Selangor F.C. website redesign
(Fictitious)

Selangor FC

Overview

Selangor Football Club (SFC) is a Malaysian football club. Nicknamed the Red Giants (or Gergasi Merah in Malay), they are the most decorated football club in Malaysian football with 53 major trophies. Unfortunately, their website suffers from a lack of an established and enforced information architecture and a user interface design that is fitting of their reputation.

My roles

UX Researcher and UI designer.

Design process

Design Thinking process.

Emphathise → Define → Ideate → Prototype → Test

Selangor FC

The assumption

Users get confused with the haphazard method of placing numerous links across the homepage, deterring them from completing tasks which in turns affect the number of returning users. They also found the colour scheme unpleasant despite being in the club's brand identity. Overall, the website is not befitting of SFC's status as the most decorated football club in Malaysia.

The goal

Providing users with a more streamlined and guided experience while establishing a more pleasant user interface which will subsequently improve user retention rate and preserve the SFC's reputation as the most decorated football club in Malaysia.
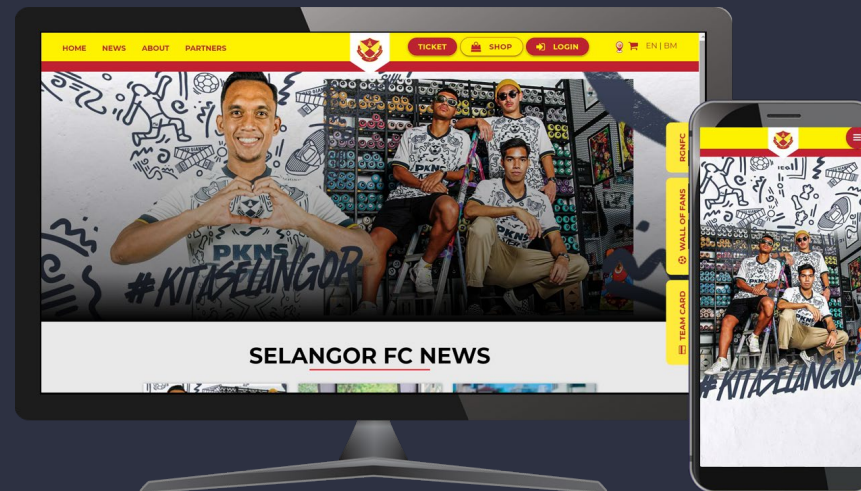
Selangor FC

The research

Quantitative research:

For this part of the research, I created an online survey targeting fans of Malaysian football and their thoughts on the website of the team they support. This broader scope (as opposed to targeting SFC fans exclusively), will provide data on user expectations, preference and behaviour which can be used to base my recommendations on — especially when establishing the new information architecture.

15 questions were crafted with three main aspects in mind: demographics, online behaviour and preference. The survey will be carried out in Bahasa Malaysia (with English translation) as it is the official language of the country and I didn't want to alienate any football fans that may not be fluent in English.

Qualitative research:

Here's where I focus on SFC fans via interviews. While also gauging their expectations, preference and behaviour, I will specifically ask about their experience using SFC's website — what did they think of how the website looks, how easy or difficult was it to complete the task(s) they set out to complete and what would they like to see introduced, changed or removed from the website.

This would give me tangible data on user experience and find ways to make the website better. The interviews were carried out in a one-on-one conversation setting with open ended questions that seek to get the interviewees to open up with their own views to avoid confirmation bias.

Selangor FC

The research

Competitive Analysis:

The final part of research will be an analysis of SFC's competition and how they have built their website. I will look at website analytics, user experience and interface. This will give me data on what works and what does not when it comes to building websites of Malaysian football clubs.

The three clubs selected for comparison are:

1. Johor Darul Takzim — the most successful team in recent seasons.

2. Terengganu FC — runner-up of the Malaysian Super League in 2022.

3. Kuala Lumpur City FC — 2021 Malaysia Cup winners.

Selangor FC

Competitive Analysis

A brief check on Similar Webs revealed some interesting insights.

Based on the abstracted for four key metrics — Total Visits, Bounce Rate, Pages Per Visit and Average Visit Duration — I am able to conclude that SFC's website is performing rather well for a website of its type. While they are trailing JDT in terms of total visits, but they are superior in the three other metrics (KLCFC's bounce rate of 0.8% is well below norm, and I decided to dismiss this as a reporting error).

This shows that SFC's website is retaining the visitors well. As such, my task is to identify ways to close the total visits gap with JDT while maintaining the lead in other metrics.
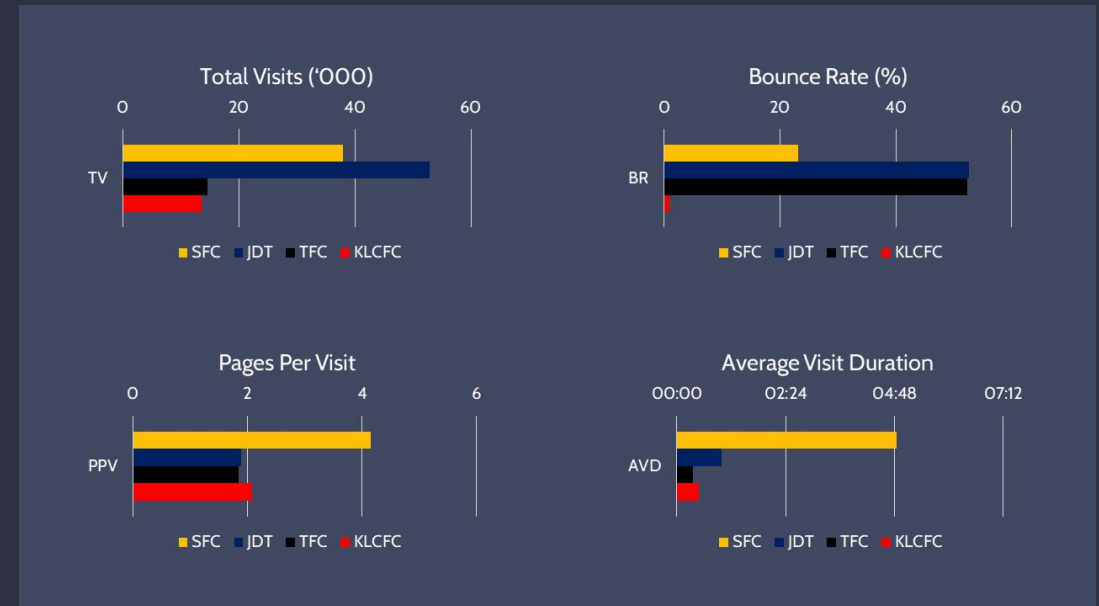
Selangor FC

Survey results

- 73.6% of respondents are aged between 23 and 32

- 78.9% are male

- 52.6% spend more than 5 hours a day online

- 42.1% say that they are always online

- 73.7% prefer dark mode

- 82.4% do not own and would not like to own NFTs

- A majority of respondents are JDT fans with Selangor coming in second

- Social media is the preferred medium for following their team — only 21.1% visit the team's official website

- 68.4% are not registered fans

- Latest news, players' profile and exclusive content were the top three features, obtaining 94.7%, 84.2% and 68.4% respectively.

- 89.5% say that the main purpose of an official site should be to relay latest news and provide exclusive content.

- 63.2% prefer the official website to be in Bahasa Malaysia

- Up-to-date news, user interface and player profiles ranked top three of favourite feature of their favourite team's website.

- Ticket sales, too focused on merchandise sales and colour selection ranked top thee of disliked feature of their favourite team's website.

- 68.4% would purchase merchandise from the team's official website.

Selangor FC

<u>Assumption validation</u>

The survey results validate several of my initial assumptions.

- The Selangor FC's (SFC) website is too cluttered. Their decision to link every page from the main page could be to simplify the user journey, but the trade-off is cognitive overload. This impacts user experience.

- SFC's website is not aesthetically pleasing. The usage of these red and yellow — both active and contrasting colour — results in an unpleasant colour scheme which impacts user experience.

Meanwhile, a couple of additional information that I took note of include:

- The website primary focus should be on delivering the latest news.

- Users want exclusive content that revolve around the players.

<u>The Problem Statements</u>

1. Users find the website to be too cluttered with every page linked from the homepage.

2. The uncomplimentary use of the colour scheme makes the user experience unpleasant.

3. Missing content leads to a lower visitor count and higher bounce rate.

Selangor FC

User Personas

Zuldin Idrisam

The decked-out fan

Age: 32
Gender: Male
Goal: To purchase at least one SFC jersey every season
Challenges:
1. The online store presentation navigation is not the best
2. The merchandise photos are inconsistent, affecting the presentation grid
3. The size guide is hard to read

"As someone who would like to show my support, I'm always second guessing my order selection as the images on display are mostly low-res. I am unable to see the quality of the product or even read the size guide!"

Selangor FC

User Personas

Rima Idimah

The *kepochi* fan

Age: 25
Gender: Female
Goal: To get to know the players more intimately on SFC's website
Challenges:

1. There's no content that features the players
2. Looking to follow her favourite players social media accounts
3. Wants to know how the player is performing and if the player is available or injured

"Every week I follow the team results. On a few occasions I went to see the match, I'm at a lost as who are these people wearing the jerseys. How can I cheer them if I don't know them?"

Selangor FC

Amran Rizal

The news seeker

Age: 28
Gender: Male
Goal: To get the latest news on SFC's website
Challenges:

1. Only three latest news on the homepage
2. The News page is an archive and not presented well
3. Search is available, but would be better to have the news categorised

"It would be nice to have more news item on the homepage while also having the choice to read the type of news that I like to read."

Selangor FC

User Journeys

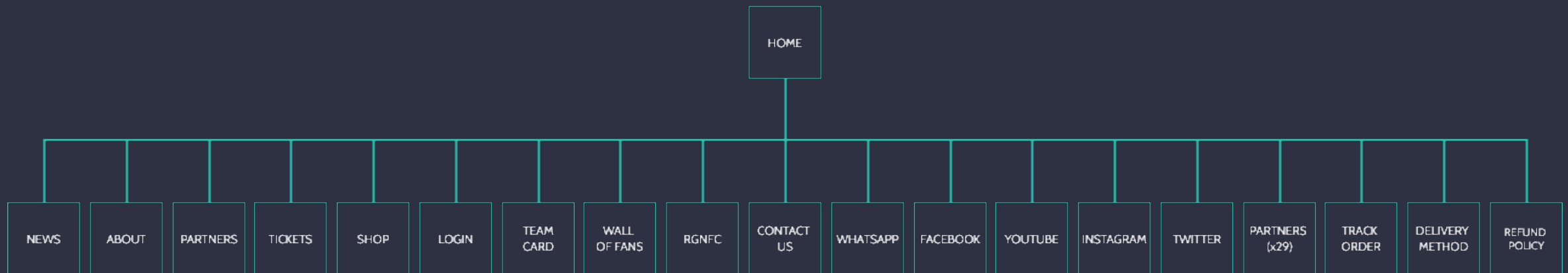|	PERSONA 1	PERSONA 2	PERSONA 3
OBJECTIVES	To get the latest news	To get to know the players	To buy merchandise
CHALLENGES	Limited amount of news on the homepage while archive is not categorised	No content on players that would create a bond with fans	Navigation is bad while selection is hindered due to low-res images
EMOTIONS	Curious at first but disheartened when unable to find interesting news	Lost and not feeling a connection with the team	Frustrated at being unable to be sure of product's quality and size
ACTION PLAN	Offer more news on the homepage and categorise the archive	Add content and redesign the squad page	Redesign the online store, provide better guidance and showcase quality

Selangor FC

The Design — Site-map

Existing Site-map:
Internal links from homepage: 9
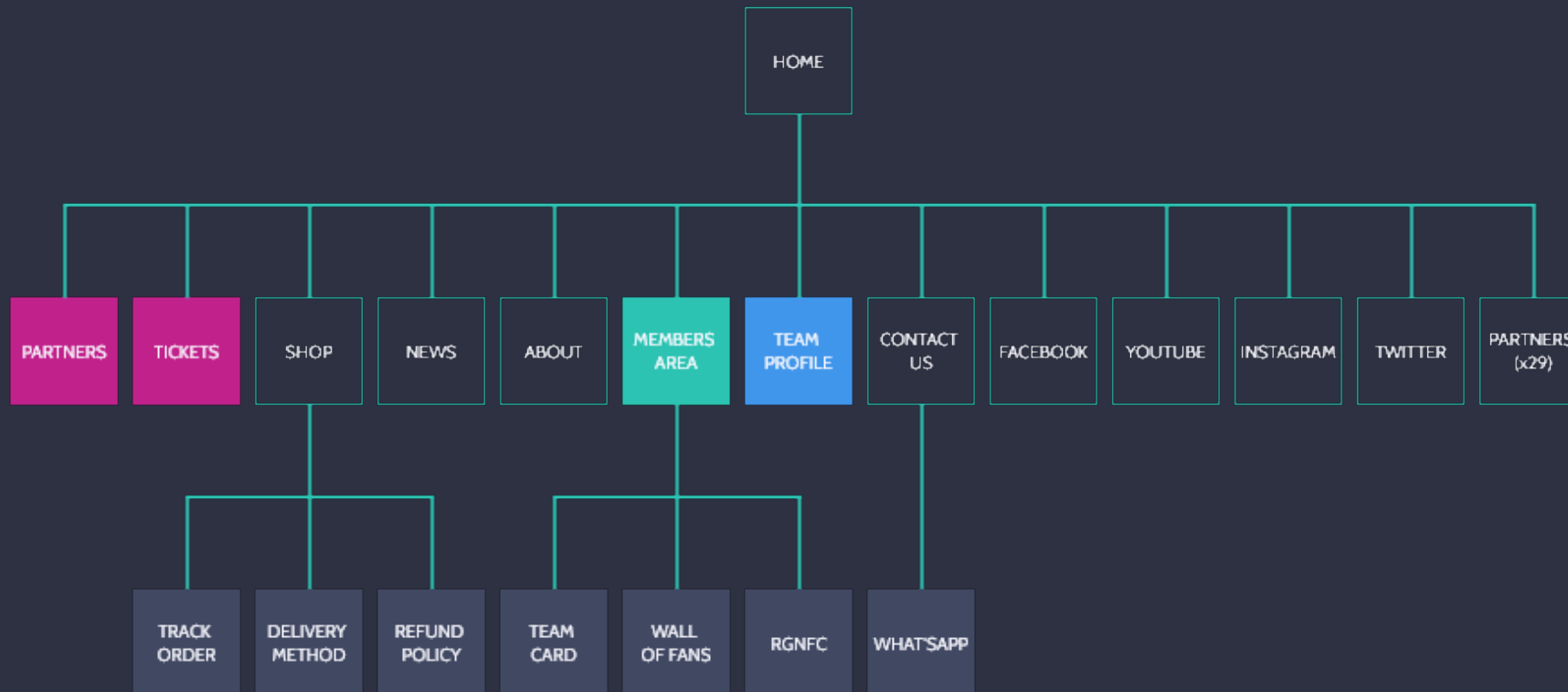External links from homepage: 38
Total: 47

Selangor FC

Revised Site-map:
Internal links from homepage: 6
External links from homepage: 33
Total: 39

Selangor FC

The Design — Colour Scheme

Utilising the 60-30-10 colour design rule, I re-evaluated the website's colour sheme, while staying true to Selangor FC's official colours — Red, Yellow and White.

Colour Scheme Options:
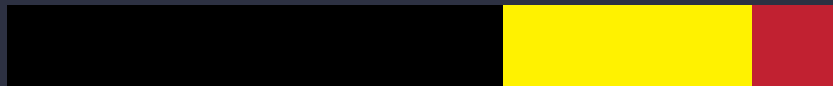
60-30-10 - Option 1
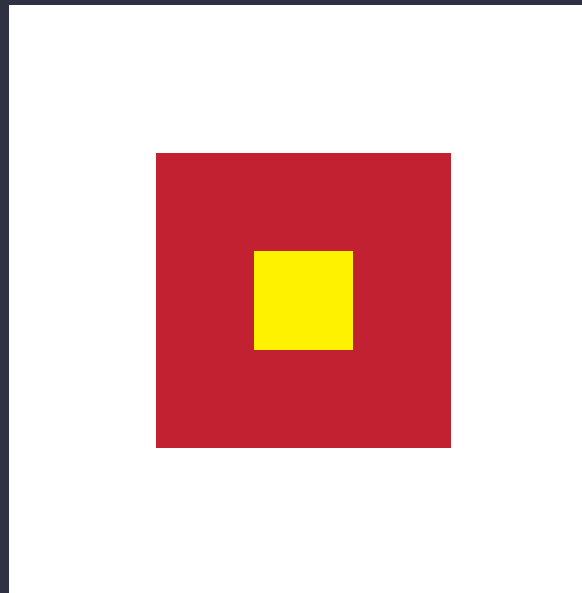
60-30-10 - Option 2

60-30-10 - Option 3

60-30-10 - Option 4

60-30-10 - Option 4

60-30-10 - Option 2

Selangor FC

<u>The Design — Typeface</u>

As a football club, the typeface used should convey some character that can be associated with the football club. Brave, dominating and successful are some of the messages it should convey.

Karmina Sans (Adobe Fonts) relayed this message with it's thicker and slightly stylised letters. Selecting a sans font was also due to wanting a less formal typeface.

Comparing it to Open Sans (Google Fonts) which is the predominant font used online, the similarities are still prevalent while being a little bit different to convey Selangor FC's character.

Karmina Sans

H1: Lorem Ipsum Dolor Sit Amet, Consectetur Adipiscing Elit.

H2: Lorem Ipsum Dolor Sit Amet, Consectetur Adipiscing Elit.

H3: Lorem ipsum dolor sit amet, consectetur adipiscing elit.

P: Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Open Sans

H1: Lorem Ipsum Dolor Sit Amet, Consectetur Adipiscing Elit.

H2: Lorem Ipsum Dolor Sit Amet, Consectetur Adipiscing Elit.

H3: Lorem ipsum dolor sit amet, consectetur adipiscing elit.

P: Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Selangor FC

The Design — Wireframes (Adobe XD)

- Homepage

- Squad Page (First Team)

- Squad Page (Coaches)

- Squad Page (Individuals)

- News Page

- Online Store

- Online Store (Individual Products)

The Design — Mock-up (Adobe XD)

- Homepage