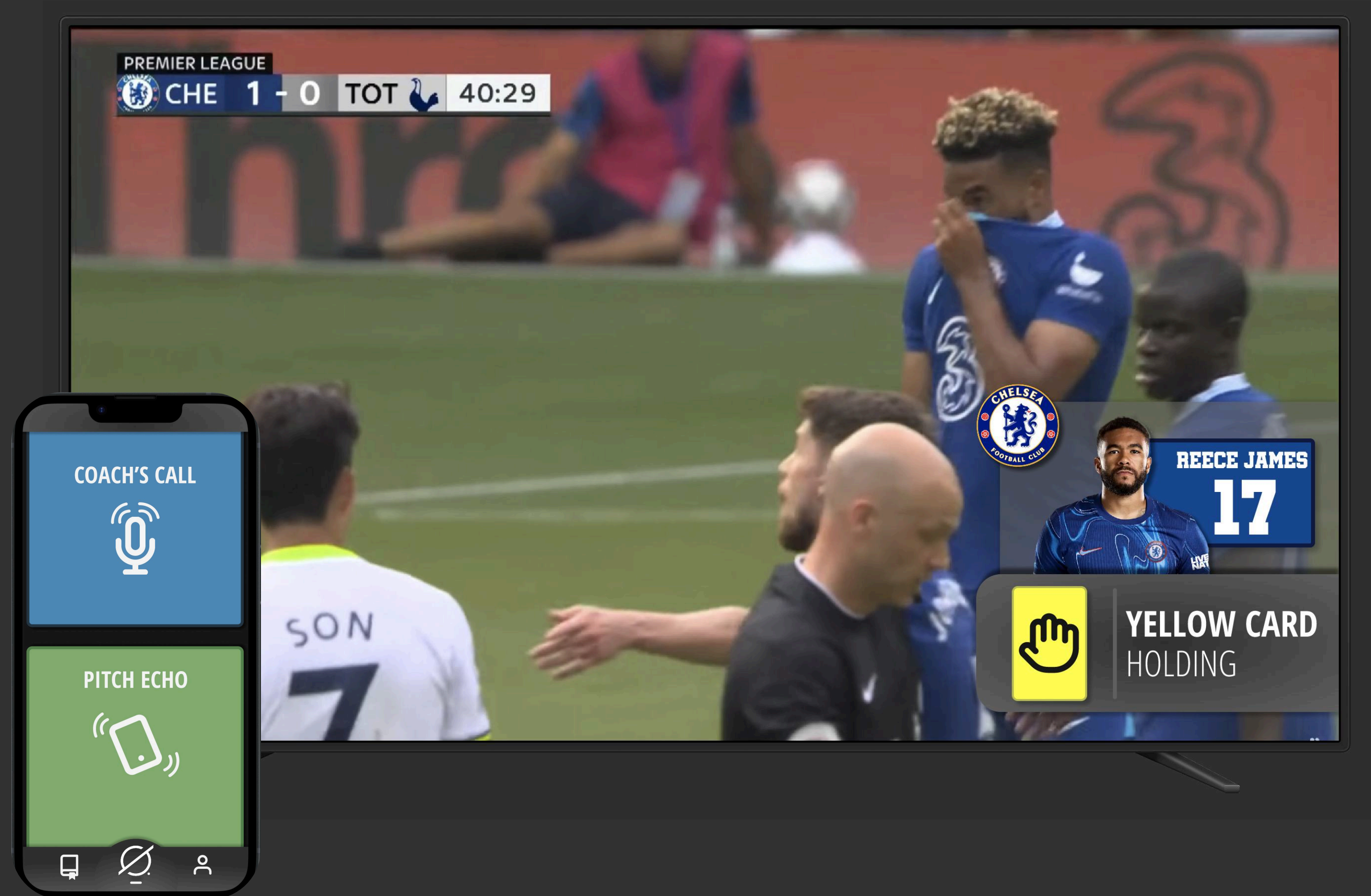




SIDELINE





Problem Statement: Due to the fast-paced and continuous nature of soccer, it can be a difficult sport to follow; especially when commentary is unavailable or when hearing is impaired.

Solutions:

- Show useful insights that aren't usually available during the match, in a way that's easy to understand.
- Give users helpful information that adds to the experience without pulling focus from the game.
- Make it accessible to all fans by offering helpful context for newcomers while still respecting the knowledge of seasoned viewers.

Initial Research Findings: Much of soccer's information, especially the storytelling, is done through commentary, Making it difficult to follow along with parts of the game when that commentary is inaccessible, wither that be because of personal hearing problems, viewing in a loud environment, or even being at the game itself, where commentary is completely inaccessible. The soccer display UI, as seen on tv, has also not changed or improved since 1994 when it was first added to the game.

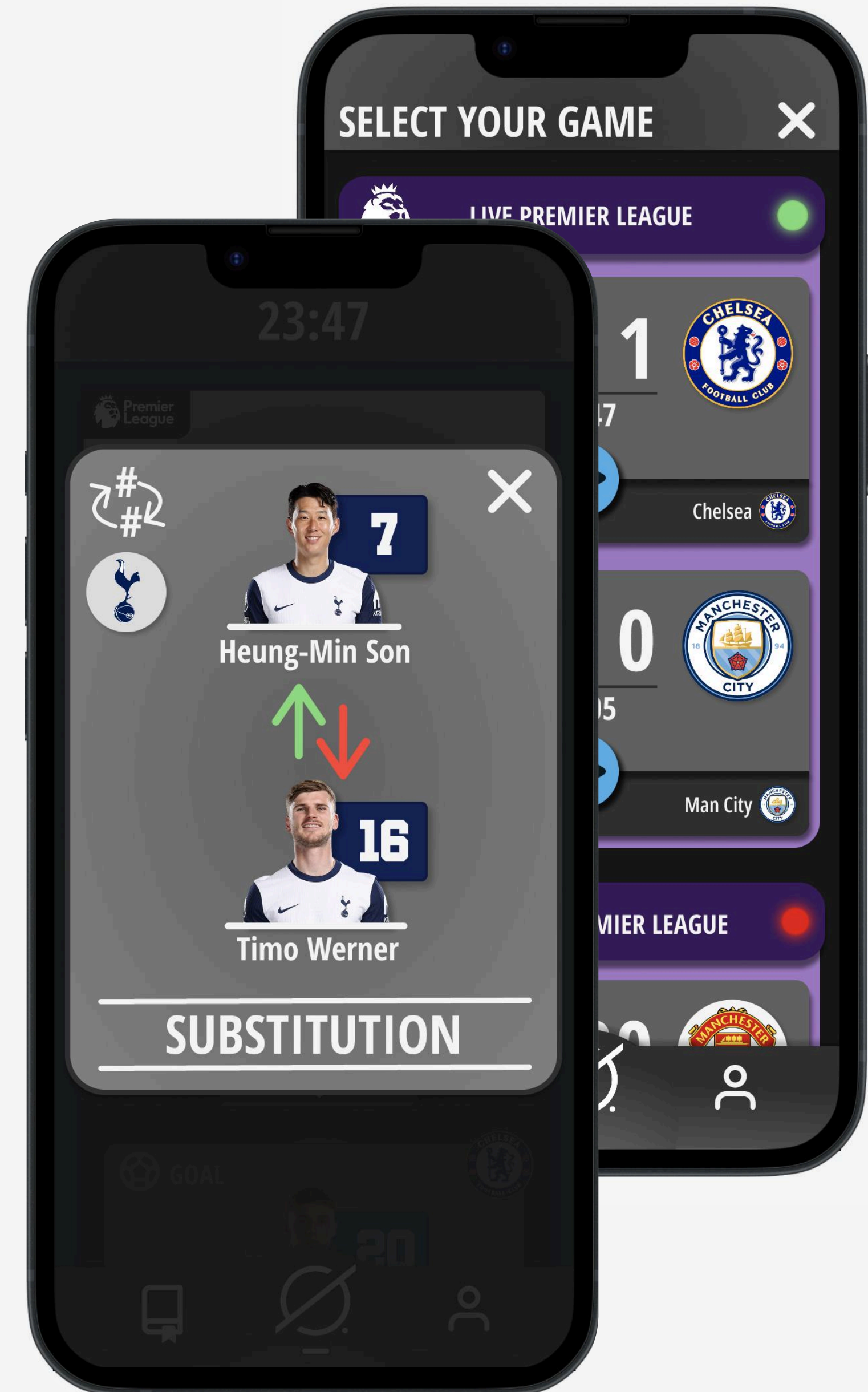
Citations:

Barnfield, A. (2013). Soccer, Broadcasting, and Narrative: On Televising a Live Soccer Match. *Communication & Sport*, 1(4), 326-341. <https://doi.org/10.1177/2167479513479107> (Original work published 2013)

Bunnell, David. "We Timed Every Game. World Cup Stoppage Time Is Wildly Inaccurate." *FiveThirtyEight*, June 27, 2018. <https://fivethirtyeight.com/features/world-cup-stoppage-time-is-wildly-inaccurate/>.

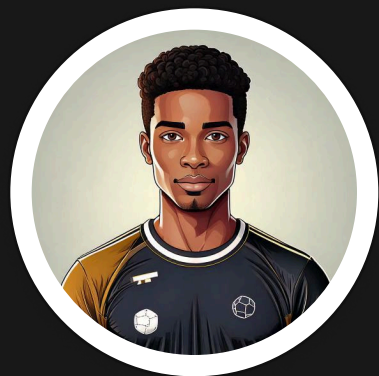
"Football - Documentation." *api*. Accessed April 21, 2025. <https://www.api-football.com/documentation-v3>.

Piper, Grant. "How Do Sports Apps Stay up to Date in Real Time?" *Medium*, July 19, 2024. <https://grantpiperwriting.medium.com/how-do-sports-apps-stay-up-to-date-in-real-time-bd6546429ba4>.





USER PERSONAS



Jordan

🎂 Age - 18
📁 Job - College Student
📍 Location - New York, NY

Soccer Interest:

- **Passionate Fan:** Plays recreationally and follows multiple leagues. Loves connecting with other fans.

Pain Points:

- **Hearing Accessibility:** Struggles with commentary in loud or quiet environments.
- **Affordability:** Limited budget for soccer content.

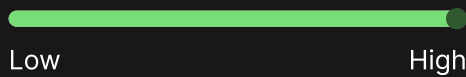
Ideal Experience:

- **Clear, Non-Intrusive Info:** Provides necessary match information (score, time, key player stats) without interrupting the viewing experience.
- **Seamless Subtitles:** Accurate, customizable subtitles that don't disrupt the action on screen.
- **Audio Control:** Adjustable commentary and crowd noise to suit his preferences.

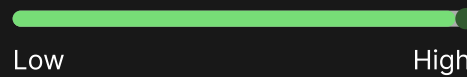
Goals & Needs:

- **Affordable Access:** Wants an affordable way to watch live matches.
- **Community Engagement:** Wants to connect with fellow fans through discussions and fantasy leagues.
- **Accessibility:** Needs subtitles or captions for commentary and customizable audio options due to hearing difficulties.

Soccer Knowledge



Need for Accessibility



Lisa

🎂 Age - 36
📁 Job - Accountant and Mom
📍 Location - Dallas, Tx

Soccer Interest:

- **Casual Observer:** Knows the basics of soccer, watches big events like the World Cup or finals, but wants to watch full games occasionally but isn't sure where or how to access them.

Pain Points:

- **Understanding the Game:** Unclear about some of the more complex aspects of soccer (e.g., rules, strategy, or team dynamics).
- **Family Balance:** Needs a way to enjoy soccer without it dominating family time.

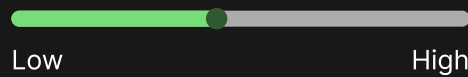
Ideal Experience:

- **Quick Highlights & Full Games:** Easy access to both short match recaps and full game streams.
- **Non-Intrusive Info:** Information like scores and key moments presented simply without disrupting the experience.
- **Family-Friendly:** A viewing experience that's simple enough for casual viewing but still engaging for all family members.

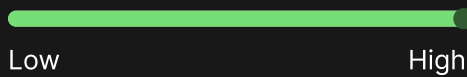
Goals & Needs:

- **Stay Informed:** Wants to keep up with key events and occasionally watch full games.
- **Occasional Engagement:** Enjoys watching soccer with her family but isn't committed to regular viewing.

Soccer Knowledge



Need for Accessibility



Bob

🎂 Age - 65
📁 Job - Retired Engineer
📍 Location - Miami, FL

Soccer Interest:

- **New to Soccer:** Bob has recently taken an interest in soccer, mostly due to his friends talking about it and his new found retirement freedom. He's curious about the game but doesn't yet have much knowledge of the sport.

Pain Points:

- **Understanding the Game:** Bob finds it difficult to grasp some of the games rules and strategies.
- **Too Much Information:** There's a lot of content available, and Bob is unsure where to start or what to focus on.

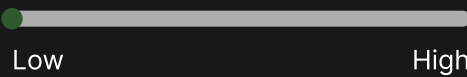
Ideal Experience:

- **Clear Explanations:** He'd appreciate platforms that provide simple, easy-to-understand explanations of the game's rules, strategies, and key moments.
- **User-Friendly:** Bob needs an easy way to watch full games without being overwhelmed by extra features or unnecessary details.

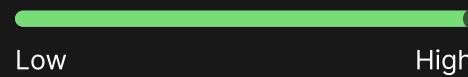
Goals & Needs:

- **Learn About Soccer:** Bob wants to understand the game better.
- **Watch Full Games:** He's open to watching full matches but feels overwhelmed by the amount of soccer content available.
- **Social Engagement:** Bob would like to engage in conversations with friends or colleagues about soccer, but feels he needs more knowledge before doing so.

Soccer Knowledge



Need for Accessibility



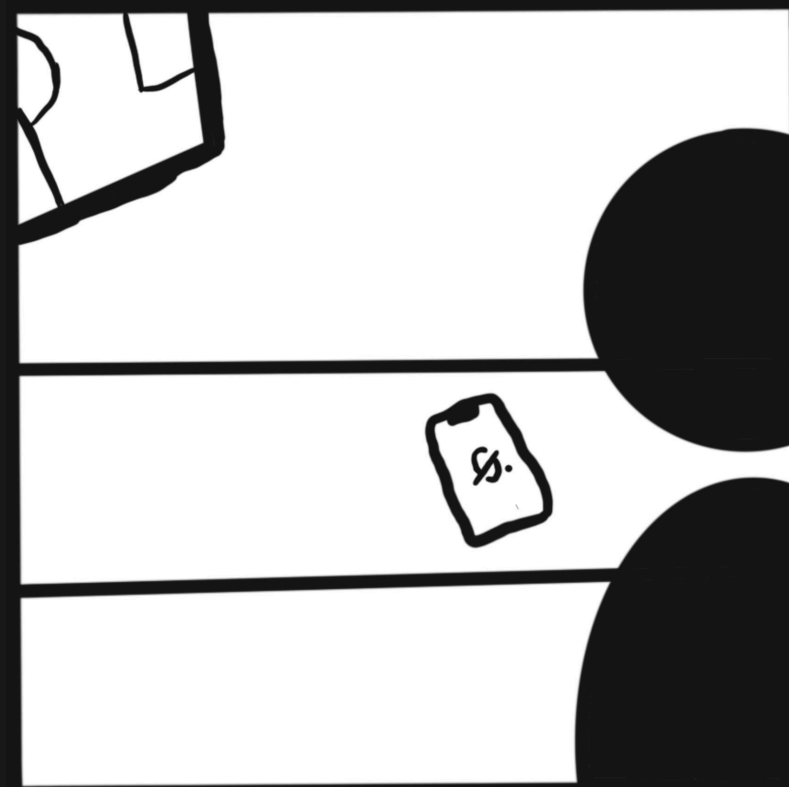


STORYBOARDS

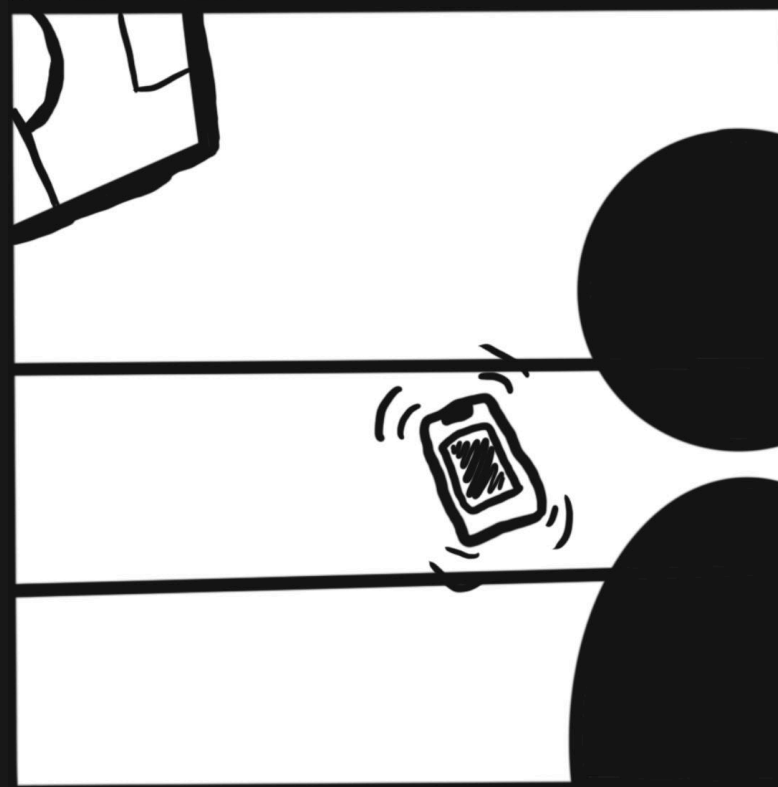
These storyboards were created with the goal to demonstrate a possible scenario where the Sideline app would be useful, portraying its two strongest features, "Coach's Pitch" and "Pitch Echo."



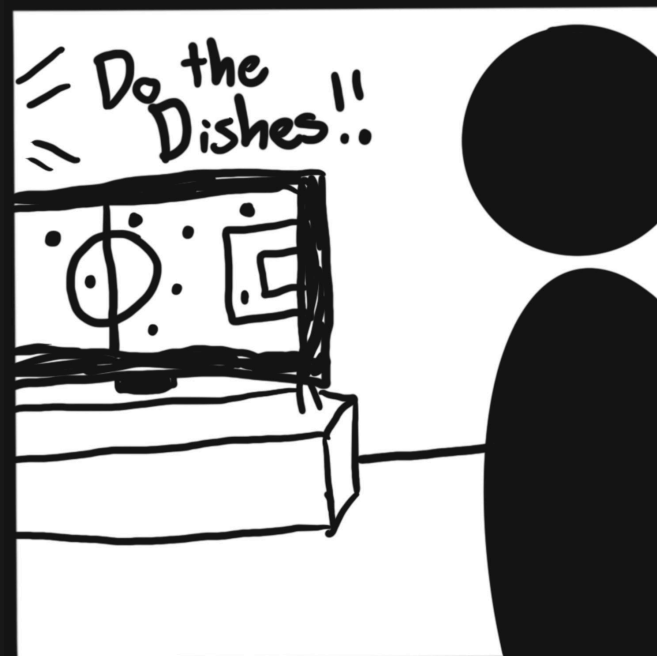
Jordan Goes to the bar in order to watch the soccer game, but is having trouble understanding whats going on because he can't hear the commentary.



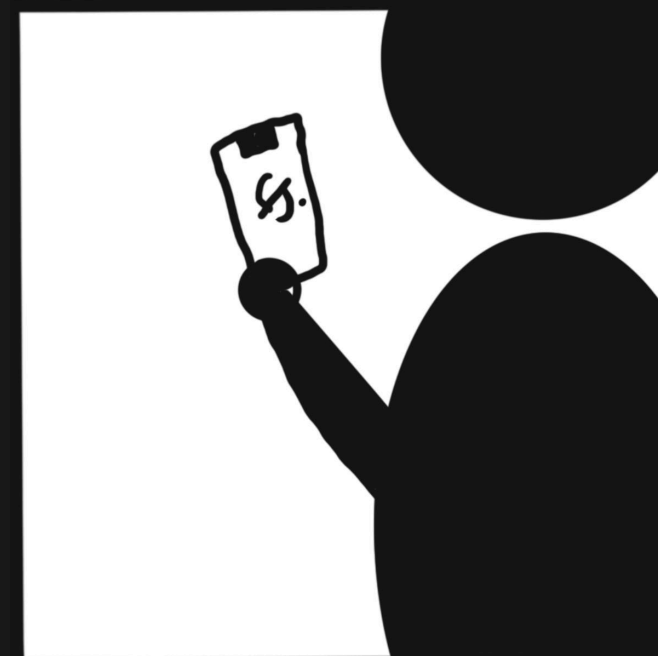
Jordan opens the sideline app and selects "Coach's Call" and sets his phone on the bar, still in sight but not as an interruption.



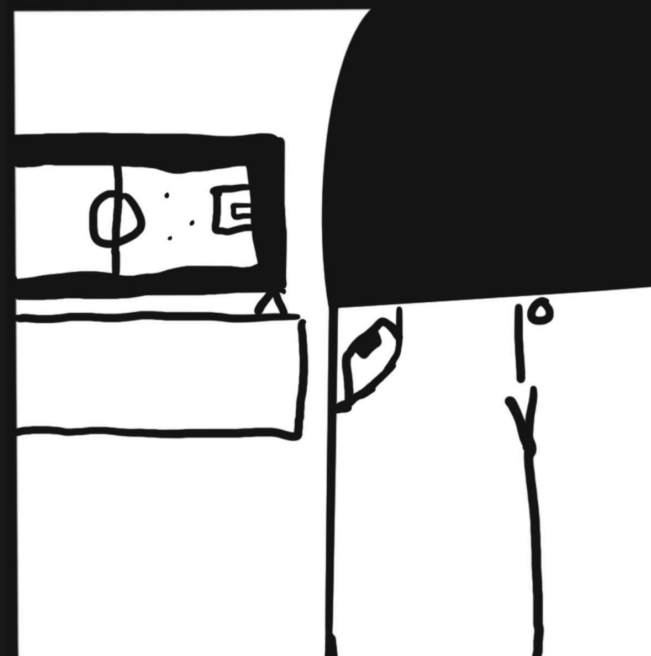
Now, every time something happens on the pitch, Jordan can glance at his phone and see a card displaying all the necessary information.



Steve is watching the soccer game at home but needs to do his chores and can't give his full attention to the game.



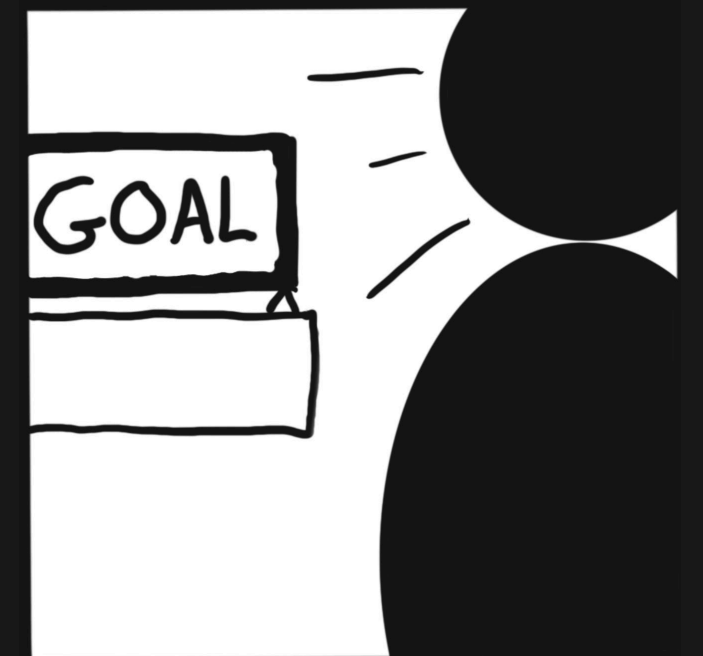
Steve opens the Sideline App and selects "Pitch Echo."



Steve slips his phone in his pocket as he is doing his chores, with "Pitch Echo" on.



Steve's Phone starts buzzing as his team makes it into the opponents box at a high speed.



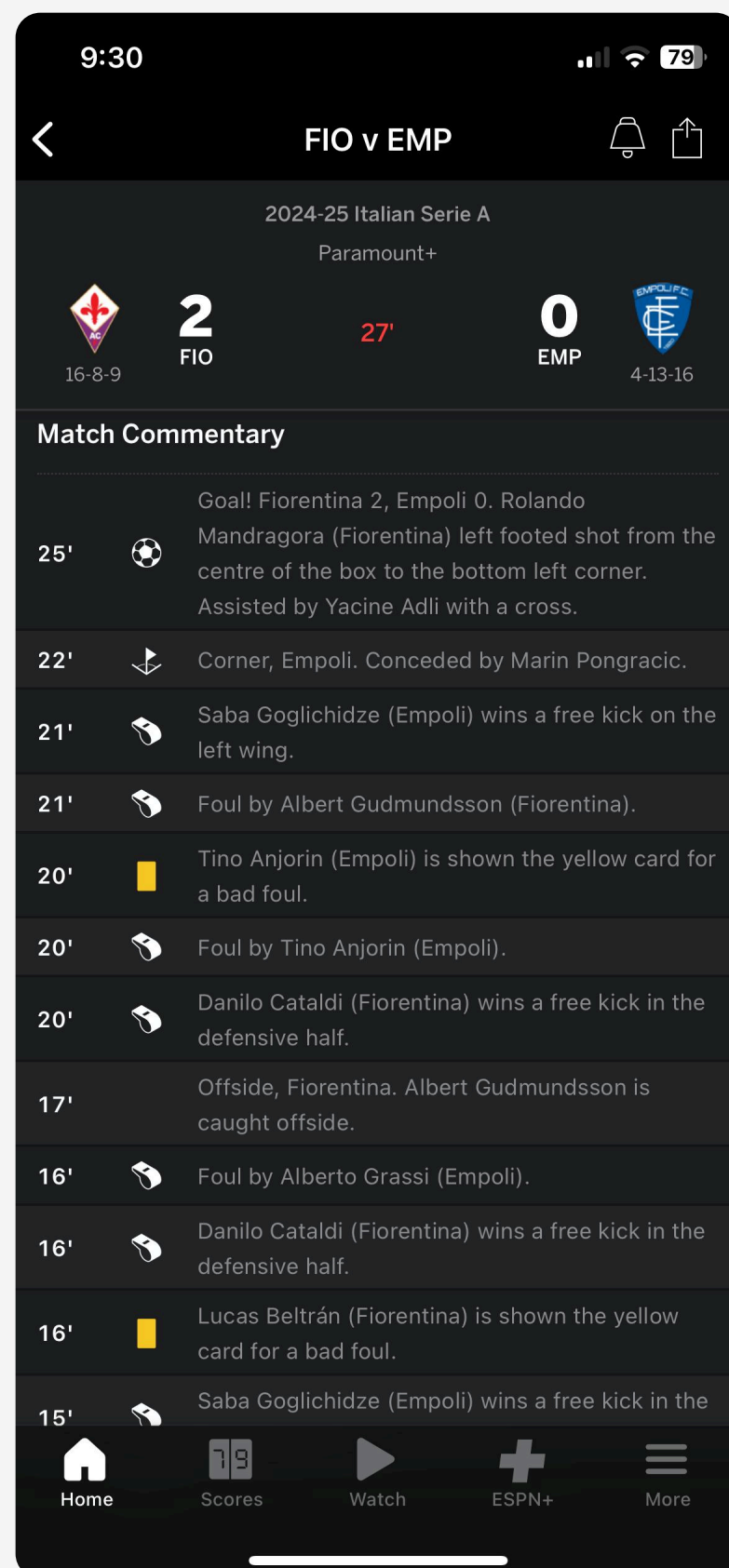
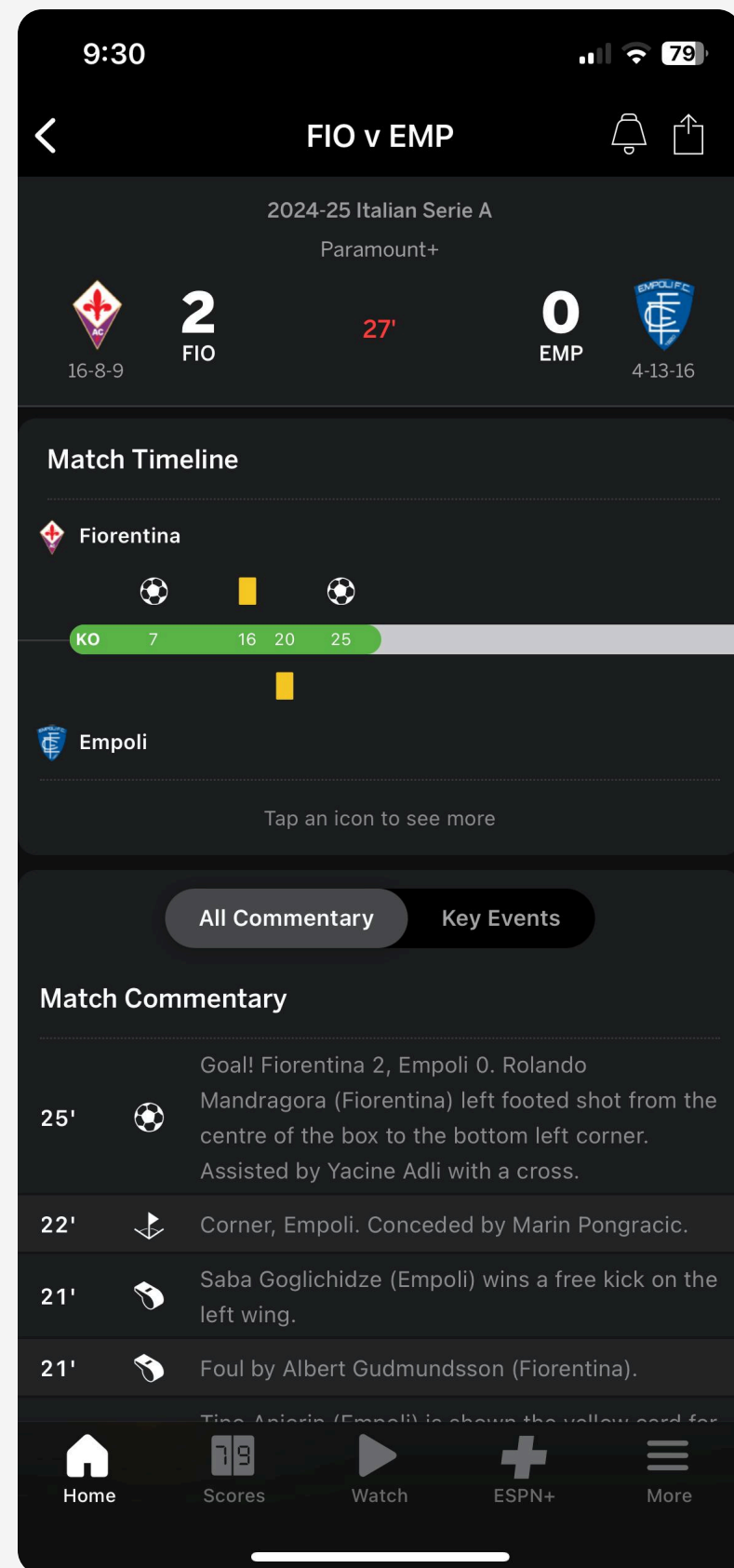
Steve is able to turn to focus on the game just in time to watch his team score!!!



COMPETITOR ANALYSIS

Largest Competitor - ESPN:

- The Match Timeline is a useful to understand how the game has been flowing
- The score is front and center making the most important info easy to see
- UI is hard to see, with contrast between the calls and the background being difficult to read
- Information is not presented in a digestible way
- Icons are not varied, making the user rely on the difficult to read writing to understand the information
- the names of the teams are not presented easily, relaying just on the teams logos



CURRENT ON-SCREEN UI



- The current on-screen UI for soccer has not changed since its inception in 1994
- Sometimes contains a dropdown that displays a call made, however, it's only text based and pretty small

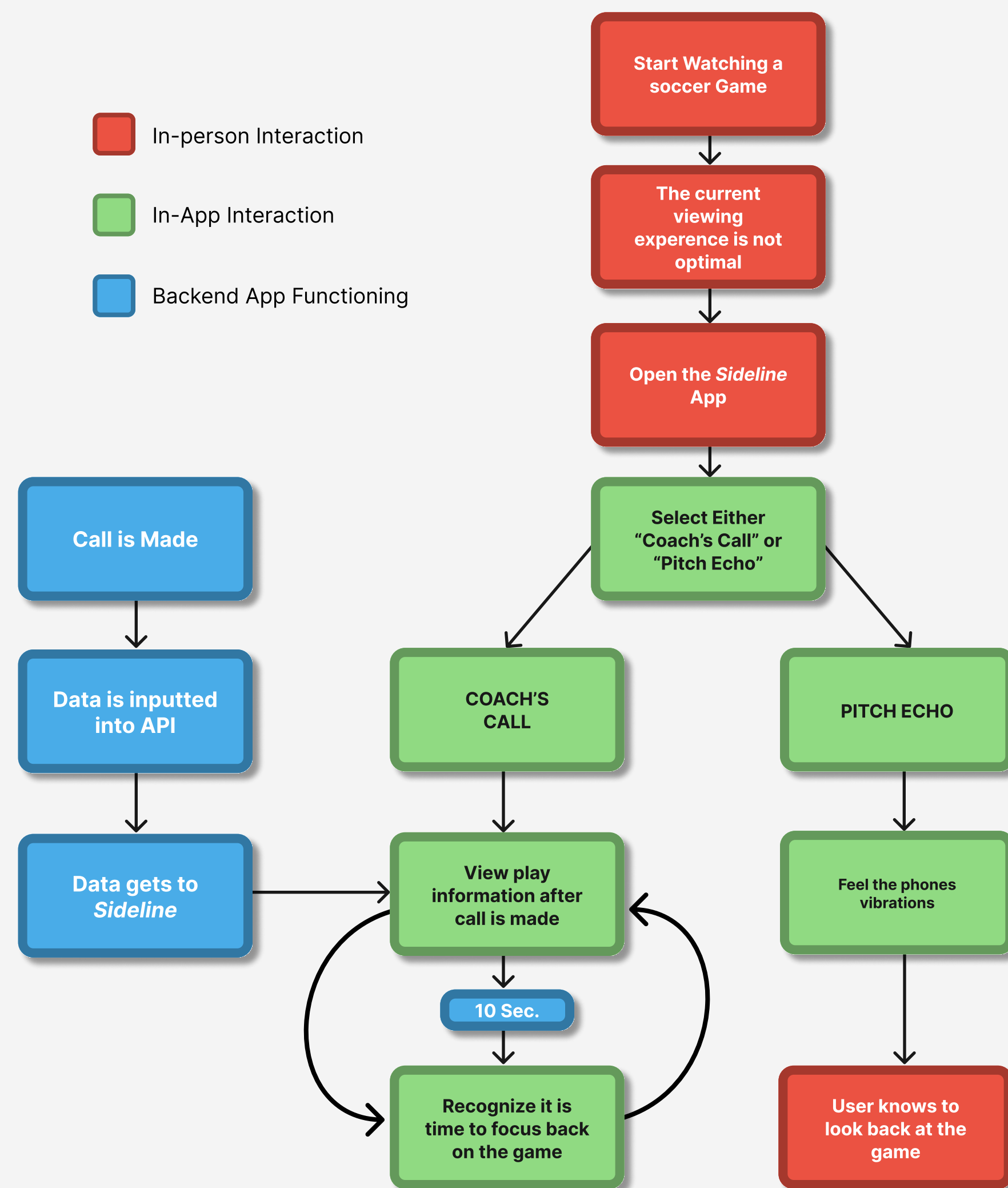
Contains what league or Tournament the game is in.



Shows an abbreviation of the teams name as well as part of their logo, and the color they are in next to their score.

Shows the amount of time passed in the game.

UX FLOW, FEATURES, & DESIGN PHILOSOPHY



FEATURES

- Coach's Call and Pitch Echo to help viewers stay engaged with the game in different ways
 - Coach's Call indicates what call is made and why, as well as providing a way for the viewer to look at an explanation of the rule
 - Pitch Echo vibrates the user's phone in order to allow them to put their focus on other things without missing the important moments
- Provide Daily questions about the sport in order to teach new users and viewers about the sport, as well as provide a challenge to veterans who want to learn more
- Easily favorite teams and leagues in order to make them more easily accessible to the user

DESIGN PHILOSOPHY

"Out of the way, but not out of place."

WIREFRAMES



0:00

Live

Premier League

Arsenal

Man City

Liverpool

Aston Villa

Tottenham Hotspers

Chelsea

0:00

Live

Premier League

La Liga

Bundesliga

Serie A

Ligue 1

MLS

0:00

Live

Coach's Call

recieve real time info to learn how the sport works.

Pitch Echo

Alerts you every time a big play is made, so you never miss the action!

0:00

Live

Arsenal

2-1

Arsenal

Liverpool

Players:

Info:

Where to watch: Peacock (US)

News:

Previous Matches:

Arsenal - Liverpool

Arsenal - Spurs

Arsenal - man city

0:00

Live

Arsenal

2-1

Arsenal

Liverpool

Players:

Info:

Where to watch: Peacock (US)

News:

Previous Matches:

Arsenal - Liverpool

Arsenal - Spurs

Arsenal - man city

0:00

Live

choose a game:

Premier League

Arsenal - Liverpool | 2-1

Chelsea - Tottenham | 3-0

Man city - Aston Villa | 1-1

La Leaga

0:00

Live

56:32

2-1

Arsenal

Liverpool

recent calls

Yellow to Arsenal's #3 Tierney

Explain

0:00

Live

56:32

2-1

Arsenal

Liverpool

recent calls

Yellow to Arsenal's #3 Tierney

Yellow card Why?

0:00

Live

56:32

Yellow Card

A yellow card is displayed to a player as a warning due to a rule being broken. It tells the player to continue with caution.

Example:

USER TESTING NOTES



Task 1

Navigate to the Premier League

User 1: Competed task successfully.
User 2: Selected Premier League screen properly.
User 3: Properly completed the task.
User 4: Successfully completed the assigned task.

Task 2

Identify which teams are currently playing

User 1: Competed task successfully.
User 2: Struggled to properly complete the task.
User 3: Properly completed the task.
User 4: Successfully completed the assigned task.

Task 3

Figure out who Arsenal is playing and the score

User 1: Competed task successfully.
User 2: Identified and completed the task properly.
User 3: Properly completed the task.
User 4: Successfully completed the assigned task.

Task 4

Add Arsenal as a team to follow

User 1: Competed task successfully.
User 2: Added the team Properly.
User 3: Struggled to Complete task, mistaking the add button for an X.
User 4: Successfully completed the assigned Task.

Task 8

How does the app explain a yellow card?

User 1: Competed task successfully.
User 2: Properly explained the yellow card using the apps terminology
User 3: Properly completed the task.
User 4: Successfully completed the assigned Task.

Task 5

Enter the Assisted Viewing mode and view the Arsenal Game

User 1: Got confused and was unable to locate the viewing mode selection
User 2: Struggled to find the correct button and expressed displeasure once it was found.
User 3: Properly completed the task.
User 4: Attempted to enter the viewing mode from the Arsenal Screen.

Task 6

Explain the difference between "Pitch Echo" and "Coach's Call"

User 1: Competed task successfully.
User 2: Was able to understand and explain the difference between the two modes
User 3: Properly completed the task.
User 4: Didn't seem to grasp which one was which and why there was a need for both

Task 7

Use "Coach's Call" to identify the how long the game has been going and what the last ref call was

User 1: Competed task successfully.
User 2: Confidently provided the correct answers.
User 3: Properly completed the task.
User 4: Successfully completed the assigned Task.

General Comments

- User 1:**
- Understood the goal of the app
 - felt that other features took center stage over the ones that I had expressed to be the most important ones
- User 2:**
- Felt that too many of the screens were too similar within the app
 - Disliked that the Coaches Pitch and Pitch Echo felt so separated from the rest of the app
- User 3:**
- No Comments
- User 4:**
- Felt the app would be useful for making soccer more accessable.

COLOR PALLET



Blue Tones: Used as the color for “Coach’s Pitch” it was the base color when designing that section of the app.

Green Tones: Used as the color for base for “Pitch Echo” and could also be seen in sections such as the “Rulebook” where it is used as the indicator of the beginner questions.

Red Tones: While not seen throughout most of the app, it also appears in the apps “Rulebook” as the indicator for the Expert level question.

Off-White Tones: These tones were used as the base of the app, making up the majority of what you see in order to really make the other colors pop when they were used.





SIDELINE TV

- Pop-ups are displayed in the bottom-right corner of the screen
- Triggered by real-time APIs and appear only when the ball is out of play
- Designed to align with the visual style of the Sideline app for brand cohesion
- Ensure they do not interfere with active gameplay or viewing experience
- Display includes:
 - The call that has been made
 - The crest of the player's team
 - The receiving player's photo, name, and number





The “Rulebook” presents three daily questions about soccer rules, with varying levels of difficulty to engage a broad range of users. Rather than using an icon that directly suggests a quiz or question format, the Rulebook retains its original icon to emphasize what it represents symbolically, rather than literally.

The Sideline logo houses the app’s most important features in “Coach’s Call” and “Pitch Echo.” Because it represents the central focus of the experience, it was the natural choice to serve as the app’s primary icon, symbolizing its core functionality.

The Profile icon leads to the user’s profile, where they can add or remove favorite teams and leagues, as well as track experience gained from correctly answering the Rulebook’s daily questions.

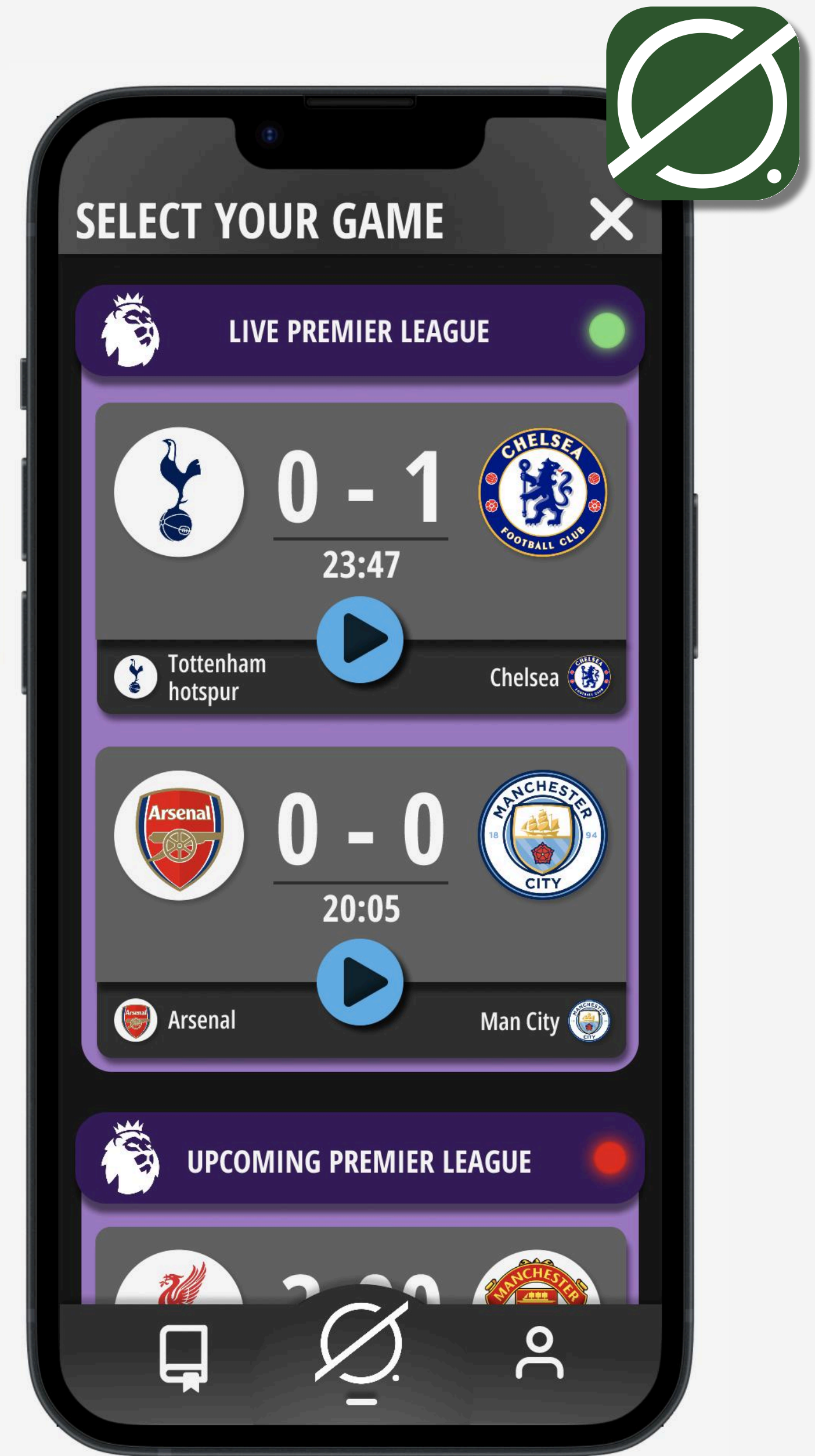
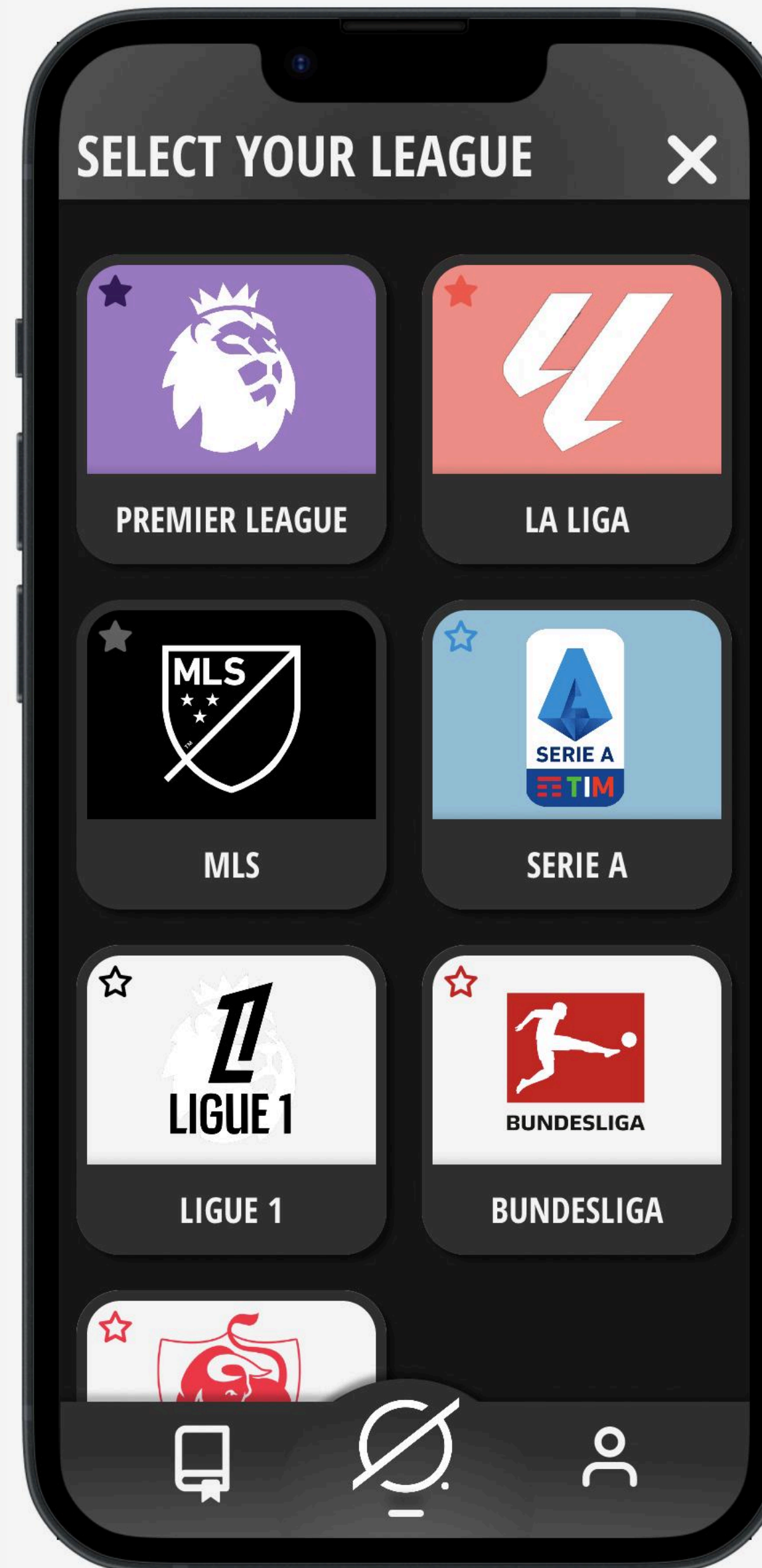
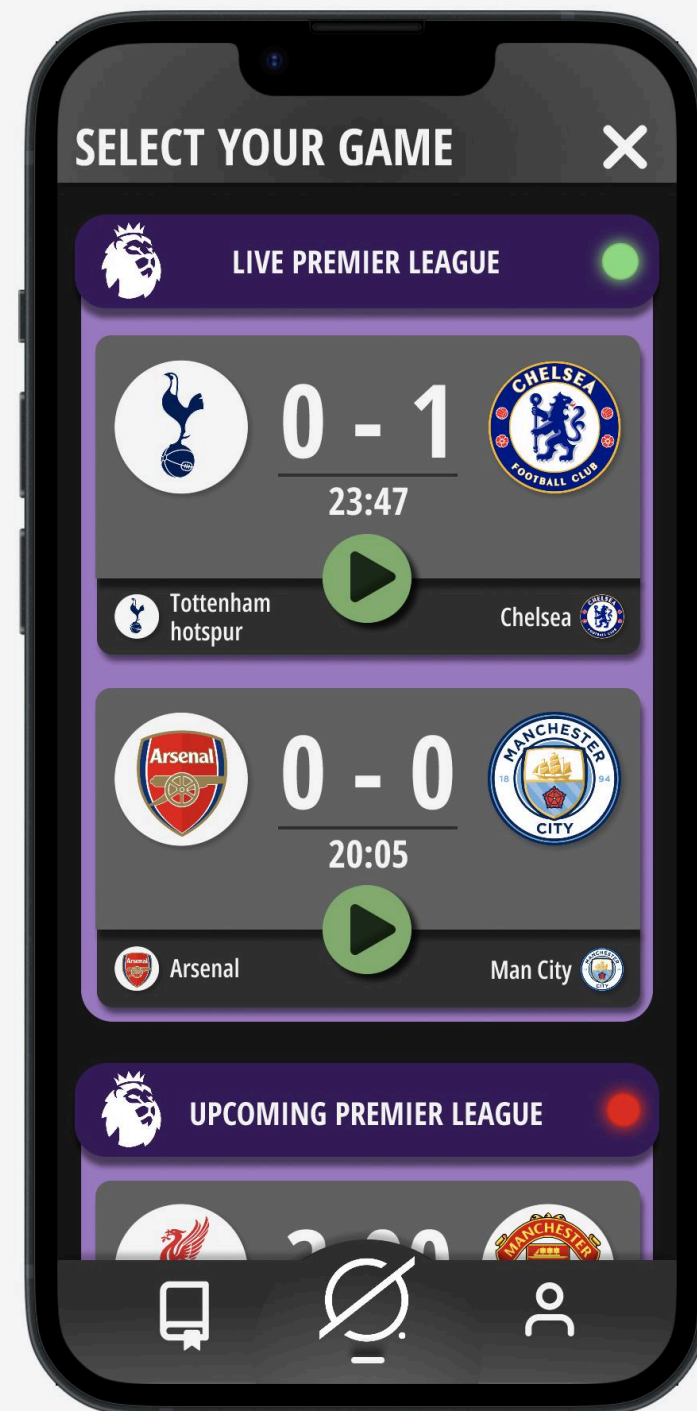
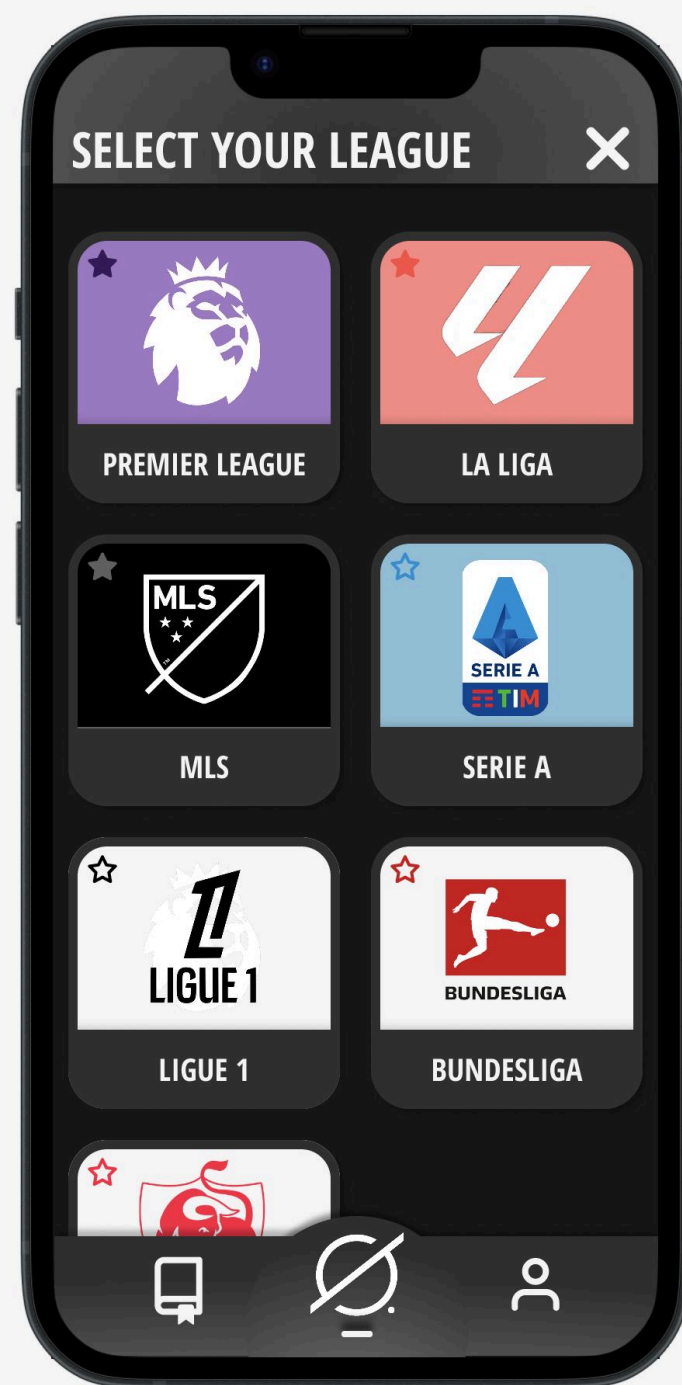
NAVIGATION BAR

- The navigation bar uses high contrast between icons and the background to ensure clear legibility.
- Selected icons are indicated through multiple visual cues, including a slight size increase and an underline.
- The Sideline logo is in the center, emphasizing its role as the access point for the app’s core features.



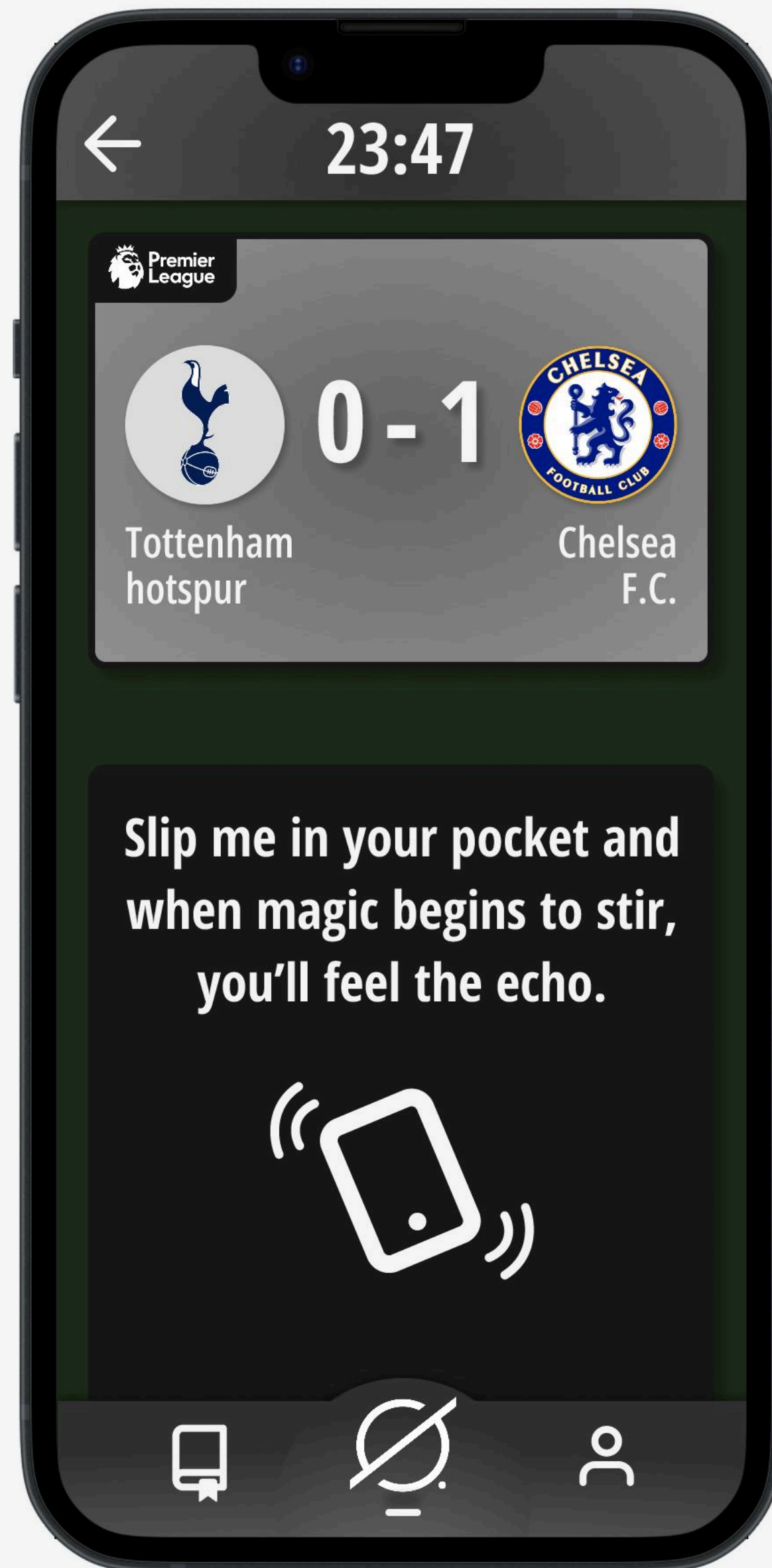
HOME SCREEN

- Designed with simplicity in mind, the home-screen is crafted in order to simplify the process for users
- Presented with only two options to continue, users are given little to think about, pushing forward the with the design philosophy that the app centers around, "Out of the way, but not out of place."
- The Colors used will represent each of those aspects of the app throughout, with "Coach's Call" always containing blue and "Pitch Echo" Containing green.



GAME SELECT SCREEN

- After selecting the support option, users are guided through a step-by-step game selection process, beginning with choosing the league, followed by selecting the specific match.
- This simple progression minimizes friction and helps users quickly access viewing support.
- Upcoming matches are also listed, with the option to receive notifications when a selected game begins.



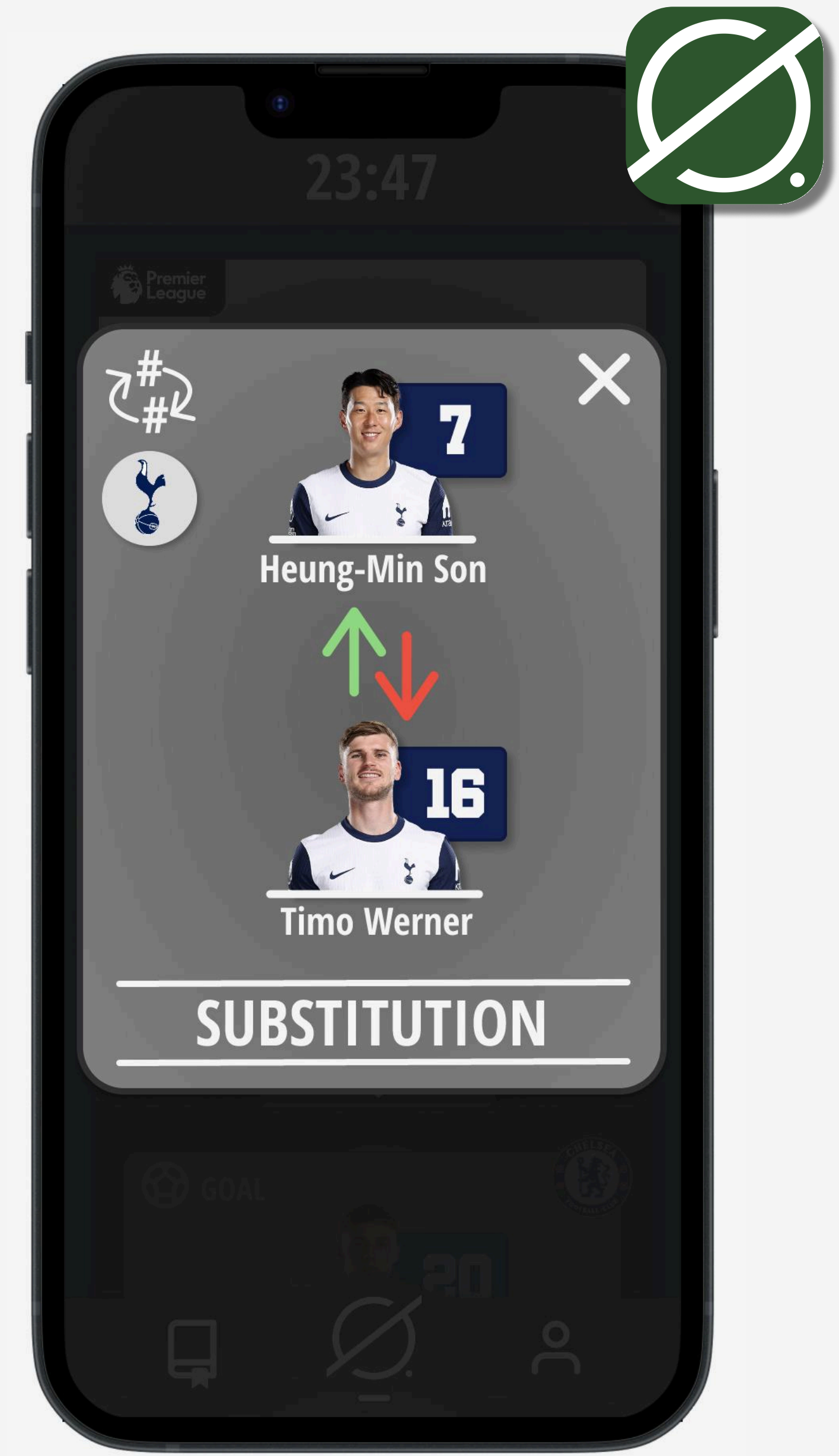
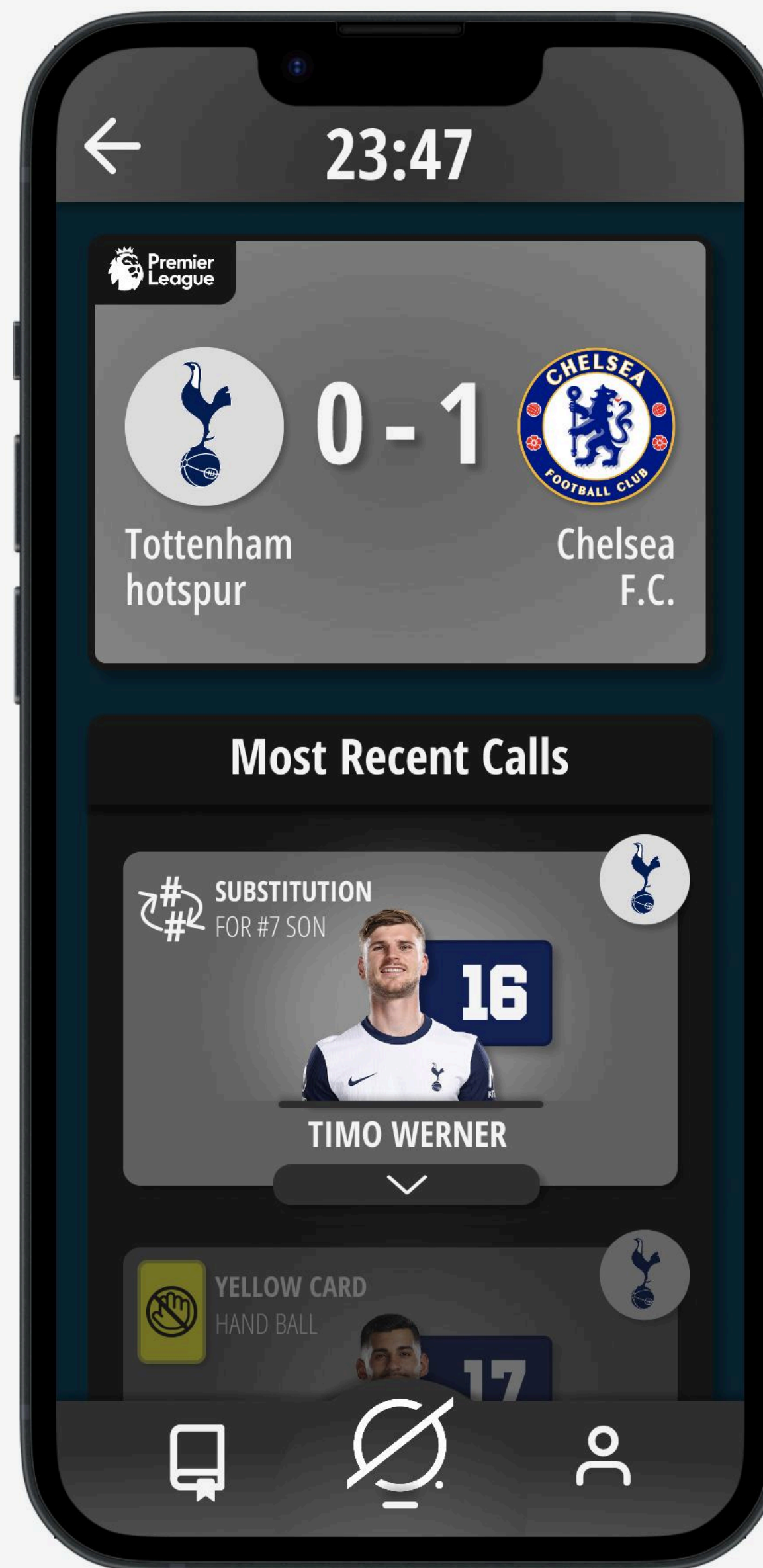
PITCH ECHO

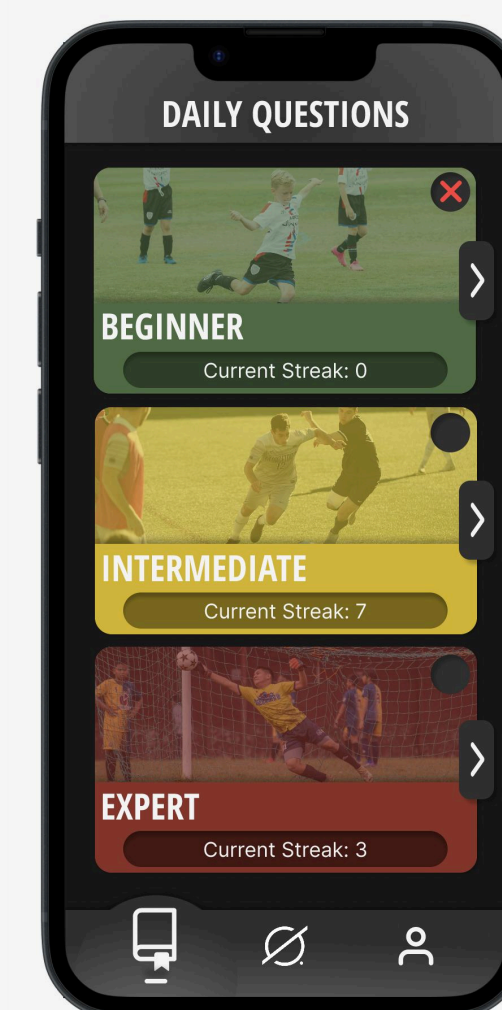
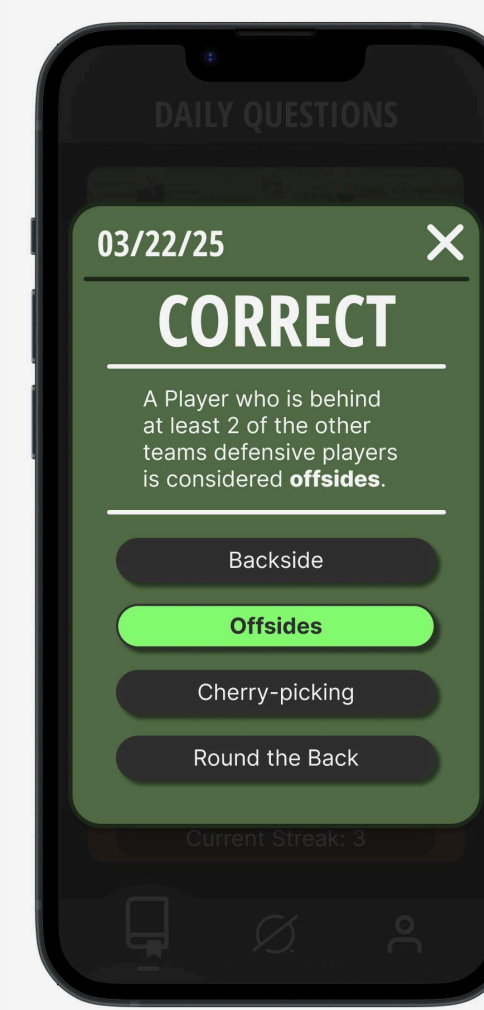
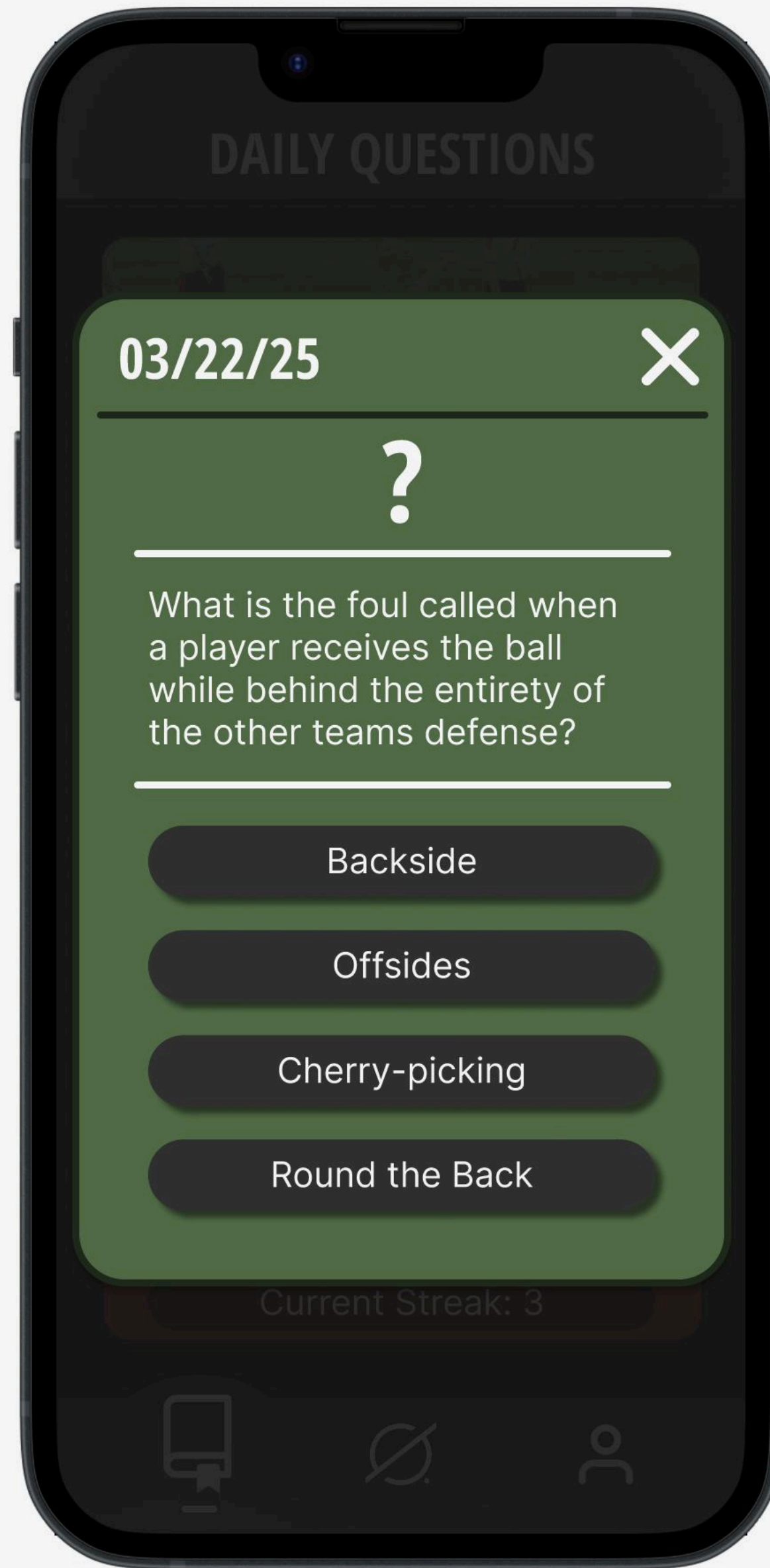
- Single-screen experience designed for simplicity and minimal distraction.
- After activation, users are encouraged to put their phone away and go about what they were doing.
- Sideline provides haptic feedback when there's a moment worth tuning into.
- Triggers are powered by real-time APIs, managed through a single-button control panel.
- Notifications are sent during key match events:
 - Breakaway runs
 - Corner kicks
 - Passing within the box
 - Penalty kicks
 - Free kicks
- Enhances live match immersion without overwhelming the user with constant updates.



COACH'S CALL

- Displays only the most crucial, current calls and information during the match.
- Score, team names, and time are the only permanent on-screen elements.
- When a call is made, a card appears for 10–15 seconds—based on research, this is the optimal duration to inform without distracting from the game.
- Card design uses iconography and visual cues, eliminating the need for fast reading
- Once the card disappears, a visual indicator prompts users to re-engage with the live match.
- For users who need more context, a drop-down button reveals a clear explanation of the play or decision.





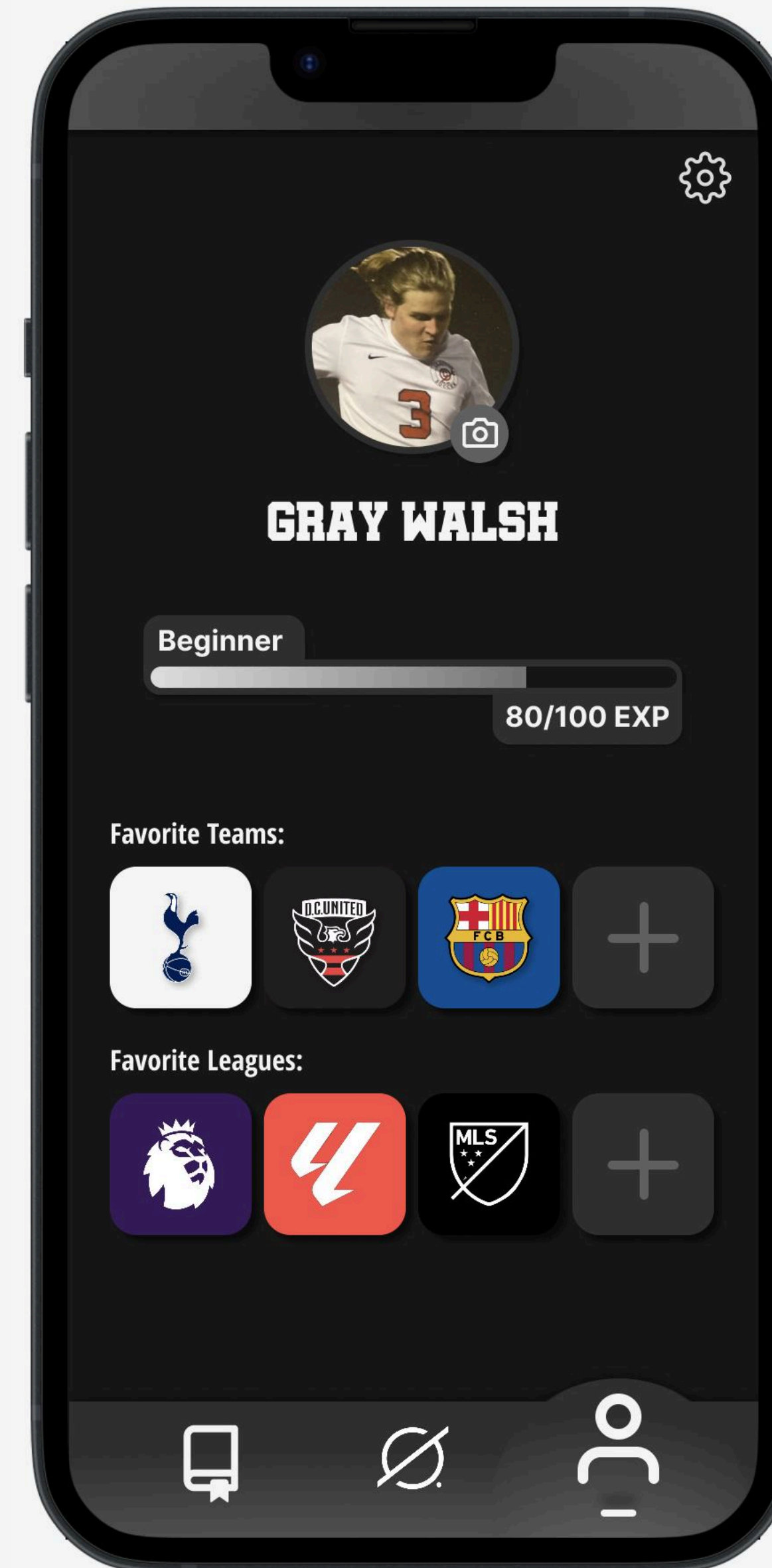
RULEBOOK

- Delivers 3 daily questions to users, with difficulty indicated by both card title and color coding.
- Questions are focused on game mechanics and rules, designed to gradually educate new viewers.
- The goal is to reduce reliance on Coach's Call tabs by building foundational knowledge through regular engagement.
- Correct answers award EXP, allowing users to level up their profile and gain a sense of progression and reward.
- Cards also track current streaks of correct answers, adding a layer of challenge and motivation.
- The approach is grounded in educational research showing the high effectiveness of retrieval-based learning (practice questions) for memory retention and understanding.



PROFILE SCREEN

- Allows users to customize the app to fit their preferences and viewing style.
- Toggle between Dark Mode and Light Mode for optimal visual comfort.
- Set a username and profile picture to personalize the experience.
- Track EXP progress and view advancement toward skill tiers:
 - Beginner → Intermediate → Expert
- Manage favorite clubs and leagues with ease by adding or removing them directly from this screen.





REFLECTION

This project challenged me to solve a complex problem: how to present a large amount of information quickly and clearly without overwhelming the viewer. By focusing on strong iconography and minimal text, I created a solution that delivers key insights efficiently—staying true to the principle of “out of the way, but not out of place.” The result is a viewing experience that enhances engagement without disrupting the flow of the game. Most importantly, I feel I’ve achieved my goal: supporting those who need extra context when watching soccer, and turning dense information into clear, digestible visual cues.

