

FSPORT



KINGFER
ALVARO



LUND
UNIVERSITY

UI / UX & Graphic design at Fsport

Kingfer Alvaro

Degree Project for Master of Fine Arts in Design, Main Field of Study Industrial Design, from
Lund University School of Industrial Design, Department of Design Sciences

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5	ABSTRACT	
6	FSPORT	
	BRIEF	12
	RESEARCH	16
40	REDIFIED BRIEF	
	DESIGN PRINCIPLES	42
60	SYNTHESIS	
76	FIRST WIRE PHASE	
	USER GROUP & TEST	84
86	VISUALISE, TEST, REFLECT	
	USER FEEDBACK	92
94	FINAL WIRE PHASE	
	FINAL PROTOTYPE	110
138	THE RESULT	
	FUTURE IMPROVEMENTS	156
158	RESULT & CONCLUSION	
	REFERENCES	162

“ My favorite water cooler topic is fantasy football. I used to make fun of my friends for doing it and now I’m obsessed. ”

John Krasinski

ABSTRACT

We are constantly interacting with UI/UX in different shapes, forms or applications, which is very important especially when using electronic interfaces. Therefore, we need to design well-thought-out and user-friendly interfaces that elevate the user’s experience. When it comes to fantasy sports games, statistics is a big factor for understanding fantasy sport which might be at most times overwhelming especially for new users. The main goal of this project is to redesign the current product to both make it more fun, competitive, intuitive and easy to guide new users. This project is especially based on their web platform which is the first choice for all their power users.

This project will show a process from their current web page platform through several design developments to improve how users will interact and experience the product. By using well-known design principles, will guide this project to develop an updated platform with easy onboarding for new users, a redesigned layout panel with a material design focus, but also an easy and logical mapping to make it easier for the user to understand the process of every stage of the product.

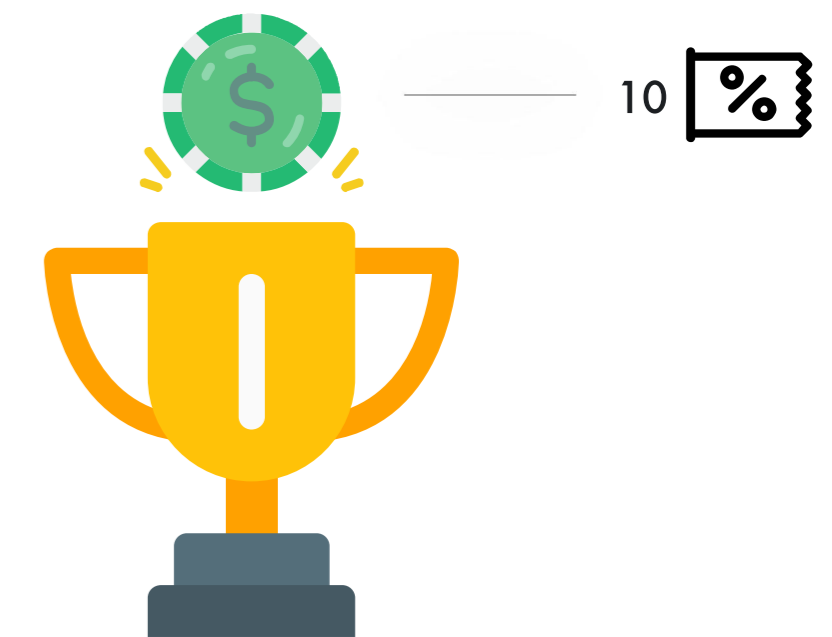


Is a premium daily fantasy sports platform for all sports fanatics.

Fsport was founded in 2013 and was the first company introducing a fantasy sports concept to the Swedish market. Today Fsport delivers daily fantasy sports in various sports from trotting, hockey, basketball, football and many more. The platform gives the players a unique sports experience where they can produce their own fantasy team while following their favorite professional sports team. The platform contains both free users and serious users who are playing for high cash rewards. Fsport is one of few companies to let their users play freely with chances of playing for tournament tickets for the user to compete and win real cash rewards.

NOT LIKE OTHER COMPANY

Unlike other betting or booking company, Fsport doesn't compete with the users. Fsport only provides a tournament system without any bets but instead lets users compete with a small entry fee. All the entry fees are combined into a prize pool for the real victorious user to win the whole prize pool. Fsport only holds 10% of the entry fees, where entry fees vary from 1€ to max 10€. Therefore, Fsport doesn't require bets or take users money like the monopoly betting company Svenska Spel.



THE TEAM



Product Manager
Filip Martell



Senior Developer
Rickard Elimä



Fullstack Developer
Sebastian Nöbbelin



Senior Frontend Developer
Sebastian Möser

WORKING WITH THE TEAM

While working at Fsport, I worked closely with the developers and product manager. My supervisors for this project has provided me some data and diverse aspect of the game both the structure but also how players behave while using the product. By having a meeting once every week and receiving feedback made the process much easier.

Developer supervisor: focusing on the structure and the flow of the game to improve the player's interaction with the product.

Product manager supervisor: focusing on the product of how it's played for both B2B and B2C customers.

ETHICAL STRUGGLES

Both the product manager and the developers have many years of experience in their field, therefore, they have a special mindset of how the product should be focused.

Due to the ethical problems of betting and gambling makes it difficult to agree on what area of the product we should focus on. There has been some disagreement with the product manager regarding if we want to design to make people spend more money, while the developers and I wanted to focus on the game experience.

After several discussions, we agreed on a mutual understanding to focus more on the gaming experience which will result in players enjoying the game. Increasing the gaming experience will result in users to play more intensely.

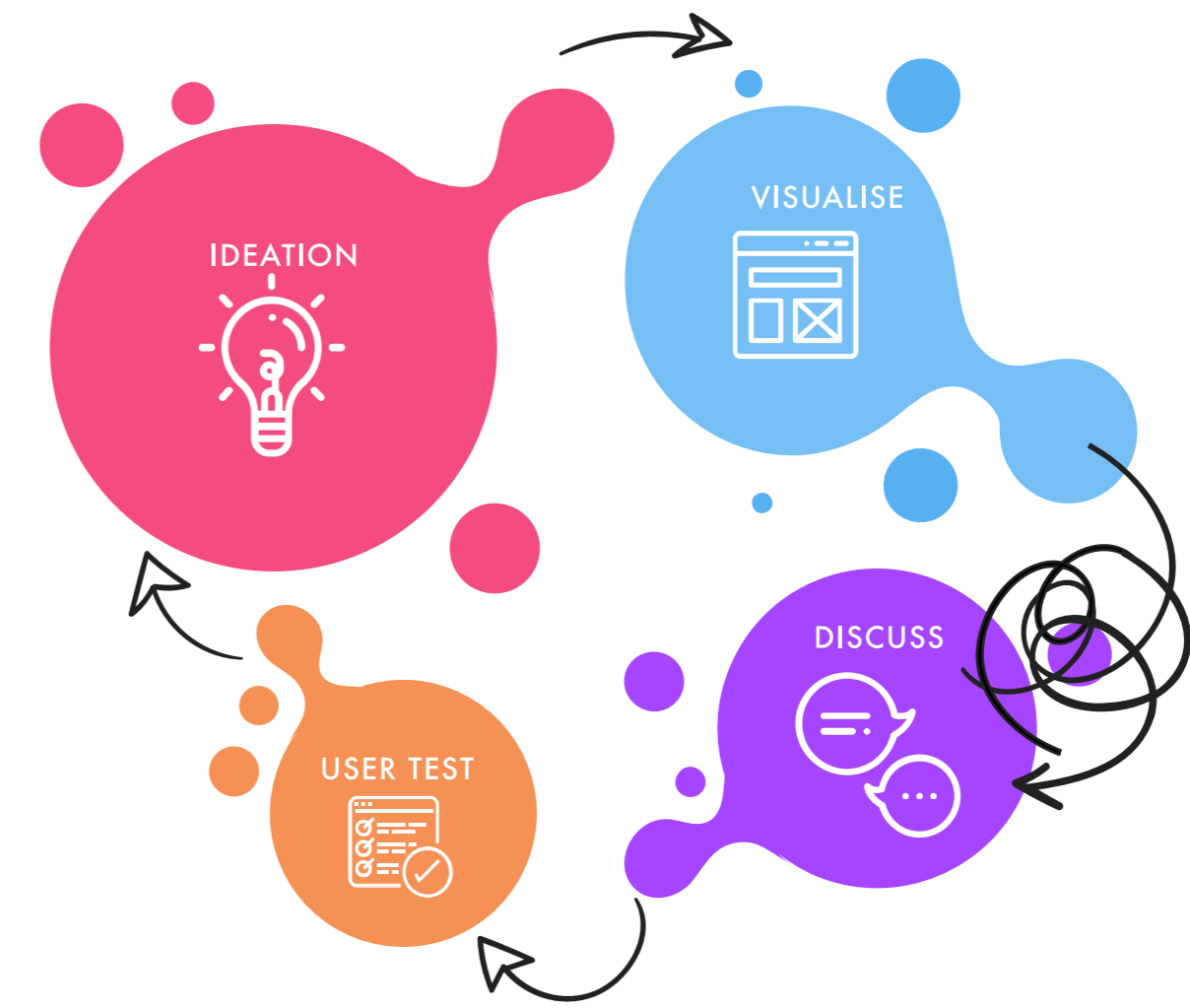


VS



DESIGN PROCESS

During the whole project, we determine to have meetings and discussions every week to make sure what we did was realistic, but also if it's an improvement for the product.



DESIGN PROCESS

FSPORT

FSPORT BRIEF

Getting to know and understanding the core of the game is one of the most important parts of the on-boarding process. The students shall create an interface design to both guide new and retain existing users. This can, for example, be done through an interface where the users are presented with tasks they can complete. For new users, these tasks could be complimented with help instructions via interactive guidance.

Creating a team is an important part of the game. In order to provide the best experience possible, the students shall improve the design of the create team flow. The main goal is to make it more intuitive and increase the probability of new users to create their first team. The most interesting part of the game is to follow your team live in the leaderboard. It is important to visualize changes and in-game events in an interesting way. The students shall improve the design of the leaderboard and propose solutions to make it more interesting. The main goal is to prolong the session length of the user.

DEMARCATIION

Working with digital design with the focus for both UI/UX and graphic design we need to first understand how we interact with our daily electronic devices. In order to maximize user experience, you need to follow certain UI/UX design principles. What makes us interested in a product is how well the product interacts with us and how well we interact with it. A good example of these is animation feedback, color changes, well thought out typography, graphics that can be applied to any product.

For this project, my resources and knowledge will be limited to the UI/UX application which requires a big learning curve to understand. Due to my limited familiarity with source coding or coding in general, I need to present ideas and concepts for the developers which are realistically possible to code.

The final design must also be in line with the company's goals and objectives to make sure current users and customers will still be able to identify the product.



RESEARCH

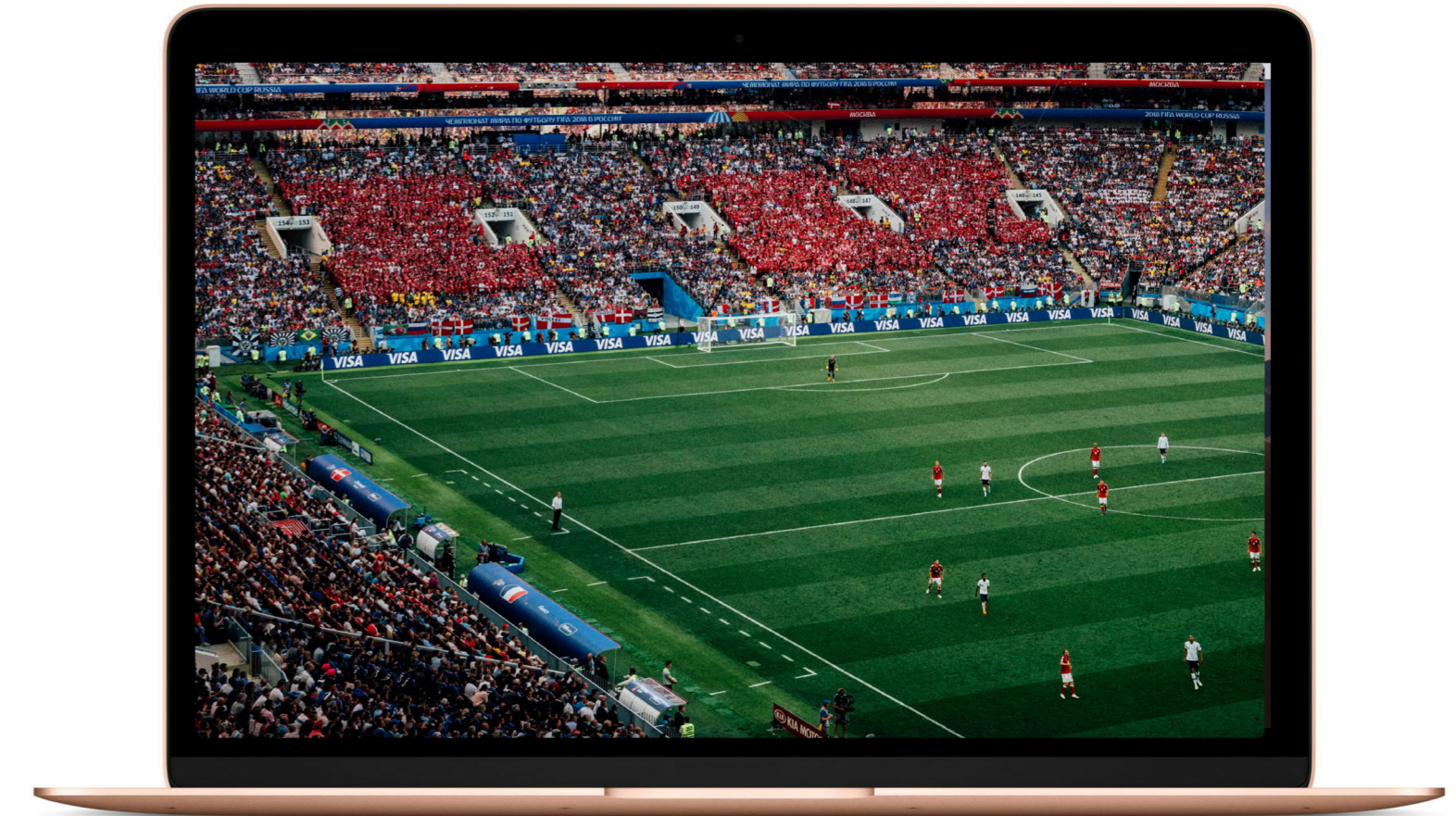


WHAT IS FANTASY SPORT?

Fantasy sport is a type of sports simulation platform both offline and online, where the participants assemble their own imaginary or virtual team based on real players of any professional sport. The participants competed with other participants based on the performance of the professional athlete.

The athlete's performance during a real match will be converted into points. A professional athlete gains points for every action they do in a match such as goals, assist, completed passes and perfect tackles but they can also receive negative points for all the negative actions.

The points are compiled and totaled according to the roster selected by the participant. The Point systems for each sport may vary between different fantasy sports platform.



OFFLINE FANTASY SPORT

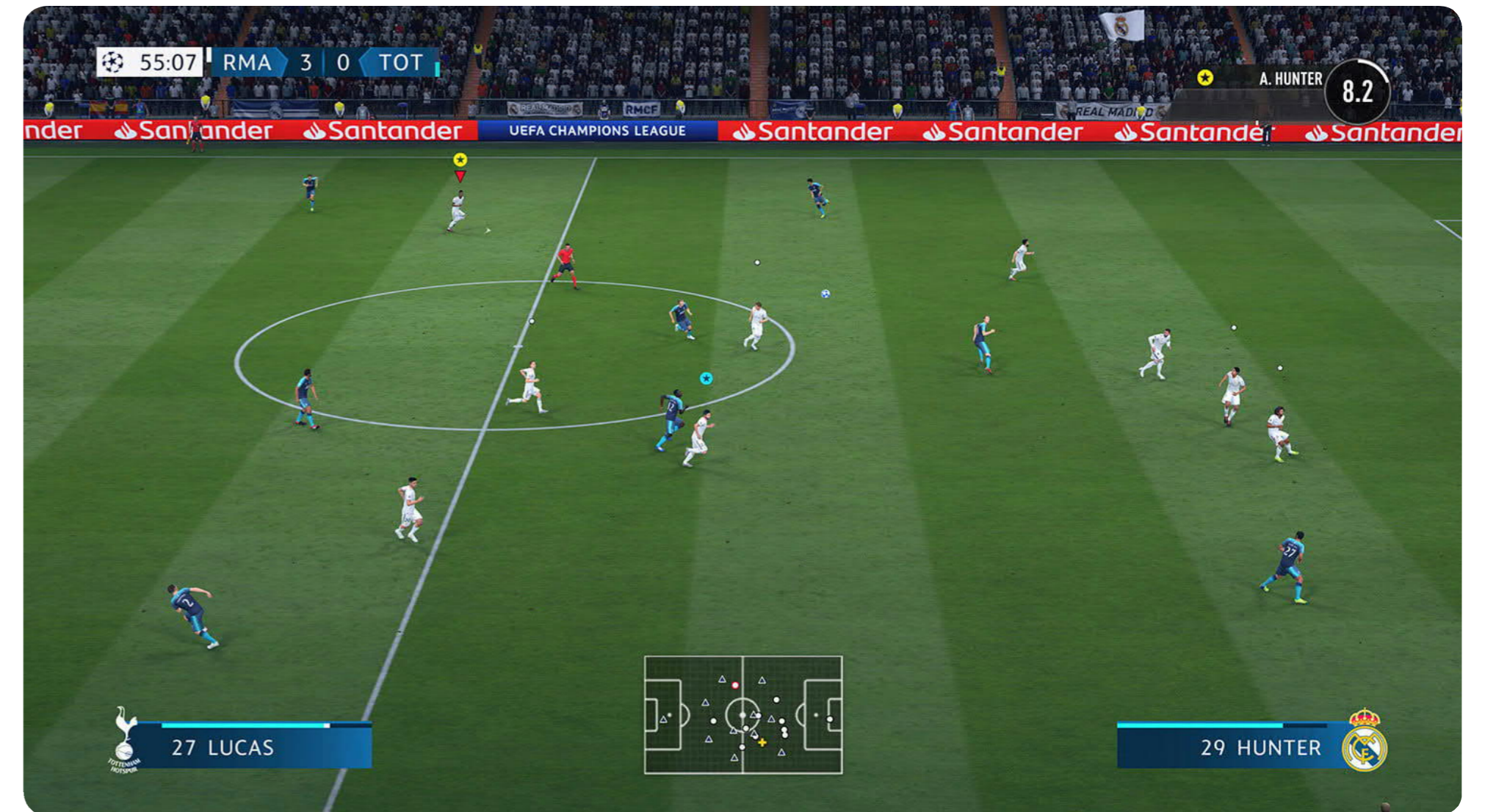
Offline fantasy sports games are perfectly suited for players who like to imagine themselves managing a professional football team by creating their own football team, buying, selling players and generating their own genius tactics. Players are spending hours and hours of game time to create their own football team to win all the big competitions. This type of game is a simulating game based on data generated by the player. After a while, this type of game might feel monotonous and unchallenging which will make the players move towards a more social version of fantasy sport.



**FOOTBALL
MANAGER 2019**

OFF & ONLINE FANTASY SPORT

Compared to football manager, FIFA games provide a wider audience where players can either challenge other players online or playing a more relaxing offline career mode. This style of fantasy sport doesn't require a lot of sports knowledge compared to the previous one. FIFA games have been simplified to increase the players' experience to instead focus on the gaming aspect where physical gaming, tactics and playing knowledge. This game is played by users who themselves play football in real life and where they can apply their own gaming tactics or gaming styles.



ONLINE FANTASY SPORT PLATFORM

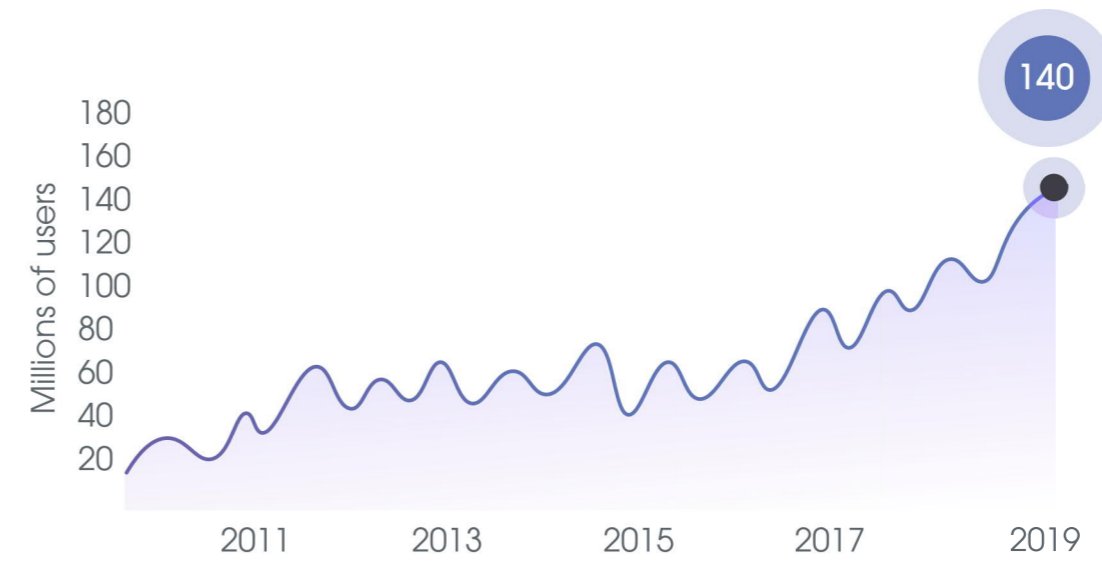
When players have a lot of sports knowledge they often want to challenge themselves even more by competing in real-life sports event. Players can create their own fantasy team based on real athletes performance and statistics compared to established data like the previous game types. The players need to observe or review sports events to generate expertise on the current forms of athletes or sports teams. This type of game requires many hours of learning every aspect of the sport to fully compete with other serious players. There are several companies providing online fantasy sport with their own point system or game structure, from advance to user-friendly game which Fsport is providing today.



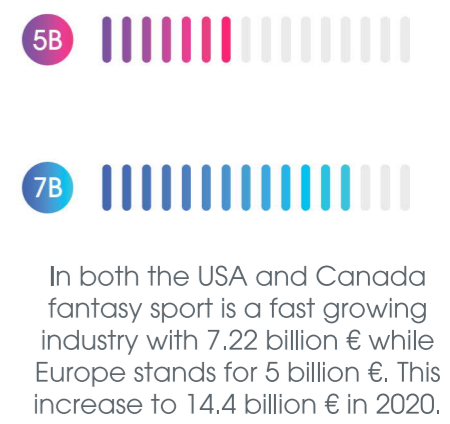
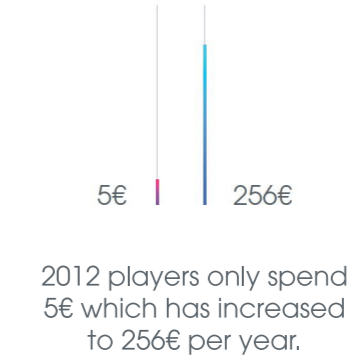
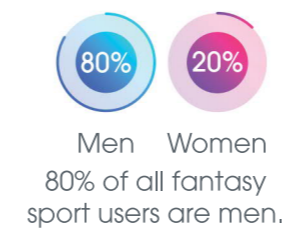


FANTASY SPORT STATISTICS

More and more people are playing some kind of fantasy sports game either it's basketball, hockey, football or even fantasy profession pro gamers. This trend has dramatically been increasing since E-sport (electronic sport) pro gaming has become the biggest sports event in the world. People get more familiar with fantasy sports games that have become a big part of users daily activity.



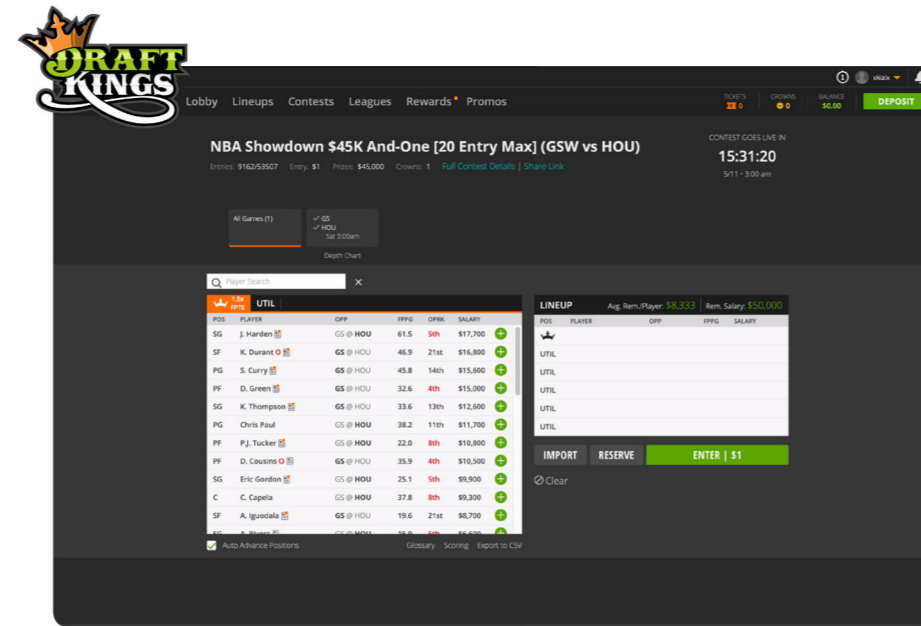
In the USA 35 million users are playing fantasy sport compared to 40 million users in India. During a big sports event like the FIFA world cup or World E-sport competition, the number of users drastically increased.



COMPETITORS

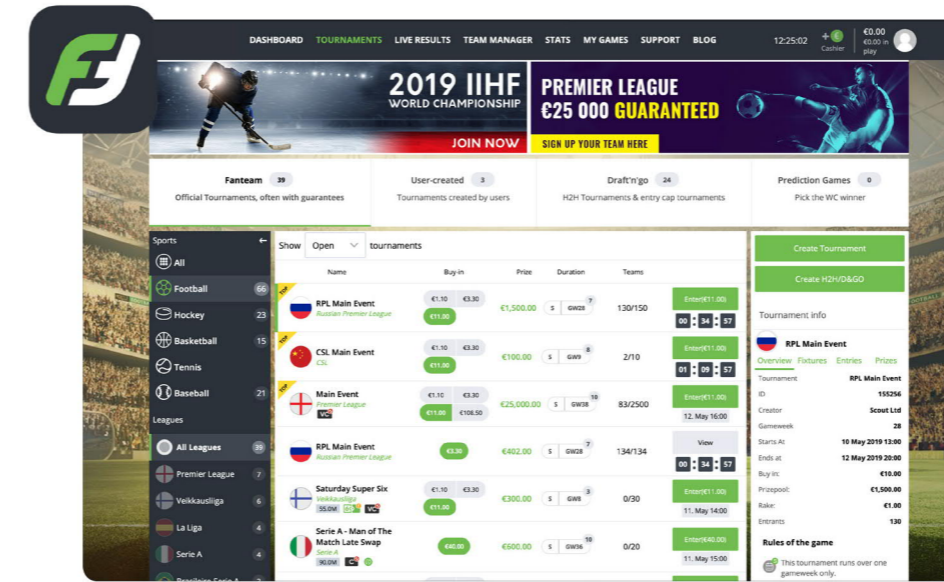
There are many competitors today providing diverse configuration of fantasy sport with their own team system, betting policies, point system algorithm, etc. There are two fantasy sports types, daily fantasy sport, and seasonal fantasy sport. As described from the name daily sport means the user will be awarded daily according to the user's fantasy team's performance and seasonal will award the user only once at the end of the season according to the standing of the selected fantasy team. Most of the fantasy sports companies today are located in North America and Asia. There are a handful of companies based in Europe in comparison to the other region where the concept of fantasy sport is quite big popular.

Almost every company only provides the statistics of the sport and nothing about the fantasy game aspect which limits the users to be only serious players, eliminating fun players.



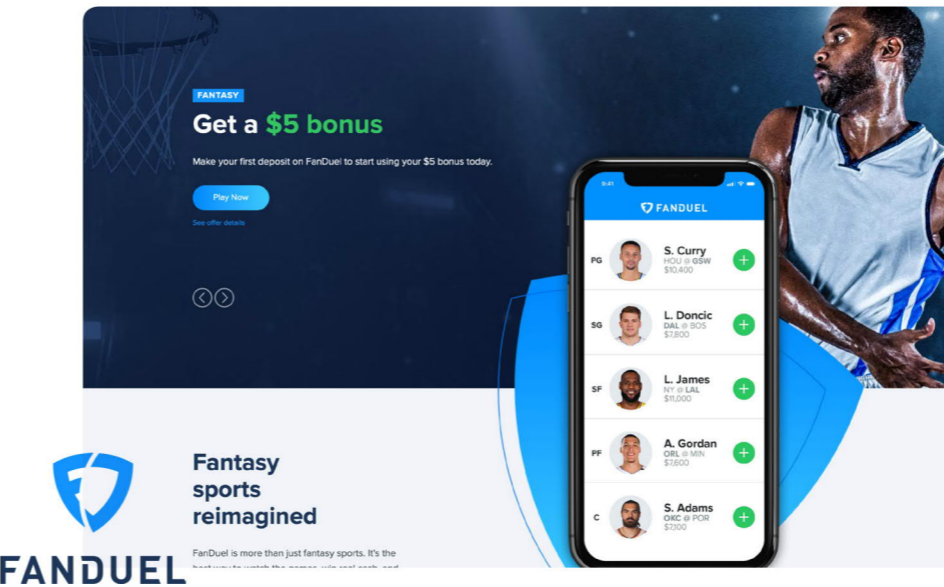
DRAFT KINGS

One of the biggest company in fantasy sport which is based in the USA but has a global audience. DK is only suitable for serious users with high betting fees and where statistics and sports knowledge are necessary.



FANTEAM

European company providing statistical and serious betting in fantasy sports.



FANDUEL

This is also a company based in the USA with statistical and high betting fee service. Compared to other competitors this company focuses on the mobile platform.

UI / UX CONFUSION

As mentioned earlier, sports contains a lot of statistics and information. The picture to the right is a betting company displaying a normal scenario for their users. When combining all the necessary content might result to be overwhelming with information for new users, unless you are a veteran user from this web page. As we can see from the picture, the page looks very crowded with numbers, scores, teams, betting odds, etc. The web page has a dark theme and has no layout hierarchy to help us or lets us know where to look first. Everything looks very similar without elements differentiating the important to the less important content. This is a perfect example of a web page, which is clearly made for users with the only aim for is to win big cash rewards.

WHERE TO LOOK FIRST?

The screenshot displays a complex betting interface for a live match between Atletico Madrid (Youth) and Real Zaragoza (Youth). The interface is dark-themed and densely packed with information. At the top, there's a navigation bar with categories like LIVE, SPORTS, POKER, VIRTUAL SPORTS, BELOTE, CASINO, LIVE CASINO, KENO, BETFIGHTS, and FARKLE. Below this, a search bar and a 'DEPOSIT' button are visible. The main content area is divided into several sections:

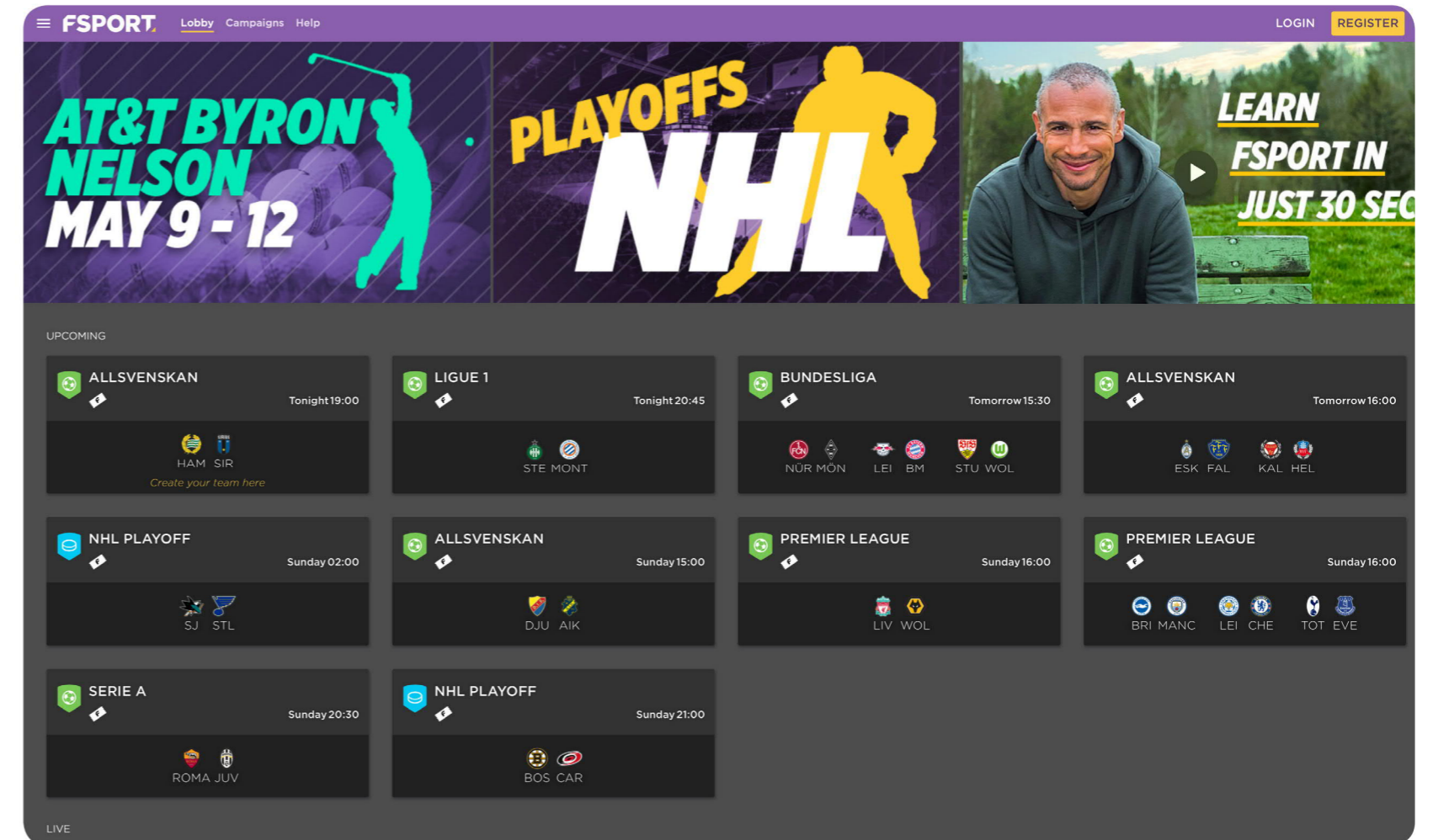
- Match Overview:** Shows the current score (0:0), time (14:00), and a 'Substitution 44' for Real Zaragoza (Youth). It includes a 'Timeline' and 'NBI Chart'.
- Match Result:** Displays betting odds for the match: Atletico Madrid (Youth) 1.65, Draw 3.20, Real Zaragoza (Youth) 7.40.
- Handicaps:** Lists various betting options like '1 or Draw', 'Total Goals', and 'Both Teams To Score' with their respective odds.
- Statistics:** Provides data for 'DANGEROUS ATTACK', 'CORNER KICK', 'SHOT ON TARGET', 'YELLOW CARD', and 'RED CARD'.
- Jackpot Section:** Promotes a 'SPORT JACKPOT' of 66,710,674.6 AMD, with a 'SPORTASTIC JACKPOT' of over 9,000.

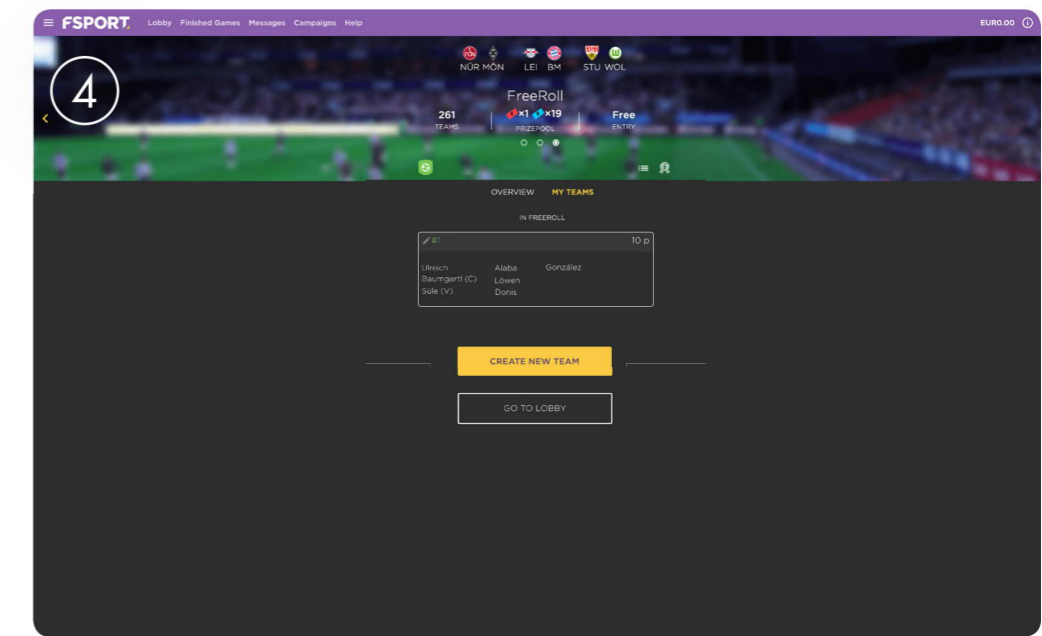
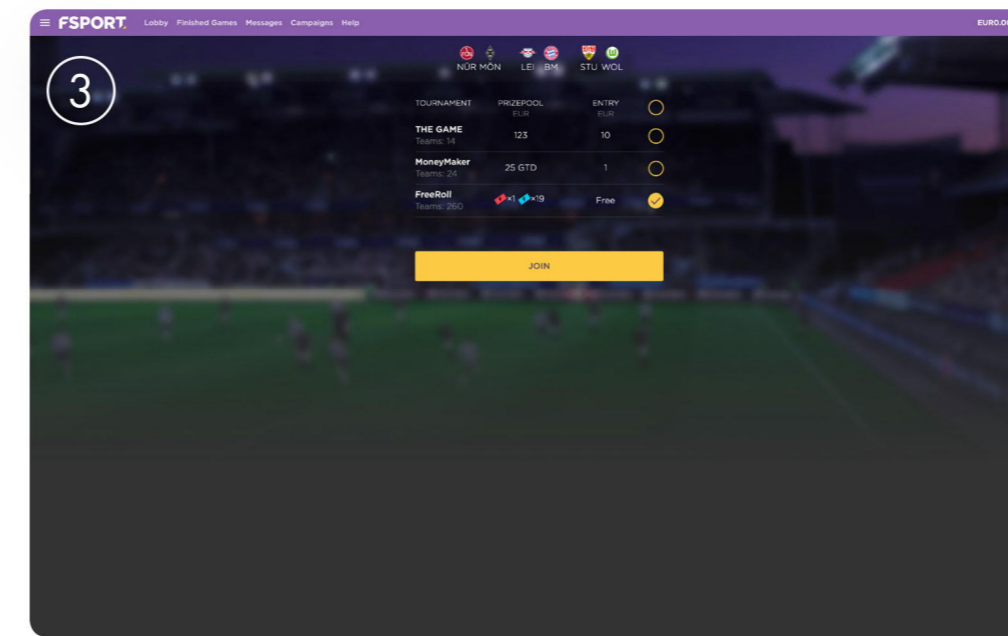
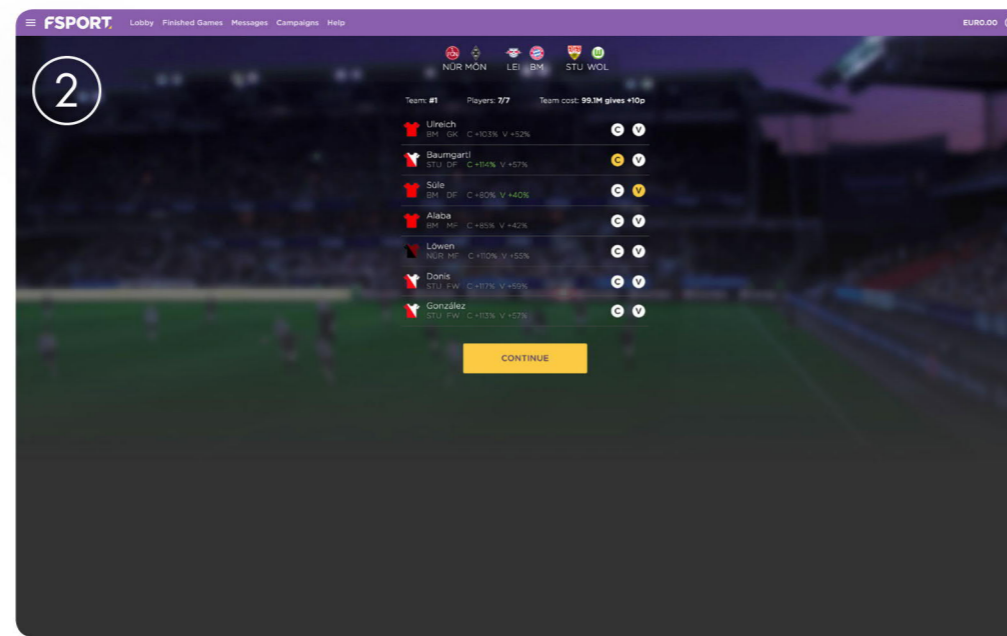
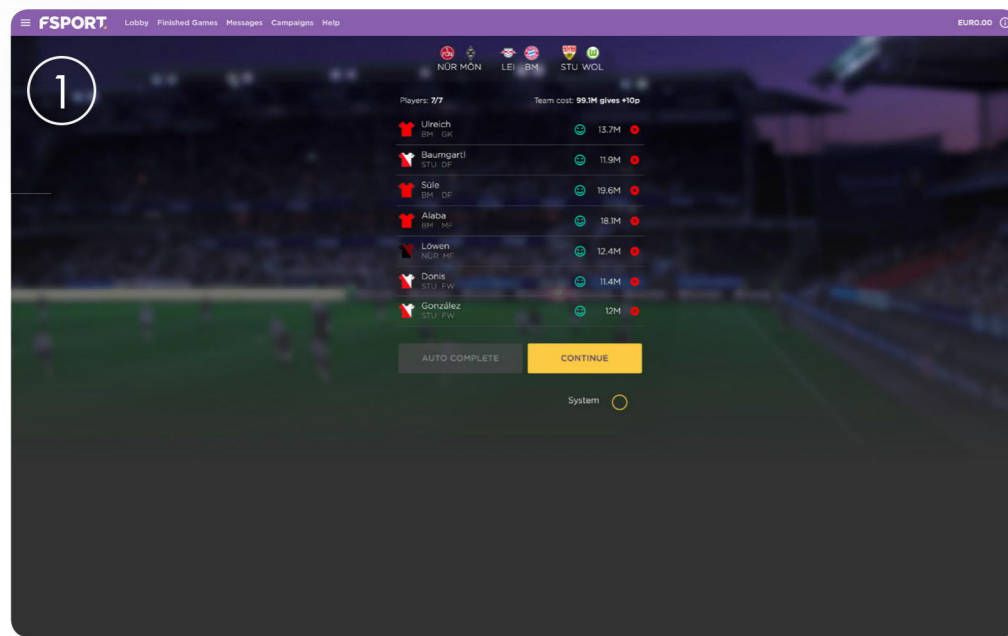
The interface is highly cluttered, with many elements overlapping and no clear visual hierarchy to guide the user's eye to the most important information.

THIS IS FSPORT

This is Fsport's current home page today which is very simple. From what we can scan on the page, the first element we can identify is the sports banners, the introduction video and then the game packs. The game packs today only display the necessary information such as team logos, team names, league, time and sports icon to differentiate the sports from each other.

Even though the page is very simple and straightforward, you can still identify some obstacles. When exploring the web page you can notice that there is no introduction of what Fsport is providing, more than the introduction video, which is not very clear that it is meant to be watched first. If new users don't watch the video would they still know what to do?





CREATE TEAM

When creating a fantasy team today, you can either use system selection, (not included in this project) auto-selection or selecting your own team. You can even select a few players that you think will perform well and then let the auto selection to finish team by filling out the unfilled positions. The create team process is not very intuitive and doesn't provide any interaction feedback. You also have to jump back and forth between the team list and selected players. There are also some team restrictions and a smiley icon which doesn't clarify why they are for.

CAPTAIN SELECTION

When selecting captains which is a multiplying factor to increase players points generated from their performance during the game.

TOURNAMENT SELECTION

When selecting one or several tournaments, the system doesn't give the user any interaction feedback until you press the join button which can't be undone. This step can only move forward which can be misleading sometimes.

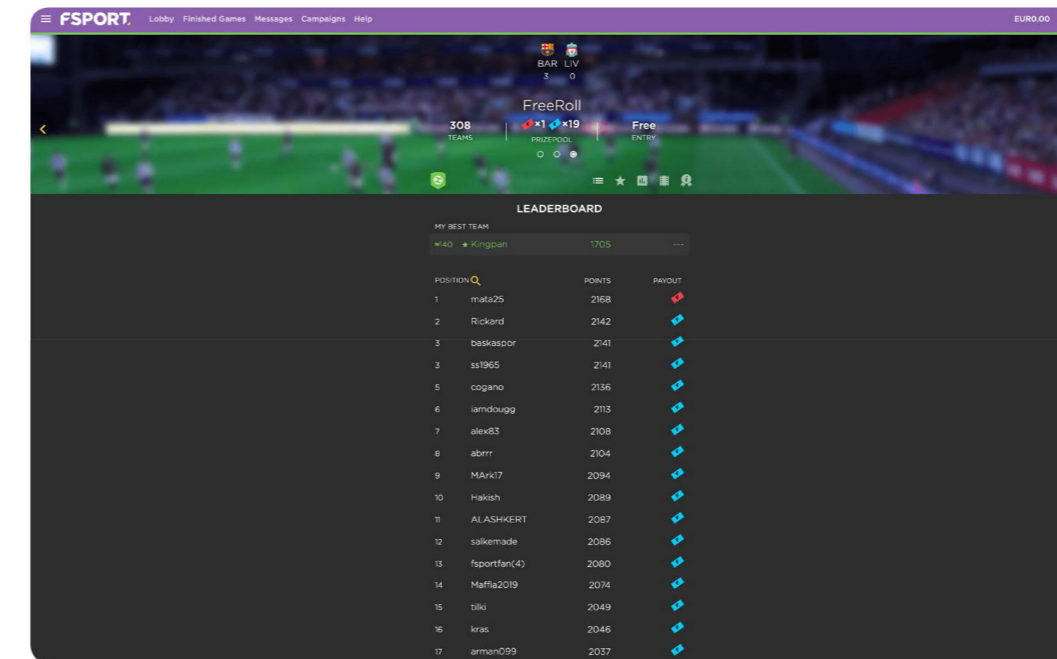
FANTASY TEAM

After going through all the steps, you can see the fantasy team you just created with the selected players which has a misleading formation.

PLATFORM STRUGGLE

The platform Fsport is using today is a scaled-up mobile adaptation to resemble a web page, this can easily be noticed even with an untrained eye. This makes the page narrow and crowded due to its layout format. There is plenty of space on each side which could be utilized. The color scheme and all the graphical elements of the platform are very outdated, compared to the competitors which have light and vibrant color schemes, interactive, modern and fresh look.

The fantasy sports platform has a lot of potentials but struggles to deliver due to the outdated format of the page. To compete with the competition the platform needs to be redesign according to the trends today and users preferable taste. This will increase the number of new users but also keep existing users more excited when using the product.



LEADERBOARD

The leaderboard is very important for the experience of the game. When viewing your teams during live events. The leaderboard is static and doesn't feedback to show you if your teams are climbing up or do down in the leaderboard until you refresh the page. By then you might have forgotten your previous position or points which limits the exciting experience.

IDENTIFIED PROBLEMS



Common problem that arise when using the product



?



REDEFINED BRIEF

In order to provide the best experience for both new and existing users, the website needs to be updated both visually but also structurally with user-friendly UI. By following UI/UX principals and user focus design methodology we can increase the flow through every process in the game.

Understanding the core of the game is one of the most important parts of the on-boarding process to help the new user understand the fundamentals.

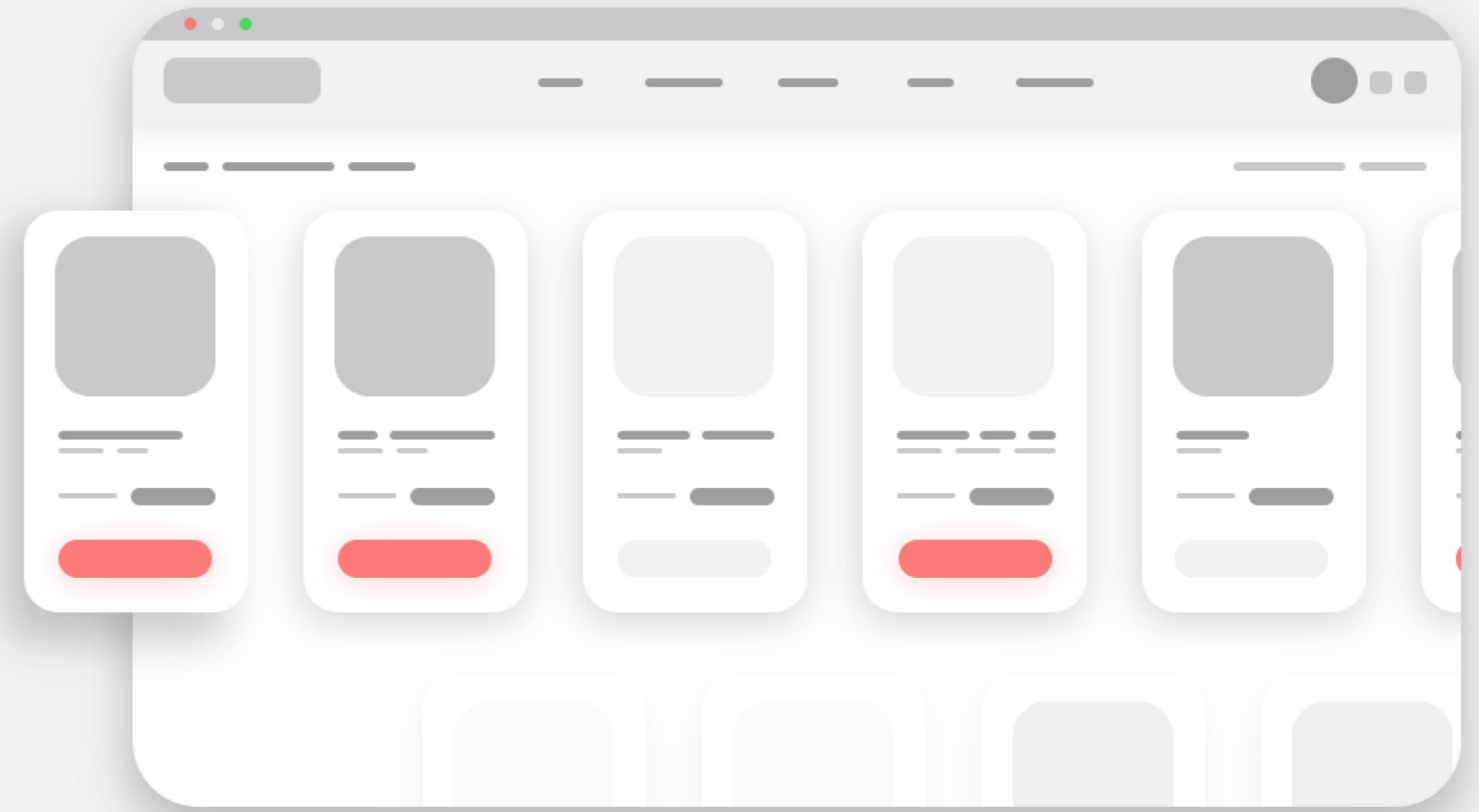
DESIGN PRINCIPLES



UI UX

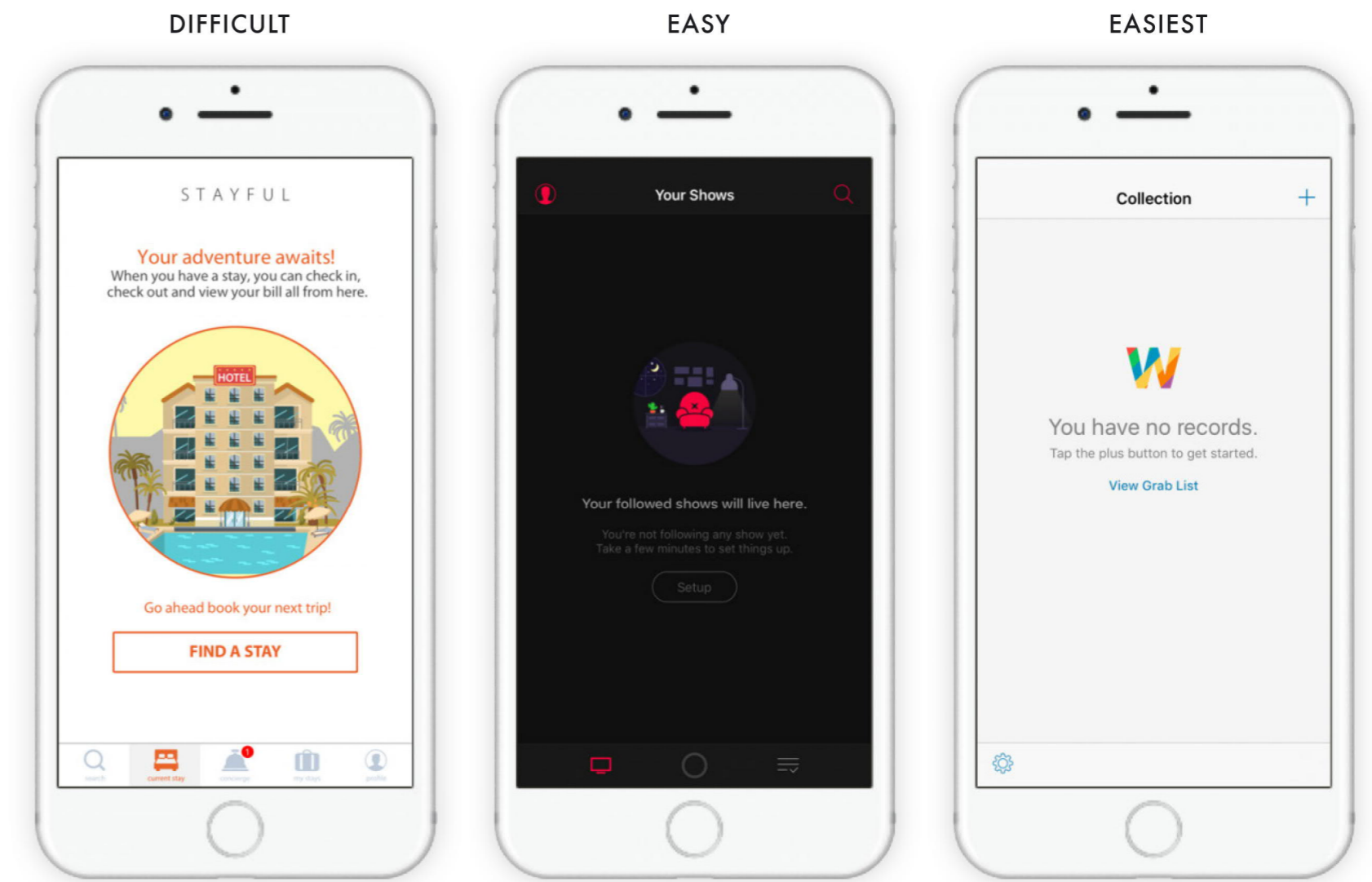
The first user experience of a product will set how the users connection to the product will develop. Every product on the market from cars, electronics, packaging or games has its own ways of UI, user interaction and UX user experience.

The user interaction and user experience should be logical, recognizable and easy understand with a small learning curve.



UI/UX PSYCHOLOGY

To develop a good UI/UX application we need to focus on human psychology. It's important to implement a design that triggers our cognitive load as little as possible but instead stimulates our sensation while using the product. Cognitive load is the amount of mental effort a person is using in order to complete a task. The Cognitive load can be divided into three types Intrinsic cognitive load, Extraneous cognitive load, Germane cognitive load.



EXTRANEOUS COGNITIVE LOAD

Processing that takes up mental resources, but doesn't actually help users understand the content.

INTRINSIC COGNITIVE LOAD

The effort of absorbing new information and of keeping track of their own goals.

GERMANE COGNITIVE LOAD

Processing information and construction of schemas, which can describe a pattern of thought process.

READING

When we explore and interact with a product either if it's a dashboard in a car, navigating through a web page, exploring an app or reading a book. We put our attention in different areas of a product depending on how the product is meant to be used. We read a book or a magazine differently depending on which part of the world we live in, for example, Islamic scripts are read from right to left. Therefore, if we are used to reading from left to right we always navigate our eyes in the same manner. Imagine yourself in front of very beautiful scenery, with slope, trees, mountains and the sun on the horizon, where do you look first?



MISREADING
This is a good example of how digital artists rearrange letters for playfulness which instead leads to misreading the information according to how we are used to reading.

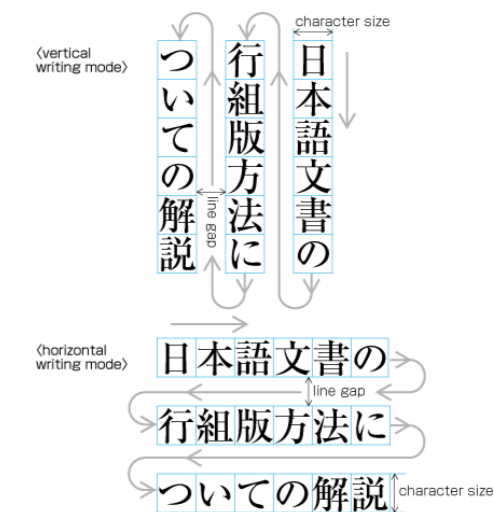
DANS, RÖN OCH JAG PROJEKT

På jakt efter ungdomars kroppsspråk och den symboliska dansen, en sammansättning av olika kulturers dans, har jag i mitt fältarbete under hösten rörligt på olika arenor inom skolans värld. Nordiska, amerikanska, syd- och östeuropiska ungdomar gör sina röster hörda genom sång, musik, skrik, skraff och gestaltar känslor och uttryck med hjälp av kroppsspråk och dans.

Den individuella estetiken framträder i kläder, frisyrer och symboliska tecken som förstärker ungdomarnas "jagprojekt" där också den egna stilen i kroppspråkerna spelar en betydande roll i identitetsprövningen. Upphållsrummet fungerar som offentlig arena där ungdomarna spelar upp sina performanceliknande kroppsspråk.

WEST OF THE WORLD

In the western part of the world, we read and glance with our eyes from left to right. Because we are schooled in this certain way, we are interacting with everyday products in the same process.



EAST OF THE WORLD

On the other side of the globe, in Asia, we glance with our eyes in two directions, right to left and top to bottom. This can often be seen by looking at old text scrolls or traditional formal scripts from ancient times. Reading and writing from top to bottom is still used today on special occasions in families with a long parentage history.

DESIGN HIERARCHY

When we scan a page, we tend to focus on what attracts our eyes the most. This can simply be achieved by implementing a design hierarchy to differentiate elements from each other. This is a very good tool if a designer wishes the user to focus on a distinct design element. You can often notice this in a fashion magazine or a well-thought-out product web page. The design hierarchy has a lot of potentials when it's done right. This method can give a tremendous result by combining typography with illustrations or images.

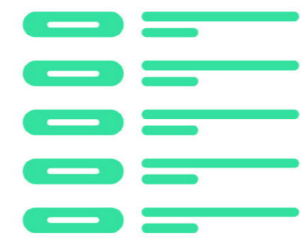
The picture on the right shows you a good example of how we observe design hierarchy and how well it works with only with simple text and shapes. This way we have more control over how we can make users to focus the important design components.

You will read this last.

**You will read
this first.**

Then you will read this.

And then this one.



WHAT A USER IS GIVEN

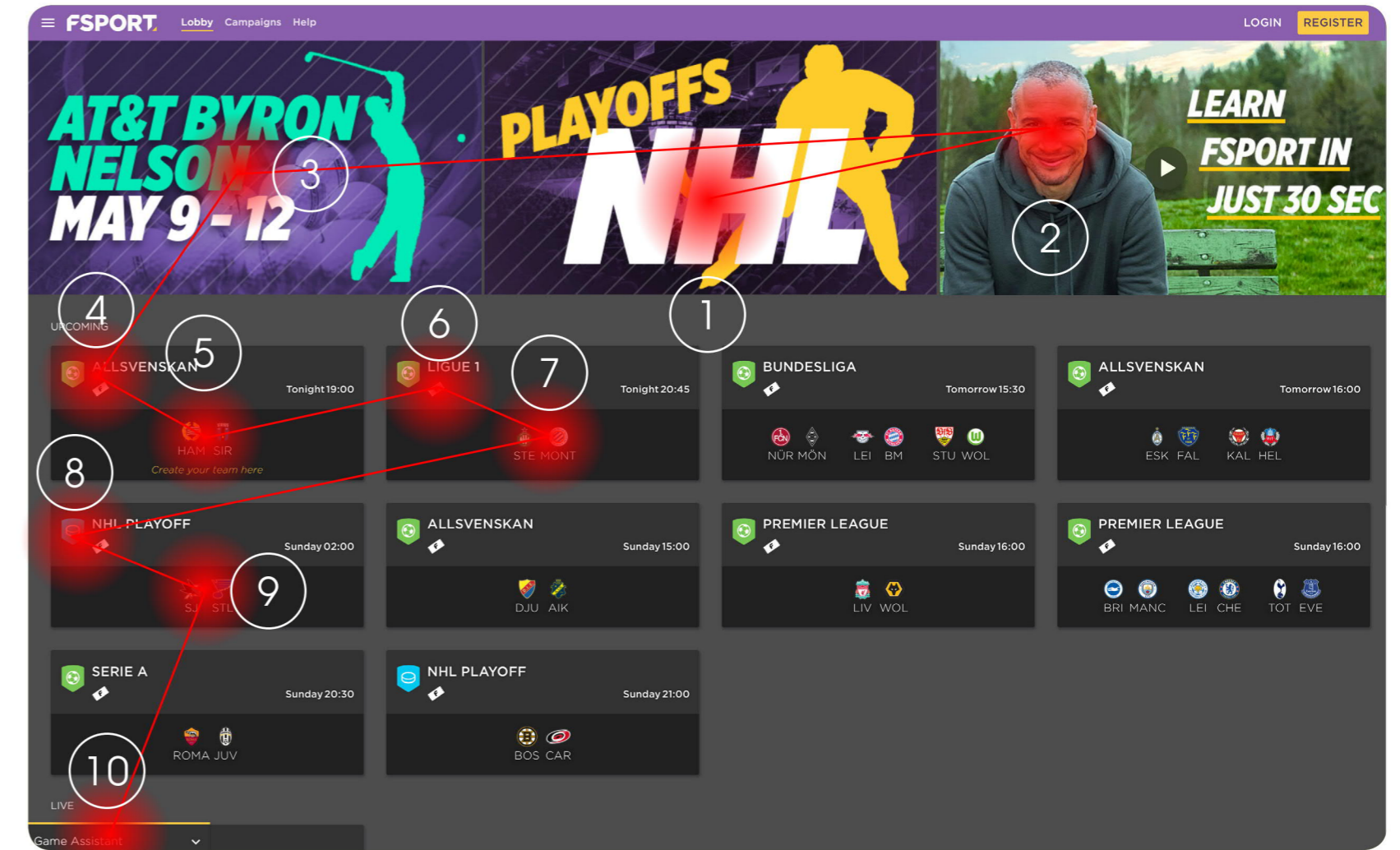


WHAT A USER SCAN

EYE TRACKING

When we explore a web page, we tend to focus our eyes on what interests us the most or on what we recognize. If we examine Fsport's current home page, the first element that catches our attention is the large font in the middle of the page. The second intriguing element is the face of the person to the right which we usually are familiar with. The rest of the page will be secondary which we put less attention on.

When exploring a web page we tend not to read but instead scan the page for what attracts our attention. The picture to the right displays how new users navigate through the home page. We can easily tell where they lay their attention to and in which order they are observing each individual element on the page.



SKEUOMORPHISM MATERIAL DESIGN FLAT DESIGN DESIGN ELEMENTS

When designing graphics elements there are several methods of doing it. The most used and well-known methods we use today are **skeuomorphism**, **flat design**, and **material design**. All the methods are frequently used today in many styles and combinations. We use these methods to design elements to help users to identify functional buttons or giving interaction feedback, without teaching users how the elements are meant to be used, in other words, it should be obvious.



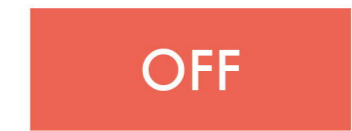
SKEUOMORPHISM
SWITCH

The first method is called skeuomorphism which is an old method introduced by Apple when they launched the first iPhone 2G back in 2007. Skeuomorphism is a graphic method implementing shadows, texture, lighting, gradient, and reflection. The elements were based on mimicking real physical items such as a button, switch, tv, phone, books, etc. for users to relate and recognize the graphical element with ease. Even though this was an innovating at the time designing graphics elements this way still had its flaws. The complications with skeuomorphism were, users focused more on the element rather than the content, it was difficult to match various styles, it looked bulky and the style gets old relatively quickly.



MATERIAL DESIGN
SWITCH

Material design is a combination of both skeuomorphism and flat design. This method lets us use minimalistic elements with small effect elements such as depth, shadow and a hint of action. Just like the switch above, we can still interpret the design component like a switch with an on and off button action just like in the skeuomorphic switch, compared to flat design which only is a field of text. Using this design method will make our content to stick out without other distractions.



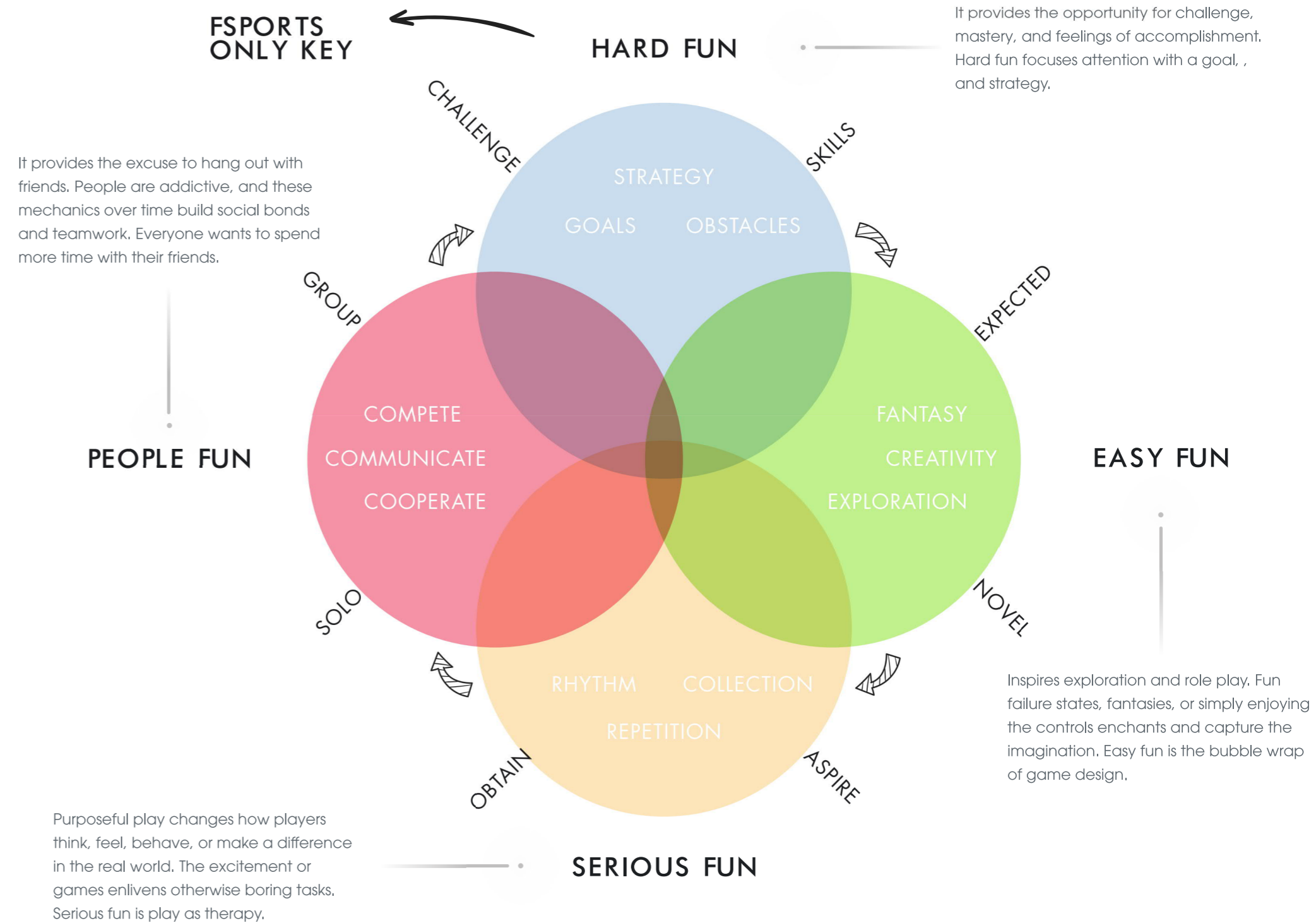
FLAT DESIGN
SWITCH

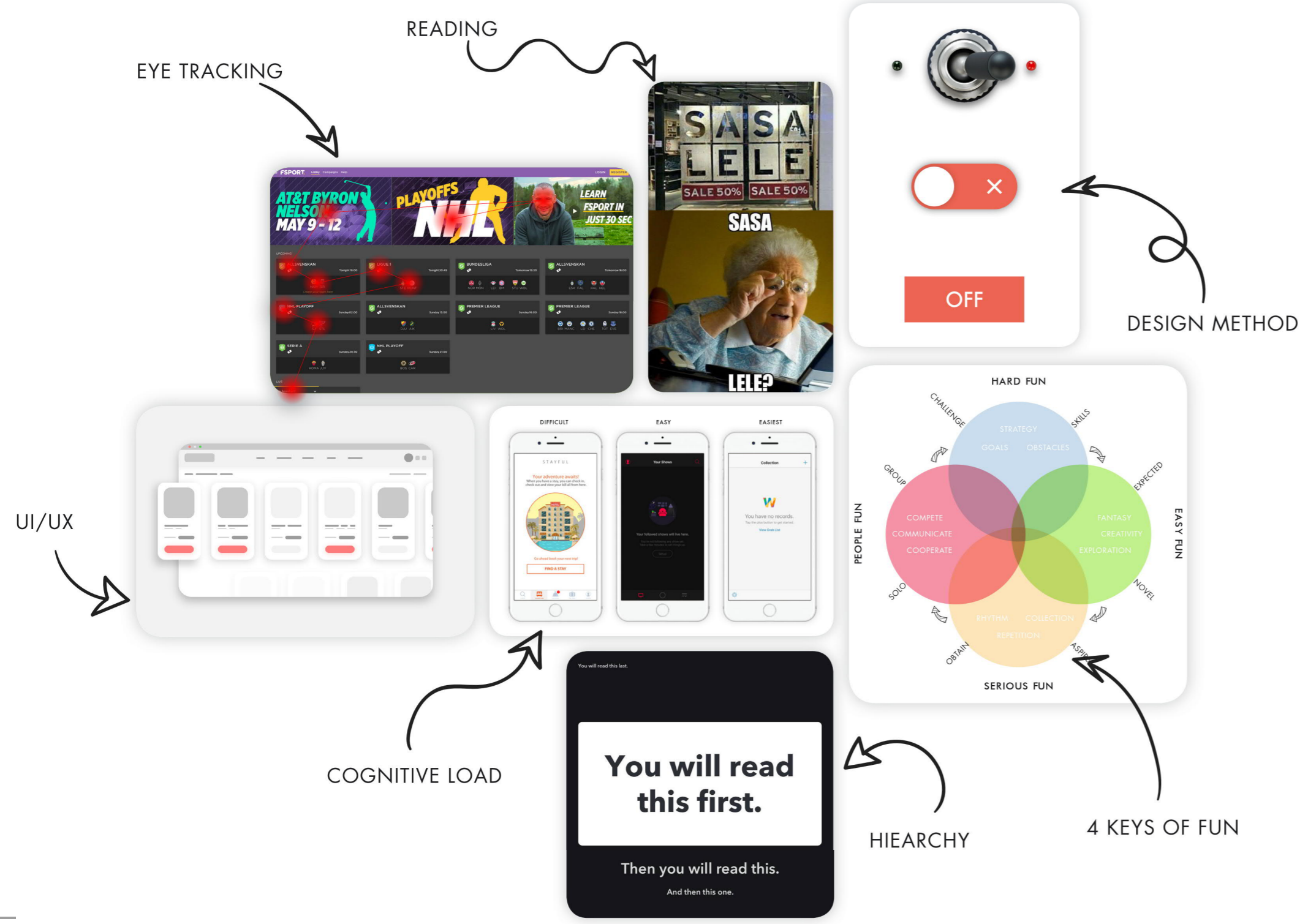
Compared to skeuomorphic design, **flat design** is very minimalistic without special effects and usually made out of simple shapes. Flat design lets the content to stand out and speak for itself. When using flat design and its minimalistic layout, it can often be observed as an amateur like or too simplistic design. Because flat design makes everything look one dimensional, users struggle sometimes finding which elements are functional. Nowadays you will stumble upon buttons looking like a label with text element, which can be misleading and confusing without hinting its functionality.

4 KEYS OF FUN

Nicole Lazzaro is a famous psychologist and player experience designer. Lazzaro has written a book about her game design methodology regarding players emotional development while participating in a game. According to Lazzaro's research, a good game should have as Lazzaro refers to as 4 keys of fun. This method is about how players can challenge themselves but also gain an emotional connection to a game. The 4 keys are, Hard fun, Easy fun, Serious fun, and People fun, where each key has its own emotional impact.

Fsport only holds one key of fun which is the key to hard fun, where users only play for themselves by creating various strategies to win the big cash rewards. This area of gameplay could be targeted and focus on the remaining keys of fun to keep users active and entertained.





FINDINGS

DESIGN METHOD
Use material design to implement minimalist and recognizable design elements without compromising the content.

COGNITIVE LOAD
Design a user-friendly interface without overwhelming our cognitive load but instead focus on the user experience.

UI/UX
Create a logical and understandable UI mapping.

4 KEYS OF FUN
Focusing on the 4 keys of fun to increase players enjoyment and activity.

DESIGN HIERARCHY
Implement a distinct design hierarchy to differentiate design elements from each other.

EYE TRACKING
Understand how users scan a page to determine the user will detect the important or relevant design content.

READING
Make the reading obvious and easy to eliminate the risk of users misreading or misinterpretation the content.

SYNTHESIS



DESIGN TOOLS

To complete the project, I had to use new prototyping software which I haven't used before which requires a huge learning curve. Different software was used for different areas of the project from, sketching, graphic elements, illustrations, and working UI/UX prototype.



UI/UX Prototype software to mock-up or create a working prototype that can easily be converted into developer codes.



A helping to software specializing in prototyping elements and prototype making.



New kinds of software used for the iOS platform where rendering and vector-based work are combined into a single application, used for on-boarding.



Adobe creative suite, used for sketching and finalizing illustrations.



Adobe creative suite used to produce all icons and design elements for the prototype.

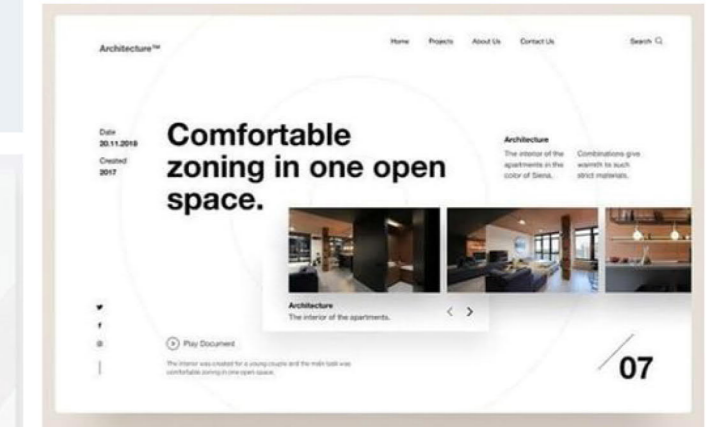
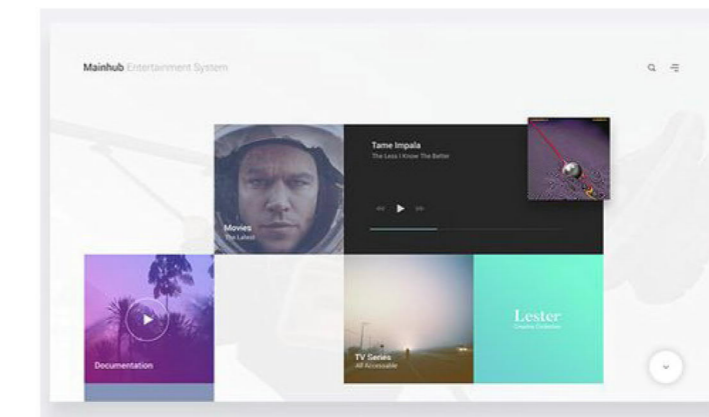
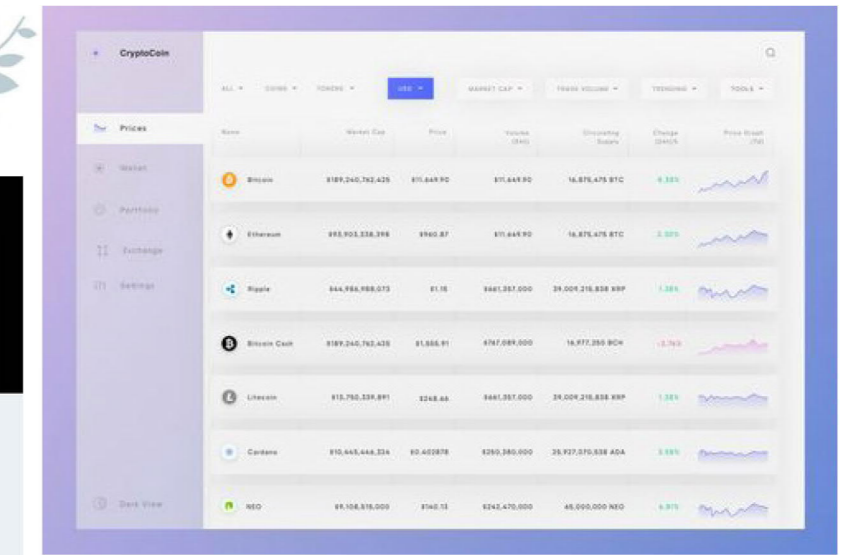
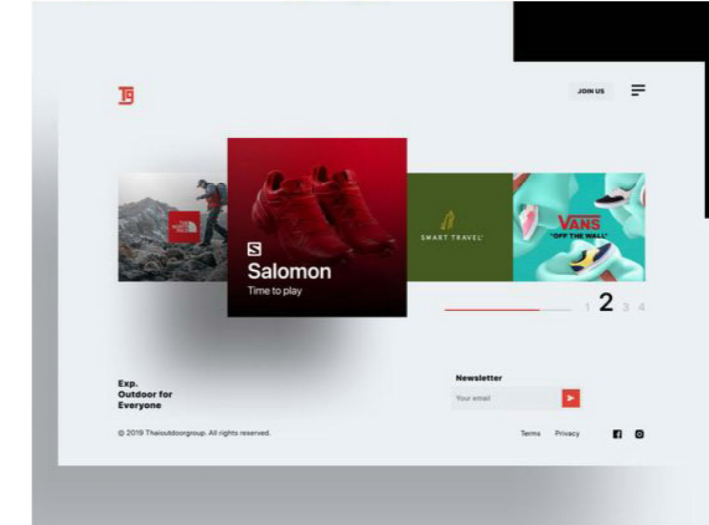
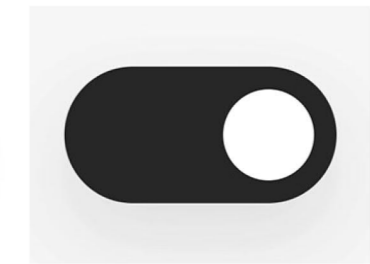
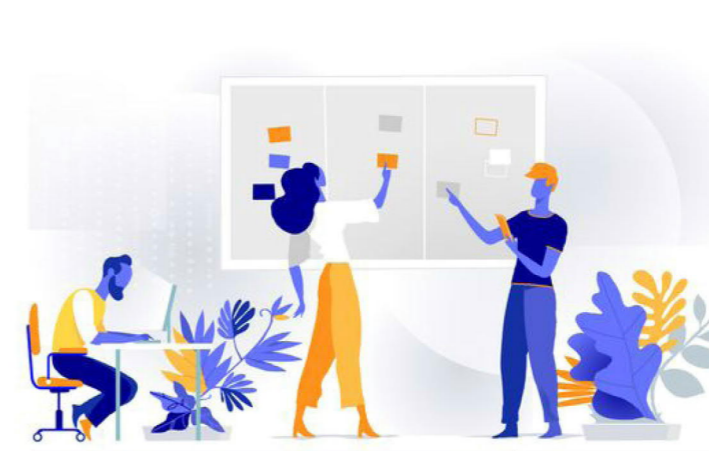
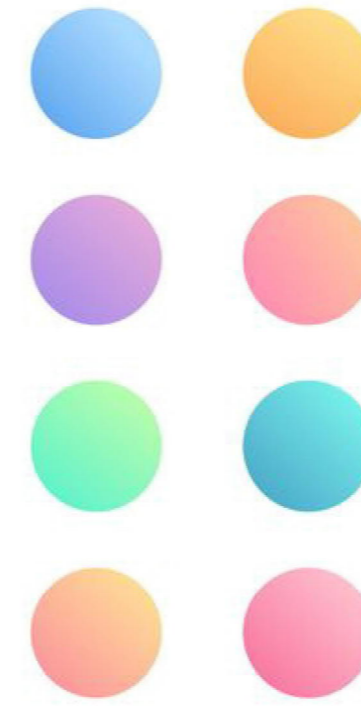
Mock-up
Prototype

Sketching
Illustration

INSPIRATION

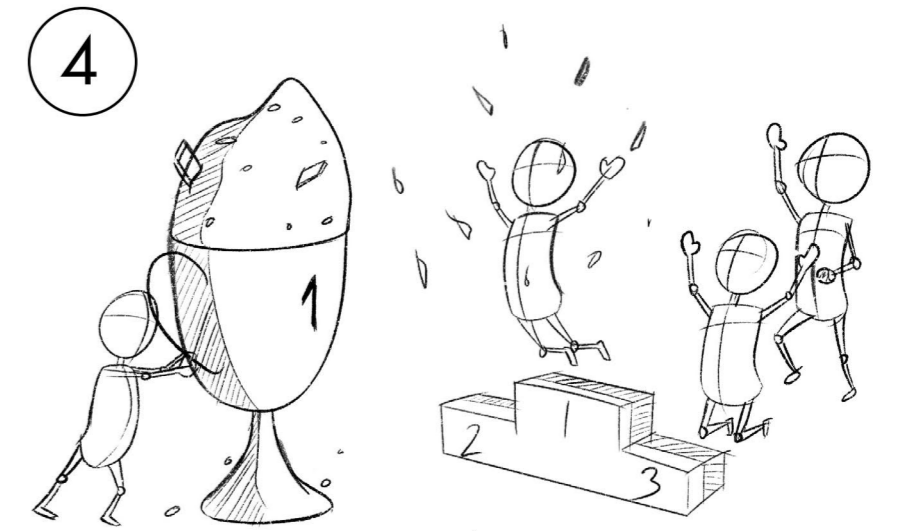
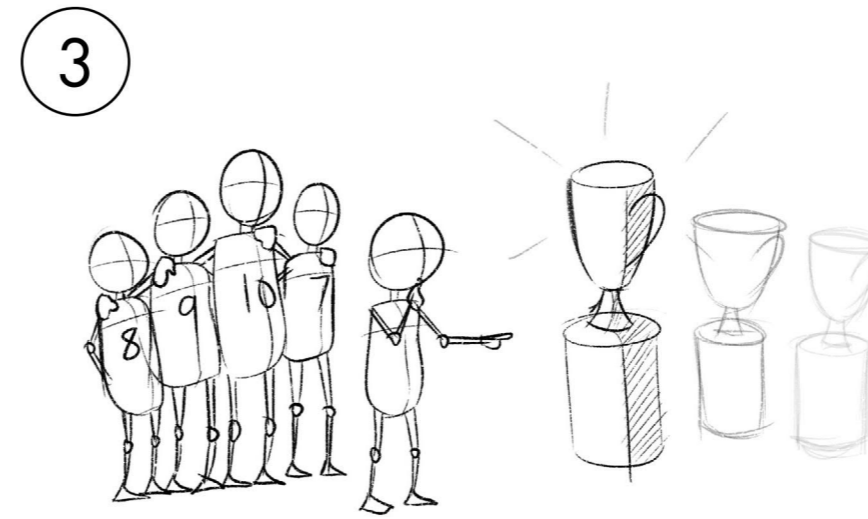
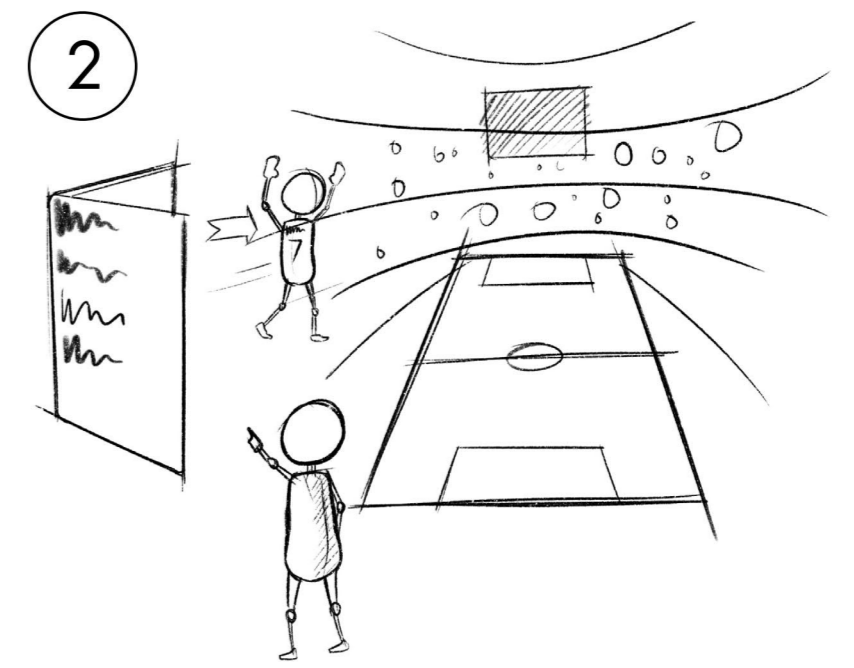
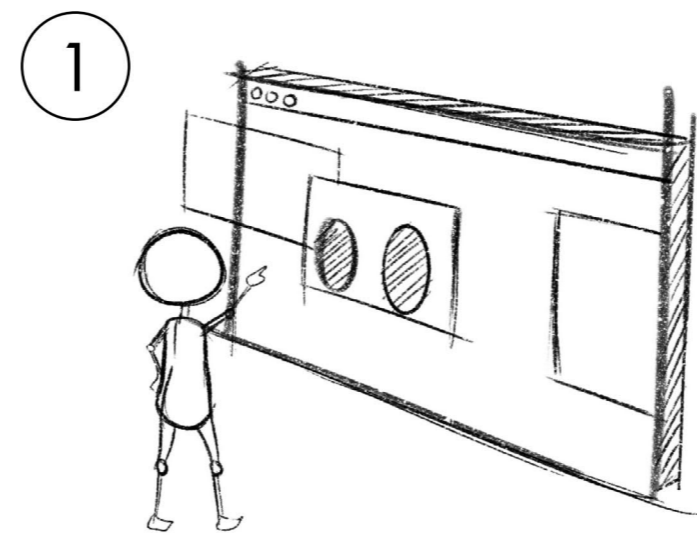
My inspiration for this project will result into a more minimalistic and flat design layout to eliminate as much clutter as possible to let the relevant content to speak for itself. I went for a clean and sharp form language to make the page more "sporty" and professional.

The illustration for the onboarding is very significant to understand the mechanics of the game. I decided to go with trending isometric illustrations with bright colors and a variety of color gradients indicating the playfulness of the game which still keeps its professionalism.



ON BOARDING

To improve new users understanding of what fantasy sport is, it can easily be described in four simple illustrations. I wanted to tell a story by following a character guiding us through the whole process, from start to victory. The illustration should be simple enough for the new user to understand the illustrations without the need of leaving the current page, reading long text or watching a tutorial video.



CHARACTER

The character for the on-boarding illustration should be casual and easy for the user to relate to. The common user of fantasy sport is the everyday person who seeks some extra thrill. Therefore, the character should resemble the everyday user. When asking the team from Fsport of how they imagine a common user looks like. To the right, you can see how we visualize the common user.



USER TYPES

Providing an online platform requires to understand various types of user groups to regulate the functionality of procedure for each type. Each type has its own goals and intensity of excitement. We have to implement changes that will benefit all user types without complicating the product. There are three types of users playing fantasy sport, **serious players**, **social players**, and **learning players**.



Serious players

The first user type is serious players. From what we can understand from the title, this user type plays the game with the only ambition to win all grand prizes. They do whatever it takes including creating various strategies and creating 100+ teams to secure high placements on leaderboards.

100+ teams



Social players

The second user type is social players. This type of player enjoys the game by interacting socially with other users, friends, and family. They create several teams just to compete with their social group without taking big risks. This is very common in big groups of office workers or sports enthusiasts.

10+ teams



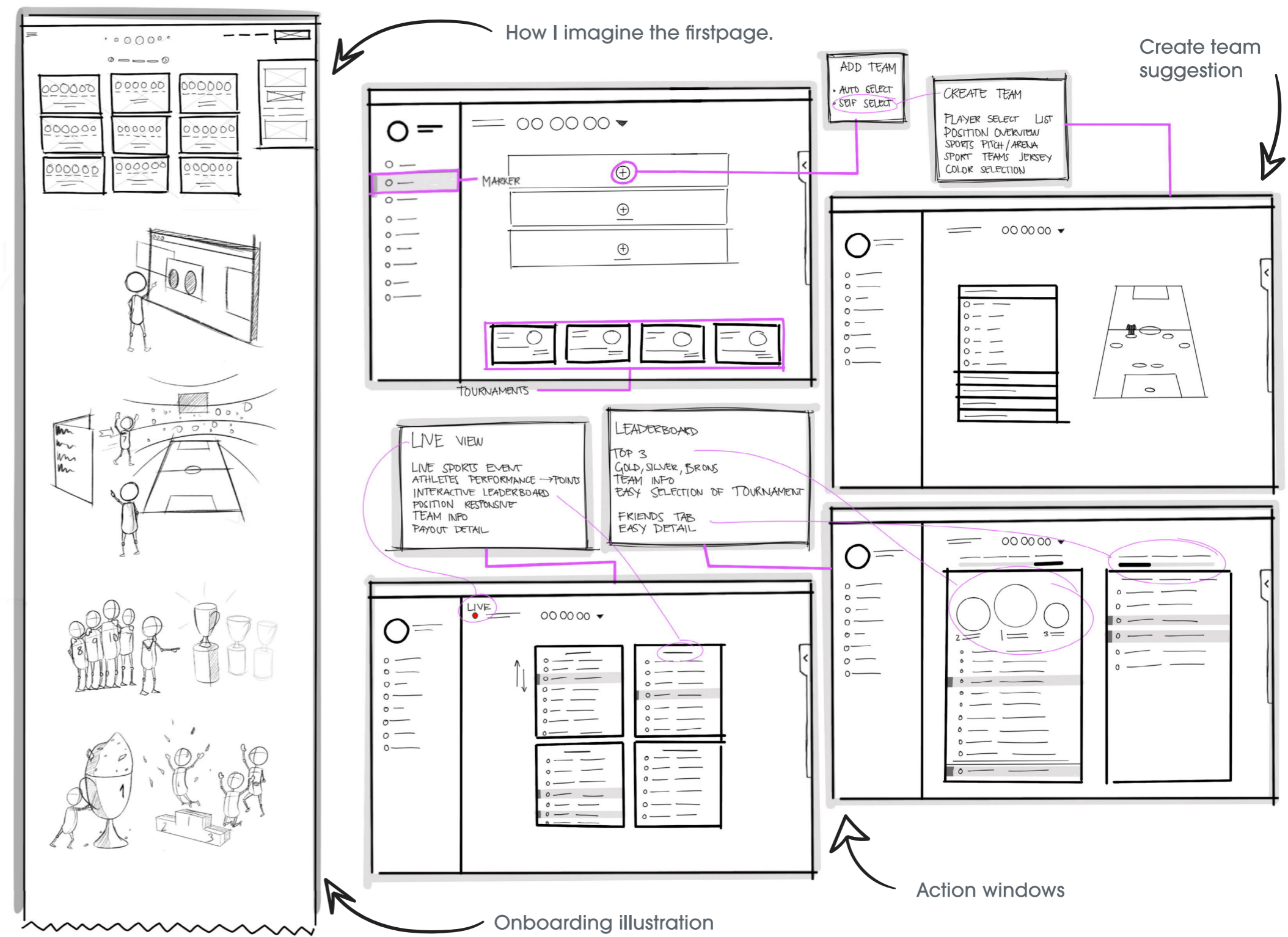
Learning players

The third and final user type is learning players. There are several reasons why people might want to be more interested in sports. They either are playing for the social aspect, earn money or start appreciate the sport. With a steep learning curve, the user needs to start with a few teams and learn by trial and error.

1-5 teams

SKETCHES

Sketching up ideas and solutions based on my research would be a great way to test my research findings together with the team. I have done various sketches from whole page views to smaller elements such as button, marker, icons, and frames. To ensure each function is relevant and convenient, I had to draw the following actions to the prescribed procedure.



How I imagine the firstpage.

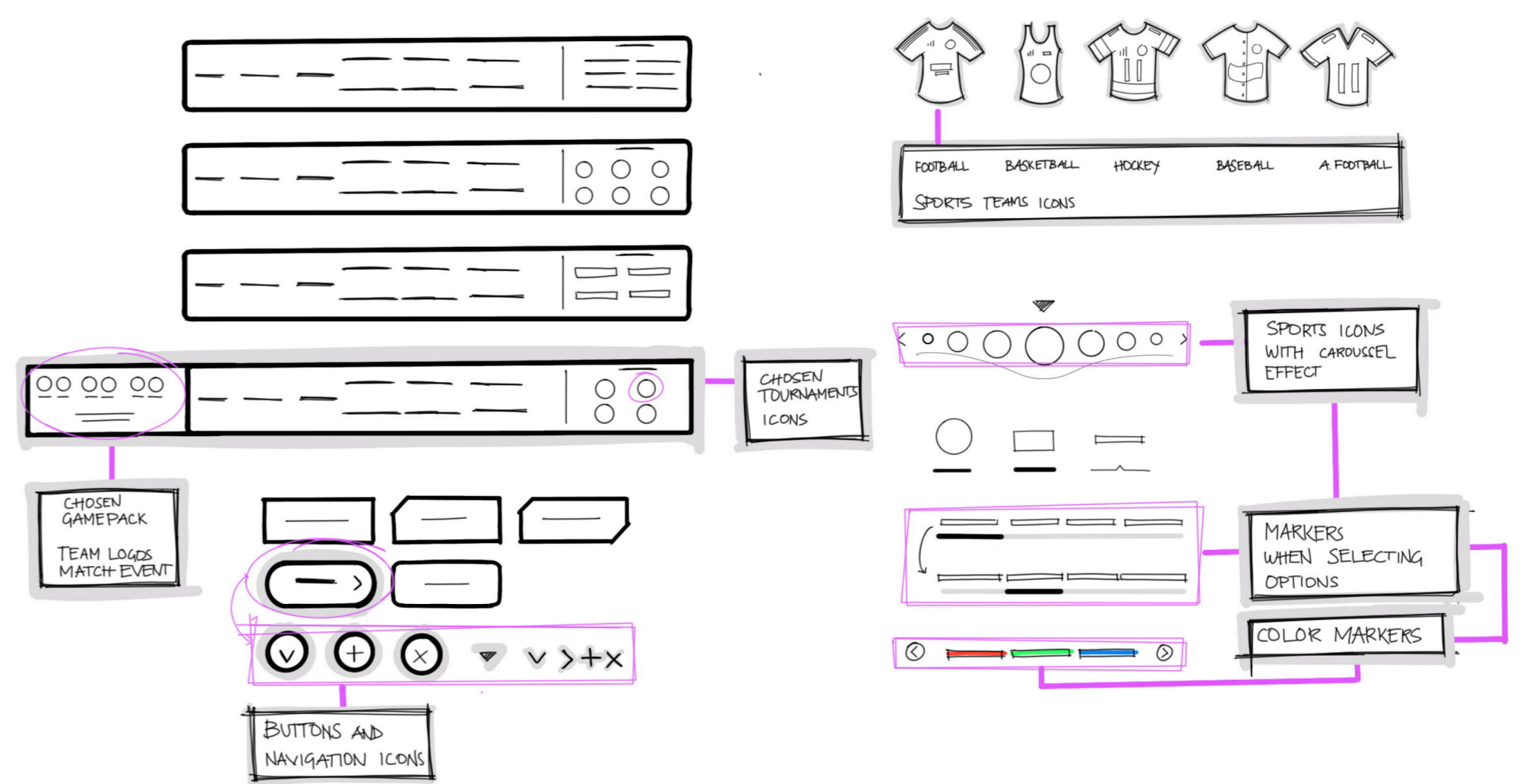
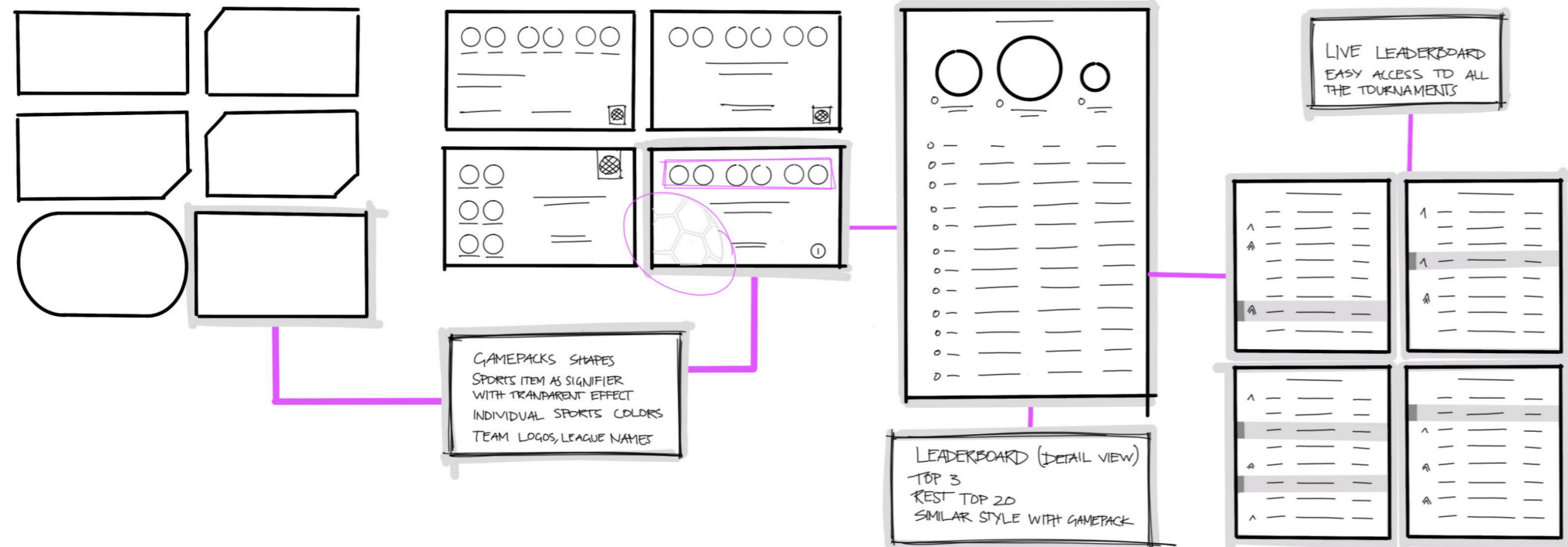
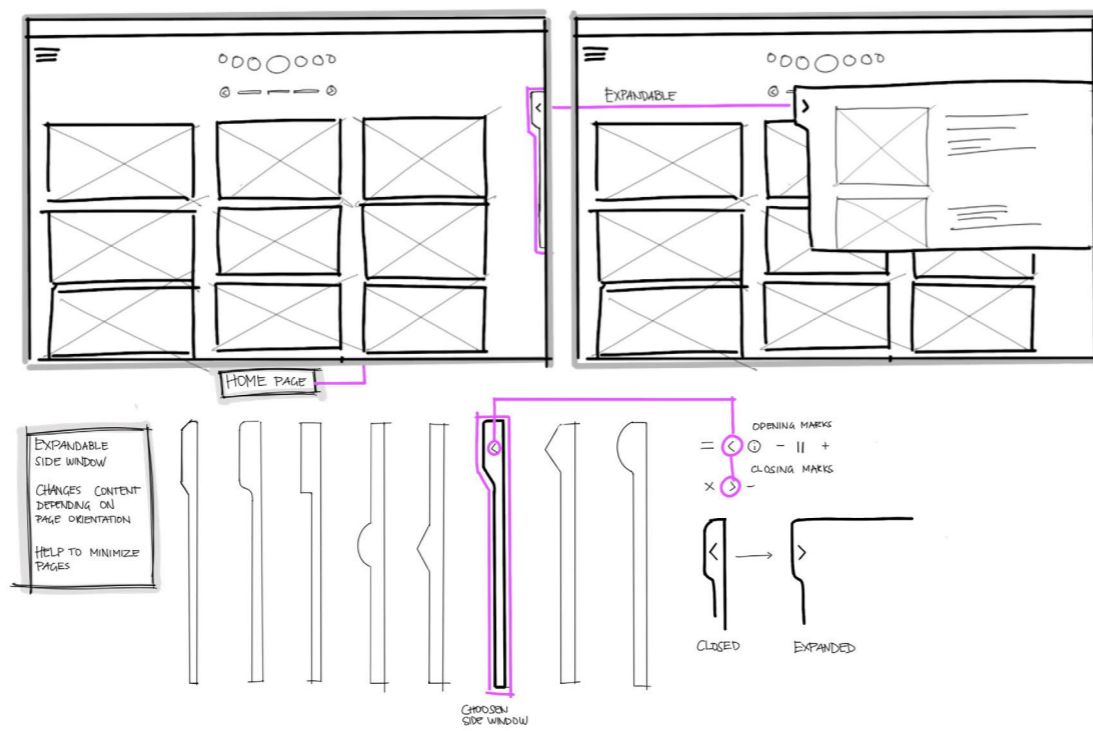
Create team suggestion

Onboarding illustration

Action windows

DETAILS

Through every step of the process requires to have the same style or design details to make the gaming experience smooth and effortless. Small details and indication will be signifiers for the user to recognize which elements are interactive and which are not. Therefore, recognizable design detail needs to be embedded through all pages.



UI/UX ELEMENTS

UI/UX elements are small icons or a functional indicator, which is necessary to highlight an action. Each element needs to be addressed in detail for each individual action.

FIRST WIRE PHASE

FIRST PAGE

This is how I imagine Fsports home page would look like when visited for the first time. Showcasing such as banners or other promotion ads are not relevant until the user had either created a team or an account. The focus for the home page is to provide enough information to guarantee the users understanding of what Fsport delivers or what fantasy sport is.

We can easily teach the new user the processes by creating an interactive onboarding illustration with a parallax effect to catch the users attention. Instead of redirecting them to a page, letting them read or watch a video.

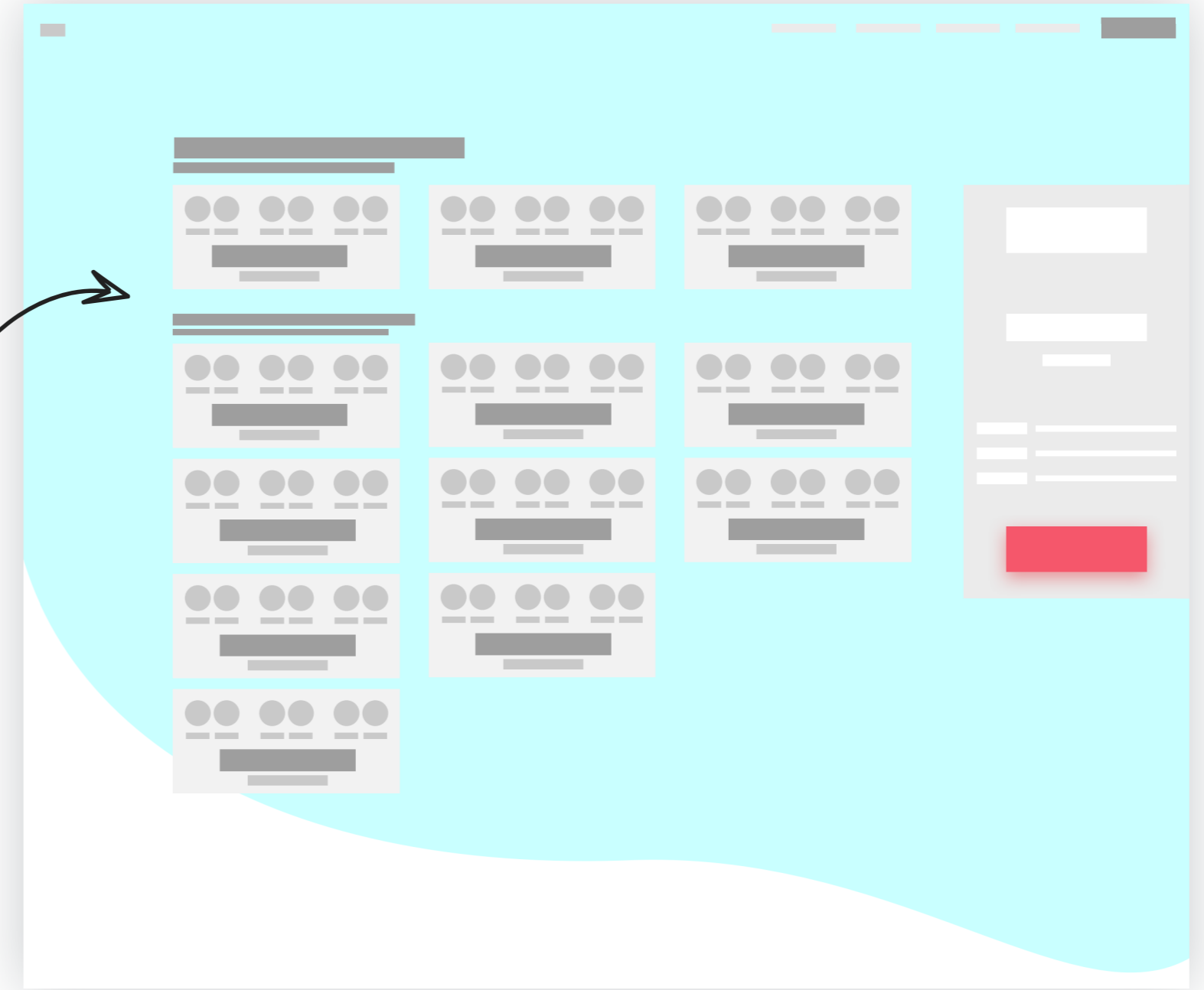
Scrolling parallax animation to highlight important parts of onboarding



Guiding onboarding illustrations by scrolling through the page.



Hottest and upcoming gamepacks

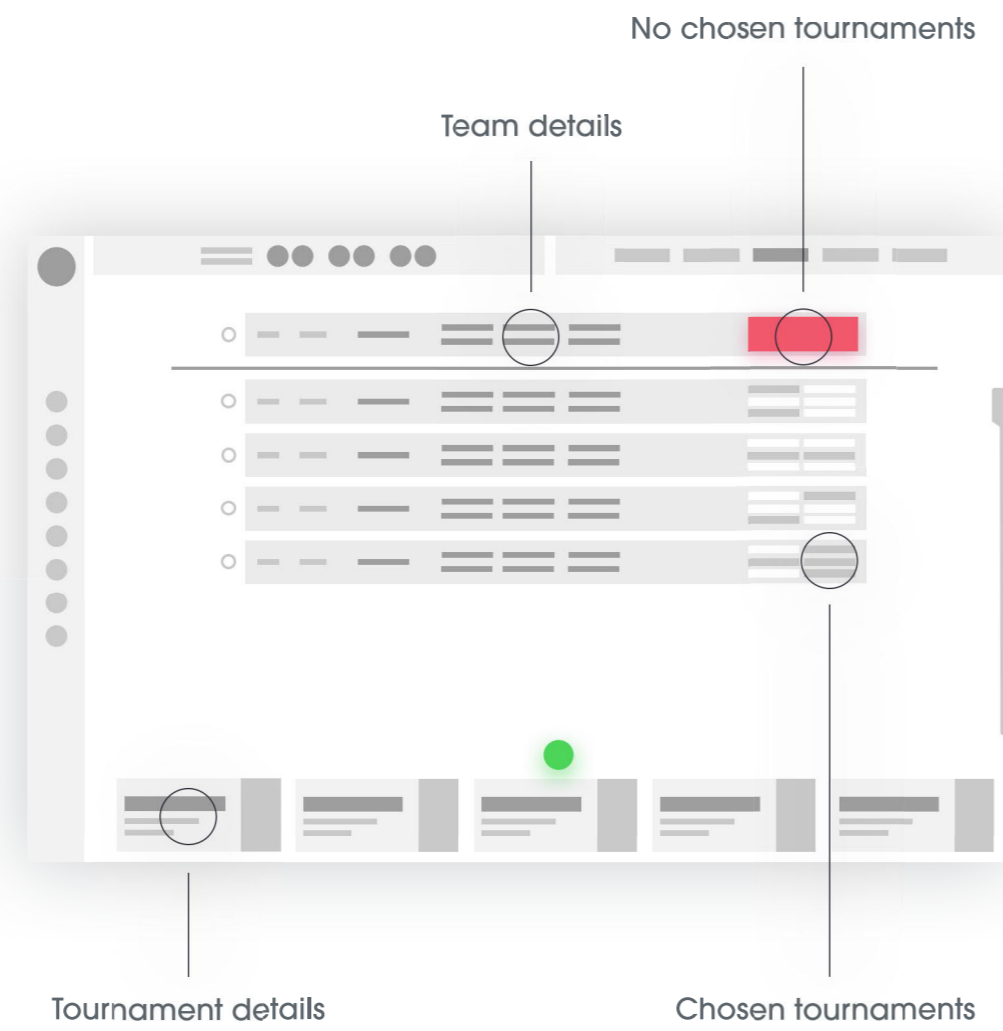


Sign up
sign in window

PREGAME HUB

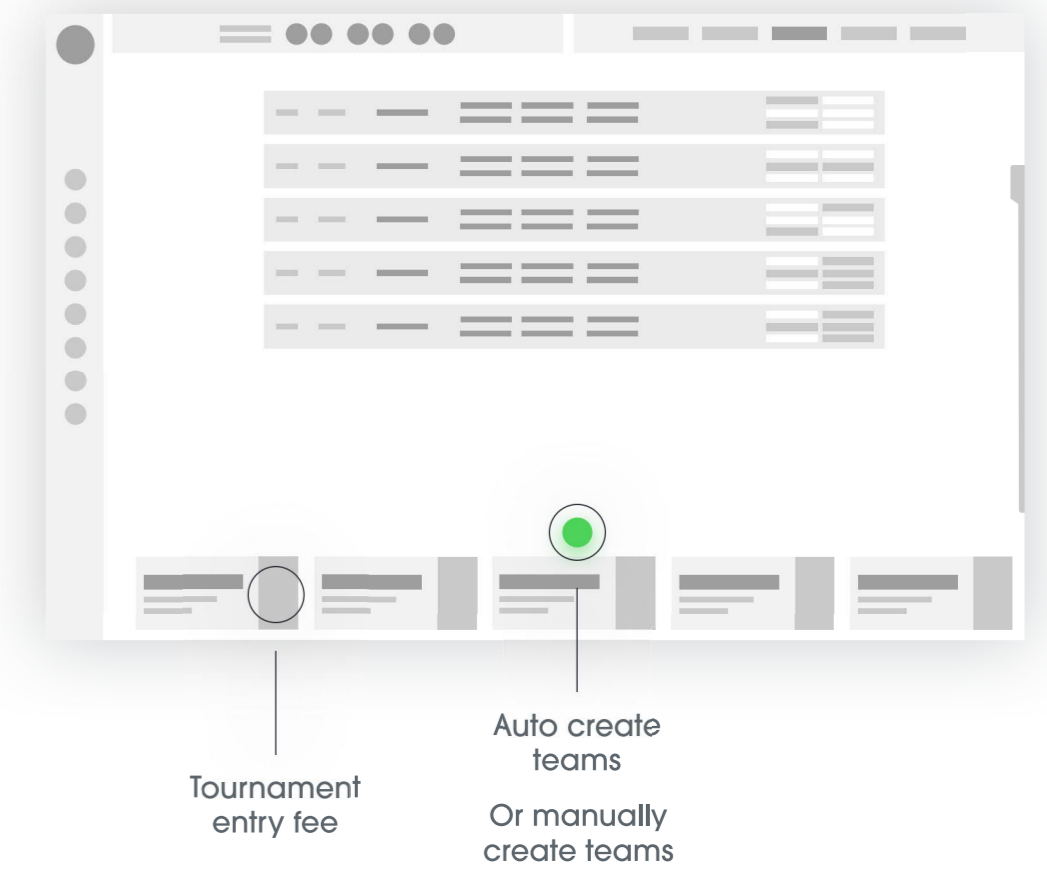
This is the pregame hub where the user can manage their teams and tournaments. Fsports current platform lacks continuous flow where you can edit, add or view premade teams and tournaments. Today, users can only modify their teams and tournament by one single object at the time. Sometimes users might forget to include their favorable teams into various tournaments due to the confusing categorization.

Organizing teams by displaying all necessary information such as team points, team ID, players, selected tournaments and teams not included in any tournament. This will provide the user with a better overview of all the premade teams.



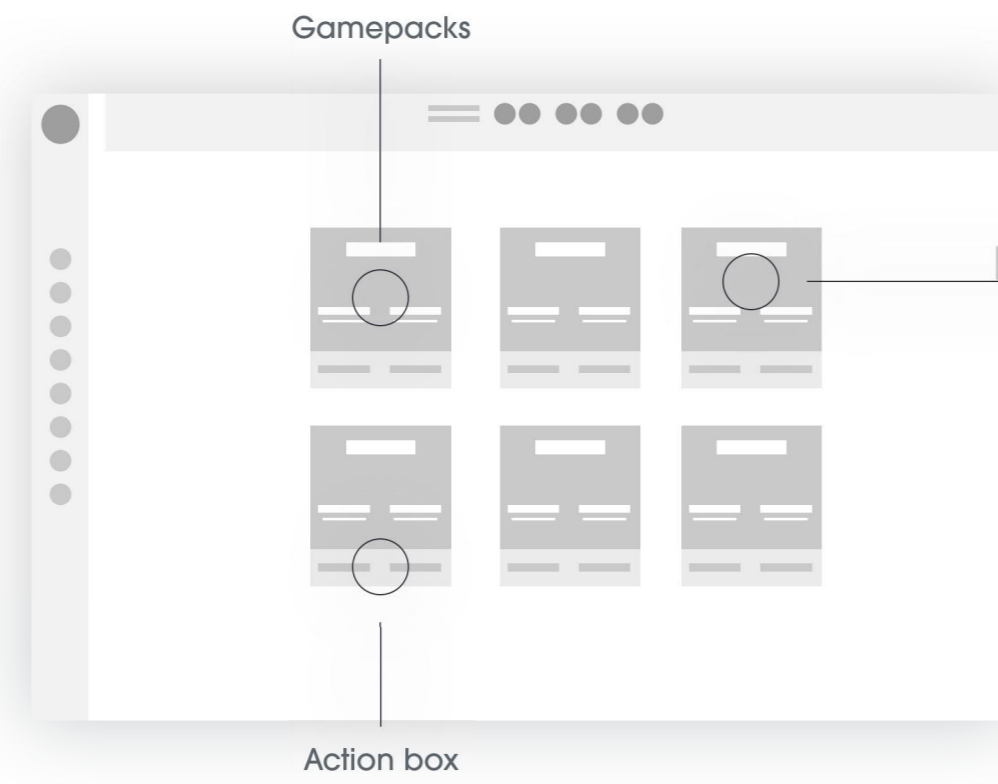
AUTO CREATE

As we mentioned earlier, there are many users who enjoy generating over 10+ or even 100+ teams. Auto-create is a relative quick function, but not convenient enough for a certain target group. The process needs to be even more direct with only a few clicks. Therefore, a team can easily be auto-generated from the pregame hub without leaving the page. To make sure all the favorite teams are not excluded from competitions, the user has to first choose one or several tournaments after the team had been generated before advancing.



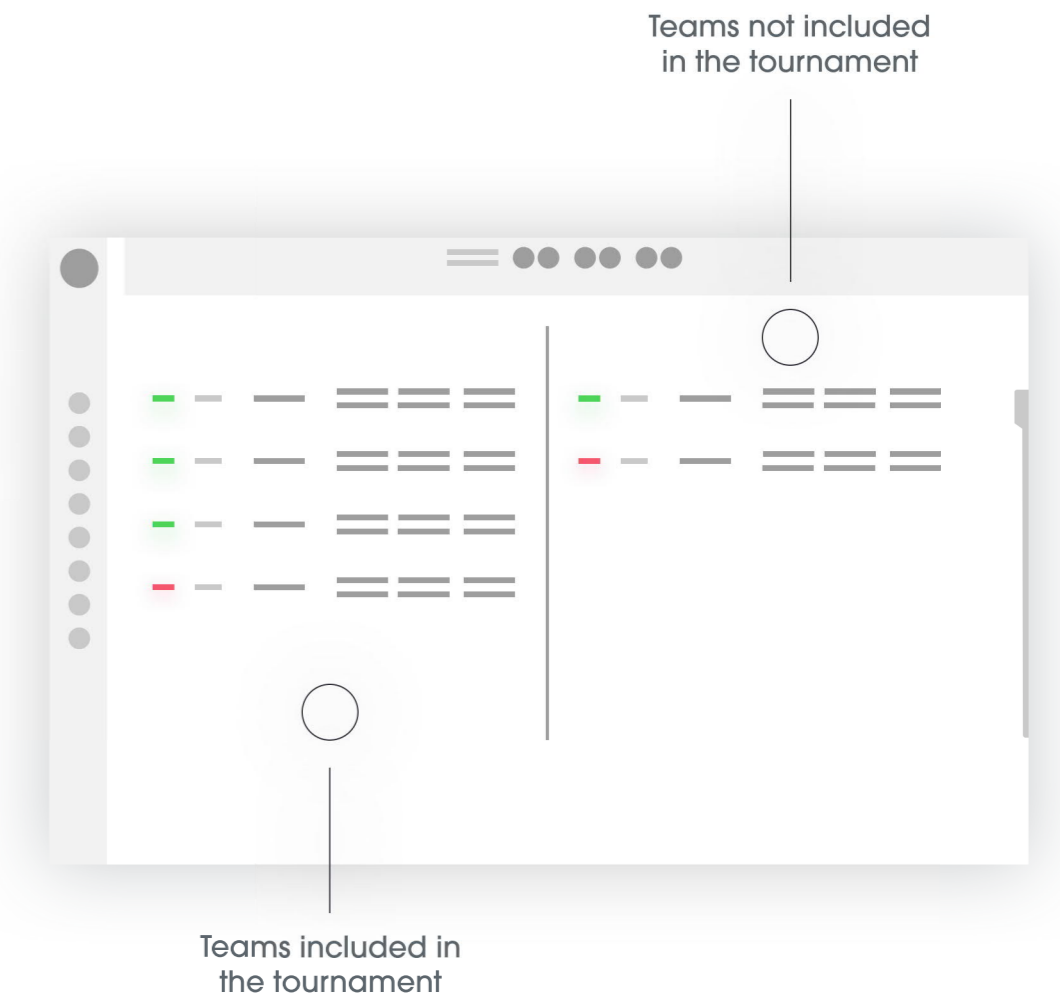
LIVE HUB

To give the players extra excitement during live sports events, the live-action menu should be highlighted. Today players can only follow their teams during one single game pack which dismisses the other teams in other game packs. The live hub will help the players to view all their teams and all chosen tournaments in one single view. Selecting a specific tournament will show the details of that exact tournament.



LAST MINUTE ADJUSTMENTS

To easier see which teams are included in gamepacks, you can easily add or edit a team before the live sports event by viewing the detail menu for each tournament. This can be a good way of doing last-minute changes before a kick-off.



LEADERBOARD

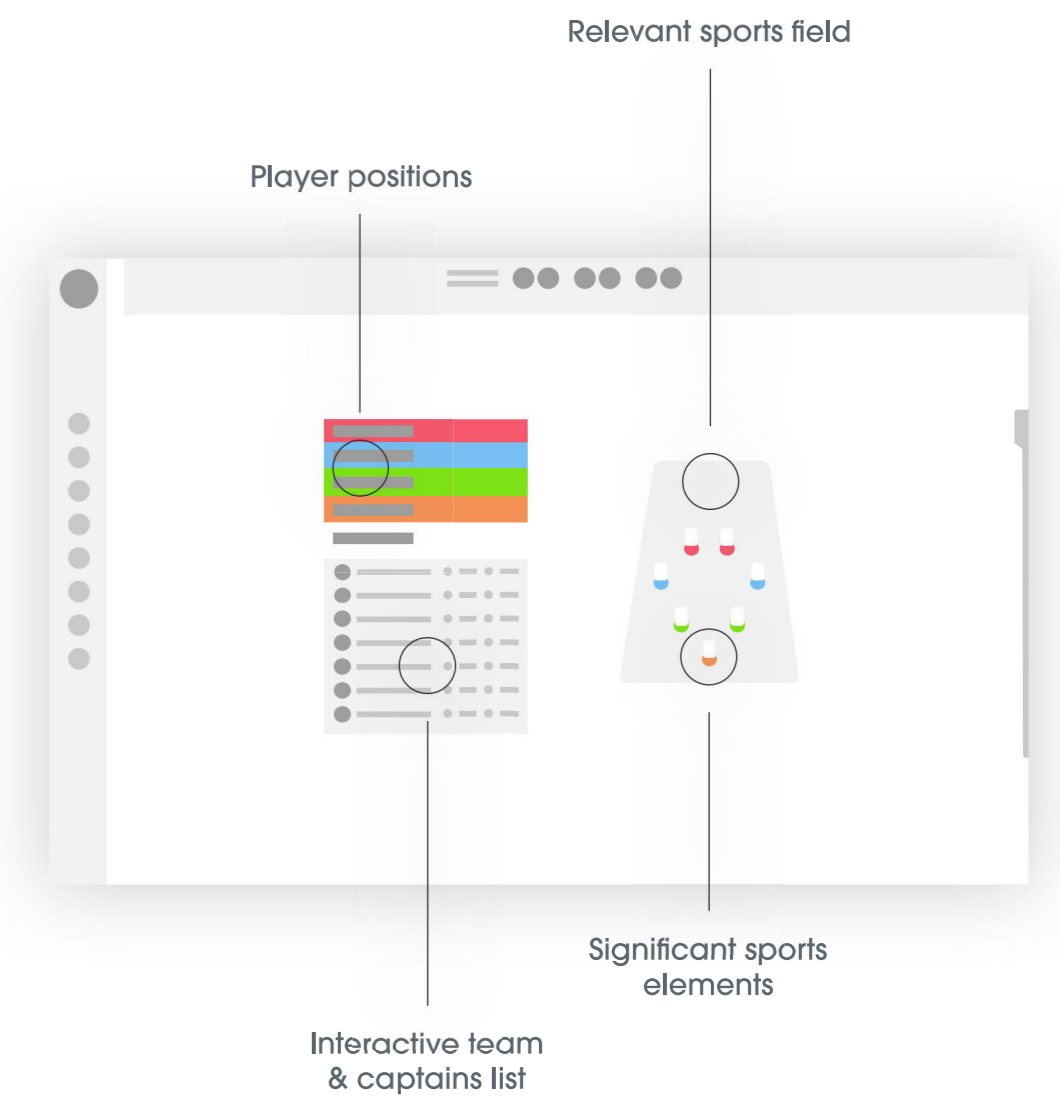
The leaderboard menu today is not highlighting the important aspect of what makes a leaderboard intriguing. We associate leaderboard to feature the top 3 individuals, where players are rewarded with higher prizes. The new leaderboard should highlight the top individuals and focus on the aesthetics of the leaderboard to encourage the players to be on top.

The leaderboard should also be interactive by showcasing the advancing and the dropping teams. This will give a better experience of a live event and responsive feedback.



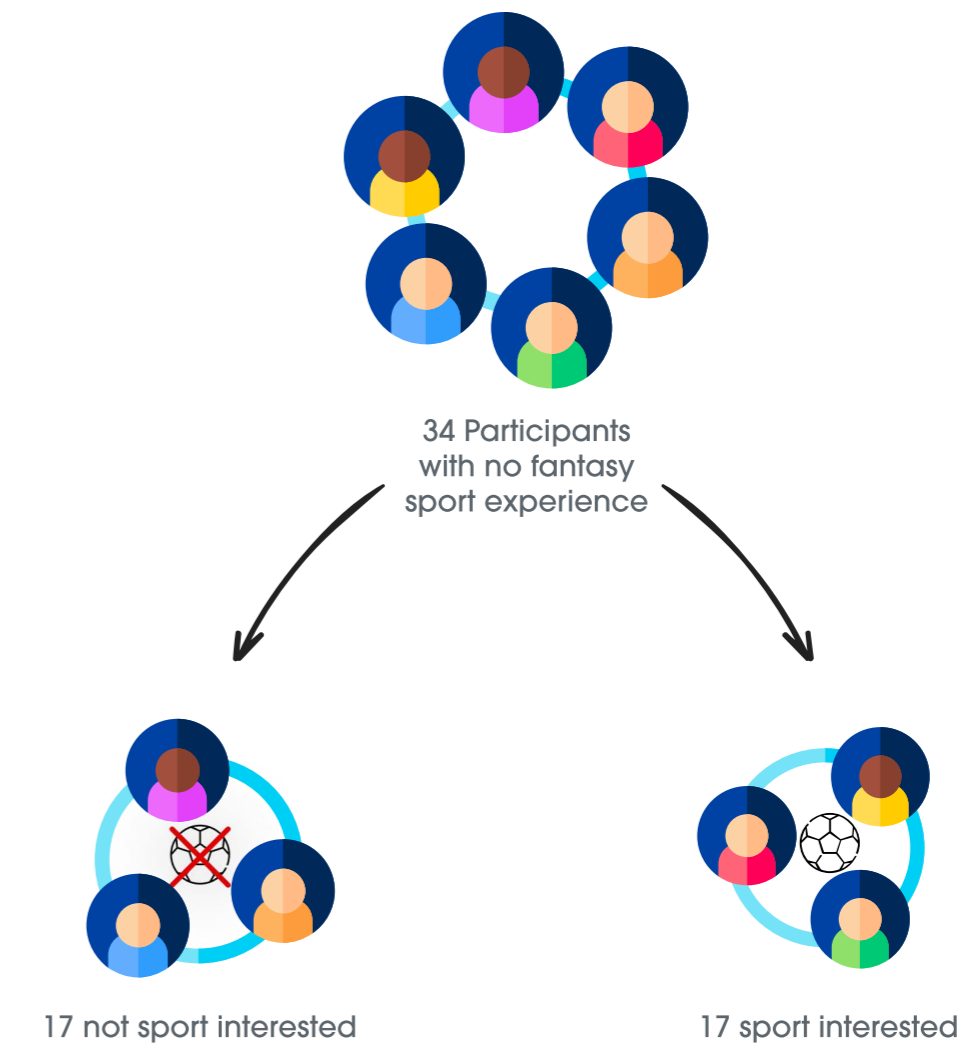
CREATE TEAM

The create team menu needs to be updated. This is one of the areas within the game where the players express their excitement for a specific match or making their fantasy team. The view should reflect on every action of the user when selecting players from different teams and captains, instead of an unexciting list. The team menu needs to implement sports elements such as, team jerseys, pitch, team colors, and player positions, which can be customized for each sport. This will increase the excitement of the user to relate to sport.



USER TEST USER GROUP

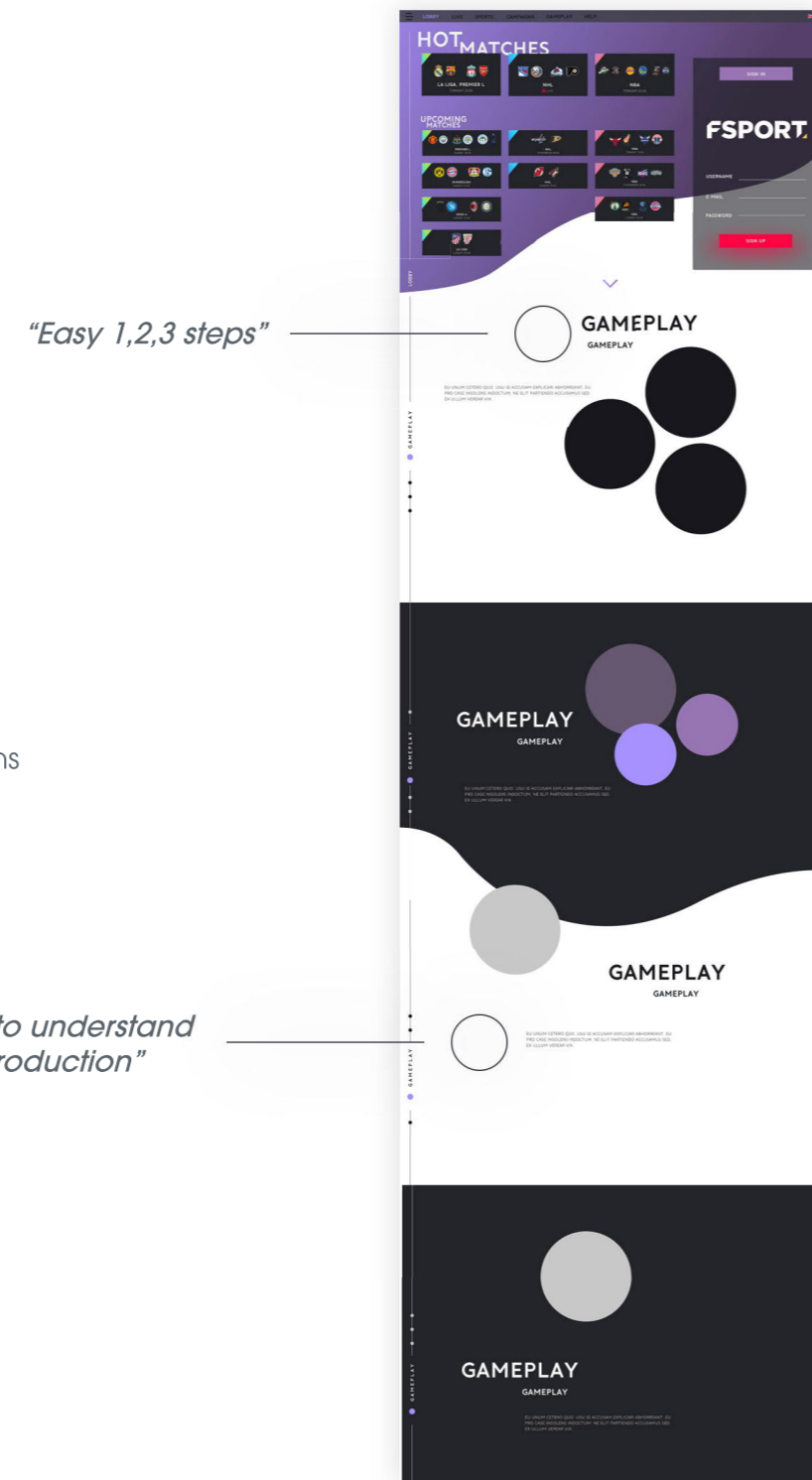
To test my ideas and theories, I need a certain type of user group. To gain as much usable feedback as possible, I decided to test the mock-up to participants who have never played a fantasy sports game before. My argument is to identify how logical and obvious the interface really is by introducing the mock-up to new users, to eliminate some biases which could interfere with the result. Therefore I can gain genuine thought and evaluation of the outcome experience. To make the process more effective, I have ensured to let the same participants test all the mock-ups and prototype to observe the development of the participants' experience.

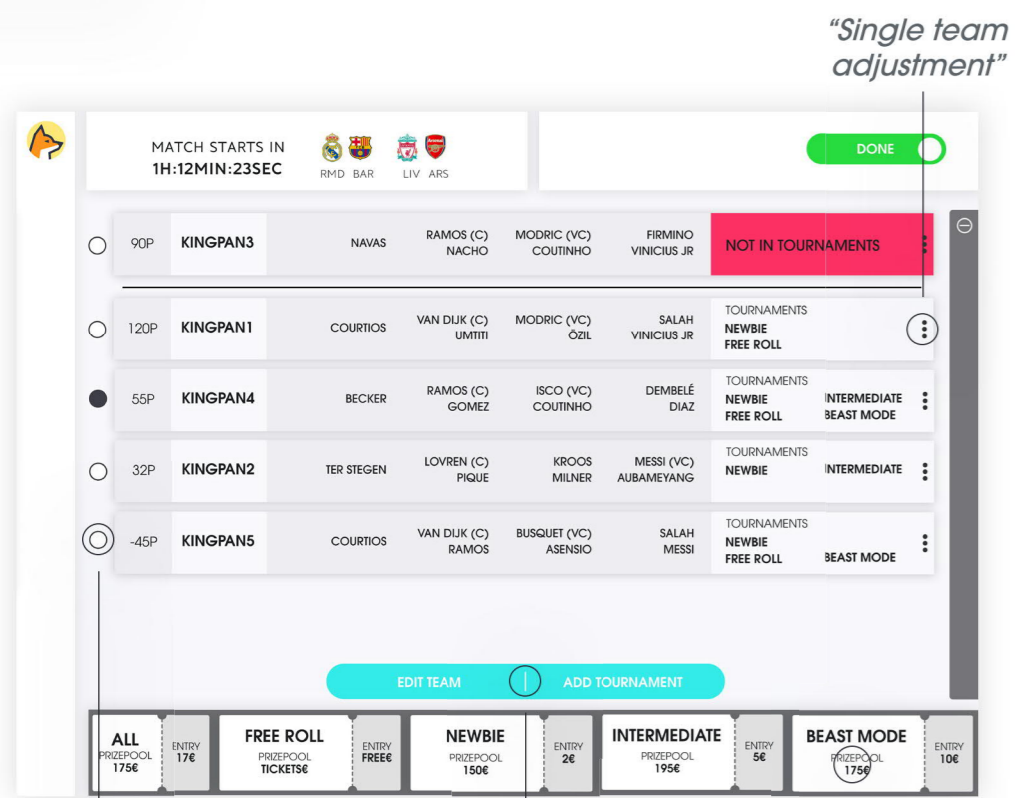


VISUALISE TEST REFLECT

FIRST PAGE

With very little explanation of what fantasy sport is, it will result in the participant's experience to be genuine. The first-page mock-up contains some of Fsports requested design elements to observe how distinct process is. Adding color elements, buttons, markers, and team logos to create hints of actions.



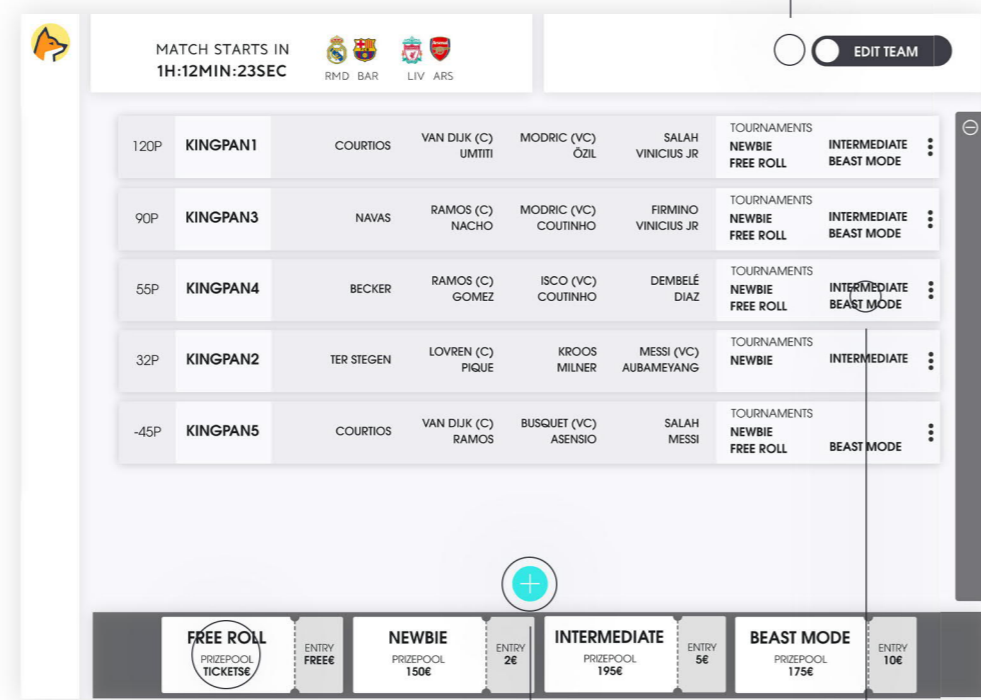


"Single team adjustment"

"Necessary multiple choice"

"Useless function when there is edit button on top page"

"Relevant information"

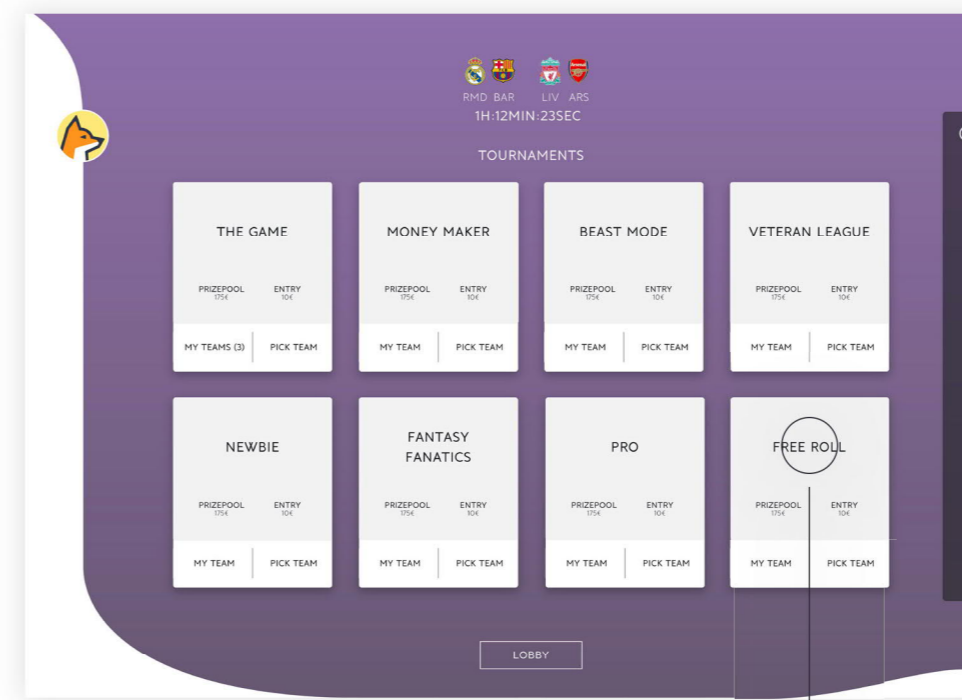


"Good placement of multifunctional button"

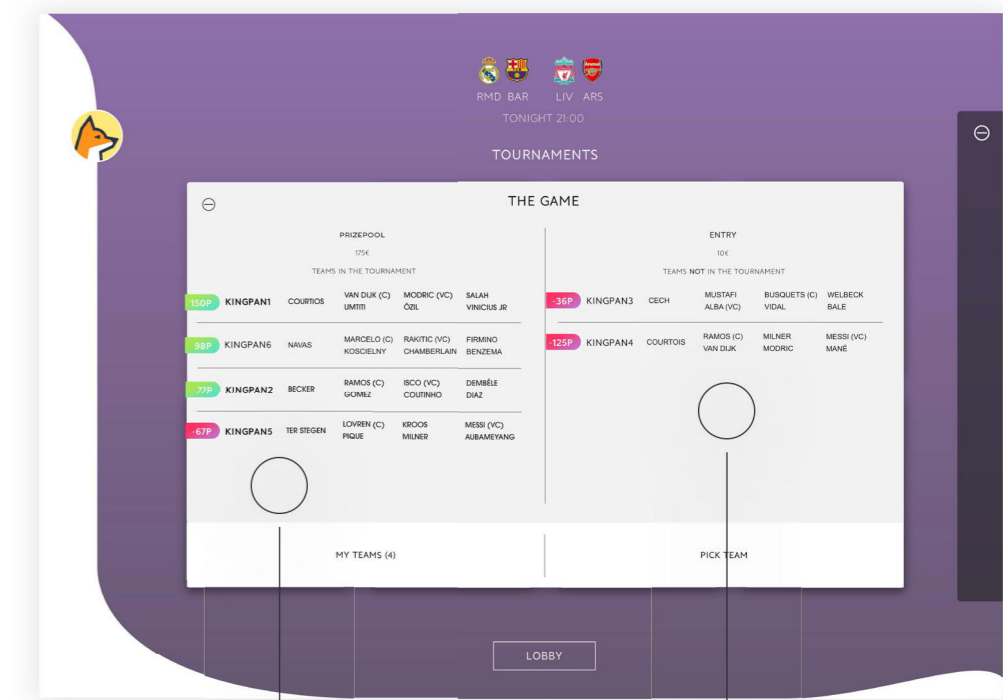
"Too distracting and too dark colors"

"What is the color related to?"

"Functional menu both looks crowded when there are 4+ tournaments"



"Good tournament view but too many clicks"



"Good view but lacks of adjustment method"

"Very good way to see all the team not in the tournament"

PREGAME HUB

A pregame hub was very useful and necessary to be able to do all the changes needed before the live event. Even though it was successful, some elements didn't match with the style and or the direction we wanted. Some parts of the design were very dull and boring which did not satisfy the participants.

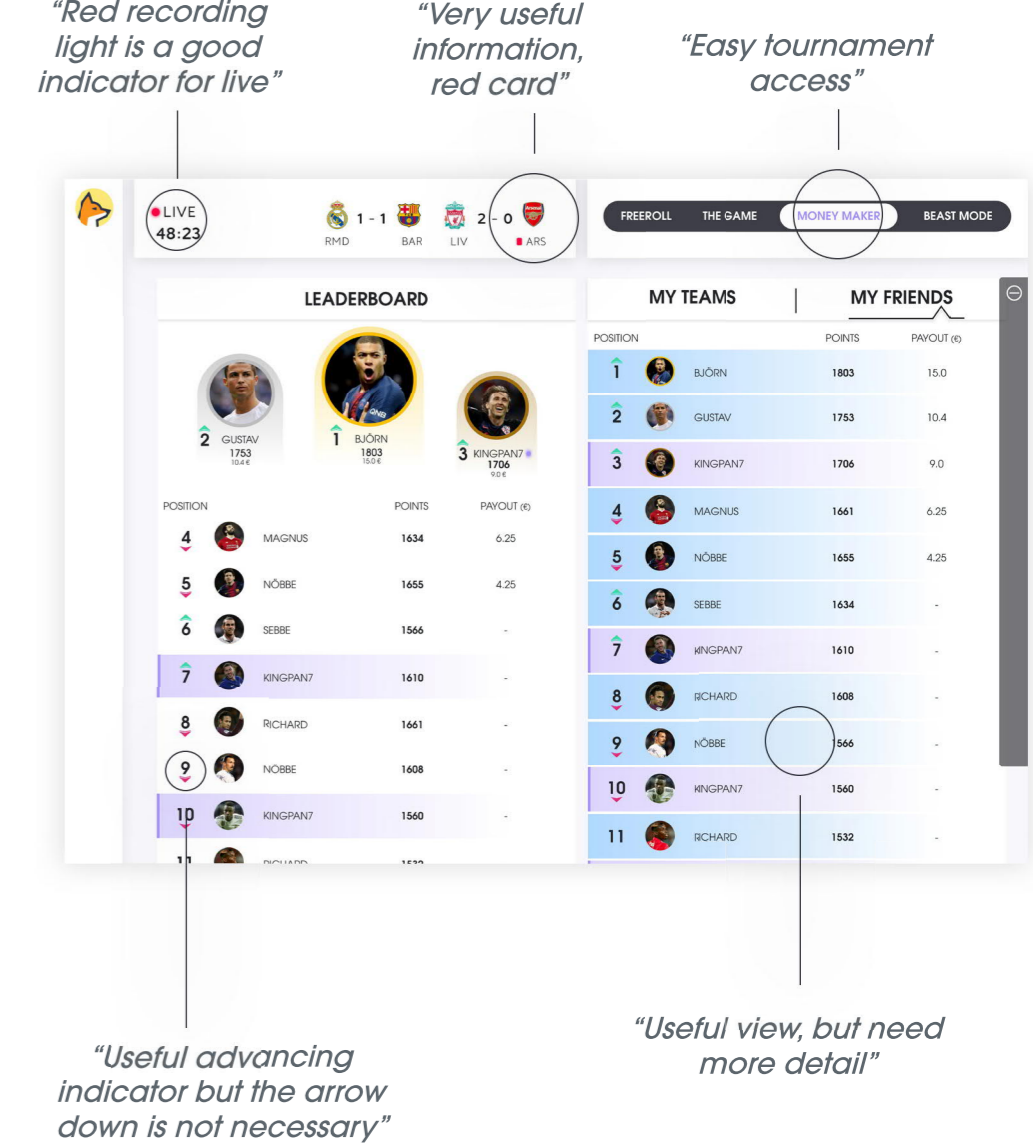
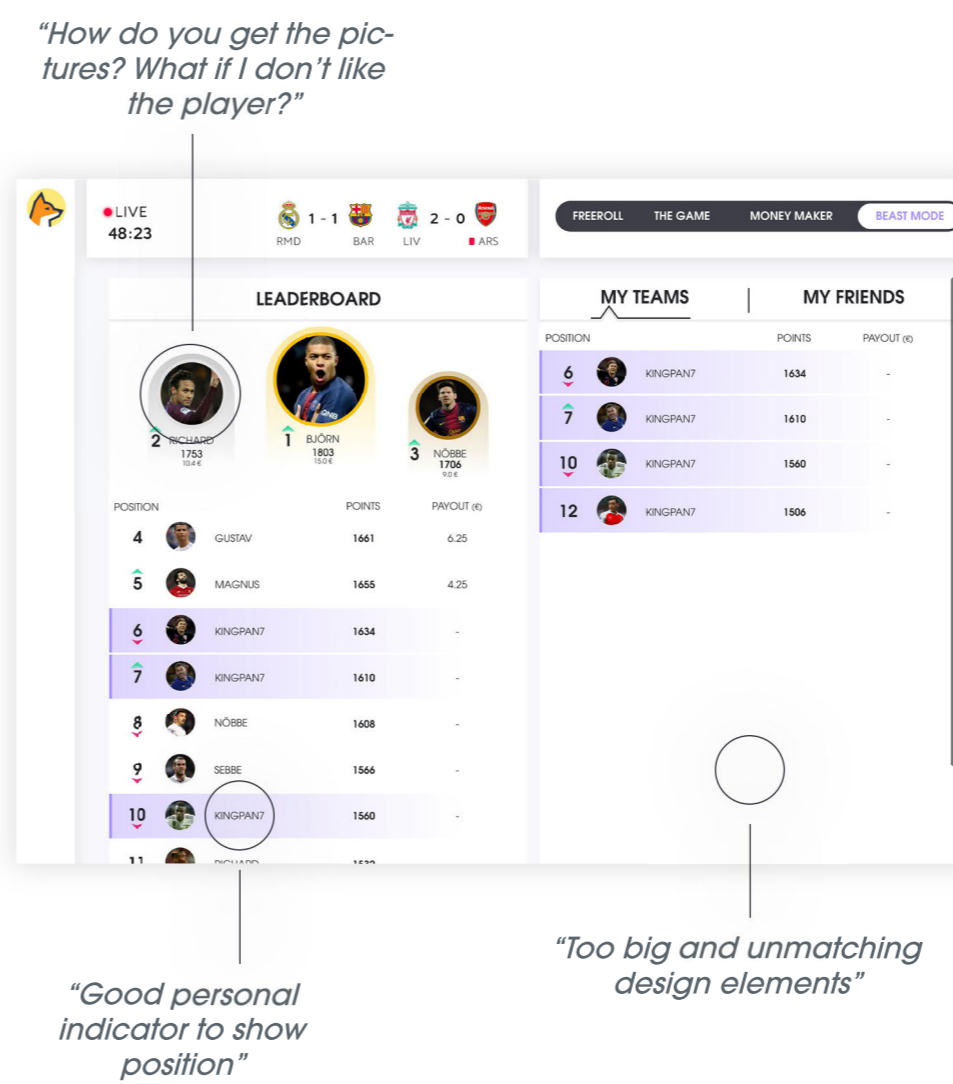
LIVE HUB & ADJUSTMENT

The participants liked the idea of a separate live menu to view all their teams and tournaments but lack of intensity. Within this view, it still requires the user to do several clicks but still solves several live problems today.



CREATE TEAM VIEW

The create view is very interactive with constant feedback for every action within this view. Compared to the current creative team view, these changes improved the experience and excitement when creating a team. The participants really enjoyed creating their team and trying out the animations.



LEADERBOARD VIEW

The leaderboard is very responsive by presenting the players live position or rank on the leaderboard. All the participants enjoyed the responsiveness and improving the experience during a live sports event. Although, some of the design elements are too big which needs to be adjusted to make the layout more uniform.

USER FEEDBACK

With all the participants feedback and trying out the interface, we can conclude the problems and efficient functions. Every time the participant used the prototype everyone reacted differently to different areas of the prototype. Listening to all the participants commented on and to see the experience they have with the prototype, made easier to determine what improvement needed to be done. Even though there have been many feedbacks during the testing, we needed to focus on the most critical area which affects the whole user experience of the product. The next step is to improve the interface based on the feedback.



FINAL WIRE PHASE

THINK
OUTSIDE
THE BOX

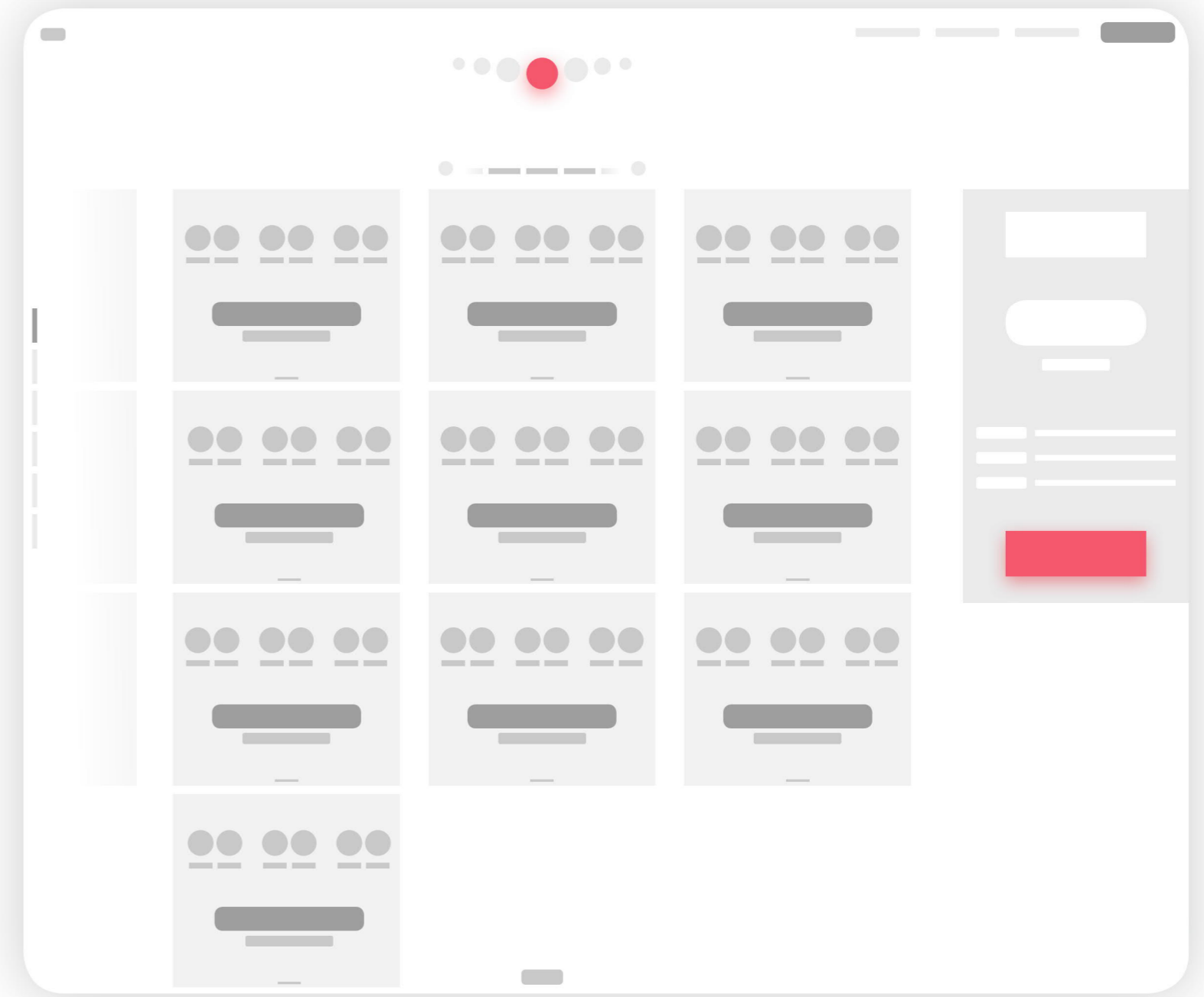
HOME PAGE

The home page has transformed into a more light layout, displaying the necessary information to recognize teams and with specific sport selection. With clear information and navigations, the user can now see what sport is displaying, which teams are playing and light color with high contrast color to differentiate the design elements.

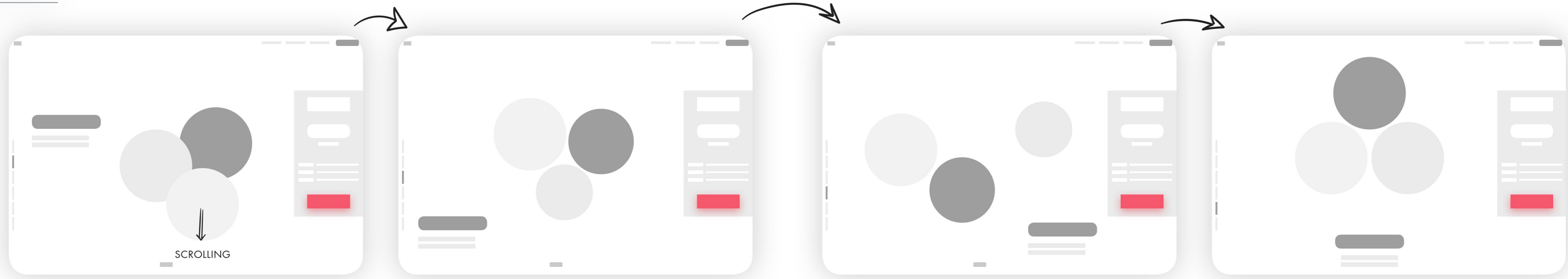


"Nice, I can choose the sport that I like!"

"The game packs are more clear"



"More comfortable to look at a light layout"



"Much easier to just scroll down than finding a button"

STEP 1

"Genius to tell a story instead of reading"

STEP 2

STEP 3

STEP 4

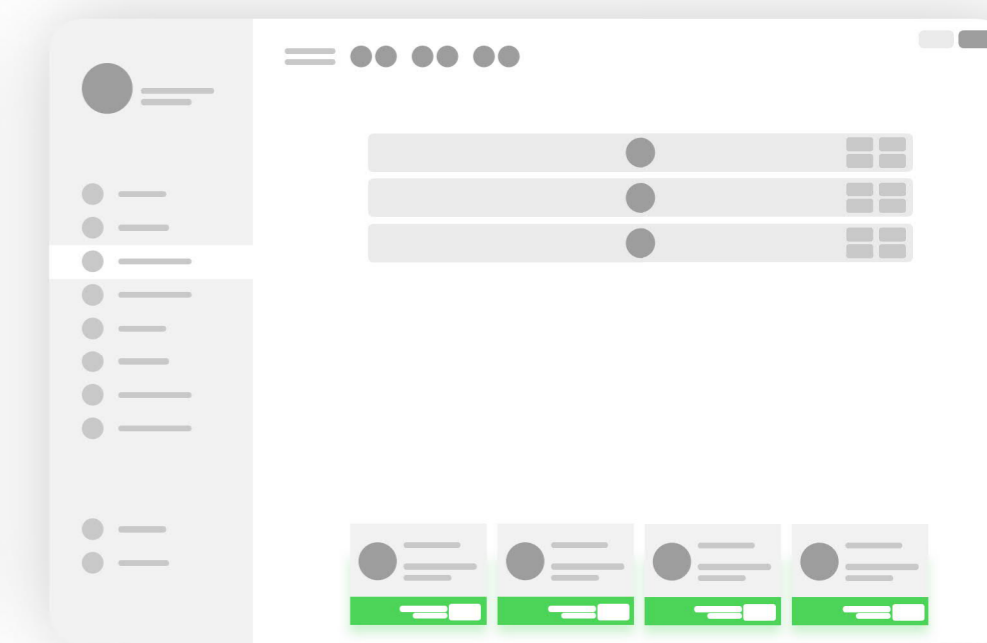
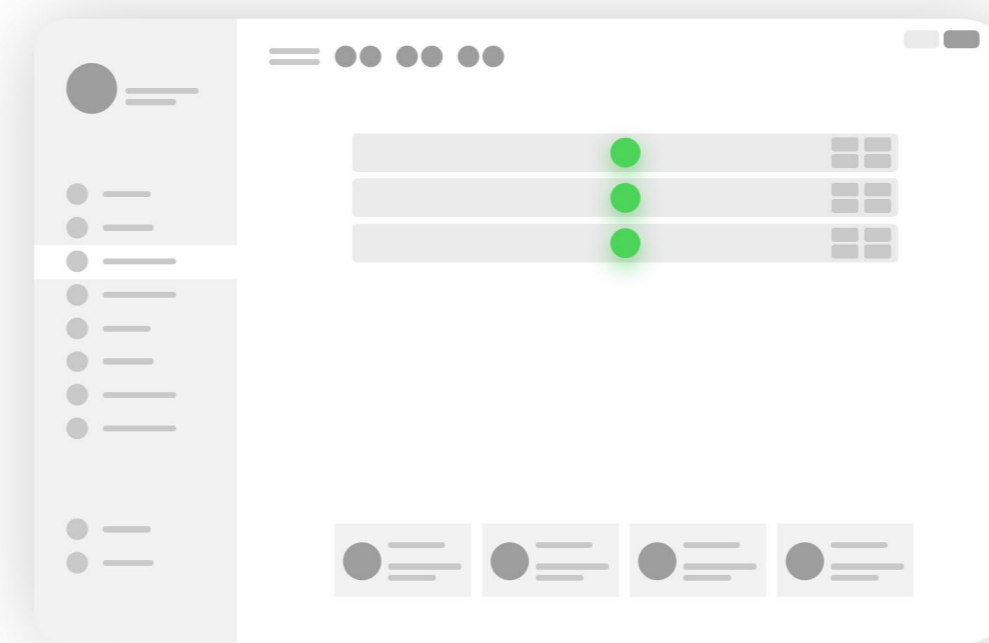
ONBOARDING

The onboarding system should tell the user the process of the gameplay by just scrolling down. The user doesn't need to find the instructions or watch a video. When scrolling on the home page, the onboarding system will invite the user to look at the onboarding illustrations with high contrast colors to catch the users attention.

PREGAME HUB

Comparing the first mock-up to the modified mock-up based on the participants' feedback, the process is more obvious. Giving hints and directions with colored buttons to display functions and actions. The new pregame hub only shows the relevant interaction element at the moment they are needed to be used. The tournament tickets only show the information about the tournament, and when it's time to select a tournament, the entry fee will appear showing the action.

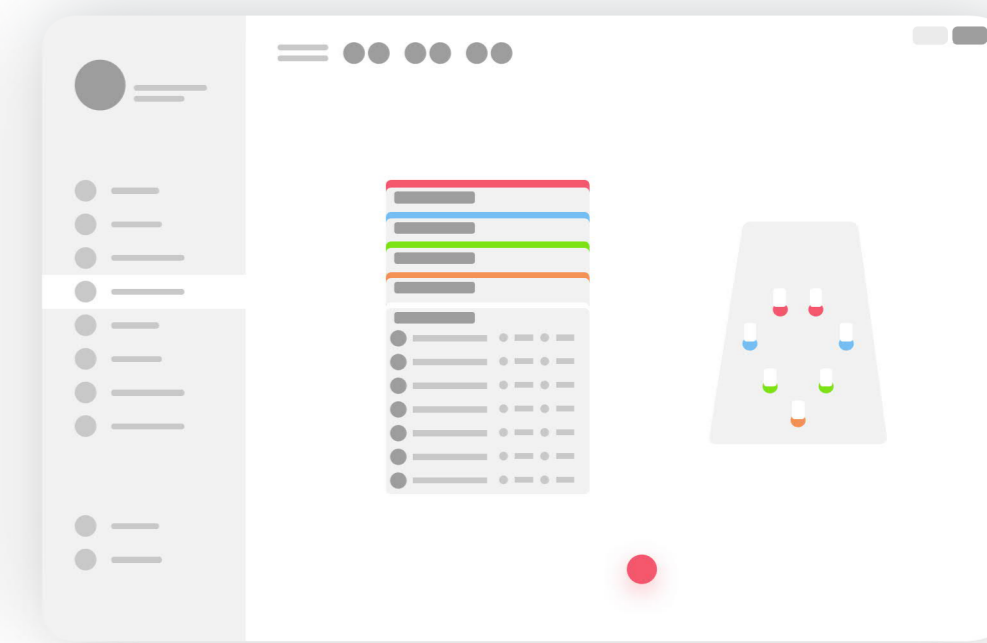
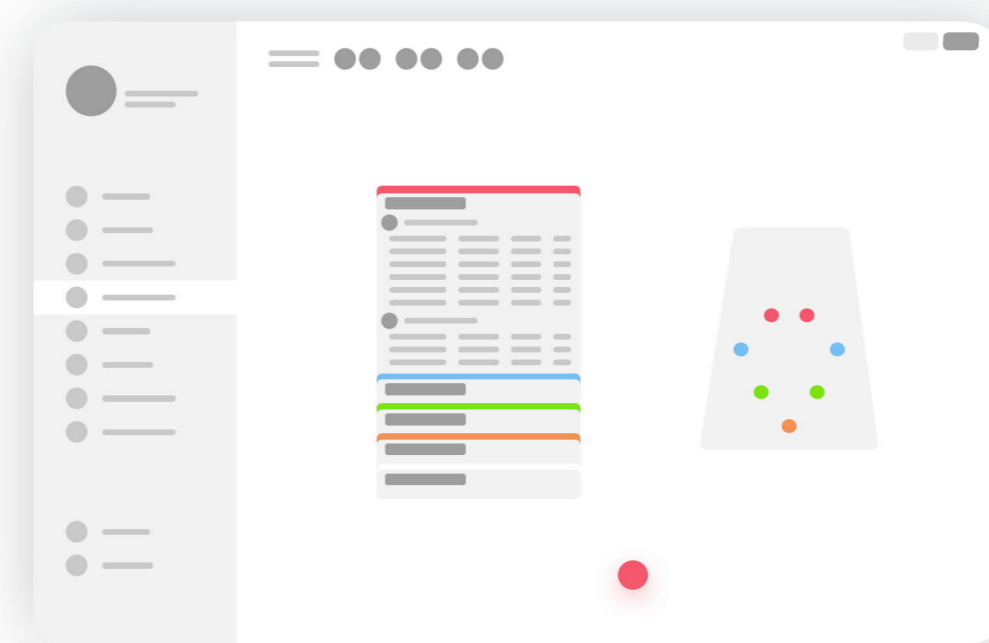
"Clear and straightforward to know where to click"



"It's very obvious what the next step is after I made my team"

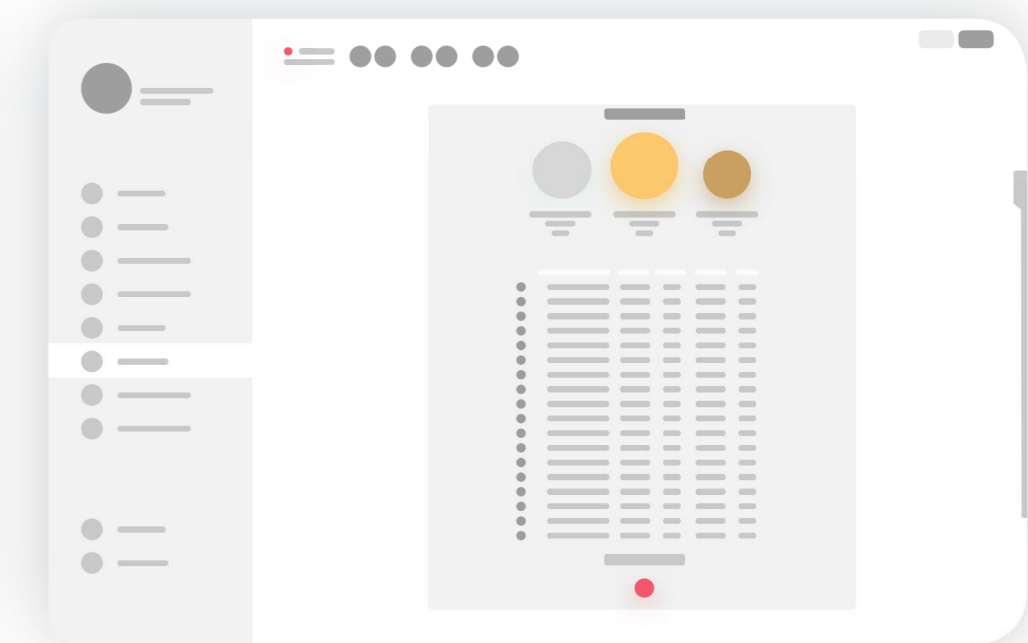
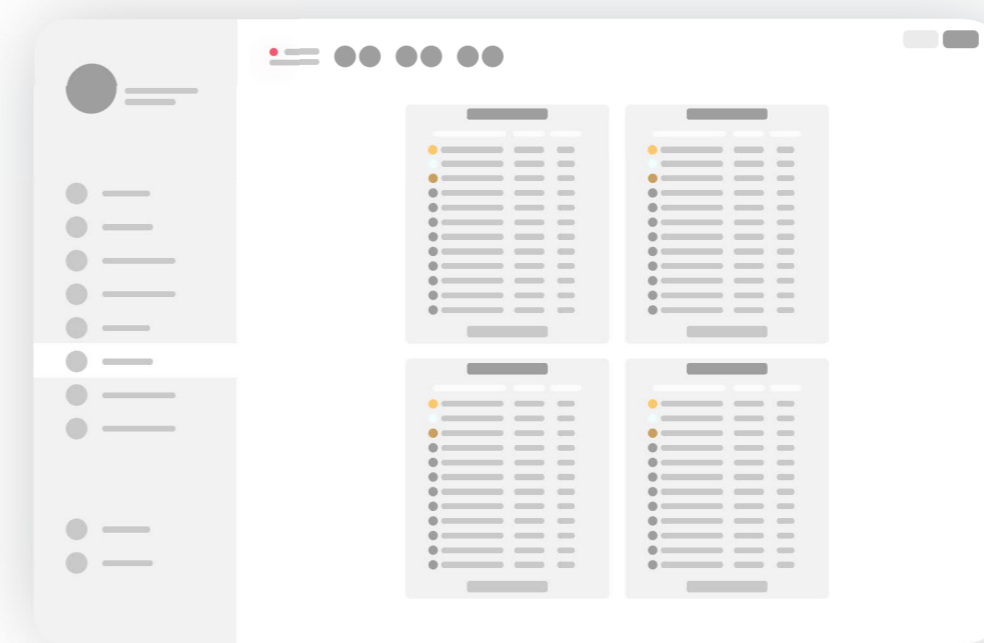
CREATE TEAM

Hinting each list for each position with a subtle colored border eliminates the difficulty of reading the subtext. Each team now has their own team jersey to easier recognize both the team color and the team jersey when appearing on the sports field.



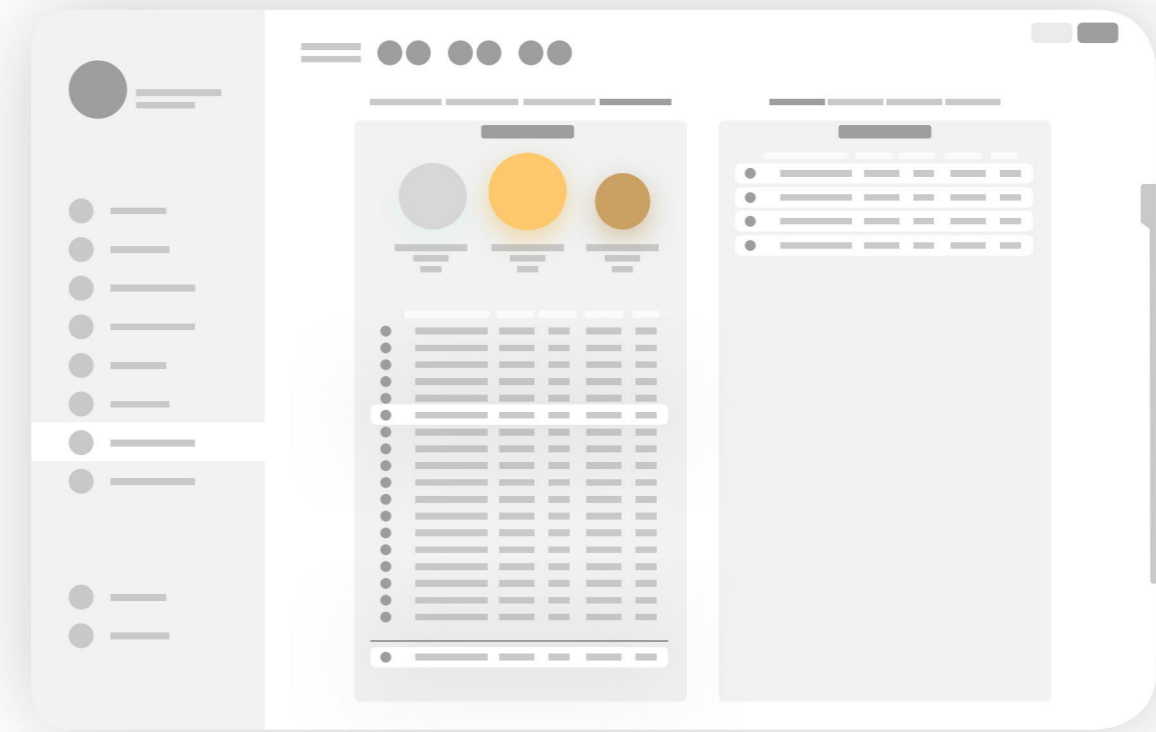
LIVE HUB

When a sports event has begun, means that all users have entered and all the fees have been settled. Including tournament information is therefore useless. This can instead be replaced by a small interactive leaderboard with an overview of all the tournaments. The users can now see their own teams and competitors teams go up and down the leaderboard in every tournament without changing tournament view. The user can, of course, view each tournament in more detail by clicking the detail button to expand the tournament list with the significant-top players.



LEADER BOARD

After a sports event has ended, a leaderboard for each tournament is created displaying points, payouts, and the positions of every team. This view should present a distinct leaderboard with a podium showing the top 3 users, gold, silver, and bronze. This style of the leaderboard might result in users to play more competitive to achieve the number one spot and make a name of themselves.



UI ELEMENTS

Before moving forward to the final prototype, various UI elements need to be developed to make sure every small detail suites well with the chosen methods and style. As shown to the right, you can see UI elements that has been used to finalize the prototype from font, font size, icons, markers, color variations, etc. This can also help the developers to see how each element are meant to be, to easier to recreate the design.

Typeface

The different font types and sizes for every page.

Headline 1	Avant Demi 80
Headline 2	Avant Medium 60
Headline 3	Avant Book 32
Headline 4	Avant Book 24
Subheader	Avant Medium 14
Text	Avant Book 14

Icons

Icons are a easier way to navigate without text.



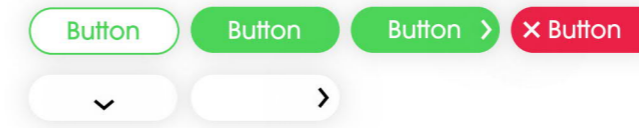
Player icons

Sport and team jerseys is used for selecting specific players



Large button

Buttons come in various sizes, styles and level of interactivity.



Icon button

Icon buttons is a feedback of a new interaction.



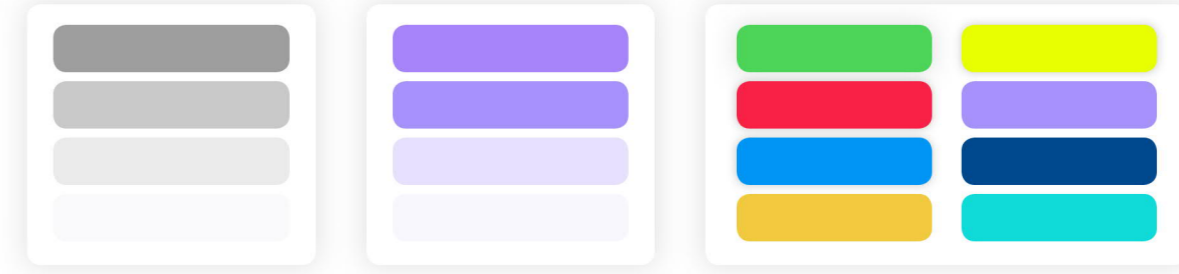
Group button

Button that groups multiple actions.



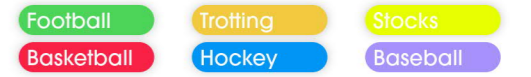
Color

Different colors used for selection, grouping or other interactions.



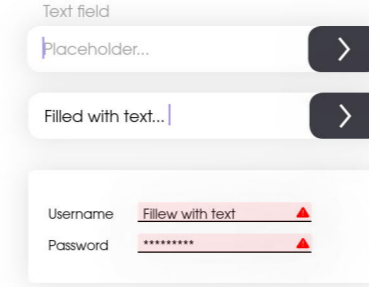
Sport badges

Differentiate sports with various colors.



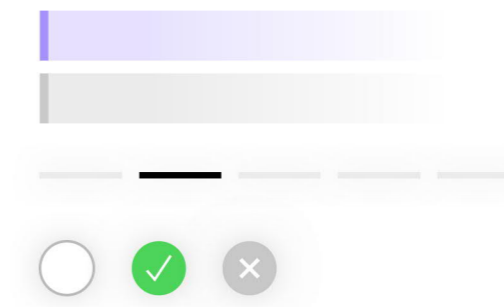
Text field

Fields are ways of collecting user input.



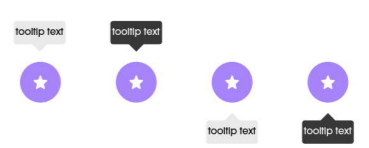
Marker

Mark a sign of user interaction or selection.



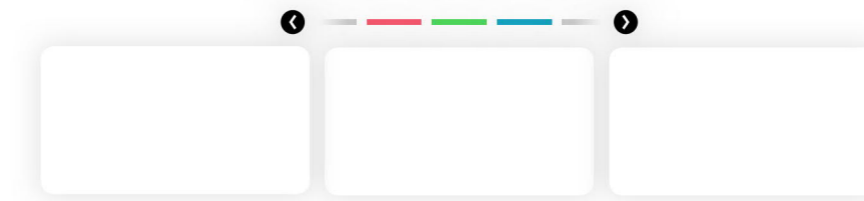
Tooltip

Tooltip provides additional information of an element.



Carousel

Slideshows for showcasing multiple elements like images, product or text.

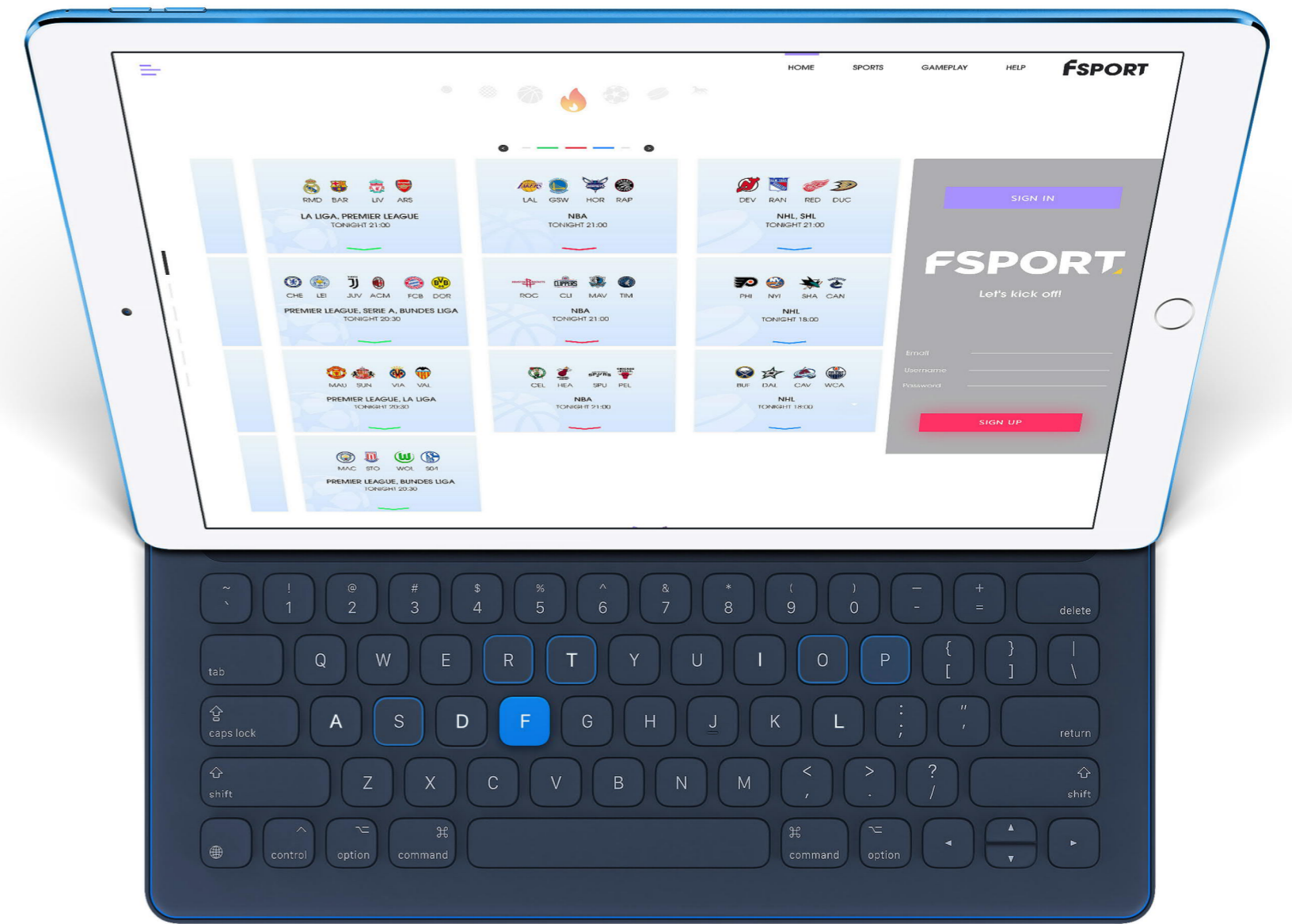


Achievement icons

Visula presentation of user achievements.

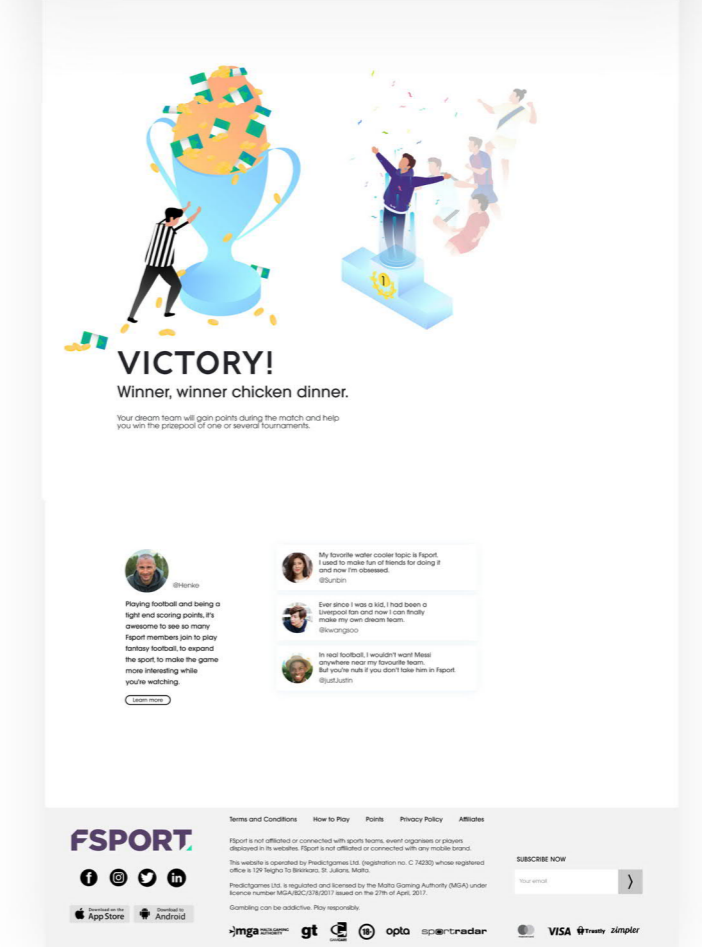
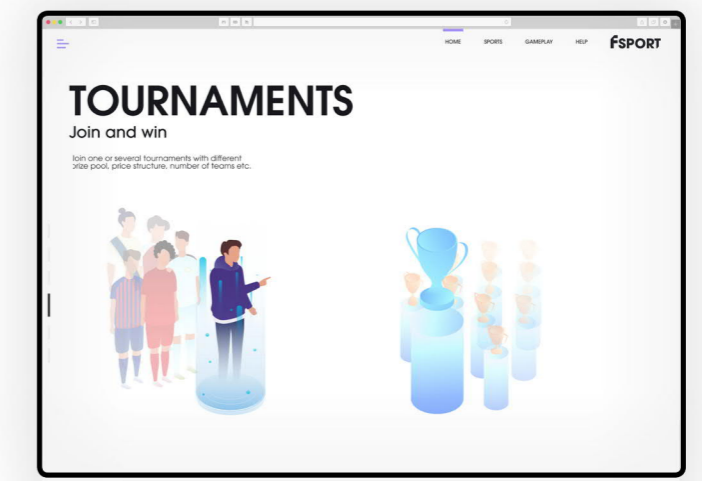
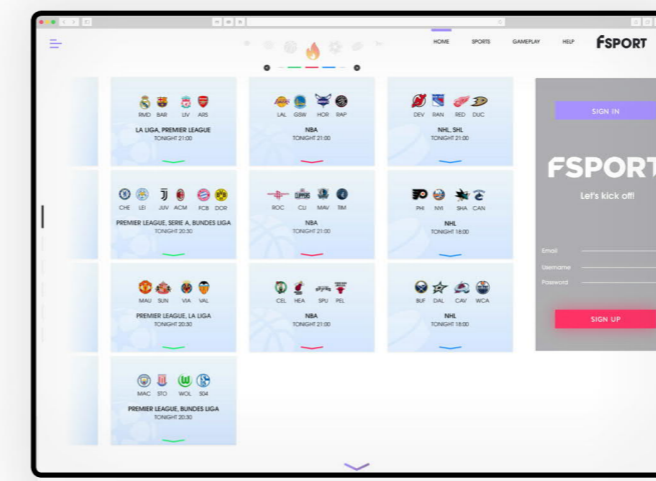
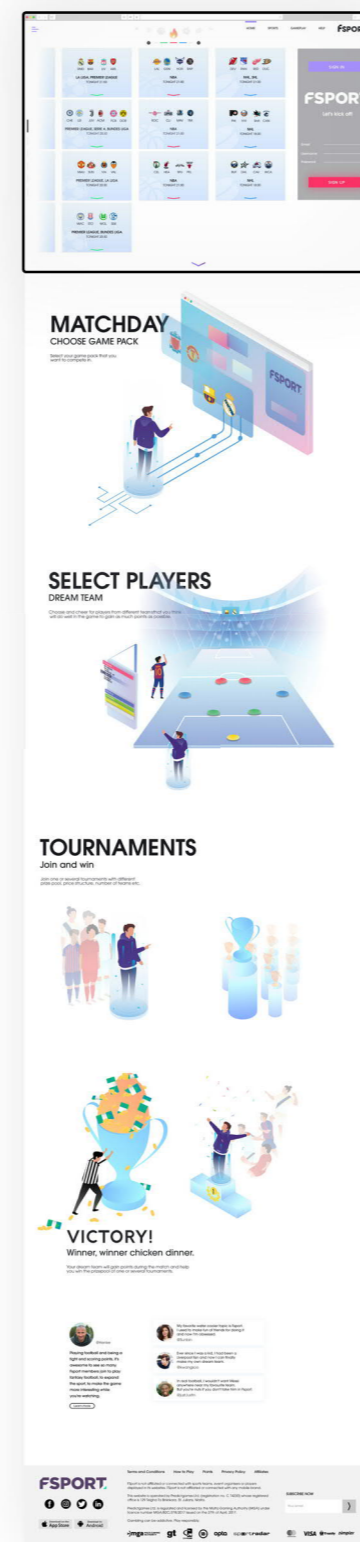


FINAL PROTOTYPE

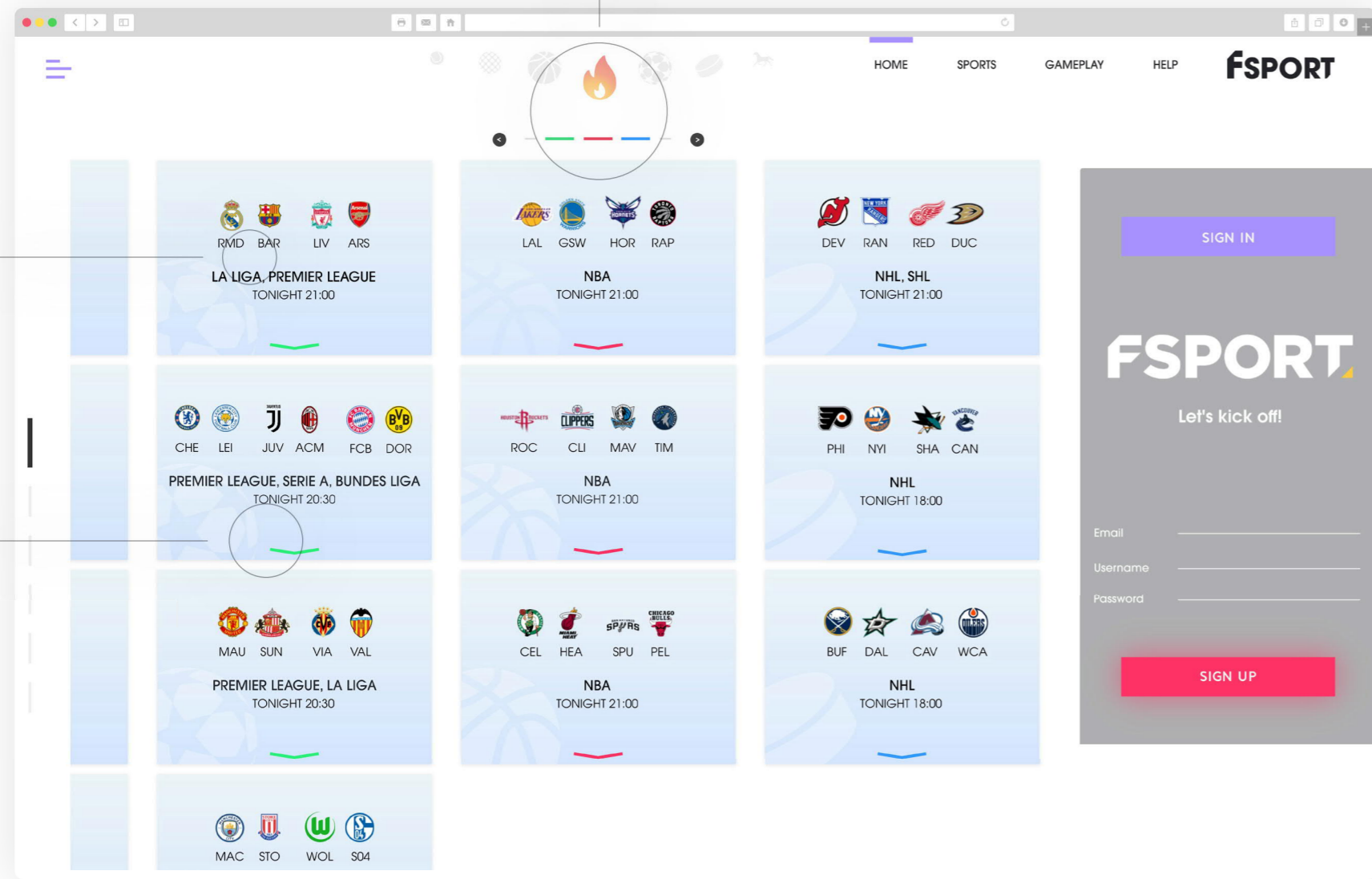


FIRST PAGE

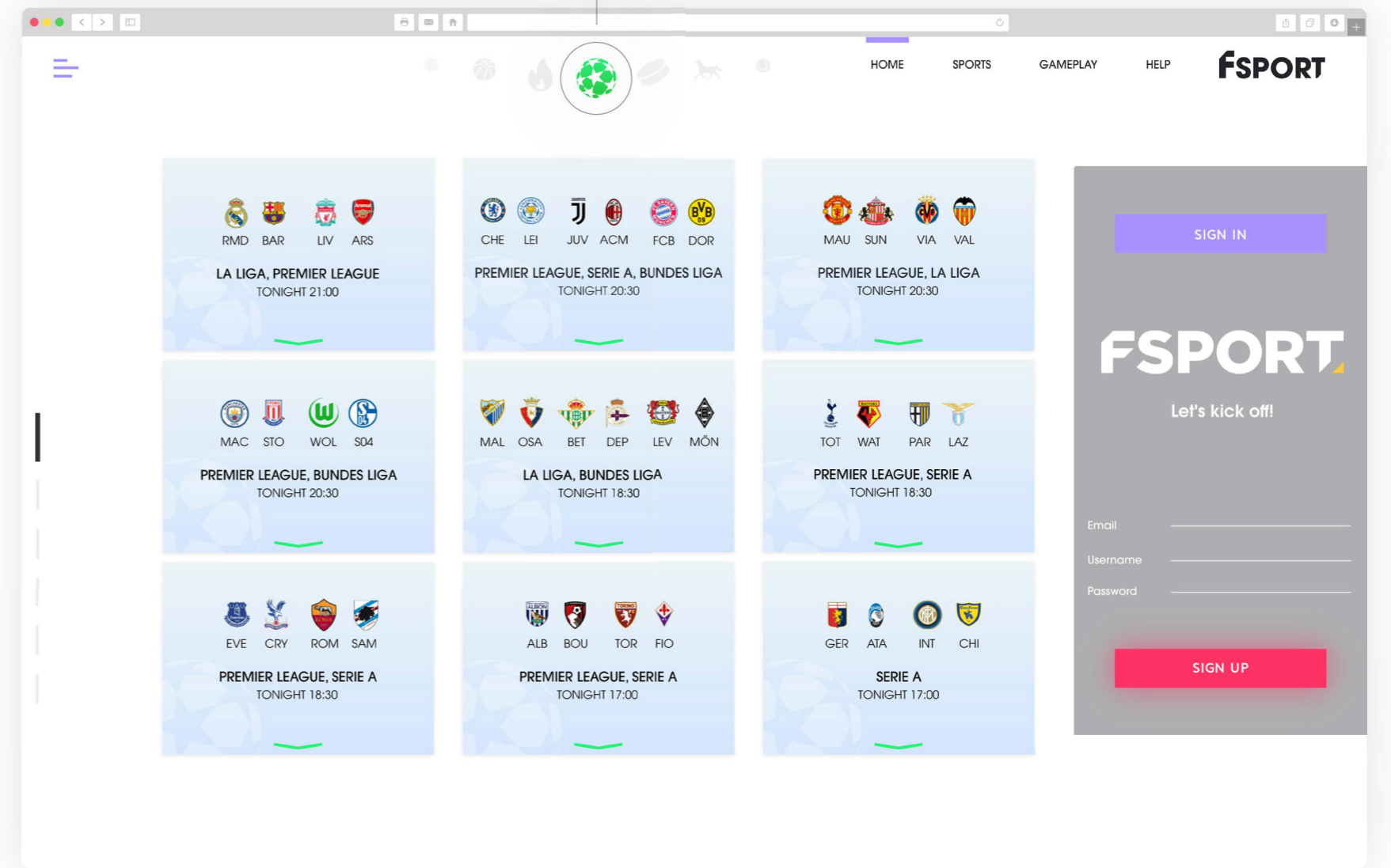
When first visiting the home page, the first you will notice is the hottest game packs available which will draw your attention to. You will have the sign-in/sign up window on the right side which will follow along with the page. Scrolling down on the pages will display the onboarding illustrations by telling a story and lastly, a footer will appear on the bottom of the page.



Hottest matches and various sports



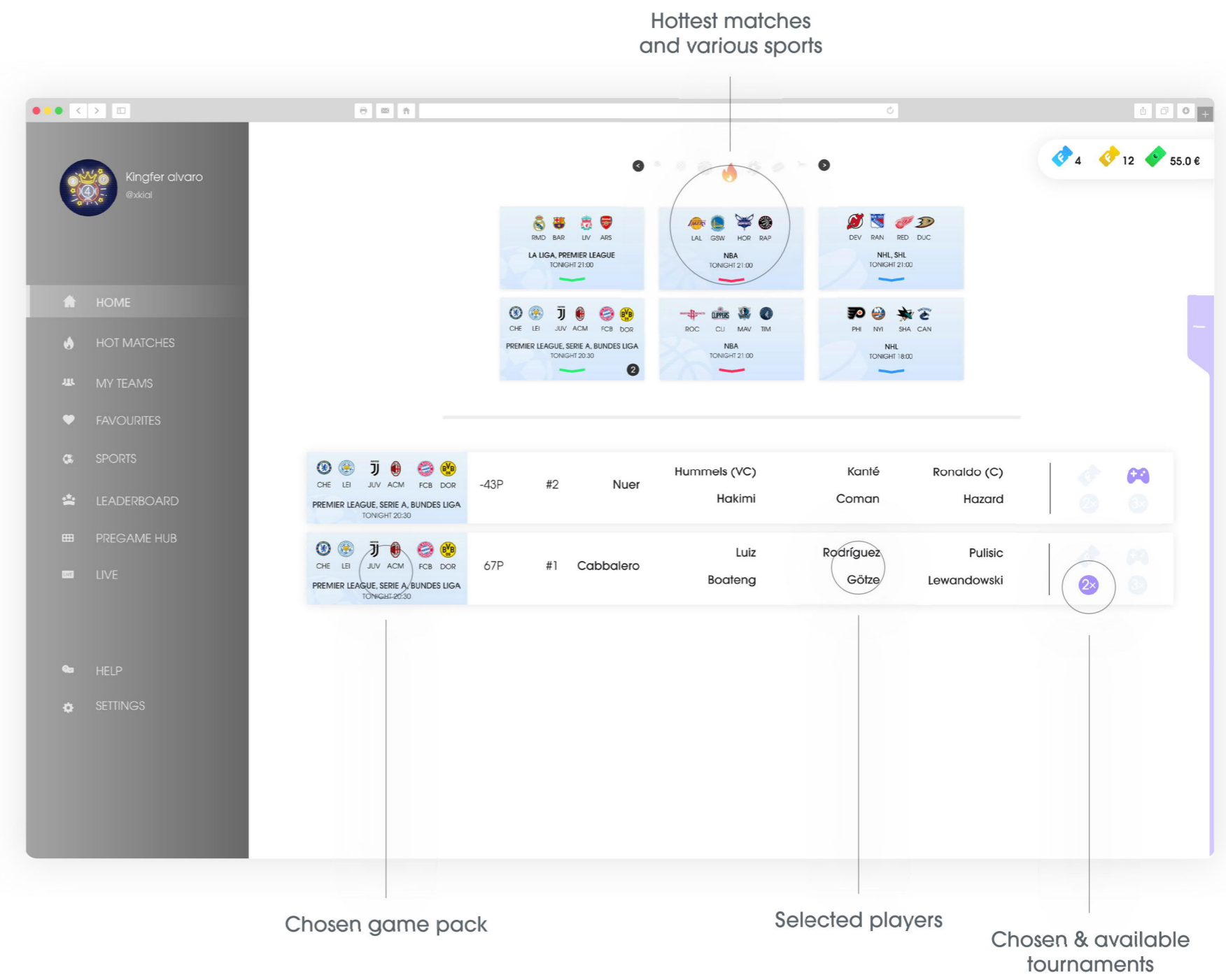
Specific sport selection and assigned color



HOME PAGE

TEAM OVERVIEW

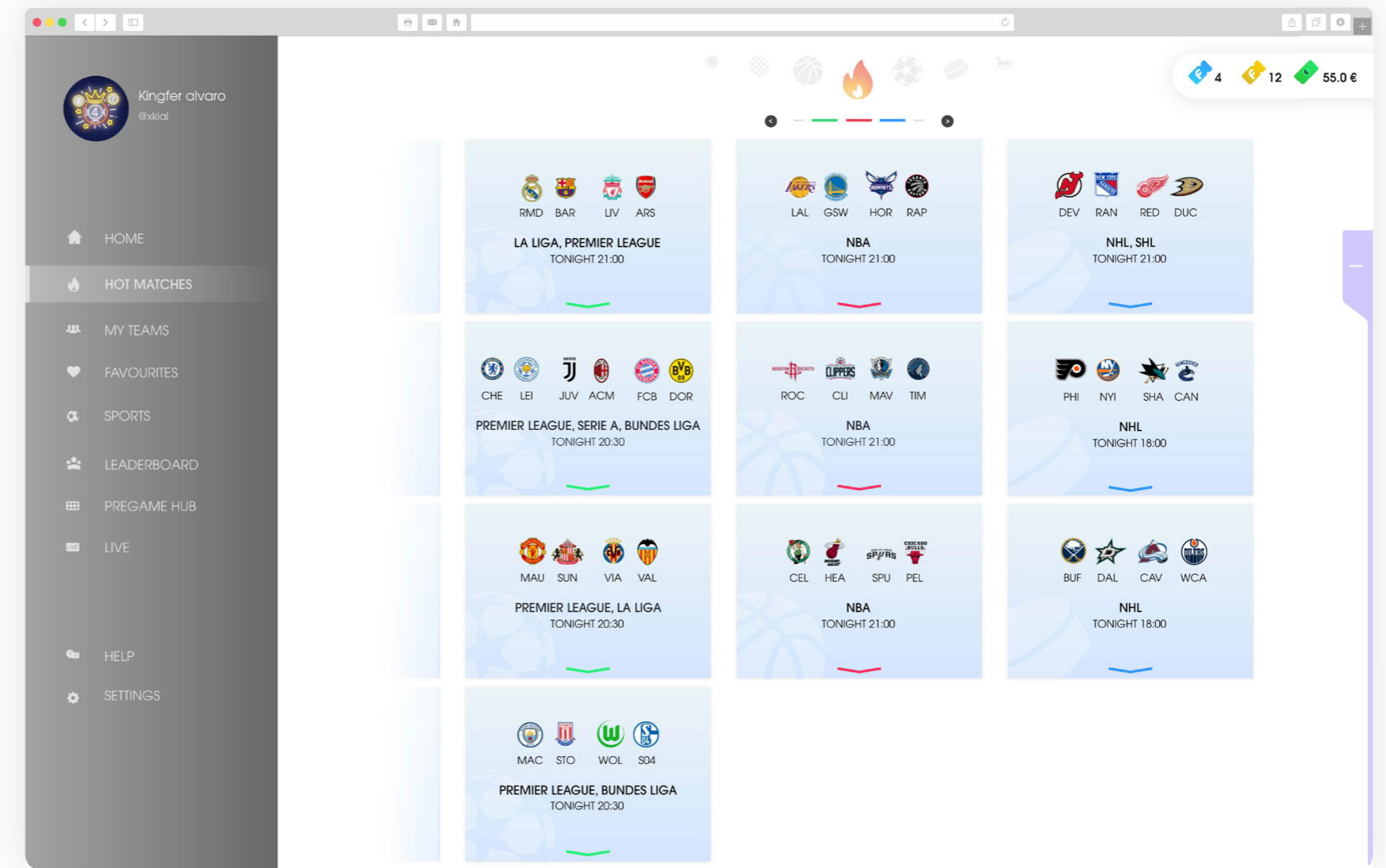
This is the home page or lobby which redirects the user after either has signed up or signed in. On this page, we can observe or manage our creative team without selecting each game pack. We can observe everything we need to see, the selected team, team points, captains, which game pack it's made from, and which tournaments they are competing in. We can also see hottest approaching matches or various sport, to easier create teams in the desired game pack.



HOT MATCHES

GAME PACKS OVERVIEW

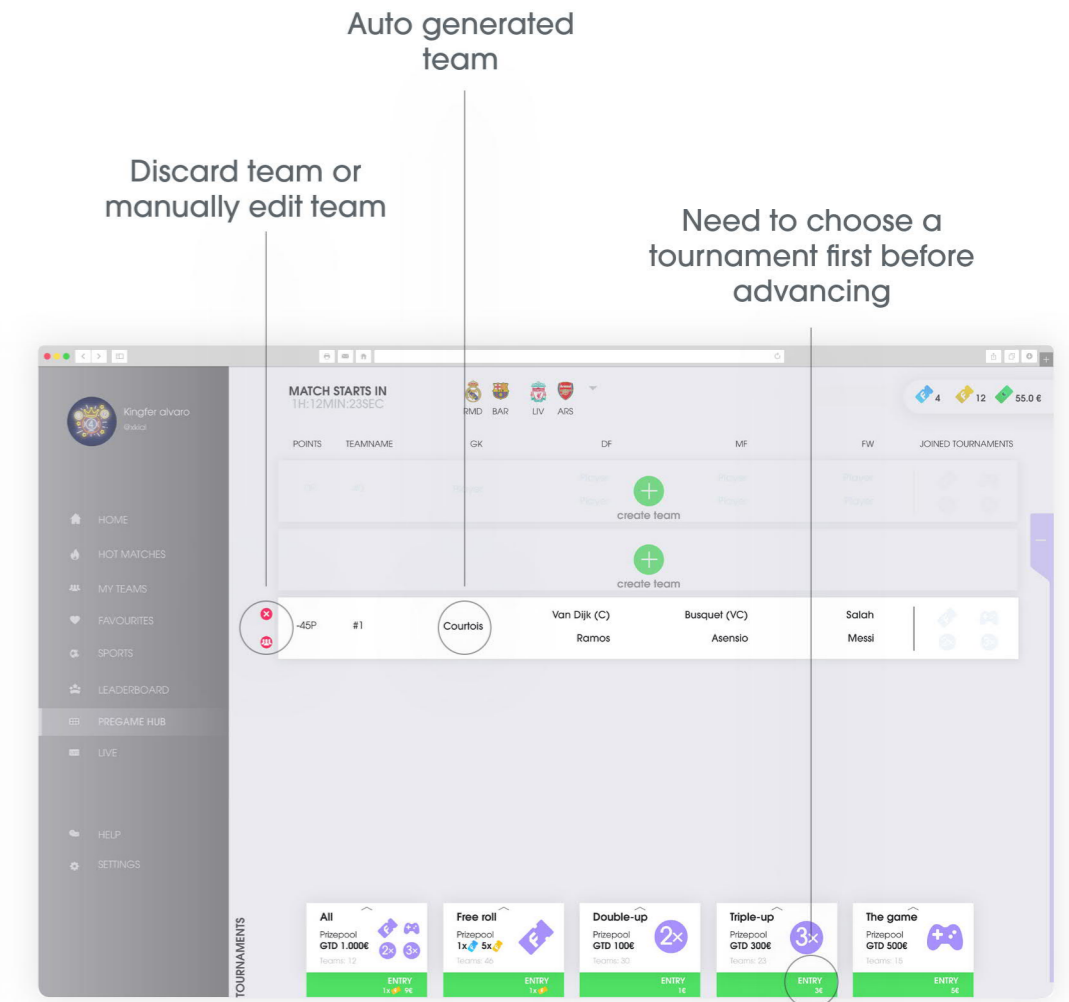
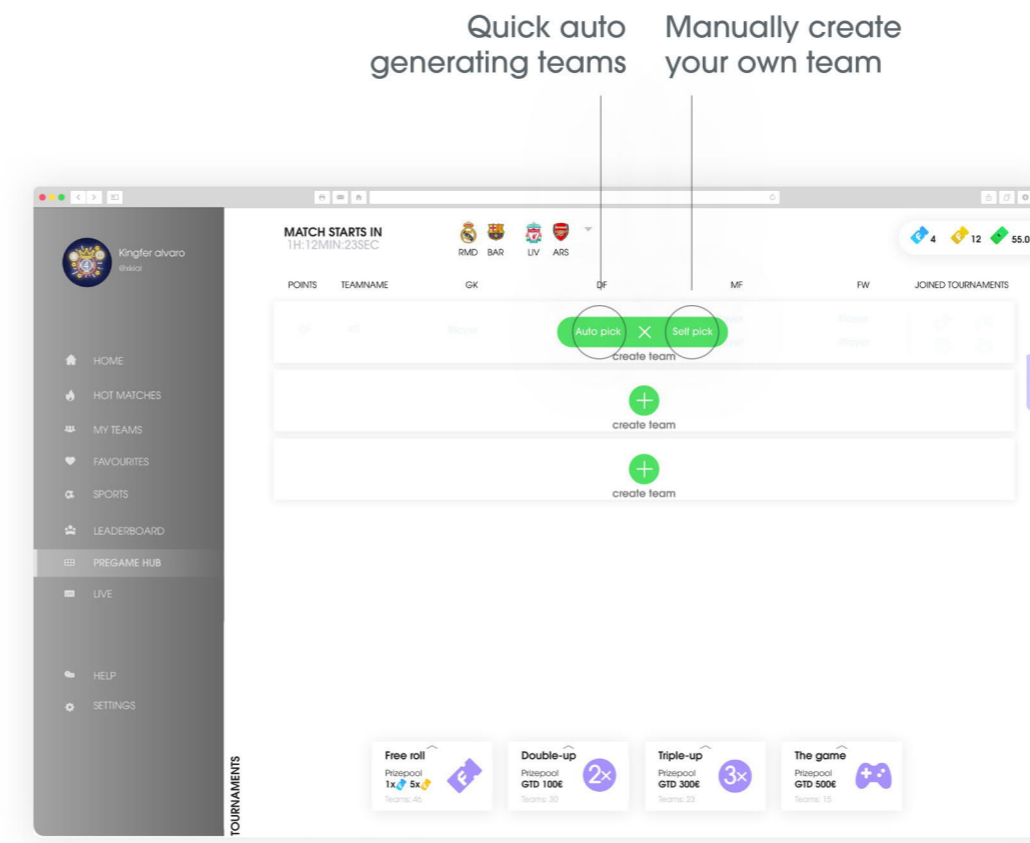
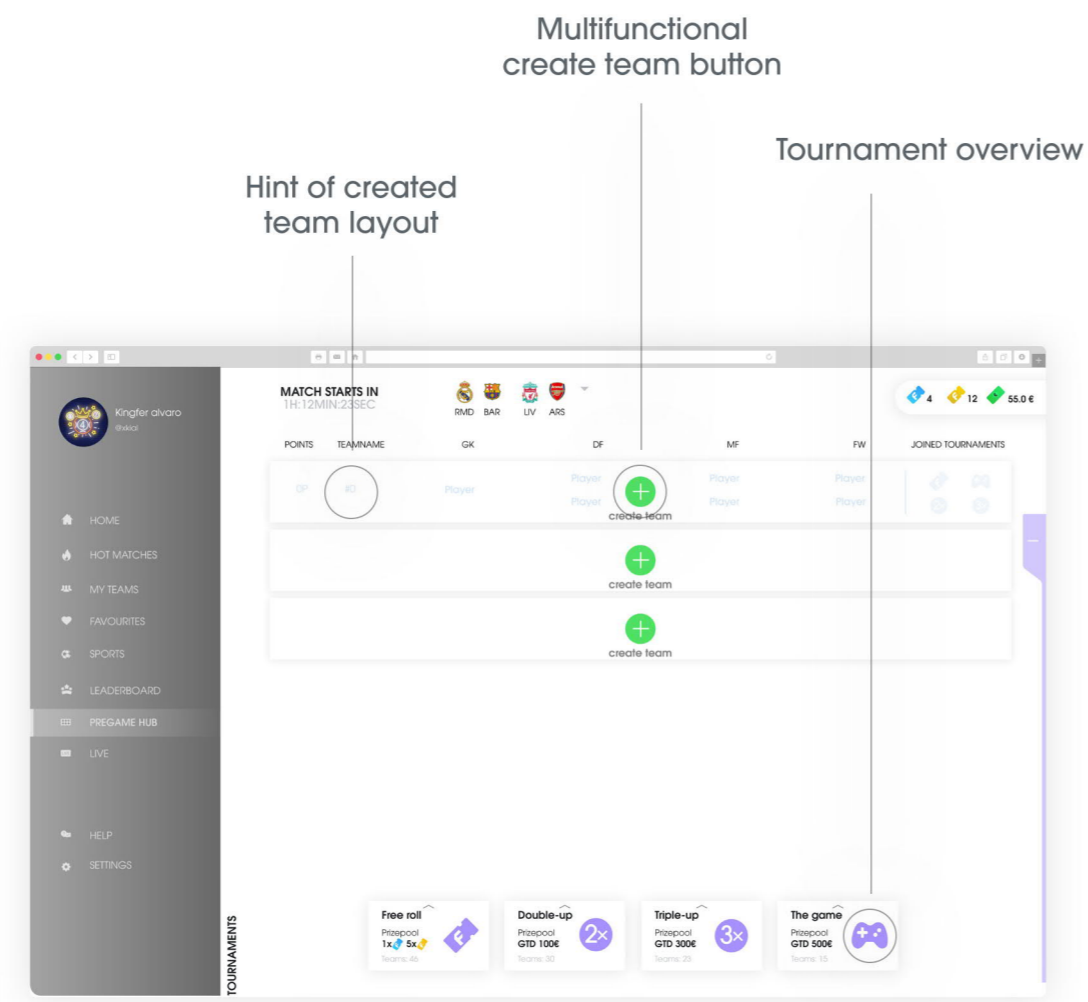
This hot matches section is the same as mentioned earlier which is an overview of all the matches available to us which can be specifically organized to the users' favorable sport.



PREHUB

AUTO PICK

This is the final pregame hub where we can manage all our teams or generate new ones with only two clicks. The interaction on this page is straightforward, which hints of action with the create a team button. The create team button is a multifunctional button where you can either auto-create a team or manually create a team. On the bottom of the page displays a preview of all available tournaments which will hint of an interaction when it's needed.



Create team

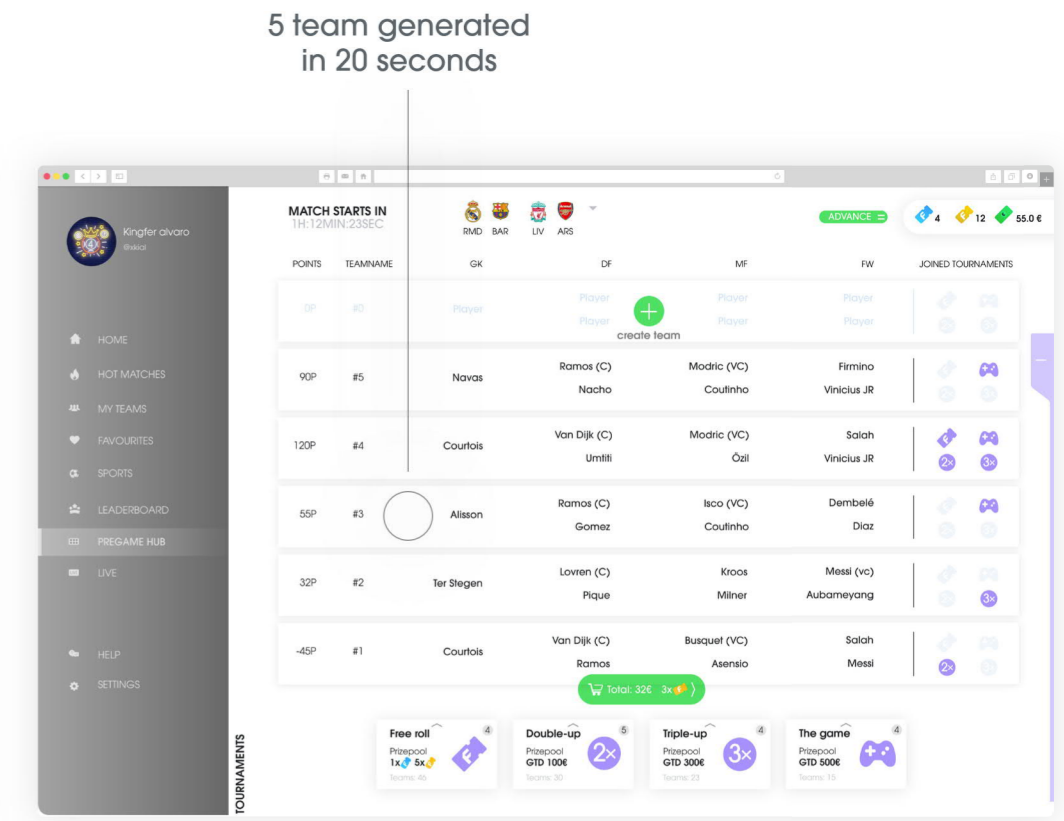
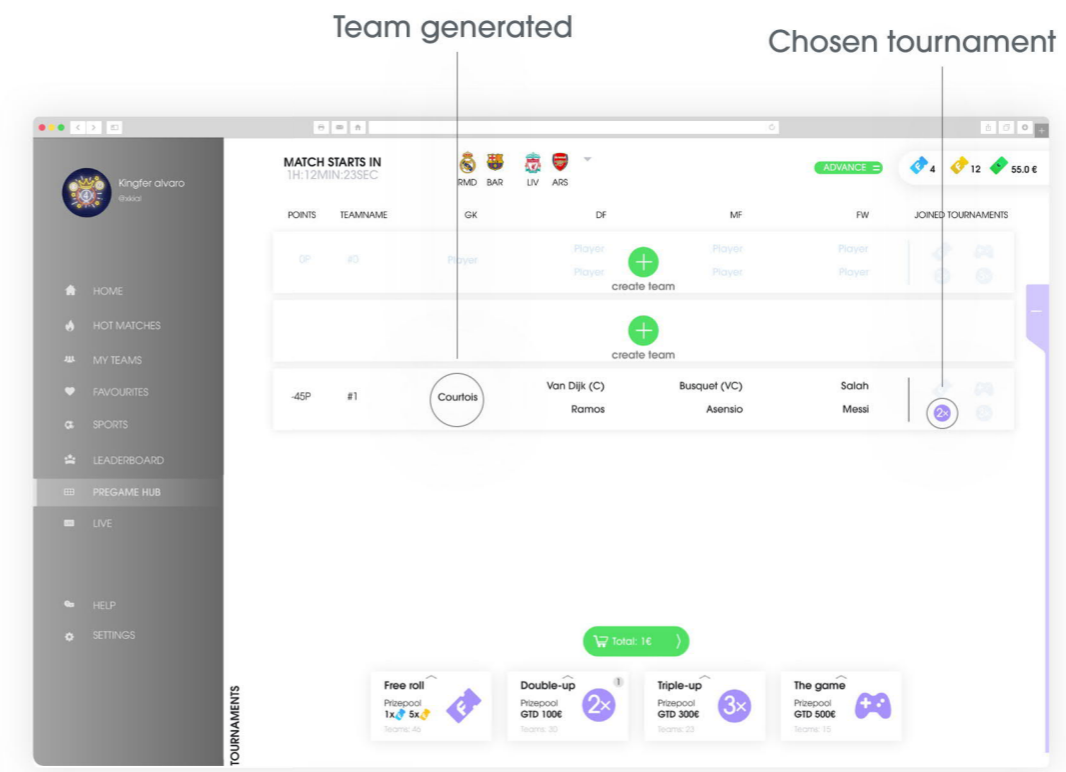
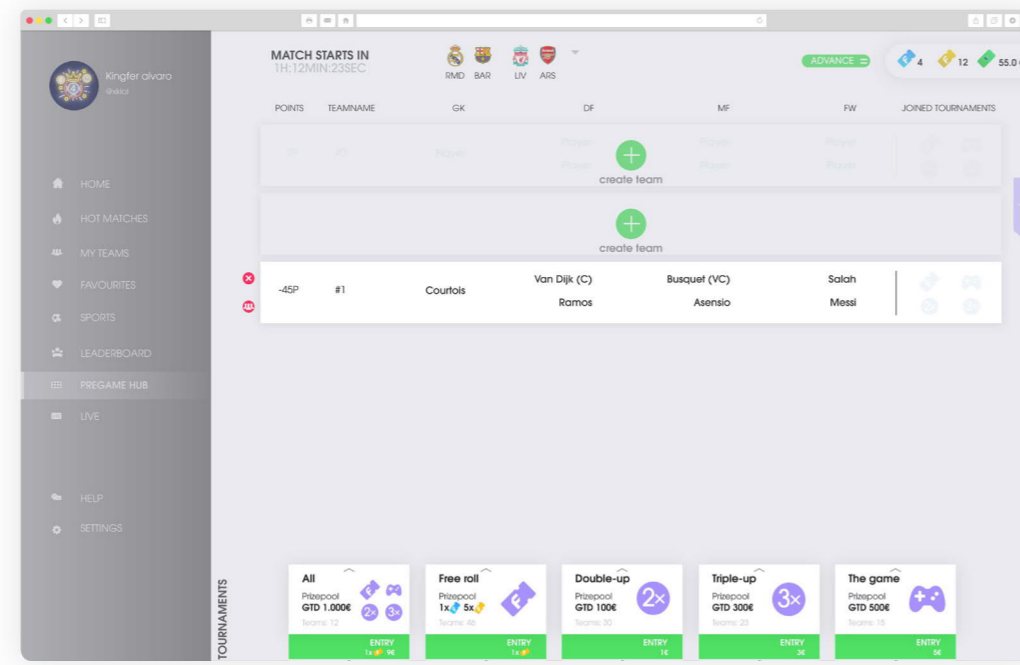
Auto pick

Choose tournament

PREHUB

AUTO PICK

With the auto pick function, the user can generate a large number of teams within 30 seconds compared to the current auto-create team system. Getting feedback on when to choose a tournament eliminates the possibility of a team not competing in a tournament.



Choose tournament

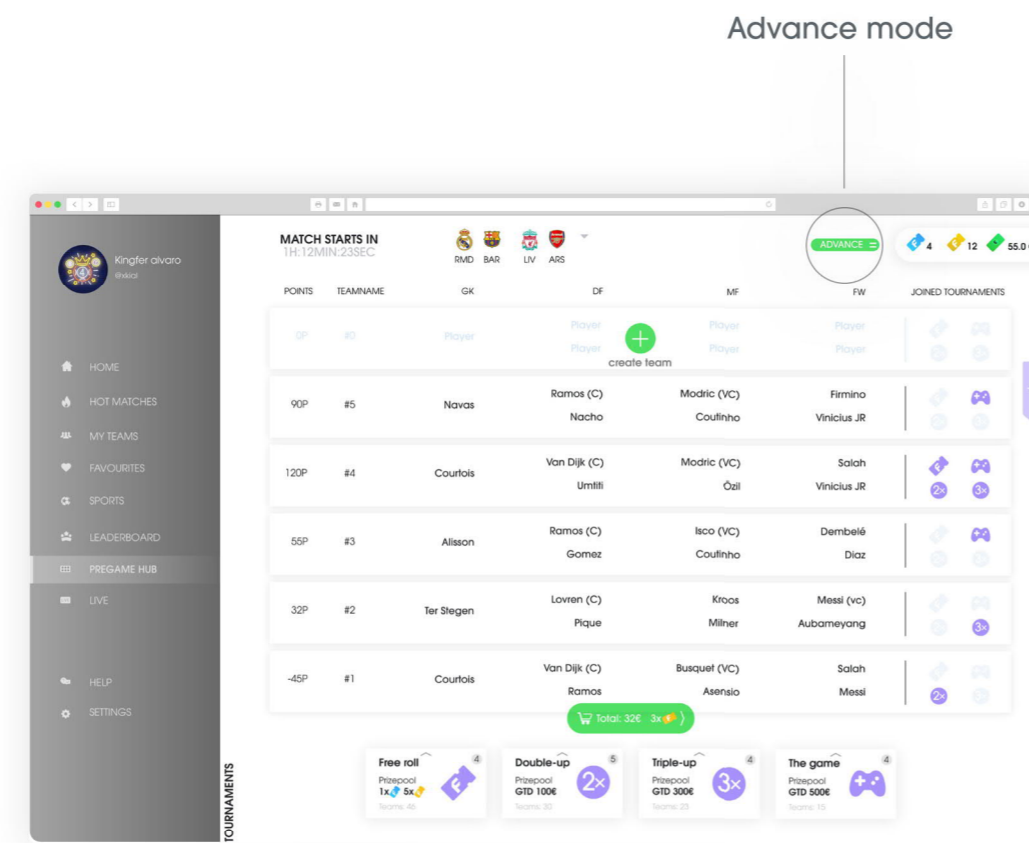
Team created

Large number of teams created

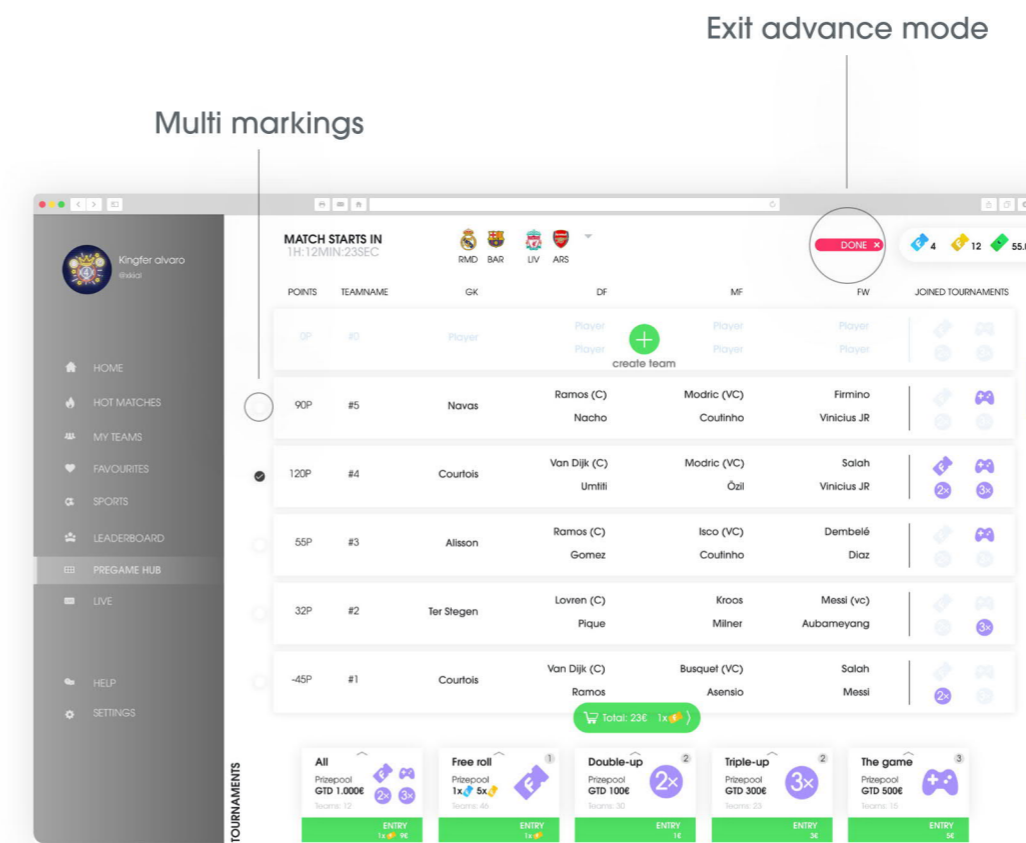
PREHUB

ADVANCE MODE

After generating several teams, sometimes the users might want to include individual teams into certain tournaments. This can be achieved by using the advanced mode, to select multiple teams at once to include them into the desired tournament.

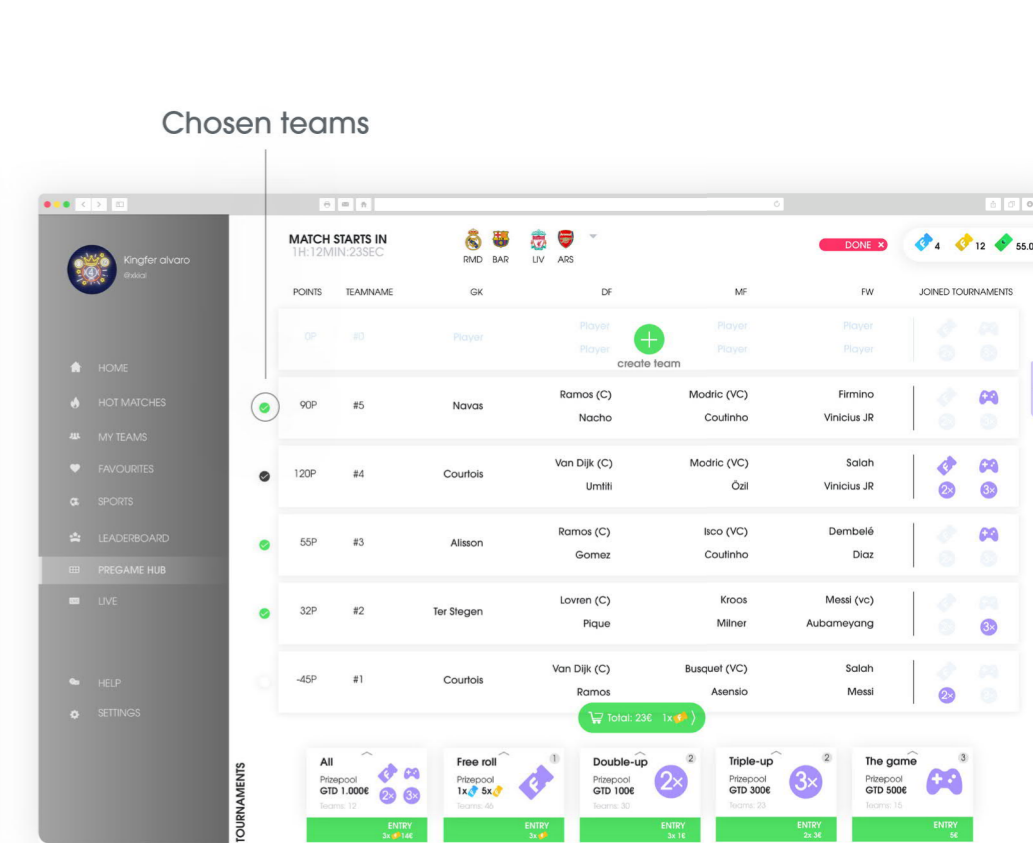


Advance mode



Multi markings

Exit advance mode



Chosen teams

Large number of teams created

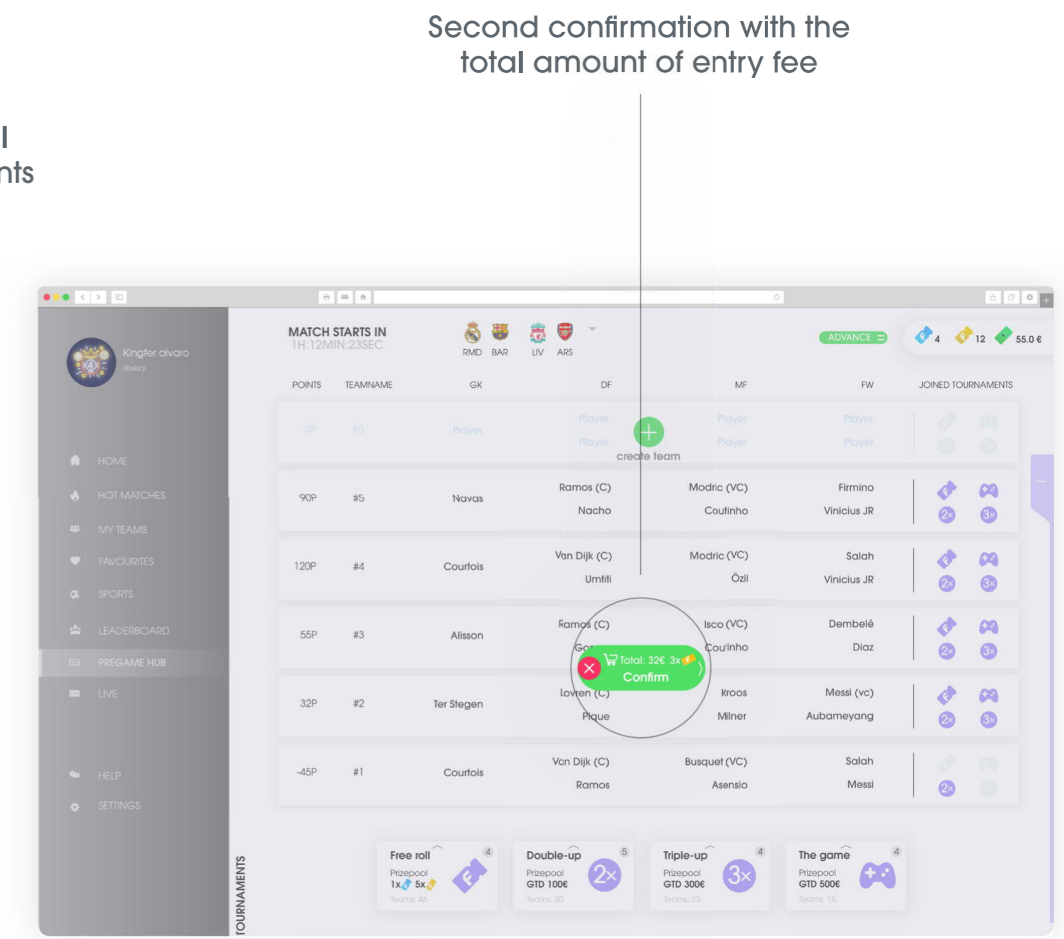
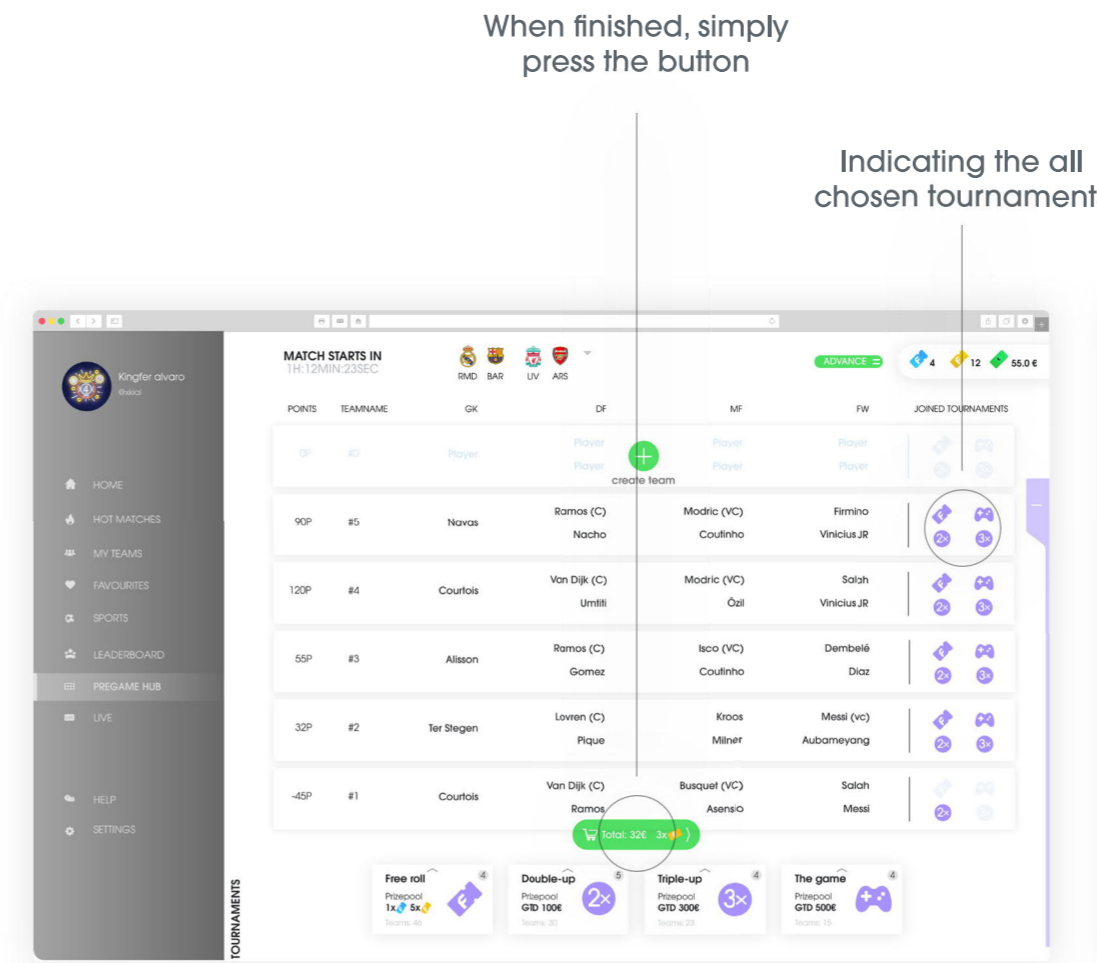
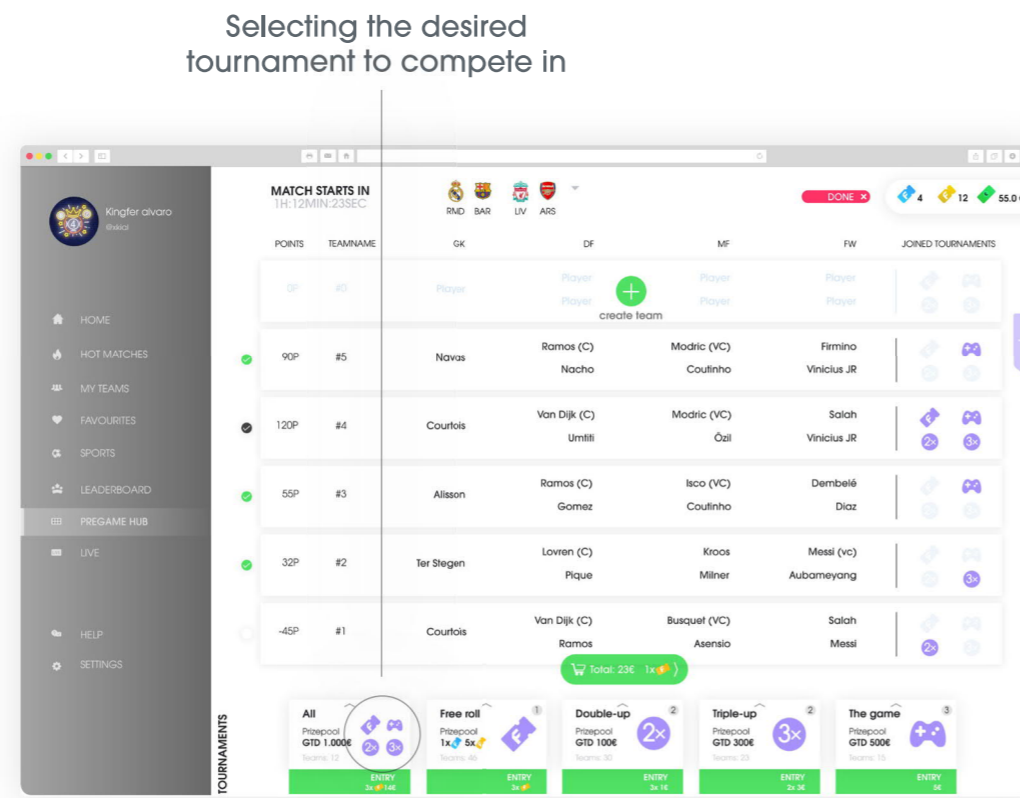
Advance mode

Multiple selection

PREHUB

ADVANCE MODE

Selecting multiple teams will provide a quick method to add all the selected teams into various tournaments. After all the teams had been added into the desired tournaments, it will show the chosen tournament icon. When all the team adjustments have been made, we can now finish this step by using the confirm button which displays the total amount of entry fees.



Compete in all tournaments

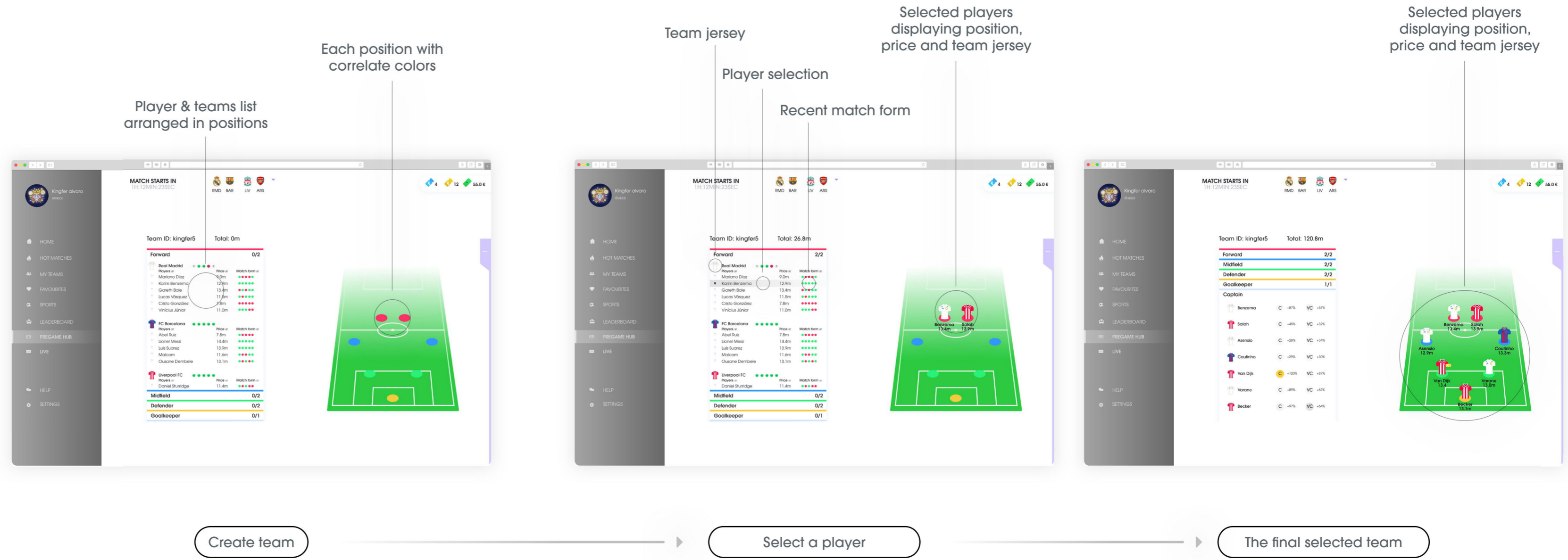
Multi add teams in tournaments

Confirm total payment

PREHUB

CREATE TEAM

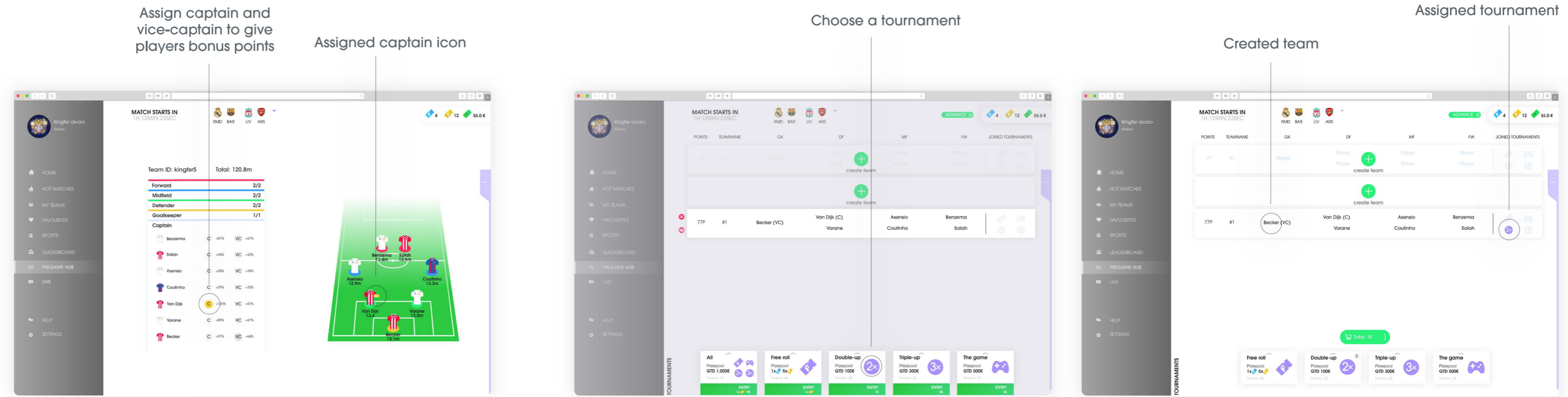
For users who like to be more involved in creating, their teams might enjoy this method better than the autoselect method. With this method, users will be able to manage their team in a more interactive and responsive way. Select players from the team list which provides information from the player cost and recent match history. To not get confused about some unknown players or teams, the list will display team jersey resembling the sports teams jersey and colors. This team jersey will also act as an indicator or icon when selecting a player which will appear on the sports field.



PREHUB

CREATE TEAM

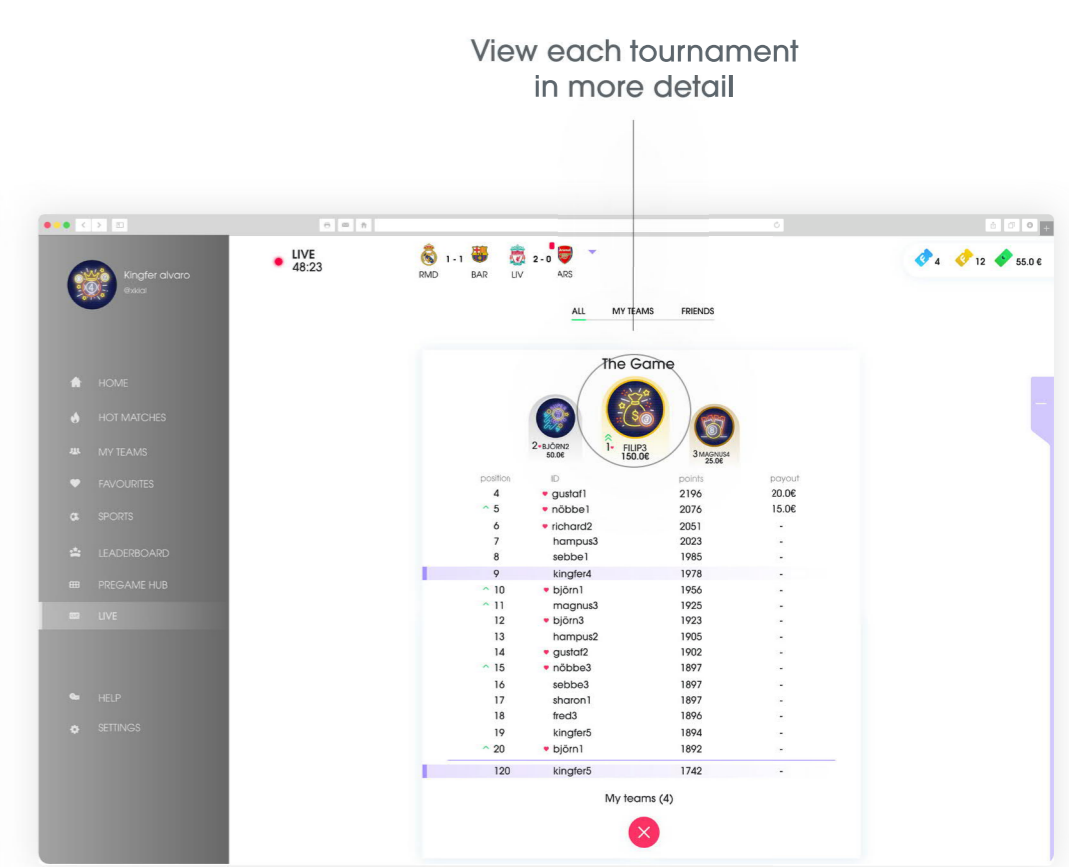
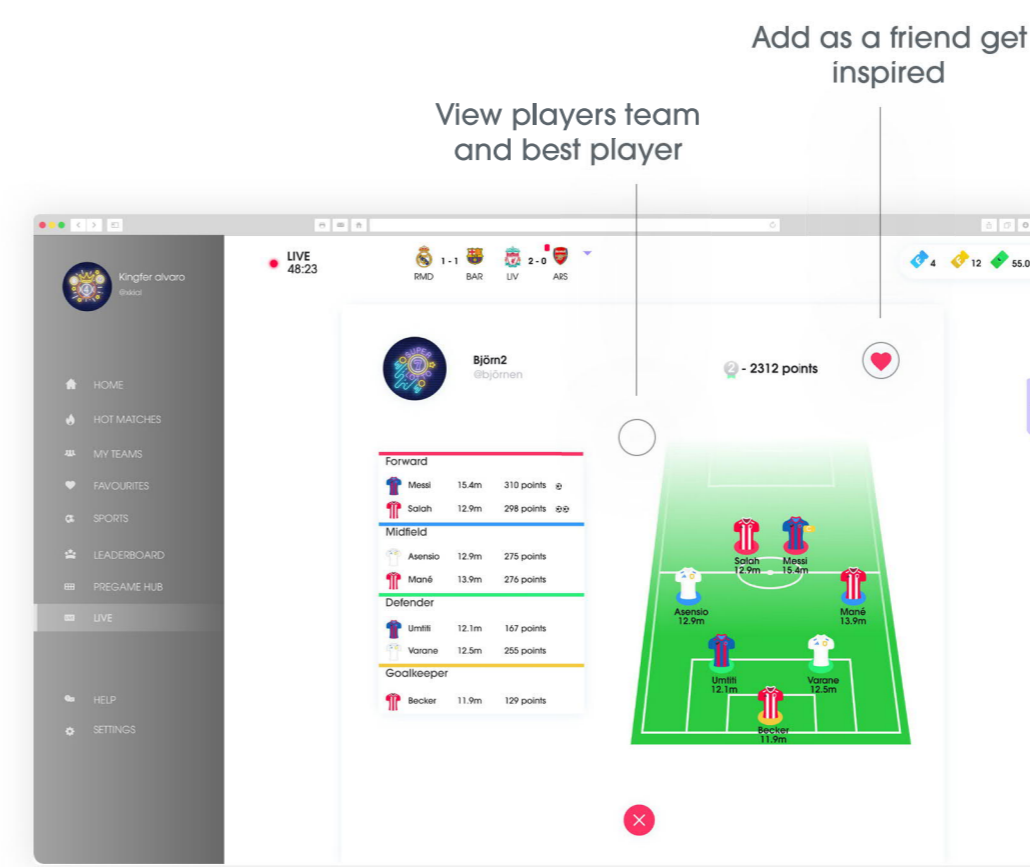
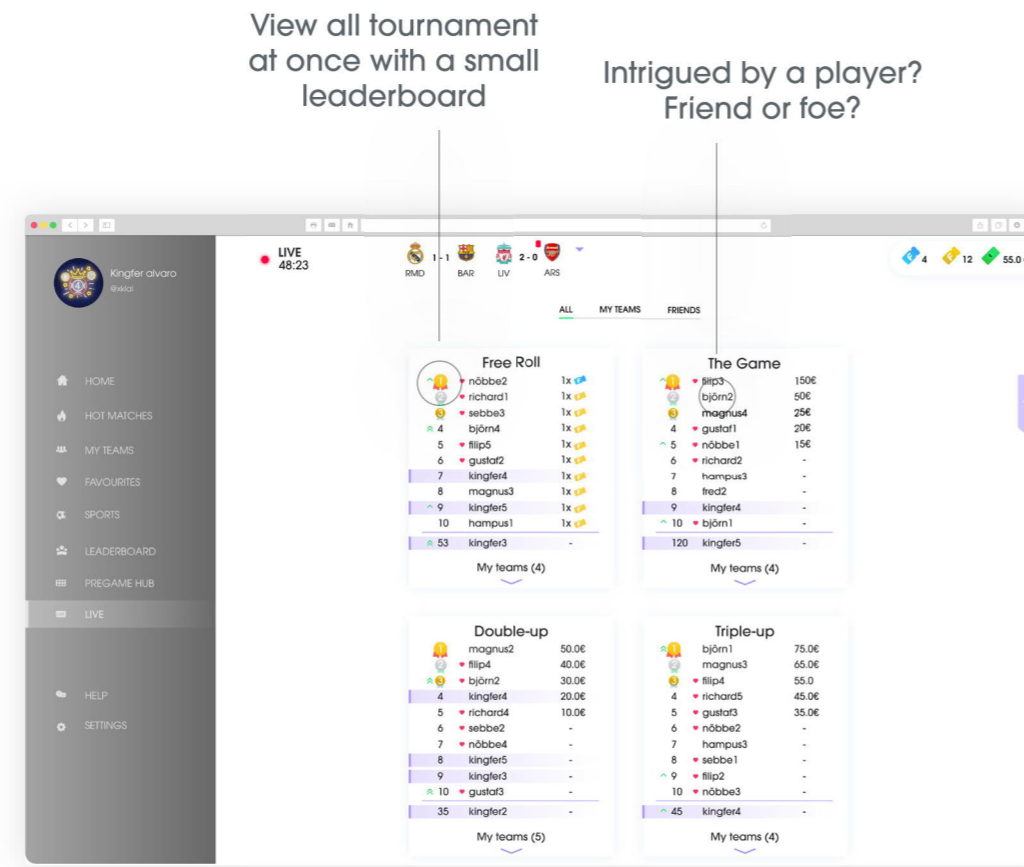
After selecting all the favorable players, the remaining step is to choose some players that might do well during the sports event and them captain or vice-captain to give the players' bonus points. At first, the system will choose captains for you to make sure you always have a captain and a vice-captain. On the sports field, you can see a small yellow band, this is the marker of the captain which resembles a real head captain band. After finishing the team, you will then be redirected to the pregame hub where you can assign your team to a tournament.



LIVE VIEW

LIVE SPORTS EVENT

When a game pack goes live, you can follow your team during this event while watching the sports match. The live menu should show all the tournaments for the specific game pack, with a small leaderboard showcasing the top 10 and your best team. You can even select a specific player to view their team and add them as a friend to get an idea or help to build your future teams. To view each tournament in more detail, simply click on each tournament to expand the view.



View all tournaments live

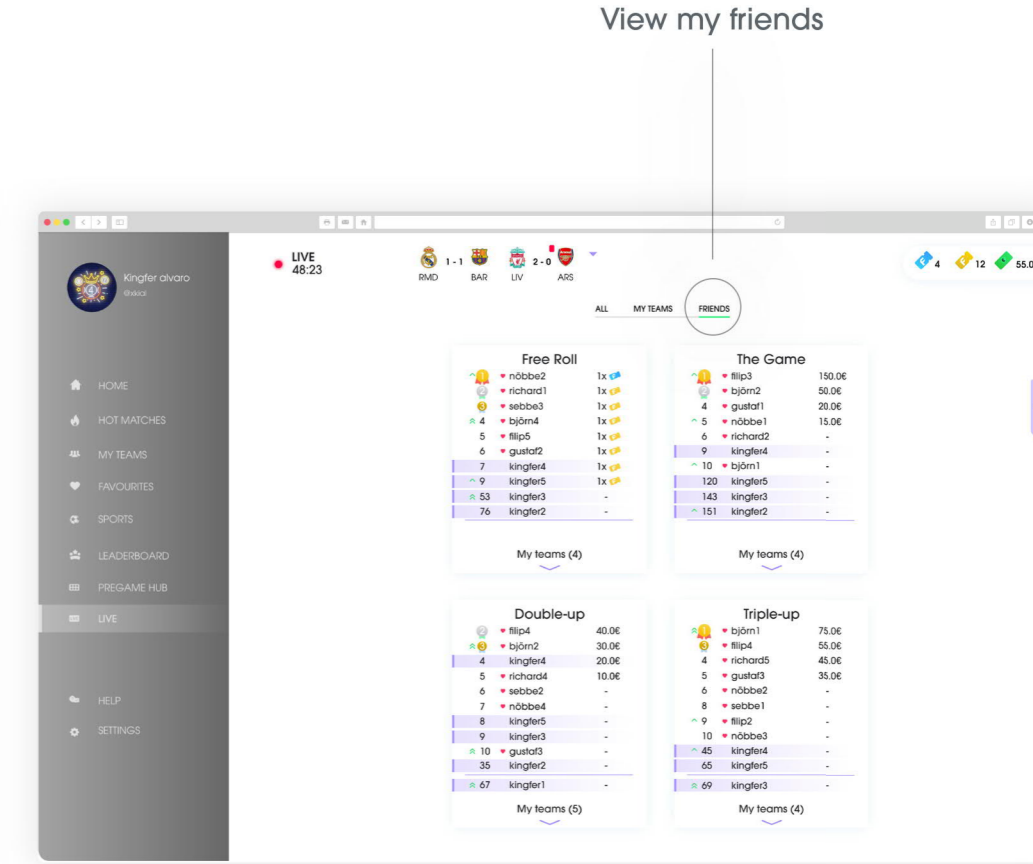
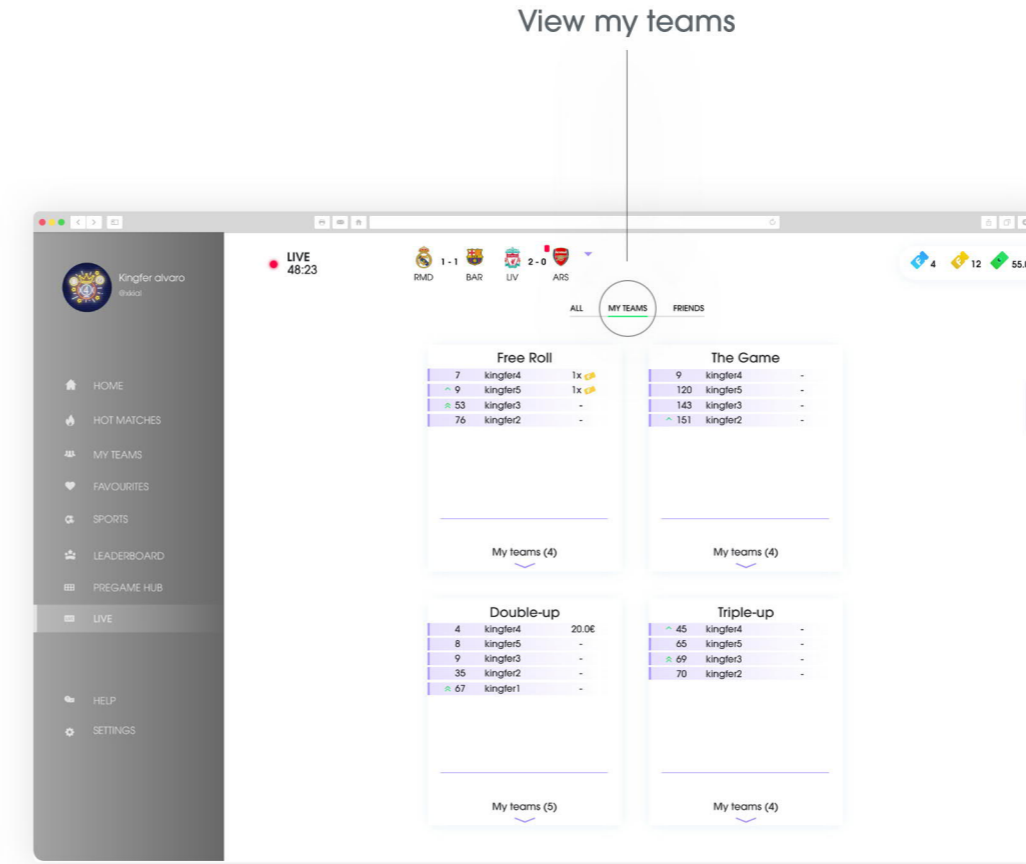
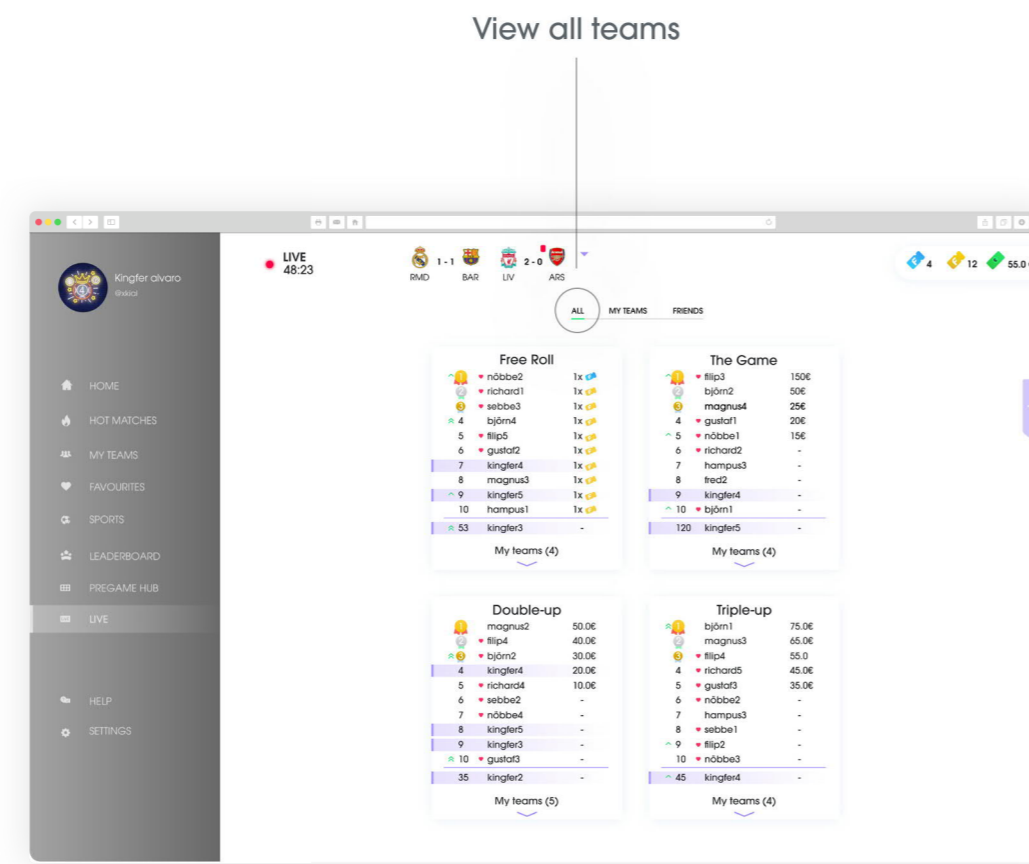
View and make friends

View a tournament in detail

LIVE VIEW

LIVE SPORTS EVENT

If you have many friends at Fsport and maybe want to compete and compare your teams with theirs? You can simply switch between observing all players competing or make it more personal by just observing your or friends teams without leaving the pages.



View all tournaments live

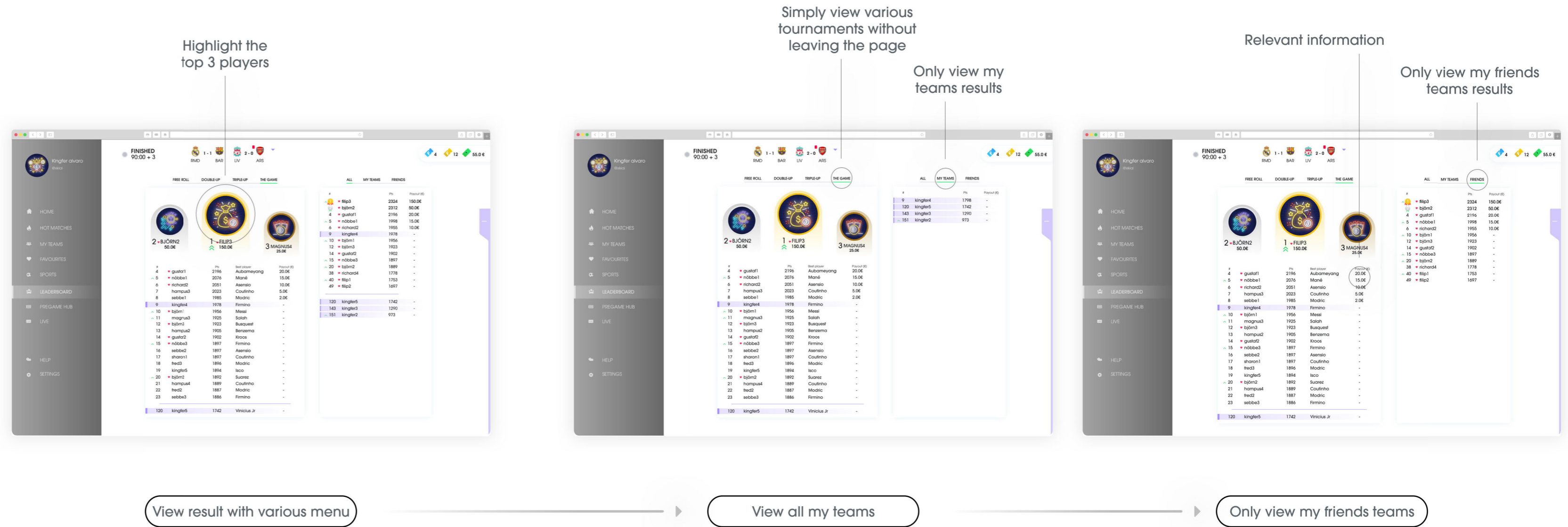
View and make friends

View a tournament in detail

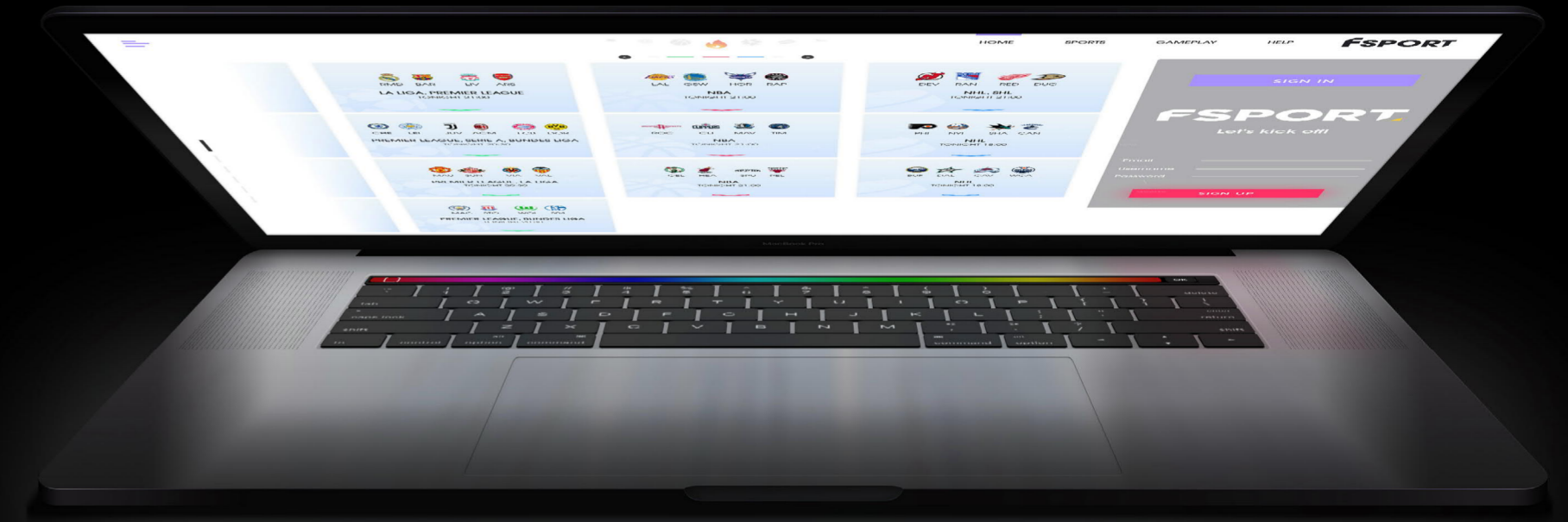
LEADERBOARD

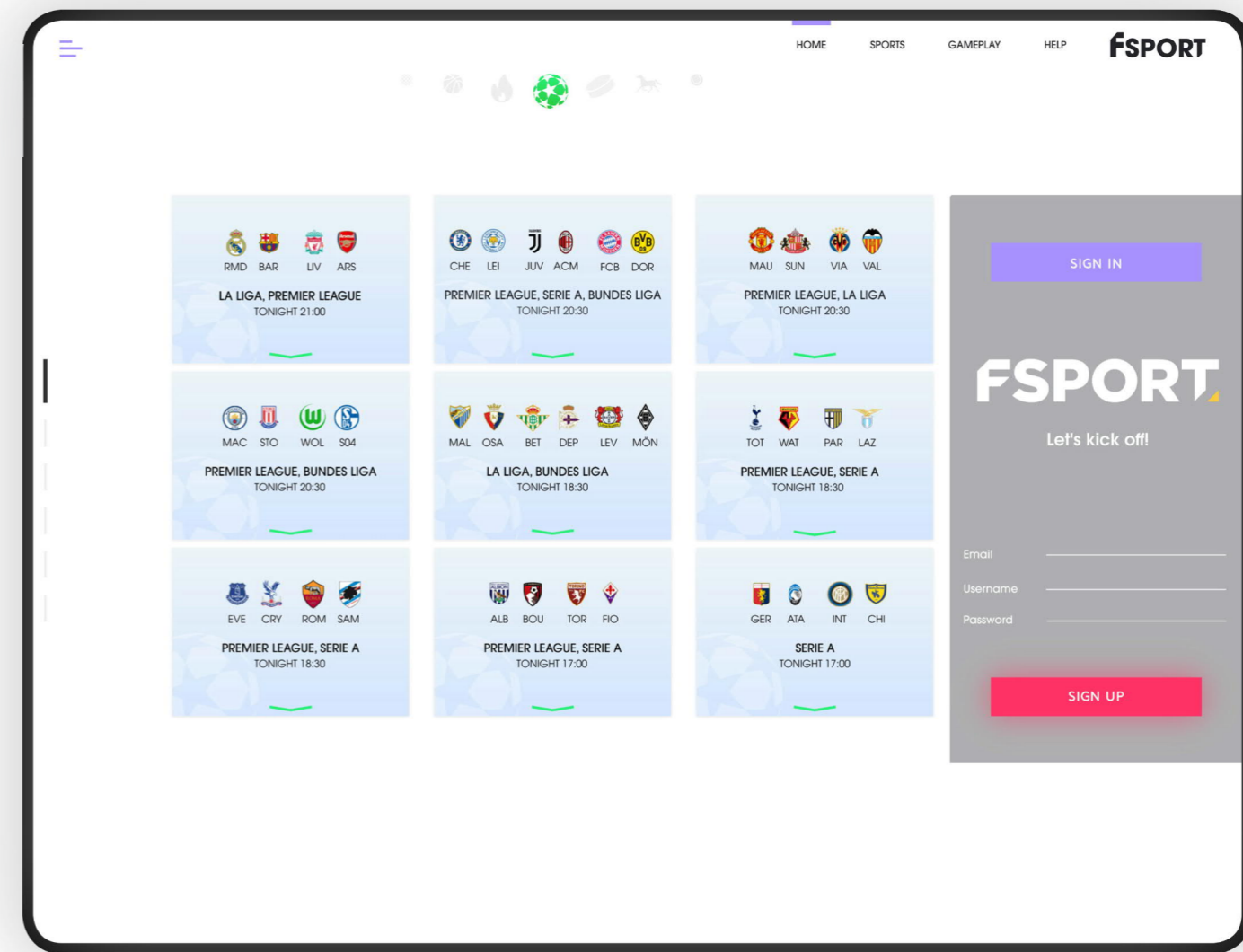
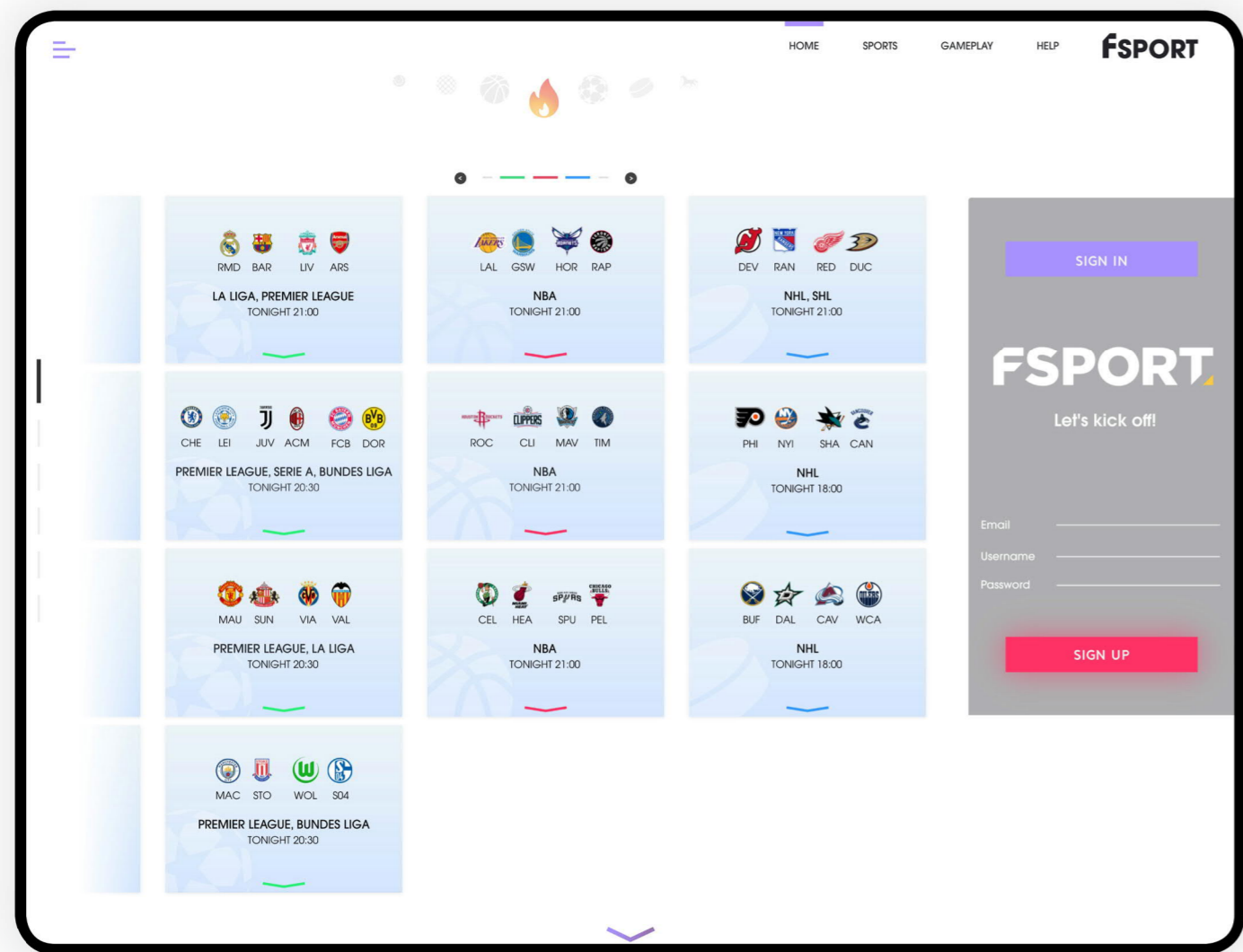
TEAM RESULT

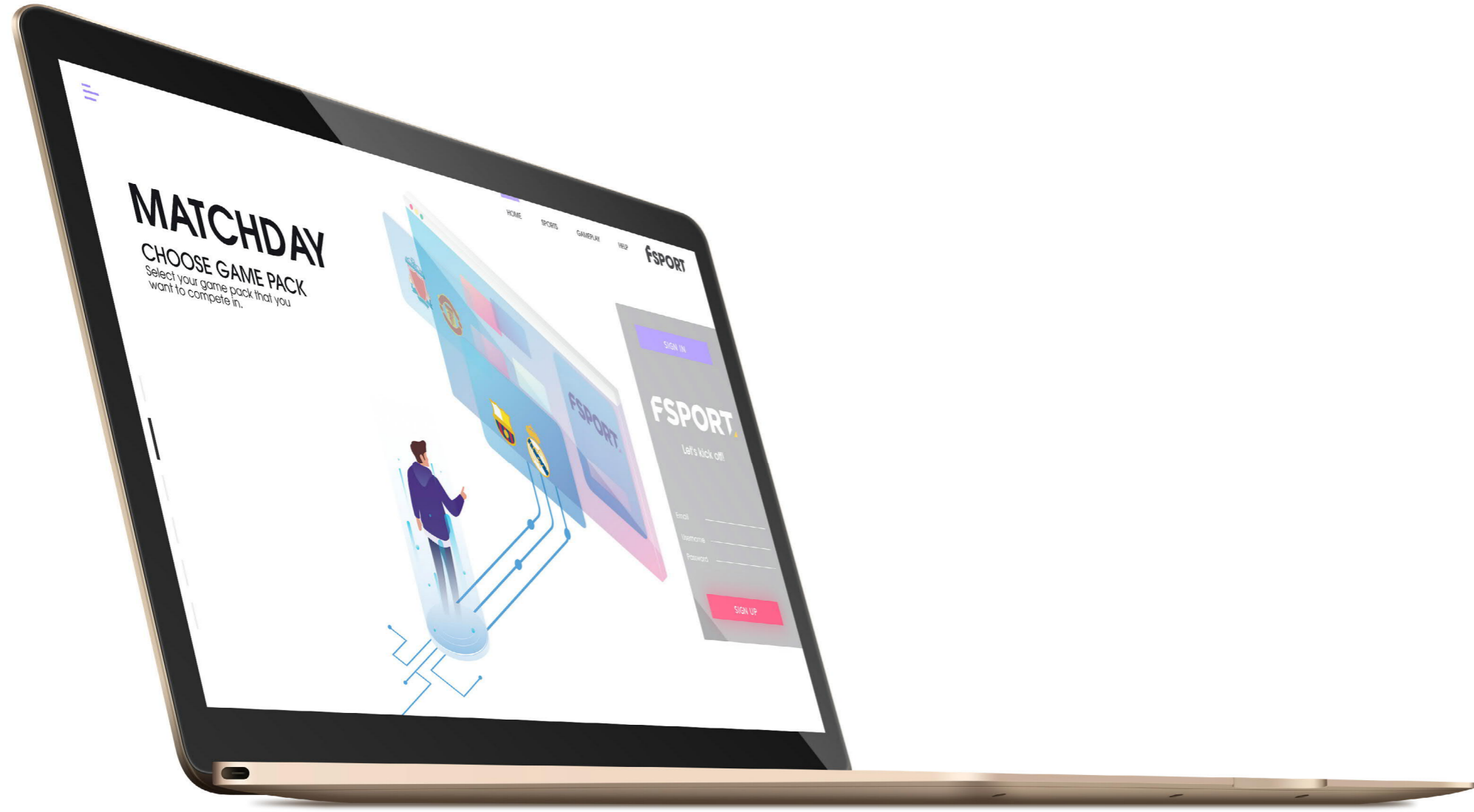
When a sports event has ended, you can view how well your team did by going to the leaderboard section. You will observe all the necessary information from the match such as points, placements, the best player and the total payout. The top 3 is highlighted with a bigger name and gold, silver and bronze border. This is to make the users more competitive and ambition to be noticed by other users.

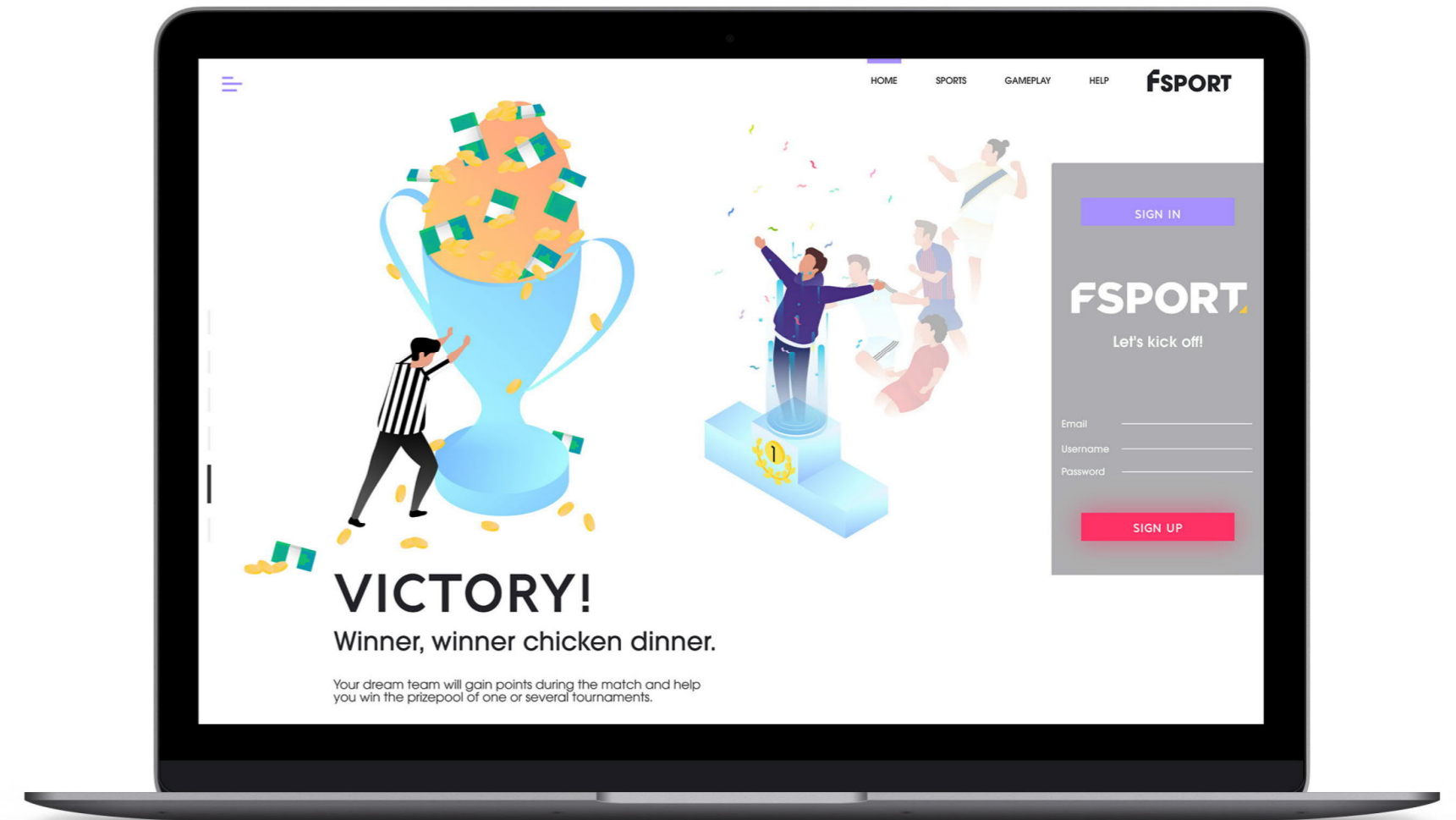
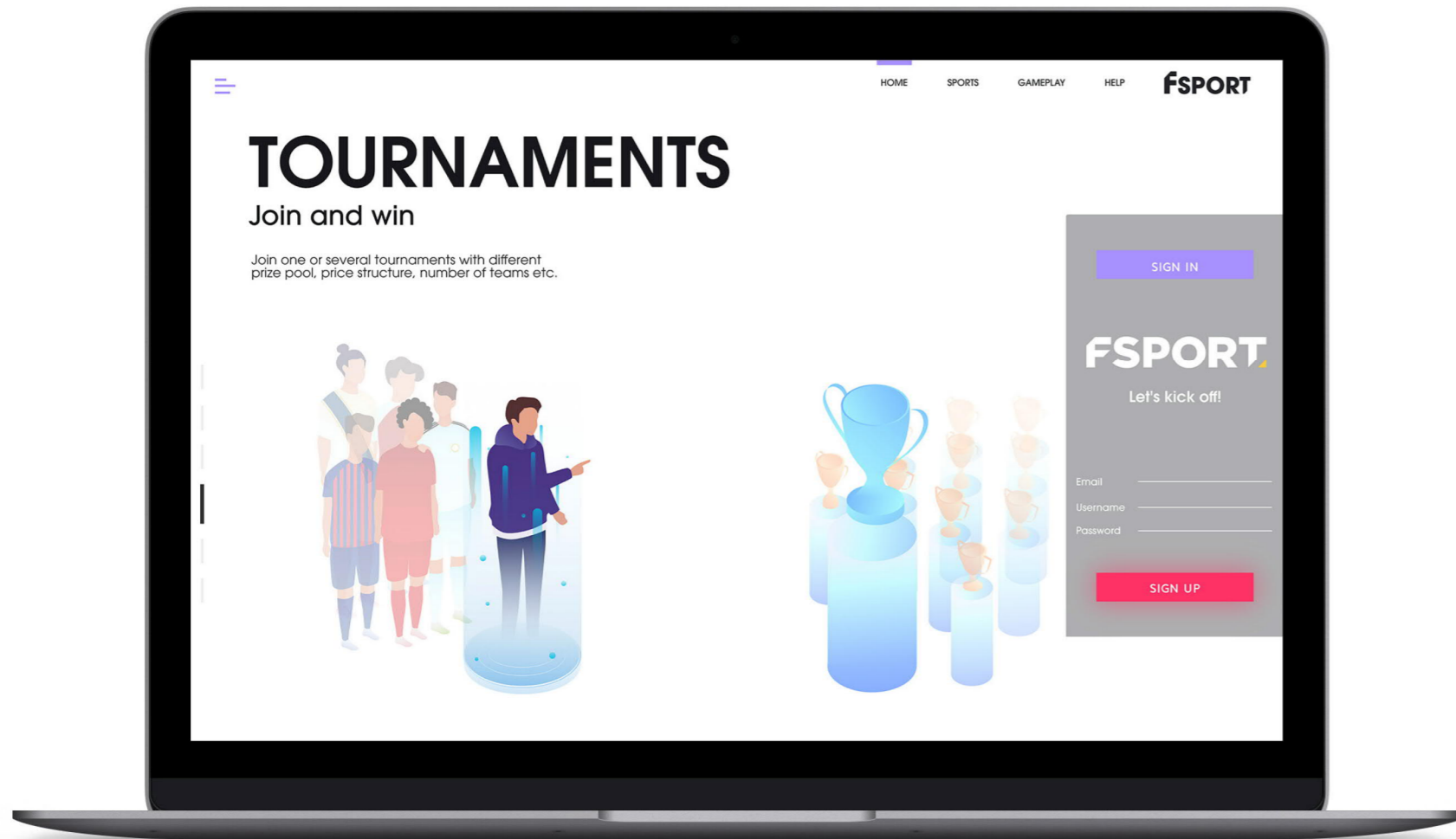


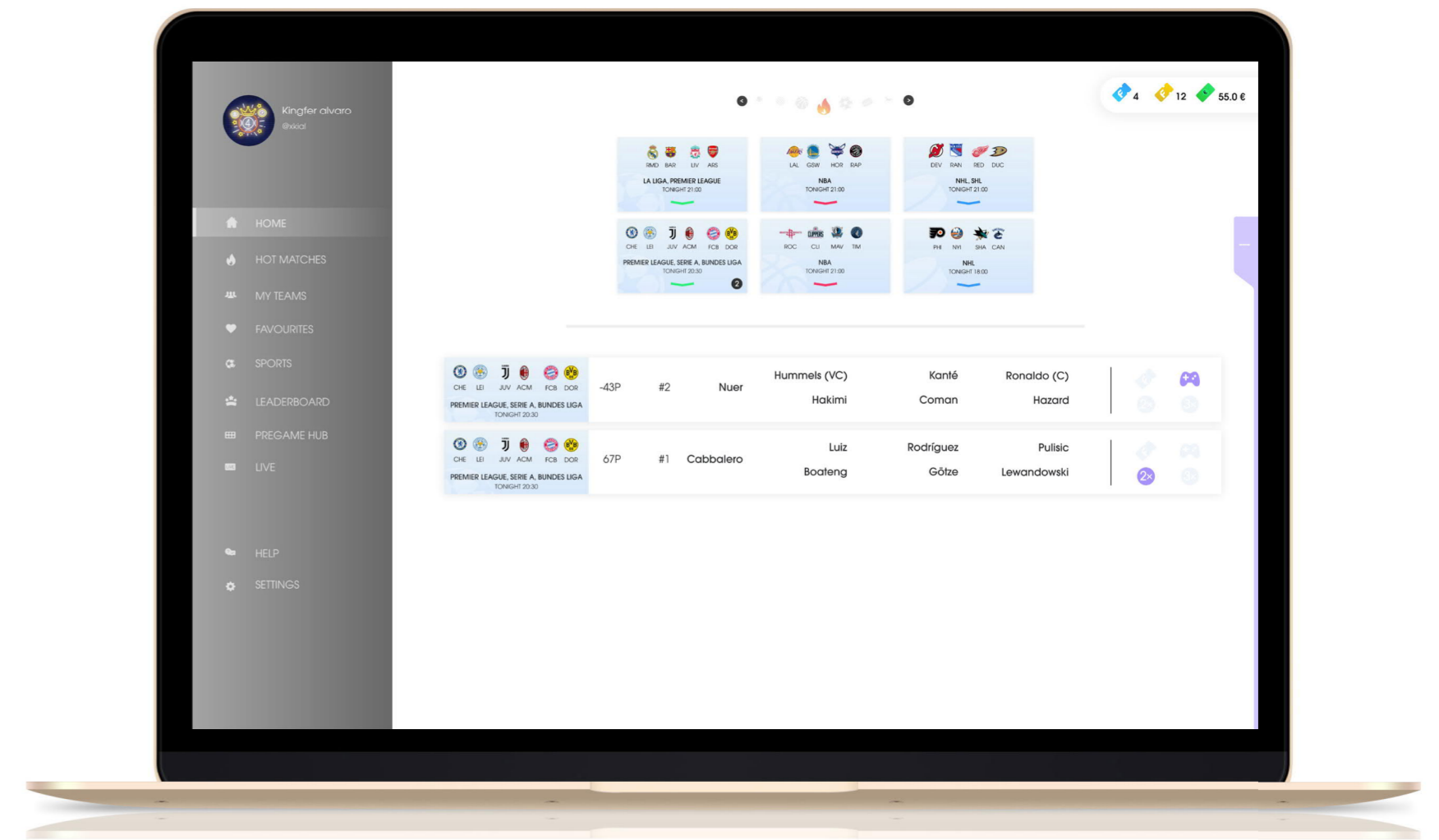
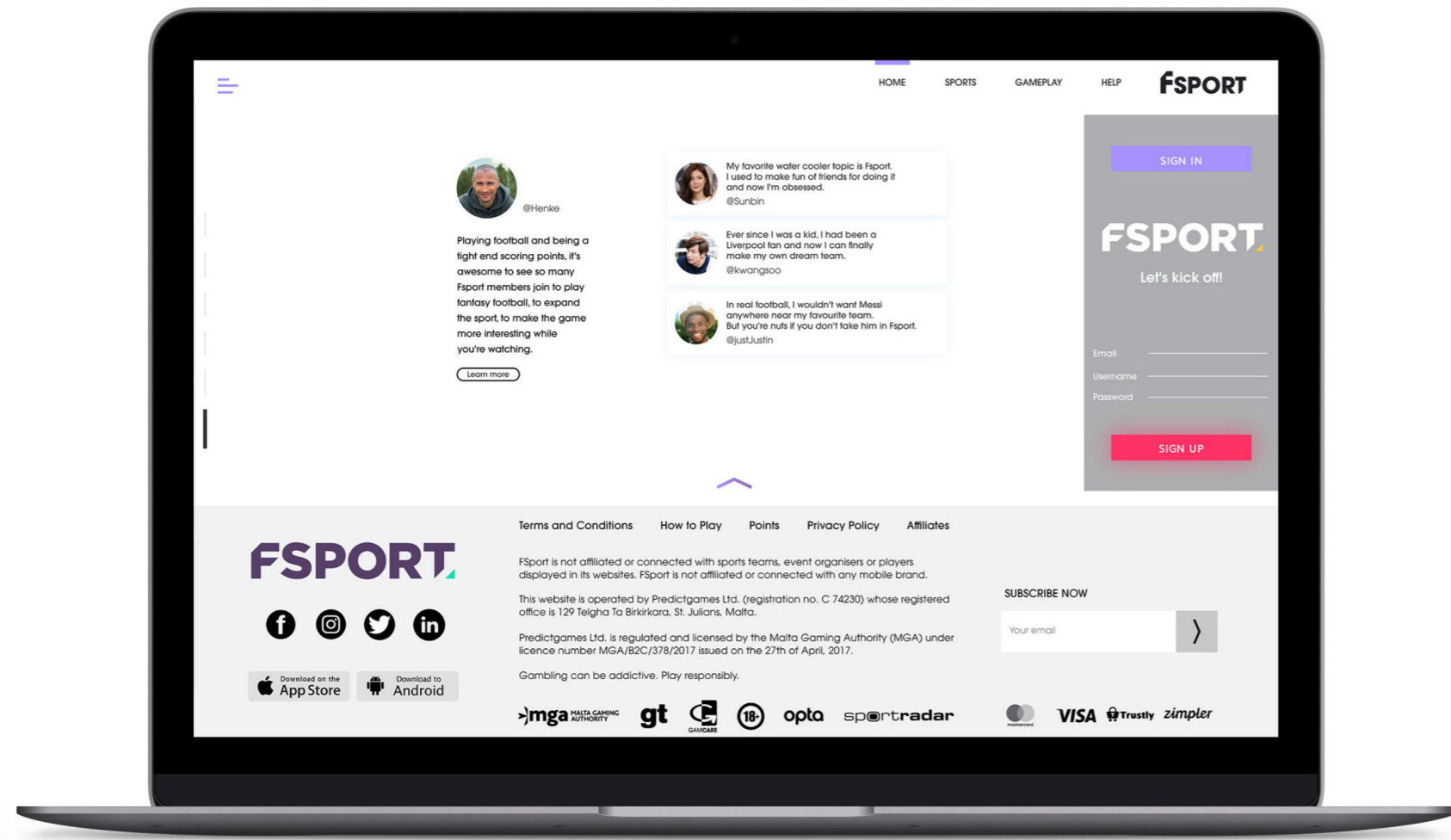
THE RESULT











LIVE 48:23 RMD 1-1 BAR 2-0 LIV ARS

Kingfer alvaro @kafca

ALL MY TEAMS FRIENDS

Free Roll

1	nöbbe2	1x
2	richard1	1x
3	sebbee3	1x
4	björn4	1x
5	flip5	1x
6	gustaf2	1x
7	kingfer4	1x
8	magnus3	1x
9	kingfer5	1x
10	hampus1	1x
53	kingfer3	-

My teams (4)

The Game

1	flip3	150€
2	björn2	50€
3	magnus4	25€
4	gustaf1	20€
5	nöbbe1	15€
6	richard2	-
7	hampus3	-
8	fred2	-
9	kingfer4	-
10	björn1	-
120	kingfer5	-

My teams (4)

Double-up

1	magnus2	50.0€
2	flip4	40.0€
3	björn2	30.0€
4	kingfer4	20.0€
5	richard4	10.0€
6	sebbee2	-
7	nöbbe4	-
8	kingfer5	-
9	kingfer3	-
10	gustaf3	-
35	kingfer2	-

My teams (5)

Triple-up

1	björn1	75.0€
2	magnus3	65.0€
3	flip4	55.0€
4	richard5	45.0€
5	gustaf3	35.0€
6	nöbbe2	-
7	hampus3	-
8	sebbee1	-
9	flip2	-
10	nöbbe3	-
45	kingfer4	-

My teams (4)

LIVE 48:23 RMD 1-1 BAR 2-0 LIV ARS

Kingfer alvaro @kafca

HOME HOT MATCHES MY TEAMS FAVOURITES SPORTS LEADERBOARD PREGAME HUB LIVE HELP SETTINGS

Björn2 @björmen **2312 points**

Position	Player	Points
Forward	Messi	15.4m 310 points
Forward	Salah	12.9m 298 points
Midfield	Asensio	12.9m 275 points
Midfield	Mané	13.9m 276 points
Defender	Umtiti	12.1m 167 points
Defender	Varane	12.5m 255 points
Goalkeeper	Becker	11.9m 129 points

FINISHED 90:00 + 3

1-1 BAR 2-0 AIS

4 12 55.0 €

FREE ROLL DOUBLE-UP TRIPLE-UP THE GAME

2 BJÖRN2 50.0€

1 FILIP3 150.0€

3 MAGNUS4 25.0€

#	Player	PTS	Best player	Points	Points ID
4	gustaf1	2196	Aubameyang	20.0€	
5	nöbbe1	2076	Mané	15.0€	
6	richard2	2051	Asensio	10.0€	
7	hampus3	2023	Coutinho	5.0€	
8	sebbe1	1985	Modric	2.0€	
9	kingler4	1978	Firmino	-	
10	björn1	1956	Messi	-	
11	magnus3	1925	Salah	-	
12	björn3	1923	Busquest	-	
13	hampus2	1905	Benzema	-	
14	gustaf2	1902	Kroos	-	
15	nöbbe3	1897	Firmino	-	
16	sebbe2	1897	Asensio	-	
17	sharon1	1897	Coutinho	-	
18	fred3	1896	Modric	-	
19	kingler5	1894	Isco	-	
20	björn2	1892	Suarez	-	
21	hampus4	1889	Coutinho	-	
22	fred2	1887	Modric	-	
23	sebbe3	1886	Firmino	-	
120	kingler5	1742	Vinicius Jr	-	

#	Player	PTS	Points	Points ID
3	flip3	2324	150.0€	
4	björn2	2312	50.0€	
4	gustaf1	2196	20.0€	
5	nöbbe1	1998	15.0€	
6	richard2	1955	10.0€	
10	björn1	1956	-	
12	björn3	1923	-	
14	gustaf2	1902	-	
15	nöbbe3	1897	-	
20	björn2	1889	-	
38	richard4	1778	-	
40	flip1	1753	-	
49	flip2	1697	-	

MATCH STARTS IN 19:12MIN:23SEC

ADVANCE 4 12 55.0 €

Kingler olivaro

HOME HOT MATCHES MY TEAMS FAVOURITES SPORTS LEADERBOARD PREGAME HUB LIVE HELP SETTINGS

POINTS TEAMNAME GK DF MF FW JOINED TOURN

Player Player create team

Player Player create team

-5P #1 Courtois Van Dijk (C) Ramos Busquet (VC) Asensio Salah Messi

Total: 16

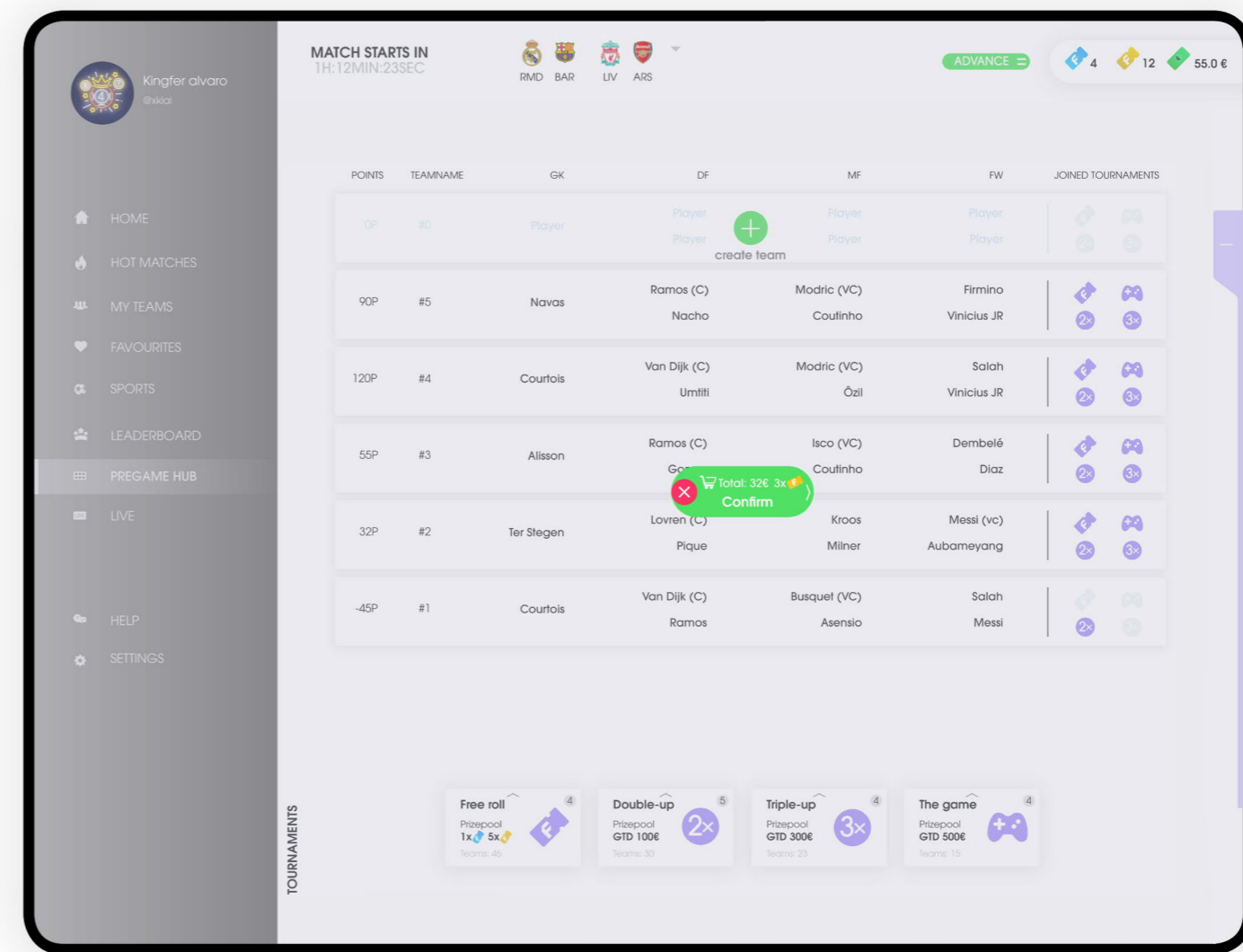
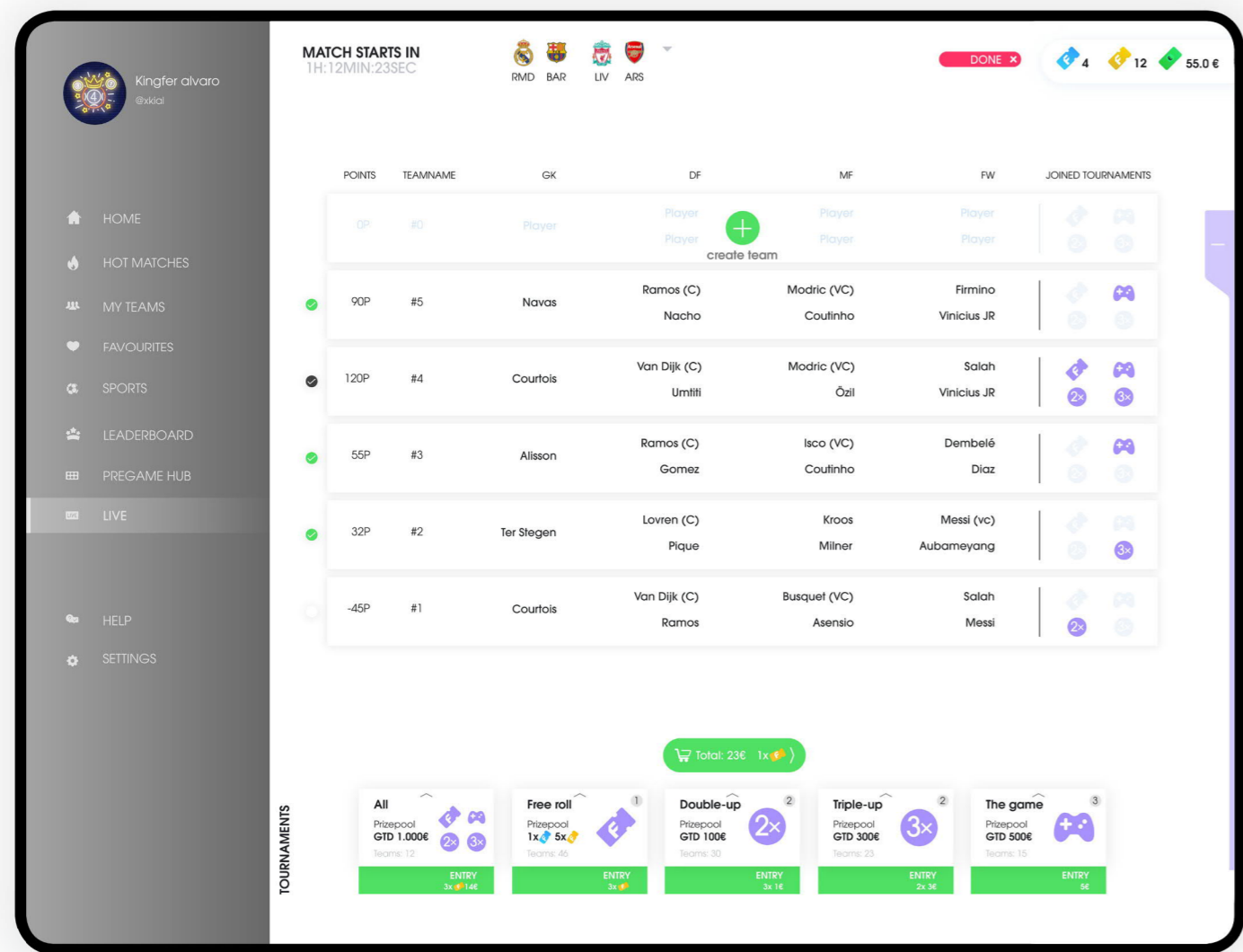
Free roll 1x 5x 10x

Double-up 2x 100€

Triple-up 3x 300€

The game 500€

TOURNAMENTS



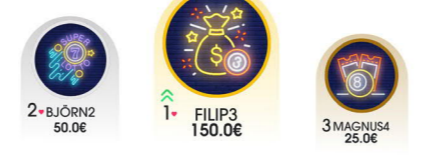
LIVE
48:23



4 12 55.0 €

ALL MY TEAMS FRIENDS

The Game



position	ID	points	payout
4	♥ gustaf1	2196	20.0€
5	♥ nöbbe1	2076	15.0€
6	♥ richard2	2051	-
7	hampus3	2023	-
8	sebbe1	1985	-
9	kingler4	1978	-
10	♥ björn1	1956	-
11	♥ magnus3	1925	-
12	♥ björn3	1923	-
13	hampus2	1905	-
14	♥ gustaf2	1902	-
15	♥ nöbbe3	1897	-
16	sebbe3	1897	-
17	sharon1	1897	-
18	fred3	1896	-
19	kingler5	1894	-
20	♥ björn1	1892	-
120	kingler5	1742	-

Total: 120.8m

2/2
2/2
2/2
1/1



My teams (4)



Confirm >

MacBook

FUTURE IMPROVEMENTS

During this project, both the team from Fsport and I have learned a lot, in both customer focus products and thinking in new ways. The company has a great potential of providing a great product with a great user experience. Even though we have done changes and generated new ideas, there is always room for improvement.

What we have accomplished in this project was just the tip of the iceberg, it lays a lot more problems that need to be solved under the surface. I would have liked to keep working on this product since I learned what the current obstacles are. There is a lot of problems waiting to be explored in the social and exciting aspect of the product. Achievements, chat, customization and different activities are just some of the many topics we would have liked to focus more on.

We are converting more and more into the digital world, and I know very well that the digital world changes very fast without any warnings. Therefore, the company needs to be prepared for new changes and improvements to be able to compete with bigger companies on the market. Today every decision and idea comes from the developers who don't really feel capable of doing both the design part and development. This is resulting in slowing down the kick-off process of an idea. Fsport needs to have a designer, who can focus on every aspect of the product from research, new ideas, creating a beautiful product and thinking outside of the box. Slow and steady is good, but it needs to be done when it needs to, not ten years later.



RESULT & CONCLUSION

During this project, I have learned many things. I love working with my hands, the feeling of working with materials and physical prototypes. I stepped out of my comfort zone with this project, which I felt was very frightening. I have always enjoyed working digitally, but never this big of a project. I always want to learn as much as possible and widen my view of various design practices.

I enjoyed the time of working closely with a real company and discuss ideas to make the product better. To be able to make my voice heard, I needed to show a professional side of me. Discuss and argue on a professional level to make sure to provide a wider view and understanding to co-workers who aren't familiar with design.

The biggest struggle during this project was my lack of knowledge for programming or develop coding. This affected how I designed things. Different design elements have various complexity of coding. Because I did not know how to code, it resulted in not understanding the complexity of what was plausible to code. To help myself, I used the soft InVision studio which is a digital prototyping software, converting a design into codes. With this, I can generate ideas and designs to present to the developers in that method they can understand.

Generally, I have learned a lot from professional work, digital software, customer focus design, and personal growth. I am very happy for choosing this project together with Fsport and uncover my interest in digital design even more.



SPECIAL THANK YOU!

School of Industrial Design, Lund Univeristy

Claus-Christian Eckhardt
Per Liljeqvist

Fsport

Björn Hofvendahl
Filip Martell
Sebastian Nöbbelin
Richard Elimäa
Sebastian Möser



Thank
you!

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About Fsport <https://www.betting.se/artikel/daily-fantasy-sports-fsport-del2>

4 keys of fun <http://www.nicolelazzaro.com/the4-keys-to-fun/>

Competitors

FanDuel <https://www.fanduel.com>
Draft Kings <https://www.draftkings.com>
FanTeam <https://www.fanteam.com/front>
PL fantasy team <https://fantasy.premierleague.com>
Uefa fantasy team <https://gaming.uefa.com>
FanArena <https://fanarena.com/fantasy-sports-software/>
ViVaroBet <https://www.vivarobet.am/#/?lang=eng>

Fantasy sport data

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<https://www.forbes.com/sites/haroldstark/2017/12/09/what-is-daily-fantasy-sports-and-why-is-everyone-so-obsessed-with-it/#5c5338831be3>

UI/UX, Design data and inspiration

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<https://medium.muz.li/made-with-studio-20-1c1bc52f4a26>
<https://www.invisionapp.com/inside-design/microinteractions-invision-studio/>
<https://uxplanet.org/7-basic-rules-for-button-design-63dcdf5676b4>
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<https://uxplanet.org/10-small-design-mistakes-we-still-make-1cd5f60bc708>

UI/UX, Design videos

<https://www.youtube.com/watch?v=aZZCZpc0AcY&feature=youtu.be&t=326>
<https://www.youtube.com/watch?v=3neWtDHLro>

