Goal.com UI/UX Evaluation

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App Overview

*Name: Goal.com (mobile app)

*Purpose: Provides football fans with live scores, news, and highlights

*Target Audience: Football enthusiasts (teens to adults worldwide)

*Core Features: Live match updates, news articles, match schedules, personalized feeds

UI Strengths

*Clean white background

*Bold text for headlines

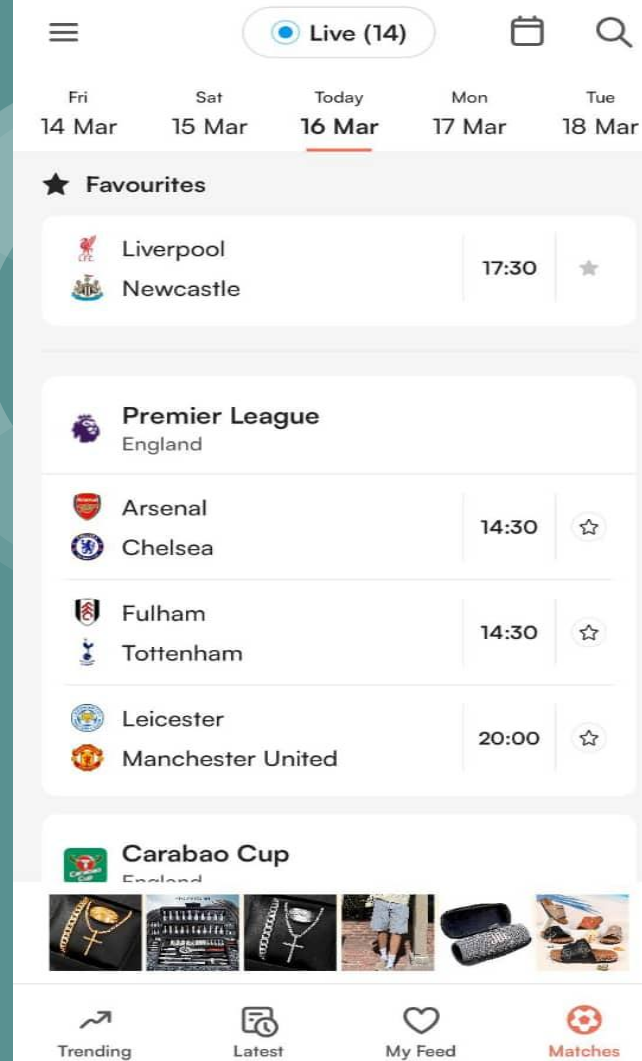*Sporty vibe with green and orange accents

UI Weaknesses

*Cluttered homepage with too many elements

*Low-contrast text (hard to read on images)

*Small buttons and icons

UX Strengths

*Easy to check match schedules

*Bottom bar navigation works well

UX Weaknesses

*Hidden live updates (small "LIVE" button)

*Small tap targets make interaction hard

Problem 1 - Cluttered Homepage

*Issue: Homepage has large article images, bold text, and tabs competing for attention

*Why It's Bad: Users miss live scores or key updates due to overwhelming design

Solution 1

*Fix: Prioritize live scores at the top with a dedicated tile, news below

*Why: Reduces clutter and focuses on urgent info (Simplicity Principle)

Problem 2 - Low-Contrast Text

*Issue: White text on bright images (e.g., "TALKING TACTICS") is hard to read

*Why It's Bad: Strains eyes and excludes users with vision impairments

Problem 3 - Hidden Live Updates

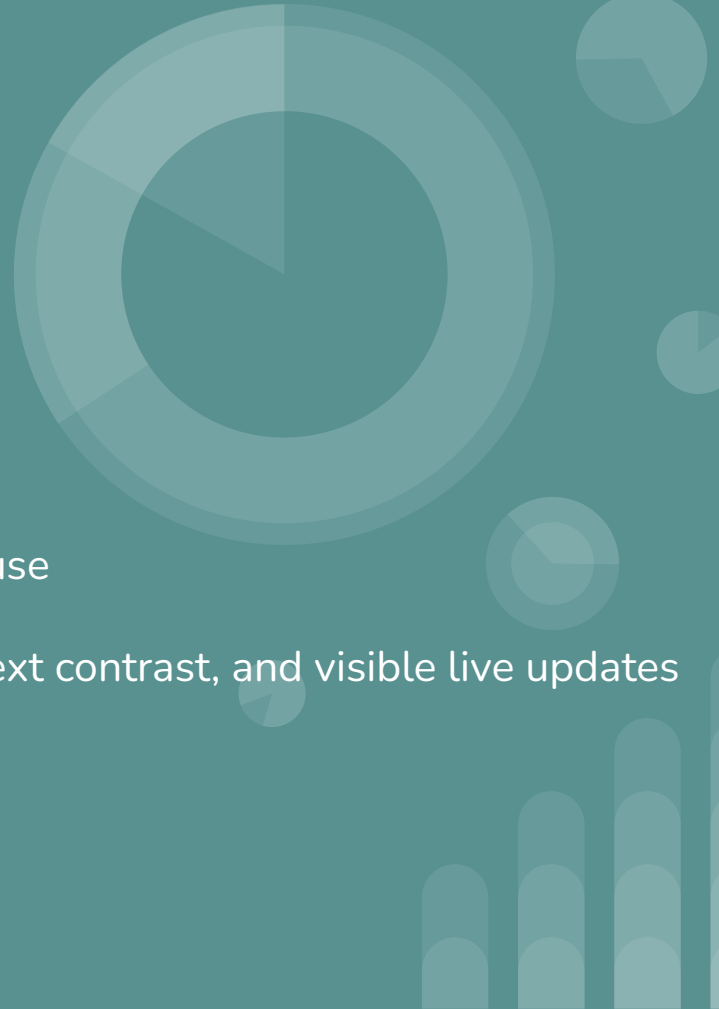*Issue: "LIVE (14)" button is small and easy to miss between icons

*Why It's Bad: Fans need quick access to live updates during matches

Solution 3

*Fix: Move "LIVE" to a floating action button (big, colorful circle) on the homepage

*Why: Makes live updates unmissable and quick to access (Visibility Principle)

Conclusion

*Goal.com can be simpler, more accessible, and faster to use

*Key changes: Clearer homepage, larger buttons, better text contrast, and visible live updates