

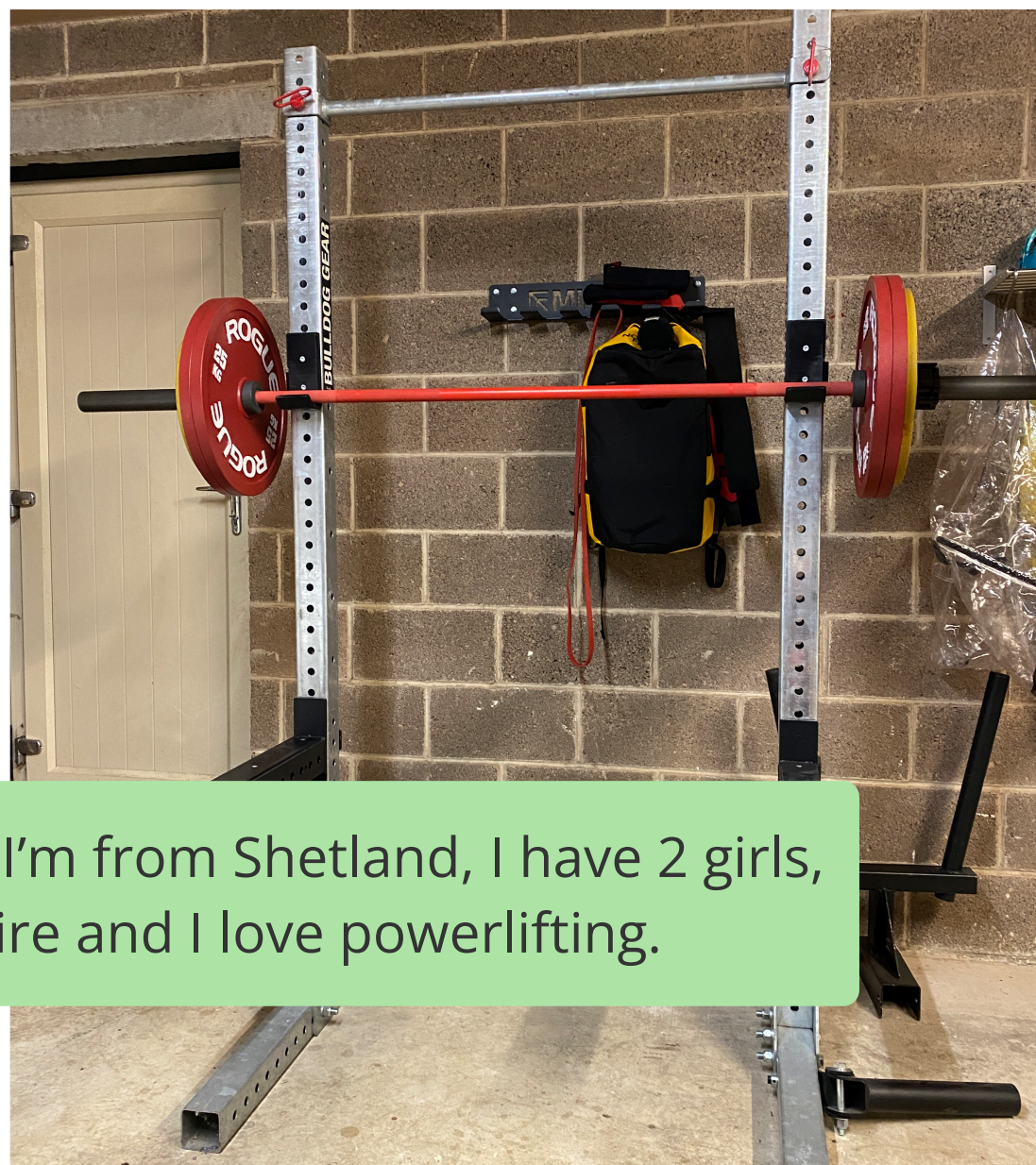
PRODUCT
DESIGN WORK
SNEAK PEAK

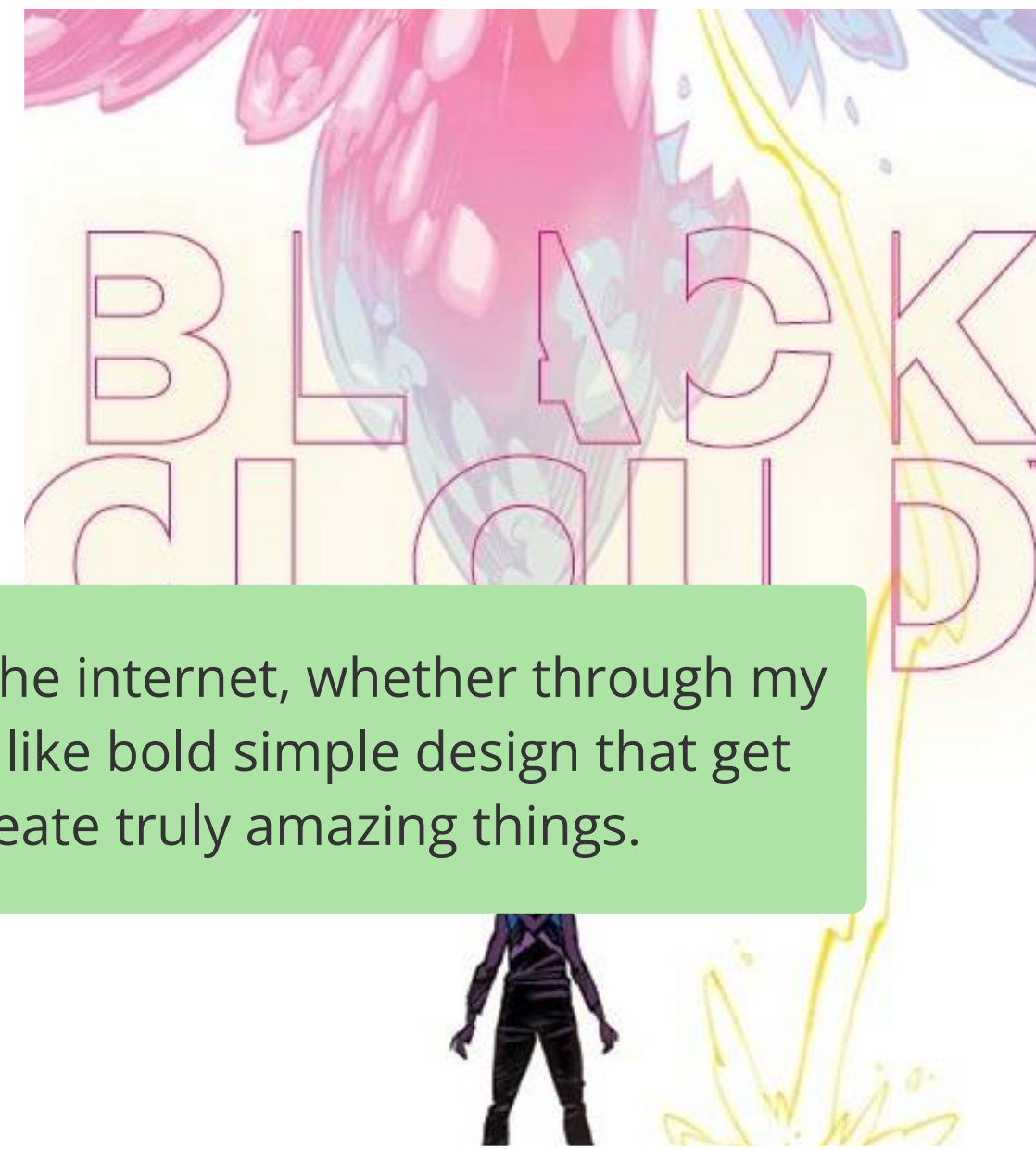
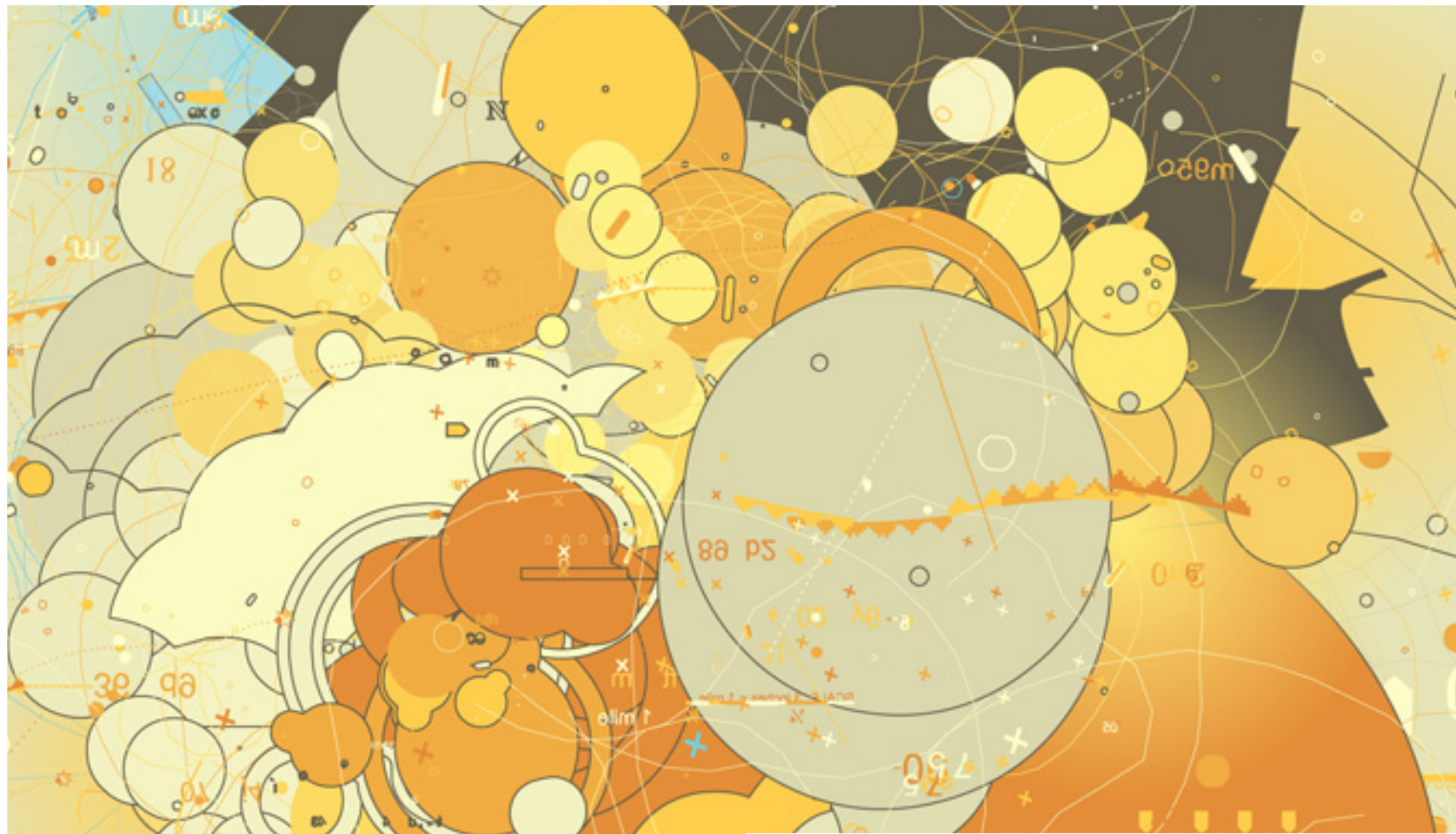
Chris Clarke Portfolio

Updated: April 2026

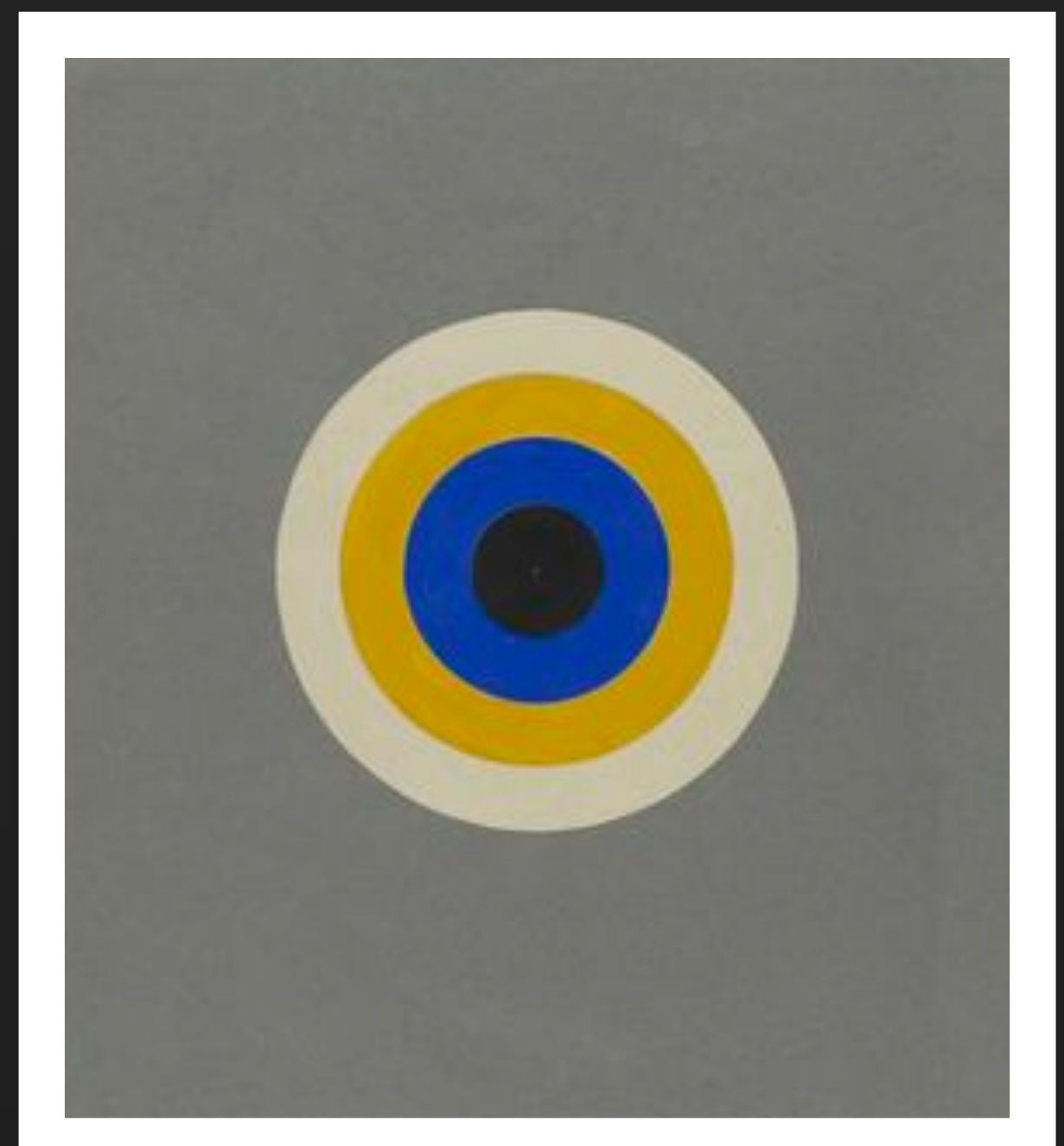
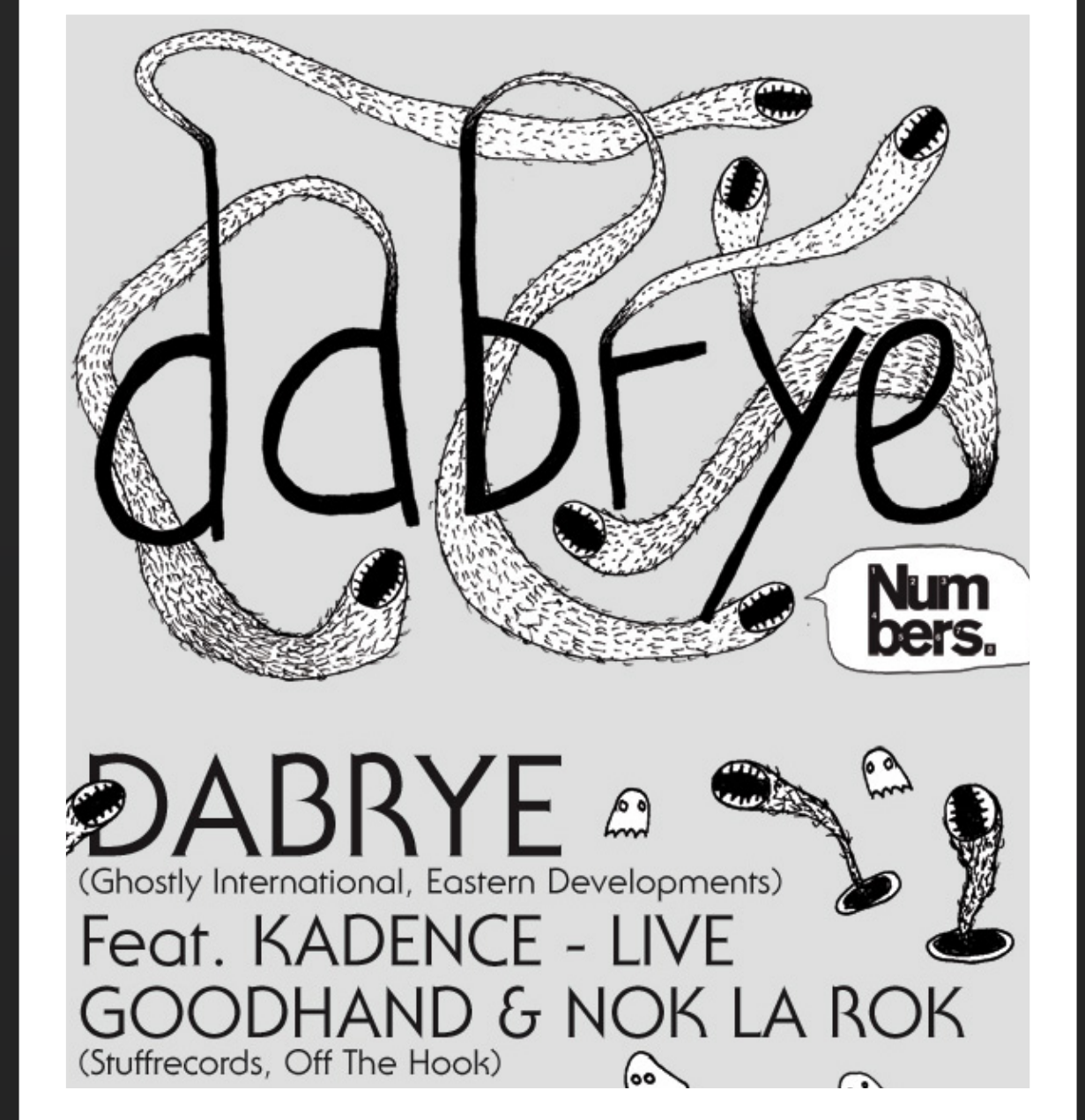


Here's a few things about me: I'm from Shetland, I have 2 girls, I live in Marsden, West Yorkshire and I love powerlifting.





I've always been inspired by the internet, whether through my own explorations or others. I like bold simple design that get pushed by technologies to create truly amazing things.



A little bit about me...

Chris Clarke
Product Designer

Design
Presentation

chrisclarkeuxd@gmail.com

For over 17 years I've had the pleasure of working for product design agencies, client side services, and media organisations, creating products used by millions of users. There's more about me on my [Linkedin page](#) with my thoughts on [Medium](#).



2007 - 2013



2013 - 2017

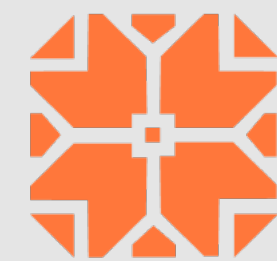
Team of 15



Team of 20



Team of 21

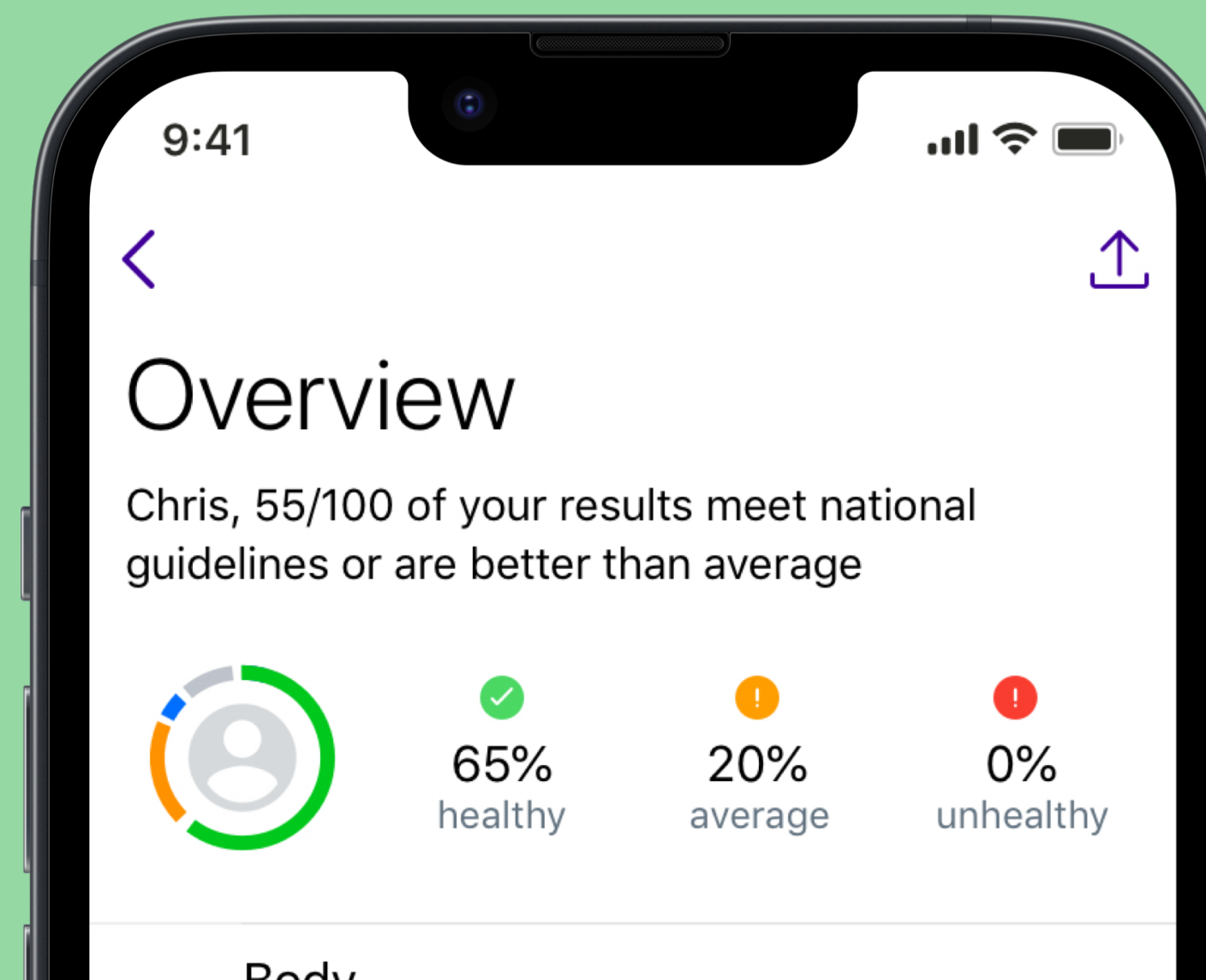


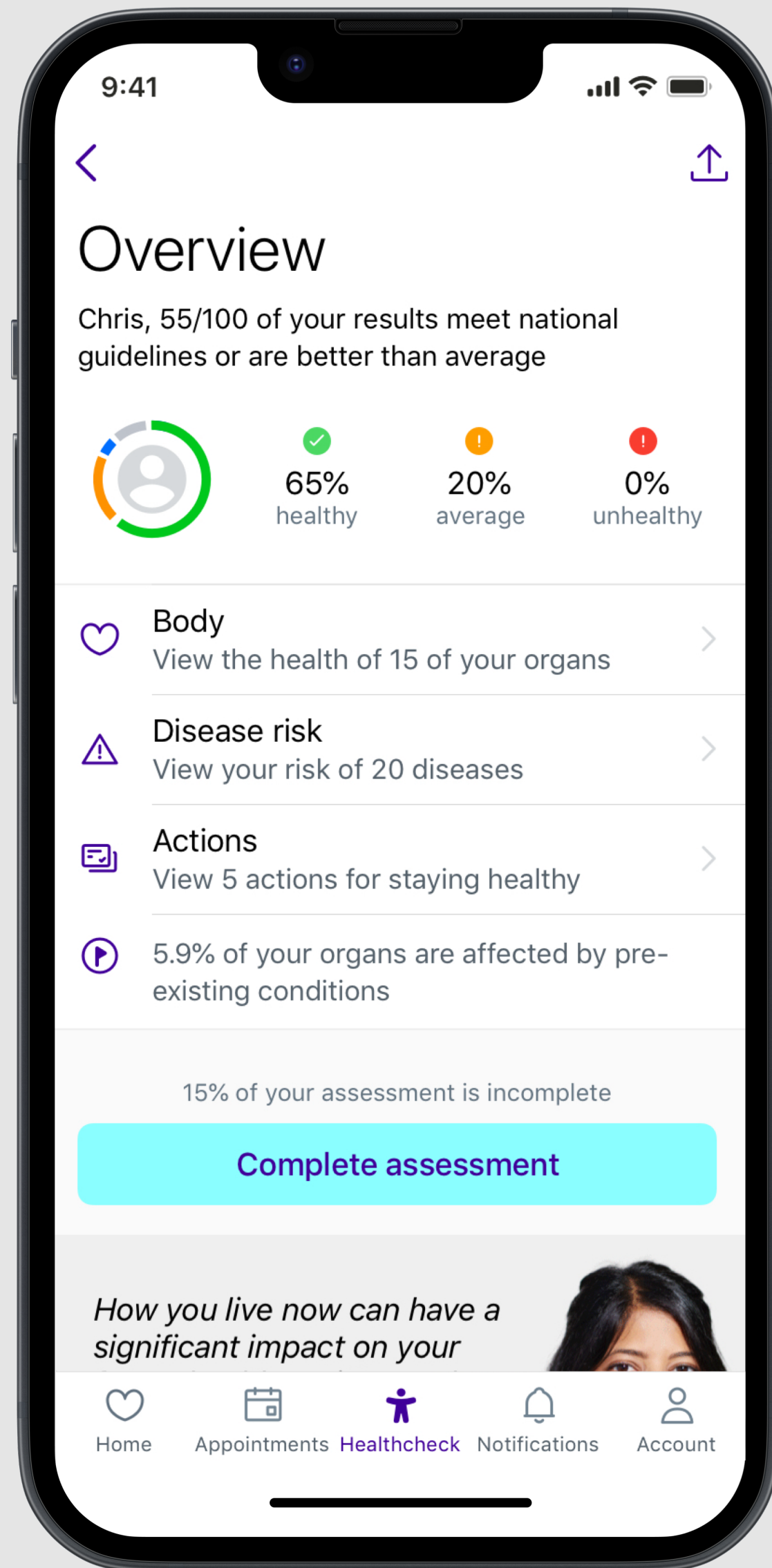
Leading & Managing in SaaS companies
2017 - Present

Babylon Health

Designing an accessible health check
feature for the iOS app.

2019





I enabled users to understand and manager their health data better with clearer data visuals.

My role

- Senior Designer

Key details

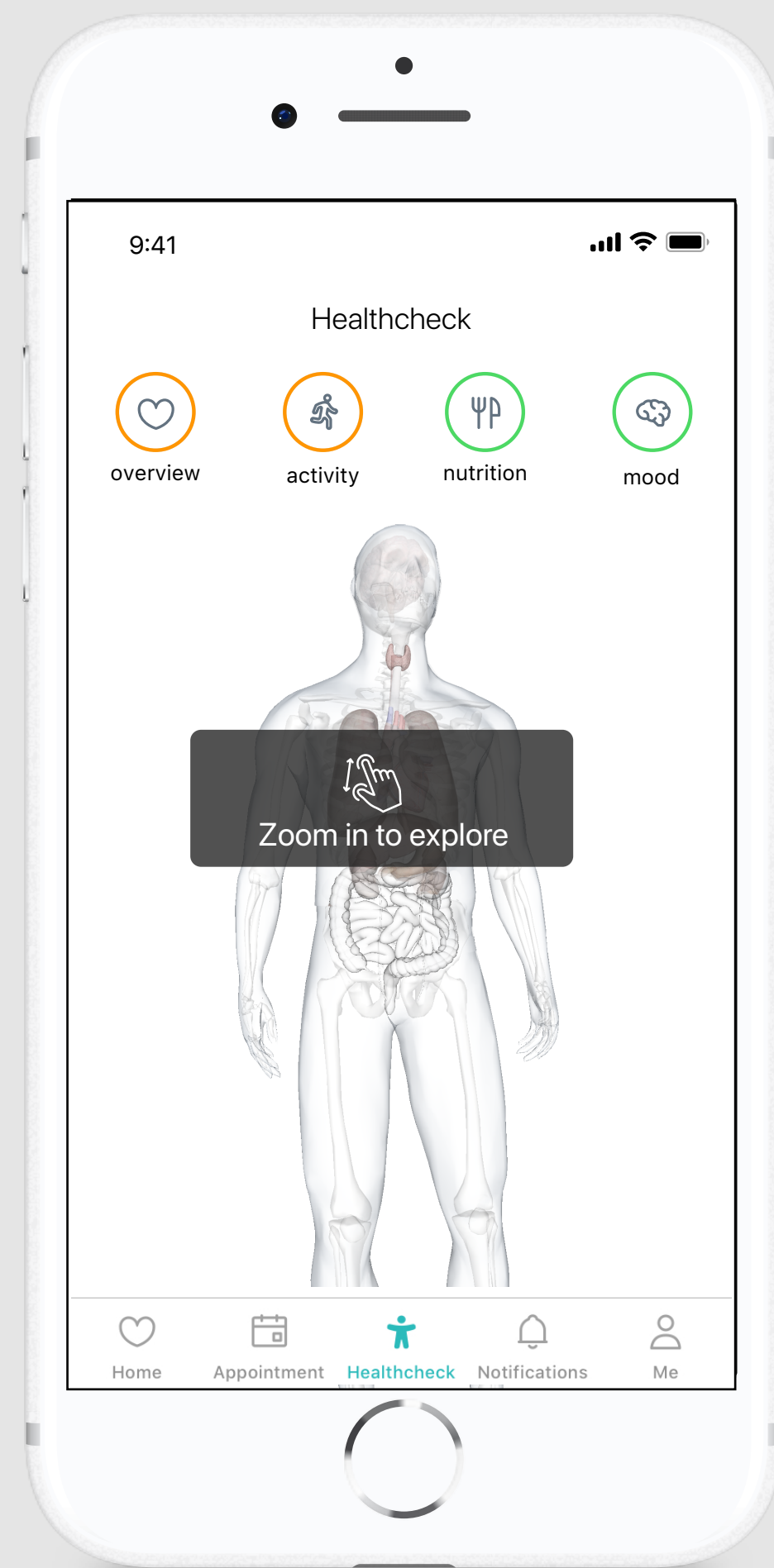
- iOS Mobile App feature
- Drive self-service
- Safe and clear risk graphics

Key measures

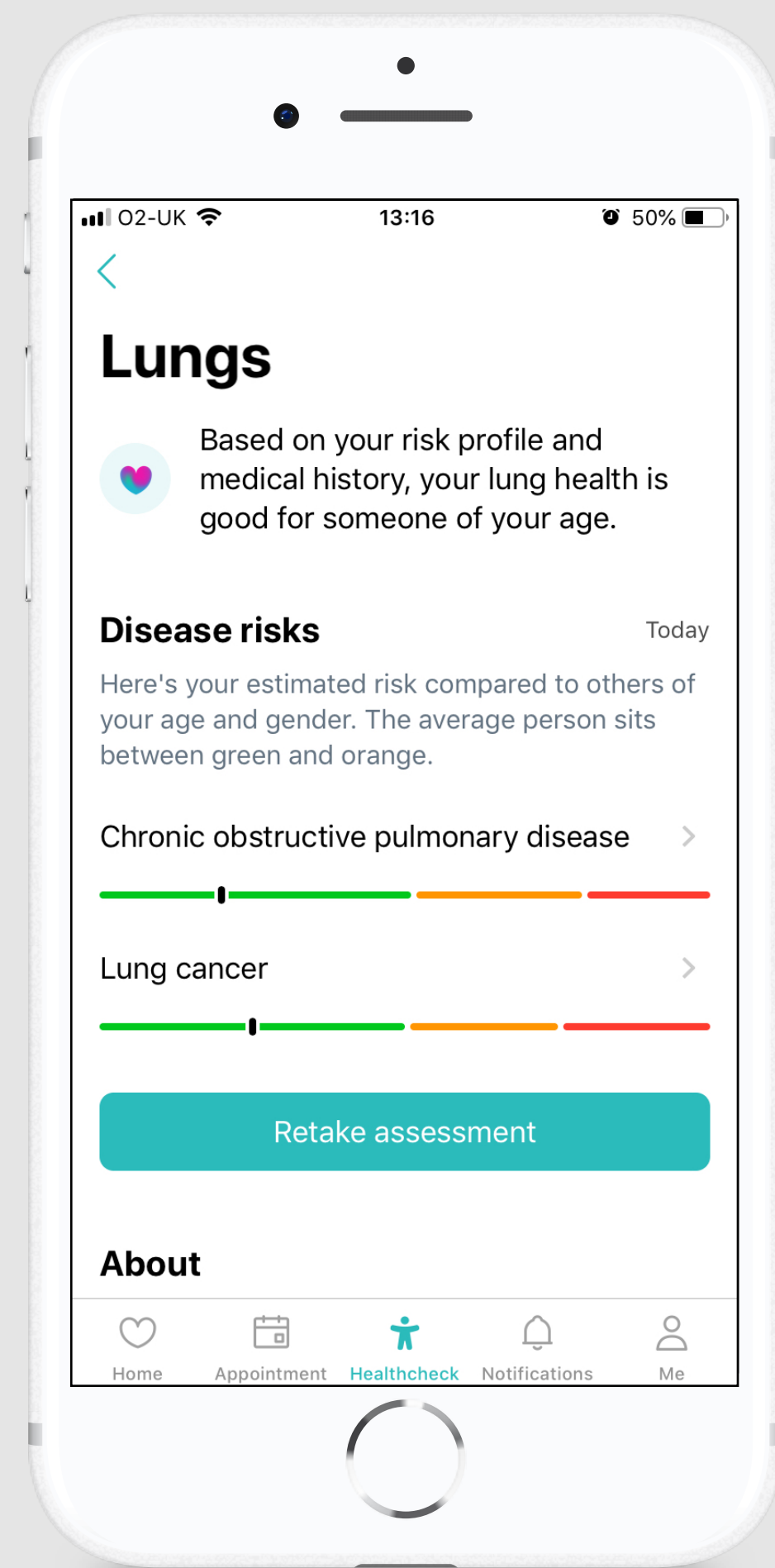
- No. of MAU's completing all or part of the health check

Key results

- Doubled the number of users making use of Babylon Health self-service features



I looked at improving engagement with the overview



And the risk profiles

The challenge

Users were reliant on the doctor video appointments, which were valuable but expensive to run and scale.

We needed users to engage with the self-service features provided by Babylon's app.

My role

I was tasked with improving the usage of the Health Check section of the App, where users could take part in preventive care, ensuring they would spend less time on video appointments.

Data + Research

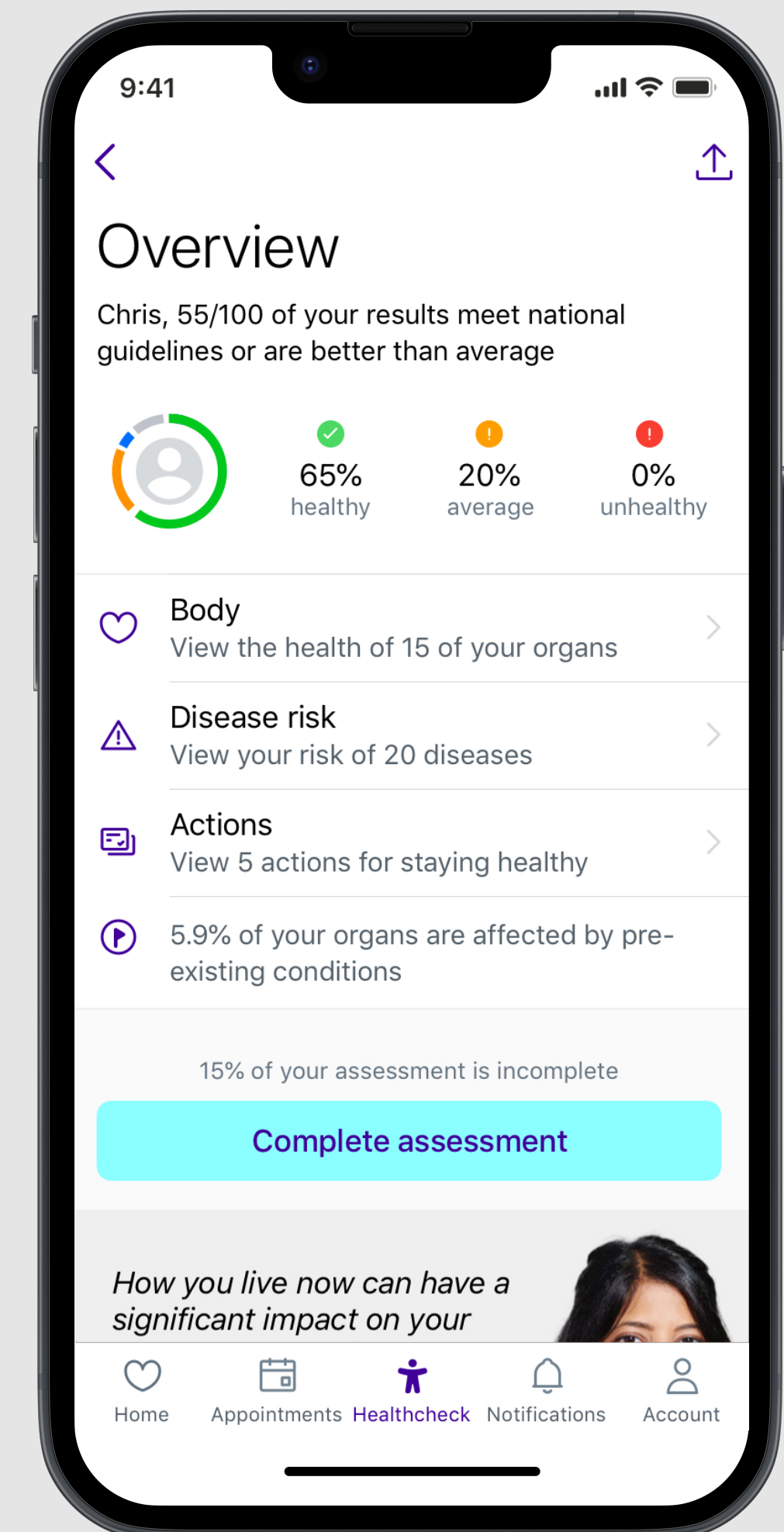
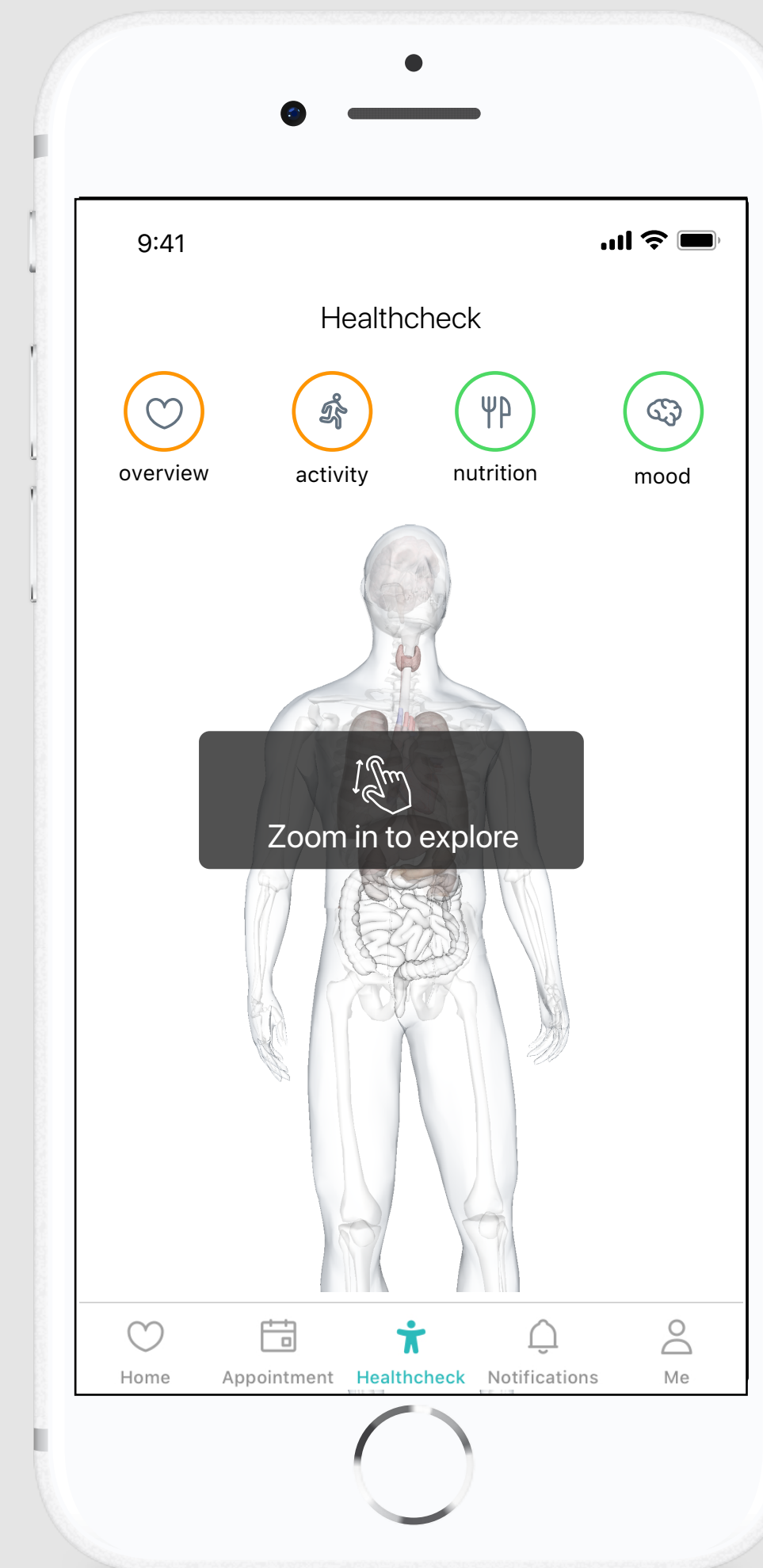
I conducted extensive research with patients and stakeholders to understand their needs, pain points, and expectations of health check.

Key finding

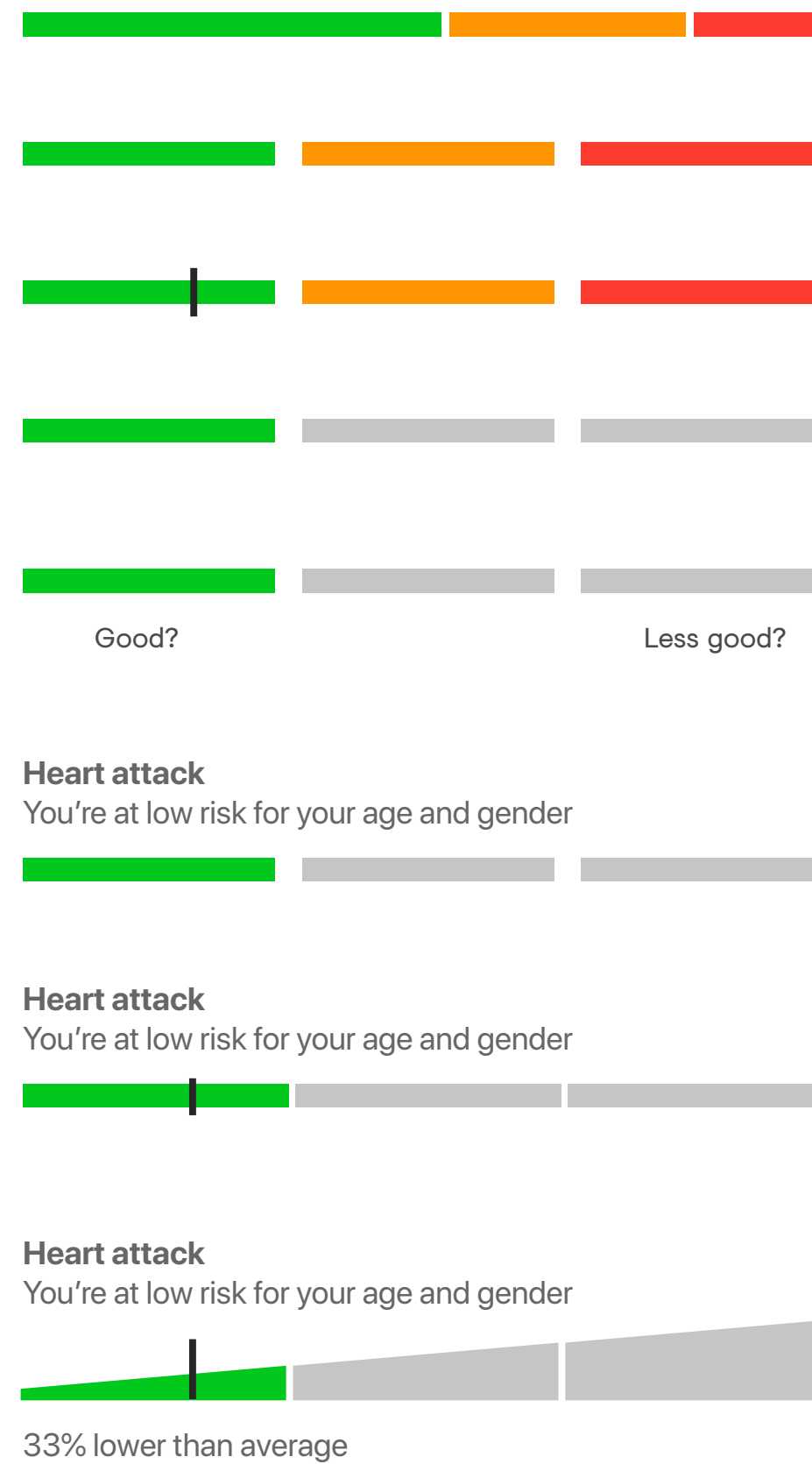
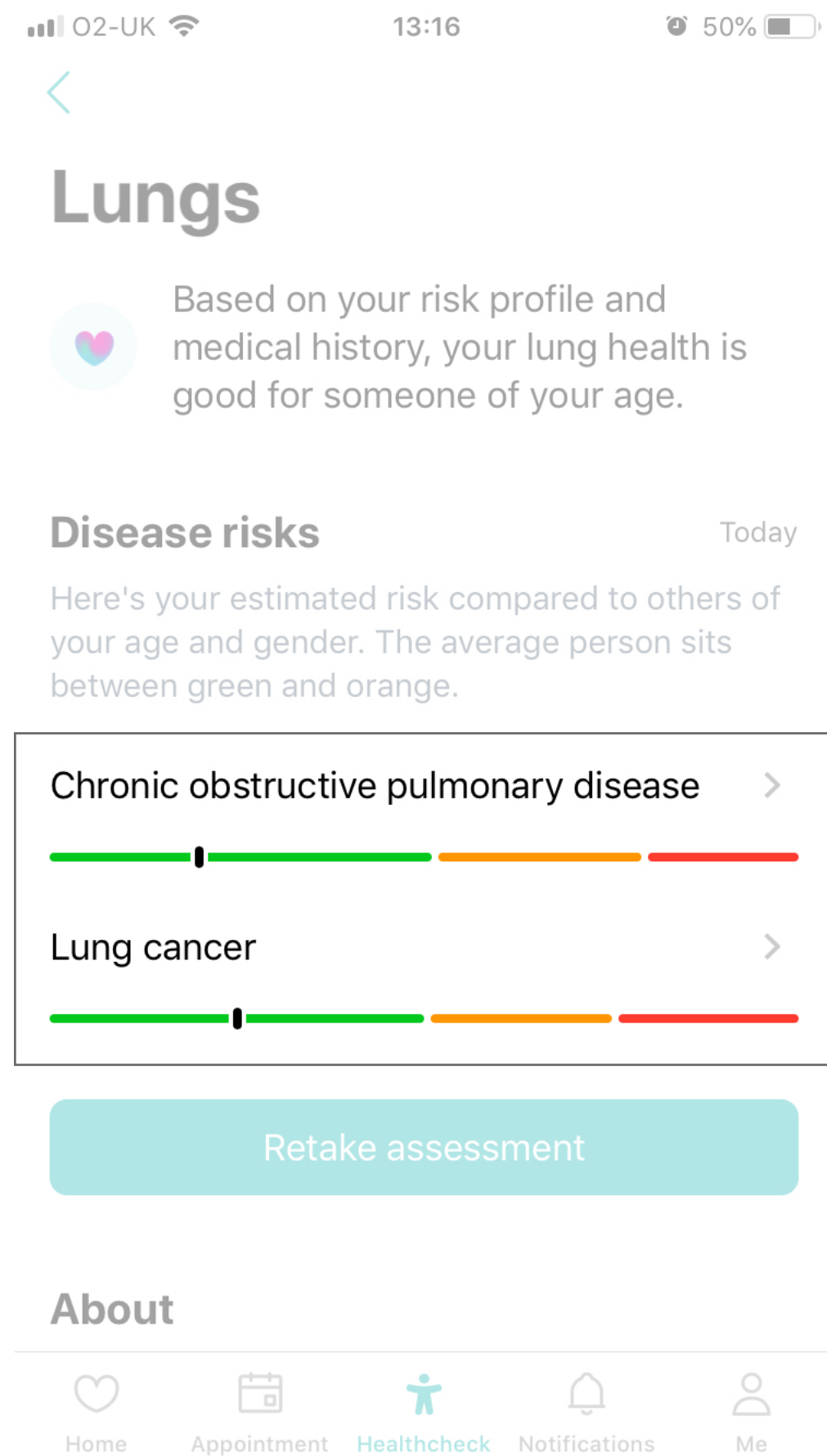
When completing a health check, users were given a lot of medical communication, making it challenging to understand and process.

Hypothesis

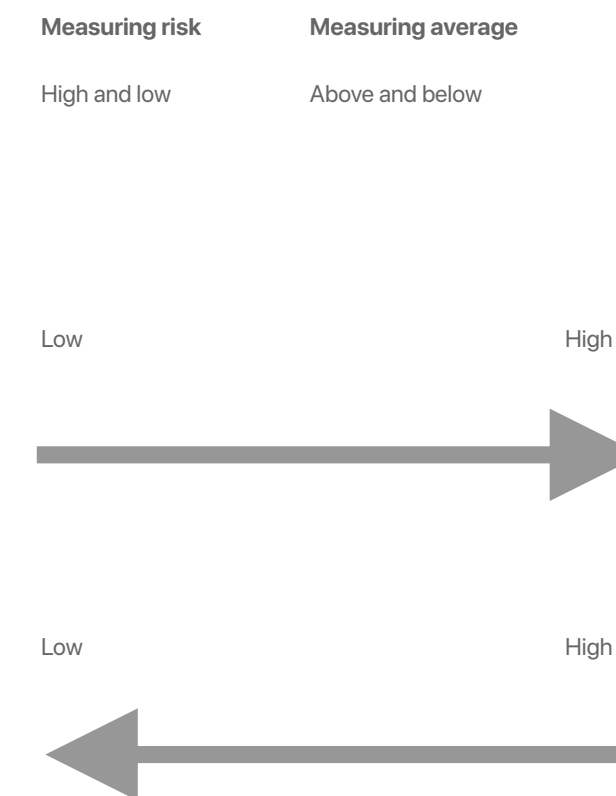
Easy to parse and safe accurate graphics will result in more health check assessment completion rates.



The app at the time

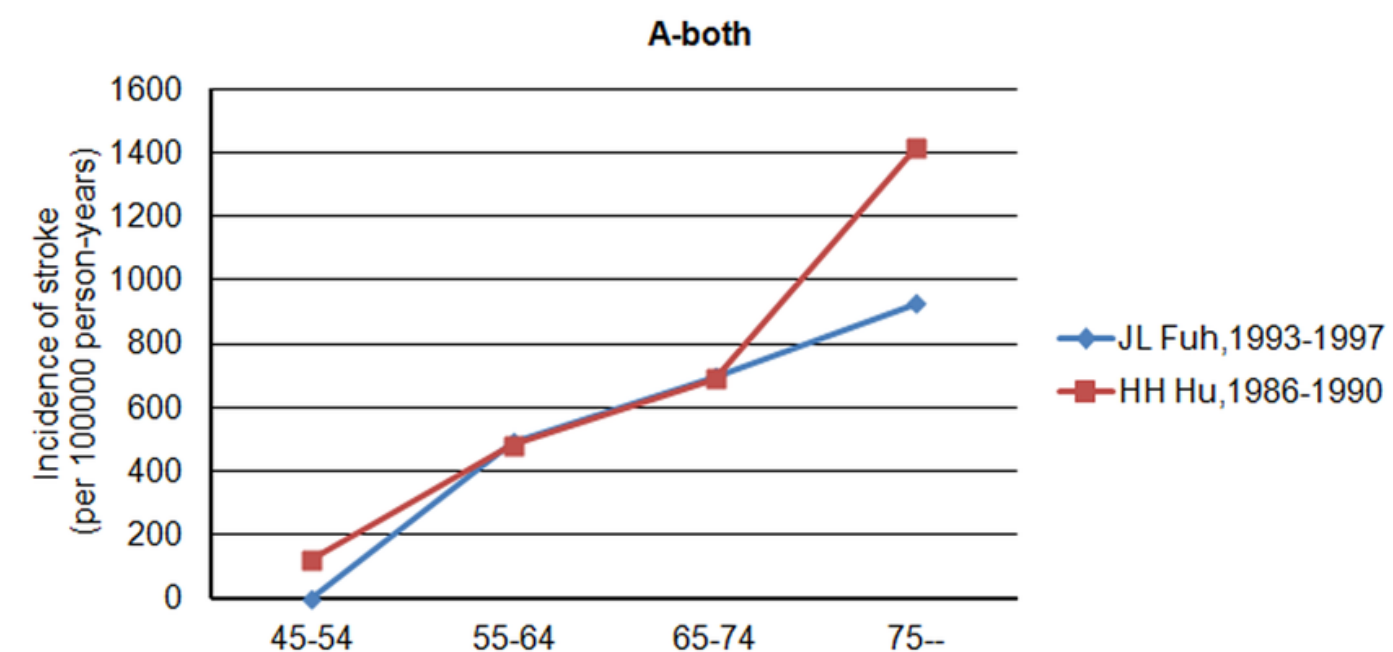


Explorations



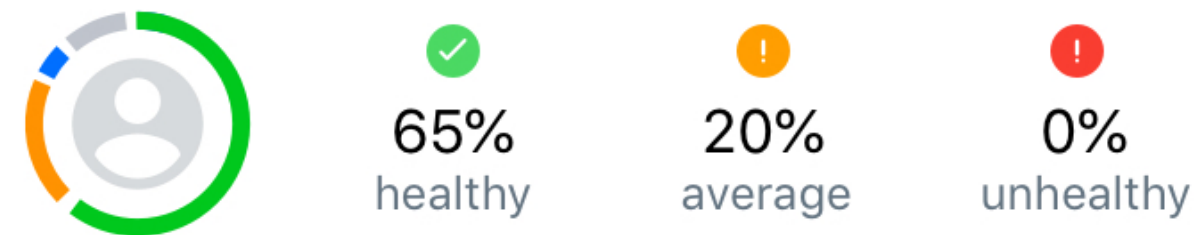
Layouts were text heavy and users didn't read as much as they should. I looked to add context and access to the disease charts.

Looking at spacing, colour, sub text. I looked at a lot of variations!



Overview

Chris, 55/100 of your results meet national guidelines or are better than average

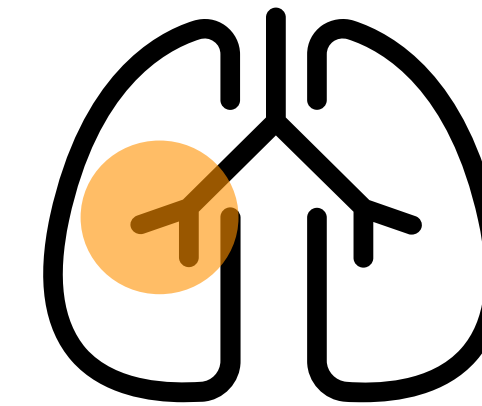


- Body**
View the health of 15 of your organs >
- Disease risk**
View your risk of 20 diseases >
- Actions**
View 5 actions for staying healthy >
- 5.9% of your organs are affected by pre-existing conditions

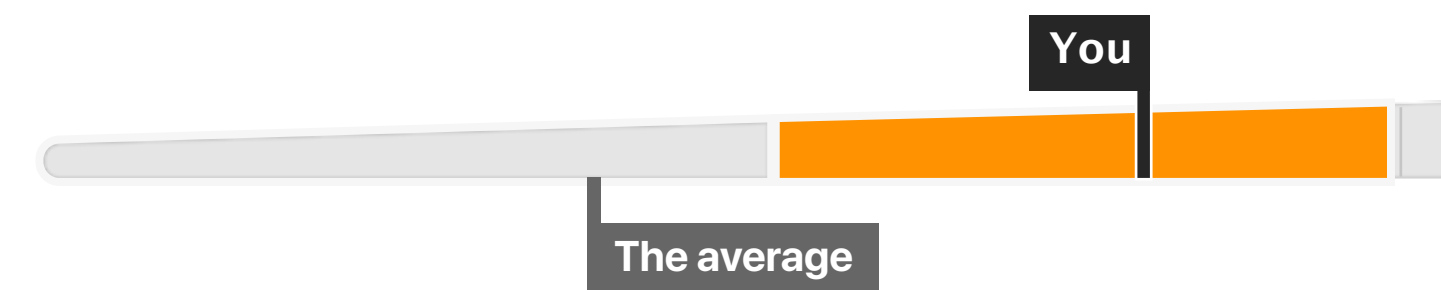
15% of your assessment is incomplete

[Complete assessment](#)

Added context to the overview with actions for the user to follow up on. The body to link into the twin, the risks (with profiles) and clear actions to follow.



Your estimated risk to develop Lung cancer is **13.4%**. This is above average for your age and gender.



0.0012% is the national average for your age and gender. This is considered low risk.


Explored and added a less detailed visual to support the clarity aspect.





84%
Healthy


16%
Concerning


0%
At Risk

 Your results are meeting the national guidelines
Update your HealthCheck >

 Chris, your results are meeting the national guidelines
Update your HealthCheck >

 Chris, 50/100 of your results are meeting the national guidelines
Update your HealthCheck >

 Chris, 52% of your results are meeting the national guidelines
Update your HealthCheck >

 Update your HealthCheck
84% Healthy 16% Concerning 0% At Risk >

Monitor

COVID-19 Tip

Try not to worry. Most people with COVID-19 can look after themselves well at home and will recover fully.



Chris, 50/100 of your results are meeting the national guidelines >

Update your HealthCheck



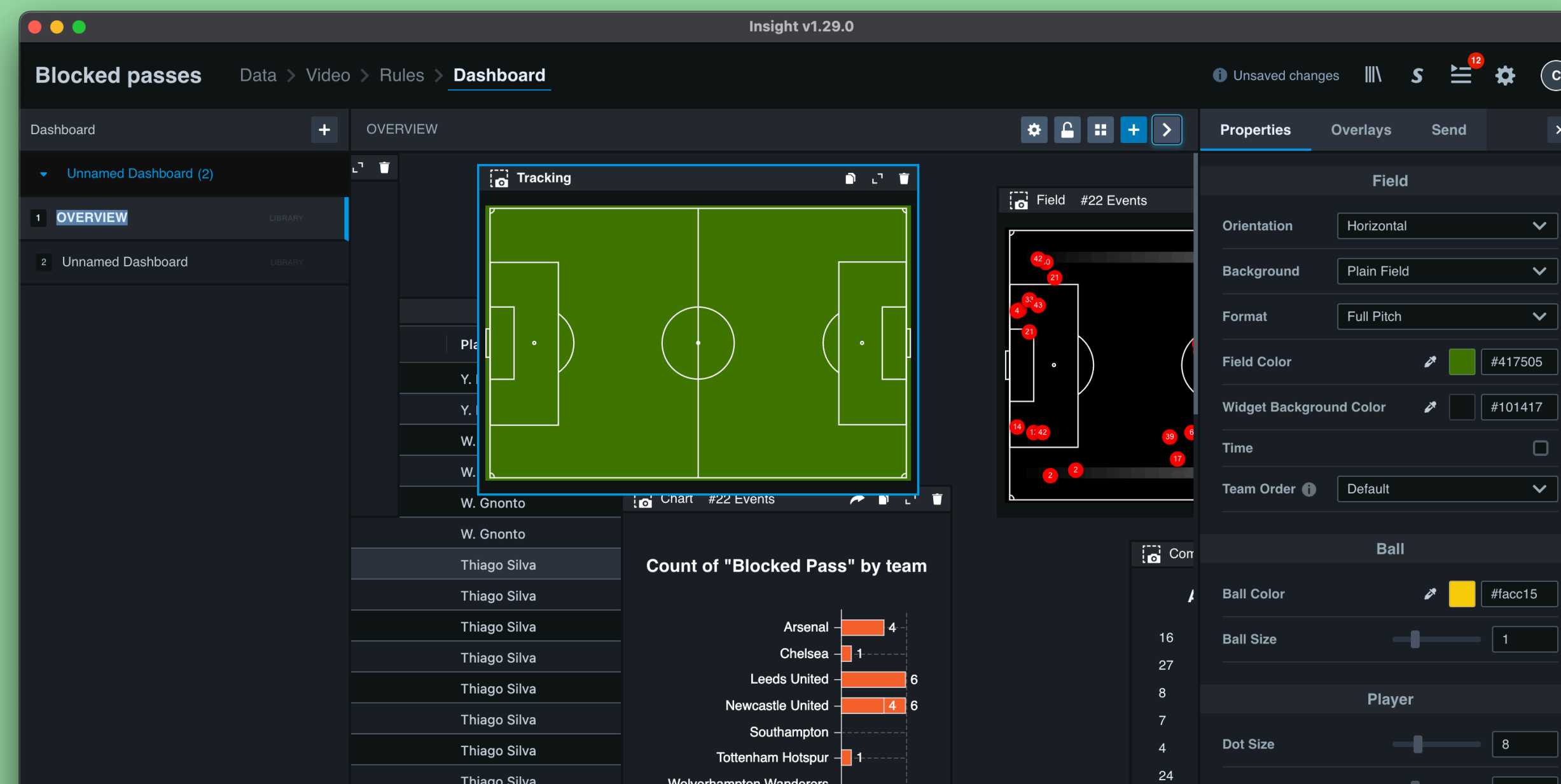
Dealing with Coronavirus (COVID-19) self-isolation

An example of the covid monitoring, including a health check reminder



Launching a Zero to One Hudl product

2021-2022



Insight v1.29.0

Blocked passes Data > Video > Rules > Dashboard

Dashboard OVERVIEW

Tracking

Field #22 Events

Count of "Blocked Pass" by team

Team	Count
Arsenal	4
Chelsea	1
Leeds United	6
Newcastle United	4
Southampton	6
Tottenham Hotspur	1
Wolverhampton Wanderers	6

Sequences #10 Sequences

1H 00:00 2H 98:27

Full Match

Properties Overlays Send

Field

Orientation: Horizontal

Background: Plain Field

Format: Full Pitch

Field Color: #417505

Widget Background Color: #101417

Time:

Team Order: Default

Ball

Ball Color: #facc15

Ball Size: 1

Player

Dot Size: 8

Text Size: 10

Stroke Width: 2

Highlight

Highlight: None

My Work

To assist teams - Coaches and Match Analysts - in assessing data quicker, I worked with an engineer to deliver the alpha concept of Insight: A new app capable of breaking down multiple games for analysis.

Key results

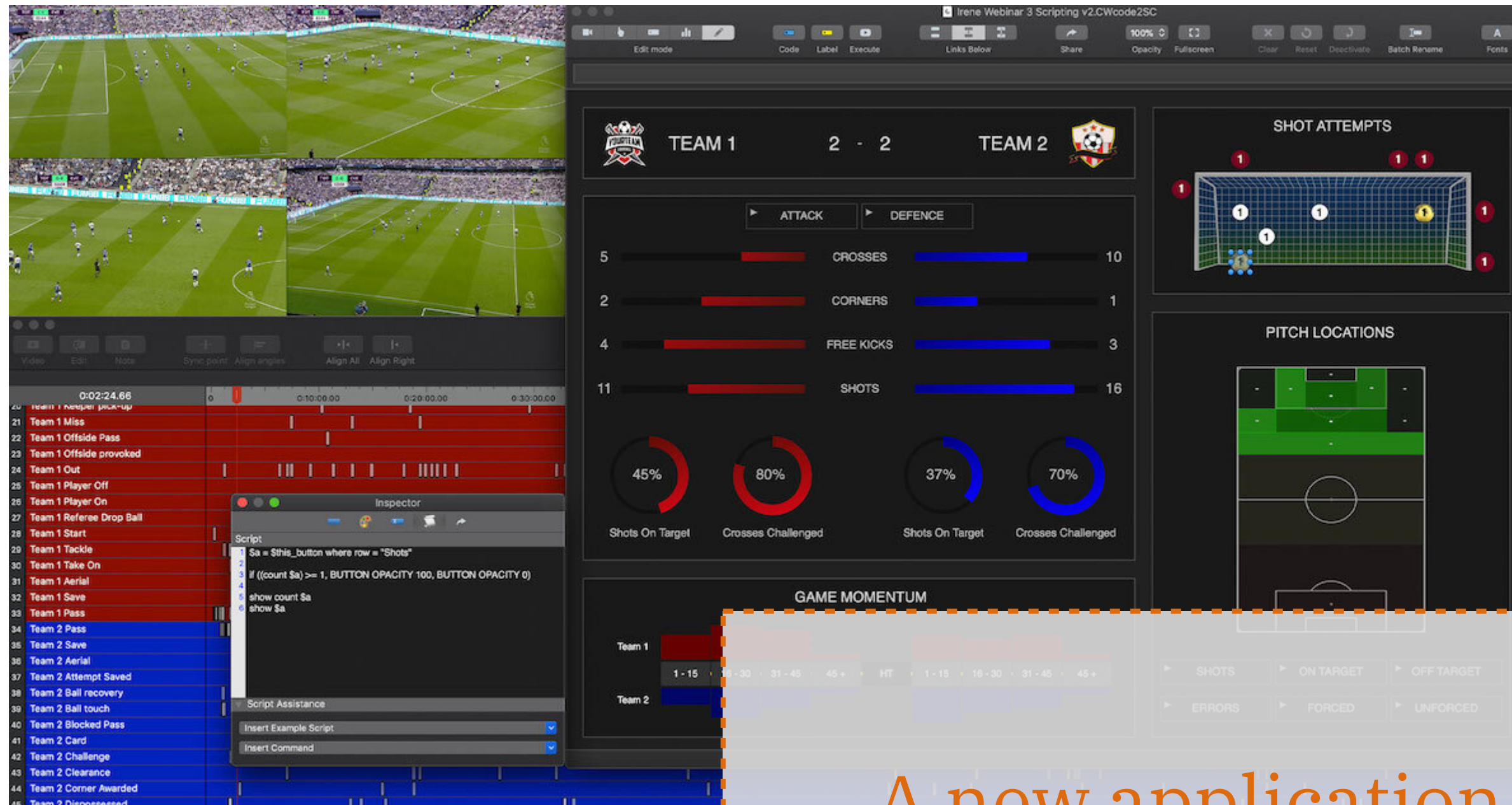
- Adopted by 3 top 5 league teams immediately on Alpha launch. Today half premier league has adopted Insight.
- Expanded into rugby, exploring expansion into basketball.

A vision to strive towards

Chris Clarke
Product Designer

Design Portfolio
2025

chrisclarkeuxd@gmail.com



A new application.
Connected to Sportscodel
but broader in analysis.

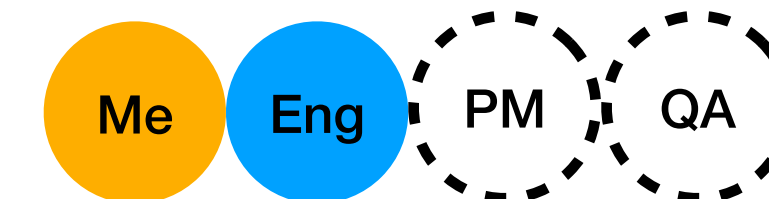
Hudl Sportscodel was a powerful tool, however it couldn't analyse multiple games simultaneously.

An engineer in the R&D group pitched an adjoining product to take the deep analysis and broaden it to a full season.

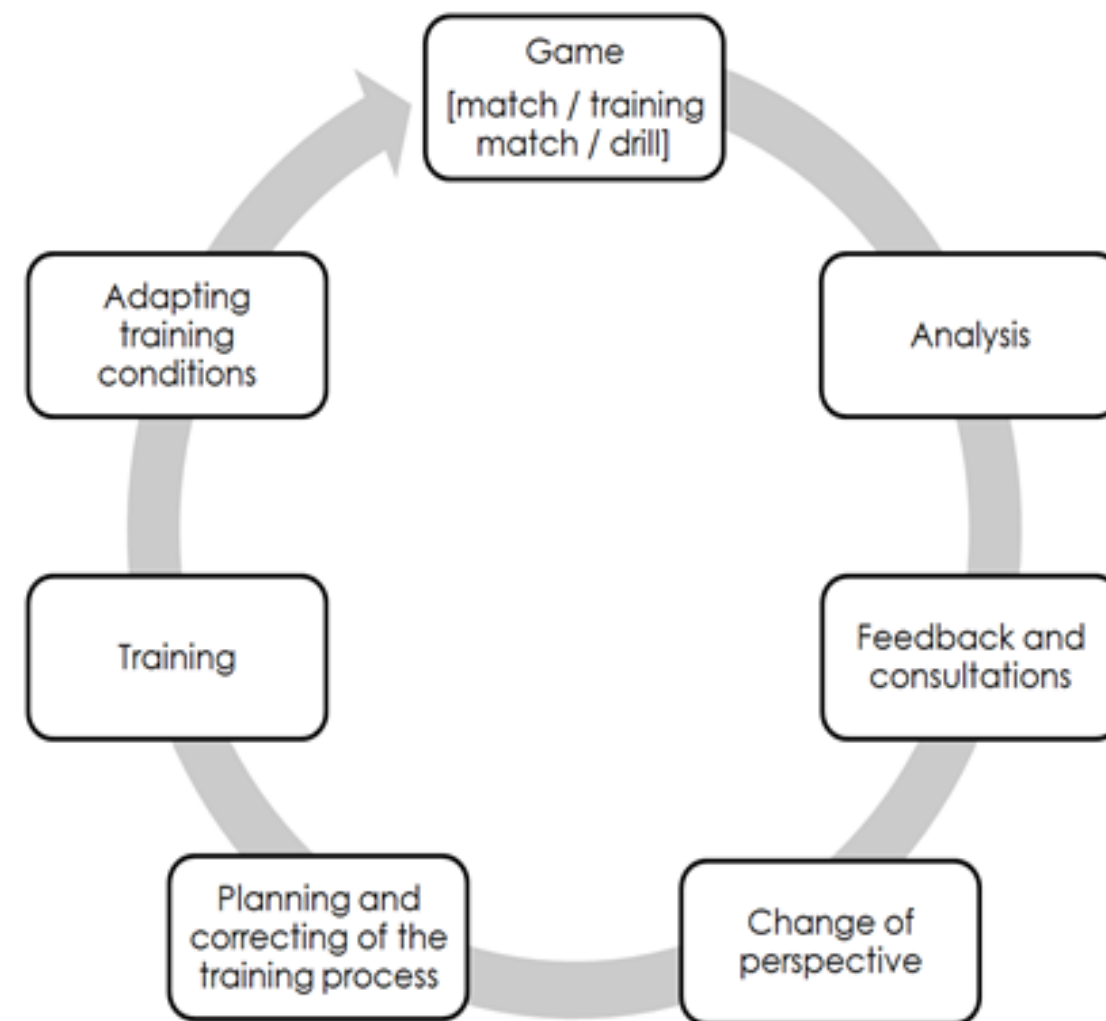
As one of the few designers in Elite, I leapt at the change to bring a zero to one product into the world.

This would expand Sportscodel's reach, but allowed me and the engineer to be really scrappy and experimental. We had part-time support from a PM and QA as well as stakeholders to keep us honest.

The whole process lasted approx. nine months.



Immediate aims



Capture workflows

Both of the customer and of the application we intended to build, to keep ourselves on track and focussed.

Build a core set of contactable customers

Pro sports is a challenge to get rapid feedback from, so having a small set of customers to relay regular prototypes and test to was crucial.

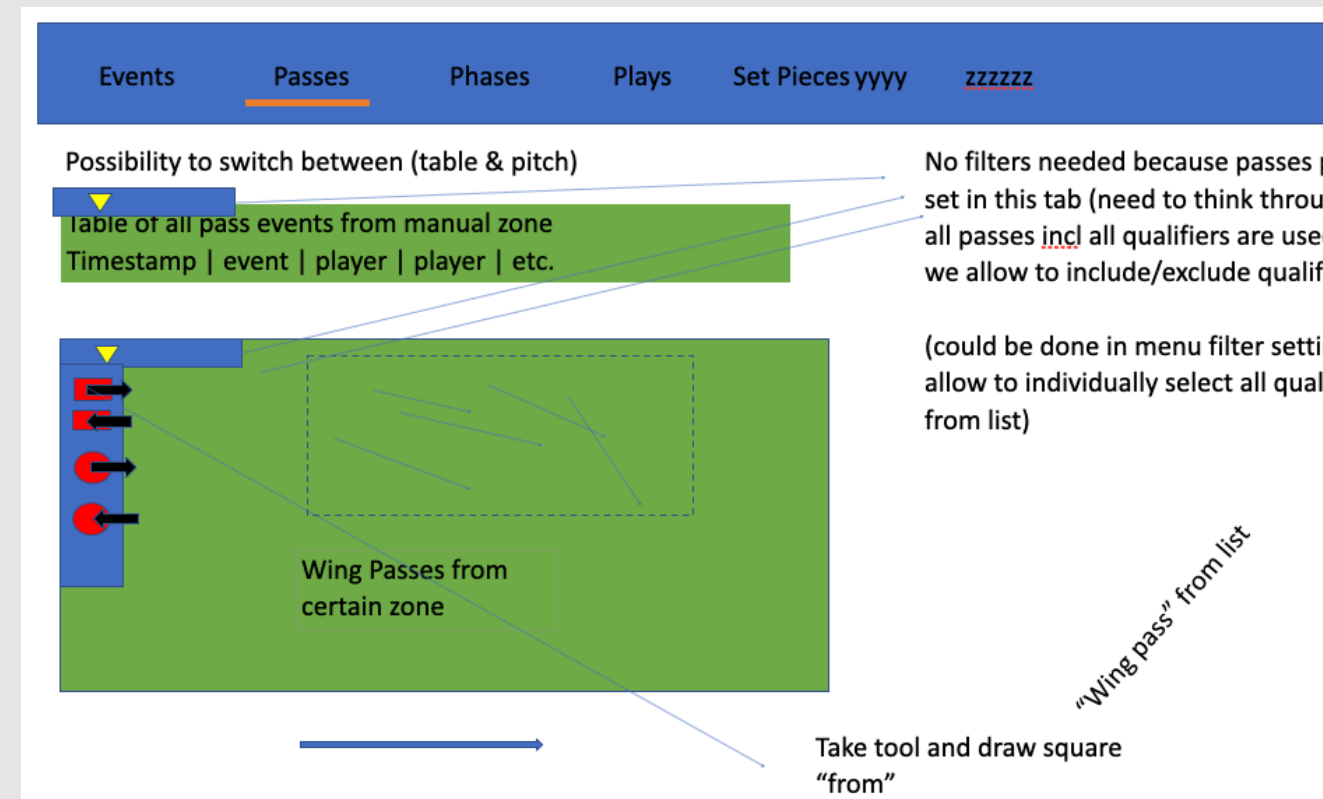
Process

Yes that is a powerpoint prototype I spun up in an hour!

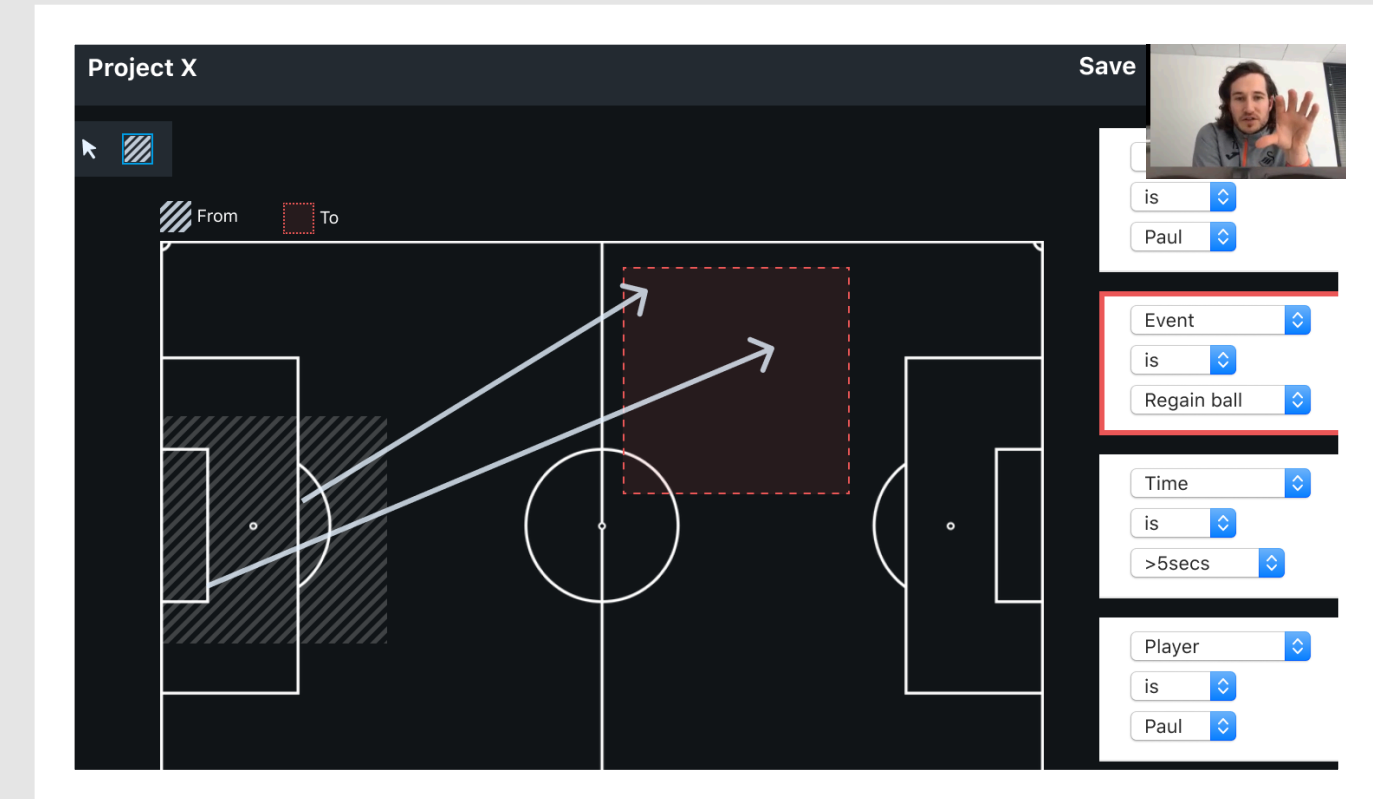
Chris Clarke
Product Designer

Design Portfolio
2025

chrisclarkeuxd@gmail.com



- Specific levels and criteria
 - Mentoring
 - Communicating
 - Problem solving
 - Systems thinking
 - Strong questioning
- Attitude
 - Low ego
 - Evidence based thinking - data informed
 - Experimental approach
- Behaviours
 - Shows up - self starter
 - Admits they're wrong
 - Takes feedback seriously not personally



Daily Workshops

Based on the company expanding through packages and new workflows, I delivered a vision to bring consistency to the multiple product experiences Hudl had, bringing all under one look at feel where possible.

I then drew out a vision deck, and presented to various stakeholders around the Elite Business Unit.

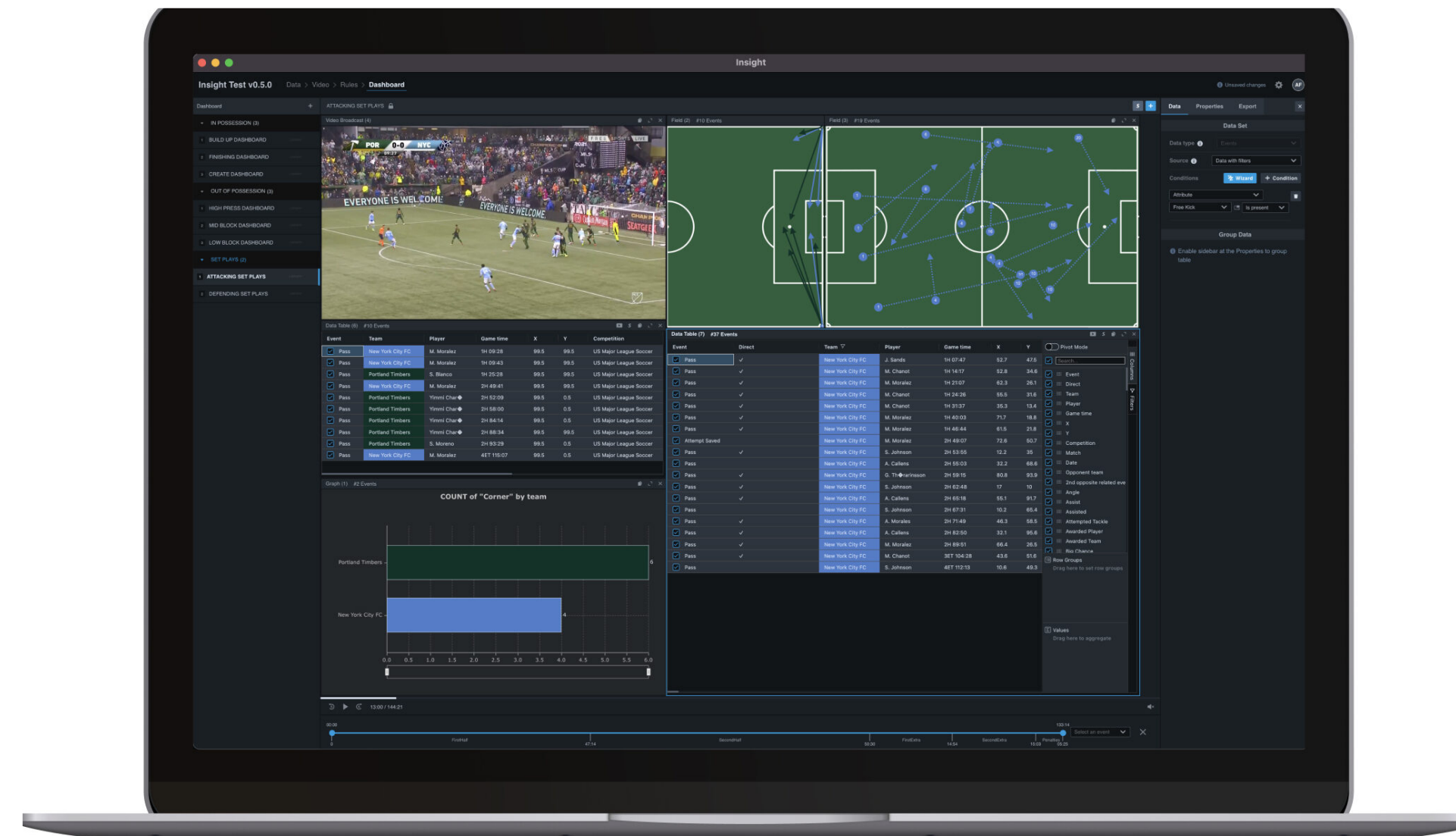
Rapid prototyping

I set my needs to the talent team for what a good design at Hudl would need including: adaptable to change, self-starter and forward thinking mindset.

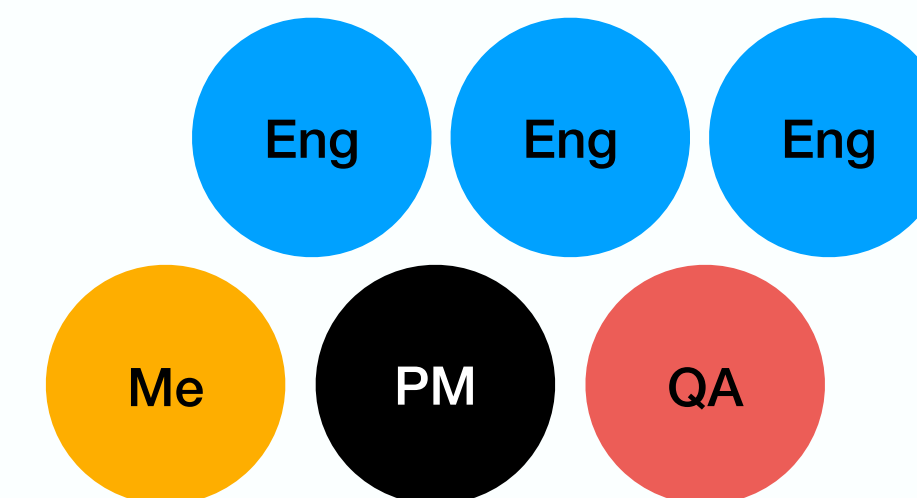
I then setup squads for success in accommodating a designer but ensuring their roadmaps had sufficient design needs, challenging UX and UI to tackle and clear idea of what a designer can offer and what stages.

Customer feedback & Iterate

The whole process took weeks to implement and we had our first Alpha in front of customers in 3-4 months. From that it was exploration in both design and engineering



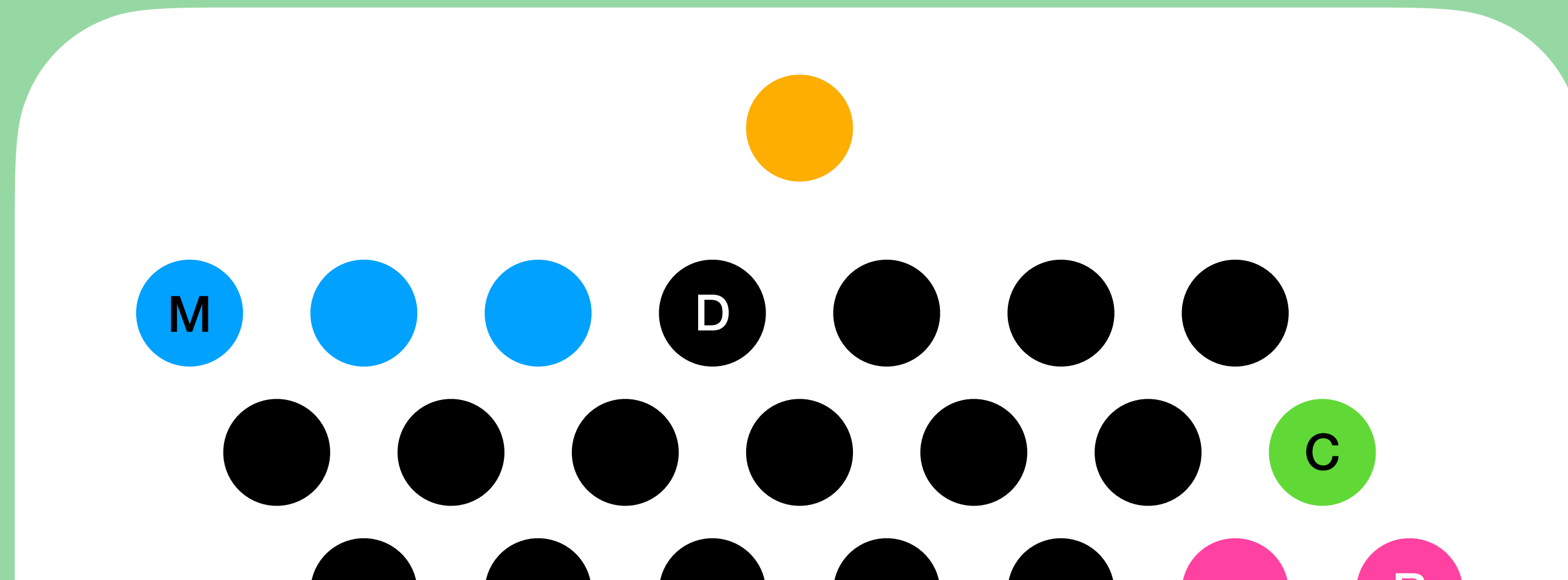
The product was launched in 2022, with 3 of the 5 core alpha users staying. That's now half the premier league!

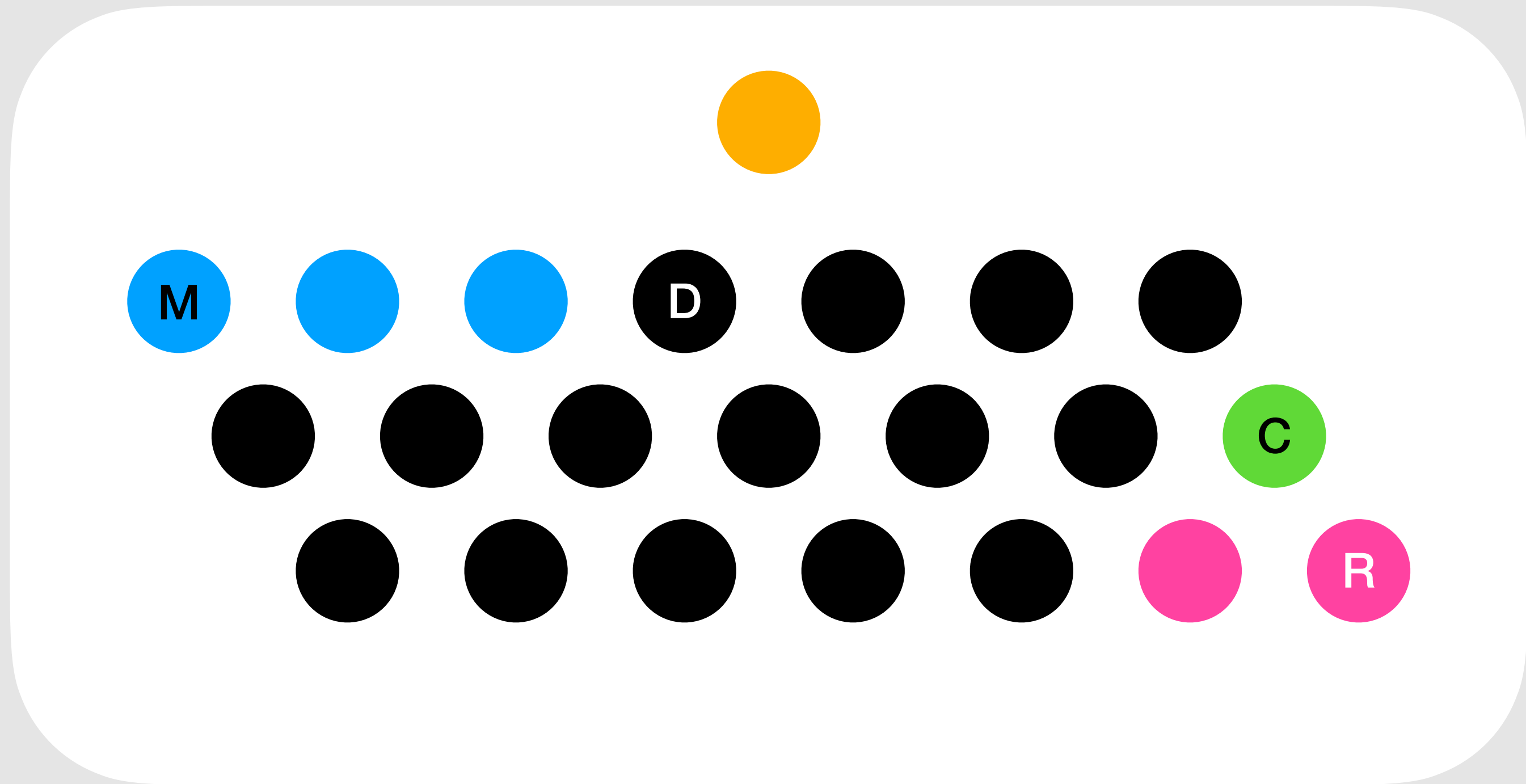


Beyond the Alpha launch, we established a proper squad with a PM, QA and more engineers.

Building a design team in Elite sports

2022 - Present





My Work

Upon moving into a leadership role in 2022, I built up a design team from 3 to 21 to support the rapid scaling of the Elite Business Unit.

Key results

- Designed and implemented a 3 year design vision.
- Setup design processes and ways of working
- Clear hiring philosophy for recruitment
- Intern program to facilitate long term pipeline

Hudl, a quick history

Chris Clarke
Product Designer

Design Presentation
2025

chrisclarkeuxd@gmail.com



In 2020 I joined Hudl: A SaaS company for professional sports organisations.

Hudl aims to **'Make every moment count'** for its customers, creating a seamless and efficient experience for Video and Data usage across its platform.

For the business, Hudl makes its revenue with annual subscriptions of product packages from organisations.

The main business outcome was driving more revenue through growing those packages with new products and workflows, creating a single platform.

My Role

In 2022 my role in design adapted to not only deeply understand all customer workflows but build a team philosophy that could scale with the ambition.

wyscout  hudl sportscode



Replay



Coda

During 2020 Hudl Elite's product suite looked like this



wyscout



RECRUIT



wimu



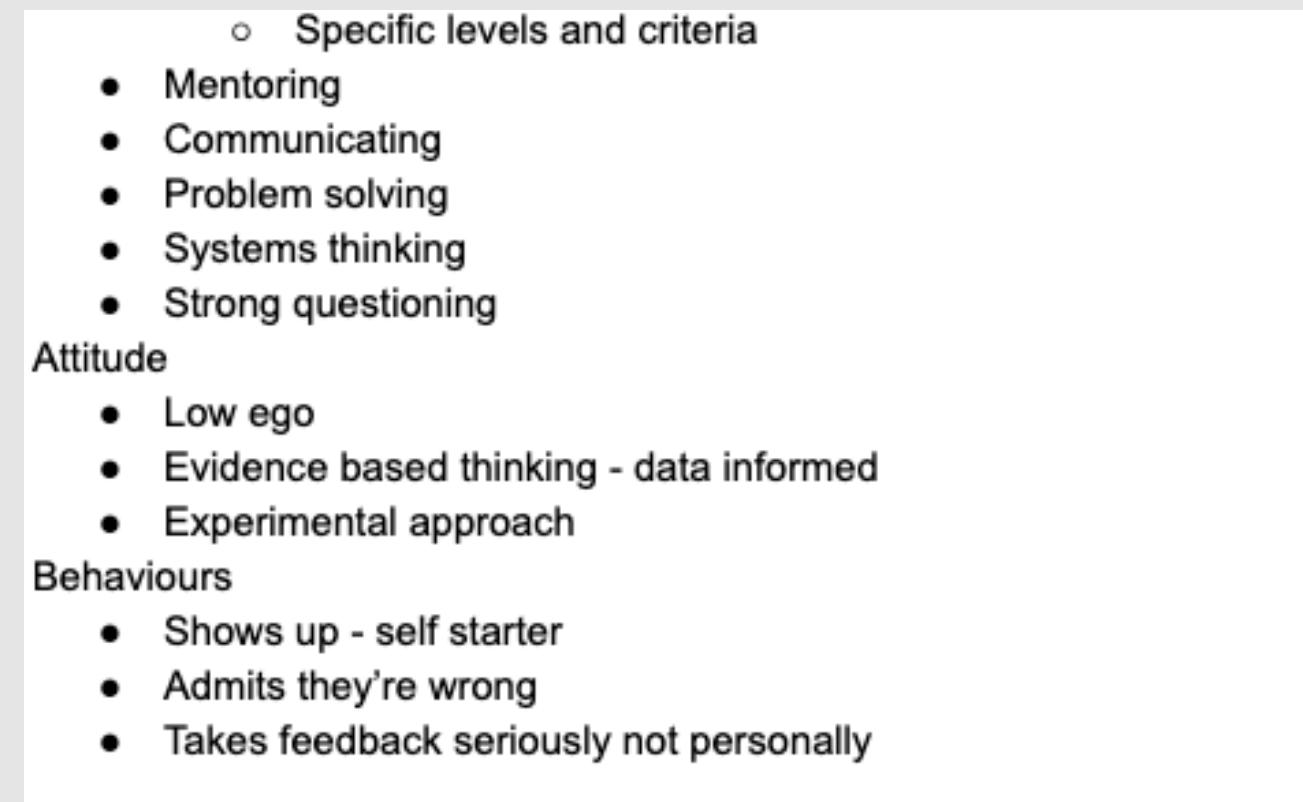
Now in 2025 it's scaled to 13. I scaled the design team to accommodate



Step 1: Set a design vision

Based on the company expanding through packages and new workflows, I delivered a vision to bring consistency to the multiple product experiences Hudl had, bringing it all under one look and feel where possible.

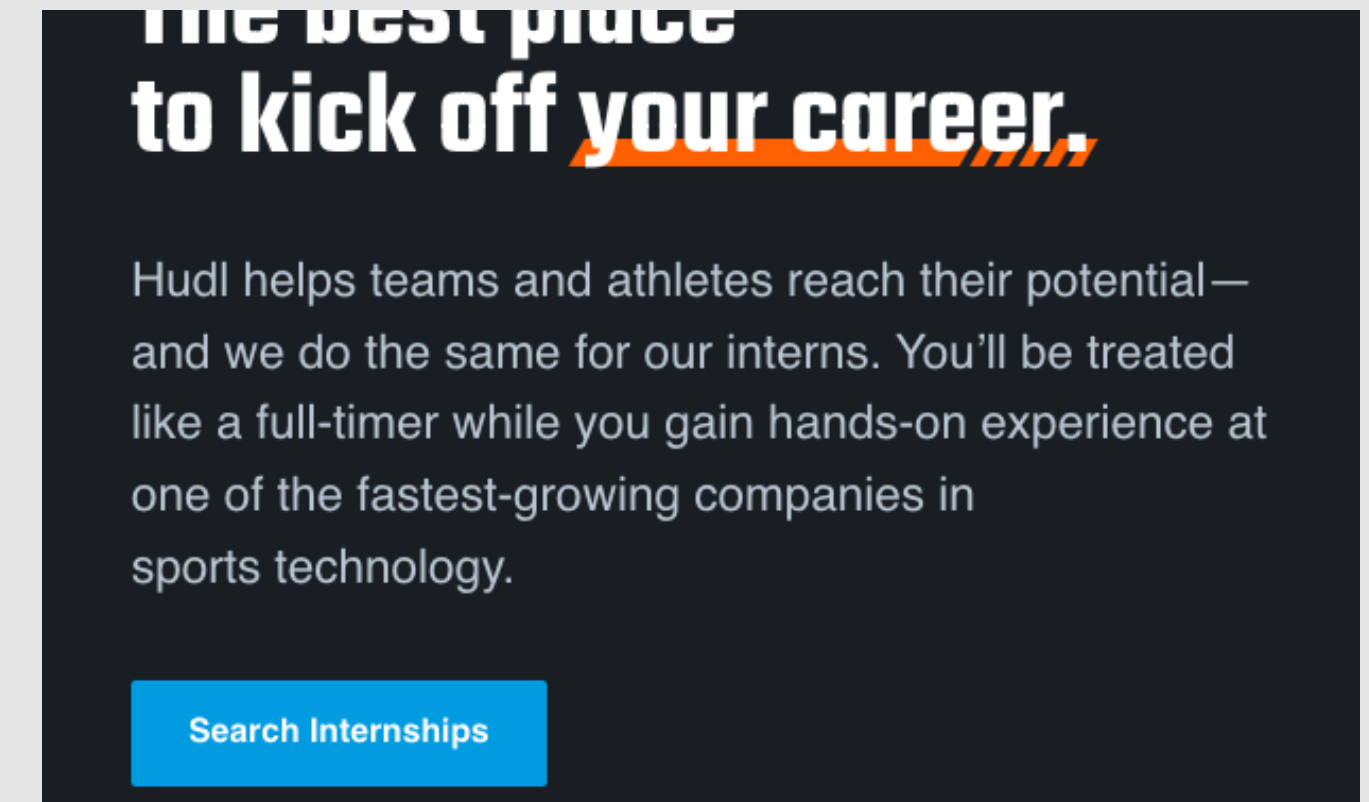
I then designed out a vision deck, and presented it to various stakeholders around the Elite Business Unit for buy-in.



Step 2: Set a hiring philosophy

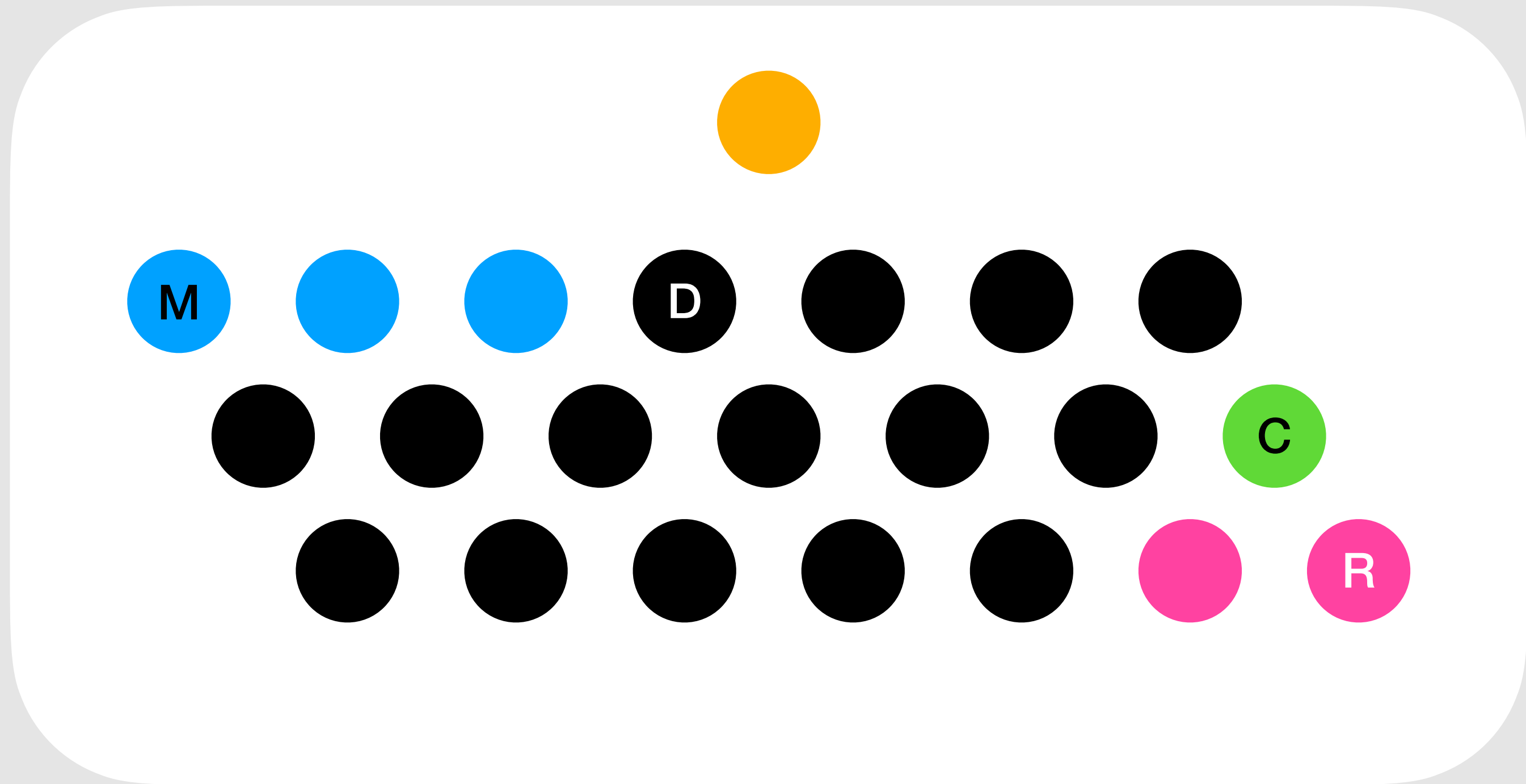
I set my needs to the talent team for what a good design at Hudl would need including: adaptable to change, self-starter and forward thinking mindset.

I then setup squads for success in accommodating a designer but ensuring their roadmaps had sufficient design needs, challenging UX and UI to tackle and clear idea of what a designer can offer and what stages.



Step 3: Created an intern pipeline

Finally I set up a first in Hudl UK: An intern program for design. So far there's been 5 interns hired for summer programs, resulting in 2 full hires into the team (one has been promoted to Product Designer).



My Work

Upon joining Hudl in 2020, and moving into a leadership role in 2022, I built a design team from 3 to 21 to support rapid scaling of the Elite Business Unit.

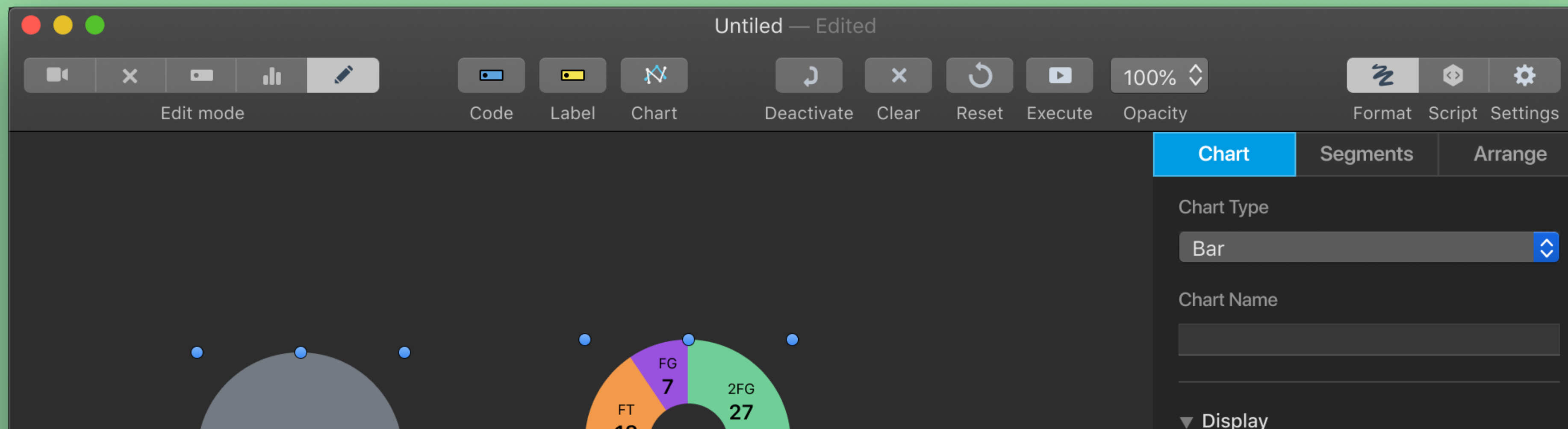
Key results

- Delivered design vision
- Setup design processes and ways of working
- Clear hiring philosophy for recruitment
- Intern program to facilitate long term pipeline



Bringing Hudl Sportscode's customers closer to the data

2020 - 2022



Untitled — Edited

Edit mode Code Label Chart Deactivate Clear Reset Execute Opacity 100% Format Script Settings

Chart 001

Shooting

Category	Value
FT	18
FG	7
2FG	27
3FG	48

Chart Type: Bar

Chart Name:

Display: Both X and Y Axis

Display Numerical Axis Values

Show Data Point Names

Gaps: Between bars: 2%

Border: No border fill, 2 pt

My Work

To assist teams - Coaches and Match Analysts - in assessing data quicker, I created visual aids such as charts and graphs, enabling teams to get closer to decision-making in Hudl Elite's largest product: Sportscodel and the Code Window.

Key results

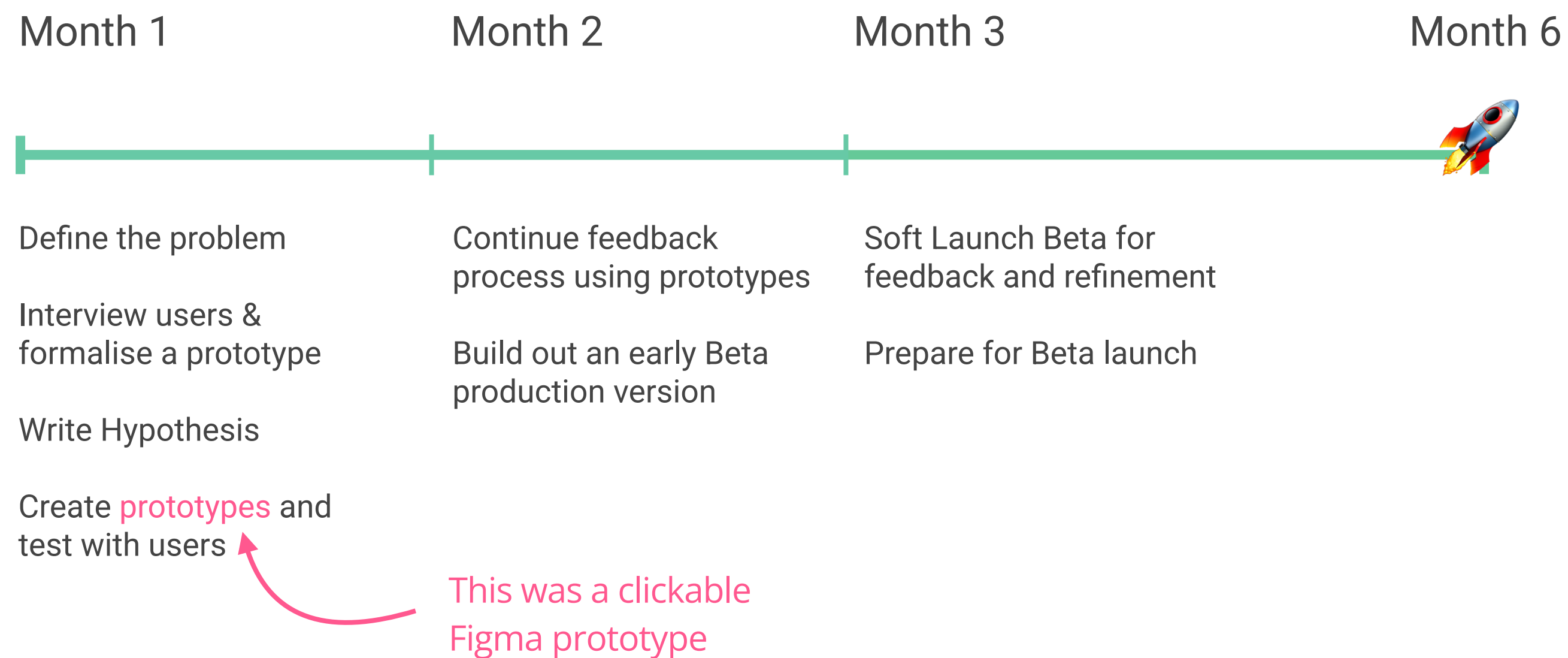
- Ideation to BETA in 3 months.
- All 20 premier leagues used 1 chart before every match. Many more teams worldwide.
- CSAT score consistent above 75% with limited support calls relating to it.

The team & process

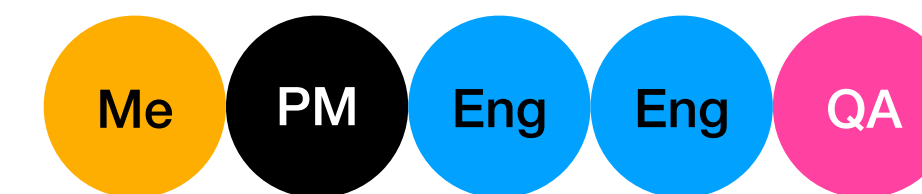
Chris Clarke
Product Designer

Design Portfolio
2025

chrisclarkeuxd@gmail.com



The whole setup was quite standard and the process kept lean. I spent the majority of my time in the first 3 months setting up discovery and interviewing. The engineers worked out how to translate the subjective data to charts.

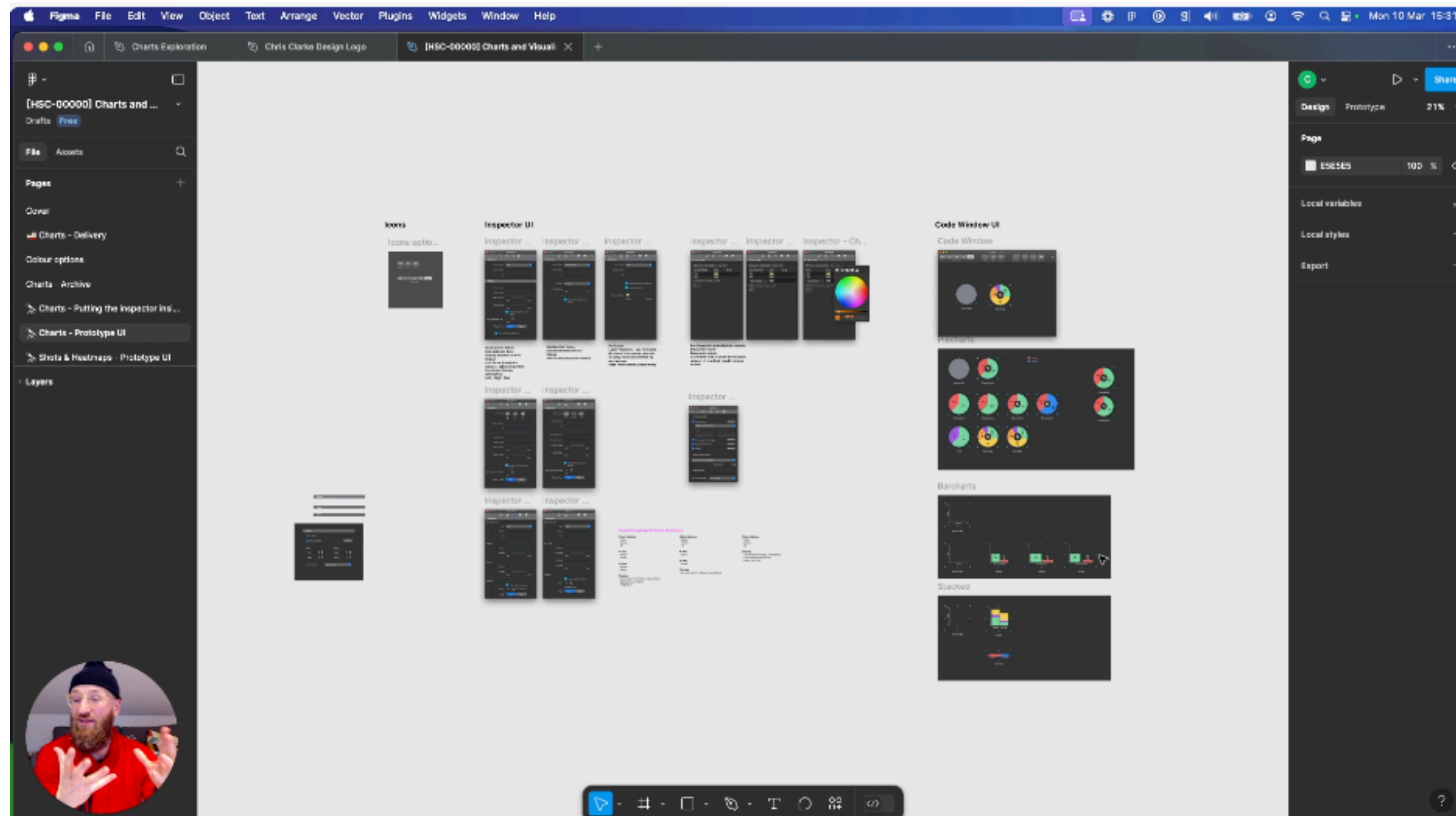


The team & communication

Chris Clarke
Product Designer

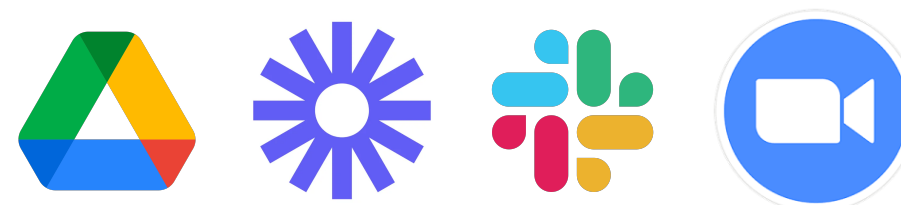
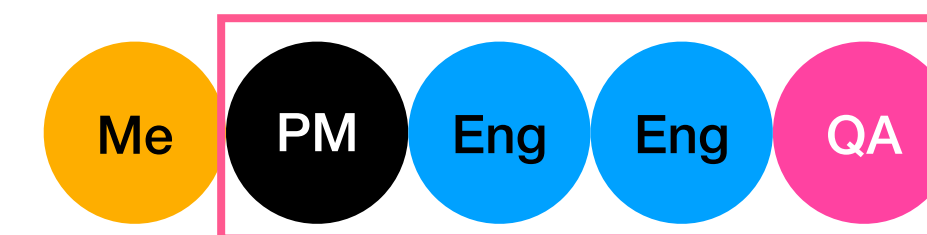
Design Presentation
2025

chrisclarkeuxd@gmail.com



Apart from me, the whole team was based in Sydney. So there was a lot of over communication in Slack, sending Loom videos and detailed Figma prototypes and documents shared.

I loved the extra detail that brought about. Making sure everyone was clear generally before speaking.

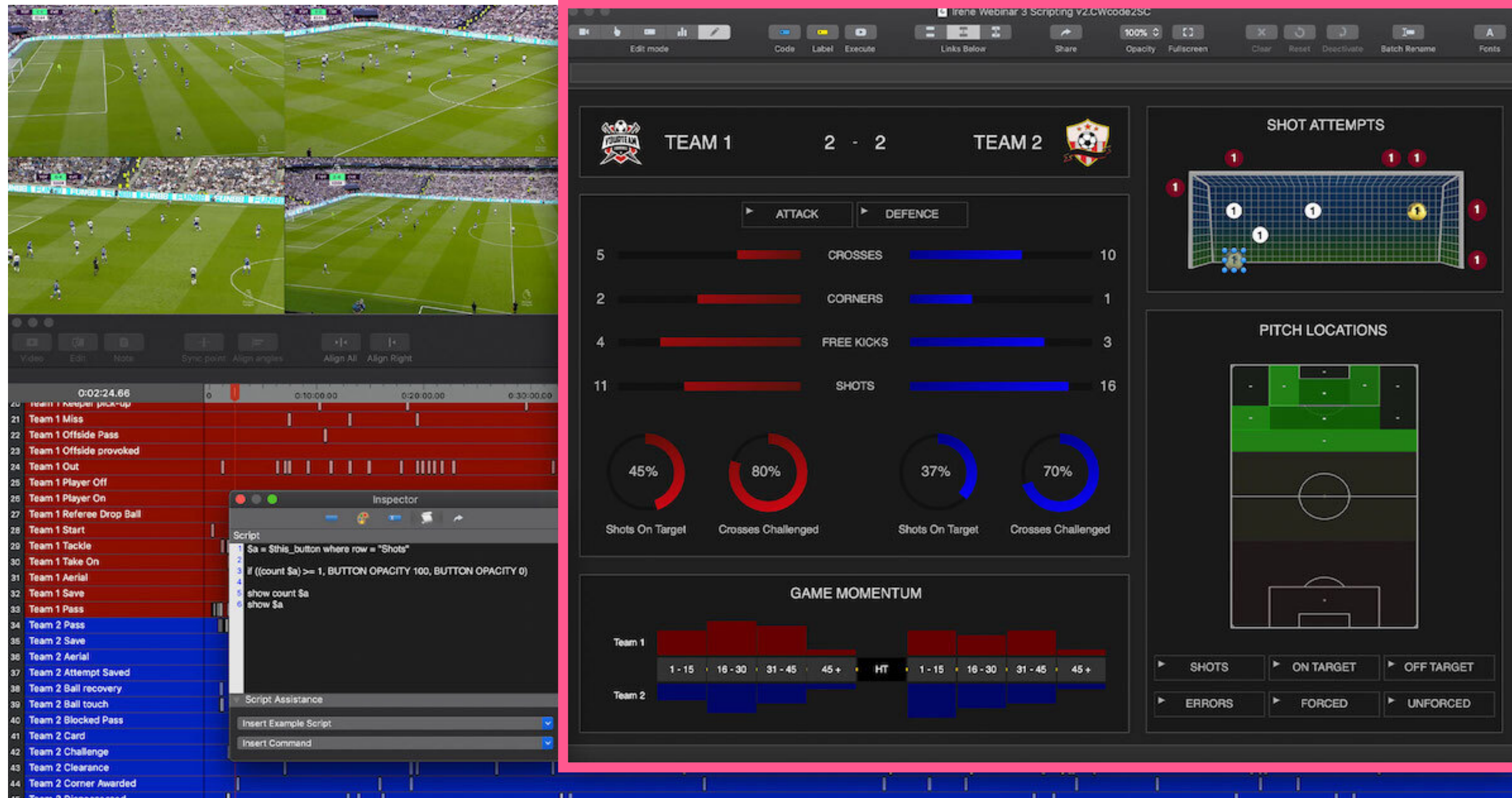


Hudl Sportscode and the Code window

Chris Clarke
Product Designer

Design Portfolio
2025

chrisclarkeuxd@gmail.com



I spent most of my time from 2020 to 2022 working on Sportscode: My Business Unit's largest commodity.

It generated a large amount of ARR at the time of joining and had a very opinionated and passionate customer base.

In those two years I spent a lot of time speaking to customers to understand workflows and making those workflows more efficient, most of which revolved around the **Code Window**.



This product was primarily used by match analysts for live and post-match analysis.

futsal_team_v7 — Edited

Code mode Execute Code Label Links Hidden

BARCELONA Offence

#2 Alcaro	
Blocked	Missed
Goal	Saved
Turnover	Assist
Foul	

#5 Santana	
Blocked	Missed
Goal	Saved
Turnover	Assist
Foul	

#13 Joselito	
Blocked	Missed
Goal	Saved
Turnover	Assist
Foul	

Set Piece

#11 Ferrao	
Blocked	Missed
Goal	Saved
Turnover	Assist
Foul	

#1 Sedano	
Blocked	Missed
Goal	Saved
Turnover	Assist
Foul	

Direct Free Kick	Penalty	Deflection
Corner	Indirect Free Kick	Misc
Off the Dribble	Assisted	

LUPARENSE Stats

Blocked	Missed	Turnover	
Goal	Saved	Foul	
Direct FK	Indirect FK	Corner	Penalty

Plays

Diamond	Square	'Y'
4-0	-	-

OFFENCE
DEFENCE

0 - 0

OCONNELLCODES
SportsCode Analysis Solutions

2 Team Complex Football (XY coupled 2)

Edit mode Execute Code Label Share Links Hidden Batch Rename Actions Report Matrix Hotkeys Inspector Settings

SC PADERBORN 07 e.V. BUNDESLIGA MATCH 16 BENTELER ARENA PADERBORN 0 - 1 B.DORTMUND HALF 1 MINUTE 23 PADERBORN 11 v 11 B.DORTMUND BVB 09

Start End

Passing X/Y

One Off X,Y (Regain/ Crosses/ Shots)

B.Dortmund Structured Possession

B.Dortmund ATT L	B.Dortmund ATT PA	B.Dortmund ATT R
B.Dortmund AM L	B.Dortmund AM LM	B.Dortmund AM RM
B.Dortmund DM L	B.Dortmund DM LM	B.Dortmund DM RM
B.Dortmund DEF L	B.Dortmund DEF PA	B.Dortmund DEF R

B.Dortmund Turnover

Foul Against	GK Action	Interception	Sideline	1v1 Lost	End Line	Restart	Throw In	Corner Won	Free Kick
F	L	G	J	H	K	C	V	B	

Goal Kick Shot Off Shot On Goal Blocked Shot Save

Cross Corner Free Kick Throw In Counter Attack Referee Bench Clips Medicals

Automatic

- B.Dortmund Goals
- B.Dortmund Shot Off
- B.Dortmund Shot On
- B.Dortmund Cross
- B.Dortmund Corner
- B.Dortmund Free Kick
- B.Dortmund Throw In
- B.Dortmund Counter Attack
- B.Dortmund Goal Kick

These Code Windows were very data heavy, and hard for coaches to understand. As it's an open sandbox, the analysts can create whatever they want. They'd go full on data detail, then lots of manual effort on their end to make it understandable for others.

I started speaking to teams (**1st team analysts specifically**) about analysing the coded data. It became quickly clear that coaches wanted to analyse the data come with less effort. So me and my PM met with several teams to delve into this. To do this I setup a research brief so I was aligned with my PM on how we wanted to tackle the problem.

Design Research Brief

This brief aims to collect the information needed to help understand *what* is needed and *why*. This will inform us *how* to approach the work and create a research plan. Please add as much information as you can and talk to your researcher about any questions you may have. We will finalise the document together.

Context

Why is it important for us to conduct this study? What context do we need to know in order to create a good plan? How does this piece of work fit into the bigger business picture?

Start with what we know

What do we already know? Is there existing research or knowledge we can use?

Aims & Expected Impact and Outcomes

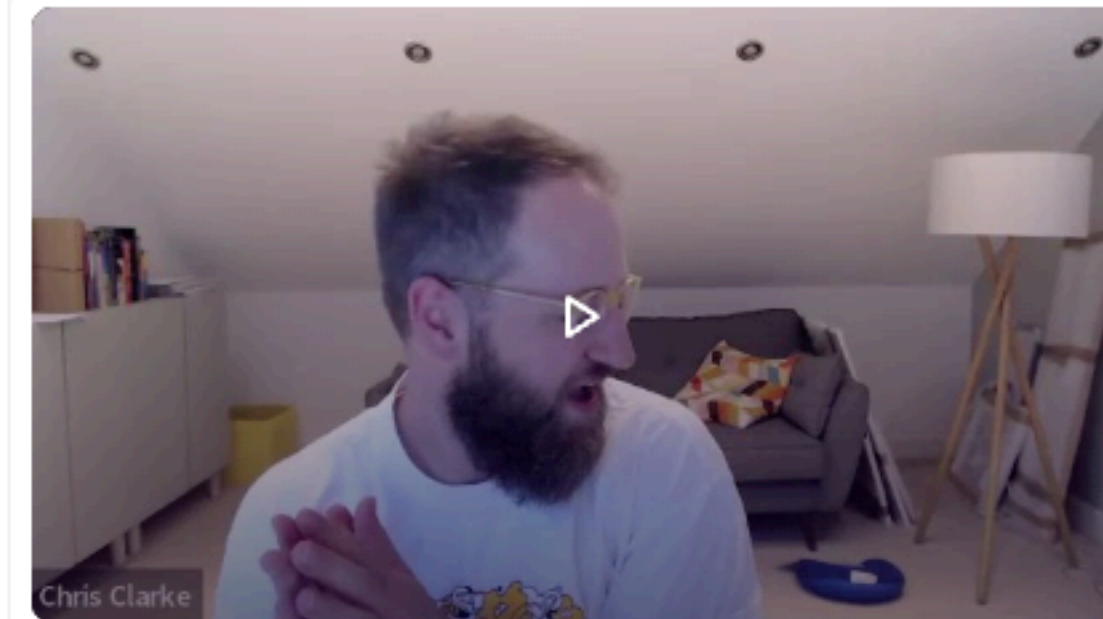
How will this be used? How will this be shared with others?

What do you want to get out of this research? *E.g. inform the development/improvement of X.*

What will we be able to do as a result of these insights? This can be general (*ie inform*

Hudl had a lot of internal experts too, I wrote a lot of briefs with a key research question to keep folks on the discussion topic of making better decisions.

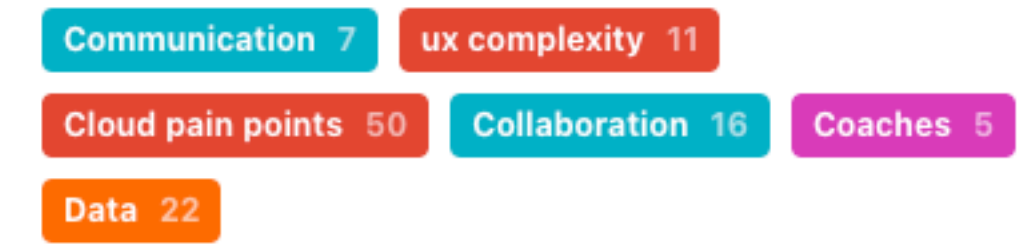
2. What is the learning curve of...
3. What do people think about...



[Elite] [WIMU] Human Performance - Customer interviews

Melbourne FC

The other thing from what Nick was saying is basically just comes down to there. Once those guys have given us all the information, the pop performance manager, he'll just speak to in a coach, meeting in the morning, two minutes and say these players are, and it'll just be these places. They're all flags. These plays are all good. These guys check with the doctor and it's like, this is, it is what it is. And then, yep. Okay, cool. And then that's literally what it comes down to is a two minute thing of the high performance manager basically saying these are the guys that are out and it's just accepted, trusted, simple. Right.

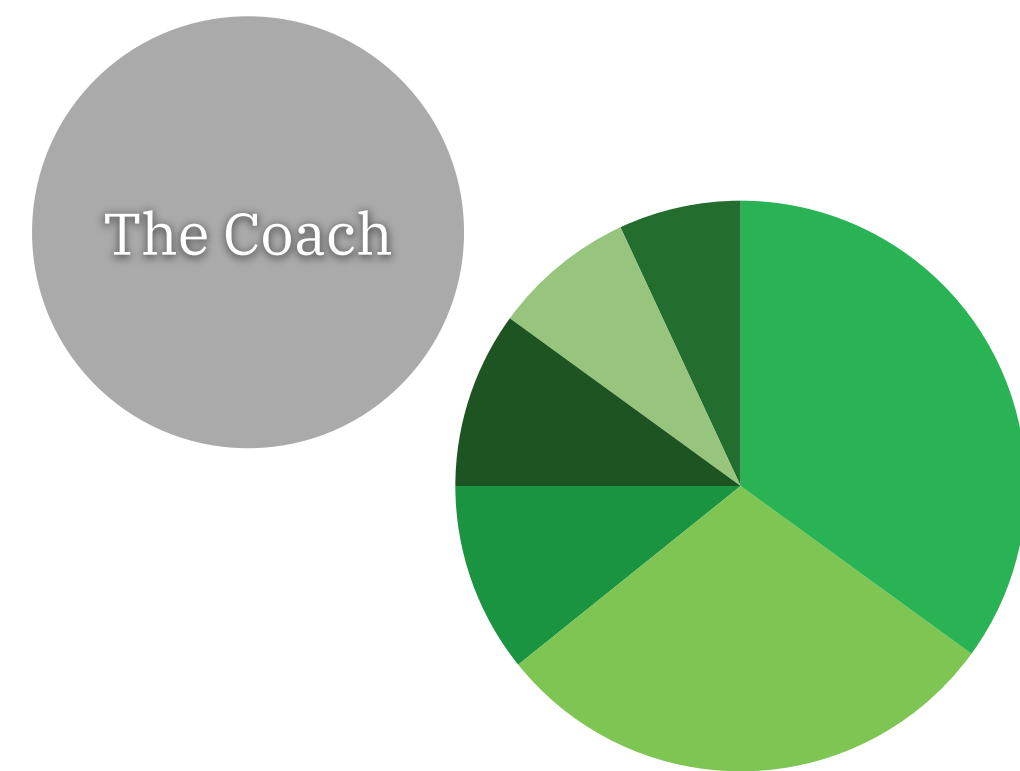


"Can we put our team colours on the charts?"

Can we have this really specific data point visualised?

Balancing clarity with flexibility

The code window was a sandbox of any idea the user wanted to present if they had the data. The possibilities were huge. With that came a lot of ideas of how to present the data with lots of labels and numbers and choices. I worked hard to keep the value in the core need: **Getting the user to see the outcome to make quicker decisions.**

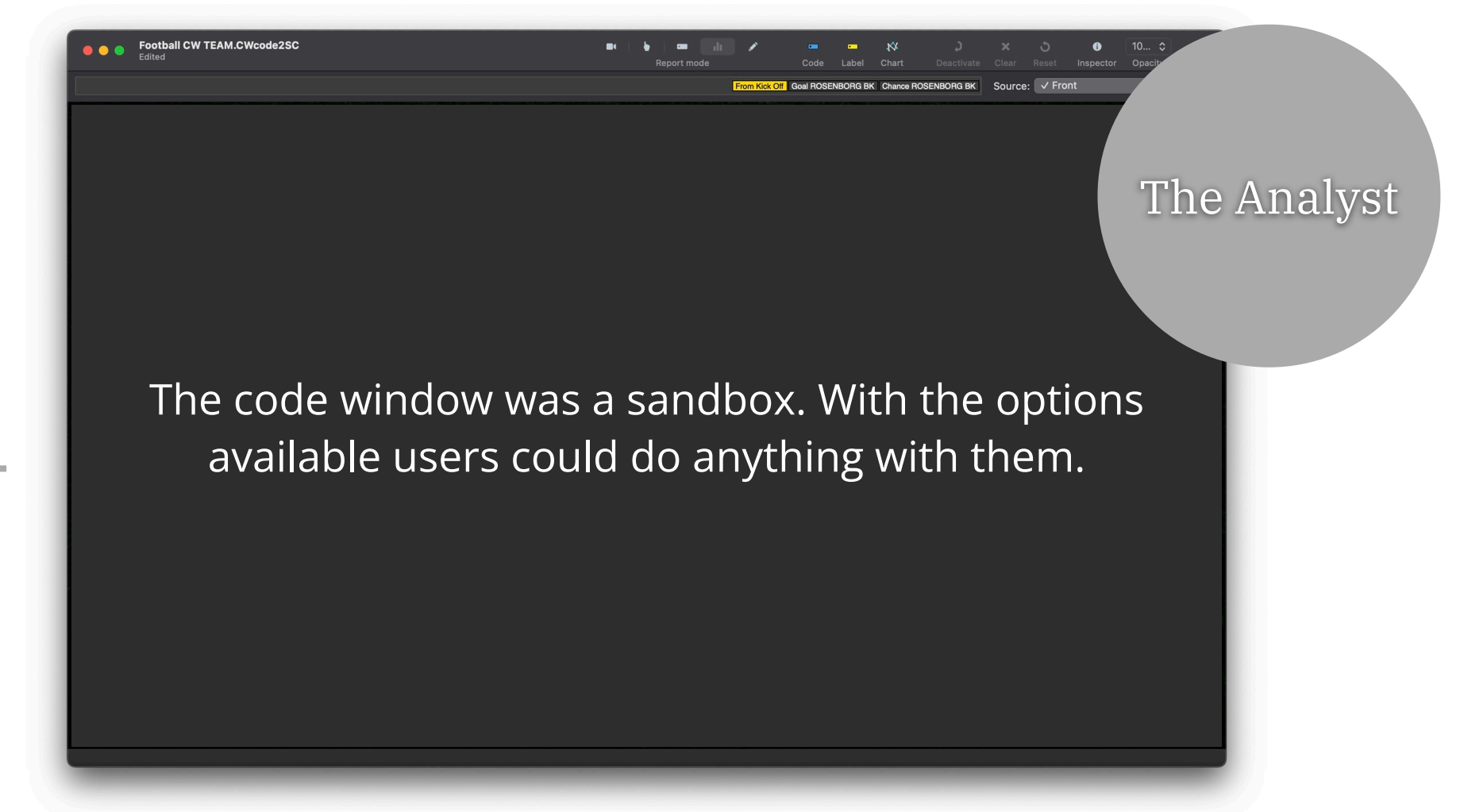


The balancing act

Visual clarity without removing too much detail

Cleaned up decimals, angle and size of the data.

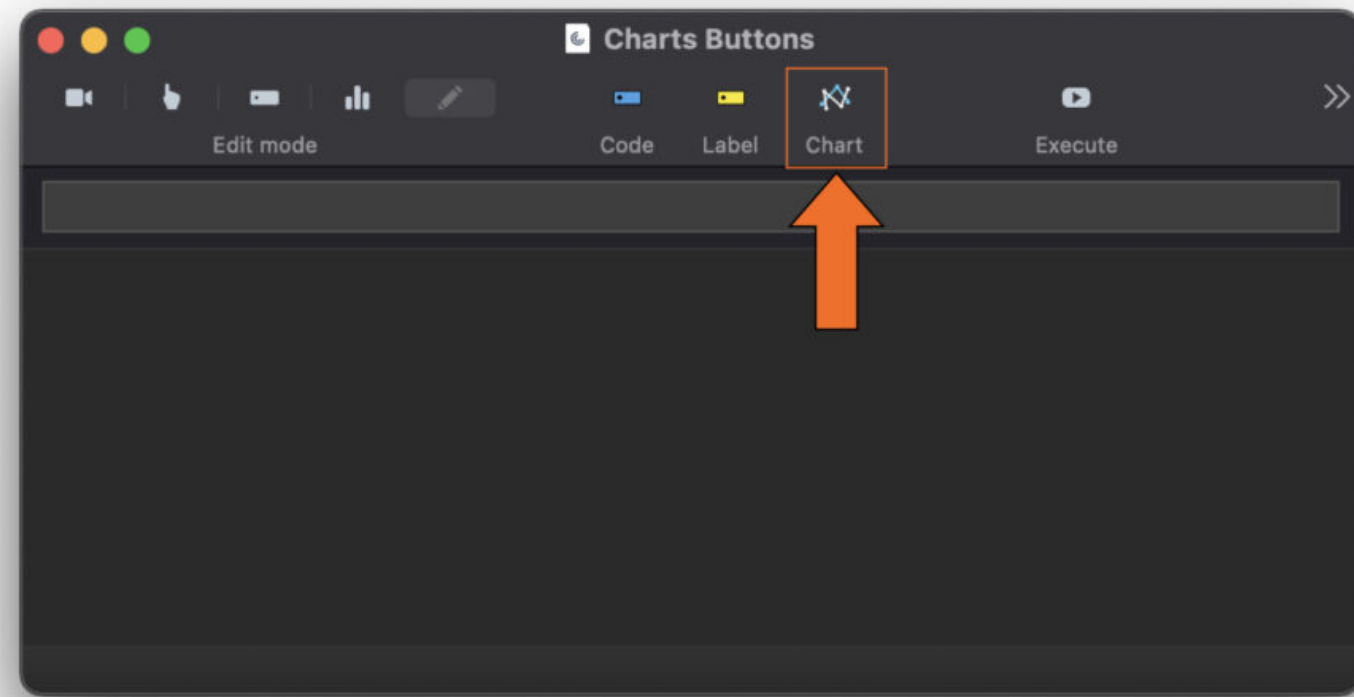
Wayfinding. When a user clicks on a data point it opens video, so becomes a remote control. The requirements change...



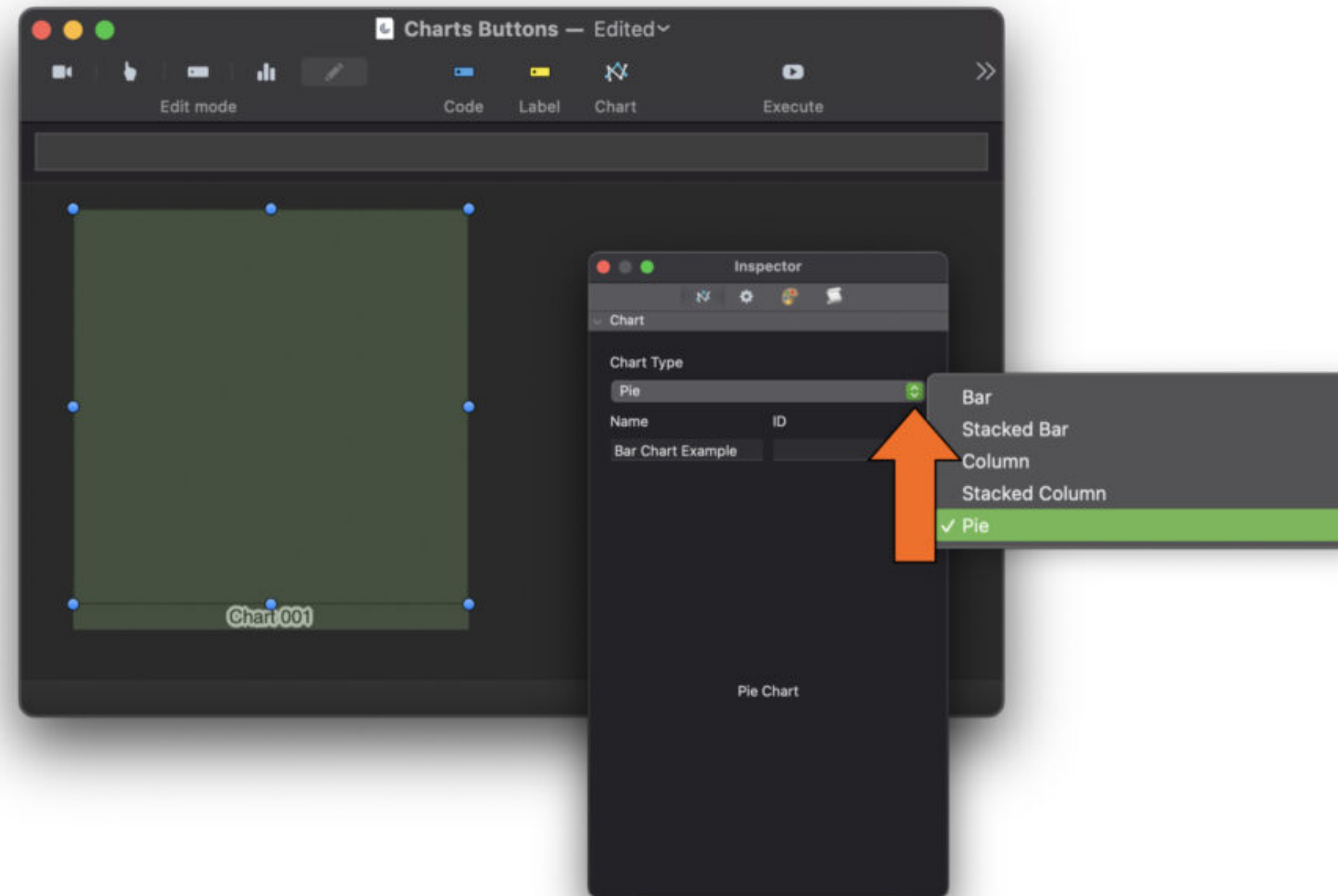
Custom flexibility of the Code Window Combined with the high detail needs of the customer

Analysts wanted lots and lots of context to tell their story to coaches.

Drag and drop a chart into the Code Window



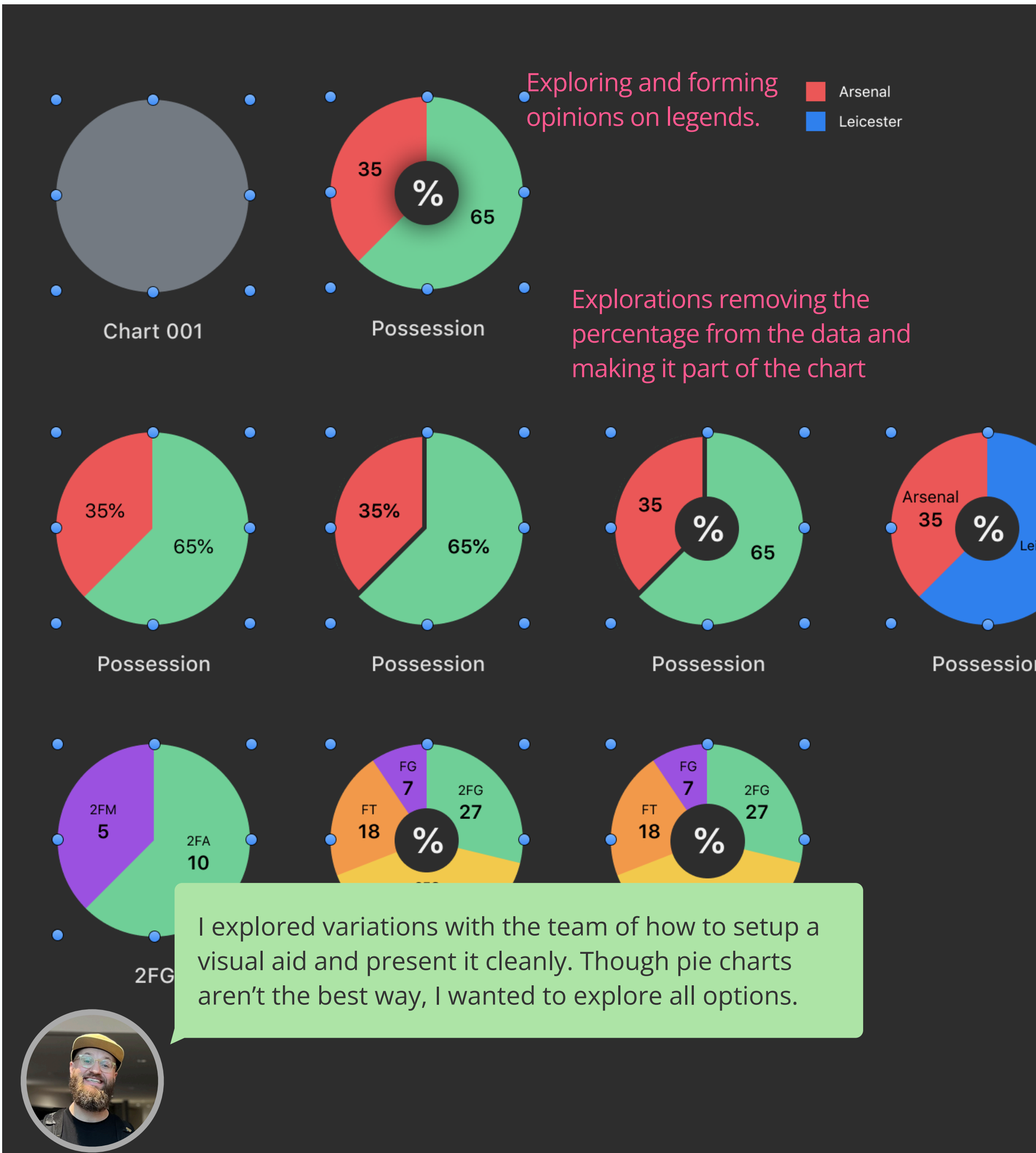
Select chart type



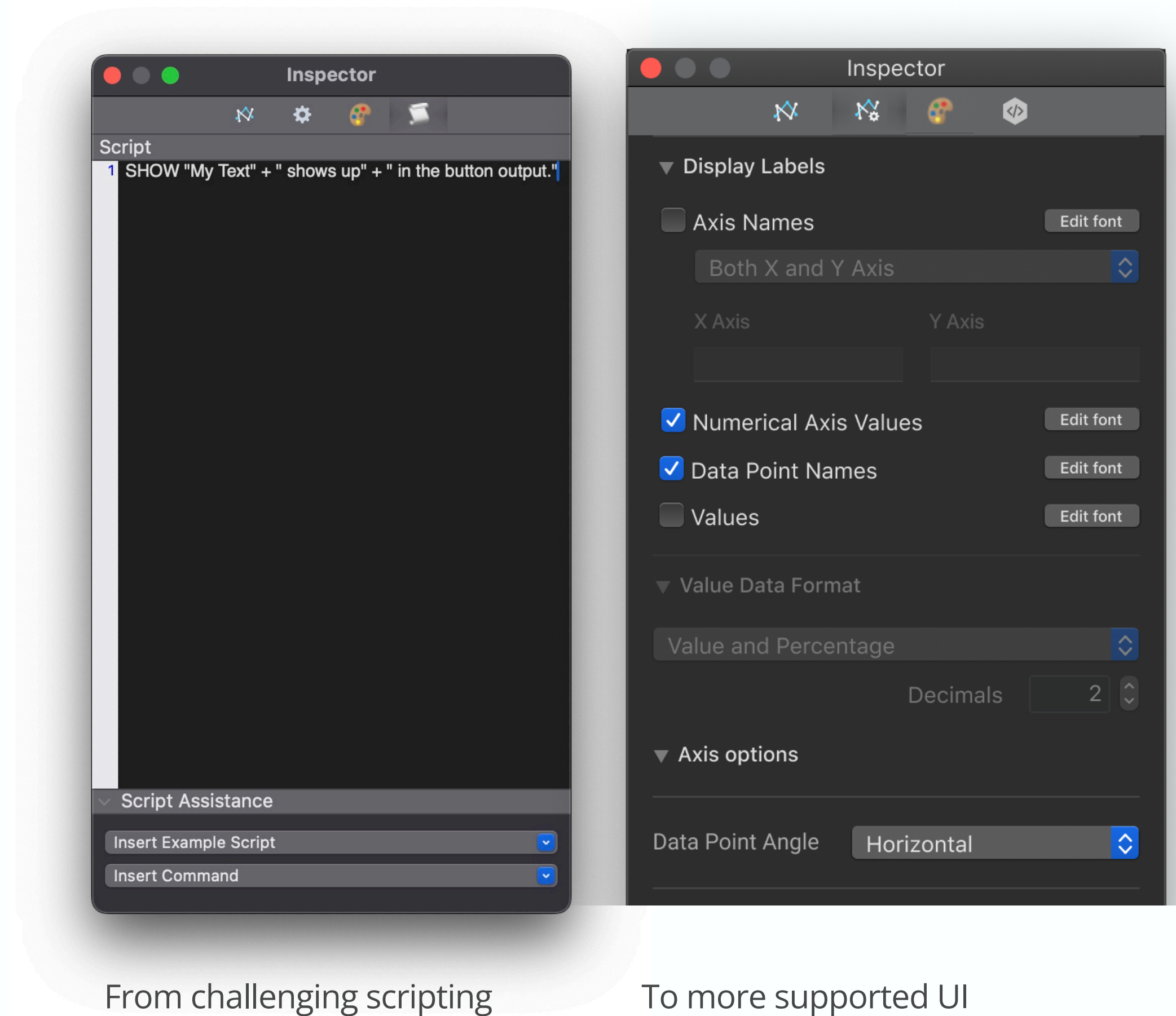
Add data in the inspector from your script



I ensured the workflow to setup a chart was a straightforward as it could be.
The scripting part was a particular challenge!



To facilitate input, I put a new WYSIWIG into the inspector to connect custom data to the values teams wanted to present. At first it was raw code, but I pushed for a UI to make the setup process more accessible.



Untitled — Edited

Edit mode Code Label Chart Deactivate Clear Reset Execute Opacity 100% Format Script Settings

Chart 001

Shooting

Category	Value
FT	18
FG	7
2FG	27
3FG	48

Chart

Chart Type: Bar

Chart Name:

Display

Display Names: Both X and Y Axis

Display Numerical Axis Values

Show Data Point Names

Gaps

Between bars: 2%

Border

No border fill

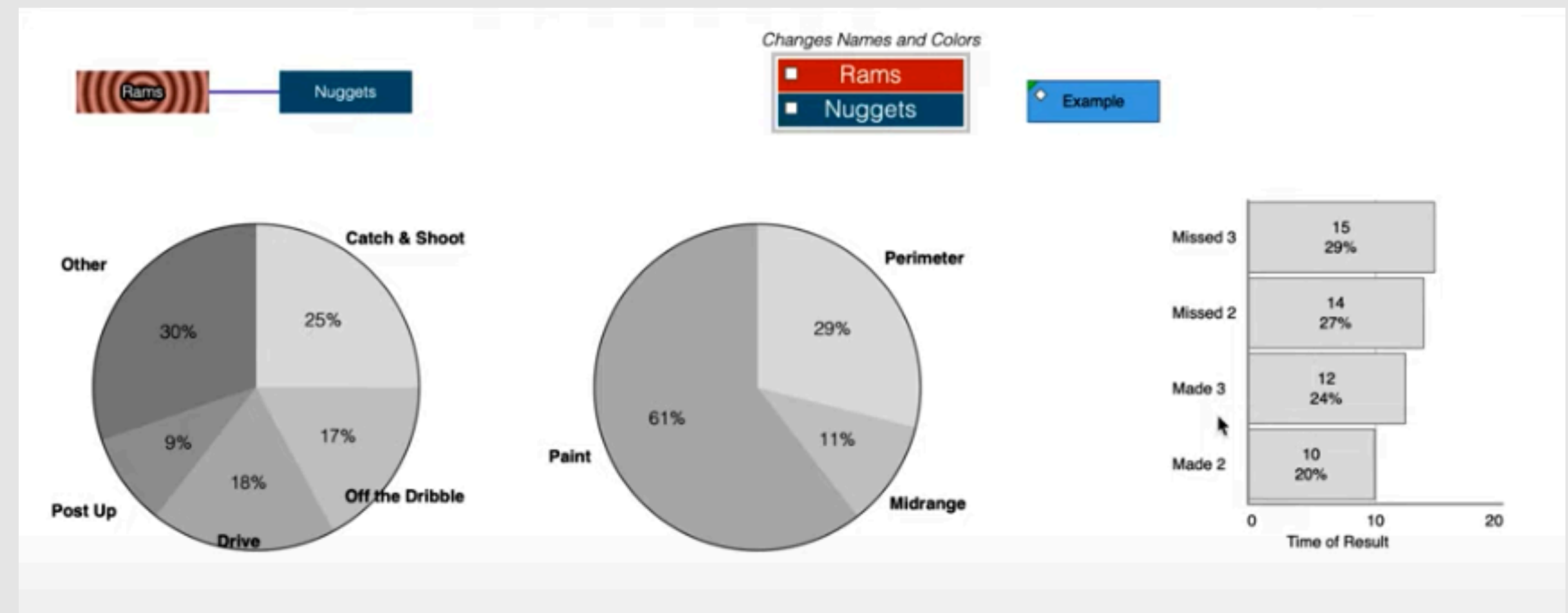
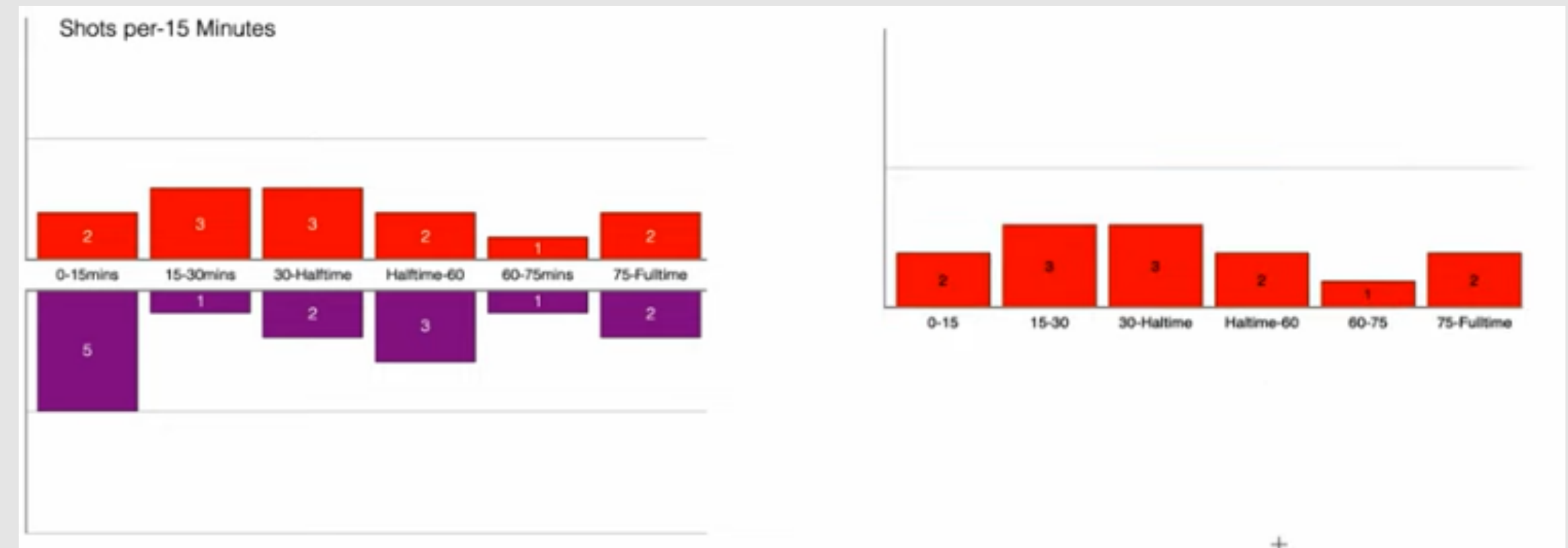
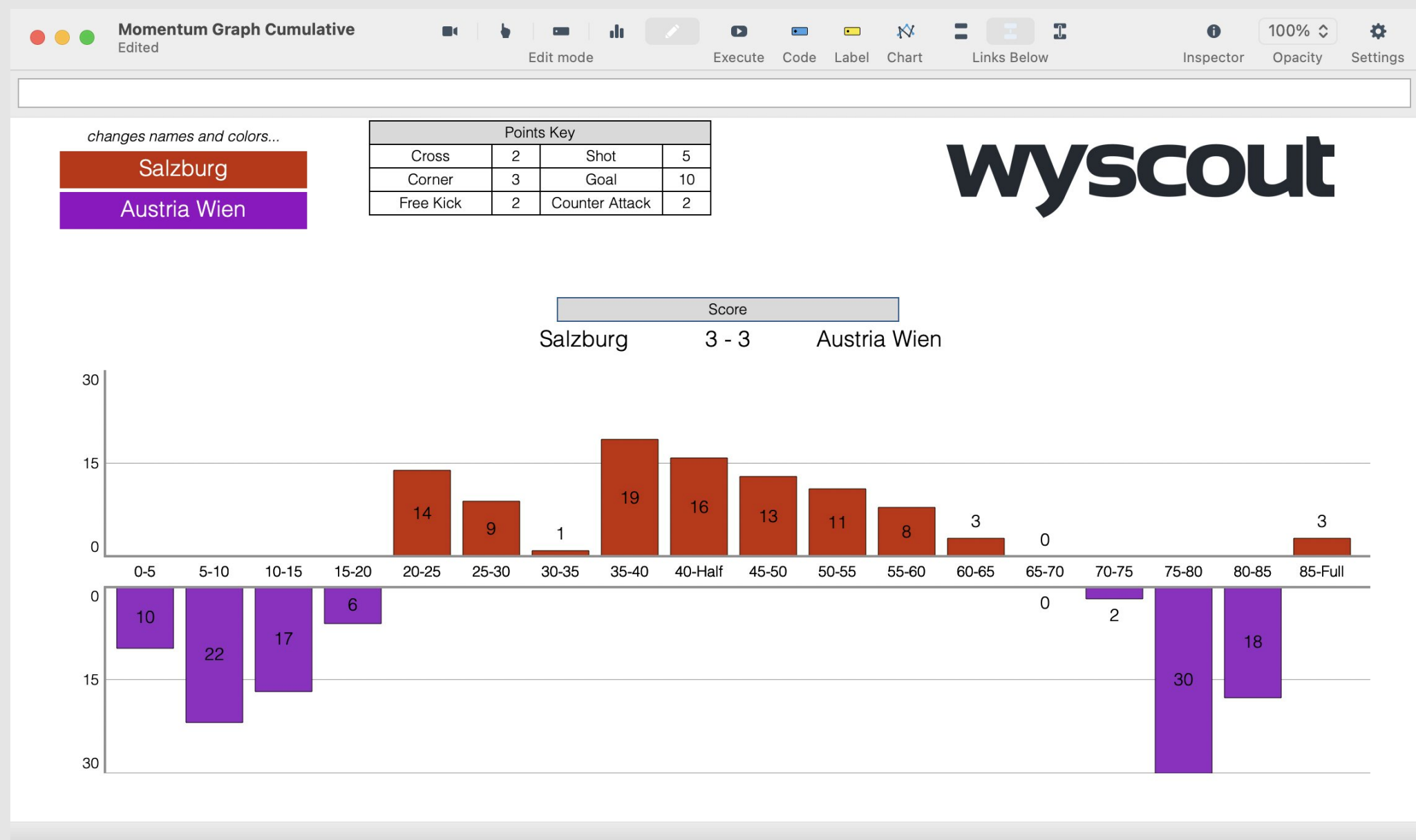
----- 2 pt

The end result

To assist teams - Coaches and Match Analysts - in assessing data quicker, I created visual aids such as charts and graphs, enabling teams to get closer to decision-making in Hudl Elite's largest product: Sportscodel and the Code Window.

Key results

- Ideation to BETA in 3 months.
- All 20 premier leagues used 1 chart before every match. Many more teams worldwide.
- CSAT score consistent above 75% with limited support calls relating to it.

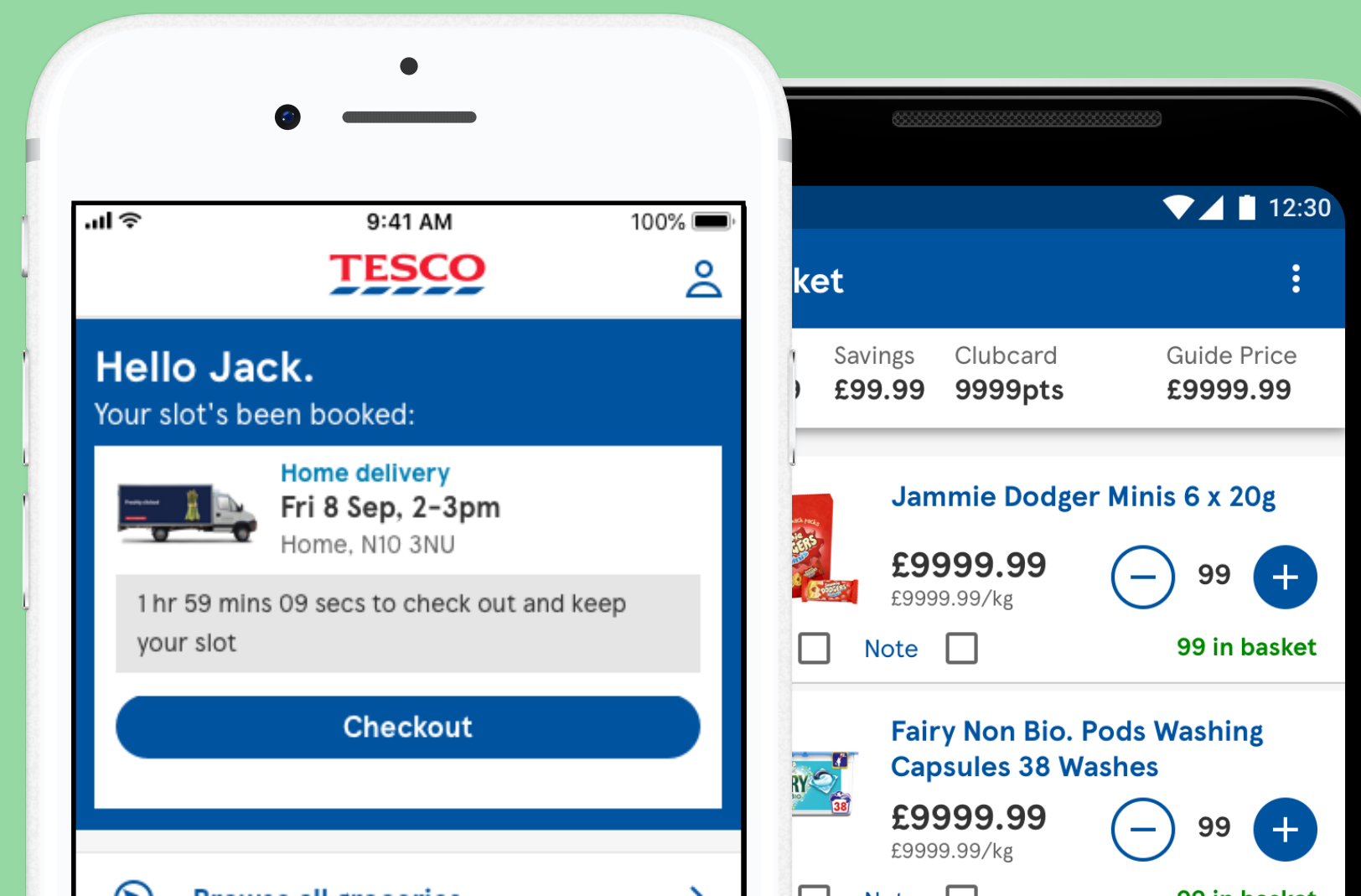


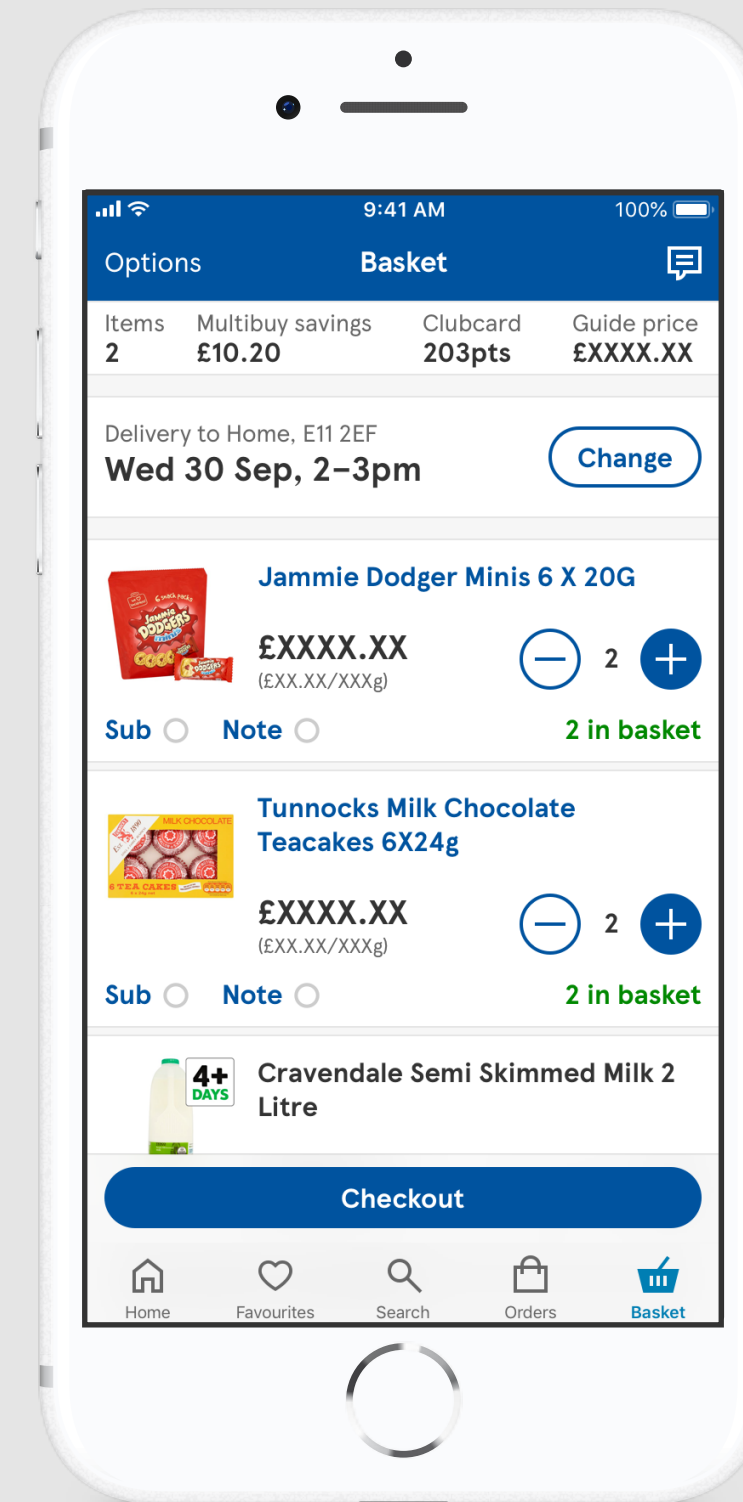
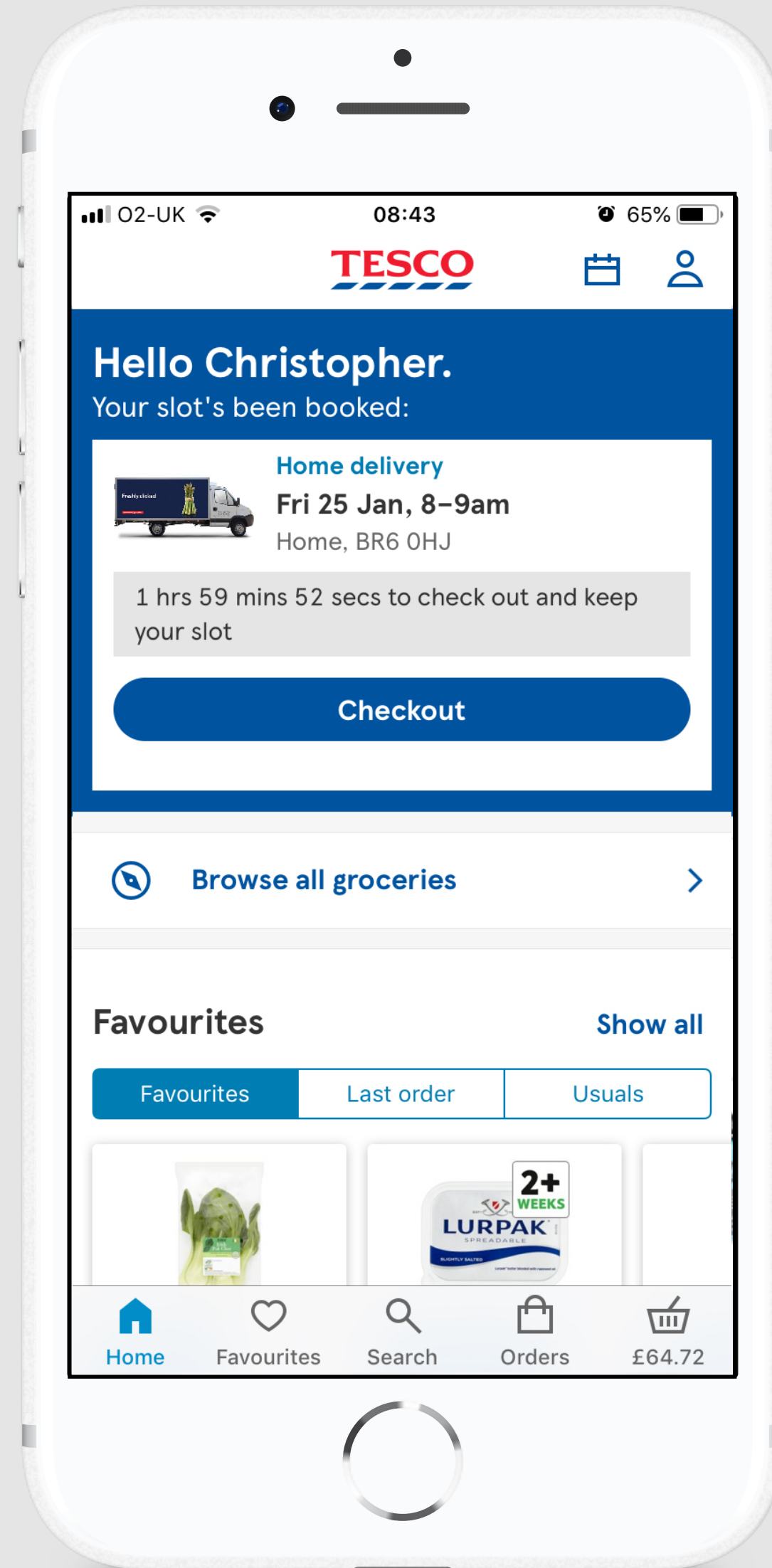
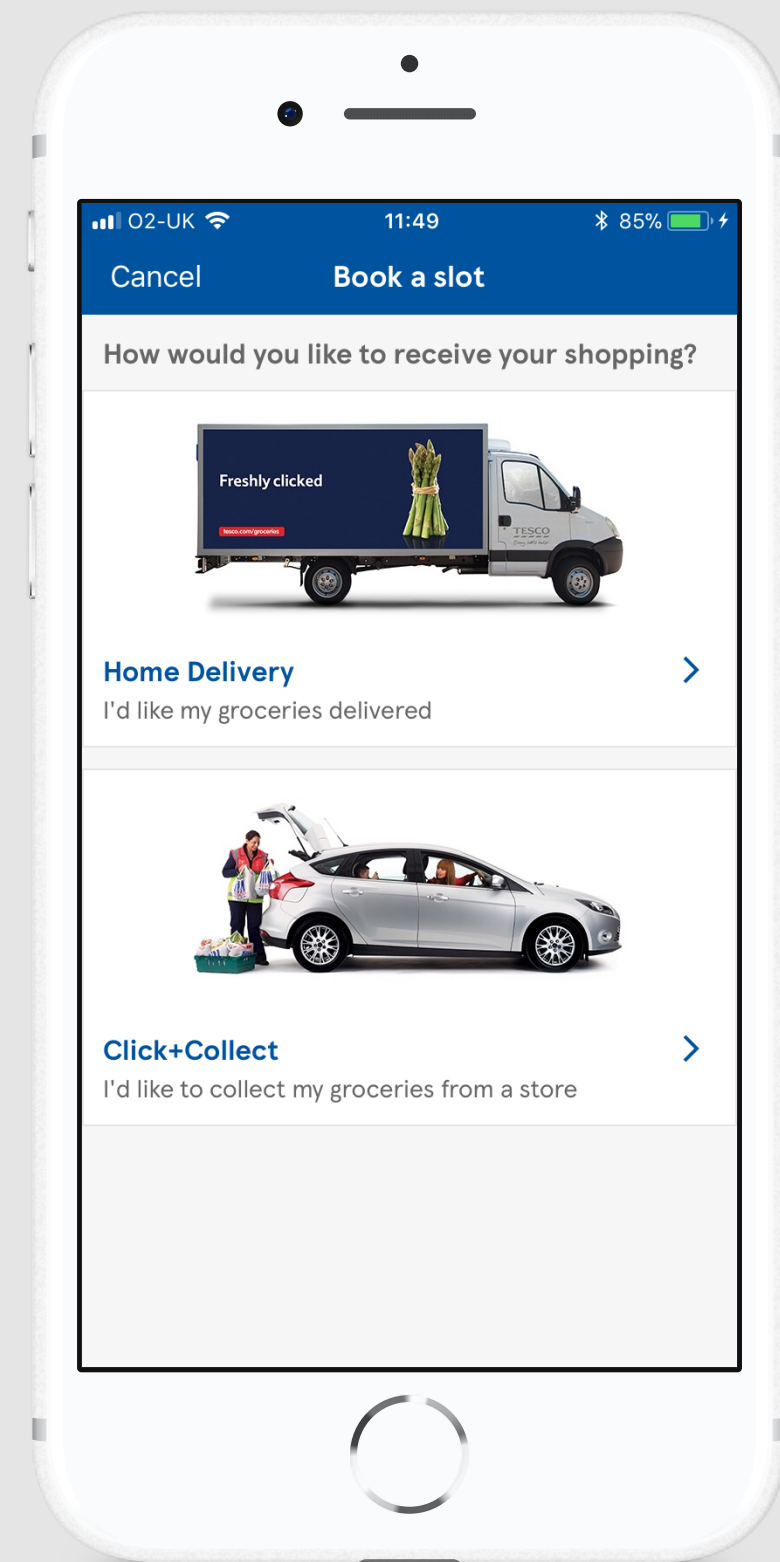
Users using the charts tool

Coaching a designer through native app product tiles

Growing and releasing a major
app refresh and building a team.

2017 - 2018



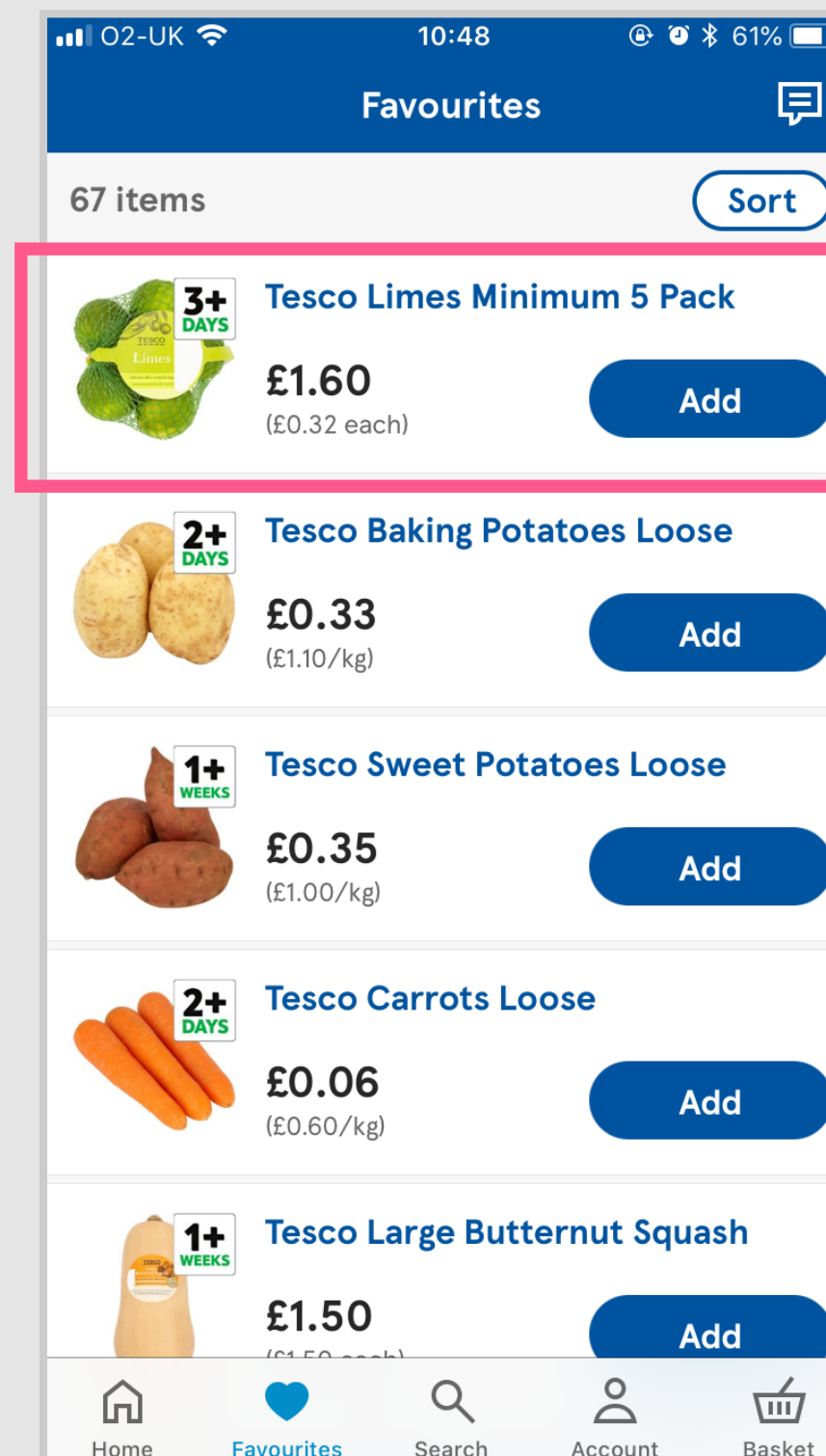
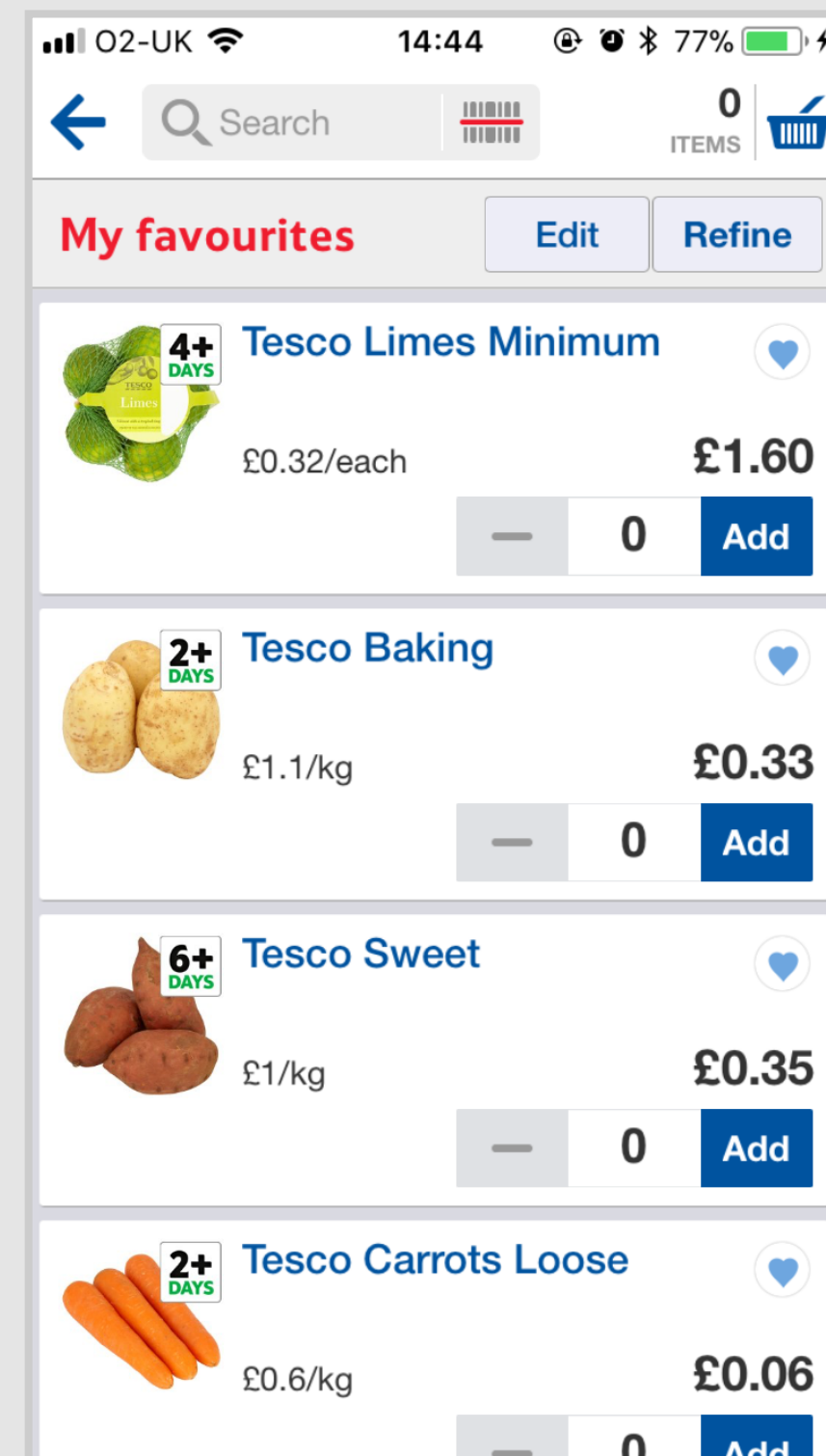


My Work

- Built a team from 5 to 12
- Designed a native groceries app from the ground up for iOS and Android

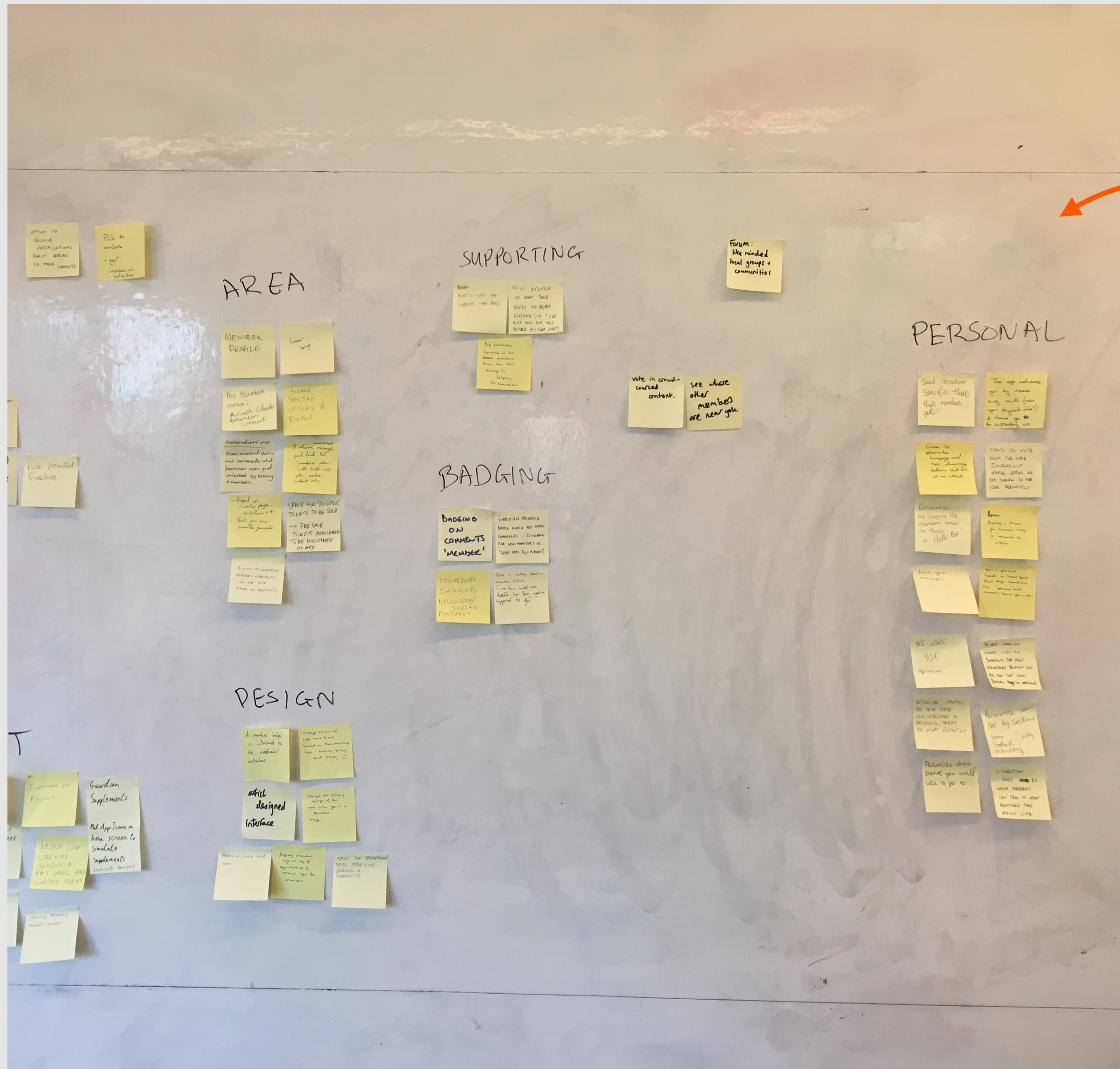
Key results

- Maintain add to basket ratio Increase of 5%
- Keep visible tiles in parity Achieved and increased!
- Make tiles AA accessible Achieved
- Bring tiles inline with Tesco's New Brand Expression Achieved



This is a product tile. It needed to match the existing size to maximise products in view for basket size to be maintained.





Buy One Get One Free

Tesco Finest Free From Triple Chocolate Cookies 150G

Fresh for 1+ Weeks | ★★★★★

£1.99
£2.50/100g

Rest of shelf >

Any 3 for £10.00

Tesco Bbq Sweet Chilli Chicken Thighs 900G

£4.00
£4.45/kg

1 in basket

Lorem ipsum dolor sit amet, consectetur elit

£7.37
£4.77/kg

Design exploration with a product designer I was coaching through the process of discovery.

Tesco 100% Squeezed And Pressed Orange And Mango Juice 1 Litre

Select weight ▼

£XXXX.xx
£0.129/100ml

⊖ 2 ⊕

Sub Note

2 in basket

Any 2 for £2.20 ➤

During the build (after much playing around) we split the tile into separate elements and combine them, thus making 6-8 parts of 1 tile.



Jammie Dodger Minis 6 X 20G

£XXXX.XX
(£XX.XX/XXXg)

Add

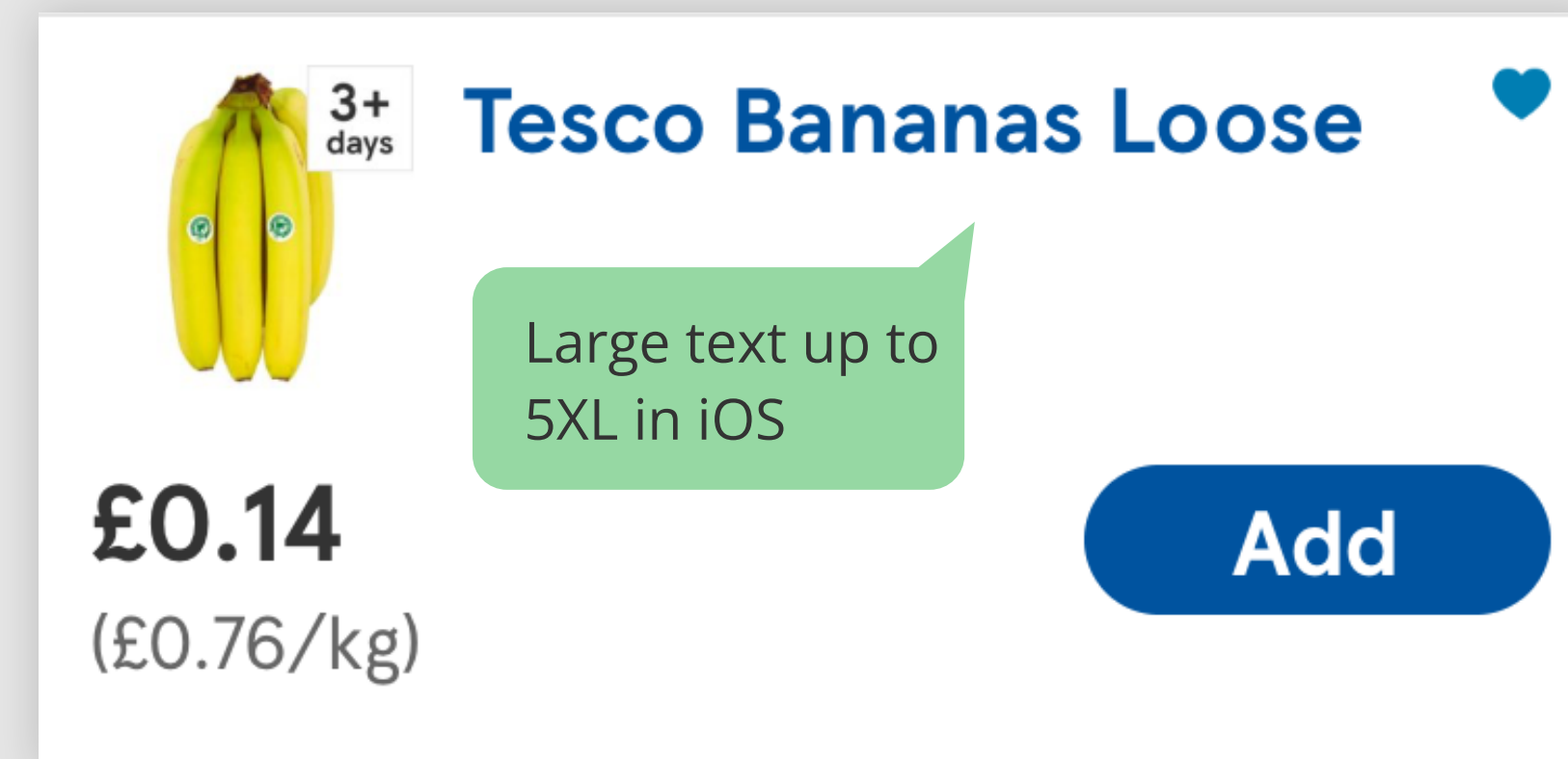
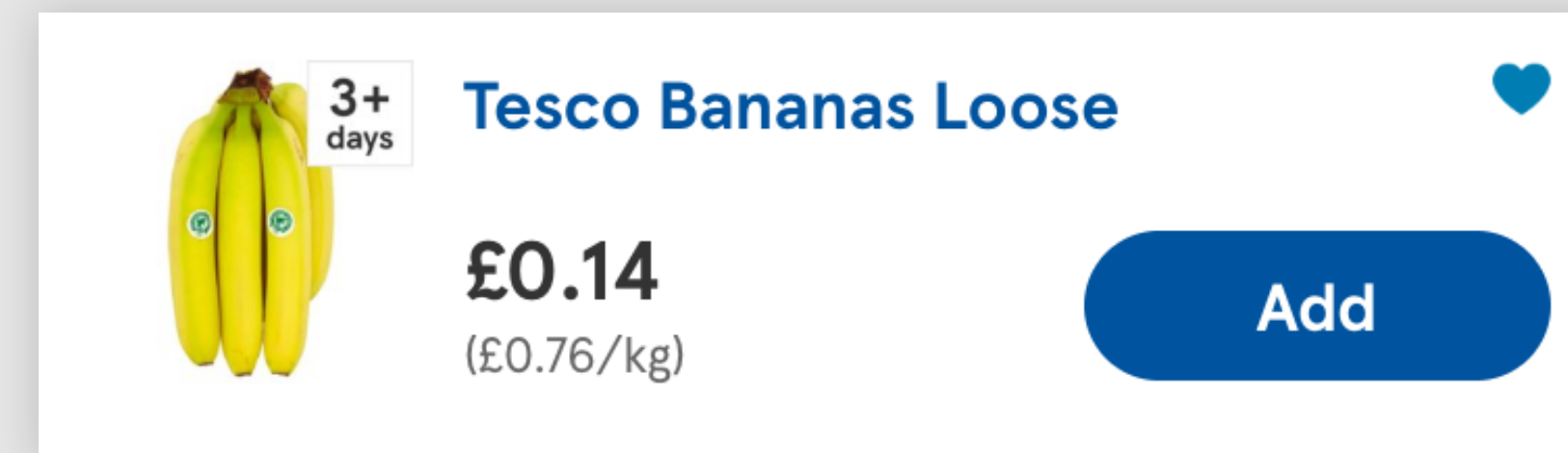
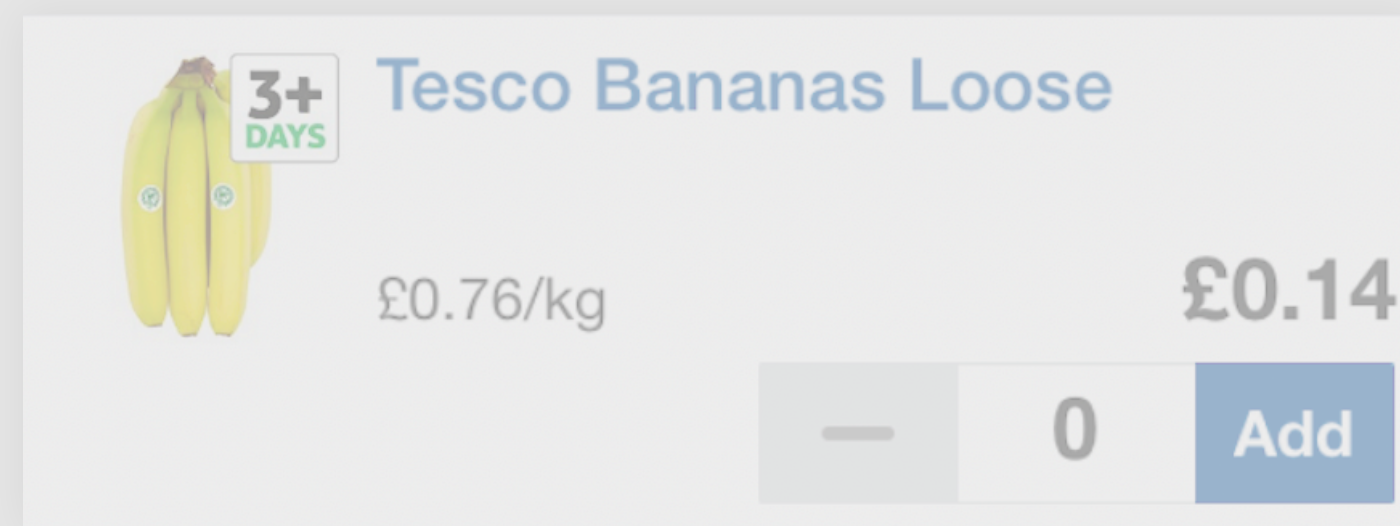
Jammie Dodger Minis 6 X 20G

£XXXX.XX
(£XX.XX/XXXg)

Add

Any 2 for £2 ➤

This meant we could create an infinite number of tiles, and only have to stack elements, both in design and build



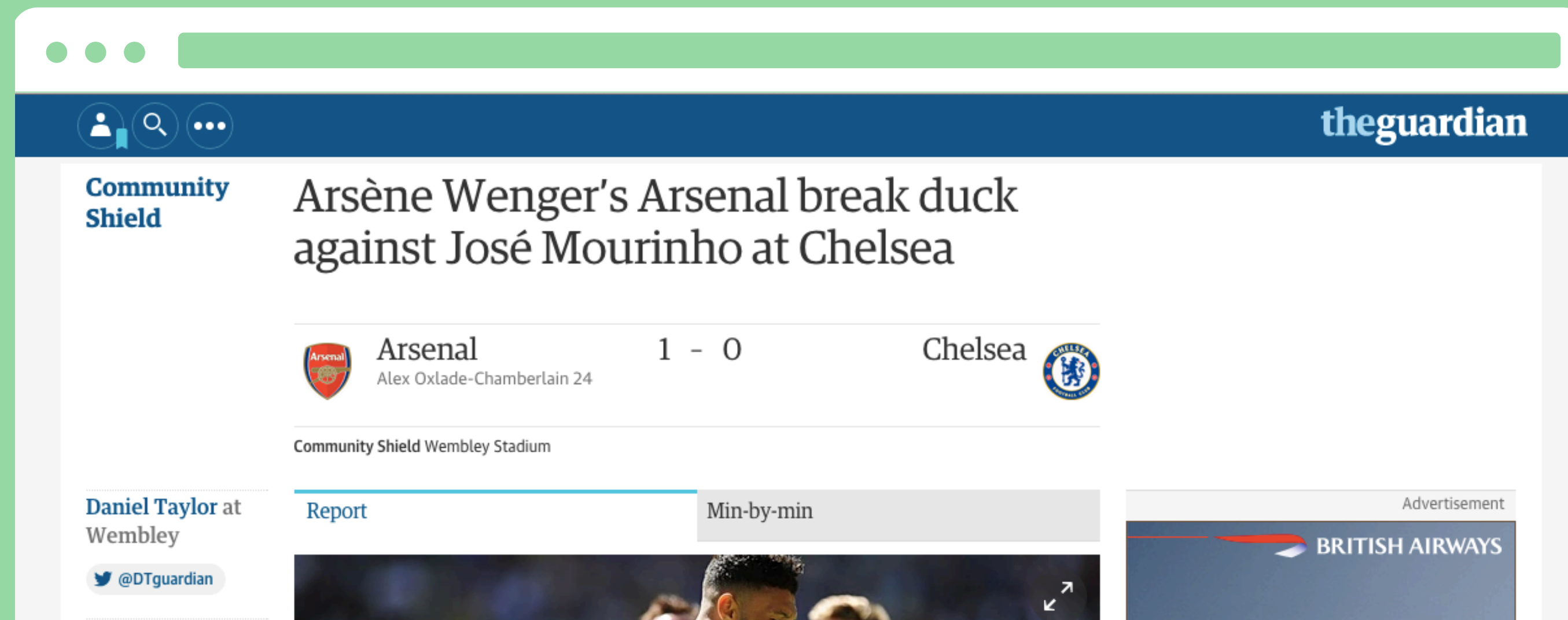
Key results

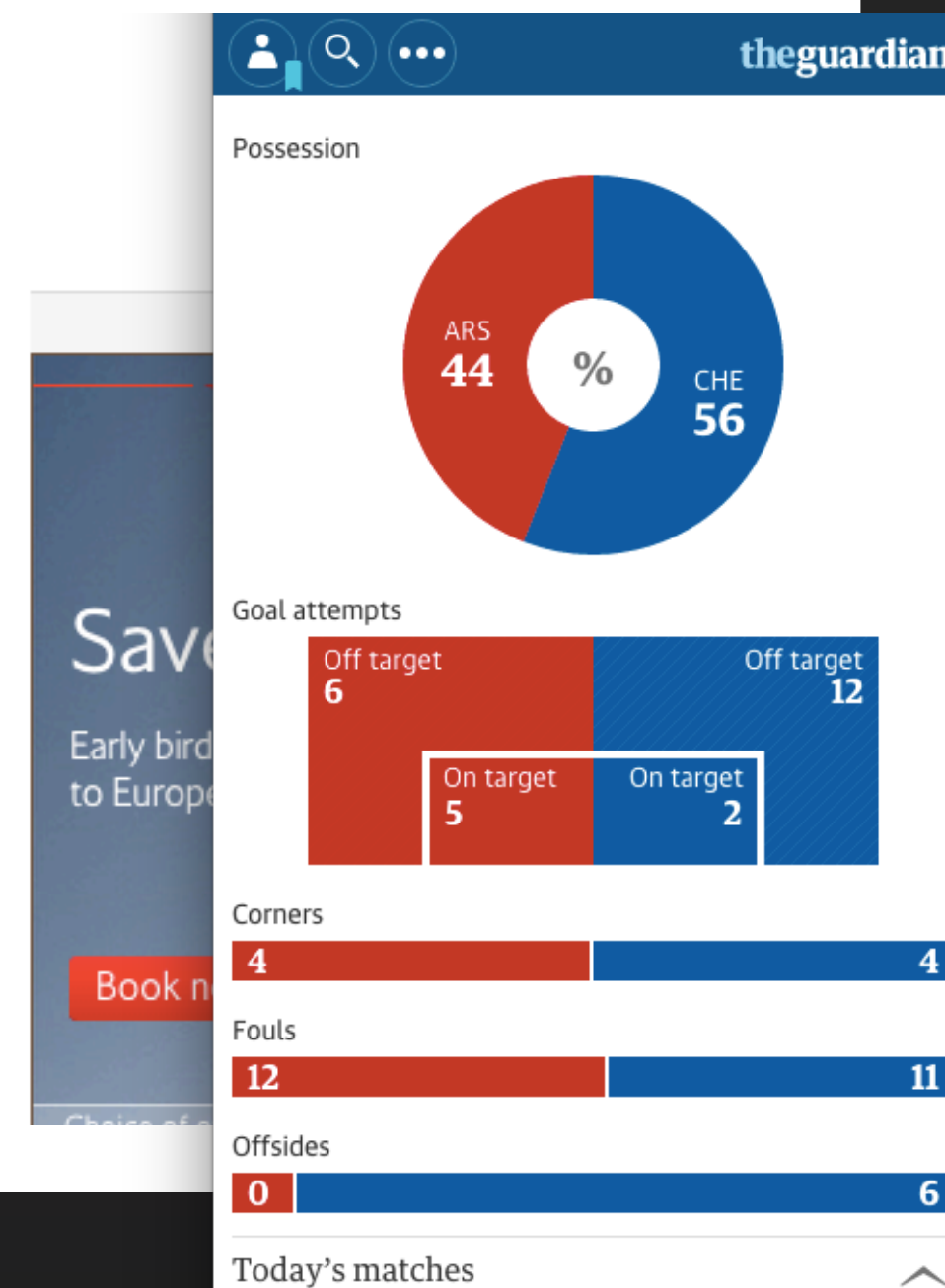
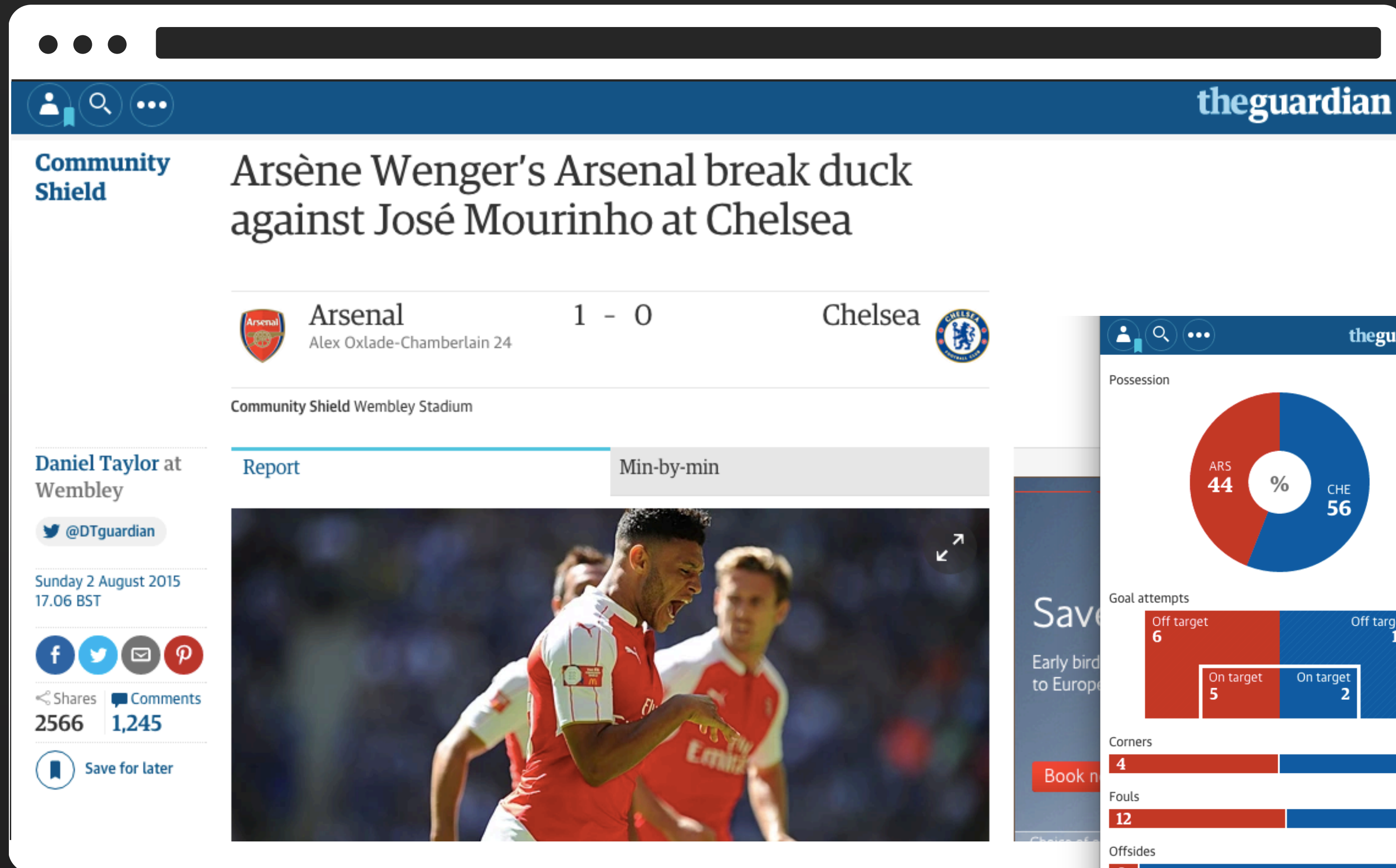
- Maintain add to basket ratio Increase of 5%
- Keep visible tiles in parity Achieved and increased!
- Make tiles AA accessible - Achieved
- Bring tiles inline with Tesco's New Brand Expression achieved

Increasing visible data on the new guardian.com football offering

Design Execution & Atomic Design Delivery

2015





My Work

I delivered a stats supported design - from mobile first - that was quick to get a grasp of a football game, and indulge in our great sports journalism.

Key results

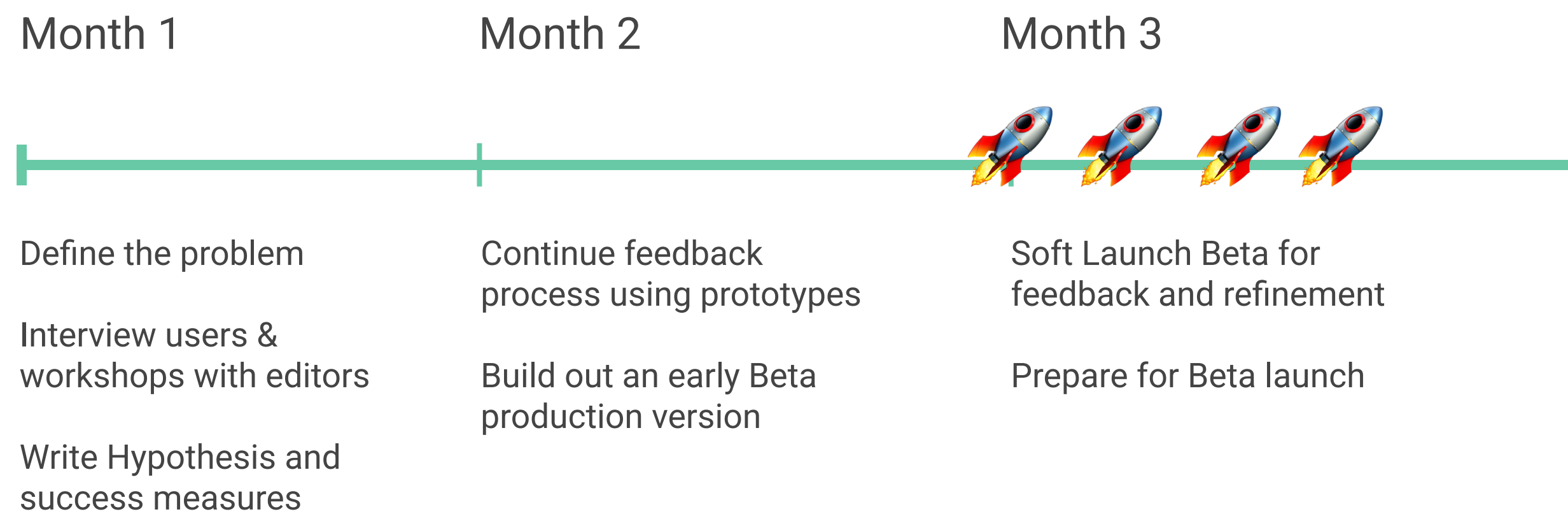
- Implement sports data alongside our articles, resulting in time on football pages reduced, more pages consumed went up
- Improve the visual presentation of football section
- User feedback indicated the Guardian was considered quicker in responding to live moments in football with data.
- Mobile variant complete with data delivered simultaneously.

The team & process

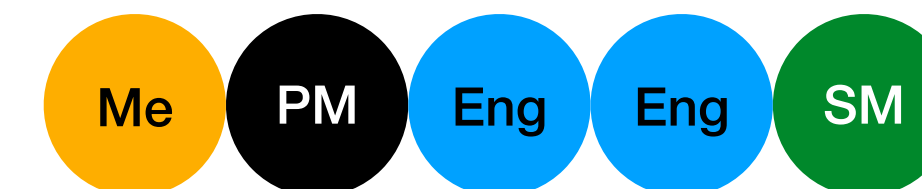
Chris Clarke
Product Designer

Design Portfolio
2025

chrisclarkeuxd@gmail.com



The business wanted a small team to have a decent impact on the football offering. We adopted Atomic design principles for delivery, making small improvements to the live environment weekly and reviewing the results every Monday.

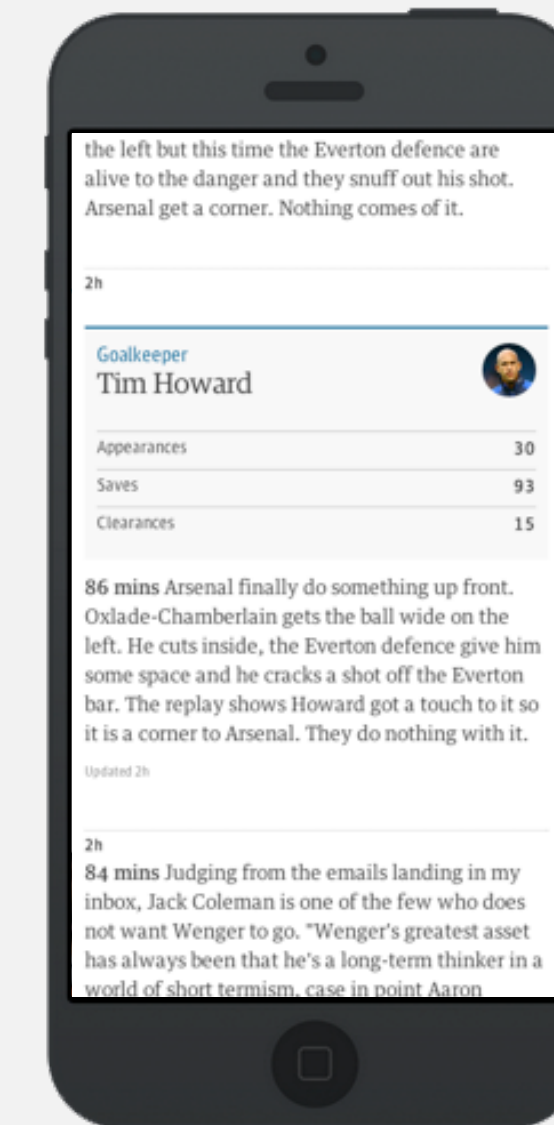
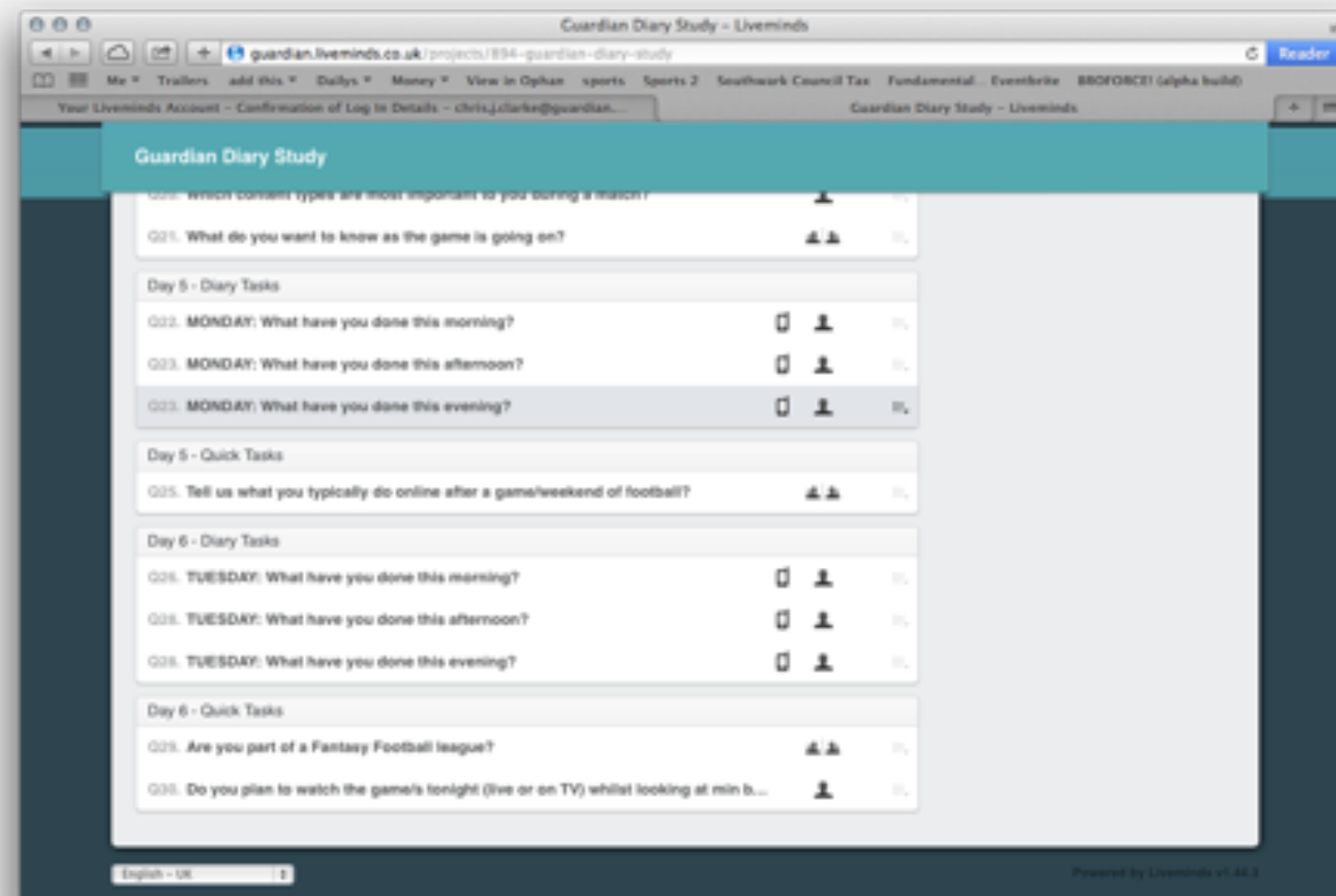


My role in the project

Chris Clarke
Product Designer

Design Portfolio
2025

chrisclarkeuxd@gmail.com



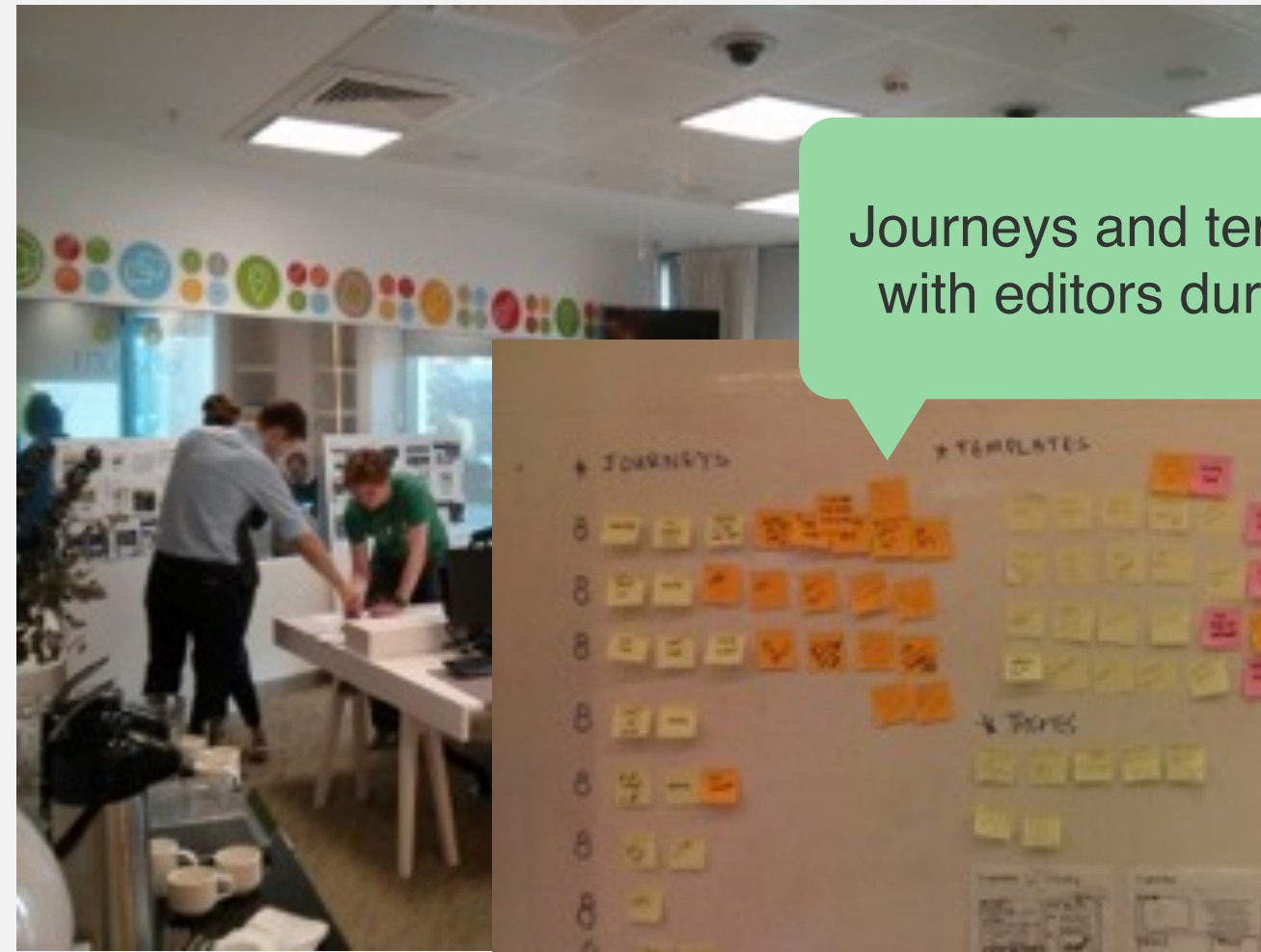
Understand the needs of the reader

I setup a diary study & focus groups supported by a UX researcher - In conjunction with our business needs we had our core users, who also had their own frustrations and desires to be taken on board. We learned from these studies just how important the basics were.

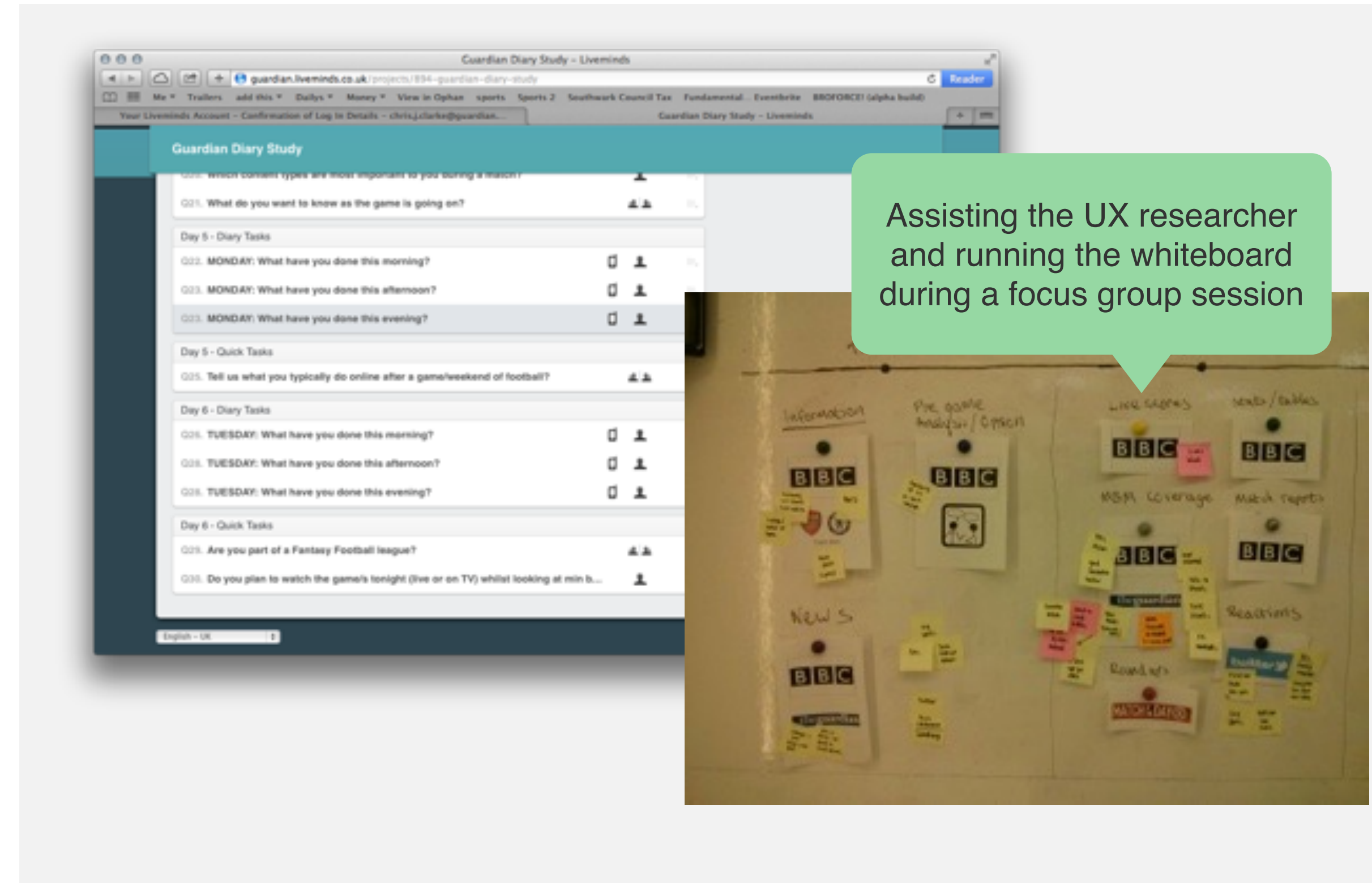
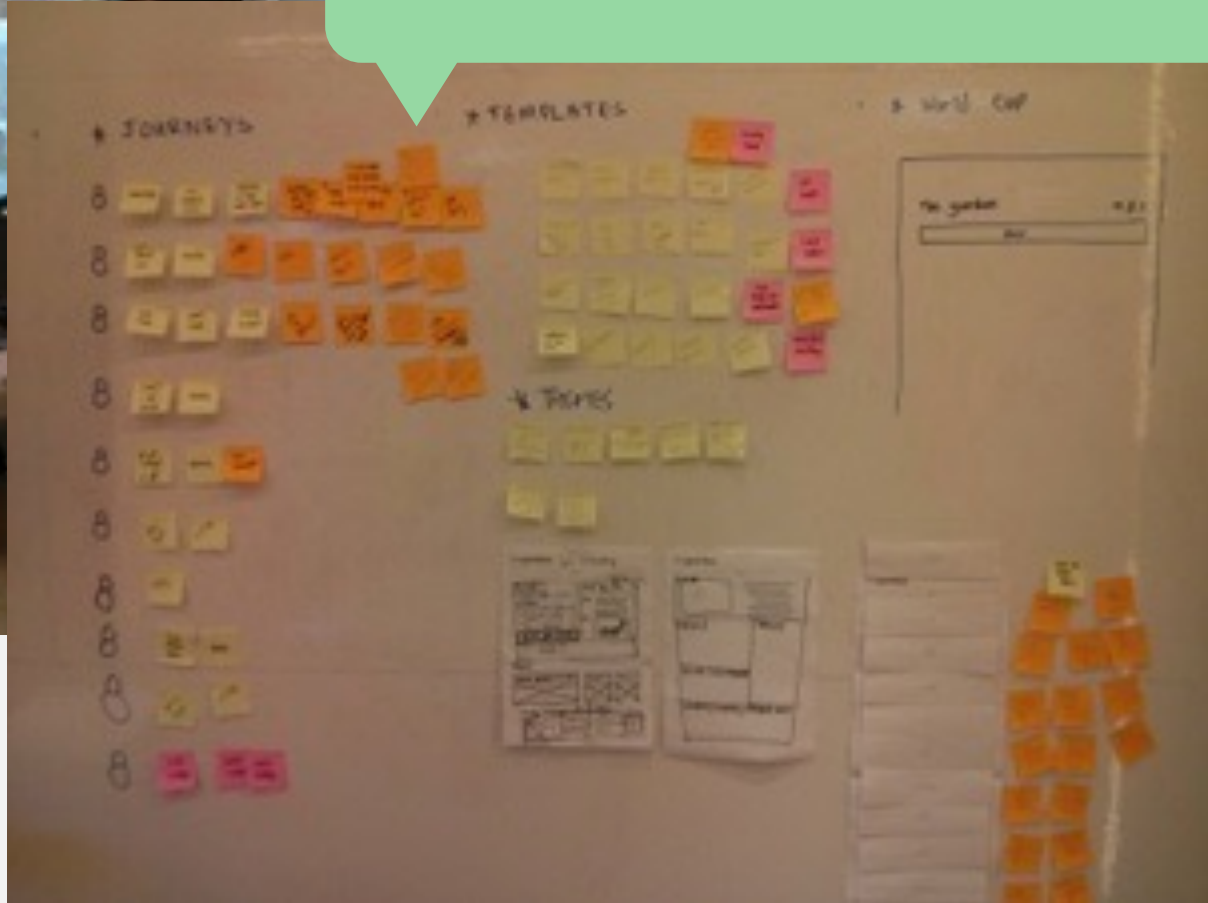
Lead the design work

This was a big release for the new Guardian website, so it was key that the design and data were taking into account what our readers were using the Guardian for and maximising that experience.





Journeys and templates discussed with editors during the workshop



Assisting the UX researcher and running the whiteboard during a focus group session

Discovery workshop

We kicked off the project getting an understanding of how our sports editors worked, what their frustrations were and how we could make sure we met all these desires. I ran this over a full day with whiteboard running and tasks in the afternoon.

Target audience interviews

I setup a diary study & focus groups with a UX researcher - In conjunction with our business needs we had our core users, who also had their own frustrations and desires to be taken on board. We learned from these studies just how important the basics were.

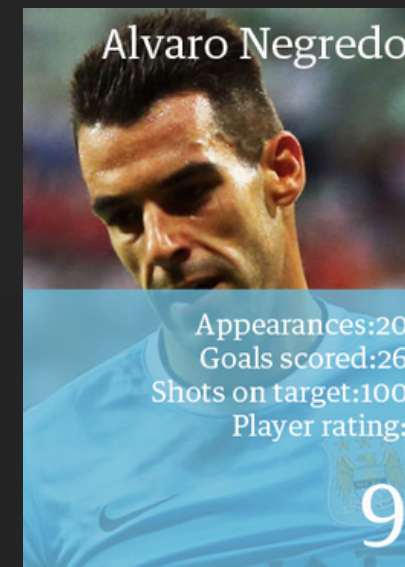
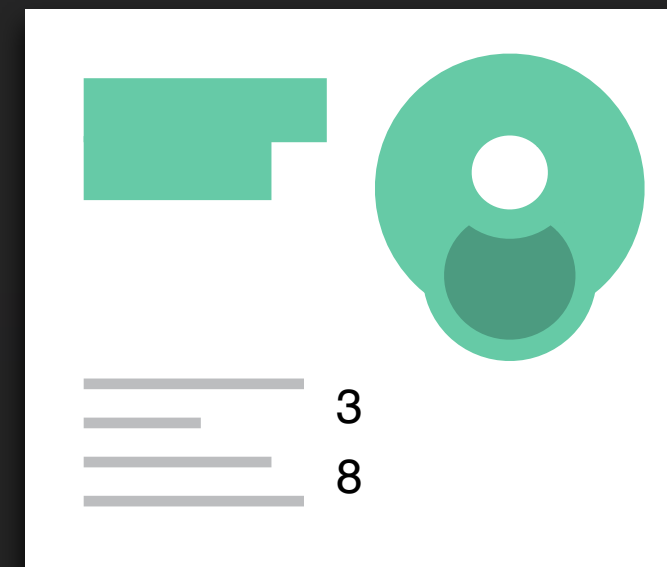
Goals from the workshop & research

Chris Clarke
Product Designer

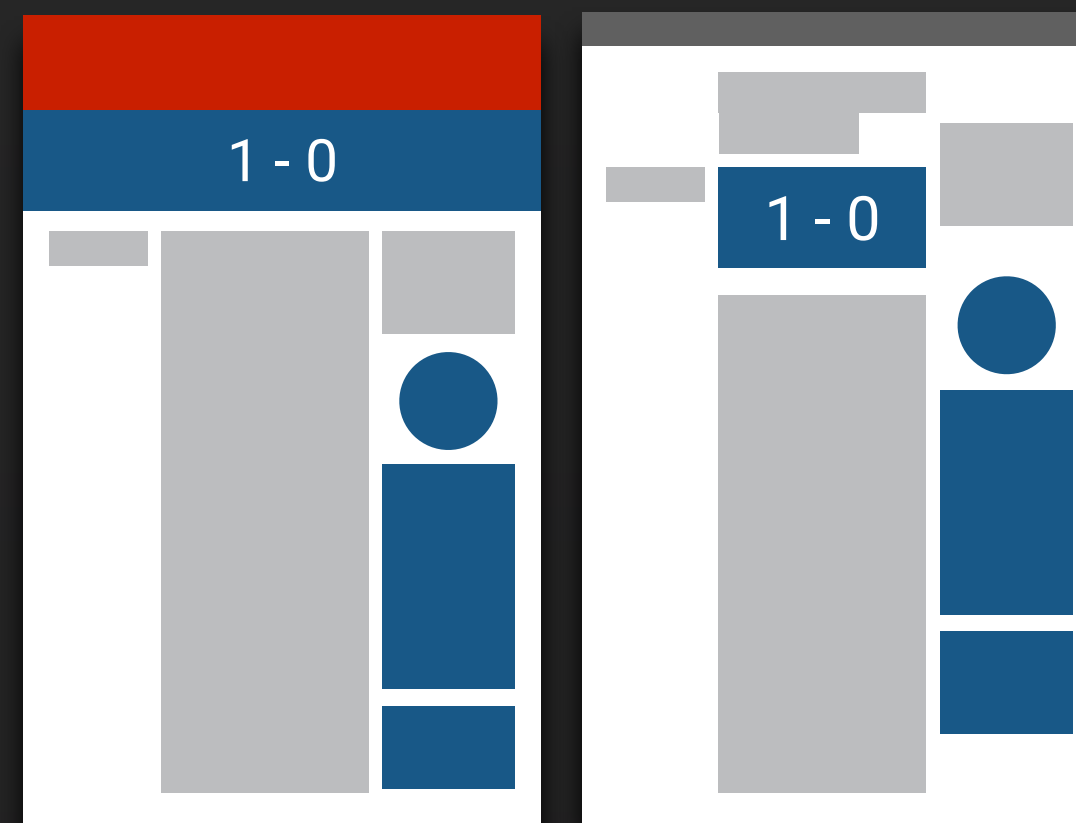
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chrisclarkeuxd@gmail.com

Use the data to reveal something worth sharing



The consistency of placement, can result in a speedier perception



Tell stories with data

We pay good money for a 3rd party sports API, and it doesn't show. As a result our pages weren't showing simple data (like tables of results). We wanted to take data further.

Better signposting for speed

Football is a fairly predictable thing. Matches happen at the time each week for a majority of the year, having a site which consistently displays data in the same place for years, will be considered faster.

Always mobile up front

This was a huge focus for us. We had a growing user base on mobile and tablet, soon to overtake desktop, and popular with football at the weekend.

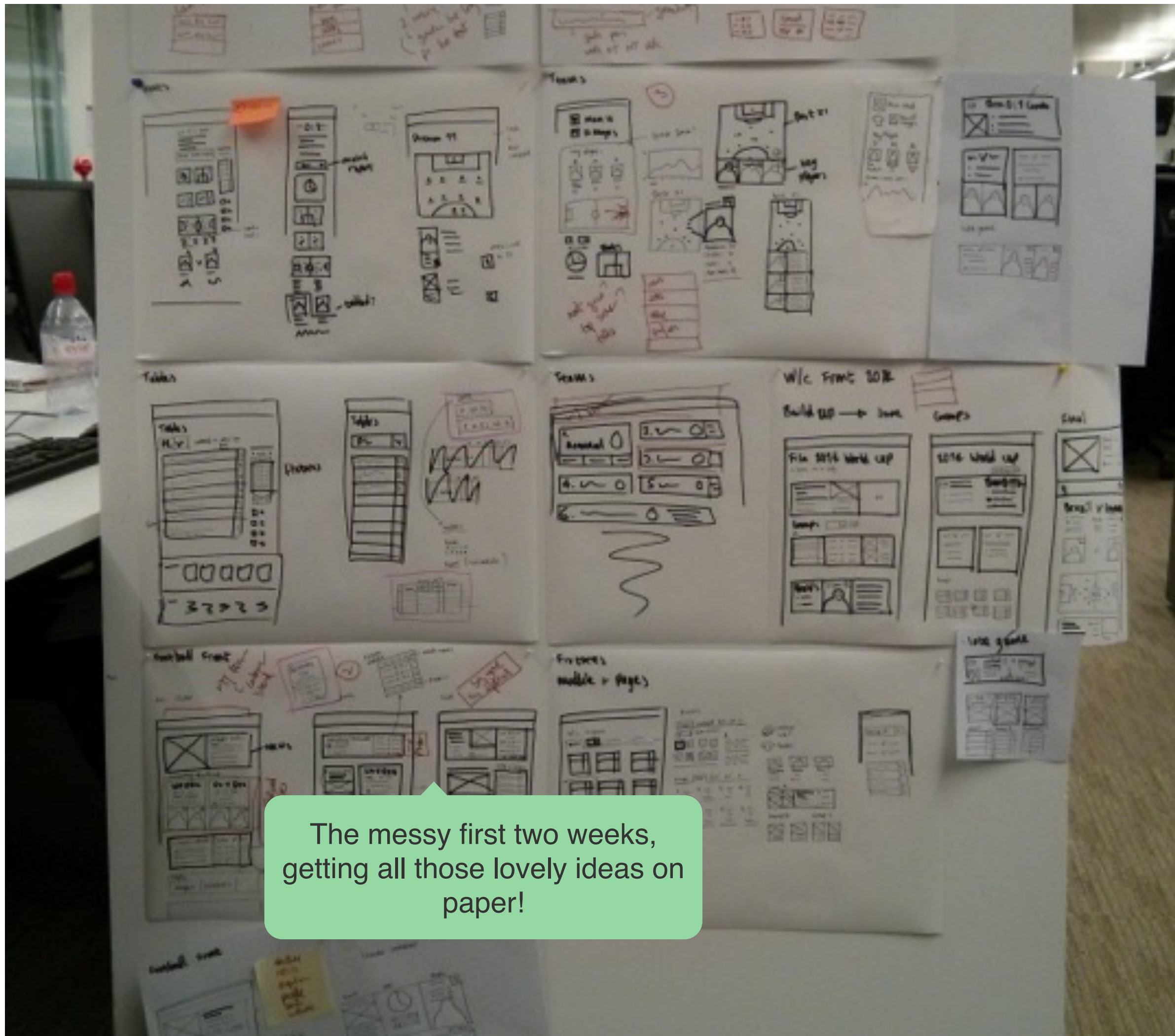
Desk sketching and Design iteration

Chris Clarke
Product Designer

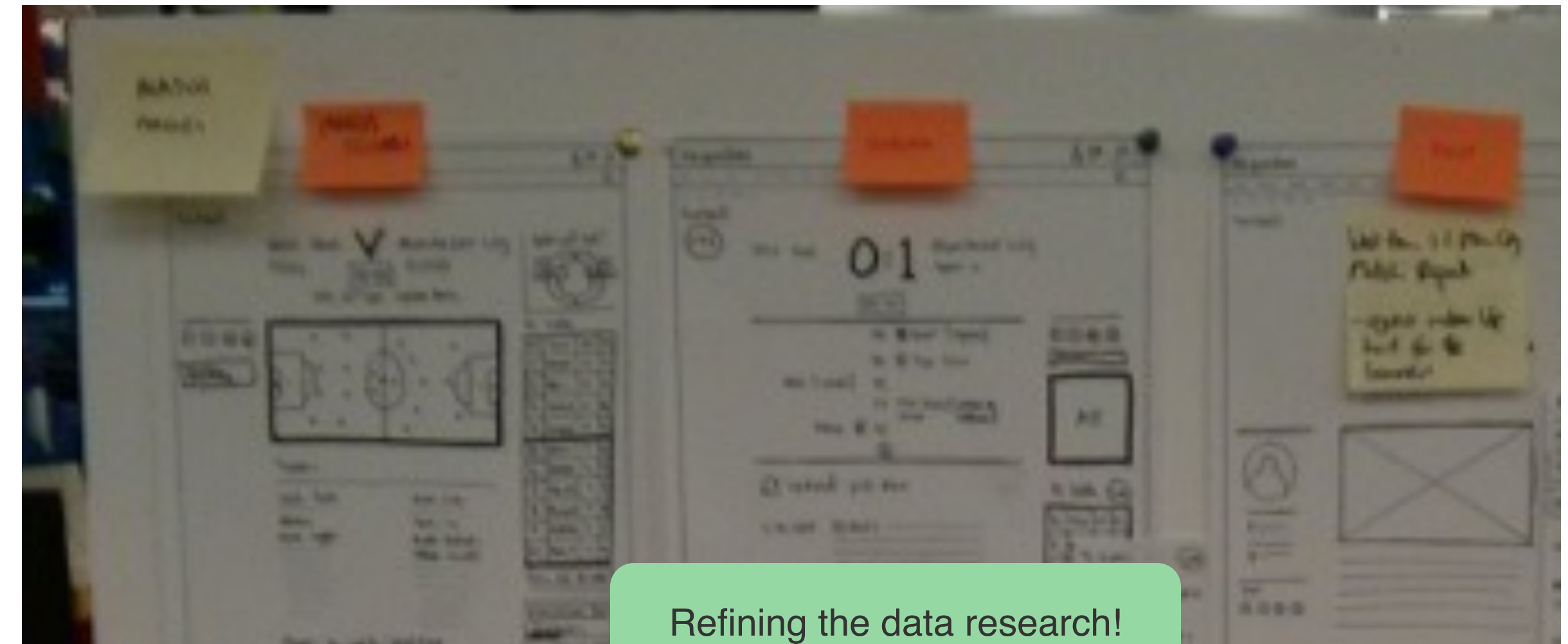
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gmail.com

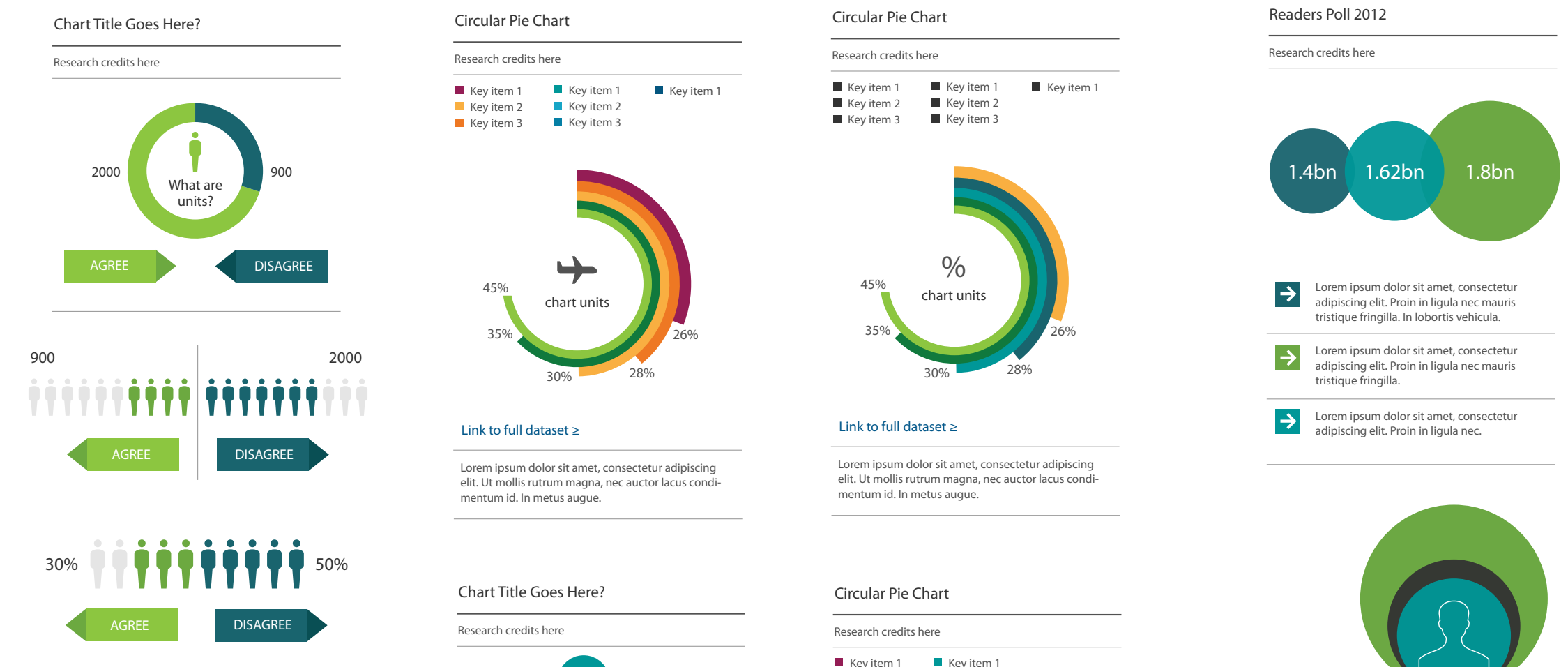
I then spent the next 2 weeks rapid sketching all the ideas we took from all our research, 1 week to put any idea on paper, and another week to refine and present back to feedback to our stakeholders.



The messy first two weeks, getting all those lovely ideas on paper!



Refining the data research!



User testing

Chris Clarke
Product Designer

Design Portfolio
2025

chrisclarkeuxd@gmail.com

I handled the setup of testing, (goals, writing the script) organised the recruitment through a 3rd party and shared facilitation of the sessions, with a UX researcher.

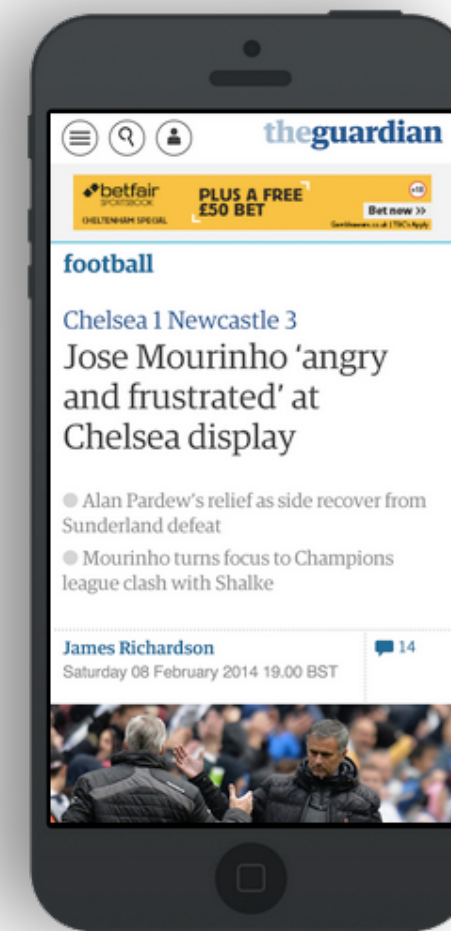
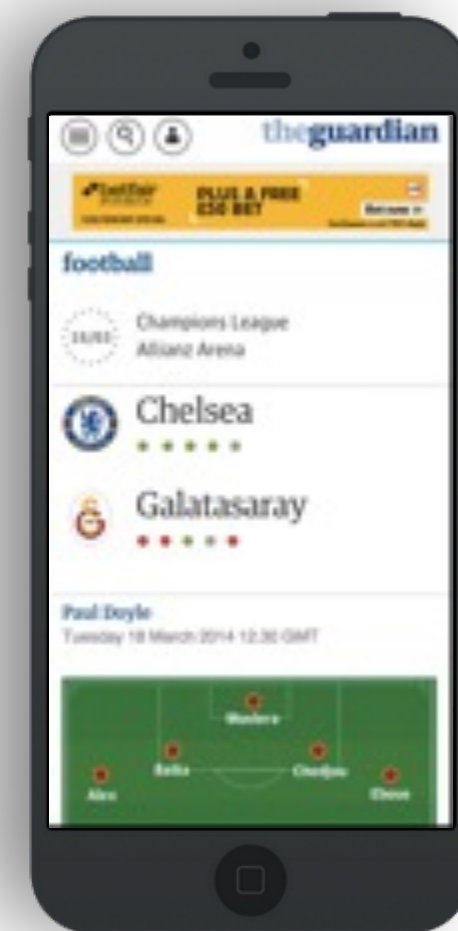
First round of tests were run on **Marvel app**, and created in a matter of days.

Match preview
(Published on a Friday)

Match report
(Published on a Sunday)



The lab! in here we ran 3 sessions over 2 months. On content pages looking at different days and the relationship users had with data.



Our match reports were our strongest asset. Could we elevate our other offerings with improved signposting?

International friendlies			
Thu 4 September			
15:00	Namibia	v	Ghana
15:00	Uzbeki...	v	Jordan
16:30	Iraq	v	Peru

[View all fixtures](#)



Germany v Argentina - as it happened

19h

Would placing data (like a premier league table) next to articles go down well with users?

Barcelona v Manchester City: Champions League - as it happened

Fetching scores

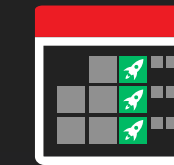


Barcelona

1 - 0

Man City

Ivan Rakitic 31



Barcelona

1 - 0

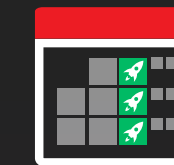
Man City

Ivan Rakitic 31

Champions League Camp Nou



agg. 3-1



Barcelona

Ivan Rakitic 31

Champions League Camp Nou

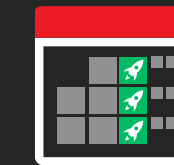


1 - 0

agg. 3-1

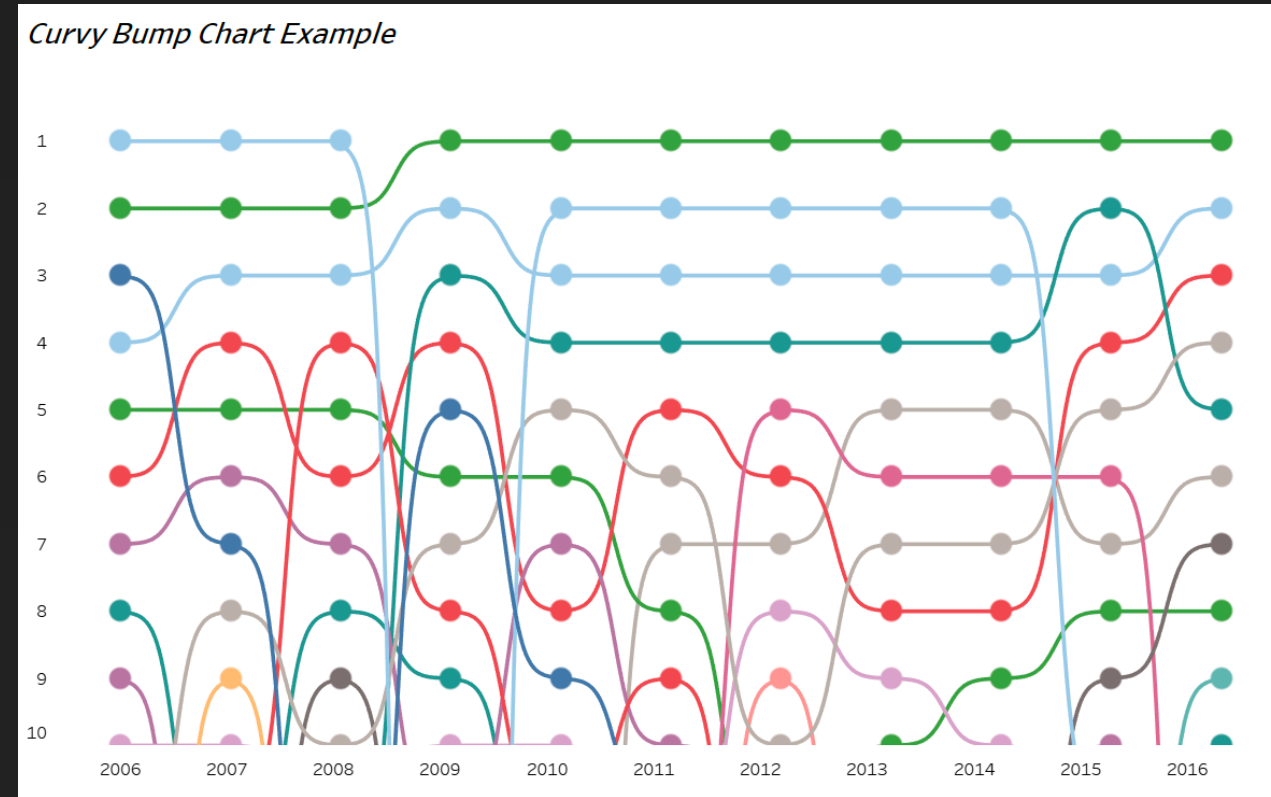


Man City



We released our designs week by week. Monitored the data and released updates

Barcelona



Win

Draw

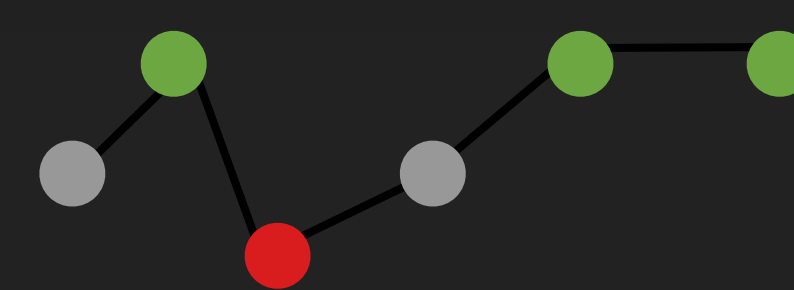
Loss



Win

Draw

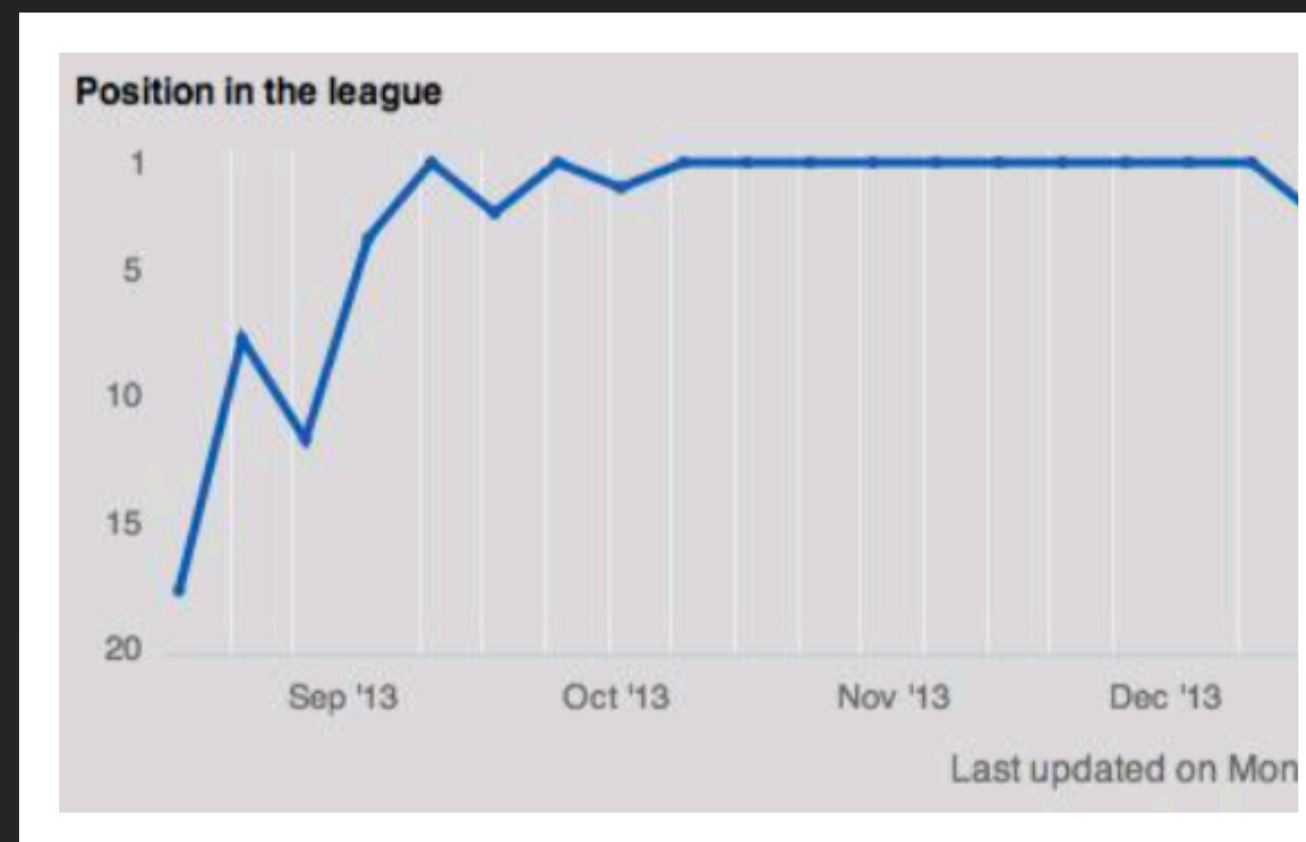
Loss



Barcelona



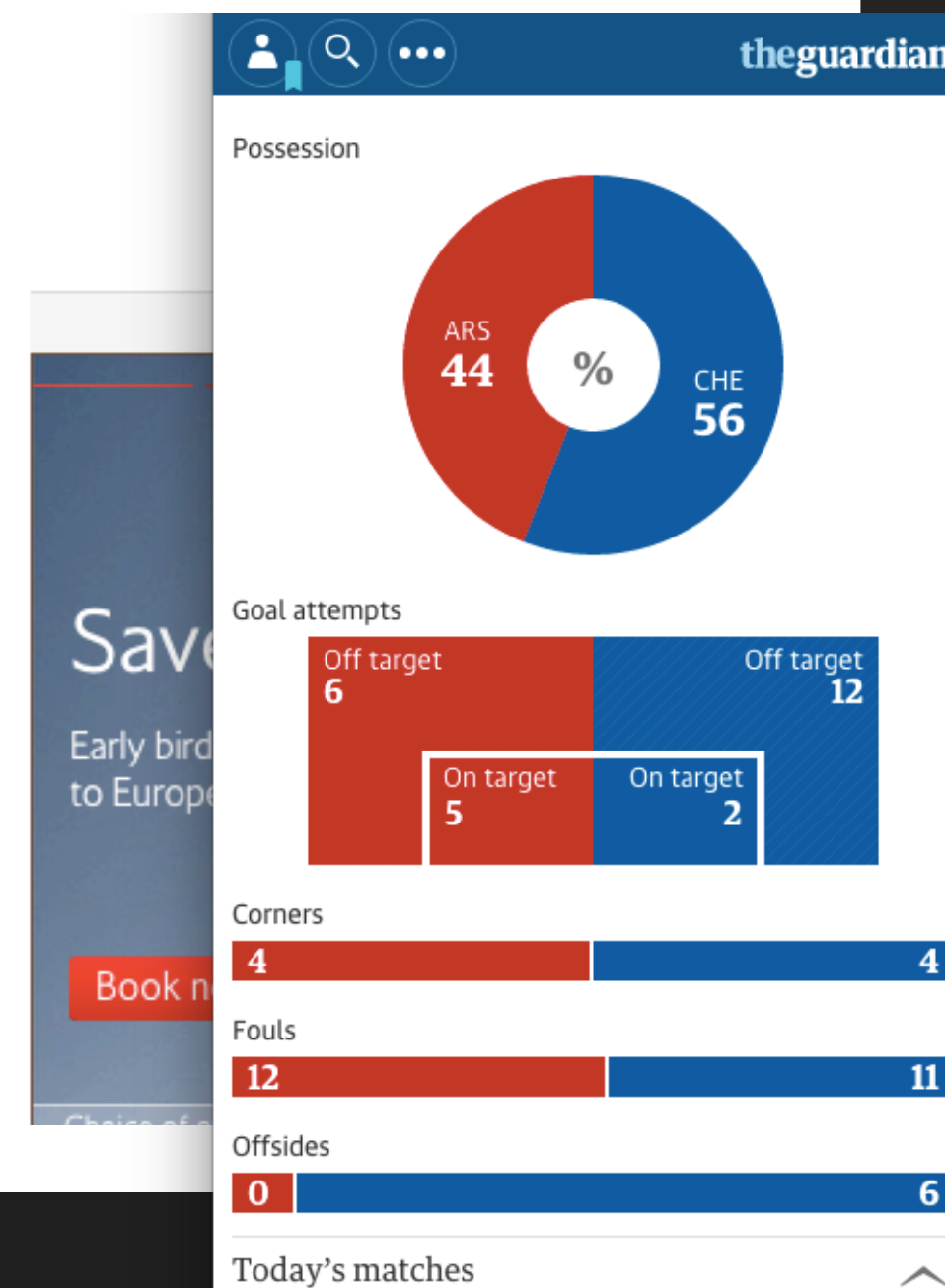
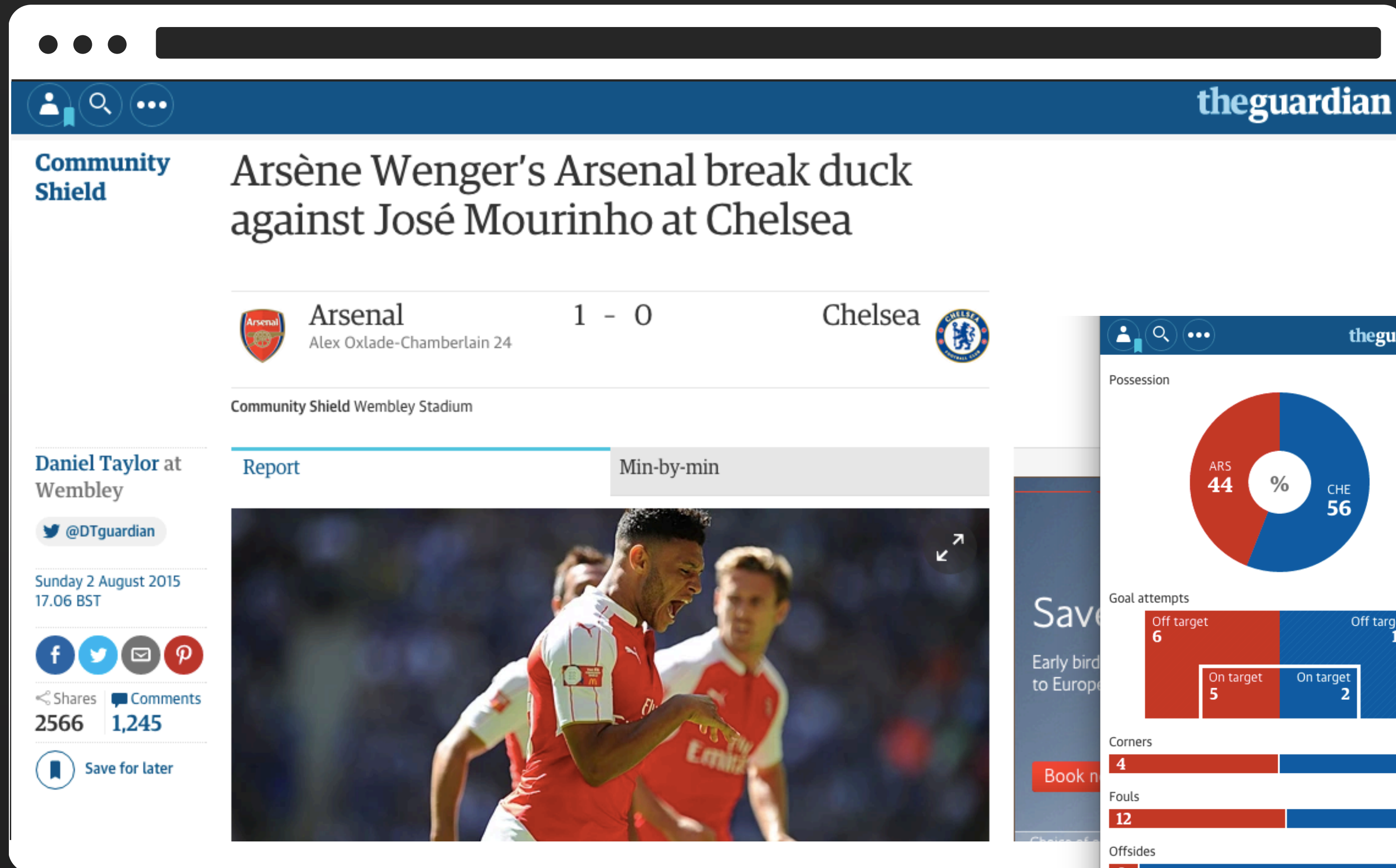
Example of Deuteranopia



Barcelona



I was particularly proud of the accessible win-loss record design, supporting a clean look and accessibility needs too.



My Work

I delivered a stats supported design - from mobile first - that was quick to get a grasp of a football game, and indulge in our great sports journalism.

Key results

- Implement sports data alongside our articles, resulting in time on football pages reduced, more pages consumed went up
- Improve the visual presentation of football section
- User feedback indicated the Guardian was considered quicker in responding to live moments in football with data.
- Mobile variant complete with data delivered simultaneously.



Speaking at UX Scotland 2014 and UX on the beach 2015 about football and the work the squad achieved.



Thanks!

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www.linkedin.com/in/chrisclarkedesign

