

# Buffalo Wild Wings

**Mobile Native Application - Homepage Redesign**

UX / High-Fidelity Conceptual Wireframes

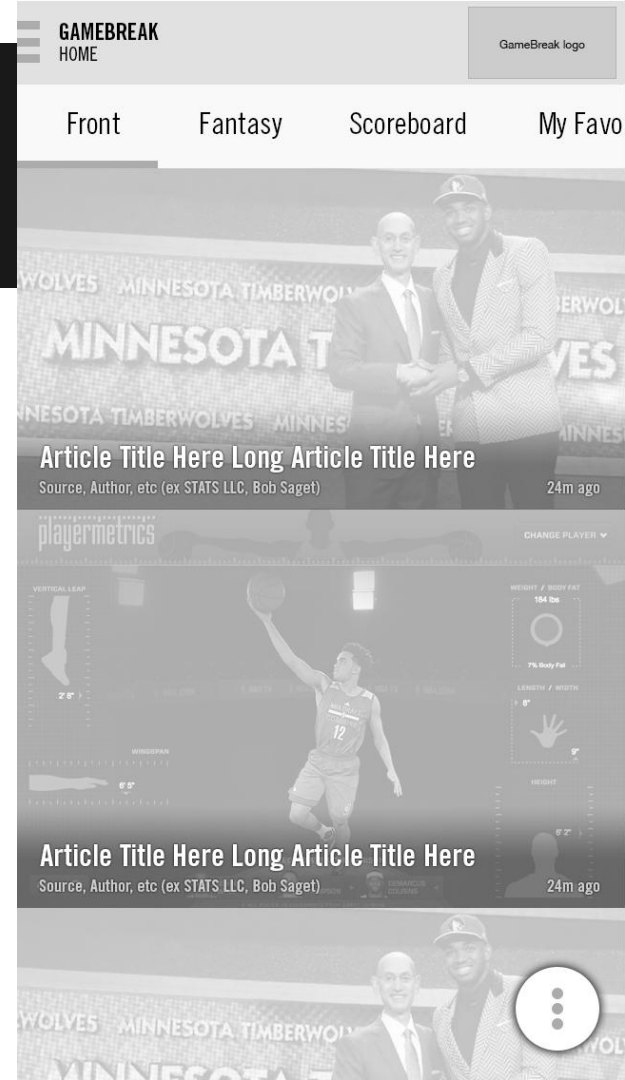
# Mobile Homepage Redesign

## “Front” Tab Active

Allows both a logged in and non-registered user access to this content. As this is set up with generated content, there is no reliance on the user to be logged in to have content created.

This gives immediate value to the application without a user having to have had added their own content.

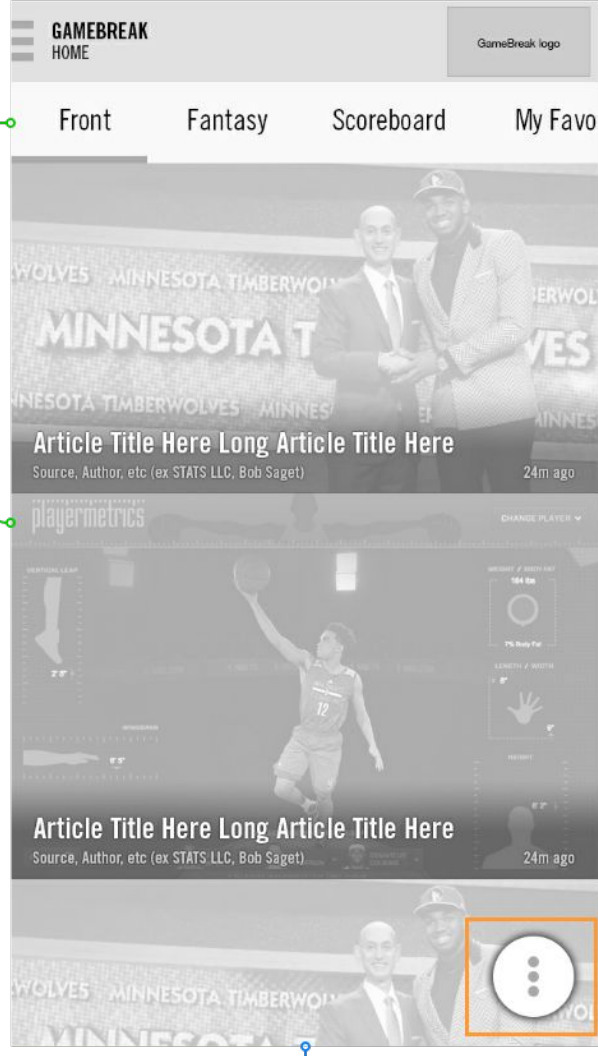
Annotations with details on following slide



Horizontally Scrolling tab menu on the home screen. Allows for quick access to News, My Fantasy Games, Scoreboard, and My Favorites sections.

Articles take up the width of the device with article title, article author, and the time the article was posted displayed as an overlay of the main article image.

The news articles and content on this page populates at a set number of items until the user begins swiping down the content. Once the user has reached near the end of the list of items, there will be new items loaded into view for the user. This is also known as "Lazy Loading"



The tab structure here gives the user quicker access into the main parts of the application.

The default here can be updated to be "My Fantasy Teams" or whatever it needs to be.

For both a user that is logged in or logged out, it makes sense to have the initial view be the "Front" screen because it automatically generates news content by default - giving the user immediate value within the application.

If a user has not created fantasy teams or added favorite teams to "My Favorites", they would have empty screens on initial load - devaluing the application for the user before they get a chance to create their own content.

This button is the quick action button that can be customized to cater to the content on the page.

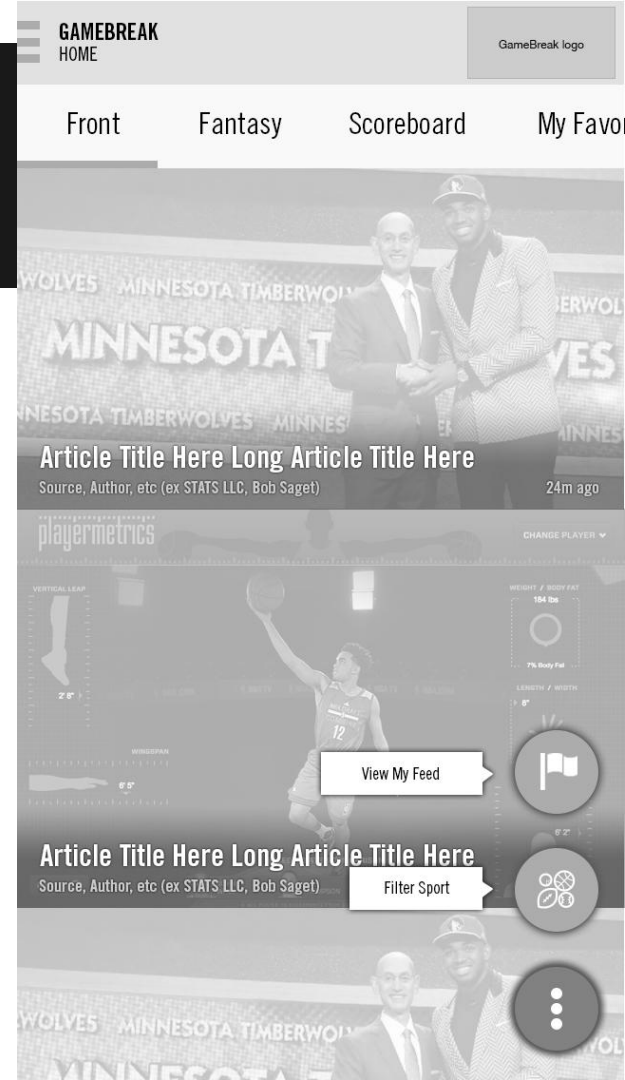
This button is becoming more common among mobile applications as it is located nearest to the thumb for accessibility and quick access. Most handheld users are right-handed, so this improves the easiness of completing a task due to its proximity to the thumb.

For the home "Front" screen, these options include the ability to configure the teams/leagues you wish to display and also if you would like to switch over to your own personal feed (a news/info stream curated for teams, leagues, and players that are added to "My Favorites")

# Mobile Homepage Redesign

“Front” Tab Active  
Quick Action Button Active

Annotations with details on following slide

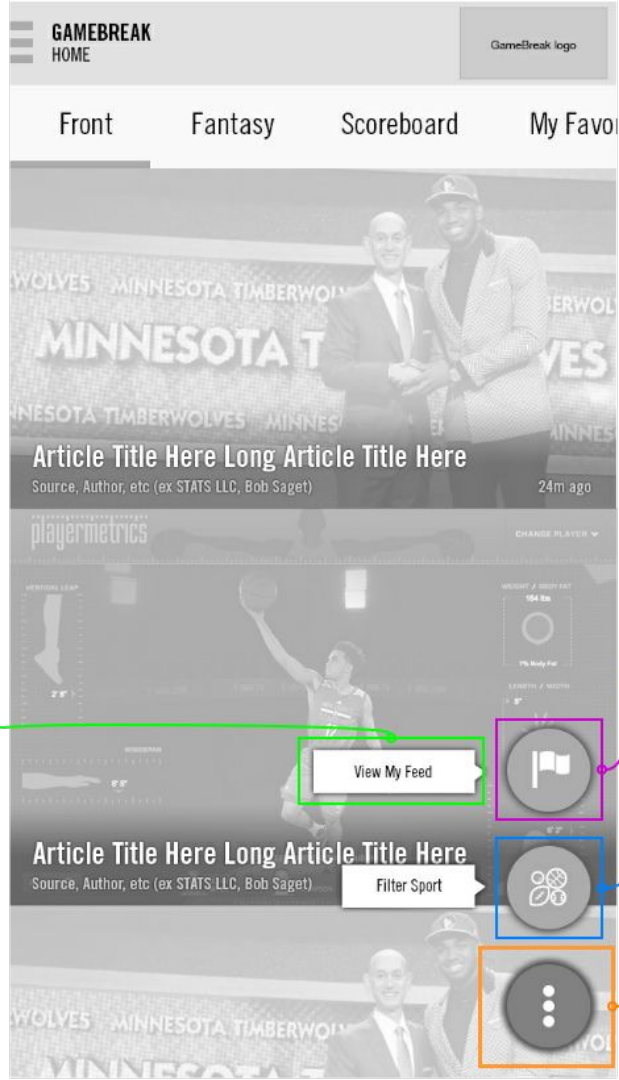


## Homescreen

This is the homescreen with the quick action button active. The options seen here allow the user to either toggle to their own personal stream (curated by their favorite teams, leagues, and players), or filter the sports that are displayed for the default news front.

Instead of referring to the quick action button, I am going to call it the "Go Button" in the following annotations.

**Textual Support:**  
Since the icons may not always be evident of what the actionable button does, adding textual support and relevancy helps the user better understand what action the button will perform



### **VIEW MY FEED:**

The user has the ability to switch over to their own personal "feed" that is curated from their own selections in "My Favorites". Allowing the user to get both the breaking/notable news (default view), but also giving them the ability to access the content they are most interested in (my feed) is important.

### **FILTER SPORT:**

The user has the ability to filter which sports/leagues are displayed in the front news feed. This will bring up an overlay that fills the entire size of the device, displaying checkboxes for the available sports/leagues. Users would be able to choose as many or as little as they would like to.

For the home "Front" screen, these options include the ability to configure the teams/leagues you wish to display and also if you would like to switch over to your own personal feed (a news/info stream curated for teams, leagues, and players that are added to "My Favorites")

# Mobile Homepage Redesign

## “Fantasy” Tab Active

Allows easy access into a user’s active fantasy games. Users not logged in will be presented with the list of fantasy games that are available on the application, linking to the general overview of that game. From there the user can gain a little more knowledge on the game and then register in order to play.

Annotations with details on following slide



## My Fantasy

This is the "Fantasy" tab on the homescreen. Here, the user is presented with the GameBreak Live option if they are in a BWW location. Otherwise, the "My Fantasy Teams" section will be displayed at the top.

Following the "My Fantasy Teams" is a list of available fantasy games the user can sign up for. It would be preferable if these fantasy game options were not image based, instead completed designed with code. This makes the display more efficient and faster, as well gives better flexibility for changes.

### Additional Fantasy Game Details:

Instead of only displaying the fantasy team name, there is additional details relevant to the game. Now the fantasy game is presented, along with the global rank. For games that are on a week-to-week basis, there is also a past and current week score total presented.

GAMEBREAK  
HOME

GameBreak logo

Front Fantasy Scoreboard My Favo

**GameBreak Live**

icon Play along with the game for a chance to earn points and win big!

**My Fantasy Teams**

icon	<b>TeamName000000025</b> Pro Football Pick Em Challenge   Rank: 888888 This Week: 888.8   Last Week: 888.8
icon	<b>TeamName000000025</b> Pro Football Pick Em Challenge   Rank: 888888 This Week: 888.8   Last Week: 888.8
icon	<b>TeamName000000025</b> Pro Football Pick Em Challenge   Rank: 888888 This Week: 888.8   Last Week: 888.8

**Fantasy Games**

icon	<b>Title of Fantasy Game</b> Lorem ipsum christian ponder quarterback guru Lorem ipsum josh freeman accurate pass Play Now!
icon	<b>Title of Fantasy Game</b> Lorem ipsum christian ponder quarterback guru Lorem ipsum josh freeman accurate pass Play Now!

### GameBreak Live

Although GB Live is accessible from the Scoreboard, it would also be advantageous to include it on the "Fantasy" tab. If a user is in a BWW location, this entry point would be displayed (most likely designed to stand out in comparison to other fantasy games listed).

This entry point can either jump to the GB Live "Game Info" page, or right into one of the most relevant GB Live matchups

### My Fantasy Teams:

This section includes all of the fantasy games that the user is signed up for and is active. If the user has not yet signed up for any fantasy games, the "Fantasy Games" section will be displayed in its place.

Each item here is designed to be touch-friendly and act as a quick entry point into the fantasy game the user is looking to get access to.

### Fantasy Games:

This section contains all of the informational content for each fantasy game that is actively going on. Included in each of these items is the title of the game and a brief description of the game.

It is recommended to have this content generated with code to allow for better flexibility and efficiency when needing to make updates. (so not image-based)

When a user is not in a BWW location and they have not created any fantasy teams, this section will be displayed at the top of the screen. This section is always visible no matter the user status (logged in/out, in BWW location, fantasy teams created)

# Mobile Homepage Redesign

## “Scoreboard” Tab Active

Beginning with teams relative to the user’s favorite teams, this is a list of all of the matchups for the given day.

Below the curated list, all other relevant matchups are presented.

Each matchup has a link to get to the specified matchup or the corresponding GameBreak Live game.

Annotations with details on following slide

GAMEBREAK HOME					GameBreak logo
nt	Fantasy	Scoreboard	My Favorites		
<b>My Teams</b>					
logo	TeamNickname	888	4Q 88:88	GB Live	
logo	TeamNickname	888			
logo	TeamNickname	888	4Q 88:88	GB Live	
logo	TeamNickname	888			
Additional Game Information (Series record, location of game, etc.)					
<b>[Sport in Season] Games</b>					
logo	TeamNickname	888	4Q 88:88	GB Live	
logo	TeamNickname	888			
logo	TeamNickname	888	4Q 88:88	GB Live	
logo	TeamNickname	888			
logo	TeamNickname	888	4Q 88:88	GB Live	
logo	TeamNickname	888			
logo	TeamNickname	888	4Q 88:88	GB Live	
logo	TeamNickname	888			
logo	TeamNickname	888	4Q 88:88	GB Live	
logo	TeamNickname	888			



## Scoreboard

This is the scoreboard tab on the homescreen. This screen includes both a list of teams the user has designated as "favorites" as well as other relevant matchups. Below the "My Teams" section is a list of other games either active or upcoming.

Each game has an entry point that goes into the matchup more in-depth, or into the matchup's GB Live game.

**Touch Friendly:**  
This entire row is optimized to cater to touch area standards. Since there is no intention of tapping to access a specific team, the design has been done to tap and access the matchup. The more condensed design allows for more games to be displayed in the vertical viewport space.

GAMEBREAK HOME GameBreak logo


Fantasy Scoreboard My Favorites

### My Teams

logo	TeamNickname	888	4Q 88:88	GB Live
logo	TeamNickname	888		
logo	TeamNickname	888	4Q 88:88	GB Live
logo	TeamNickname	888		
Additional Game Information (Series record, location of game, etc.)				

### [Sport in Season] Games

logo	TeamNickname	888	4Q 88:88	GB Live
logo	TeamNickname	888		
logo	TeamNickname	888	4Q 88:88	GB Live
logo	TeamNickname	888		
logo	TeamNickname	888	4Q 88:88	GB Live
logo	TeamNickname	888		
logo	TeamNickname	888	4Q 88:88	GB Live
logo	TeamNickname	888		
logo	TeamNickname	888	4Q 88:88	GB Live
logo	TeamNickname	888		
logo	TeamNickname	888	4Q 88:88	GB Live
logo	TeamNickname	888		



**My Teams:**  
This section will include a list of the user's favorite teams as set in "My Favorites". The sort order for this list can be in order set by the user or by the most notable active game, followed by other active games, and then future games and finished games.

**Other Games:**  
The section below "My Teams" would include all other relevant games that are happening. The sort would be notable/close/nearing finish games at the top, followed by other active games, and then the future and past games.  
The sort of leagues here can either be most relevant to the season, or relevant to the day or time of day.

**Touch Friendly Action Element:**  
This button takes the user to the GB Live game for this particular matchup. The size of the button follows touch-friendly dimension guidelines. Although this includes textual content, this may also work by having GB Live specific iconography.

The "Go Button" here offers the user options to filter what is displayed, and also access previous or future games. An assumption is that a user would rarely need to navigate to a specific date to view game results, and instead is interested in the most recent and upcoming games, so investing in a full calendar option would be overwhelming to a user



## Scoreboard - GO BUTTON ACTIVE

This is the scoreboard tab on the homescreen. This screen includes both a list of teams the user has designated as "favorites" as well as other relevant matchups. Below the "My Teams" section is a list of other games either active or upcoming.

Each game has an entry point that goes into the matchup more in-depth, or into the matchup's GB Live game.

GAMEBREAK HOME

GameBreak logo

Fantasy Scoreboard My Favorites

### My Teams

logo	TeamNickname	888	4Q 88:88	GB Live
logo	TeamNickname	888		
logo	TeamNickname	888	4Q 88:88	GB Live
logo	TeamNickname	888		

Additional Game Information (Series record, location of game, etc.)

### [Sport in Season] Games

logo	TeamNickname	888	4Q 88:88	GB Live
logo	TeamNickname	888		
logo	TeamNickname	888		
logo	TeamNickname	888	4Q 88:88	GB Live
logo	TeamNickname	888		
logo	TeamNickname	888	4Q 88:88	GB Live
logo	TeamNickname	888		
logo	TeamNickname	888	4Q 88:88	GB LIVE
logo	TeamNickname	888		
logo	TeamNickname	888	4Q 88:88	GB LIVE
logo	TeamNickname	888		

View Previous Day

View Next Day

Filter Sports

Go Button

#### VIEW PREVIOUS DAY:

The scoreboard acts as more of an entry point into the GB Live game, but allowing the user to view past matchups may be helpful for the user so they can view how their favorite teams performed in recent days.

If this button is tapped and the previous day is being displayed, the Previous/Next Buttons will continue to display and then navigate to the relative previous/next day when tapped.

*Note: For NFL, this would instead display "Previous/Next Week" instead of "Day"*

#### VIEW NEXT DAY:

The scoreboard acts as more of an entry point into the GB Live game, but allowing the user to view future matchups may be helpful for them to generally keep track of their favorite team's schedule.

If this button is tapped and the next day is being displayed, the Previous/Next Buttons will continue to display and then navigate to the relative previous/next day when tapped.

#### FILTER SPORT:

The user has the ability to filter which sports/leagues are displayed in the list of games on the scoreboard. This will bring up an overlay that fills the entire size of the device, displaying checkboxes for the available sports/leagues. Users would be able to choose as many or as little as they would like to - customizable to their tastes.

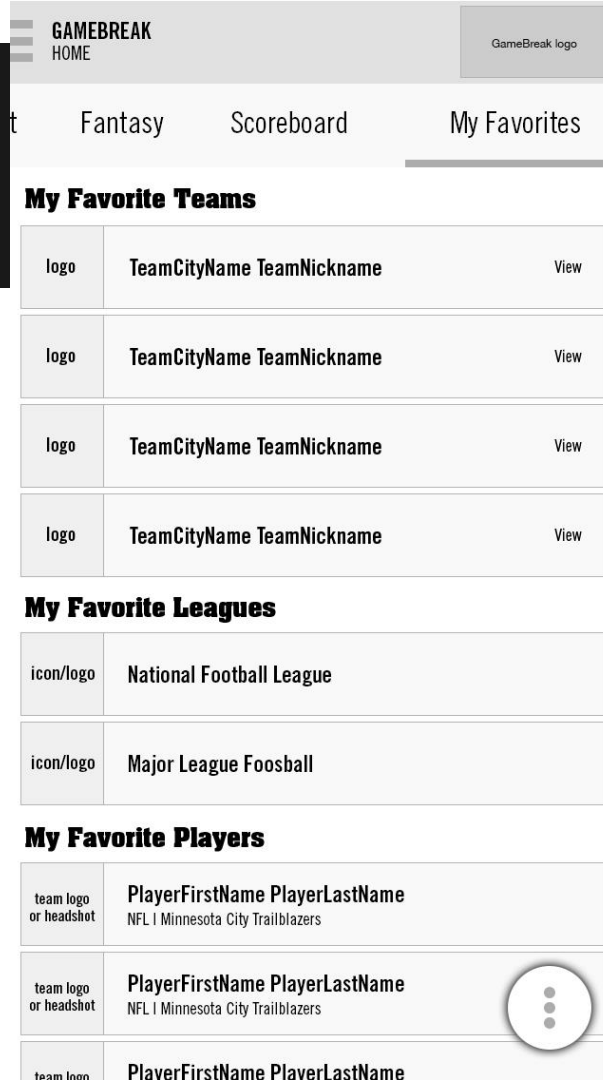
Go Button in the active state that displays the following options to the user:  
View Previous Day, View Next Day, and Filter Sports

# Mobile Homepage Redesign

## “My Favorites” Tab Active

This tab gives the user the option to better curate their experience. Here, users can select their favorite teams, leagues, or players. This list of favorites helps customize the user’s experience to better serve their own interests and also access specific items.

Annotations with details on following slide



## My Favorites

This is the "My Favorites" tab on the homescreen. This screen gives the user the ability to add their favorite teams, leagues, and players to a list all their own.

The resulting list will cater the user's experience in other parts of the application. As previously mentioned, this list will help display the user's favorite teams at the top of the scoreboard section. Also mentioned, it will be referenced on the Front page when a user has decided to toggle to "My Feed"

GAMEBREAK HOME GameBreak logo

Fantasy Scoreboard **My Favorites**


### My Favorite Teams

logo	TeamCityName TeamNickname	View
logo	TeamCityName TeamNickname	View
logo	TeamCityName TeamNickname	View
logo	TeamCityName TeamNickname	View

### My Favorite Leagues

icon/logo	National Football League
icon/logo	Major League Foolsball

### My Favorite Players

team logo or headshot	PlayerFirstName PlayerLastName NFL   Minnesota City Trailblazers	
team logo or headshot	PlayerFirstName PlayerLastName NFL   Minnesota City Trailblazers	
team logo	PlayerFirstName PlayerLastName	

#### My Favorite Teams:

Here is a list of favorite teams that the user has added to "My Favorites". Each item is touch-friendly and allows the user to jump into that specific team's feed.

#### My Favorite Leagues/Sports:

Here is a list of favorite leagues that the user has added to "My Favorites". Each item is touch-friendly and allows the user to jump into that specific league's news feed.

#### My Favorite Players:

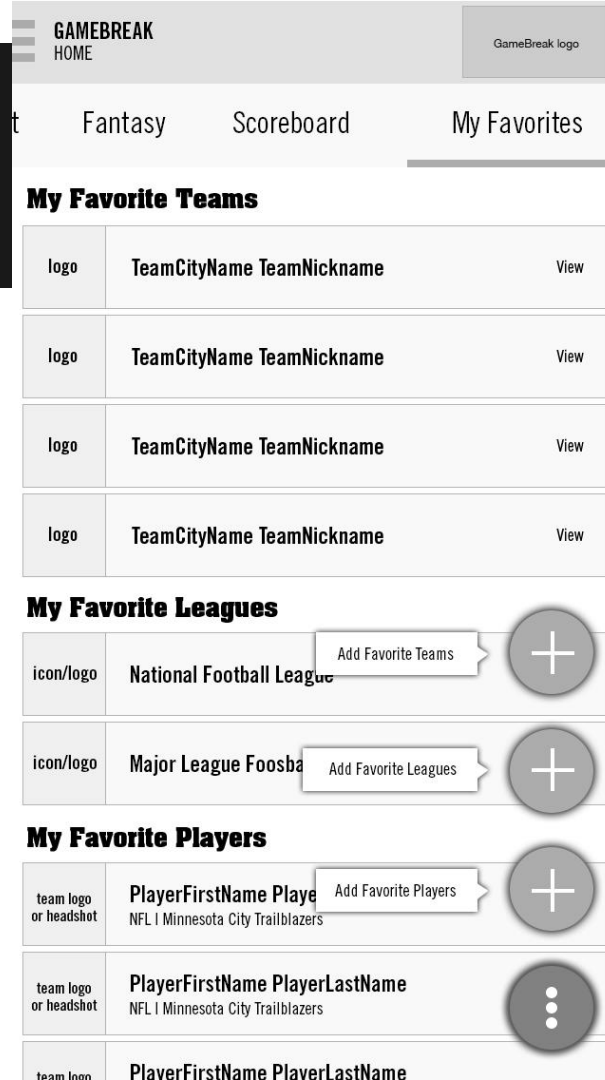
Here is a list of favorite players that the user has added to "My Favorites". Each item is touch-friendly and allows the user to jump into that specific player's feed. Including the player's Twitter feed, tweets about the player, and relevant news articles.

The "Go Button" here offers the user the ability to add/edit their list of favorites. When this button is active, the option to add/edit to "My Teams", "My Leagues", and "My Players" become available.

# Mobile Homepage Redesign

“My Favorites” Tab Active  
Quick Action Button Active

Annotations with details on following slide



## My Favorites - GO BUTTON ACTIVE

This is the "My Favorites" tab on the homescreen. This screen gives the user the ability to add their favorite teams, leagues, and players to a list all their own.

The resulting list will cater the user's experience in other parts of the application. As previously mentioned, this list will help display the user's favorite teams at the top of the scoreboard section. Also mentioned, it will be referenced on the Front page when a user has decided to toggle to "My Feed"



GAMEBREAK  
HOME

Fantasy Scoreboard My Favorites



### My Favorite Teams

logo	TeamCityName TeamNickname	View
logo	TeamCityName TeamNickname	View
logo	TeamCityName TeamNickname	View
logo	TeamCityName TeamNickname	View

### My Favorite Leagues

icon/logo	National Football League	Add Favorite Teams	
icon/logo	Major League Football	Add Favorite Leagues	

### My Favorite Players

team logo or headshot	PlayerFirstName PlayerLastName NFL   Minnesota City Trailblazers	Add Favorite Players	
team logo or headshot	PlayerFirstName PlayerLastName NFL   Minnesota City Trailblazers		
team logo	PlayerFirstName PlayerLastName		

#### ADD FAVORITE TEAMS:

This will bring up an overlay that fills the entire size of the device, displaying a search field that once characters have been entered there will be corresponding team results with checkboxes for the user to select. Users would be able to choose as many or as few teams as they would like to - customizable to their tastes.

#### ADD FAVORITE LEAGUES:

This will bring up an overlay that fills the entire size of the device, displaying a list of available sports/leagues that the user can choose from as their favorites. Users would be able to choose as many or as little as they would like to - customizable to their tastes.

#### ADD FAVORITE PLAYERS:

This will bring up an overlay that fills the entire size of the device, displaying a search field that once characters have been entered there will be corresponding player results with checkboxes for the user to select. Users would be able to choose as many or as little as they would like to - customizable to their tastes.

The "Go Button" here offers the user the ability to add/edit their list of favorites. When this button is active, the option to add/edit to "My Teams", "My Leagues", and "My Players" become available.

**Thank you**

**STATS LLC**

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