

A streaming app for college sports

**CAMPUS
STREAM**

CAMPUSSTREAM is a specialized video streaming platform dedicated to providing live coverage and on-demand access to college sports events for various teams and universities.



○ Overview

The Challenge

Designing a digital interface which would allow multiple type of viewers to stream College Sports, find the content they need, and/or manage an online channel.

The Client

CampusStream is a new digital platform for College Sports fans.

Our Role

Our UX team was asked to conduct qualitative research and create personas in order to develop a concept and a working prototype for the streaming app.

Project Date

February to March 2024.

Background

CampusStream partnered with Noble Desktop in order to create the ultimate destination for college sports entertainment.

CampusStream's goal was to deliver a seamless and immersive viewing experience for live games, highlights, and exclusive content. With that, CampusStream hopes to garner a sense of community and pride among students, alumni, and supporters.

The Noble Desktop team has conducted user-research and have come to a complete understanding of what to do in order to fulfill all of CampusStream's goals within a college sports streaming mobile app.



Competitors Research



ESPN

Multimedia sports entertainment platform serves sports-obsessed consumers.

STRENGTHS

- Access to some live sports content (especially college sports)
- Many original sports related shows and documentaries.
- Has expanded into other sports related territory (e.g. sports betting)

WEAKNESSESS

- Mobile app has many issues: buffering, video quality, too many ads, etc.
- Many users are frustrated by the quality of ESPN's application.

DIFFERENTIATORS

- Offers live streaming viewing platform solely dedicated to sports enthusiast



COLLEGESPORTSLIVE

A sports streaming website targeted towards fans and participants of college sports teams, high school, pro and amateur sporting events.

STRENGTHS

- Easy and free way to watch college sports.
- Has a simple layout which makes it easier to navigate.
- The scheduling is very clear.

WEAKNESSESS

- Doesn't have many features besides live video and scheduling.
- There's no way to chat or comment on the video.

DIFFERENTIATORS

- Heavy focus on the schedule of college games
- They do not have many other features besides the live stream and schedule.



FOX SPORTS

Sports programming division of Fox Corporation that is responsible for sports broadcasts It has a streaming platform with that content as well.

STRENGTHS

- Great coverage of various sports
- It's possible to interact with others on the app
- Has local news

WEAKNESSESS

- Switches programs without warning
- Some problems with audio
- Only accessible for those who have a cable

DIFFERENTIATORS

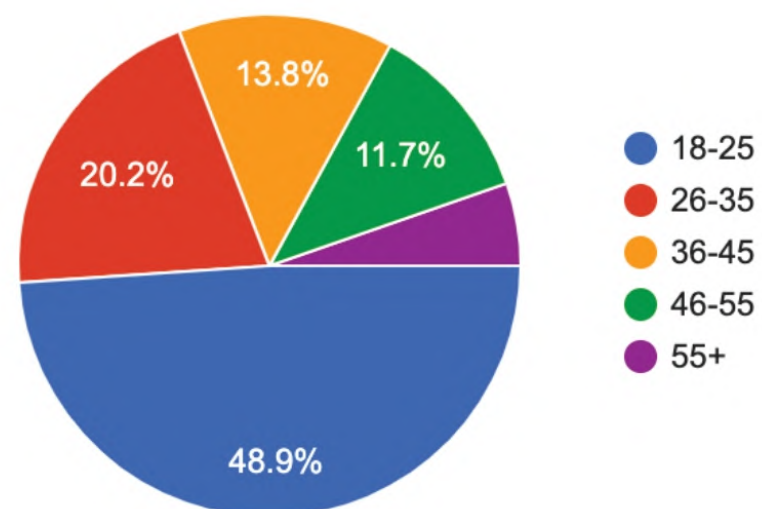
- Free streaming of some sports events
- Gives a 60 minute trial for those who doesn't have a cable TV subscription

User Surveys & Interviews

We tailored our user survey questions to cater general information about streaming services and specific information related to sports. After gathering the survey results, we contacted some of the participants who agreed to an interview, and collected more data about what could be important to include into our product.

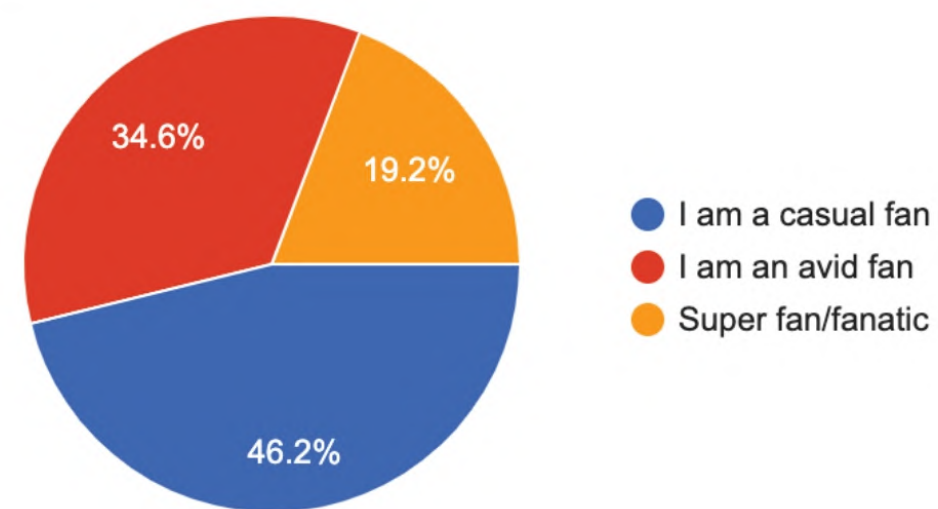
What are group do you identify with?

94 responses



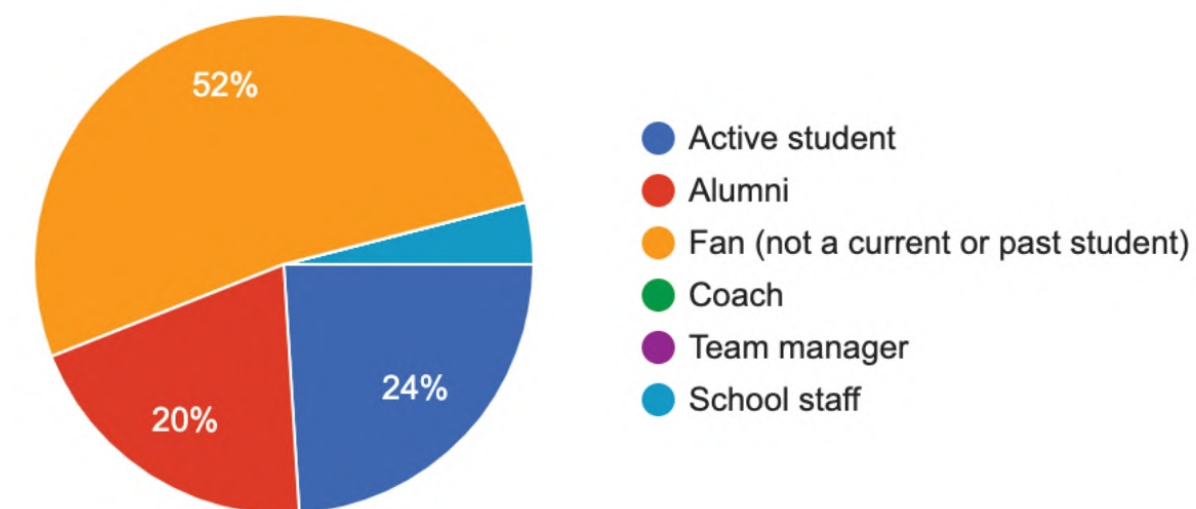
How big of a fan do you consider yourself to be?

52 responses



Please choose the following which you identify with:

25 responses



Survey Results Samples

Affinity Map



As a result of our surveys, we collected and organized our data. We were then able to identify patterns, relationships, and themes within the data, in order to gain insights into customer needs and behaviors.

We identified 5 main categories:

- General features
- Pain points
- Content type
- Viewer type
- Community/Engagement

This research allowed to determine a target audience and create our final personas.

Personas

When searching for personas, we wanted to find four different personalities with different problems that could all be solved on the one app.

Persona 1



Jacob

"I want the world to see us playing!"

- 20 years old
- College Athlete
- Santa Barbara, California
- Sports super fan
- Single

Bio

Jacob is a basketball player at his university where he plays 4-5 times a week. He loves sports and wants to see all the recordings of the games of his team in one place. Jacob is also interested in watching other teams in other colleges to see how his team could improve. He is very social and enjoy hanging out with friends but thinks that it's important to keep contact with people watching even in virtual spaces.

Social

Athletic

Competitive

Persona 2



Katie

"I only became a tennis fan just recently."

- 32 years old
- Account manager
- Hoboken, New Jersey
- Casual sports fan
- In a relationship

Bio

Katie loves watching movies and shorts on her social media. However, she doesn't follow any sport channels and has never been a sport fan before. But since recently, she goes to watch and support her boyfriend when he has tennis tournaments. She would love to learn more about this sport.

Connected

Caring

Curious

Persona 3



Ryan

"I would like to stream our teams' games as smoothly and efficiently as possible"

- 48 years old
- Football team manager at X University
- Austin, Texas
- Sports super fan
- Divorced

Bio

Ryan is the football team manager for X University. He's responsible for overseeing and organizing all activities of the team. Constantly busy, Ryan needs to be able to manage other responsibilities after setting up streams. So, he needs updates and to be able to quickly resolve any technical issues.

Busy

Organized

Stressed

Persona 4



John

"I stream college sports to watch my 3 student athlete kids play."

- 55 years old
- Electrician
- Bachelors Degree
- Cincinnati, Ohio
- Married
- Three collegiate student-athlete kids
- Avid sports fan

Bio

John is a Lead Electrical Engineer for a major construction firm. He works six days a week, with long hours through out the city of Cincinnati. Outgoing and social. John enjoys singing praise of his three collegiate student-athletes. His three kids plays college sports for three different colleges in three different states. It is John's mission to not miss out on anything sport related. John enjoys keeping up with video and audio technologies. Which helps with his ability to watch live college sports on multiple devices.

Family Oriented

Outgoing

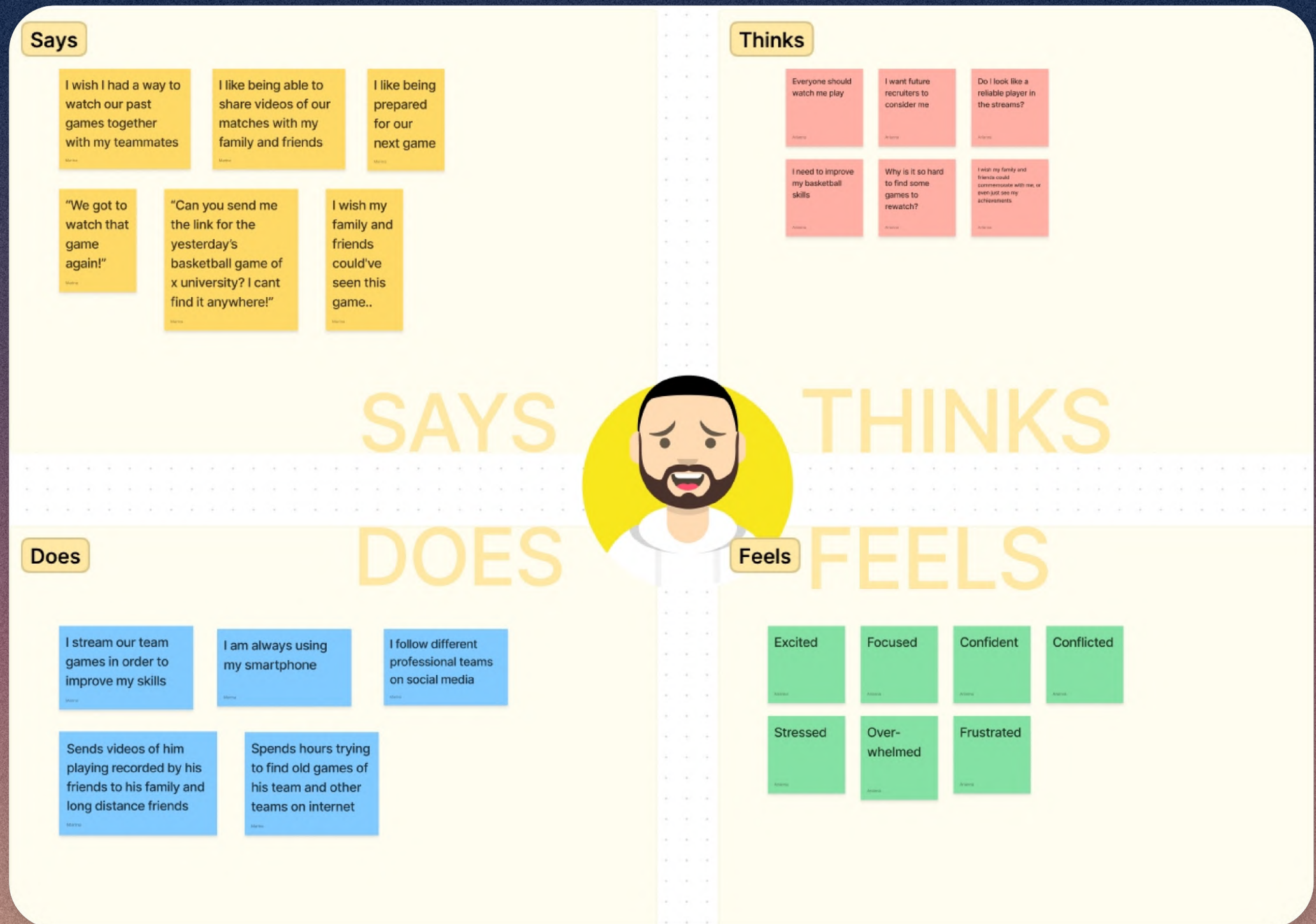
Tech Savvy

Dedicated

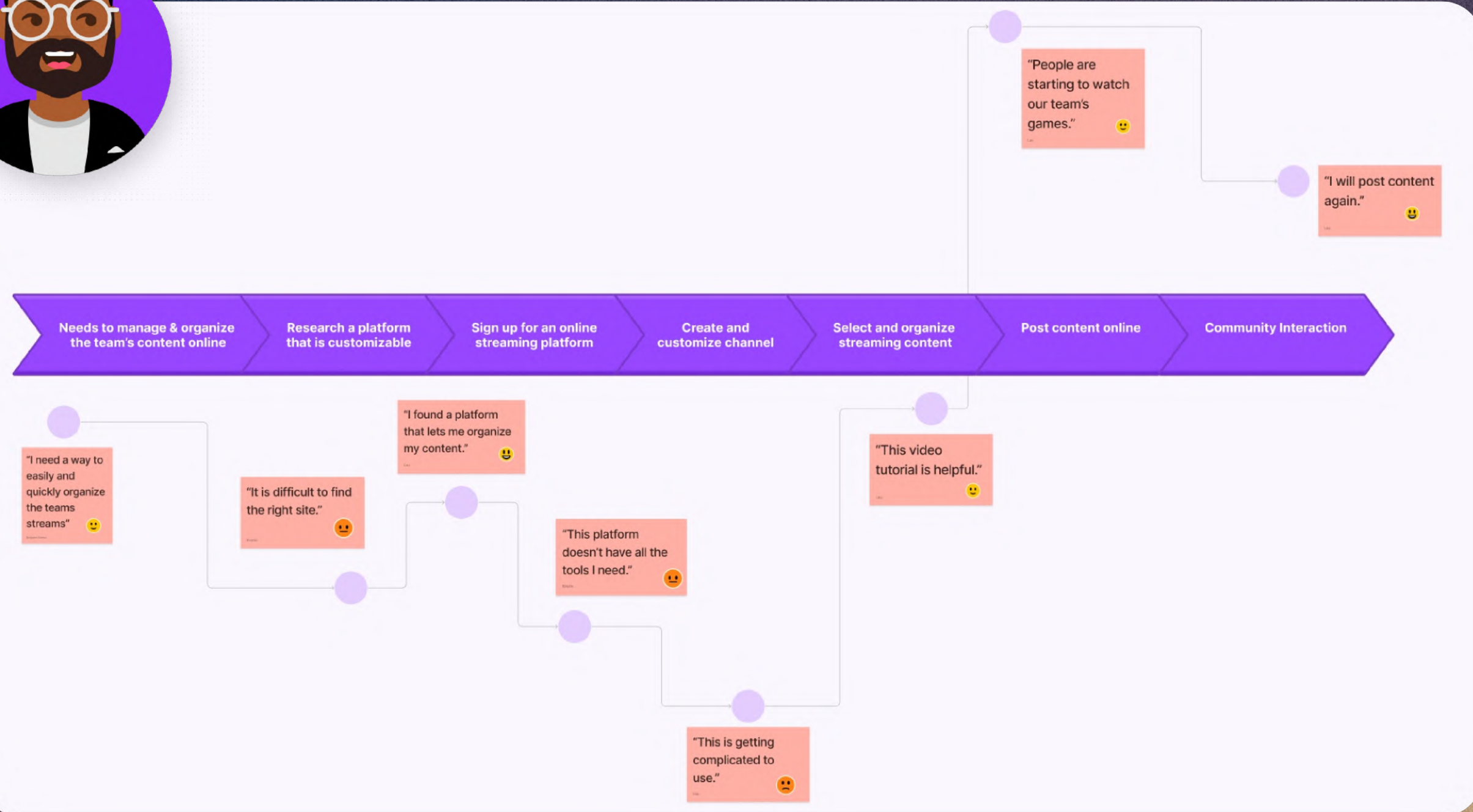
Empathy Maps

Creating Empathy Maps allowed us to reveal the pain points and opportunities for each of our personas.

Jacob's Empathy Map



Journey Map



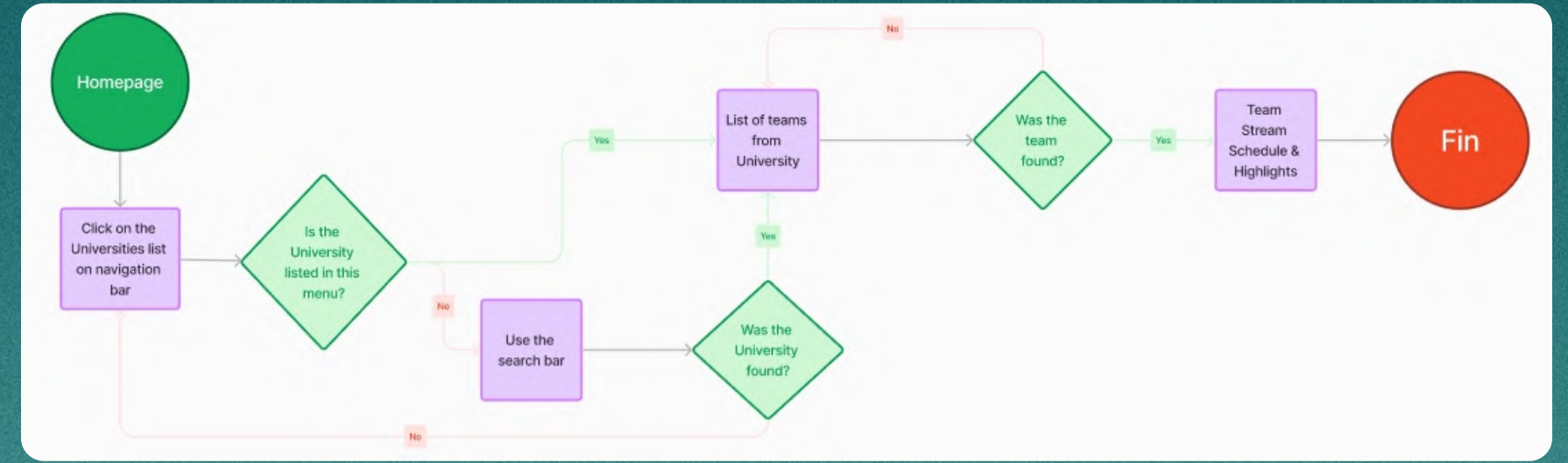
We created a visual representation of the process our persona goes through in order to accomplish a goal.

For this particular case, we chose to look at Ryan, our sport team manager's journey.

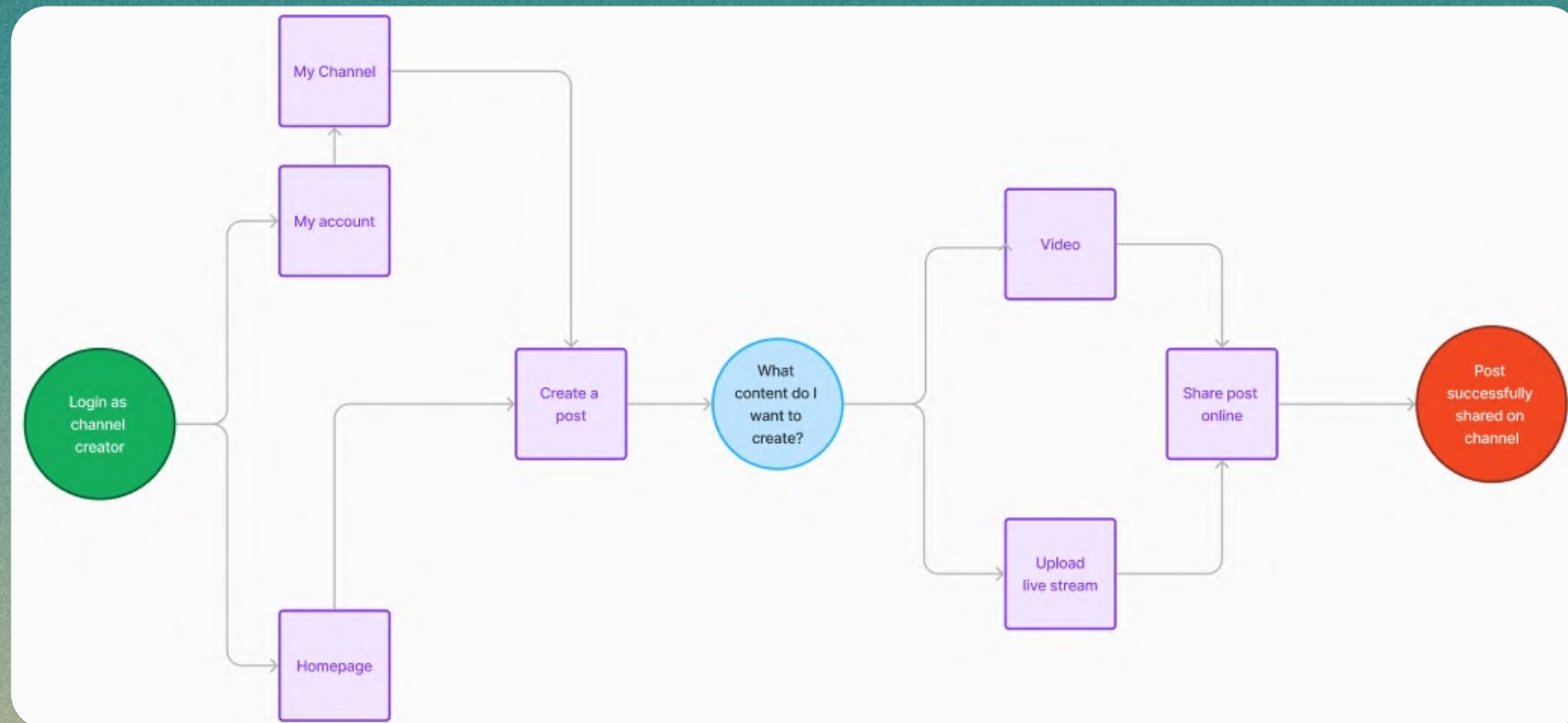
Ryan's Journey Map

User Flow

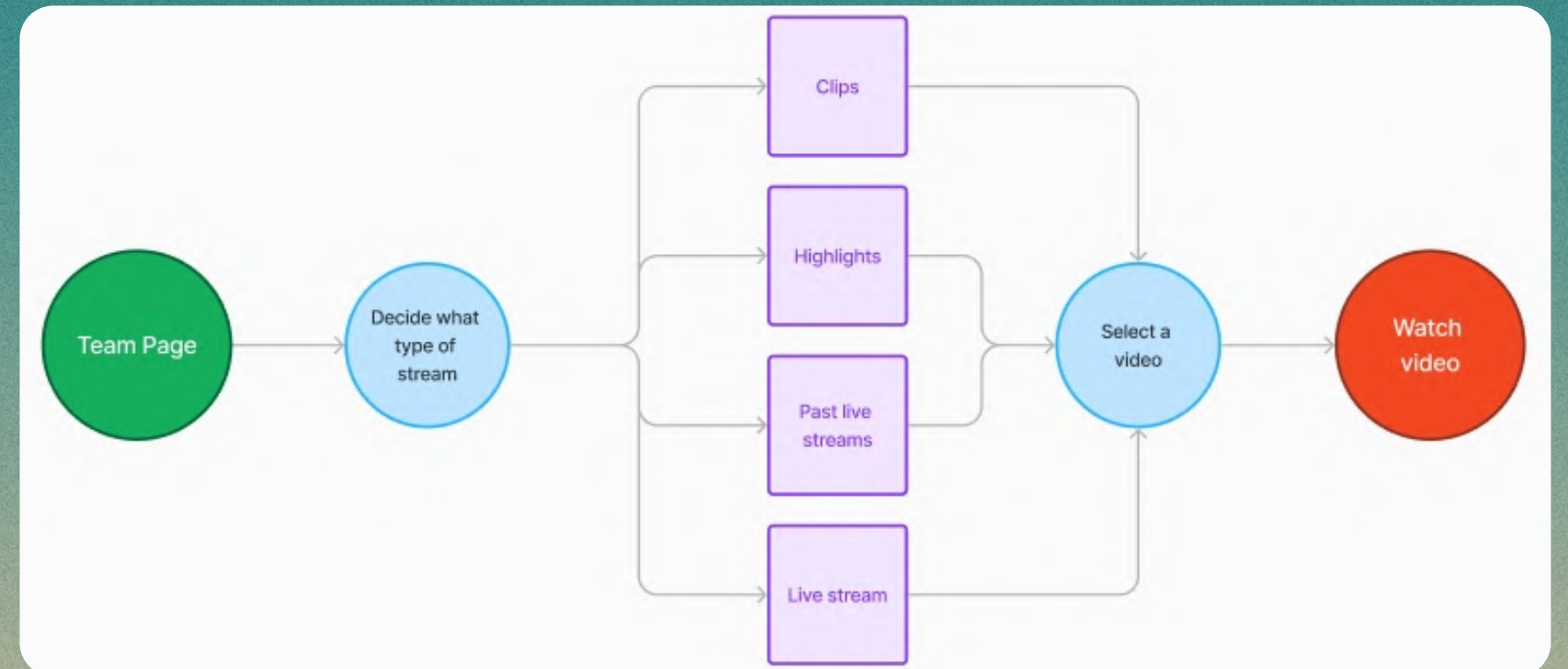
We assembled three examples of different navigation processes of users on the app.



Find the events schedule



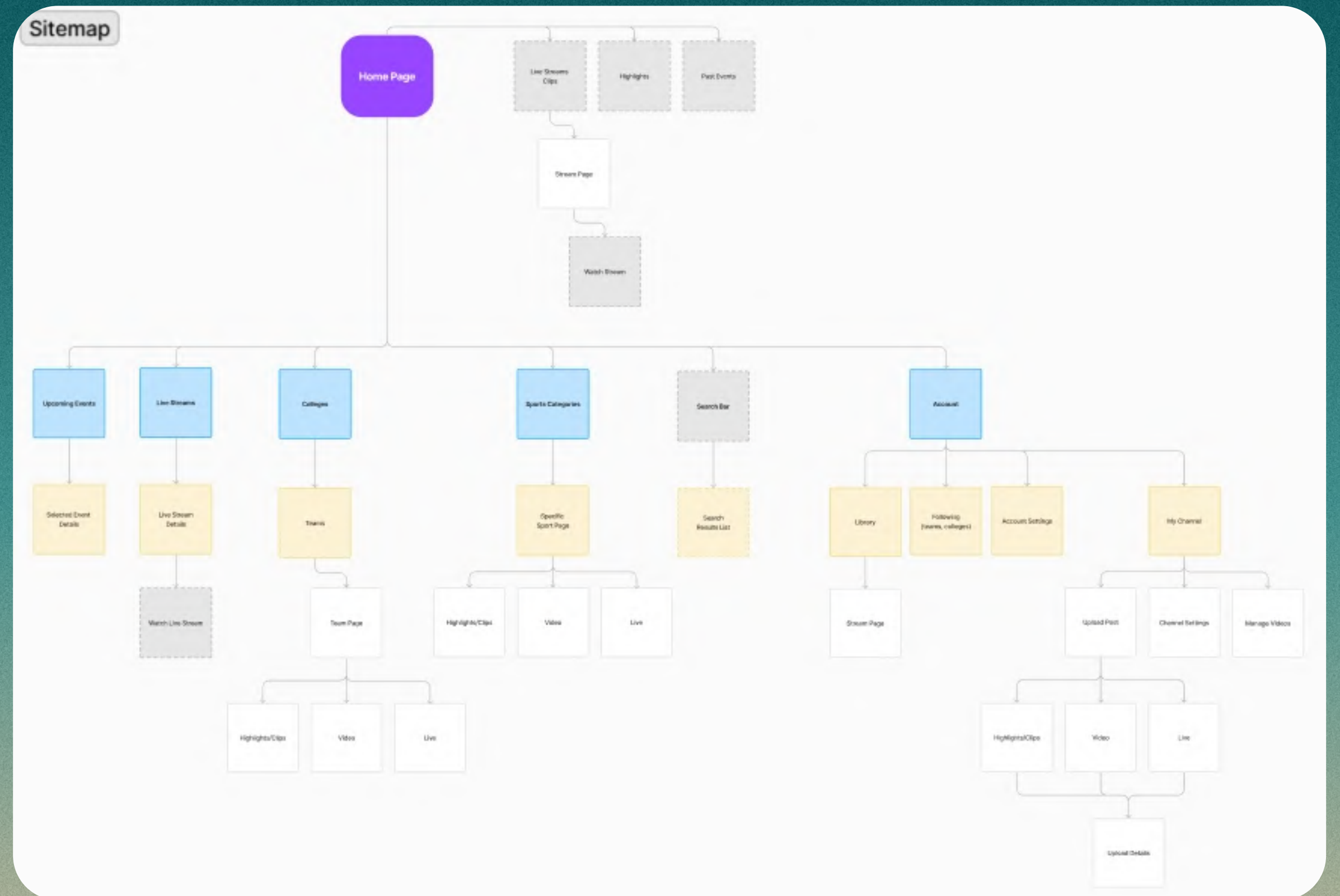
Register as a channel creator



Find a team's page

Sitemap

The map represents the different flows and pages that stems from the home page and navigation bar.



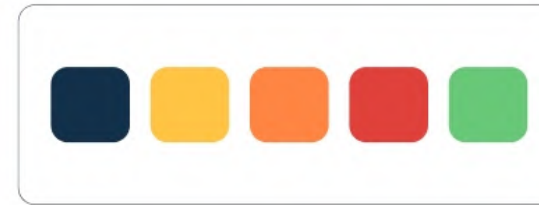
Moodboard

Our moodboard helped us put our ideas together to create a branding style for our product.

CAMPUS STREAM


campusStream Moodboard

COLOR PALETTE



FONT FAMILY


ROBOTO FLEX
Nunito Sans Semi Bold
Nunito Sans Light Italic



Nunito Sans Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Nunito Sans Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

ROBOTO FLEX
Nunito Sans Semi Bold
Nunito Sans Light Italic



Nunito Sans Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Nunito Sans Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

LOGO FONT?

LOGO TYPEFACE INSPIRATION



IMAGE STYLE



ICON STYLE



FEELINGS

Informative

POAST mood

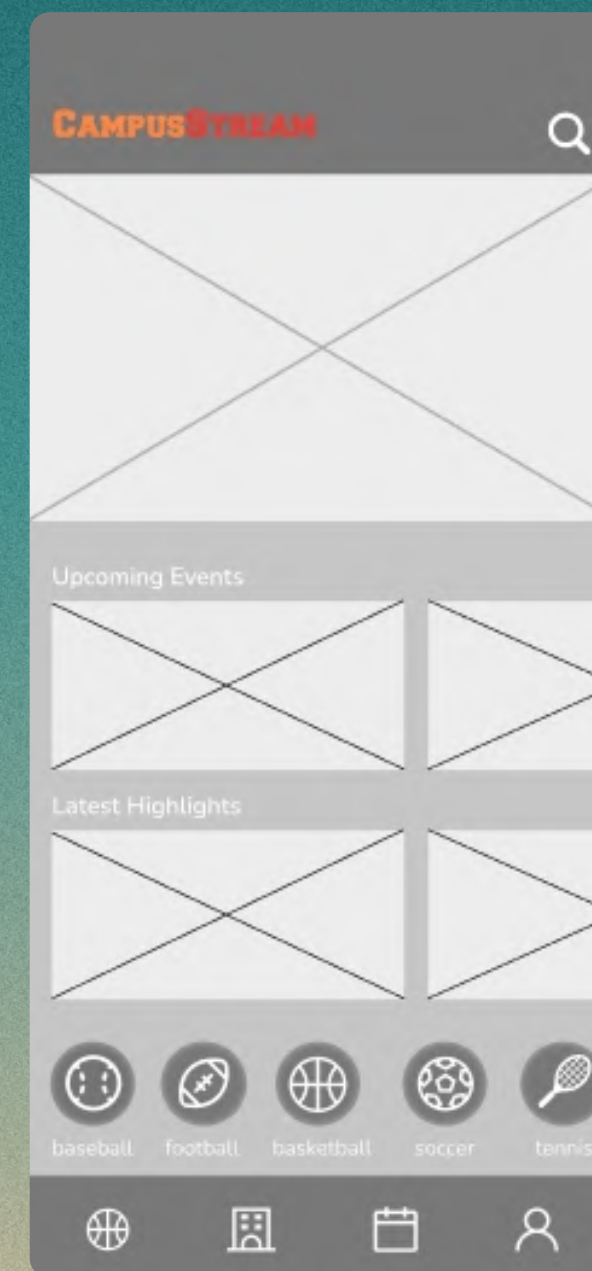
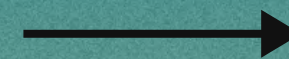
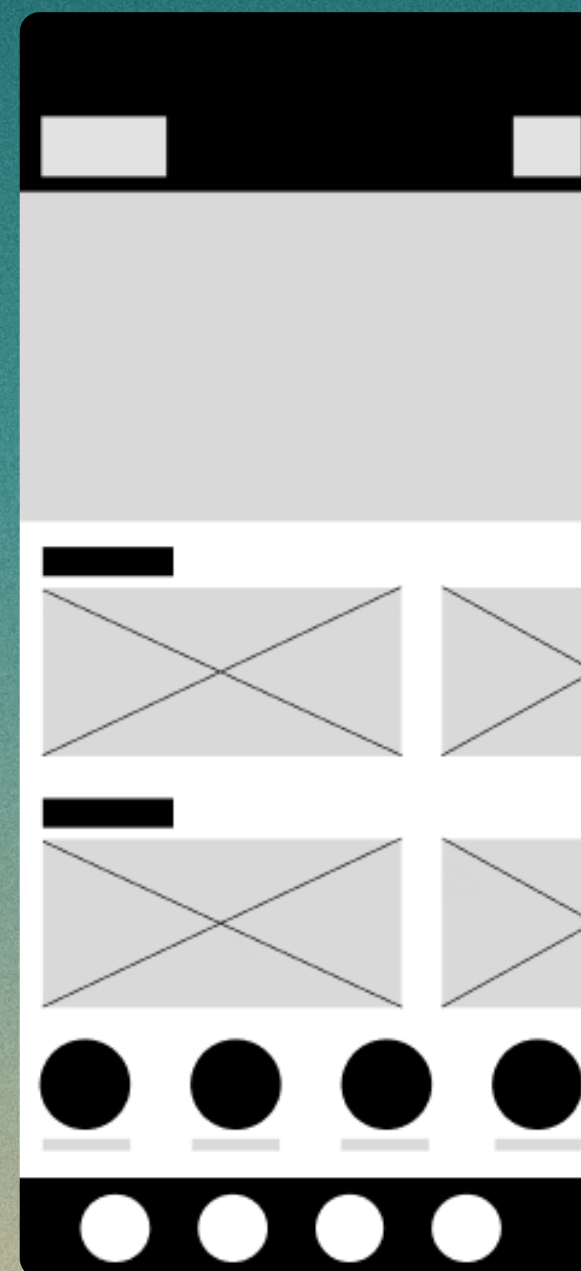
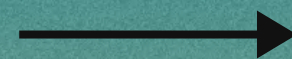
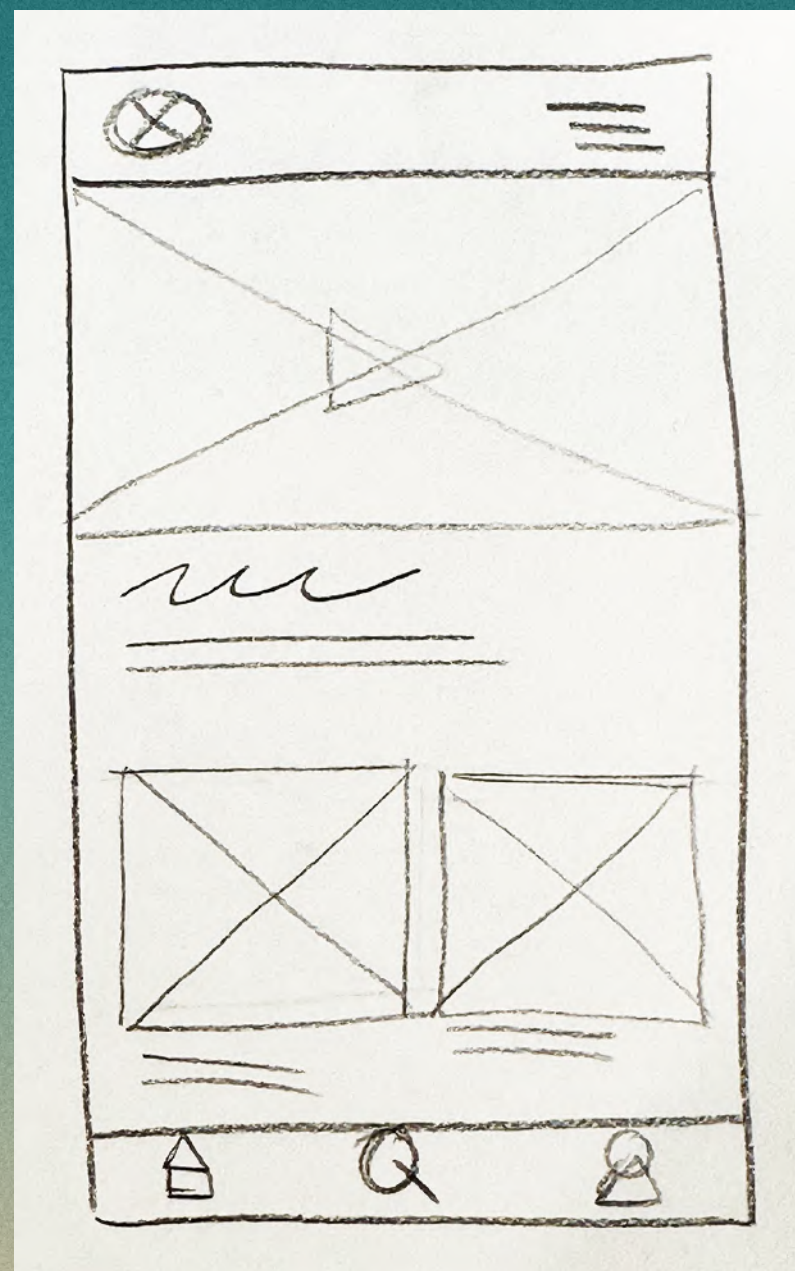
This is Fun I am enjoying this

INPIRATION



Wireframe Sketches / Lowfi / Midfi

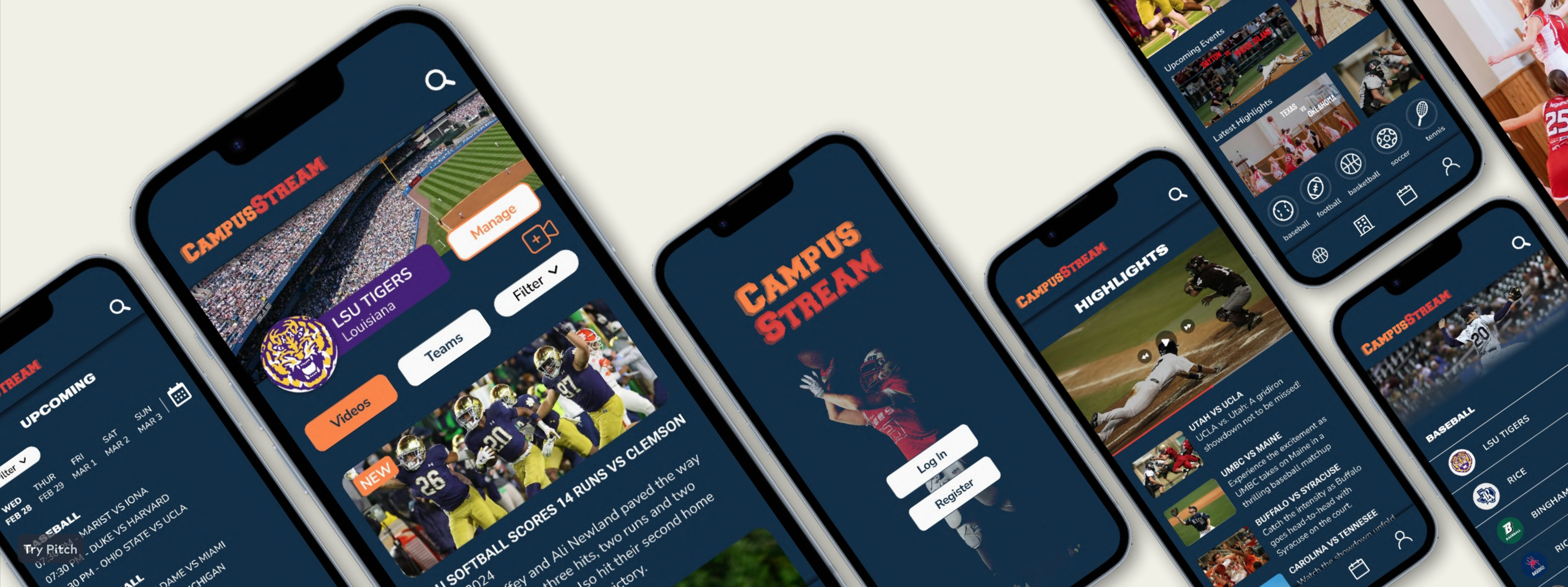
Each member of the team drew different sketches. We then collaborated our ideas to create a lowfi version of the app which we upgraded to a midfi version.



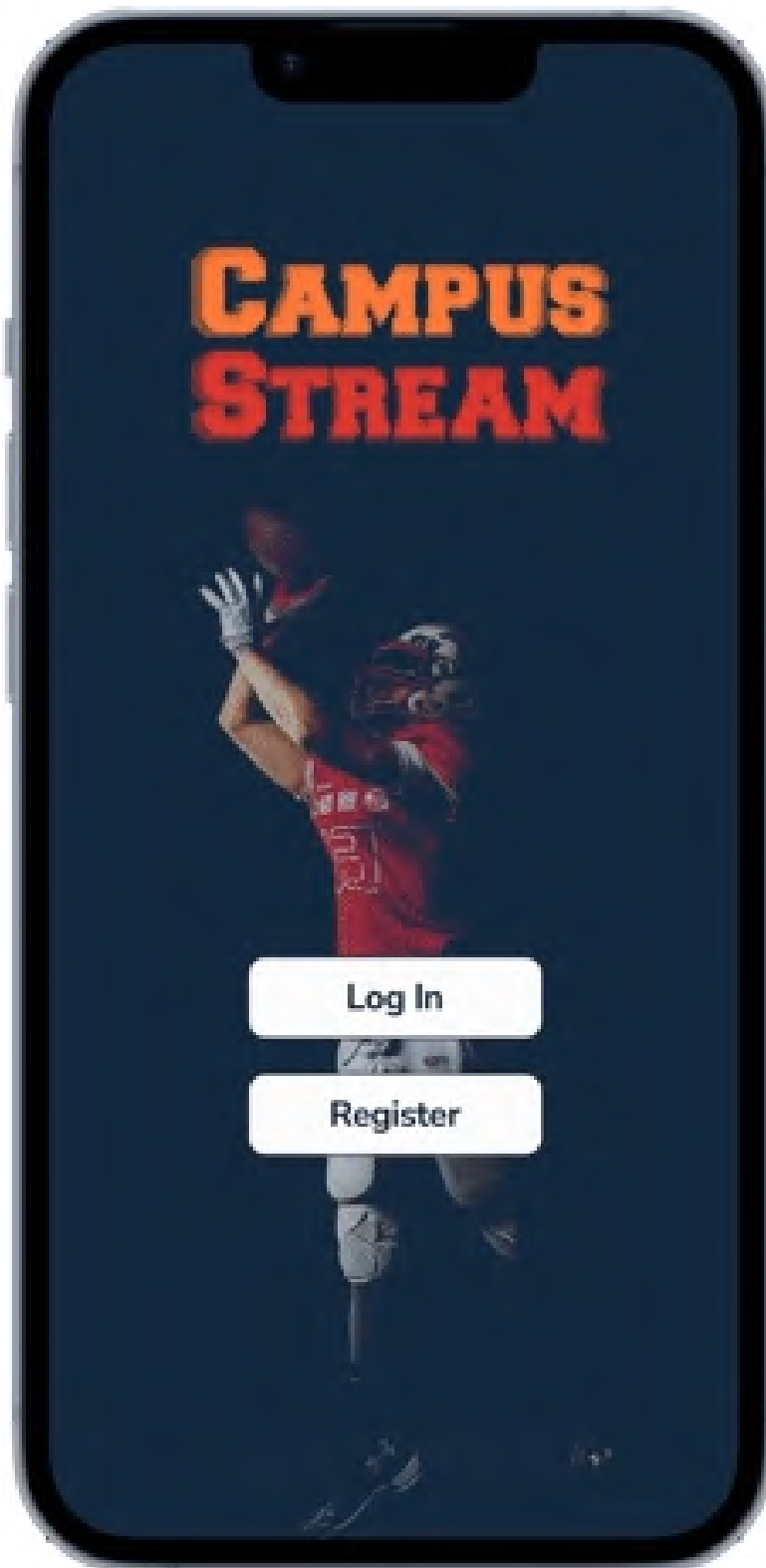
Homepage
Sample

HiFi Prototypes

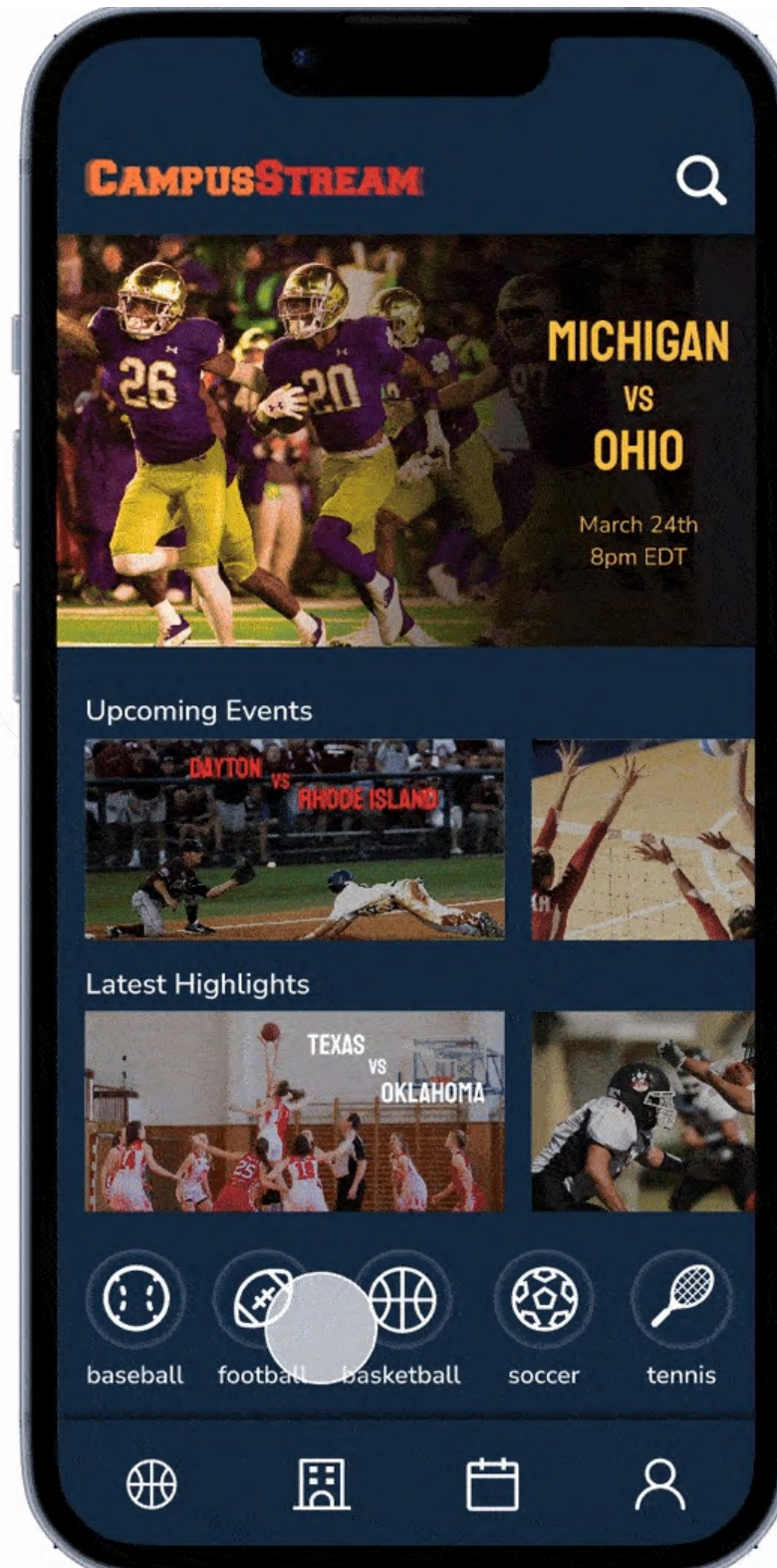
The next step for us was to develop the app into a near completion stage with a theme, working links and active features.



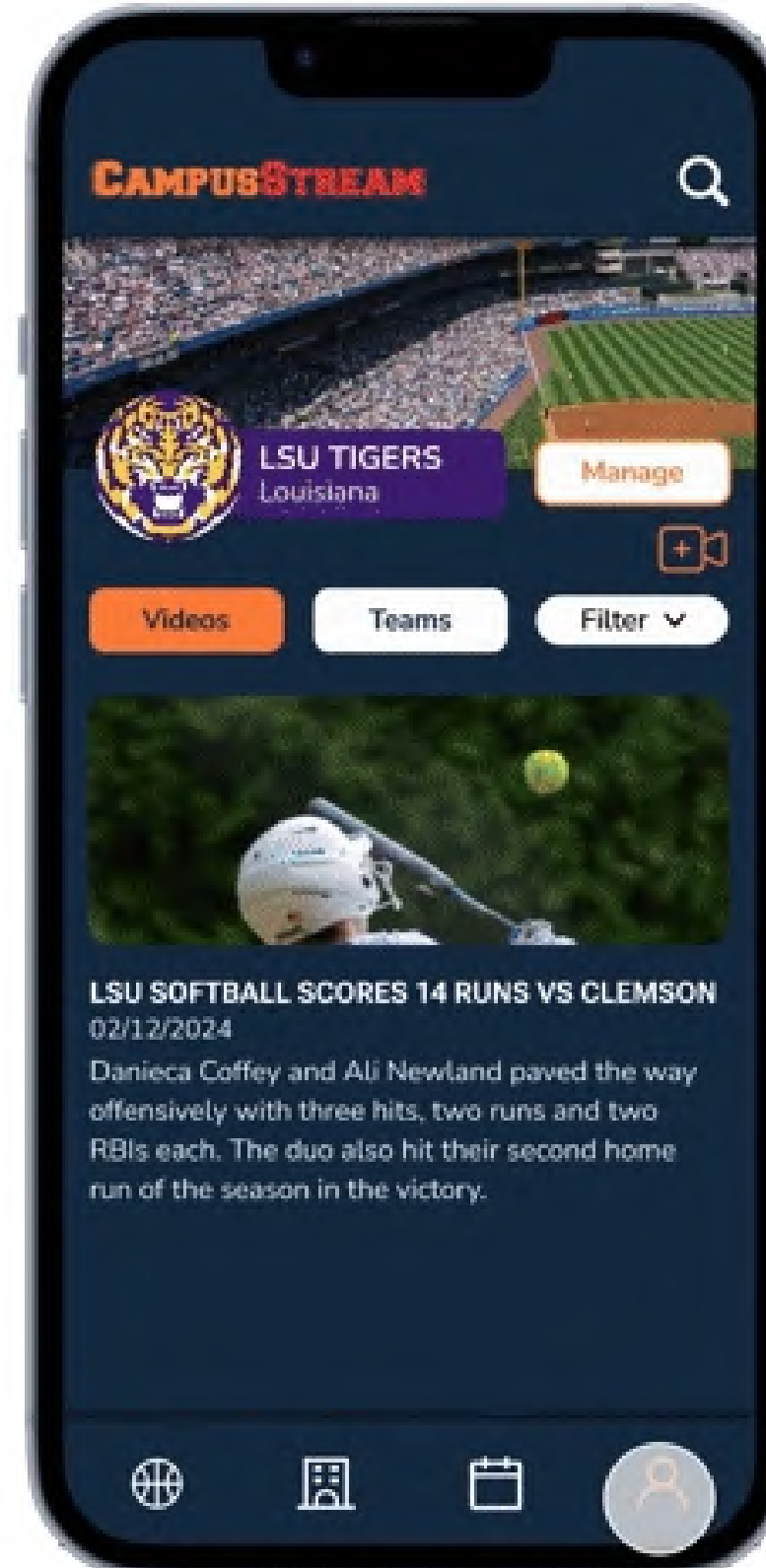
○ User Testability



Register as a content creator



Follow a team's page



Upload new content

We held follow up interviews to allow the users to test the app and to give their opinions and comments in order to improve the streaming platform.

Following our research and results from the user testability, we will keep developing our design in order to address the pain points across the app.

○ Results / Reflection

As a brand new product, the CampusStream app was a great opportunity for our UX team. We were able to have a hand in all phases of the design process, from initial research through to prototyping.

- The process
- Consideration of the user
- Functionality
- Aesthetics
- Teamwork
- Future Updates

THANK YOU!

**CAMPUS
STREAM**