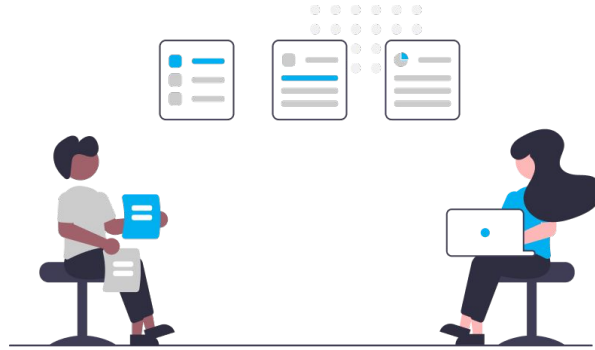


UI Refresh Project: Sports Training Mobile App

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


1

Pain Points in Previous Engagement

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

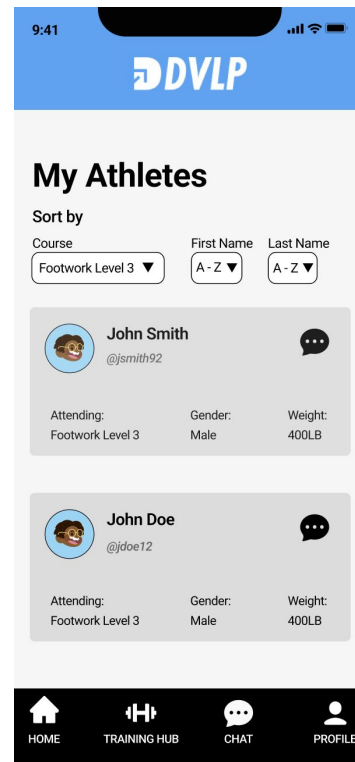
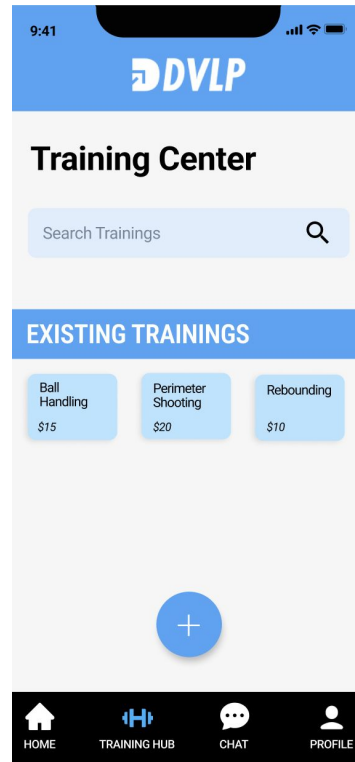
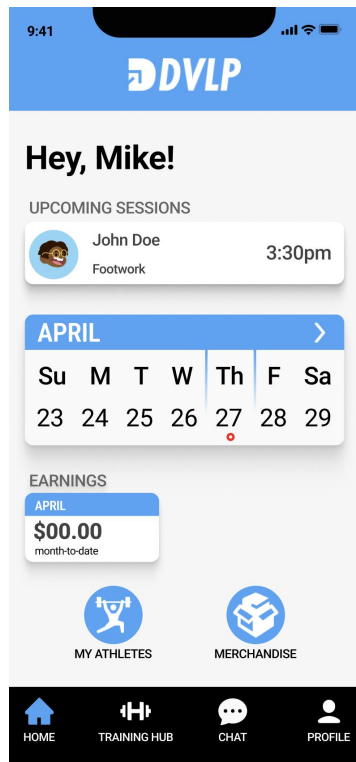
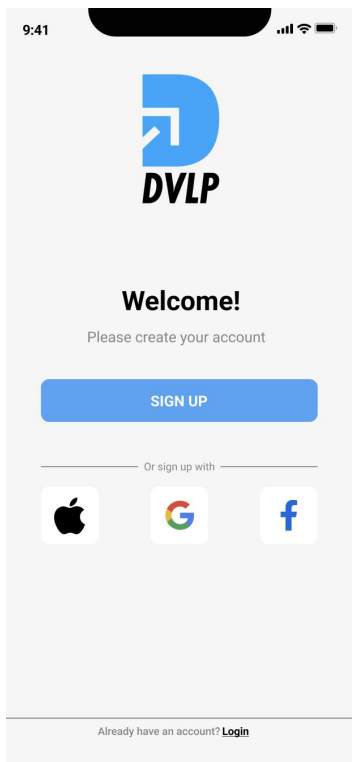
The client had already been conducting marketing with this  Deep Sky Blue color and preferred to keep using going forward. With the redesign, they wanted to see it applied in a more **sophisticated** way in the product and to use the design library on new marketing materials.

3

Clean Aesthetic, Ease of Use

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



#00A7FF

Gradient Blue



#51E0FF -> #2DB0FD

Secondary Grey



#667B88

Tertiary Almost Black



#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

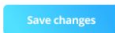
Button Styling



Primary icon button
Icon color: #FFFFFF ; Button bg color #00A7FF



Secondary icon button
Icon color: #667B88 ; Button bg color #EEEEEE

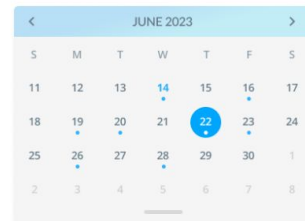


Primary button
Diagonal Gradient #51E0FF -> #2DB0FD

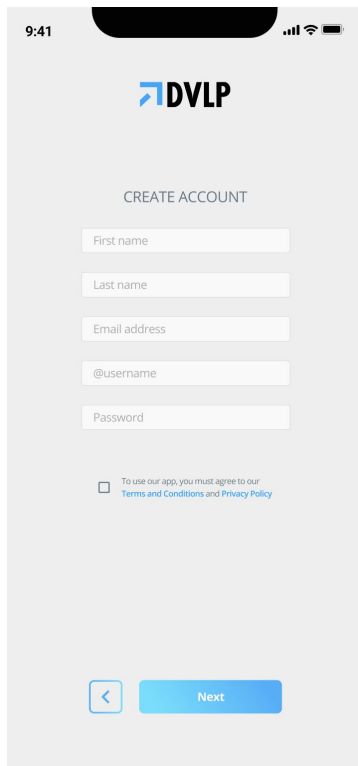
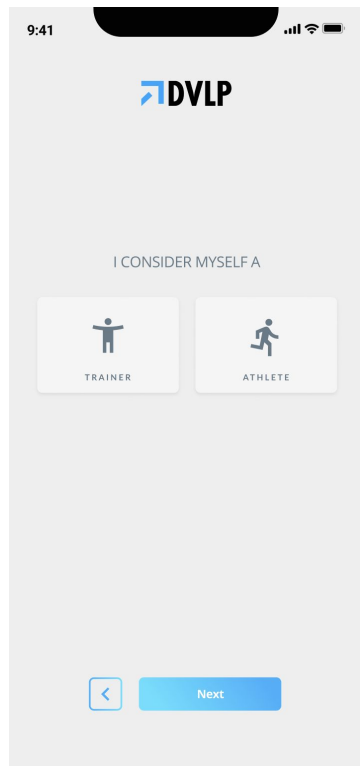
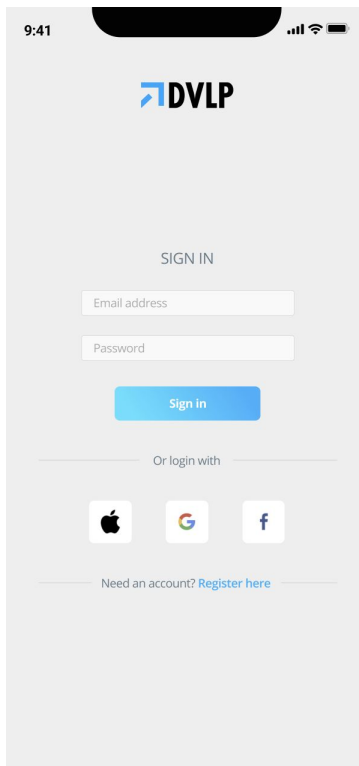
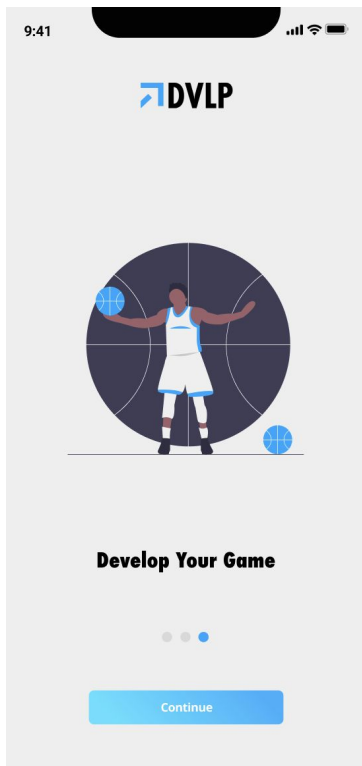


Secondary button
Diagonal Gradient #2DB0FD -> #51E0FF

Example Styled Components

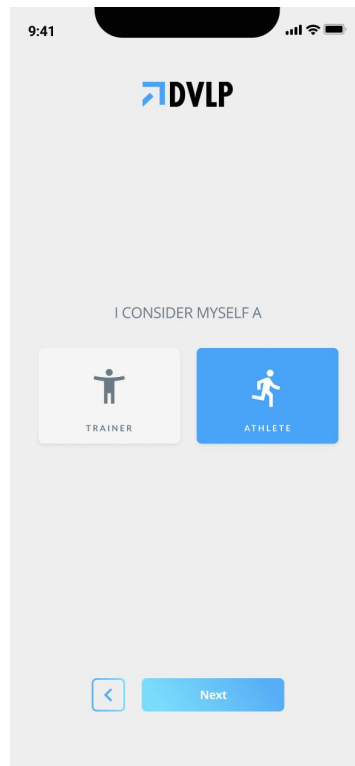
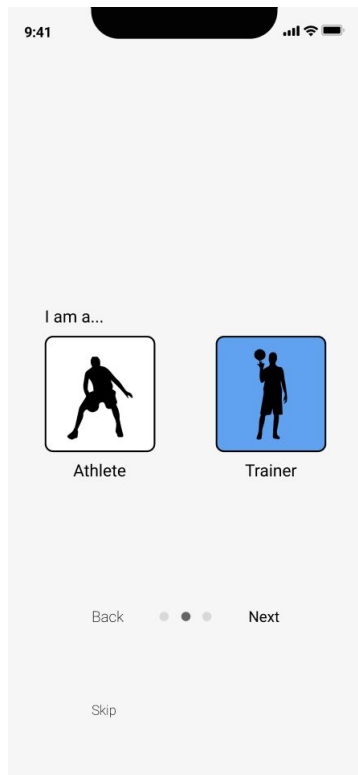


Onboarding



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

- 1:30 PM Footwork L1 Kristina H.
- 3:00 PM 1 on 1 Leo G.

MY SCHEDULE

JUNE 2023

S	M	T	W	T	F	S
11	12	13	14	15	16	17

EARNINGS

JUNE: \$31,875 | ALL TIME: \$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 **Footwork with Jamie** (1h) Training - In Person
- 2:30 pm **Collegiate Group Training Clinic** (1h) Training - In Person
- 5:00 pm **1 on 1 with Charlie** (1h) Meeting - In Person

9:41

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: \$31,875 | ALL TIME: \$192,550

EARNINGS OVER TIME

Past Month | Filter by

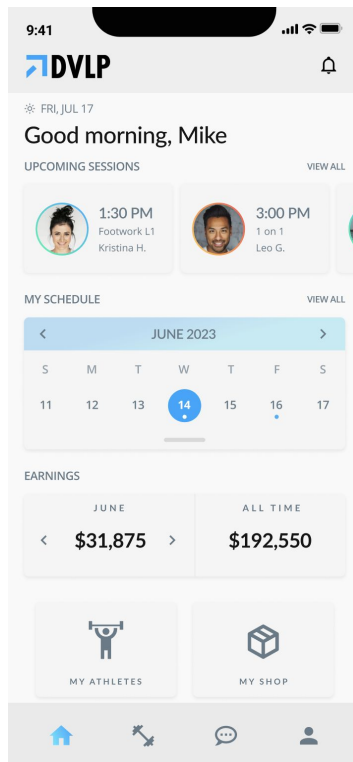
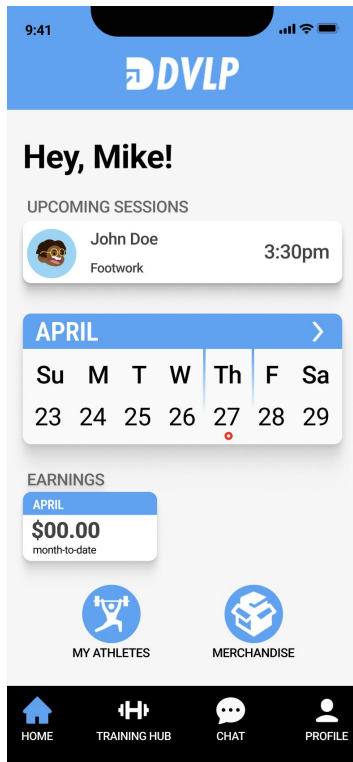
Date	Earnings
JUL 26	~\$10,000
JUN 2	~\$15,000
JUN 9	~\$18,000
JUN 16	~\$12,000

BEST MONTH TO DATE: FEB 2023 | BEST GROUP TO DATE: COLLEGE

HIGHEST YIELD GROUP IN JUNE: PRO \$29,245

Homepage

Trainer View



Minimal, Clean, Professional

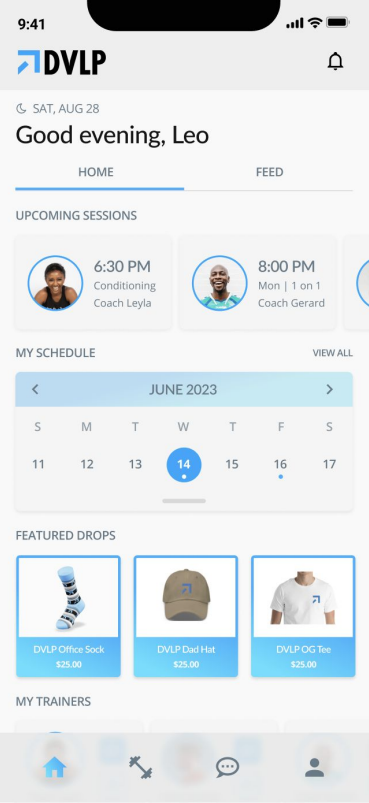
The client liked the features on this page, but they felt that it had an outdated look. My goal was to preserve the core functions, while changing how color was used on the page so that it was applied with more intention.

In the previous build, blue was used both for CATs and for general stylistic choices. While color can be a good way to communicate a brand image, in products used only on smaller mobile screens, it should be applied:

- 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



9:41

DVLP

SAT, AUG 28

Good evening, Leo

HOME FEED

UPCOMING SESSIONS

- 6:30 PM Conditioning Coach Leyla
- 8:00 PM Mon | 1 on 1 Coach Gerard

MY SCHEDULE VIEW ALL

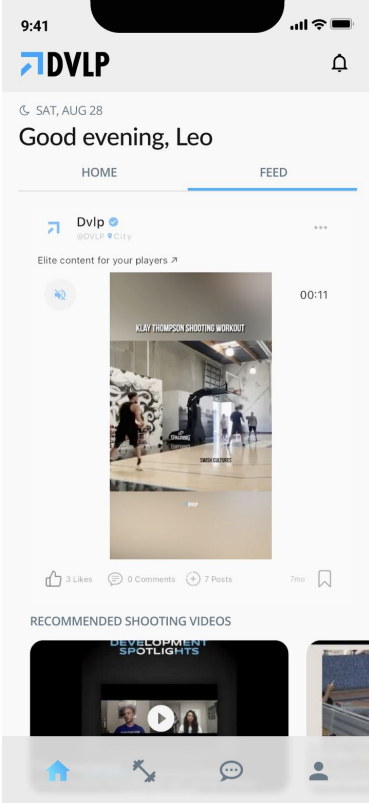
JUNE 2023

S	M	T	W	T	F	S
11	12	13	14	15	16	17

FEATURED DROPS

- DVLP Office Sock \$25.00
- DVLP Dad Hat \$25.00
- DVLP OG Tee \$25.00

MY TRAINERS



9:41

DVLP

SAT, AUG 28

Good evening, Leo

HOME FEED

Dvlp @DVLP City

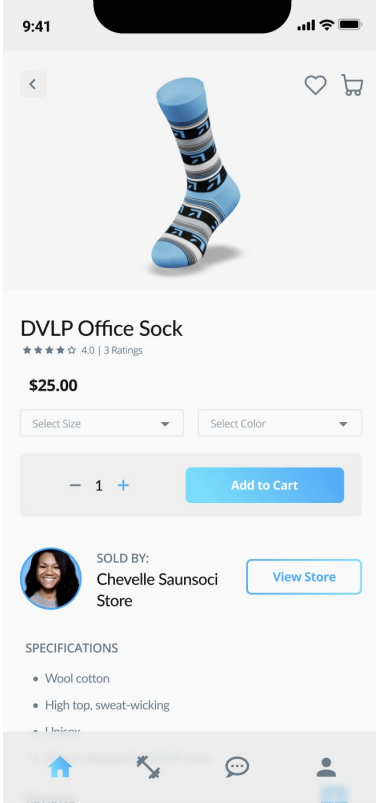
Elite content for your players ↗

00:11

KLAY THOMPSON SHOOTING WORKOUT

3 Likes 0 Comments 7 Posts

RECOMMENDED SHOOTING VIDEOS



9:41

DVLP Office Sock

★★★★☆ 4.0 | 3 Ratings

\$25.00

Select Size Select Color

1 Add to Cart

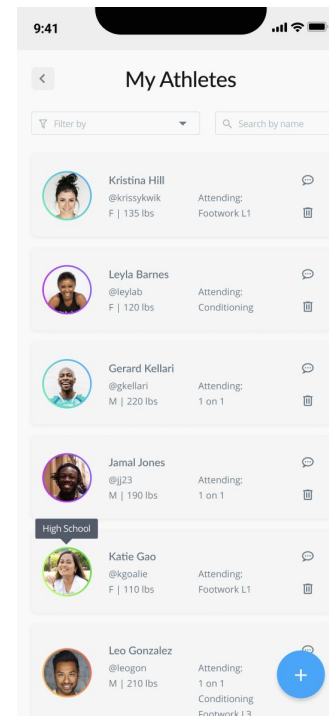
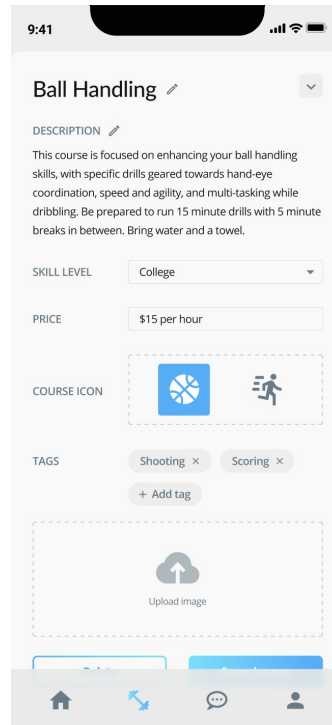
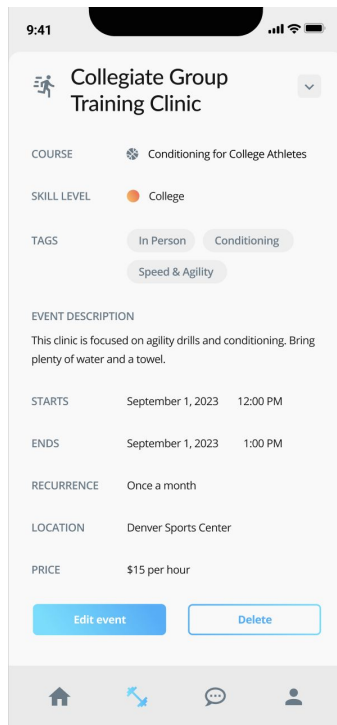
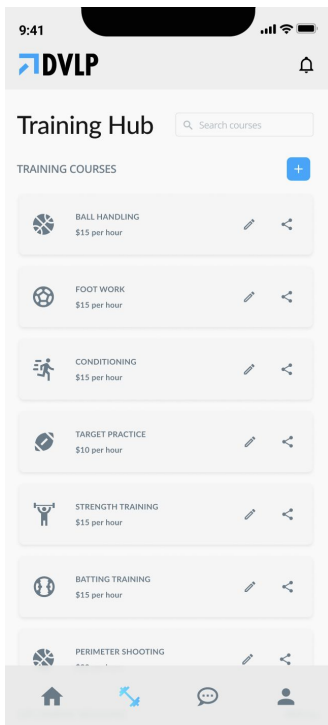
SOLD BY: Chevelle Saunsoci Store View Store

SPECIFICATIONS

- Wool cotton
- High top, sweat-wicking
- Unisex

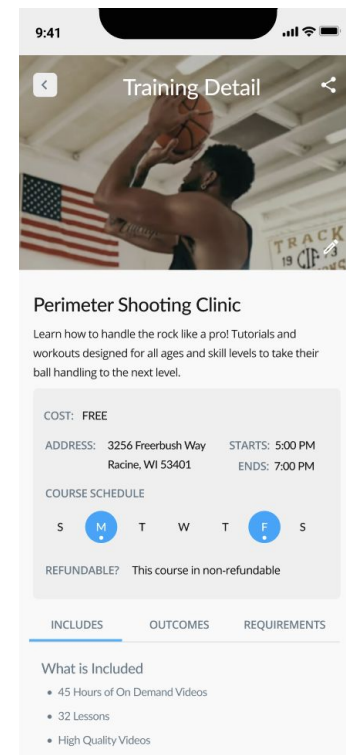
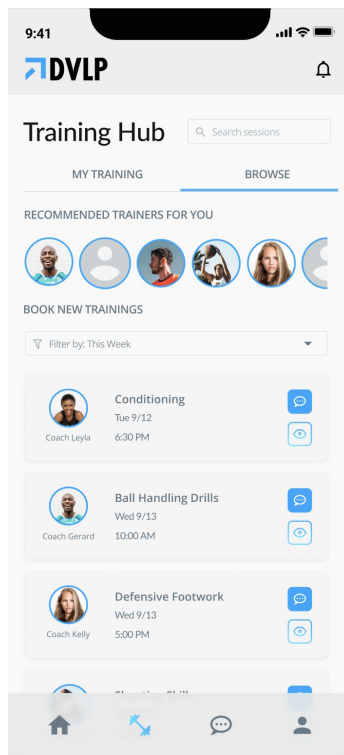
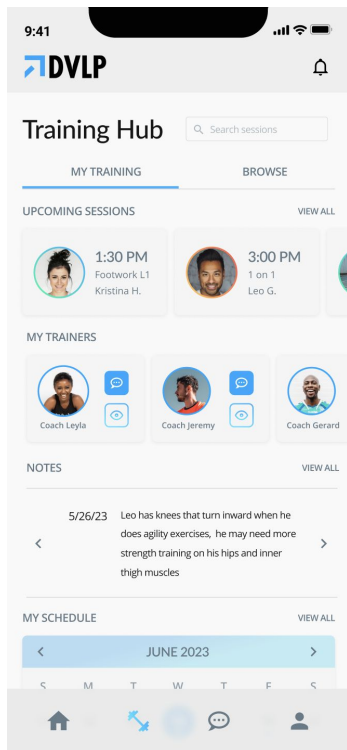
Training Hub

Trainer View

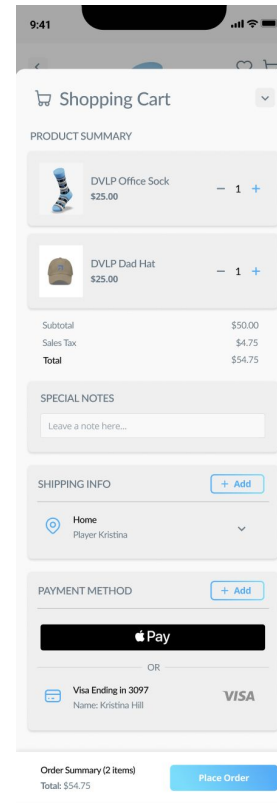
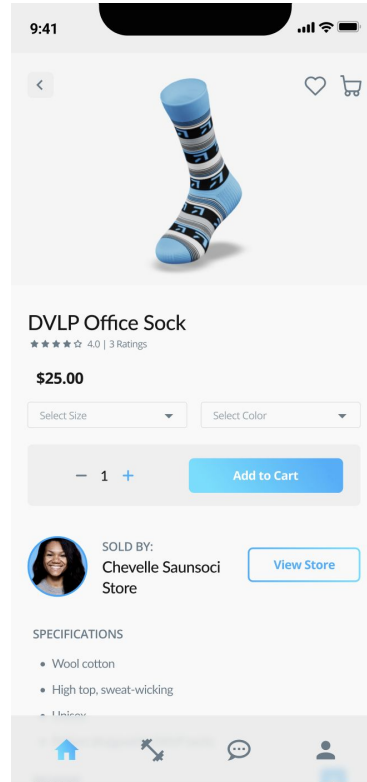
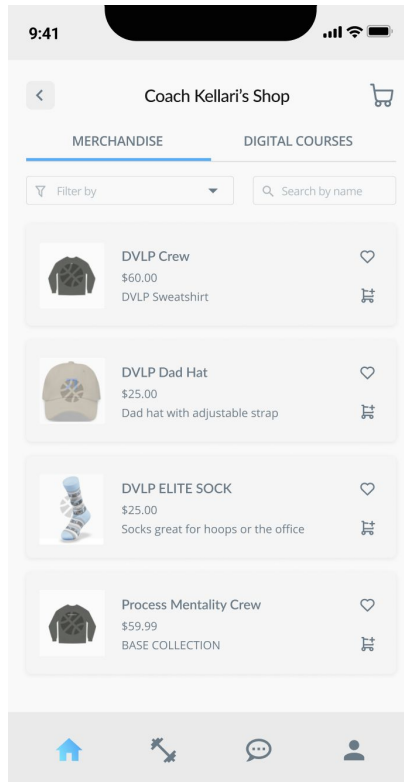


Training Hub

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!

