

The Mobile Sports Event Coordinator

Aliya Baptista / Molly Nix / Ruqian Zhou
BID - Jodi Forlizzi
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PERSONA



home



persona



goals



problem



need



process



flowchart



scenario



Bonnie Galford, 37
Carlisle MA

housewife / supermom
junior soccer coach



- (husband) Eric Galford,
Criminal Defense Lawyer
- (son) Charlie Galford,
5th grade
- (daughter) Nadia Galford
3rd grade

English Lit, Dartmouth '94

Captain, Soccer team '94

Asst. Coach, Soccer team '95

avid recycler

loves the outdoors

member of Mom's For Books

kids + community = life



Life

1. More quality time with her kids, and be with them as they succeed and grow.
2. Give back to the community.
3. Establish leadership positions in the community that will help her run for Town Selectman.
4. Be as environmentally conscious as possible.

Experience

1. Feel efficient, effective and organized.
2. Feel needed.
3. Feel more connected with and a leading member of society.
4. Process information quickly.
5. See changes in the environment through her actions.

End

1. Ease of USE.
2. Locate accessible and good quality fields.
3. Easily contact parents and other teams + organizers.
4. Organize logistics.
5. Communicate last minute updates effectively and timely.



PROBLEM



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As a veteran Supermom, Bonnie spends her time juggling between her schedule as a coach and as a mom to Charlie and Nadia, both on soccer teams as well.

She spends her time preparing for any potential last minute changes, but still finds herself running around for ‘the Gatorade that Mrs. Touche was supposed to bring but didn’t’.

The phone-chain call system she uses to coordinate carpools and practice/ game supplies with other moms leads to hours of phone tag.

The slow and ineffective nature of Bonnie’s current coordination methods frustrates her as she finds herself inefficient and wasting time.



NEED



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- Contact information in a single location.
- Supplies list.
- Locate stores for resources.
- Systematic updates flow.
- Location details.
- Better time management.



INTRODUCING



home



persona



goals



?!?
problem



need



process



flowchart



scenario



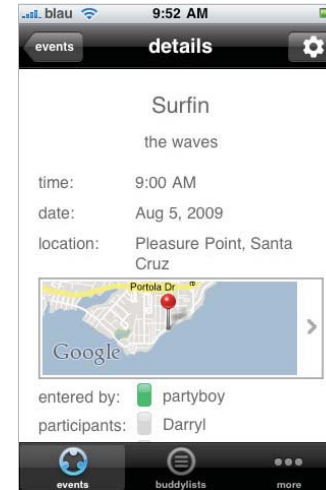
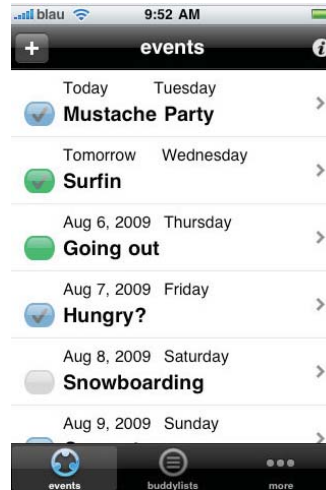
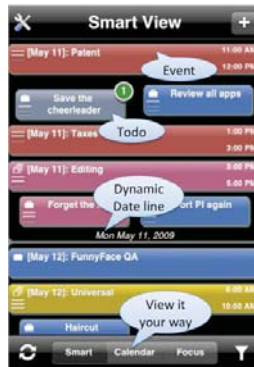
- + Locate and reserve fields and get detailed information of facilities.
- + Co-ordinate resources and carpools.
- + Contact involved members easily.
- + Receive updates as event details change.
- + Respond to updates on the fly.

PROCESS



COMPETITION

Most apps allow you to organize your events in terms of time, date, day and serve as reminders rather than coordinators. Interfaces are complicated with multiple menu options.



iPlanner USA

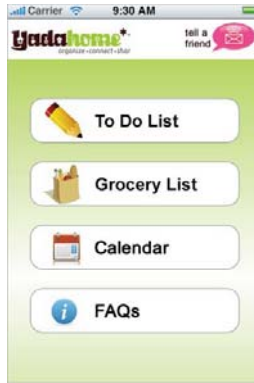
SmartTime

event-R

Aesthology Organizer

Pokitlint Lifeminder

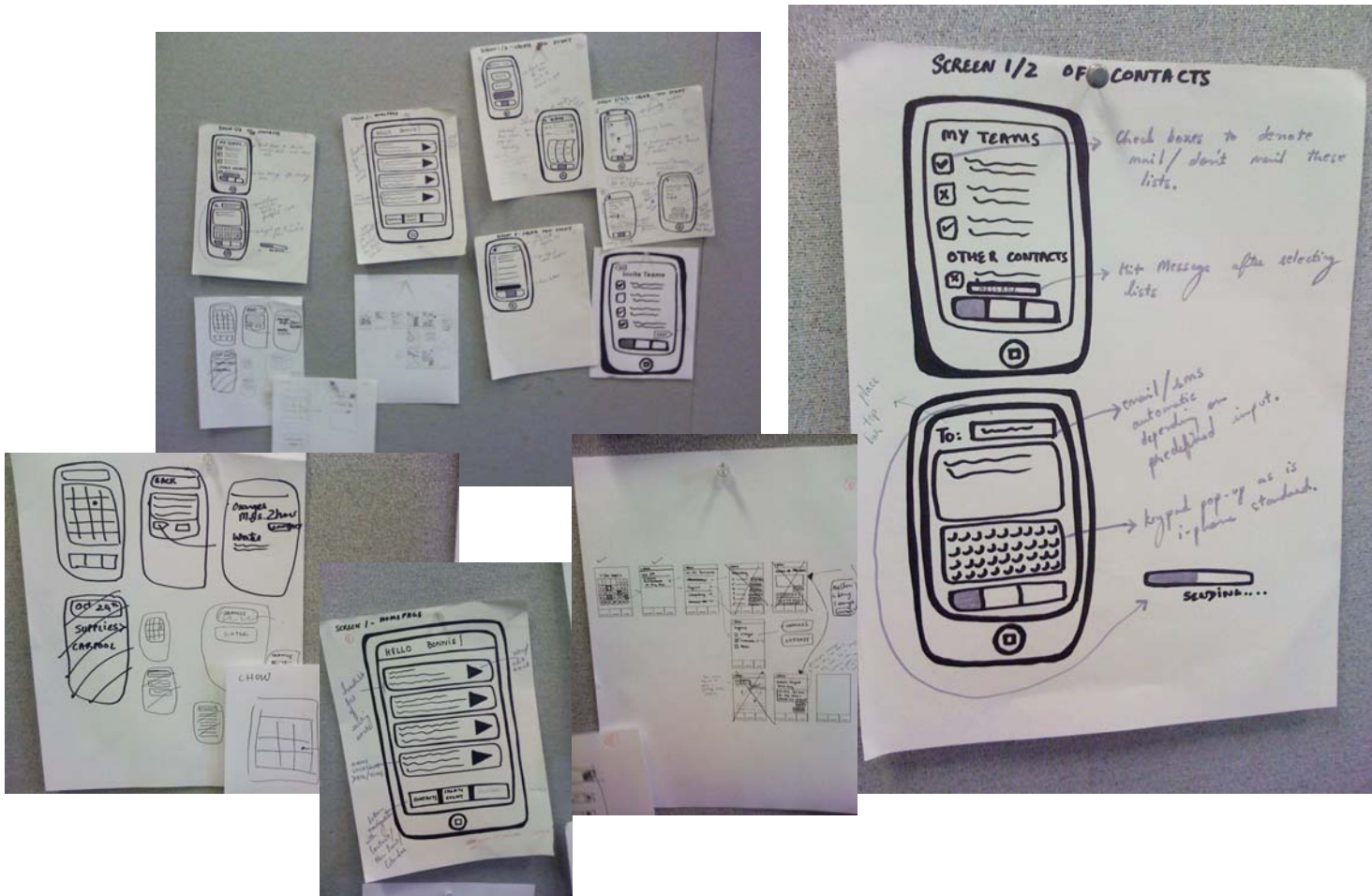
Yadahome



PROCESS



sketches



PROCESS



more wireframes...

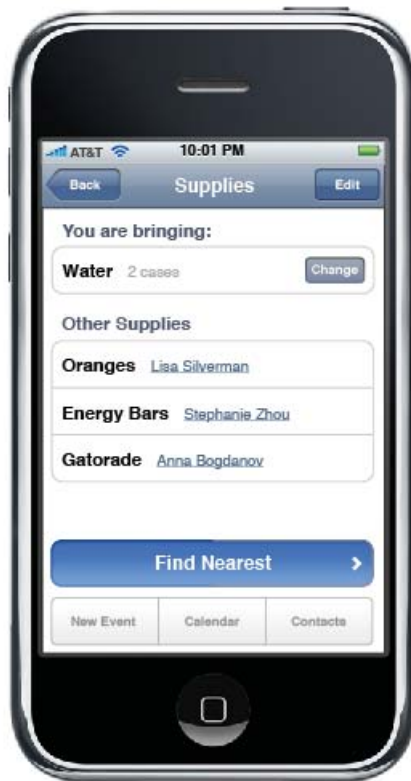
The wireframes are numbered 1 through 12 and represent the following screens:

- 1. HELLO BONNIE'S**: Home screen with 'Upcoming Events' list (Oct 17 Jr. Soccer Tournament, Oct 21 Practice, Oct 31 Game Against) and a bottom navigation bar (New Events, Calendar, Contacts).
- 2. Home Jr. Soccer Tournament**: 'Score Application' screen for Saturday, Oct 17, 10:00 am. Includes a 'map' button and a list of 'Supplies' (Carpool, Attendance).
- 3. Back Supplies Edit**: 'Score Application' screen for 'Your bringing' (Water 2 cases, Gatorade 4 liters) and 'Other Supplies' (Oranges, Energy Bars). Includes a 'Find Nearest' button.
- 4. Back Carpool Request**: 'Score Application' screen for 'Ride There' and 'Ride Back' with input fields and a 'Map of Route' button.
- 5. Score Request**: Confirmation dialog: 'Lisa Silberman can no longer bring the oranges. Can You?' with 'Yes' and 'No' buttons.
- 6. Score Notification**: Notification screen: 'Clarissa Sturges is going to bring the oranges' with a 'What Supplies' button.
- 7. Back Supplies Edit**: 'Score Application' screen for 'You're bringing' (Water 2 cases) and 'Other Supplies' (Oranges, Energy Bar, Gatorade). Includes a 'Find Nearest' button.
- 8. Back Map of Route On my way**: 'Score Application' screen showing a map with a route and 'Navigate' and 'Directions' buttons.
- 9. Back Map of Route On my way**: 'Score Application' screen showing a map with a route and 'Navigate' and 'Directions' buttons. Includes a notification: 'Sending "on my way" Notification'.
- 10. Score Request**: Confirmation dialog: 'Anna Bogdanov can no longer bring the gatorade. Can You?' with 'Yes' and 'No' buttons.
- 11. Back Find Nearest**: 'Score Application' screen with a search bar and 'Cancel' button.

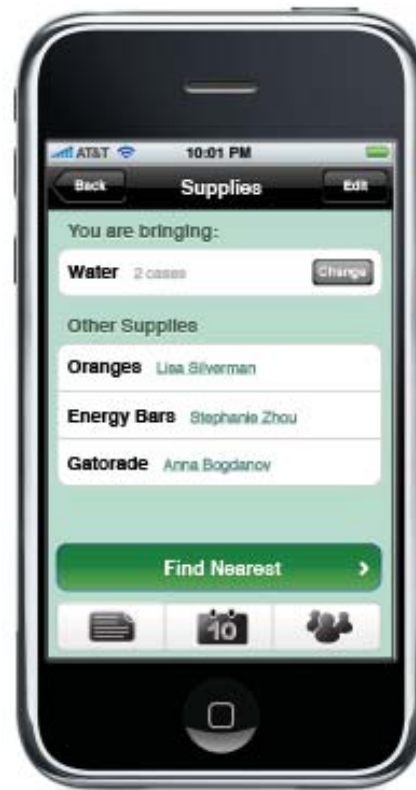
PROCESS



look and feel decisions



Version 1
text/no icons
white and blue



Version 2
icons/no text
green and black



Version 3
icons + text
green and blue

logo alterations

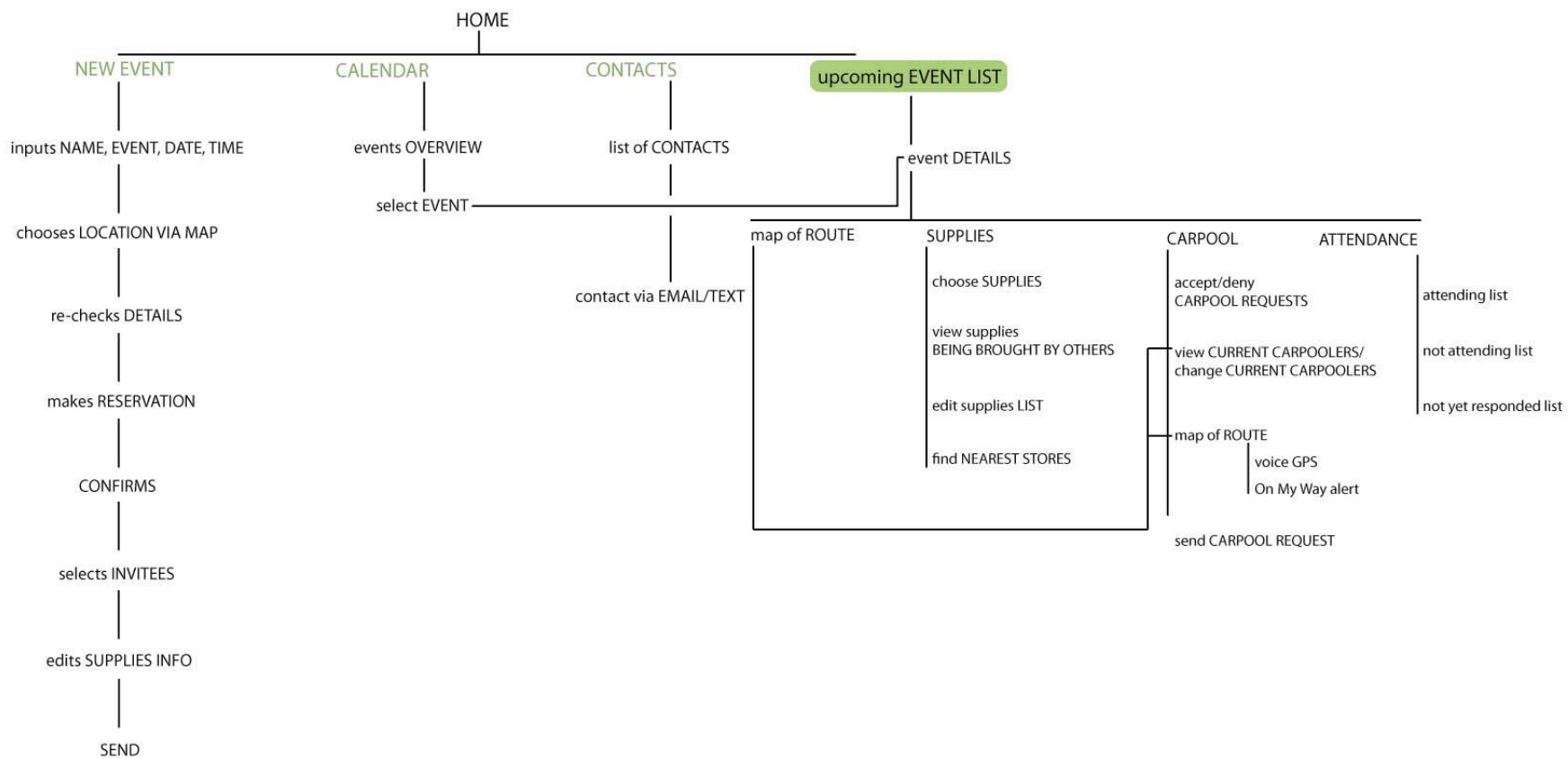


Version 1



Final Version

SYSTEM FLOW



CURRENT STATE

- Unorganized series of handwritten lists posted on the refrigerator.
- Mental lists of the families on the team that live near her or field locations.
- Manually enters calendar events or cell phone reminders to keep track.
- Shortage or missed supplies at games leads to a parent having to risk missing some of the game to rush to the nearest store to pick stuff up.



PREFERRED STATE

- Up-to-date with any last minute changes in the planning and coordination process.
- On the fly interaction with people regarding supplies.
- Can instantly request, view and streamline carpooling.
- Single dynamic list for the whole team.
- More efficient and environmentally-friendly
- Saves valuable time and money.





LESSONS LEARNED

- K.I.S.S: Keep It Simple Stupid is key.
- Don't build for everyone. Build for your persona. Yet, don't over-customize.
- Focusing on the defined goals and current problems of the persona helps to encourage clarity.
- Feedback is essential and helps to refocus on the important.
- Separate information logically, but plan for multiple points of access.
- Choosing representation styles (i.e. map vs. list)





FUTURE STEPS

- User research and testing
- Look into access to additional information (besides carpooling and supplies list)
- More focused competitive product analysis
- Expand into other sports (different versions, etc.)

