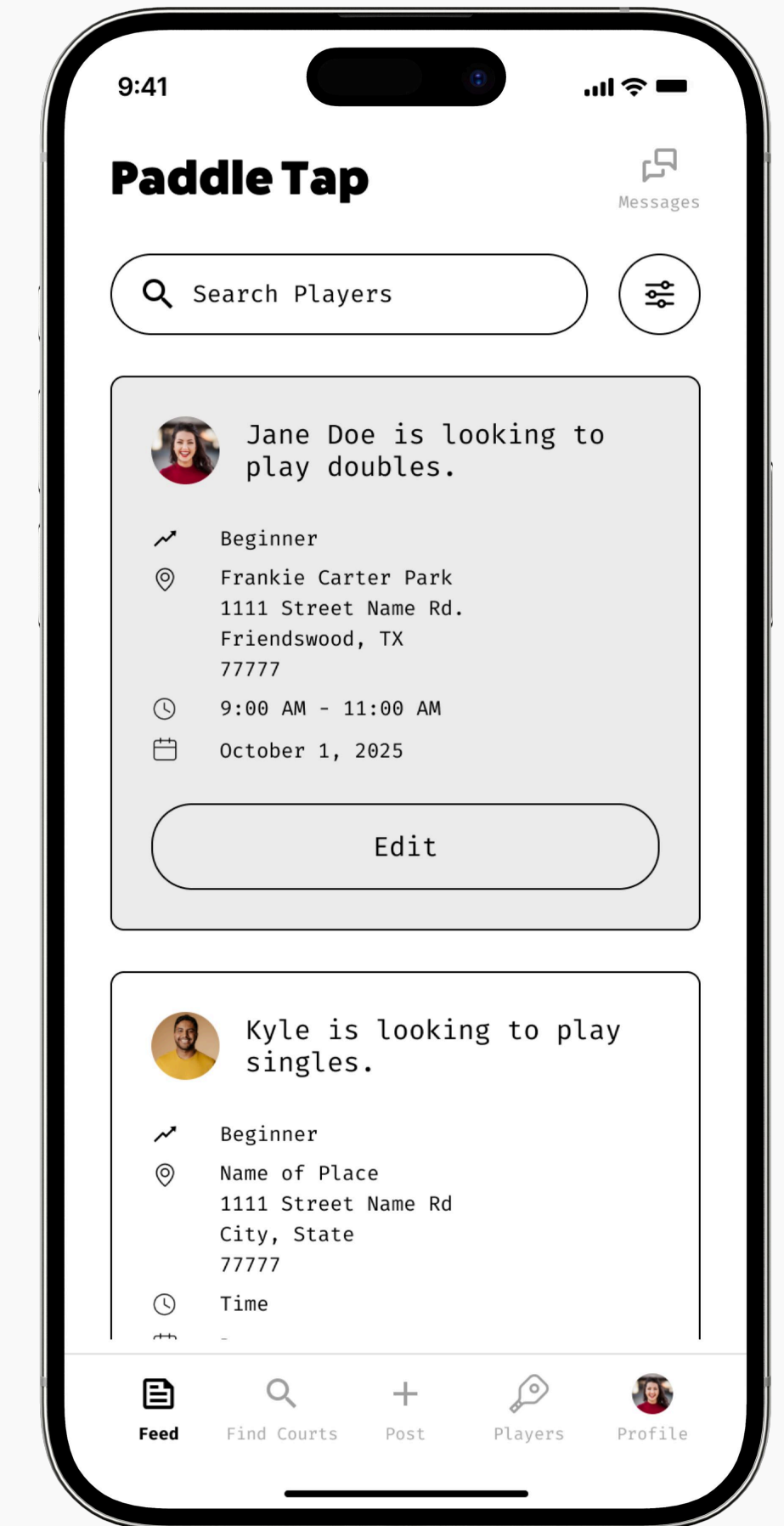
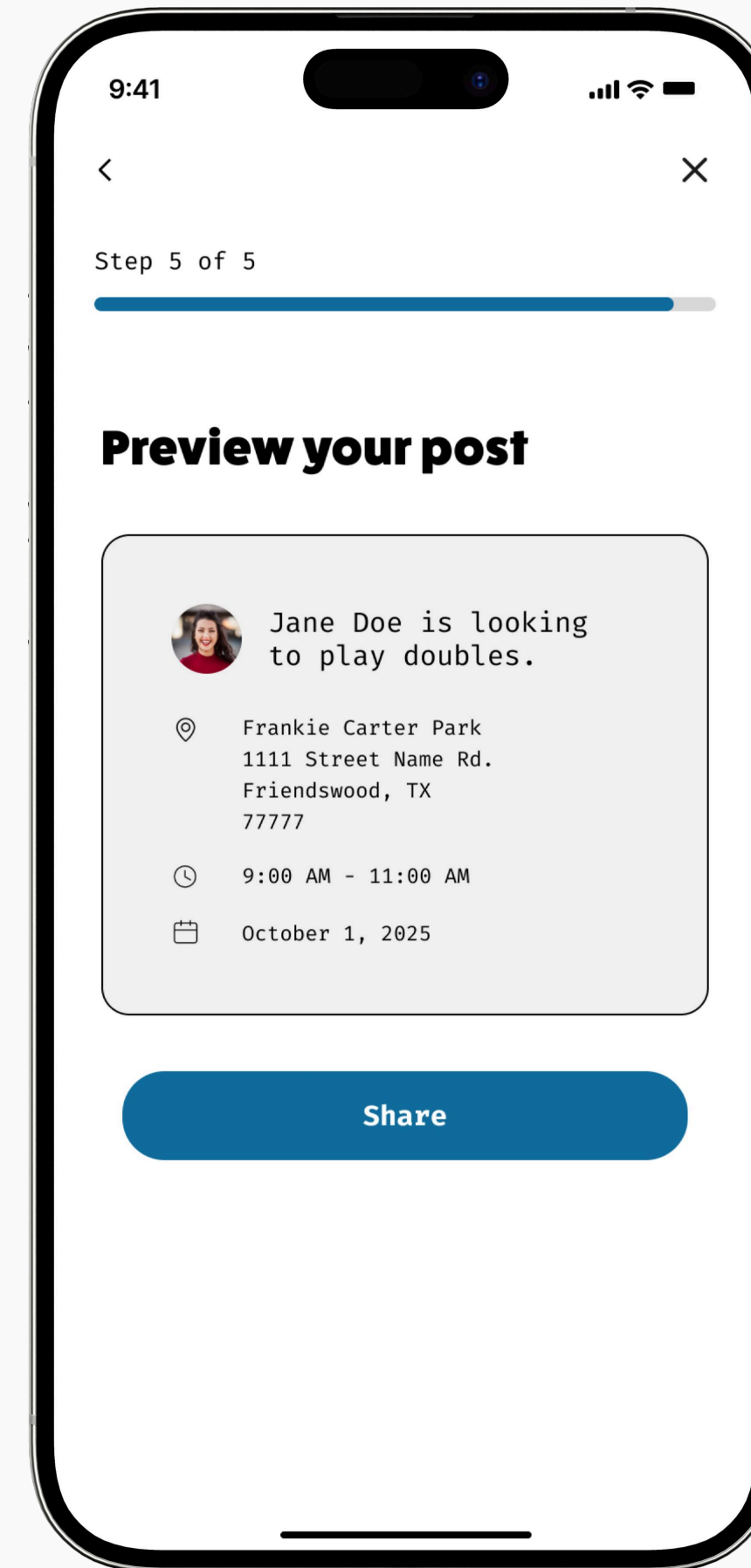
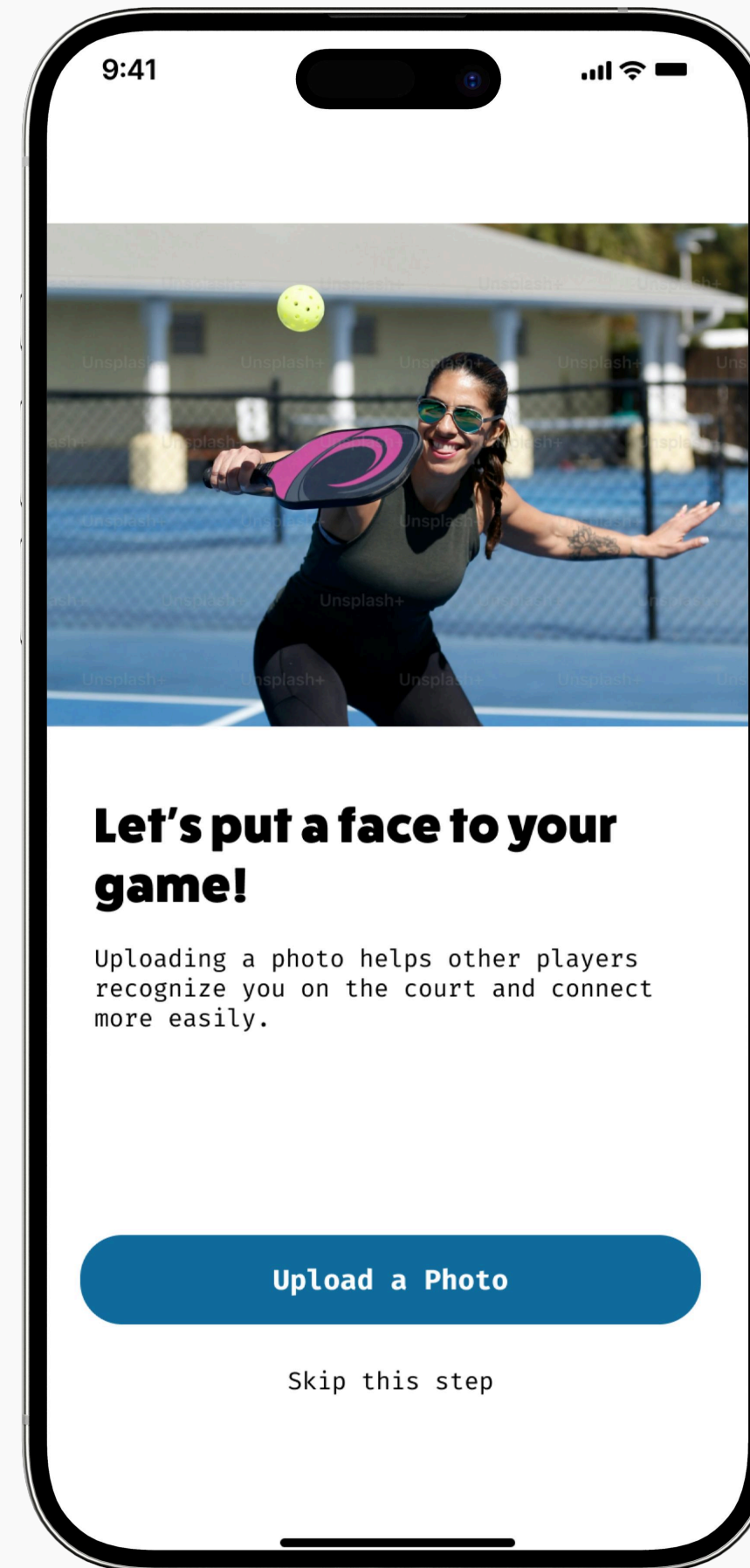
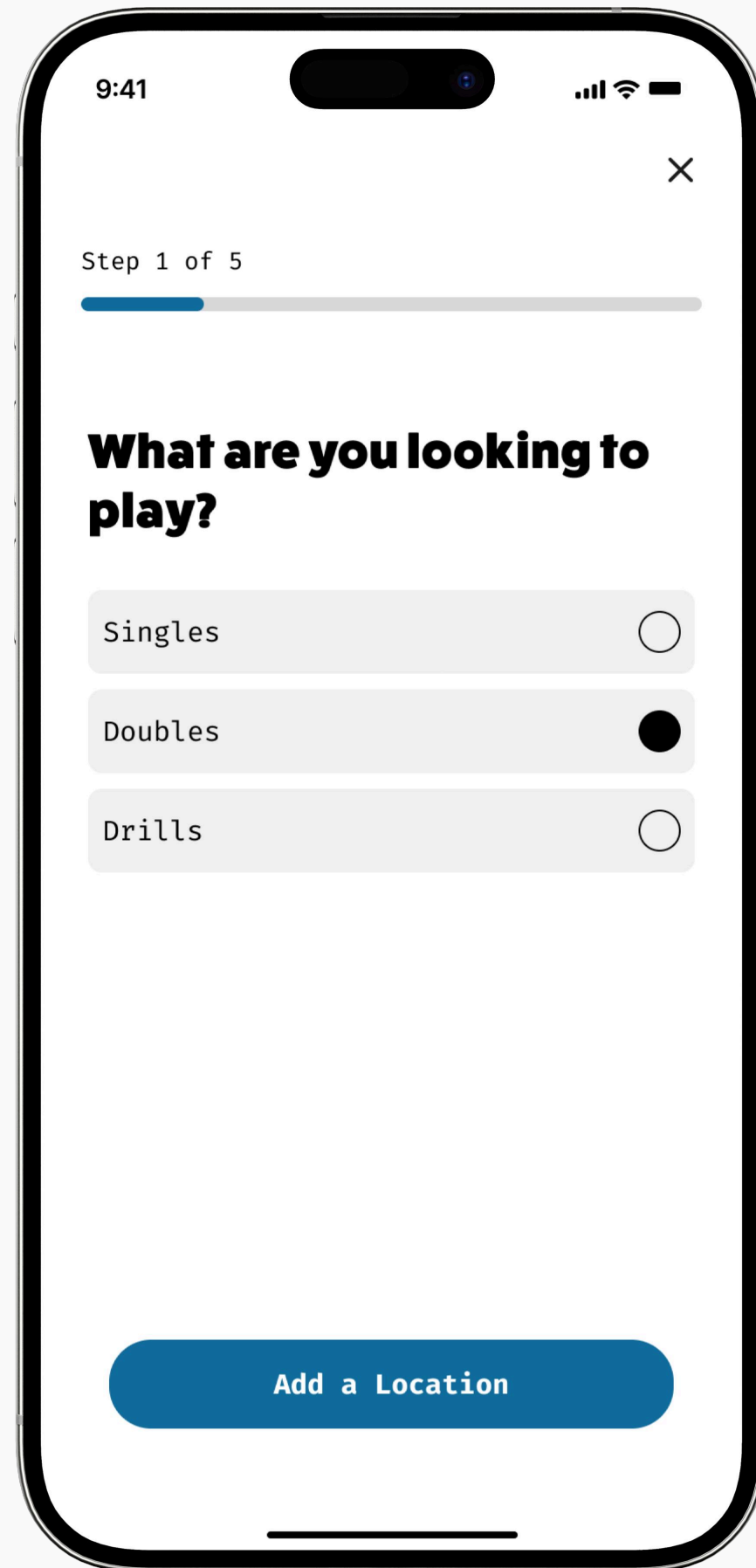
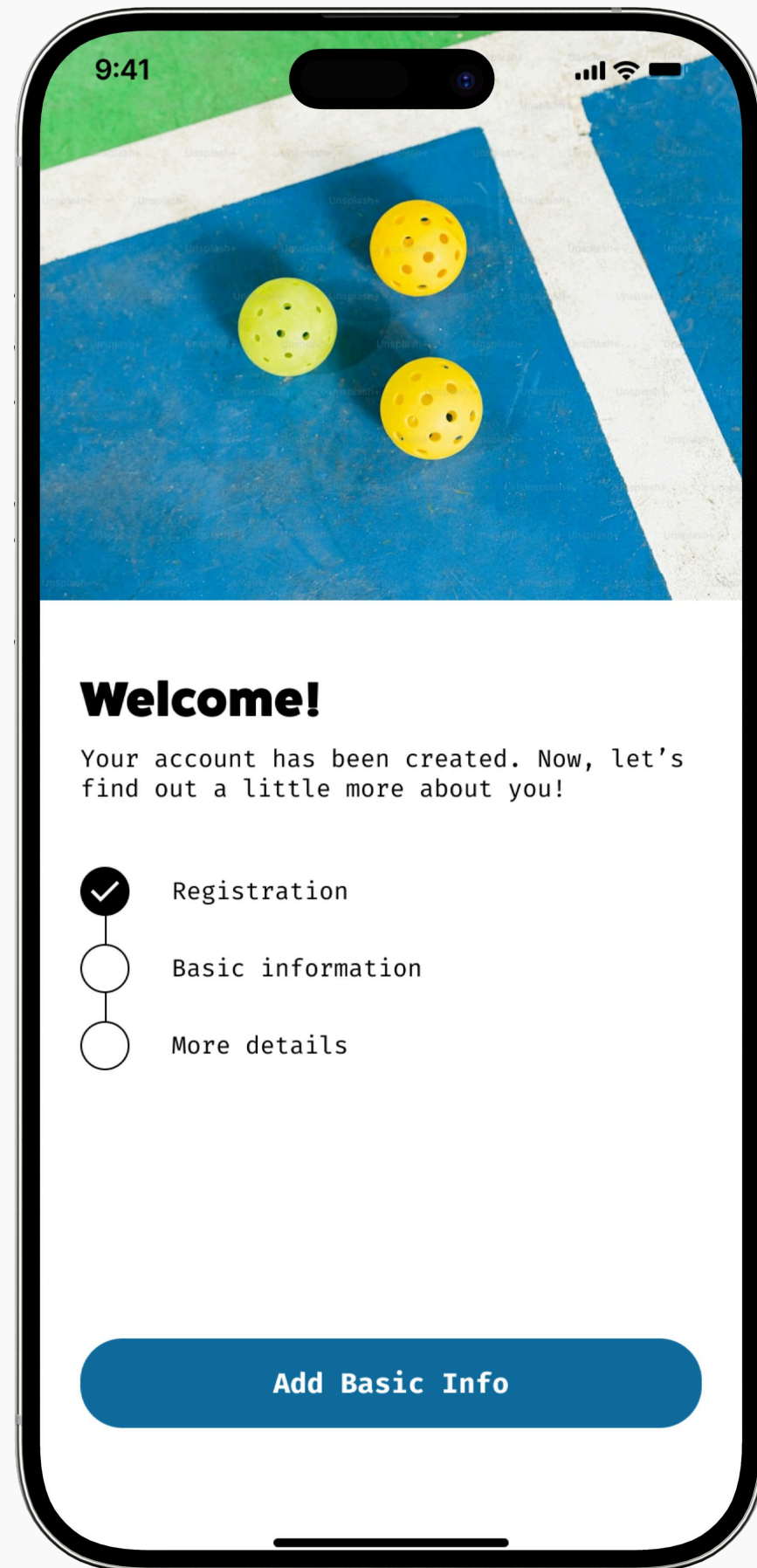
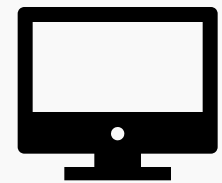


# Paddle Tap

UX Case Study by Aaron Cox



# Project Overview



## Product

A mobile app designed for pickleball players to setup games, meet other players, and find nearby courts.



## Product duration

December 1, 2024 - January 4, 2024



## Problem

With the rapid rise in pickleball's popularity, players are seeking more opportunities to engage with the sport and connect with other enthusiasts. However, there is a shortage of resources that address these needs.

# Project Overview



## Goal

Paddle Tap aims to create a user-friendly mobile app that helps enthusiasts easily connect with other pickleball players, set up games, and find courts.



## My role

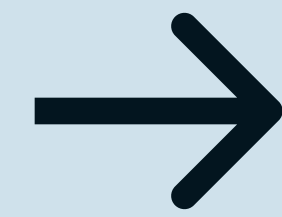
This is an individual project that will allow me to showcase the design process from start to finish as a User Experience Designer.



## Responsibilities

Conduct user research, define personas, identify problems, plan information architecture, paper and digital wireframing, prototyping

# Understanding the User



**User research**

**Personas**

**Problem Statements**

**User Journey Maps**



I utilized the **qualitative research** and conducted **interviews** to understand customer needs and frustrations. My **goal** was to gain **insights** on the benefits of a responsive website, and what features would benefit the **user** most.

①

## **Building a community**

Limited opportunities for social interaction and skill development within the sport.

②

## **Finding compatible players**

Users have a hard time finding other players of similar skill levels

③

## **Difficulty finding courts**

Users struggle to locate nearby pickleball courts, especially ones that are well maintained and available at convenient times.



**Age:** 31

**Education:** Bachelor's Degree

**Location:** Austin, TX

**Family:** Single

**Occupation:** Software Developer

# Persona 1: Alex

*"I'm new to town and wish there was an easy way to meet other local pickleball players."*

## **Goals:**

Meet new players with similar skill level

Find nearby free courts

Improve skills

## **Frustrations:**

Difficulty finding people to drill with

Limited information on local courts



**Age:** 62

**Education:** Master's Degree

**Location:** Omaha, NE

**Family:** Married with 2 Kids

**Occupation:** Retired Professor

# Persona 2: Robert

*"I love playing pickleball outside before it gets too hot, but it's difficult finding other players with availability in the mornings."*

## **Goals:**

Connect with other players that have similar availability

Find competitive games

## **Frustrations:**

Limited options to find players of similar age

No easy way to digitally network with other players

Difficulty finding open play opportunities



**Alex is a software engineer new to Austin who needs a way to connect with other local players so she can develop new friendships and grow her skills as a pickleball player.**



**Robert is a retired professor who needs an efficient way to connect with other players available in the mornings so he can avoid the heat and expand his community.**

# User Journey Map

Persona: Alex

Goal: Create an account and make a post

Action	Create an account	Browse player's posts on the feed	Create a post	Preview	Wait for a response	Receive message
Task List	<ul style="list-style-type: none"> <li>A. Open the app</li> <li>B. Create an account</li> <li>C. Set up your player profile</li> </ul>	<ul style="list-style-type: none"> <li>A. Navigate to the feed</li> <li>B. Scroll through posts</li> <li>C. Like or comment on interesting posts</li> </ul>	<ul style="list-style-type: none"> <li>A. Click on the "post" button</li> <li>B. Follow prompts, giving details about your availability, location, etc.</li> </ul>	<ul style="list-style-type: none"> <li>A. Review the draft</li> <li>B. Make edits if necessary</li> <li>C. Publish the post</li> </ul>	<ul style="list-style-type: none"> <li>A. Check notifications periodically</li> <li>B. Revisit the post to see engagement</li> </ul>	<ul style="list-style-type: none"> <li>A. Open the app</li> <li>B. Read the message</li> <li>C. Reply or start a conversation</li> </ul>
Emotions	<ul style="list-style-type: none"> <li>• Curious about the app</li> <li>• Hopeful about meeting new players</li> </ul>	<ul style="list-style-type: none"> <li>• Enthusiastic about discovering new players</li> <li>• Motivated to engage with the community</li> </ul>	<ul style="list-style-type: none"> <li>• Eager to share post</li> <li>• Pleased with the ability to customize details</li> </ul>	<ul style="list-style-type: none"> <li>• Reassured by the ability to preview the post</li> <li>• Confident that the post is correct</li> </ul>	<ul style="list-style-type: none"> <li>• Anxious and anticipatory about responses</li> <li>• Impatient if responses take too long</li> </ul>	<ul style="list-style-type: none"> <li>• Excited</li> <li>• Relieved</li> <li>• Joyful about setting up a game</li> </ul>
Improvement Opportunities	Add an option to sign up using DUPR or social media accounts	Display how far away the player is located from you	Add a map feature for the location prompt	Add an "edit" button in addition to the back button	Send push notifications	Provide a calendar integration to easily set up games

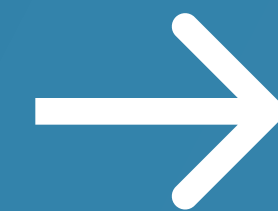
# User Journey Map

Persona: Robert

Goal: Create an account and make a post

Action	Create an account	Browse player's posts on the feed	Create a post	Preview	Wait for a response	Receive message
Task List	<ul style="list-style-type: none"> <li>A. Open the app</li> <li>B. Create an account</li> <li>C. Set up player profile</li> </ul>	<ul style="list-style-type: none"> <li>A. Navigate to feed</li> <li>B. Filter posts by morning availability</li> </ul>	<ul style="list-style-type: none"> <li>A. Click on the "post" button</li> <li>B. Follow prompts, giving details about your availability, location, etc.</li> </ul>	<ul style="list-style-type: none"> <li>A. View the draft of the post</li> <li>B. Confirm the post looks as intended</li> <li>C. Publish</li> </ul>	<ul style="list-style-type: none"> <li>A. Check notifications periodically</li> </ul>	<ul style="list-style-type: none"> <li>A. Open the app</li> <li>B. Reply to arrange a meetup</li> </ul>
Emotions	<ul style="list-style-type: none"> <li>• Determined to find morning players quickly</li> <li>• Optimistic</li> </ul>	<ul style="list-style-type: none"> <li>• Pleased with posts that align with his schedule</li> <li>• Motivated to schedule games quickly</li> </ul>	<ul style="list-style-type: none"> <li>• Confident in specifying his preferences</li> <li>• Hopeful for a quick response</li> </ul>	<ul style="list-style-type: none"> <li>• Assured by the ability to preview</li> </ul>	<ul style="list-style-type: none"> <li>• Slightly frustrated if responses are delayed</li> <li>• Reassured by any interaction</li> </ul>	<ul style="list-style-type: none"> <li>• Satisfied with finding morning players</li> </ul>
Improvement Opportunities	Add a page that allows you to specify availability during profile set up	Enable push notifications for posts that have times aligning with your availability	Offer an "add to favorites" option allowing players to quickly re-share their post	Allow scheduling a post	Encourage community responsiveness through reminders	Offer suggestions for nearby morning courts

# Starting the Design



Sitemap

Paper Wireframes

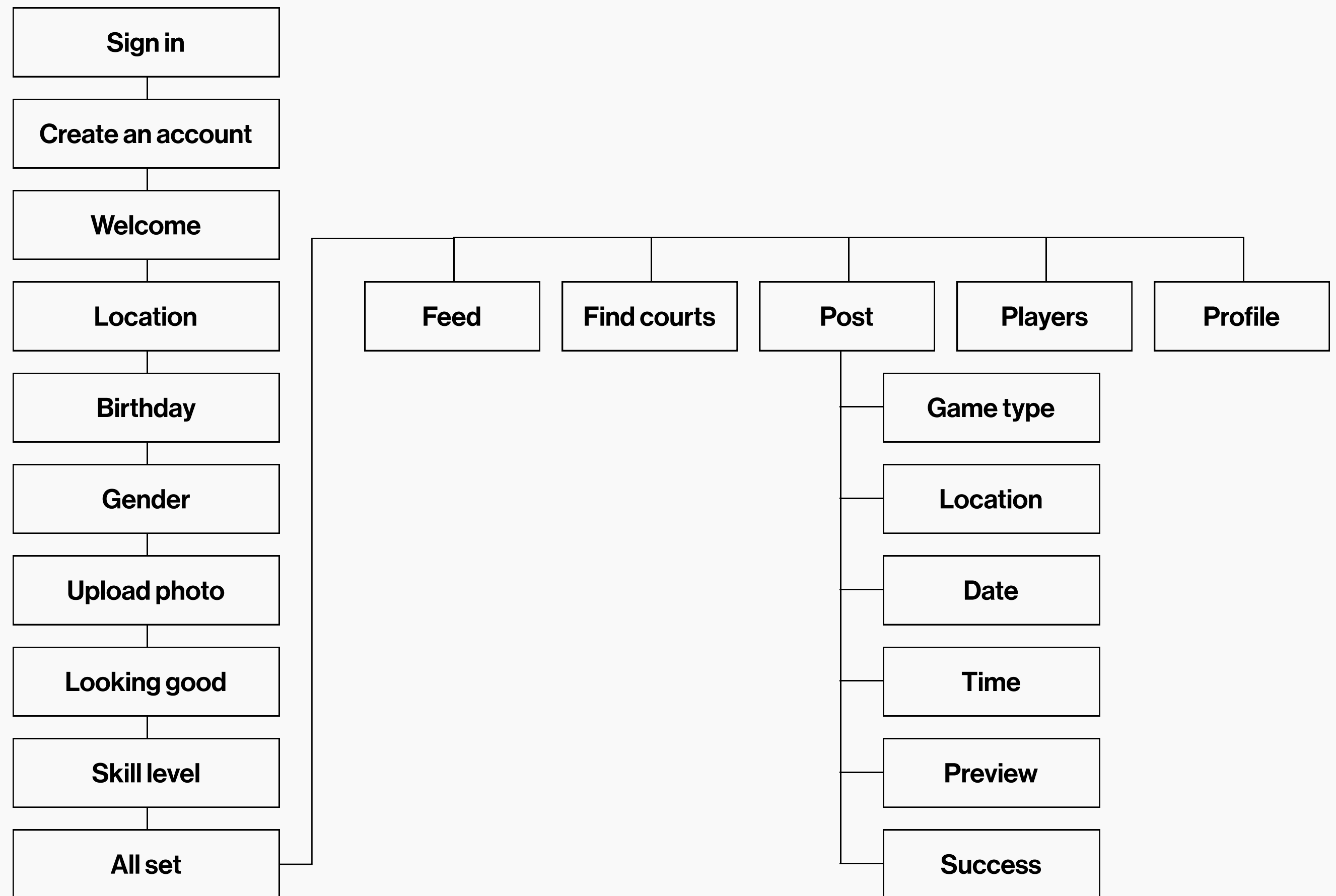
Digital Wireframes

Low - Fidelity Prototype

Usability Studies

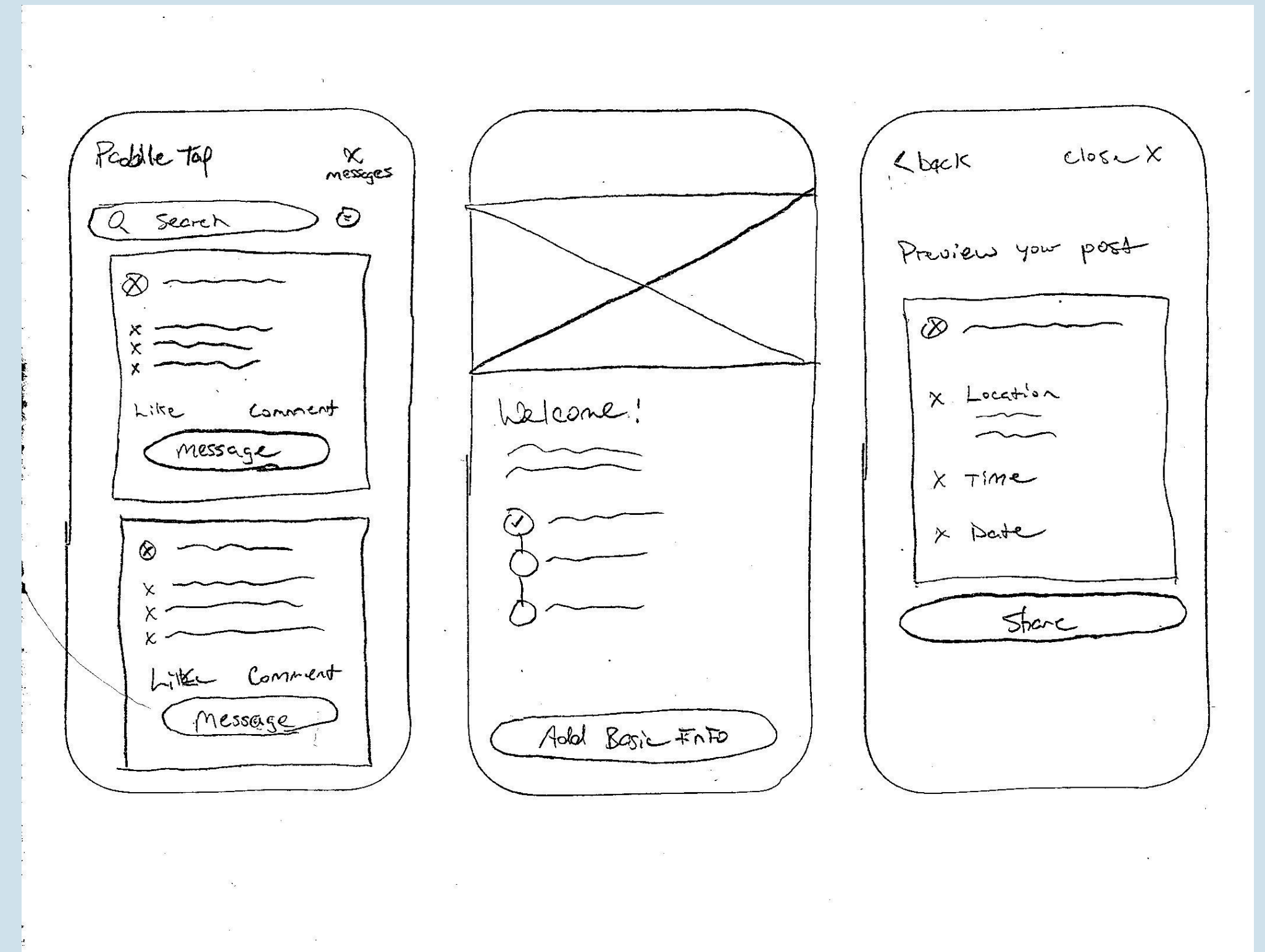
# Sitemap

I built a user focused flow that will allow my personas to successfully complete their key objectives while reducing pain points

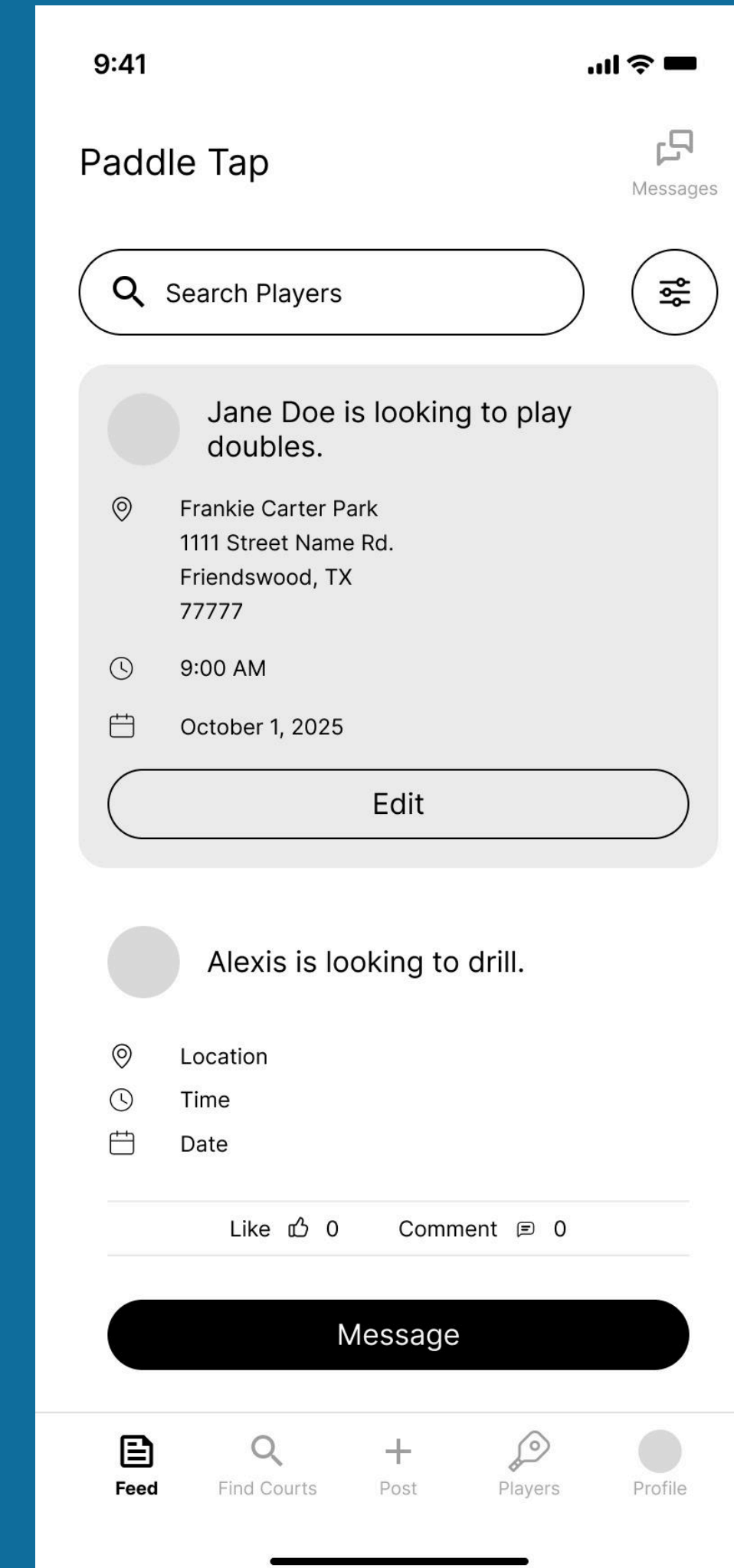
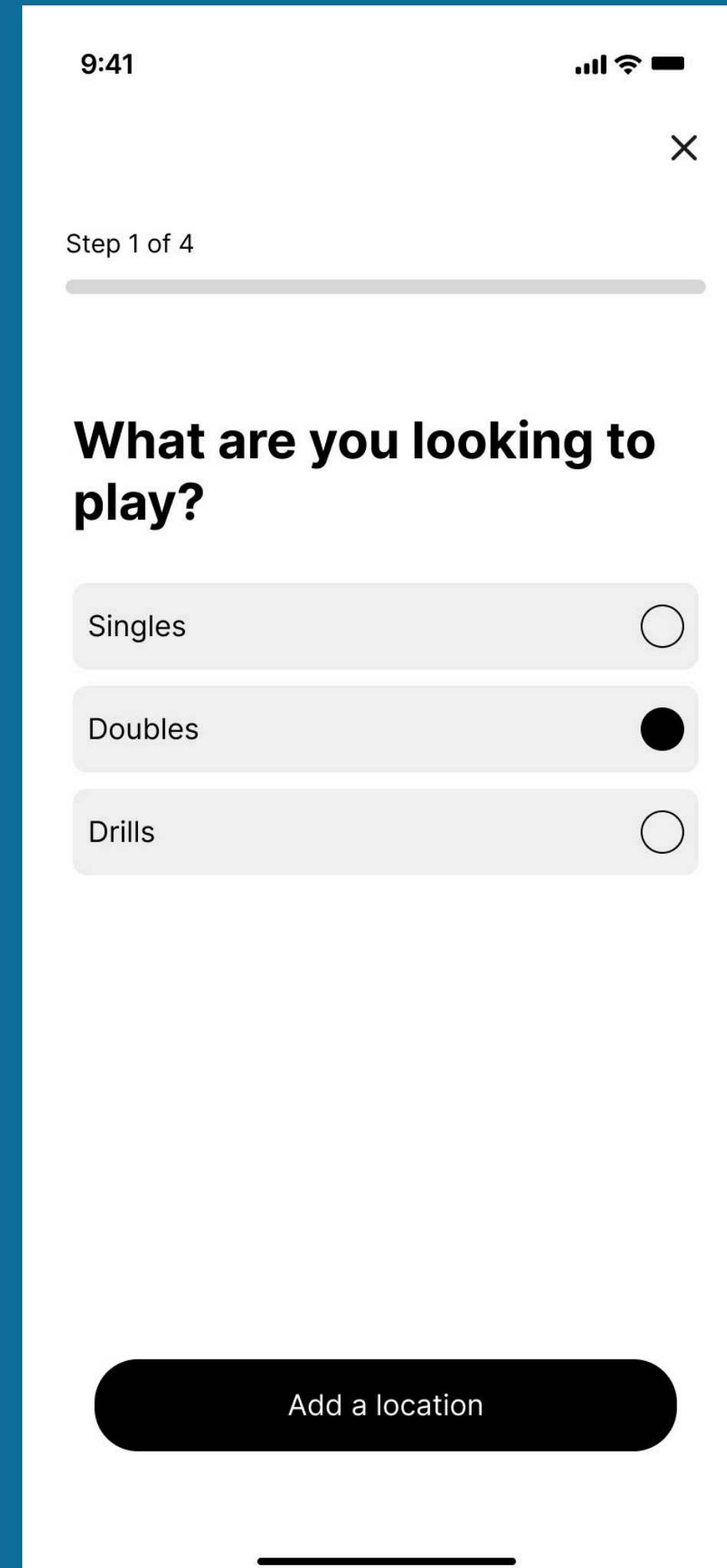


# Ideation

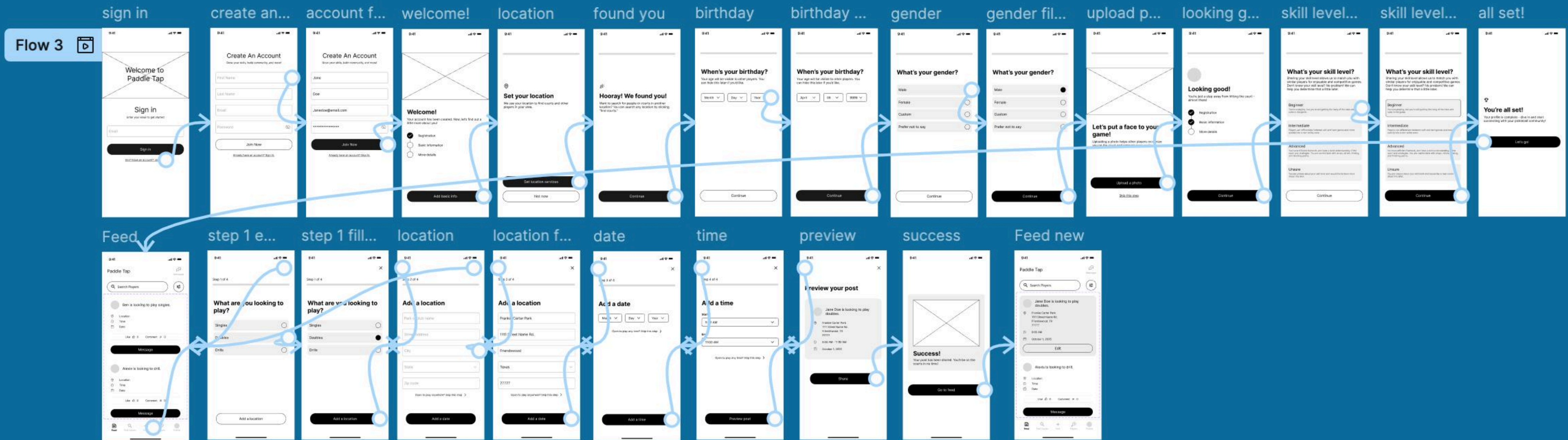
I used paper wireframes to experiment with different layouts based on my findings from direct and indirect competitors.



After ideating on paper wireframes, I created digital wireframes, highlighting key features based on my user research. My focus was on the “feed” and user’s ability to create and share posts.



Starting the Design → Sitemap → Paper Wireframes → Digital Wireframes → Low-fidelity Prototype



Starting the Design → Sitemap → Paper Wireframes → Digital Wireframes → Low-fidelity Prototype

[View Paddle Tap's low fidelity prototype](#)





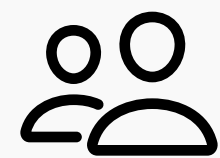
## Study type

Unmoderated study



## Location

United States, remote



## Participants

5 participants



## Length

10 minutes

# Usability Study Findings

1

## Unclear skill level descriptions

Users new to pickleball were unsure about which skill level to select when setting up their profile, leading to confusion and hesitation during the onboarding process.

2

## Missing skill level indicators in posts

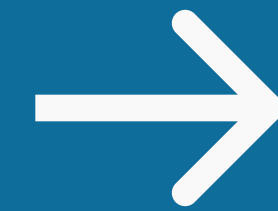
The absence of visible skill levels on posts in the feed caused frustration for some users, as they were unable to easily identify and connect with players of similar abilities.

3

## No end time option for sessions

When creating a post, users found it inconvenient that there was no option to specify an end time, limiting clarity on the session's duration.

# Refining the design



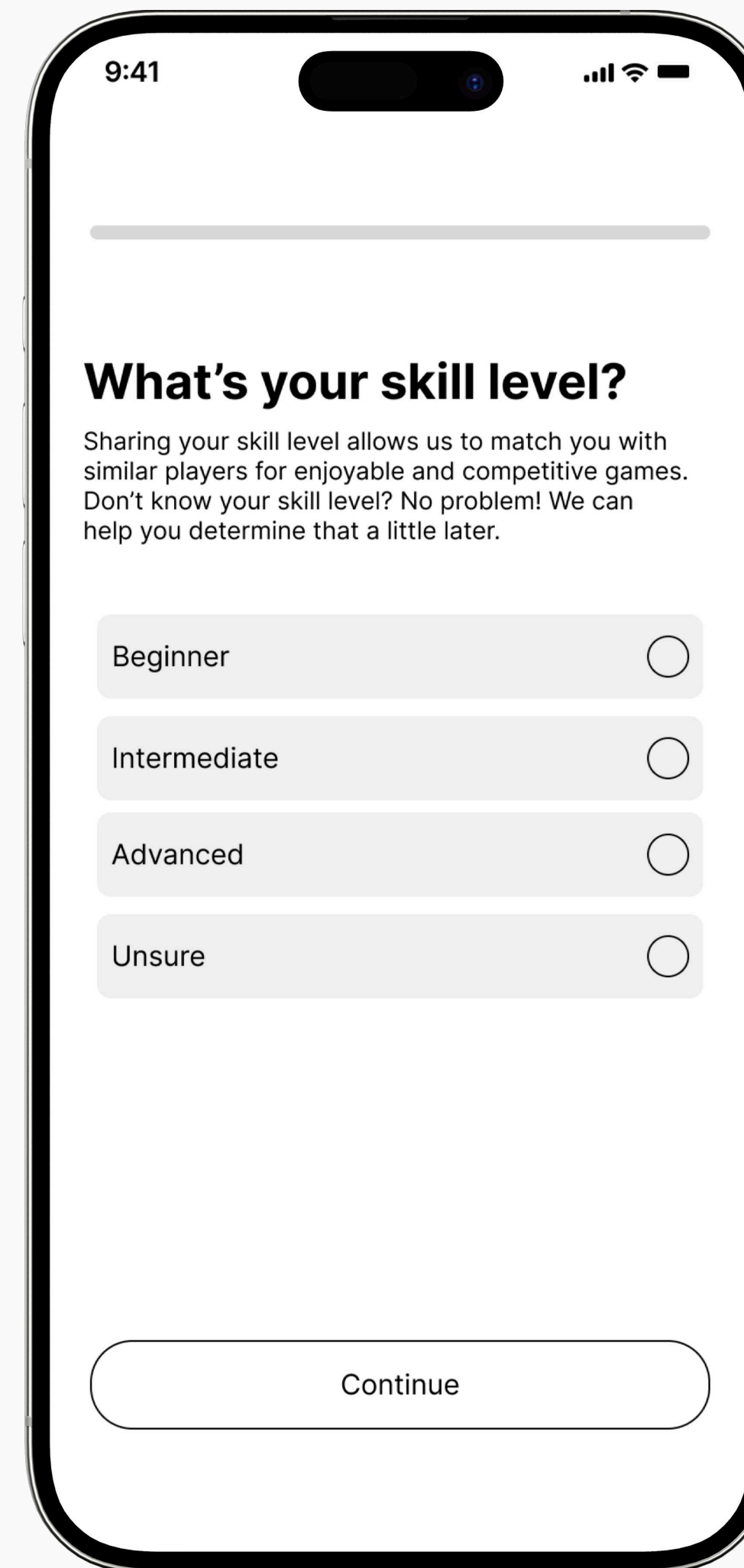
Mockups

High-fidelity prototypes

Accessibility

# Mockups

In response to the unclear skill level descriptions, I added detailed descriptions for each skill level.



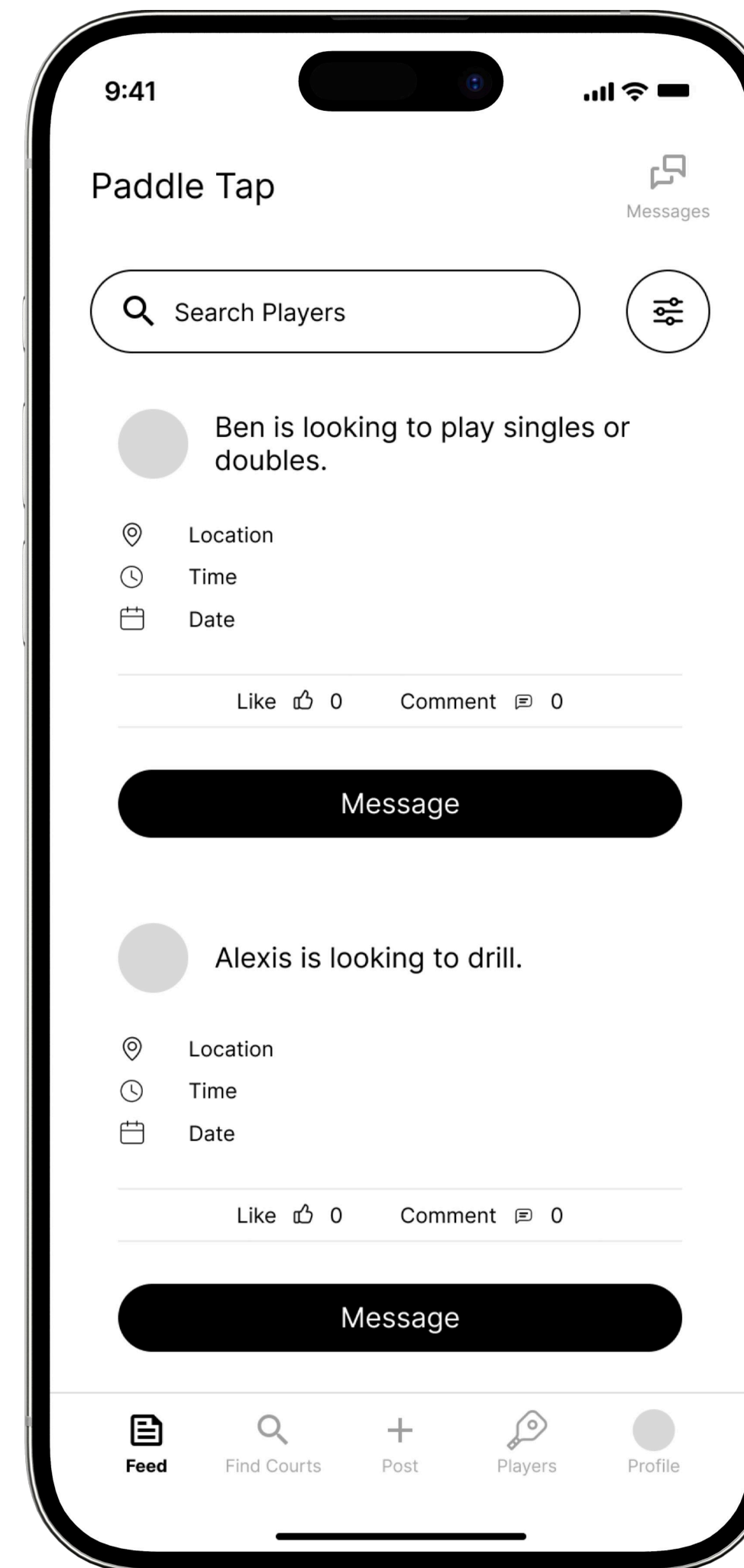
Before



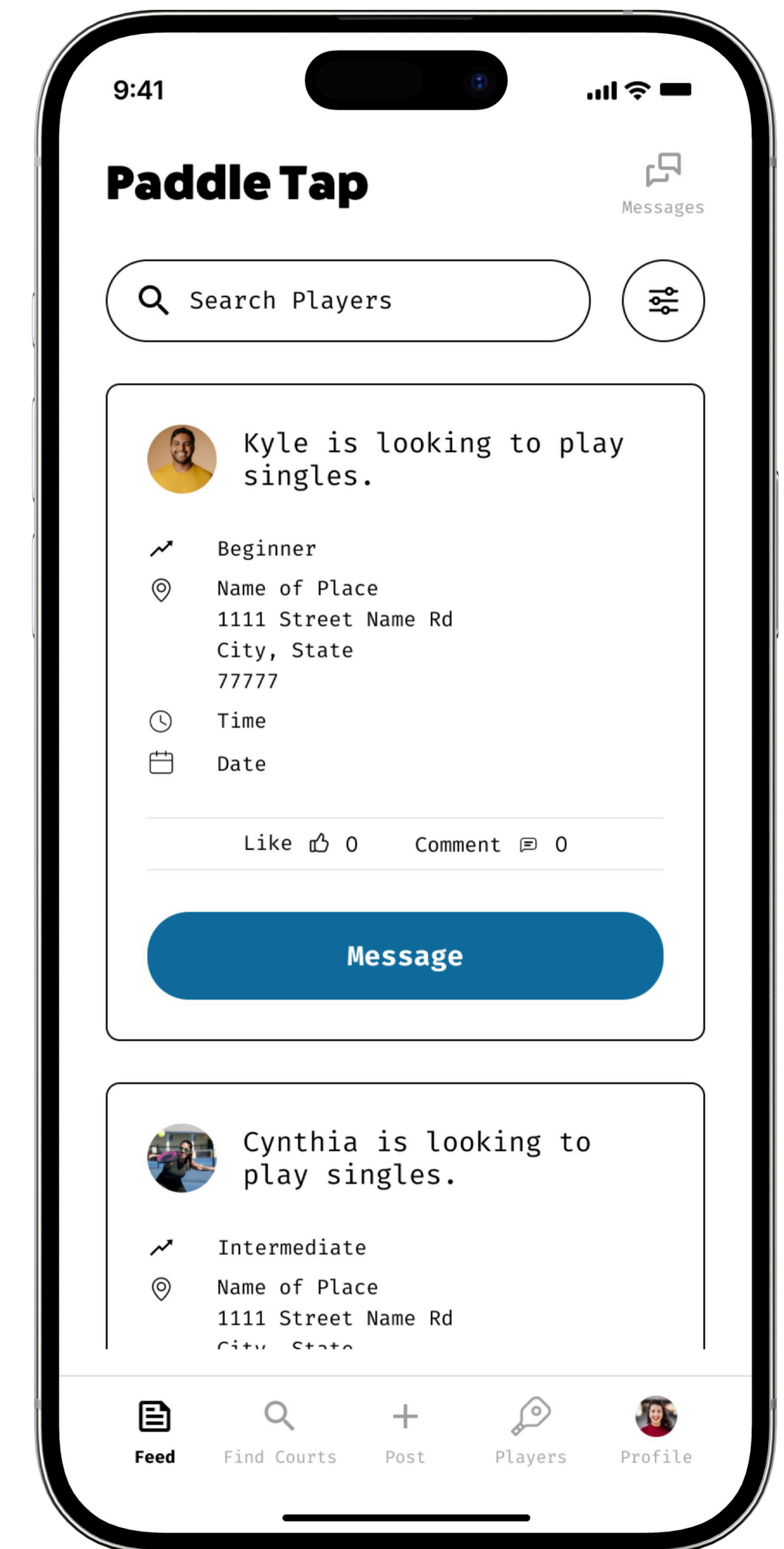
After

# Mockups

Originally there was no mention of the player's skill level, causing frustration with some users. In response to this feedback, I implemented a clear skill level indicator on every post.



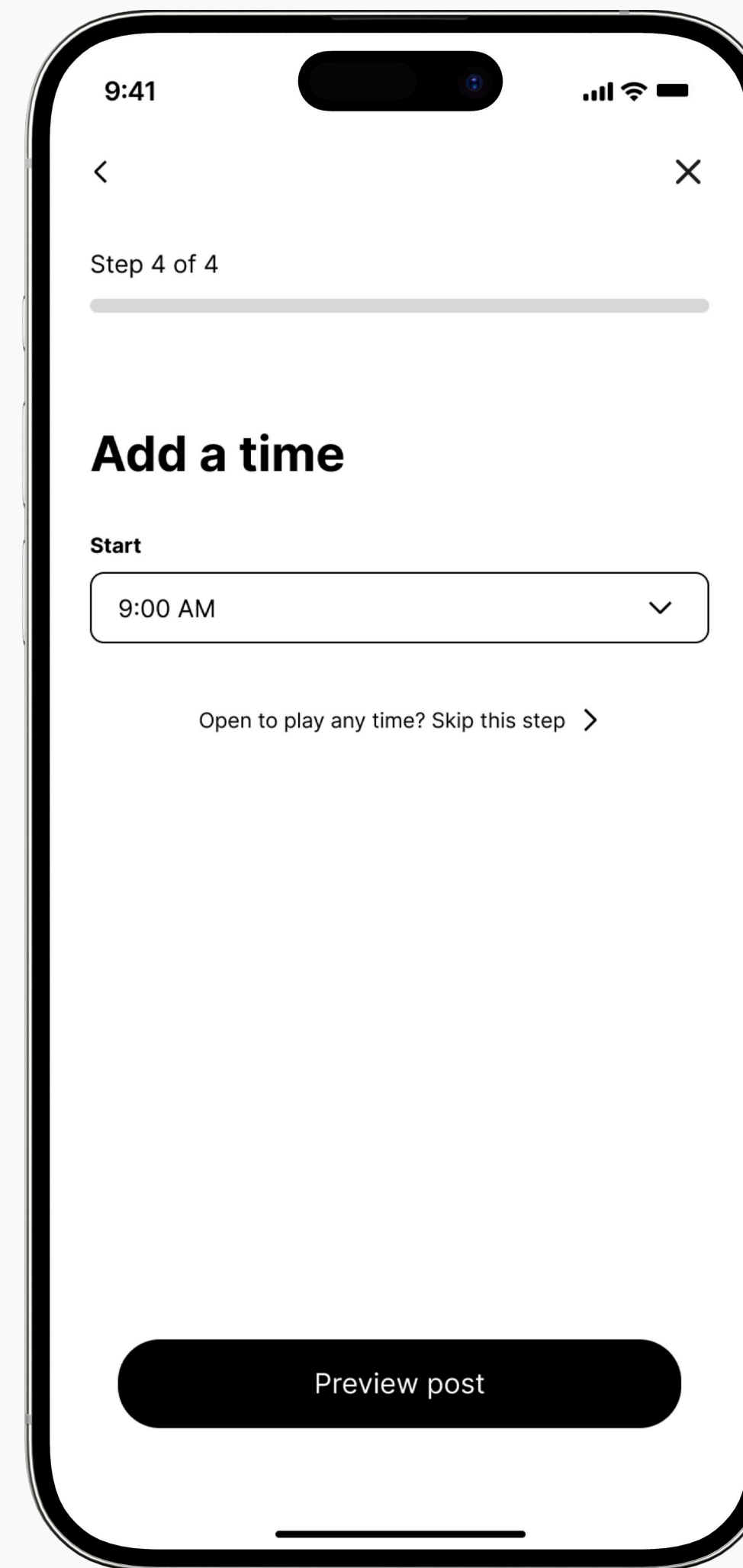
Before



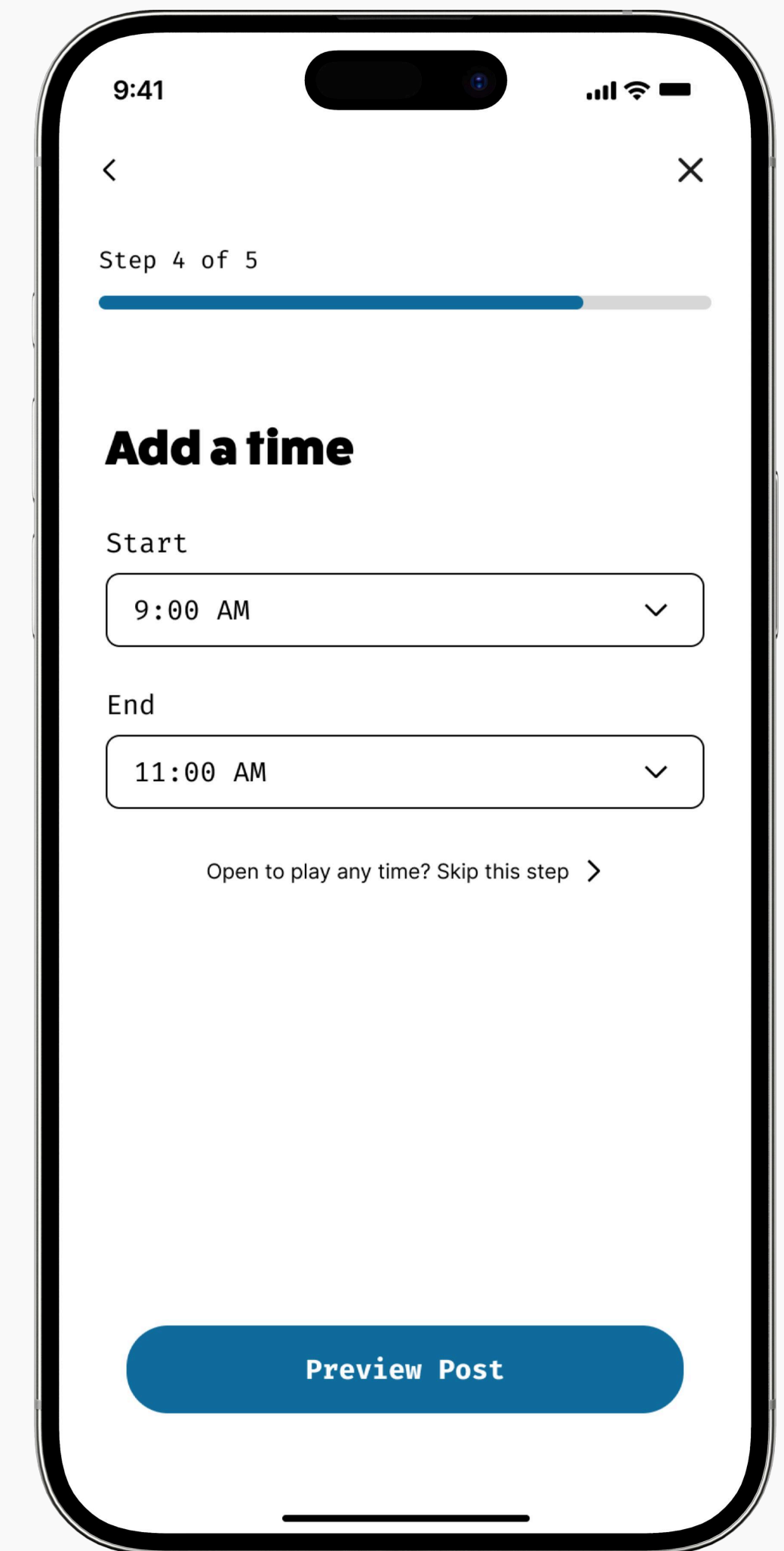
After

# Mockups

I introduced an optional field to add an end time when creating a post, giving users the ability to communicate the full durations of the session.

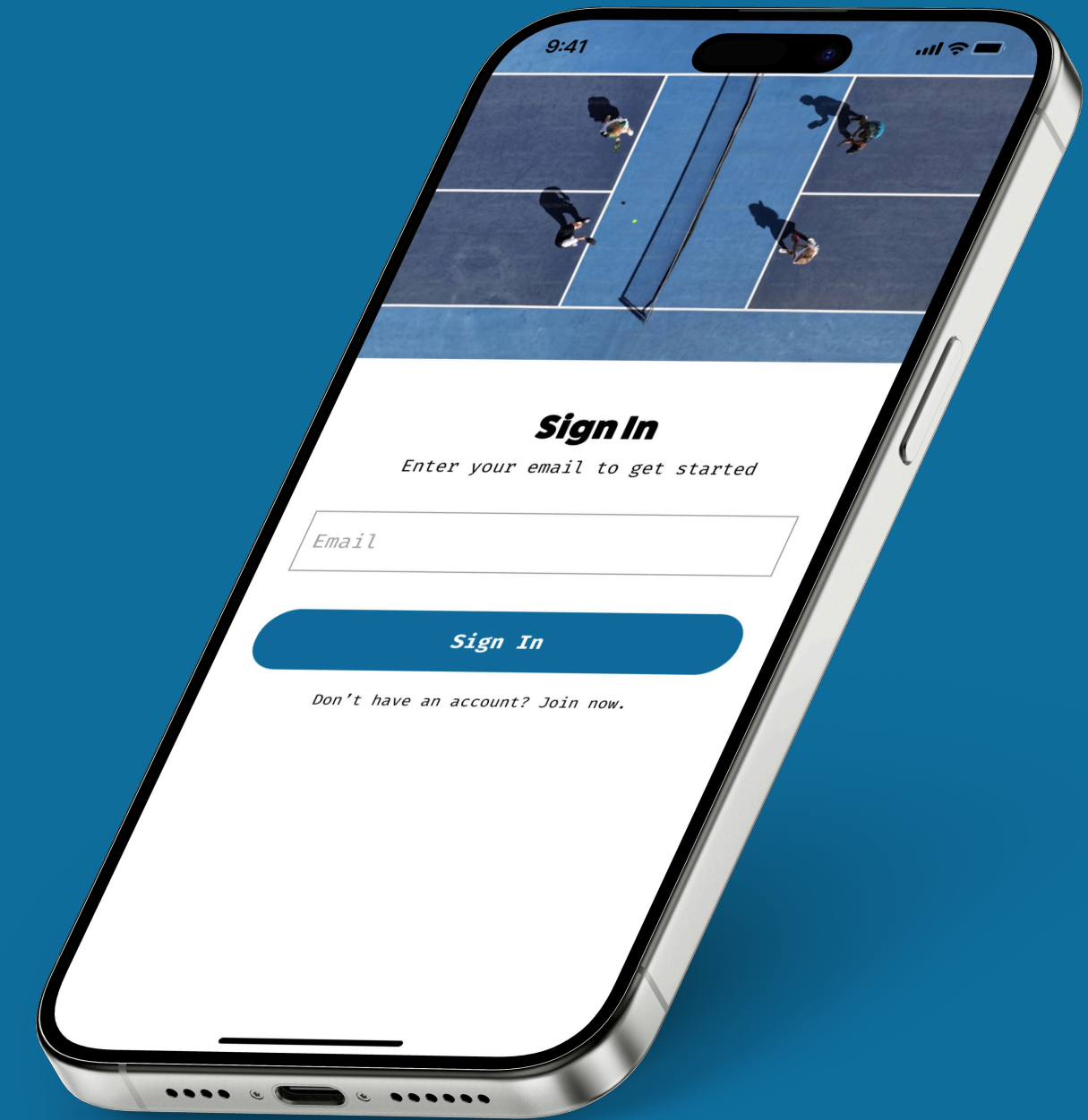


**Before**



**After**

[View Paddle Tap's high-fidelity prototype](#)



# Accessibility Considerations

1

I used high contrast between text and background colors to ensure readability for users with visual impairments.

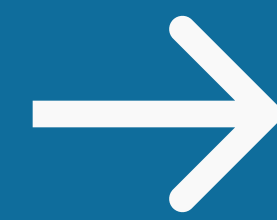
2

The buttons are designed to be sufficiently sized and spaced to accommodate users with motor impairments, reducing the likelihood of accidental taps.

3

The navigation structure is simplified and intuitive, with clear labels and a logical flow, making it easier for all users, including those with cognitive disabilities.

**Going forward**



**Takeaways**  
**Next steps**

# Takeaways



## Impact

The Paddle Tap app helps foster connections and a sense of community with local players, helping them develop friendships, improve their pickleball skills, and easily locate courts for games.



## What I learned

Throughout this project I learned first hand the importance of user-centered design. Thanks to usability studies I was able to identify and solve critical pain points, leading to a more intuitive and accessible interface.

# Next steps

1

Include the distance between players when viewing posts in the feed, allowing users to easily gauge proximity.

2

Conduct additional usability studies to gather more in-depth user feedback and refine the app's features.

3

Allow users to set their availability during the onboarding process, streamlining post creation and saving time when scheduling games.

# Let's connect!

Thank you for reviewing my work on the Paddle Tap App! Feel free to contact me by using the information below.



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