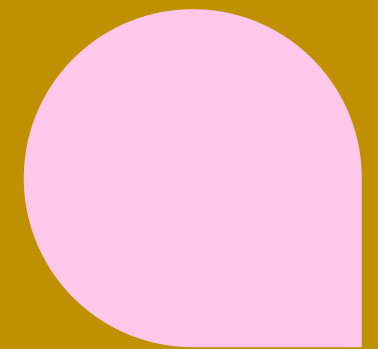


# Red Bull - Case Study

Created by: Araseli Serrano



**1-14**

**15-22**

**23-29**

# Timeline

- **Research phase of project.**  
(Overview, Stakeholder Interview, Comparative Analysis...)
- **Prototype phase of project.**  
(Prototype, Domain expert interviews, Pitch with Red Bull...)
- **Website Documentation and Final Presentation**

1-4

5-12

13-14

# Research Phase Index

- Overview, Brainstorm, Stakeholder Interview.
- Secondary Research, Comparative Analysis, Heuristic Evaluation, User Interviews.
- User persona, Quant/Qual studies, Domain Expert Interviews.

# 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 touchpoints.

## Fun Facts-

**Red Bull is currently available in 165 countries.**

Originally from Austria.

## Multi-media Co.

**Red Bull is at the intersection of sports, music, culture, lifestyle and entertainment**

World record breaking Red Bull Stratos Project. [Watch Video](#)



Created a mind map to look at the different areas within the Red Bull brand, audience, products, services, technology..etc.



## Organizing Findings.

Categorized findings to find common themes and patterns.

# David Grau

Award-winning multidisciplinary delivering creative solutions for some of the most iconic brands in the world including YouTube, Ford, Nike, Adidas, Warner Brothers and more.

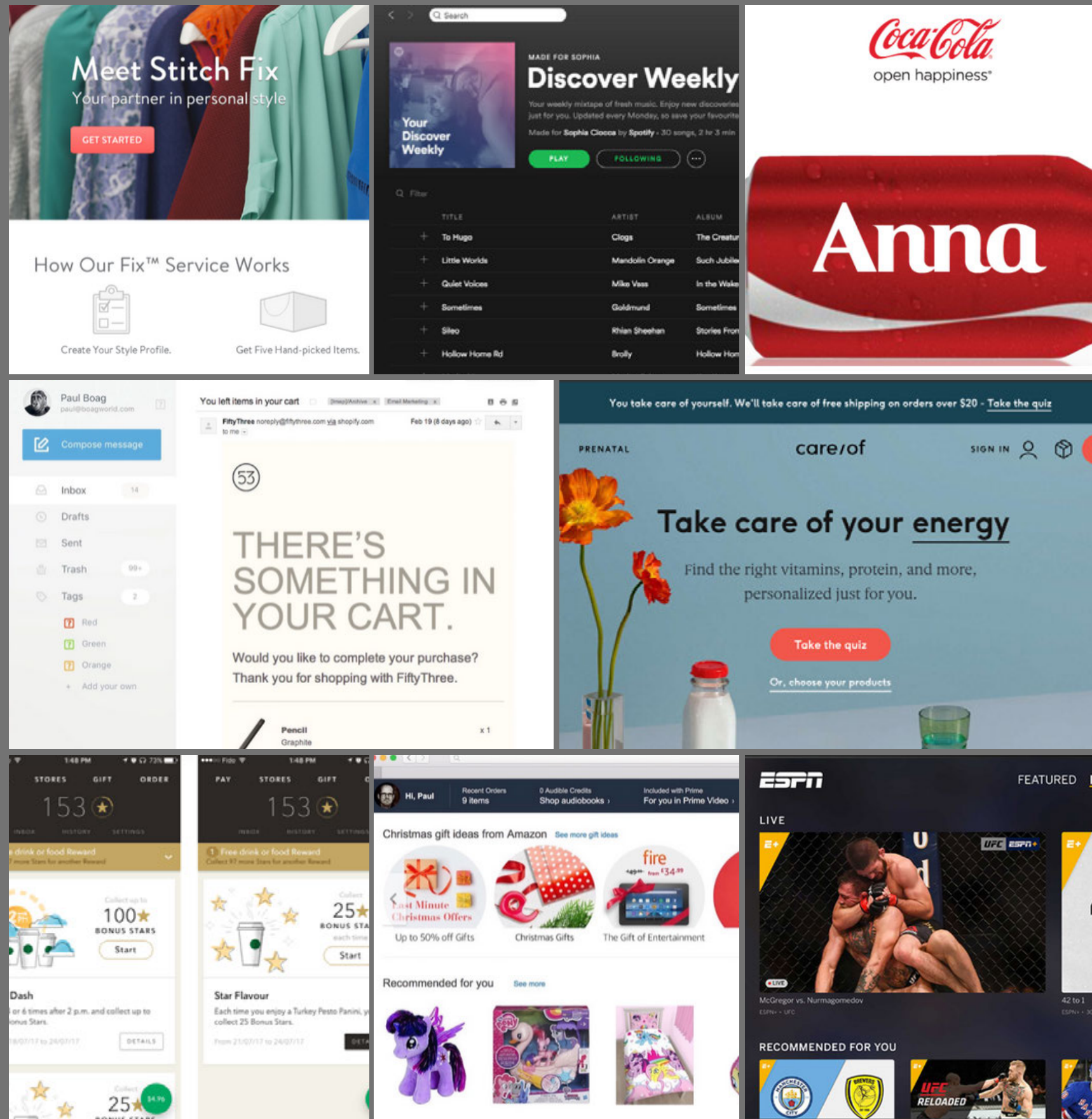


"Designing locally but targeting globally"

"Be comfortable in the unknown. Have faith in your work"

"How can Red Bull enable you to do awesome things?"





# Secondary Research

## Personalization

I explored some websites and case studies based on personalization traits. Looked for use of data and the benefits that are tailored for each individual to make it successful.

I also looked at how personalization traits might not always be as successful.

Ex. When you purchase a gift for somebody, that item might still pop-up in your recommendations although it was meant for someone else.

# Comparative Analysis

## With Energy Drink Companies

Compared Red Bull to other successful energy drink brands such as, Yerba Matte, Rockstar, and Monster to find to compare their brand's tone, benefits sought, target audience, and marketing strategy.

Found that Red Bull's marketing is mostly through "buzz" or word of mouth. Promotion is also done through sponsoring athletes, and promoting their energy drink in nightclubs to pair with alcoholic beverages.

Red Bull	Yerba Mate	Rockstar	Monster
Enhanced performance.  Sports lifestyle.  Motorsports.  Action Sports.  E-Gaming  Sense of belonging.	Belonging, Purpose.  Goal is to create 1,000 jobs and restore 200,000 acres of rainforest by the year 2020.  Guayaki will assist the Marrecas indigenous community to produce a detailed management plan with specific environmental and social goals that are created by the community	Fast paced lifestyle.  Celebrity lifestyle.  Energy Boost.  Social Life.  Sex Appeal.	Aggressive.  Rebellious.  Edgy Personality.  Sports.  Punk rock music  Partying.  "Hangin' with the girls"
"Buzz-marketing" word-of-mouth, sponsorships(extreme sports), alcoholic pairings.	Health Conscious, healthy (benefits) substitutes over tea, coffee or other energy drink.  <a href="https://www.youtube.com/watch?v=zwUy9TVA1pQ">https://www.youtube.com/watch?v=zwUy9TVA1pQ</a>	Promotions, discount program (2 for \$3), Rockstar Lifestyle.	Action sports, music, esports, gaming, ubiquitous Monster Girls  <a href="https://www.youtube.com/watch?v=aiREY50g-yw">https://www.youtube.com/watch?v=aiREY50g-yw</a> .
Unique content by Red Bull  HD image galleries  Watch live festivals and music like Primavera Sound, Red Bull Music Festivals, Lollapalooza, EDC, Bonnaroo, Roskilde and ACL  customise content feeds to choose whatever combination works for you across the channels, event pages, athlete profiles and much more.	New Content daily  Stream Music  Connect & Share (social media)  Live Streams  Premium Feature  Customize playlist  YouTube's personal recommendations based off your videos  Trending videos	Grand Prix schedules and results  In-depth technical analysis  Lap-by-lap live blog updates from expert writers  Premium Feature: exclusive content, Live telemetry data and driver tracker for every session (speed, throttle, gear, brake, tyres, DRS), Sector times and pitstop info Interactive driver tracking maps, Audio commentary, Team radio and race control messages.	Notifications on live scores  Highlights  Stream Live events  Podcasts  Radio stations  Content recommendations



# Competitive Analysis

## Red Bull Live TV app

Explored Red Bull's competition in sports and streaming apps. Also looked at their social media behaviors and activities. Compared their categories and type of media included.

**Red Bull has a unique and exclusive content from their own media house to provide top quality visuals for their audience. Red Bull is also the only platform compared to the others that focus on a wide variety of extreme sports.**

			
Unique content by Red Bull such as:  Live festivals and music like Primavera Sound, Red Bull Music Festivals, Lollapalooza, EDC, Bonnaroo, Roskilde and ACL	New Content daily  Stream Music  Connect /Share (social media)  Live Streams  Premium Feature:	Grand Prix schedules and results  In-depth technical analysis  Lap-by-lap live blog updates from expert writers	Notifications on live scores  Highlights  Stream Live events  Podcasts  Radio stations
Facebook (active) 36 mill. Fans 1-2 updates p/day Focuses on sports. (No user engagement. Missed opportunity to interact with fans)  Twitter: 900,000 followers (engages with users)  Pinterest: 299 followers	Facebook Over 86 mill. Fans 3 updates p/month Broad Topics  Twitter: 71.9 mill followers  Pinterest: 182,079 Followers  Google+: N/A	Facebook Over 8,542,972 Fans Over 5 posts a day  Twitter: 4.14 mill followers  Pinterest: N/A  Google+: N/A	Facebook Over 19 mill. Followers Over 5 posts a day  Twitter: 34.3 mill followers  Pinterest: 48,065 Followers  Google+: N/A
Surfing, Skateboarding, Motorsports, Music, Games, eSports, Adventure, Snow and Bike, Diving, Events, Athlete Profiles  *Sports and game driven (has potential to expand)	DIY, Sports, Music, Education, Philosophy, Homemade videos, Pranks, Travel, Fashion, Beauty, Shows, Webisodes, etc...	Grand Prix Racing.	MLB, NFL, College Football, NBA, College Basketball games. (Traditional Sports)

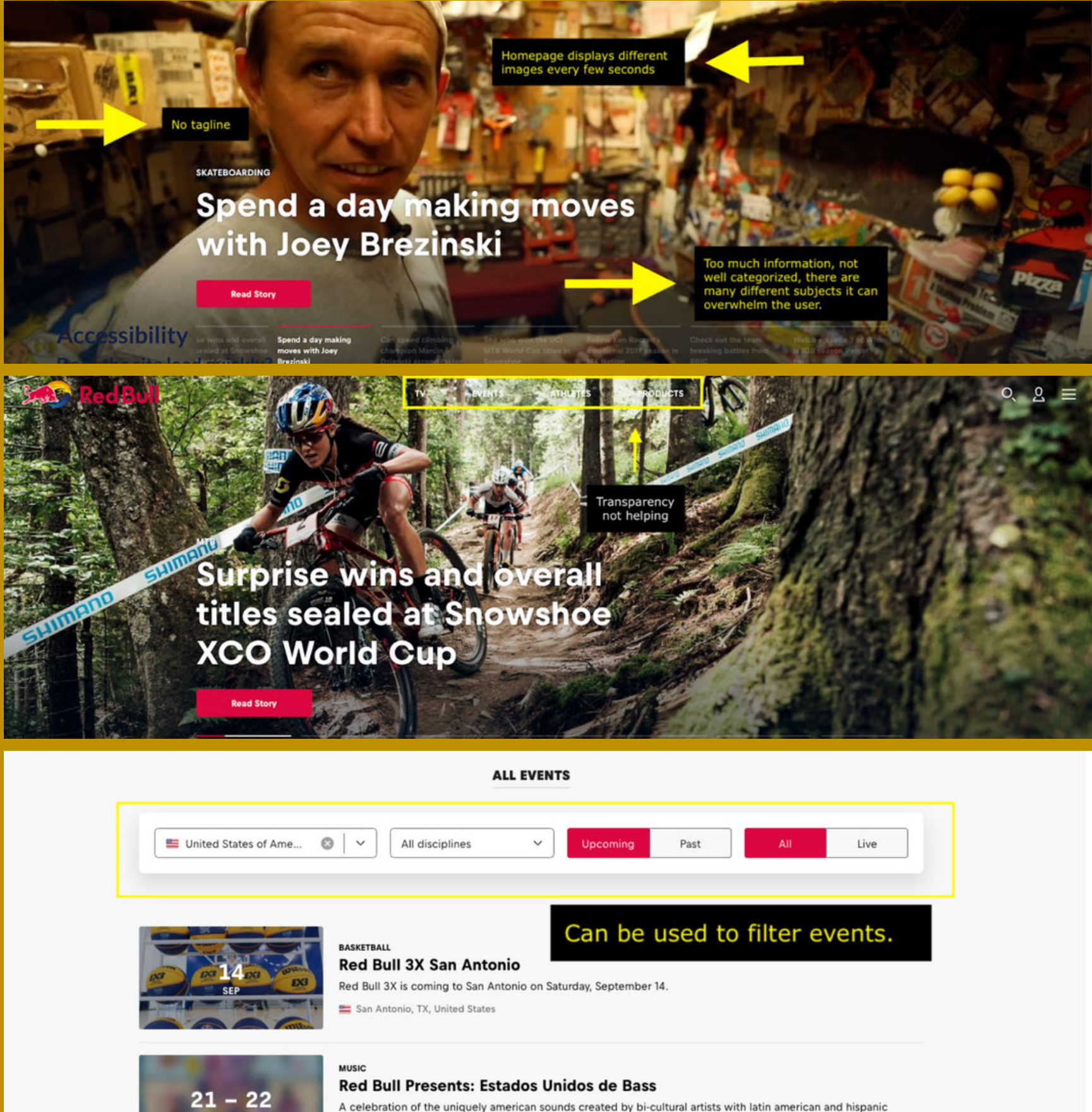


# Heuristic Evaluation

## Red Bull Website

Explored Red Bull's competition in sports and streaming apps. Also looked at their social media behaviors and activities. Compared their categories and type of media included.

Red Bull has a unique and exclusive content from their own media house to provide top quality visuals for their audience. Red Bull is also the only platform compared to the others that focus on a wide variety of extreme sports.





# User Interviews

Created a user interview Participatory Guide, to find candidates that fit the criteria. Due to the broad design challenge, there weren't many restrictions on who qualified.

## Main goal

**What do people know about the Red Bull brand?**

Uncovered users' perspectives and knowledge of the Red Bull brand.

## First Impressions

**What do people think about when they see Red Bull?**

Discovered insights, on people's opinions and first impressions of the Red Bull Live Tv app and brand as a whole.



I think he was very interesting person to interview since he had a specific type of sport he was passionate about. I would have liked to have asked him why he has only been to one sports event and more about festivals since he also enjoys going to those.



# Snow sport enthusiast

**"Most of my favorite athletes are sponsored by Red Bull."**

Passionate about Snowboarding and regularly goes on a website for updates on skiers. Only drinks Red Bull as a chaser. Does not watch Esports often. Only checks on athletes on his laptop not on his phone. Prefers bigger screens.

## Interests

### Other than snow sports

Music/Festivals/Cars/Skiing - Wants to go to Tomorrowland festival EDM/Rap



She mentioned that she doesn't like to use Snapchat, I would have liked to have explored that app with her and see her behavior and motivations on Snapchat.



## On Red Bull Tv app

**“I went to Music and then it showed me animals? Wait, I’m so confused. Am I like Lost?”**

She wanted to explore music. She tapped a video under that category and found herself watching a video on animals.

## Interests

### Loves watching short videos

Netflix and YouTube. She mainly uses a laptop or smart TV. (Watches on the phone occasionally.) Likes Tutorials. Goes for catchy titles on YouTube. On Netflix, she watches Investigating shows, Jane the Virgin.

He is a gamer but, although he understands why people enjoy watching Esports, he'd rather play than watch.



# About Sports

**“I usually watch sports that are in season”**

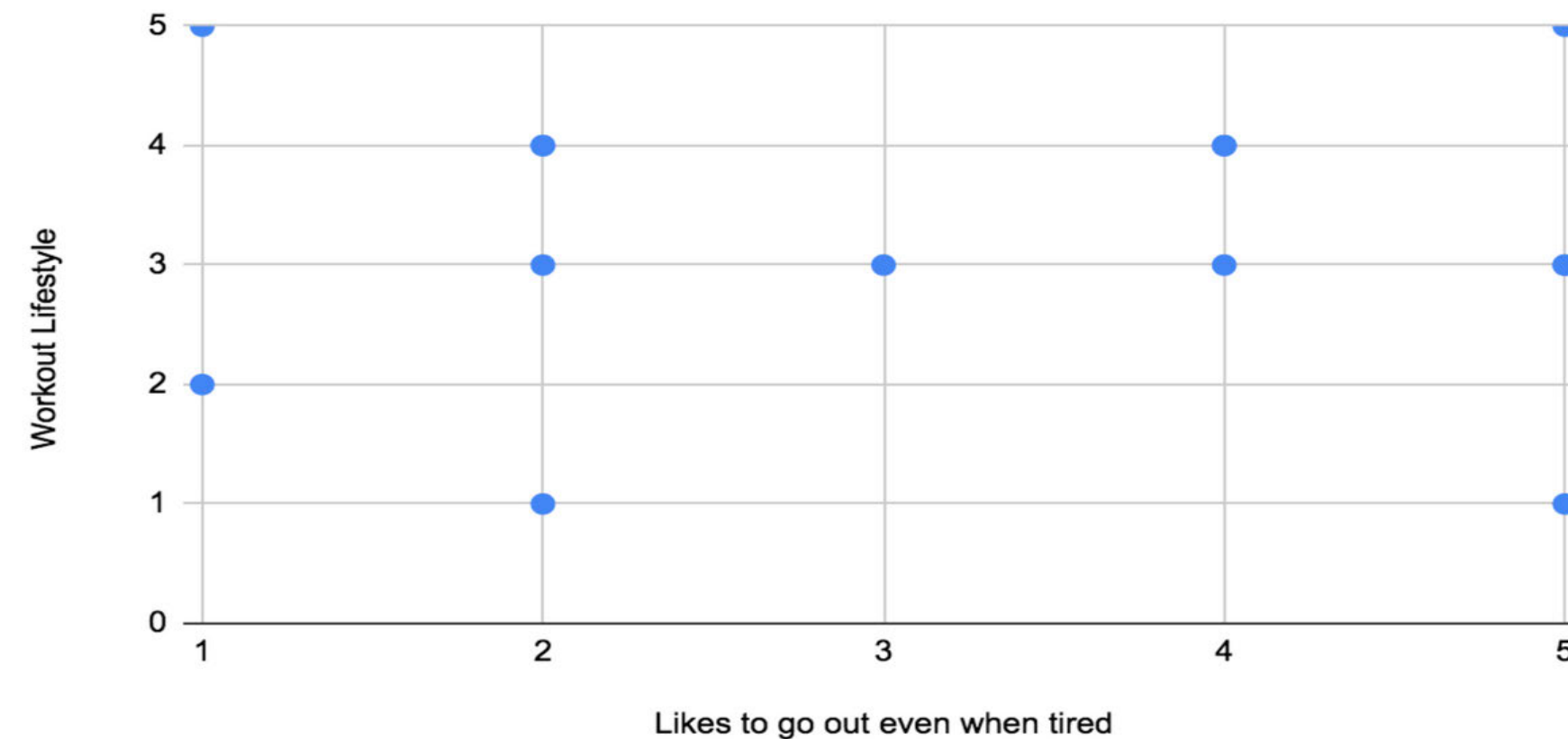
Expressed that he is mainly into traditional sports such as Football and Baseball.

## YouTube user

**Does not watch the entire game.**

He watches clips of shows to watch games more efficiently and stay updated on sports that are that are in season. Goes on YouTube daily for sports updates and highlights. Prefers bigger screens.

Workout Lifestyle vs. Make an effort to go out with friends.



# Correlation Study

## Quantitative Research

After designing a survey on a liker scale of 1-5 with 20 participants, study showed that those who implement working out as part of their lifestyle will most likely make an effort to go out with friends.

1 2 3 4 5

Not at All ☐ ☐ ☐ ☐ ☐ Definitely

I consider myself a person with a lot of energy.

1 2 3 4 5

Not at All ☐ ☐ ☐ ☐ ☐ Definitely

I like to work out because it is part of my lifestyle.

1 2 3 4 5

Not at All ☐ ☐ ☐ ☐ ☐ Definitely



Kelsey  
24 y/o  
Pennsylvania  
Basketball Enthusiast



# User Persona

**“I am always looking for adventure.”**

Originally from Pennsylvania, Kelsey spent a lot of time doing outdoor activities with her family. She has moved to LA 2 years ago to begin a fresh new life. Loves camping trips, basketball and rock climbing.

## Pain points

### Works Full-Time

Kelsey works full time to afford her rent. However, she misses doing outdoor activities and wants to continue making time for Basketball. Finds it difficult to find others with similar interests and organize her schedule.



# Expert Interviews

I emailed at least 50 marketing coordinators and Ux Professionals via Linkedin, Girlsboss, and Facebook a survey and only got 6 responses.



**“Promotions are important! Social Media is a huge part of drawing an audience to an event these days.”**

Anika Jackson  
20+ years experience

**“When you create social promotion, excitement builds more for users since they are being reminded of what they have to look forward to.”**

Natalia  
2 years experience



16-19

20

21-23

## Prototyping phase index

- Concept poster, Pitch, Management Tool Prototype.
- Research Interview Guide.
- User Testing Interviews (3 ppl.),



# Concept Poster

## Red Bull Experience Museum

After conducting interviews and study I came to the conclusion that many people are not exposed to the large bigger concept of the Red Bull brand. Some people new them solely because of their drink, others by the extreme sports. But nobody knew they are a multi-media platform. The concept of the museum will give people VR experiences of what it would be like to be an extreme athlete, simulated experiences, rock climbing, media gallery, etc.

After showing this to my mentor she advised that I narrow down and focus on digital experiences only.



# 1st presentation

## I got the go ahead!

Problem: Content recommended by professional athletes. To promote familiarity, trust, and knowledge from professional athletes.

Goal: A platform where Athletes can share with fans their curated content that inspires them along with promoting Red Bull events depending on the user's location. Created to promote Athlete Connections and Local Events.

**Feedback: Great job, I can tell you did your research. Narrow it down. The app seems like a big project. Narrowing it down will help highlight the main idea for your app.**





## Scheduled Events

### Lou L (user 3)

DATE & TIME	END TIME	TYPE	LOCATION
Nov 4, 2...	Oct 27, 2...	User T...	Amateur Athletes

### Oscar(user 2)

DATE & TIME	END TIME	TYPE	LOCATION
Nov 4, 2...	Nov 4, 2...	User T...	Amateur Athletes

### Rick-(user 1)

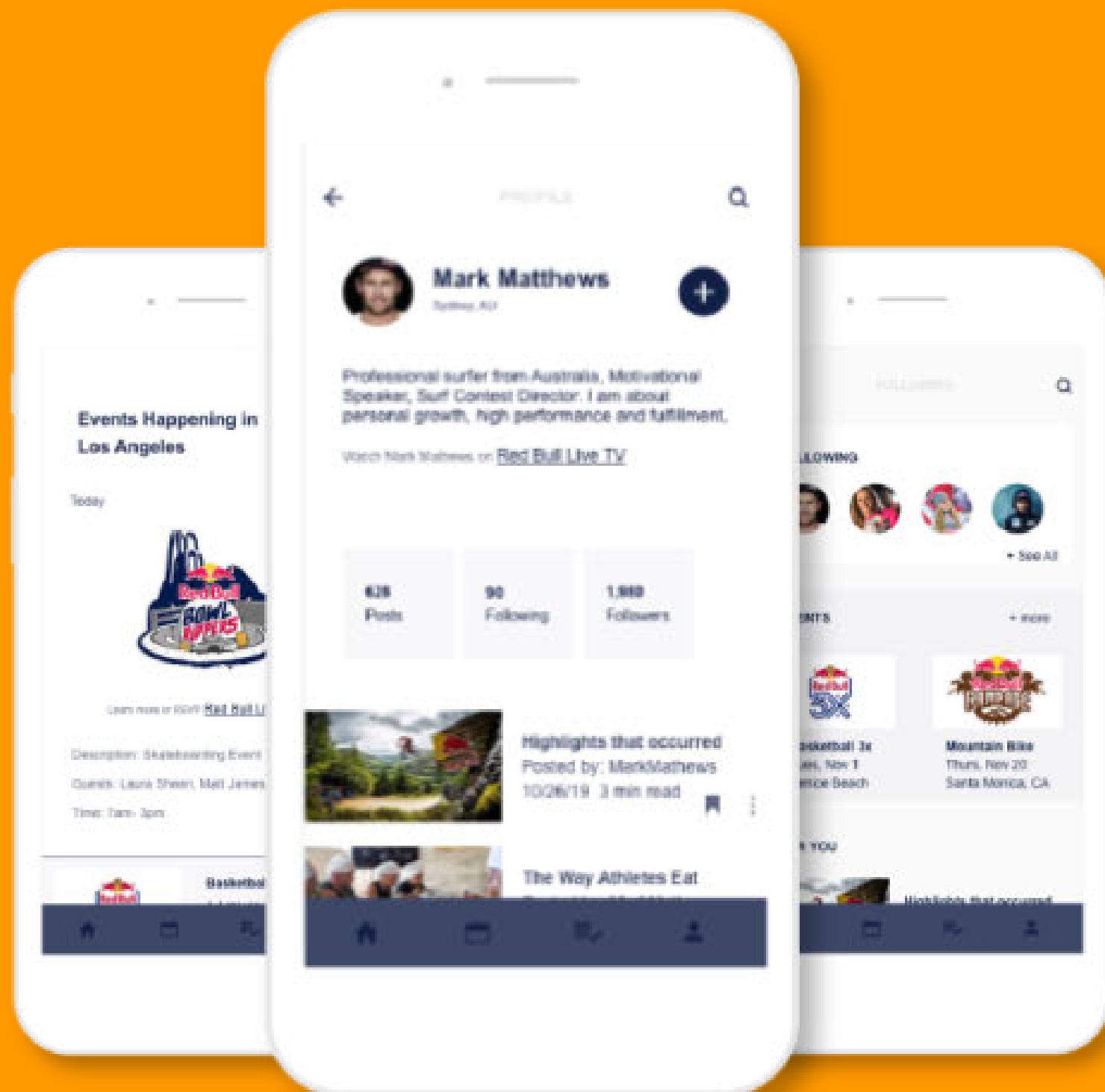
DATE & TIME	END TIME	TYPE	LOCATION
Nov 4, 2...	Nov 4, 2...	User T...	Amateur Athletes

# Management Tool

## First time utilizing Air Table

I usually use Google calendar to schedule my time. However, I wanted to give Air Table a try. I really like the idea behind Air Table. I like the customization of categories and information input.

Using Air Table was overall a good experience but since this was a solo project, it would have been easier to handle using my calendar. If this was a bigger project with others I would consider using it again.



# Prototype

## Red Bull Charged

A platform where Athletes can share with fans their curated content that inspires them along with promoting Red Bull events depending on the user's location.

Created to promote Athlete Connections and Local Events.

# User Testing

Created a new interview guide to find the right participants for my prototype. This time around it was a bit easier to know what kind of participants I wanted since my projects was to cater a certain individual.

## Research Plan

### What do people know about the Red Bull brand?

Uncovered users' perspectives and knowledge of the Red Bull brand.

#### Research Plan

#### Prototype for Red Bull

##### Summary

1. Objective
2. Participants
3. Approach
4. Interview Script
5. Schedule

##### Objective

##### What we'll gain from this research

##### Goals:

- \_Clarity of icons, and affordances in the app.
- \_Identify to solve pain points within the app.
- \_Measure the ease and legibility.
- \_Observe the relationship with the app in end-to-end tasks.
- \_Discover wherein the process people need instructions.
- \_Learn any obstacles or confusion in the app.

Lou is originally from Canada. Growing up he loved playing all types of sports. His father was also a sports fanatic. He moved to LA to begin his sports podcast. Has not gotten the chance to play sports.



## Sports expert

**"I think this is a great idea. There aren't many places that offer this service and Red Bull has the potential to provide this."**

Lou misses playing baseball and says he hasn't played since he moved to LA because he doesn't know anyone he can play with. This service can expose him to other players his age. He also explains that if he were to start playing he knows he will have to drive far since places around him don't offer the space or resources.



Oscar grew up playing soccer his whole life. He enjoys being active and playing regularly. Oscar is also a student and a personal assistant. He says he would be motivated to participate in workshops that include his favorite sport.



## Soccer Player

**"I really like this idea, I've met so many players with a lot of potential that can benefit from this service that you offer."**

Oscar knows how expensive it can be to play a sport. There's the uniform, equipment, training, and transportation expenses etc. He sees potential in this idea and would be motivated in learning a new sport if it was in his area.

Oscar said he would be even more motivated if he knew the professional that would be teaching the workshop as well.

Richard is an athletic person who focuses on calisthenics. He also skateboards regularly. After suffering from a foot injury, he had to take a break and wants to practice getting back on the board.



# Skateboarder

**"We need something like this because it would help underserved athletes."**

Richard is somebody who believes in an athletic lifestyle and in providing fair opportunities for everyone. He is quite aware of societal standards and expectations that are held in an impossible reach for underserved neighborhoods.

He says this is a necessity for all communities as many athletes in some neighborhoods don't get the opportunity to ever get professional training. He believes this will open new possibilities for many people.

**25-27**

**28-30**

# Final Pitch and Web Documentation

- My Pitch(Final Presentation)+ Reflection
- Insights for web contribution, Hero image, Headshot.





# My Pitch

Hello everyone, my name is Araseli. Imagine for a second that u play basketball...not professionally just at your local basketball courts at the park ...and then you hear RB is hosting a tournament for a fee of \$100 for a chance to win \$2,000.but once you get there you realize it's up against college-level athletes who are also NBA prospects, how confident are you to bet your hard-earned money on yourself in competition against those odds? I don't think many of us would. You are not alone, luckily we have data that shows that most people aren't willing to do so either But what if there was another option. After doing some surveys, I discovered that people are willing to spend money to rather learn from such athletes....Now imagine you are still that basketball player and you hear that red bull is hosting a training workshop for 20\$ how willing are you to go there and actually learn something and then potentially enter a competition with a lot more training and experience.I think a lot more of us would sign up for something like that.



Red Bull Charged is designed to give these users that opportunity. In this stand-alone app, anybody who's interested in signing up for one of these workshops put in their location, search criteria and data about themselves to find the best workshop for them. Let me take you through a quick walkthrough and with that, introduce you to Kelsey. Kelsey is a Pennsylvania native who just moved to LA 2 years ago. Back home, Kelsey did a lot of outdoor activities including basketball. Nowadays she doesn't have a lot of time since she has to work full-time to afford rent in LA. But she misses playing and wants to find a way to meet people she can play and learn with. So she signs up to Red Bull Charged.

(Walkthrough bullet points....Location, sport, etc. Other sports information etc. User Insights...Lou, from Canada. Oscar, Soccer player.)

And finally, why should Red Bull invest in this idea? Well, it gives people the opportunity to engage in something that makes them happy. Red Bull is about sports, community, the resources are at your fingertips. And finally, It will help Red Bull engage a new audience. Because let's face it, we could all use some "wiings".





# Insights/Reflection

Working on this project was a challenge given that it was a solo project and was not announced until mid project it would be an individual project. I was grateful to have a mentor UX Researcher who met with use weekly to guide us in the right direction.

I would have liked more transparency from Red Bull. They weren't willing to share much of there research and data.



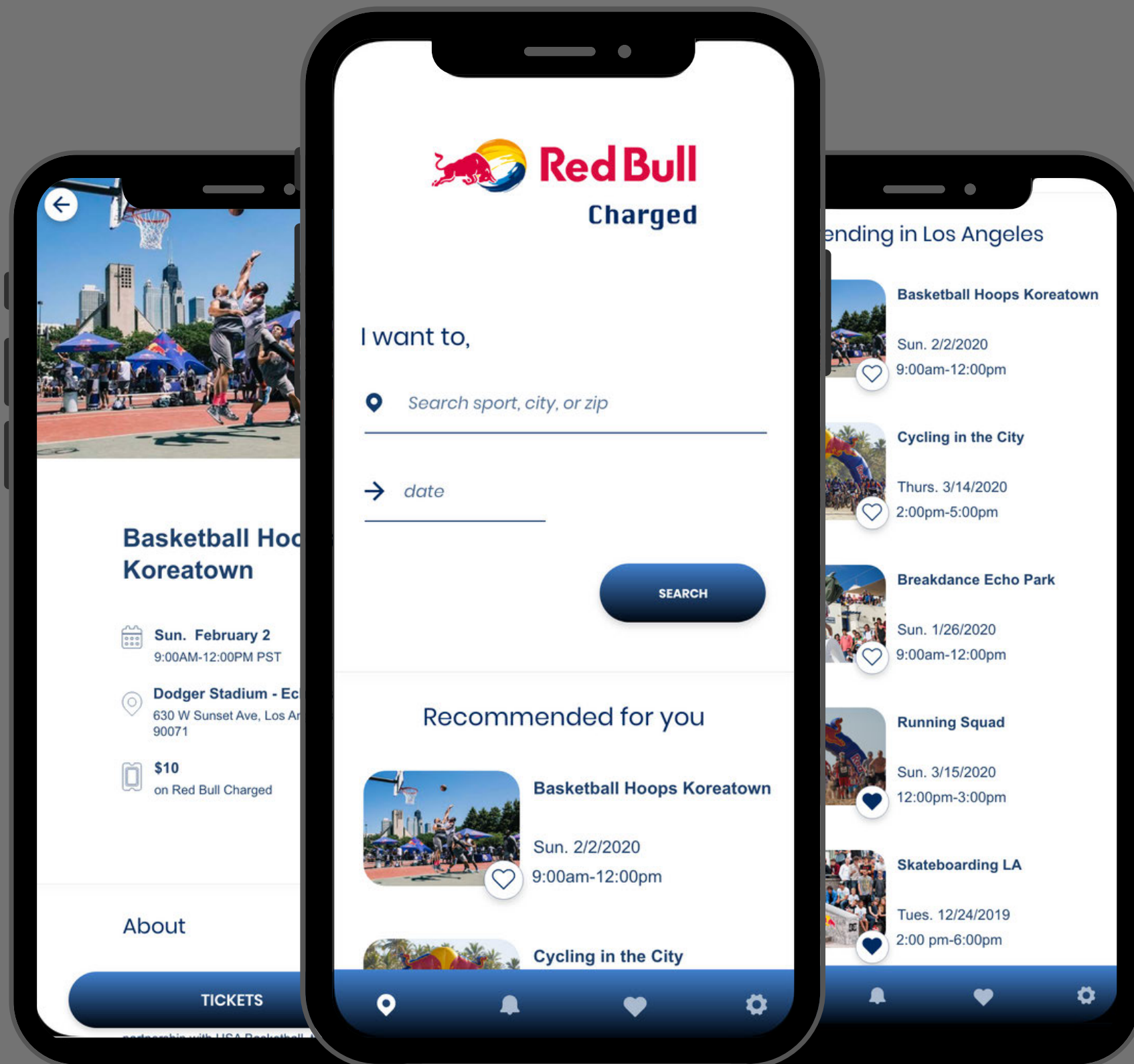
COMMUNITIES	<p>There is only one female gamer that is signed under Red Bull's endorsement deal out of over 100 female gamers worldwide. XXX</p> <p>It's important for users to feel a sense of belonging to feel fully comfortable in their space. X</p> <p>Our proposal is about community building, engagement, and belonging because we believe inclusivity is the core value of the brand. xXX</p> <p>Users rely on multiple sources to seek information on specific athletes.x</p> <p>Many rely on YouTube to salvage time and focus on the most vital moments in a certain sports event. XXX</p> <p>Users want a way to feel more connected to the Red Bull community through more meetups and/or easier access to live events</p> <p>( Roy ) "Users want to be more involved in the extreme sports community but don't know how, when, or where to be"</p> <p>( Roy ) "When users are unable to effectively organize their content they feel slow, insecure and frustrated"</p>
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# Contribution to Insights Document

My study showed a correlation between users who implement an active lifestyle is more driven to partake in social events and outdoor activities.

Users rely on multiple sources to seek information on specific athletes.

Many rely on YouTube to salvage time and focus on the most vital moments in a certain sports event.



# Red Bull Charged

## A stand alone app.

Targeted towards amateur athletes with training workshops curated for each individual after taking a short quiz and location.

This app is designed to elevate athletes and give them the opportunity to engage in their community by attending workshops near them. Search by sport, location, or date.

Created by:  
Araseli Serrano





# Araseli Serrano

## Interaction Designer

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## Thank You