

FANTASY



First off, let me say this has been a really fun 'project' for me. It's the first time I have designed something that I truly have a passion for doing. And that makes designing all the merrier!

Now, while parts of the design might look good, it is solely based on my experience, my opinions, and 3 quick and dirty usability tests with friends using printed mockups. So there is a lot of work left to do on the research and testing end. Functionally there is very little that I changed from what's existing today and what is portrayed in the 2.0 mockups that I have seen. However, there are a few things that I have in mind that I think would be really cool that I'd like to discuss!

Hopefully you have questions, comments, interests, or all of the above. Reach out to me via phone or email at your convenience if so.

Enjoy!
Frank

SPLASH SCREEN

The first glimpse the user has of Fantasy Life 2.0 should knock their helmet off, and we'll do that with a new logo and a fancy splash screen so the user has no doubt he is in for a new and improved experience.

I designed a new logo with a few things in mind. One, fantasy football is, and always will be, number one in the heart of fantasy players. Secondly, this is a fun, kind-hearted community. I know we are pushing positiveness and no derogatory posts, so the bottom of the football doubles as a subliminal smile.

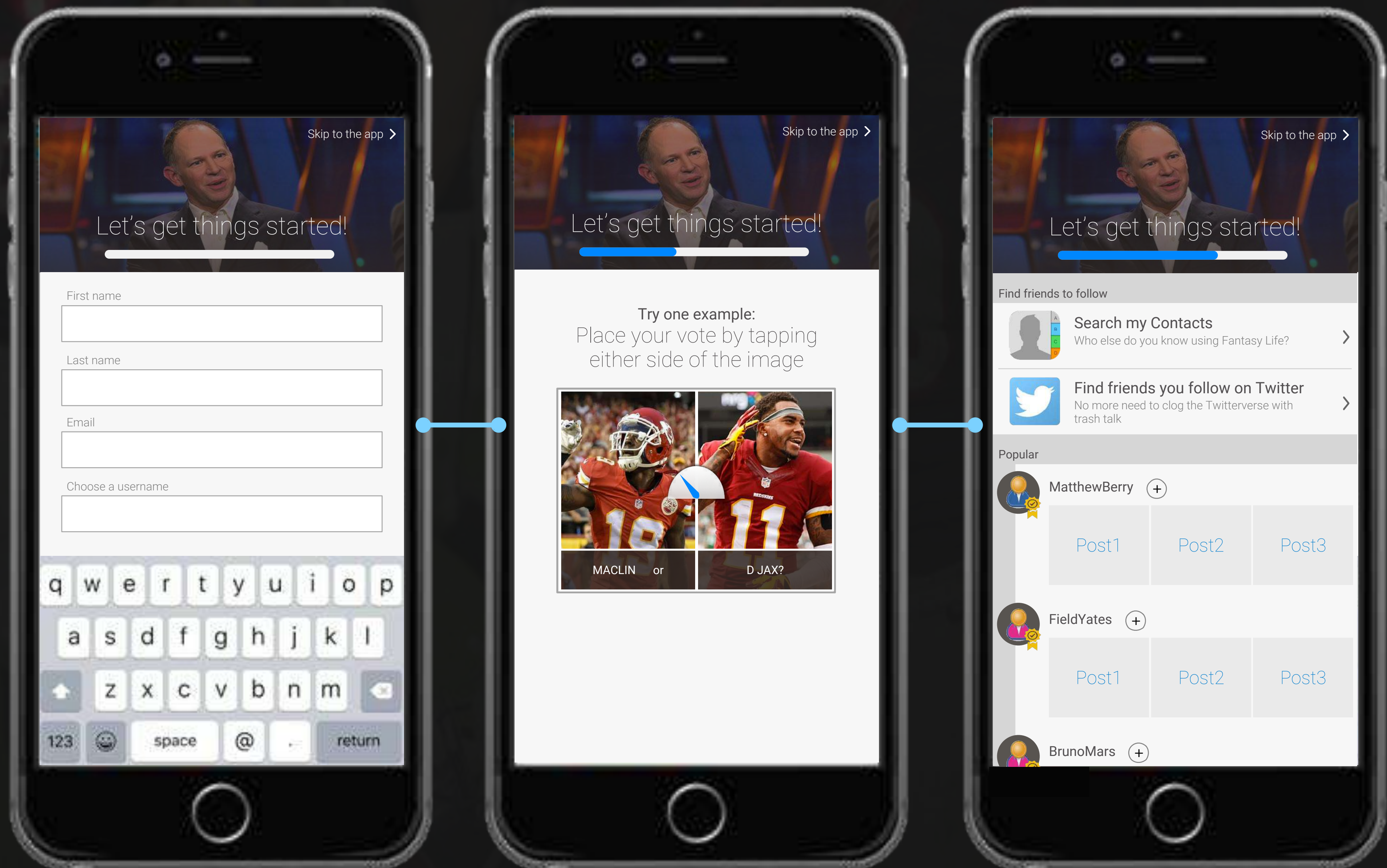


OOBE (OUT-OF-BOX EXPERIENCE)

For new users only. We want to get the user set up in the app and introduce him to a great experience. And in the meantime, remind him that Matthew could be right around the corner!

Of course we need to capture his info. That's expected. Next, we ask him to vote on a predefined poll. The drivers for including the poll are, one, that it's probably a new interaction for the user that may be a little frustrating to figure out without any direction, and two, that it's a pretty cool feature for us to market! Finally, we ask the user to find friends. The rationale for this being the last step is that it's probably the longest process of the three. Let's get the user through the first two happily, then let him spend as much time as needed adding friends, knowing it's his last step. He will know it's the last step based on the new progress bar.

We should also give the user the ability to skip all of this. Some people like the idea of learning on their own instead of having their hand held through a process.



HOME SCREEN

Welcome to your Fantasy Football community! Here is where the user will land each time he opens the app, so let's make it look awesome.

Let's start at the top ...

I have the Add Friends button in the header bar where it will live throughout the app. However, I think the bigger enhancement is including the 'follow' button next to a user's name when that person shows up on your feed but you don't follow them yet. A simple click and you're now following a new person.

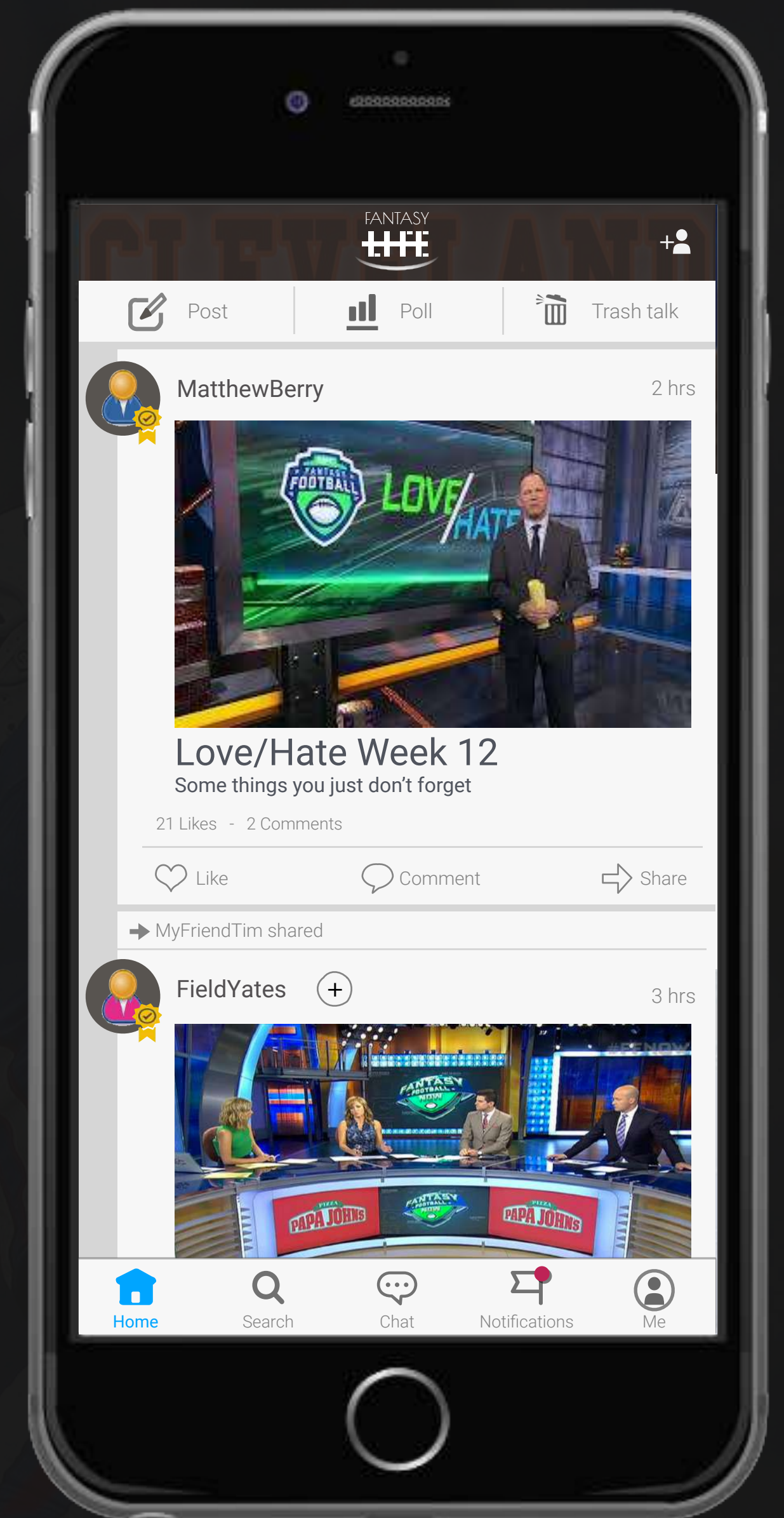
I included three post options right underneath the header bar, in the area called the Post Bar, so the user sees the primary post options and only has to make one click to get to them. This interaction will be explained better later on in the deck.

I separated the number of likes and comments on a post from the controls to actually like, share or comment. This shows the user how many people have interacted with a certain post already, which could drive interest, and also makes the like, comment, or share actions more intuitive. Plus, it allows us to indicate when the user has taken one of these actions on a post already. It's a behavior that is consistent with many other social media apps today.

The alignment of the main tiles was something that I did to give us a little bit of differentiation from other Newsfeeds. It's an aesthetic thing that could give some folks a bit of pleasure.

The main navigation is the bottom gutter. It makes sense for a mobile app because of the reach area of a thumb while holding a phone in one hand. This gutter will carry through the application, with the current page highlighted. I moved Profile back into the gutter and gave it a new, more prominent icon. I believe that including labels on all of these icons will really help their discoverability.

You'll also notice the red dot on the notifications. It's something that Apple has obviously been doing for years, and people understand the meaning of. If the user doesn't have a notification, it wouldn't be there.



POST

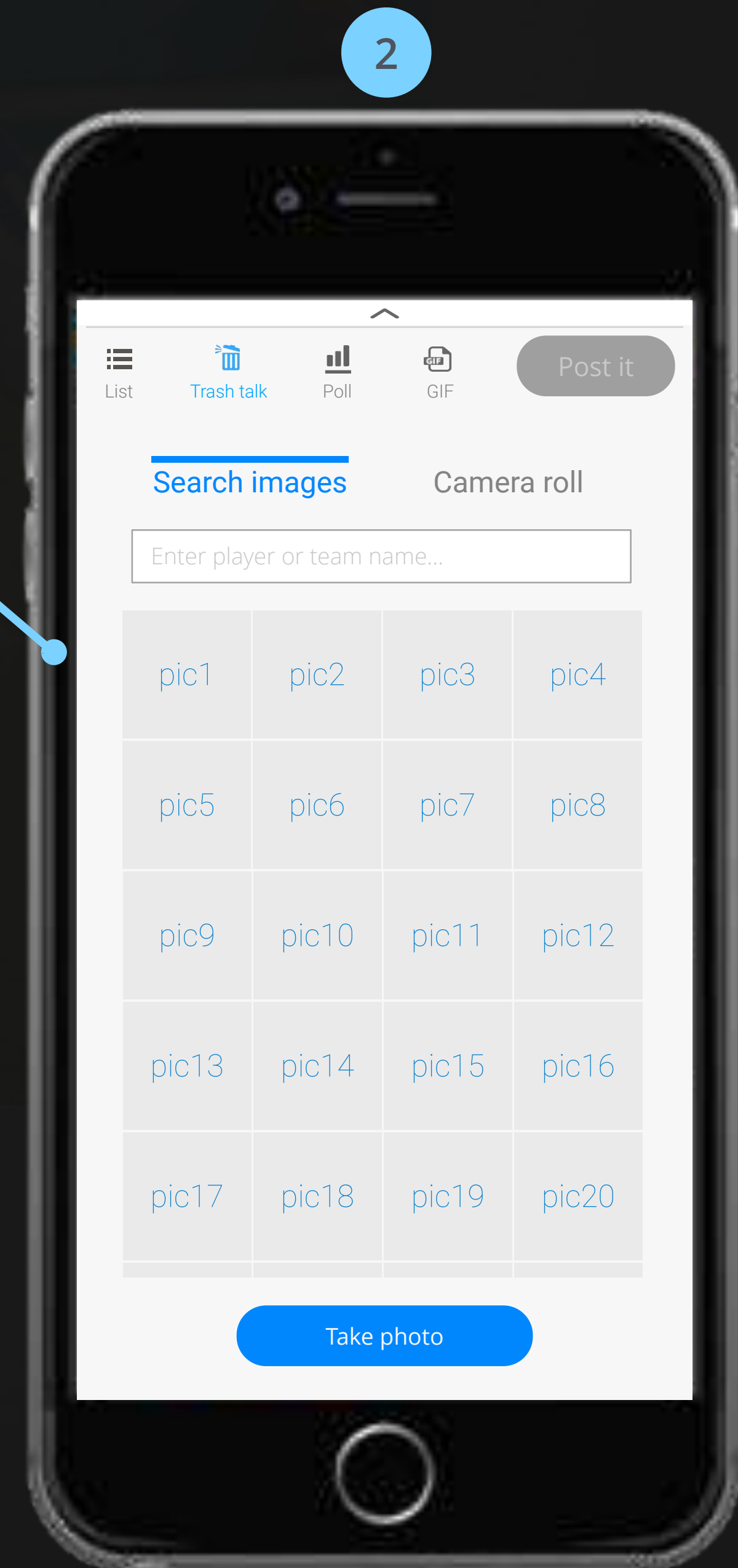
In this scenario, the user tapped on Post in the Post Bar on the home screen. Post is the generic option, while Polls and Trash Talk would take the user to screen 2 (to the right). I decided to use a modal for this screen because the action is not triggered from the gutter navigation bar. So this page would sit over top of the home screen.

Clicking on Post from the home page would allow the user to write a simple question or comment, or paste a link to post. All would post with a simple default background; no need to make the user take another step in choosing one.

From this page the user can still choose Trash Talk or Poll like he could from Main Menu, plus he has the rest of his post options - List or GIF. Tapping any of those four actions will slide figure 1 up into the position of figure 2. The user can get back to the figure 1 view using the up arrow at the top of the screen or gesturing it down. That interaction would be much more apparent with the visual animation, seeing the page scroll up and dock at position 2.

Let's say the user chooses Trash Talk from figure one. The screen slides to the figure 2 position and now the user can select a photo from either the NFLPA stock image library (which he can search with the search bar, or scroll through all the photos), use the Camera Roll tab to choose a photo from his camera roll on his phone, or take a new photo using the button at the bottom on the screen. After selecting a photo, we'd prompt him to type his message and then post.

From this same position he can still toggle between the three other post options that are now displayed at the top of the screen, or slide it back up to type a general post. So we are giving him flexibility throughout the posting process, plus a simple interaction, which are both equally important when using a modal because the primary navigation is missing.



PROFILE

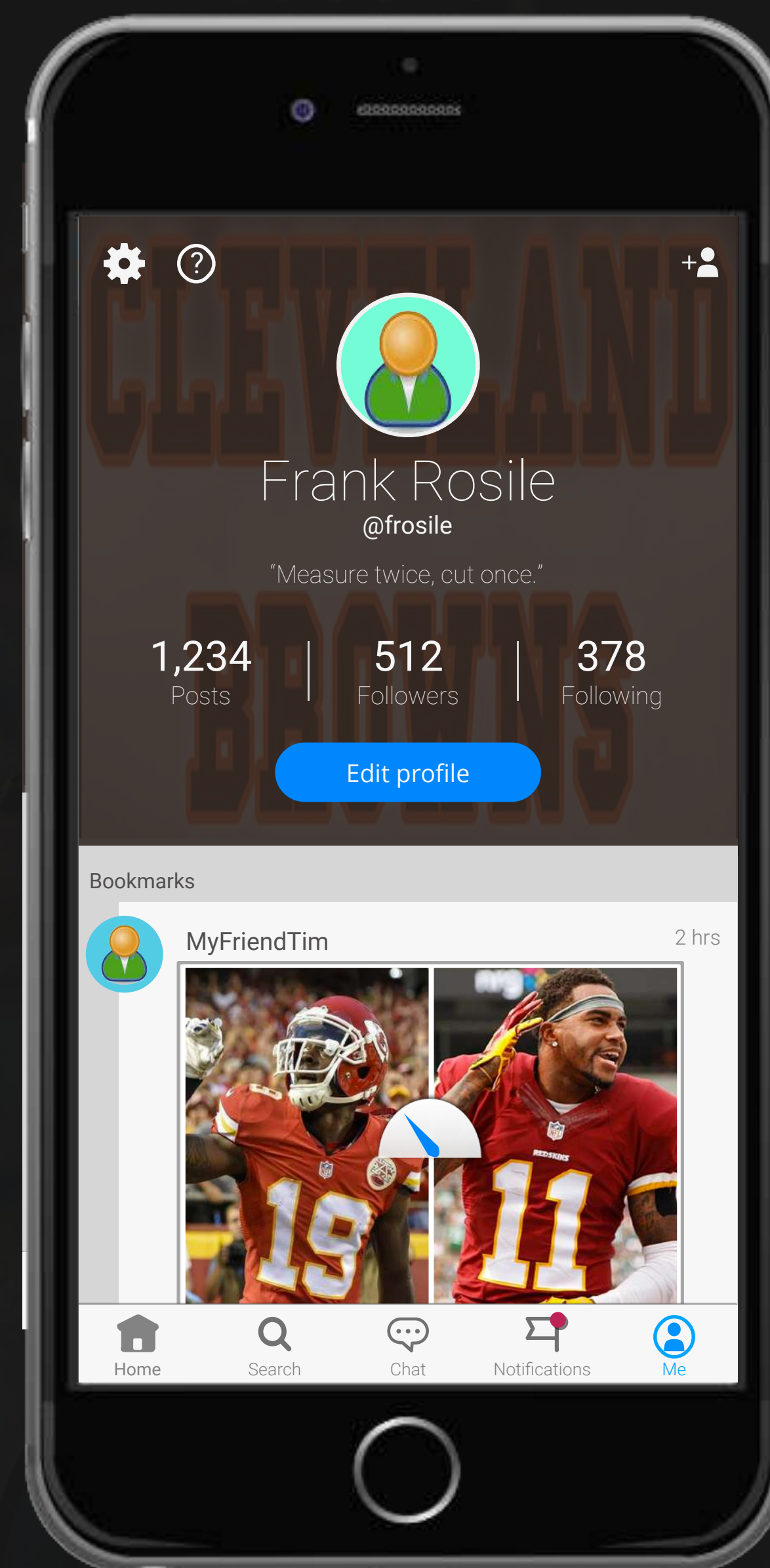
I went back to a design similar to the one in Fantasy Life 1.0, with a few tweaks. The picture and the user's name are most prominent, making it feel like it is "all about the user," which we know is a nice feeling. Following that in order of prominence is the control to edit the profile if it is your profile, or the button would be used to follow if it is any other profile. That is the primary action on the page.

From the profile, we can see a whole lot of information immediately, as opposed to what we would be able to show in a flyout hamburger menu. The user can click on his list of followers to open it in a modal and search through them; same with his posts and following.

We also give the user instant access to his bookmarks, which would be a nice way to introduce the feature. If the user hasn't bookmarked anything yet, we can advertise the ability to in that space.

You may notice a new way to indicate the vote counts with a scale type of meter. This was something that came to my mind as something to make the user say "wow, that's cool" instead of simply using numbers, plus there is no mental processing involved to determine the how the poll is trending.

Also in the profile, the user has more settings that he can control using the icon in the top left, and the Help feature next to that.





SEARCH

Finally, the search page. This one was pretty easy because I really liked what I saw in the initial 2.0 mockups. I updated the visuals a bit, gave the user a hint in the search box, and put the 'find a friend' icon (where the user can look for other current users or invite friends to join Fantasy Life) next to the search box which is a consistent placement throughout the app. That's it!

