På isen iPhone Application

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Problem:

As part of a senior level design course on interaction our design team developed an iPhone application concept for Bandy fans in Sweden. Our challenge was to build community involvement and participation for a subculture not our own. The application supports and enhances the experience of attending and watching Bandy through a reward system based on checking in when attending a game. Based on how many points a user acquires, he or she is able to engage in a secondary viewing experience. This view is through the helmet camera of a player; the user’s access to stream different player cams is based on the statistics of the player. Therefore, as the individual acquires additional points, he or she is able to view a higher ranked player’s helmet cam feed. The individual is then able to record this secondary viewing experience and share it on social media channels as well as with other På isen users at the stadium. This connects each individual user to the greater community of people attending the game — a completely unique interaction for fans.

Our user testing was limited to wireframe prototypes of the interface. Secondary research was compiled on the culture, the sport and the fan base.