



ESPN'S UI/UX DESIGN RE-ITERATION

Uskuu Batchuluun



PURPOSE OF THE REITERATION

- Improving user friendly navigation on ESPN'S mobile app.
- Understanding elements and features users tend to like and dislike, manipulating it to gain more website traffic on the app.
- Create and explore designs most suitable for the company's agenda, purpose, aesthetics and target demographic.
- Tailor the existing app to the user demographic by establishing hierarchy of information needs.
- Learning about the phases of user interface design, building from the ground up, through multiple phases.

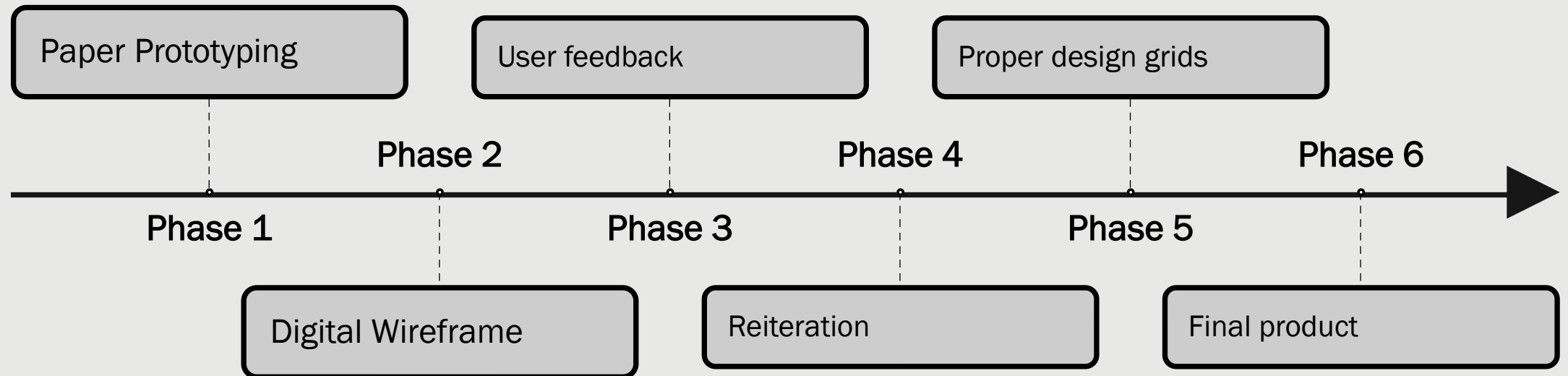
PROCESS PHASES

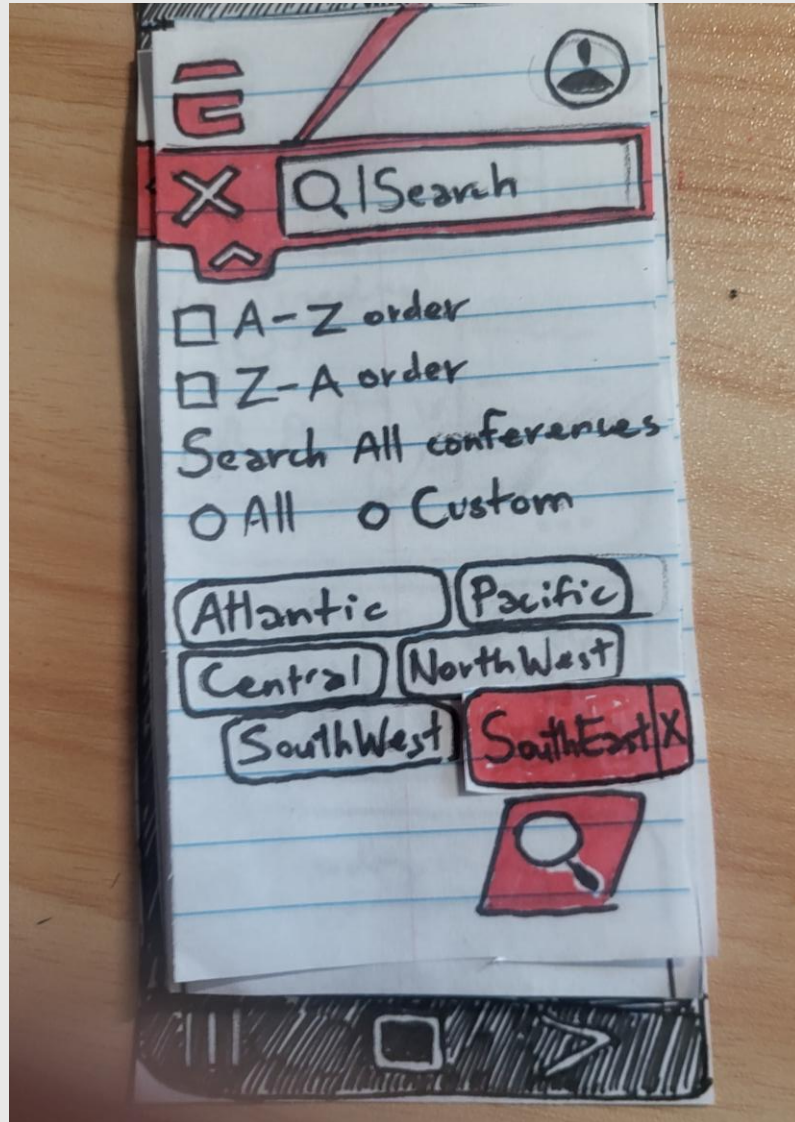
- This project goes through 6 distinct phases

Starting with a paper prototype of what the navigation between pages is going to look like.

Then we bring that idea onto digital platform creating a general wireframe of the screens.

After feedback and reiterations, the final product is made at the end of Phase 6.



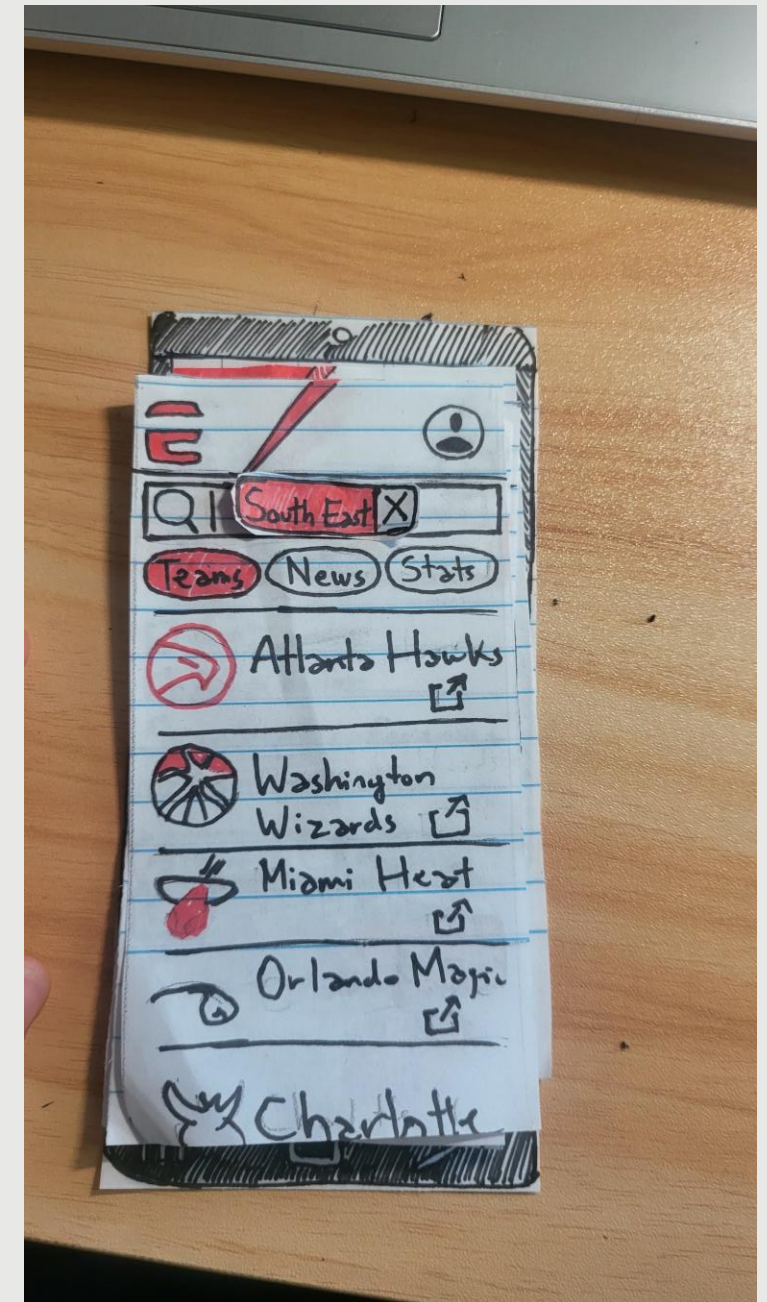
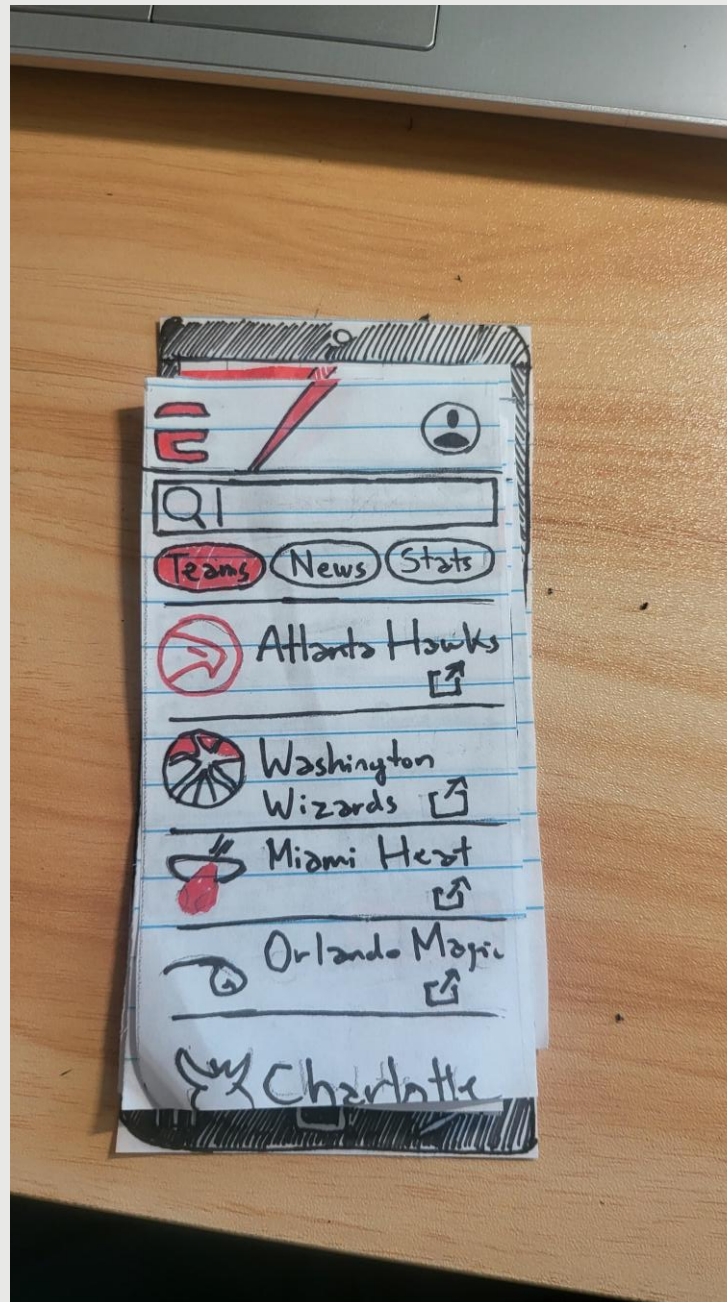


PHASE 1

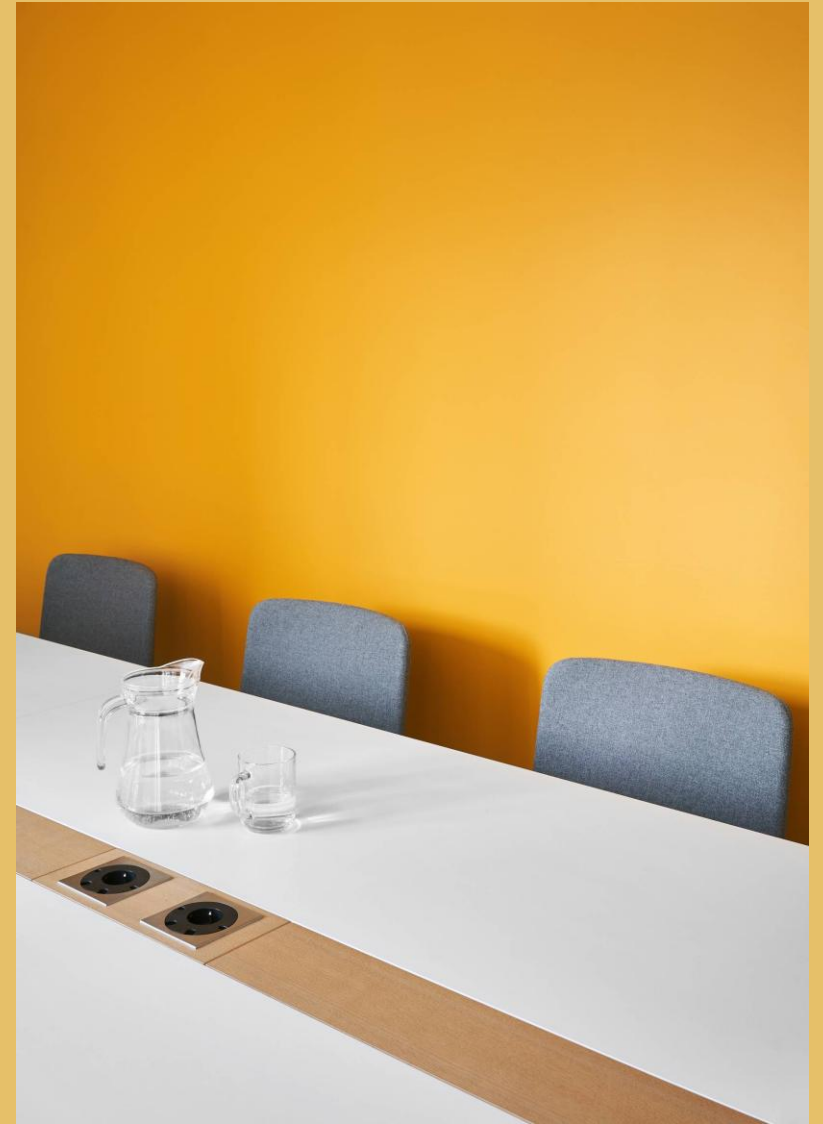
- Brainstorming ideas and fundamental elements necessary to envision the final product.
- Paper prototyping is an efficient, low stakes way to establish the fundamental elements of the redesign.

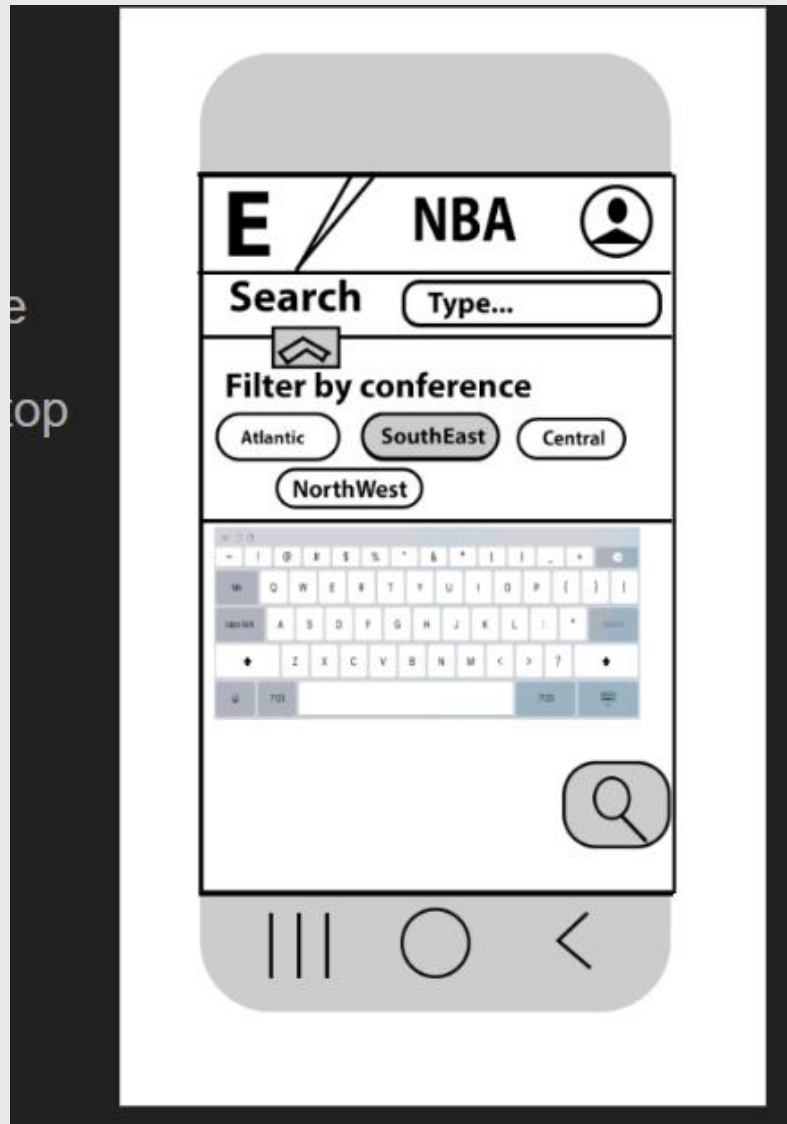
PHASE 1

- Prototyping helps to make the step by step actions users will face when navigating through the app.
- In this example I made a search bar element for the user to type. In the second slide it shows the user input in the search bar.



DIGITAL WIREFRAME + USER FEEDBACKS





DIGITAL WIREFRAME

- The next step is to shift from paper prototype to a digital wireframe. This allows me to envision what the changes would look like from the end user. Ultimately, the app is on a digital screen, so it solidifies our process smoothly to the correct platforms.
- Focus on making digital specific elements and thinking about general layout design.

USER FEEDBACK + IMPROVEMENT

User 3: Jules

Jules was the only person who managed to get through the whole task on their own. Jules only concern of the app was the fact that the search bar option only had the option of filter by conference and introduced the idea that it would be better to do a refined filter where when you filter by conference then you can also filter by team also depending on the previous filter.

With this feedback I was able to refine my search bar filter methods to work better.

Take away

The Digital Wireframes and the responses from the participants allowed me to notice and implement important features I otherwise would forget. Like the orientation of where the search bar usually sits and where we expect it to be and also how we interact with filter searches.

Most of the participants initially attempted to search in the name of the player foremost rather than going through the different screens. Obviously that's one way to find it but I didn't think that would be the case. I will in the future phases be aware of the power of the search bar and what it means and where to put it at certain times because I feel like some of the screens would be unnecessary if search bar can do it faster and more easily.

User 1: Eli

Eli was initially confused by the layout of the screen 4, whether or not to click the articles or the search bar. Eli also noted how the app would make sense to a sports fan with knowledge of terminology as opposed to a casual user. Eli had trouble with the home pages of the app as it felt overwhelming and confusing. With Eli's feedback I was able to see that the home page menu's were stating the same thing in a slightly different way, completely redundant. Eli managed to get to Screen 5 without any help.

User 2: Brendan

Brendan found the apps layout to be off. He states how the search bar and filter options should be oriented differently and he was confused on the search bar and how it should be more better if it was filtered by team, player and conference all at the same time. I took his advice and changed the search filter to be more clear that. Brendan in screen 2 opted to type in the players name rather than hamburger stack.

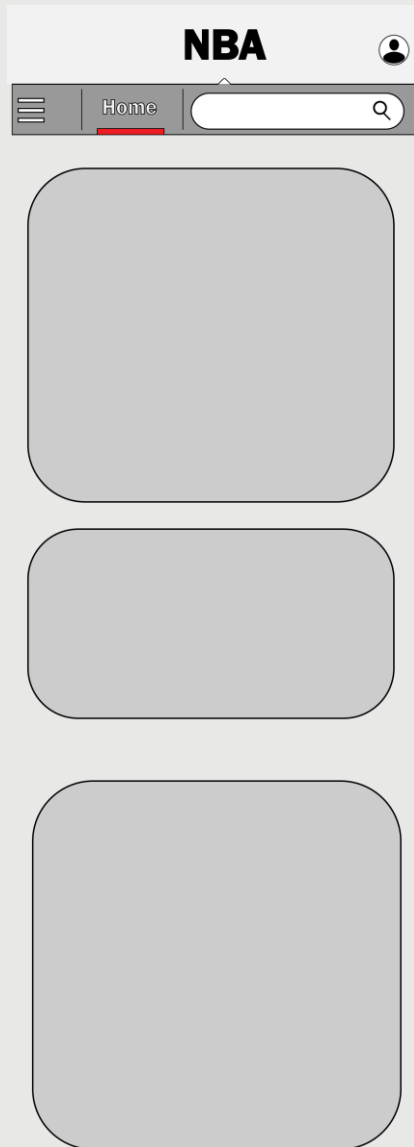
FEEDBACK+IMPROVEMENT

The Task

5 participants were tasked to open the ESPN app and find the points per game of a basketball player named "Kyle Kuzma" on the Washington Wizards Team.

Tip: The Washington Wizards are in the [SouthEastern] conference.

- User input and feedback helped me immensely in the reiteration and improvement of my redesign. I had 5 participants volunteer in this survey where they are tasked to get to the certain page as shown on the top image above.
- Having participants come into this project with a naked eye gave me insight I've never could've realized from my own bias. I feel first impressions are where 90% of constructive feedback should be focused upon.
- In the survey I noted down where users tend to navigate and click more than other features. I jotted down where their attention and eye went to and confusions. Using feedback is the best way to improve and I've learned it through this project very well.



PHASE 5 PAGE LAYOUT + COMMITMENT

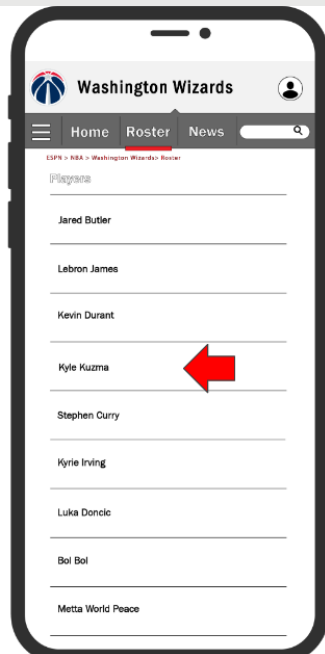
- Phase 5 takes the constructive feedback from users and improves upon the past version to create a better user-friendly layout. This stage should also solidify the fundamental elements and page navigations of the process.
- This phase should give clear idea of the grid layout and overall design aspect of the project since the user experience makes sense

PHASE 6 FINAL PRODUCT SHOWCASE

- The final Phase, should have both the user experience elements such as: navigation, clear hierarchy of importance, demographics etc. As well as user interface elements such as aesthetics, page layout, fonts and symmetry. This is a sneak peak of what the final product looks like.

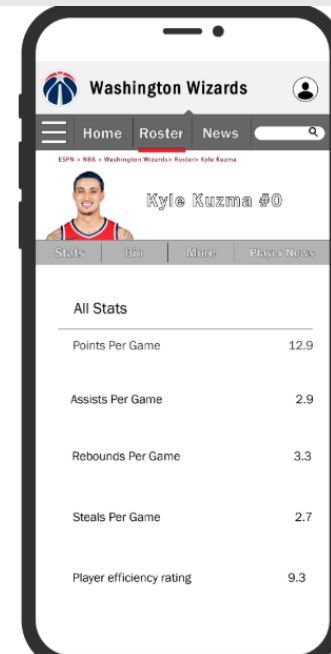
Screen 12

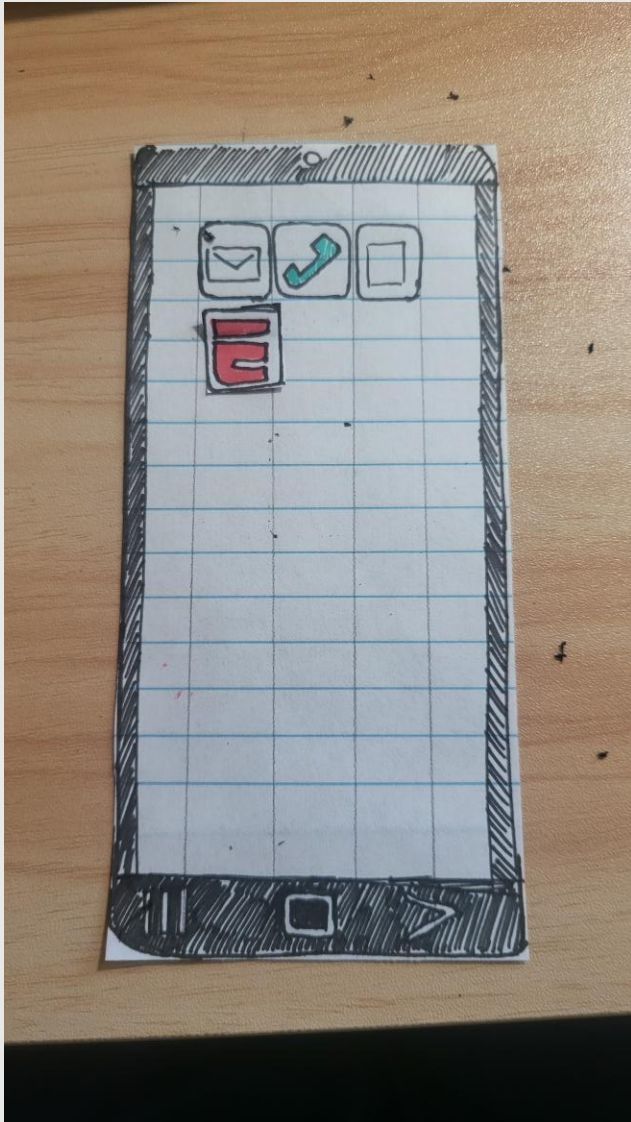
Player list



Screen 13

Player bio





SUMMARY + TAKEAWAY

- I have found that the process of redesigning an existing page and reshaping it requires a step-by-step phases that build upon each other. I realize that we can make better apps, friendly user experience by just applying what we think of it and what we can improve.
- Process of reiteration not only means making it look pretty but to make it make sense above all. For a fancy page with no substance is a pretty static image.
- Feedback is an immense source of improvement if taken in account to be used to make something better.
- I learned that by addressing our struggles with apps that we can unlock the potential to make it better through collaborative efforts and feedback loops from each other.



THANK YOU

Uskuu Batchuluun

208-761-0701 | [Uskuu Batchuluun | Game Dev student](#)

ushukchuluun@gmail.com