

NEW ZEALAND RUGBY LEAGUE WEBSITE DESIGN PROCESS



NEEDS:

Key areas of the site that NZRL were focussed on were:

- Home Page
- Sponsorship
- News/Blog
- Community
- Grass Roots
- Interactive Maps (7 zones/districts)

PROBLEMS:

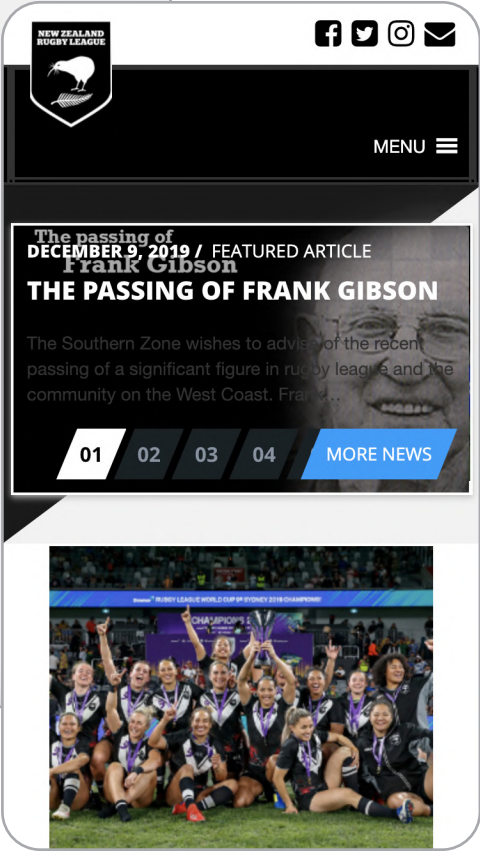
NZRL had a few issues with their current site which were:

- Banners are unreadable, and not very interesting
- There were many small pages leading to nowhere
- The news section was very hard to update
- The whole backend of their website had to be manually updated for each area
- Not very mobile friendly
- Not enough interaction with the grass roots Kiwi community

TEAM:

The client team and Weka Online team was made up of:

- NZRL Communications and Marketing Manager
- NZRL Digital Content Manager
- NZRL Social Media Manager
- Weka Online Managing Director
- Weka Online Creative Director
- Weka Online Lead Designer - *Myself*
- Weka Online Lead Developer
- Weka Online Developer



FRONTEND:

The users coming to the site would value more:

- Simplistic layout / easy to navigate
- work better on the mobile
- have better tagging of news articles so they appear on the right pages
- Each section looks more unique and have space to breathe
- More visually interactive with videos and interesting elements

BACKEND:

The users at NZRL needed more:

- Better systems for creating and adding news stories and tags
- Less pages to go through and update
- A simpler way to create new pages and add media
- More creative ways to display information
- Guides to help them learn how to do this

CULTURE:

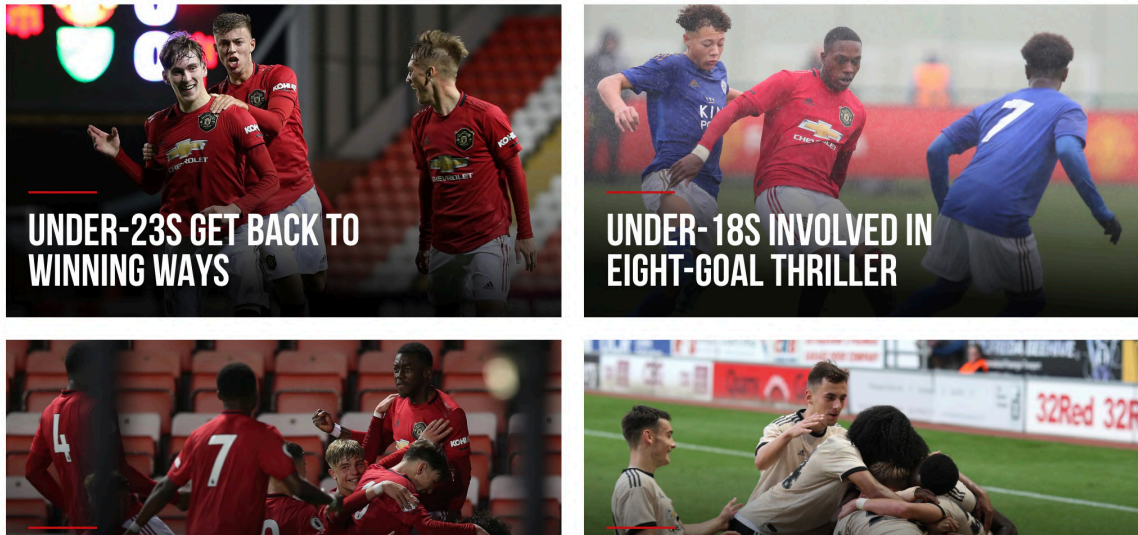
The culture of the website needs to be more:

- Representational of grass roots league
- Māori and Pacific Islanders involvement in the game
- Male and Female involvement in the game
- Include the “More Than A Game” mentality
- Base the communication around the new “Kiwi Way” initiative

Creative moodboard - new website ideas & sections



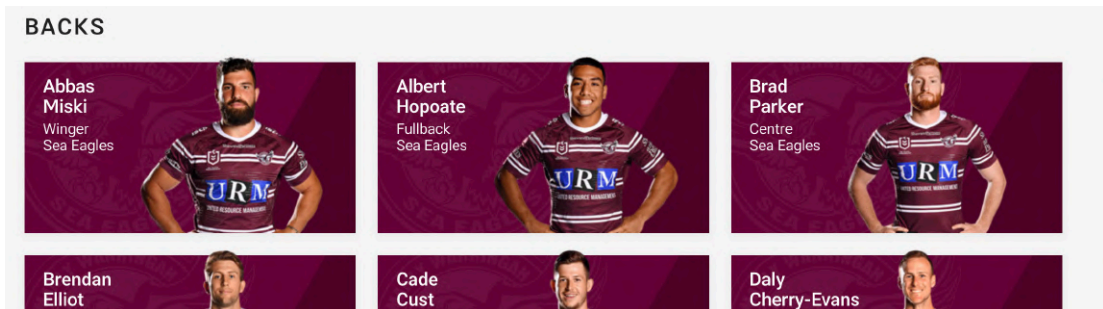
top stat line



Clean imagery with minimal text



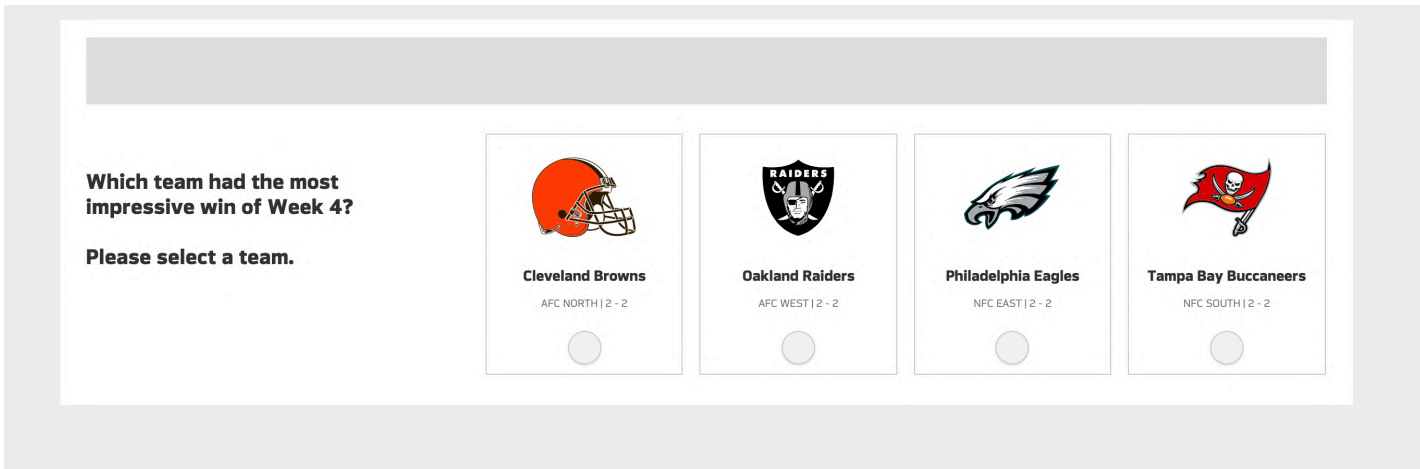
More visual countdown clocks



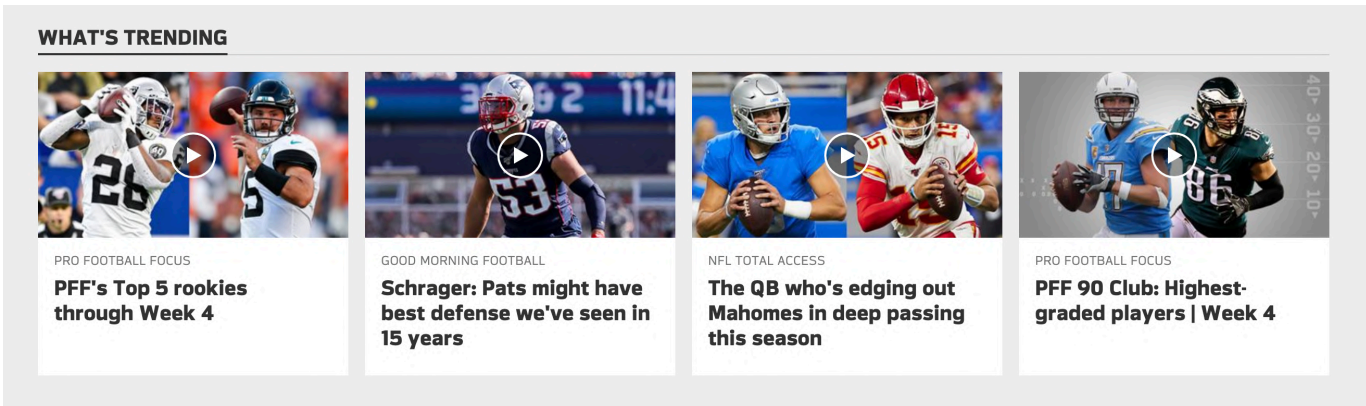
More graphic and easy to see player tiles



More iconic imagery, unique to NZRL inclusive of all ages and genders



Interactive user quiz and pol questions



More organised news and video areas

NEWS	NATIONAL TEAMS	GRASSROOTS		MORE THAN A GAME	ABOUT US
	KIWIS	TOURNAMENTS	<ul style="list-style-type: none">- MENS PREMIERSHIP- WOMENS- NZSS YOUTH	PLAYGROUPS	ABOUT NZRL
		GET INVOLVED	<ul style="list-style-type: none">- COACHES- MANAGERS- REFEREES- TRAINERS		ZONES MAP
	KIWI FERNS	LEAGUESMART	<ul style="list-style-type: none">- LINK TO PROGRAMME- RESOURCES	PIRTEK VOTM	SPONSORS & PARTNERS
	JUNIOR KIWIS	BE A SPORT/GOOD SPORTS	<ul style="list-style-type: none">- BE A SPORT- RESOURCES	WELLBEING	ASSOCIATES
	NZ RESIDENTS	DOCUMENTS & RESOURCES	<ul style="list-style-type: none">- RULES- APP FORMS- MATCH DAY FORMS	LEAGUE 4 LIFE	ANNUAL REPORTS
	16S & 18S				NZRL AWARDS
					CONTACT / STAFF

New website layout - focus on grassroots & less is more

THE **KIWI** WAY

MORE
THAN A
GAME

Creating branded initiatives for communication and website



Dynamic sections on the website using logo elements and colours



More unique imagery and graphic design

GRASSROOTS

Get Involved Get Involved
Get Involved Get Involved

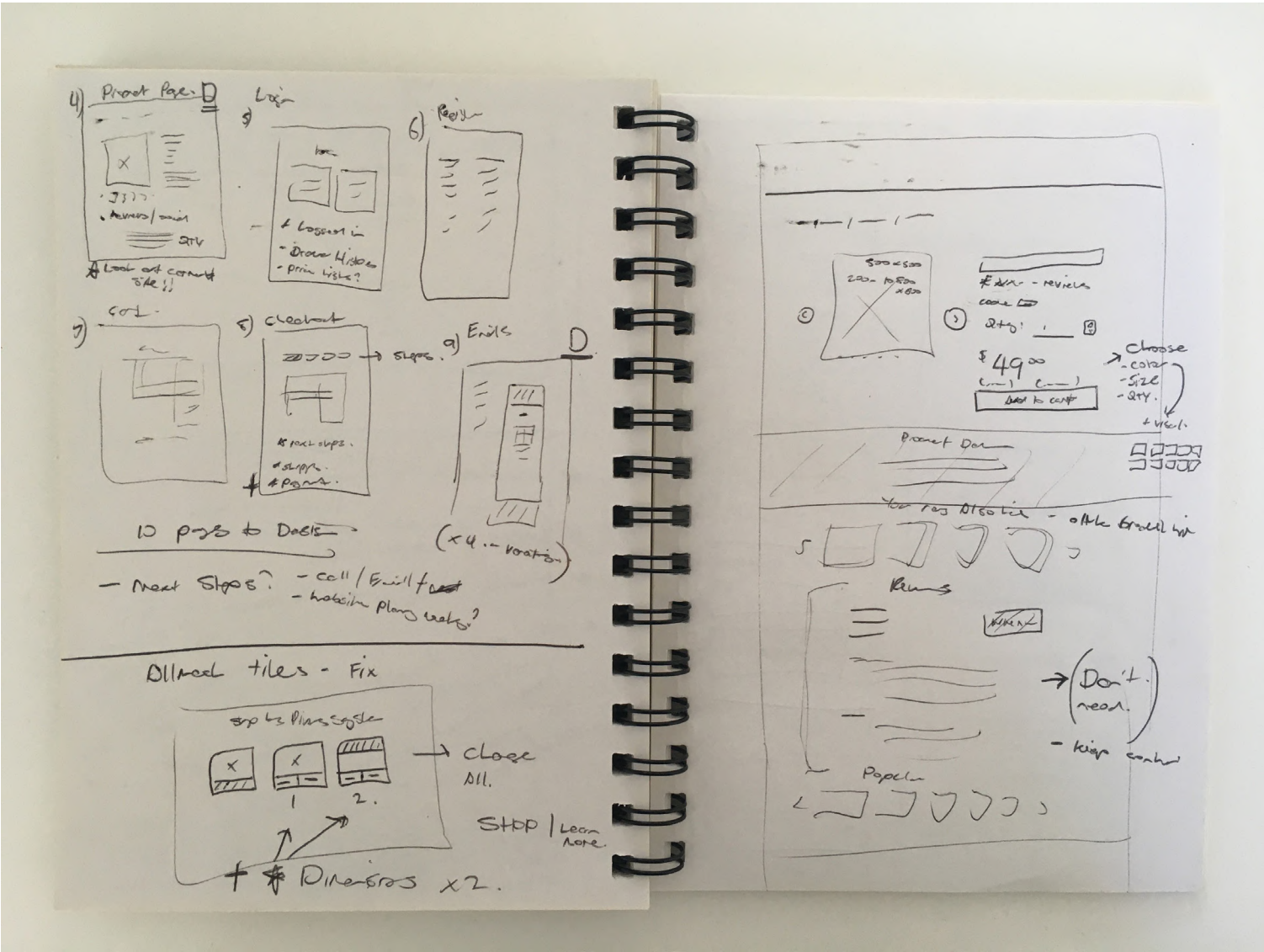
     

A unique website typeface and icons for areas of website

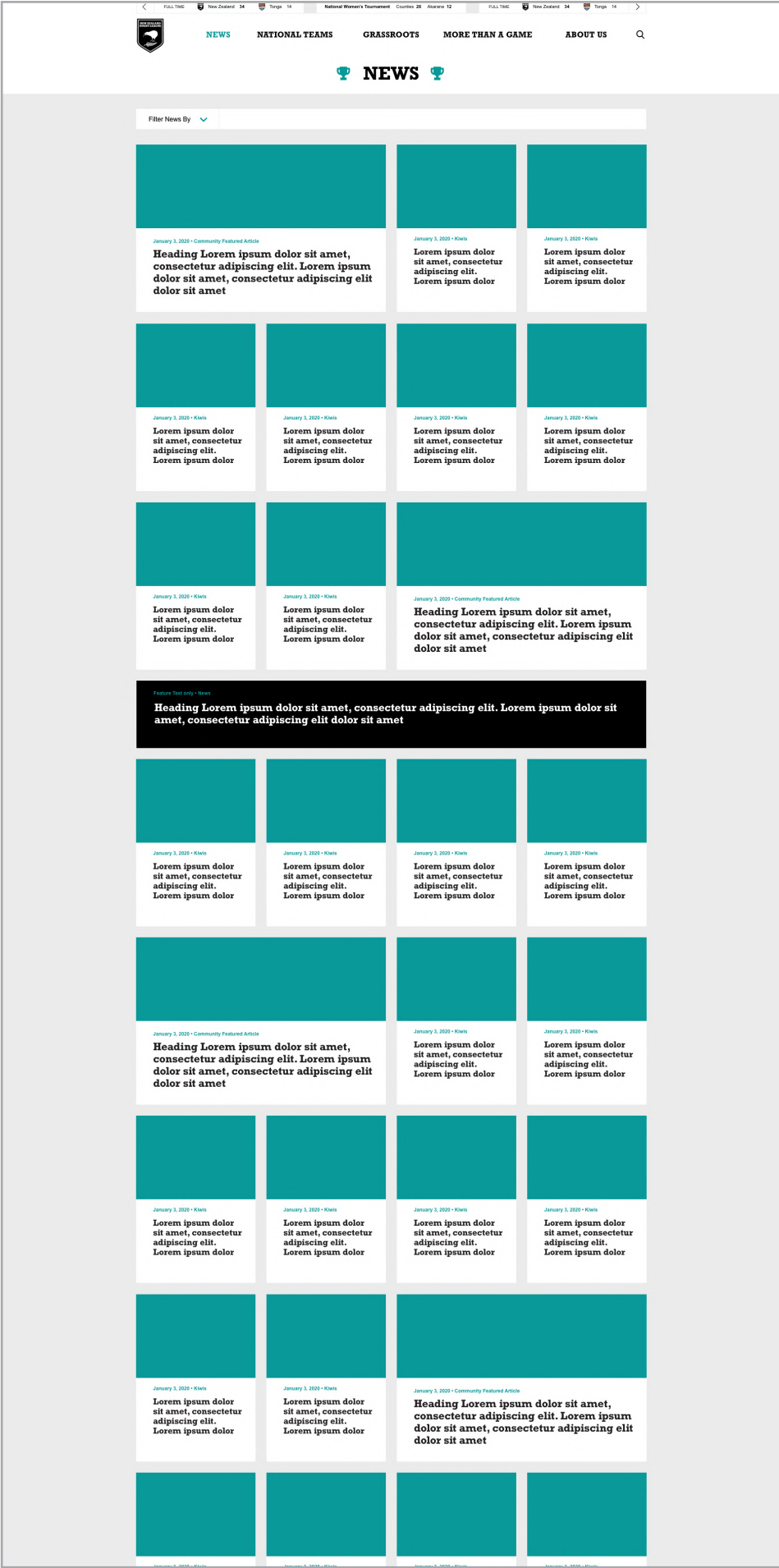
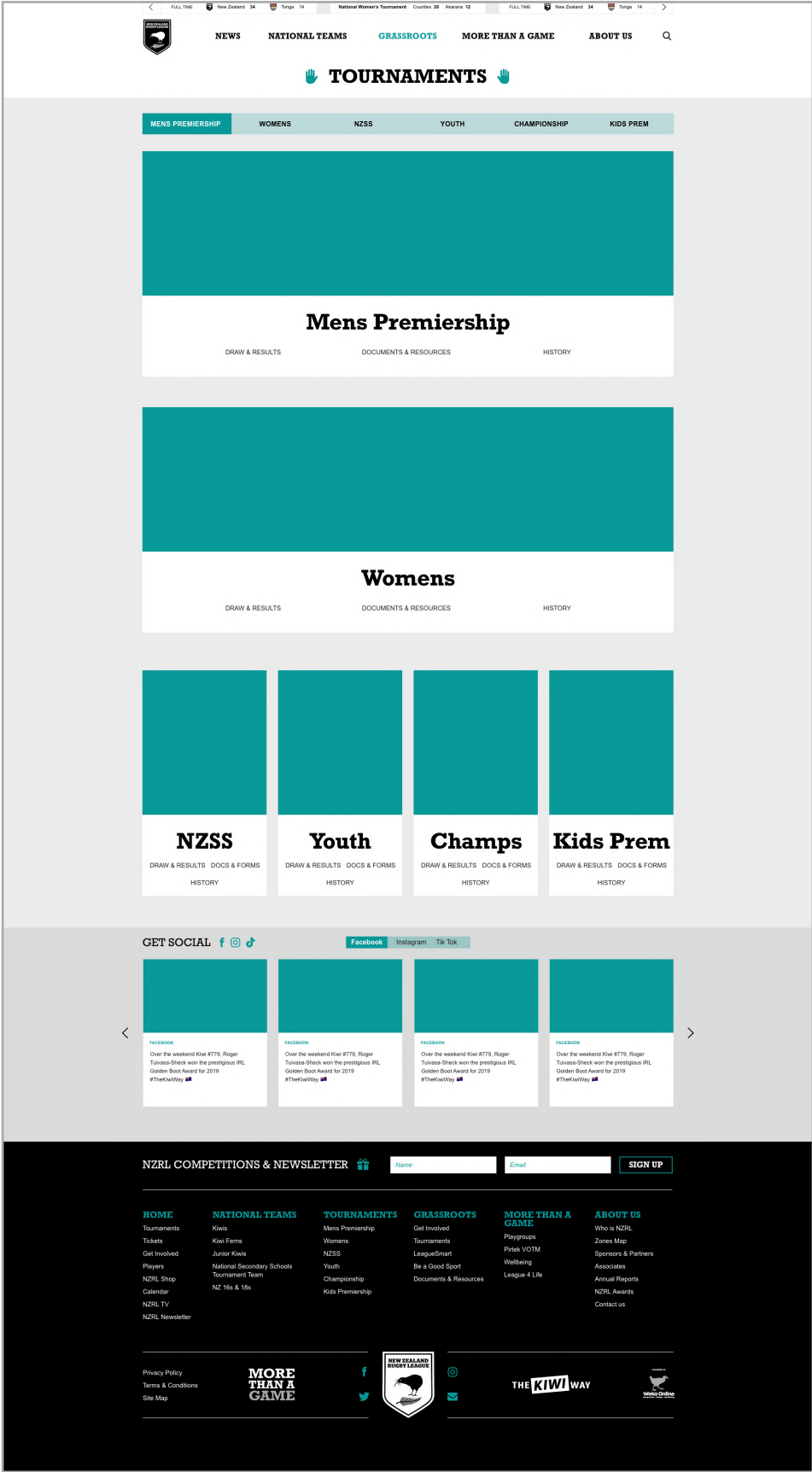
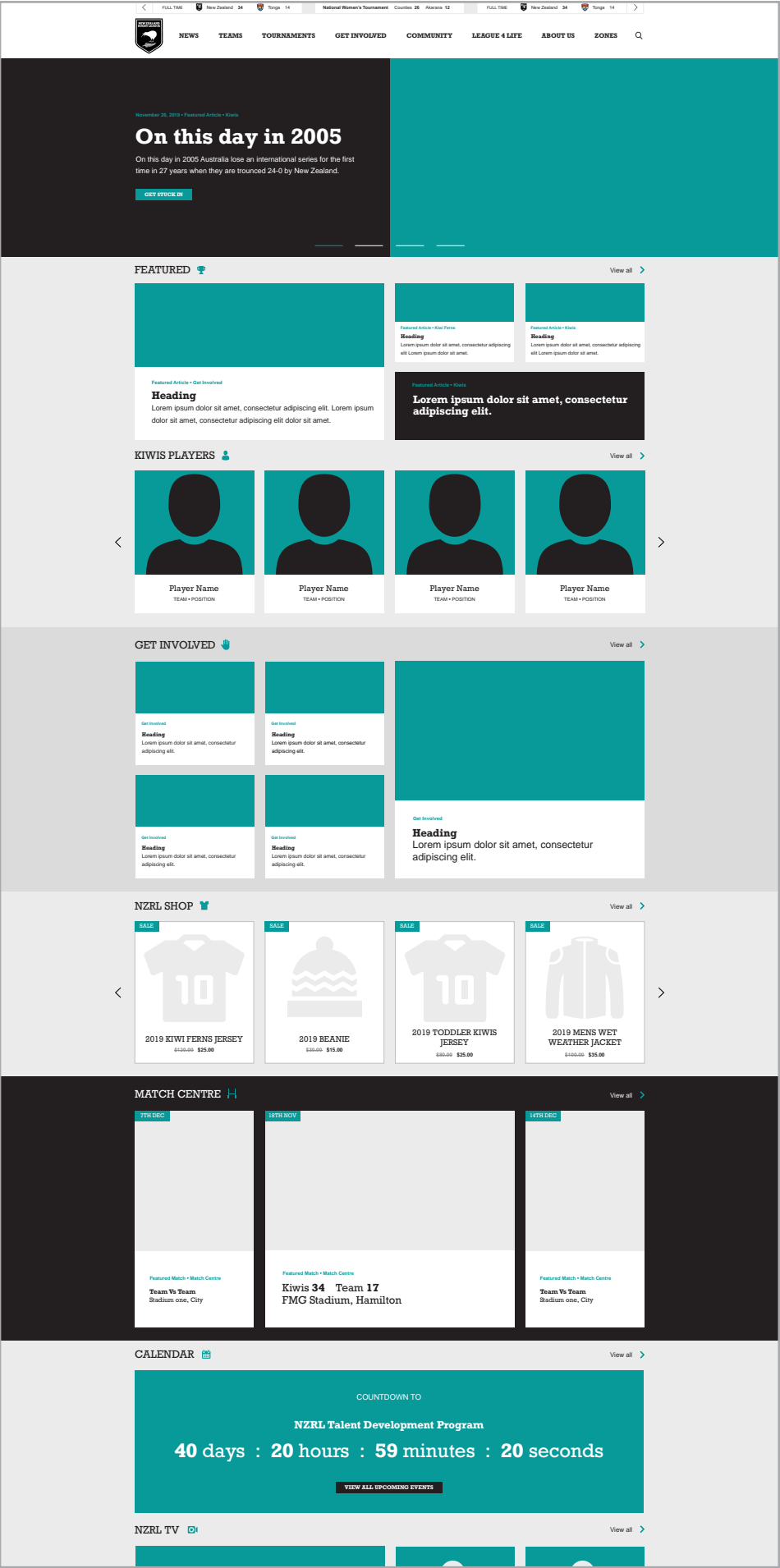
Initial UX/UI sketches



Section and element sketches



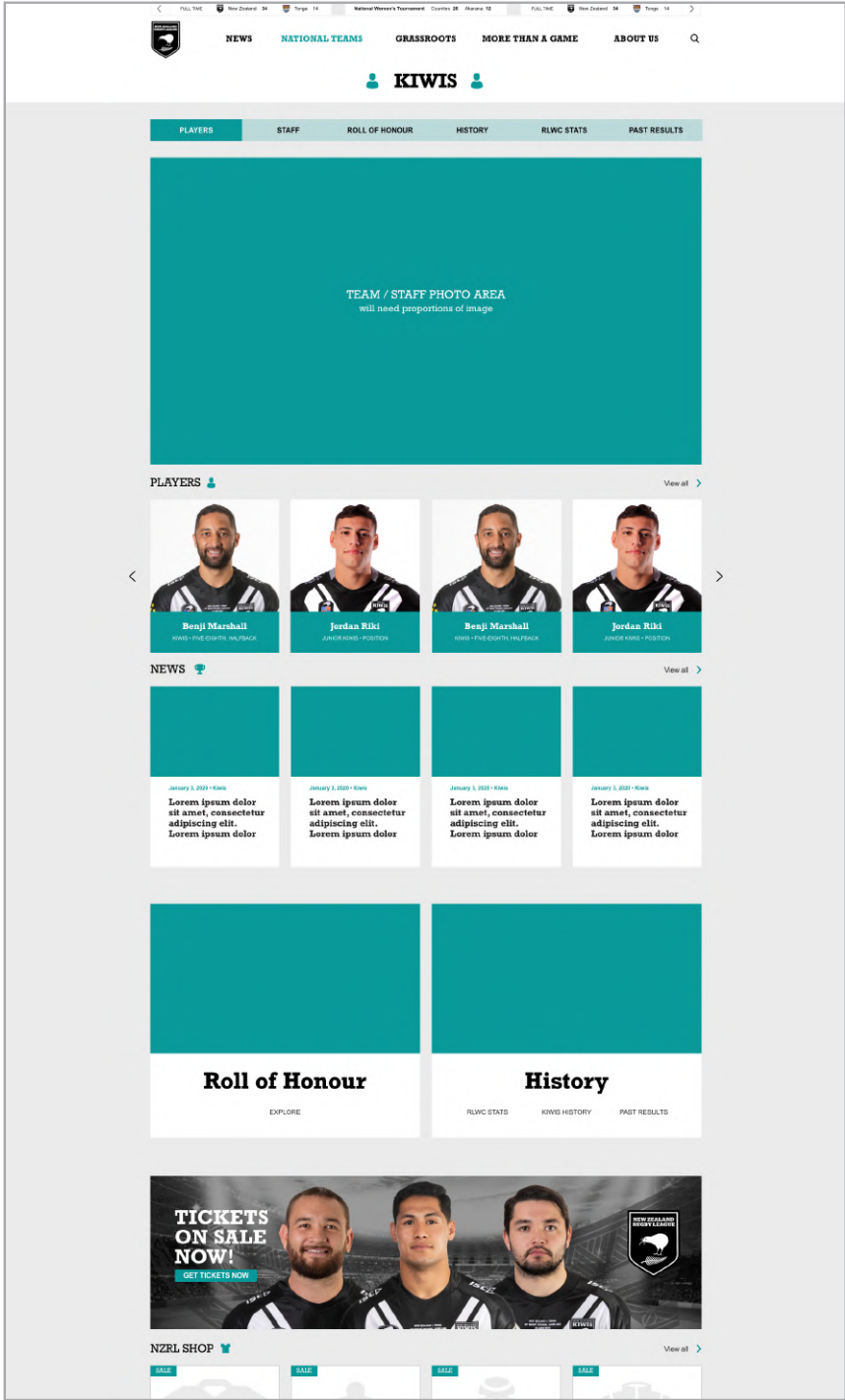
Page layout options & initial ecommerce product page



FEEDBACK:

Feedback from staff and user testing was:

- Keep the porportions of the images like tournaments
- Videos full width
- Wellbeing page to be more customised
- The Kiwi way page graphics to be full width
- Clickable interactive banners used more

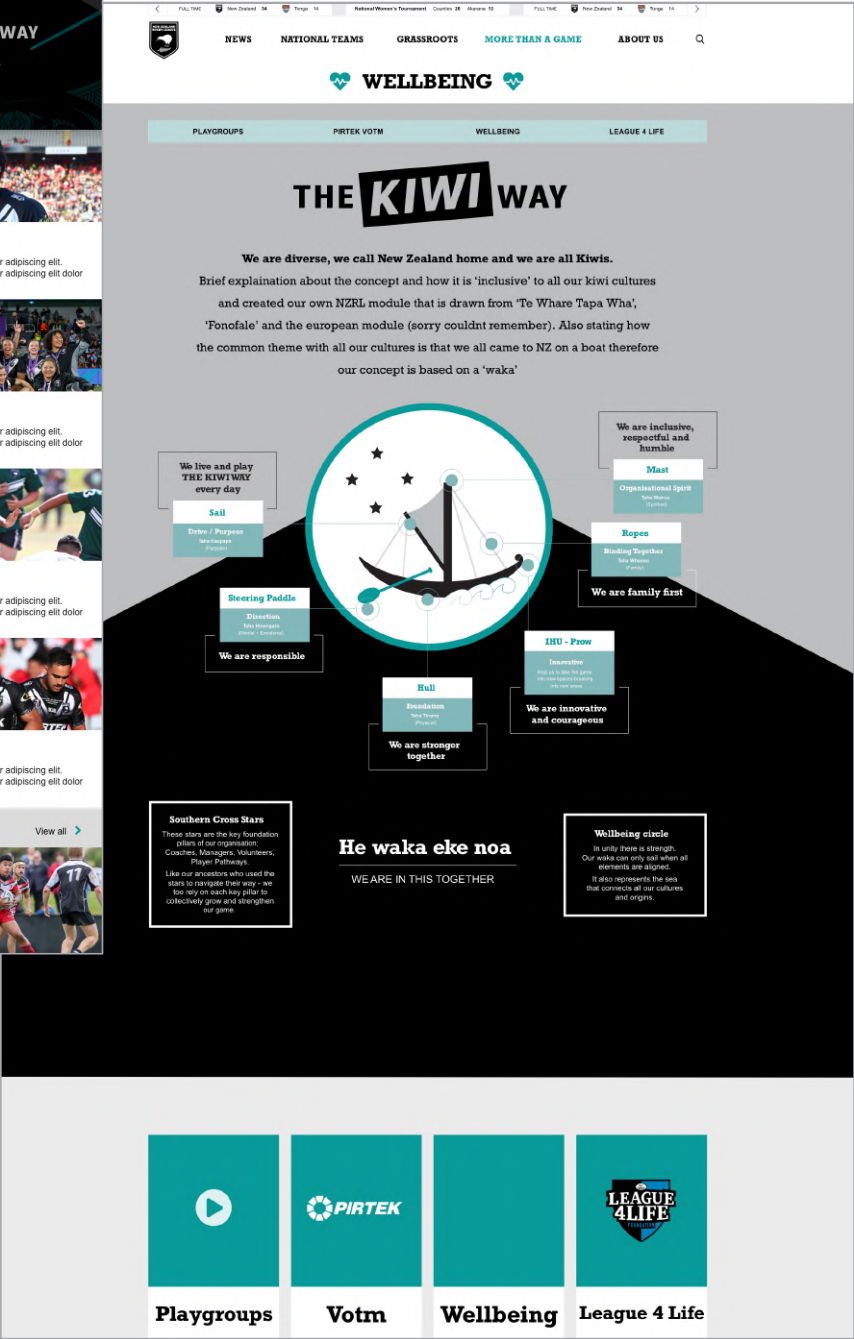
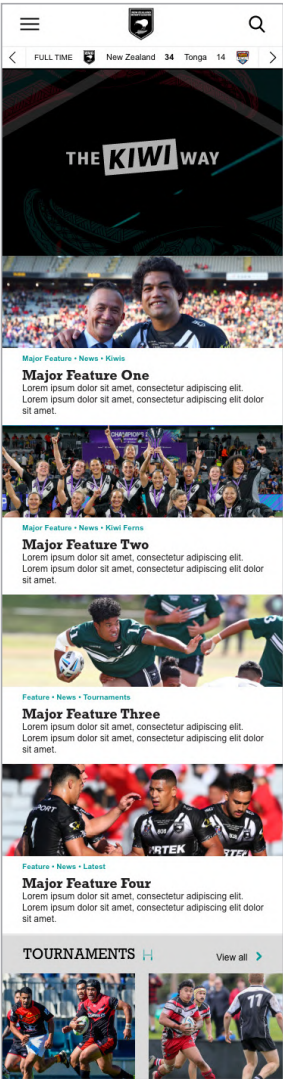
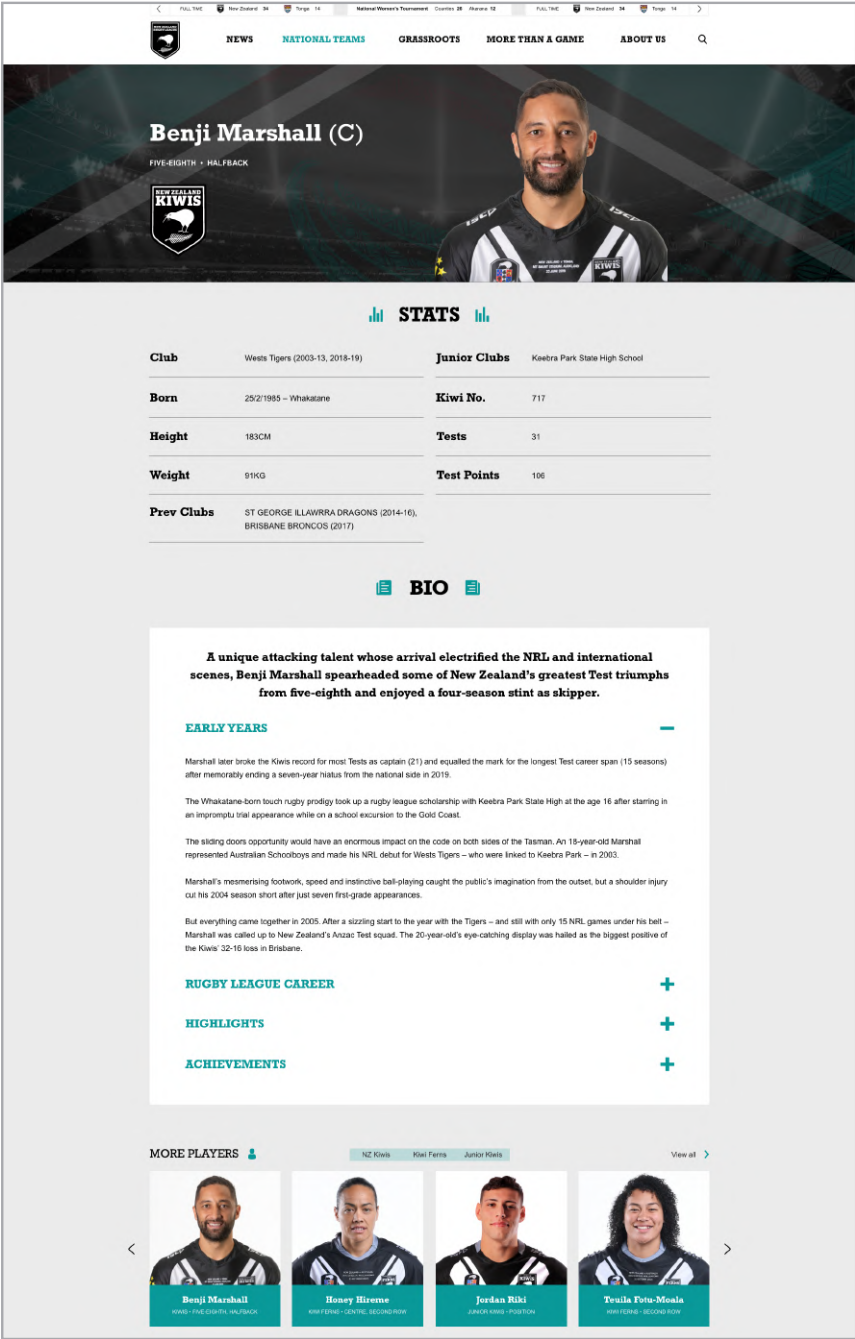


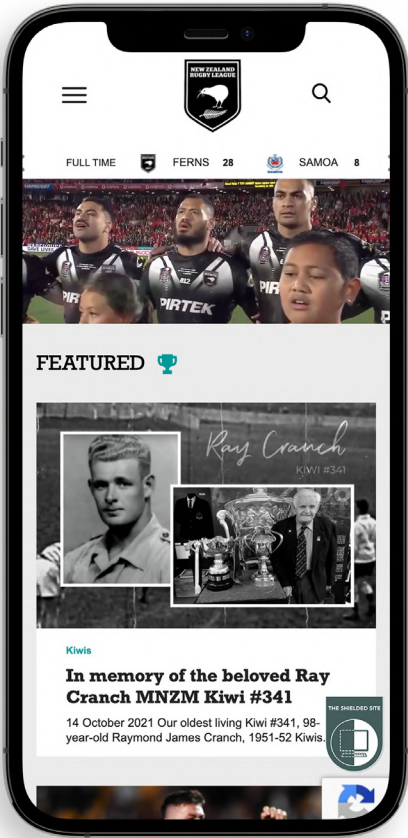
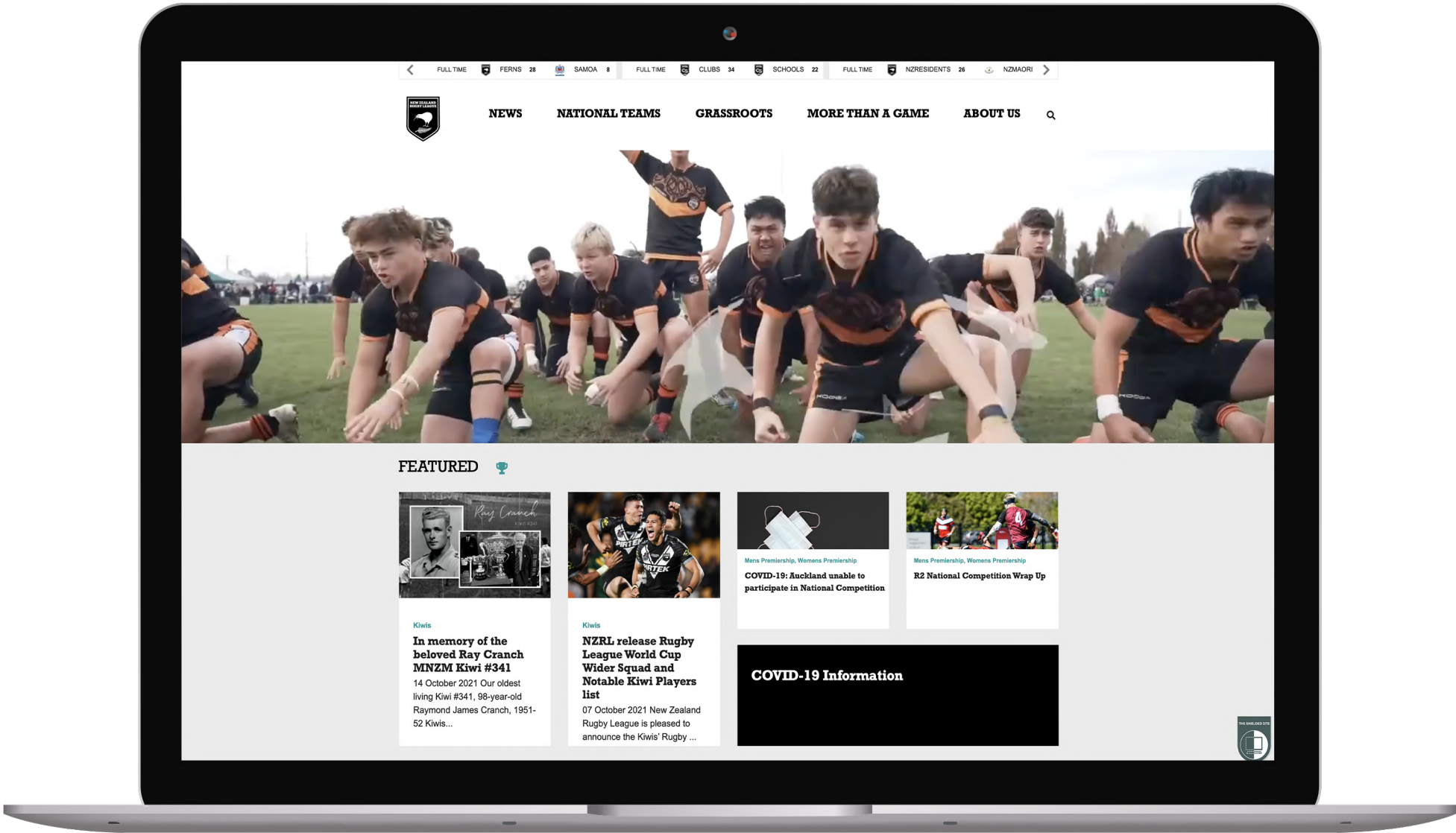
FEEDBACK:

Further feedback from staff and user testing was:

- Video needs to be taller
- Imagery to be updated to brand colours
- rollover and zoom effects on tiles
- Shop to be added with actual imagery
- Mobile view needed further refinement

XD LINK - Version 8





BACKEND:

Guide to changing the images on the Ngā Ringa Āwhina page

Feedback from staff was that guides would be helpful for:

- Adding links to pages
- Adding new and editing menu items
- Adding news articles and tags
- Adding staff
- Changing images

