

Design Overview

The Sunflower State FC website was designed as a dynamic platform for a grassroots soccer club to engage fans, facilitate ticket purchasing, and provide team and league information. Its purpose is to allow users to quickly access club news, view team rosters, and purchase tickets. The website is structured with a consistent navigation bar, offering easy access to the primary sections: Home, About, Schedule & Tickets, Teams, Sponsors/Donations, and Shop. The footer complements this with links to men's and women's league badges, sponsors, and other standard links. The goal is a user-friendly experience with logical flows and quick access to key features.

Site Map

- Home: Hero image, latest news, upcoming fixtures, recent results, league standings.
- Teams: Hero image, sections for Men's, Women's, and Youth teams with player stats.
- Schedule & Tickets: Upcoming matches, seating selection, shopping cart, checkout.
- Shop: Merchandise catalog.
- Sponsors/Donations
- About: Club history and mission.

Process and Design Choices

1. Initial Planning: Defined user personas to understand fan interactions, focusing on ticketing, game schedules, and player info.
2. Wireframing Key Pages:
 - *Home Page*: Structured for quick information access with a hero image, news highlights, and a clear call-to-action for newsletter subscriptions.
 - *Teams Page*: Organized by team sections, each with a player roster table displaying key stats.
 - *Schedule & Tickets*: Provides a match list with clickable seating options and a seamless checkout process.
3. Testing and Feedback: Low-fidelity wireframes were used to gather feedback from mock user tests. Emphasis was placed on usability and ensuring all pages performed effectively on both desktop and mobile.

Global Elements

- Navigation Bar: Positioned at the top (horizontal on desktop, collapsible on mobile) for consistent access across pages.
- Footer: Positioned at the bottom, containing badges, sponsor logos, and additional links for easy access.

Key Pages & Layouts

- Home Page: Opens with a hero image and recent news, followed by fixtures and a league table arranged horizontally for clarity. On mobile, sections stack for easy scrolling.
- Teams Page: Features team sections (Men's, Women's, Youth) with tables displaying player details. The mobile view uses an accordion layout for each team.
- Schedule & Tickets: A match list that links to seating options with interactive stadium maps. Users can select tickets, review a shopping cart summary, and complete checkout in a streamlined flow.

User Journey

The journey begins on the Home page, where users navigate to the Teams section to view player statuses. Next, they check the Schedule & Tickets page, select a match, choose seating, and proceed to checkout. This design supports efficient navigation and interaction, with clear, responsive layouts on desktop and mobile. The wireframes however end after selecting a match.

Analysis

Testing would reveal that users appreciate the easy access to schedules and the clarity of the ticketing flow. The modular table design on the Teams page also proved effective. The final design enhances fan engagement by making core content accessible and supporting a smooth, end-to-end ticket purchase experience. The final design also enhances the mobile version of the website by making it up to date and responsive.