STUDIO TRIO

PROJECT MANAGEMENT PLAN

METHODOLOGY

Kanban

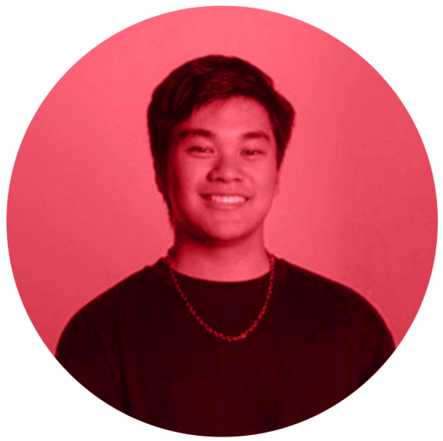
Our team will be utilising the Kanban methodology of ensuring that our team is well equipped and knowing what to do. We have placed our tasks and organised it on ‘Not Started’, ‘Next Up’, ‘In Progress’ and ‘Completed’

It visualises our work and we can see how effective we are as a team and we can see if any of our teammates need any help.

TEAM

Michael D'Costa

Michael is our designer and will be in charge in ensuring that the interface adheres to the principles of design to ensure that User Experience within the solution is effective. Michael will be provide a design solution and prototype the application.



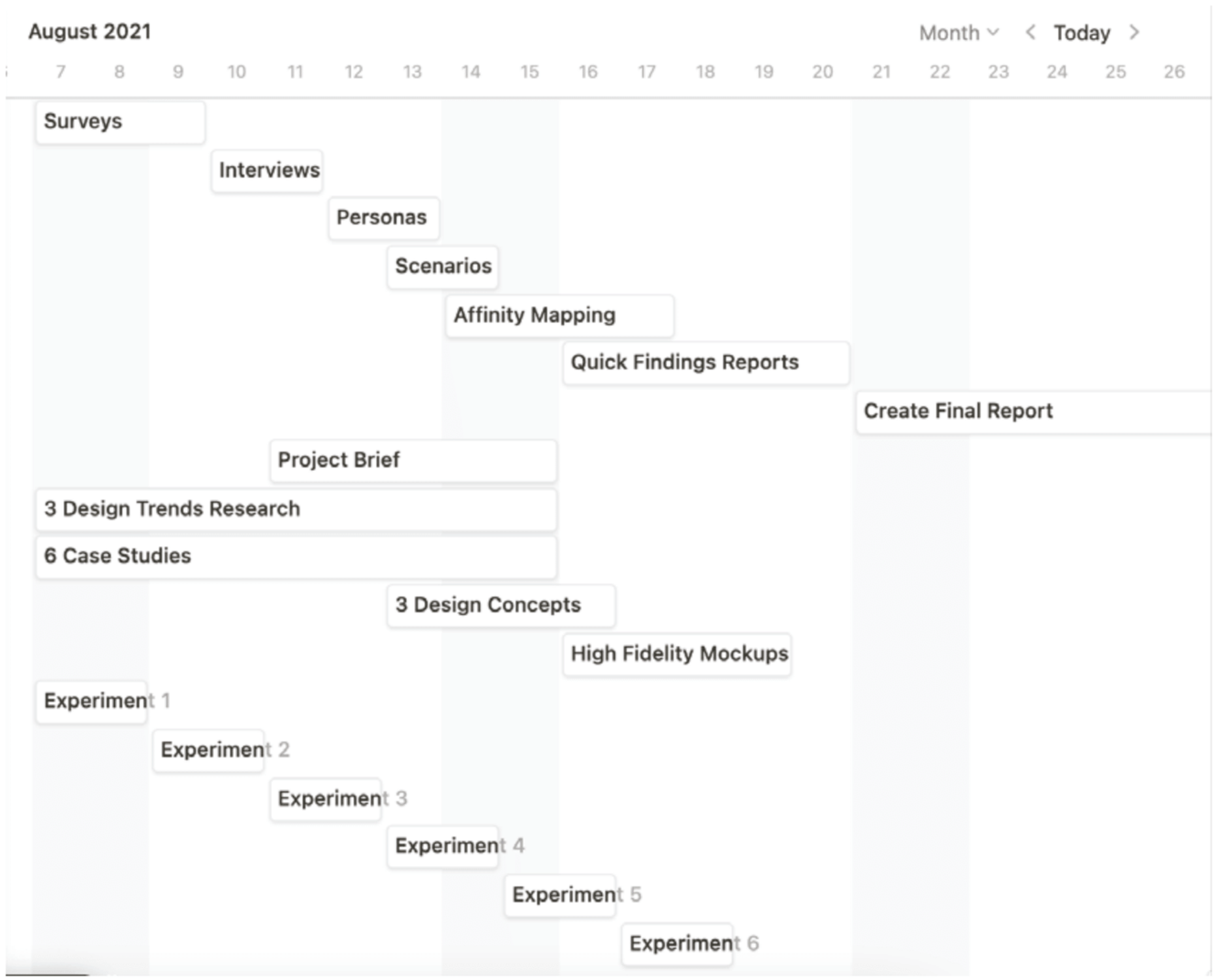
Joaquin Atizado

Joaquin is our researcher and will ensure to listen and work with the target audience's concerns and feedback to ensure that our solution is effective and usable.

Brandon Watson

Brandon is our developer and will be in charge of developing our website/ application. Brandon will explore different techniques to ensure that our solution is feasible and doable.

RESEARCH TIMELINE



RESEARCH MILESTONES

Completing Target Audience

Completing this milestone is a huge turning point and ensured the direction of the project to be fulfilled.

Finding Design Concepts

Researching concepts design-wise is important so that we can communicate the message of the project effectively

Mockup Development

Finalising the mockup that adheres to the wants of the target audience and make sure it is doable for the developer

Completing Research

Finalising the research on the app and finalising the solution that we will continue with.

Completing Code Experiments

Completing experiments and train the developer of possible ways to introduce helpful code to develop the design.

MILESTONE DELIVERABLES AND DATES

Completing Target Audience

Surveys- Aug 9
Interviews- Aug 11
Personas- Aug 14
Scenarios- Aug 15

Finding Design Concepts

Design Trends Research- Aug 15
Case Studies- Aug 15
Design Concepts- Aug 16

Mockup Development

Mockups- Aug 19

Completing Research

Project Brief- Aug 15
Affinity Mapping- Aug 18
Findings Report- Aug 20
Final report- Aug 27

Completing Code Experiments

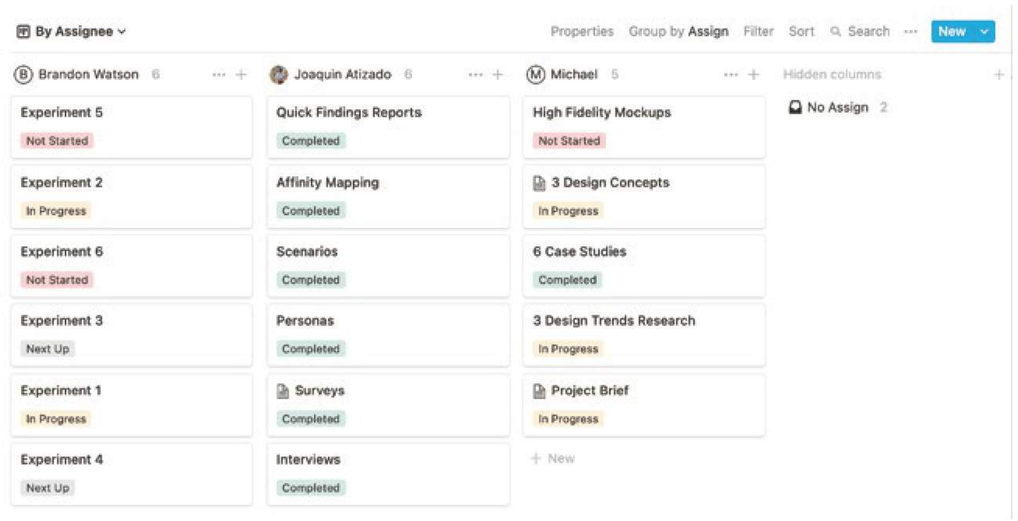
Experiment 1-Aug 8
Experiment 2- Aug 10
Experiment 3- Aug 12
Experiment 4- Aug 14
Experiment 5- Aug 16

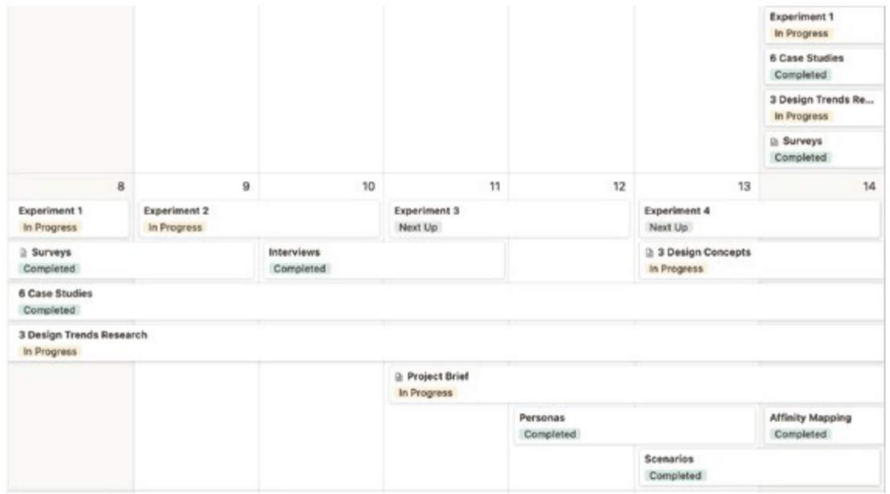
PROGRESS TRACKING

Kanban Methodology

Our Kanban methodology will be used and the team will place where they are in their projects by placing their deliverables on the designated headings.

We've placed due dates on all the deliverables and placed in a timeline view and date view as well to ensure that we are all aware on how we are tracking.



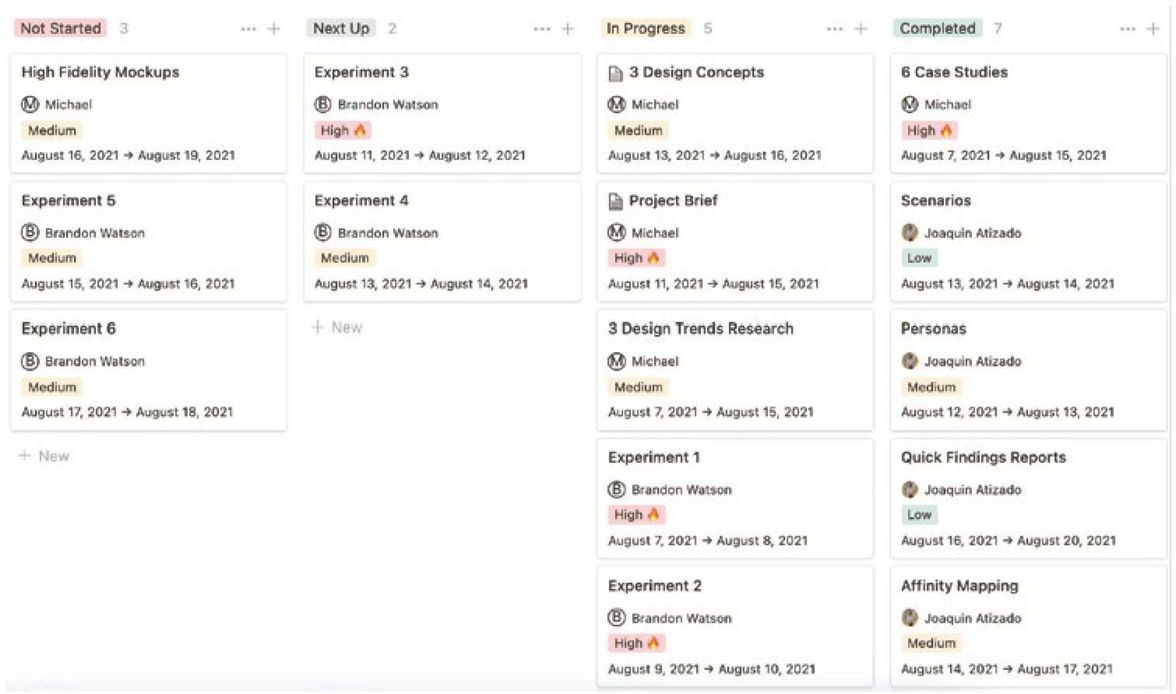


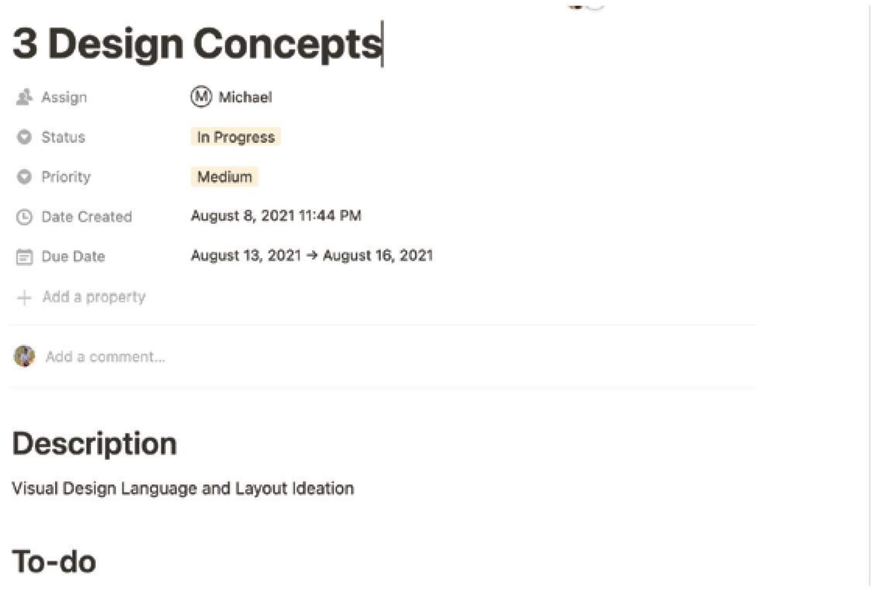
SOFTWARE USED

Notion

Our team uses Notion to utilise a timeline view and Kanban methodology. We are able to view select things on Notion and allow us to add priorities and assignees on each deliverable.

Our team can also edit and add information under the deliverables such as text, links or any other important information.





STUDIO TRIO

UX RESEARCH DOCUMENT

PROJECT BRIEF

OVERVIEW

Sport has always been a major catalyst for creating meaningful and genuine human connections. Thus, the problem on hand is how can we satisfy people's wants to find a safe and efficient way to meet fellow athletes and sports-people. And how can we break the barrier of finding people to play competitive sports with; without the need for singing-up for clubs or gyms.

CLIENT

The client we would pitch the project to is a fitness and health company based in Perth. However, prior to launching it under a selected company, we'd like to launch the solution independently and create public interest. We'd like to create a whole community and niche market so that private companies can have limited influence on what they do.

In the future, we see the solution as an investment for a Perth-based company to invest in and tap into a new niche market.

BACKGROUND

Currently, the problem is that users find it difficult to find players or athletes that they can compete with. Sports such as tennis, boxing or basketball require a partner or team to ensure that a player can fully be equipped with the skills to succeed in the sport.

However, a lot of players don't know where to start and find teammates or players, and a lot of them are not willing to join a club or events due to commitments, time constraints, money and flexibility.

RESEARCH PLAN

UX RESEARCH DOCUMENT

STUDIO TRIO

PROJECT GOALS

CREATE CONNECTIONS

One of the project's main goals is to create connections with fellow like-minded people. Sport has continuously bonded people, and we believe a solution to create a community surrounding sport will create meaningful connections and a fun environment.

A FITTER COMMUNITY

With the world coping from inactivity due to Covid-19, we want to create a solution that will entice people to go out and become more active. We want to help people succeed their fitness goals, while understanding that a whole community is supporting them too.

MAKE SPORT ACCESSIBLE

We want to ensure that sports can be accessible and available for all users to try out. Sport shouldn't be bounded by stereotypes and we want to make our solution accessible regardless of any gender, disability, religion or any background.

MAINSTREAM

For the solution to become mainstream and popular. We want the solution to have a mainstream appeal and a brand that will collaborate with notable brands and personalities. We want the brand to be trusted by consumers and have possibly revolutionise how people team up with sports.

USER GROUPS

SPORTY PEOPLE

This user group comprises of people who would consider themselves as sporty or fit. They are the people continuously find ways to be fit and stick to a sports regime and train frequently.

These people from the age range of 16-35 are people who usually sticks to this group and can range from any gender. Their traits are usually outgoing and have access to venues of training.

CASUAL PEOPLE

This user groups will use the solution to just casually. This user group will usually go and do it for fun, instead of finding any incentive or prize.

This user group might fall out of interest and have a shorter retention span compared to the other user groups. However, this user group will be identified as the largest user group.

COMPETITIVE PEOPLE

Users who are competitive, regardless of skill would use the solution. These people are usually people who aims to win and try really hard to fight for an incentive.

These people are usually in the age range of 16-25 and have at least some experience in sports. However, they aren't necessarily sporty. They can be casual too and is finding a way to further increase their skills through experience rather than training.

USER GOALS

FIND PARTNERS/TEAMS

Users aim to find new partners and teams whilst using the solution. This will be their main goal. Finding new partners to compete with is the main challenge that the solution tries to solve and if the solution achieves this, it lays the foundation of the solution.

BECOME FIT

Users use the solution to increase their active level and become more fit. The more they use the solution, users hope to see changes in their fitness level and also their experience and skills among the sport.

FIND NEW FRIENDS

Users would aim to once finally meeting new people is to create a new relationship with them. Hopefully if their match is good, users would want to compete together more often and hopefully create connections after the sport.

FLEXIBILITY IN SPORTS

Users would aim to do sports on their own time and when they wish they'd like. Unlike a gym class or competitive sports, users would hopefully be able to do the sport whenever they would like and whenever it suits them. These people are looking for flexibility, without the loss of money when they can't fully commit.

UX RESEARCH METHODS

DISCOVER

To solve the problem, the group will be undertaking interviews and surveys to see how we can solve the problem and what the best solution will be. We also want to ensure that we tackle the right audience and find the niche market to serve. We will be looking at what users want and say and look into case studies to see which is the most effective way of communicating the solution to the users.

EXPLORE

When we build our audience, we will aim to empathise with the target audience and fit into their own shoes. We'll build personas, journey maps and scenarios regarding the chosen audience. We will also explore some wireframes and high-fidelity mockups and see how we can solve usability problems and issues. It is important to test this on a large group of people that falls within our target audience.

TEST

Once we finalised a final prototype, we will test it among a large portion of our target market users. We want to see if it suits our project goals and user goals. We will conduct focus groups and accessibility evaluation. At this point, our aim is to create minor tweaks to ensure that users are happy with our product.

LISTEN

Once we've launched the solution, we will conduct further surveys and analytic reviews about the solution. We'll see their initial response of regarding the solution and garner feedback from different focus groups. We'll keep an eye on retention and sign-ups and amount of people use the solution.

RESEARCH

UX RESEARCH DOCUMENT

STUDIO TRIO

SURVEY

Survey results from 40 respondents, distributed and advertised as a spots survey.

Do you play competitive sports?

I don't but I want to play: 50%
I do and play often: 20%
I do but I do not play often: 20%
I don't but I do not want to play: 10%

Which competitive sports do you like participating in?- selected choice

Athletics- 4
Basketball- 8
Badminton- 8
Football- 4
Golf- 4
Martial Arts- 5
Tennis- 4
Volleyball- 10
Weightlifting- 4
Other- (Dodgeball) 1

Racing, Swimming, Skateboarding, Table Tennis- 0

Demographic personality in Likert Scales

Strongly Agree	Somewhat Disagree	Neither Agree or Disagree	Somewhat Agree	Strongly Agree
I am an outgoing and an extrovert				
12.50%	25.00%	12.50%	27.50%	12.50%
I struggle people with the same interests as me				
37.50%	37.50%	12.50%	12.50%	0.00%
I like doing sports or working out by myself				
0.00%	25.00%	25.00%	37.50%	12.50%
I have a dedicated set of friends/team I always play sports with				
12.50%	12.50%	25.00%	37.50%	12.50%
I want to find new friends				
12.50%	0.00%	25.00%	37.50%	25.00%
I am fit and sporty				
12.50%	12.50%	50.00%	25.00%	0.00%
I want to be more involved in sports				
0.00%	12.50%	25.00%	62.50%	0.00%
I am competitive				
0.00%	0.00%	25.00%	50.00%	25.00%

SURVEY

Likeness on sports in Likert Scales

	Strongly Agree	Somewhat Disagree	Neither Agree or Disagree	Somewhat Agree	Strongly Agree
Athletics	0.00%	37.50%	37.50%	25.00%	0.00%
Basketball	12.50%	0.00%	37.50%	37.50%	12.50%
Boxing	0.00%	12.50%	50.00%	25.00%	12.50%
Football	25.00%	12.50%	25.00%	12.50%	25.00%
Racing	12.50%	50.00%	25.00%	12.50%	0.00%
Swimming	50.00%	37.50%	0.00%	12.50%	0.00%
Tennis	25.00%	12.50%	37.50%	12.50%	12.50%

Gender

Male	62.50%
Female	37.50%
Non-binary/ third gender	0.00%
Prefer not to say	0.00%

Age

18-24 years old	100.00%

Employment

Employed for wages	25.00%
Self-employed	0.00%
Out of work and looking for work	0.00%
Out of work but not currently looking for work	0.00%
A homemaker	0.00%
A student	75.00%
Military	0.00%
Retired	0.00%
Unable to work	0.00%
Prefer not to say	0.00%

INTERVIEW

P1- 20, M
P2- 21, F
P3- 18, F
P4- 20, F
P5- 19, M

What are the steps to make yourself fit?

P1: “I think I just need to eat well and eat consistently”
P2: “I need to work out more and stop skipping the gym”
P3: “Eat out less and eat healthy”
P4: “First I think is to stop eating out, then go to the gym more often.”
P5: “Drink lots of water, and really train. Also fixing sleep is important.”

Do you struggle finding people to do sports with?

P1: “Yeah sometimes I do. My friends are usually busy”
P2: “No my friends and I go to the gym. I don’t really do sports”
P3: “Yes because my friends and I just eat out”
P4: “I do. It’s hard finding people who want to do the same thing”
P5: “No. I’m part of a gym club and I play basketball on the weekends in a league.”

What makes you motivated to do sport?

P1: “I think like people around me influences a lot”
P2: “Ads. Like ads on Facebook or Instagram. Also like influencers”
P3: “I just have sudden bursts. If I wanna procrastinate”
P4: “If it can fit in my schedule, then yeah I’ll be motivated”
P5: “I wanna keep fit and I’m sticking to a regime. I wanna make my body look good.”

Would you rather 1v1 or team sports?

P1: “Team sports is more fun.”
P2: “I like team sports. They’re more fun. But my friends aren’t into it. So I’ll just end up doing individual sports.”
P3: “All the fun is with different people. You can work on more skills in team sports.”
P4: “1v1 is fun and you can create a real relationship”
P5: “As much as I like team sports, I just wanna stay in the gym and really work on my form”

Are you comfortable using dating apps?

P1: “Yeah I guess if I’m desperate.”
P2: “I am. I would use dating apps. I used to have Tinder at one point.”
P3: “Yeah! I have Tinder on my phone and that’s where I met my last partner.”
P4: “I think I would. It’s a quick way to find people I guess.”
P5: “No. I don’t think those are genuine”

QUICK FINDINGS REPORT

GENDER

From our surveys, we found that despite the larger male percentage, the female respondents were similar and even with the other respondents. There was no difference in favourite of sports. But males were more likely a fan of boxing than females.

AGE

When we distributed the survey, we got responses from one age group. We advertised it as a sports-related survey and it only attracted people from that age group. All 40 responses were very consistent.

POPULAR SPORTS

From our surveys, the popular sports that we conducted, we saw that Swimming was one of the unpopular sports across all genders. Boxing, Volleyball and Basketball hold some popularity and Football as well. From our interviews, we saw that team sports are popular, compared to individual sports/gym/1v1. This means, people would like to find and possibly create a team.

DESIRES AND WANTS

A lot of people through our surveys wanted to be more fit. But a lot of people had trouble becoming that as seen from our interviews. A lot of people are mixed in finding people to do sports with, but a lot of people find it hard to make teams.

AFFINITY MAPPING

USER	PROBLEMS	REASONS	SOLUTION
People who want to be fit	They are struggling to find motivation	Friends are not motivated enough	Finding people who are motivated to be fit as well
People who want to make sport teams	They can't find people to make teams with	Friends or connections not being into the same sport	Create leagues or casual sport events
People who are sports fans	They are not able to find people who they can enjoy sports with	Friends and connections not into the same sport	Events that encourage networking
People who want to try new sports	Struggling to find a new sport	Too much choices and hard to decide	Tinder-like way to find new sports and who they can play with

PERSONA 1

Lisa Wharton

20 Years Old
In a relationship
Bachelor of Commerce Student

Lisa is a student at Curtin University. She is part of a group fitness class but wants to expand her fitness journey and do some sports.

Personality

Fitness Level

Sport Skills

Extroverted

Competitive

Interests

Team Sports

Fitness classes

Combat Sports

Healthy Eating

Goals

- Become more sporty
- Eat healthy
- Meet new people

Frustrations

- Not being able to find people with the same interests
- Repeating the same routines
- Awkward interactions

PERSONA 2

Gerard Lee

21 Years Old
Single
Tradie

Gerard is a football player and he is very good at it. He is good at it that he wants to explore new sports. But he thinks he's good so he wants to jump in and start.

Personality

Fitness Level

Sport Skills

Extroverted

Competitive

Interests

Team Sports

Fitness classes

Combat Sports

Healthy Eating

Goals

- Do more combat sports
- Progress and become more skillful in football
- Be very fit and buff

Frustrations

- Time- he is impatient
- Healthy eating
- People who don't do sports

PERSONA 3

Belinda White

18 Years Old
Single
Gap year student

Belinda is currently taking her gap year and she wants to return back to the sport community after being inactive in the first half of her gap year.

Personality

Fitness Level

Sport Skills

Extroverted

Competitive

Interests

Team Sports

Fitness classes

Combat Sports

Healthy Eating

Goals

- Meet new people
- Become more healthy
- Increase skill in sports

Frustrations

- Being inactive
- Competitive people
- Unsportsmanlike behaviour

SCENARIO 1

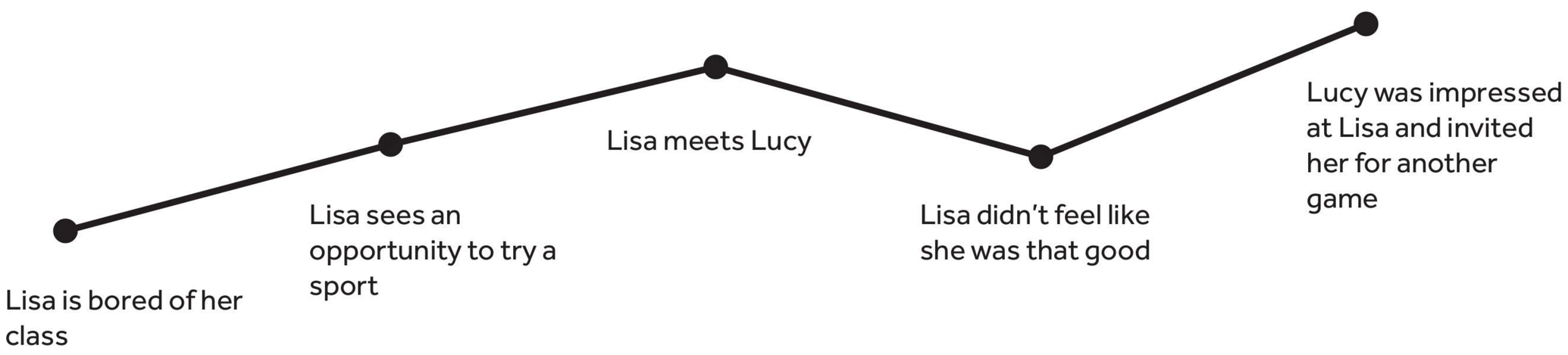
Lisa wants to find a new sport

Lisa is tired of her fitness class and she wants to find a new experience. She scrolls through her Instagram and sees one of an influencer advertising an app that allows people of any sport to join and they will be able to get a real life experience to try the sport without commitment.

She tried using the app and was matched to play tennis with an experienced player. Lisa met with the player named Lucy. Lucy was a member of a tennis club and can bring in one person. As her usual match-mate was unavailable, Lucy also used the app to find a player to play with.

After their match, Lisa proved to be a natural. Lucy was impressed and invited her to play again in the future; which Lisa agreed. They added each other in the app and even followed each other in social media.

Now they bond and are good friends.



SCENARIO 2

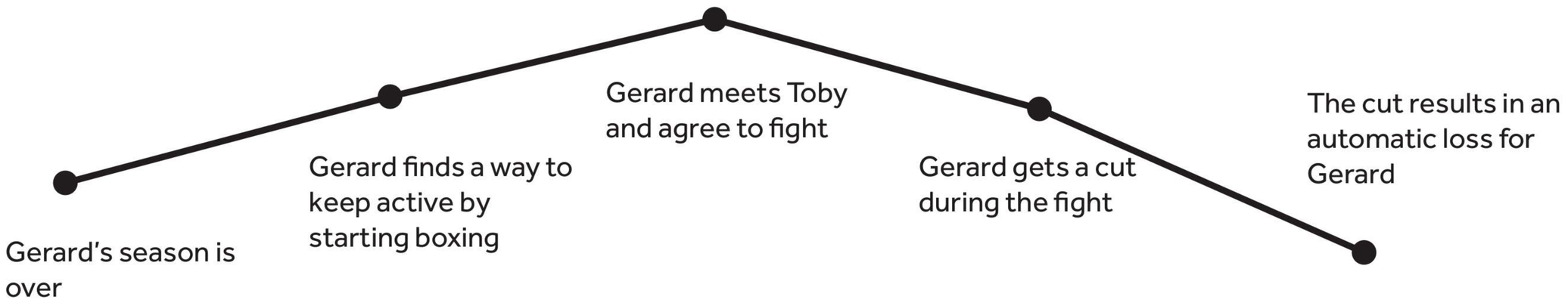
Football is done for the season

Gerard's season in football is over and was tired of his gym routine. Gerard wants to try something else and he believes that he can go into combat sport after his success in football and his recent body gains.

Gerard was suggested to download an app by his teammate that enables him to find matches that he can practice doing combat sports with. He matches with Toby who is also an amateur boxer. Gerard knows a little bit of boxing, and so does Toby, so he felt it was a fair match.

Gerard meets Toby at a local gym where the ring was set up. He invited his friends and so did Toby. Before the match, Toby organised a referee which was his friend to keep an eye out on the competition.

Gerard gets defeated by Toby after he had a big cut on his eyebrow that needed attention; resulting in a defeat. Gerard is annoyed and trains further to become better and beat Toby in the future.



SCENARIO 3

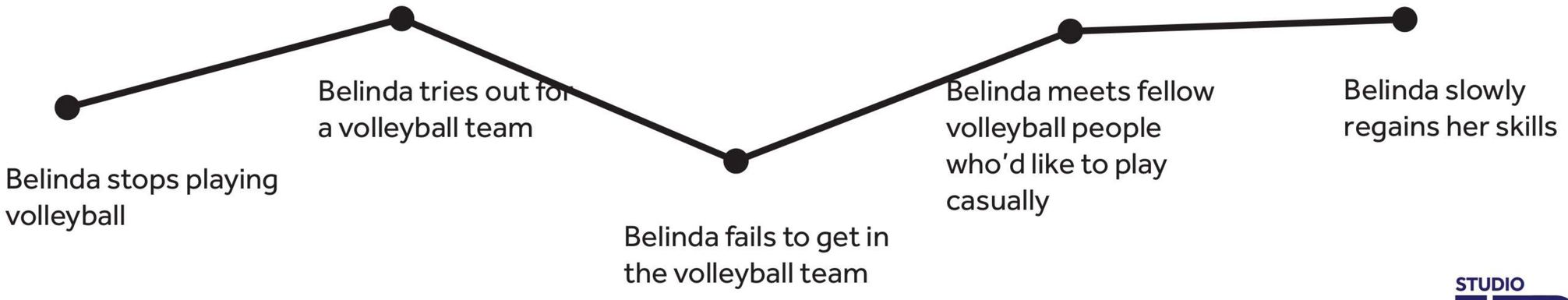
Belinda wants to go back to sport

In high school, Belinda was champion girl and was a talented volleyball player. She stopped playing volleyball after graduating high school as her team mates moved to different places, leaving her without a team to play with for volleyball.

After six months, Belinda joins a volleyball tryout team, her first time in a court in a long time. She was too busy to join in the last six months because of work, but she finally had the time to play.

In the tryouts, Belinda bombed and couldn't even return any serves. The club did not decide to pursue Belinda and Belinda was disappointed.

She finds an app that connects people with other like minded players and she began meeting up with other volleyball players. They all begin to train together and she sees her mojo slowly coming back.



SUMMARY

In summary, a lot of users struggle to find teammates or people to play sports they are interested in. Also a lot of people do not have a strong preference in sports. Although some sports are unpopular, some people or a minority still find the sport interesting.

As seen from the scenarios, people's experiences grew when they are part of a community. So it is important for people to find a community in sport to really motivate people in pursuing their goals of fitness.

Thus, we aim to build an application that creates that sense of community for people to build and grow their experiences on. As seen from interviews, people are growing more confident in apps such as Tinder where they are paired with strangers. So we want to adapt that interface and specialise it in finding people who would like and have the same interests as you in sport.

STUDIO TRIO

UX DESIGN DOCUMENT

Project Overview: 1.1

Introduction:

This project is a responsive website application for a **fitness and health company** located in Perth, Australia. We are tasked with creating a **competitive application where users can compete with other opponents in their chosen sport**. The aim is to allow for competitive people to **search, communicate, meet and compete** at different locations.

The application will also allow for competitors to keep track of their ranking through **beginner, intermediate and advance competitions.**

Users must be able to make an **account and sign in to search for a sport or opponent.** They will then be able to **request a booking with the opponent or message and communicate with them.** Other options can include **reviews and ratings, rankings, health blogs and support.**

Project Overview: 1.1

Introduction:

This project is a responsive website application for a **fitness and health company** located in Perth, Australia. We are tasked with creating a **competitive application where users can compete with other opponents in their chosen sport**. The aim is to allow for competitive people to **search, communicate, meet and compete** at different locations.

The application will also allow for competitors to keep track of their ranking through **beginner, intermediate and advance competitions.**

Users must be able to make an **account and sign in to search for a sport or opponent.** They will then be able to **request a booking with the opponent or message and communicate with them.** Other options can include **reviews and ratings, rankings, health blogs and support.**

Project Overview: 1.2

Background:

In Australia, **55% of adults not meeting the physical activity guidelines and 44% of adults spending most of their work day sitting,** diseases linked to physical inactivity is more likely to contribute to someones health. Diseases linked to physical inactivity are **diabetes, bowel cancer, uterine cancer, dementia, breast cancer, coronary heart disease and stroke**. These are all diseases that can end in death or immense suffering, that is why their need to be more ways to encourage people to **exercise and be physically active.**

We decided to focus on competitiveness and oponents as competing is sometimes associated with negative connotations such as jealousy. This can be seen by Ph. D Lisa Firestone when she shares that that this is because **'when we hold back our healthy and natural competitive feelings, we strengthen the negative parts of those feelings** –jealousy included' in "Why Competitive Feelings Are Good For You". This is why we are focusing on c**ompetition and oponents as users can have a healthy way to express competition.**

Therefore, this company wants to encourage people to **become more active and fit as it is a critical component to maintaining a healthy life.** This will also allow users to deal with mental health issues by relieving stress and focusing on fitness while also making friends along the way.

https://www.psychalive.org/why-competitive-feelings-are-good-for-you/
https://www.health.gov.au/health-topics/physical-activity-and-exercise/about-physical-activity-and-exercise

Project Overview: 1.1

Measuring Success:

- A key component to measure how successful this application will be is how many users we get to sign up and successfully find and match with different oponents.

- Having our primary audience be young adults of both sex, having most of our demographic young adults sign up and use our application will show success.

- If different centres become more busy as users are booking our badminton courts, boxing rings, race tracks etc because of the application, this will show it is succeeding.

- Having a high technology, young adult demographic, having the application trend on social media would show that people are interested in the application. Similar applications have shown to trend such as Tinder and Bumble.

Motion & Animation: Design Trends 01

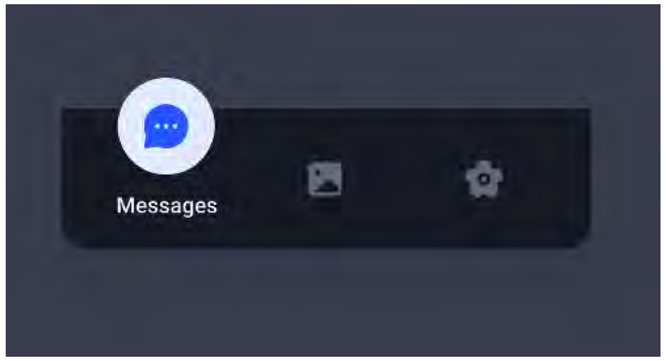
/11402356-C19-002-Slow-Motion-Exploration

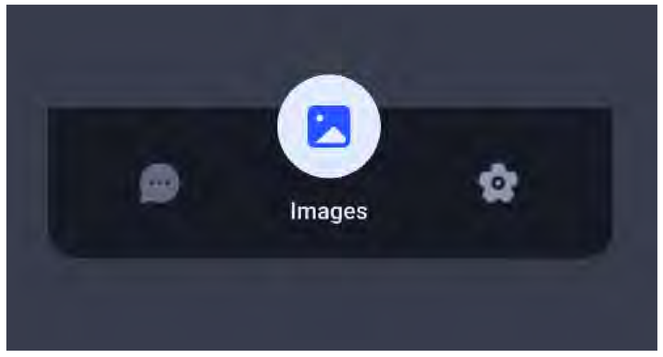
Highly graphic images, animations and videos are usually seen on welcome screens which can be used to firstly capture the user on the applications branding, identity and theme. This is why it is important to showcase something engaging that will keep the user intrigued and engaged, this can be a small animation which can be used in a highly effective way.

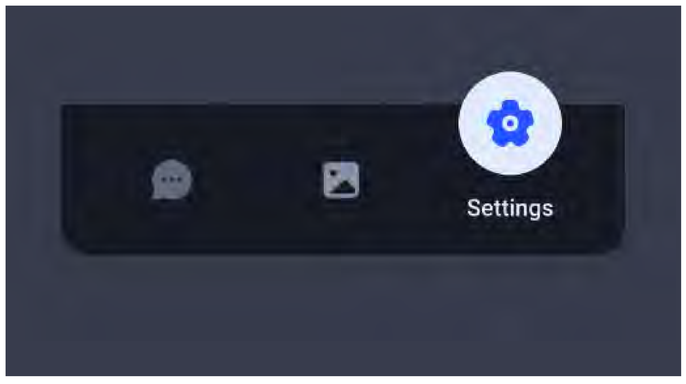
Matt Thompson has effectively captured viewers in this screen design by adding animations still images with a slow-motion effect. Thompson has further used a flash, with a different athlete appearing when the user presses a button. When viewing this, I was highly engaged in this animation and how a minor effect on a still image gave a capturing interaction which made me want to see more of Thompsons work.

Designing a competitive, oponent application, we could use this motions and animations to show off the differen't sport, much like Thompson is doing. This can be seen during the homepage which gives the users a preview of what is to come.

Micro-interactions: Design Trends 02







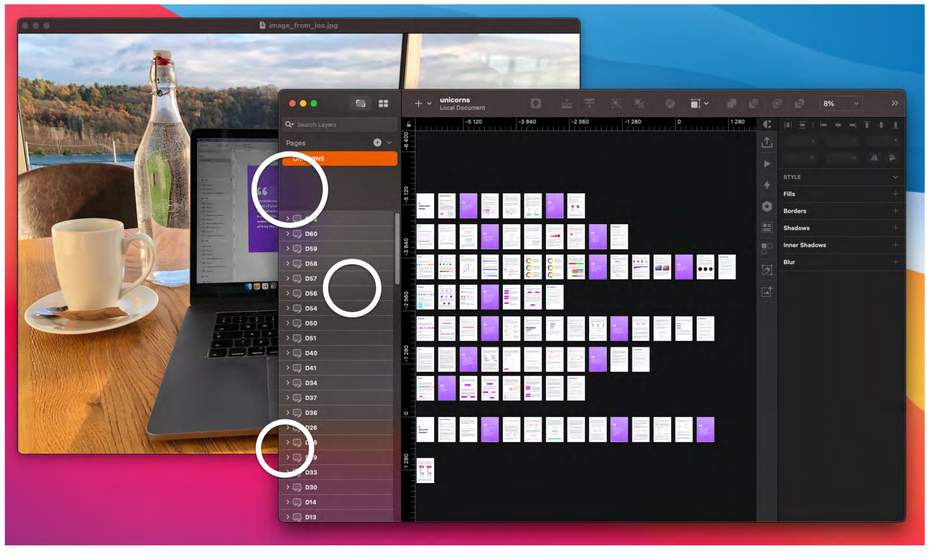
Micro-interactions are small moments in which users can make an action and cause the application to respond (such as clicking a button). These are being used more and more by designers to enhance user experiences by enhancing feelings of tactile satisfaction.

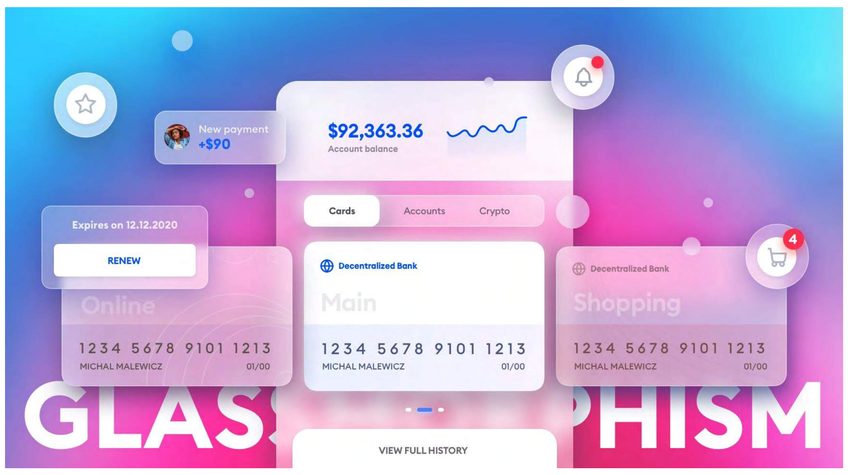
Aaron Iker has greatly used micro-interactions by adding slight animations when the user clicks on a button to effectively better connect with users. When the user clicks a button on the navigation bar, the circle appears on that part with the icon animating up. This also better represents to the user which page the user is on.

This enhances the users experience through satisfaction, persuading the user to further look into the application.

Making a competitive, oponent application, we could use this micro-interactions with small animations to better show off which part of the page a user is on.

Glassmorphism: Design Trends 03





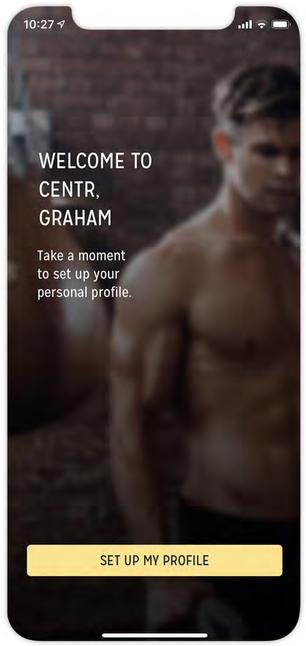
Glassmorphism uses transparency and multi layering to produce a clean, professional user interface. Although glassmorphism is hard to demonstrate, when it is used, hierarchy is more presentable due to effects like background blur or layer blur.

With layering and bluring, the further a layer is, the lower the transparency is while when the layer is closer, it has a higher transparency. Other effects can be used to enhance glassmorphism such as drop shadows and inner shadows.

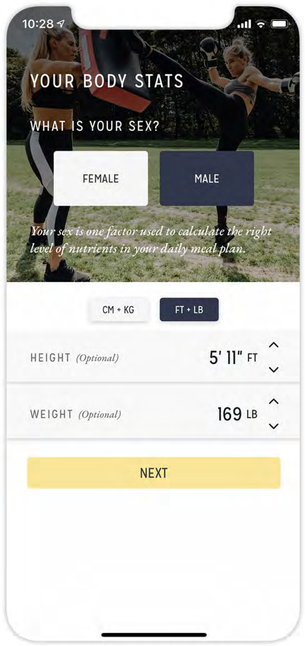
Glassmorphism is mainly used in effect with other UI devices and elements, currently acting as a minor feature such as a sidebar. Glassmorphism is also hard to demonstrate on mobile devices due to it being a smaller surface that struggles to show transparency. I believe that given the application we make won't be overloaded with information, a mix between glassmorphism and neuromorphism can create a trendy new application style.

https://uxdesign.cc/glassmorphism-in-user-interfaces-1f39bb1308c9

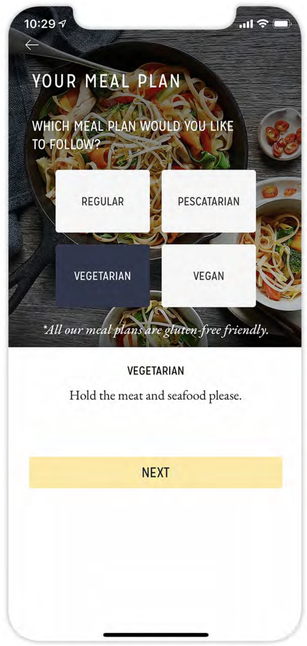
Centr: Case Study 01



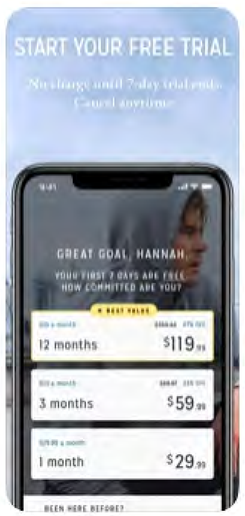
When you first launch Centr it asks you a series of questions.



Enter your gender, height, weight and training experience.



You can even select dietary requirements like vegetarian.

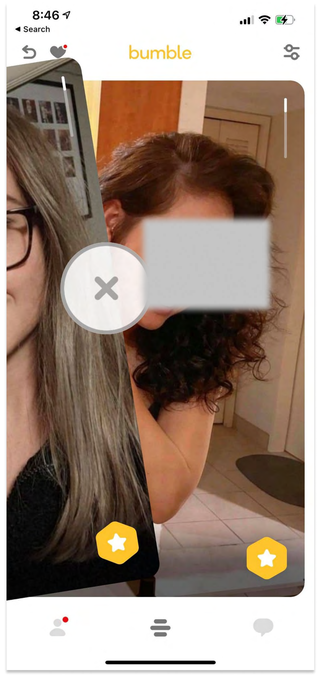


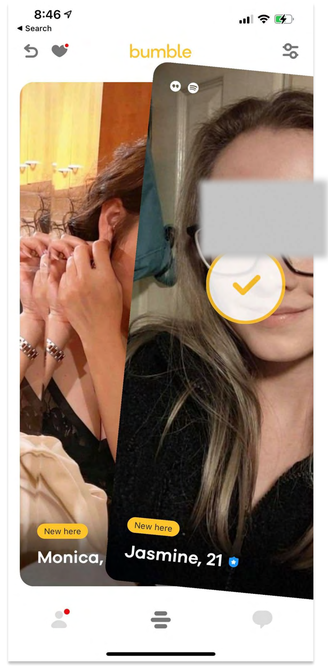
Centr is a fitness mobile application by Chris Hemsworth. Users can workout and follow a schedule that includes dieting, blogs and exercises that suit what they are after.

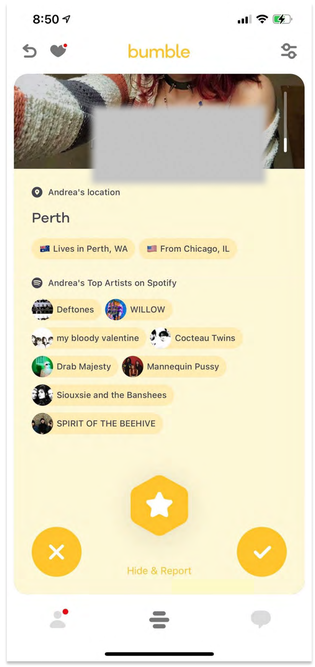
The UI & UX of the application is highly professional and modern. Utilising minimalism with highly graphic images enhances the users experience as they aren't overwhelmed with information that is given due to this layout. Besides the graphic images, Centr uses colours of:

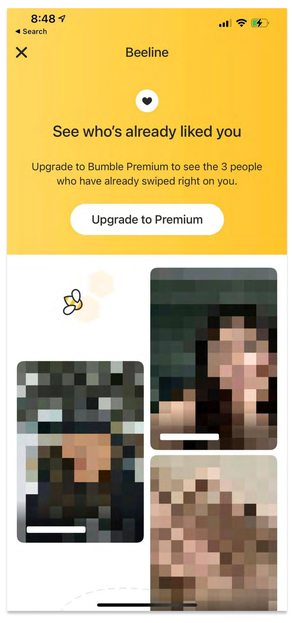
Centr uses a pastel yellow through the application to show the primary interactable parts. This includes buttons and progress bars in videos. Secondary buttons include the use of a grey which contrats well with the graphic backgrounds to stand out.

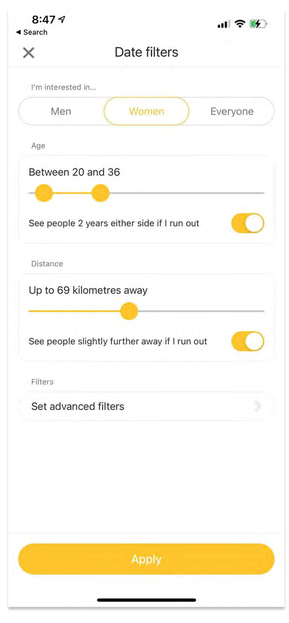
Bumble: Case Study 02

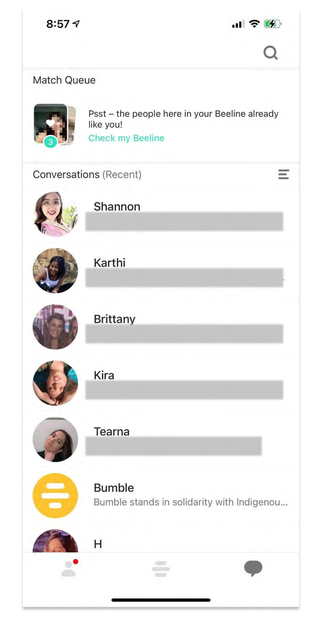










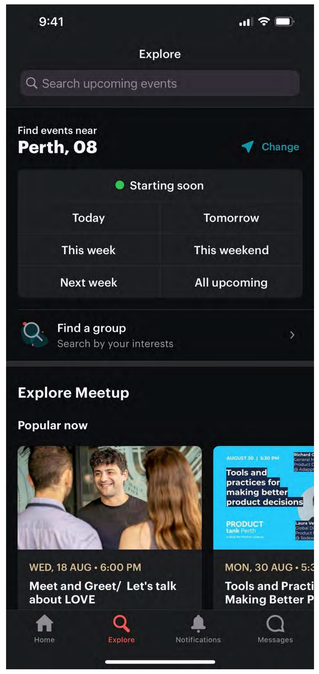


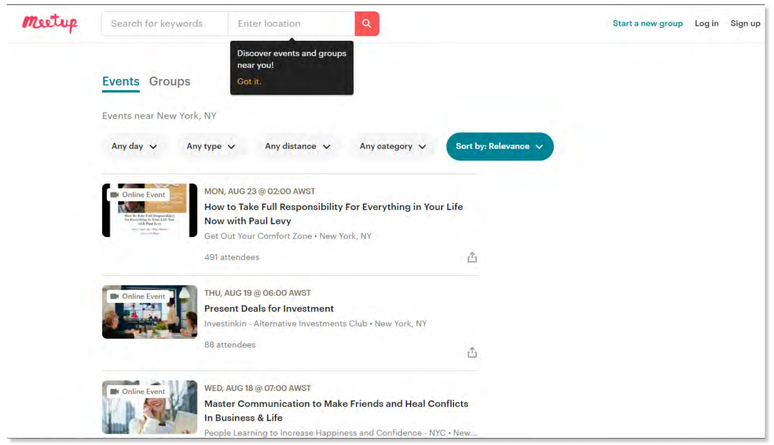
Bumble is a dating mobile application that allows users to swipe ‘cards’ of people profiles if they want to match with them or not. If both users swipe right, they will match and then they have 24 hours to firstly message each other before the ‘match’ expires. The first view is just a picture of themselves which is what most people swipe on, but when scrolled down, their profile information is available with other pictures.

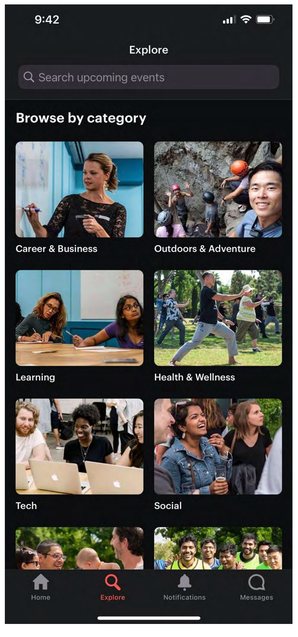
Bumbles application is very easy to use with simple functions of just swiping with the users fingers. When users scroll down on a profile, 3 buttons appear that the user can press, yes or no and a star button which sends the user a ‘super like’ to show you a highly interested in that individual. This is very easy to use and is consistent with most dating applications that are available today following this swiping method.

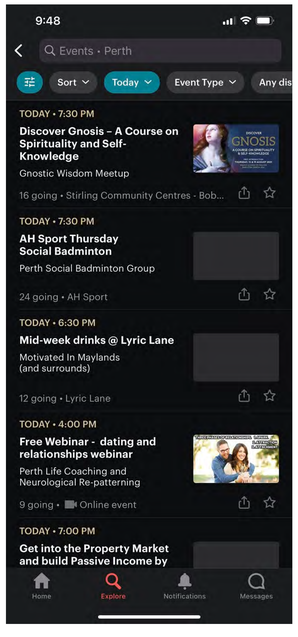
Bumble has great branding with the use of yellow which is shown throughout the application such as the yellow interactable buttons and the tones of yellow as the background box sections. Bumble heavily relies on icons rather than words for buttons which works because most people are familiar that x means no and a tick means yes.

Meetup: Case Study 03







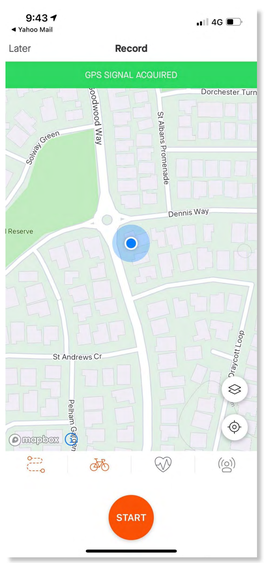


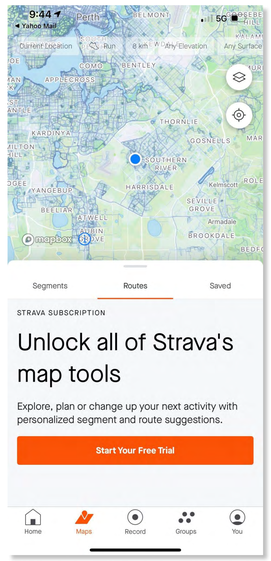
Meetup is an application that allows people to join groups, host groups and find different events that are on in their area. Events can be walking groups, book clubs, social gatherings and more. Meetup uses a dark background with white text which users often see as a ‘dark mode’ to help prevent eye strain while uses their desktop application in a ‘light mode’.

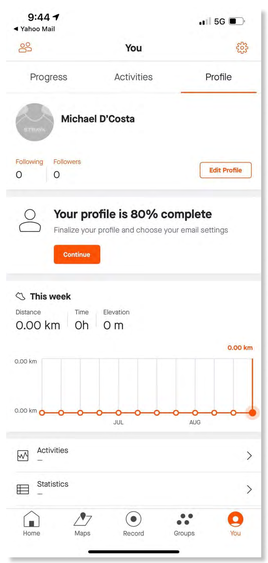
Meetup uses great ideas and concepts however, when scrolling through the application, the content can feel overwhelming with a lot of information being presented to the user. Through looking through the application, most of this comes down to font. With Meetup using the same font size and weight often through the application, the text can feel overwhelming as most of the text is bold.

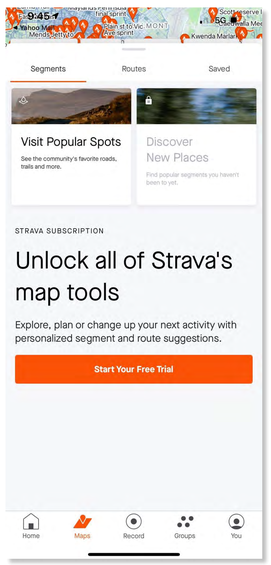
A great section of meetups application is the catergory section. Having a image thumbnail with the category title underneath allows the differen’t categories to be easily explored. This could be better improved by having the categories appear in alphabetical order. This allows for someone that knows exactly what they’re looking for to go straight to that category without trying to find it between different categories.

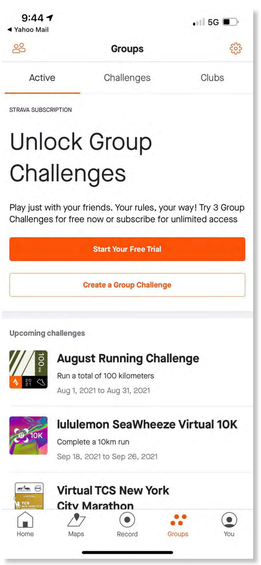
Strava: Case Study 04

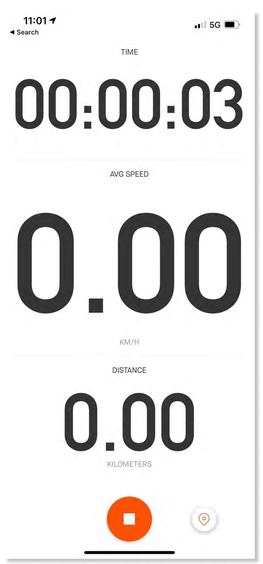


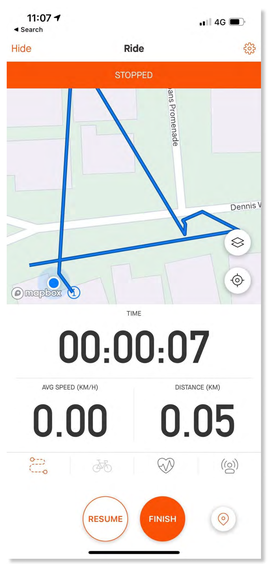












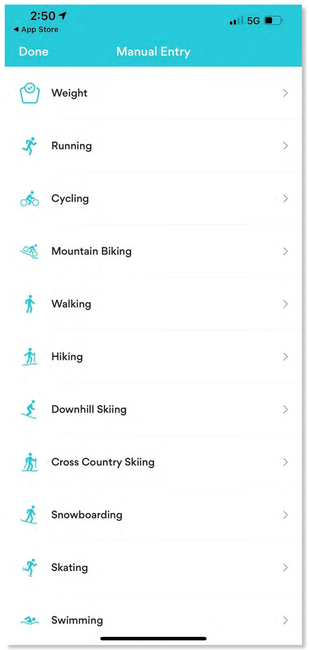
Strava is a online platform made to track peoples exercises but also acts as a social network service to keep up to date with everyones fitness. The main exercises is cycling and running but other exercises can be tracked.

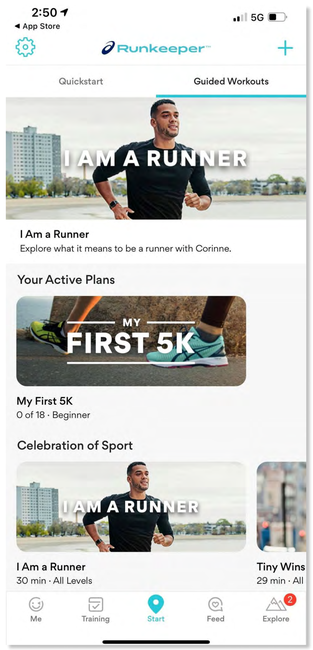
Strava uses orange as its main branding colour with orange appearing as the primary buttons and primary viewing point. The users eyes are drawn to as it contrasts well with the surrounding light grey and whites.

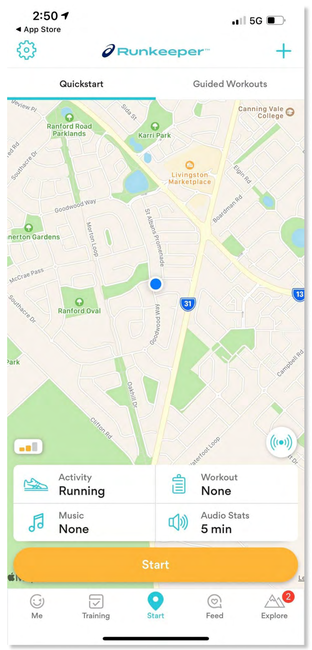
The main section of Strava is the record page where users can track their exercise, time, distance and speed. Large bold numbers appear when you record showing a stopwatch. The time and distance are large and bold, but the average speed is the largest, appearing in the middle. Having these 3 sections take up the whole screen like a stopwatch works well as the idea is people won't be staring at their phones when they are exercising however, if they need to quickly check it they will easily be able to read it.

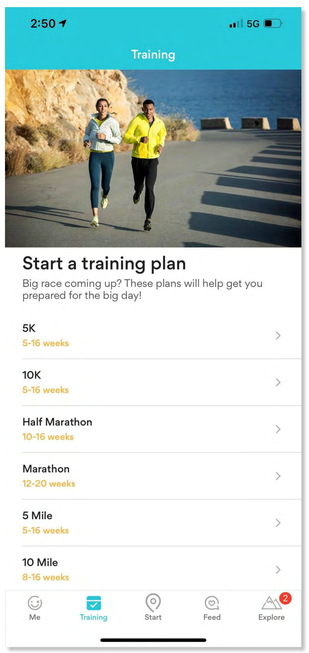
Going through Stravas application, their is a lot of important content however, Strava has used hierarchy and structured content so the information isn't overwhelming so users can still feel calm.

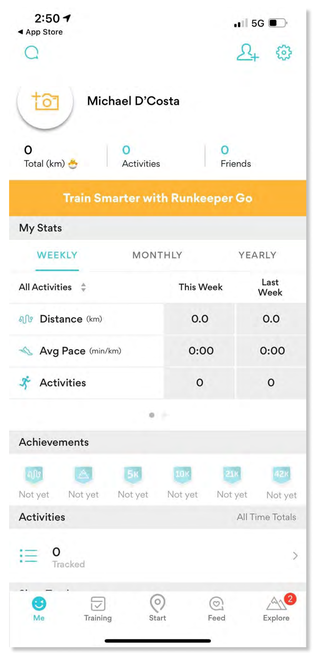
Runkeeper: Case Study 05

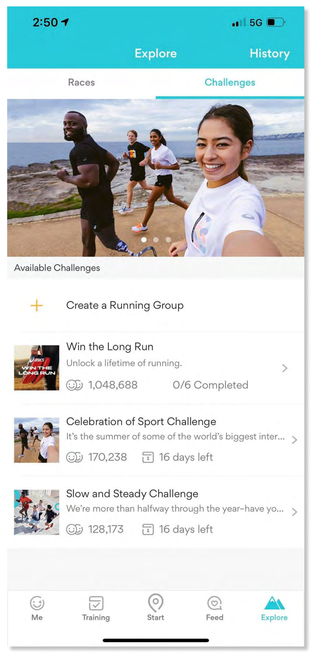










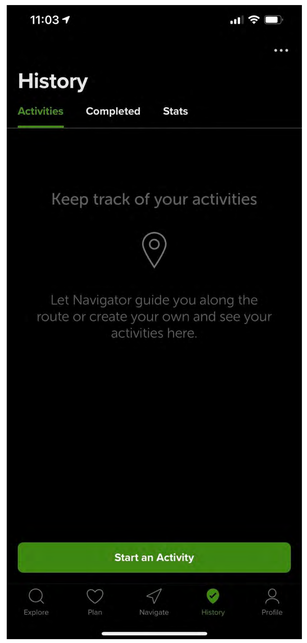


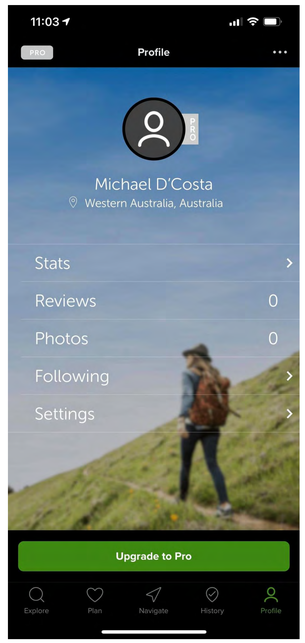
Runkeeper is a online mobile application which tracks users running activity. They also tracks other sports such as cycling, hiking and more and has a social networking feature to connect with other people.

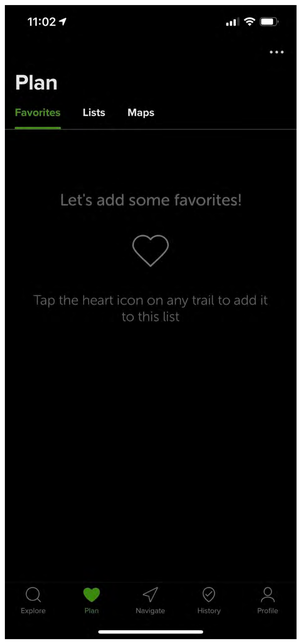
Runkeeper uses a complimentary colour scheme of blue and orange which works well and has been utilised to drawer the users attention in. This is done by making the blue the more dominant colour with the orange appearing as the primary button on the page or a short text to quickly grab the users attention.

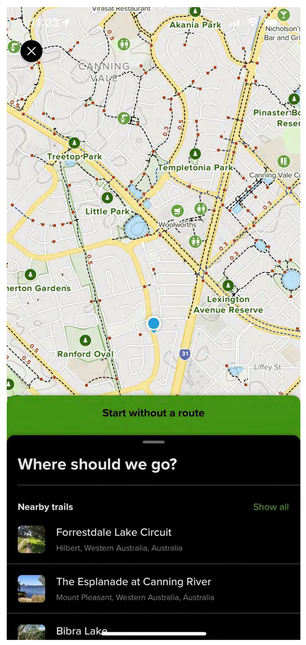
Runkeeper provides a lot of information and content on the screen but with the use of visual hierarchy and structure, they are able to present the information in a easy-to-read way. With this, I didn't feel overwhelmed when going through the application.

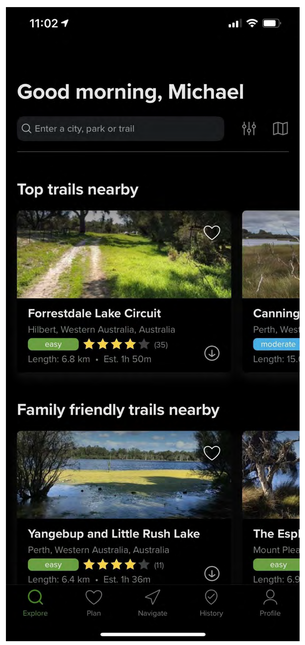
Alltrails: Case Study 06

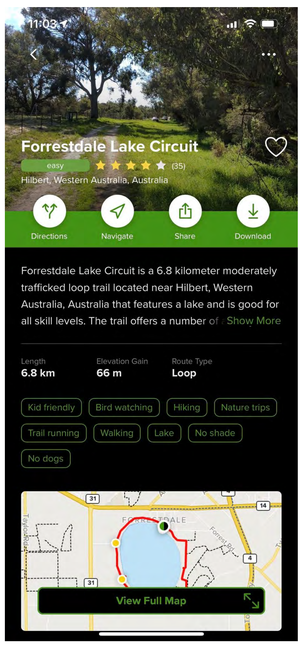










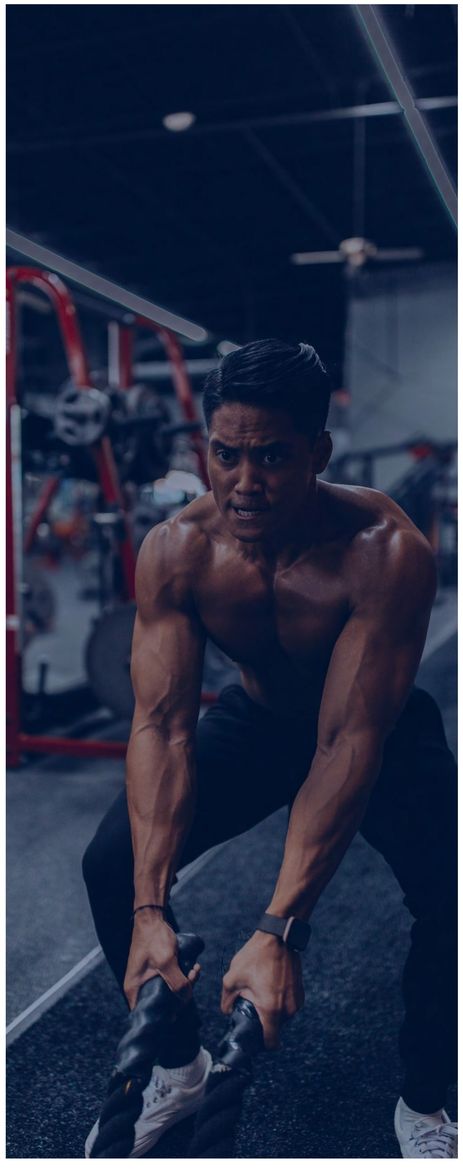


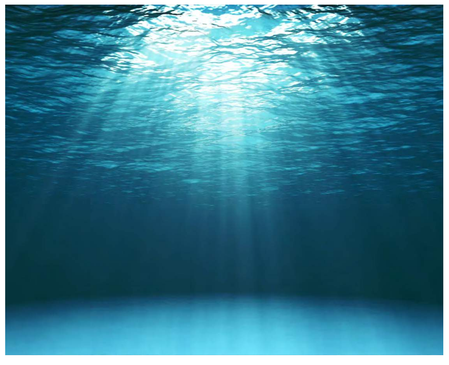
Alltrails allows users to find trails near them and caters for walkers, joggers, runners, hikers, wheelchair friendly and more. Users can view rated trails and the estimated time ti will take to complete it along with the length and a description of the trail.

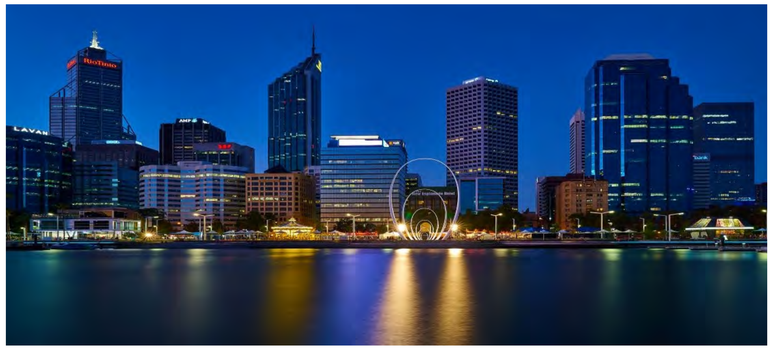
Alltrails uses a dark palette with the use of green which creates a great contrast for users to distinguish between the interactable buttons and the background. The green is a great sense of branding as the application is about encouraging users to go outside and exercise so using green relates to the outdoors. Some of the text can be hard to read though, specifically the grey text on black background, a white text would be better in this situation.

Alltrails seperates its content using hierarchy, especially the trails nearby section. The primary details are very clear with the trail title being in a bold white text, the button being green and the rating being in yellow stars. The secondary details are in a small grey text so the viewers are instantly drawn to the primary details.

Design Concept 1: Mood Board







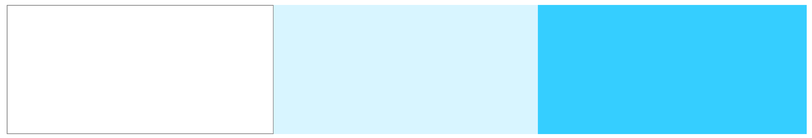
Thought Process

I decided to look at different hues of blue as this is the most common branding colour but I still wanted to keep inline with the theme of fitness and competition. Therefore, I looked at different images that represent strength and professionalism in a more calm and high class way.

Design Concept 1: Colour-Palette

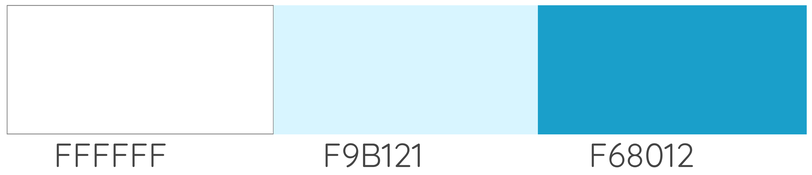
FFFFFF #24B0FF #7C7C7C

- One Tone



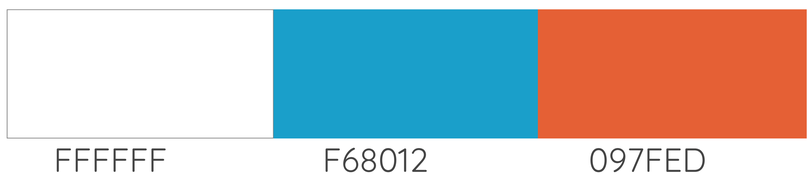
FFFFFF F9B121 FC571B

- Monochromatic



FFFFFF F9B121 F68012

- Monochromatic



FFFFFF F68012 097FED

- Complimentary

FFFFFF 414141 1D2021 F9AF21 F68012 FC521B

- Monochromatic with different hues

Thought Process

From my moodboard I chose the most significant colours being different hues of teal and blue. This colour scheme seems more elegant and professional which works well for the application. Out of the top 100 business applications, 33% use blue as its branding colour, so going with a safe option to experiment with can be beneficial.

Design Concept 1: Typography 1.1

HEADING

Signika SC Bold — **HEADING FOR CLIENT**

Spartan Bold — **Heading for Client**

Syncopate Bold — **HEADING FOR CLIENT**

ZCOOL QingKe HuangYou — Heading for Client

Roboto Bold — **Heading for Client**

Londrina Solid — **Heading for Client**

BODY TEXT

Red Hat Text — This is a body text for my client.

IBM Plex Mono — This is a body text for my client

Orienta — This is a body text for my client

Rambla — This is a body text for my client

Lustria — This is a body text for my client

Josefin Sans — This is a body text for my client

Heading for Client

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

HEADING FOR CLIENT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Design Concept 1: Typography 1.2

HEADING FOR CLIENT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Heading for Client

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Heading for Client

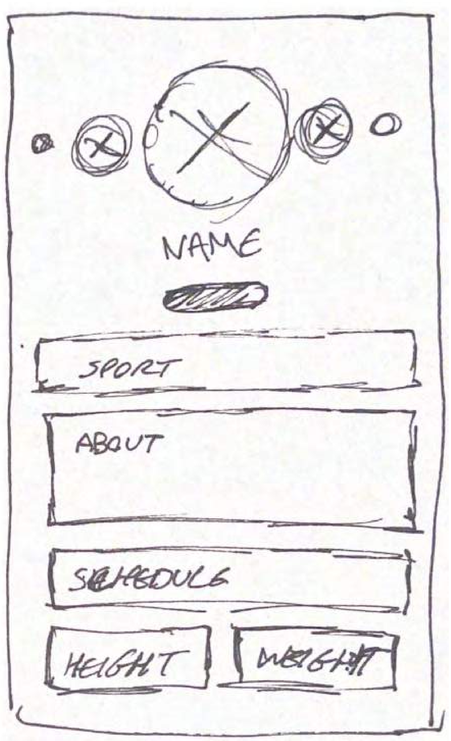
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Thought Process

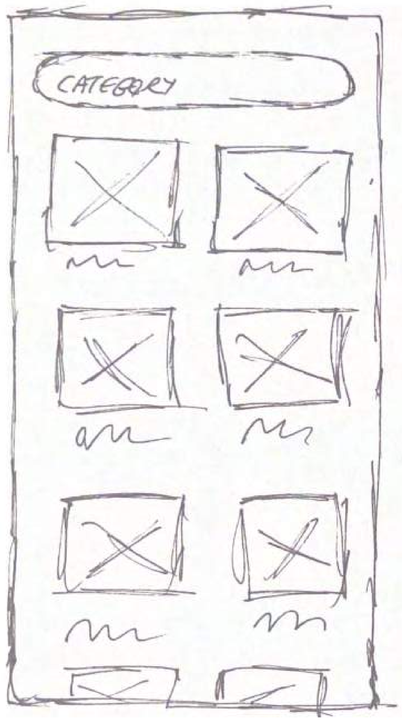
I decided to challenge myself with this typography experiment and use different fonts i'm not too familiar with and pair them together. Unfortunately, most of my pairing did not work well together and some of the fonts weren't feasible to do given the context of the competition-fitness application.

The one font pairing that did stand out however was the Roboto for the heading and the Rambla for the body text. Both being a sans serif font makes it highly legible and they, taller, closer together lettering makes them a better match together.

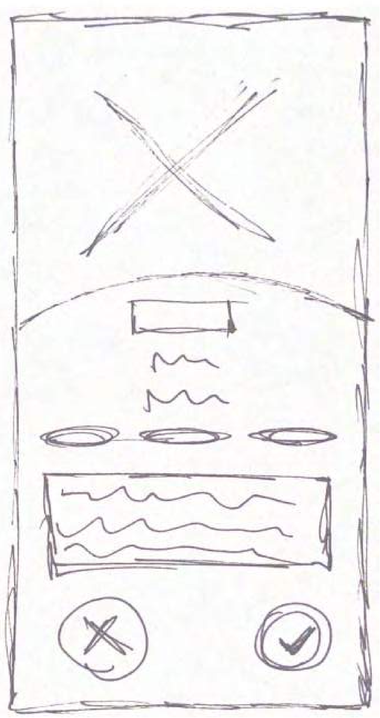
Design Concept 1: Ideation Sketches



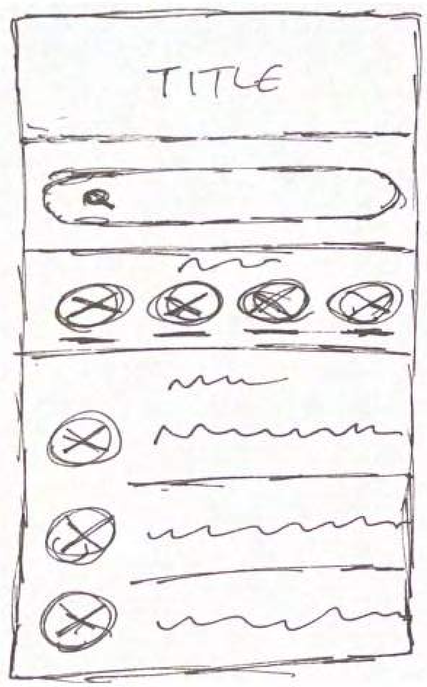
Profile



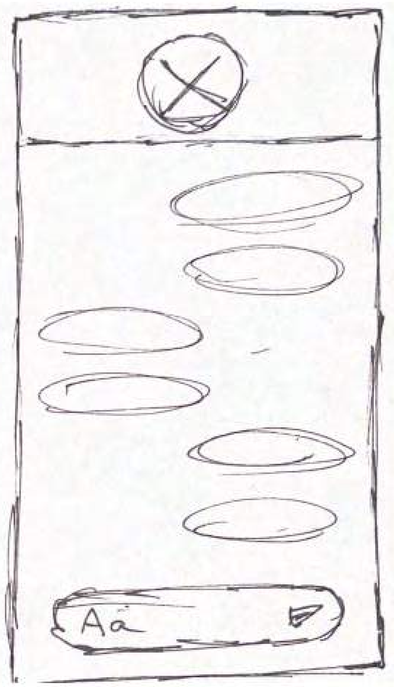
Category



Competitors

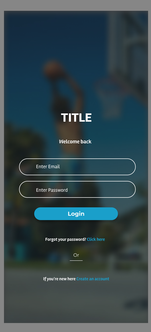


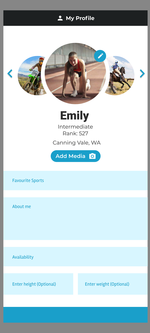
Matches

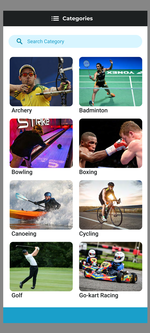


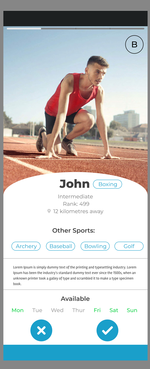
Messages

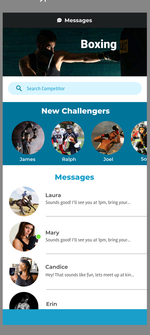
Design Concept 1: Mockup

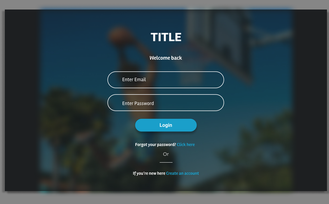


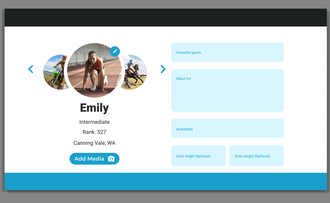


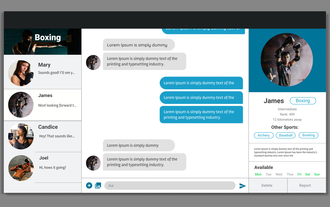


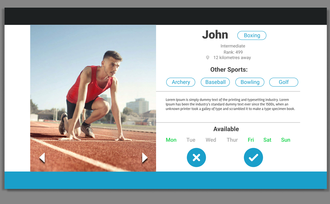


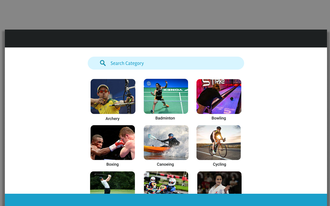










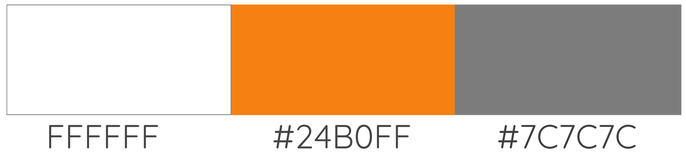


Design Concept 2: Mood Board

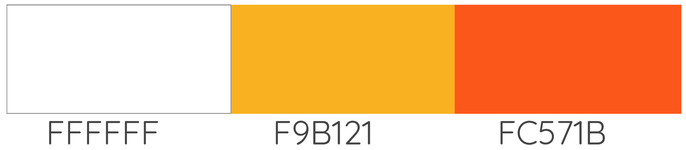
Thought Process

I looked into different sports and competitions and found orange was a common theme which can be seen in the moodboard. This gives a sense of activeness and drive to achieve things.

Design Concept 2: Colour-Palette

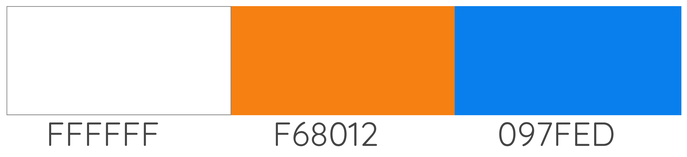


- One Tone



- Monochromatic

- Monochromatic



- Complimentary

- Monochromatic with different hues

Thought Process

From my moodboard, i decided to experiment with colour palettes that were similar to the moodboard. I found that the orange acts as an energetic colour which would work well for the competitive sport theme we are going for. This colour can help encourage and motivate people to be active and commited to trying the application.

Therefore I have chosen different hues of orange to use in my application.

Design Concept 2: Typography 1.1

HEADING

Roboto Bold ..... **Heading for Client**

Sansation Bold ..... **Heading for Client**

Poppins Bold ..... **Heading for Client**

Raleway Bold ..... **Heading for Client**

Montserrat Bold ..... **Heading for Client**

Montserrat Black ..... **Heading for Client**

BODY TEXT

Red Hat Text ..... This is a body text for my client.

Gothic A1 ..... This is a body text for my client

Open Sans ..... This is a body text for my client

Quicksand ..... This is a body text for my client

Lato ..... This is a body text for my client

Josefin Sans ..... This is a body text for my client

Heading for Client

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Heading for Client

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Design Concept 2: Typography 1.2

Heading for Client

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Heading for Client

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Heading for Client

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

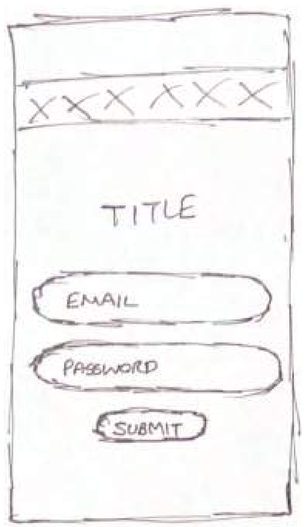
Thought Process

Through my research into my previous case studies, I found all the applications used a legible sans serif fonts. Using a font that is clearly legible is important in this application as the information being passed onto the user is important. Even though their won't be a lot of information being displayed, users need to be able to quickly read a message or information that is presented and have that quickly processed by the user.

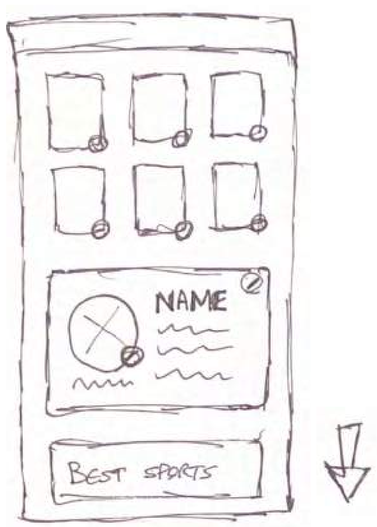
Therefore I have decided to experiment with different headings and body text fonts and how they match together. For the heading I have chosed **Montserrat** in bold as this will be used for the headings as it stands out and is very clear. I have also chosed **Quicksand** for the body text as this is simmilar to Helvetica, one of the most used fonts, however adds a more circular approach to the lettering which makes it stands out slightly from other applications.

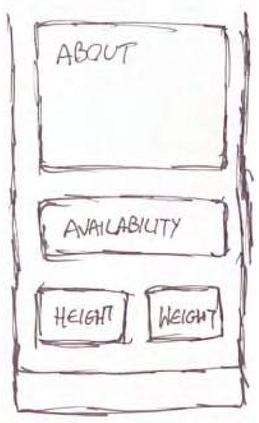
Design Concept 2: Layout Sketches

Home

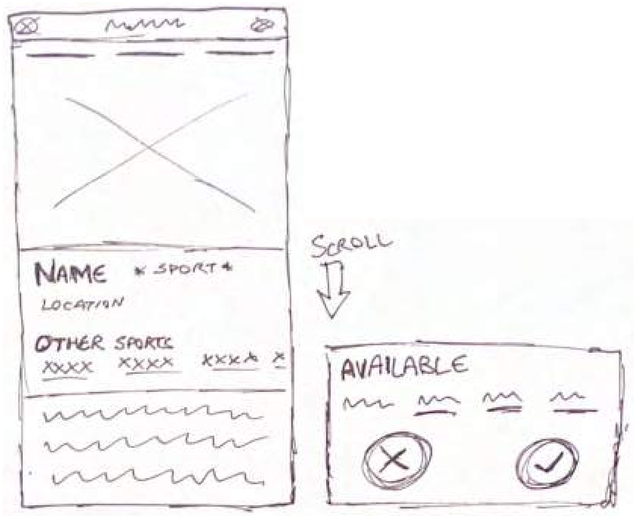


Login

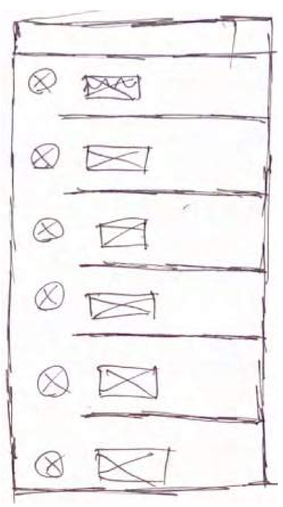




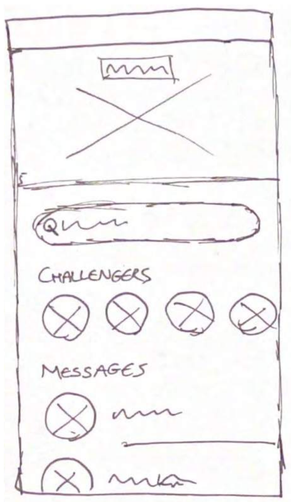
Your Profile



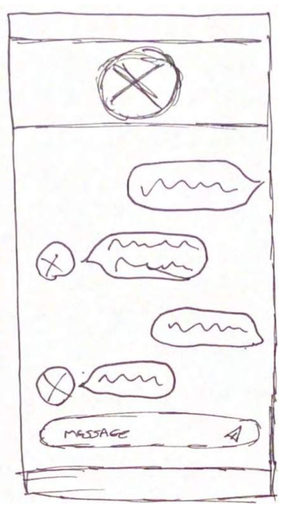
Challengers



Categories

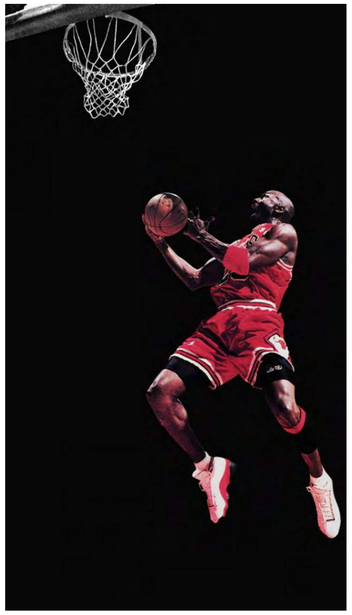


Messages



Messages

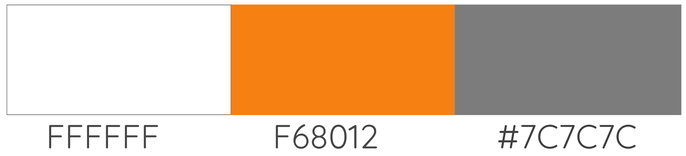
Design Concept 3: Mood Board



Thought Process

For this moodboard I took more sporting images and competing images and put them together to get the overall theme of challenging and strength

Design Concept 3: Colour-Palette



- One Tone

- Monochromatic

- Monochromatic

- Complimentary

- One Tone - Layering effect with orange branding

Thought Process

From the moodboard, I found that orange and yellows was still a common colour which I found in my other mood board. I want to represent the theme of being energetic and active, so I shall experiment with different ways of doing this using yellows, oranges and different shades of grey. From researching different glassmorphism effects, I could use that and create a layering effect with the different shades of grey and have the orange stand out.

Design Concept 3: Typography 1.1

HEADING

Sintony Bold ---------- **Heading for Client**

Spartan Bold ---------- **Heading for Client**

Teko Bold ---------- **Heading for Client**

Yatra One ---------- **Heading for Client**

Red Rose Bold ---------- **Heading for Client**

Montserrat Bold ---------- **Heading for Client**

BODY TEXT

Reem Kufi ---------- This is a body text for my client.

Inika ---------- This is a body text for my client

Petrona ---------- This is a body text for my client

Red Hat Display ---------- This is a body text for my client

Magra ---------- This is a body text for my client

Livvic ---------- This is a body text for my client

Heading for Client

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Heading for Client

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Design Concept 3: Typography 1.2

Heading for Client

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Heading for Client

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Heading for Client

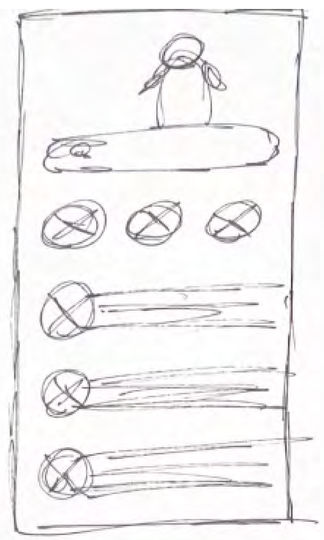
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Thought Process

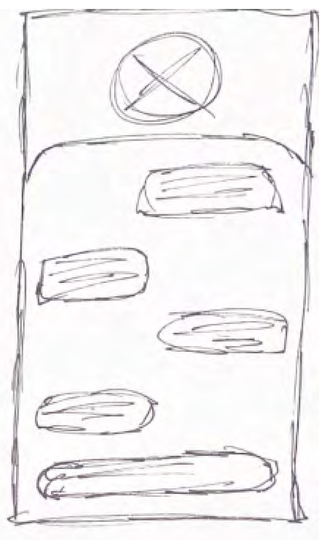
I experimented with different fonts and my previous typography experiments helped me narrow down my fonts even further. I found that with my chosen colour palette, I need very clear text as they will most likely appear white or a light grey. Therefore, I have chosed Red Hat Display for my body text as it is very light and clear. I experimented with use Spartan as my header font but I ultimately found Montserrat worked better which I used in my previous mockup and it fit well with the theme of strength.

Design Concept 3: Layout Sketches

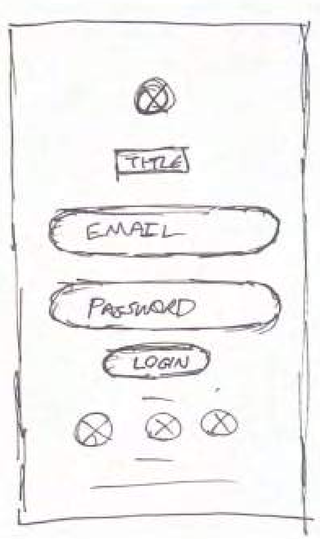
Competitor



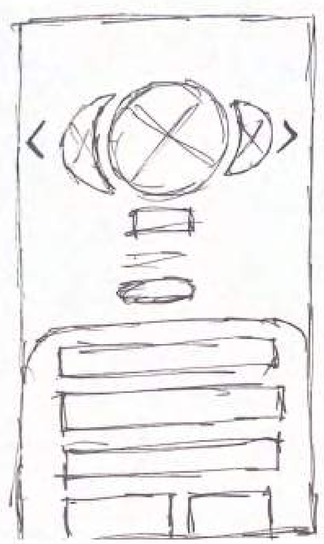
Matches



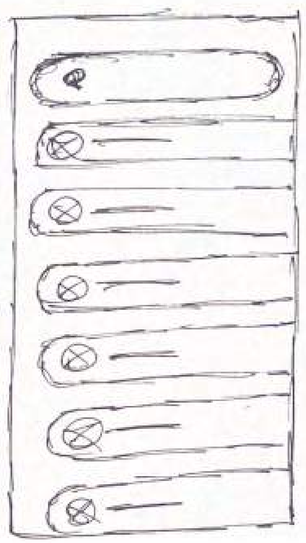
Messages



Login



Profile



Category