



Sportsbook Core User Journey Redesign

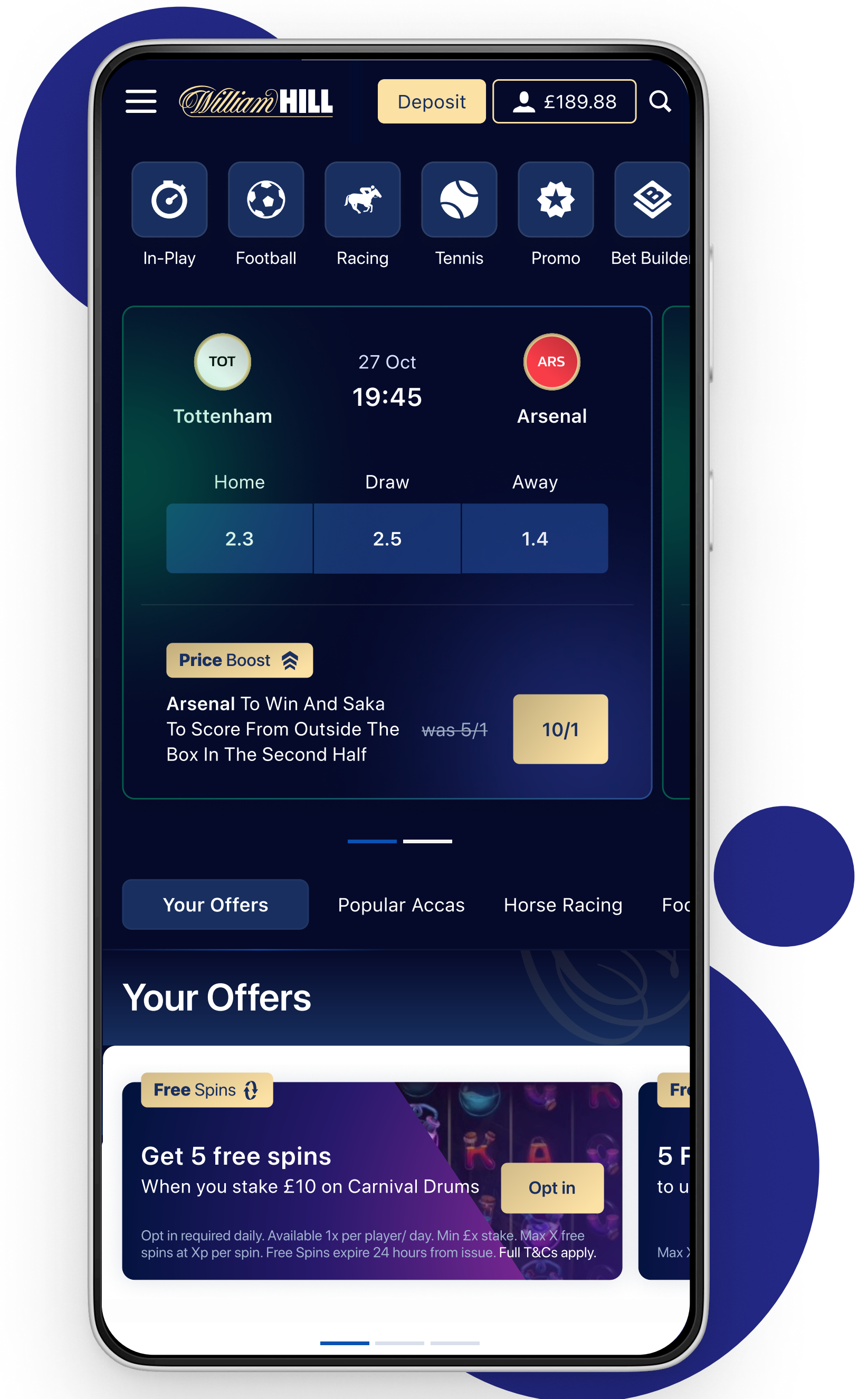
Sportsbook Core User Journey Redesign

William Hill football section had grown complex after years of feature additions, resulting in deep navigation hierarchies and poor match discovery. Users struggled to quickly locate matches, promotions, and betting options.

As the Lead Product Designer, I led a cross-functional redesign of the football browsing experience to simplify navigation, improve match discovery, and support publisher campaigns more effectively.

Impact

- Reduced navigation depth and browsing friction
- Improved match discovery speed
- Reduced navigation depth from 5 steps to 2
- Increased match discovery by 32%
- Increased engagement with promotions by 18%
- Enabled publisher teams to link campaigns directly to relevant content
- Significantly improved overall product performance



My Role

Role: Lead Product Designer

I led the end-to-end redesign of the football section across native apps, web app, and desktop platforms.

My responsibilities included:

- Led product discovery workshops with product managers and engineers
- Defined navigation strategy and information architecture
- Conducted UX research and usability testing to validate design decisions
- Designed scalable interaction patterns and filtering systems
- Created reusable UI components aligned with the design system
- Partnered with engineering to deliver the experience across platforms
- Aligned stakeholders across product, publishers, and engineering



The Problem

Research revealed that 65% of customers experienced navigation difficulties when browsing football matches.

Key issues included:

- Unclear navigation: Confusing structure makes it difficult for users to find relevant information.
- Weak visual design: The page lacked impactful imagery and engaging visuals.
- Ineffective CTAs: Calls-to-action are unclear and do not guide users effectively.
- Content overload: Excessive information creates a cluttered layout.
- No personalisation: The homepage does not adapt to different user segments.
- Poor content hierarchy: Key content and major events are not prioritised effectively.
- Lack of micro-interactions: The interface lacks subtle animations that enhance engagement.
- Overwhelming layout: Too many elements compete for attention.
- Outdated first impression: The design feels old-fashioned and difficult to navigate.
- Slow performance: Heavy graphics and legacy elements impact loading times.



Research & Insights

To understand user behaviour and identify opportunities for improvement, we conducted:

- Product analysis
- Moderated and unmoderated usability testing
- Customer interviews
- Stakeholder workshops

Users preferred match-centric browsing rather than navigating through league hierarchies.

Long match lists were difficult to scan without filtering, especially due to the cluttered and outdated interface.

Promotions and betting markets were difficult to discover.

Navigation required too many steps, creating friction in the betting journey

Users struggled to scan long match lists due to a cluttered and outdated interface



UX Strategy

Based on research insights, we defined three strategic goals:



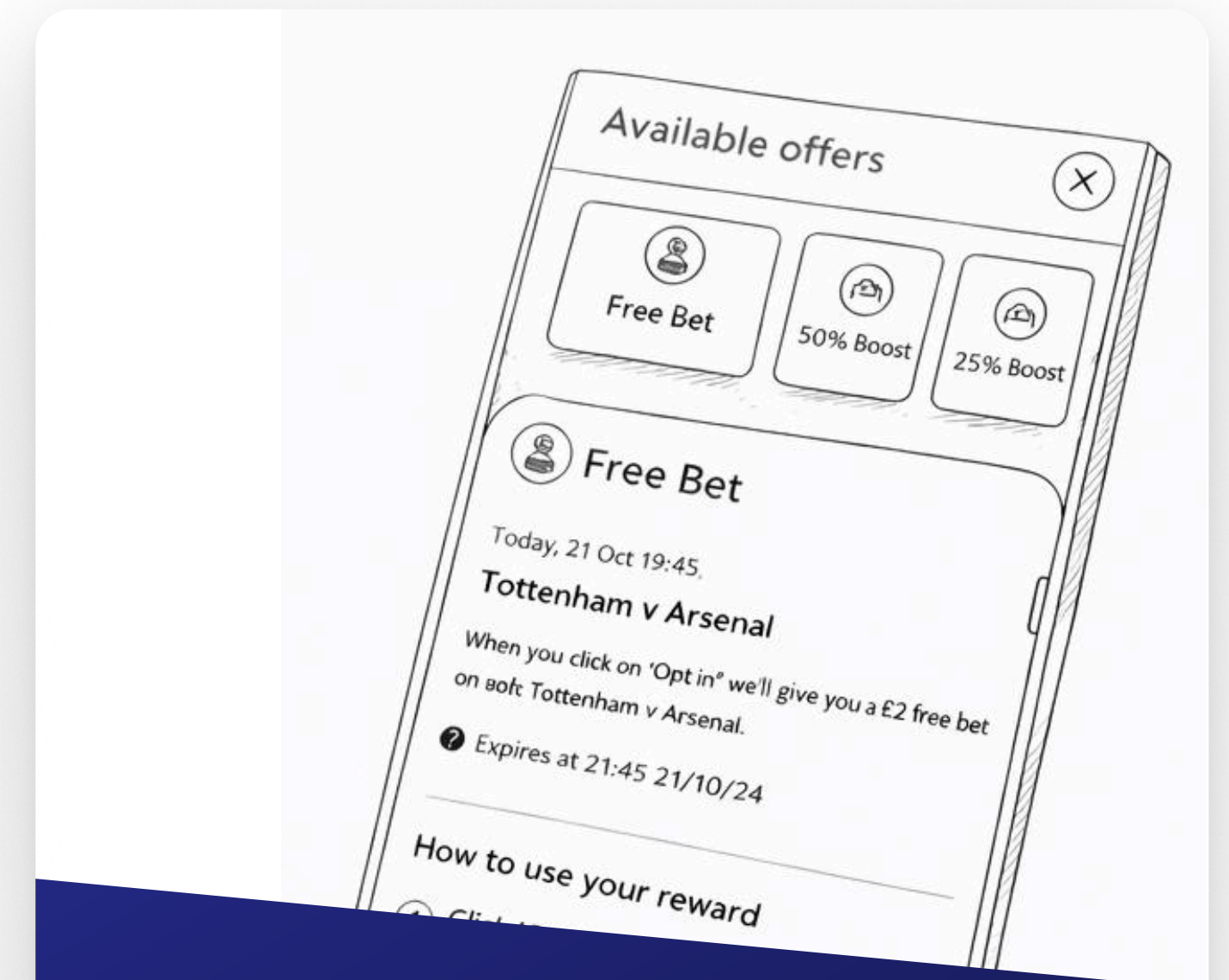
Centralise match discovery

Instead of forcing users through league pages, create a single place to browse matches.



Enable flexible filtering

Reduce navigation depth and streamline the structure to make match discovery faster and more intuitive.



Streamline navigation architecture

Restructure navigation to improve discoverability and reduce user friction.

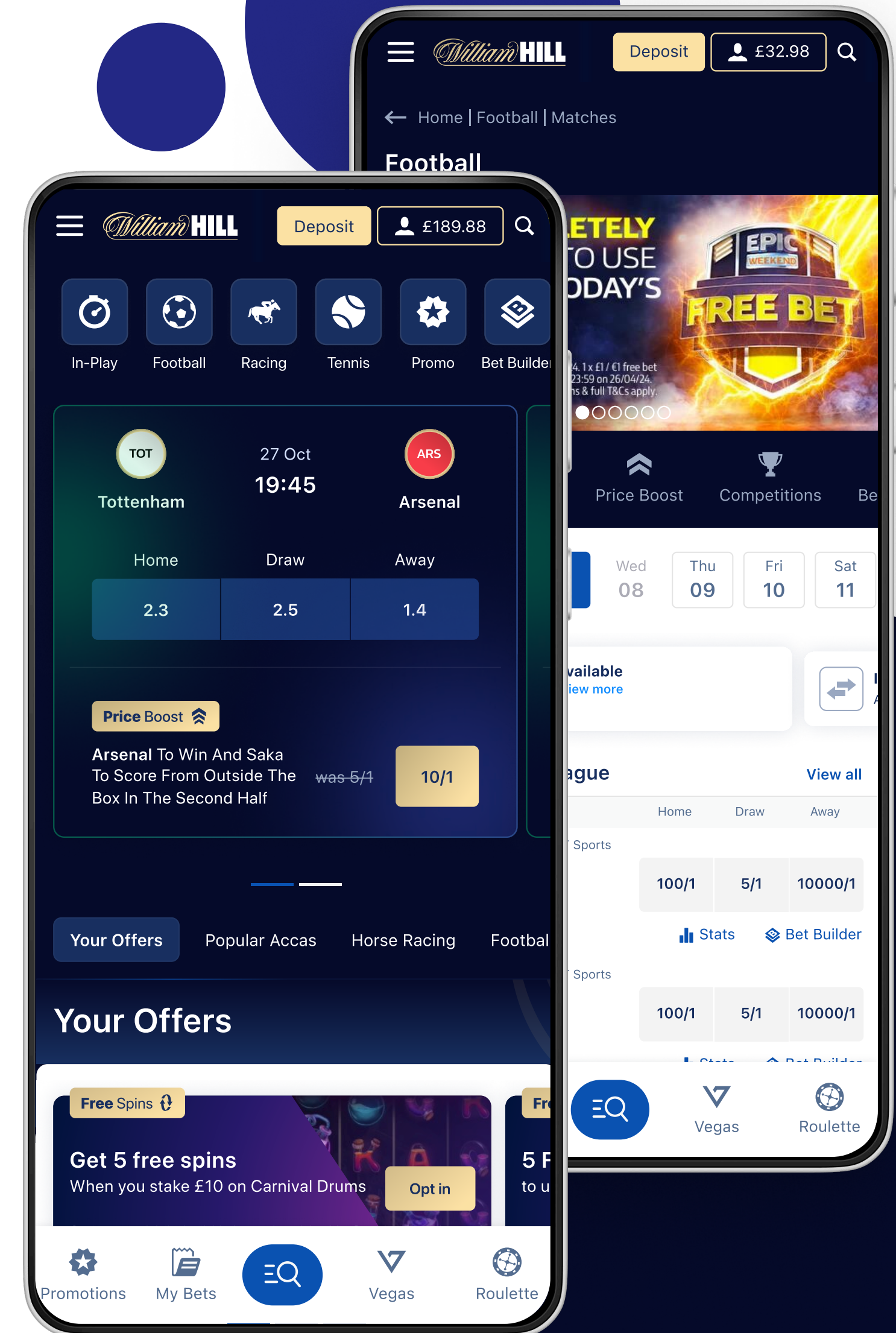
Design Process

Usability testing revealed that users preferred date-based browsing combined with competition grouping, which reduced navigation depth and improved scanning.

This approach:

- Reduced navigation depth
- Improved match scanning
- Allowed users to discover matches more quickly

We iterated on this model through multiple prototypes before finalising the browsing structure.



The Solution

The redesign introduced a centralised match browsing experience.

Key improvements included:

Date-based browsing

Users can quickly switch between match days, making it easier to find upcoming games.

Flexible filtering

- competition
- markets
- promotions
- broadcast availability
- personal recommendation

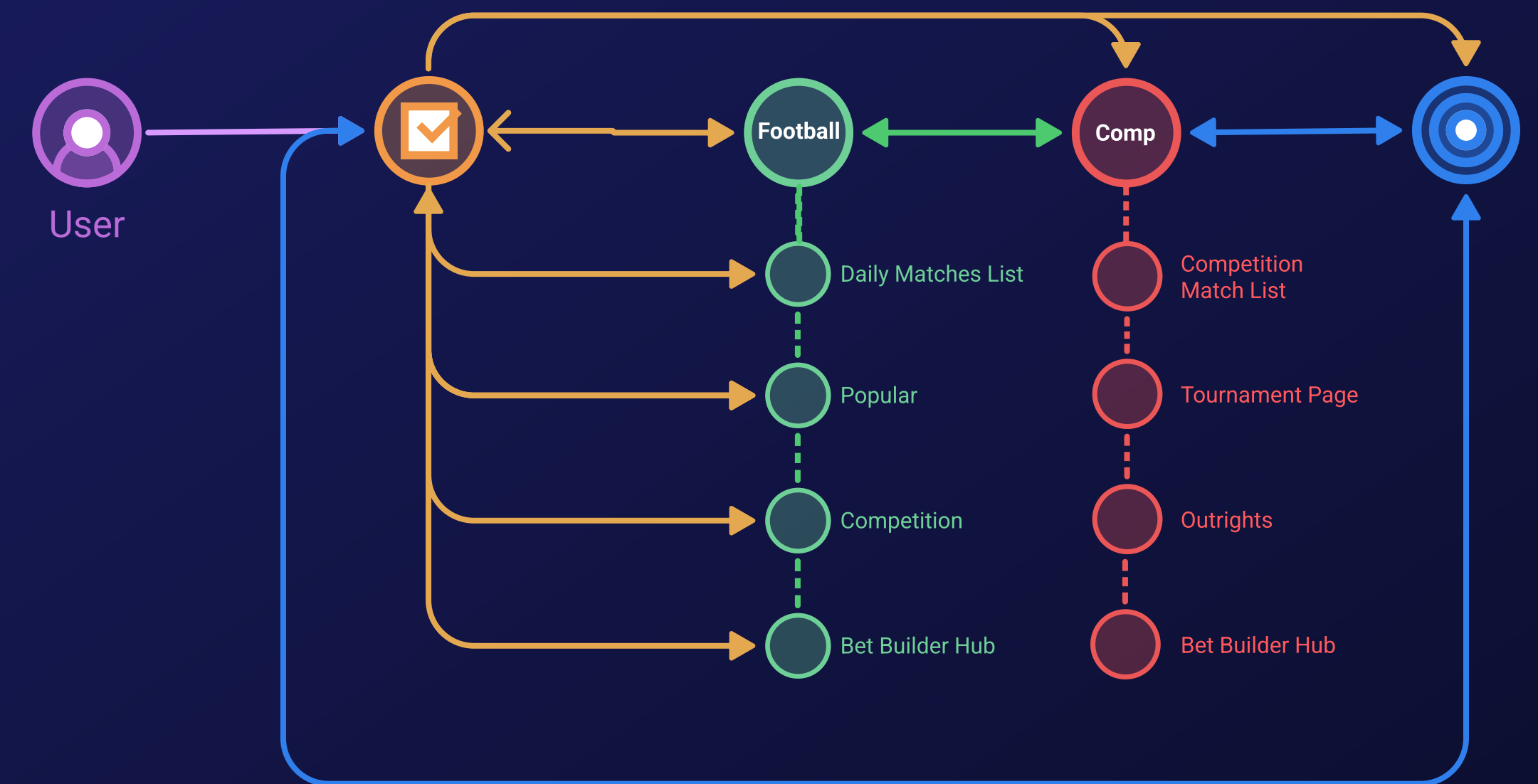
Simplified navigation

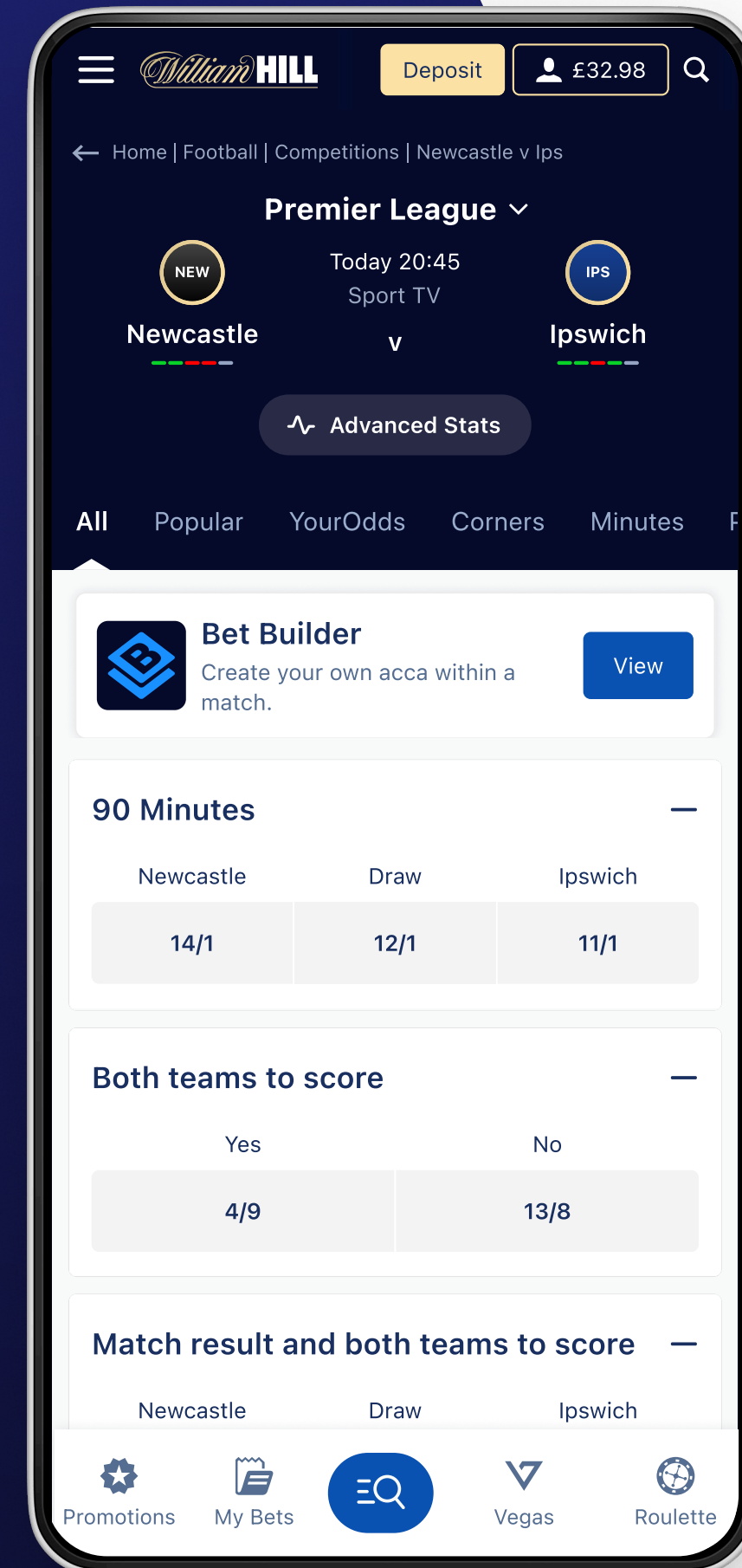
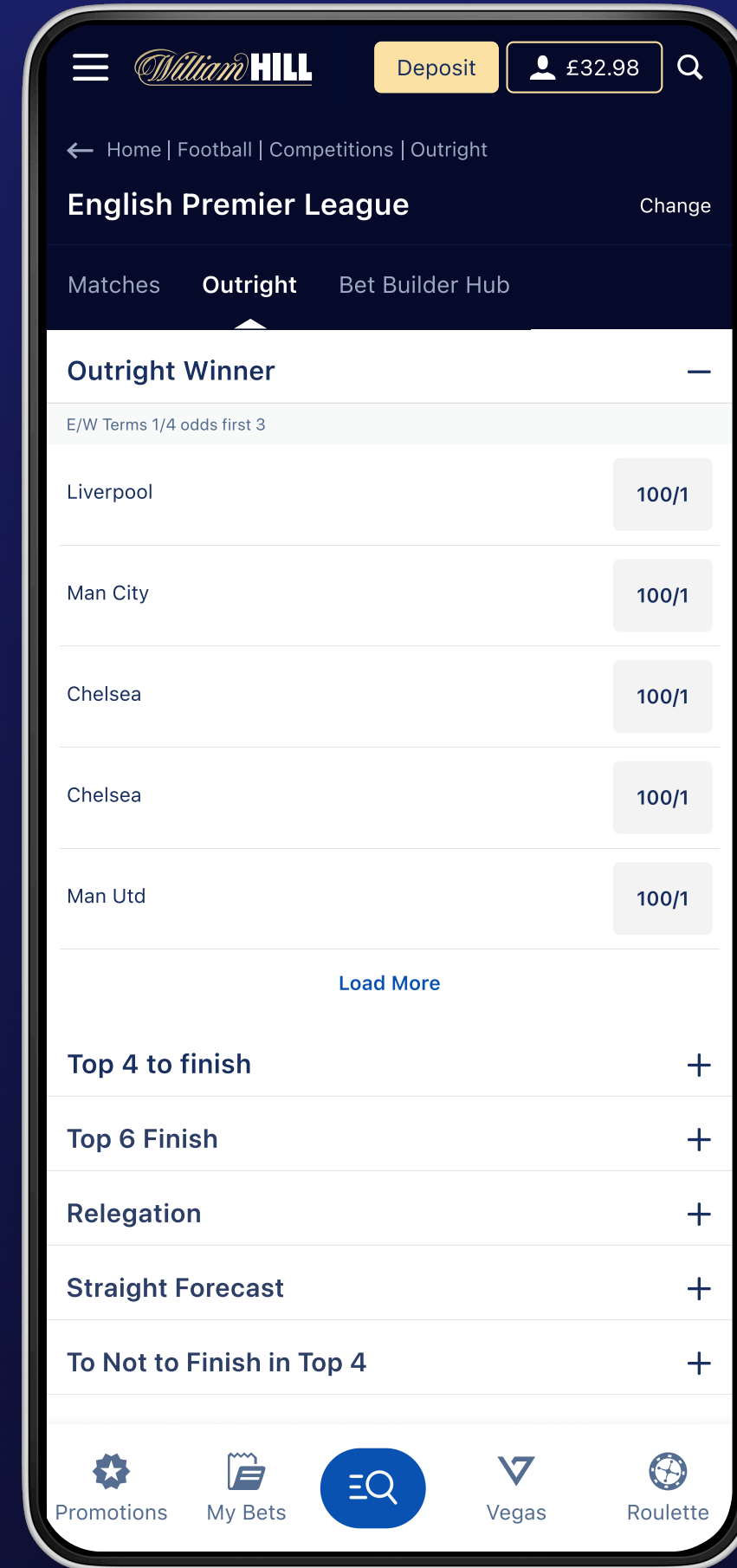
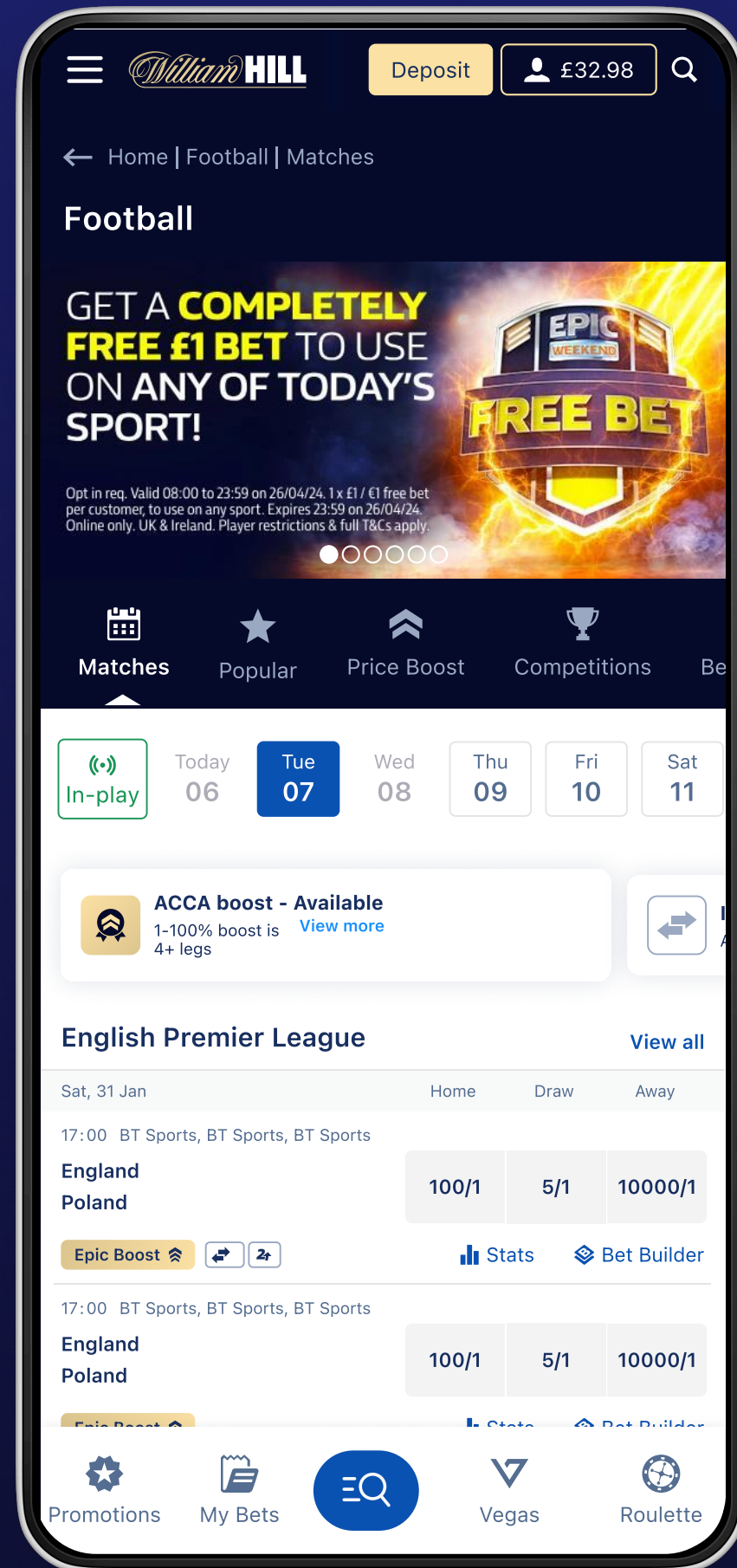
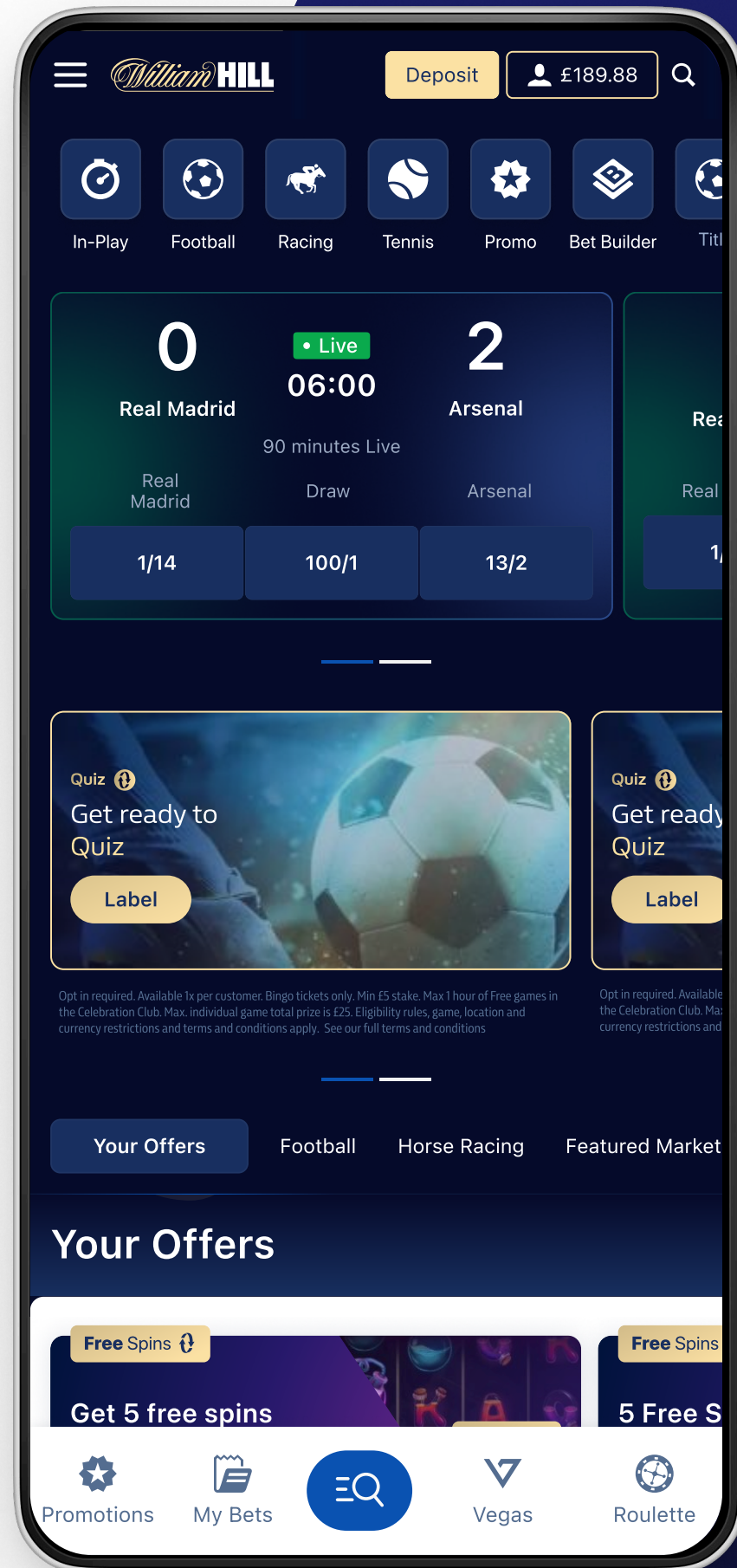
A flatter structure reduces the number of steps required to reach betting markets.

Promotion integration

Marketing campaigns can now link directly to curated match collections.

This makes promotions easier to discover and increases campaign effectiveness.





Impact

The redesign improved both usability and business performance.

Results included:

- Faster match discovery through centralised browsing
- Increased engagement with betting markets
- Improved visibility of promotional campaigns
- Reduced navigation complexity across the football section

The new browsing model also created a scalable foundation for future sportsbook features.

In-Play activities

+14%

YOY(QTD)

Promotion Journeys

+7.5%

YOY(QTD)

Unique customers

+3.6%

YOY(QTD)

Bets Per Active

+16%

Finder

+3.5%

Stake Per Active

+21%

Customer perception

Customers described the experience as:

- Professional
- Easy to use
- Familiar
- Consistent
- Clean
- Inspiring

Participant feedback

User feedback validated the improvements in navigation and discovery.

"Filtering competitions and promotions saves me a lot of time"

"Finding matches is much faster now. I don't have to go through multiple leagues anymore"

"The main view was clean and easy to understand"

"The fact I can filter promotions and competitions is mind-blowing"

"It's easier to scan the matches now. The layout feels much cleaner"

"It feels more professional and polished"

"It feels familiar but also more modern"

Beyond the Redesign

Building a scalable foundation for the sportsbook

Core Journey Transformation

The redesign didn't just improve navigation, it rebuilt the core betting journey, making match discovery faster and reducing friction for millions of users.

Design System → Code Alignment

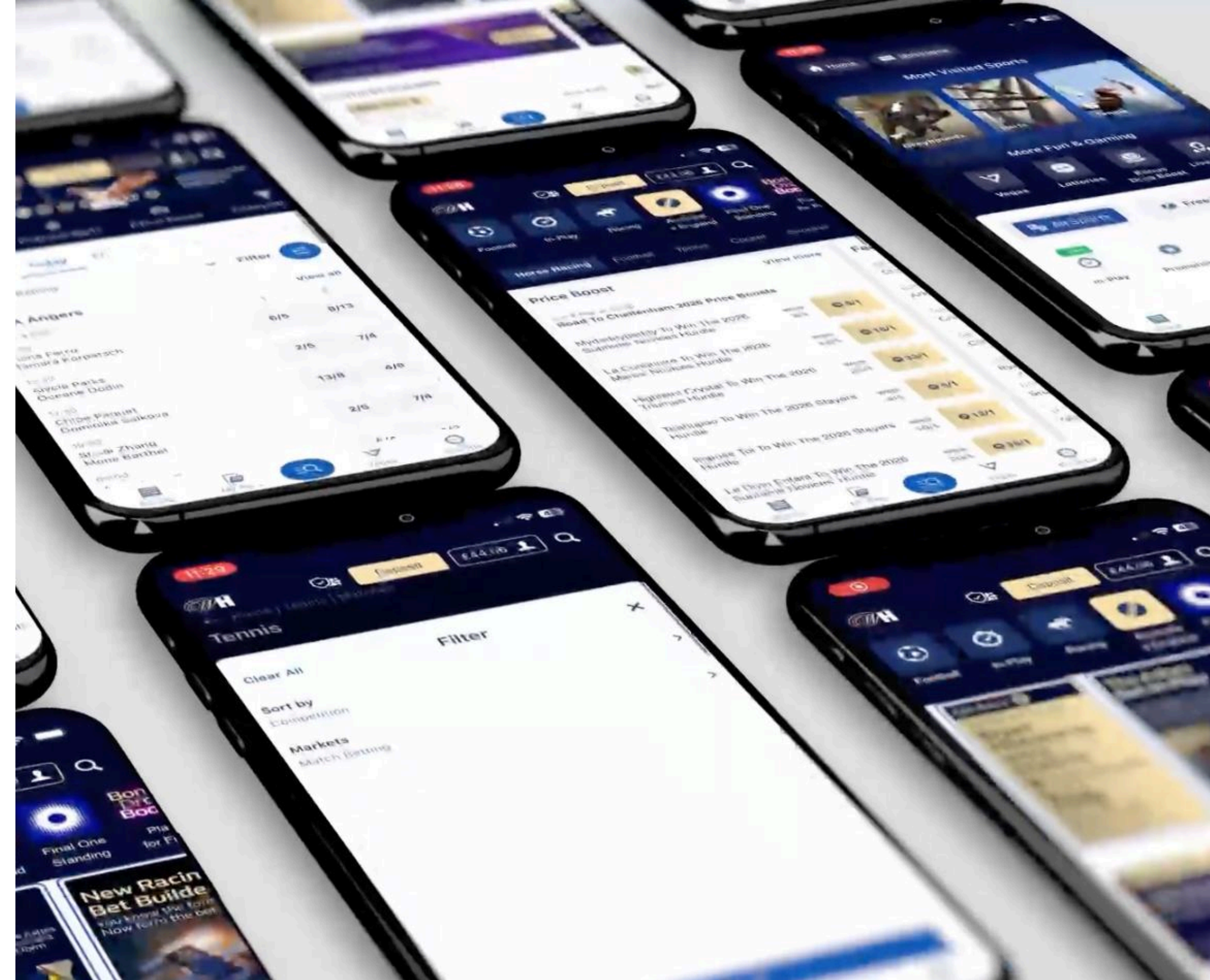
The UI patterns created during the project were integrated into the design system and implemented in a code Storybook, ensuring designers and engineers worked from the same reusable components.

Scaled Across the Platform

This approach enabled the same navigation and component patterns to scale across +32 additional sports and sportsbook pages, dramatically increasing design and development efficiency.

Key Takeaway

What started as a football redesign became a scalable design system foundation that improved consistency, speed of delivery, and product quality across the entire sportsbook.



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Reflection

This project highlighted the importance of designing for scale and future growth in complex product ecosystems.

By shifting from competition-based navigation to a match discovery model, we created a more flexible structure that supports new features, promotions, and campaigns without increasing navigation complexity.

The approach has since influenced browsing patterns across other sportsbook sections and territories.

