

UX Design Summative

Student Name: Matthew Brown
Module: UX Design
Class: Level 6 Web & UX
Deadline: 14 April 9 PM

Brief

Brief: To follow and document the user experience design process of an application or website and implement an interface derived from this process using web technologies.

Client

Client: Ladera Heights Stags (fictional).

The Ladera Heights Stags are a High school American football team based in the greater Los Angeles area. They compete in the Los Angeles Football League as a member club of the league's Los Angeles Football Conference East division.

Problem

The Ladera Heights High School Football Team has called for our help in designing a fully functioning website to inform their fans and supporters about updates and give

them the ability to purchase tickets. The football team has been growing in support , however as the school has spent their resources on the team they do not have a fully trustworthy source where fans can fully interact with the team. With a fully functioning website, fans can become a more active part of the community again. The Ladera Heights Football Team currently don't have any standalone ways to access information about their facilities (their own website or application), only having a small section of the school's facebook page dedicated to it.

Solution

My job is to design a functioning website in which fans and supporters can visit and get news on the team such as: schedule, roster changes, stats, etc. I will create a fully responsive website that will provide fans/supporters more of an opportunity to interact with their team.

Business Strategy

1. Vision and business objectives

- To create a website that stands out
- A website that intrigues fans about the team and gets them excited
- To showcase the talent that this team possesses

2. Core values

- To display teams identity and purpose
- To inform users about the updates and news about this team
- To create a fun environment for fans and users
- To blend in with competition with modern design and easy to use accessibility
- To portray the wrong image about client
- To slander any other competition and betray clients identity

3. SWOT analysis

To conduct a SWOT analysis to identify each possible outcome of my webpage and to make sure I am aware of every outcome to secure a better understanding of the field I am dealing with.

4. CEO/Owner analysis

The immediate owner would be the principal of the school and the school board as this website is about their school and making sure that the identity and message that they want to convey about their school is extremely important.

Team organizers and coaching staff.

The team's organizers are also important as they run this team and expect the best for their players and staff.

Objectives

- Research my client and my client's target audience to get a better understanding on who I am designing this webpage for and how they want to interact with their audience.
- Analyse other sports webpages to get a better understanding on what/how they function.
- Find out what are the most popular functions that the users require on sport team web sites and incorporate/implement into the Ladera Heights team site.
- To gather information from end users re: what they think would be best for the websites content and functionality. Also gather qualitative and psychographic information where/if necessary.

- Conduct a focus group activity so that I get a better understanding on how users will navigate my webpage.

Timeline

Wed 17	Brief writing	Fri 26	Wireframes+Prototyping
Thurs 18	Hypothesis	Mon 29	Prototyping + Wireframing
Fri 19	Plan, Client + Market research	Tues 30	User test and analysis + Feedback
Mon 22	Research Methods + Analysis	Wed 31	Refinement + Second user test
Tues 23	Survey	Thur 1	Final user test and analysis
Wed 24	Personas + Style Analysis	Fri 2	Final Re-editing
Thurs 25	Research + Analysis Completion	Mon 3	Finalisation
Tue 4	Pitch editing	Thurs 6	Coding
Wed 5	Ideation	Wed 7	Coding

Overview

I shall use my timeline as it best fits my schedule and is an overall good layout on how we can make this prototype in the best, most effective way possible. It's an easy breakdown on when things should be done for maximum execution.

Research Methods:

Competitor Analysis

- Competitor analysis will allow me to get an understanding on how other corporations and designers created their apps and how I can use their designs to

the best of my advantage. I shall use these designs to the best of my advantage to make sure I know what my design needs to be the best it can be. Competitor analysis is crucial as it shows you understand what the other designers were thinking and shows you have an understanding of what to do and what to expect.

Contextual surveys

- Helps to figure out how the user moves by replicating their flow. Provides information about the end user's "location" so you can create a relevant product. However it may be difficult to figure out where to begin.

SWOT analysis

- SWOT analysis is a strategic planning technique used to help a person or organization identify strengths, weaknesses, opportunities, and threats related to business competition or project planning

Co-creativity sessions

- The purpose of a Co-Creation Session is to convene a group of people you're designing for and then bring them into the design process. You're not just hearing their voices, you're empowering them to make alongside you.
- Co-creativity is a great way to research as more brains together work better than one alone, having other creative minds will overall have a better design outcome to the webpage as different opinions will suit different needs.

Overview

UX research is research into the end users behaviours, habits and opinions in order to add relevant insight and context into the product's development. It consists of a large variety of methods that all contribute to the goal of informing the design process from the perspective of the end user.

From this, the purpose of UX research is gathering information from the end users in order to create a relevant experience for them in the product's design.

Target Audience

Primary

The assumed Primary audience are fans of the Ladera Heights High School Football team who may use my website when seeking information about the team and prices of tickets, aged around 20-55.

Secondary

My assumed secondary target audience are the students of Ladera Heights High who are most likely to be interested in watching the games, especially fans of the school's football team, aged 12-18.

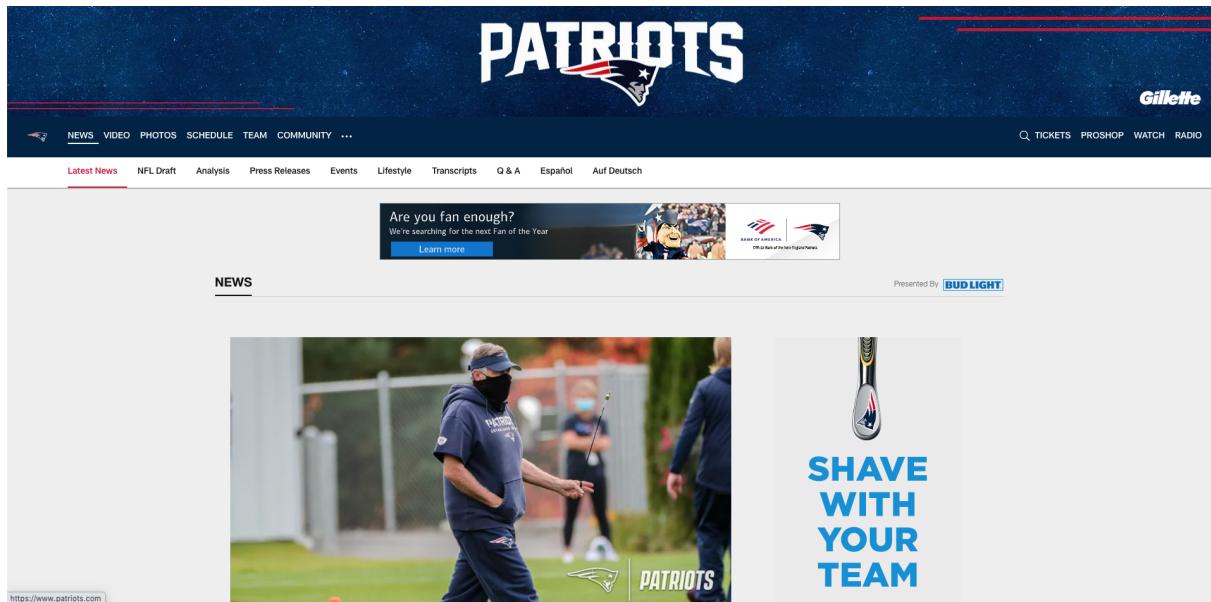
Assumptions

- User is somewhat familiar with using applications and smartphone interfaces ensuring the layout is not overwhelming and remains consistent will ensure the user does not get lost navigating the website.

Competitor Analysis

To help with my research I will look at the competitive market and identify strengths and weaknesses. This will help me understand the different design methods from strengths and weaknesses to help me get an easy understanding in order to create the best possible UX experience.

Competitor #1: New England Patriots Official Website



Strengths

- Nice color contrast
- Simple layout
- Good hierarchy
- Simple harmonious colour scheme
- Contains instructions on how to navigate the application
- Mapping is successful, language is easy to understand

Weaknesses

- The fonts inconsistency is an eye sore
- A lot going on with not much spacing
- The title could use some work
- Overall design is lackluster
- Choice of font is poor (default fonts and a cursive font that doesn't suit the simplistic layout)

The New England Patriots Official Website overall is a good design. With a great hierarchy and an easy to navigate user flow, the Patriots' website is a great way for fans

to get updates on the team as important news is the first thing you see besides the title header.

Competitor #2: NBA Official Website

The screenshot shows the NBA website's homepage. At the top, there's a navigation bar with links like Games, Schedule, Watch, News, Standings, Teams, Stats, Players, All-Star, Fantasy, NBA Official, NBA TV, League Pass, Store, Tickets, and Sign In. Below the nav bar is a live scorecard for Monday, March 22, showing various NBA games with their scores and records. Promotional banners for "Going away this Easter?", "Shop now", and "SAVE 50%" are visible. The main feature is an article titled "Is Kia Rookie of the Year chase up for grabs now?" featuring a photo of LaMelo Ball. The article discusses his injury and the competition for the award. Below the article are related content links and categories for Breaking News, Feature, Analysis, and NBA Fit Week.

Strengths:

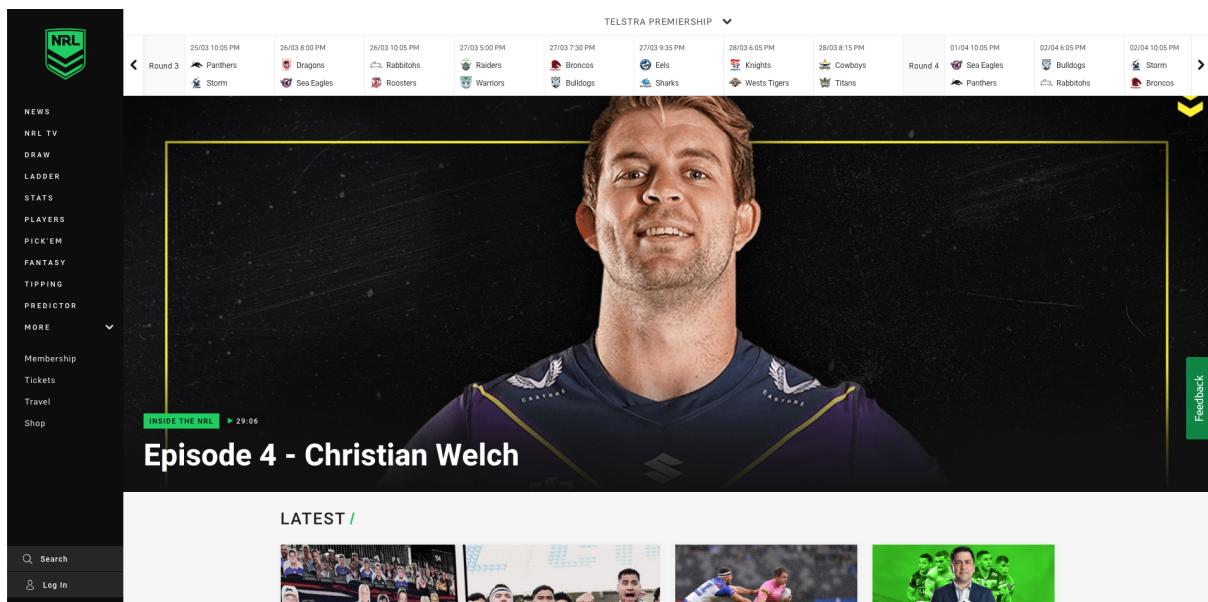
- Great Color contrast
- Modern style
- Nice consistent
- Great font choice

Weaknesses:

- Fonts are a bit small
- A lot of negative space
- Fonts are too small on some pages, with information being too compact and overwhelming (against minimalism)

At first glance the NBA's Official website looks a bit cluttered as the nav bar has a bit too much info and clickable tabs. The nav as well as the live scorecard can be a bit overwhelming to new/casual website visitors.

Competitor #3: NRL Official Website



Strengths

- Great header
- Clean look
- Simple design
- User flow is easy to understand and functional
- Layout is consistent and information is relevant

Weaknesses

- A lot of negative space
- Basic font
- Not much variety
- Font for information is very small in size, which makes it difficult to read
- Layout is a bit weird

The NRL's Official website is what the NBA's website should do in regards to having a nav and a scorecard without making the webpage cluttered. The layout is a bit weird as the news links are inconsistent in size however they are still inline with each other so that makes it somewhat pleasant to the eye.

Overview

These webpages have what seems to be a great use of visual aesthetic. The colors, fonts, principals and elements used help make these websites visually pleasing, Though I use these apps I can somewhat hypothesize that these websites will allow the user a good web user experience for people unfamiliar with them.

- Very clean look with great alignment.
- Nice visual hierarchy and great eye-flow.
- Bold bright colors that pull off a great use of contrast.
- Nice use of negative space.
- Good minimalistic taste and execution.

Survey & Results

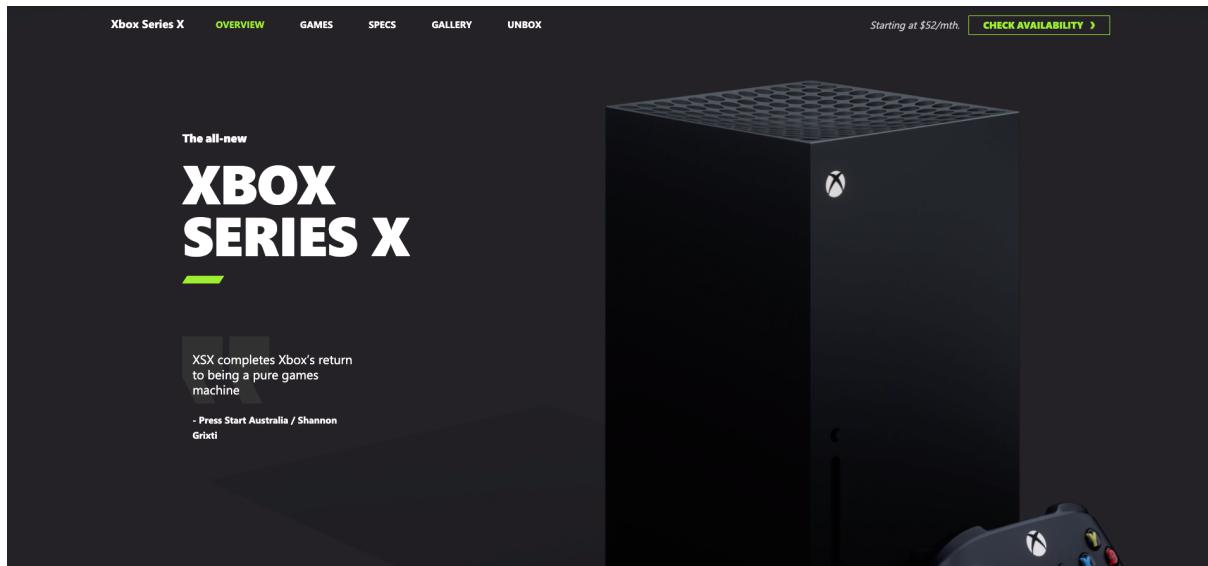
Link: <https://www.surveymonkey.com/stories/SM-VZ7Y5C9C/>

I brainstormed questions to make sure I knew what the user really wants/needs. These questions will help me as I will know what I can do to make sure the user has a good web experience. The survey results will help me as I will have an idea/understanding how I can use my design process to suit their needs.

My assumed target audience age range was a lot broader than expected, the same can be said about my secondary target audience based on the results I was given. The card sorting card will affect how I arrange my navigation, with "home" definitely being the most familiar to the users as the first link. Due to what the data shows me, I can tell the tickets aspect and that providing information about them is quite important compared to having more of a range of options available in terms of the website's functions, such as having the ability to book and pay either online or in person. Not only that, but including the option of cheaper tickets for those who can't quite afford them.

S.W.O.T Analysis

Website: <https://www.xbox.com/en-NZ/consoles/xbox-series-x>



The website I have chosen to conduct my SWOT analysis is the Xbox Series X Official Website. I have chosen this website as I am going to try my best to somewhat replicate some of the elements of this site into my design.

Strengths: The overall layout of this website is extremely well put together as though there isn't a lot happening it is extremely clean and simple to navigate and the minimalistic feel gives off somewhat of a clean high-tech feel. The colors are dark but slick, matching that of X-Box's identity helps give of that high corporate, clean feel.

Weakness: Though minimalistic this requires a lot of scrolling to stumble upon the information you need. While visiting this site after a while it took me some time to realise that there is a sticky nav that will take you to the information you need. Having it transparent rather than a solid color, allows it to get mixed up with the website and makes it hard to see.

Opportunities: After scrolling through this website it can get a bit tedious as the big background images can be a bit too much, so maybe making them a bit smaller or adding more content in the sections can help.

Threats: Other competitors websites may have better websites that provide more of an easy way to give their information about their product.

I did a SWOT analysis for an already existing website so I can get an idea of what to do when I need to conduct a SWOT analysis for my own website.

SWOT analysis of my website

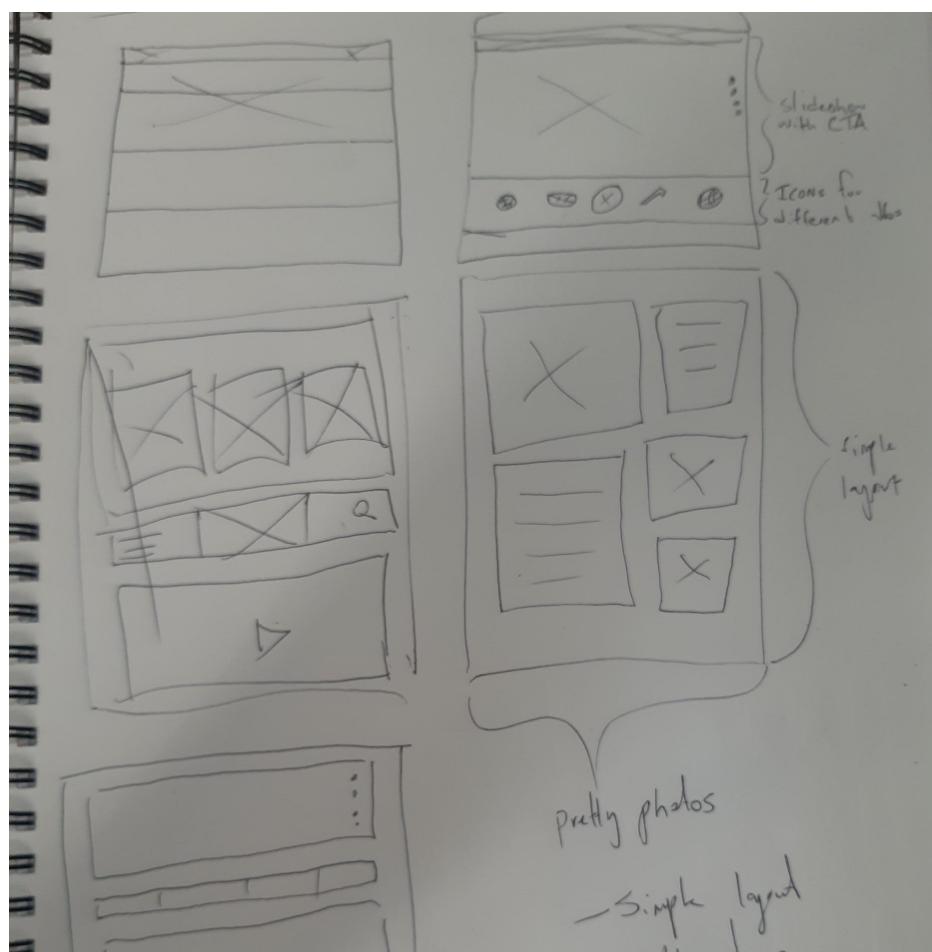
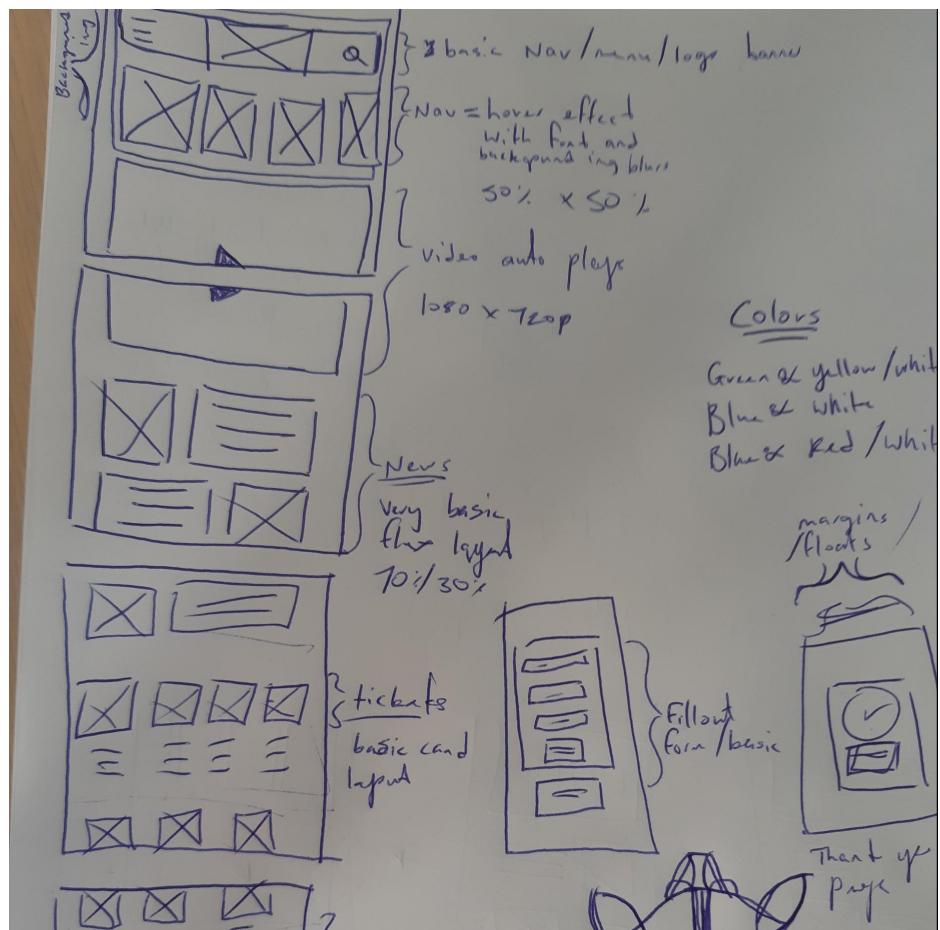
Strengths: The strengths of designing a website for Ladera Heights' football team is that the game of football is forever growing in America and has remained the number one sport in America for a long time. Creating a website for the high school about a sport many people love will help the school gain traction and is an easy way to create fans.

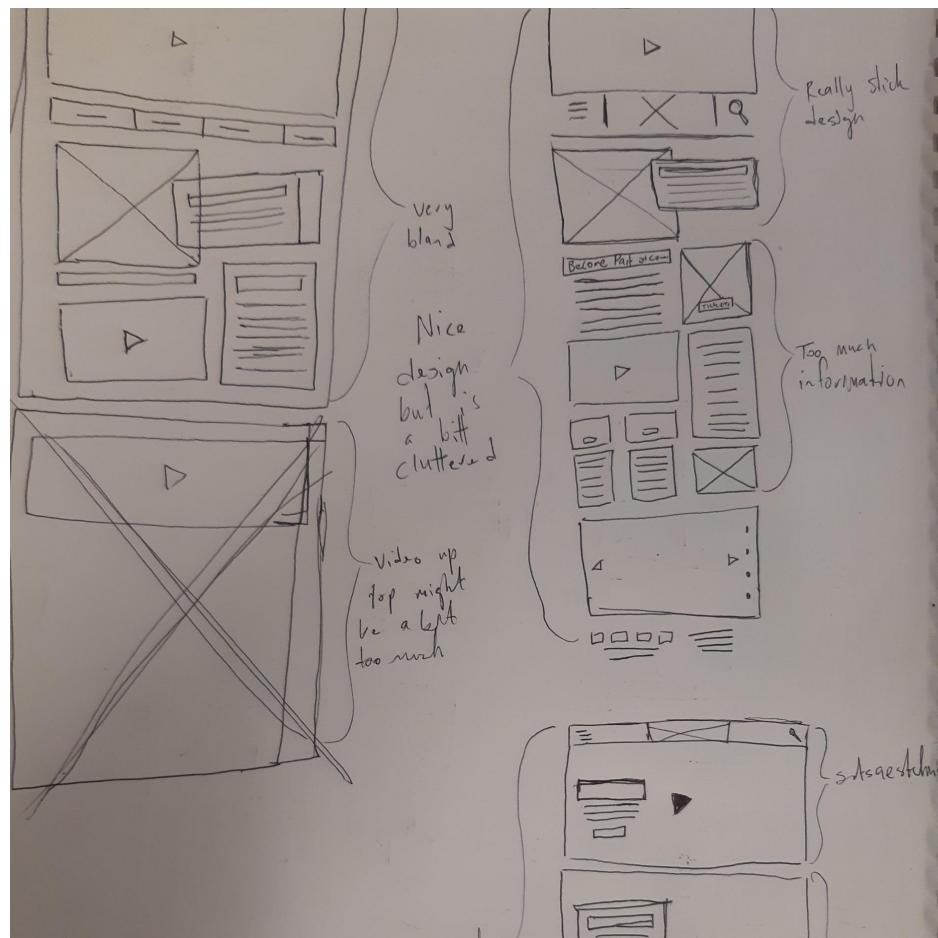
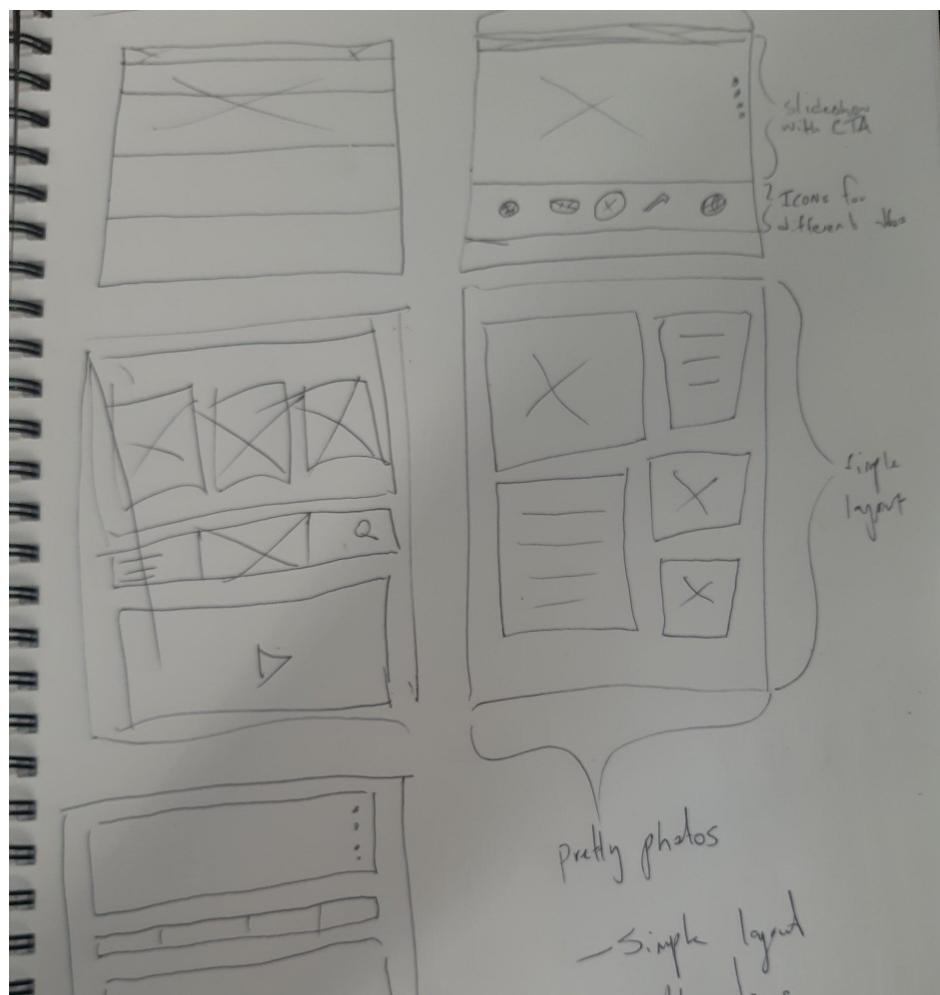
Weaknesses: Having a dedicated website for a team can be risky. Eg. If the team is not very good or is losing a bunch of games then many fans would not bother visiting the site. Another weakness is that most football team websites are the same so it is going to be extremely easy to get lost in the mix.

Opportunities: The opportunity to create a website dedicated to the schools football program is a great one. With little to no design restrictions it is possible to absolutely design a site no team has and even have the chance to gain fans by just having a different website.

Threats: Being a football team the main threat is losing. You lose games, you lose fans, then eventually money. So the chances of having a website about a team that can't win games/entertain the fans is a huge risk. We also have to consider rival teams and how they attract fans. To make sure we don't follow in their footsteps and seem as if we are copying them.

Co-Creation Sessions





Overview

Co-creative sessions are a really good method to conjure up new ideas and to get different aspects on design and develop new layouts/functions by working with others. It is a great way to be given more of a design direction. Working with others helps as they can give you new ideas and insights on your design that you may not have thought of.

Personas

Ray Lewis.



"Family, Love and God. That is all I need."

Age: 55
Work: Truck Driver
Family: Married, 2 Kids.
Location: Ladera, California
Character: Hard worker

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Hard worker **Family Man** **Caring** **Helpful**

Goals

- Family, Helping his community
- Football
- Ladera Heights

Frustrations

- Has a low understanding on current technology
- Wants a simple easy way to attend his son's games

Bio

Ray is your average blue collar worker. Providing for his wife and kids, Steve loves helping his community. He especially loves attending his eldest son JaQuan's football games.

Motivation

Incentive	High
Fear	Medium
Growth	High
Power	Medium
Social	High

Brands & Influencers

Preferred Channels

Traditional Ads	High
Online & Social Media	Medium
Referral	Medium
Guerrilla Efforts & PR	High

De'Andre Lewis



"Don't hate the player, hate that you ain't."

Athletic
Caring
Comedic
Egotistical

Age: 15

Work: Student

Family: Parents, 1 Sibling.

Location: Ladera, California

Character: Comedic, Outgoing

Personality



Goals

- To become a great basketball player
- To support his family as much as he can
- To cement his legacy in Ladera

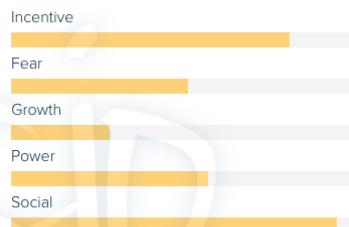
Frustrations

- Always misses his brothers games due to bad scheduling
- Unaware of what happens to the team

Bio

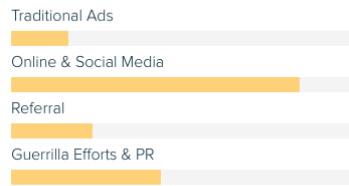
De'Andre is your average high school athlete. Loving sports, De'Andre loves competing. He especially loves attending his older brother's JaQuan's football games.

Motivation



Brands & Influencers

Preferred Channels

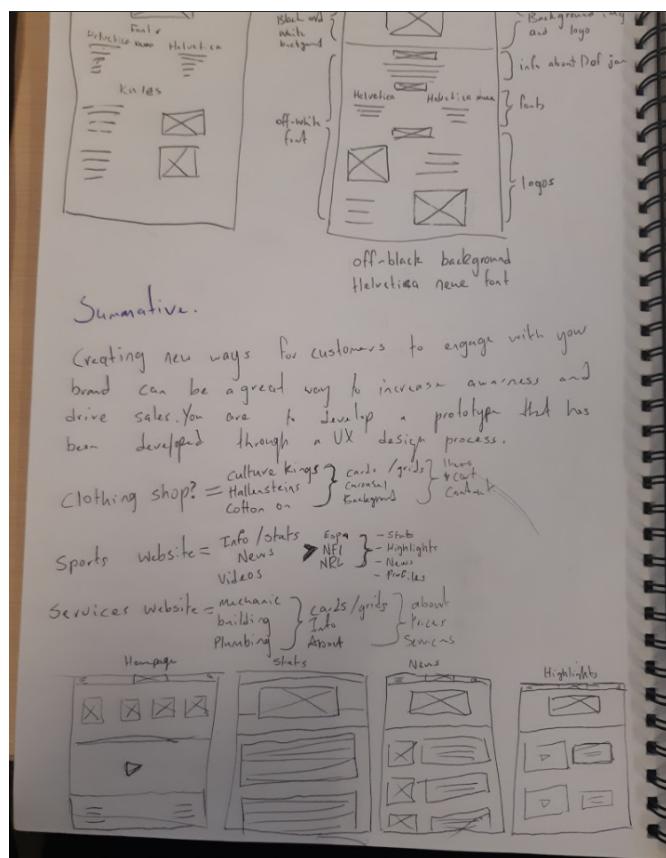


Overview

Personas allow me to get better insight on who I am making this website for. Each persona represents my two target audiences. With the first one being a representative of my first target audience: An older man who enjoys watching football and has little to know knowledge on computers and how they work, and my second target audience: A young high school athlete that wants to support his school.

With these personas my understanding of my target audience is wider as now I have some sort of representation of my audience rather than trying to imagine my audience off the top of my head.

Ideation



Name: Steve Smith
 Age: 48
 Occupation: full time truck driver
 Family: Wife, 2 kids
 Hobbies: Working, loving, caring

ABOUT: Steve is your average blue collar worker. Providing for his wife and kids, Steve loves helping his community. He especially attends his eldest son JaQuan's football games.

Likes: Family, Helping his community, fractional Ladera Heights.

Dislikes: Complicated technology, Using computers.

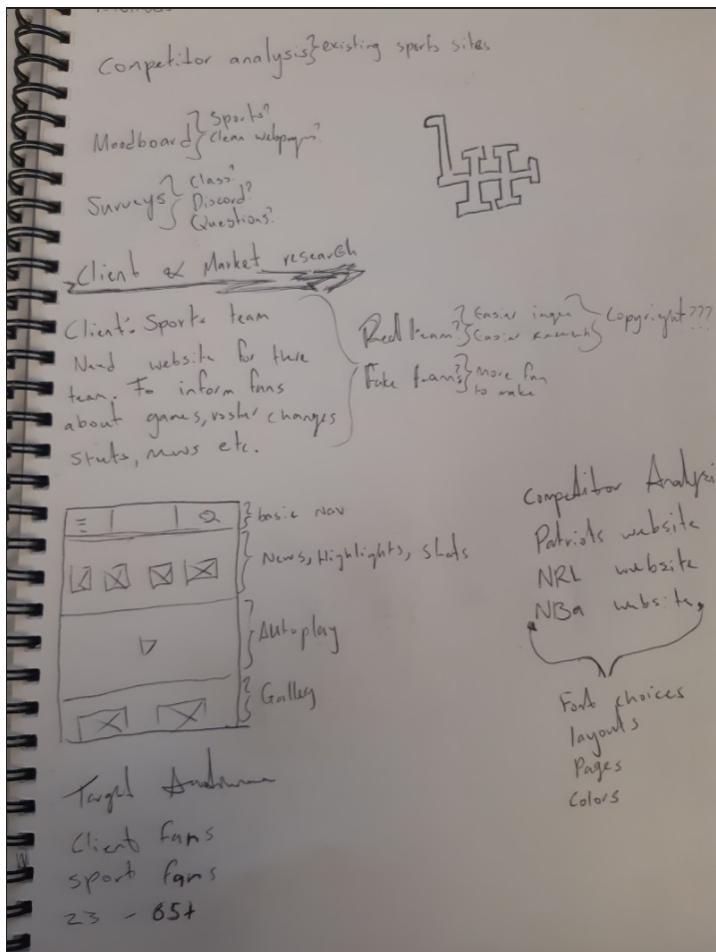
Wants: To know when/where his son's games are being played without any complication.

New ways to help his community especially the Ladera Heights High School.

Boring Layout
 Simple
 easy to navigate

A bit more Unique
 eye flow is a bit weird

Great layout
 easy to navigate
 clean borders
 nicely in-line



Overview

Just a little idea scrambling to find my bearings. This ideation helped me get an idea of what I am actually doing. To give me a base idea so that I know what I need to do before I get lost researching about something that has no connection with my project. Mainly just wireframes and lo-fi sketches. These quick ideation sketches helps me follow a specific design direction and allows me to come up with different ideas that I can use.

Moodboard



Overview

This moodboard shows what I think a high school football game setting should look like. This moodboard will help me understand what goes on at a high school football game and how I can use this to help my design process. It will remind me what environment my design will be.

Header set

Akhand-Black

Akhand-Bold

Akhand-Light

Ladera Heights Stags

Ladera Heights Stags

Ladera Heights Stags

Header 1

Header 2

Header 3

Header 4

Header 5

Header 6

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 labore et dolore magna aliqua.
 Quis ipsum suspendisse ultrices*

Overview

This header set is an insight into what fonts I shall be using for my webpage and what each header shall look like. I chose this font as I believe it looks slick and clea, it's easy to read and pleasing to the eye.

Style Tile

#132C55

#F41116

FFFFF

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Akhand-Black
Akhand-Bold
Akhand-Light

[Buy Tickets!](#)

[Buy Tickets!](#)



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Overview

The updated style tile is based off of my logo's color palette. After a lot of discussion I finally choose these colors. They pull off a tough but clean vibe. The red creates a good contrast and catches the eye. The fonts I used are simple. They can easily be read and fit really well with the aesthetic of the website.

Logo Development



Overview

A logo is a graphic mark, emblem, symbol or stylized name used to identify a company, organization, product, or brand. It may take the form of an abstract or figurative design,

or it may present as a stylized version of the company's name if it has sufficient brand recognition.

A simple logo development. A logo is the brand's identity. Something simple and easy to look at. I was mainly focusing on the deer aspect, mostly the antlers. Something that pops out but is somewhat subtle was my main goal. A logo is really crucial to a company as that is what the audience uses to identify and notice. A good logo can make the audience have an idea of what to expect. Using this information I can get an idea of what to use / design.

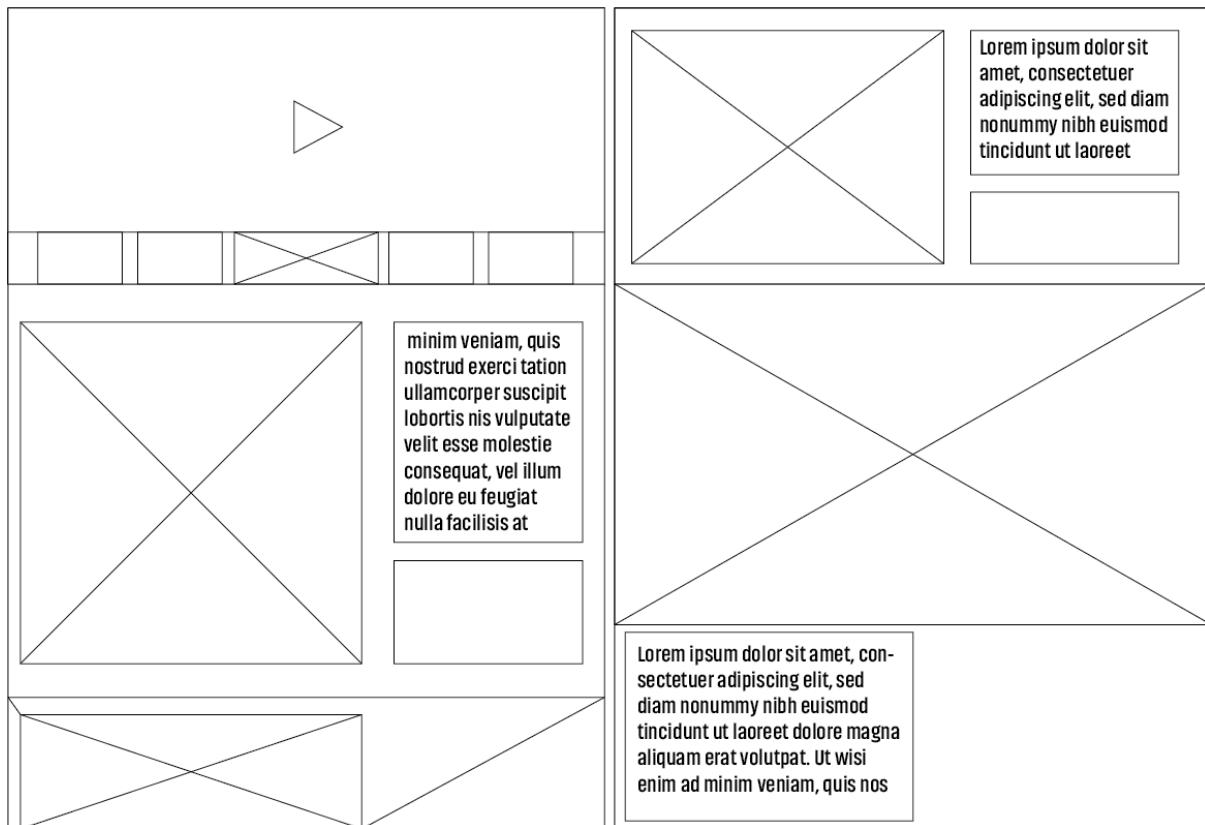


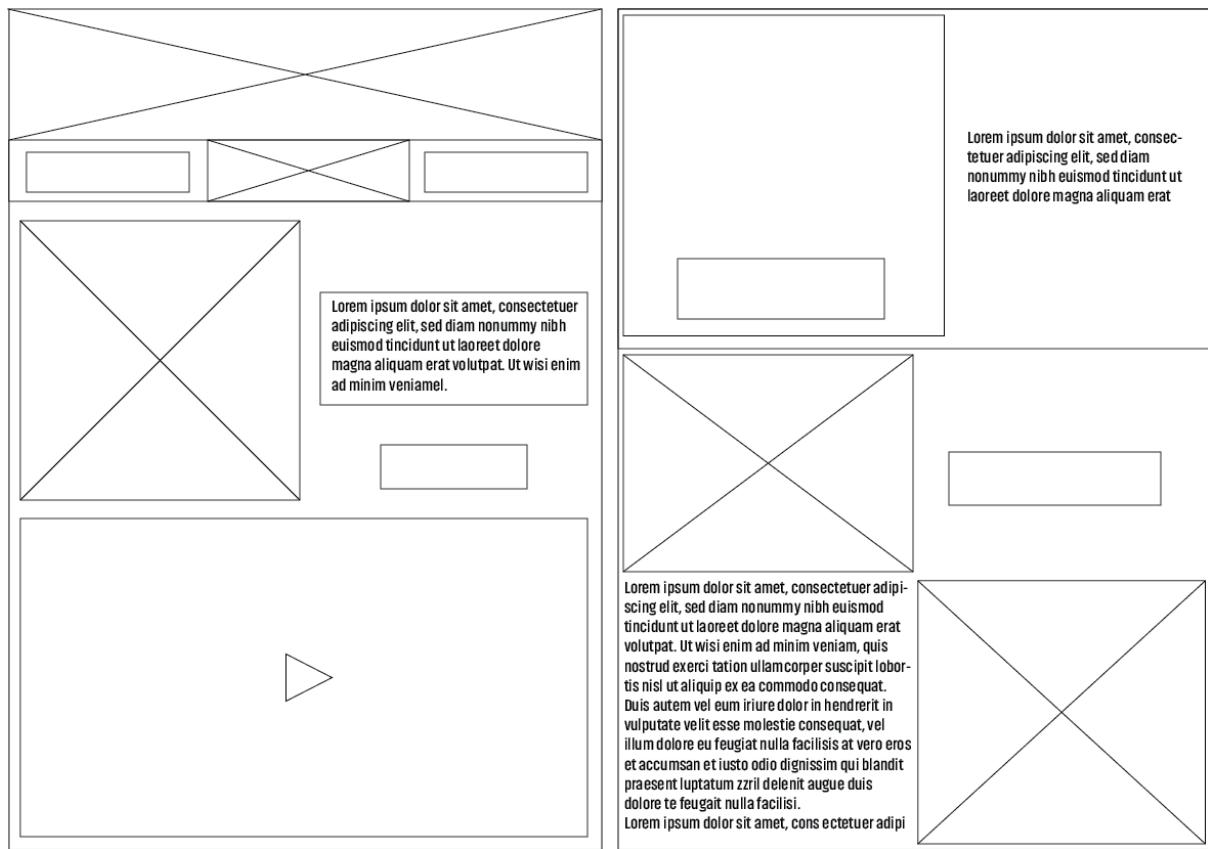
Final Logo

This logo was made by a logo template website as I believed I did not have enough time to create a logo from scratch. I think this logo fits with exactly what I was wanting. It's

slick, clean and has a ton of movement. It looks elegant but strong and I believe it suits the Ladera High School identity.

Low Fidelity Wireframes





Overview

A wireframe is a layout of a web page that demonstrates what interface elements will exist on key pages. It is a critical part of the interaction design process. Wireframes can also be used to create the global and secondary navigation to ensure the terminology and structure used for the site meets user expectations.

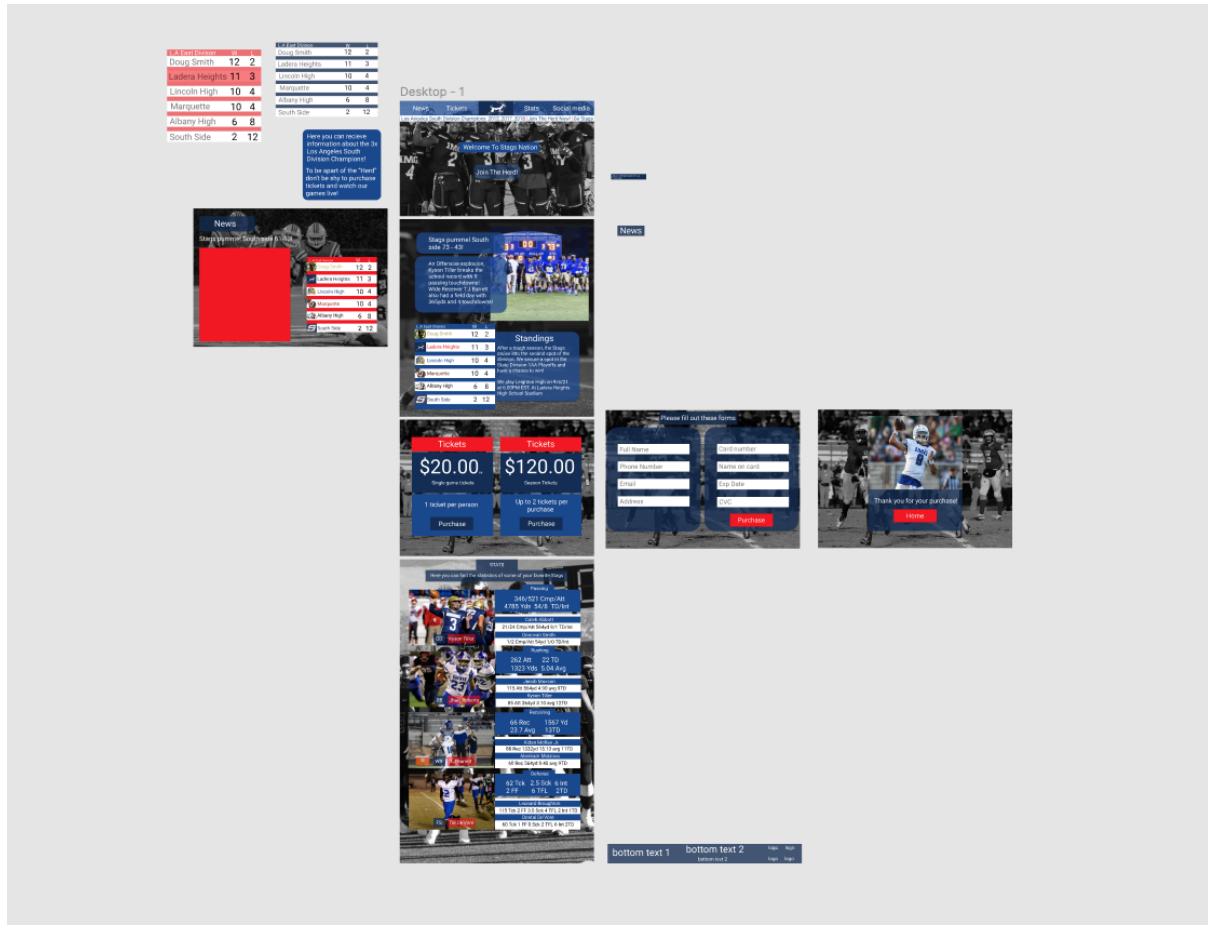
These low fidelity wireframe concepts will guide me as an idea of what my final design will look like. The different concepts and ideas each have their own aspects that can help my final design. They also give a sense of direction as there can be times where my design process can come to a halt as I run out of ideas or just have no sense of creative direction.

Prototype

Link:

<https://www.figma.com/file/K6XYSo3rJPcJGSkj6CyHXM/Ladera-Heights-Prototype?node-id=0%3A1>

For the first prototype I solely wanted to use the logo's colors mainly blue as I wanted a Strong look when you first open the webpage. The colors I chose were referenced to the actual colors used by the logo. I wanted to ensure the key call to action was to use the 'buy tickets' button. I experimented with color and tried adding a gradient as it fit with an otherwise flat colored design. This version is the closest to my final design, as I switched to using square edges in my buttons for consistency to match the logo.



Prototype User Testing

Date: 2nd-4th April 2021

I asked my clients to navigate my webpage how they please and asked them if they could purchase a ticket of their choosing. Here is their response.

Participant: Shelley Etana

- Likes layout (easy to read)
- Clean colors
- Gradients are nice

- Text is a bit much too read
- A bit blocky
- Background is a bit busy

Overall a good layout, super effective. Suits client and target audience. A bit busy makes it a bit rough to read and is a little overwhelming.

Participant: Kelly Brown

- Nice color gradients
- Alignment is good and is eye pleasing
- Soft blue color is nice and calming

- Inconsistency in font sizes is a bit annoying
- Padding is inconsistent
- "Stats" page is super cluttered

Overall super effective, needs a little work but the ideas are there and more time will definitely make a huge difference aesthetically.

Overview

After updating my website I believed our app was good to launch, but after the second user test we can see what needs to be improved. I gather this new feedback and use it

towards my final design. I improved my site from the feedback I received from my first test. But now that I have received more feedback I can improve my site even more.

Business Strategy in Research Process

1. Vision and business objectives

I believe that I have created a website that will in fact bring in fans and gather attention while displaying the team's identity and conveying the team's message.

2. Core values

Displaying the school's identity and message was really important as the Principal and school board take pride in what their school represents and tries to be. I believe I have conveyed their image quite well in the website.

3. SWOT analysis

I believe my SWOT analysis covers each possible outcome and makes me aware of the advantages and potential threats about creating this webpage.

4. CEO/Owner analysis

Pleasing the Principle of the school and the school board members was important as they take a lot of pride in their school and the school's identity. I believe I have represented them well as this website shows the school's strong but gentle elegance.

CSS Methodology

- I used Google css style guide & Elements of OOCSS.

Copyright

All images and videos are owned and are only used for educational purposes.

All images and videos are owned by © 2021 BYU ATHLETICS. All Rights Reserved.
And the NCAA Football Organisation

Due to this all these reasons this website will not be featured in any other form of media such as Portfolio, TV/Media or any other form of visual display

All intents of this website are for educational purposes only and will not benefit the creator in any way besides education.

Code Review

Code is organized pretty well.

Media queries are solid. Using an iPad was
idea.

HTML is nicely layered out.

CSS is nicely layered out.

HTML div space is inconsistent at times

You have not validated your CSS or HTML

Sent

Date: 14th April 2021
Reviewer: Sir James Kmet

Final Analysis:

After getting my code reviewed I immediately made the changes and made the improvements that my reviewer requested. It was a review much needed as I was unaware of the errors that I had in both HTML and CSS.

Ethics

The Treaty of Waitangi relates to my design process.

Participation: For participation I want my users to participate in supporting the team. To join these sporting events and make new friends. Participation is a huge factor as the main purpose of my website is to make people come and spectate the games

Protection: I want to protect the community as the school's football team will get more people involved and the culture and community will be protected by the unification of the community.

Partnership: The partnership is a community coming together to make these events possible. We want to unite communities as partners. We want to unite people and create bonds and friendships through spectating a school event.

Final user testing

For my final user testing I let my users navigate my site freely with the main objective to buy tickets.

User #1

Name: Rane Magno

- Likes the video elements
- Grid layout is pleasing
- Background images are a bit interfering
- Clean layout
- Stat images are a bit stretched
- Colors are nice and pleasing.
-

User #2

Name: Monique Tickle

- Impressive layout
- Top Button is a good function for one page website
- Colour contrast is good
- Fonts are nice and easy to read
- Hover effects are super effective
- Cursor is good
- Call to actions are impressive
- Padding on the stats page is inconsistent
- Font sizes are inconsistent
- Maybe a darker background on stats page to fit with blue theme
- Needs to be a back button on the purchase page.

Accessibility Standards

Contrast- Contrast between the background and information tabs

Interactive elements- I have many interactive elements throughout my website

Forms- I have one functioning form

Multiple Viewports- I have two viewports: Desktop, Ipad (landscape)

Heading- I have many headings throughout my website

Final Evaluation

Working on this summative made me realise how important the user is, For I can design whatever I like but at the end of the day it is what the user likes that is more important. The layout building of my website was hard to build and was frustrating at times but I am glad I persevered and was able to complete my website.