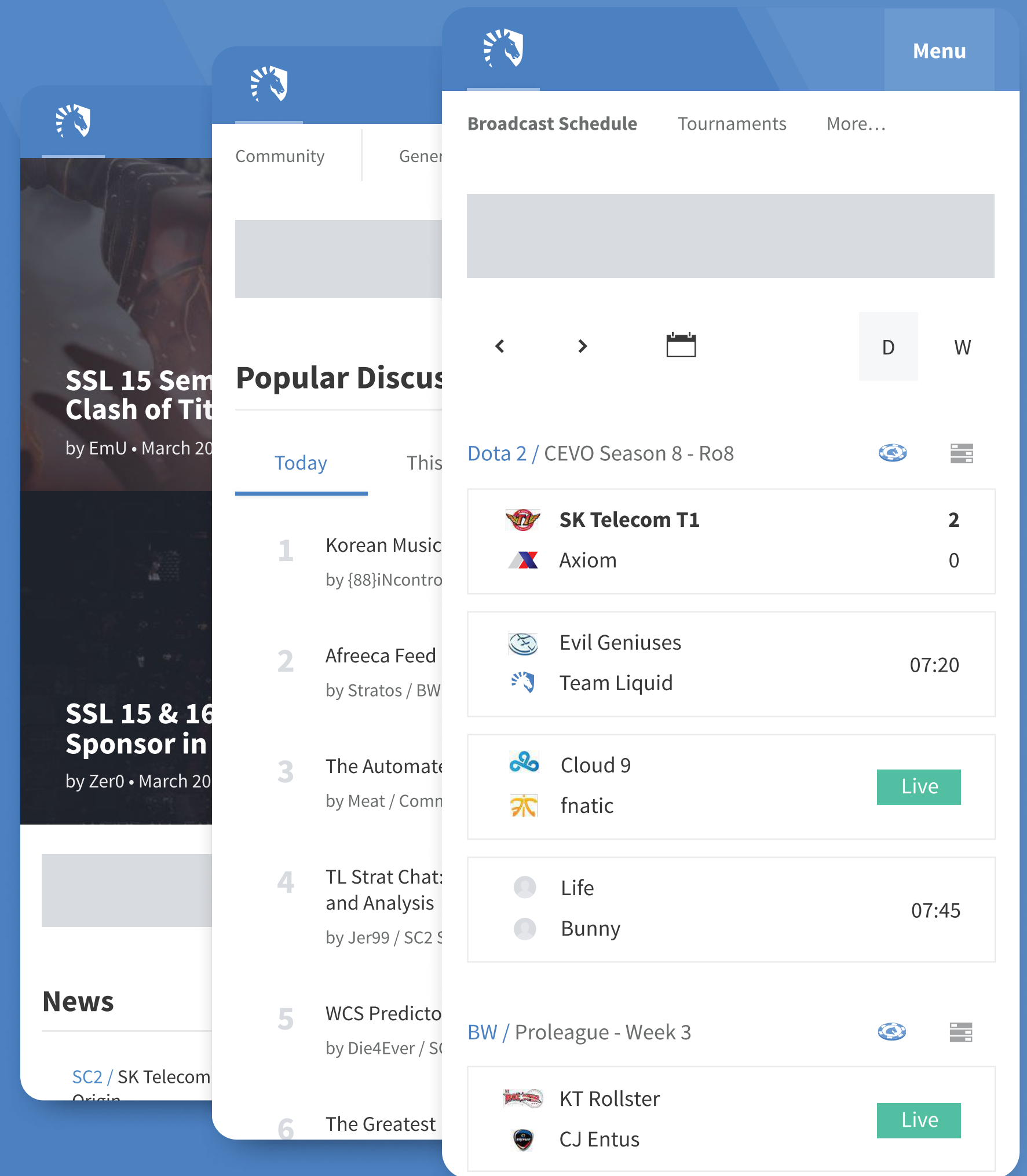


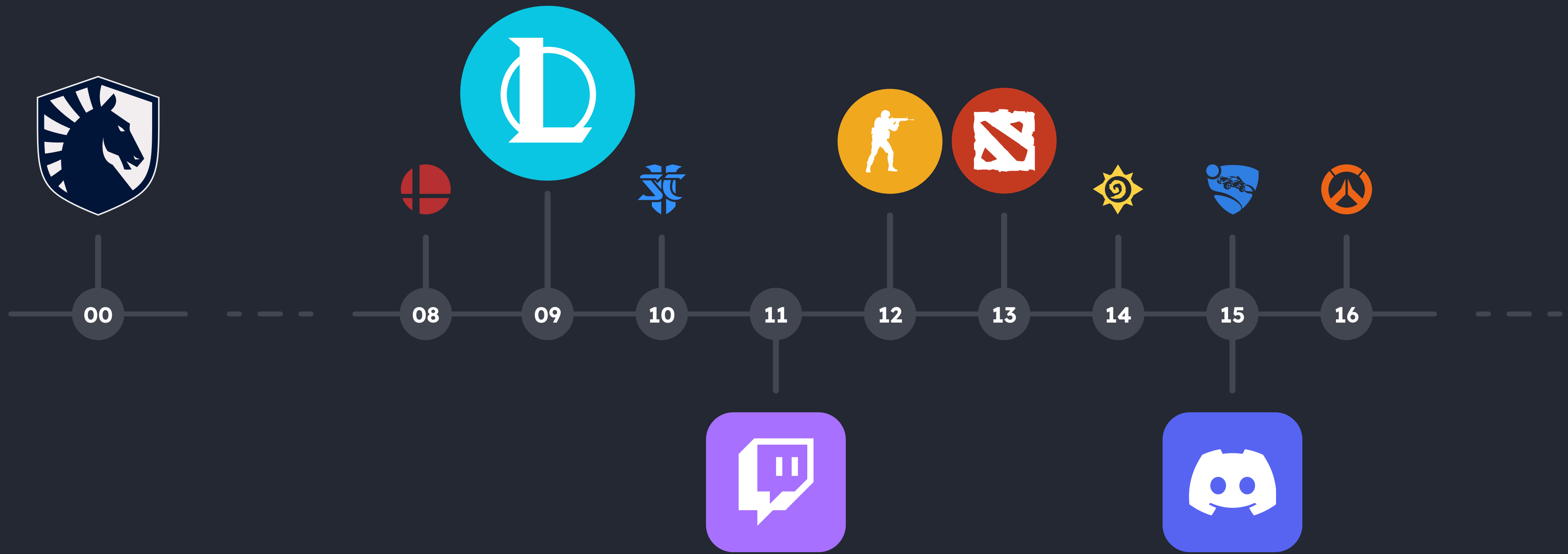
TeamLiquid.net, Version 2

Envisioning a New Future for Esports Communities

My Role: Project and Design Lead



1. Growing Interest



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 Articulation

 **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 12**
Regular User • TeamLiquid


I feel disconnected with parts of the community, and wish it were more unified.

♡ 110 💬 5

 **User 71**
Admin • LiquidHearth


I really enjoy Liquibet, but I often forget it because it's not very visible.

💬 1

 **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.**

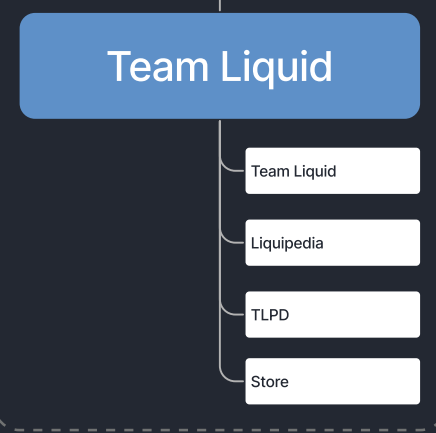
(what was... not what could be)

3. Design Challenge

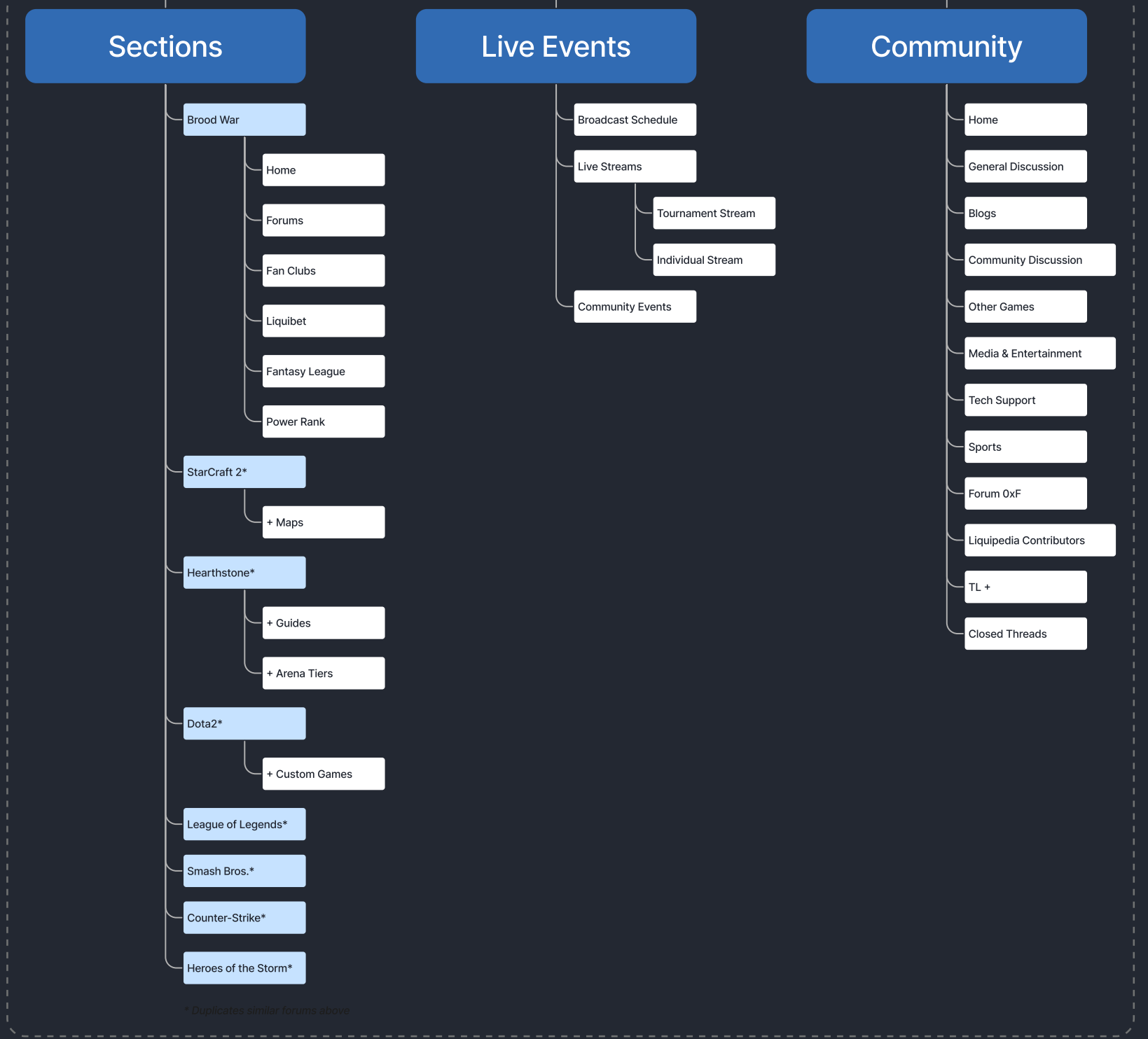
“How do I organize the new website into a form that optimally helps users with their needs?”

TeamLiquid.net

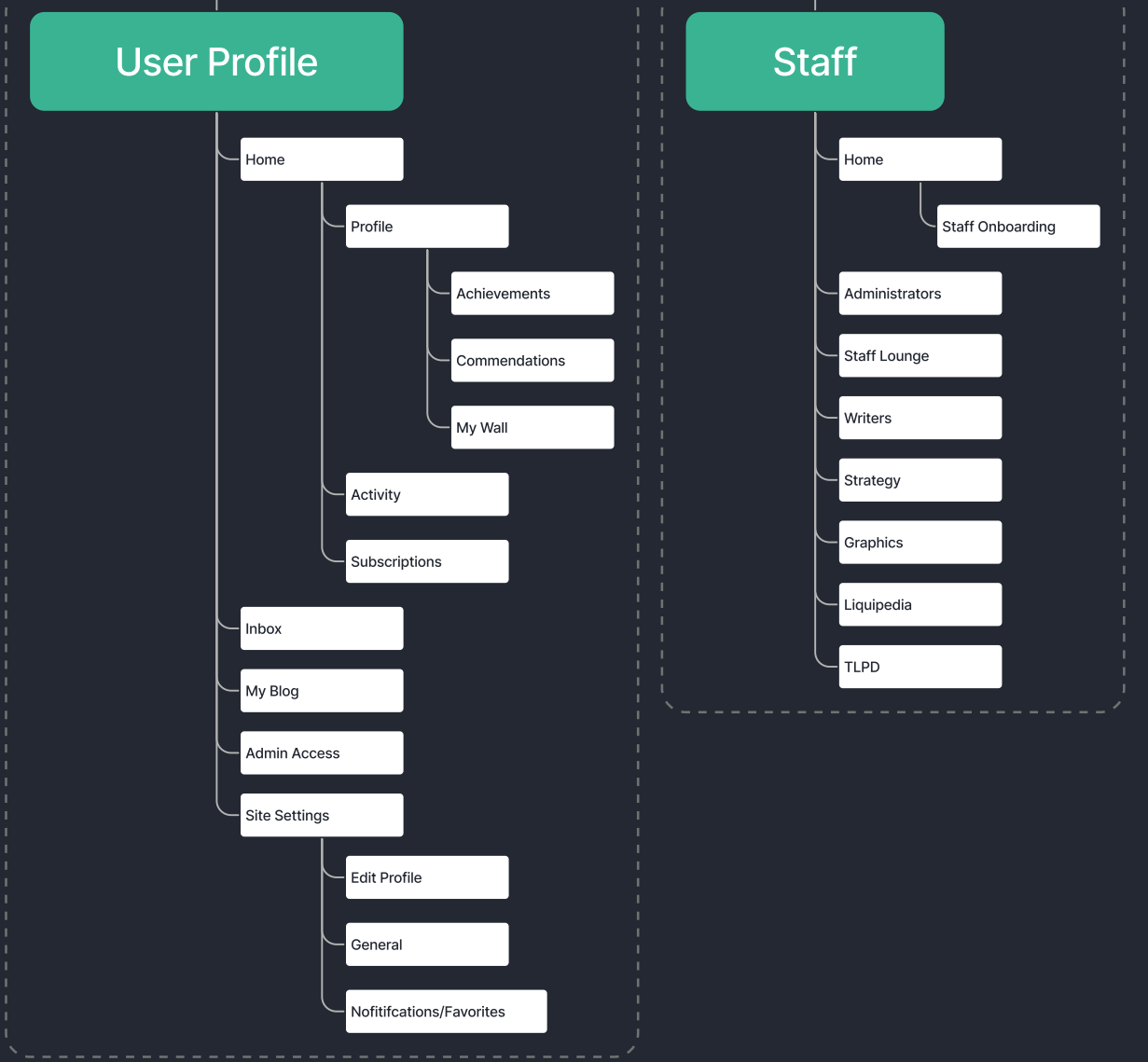
Products



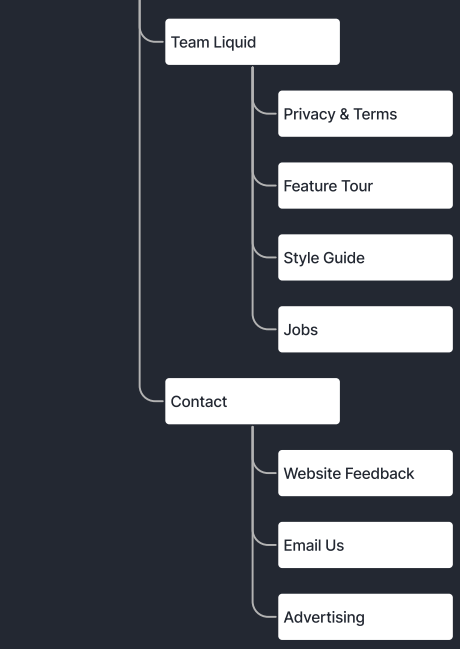
News and Games, Events, Community



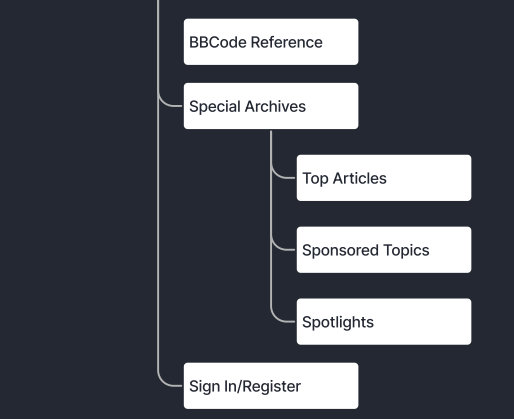
User Needs



Footer



Special



Organized by Creation

Change to size/
activity/usage
once data
collected.

Sections	
Brood War	News
Star Craft 2	Features & Editorials
Hearthstone	Forums
Dota 2 >	Resources
League of Legends	Fan Clubs
Counter-Strike	
Smash Bros.	
Heroes of the Storm	

Organized by Usage

Community	
Home	
General Discussion	#3
Blogs	#5
Community Discussion	#6
Other Games	#7
Media & Entertainment	#8
Tech Support	#9
[...other forums]	

Log In Register TeamLiquidPro Likipedia LiquidHearth LiquidDota LiquidLegends LiquidPoker

teamliquid

Home Forum Calendar Streams Likipedia Features Store WCS TL

News

Featured News

- [SPL'15] Out of Reach 12
- [Code 5] Ro32 Grp G: MMA Part... 19
- [SSS] Ro32 Day 1 Preview - S3... 18
- [TLC] The Story So Far 56
- [Code 5] Ro32 Grp F: Top Contro... 48

Community News

- [Subs] Sonic Becomes A Coach... 20
- This Week in Starcraft2: August... 9
- Community Feedback Update - A... 317
- [SPL'15] Round 4 Week 6 Lineups 28
- LoV Balance Update Preview -... 490
- [TLC] TeamLiquid Legacy Cup #5 41
- Automated Tournaments Coming... 122

StarCraft 2

General

- The Math of Match Blocking
- [SPL'15] Out of Reach
- This Week in Starcraft2: August 15 - 21
- BV, HuS, SB and LoV
- This Week in Starcraft 2

Legacy of the Void

- Community Feedback Update - August...
- LoV Simple Questions Simple Answers
- LoV Balance Update Preview - Augu...
- Issues with removing the macro mech...
- welcome this new "Protoss"

Tourneys

- [SPL] Jin Air vs KT Round 4 2015
- [SPL] SKT vs MVP Round 4 2015
- Well It's About Time
- Well, It's About Time! Day 3
- ESL NA Weekly Open Cup \$50 Prize!

Strategy

- [G] TheCore - Advanced Keyboard La...
- A more oriented/control way to play Z...
- The HuS Zerg Help Me Thread
- [H] PuZ 11.00 Ing Hydra push
- Simple Questions Simple Answers

Custom Maps

- [H] (4) idd
- (4)Windmill
- Project: Starcraft Improved
- [G] Beginner's Guide to Creating An A...
- The Map Art Thread

Brood War

General

- Afreeca feed
- Big tv going under, help save day9 b...
- Foreigner Elo Ranks 2012 - 2015
- [Subs] Sonic Becomes A Coach Ep 1
- nca44 Launcher 2.0
- ICup Mac Players

Tourneys

- [Spotimes S4] Ro16 Group B
- [SSS] Third Place: Mind vs Free

Community News

- [Subs] Sonic Becomes A Coach Ep 1 August 21
- This Week in Starcraft2: August 15 - 21
- Community Feedback Update - August 21
- [SPL'15] Round 4 Week 6 Lineups
- LoV Balance Update Preview - August 20
- [TLC] TeamLiquid Legacy Cup #5
- Automated Tournaments Coming to Beta
- Sleep and KT Rolster Part Ways
- This Week in Starcraft2: August 8 - 14
- Community Feedback Update - August 14
- MSI MGA Groups released
- [SPL'15] Round 4 Week 5 Lineups

Featured Video

Bomber Thanks

How do you like the new forum color scheme now that you've been with it for a while?

38%

I'm pretty neutral about it (82)

33%

I love the new look (710) (454)

21%

The new look is a little straining (182)

8%

2166 votes Comments (23)

Older Polls

Featured Articles

Illidan: You'll Regret Approachin...

CS:GO - ESL One Cologne Preview

TLS Championship

qxc's Thoughts: Patch 2.5.3 Review

Spotlight

Foreigner Elo Ranks 2012 - 2015

MSI MGA Bracket Contest, win a PC!

For my friend

My thoughts on blizzards Macro Mechanics patch

Timelapse Blog

Live Events

Spotimes Starleague

Proleague

Live Streams

StarCraft 2

Upcoming Events

Underdogs

Proleague

WCS

GSL Code S

WCS

Copa America

StarCraft II StarLeague

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?

teamliquid

Community Forums

Events/Streams

News Articles

Community News

StarCraft 2

General

Legacy of the Void

Tourneys

Strategy

Custom Maps

Brood War

Featured Video

Featured Articles

Spotlight

Upcoming Events

Community Feedback Update - August 21

[SPL'15] Round 4 Week 6 Lineups

LoV Balance Update Preview - August 20

[TLC] TeamLiquid Legacy Cup #5

Automated Tournaments Coming

[SPL'15] Out of Reach

Two weeks remain of Proleague 2015, and Prime has been eliminated from contention. This week's struggling competitors, Jin Air and KT Rollster, fight for their league survival. Which lineup will cash off its troubles? Recap/Preview » Liquipedia

Illidan: You'll Regret Approachin...

CS:GO - ESL One Cologne Preview

TLS Championship

qxc's Thoughts: Patch 2.5.3 Review

Foreigner Elo Ranks 2012 - 2015

MSI MGA Bracket Contest, win a PCI

For my friend

My thoughts on blizzards Macro Mechanics patch

Timelapse Blog

Underdogs

Proleague

WCS

GSL Code S

Rogue

WCS

Copa America

StarCraft II StarLeague

News

Sonic Starleague 15: Brood War New Korean Revolution

by TL Strategy • March 23, 2015

News

SC2 / SK Telecom T1 Disbands, Reforms as Origin

BW / SSL 15 Grand Finals: The New Revolution

Dota / The Return of Gods: Flash and Jaedong Will Return to Brood War

SC2 / SSL 15 Grand Finals: Preview Matches

SC2 / Sskzy Will Participate in SSL 16, Other Foreigners to Participate

CS / This is a News Headline, Isn't it Exciting?

SSB / Ninth Headline about and Next Season

Dota / Team Liquid Announces Roster, Will Participate in

Heroes / [TTSL] Ro8 Recap

LoL / Terr0r Completes Military Return to Competitive Play

Dota / The Newest of the Emerge in The International

Hearth / Team Liquid Acc

Events

Add Event

Filter by Game(s)

Brood War (1)

StarCraft 2 (15)

Hearthstone (10)

Dota 2 (12)

League of Legends (23)

Counter-Strike (43)

Smash Bros. (6)

Heroes of the Storm (2)

Filter by Event

Major Leagues (15)

Minor Leagues (0)

Other Broadcasts (2)

Filter by Teams

Favorite Teams (3)

Search

SK Telecom T1

Axiom

Evil Geniuses

Team Liquid

KT Rollster

CJ Entus

Other / Summer Games Done Quick

Relevant small blurb about dota in SGDQ 015

LoL / LCS Europe - Semifinals

LGD China

Team Liquid

Community

Popular Discussions

Today This Week This Month

- Korean Music Discussion by [88]NControl / General
- Afreeca Feed by Stratos / BW
- The Automated Ban List by Meat / Community
- TL Strat Chat: LoV 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

More in Community

General

SK Telecom T1 Disbands, Reforms 2m

SSL 15 Grand Finals: New Revolution 5m

The Return of Gods: Flash and Jaedong WillReturn to Brood War 5m

SSL 15 Grand Finals: Preview Matches 6m

Sskzy Will Participate in SSL 16, Other Foreigners to Participate 6m

This is a News Headline, Isn't it Excitin? 11m

[TTSL] Ro8 Recap & Ro4 Preview 16m

Terr0r Completes Military Service, will Return to Competitive Play 22m

A Randomly Generated Topic for Discussion in This Forum 26m

Here's the Tenth Topic in this list 30m

Blogs

another thread title name 4m

SSL 15 Grand Finals: The New Revolution 4m

The Return of Gods: Flash and Jaedong WillReturn to Brood War 6m

SSL 15 Grand Finals: Preview Matches 8m

Sskzy Will Participate in SSL 16, Other Foreigners to Participate 8m

This is the sixth topic in this list of 21m

Spotlight

Ongamenet Starleague Collection

Something about the amazing 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

A wealth of content creates challenges for users...

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

Profile Activity Subscriptions Show My Topics

Subject My Posts Last Comment

Subject	My Posts	Last Comment
16 Thread Topic Title by Emu, 1year ago	3 25 31	TheToast 3m
Snipealot Games link: thread	2 6	Glider 3m
5 OSL Streaming Platform by Jer99, today link: last unread comment	3 10 16 22 43 51 link: comment #3	bisudagger 3m link: last comment
by Suffeli, 2 days ago	233	SiskosGoatee 1m

Post activity only helped so much..

Quick access to thread features helped users reengage faster.

Profile Activity Subscriptions

SSL 15: Brood War and The New Revolution
by Ver • December 20, 2016

link: thread

link: last unread comment

3 Unread Comments

TwentyCharacterUser
2 minutes ago

I'm trying to fill this space so that it's possible to see the difference when there's a quote or ...

19 ↑ 23 ↓ -4

wolffwood | administrator
3 minutes ago

I didn't think that this was ever going to be possible but I am so amazed at the transformation I see here today. TL has srsly gone legit.

19 ↑ 23 ↓ -4

Ver
2 minutes ago

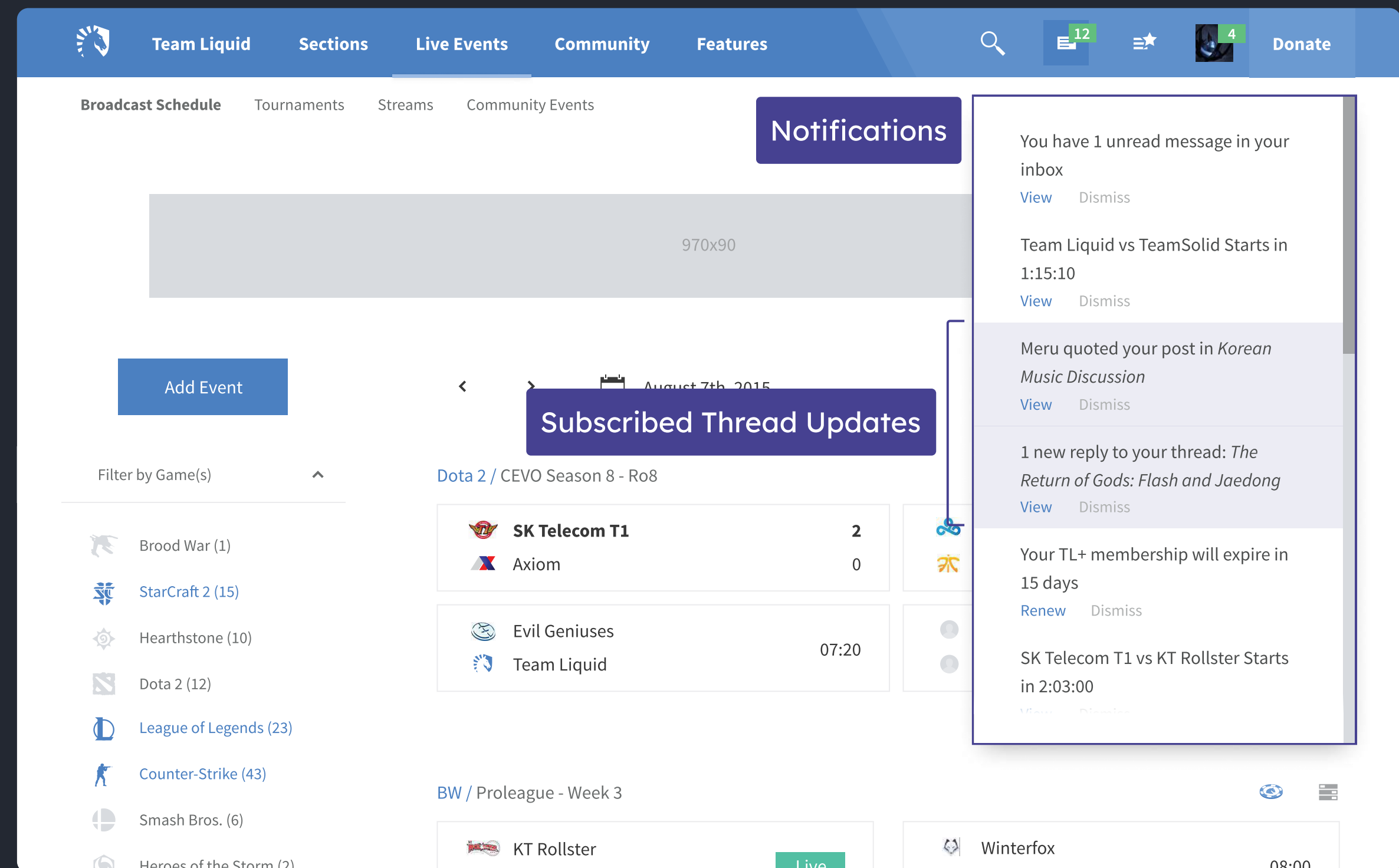
TwentyCharacterUser wrote:
This is an april fools joke right? right??

It has to be. Has to....

19 ↑ 23 ↓ -4

Post a Comment Mark as Read action: clear section

Notifications could help users know when important replies happened.



Favorites, accessible from any page

970x90

Updates and VODs

34



Monthly streamed talk show featuring the Team Liquid Strategy (occasionally ranting) about a wide variety of subjects. This will be treated as a discussion between the TL Strategy members. We invite you to discuss the various topics.

Near the end of the show. You can post questions you would like

Favorites

Brood War General

SK Telecom T1 Disbands, Reforms again
12 New | Glider 3m

Terr0r Completes Military Service, will Return to Play
2 New | Rekrul 15m

The Return of Gods: Flash and Jaedong
36 New | TheToast 15m

SSL Reaches New Peak Viewership
1 New | Flamewheel 15m

Tech Support

Ultimate Mouse Thread
4 New | TheToast 55m

OBS Support Thread
1 New | R1CH 1h5m

Input Lag, and Monitor Refresh Rates
1 New | Cyro 1h5m

Keyboard Enthusiast Thread
1 New | Shiroiusagi 1h5m

Dota 2 Strategy

Jungle Strategies for Semi-Carries

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 amazing mount of Vods in this thread.

by TheDwf • March 23



Designing TL.net, Paradigms and Thematic Links

Just when you thought this couldn't get any crazier.

by wo1fwood • March 8



Razzia of the Blizzsters

TheDwf goes in-depth about what LotV needs to do for Starcraft II.

by Karras • March 13



God of the Battlefield, Part 2

The rise and fall of one of the greatest Brood War players

by Ver • March 16



A Guide to Following the Chinese StarCraft Scene

Looking for information about Chinese StarCraft? Look no further.

by Terminus • March 20



Counter-Strike, The Early Years

Listen to a longtime pro on the cultivation of the early Counter-Strike scene.

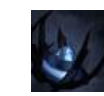
by f0rest • March 7

Featured Blogs



Drawings!

by Glider • June 6



Novis Aquis - Part III

by wo1fwood • June 6



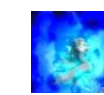
The International 6 in Photos: Day 6

by opertown • June 6



Birthday Cake Fun

by NeverGG • June 6



Composing for TL

by ImbaTosS • June 6



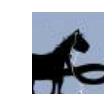
Food Porn! Moussaka

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 Balloon 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 |

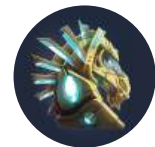


User 52

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 Preview: 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

★★★★☆

Brackets

Semifinal	Finals
Player 1	Player 1
Player 2	Player 3
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.

Dota / Korean Dota League

🏆 Round of 16, Day 2

[Edit Event](#)


View



Axiom
16-8 (3-12)

Place Bet







Best of 5



Team Liquid
24-4 (12-3)

Place Bet


Trigger

 Team Liquid	05:20
 Axiom	
 Cloud 9	06:30
 fnatic	
 Evil Geniuses	07:20
 SK Telecom T1	
<input type="radio"/> Team a	07:45
<input type="radio"/> Team b	


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


Discussion Standings & Results

34 Comments Live Report Thread


 **monk | administrator**
1 minute ago


CJ Hypppe!

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 



**Dota / KDL Round of 16
Preview: A Clash of Titans**
by EmU • March 20 137

Preview Article
Main Poll

Who will advance out of the round of 16?


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

Vote

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


Dota / Korean Dota League

Round of 16, Day 2





Axiom
16-8 (3-12)

Best of 5
2-1









Team Liquid
24-4 (12-3)


21.1% 

 78.9%

Bet Placed

 Team Liquid	05:15
 Axiom	
 Cloud 9	06:30
 fnatic	
 Evil Geniuses	07:20
 SK Telecom T1	

Match 1 **Match 2** Match 3



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

by EmU • March 20 137

Main Poll **Community Poll**

Who will advance out of the round of 16?

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

Vote

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

Discussion [Standings & Results](#)

Results: May 7, 2015

● CJ Entus	2	● Air Force ACE	3
● Cloud 9	1	● Hwaesung Oz	0
● Evil Geniuses	1	● KT Rollster	1
● Team Liquid	2	● Jin Air Green Wings	2

Results (for the day)

Standings

Liquipedia Brackets

Quarterfinal	Semifinal	Finals
Player 1		
Player 2	Player 1	
Player 3		
Player 4	Player 4	Player 1
Player 5	Player 6	Player 6
Player 6		


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

Dota / Korean Dota League

Round of 16, Day 2

Available Streams

Edit Event



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

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

Match 1 **Match 2** Match 3 Stats


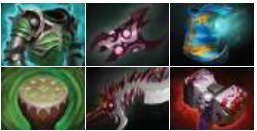

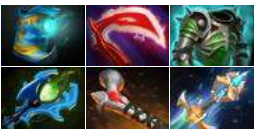

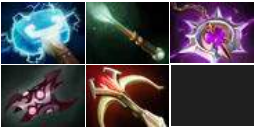

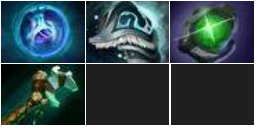

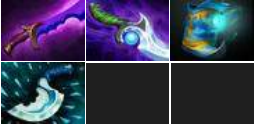
Score: 23-11
Time: 42:10

★★★★★

Game Statistics (Dota)

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

Radiant: Team Liquid

Player	Level	K	D	A	Items
 Puppey Winter Wyvern	16	6	3	15	
 Kuroky Oracle	22	14	0	3	
 zai Doom	12	8	11	1	
 EternaLEnVy Lycan	16	3	2	12	
 s4 Necrophos	16	0	30	4	

Team Liquid Live
Axiom

Cloud 9 06:30
fnatic

Evil Geniuses 07:20
SK Telecom T1

Team a 07:45
Team b

Team c 08:45
Team d

Ratings were a small, but important feature.

Team Liquid Sections Live Events Community Features

Broadcast Schedule Tournaments Streams Community Events

Axiom
16-8 (3-12)
21.1%

Best of 5
2-1

Team Liquid
24-4 (12-3)
78.9%

Match 1 **Match 2** Match 3 [Stats](#)

Score: 23-11
Time: 42:10

★★★★★

Community Rating

63.1k Gold 30.7k

50k Experience 123k

Team Liquid 05:15
Axiom

Cloud 9 06:30
fnatic

Evil Geniuses 07:20
SK Telecom T1

Team a 07:45
Team b

Team c 08:45
Team d

Team Liquid Sections Live Events Community Features 12 4 Donate

Axiom
16-8 (3-12)
21.1%

Team Liquid
24-4 (12-3)
78.9%

Best of 5
2-1

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 Live
- Axiom
- Cloud 9 06:30
- fnatic
- Evil Geniuses 07:20
- SK Telecom T1
- Team a 07:45
- Team b
- Team c 08:45
- Team d

Discussion Standings & Results

34 Comments

monk | administrator
1 minute ago

CJ Hypppe!

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

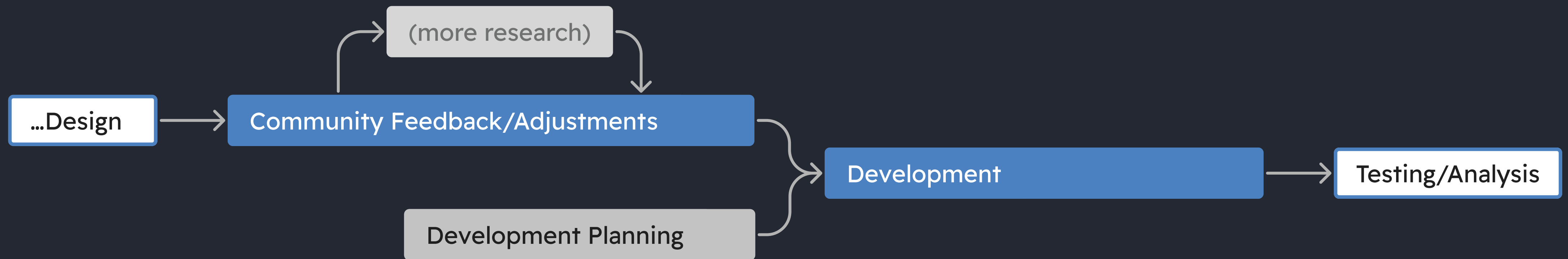
Player 1

Player 2

Player 1

4. Not Shipping

Project, Next Steps



Project Lead

Nik Jeleniauskas

Designers

Nik Jeleniauskas

Research Participants

The Team Liquid Community