

### Angeles Arroyo

Web Design Case Study

WMDD4910- Advance Graphic Techniques

www.nfl.com

## Introduction

#### What is the NFL?

The NFL, or National Football League, is a professional American football league comprised of 32 teams.

## Why do they need their website?

The NFL website serves as a central hub for fans, players, and teams, offering a wide range of content related to the league.

## **Branding Situation**

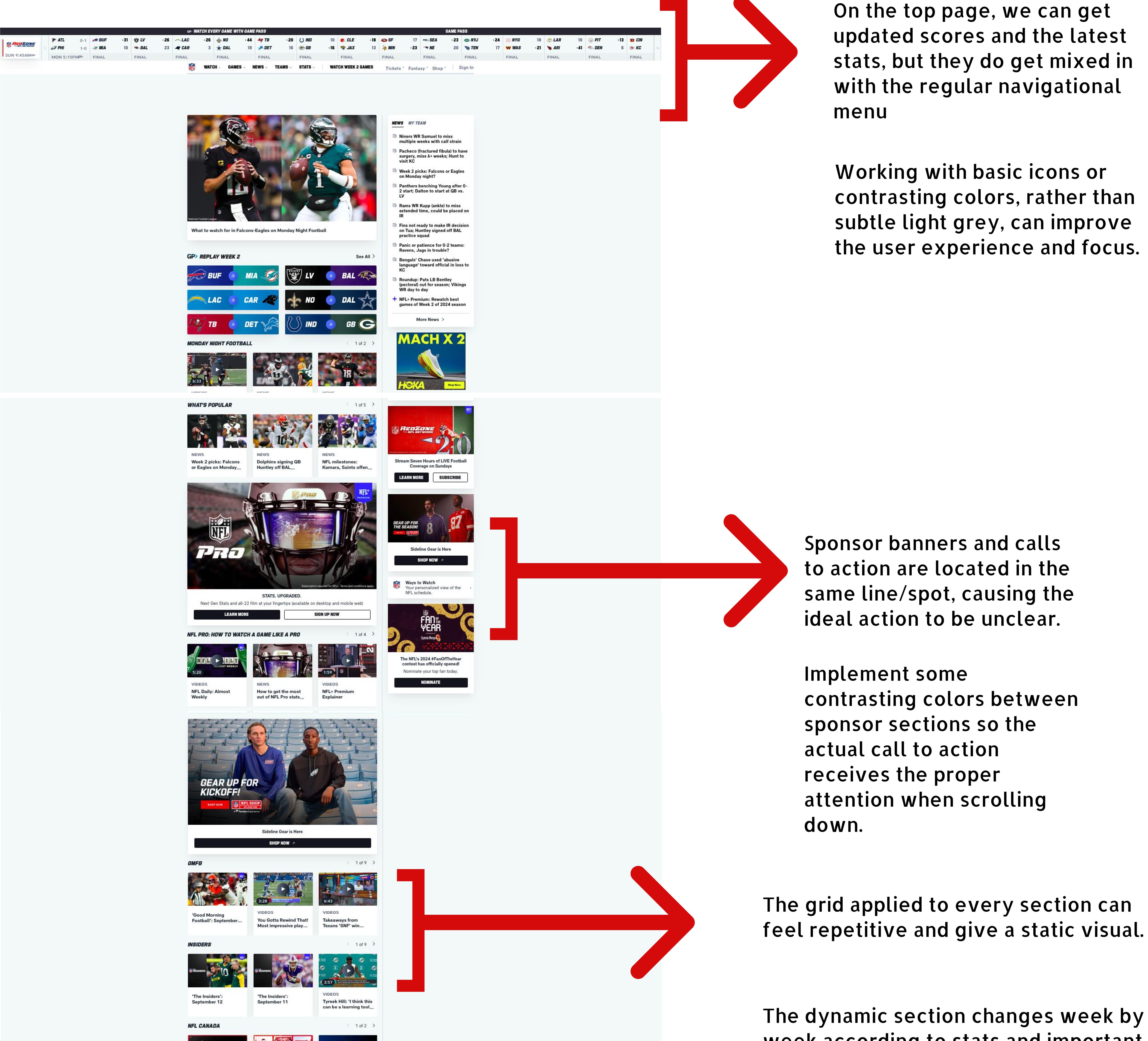
The NFL branding is a comprehensive strategy that encompasses various elements to create a strong, recognizable identity for the league. The NFL actively engages fans through social media, events, and community outreach, fostering a strong emotional connection. The NFL branding is a powerful blend of visual identity, community engagement, and cultural significance. It not only represents the league and its teams but also connects deeply with fans, making it one of the most recognizable brands in sports worldwide. Analyzing these elements can provide valuable insights into effective branding strategies.

## This case study is meant to fulfill the following goals:

- 1. Analyze how the NFL website reinforces its brand through design choices, creating a unified identity across various media.
- 2. User Experience Insights: Examine how design impacts user navigation and engagement, and identify best practices that can be applied to other projects.
- 3. Visual Communication: Explore the effectiveness of graphics, imagery, and typography in conveying the league's excitement and energy.



# 1. The Landing Page



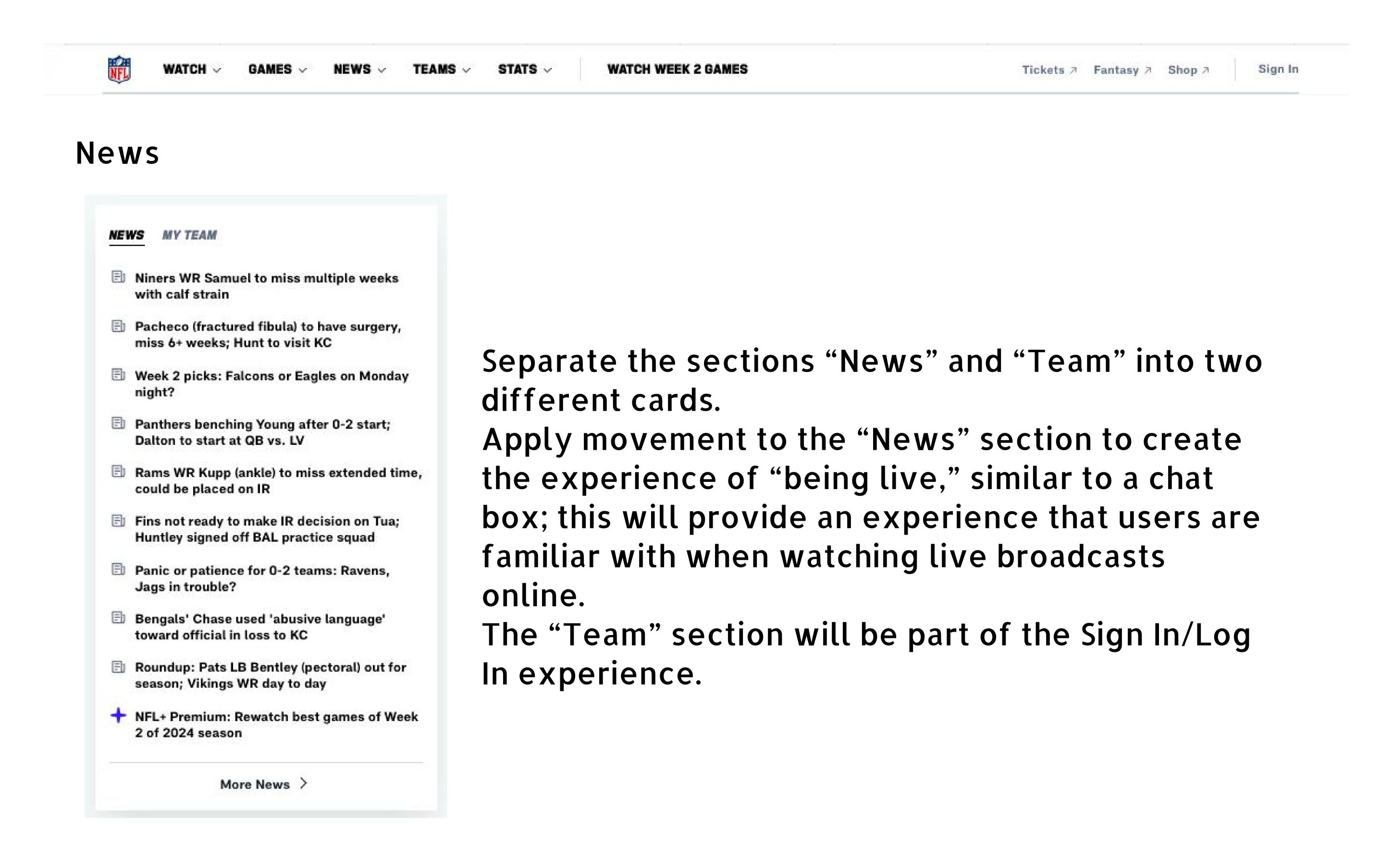
The NFL website resembles a typical sports blog. Although the brand is described as a premier brand that brings people together, the current website lacks visual appeal.

The main layout can be updated to take up more space side to side instead of stacking every section on top. Right now, the website only scrolls vertically, but by adding extra elements to the sides and incorporating a mosaic of images, the landing page can transition from a "regular sports blog" to an "all-time pro experience."

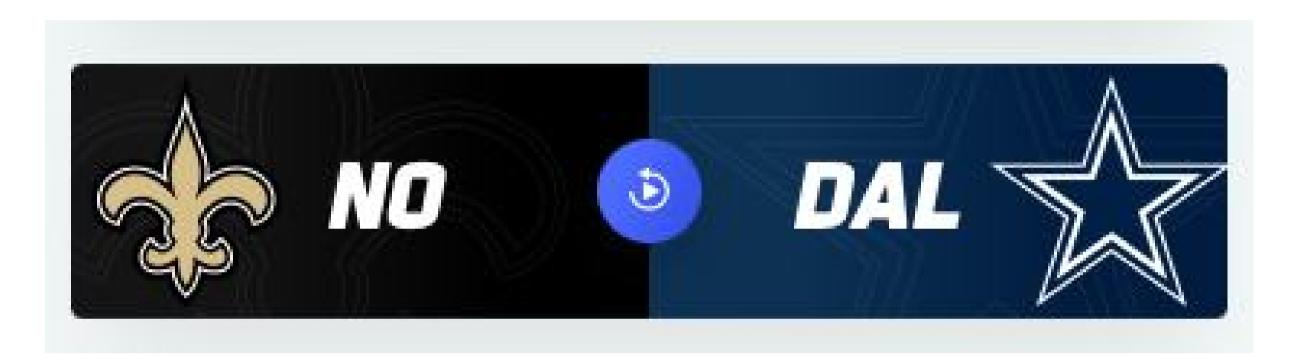
The dynamic section changes week by week according to stats and important updates during the weekend, but this doesn't receive the proper attention since the grid remains the same. By prioritizing font size and reducing padding between sections, each topic can get the appropriate white space.

## 2. Ul and basic components

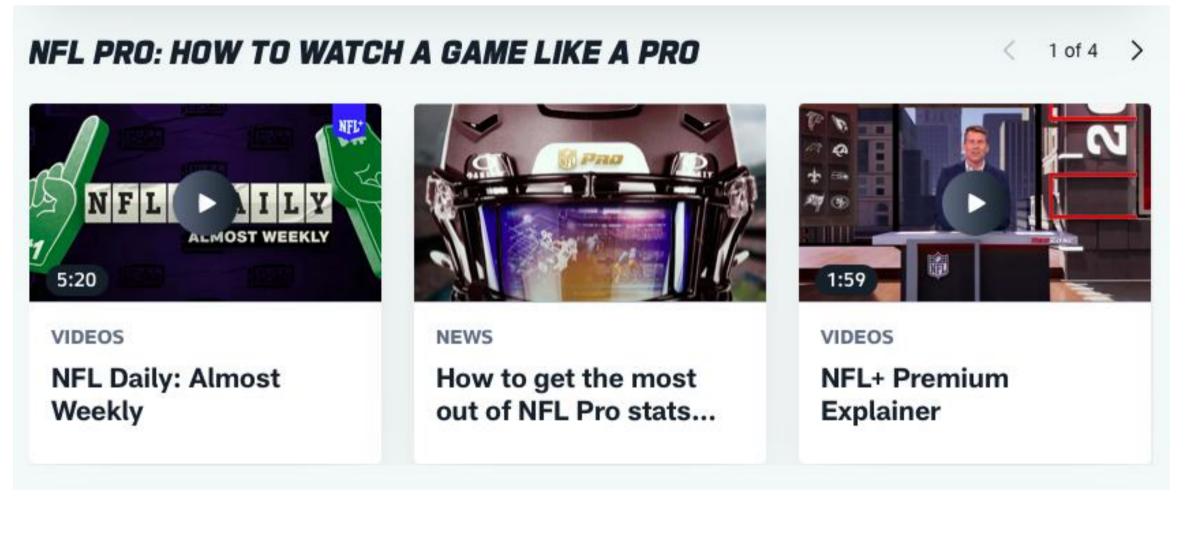
A basic top navigation menu that splits into two sections, with a contrasting colour that immediately indicates the focal point should remain on the left. Add basic icons in bright colours to enhance the visual experience; this will allow the user to shift their focus from A to B, leading to a more accurate decision of "Where do I want to go?"



## 3. Components Cards

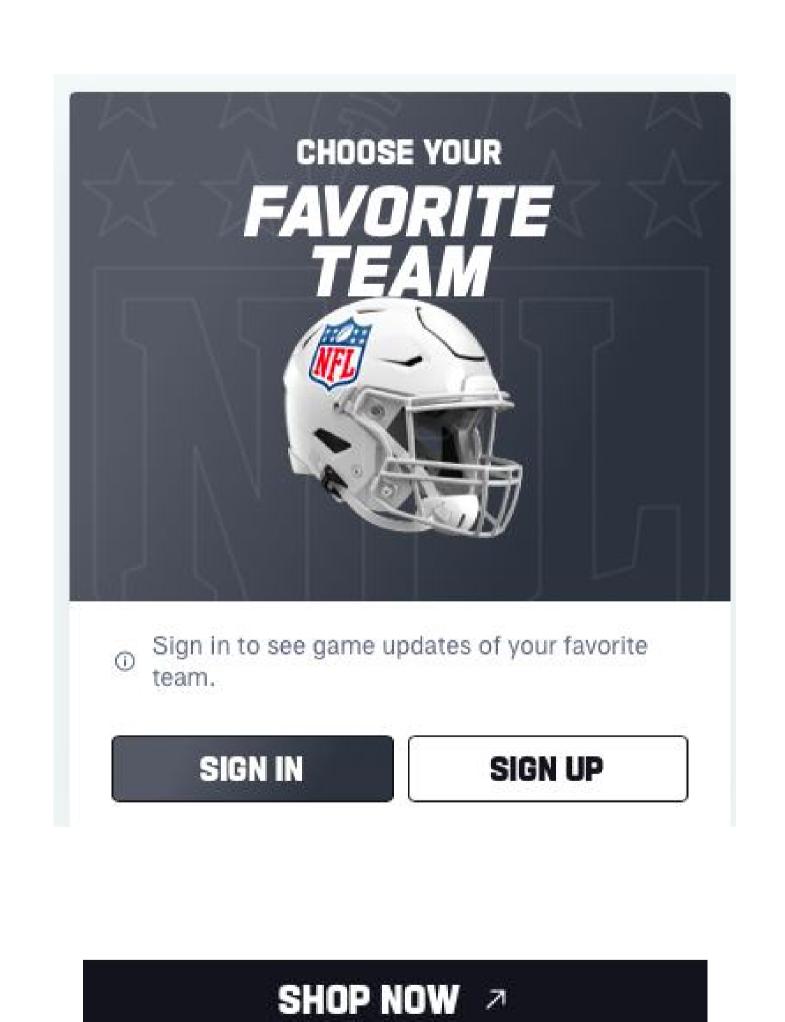


Replay from past games according to the teams, improve this section by adding the score or a few stats under team name.



Cards along sections are consistent, include media, category and title, every 2 cards change from video to image, videos are on auto play when hovering, this attracts more user attention to that specific title.

### 4. Buttons

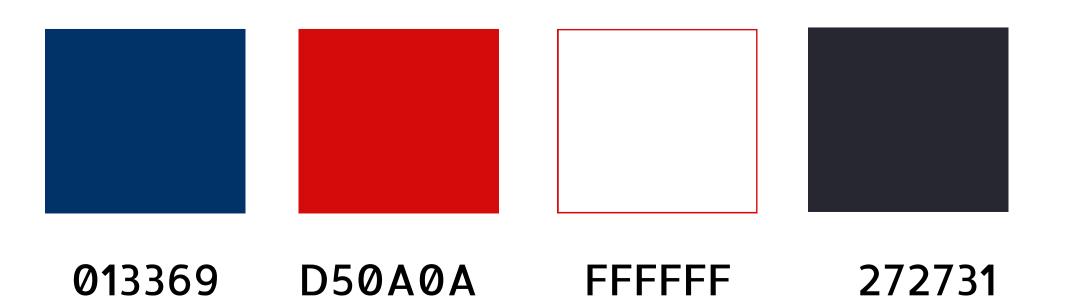


All buttons lack of appealing and with no proper hierarchy.

### **Typography**

All-ProSans Bold Italic Unique typeface, custom made for the brand and currently under copyright. Easy to read at most weights and point views.

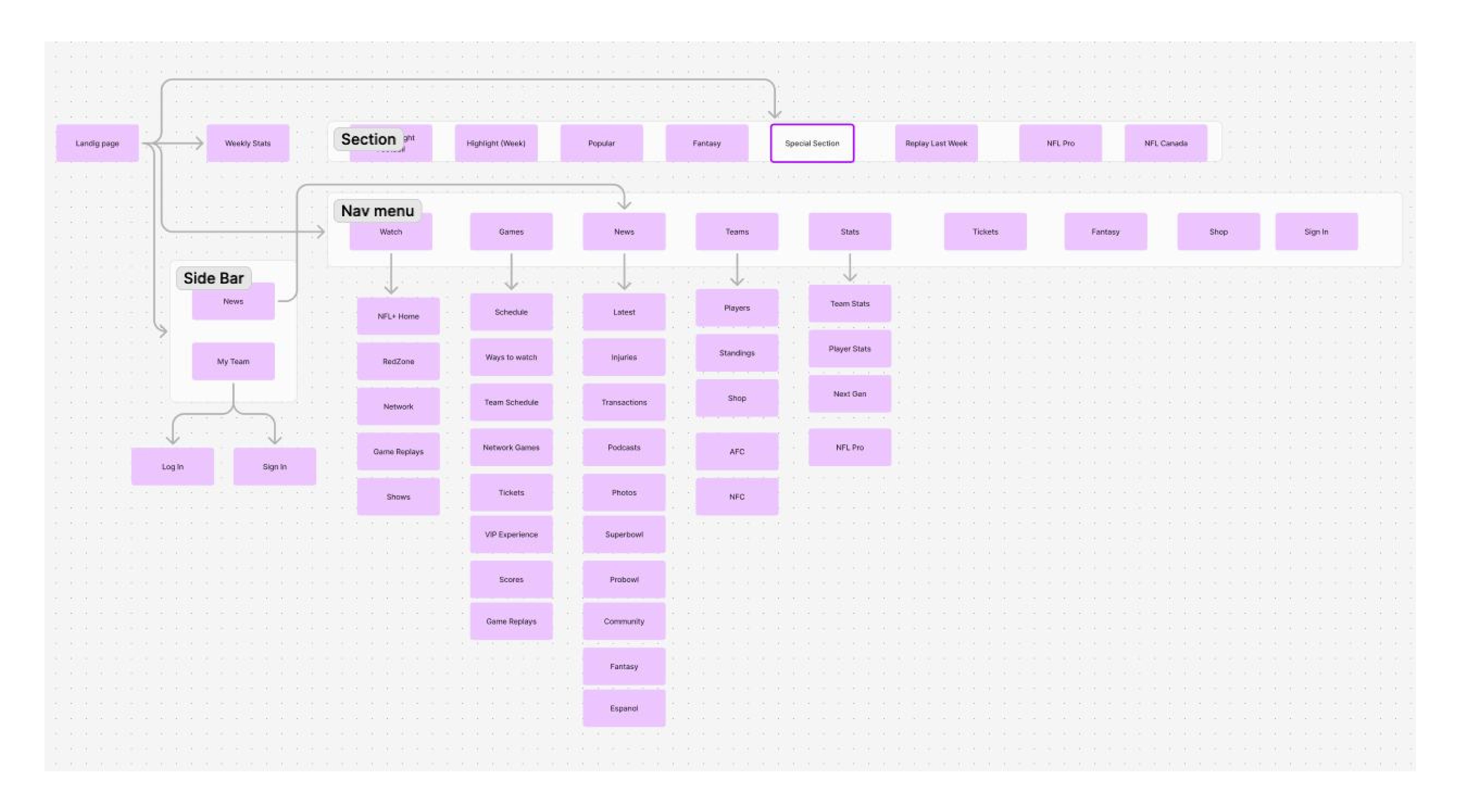
### **Color Palette**



Color code from CSS property

### 5. Site Map

The site map is very explicit, guiding the user to a specific page with the question, "What do you want to watch today?" External resources and links are placed at different stages of the page, giving the user the opportunity to leave if the information is not there. This can lead to a low retention rate; however, since links like "tickets" and "fantasy" are not the main purpose of the NFL, it is appropriate to display them only as needed.



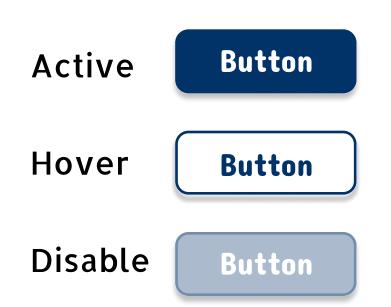
### Components Proposal

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A few icons to redirect attention in specific areas such as menus and titles

#### **Buttons**



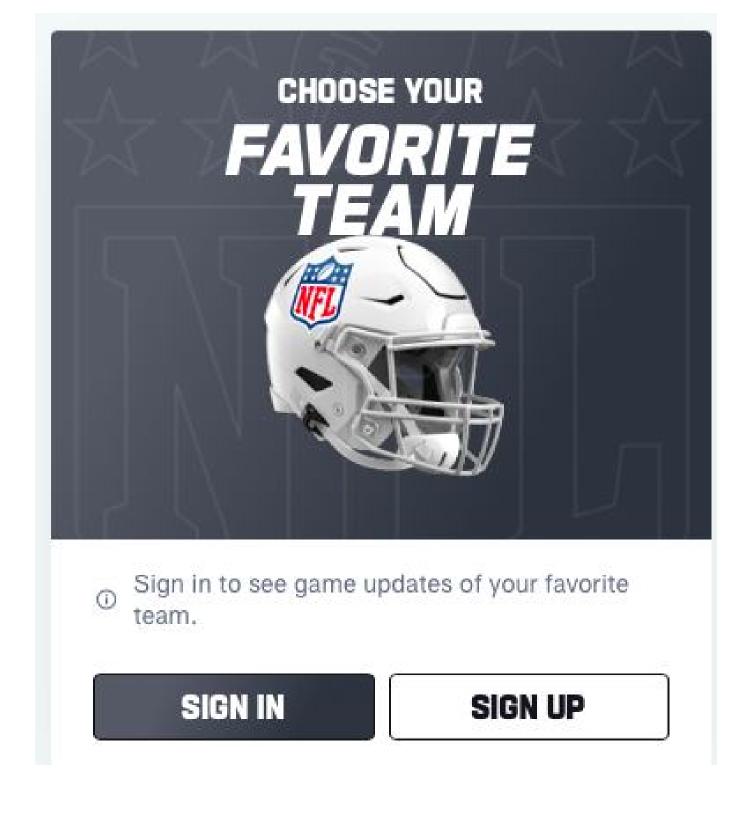
Make buttons with a more visble color difference, this way we redirect the focal point to the brighter color the is associate to an active button

### Cards

A first ideation of possible cards improvement from the orginal design to a proposal

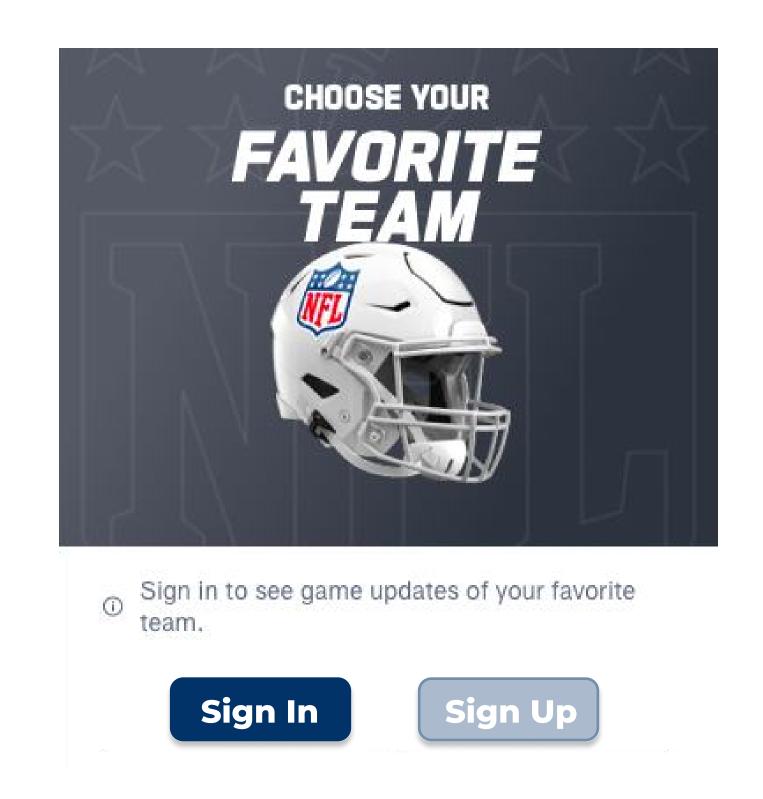
#### Media

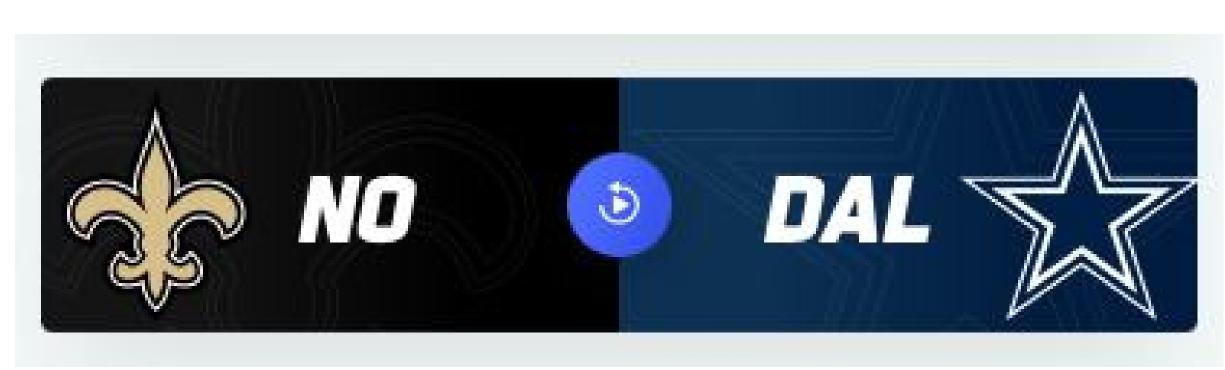




#### Score board



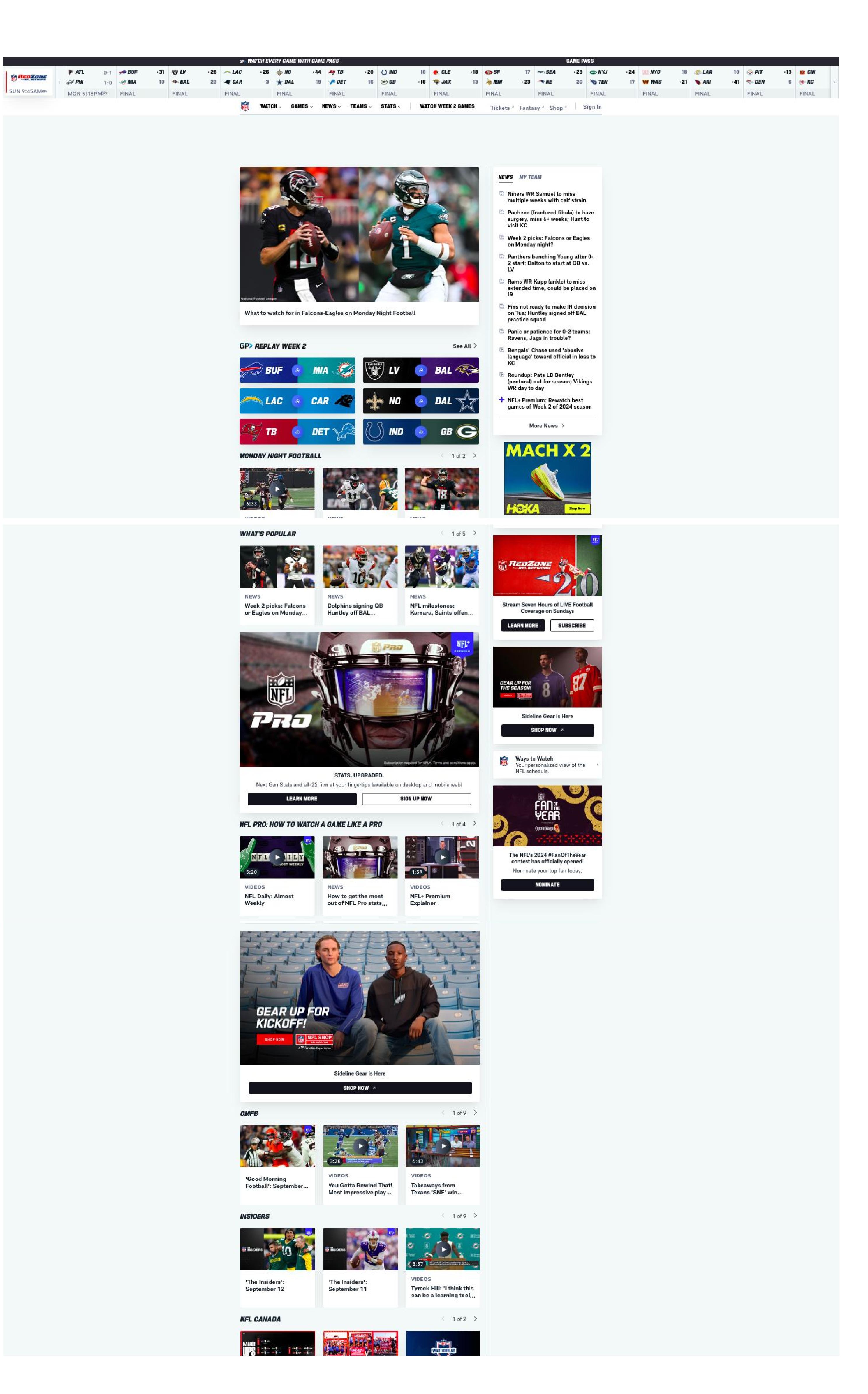


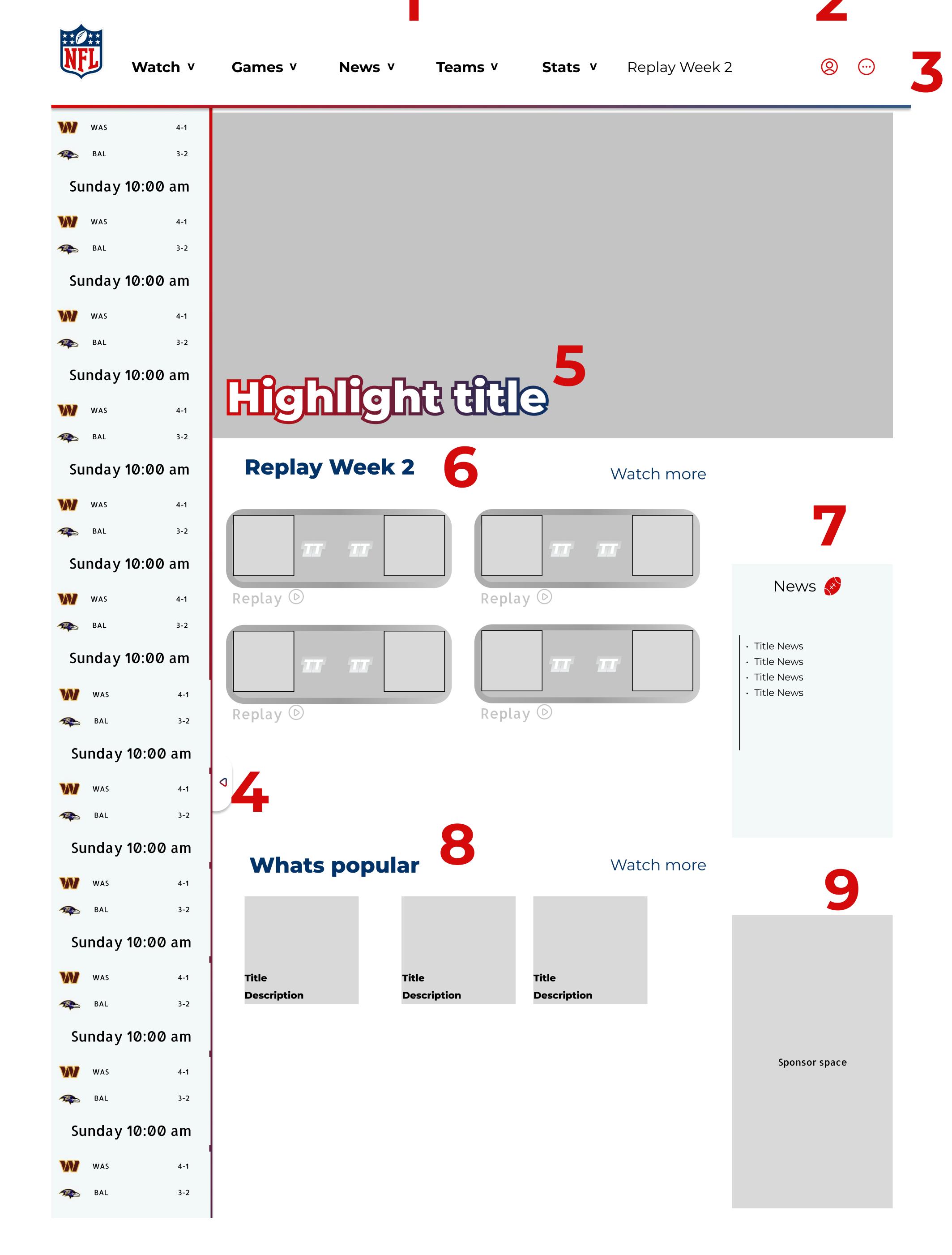




since the typeface is not free to use, I am using montserrat for design purposes

## Landing Page

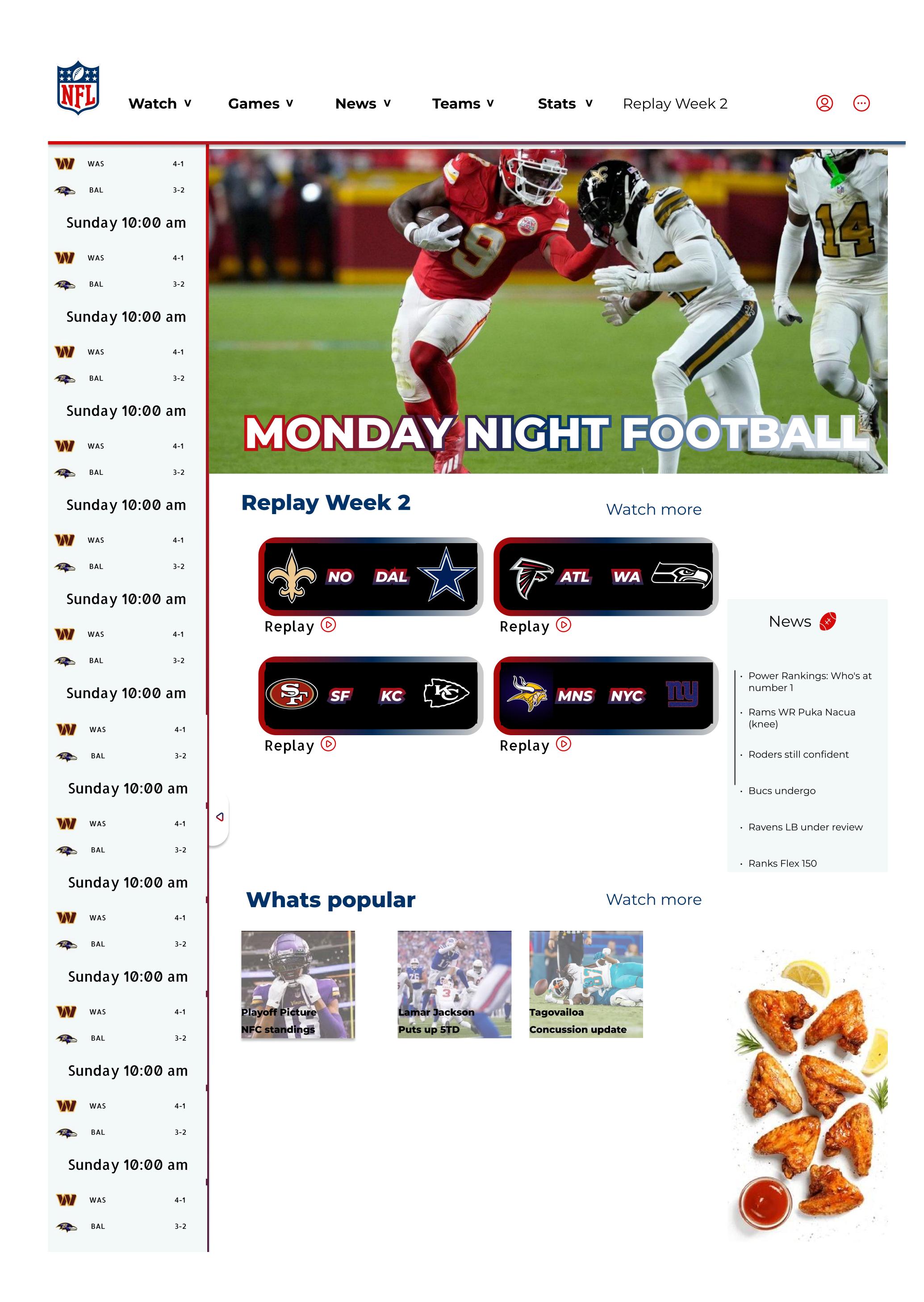




#### Wireframe mid fidelity

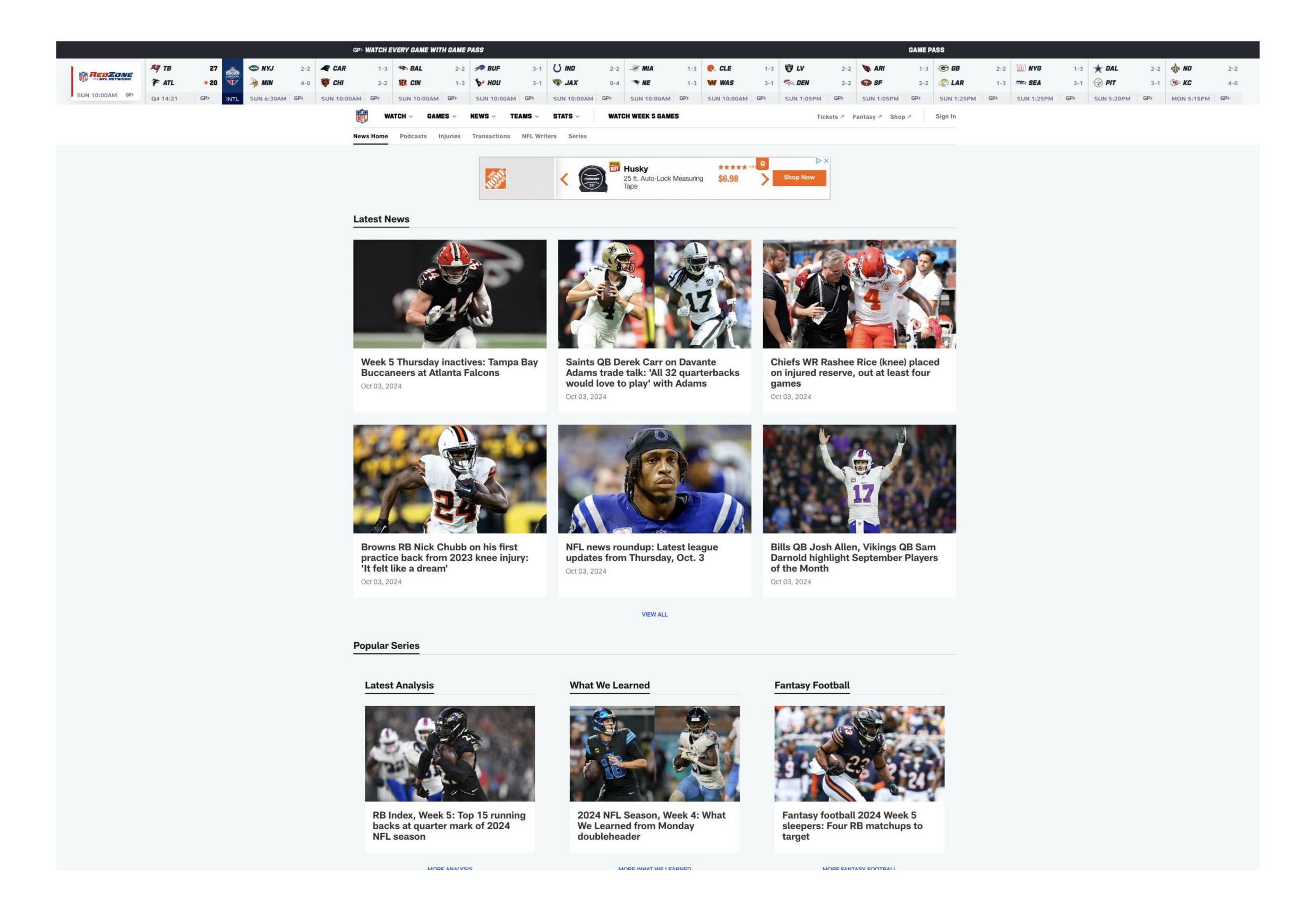
This first screen will be used as the main structure for the website. It includes the following elements:

- Navigation menu (1): Contains dropdown selections for each section of the page, plus icons for login/sign-up (2), and a "more" (3) to redirect to Ticketmaster and Fantasy.
- Collapsible menu (4): Displays the schedule for the week with logos and current stats for each team in the calendar.
- Hero banner (5): Features a highlight image for a game along with the event
- · Replay week (6): A section for the current week where users can watch videos and highlights for the selected board (opens in a new window).
- News section (7): Located on the right side, this is a scrollable section shown as "LIVE."
- Popular section (8): Displays images and videos highlighting news, past weeks' events, and current stats.
- · Sponsor section (9): Always located at the bottom right corner of the page

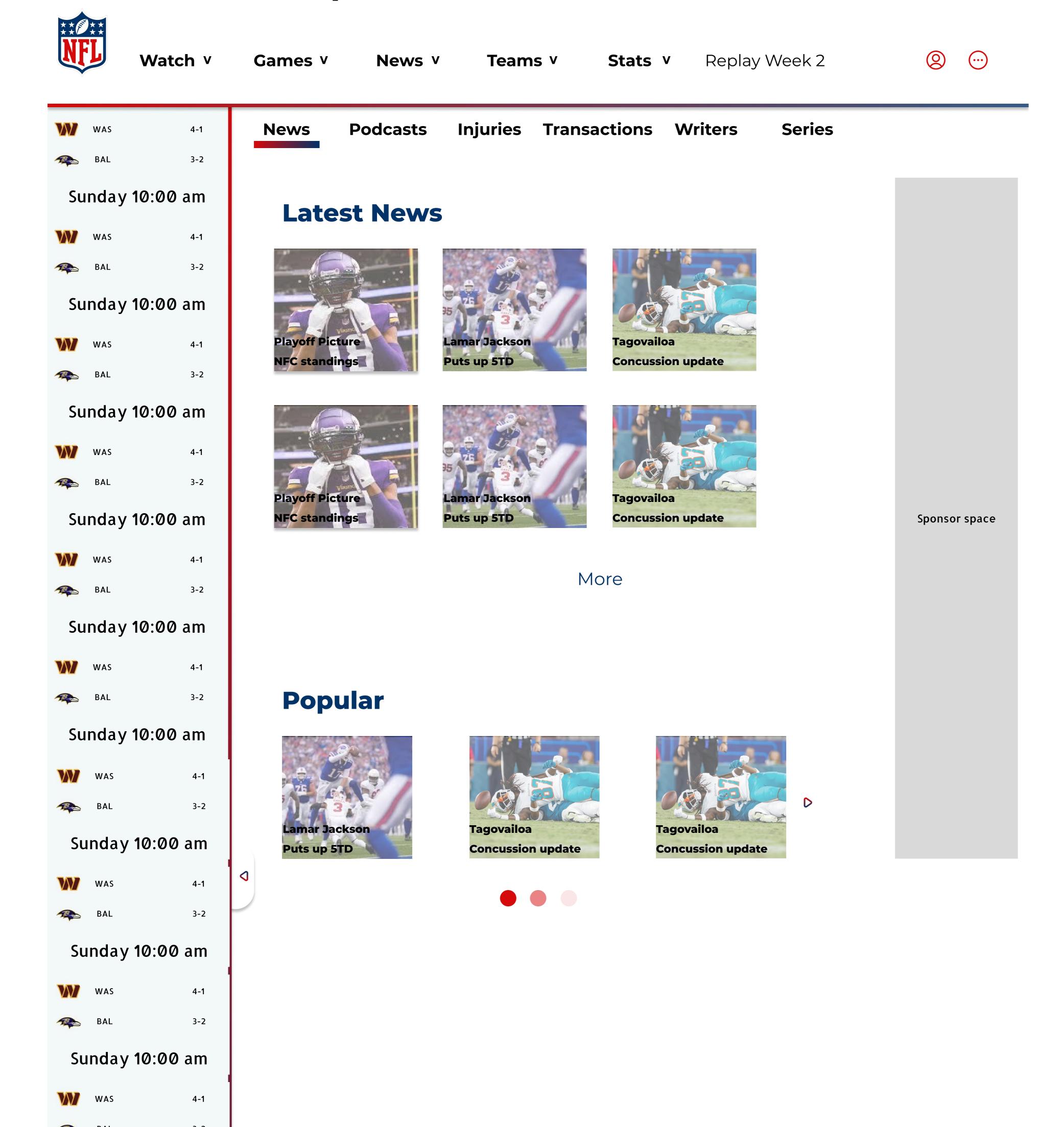


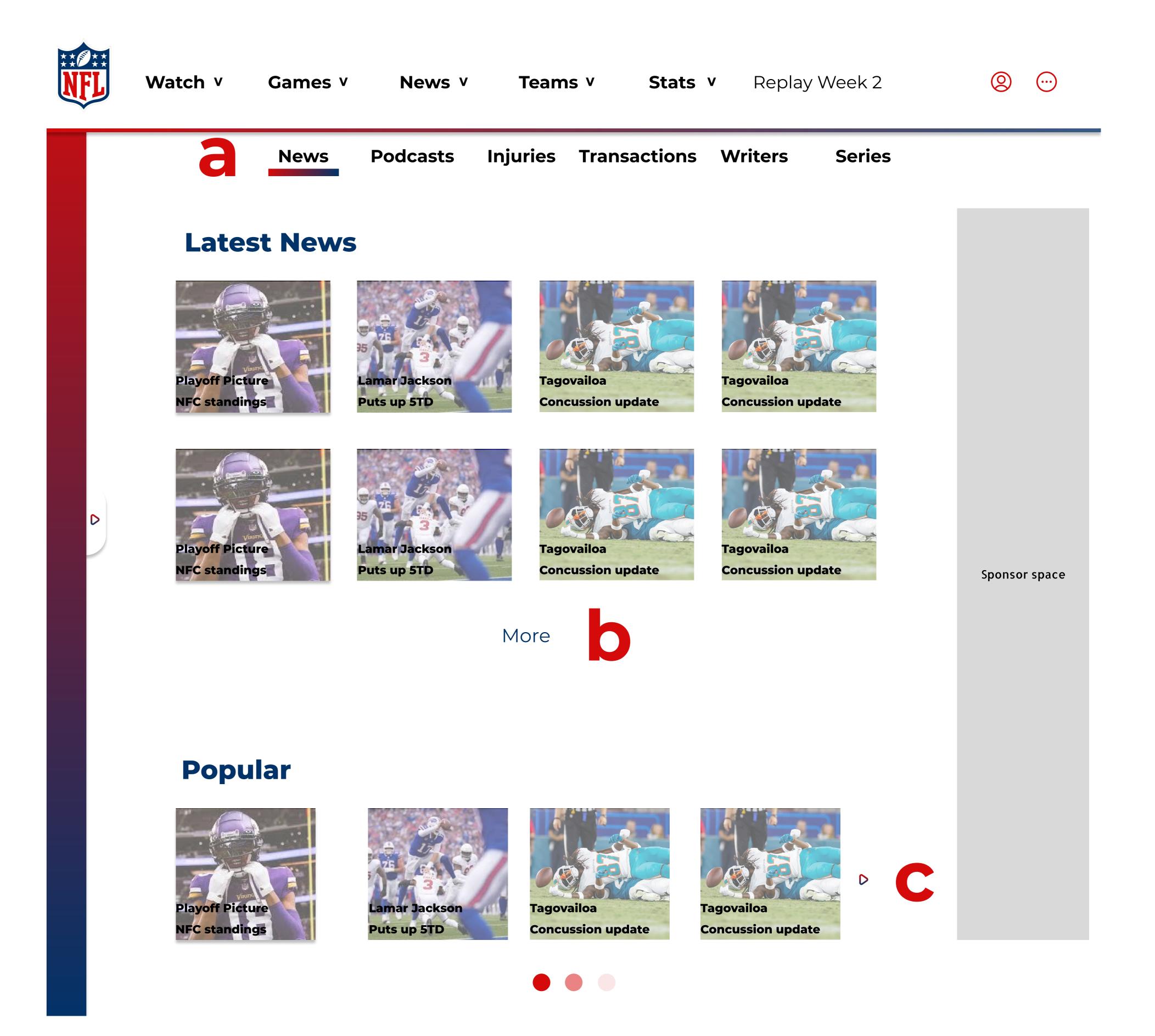
Side note: Keep more white space between elements to avoid crowding. This will allow real images and colorful elements to stand out in contrast.

### News



# Open side menu





2 Close side menu

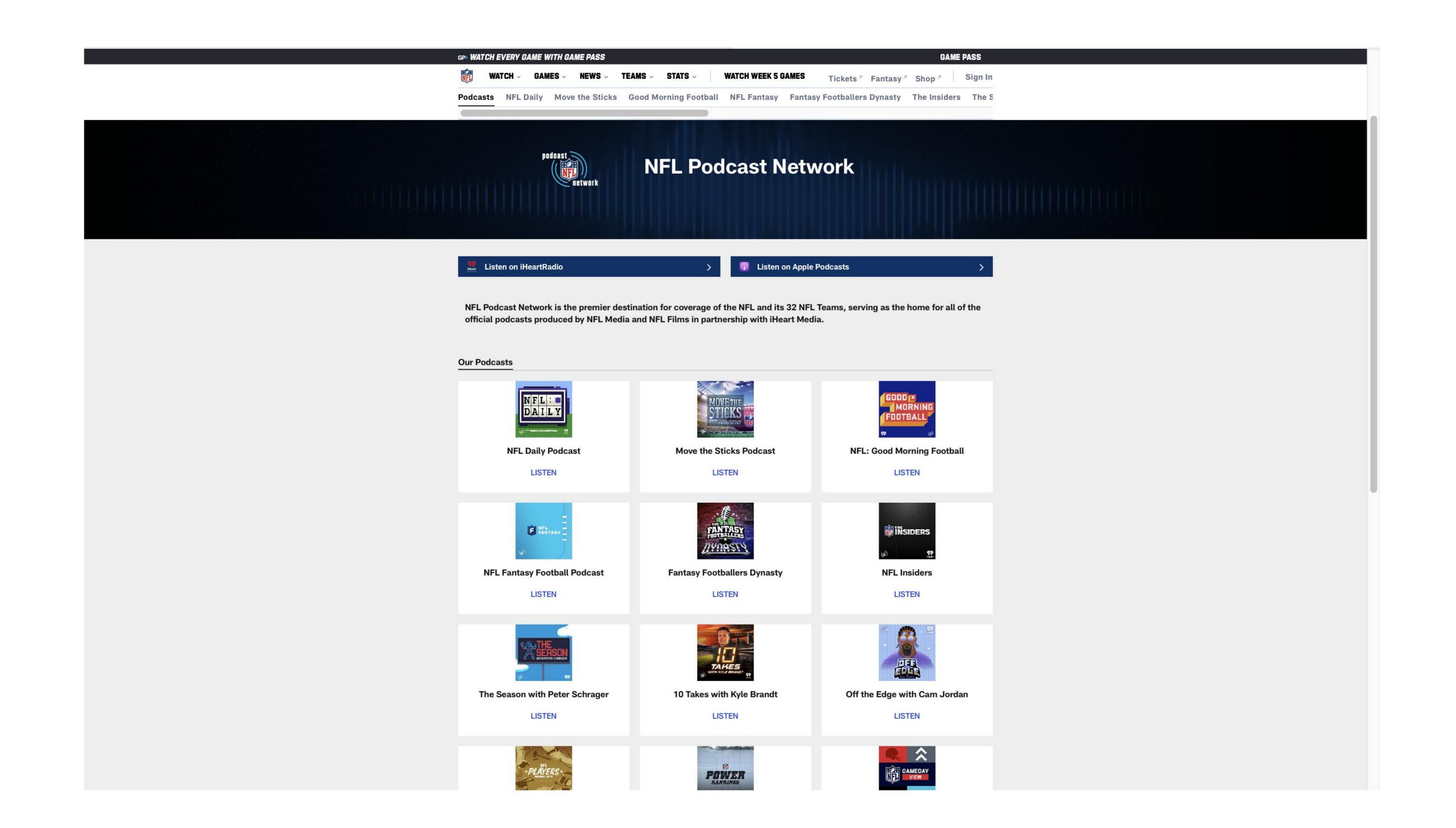
#### There are two variations for the screen:

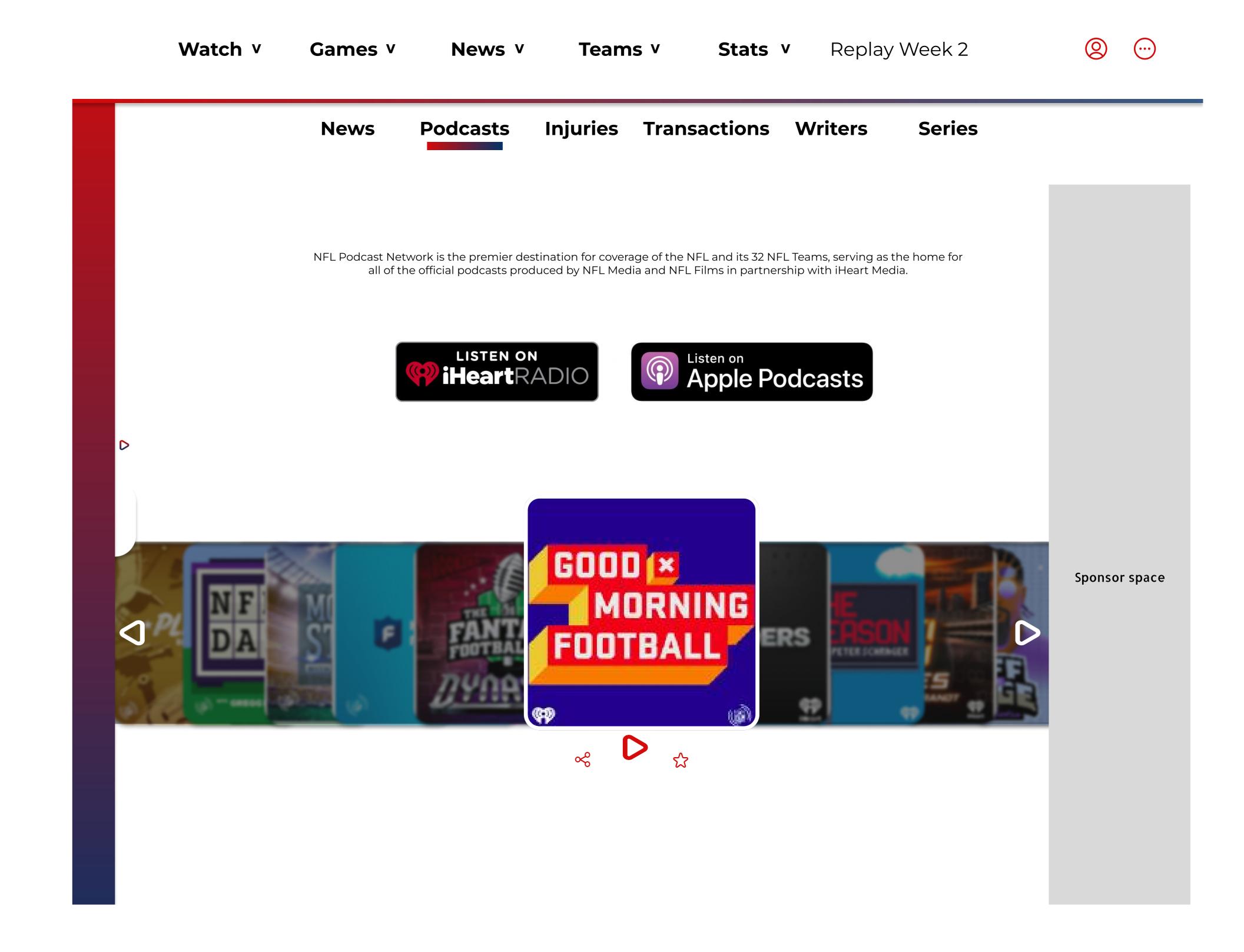
- 1. With the open schedule menu, as shown on the landing page, the side menu is a collapsible banner. When open, the sections will display in the center.
- 2. With the closed side menu: since there's more space when the collapsible menu is closed, the sections are able to expand and show more elements.

#### **Elements**

- Tab menu (a): Second navigational menu, a floating bar that indicates which screen we are on.
- Latest news (b): All the important updates and recent news. Click "more" to display a second batch of news.
- Popular (c): Carousel section with highlights. Click the "next" icon (d) to scroll for more.

### Podcasts

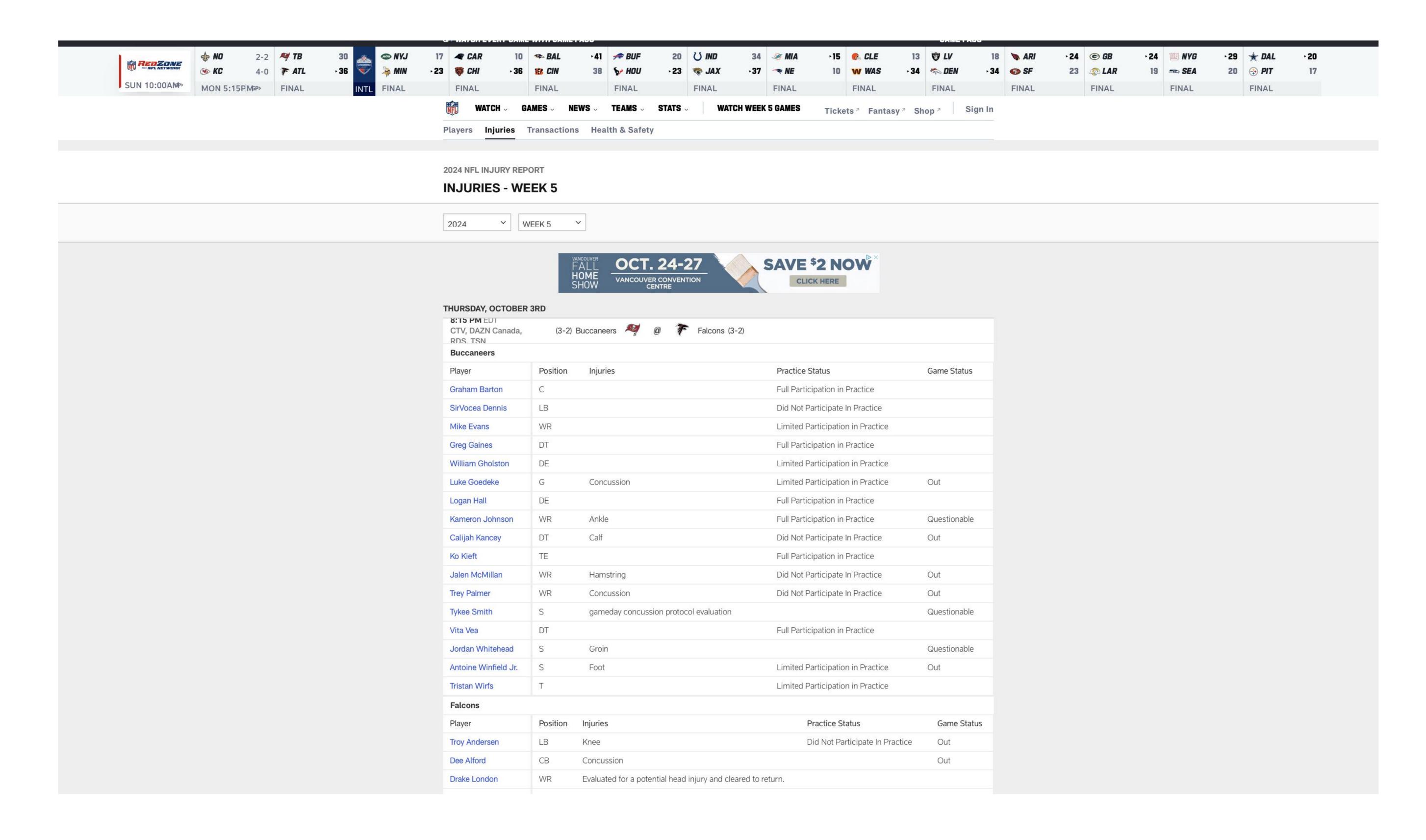




#### Screen description:

A slideshow with all the podcasts available to watch or listen to. Click the icons on the right or left to search for the desired podcast, and press play to connect, share with friends, or save as a favourite.

## Injuries



#### Screen description:

By keeping the same layout and consistency with the previous version of the website, we won't disturb the user experience, keeping in mind that the user expects to find information quickly and smoothly.

In addition to changing the colour of the table, the main filter is now "Division." This will group all players and only add the team logo, instead of dividing the filter by game.

#### Second screen:

Simulation for dropdown list selection, this selection will generate a new result



Games

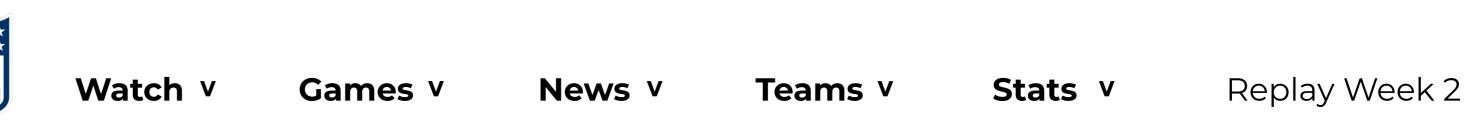
Replay Week 2

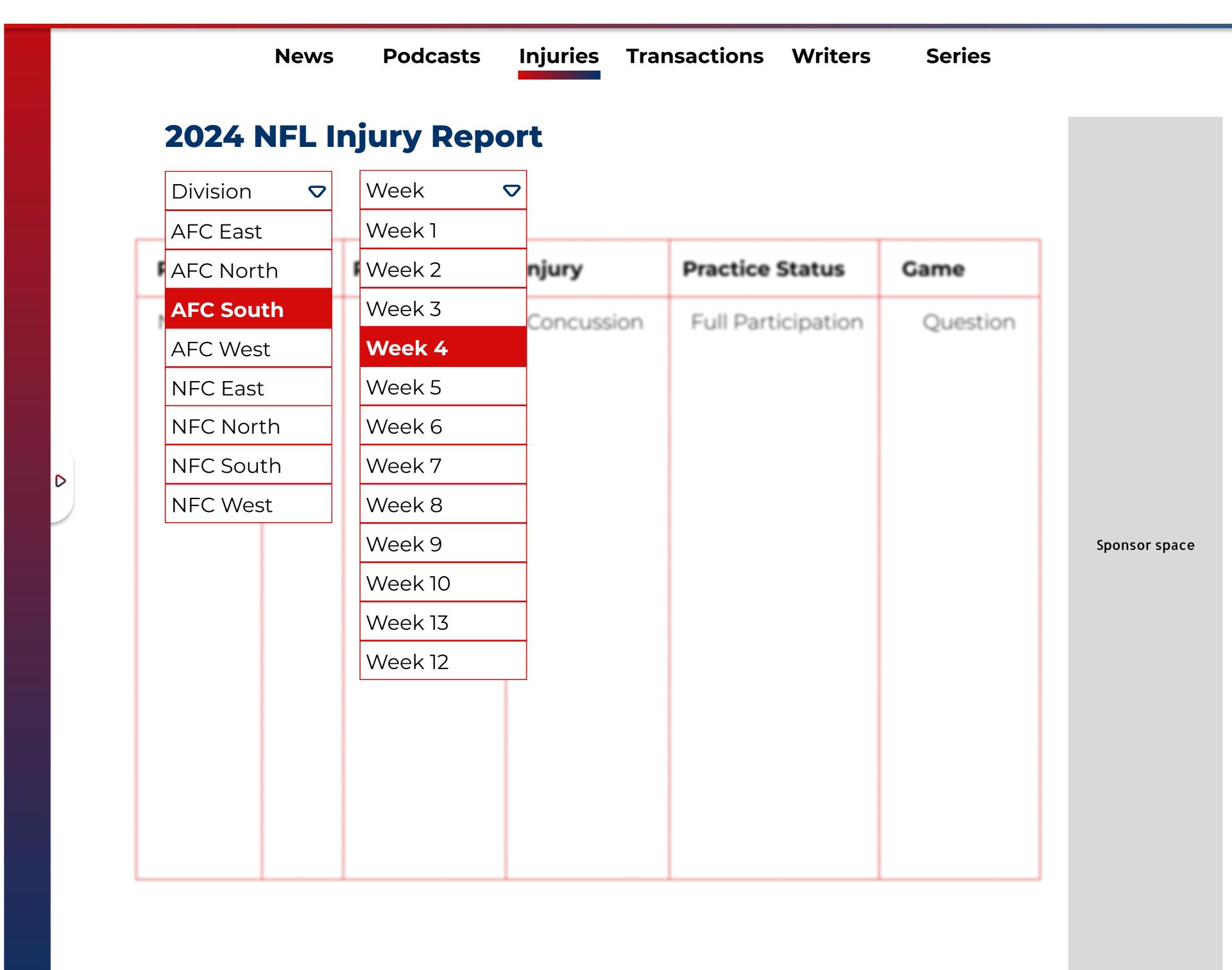
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s Podcasts Injuries Transactions Writers Series

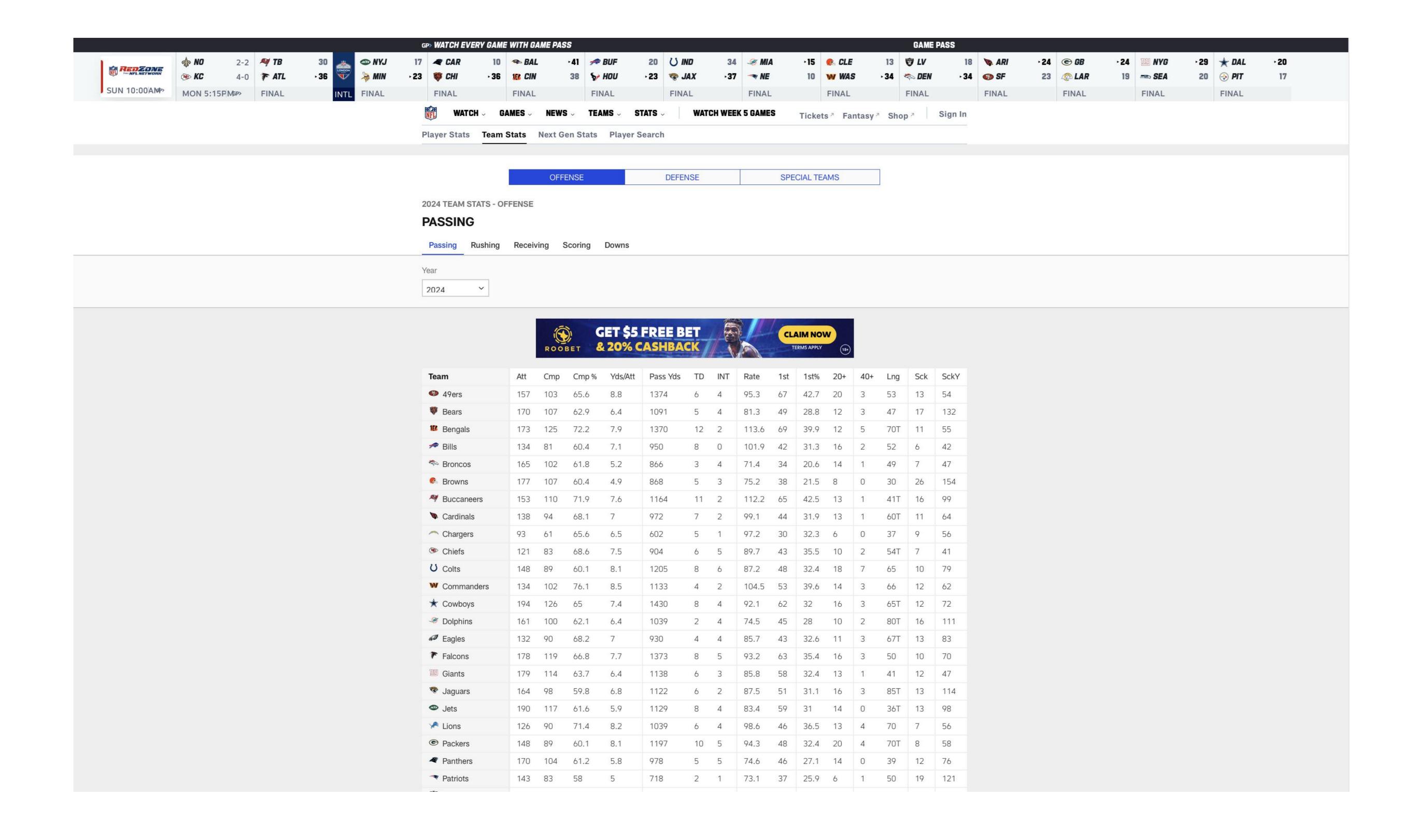
2024 NFL Injury Report

| Player | Team | Position | Injury     | Practice Status    | Game     |        |
|--------|------|----------|------------|--------------------|----------|--------|
| Name   | LOGO | L.B      | Concussion | Full Participation | Question |        |
|        |      |          |            |                    |          | Sponso |
|        |      |          |            |                    |          |        |



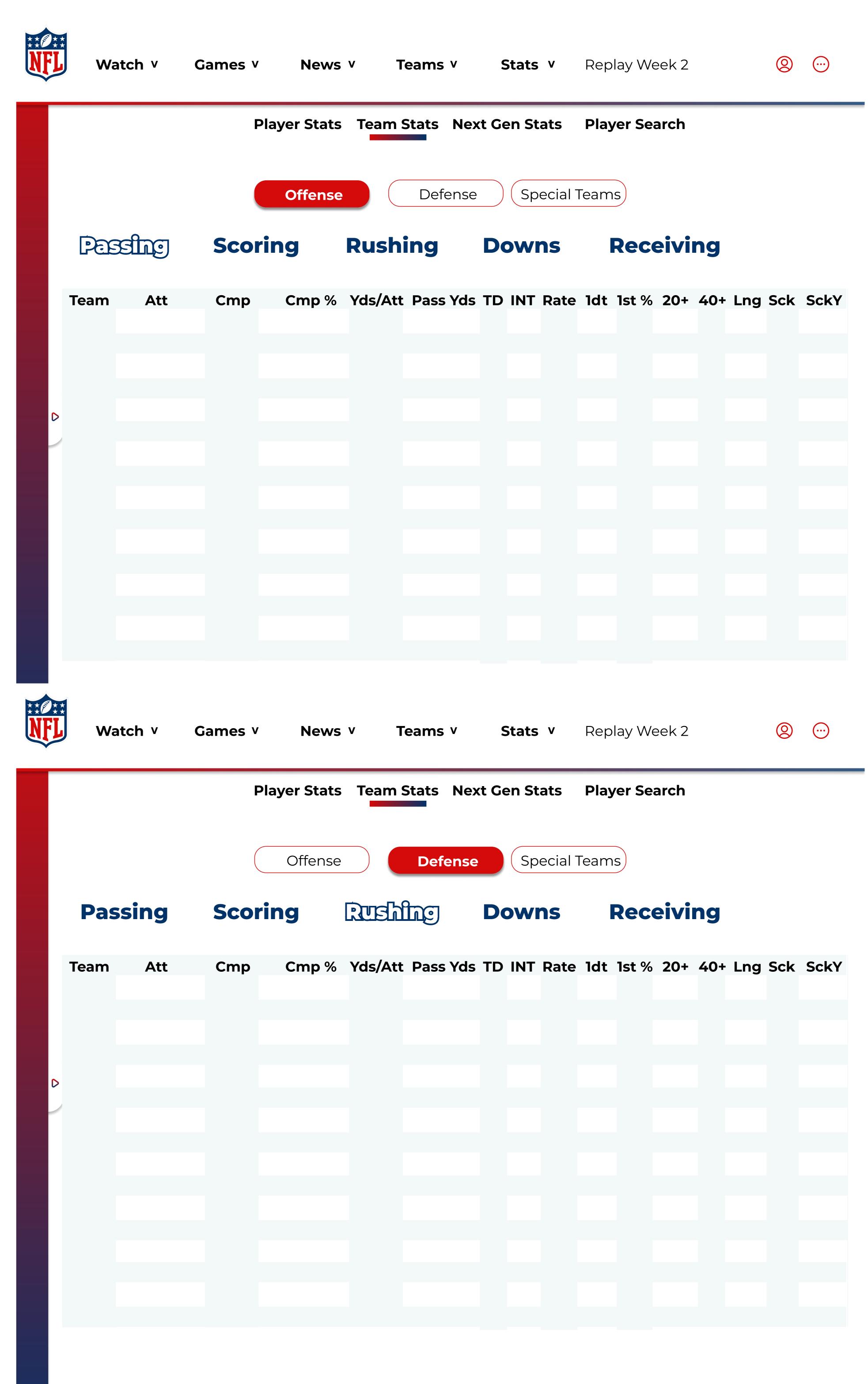


### **Team Stats**

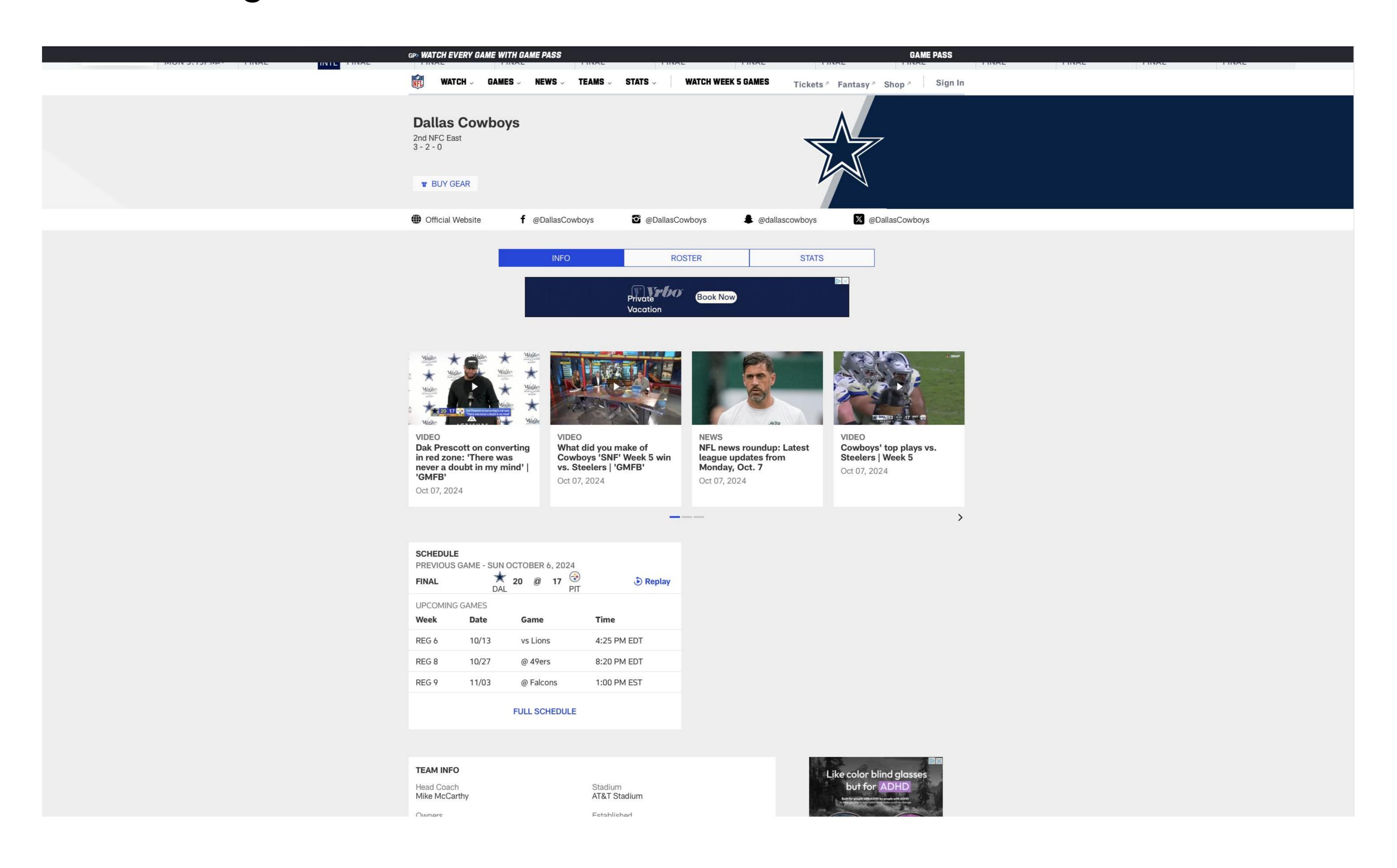


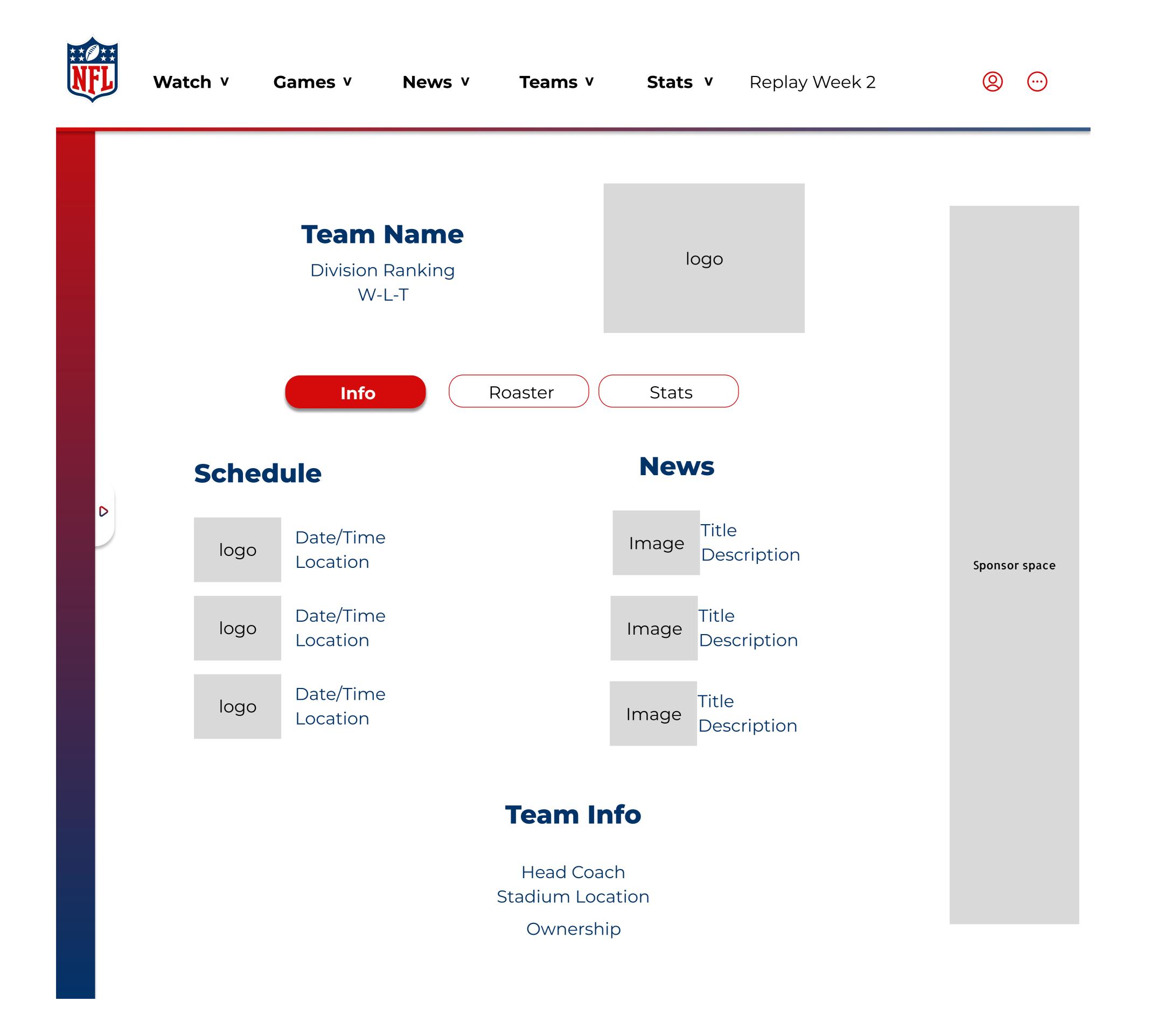
#### Screen description:

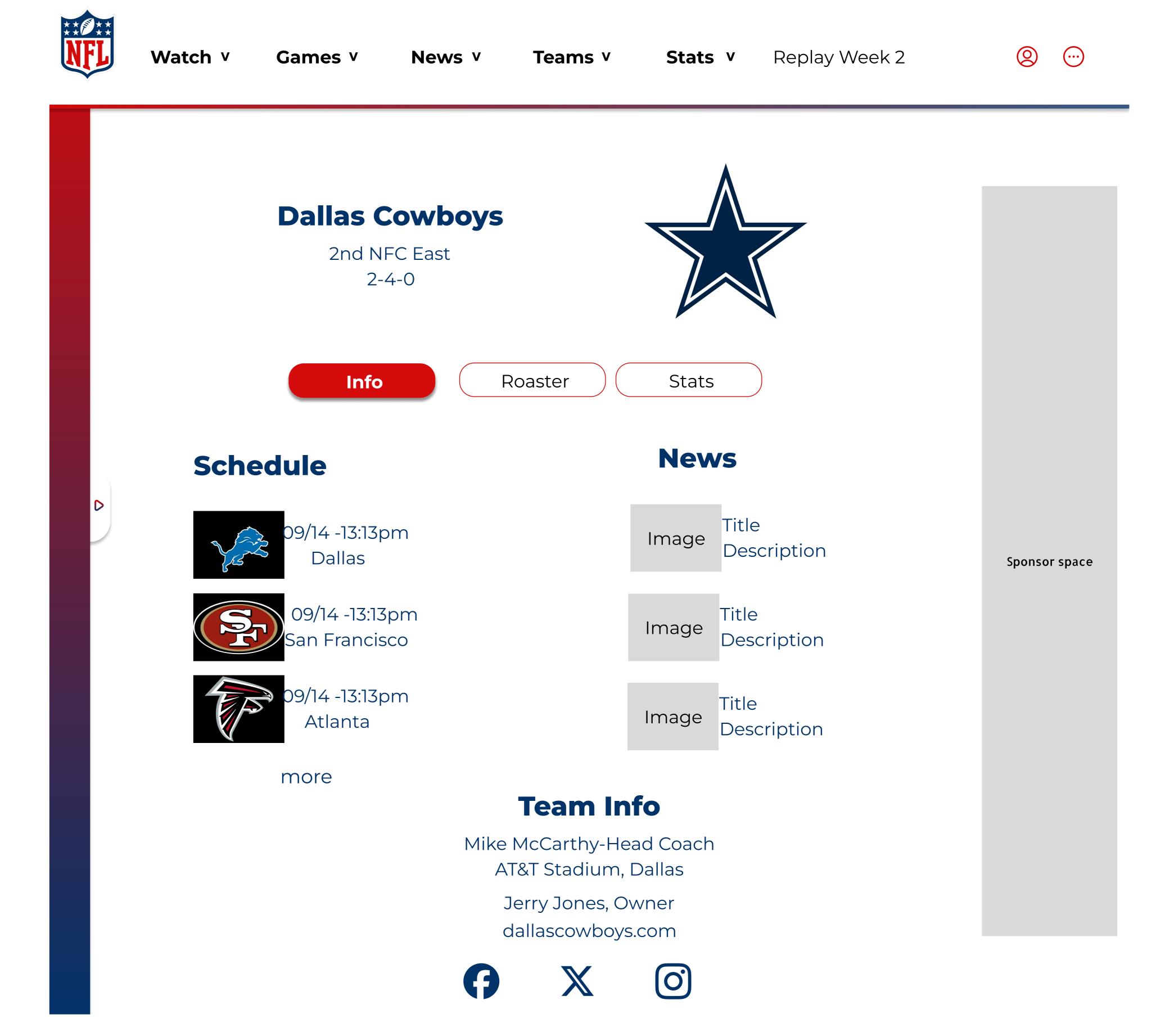
Dynamic table with a similar layout, just adding accents for better readability to help the user find the information they want to review.



## Team Page







#### Screen description:

Generic information about team and news, including hyperlinks that redirect to official website.

## Conclussion

In conclusion, the NFL website plays a pivotal role in reinforcing the league's brand by offering a unified digital experience that aligns with its visual identity, community engagement, and cultural significance. Through strategic design choices, the website not only strengthens the connection between the league and its fans but also enhances user navigation and engagement.

By analyzing the NFL's approach to branding and user experience, we can gain valuable insights into how effective design and visual communication can create a lasting impact, making the NFL one of the most recognizable and emotionally resonant brands in the world.

Even though the branding didn't change much, adjusting layouts and colors immediately provides a fresh perspective without disrupting the current experience that users are familiar with. From users who focus on statistics and numbers to those who prefer videos and media, this design study allows the audience to find exactly what they need.

