FS Mobile App 1.0
High Level Findings

March 31, 2016

UXD TEAM

ONBOARDING

- Users found the setting up process simple to understand e.g. with sports and team selection.

- They thought the **on-boarding flow** was what they expected.

- Using simple checkboxes to **select multiple sports** and teams is an easy way to personalise.

- Most of them love the idea of '**My Sports**' Collection.

- Users found notifications getting too complicated when starting the app.. They thought setting notifications was important but prefers to do at their own time. They would love to have a '**do it later**' option.

- Grouping of Notifications switches could be an option to keep things simple e.g. grouped by essential / additional.

- Some users expected to see a tick on the checkbox when making a selection.

CONTENT DISCOVERY
## (Task 1: Find scores for the last EPL match)

- All users **located 'Scores' easily on both the top-right and left-nav design**. It was interesting that most users first clicked on the category 'Football' when finding scores for the last EPL match.

- Some users were clicking on **the 'Premier League' title** after filtering on 'Football' for quick access to scores.

- All users **liked the calendar and quick '5' days filters** as they provided both full dates of the month and a shorter version of date selection (great for catching up recently missed scores).

- In general the design of the score centre provided an easy, simpler way to find matches. "It feels good that live results and fixtures are in the one spot".

- In scores, it wasn't clear to most users what 'All Scores' and 'All Series' meant on the filters until they clicked on it. Fanatics suggested naming it to 'Sports' or 'Choose your sports' — simpler to understand.

- Some users still wants to **see a calendar in the Category level** e.g. after filtering on 'Football'.

CONTENT DISCOVERY
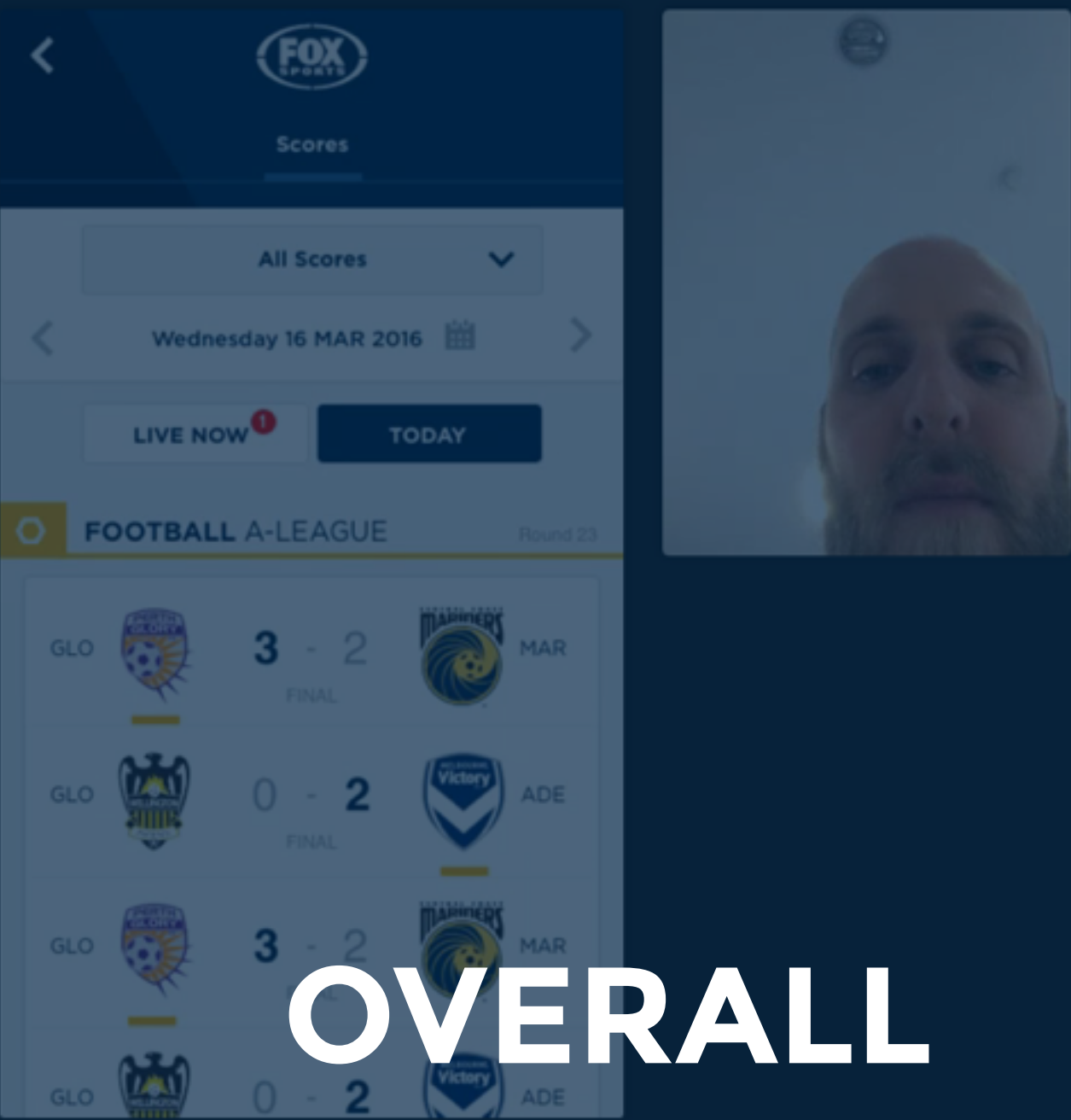## (Task 2: Adding EPL category to your collection)
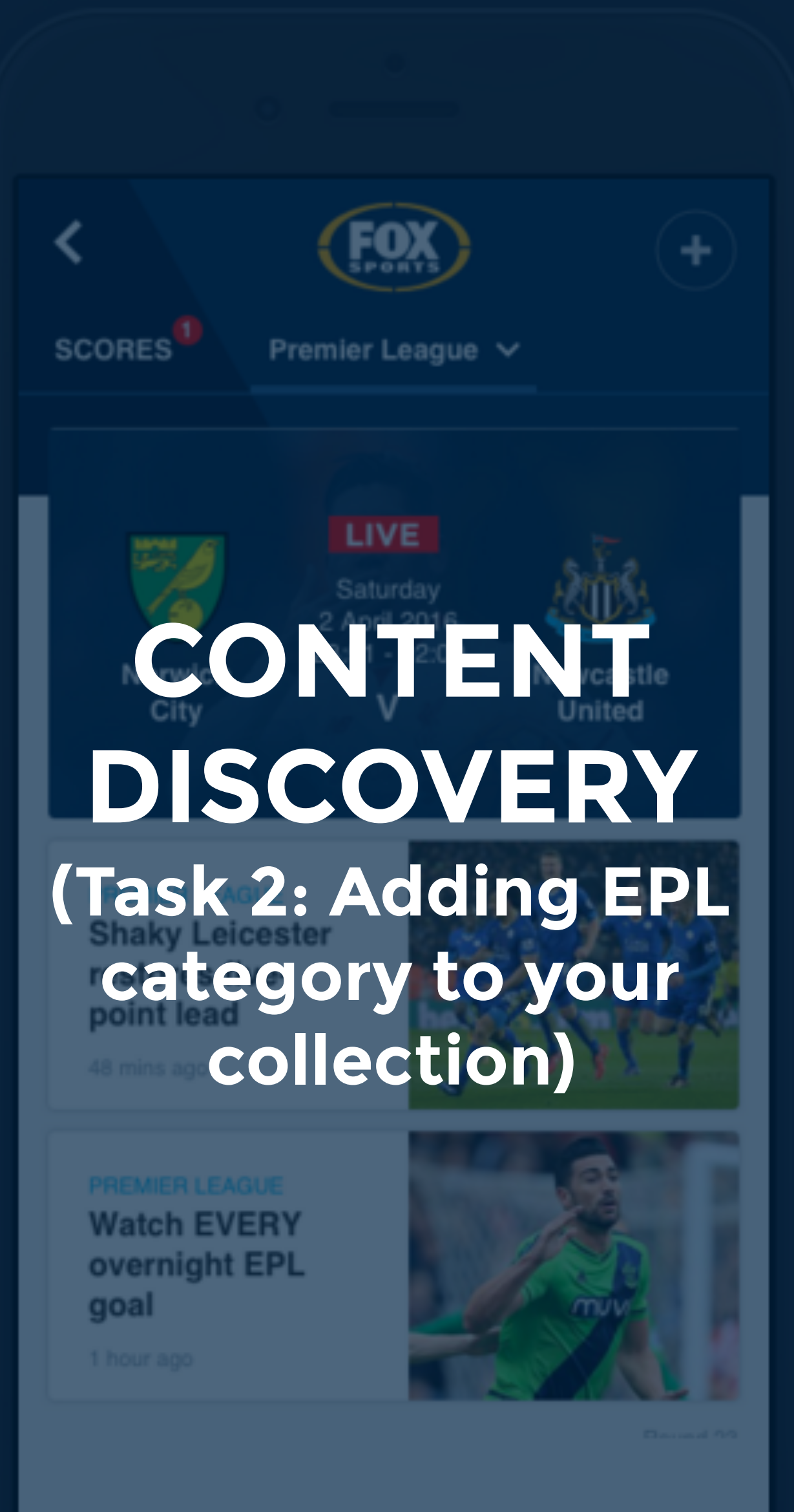
- Users found sub-category in the drop-down menu and '+' sign to add content very straightforward.

- Adding content on the new design was much easier, all users had some trouble customising their sports in the current app.

- Most users liked to **control what contents are added in their collection** and are easily accessible.

- Not surprisingly, almost all users click on the **hamburger menu** first when given this task.

- Some users suggested chevron on the top nav needs to be larger to notice its a drop-down menu.

OVERALL DESIGN & PLACEMENTS

- Overall, all users preferred the new design. The use of cards to display contents are **much cleaner and better defined** within sections.

- Adding and discovering content in general was frictionless and facilitated learning for non-FS users.

- Most users preferred the Scores located on the left, as they know where they were and **could access other content**.

- Others preferred Scores on the left because **it's more natural for them to read from left to right**.

- The fanatics preferred Scores on the top right as they feel **it should not be part of content and be differentiated**.

UX

- All users were able to complete the task when Scores was either on the left-nav or top-right.

- The **location of Scores had not created barriers** to completing the tasks.

- **In both designs, Scores was easily accessible and obvious**, and no frustrations were observed.

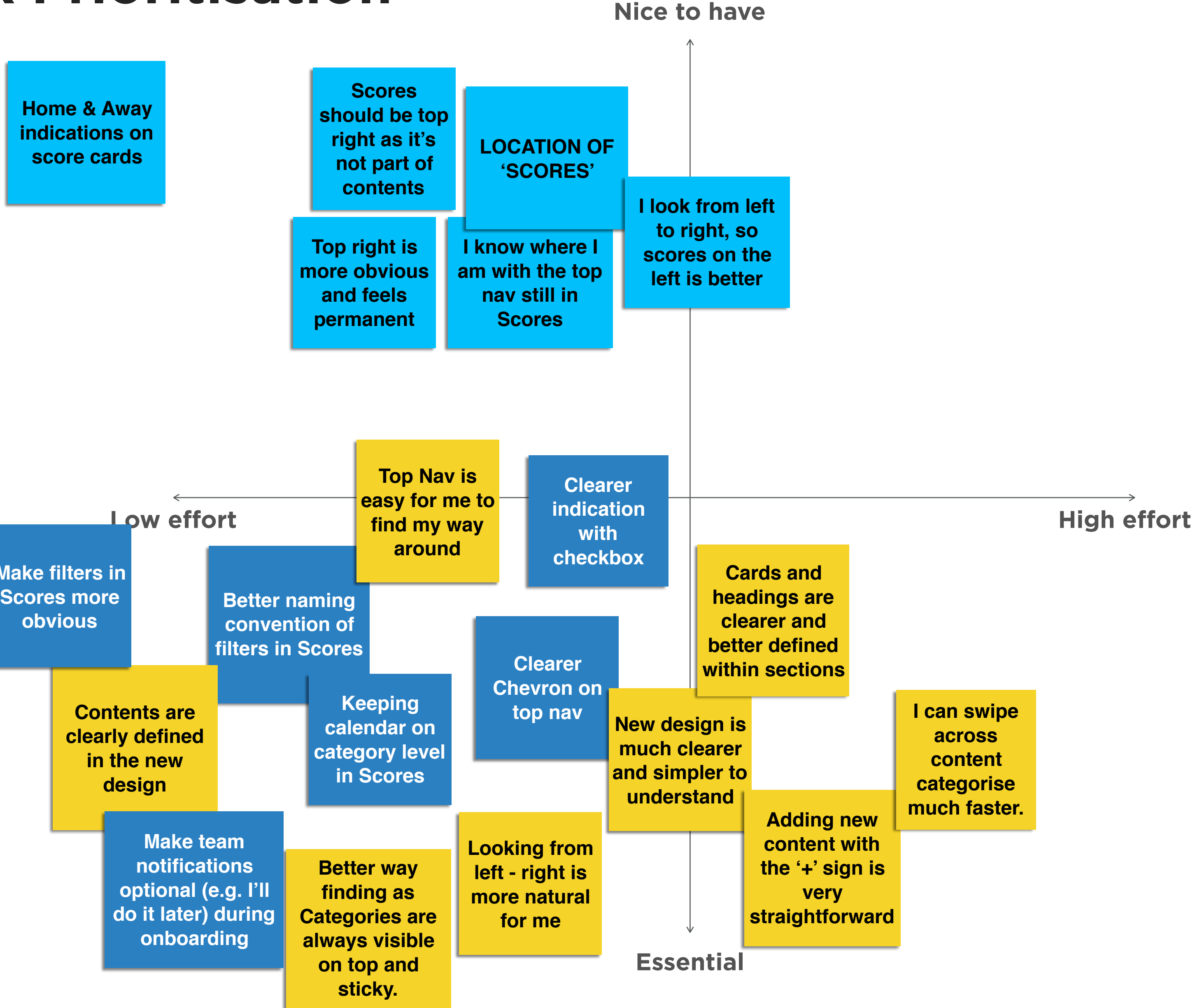- Therefore, scores in both locations **did not erode the overall experience**.

NEXT STEPS

Next Steps: **Feedback Prioritisation**

Nice to have

Low effort ← → **High effort**

Essential

Must Address

Could Address

To Keep

Home & Away indications on score cards

Scores should be top right as it's not part of contents

LOCATION OF 'SCORES'

I look from left to right, so scores on the left is better

Top right is more obvious and feels permanent

I know where I am with the top nav still in Scores

Top Nav is easy for me to find my way around

Clearer indication with checkbox

Make filters in Scores more obvious

Better naming convention of filters in Scores

Cards and headings are clearer and better defined within sections

Contents are clearly defined in the new design

Keeping calendar on category level in Scores

Clearer Chevron on top nav

New design is much clearer and simpler to understand

I can swipe across content categorise much faster.

Make team notifications optional (e.g. I'll do it later) during onboarding

Better way finding as Categories are always visible on top and sticky.

Looking from left - right is more natural for me

Adding new content with the '+' sign is very straightforward

Next Steps: **To Do's**

- Better naming convention of filters in Scores.

- Keeping calendar and 5days filters on category level in Scores.

- Clearer indication with checkbox.

- Make team notifications optional (e.g. I'll do it later) during on-boarding.

- Clearer Chevron on top nav.

Thank you