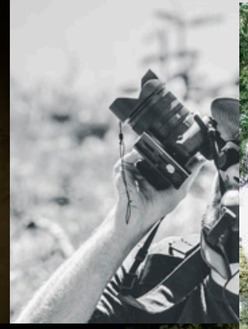
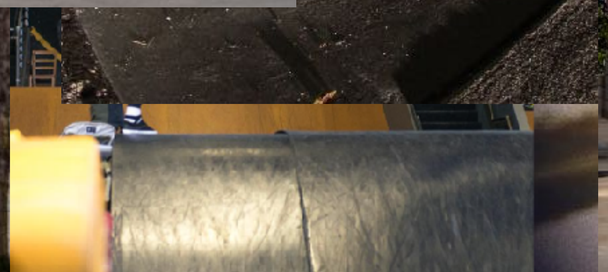
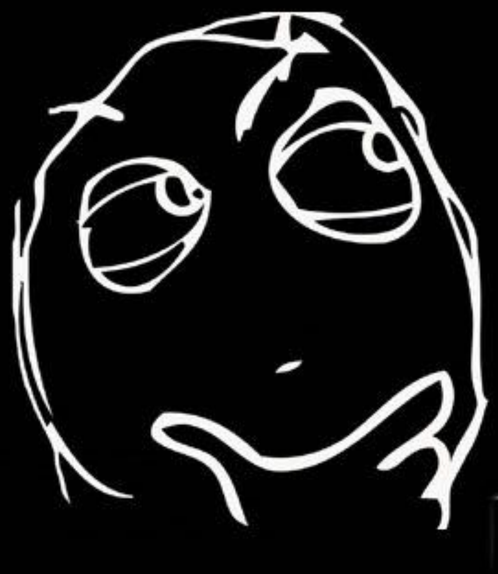
SpotFeed
By Sam Jorgensen
9:41
List
Search
Add Notes
Add Tricks
Add
Map
My Spots
Public Spots
Sort By: Closest Distance
UofM out rail
Minneapolis, MN
Spot Feed
Find spots. Document tricks. Share with friends.
@Filmer123
Description







How can I create an app that is functional and easy to use for skateboarders, videographers and photographers while still aligning with their needs and goals?

‘It would take countless hours to do research on tricks that have been done at any spot..’

Directed Storytelling Interviews

Interviews were conducted with established skateboard videographers/ photographers to better understand their process and approach.

‘I’m not very organized so it’s hard for me to remember where spots are.’

‘You never want to do a trick that someone else has already done.’

‘I don’t really use any skate specific apps anymore because they’re a pain in the ass to use.’

Directed Storytelling Key Findings

VALUES

- Time Management
- Organization
- Communication
- Privacy
- Knowledge/ Research

PAIN POINTS

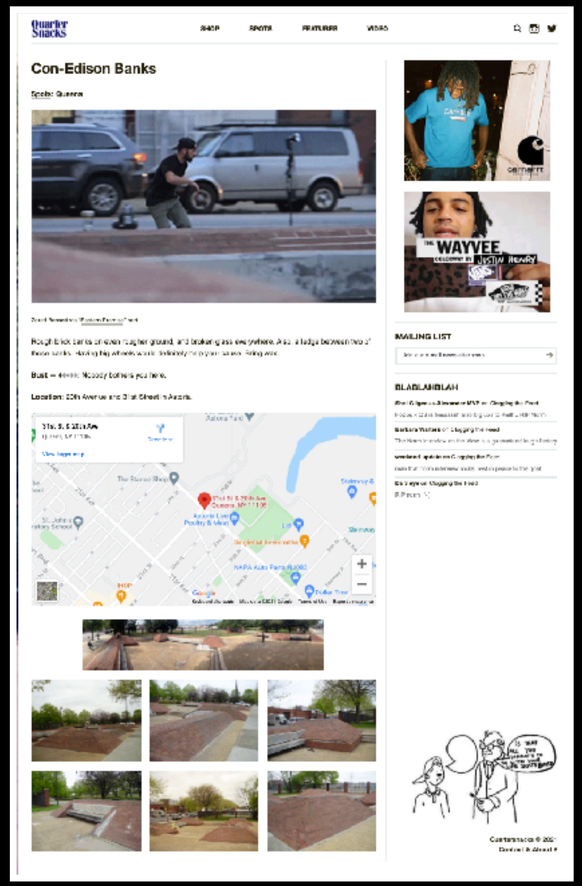
- There is no fully functional app that is directly dedicated to skateboarders and filmers/ photographers.
- Researching spots is very difficult- relies almost entirely on word of mouth and personal memory.
- Cataloging and sharing spots is difficult for skateboarders and videographers/ photographers.

User Goal Statement

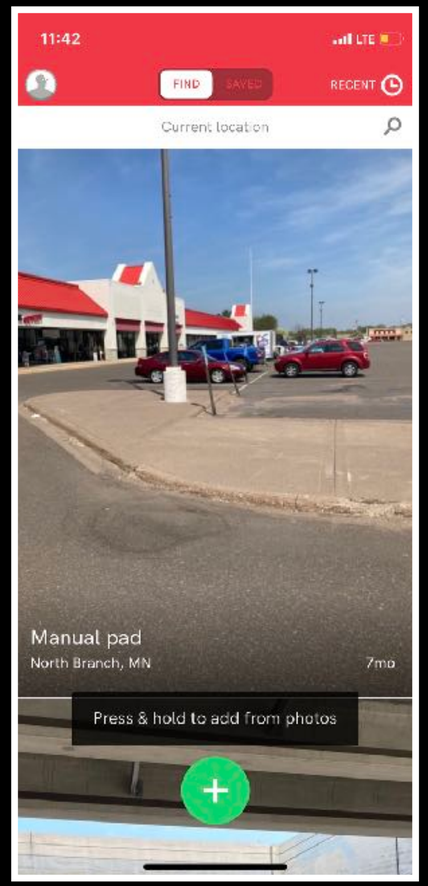
The User Group is made up of Skateboarders, Videographers and Photographers that are seeking an intuitive app that allows them to map, document, research and share skateboard spots, in order to improve organization, time management and communication.

Competitive Analysis

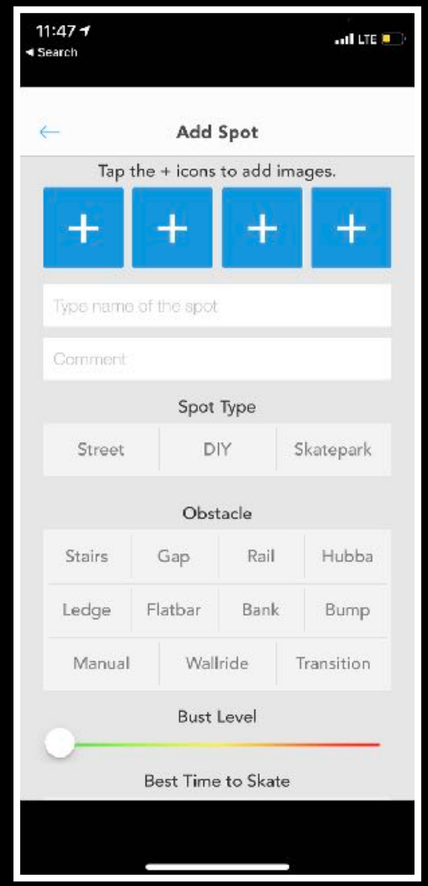
quartersnacks.com/spots



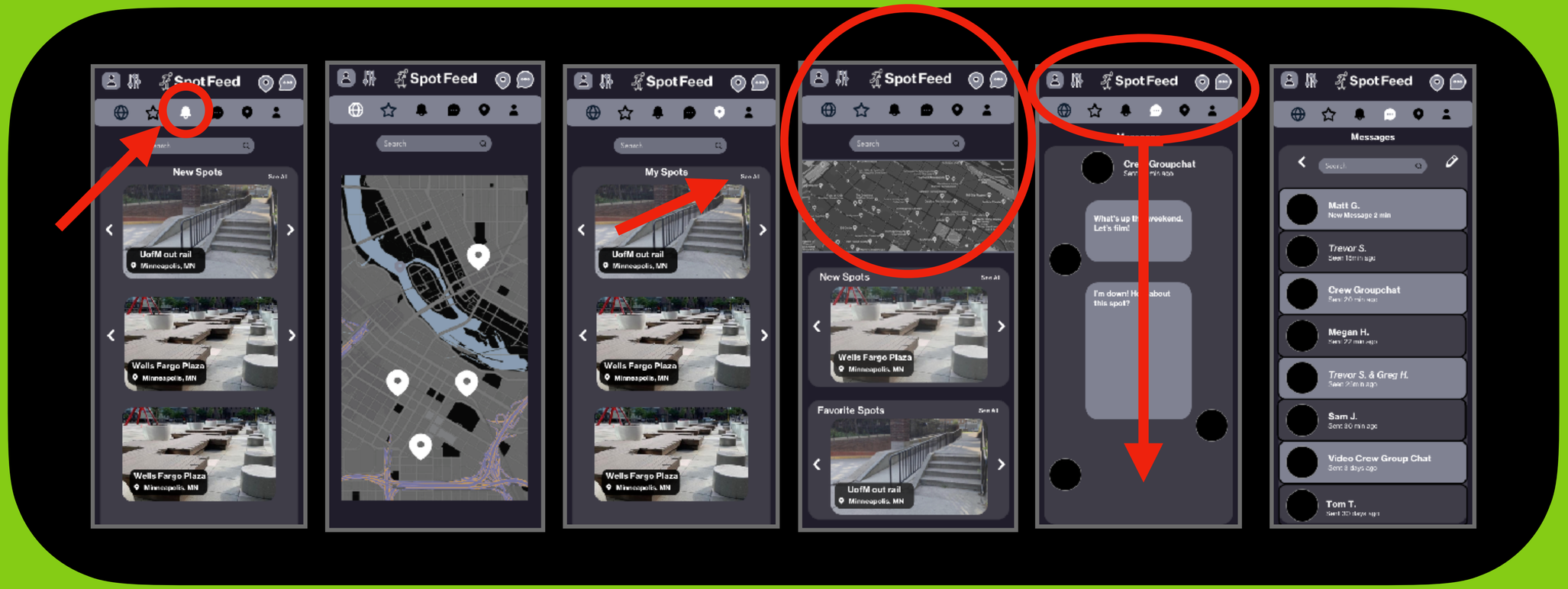
Snarly App for IOS



SkateSpots for IOS



Prototyping and Usability Testing



Good

- 3/3 users found it easy to understand and navigate
- 3/3 found the features to be useful in their practices
- 2/3 said they liked how the app flowed

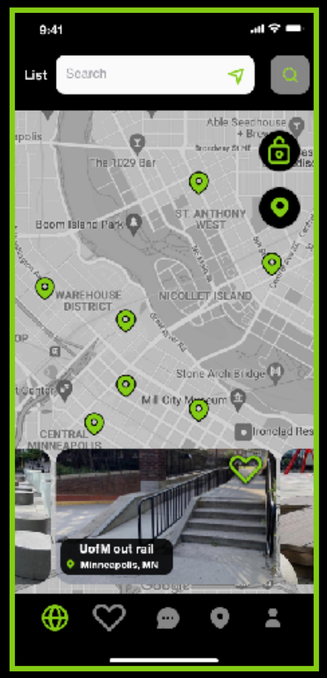
Bad

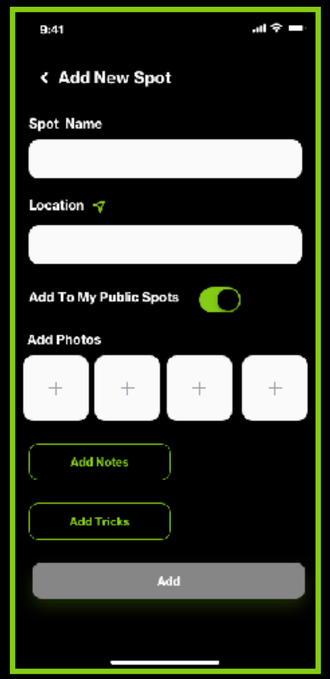
- Mismatch of symbols to mental models
- Lacking hierarchy, spacing and consistency
- 2/3 users described it as ‘ugly’
- Layout is not conducive to IOS trends

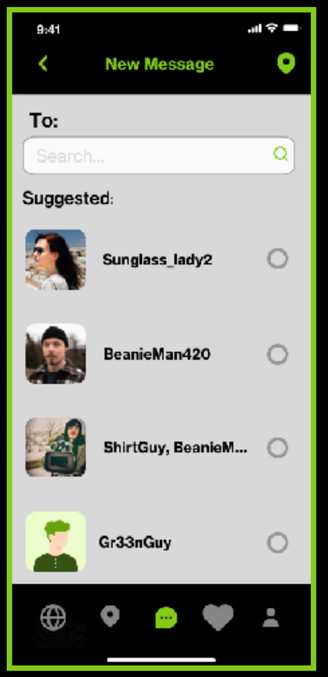
Missing

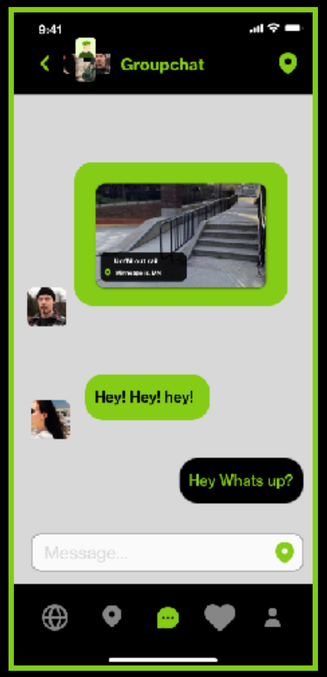
- 2/3 users noticed a missing explanation or onboarding page
- 2/3 users wanted more privacy settings.
- 3/3 Wanted a feature that would link to outside resources (videos, street view etc.)

How does it work?

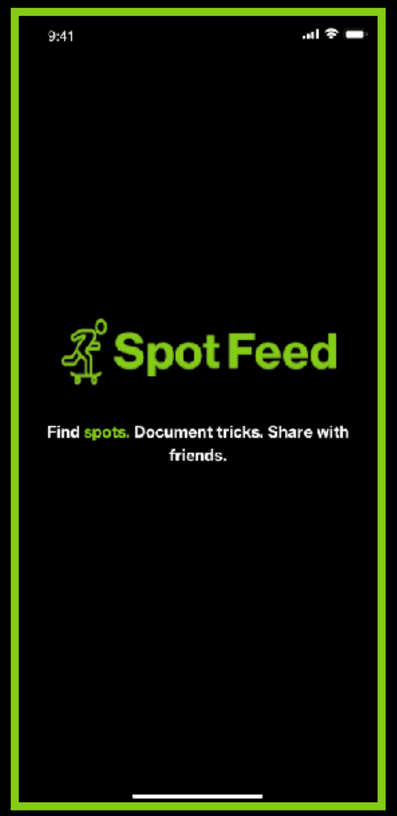


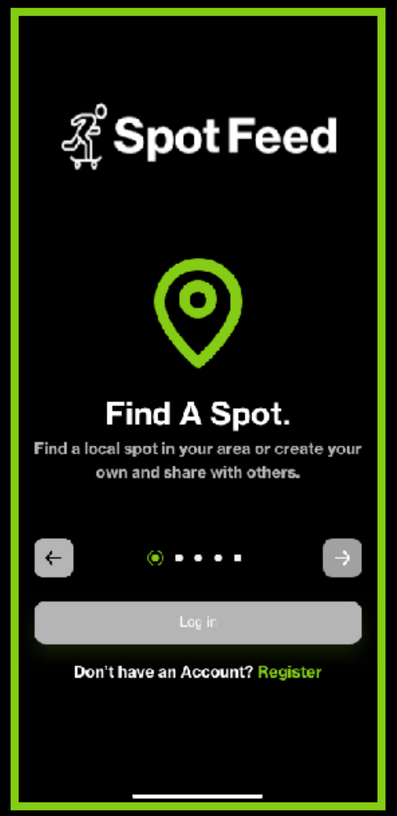


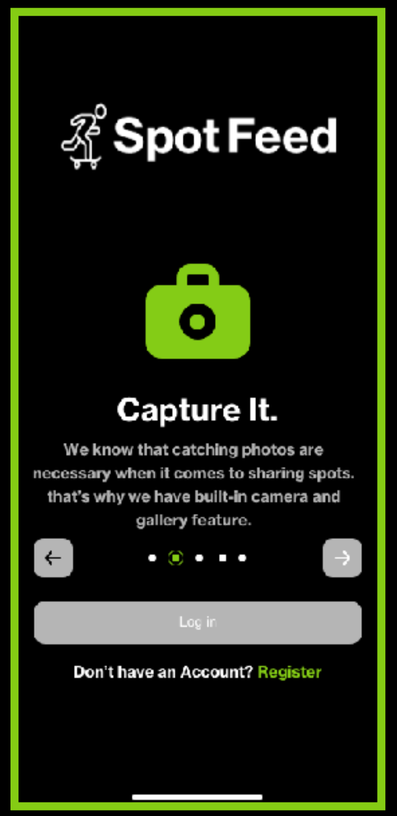


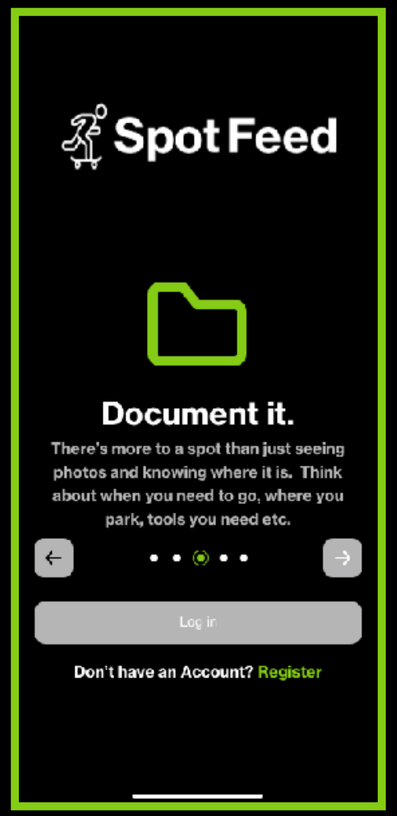


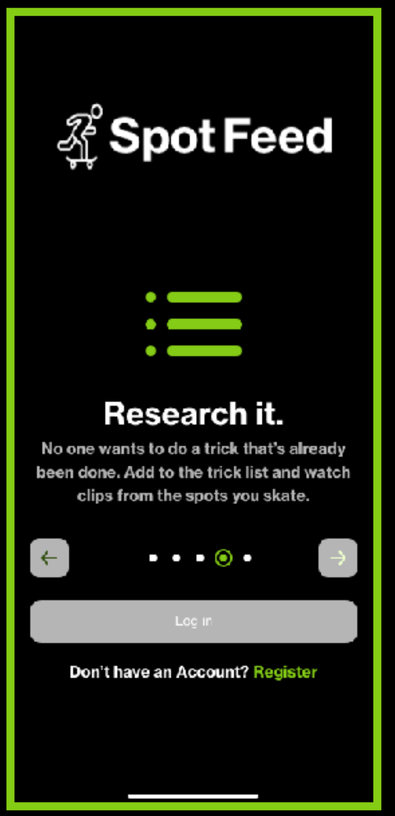
Onboarding Pages

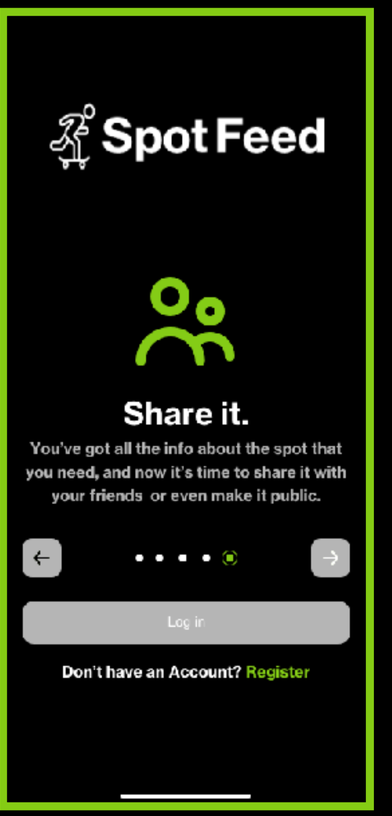




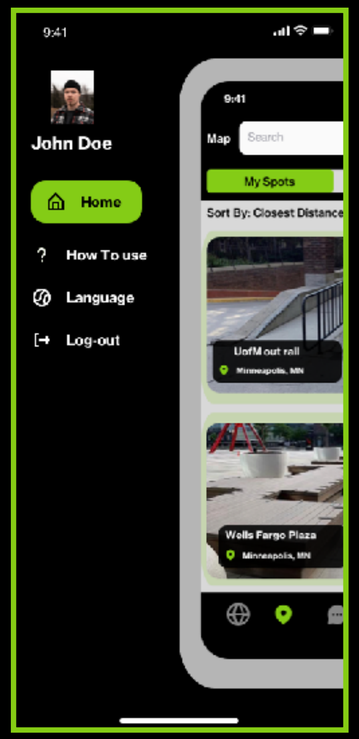


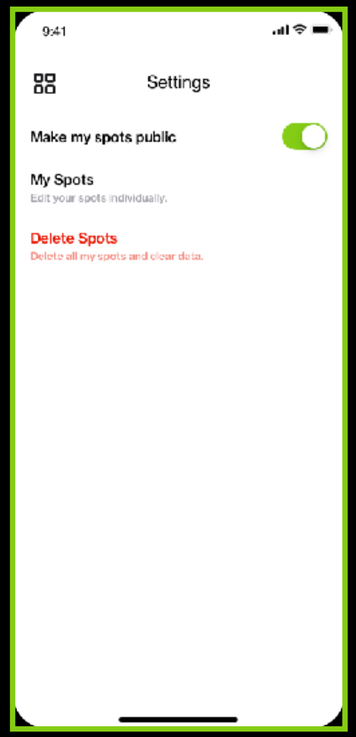


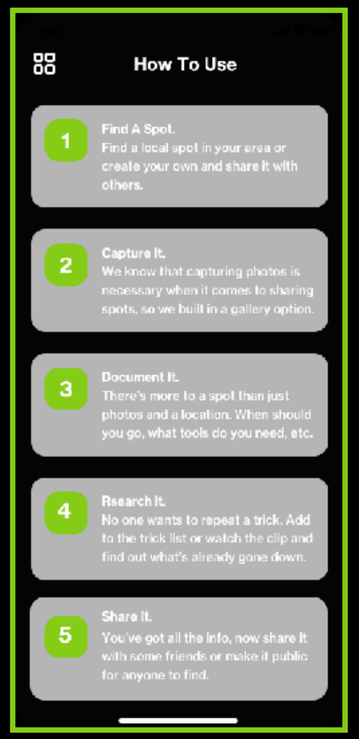


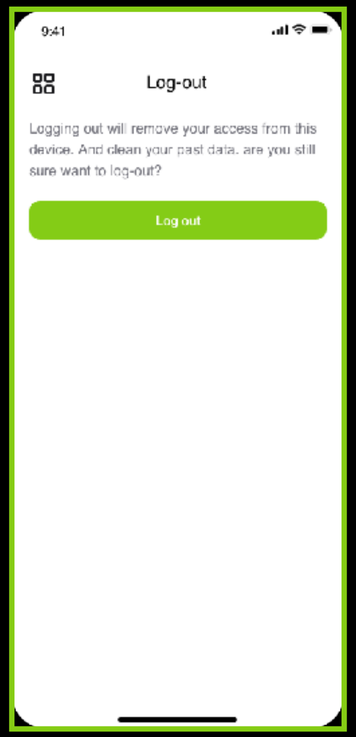


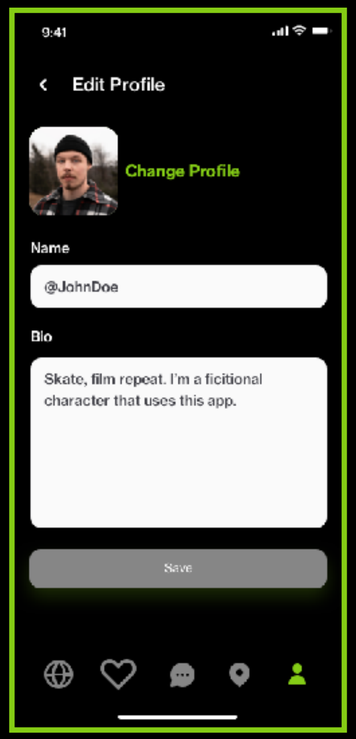
Account and Settings



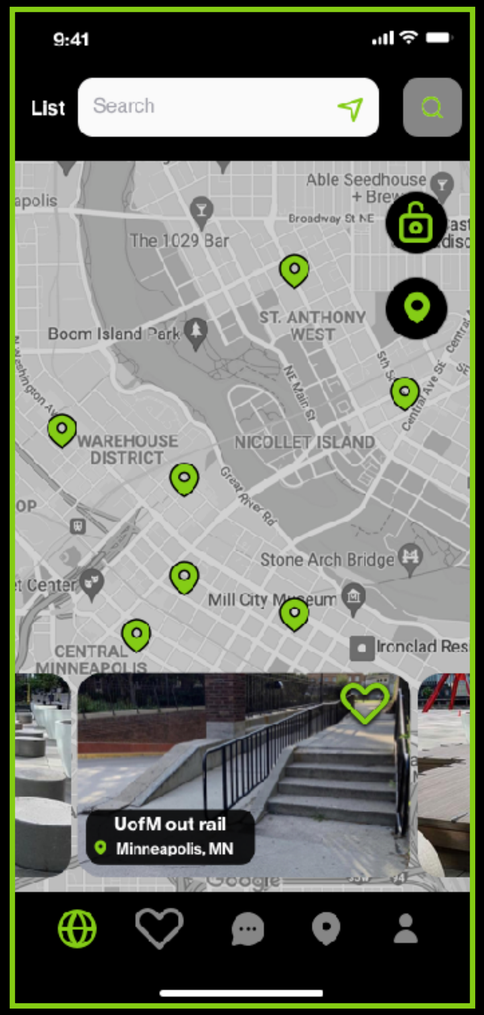


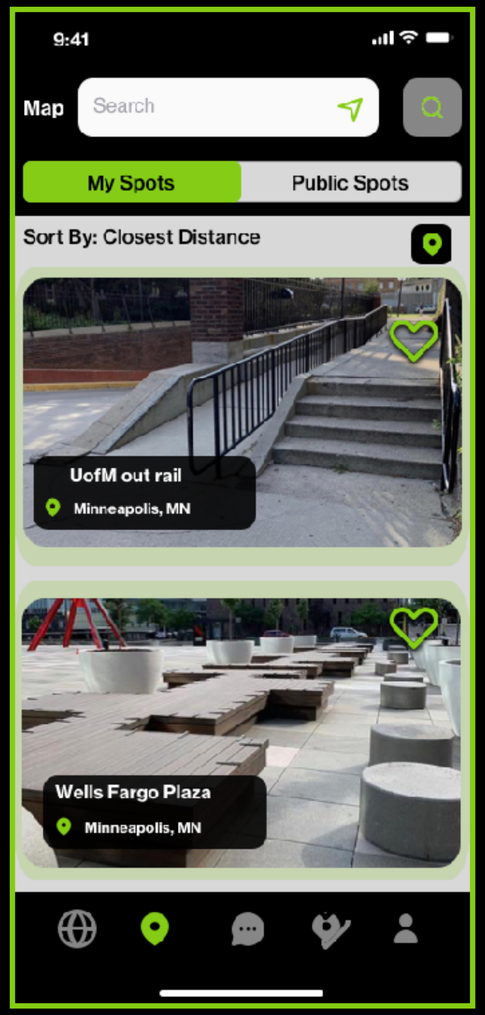






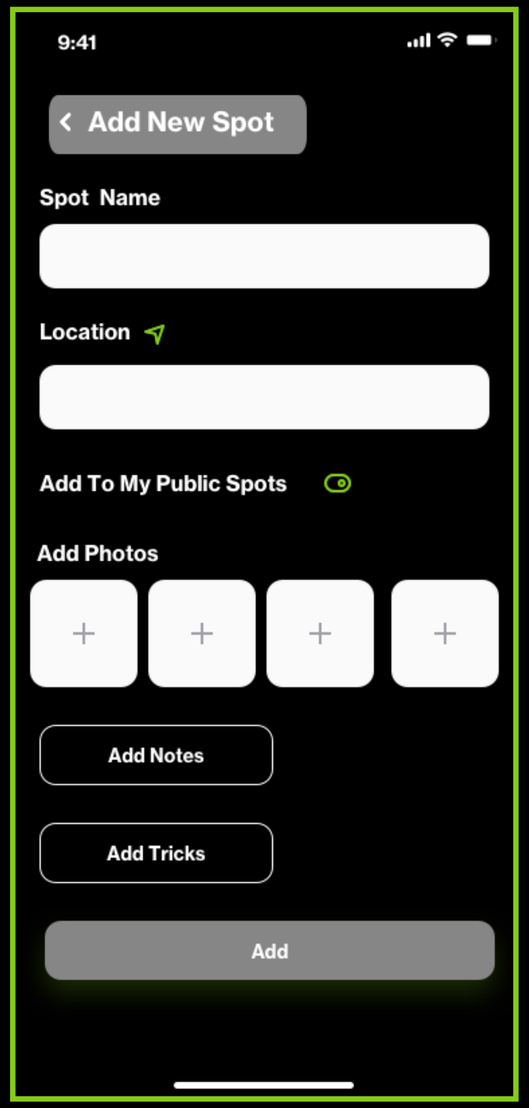
Homepage


9:41
List
Search
Able Seedhouse + Brew
Broadway St NE
The 1029 Bar
ST. ANTHONY WEST
Boom Island Park
WAREHOUSE DISTRICT
NICOLLET ISLAND
Stone Arch Bridge
Mill City Museum
CENTRAL MINNEAPOLIS
UofM out rail
Minneapolis, MN


9:41
Map
Search
My Spots
Public Spots
Sort By: Closest Distance
UofM out rail
Minneapolis, MN
Wells Fargo Plaza
Minneapolis, MN

Spot pages

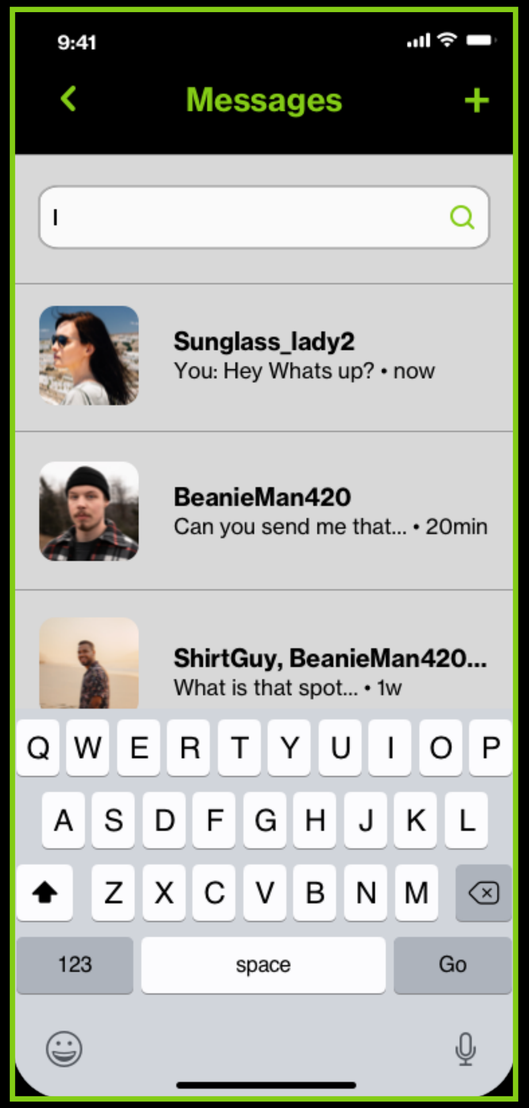
9:41
Search
My Spots
Public Spots
Spots
UofM out rail
Minneapolis, MN
100 Pleasant St SE
Minneapolis, MN
Notes
• Best time to skate is when school is not in session.
• Be careful of University Security.
• Large crack before take off.
• Rail can be rusty in the spring.
Tricks
• Frontboard Shuvit
• Boardslide
• Front Crook Grind
• Backtail
• Switch 5050

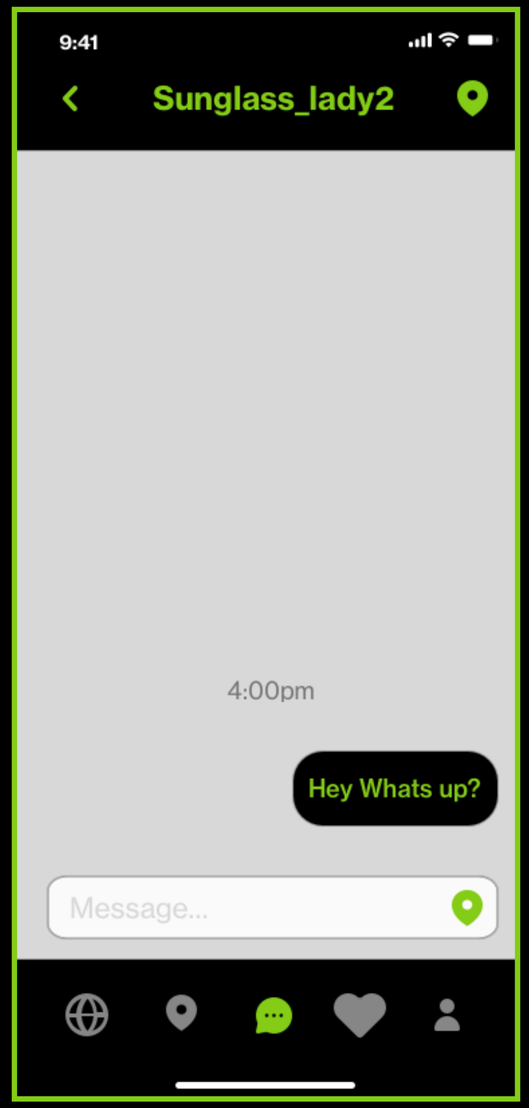

9:41
Add New Spot
Spot Name
Location
Add To My Public Spots
Add Photos
Add Notes
Add Tricks
Add

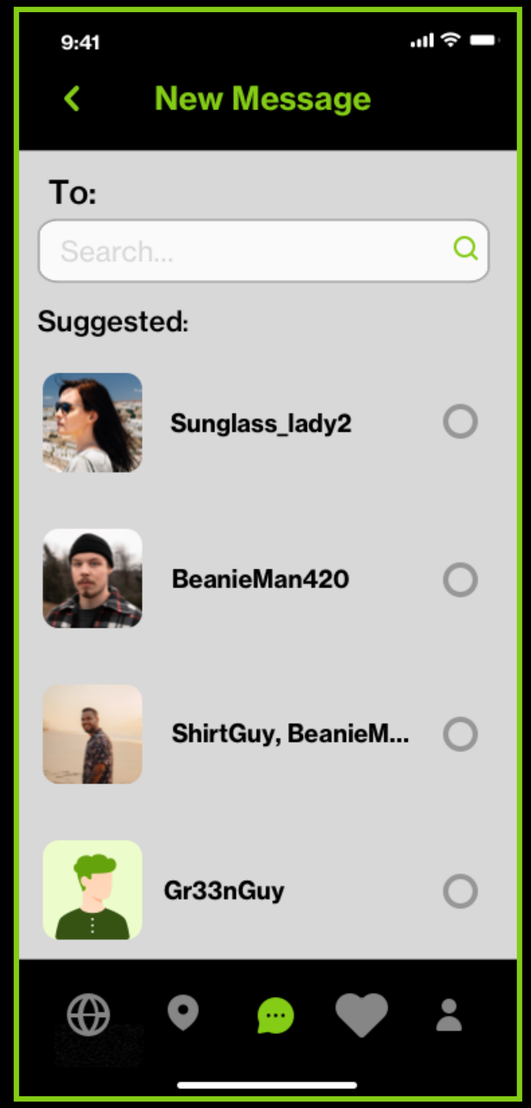
9:41
Add Spot
Notes
•Security guards until 8pm
•Park at the store across the street.
• Use a sign for the landing.
Add To My Public Notes
Add

9:41
Add Spot
Tricks
•Security guards until 8pm
• Big crack at the top of the run in.
•Park at the store across the street.
• Use a sign for the landing.
Add To My Public Tricks
Add

Messaging Pages







Future Recommendations:

- In app video clips
- Street View Options
- Activity tracking

THANK YOU!

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samjorgensen.me