

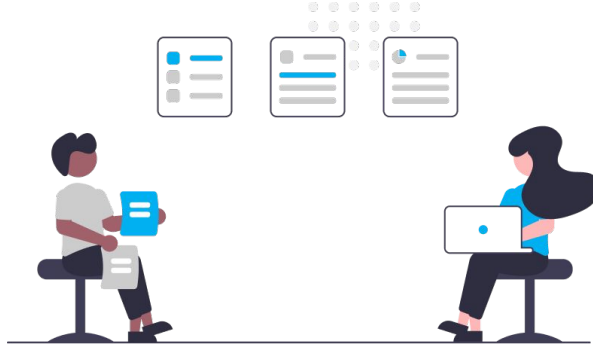
# **UI Refresh Project: Sports Training Mobile App**

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High Fidelity Design Deliverable for a  
Professional Sports Training App

JULY 2023

# The Client Ask



*I want the DVLP app to have **clean, polished look** that will make trainers feel like they are running a **legitimate business** and make athletes feel like they are getting high quality training services from a real professional.*



# Insights from Client Discovery Session

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1

## Pain Points in Previous Engagement


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In a previous phase of design and development with a different vendor, the client experienced **pain points in the communication styles** and processes of the engagement. Their major concerns were that their desires would not be **well understood** and that the end product would not reflect their needs and wants.

2

## Current Colors are Key to Brand Image

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The client had already been conducting marketing with this  Deep Sky Blue color and preferred to keep using going forward. With the redesign, they wanted to see it applied in a more **sophisticated** way in the product and to use the design library on new marketing materials.

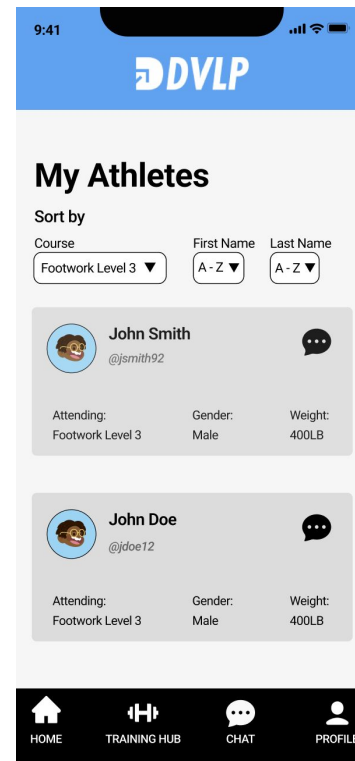
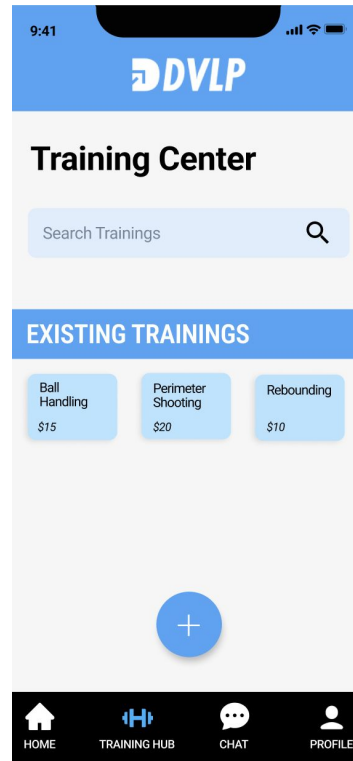
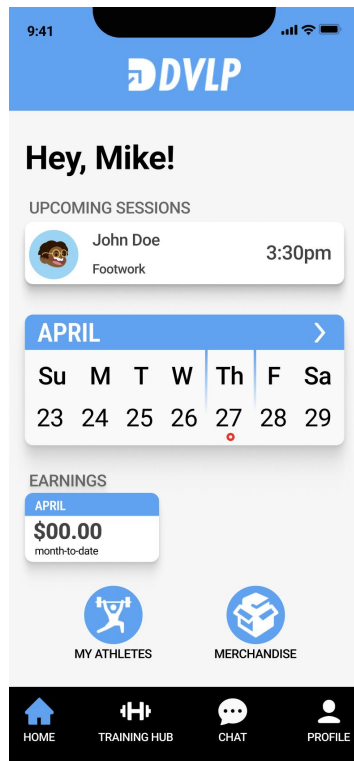
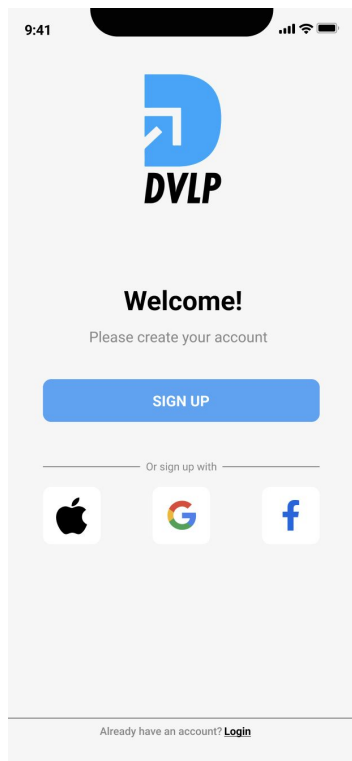
3

## Clean Aesthetic, Ease of Use

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Above all, they felt that the previous deliverable failed to convey a **legitimate, professional look** in the app. They also felt that the **experience was clunky** and requested that I suggest some minor UX enhancements in addition to the UI refresh.

# The Previous Interface



# Proposed Design Style Library

## Typography

Header 1 Font in Lato	32pt
Header 2 Font in Lato	28pt
SUBHEADER TEXT IN OPEN SANS	14PT
CONTAINER SUBHEADER TEXT IN OPEN SANS	14PT, 3.14 px SPACING
Body 1 text in Open Sans	14pt
Body 2 text in Open Sans	12pt




## Colors

Brand Blue	Gradient Blue
	
#00A7FF	#51E0FF -> #2DB0FD
Secondary Grey	Tertiary Almost Black
	
#667B88	#161616



## Iconography

### Library: Material Design/Tabler

#### Icon sizing

	Large icon, approx 45px by 45px (includes padding)
	Medium icon, approx 32px by 32px (includes padding)
	Small icon, approx 18px by 18px (includes padding)

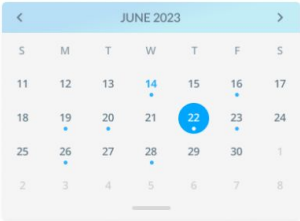
#### Icon Styling

	Default color: #667B88
	Selected State color: Diagonal Gradient #51E0FF -> #2DB0FD

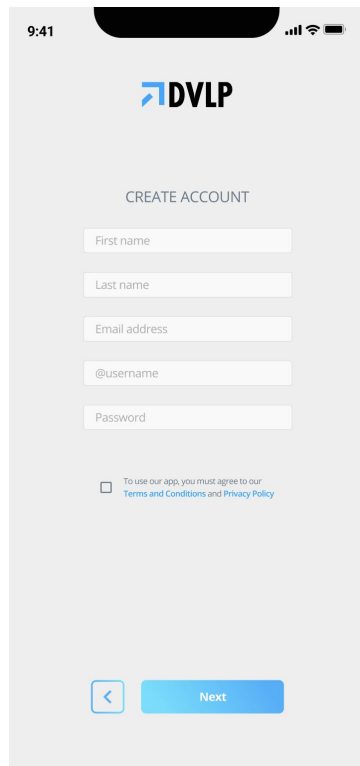
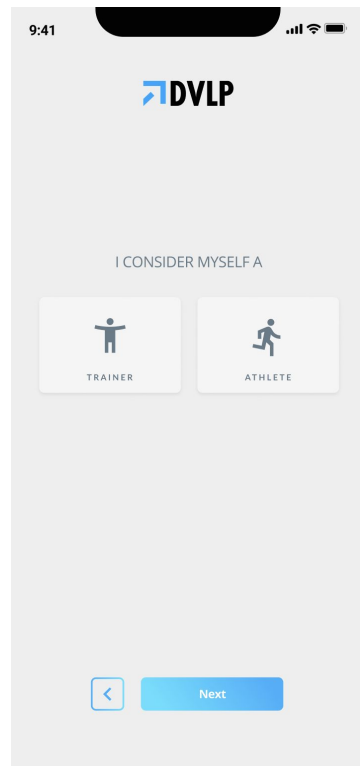
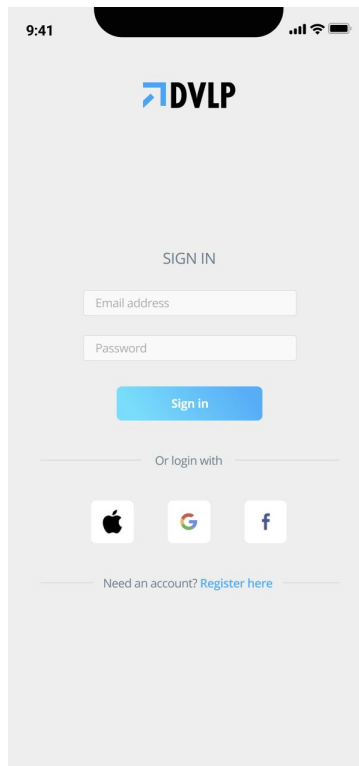
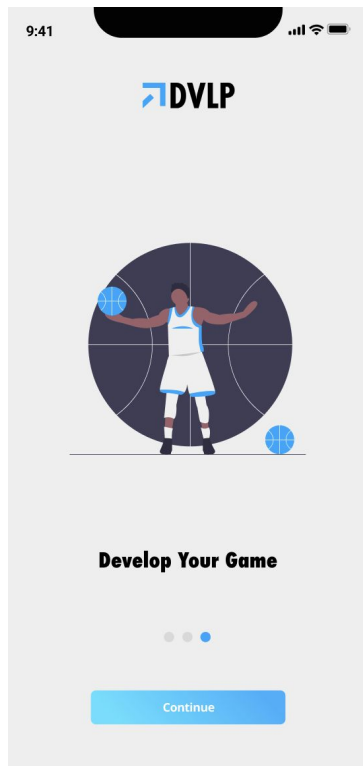
## Button Styling

	Primary icon button Icon color: #FFFFFFF ; Button bg color #00A7FF
	Secondary icon button Icon color: #667B88 ; Button bg color #EEEEEE
	Primary button Diagonal Gradient #51E0FF -> #2DB0FD
	Secondary button Diagonal Gradient #2DB0FD -> #51E0FF

## Example Styled Components

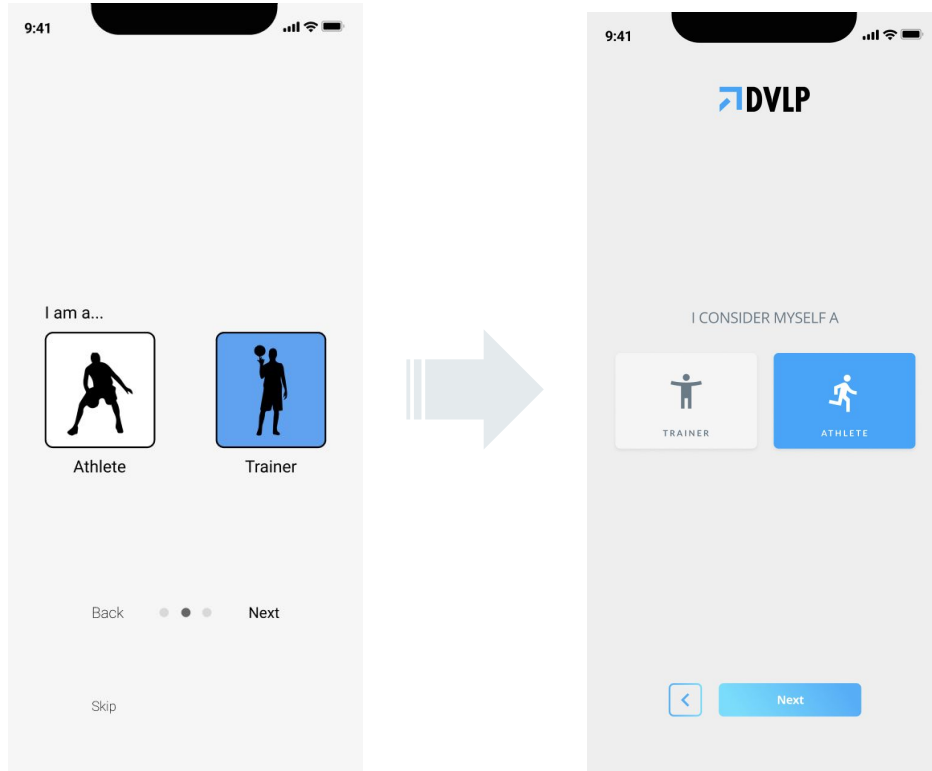


# Onboarding



# Onboarding

Trainer View



## First Impressions Matter

At a functional level, there were minor changes the onboarding flow itself. Some screens were consolidated or rearranged. The company logo was added in throughout onboarding as a visual cue associating the experience with the brand.

While minimal, the visual changes to how colors and components were used were meant to create a sense of cleaner lines and calmness. The reformatting of how items were spaced aimed to create more balance on the screens.

# Homepage

Trainer View

9:41

DVLP

FRI, JUL 17

Good morning, Mike

UPCOMING SESSIONS

VIEW ALL

1:30 PM  
Footwork L1  
Kristina H.

3:00 PM  
1 on 1  
Leo G.

MY SCHEDULE

VIEW ALL

JUNE 2023

S M T W T F S

11 12 13 14 15 16 17

EARNINGS

JUNE

ALL TIME

< \$31,875 >

\$192,550

MY ATHLETES

MY SHOP

9:41

My Schedule

Search schedule

+

JUNE 2023

S M T W T F S

11 12 13 14 15 16 17

18 19 20 21 22 23 24

25 26 27 28 29 30 1

2 3 4 5 6 7 8

THURSDAY, JUN 22

12:00 pm

1h

Footwork with Jamie

Training - In Person

2:30 pm

1h

Collegiate Group Training Clinic

Training - In Person

5:00 pm

1h

1 on 1 with Charlie

Meeting - In Person

9:41

DVLP

Notification Center

NEW REQUEST TO JOIN TRAINING

Leo Gonzalez has requested to join the Perimeter Shooting training on June 22.

Approve or dismiss

NEW MESSAGE

Kristina Hill has sent you a new message.

Read and respond

NEW REQUEST TO JOIN TRAINING

Gerard Kellari has requested to join the Conditioning training on August 15.

Approve or dismiss

NEW MESSAGE

Jamal Jones has sent you a new message.

Read and respond

NEW MESSAGE

Katie Gao has sent you a new message.

Read and respond

NEW MESSAGE

9:41

Earnings

JUNE

ALL TIME

< \$31,875 >

\$192,550

EARNINGS OVER TIME

Past Month

Filter by

JUL 26

JUN 2

JUN 9

JUN 16

BEST MONTH TO DATE

BEST GROUP TO DATE

FEB 2023

COLLEGE

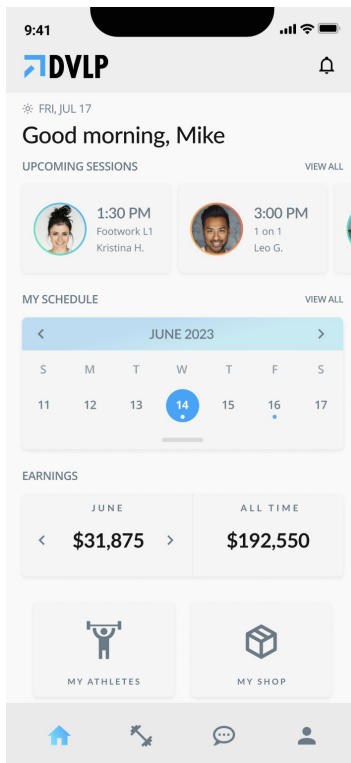
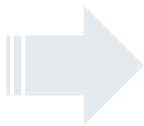
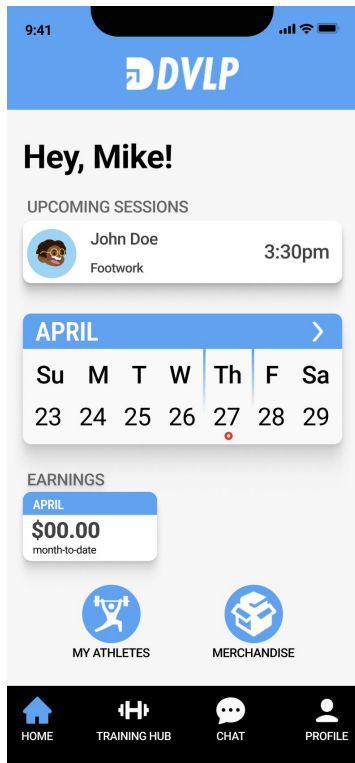
HIGHEST YIELD GROUP IN JUNE

< PRO \$29,245 >



# Homepage

Trainer View



## Minimal, Clean, Professional

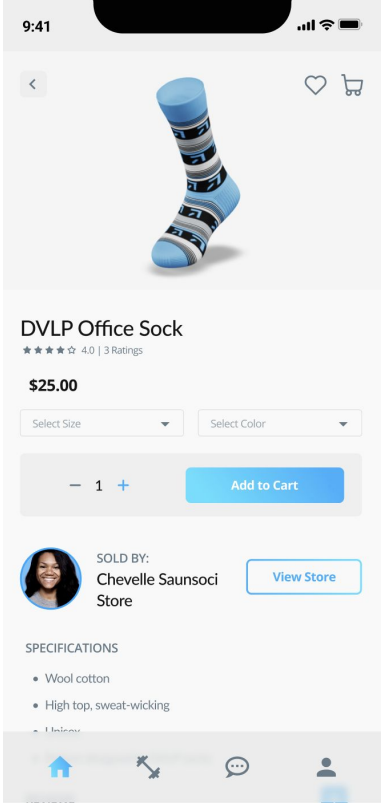
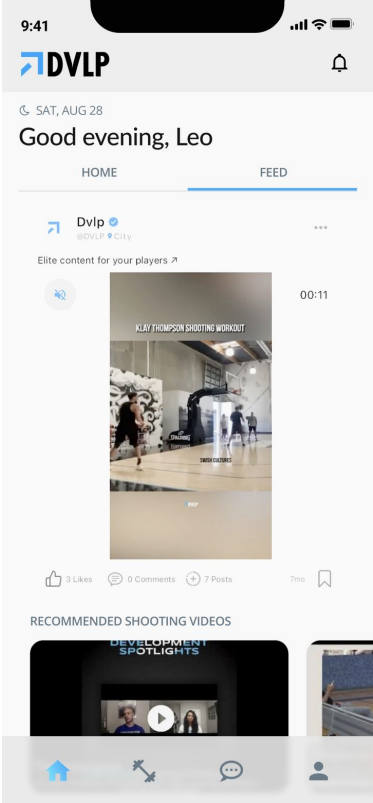
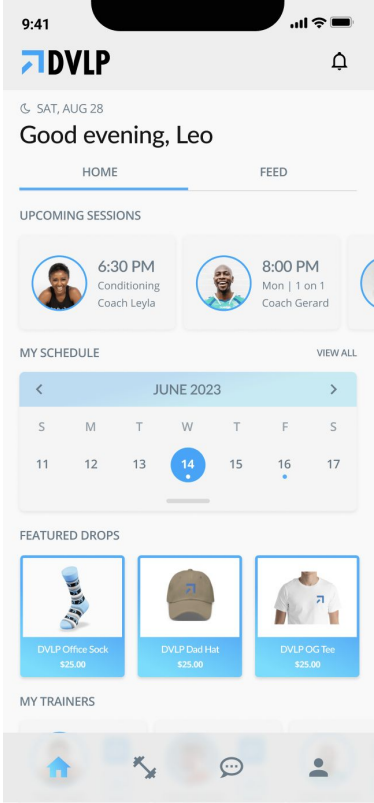
The client liked the features on this page, but they felt that it had an outdated look. My goal was to preserve the core functions, while changing how color was used on the page so that it was applied with more intention.

In the previous build, blue was over-used both for CTAs and for many components. While color can be a good way to communicate a brand image, on smaller mobile screens, it should be applied strategically:

- To guide the user through a flow
- To draw the user's attention to something important, or
- To signal a status or category of a item in the system

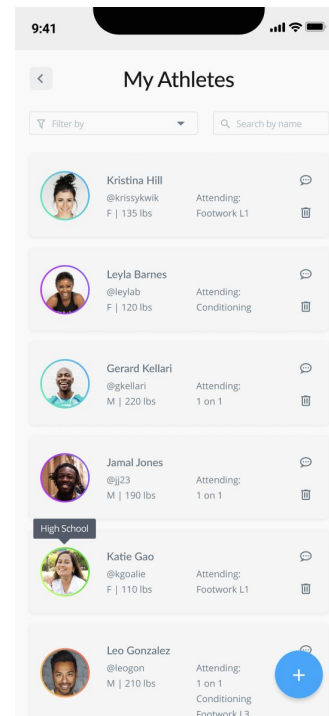
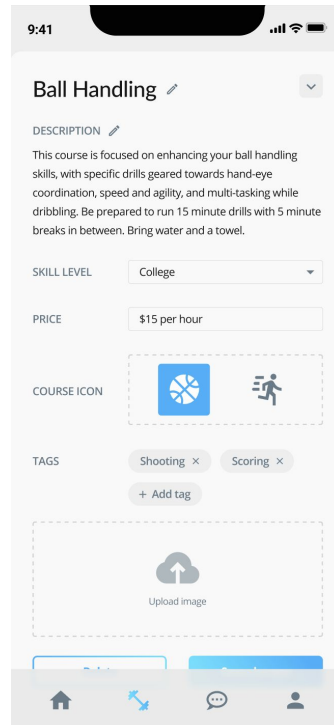
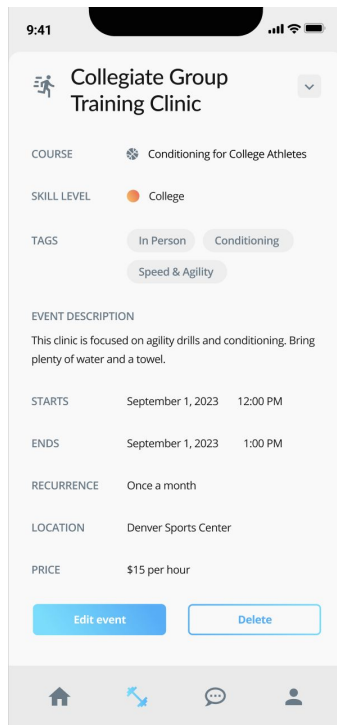
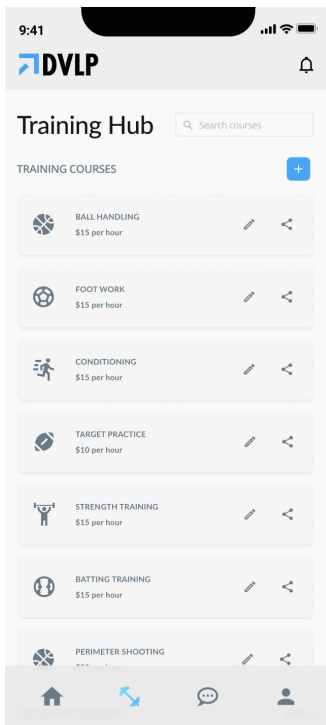
# Homepage

Athlete View



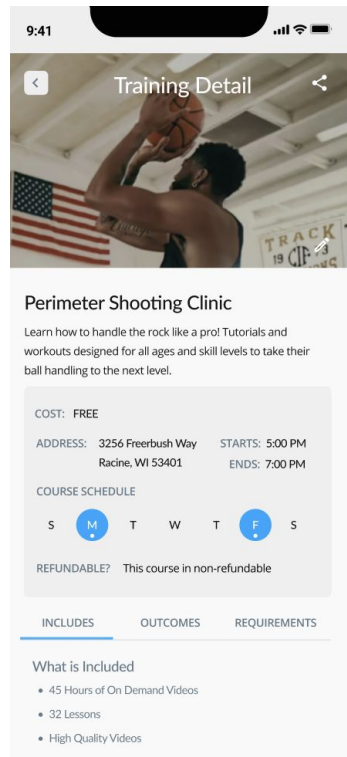
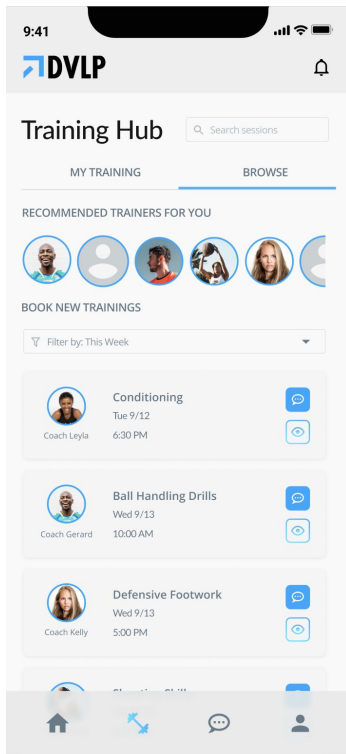
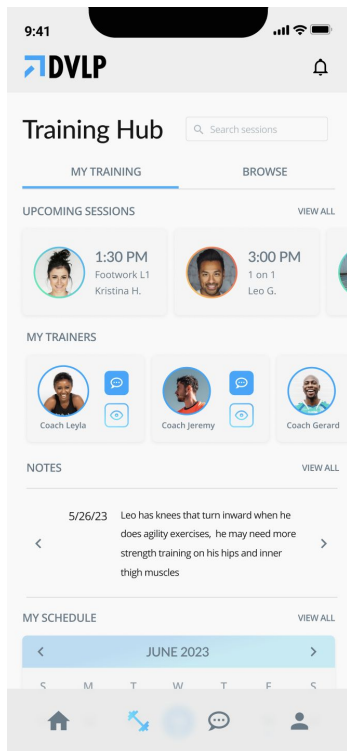
# Training Hub

Trainer View

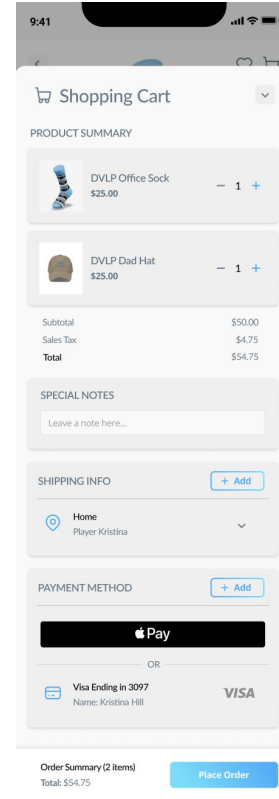
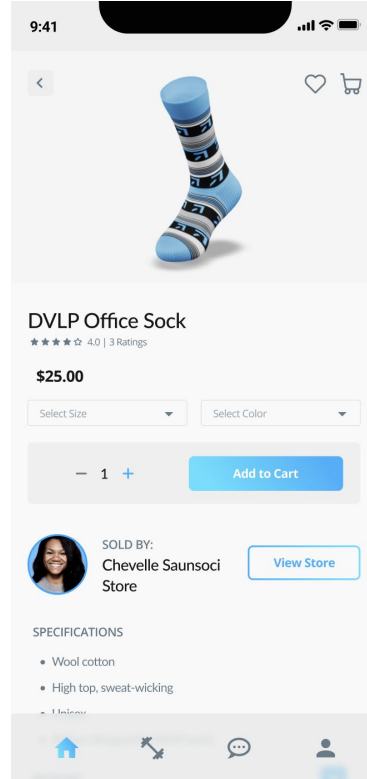
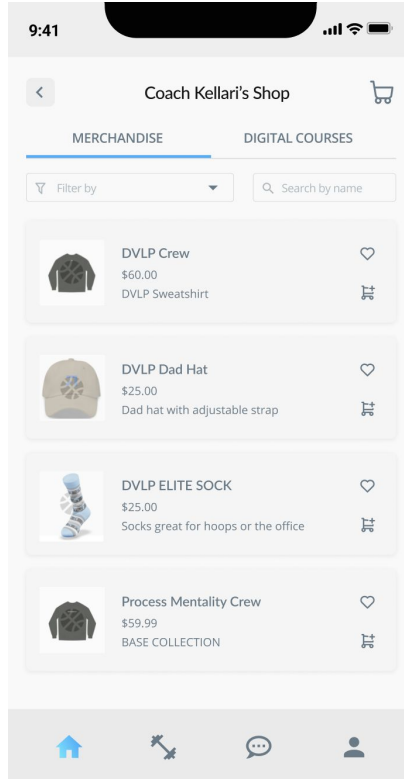


# Training Hub

Athlete View



# Shop Features



# The Client Response



*This was exactly what we asked for, we could not have imagined a better version of it ourselves.*

*Thank you for listening to us and creating a beautiful design that will take our app and our brand to the next level. If only we had brought you on from the beginning!*

