

EZ Football Online Store Design

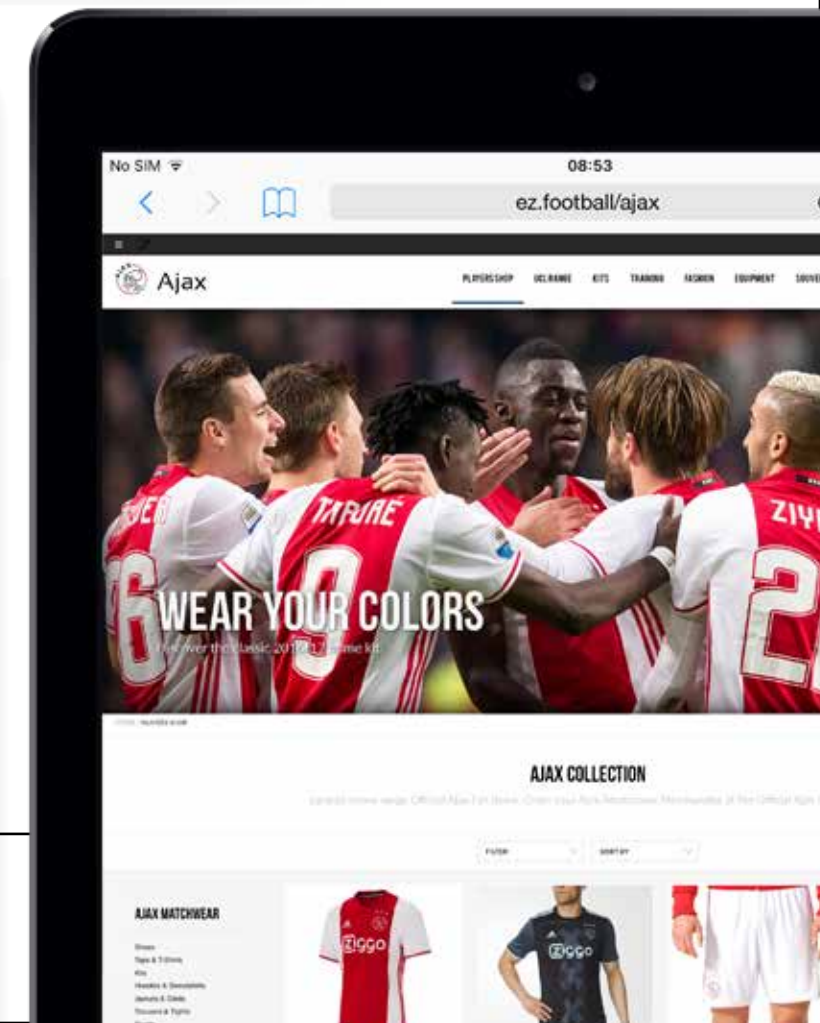
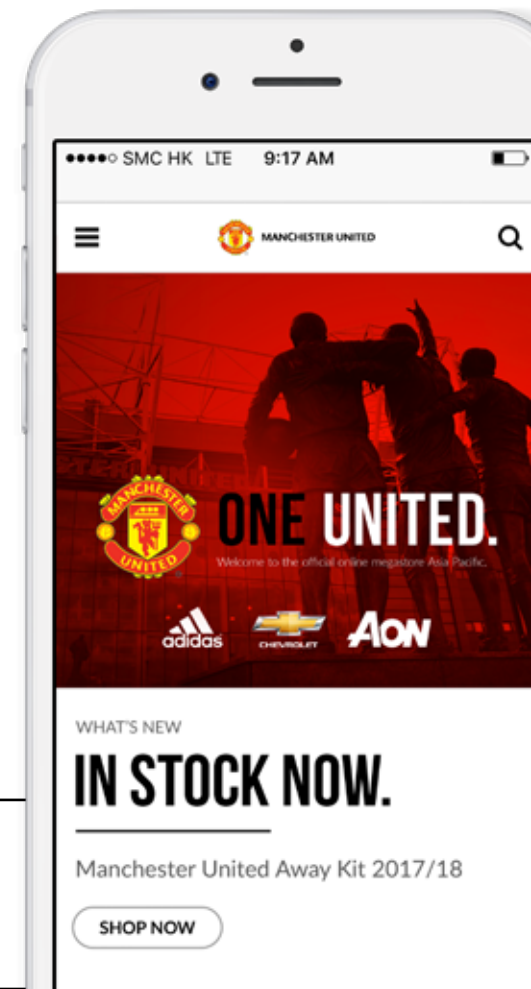
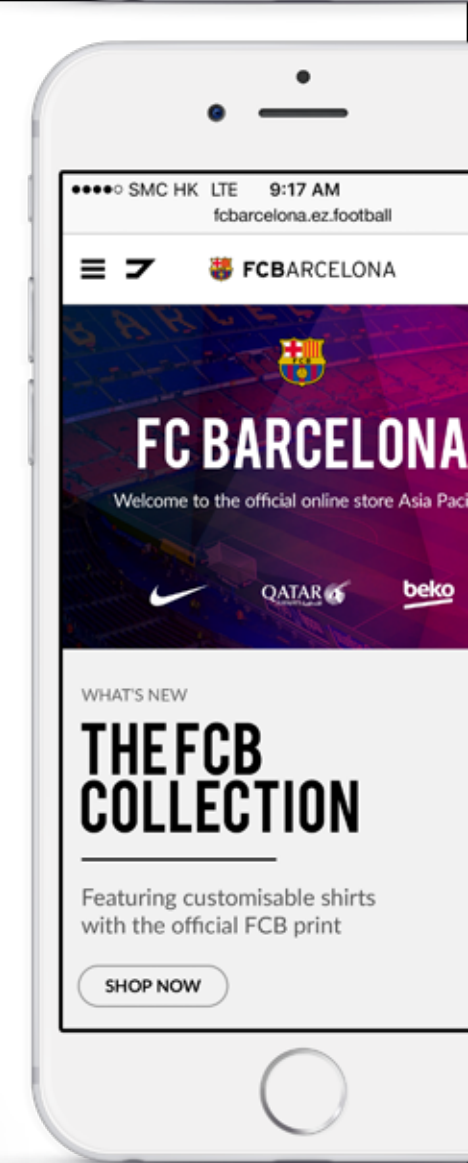
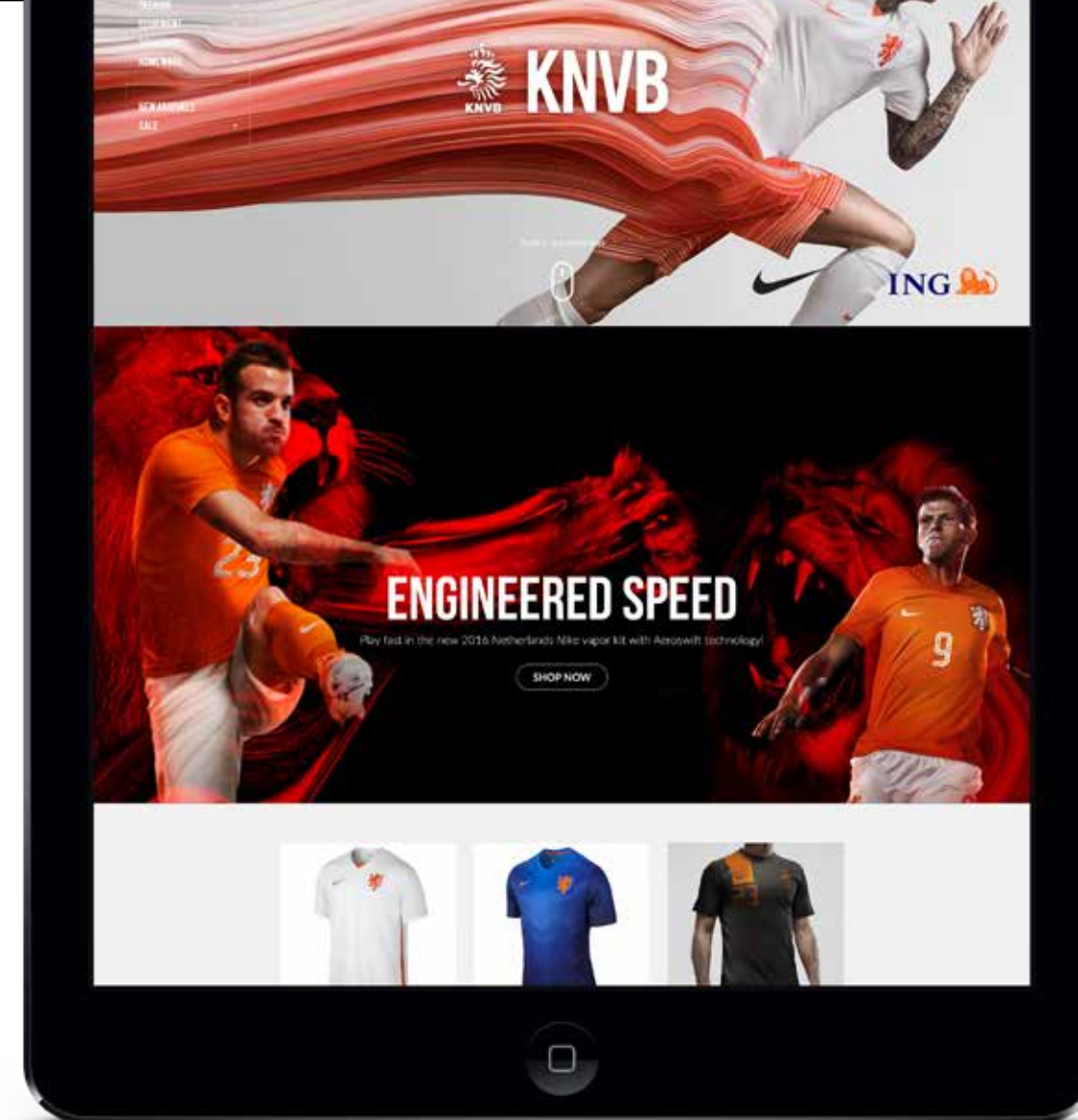
EZFOOTBALL is a business-to-consumer (B2C) e-commerce platform. It is a unique business model that brings different football clubs and fans from all over the world in one place.

Unlike other online stores, we are in partnership with world's major football clubs and leagues that can give football fans access to the widest, cross-branded and most complete range of official football merchandise.

The challenge

I led a team of 2 designers with support from internal developers in order to:

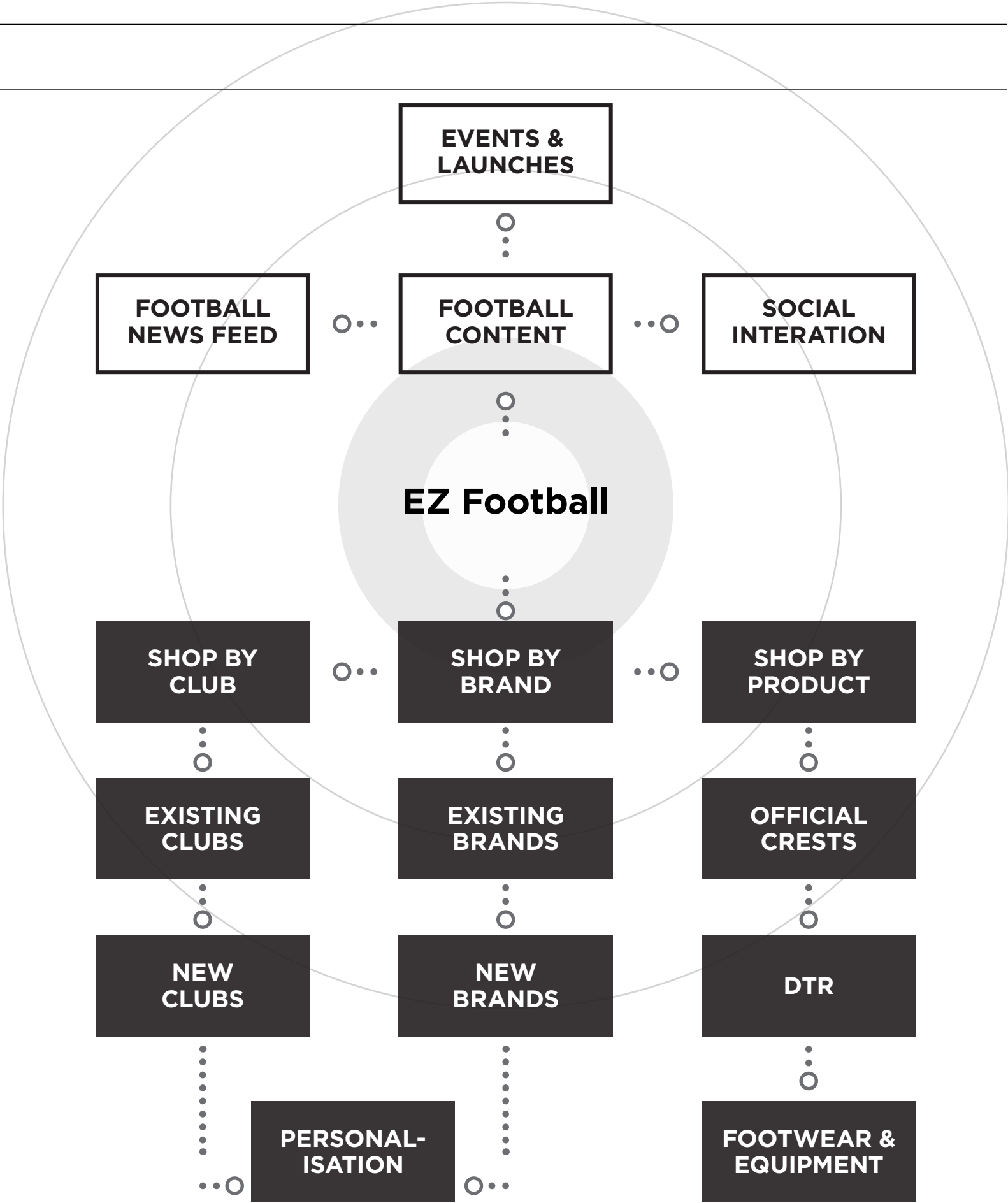
- Create an engaging online experience for football fans
- Differentiate brand identity and communication for EZFOOTBALL among other clubs, brands and leagues
- Take into account of club loyalty which reveals the true culture of clubs and their fans's expectations and needs.



The business model

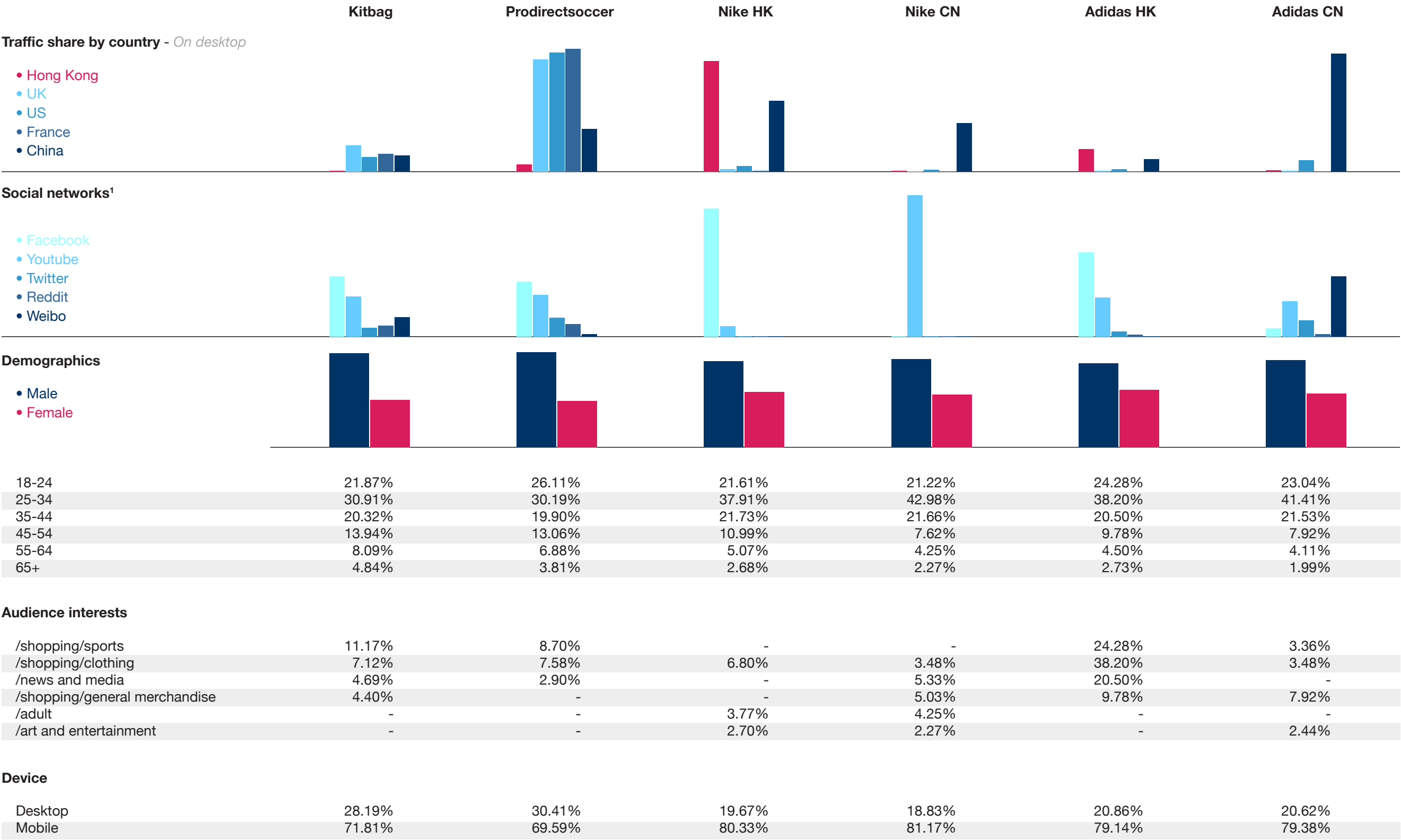
EZ Football is a unique business model that connects different football clubs and fans from all over the world in one place.

As we are already in partnership with different football clubs and leagues, we can engage fans by providing them the latest club news, player interview, exclusive club kits and equipments etc.



Competitive Analysis

Learning from the competitors is an important part of creating user friendly product ;-)



¹Find which social networks are sending traffic to this site. March 2018 analysis

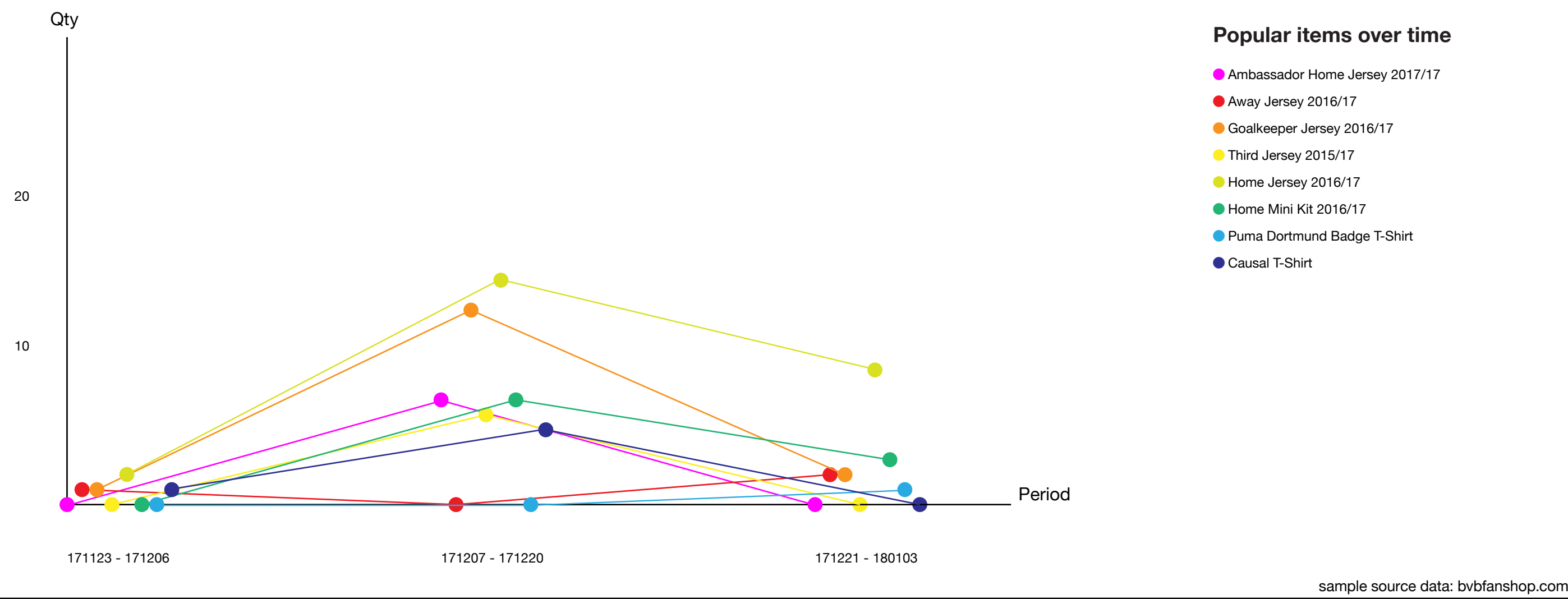
Understanding user behavior

We collect user requirements, expectations and pain points via

- Analytics on existing club sites
- Persona
- Workshop with football fans
- Online surveys

The football culture

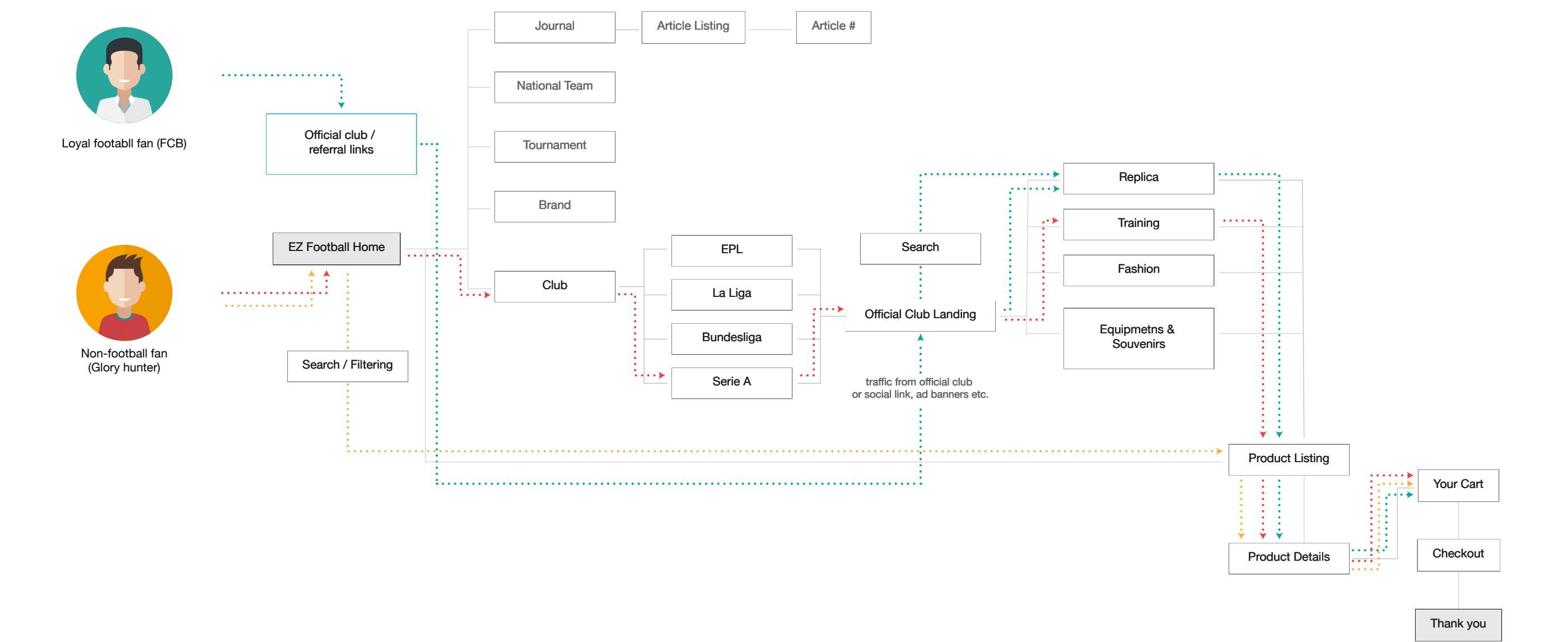
To further understand the true football culture, we also hired Photolink, a London-based creative agency specialised in football strategy and marketing solution, for advice during development.



User Flow

One of our challenge is to take into account of club loyalty and prevent conflict between each club/brand.

This map helps identify how users feel in different scenarios that discover their products according to their needs and painpoints in our early researches.



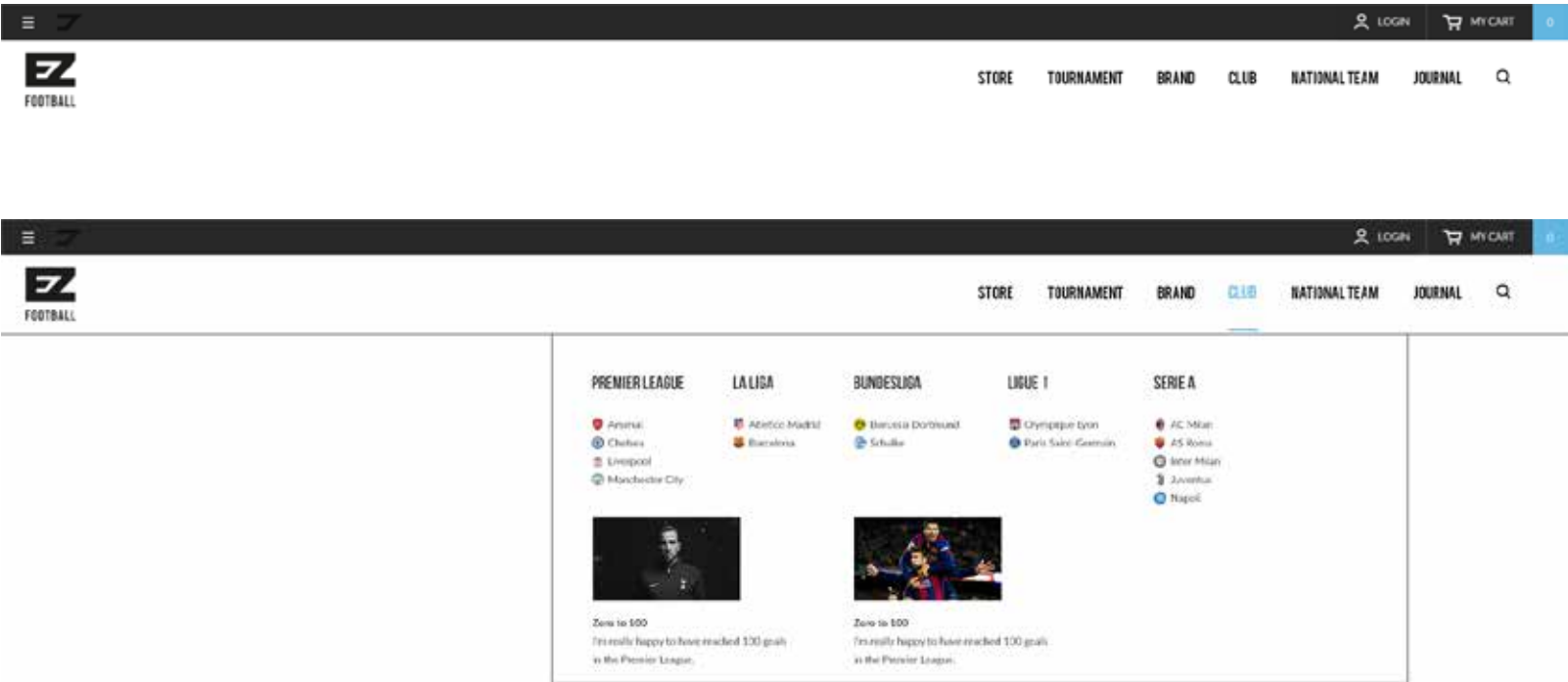
EZ FOOTBALL | The process

IA

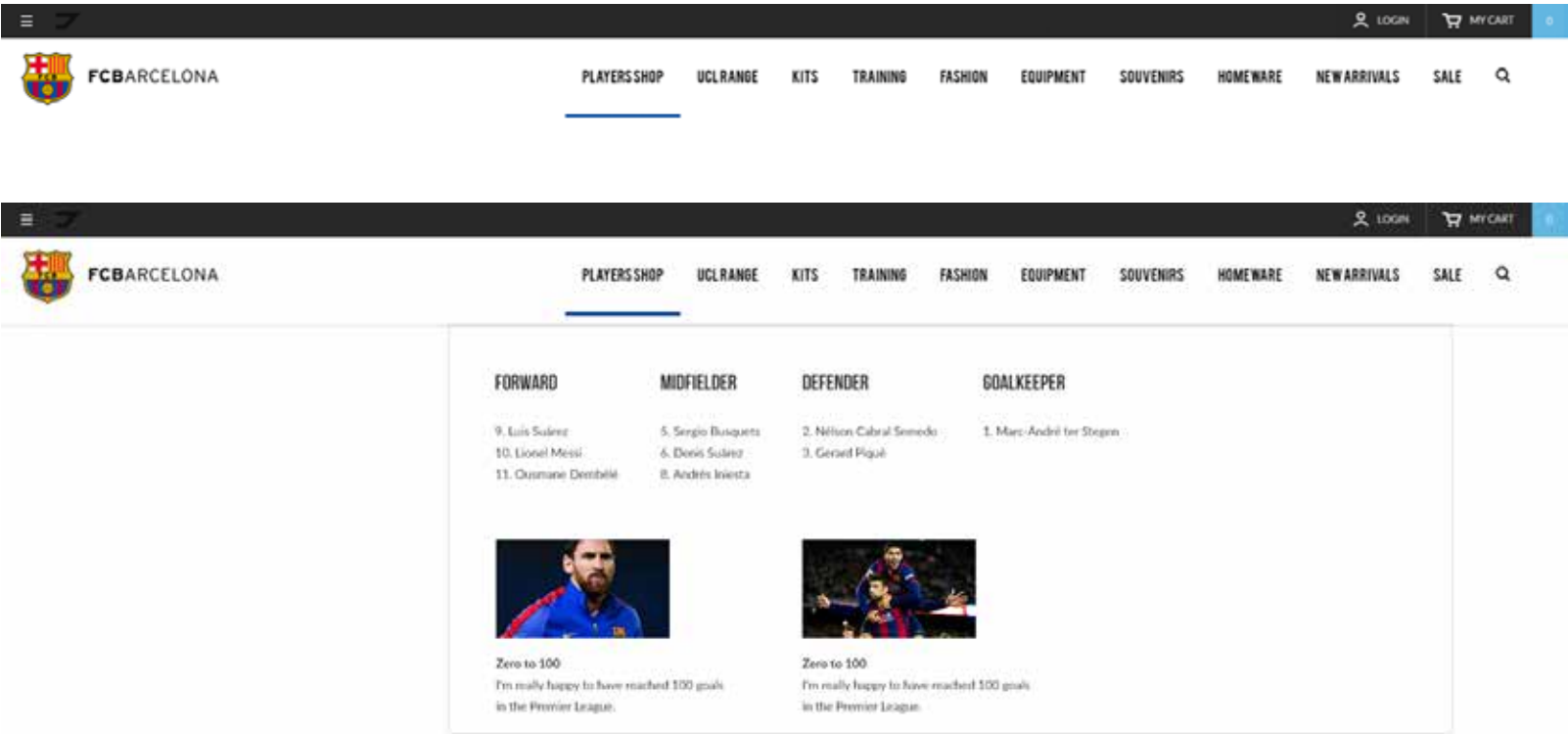
Determine site structure with card sorts technique.

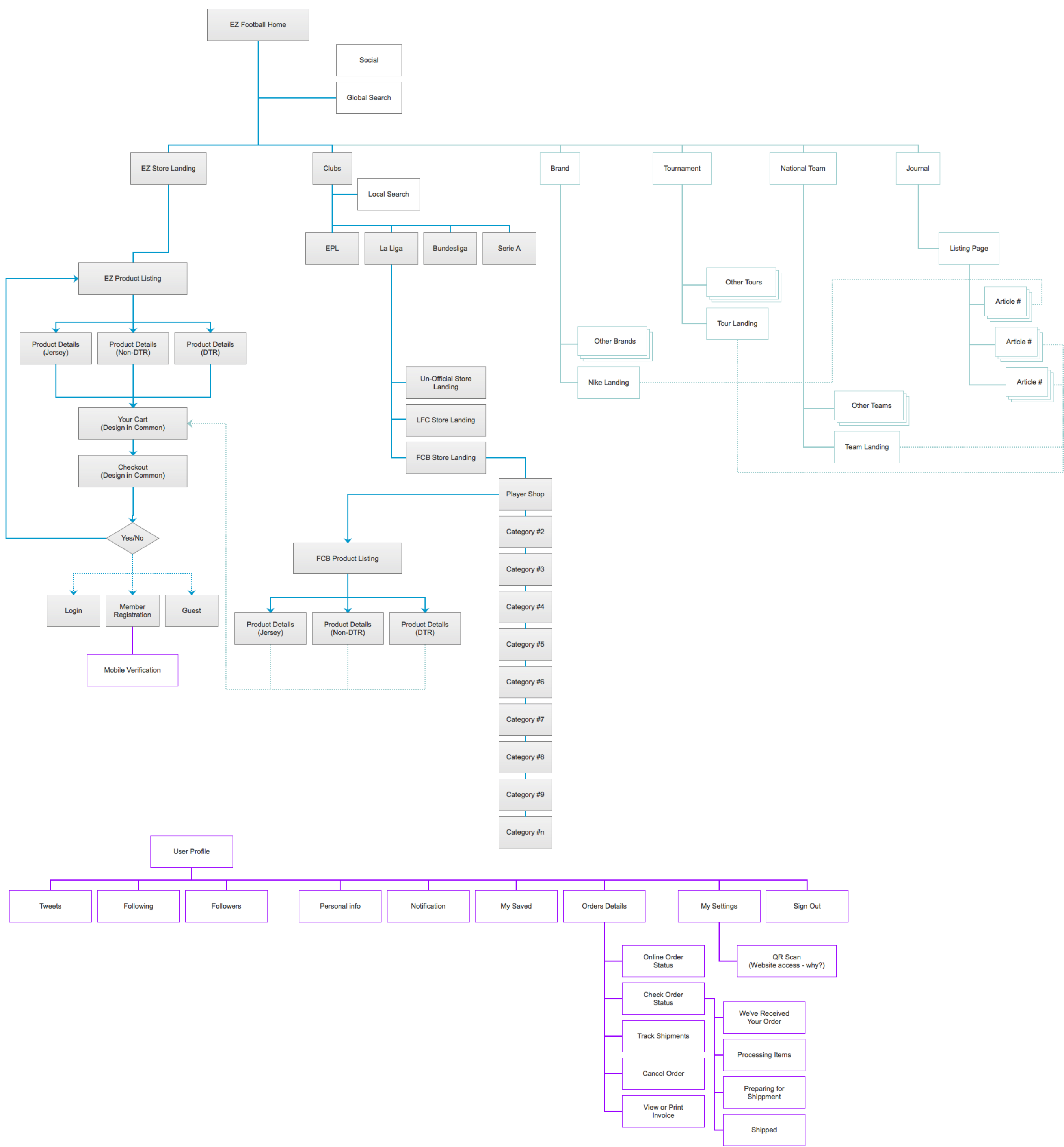
This technique allowed us to clearly see the relationships between different types of EZFootball’s web content from the perspective of our sample group of customers.

Navigation for EZ Football

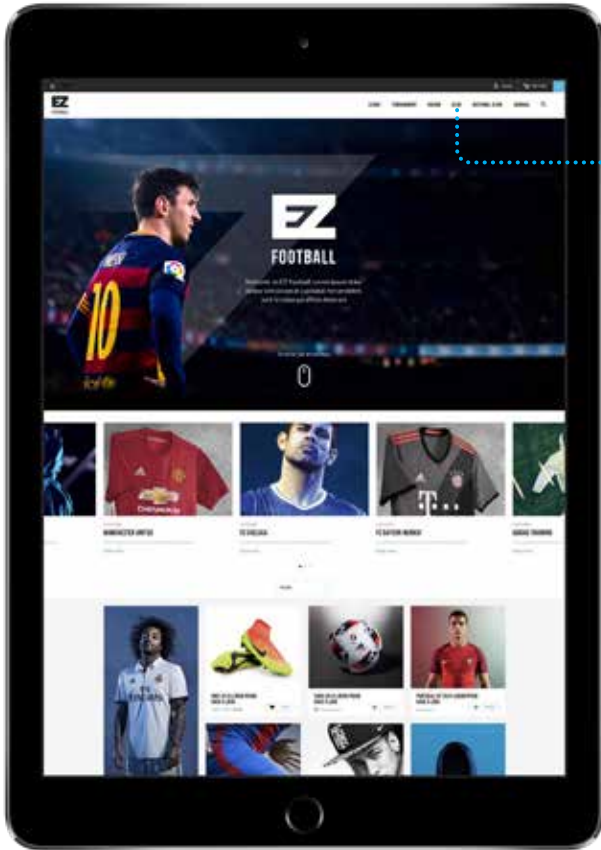


Navigation for Club

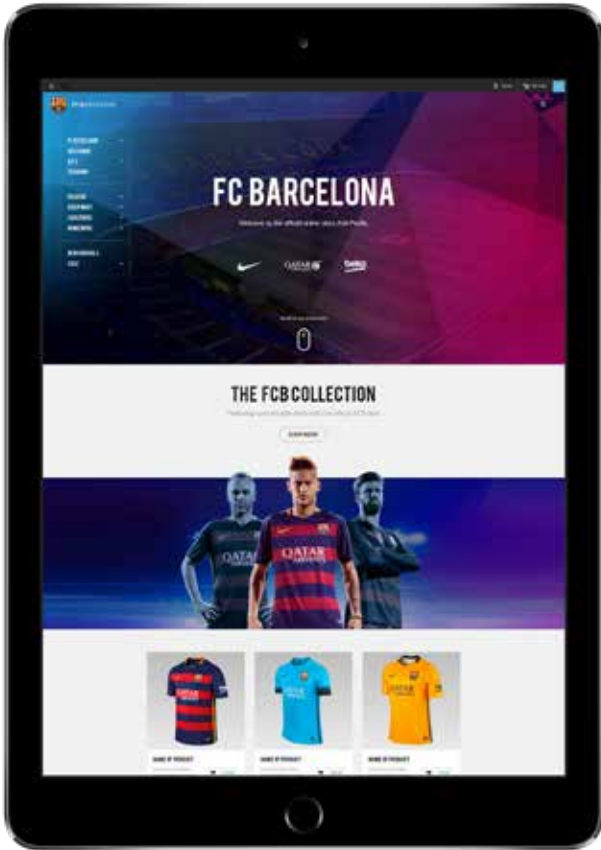




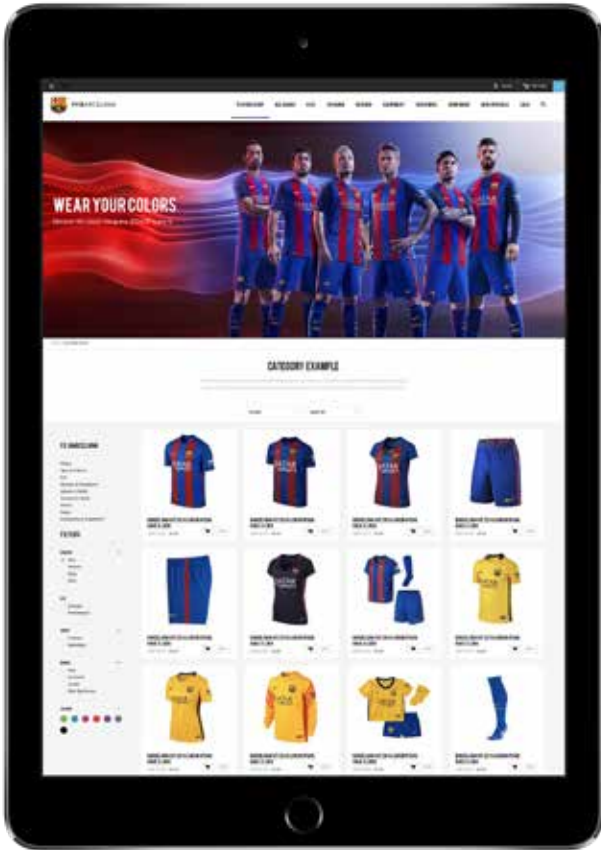
Homepage (EZFOOTBALL)



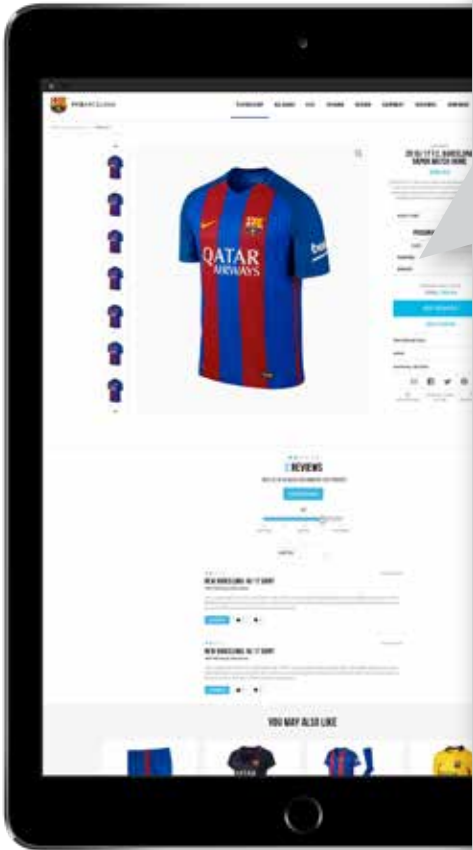
Official Club page



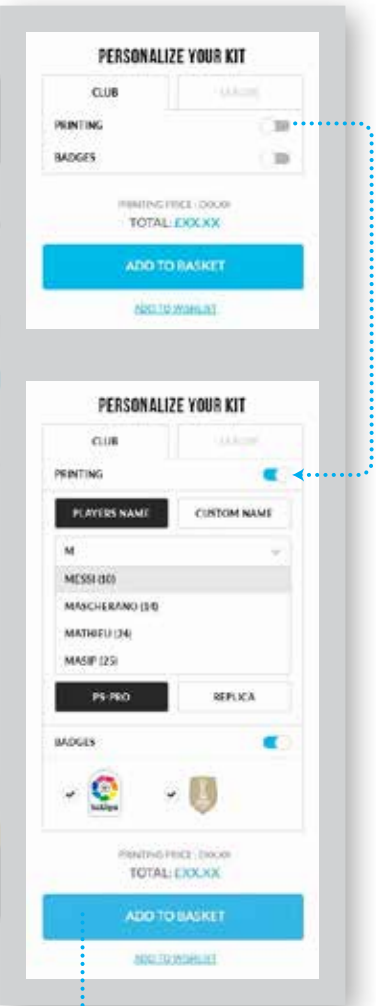
Product listing



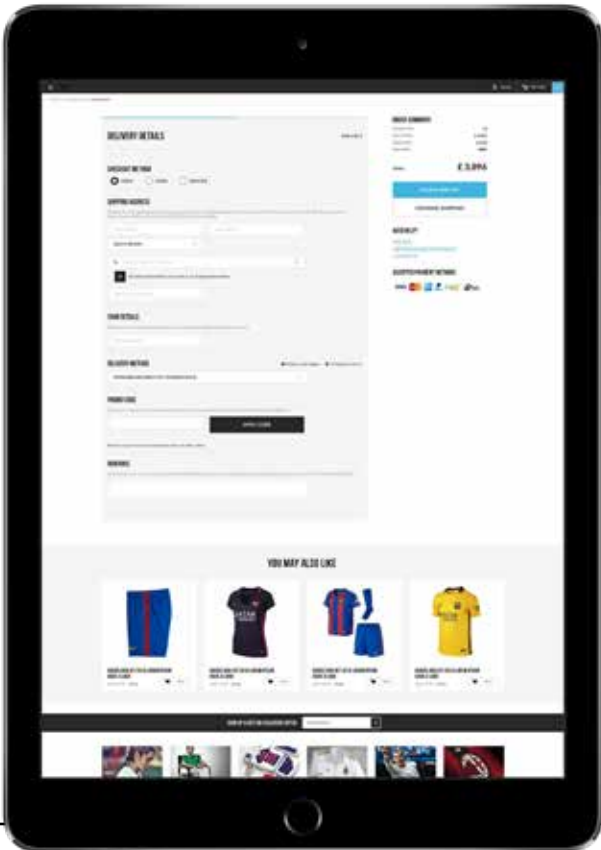
Product details



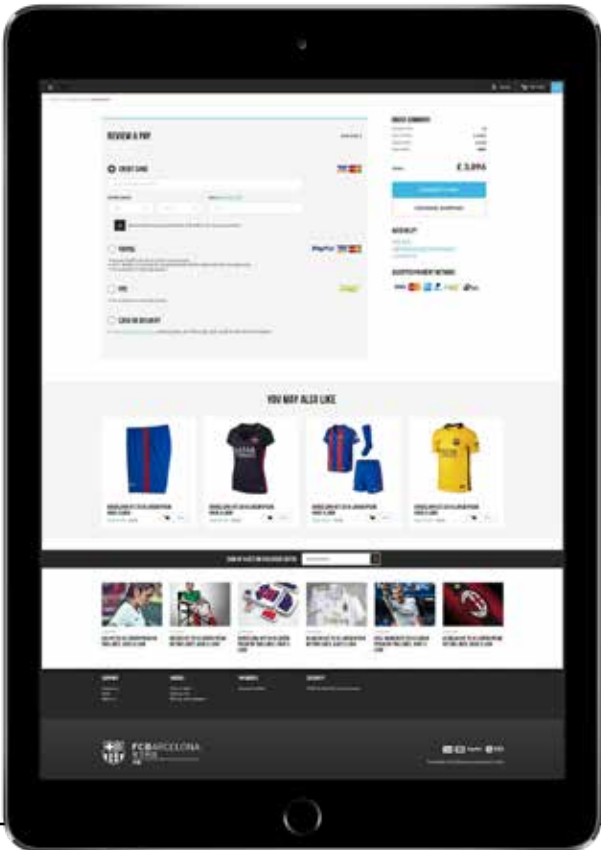
Personalisation



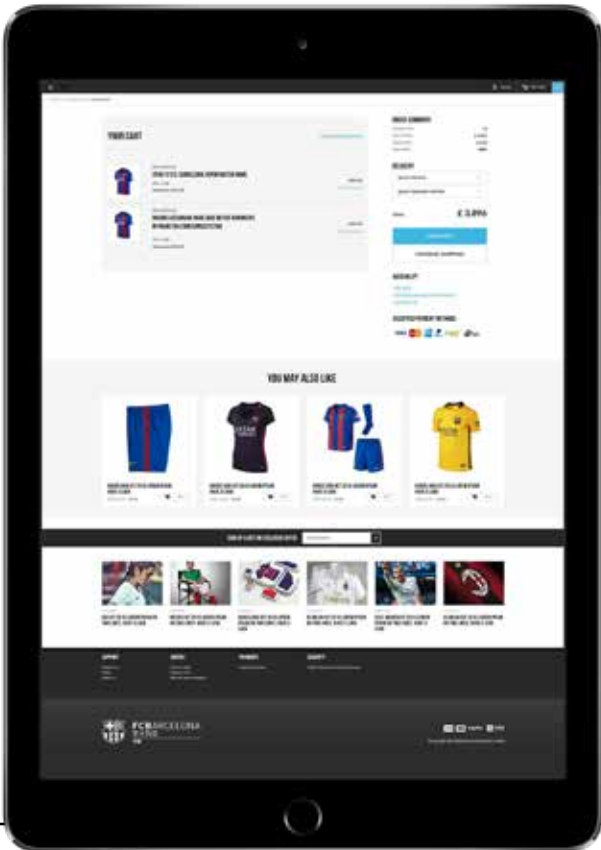
Payment details



Payment details



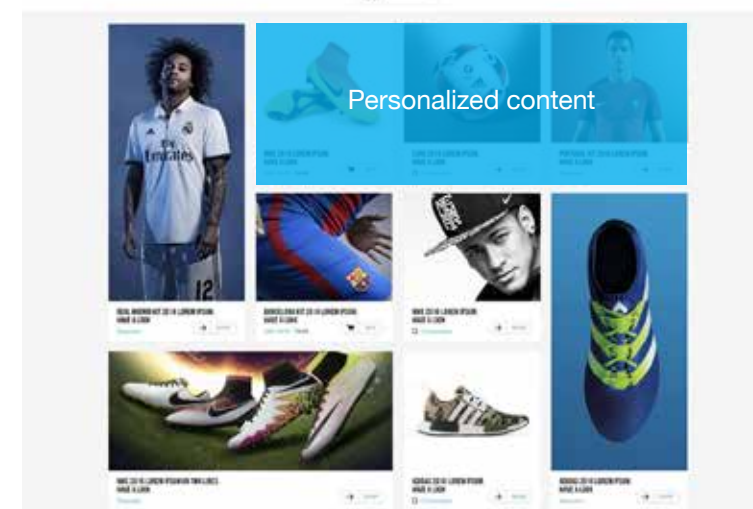
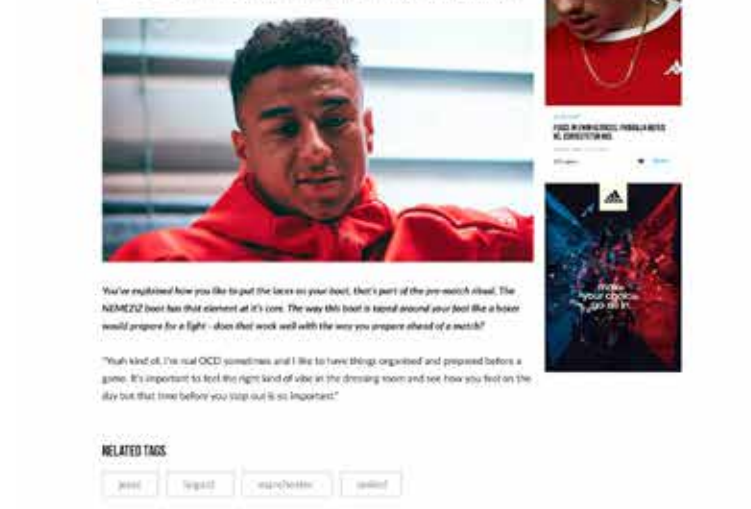
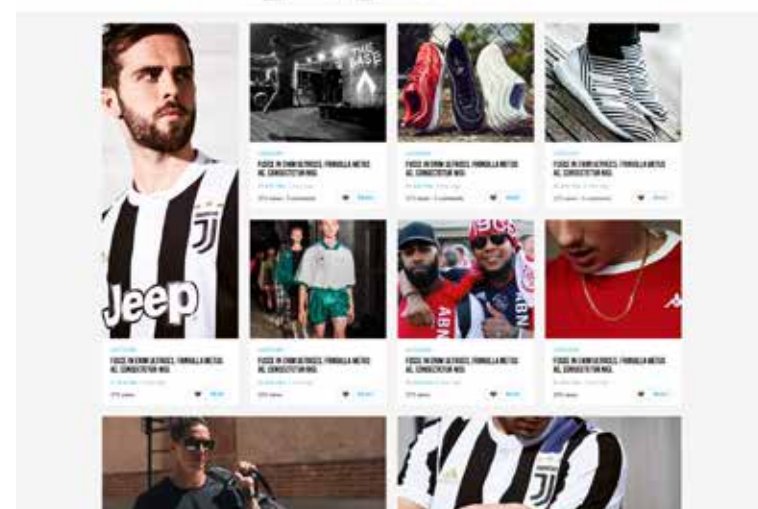
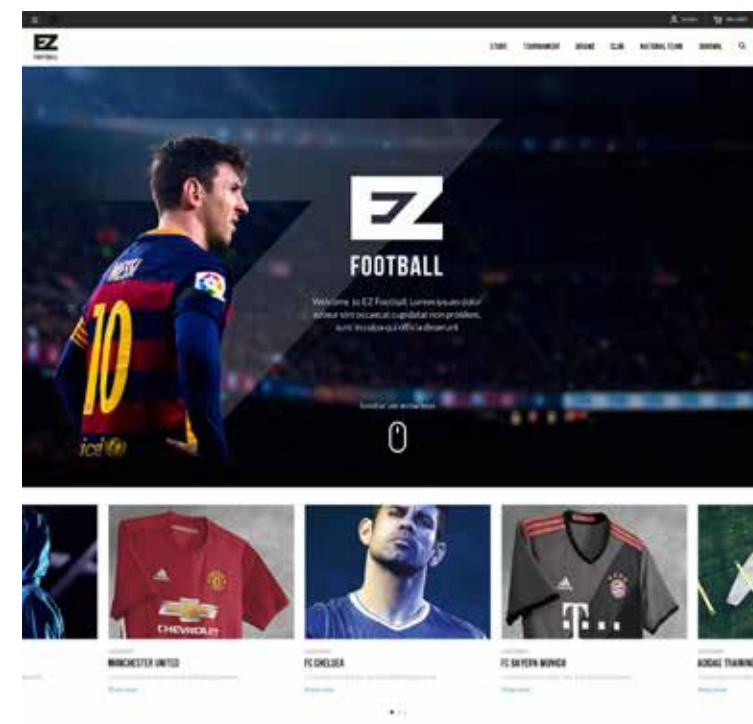
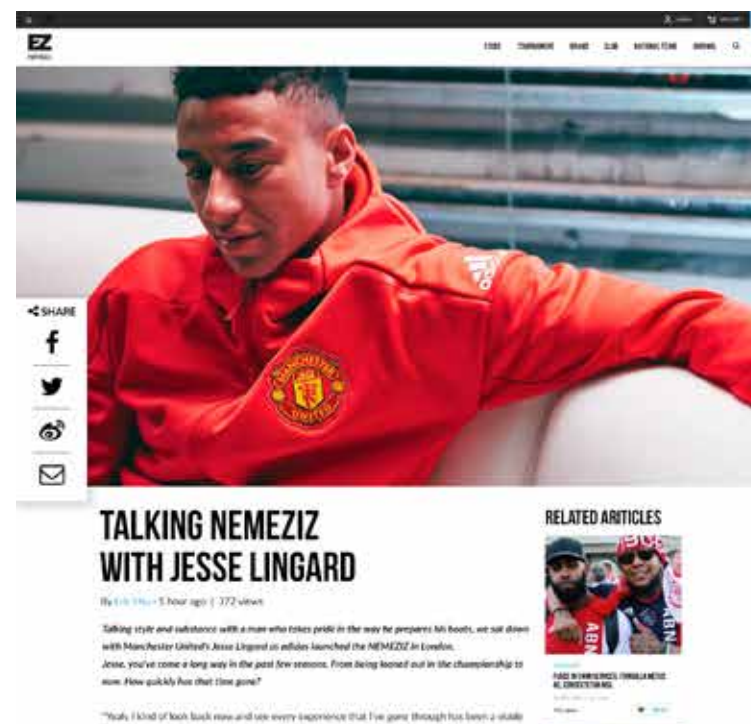
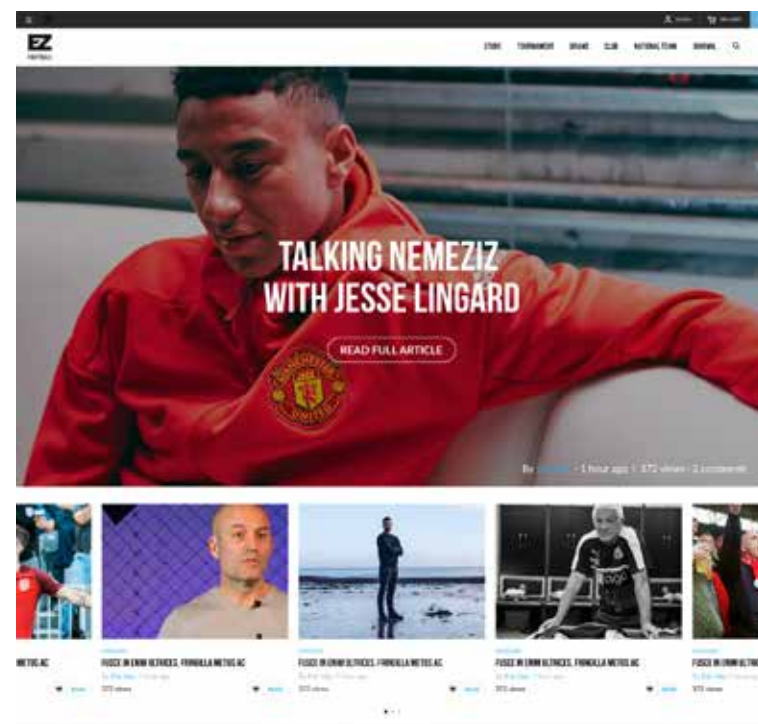
Your cart (Check out)



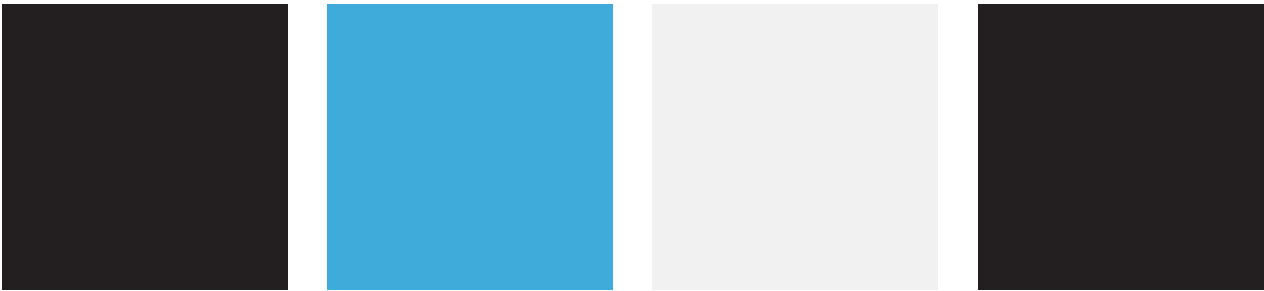
EZ FOOTBALL | Features

Creating an engaging online experience for football fans

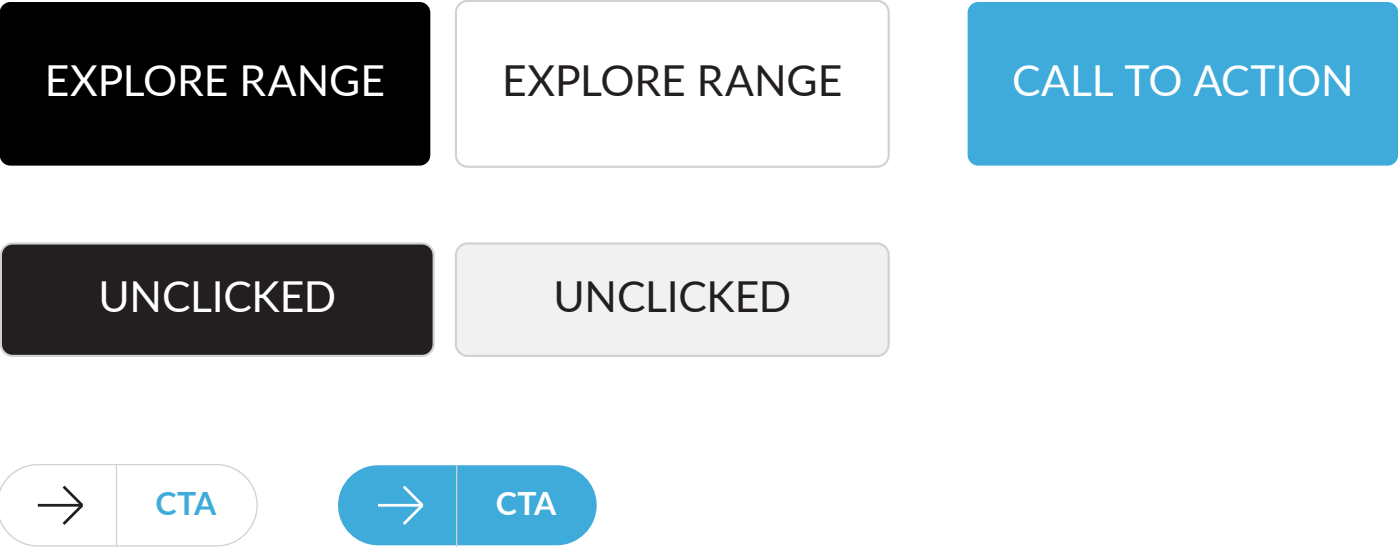
- engage fans by providing the latest club news, player interview, exclusive kits and equipments etc., as well as reaching the target audience through advertorial to boost sales.
- personalized content suggestions based on past purchases and browsing behaviors.
- EZ Circle, a social channel which connects fans with their favorite players.



COLOR



BUTTONS



TYPOGRAPHY - HEADERS

HEADING 1

HEADING 2

HEADING 3

HEADING 4

TYPOGRAPHY - BODY TEXT

Lead Paragraph - used in hero banner

Standard Paragraph - used in promo panels

Standard Paragraph 2 - used in promo panels

Product / Blog Descriptions

