Design Challenge:

Create new and engaging connections with young consumers, more often in a mobile-native experience with Red Bull's current and new touchpoints.

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Interaction Design

Student - S.M.C

Senior Project

Fall 2019

RESEARCH PHASE

Stakeholder Interview (1/3)

Questions

1. What two features have been recently the most unsuccessful? What made them unsuccessful?
2. What visual aspects do your identified demographic, 18-34 year olds, utilize the most for profile customization? (examples: jpeg upload, video upload, gif upload and/or creation)
3. What is the most important thing you dont want from this new design?
4. What type of social media engagement is most desired with Redbull TV?
5. What other platforms have inspired Redbull TV directly?
6. What new engagement are you most excited to explore through social media?
7. What features are you looking to phase out from the Redbull TV app?
8. What portion of your fans gained on Facebook were outside the initial demographic target?
9. Are there new, less defined high energy life-style activities that you would like to incorporate? (example: parqur)
10. Are you open to new features that offer user content creation to help promote events for greater engagement?

Stakeholder Interview (2/3)

Summary

During the interview David expressed a desire to inspire others on the Red Bull platform in a variety of different ways. Because Red Bull has such a diverse and wide-range demographic audience, David emphasized types of designs that would be universally used across age groups and interests. He also implored a need of geo-locating events for Red Bull TV users.

I also learned a lot about what David does not want, or is not exactly exploring for the redesign. Red Bull TV is very much controlled by Red Bull and does not have an open platform for its users to upload their own content. This is due because Red Bull has a certain level of professionalism that they want their videos to display. This is one of the trickiest parts of the redesign, mostly because with increase user engagement goes hand in hand with increased user access. It will be an incredible challenge to increase user interaction without giving users more control.

Stakeholder Interview (3/3)

Quotes

“Giving wings to people and ideas.” **David Grau**

“Versatility!” **Sam Hochgraf**

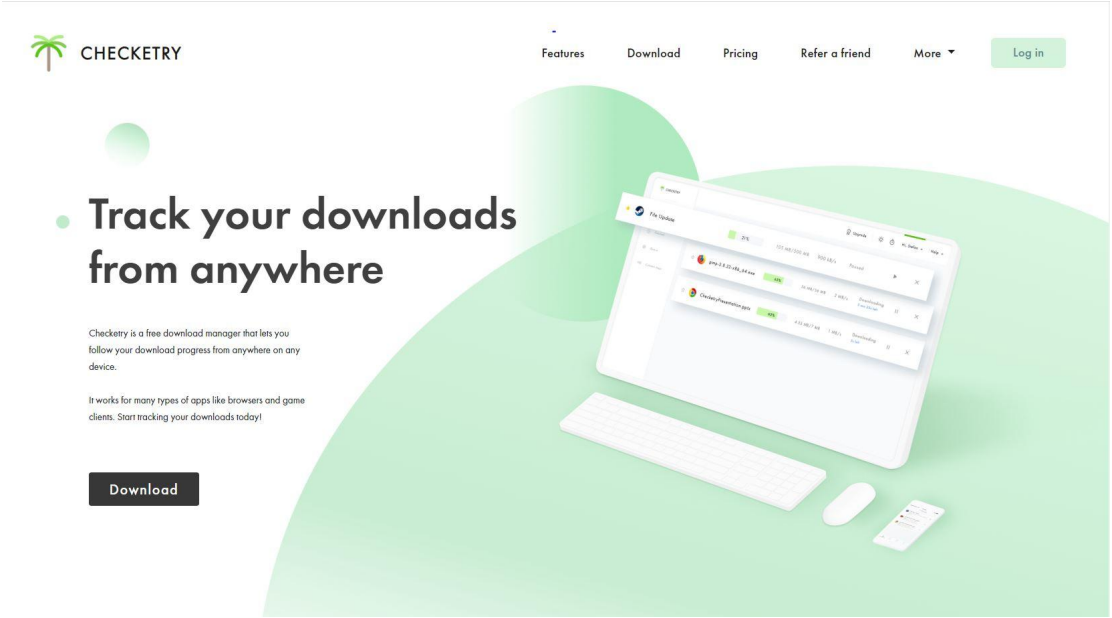
“Going beyond the ordinary.” **David Grau**

“Discover a new audience.” **Sam Hochgraf**

“Take hold of the experience.” **David Grau**

Secondary Research

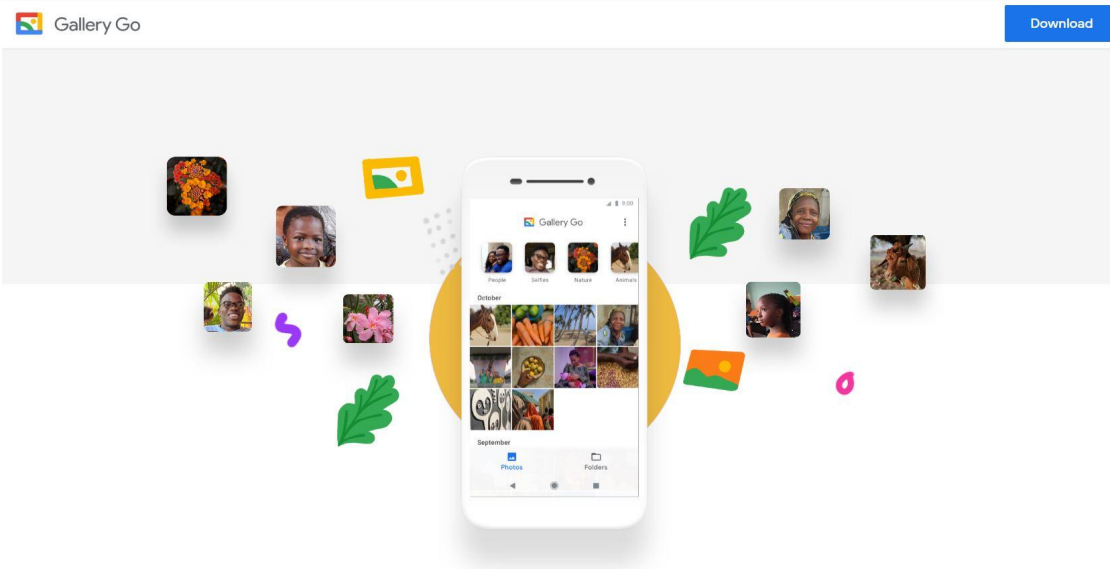
Case Study 1 → Checketry → Highlights



With so many devices in our usage, I like the idea of monitoring downloads. It can work across platforms and apps. I like the apps accessibility and UI layout.

Secondary Research

Case Study 2 → Gallery Go → Highlights



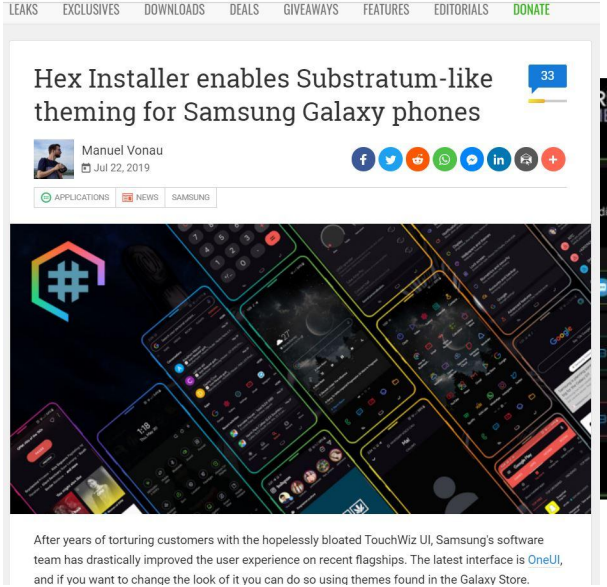
The flawless animations work really well with a picture organization app. Light weight for the amount of information that is stored. The auto sorting is impressive with its different categories.

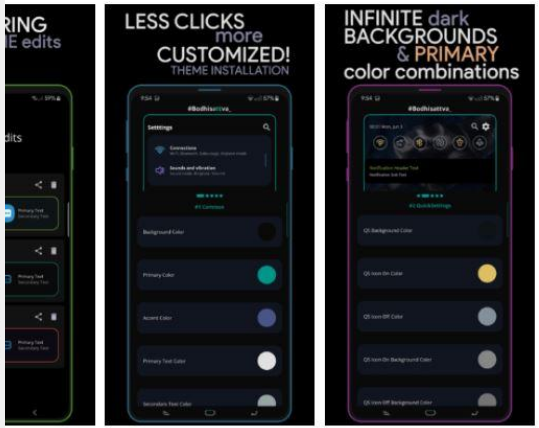
Secondary Research

Case Study 3

Hex Installer

Highlights





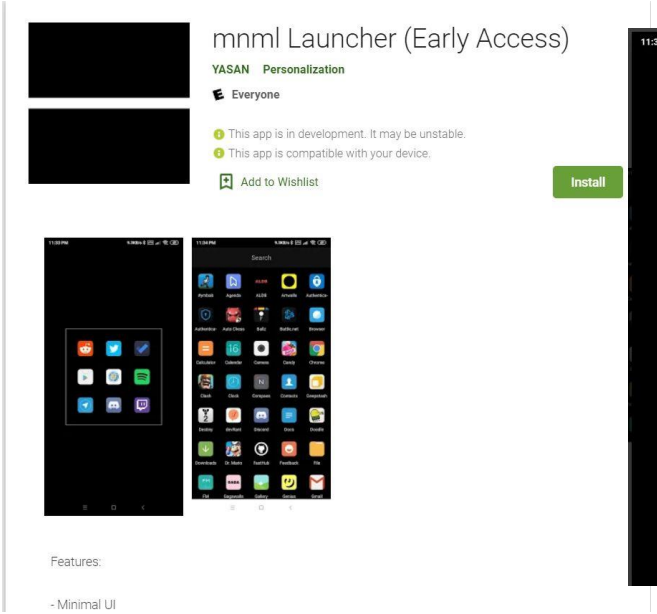
Offers maximum customization features for an android phone. It works with the built in UI system without intrusion. Allows for customization of 3rd party apps like Instagram.

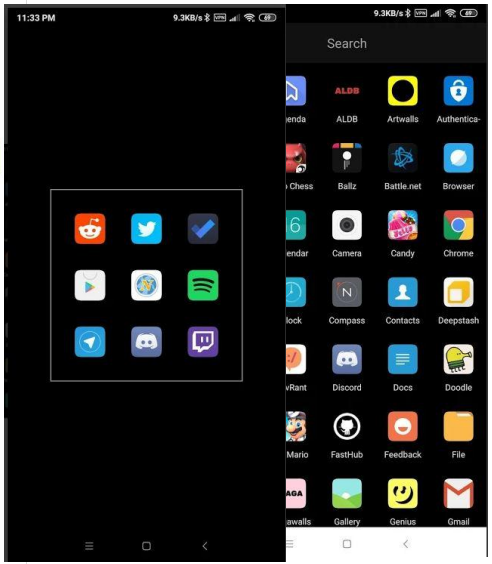
Secondary Research

Case Study 4

mnml Launcher

Highlights





Uses AI to organize the apps you use the most and places them on a simple 3 by 3 stack of apps. Its default background is a night mode which helps with battery and performance on a smartphone.
Accomplishes the primary core functions with a surprisingly simple design.

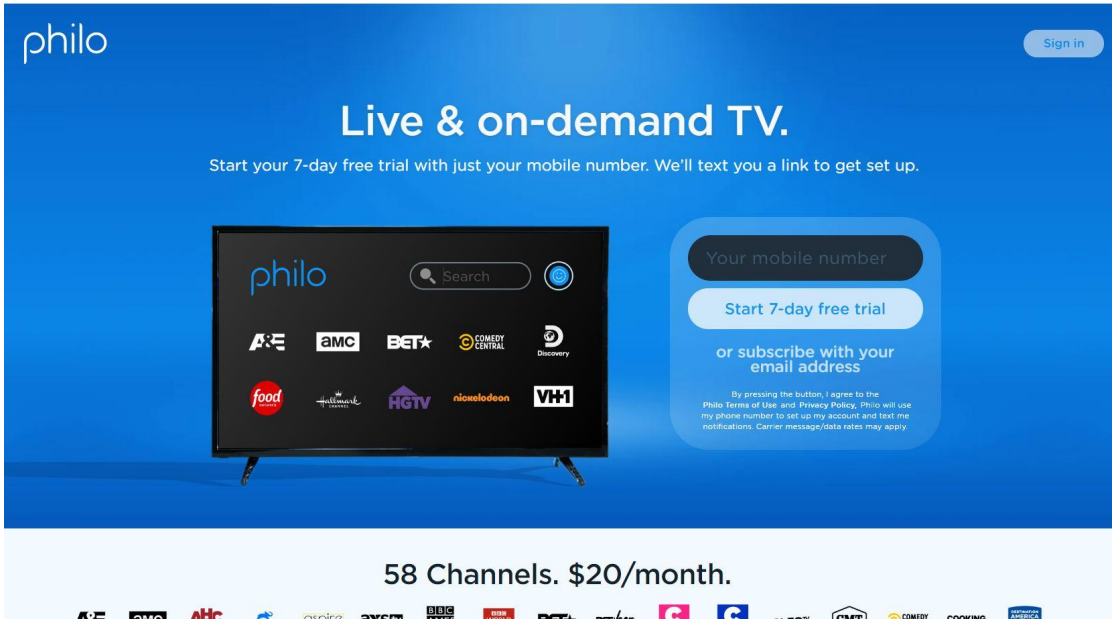
Secondary Research

Case Study 5 → Night vision/tof viewer → Highlights

Innovatively interesting with endless possible usage. Its unique view makes any smartphone camera more versatile. Amazing tool for designers and artists to carry around for information about their surroundings.

Secondary Research

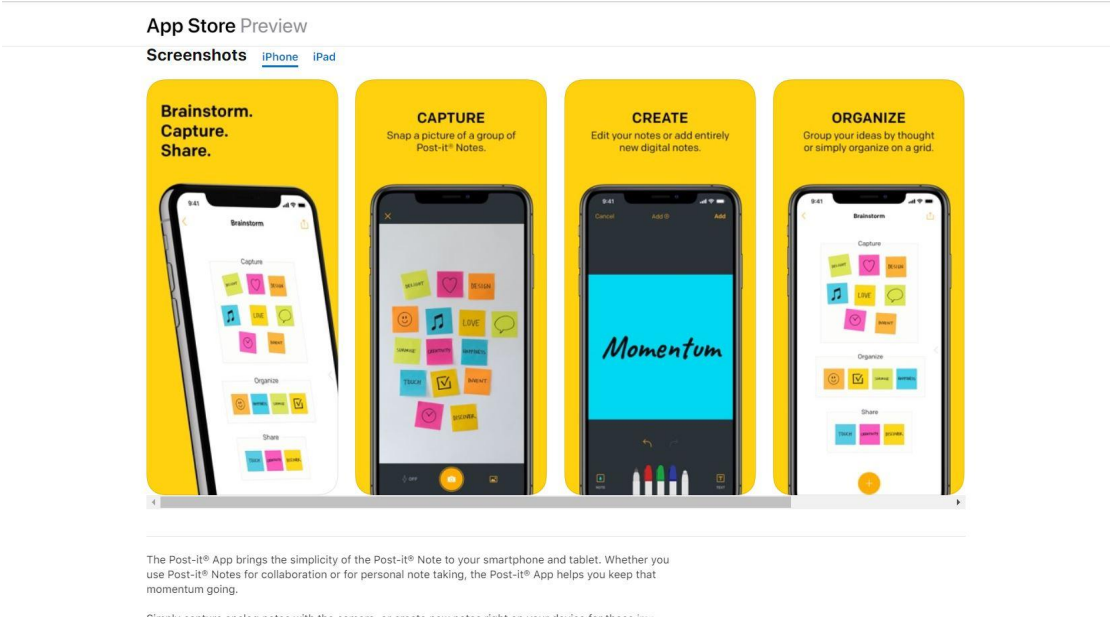
Case Study 6 → Philo → Highlights



The AI on a phone is one of the best I have seen, its clean and manageable. The way the live channels work surprisingly fast on a phone for a movie streaming app. You can watch on up to three different screens including a smartphone and tablet.

Secondary Research

Case Study 7 → Post-it → Highlights



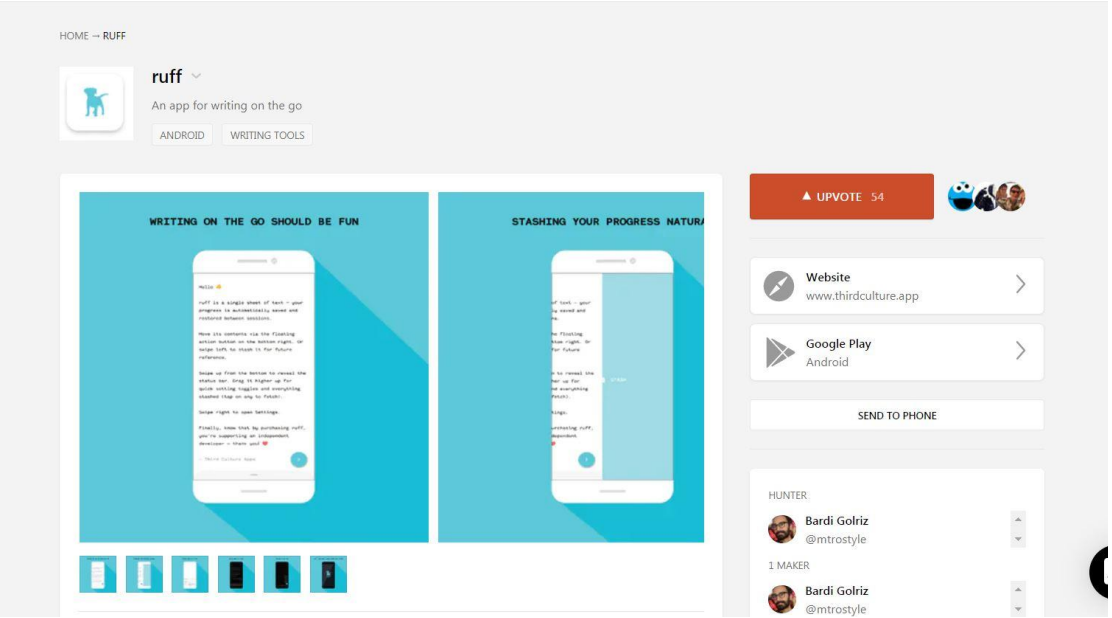
The way the app can be used on 3rd party apps is extremely useful for customization. You can change the “type” of note you leave with color coordination.

Secondary Research

Case Study 8

Ruff

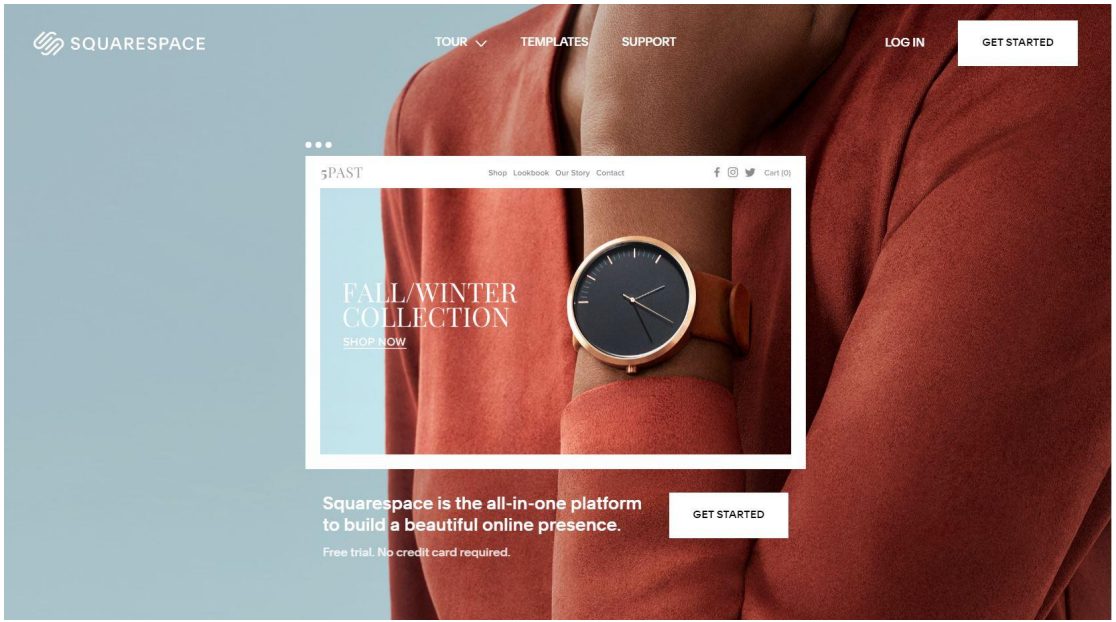
Highlights



Extremely smooth functions for quick note taking of the users choosing. Has a dark mode which many note apps don't offer. The text and typing functions are extremely customizable.

Secondary Research

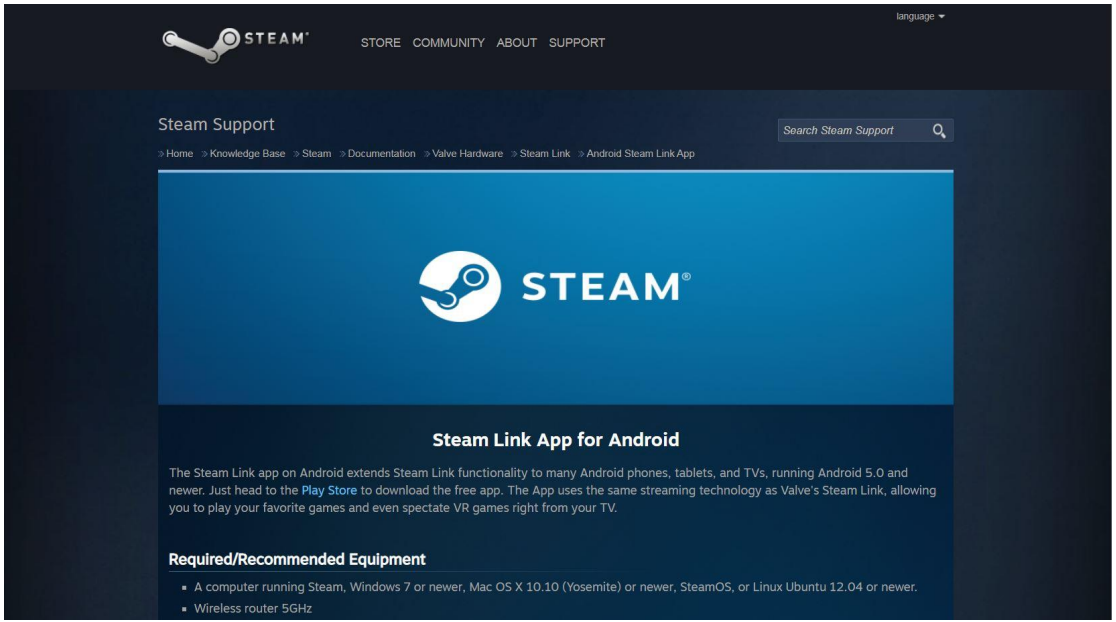
Case Study 9 → Squarespace → Highlights



Some of the best variety of templates for a wide range of website styles. Drag and drop page editor is easy to use and intuitive for customization. Has extremely good compatibility with ecommerce functions.

Secondary Research

Case Study 10 → Steam Link → Highlights



Easy access to mobile game downloads from the users steam account. Instant update and syncing with PC and app games and live chat. Offers great live streaming options for all kinds of games.

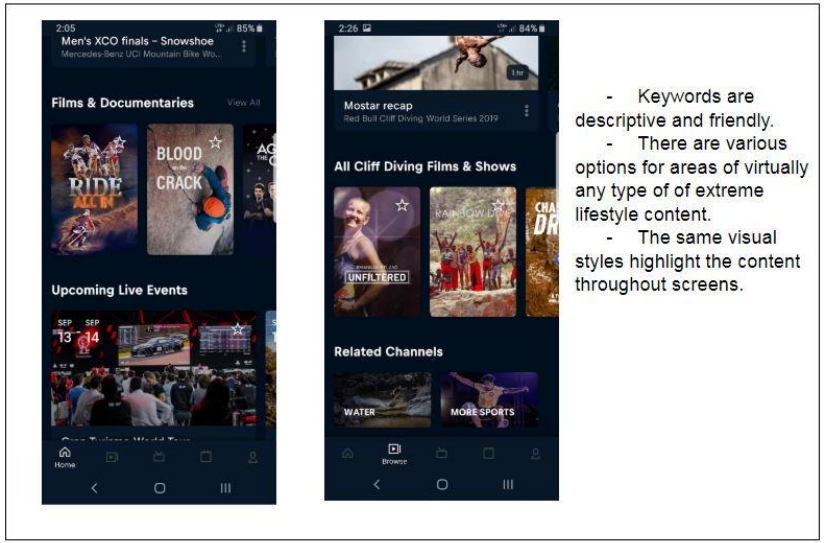
Competitive Analysis (Market Position)

Company	Red Bull	Coca-Cola	Monster Drinks	Pepsico	Gatorade
Business Model	Energy-drink	Soft-drink	Energy-drink	Soft-drink	Energy-drink
Target Audience	16-30 male&female	18-25 male&female	18-25 males	18-25 male&female	20-40 male&female
Homepage Header	Stories of extreme sports and the lifestyle that comes with it.	Country selection,	Stories of extreme sports and the lifestyle that comes with it.	Stories, images of the companies other products.	Promotional ad for participation contest with bottles.
Partnerships	Fox Sports, ESPN, NBA, NFL, EA Games	ESPN, NBA, NFL, EA Games	Fox Sports, ESPN, NBA, NFL, EA Games	ESPN, NBA, NFL, EA Games	Fox Sports, ESPN, NBA, NFL, EA Games
Strongest Social Media Plateforms	Twitter, Instagram	Facebook, Twitter	Facebook, Twitter	Facebook, Twitter	Facebook, Twitter
Weakest Social Media Plateforms	LinkedIn, YouTube	LinkedIn, YouTube	LinkedIn, YouTube	LinkedIn, Instagram	LinkedIn, YouTube

Summery

From a marketing perspective it would seem that most of these soft drink and energy drink companies compete and work with the same promoters. The most interesting aspect of this is the difference in their social media content and activity. Trying to establish Red Bull TV within this community will be difficult without hashtags.

Heuristic Evaluation



- Keywords are descriptive and friendly.
- There are various options for areas of virtually any type of of extreme lifestyle content.
- The same visual styles highlight the content throughout screens.

Q: Is emphasis used sparingly (not everything in bold)?
- A: Yes

Q: Does the look and feel of the site seem to fit the brand?
- A: Yes

Summery

The main issue this app suffers from, based on a heuristic evaluation, is that it feels like a continuous running advertisement. And because of this it's very easy to be drawn into the content but it can only hold the users superficial attention. Without any sort of personalization and customization features the user will lose interest rapidly.

Interview 1

Michelle

Very active

Health conscious

Does not drink energy drinks

Plays & watches tennis

Associates Red Bull with Fraternity guys

“Video games are a waste of time.”

Interview 2

Lauren

Very active

Health conscious

Does not drink energy drinks

Dances regularly, Salsa & Bachata

Associates Red Bull with Extreme sports guys

“I love the energy at live events.”

Interview 3

Alex

Not very active

Does not drink energy drinks

Plays video games regularly

Associates Red Bull with teenagers

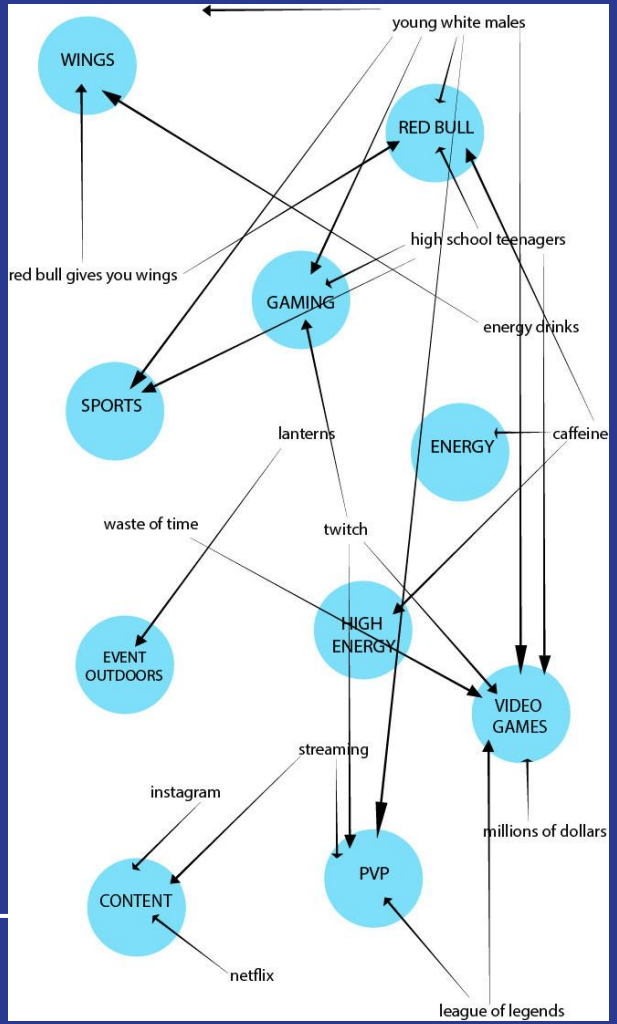
Socialises online

“League of Legends is my favorite game at the moment.”

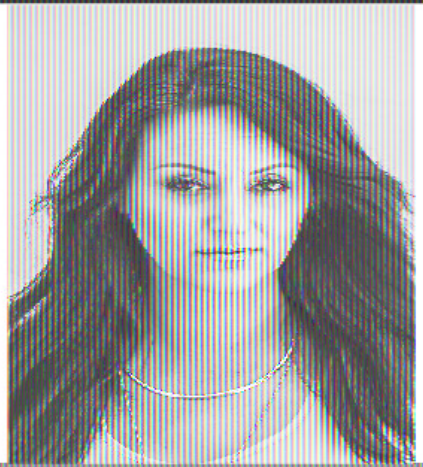
Interview Chart

Visual Word Test

Different words and phrases were more associative with the visual cues than others as represented by the chart.



Persona



Tessa Hesser

Age: *27*
City: *Los Angeles, CA*
Job Title: *Journalist*
Annual salary: *$48,400*

Mobile device: *Iphone 7s*
Technical comfort: *High*
Favorite mobile Apps: *tumblr, yelp, chrome, facebook*

Introduction: Tessa is a Journalist working for a medium sized online news center in Santa Monic
She loves using social media to share her exercise exploits but doesn't like having t
plans are to gain enough experience and dout to start her own online news blog.

Interests	Concerns	Mobile use
She loves running and jogging in her spare time . She enjoys using social media to take pictures of the scenes from her exercise and posting to Facebook and Instagram. She would love to make money from this hobby although it's not one of her goals. And when she's not working or exercising she likes to go out with her roommates to different bars.	Because of her busy schedule it's hard for her to exercise. Which is concerning for her because she has a job that requires a lot of sitting. Her other big concern is the amount of time she has to take out of her day to figuring out how to use apps for exercise.	She uses a large variety of mobile apps most social media based. But because she drives ac traffic she has a couple of traffic apps with he uses the apps all the time and has had them sometime as well. She can't stand ads on mol

Interview Domain Expert

Mark Potter

Web Video Producer at Fox Sports

Mark has worked for Fox Sports for over 10 years creating and producing exciting content for sports fans from major to extreme sports.

Insights

Mark was able to offer many insight concerning sports and gaming.

Main Insights

- *Sports watchers want to play games against others, PVP*
- *Sports watchers want to GAMBLE*
- *The more outrageous the content the more likely it will be featured*
- *Regularly uses Red Bull sports/events for content*

Mark Potter

Plays and watches sports

Does not play video games

Reflections

Based on my data and information I've collected over the past few weeks I think Red Bull has a couple of key problems. They need to widen the demographics as far as race goes with advertising because they might be excluding a larger audience. Something to attract more female users would be beneficial due to the overwhelmingly male-dominated sports world.

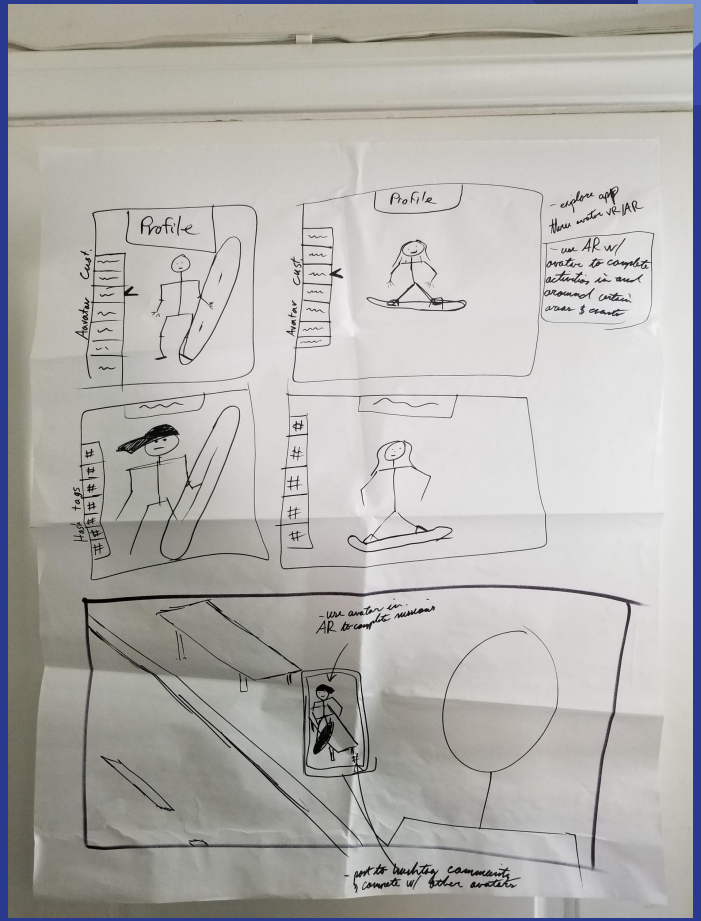
Most people are interested in video games as long as they're quick and easy to use, and obviously fun. But the learning curve for these sort of games on a phone can not be high whatsoever, it has to be exceedingly low. There's a very small demographic of people willing to put in the time to learn how to operate a game over an extended period of time.

As far as moving forward I would like to prototype some sort of customization feature that allows the user to interact on some sort of gaming level with Red Bull TV, much like an avatar. I think something akin to fantasy football leagues and competitions would greatly benefit the customization and personalization levels Red Bull is looking for in this redesign.

PROTOTYPE PHASE

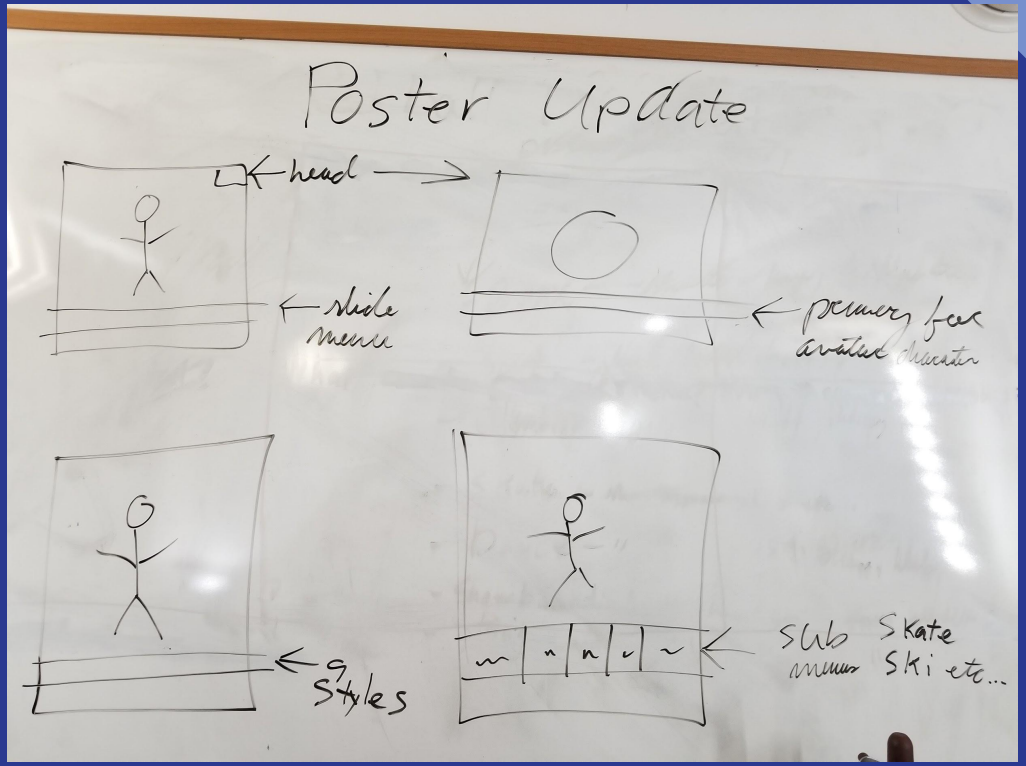
CONCEPT POSTER

- Public profiles
- Digital Avatars
- AR interaction
- Location interaction



CONCEPT POSTER (Update)

- Focus on customization
- Cater to culture
- Menu hierarchy
- Sub-menu layout
- Red Bull TV Categories



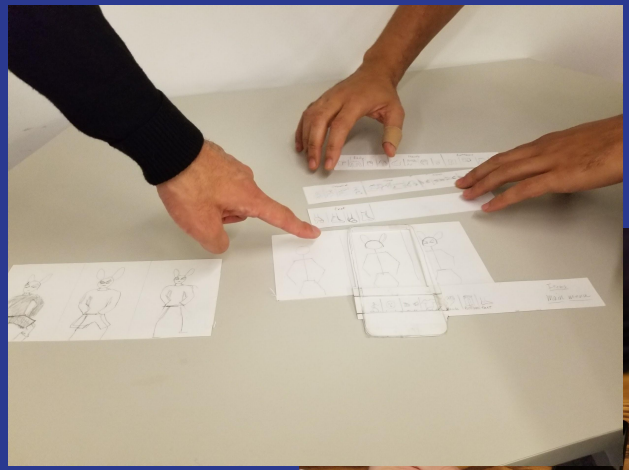
PITCH

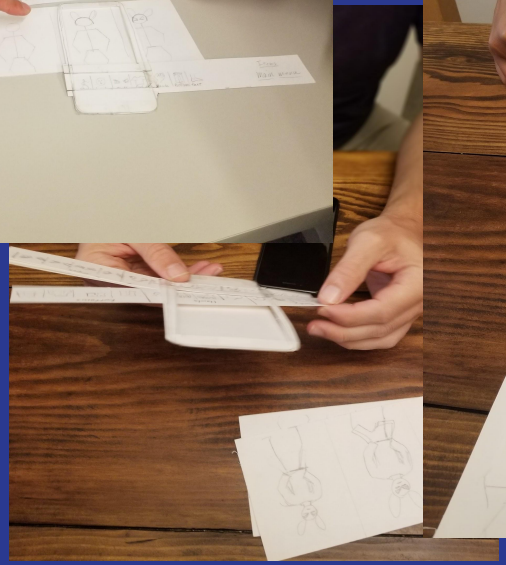
Public facing profiles with customizable digital avatars.

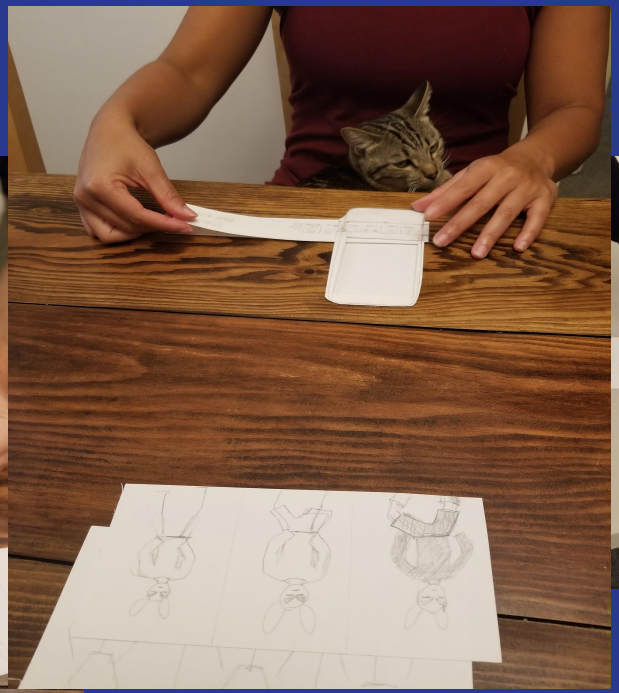
These avatars would be used as visual interaction tools for users during events, AR videos and user social interaction.

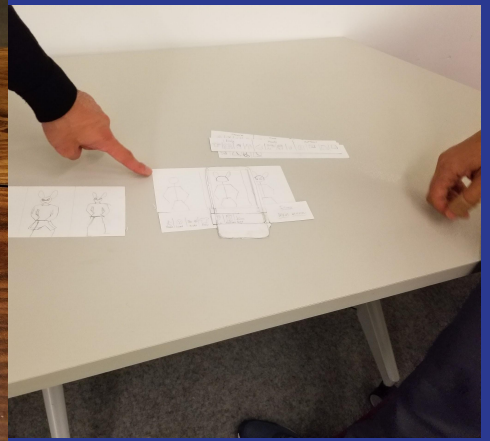
PROTOTYPE DOCUMENTATION (1)

PROTOTYPE DOCUMENTATION (2)









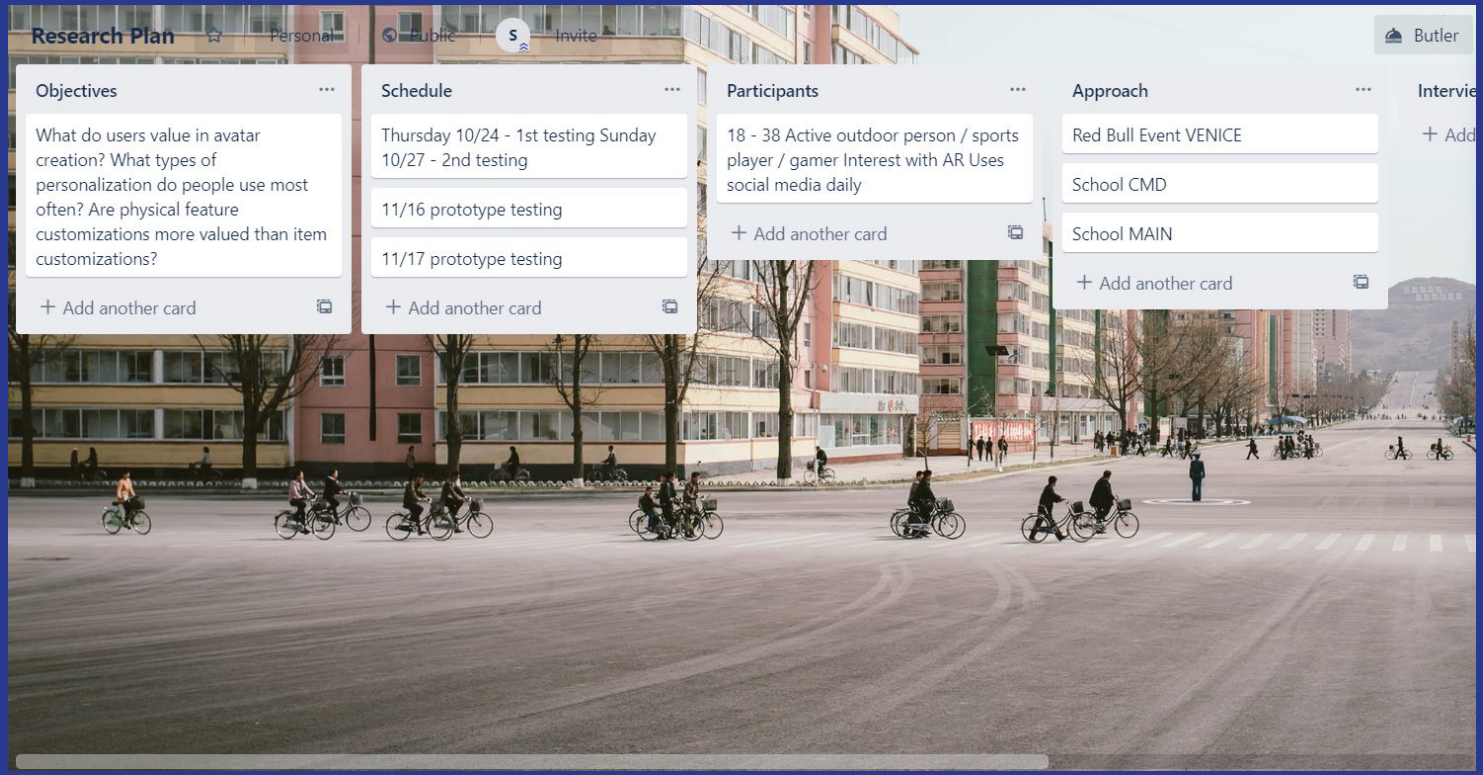
RESEARCH PLAN (Part One)

- Users will interact with the paper prototype and will be required to create different avatars based on the selection sub menus.

- The user will be shown a specific avatar and will be required to recreate the avatar with the selections provided in the paper prototype.

- After interacting with the paper prototype the participants will fill out a short survey concerning clothing and apparel for various types of sports and cultural activities.

RESEARCH PLAN (Part Two)



INTERVIEW GUIDE

Objective(s)

Discover the value of avatar creation?
What is customization for the user?
What emotions does avatar creation evokes?

RECRUITMENT
Age range (18-40)
Needs to own a smartphone
Has created digital avatars in the past
Must be in Los Angeles
Interest in the following preferred:
Sports
Events (concerts, outdoor, etc.)
E-sports
Video Games
Outdoors Activities

The user will cycle through options for body stance, eyes, clothing and various other customization features using a paper prototype.

As the user creates and explores the avatar menu they are encouraged to speak aloud about what they like and more importantly what they don't like about the creation system. Once the user is finished they are encouraged to talk about the experience.

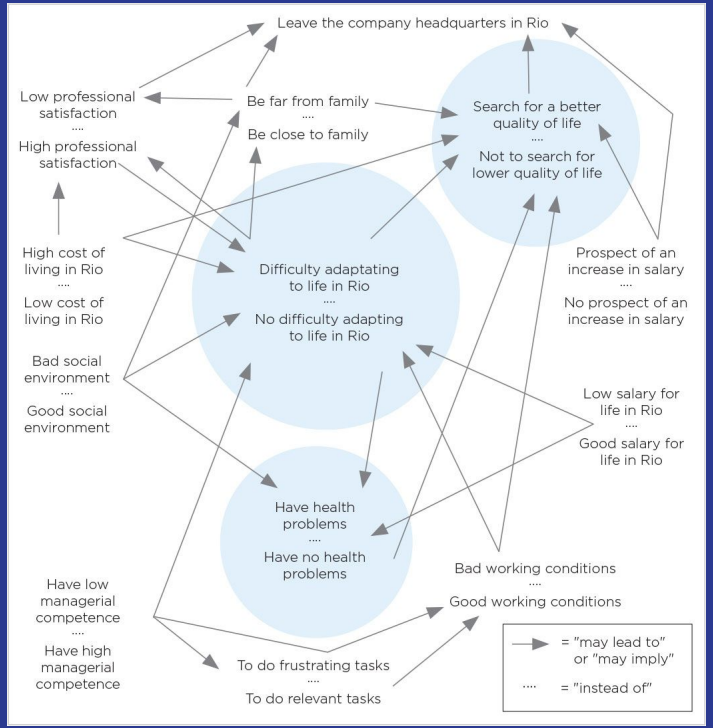
USER TESTING EXERCISE

Activity

Step-1
After the initial interview I will show the participant a series of cards with different words and phrases.

Step-2
I will ask the participants what comes to mind when they see the word or phrase, and record their answers.

Step-3
I will take participants answers and create a chart similar to the model;

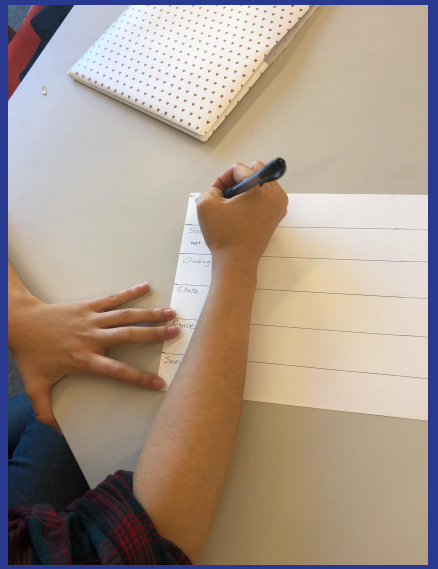


CUSTOMER INTERVIEW 1

Julie - Student - fashion/tech

Quotes

- *“I’ve played games just to make avatars but I dont play after, haha.”*
- *“ Things other than cloths are cool, like a surfboard would be cool to carry around for my avatar .”*



Pain Point

- Changes hair a lot on avatars.

CUSTOMER INTERVIEW 2

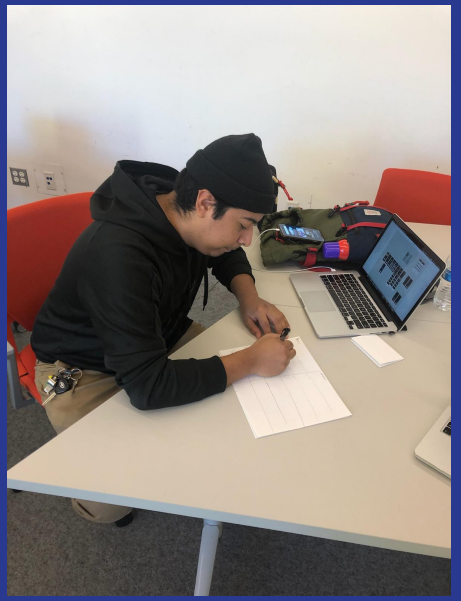
Cisco - Student - design/tech

Quotes

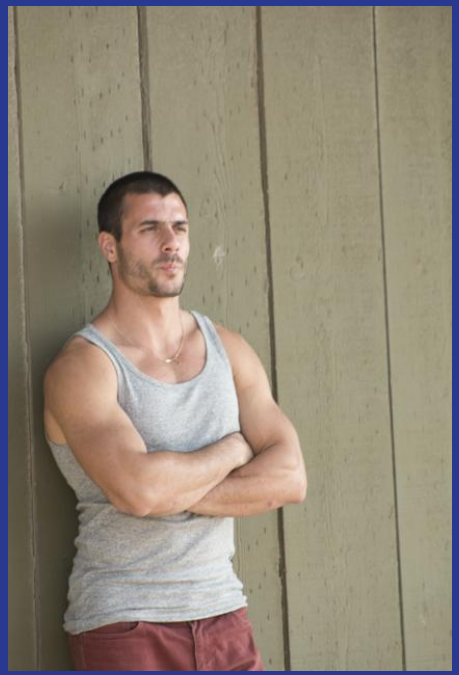
- *“Most avatars are the same, but I like the idea of more crazy stuff.”*
- *“When I think of BMX I think of douchebags.”*

Pain Point

- Too many options are confusing.



CUSTOMER INTERVIEW 3



Orestis - Actor/Model- sports/video games

Quotes

- *“I’ll try free games for most any app I’m always curious.”*
- *“I want an avatar like a version of me, but not me.”*

Pain Point

- Won't use avatar unless its part of a game or social interaction online.

RESULTS

- The basic testing for the scrolling functions of the various sub-menus was very successful, most of the feedback I received was positive and inquisitive about additional features. This feedback revolved around customization options that relate to the various activities and lifestyles of Redbull participants and users.

The majority of pain points were in relation to other avatar creations that are frustrating from various games and social platforms.

The biggest take away from my testing was that people expect more categories related to Red Bull activities. Most of my test subjects were excited by the idea of creating an avatar but we're curious about what that avatar would do once they created it, other than being part of their public profile.

MIDTERM DOCUMENTATION

QUALITY OF RESEARCH + REFLECTIONS

The strangest part of this research for my prototype was how well the testing went. I'm much more accustomed to testing going wrong providing a lot of opportunities to solve problems participants come across. The biggest learning aspect of this was what not to add to my avatar creation for Red Bull TV. All my participants wanted more personal features to be added to my prototype, and the difficulty here is how to organize so much different information so that it doesn't feel overwhelming to the user.

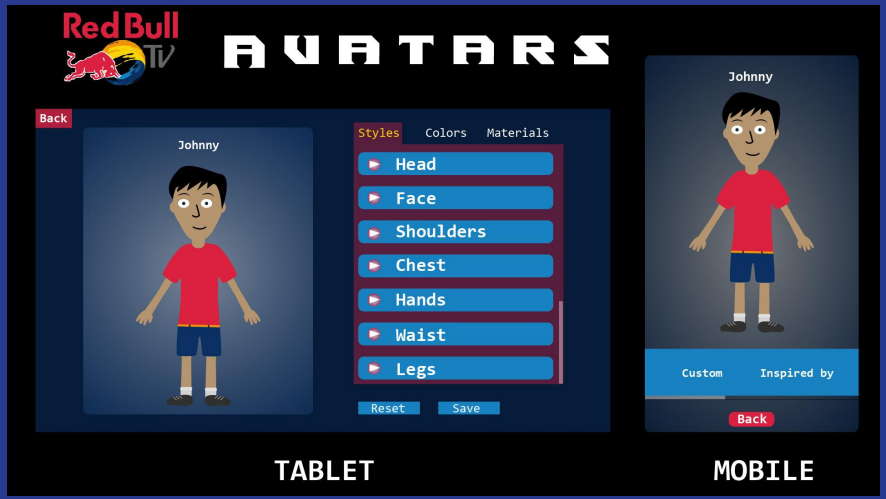
I still think moving forward that these avatars can be implemented into the AR system that's already built into the Red Bull TV app. My interviews showed an overwhelming interest in their avatar creation, especially if they could use it to interact with an AR environment, the feedback was resoundingly positive for that possibility.

The user can feel a true measure of personalized control with their avatar which helps them become much more engaged in the content that the app has to offer.

FINAL PRESENTATION

- My initial research centered around the problem of personalized customization within the Red Bull TV App.
- And from this initial pain point -
- ***Red Bull TV Avatars were born!***

Red Bull TV Avatar offers users a personal avatar creation system linked to the user's profile that can interact with games and social features within the Red Bull TV app.



AVATARS

TABLET

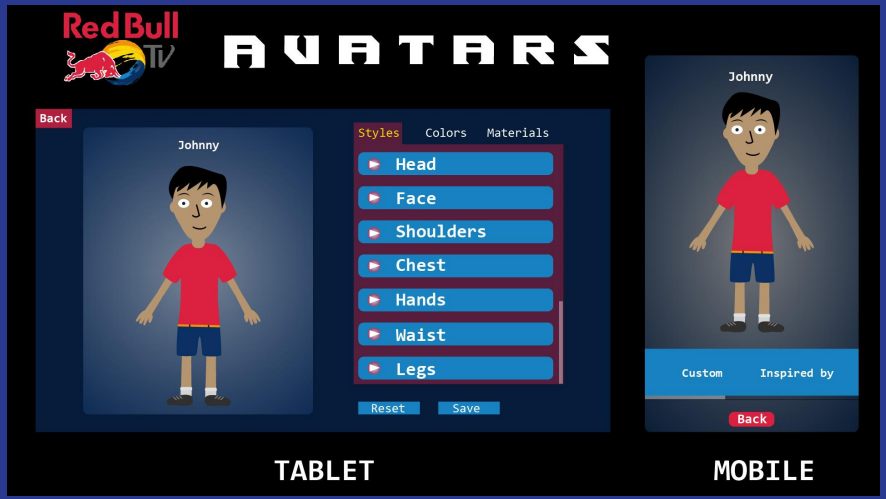
MOBILE

- Users loved the avatars and enjoyed creating their own personal avatar!

BUT...

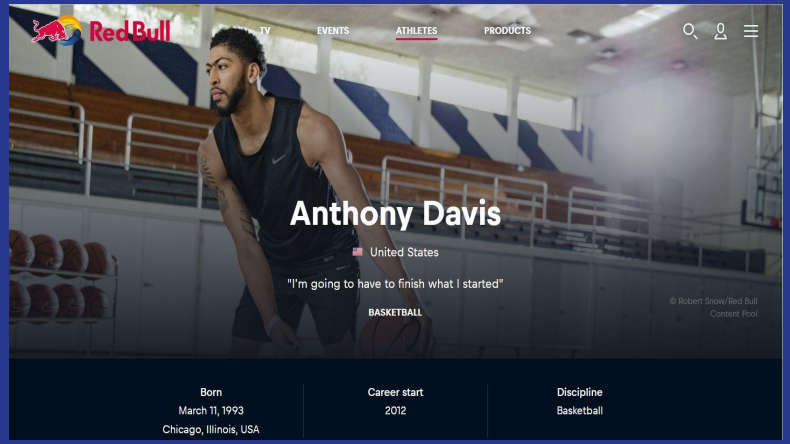
- **The user felt overwhelmed by the amount of options for initial avatar creation.**

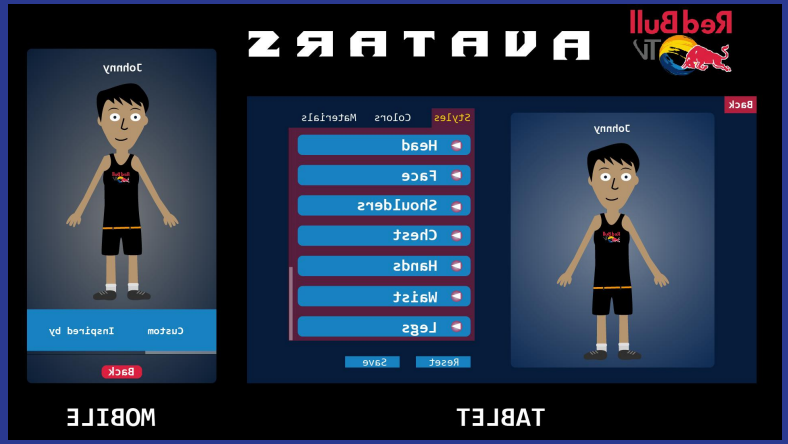
SOLUTION...



- In addition to full avatar customization the user can get their avatar started with an *“inspired by”* option based upon various Red Bull sponsored athletes, dancers, gamers, etc.

- The user's avatar would be based on a variation of the sponsored persons style - Example below *(Anthony Davis)*





AVATARS

Back

Johnny

Styles Colors Materials

- Head
- Face
- Shoulders
- Chest
- Hands
- Waist
- Legs

Reset Save

TABLET

Johnny

Custom Inspired by

Back

MOBILE

MOVING FORWARD

- Create and test animation aesthetics for a unique avatar look for Red Bull TV.
- Develop public facing profiles for social avatar interaction.
- Work with Red Bull TV’s AR team in conjunction with the new avatar system for cross feature functions.
- Discover sponsored Red Bull persons with unique and popular styles for avatar promotional development.