

Case Study | Roy Allen





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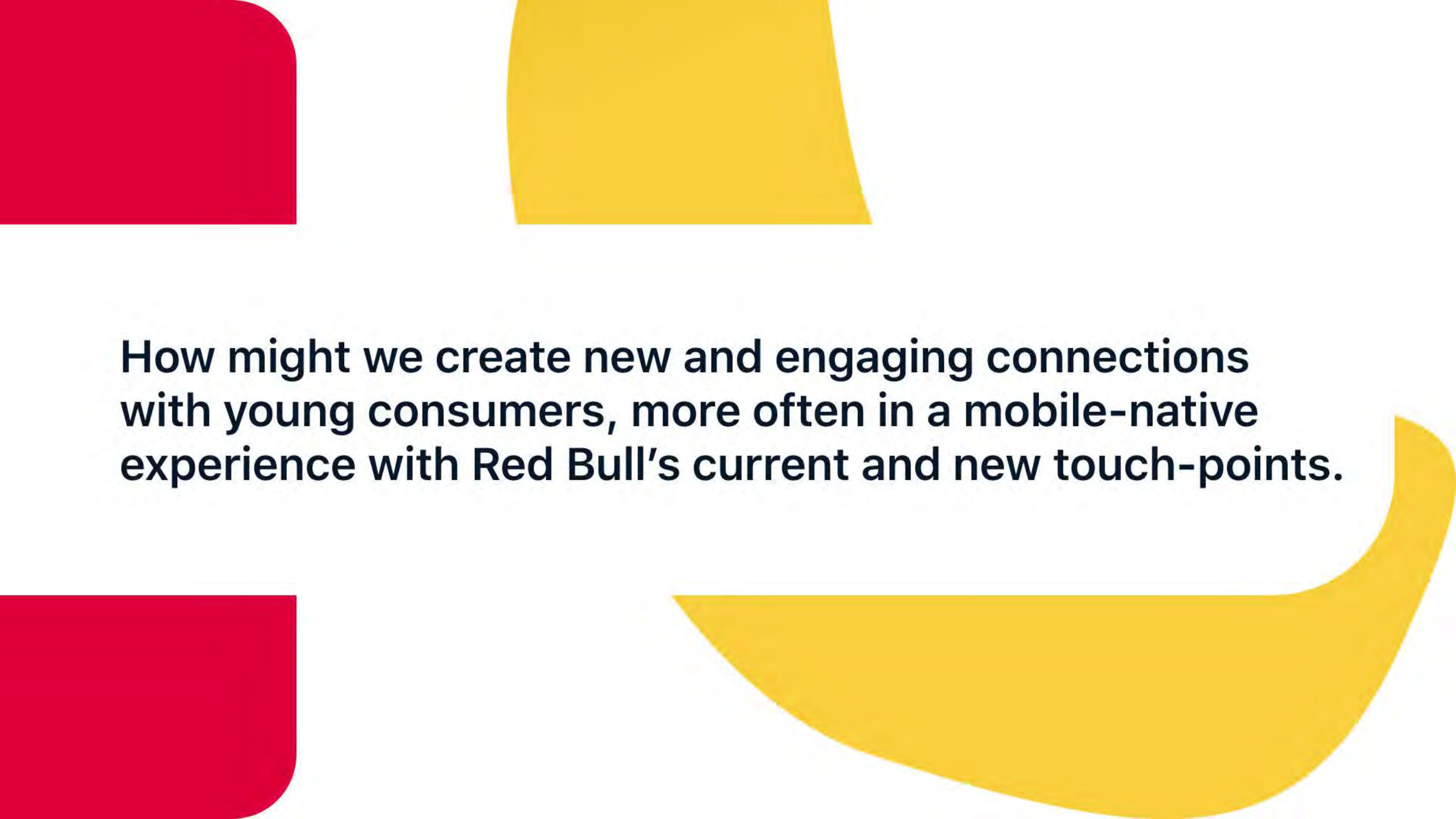


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How might we create new and engaging connections with young consumers, more often in a mobile-native experience with Red Bull's current and new touch-points.

Stakeholder Research



David Grau



Megan Reed



Parker Henderson



Sam Hochgraf

Primary Stakeholder



David is an Award-winning multidisciplinary creative with a track record of successfully delivering creative solutions across web, mobile, tv, video and print for some of the most iconic brands in the world including: YouTube, Ford, Nike, Adidas, Warner Brothers and more.

David Grau



"Red Bull gives wings to people with ideas."

- David Grau



"When designing for Red Bull think locally but globally at the same time."

- David Grau

Interview Insights

The Red Bull design team is interested in where and how they can grow the Red Bull brand more often than not in a mobile native platform.

Thought should be given to the journey Red Bull attendees take while attending event and to think about when and how the brand can engage participant via the app.

Perhaps beginning with the Red Bull TV app think outside the box as to how we can keep people interested and engaged with the brand.

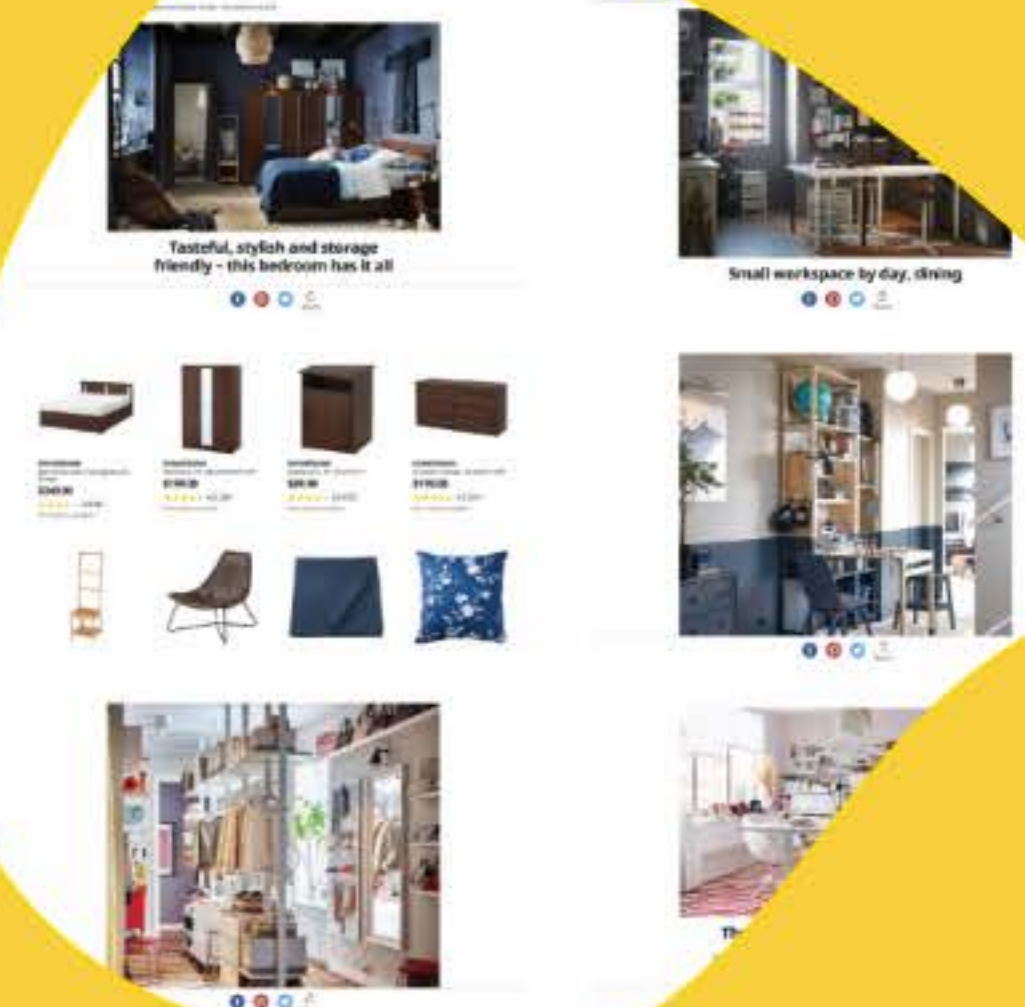
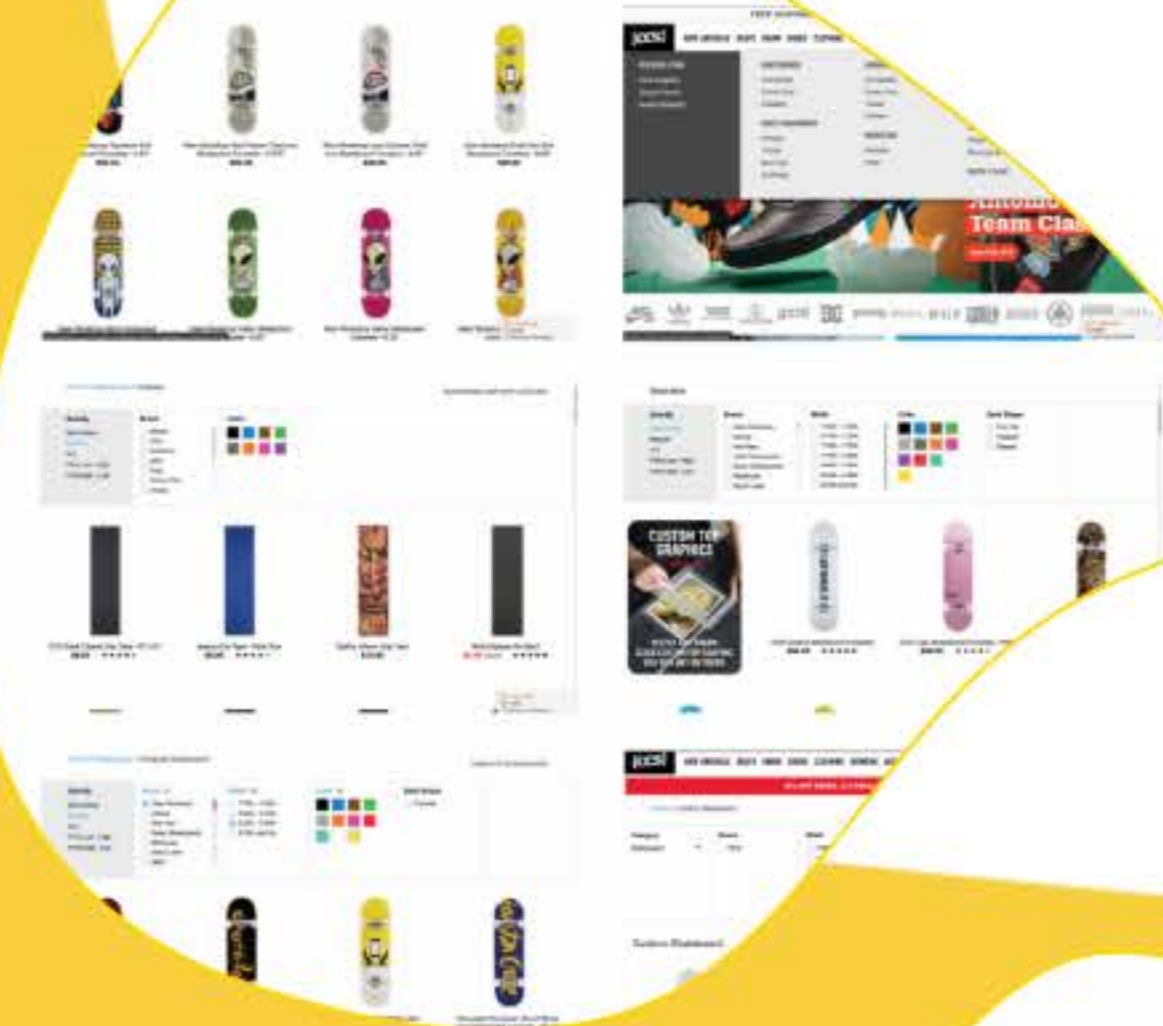
Reflection

The stakeholder interview set the stage for the project and provided tons of inspiration and insight as to what they're looking for in our collaboration. I leaned better who Red Bull was as a brand and about the engagement they have around the world.

David Grau



Secondary Research



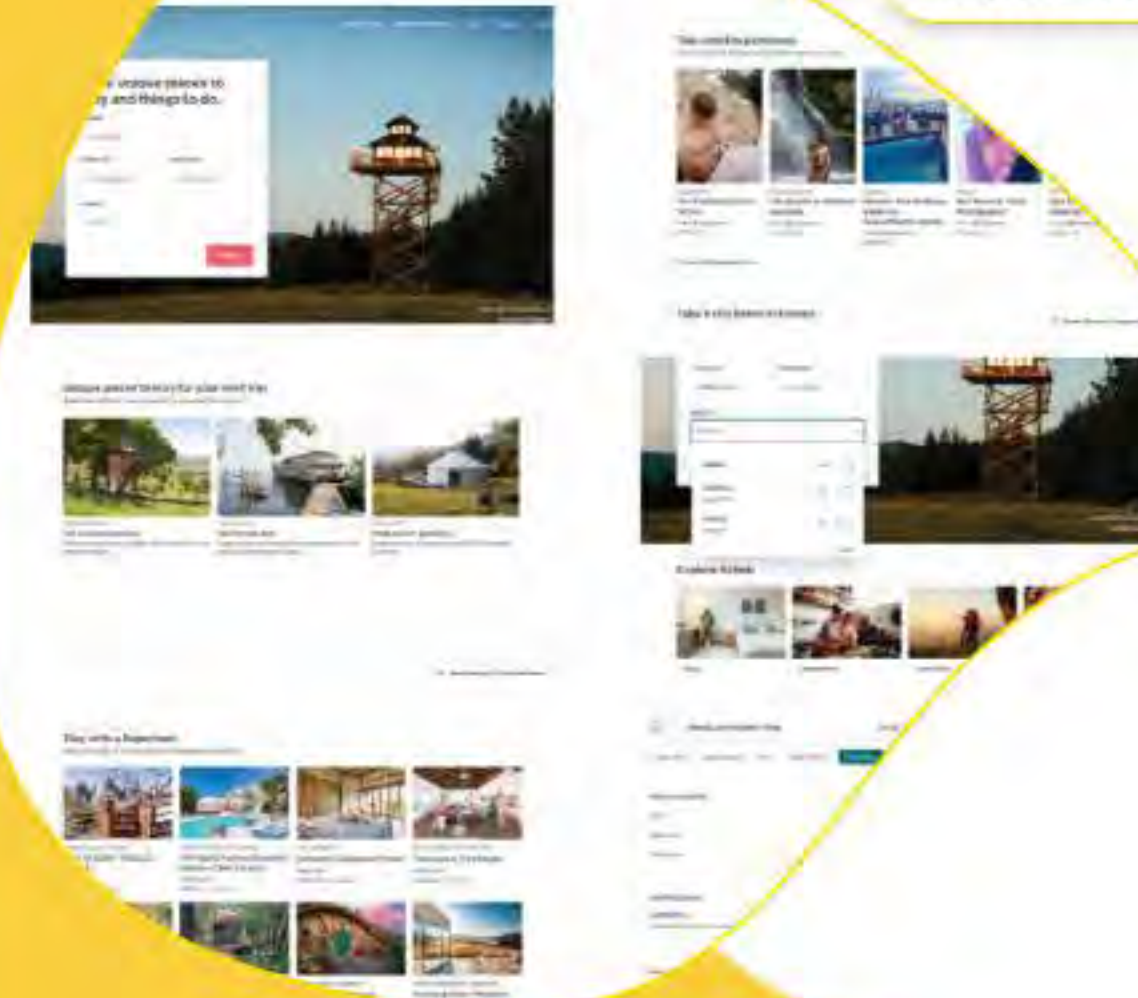
Secondary Research | Personalization

During the design brief/stakeholder interview personalization was one of the topics of discussion. The Red Bull team shared their interest in providing users a personalized and engaging experience. To get a better sense of what it means to be afforded personalization I looked to well known brands to study what personalization looks like from a service and product point of view. I notice a number of trends during my study but in short the affordance makes for a more inclusive and intimate experience I'm sure user/buyers appreciate.

Reflection

Being I was the person experiencing personalization for each of these case studies I'll speak from my point of view. I learned that life is not a one size fit all and I personally couldn't imagine a world without choice. Giving me and I assume others the liberty to make something our very own shows consideration and inclusivity.

AirBnB



Porsche



Gunner Kennels

Specialized Bikes



Competitive Analysis



Competitive Analysis | Marketplace

In terms of revenue Red Bull falls behind Monster despite being establish years before Monsters Presence in the market.

Reflection

Upon completing the market competitive analysis I discover that Red Bull is a leader when it come to partnerships. Among its competitors Red Bull energy drinks cost the most and all competition seems to be targeting the same age demographic. Red Bull has plenty of opportunity to set itself apart given their presence in tech, media, and merchandise.



	Red Bull	Rockstar	Monster	5 Hour Energy
Tag Line	"Red Bull gives you wings"	"Party Like A Rockstar"	"Unleash The Beast"	"Hours and Hours of
Price	\$1.99 - \$4.69	\$1.99	\$1.99	\$2.48
Year Established	1967	2001	2002	2004
Products	- Energy Drinks - Appeal - Media - Production Events	-Energy Drinks	Energy Drinks	Energy Drinks
Founder	Dietrich Mateschitz	Russel Weiter	Rodney Sacks	Monoj Bhargava
Partnerships	- X Games - Erwin Hotel - Puma - Adidas	Harley Davidson	Speedway Grand Prix	-
Target Audience	Ages 18 - 35	Ages 18 - 25	Ages 18 - 34	Ages 18 - 34
New Worth	\$19.5 B	\$680 M	\$29.9 B	\$4 B

Competitive Analysis | Feature

The company's features are on par with other in the industry.

Reflection

Red Bull seems to be competitive among its competition and has nearly every feature they do. The one area Red Bull is falling short in is user content. I'm aware Red Bull has a quality concern around user generated content but perhaps there's a way to work around that.

	 Red Bull TV	 YouTube	 ESPN	 Twitch
App	Yes	Yes	Yes	Yes
Website	Yes	Yes	Yes	Yes
Streaming	Yes	Yes	Yes	Yes
User Content	No	Yes	No	Yes
VR	Yes	Yes	Yes	Yes
Social Media	Yes	Yes	Yes	Yes
Events	Yes	Yes	Yes	Yes
AR	Yes	Yes	Yes	Yes

Heuristic Evaluation



Heuristic Evaluation

The app has high quality award winning content but there's room for improvement in terms of UI and features.

Reflection

After conducting a heuristic evaluation I feel that overall Red Bull is heading in the right direction, but there's plenty room for improvement. The biggest suggestion would be for the design team to bring more excitement to the design and layout to reflect the people and lifestyle they foster.

Homepage



Navigation



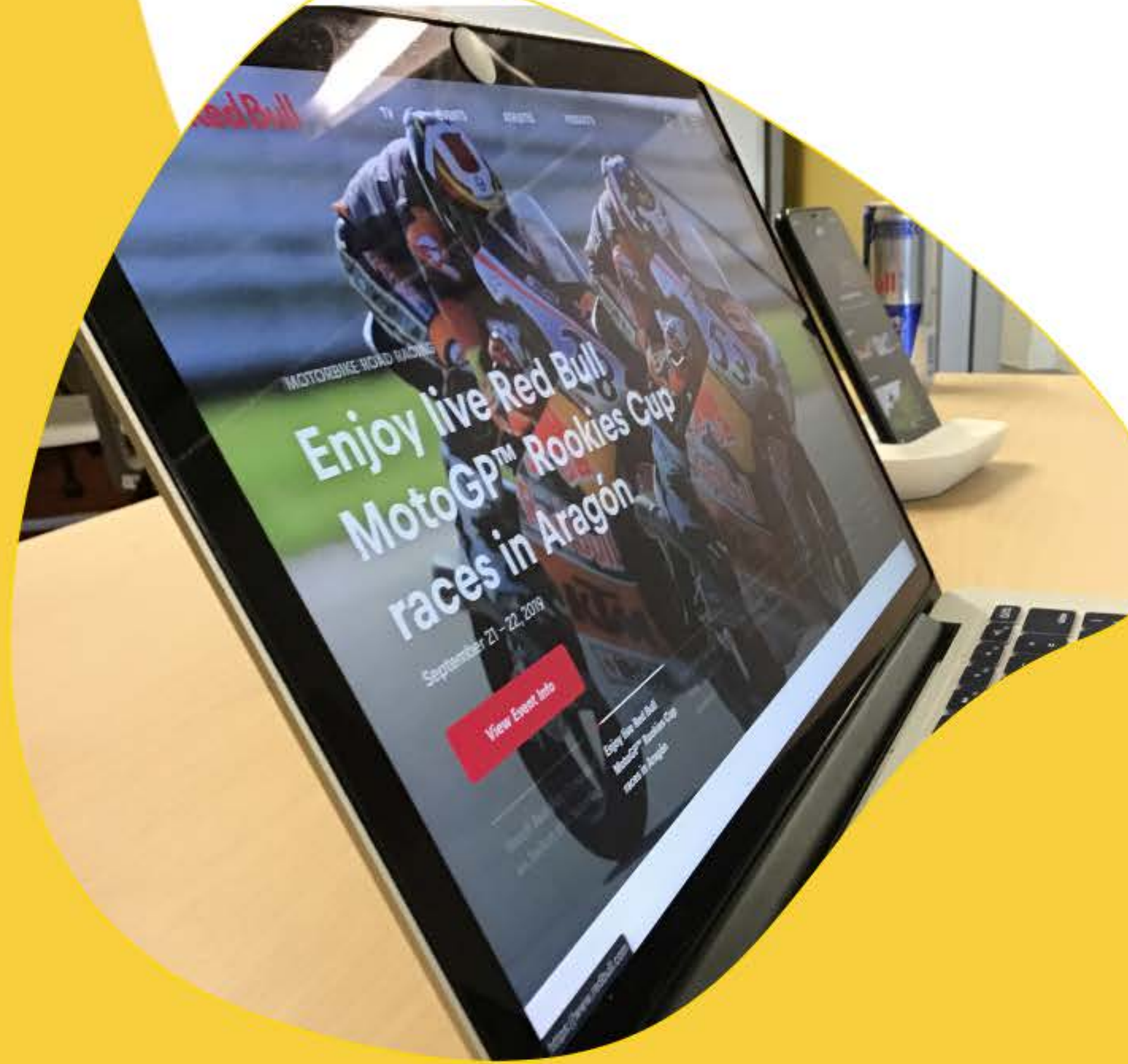
Visual Design



Accessibility



User Research



User Interview | Dian

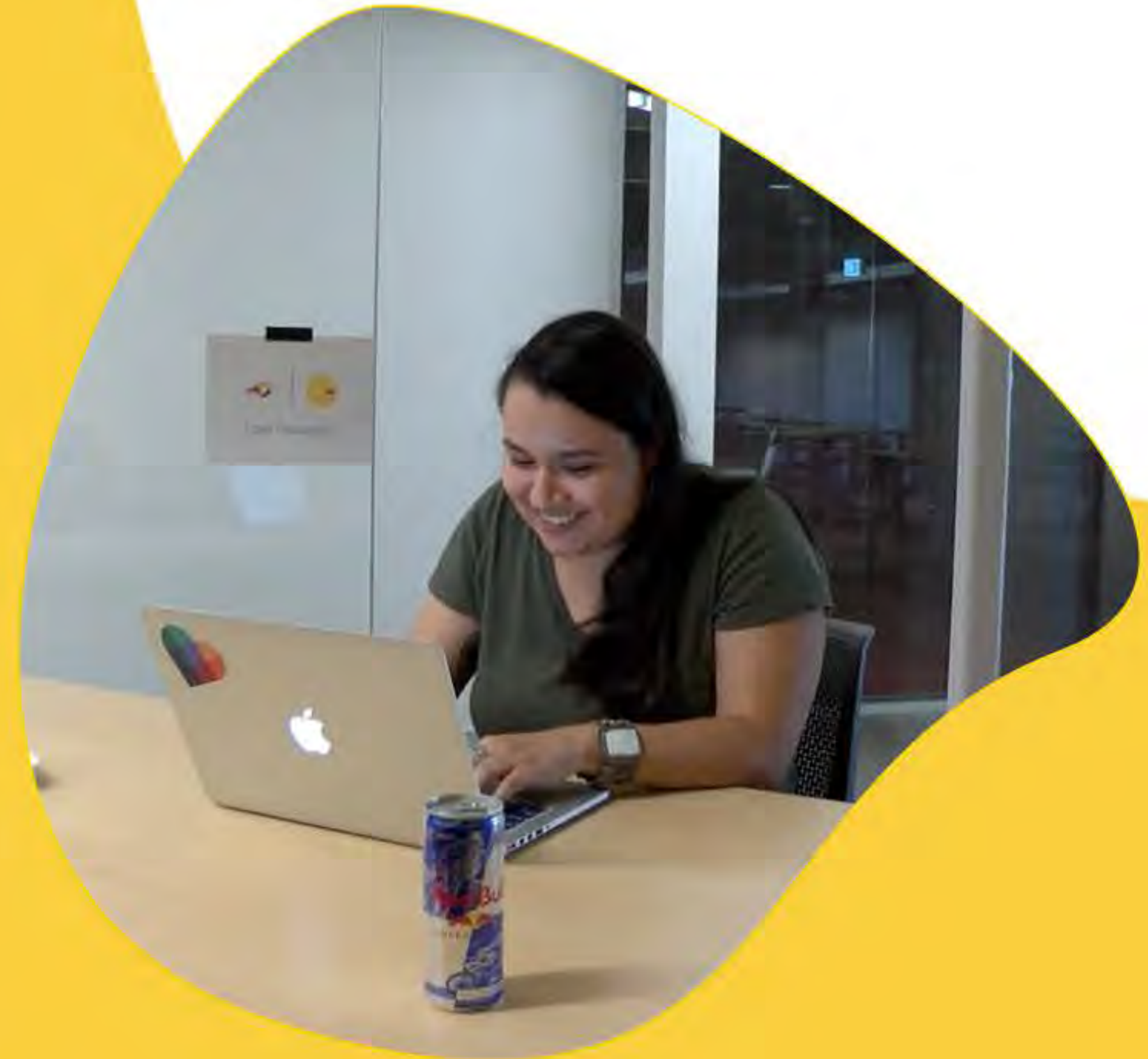
"If I'm cutting corners getting to the task quickly then I feel good, like yes your organized."

"I think being exposed to cultures helps me pick up on how others see things."

"If I see something visually appealing I'll look into why I'm attracted."

Reflection

I leaned from this interview that when people find it hard to do something and it takes them longer than they feel it should take, they assume something is wrong with them and become insecure.



User Interview | Ami

"I don't really check for festivals, events, and competitions or watch chase this type of fun because I don't know how to."

"I used my Apple TV to watch Red Bull TV because I want to watch TV TV if that makes any sense."

"I actually check Red Bull TV a couple of times in the past two months, but I had some issues with the interface and couldn't watch what I wanted to watch at the time. After that I didn't try anymore."

Reflection

I learned from this interview that there're people who want to be involved in the sports world and community but don't know where to start.



User Interview | Ian

"Usually I'm watching content through YouTube in order to learn something or watching highlights for something I missed."

"When watching content I often think about my eyes, it's like I'm staring a screen all day."

"If I could add anything to this platform it would be a better way to navigate the content, something better than popularity and more relevant."

Reflection

I learned from this interview that one of the biggest issues people have with apps and something that influences disengagement are ads, particularly repeated ones. This thing that stood out to me the most was the bit about a better way to navigate content, this is definitely something I want to explore later on in the define/design stage.



Qualitative Research

When conducting qualitative research I made the choice to split each interview into two parts. The first part consisted of all question the second part a task oriented participatory exercise using the Red Bull desktop, mobile or tablet app. I was interested in discovering what users chose and why.

Reflection

I felt at ease having a game plan and using a script, though from time to time I would go off script to capture the essence of the interviewees conversation.

Interview Guide

[illegible]

Interview Room



Documentation



Consent Forms



Quantitative Research

In order not to design based off assumptions of user behaviors I developed a quantitative survey. After coming up with qualitative questions informed by a cognitive psychologist designed a space and experience make users comfortable sharing their time participating in the survey.

Reflection

After conducting quantitative research I was better able to understand user behaviors and also uncovered a few correlation within the data. Just as I suspected, most users came over to the space interested in the setup and stayed for the rewards. Offering a user something in exchange for their time increases the likelihood of them doing the thing being asked of them.

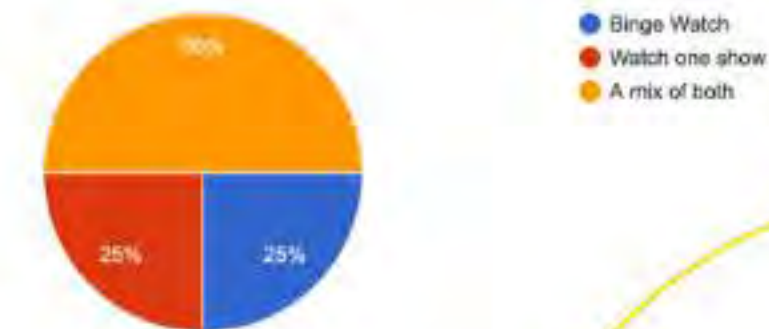


Quantitative Research | Results

The data shows that when people go to look for something online they're likely looking for something new to watch. The way they watch this content is split with 50% of people watching media both on their smartphone or laptop and the other half either or. Lastly most people watch about 2-3hr of content a day.

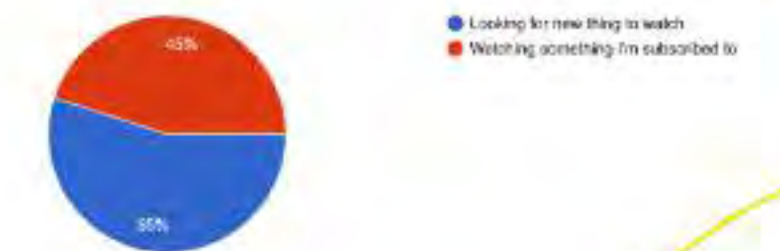
When watching shows online I'm likely to?

20 responses



When visiting sites like YouTube, what do you likely find yourself doing?

20 responses

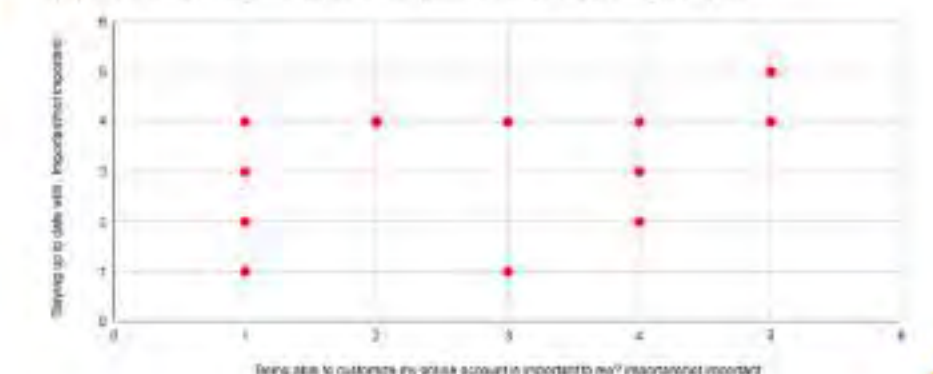


How much time a day do you find yourself watching shows online?

20 responses



Saying up to date with shows that I like is important to me? important/not important % Being able to customize my online account is important to me? important/not important



Field Research



Field Research | Red Bull 3X

Red Bull 3X is a basketball tournament in 20 + cities across the United State. The event is a partnership between Red Bull and USA Basketball. On September 28th 2019 Red Bull held the event in Venice Beach Ca. The perfect chance to experience the Red Bull brand.



Field Research | Halfcourt Experience

The Halfcourt Hotel, an experiential takeover of the Venice Beach's Hotel Erwin built on the idea that courts are just the string point."

Reflection

The Red Bull Brand is well versed in putting on events and designing experiences. The 3X event was nothing short of thrilling, however as on goer I found myself lost a bit. Initially I knew nothing about the extended experiences such as the Halfcourt Hotel and gallery, I just so happen to stumble across them. There's room for Red Bull to better engage and orientate it's attendees to these wonderful event additions.

3X Event



Halfcourt Hotel



Gallery Space



Hotel Reception



Persona Creation



Personal | Maudie Smith

In order to create this persona I pulled from all three interviews. I however was inspired greatly by one in particular and will move forward with this one in mind, it has something to do with "I don't know how". I once heard that "We do a ton of research in hopes of that one insight" it's safe to say I got mine.



Expert Interview



"Keeping users engaged with fresh content and features is key."

- Parker Henderson

Parker Henderson



"You're designing a world, not just a screen interface."

- Parker Henderson

"Onboarding is a critical part of all apps."

- Parker Henderson

Expert Interview

I chose to interview Parker as my domain expert because at the time I had general question and an interest in including a AR component to my prototype solution.

Reflection

I leaned that huge responsibility designing for users and there are many things to consider. I also learned that AR is still for the most part in its development stage and there's bound to be error so make it comfortable for the user to fail.



Concept Poster



Problem Statment

How might we provide and in for those wanting to be involved in the snowboard community.

Key StakeHolders

The key stakeholders are people involved in the extreme sports community and the Red Bull Media House.

Big Idea

The creation of community to facilitate user growth and connection.

Why Might This Fail

If this app were to fail it would be due to low sign-ups, poor execution or no perceived value from users.

How Will I Measure Success

- People learning and engaging with one another
- User screen time
- Sign up rates

How Can I Prototype and Test

I can use a number of methods to create a prototype and test. For this project I decided to create wireframes using and hi-fi prototypes using Adobe XD. The reason for this was that I wanted to become more organized, quicker, and familiar with the program. I also wanted to sharpen my skill designing to platform standard. After creating prototype I planed to user test via my laptop or iPhone Xr.

Key Milestones

- Ideate
- Information Architecture
- Lo-Fi Prototype
- Test
- Mid-Hi-Fi Prototype
- Test
- Deliver Deadline Prototype

Reflection

In creating a concept poster and sharing my idea direction with others I learned that information receivers need certain details like statistics, a full description of the target users and their issue, as well as 1:1 connection to what features in the app connects to that issue. I plan to use this information when creating a pitch.



Pitch



Creating The Pitch

Leveraging listener attention techniques learned in cognitive psychology I put together a pitch. I incorporated storytelling, participatory activities and humor to grasp the attention of my audience and hold it.

Reflection

After pitching a few times I discovered that others seen me as a powerful engaging speaker. The critique I received was that reading from a paper broke this engagement and that I could benefit for memorizing my speech and moving with the audience.

Imagine taking your first steps into joining a new community, for example... the **skateboarding** community, **Surfer**, **Rock climbing**, or which ever active community that is for you.

I invite you to take a second to think about it...

Now ask yourself this.. **Where do you begin**, **Where you do go**, Just how do I find others to **Do**, **learn** and **grow** with.

Wouldn't it be great if you could find these **people**, **places**, and related events in one place.
How about **pro connections** and award winning **content** to learn and be inspired from.

This line of questioning came to me from an **insight uncovered** during quote on the Red Bull TV app.

Julie, a 27 year old Los Angeles resident **how impor**

...ite important to me

Prototyping



Prototype Wireframes

To get the ball rolling I made a few wireframes based off my concept poster. The idea here was to figure out the main screens and design around them, for example make the home feed designed with a user's mental model in mind. From here I sought out to innovate and set this app apart from other social media apps on the market. After a few rounds of studying what makes apps like Instagram, Twitter, and Google Calendar so attractive and addictive I moved from wireframes to higher fidelity Prototyping.

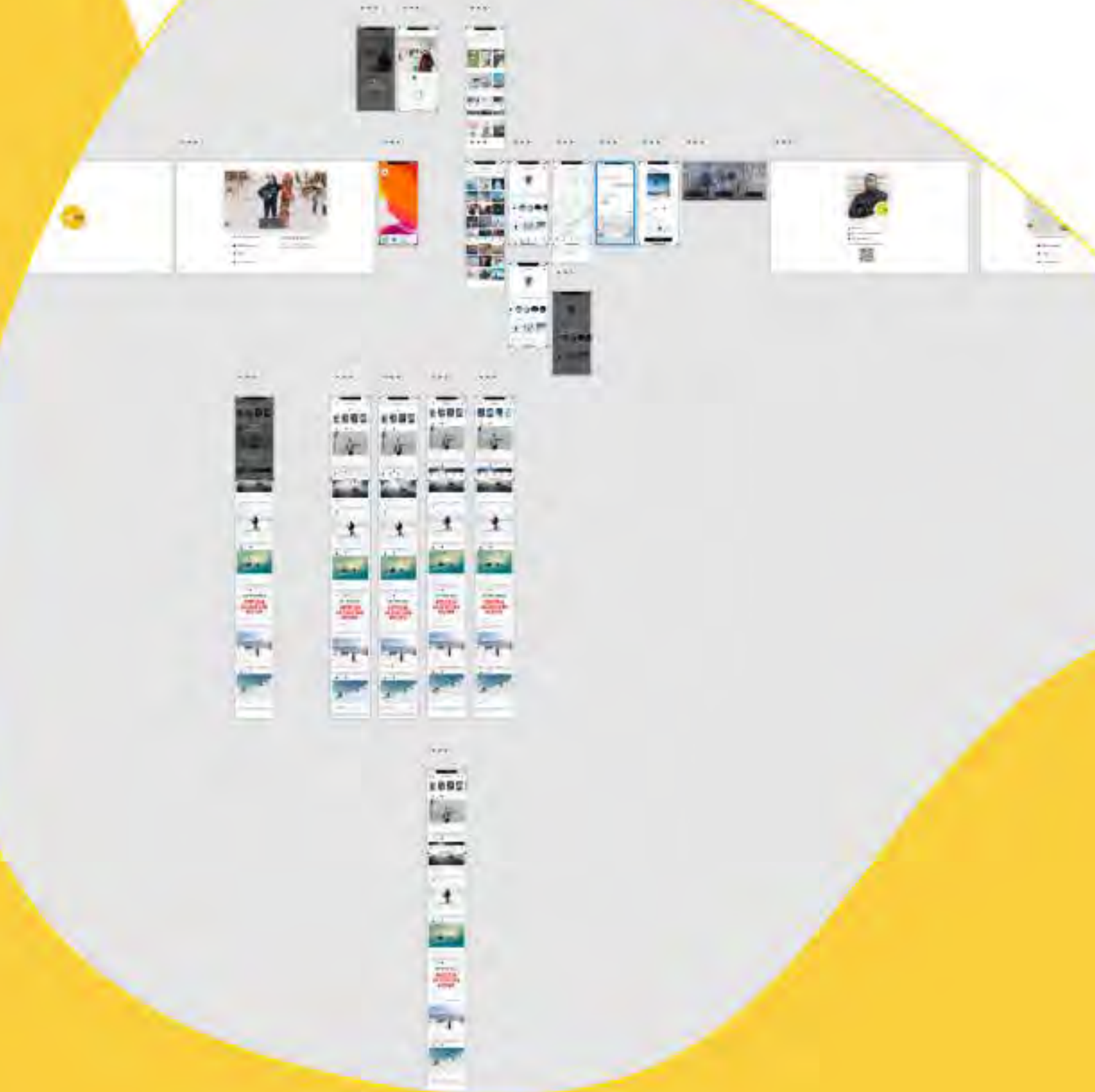


Prototype Creation

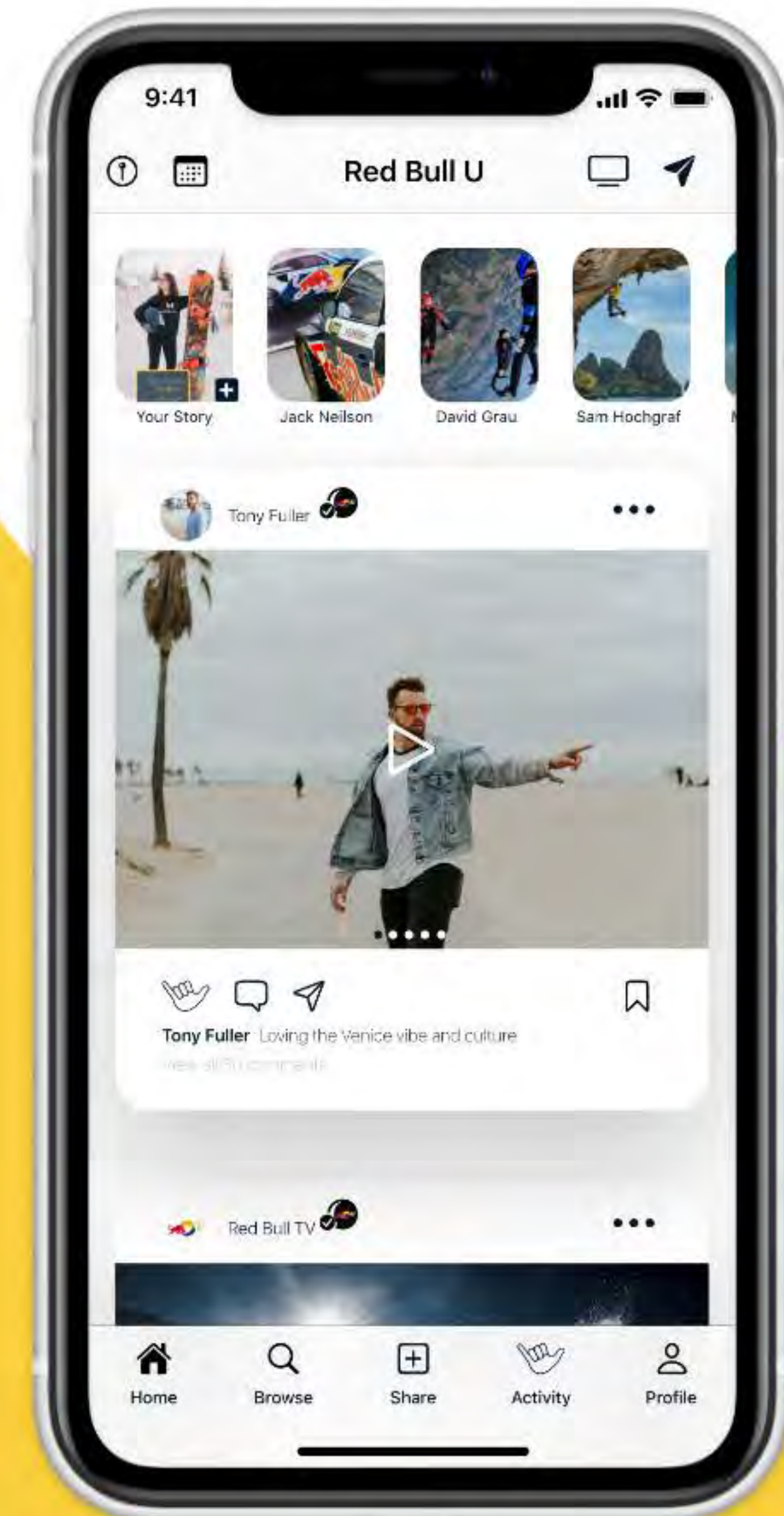
In creating my prototype I got really into using Adobe XD and was able to make mid-Hi-fi prototypes as fast as I make wireframes. This works to my favor and experience in that the more detail you give users the better feedback you can potentially receive. After completing all the screens needed I wired them up for show/testing and called it Red Bull U (Universe).

Reflection

By this point mentally and emotionally It really sunk in that I thoroughly enjoy everything about the UX process from start to finish. At the same time I began to think about how I could take things a step further with production of my deliverables so later that week I linked up with two photo-journalist step up my story telling techniques. I also tapped in with the media department and studied great host like Oprah to improve my video skills and interview skills for future interviews and field studies.



Red Bull U



Stakeholder Pitch | Round 1

I pitched my first round prototype to Red Bull Stakeholders in order to get feedback on where or not I was headed the the right direction. I ran attendees through the flow of a user creating and posting a spot to her timeline and public feed. From there I demonstrated way to discover spots and Red Bull content. I finished the pitch by navigating the user to her profile page where both her saved spots and Red Bull invitation existed.

Reflection

I learned after pitching my app to stakeholders that I should boil down my idea and focus on the spots feature as it sparked interest for potential deployment. Back to the drawing board. I plan to think about all the way this feature could work out.



Research Plan



Research Discovery Goals

- Potential flaw discovery
- Patterns discovery
- Concept validation
- Users feature comprehension
- Unforeseen wants
- Areas of high interest for MVP
- Response to Shaka icon
- Overall if the app is useful, usable, and delightful and if not how can I achieve that

User Requirements

I need five to eight participants that meet the following criteria:

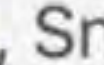
- Female or male
- Into snowboarding, surfing, bmx or skateboarding
- In between the age of eighteen and thirty
- Live in the Los Angeles area
- Own a smartphone
- Familiarity with social apps like Instagram, Twitter, and YouTube

Sports |

Target Demographic 

Gender | Female

Age Range | 18 - 35

Sport | Any (Ex. Skateboarding  , Snowboarding  , Surfing  , Mountain Biking  , Rock Climbing  , Free Diving  , Etc.

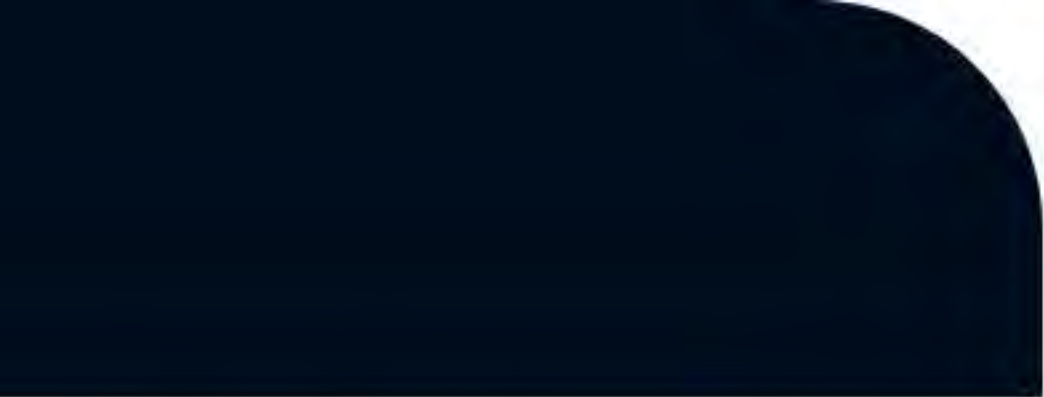
Location | Los Angeles

Duration | 15 - 20 mins

Testing Days | Today - Sunday (Nov 24)

Testing Hours | 10:30am - 9pm

Compensation/Reward | \$10 St



My Testing Approach

Usability Tests

Have three participants from my target demographic (the user) carry out a task as I unobtrusively observe while take notes. If time allows I will also conduct remote usability tests in order to compare data recorded outside an artificial environment.

Cognitive Walkthrough

Have three of my fellow UX Designers conduct a usability test (perform a series of task) while asking and answering a series of questions from the user's point of view.

Qualitative Interviews

Have Three participants from my target demographic (the user) answer a series of questions to gain a better understanding of their perspectives, wants and unique needs.



Research Schedule

Oct 31 | Recruitment Begins

SMC Campus
Social Media
Skateparks
Blogs

Nov 4 | Requirement Ends

Nov 4 | Research Begins

Card Sorting
Cognitive Walkthrough
Expert Review
Usability Test Run
Qualitative Interview

Nov 11 | Research Ends

Nov 18 | Analysis + Iterations

Nov 25 | Last Research Session

Nov 25 | Revisions

Dec 9 | Presentation (Final)

Dec 12 | Retro

Interview Guide

I created an Interview guide to aid with testing the Red Bull U app. This go around I kept the question to a minimum and instead focused heavily on having users follow task while sharing their thought and emotions.

to better understand what you think. We want to discover/uncover new ways to resonate with you. This is a safe space. During our interview feel free you share whatever you want. It is more than welcome to take a break at any time. What we talk about in this interview is kept strictly confidential and will be used for research and insight discovery purposes only so that you know there are no right or wrong answers. Is it alright with you if we record this interview? Thank you; let's begin with a few Screener questions.

Screening For Interview

Are you between the ages of 18 and 35 years old?
Do you own a smartphone?
Are you familiar with the company Red Bull?
What sports do you participate in?

High-Level Questions

Is there anything particular thing you like or dislike about This?
If you could change anything about this platform what would it be?
If there's anything you could add what would it be?
Have you heard of or used the Red Bull TV app?
What do you think this app is about?

Task Exercise

Task #1:
Can you please open to the Red Bull U app. Take a sec to look around and let me know how you feel you're finished.

Task #2:
Read these three sections and let me know when you're done. What dose 1, 2, and 3 mean?

Task #3:
Now can you navigate to the spots section. How did you know where this was? What do you think you can do here? Is there anything you wish were here not not?

Task #4:
Can you navigate to the browse section. Take a second to look around. Tell me what you think about this section. Is there anything you see that might be different? Can you open this section? What do you think you can do here? What do you like, dislike, want, and don't want to see here?

Task #5:
Can you navigate to the profile page. Take a second to look around. Now let me know what you think. What are your thoughts.

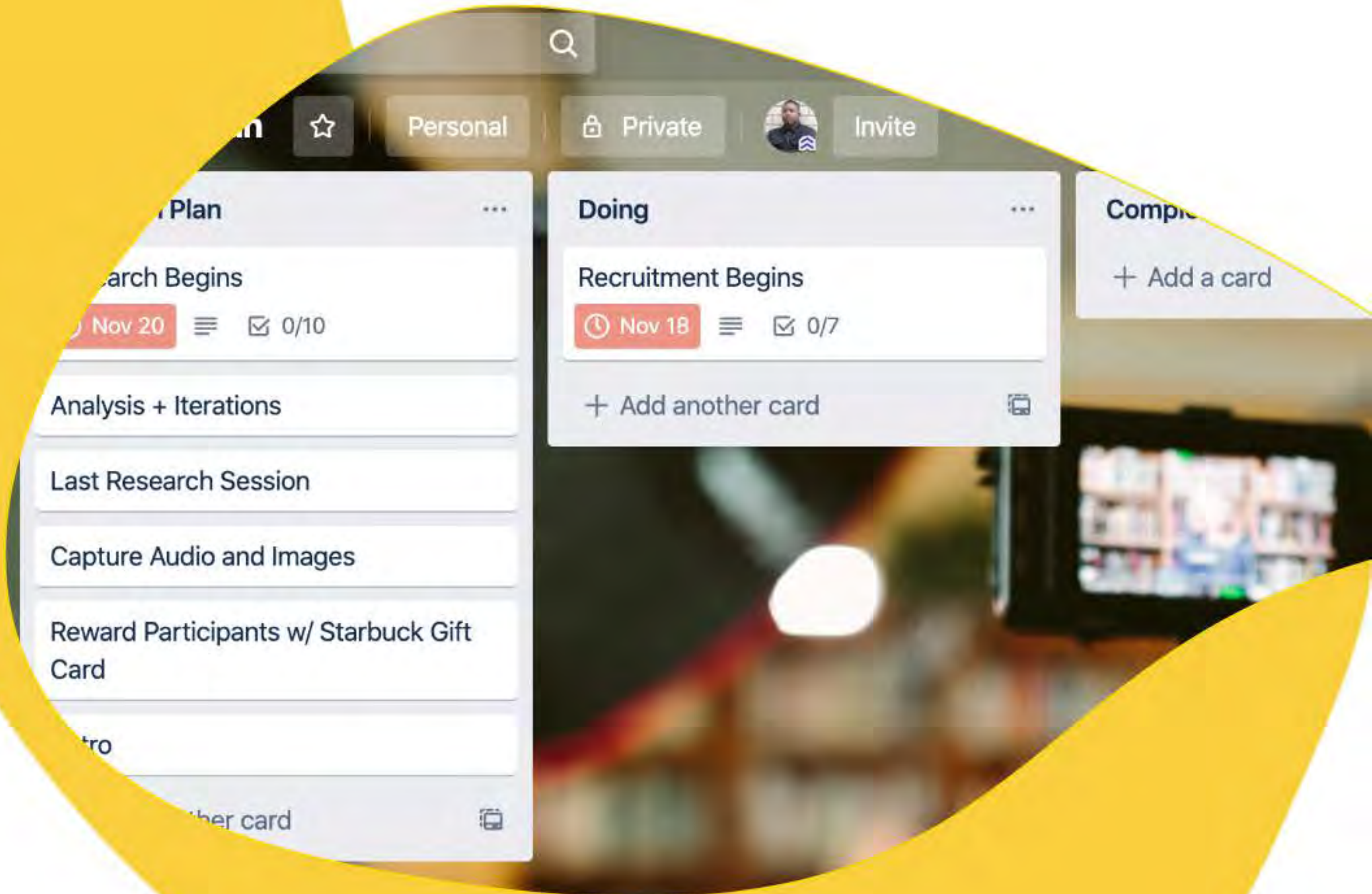
Pages from this

Project Management

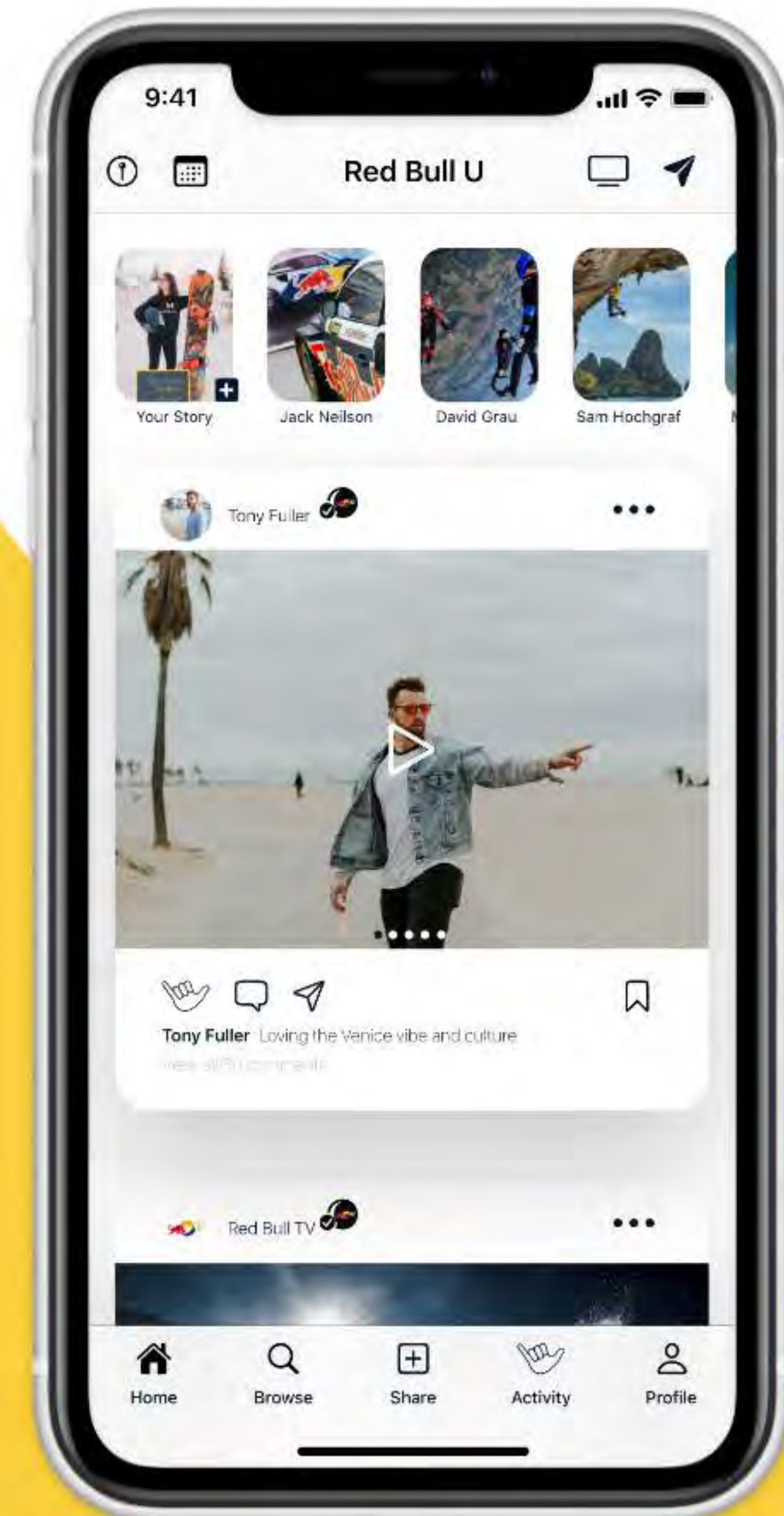


Project Management Tool

I used Trello to manage my workflow, it allowed me to keep track of my progress and that it did. The great thing about Trello is that it allows you to add list inside list, dates, and allows for interface customization.



User Testing



User Testing | Taiga

"I like this, it would be cool if I could see the tide level for surf spots as well as if there's any available parking."

"I'd like to know if there's any nearby shops for gear if I were to go to a snowboard spot with friends, I wouldn't want to get there and let them down."

"Is there a specific page for spots and can you look into more photo's and video to get an idea about what the spot is like."

Reflection

The first available participant for testing was Taiga. I introduced myself and let him know how long the test was expected to take and that we would running through a series of task. I requested that he think out loud and assured him that there was no right or wrong response. I learned from Taiga that the aesthetic was attractive and that the layout was familiar. The spots and calendar icon stood out to him and made him curious as to what they were. When looking into the spots feature he quickly understood the use case and began to become imaginative sharing his thoughts and what he would love to also see when using said feature.



User Testing | Aaron

"The Shaka is very fitting for this kind of app and audience."

"This allows you to see from your device how big the world is and not just the potential but the experiences to be had."

"I could use this to find nearby people with common interest."

"I don't know if I would use the word approval in regard to throwing a Shaka at a post, I get what you mean but this might be off putting to some."

Reflection

I learned a lot from this interview/test. I learned that language is very important and the possibilities I imagined this app to have is also seen by others. Some key takeaways from this session is that I could give more attention to the copy and intention of the app from a business perspective. Overall I would say this was one of the most insightful sessions I conducted during this round of user testing.



User Test | Katie

"You need to be motivated by others."

"It reminds me of instagram so already I know what I'm doing on the app"

"Can I choose what spots I share and keep private."

Reflection

This user test taught me more about the importance of community and what happens within them. I also learned that people are willing to share cool places but there's somethings they would like to keep private. This person also mentioned an interest in reading notes about spots collected and more emphasis on spots. The example given was a map for immediate spot recognition to do things that same day.

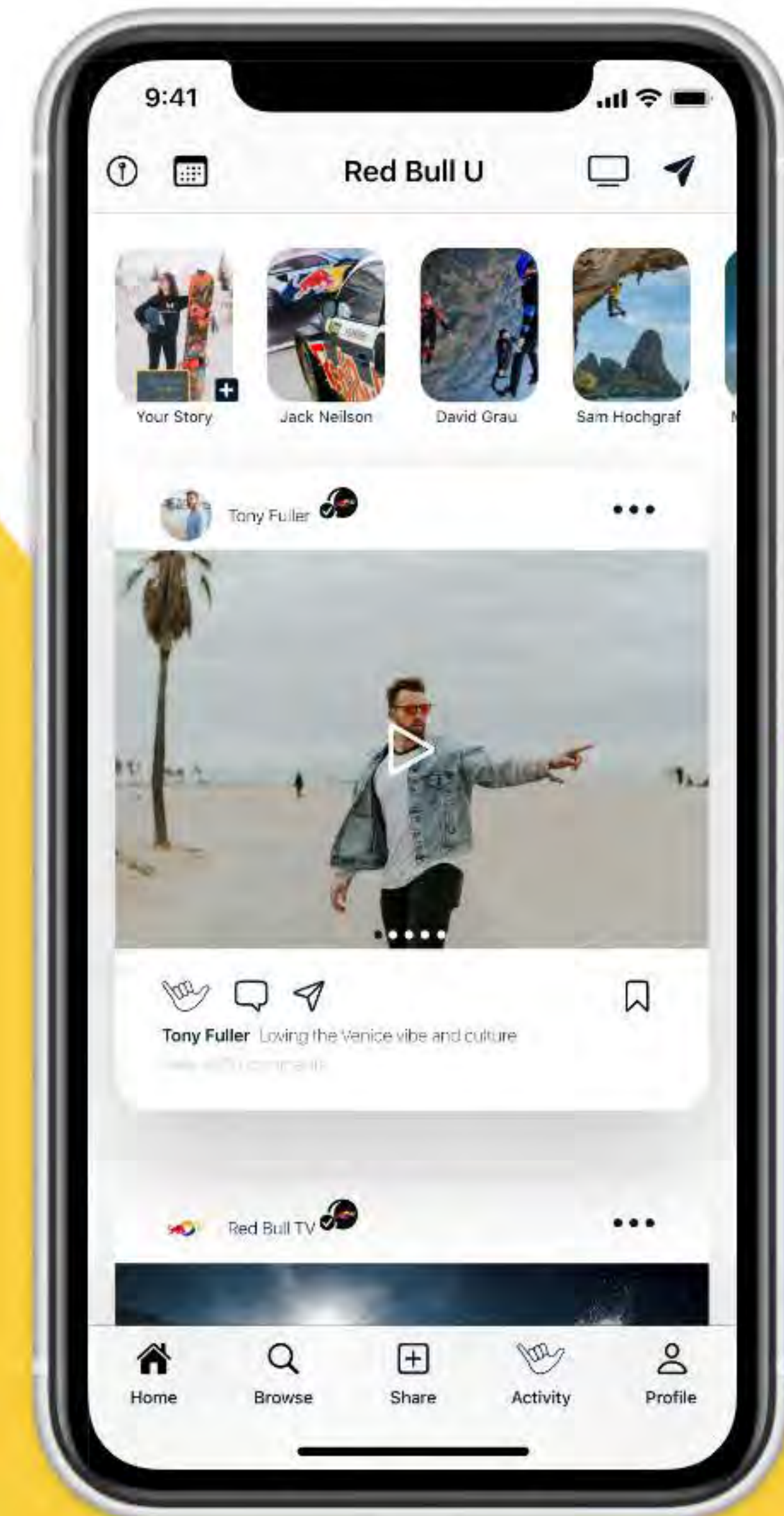


Results Analysis



Results Analysis

Overall I learn a great deal on how I can improve the app in term of functionality and preferences like privacy. Each participant brought a unique perspective and meaningful insights. The biggest insight was about emphasizing spots and making it readily available versus having to go to peoples profiles to see them. I will use most of this information when developing the next version of the prototype.



Research Summary + Insights

This project has taught me a lot about the inner working of the UX profession as well as about people and the multitude of perspective. My biggest takeaway from this experience is that its extremely beneficial and meaningful to co-create with your target demographic to ensure you're on the same page and providing a meaningful product that meets their expectations or perhaps exceed them. Moving forward I plan to continue to improve my skillset to ensure that the products and features I introduce to the world have not only impact but extreme value.



Prototype Description

Spots is a location based social media app that provides a way for the extreme sports and other enthusiasts to connect with Red Bull & each other. They can share spots, events, videos, edits and images as well as communicate with one another.



Contribution To Insights

"Users want to be more involved in the extreme sports community but don't know how, when, or where to be."

"When users are unable to effectively organize their content they feel slow, insecure and frustrated."

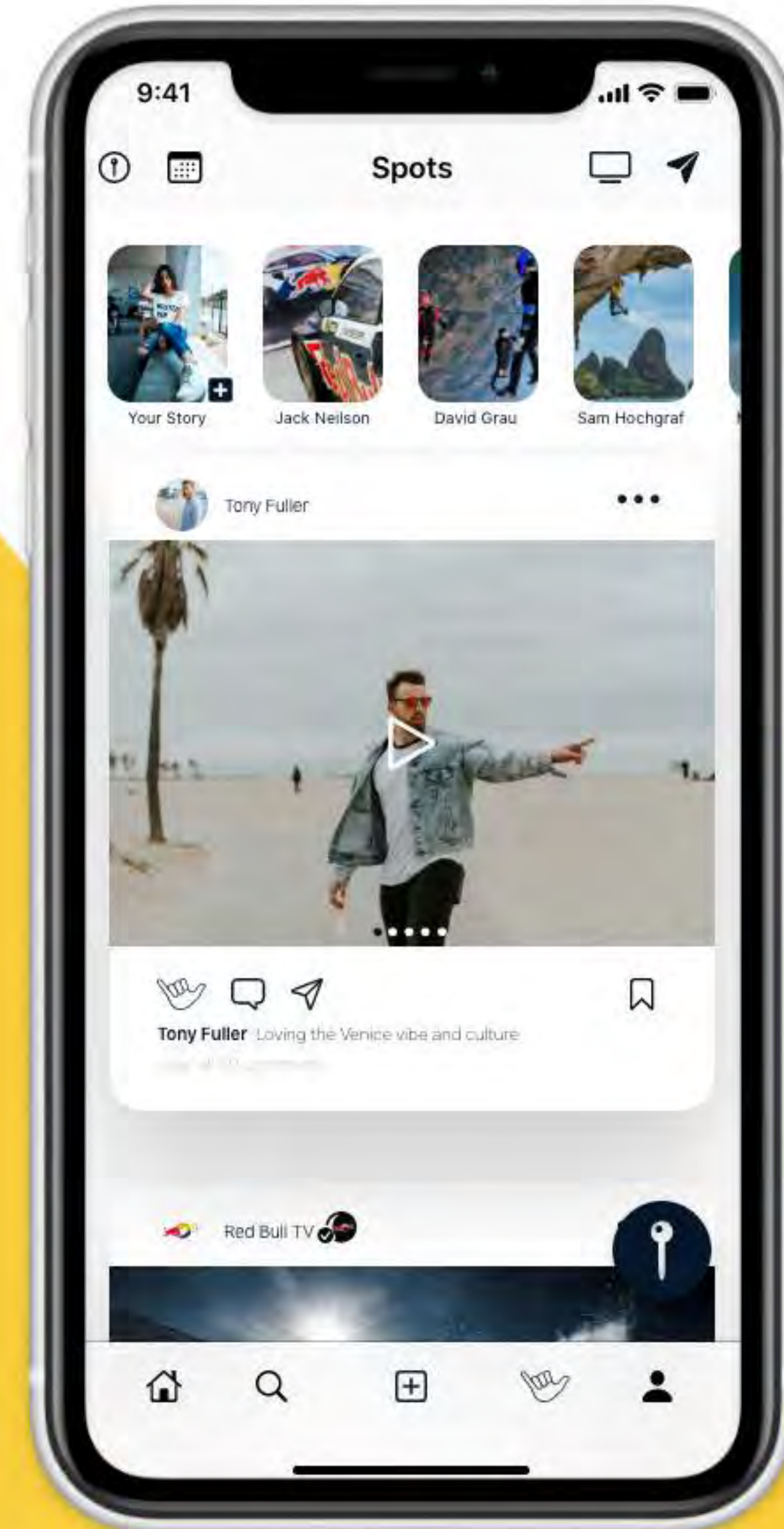


Roy Allen

smcixd



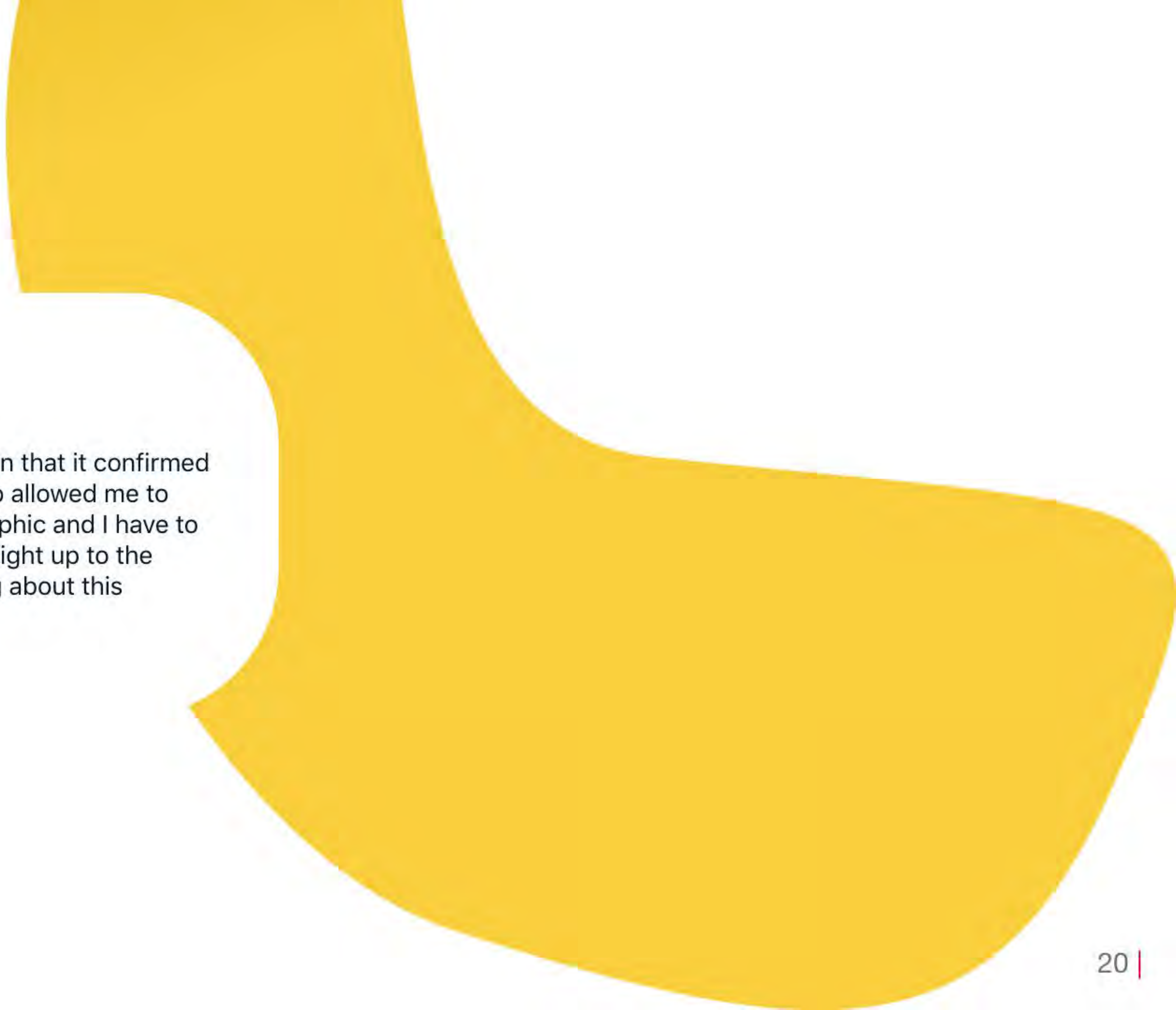
Spots



Final Presentation

For the final presentation I rewrote my pitch and renamed the app Spots. This go around I centered everything around the spots and ran the stakeholder through the journey of a girl that is new to and wanting to be more involved in the skateboard community. I was sure to include the role they played in the app experience. After the pitch I opened the floor for any questions or concerns and to my surprise there were none so I went on to mention that I had a fully functioning prototype and that there was more where that came from. Overall the pitch was a good experience.





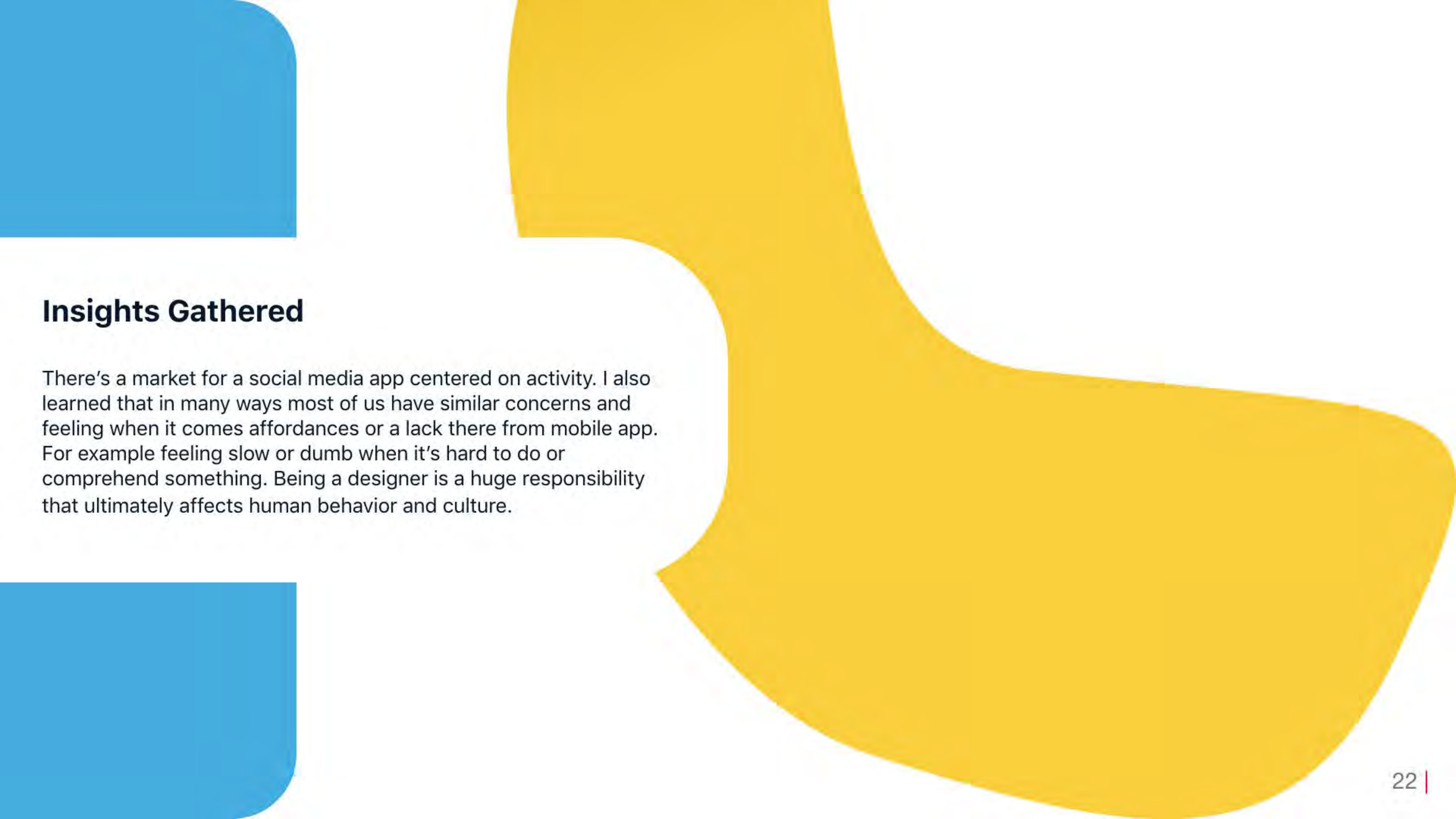
Research to Prototype

The research impacted my prototype completely in that it confirmed my assumptions and presented fresh ideas. It also allowed me to form an emotional connection my target demographic and I have to save I brought me a lot of joy seeing people eyes light up to the possibilities. All and all I wouldn't change anything about this experience.

Big Idea

The big ideas is to create a global community enabling people to find places, people and content to not only inspire them, but helps them do what it is they love with others.



The slide features a large, abstract yellow shape on the right side, resembling a stylized 'L' or a thick brushstroke. On the left side, there are two blue shapes: a rounded rectangle at the top and a square at the bottom, both with rounded corners.

Insights Gathered

There's a market for a social media app centered on activity. I also learned that in many ways most of us have similar concerns and feeling when it comes affordances or a lack there from mobile app. For example feeling slow or dumb when it's hard to do or comprehend something. Being a designer is a huge responsibility that ultimately affects human behavior and culture.

Prototype Deployment

The Ideas and recommendations presented in this case study helps in Red Bull mission to growth and expand audience awareness and engagement. The awareness come in how they interact with users like through post, professional athlete contact or personal messages. The growth, at least how I imagine it come indirectly from providing value for its users on a basic human level and that is human connection or belonging.

In order to deploy this app I see it taking a team of five designers and eight engineers. It should take about six months to one year to get a MVP on the market in order to begin generating some buzz.