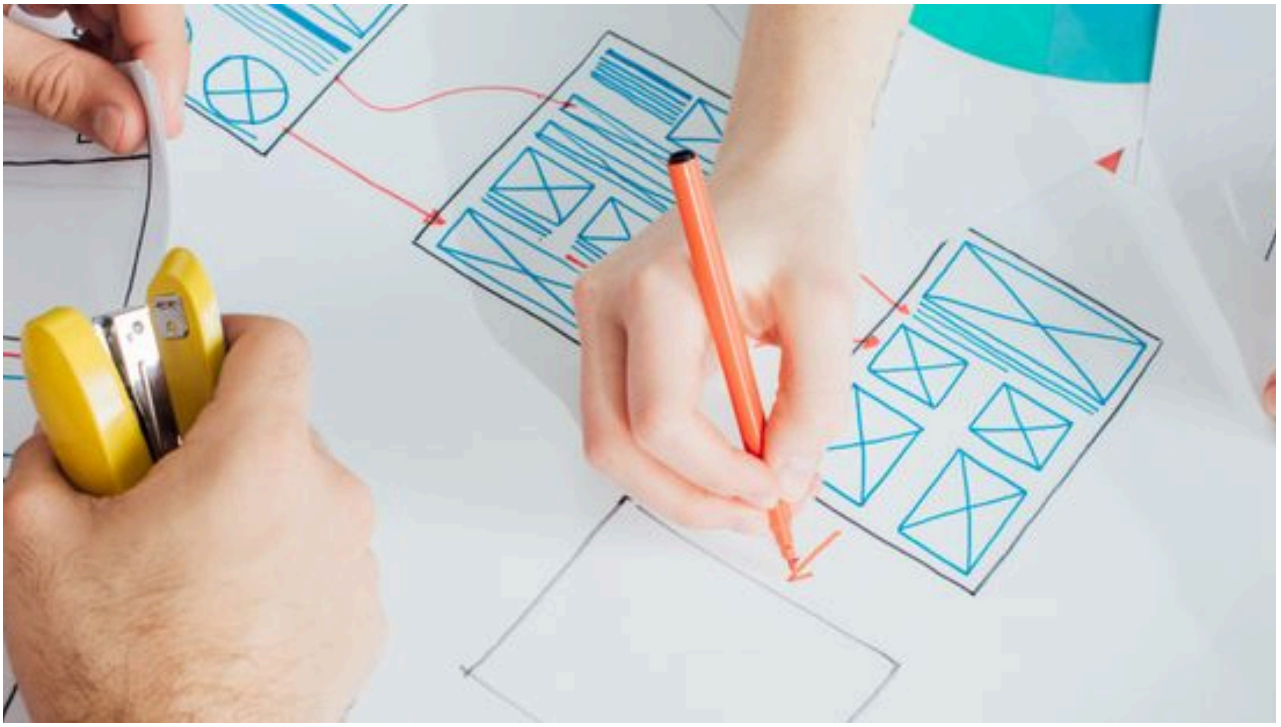
Case Study



User Experience Optimisation for RaceBest.com

/ RaceBest

RaceBest.com is a thriving online running entry platform that draws in a large and dedicated user base. It has become a go-to destination for athletes looking to participate in endurance events. With hassle-free race registration, secure payments, social sharing, it also has robust tools for event organisers. From managing multiple races in one centralised location to creating virtual events and race series, the platform provides organisers with the tools they need for successful event management and high volume entrants. It has flexible entry form design and collaboration capabilities to enable efficient coordination among organiser teams ensuring a smooth race execution process.

> " User research performed by NewRedo revealed valuable insights and enabled a significant uplift in usability, design and overall sales "
>
> Martin Browne - Co-Founder

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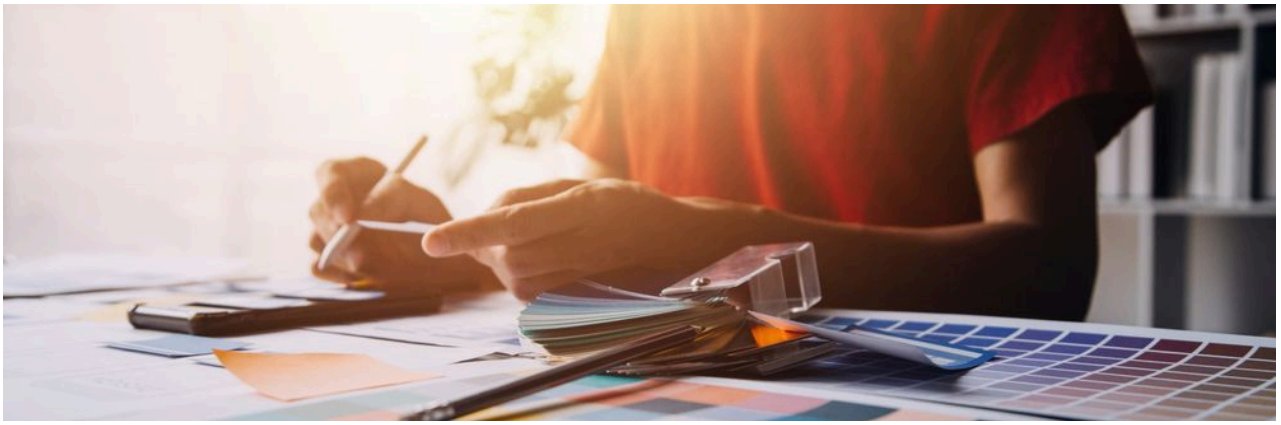

Project Introduction

RaceBest.com runs on AWS cloud infrastructure and Node.js to build a scalable and performant event entry website. The project embraced an agile approach, enabling flexibility and responsiveness to evolving requirements. The UX design process, driven by user and stakeholder engagement was the focus of the project. DevOps practices ensured efficient delivery and high software quality. The project's success showcased NewRedo's expertise in user research, UX design, and technical implementation, providing RaceBest.com with a user interface and workflow that enhanced the experience for both runners and event organisers in the sports and event management industry.

Project Challenge

The project encountered several technical challenges in addressing the needs of both runners and event organisers. Overcoming runners' reluctance to register or log in presented a hurdle that required a seamless and intuitive user experience. Designing a website that allowed easy and quick race discovery, provided clear race course information and available facilities, and maintained clean and unique URLs for repeating events posed additional challenges. The platform needed to be fast, mobile-friendly, and accessible to users with varying technological proficiency. Automating procedures such as refunds and sales tracking was critical to efficiently handle the high volume of customers and provide a smooth event management experience for organisers.

Project Solution

NewRedo's solution for RaceBest.com involved a comprehensive approach to user experience optimisation, encompassing user research, iterative UX design, and rigorous testing. User research techniques were employed to understand the preferences and behaviours of the target audience. The UX design process incorporated iterative feedback loops, ensuring that the website's design and functionality met the needs and expectations of runners and event organisers. The applications were built using Amazon AWS cloud infrastructure and Node.js programming language, enabling scalability and performance. The project followed an agile methodology, allowing for flexibility and responsiveness to evolving requirements. DevOps practices, including CI/CD, regular deployments, and automated testing, ensured efficient delivery

and high-quality software. User and stakeholder engagement played a crucial role in shaping the user experience optimisation, resulting in a platform that catered to the diverse needs of runners and provided effective event management capabilities for organisers.

Customer Value Proposition

The project delivered a successful solution for RaceBest.com, providing a user-friendly and efficient event entry website that met the needs of both runners and event organisers. The user experience optimisation eliminated registration and login barriers improved the user experience, encouraging more runners to participate in races. The streamlined race discovery process and clear presentation of race course and facility information enhanced the runners' ability to make informed decisions. The fast and mobile-friendly website accommodated users with varying technological proficiency and ensured a seamless experience across devices. Automation of procedures, including refunds and sales tracking, improved efficiency and reduced manual effort for event organisers. The comprehensive UX design and user research efforts resulted in a platform that met the high expectations of both runners and event organisers, enhancing their overall satisfaction and facilitating successful event participation and management.

Project Skills

User Research, UX Design, UX Testing, Accessibility, Agile Delivery Management, Angular.js, Business Analysis, Cyber Security, Express.js, Delivery Management, DevOps, Javascript, Node.js, Product Management, Test Management, Web Programming, Technical Leadership