

Interface Redesign

Link to Prototype is [here](#)

The interface redesign for the Sunflower State FC website focused on improving usability and aligning the design with the needs of Tom Baker, a super fan, as reflected in the user story. The prototype was developed using Figma, a flexible high-fidelity prototyping environment, enabling the creation of interactive, visually appealing mockups that simulate user interactions like navigating to team rosters and purchasing tickets.

The redesign emphasizes a streamlined user experience for both desktop and mobile platforms. Key improvements include logical navigation flows, and high-contrast color schemes (black, white, yellow, and midnight blue). Fonts were updated to Bebas Neue for headings and Roboto for body text, enhancing readability and modernity.

The design choices were informed by the user story, usability requirements, and feedback from testing. The prototype aligns with the user story by guiding users through a clear path: **Home >Subscribe to newsletter> Teams > Schedule & Tickets > Select Fixture > Choose Seating**. This structure supports tasks like viewing player availability and purchasing tickets, ending the prototype at seat selection to simulate the core journey.