

Approach to Designing Responsive Cricket Scoreboard

By Jeremy Williams 12th September 2014



Brief for live cricket SB

The brief constantly moved but could be summarized as:

- Design a white label cricket scoreboard that can be used for both B2B and B2C purposes
- Must be responsive with a mobile first skew
- B2B clients will primarily take scoreboards at a match level, but others may take scoreboards at a series and world cricket level.
- Concept will be adaptive to other sports
- Includes live scores, statistical analysis, historical data, news, infographics, video, social media, prediction models, etc...
- Must be totally scalable & modular/component driven

Background

- Most users are concerned with now (who is winning and the state of play)
- Smaller percentage of users want more but may be enticed to dig deeper in the right context

Process / Methodology for this project

I worked closely with the product manager throughout this ongoing project, and the process could best be described as agile.

1. Review the current project and research

This stage was very brief as we knew the existing products very well and I always had a constant eye out for sports apps and websites. I have so much experience with live sports products it's not necessary.

I did spend a bit of time looking at different design patterns that might work.

2. Picked the easy fruit

Designed some of the mandatory components such as scorecards, fixture, and commentary so the dev team could start building.
(NOTE Most of these designs evolved later)

KNIGHT RIDERS

8/174

17.2 OV

INDIANS

204

20 OV

Knight Riders require 31 runs of 16 balls to win

SUMMARY

SCORECARD

LINEUPS

COMMENTARY

Chennai Super Kings

Mumbai Indians

BATTING


R

4s

6s

B

SR



Michael Carberry

lbw FAULKNER


30

4

0

(100)

60.00



Kevin Pieterston

run out (AHMED)


0

0

0

(113)

0.00



Luke Wright

b JOHNSON


21

2

0

(35)

58.33



Joe Root

st WADE b VOGES


30

5

1

(27)

76.92



Eoin Morgan

run out (BAILEY)


0

0

0

(19)

0.00



Ravi Bopara

c VOGEL b JOHNSON


62

12

1

(11)

93.94



Joseph Buttler

b FAULKNER


42

3

0

(6)

113.51



Benjamin Stokes

c CLARKE b FAULKNER


27

4

0

(48)

108.00



Chris Jordan

b WATSON

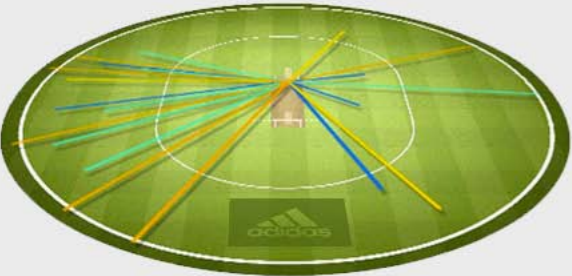
14

2

1

(18)

56.00



1 RUN

2 RUNS

3 RUNS

4 RUNS

5 RUNS

6 RUNS

39 (39)

17 (34)

5 (15)

15 (60)

0 (0)

0 (0)

✓


✓

✓

✓

✓

✓



OV 16.4 - OUT BOWLED

This is Michaels Clarkes first half century at this venue and 47th of his career and his third against india.

824

38

LIVE SUNDAY MAY 5TH, MCG, MELBOURNE

KNIGHT RIDERS

8/174

17.2 OV

INDIANS

204

20 OV

Knight Riders require 31 runs of 16 balls to win

SUMMARY

SCORECARD

COMMENTARY



OV 17.2 - 4 RUNS

Lorem ipsum dolor sit arrut labore et dolore magna aliqua.



CLARKE

78 (123)



JOHNSON

2/20 (4.2)





24



18





OV 17.1 - 2 RUNS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua, adipiscing elit, sed do. Lorem ipsum dolor.



24



18





OV 17.0 - 2 RUNS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod!!!



24



18





OV 16.5 - 2 RUNS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod!!!



24



18





MICHEAL CLARKE MAKES HALF CENTURY

This is Michaels Clarkes first half century at this venue and 47th of his career and his third against india.



CLARKE

78 (123)

S/RATE

68.37

4'S

12

6'S

12

WEEK 16: 1 APR - 17 APR

LIVE

SUPER KINGS

DAREDEVILS

3/52

LIVE

KNIGHT RIDERS

INDIANS

7/231

227

Hyderabad won by 22 runs

HYDERABAD

SUNRISERS

7/231

227

Punjab won by 8 wickets

ROYALS

PUNJAB

7/231

227

Indians won by 9 runs

SUPER KINGS

INDIANS

7/231

227

Knight Riders won by 6 wickets

KNIGHT RIDERS

DAREDEVILS

7/231

227

Tuesday 9th April

7:00PM

HYDERABAD

ROYALS

Tuesday 9th April

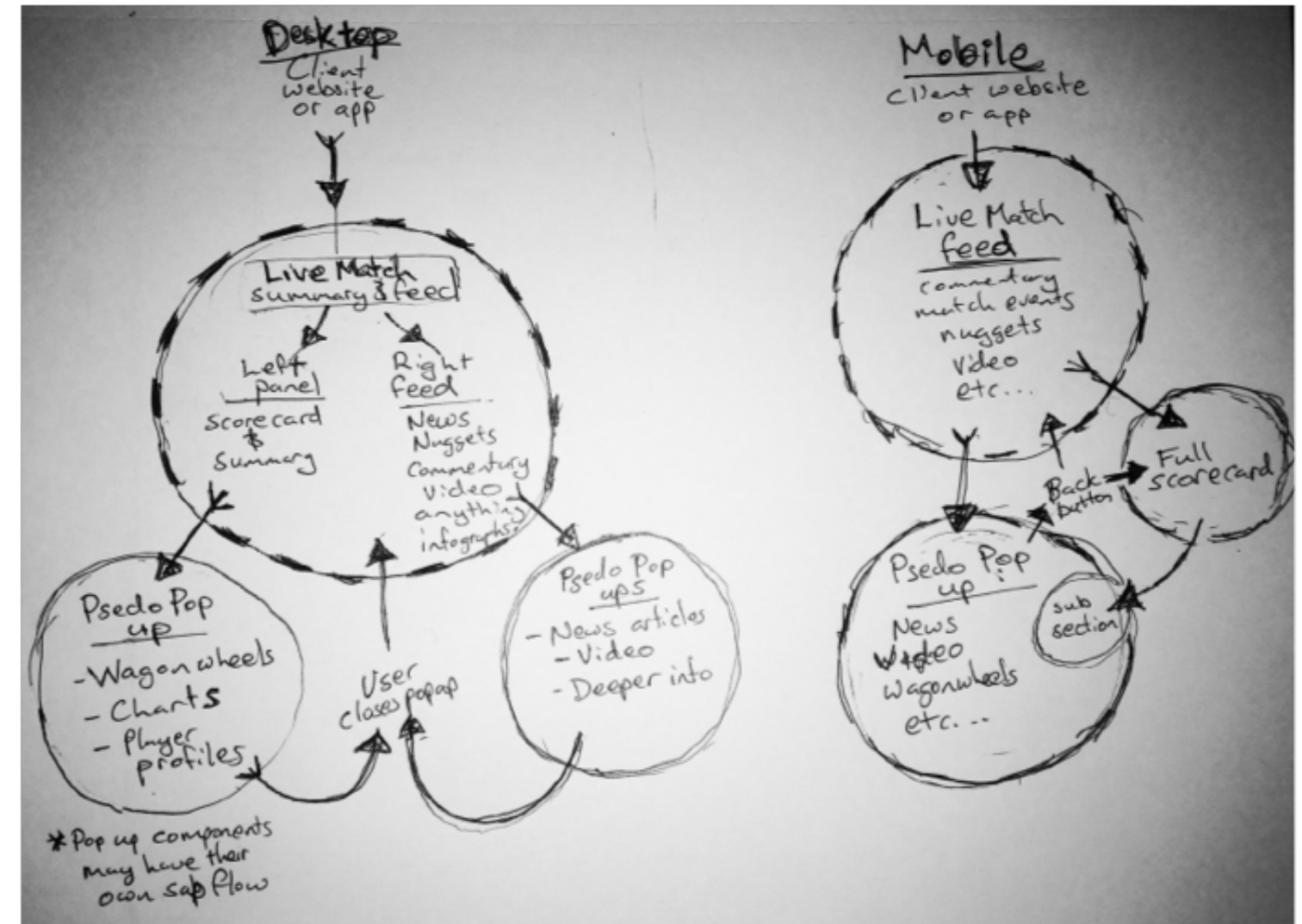
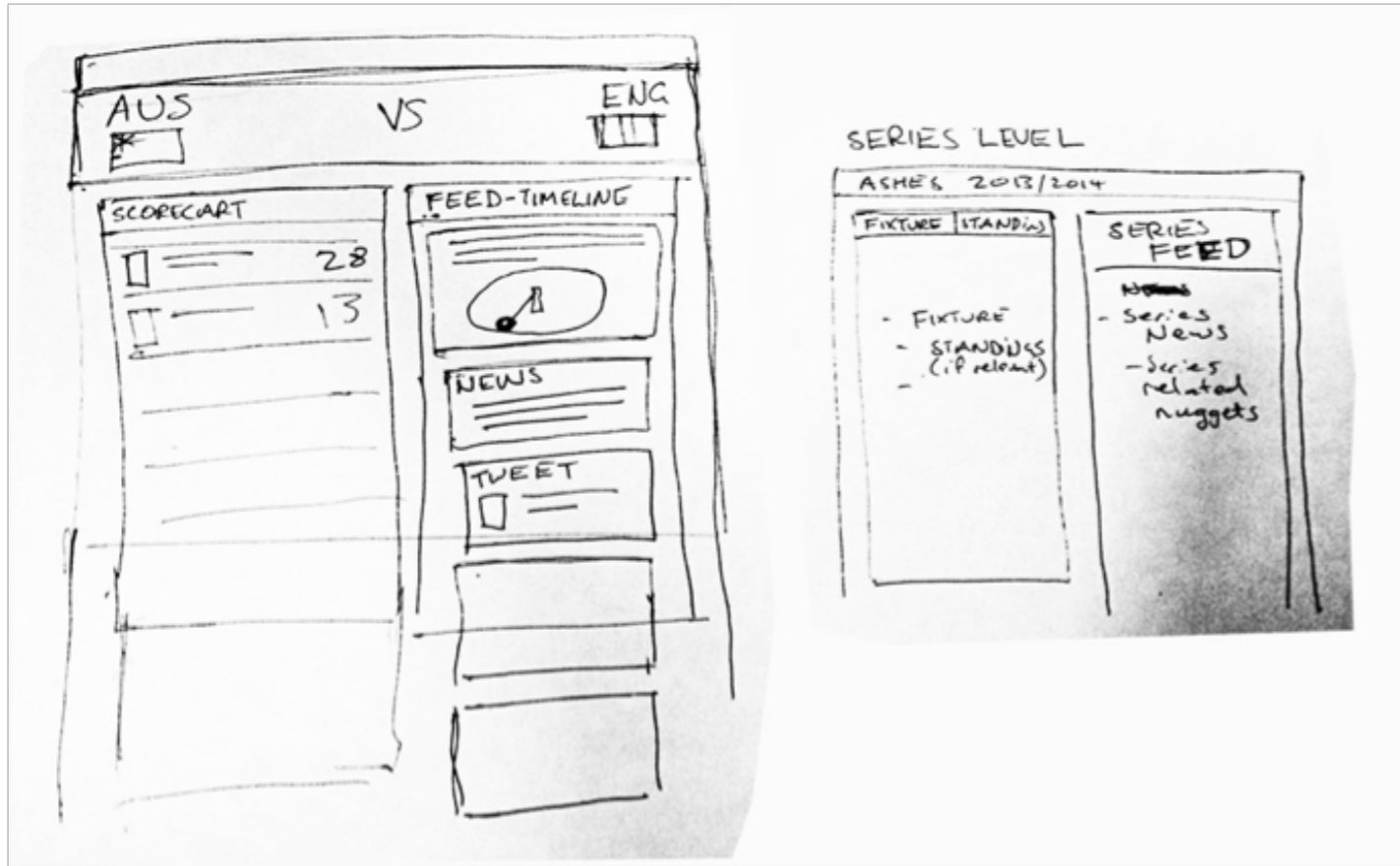
7:00PM

SUNRISERS

ROYALS

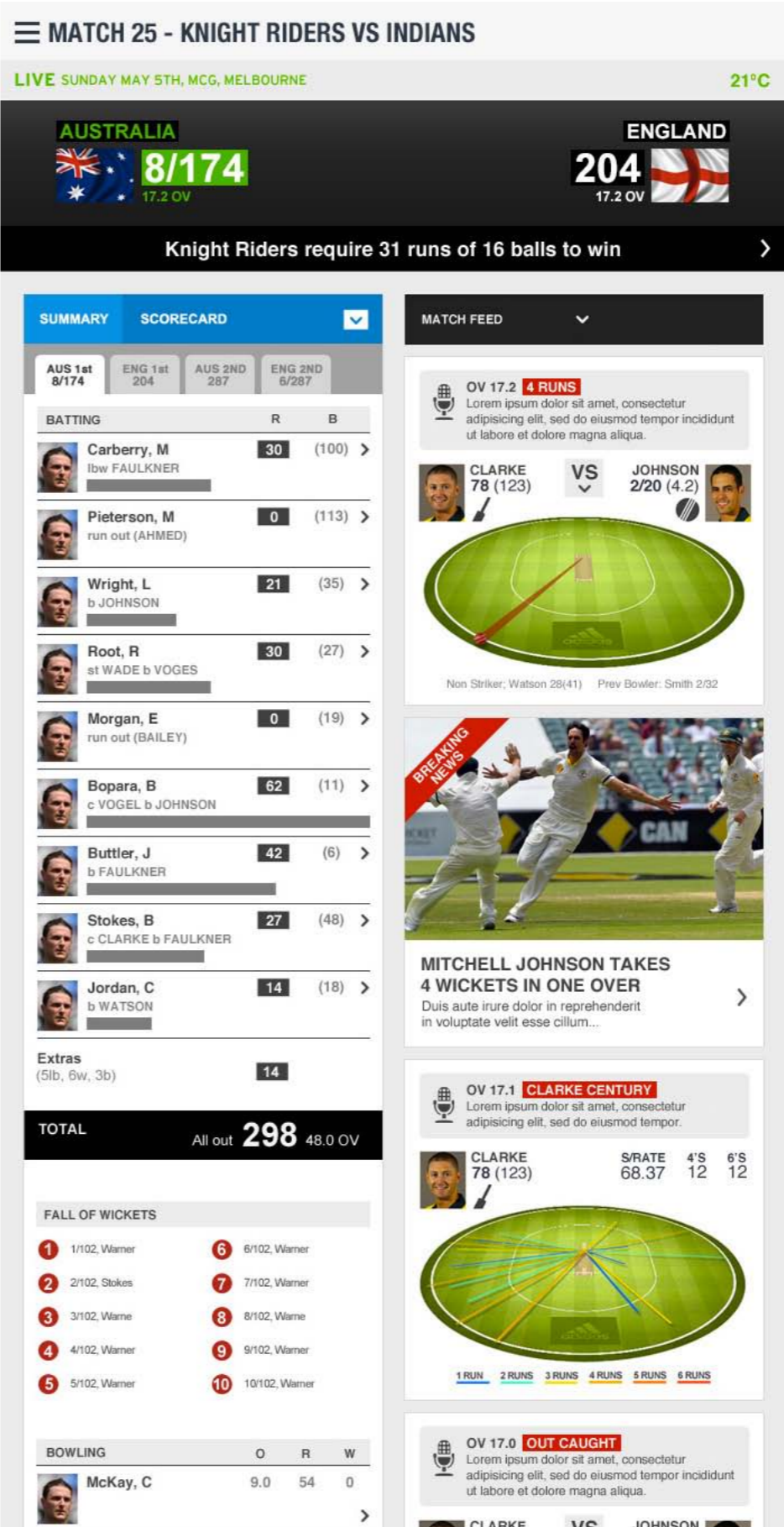
3. Back to the big picture

These are probably the most important sketches I did as they dictated the overall UX structure.



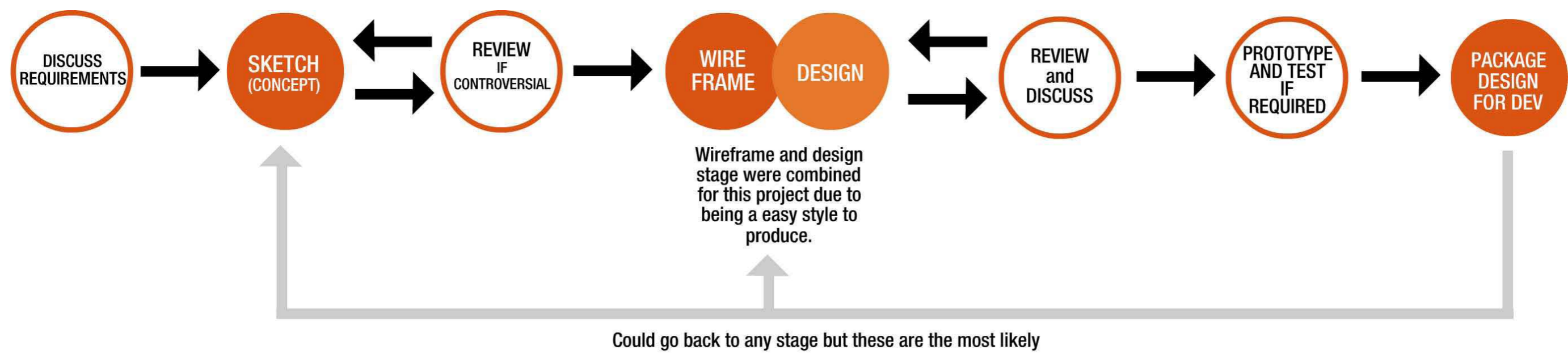
4. Worked up some concept designs

This helped sell the concept to stake holders.



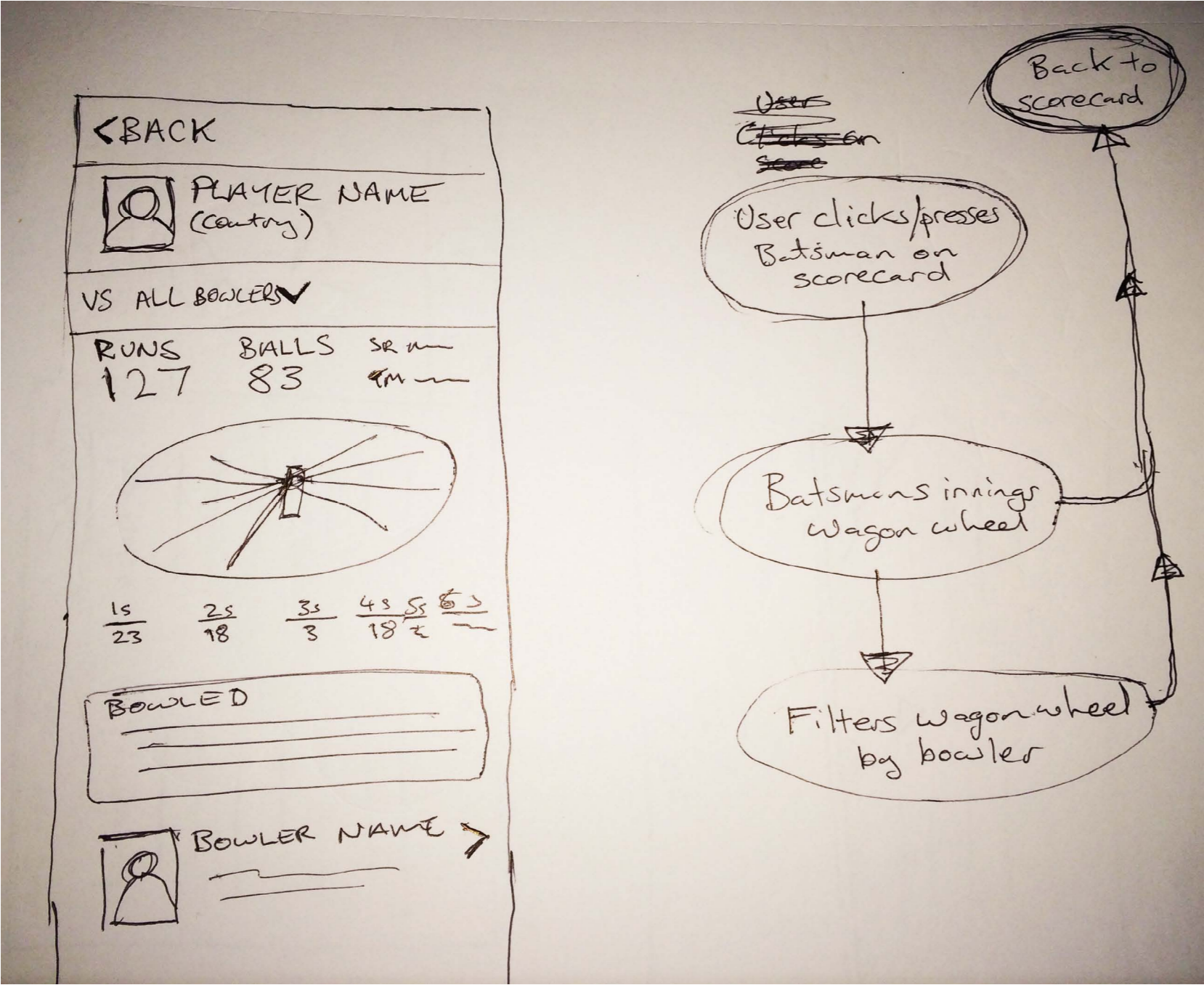
5. Went back to working on components and sub sections.

The process I used for each component is best demonstrated by below:



Example Component Process (Batting Wagon Wheel)

Sketch of Wagonwheel component

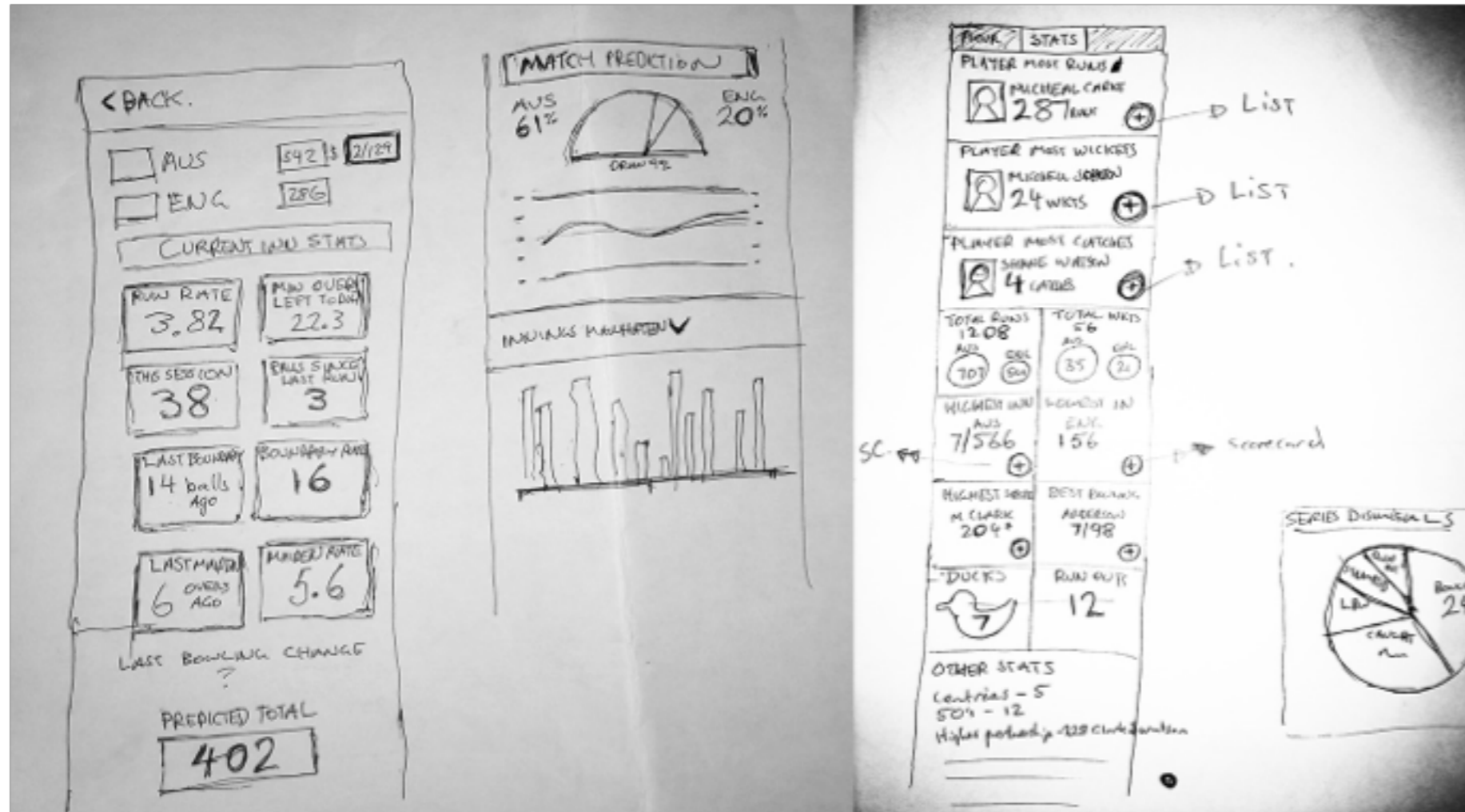


Wireframe / Design (MOBILE)



More Sketches

Wireframe / Design (MOBILE)



More Designs / Wireframes

MATCH 6 - AUSTRALIA VS ENGLAND

SUNDAY 1ST OCTOBER 14:30 - MCG, MELBOURNE

AUSTRALIA

VS

ENGLAND

Match starts in 2 days

FORMGUIDE

TEAMS

HEAD 2 HEAD (LAST 5)

KNR WON

AUG 23 2014

KNR WON

JUN 23 2014

IND WON

NOV 1 2013

KNR WON

JAN 15 2012

IND WON

JAN 15 2012

RECENT FORM VS ALL TEAMS

KNIGHT RIDERS

WON VS KINGS

AUG 23 2014

LOST VS KNIGHT RIDERS

JUN 23 2014

LOST VS KINGS

NOV 1 2013

LOST VS KNIGHT RIDERS

JAN 15 2012

WON VS KINGS

JAN 15 2012

INDIANS

WON VS KINGS

AUG 23 2014

WON VS HYDERABAD

JUN 23 2014

LOST VS KINGS

NOV 1 2013

WON VS HYDERABAD

JAN 15 2012

LOST VS KINGS

JAN 15 2012

HEAD 2 HEAD (THIS VENUE)

3

WON

KNIGHT RIDERS

2

WON

INDIANS

1

DRAW

COMPLETE FEED

MATCH PREDICTION

KNIGHT RIDERS

66%

INDIANS

28%

DRAW 6%

PREDICTED RESULT: HYDERABAD WIN

LAST MEETING AT THIS VENUE

THUR 1ST OCT 2011 - MCG, MELBOURNE

AUS

1st 385

2nd 7/207

ENG

1st 8/412

2nd 207

Australia's won by 3 wickets

AUS 1ST: Clarke 128, Anderson 2/165

ENG 1ST: Cook 87, Johnson 6/89

AUS 2ND: Clarke 128, Anderson 2/165

ENG 2ND: Cook 87, Johnson 6/89

COIN TOSS

Australia won the toss and elected to bat

BREAKING NEWS

DARREN LEHMANN BACKS CLARKE STRATEGY

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum...

MATCH 25 - KNIGHT RIDERS VS INDIANS

LIVE

CLOSE

21°C

MICHAEL CLARKE

Batting 1st Innings

VERSUS ALL BOWLERS

RUNS 78

BALLS 128

S/RATE 64.52

MIN 112

BATTING TYPE Right handed

SHOT DISTRIBUTION

1's

39(39)

2's

17(34)

3's

5(15)

4's

15(60)

5's

0(0)

6's

0(0)

Dot Balls : 56 Scoring Shots : 72
Balls/Boundary 11.23

OV 16.4 - OUT CAUGHT
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

VERSUS INDIVIDUAL BOWLERS

run out (BAILEY)

BREAKING NEWS

BACK

MOST RUNS (THIS SERIES)

WARNER, DA

AUSTRALIA

602

MAT: 5 - INN: 10 - NO: 1 - HS: 124 - AVE: 58.88
SR: 77.86 - 50's: 10 - 100's: 10

HADDIN, BJ

AUSTRALIA

523

MAT: 5 - INN: 10 - NO: 1 - HS: 124 - AVE: 58.88
SR: 77.86 - 50's: 10 - 100's: 10

PIETERSEN, KP

ENGLAND

369

MAT: 5 - INN: 10 - NO: 1 - HS: 124 - AVE: 58.88
SR: 77.86 - 50's: 10 - 100's: 10

WARNER, DA

AUSTRALIA

361

MAT: 5 - INN: 10 - NO: 1 - HS: 124 - AVE: 58.88
SR: 77.86 - 50's: 10 - 100's: 10

HADDIN, BJ

AUSTRALIA

289

MAT: 5 - INN: 10 - NO: 1 - HS: 124 - AVE: 58.88
SR: 77.86 - 50's: 10 - 100's: 10

PIETERSEN, KP

ENGLAND

285

MAT: 5 - INN: 10 - NO: 1 - HS: 124 - AVE: 58.88
SR: 77.86 - 50's: 10 - 100's: 10