

catherine tinh

Streamline

Refocus the swim coach to athlete experience.



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Research and Discovery

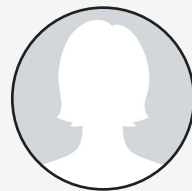
METHODS

To gather data, Interviews and field observations were done over the course of 2/3 weeks. These methods were chosen because of the efficient accessibility I had to my target demographics.

INTERVIEWS



Elizabeth R.
High School
Swim Coach



Haley S.
High School
Swimmer



Mel P.
University
Swimmer

OBSERVATIONS

Locations:

- High School Swim Team
- University Swimming Pool
- Swim Meet Videos

Discoveries:

Coach x Athlete interaction
Individual Training
Competitive Settings

Total Time:

2hr
1hr 30min
1hr

TERMINOLOGY

Swim Meets:

Term for a swim competition.

Sets:

A self-contained part of the swimming session as 'set' by the coach

PB/Personal Best:

A swimmer's best time for a particular stroke and distance

Swimming drill:

An exercise focusing on a particular part of technique.

On the Top/On the Bottom:

Leaving at specific times on the clock.

FR/BK/BR/BF:

Abbreviations for the 4 Major Strokes :
Freestyle, Backstroke, Breaststroke, Butterfly.



● Lilly Baldmer

"I know I can do it."

AGE	17
OCCUPATION	Student, Swim Captain, Science Olympiad
LOCATION	Blaine, Minnesota

ABOUT LILLY

Lilly is an incoming Senior in High School who enjoys participating in a variety of sports and activities. She is currently the captain of the swim team, and a 3 year Science Olympiad medalist. Lilly strives for success with everything she does, therefore getting feedback on both school and athletics is very important to her.

MOTIVATIONS

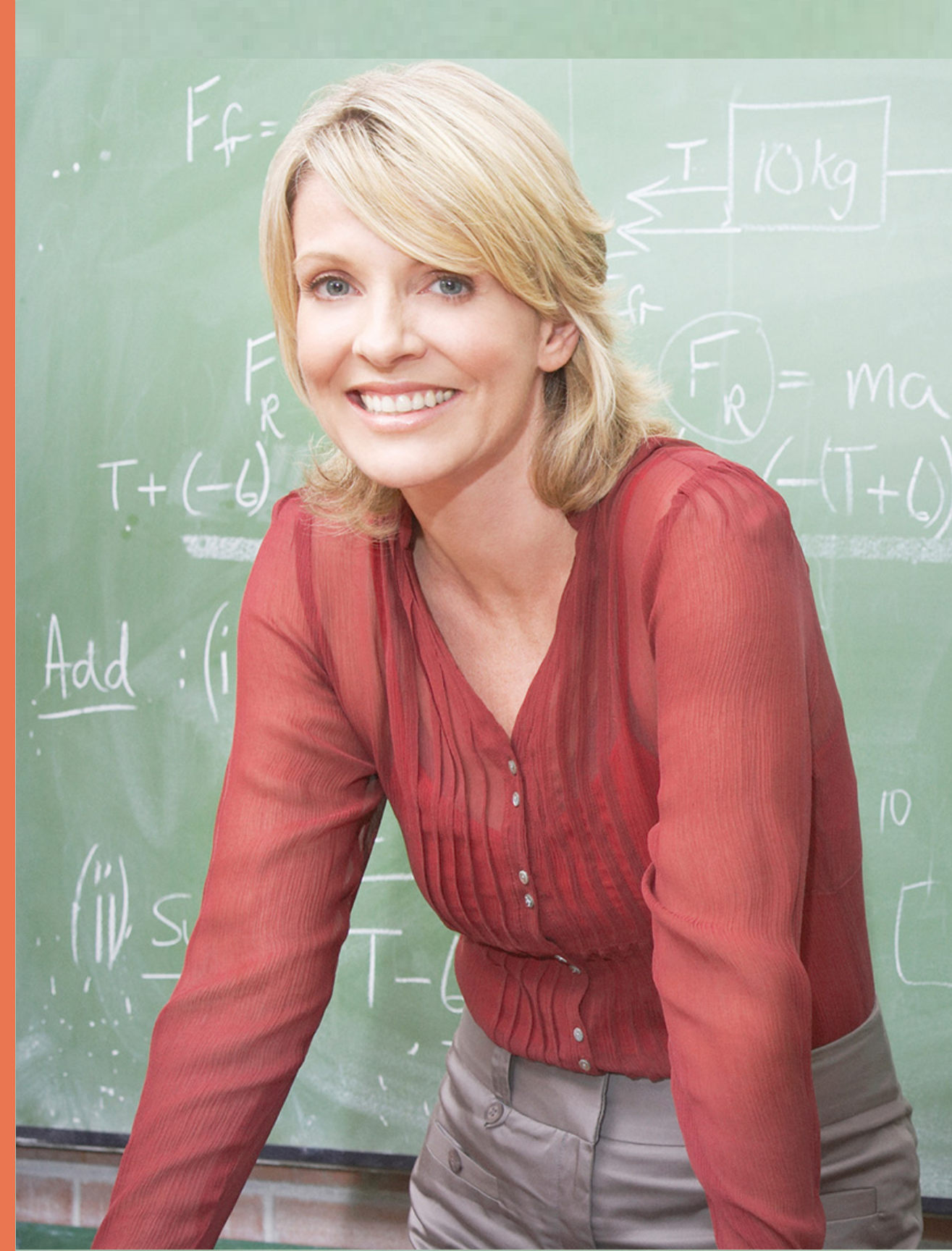
Academics, Athletics, Latest tech, College

PAIN POINTS

- Lots of activities to balance
- Lack of personalized training
- Unclear of his athletic growth

GOALS

- Train efficiently and independently
- Track and beat his PB's



Elizabeth Sheer

"Encouragement starts with empathy."

AGE	34
OCCUPATION	Math Teacher, Swim and Hockey Coach
LOCATION	Blaine, Minnesota

ABOUT NICK

Elizabeth has been teaching math and coaching the Girl's Swim & Dive team for 5 years. She is passionate about teaching students how to balance activities and school, while learning from them herself. She strives to coach each athlete individually but it can be overwhelming at times.

MOTIVATIONS

Youth Education, Nature, Community

PAIN POINTS

- Complicated record system
- Not enough time to train each athlete individually
- Many sets/drills to manage

GOALS

- Provide individualized coaching
- Access athletes training records
- Record individual athletes training history

Journey Map *complete a training session*

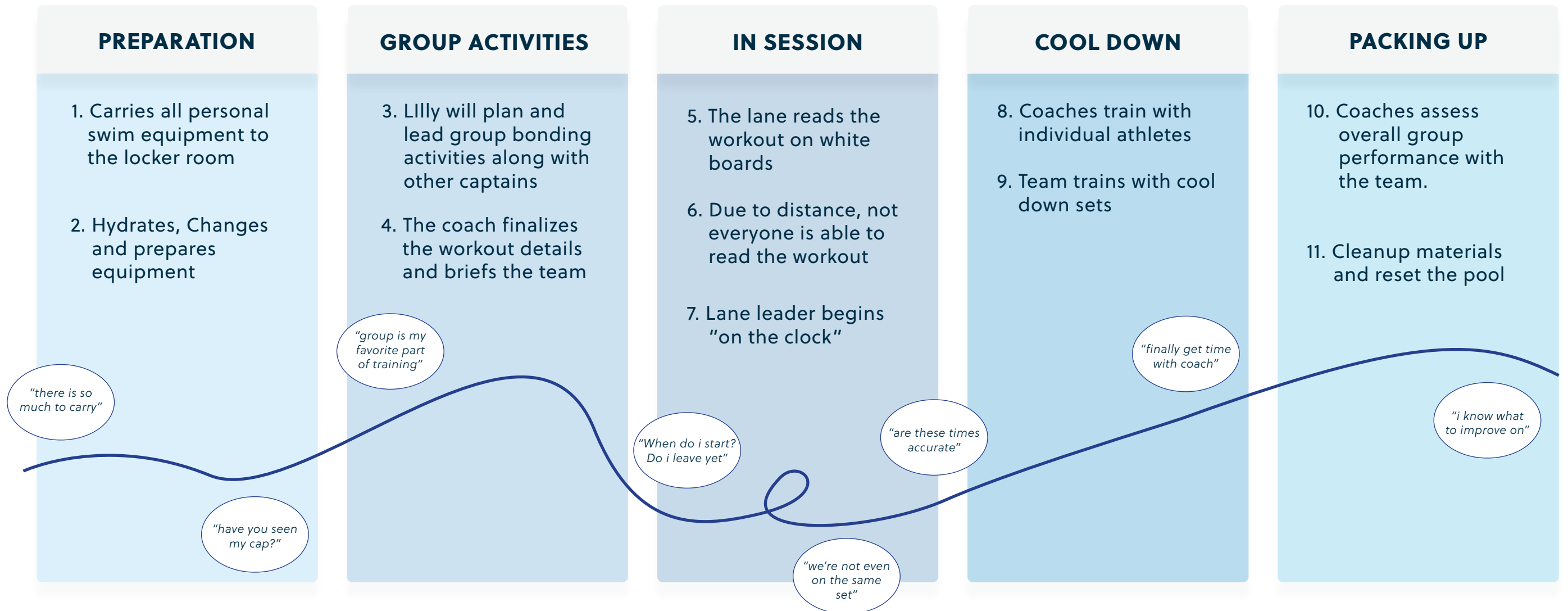


Lilly Baldmer

After school Lilly has 2 hour practices 5 days a week. Her duties as a captain and teammate are to be a leading example to train her best and prepare for the next meet.

EXPECTATIONS

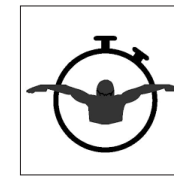
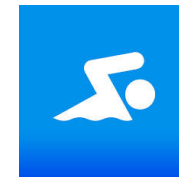
- Follow the Coaches workout independently
- Lead peers in lane and support her team
- Pace himself and her peers



Product Benchmarking

ANALYSIS

Product benchmarking is the comparison of our competitors and their specifications. The charted data amongst these top rated swim apps will reveal information about our current market.



INSIGHTS

1 Wearable technology is a key feature to help swimmers get real time data. Users prefer data access during their workout.

2 Social Features encourage challenges among peers but prove unnecessary during real time training.

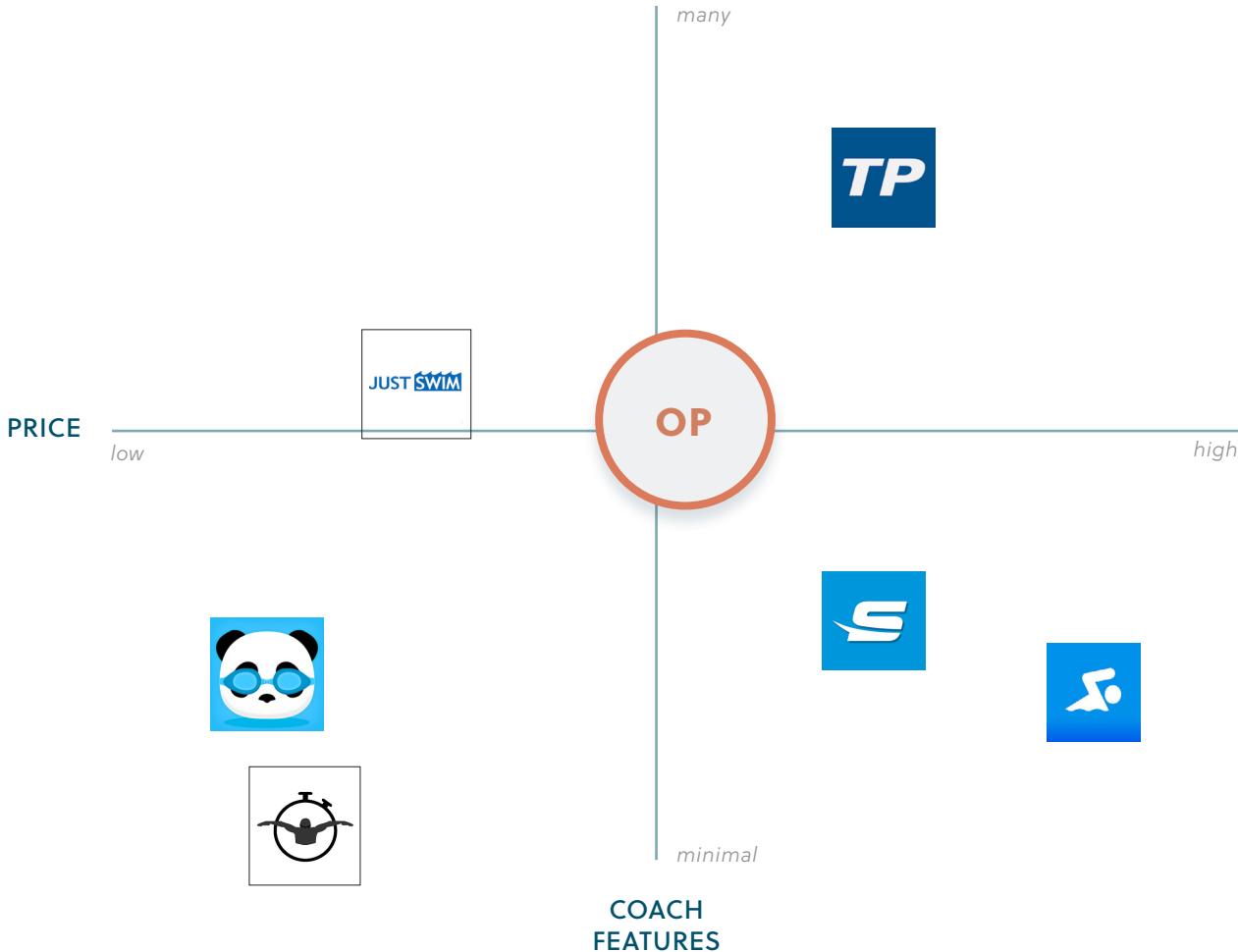
3 Data and Chart heavy apps tend to be less user friendly, and more demanding on the eyes.

NAME	My Swim Pro	Swim Coach	SwimSync	TrainingPeaks	Just Swim	Swim.com
SYSTEM	Android, IOS	Android, IOS	Android, IOS	Android, IOS	Android, IOS	Android, IOS
COMPATABILITY	Apple Watch Garmin Strava	Garmin	-	-	-	Apple Watch Garmin Suunto Wear OS * Required *
KEY FEATURES	Write and log workouts; track pool and open swims; Personalized plans	Free Access, Log trainings, No ads and a clean interface Right training for "everyone"	Saves, organizes, graphs, your swim times. Add multiple swimmers, stop watch, organizedmeets	For Coaches and Individuals, Workout plan grids, Track athletes progress	Simple goal setting, Swim logging, Set calorie burn goals, personal diary	Build your own workout, 1000+ to choose from; Connect with your coach
GOAL	Swim faster, Feel Stronger	Varied and effective trainings to improve your swimming according to your individual needs.	Organize multiple swimmers times and personal bests.	Train smart, easily track your progress and achieve your fitness goals.	Enjoy treats guilt free again by swimming and maintaining your nutrition	Using wearables to track and compare stats.
SOCIAL FEATURES	Yes	No	No	Yes	No	Yes
AESTHETICS	Detailed, Heavy imagery	Beginner Friendly Panda Helper	Outdated Heavy Linework	Chart Heavy	Rounded, Heavy Imagery	Chart Heavy, Performance Driven
PRICE	limited free 29.99/month	limited free 4.99/month	Free	9.92/month athletes 20/month coaches	Free	Free

Market Analysis

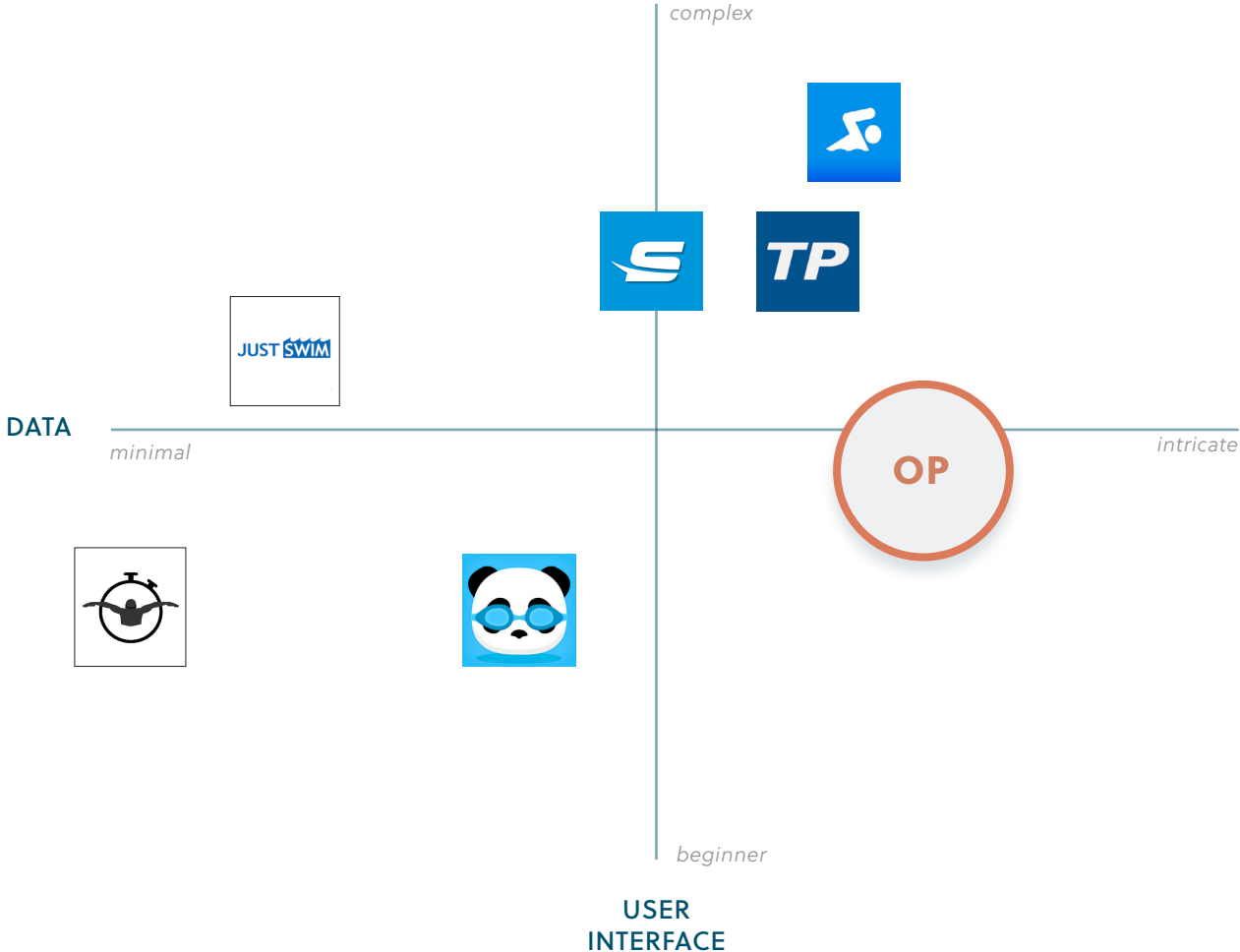
PRICE AND COACHES

In comparing the cost of each app alongside the coach training features, there is a space to provide more **coach training features** at an **average price point**.



DATA AND USER INTERFACE

Comparing the data each app presents against the user interface, shows an opportunity for a **data driven app** with a **Beginner friendly UI**.



Product Opportunities

SUMMARIZING

To narrow the problem, market and user research insights are combined to develop into design objectives.

FINDINGS



OBJECTIVES

1. Coaches have a hard time tracking and evaluating different athletes data

Record and access data for multiple swimmers in a single experience

2. Specialized sets are difficult to maintain between athletes

Create an individualized experience between coach and swimmer

3. Young competitive swimmers wish to understand more about their drills and workouts

Provide informative workout drills and sets

Utilize a beginner friendly user interface

PROBLEM STATEMENTS

Using the design criteria derived from the research findings, 3 problem statements are designed to encompass a wide array of potential solutions.

1

How might we...

Create an affordable coach to student swimmer training experience using technology?

2

How might we...

Create a set training solution for various swimmers skill levels using a beginner friendly interface?

3

How might we...

Provide informative workout and sets to swimmers for a more individualized coaching experience?

Development

App Service Pitch

The Problem

Swim coaches and athletes are disconnected between data management, and personalized coaching, and set deliveries.

Pitch

Streamline is an app created primarily for coaches and swimmers to create, schedule, and communicate swim sets. Streamline aims to close the gap between heavy data management and easily readable workouts.

The app allows users to designate themselves as coach or swimmer, each choice presents different features and visual design to solve their unique problem.

A wide range of features and functions allow swimmers to do all from reading and learning about sets to actively training with a paired device.

Features + Functions

Pair with a coach or use the app individually Coaches can use the scheduling tool to create and assign workouts by lane, group or individual; Discover sets or write their own. Coach Connected Swimmers view sets and use training mode; smart device option is available to connect.

Competitors

MySwimPro, Training Peaks, Swim Coach Indirect competitors include messaging and scheduling apps.

Target Users

The primary target user are swim coaches and athletes training for a school, or club sport. The secondary user includes intermediate independent swimmers who wish to manage their swim sets better.

Stakeholders

Swim Coaches and Athletes, Education or Club department heads, Web developers

Rationale for Development

This tool will advance the way coaches communicate with swimmers using management systems and wearable technology,.

Primary Function

To streamline the swim coach to athlete experience by creating easy to understand, individualized workout sets.

Secondary Function

To manage individual or group data as a coach or independent swimmer.

Price

Streamline will be a \$100 annual subscription paid by the department heads of the school/club. Independent swimmer packages are at a flat rate of \$10.

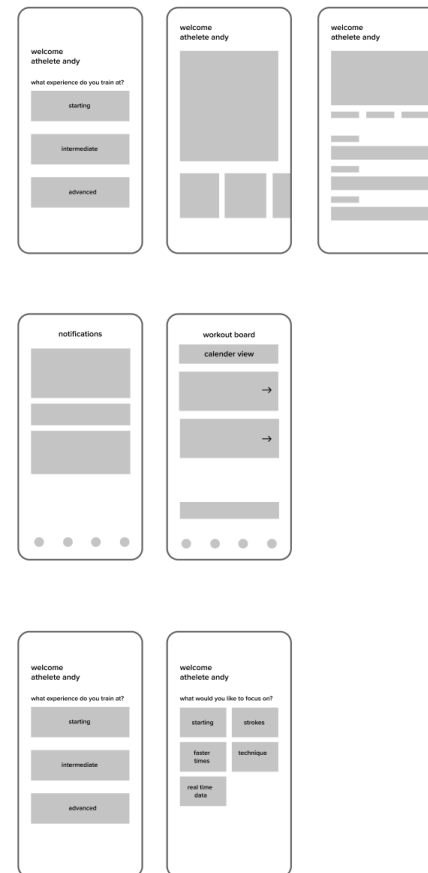
Ideation

My ideation focused on exploring different wireframing layouts that would help aid my criteria.

1 Beginner Friendly



2 Individualized Assignments



3 Coach Communication



Manage Swimmers

Tap on items to edit

Search...

group

individual

Choose

- +

Group Name

Name

Name

Name

Name

Name

Name

^

Group Name

v

Group Name

v

Group Name

v

Group Name

v

View Swimmer Data by groups or individually

Monday's Workout

Select Day

Set 1

Set 2

Set 2

visually track workouts

Set Name

Drill
Short Description

Interval

Drill
Short Description

Interval

Drill
Short Description

Interval

Easy set reading

Coaches send notes to athletes while assigning workouts

Assign to

(Name of workout)

Group Name

Name 1, Name 2, Name 3

Coach Comment...

@JaneDoe, you can... this and @Miller can continue to do this that here there

Assign

Go back

×

New Workout Set

Write your new set

Set Name...

Description

Item

- +

×

New Workout Set

Write your new set

Set Name...

Description

Item

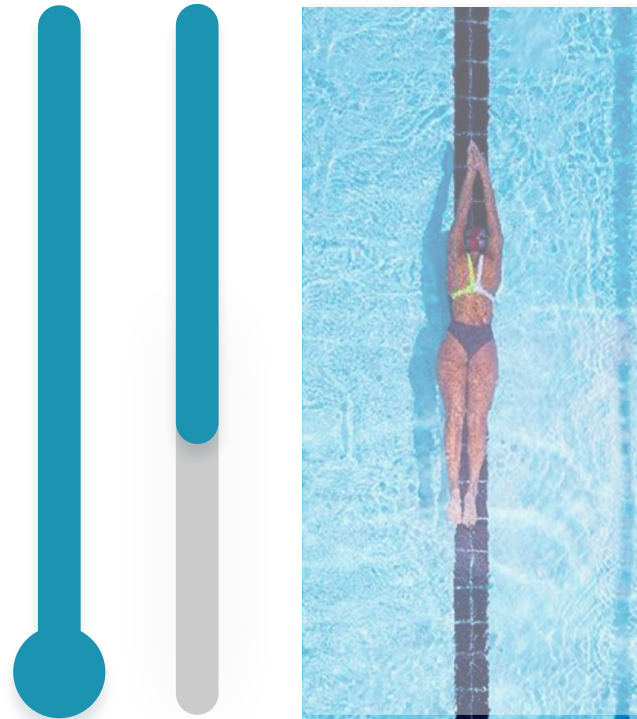
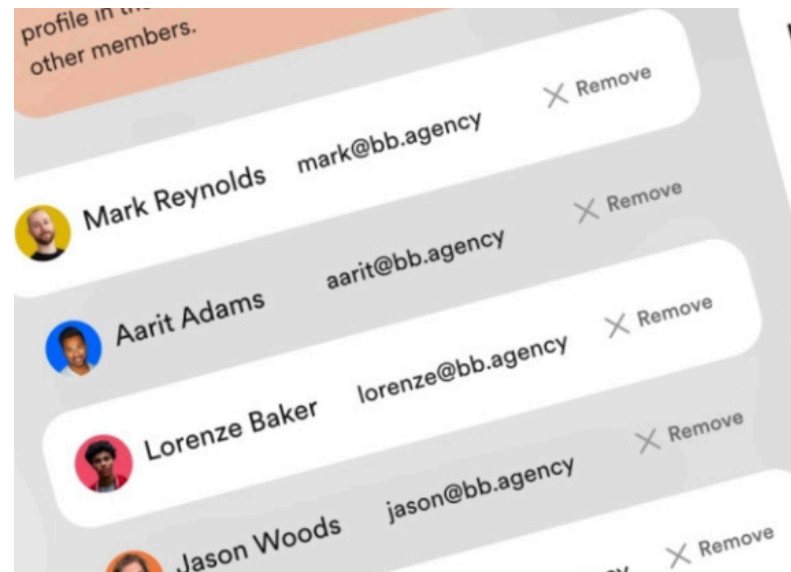
- +

Time interval

Time interval

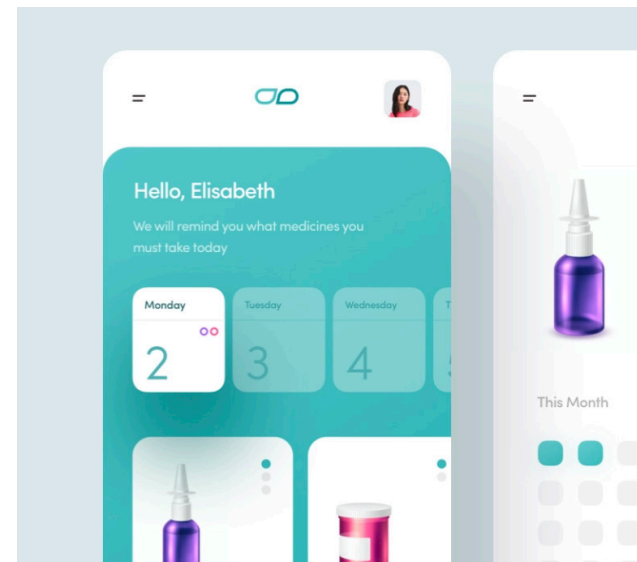
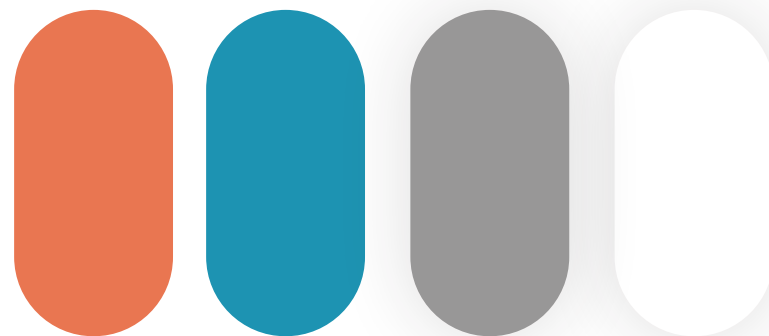
Schedule

M T W T F



Mood board

While looking for inspiration, I took into account the blue atmosphere swimmers are surrounded by and added colors found familiar in swim caps and goggles. The final color palette consists of blues and oranges, paired with neutral white grey and deep blues.



Design Language Table

Form:	Rounded forms and buttons
Detail:	Poppins type, minimal color
Color:	Complementary blues and oranges
Personality:	Professional and "Ready to go"

Sitemap

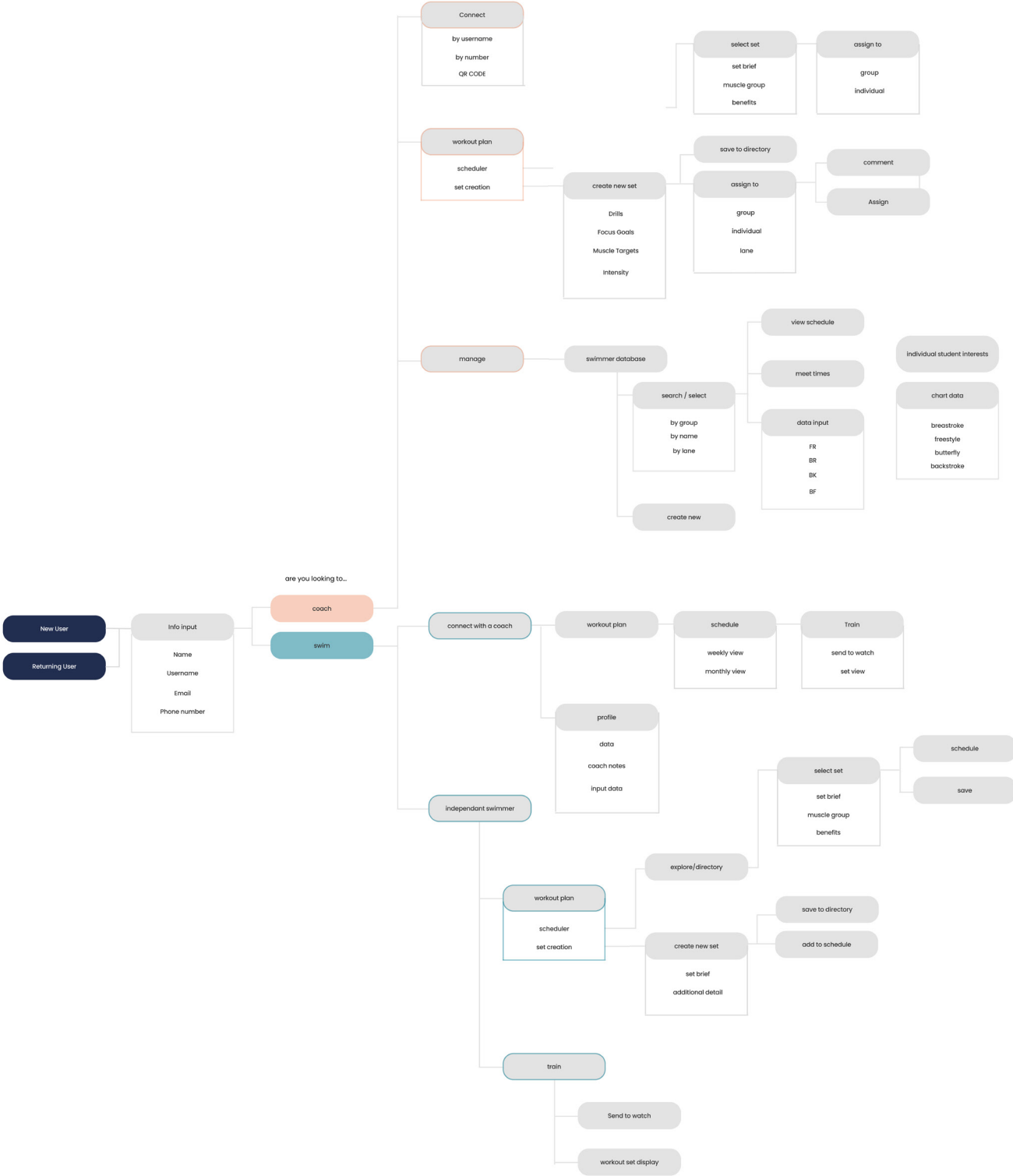
This Sitemap shows an overview of the users journey through the app. Upon first use, the app asks you to choose whether you are a coach or a swimmer, they both diverge into different wire frames specific to their needs.

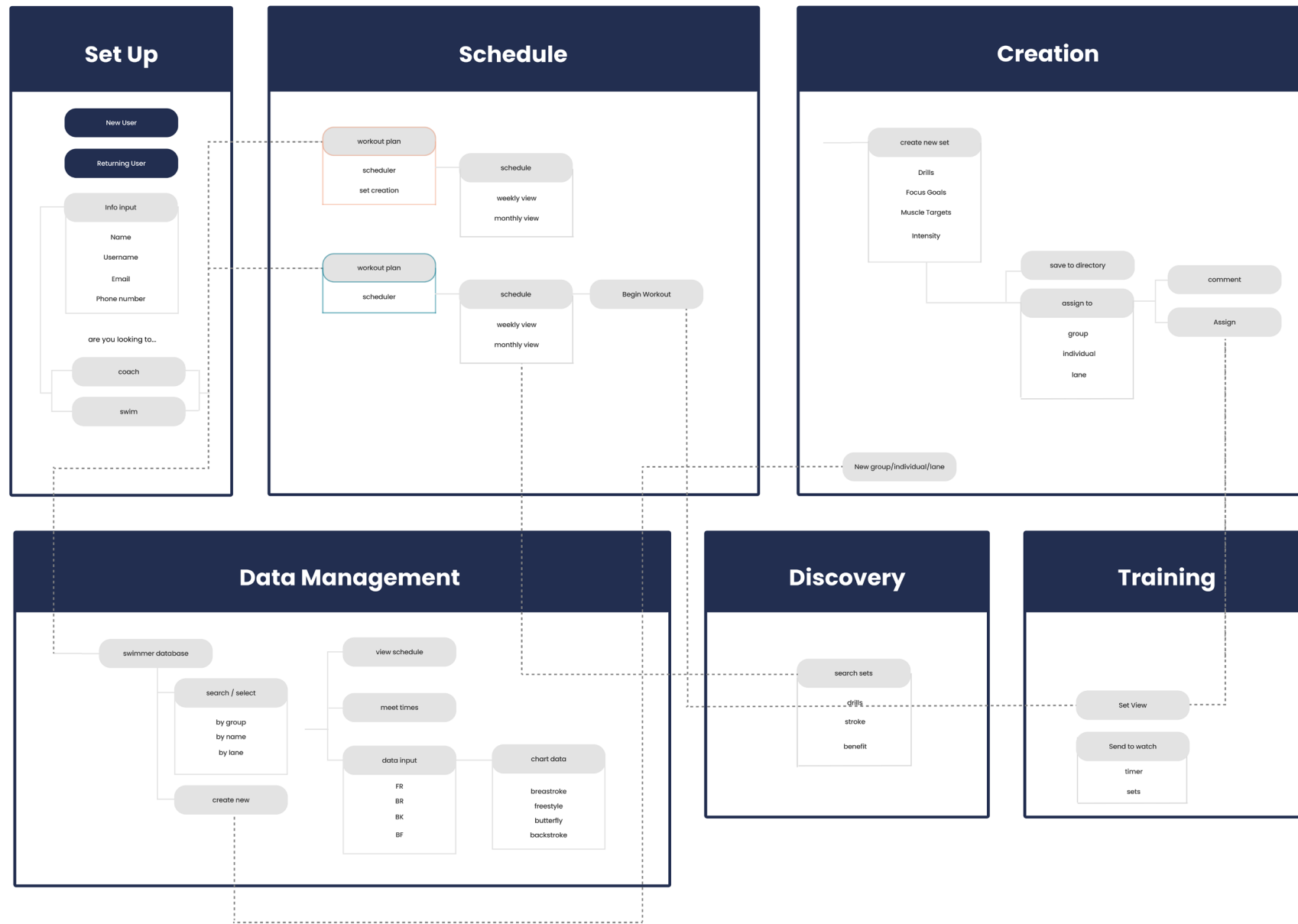
The Coach

Coaches have the ability to manage and connect to a large following of swimmers. Their information is focused on the bigger picture and creating workouts that can be easily assigned.

The Swimmer

Swimmers who use this app can consider them to be individual swimmers or pair with a coach. A paired swimmer is connected with the coach who is able to assign and view their data. An individual swimmer has the ability to create and discover workout sets for themselves, just like the coach feature.

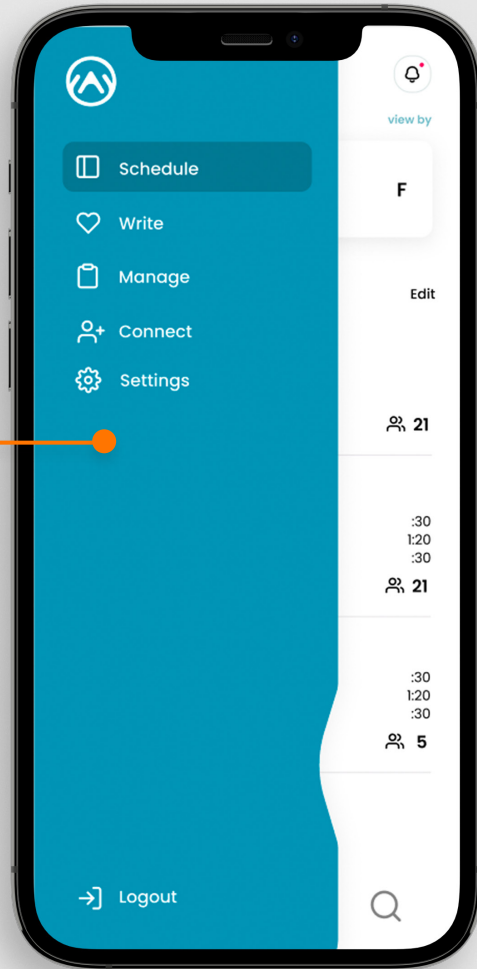




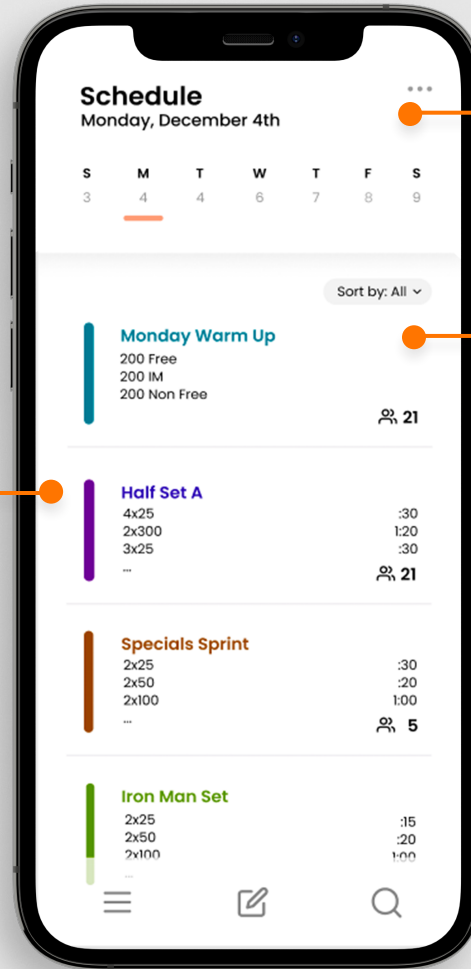
Information Architecture

The app can be broken down into the main categories of Set Up, Schedule, Creation, Data Management, Discovery and Training. Some functions appear in greater detail depending on a coach or swimmer user type.

Side Bar Navigation



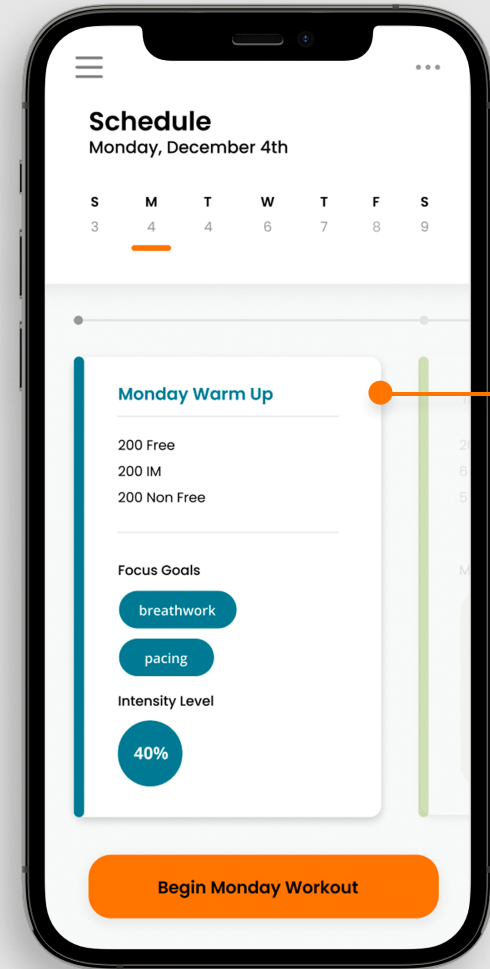
Coach sees an overview of sets



Calendar Settings

Sort by Groups, Alphabetical, etc.

Block Display



Swimmer's Screen

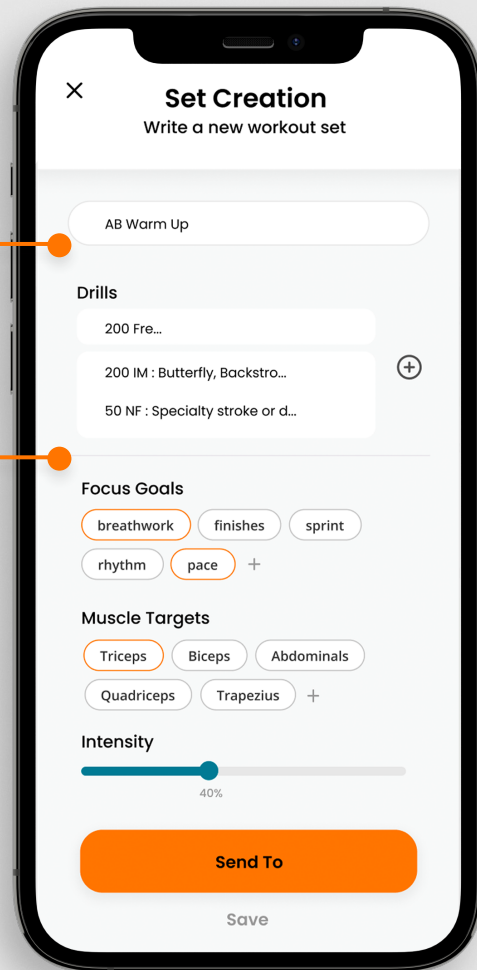
1

Set & Drill Scheduling

Scheduling helps both swimmer and coach know who, what, when, and how each set is being completed. Both Coach and Swimmer have schedule views catered to their needs. The coach has a quick overview of all the sets they have sent out for that day, while the individual swimmer views their set only, with an option to begin the workout.

Input Written Information

Multi select Set Information



Set Creation
Write a new workout set

AB Warm Up

Drills

- 200 Fre...
- 200 IM : Butterfly, Backstro... (+)
- 50 NF : Specialty stroke or d...

Focus Goals

breathwork finishes sprint

rhythm pace +

Muscle Targets

Triceps Biceps Abdominals

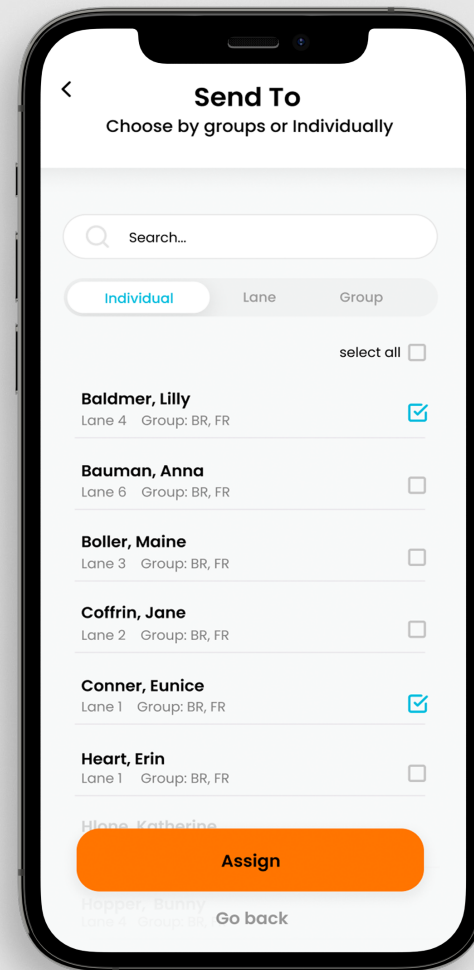
Quadriceps Trapezius +

Intensity

40%

Send To

Save



Send To
Choose by groups or individually

Search...

Individual Lane Group

select all

Baldmer, Lilly
Lane 4 Group: BR, FR

Bauman, Anna
Lane 6 Group: BR, FR

Boller, Maine
Lane 3 Group: BR, FR

Coffrin, Jane
Lane 2 Group: BR, FR

Conner, Eunice
Lane 1 Group: BR, FR

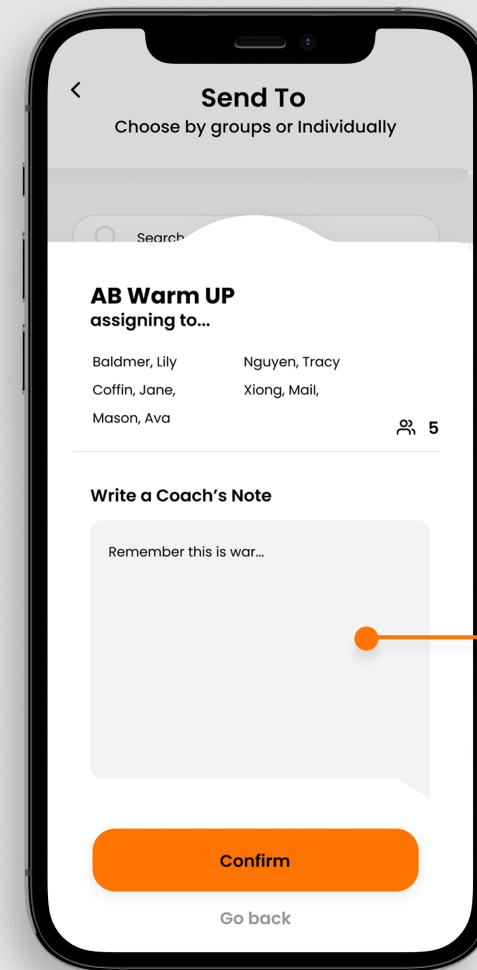
Heart, Erin
Lane 1 Group: BR, FR

Hlone, Katherine
Lane 4 Group: BR, FR

Hopper, Bunny
Lane 5 Group: BR, FR

Assign

Go back



Send To
Choose by groups or individually

Search...

AB Warm UP
assigning to...

Baldmer, Lilly Nguyen, Tracy
Coffin, Jane, Xiong, Mail,
Mason, Ava 5

Write a Coach's Note

Remember this is war...

Confirm

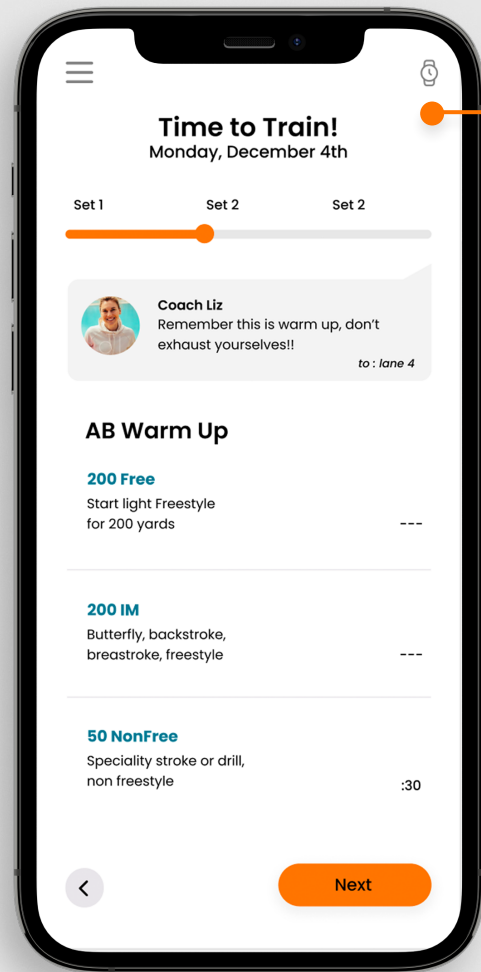
Go back

Write notes while assigning sets

2

Personalized Assignments

Creating a set is an easy 3 step process for the coach. They input data using both type and select button features (with the option to add or delete). Then the coach searches through their database by individual, lane or groups. With send off, the coach has the option to write a note that will be sent to all they selected to receive the set.

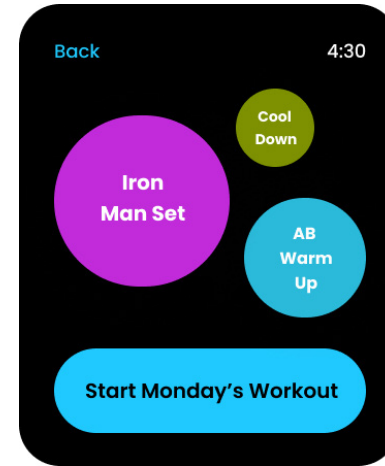


Swimmer's Screen

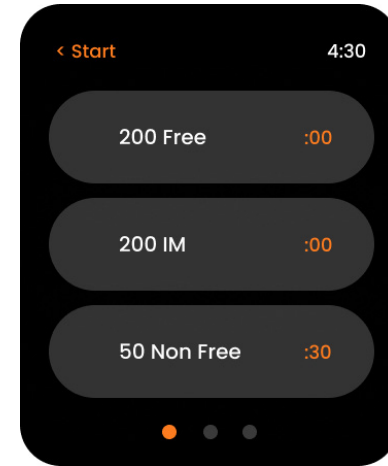
Send to Watch



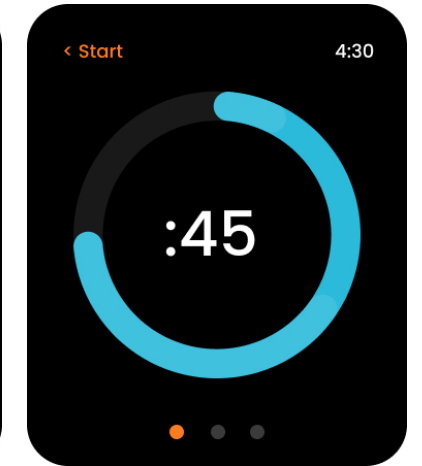
Main Screen



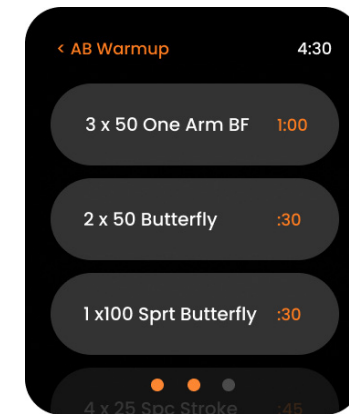
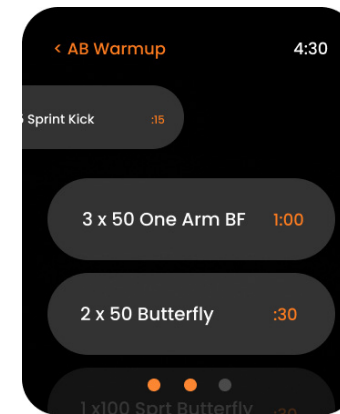
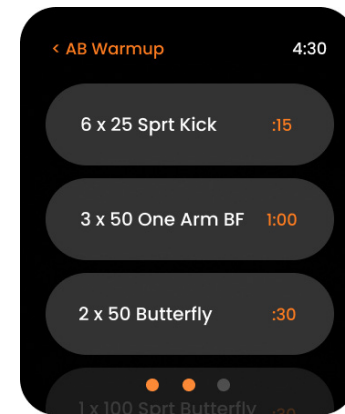
Start of Set 1



Paired



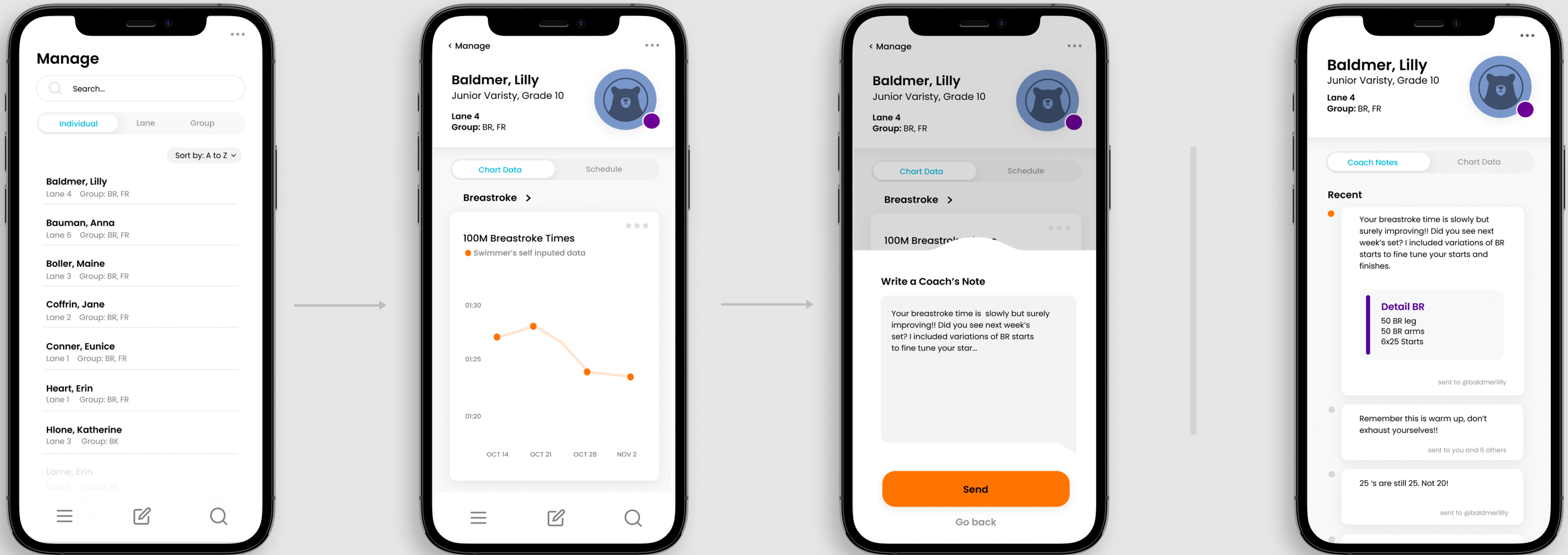
Second Set completion process



2

Personalized Assignments

The student receives their assignment in their schedule and clicks begin workout to view the set, here they may use their device as a guide to remember or connect to their smart watch for a more hands on experience. The watch greets users with the overview of that day's workout and the option to begin. Individual drills are presented alongside a quick slide timer. To finish a drill, users press and hold to confirm, and proceed to swipe away.



Swimmer's Screen

3

Data and Management

Through the management tab, coaches are able to create lanes, groups, for organization or seek individual's data. Each swimmer profile lists their data for meet times and a preview of their schedule. Information can be added or deleted on the page as the coach uses the 'write' feature in the bottom bar. Students are able to view only their data along with coach notes.

