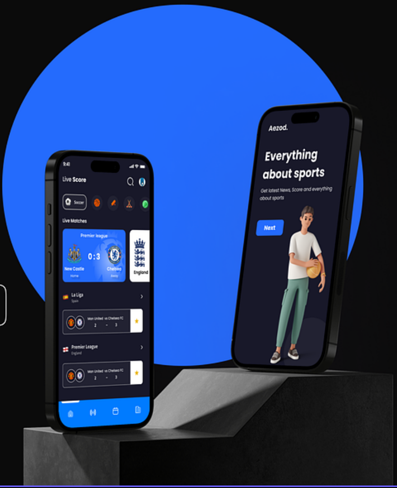
Mobile App Design

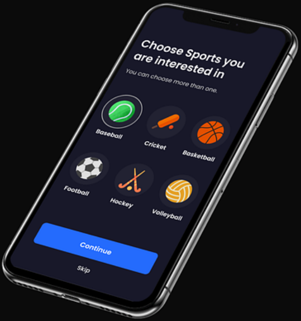
LIVE SCORE APP

XETRO CUBE

Duration:

25 April, 2022 - 14 June, 2022


9:41
Live Score
Soccer
Live Matches
Premier league
0:3
New Castle
Home
Chelsea
Away
England
La Liga
Spain
Man United vs Chelsea FC
2 - 3
Premier League
England
Man United vs Chelsea FC
2 - 3
Aezod.
Everything about sports
Get latest News, Score and everything about sports
Next


Choose Sports you are interested in
You can choose more than one.
Baseball
Cricket
Basketball
Football
Hockey
Volleyball
Continue
Skip

Problem Statement

Design a live score mobile app that gave fans complete live updates & news on all sports

Goal Statement

Our Live Score app will let users Check live scores & updates of all sports, which will effect Busy Working adults & sports enthusiasts who need to stay updated all the time by saving there time & energy, with checking scores & updates from anywhere.

Design Process

- Understand Phase
- Research Phase
- Ideate Phase
- Design Phase
- Test Phase

User Research
Competitive Analysis

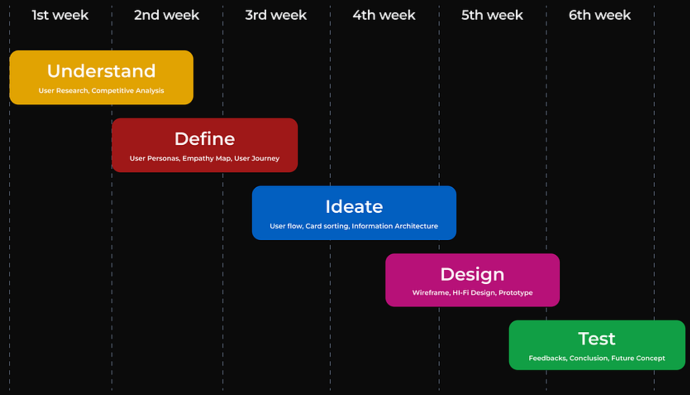
User Personas
Empathy Map
User Journey

User Flow
Information Architecture

Wireframe
Hi-Fi Designs
Prototype

Feedbacks
Conclusion

Design Timeline



User Research

We performed quantitative research and found many of our competitors focused on the same sport-related demographic as us. We evaluated them to see if the solutions they are providing any good, and also the places where the competition is lacking

There are a lot of apps out there that are helping users stay up to date with every possible sport . We checked reviews, however, and found that people were having problems with major apps.

Competitive Analysis

We performed quantitive research, during research we found many of sports-oriented websites and apps. But most of them were cluttered with information, stuffed with ads, difficult to navigate, and only provided some of the stats.

Company Name	Live Score	99 Football	Sports Keeda

Competition Type	Indirect	Indirect	Direct
Business Size	Large	Medium	Large
Main Features	Live news, stats & updates of sports (mainly football)	Live updates of stats & scores of football	Live updates of stats, news & scores of all possible sports
Targeted Audience	Younger Audience	Young/Adult Audience	All kind of people
User Experience	Strong, Sometimes too many clicks	User Friendly	Easy to Navigate
Web Respnsive	✓	✗	✓

User Persona

“ I am a huge sports fan ”

NAME : Robert D’ Costa
AGE : 25
EDUCATION : Stanford University
JOB : Software Developer
LOCATION : California, USA
FAMILY : Lives alone

Problem Statement

Robert is a busy developer who needs to stay updated with his favorite sports in a timely fashion. He hates taking time out of his day to go look at other apps to find out scores & videos of match highlights.

Frustrations

- Don’t have time to go to other apps for updates & news
- It’s hard to find what he is looking for because apps are too clustered or descriptive
- Unable to find video highlights of the matches

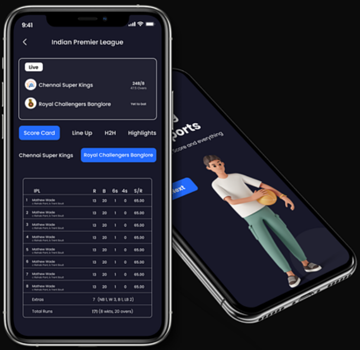
Goals

- Stay up to date with stats & scores of all sports at one place
- Easy to navigate app that provides more value & less confusion
- Able to find video highlights of the matches

Persona Bio

Sam is an avid sports fan who loves to stay up-to-date on the latest scores and highlights. He values efficiency and convenience, and is always looking for ways to save time.

Pain Points


9:41
Indian Premier League
Live
Chennai Super Kings
248/8
47.5 Overs
Royal Challengers Banglore
Yet to bat
Score Card
Line Up
H2H
Highlights
Chennai Super Kings
Royal Challengers Banglore
Sports
Score and everything
Next

	IPL	R	B	6s	4s	S/R
1	Mathew Wade	13	20	1	0	65.00
2	Mathew Wade	13	20	1	0	65.00
3	Mathew Wade	13	20	1	0	65.00
4	Mathew Wade	13	20	1	0	65.00
5	Mathew Wade	13	20	1	0	65.00
6	Mathew Wade	13	20	1	0	65.00
7	Mathew Wade	13	20	1	0	65.00
8	Mathew Wade	13	20	1	0	65.00
	Extras	7 (NB 1, W 3, B 1, LB 2)				
	Total Runs	171 (8 wkts, 20 overs)				

1. Time

Working adults are too busy to spend time to search and find about updates of their favorite sports

2. Accessibility

Platforms for live score & news updates are not equipped with assistive technology.

3. Information Architecture

Text-heavy menus in apps are often difficult to read and understand

4. Highlights

Most of the apps do not have the feature to watch the highlights of match that is completed

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Empathy Map

SAYS

"I need to know the score right now!" "How is my team doing?" "I hope there are no more injuries."

THINKS

I wonder what the score is right now. "I hope my team is winning." I wonder if there are any updates on injuries or substitutions.

DOES

Opens the live score app to check the current score and any updates. Refreshes the app to see if there are any new updates

FEELS

Excited to see the current score and any updates. Nervous or anxious if their team is losing.

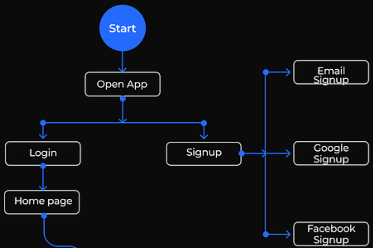
User Journey Map

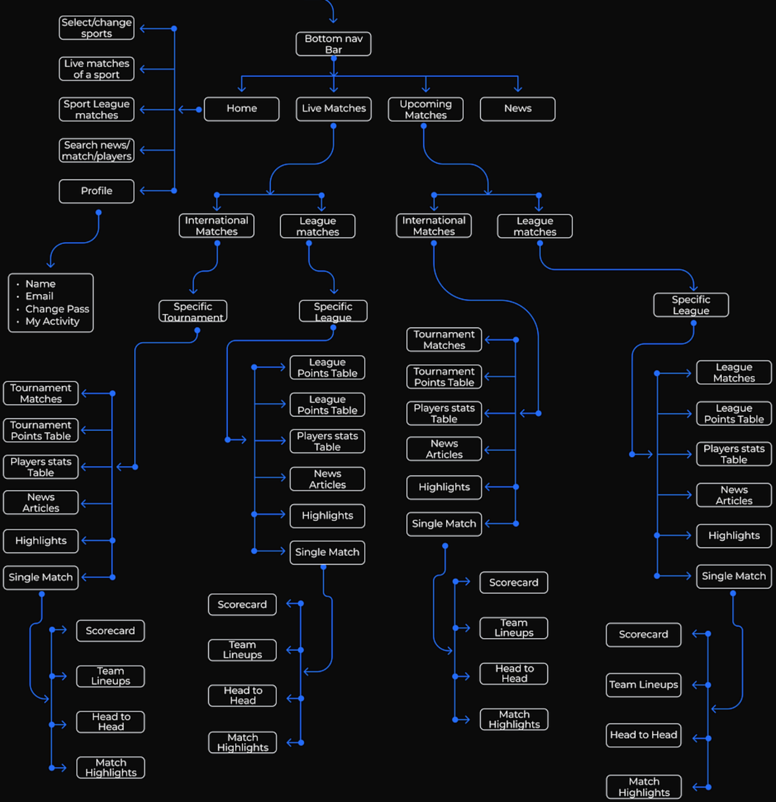
Persona: Robert

Goal: A fast & easy way to check live score and watch match highlights

Actions	Download App	Open App	Select Sport	Check News	Select Match
Task List	1. Go to Appstore 2. Search Aezod 3. Download the app	1. Open App 2. Signup	1. Choose fav sports on the page 2. Confirm Selection	1. See latest news & updates of the selected sport	1. Select any match you want to see highlights or stats of 2. See the live stats of the match
Feelings & Adjectives	1. Assured that he's getting everything at one place	1. Confused about signing up for the app	1. Excited to see how it goes	1. Un certain about the news shown	1. Glad that he got everything what he wanted
Improvement Opportunities	1. App could have been ad free	1. Option to continue in a guest mode	-	1. Filtering (Sort by date/time)	-

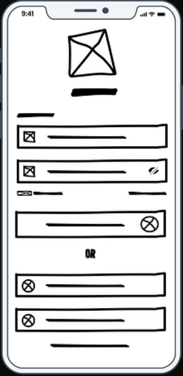
Information Architecture/User Flow

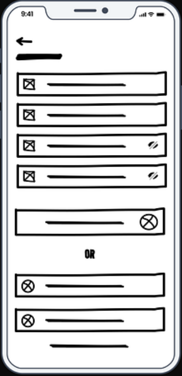

Start
Open App
Login
Signup
Home page
Email Signup
Google Signup
Facebook Signup

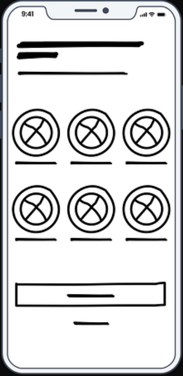


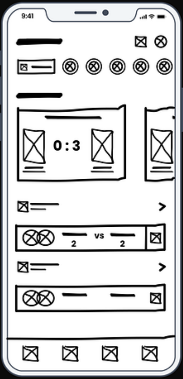
- Bottom nav Bar
  - Home
    - Select/change sports
    - Live matches of a sport
    - Sport League matches
    - Search news/ match/players
    - Profile
      - Name
      - Email
      - Change Pass
      - My Activity
  - Live Matches
    - International Matches
      - Specific Tournament
        - Tournament Matches
        - Tournament Points Table
        - Players stats Table
        - News Articles
        - Highlights
        - Single Match
          - Scorecard
          - Team Lineups
          - Head to Head
          - Match Highlights
    - League matches
      - Specific League
        - League Points Table
        - League Points Table
        - Players stats Table
        - News Articles
        - Highlights
        - Single Match
          - Scorecard
          - Team Lineups
          - Head to Head
          - Match Highlights
  - Upcoming Matches
    - International Matches
      - Tournament Matches
      - Tournament Points Table
      - Players stats Table
      - News Articles
      - Highlights
      - Single Match
        - Scorecard
        - Team Lineups
        - Head to Head
        - Match Highlights
    - League matches
      - Specific League
        - League Matches
        - League Points Table
        - Players stats Table
        - News Articles
        - Highlights
        - Single Match
          - Scorecard
          - Team Lineups
          - Head to Head
          - Match Highlights
  - News

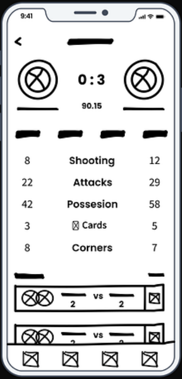
Sketches/Low-fidelity Wireframes

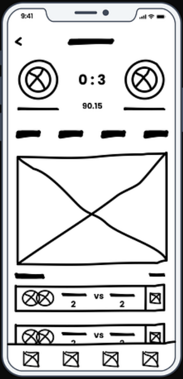


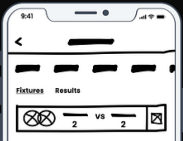


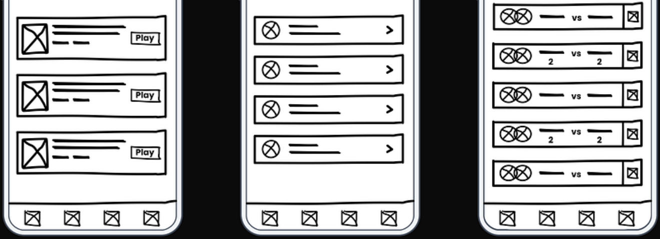




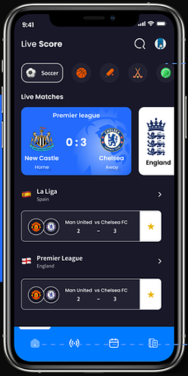

9:41
0 : 3
90.15
8
Shooting
12
22
Attacks
29
42
Possesion
58
3
Cards
5
8
Corners
7
vs
2
2
vs


9:41
0 : 3
90.15
vs
2
2
vs


9:41
Fixtures
Results
vs
2
2


Play
Play
Play
vs
2
vs
2
vs
vs
2
vs
2
vs

High Fidelity Screen

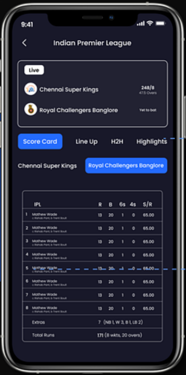

9:41
Live Score
Soccer
Live Matches
Premier league
0 : 3
New Castle
Home
Chelsea
Away
England
La Liga
Spain
Man United vs Chelsea FC
2 - 3
Premier League
England
Man United vs Chelsea FC
2 - 3

User can switch between sports and the homepage will be changed accordingly

User can access, live matches, fixtures & news here here from the navigation bar

Home Page

High Fidelity Screen



9:41
Indian Premier League
Live
Score Card
Line Up
H2H
Highlights
Chennai Super Kings
Royal Challengers Banglore

Chennai Super Kings 248/8 47.5 Overs

Royal Challengers Banglore Yet to bat

	IPL	R	B	6s	4s	S/R
1	Mathew Wade	13	20	1	0	65.00
2	Mathew Wade	13	20	1	0	65.00
3	Mathew Wade	13	20	1	0	65.00
4	Mathew Wade	13	20	1	0	65.00
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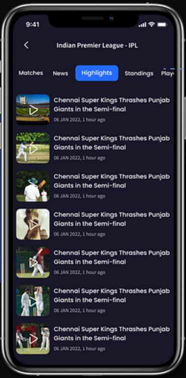
8	Mathew Wade	13	20	1	0	65.00
	Extras	7 (NB 1, W 3, B 1, LB 2)				
	Total Runs	171 (8 wkts, 20 overs)				

Users can see the complete match details here, and can switch between what they want to see

Here we can see the complete score board of the team selected

Match details (cricket)

High Fidelity Screen



9:41
Indian Premier League - IPL
Matches
News
Highlights
Standings
Play

Chennai Super Kings Thrashes Punjab Giants in the Semi-final
06 JAN 2022, 1 hour ago

Chennai Super Kings Thrashes Punjab Giants in the Semi-final
06 JAN 2022, 1 hour ago

Chennai Super Kings Thrashes Punjab Giants in the Semi-final
06 JAN 2022, 1 hour ago

Chennai Super Kings Thrashes Punjab Giants in the Semi-final
06 JAN 2022, 1 hour ago

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06 JAN 2022, 1 hour ago

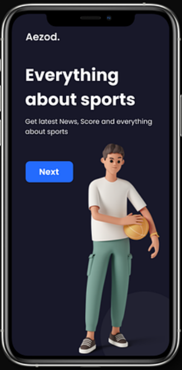
Chennai Super Kings Thrashes Punjab Giants in the Semi-final
06 JAN 2022, 1 hour ago

Chennai Super Kings Thrashes Punjab Giants in the Semi-final
06 JAN 2022, 1 hour ago

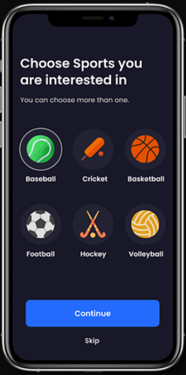
Everything about a league is accessible from here. Users can easily switch between matches, news about the league, video highlights, team standings & Player standings

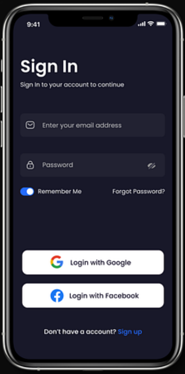
League Highlights

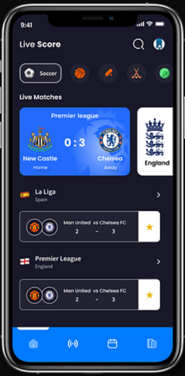
Other Screens


Aezod.
Everything about sports
Next

Get latest News, Score and everything about sports


Choose Sports you are interested in
You can choose more than one.
Baseball
Cricket
Basketball
Football
Hockey
Volleyball
Continue
Skip


9:41
Sign In
Sign In to your account to continue
Enter your email address
Password
Remember Me
Forgot Password?
Login with Google
Login with Facebook
Don't have a account? Sign up


9:41
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England
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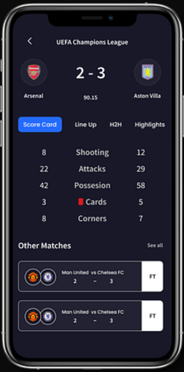
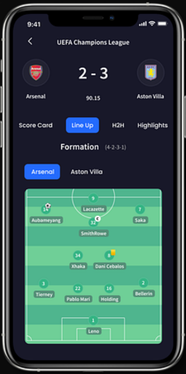
2 - 3


UEFA Champions League
Arsenal
2 - 3
90.15
Aston Villa
Score Card
Line Up
H2H
Highlights

8	Shooting	12
22	Attacks	29
42	Possesion	58
3	🟥 Cards	5
8	Corners	7

Other Matches
See all
Man United vs Chelsea FC
2 - 3
FT
Man United vs Chelsea FC
2 - 3
FT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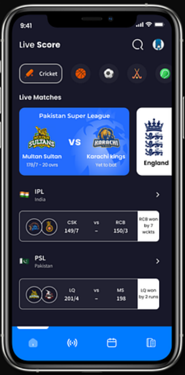
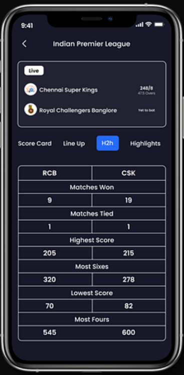
UEFA Champions League
Arsenal
2 - 3
90.15
Aston Villa
Score Card
Line Up
H2H
Highlights
Formation (4-2-3-1)
Arsenal
Aston Villa
9
Lacazette
14
Aubameyang
7
Saka
32
SmithRowe
34
Xhaka
8
Dani Cebalos
3
Tierney
22
Pablo Mari
16
Holding
2
Bellerin
1
Leno


9:41
Live Score
Cricket
Live Matches
Pakistan Super League
Multan Sultan
178/7 - 20 ovrs
VS
Karachi kings
Yet to bat
England
IPL
India
CSK vs RCB
149/7 - 150/3
RCB won by 7 wckts
PSL
Pakistan
LQ vs MS
201/4 - 198
LQ won by 2 runs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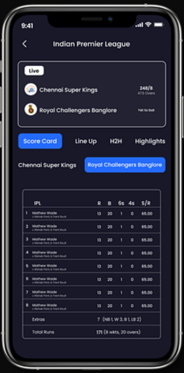
Live
Chennai Super Kings
248/8
47.5 Overs
Royal Challengers Banglore
Yet to bat
Score Card
Line Up
H2h
Highlights

RCB		CSK
	Matches Won	
9		19
	Matches Tied	
1		1
	Highest Score	
205		215
	Most Sixes	
320		278
	Lowest Score	
70		82
	Most Fours	
545		600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