



# 1. App Idea

Unify focuses on connecting people who like to play basketball as well as party, therefore building a sense of community focused on two social events. It provides locations for when a basketball scrimmage will take place and parties. Increasing the chances of potential long lasting friendships. One of Unify's main goal is to eliminate certain characteristics such as shyness and awkwardness.

Users can choose to meet with the opposite gender or just play basketball with the same gender. Therefore enabling a sense of more romantic freedom. For parties both genders will be invited to establish a more surreal setting. The time frames for a party or scrimmage can be allocated in one of the menu options.

# App functions

The app will also display a lot pop messages to make the app and the user can get along. This way minimal issues will be made. For instance if there are any questions the user can go to our help icon which is outlined in star that way user can't possibly miss it. However before this,in the opening page there is a button which says about us which will highlight the key functionality of our app and what we can do.



# Target audience

The target audience for the app is mainly 18-35 years old. This is because these ages frames are perfect for both social settings and are less likely to lead to any issues. For instance there will be drinks for everyone and everyone will be of age to drink. Those who pick the basketball section will be at the age where there are fewer body injuries to occur.

# Persona 1

Name: David

Age: 21

Tech knowledge: High

Needs: He likes to party as well as play basketball with friends and for his team.

This app will make his life easier as it focuses on two areas of his life which he thinks are fun and important. He also wants to make friends to who do sports and have a similar mindset on him based on fun, this app will enable this dream of this to occur.



## Persona 2

Name: William

Age: 18

Tech knowledge: Medium

Needs: William is a teenager who likes to only play basketball and knows a decent amount of how apps work but struggles to do stuff on his own. My app will provide him clear instructions on how to use it and make sure he has a fun time by pairing him with his age mates.



## Persona 3

Name: Angelia

Age: 35

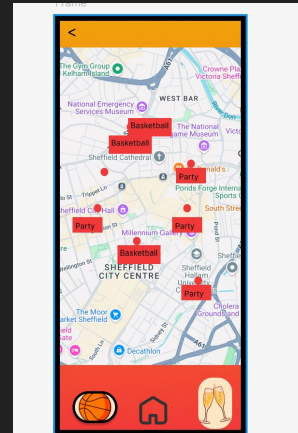
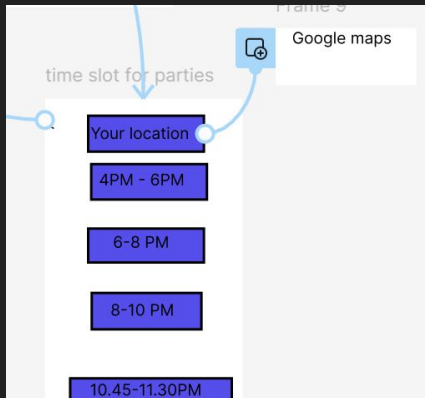
Tech knowledge: Low

Needs: Angelia has a stressed life from time to time she tends to party a lot to help her. She never really took time to use social media and struggles to use it without assistance from friends, but my app will help her plan going to parties so she can get more comfortable and improve her social life. It will also surround her with people that does sports and get her to do more than just party. Who knows my app could potentially provide her a romantic interest on one of her social gatherings.

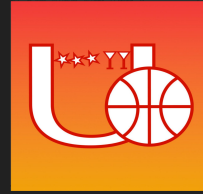


<https://www.figma.com/design/98JZPz0XpJJG17pHGjwE1w/Untitled?node-id=0-1&t=SFdP5SGPta66p8xa-1>

Our initial wireframe demonstrates less colour and versatility compared to the advanced model of the app. Feedback initially stated that we lacked color definition as the very little colours did not match with each other making a confusing mood. The wireframe also did not display how the user would get to the certain location however in the advanced model it shows.



# APP design



My app has warm colours to show a calm happy chill mood to demonstrate to users how we want them to feel when using our app. The basketball icon is supposed to represent scrimmages that will take place. The cups icon are supposed to represent the party aspect and the star icons are there to represent a good time which will occur when using our app. I made the app design similar to instagrams as i notice simple designs tend to attract most ages such as teenagers and middle aged people. Above demonstrates the inspiration as well as the earlier designs of the app icon for Unify.

# iOS10 App Icon Mockup + Template PSD

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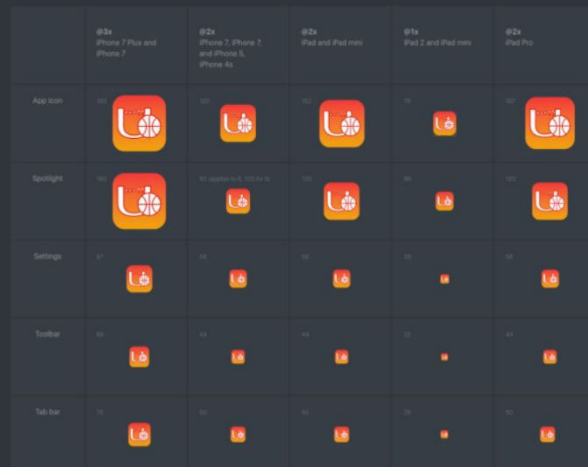
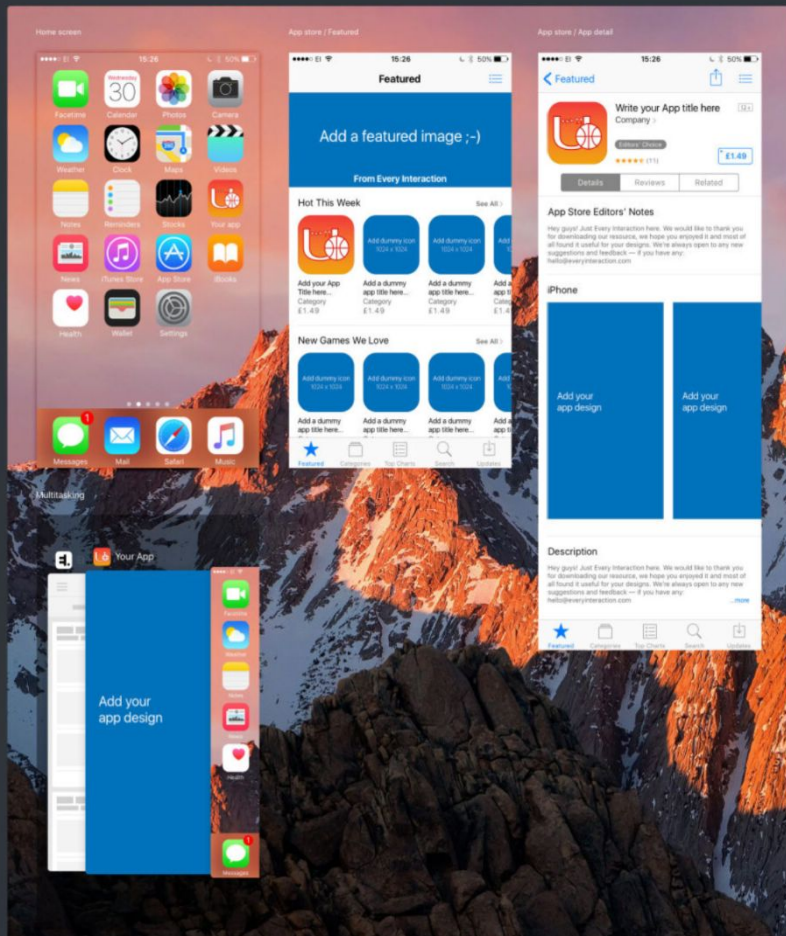
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To export icon assets, hold the two groups (selected grey) > Save for web > Select All user slices

# The app

From the previous slide it shows what app which was used to design the overall concept and what the overall concept would look like on a users device.

## 7. Research

One app which is similar to my own is facebook. It is similar to our app in terms of socialising but on a broader scale, my app tends to only focus on to aspects unifying people play basketball and partying, it also has a system of payment and scheduled times. Thus my app can be seen as more direct and simple for any age group.

Another app which is similar to my own is called Eventbrite. One can assume that this app is level above my own as its versatile in terms of structure as it is more organised and has a lot more precautions. It also has a mix of different colours to make it seem more authentic and demonstrates a lot more events.

What makes this app different is that it also mindful of the lgbtq organisation, as when your booking we constantly ask what gender you identify as a user may change their gender at any period of time, thus it's important to us we know and make them feel worked and accepted. To further explain this when you click any gender the user is meet with a welcome pop up on their screen.