Context

The MLB At Bat app is used to check scores, read news, and view highlight videos from Major League Baseball. Upon installation, the app asks the user to select a team or teams to be their favorites. Afterwards, the app defaults to that team (shown on left). To view videos, likely the most common item within the app, you scroll down and have a scrolling banner (left to right) showing the most recent videos added to the app. Additional content is available above and below the videos and is all specific to the Houston Astros in this example. If you select the down carrot (red circle) a full list of teams is available.

Nature

Issue with this setup is the abundance of navigation options and how those navigation options change from screen to screen. For the purpose of this entry, I will focus on the "MLB" filtering option that is available on various screens but not the home screen. If the news feed is selected (red square) the image below is available, allowing the user to view "top stories" or "videos" in a new screen. However, the videos are presented in a top down format and the selection is completely different from the method displayed on the screen to the left.

Framing

According to Human Information Processing, long and short term memory play a significant role in allowing humans to make the appropriate decisions as they process information. One beneficial technique to leveraging human memory is establishing a consistent theme across a range of software. This allows the user to develop an understanding of how a system works and continue to apply that knowledge to the rest of the application. By varying things in the current MLB At Bat app, the user is forced to memorize and recognize at least two different methods of navigating their app.

Recommendations

The recommendation for this design is simple: improve the consistency as the user navigates multiple sections of the application. The app could adopt the team style navigation of horizontal scrolling content or vertical scrolling pages with content organized by type (I.E. News/Videos/Scores).