NEW ZEALAND RUGBY |FAGUFV/FBS|TFDESIGN PROCESS

RTCHIE



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:

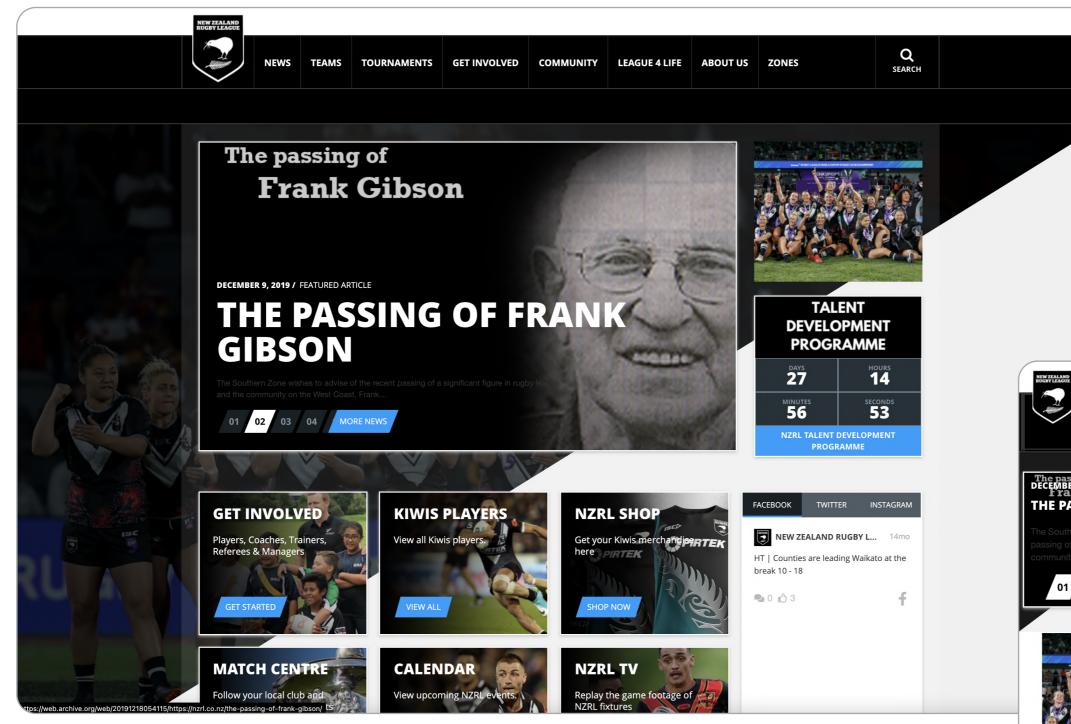
NZRL had a few issues with their current site which were:

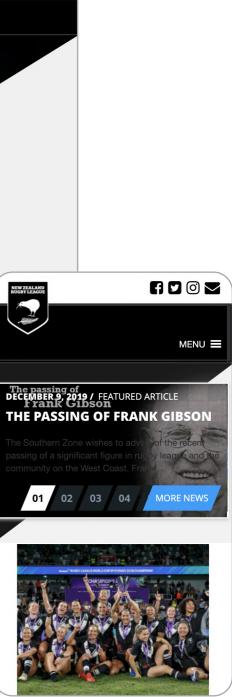
- · Banners are unreadable, and not very interesting
- There were many small pages leading to nowhere
- · The news section was very hard to update
- The whole backend of their website had to be manually updated for each area
- Not very mobile friendly
- Not enough interaction with the grass roots Kiwi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

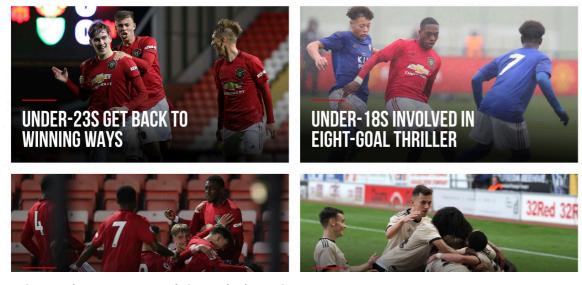
CULTURE:

The culture of the website needs to be more:

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

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Clean imagery with minimal text

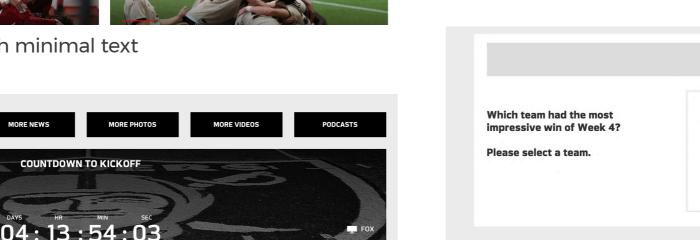
MORE NEWS

COUNTDOWN TO KICKOFF

LIVE STADIUM CAM

AIDERS

OAKLAND RAIDERS



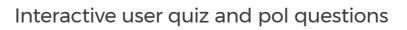
More visual countdown clocks



More graphic and easy to see player tiles



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



WHAT'S TRENDING





AFC NORTH | 2 - 2



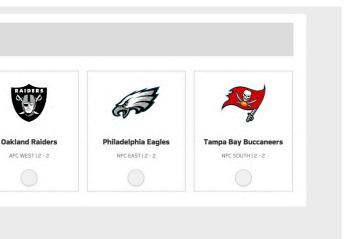
PFF's Top 5 rookies through Week 4

GOOD MORNING FOOTBALL Schrager: Pats might have best defense we've seen in 15 years

this season

More organised news and video areas

60TH SEASON



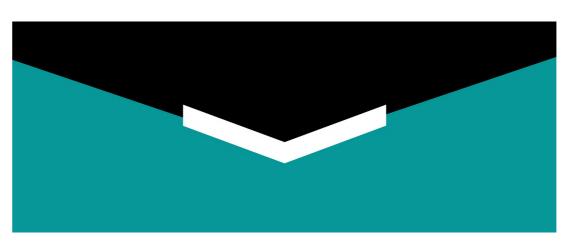
Creative moodboard - site navigation and graphic elements

NEWS	NATIONAL TEAMS	GRASS	GROOTS	MORE THAN A GAME	ABOUT US	
	KIMIC	TOURNAMENTS	MENS PREMIERSHIP WOMENS NZSS YOUTH	DIAVODOLIDS	ABOUT NZRL	
	KIWIS	GET INVOLVED	- COACHES - MANAGERS - REFEREES - TRAINERS	PLAYGROUPS	ZONES MAP	
	KIWI FERNS	LEAGUESMART	- LINK TO PROGRAMME RESOURCES	PIRTEK VOTM	SPONSORS & PARTNERS	
	JUNIOR KIWIS	BE A SPORT/ GOOD SPORTS	- BE A SPORT RESOURCES	WELLBEING	ASSOCIATES	
	NZ RESIDENTS	DOCUMENTS & RESOURCES	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



Creating branded initiatives for communication and website



Dynamic sections on the website using logo elements and colours



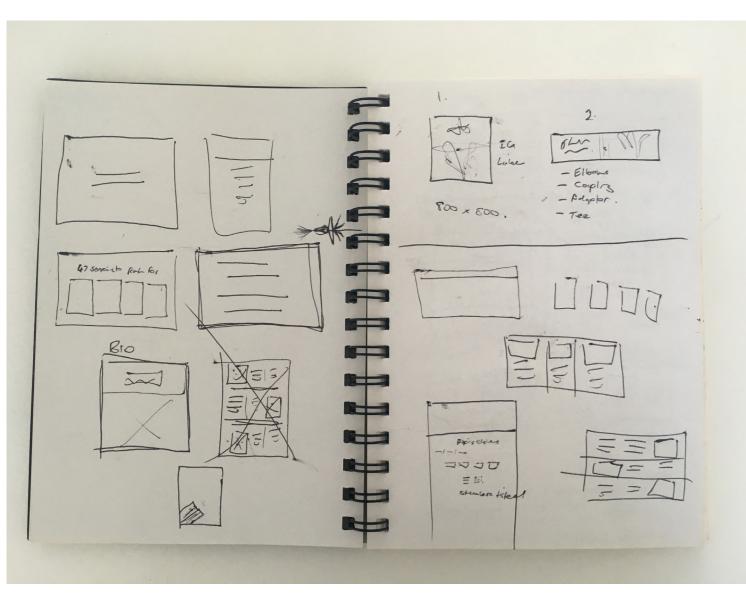
More unique imagery and graphic design

GRASSROOTS

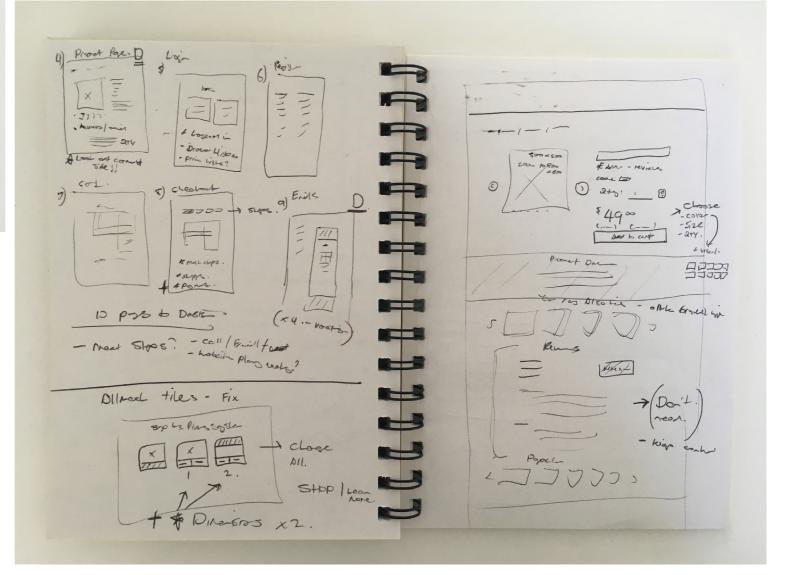
Get Involved Get Involved Get Involved Get Involved



A unique website typeface and icons for areas of website

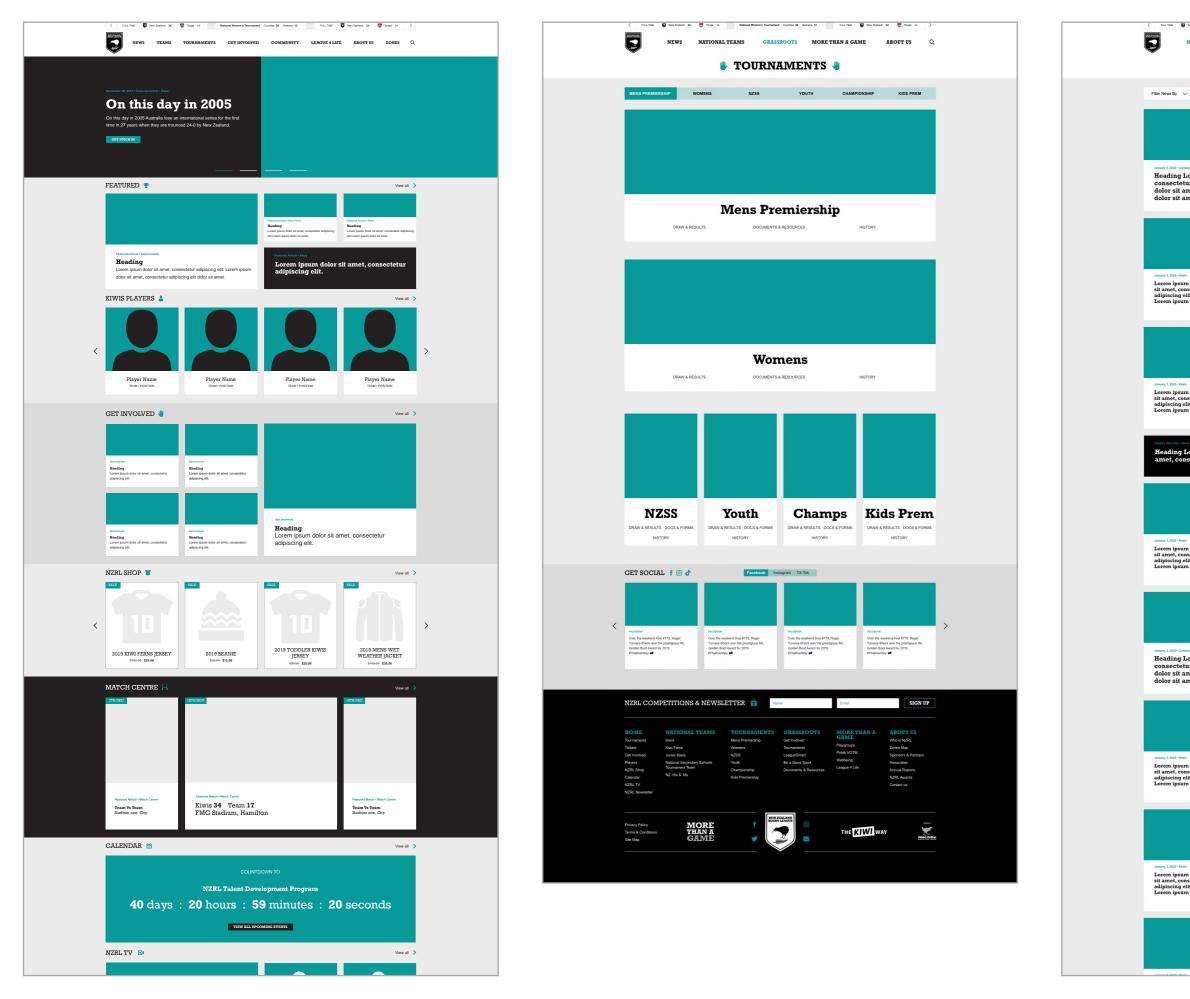


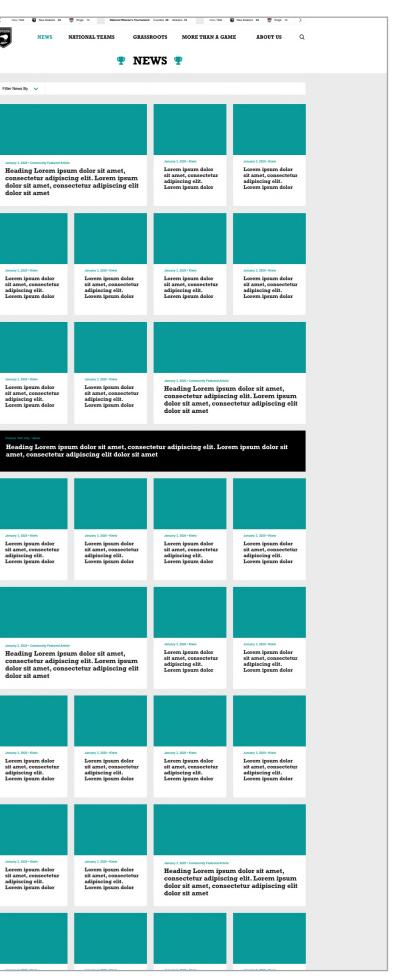
Section and element sketches



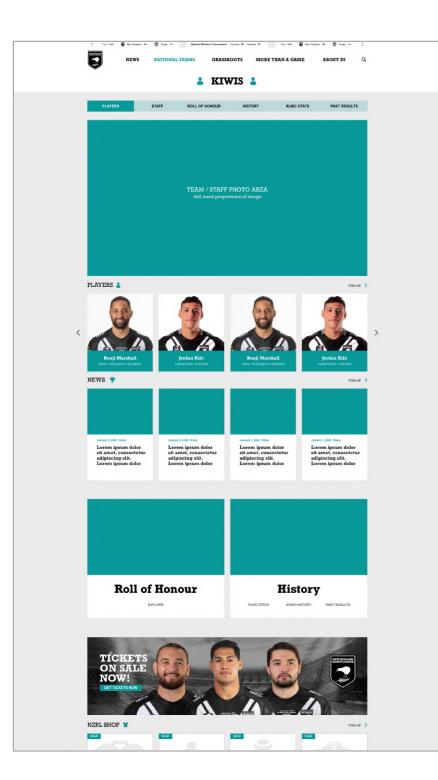
Page layout options & initial ecommerce product page

Wireframes - initial





FEEDBACK:



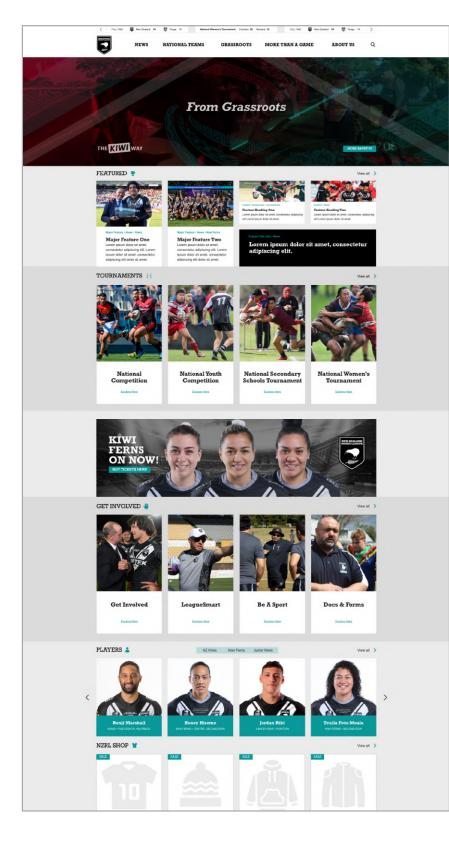
Feedback from staff and user testing was:

- 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



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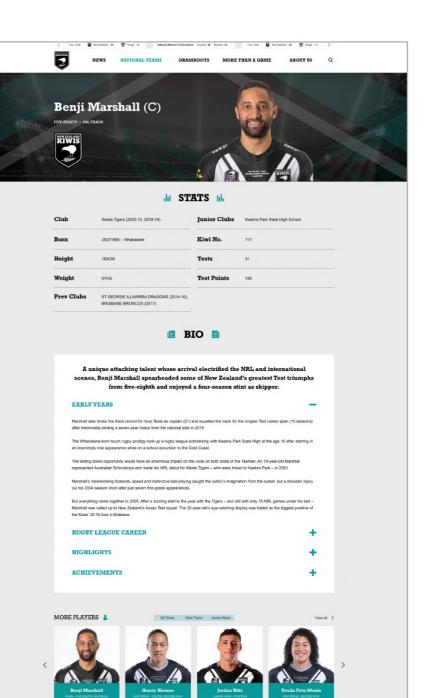
FEEDBACK:



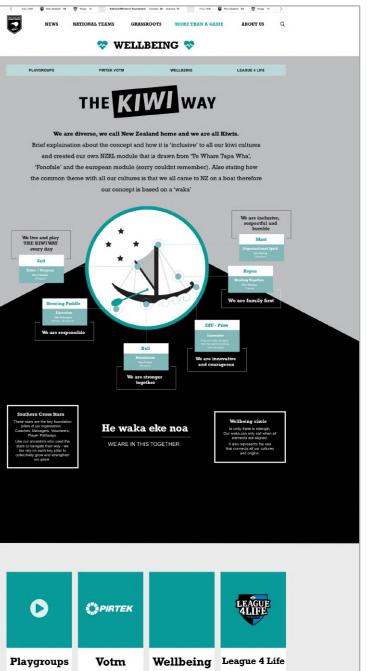
Further feedback from staff and user testing was:

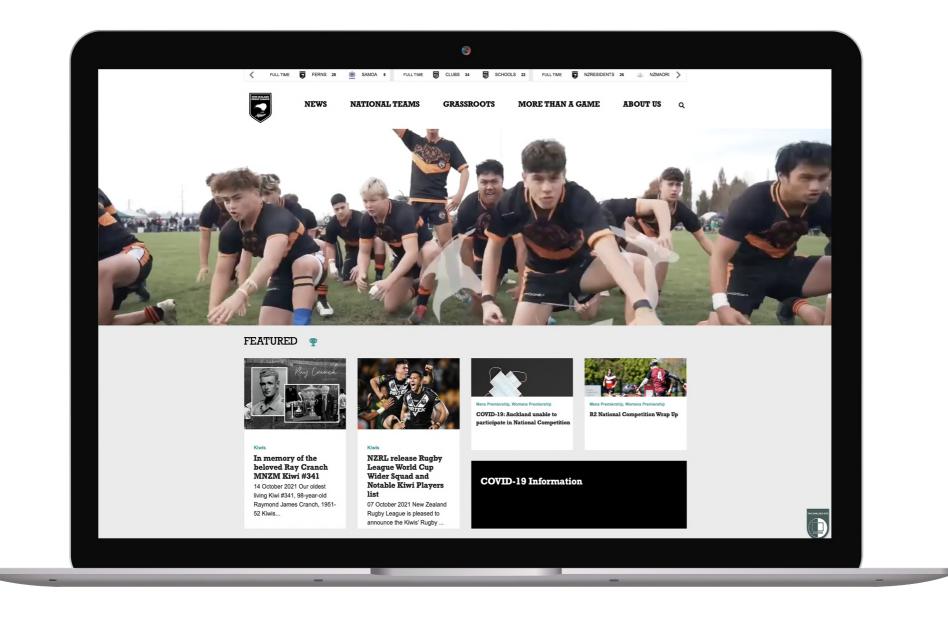
- Video needs to be taller
- Imagery to be updated to brand colours
- rollover and zoom effects on tiles
- Shop to be added with actual imagery
- Mobile view needed further refinement

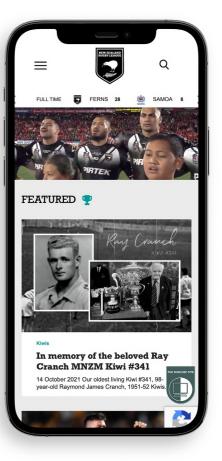
XD LINK - Version 8















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

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