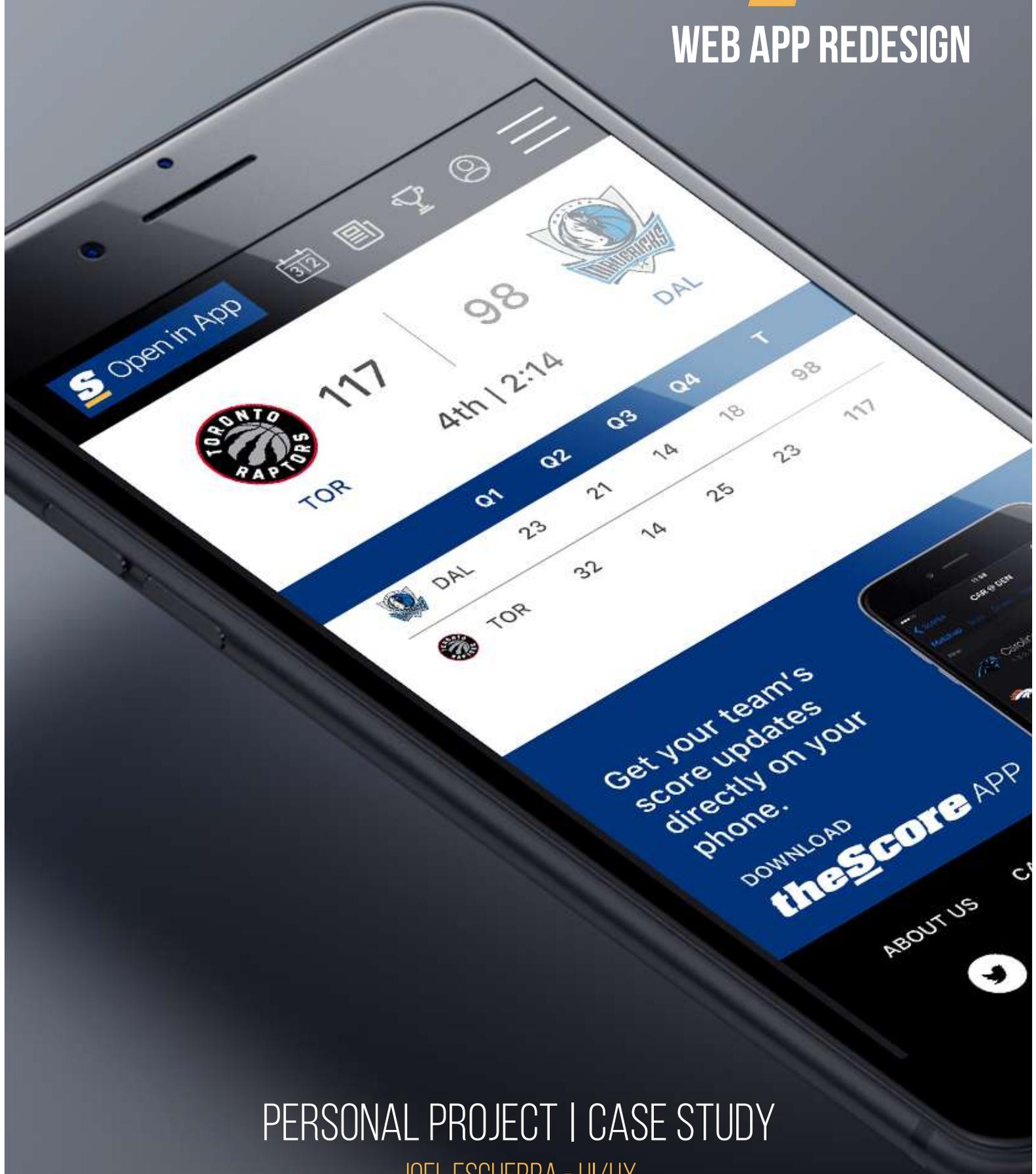


theScore

WEB APP REDESIGN



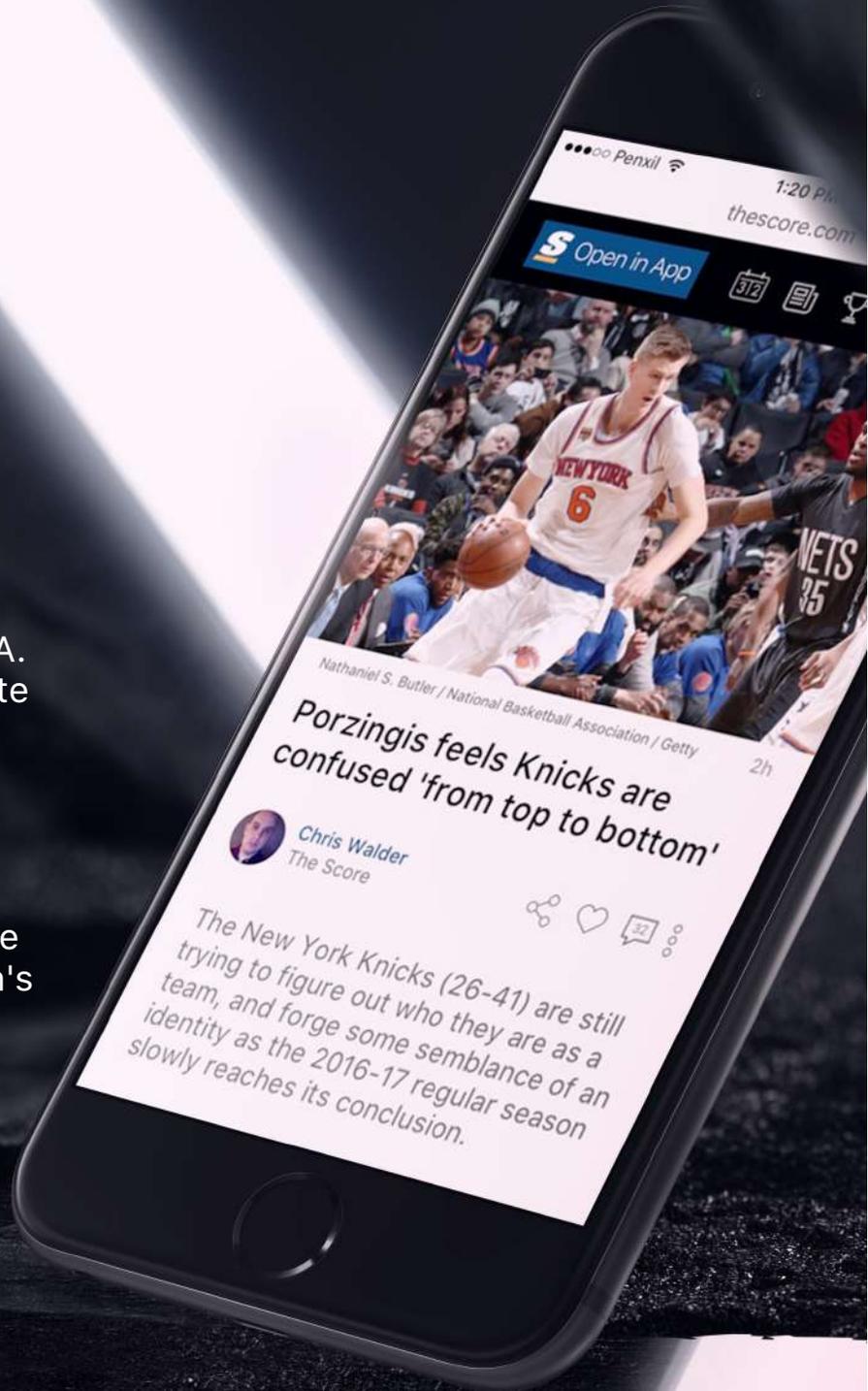
PERSONAL PROJECT | CASE STUDY

JOEL ESGUERRA - UI/UX

WEB APP REDESIGN

I'M A HUGE BASKETBALL FAN

and would always find myself checking up on the latest news around the web in regards to what's going on around the NBA. The Score has been my favourite sports app mainly because it's easy to use but I have to admit that their web app is pretty sad (at least on my iPhone). I've decided to play around with designing my own version of the website using Sketch & Invision's new feature - Prototype.

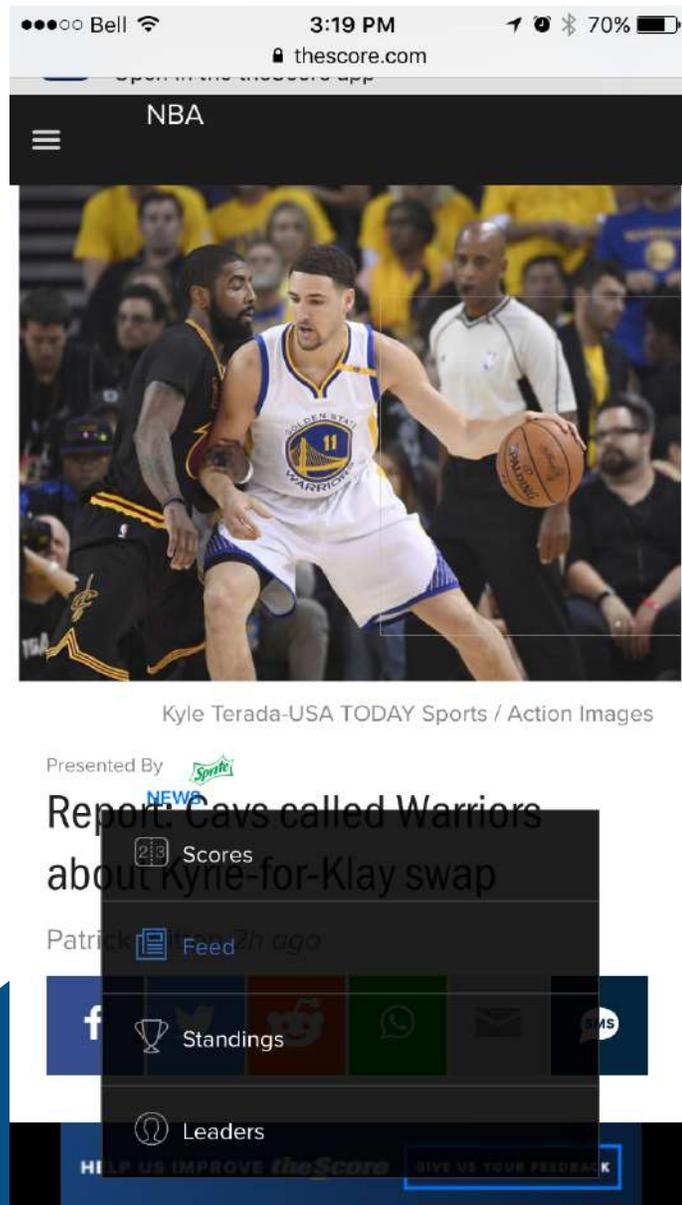


THE CHALLENGE

The Score is a fantastic app with a really smooth UI. My only problem with getting the app itself is that my phone doesn't have that much storage so there are those times when I have to remove the actual app and settle on using their website.... this is where I find a few things annoying.

1. WEB APP ISSUES

First, somehow when I go and read an article then try to click on the menu button on the top right it gives me this weird screen where all the Divs and links go all over the place:

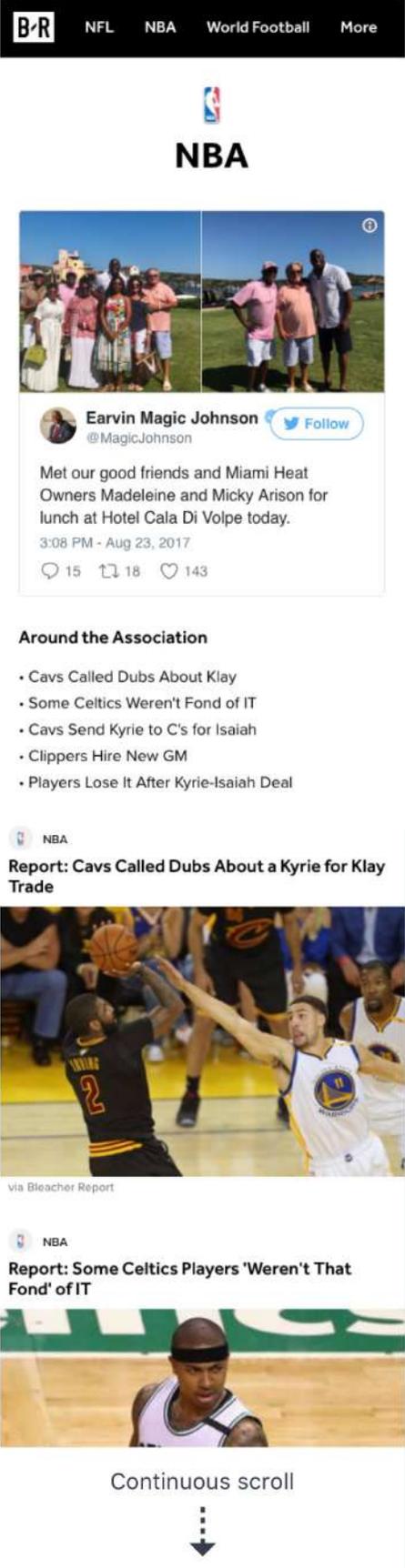


2. A NOT SO "DYNAMIC CONTENT" FOR MEDIA COMPANY

The web interface when browsing through items seems a bit boring. It's very bland & uniform that it doesn't excite the user that much anymore. Their direct competitor, Bleacher Report has this interesting approach to where they have a mixed media display that they use to make their platform more dynamic, easy to update & exciting. Although I still find their approach a bit messy and needs more work I still think it's a fun way to present sports as a media.

3. CONTINUOUS SCROLLING

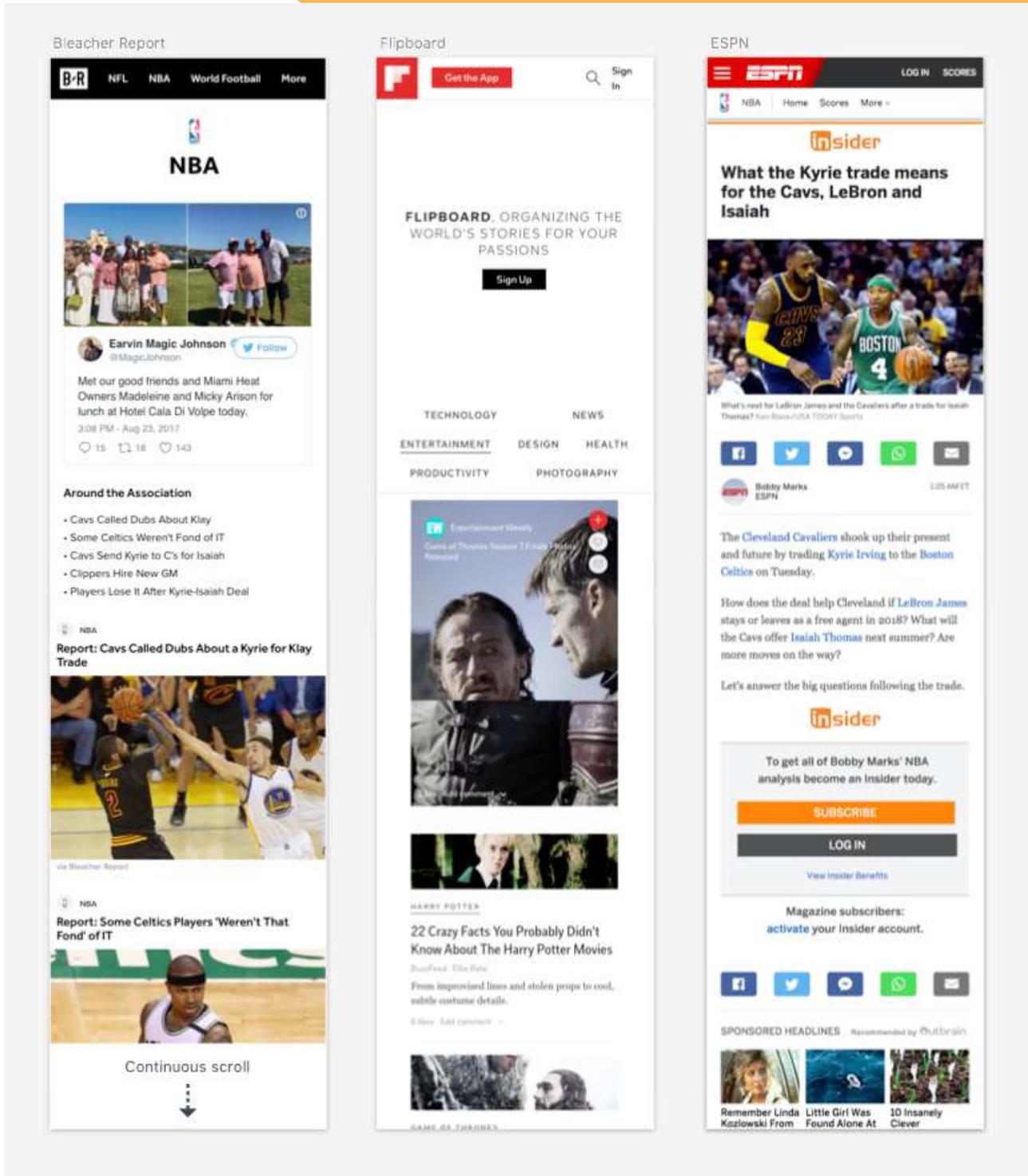
I know that the app already has this feature but I don't know why the web app doesn't. I find it hard to use paginations especially on a content driven website where there should be continuous stream of information. It'd be cool to have that on the web version.



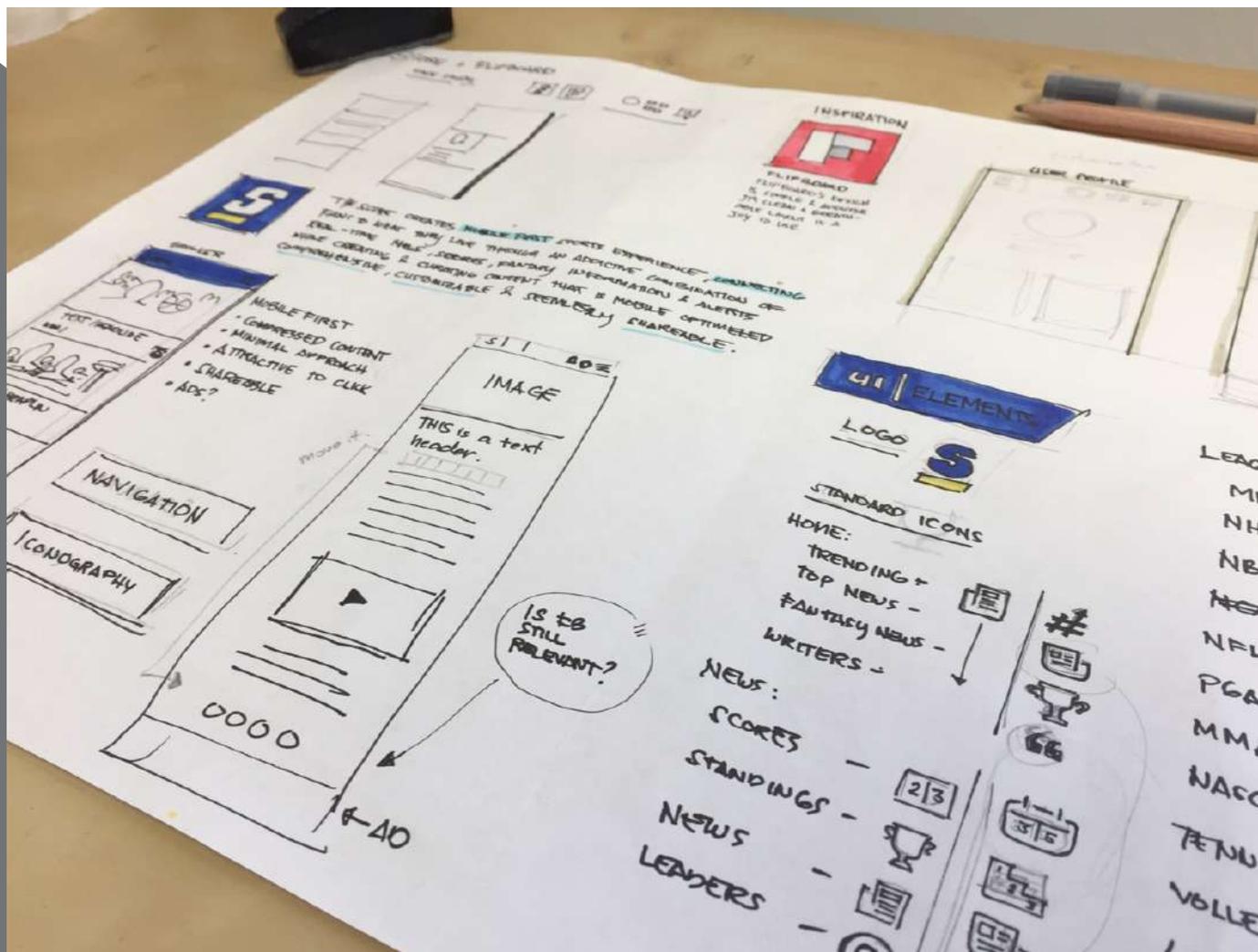
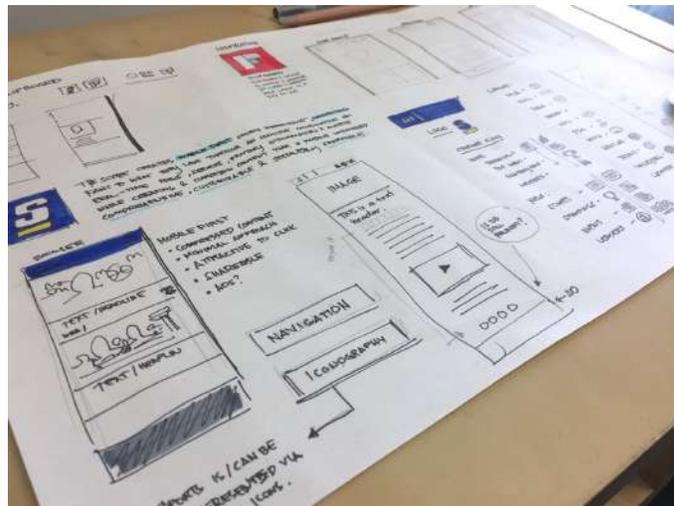
The screenshot shows the NBA website's content area. At the top is a navigation bar with 'B-R', 'NFL', 'NBA', 'World Football', and 'More'. Below is the NBA logo and a social media post from Earvin Magic Johnson (@MagicJohnson) dated August 23, 2017, at 3:08 PM. The post features two photos of Johnson with the Miami Heat owners. Below the post is a section titled 'Around the Association' with a list of five articles: 'Cavs Called Dubs About Klay', 'Some Celtics Weren't Fond of IT', 'Cavs Send Kyrie to C's for Isaiah', 'Clippers Hire New GM', and 'Players Lose It After Kyrie-Isaiah Deal'. Below this is a section titled 'Report: Cavs Called Dubs About a Kyrie for Klay Trade' with a photo of LeBron James and Stephen Curry. Below that is another section titled 'Report: Some Celtics Players 'Weren't That Fond' of IT' with a photo of a Celtics player. At the bottom, the text 'Continuous scroll' is displayed with a downward-pointing arrow.

DISCOVERY

I didn't really have any user testing done on this issue since I'm the only one complaining but I do have certain web apps that I enjoy using that is similar to the Score. I've pulled a few elements from these sites to help develop my ideal design for the Score's web app.

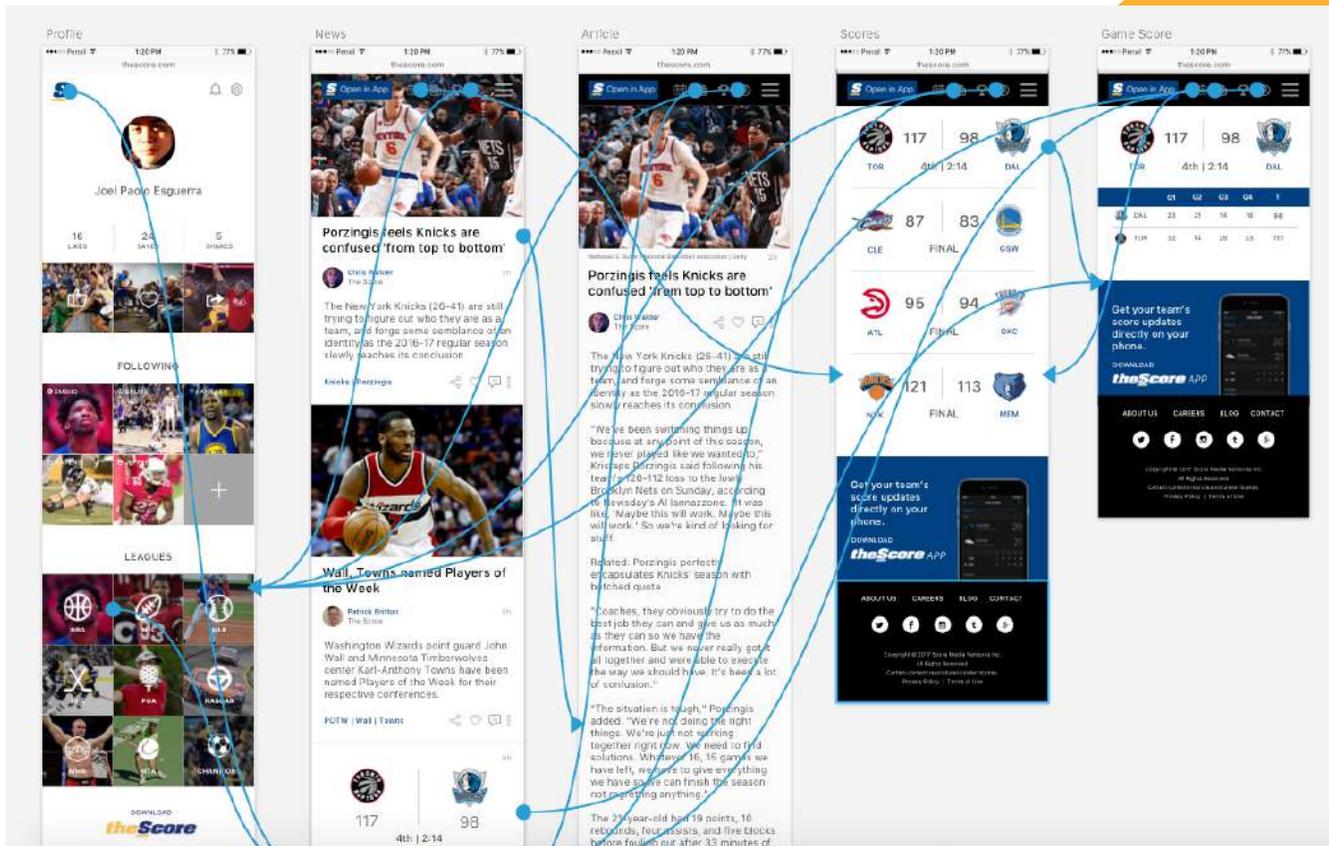
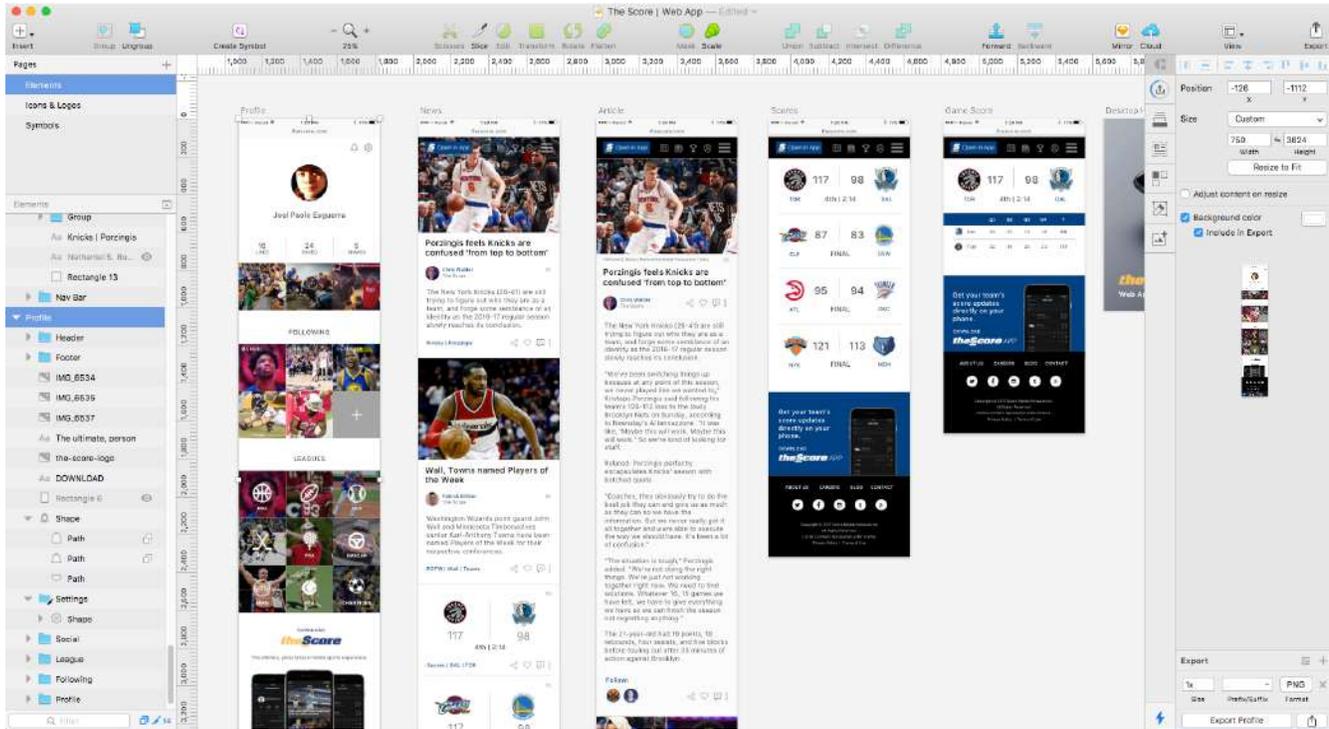


SKETCHING & IDEATION



FRAMEWORKS

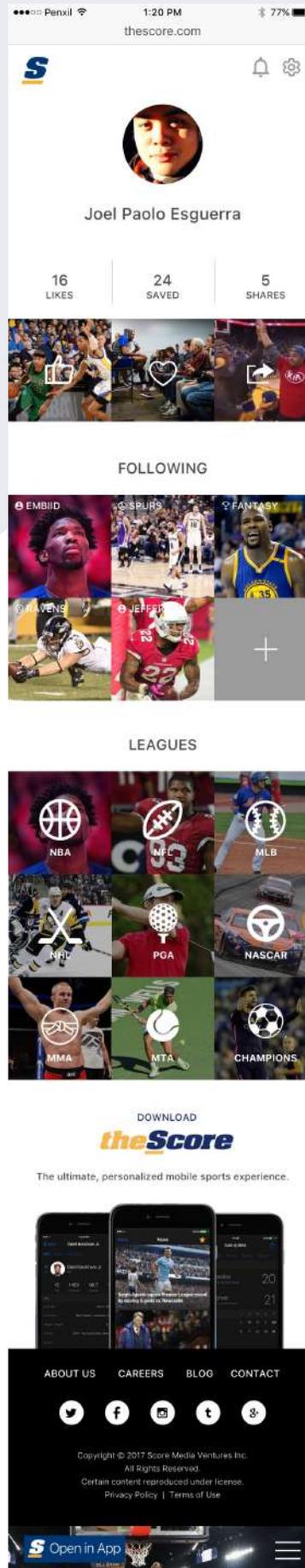
I used Sketch to create quick mockups to layout the main screens I wanted to highlight and change:



THE SOLUTION

THE PROFILE PAGE

The profile page gives the app a more personal feel. Customization is the main focus of this page as well as the ability to quickly view players, teams & leagues they follow, this is also where they can update their settings & notifications.



PERSONAL ACTIVITY

Keeps track of users activity on the site/app

CUSTOMIZED FOLLOWING

Focus on what matters to the user.

SWITCHING LEAGUES

A visual way to view each league. The photos update based on the most popular news for each league.

ADVERTISEMENT FOR THE APP

Connects users to either the App Store or Play store to download the full App experience.

MENU BUTTON

The menu button scrolls down with the user when the profile page is accessed. Clicking this tab returns the user back to their original location.

NEWS PAGE

The news page for me is the most important part of the site. The design is focused to host a dynamic content. Articles, Scores, Twitter Feeds, Videos, Gifs are all integrated to both look unique & consistent with the design.

UNIQUE ZOOMED IN IMAGE

Images will have parallax effects and are zoomed in vs the actual content when clicked.

KEYWORDS & SHARING OPTIONS

Users should be able to link to other contents with the same keywords as well as share, like, and add comments directly.

CONTENT FEED

Since theScore gets it's feed from other media sites & contributors, it would be useful to quickly see where the news are coming from.

CONTINUOUS SCROLLING

Allow content to continuing the feed so user experience is smooth.



ARTICLES WITH BLURBS

Each article will have a short blurb so the user can decide if it interests them before clicking into it.

TIME STAMP

See how fresh the news/content is.

SCORE FEED

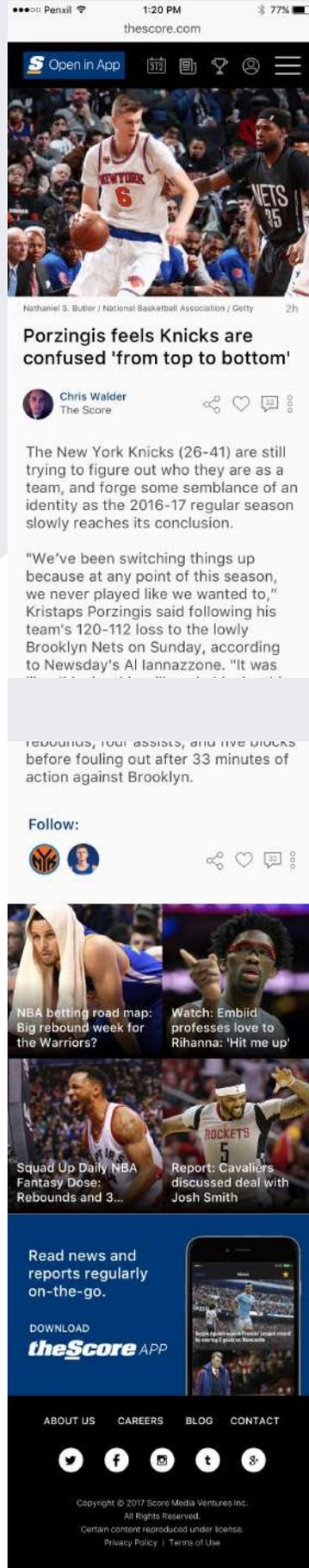
Games that are live or have previously ended should have a score card available right from this feed. Clicking this would also take the user directly to the score page.

ADVERTISEMENT

Intelligently placed ads after certain number of content would keep the flow of the experience smooth and relevant.

ARTICLE

A clean redesign of the article page with a minimalistic style.



MORE FEED

A more tight collection of relevant content gives the user a feeling of continuity as well as keep them reading through.

Ads can also be incorporated here.

TIME STAMP

See how fresh the news/content is.

KEYWORDS & SHARING OPTIONS

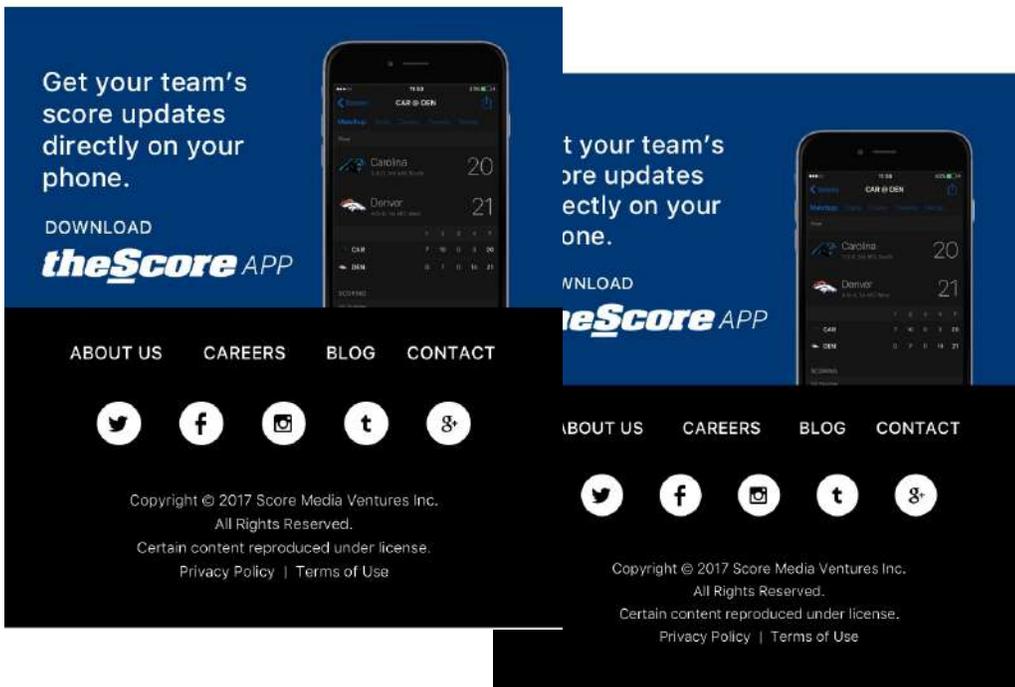
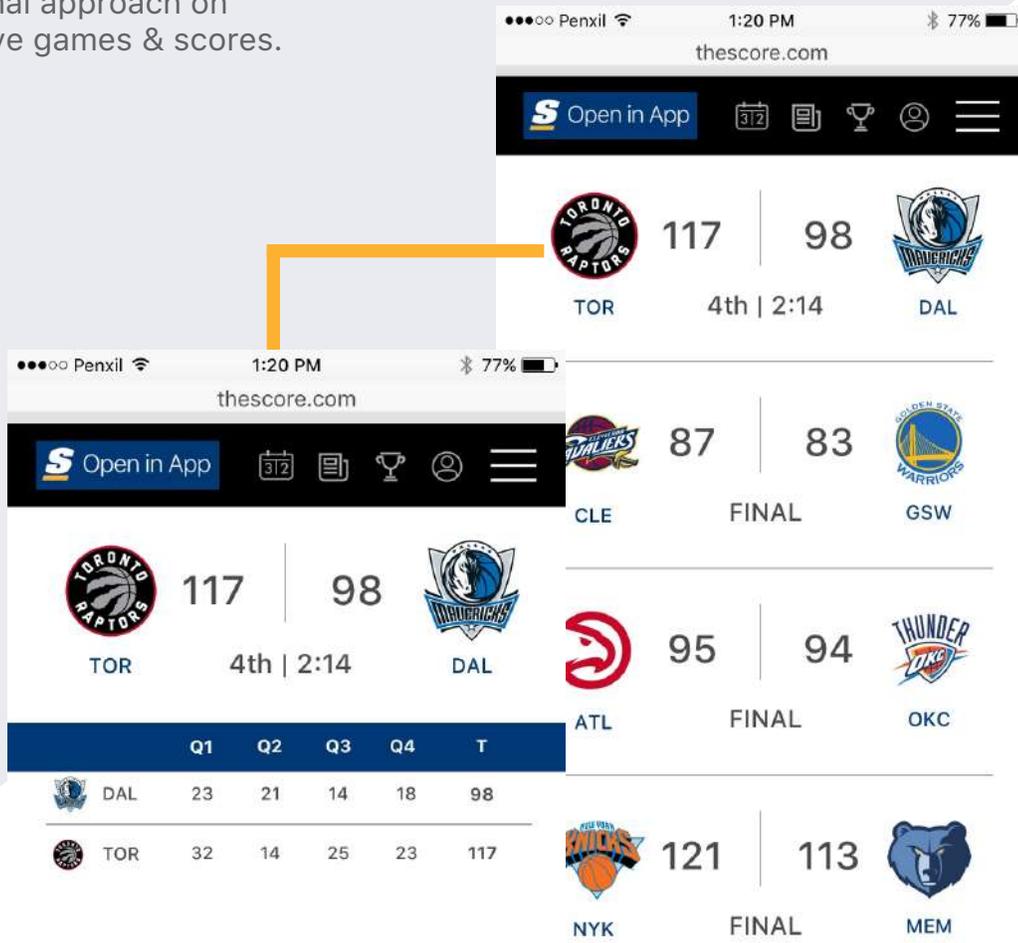
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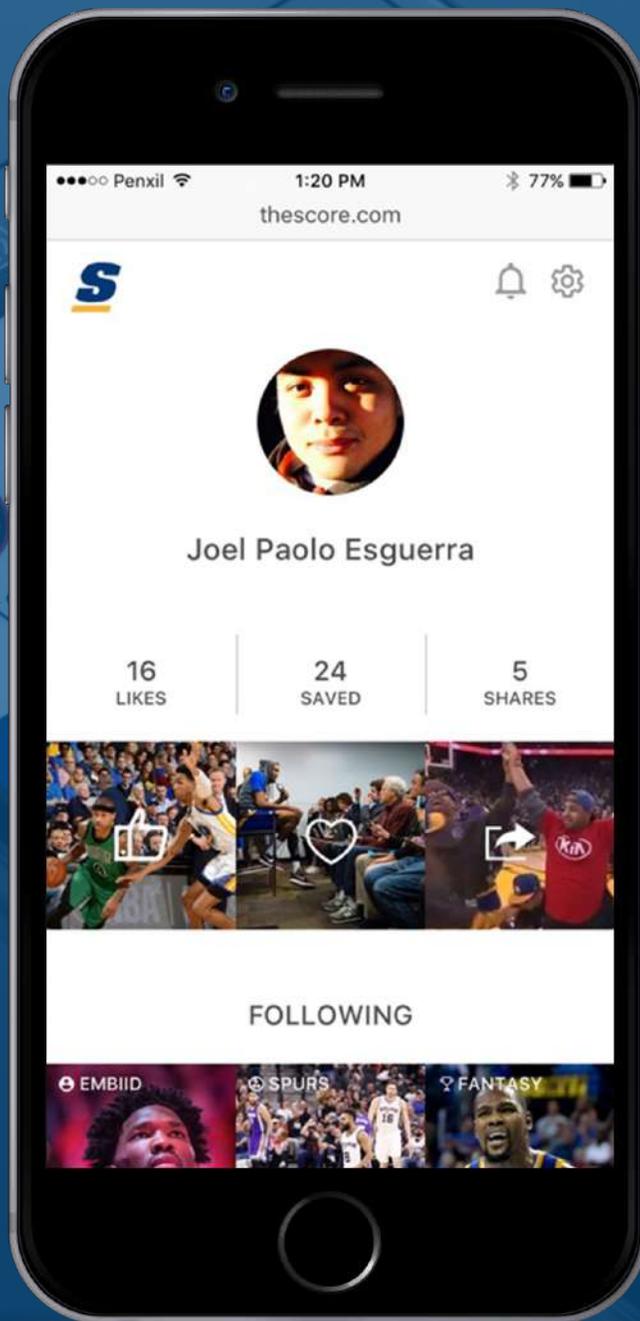
SCORES

A very minimal approach on displaying live games & scores.



theScore

WEB APP REDESIGN



THANKS FOR READING

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