

PAYWALL FC

Football for the fans

PERSONAL INTEREST

Like many others, I love the sport; it's been a big part of my life for as long as I can remember. With some of my fondest memories coming from watching the game around my friends. The laughs, the arguments, and the joy are irreplaceable.

As someone that was never able to have the channels because of the expense, I know that it is a problem, and with the rising costs it will only get worse.

(I'm pretty sure we streamed this game here lol)



THE REALITY

5MILL+

UK fans regularly pirate games

15%

of Premier league games blacked out, even with the premium cost

£820+

Is the minimum UK fans pay to follow their team in just the Premier league



THE PROBLEM

Football fans are being silenced by their own wallets, split across endless platforms, priced out of their passion and ignored by the leagues and broadcasters profiting from it.



INTERVIEWING

**“GREEDY
FXCKXNG
BXSTXRDS”**



Lewis Darley
23, Newmarket, England
Southampton Fan

FINDINGS

- Will watch football at the pub as a pint it is cheaper than streaming a game at home
- Hates the blackout, gets the idea behind it but does not see why premier league fans should be punished. Believes it actually hurts local businesses
- Misses games all the time because of not having the right subscriptions, leaving him with only the highlights to watch

The cost isn't just financial. Fans are being cut off from the culture of watching together.



THE BIG IDEA

I intend to solve this by building a hypothetical club to represent the millions of UK fans, highlighting the rising cost of watching the game, with a long-term plan to bring it back to the fans.

A/B TESTING

A



Arial Black

Arial

#101f12

#ffffff

#008749

B



Kanit

Mona Sans

#121212

#fed107

#dfefb7

I tested two different directions with A being an old logo and system and B being a new.

Direction B won. The high contrast yellow and black, Kanit typography, and updated badge felt more distinctive and modern.

I took direction B forward and introduced logo variations.

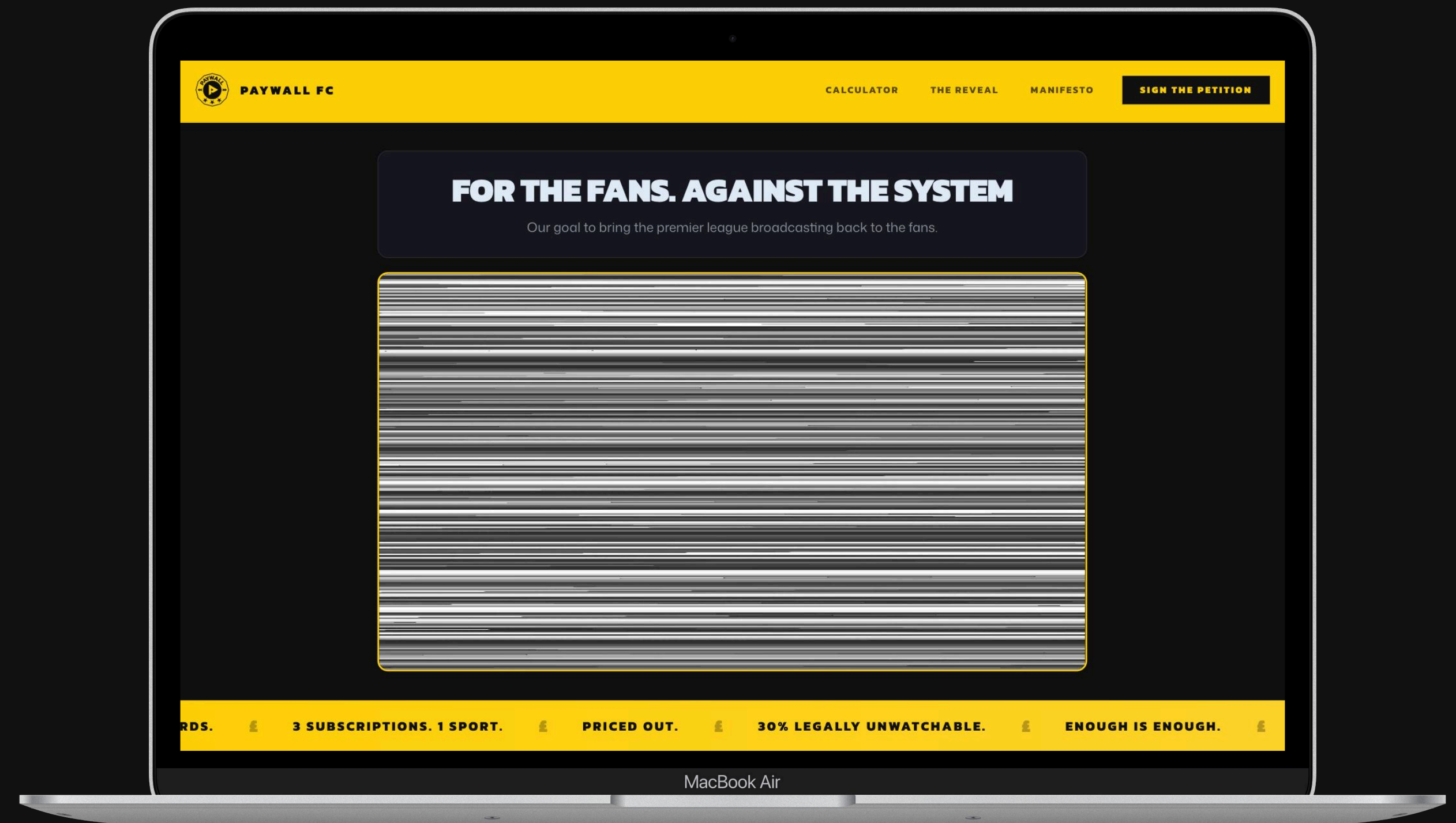


DESIGN DIRECTION

Most sports platforms write for sponsors, not fans. The language is safe, corporate, and nothing like how fans actually talk.

Paywall FC's tone was built from research, fans are tribal, direct, and unfiltered. The copy reflects that from hero to microcopy.

Designing for the culture, not around it.



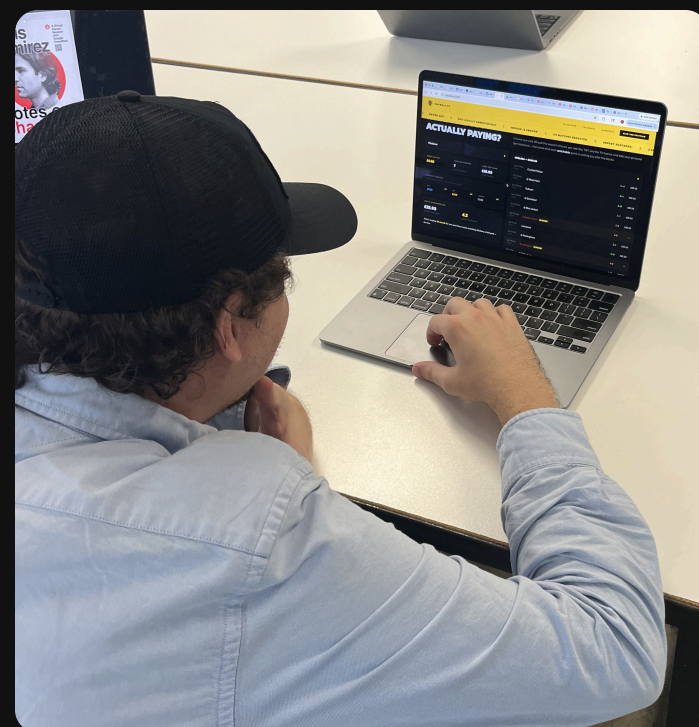
113 MATCHES REDACTED. £ GREEDY BASTARDS. £ 3 SUBSCRIPTIONS. 1 SPORT. £ PRICED OUT. £ 30% LEGALLY UNWATCHABLE. £ ENOUGH IS ENOUGH. £ 113 MATCHES

USABILITY TESTING

Once I built out the site in the final design direction I took it to used and critiqued by Dewey.

There was a big love of the copy, it was received and understood well.

But Dewey got stuck at the calculator, he liked the feature but didn't want to scroll through all of the fixtures.



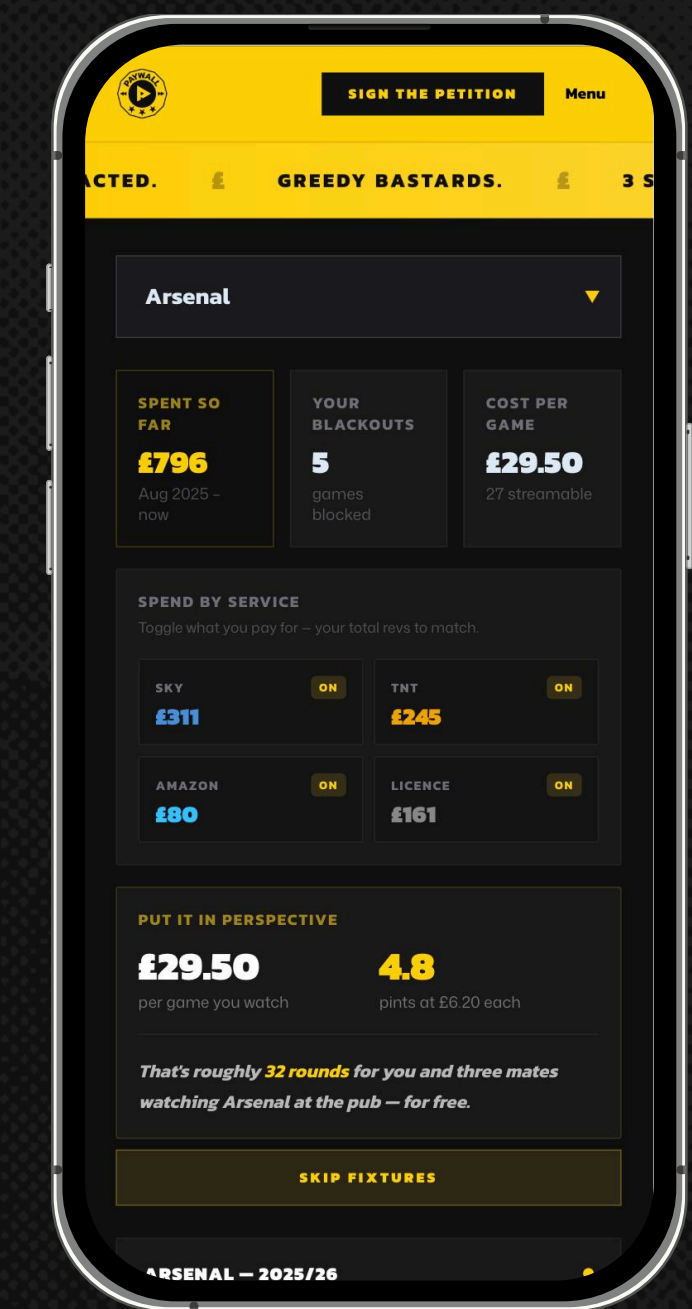
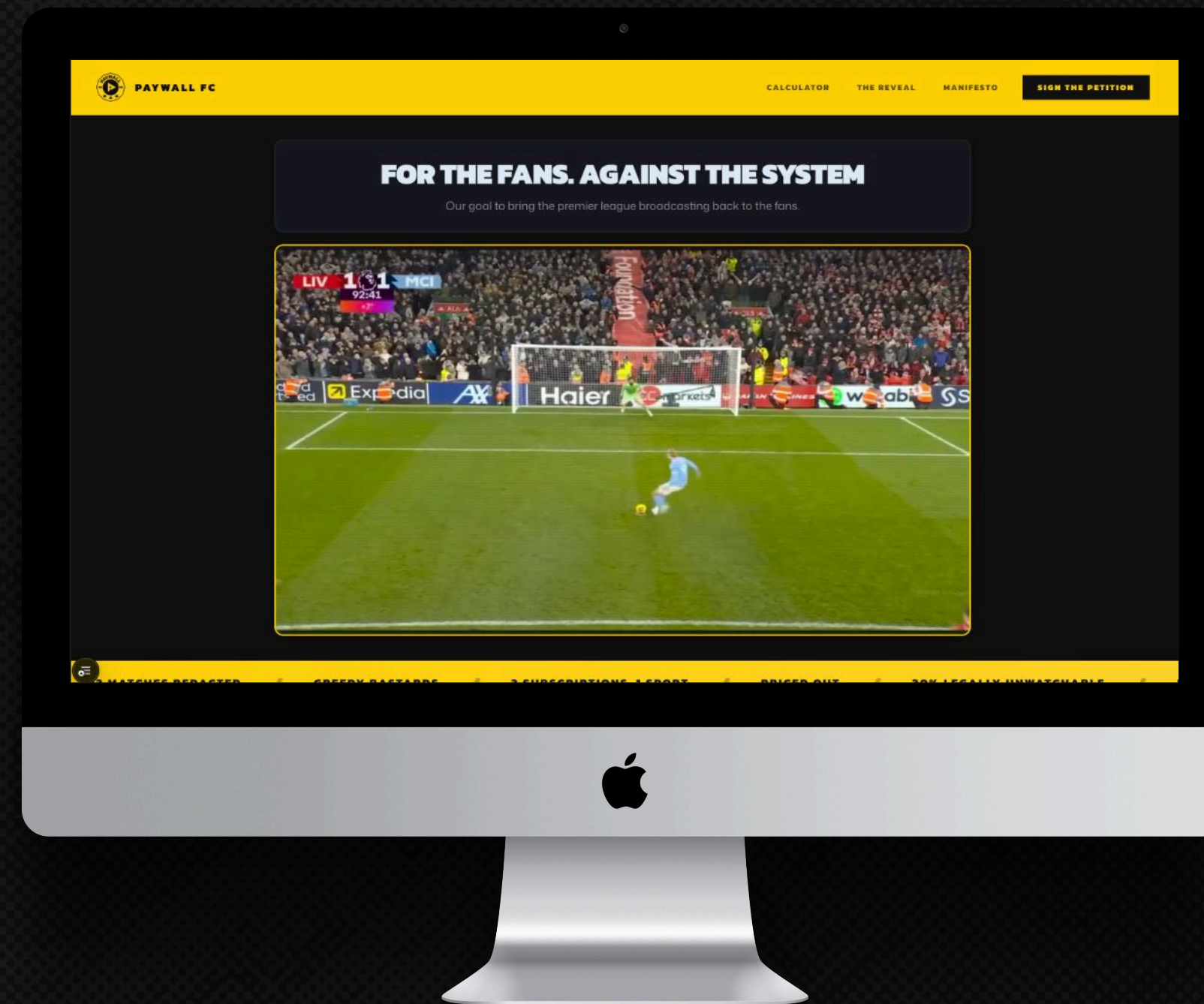
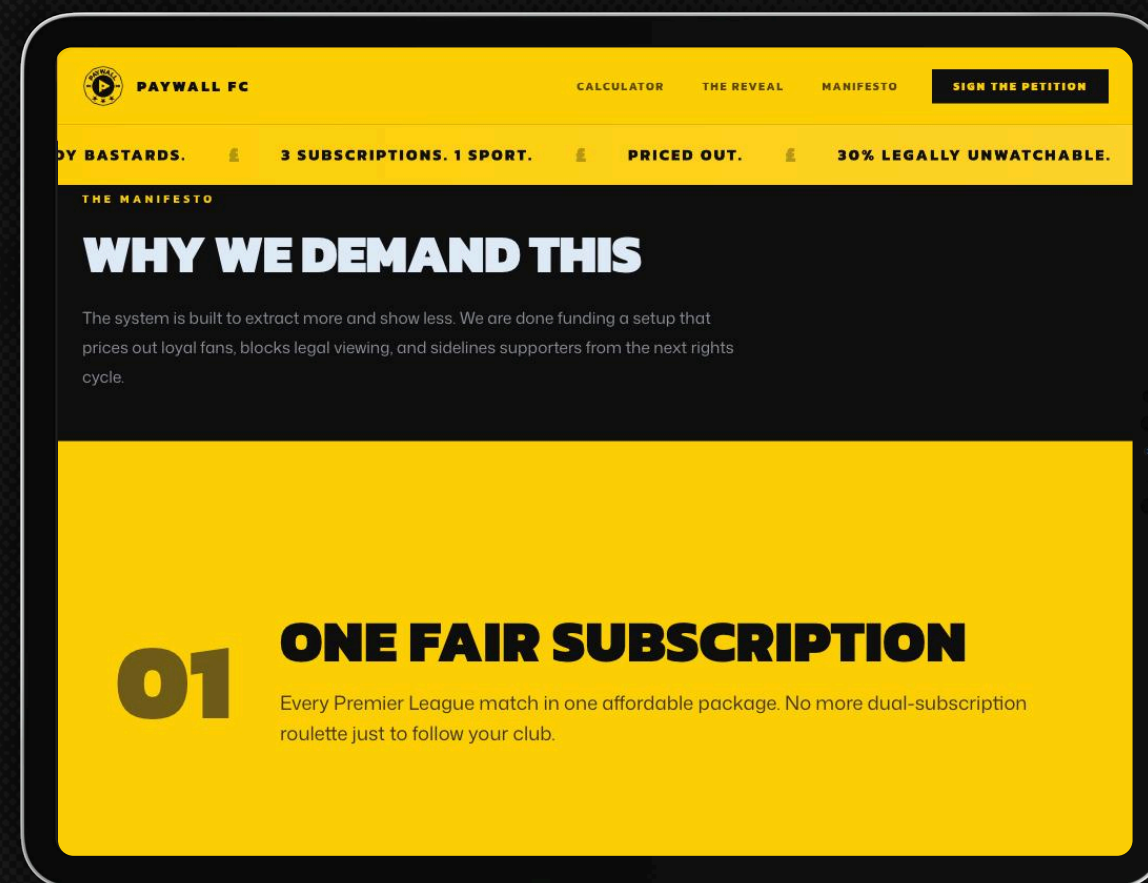
ARSENAL – 2025/26			
Sun 17 Aug 16:30	@ Man United	1-0	£29.50
Sat 23 Aug 17:30	Leeds United	5-0	£29.50
Sun 31 Aug 16:30	@ Liverpool	0-1	£29.50
Sat 13 Sept 12:30	Nottingham	3-0	£29.50
Sun 21 Sept 16:30	Man City	1-1	£29.50
Sun 28 Sept 16:30	@ Newcastle	2-1	£29.50
Sat 4 Oct 15:00	West Ham	2-0	—
Sat 18 Oct 17:30	@ Fulham	1-0	£29.50
Sun 26 Oct 14:00	Crystal Palace	1-0	£29.50
Sat 1 Nov 15:00	@ Burnley	2-0	—
Sat 8 Nov 17:30	@ Sunderland	2-2	£29.50

This resulted in a simple skip button being added in, taking you straight to the big reveal to improve the UX.

AVERAGE COST PER GAME	AVERAGE PINTS PER GAME	GAMES MISSED TO BLACKOUT
£36.89	6.0	9

THE SOLUTION

Paywall FC gives fans a place to unite, putting the rising costs front and centre, with a club to get behind, turning peoples frustration into a collective voice the Premier League can't ignore.



[VIEW SITE](#)

LESSONS

- The cost isn't just financial; fans are being cut off from the culture of watching together, and that's just the beginning of it
- Interviewing real fans revealed how normalised the frustration is. Fans have adapted rather than demanded change
- A hypothetical product still needs a realistic business model, a fan-owned or fan-funded structure needs more exploration

SOURCES

Link 1

Link 2

Link 3

NEXT STEPS

- Test the site with real fan groups and supporters to measure resonance and see if they would sign
- Develop the petition and collective action mechanic, what does "joining" actually mean for a fan?
- Explore partnership with existing fan advocacy organisations like the FSA
- Investigate the legal and rights landscape, what can actually be challenged, and by whom?

VIEW SITE

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