

We used the first step of the design process which is empathy to understand the client needs during the first meeting with the client. Some of the clients needs that we picked up were: exciting designs that are engaging for all audiences, interesting statistics of teams for fans, easy access and preparation for everything our clients want displayed on the big screen, new games and entertainment to get the audience interested and cheering for the game, sleek design for home and away teams, organized content to keep the audience engaged, eye catching video animations, change of content on the fly to keep the audience entertained , Basically new ways to implement interesting engaging displays, visual graphics for the audience to enjoy, look at stats, and get excited. Also, some make noise animations, activities that engage fans of Ottawa 67s to participate during the game.

These needs will be organised into three groups based on innovative designs, flexibility and standings and statistics.

Innovation: new and exciting designs that are engaging for all audiences; to get the audience interested and cheering for the game, sleek design for home and away teams, organized content to keep the audience engaged, eye catching video animations, exciting visual content such as make noise. Exciting logos, colours, birthdays presentations.

Innovation is the priority group because using empathy we concluded that there was a need to create new and engaging content to get fans engaged at the TD arena complex.

Flexibility: easy access and preparation for everything our clients want displayed on the big screen, change of content on the fly to keep the audience entertained.

We understood that there was a client need to easily access and change information as the show progresses.

Standings and statistics: interesting statistics for fans of both home and away teams. This is our third group of priority because the client needs to display statistics of home and away teams quickly and easily.

After identifying user needs, we then benchmark user perception of similar products to increase our understanding on client needs. We found that another potential client: Score vision have products that are interactive, and they catch the eyes of the fans instead of just being a scoreboard. They are a great way to keep fans and parents updated on the events they can't be there in person. They are very flexible and versatile.

Ross video products are very easy to setup and configure. They helped give a new edge which was great for them, the stadium and the sponsors. They have very powerful way to run ribbon boards. Their products can synchronise multiple systems to make workflow simpler.

Based on the above user needs, we can address the problem statement as follows:

“A need exists for Ross video and Ottawa Sports and Entertainment group to have an extraordinary visual display that is innovative and organized and fast to keep the audience engaged and entertained during the game using an easy to modify, control and combine user interface that displays data in a fraction of a second in order to manage the Ottawa 67s Scoreboard Show.”

