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Chicago Bulls App

# UX Research & Design

March 11, 2015  
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Version 1.0

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# CHICAGO BULLS TABLET APP

## RESEARCH

First I conducted research:

I interviewed 12 people who are Chicago Bulls fans with questions like:

- Who is your favorite Chicago Bulls player?
- How many games have you watched in the past month?
- Where do you check scores? What information is most important?
  - Recap, Box Scores, Videos, News story, Play-by-play?
- What apps do you use?
- Describe your most recent experience watching in person.
- What did you like? Any poor experiences at the stadium?
- Describe your most recent experience watching a game at home. TV or online? Real time or recorded?
- Do you have a smartphone? Do you have a tablet?
- What information would you find most useful on a “second screen”?
  - Stats, Replay, Commentary?
- Do you own Bulls merchandise? How much?
- Are you part of a fantasy league?
- Would you try a Chicago Bulls app?
- What would be the most important features?
- Is there anything else that you would like to share?

I also interviewed the other stakeholders (like Stadium General Manager, Merchandising, Ticketing)

- What is the purpose of the app? What are the goals?
- How would you define a successful app? What does success look like? How will you know?
- What are the key tasks users of the website should be able to achieve?
- What is your vision of what the app should do? What features would you like to see in the app?
- What apps do you like?
- What kind of things do you think the organization could do to be more innovative?
- Is there anything else you would like to share?

## RESEARCH FINDINGS

### Created personas

#### **Mauricio - Devoted Fan**

- Age: 32
- Occupation: Housing Manager
- Location: Downtown Chicago
- Mauricio grew up playing sports in Chicago. In high school he played basketball and football. These days he plays pickup at the gym. He watches every game he can. He loves going to live games, but he hates long concession lines. Being in a fantasy league helps him stay current in the league. His current favorite player is “DRose” (#1) and his favorite player of all time is Michael Jordan (#23).
- “I check the latest scores, news, and injuries almost daily.”

#### **Roman - Casual Fan**

- Age: 28
- Occupation: Lawyer
- Location: Logan Square
- Roman is a fan of the Bears, Bulls, and Blackhawks. He only catches a few games live
- “I love going to Bulls games with my friends. We have always have fun grabbing some beers and Chicago dogs and cheering on the Bulls.”

#### Stakeholder findings:

- Should sell merchandise via the app
- Can use Beacon technology to send users to the shortest concession lines

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Chicago Bulls (39-25) **105 - 116** Final San Antonio Spurs (39-23)

Sunday, March 8, 10:00 AM  
AT&T Center, San Antonio, Texas

	1	2	3	4	Total
Bulls	19	20	38	28	105
Spurs	25	32	30	29	116

Fri, Mar 6 @ Pacers L 84 - 98 Final  
Mon, Mar 9 vs Grizzlies 5PM

News stories and Videos: Bulls Lose to Spurs, Gasol Dunk, Lorem Ipsum, Lorem Ipsum

Default view of the homepage. During games the Game Summary is updated live.

Overview

ID	Element	Description
1	Navigation	Hamburger opens menu
2	Game Summary	OnTap open Game Recap
3	Chicago Bulls Team Name and Logo	With wins-loses
4	Score and Time	OnTap open Game Recap
5	Opponent Team Name and Logo	With wins-loses
6	Date and time and location of game	OnTap open Game Recap
7	Game by Quarters	
8	Previous and Next Game	OnTap open Game Recap for selected game
9	News stories and Videos	OnTap open news or video

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- Home
- Schedule
- News
- Tickets
- Shop
- Team
- Standings
- Amenities



Chicago  
**Bulls**  
 (39-25)

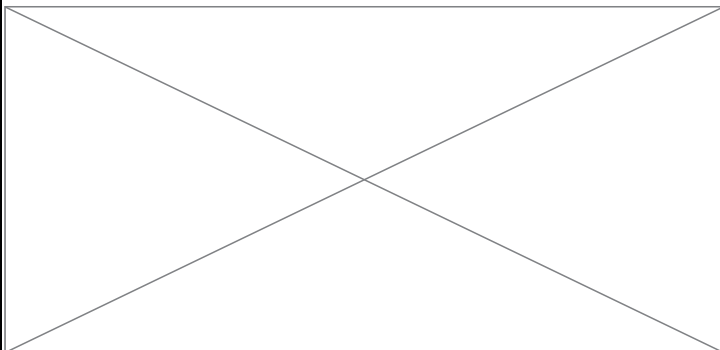
**105 - 116**  
 Final



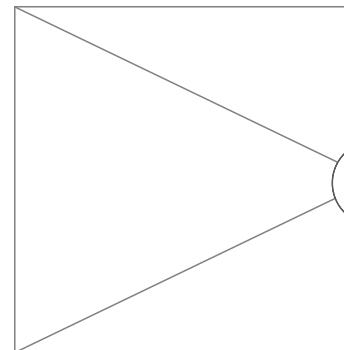
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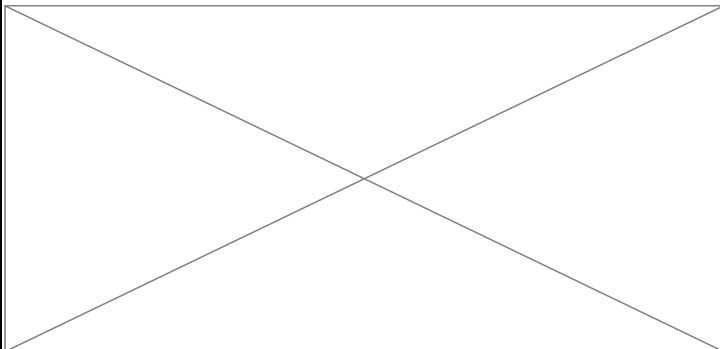
Fri, Mar 6 @ Pacers L 84 - 98 Final  
 Mon, Mar 9 vs Grizzlies 5PM



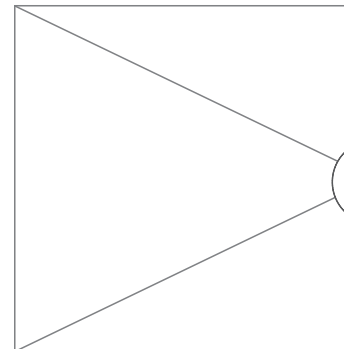
Bulls Lose to Spurs



Gasol Dunk



Lorem Ipsum



Lorem Ipsum

Global Nav menu shown open.

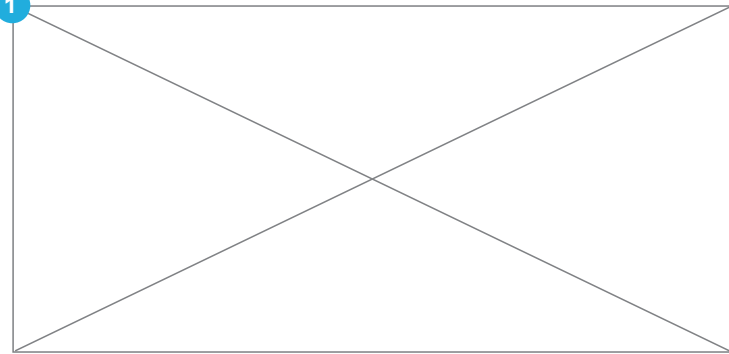

Overview

ID	Element	Description
1	Menu	Tap anywhere and the Menu closes

## PLAYER DETAIL

## PAGE SPECIFICATIONS

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# Derrick Rose

#1 PG 6' 3" 190 lbs  
Born Oct 4, 1988 in Chicago, IL (Age: 26)  
Drafted 2008: 1st Rnd, 1st by CHI  
College Memphis  
Experience 5 years

### PREVIOUS GAME

AT&T Center | Final

**105 @ 116**

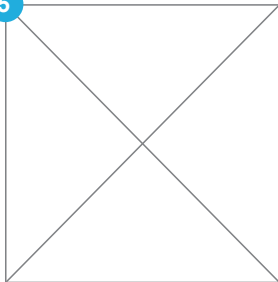
Recap » Box Score »

#### SHARE ON:

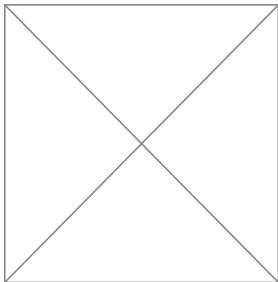
Facebook  
Twitter

STATS	MIN	FG%	REB	AST	BLK	STL	PF	PTS
This Game	0	.000	0	0	0	0	0	0
Previous 10 Games	29.7	.235	3.7	5.0	0.7	0.3	3.0	10.7
vs. San Antonio	27.0	.563	2.0	5.0	0.0	2.0	1.0	22.0
In Wins	30.7	.441	2.9	5.2	0.4	0.9	1.2	19.7
In Losses	31.6	.351	3.5	4.8	0.3	0.3	1.5	16.1

[Complete Stats](#)



Adidas Men's Chicago Bulls  
Derrick Rose #1 Red T-shirt  
Price: \$32.00  
[Shop »](#)



Adidas Men's Chicago Bulls  
"d-rose" #1 Black T-shirt  
Price: \$32.00  
[Shop »](#)

### FANTASY BASKETBALL

Rose (knee) had successful surgery on Friday and is expected to be out 4-to-6 weeks, which puts him on course for a return to action by late March or early April, the Chicago Tribune reports.

Spin: GM Gar Forman added that Rose should be on the floor in a week to start rehab and said that it was a relatively minor procedure compared to his previous knee surgery. Forman also said that Rose was able to walk out of the hospital on Friday following the procedure. It amounts to a fortunate bit of news for Rose, who looked like he might be lost for the remainder of the season after he was diagnosed with the medial meniscus tear.

### Overview

ID	Element	Description
1	Player Photo	
2	Player Name and Basic Info	
3	Player's Stats from Previous Game	
4	Social Share	
5	Shopping Image and Description	OnTap opens Product Detail Page
6	Fantasy Basketball	Stats and news, including injuries



# FIND CONCESSIONS

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1 CONCESSIONS ▼

2 The shortest line for concessions near you is at 304. Go out to the hall then turn right.

## PAGE SPECIFICATIONS

App uses Beacon technology to steer user to shortest lines.

### Overview

ID	Element	Description
1	Label and Selector	OnTap opens menu
2	Closest and shortest line	Calculates based on location
3	Current location	
4	Destination	

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## NEXT STEPS

### Interactive prototypes

- Axure
- InVision

### Usability Testing

- Task Analysis