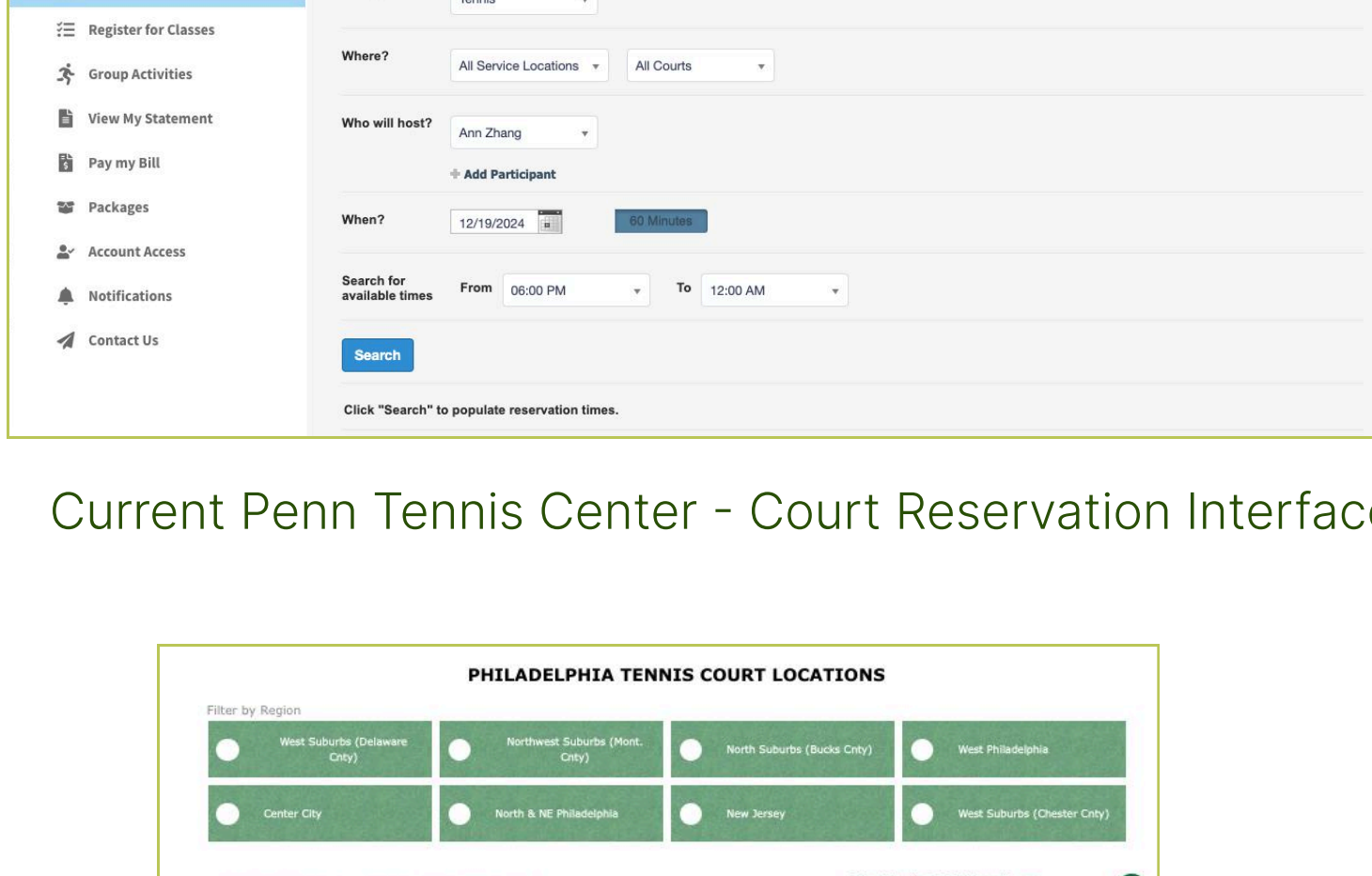
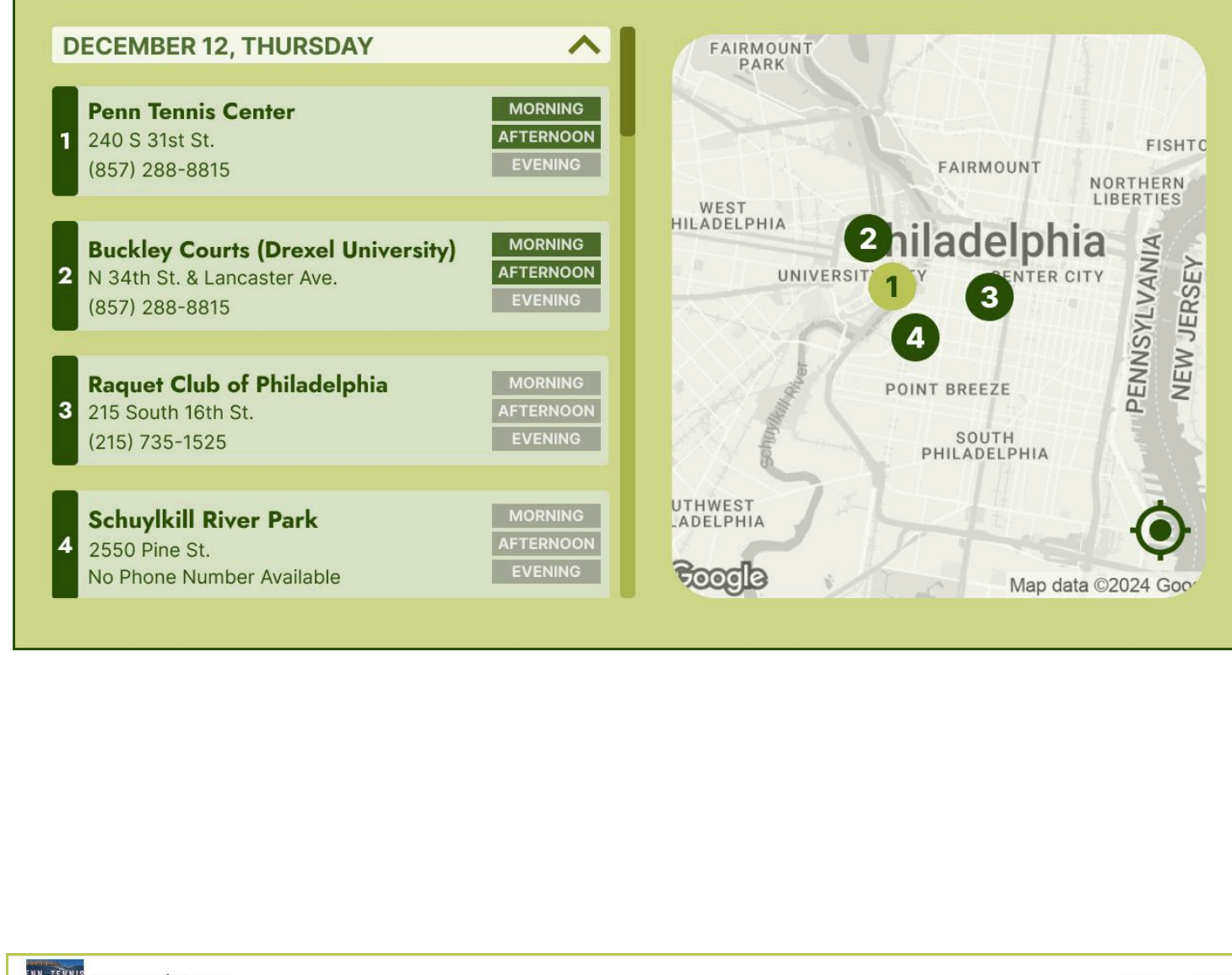
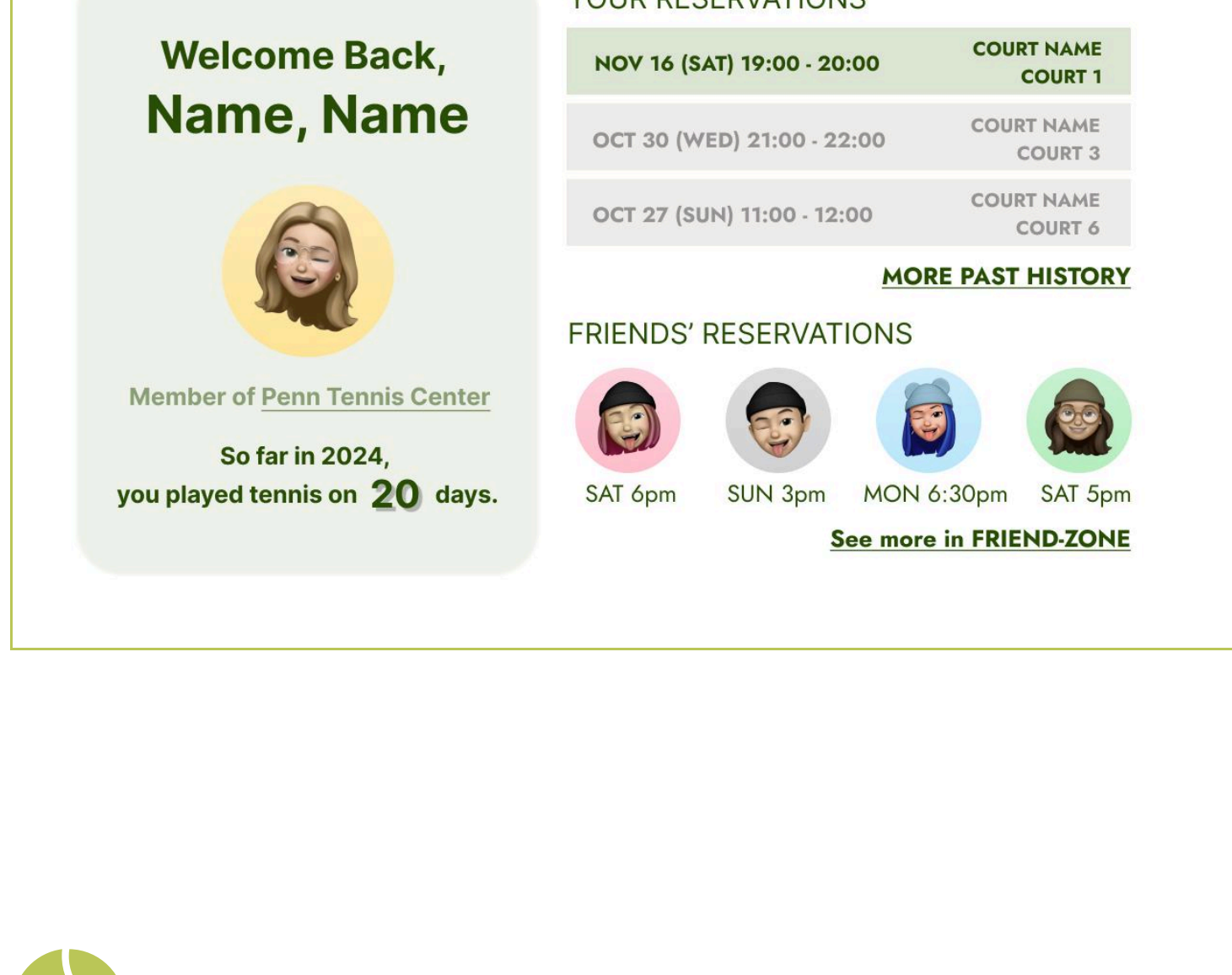


Tennistagram

Design for an Integrated Reservation & Social Portal

Ann Zi'an Zhang

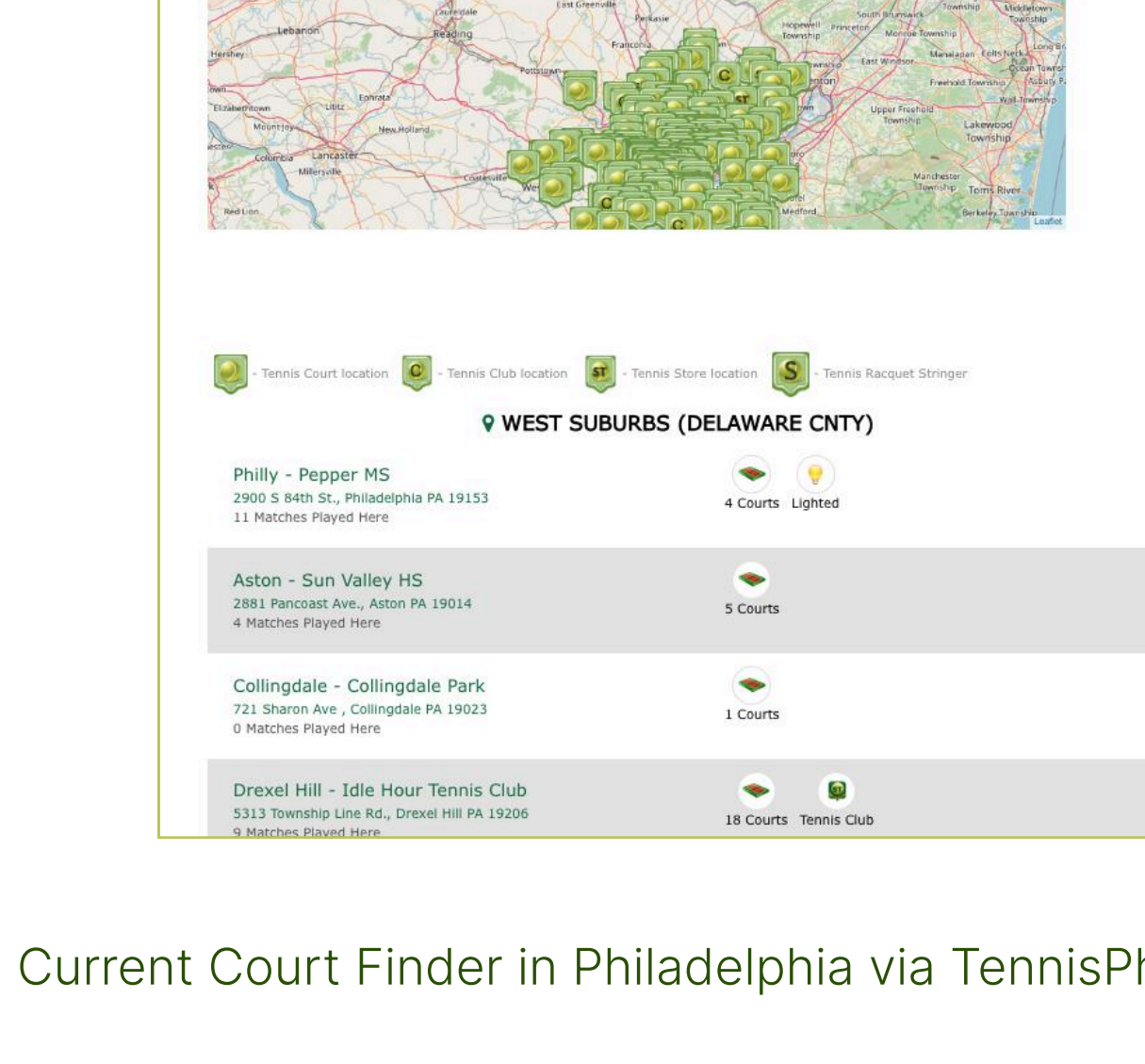


Current Penn Tennis Center - Court Reservation Interface

BACKGROUND

This project was inspired by current Penn Tennis Center's portal (right top figure), with its rather confusing categorization and rather primitive design features. In addition, Philadelphia currently does not have a centrally managed tennis court reservation portal, as New York City or San Francisco has. The only available court finder would be TennisPhilly.com (right bottom figure), a division of Tennis League Network which is an NGO. It also has limited capacity to keep tennis lovers stay informed about court locations, contacts, and availability. This project's scope is to combine court finder features and use cases of TennisPhilly.com and court reservation as well as individual portal management of Penn Tennis Center to form a comprehensive platform which can be the "one-stop shop."

Hence, I aim to design a template for tennis court reservation portal, which can be adopted and customized by tennis club websites or city public tennis court reservation platforms that contains integrated features while ensuring aesthetic consistency and vibrancy. The new design should enhance usability so that the users can easily navigate and book the desired courts at desired time.



Current Court Finder in Philadelphia via TennisPhilly.com

RESEARCH, SYNTHESIS, AND KEY TAKEAWAYS

METHOD Surveys + Interviews

USER PROFILE Young adults (age 20-35) tennis lovers who frequently utilize online portal or websites to reserve tennis courts or book lessons, whether a school, club, or public one.

RESEARCH FOCUS Major Roadblock with Current Reservation Systems

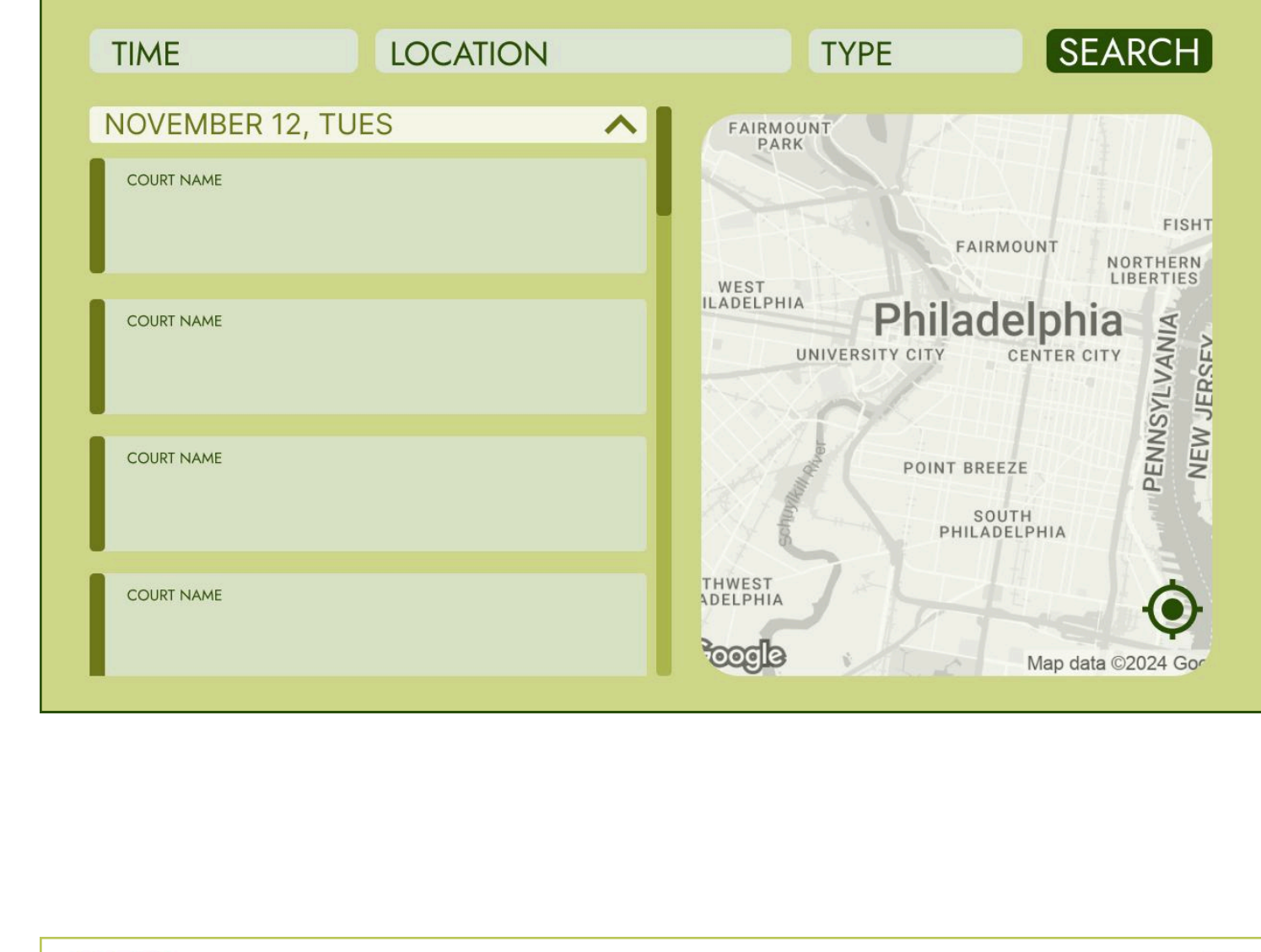
Potential New Features That Could Add Value To The Portal

- KEY TAKEAWAYS**
- Court availability is not indicated and not real-time
 - Reservation section is hard to find / navigate
 - Text verification can be daunting
 - Account setup and activation is not as straightforward
 - Lack of communication on which days courts are not taken due to events
 - Require 2 users to book courts, but name-finding filter is not well-built

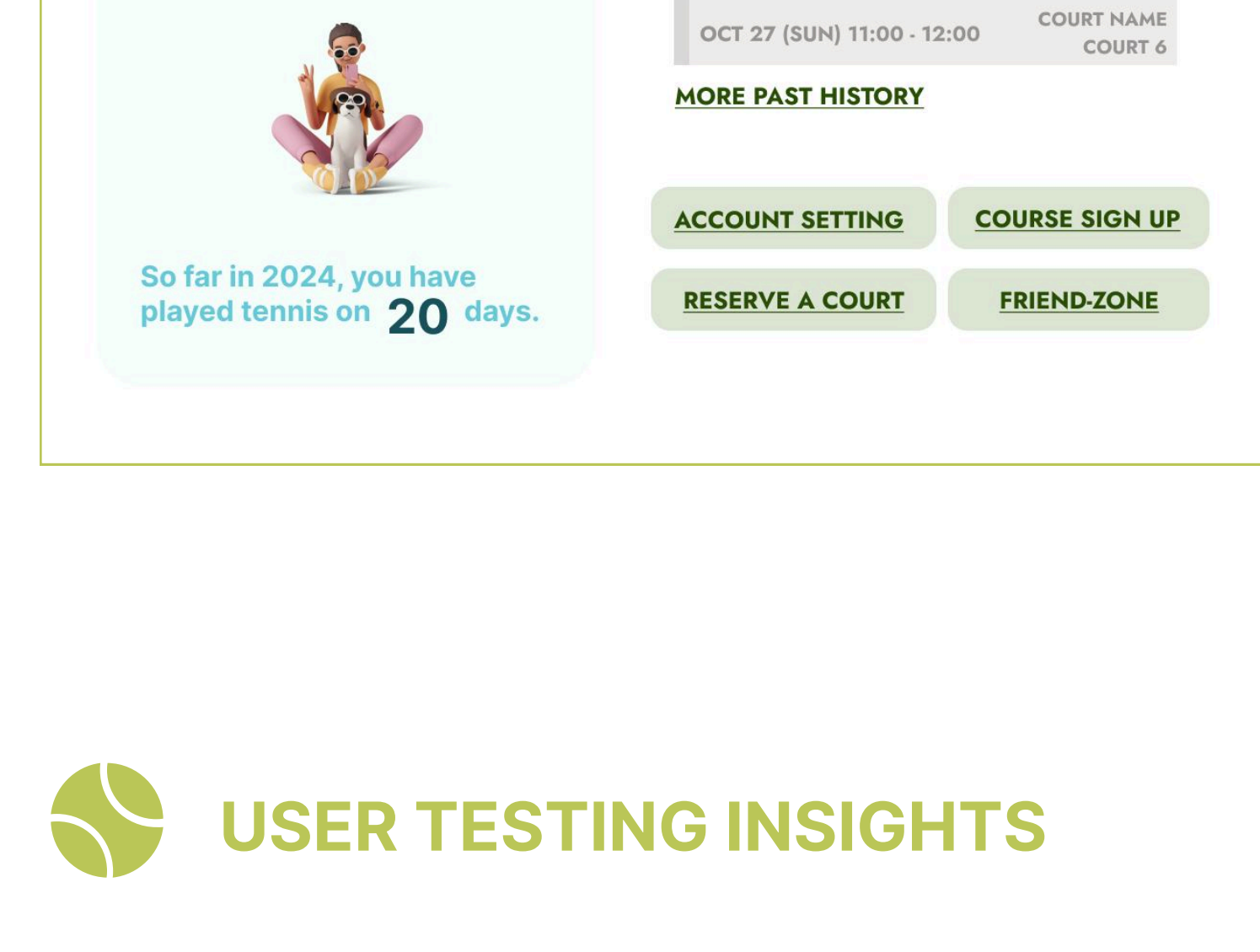
- Social - "Tennis Buddies" with level matching feature (e.g. looking specifically for those at 3.0)
- A map to visualize where courts are at within clubs
- Clear Information on how many days in advance booking becomes available
- Add to Personal Calendar

- HOW WE REDESIGN?**
- Simplify the sign-up, log-in, and navigation process to find court reservation for both new users and recurring users?
 - Add transparency and synchronization to keep all users informed about all information they need to book a court, including but not limited to reservation rules, location, availability?
 - Reshape the tennis portal to include more community-building and socializing features?
 - Add more features that can be personalized or customized to better adapt to user's needs and fasten the reservation process?

SKETCHES & WIREFRAME



COURT FINDER
The court finder interface is designed to have three key features: filter and search bar on top, results towards the left side, and a map indicating relative locations of all results in the city on the right side. This page is designed so that anyone can view courts location and availability without login. However, to further proceed the reservation process, users would need to have a registered account, where their personal information, contacts, club membership, and payment information are stored.



PERSONAL PORTAL
As mentioned above, a personal account is required for reserve a tennis court. This personal portal page is designed to track personal reservation history, remember some personalized settings, make the recurring reservation actions more smooth, and serve as an anchor to the social feature "Friend-Zone" where users can interact with other users in the same city. The left panel is designed to show a customized avatar headshot with a "fun fact" about their tennis journey.

USER TESTING INSIGHTS

Three potential users of this new portal were identified and interviewed for insights on the low fidelity wireframe as shown above. The feedback are categorized into design-related and features-related, summarized as below:

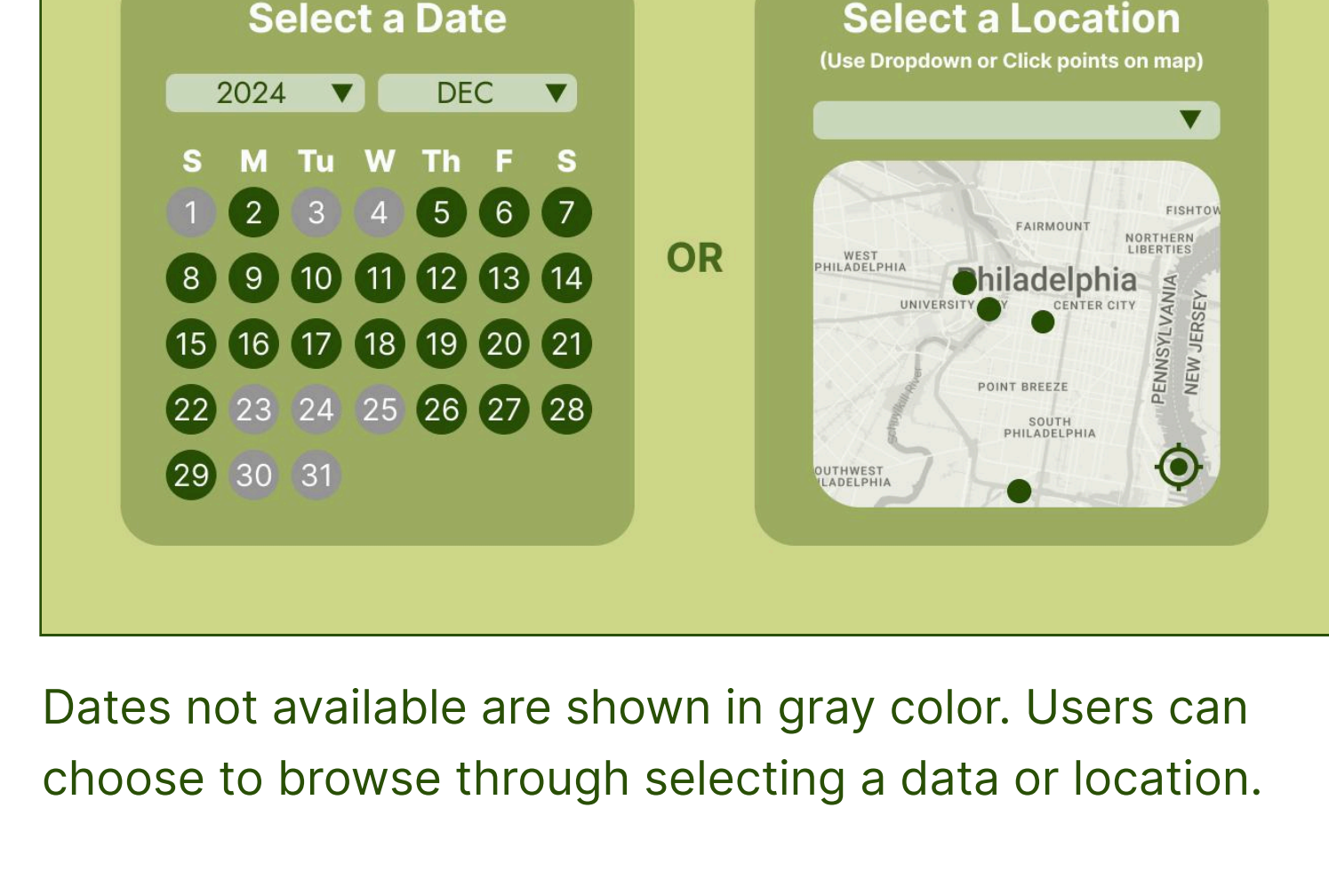
- Design-Related**
- "Love the green color!"
 - Round corner motif may be repetitive and some are not aligning
 - Too many bold text on some pages
 - Overall there could be more margins / blank space
 - Drop-down arrow for filters

- Feature-Related**
- Need to consider how to add friends in friendzone and how to directly message people
 - A potentially fun "ranking" in friend zone / personal portal

FINAL DESIGN (HIGH FIDELITY)

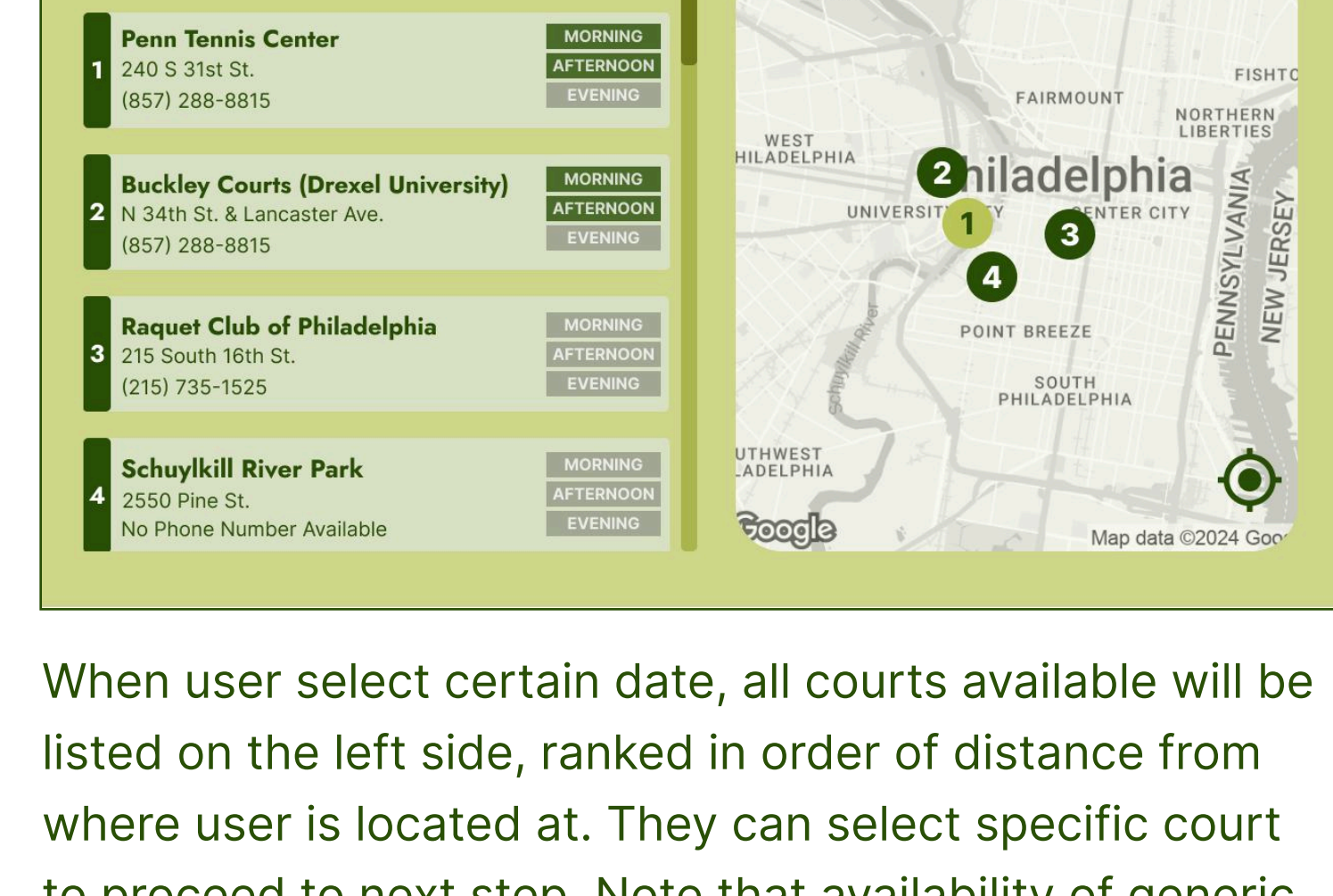
FLOW FOR COURT RESERVATION

1 - COURT FINDER



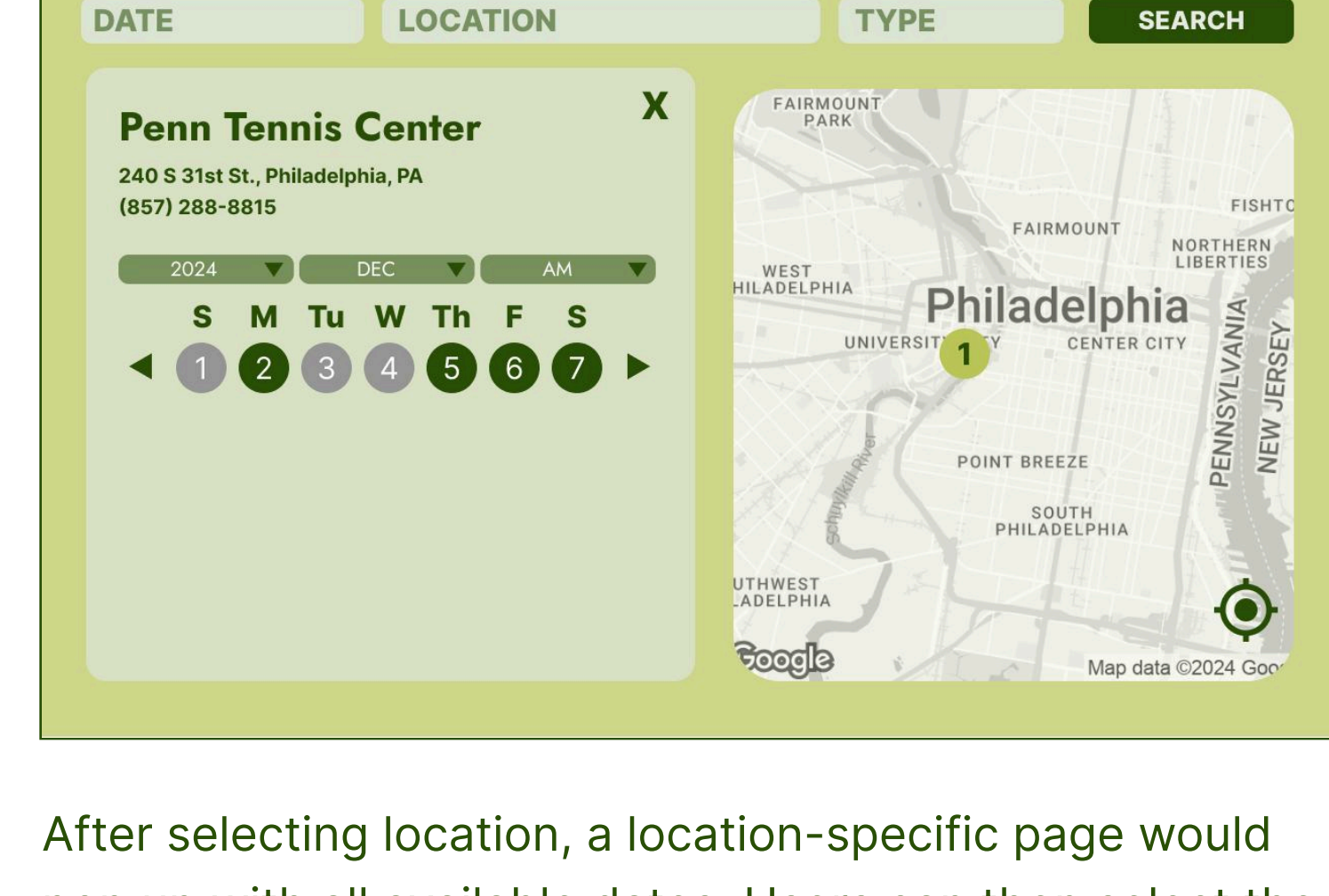
Dates not available are shown in gray color. Users can choose to browse through selecting a date or location.

2 - SEARCH RESULTS



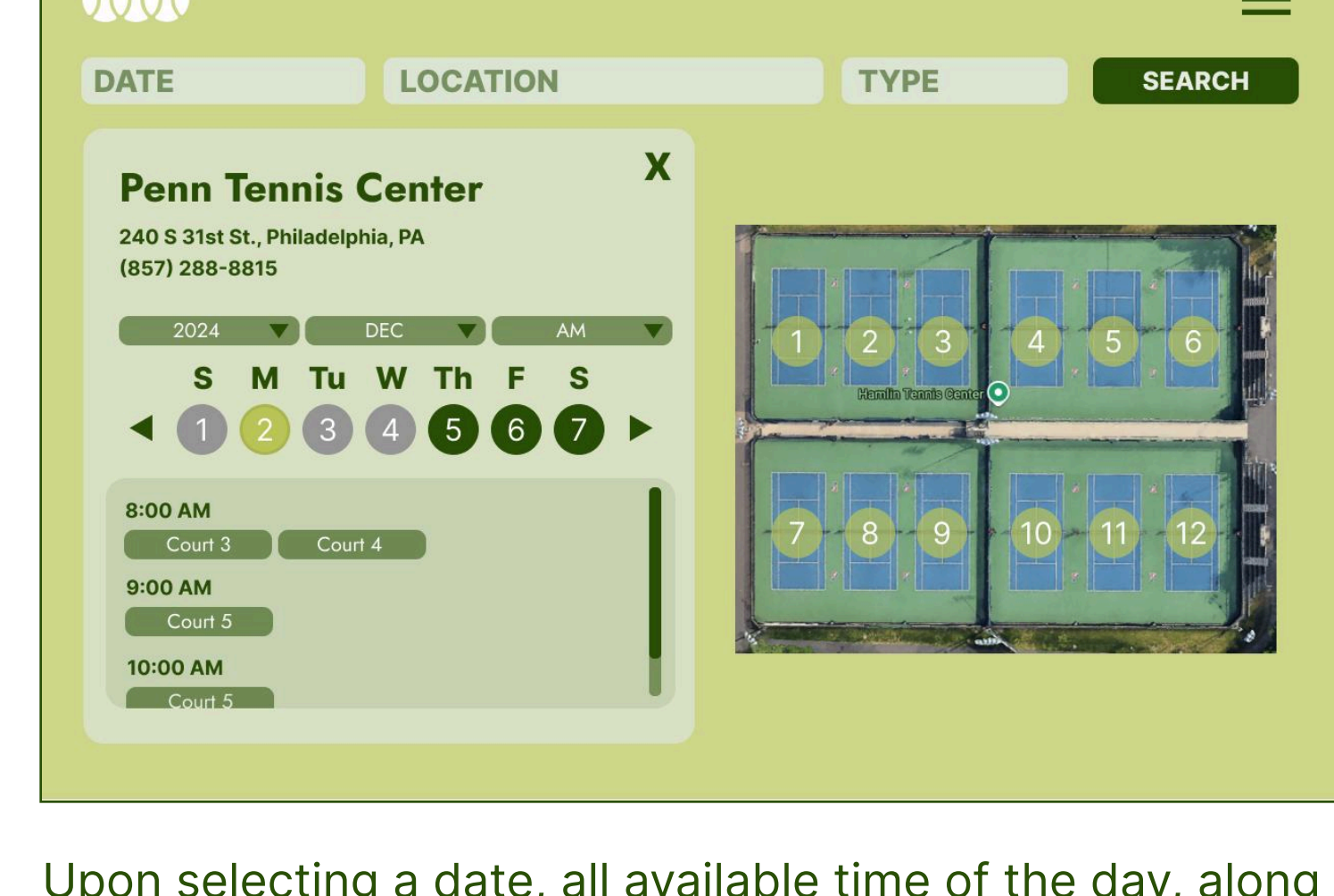
When user select certain date, all courts available will be listed on the left side, ranked in order of distance from where user is located at. They can select specific court to proceed to next step. Note that availability of generic timeframe is indicated on the right side of each card.

3 - SELECT TIME



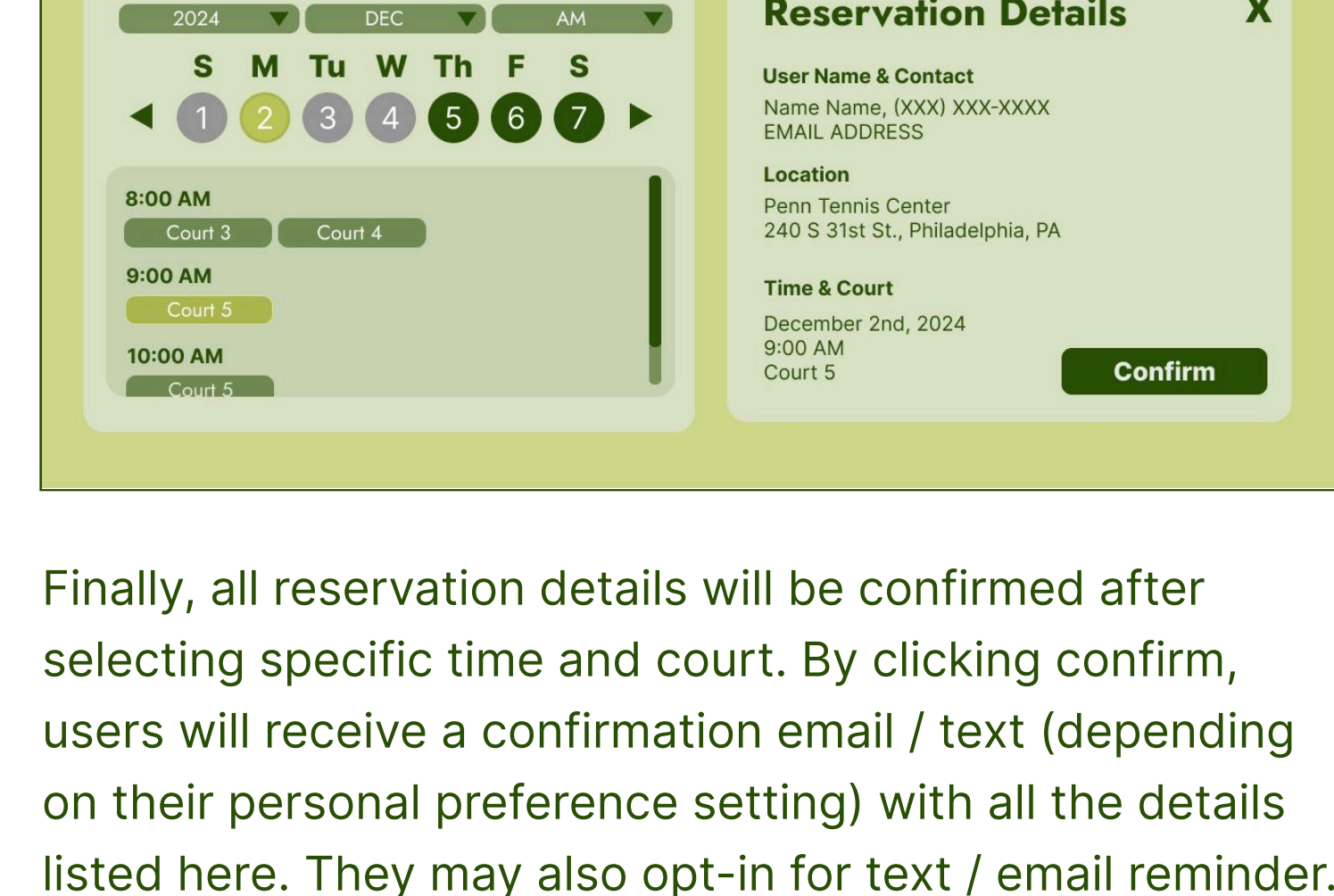
After selecting location, a location-specific page would pop up with all available dates. Users can then select the desired date again, but the page also allow flexibility if they want to cross-check with other dates in the same week.

4 - SELECT COURT



Upon selecting a date, all available time of the day, along with specific courts available would pop up. The right side would convert into a site-specific map for directing users where each court is located, in case they want specific court. This court map will also be included in the confirmation email sent to users after reserving.

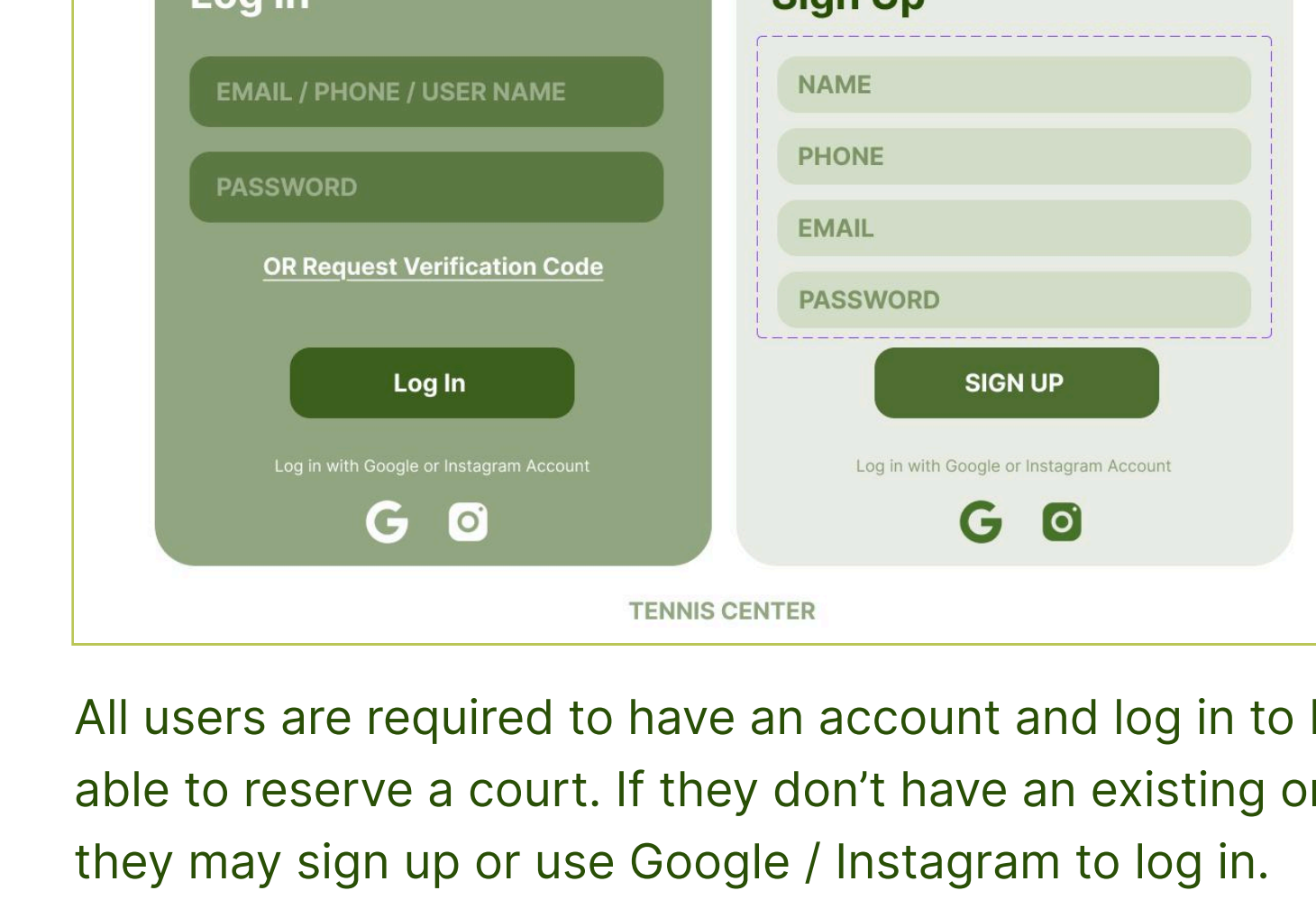
5 - CONFIRMATION



Finally, all reservation details will be confirmed after selecting specific time and court. By clicking confirm, users will receive a confirmation email / text (depending on their personal preference setting) with all the details listed here. They may also opt-in for text / email reminder.

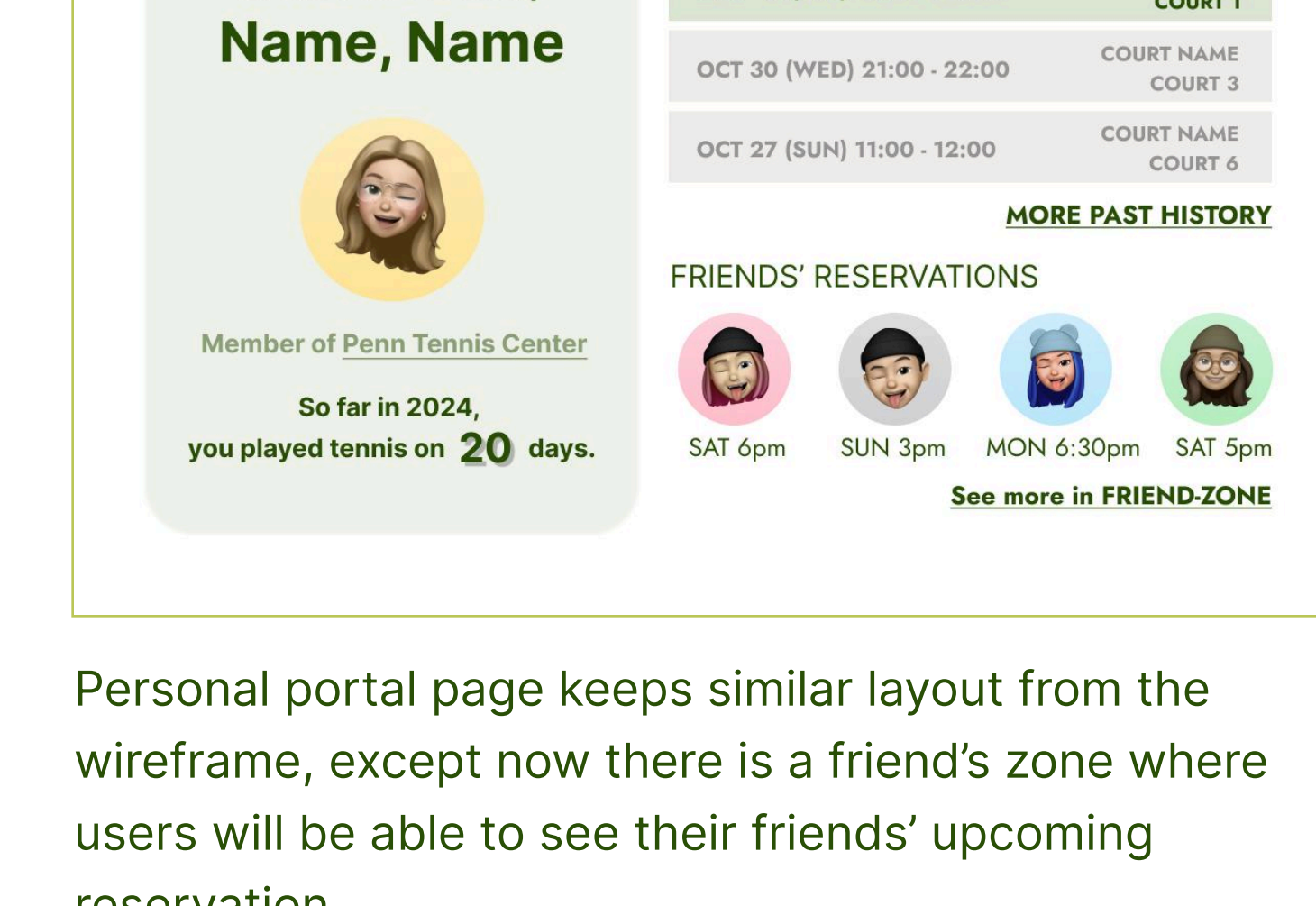
FLOW FOR PORTAL ACCESS & SOCIAL

LOG-IN / SIGN-UP



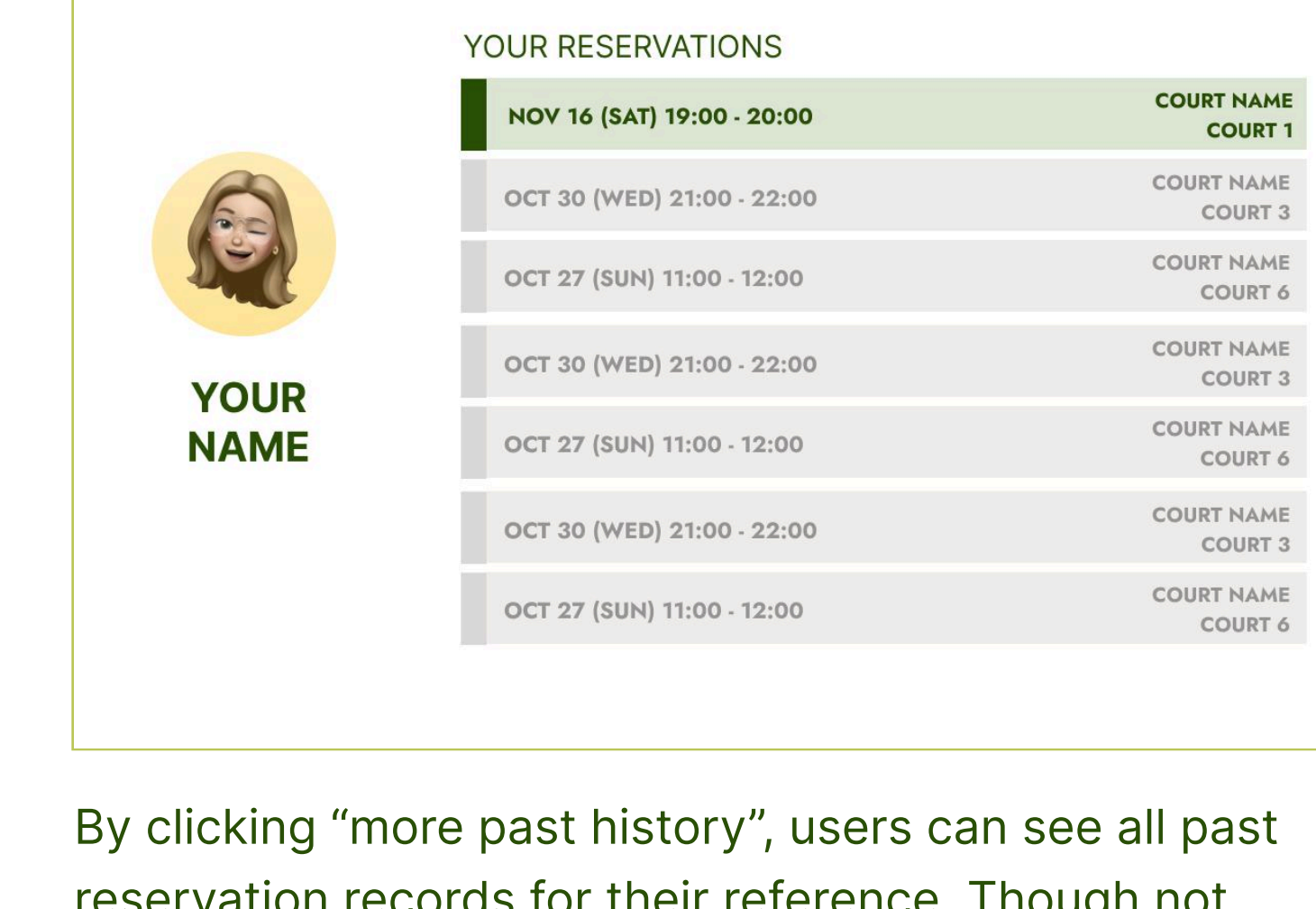
All users are required to have an account and log in to be able to reserve a court. If they don't have an existing one, they may sign up or use Google / Instagram to log in.

PERSONAL PORTAL LANDING PAGE



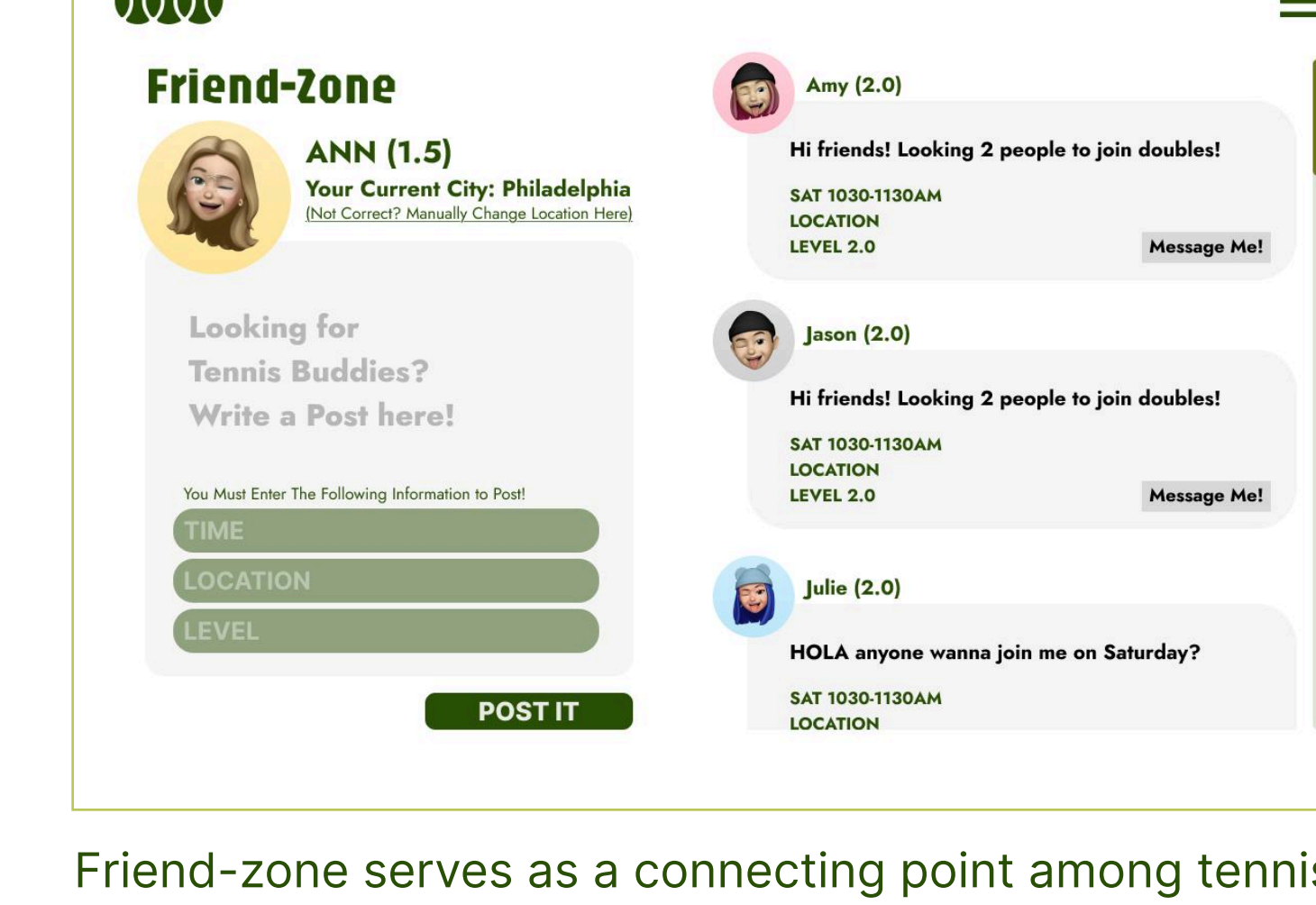
Personal portal page keeps similar layout from the wireframe, except now there is a friend's zone where users will be able to see their friends' upcoming reservation.

RESERVATION HISTORY



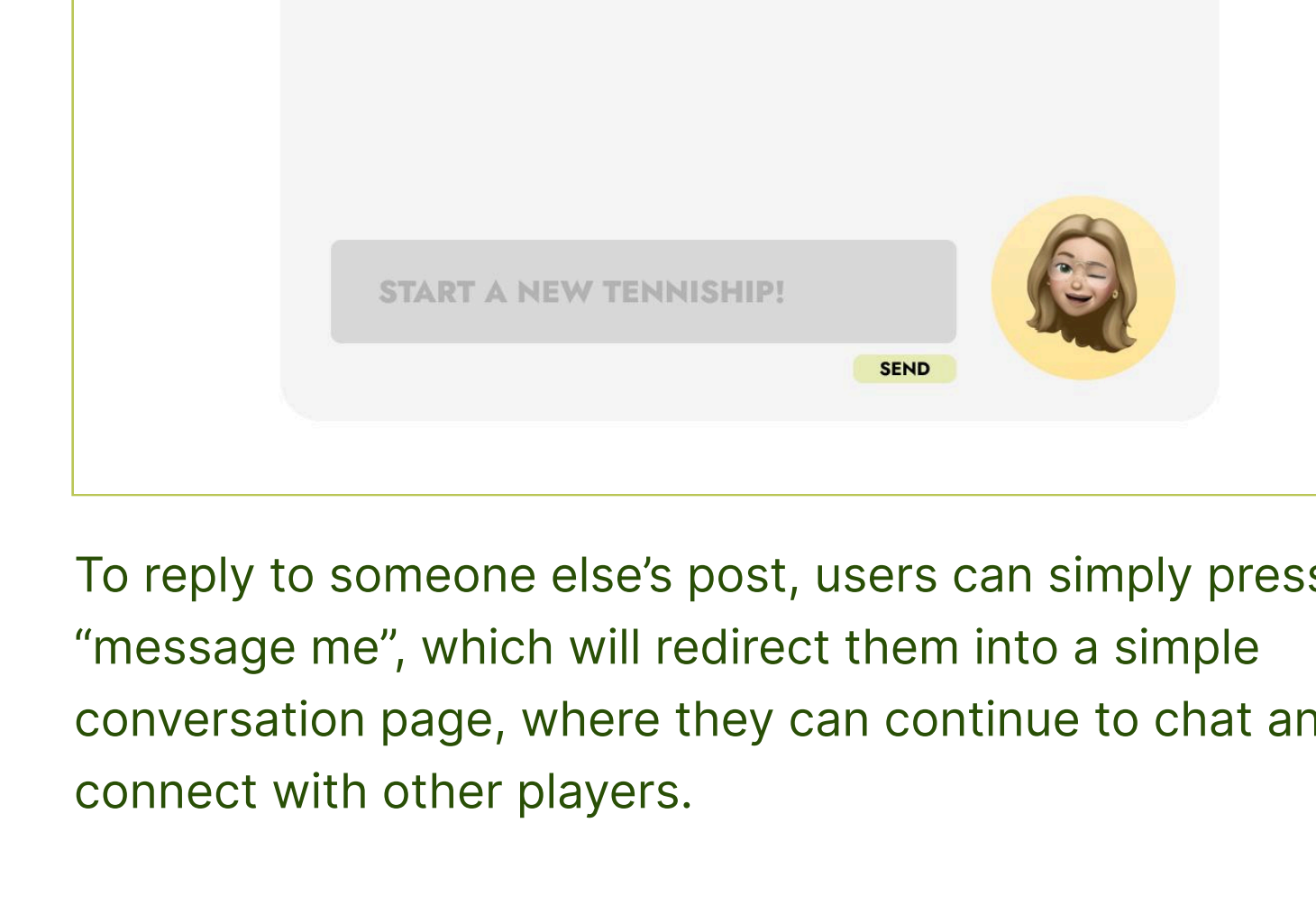
By clicking "more past history", users can see all past reservation records for their reference. Though not incorporated here, the past history may be utilized for making new reservation with the same set up (e.g. recurring every Sunday at 7pm at this specific location).

FRIEND-ZONE



Friend-zone serves as a connecting point among tennis players in the same city. Users can switch their current cities when they are traveling from those in other cities. They can either reply to others posts through "message me" or post own "call for players" in the feed.

DIRECT MESSAGE



To reply to someone else's post, users can simply press "message me", which will redirect them into a simple conversation page, where they can continue to chat and connect with other players.

NEXT STEPS

As mentioned in the background section, this design is proposed as an inspirational framework for clubs and city parks and open space departments (who usually manages all public courts in a city) to adopt and enhance their reservation platform's user interaction and user experience. Hence, despite called "final design", there are many potential next steps to go into, depending on specific use cases. Some potential next step include:

- **Customize visualization to match the branding**
- **Simplification of the search and filter process if only for one club (meaning way less locations and options comparing to citywide search for public tennis courts)**
- **Depending on the scope and scale of users, the owner of this platform may choose to disable certain social features or verify one's identity to avoid potential cyber harassment.**
- **Depending on the data management capacity of the owners, they may incorporate smarter measures, including helping user's reservation history and their GPS information, and suggesting potential location and date with the help of algorithm.**