# David's Mini Hudl Design Project

We want to see how you think through a design task. Here's your mission, should you choose to accept it. $500 is yours when you complete this project—regardless of whether not we offer you a full-time position (or you accept).

## Task

Design some interface element(s) and interaction that will help coaches and players find the video they want to watch more easily and quickly on the Hudl "**Library**" screen. You have total freedom to borrow from, add, or remove any element or section. Things can be renamed, moved, condensed, expanded, split into multiple pages/dialogs—whatever! The canvas is as blank as you want it to be.

This is the place coaches spend 95% of their time on Hudl.

## Background Info

*"Just give me my damn video."*

> More than anything, coaches just want to watch their film. It's an unspoken requirement of our product. We provide lots of tools on top of video that help you annotate, analyze, and share interesting moments but the core of the experience couldn't be simpler: just get out of their way and let them watch video. Any interruption and distraction better be incredibly important. Our current library screen doesn't always respect this.

*"Not all video is created equal."*

> This is something we've started learning this past year but we haven't had a chance to design any facility on our **Library** page to support the notion. Not every piece of video is relevant all the time—especially between coaches and players on the team. I'll let you think about why.

*"Usability studies show that things we consider "core features" are often invisible to novice users."*

> This project is mainly about organizing the **Library** page to help coaches find their video quickly. But things like the ability to make annotations (drawings, text) on top of video and manipulate the data (edit, filter, sort) are often completely invisible to users until they're shown by our support staff or another user. Put on your sports coaching hat and let us know what's important by better prioritizing some of the information. Freebie**: 0% of people tested** realize that 'Edit View' button is how you add/remove columns of data.

# Resources

http://www.hudl.com/support/

http://www.hudl.com/login/

Login email: test.hudl.02@gmail.com Password: abc123

# Deliverables

- Sketches, mockups, wireframes, or interactive/faked-data HTML page (or a combination of some/all of the above). Your call on how far you take any of these but your budget is fixed. You can spend one hour or twenty--it's up to you.
- Written description of the major design decisions. Explain the *why* by tying decisions back to your assumptions about coach and athlete behavior and psychology.
- Compile everything however you prefer and send me (Kyle) an email: kyle.murphy@hudl.com

# Hints

- Since this will be your first time trying the software out, pay attention to where you say: "WTF." Coaches probably say much nastier things ;)
- Your rationale and thinking behind any decision is just as important (maybe more?!) than the decision itself. If you make a button big, *why* should it be so big? What are the side-effects of its bigness?
- This is a BIG page. Your task isn't to completely redesign or optimize every aspect of it. We want to see what you think is important, why, and how you'd change the interaction to support those priorities. Put on your coaching hat. What matters to you?
- It's totally OK to pick a small section of the page and "zoom in" on it if you think that part is important (and can back it up).