HUSKY NATION
Creating a digital relationship between UW athletics and their passionate fanbases through a mobile app

GAMEDAY

Venue information
All you need to know about the venue in the palm of your hand

E-Tickets
Syncs ticketing to your device, ensuring you never lose track

Live stats
Real time statistics keep you in the know about the team's top performers

HUSKY 365

Husky fan connection
Tailored deals, discounts, and fan games when you sign up with Husky Nation

Newsfeed
Provides you with all the latest Husky news articles, media updates, and social feeds

Social stream
Connecting Husky fans before, during, and after gameday

Gameday preview
Provides vital matchup info, news, deals, weather, and travel updates to help you get the most out of Husky Gameday

DESIGN PROCESS

USER RESEARCH
User surveys with students, alumni, and general fans
Wants and needs analysis with potential user group
Interviews with potential user groups and athletics group stakeholders
Ethnographic experiences of UW sporting events
Competitive analyses of six mobile sports and stadium companion apps

DEMAND DIRECTION
Persona creation
Scenario mapping of persona’s Husky fan experience
User informed design
Feature prioritization and ranking of most useful features
Sketching and ideation sessions

PROTOTYPING & ITERATIVE TESTING
Paper prototyping with basic navigation
Collaborative testing sessions for every level of prototyping
Balsamiq low fidelity prototyping
Usability testing with task based approach
Justmind interactive high fidelity prototype

OUR FANS

Pratham Parikh
Dan Shillcutt
Matt Yukubousky

Designed by Dawgs, for Dawgs

Stacy
Dawg Pack Member

Nate
Young Alumni

Martin
Tyee Club Alumni

Primary Needs
PER GAME EXPENDITURE
TECH SAVVY
SOCIAL PLATFORMS
Up to the minute information
Discounts
$$$

Team status updates
Social connectivity
$$$

Special events
Gameday information
$$$

Pratham Parikh
Matt Yukubousky

HCDE MS Capstone 2015