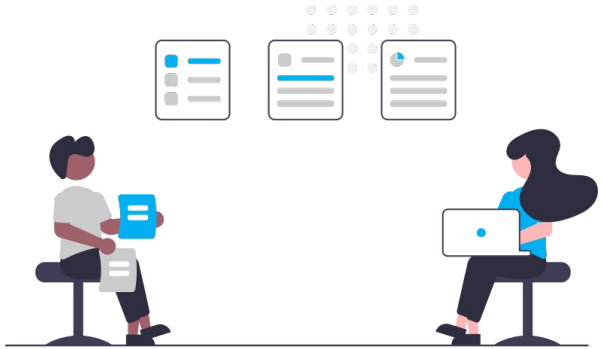
UI Refresh Project: Sports Training Mobile App

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

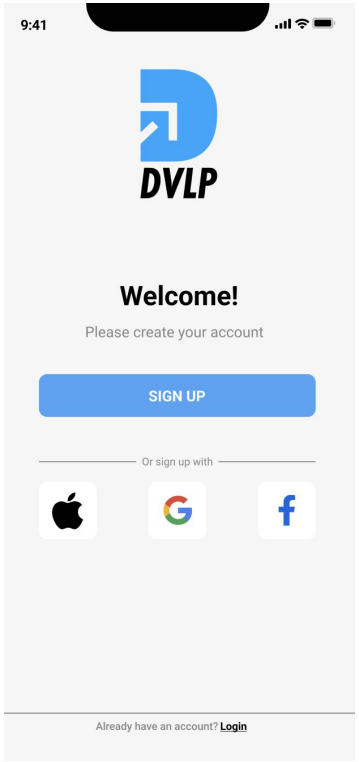
The client had already been conducting marketing with this 🟦 Deep Sky Blue color and preferred to keep using going forward. With the redesign, they wanted to see it applied in a more **sophisticated** way in the product and to use the design library on new marketing materials.

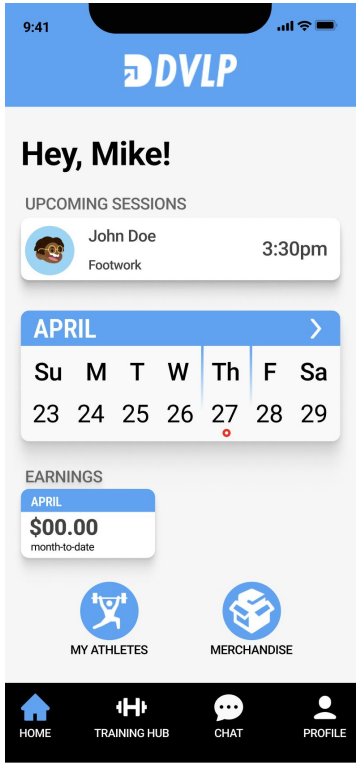
3

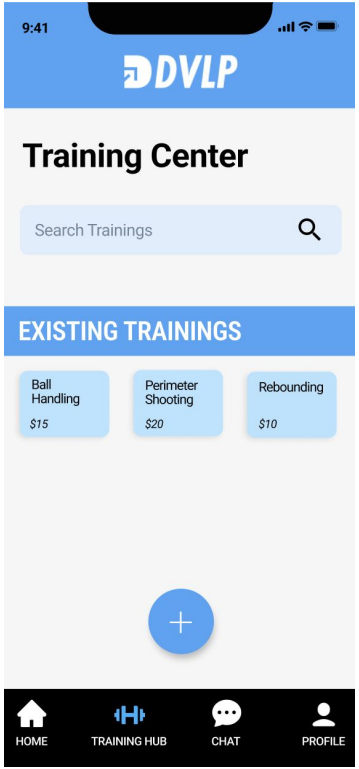
Clean Aesthetic, Ease of Use

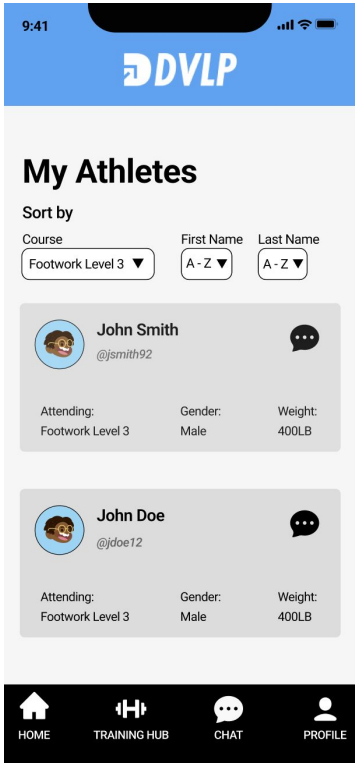
Above all, they felt that the previous deliverable failed to convey a **legitimate, professional look** in the app. They also felt that the **experience was clunky** and requested that I suggest some minor UX enhancements in addition to the UI refresh.

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

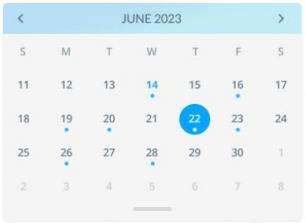
Save changes

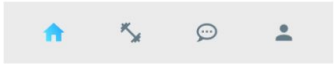
Primary button
Diagonal Gradient #51E0FF -> #2DB0FD

Cancel

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

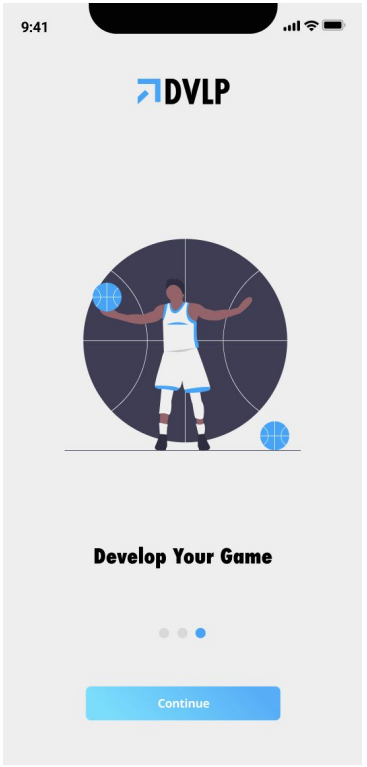
Example Styled Components

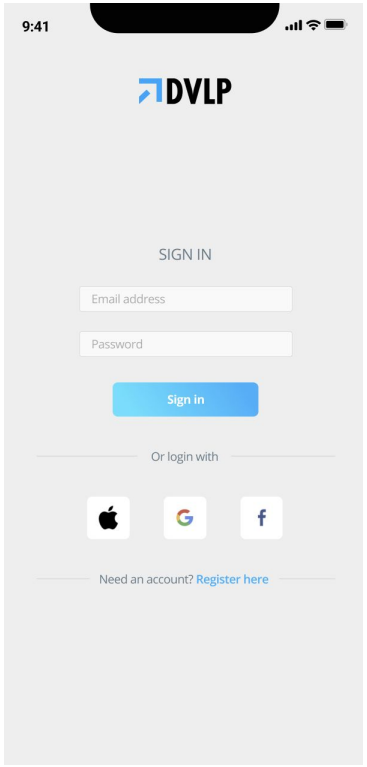


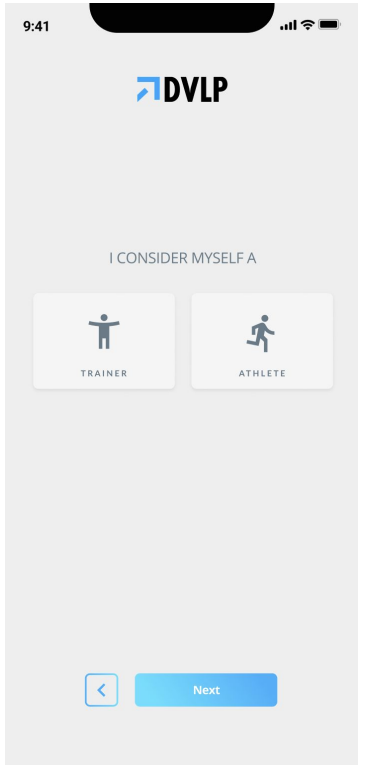


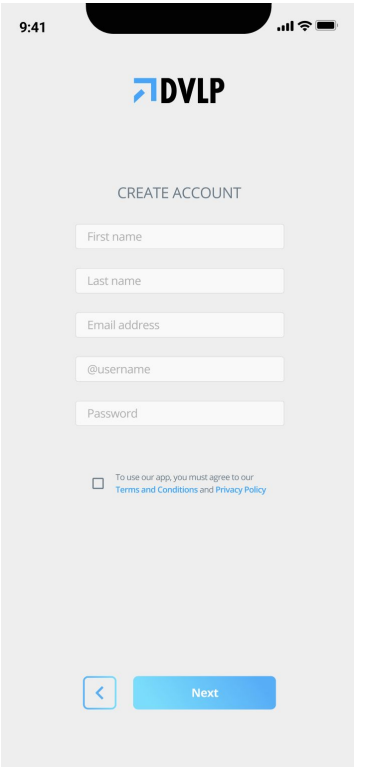
Onboarding

9:41
DVLP
DEVELOP YOUR GAME


9:41
DVLP
Develop Your Game
Continue

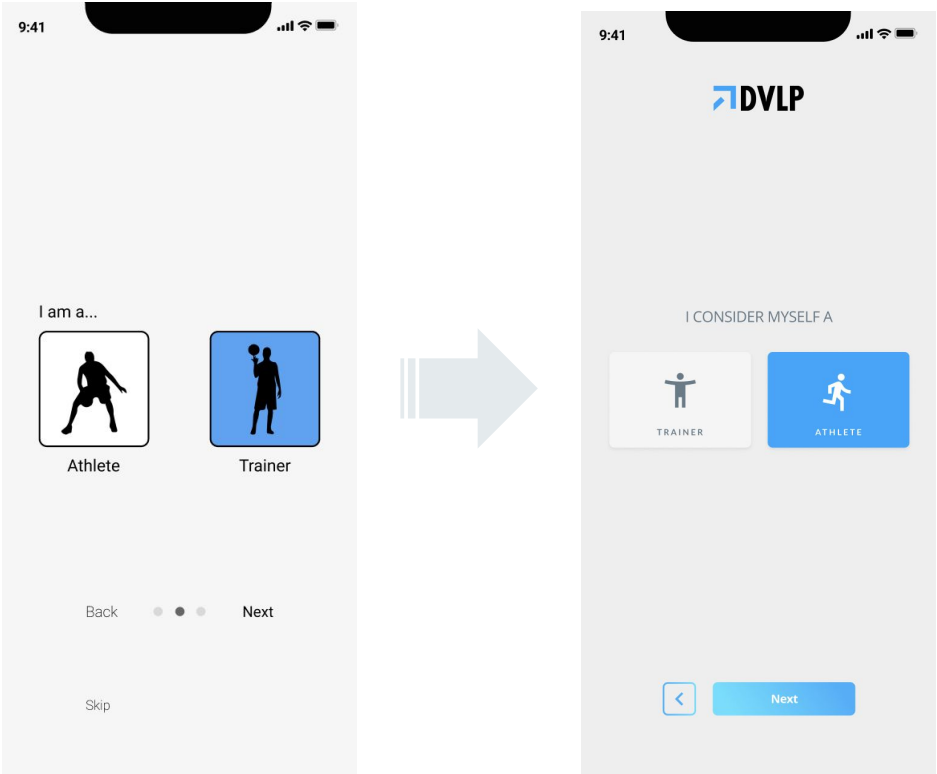

9:41
DVLP
SIGN IN
Email address
Password
Sign in
Or login with
Need an account? Register here


9:41
DVLP
I CONSIDER MYSELF A
TRAINER
ATHLETE
Next


9:41
DVLP
CREATE ACCOUNT
First name
Last name
Email address
@username
Password
To use our app, you must agree to our
Terms and Conditions and Privacy Policy
Next

Onboarding

Trainer View



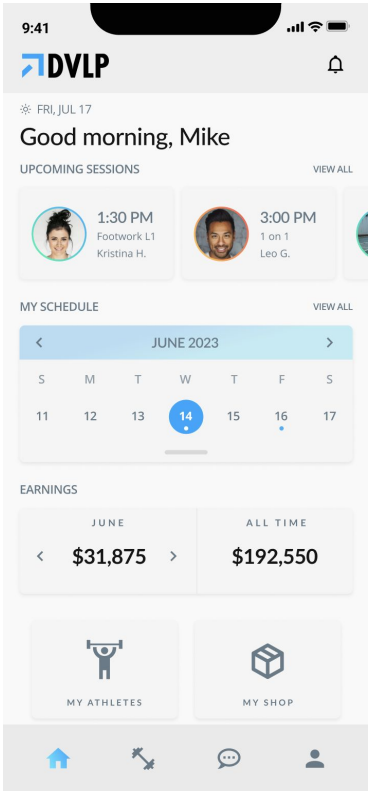
First Impressions Matter

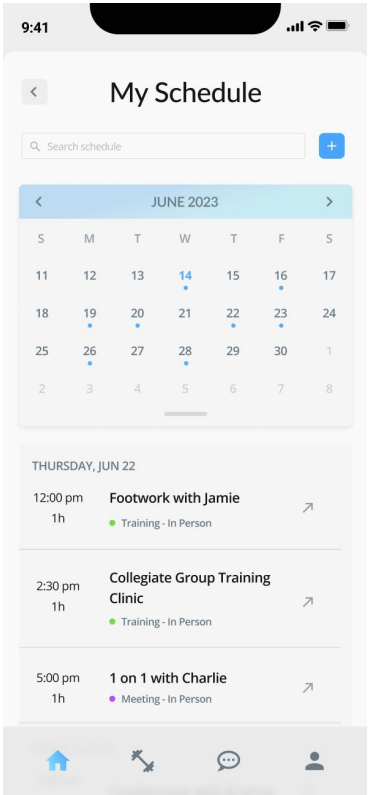
At a functional level, there were minor changes the onboarding flow itself. Some screens were consolidated or rearranged. The company logo was added in throughout onboarding as a visual cue associating the experience with the brand.

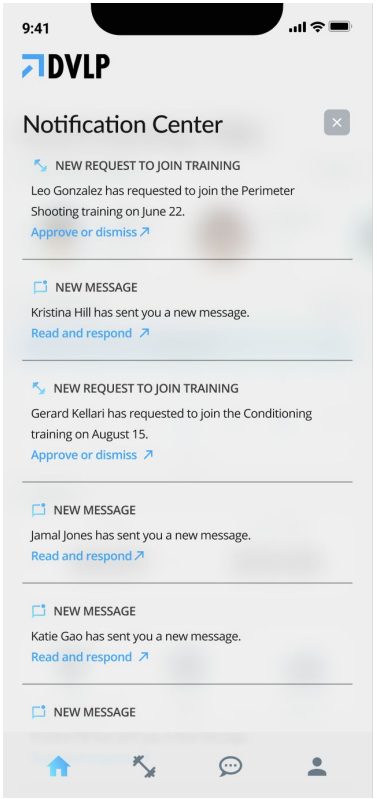
While minimal, the visual changes to how colors and components were used were meant to create a sense of cleaner lines and calmness. The reformatting of how items were spaced aimed to create more balance on the screens.

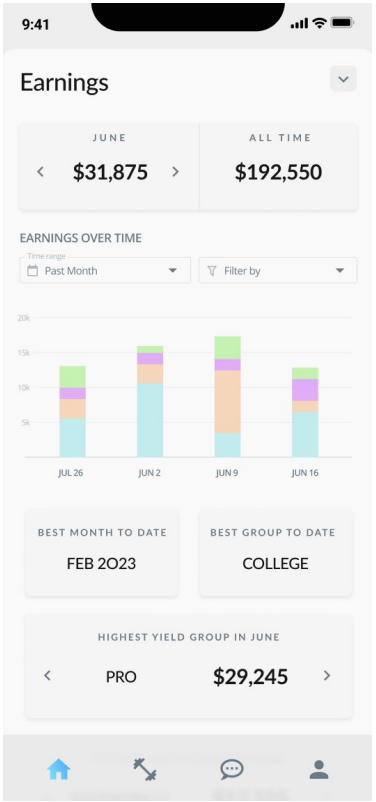
Homepage

Trainer View



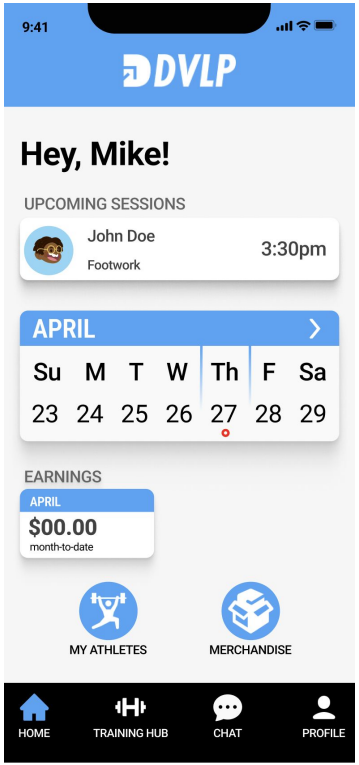


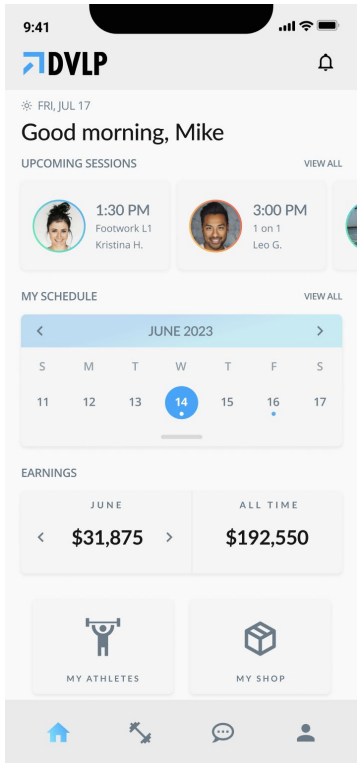




Homepage

Trainer View





Minimal, Clean, Professional

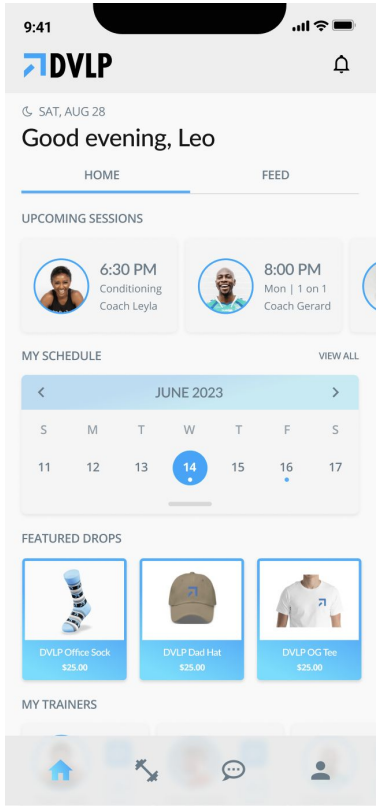
The client liked the features on this page, but they felt that it had an outdated look. My goal was to preserve the core functions, while changing how color was used on the page so that it was applied with more intention.

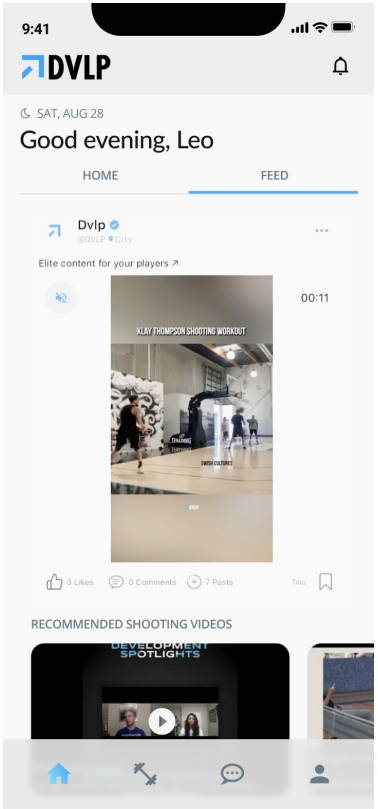
In the previous build, blue was used both for CATs and for general stylistic choices. While color can be a good way to communicate a brand image, in products used only on smaller mobile screens, it should be applied:

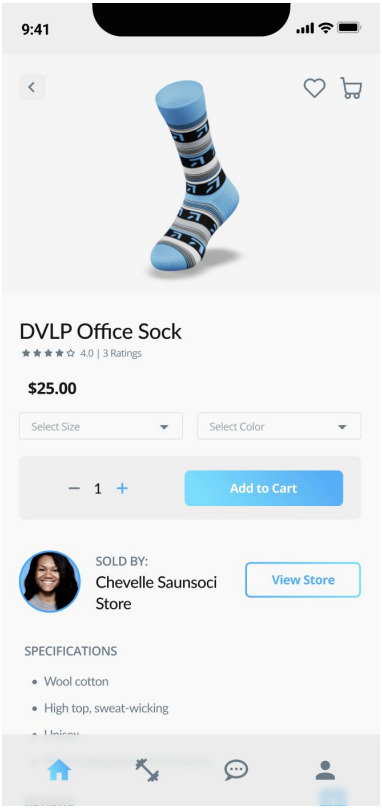
- To guide the user through a flow
- To draw the user's attention to something important, or
- To signal a status or category of a item in the system

Homepage

Athlete View

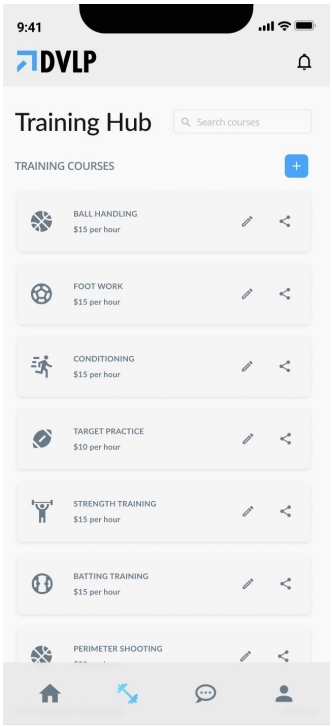


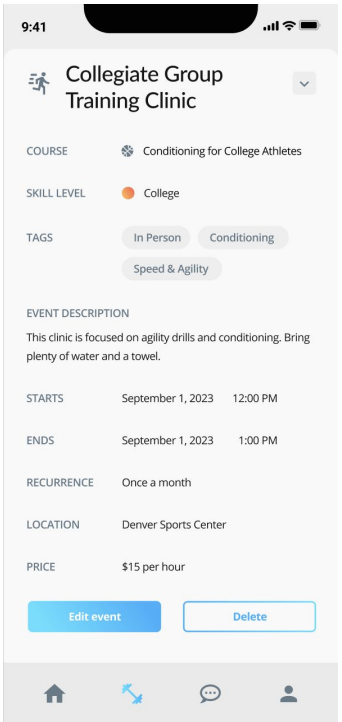


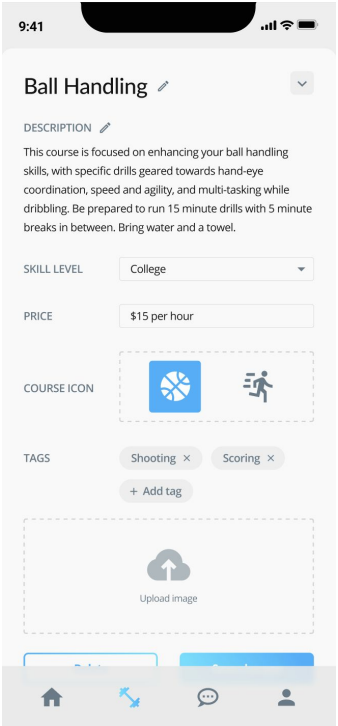


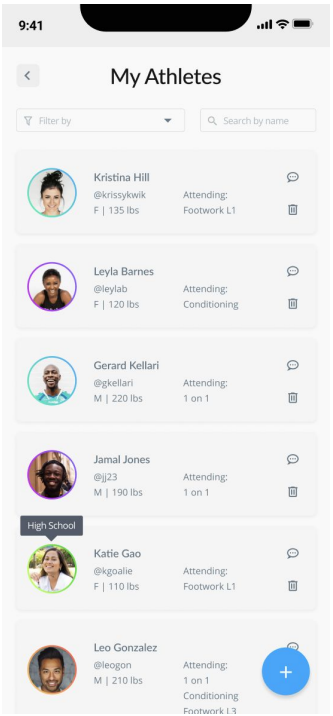
Training Hub

Trainer View



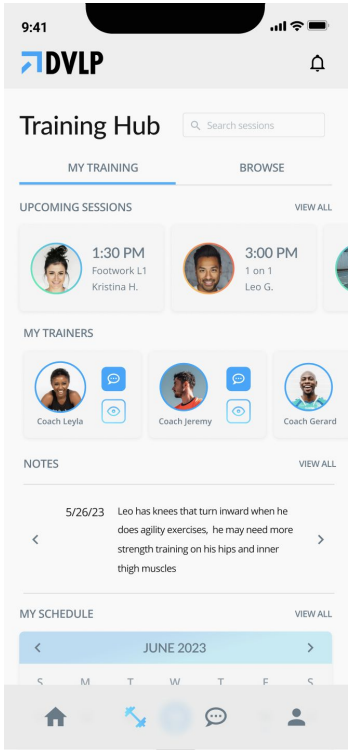


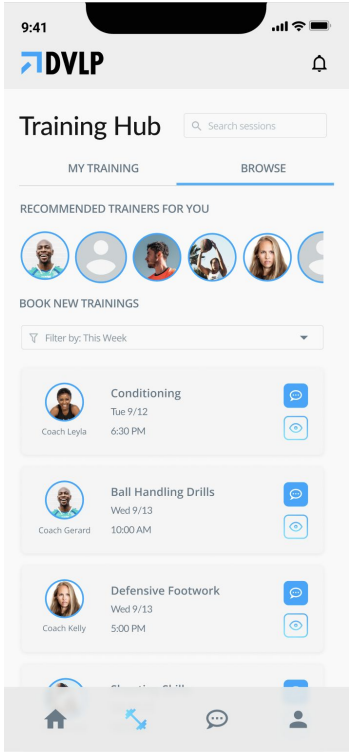


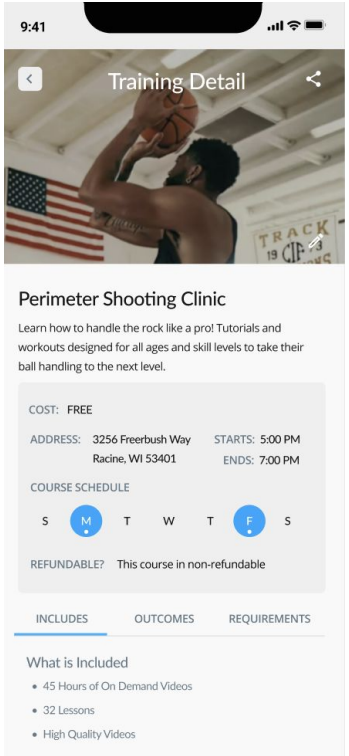


Training Hub

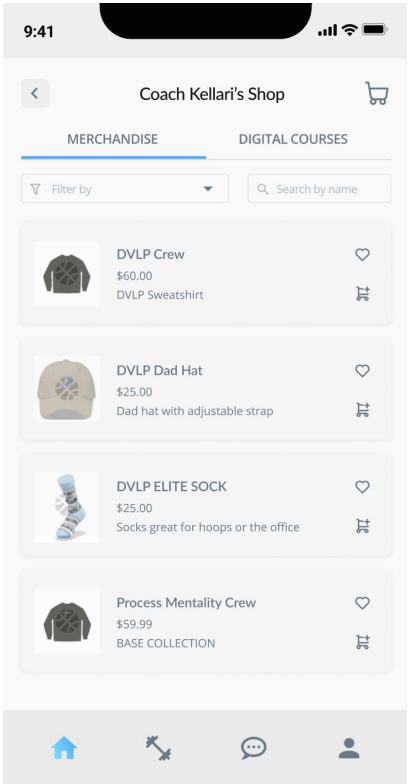
Athlete View

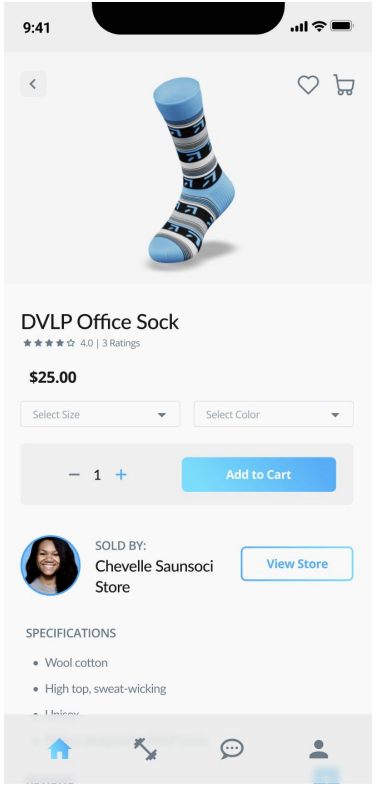


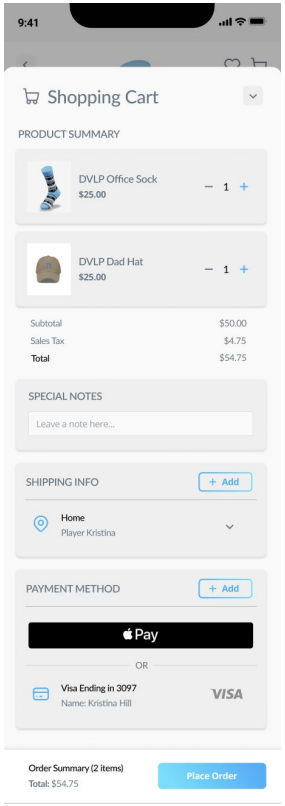




Shop Features







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!