tile is shown containing the live scores in it and when it pressed it leads you to the game list.

In prototype B (pictured right), each live score has its own tile and there is a button which leads the user to the game list.

PROTOTYPES PRESENTED FOR AB TESTING



In prototype A (pictured left), is a traditional vertical scrolling list view of chat room topics available for the game.

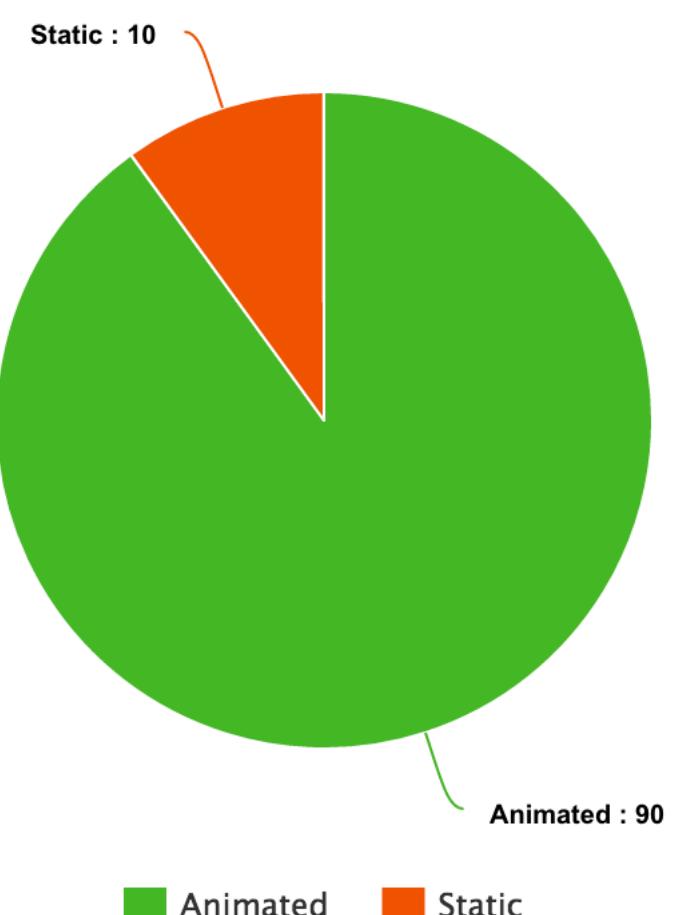
In prototype B (pictured right), a flipping card inspired by Google now cards and FlipBoard is used to allow the user to discover chat room topics available.

RESULTS

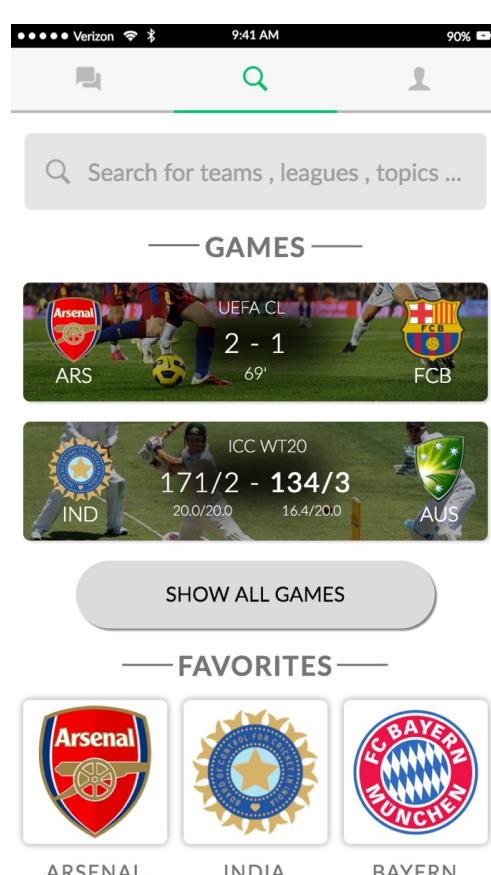
Login Page



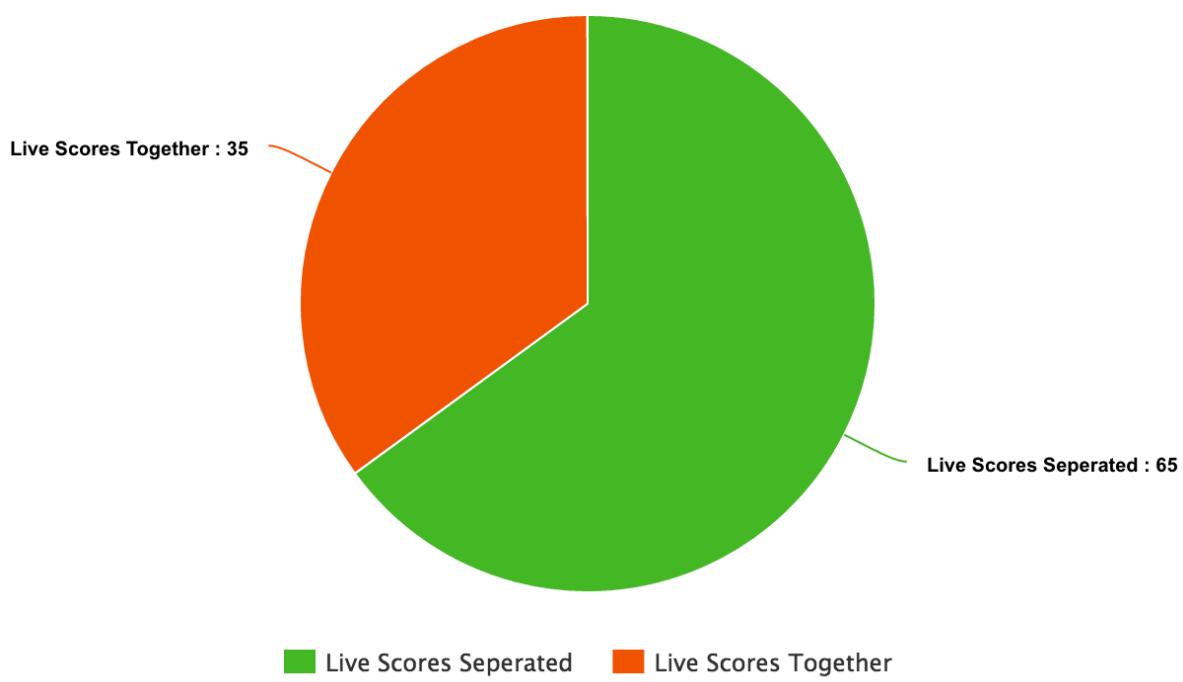
Login Page (% preferred)



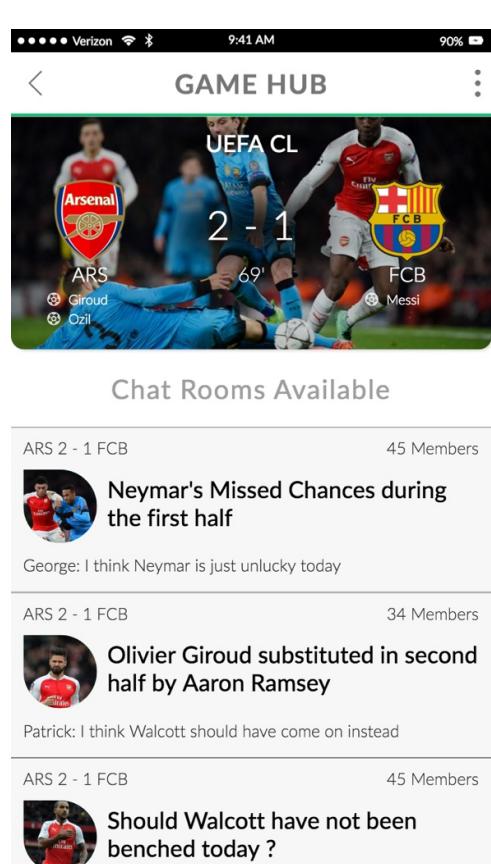
Discovery Page



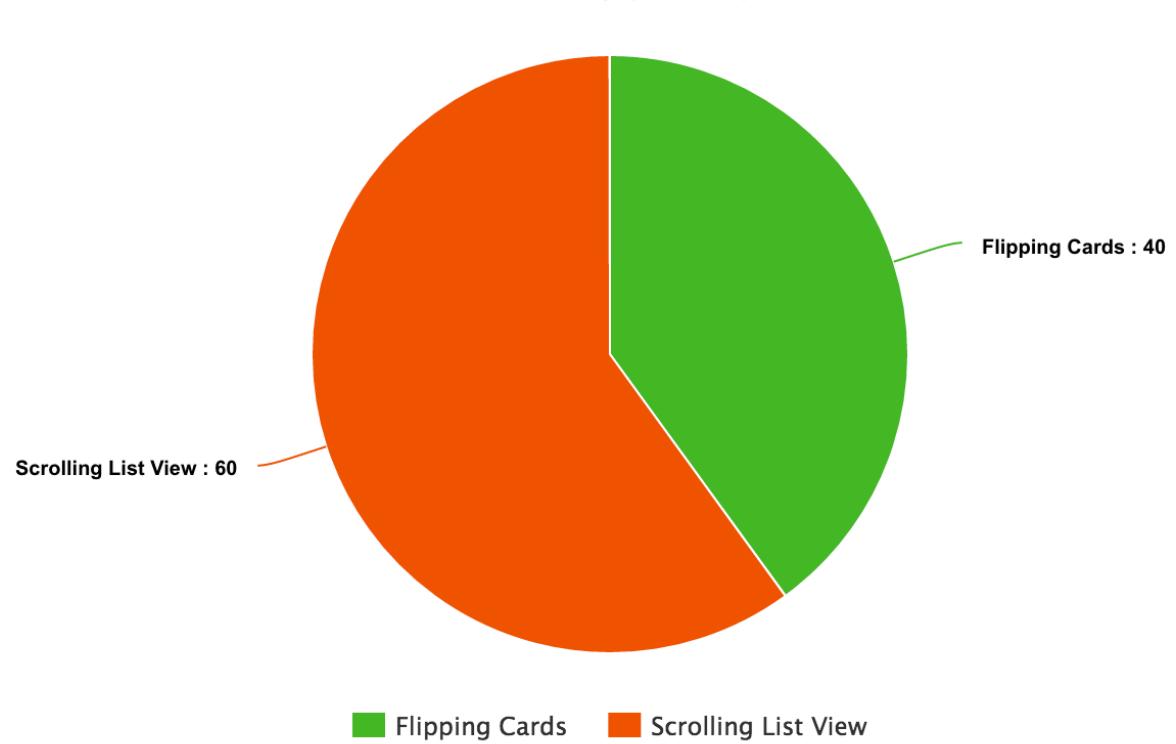
Discover Page (% preferred)



Game Hub



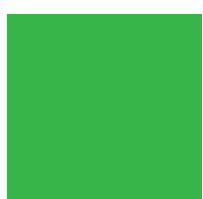
Game Hub Page (% preferred)



DESIGN

The font which we have chosen to use is Lato which is a modern serif font which is clean and similar to Helvetica. In the application we will be using the flat color emerald green only for highlights and a white background will be kept throughout the application.

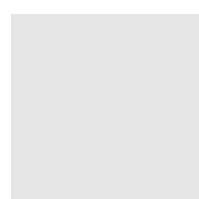
Font colors will be black and shades of black and gray and the icons will be gray when non active and green when active. During the design process, a mood board was created which contained art pieces and graphics which we liked and which we gained inspiration from for the design of our application.



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RESEARCH

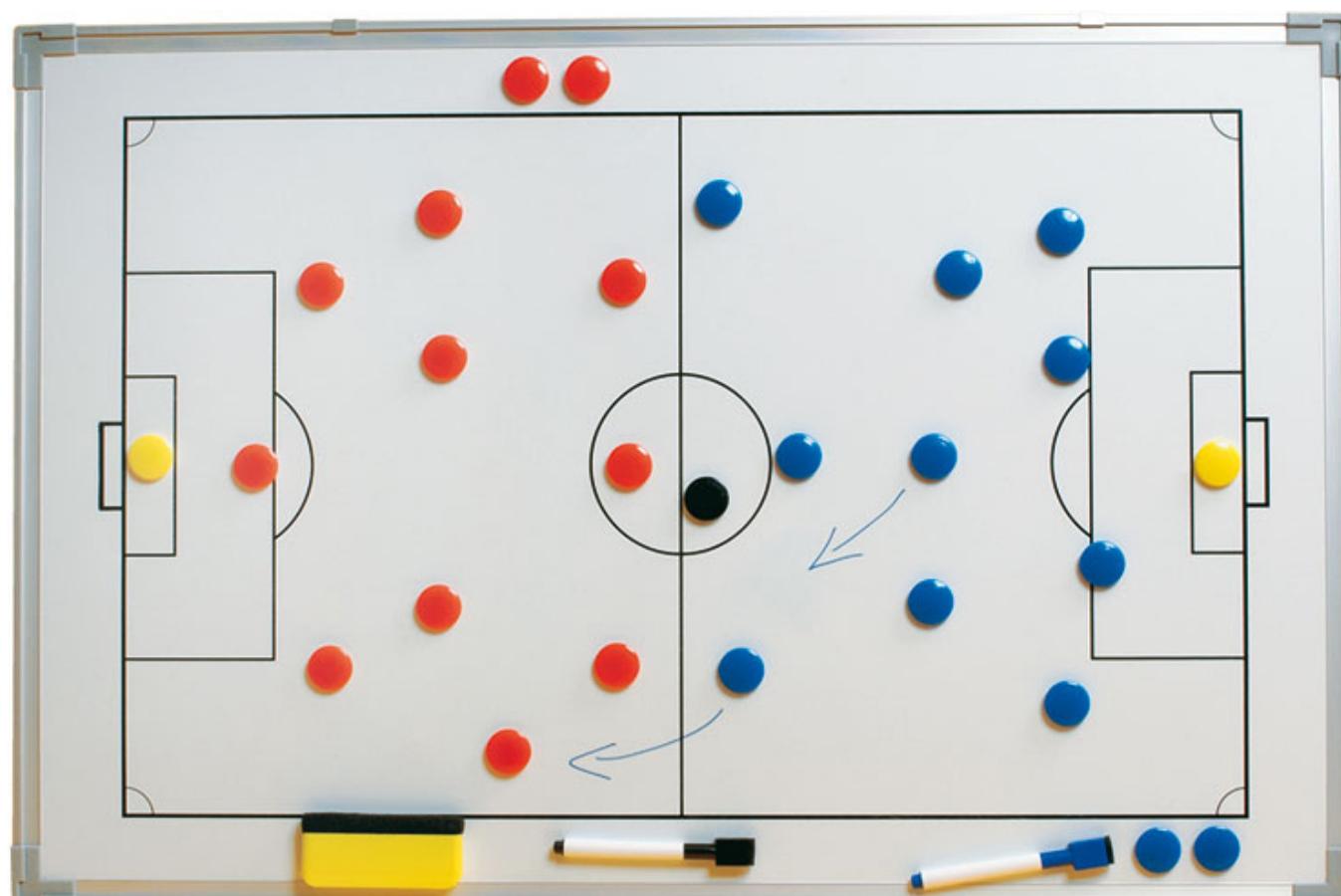
HAMBURGER MENUS

React Together's research team analyzed the use of hamburgers menus and also noticed that popular social communication applications such as Messenger and WhatsApp did not incorporate this feature into their apps as they did not want accessibility to content to be hidden and wanted it easy to be accessed.

As the team tried to understand the flaw with the sections and the misunderstanding caused by them we realized that we as an application needed to simplify down our categories like how these apps had done and make it completely chatting oriented. And hence we revised the sections on the home page to just – chats, discover and profile.

USER REPRESENTATION IN CHAT ROOMS

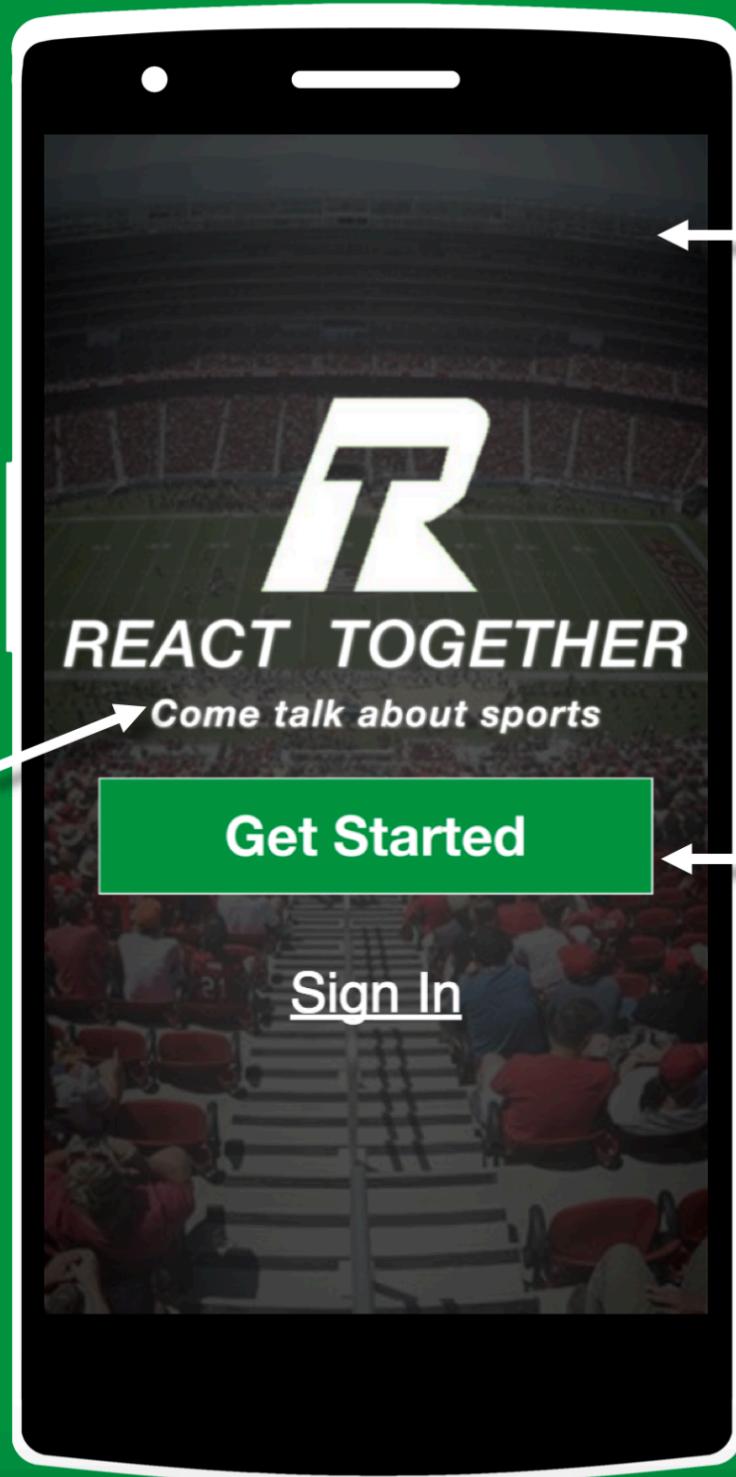
During previous presentations feedback was received that users may not be willing to share their own personal photo and we also realized that their picture would be redundant and would be of no use in enhancing the productivity of the chatroom. Hence we needed a new methodology by which users could be differentiated from each other and we realized that they needed team representation. We noticed that a majority of our application's users would be fan's of teams and hence we could give them team badges. However, this seemed redundant and seemed to be wasting space. This is when we took inspiration from Facebook's colored chat bubbles and Adobe's layer color feature and we decided that it would be nice if users could be differentiated by coloring a user's chat bubbles as will be seen in the chat open screen.



LOGIN SCREEN

INSPIRATION

The idea of not using a user name password form on the login screen was inspired by Flipboard an application which also has a lot of first time users



RATIONALE

A background slideshow shows fans supporting their teams in different sports and this helps the user realize that our app caters to fans of all sports

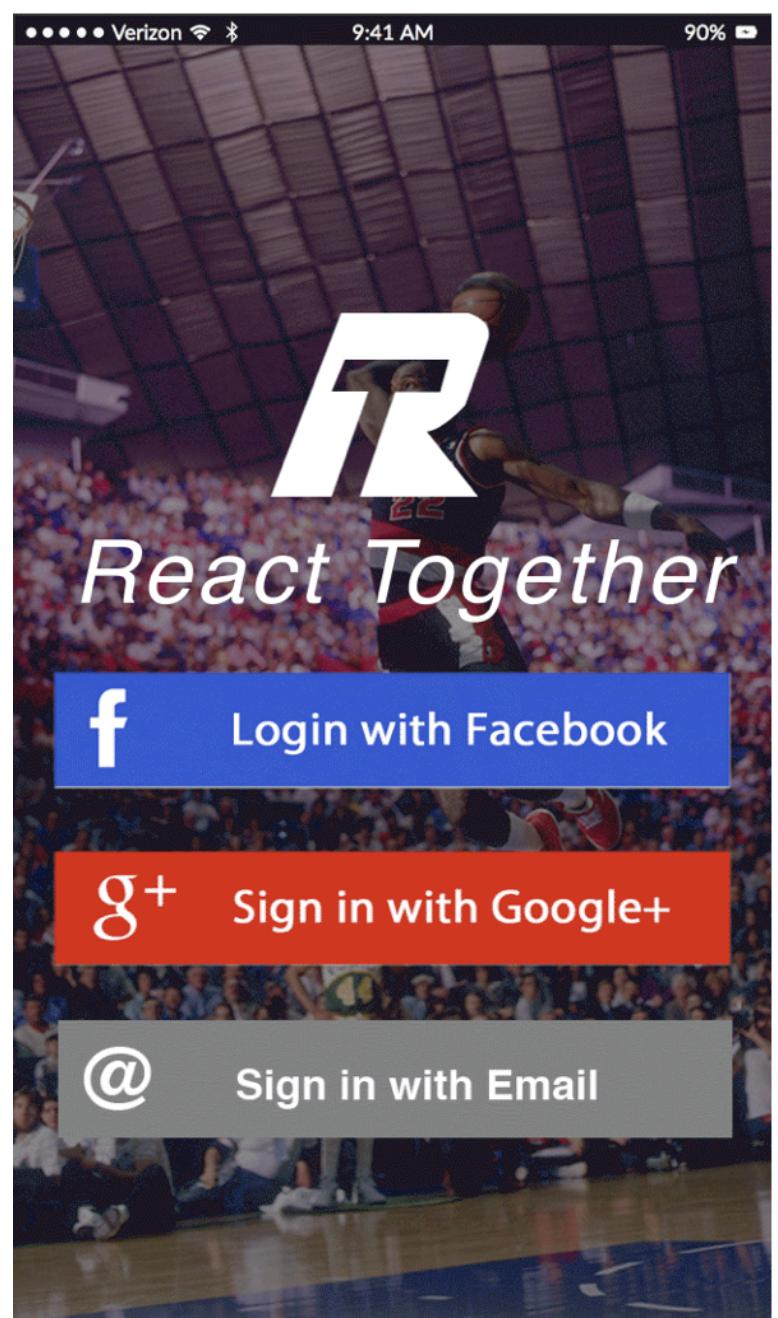
Description

This page serves as the entry point of the application for a user who opens the application on his phone for the first time.

UX Goals

As a new application which is not yet popular the main aim of the application will be to ensure that the user has a positive initial impression of the app, choosing to use the app instead of immediately leaving. In order to facilitate this, the login page should be both aesthetically pleasing and provide an easy manner in which to proceed into the application itself.

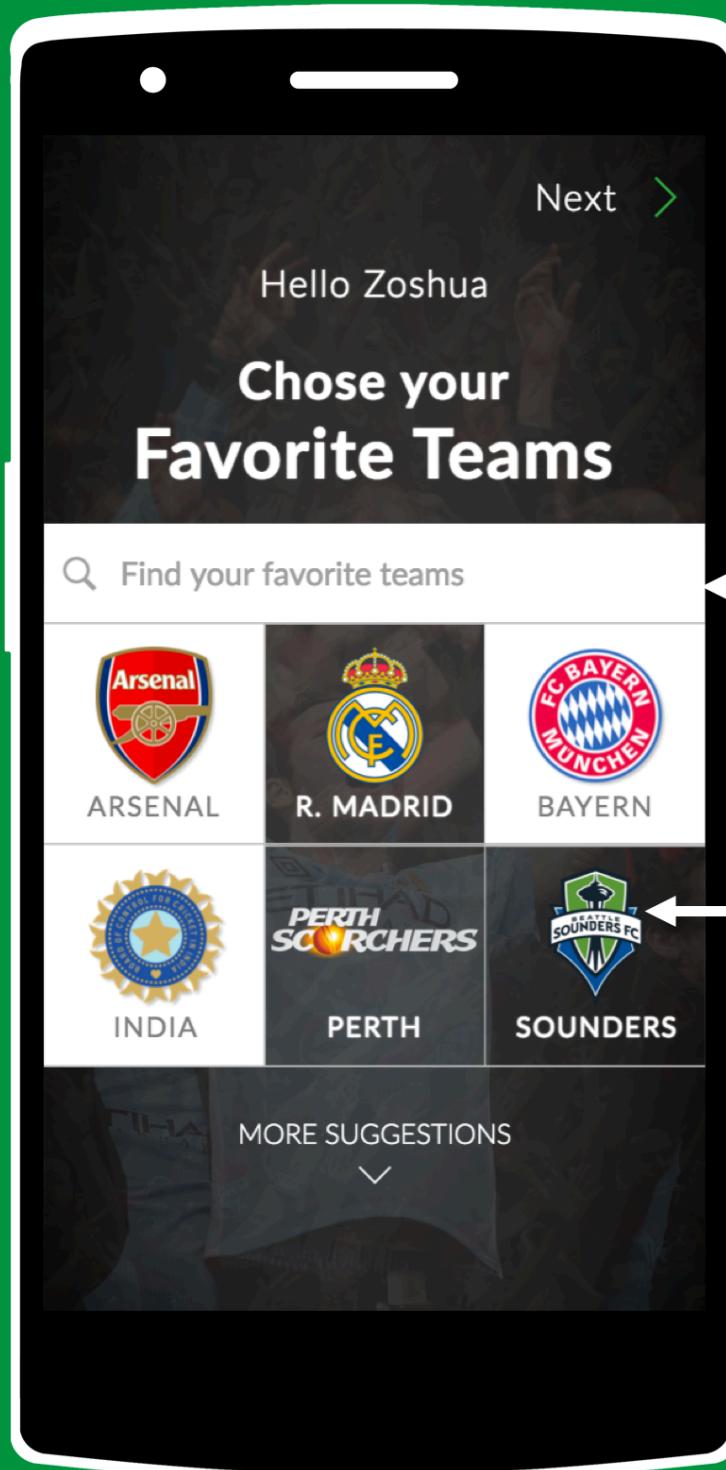
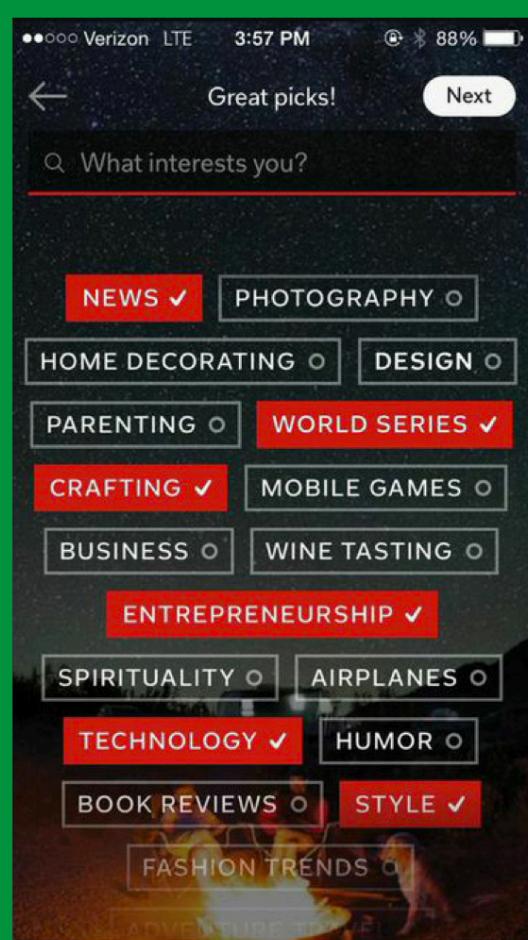
Screen which loads when Sign In option is selected



PREFERENCES SCREEN

INSPIRATION

The idea of making a new user select his favorite teams when he is creating his account came from flipboards select your interests screen



RATIONALE

A quick search and add feature is provided so that the user can add a team he cannot find in the suggestions

These suggested teams are generated by analyzing the user's Facebook likes

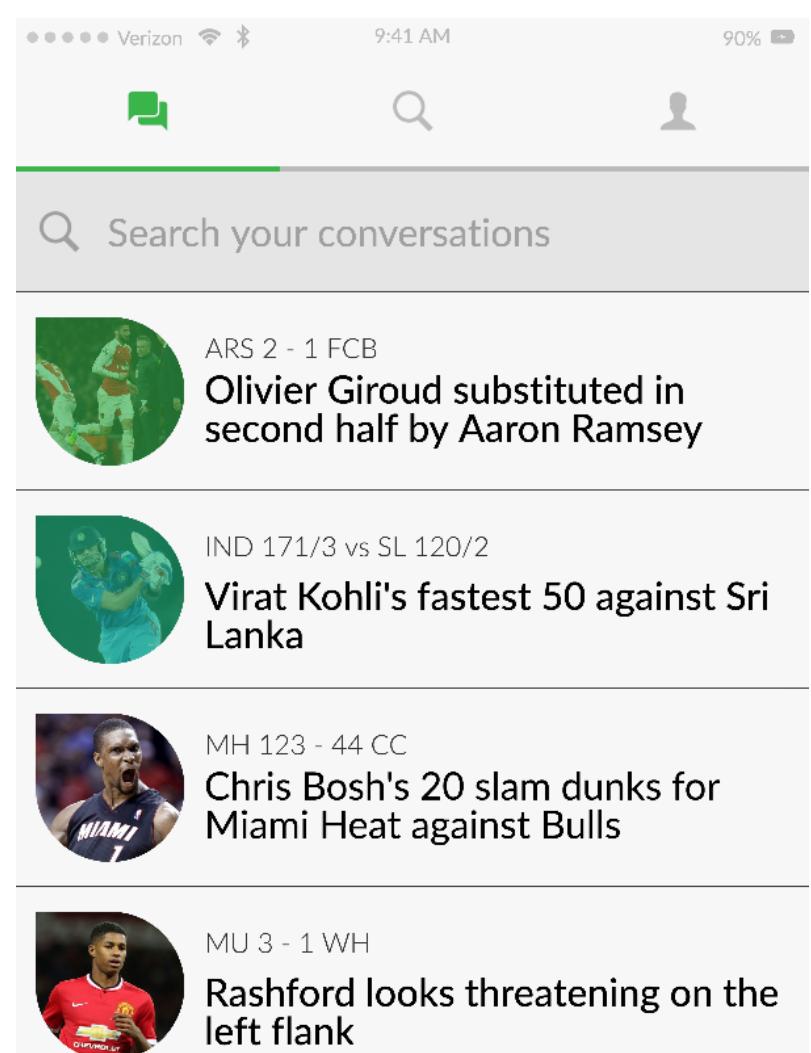
Description

This page gives a new user the ability to personalize the app for themselves by indicating what content is the most interesting/relevant to them.

UX Goals

Make the app more familiar through giving the user an opportunity to set personalized list of favorites. By doing this, the content that the user encounters will seem tailor-made to their specific interests.

Screen which loads when next option is selected



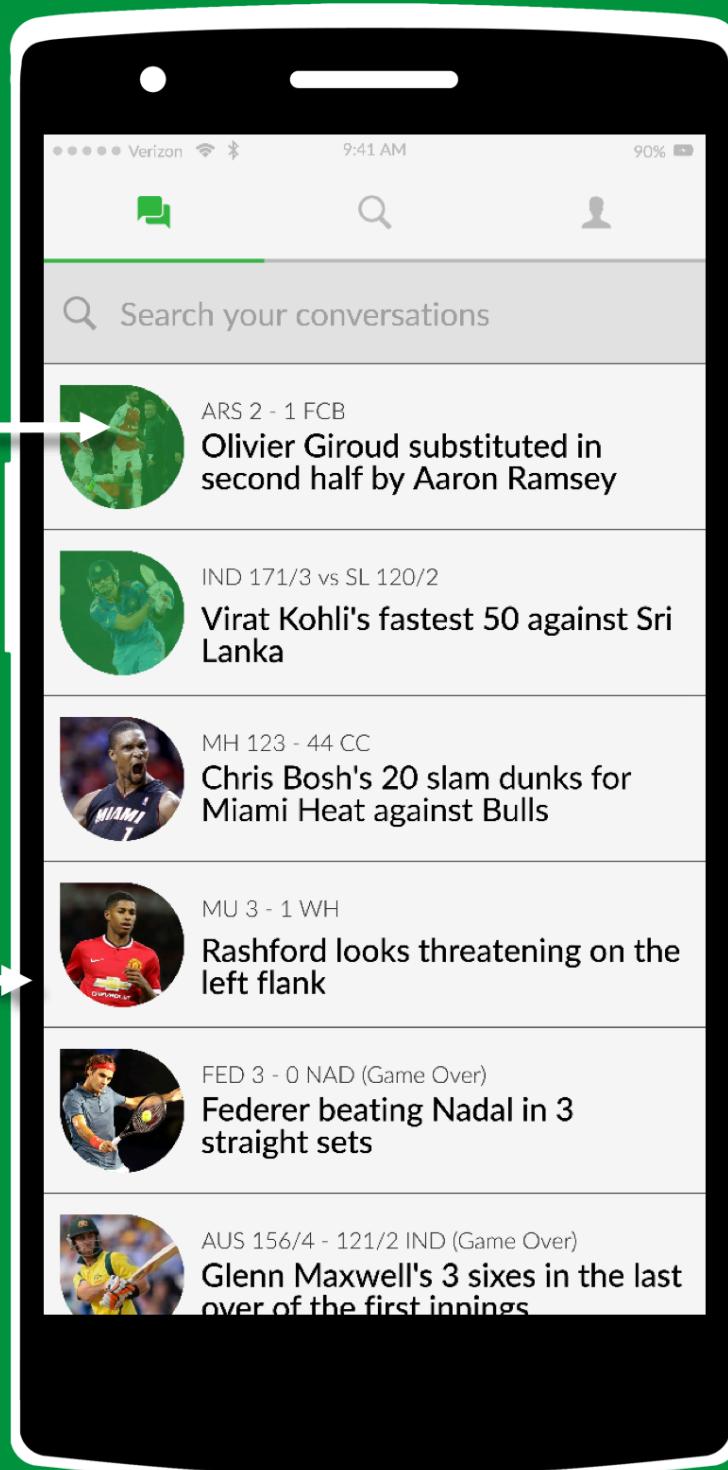
SUBSCRIBED CHATS

RATIONALE

The chat icon for the chat room has a semi transparent green overlay so that the user can identify there are new chat messages on the group for him to read

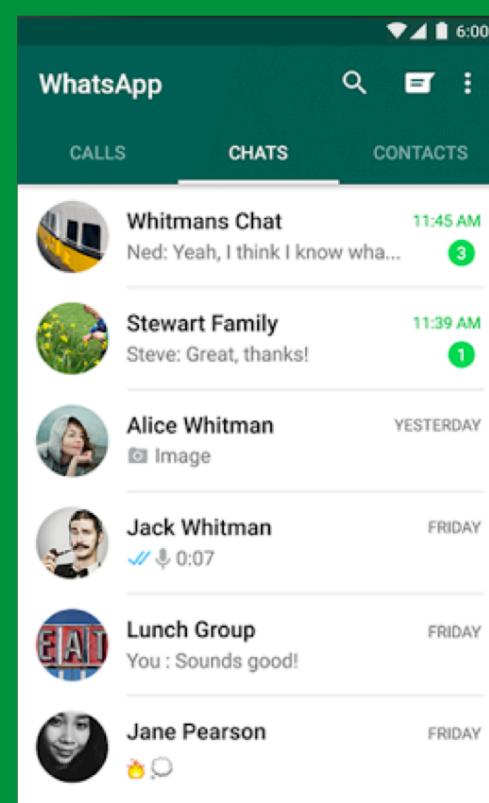
Each chat topic the user has subscribed to is represented in the form of a panel which contains :

- A picture icon
- The score of the game
- The chat topic



INSPIRATION

Since users wanted a familiar chatting user interface we ensured our chats subscribed to screen bore a similar appearance to that of Whatsapp



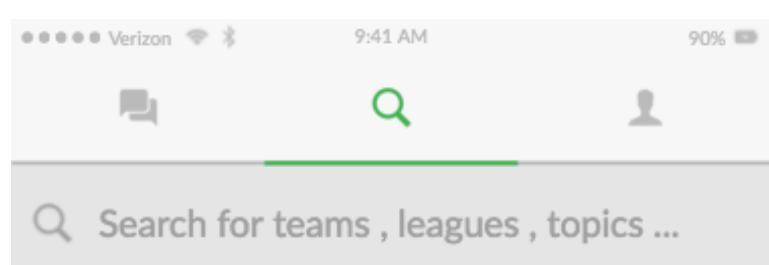
Description

This page shows a list of chat rooms that the user has subscribed to.

UX Goals

A proper representation of all the key information for each chat room with priority given to the chat topics and

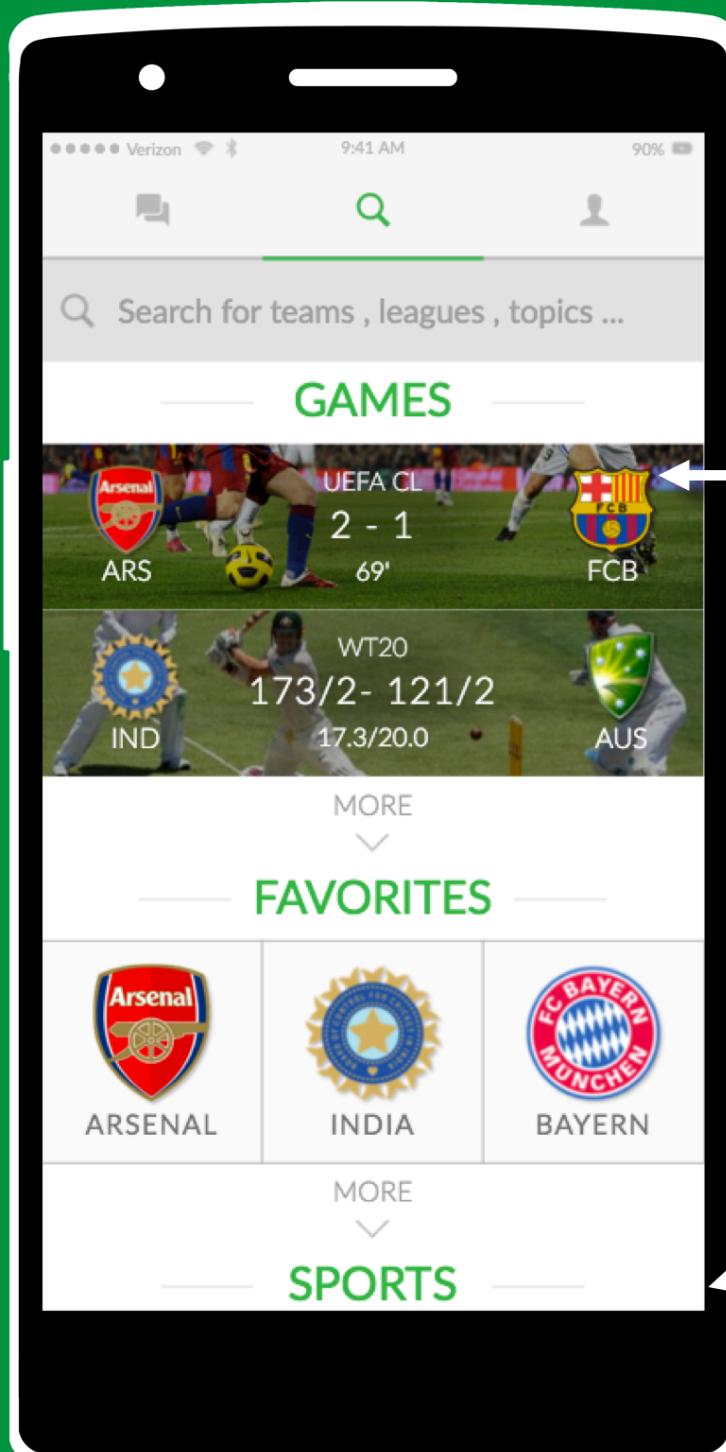
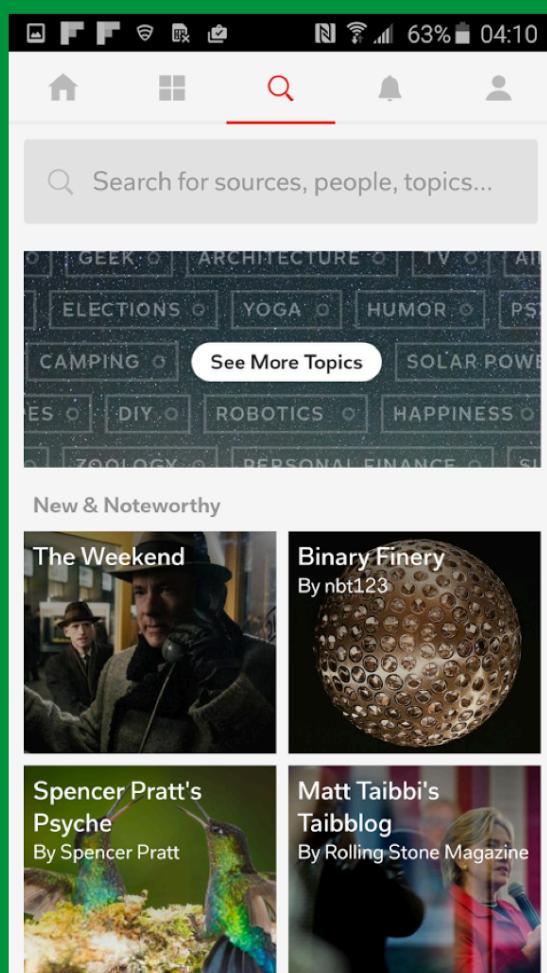
Screen which user swipes left



DISCOVER SCREEN

INSPIRATION

Flipboard's Discover Screen inspired us to create a similar screen where users can easily access and discover games they most will be interested in



RATIONALE

A list of live games of the user's favorite teams is presented first as these are the games the user will be trying to access the most



The list of sports buttons can be seen when the user scrolls down



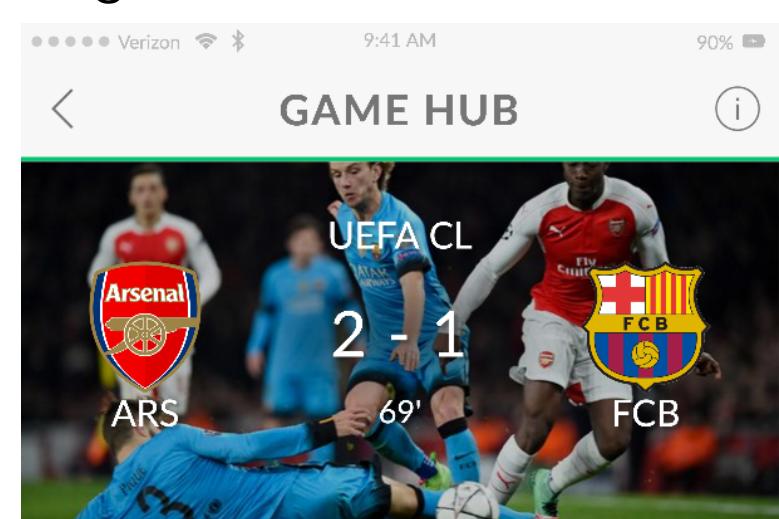
Description

This page is where a user is able to browse content in a number of ways in order to find whatever chat room they desire.

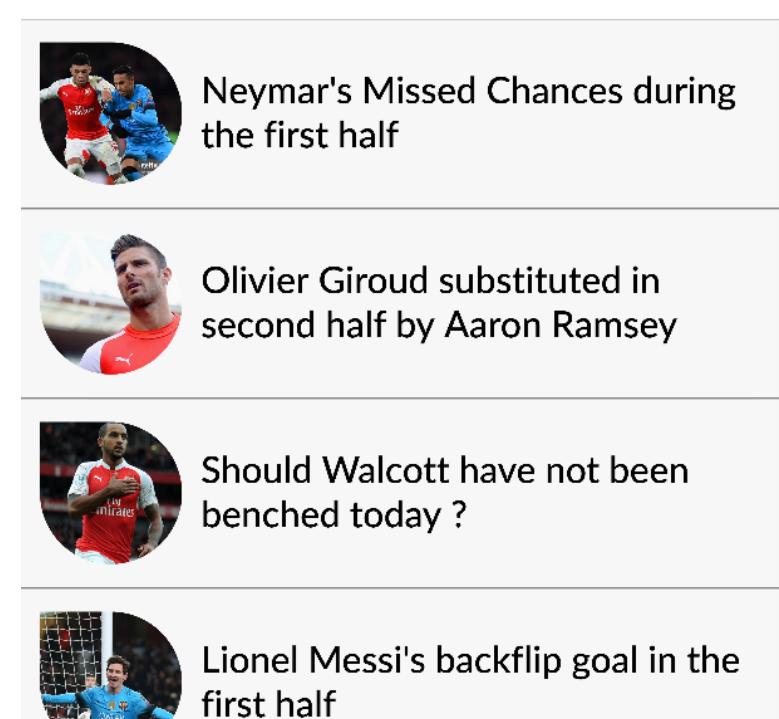
UX Goals

- Offer easy and quick access to information most important to the user
- Ensure information is well presented with the focus kept on current events such as current conversations and live games (previous events and conversations must be kept secondary)

Screen which loads when a game is selected



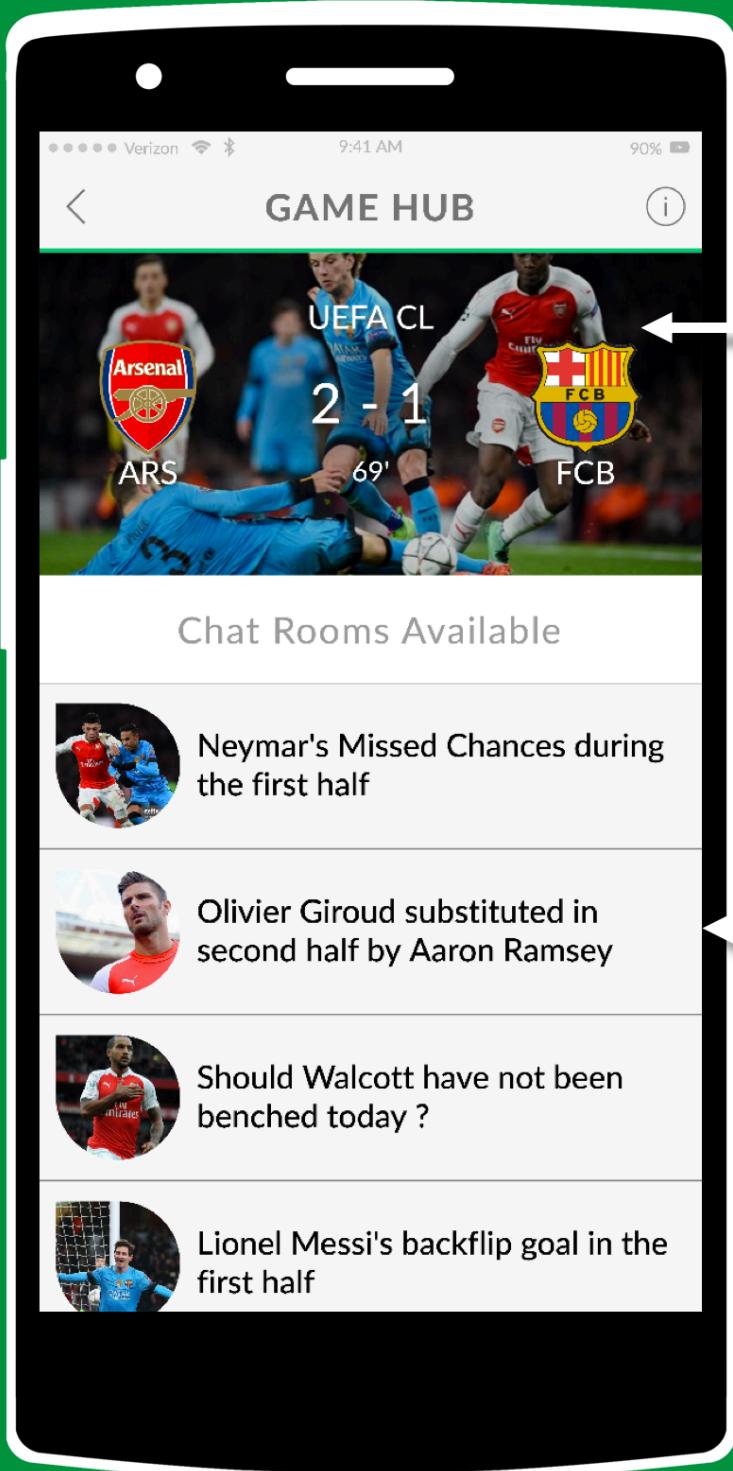
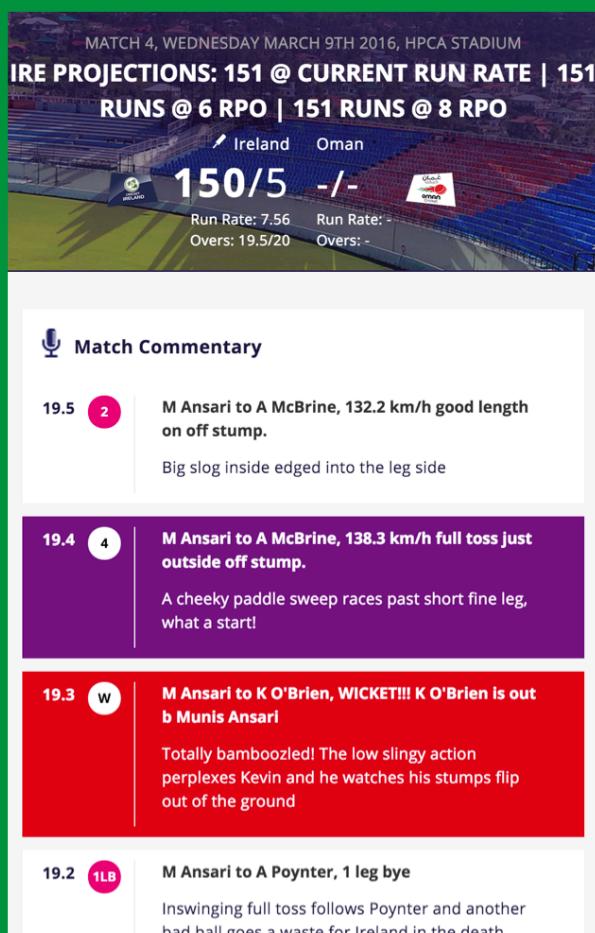
Chat Rooms Available



GAME HUB SCREEN

INSPIRATION

The idea of a game hub screen with the score and chat room topics available was inspired from the match center interfaces of sports app like ICC WT20 app



RATIONALE

A fixed header is used so that the user can always view the score of the game in the game hub even while scrolling through the chat rooms

The list of chat topics available is presented in a similar manner as in the chats subscribed screen so as to ensure consistency in the user interface

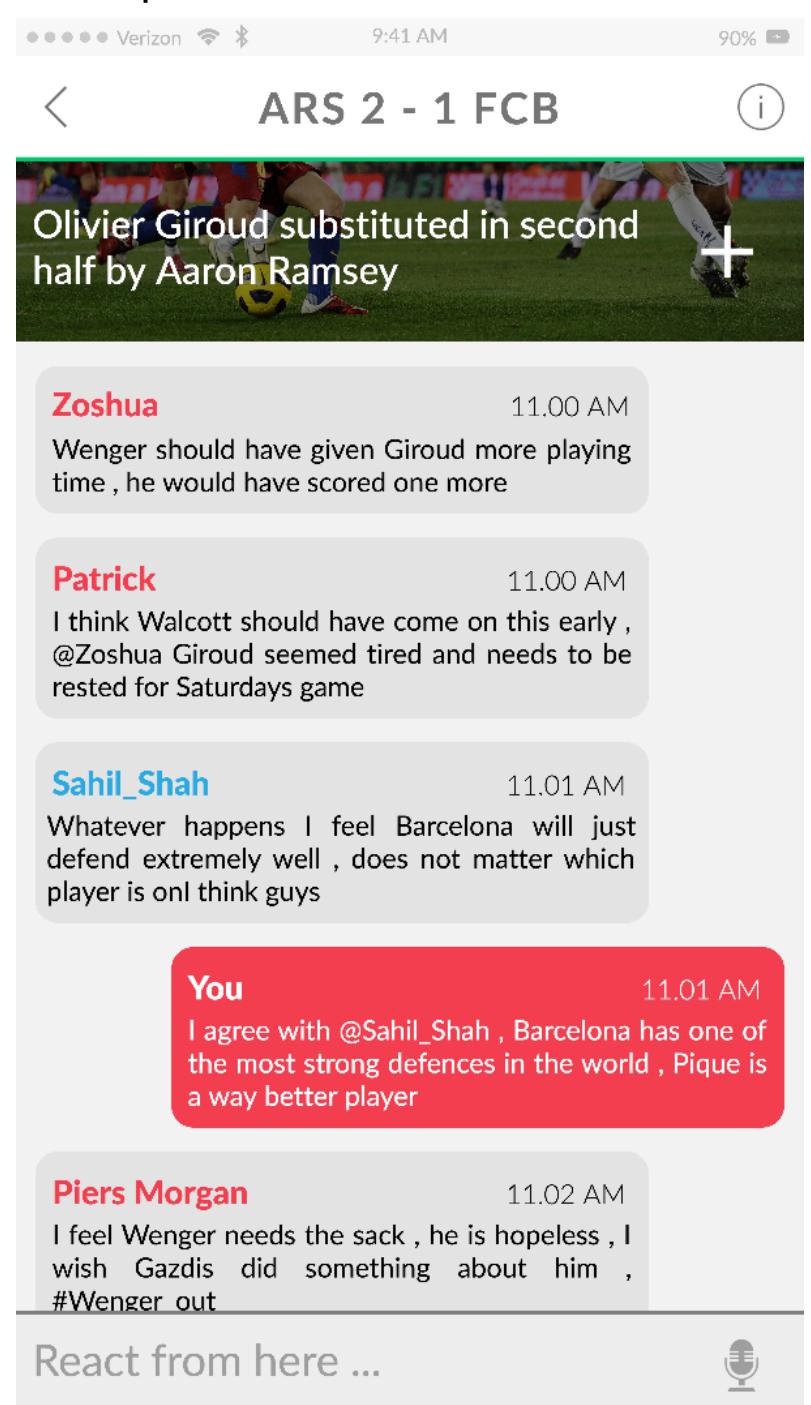
Description

This page is where users can view basic information about a game and a list of chat rooms available for the game.

UX Goals

Accessible information about the game itself, since the page is a game hub. The list of chat rooms should be organized in an intuitive way for the user so as to expose them to variety of chat topics which will interest them.

Screen which loads when a topic is selected



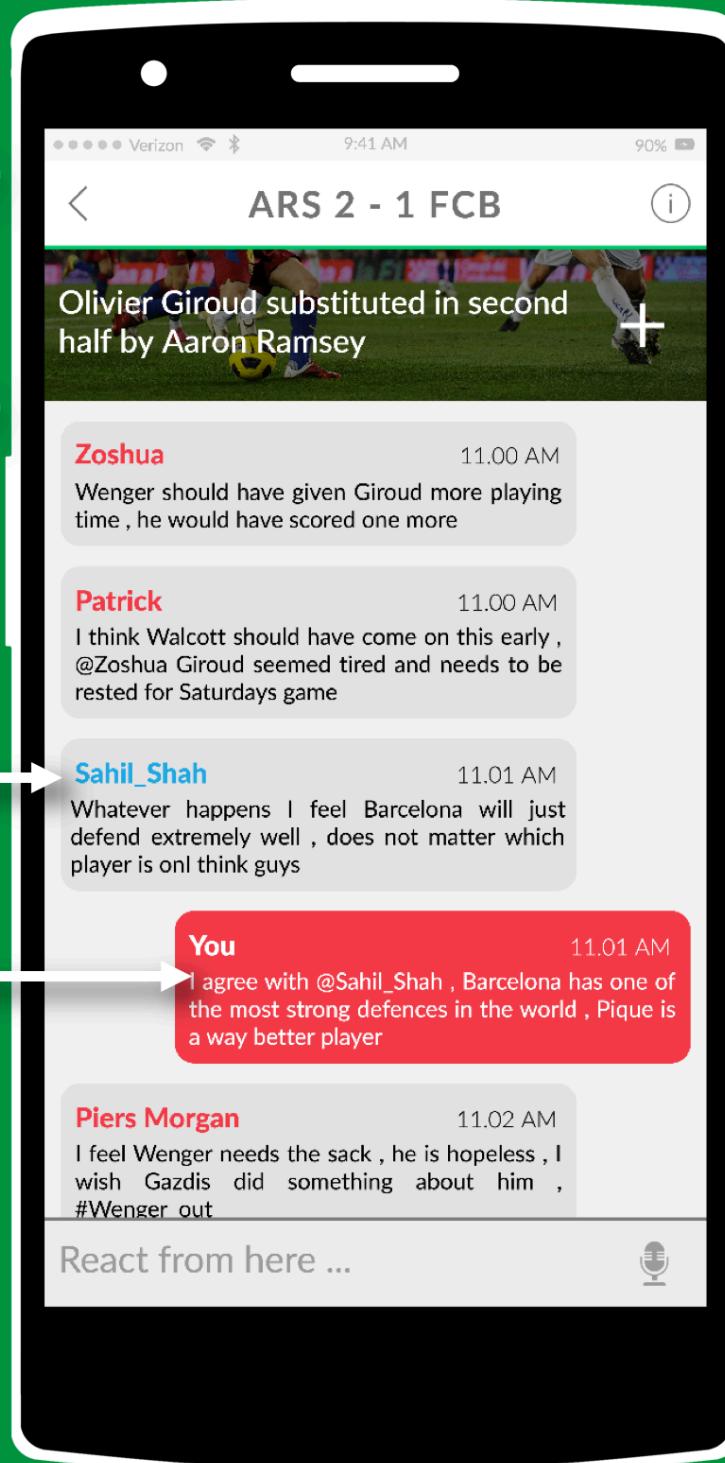
CHAT OPEN SCREEN

RATIONALE

The score and the chatroom topic are presented in the header so that the user has an idea of what and which match he is discussing

The sender's name color is the color of his favorite team

The chat message bubble which a user sends has the background color of his favorite team
(Here it is arsenal)

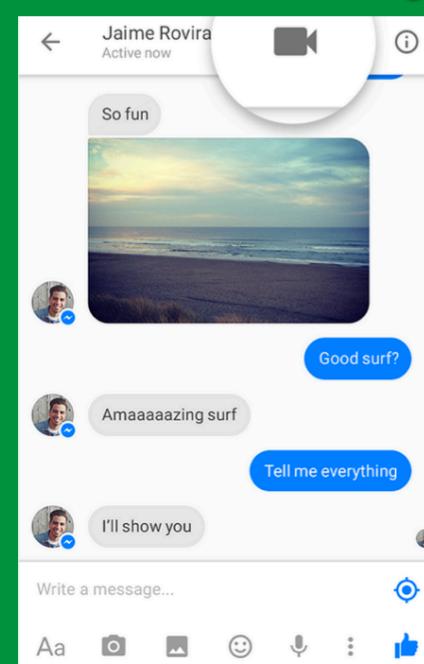


INSPIRATION

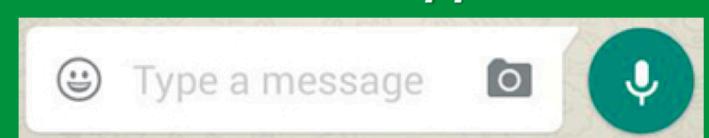
Since users wanted a familiar chatting user interface we ensured

That

1. The chat bubbles were similar to messenger



2. The typing screen was similar to WhatsApp's



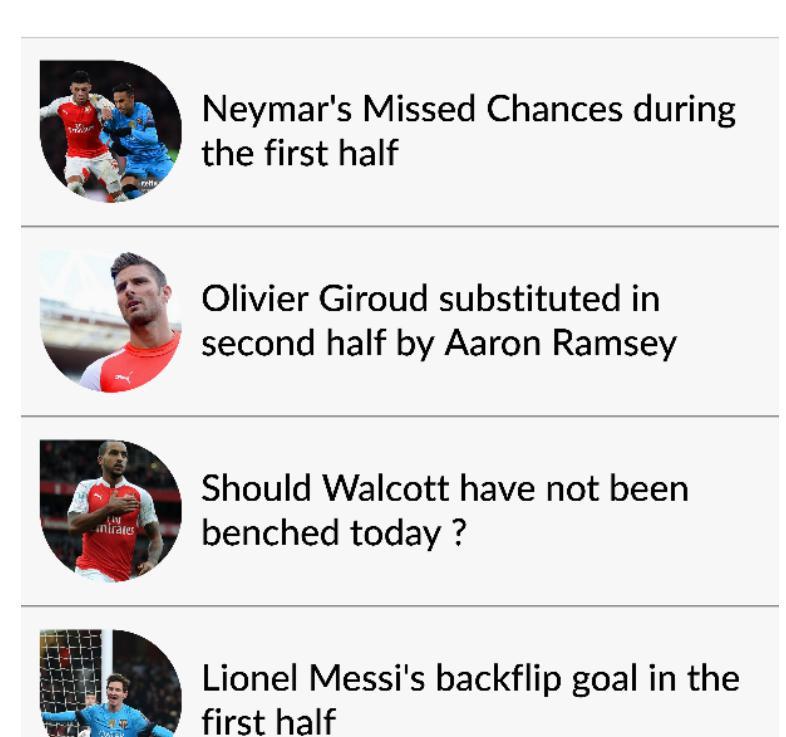
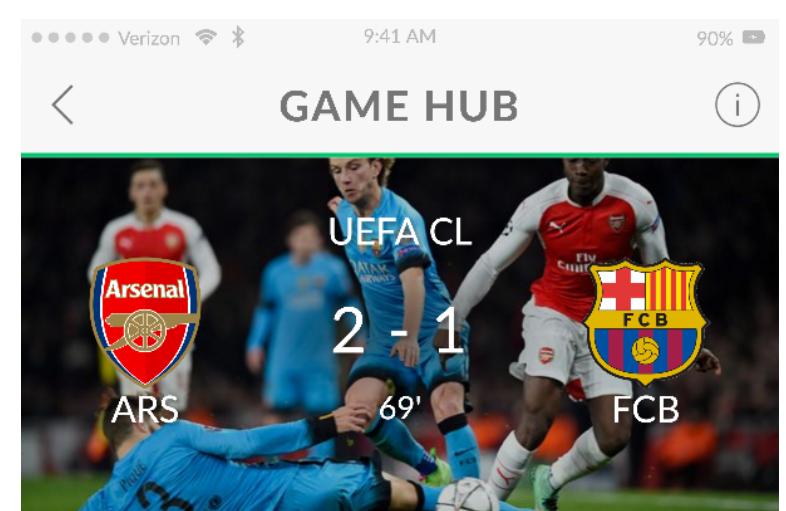
Description

This page aims to allow a user to interact with other users in a harmonious manner where each user gets an opportunity to share his/her ideas, thoughts and opinions with users with similar interests and characteristics as him/her about a certain chat topic related to the game.

UX Goals

- Fonts for text in messages is large enough for even old people to read
- Familiar chat interface
- Easy access to photo and audio recording feature.

Screen which loads back button is pressed



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- Creativebloq.com
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Apps :

- Flipboard
- Facebook
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- Whatsapp
- ICC WT20 App
- ESPN

END OF DOCUMENT