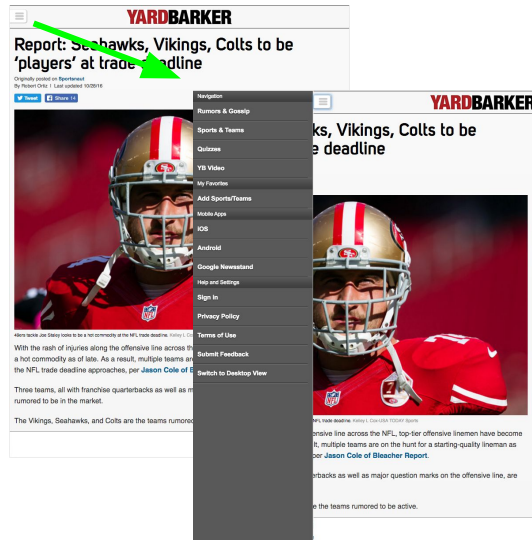


# Competitive Review

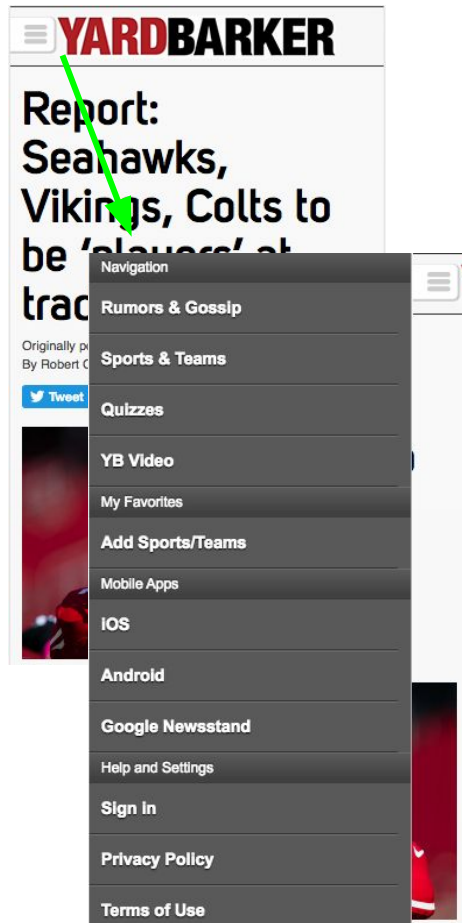
Fantasy Sports Platforms



## TABLET



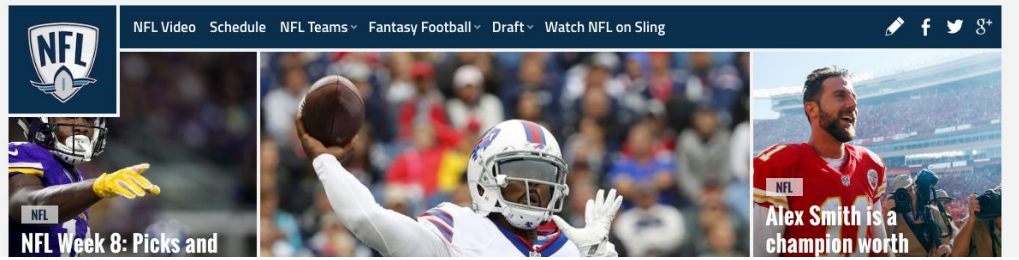
## MOBILE



## YARBARKER.COM - Adaptive

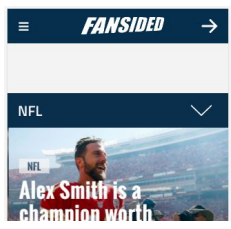
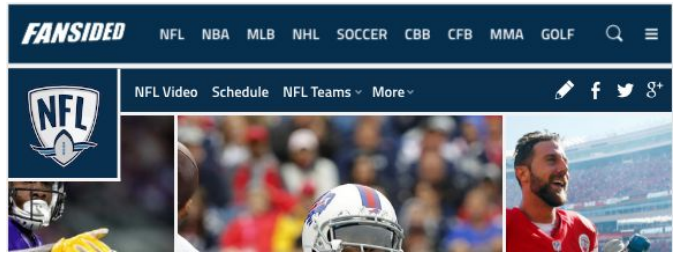
**Desktop** has a standard display of sport-specific links. This is primarily an editorial website, so not as many options available as other media sites.

**Tablet/Mobile** change the navigation from desktop. The same league/sport specific links are not found on their mobile menu. They have new links available to the user, including links to take them to the YB mobile application.

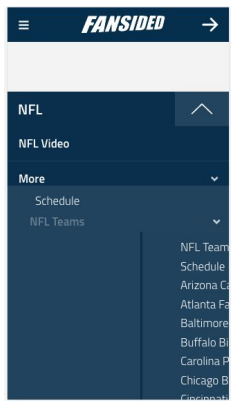


## FANSIDED.COM - Responsive

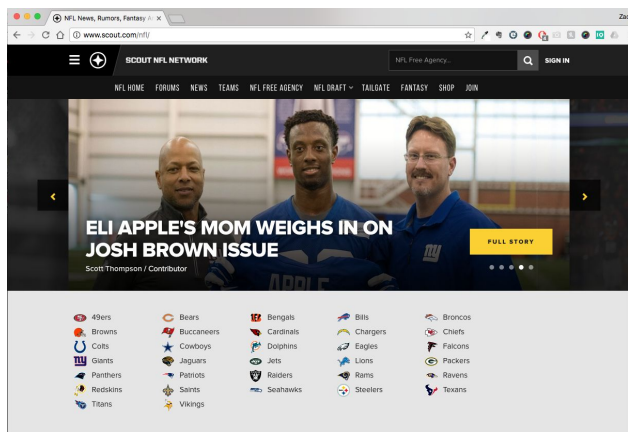
**Desktop** includes some custom imagery to go along with a list of links and dropdowns to secondary options. The real estate is tight because of social media and the NFL icon.



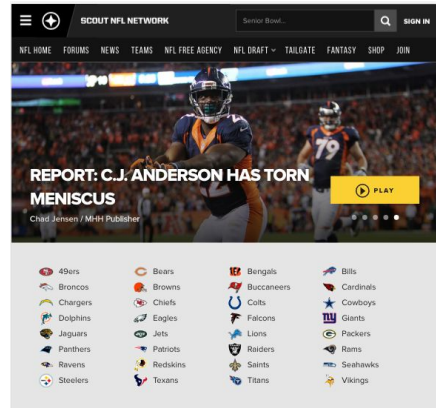
**Tablet** follows the same type of structure as desktop but provides a "More" option similar to how current Hosted does it. There appears to be some JS involved as initial load shows all of the links as before, but then they are changed to this view.



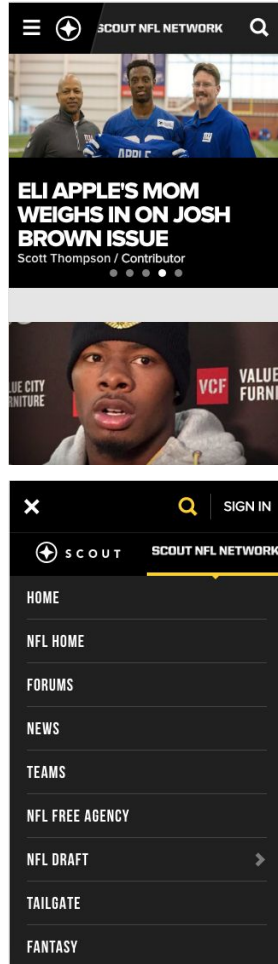
**Mobile** mobile provides the sport title and then icon indicating more options. The first level of the dropdown displays well but then once the options are drilled into a bit more, the layout and design gets pretty bad.



## TABLET



## MOBILE



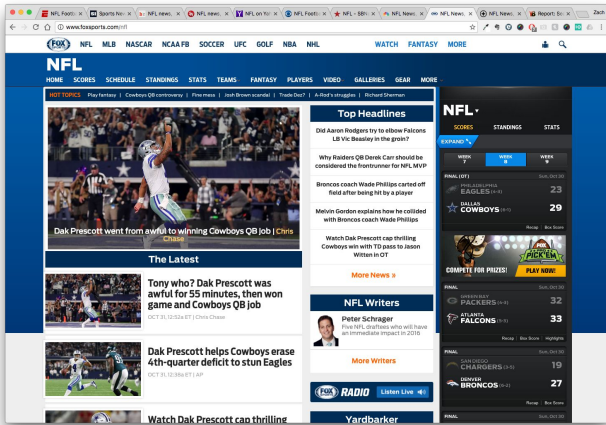
## SCOUT.COM - Adaptive

(initial load viewport detection)

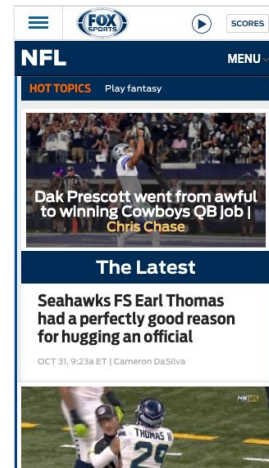
**Desktop** includes 8 links and one dropdown with a subset of links. There is no page title indicating to the user that they are on the NFL page. Some of the navigational links have “NFL” prepended to it.

**Tablet** is the same as desktop and all links still fit in this view.

**Mobile** mobile does not have the sport specific navigation visible on the page. It is strangely included in the main navigation. This is not something I have seen before, but the league/sport navigation is presented before the main website navigation. This would be an issue if a user is looking to switch between leagues quickly.



## MOBILE



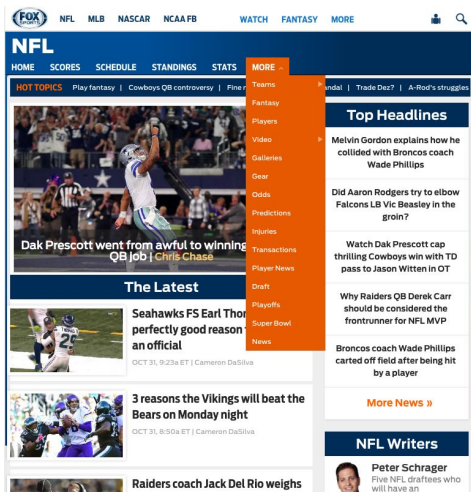
## FOXSPORTS.COM - Responsive\*

\*Broken in between standard breakpoints

**Desktop** is the standard navigation display and includes 11 links, and THEN a “More” option with 9 additional links. There is a lot going on for this navigation, and not in a good way.

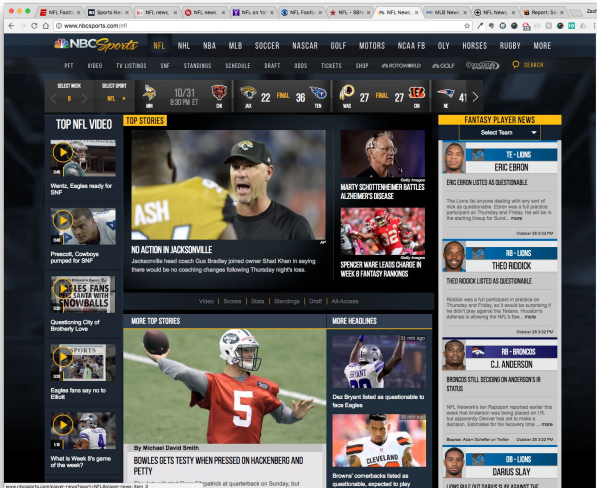
**Tablet** is the same as desktop, but better condensed. There appears to be more space for additional links to be displayed, but the current layout prevents the user from being overwhelmed.

## TABLET

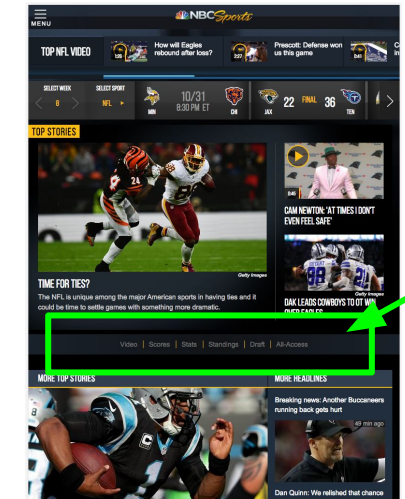


**Mobile:** the mobile page navigation is included in the sport/league title. Once expanded, there are way too many options presented to the user. The layout is also messed up as links do not line up from column A to column B.

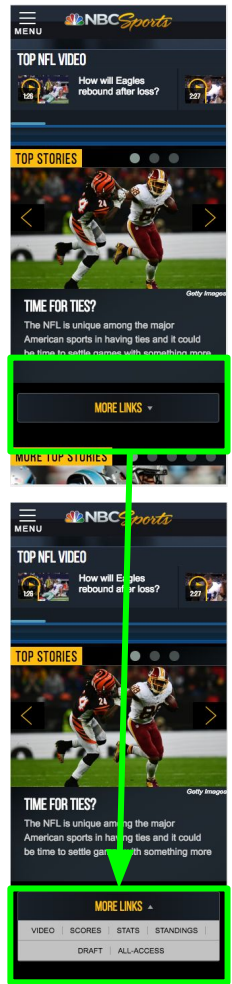




TABLET



## MOBILE

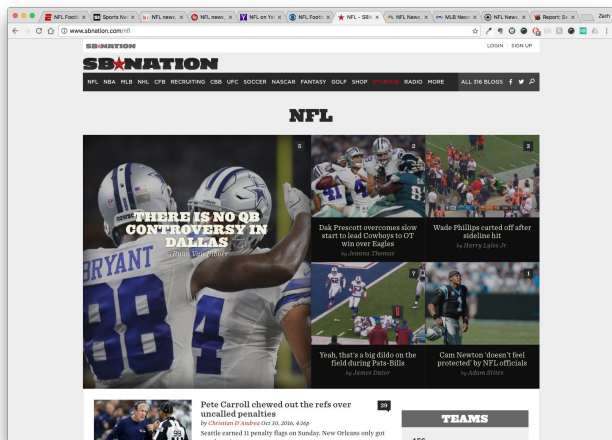


## NBCSPORTS.COM - Responsive

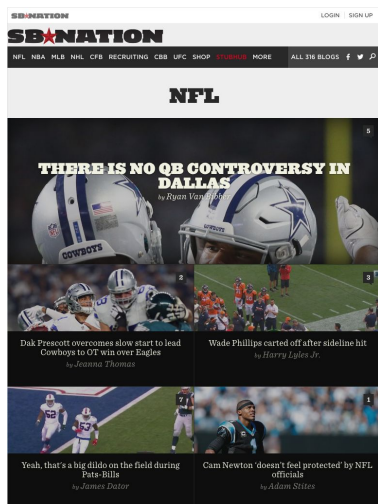
**Desktop** does not include a sport/league page title, instead highlighting it in the site navigation. The page nav is a little hidden and difficult to read because of location and capitalized links. The navigation also changes depending on what you click on. That's not good.

**Tablet** is pretty bad. The navigation is moved below the video ticker, score ticker, and top stories. This is a big usability no-no.

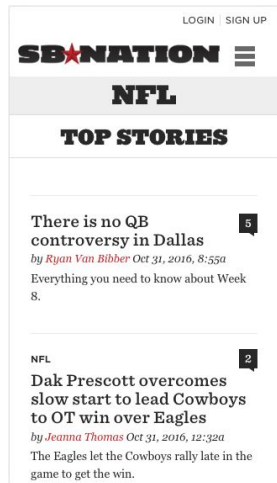
**Mobile:** NBCSports' mobile menu does not get any better. Not only is the location of the menu below the viewport of the phone (also below the top stories and video content), the user is required to also expand it to see the navigational options. This doesn't even save that much space for the user, and really does not make sense at all. Don't do what NBCSports does.



## TABLET



## MOBILE

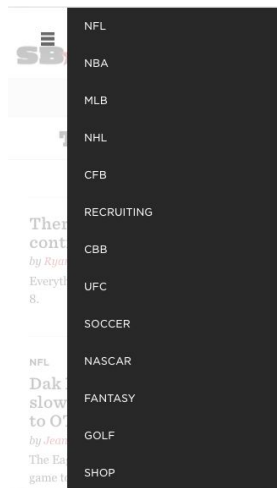


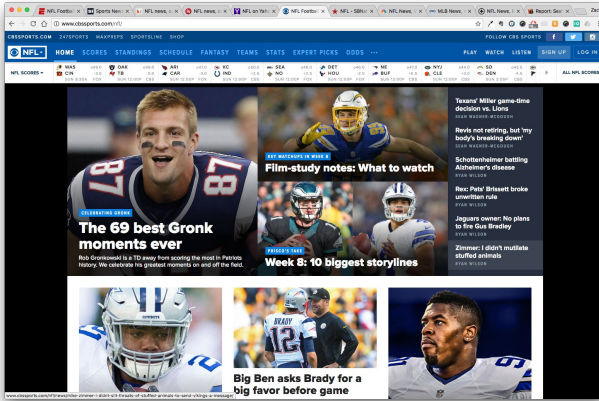
## SBNATION.COM - Responsive

**Desktop** does not have a league/sport navigation. SB Nation is more of an editorial site so the top stories are front and center, so it works here. There is a navigation available from the site navigation, available for all sports/leagues at all times. This links to team-specific pages and other editorial content.

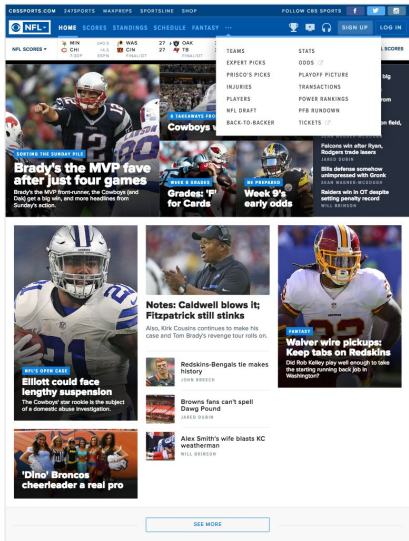
**Tablet** does not offer the same navigation as desktop, but has the same layout. Clicking on the sport/league does not lead to a display of team-specific pages.

**Mobile:** hides the site navigation in a hamburger at the top right of the site. The neutral colors are the only potential problem here, as the menu is not immediately apparent. This could use a aesthetic upgrade.

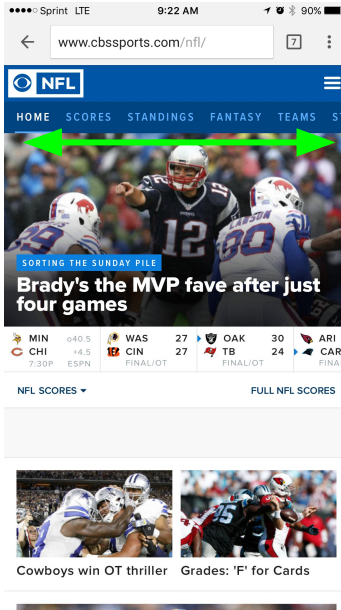




## TABLET



## MOBILE



## CBSSPORTS.COM - Adaptive\*

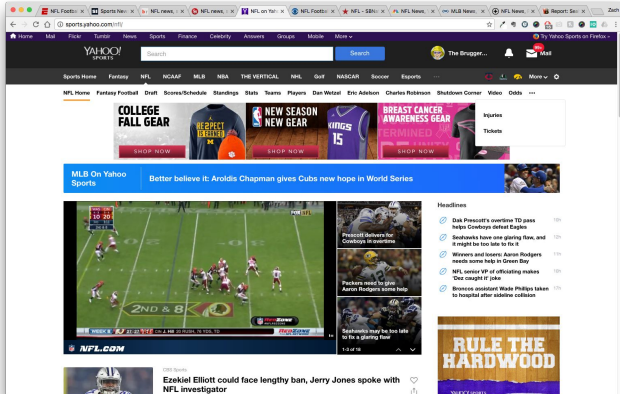
\*Responsive for Desktop & Tablet. Mobile detection for mobile site

**Desktop** offers a sport dropdown as well as the standard navigation. There is an always-present ellipsis offering more options. As the page is resized, options fall into this more content when no longer fitting on site. The navigation links are all capitalized, however.

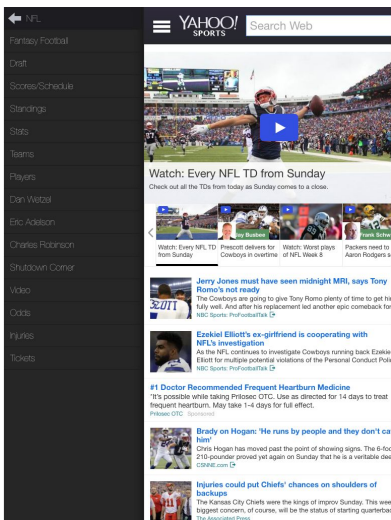
**Tablet** follows the same layout as the desktop navigation and moves all options that do not fit on the viewport into the more content.

**Mobile:** mobile changes the navigation slightly. Instead of offering the “more” options, it displays the navigation with a horizontal scroll. There are 16 options, with only 5 being displayed initially. This is a lot of content unbeknownst to the user. The horizontal scroll functionality is also not apparent to the user with a shadow or swipe indication.

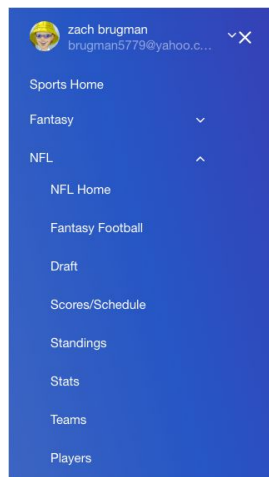
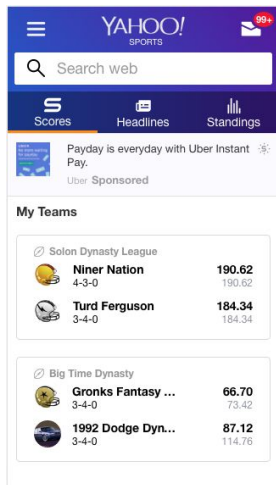




## TABLET



## MOBILE



## SPORTS.YAHOO.COM - Adaptive

**Desktop** offers the standard navigation. There is an always-present ellipsis offering more options. As the page is resized, options fall into this more content when no longer fitting on site. The bold, black text makes it difficult to identify that these navigational elements are links. There is also a minor issue of usability for the “more” option.

**Tablet** does not offer the same navigation as desktop. Instead, the sport navigation is moved into the main site navigation, where sublevels are accessible. The user needs to tap the menu icon, then select the sport, then select the page they want to view. The vertical display allows for all options to be visible, however.

**Mobile:** hides the site navigation in a hamburger at the top left of the site and has similar functionality to tablet. There is also a simple tab structure for scores, headlines, and standings always visible.

The aesthetic display between mobile and tablet/desktop is inconsistent.

## MOBILE

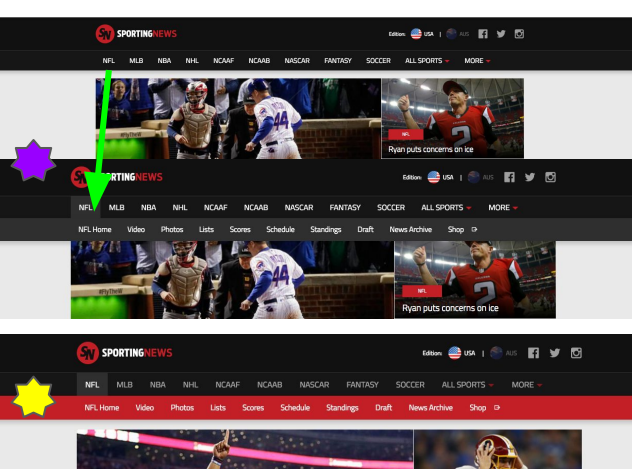
## SPORTINGNEWS.COM - Responsive

**Desktop** has a global hover functionality to view any sport/league navigations at all times. ✨

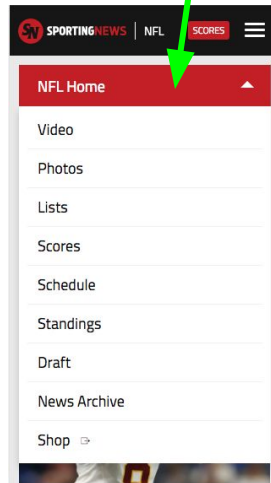
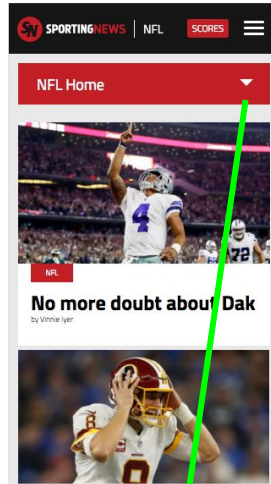
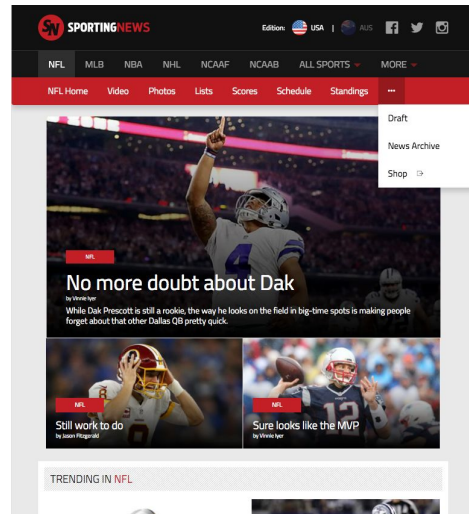
☀️ When a user is on a league, the league is highlighted and the page navigation is displayed with a red background, always present. This makes it clear that the user is not on the main site.

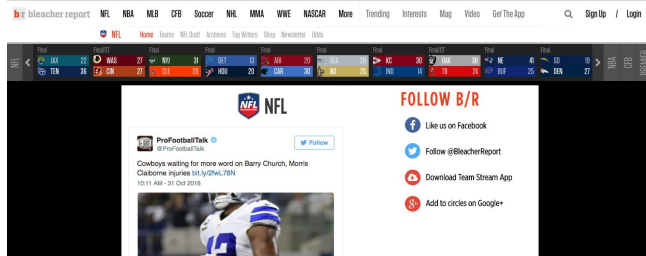
**Tablet** offers the same navigation, but once links are not going to fit on the viewport, they are grouped into a “ellipsis” “more option”.

**Mobile:** mobile moves the page navigation into a customized dropdown. There are just enough navigational items included when active to keep all options visible on a iPhone 5. The active sport is always visible in the mobile site header next to the Sporting News logo. This allows the user is always be aware what sport they are viewing.



## TABLET

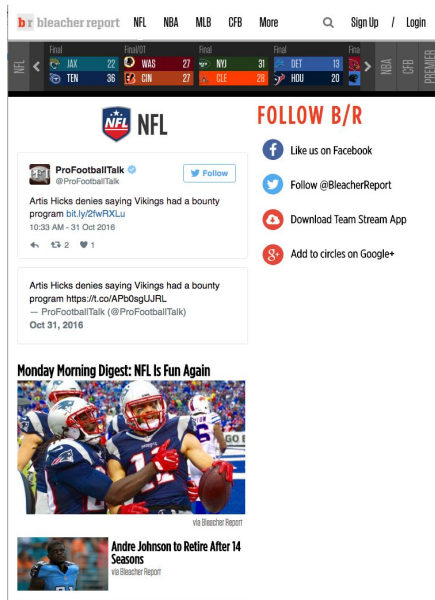




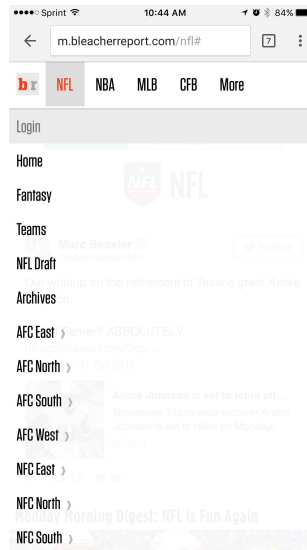
## BLEACHERREPORT.COM - Responsive-ish

**Desktop** displays the active league/sport and also highlights the active page. The navigation displays 8 options (NFL) in what seems like the standard display. The global navigation displays 5 options per sport and allows the user to go straight to a team page, Home, Teams (counterintuitive), Fantasy, Draft, and Archives.

## TABLET



## MOBILE

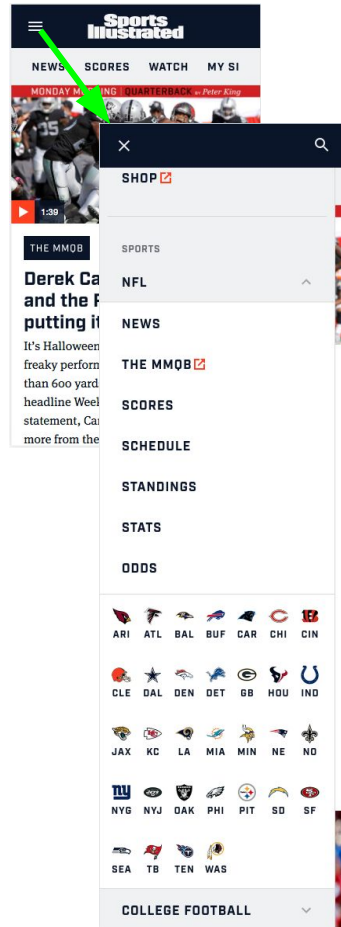


**Tablet** does not display the page navigation, instead has only the global site navigation available. The user is constantly encouraged to install the native application - which is annoying.

**Mobile:** mobile is similar to tablet, providing only the global site navigation and not displaying the page navigation once the user navigates there. Of course, there were three prompts for “Cookies Permissions”, “Install Native App”, and then a followup to the “Install Native App” - which was frustrating.

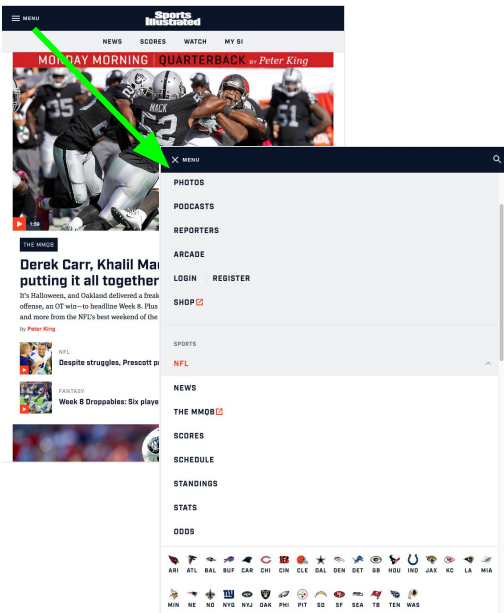
## SI.COM - Responsive

### MOBILE



**Desktop** has a global hover functionality to view any sport/league navigations at all times. Included in this hover menu are links to all of the team pages. When a user is on a league, the league is displayed as the page title and the page navigation is always present.

### TABLET



**Tablet** displays an abbreviated page navigation at the top center of the page, but also offers the full navigation within the hamburger icon at the top left of the page. All options available on desktop are available here. The sport/league navigation is displayed below the rest of the global site navigation in the hamburger menu.

**Mobile:** mobile offers the same functionality as tablet with an ever-present navigation on the page as well as all options available in the hamburger menu.



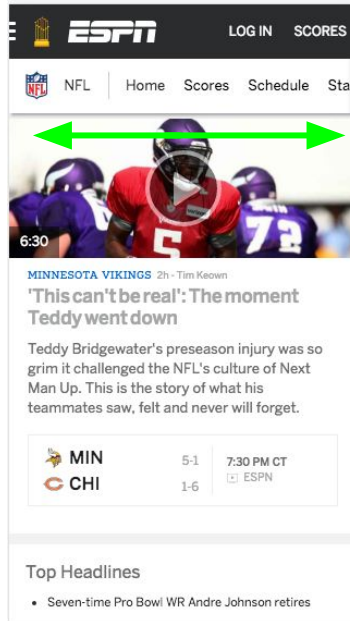
# ESPN.COM - Responsive

**Desktop** has a global hover functionality to view any sport/league navigations at all times. Included in this hover menu are links to all of the team pages. When a user is on a league, the league is displayed as the page title and the page navigation is always present. NFL has 11 options, a “More” option, and items with dropdown functionality for the options that warrant it (Teams).

**Tablet** displays the league/sport navigation and moves the global navigation into a hamburger on the top left. The functionality of the page nav is similar to desktop, moving items that run over into a “More” option.

**Mobile:** mobile changes the navigation to a horizontal scroll instead of having the “More” option available. There are 20 options available on mobile. With no “drill-down” functionality. 20 options! That seems a bit excessive.

## MOBILE



## TABLET

