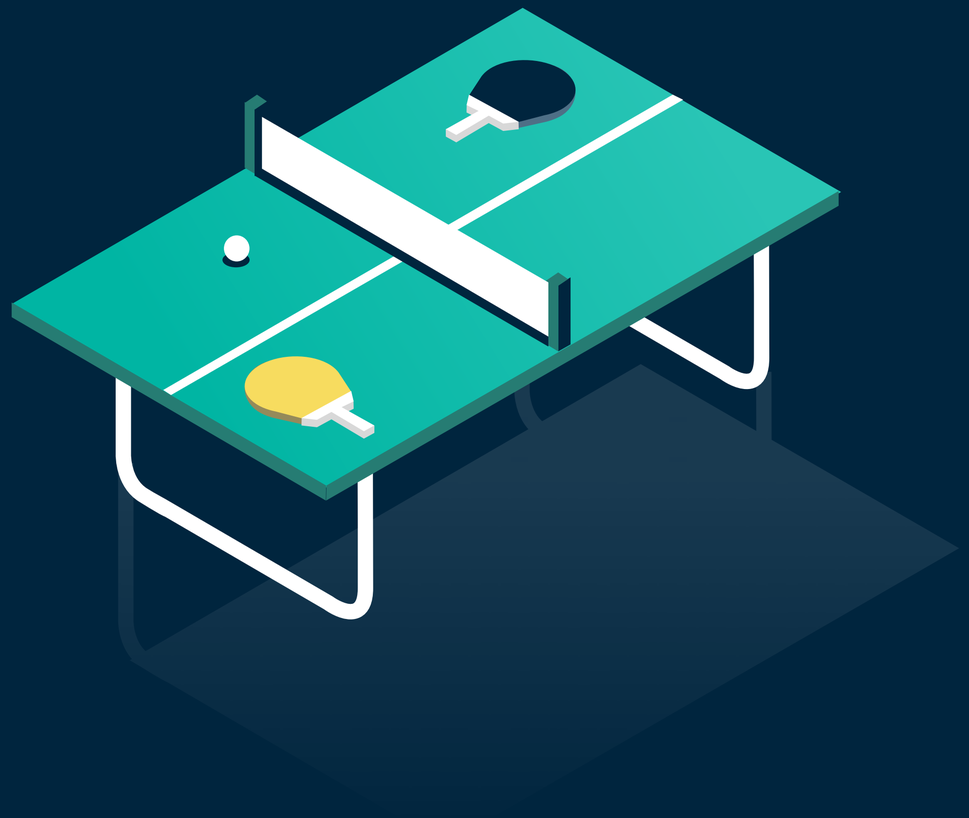


RUGGERO BARACCO

Pivot Pong

Ping pong is a big part of our culture here at Pivotal Labs. It's what we do when we need a break in the middle of our work day or when we're hanging out after hours. Most of us play recreationally, and there's a good number of Pivots who take ping pong pretty seriously.

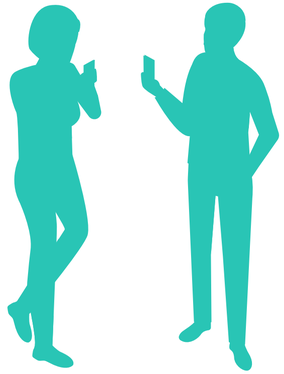
We'd like you to continue your design for a "Pivot Pong" mobile app. The users of this app are Pivots (Pivotal employees) who have a few minutes for an ad-hoc game and are seeking a partner. They would like to be able to record the results of each match played and to understand the ranking order of their own and their peers (aka “The Ladder”).

Elevator pitch



What

A mobile apps for ping pong games in the Pivotal Labs office



Why

To socialise but at the same time do physical exercise



How

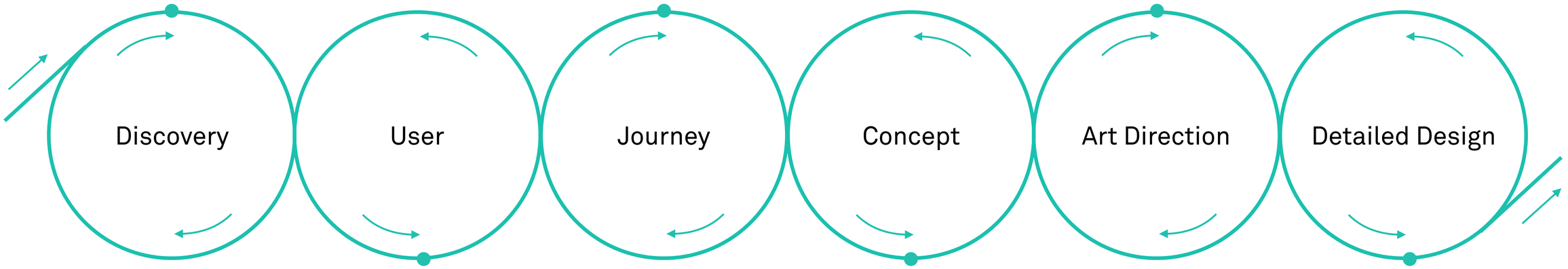
Doesn't have to become annoying and overwhelming for the user. It has to be a fast and effective interaction.



MVP

- Main feature: match request & response
- Only Top 8 on location (rest is not on the list)
- Limited statistics
- Matched final game result (timer of 15 min for both users)

Process (Design Challenge)



Understanding challenge and scenario, possible limitations and overall design approach on the assignment

Targeting specific users and creating a realistic profile of an archetype of user.

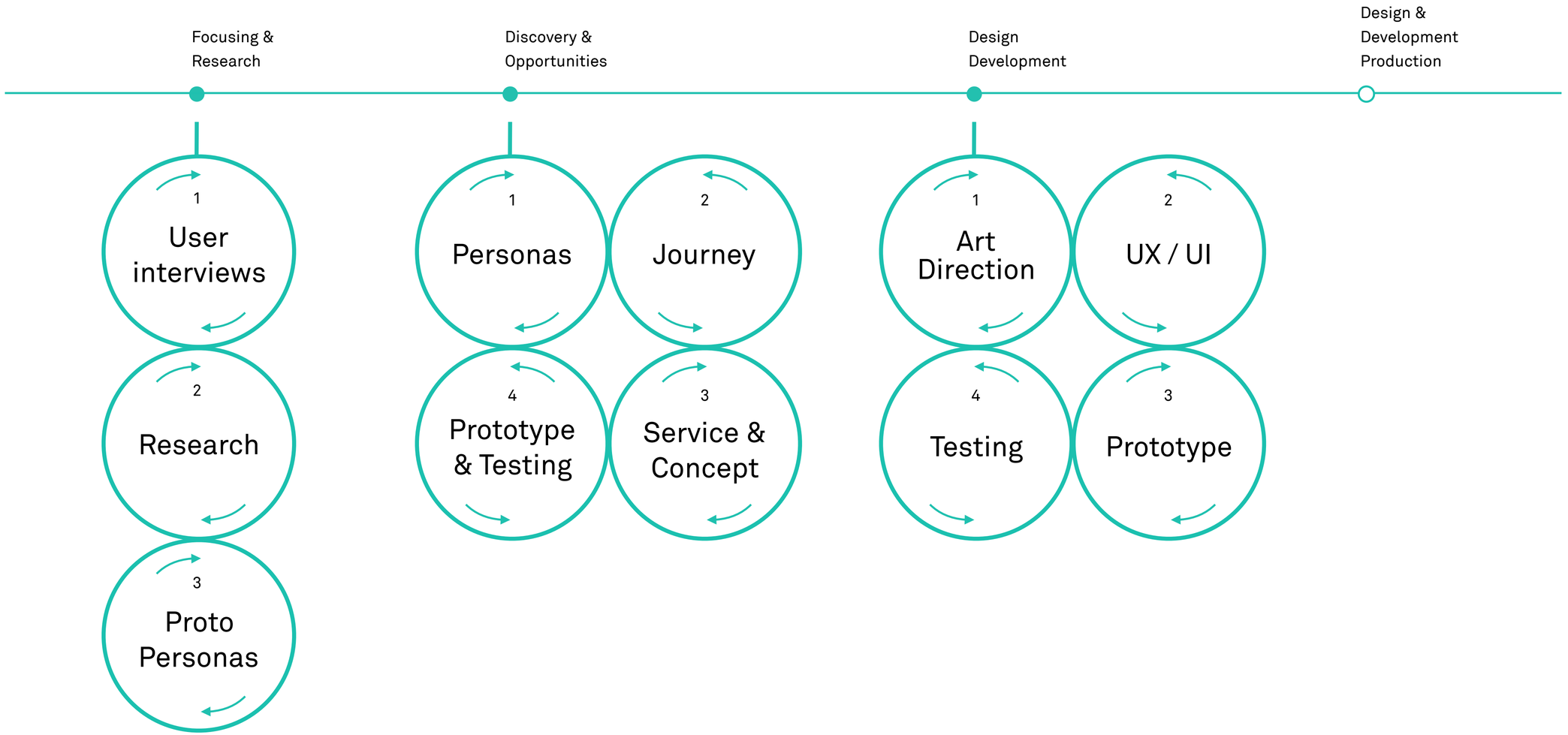
Understanding the interactions and possible pain points / opportunities on the current status

Focusing on a possible solution, starting building a service to cover needs of the persona. Shaping opportunities.

Design Language and system. Understanding the visual direction and aligning with the concept idea to check of feasibility.

Design production of Key screens for different media and targets. Applying Art Direction. Click-dummy prototype

Process (Real Project)



Persona

Pivot Pong



Info

Amparo

32 yo

UX Designer

Spanish

Gains

Flexibility

Socialise and bonds with colleagues

Get new opponents

Know the leaders

Pains

Different schedules and changes every day

Find a partner available at the same time

Being disturbed during meetings or calls

Activities

Meetings

Calls

Travelling

Office standups (09:06)

Team standups (09:30...)

User Journey

Scenario

3pm, Amparo needs a break and wants to exercise. She’s looking for someone to challenge...





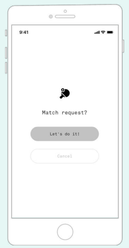
Opens the app



Login (Type user name)



Sees the leader board (Top 8 of her location)



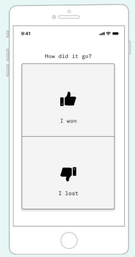
Click on match



Opponent Found



Play



Match is done



Leaderboard Updated





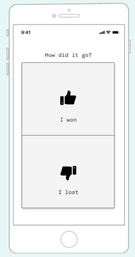
Receives Match Notification



Accepts match



Play



Match is done



Leaderboard Updated

Interaction with another user

Information Architecture



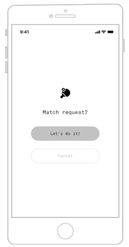
Login page



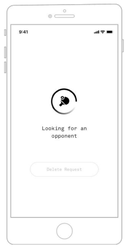
Top players
Chart



Single player
Card



Match request



Waiting opponent



Opponent found



Match begin



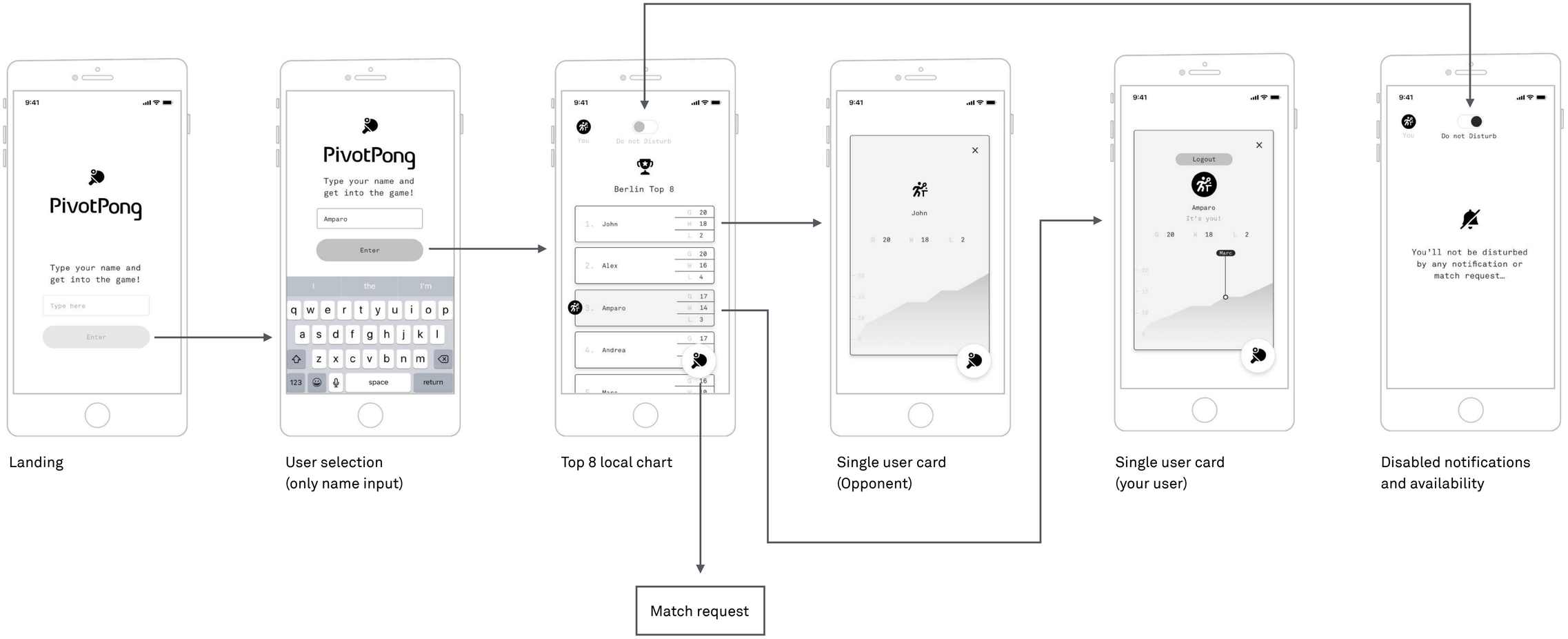
Match result



General Informations
(rules, location, roadmap, etc.)

Wireframes

Login / Overview



Landing

User selection
(only name input)

Top 8 local chart

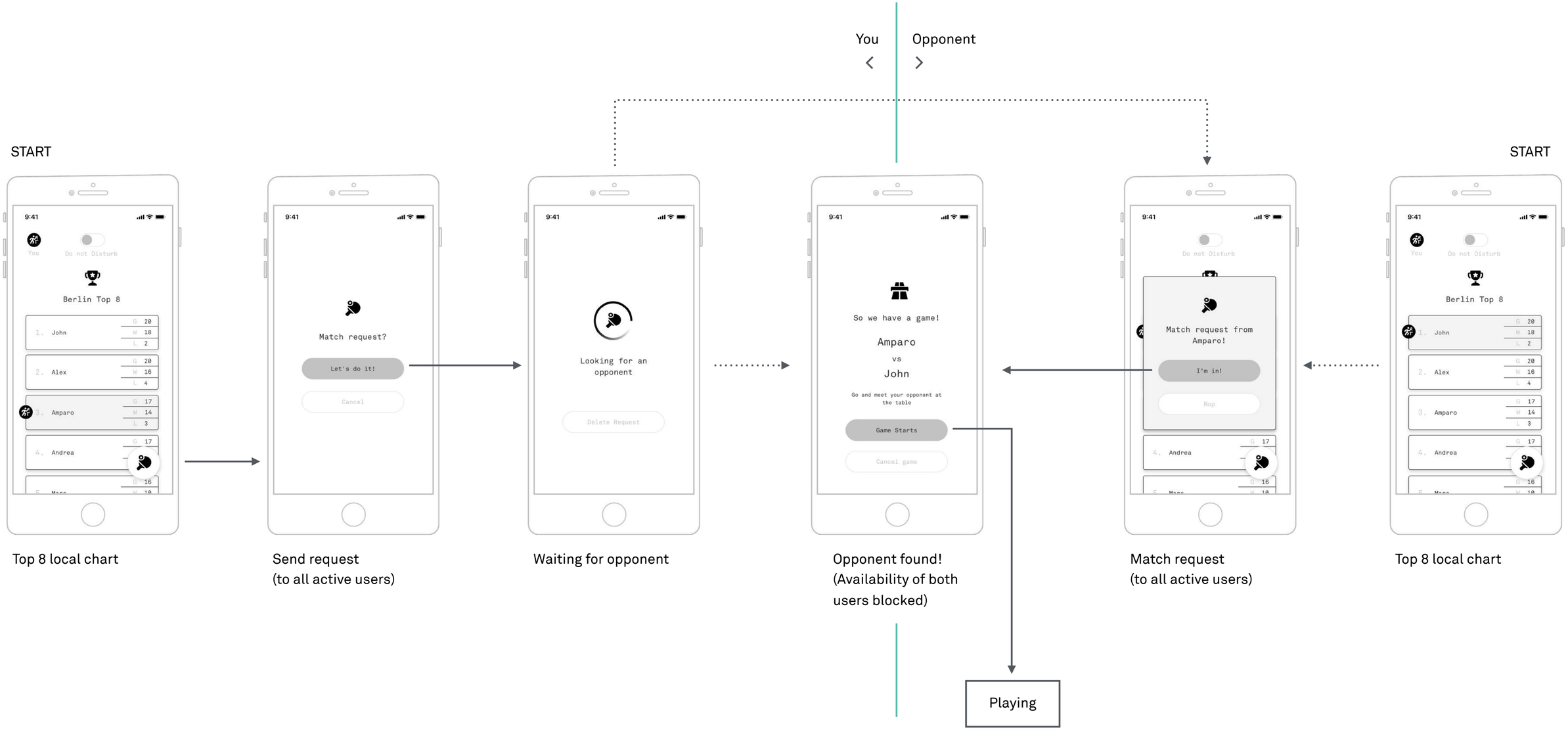
Single user card
(Opponent)

Single user card
(your user)

Disabled notifications
and availability

Wireframes

Match request



Top 8 local chart

Send request
(to all active users)

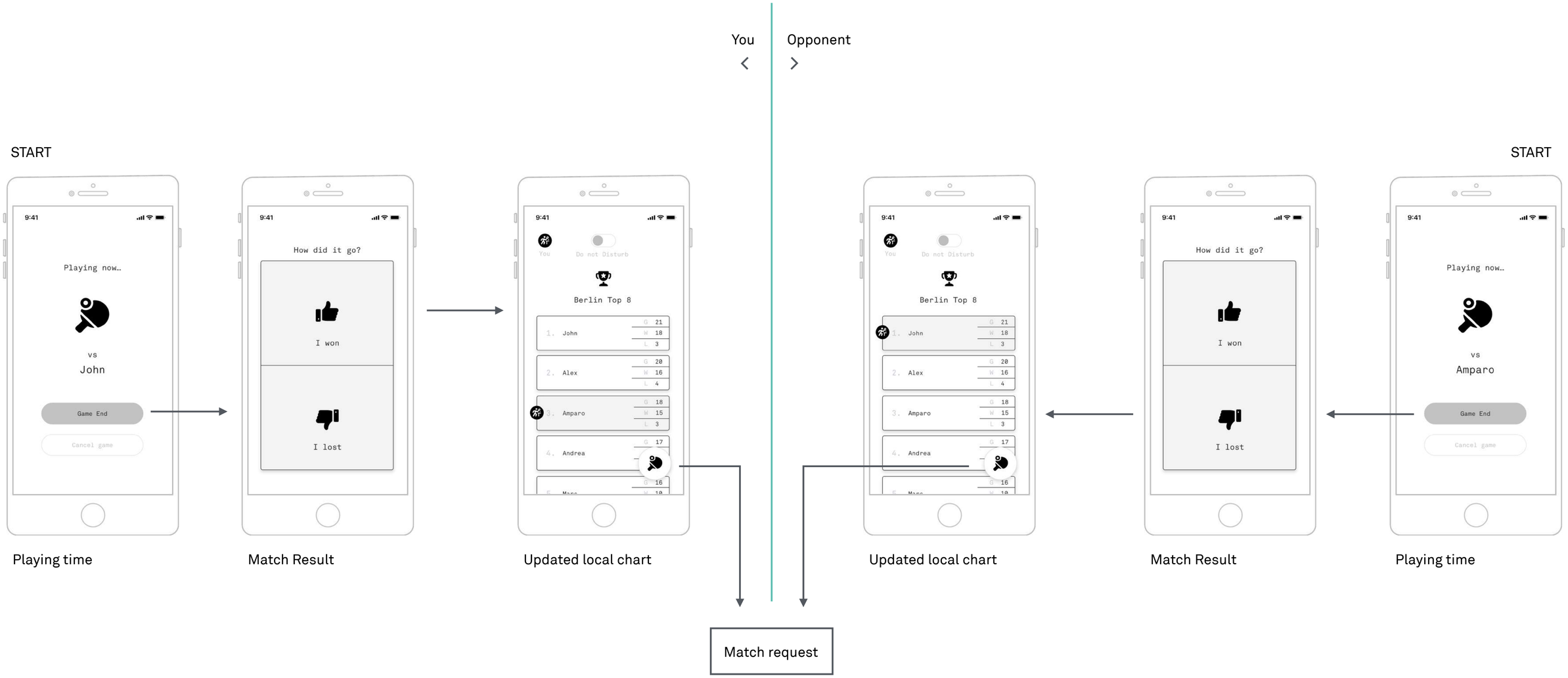
Waiting for opponent

Opponent found!
(Availability of both users blocked)

Match request
(to all active users)

Top 8 local chart

Wireframes

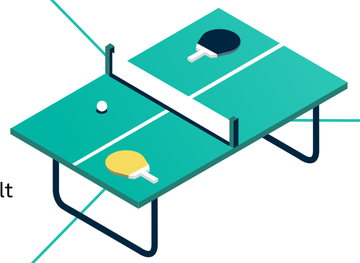

You
Opponent
START
START
9:41
Playing now…
vs
John
Game End
Cancel game
How did it go?
I won
I lost
Do not Disturb
Berlin Top 8
1. John G 21 W 18 L 3
2. Alex G 20 W 16 L 4
3. Amparo G 18 W 15 L 3
4. Andrea G 17
Amparo
Playing time
Match Result
Updated local chart
Updated local chart
Match Result
Playing time
Match request

Value Proposition

Pivot Pong

Products & Services

- Do not Disturb
- Top 8 chart
- Quick match
- Matched game result



Gain Creators

- Flexible and fast
- Less time on the app, more to play
- Socialise and bonds with different colleagues
- Build trust on colleagues
- Quick interaction

Pain Relievers

- Decides when to be available
- Less stress to schedule and decide
- Less competitive

Gains

- Flexibility
- Socialise and bonds with colleagues
- Get new opponents
- Know the leaders



Jobs

- Meetings
- Calls
- Travelling
- Office standups (09:06)
- Team standups (09:30...)

Pains

- Different schedules and changes every day
- Find a partner available at the same time
- It's to have a break, not a competition

Main colors



Buttons & Links



Text



Font

ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽabcčćdđefghijkl
mnopqrsštuvwxyzžАБВГҐДЂЕЁЄЖЗЅИІЇЙЈКЛЉМНЊОПРСТ
ЋУЎФХЦЧЏШЩЪЫЬЭЮЯабвгґдђеёєжзѕиіїйјклљмнњопрс
тћуўфхцчџшщъыьэюяАВГΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩαβ
γδεζηθικλμνξοπρστυφχψωάΆέΈέΉίϊΐΊόΌύΰϋΥΫΏĂÂÊÔ
ƠƯăâêôơư1234567890‘?’“!”(%)[#]{@}/&\<-+÷×=>®©$€£¥
¢:;,.*

Font Weights

Source Sans Pro Regular

Source Sans Pro Bold

Art Direction













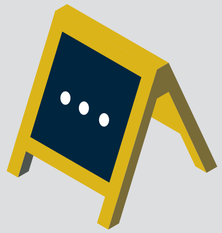
Scalable and rearrangeable
an infinite number of ways.
With a collection of
isometric pieces to can
create an entire scene.
No vanishing points, no
horizon line.

- Not high density of informations
- Simply animated
- Reusable elements
- Easy to brand

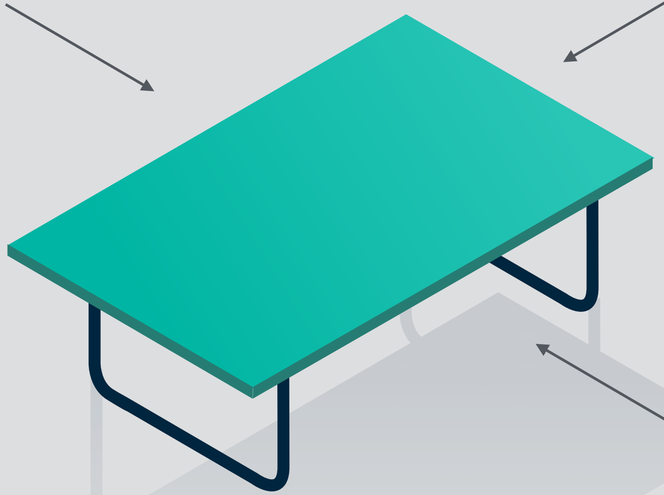
Art Direction

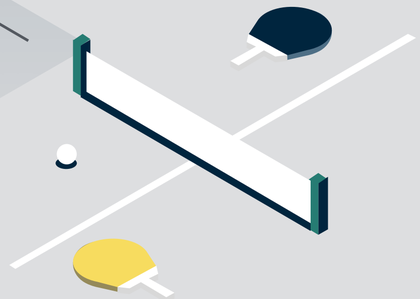
Starting scene:
Your desk



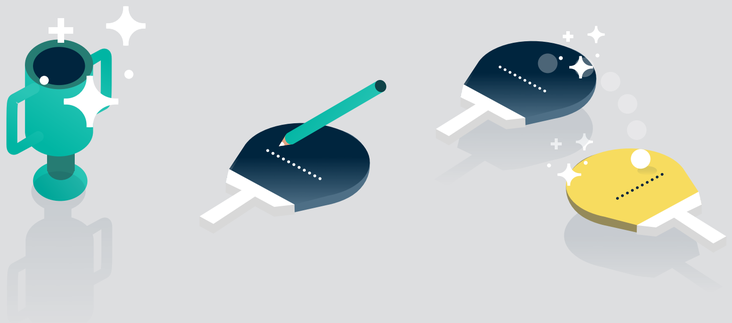


Do not disturb





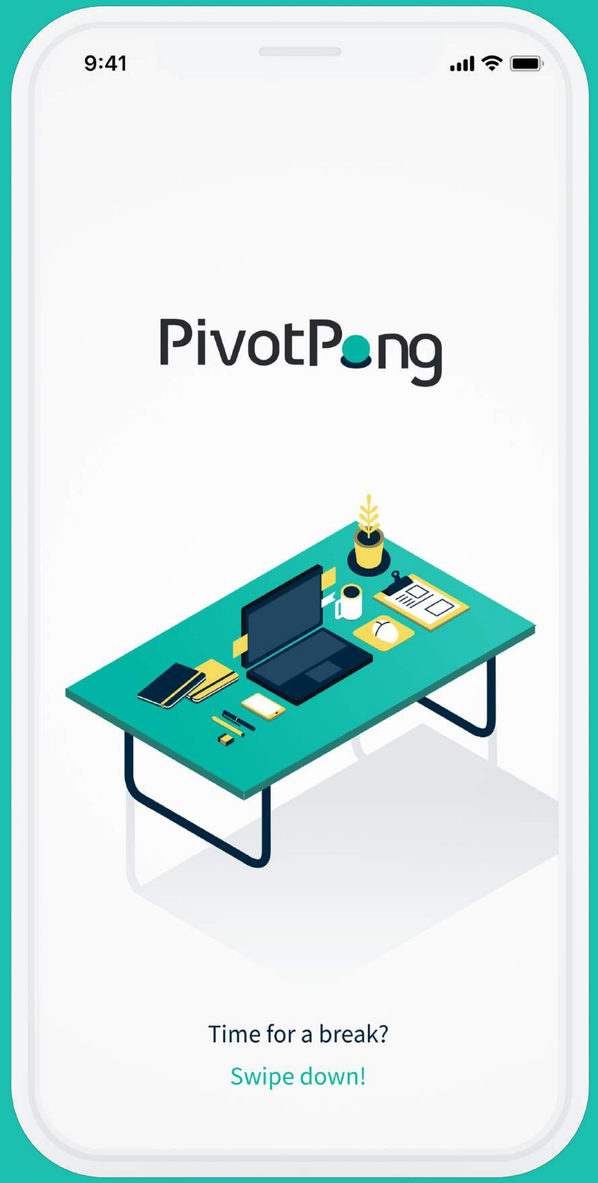
Need a break?
Your desk becomes the tennis table

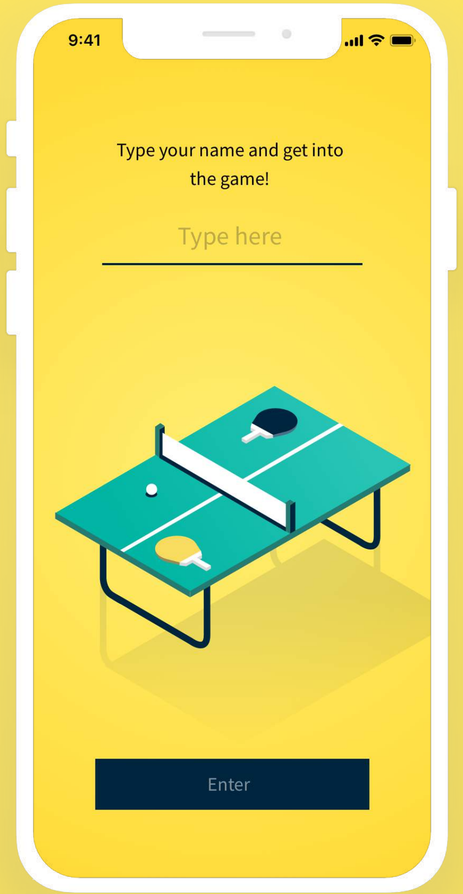


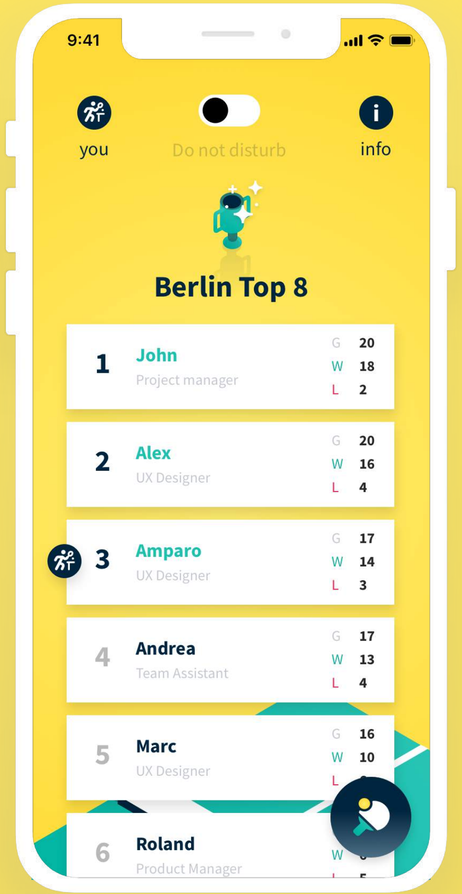
Animated elements on the UI

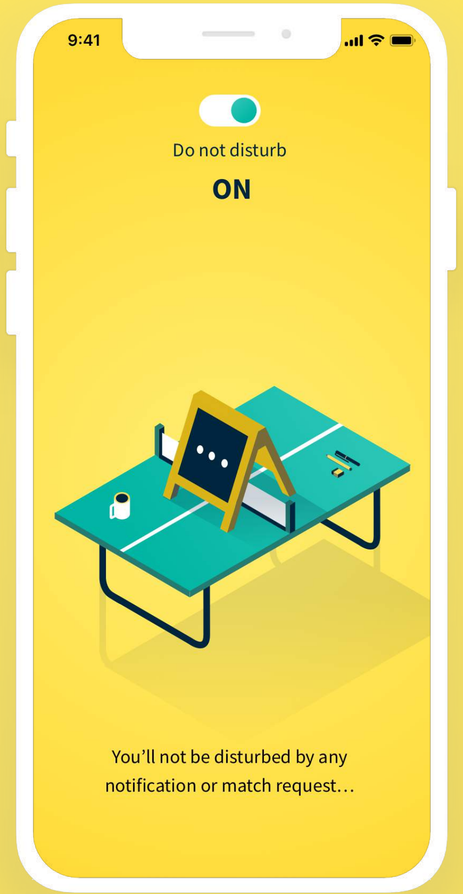
Visual

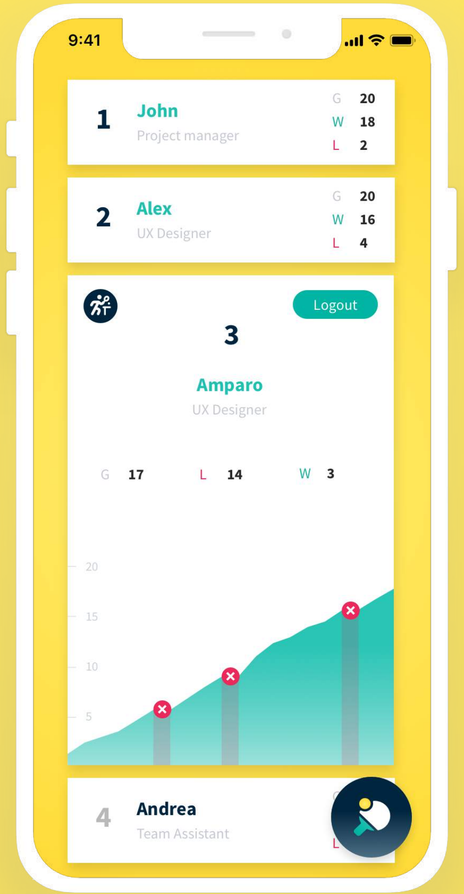
PivotPong



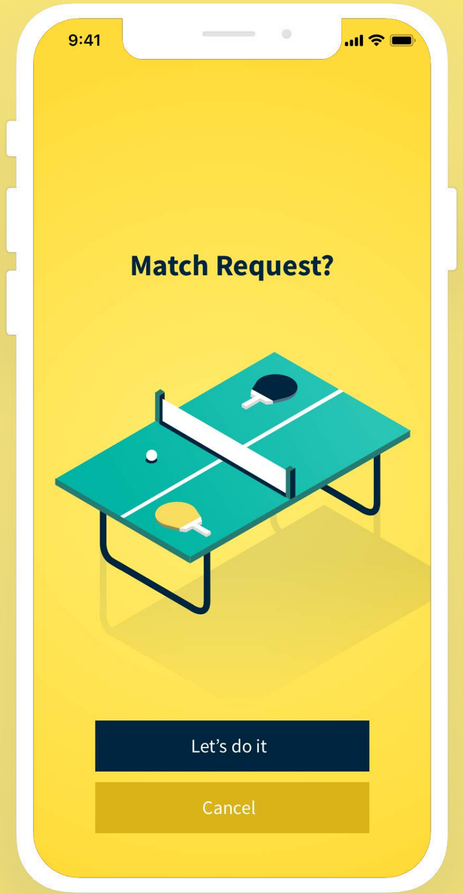

9:41
Type your name and get into the game!
Type here
Enter

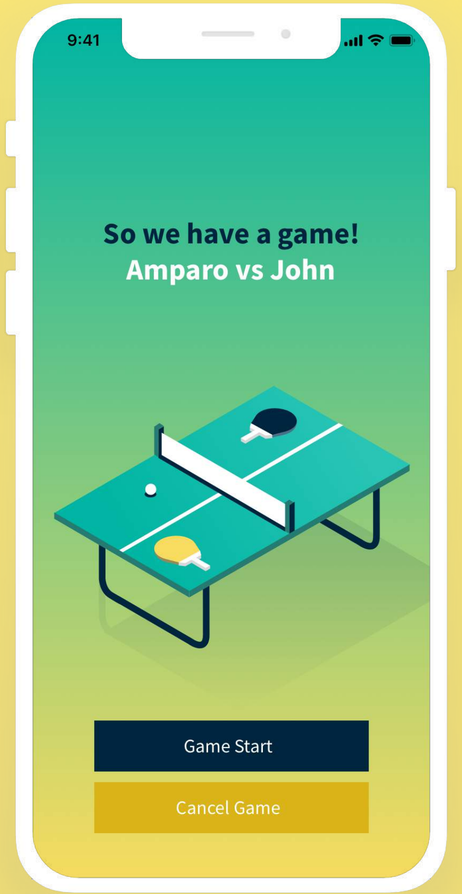

9:41
you
Do not disturb
info
Berlin Top 8
1 John Project manager G 20 W 18 L 2
2 Alex UX Designer G 20 W 16 L 4
3 Amparo UX Designer G 17 W 14 L 3
4 Andrea Team Assistant G 17 W 13 L 4
5 Marc UX Designer G 16 W 10
6 Roland Product Manager

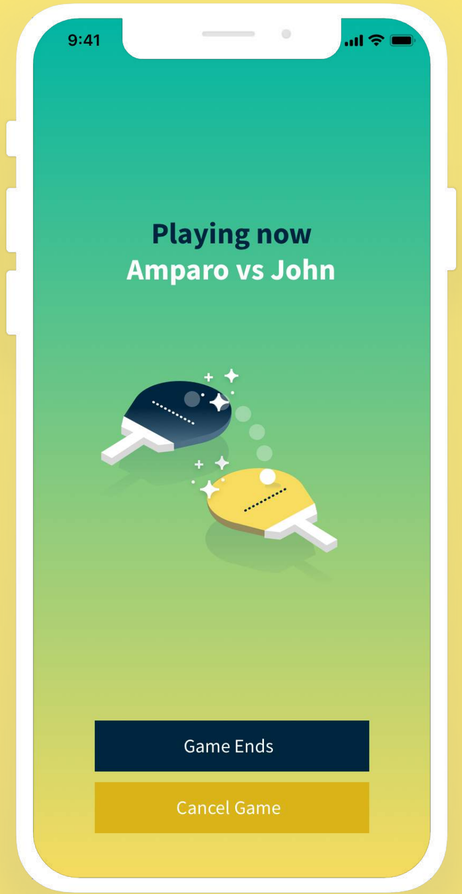

9:41
Do not disturb
ON
You'll not be disturbed by any notification or match request…

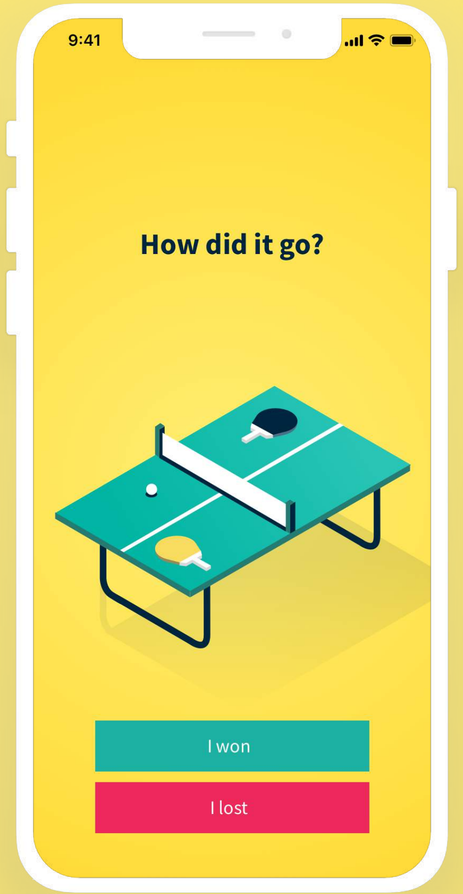

9:41
1 John Project manager G 20 W 18 L 2
2 Alex UX Designer G 20 W 16 L 4
Logout
3
Amparo
UX Designer
G 17 L 14 W 3
20
15
10
5
4 Andrea Team Assistant

Visual


9:41
Match Request?
Let's do it
Cancel


9:41
So we have a game!
Amparo vs John
Game Start
Cancel Game


9:41
Playing now
Amparo vs John
Game Ends
Cancel Game


9:41
How did it go?
I won
I lost

Next steps

Prototype

https://invis.io/TJU2M94W6QA

Testing

Test the happy path with users and based on feedbacks, adjust the concept.

Animations

Prototype animations and interactions. Prepare guidelines for development.

Additional features (to be evaluated)

- Scheduled match
- Multi-location selection
- Slack integration (notification on #pivotpong channel)
- Messaging between users
- Rewards & Badges
- Rematch functionality
- Integration with fitness app (cal consumption)

Vision (long term)

The app could become a container for multiple activities to engage and bond with colleagues: coffee breaks, any sport activities or games, beer-fridays, etc.



Thanks

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