



TIBCO Software
User Experience Process

Golden State Warriors
Mobile App



Carlos Martinez

“Through the good seasons and the bad ones, I’m a Warriors fan for life”



Front of persona card

Persona Creation

The User Experience Team went to a few games to observe and talk to real fans.

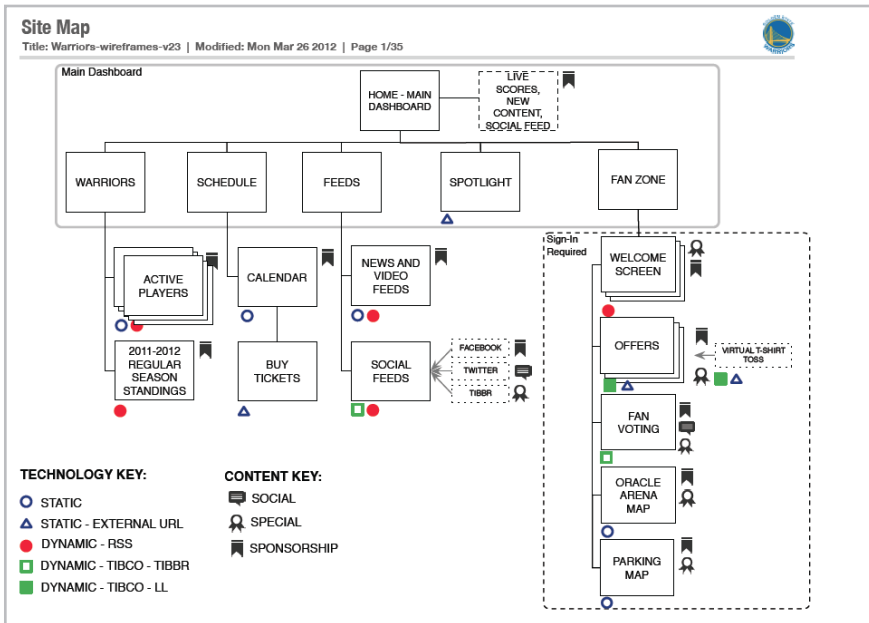
We got a sense of how Golden State Warriors fans used their mobile devices, including details of how often and at what points of the game they checked their phones.

We also took notes on how our average user would be. Of course, he would be a loyal Warriors fan. With smartphone in hand, he would also be adept at downloading apps, interested in the latest news about his team, and communicate frequently with his friends on social networks.

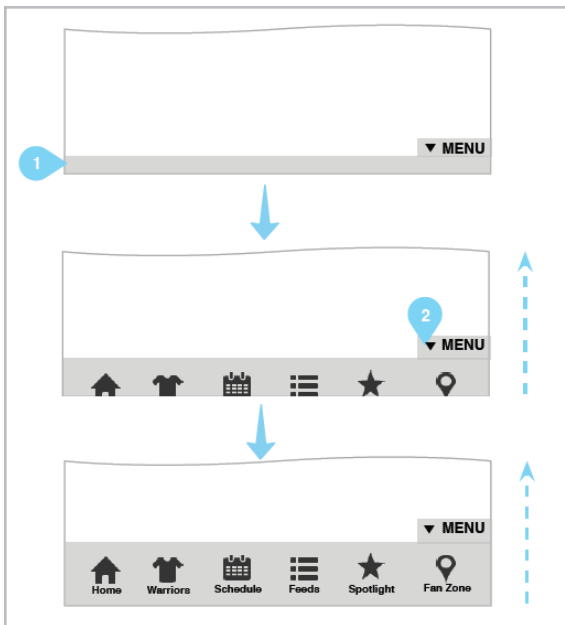
Carlos is the result of putting a “face” to this research.

Occupation: Automotive Technician
Employer: Alucia Transmissions & Auto
Age: 21 years
Education: De Anza College
Current City: Oakland, California
Time Spent Using Smartphone: Constantly; Carlos considers his smartphone a necessity
Carlos has been a basketball fan for as long as he can remember. His father would take the family to Warriors games on a regular basis, always making it more of an event than just a game. Carlos has since added his own Warriors traditions, such as tailgating at Oracle Arena with his girlfriend, or watching away games at the local bar with friends. He constantly checks sports websites on his smartphone to get the latest updates on the team, from individual stats to injury reports and potential trades. Carlos enjoys posting great deals on Warriors tickets to Facebook and Twitter, or simply sharing his own opinions. Carlos sees himself as an unofficial spokesman for the Warriors, regularly finding more ways to show off his favorite team.

Back of persona card



Site Map



Main Navigation Concept

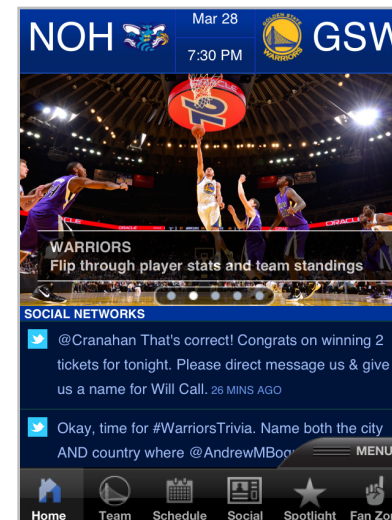
User Requirements

We looked at other sports apps and what was available on the Warriors website.

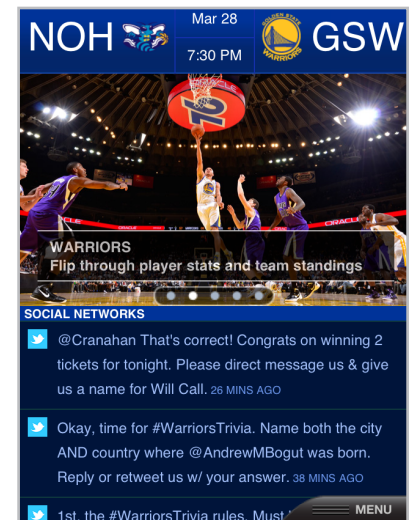
By doing a competitive analysis with other similar applications such as the New York Knicks and Miami Heat, evaluating the content offered in the Warriors and NBA websites, and seeing current social media trends we were able to discover what the must-have features that should go into the app were.

In addition, from stakeholder meetings we discovered we needed an app that would be fun/playful, exciting, current and clear. We integrated gamification concepts into the app, such as player cards, an interactive game schedule, live fan voting and a virtual t-shirt toss. The Main Nav was discoverable, too.

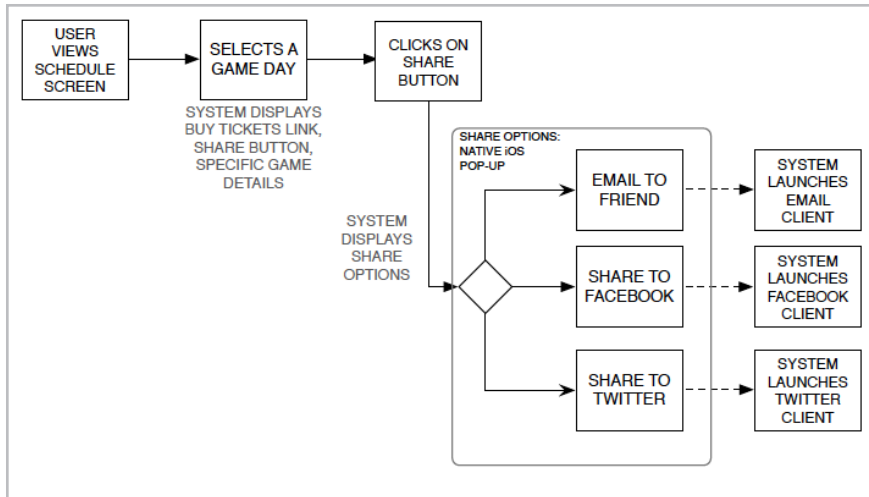
We created a site map by organizing the hierarchy of these must-have features, which in turn evolved into the app's main navigation bar.



Main Navigation-Expanded



Main Navigation-Minimized



User Flow: Sharing game info

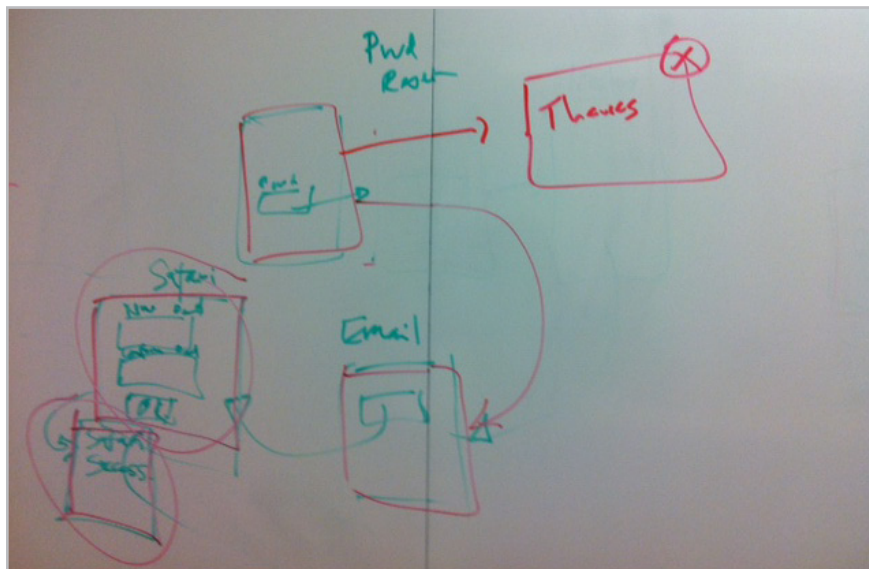
User Flow

We diagrammed how Carlos would share game day info with his friends, and sign up for Fan Zone.

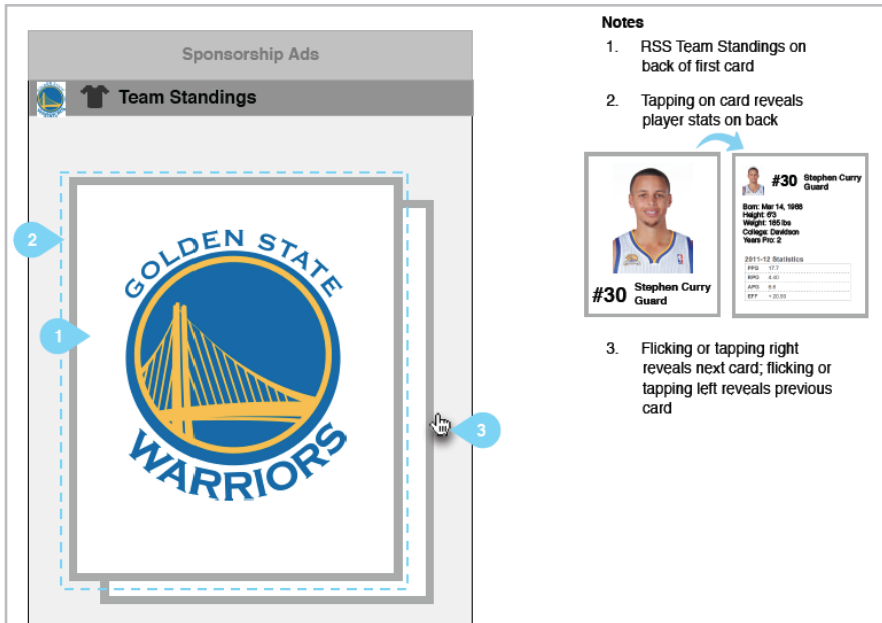
What would a fan experience look like navigating through the app? What screens would we need, and how could we offer Carlos the option of sharing game day information to his Facebook friends, Twitter followers, or a more personal email message at the click of a button?

As if those weren't enough questions, how could we make sure the login process was as smooth as possible, while making sure it worked with Tibbr's current registration process?

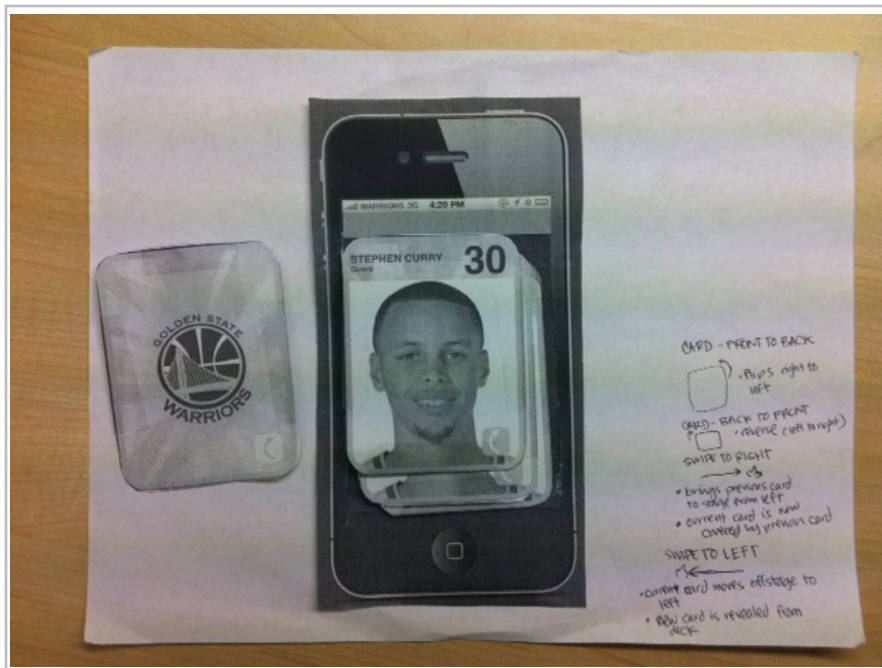
We answered these questions by creating user flows.



User Flow: Signing up



Wireframe: Team Standings card with interaction notes



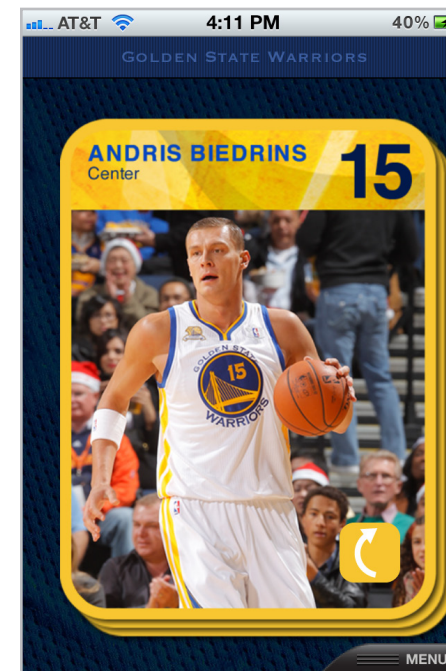
Paper Prototype: Demonstrating card behavior

Wireframes & Prototypes

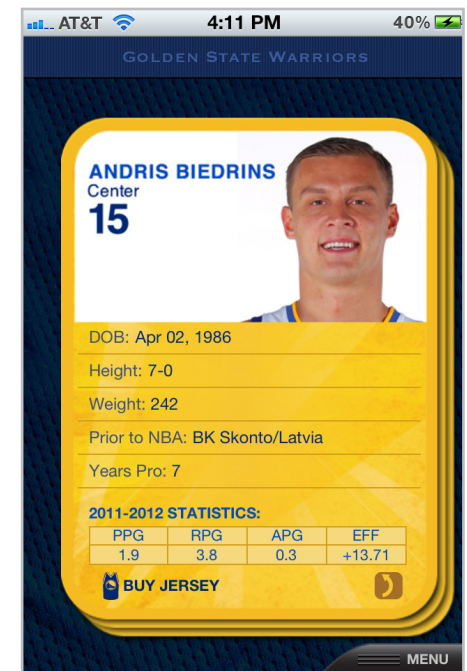
Wireframes and paper prototypes were important for simulating the player card flip behavior.

The player cards were one of the most complex collaborative efforts of our interaction design, visual design and development teams.

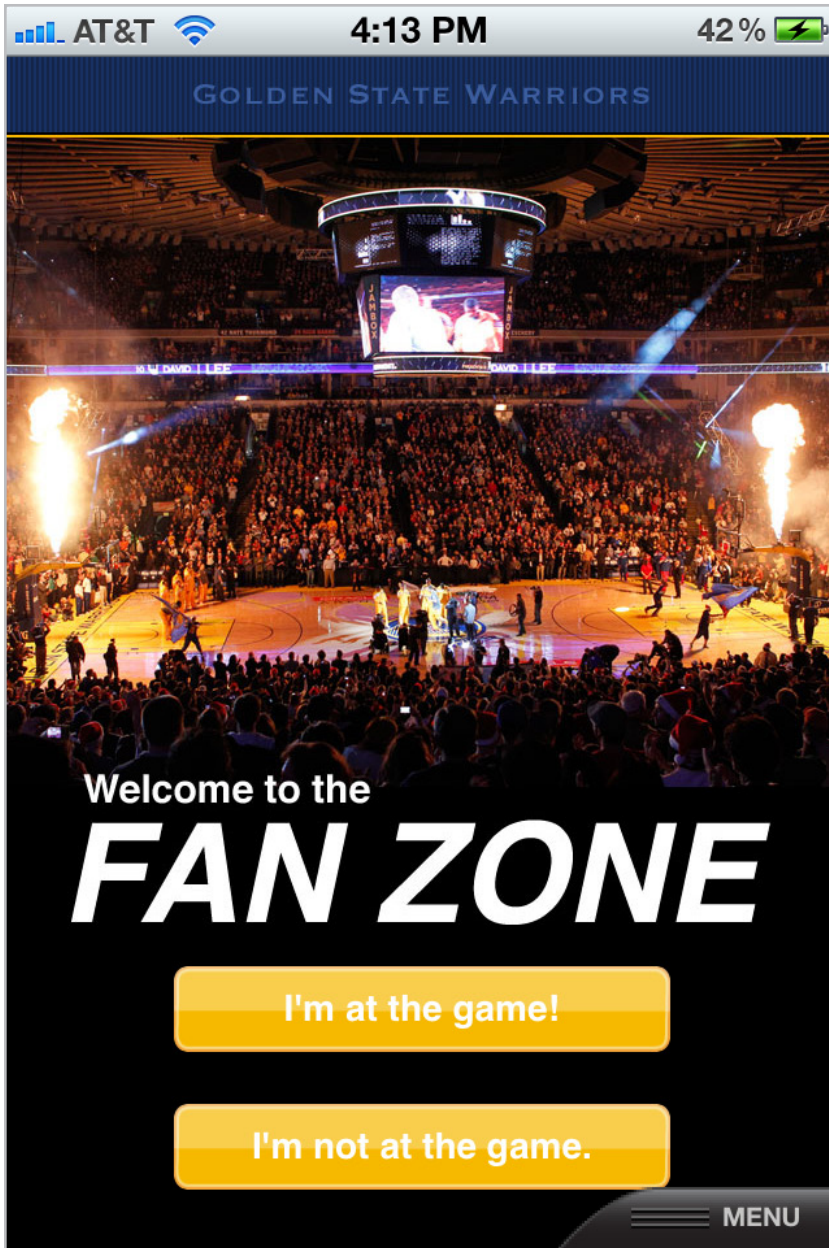
Of course, wireframes were created for every screen to explain interactions to developers and help visual designers understand what elements were required on a screen.



Player Card - front



Player Card - back



Fan Zone Welcome Screen on a game day

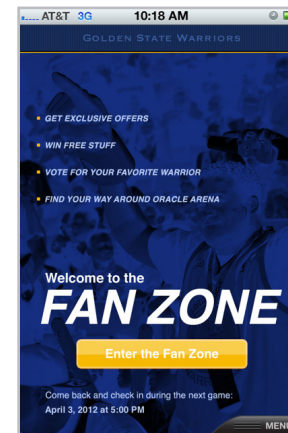
Collaboration

Cross-functional teams are crucial for creating a complete user experience.

Interaction design, visual design and development had many meetings, in addition to daily check-ins to keep communication going about different screens.

For example, there are two Fan Zone Welcome screens, one that appears when it is a game day, and another that appears when there isn't one. On game days, we want to ask Carlos if he will be at the arena or not-- this is important for the Loyalty Labs offers we would display to him. On non-game days, we want a user to come back on a game day to truly experience the Fan Zone.

Visual design provided welcome screens that conveyed this difference, while developers planned the behavior of these screens. This stemmed from conversations of what the purpose of a Welcome page should be, along with future integration with geolocation and even more targeted offers.



Fan Zone Welcome Screen on a non-game day



Benchmark testing during a live game

Testing

We tested the app during a live game prior to launch and found more ways to improve the user experience.

In an empty Oracle Arena, testing seemed fine. However, with 19,000 fans potentially accessing the same wireless Internet, and the current bandwidth of the stadium, we discovered that wi-fi service needed to increase or the app would time out. Typical 3G networks on the iPhone were not reliable at the arena.

We asked the Warriors to allow us to do benchmarking tests with their AT&T contacts for the arena, and this helped us to rethink everything from the size of the app, to consulting with the Warriors on their marketing strategy, and of course, to seeing how we could increase the bandwidth at Oracle Arena. We also worked with the QA team to help us file any bugs on the app.

By keeping Carlos' experience in mind during the entire process, we were able to ensure that the Golden State Warriors app launched successfully.