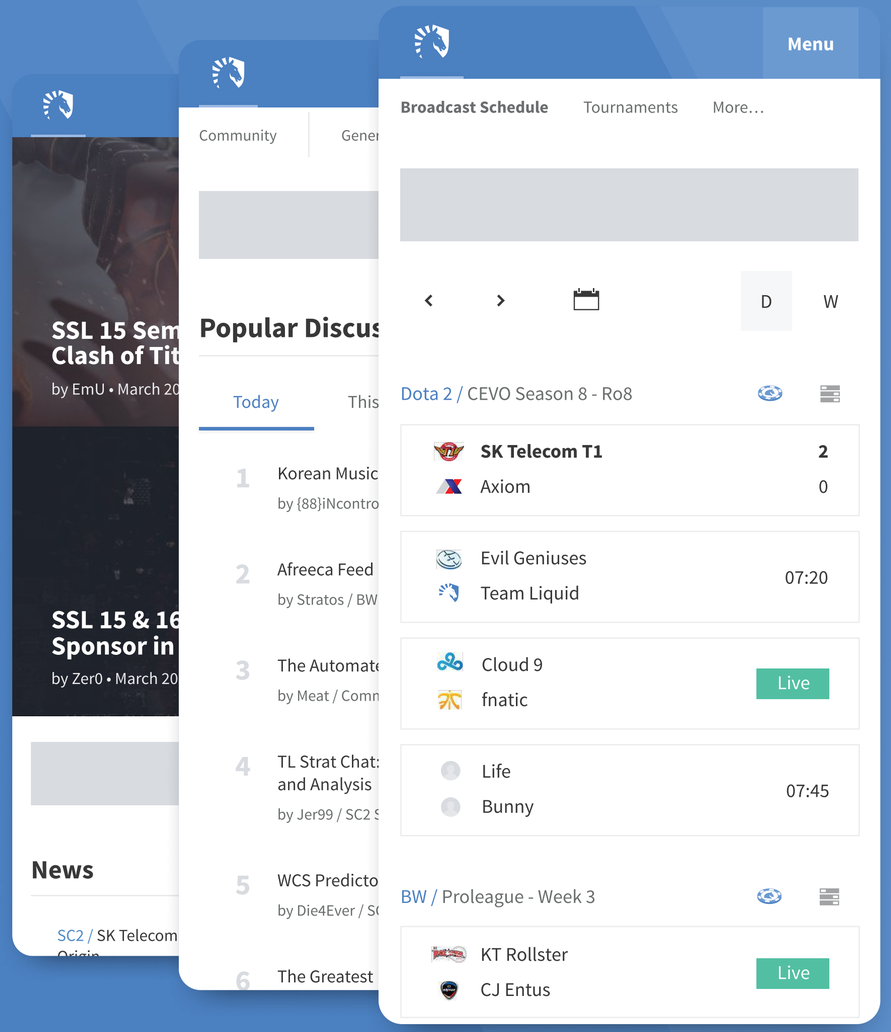
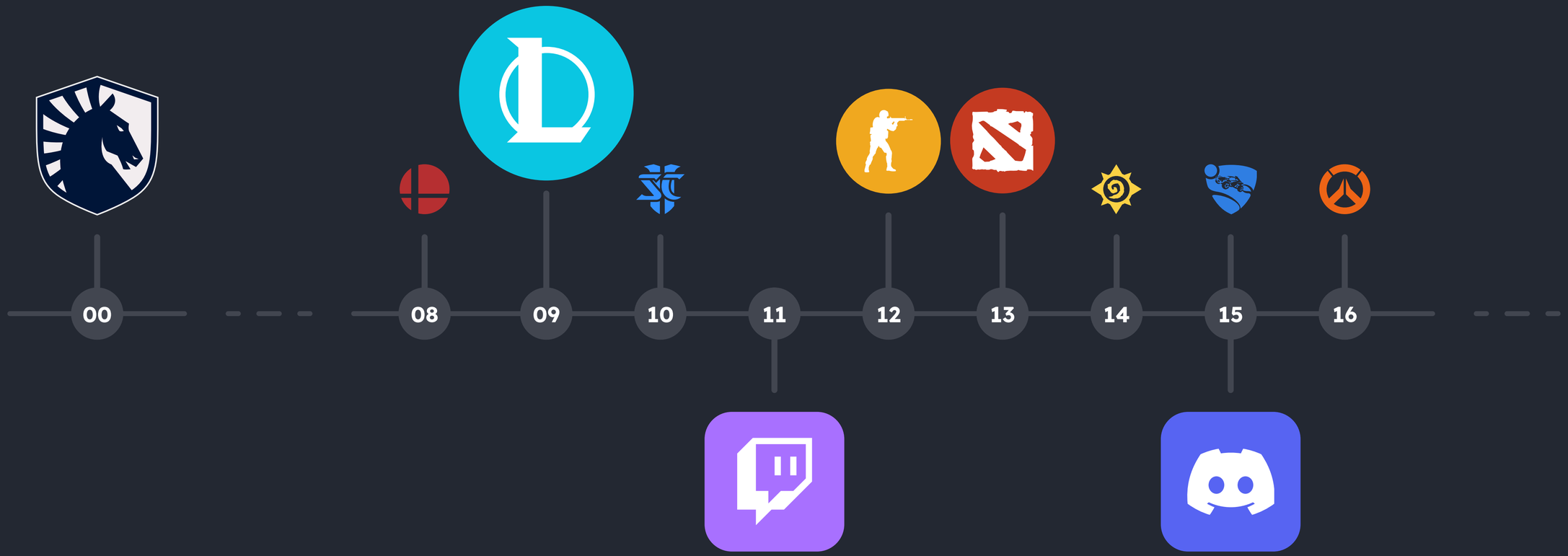
TeamLiquid.net, Version 2

Envisioning a New Future for Esports Communities

My Role: Project and Design Lead



1. Growing Interest


00
08
09
10
11
12
13
14
15
16

Business Problems

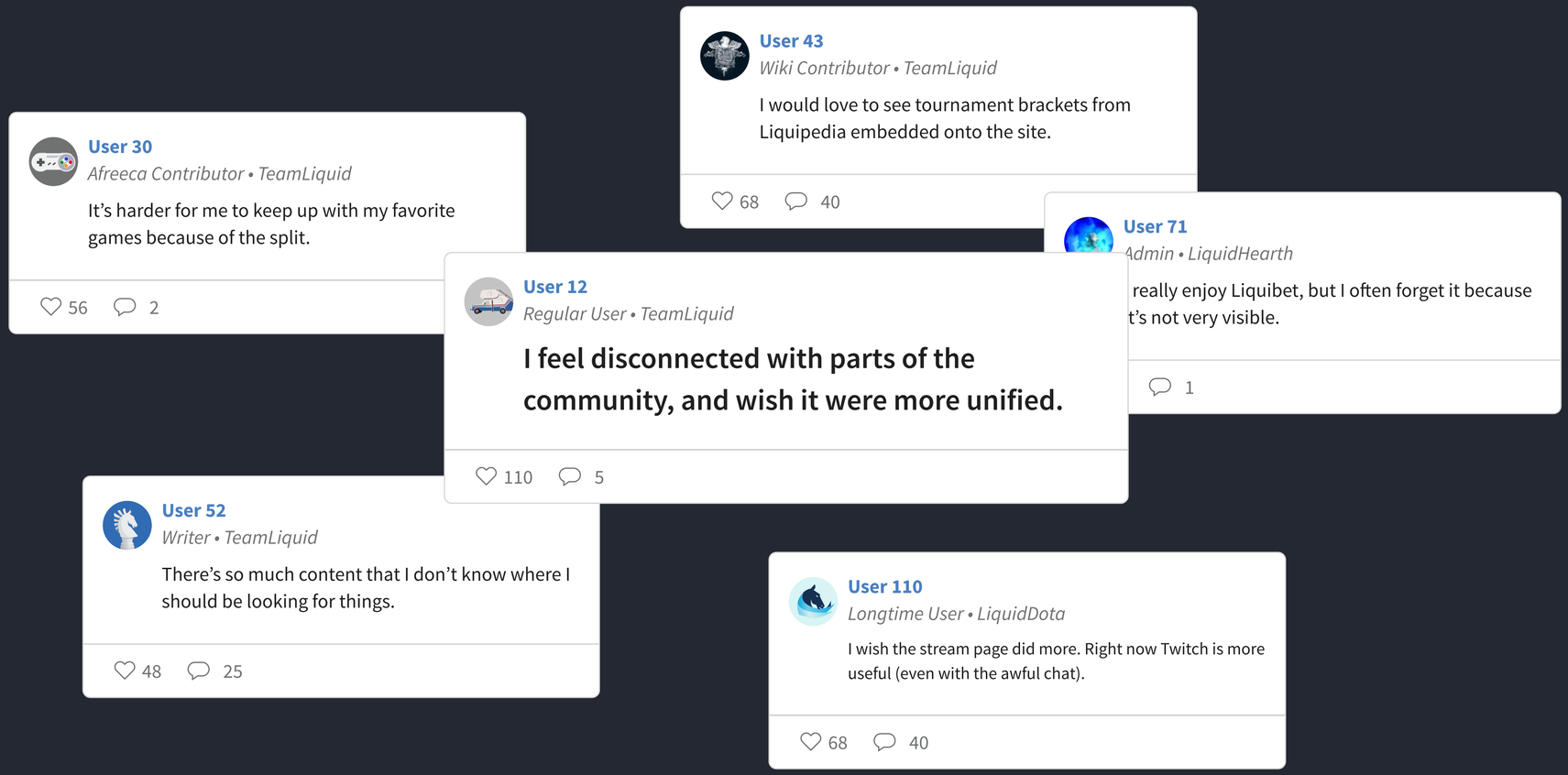
- **Limited resources**
- **Satisfaction and growth**
- **The codebase**

User Problems

- **Hard to keep up**
- **Degraded relationships**
- **Overwhelming**

- Unify Team Liquid’s community websites.
- Rebuild the experience around users.
- Build a more unified experience.
- Create more sustainable product work.

2. Research Articul

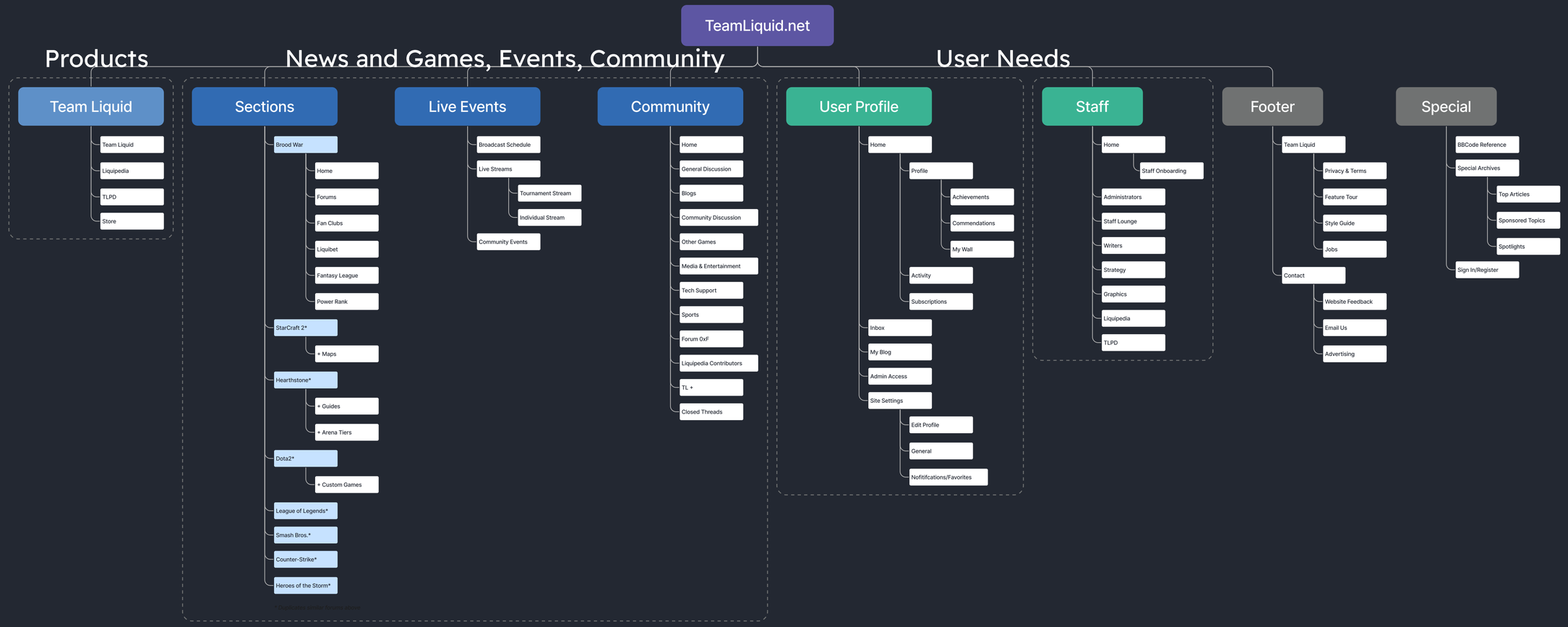

User 30
Afreeca Contributor • TeamLiquid
It's harder for me to keep up with my favorite games because of the split.
56
2
User 43
Wiki Contributor • TeamLiquid
I would love to see tournament brackets from Liquipedia embedded onto the site.
68
40
User 71
Admin • LiquidHearth
really enjoy Liquibet, but I often forget it because t's not very visible.
1
User 12
Regular User • TeamLiquid
I feel disconnected with parts of the community, and wish it were more unified.
110
5
User 52
Writer • TeamLiquid
There's so much content that I don't know where I should be looking for things.
48
25
User 110
Longtime User • LiquidDota
I wish the stream page did more. Right now Twitch is more useful (even with the awful chat).
68
40

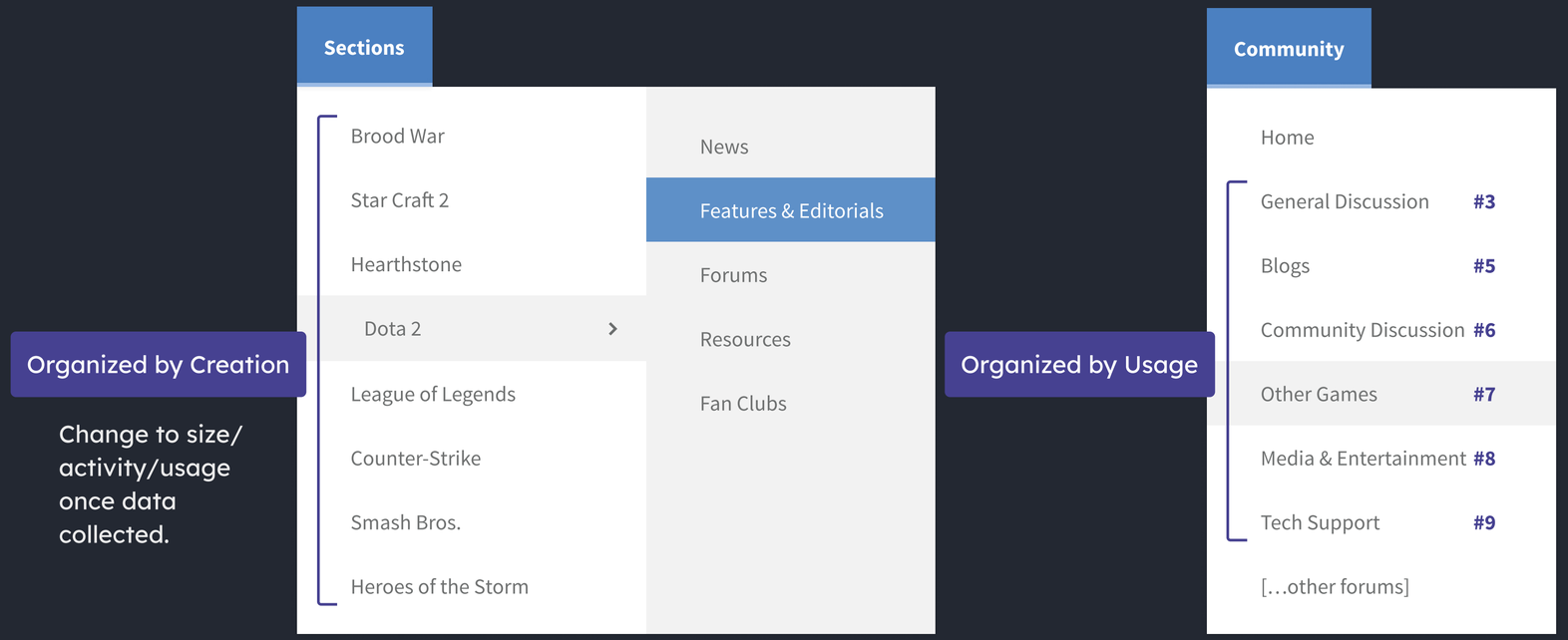
Market research and analytics helped to fill in the remaining gaps.

(what was... not what could be)

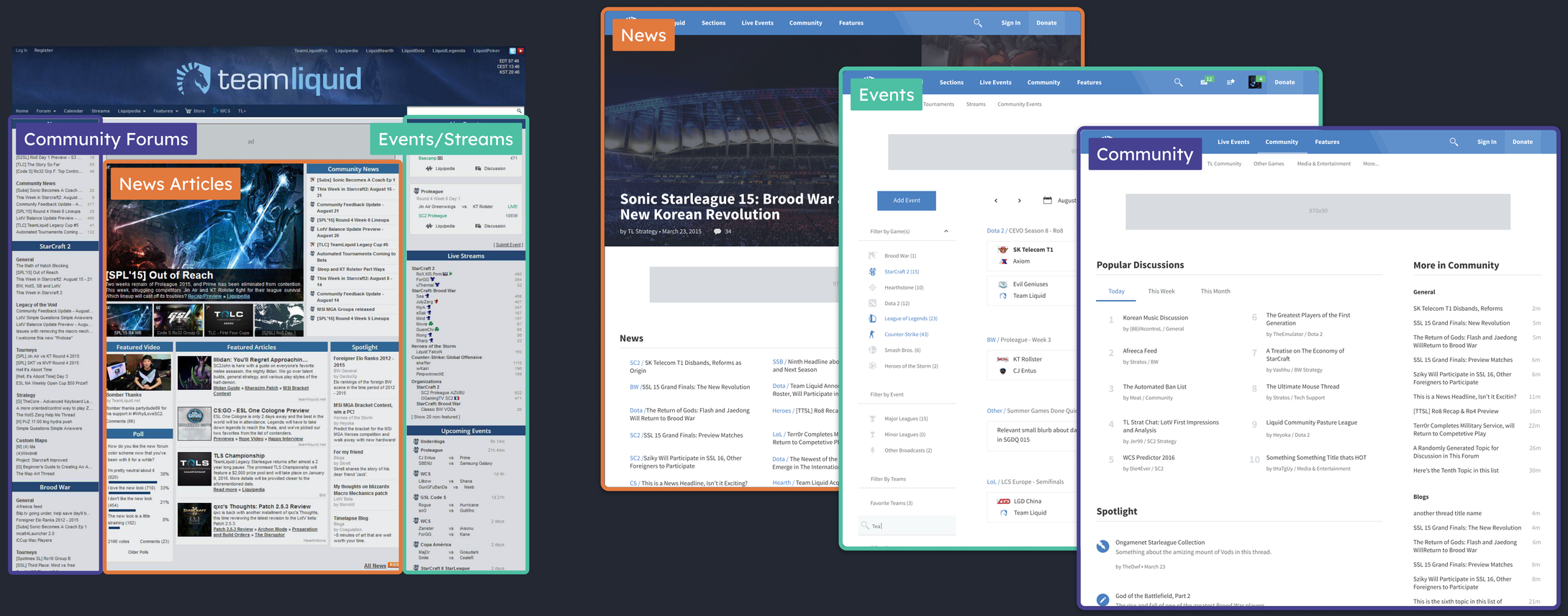
3. Design Challeng

“How do I organize the new website into a form that optimally helps users with their needs?”


TeamLiquid.net
Products
News and Games, Events, Community
User Needs
Team Liquid
Team Liquid
Liquipedia
TLPD
Store
Sections
Brood War
Home
Forums
Fan Clubs
Liquibet
Fantasy League
Power Rank
StarCraft 2*
+ Maps
Hearthstone*
+ Guides
+ Arena Tiers
Dota2*
+ Custom Games
League of Legends*
Smash Bros.*
Counter-Strike*
Heroes of the Storm*
* Duplicates under forums above
Live Events
Broadcast Schedule
Live Streams
Tournament Stream
Individual Stream
Community Events
Community
Home
General Discussion
Blogs
Community Discussion
Other Games
Media & Entertainment
Tech Support
Sports
Forum 0xF
Liquipedia Contributors
TL +
Closed Threads
User Profile
Home
Profile
Achievements
Commendations
My Wall
Activity
Subscriptions
Inbox
My Blog
Admin Access
Site Settings
Edit Profile
General
Nofitifcations/Favorites
Staff
Home
Staff Onboarding
Administrators
Staff Lounge
Writers
Strategy
Graphics
Liquipedia
TLPD
Footer
Team Liquid
Privacy & Terms
Feature Tour
Style Guide
Jobs
Contact
Website Feedback
Email Us
Advertising
Special
BBCode Reference
Special Archives
Top Articles
Sponsored Topics
Spotlights
Sign In/Register

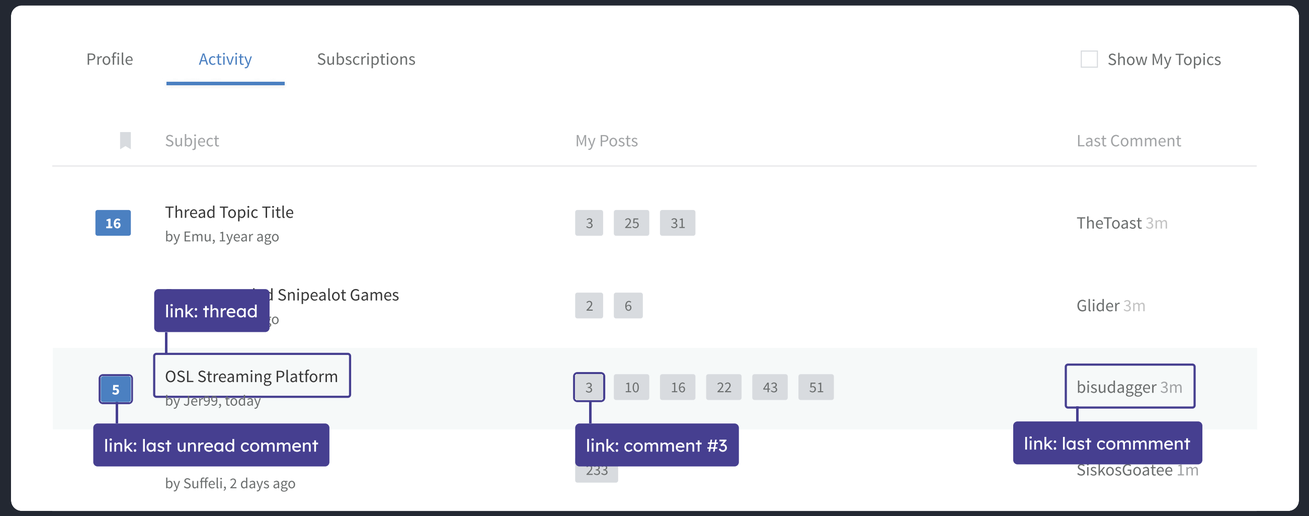

Sections
Brood War
Star Craft 2
Hearthstone
Dota 2
League of Legends
Counter-Strike
Smash Bros.
Heroes of the Storm
News
Features & Editorials
Forums
Resources
Fan Clubs
Organized by Creation
Change to size/ activity/usage once data collected.
Organized by Usage
Community
Home
General Discussion #3
Blogs #5
Community Discussion #6
Other Games #7
Media & Entertainment #8
Tech Support #9
[…other forums]

How do I break apart a single point of surveyal into many, and ensure that each branch is a meaningful piece of the overall experience?


Community Forums
Events/Streams
News Articles
[SPL'15] Out of Reach
Two weeks remain of Proleague 2015, and Prime has been eliminated from contention. This week, struggling competitors Jin Air and KT Rolster fight for their league survival. Which lineup will cast off its troubles? Recap/Preview » Liquipedia
Community News
Featured Video
Featured Articles
Spotlight
Poll
Upcoming Events
Live Streams
News
Sonic Starleague 15: Brood War New Korean Revolution
by TL Strategy • March 23, 2015
Events
Add Event
Filter by Game(s)
Filter by Event
Filter By Teams
Favorite Teams (3)
Community
Popular Discussions
Today
This Week
This Month
Korean Music Discussion
by (88)iNControL / General
Afreeca Feed
by Stratos / BW
The Automated Ban List
by Meat / Community
TL Strat Chat: LotV First Impressions and Analysis
by Jer99 / SC2 Strategy
WCS Predictor 2016
by Die4Ever / SC2
The Greatest Players of the First Generation
by TheEmulator / Dota 2
A Treatise on The Economy of StarCraft
by Vashhu / BW Strategy
The Ultimate Mouse Thread
by Stratos / Tech Support
Liquid Community Pasture League
by Heyoka / Dota 2
Something Something Title thats HOT
by thaTgUy / Media & Entertainment
Spotlight
Ongamenet Starleague Collection
Something about the amizing mount of Vods in this thread.
by TheDwf • March 23
God of the Battlefield, Part 2
More in Community
General
SK Telecom T1 Disbands, Reforms
SSL 15 Grand Finals: New Revolution
The Return of Gods: Flash and Jaedong WillReturn to Brood War
SSL 15 Grand Finals: Preview Matches
Sziky Will Participate in SSL 16, Other Foreigners to Participate
This is a News Headline, Isn't it Excitin?
[TTSL] Ro8 Recap & Ro4 Preview
TerrOr Completes Millitary Service, will Return to Competetive Play
A Randomly Generated Topic for Discussion in This Forum
Here's the Tenth Topic in this list
Blogs
another thread title name
SSL 15 Grand Finals: The New Revolution
The Return of Gods: Flash and Jaedong WillReturn to Brood War
SSL 15 Grand Finals: Preview Matches
Sziky Will Participate in SSL 16, Other Foreigners to Participate
This is the sixth topic in this list of

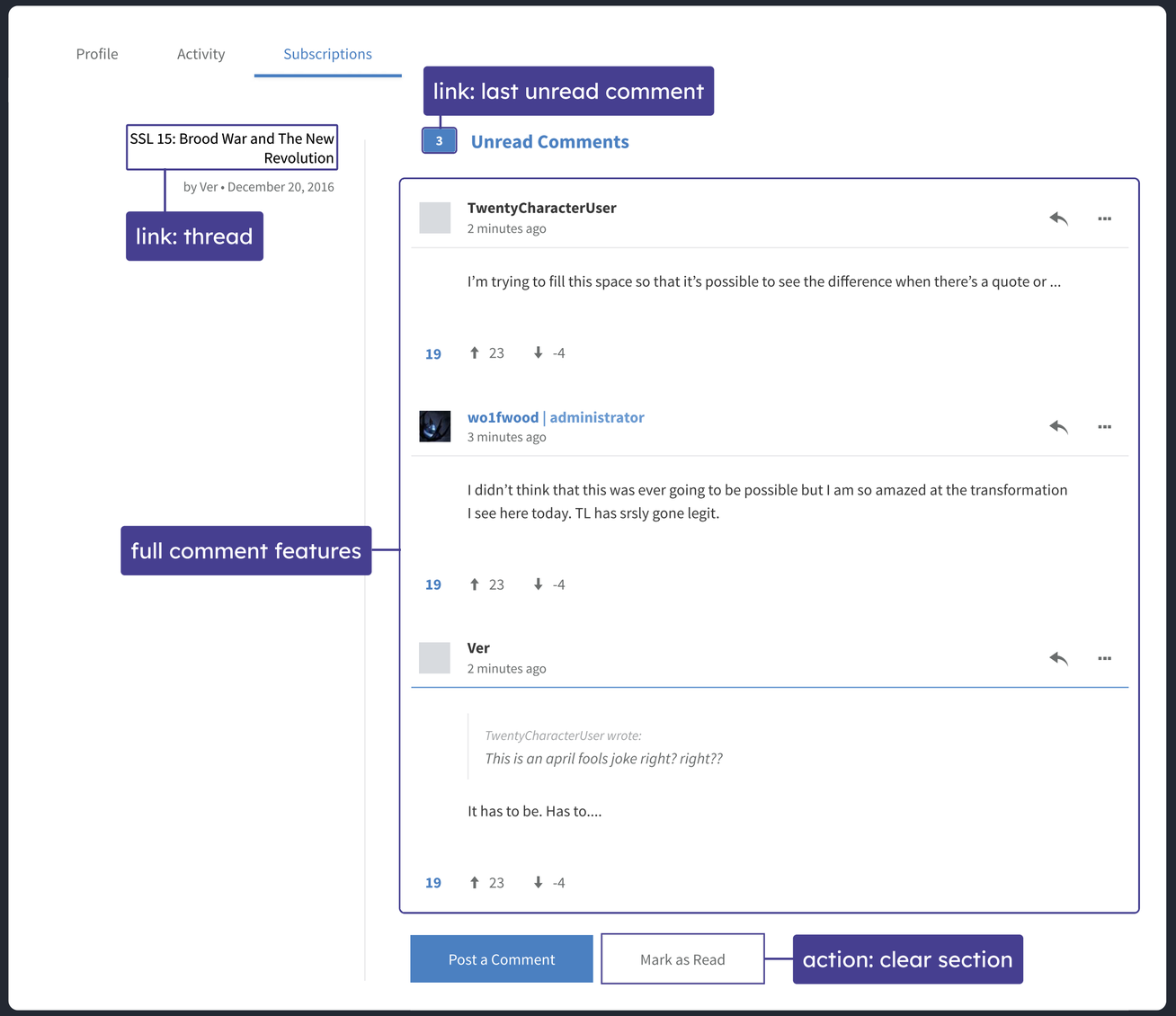
A wealth of content creates challenges for users...

How do you find what you love? And how do you find content you might like?

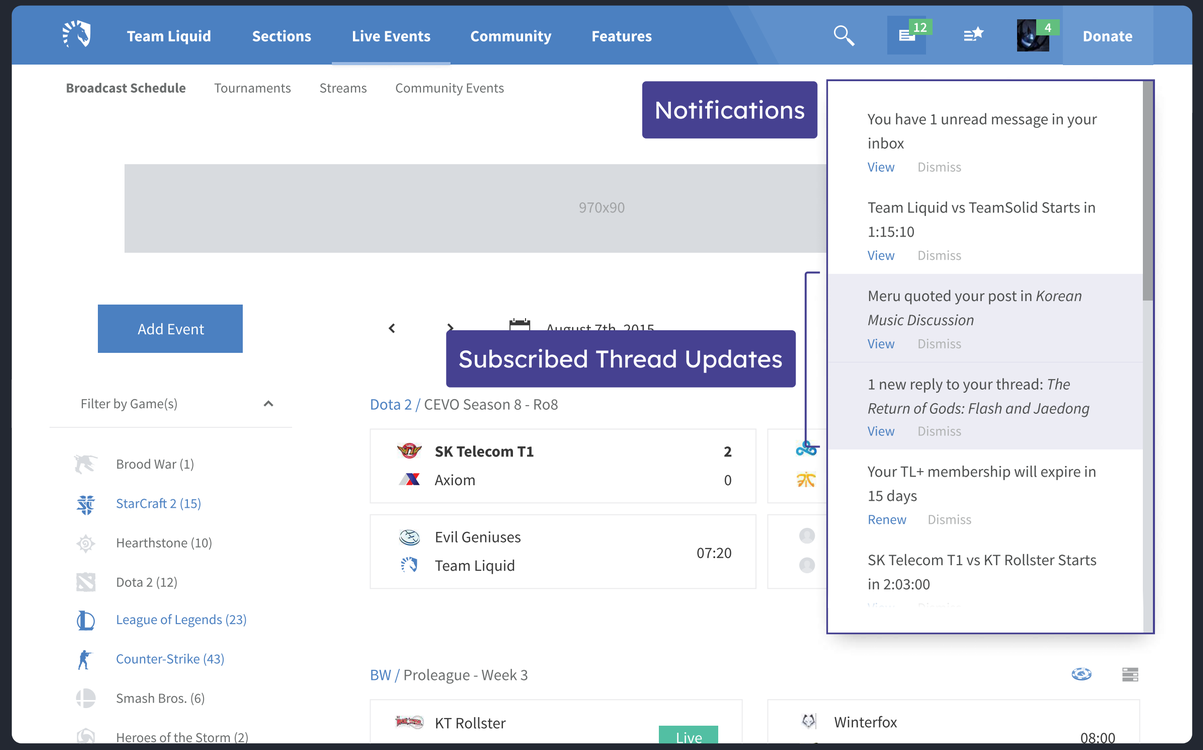


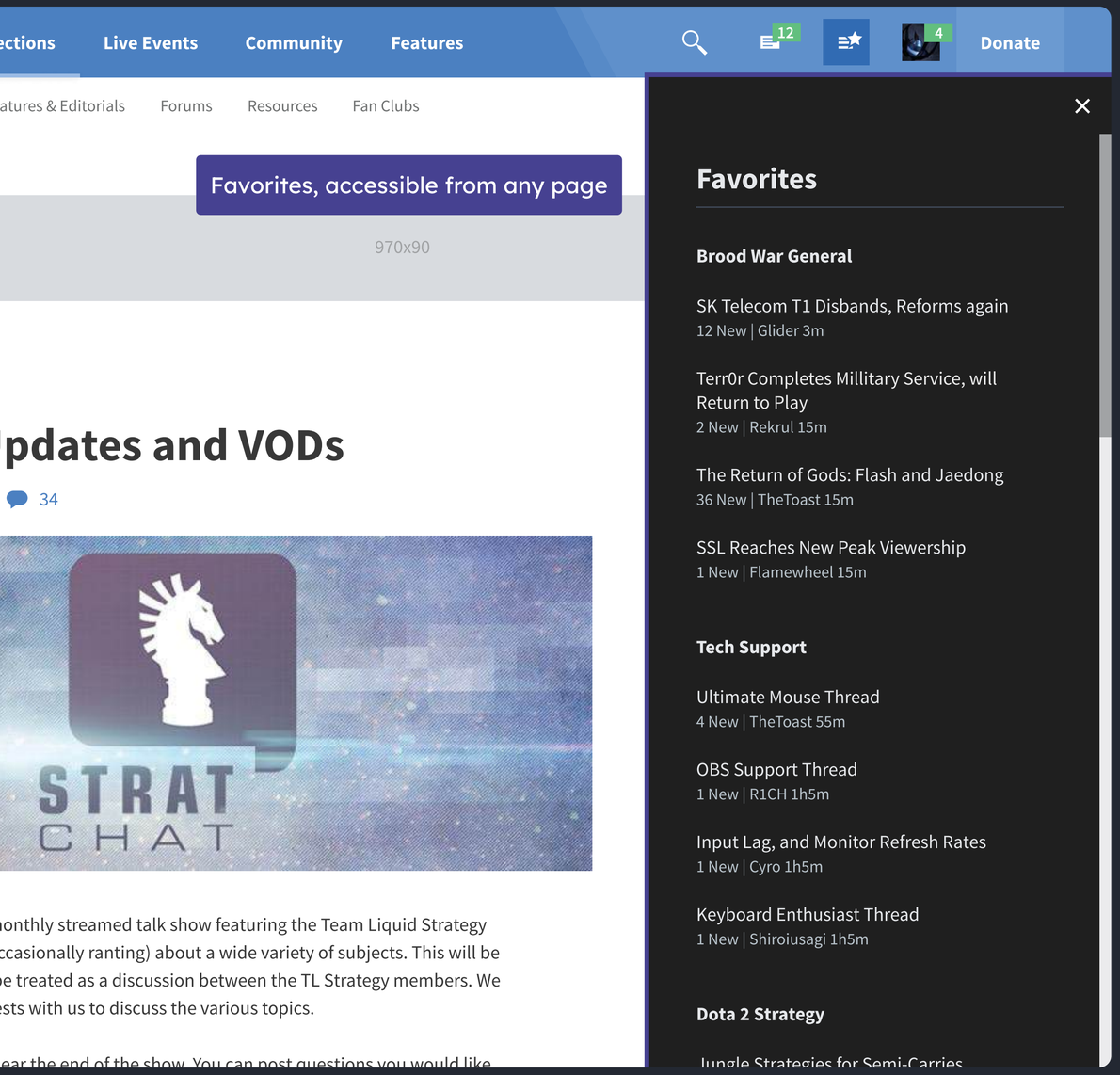
Post activity only helped so much...

Quick access to thread features helped users reengage faster.



Notifications could help users know when important replies happened.





Favorite topics helped users curate what they loved, and access them anywhere.

So...what about the topics users didn’t even know they might like?

Spotlight

Ongamenet Starleague Collection
Something about the amizing mount of Vods in this thread.
by TheDwf • March 23

God of the Battlefield, Part 2
The rise and fall of one of the greatest Brood War players
by Ver • March 16

Designing TL.net, Paradigms and Thematic Links
Just when you thought this couldn't get any crazier.
by wo1fwood • March 8

A Guide to Follwing he Chinese StarCraft Scene
Looking for information about Chinese StarCraft? Look no further.
by Terminus • March 20

Razzia of the Blizzsters
TheDwf goes in-depth about what LotV needs to do for Starcraft II.
by Karras • March 13

Counter-Strike, The Early Years
Listen to a longtime pro on the cultivation of the early Counter-Strike scene.
by f0rest • March 7

Featured Blogs

Drawings!
by Glider • June 6

Novis Aquis - Part III
by wo1fwood • June 6

The International 6 in Photos: Day 6
by opertown • June 6

Birthday Cake Fun
by NeverGG • June 6

Composing for TL
by ImbaTosS • June 6

Food Porn! Moussaka
by kierpanda • June 6

SBT - Fathers Day Treasures
by Rahin • June 6

Backpacking in South East Asia
by Golgotha • June 6

New Featured Blog Format, with a Longer Title
by disciple • June 6

A European Baloon Adventure
by FuDDx • June 6

New Features

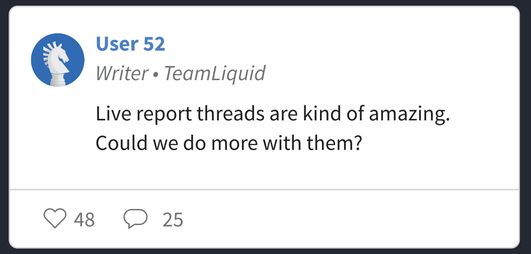
Popular Discussions

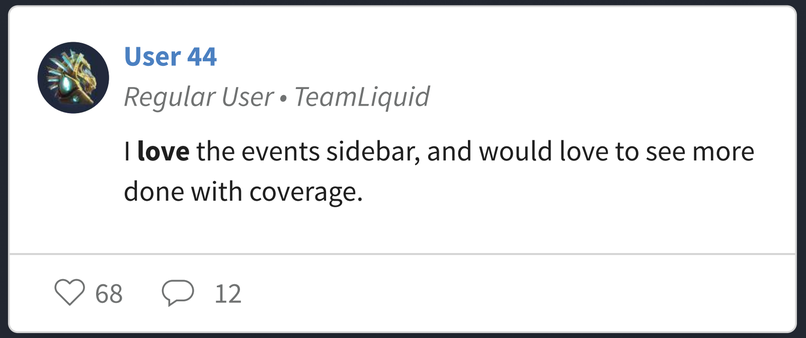
Today | This Week | This Month

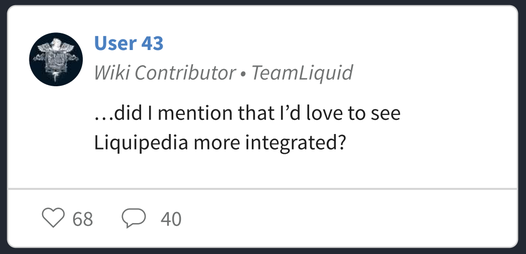
1. Korean Music Discussion
   by {88}iNcontroL / General
2. Afreeca Feed
   by Stratos / BW
3. The Automated Ban List
   by Meat / Community
4. TL Strat Chat: LotV First Impressions and Analysis
   by Jer99 / SC2 Strategy
5. WCS Predictor 2016
   by Die4Ever / SC2
6. The Greatest Players of the First Generation
   by TheEmulator / Dota 2
7. A Treatise on The Economy of StarCraft
   by Vashhu / BW Strategy
8. The Ultimate Mouse Thread
   by Stratos / Tech Support
9. Liquid Community Pasture League
   by Heyoka / Dota 2
10. Something Something Title thats HOT
    by tHaTgUy / Media & Entertainment

New Topics

Subject	Last Comment
[TV] Hannibal by lichter • August 9	Mani 4m
[TV] HBO Game of Thrones by zatic • August 9	gene 2h
The Automated Ban List by iplaythings • August 9	SeeKeR 1h
The Ten Commandments by FakeSteve • August 9	Vashuu 2h
The Ultimate Mouse Thread by TheToast • August 9	S1l3ncr 3h
Half Life 3 Revealed by wo1fwood • August 9	temerian 5h


User 52
Writer • TeamLiquid
Live report threads are kind of amazing. Could we do more with them?
48
25


User 44
Regular User • TeamLiquid
I **love** the events sidebar, and would love to see more done with coverage.
68
12


User 43
Wiki Contributor • TeamLiquid
…did I mention that I'd love to see Liquipedia more integrated?
68
40

New Event Experience

Events

Team Liquid
Axiom
05:15

Cloud 9
fnatic
06:30

Previews

Dota / KDL Round of 16 Peview: A Clash of Titans

by EmU • March 20 137

Polls

Who will advance out of the round of 16?

- [ ] SK Telecom
- [ ] Cloud 9
- [ ] Team Liquid
- [ ] fnatic
- [ ] Evil Geniuses
- [ ] Axiom

Vote

Head-to-head

Best of 5
2-1

Axiom
16-8 (3-12)

Team Liquid
24-4 (12-3)

Betting

21.1% 78.9%

Ratings

★★★½☆

Brackets

Semifinal	Finals
Player 1	
Player 2	Player 1
Player 3	Player 3
Player 4	

Streams

redbullesports	18.6k
starladder1	12.5K
BasetradeTV	8.7k
Merlini	1.2k
dotati1	988
dotati_ru1	405

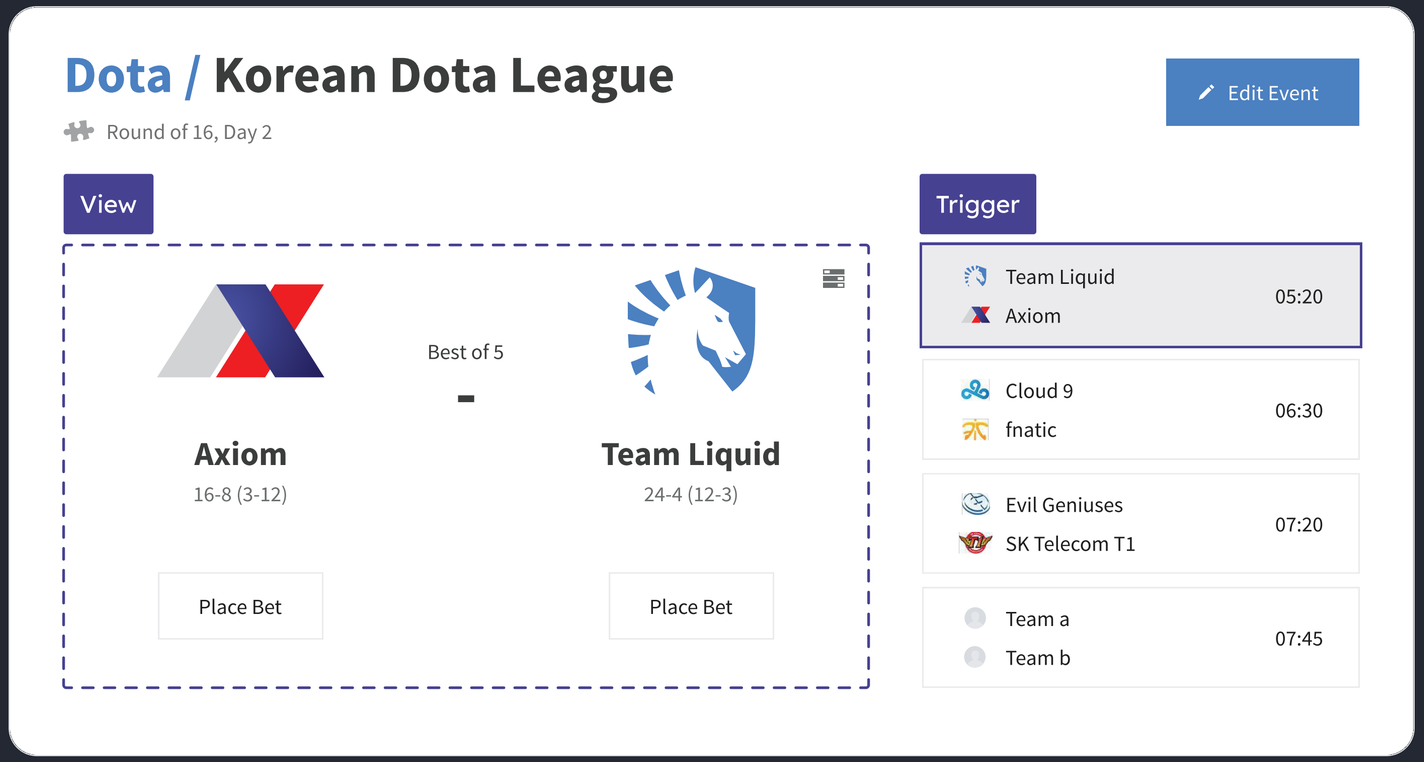
Statistics

63.1k	Gold	30.7k
50k	Experience	123k
3	Barracks	5

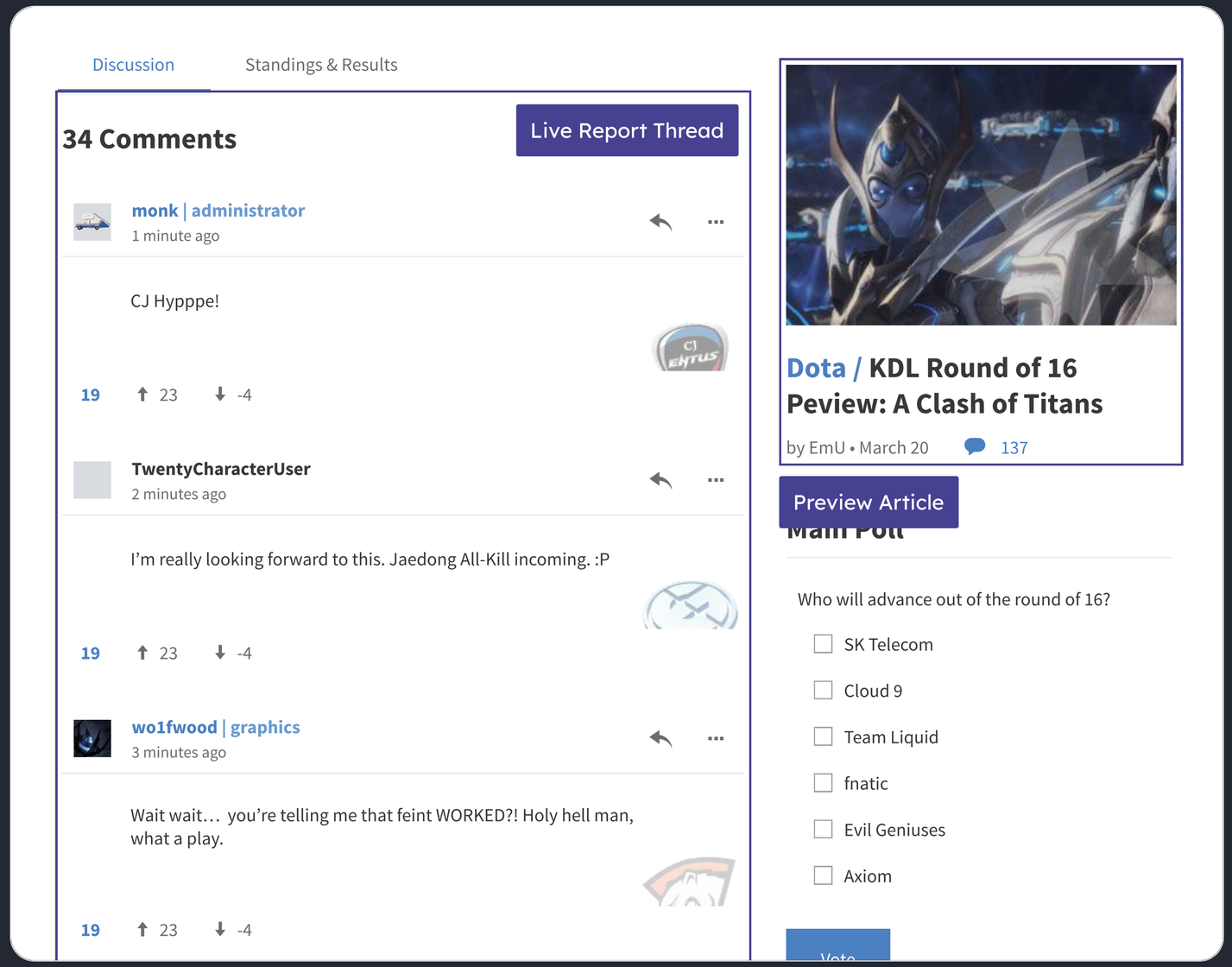
Results

CJ Entus	**2**
Cloud 9	1
Air Force ACE	**3**
Hwaesung Oz	0

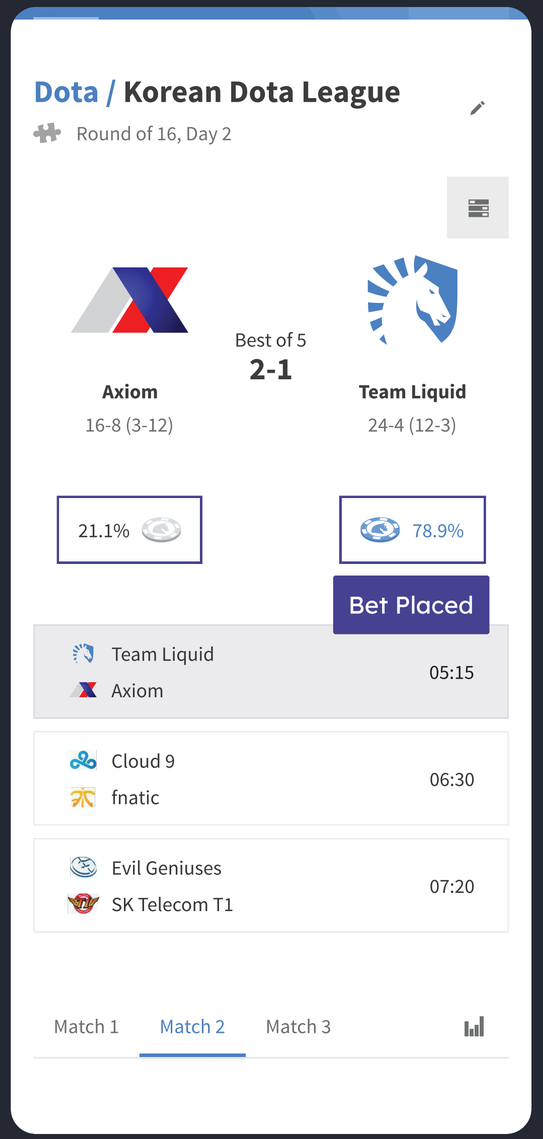
Matches were the centerpiece of the experience.

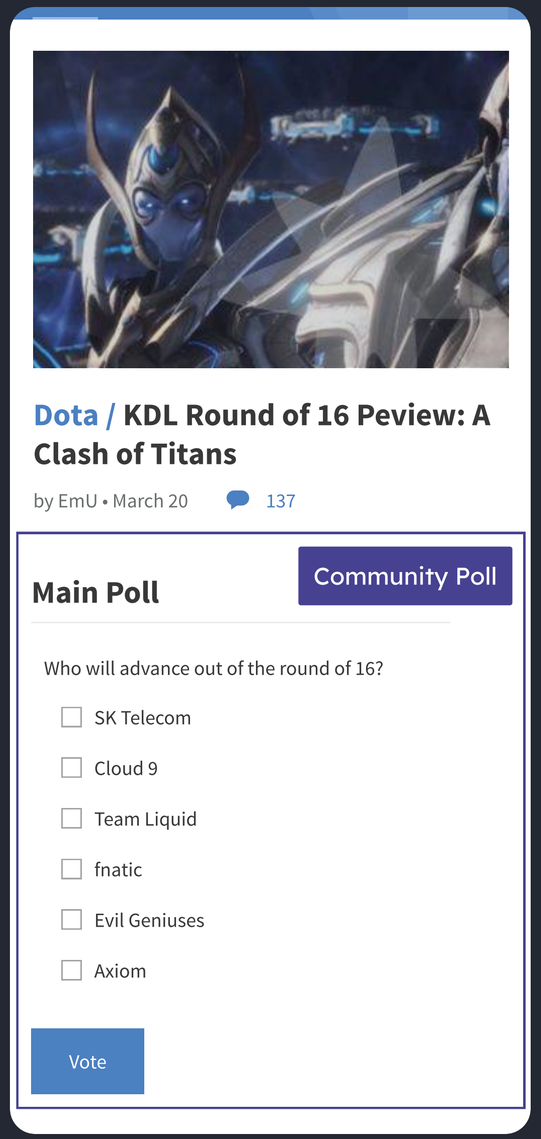


Preview articles and discussions were part of how the community engaged with events.

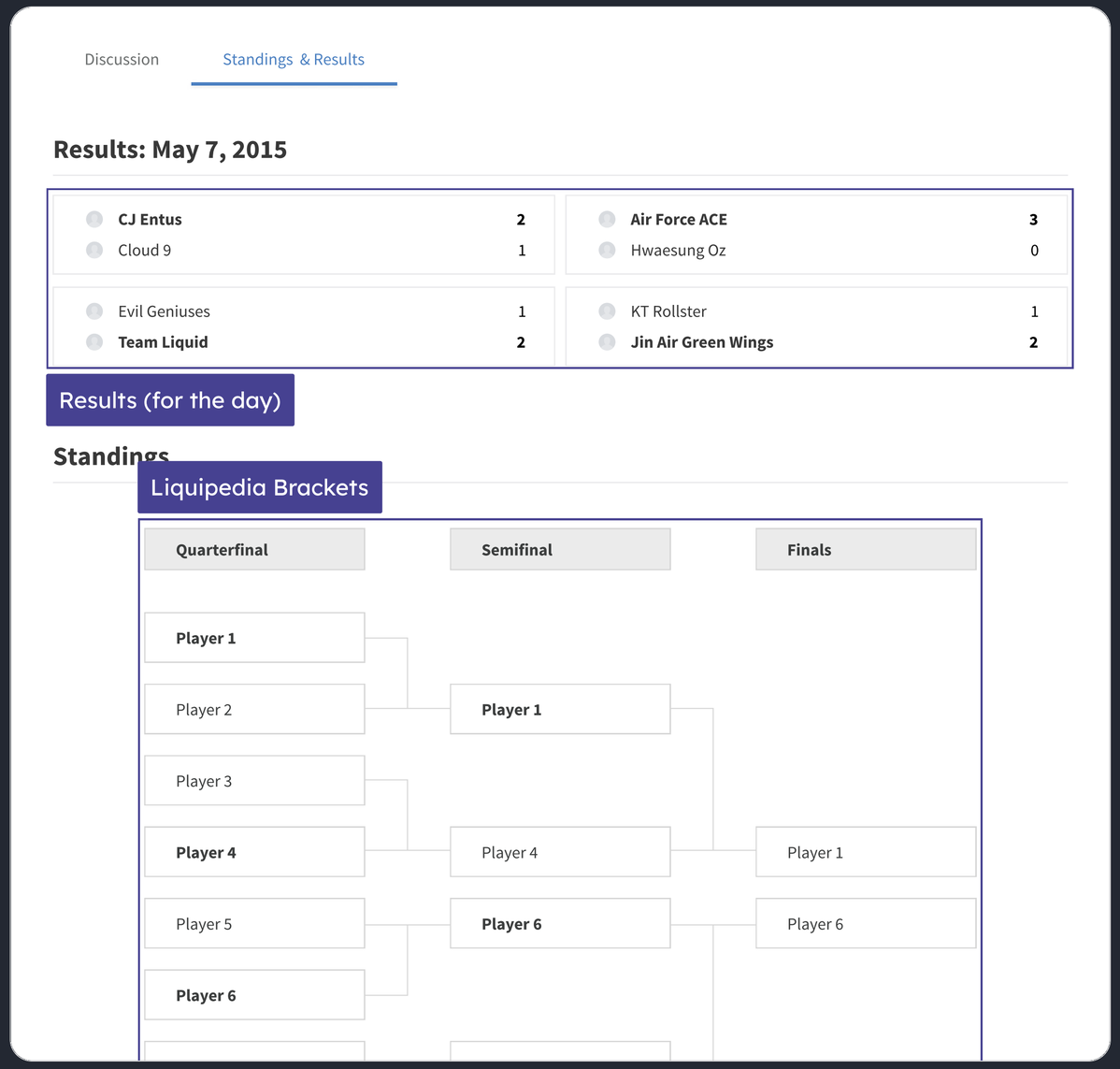


But “vibe checks” were also a fun activity to talk about/share.

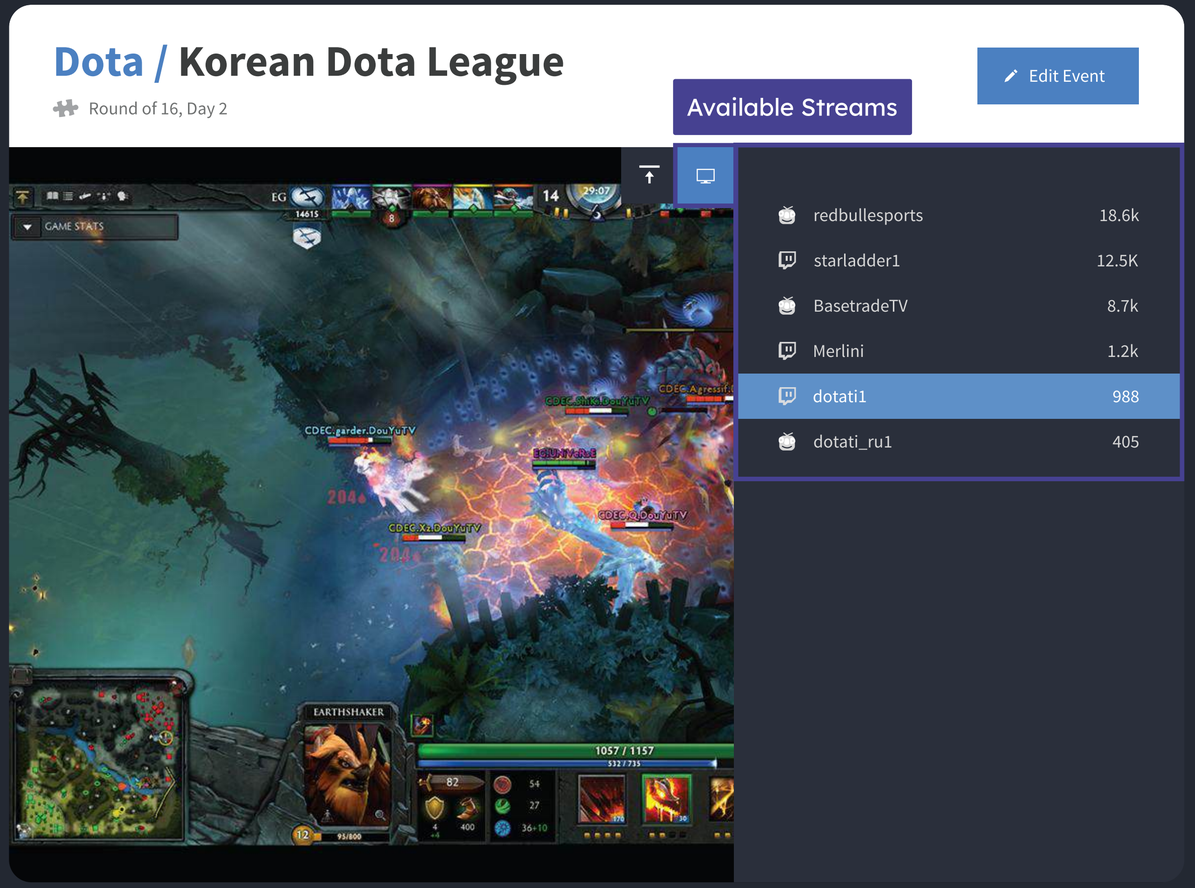




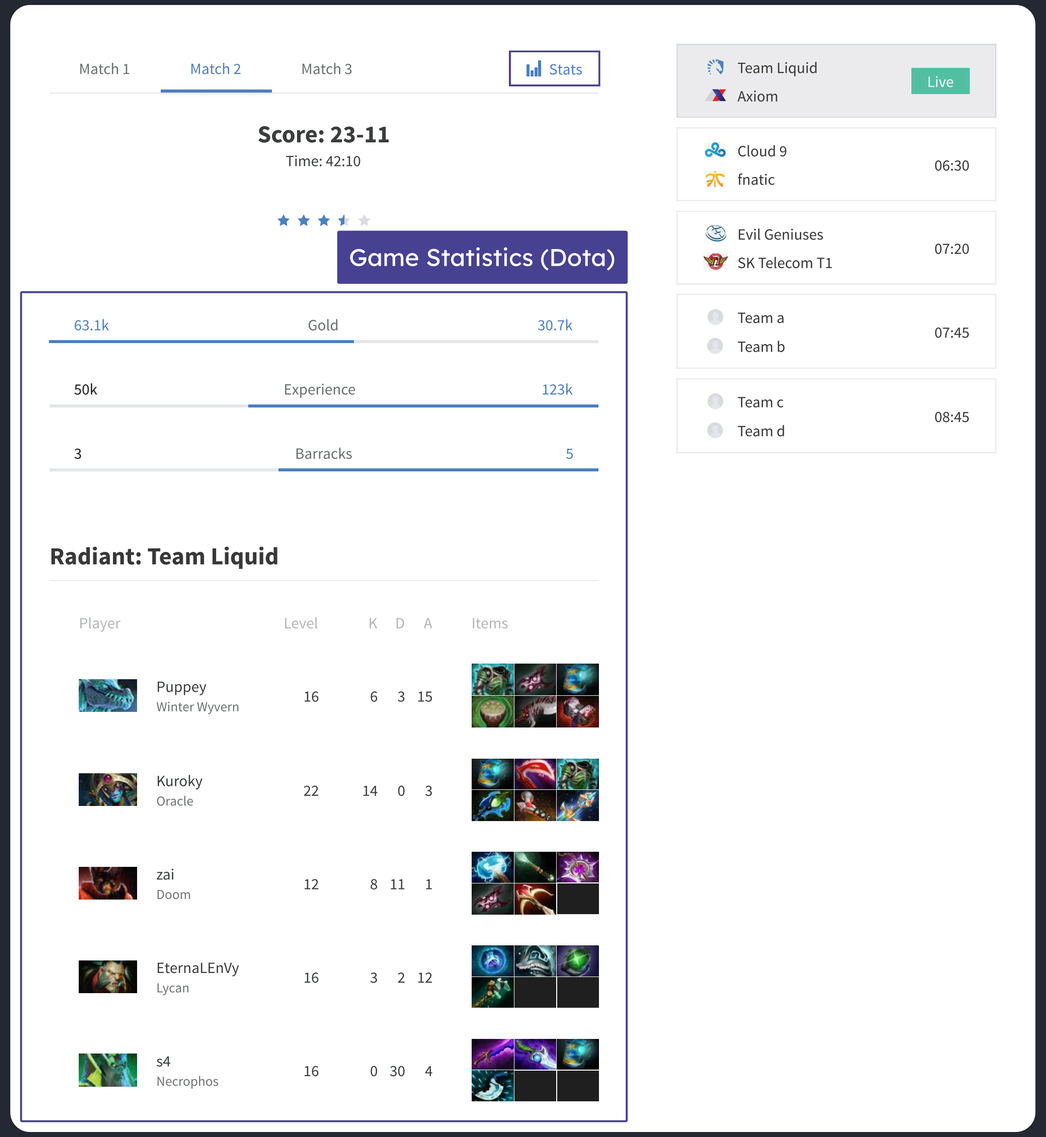
Integrating Liquipedia results and brackets was a common sentiment from users.



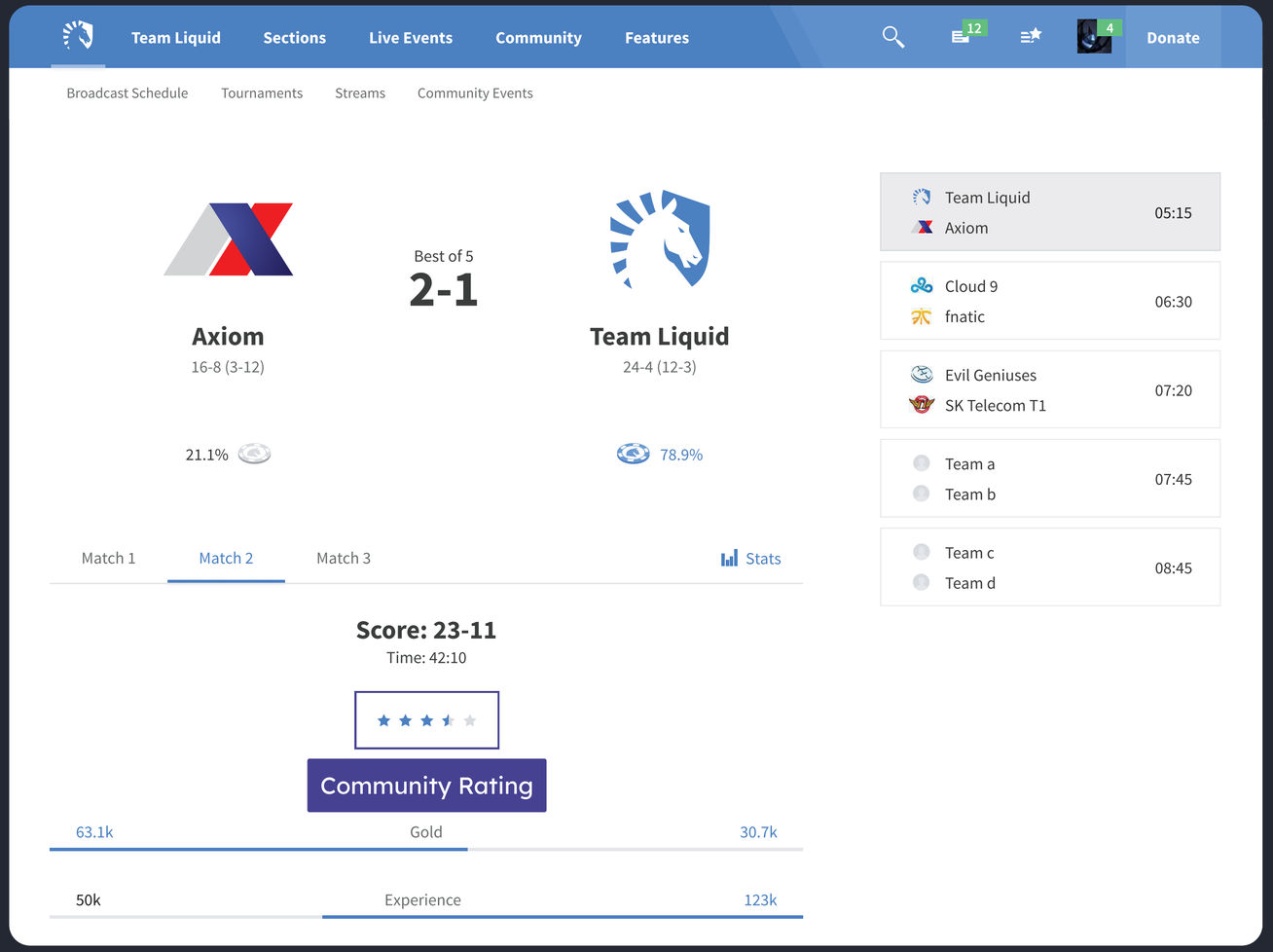
The live event experience improved users ability to find the right stream. Or ignore it.

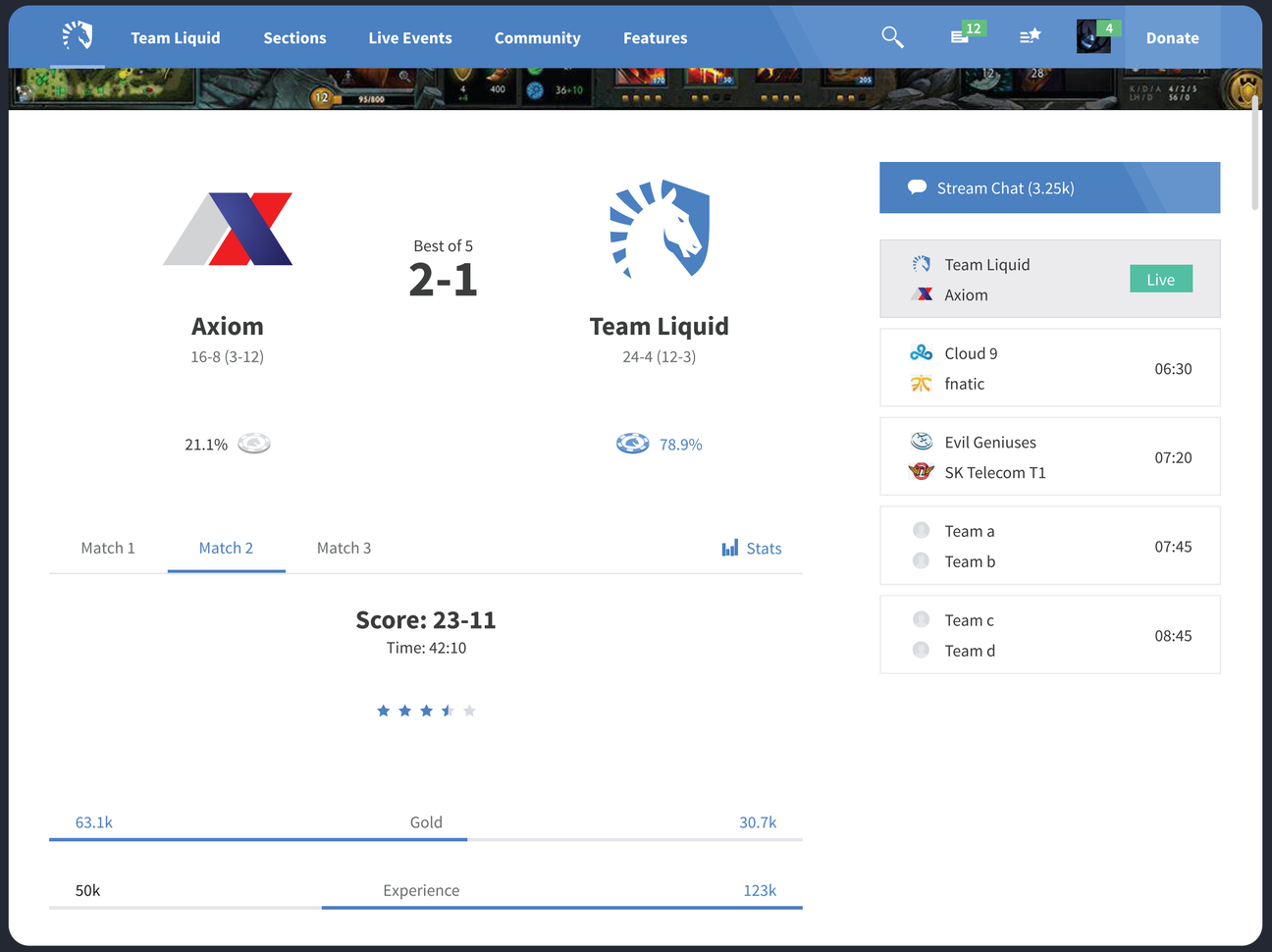


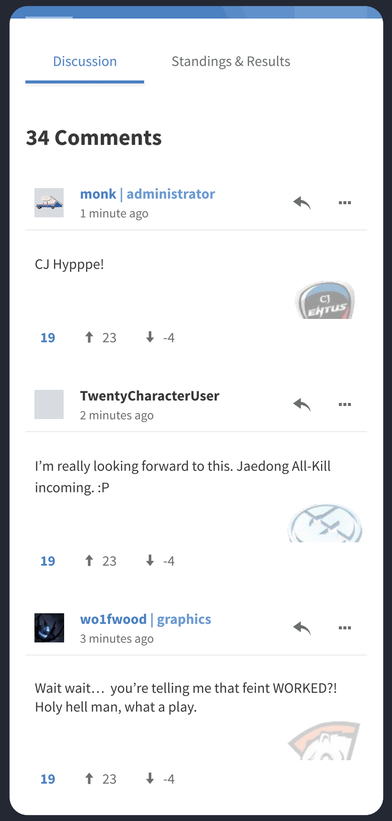
Match statistics was the biggest improvement to the experience. And it gave users the ability to turn off the stream (if needed).

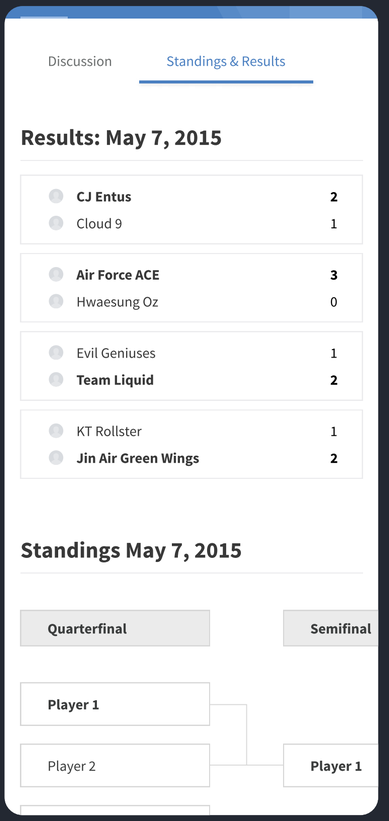


Ratings were a small, but important feature.



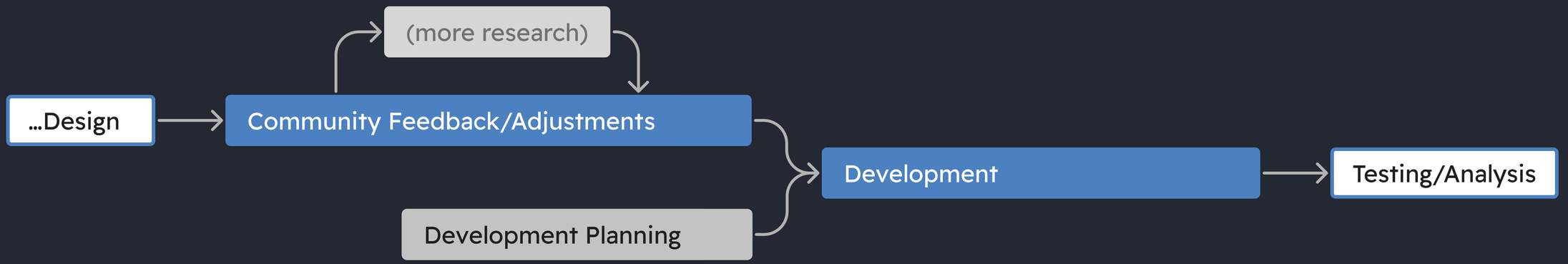

Team Liquid
Sections
Live Events
Community
Features
12
4
Donate
Axiom
16-8 (3-12)
Best of 5
2-1
Team Liquid
24-4 (12-3)
21.1%
78.9%
Match 1
Match 2
Match 3
Stats
Score: 23-11
Time: 42:10
63.1k
Gold
30.7k
50k
Experience
123k
Stream Chat (3.25k)
Team Liquid
Axiom
Live
Cloud 9
fnatic
06:30
Evil Geniuses
SK Telecom T1
07:20
Team a
Team b
07:45
Team c
Team d
08:45


Discussion
Standings & Results
34 Comments
monk | administrator
1 minute ago
CJ Hyppe!
19
23
-4
TwentyCharacterUser
2 minutes ago
I'm really looking forward to this. Jaedong All-Kill incoming. :P
19
23
-4
wo1fwood | graphics
3 minutes ago
Wait wait… you're telling me that feint WORKED?! Holy hell man, what a play.
19
23
-4


Discussion
Standings & Results
Results: May 7, 2015
CJ Entus 2
Cloud 9 1
Air Force ACE 3
Hwaesung Oz 0
Evil Geniuses 1
Team Liquid 2
KT Rollster 1
Jin Air Green Wings 2
Standings May 7, 2015
Quarterfinal
Semifinal
Player 1
Player 2
Player 1

4. Not Shipping

Project, Next Steps



Project Lead	Nik Jeleniauskas
Designers	Nik Jeleniauskas
Research Participants	The Team Liquid Community