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SPORTS MAGAZINE ON THE WEB

BIE-TUR USER INTERFACE DESIGN

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1. Topic explained

The topic that I have selected is the Sports magazine on the web. In this project I have analysed the most famous sports magazines of Spain. I am from Madrid, Spain and I am more used to the webs of my country, so I decided that the research and the analysis could be easier. Also, once I have found the best things of the actual web magazines and have done a research with users that usually uses this type of service I have designed my own web sport magazine.

The main goal of the project is discovering what are the needs of the users and try to implement it in a new design with the best parts of the actual web pages. With a minimalist and clean design that permits to show the content of the pages without disturbing the user. However, although a minimalist design doesn't admit banners and that type of heavy visual things that permits to put advertisement on them. It is needed to find a form of financing the web. So, during this document I will explain how I have tried to find the balance between this minimalist and clean design with some advertisement to ensure some earning in the web

During the research and the design, I have used some tools that have helped me to create all this project. I will explain each of them in the correspondent section of the project.

2. Previous research

The most important thing before designing a user interface design is discover what are the real needs of the target user of our project. It is a common mistake that the computer engineers, think that know what it can be the best design of the idea of the project, but the reality is that maybe the real users have some necessities that we have not taken care about it.

Google forms

To this part of the project I have used the tool Google forms. It is a real useful tool to create polls or test, with a lot of options to the questions. Being able to change each question and answer permitting the interviewee answer in a lot of different ways, an open text answer, a multiple-choice answer or a scale of options are some examples of it.

It is also really useful to the user that create the poll because after the interviewees. All results are automatically saved on the cloud and the system itself generate charts and statics to help you to analyse the data that is in the answers.

And the best part for me, is that you can easily send it to the users that you want to interview. You just need to send a link to them, and then, they just need to click to the link and start to complete the poll.

The poll

The main objective of the poll was to know what the real needs of the users were, discover how they use the actual webs of the sport magazines and what are the things more important to them.

To create this poll, I investigated the actual webpages that the user most use. In Spain these webpages are Marca, AS, Mundo Deportivo and Sport. Each of them has his own way of show the news and the data but in general is very similar. Here there are some screenshots of the home of these webpages:

AS.com website layout featuring sports news, including a headline about Real Madrid's progress to the semifinals, and various advertisements for AliExpress and other products.

Mundo Deportivo website layout featuring sports news, including a headline about Messi's hat-trick in the Argentina vs Haiti friendly match.

Grid of sports news snippets from Mundo Deportivo, including headlines like 'Hat-trick de Messi en el amistoso de Argentina frente a Haití', 'Cristiano, el único que no posa con las nuevas camisetas del Madrid', and 'Si Neymar me pide consejo, le diría que no se vaya al Madrid'.

MANCA website layout featuring sports news, including a headline about Florentino's concerns regarding Bale and Cristiano.

Grid of sports news snippets from MANCA, including headlines like 'A Florentino le preocupa más Bale que Cristiano', 'Messi: "El Mundial es un sueño"', and 'Cristiano es el único jugador que no posa con la equipación de la próxima temporada'.

SPORT website layout featuring sports news, including a headline about Messi's hat-trick in the Argentina vs Haiti friendly match.

Grid of sports news snippets from SPORT, including headlines like '¿Dónde está CR7?', 'Marlon se va al West Ham por 15 'kilos'', and 'Cristiano, el único que no posa con las nuevas camisetas del Madrid'.

Analysing the webpages, we can see that all of them show the news in various columns and they usually try to mix the adds with the news. Also, the football is the main sport in Spain, and here is clear that because the majority of the news are about football.

But although this, I wanted to ask all of this to the users and try to understand a bit more what they really need and want from a sport magazine web so a create a form with the following questions:

Questions to know a bit more about each user

- How old are you?
- How interested are you in sports?
- In which sports are you interested?

Questions about web sport magazines

- Which web sport magazines do you usually visit? (More than one option is permitted)
- How often do you visit a web sport magazine?
- Which sports are you usually interested in this web sport magazines? (More than one option is permitted)
- What is more important for you in a web sport magazine

Questions about football

- How important is football news for you in web sport magazines?
- How many teams do you support?
- How important is for you the news about your supported team/teams?
- How important is for you the news about the rest of the teams that are in the same competitions of your supported team/teams?
- How important is for you the news about the rest of the teams that are not in the same competition as your supported team/teams?
- How important is football results for you in web sport magazines?
- How important is for you the results about your supported team/teams?
- How important is for you the results of the rest of the teams that are in the same competitions of your supported team/teams?
- How important is for you the results about the rest of the teams that are not in the same competition as your supported team?
- How important is for you the classifications and statics of football competitions?
- How important is for you the classifications and statics (top goals, top assists ...) of competitions that your supported team is in?
- How important is for you the classifications and statics of competitions that your supported team is not in?

Questions about other sports

- How important is for you the news about other sports? (not football)
- How important is for you the classifications and results about other sports? (not football)
- Create a list (in order of preference) of the sports that you are more interested (not football)

Other type of questions

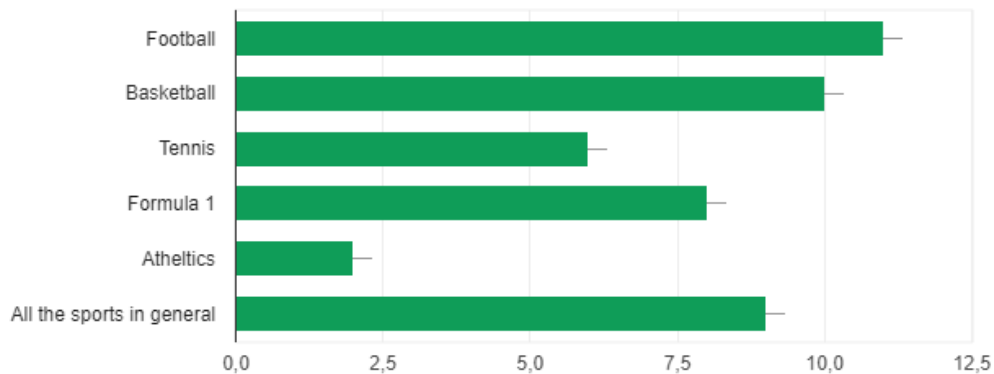
- Which other things do you look for or are useful for you in a web sport magazine? (apart from the things previously asked)
- Which type add ad do you prefer?
- Would you pay for a payment service to avoid the ads?
- Do you have other idea of showing ads apart from the described previously?

The results

So, after doing this poll to 20 people I analysed the results and the data obtained. The first thing that I found quite interesting is that although in the question “In which sports are you interested?” Most of the users are interested equally in all the sports un general. Then when they are asked about the sports that are interested in the web magazines, we can see that the football is quite more important than other sports por them.

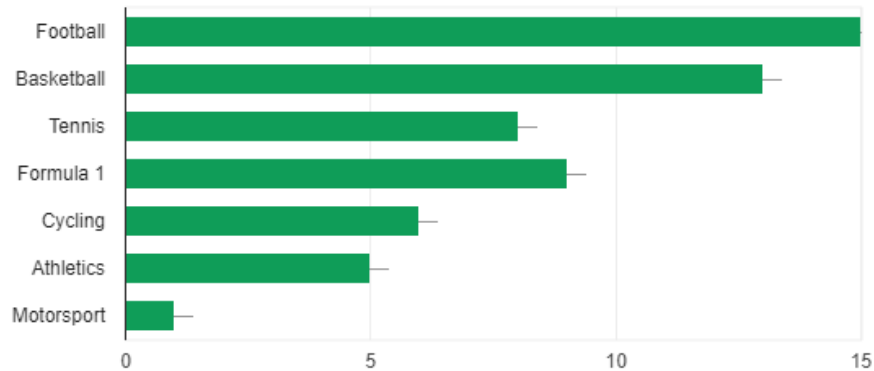
In which sports are you interested?

17 respuestas



Which sports are you usually interested in this web sport magazines? (More than one option is permitted)

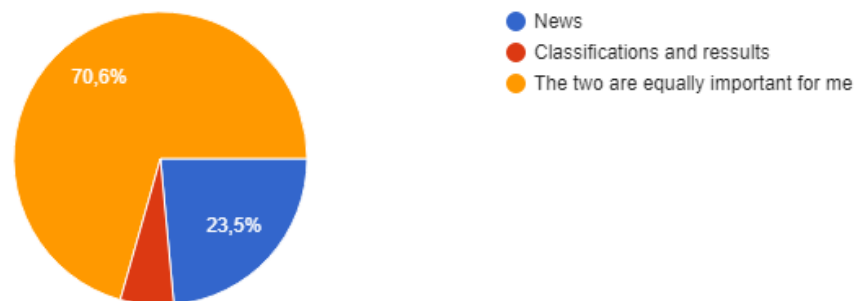
17 respuestas



Also, I wanted to ask about the things that the users wanted to have in a web sport magazine. I didn't know if they are more interested in the news about their interested sports or more in the classifications and results of his favourites teams or sportsmen.

What is more important for you in a web sport magazine

17 respuestas

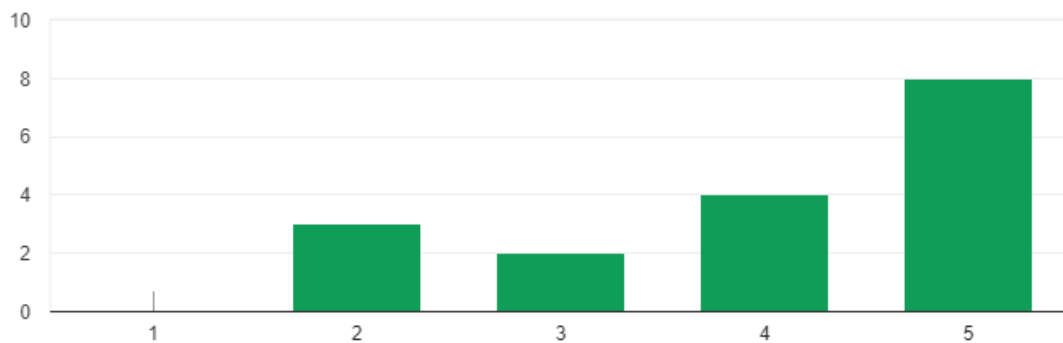


And in this graphic, we can see most of the users are interested in both of the things. So, I decided here that my prototype has to have the two things.

Respect the questions about football I realized that most of the users are quite interested in the news and results that are related to his supported team, however this interest decreases when the news or the results are from other teams that the are not interested in.

How important is for you news about other sports? (not football)

17 respuestas

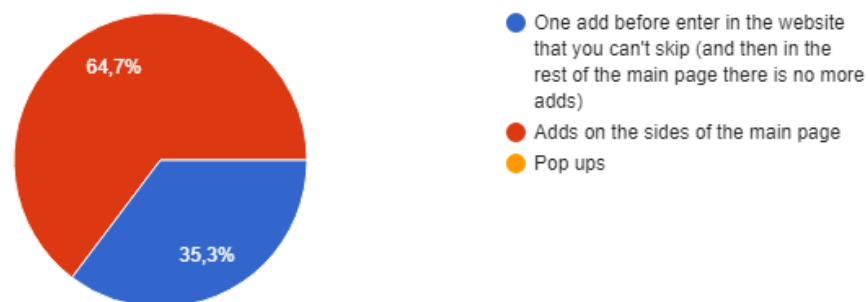


In this other graphic we can see that for most of the users, the rest of the sports apart from football is really interesting for them. So, it is shown here that the prototype has to have news and results from other sports and not only football.

Also, I wanted to ask about the advertisement, obviously this is a thing that has to be decided by the owner of the web sport magazine. However, it is good to know the opinion of the users, because finally the advertisements are focused to them. So, the best way to find an interesting form of show these ads is to ask them.

Which type of ad do you prefer?

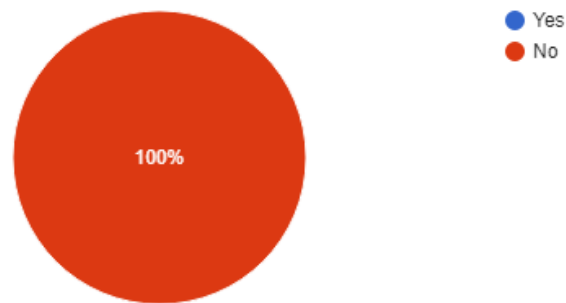
17 respuestas



Here we can see that most of the users prefer to have ads in the sides of the main page. So here I decided that I needed to put the advertisements mixed with the news

Would you pay for a payment service to avoid the ads?

17 respuestas



Also, a payment service to avoid the ads will not going to work, because none of the users answered that they would pay a service like this. So, the advertisement was the only way to have an earning system to the webpage.

3. Personas

After the poll and analyse the results I decided to create two personas to try to understand better the needs of the users and think how to implement good prototypes.

Joseph

Joseph is a man of 32 years old that the sports are a really important hobby for him. He likes to practise and watch them. He is really good playing all type of sports and also like to watch any type of sports, from football to archery or water polo.

He usually visits his favourites web sport magazines more than one time each day. And he is always informed of the news of his supported teams or his favourites sportsmen.

Also, he always knows when his supported team is going to play each week and usually see the results of the rest of the teams of the same league of his supported team. The rest of the teams that are not in that leagues he doesn't follow so much, however if they are important news or important matches of this teams he will see it.

Finally, he is really interested in not very common sports and he likes to know also the main news and results from these sports.

Michael

Michael is a man of 23 years old that like to watch basketball and football. He usually watches the matches of his supported team and the main matches of the NBA, because he is a really good fan of this league.

He usually visits his favourite web sport magazine one time each day. He sees the main news of his team and the main news of other sports. However, is not a big fan of other sports.

Finally, he likes to analyse the results and statics of the teams and players of the NBA when the season is finished, he visits a special webpage that permits him to look all the stats and results that he wants

4. Low Fidelity prototype

Before doing a final prototype is good to create a low fidelity prototype to try to find the main mistakes of our design. And is better to do with a low fidelity prototype than a high fidelity prototype because it's much more cheaper in terms of money, time and effort.

Balsamiq

Balsamiq is a really useful tool because it permits you to generate a low fidelity prototype very fast.

It has an easy click and drop interface with a lot of elements to use to create your design. It is adapted to all type of devices. Like mobile phones, tablets or web browser to computers.

And one of the best features is that is free, and you can use it directly from the web (however if you want to enjoy all the features you will need to download the full version).

Design

To the design of the prototype I decided to try to follow the guidelines of the material design and try to generate a website based on it.

I think is a good idea to use material design because it is a style that the users are used to it because nowadays most of the apps use this style. And the mental model of the users it will be closer to the one that I thought because it is more similar to the rest of the apps that they usually use in their everyday apps

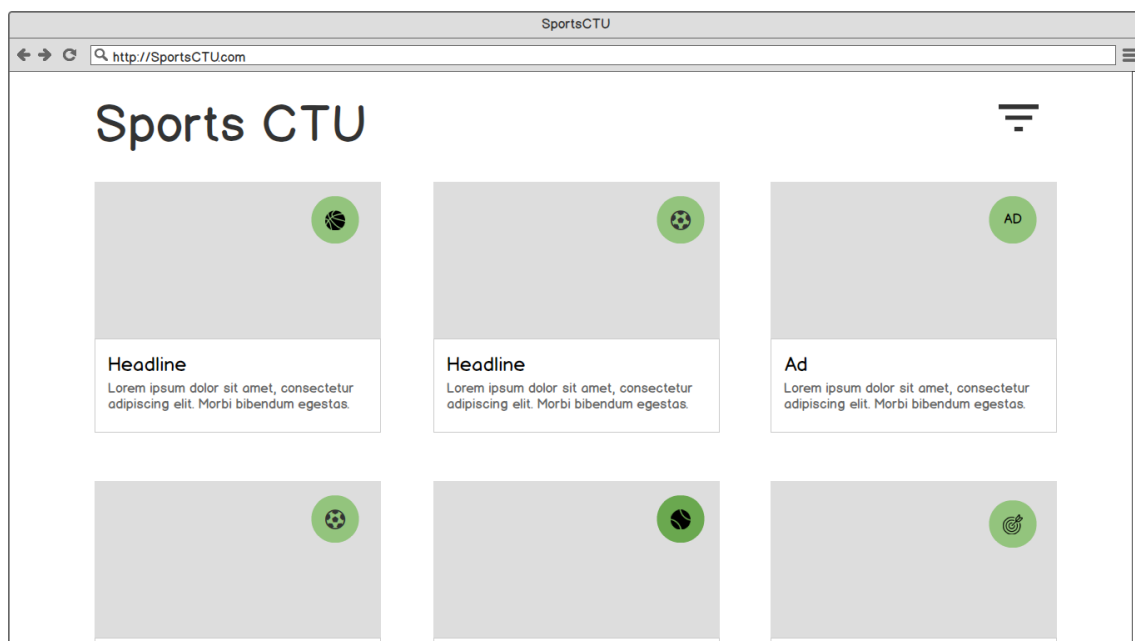
Also, this style is really clean, and permits me to create a minimalist design and focus on the content without distractions of unnecessary elements.

Prototype

In this prototype I tried to satisfy all the needs that the user told me that they have in the previous poll, and also try to implement the best features of the actual magazines.

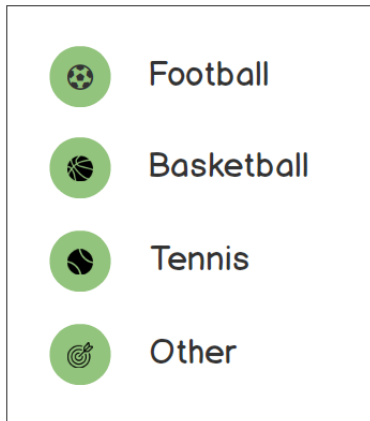


This screen is the main page. It shows the logo of the magazine on the top left corner. Then it shows also the main news that is actually in the web sport magazine, the grey part is going to be a photo of the main news and the button with the down arrow it is to click on it and automatically scroll down to the rest of the main page.



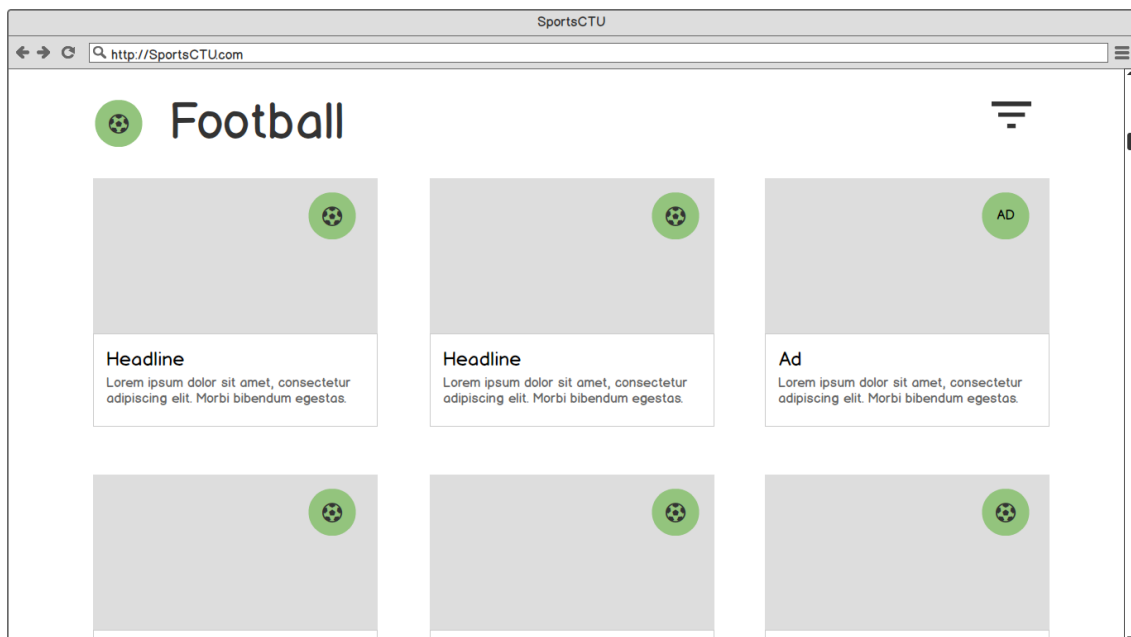
This is the continue of the previous screen. It shows the rest of the actual news. Each news is contained in a card, with a material design style. Also, there is an icon on the right top corner that identifies each news with a specific sport.

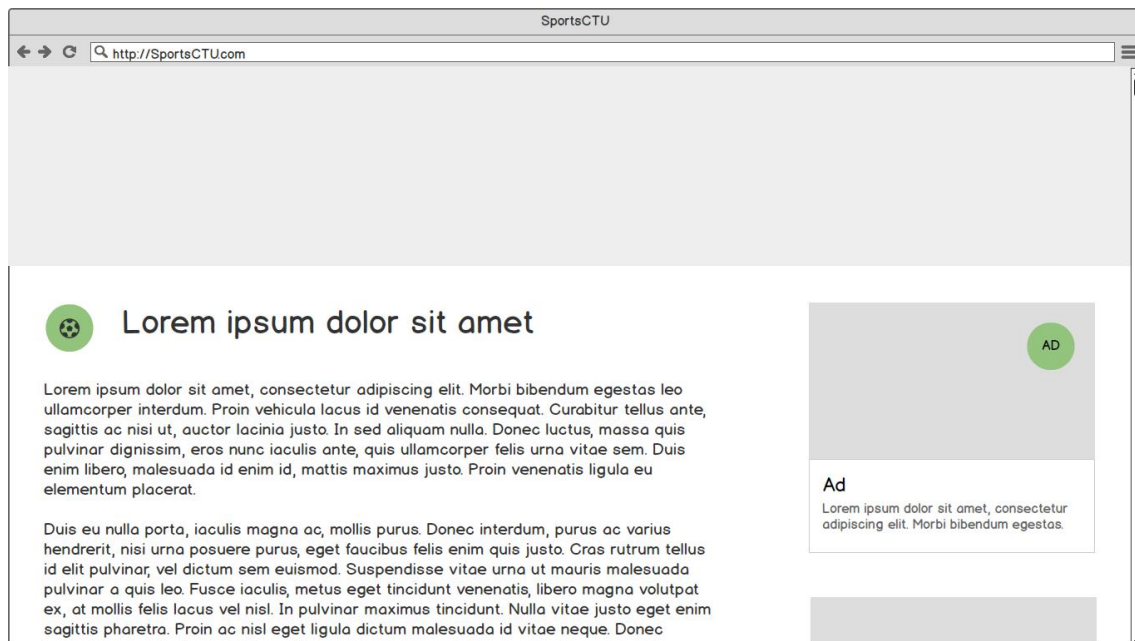
Mixed with the news, sometimes instead of one of them, there are some ads. I have chosen this way of shown the advertisements because it fits better with the rest of the design of the web page, it is clean, and it does not dirty the general design.



On the top right corner of the page it is an icon that shows the menu of the left. This permits you to filter the news and show only the news of a specific sport. And example of how it looks if you chose football is in the next screen

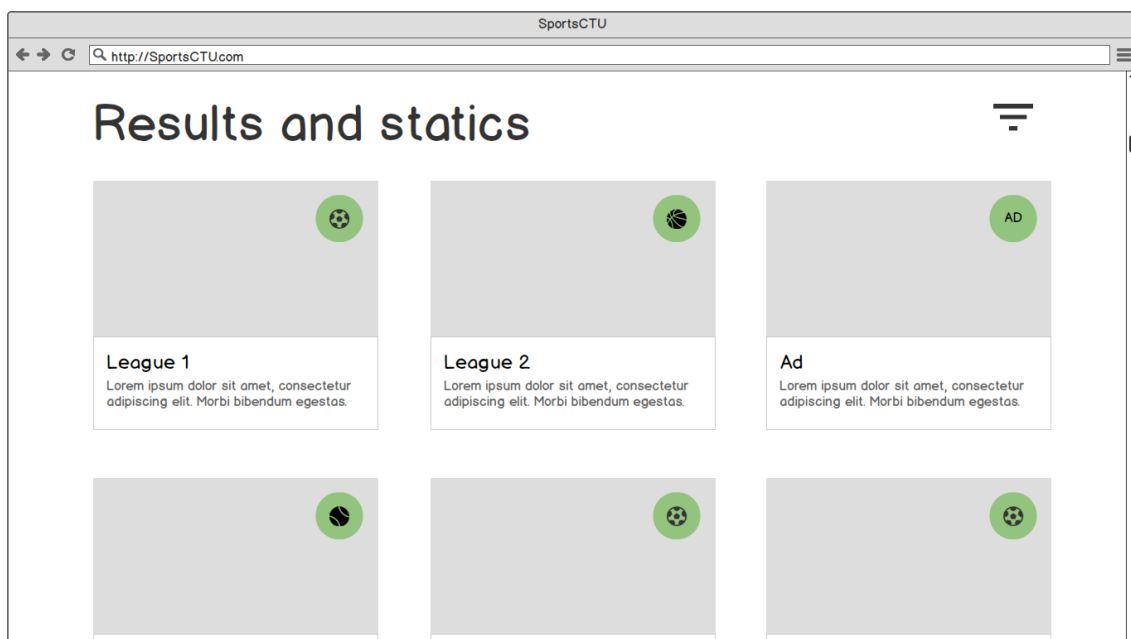
Also, you can access to that page if you click the icon that is on each news on the corner. Obviously, it will show you the news of the icon of the sport that you have clicked,





This is an example of a screen that shows a news, it is a headline on the top and an icon that identifies the sport that is about the news. The gray rectangle of the top it will be a photo of the news.

Also on the right side of the screen it is more cards of more news or ads.



SportsCTU

http://SportsCTU.com

League 1

Clasifications

Top goals

Matches

	MP	V	D	L	GF	GA	GD	PTS
Team name	0	0	0	0	0	0	0	0
Team name	0	0	0	0	0	0	0	0
Team name	0	0	0	0	0	0	0	0
Team name	0	0	0	0	0	0	0	0
Team name	0	0	0	0	0	0	0	0
Team name	0	0	0	0	0	0	0	0

And finally, these two screens re the results and statics section. On the first one we can see how you can chose between the different leagues. It has the same style that the news. Each card is a competition and there is some advertisement mixed with them.

And the second screen it is an example of a league, you can change between the classification of the competition, the top goals and the matches with a tabs menu with material design style.

5. Testing the low Fidelity prototype

To test the low fidelity prototype, I decided to print the screens that I have presented in the last point and simulate a computer with it, and me doing the changing of the screens with my hands.

I think is the best way to do it because is a cheap and easy way to test it. And we can't forget that a low fidelity prototype probably won't be correct, and we will need to change some things, so there is no reason to spend a lot of effort with it.

Tasks

To test the prototype, I decided to create two simple tasks that I asked the users to try to perform in my prototype.

The tasks were, one, try to filter the news and show only the football news and then click on one news. And the other one was trying to see the classification of a league.

There were two easy task that tested the full functionality of the prototype.

Results and mistakes

During the tasks I saw that some thing of the prototype wasn't too clear. One of the things was that some of the icons that identifies each sport wasn't too clear, for example the basketball and tennis icons was often confused.

Other thing was that the icon of the filter of the news wasn't clear neither and the users usually acceded to the filtered page across the icon of each card. And finally, the icon of the statics wasn't clear in some cases.

And other major problem was that there wasn't back or exit buttons. So, the users sometimes the find themselves lost without an way to come back to the previous screen or the home screen.

So, for the high fidelity prototype I had considered these mistakes to improve them.

6. High Fidelity prototype

A High fidelity prototype is a really advanced piece of work that can show the client how it can look the final product. It is so expensive, in terms of effort mainly so it is needed to have all the necessities of the users really clear, and also know that our idea of design is good and works well with the users. To implement it but in a more advanced way.

Adobe XD

Adobe XD is relative new tool that adobe has launched. However, is really useful and you can create a high fidelity prototype with a lot of options.

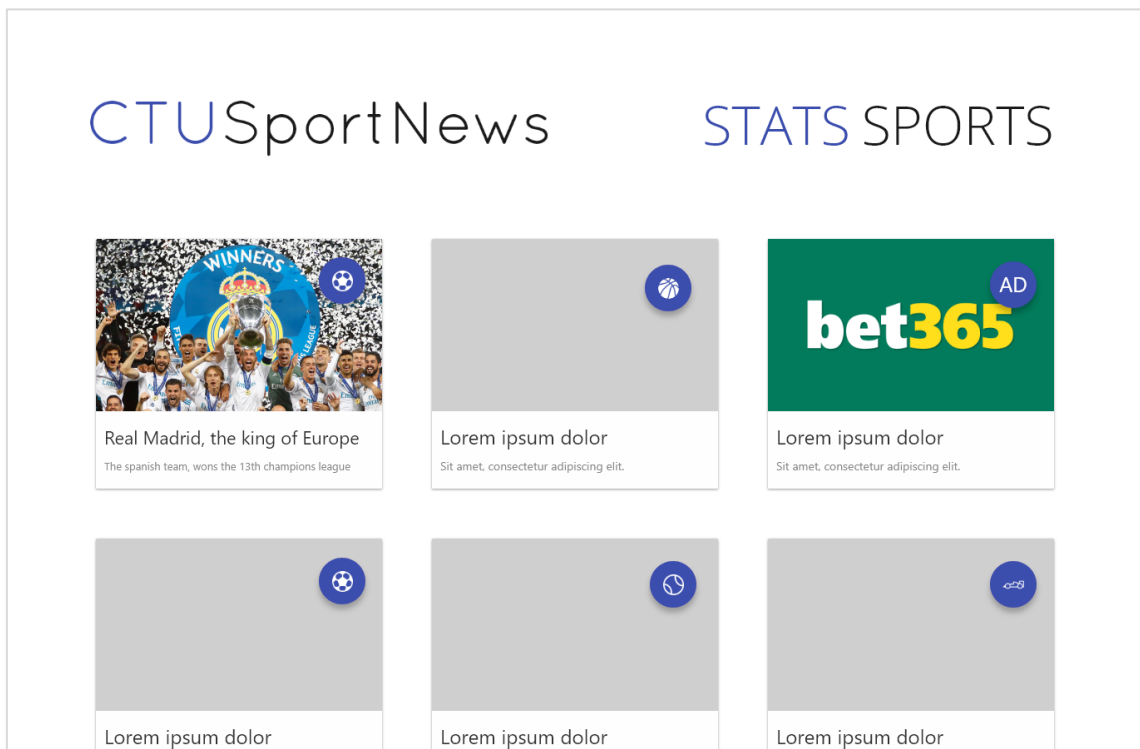
The tools of the program are simple and easy, you don't have buttons or elements to drag to your design. Instead of that you have only lines, rectangles and other type of shapes or text. With that you can create all you can imagine, because is no limits of anything. And then in other screen you create all the simulation. All the elements can perform as a button and they can allow you to move the simulation to the other screens that you have created.

One feature that I really liked it was that you can download templates of some styles. For example, you can download a sheet of material design with all the elements of this style already created. And you can just copy and paste into your design.

Prototype



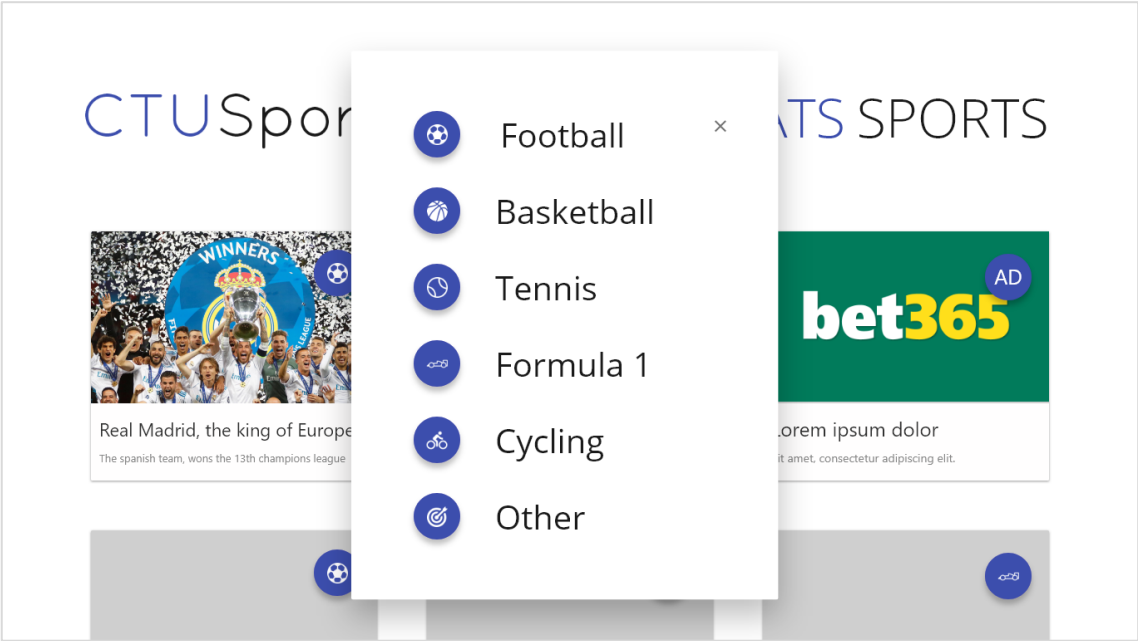
This is the home page, here you can show the man news. The style of the headline and log has been changed and putted in the bottom of the page. The button with the arrow it is the same as the low fidelity one, it just scrolls you down to the rest of the page.



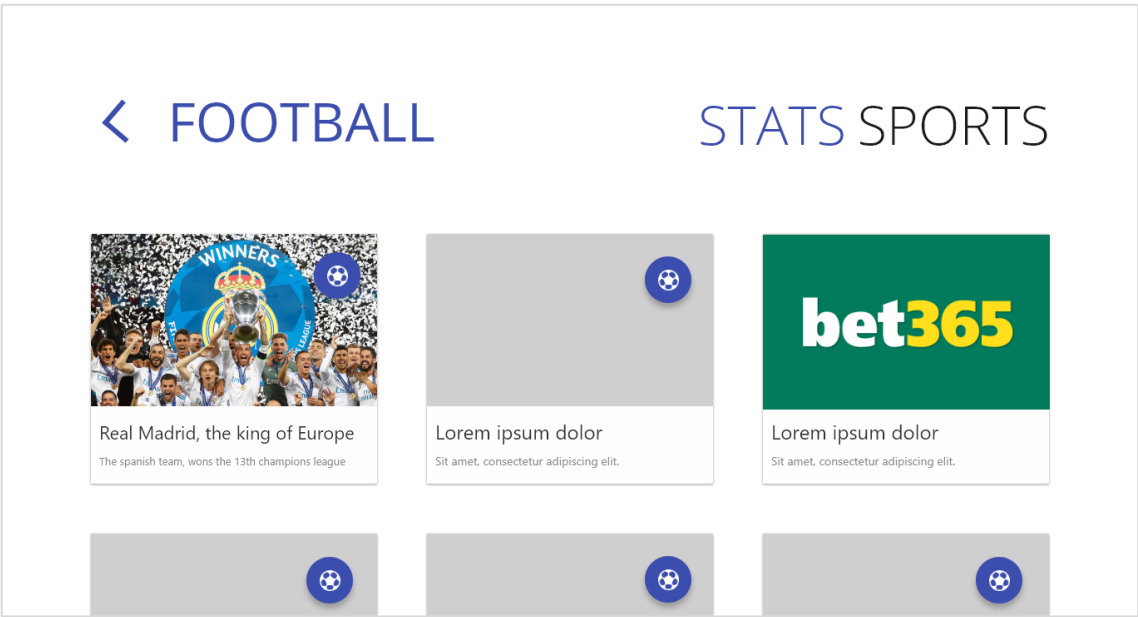
This is the continue of the page. In the working prototype you can scroll down. I have created one real news and one real advertisement to help the client to understand the final design of the project.

The buttons that gave you access to the filter and the statics had been changed too. Now instead of icons there are text buttons that help you to identify the action more easily. I decided to emphasize the action of go to the stats page, because I think is more important for the users as it is showed in the poll that I did before starting the project.

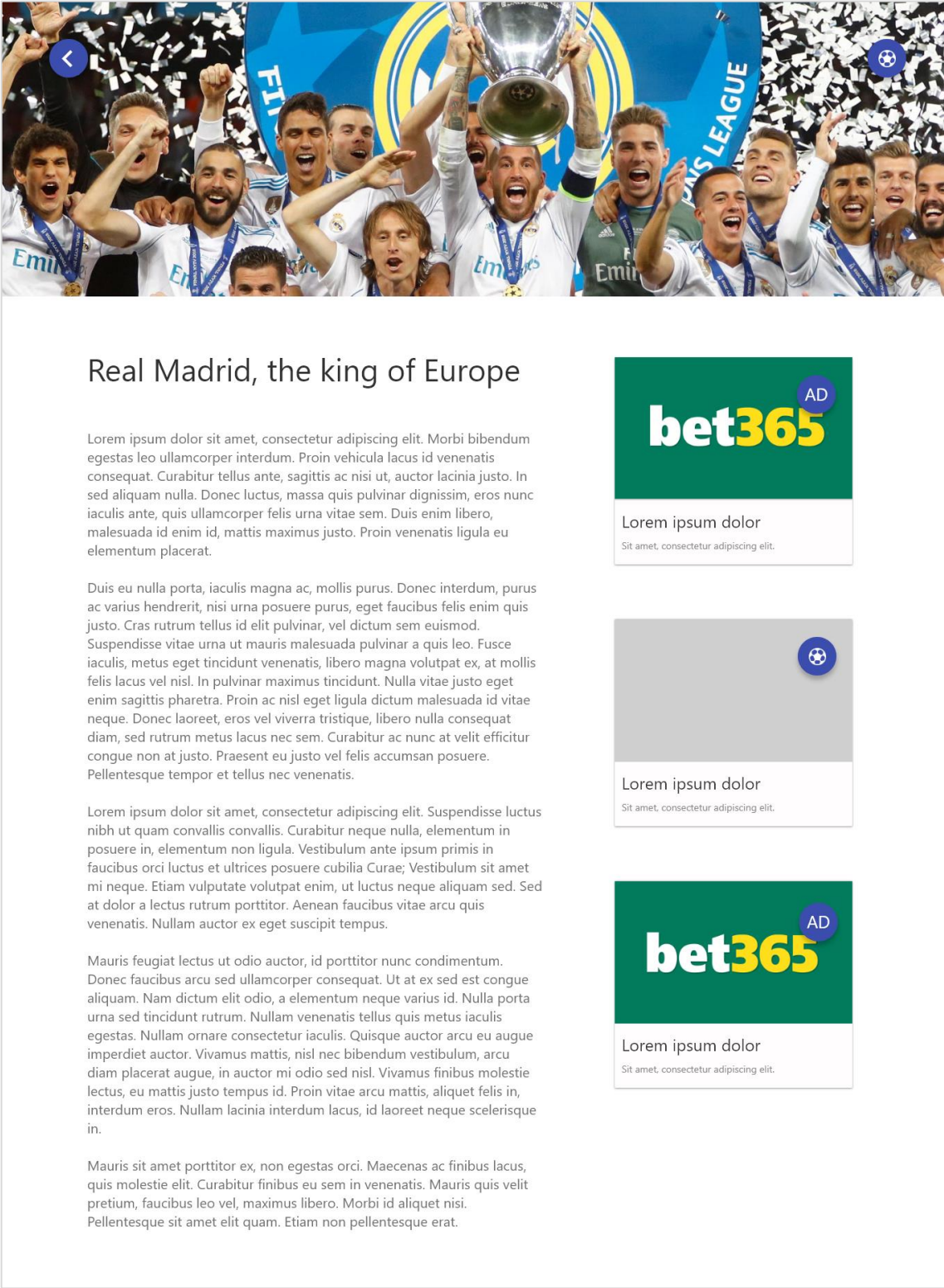
And the last change it was the change of some icons to help the users to identify them better and the addition of some new of them, like the Formula 1 icon.



This one is the menu to filter the sports, that it hadn't had any major changes. The only thing it was the addition of the icons of the new sports, Formula 1 and Cycling.



And the last screen was the news pages filtered to show only football, no major changes here neither. Just the addition of the back button.



This one is the screen of a news opened. It has been done only some few changes, one of them is the addition of a back button and the other one was changing the icon of the sport to the right top corner. To look more similar to the cards of the main page.

< STATS

SPORTS



Football league

Sit amet, consectetur adipiscing elit.



Basketball league

Sit amet, consectetur adipiscing elit.



AD

Lorem ipsum dolor

Sit amet, consectetur adipiscing elit.



Lorem ipsum dolor

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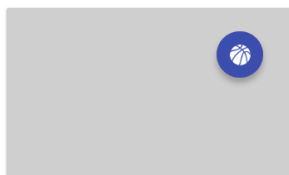
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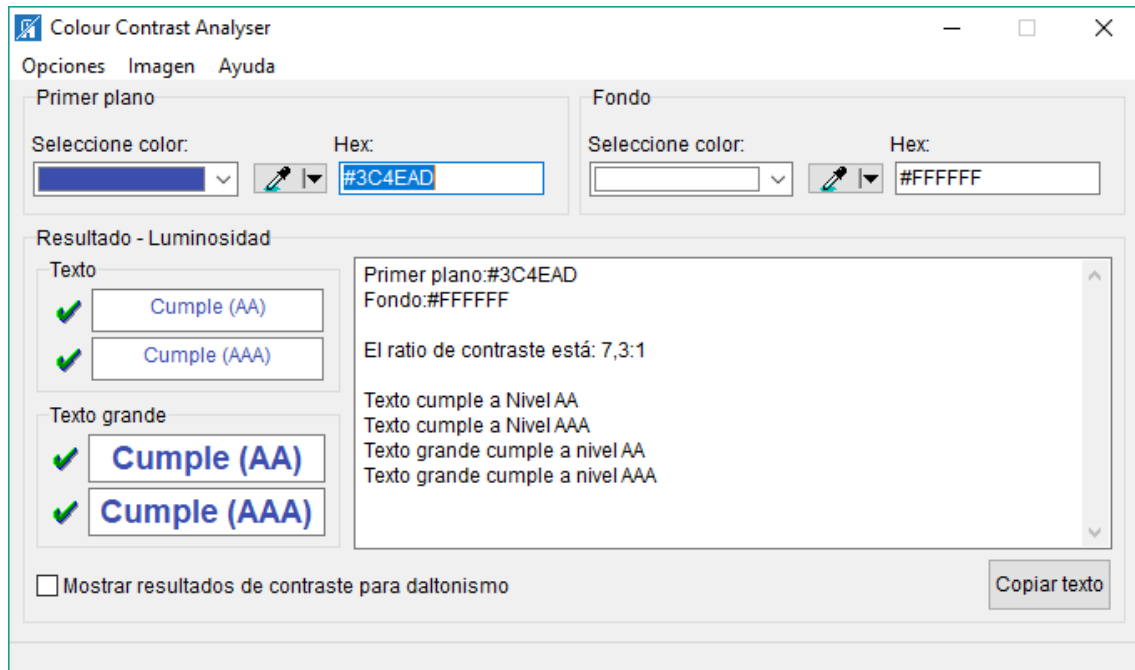
And finally, the stats section. This one was pretty clear in the low fidelity prototype, so it wasn't needed to change too much. The only thing it has been the icon to come here. Know is a text button like the one used to filter the sports.

<div> <div><</div>  <div>Premier League</div> <div>></div> </div>									
<div> <div>CLASIFICATIONS</div> <div>TOP GOALS</div> <div>MATCHES</div> </div>									
	MP	V	D	L	GF	GA	GD	PTS	
<input type="radio"/> Team name	0	0	0	0	0	0	0	0	
<input type="radio"/> Team name	0	0	0	0	0	0	0	0	
<input type="radio"/> Team name	0	0	0	0	0	0	0	0	
<input type="radio"/> Team name	0	0	0	0	0	0	0	0	
<input type="radio"/> Team name	0	0	0	0	0	0	0	0	
<input type="radio"/> Team name	0	0	0	0	0	0	0	0	
<input type="radio"/> Team name	0	0	0	0	0	0	0	0	
<input type="radio"/> Team name	0	0	0	0	0	0	0	0	
<input type="radio"/> Team name	0	0	0	0	0	0	0	0	
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<input type="radio"/> Team name	0	0	0	0	0	0	0	0	
<input type="radio"/> Team name	0	0	0	0	0	0	0	0	
<input type="radio"/> Team name	0	0	0	0	0	0	0	0	
<input type="radio"/> Team name	0	0	0	0	0	0	0	0	

Here again the only change it has been the addition of a back button to don't left the users locked in this page.

Colour

One change that has been done in this high fidelity prototype was the change of the main colour, in the low fidelity prototype I decided to use a type of green but in the creation of this second prototype I checked that is not a good choice because it didn't get a correct level of contrast. So, I changed with a type of blue



The new colour, that is the indigo colour of the material design guideline, with an HTML of #3C4EAD satisfy all the standards of contrast and is a better option for the prototype.

7. Testing the high fidelity prototype

Test the high-fidelity prototype is the last step of designing the user interface of a product. And is the final test to check if your design is good or you need to come back in some steps to make some improvements.

In this test I had created a prototype that actually “works” and did the transitions or the actions clicking on the buttons. I Used the tool that is implemented in Adobe XD and permits you to test your prototype as a real application.

Tasks and results

The tasks chosen to this testing were the same tasks chosen to test the low fidelity prototype. They were some easy tasks to test all the functionalities of the product.

The first task was again to filter the news and show only the ones related with football and then enter one of them. And it works in general fine. All the users could be able to do the task correctly and the mistakes of the low fidelity prototype seems to be fixed, now the icons are much clearer, and the access of the menu to filter is easier with just the text.

And the second task it already works fine in the low fidelity prototype and now in the high-fidelity prototype it continuous working and all the users finished the task perfectly. And now with the addition of the back button is even more easier.

So now We have proof that our design is usable and accessible.

8. Conclusion

This has been a really interesting project that help us to learn how it should be done the creation of the user interface design. Because this process is not just creating a beautiful graphical interface for our application. Is much more.

I have enjoyed learning how we have to do a research and investigate the actual users and actual alternatives to our idea. Because is easier to create a good product if you analyse what the competency does wrong.

The process of creating prototypes of low fidelity and low fidelity and test them with users is also a really interesting process. You learn a lot of things seeing how the rest of the people think when you give them a task to do over a prototype. Is quite interesting how each person has a different mental model and think different ways to perform the same task.

In conclusion I have really enjoyed this course. I think it is going to be very useful to our future work life. Because we have done the real things that the real companies have to do before release a product. I am sure that I will take more courses related to this one in my home university in Madrid because I think that they have a lot of essential things to learn to be a good computer engineer.