

World Cup Websites: All to Play For

A usability study of World
Cup websites



webcredible

user experience • research • design • training ●●●

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Introduction

The opportunity

FIFA's claim of 715.1 million viewers for the 2006 World Cup final has been criticised for being exaggerated and unverifiable¹. However, the more conservative figure of 260 million viewers for this event by independent analysts Initiative Sports Futures¹, with no ties to FIFA, indicates that the global appeal of the World Cup is vast.

For media companies keen to promote their coverage of games, the Internet represents a significant opportunity to attract both viewers and website visitors. The challenge is to provide a fun and usable website experience that both engages and informs users about the unfolding drama of multiple games.

Additionally, the importance of the mobile user experience has grown massively since 2006 – users want an accurate and easy-to-use snapshot of the tournament in terms of fixtures, results, group positions and team news, while on the move.

About this report

In June 2010, Webcredible investigated the usability of the websites of 4 media companies, and the official FIFA World Cup site, in advance of and during the 2010 World Cup.

The usability criteria chosen were a mixture of essential usability criteria that apply to any website (e.g. relating to navigation and orientation) and criteria that are relevant to the entertainment of site visitors (e.g. engaging delivery of interactive content).

Increasing the usability of any media website will increase the success users have in finding the information they need and achieving their goals. The main goal of many users visiting a media website during the World Cup is likely to be to follow the progress of a particular team in terms of 3 main stages:

- Before games (planning viewing)
- During games (result updates and viewing)
- After games (checking results and assessing teams' overall positions)

Who is this report for?

The report is aimed at anyone involved with media websites, including communication managers and web developers. Although our analysis is focused on media companies, the guidelines are highly transferable to other websites, especially those involved with sport and entertainment. The report assumes no prior usability or technical knowledge.

Methodology

Webcredible analysed 5 high-profile websites with content dedicated to delivering information about the 2010 World Cup.

Each website was evaluated against 10 best practice guidelines and assigned a score of 0 to 5 for each guideline, with 5 being the maximum. With 10 guidelines in total, websites were assigned a total Usability Index rating out of 50.

The guidelines against which we benchmarked the 5 websites were:

Site and homepage priorities

1. Clear route to dedicated World Cup content from main site homepage
2. World Cup homepage lists tasks that are easy to locate & understand

Site supports key user tasks

3. Easy to get latest tournament news
4. Easy to find out about fixtures and results
5. Easy to find out about group stages
6. Easy to find out about squads, teams and players

Engagement

7. Easy to find and watch video content
8. Delivery of mobile-friendly content
9. Engaging delivery of content

Navigation and orientation

10. Navigation easy to use and understand

Results

Summary

The 5 websites received the following scores:

Company	Website	Total
FIFA	www.fifa.com/worldcup	74
BBC	www.bbc.co.uk/worldcup	72
Eurosport	http://uk.eurosport.yahoo.com/football/world-cup	72
Sky Sports	www.skysports.com/worldcup	72
ITV	www.itv.com/worldcup	52
Average score		68.4

The results are very close with 3 sites in joint 2nd place with 72%, only 2 percentage points behind the overall winner, the FIFA site.

4 of the sites scored over 70% which shows that most of the main providers of World Cup 2010 information are providing a good user experience. On the whole the websites scored well on key user tasks, with an average of 3.4 out of 5 for guidelines 3-7.

Despite the close scores, the sites performed differently across the range of guidelines. For example:

- The FIFA site performed well on all guidelines except finding and watching video content
- The BBC site excelled at linking its content together to provide an integrated experience
- The Eurosport site didn't excel in any particular area, except guideline 1, but performed consistently above average in all other guidelines
- The Sky Sports site performed particularly well in the delivery of key information (results, fixtures, group stages, and teams) and provided the most engaging experience for users.

The ITV site lagged 20% behind the other sites because it performed poorly on some key user tasks (delivery of news and group stage information). It also scored badly on some basic usability guidelines relating to navigation and the presentation of key tasks on the homepage.

Please consult the Appendix on p32 for a full breakdown of scores.

1. Clear route to dedicated World Cup content from main site homepage

Average score: 3.3 (out of 5)

For those web users who wish to browse from the main website homepage, it's essential that they can easily navigate to the starting point for tournament content i.e. the World Cup 2010 'homepage'. The navigation system should make it clear where the World Cup content sits within other main site content.



The BBC site scores maximum points for its clear route from the main page via the 'Sport' main navigation option.

There are clear calls to action on the Sport landing page to World Cup content.

The navigation on the World Cup homepage clearly shows where World Cup content sits within the hierarchy of all BBC content.

Overall, the websites very well for this guideline, with 4 sites scoring 4 or more out of 5, and 3 sites scoring top marks.

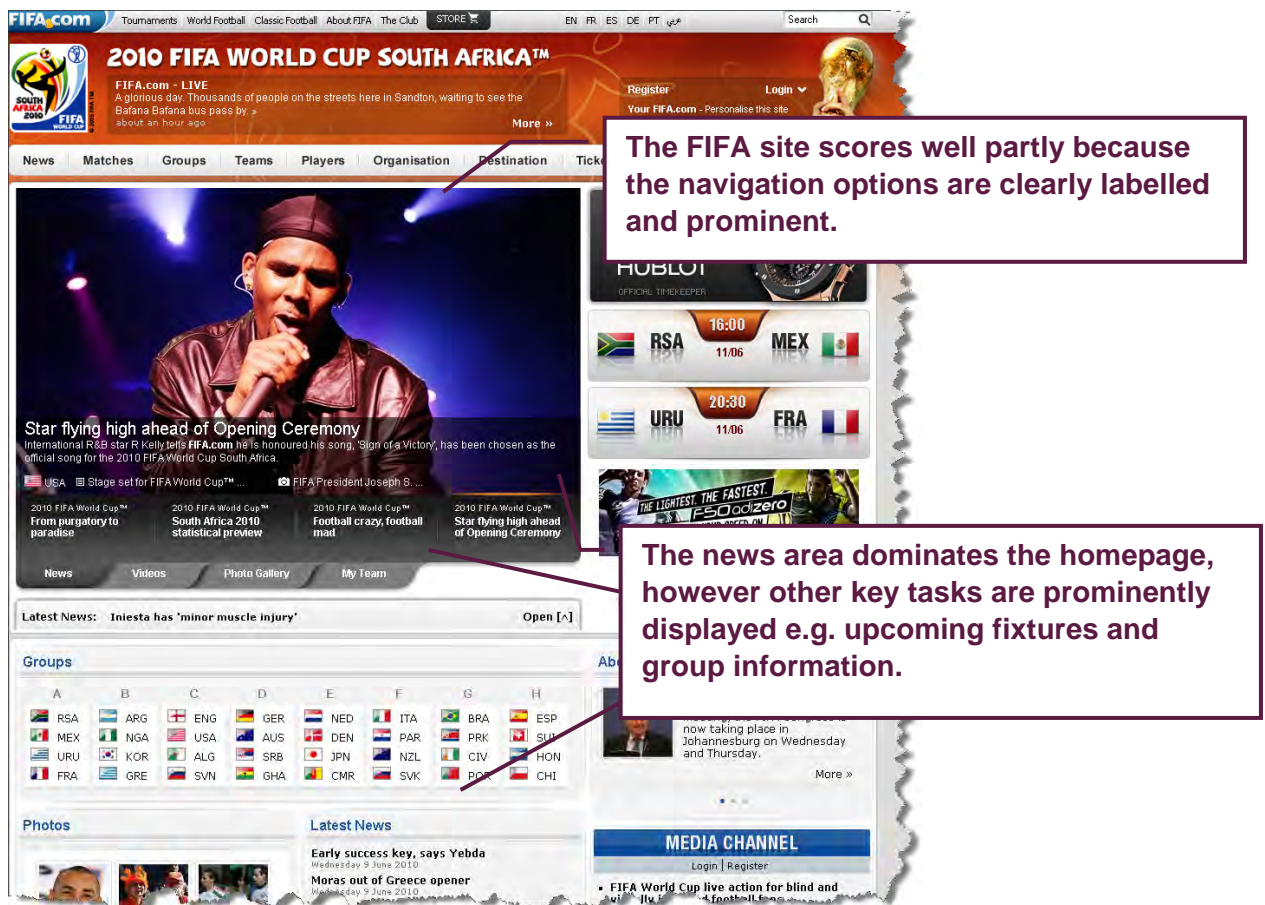
2. World Cup homepage lists tasks that are easy to locate & understand

Average score: 3.0 (out of 5)

The World Cup homepage should clearly promote the key tasks available to users above the fold. The following are examples of common tasks that users are likely to want to perform on a World Cup website:

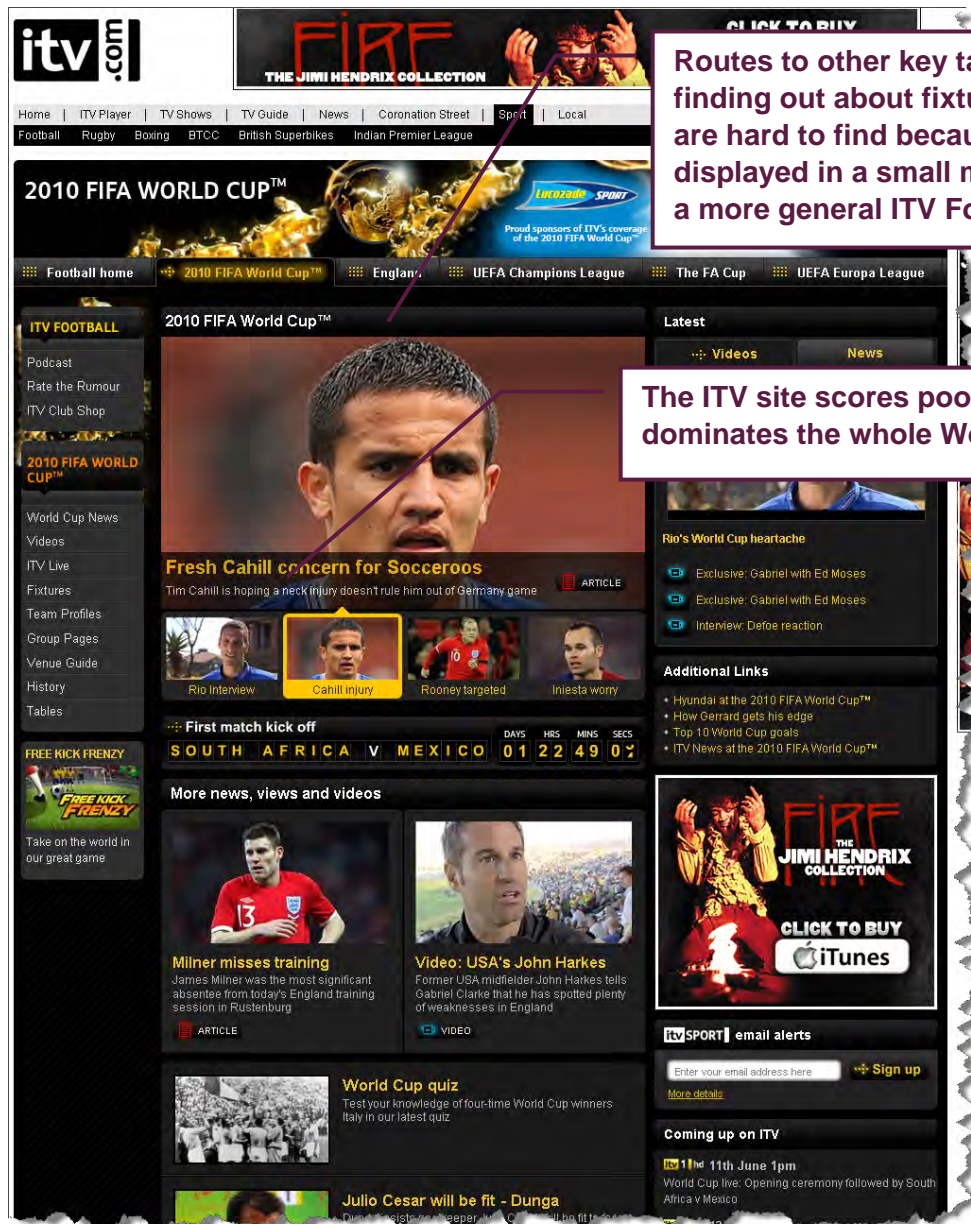
- Get the latest news
- Find out about results
- Look up/predict future fixtures
- Find out about squads, teams and players

Users often don't scroll on long pages, particularly homepages, so it's crucial that key tasks are promoted above the fold on the homepage.



The FIFA site scores well partly because the navigation options are clearly labelled and prominent.

The news area dominates the homepage, however other key tasks are prominently displayed e.g. upcoming fixtures and group information.



Most websites performed reasonably well for this guideline, with 4 websites scoring 3 or 4 out of 5. However, with no website scoring full marks, there is room for improvement with this important guideline.

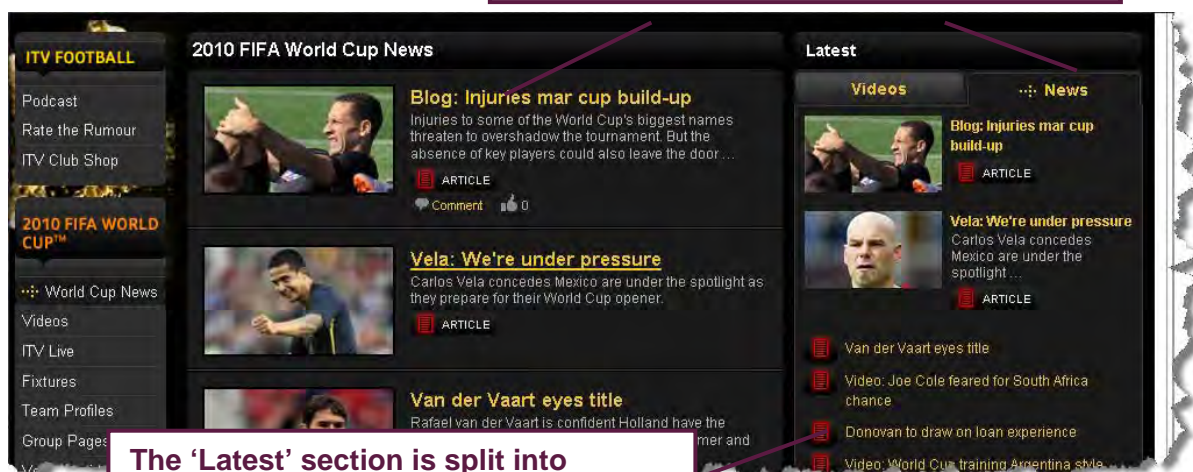
3. Easy to get latest tournament news

Average score: 3.2 (out of 5)

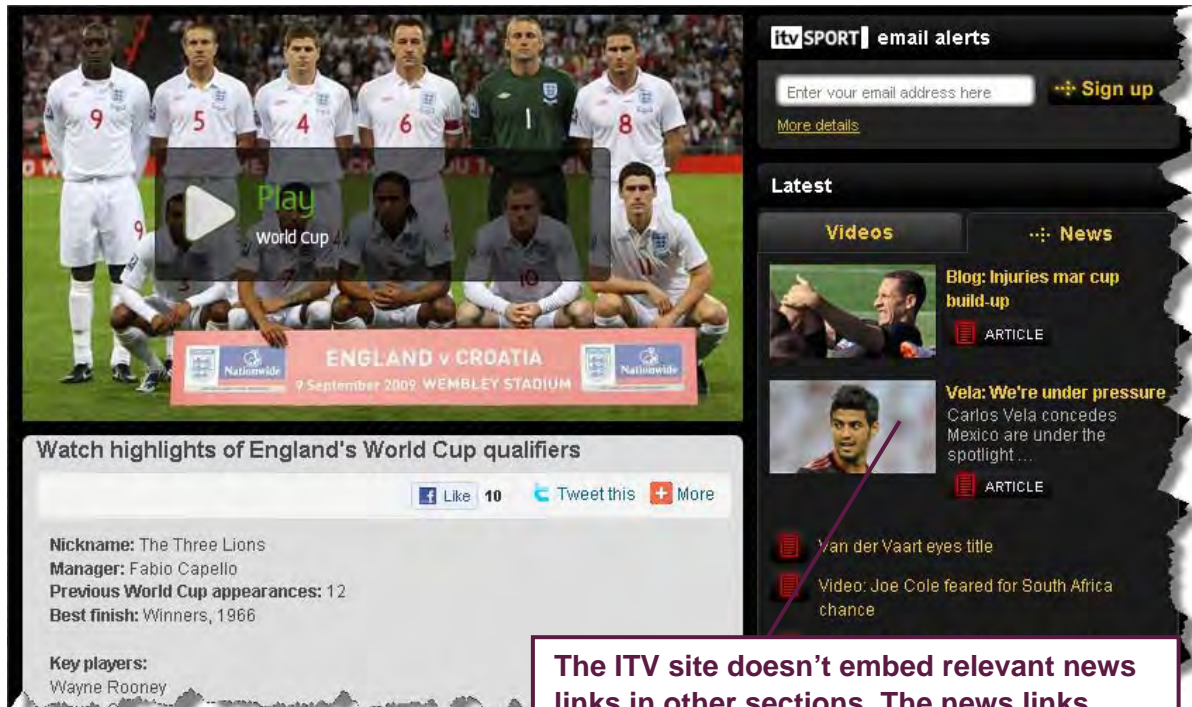
One key user task is the ability to find out about the latest tournament news. The ability to find this information should be supported by a number of guiding principles:

- The item should be clearly marked with the date it was posted
- It should be easy to find the desired item by date or topic (e.g. team, player, manager or group)
- It should be simple to share and print and bookmark the article
- The news should also be embedded in content in sections such as teams or groups

Despite the fact that the ITV site is dominated by news, the route to news is confused by the number of similar choices presented to users. For example, it's not clear what the difference is between the main list of news stories and the Latest News tab.



The 'Latest' section is split into 'Videos' and 'News' tabs but site visitors are likely to be confused about what type of content they contain, given that 'Latest News' also contains some video content.



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Latest

Videos **News**

Blog: Injuries mar cup build-up
ARTICLE

Vela: We're under pressure
Carlos Vela concedes Mexico are under the spotlight...
ARTICLE

Van der Vaart eyes title

Video: Joe Cole feared for South Africa chance

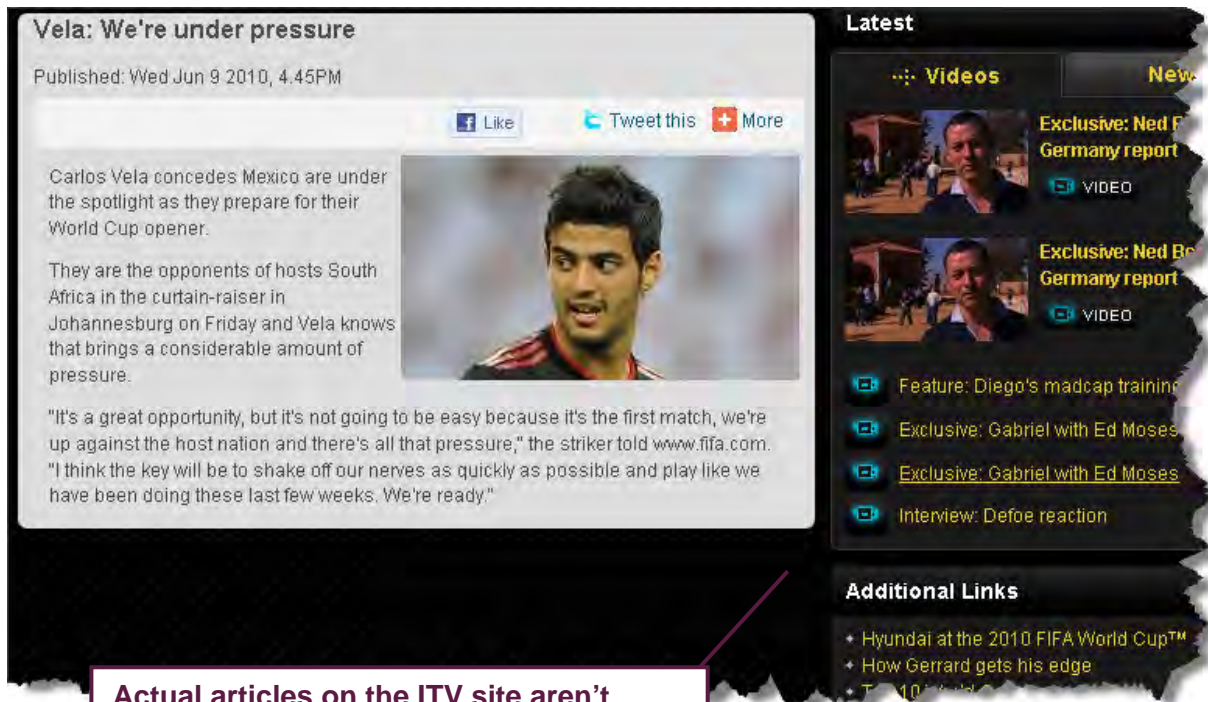
Watch highlights of England's World Cup qualifiers

Like 10 Tweet this More

Nickname: The Three Lions
Manager: Fabio Capello
Previous World Cup appearances: 12
Best finish: Winners, 1966

Key players:
Wayne Rooney

The ITV site doesn't embed relevant news links in other sections. The news links from this page on the England team don't relate to England.



Vela: We're under pressure

Published: Wed Jun 9 2010, 4.45PM

Like Tweet this More

Carlos Vela concedes Mexico are under the spotlight as they prepare for their World Cup opener.

They are the opponents of hosts South Africa in the curtain-raiser in Johannesburg on Friday and Vela knows that brings a considerable amount of pressure.

"It's a great opportunity, but it's not going to be easy because it's the first match, we're up against the host nation and there's all that pressure," the striker told www.fifa.com. "I think the key will be to shake off our nerves as quickly as possible and play like we have been doing these last few weeks. We're ready."

Latest

Videos **News**

Exclusive: Ned Brdovic with Ed Moses Germany report
VIDEO

Exclusive: Ned Brdovic with Ed Moses Germany report
VIDEO

Feature: Diego's madcap training

Exclusive: Gabriel with Ed Moses

Exclusive: Gabriel with Ed Moses

Interview: Defoe reaction

Additional Links

Hyundai at the 2010 FIFA World Cup™

How Gerrard gets his edge

Top 10...

Actual articles on the ITV site aren't cross-linked to other relevant content.

News Round-up Group A **B** C D E F G H

Argentina

Burdisso demands winning start
Nicolas Burdisso insists Argentina must win their World Cup opener against Nigeria.

- Veron laments United exit
- Demichelis praises Maradona
- Tevez targets Argentina start
- Messi fearful of Rooney
- Barrios denies betrayal

Team page Tables Fixtures

Nigeria

Fifa calm safety fears
Fifa has sought to play

- Nigeria
- Stampe
- Fifa - Ou
- Mikel - I
- Etuhu happy at Fulham

Team page Tables Fixtures

Greece

Moras out of Greece opener
Greece have been dealt a blow with Vangelis Moras

South Korea

Lee targets Greece outing
Striker Lee Dong-guk is hoping to feature in South Korea's World Cup opener

The Sky Sports site gains marks for grouping news according to group and team. However, navigating the news round-up relies on users knowing which teams are in each group.

Email Print Save to

Veron laments United exit
Argentina midfielder regrets leaving Old Trafford

Last updated: 9th June 2010

Argentina veteran Juan Sebastian Veron has admitted regrets over leaving Manchester United.

The 35-year-old midfielder spent two years with Sir Alex Ferguson's side from 2001-03 before transferring to fellow Premier League club Chelsea.

Veron has since made the move back to Argentina to play for his boyhood club Estudiantes but believes he could have been

RELATED

Teams:

- Argentina
- Manchester United

Also see

- News list
- History
- Galleries
- Top Tens
- Venue

Your Pick

Sky Sports' related links are embedded in the article and highlighted separately in a 'Related' area.



The screenshot shows a sports website interface. At the top right, there is a 'LATEST WORLD CUP HEADLINES' section with a list of links. Below this is a 'Meet the teams' section. A callout box with a red border and a white background points to the 'World Cup Galleries' and 'World Cup Videos' sections, stating: "However, Sky Sports loses marks because the layout of the page suggests that the only route to news is through the latest headlines. The useful News Round-up section is separated from the headlines and hard to find because it's below the fold." Below the callout, the 'News Round-up' section is visible, featuring articles for Argentina, Nigeria, Greece, and South Korea. At the bottom right, there is a 'sky SPORTS DEBATE' section with a quote and social media links for Twitter and Facebook.

As the examples indicate, several sites scored averagely for this guideline because although they excelled in some of the guiding principles, they performed poorly in others.

4. Easy to find out about fixtures and results

Average score: 3.6 (out of 5)

A key user task for any football fan is to find out about the fixtures before the game and the results after. Successful delivery of this type of information relies on providing alternative views to users e.g. date-order, team-specific or whole group fixtures.

The key aspects of this guideline include:

- A clear calendar view so that all matches can be viewed in date order
- A clear view of all matches in a particular group
- A clear route to the match schedule for knockout stages
- A clear display of teams, date, time and venue for each fixture



The FIFA site gains marks with group and calendar view of matches and a clear layout that shows all the key information.

Match times are currently set to local time, please click here to convert to your time zone.

Match	Date - Time	Venue	Results
1	11/06 16:00	Johannesburg - JSC	South Africa Background Mexico
2	11/06 20:30	Cape Town	Uruguay Background France
17	16/06 20:30	Tshwane/Pretoria	South Africa Background Uruguay
18	17/06 20:30	Polakwane	France Background Mexico

The background link leads to useful head-to-head information.

It also has a time zone converter which is useful for planning the viewing of matches.

Match 1 - Group A - 11 June Referee Ravshan IRMATOV

Head-to-Head

South Africa - Mexico

1	W	2
0	D	0
4	GS	9

More »

Statistics

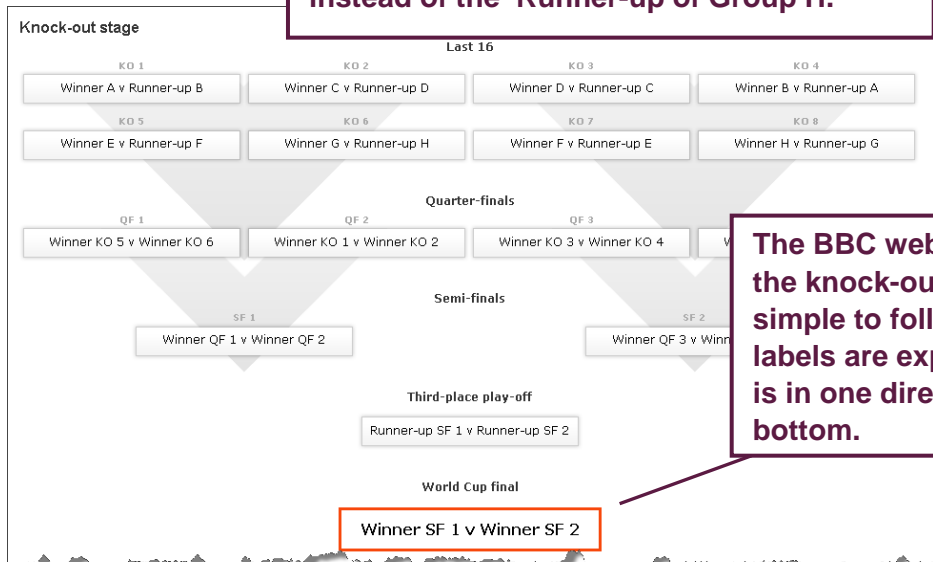
	South Africa	Mexico
Appearances	2	13
Titles	-	-

More »

However, the FIFA website loses marks for an unconventional layout of the knock-out stages with the final displayed in the middle. Site visitors are likely to expect all second round matches to be displayed on the left with stages progressing to the right.



Also, the display of codes and numbers to denote matches is confusing e.g. '2H' instead of the 'Runner-up of Group H'.



The BBC website's layout of the knock-out stages is simple to follow because the labels are explicit and the flow is in one direction from top to bottom.

Overall, the sites performed well for displaying fixtures and results with no sites scoring below 3.

5. Easy to find out about group stages

Average score: 3.4 (out of 5)

Another key user task for any football fan is to find out about the relative position of teams during the group stages. Clearly, it's crucial for websites showing this content to display which teams are within each group, and the current group rankings of those teams. However, the groups are also a useful means of linking to more detailed information such as an analysis of the teams in a particular group.

The FIFA site scores top marks for a clear layout of group information and clear links to news, analysis and matches.




Team	MP	W	Draw	L	GF	GA	Pts
South Africa	0	0	0	0	0	0	0
Mexico	0	0	0	0	0	0	0
Uruguay	0	0	0	0	0	0	0
France	0	0	0	0	0	0	0


Details | News | Analysis | Quotes | Matches




2010 FIFA World Cup: Group A Videos




Team Profiles




France



Mexico



South Africa



Uruguay

Group A Fixtures

Date	Group	Match	Kick Off
Fri 11 Jun	A	South Africa v Mexico	3pm
Fri 11 Jun	A	Uruguay v France	7.30pm on
Wed 16 Jun	A	South Africa v Uruguay	7.30pm on
Thu 17 Jun	A	France v Mexico	7.30pm on BBC
Tue 22 Jun	A	Mexico v Uruguay	3pm itv 1
Tue 22 Jun	A	France v South Africa	3pm itv 1

Group A Table

#	Team	P	W	D	L	F	A	GD	Pts
1	France	0	0	0	0	0	0	0	0
2	Mexico	0	0	0	0	0	0	0	0
3	South Africa	0	0	0	0	0	0	0	0
4	Uruguay	0	0	0	0	0	0	0	0

The ITV site shows the crucial group positions and fixtures at the bottom of the page below less important video content and (excessively) large flags.

With the exception of the ITV site, all the websites scored well for this guideline with 3 sites scoring 4 points out of 5 or more.

6. Easy to find out about squads, teams and players

Average score: 4.2 (out of 5)

As well as finding out the latest results and group positions, football fans are keen to gauge the current state of their team and any forthcoming opponent teams in terms of injuries and team selections. It's important that the latest news for any chosen team is easy to find and read.

Sites gained marks for using a dedicated team page as the portal for this information. Extra marks were awarded for features that enhance the gathering of this information e.g. the ability to select and compare team performance.

The BBC site opts for a combined 'Groups & teams' page. However, the route to team information is hampered by having to scan the groups for a particular team.

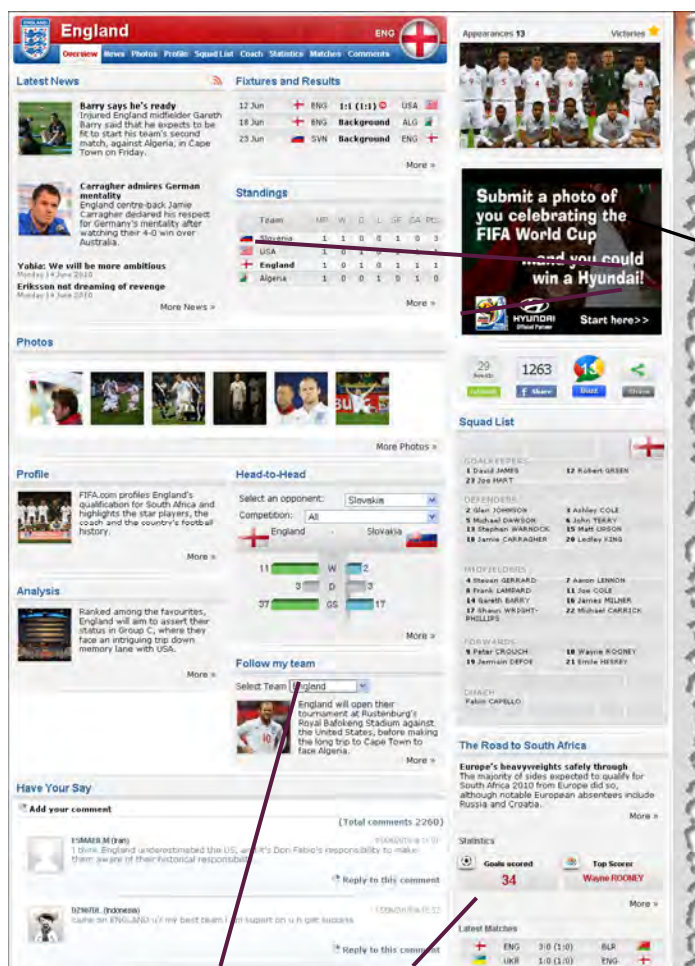


Group A						Group B						Group C						Group D					
W	D	L	GD	PTS		W	D	L	GD	PTS		W	D	L	GD	PTS		W	D	L	GD	PTS	
0	1	0	0	1	Mexico	1	0	0	2	3	South Korea	1	0	0	1	3	Slovenia	1	0	0	1	3	Germany
0	1	0	0	1	South Africa	1	0	0	1	3	Argentina	0	1	0	0	1	England	1	0	0	1	3	Ghana
0	1	0	0	1	France	0	0	1	-1	0	Nigeria	0	1	0	0	1	USA	0	0	1	-1	0	Serbia
0	1	0	0	1	Uruguay	0	0	1	-2	0	Greece	0	0	1	-1	0	Algeria	0	0	1	-4	0	Australia
Group E						Group F						Group G						Group H					
W	D	L	GD	PTS		W	D	L	GD	PTS		W	D	L	GD	PTS		W	D	L	GD	PTS	
1	0	0	2	3	Netherlands	0	1	0	0	1	Italy	0	0	0	0	0	Brazil	0	0	0	0	0	Chile
1	0	0	1	3	Japan	0	1	0	0	1	Paraguay	0	0	0	0	0	Ivory Coast	0	0	0	0	0	Honduras
0	0	1	-1	0	Cameroon	0	0	0	0	0	New Zealand	0	0	0	0	0	North Korea	0	0	0	0	0	Spain
0	0	1	-2	0	Denmark	0	0	0	0	0	Slovakia	0	0	0	0	0	Portugal	0	0	0	0	0	Switzerland

The BBC also uses an alphabetical list to offer a more direct route to team information. However, it's at the bottom of the page, easily mistaken as non-clickable decoration and the vertical labels are hard to read.



The FIFA site scores full marks with its direct and clear route to team information. It splits group and team information and offers this dropdown menu of teams in alphabetical order.



The team page on the FIFA site has a clear layout with important news and results placed at the top.

The information is well-organised and comprehensive e.g. the squad list shows the positions the squad members play in, and the page offers head-to-head stats comparisons.

Most sites scored excellently for this guideline, with 4 sites scoring 4 or 5 out of 5. This demonstrates that designers for these websites have clearly understood what information sport fans will need, and have thought about the best way to present it.

7. Easy to find and watch video content


Average score: 2.6 (out of 5)

The delivery of video content such as goal highlights is subject to rights issues, which determines the availability of content. However, all the sites included in this report have video content and this guideline concentrates on:

- How well the video content is integrated with other content e.g. whether video content is embedded with other related content
- How easy it is to find specific video content e.g. whether the content is categorised according to topic, team, group, most watched or most rated
- How easy it is to control the video content e.g. player controls, clear duration and summary information




More World Cup | Football | Latest Videos




15th June 10
Greece on the rebound

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15th June 10
Algeria regroup

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Verbeek Australia

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14th June 10

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14th June 10
Loew not overconfident after win

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Carragher defends Green

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14th June 10
Martyn backs Green

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14th June 10
Vuvuzela to play on


[Watch now](#)
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Page 1 of 40 1 2 3 4 5

This video on the Sky Sports site about the Algerian team isn't embedded in content on the Algeria team page.

The video content is only listed in date and time order, which isn't useful if users want to concentrate on a particular group

Belhadj - James must start



Belhadj - James must start


Algeria defender Nadir Belhadj believes England must recall club-mate David James on Friday.

[News](#) [England](#) [Wags](#) [Galleries](#) [Preparation Zone](#)

LATEST ALGERIA HEADLINES

- ◆ [Saadane wary of England](#)
- ◆ [Slovenia bag first finals win](#)
- ◆ [Saadane rues missed opportunity](#)
- ◆ [Saadane to step down](#)
- ◆ [Yebda in shop window](#)
- ◆ [Saadane eases spirit fears](#)
- ◆ [Algeria v Slovenia Preview](#)
- ◆ [Algeria axe skipper for opener](#)
- ◆ [Algeria boss happy with win](#)
- ◆ [Algeria back to winning ways](#)
- ◆ [Saadane staying tight-lipped](#)
- ◆ [Belhadj eyes England frailties](#)
- ◆ [Yebda aiming for last laugh](#)

[News Archive](#) [Sky Sportzine](#)



Starting and stopping
[Martin Tyler's World Cup column](#)

World Cup Best Bits

Deadly Dirk and Honda motors - a cheeky look back at Day Four safe in the knowledge Brazil are coming!


Best of Day 3

Sky Sports takes a detailed look at the drama and key incidents on day three.

TYLER'S TEASER

Tyler's Teaser
Martin Tyler will test your World Cup knowledge every day. Don't miss the latest question...


[Features homepage](#) [Experts & Blogs](#) [FanZone](#) [World Cup Gold](#) [Top Tens](#) [Super 6](#) [World Cup Panel](#) [Fantasy Football](#)



The BBC's excellent video page organises content according to categories likely to be valued by fans e.g. team, group, features and archive goals.

Features


World Cup Bus



Elephants and Portuguese fans

[Watch](#)


Feature



Del Piero's unlikely friendship with Noel Gallagher

[Watch](#)


MOTD Unplugged



Hansen's history lesson

[Watch](#)


Football Focus



World Cup Football Focus

[Watch](#)


How to Watch Football



Comedian Mark Watson's guide to football basics

[Watch](#)

Extra coverage

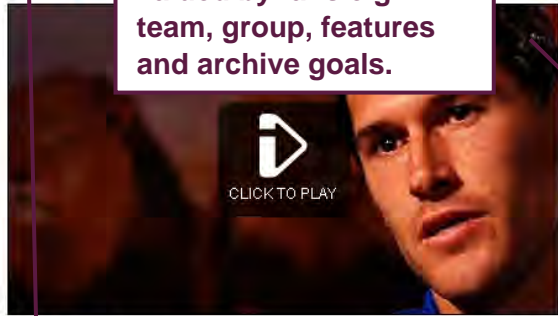


21CC Extra Time - Programme 1

[Watch](#)

Video

Fit-again



CLICK TO PLAY

00:00 / 00:00

England midfielder Gareth Barry says he would have "bitten Fabio Capello's hand off" to play against the USA and confirms he will be "spot on" for Friday's clash with Algeria.

Tuesday's matches

New Zealand 1-1 Slovakia	Full-time
Ivory Coast v Portugal	15:00 BST
Brazil v North Korea	19:30 BST

Team Guides

- [Algeria](#)
- [Argentina](#)
- [Australia](#)
- [Brazil](#)
- [Cameroon](#)
- [Chile](#)
- [Denmark](#)
- [England](#)
- [France](#)
- [Germany](#)
- [Ghana](#)
- [Greece](#)
- [Honduras](#)
- [Italy](#)
- [Ivory Coast](#)
- [Japan](#)
- [Mexico](#)
- [Netherlands](#)
- [New Zealand](#)
- [Nigeria](#)
- [North Korea](#)
- [Paraguay](#)
- [Portugal](#)
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- [Slovenia](#)
- [South Africa](#)
- [South Korea](#)
- [Spain](#)
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- [Uruguay](#)
- [USA](#)

Capello grapples with selection headache

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- [A peek at WAGs' haven Sun City](#)
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The footballers of Robben Island

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- [Injured Drogba attends training](#)
- [Eriksson uncertain on Drogba fitness](#)
- [World Cup stadia sand castles](#)
- [Africa at previous World Cups](#)
- [Cameroon ready for World Cup success](#)

Group stage highlights

GROUP A

- [South Africa 1-1 Mexico](#)
- [Uruguay 0-0 France](#)

GROUP C

- [England 1-1 USA](#)
- [Algeria 0-1 Slovenia](#)

GROUP E

- [Japan 1-0 Cameroon](#)
- [Netherlands 2-0 Denmark](#)

GROUP B

- [Argentina 1-0 Nigeria](#)
- [South Korea 2-0 Greece](#)

GROUP D

- [Serbia 0-1 Ghana](#)
- [Germany 4-0 Australia](#)

GROUP F

- [Italy 1-1 Paraguay](#)

Archive

2006 - Zidane sees red as Italy triumph

[Watch](#)

- [1994 - Brazil win on penalties](#)
- [1986 - Maradona inspires Argentina](#)
- [1978 - Argentina beat Dutch in final](#)
- [1970 - Brazil beat Italy in classic](#)
- [1962 - Brazil defend title](#)

2002 - Ronaldo seals fifth Brazil win

[Watch](#)

- [1990 - West Germany win final](#)
- [1982 - Italy win third title](#)
- [1974 - West Germany win home title](#)
- [1966 - England triumph](#)
- [1958 - 17-year-old Pele shines](#)

Top 10 goals

2006 - Top 10 goals

[Watch](#)

- [1998 - Top 10 goals](#)
- [1990 - Top 10 goals](#)


2002 - Top 10 goals

[Watch](#)

- [1994 - Top 10 goals](#)
- [1986 - Top 10 goals](#)

Top TV and radio

BBC iPlayer



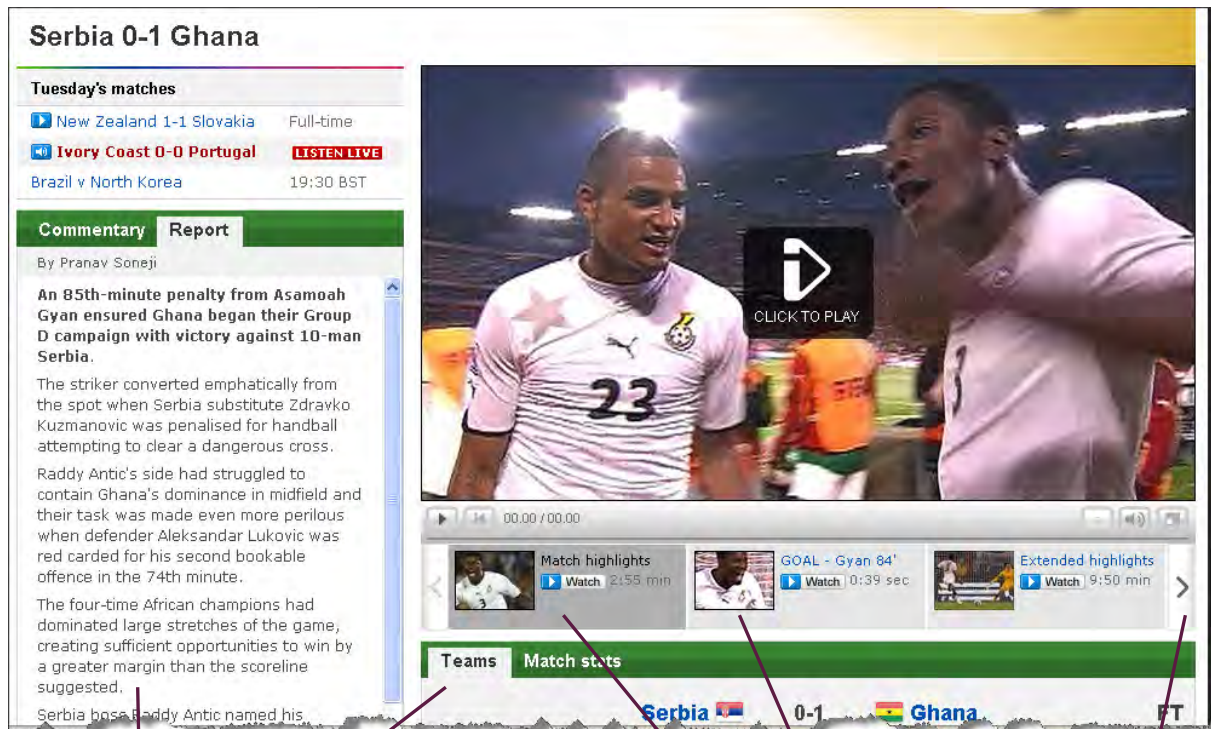
[Match of the Day: 2010 FIFA World Cup: 14/06/2010](#)

[Match of the Day Live: 2010 FIFA World Cup: Paraguay](#)

[Match of the Day: 2010 FIFA World Cup: 13/06/2010](#)

More World Cup programmes from BBC iPlayer

BBC iPlayer



Serbia 0-1 Ghana

Tuesday's matches

- New Zealand 1-1 Slovakia Full-time
- Ivory Coast 0-0 Portugal **LISTEN LIVE**
- Brazil v North Korea 19:30 BST

Commentary **Report**

By Pranav Soneji

An 85th-minute penalty from Asamoah Gyan ensured Ghana began their Group D campaign with victory against 10-man Serbia.

The striker converted emphatically from the spot when Serbia substitute Zdravko Kuzmanovic was penalised for handball attempting to clear a dangerous cross.

Raddy Antic's side had struggled to contain Ghana's dominance in midfield and their task was made even more perilous when defender Aleksandar Lukovic was red carded for his second bookable offence in the 74th minute.

The four-time African champions had dominated large stretches of the game, creating sufficient opportunities to win by a greater margin than the scoreline suggested.

Serbia boss Raddy Antic named his

Match highlights **GOAL - Gyan 84'** **Extended highlights**

Teams **Match stats**

Serbia 0-1 Ghana FT

The BBC site positions video content in context with other related content e.g. matches report and match stats.

The video footage includes links to highlights and goals.

Overall, the sites performed poorly on this important guideline. The reasonable average of 2.6 out of 5 is lifted only by the full marks gained by the BBC site. Given the fact that, apart from FIFA, the sites reviewed are all media websites that are aimed at driving traffic to TV channels, the poor performance for this guideline is surprising. The poor integration of video content with other types of content is largely to blame.

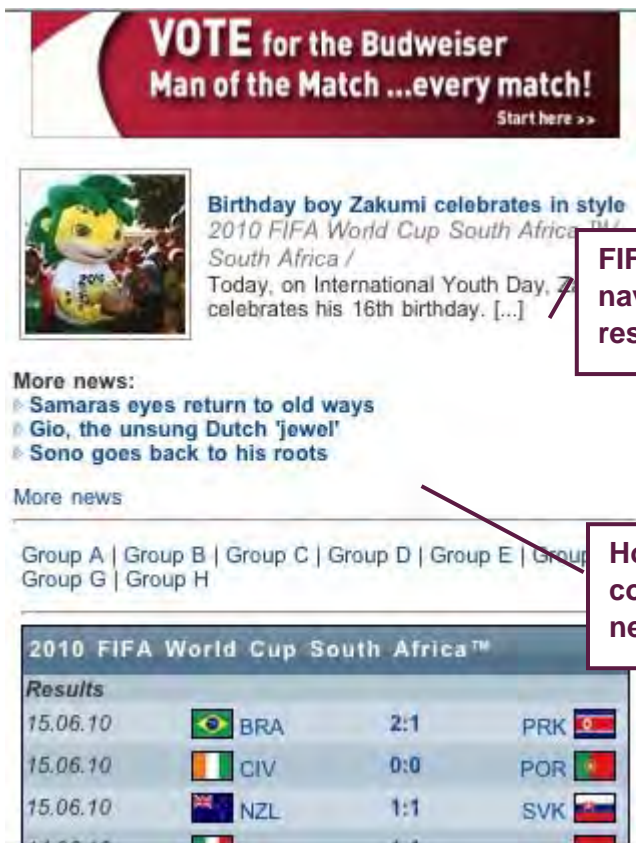
8. Delivery of mobile-friendly content

Average score: 3.6 (out of 5)

More and more people are able to access the Internet through their phones. This changes the way people access sports news and highlights. The importance of mobile access to news is made even greater with the early kick-off times of some of the matches. People need to access live scores, results and team news on the move.

Sites gained marks for having live scores and easy-to-access results, while marks were lost for poor or unclear access to information.

The popularity of using mobiles to access content is demonstrated by the number of World Cup news apps available to iPhone users, provided by suppliers such as Telegraph, ITV and Sky Sports.



VOTE for the Budweiser Man of the Match ...every match!
Start here >>

Birthday boy Zakumi celebrates in style
2010 FIFA World Cup South Africa™
South Africa /
Today, on International Youth Day, Zakumi celebrates his 16th birthday. [...]

More news:






- ▶ Samaras eyes return to old ways
- ▶ Gio, the unsung Dutch 'jewel'
- ▶ Sono goes back to his roots

More news

Group A | Group B | Group C | Group D | Group E | Group F | Group G | Group H

2010 FIFA World Cup South Africa™

Results

15.06.10	 BRA	2:1	PRK 
15.06.10	 CIV	0:0	POR 
15.06.10	 NZL	1:1	SVK 

FIFA use a mobile specific site, ensuring navigation is easier. FIFA also place results directly on the first page.

However, marks are lost for having little content beyond this page, apart from news and team listings.



ITV don't offer a mobile specific site, only access to its full site. This means navigation is difficult, and various page aspects don't work.



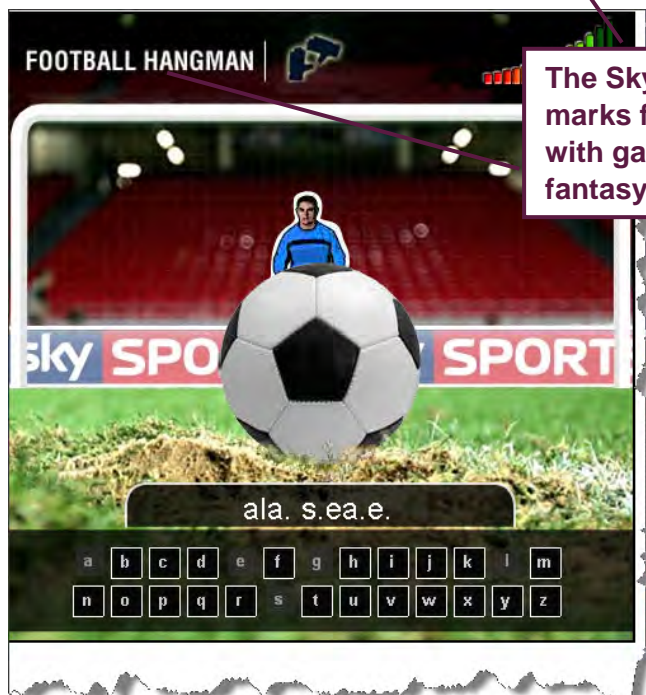
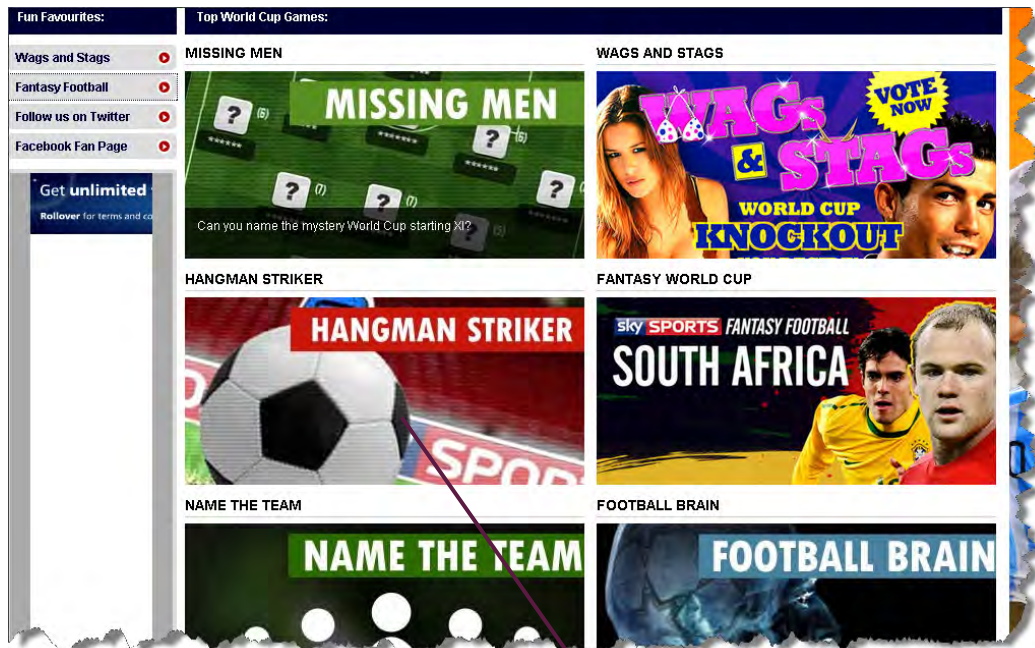
ITV do have a mobile application, including video highlights of each match. However marks are lost for not supporting live scores.

All sites scored well on this guideline, with an average of 3.6. However none received top marks, indicating focus is needed on the delivery of mobile content.

9. Engaging delivery of content

Average score: 3.6 (out of 5)

The main aims of the websites reviewed are to inform and to entertain. Good examples include games and the ability to enter user-generated content such as comments on news stories.



The Sky Sports site gets full marks for a dedicated fun area with games and competitions e.g. fantasy football.


World Cup Photo Album - England



The BBC site lacks interactive engagement but scores 3 marks for its fan's photo gallery and high-profile pundit blogs.

When the going gets tough... take to the golf green. Stephen tees off with Wayne Rooney ahead of the World Cup. Stephen shares: "His football skills far outweigh his golf, but he



SPORT
WORLD CUP MOTTY



Motty's day five preview

Post categories: [Football](#)

| 23:26 UK time, Monday, 14 June 2010 [Comments \(15\)](#)


Tuesday sees the arrival of five-time winners Brazil as they take on North Korea in a mouthwatering match-up. Portugal meet Ivory Coast in the other match in Group G and New Zealand face Slovakia in Group F.

Here's my day five preview - click on the video below to see my picks.

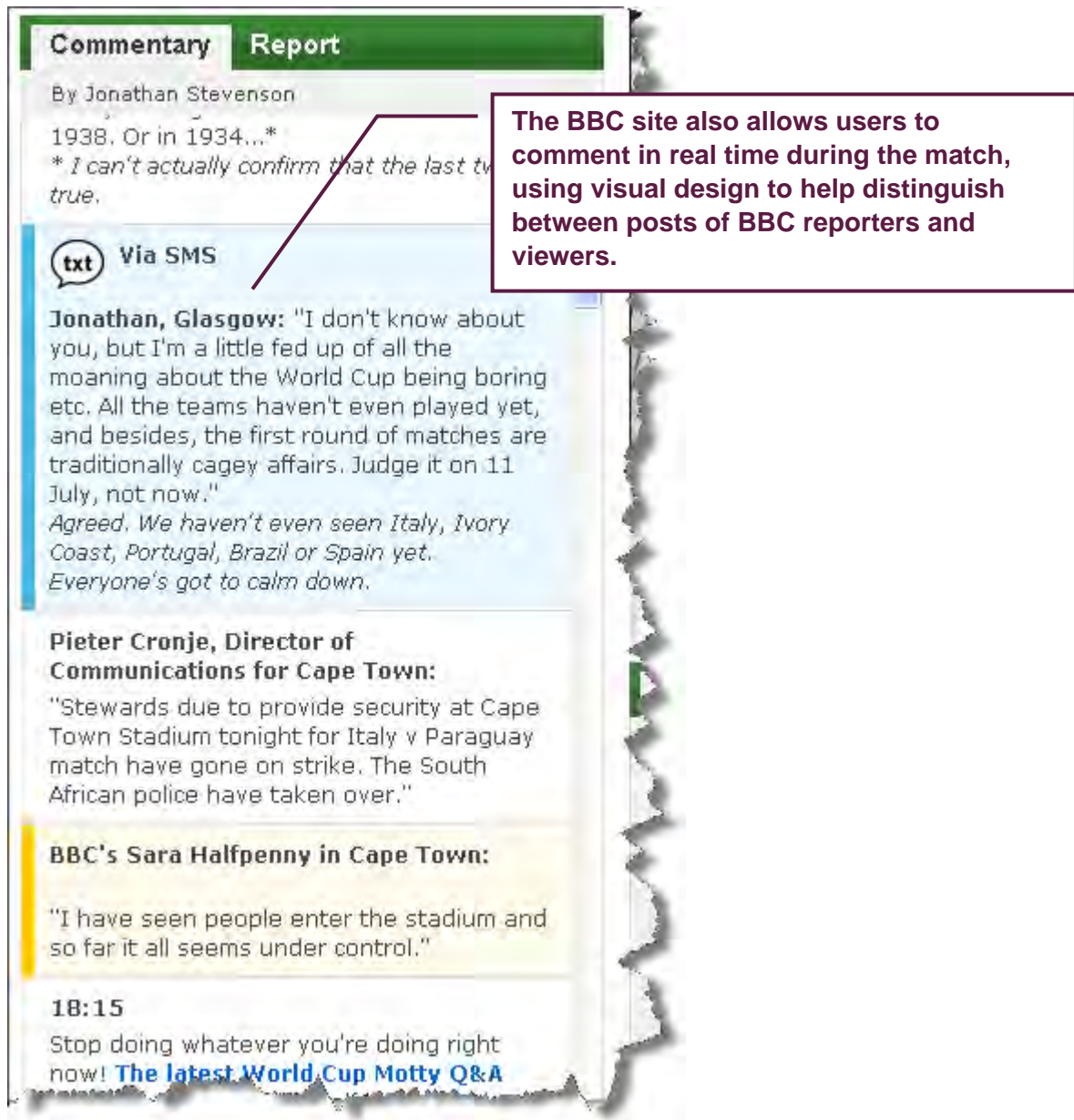


[Jump to more content from this blog](#)

About this blog



South Africa 2010 will be John Motson's 10th World Cup with BBC Sport. John will be filing regular video reports from Cape Town, offering expert insight and opinion as well as recalling his own fond memories of previous tournaments. You can watch World Cup Motty on the BBC Sport website and the Red Button. John will also be using Twitter. You can follow him [@worldcupmotty](#).



Commentary **Report**

By Jonathan Stevenson

1938. Or in 1934...*

** I can't actually confirm that the last tv true.*

txt Via SMS

Jonathan, Glasgow: "I don't know about you, but I'm a little fed up of all the moaning about the World Cup being boring etc. All the teams haven't even played yet, and besides, the first round of matches are traditionally cagey affairs. Judge it on 11 July, not now."

Agreed. We haven't even seen Italy, Ivory Coast, Portugal, Brazil or Spain yet. Everyone's got to calm down.

Pieter Cronje, Director of Communications for Cape Town:

"Stewards due to provide security at Cape Town Stadium tonight for Italy v Paraguay match have gone on strike. The South African police have taken over."

BBC's Sara Halfpenny in Cape Town:

"I have seen people enter the stadium and so far it all seems under control."

18:15

Stop doing whatever you're doing right now! [The latest World Cup Motty Q&A](#)

The BBC site also allows users to comment in real time during the match, using visual design to help distinguish between posts of BBC reporters and viewers.

A high average score of 3.6 indicates that the sites reviewed benefit from a wide range of engaging and entertaining content. This is important in terms of driving traffic to the media companies' TV channels.

10. Navigation easy to use and understand

Average score: 2.6 (out of 5)

From a users' point of view a successful system of navigation and orientation depends on:

- Knowing where you are within a given section
- Understanding how to get back to where you were
- A consistently applied and simple to understand navigation style

Knowing where you are within a given section:

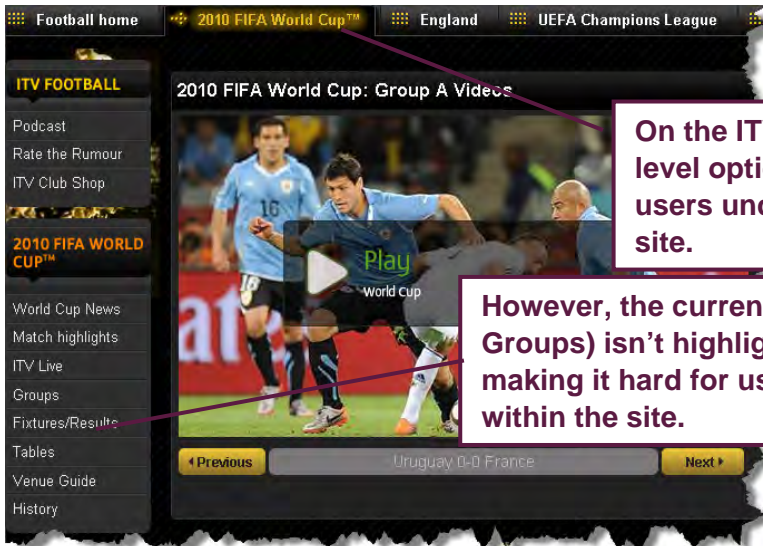
Giving users the tools to know where they are within a section of a site relies on a number of orientation cues. When these orientation cues are missing users have to play guessing games to establish where they are and what other information is available.

Understanding how to get back to where you were:

Aside from the use of the browser 'back' button, good websites often provide users with a clear journey back to where they were. This is normally achieved through a clear link to the previous page in the navigation area or a prominent 'go back' link.

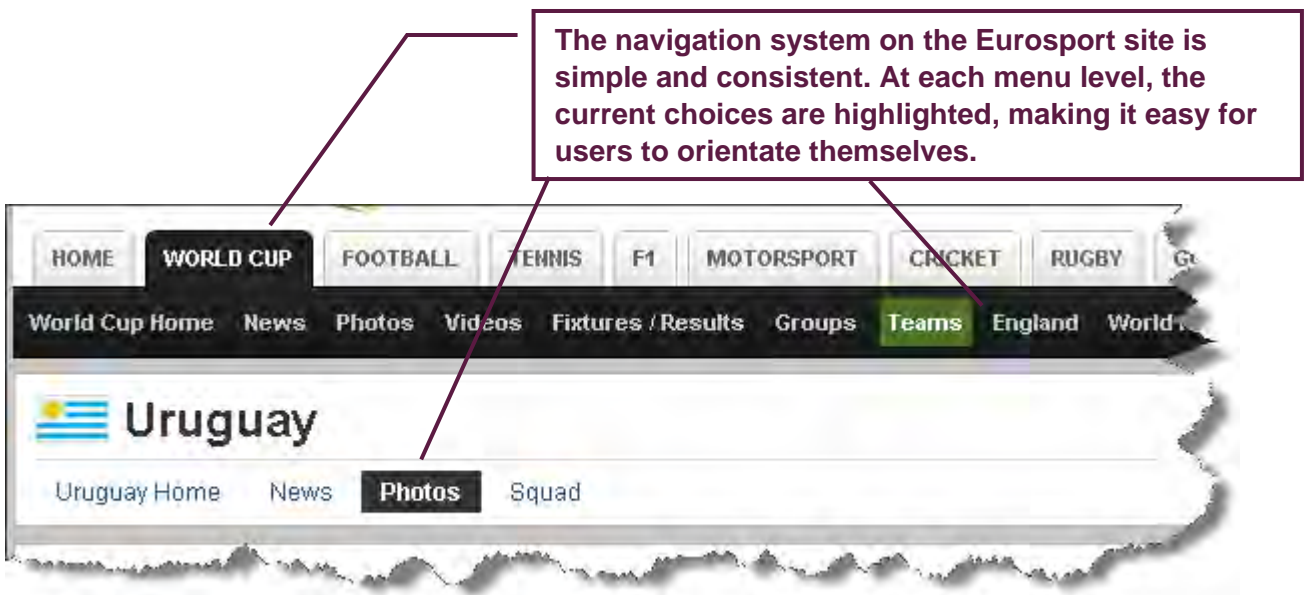
A consistently applied and simple to understand navigation style:

Users rely on a clear set of navigation controls to move around a website. When the navigation controls appear below the fold or unexpectedly within the content area of the page they often struggle to find the link they're looking for. It is essential there is a clear separation between the navigation and content areas of a web page with the primary navigation controls within easy reach above the fold.



On the ITV site the currently chosen top level option is highlighted. This helps users understand where they are in the site.

However, the current position (Group A within Groups) isn't highlighted in the left hand menu, making it hard for users to orientate themselves within the site.



The navigation system on the Eurosport site is simple and consistent. At each menu level, the current choices are highlighted, making it easy for users to orientate themselves.

With an average score of just 2.6, it's disappointing that these high-profile websites haven't done better on this basic usability guideline. On most sites reviewed the low scores reflect the fact that the navigation systems of temporary sites for events like the World Cup haven't been integrated well enough into the existing navigation systems for the overall sites.

Conclusion

With the top 4 sites so close in terms of usability scores, only a modest improvement in user experience would cause one site to stand out from the others. General areas for improvement include navigation and the delivery of video content.

Despite reasonable scores for their mobile offerings, this is an area ripe for improvement and where no single site emerged as a clear winner. For example, ITV offer a reasonable mobile app but neglected to provide live scores. This example illustrates that the key to designing a great user experience is simplicity – work out what users of mobile applications want above all else and provide that well.

Despite the overall high scores, it's surprising that the sites reviewed didn't perform better because the information generated by the World Cup is pre-structured and well understood i.e. the points system, the draw, the match schedules etc. In other words, the basic delivery of this information is already well defined so designers need only concentrate on presentation. In spite of this pre-existing structure, several sites made basic usability mistakes such as relying on users knowing which teams are in each group.

The usability guidelines presented in this report represent just the start to achieving excellent usability and an outstanding user experience. The use of usability guidelines is essential, but they should always be used in conjunction with usability testing on a regular basis. Usability testing involves analysing typical site visitors completing typical tasks on your website (see www.webcredible.co.uk/testing for more).

For more information on other general usability guidelines that should be conformed to, visit www.webcredible.co.uk/articles or book a place on a Webcredible usability course at www.webcredible.co.uk/training.

References

1. The Independent (www.independent.co.uk/sport/football/news-and-comment/why-fifas-claim-of-one-billion-tv-viewers-was-a-quarter-right-438302.html)

Appendix: Full results

The full list of websites audited, and the score they achieved for each guideline is as follows:

Website	Guideline number										TOTAL	TOTAL %
	1	2	3	4	5	6	7	8	9	10		
FIFA	4	4	4	3	5	5	1	4	4	3	37	74
BBC	5	3	4	3	3	3	5	4	3	3	36	72
Eurosport	5	3	3	4	4	4	3	3	3	4	36	72
Sky Sports	3	3	3	5	4	5	2	4	5	2	36	72
ITV	5	2	2	3	1	4	2	3	3	1	26	52
TOTAL	22	15	16	18	17	21	13	18	18	13		
Average	4.4	3	3.2	3.6	3.4	4.2	2.6	3.6	3.6	2.6	34.2	68.4

About Webcredible

Webcredible is a user experience consultancy, offering a range of usability, accessibility, design & training services based around your specific requirements:

User-centered design

- Information architecture
- Interaction design

User research

- Usability testing
- Interviews & focus groups
- Persona creation

Accessibility

- Accessibility testing
- Accessible web design

Training & mentoring

- Usability & accessibility courses
- Online copywriting courses
- Web development courses

Webcredible is widely regarded as one of the most innovative and respected user experience consultancies in the UK. Our 200+ research articles and reports have been re-published on 100s of websites and we receive 250,000 visitors to our website each month.

We believe in taking a proactive approach with clients, whilst maintaining a regular open line of communication. We believe that we are being paid for our expertise and as such always take the initiative and offer our recommendations for any course of action. We are:

- **Focused on client needs** – Our aims are to optimise conversion rates for companies and ensure public sector organisations effectively disseminate information.
- **Passionate** – The team here at Webcredible loves what they do and we only recruit staff passionate about usability and accessibility.
- **Approachable** – We're friendly and jargon-free. Consultants, despite being highly educated and experienced, only communicate in a user-friendly manner.

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