

Betway SA20 Cricket

Case Study

Betway SA20 is a Twenty20 (T20) franchise cricket tournament in South Africa, organized by Cricket South Africa (CSA).



<https://www.sa20.co.za/>

The Challenge

The SA20 Cricket League, founded in 2022, sought to develop an online platform for fans and patrons.

Initially, a temporary website was launched to provide essential information about the league, teams, and players ahead of the inaugural season.

As the league entered the second season, SA20 desired a more engaging and immersive online experience.



The Opportunity

The opportunity that was given to us was to design an engaging site that would create an immersive and exciting experience for all user. A site that would be the foundation of the digital experience for this new cricket league in South Africa.

The site had to reflect the vibrancy of the league while providing key information for fans and patrons such as ticket sales, team information and player statistics.

This site was an opportunity for SA20 to build the foundation of their digital experience.

The Solution

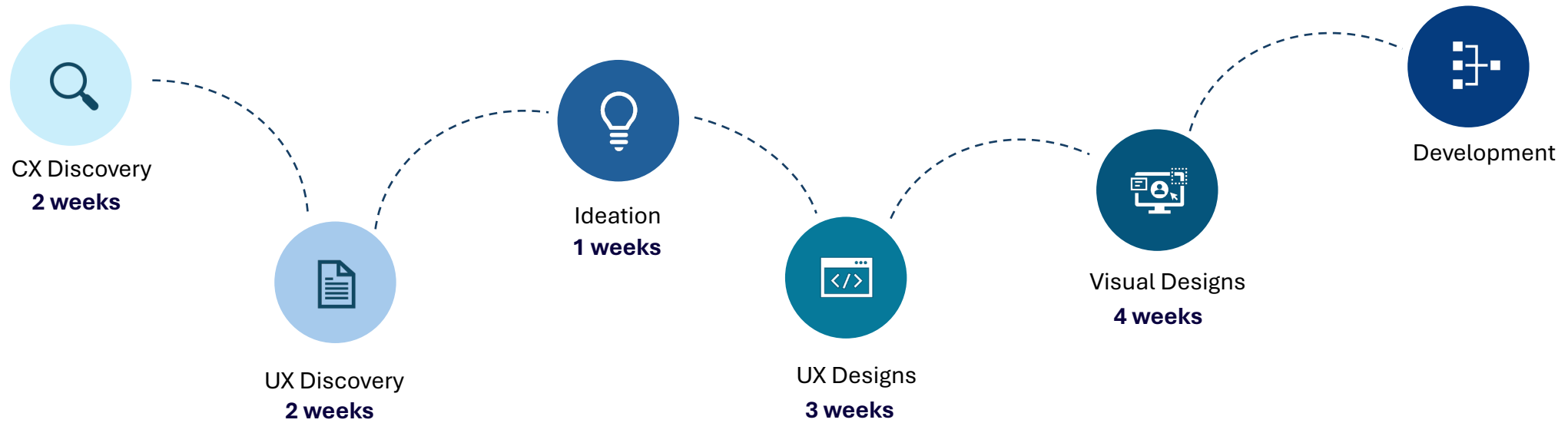
A site experience that matches the stadium experience

Create a site where social to avid cricket fans can get access to all information pertaining to the league such as teams, player stats and fixtures

A site that reflects the vibrancy witnessed in the stadium and with the brand image while ensuring that its still easy to navigate, minimalistic and not too heavy on the eye (considering the brand colors are bright)

To define and design a design system and components (that align with the existing brand guidelines) that can be the foundation of the refreshed site and can be used by the client going forward for any additional site refurbishments

Design Thinking Framework



Techniques

Stakeholder Interviews
Competitor Analysis
Heuristic Analysis
Persona Mapping
Information Architecture
High Fidelity UX
Wireframes
UX Prototype
Design System
UI Wireframes
UI Prototype
Development

The Team

User Experience Director
Lead CX Strategists
Lead UX Designer
Lead UI Designer
Developers
Project Manager
Chief Technology Officer

Design Tools

Figma
Miro
PowerPoint
Jira

Project Duration

6 months

Stakeholder Interviews

As part of our AS IS Analysis, we interviewed key SA20 stakeholders to fully understand the extend and purpose of the redesign and gather all functional requirements for the new site.

Who we interviewed:

Project Sponsor
Head of SA20 Operations
Head of Marketing
Head of Media

Topics we covered in our interviews:

Stakeholder expectation
Long-term vision and objective of this redesign
Key functionalities and features to be considered

Key stakeholder insights

Simple

- The current site has bold colors and a bold font. Lighten the site while still making use of the colors (as logo and brand colors will remain the same)
- Make use of white spaces to lighten the site
- Minimalistic and modern design
- Easy to read and understand content displayed

Accessible

- The new site must be easy to navigate and find key documents such as regulatory frameworks & policies
- The new site should speak to the social cricket fan as well as the advanced cricket fan
- Make important articles more visible and easily accessible on the site

Engaging

- The new site must be cool and appealing to a younger audience
- Incorporate alternative methods of media such as video and imagery
- Make people want to visit the site despite their level of knowledge of the sport and tournament

Future Outlook

- Incorporation of gamification through fantasy league
- Ability to use site as a means to engage with fans and strengthen the feeling of a community
- Live streaming of auctions, dismissals (offences on the pitch) and press conferences

Product requirements



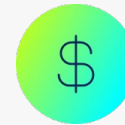
Relevant & up to date content



Off season communication



Player and team data & stats



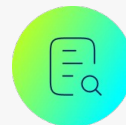
Commercial Delivery



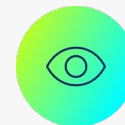
Single Sign On (Data Capturing)



Mobile friendly



Housing of regulatory frameworks & policies



Easy to view campaigns



Housing of SA20 tournament information & articles



Ticketing



Video & visual content

Archetype definition

Cricket Fanatic

"People who have cricket in their blood"



Traditional Cricket Fan based in
South Africa & India



Group
Fall within higher LSM 8-10



Area
Urban



Gender
Skewed towards men



Age Category
35+



Consistency
Follow cricket religiously

What are they looking for?

Detailed player statistics & team information.

How do we engage them

Include detailed information that is up to date.



Social Cricket Fan

“People who focus on everything else outside (just) the cricket “



Traditional Cricket Fan based in
South Africa & India



Group
Digital Natives, into trendy events



Area
Urban



Gender
A mixture of male and female



Age Category
18-35



Consistency
May know cricket but not in-depth
knowledge

What are they looking for?

Latest fixture dates, highlight the social element of the games (performances, kiss cam, pictures) .

How do we engage them

Highlight what is happening in the stadium outside of the games,



Player Agent/Coach

“People within the cricket family” “

What are they looking for?

Detailed player statistics, regulatory framework and policies

They make up very small percentage of visitors of the site as they would approach SA20 directly rather than through site.

Latest fixture dates, highlight the social element of the games (performances, kiss cam, pictures) .

How do we engage them

Give them easy access to regulatory frameworks and policies, access to auction portal, detailed player information.



Social Cricket Fan

“People who focus on everything else outside (just) the cricket “

- Corporate companies who might be interested in sponsoring aspects of the tournament.
- Media and journalists writing about the tournament, players & teams.

What are they looking for?

Up to date and latest information and articles on the tournament

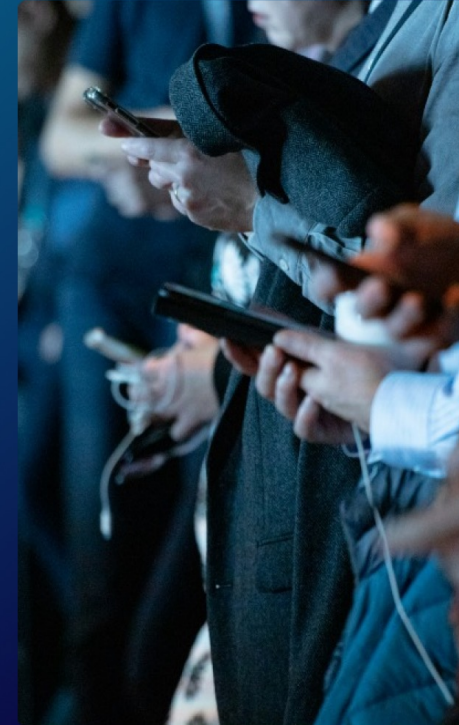
Pedigree of how the site looks like

Which existing sponsors are already on board

How sponsors are displayed on the site

How do we engage them

Include detailed information that is up to date



Key KPIs & metrics that will be used to measure the success of the new site

<p>How to measure</p> <h2>Simplicity</h2> <p>You need to account for</p> <ul style="list-style-type: none">How long it takes a fan to complete a certain task on the site or navigate the siteHow many errors are made before completing a taskIf the key objectives and messages are communicated and understood by the fan	<p>How to measure</p> <h2>Accessibility</h2> <p>You need to account for</p> <ul style="list-style-type: none">How many users can access your site on specific devicesCan people understand the language used on the site (i.e. use of jargon)How easy it is to use and understand the contents	<p>How to measure</p> <h2>Simplicity</h2> <p>You need to account for</p> <ul style="list-style-type: none">How long it takes until fans leave your siteHow many users leave your site before completing a taskHow many users return to your siteAre people engaging with the content or clicking through the site
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Competitor analysis

The competitor analysis was conducted using a holistic lens of sports websites with a focus on advancements that are happening within the identifying online experience. This focused lens involved an in-depth analysis of each competitor's website new features, trends, and persuasion techniques employed to influence customer's motivation to act.

What we did

- Analyzed key competitor sites based on identified key functionalities, prioritized pages, usability and accessibility
- Identified key insights and techniques competitors use to garner engagement
- Established a benchmark based on features presented on the competitor sites
- Defined high level recommendations and points of inspiration that SA20 can implement

Purpose:

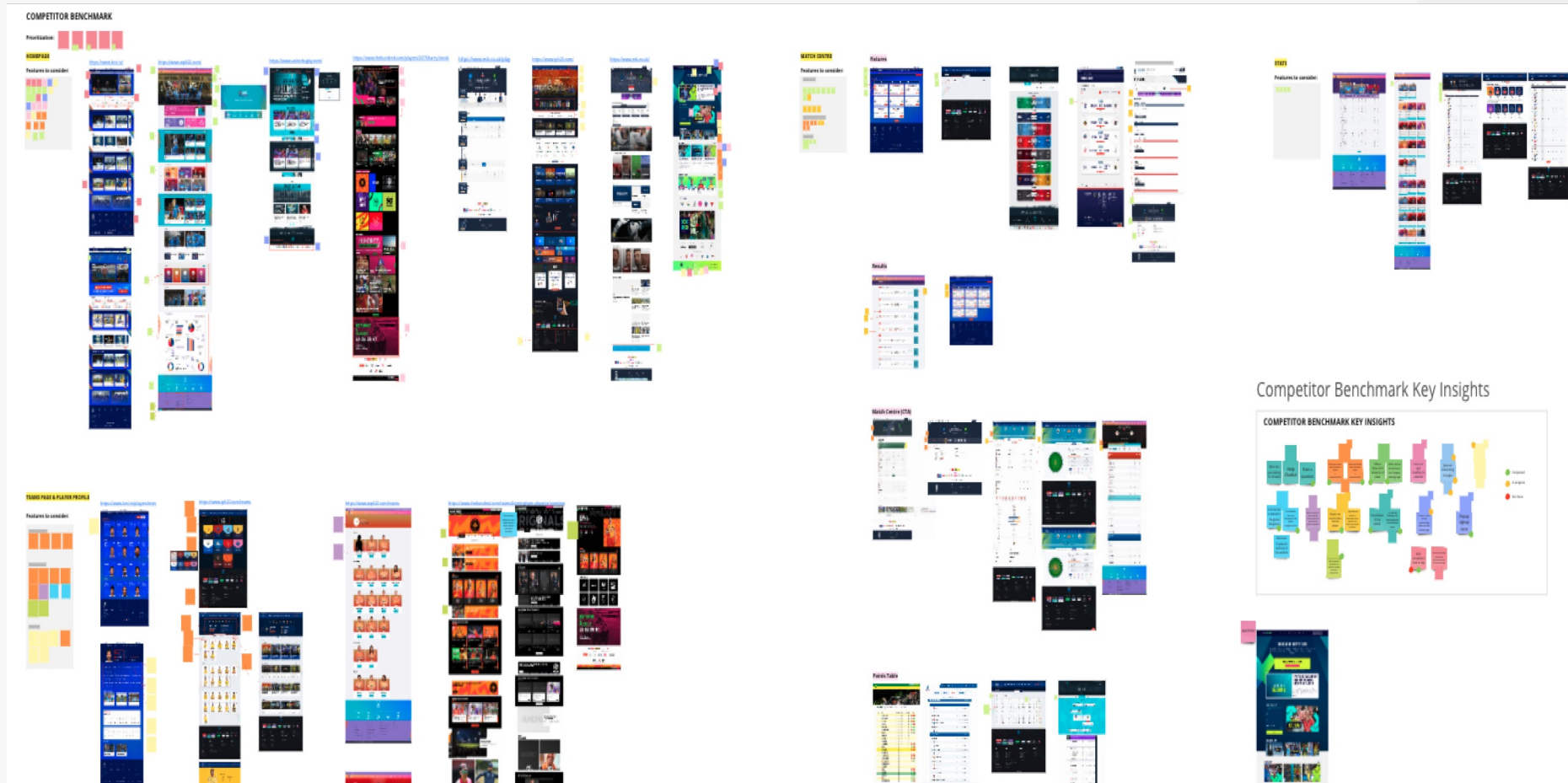
To analyze key competitors and establish a benchmark that will be a baseline for the website redesign and align with the key goal of being the key destination for everything SA20

Key Pages Analyzed:

- Homepage
- Teams (page)
- Match Center
- Statistics and Information
- Static Content
- User centric design and ease of use and navigation

Screenshot of the process

https://miro.com/app/board/uxjVM556cg8=



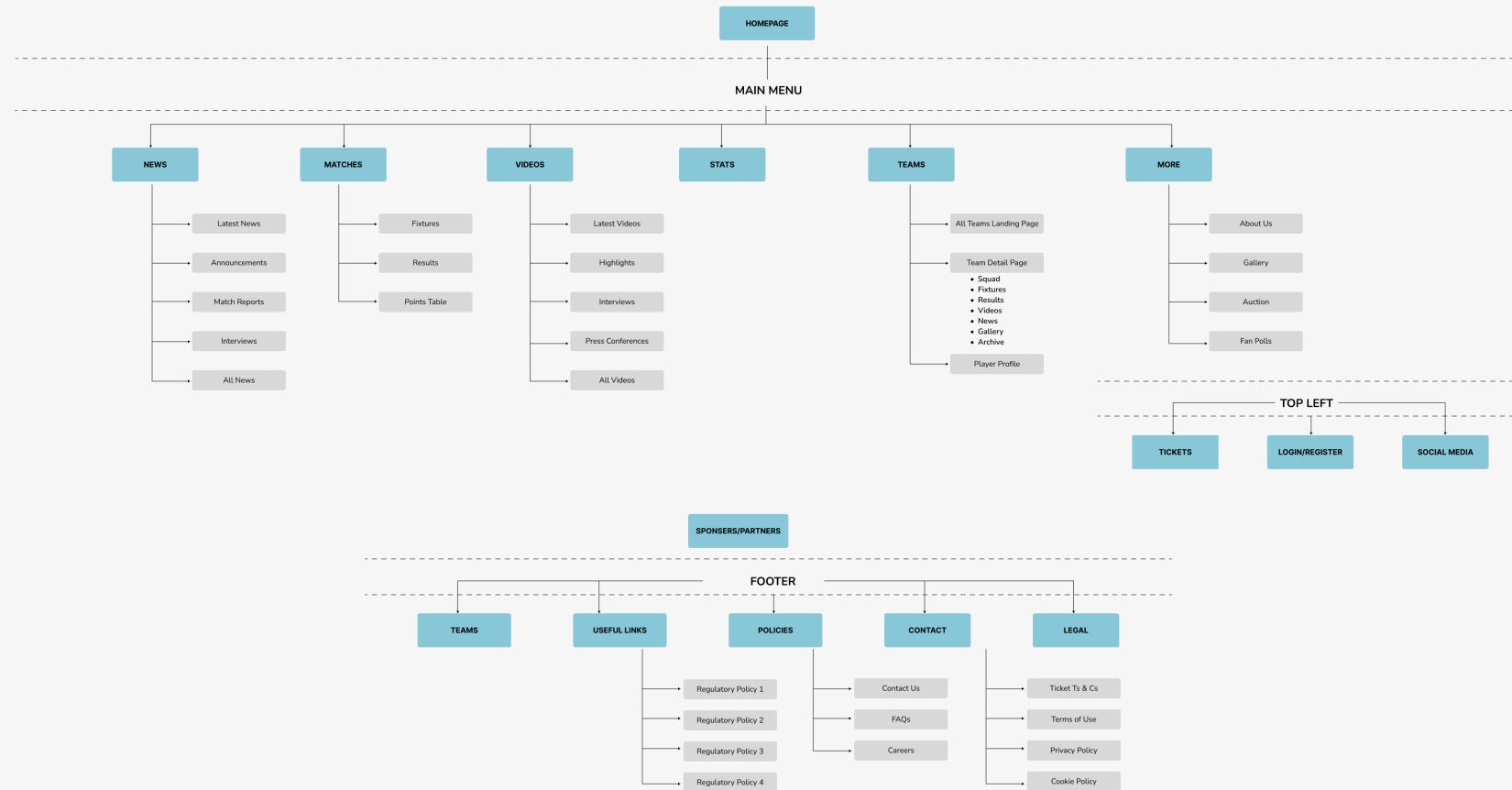
Key insights/features

These are the key insights we extracted from the competitor analysis:

- 1 Social media integration
- 2 Personalization
- 3 Countdown timers on ticket sales and fixtures
- 4 Fan polls to rank players or teams
- 5 Showcasing Sponsorships
- 6 Accessibility principles
- 7 Support and educational content
- 8 Syncing fixtures to calendar
- 9 Easy navigation
- 10 Detailed player stats
- 11 Fan toolkit

Information Architecture

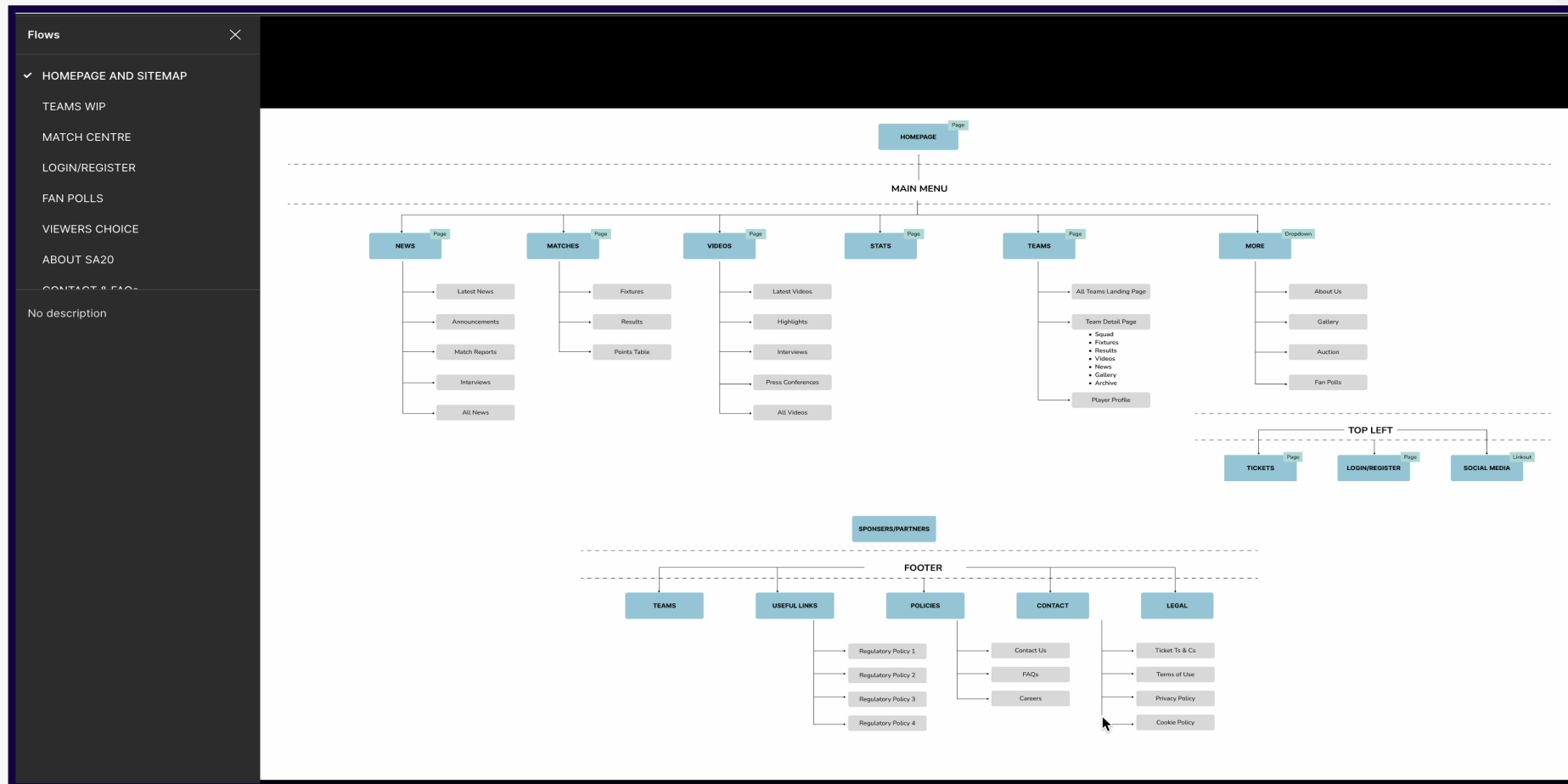
We developed an IA, a blueprint for the SA20 website's structure. The purpose was to define how content is organized, categorized, and linked together. By sorting this out first, we laid a solid foundation for our wireframes, ensuring a logical and user-friendly flow.



Wireframes

UX prototype link (Web): <https://www.figma.com/proto/CJcolI2NfbEHybPh4bIPBx/UX-Designs?node-id=1-1026&t=PEzmlHwD7taPFZ1M-1&scaling=min-zoom&content-scaling=fixed&page-id=1%3A423&starting-point-node-id=1%3A1026&show-proto-sidebar=1>

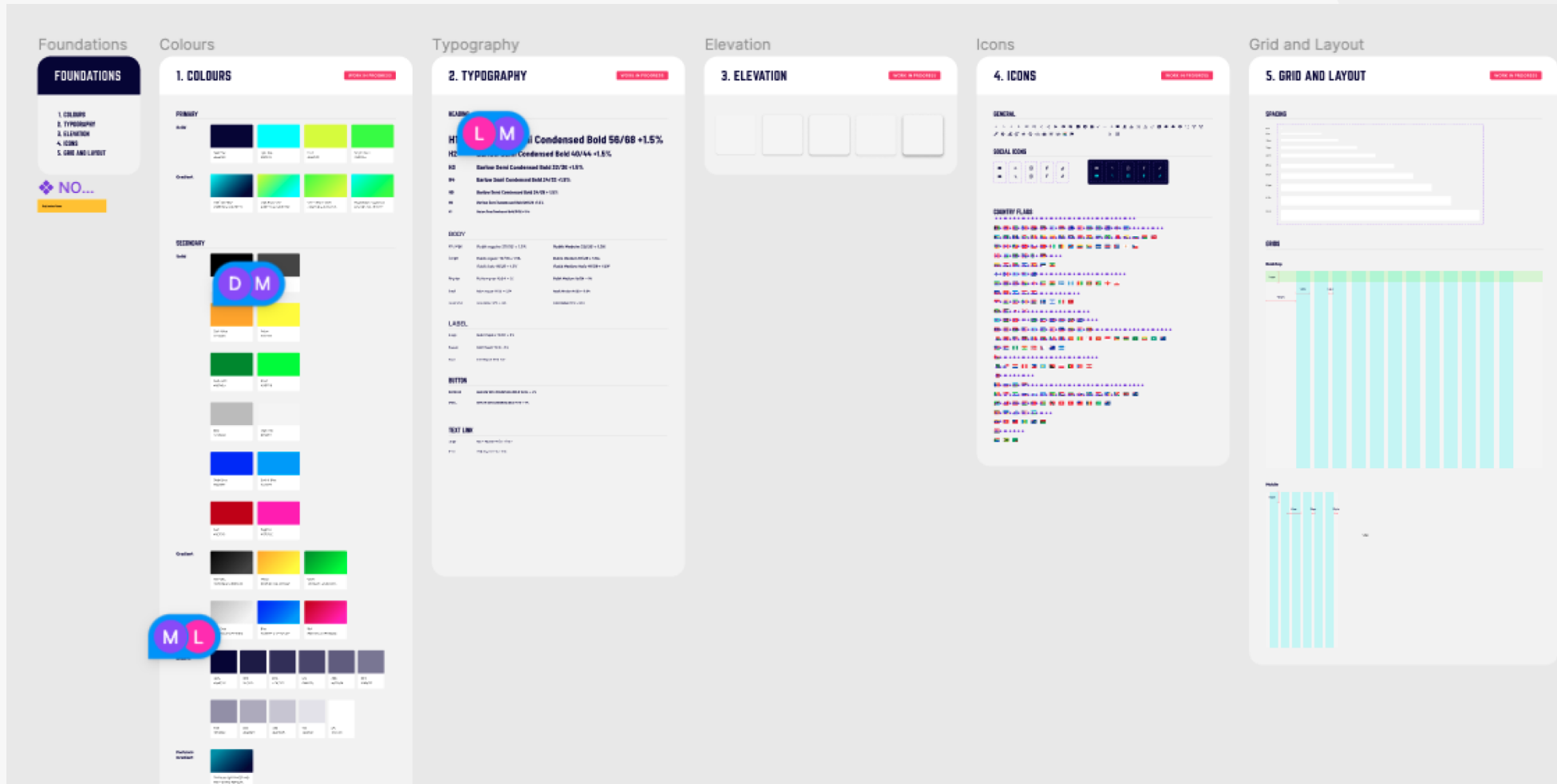
UX prototype link (Mobile): <https://www.figma.com/proto/CJcolI2NfbEHybPh4bIPBx/UX-Designs?node-id=31-35199&t=6YZ5xByxJLRWoFaW-1&scaling=scale-down&content-scaling=fixed&page-id=1%3A77431&starting-point-node-id=31%3A35199>



How did we implement our findings in the designs?

	Simplicity	Personalization	Engagement	Help & documentation	Credibility	Commercial delivery
Homepage	<ul style="list-style-type: none"> New site is clean and uncluttered Nav bar with clear hierarchy for easy navigation Quick links to important pages on the homepage Search feature 	<ul style="list-style-type: none"> Choose your favorite team for personalized content Login/Register feature Newsletter subscription Sync fixtures to calendar Cookies 	<ul style="list-style-type: none"> Social media links in secondary nav bar Upcoming matches featured above the banner Alternative media eg videos Social shares on videos & articles Polls and count down timers Fan toolkit (previous season in a flash) 	<ul style="list-style-type: none"> Dedicated contact page Contact forms FAQs Policies and guidelines Regulatory documents 	<ul style="list-style-type: none"> Sponsorships Player images Our teams 	<ul style="list-style-type: none"> Ticket sales Google ads
Match Centre	<ul style="list-style-type: none"> Breadcrumb navigation Quick links to subpages (tabs) Advanced match filters Clear match details Clear and visible Call to Actions Result tables 		<ul style="list-style-type: none"> Ticket sales Fixtures count down timers Squad Commentary Scorecard Match highlights Videos Gallery 			<ul style="list-style-type: none"> Ticket sales
Stats	<ul style="list-style-type: none"> Breadcrumb navigation Quick links to subpages (tabs) Filters Tables Detailed player stats Use of grids 		<ul style="list-style-type: none"> Top performing players Engaging CTAs 		<ul style="list-style-type: none"> Player images Team logos 	
Teams	<ul style="list-style-type: none"> Breadcrumb navigation Teams landing page Teams detail page Quick links to subpages (tabs) Player categories 		<ul style="list-style-type: none"> Player profiles Team social links Player social links Trophies won/Awards Team news, videos and gallery Upcoming team matches Past matches 		<ul style="list-style-type: none"> Player images Team logos 	<ul style="list-style-type: none"> Ticket sales
About	<ul style="list-style-type: none"> Breadcrumb navigation Quick links to subpages (tabs) Who we are 		<ul style="list-style-type: none"> SA20 vibe Gallery Videos 		<ul style="list-style-type: none"> Team logos Franchises 	<ul style="list-style-type: none"> Ticket sales
News	<ul style="list-style-type: none"> Breadcrumb navigation Grids Minimalistic Whitespace 		<ul style="list-style-type: none"> Social shares Read time Categories Featured articles Progressive loading Hover animations Related content 			

UI Design System/Foundations



UI Prototype

UX prototype link (Web): <https://www.figma.com/proto/PJFcmUS17PpNxCEHJbRvSh/UI?node-id=1-9616&t=04AwT9WA6udtr4p6-1&scaling=min-zoom&content-scaling=fixed&page-id=1%3A332&starting-point-node-id=1%3A9616>

UX prototype link (Mobile): <https://www.figma.com/proto/PJFcmUS17PpNxCEHJbRvSh/UI?node-id=1-105267&t=zW2xBPgUwfZCocOq-1&scaling=min-zoom&content-scaling=fixed&page-id=1%3A97212&starting-point-node-id=1%3A105267>



Results

From



To



Link to live site: <https://www.sa20.co.za/>