

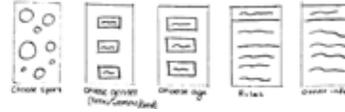
rachel koller

App Design | UI/UX Design | Spring 2022

IDEATION

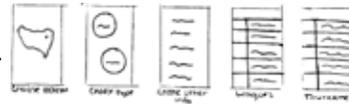
SPORTS | RULES

Get the rules for any sport. Learn the fundamentals for sport you choose. Learn the basics of your favorite sport. can also learn what each specific penalty.



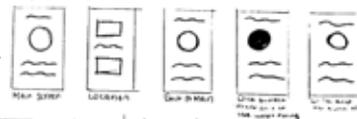
SPORTS | VOLLEYBALL LEAGUES AND RULES

Find out what leagues and tournament are near you.



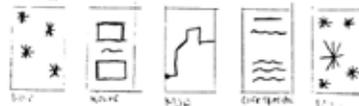
DRIVING | SPEED LIMIT

Know what the speed limit is and when it changes.



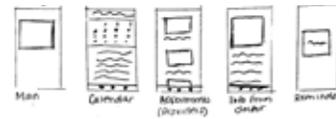
DRIVING | WEATHER

See how the roads are before your trip.



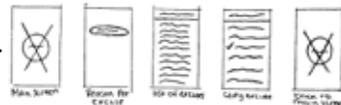
ELDERLY | CALENDAR

A calendar for the elderly that your doctor puts in your appointment and you will get reminders.



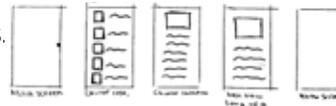
EXCUSES

Get an excuse for any scenario whenever you need it.



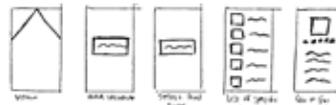
RESTAURANT | WAITING LINES

Get the waiting times for your favorite restaurants.



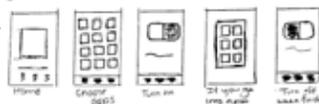
RESTAURANT | BEST PRICES

Find the best price for a specific food.



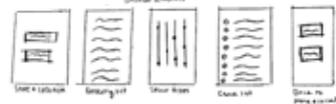
ANTDISTRACTING

Keeps you from getting distracted and procrastinating.



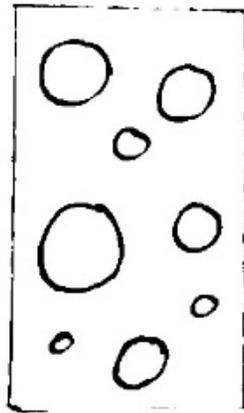
GROCERY | AISLES

Know exactly what aisle and location of everything you need.

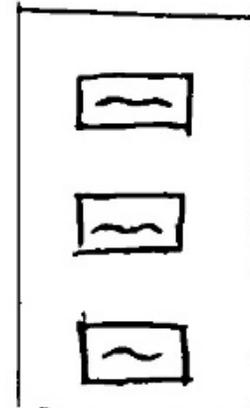


SPORTS/RULES

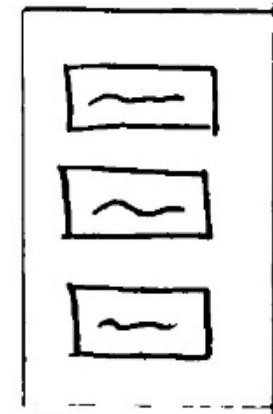
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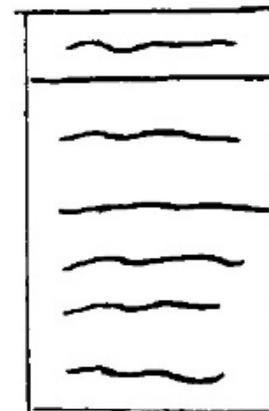
Choose Sport



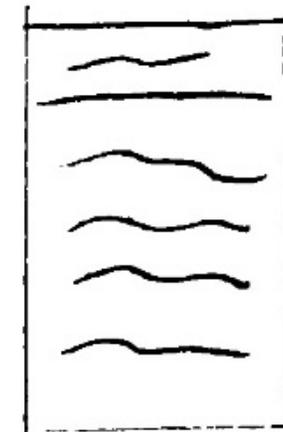
Choose gender
(Mens/womens/coed)



Choose age



Rules



Other info



9ddae9



bcd631



183444



f7901e

COMPETITORS

Other businesses who can offer the same or similar goods and services to your customers.



i Know Tennis!

i Know Tennis! is the fastest way to learn and understand the rules of tennis. This app is for new officials, experienced players wanting a refresher, beginning players, team captains, pros and coaches. This app will entertain and educate through a series of quiz questions with a detailed answer. i Know Tennis! walks you through on-court challenges, category by category. From Serving/Receiving to Calls to Faults/Lets, you will learn how officials would rule on each court challenge. The app includes a reference area for USTA Team Captains.



Rules of Tennis

The definitive rules of the game of tennis, as determined by the International Tennis Federation, the worldwide governing body for the sport. The app provides essential information on how the game should be played, and is recommended for everyone involved in tennis, from players, club owners and coaches, to tournament directors and officials. Includes specifications for the court, racket and ball, as well as information on marking out a tennis court. Includes recent changes to the Rules, as well as trials of new rules which have been approved by the ITF Rules of Tennis Committee.



Tennis Rules for Club Players

- Rules are organized into categories so that you can quickly find the answer to your question.
- Include content from both ITF Rules of Tennis and USTA The Code.
- Include answers to questions from many of the popular tennis forums and magazines.
- You can save a rule to Favorites for easy access.
- You can email us additional rules to be included in future releases for other players benefit.



Techne Futbol

- Techne emphasizes spending time in deep practice, focused on mastering basic repetitions and challenging the mind and body on a regular basis to perform skills more quickly, cleanly, and efficiently.
- Get guided through a new training session each week that you can do on your own with minimal space and equipment.
 - Track the amount of time you're spending training and your progress on various Time Trials.
 - Compete with other Techne users on Leaderboards.
 - Work hard, have fun, and earn awesome gear and prizes as you go!



Baseball Rules

The Baseball Rules in Black and White app offers four rule sets OBR, NCAA, NFHS, and YOUTH. OBR is in several languages. The app provides videos of infractions for the more complicated rulings, plus official rule numbers with rulings. The app is formatted to be user friendly, so that rules can be found with lightning quick speed and easily understood.



Baseball Rules Explorer

Baseball Rules Explorer by Umpires Media provides video baseball rules explanations. Select a field position and the player involved to get a short set of video baseball rules explanations. No more leafing through a baseball rule book and guessing at the interpretation. The narrated videos clearly explain the situation and present the correct ruling according to the rules of baseball.



Basketball Rules Quizzes

This app provides more than 500 quizzes for Basketball Rules. You can learn the Basketball Rules by each article. Also, you can test yourself by using this app.



Basketball Training

This is the complete basketball training program that focuses on all major basketball skill sets. There are multiple programs in this app that include shooting, dribbling, moves, passing, finishing and more!



NFHS Rules

How well do you know the NFHS rules for high school sports? Using the NFHS Rules app you will be able to find out! "NFHS Rules" allows official NFHS rule questions to be sent directly to your mobile device allowing you to challenge your rule knowledge and keep you aware of different situations for your chosen sports. For the sports that you subscribe to, it not only allows you access to the NFHS Rules but you can also gain the valuable knowledge found in the Case Books of your sports. "NFHS Rules" app contains all the information found in the printed copy, but adds the key advantages of not only portability but the digital format also allows quick and easy searches to be performed.



Little League Rulebook

The Little League® Rulebook app contains the Official Regulations, Playing Rules, and Operating Policies for all divisions of Baseball, Softball, and Challenger in one easy-to-use location. The app includes automatic updates for future seasons after a one-time download. Users have the ability to search each individual rulebook (or across all three rulebooks), access recent search terms, bookmark content, view exclusive rule interpretation videos, receive push notifications for important in-season updates, review a list of frequently asked questions, and more. The Little League Rulebook app is fully functional offline with no data plan, Wi-Fi, or Internet connections needed to view Rulebook content once downloaded.

TYPEFACES

MONTERRAT REGULAR
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNPQRSTUVWXYZ

VERDANA REGULAR
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNPQRSTUVWXYZ

GALYON BOOK
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNPQRSTUVWXYZ

KOHINOOR DEVANGARI
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNPQRSTUVWXYZ

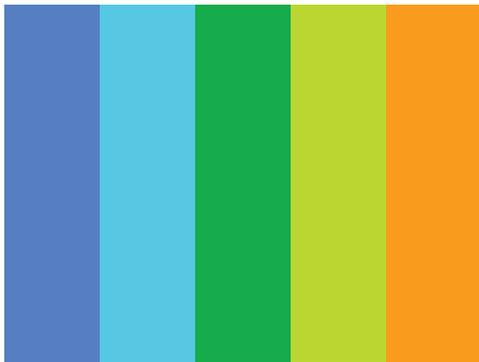
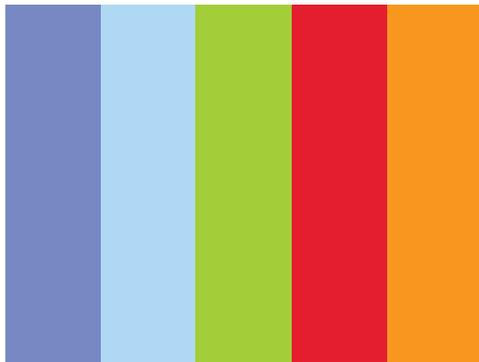
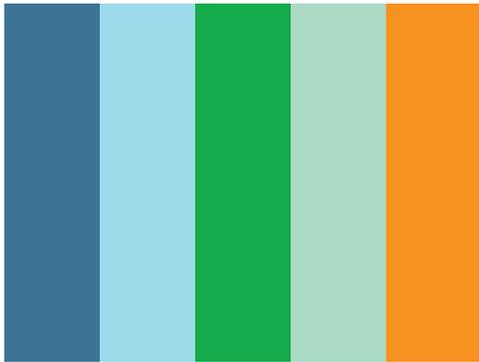
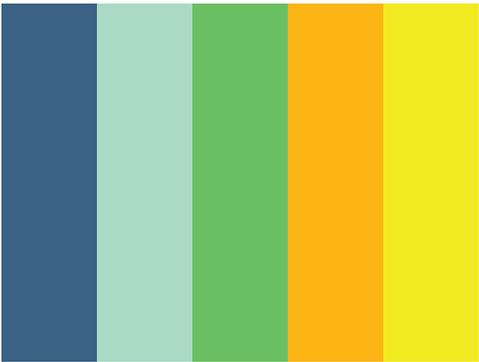
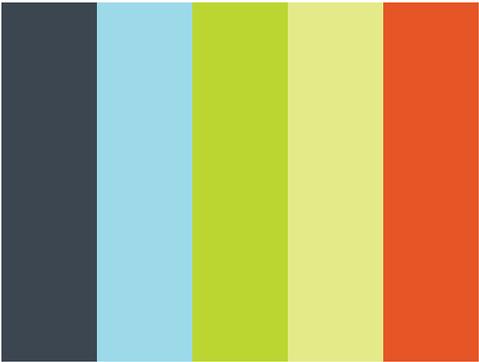
A POMPADOOR SAMPLE REGULAR
abcdefghijklmnopqrstuvwxy
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SERAVEK
abcdefghijklmnopqrstuvwxy
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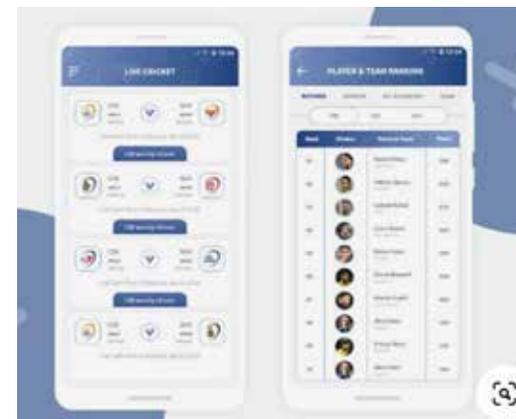
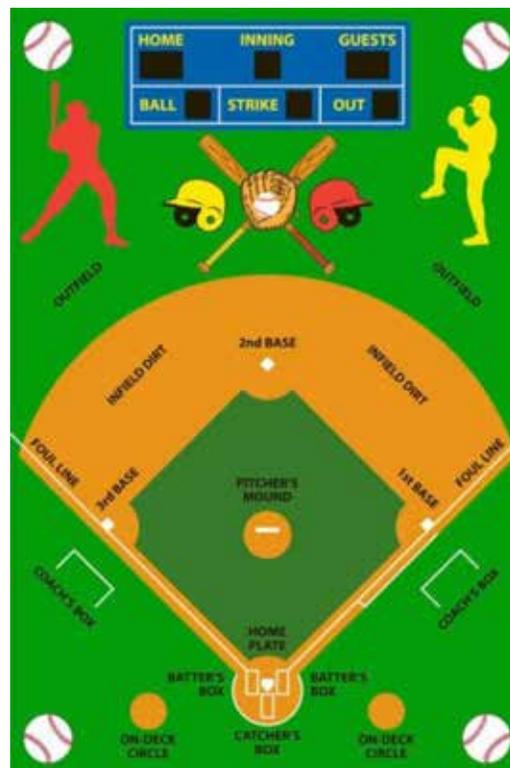
SOURCE SANS VARIABLE
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNPQRSTUVWXYZ

AVENIR NEXT
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNPQRSTUVWXYZ

COLOR STUDIES



MOOD BOARD



CREATIVE BRIEF

CLIENT

The YMCA is a nonprofit organization whose mission is to build a healthy spirit, mind, and body for all through programs using Christian principles.

OBJECTIVES AND PRIORITIES

To provide an easy and simple way for people to learn about all the different sports there are.

TARGET AUDIENCE

Men and women in their 20s up to 50s would be the primary demographic. People who have kids and want to teach their kids, or younger adults who are interested about learning or improving in a specific sport.

SITUATIONAL ANALYSIS

Sportspedia focuses on giving people a chance to learn about any sport. They can find the rules and specific of any sport of their choosing. This app also helps people improve by showing videos of different aspects of the game.

CALL TO ACTION

A simple and effective interface that allows users to learn and improve in any sport of their choosing.

METRICS OF SUCCESS

Our measurement of success will be in how many users use the app and how many times someone watches a video to see the rule explained and played out.

COMPETITORS

Baseball Rules
Baseball Rules Explorer
Basketball Rules Quizzes
Basketball Training
NFHS Rules
Little League Rulebook
Techne Futbol
i know Tennis!
Tennis Rules for Club Players
Rules of Tennis

DELIVERABLES

An app that is fully designed
A prototype created in InVision
Presentation sample for screens

MANDATORIES

Company logo
Brand specific formatting

PERSONA



GREGORY THOMAS

Age: 60

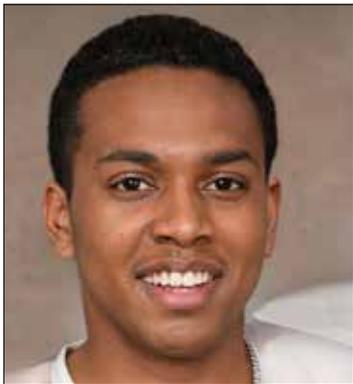
Gender: Male

REAL LIFE: Gregory is an accountant. He also helps everyone else around the office

GOALS: Gregory's goal is to get his task done in an orderly and neat fashion. he is someone that likes to think things through and visualize what he wats. he double checks everything, and he makes sure he knows exactly what he is going to do.

QUOTE: "Life is too short to learn from your own mistakes"

SPORTS: Gregory is not an athletic person. He does not understand the rules of anything. He would like to know, so he can watch his grandkids games. His kids did not play sports, but his grandkids are super excited to. He wants to be able to know what exactly is going on. He would look through it the first time to get the general idea. He would then get back on to learn the specifics and each individual part of the game.



ALEXANDER SMITH

Age: 18

Gender: Male

REAL LIFE: Alexander just graduated from high school. He is about to go to college to get a degree in Marketing.

GOALS: Alexander's goal is to live life to its fullest. he doesn't want to regret anything. He likes to be adventurous. He is not the most organized person because he is always on the go.

QUOTE: "In the end, we only regret the chances we don't take"

SPORTS: Alexander is a very athletic person. He grew up playing basketball. He likes to play with his friends. He is excited to play some new sports in college. he wants to play in some intramurals and other leagues. He would get on it randomly through the semester when new sports are starting.



ELIZABETH SIMONE

Age: 40

Gender: Female

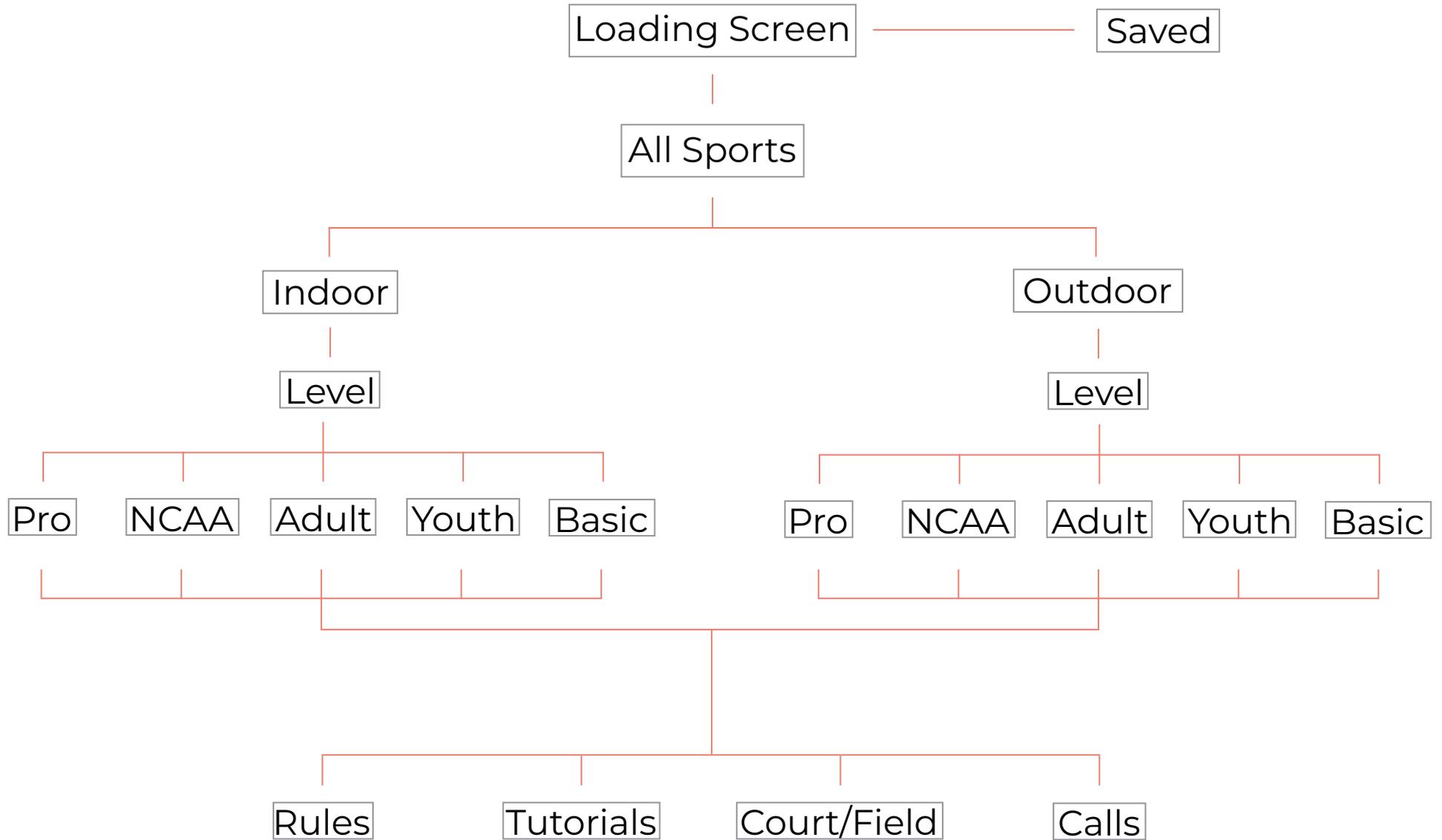
REAL LIFE: Elizabeth is a Kindergarten teacher. She enjoys being around kids and helping them learn.

GOALS: Elizabeth's goal is to have fun, but she wants to have fun in a safe way. She likes adventures that are learning opportunities.

QUOTE: "In every job that must be done there has to be an element of fun"

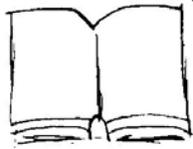
SPORTS: Elizabeth knows little about sports. She had siblings that played, but she wasn't a very athletic person. She knew some things, but not enough. her kids want to play in sports, so she uses the app to learn about all the different sports they could play. She helps coach them by using the app to learn the specifics of each sport.

FLOWCHART



SKETCHES

competitors: Baseball Rules, Little League Rulebook, Techno Futbol, Rules of Tennis, Tennis Rules for Club Players, Basketball Rules quizzes, Basketball training, NFHS Rules, Baseball Rules Explorer, I know Tennis!



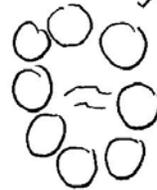
Book



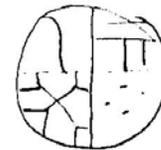
Paper



Clipboard



Different Sports

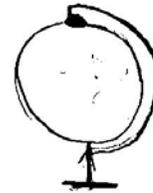


4 Sports

COLORS

Black
Navy Blue
Green

SPORT
RULES



RULEBOOK

Blue
Green
red/pink
orange
yellow

Green Color



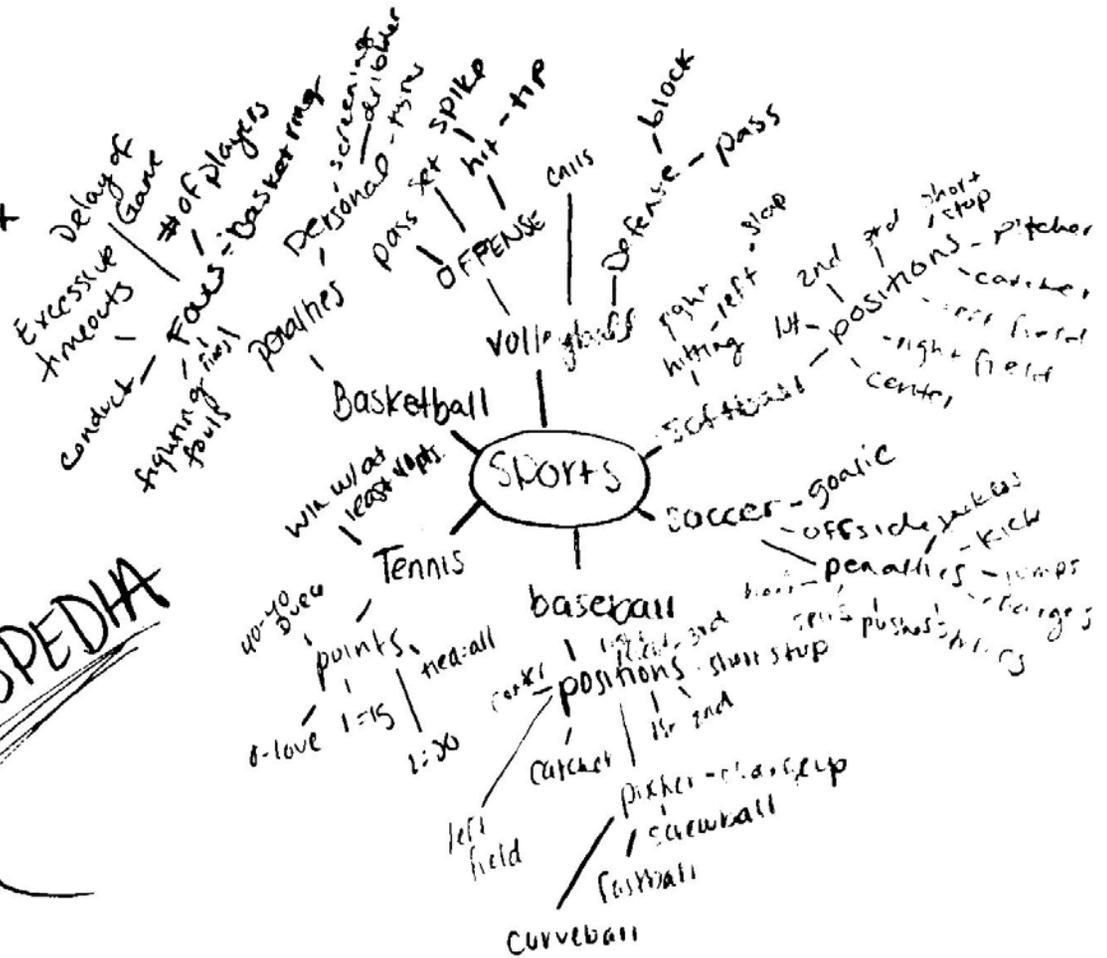
SKETCHES

Name

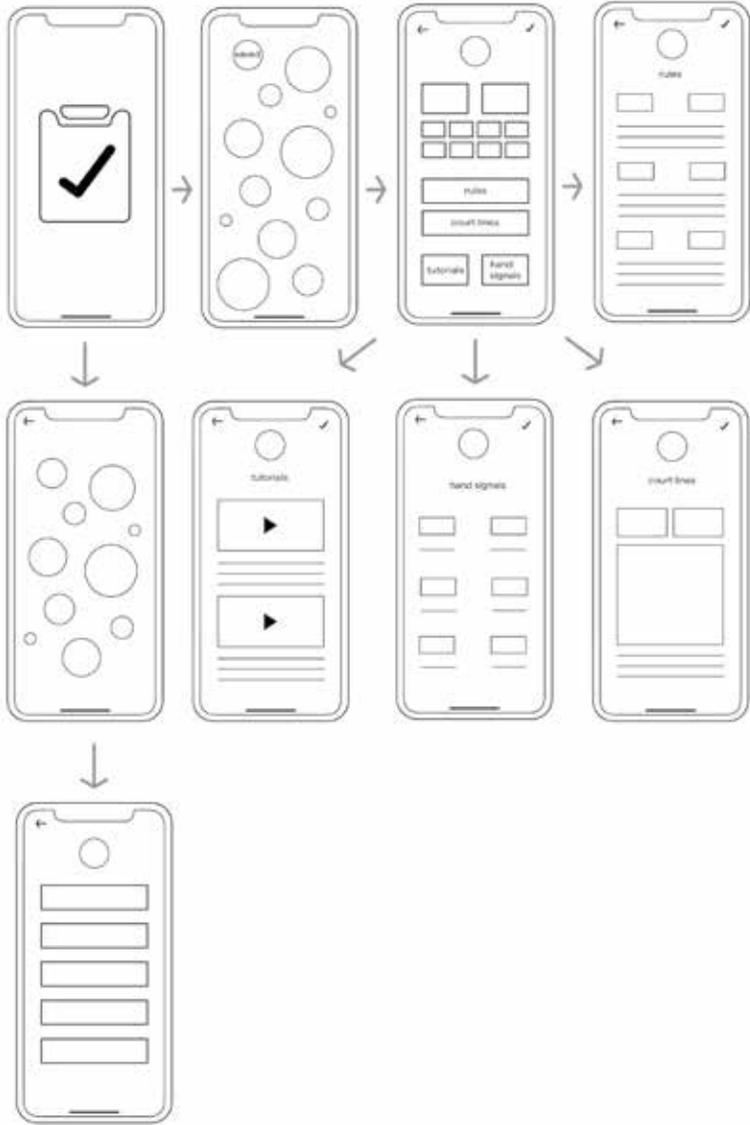
- Sport Rules
- Rules for Every Sport
- All Sports Rules
- Guidelines
- Sports Blueprints
- Rulebook
- Direction
- Tips
- Playbook

SPORTSPEDIA

Typefaces: Sans serif
- easy to read



SITE MAP/WIREFRAMES



COMPUTER EXPLORATIONS



SPORTSPEDIA 



SP  RTSPEDIA

SP  RTSPEDIA



 SPORTSPEDIA

SPORTSPEDIA 

 SPORTSPEDIA

SPORTSPEDIA 



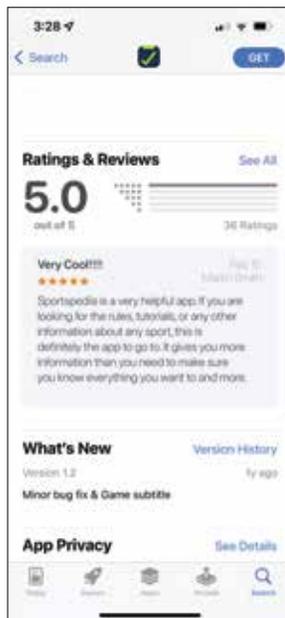
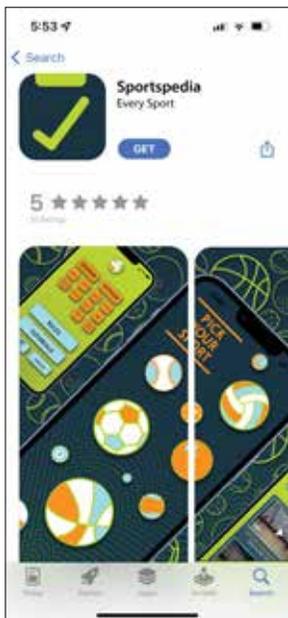
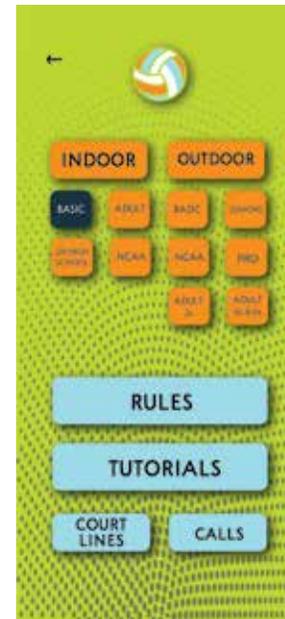
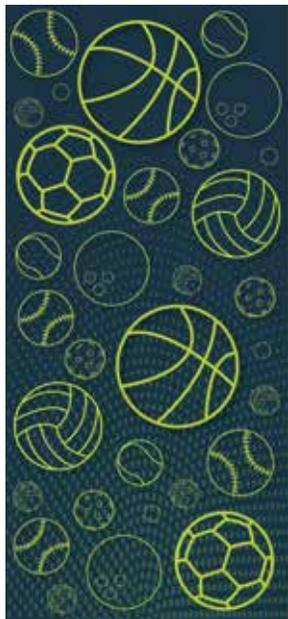
COMPUTER EXPLORATIONS



COMPUTER EXPLORATIONS



FINAL SCREENS



FINAL SCREENS

INDOOR BASIC RULES

- 6 players on a team, 3 on the front row and 3 on the back row
- Maximum of three hits per side
- Player may not hit the ball twice in succession (A block is not considered a hit)
- Ball may be played off the net during a volley and on a serve
- A ball hitting a boundary line is "in"
- A ball is "out" if it hits...
 - an antennae,
 - the floor completely outside the court
 - any of the net or cables outside the antennae,
 - the referee stand or pole,
 - the ceiling above a non-playable area.
- It is legal to contact the ball with any part of a players body
- It is illegal to catch, hold, or throw the ball

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TUTORIALS

8:46
SETTING FUNDAMENTALS
 How to Set Tutorial

2:34
PASSING FUNDAMENTALS
 How to Pass Tutorial

INDOOR COURT LINES

CALLS

SIGNAL TO SERVE
 The referee raises the hand across the chest to signal the player to serve the ball.

TEAM GETS THE BALL
 The referee extends the arm to the side of the team that will serve.

CHANGE OF COURT
 Make a fist with both hands and turn the arms around the body front and back. Slightly twist them around the body to signal the teams to change courts.

TIMEOUTS
 To signal a timeout, place the palms of one hand near the fingers of the other. The team is 1. Three point with the hand in the direction of the team that is charged the timeout.

SUBSTITUTIONS
 Make circular motion of the forearms around each other.

END OF SET OR MATCH
 Cross the forearms in front of the chest with the hands open.

BALL NOT TOUCHED OR RELEASED AT THE SERVICE HIT
 Turn the arm forward and lift up with the palm facing upward.

DELAY OF GAME
 Raise the hand up signal 3 fingers.

BUCKINGE EASILY OR SCREENING
 Raise both arms up, hold it in a vertical position with palms forward.

DELAY OF GAME
 Raise the hand up signal 3 fingers.

CALLS

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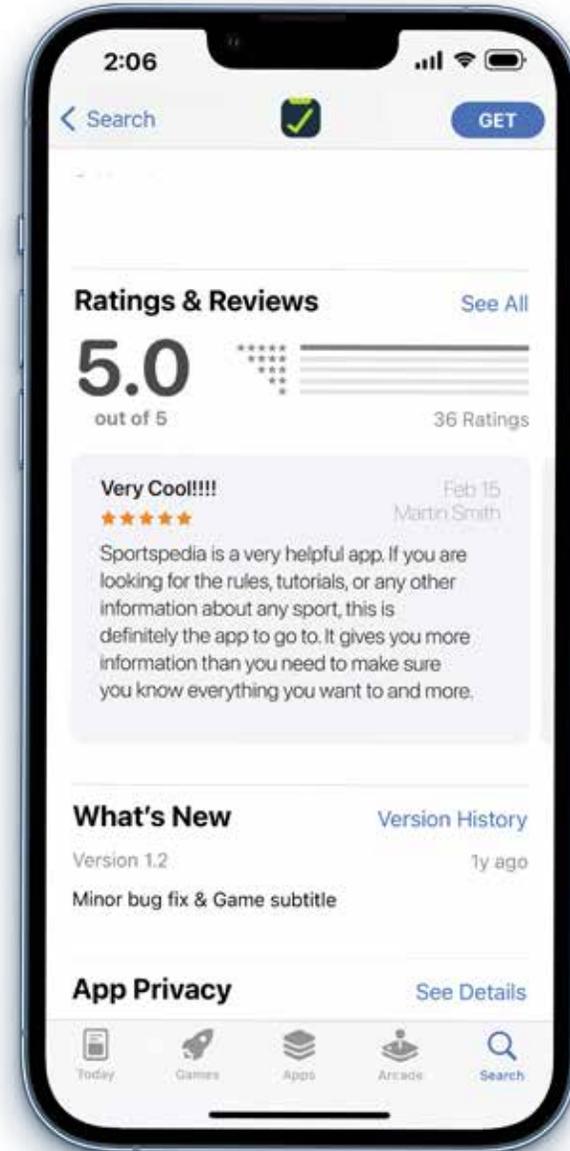
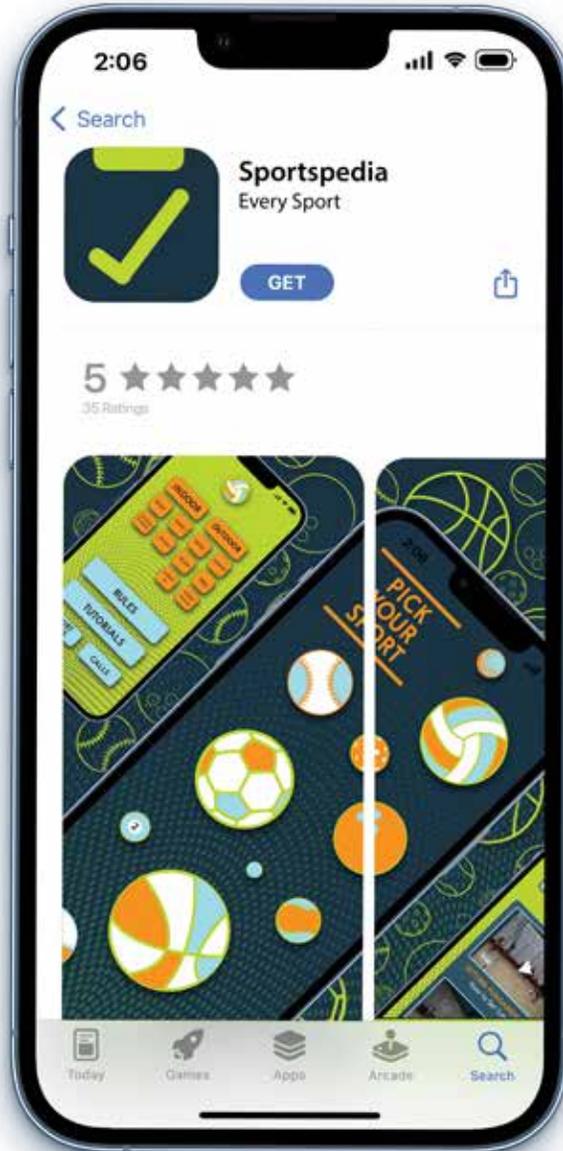
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FINAL MOCKUPS



FINAL MOCKUPS



PROTOTYPE

Flip through the app on InVision!

[Click here](#)