leendii

UI/UX Review

Competitions Hub Website

Confidential information has been removed from this report and related wireframes.

Disclaimer

We acknowledge that the current website is the result of the combined effort of talented people. There are already many positive aspects which are not mentioned in this review, as we focused on the elements that, we believe, should be modified to achieve better usability and business performance.

Part 1: Homepage, Login/Join, My Account

In addition to the notes and images below, you can see the wireframes that illustrate the proposed design solutions at: **http://vohgva.axshare.com/home.html**. You can interact with the wireframes by clicking on the areas highlighted in yellow. Titles, taglines and text in general are only suggestions with the sole aim to better illustrate the design concept.

Homepage

Above-the-fold

The above-the-fold area is crucial to immediately answer the following questions from users: What is this page about? Why should I stay? What should I do now? We suggest to avoid any self-running slideshow and have only one background image (related to xxxxx). There should be a clear, prominent message (title and tagline) and a CTA: the goal is to answer the questions above and direct the user to the next action.

Navigation

The main navigation should provide direct access to the most important sections of a website. It's preferable to avoid drop-down menus: they hinder the user experience and require a different design on tablets and mobile phones.

Notes on Current Navigation

About Us: Suggestion to place this item only in the footer navigation. In any case, avoid the drop-down menu and bring directly to the page "Who We Are". "Why to Join" and "Code of Conduct" shouldn't be in this section: suggestion to place "Why to Join" directly on the homepage to entice users, and "Code of Conduct" under Terms and Conditions. **Competitions**: No drop-down. On selection, bring directly to a landing page with all the competitions.

Clubs: Suggestion to show this item only when a user is logged in. No drop-down. On selection, bring directly to a landing page with both My Clubs and All Clubs.

News: Suggestion to place this item only in the footer navigation.

Contacts: OK, possibly change to "Contact Us".

Login/Create Account: Separate the two channels "Login" and "Join". Once the user is logged in, these two items will be replaced on the main navigation by an icon (user/person) and a small arrow next to it.

Help: Suggestion to add this item when the user is logged in. On selection, bring to the Help Center.

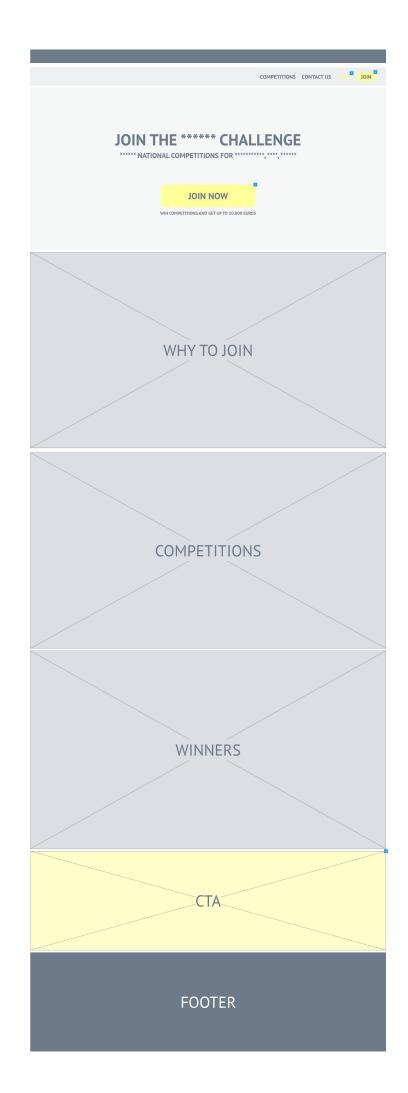
Utilities: update the YouTube icon with the current version (play triangle).

Below-the-fold

Suggestion to remove "Headlines" and "Social Media" (or reduce their prominence on the homepage) and introduce "Why to Join" and "Winners" to entice users. There should be a CTA repetition towards the bottom of the page. The "Why to Join" section should briefly tell about advantages (fun + prizes), and try to gain the users' trust (e.g."20 competitions completed so far, 15.000 euros awarded to the winners").

Suggested Homepage Structure:

Hero - Why to Join - Competitions - Winners - CTA - Footer.



Login and Join

The two channels are separated.

Login:

Current implementation is generally OK, suggestion to remove the "Create Account" button. Change the submit button's text from "Submit" to "Login".

Join:

In the registration form: remove password confirmation, I'm not a Robot, and the two checkboxes. Implement a vertical sequence of text fields rather than a crossing one. No need to separate between personal data and access data. Place the password field after the username and not after the email address. Avoid the Sex drop-down menu (there are only two options, they can be shown directly). Don't force the user to over-complicated passwords: if needed, introduce a minimum limit of 8 characters. Change the submit button's text from "Submit" to "Join Now". Don't mention the newsletter. Avoid showing "The E-mail has an invalid format" while the user is still typing.

After the registration form

The email sent should have, in addition to the link to verify the account, a thank you signature, and a message in case the email was received by mistake. New users should be logged in immediately after clicking on the link provided in the email, and land on the Competitions page. A quick onboarding tour should be offered. There should be no "negative" notifications on top of the page, such as "you don't have an active subscription".

Call-to-Action buttons

Always make them look like clickable buttons and give them a color and size that emphasizes them. The text on the button should be short, start with a verb, and clearly state what users will get if they click on it. Make sure that the CTA stands out, but still fits with the overall design of your website. Keep it simple.

- Join: Use the same color for all the CTAs related to Join (e.g. Join Now, but also the button at the end of the registration form). This color must be unique in the website, and "strong" (options: orange, red, yellow).

- Login: Light blue, light green.

- Other CTAs in Clubs and Competitions: color needs to stand out, but be less prominent than the color used for Join. Good options are still orange, red, yellow.

Login Username Password Remember me Login Login Forgot your Password?	1	
Username Password Remember me Login		Lasta
Password Remember me Login		Login
Remember me Login		Username
2 Login		Password
		🗌 Remember me
Forgot your Password?		Login
		Forgot your Password?

T.				
	Create your Account			
	First Name	Last Nam	ne	
	Date of Birth		М	F
	Email Address			
	Username			
	Password			
	Joi	n Now		2
	By clicking the "Join Now" button you and Privacy Policy and Cookies.	agree with the <mark>Terms</mark>	and Conditio	ons,

My Account

There is no need to have separate tabs, all the information can be shown on the same page. Remove the possibility for the user to change the email address. Show only data that is relevant, anything more will only add cognitive load to users without additional benefits (e.g. is it important to know the exact time a xxxxxxx was created? Or, is there a need to mention again that the game the users will play is xxxxx? The fields in the personal data should be identical to the ones used during the registration process. Use the term "xxxxxxx" instead of "Game Accounts" to avoid confusion.

COMPETITIONS CLUBS HELP CONTACT US

My Account			
Personal Data			
Full Name	Ryan R		
Date of Birth	9 December 1990		
Email Address	ryan_r@gmail.com	- (2	
Username	RyanR		
Password	Change Password		

RR1 *****	Created on	7-Dec-2016	ľ
Add *******			
Competitions			т
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Part 2: Competitions, Clubs, Membership, Payment

You can see the wireframes that illustrate the proposed design solutions at: http://whrhlz.axshare.com/competitions.html.

Competitions

All Competitions Page

All the competitions on one page: at the top the ones that the user is currently playing/played, below all the others (ordered based on date). Implement infinite scrolling.

Filters should be placed at the very top, next to the page title: the main filter should be "xxxxxxx", other filters such as "game mode" and "status" could be placed under a common "All Filters" tab as they are less important. The remaining filters (date, name, game) could be omitted.

On each competition tile, show only the information that is really relevant, without overwhelming users. The amount that the winner will get should be shown to entice users. Add a CTA button on each tile: "See all details and join" (new competitions) or "See all details" (running or finished competitions). The competitions should be subdivided into 3 categories: Registering Now, Running, and Finished. The current "In preparation" option should be part of the Running category.

A Competition Page

Similarly to the section "My Account", there is no need to have separate tabs, all the information can be shown on the same page (Details, Gamers, and Rules) with the exception of Matches and Bracket. Show only data that is relevant, anything more will only add cognitive load to users without additional benefit.

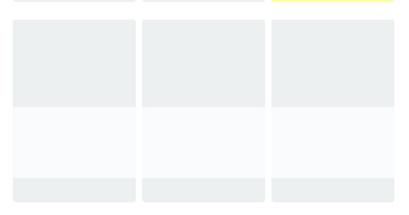
Hello Ryan						
			сом	PETITIONS CLUBS	HELP CONTACT US	0.
C	Competitions	*****			All Filters	
I	My Competitions					
(Cup ABC	Cup XYZ				

[Imag	e here]	[Image here]		
Game mode: Status:	****	Game mode:	***	
Already joined: Price to enter:	8/8 €100	Already joined: Price to enter:	8/8 €100	
Winner:	€500	Winner:	€500	
See All	Details	See All Details		

All Competitions

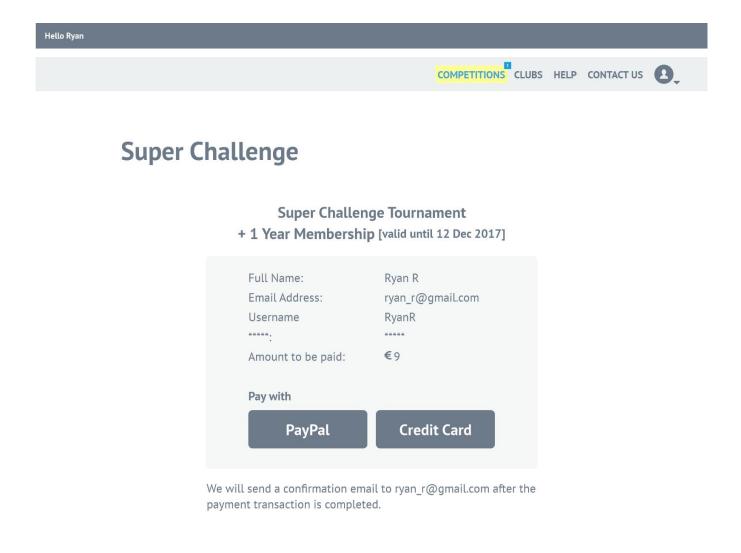
Cup 1		Cup 2		Super Challenge	
[Imag	e here]	[Imag	e here]	[Imag	e here]
Game mode:	* * * * *	Game mode:	****	Game mode:	***
Status:	*****	Status:	****	Status:	****
Already joined:	2/8	Already joined:	3/8	Already joined:	6/8
Price to enter:	€100	Price to enter:	€100	Price to enter:	€10
Winner:	€500	Winner:	€500	Winner:	€50
See All Det	ails and loin	See All Det:	ails and loin	See All Det:	ails and loin

Cup XY		Tournamer	ıt	W1 League	2
[Imag	e here]	[Imag	e here]	[Imag	e here]
Game mode:	***	Game mode:	****	Game mode:	***
Status:	*****	Status:	****	Status:	****
Already joined:	7/8	Already joined:	8/8	Already joined:	8/8
Price to enter:	€100	Price to enter:	€100	Price to enter:	€10
Winner:	€500	Winner:	€500	Winner:	€70
See All Det	ails and Join	See All	Details	See All Details	



Membership and Payment

New users won't be asked to pay for membership until they decide to join a competition. We suggest to discount the first tournament for an amount equivalent (or higher) to the annual membership cost (good news for the user -> positive attitude). Asking a new user to pay for both the membership and tournament could represent a barrier. When a competition is open for registration, there should be a prominent "Join Now" CTA on top of that competition's page. Clicking on this CTA button, brings to a page where only the relevant details and the payment options are shown (everything else is removed as it could represent a distraction for the user). Payment options (e.g. PayPal and Credit Card) should be clearly visible, as well as the amount the user is going to pay. Inform users that you will send a confirmation email as soon as the payment transaction is completed.



Clubs

All Clubs Page

All the clubs on one page: at the top the user's clubs (My Clubs), below the others (All Clubs). Similarly to the Competitions page, the "xxxxxxx" filter should be placed at the

very top, next to the page title. The "name" filter could be omitted. Add a CTA button to each club's tile: "See all details" (My Clubs) or "See all details and ask to join" (All Clubs). Show a "Create a New Club" tile that acts as a CTA.

A Club Page

No need to have separate tabs, all the information can be shown on the same page (Details, Players, Club Stats, and Next Game) with the exception of Matches and Players Stats. Show only data that is relevant. A notification icon (bell) informs about all the news. Under the settings icon (cog) the user will find the option to leave the club.

Hello Ryan	
	COMPETITIONS CLUBS HELP CONTACT US
R Club	Matches Players Stats
Details	[Logo]
Players	
Club Stats	
Next Game	