THE DUGOUT

The journey of a thousand miles begins with a single step.

Lao Tzu

THE DUGOUT

a mobile app designed to allow Travel League Baseball coaches to focus on what's most important—**player development**

TIMELINE

10 Weeks
Dec 2016 - Feb2017

PROJECT DUTIES

★User Research-
  Interviews
★Competitor
  Analysis
★Feature
  Prioritization

★User Flows-
  Journey Map
★Wireframes
★Clickable
  Prototype
★User Testing

PROBLEM

How can I help simplify the life of travel league baseball coaches; to allow them to focus on what's most important to them—player development?

THE GOAL

a simple solution that allows Travel League Baseball coaches to focus on what's most important.

I set out to validate whether the assumptions I held were true.

I had my assumptions about user needs, and I conducted user interviews, using FaceTime, phone calls and in-person, with 4 people that I considered part of the target audience. Each session, lasting from 15-60 minutes, afforded me with some extremely valuable insights into the actual problems that these potential users need addressed. And validated my initial assumptions to be wrong. What I thought would be an important problem, in actuality, was the 4th or 5th on their list.

What I did find were that the did seem to be a universal issue. Which was very interesting and seemed obvious in retrospect. Lesson 1 learned.

"I WANT TO BE REMEMBERED AS A **SMITHIE**—TO RAISE UP **ORDINARY** MEN TO DO **EXTRAORDINARY THINGS.**"

Using the insights from user research and interviews, I was able to dive right into competitor analysis. While researching I found the main players providing solutions in this space.

Each of the apps had their strengths (and weaknesses). The difficulty came in trying to find an area in which my solution was different, or better, than what exists.

However, it became apparent through the interview phase that while these apps were good at what they do, the good majority of users didn't use them for various reasons; price, lack of intuitiveness, too many features, single platform, overly simplistic.

I realized key insights to help inform future design decisions.
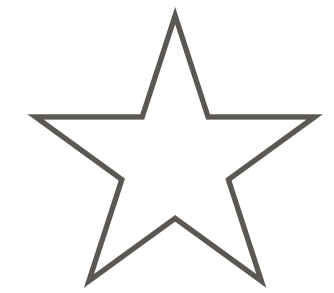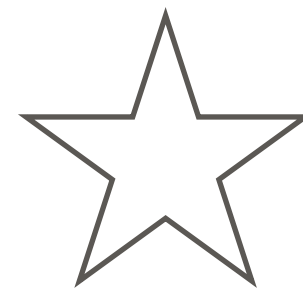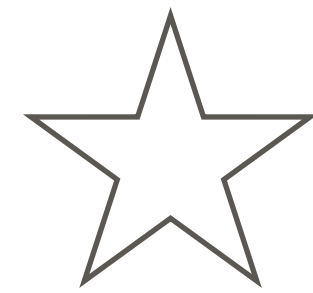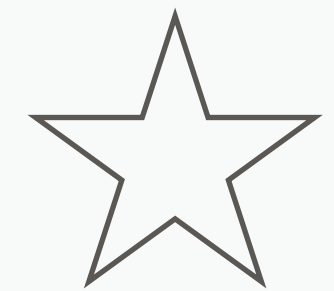
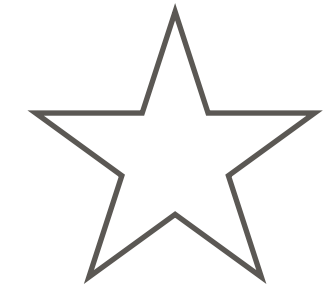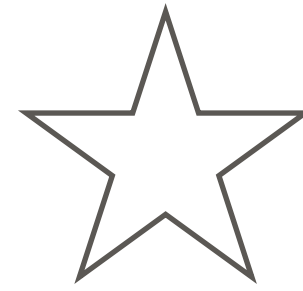# COMPETITOR ANALYSIS
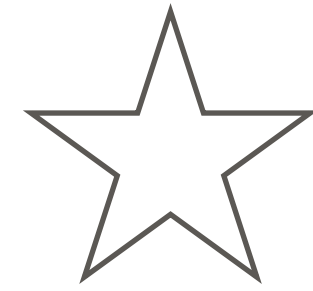
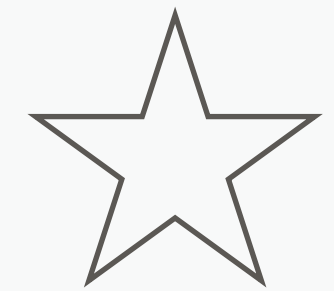|	video analysis	messaging	scheduling	lineup creation	game tracking
hudl	★	★			★
GAMECHANGER		★	★	★	★
ZEPP	★	★			★
teamSNAP		★	★	★	★

USER PERSONA

I created a user persona to help keep the focus on the needs of the user throughout the remaining phases. When ideas would stall, or scope creep reared its head, the persona of Mel the Micromanager enabled me to come back to the idea of simplicity and ease of use.

This came in handy while deciding to go with a mobile app instead of a responsive website. The mobile app would allow Mel to quickly make decisions and focus on his players and their development.

Mid 50s
Coaches part-time during the Summer and Fall
Played some college ball
Tensions between love for his players and hatred for losing
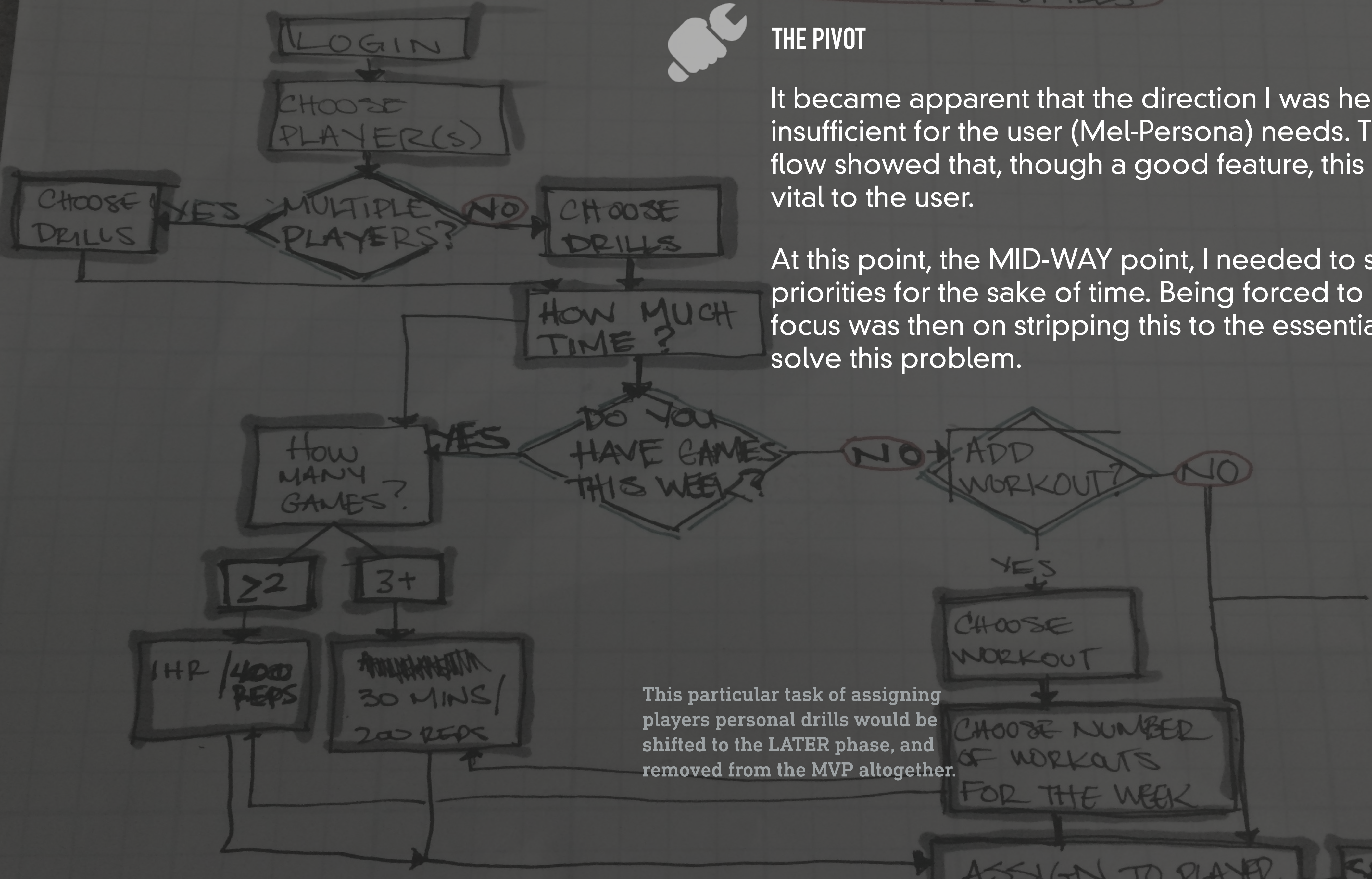
Mel The Micromanager

FRUSTRATIONS
- Taking care of the administrative duties that come with coaching
- Not being able to get enough individual time with players
- Players not listening to advice - slow development
- Parent interference and criticisms

NEEDS
- Would like to be able toget more time to work with the players outside of practice and games.
- An easier way to stay in touch with players' parents
- A simple way to communicate the gameplans and team/individual goals for the week.
- To let his players know he's got their best interest at heart

USER FLOW: TASK ASSIGN PLAYER DRILLS

LOGIN

CHOOSE PLAYER(S)

CHOOSE DRILLS

MULTIPLE PLAYERS? — YES / NO

CHOOSE DRILLS

HOW MUCH TIME?

DO YOU HAVE GAMES THIS WEEK? — YES / NO

HOW MANY GAMES?

≥2 / 3+

1HR /400 REPS

30 MINS/ 200 REPS

ADD WORKOUT? — NO / YES

CHOOSE WORKOUT

CHOOSE NUMBER OF WORKOUTS FOR THE WEEK

ASSIGN TO PLAYER   SEND

THE PIVOT

It became apparent that the direction I was headed was insufficient for the user (Mel-Persona) needs. The user flow showed that, though a good feature, this task not vital to the user.

At this point, the MID-WAY point, I needed to shift priorities for the sake of time. Being forced to PIVOT, the focus was then on stripping this to the essentials to solve this problem.

This particular task of assigning players personal drills would be shifted to the LATER phase, and removed from the MVP altogether.

FEATURE PRIORITIZATION

The opportunities were there to wander down a road of features, features, and more features—it was tempting and difficult to resist—but with the deadline fast approaching I had to focus on the main purpose of creating something simple, and user friendly.

To do this, I had to scale back and go revisit the user research again. This time, using a 2x2 matrix Feature Prioritization technique, I found the must haves that I was going to focus on.

PRACTICE SCHEDULING

CREATE LINEUP

CREATE
GOAL(S)

OGIN/SIGN-UP

MESSENGING/
SEND EMAIL

PLAYER
POSITIONS/
AVAILABILITY

VIDEO
WATCH (CHOOSE) DRILLS

CARD SORTS

With the features in place, I embarked on another round of user testing. This time, looking to create logical IA for the mobile app.

After creating the cards to be used, I utilized Optimal Workshop to create an easy card sort exercise that informed the wireframes in the next stage.

https://ujk882v3.optimalworkshop.com/optimalsort/sxn0761t

TE (RATING)
PLAYERS
SKILLS

ASSIGN
WORKOUT/DRILLS
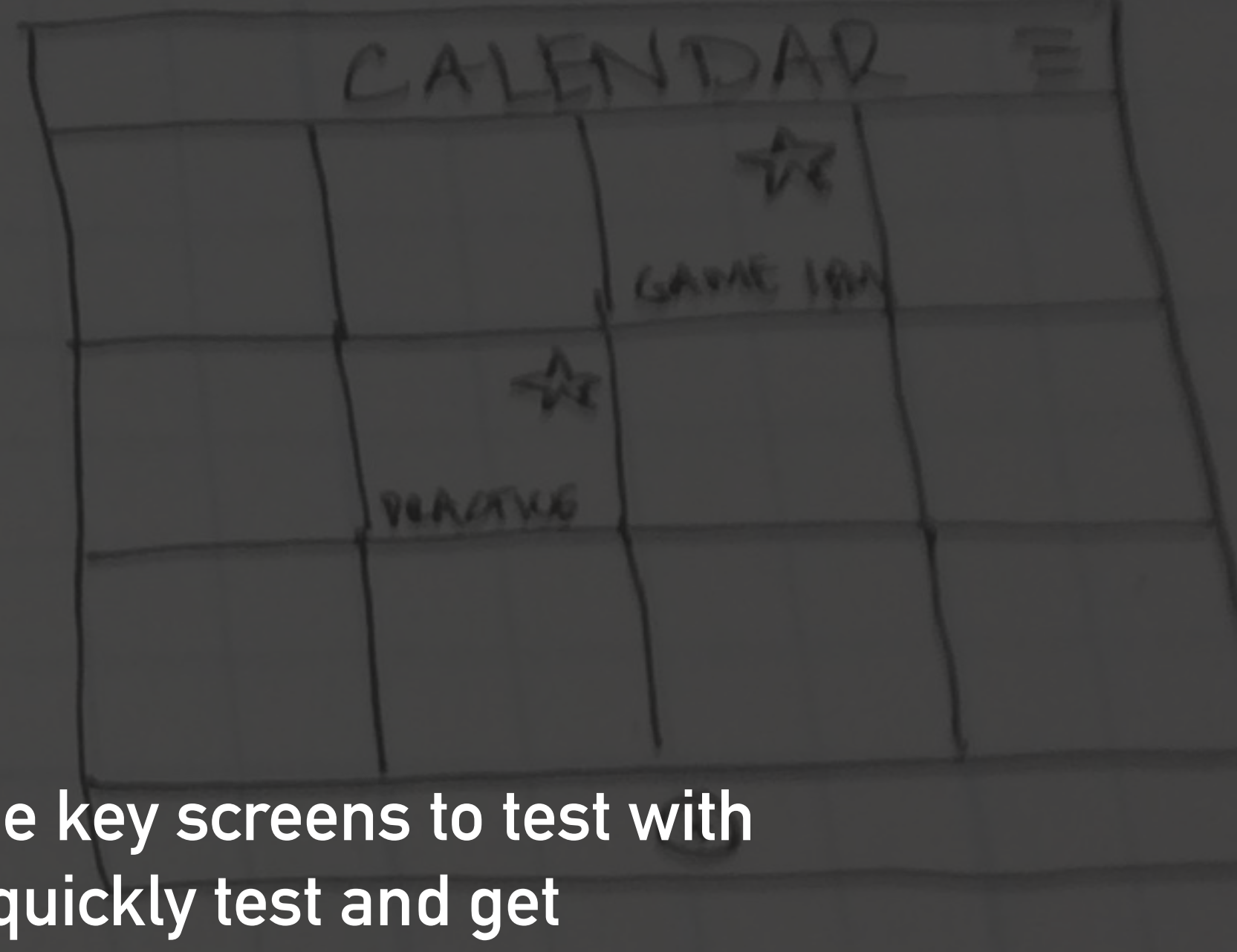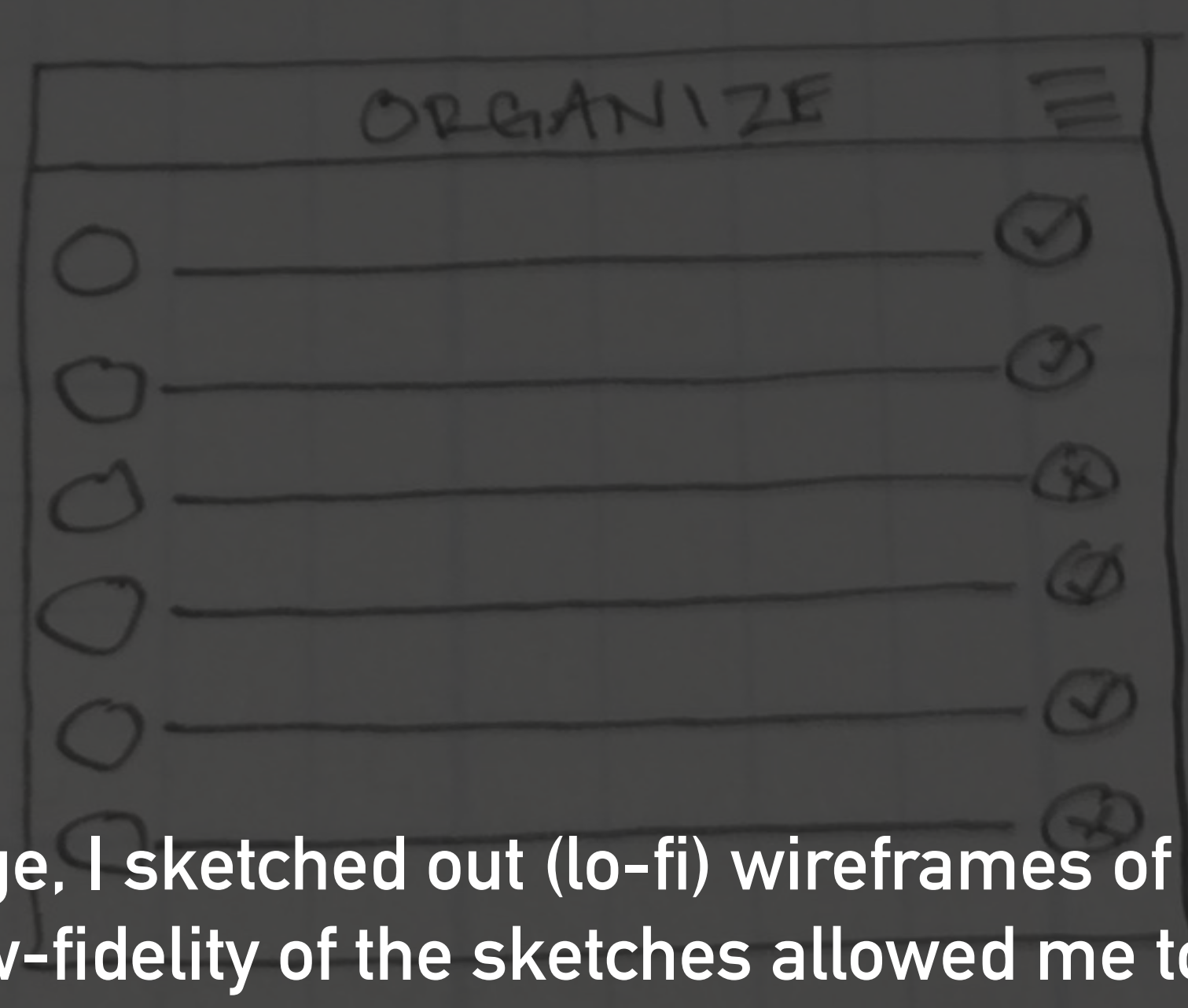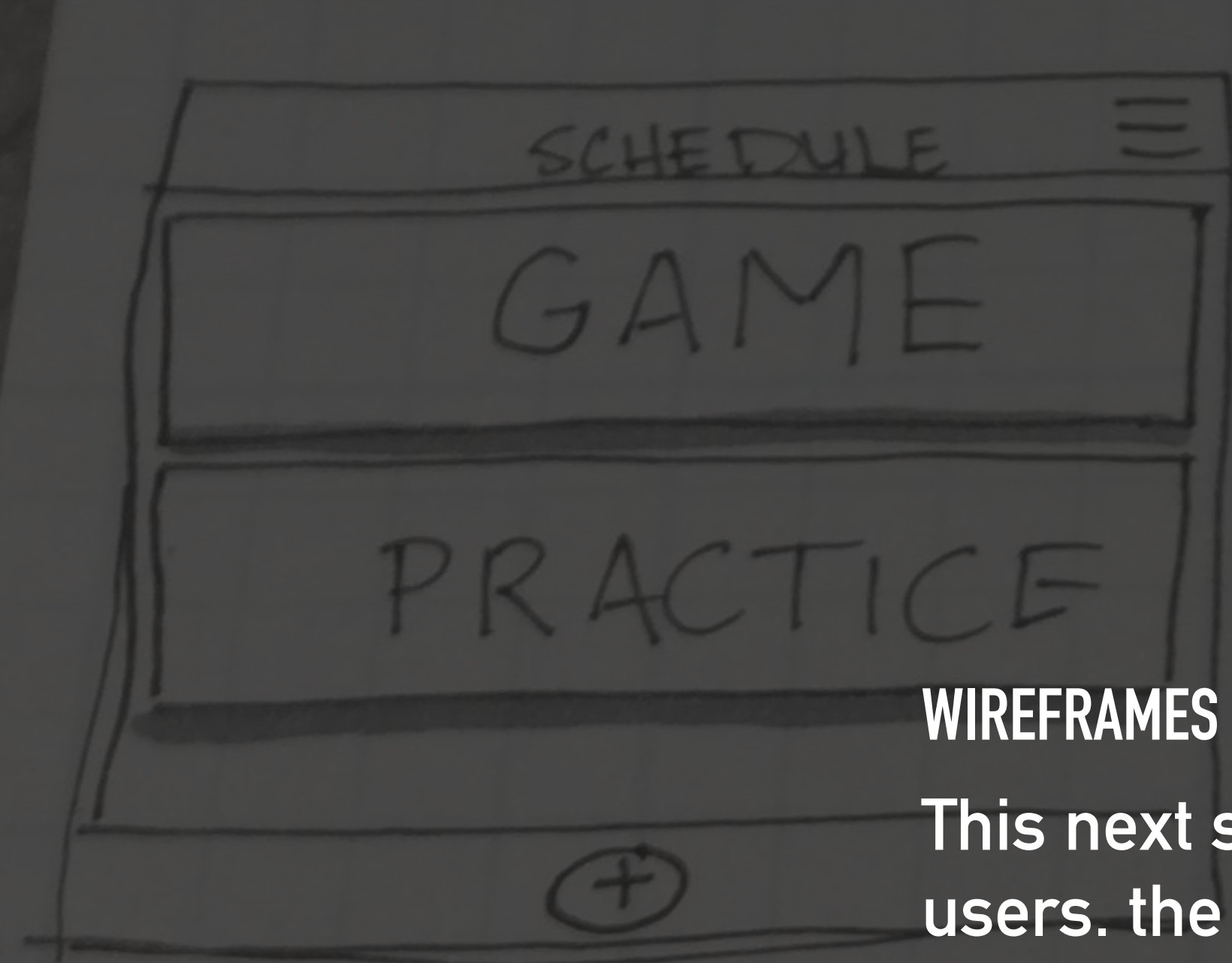
WIREFRAMES

This next stage, I sketched out (lo-fi) wireframes of the key screens to test with users. the low-fidelity of the sketches allowed me to quickly test and get valuable feedback which effectively allowed me to move to another set of iterations. i was able to tweak the designs from the wireframes before diving too deeply into the ui/ visual design. by now, i was in a time crunch and needed to get to the next stage of testing.
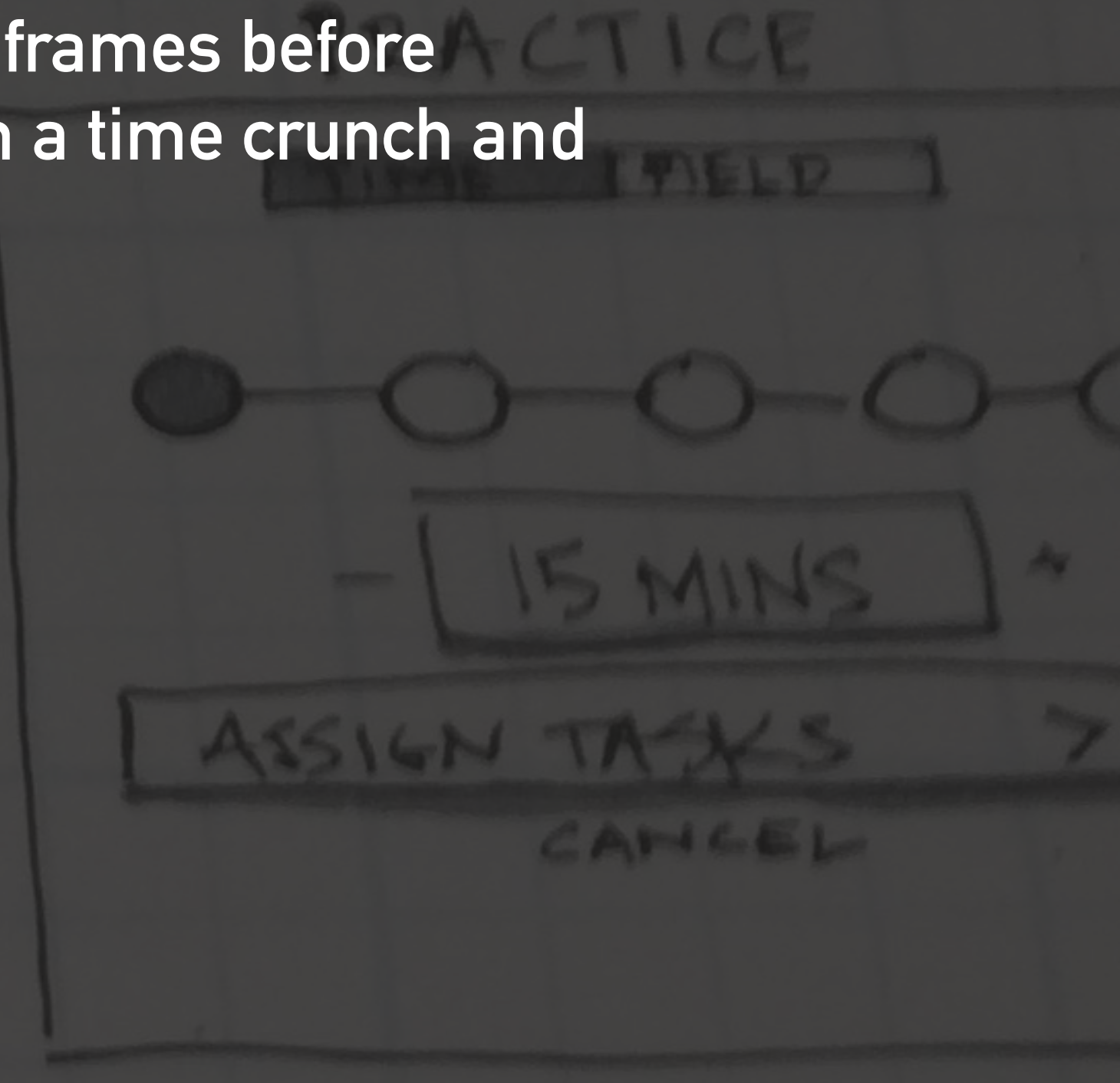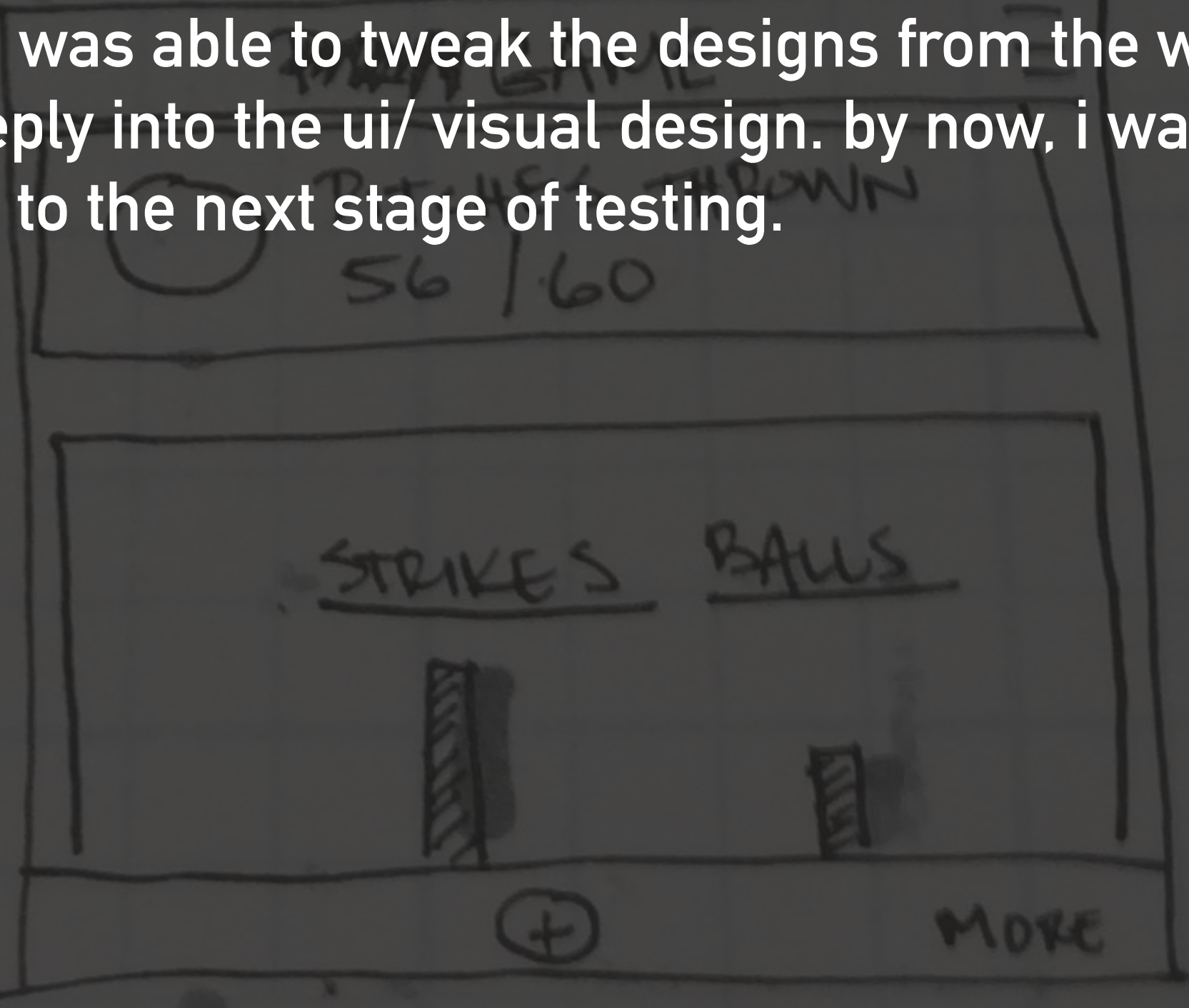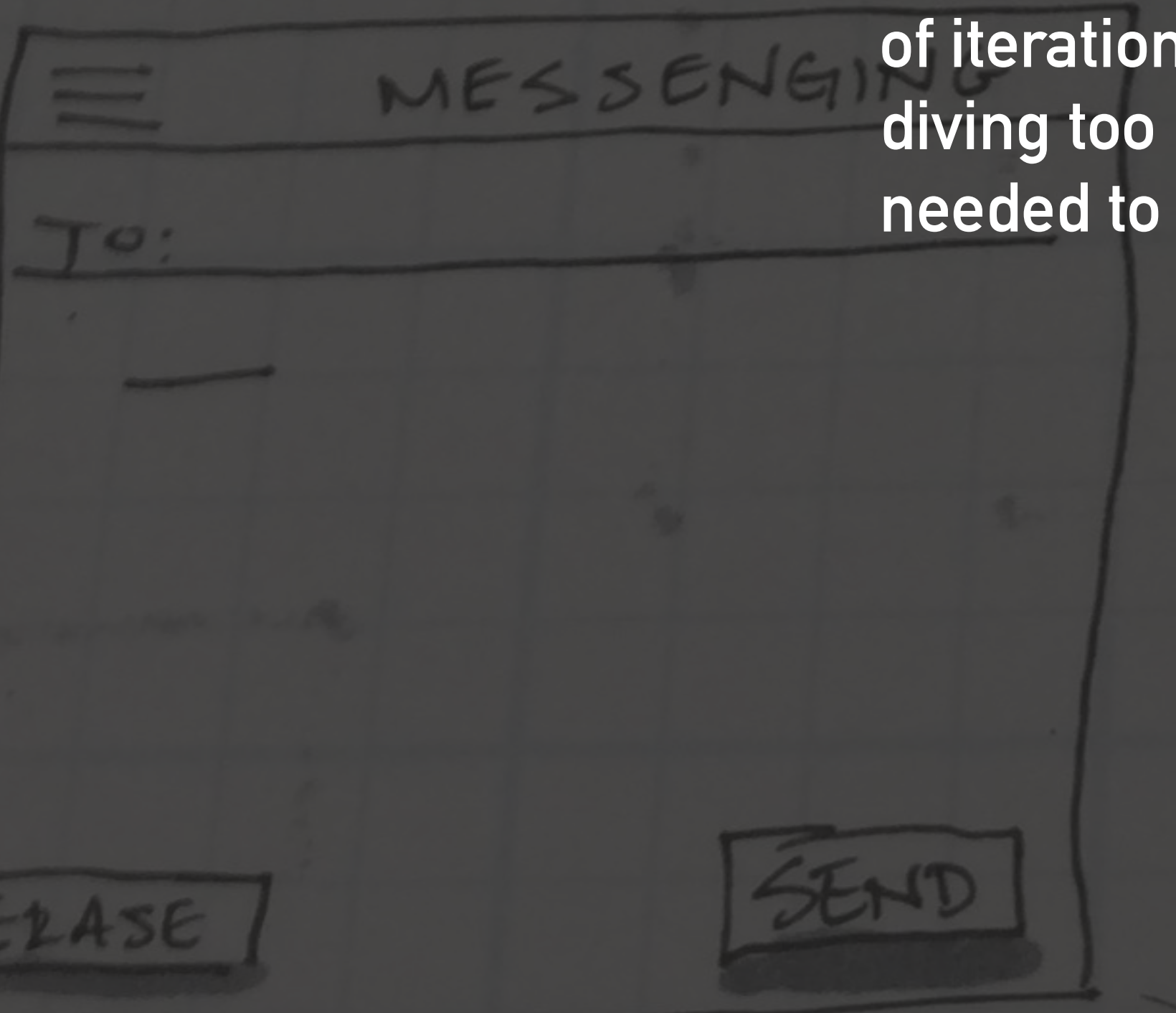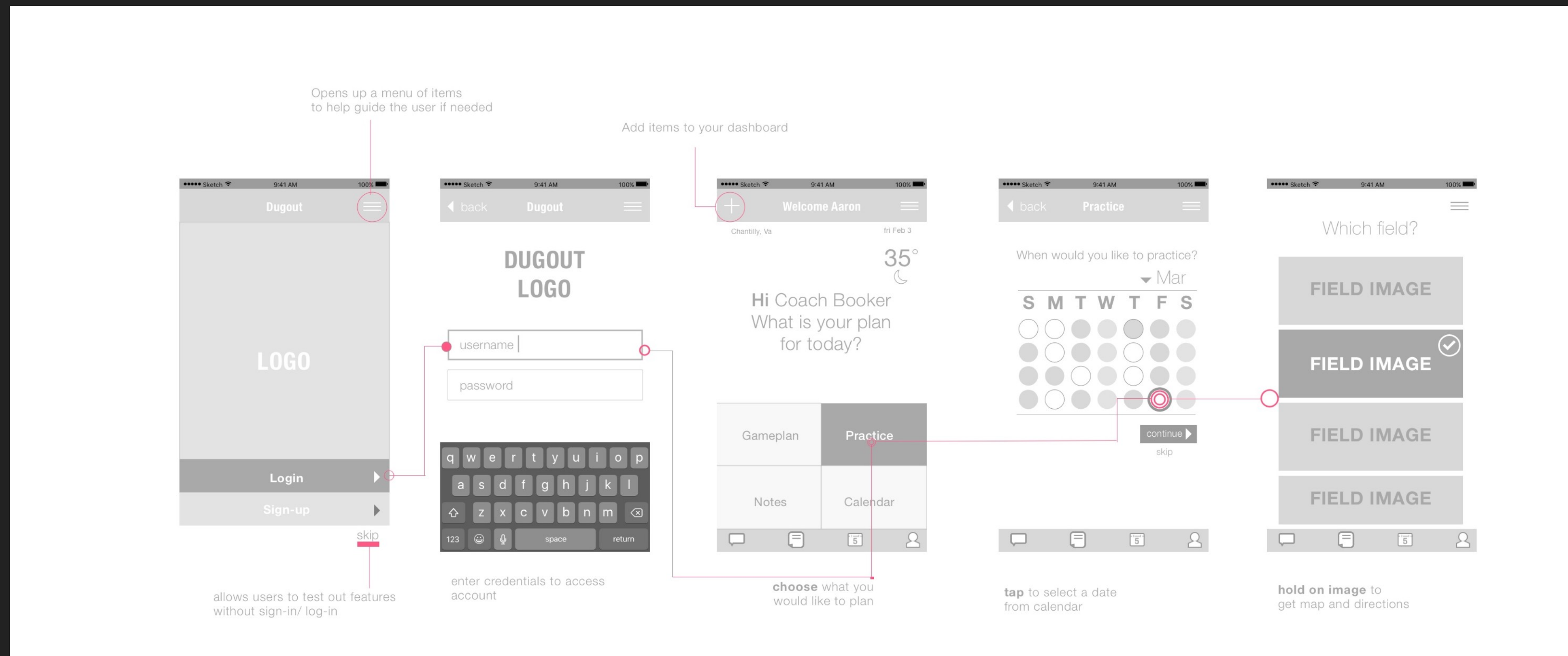
HI-FI WIREFRAMES & ANNOTATIONS

The first set of high fidelity wireframes were created to validate whether I achieved the goal of simplicity and user friendliness of the interactions. The annotations helped describe how a user would flow through the user task.

With The barebones approach, the focus could remain on simply creating the intuitive flow between screens. Especially during this stage, it's easy to be tempted into beautifying the UI/ visual design but the objective is to ensure a delightful experience.
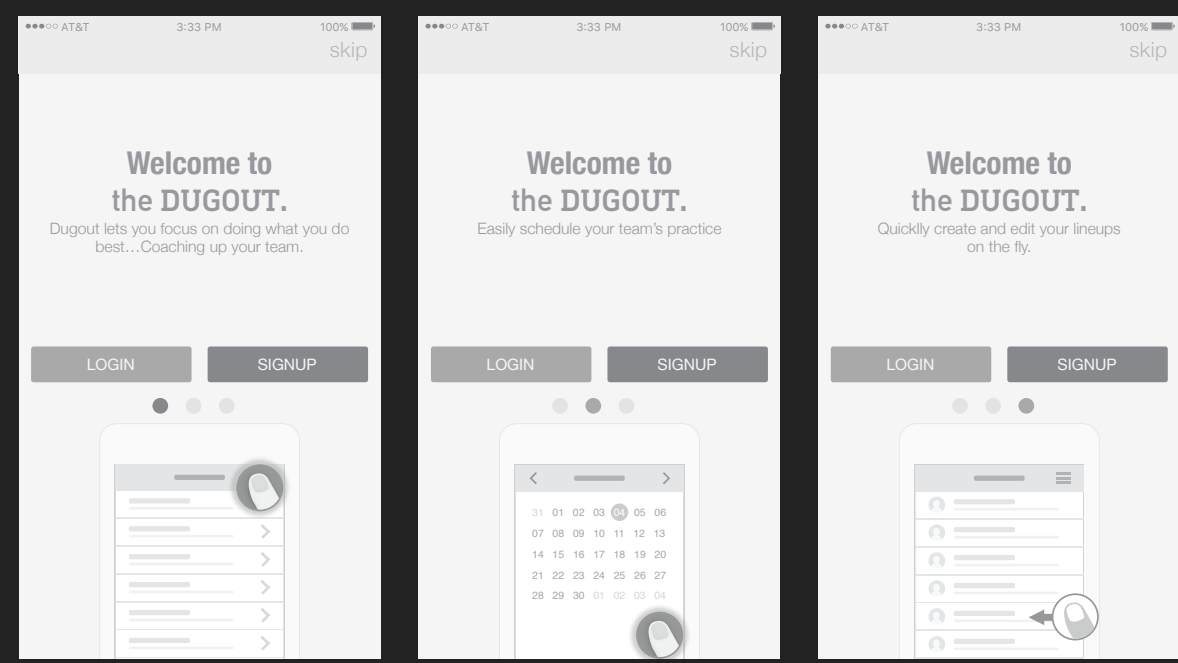
Add items to your dashboard
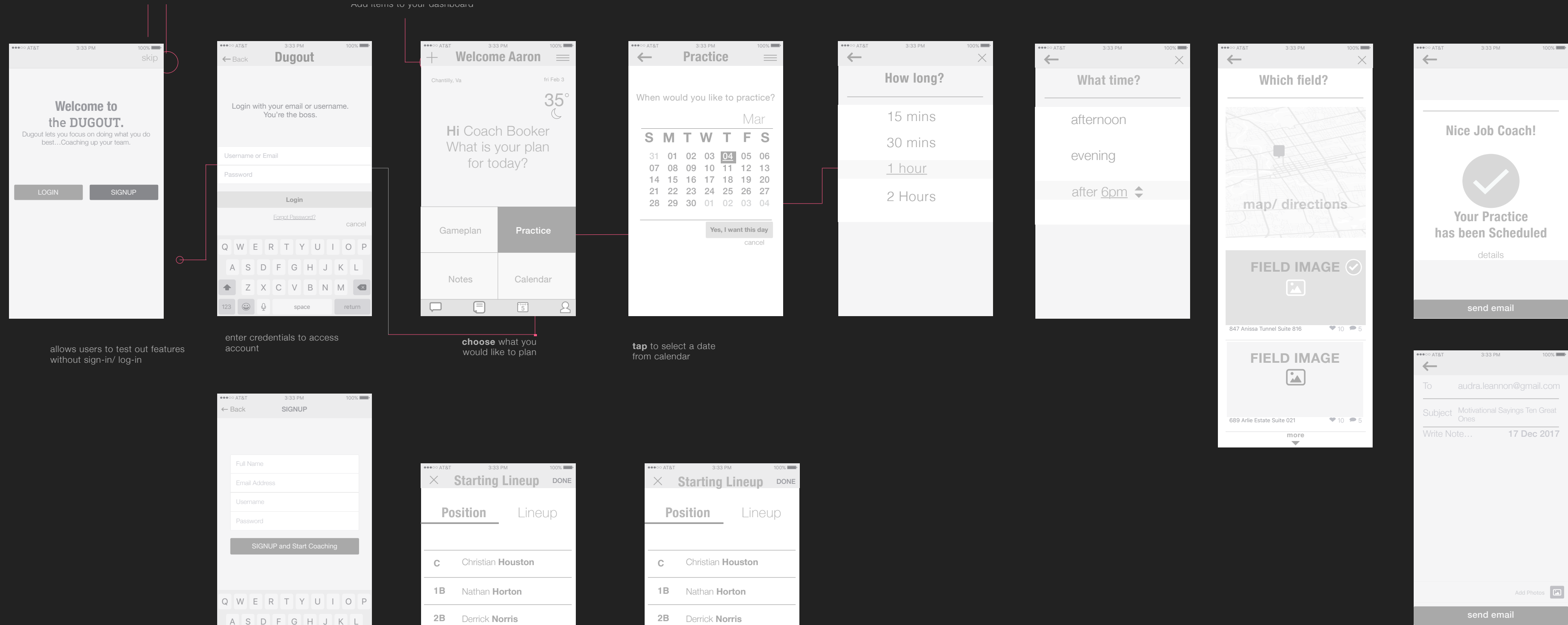
allows users to test out features without sign-in/ log-in

enter credentials to access account

choose what you would like to plan

tap to select a date from calendar

## Hi-Fidelity Wireframes:
More Screens

The 2nd iteration of wireframes after testing the initial design. This set added more key screens as well as a few interactions to show the delightful aspects of the experience; i.e. the on-boarding experience.

These screens were used to build the working prototype.

THE FINAL CLICKABLE PROTOTYPE

The final screens were put into InVision and made into a clickable prototype—for more user testing. So far, the user feedback has been positive.

The next phase will be to solidify the visual design and animations for interactions, test to add features as well as conducting more user testing to ensure the experience is on par.
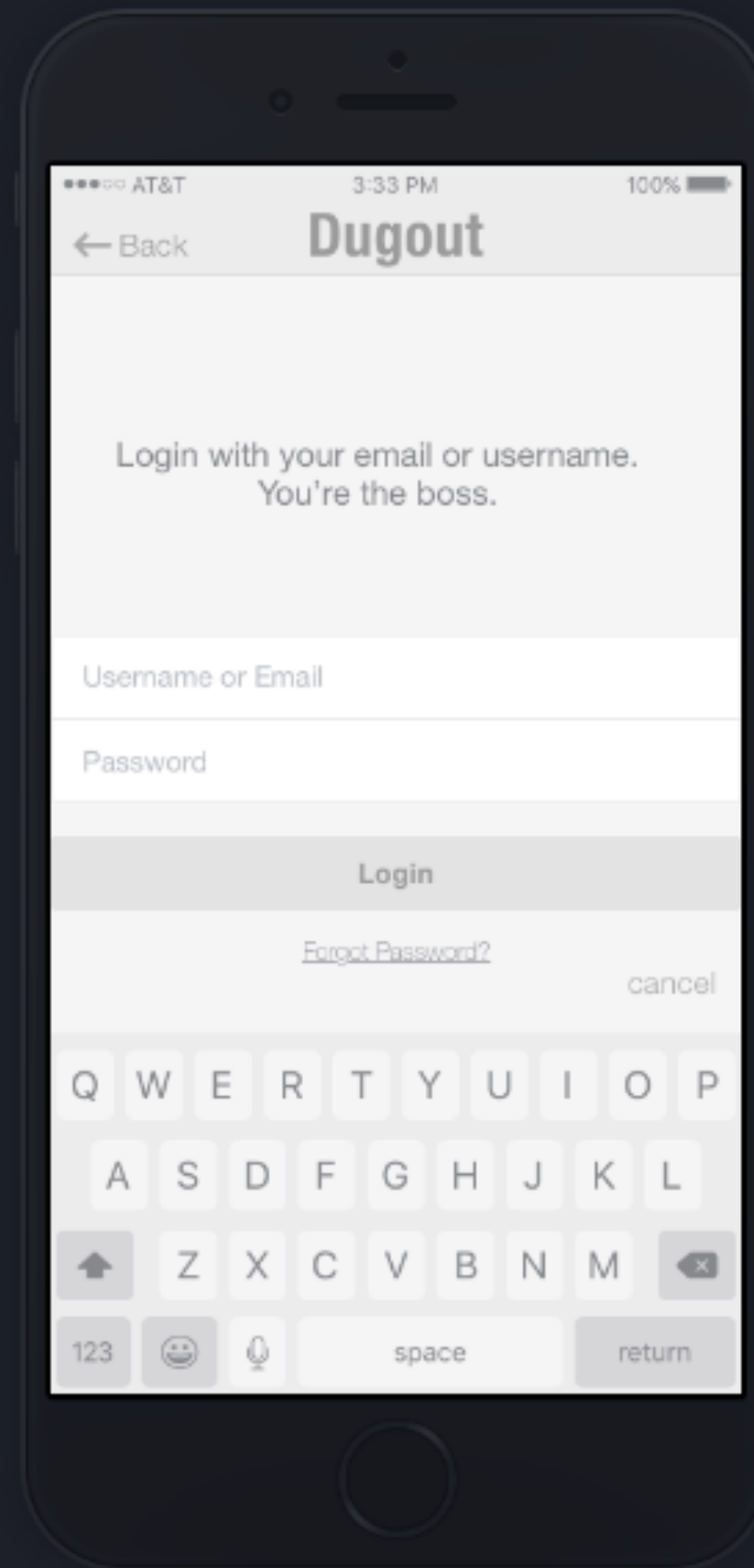
"I really like the look and feel. It is professional quality work."

"I like it. Would be a real easy management system."

https://invis.io/MVAF1BWC7