



Website Analysis

# Website Analysis

## Assignment

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Analyze two websites/apps for this assignment. You will be using the same combination of **FEEL** and **NEED** as the prior assignment, but as it relates to UX and UI. Choose a site you visit frequently to start. As your second site, pick a competitor to your first choice (this will give insight into your personal preferences as a user) or a site that you don't like. Include 10 **FEEL/NEEDs** per site/app (can relate to UX or UI) and create a PDF documenting this research.

## Subjects

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For this assignment, I have chosen to analyze the websites Fangraphs.com and Baseball-Reference.com. These are easily the two most popular sites for baseball research, both with near endless databases of pure baseball knowledge. Despite this similarity, there are key differences in the audiences they're trying to reach. Baseball-reference is more based on the historical aspect of the game, while fangraphs focus more on modern analysis and stat viewing. By looking at their interfaces with this in mind, I made 10 separate **FEEL** and **NEED** statements for both



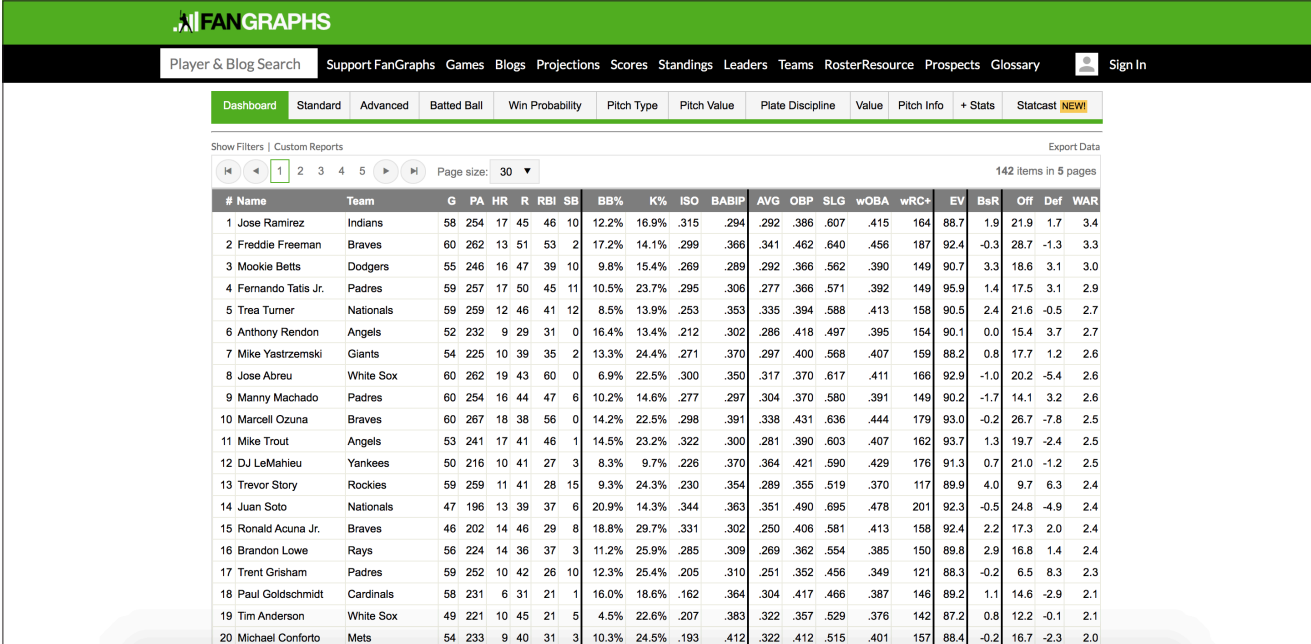
Analysis

# Fangraphs Analysis

## User Interface

Fangraphs User Interface makes me feel **CLEAR HEADED** and **SECURE** because my needs for **STABILITY** and **HARMONY**. Fangraphs is easily the most well-known site in terms of providing analytical information on the game of baseball that before it's creation, wasn't easily obtainable by the average fans. With that in mind, Fangraphs interface works due to its level of consistency.

Every page is designed with the full navigation bar on top. The bar itself is also easy to read, with each tab using different colors, fonts, and weights to more easily distinguish the information. Every graph on the site also has the same design, with a dark gray header to label each cell and very dark lines to separate each. This makes every graph easy to read at a glance, even if the numbers/terms used are more complicated, as they all are read exactly the same. The site also very easily allows each user to filter in and out both players and statlines, allowing for more ease of use as well as a sense of customizability for each user.



The screenshot shows the Fangraphs website interface. At the top is a green header with the 'FANGRAPHS' logo. Below it is a black navigation bar with various links like 'Player & Blog Search', 'Support FanGraphs', 'Games', 'Blogs', 'Projections', 'Scores', 'Standings', 'Leaders', 'Teams', 'RosterResource', 'Prospects', 'Glossary', and a 'Sign In' button. A secondary navigation bar contains tabs for 'Dashboard', 'Standard', 'Advanced', 'Batted Ball', 'Win Probability', 'Pitch Type', 'Pitch Value', 'Plate Discipline', 'Value', 'Pitch Info', '+ Stats', and 'Statcast NEW!'. The main content area shows a table of player statistics. The table has columns for player rank, name, team, and various statistical categories. The first few rows of data are visible.

#	Name	Team	G	PA	HR	R	RBI	SB	BB%	K%	ISO	BABIP	AVG	OBP	SLG	wOBA	wRC+	EV	BsR	Off	Def	WAR
1	Jose Ramirez	Indians	58	254	17	45	46	10	12.2%	16.9%	.315	.294	.292	.386	.607	.415	164	88.7	1.9	21.9	1.7	3.4
2	Freddie Freeman	Braves	60	262	13	51	53	2	17.2%	14.1%	.299	.366	.341	.462	.640	.456	187	92.4	-0.3	28.7	-1.3	3.3
3	Mookie Betts	Dodgers	55	246	16	47	39	10	9.8%	15.4%	.269	.289	.292	.366	.562	.390	149	90.7	3.3	18.6	3.1	3.0
4	Fernando Tatis Jr.	Padres	59	257	17	50	45	11	10.5%	23.7%	.295	.306	.277	.366	.571	.392	149	95.9	1.4	17.5	3.1	2.9
5	Trea Turner	Nationals	59	259	12	46	41	12	8.5%	13.9%	.253	.353	.335	.394	.588	.413	158	90.5	2.4	21.6	-0.5	2.7
6	Anthony Rendon	Angels	52	232	9	29	31	0	16.4%	13.4%	.212	.302	.286	.418	.497	.395	154	90.1	0.0	15.4	3.7	2.7
7	Mike Yastrzemski	Giants	54	225	10	39	35	2	13.3%	24.4%	.271	.370	.297	.400	.568	.407	159	88.2	0.8	17.7	1.2	2.6
8	Jose Abreu	White Sox	60	262	19	43	60	0	6.9%	22.5%	.300	.350	.317	.370	.617	.411	166	92.9	-1.0	20.2	-5.4	2.6
9	Manny Machado	Padres	60	254	16	44	47	6	10.2%	14.6%	.277	.297	.304	.370	.580	.391	149	90.2	-1.7	14.1	3.2	2.6
10	Marcell Ozuna	Braves	60	267	18	38	56	0	14.2%	22.5%	.298	.391	.338	.431	.636	.444	179	93.0	-0.2	26.7	-7.8	2.5
11	Mike Trout	Angels	53	241	17	41	46	1	14.5%	23.2%	.322	.300	.281	.390	.603	.407	162	93.7	1.3	19.7	-2.4	2.5
12	DJ LeMahieu	Yankees	50	216	10	41	27	3	8.3%	9.7%	.226	.370	.364	.421	.590	.429	176	91.3	0.7	21.0	-1.2	2.5
13	Trevor Story	Rockies	59	259	11	41	28	15	9.3%	24.3%	.230	.354	.289	.355	.519	.370	117	89.9	4.0	9.7	6.3	2.4
14	Juan Soto	Nationals	47	196	13	39	37	6	20.9%	14.3%	.344	.363	.351	.490	.695	.478	201	92.3	-0.5	24.8	-4.9	2.4
15	Ronald Acuna Jr.	Braves	46	202	14	46	29	8	18.8%	29.7%	.331	.302	.250	.406	.581	.413	158	92.4	2.2	17.3	2.0	2.4
16	Brandon Lowe	Rays	56	224	14	36	37	3	11.2%	25.9%	.285	.309	.269	.362	.554	.385	150	89.8	2.9	16.8	1.4	2.4
17	Trent Grisham	Padres	59	252	10	42	26	10	12.3%	25.4%	.205	.310	.251	.352	.456	.349	121	88.3	-0.2	6.5	8.3	2.3
18	Paul Goldschmidt	Cardinals	58	231	6	31	21	1	16.0%	18.6%	.162	.364	.304	.417	.466	.387	146	89.2	1.1	14.6	-2.9	2.1
19	Tim Anderson	White Sox	49	221	10	45	21	5	4.5%	22.6%	.207	.383	.322	.357	.529	.376	142	87.2	0.8	12.2	-0.1	2.1
20	Michael Conforto	Mets	54	233	9	40	31	3	10.3%	24.5%	.193	.412	.322	.412	.515	.401	157	88.4	-0.2	16.7	-2.3	2.0

A typical Fangraphs chart

## User Experience

Gleyber Torres

New York Yankees

Age: 24 | Bats/Throws: R/R | 6' 1" / 200 | 2B/SS

Birthdate: 12/13/1996 (24 y, 1 m, 26 d)

Contract: 1 yr, \$4M (2021) AAV: \$4.0M

Service Time: 2.162 Free Agent: 2025 Arb Eligible: 2022 MiLB Options: 2

Quick Look

2020 Games Played: 55: 40

Season	Team	G	PA	HR	AVG	OBP	SLG	wOBA	wRC+	WAR
2020	Yankees	42	160	3	.243	.356	.368	.326	106	0.2
Total	---	309	1248	65	.271	.340	.493	.351	121	5.8

Prospects Report

2018 Report

Team Rank: 1

Overall Rank: 12

ETA: 2018

Hit	Game Power	Raw Power	Speed	Field	Throws	FV
40 / 55	40 / 55	55 / 60	50 / 40	40 / 50	55 / 55	60

RotoWire News:

Torres and the Yankees reached a one-year, \$4 million deal Friday, avoiding arbitration, Jon Heyman of MLB Network reports. (1/15/2021)

Articles: 12/24/2020 [SG](#) Mining the News (12/24/20) by Jeff Zimmerman

12/1/2020 [SG](#) The Sleeper and the Bust Episode: 870 – Minor & Taylor t... by Paul Sporer

[Expand](#)

Fantasy Profile: 2019 2020 Hide

Season Stats

Splits

Game Log

Play Log

Graphs

Compare

Spray Charts

Heat Maps

Batting

Standard

Advanced

NEW! Statcast

Batted Ball

Win Probability

Pitch Type

Plate Discipline

Fielding

Value

A look at Gleyber Torres' player page and the tabs usually on them

Fangraphs user experience makes me feel **ENGROSSED, TRANQUIL**, and **PASSIONATE** because my need for **LEARNING, EASE** and **AUTONOMY** were met. The core part of Fangraphs website as a whole is all the different ways to observe and analyze the data involved in much of baseball. Every player who's ever played baseball has a page, with each page having the numbers for every professional game they played. On the individual player page, there's a clear separation and labeling of each section. For example, if you wanted to know how hard Gleyber Torres hits the ball, you can simply go to his player page and click the batted ball tab on top.

Another main strength of the site are the projections. There's a number of different projection systems, with all of them designed to look like the leaderboards for an average season. In spite of all the content, fangraphs navigation is often quite seamless due to the consistency in every page. Every graph looks the same, every heading looks the same, and the hierarchy is always consistent.



Analysis

# Baseball Reference Analysis

## User Interface

2019 MLB Season	Minor Leagues	Standings	Schedule	Fielding ▾	Batting ▾	Pitching ▾	Managers	Leaders & Awards ▾	Other ▾	Back to top ▲
<b>MLB Batting Leaders</b> <small>Expand all Leaderboards</small>										
<b>Wins Above Replacement--all</b>			<b>WAR Position Players</b>			<b>Offensive WAR</b>			<b>Defensive WAR</b>	
1. <a href="#">Bellinger</a> • LAD 9.1 <small>Show #2-10 ▾</small>			1. <a href="#">Bellinger</a> • LAD 9.1 <small>Show #2-10 ▾</small>			1. <a href="#">Trout</a> • LAA 8.3 <small>Show #2-10 ▾</small>			1. <a href="#">Chapman</a> • OAK 3.9 <small>Show #2-10 ▾</small>	
<b>Batting Average</b>			<b>On-Base%</b>			<b>Slugging %</b>			<b>On-Base Plus Slugging</b>	
1. <a href="#">Anderson</a> • CHW .335 <small>Show #2-10 ▾</small>			1. <a href="#">Trout</a> • LAA .438 <small>Show #2-10 ▾</small>			1. <a href="#">Yelich</a> • MIL .671 <small>Show #2-10 ▾</small>			1. <a href="#">Yelich</a> • MIL 1.100 <small>Show #2-10 ▾</small>	
<b>Games Played</b>			<b>At Bats</b>			<b>Plate Appearances</b>			<b>Runs Scored</b>	
1. <a href="#">Soler</a> • KCR 162 <a href="#">Merrifield</a> • KCR 162 <a href="#">Castro</a> • MIA 162 <a href="#">Villar</a> • BAL 162 <a href="#">Semien</a> • OAK 162 <small>Show #2-10 ▾</small>			1. <a href="#">Merrifield</a> • KCR 681 <small>Show #2-10 ▾</small>			1. <a href="#">Semien</a> • OAK 747 <small>Show #2-10 ▾</small>			1. <a href="#">Betts</a> • BOS 135 <small>Show #2-10 ▾</small>	
<b>Hits</b>			<b>Total Bases</b>			<b>Doubles</b>			<b>Triples</b>	
1. <a href="#">Merrifield</a> • KCR 206 <small>Show #2-10 ▾</small>			1. <a href="#">Devers</a> • BOS 359 <small>Show #2-10 ▾</small>			1. <a href="#">Castellanos</a> • 2TM 58 <small>Show #2-10 ▾</small>			1. <a href="#">Merrifield</a> • KCR 10 <a href="#">Dozier</a> • KCR 10 <a href="#">Escobar</a> • ARI 10 <a href="#">Mondesi</a> • KCR 10 <small>Show #2-8 ▾</small>	
<b>Home Runs</b>			<b>Runs Batted In</b>			<b>Bases on Balls</b>			<b>Strikeouts</b>	
1. <a href="#">Alonso</a> • NYM 53 <small>Show #2-7 ▾</small>			1. <a href="#">Rendon</a> • WSN 126 <small>Show #2-10 ▾</small>			1. <a href="#">Bregman</a> • HOU 119 <small>Show #2-10 ▾</small>			1. <a href="#">Suarez</a> • CIN 189 <small>Show #2-10 ▾</small>	

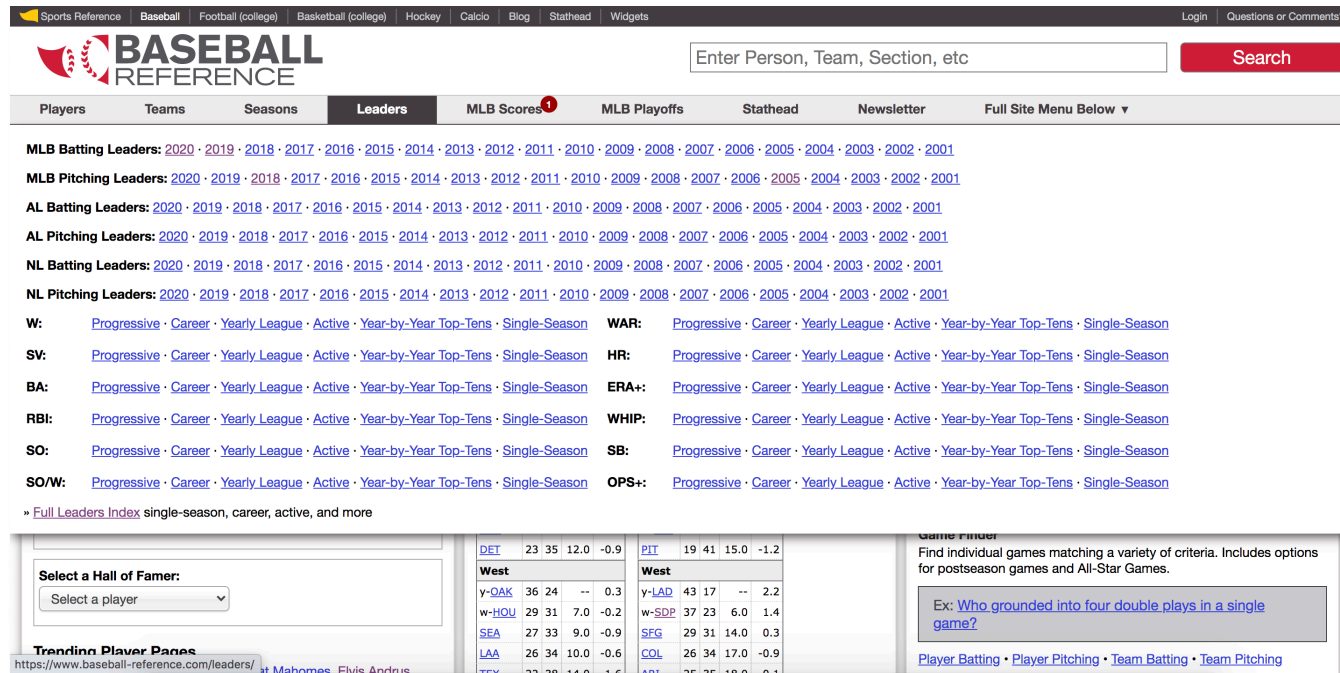
A look at their leaderboards, which look different from the rest of the site

a completely different style, looking almost nothing like the rest of the site. The headings and hierarchy are also inconsistent throughout the site. Some headings use the site color, some just use white, and the size varies. The hierarchy on the navigation menu is borderline painful to read, as it organizes the text left-to-right rather than top-to-bottom.

Baseball reference's user interface makes me feel **BEWILDERED** and **ALIENATED** because my need for **ORDER** and **CONSISTENCY** aren't being met. The biggest issue with baseball reference is the amalgamation of all these different graph styles and headings. The leaderboards use

# Baseball Reference Analysis: UX

## User Experience



*Their heirarchy goes left to right, which makes little sense and is difficult to read*

that says something such as “view more”. It also frustrates me how much meaningless info I have to surf through to get what I want. It seems like every page is a giant text dump of info.

Further analysis and usage make it so you can better understand what the site is trying to do and show you, but the issues with inconsistent hierarchy and poor labeling makes it difficult to properly decipher. The site also does present you with a sense of wistfulness, as there’s so many great features that I find useful, but is often bogged down by either unnecessary extras or a poor organization of content

Baseball reference’s user experience makes me feel **PUZZLED, IRKED** and **WISTFUL** because of my needs for **COOPERATION, JOY**, and **CLARITY** are not being met. Compared to fangraphs, baseball reference has a larger focus on the history of the game versus the modern analysis. Despite that, the site can oftentimes just not let you see information. If I wanted to know the top 15 home run hitters during the 2003 season, I can’t, as I’m only allowed to view the top ten for a reason with no easily seen button