Mobile Phone App Design
Jean Keller: Concept, UX/UI Design, Front End Development/Content Strategy

INTRODUCTION

The concept for the app came about when I was talking with my daughter's horse trainer at the barn one day. I had initially thought of a record keeping app for the health and show records of a horse, but it was suggested that a place to keep track of ribbons and points during a show season would be more useful. I ran both ideas past <u>several</u> potential users (riders, trainers, parents of riders) and decided on the point-keeping record app – specifically tailored for use by the IEA (Interscholastic Equestrian Association). This organization provides the opportunity for middle and high school students to compete on an equestrian team, without having to own a horse.

Based on my decision, I took this concept through the **discovery**, **design**, and **validation** phases. Each is written up in detail and attached here. I worked on **content strategy** by pairing down as much information as I could so that what was left, was only what was necessary.

Finally, I was made aware of many **prototyping** tools that are freely available and went through several rounds of organizing the actual construction of the mobile app. I learned that even though you have a plan for a flow, there are still a variety of ways to get from point "A" to point "B" and the best way is always the most direct way.

The decision on how to build my hi-fidelity prototype was challenging. My impulse was to go with the applications I was most familiar with. I first considered Photoshop, then Illustrator, then inDesign. They each got the job done, but none was easy or appropriate for this task.

Eventually I came across "Proto.io" and decided that would give me the prototype I was looking to build. There was a definite learning curve but I stuck with it and learned a new vocabulary for how the underpinnings of a mobile app is constructed.

I found it interesting that during my prototyping phase I was still refining content, and that when "searching" or "recording" information on a small, mobile device – <u>less is more</u>.

Once I had something that could be mocked up and viewed on a device, I tested for usability through in-person sessions. I had 4 users (plus myself) test my app and iterated per one-on-one feedback, bugs we found, and suggestions and comments that came up.

I am proud to say I finally have a working prototype that I am able to present on an actual mobile device!

REASONING FOR CHOICE:
- I wanted to do something that would be useful to the equestrian community as my daughter rides and I am very involved in keeping records of her events.
- It was brought to my attention by her trainer that the tedious task of keeping track of qualifying points for the various medals and end-of-year awards would be helpful. This community seems to do almost everything off-line.

BACKGROUND

Apparently, many years ago, a small book was given to each rider at the beginning of show season so they could track their progress as they work towards earning points and qualifying for participation in specific classes. This app will take the place of that book and keep all information in one place.

It will not only track points per show, but it will keep a running tally of each class so that goals can be met.

DISCOVERY

My audience for this app are the riders, coaches, trainers and parents who want to keep track of how many points were earned in the show ring on a particular day.

I have already spoken to several equestrians who are active in horse showing and they seem to think this might be a good idea. I will do primary research by putting together a brief survey and distributing to those in my "equestrian circle". I will also speak to friends I know through my daughter and get their personal (face to face) feedback. For secondary research, I'll do internet search.

The list of possible horse shows is extensive, so I limited this application to the IEA (Interscholastic Equestrian Association) which allows for equestrian to be a team sport for riders in middle school and high school. The schools are not involved. Riders join teams at their respective barns.

DESIGN

Since everyone has a cell phone with them, it's only fitting that this be a mobile app. Points can be input immediately after the class is pinned and the rider will have a up-to-date running tally.

VALIDATION

I will have the my prototype tested by people who would potentially use the app and get their feedback. Any tweaks or iterations necessary will be addressed and made before my final presentation.

MY DISCOVERY FINDINGS:

As the mother of a competitive junior equestrian, I am acutely aware of the plethora of show schedules, complicated point requirements for each, and what it takes to keep track of it all, so I come at this project not only as a UX designer, but as a potential user.

I am going to create a simple app that will replace a paper-based record keeping booklet. (There was a booklet used many years ago but as things went digital, the booklet was dropped and never replaced digitally.) Through interviews and a brief survey, I found out that over 90% of potential users already go to horse shows with the goal of winning end-of-year point accolades. 100% of these same users agreed that having a phone app would help organize their season points and keep them aware of how many points they needed to qualify for an end-of-year event or to move up to the next level.

The survey revealed that it didn't seem to matter what style riding the potential users of this application do. Likewise, keeping track of points through a phone app seemed to be helpful for those on a high-school team as well as those who show individually at a junior or adult/amateur level. Riders and trainers alike agreed that record-keeping would be helpful. The trainer especially added that if she could easily track her student's point accumulations, it would be easier to plan which horse shows to participate in as the season progresses. And for her, keeping track of several students and their point standings at the same time can be challenging.

Other things that came up in conversation but were not on the survey were the potential for this app to have a phone number section for numbers strictly related to horse-showing. This might include the braider, grooms on call, favorite show venues, the vet, the farrier, and tack shops. Competing with IEA, the riders draw horses from the hosting barn the day of the show, so a place to note who they rode would be good, also.

I was surprised to learn that there was only moderate interest in sync'ing a show schedule with a personal calendar or having particular regional shows automatically pop up as a reminder.

It is interesting to note, that this is an industry that still does many things the old-fashioned way; paying for most fees via personal check! Perhaps this is why there is no app like this so far as I know.

I did a little bit of probing about UI as I was interviewing. No one was aware that the USEF (United States Equestrian Federation) even had a mobile app yet everyone was aware of the USEF website. I shared the USEF app with my interviewees and they said it looked "classy, as expected", but was not functional at all. The Drug database looked nice, but was difficult to navigate. I will keep this in mind when working on the UI of my app. It will look clean, contemporary, sophisticated and user-friendly. It will needs to be easy to enter "points on the fly" once the rider profile is set up, so that an accurate tally can be kept. Since this is does not automatically update from the score-keepers records, it's accuracy will only be as good as its' user-input.

DISCOVERY PHASE (Competitive Analysis)

A simple Google search for "horse show point record keeping" turned up a number of stable management apps and software packages. Most deal with the financial end of managing a farm/show barn and horse business software needs such as board, vet, farrier, breeding, sales prep and billing.

14 are Web-based; 22 are installed applications. Searching in The App Store under "horse show records" turns up only 3 options. Again, these keep only records for health, breeding and training of the horse. Even going directly to the USEF (United Stated Equestrian Federation) website or searching "USEF" in The App Store, only yields a very small amount of app options.

Given the fact that I cannot locate even one desktop or mobile app that was designed exclusively for record keeping of horse show points, I will assume there are currently none available.

Of the installable-type software packages, an app called "Horse Show for Windows" probably offers the closest thing to show-record keeping. However, it appears to keep track of horse shows from the barn's point of view. That is, it keeps track of running an event; not participating in one.
There is another called, "ShowPro Horse Show Software" which also is an organizational tool for horse show management with accounting integration and class management (supporting multiple breeds).

Of the online software, nothing seemed to fit the bill. They all address horse care, service management, reproduction management, business and the day-to-day of running a barn.

The phone apps that were related to the showing aspect of owning a horse, primarily address training of the animal and learning dressage courses or learning striding between jumps. There is one SCORE keeping app called National Horse Show which keeps track of all the riders competing in the National Horse Show. It's not a personal record, it's a particular show's record.

That said, I did download the USEF phone app so that I could complete this research portion of this assignment.

Since the IEA has no phone app which works with their record keeping or show system. I would consider this to be a value-added app for their organization.

HEURISTIC EVALUATION OF THE USEF PHONE APP:
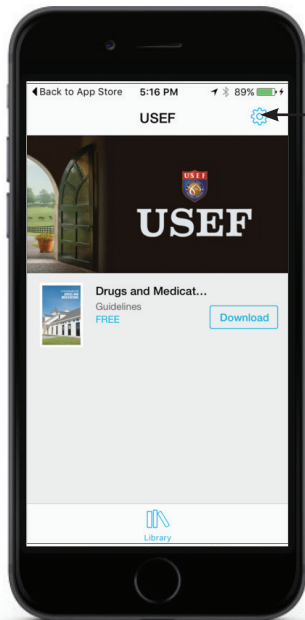
Evaluating the USEF phone app has me completely confused. Once launched, I found that there are basically only 4 screens.

Graphically, there is solid continuity between the USEF website and this app, but the fact that this app offers no more than a downloadable pdf file of the current Drug and Medications currently allowed or prohibited in order to compete in USEF-rated shows has me perplexed. The full website offers far more information about horses, riders, trainers, owners and placings.

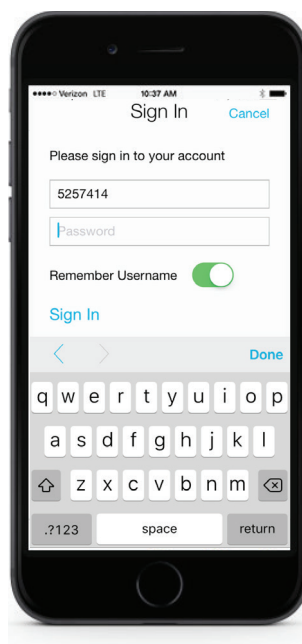Tapping what I would consider the "settings" icon takes you to an ambiguous sign-in page. (see below)
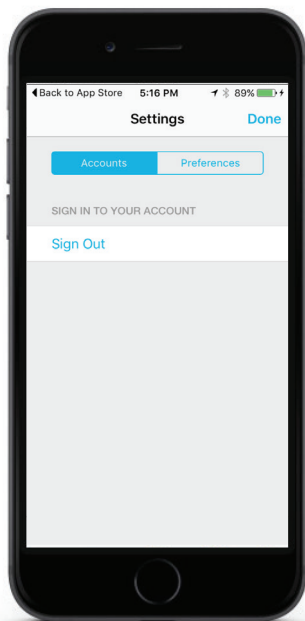
This is what comes up when you tap the settings icon. It appears as if I am already signed into the app since my only option is to "sign out" at this point.
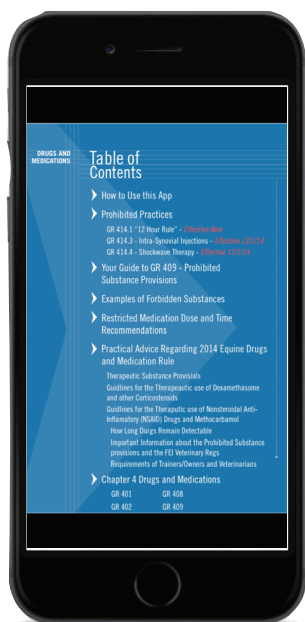
More>
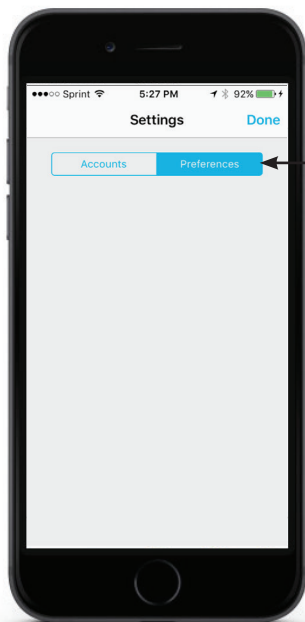
Tapping the "Preferences" button yields this page (or basically nothing)

If I "sign out" this pops up so I can sign back in. The only logical screen of the group.

Tapping that pdf view/download brings me to this multi-page pdf file. After viewing, it is unclear how to return to any of the previous pages. In fact, I found through trial and error and I had to lean on the top portion of the file and a "back" arrow would appear. Very confusing.

HEURISTIC EVALUATION of the USEF phone app using a 10-point rating system:

Visibility of System Status:
    10/10   Screens load quickly; not necessary to show time-elapsed

Match Between System and Real World
    10/10   This app is what I expected visually given my familiarity with the USEF full website. There isn't actually any text except for the pdf file, so I cannot speak to it's communication with the intended audience

User Control and Freedom
    1/10   This app was either not meant for release, or was released prematurely. I am actually confused as to why it is available in it's current state. Extremely difficult to find a way out of viewing the pdf file.

Consistency and Standards
    10/10   Icons are pretty standard and easily recognized, however, they are do appear to be linked to anything of value.

Error Prevention
    10/10   No errors were detected; however, when the link went nowhere, there was no error message

Recognition Rather than Recall
    10/10   I'm only giving this a 10 because the icons are clearly recognizable. It is unfortunate that this site is not more robust.

Aesthetic and Minimalist Design
    10/10   The home page is fine. It is clearly recognizable as USEF. It is easy to read and matches the full site branding.

Help and Documentation
    0/10   Not necessary because there doesn't seem to be anywhere to navigate to OR it is completely necessary because I can't find anything except the drug listing.

Given my findings on what is currently available, I have decided to move forward in developing a mobile app which will be a digital record-keeping book for the amature equestrian.

INTERVIEWS:
    I have spoken to 1 professional trainer, 1 adult rider, and 2 teen riders. Each feels an app like this would be handy. The trainer said she would use it to keep track of her student's current points so that she could schedule attendance at shows where qualifying classes were available. The (teen) student-riders each said they would probably start keeping a close record of their points if it was as easy as entering it in a phone app. (This is especially true for their high school team points where they each have a chance to qualify for regionals, zones, and nationals after a 5-show season.) The adult rider agreed pretty much with the teens. She is an eventer and does all her record keeping by saving receipts from shows. Every so often, she will go through her batch of paperwork and see how close she is to qualifying for a spot at the state finals.

SURVEY:

I put together a 10 question survey on SurveyMonkey. Since I am working on a niche app, I mailed the link to my daughter's team coach and teammates and posted on facebook with a shout out to my friends I know through the barn and show circuits. This took my survey from New England, through the MidAtlantic states and down to Texas. I asked that anyone feeling so inclined was welcome to share the link. It was shared once in New England.
(Link to survey: https://www.surveymonkey.com/r/WKMPCMC)

Disciplines Include
Flat
30.00% 3
–
Hunter
80.00% 8
–
Jumper
10.00% 1
–
Equitation
60.00% 6
–
Medal Classes (any)
50.00% 5
–
Dressage
0.00% 0
–
X-Country
20.00% 2
–
IEA (Interscholastic Eques Assoc)
50.00% 5
–
IHSA (Intercollegiate Horse Show Assoc)
0.00% 0
–
Western Pleasure
10.00% 1
–
Roping, Reining, Cutting, Barrel, etc
0.00% 0
–
Horsemanship
0.00% 0

Do you participate in shows where there is an end-of-season award given for points?
Yes
90.91%
–
No
9.09%

After each show do you tally your points?
Yes
27.27%
–
No
54.55%

Do you wish you knew of show venues without having to search online?
Yes
63.64%
–
No
36.36%

Do you wish you could have your personal calendar automatically sync with shows you are interested in attending?
Yes
54.55%
–
No
45.45%

Would it be helpful to have a phone app where you could organize your seasonal points and goals?
Yes
100%

Do you own/lease a horse?
Yes
90.91%
–
No
9.09%

What is your age?
13-18
45.45%
–
19-25
0.00%
–
26-35
0.00%
–
36-45
9.09%
–
46-55
9.09%
–
55+
36.36%

Who Are you?
Rider
81.82%
–
Trainer
27.27%
–
Parent
18.18%
–
Groom
9.09%

USER STORIES

What it means

As an
Elite Rider
I need
to keep an accurate record of points
So that
I will know how many more shows or points I need to qualify for end-of-year medal finals

User needs to keep an **accurate tally** of points throughout the season. If points are kept separate by show, they also need to appear in a "**total for the season**" area.

As a
Parent of a competitor
I need
to know of upcoming shows
So that
I can plan the rest of the family's activity schedule

User needs to know of **scheduled events** because there is more than 1 person in this family. In order for the child to succeed, the "major" scoring events, need to be included in the **family's personal event calendar**.

As a
Professional Coach/Trainer
I need
to plan my show selections
So that
multiple riders will be able to earn points they need for end-of-year finals

User currently has **multiple students** and they each want to qualify for something. There are many shows user can choose from to participate in. User needs to **co-ordinate** the trailering of animals and "**best show options**" for all.

USER STORIES   **What it means**

As a
High School Rider (IEA)

I need
to know how many points I earned

So that
I can see if I qualify for regionals or if I can move up to the next level

(IEA-User participates in 5 shows per season with finals following.) User wants to **keep a running tally** of points to know if they will **qualify** for end-of-season finals or to **move up** to the next level Needs **positive feedback** after each ribbon entry.

MVP WILL INCLUDE:

1. Point Recording System (Daily tally, points to date, points needed to qualify)
2. Multiple-types Point Tracking (points tracked for multiple classes)
3. Point-tracking for multiple riders
4. Listing of shows by Zone/Region
5. Listing of shows by Date
6. Link to map/directions to particular show grounds
7. Link to download prize list for each show
8. Section for storage of show photos and videos

USER	Ribbon Color	Ribbon Value	Total Tally (Running)	Show Schedule	Positive Feedback
Elite Rider	x	x	x	x	x
IEA Rider	x	x	x	x	x
Parent		x	x	x	x
Pleasure Rider					
Coach/Trainer	x	x	x	x	
A-Rated Rider	x	x	x	x	x

NAME

Use a realistic name. Don't use names of colleagues.

Tonya Trainer

DESCRIPTOR

What type of persona is it. Describe the most prominent differentiator.

Professional equestrian/alt mother figure

QUOTE

Capture the essence to one or two points that could come out of the persona's own mouth - so to speak.

"Heels down, shorten your reigns; that line is a 5-stride!"

EDUCATED GUESS

WHO IS IT ?

Sketch the personal profile, age, location, job title, what kind of person is it? Think about one or more personas from segmentation.

Tonya is the quintessential crazy horse lady. She has been riding since she was 3, she raised 2 daughters who were competitively successful and now continues to train serious young riders.

WHAT GOALS?

Wat is the supreme motivator? What are (latent) needs and desires?

In order for Tonya to be a success, her students must be a success. In order for Tonya's students to be a success, they need to compete successfully in the local circuit and qualify to compete statewise and hopefully nationally.

WHAT ATTITUDE?

What is the point of view? What is the expectation, perception of the service, company or brand. What motivates the persona to go to the website, into the shop, or use the service.

Tonya loves reliving the newly ignited passion that only riding on the back of a 1500lb animal can bring. She was a successful junior and gran prix rider. She wants to pass on that success to "her kids".

ASPIRATIONAL

WHICH BEHAVIOUR?

What does she do? Tell stories about her behaviour while using a service, product or site. Channel usage for various needs (internet, visiting comparable sites, mobile, social media). What works well, what are the frustrations, what is stopping her from choosing a function, service or product?

Tonya loves being around horses. She loves riding them, she loves training them and she loves training kids to ride them. She loves passing her love and respect for these grand animals on to the next generation.

Her life is very busy as she keeps a "herd" of her own to give lessons on as well as lease out to others. She has several talented junior riders and she wants them to have the experience of a lifetime. She is acutely aware of the expenses involved in showing a horse, so with respect to the family's budget, she tries to plan a show schedule so that her riders can maximize their potential to qualify for state finals and at the same time, not break the bank.

She is forever asking her riders how many points they have or what ribbons they won at previous shows. If she could have a place to quickly and permanently record show results, it would be very helpful in how she plans out a schedule for her multiple riders.

Which Trends, mindstyles or other indicators are applicable for this persona?

How important are functional, emotional, expressive benefits.

Fast or slow decision maker? Why, how can you tell?

Decisions made on facts or emotion? Why, how can you tell?

ACTUAL

NAME

Use a realistic name. Don't use names of colleagues.

Monica Mom (female)

DESCRIPTOR

What type of persona is it. Describe the most prominent differentiator.

Typical horse-show mom

QUOTE

Capture the essence to one or two points that could come out of the persona's own mouth - so to speak.

"You look great, sweetheart. Have fun!"

EDUCATED GUESS

WHO IS IT ?

Sketch the personal profile, age, location, job title, what kind of person is it? Think about one or more personas from segmentation.

Monica has a daughter who rides competitively. Monica rode in her youth and now as a barn-mom, she totally "Gets it". When her daughter expressed interest in riding, Monica signed her up for professional lessons – after all "safely first!" Monica has become the quintesential "horse show mom". Once a girl-scout, Monica "always comes prepared."

WHAT GOALS?

Wat is the supreme motivator? What are (latent) needs and desires?

Monica wants her daughter to be safe. She also wants her daughter to be successful. As much as it is her daughter who is in the ring, Monica can't help but be competitive. She hopes by doing well in the show ring, she may be offered some sort of compensation when college application time rolls around.

ASPIRATIONAL

WHAT ATTITUDE?

What is the point of view? What is the expectation, perception of the service, company or brand. What motivates the persona to go to the website, into the shop, or use the service.

Is frugal. Likes the diversity of other show parents she has met. Is not willing to buy into the premise that success can be purchased – success is about hard work.

ASPIRATIONAL

WHICH BEHAVIOUR?

What does she do? Tell stories about her behaviour while using a service, product or site. Channel usage for various needs (internet, visiting comparable sites, mobile, social media). What works well, what are the frustrations, what is stopping her from choosing a function, service or product?

ACTUAL

Which Trends, mindstyles or other indicators are applicable for this persona?

How important are functional, emotional, expressive benefits.

Fast or slow decision maker? Why, how can you tell?

Decisions made on facts or emotion? Why, how can you tell?

Monica is EXHAUSTED. She's polished boots, laundered breeches, cleaned helmets, located show gloves, crop, socks and a clean shirt and wiped horse snot off the show coat. She has also spent time at the barn readying the horse. She's de-shedded, clipped, washed, combed, brushed and wrapped "the mount". She pays ALL the bills, and buys all the tack. She packs "the bag" full of snacks, and emergency goods. She considers herself part of "the team". When the ribbons are handed out, part of that ribbon is hers.

She loves to watch her daughter ride. But she also loves to see her daughter WIN!

ACTUAL

NAME

Use a realistic name. Don't use names of colleagues.

Janey Jumper (female)

DESCRIPTOR

What type of persona is it. Describe the most prominent differentiator.

Considered and Elite-level junior rider

QUOTE

Capture the essence to one or two points that could come out of the persona's own mouth - so to speak.

"If I don't make it to the Maclay finals with my new eq horse this year, my dad is going to be so mad!"

WHO IS IT ?

Sketch the personal profile, age, location, job title, what kind of person is it? Think about one or more personas from segmentation.

Under 18; from the "northeast"; trains year round; family owns at more than 1 horse; travels to Florida for 6 weeks in the winter to train/ride at HITS Ocala; has a personal academtic tutor during this time to keep up with schoolwork; is driven to succeed; operates under an air of affluence.

WHAT GOALS?

Wat is the supreme motivator? What are (latent) needs and desires?

Most of all wants to WIN BLUE Ribbons.

Is very aware of status; and class. Is somewhat uncomfortable having to figure things out for herself.

WHAT ATTITUDE?

What is the point of view? What is the expectation, perception of the service, company or brand. What motivates the persona to go to the website, into the shop, or use the service.

Hates when things don't go as planned.
Has a "team" of support around to help with the "dirty work".
"Everything needed can be purchased."

WHICH BEHAVIOUR?

What does she do? Tell stories about her behaviour while using a service, product or site. Channel usage for various needs (internet, visiting comparable sites, mobile, social media). What works well, what are the frustrations, what is stopping her from choosing a function, service or product?

Which Trends, mindstyles or other indicators are applicable for this persona?

How important are functional, emotional, expressive benefits.

Fast or slow decision maker? Why, how can you tell?

Decisions made on facts or emotion? Why, how can you tell?

Janey and her barn friends are out at PinkBerry after a couple hours at the barn working with their trainers and their imported warmbloods. She's concerned that her horse, "Dolly," may not be progressing quickly enough and if she can't get Dolly up to speed, they will never have a chance in the equitation ring this season! She has already been to a half-dozen summer shows with Dolly and they have placed well in most shows. Janey wonders if they have a chance to qualify for the Maclay Finals this year. The qualification requirements are complicated as they are listed on a 6-page spreadsheet on the MedalMaclay.com website.

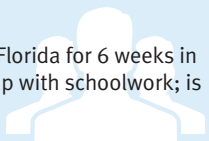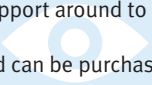It would be so much easier to "just ask" how close she is to qualifying for finals.

Her mom usually keeps track of her placings and points when she files the end-of-day show bill/point tally. Janey knows what ribbons she has won, but doesn't remember how they translate into points. It would be great if the points she has earned so far were kept all in one place so she could clear goals.

OPEN CARD SORT

1

2
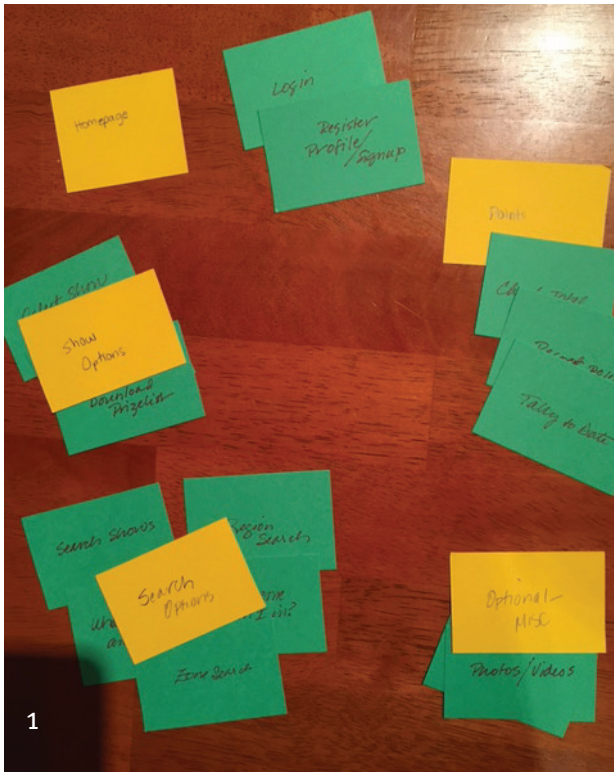
I conducted 2 open card sorts. The cards were almost grouped as I expected. I was interested to see what headings my participant would add. I did not give any instructions at all except that I wanted my participants to put the cards in piles that made sense to them.

This exercise was very interesting to watch 1 on 1 —live. I could almost see the participant thinking out loud. I asked that they not overthink the process and to just organize as they thought best.

Sort 1 was done by a teen rider.
She suggested the yellow heading cards.
> Home
> Search
> Points
> Show Options
> Feedback
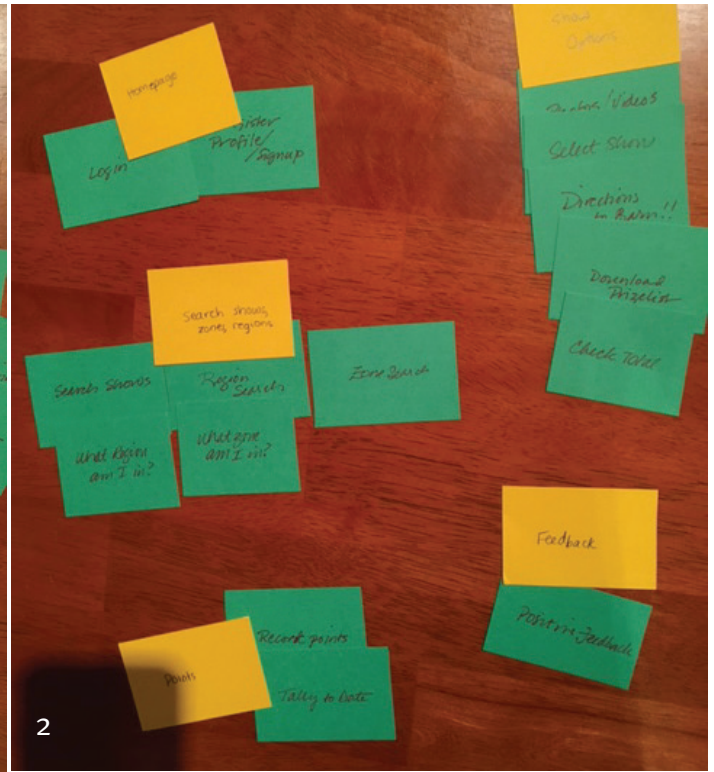
Sort 2 was done by a parent of a rider.
The parent was basically doing a closed sort by using the yellow cards which were already available on the table. The time it took to sort with the group headings already available, seemed slightly shorter, (but I'm just guessing). Perhaps the participant moved faster since they basically read the card and then placed it into a pre-named pile. The groupings by each participant were almost identical –differing only in the point section. The teen put "check total" in an "show options" pile, while the parent put the "check total" card under the "general points".

CLOSED CARD SORT
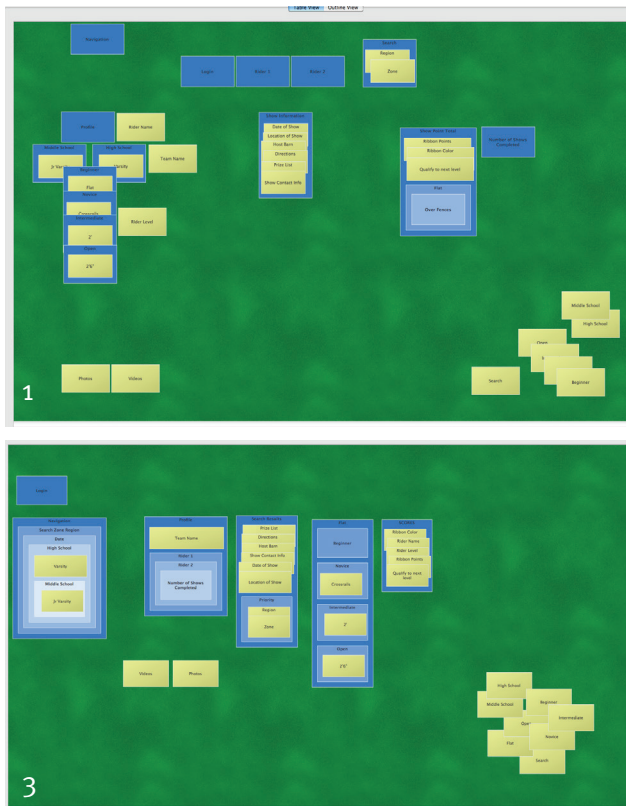
I conducted 4 closed card sorts in a program called xSort. (It was easier via digital methods to collect my data in a timely matter). I was surprised to see how the different users interpreted the headings and how many different ways the cards could be "stacked".

The yellow rectangles are cards, the blue ones are categories. Categories could be added, re-named, or deleted by the participant. Categories could also be stacked on top of each other to create sub-categories.

Fortunately, I saved screen grabs of each card sort. Unfortunately, I didn't mark who did what and the results generated by the program do not include final table shots. It's interesting to see the thought processes.

I had 2 teen riders, 1 parent, and 1 coach complete this exercise for me.
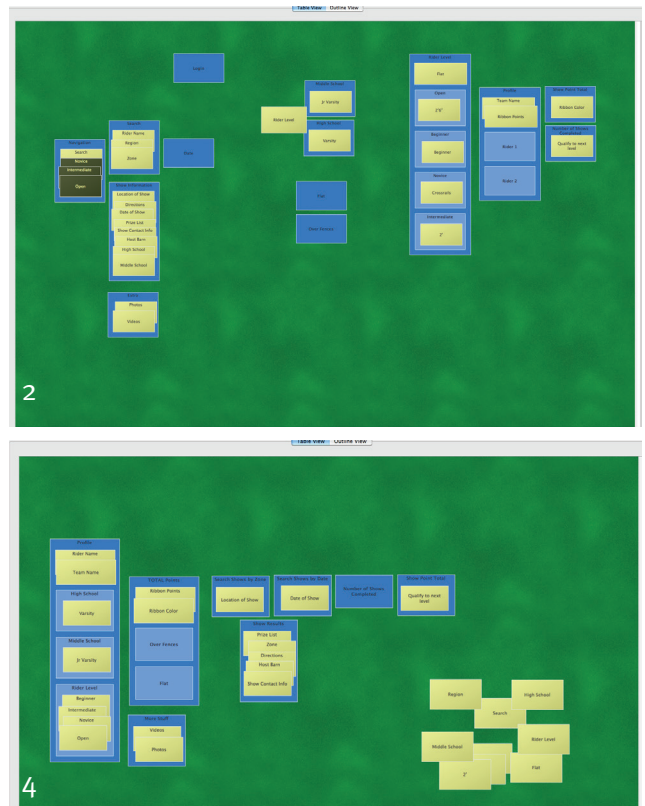
#1 has created categories for multiple riders and basically broke it all down into 3 main sections: Profile, Show Information, Show Point Total.

#2 focuses on levels by height, and point totals by ribbon color

#3 left the level of school and rider's level out of the mix completely by creating categories for each instead.

#4 especially, has a section of categories and several sub-categories, dedicated to the rider profile.
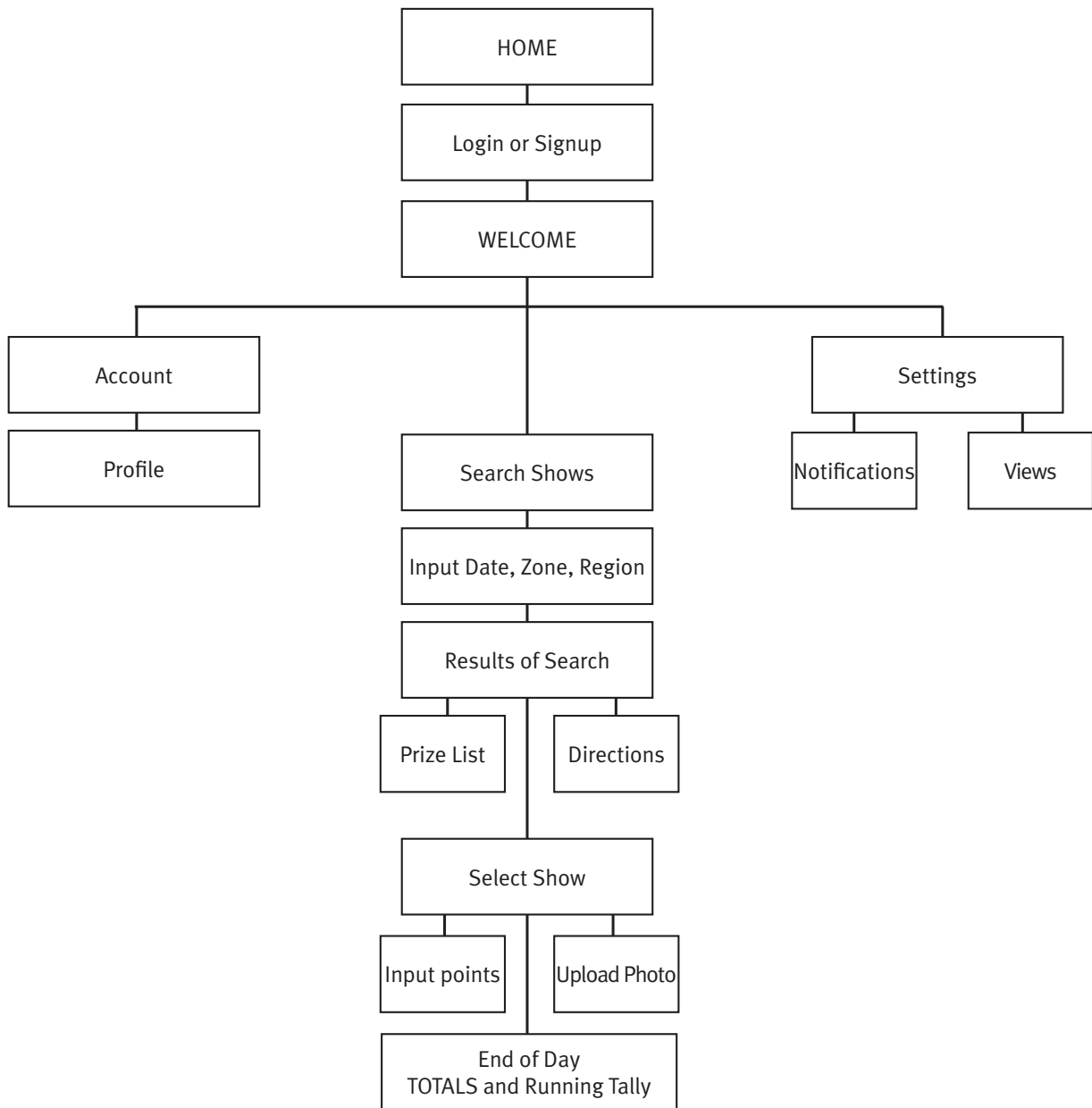
After the sorting task was complete, I spoke with each participant and built my site map with information gained through both results of the exercise AND discussion.

SITE MAP
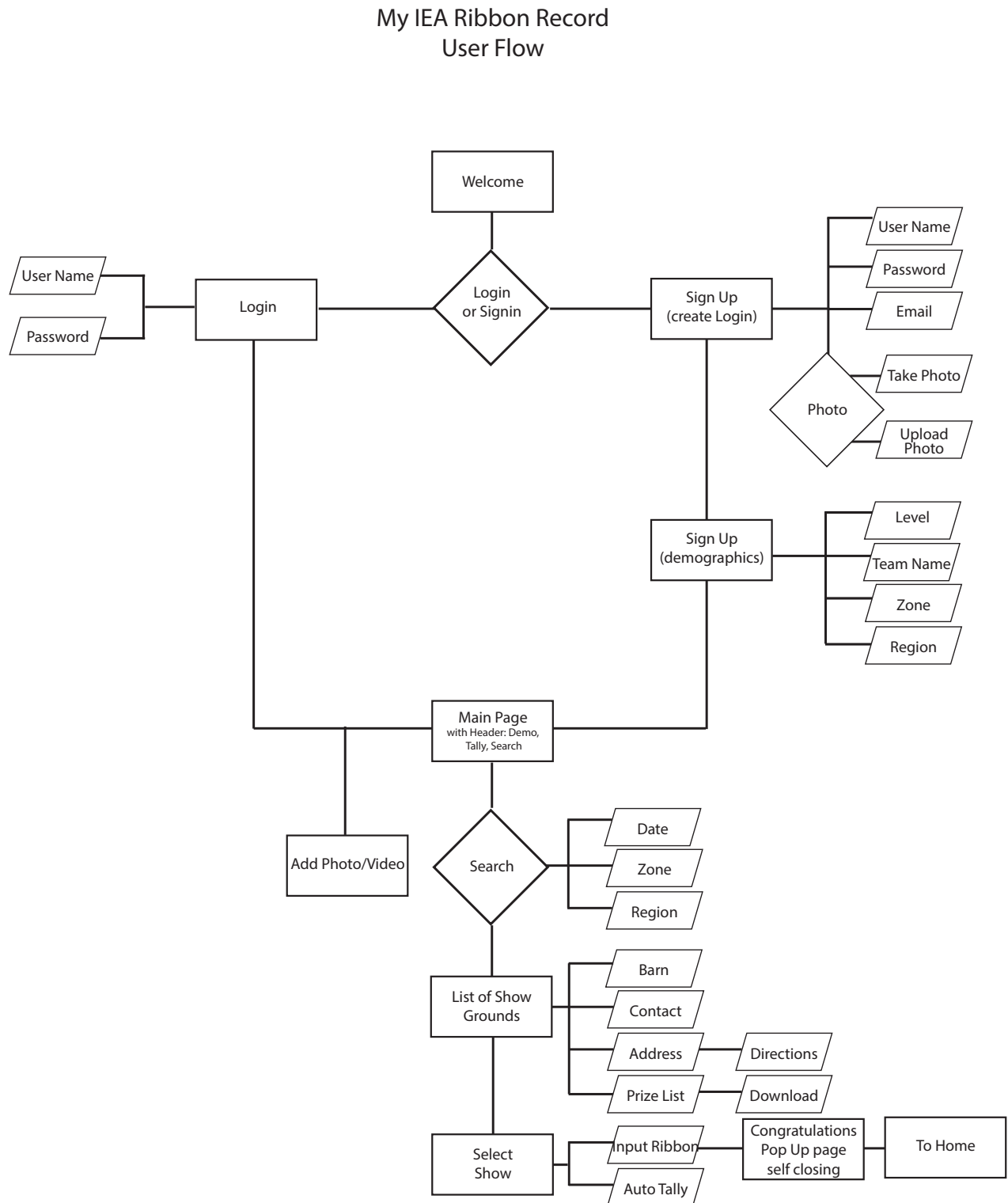Through the information gleaned in sorting exercises, I came up with the following site map:

MY IEA Ribbon Record
Sitemap

```
                        ┌──────────────┐
                        │    HOME       │
                        └──────────────┘
                        ┌──────────────┐
                        │ Login or Signup│
                        └──────────────┘
                        ┌──────────────┐
                        │   WELCOME     │
                        └──────────────┘
    ┌─────────────┐      ┌──────────────┐        ┌──────────────┐
    │   Account    │     │ Search Shows  │        │   Settings    │
    └─────────────┘      └──────────────┘        └──────────────┘
    ┌─────────────┐      ┌──────────────────┐  ┌────────────┐ ┌────────┐
    │   Profile    │     │Input Date, Zone, Region│ │Notifications│ │ Views  │
    └─────────────┘      └──────────────────┘  └────────────┘ └────────┘
                        ┌──────────────┐
                        │Results of Search│
                        └──────────────┘
                   ┌──────────┐   ┌──────────┐
                   │Prize List │   │Directions │
                   └──────────┘   └──────────┘
                        ┌──────────────┐
                        │ Select Show   │
                        └──────────────┘
                   ┌──────────┐   ┌────────────┐
                   │Input points│   │Upload Photo│
                   └──────────┘   └────────────┘
                   ┌──────────────────────┐
                   │     End of Day         │
                   │ TOTALS and Running Tally│
                   └──────────────────────┘
```

My IEA Ribbon Record
User Flow

```
                                    Welcome

  User Name                                              User Name
                                      Login      Sign Up  Password
             Login                  or Signin  (create Login)
  Password                                                Email

                                                     Take Photo
                                               Photo
                                                     Upload Photo

                                                         Level
                                             Sign Up  Team Name
                                          (demographics)  Zone
                                                         Region

                              Main Page
                            with Header: Demo,
                              Tally, Search

                                                   Date
     Add Photo/Video          Search               Zone
                                                   Region

                                                 Barn
                            List of Show        Contact
                              Grounds           Address    Directions
                                                Prize List  Download

                              Select        Input Ribbon  Congratulations   To Home
                               Show                         Pop Up page
                                            Auto Tally      self closing
```

When setting up a style guide for my phone app, the first thing I did was basically set up a "mood" board. I went through a collection of photographs that took place at events where the people who will use this app would be.

I scanned a photo of a collection of #1,2,3 place ribbons through the **AdobeCapture** app which sorted out 5 key colors. (I adjusted to my liking) I had considered exchanging one of the gold/yellow colors with a green (as many times these events are outdoors and on grass) HOWEVER, I was reminded of the potential confusion of red/green for color blind users and decided that the green wouldn't add enough value to make it worth doing. Besides, in my own words, *"Just because you can, doesn't mean you should!"*

My next step was to take this same image into Photoshop and find the HEX and RGB values.

	#000066	900	#1A237E
	#0066cc	800	#1565C0
	#ffcc00	400	#FFCA28
	#ff9900	700	#F57C00
	#cc0033	800	#C62828
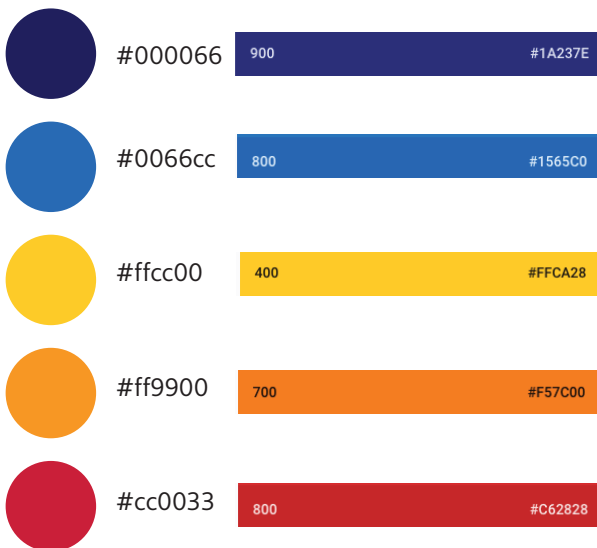
Font Selection:

Content should be legible and easy to read otherwise it's worthless. I've chosen to use a sans serif font for my app called "Bliss". It is very similar to Apple's ios "San Francisco" font.

Aa
Weight: Light | Style: normal | Delete

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(,.<>/?;:'"[-_=+])

Aa
Weight: **Medium** | Style: **normal** | **Delete**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(,.<>/?;:'"[-_=+])

Aa
Weight: **ExtraBold** | Style: **normal** | **Delete**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(,.<>/?;:'"[-_=+])**

Aa
Weight: Light | Style: normal | Delete

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec.

Aa
Weight: **Light** | Style: **normal** | **Delete**

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec.

WIREFRAMING
… or "Pulling it all together"

As tedious as the whole wireframing process was, it forced me to think, re-think, and think again, about the flow of the project. I found that even going from the pencil sketch (which had several iterations before this version) to the tighter version done digitally, I was forced to consider actionable items and how they should be represented.

It was interesting to hear the lectures on mobile app design and learn about (or be reminded of) just how many options there are for swiping, clicking and other methods of navigation which are different than what is available on a desktop program.

For instance, my first response to listing the search results was to list all of the barn information on one result page like this:

I did the above in "draw.io" BEFORE listening to the lecture on mobile app design. I was merely reorganizing the IEA web page for mobile. After learning that it is best to get rid of 80% of the information that appears on a regular web page – if you can, I did some additional research and looked at what other apps had done. It had become obvious that the "less is more" concept is the way to go when designing for mobile. The original information just needed to be thoughtfully separated into a logical progression of choices.
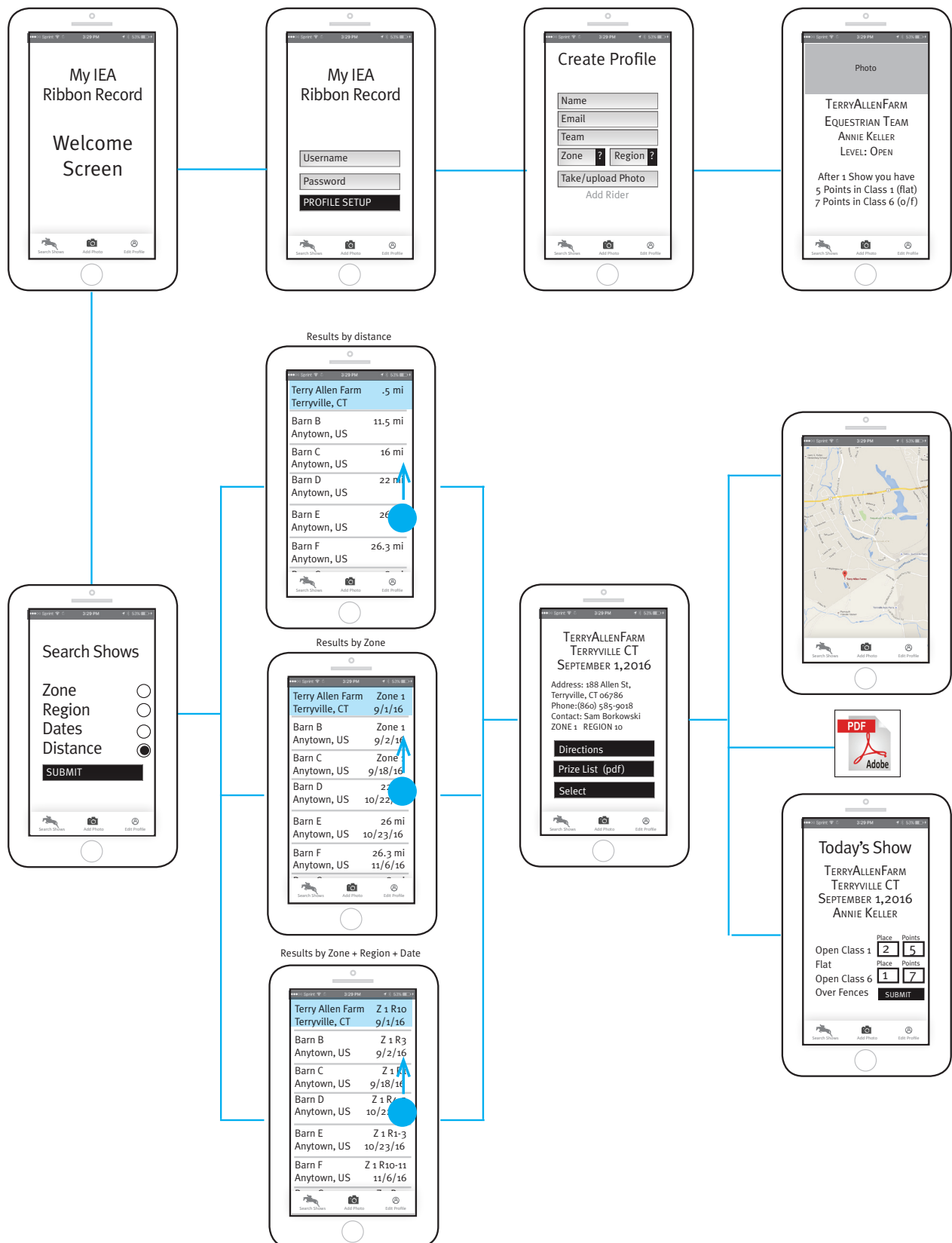
No one page is filled will so much information that it is difficult to read. With a scrolling page, the list of results can be as long as necessary without having to worry about text size and amount of content per page.

WIREFRAMING (rough version)
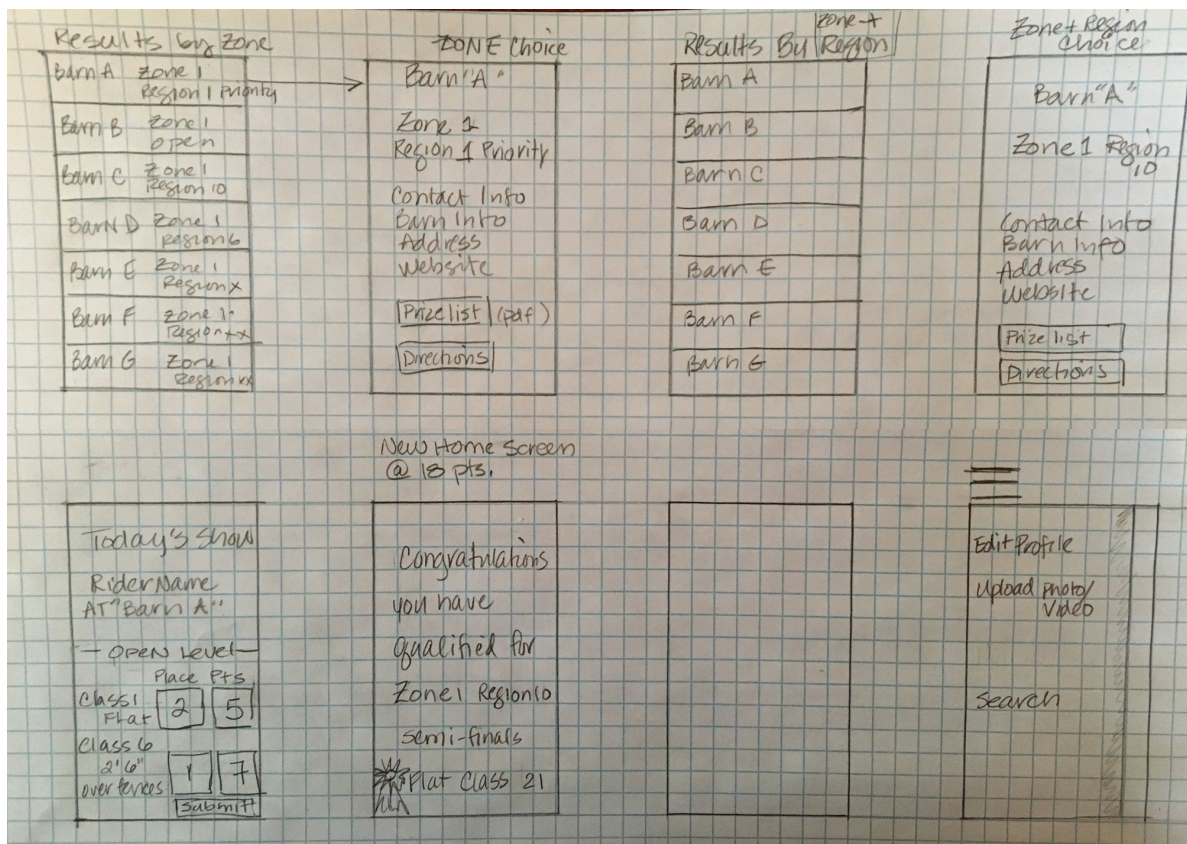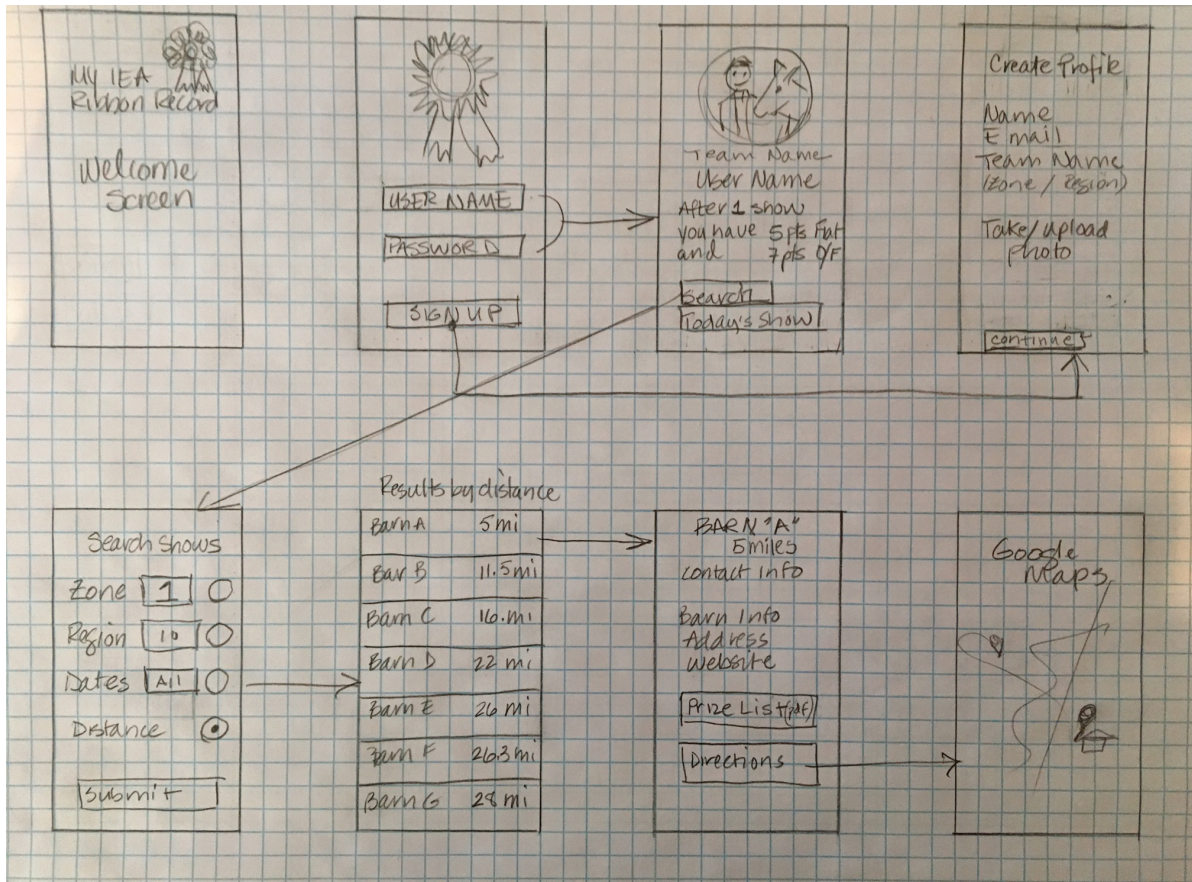
WIREFRAMING (tightened up version)

My IEA
Ribbon Record

Welcome
Screen

Search Shows   Add Photo   Edit Profile

My IEA
Ribbon Record

Username

Password

PROFILE SETUP

Search Shows   Add Photo   Edit Profile

Create Profile

Name
Email
Team
Zone ?   Region ?
Take/upload Photo
Add Rider

Search Shows   Add Photo   Edit Profile

Photo

TerryAllenFarm
Equestrian Team
Annie Keller
Level: Open

After 1 Show you have
5 Points in Class 1 (flat)
7 Points in Class 6 (o/f)

Search Shows   Add Photo   Edit Profile

Search Shows

Zone   ◯
Region   ◯
Dates   ◯
Distance   ●

SUBMIT

Search Shows   Add Photo   Edit Profile

Results by distance

Terry Allen Farm Terryville, CT	.5 mi
Barn B Anytown, US	11.5 mi
Barn C Anytown, US	16 mi
Barn D Anytown, US	22 mi
Barn E Anytown, US	26
Barn F Anytown, US	26.3 mi

Search Shows   Add Photo   Edit Profile

Results by Zone

Terry Allen Farm Terryville, CT	Zone 1 9/1/16
Barn B Anytown, US	Zone 1 9/2/16
Barn C Anytown, US	Zone 1 9/18/16
Barn D Anytown, US	22 10/22
Barn E Anytown, US	26 mi 10/23/16
Barn F Anytown, US	26.3 mi 11/6/16

Search Shows   Add Photo   Edit Profile

Results by Zone + Region + Date

Terry Allen Farm Terryville, CT	Z 1 R10 9/1/16
Barn B Anytown, US	Z 1 R3 9/2/16
Barn C Anytown, US	Z 1 R 9/18/16
Barn D Anytown, US	Z 1 R 10/22
Barn E Anytown, US	Z 1 R1-3 10/23/16
Barn F Anytown, US	Z 1 R10-11 11/6/16

Search Shows   Add Photo   Edit Profile

TerryAllenFarm
Terryville CT
September 1,2016

Address: 188 Allen St,
Terryville, CT 06786
Phone:(860) 585-9018
Contact: Sam Borkowski
ZONE 1 REGION 10

Directions
Prize List (pdf)
Select

Search Shows   Add Photo   Edit Profile

Search Shows   Add Photo   Edit Profile

PDF
Adobe

Today's Show

TerryAllenFarm
Terryville CT
September 1,2016
Annie Keller

	Place	Points
Open Class 1 Flat	2	5
Open Class 6 Over Fences	1	7

SUBMIT

Search Shows   Add Photo   Edit Profile

THE HI-FIDELITY INTERACTIVE PROTOTYPE (Screen shots)
(Built in Proto.io)

Login
Requires UserName
and PW
Profile Pic as screen

Login brings
you to current
competition
stats page

Search for
Shows
(choose
parameters)

Complete
list sorted by
parameters.
Select show

Selected show
information
with links to
directions and
prize list

"Directions"
yields pop-up
GoogleMap.
Moves and
zooms

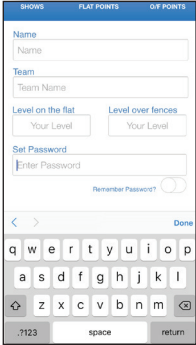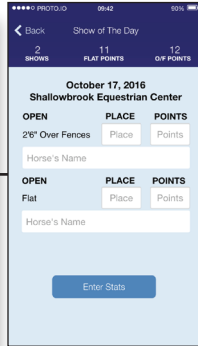"Prize List"
yields pop-
up alert to
download pdf

Show Day stats
fill in form

Show Day stats
fill in form

New show
day updates
competition
stats
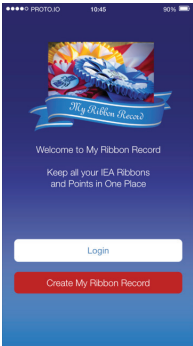
Launch App
Login or
Create a Profile

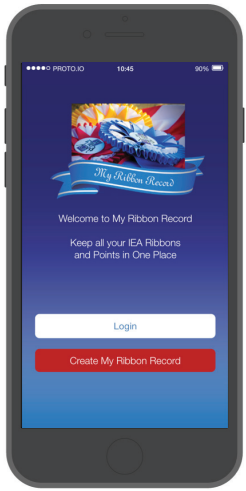Create Profile
Pop-up keyboard to
fill in form

Alert screen to
access photo
album
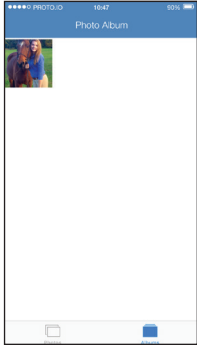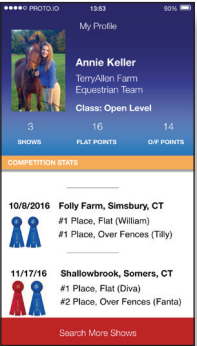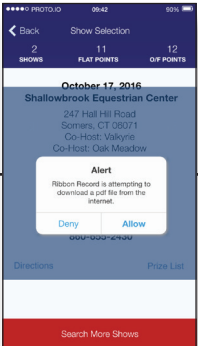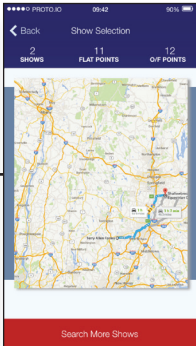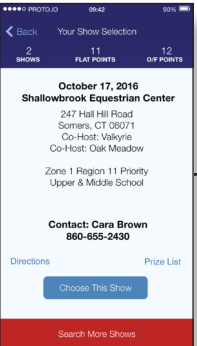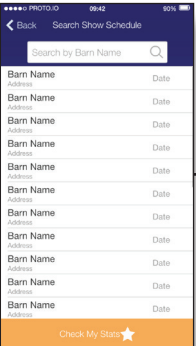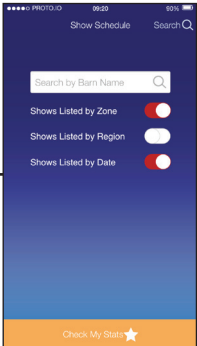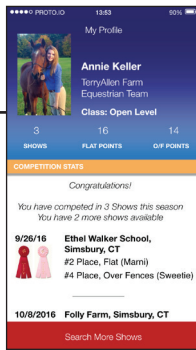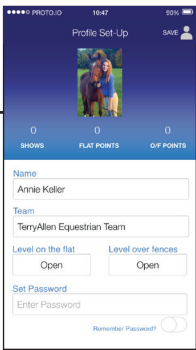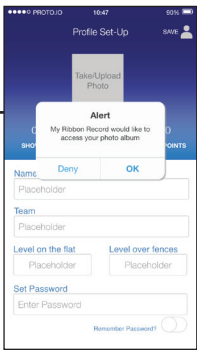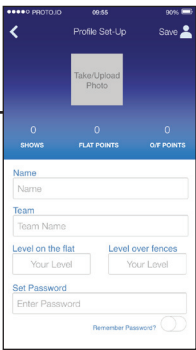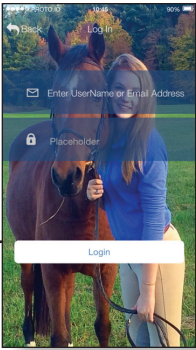
Save completed
form

Competition
Stats page

The Logo I designed for the Start-up Screen

The Screen Icon for the App

My Ribbon
Record