



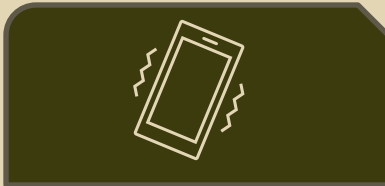
# MLB App UX Assessment

## HCD Approach

Milwaukee Brewers  
Kayley Reith  
August 2nd, 2025

MLB App

# Project Importance



- Primary digital touchpoint for MLB fans
- **10 Million+** downloads with consistent seasonal usage (Google Play 2024)



- Real-time scores and streaming, driving daily fan interaction
- MLB.TV registered over **11.5 billion minutes watched**, marking a 9.8% increase from the previous year (Major League Baseball 2023)

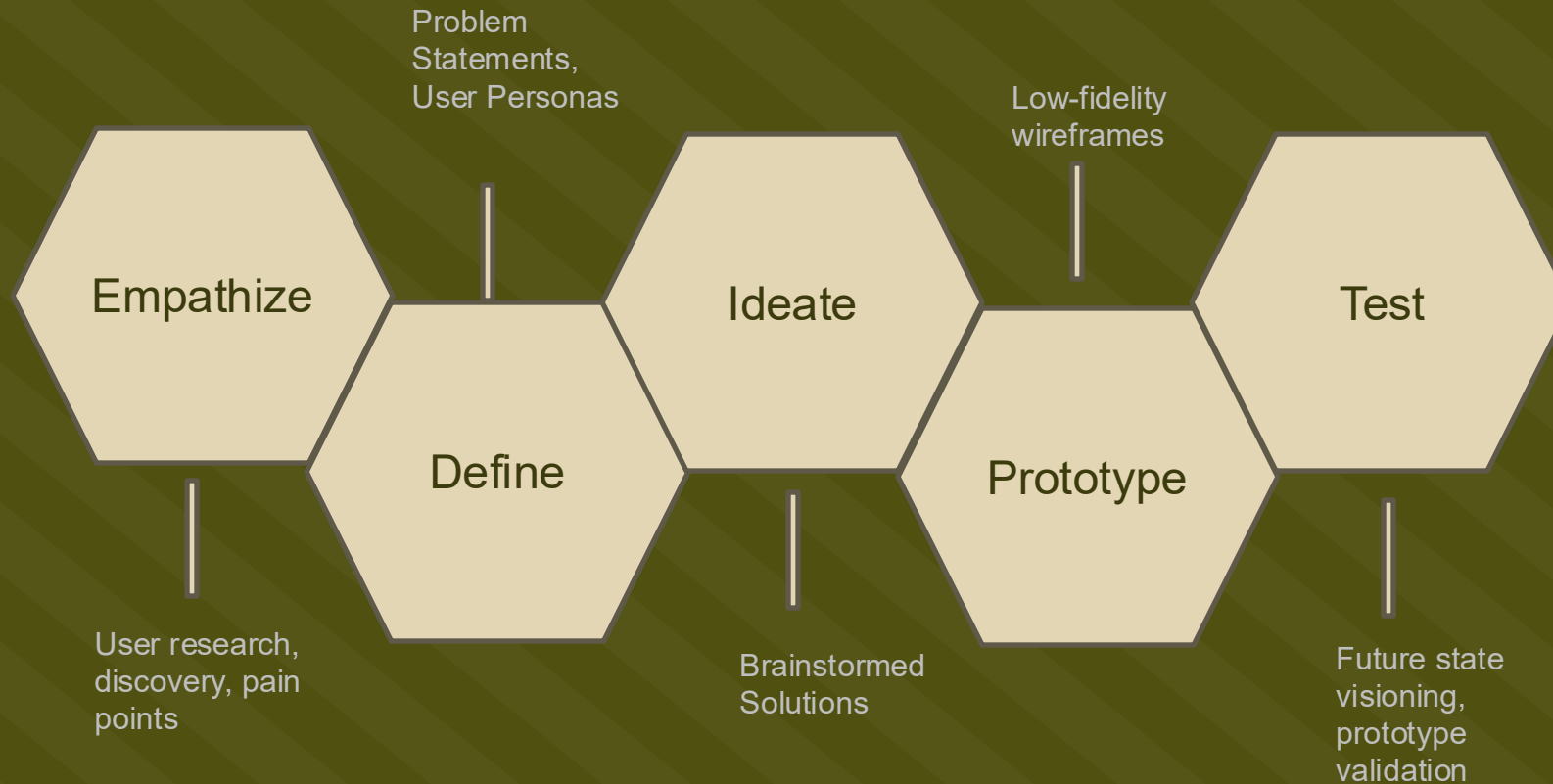


- Revenue and engagement driver through user retention & features
- The MLB app generated an estimated **\$5 million** in worldwide revenue last July (SensorTower 2025)

## Human-Centered Design (HCD) Framework

# Project Approach

The Human-Centered Design framework ensures that every design decision is informed by user research, enabling iterative solutions that align with real-world needs.



## User Research and Discovery

# Empathize

User reviews offer actionable insight into key usability challenges and pain points in the MLB App.

### Change the stats back



★★★★★ edited Fri · nickname18402648...

Why when I open the app do I find a media player when my team is playing?? I can't watch them on the app. STOP this goofy nonsense. When I open the app, I should be met with simple game info or upcoming game info. Not a media play that immediately starts despite the fact that I cannot even watch the game. And enough with this stupid team stats thing. When I click stats, just show me the stats for the league. I don't need that to be customized to me team. And while I'm at it, ENOUGH WITH THE ADS ON THE SLEEVES. STOP THAT NONSENSE NOW. EVEN THR NIKE LOGO LOOKS AWFUL ON THE JERSEYS.

### Small text makes reading difficult



★★★★★ edited Thu · robgarbo

Box score text is tiny without any way to make it larger. A classic UX fail for usability.

### Best feature removed.



★★★★★ Jul 23 · AprilGus

In past seasons I was able you were able to keep scores at the top of the screen and check in game stats while watching a game but they removed that option. It was a cool feature to have. Now I need to close the game, look for scores and go back to the game, same with in game stats. It was a fun app now it is not.

### Gone downhill



★★★★★ edited Sun · Lovely Spam

App used to be so much better! Could see other game scores and game and player stats while watching game. Now a hopeless mishmash. Shame!

### Does anyone from MLB actually try the app?



★★★★★ Jul 18 · ReviewsByMe101

Watching video highlights is super annoying. Once you select a new video, you need to scroll up quickly and get the video control interface out of the way as fast as you can to not miss the clip.

The video should stay visible when you are scrolling the list of videos!

### Scoring



★★★★★ Jul 19 · Quilter825

Would like to see scoring on first page along with win/loss record



Usability Issues



Game Information Gaps



Media Frustrations

# Empathize

## Current State Overall Themes

### Critical Reviews

#### Lack of Prioritized Game Information



- Users want immediate access to scores, win/loss records, and upcoming games, but the app prioritizes media or promotional content.

#### Disjointed In-Game Experience



- Streaming lacks integrated stats and scores, forcing users to exit the game view to find relevant data.

#### Poor Accessibility and Readability



- Box score text is too small, with no customization options, limiting usability for many fans.

#### Frustrating Media Interactions

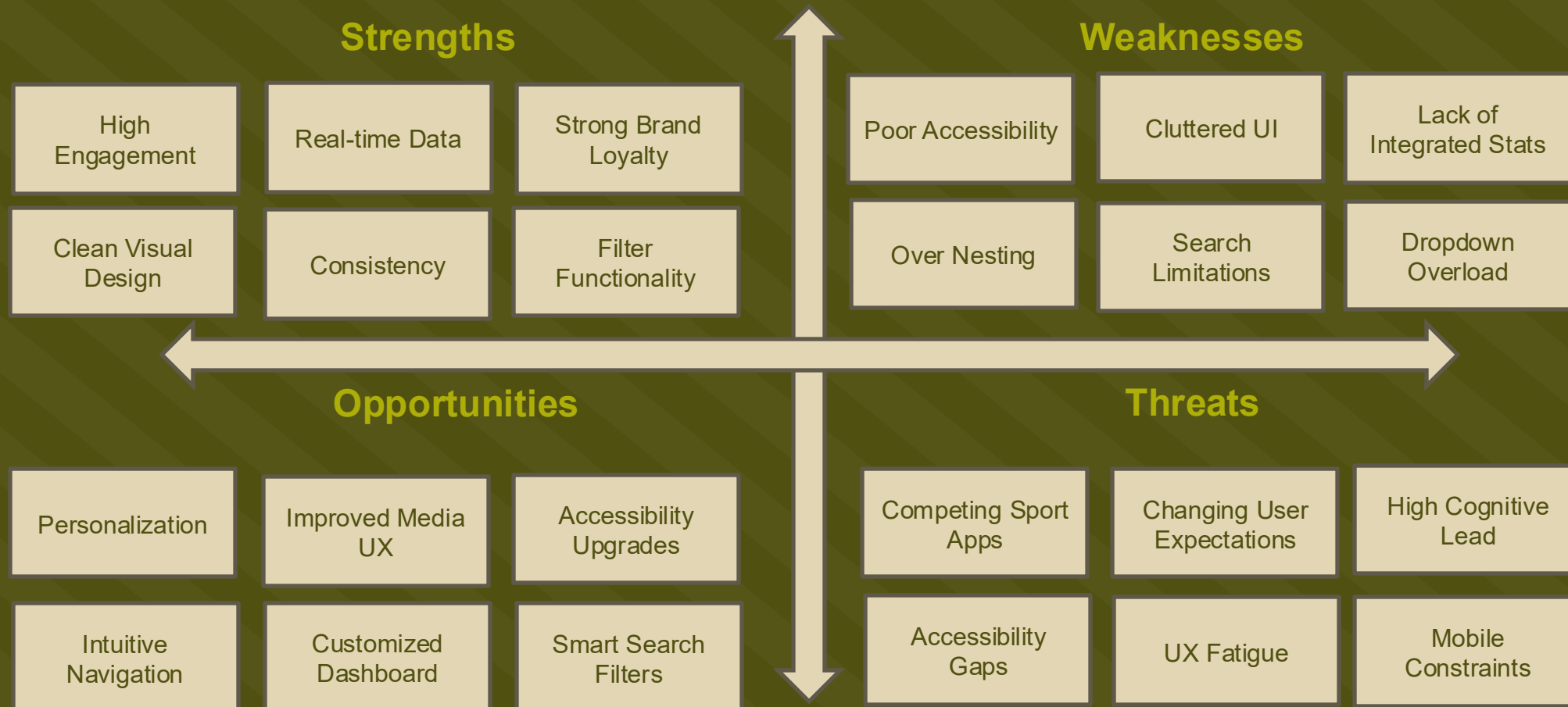


- Video playback is obstructed by UI elements, and autoplay behavior feels intrusive

## SWOT Analysis

# Define

SWOT analysis evaluates the MLB App's user experience by identifying internal **strengths** and **weaknesses**, and external **opportunities** and **threats** to guide strategic design decisions.



# Define

## Actionable Problem Statements

- Users struggle to access live stats during streaming
- Box score text is too small and lacks customization
- Navigation feels cluttered and overwhelming
- Users must exit game view to check scores

## User Requirements

- Provide integrated stat overlays in the video view or personalized score dashboard
- Enable adjustable font sizes for better readability
- Implement streamlined dropdown menus with shallow hierarchy to reduce cognitive load and improve discoverability
- Display real-time scores within the streaming interface

## Brainstormed Solutions

# Ideate

**“How Might We” questions** reframe user problems into open-ended prompts that spark creative solutions. They help bridge the gap between user insights and design ideas.

### How Might We Questions:

... simplify navigation for faster access to scores and teams?

... reduce cognitive load in dropdown menus and filters?

... personalize the app dashboard based on favorite teams or recent activity?

### User Needs

- Users want live stats during streaming
- Box score text is illegible and too small to read
- Navigation feels overwhelming on home pages and little customization on stats pages
- Users exit game view to check scores

### Design Concepts

- Stat overlay in video view
- Font size customization slider
- Shallow dropdown menus with smart filters
- Personalized team/player/score dashboard



## Wireframes and App Layout

# Prototype

### Critical Requirements

- Fast, intuitive team search with auto-suggestions
  - Saves time and reduces friction for users looking up teams
  - Reduces cognitive load and effort
- Smart sorting and filtering by performance metrics
  - Helps users quickly find top-performing or trending teams
- Clear, scannable standings data
- Mobile-friendly layout with responsive filter controls
  - Ensures usability across devices

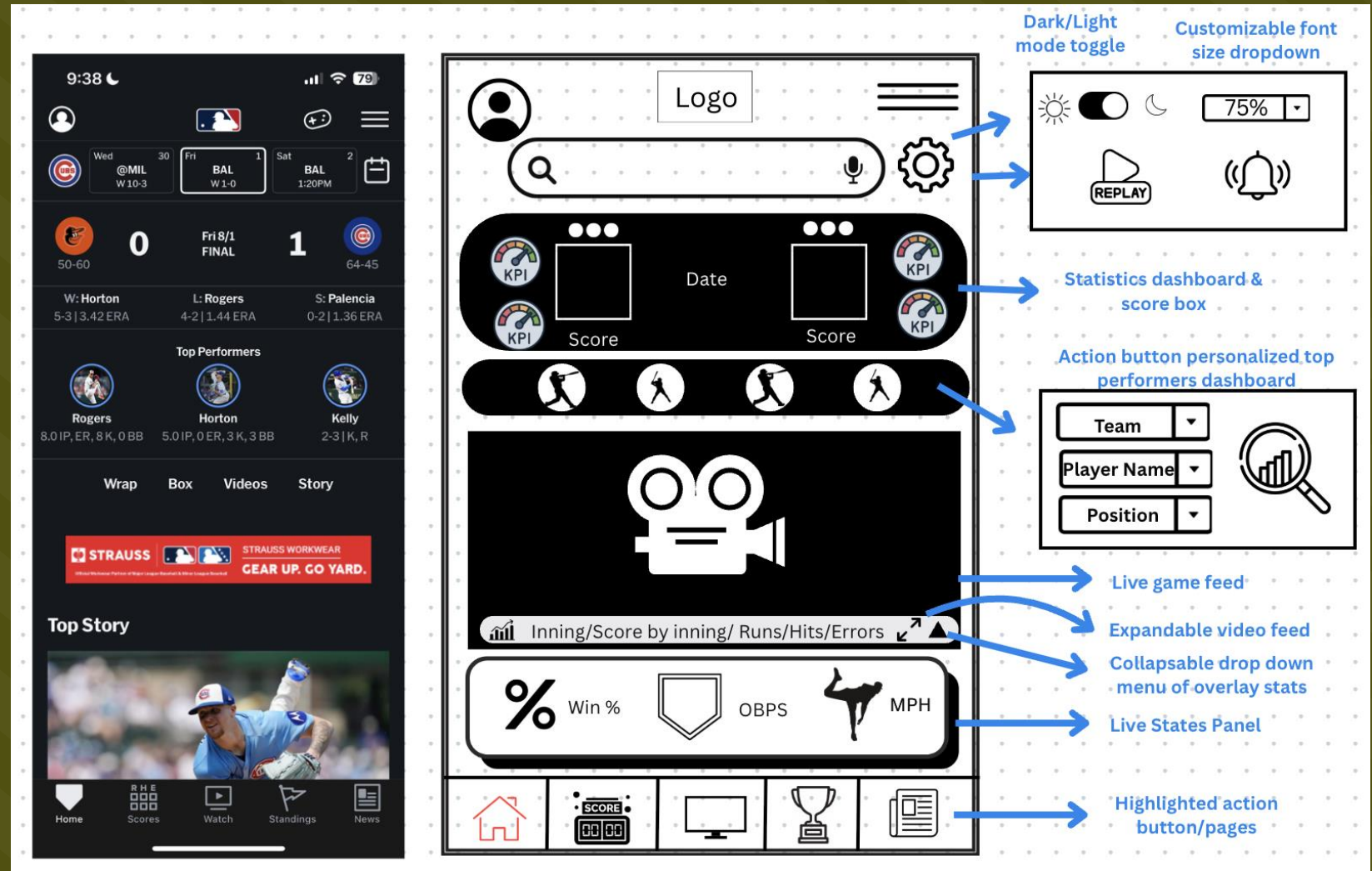


## Wireframes and App Layout

# Prototype

### Critical Requirements

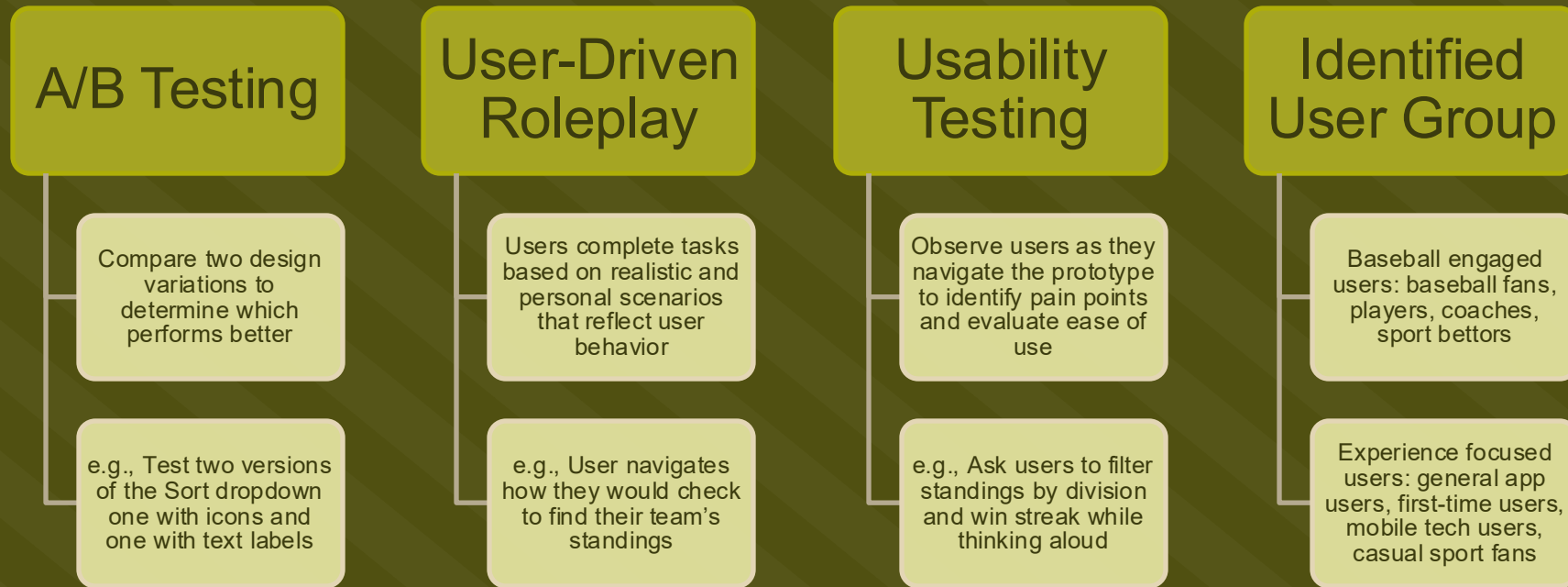
- Accessibility & Font Readability Customization
  - Enhances comfort and usability for diverse visual needs
- Personalized Player Dashboard with Easy Navigation
  - Speeds up access to relevant stats with minimal effort
- Expandable Statistics Overlay
  - Supports user control by letting them choose when and what to view
- Horizontal Team Stats Below Video Footage
  - Keeps users informed without disrupting viewing experience



## Future State Visioning

# Test

In a hypothetical future state, testing would be conducted to evaluate the effectiveness and usability of the MLB app prototype. The testing would involve the identified user group to ensure meaningful and targeted feedback.



MLB App Users

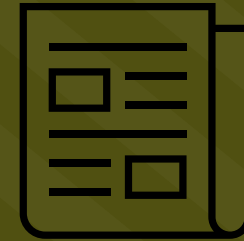
# Impact



**Broader  
Accessibility  
& Inclusivity**



**Enhanced User  
Engagement &  
Retention**



**Smarter,  
Context-Aware  
Information  
Delivery**

MLB App

# Conclusion

User-Centered  
Enhancements

Refined  
features directly  
address user  
pain points  
accessibility,  
navigation, and  
data clarity

Scalable  
Impact

Improvements  
support broader  
accessibility,  
deeper  
engagement,  
and smarter  
content delivery

Design  
Evolution

Prototype 2  
builds on core  
functionality  
with more  
personalized,  
intuitive, and  
context-aware  
interactions

# Thank You

Thanks so much for your time! I'd love to answer  
any questions or dive deeper into the  
prototype.

MLB App

# Sources

Major League Baseball. (2023). *MLB.TV engagement report*. Internal data summary. (Note: If this is unpublished or proprietary data, you can cite it as a personal communication or internal source.)

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