



Red Bull TV User On-boarding Redesign

Role: UX Researcher, Product Designer, Illustrator

Approach: As a part of our Design for Community Change course, I collaborated with Red Bull Media Stakeholders in order to conjure up a solution based upon employing new research methods, and designing for engagement.

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How might we formulation

“Red Bull TV is the direct response to a need for streamlined coverage of inclusive and subcultural sports and events- a haven designed for enthusiasts to discover media they care about.

Imagine this:

You’re a savvy young professional, and you are constantly working. You have a super busy schedule and your house is a mess, i’m talking your toothbrush is in your clothing hamper, like your socks are on your computer desk, and your dog left you a gift in the corner.

How would you feel if your house was magically cleaned up, and everything was where it was supposed to be?

I found that 100% of my participants loved Red Bull media channels. In fact they loved more than one channel. They indicated that they didn’t like all of their media interests being categorized into one section.

My how might we became : “How might we redesign current tools to reflect individual value.”



RESEARCH
PHASE

Identifying a plan of action

Megan Reed, PhD
UX Researcher, Designer - Red Bull Media

Qualitative Research, Project Management

1.) Domain/Requirements

Q:What tools should we use in order to communicate, share media, and ask questions?
A: Slack, Google Docs

2.) Audience/ Assumptions

Q:Out of the 9 types of users that make up your audience, what are the top 3 that most frequently use your associated applications, and what are the top 3 types of users you almost never get or rarely get usability feedback from?
A: Sport enthusiasts, Gamers, generally people under 35 who know about the brand. People who aren't happy are the ones who give us feedback, those that are stay quiet.

3.) Constraints/Pain points

Q:What are your preferred hours of contact and what can we do to make this our communication flow smoothly?
A:You can message me on Slack and I will get back to you as soon as I can. We can also meet at 1 PM on Mondays.

4.) Audience

Q:Have you considered a complementary Audience of your indicated? Why do you think an older demographic may or may not fit into your target audience? (35+)
A:We have, and you're free to address any audiences you feel we might need to look more into.

5.) Audience/ Goals on AR

Q: The FC Salzburg app utilizes AR to allow fans to experience "more" while uncovering info about scores, and game related updates. The app also has a 5/5 on App Store. How has this app been going for your users?
A: We are still testing different versions of the AR experience app

6.) Value

Q: Tnsglobal has an article about brand interaction and unifying touch points. They state "People expect their brand experiences to be relevant, customized and value-adding within the context of the touch point where they take place." How valuable would you say the Red Bull Stickers app is for your targeted audience?
A: We want our apps to be fun, and the stickers app is an example of building a better presence for more people.

7.) Value/Emotions

Q: How would you describe the emotional value that your existing channels bring to your targeted users? Do you feel this might be the same for complementary users? If you were to describe the emotions invoked in 3 words for your target what would they be?
A: We want them to be surprised, engaged, and pleased using our channels regardless of who is using it.

8.) Inclusive Definition

Q: What is Red Bull's definition of inclusivity in the context of this design?
A: It touches on a lot of different issues so I would recommend narrowing in on what specific inclusivity topic you want to research on and design for that.

9.) Users

Q: What channel do you believe provides the most equity for your users? What about in all of your associated apps? FC, TV, and Stickers, etc.
A: Red Bull TV gives users the chance to connect with their friends by discovering new media that is tailored to their interests, so I think this one, as well as the Austrian-based Futbol app--people are excited about both of those the most.

10.) Emotions

Q: What emotions would you like to generate?
A: Again I think that users should feel like they're having fun, surprised, and engaged using any Red Bull media.

Main Plan of Action

Megan was very open about the possibilities of designing for a more diverse audience. Surprisingly, after we had our group meeting, she seemed more interested in looking at communities that didn't necessarily fit the initial target audience in which we identified in the original briefing.

So many options, what do I do next?

I wanted to start by analyzing some of the more simple things, like Heuristics to understand what easy changes I could recommend for Red Bull Media. On the flip-side, I wanted to get an understanding of what users wanted based on giving them the app and allowing them to navigate through it. I really just wanted to design simple things that were sort of no brainers.

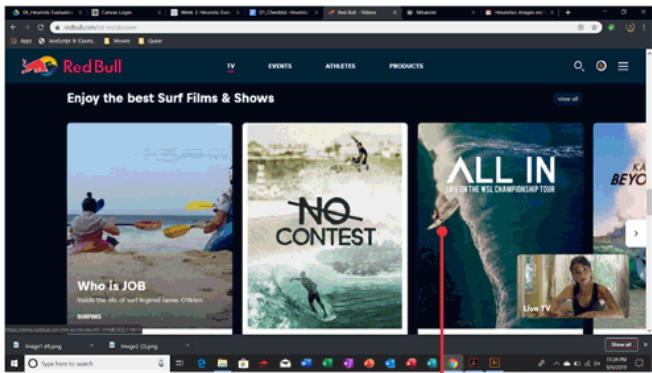
Overall

Overall, I realized that some of the main features that Red Bull TV has aren't being utilized that much. Inclusivity needed to be properly defined, and the way that seemed most apparent in making that definition more of a reality, was by interviewing the "ideal" target audience, and the complementary audience to really get to the bottom of what issues were shared in the scope of designing more inclusively.



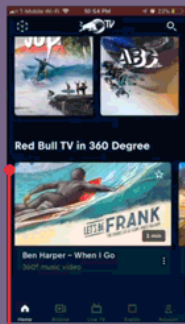
Dynamic of App and Web

Web



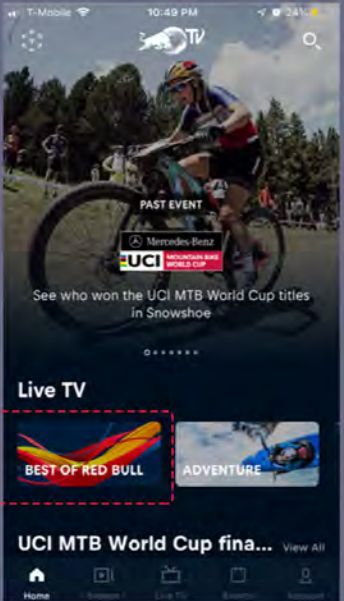
Halfway down, the categories become more specific.

App



Shown on the app..

App



Good use of contrasting color. If Contrasting color is not there, gradation helps visibility of text

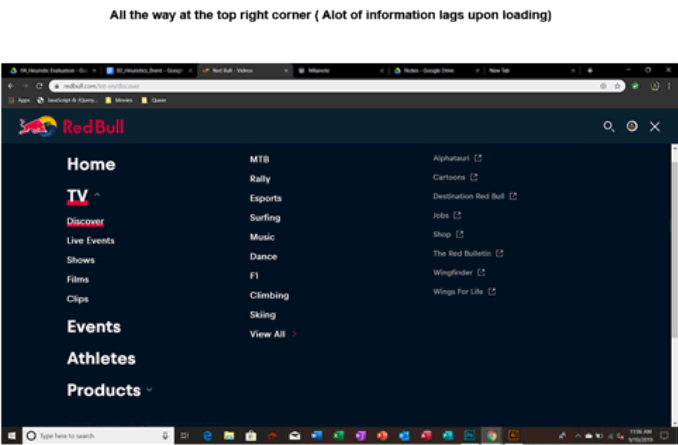
Homepage:

Brand DNA is bold, however there are a lot of inconsistencies in comparison to the web and app. Menu buttons, search bars, and even branding colors are all inconsistent.

Visual Design:

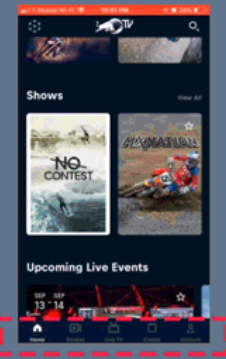
Content Thumbnails are all different but work in a system with the overall UI of the page. Emphasis and bold type is not used sparingly.

Web



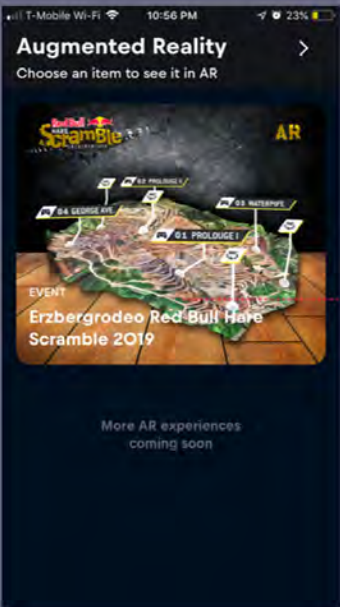
All the way at the top right corner (A lot of information lags upon loading)

App



Ergonomic orientation on the bottom of screen

App



Erzbergrodeo Red Bull Haze Scramble 2019 seems a bit much of a mouthful.

It's hard to tell what this is for people using AR for the first time. Or even for Users who may watch music events on Red Bull TV.

Branding

Navigation:

The navigation bar is always pinned so users know where they are, but they have just recently added a search button.

Content Quality:

All content is consistently qualitative. However a lot of it gets really dated really quickly the more you scroll through and try to find new content.

Features and Function:

There aren't any special features that make the site more fun to navigate through other than maybe the AR VR visualizer.

Accessibility:

The dark theme is surprisingly readable and legible but the contrast of the background and light text help with readability.

Market Positioning



Strengths	<ul style="list-style-type: none">* Red Bull's touch points are a lot more widespread than that of it's competitors.* Extreme physical and mental sports resonate as such on their platforms.	<ul style="list-style-type: none">* Branding is superior to most media outlets. Instantly recognizable* Usability is great.* Kids sections, and more diverse channels of TV that cater towards a range of audiences and interests.* Work with Google to build profiles of you in order to target ads towards you.
Weaknesses	<ul style="list-style-type: none">* Extreme mental and physical performance exudes an idea of ableism.* Target Audience and overall marketing position might veer a lot of users away (see above)* Users who don't drink Red Bull have little entry point into the Red Bull lifestyle.	<ul style="list-style-type: none">* YouTube does not have as many touch points as other competitors* Subscriptions aren't free whereas other platforms have free access* Bad UX upon downloading app in preparation for signing up for YouTube TV
Opportunities	<ul style="list-style-type: none">* Red Bull is seen in life more than any of its competition* I think there is an opportunity to keep users more engaged with their favorite media by building something similar to playlists, and placing search bars in the categories.	<ul style="list-style-type: none">* Discovery channel and MotorTrend channel is an opportunity for YouTube to make a larger presence in the lifestyle and outdoors segment.
Threats	<ul style="list-style-type: none">* YouTube is overall more diverse in the channels that they offer their users to stream and watch whereas Red Bull TV is a lot more specialized. In addition, YouTube has a better brand entry point into the lifestyle for more users rather than that of Red Bull TV	<ul style="list-style-type: none">* Red Bull has capitalized on the lifestyle and outdoors segment.

Market Position Takeaways:

In analyzing the market position for Red Bull, I determined that it was going to be advantageous to build a lifestyle based off of the more inclusive approach that YouTube takes on with their associated array of products. Red Flags that came about were the undertones of ableism and physical capability that Red Bull products exude. If Red Bull could be more inclusive in terms of how it brands it self, I imagined this of being a significant opportunity for Red Bull TV .

Features and Function



Strengths

- * There aren't a lot of ads popping up
- * Add to favorites feature.
- * Hovering video while searching for additional content
- * Great for searching current sporting events.

- *The site is probably the most personalizable. Any user can subscribe to channels, and archive specific videos in the form of curated playlists.
- * Watch later features, creation of playlists, add to playlist features.

Weaknesses

- * There is no search button in their application, so it is more difficult to search for older archived videos.
- * There is no playlist feature, add to favorites is too vague for sports enthusiasts.
- * There should be something like playlists instead of a favorites list so enthusiasts can categorize their favorite media.

- * The Auto-play feature is not smart, and will only replay music that you have already listened to. (Bad Contextual Aggregation/Recommendation)
- * Click-bait titles are annoying
- * The amount of efficiency it takes for users to discover something new is extremely low.

Opportunities

- * With a search bar and an icon, users might stay on the site longer to view specific media that has been archived. (Edited 9/4/19 there is now a search bar)
- * Engagement might be better if users could put their favorite videos into playlists and share them with a community using the app.

- * YouTube has started to capitalize on User Media, and they also have started to place limitations on specific types of videos that are allowed. (Conspiracy Theories, etc.)
- * This might place them at an advantage over very narrow media outlets that focus on niche interests.

Threats

- * YouTube makes it a lot easier for users to search specific archived events as well as those current. Users might use YouTube when they're looking for a specific race that isn't current.
- * Targeted Ads and "recommendations then might allow users who switch to YouTube to stay on YouTube a lot longer.

- * The media is more tailored on Red Bull which will obviously take from YouTubes vast pool of media categories,

Features Takeaways

YouTube is great because it is essentially a haven for discovering any type of digital content that users find interest in. On the flip side, Red Bull TV is a media haven for users in which have very specific content that they follow. It became clear that in terms of feature design, I wanted to create a more personalizable space on Red Bull TV.

Physical vs. Digital

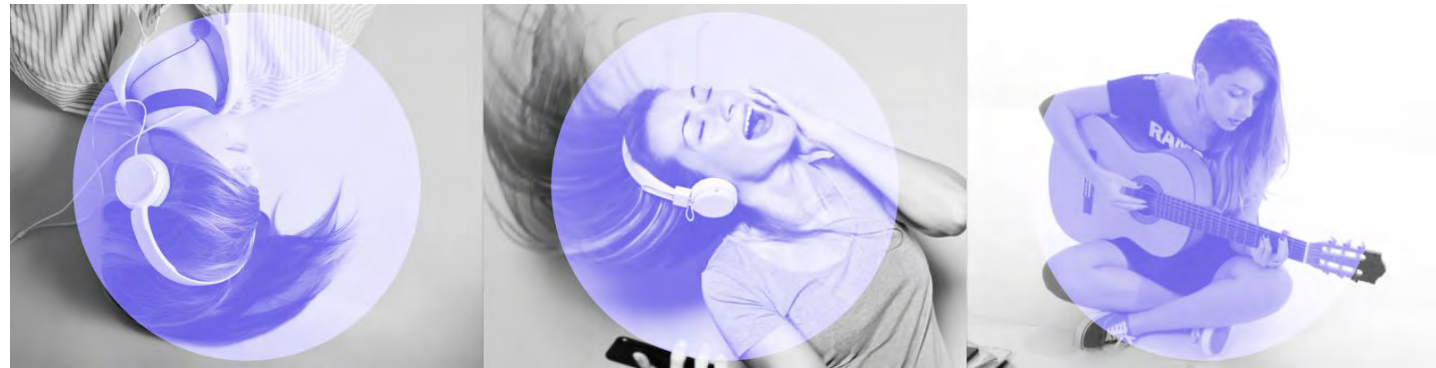


Personal Marketing Techniques (Lyft)

"Aside from the visual appeal, the email proves the brand knows exactly how its consumers like to use its services."

Why this works:

It shows that the company is invested in users' experiences using a service. Encourages usage, and builds friend-like associations and feelings about the product or service. Encourages individualism, and is a great way for determining how to understand different users' emotions around the product or service.



Music as an Experience (Case Study)

"How to design a solution for music lovers, with different music taste, style and consumption, so that they can listen to music together?" Insights are provided about people who like sharing music as a collaborative playlist. Music "Lovers" or enthusiasts need a way to create playlists that fit a crowd. Implies that people who like sharing a common interest, need a way of doing so efficiently.

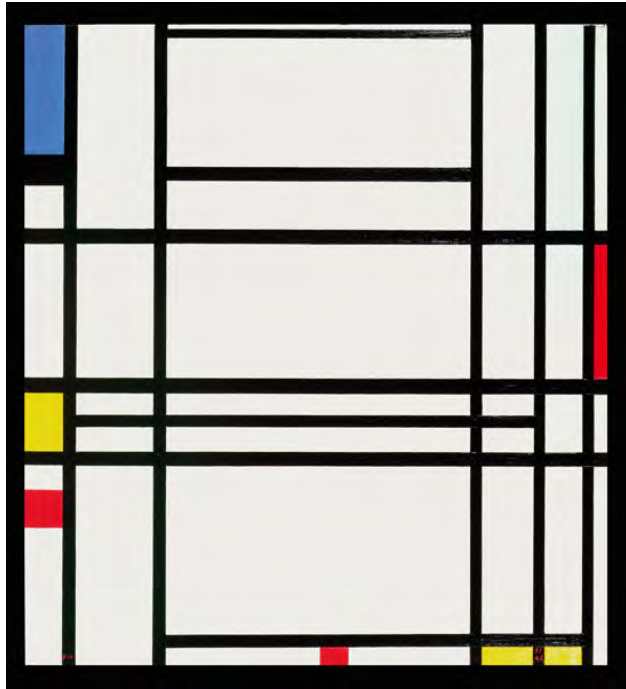


Netflix Recommendation Algorithm

In the first 90 seconds, Netflix uses this window frame to try and keep the users Engaged. They do it by recommending content based off of your viewing history. Viewing History helps identify what content users will see in the first 90minutes. Viewing history can be analyzed to see if there is any overlap in different sports categories, and channels on Red Bull's TV App

Smart Playlist - Apple iTunes

It essentially keeps track of the specific music you would like to hear. It builds an archive based on a one time preference setting where a user determines their own rules. You can manage how much content will be created in the smart playlist.



Mondrian Composition 10

This Mondrian reminds me of: The small networks (colors) of different sports enthusiasts that make up the painting. The Black borders remind me of the boundaries in which different enthusiasts may have as well as many other cultures. The boundaries also make up other shapes small networks (colors)



The BMW Retail Experience

Why it works: They use their products to cater towards individual taste. They created a more interactive environment through immersive design. Used soft and hard key performance indicators to measure customer satisfaction.

Individualism vs. Collectivism

I think its interesting but important to understand how cultures differ. Its important to understand how different people accept ingroup activities and norms and how some groups don't Idiocentric people are interesting to examine. They do their own thing. How do you engage idiocentric people in individualist cultures?



Ecommerce Personalization

"Personalization improves the experience for the user which in turn makes it more likely that they'll make a purchase." Personalization should go beyond using a customer's name Interesting here is the ways this case study outlines to personalize; Traffic sourcing, Visitor location, Purchase History, Browsing behavior, Aggregate Data



The Car Configurator

These are cool because they allow users to visualize and create their own bespoke product. They inform dealerships on user preferences and other metrics once cars are ordered. For Red Bull this could be an interesting precedent to review for their AR technology and for their sports enthusiasts.



Collectivistic Culture

Understanding Collective culture can inform how to design future inclusive experiences. Their are many constraints between our individualistic and complementing collectivist cultures that could help create a more inclusive narrative for Red Bull and associated products. Collectivism should be examined so that we can understand different attitudes relating to things that we share

The Interviewees

Takeaway

These 3 Interviewees were important because they helped me understand pain points around technology, value, and identity. In terms of Personalization, the experiment was instrumental in the early stages of identifying what product I was going to build and design. More on the Experiment itself on the next page.



Cesar 21
The Technical gamer

Cesar was probably the most insightful out of all of the interviewees that I interviewed. Cesar was very involved in sports, and he used G Fuel for Video games streaming but knew about Red Bull TV. Cesar took a shot of RedBull because he said it reminded him of how excited he gets when he prepares to watch a sporting event. Overall, Cesar was more interested in video games and engagement. When asked about what these keywords meant to him, Cesar indicated that he chose to place his glass onto the coaster for engagement, video games, and working out because he said energy products were valuable if you needed to “wake your cells up” or if you wanted to focus. He said that he became more engaged with people when he uses more products...**“I start talking like a MF”**



Jocelyn 35
The Helpful Homebody

When Jocelyn completed the experiment, she was quick to say that she was the most interested in Studying, but more specifically reading and learning. Another important thing to understand is that Jocelyn is not an energy drink user. However, Jocelyn is interested in cultural soports, and helping engage users as it relates to their mental health as well as in their education as well. Although she enjoys music, and an occasional public event, Jocelyn described herself as more of a homebody, so **she indicated that she valued privacy and quiet time.**



Juan 19
The hardworking outgoer

When asked about Personal Value, Juan indicated that he valued being able to use energy drinks Red Bull in specific--because it provided him with energy to be able to endure his graveyard shifts at McDonald's. When he is not working, or at school Juan said that he values going out for excitement--**“It’s kind of like a break...It’s important for humans to enjoy themselves.”** . I asked him if he valued going out because of how involved he was with his personal obligations and he said yes. I asked him if he valued specific app features, and more specifically if there were any problems with those app features, and he gave me some insights on a couple of apps that he constantly uses in which provide value to his lifestyle, but maintain specific issues.

The experiment analysis

At first, I focused on designing for Inclusivity so I wanted to get an understanding of just how sports fans and Red Bull users identified themselves as a user. I asked them a series of questions as illustrated on my interview sheets on the right.

- 1.) I asked them to choose a glass that best described how they would use Red Bull products.
- 2.) Next, I asked them to place them onto coasters that best described the things they were most open to learning more about.
- 3.) Finally, I asked them to then choose an array of sports and categorize them as Extreme, Not so Extreme, and Very Extreme.

What did the interview end up measuring?

I decided that I was going to focus on designing something like a smart playlist because of the following quotations in which some of my users all shared.

**“I need more than one place to
Categorize my media”**

-Ceasar

“My Iphone can be distracting and helpful, it depends.”

-Juan

Interview Guide

I N T E R V I E W S C R I P T

INTRO/ CONTEXT SETTING

HELLO, HOW IS YOUR DAY GOING?

WOULD YOU LIKE TO SAMPLE AN ENERGY DRINK AND PARTICIPATE IN A QUICK, 10 MINUTE DESIGN INTERVIEW FOR SANTA MONICA COLLEGE?

IF YES:

I'M GOING TO ASK YOU TO PARTICIPATE IN A 3 STEP PARTICIPATORY INTERVIEW WHICH WILL CONSIST OF A SMALL QUESTIONNAIRE AND THEN I'LL ASK YOU TO PERFORM A TASK ON AN APP (WHICH I WILL PROVIDE FOR YOU)

PLEASE CHOOSE A CUP THAT BEST DESCRIBES HOW YOU WOULD USE AN ENERGY DRINK YOU CAN GO AHEAD AND TAKE A SIP

PLACE YOUR CUP ON A COASTER THAT BEST DESCRIBES THE THINGS YOU ARE MOST INTERESTED IN LEARNING ABOUT.

PLACE YOUR GLASS ON THAT COASTER

IDENTIFY AT LEAST ONE SPORTING CATEGORY THAT IS MOST INTERESTING TO YOU.

GRAB THAT SPORT

TELL ME HOW THIS SPORT RELATES TO THE THINGS YOU'RE INTERESTED IN LEARNING ABOUT?

I WANT TO KNOW HOW YOU DEFINE EXTREME SPORTS, SO COULD YOU PLEASE PLACE YOUR SPORT(S) INTO ONE BIN EITHER MOST EXTREME, EXTREME, OR NOT SO EXTREME

THEN ASK PARTICIPATORY QUESTIONS

THEN RESERVE FEATURE BASED QUESTIONS (

LOCATION:

SANTA MONICA COLLEGE (MAIN CAMPUS)
1900 PICO BLVD. SANTA MONICA, CA 90405

TOOLS:

RED BULL ENERGY DRINK (OG), PLASTIC CUPS, PLASTIC SHOT GLASSES, DISPOSABLE COFFEE CUPS, PENS, PENCILS, AND PAPER

KEEP IN MIND:

WHERE ARE THE MAIN POINTS?
WHERE DO YOU NEED ADDITIONAL INFORMATION?
HOW DO YOU FIND THE MISSING INFORMATION?
WHAT IS THE MOST IMPORTANT AREA THAT NEEDS IMPROVEMENT?
HOW COULD YOU IMPROVE THE PROCESS?
WHAT WOULD BE ONE GOOD THING THAT YOU WOULD KEEP IN THE CURRENT PROCESS/ SYSTEM BECAUSE IT WORKS WELL WITH YOU?
DON'T FORGET TO FOLLOW UP WITH THEM.
ENSURE THAT YOU SAY THANK YOU.

*CIRCLE ONE TYPE OF CUP FOR USE CASE

C

A

B

*INTERESTS

TECHNOLOGY
CONCERTS
STUDYING

EVENTS
COST-EFFECTIVE
PLAYING SPORTS

ENGAGEMENT
WORKING OUT
VIDEO GAMES

* CATEGORIES OF SPORTS

BIKE
MTB, BMX, CYCLING, TRIAL, BMXING, MTB TRIVIALS, FREETRIAL, GRAP

MOTORSPORT
DRAGSTER, CRUISE, HOT RODS, NASCARS, NHF, OFFROAD, DRIFTING, ETC

TRADITIONAL
AMERICAN FOOTBALL, HOCKEY, BASEBALL, BASKETBALL, VOLLEYBALL, TENNIS, GOLF, JUDO, KARATE, KICKBOXING, MARTIAL ARTS, MMA, OLYMPICS, RUGBY, SUMO, TABLE TENNIS, TENNIS, WEIGHTLIFTING, WRESTLING, ETC

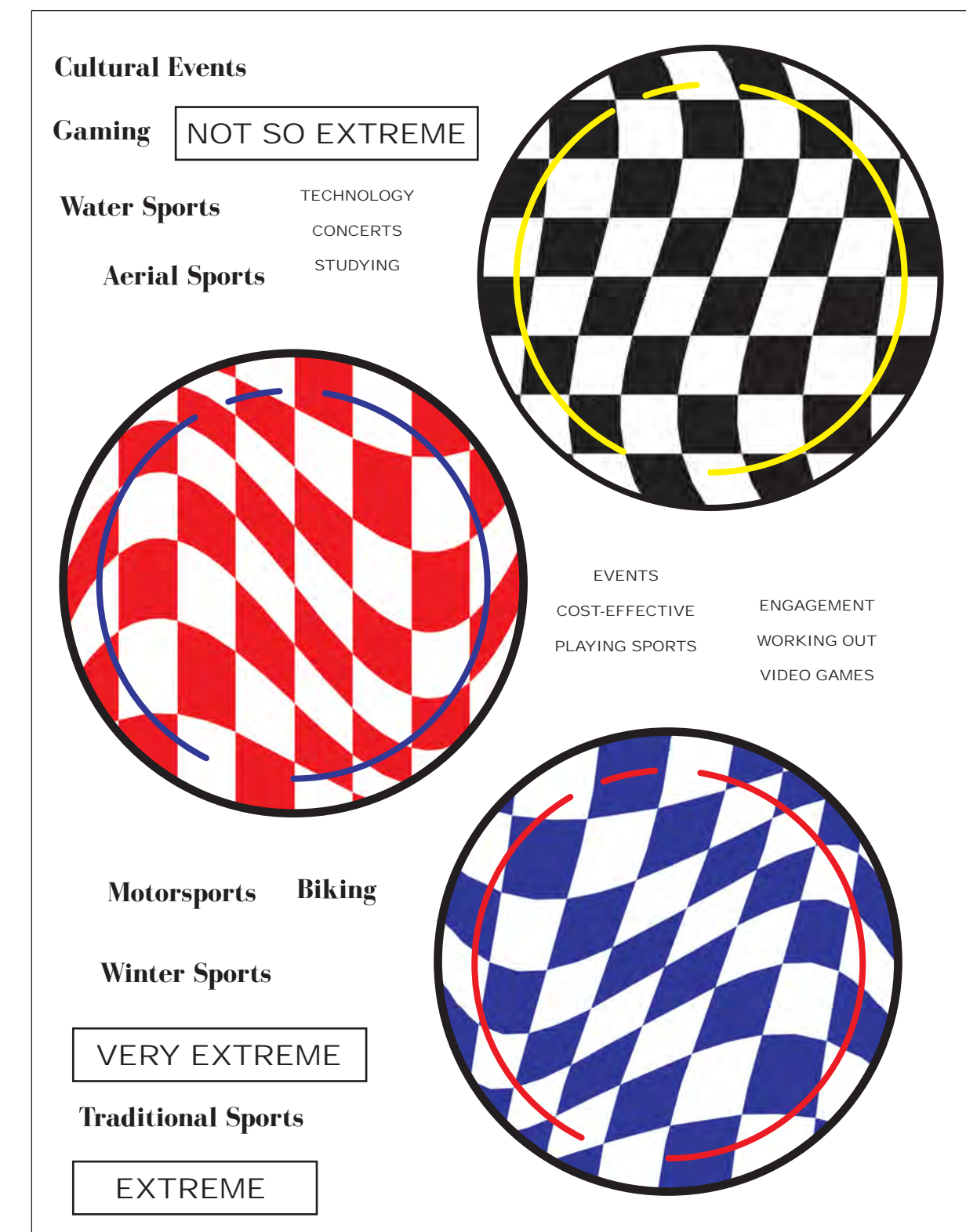
WATER SPORTS
SCUBA DIVER, SURFBOARD, SUP, KAYAK, STAND UP PADDLING, KANOAHI

AERIAL SPORTS
PARACHUTING, BASE JUMPING, WING SUITING, HALO JUMPING, BASE JUMPING

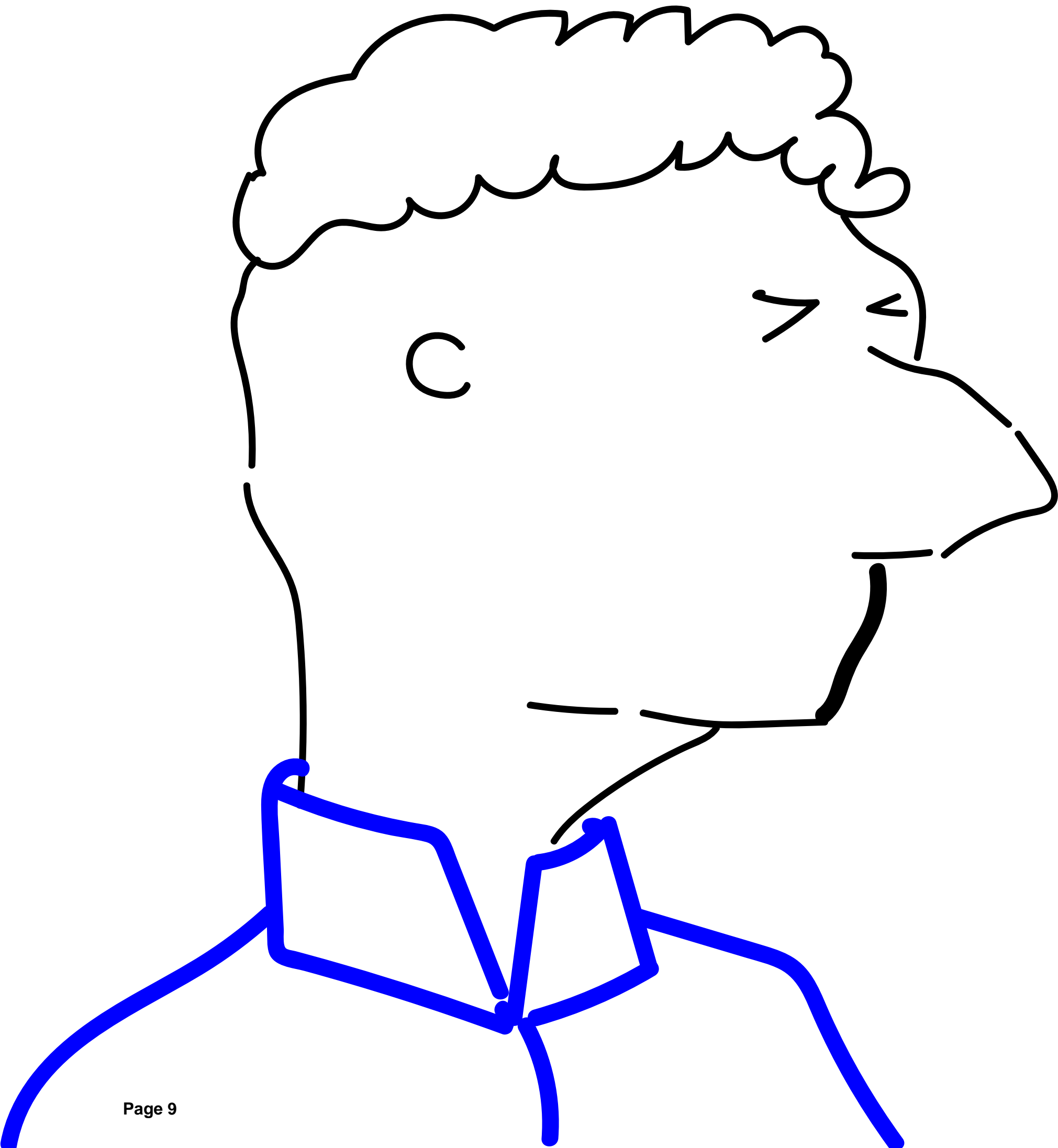
GAMING
ARCADE GAMES, VIDEO GAMES

CULTURAL SPORTS
MARTIAL ARTS, JUDO, KARATE, JIU JITSU, SAMBO, TAECWONDO, KUNG FU, MUAY THAI, JUDO, JIU JITSU, SAMBO, TAECWONDO, KUNG FU, MUAY THAI

WINTER SPORTS
HOCKEY, SKIING, SNOWBOARDING, ALPINE SKIING, ICE HOCKEY



User profile building / About



I developed my persona based on the interviewees I conducted the experiment with. They all were interested in Red Bull Content, but they were dynamic in the sense that they didn't all drink or consume Red Bull Products. John served as the perfect balance between a typical user that I interviewed on campus at Santa Monica College.

Name John

Age 23

Interests Avid Gamer, and Automotive Sports

Occupational Status Full-Time Student, Part time Mechanic

Synopsis John is a student who is studying to become a master technician. He just started his program and is trying to become more focused so he can get out into the workforce. He has trouble with staying focused and is currently trying to rid his life of unnecessary distractions. However, when he is in his leisure time, he finds joy in watching e-sports videos on G Fuel. John is having difficulties balancing the management of his personal life interests with his professional goals and milestones.

PHASE

ROTULE

How real does it need to be?

My main goal with this Concept was to quickly get users to understand what media had been categorized for them so that they might more efficiently use it keeping in mind their busy schedules outside of the app.

Other Features

With more time, I would have liked to have tested a sharing feature that works almost like a Google Document. Essentially, it would be a quick and easy way of building very specific playlists and being able to share them with very specific users interested in that content.

How real does it need to be?

I got bored with the UI of the current app personally, so this really inspired me to start diving into more conceptual UI design--almost like an illustrative wireframe but with the full functionality of a working application.



Documenting Illustrative and Real

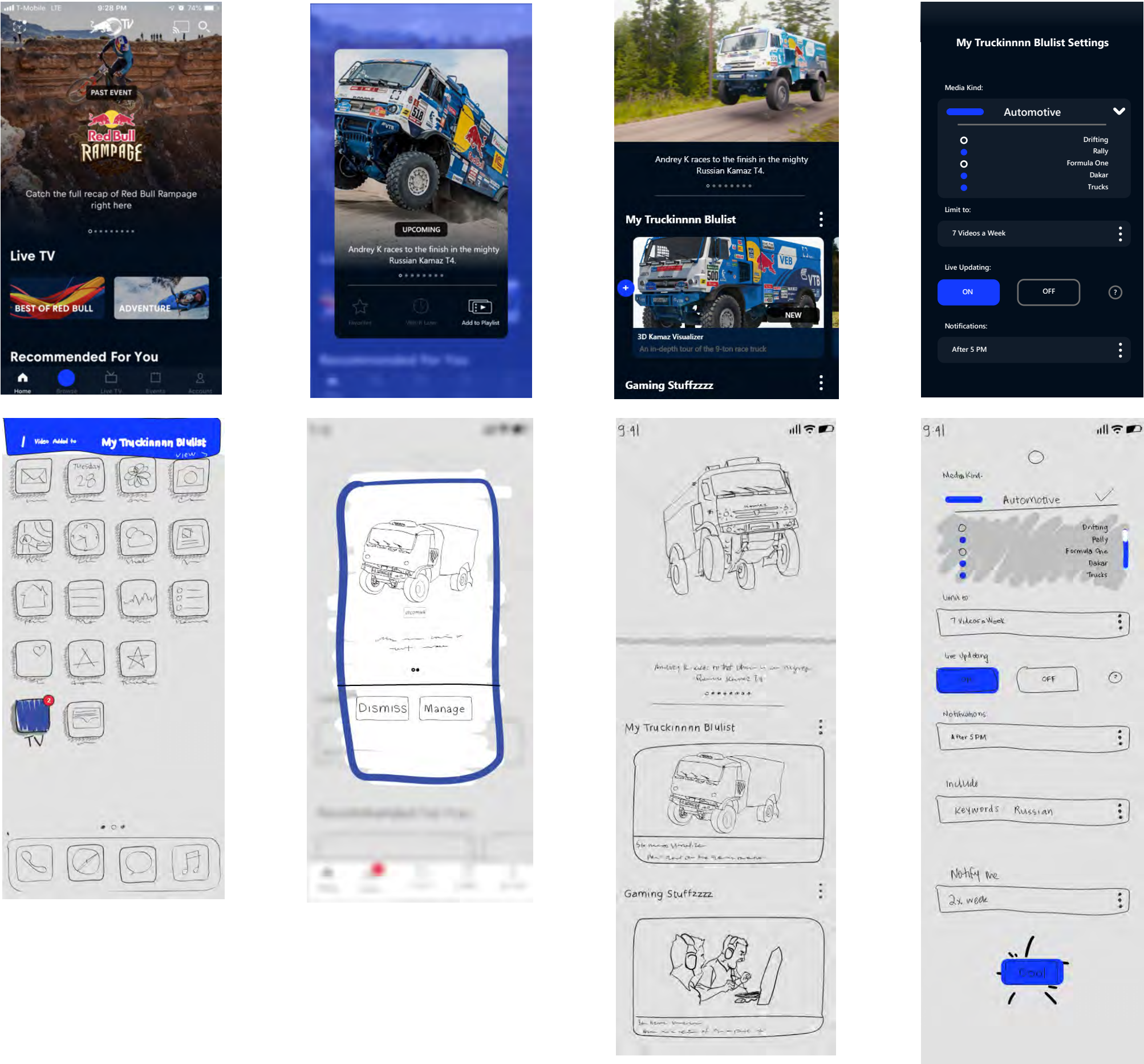
At this point, I had only been designing a simple feature for the existing App. The first iteration of the Smart Playlist prototype walks you through receiving a notification, and designing your playlist. This was designed with the context of my participatory interviewees in mind, but in order to verify if it was truly the right direction I needed to be going in, I tested it on two more users. Troy and Manolo.

Illustrative vs. Real

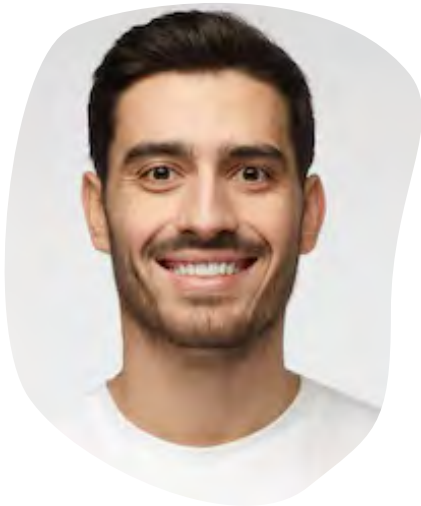
I started by designing a realistic UI, but I ended up testing the illustrative wireframe so that I could get a better understanding of how the distractions of the differing colors came to play on the users who were navigating through this for the first time. I wanted to avoid users getting lost.

Bluelist is born

At this phase, I was forced into a group that was focusing more on on-boarding, and up to this point, I had been working on a very simple feature that all of my users required. So, instead of a more simplistic design, I ended up also testing how users were on-boarding into their notifications and setting their constraints for the app.



Ali Kalantar



Business Owner

Personalization Expert

Sports Enthusiasts

Ali is actually a business friend of mine. He is the owner of a T-shirt printing lab that is based in Santa Monica, CA. He not only is the director of the Santa Monica location on 6th st and Santa Monica blvd, but he owns another lab in Downtown LA. He acts as the project manager, customer service representative, and printing manager for both locations.

Instead of an Interview, I wanted to share some insights I recently received from him while working out a T shirt design at his lab.

I approached Ali with the intent of trying something new, something that may have never been done before.

What was it?

A pair of denim pants that I requested to be printed on. The total cost for this large project was about \$138 for 15 Digital prints on a single pair of pants. I wanted to Personalize the pants that I wear to fit my wardrobe for the Fall season.

How did he take on the project?

He told me that it shouldn't be a problem, so I took measurements of the pants and told him that I wanted 15 prints on a pair. He indicated that he wouldn't be able to do 15 prints because 3 of them were in places that were not printable for him. I agreed, and made a quick adjustment for 11 prints total.

Did a problem occur?

Unfortunately, Ali couldn't print on the pants. When he attempted to, he found that the denim was not taking the ink from the printer.

How did you solve it?

Ali ended up giving me a \$138 credit. Usually, Ali doesn't do this, but he made an allowance for me because he knew that we were both experiencing problems.

Takeaways:

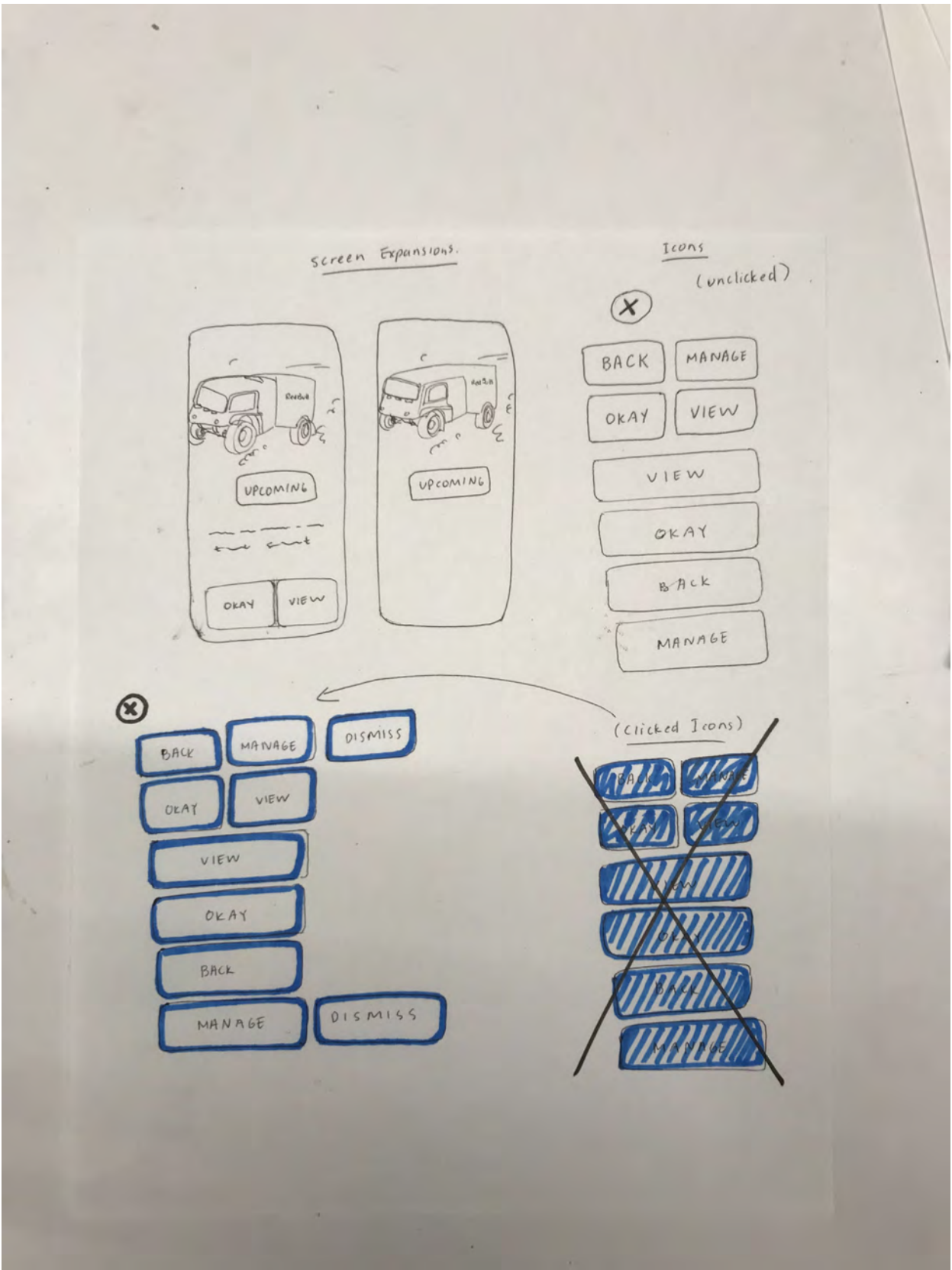
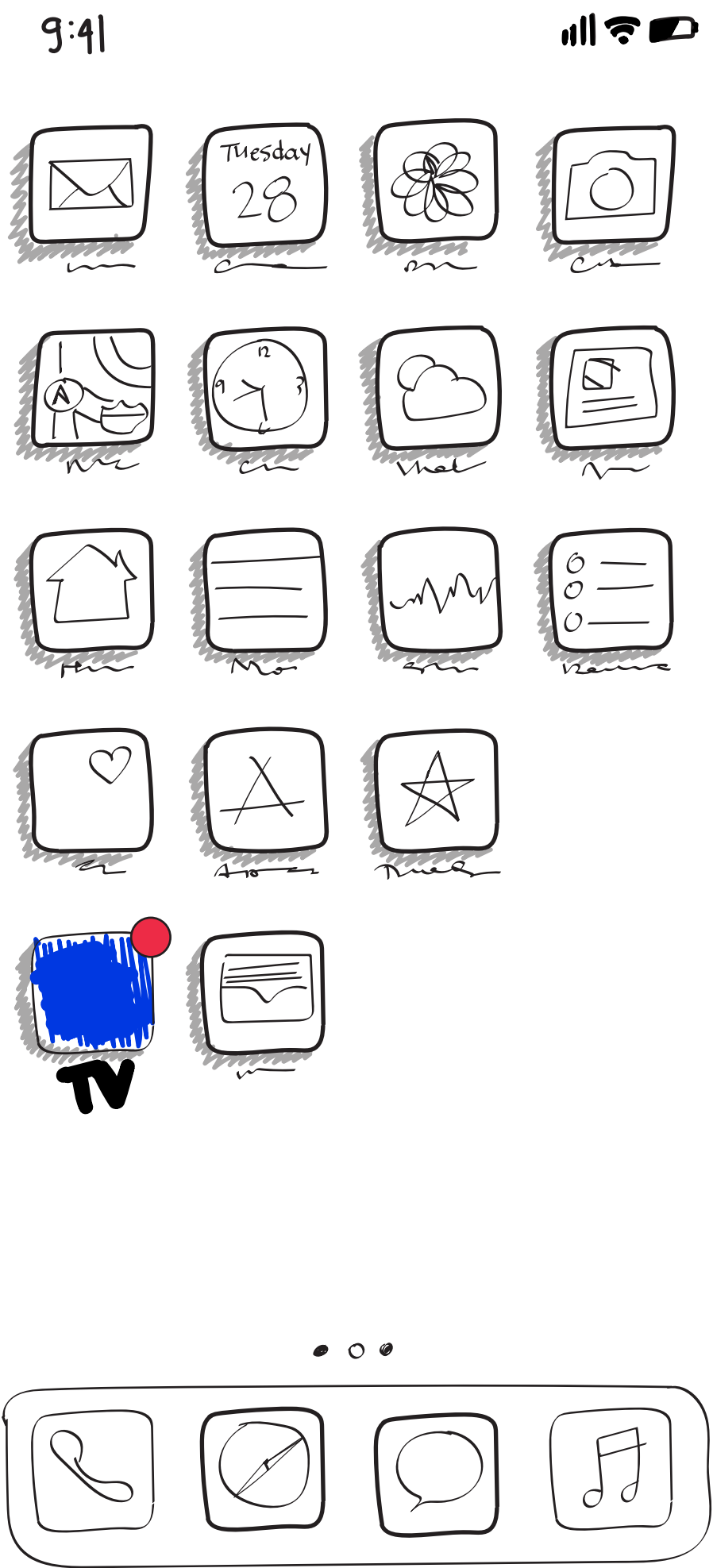
In the context of personalization, I wanted to make something fresh, however his infrastructure and materials did not allow for such a thing. Because of this, he granted me a credit, allowing me to do whatever I wanted in the constraints of the non-printable areas. *This is important because even though we ran into constraints, Ali made it right by giving me an incentive to stay connected with him, in the form of a credit to do what I wanted.

The Illustrative Usability Test

Results of Prototype Usability Test

After the research phase sort of gave proof that the solution should be designed with the features and quirks of the smart playlist in mind, I created an interview guide for my prototype in which allowed users to navigate with the goal of getting to their constraints input page (Settings). My findings were that users actually needed more on-boarding to properly understand how to navigate towards sections. As you can see here, I tested the prototype without the home screen notification bar on the top of the iPhone UI.

In addition, the Paper Prototype helped me understand what words were needed and preferred for navigating through the app to identify their input constraints.



The Interview Guide

Context :

You're a savvy young professional, and you are constantly working. You have a super busy schedule and your house is a mess, i'm talking your toothbrush is in your clothing hamper, like your socks are on your computer desk, and your dog left you a gift in the corner.

How would you feel if your house was magically cleaned up, and everything was where it was supposed to be?

How do you playlist?

Do you feel like the notifications are clear? Why or why not?

Yes

Are the quick views of the new videos obtrusive? Are they at all confusing?

Yes

Are you confident that you will be able to exit the screens easily?

I would like to see an exit button

Do these buttons seem redundant or a conflict of the aggregate?

No

Are you confident that these buttons will help you categorize your media?

Yes as long as my media content is displayed

List the 5 most important or most used filters

For sports teams, news,highlights , videos, stats, players

Any additional comments?

None

Name

Troy

Context :

You're a savvy young professional, and you are constantly working. You have a super busy schedule and your house is a mess, i'm talking your toothbrush is in your clothing hamper, like your socks are on your computer desk, and your dog left you a gift in the corner.

How would you feel if your house was magically cleaned up, and everything was where it was supposed to be?

How do you playlist?

Do you feel like the notifications are clear? Why or why not?

Yes, I like that the notifications reminds me of instagram. It makes me want to click into it.

Are the quick views of the new videos obtrusive? Are they at all confusing?

It was kind of confusing because I wasn't sure if I was supposed to click anything or not. The prototype kept animating when I was attempting to navigate through it.

Are you confident that you will be able to exit the screens easily?

No. I didn't see any X's or back buttons.

Do these buttons seem redundant or a conflict of the aggregate?

No, buttons weren't there.

Are you confident that these buttons will help you categorize your media?

No.

List the 5 most important or most used filters

Notifications, Sound, Keywords, Schedule, Brightness

Any additional comments?

I think I need more descriptive buttons so that I know where I am in the App.

Name

Jacqueline

Context :

You're a savvy young professional, and you are constantly working. You have a super busy schedule and your house is a mess, i'm talking your toothbrush is in your clothing hamper, like your socks are on your computer desk, and your dog left you a gift in the corner.

How would you feel if your house was magically cleaned up, and everything was where it was supposed to be?

How do you playlist?

Do you feel like the notifications are clear? Why or why not?

The red notification circle icon is defective. But the text throughout is to small for me to read. Maybe I need to start using reading glasses.

Are the quick views of the new videos obtrusive? Are they at all confusing?

I felt tlike this part of the app was pretty clear. Tho I think that at this stage I'd like to see a screen with all the new videos to select from.

Are you confident that you will be able to exit the screens easily?

Couldn't figure out how to exit or go back to previous screens.

Do these buttons seem redundant or a conflict of the aggregate?

No, buttons were not redundant or conflicting for me.

Are you confident that these buttons will help you categorize your media?

Yes.

List the 5 most important or most used filters

1.)Notifications ON/OFF 2.) Notifications schdule. 3.) Live updates. 4.) Keywords. 5.) Amount of videos per week.

Any additional comments?

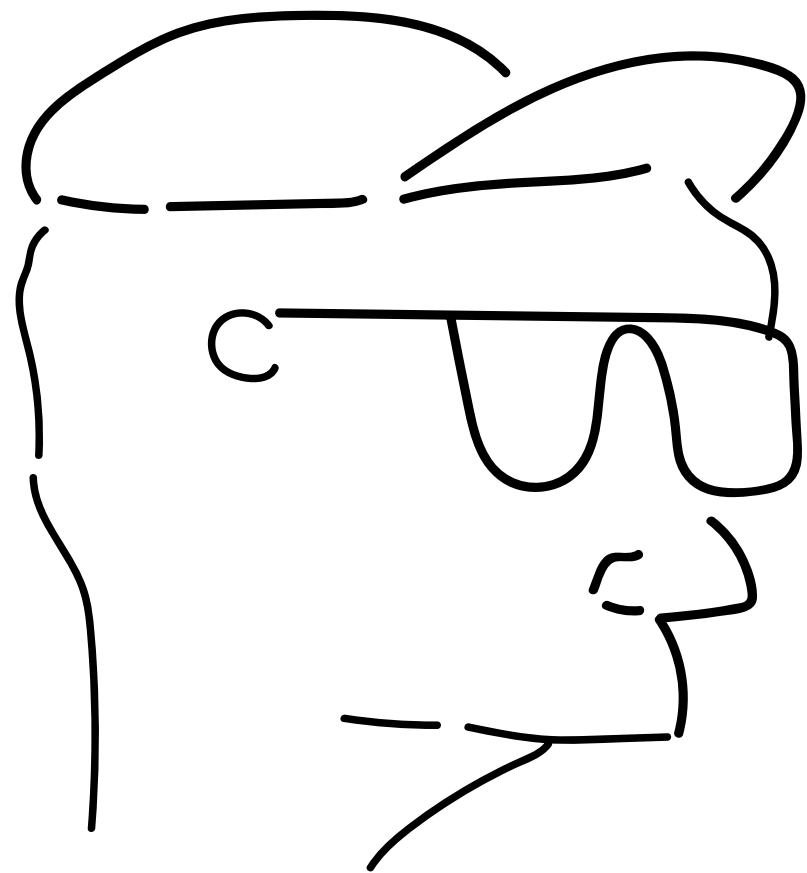
"Notify Me: 2x per week"This seems not specific enough for me. I would like to select the days of the week.

Name

Manolo

Page 14

The Users



Manolo, 41

Occupation

Former Product Designer, Animatronics Student.

Main Insights:

Loved the Illustrative approach to the prototype, but had some difficulties understanding how it worked at times. Requires more feedback or buttons



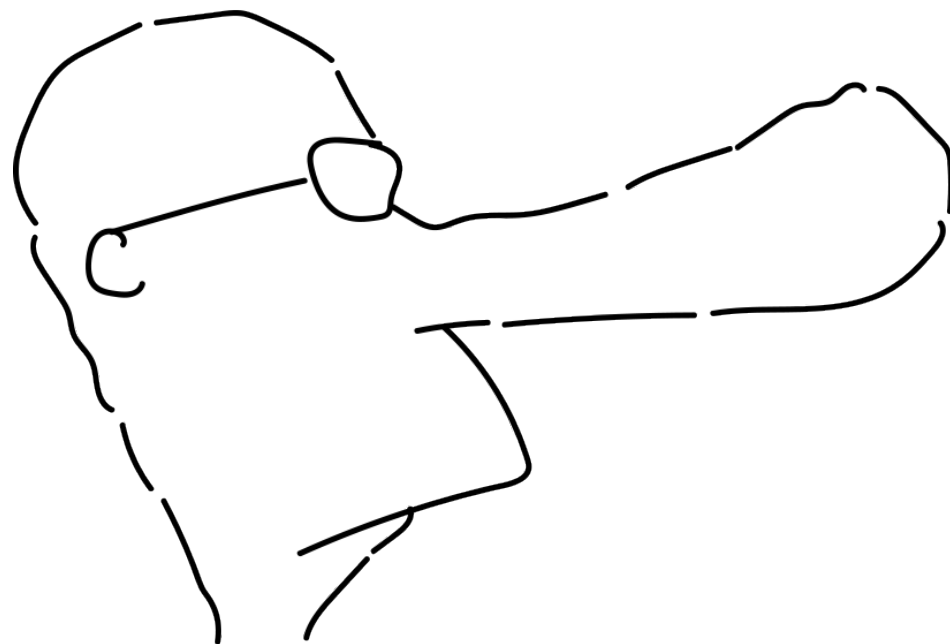
Jacqueline, 31

Occupation

Customer Service Representative, B of A

Main Insights:

Buttons were a problem for her. Also requires Brightness settings, and Sound Settings



Troy, 57

Occupation:

Inventory Management, Amazon

Main Insights:

Media content needs to be clearly illustrated, and he also wants to be able to look at stats, and player specific information when navigating through the app.

Final Shot



Possibility A: Illustrative

- Fun, Dynamic, Inviting, yet not as direct

Possibility B: Realistic

- Plug and play for UI, needs to be user tested

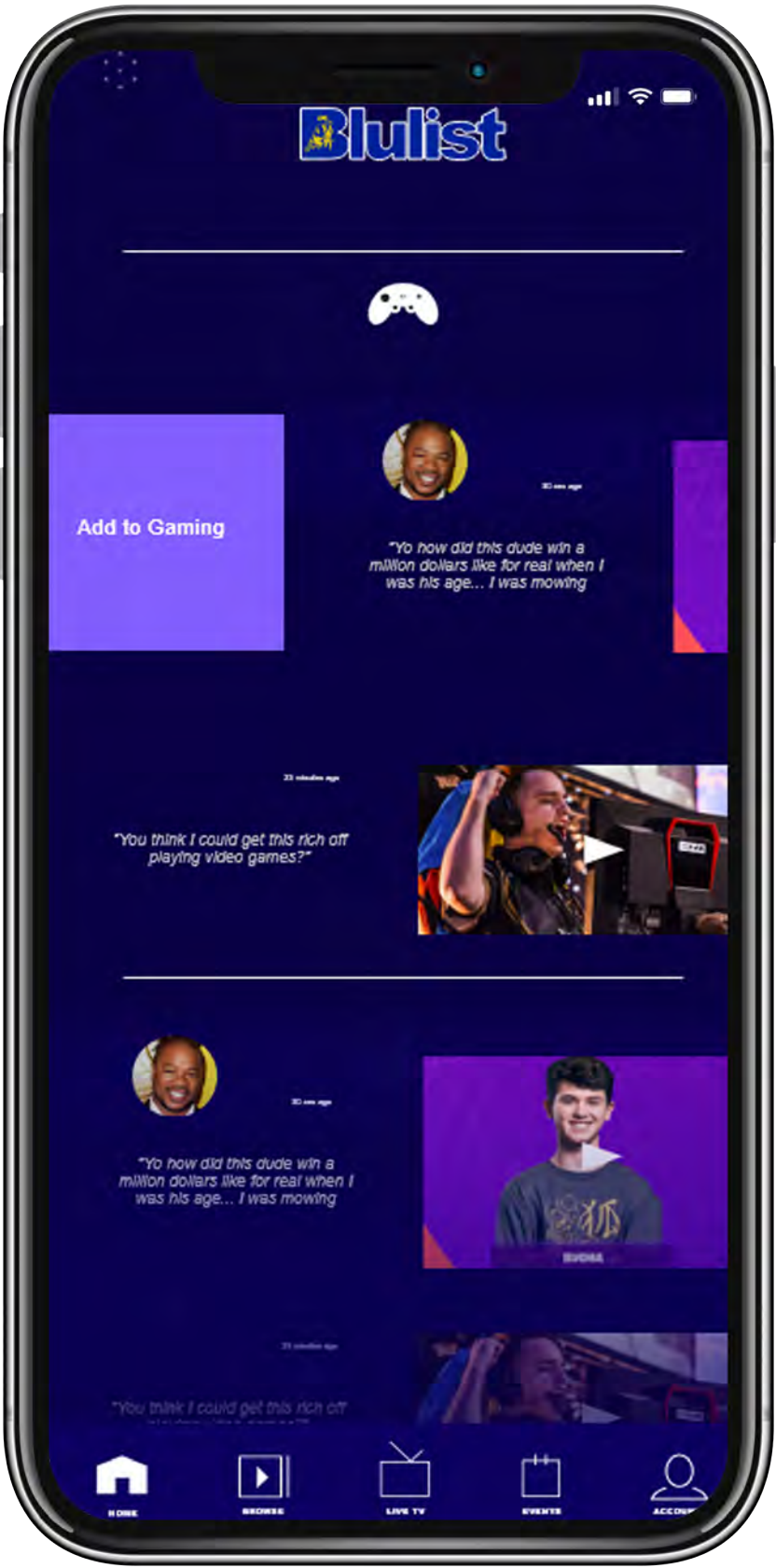
Realistic UI

Shared Playlists

It would be nice to test for a more shared playlist community that could be designed by users and shared with people of their community of interests. For example, all of my users had varying sporting interests, so I wanted to figure out if there was a way that they could not only categorize this media but share it with people in their respective circles.

Onboarding Buffers

I think that my illustrative approach inspired me to be more fun and cheeky, however this isn't really reflected in the more realistic UI. I think on the loading screen, it would have been cool to test facts, or user specific inputs by allowing users to sort of customize how cheeky they wanted their messages to be.



With Budget

4 stages

Through the total design and implementation of the realistic UI, we would have to go through and test the UI as is and then make the changes and test it again. Once we finally get to a point where we may be able to implement the changes, we would then hand it off to engineering. I believe this would take 3 months.

Realistic UI Design

Probably the most cost effective solution because it works in the current UI

\$21,780

Brent

Briefing - 5 Days (\$1,190)

Brent

Research / Testing - 2 weeks (\$3,333)

Brent

Testing / Final Iteration - 30 days (\$7,140)

Megan / Brent

Last Minute Adjustments / Prep for Engineering - 17 Days (\$4,046 Brent , \$6,071 Megan)

Brent Lawson : Salary @ \$80,000

Megan Reed: Salary @ \$120,000

