



Play On

Spec Doc

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Executive Summary

Problem Space

The space we wanted to explore was the use of public courts and fields in NYC parks. We wanted to start with a wide scope and get data on any type of court, tennis, pickle ball, basketball, etc. We also wanted to understand any and all experiences, both positive and negative with the current systems.

Our Goal

Our goal was to better understand the current reservation systems or potential lack thereof, with reserving courts in NYC public parks. We set out to learn this information in order to inform our design process and ensure we could create a product useful to the most amount of people that also improves upon the current system.

The Process

To learn about people's experiences playing sports in NYC parks, we interviewed five people. From the interviews, we learned the following insights:

- People want more transparency into court policies and availability.
- People don't know where or how to book public courts.
- People don't know what to do if there is a dispute over a court, with no staff member present.
- While tennis and pickle ball lend themselves to reservations, basketball and handball work well as walk-on sports.

With the above insights in mind, we chose to design an app that can function as one central place to book all public NYC tennis and pickle ball courts. The app has the following core features.

- Booking capabilities for all NYC Parks tennis and pickle ball courts
- Information on each court, including pricing, ratings, and more
- Reservation pages with QR codes that link to a NYC Parks web page that validates reservations

Given that the courts are managed by the NYC Parks Department, we believe that a partnership between our two organizations can be mutually beneficial.

After ideating our features, we designed a mid-fidelity, then high-fidelity prototype. Throughout the design process, we ran two rounds of usability tests, with ten subjects. The most significant finding from our testing is that when people look for a tennis or pickle ball court, they prefer to use a filter to look through **only** tennis, or **only** pickle ball, rather than both. This insight led us to simplify our app homepage to no longer include the option to browse **both** tennis and pickle ball courts at the same time.

The research and design process led us to an app that can help people enjoy tennis and pickle ball, stress free.

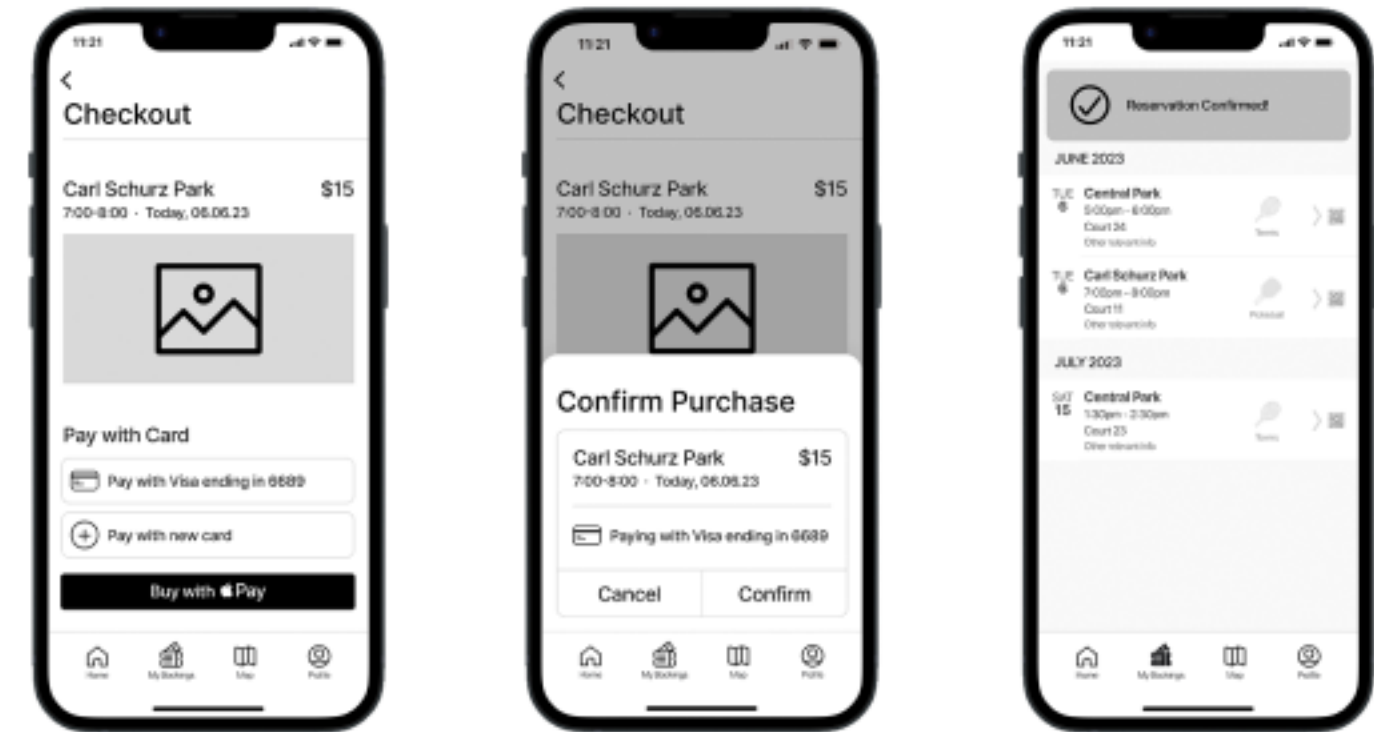
Mid-Fidelity

User Flows and App Map



Mid-Fi App Map

Quick Book



Checkout Instant Payment Pop-Up Reservation Confirmation



Home Screen



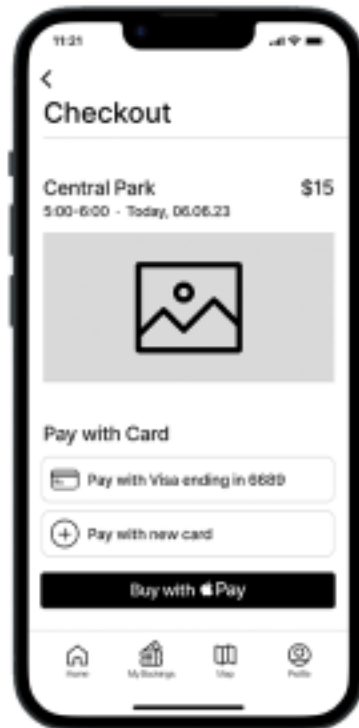
Maps Home



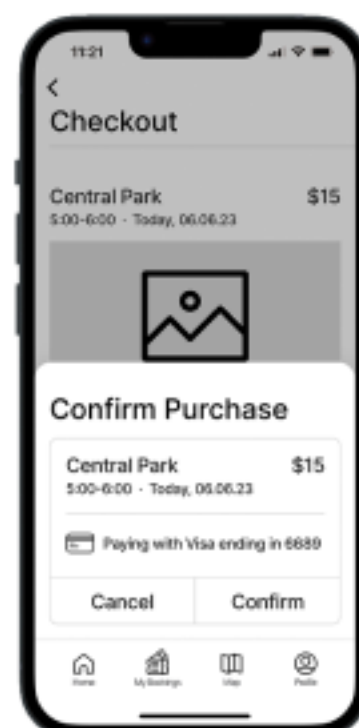
Park on Map



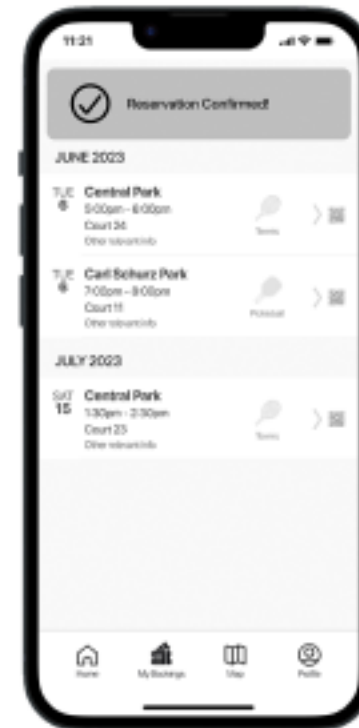
Court Detail Page



Checkout Screen



Confirm Purchase

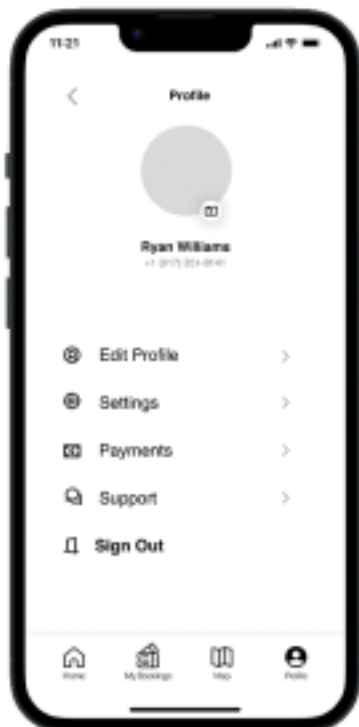


Reservation Confirmed

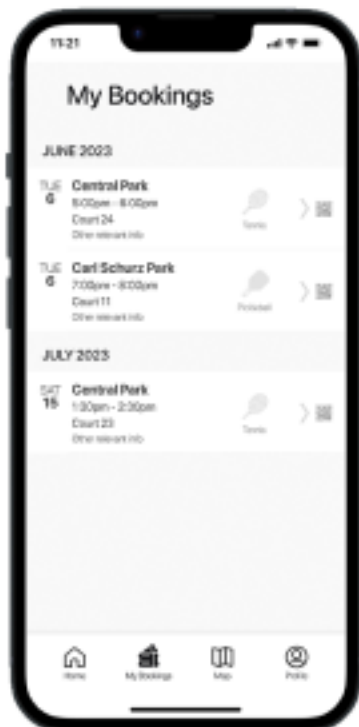


Reservation Page

Book from Maps



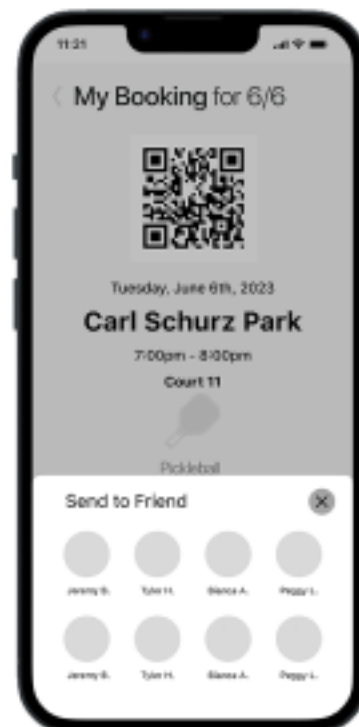
Profile Screen



Booking Home



Booking Detail



Share Friends



Share Message



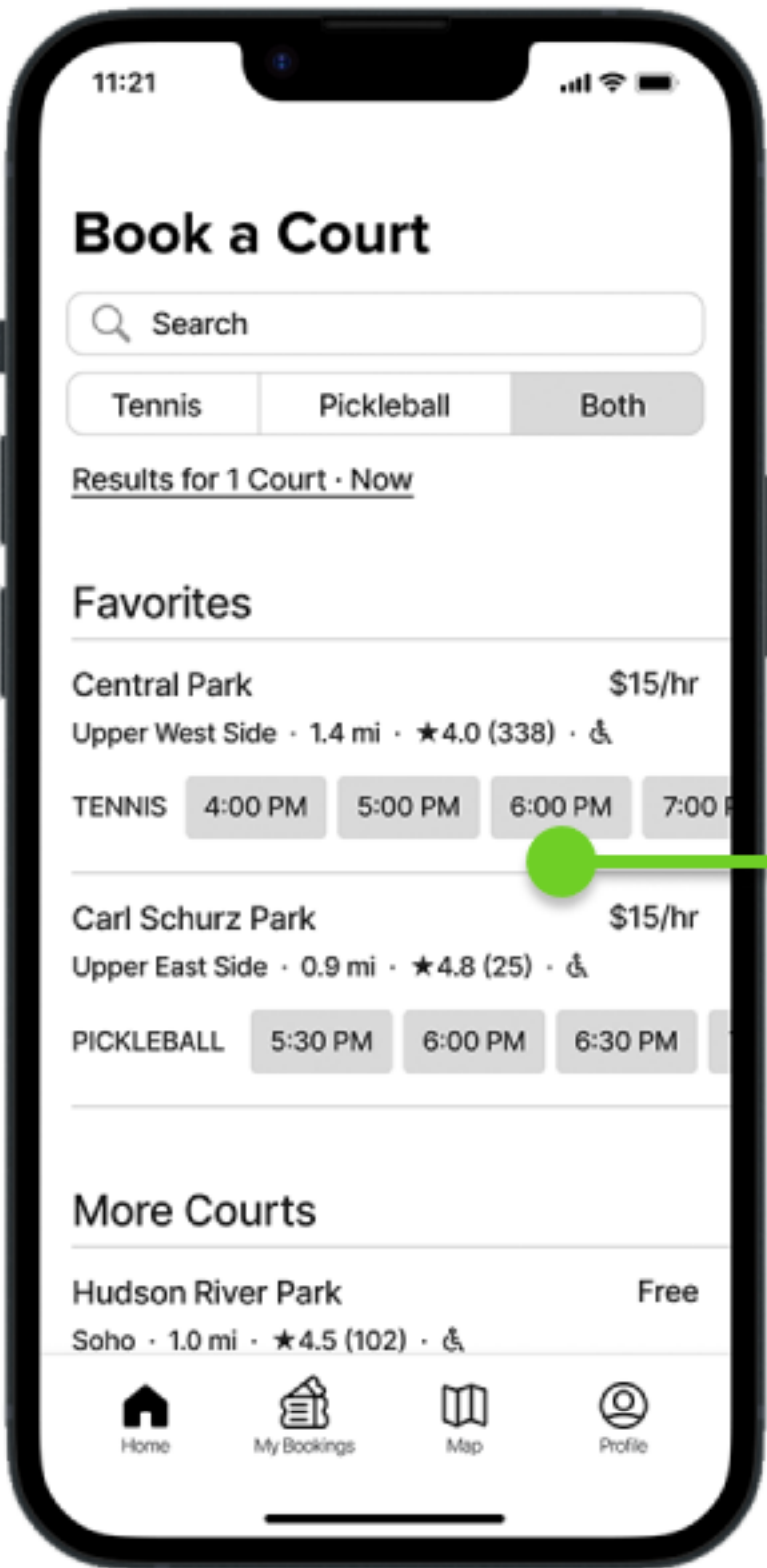
Shared Confirmation

Share Booking

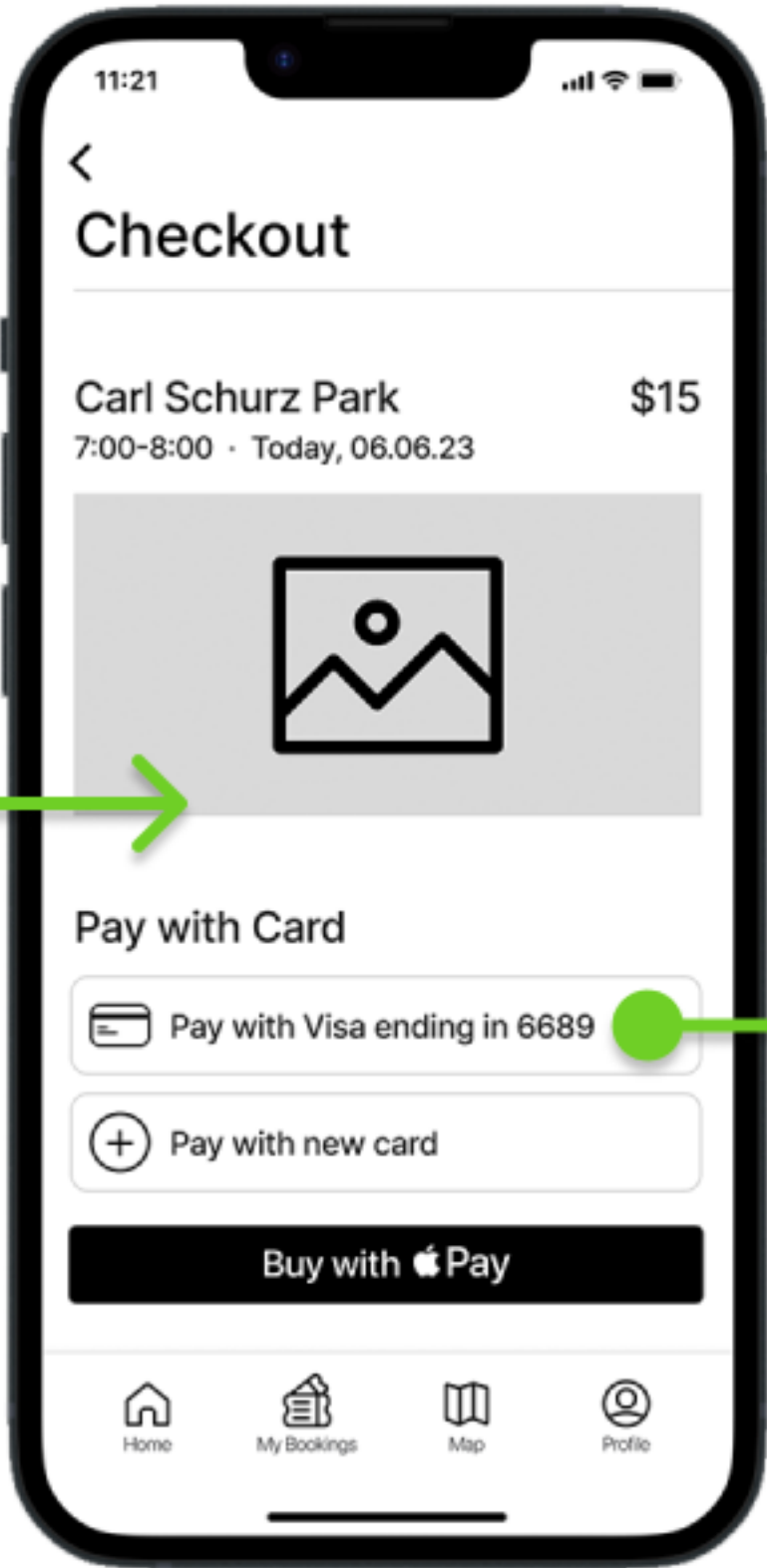
Feature 1 - Quick Booking

Scenario - You decide to play pickleball with your friend after work.

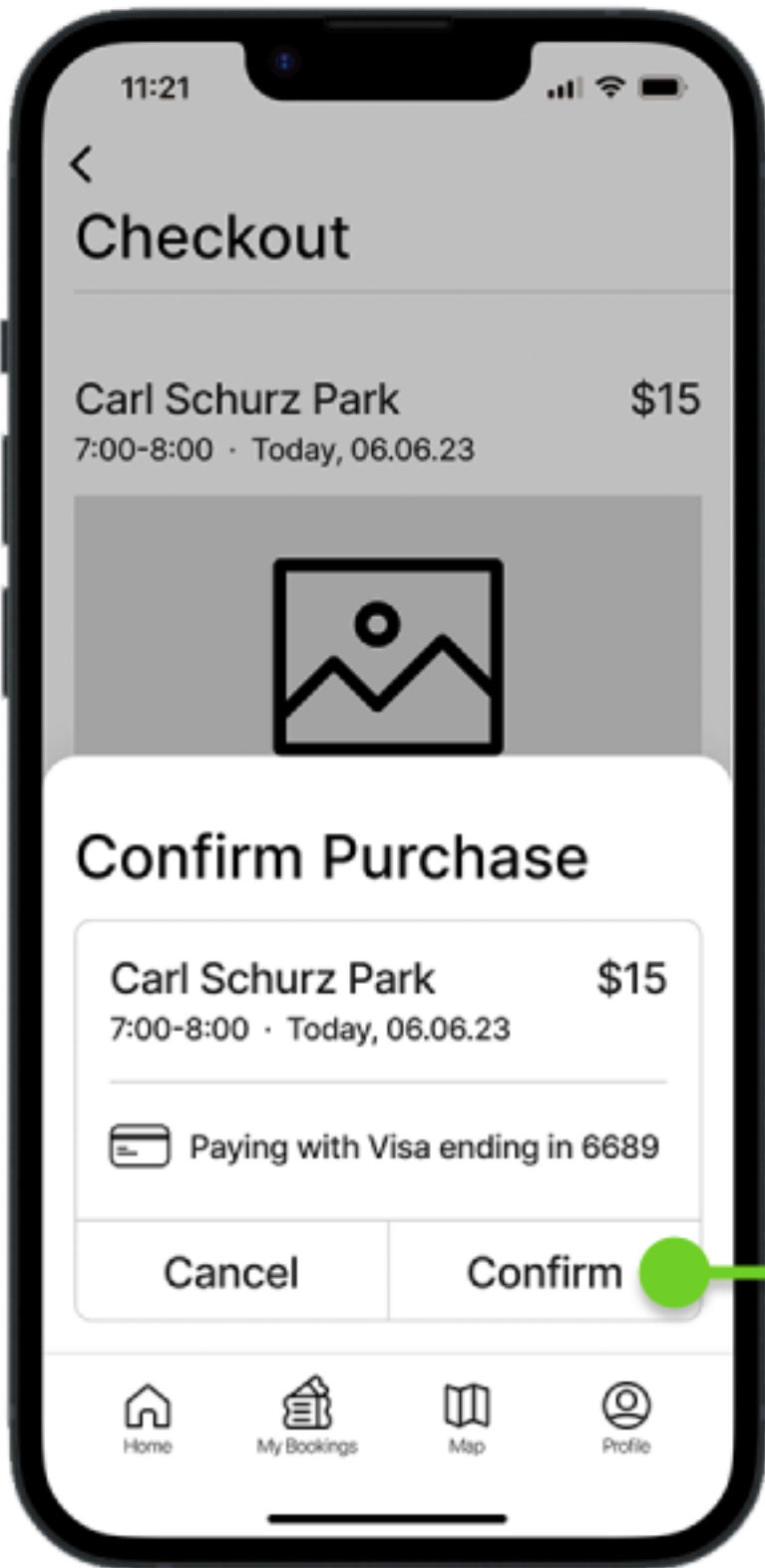
Task - Book the highest rated pickleball court for 6:00pm, using your saved card



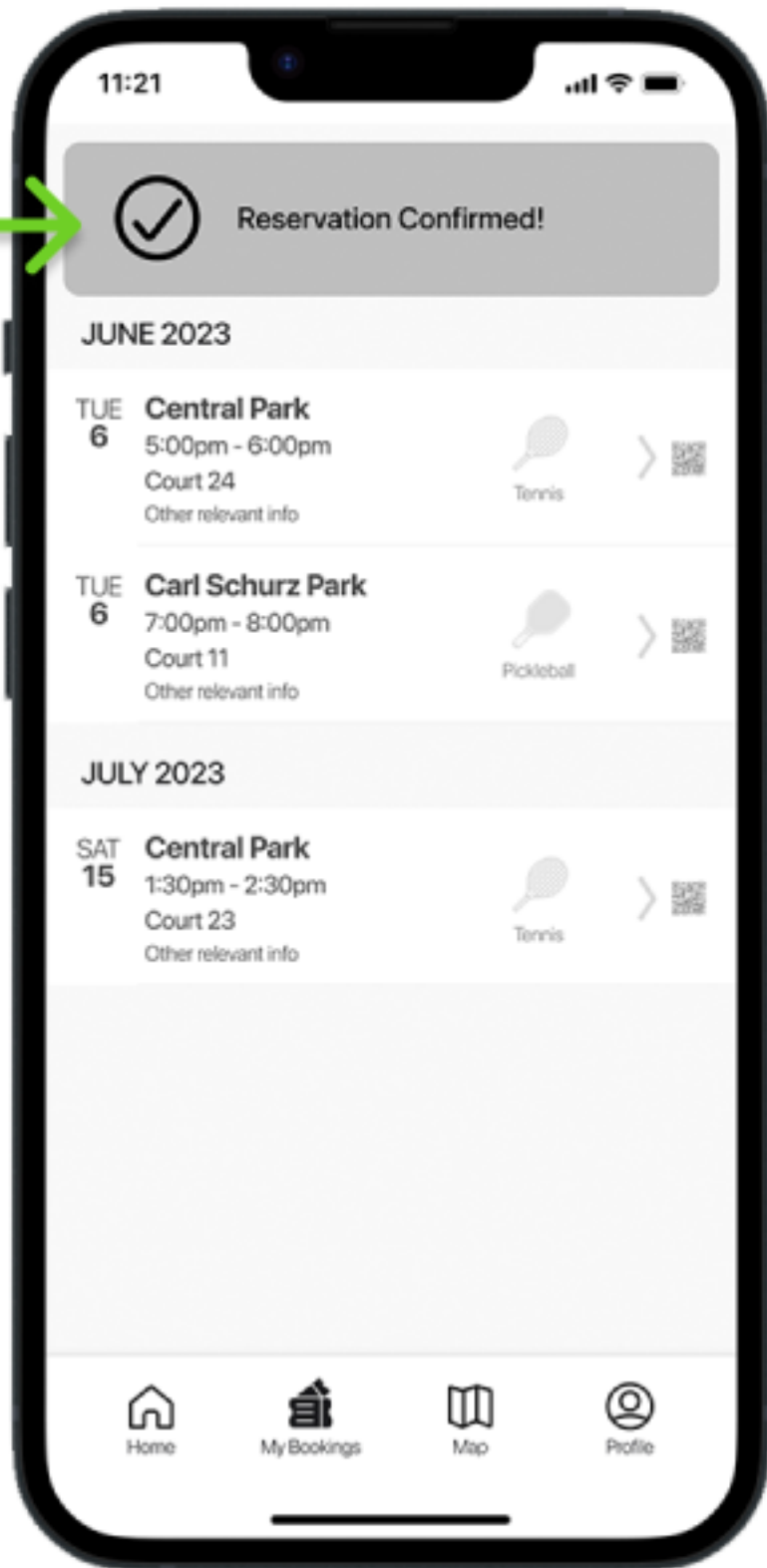
1. User views quick options for favorite and more courts. User scans through ratings listed with court and selects highest option (*4.8)



2. User is brought immediately to checkout page for corresponding time slot and park.



3. User selects the option to pay with existing credit card. User is presented with "Confirm Purchase" pop-up window.



4. User Confirms payment and is greeted with a confirmation message and returned to general "My Bookings" screen.

Annotations

- 1 Home screen is viewed as combined "Both" option with Pickleball and Tennis courts mixed together. Favorites is the top category followed by more courts which is system generated.
- 2 Checkout screen presents different payment options including saved method, ability to add new Credit Card, or use of Apple Pay.
- 3 Confirm Purchase pop-up presents details as final barrier to payment, allowing cancellation or confirmation.
- 4 Reservation Confirmation message is displayed to ensure user knows the reservation is set and their steps were recorded.

Feature 2 - Booking from Maps (1/2)

Scenario - Before booking a tennis court, you want to check how to get there.

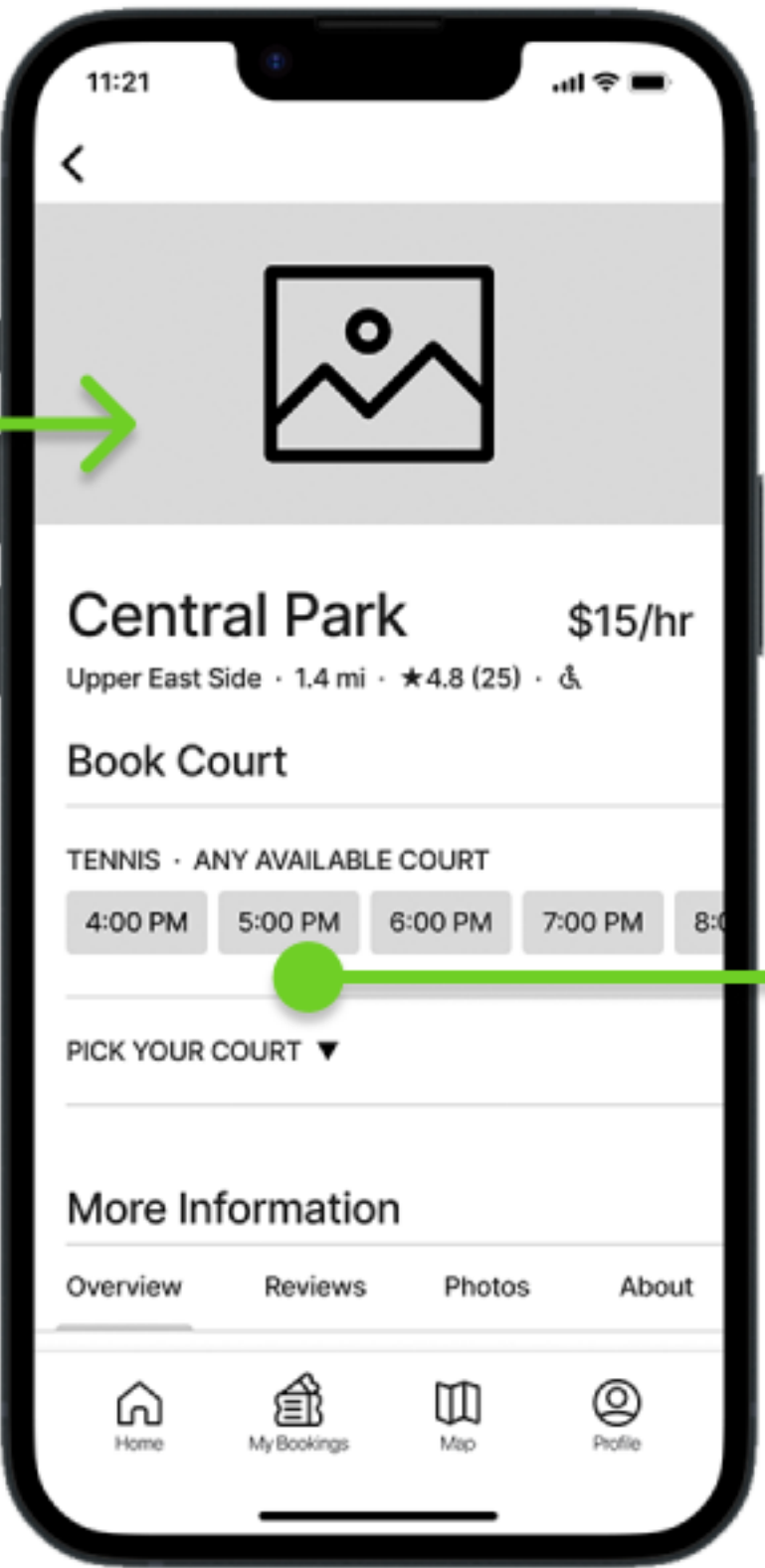
Task - **Go see how to get to Central Park Tennis Center and book a court for 5:00pm, with your saved card.**



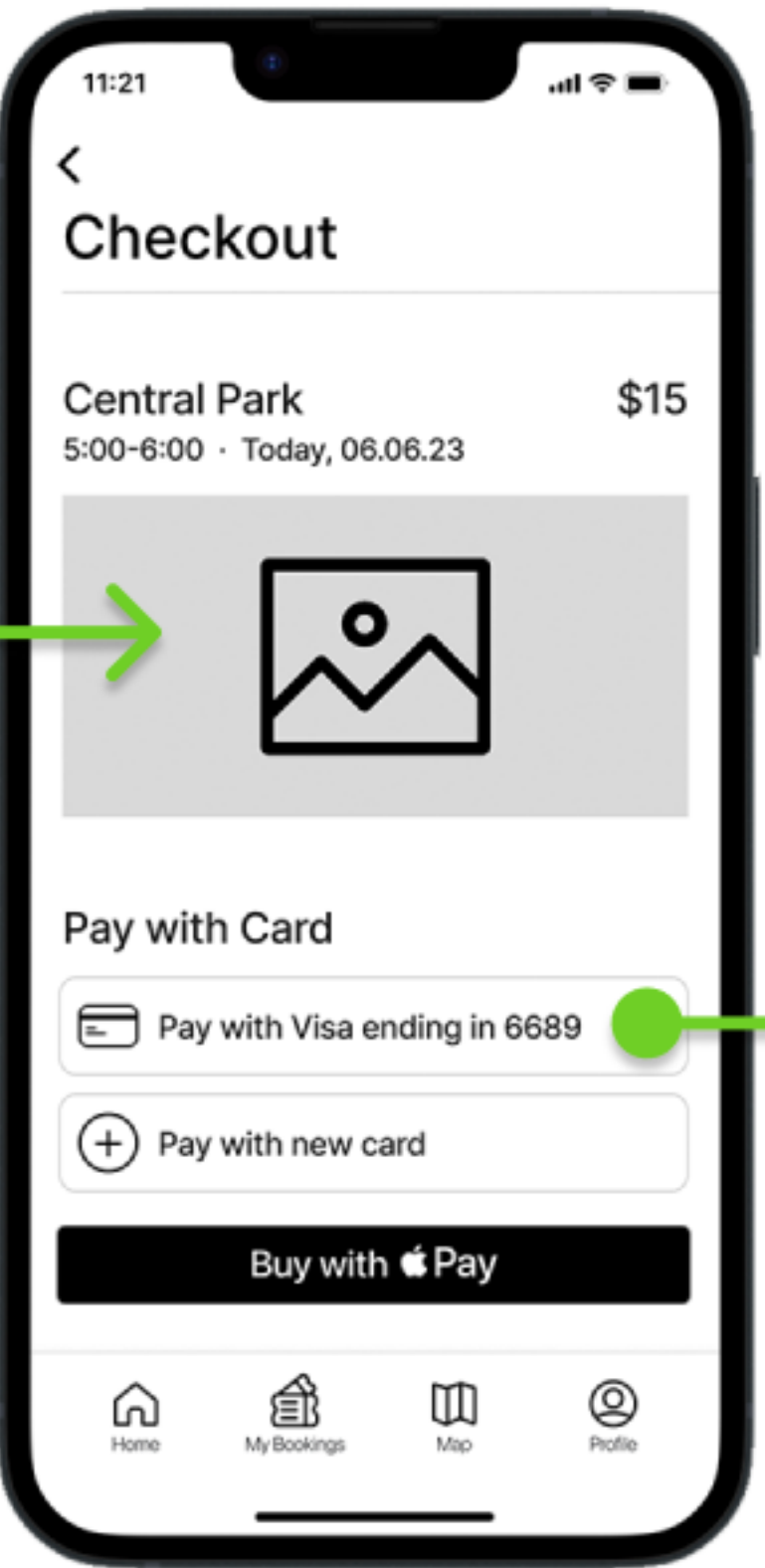
1. User clicks “Map” from Tab Bar and is brought to Maps home page.



2. User moves around map to find Central Park icon and clicks for more info. User selects “Book”.



3. User is brought to Central Park court info page, and selects 5:00pm slot.



4. User is brought to checkout page for corresponding time slot and park.

Annotations

- 1 Maps home screen geolocates to current phone position or default address set in Profile. Nearby courts of Tennis or Pickleball are presented.
- 2 Courts are displayed with location indicators and sport specific iconography within. Clicking on an icon will bring pop-up with more information and a picture.
- 3 Court information page is presented with all details about court, time slots, and ability to pick a court or get more info.
- 4 Checkout screen presents different payment options including saved method, ability to add new Credit Card, or use of Apple Pay.

Feature 2 - Booking from Maps (2/2)

Scenario - Before booking a tennis court, you want to check how to get there.

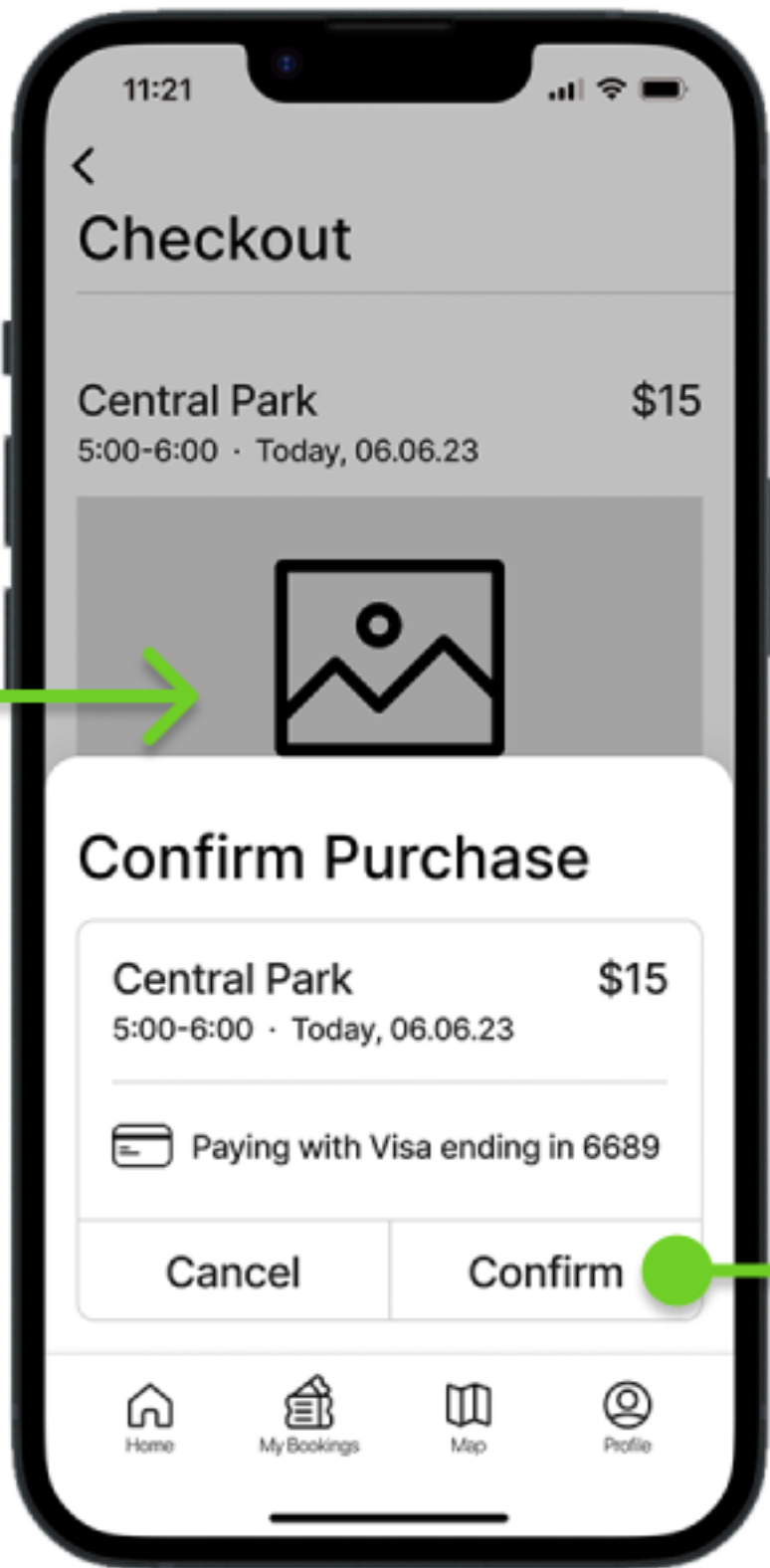
Task - **Go see how to get to Central Park Tennis Center and book a court for 5:00pm, with your saved card.**

Annotations

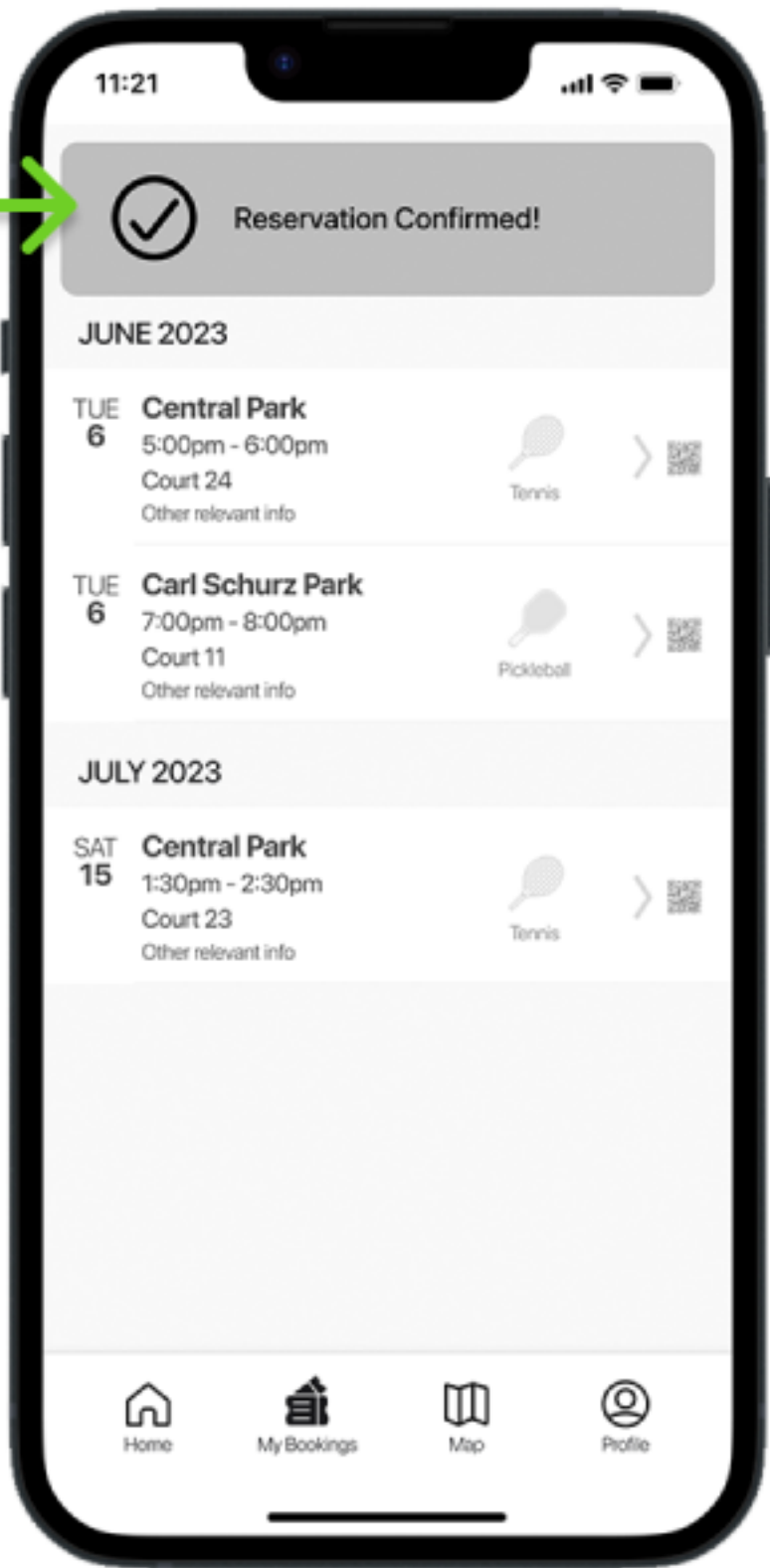
- 5

Confirm Purchase pop-up presents details as final barrier to payment, allowing cancellation or confirmation.
- 6

Reservation Confirmation message is displayed to ensure user knows the reservation is set and their steps were recorded.



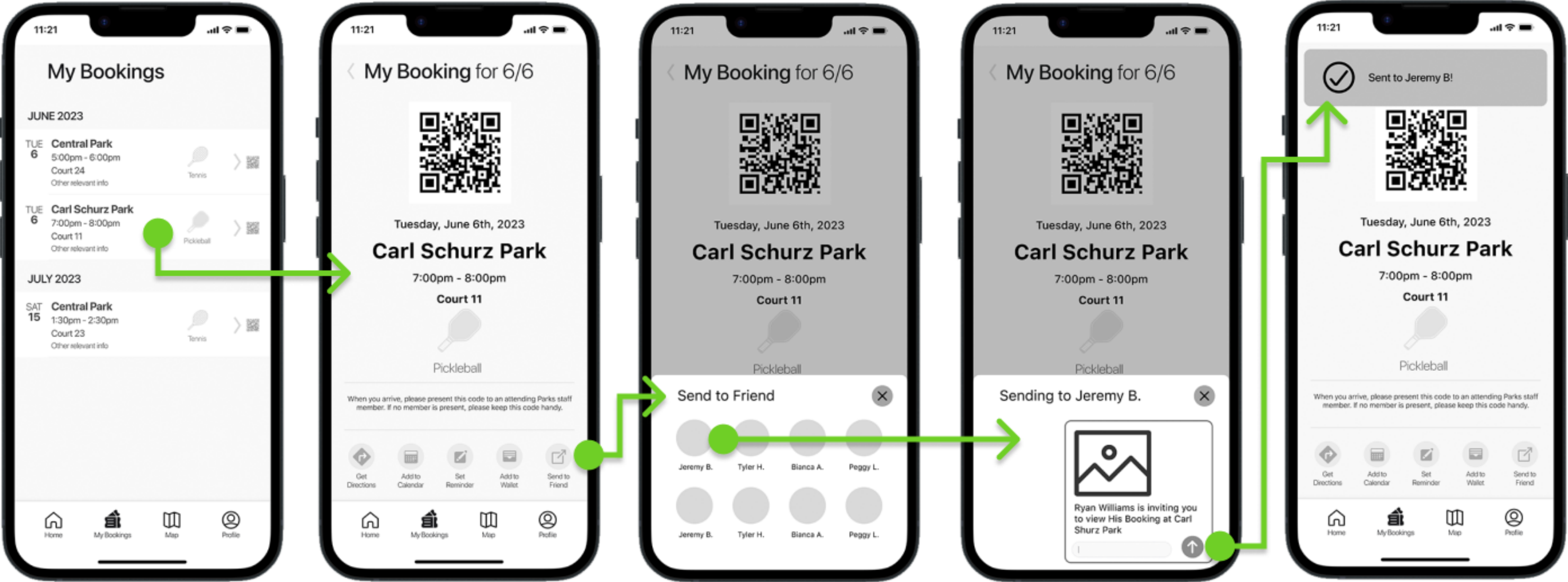
5. User selects the option to pay with existing credit card. User is presented with “Confirm Purchase” pop-up window.



6. User Confirms payment and is greeted with a confirmation message and returned to general “My Bookings” screen.

Feature 3 - Sharing Reservation

Scenario - You've booked a court, and want your pal to have access to it.
Task - Go find your reservation for Carl Schurz park and share it with Jeremy.



1. User clicks “My Bookings” from Tab Bar and is brought to Bookings home page.

2. User selects “Send to Friend” from options slider on bottom of page.

3. User selects Jeremy B. from list of potential friends or contacts.

4. User views pre-generated message and confirms by clicking send icon.

5. Confirmation appears as drop down overlay to ensure user knows message was sent.

Annotations

- 1 My Bookings home screen presents options for all bookings a user has made for any date, court, time, etc. Information is also presented to which sport.
- 2 Booking specific screen features confirmation details along with QR code. Code will be used upon arrival if needed for confirmation. Share and other options are presented at the bottom.
- 3 Upon selecting an option, in this case “Send to Friend” a pop-up window is presented. This window features option specific info, like friends and contacts.
- 4 Upon selecting a contact, a pre-generated message appears and is able to be sent. Message can also be altered to users preference.
- 5 After sending message, user is returned to specific booking screen and presented with confirmation. From here, they can select other options if they want.

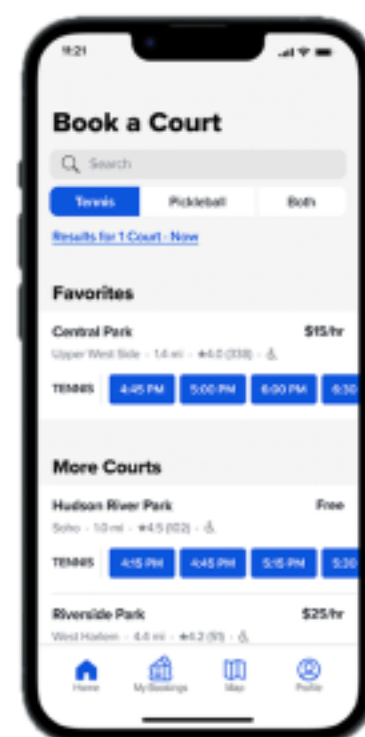
Hi-Fidelity

User Flows and App Map

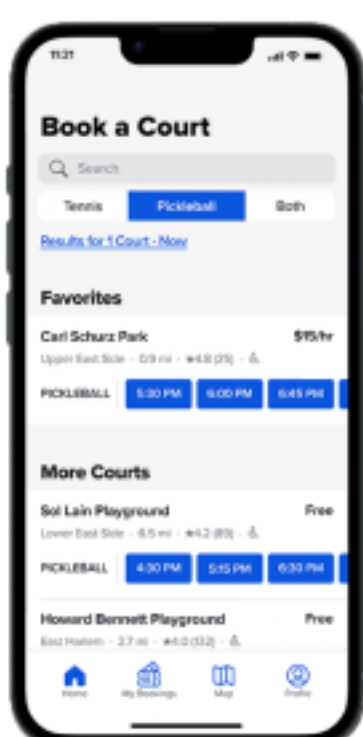


Hi-Fi App Map Rd. 1

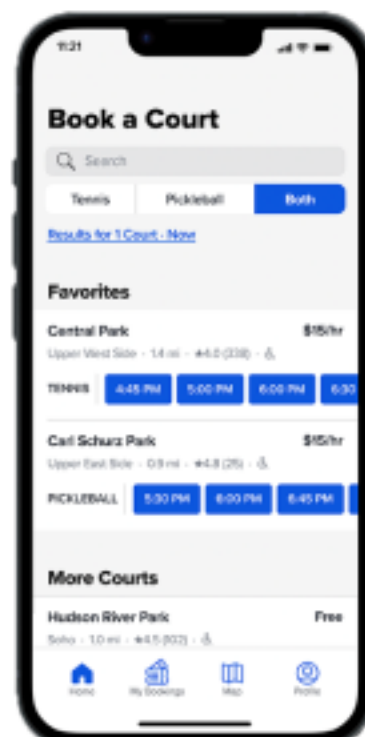
Quick Book



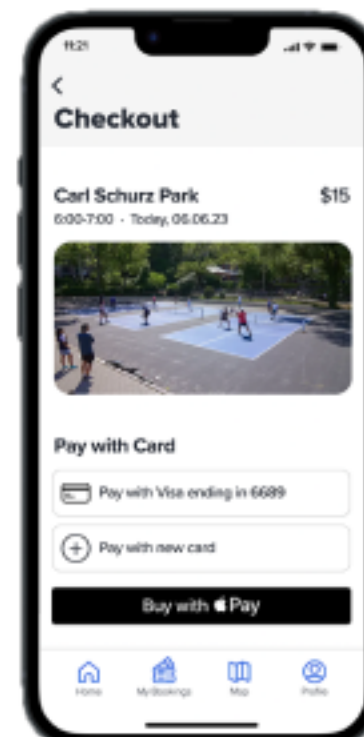
Home Page
filtered to Tennis



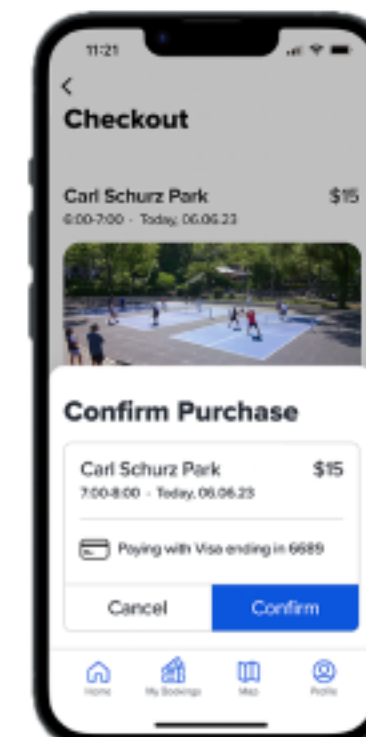
Home Page
filtered to Pickleball



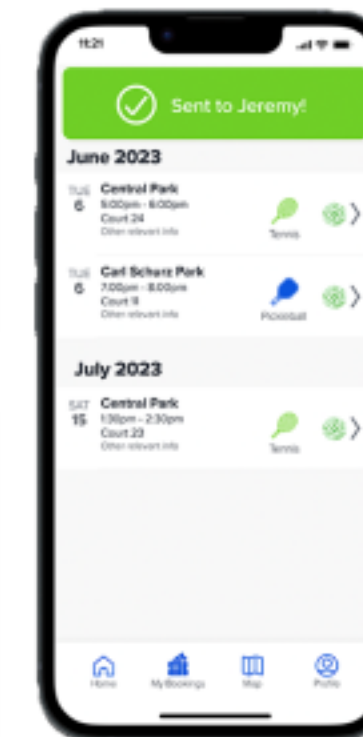
Home Page
filtered to Both



Payment Options



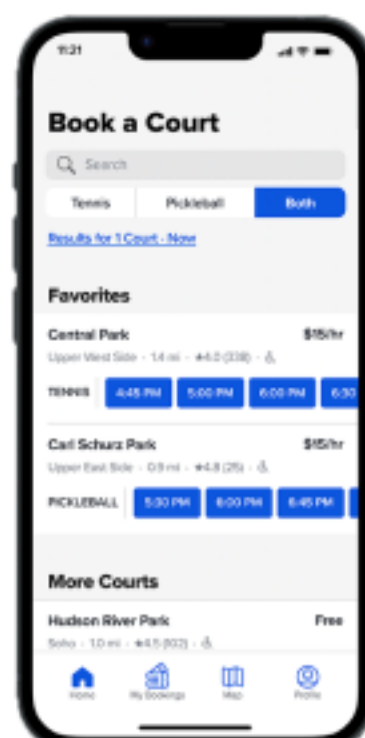
Payment Pop-Up



Reservation
Confirmation



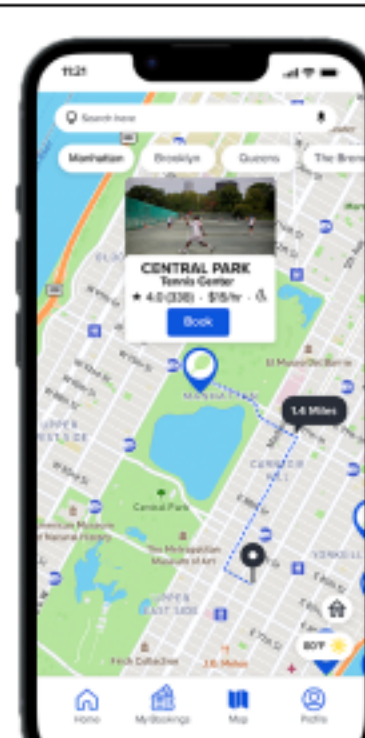
Welcome



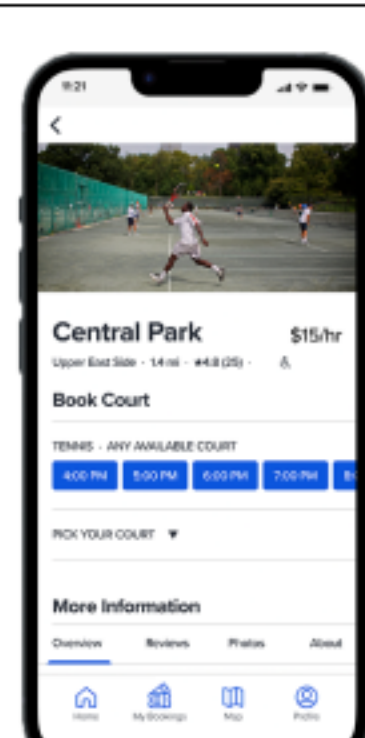
Home Screen



Maps Home



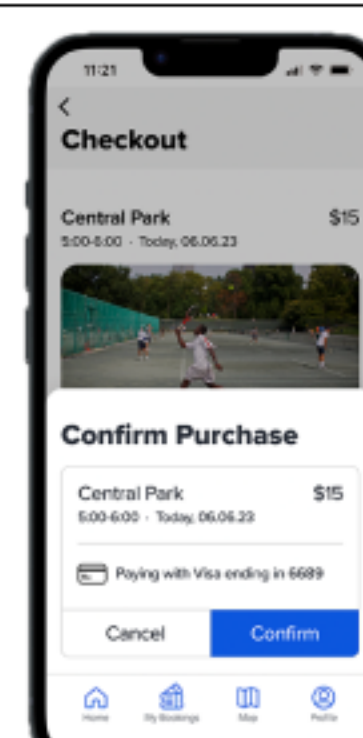
Park on Map



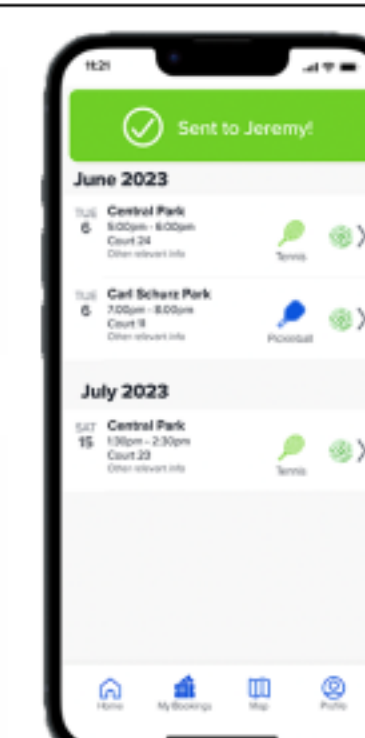
Court Detail Page



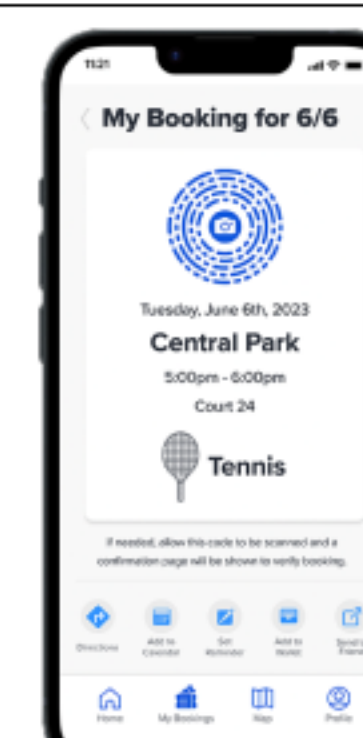
Checkout Screen



Confirm Purchase

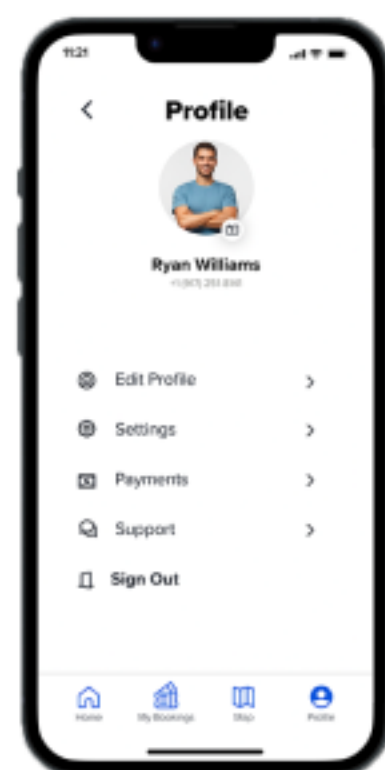


Reservation
Confirmed

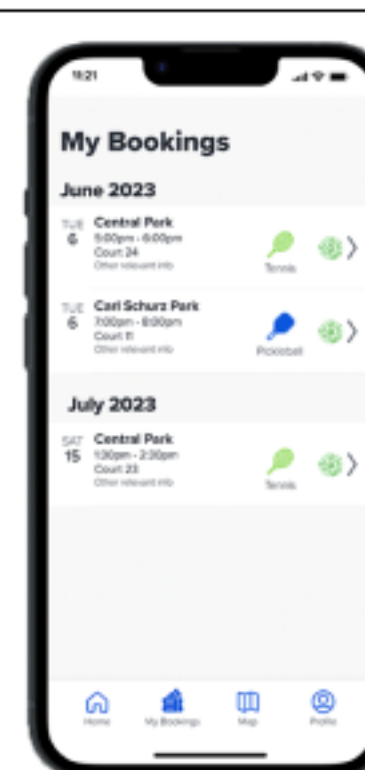


Reservation Page

Book from Maps



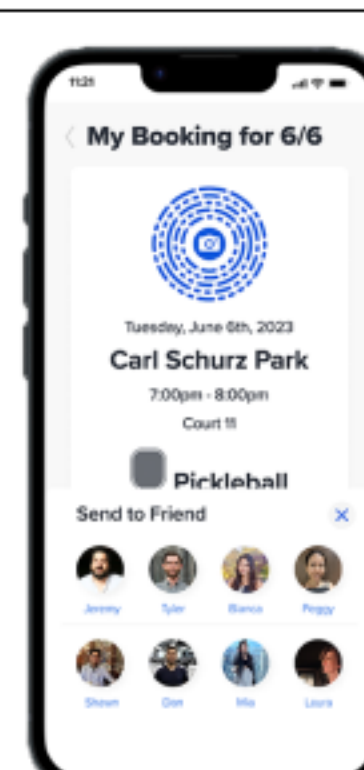
Profile Screen



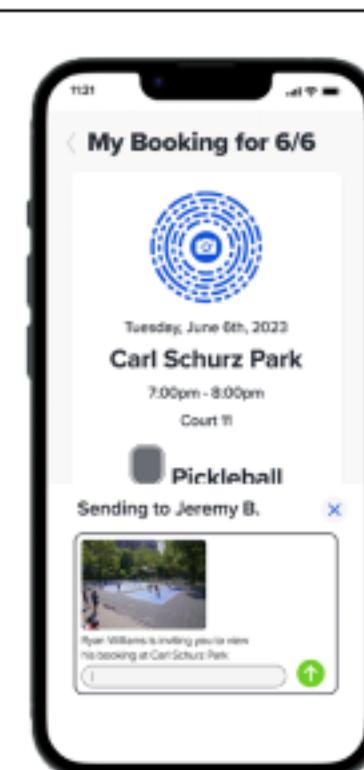
Booking Home



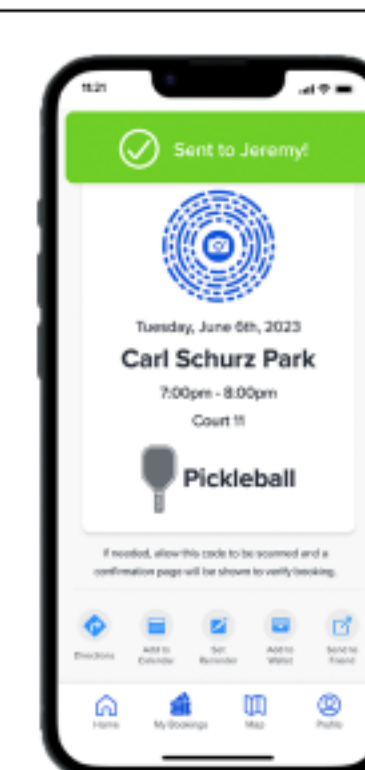
Booking Detail



Share Friends



Share Message

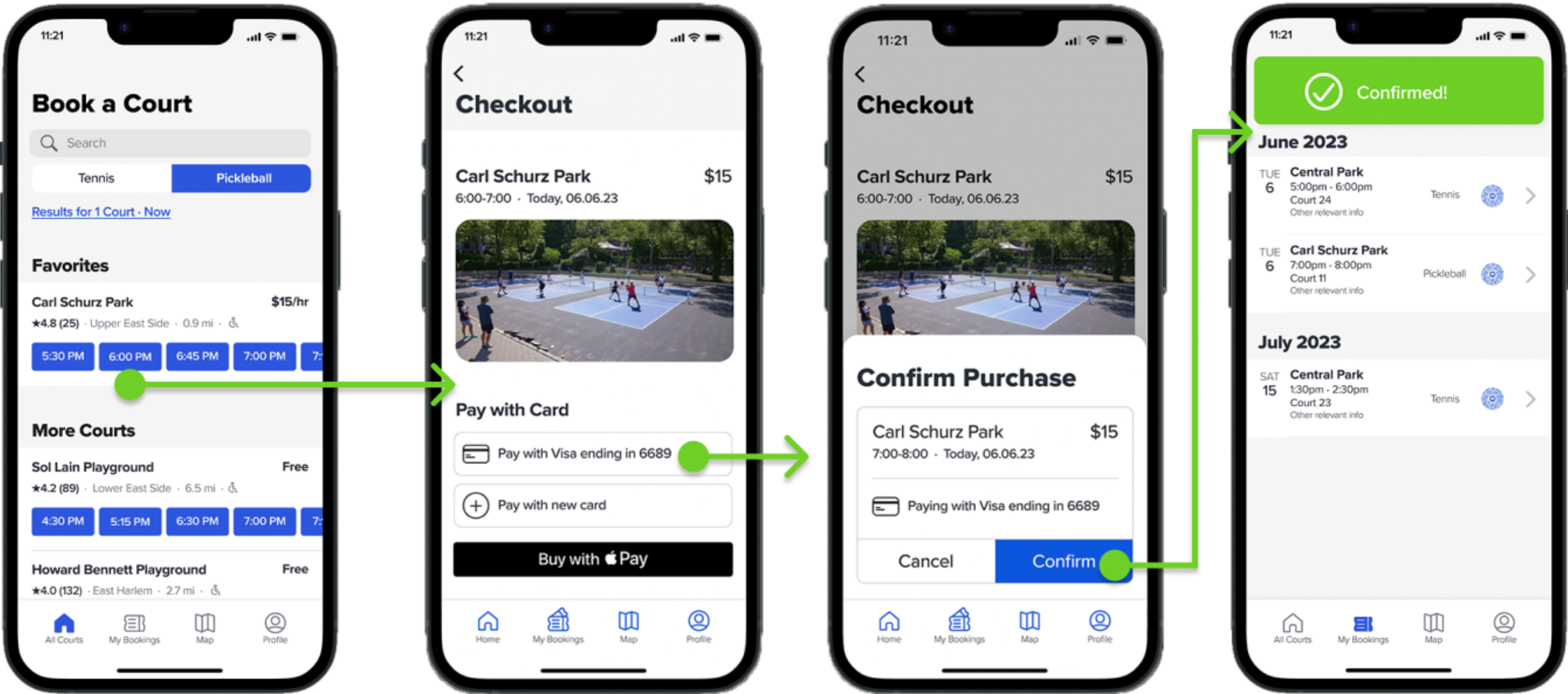


Shared Confirmation

Share Booking

Feature 1 - Quick Booking

Scenario - You decide to play pickleball with your friend after work.
Task - Book the highest rated pickleball court for 6:00pm, using your saved card



1.

User views quick options for favorite and more courts. User scans through ratings listed with court and selects highest option.
2.

User is brought immediately to checkout page for corresponding time slot and park.
3.

User selects the option to pay with existing credit card. User is presented with "Confirm Purchase" pop-up window.
4.

User Confirms payment and is greeted with a confirmation message and returned to general "My Bookings" screen.

Annotations

- 1

When the user selects a time directly from the home page, they are brought immediately to a checkout screen. This bypasses the court detail page. Assumption is user knows exactly what they want to do.
- 2

The checkout screen is presented and begins with payment options, including pre-set methods, add a new card, or Apple Pay.
- 3

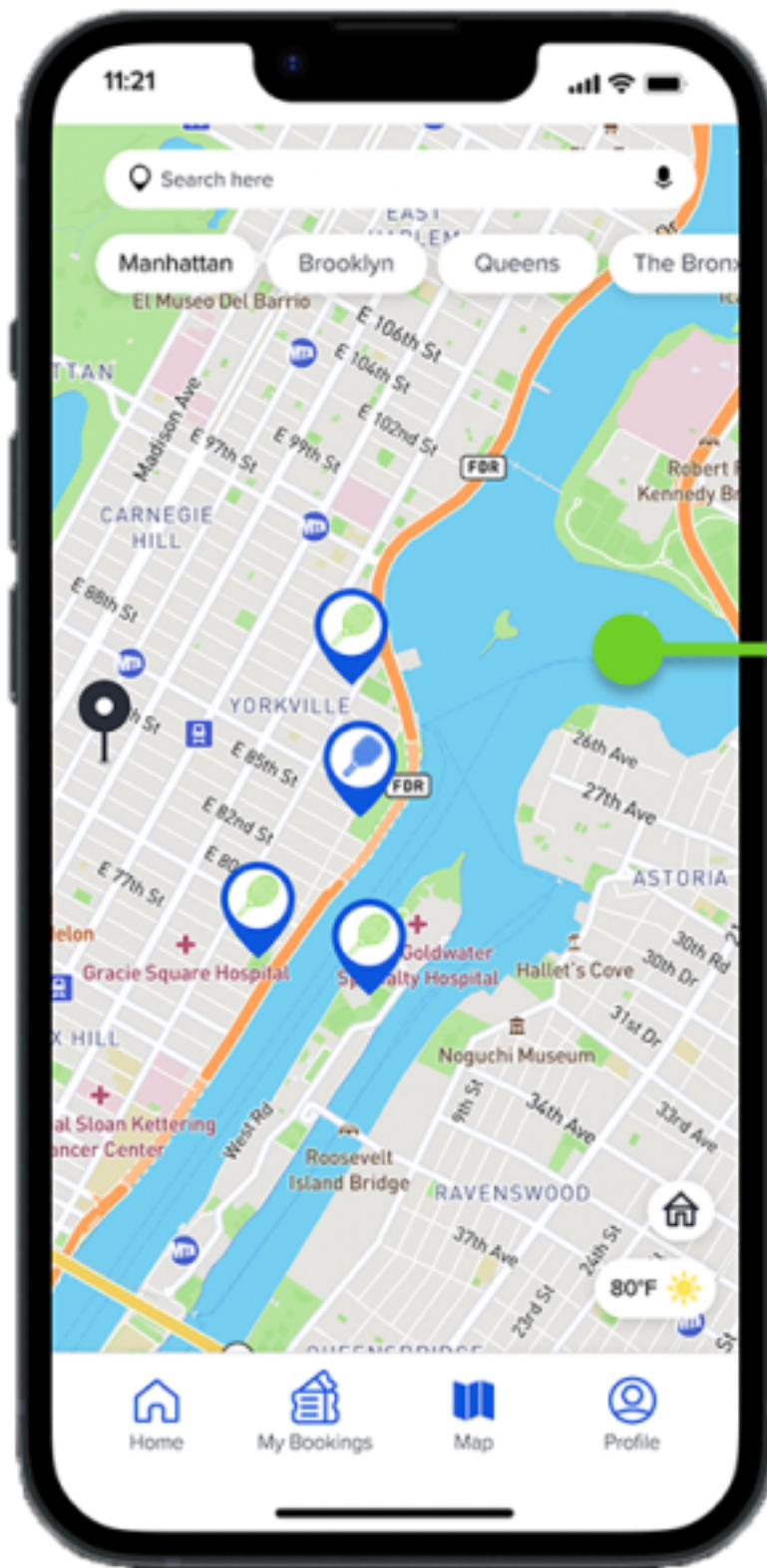
When user clicks "Pay with Visa", the modal changes to a confirm purchase window to complete payment.
- 4

Upon clicking confirm, the user is brought directly to the My Bookings screen to view their new reservation.

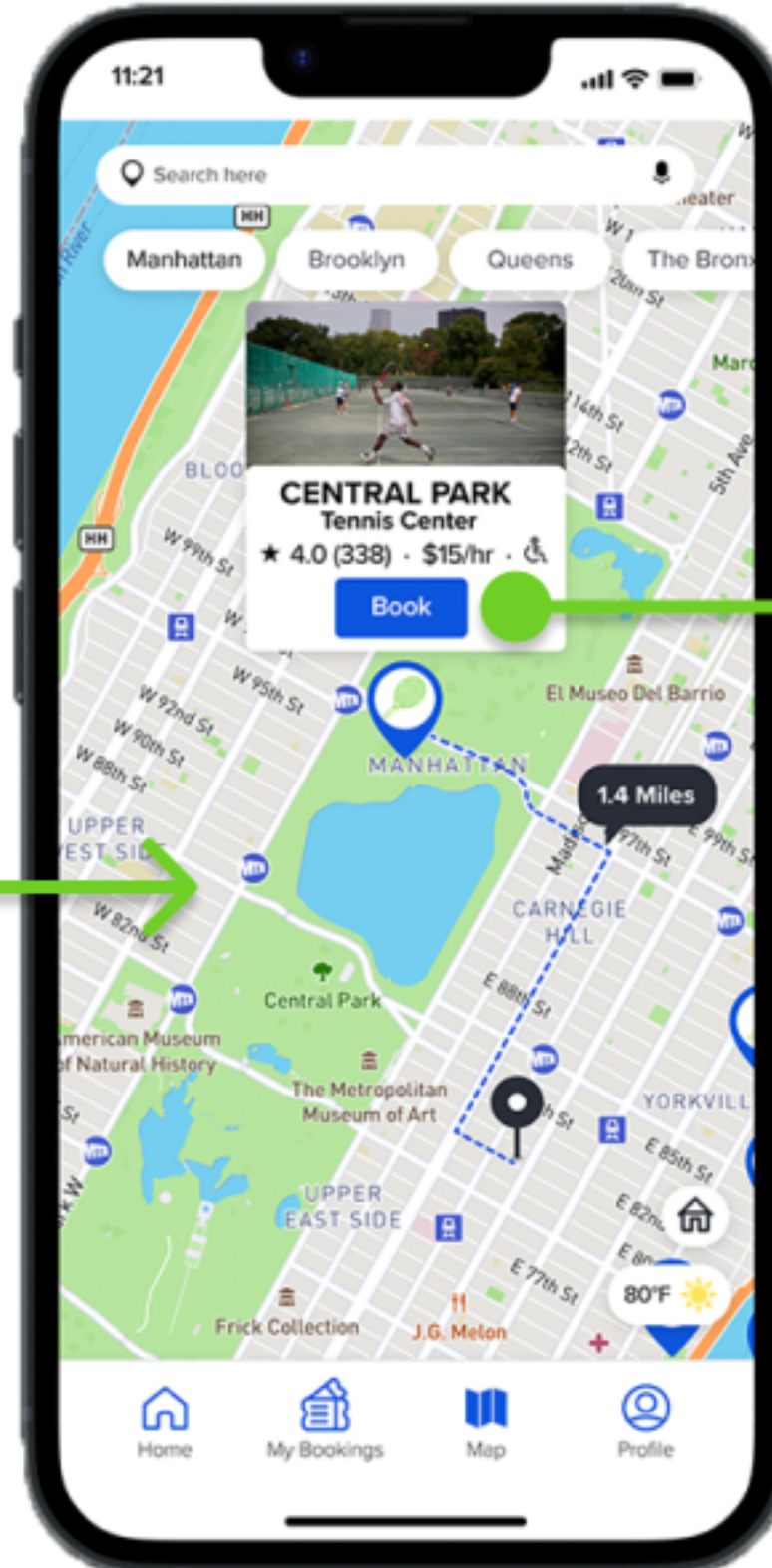
Feature 2 - Booking from Maps (1/2)

Scenario - Before booking a tennis court, you want to check how to get there.

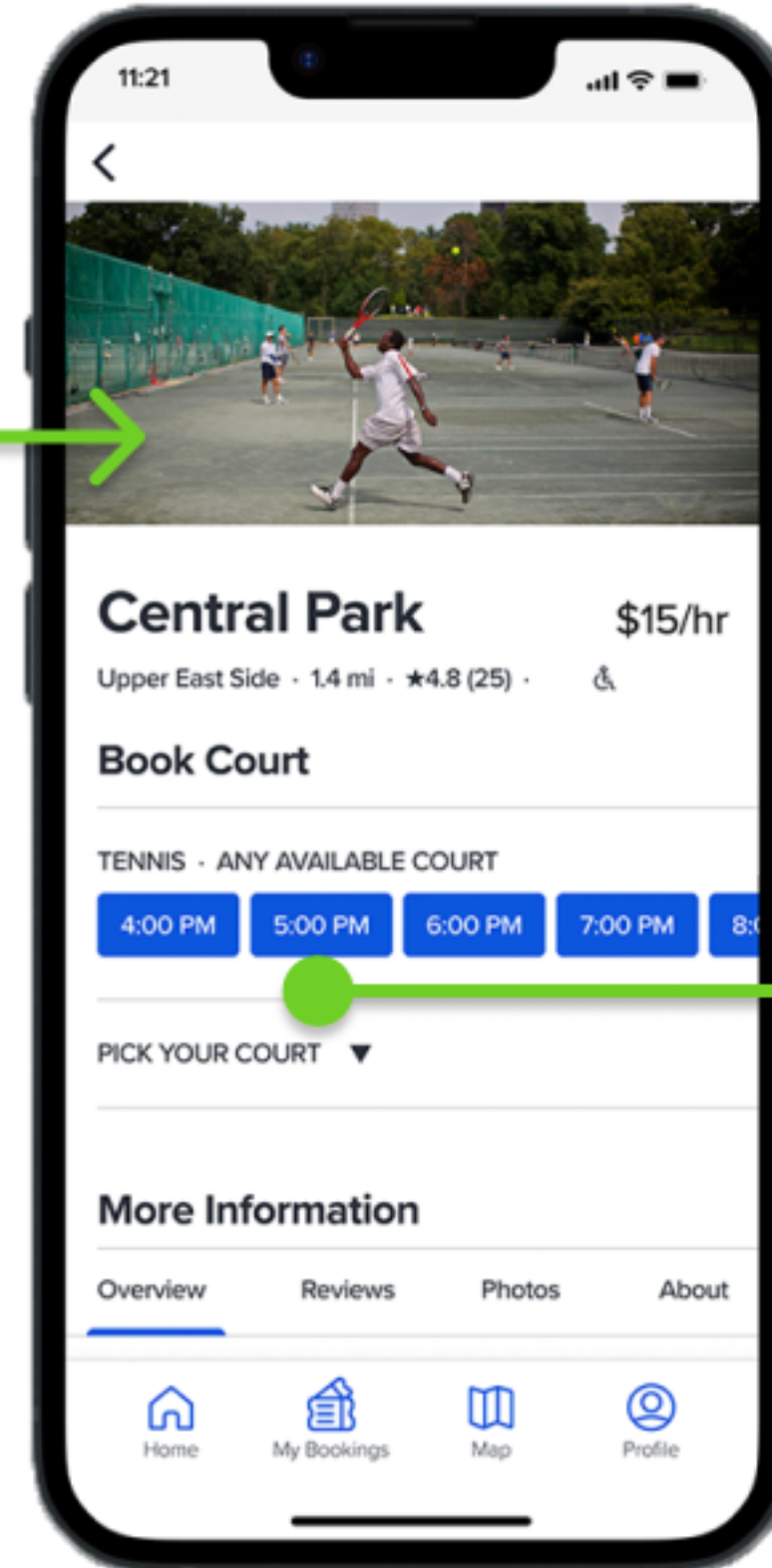
Task - **Go see how to get to Central Park Tennis Center and book a court for 5:00pm, with your saved card.**



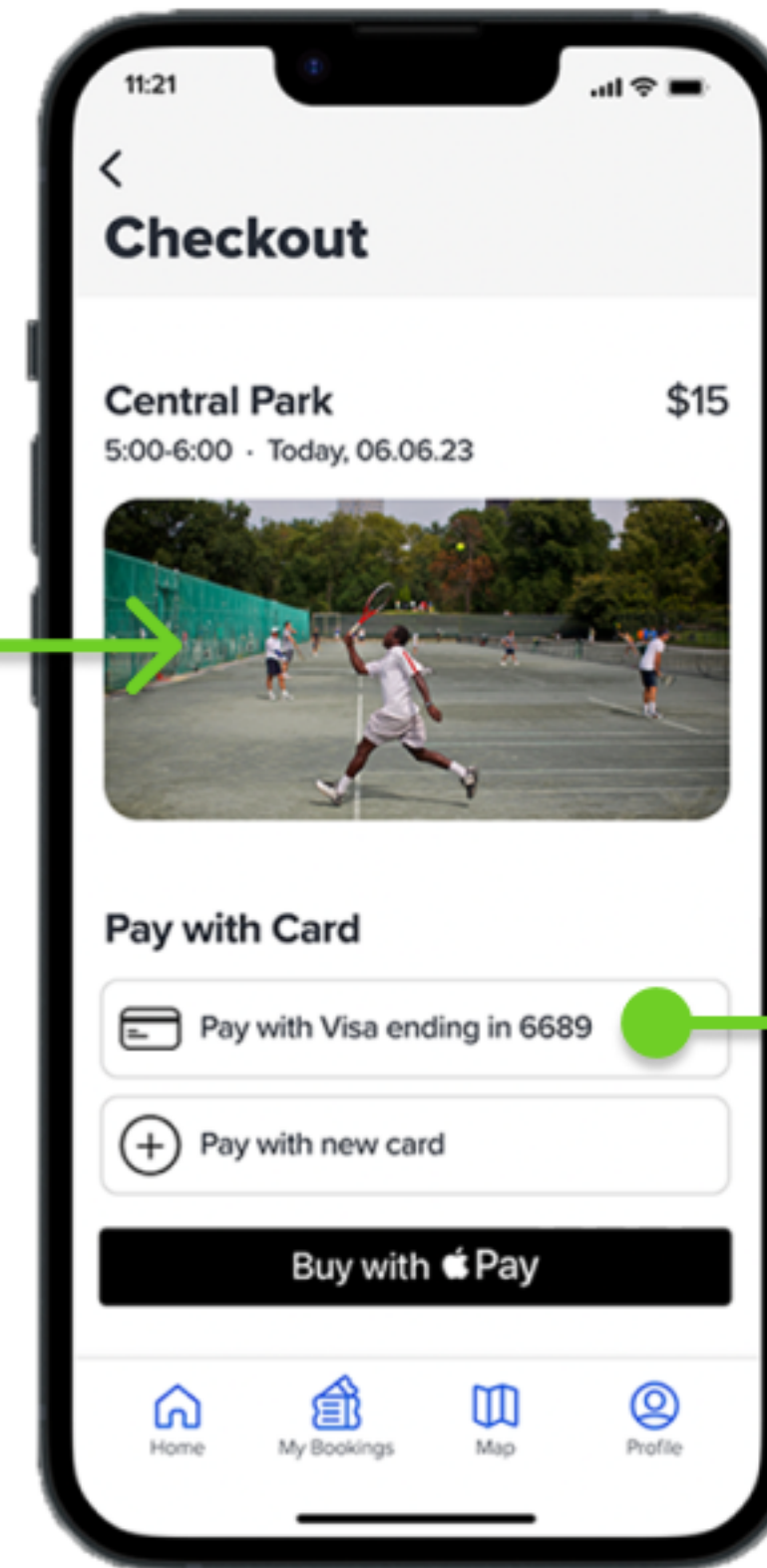
1. User clicks "Map" from Tab Bar and is brought to Maps home page.



2. User moves around map to find Central Park icon and clicks for more info. User selects "Book".



3. User is brought to Central Park court info page, and selects 5:00pm slot.



4. User is brought to checkout page for corresponding time slot and park.

Annotations

- 1 User is presented with a full screen map upon clicking the Maps icon from the Tab Bar. Screen loads to a preset destination if not geolocating users location.
- 2 User moves around map freely, selecting icons that correspond with court locations. Upon clicking icon, a modal is presented with court info.
- 3 Upon clicking court modal, user is brought to court detail page where they can book or find out more info.
- 4 User selects a time slot from the court detail screen and is brought directly to the checkout screen for that time slot.

Feature 2 - Booking from Maps (2/2)

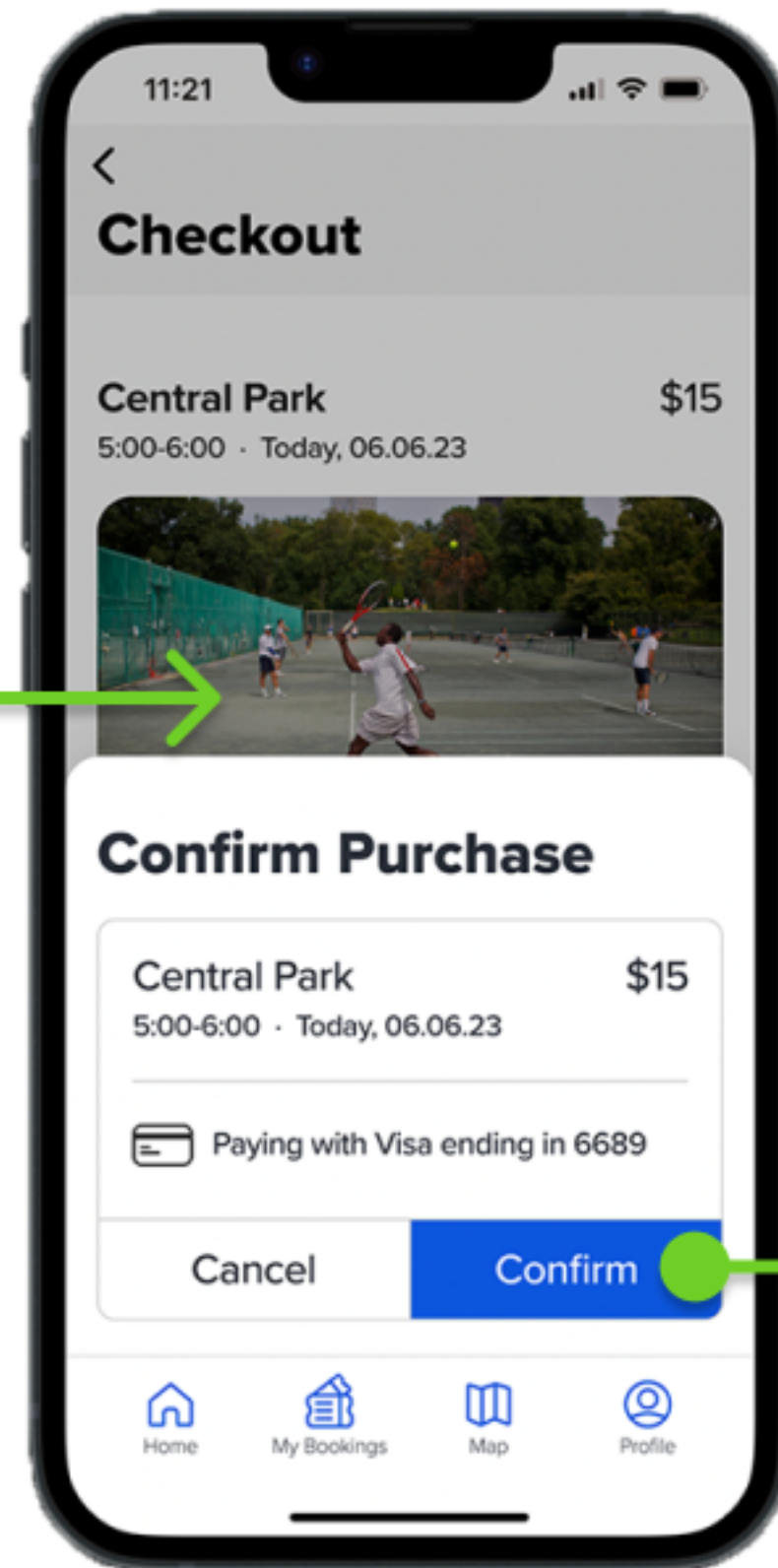
Scenario - Before booking a tennis court, you want to check how to get there.

Task - **Go see how to get to Central Park Tennis Center and book a court for 5:00pm, with your saved card.**

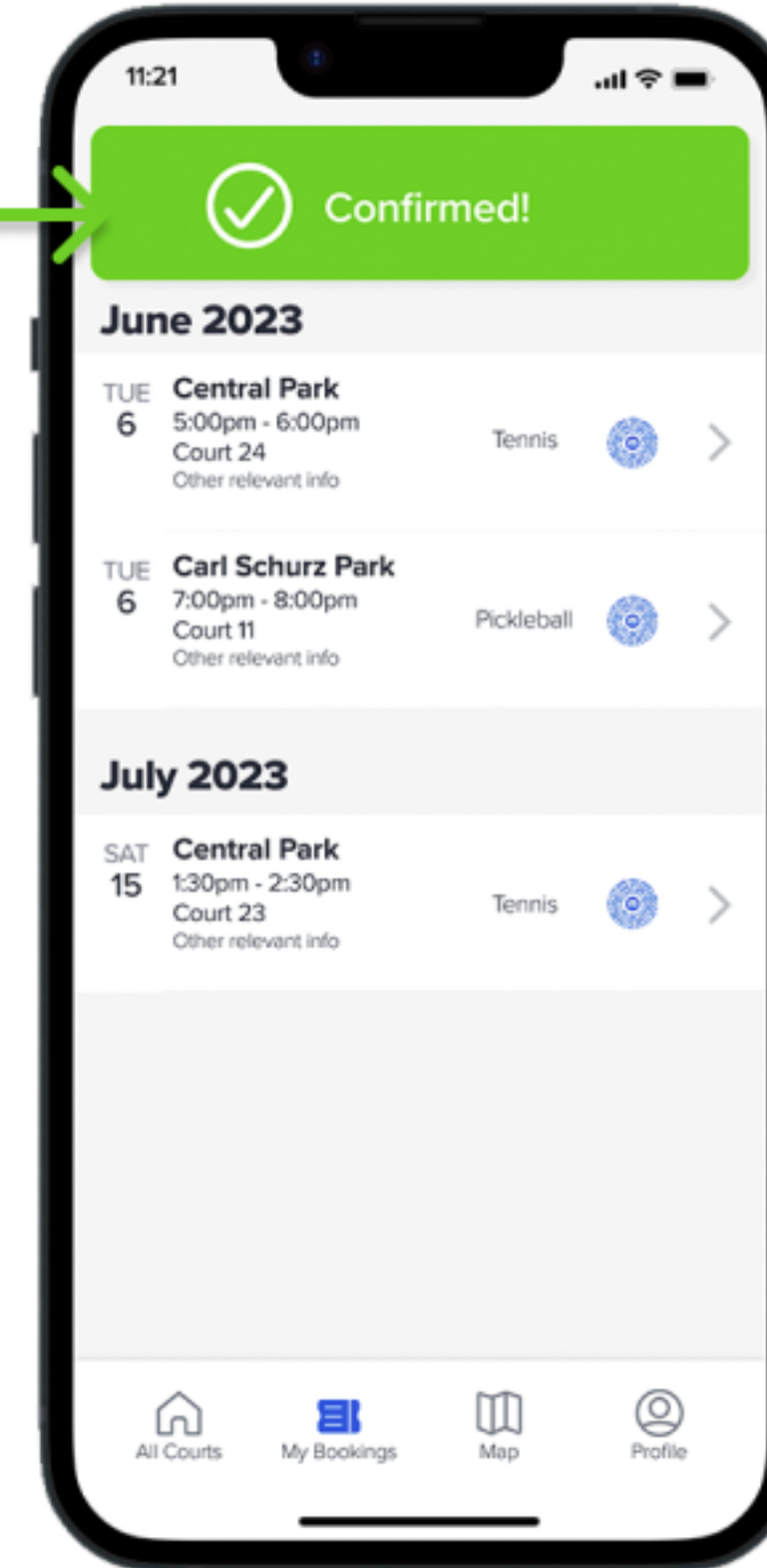
Annotations

5 When user clicks "Pay with Visa", the modal changes to a confirm purchase window to complete payment.

6 Upon clicking confirm, the user is brought directly to the My Bookings screen to view their new reservation.



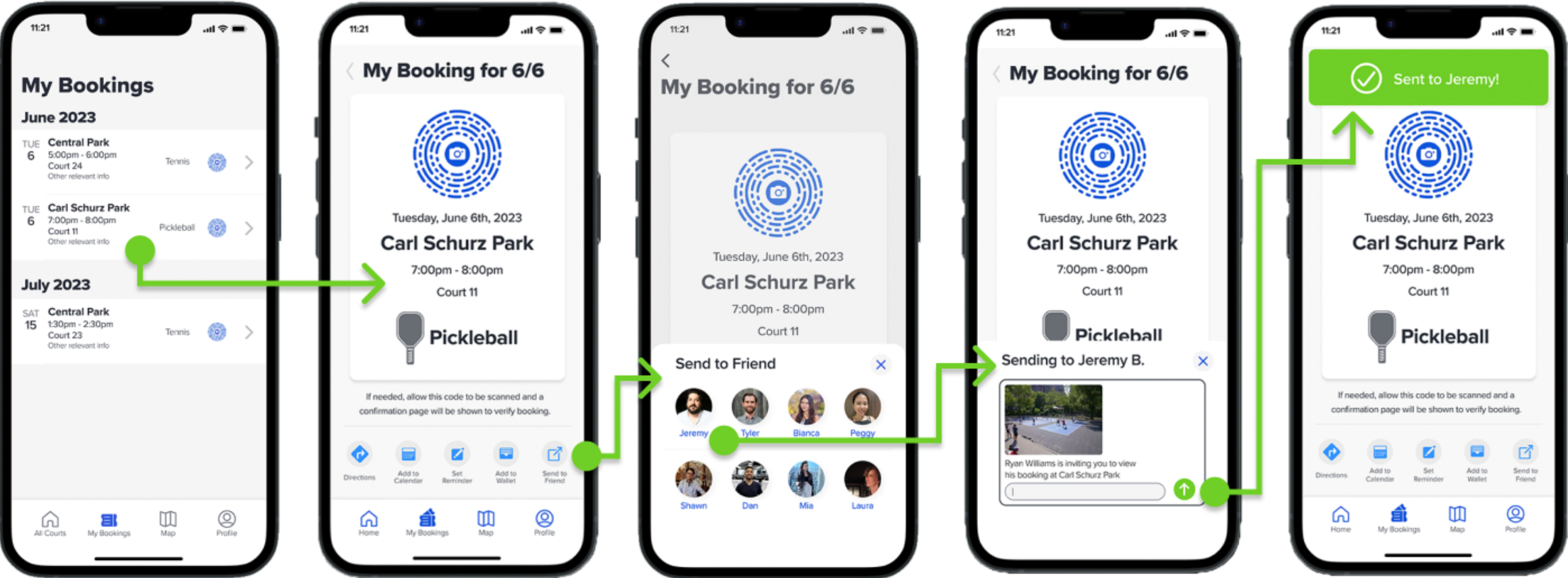
5. User selects the option to pay with existing credit card. User is presented with "Confirm Purchase" pop-up window.



6. User Confirms payment and is greeted with a confirmation message and returned to general "My Bookings" screen.

Feature 3 - Sharing Reservation

Scenario - You've booked a court, and want your pal to have access to it.
Task - Go find your reservation for Carl Schurz park and share it with Jeremy.



1. User clicks “My Bookings” from Tab Bar and is brought to Bookings home page.

2. User selects “Send to Friend” from options slider on bottom of page.

3. User selects Jeremy B. from list of potential friends or contacts.

4. User views pre-generated message and confirms by clicking send icon.

5. Confirmation appears as drop down overlay to ensure user knows message was sent.

Annotations

- 1 User enters My Bookings page by selecting corresponding icon from the tab bar. They are brought directly to the booking for reservation.
- 2 User views options at bottom, above tab bar. User selects Send to Friend and a pop-up modal presents from the bottom, moving the tab bar off screen and dimming background.
- 3 User selects friend they wish to send to, and modal is swapped out with instance of pre-generated message to be sent.
- 4 User selects arrow to send message and modal disappears. System returns user to booking screen and removes background dimming.
- 5 User is presented with confirmation message appearing from top of screen, and tab bar is returned to the bottom location.

Prototype—Figma

<https://www.figma.com/proto/pEYNEDauEPfQinIdFE3RTc/Project-4-%7C-Court-Reservation-App?page-id=175%3A2462&type=design&node-id=270-3500&viewport=302%2C176%2C0.08&scaling=scale-down&starting-point-node-id=270%3A3500>

Style Guide

Visual Identity and UI Components

Visual Identity

Typeface

Proxima Nova

Title 1 - 44

Title 2 - 32

Title 3 - 24

Large - 19

Regular - 17

Small - 14

Micro - 11

Color Palette

-  Base Text Blue
#282D37
-  Court Blue
#0C56DD
-  Splash Yellow
#FFE55E
-  Frame BG Grey
#F9F9F9
-  System White
#FFFFFF
-  Success Green
#6FCF26

Use Cases

- Used for Primary Text on Light BG
- Used for accents of color
- Used for accents of color
- Used as background on all frames/screens
- Used for Bars/UI Elements/Cards
- Used for messages of good/success

Logo Variants

Use Cases



Contrast Ratio
13.8:1

If used within app



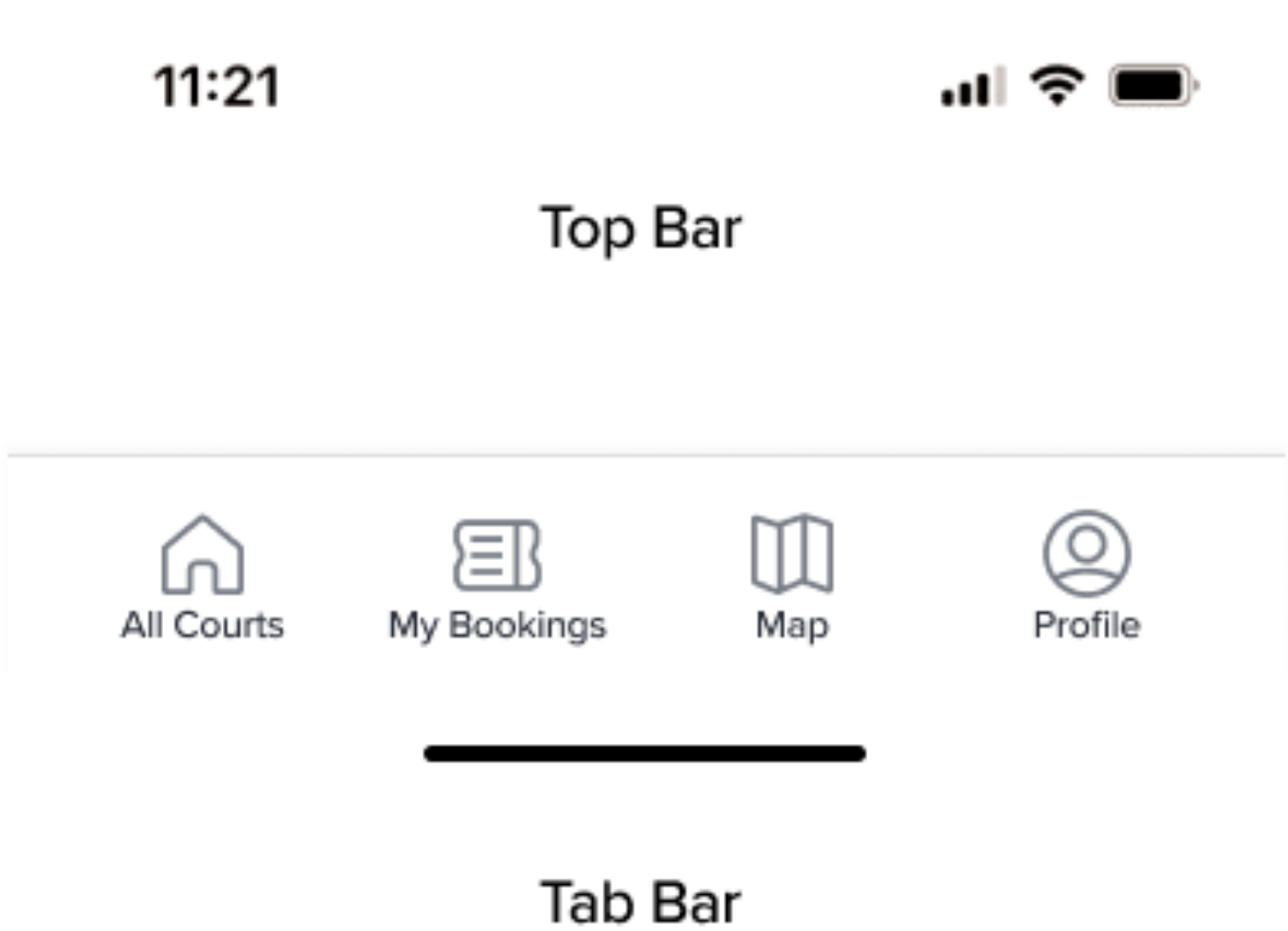
Contrast Ratio
4.9:1

For app loading screen, iOS icon

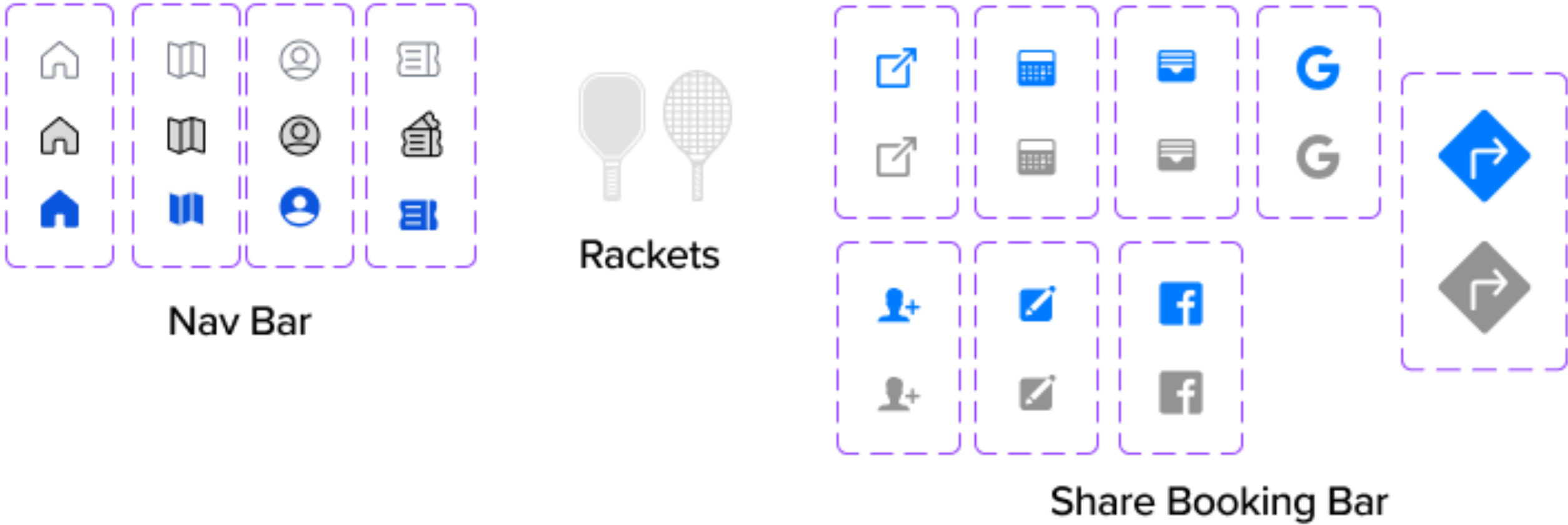
*WCAG AA requires ratio of 4.5:1 or above

UI Library

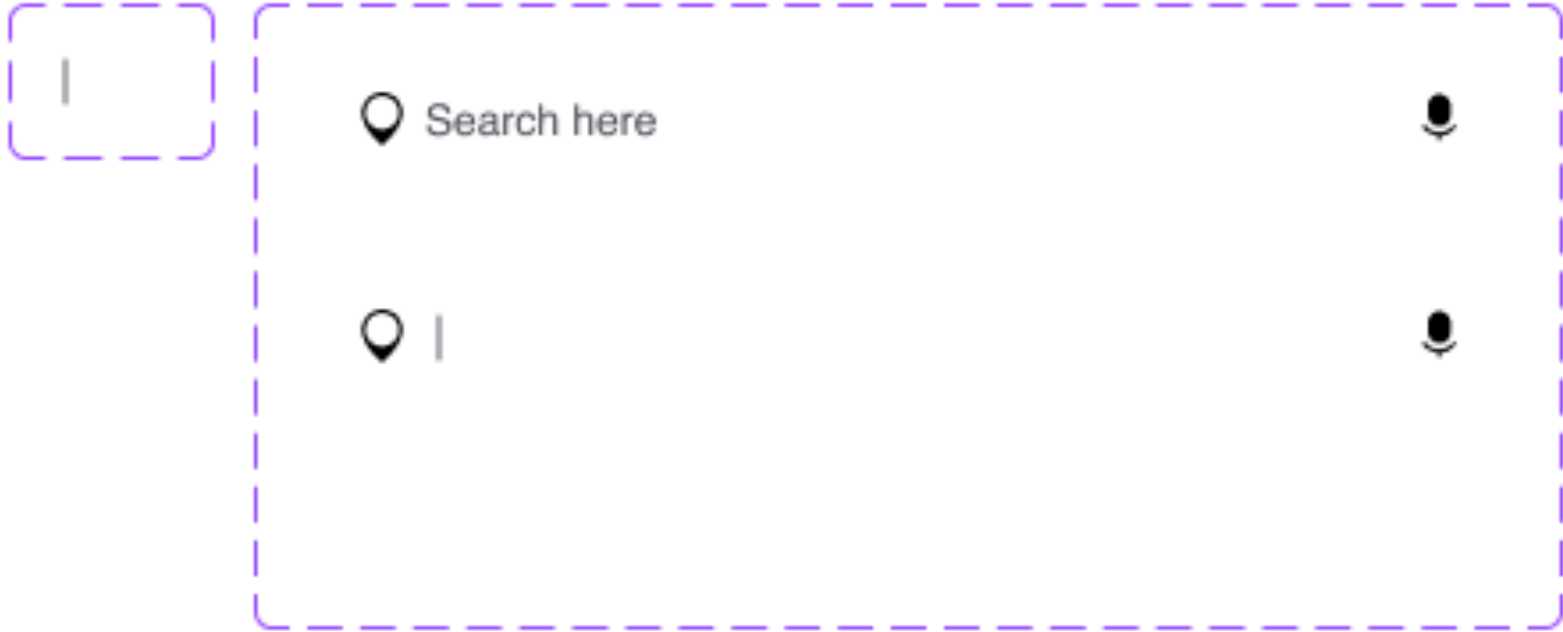
UI Bars



Icons and Variants



Map Elements



Cards and Components



Zeplin

[https://scene.zeplin.io/project/
64824d62b0c4fe3c80cdbb31](https://scene.zeplin.io/project/64824d62b0c4fe3c80cdbb31)