



# MyLeague APP Proposal

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# Agenda

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- 01 The Brief
- 02 Research
- 03 Testing
- 04 Prototype Showcase

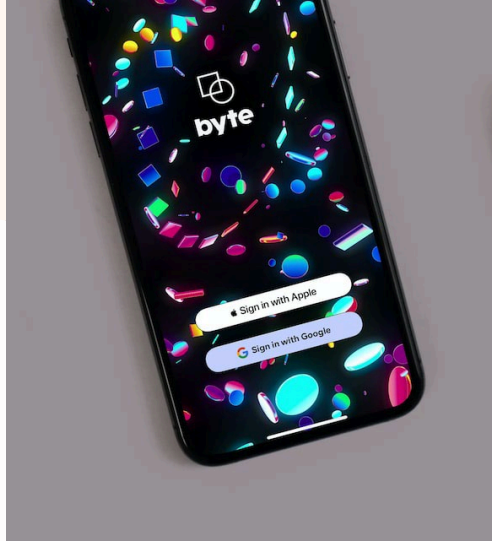


# The Brief

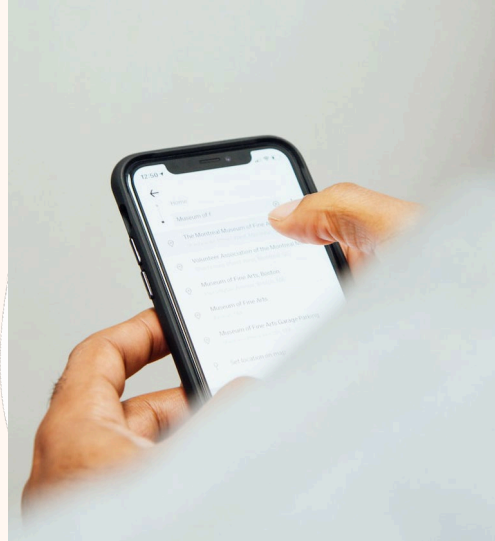
enhancing the user  
experience of the  
MyLeague App



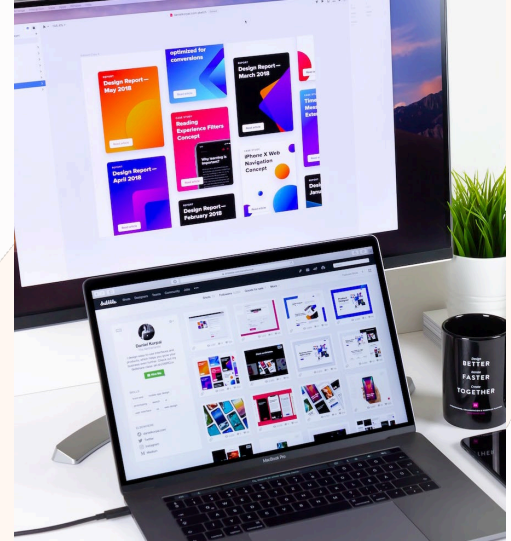
# What were the pain points touched on



Sign In Experience



Homepage Customisation



Too many external links



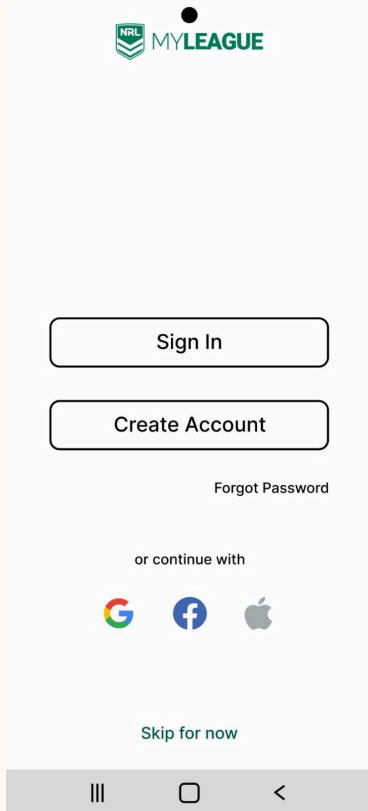
# The Research

## What were the people saying

Extensive prior research, coupled with the new insights gathered, has influenced these design alterations, resulting in a significantly enhanced and more immersive user experience.

The background of the slide is a photograph of a large stadium, likely for a sports event, with a green semi-transparent overlay. In the top left corner, there is a small yellow speech bubble icon. The text "What was changed" is centered in a large, white, sans-serif font.

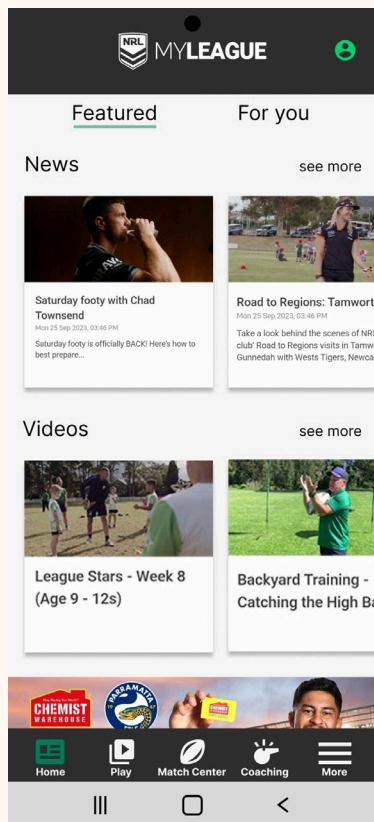
**What was changed**



# Log In/Sign Up

## Changing the experience

The log in/Sign up process has been designed with a focus on simplicity and customisation.



# Homepage

View what matters to you

The categories for content now make finding the information you want to see easier than ever.



# External Links

Keeping you in the game

All links will now open directly on the app so that the user has a more seamless experience and keeps them on home ground.

A photograph of rugby players in action on a grass field, overlaid with a semi-transparent green filter. The players are wearing dark jerseys with orange and white accents. One player in the foreground is holding the ball. The background shows other players and a white curved shape in the top right corner.

# Testing

How the people interacted

# Likes and dislikes

## Liked

The easy sign up and customisation options

## Liked

Home page now has categories to make finding information easier

## Disliked

There wasn't an option to skip the sign in process and go straight to homepage

## Liked

The pop up content when clicking into articles

## Disliked

No profile button on the homepage to sign out or change profile

## Disliked

Single scroll for all content



**Prototype**



**Click here**