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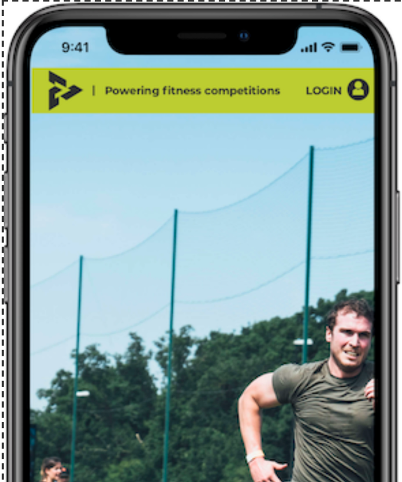
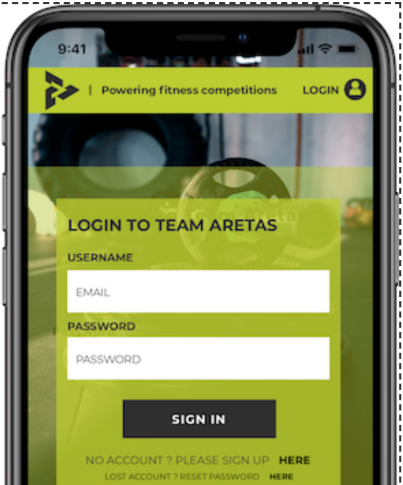
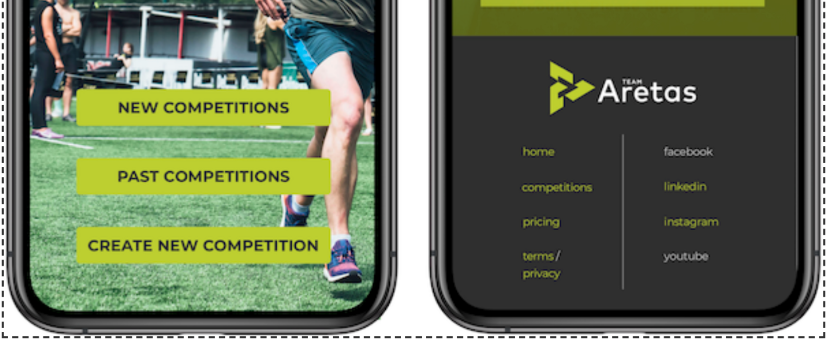
Case Study 09

Team Aretas Expansion

A Platform for CrossFit Athletes to Enter Competitions


9:41
Powering fitness competitions
LOGIN


9:41
Powering fitness competitions
LOGIN
LOGIN TO TEAM ARETAS
USERNAME
EMAIL
PASSWORD
PASSWORD
SIGN IN
NO ACCOUNT ? PLEASE SIGN UP HERE
LOST ACCOUNT ? RESET PASSWORD HERE


NEW COMPETITIONS
PAST COMPETITIONS
CREATE NEW COMPETITION
TEAM Aretas
home
competitions
pricing
terms / privacy
facebook
linkedin
instagram
youtube

Client: Team Aretas

Project Name: TA Competitors Functionality

Brief Summary

Athletes need a way to input their scores and upload a supporting video of a workout to the online, web based, competition management software.

The Team Aretas competition software currently allows for performance scores to be entered by the competition organiser during the event. To continue with our development roadmap and objective of producing functionality that can be re-used for the mobile app, we need to develop the user experience for the athlete to be able to enter their score themselves.

Deliverables

- Research insight & findings concerning competitors, user types and behaviour
- Personas and scenarios
- Experience map/User journeys
- Information Architecture
- Design & usability recommendations for improvement
- User flows and Screen flows
- Product Sketches and wireframes
- High fidelity mock-up
- Prototype of design(s)
- A final presentation to the client which summarises the UX work

Intro

Team Aretas are a sports data company. They are interested in making people fitter through social connections, and are currently working on a competition management software which allows the organiser to run entire fitness competitions. As part of this scores need to be collected.

They wanted to expand their market share, reach, usage and ultimately data by offering a solution for CrossFit Athletes to enter a CrossFit competition through their platform by uploading their own scores.

Athletes needed a way to input their scores and upload a supporting video of a work out to the online, web based, competition management software.

As part of the brief, Team Aretas wanted me to focus on a workflow covering:

- How to notify athlete to complete workout including a mock up of the communication (eg email).
- How the athlete enters their score and supporting video.
- How the competition organiser approves/ amends/ rejects the athlete's submission.
- How the athlete is notified of the approval/ amendment/ rejection including a mock up of the communication (eg email).

The athlete notification needed to include the workout description, the scoring method, submission date and time and explain the need for a supporting video.

Once the competition organiser approved the athlete's submission, the score would be fed into the pre-existing leader board where it is ranked.

Approval meant that the competition organiser accepts the number of reps / time taken that the athlete has entered and has verified with their video.

Amend means that the competition organiser has decided to modify the athlete's score in line with the video. The details of any amendments and the reason for the amendment must be communicated to the athlete.

Reject means that the competition organiser has decided to reject the athlete's score entirely. The reason for the rejection must be communicated to the athlete.

All of these processes needed full researching, and then screens designed. As there was a focus on a future app, and users were most likely to use a mobile device with the product, it was decided early on to take a mobile first approach with any solution.

Project Goals

- Notify athlete of new competition / workout.
- Enable athlete to enter score & upload video.
- Enable competition organiser approve / amend / reject athletes submission.
- Notify athlete of approval / amendment / rejection of submission.
- Provide functionality that can be reused in App.

Problem

There were three core stakeholders that had to be considered during this project, and they all had differing problems that needed an over arching solution.

Team Aretas needed a way to collect more data and encourage further usage of its platform in order to meet its long term business goals.

The main existing user of the platform, the competition judges, found it onerous to log and upload all competition data in advance and during any competition.

CrossFit athletes who wanted to compete had to find an existing competition and judge to enter through, rather than direct - this discouraged them from entering competitions.

Research

As the brief was particularly unique, and time was limited, the first requirement was a research strategy and understanding what tools could be utilised to conduct a thorough amount of research in a short space of time.

Contextual Analysis

A logical place to start is to understand the user in the environment that the product is used, or associated with. In this instance, I visited a CrossFit Gym, or 'Box' as it is referred to by CrossFitters.

This environment helped to empathise with the potential users - understanding what it is they do, how they go about it, and how a product can fit in with that routine and lifestyle.

Spending time in the box instantly threw up some concerns around how an athlete could record an entry for submission - mainly around the physical act of recording themselves doing the routine, and small logistical issues like lack of mobile coverage or wifi.

Fortunately CrossFit boxes have trainers on hand to help, and usually you partner up - so the act of recording a submission was possible - however, uploading or live streaming a video upload directly through the product was deemed too challenging by the client, and this functionality was de-scoped.

CROSSFIT ALDGATE.
LONDON

Aldgate CrossFit Box

Competitor Analysis

Having that empathy with the user, and understanding the business goals provided a helpful springboard to look at the competition. Namely, were there any solutions that currently existed similar to the current product and future product vision.

After reviewing a number of competitors, it was established that the current closest competitors were Reebok CrossFit and Competitor Corner.

However, both of these products still did not offer a great experience, with only competitions the sites themselves organised being listed and communicated - even then, there was a disjointed process of applying for a competition with potentially 2 or more different sites requiring navigation to find and enter the competition.

Focusing on the business goals and potential functionality when looking at potential competitors threw up more examples with companies such as Strava, VPAR and WODProof all offering something similar.

These applications all provide the ability to capture data, record scores and track performance, and the community aspect is a big factor in their functionality - all points that need to be considered for this project and a future native application.

The User

With a good understanding of the product's aim, the user needs and the competition it was time to dive a bit deeper and extract insights that would ultimately help drive the solution at ideation phase.

I created a screener survey that could be distributed by the client through their own and partner's channels - in this instance Facebook groups that had been created by the individual CrossFit Box. This provided a good spread of coverage geographically, as well as demographically and also athletes - from those that have never competed in a CrossFit competition, to those that compete regularly.

The surveys response rate provided some interesting insight straight away; 42% of responders had competed in a competition before, with 44% having used a CrossFit app, and 37% having recorded themselves doing a workout.

I then applied criteria to those responders to whittle down who would be best to interview. This criteria focused on those that had competed in a previous competition and had also used a CrossFit app previously.

Using open ended questions related to CrossFit competitions, I tried to extract as much insight as possible in order to help provide direction for any solution. The interviews threw up some notable quotes that helped focus the mind further into the process during the design studio.

"I want to be told of a new competition & be able to find the info quickly & easily"

"If I could record & post videos within the app that would great"

"You don't even know they've looked at your entry"

"I don't even know if the video has been uploaded"

Affinity Mapping

After about 15 face-to-face and phone interviews, there was enough feedback to begin pulling out insights to analyse.

Grouping these insights using the affinity mapping framework resulted in two common themes; one was around competition notifications, specifically when there is a new competition and being notified of the progress of their competition entry.

The other was around the process of submitting their competition entry and video, and what was expected.

Using the Jobs-to-be-done (JTBD) framework. I could then take some of these insights and plot them to a particular statement along with related 'jobs' - framing it this way helps with the ideation process when defining a solution.

I then used the How Might We (HMW) framework as a further way of dividing the problem in order to design solutions.

Main Job

When *I am entering an open CrossFit competition,* ***I want to*** *submit my video and score as efficiently as possible* ***so I can*** *hopefully be accepted on to the competition.*

How might we *aid the user to submit their video and score as efficiently as possible?*

Related Job

When *I am making the time and effort of entering a CrossFit competition,* ***I want to*** *understand the progress of my application* ***so I can*** *follow my submission status.*

How might we *keep the athlete informed of the progress of their application?*

Solution

With the research throwing out some insights, and allowing me to justify and pinpoint the problem to be solved, I worked with the client to design solutions through a sprint session called a Design Studio. This allowed for rapid prototyping and ideation of screens and features that tied in with the HMW and JTBD statements, and ultimately took us down a path to an overall solution.

The crux of the solution was how a user flow could be designed to make it as simple as possible for athletes to enter a competition, and be notified of the process. By making this process as simple as possible, research indicated more athletes would use the product.

Team Aretas Mid-Ideation

Accepted ✓
Reviewed ✓
Gmail
ARETAS
Welcome Back!
Name
Age
Video
Drop box
Google Dr
CHECKLIST
Apply
Thank You for your Entry
Current Status
Judge Reviewing

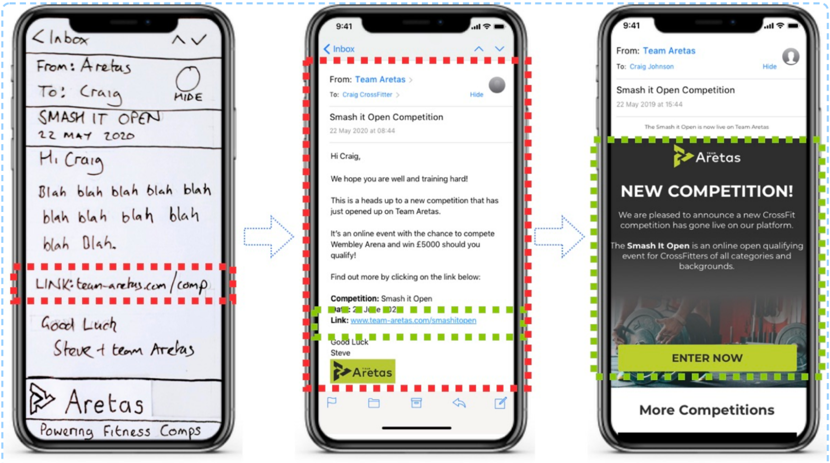
RESUBMIT
VIDEO
UPLOAD
SCORE
ENTERED
Same Time LATER
Congrats
EMAIL WORKOUT
LETTER IN THE Post
ARETAS

Paper Sketches of Solutions

Design Iterations

Once I had a rough set of prototype screens, with a defined user flow, it was time to test with users to ensure there wasn't anything that hadn't been overlooked, and that the process was clear and straightforward.

The below iterations show some of the usability issues thrown up during testing, and progressing from an initial paper prototype, through to a mid-fi screen to the final hi-fidelity design.


< Inbox

From: Aretas
To: Craig
HIDE

SMASH IT OPEN
22 MAY 2020

Hi Craig

Blah blah blah blah blah blah blah blah blah blah Blah.

LINK: team-aretas.com/comp

Good Luck
Steve + team Aretas

Aretas
Powering Fitness Comps

9:41
< Inbox

From: Team Aretas
To: Craig CrossFitter
Hide

Smash it Open Competition
22 May 2020 at 08:44

Hi Craig,

We hope you are well and training hard!

This is a heads up to a new competition that has just opened up on Team Aretas.

It's an online event with the chance to compete Wembley Arena and win £5000 should you qualify!

Find out more by clicking on the link below:

Competition: Smash it Open
Date: [illegible]
Link: www.team-aretas.com/smashitopen

Good Luck
Steve

Team Aretas
9:41

From: Team Aretas
To: Craig Johnson
Hide

Smash it Open Competition
22 May 2019 at 15:44

The Smash it Open is now live on Team Aretas

Team Aretas

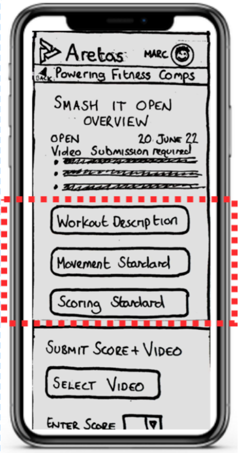
NEW COMPETITION!

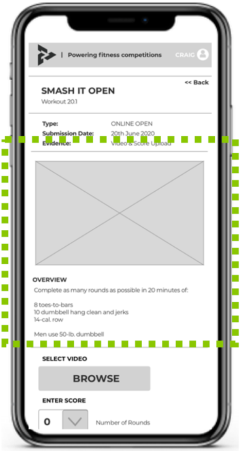
We are pleased to announce a new CrossFit competition has gone live on our platform.

The **Smash It Open** is an online open qualifying event for CrossFitters of all categories and backgrounds.

More Competitions

Scenario 1 – Competition Notification


Aretas MARC
BACK Powering Fitness Comps
SMASH IT OPEN
OVERVIEW
OPEN 20 JUNE 22
Video Submission required
Workout Description
Movement Standard
Scoring Standard
SUBMIT SCORE + VIDEO
SELECT VIDEO
ENTER SCORE


| Powering fitness competitions
CRAIG
<< Back

SMASH IT OPEN
Workout 20.1

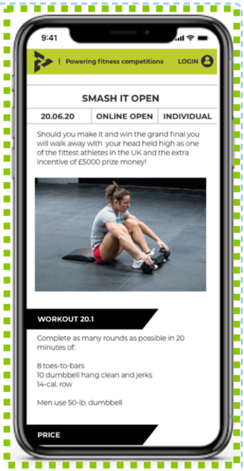
Type: ONLINE OPEN
Submission Date: 20th June 2020
Evidence: Video & Score Upload

OVERVIEW
Complete as many rounds as possible in 20 minutes of:

8 toes-to-bars
10 dumbbell hang clean and jerks
14-cal. row

Men use 50-lb. dumbbell

SELECT VIDEO
BROWSE
ENTER SCORE
0 Number of Rounds


9:41
| Powering fitness competitions
LOGIN

SMASH IT OPEN

20.06.20	ONLINE OPEN	INDIVIDUAL

Should you make it and win the grand final you will walk away with your head held high as one of the fittest athletes in the UK and the extra incentive of £5000 prize money!

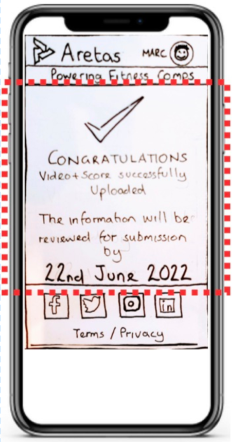
WORKOUT 20.1
Complete as many rounds as possible in 20 minutes of:

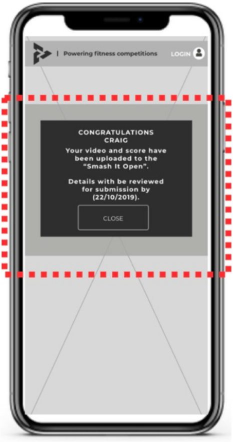
8 toes-to-bars
10 dumbbell hang clean and jerks
14-cal. row

Men use 50-lb. dumbbell

PRICE

Scenario 2 – Competition Page

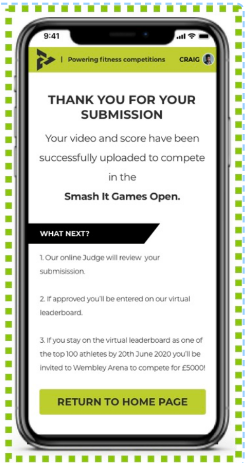

Aretas MARC
Powering Fitness Comps
CONGRATULATIONS
Video + Score successfully Uploaded
The information will be reviewed for submission by
22nd June 2022
Terms / Privacy


| Powering fitness competitions
LOGIN

CONGRATULATIONS
CRAIG
Your video and score have been uploaded to the "Smash It Open".

Details with be reviewed for submission by (22/10/2019).

CLOSE


9:41
| Powering fitness competitions
CRAIG

THANK YOU FOR YOUR SUBMISSION

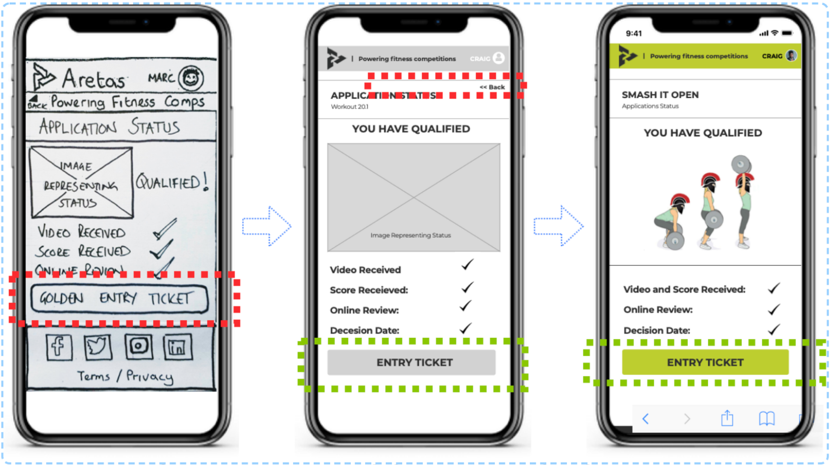
Your video and score have been successfully uploaded to compete in the **Smash It Games Open.**

WHAT NEXT?

1. Our online Judge will review your submisission.
2. If approved you'll be entered on our virtual leaderboard.
3. If you stay on the virtual leaderboard as one of the top 100 athletes by 20th June 2020 you'll be invited to Wembley Arena to compete for £5000!

RETURN TO HOME PAGE

Scenario 2 – Competition Entry


Aretas
MARC
BACK Powering Fitness Comps
APPLICATION STATUS
IMAGE REPRESENTING STATUS
QUALIFIED!
VIDEO RECEIVED ✓
SCORE RECEIVED ✓
ONLINE REVIEW ✓
GOLDEN ENTRY TICKET
Terms / Privacy
Powering fitness competitions
CRAIG
<< Back
APPLICATION STATUS
Workout 20.1
YOU HAVE QUALIFIED
Image Representing Status
Video Received ✓
Score Received: ✓
Online Review: ✓
Decesion Date: ✓
ENTRY TICKET
9:41
Powering fitness competitions
CRAIG
SMASH IT OPEN
Applications Status
YOU HAVE QUALIFIED
Video and Score Received: ✓
Online Review: ✓
Decision Date: ✓
ENTRY TICKET

Scenario 3 – Competition Submission Progress

Demonstration

In the video demo we have Craig, a CrossFit athlete. The 4 scenarios that are run through are;

1. Finds out about competition.
2. Enters competition with a video and score submission.
3. Logs in to check out the status of his application.
4. Receives an email showing his application was successful.

You can watch the demo video at http://marc.ly/cs/09/.

Final Hi-Fidelity Designs

You can explore the hi-fidelity designs, along with the functionality with the clickable demo at http://marc.ly/cs/09/.

These designs would be delivered to the development team who could then turn them in to code.

Conclusion

Team Aretas' roadmap was to ultimately consume as much data as possible that could be used for a number of different business models. The best way of achieving this was to allow athletes to submit data themselves - and as the usage volumes grow, so does the data.

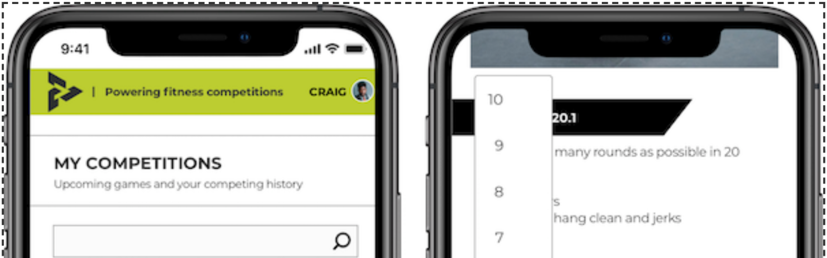
This was the first step towards that business goal, and the initial product goals were fulfilled in this project;

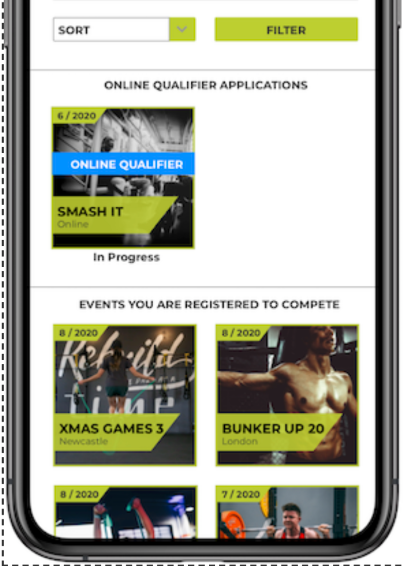
- Notify athlete of new competition / workout.
- Enable athlete to enter score & upload video.
- Enable competition organiser approve / amend / reject athletes submission.
- Notify athlete of approval / amendment / rejection of submission.
- Provide functionality that can be reused in App.

In regards to next steps, the two key areas to develop would be the Judge / competition organiser functionality, perform CrossFit environment testing, and ultimately build a native smartphone application - the video below provides a proof of concept for this app.

You can watch the proof of concept video at http://marc.ly/cs/09/.

Product Screenshots


9:41
Powering fitness competitions
CRAIG
MY COMPETITIONS
Upcoming games and your competing history
10
9
8
7
20.1
many rounds as possible in 20
s
hang clean and jerks



SORT

FILTER

ONLINE QUALIFIER APPLICATIONS

6 / 2020
ONLINE QUALIFIER
SMASH IT
Online
In Progress

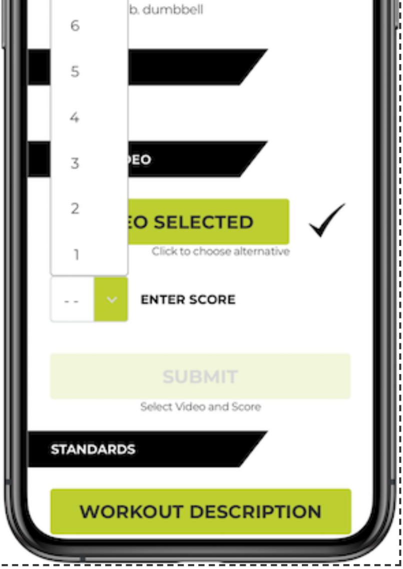
EVENTS YOU ARE REGISTERED TO COMPETE

8 / 2020
XMAS GAMES 3
Newcastle

8 / 2020
BUNKER UP 20
London

8 / 2020

7 / 2020



b. dumbbell

6
5
4
3
2
1

EO

EO SELECTED ✓
Click to choose alternative

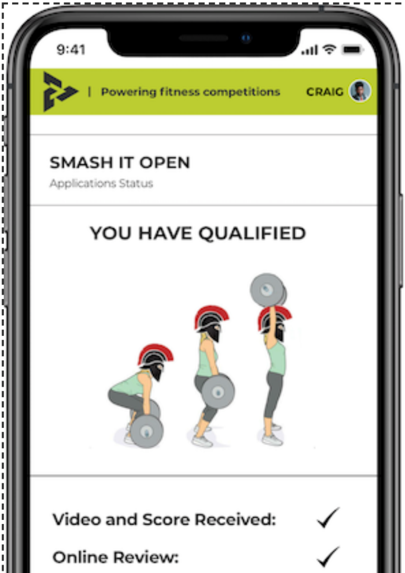
- -

ENTER SCORE

SUBMIT
Select Video and Score

STANDARDS

WORKOUT DESCRIPTION



9:41

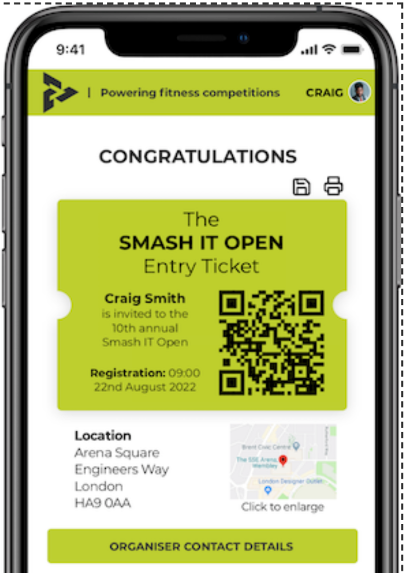
Powering fitness competitions | CRAIG

SMASH IT OPEN
Applications Status

YOU HAVE QUALIFIED

Video and Score Received: ✓

Online Review: ✓



9:41

Powering fitness competitions | CRAIG

CONGRATULATIONS

The
SMASH IT OPEN
Entry Ticket

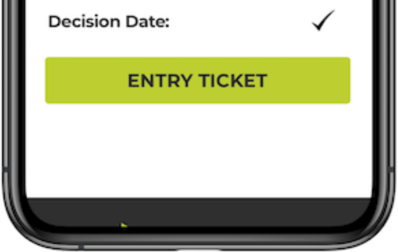
Craig Smith
is invited to the
10th annual
Smash IT Open

Registration: 09:00
22nd August 2022

Location
Arena Square
Engineers Way
London
HA9 0AA

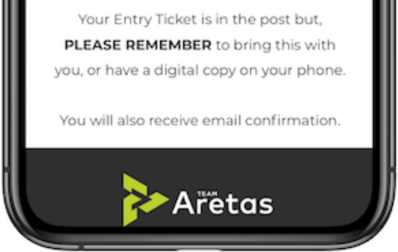
Click to enlarge

ORGANISER CONTACT DETAILS



Decision Date: ✓

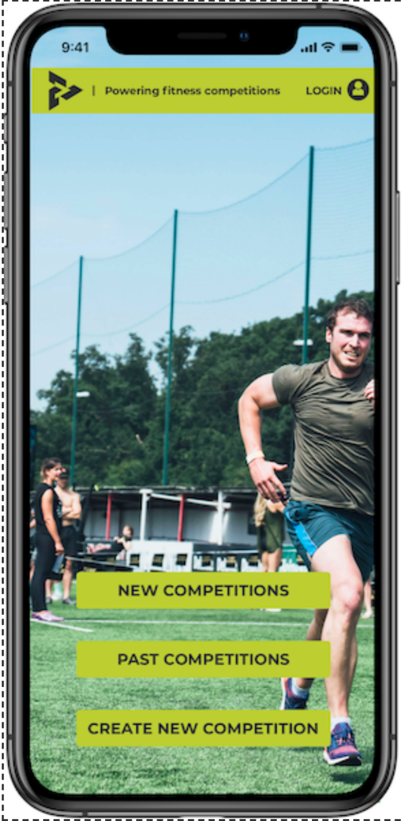
ENTRY TICKET



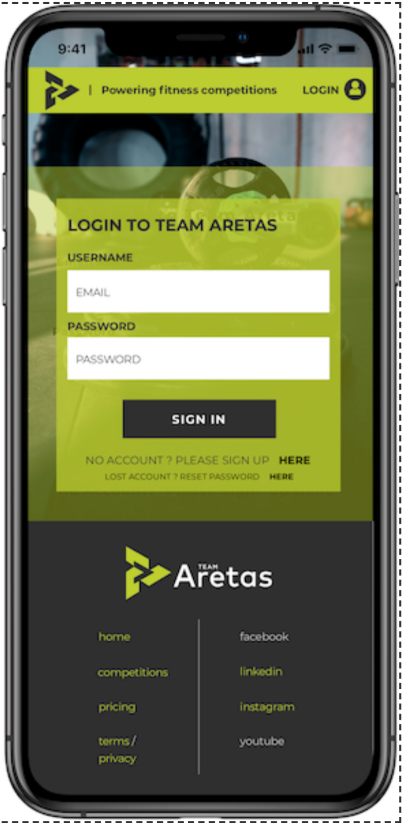
Your Entry Ticket is in the post but, **PLEASE REMEMBER** to bring this with you, or have a digital copy on your phone.

You will also receive email confirmation.

TEAM Aretas



9:41
Powering fitness competitions
LOGIN
NEW COMPETITIONS
PAST COMPETITIONS
CREATE NEW COMPETITION



9:41
Powering fitness competitions
LOGIN

LOGIN TO TEAM ARETAS

USERNAME

EMAIL

PASSWORD

PASSWORD

SIGN IN

NO ACCOUNT ? PLEASE SIGN UP **HERE**

LOST ACCOUNT ? RESET PASSWORD **HERE**

TEAM Aretas
home
competitions
pricing
terms / privacy
facebook
linkedin
instagram
youtube