My Case Study Presentation

Created by Anas Hashim

About Me

Hi, my name is Anas

- I'm an aspiring UX/UI designer passionate about crafting intuitive and engaging digital experiences, actively working towards securing a role in the industry.
- With a background in problem-solving and technology, I'm now focused on crafting intuitive and engaging digital experiences.
- I enjoy combining logical thinking with creativity to design user-friendly interfaces that enhance the way people interact with technology. Currently, I'm developing my skills in wireframing, prototyping and more and working on courses to build my design expertise.
- On the side, I enjoy playing and watching sports, especially football and basketball. I also have a strong interest in technology, particularly the gaming industry, which I actively follow and engage with.

Philosophy

My Design Philosophy

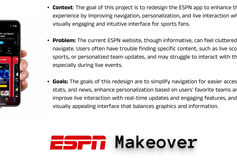
- **Minimalist & Functional Design:** Focusing on simplicity and clarity, ensuring every element serves a functional purpose and enhances usability.
- **Accessibility & Inclusive Design:** Create products that are usable by all, ensuring they accommodate diverse abilities through thoughtful design choices like color contrast and adaptable layouts.
- **Iterative Design:** Embrace a continuous cycle of prototyping, testing, and refining, using user feedback to make incremental improvements and enhance the overall user experience.

Overview

Project Overview

- **Role:** As the UX/UI designer, I am responsible for the entire design process, from user research and wireframing to prototyping and high-fidelity design.
- **Context:** The goal of this project is to redesign the ESPN app to enhance the user experience by improving navigation, personalization, and live interaction while creating a visually engaging and intuitive interface for sports fans.
- **Problem:** The current ESPN website, though informative, can feel cluttered and difficult to navigate. Users often have trouble finding specific content, such as live scores, particular sports, or personalized team updates, and may struggle to interact with the app smoothly, especially during live events.
- **Goals:** The goals of this redesign are to simplify navigation for easier access to live scores, stats, and news, enhance personalization based on user favorite teams and sports, improve live interaction with real-time updates and engaging features, and create a cleaner, visually appealing interface that balances graphics and information.

Design Process



Understand

Competitive Market Analysis

The research began with an deeper dive on the current market and the user needs. I created a competitive market analysis of 3 other known sports broadcasters, FOX Sports, CBS Sports and NBC Sports. All of these competitors display a wide variety of sports within their apps and websites.

FOX Sports

Strengths
- Clean, visually appealing with easy navigation to live events, scores, and news
- Strong multimedia integration with live streaming and highlights
- Comprehensive coverage of major sports with dedicated sections for NFL, MLB, and soccer

Weaknesses
- Some sections are cluttered, which can make navigation slower for users seeking specific information
- Limited video content features (e.g., no adjustable playback speeds or high-definition settings)

Features
- Live scores, standings and highlights for top sports events
- Extensive sports categories (NFL, MLB, PGA, NASCAR, etc.)
- News, stories, and expert analysis sections

CBS SPORTS

Strengths
- Easy access to scores and live updates, with a personalized scoreboard on the homepage
- Wide range of sports coverage, including football, basketball, golf, and more
- Intuitive access to live streams and highlights, enhancing user engagement

Weaknesses
- Some content is locked behind Paramount+, limiting access to premium events
- Occasional lag in live updates, which affects the real-time experience

Features
- Live coverage and streaming for various sports events
- Scores, news, and standings updated in real-time
- Personalized alerts, highlights, and expert opinions

NBC SPORTS

Strengths
- Clean and modern design with intuitive navigation and a visually appealing layout
- Strong integration with Peacock for seamless streaming of live events and exclusive content
- In-depth coverage of major leagues (Premier League, NFL, Olympics) with dedicated sections

Weaknesses
- Limited free access to live events without a subscription to Peacock
- No live scores on the app or desktop version

Features
- Live streaming and on-demand access through Peacock integration
- Sections dedicated to major sports like football, basketball, golf, and more
- Sports news, articles, and analysis

Understand

User Interviews

Sports is at the heart of millions of people and a hub where they can keep up to date with their favourite sports and teams is crucial. I conducted interviews with a couple of sports fans in which the goal was to discover their behaviors, pain points and preferences when using a sports website.

Key Questions

- How intuitive is the navigation and user interface for accessing live events, scores, and news?
- What is the overall user experience regarding loading times and responsiveness during peak traffic events?
- How accessible is the content, particularly with regard to free vs. premium content and what is the impact on fans?

Findings

Ease of Navigation and Accessibility
Users seek a straightforward, intuitive interface that allows them to quickly access live events, scores, and news. They expect the website layout to be clear and easy to navigate, with minimal complexity or clutter.

Website Performance, Especially During High-Traffic Events
Users care about fast loading times and responsiveness, particularly during peak traffic periods (e.g., during big games or major sports events). Delays or lag during live updates can disrupt the overall user experience and engagement.

Balance between Free and Premium Content
The availability of free content is important, but users also appreciate the option to access a wide catalog of videos featuring their own teams, as well as a wider variety of videos, some accessible only through premium subscriptions, which offers more engaging and personalized viewing experiences.

Outline

User Personas

ERIC

"I want quick access to live highlights and following team updates without having to search through multiple sections."

Age: 24
Gender: Male
Location: Manchester, England
Occupation: Part-time Barista

Background
He is a professional sports TV pitch, follows multiple leagues, and is a big fan of Manchester United. Knowledgeable about the ins & outs of the life. He plays gaming as well and follows esports competitions and tournaments. He's also heavily involved in the gaming community, constantly tracking player stats to help groups.

He's a demanding fr his is marketing and PR, constantly tracking stats across and sports news. Having been based in on his time in Manchester, he enjoys the city, its vibes, and has developed a celebrity-level connection.

Goals and Motivations
- To have quick and seamless access to live scores and highlights without navigating through multiple pages
- To easily follow favorite teams and fantasy players in one location
- To receive alerts or updates in real-time from sport
- Seamless access to supporting or alternative, some sports news may not be relevant at all

Challenges and Frustrations
- Difficulties keeping up with teams from multiple different leagues
- Time-consuming, makes it hard to find time to keep up with updates, especially for more niche sports
- Would be quite overwhelming in abundance, some sports news may not be relevant at all

- With insight from the interviews I conducted beforehand, I developed a persona to represent the primary user groups. This persona helped in the comprehension of the type of users, their qualities and behaviour and overall preference of the ESPN website.
- By mapping their pain points and goals, this steers the direction of the design, ensuring the website meets user expectations for accessibility, personalization, and ease of navigation.

Conceptualise

User Flow

A user flow is a visual representation that outlines the steps a user takes to complete a specific task or achieve a goal within an application or website. This specific user flow outlines the primary actions users take on the revamped ESPN website, emphasizing a fluid transition from live score tracking to personalized content for a seamless browsing experience.

Design

Low Fidelity Wireframes

Here is some low fidelity designs in which I have redesigned the home page and one of the sports pages which is going to be the same across the other pages however with different content, relative to the sport.

Homepage

Sports Page - NBA

Design

High Fidelity Wireframes

Here is the high fidelity wireframes in which I designed the homepage as well as a specific sports page in this case I selected the NBA page. The design matrix was to keep things fresh and change the overall dynamic of the pages and the usability for the user to go from a state and back. design is to move upload and sleek look

Homepage

Sports Page - NBA

Testing

Testing

I conducted user feedback sessions to validate the design decisions made during the redesign process. This involved gathering input from potential users. This was done through a questionnaire hybrid to depict whether my redesign was an upgrade to the existing ESPN design.

The questions were asked in scale format from 1-5 in which 5 is the best and 1 is the worst and the questions were as follows:

1. How easy was it for you to navigate through the redesigned interface?
(5 = Very Difficult, 1 = Very Easy)
2. How satisfied are you with the overall aesthetic of the redesign?
(5 = Not Satisfied, 1 = Satisfied)
3. How easy was it to complete tasks or actions?
(5 = Very Hard, 1 = Very Easy)
4. How would you rate the visual appeal of the redesigned interface compared to the original design?
(5 = Much Worse, 1 = Much Better)
5. Based on your experience with the redesigned interface, would you recommend it to others?
(5 = Definitely Not, 1 = Definitely Yes)

User Feedback

"I really like how it is easier and nicely with the use of images and the live scores."

"Navigation feels smoother with more intuitive layout and much faster live updates."

"The design looks fantastic as well and makes it easier to do what as a user."

Future Iterations:

For future iterations, I plan to optimize the design for different screen sizes by implementing a responsive layout that adapts seamlessly across desktop, tablet, and mobile devices. This will require proper typography, spacing, modularity and accessibility for the best design possible.