Client Survey

1. Introduction

Interviewee: Amy Schwartz (Team Captain)

Background

We interviewed the Captain of the UCSD Women's Club Soccer team on their current website design and functionality. The site is currently run by the UCSD Sports Recreation but the captain would like a more personal site that has more functionality and can be used by more people. In interviewing Amy we were able to get information on the purpose the site holds as well as who this site is for. She also expressed her ideas on design and feel of the website she would like expressed. While we got Amy's feedback on the current site about things she likes and things that need to be changed, we were able to discuss a lot of upgrades and additions that would help her use the site more effectively as well as display the team efficiently to the public.

2. Content

Questions

1. What is the purpose of the website? Purely informational for prospective and visitor students? Or should it also cater to current players?
    i. The main purpose is for communicating with other schools, parents, and prospective players. It needs to showcase events going on, directions, the rosters, articles, recap of games, and results. The team captain is a frequent user, since it includes forms (such as travel reimbursement) that she regularly needs. But, it's important that the

site is usable for current players as well to keep them updated with important deadlines, the schedule, reminders, etc.

2. For current players, how do you communicate announcements with them?
    i. Currently, the site is not used for communicating announcements with current players. There are occasional emails, sometimes text messages for little reminders (and for seeing if a player is going to a practice or not, car rides, who you're rooming with when at away games, etc). Facebook is used for the fun social stuff, more informal events and information.

3. Should the site include a marketing/advertising aspect where the team can use the site as an avenue to raise money? (e-commerce site to sell gear)? advertise fundraisers?
    i. There is a "Donate Now!" button that links to the nonprofit foundation account. Currently there is some money in the foundation account, but it is mostly from old letter writing campaign, so the "Donate Now!" button is not frequently used at all.
    ii. The site should advertise fundraisers (for instance, a gofundme page) to help raise money (especially since the team is travelling more than usual this year).
    iii. There's no Women's Club Soccer gear to sell to fans just yet, but they do have T-shirts for the tournament they host

4. Is it important for the site to connect alumni and current players together?
    i. Unofficially, the Facebook group is used to keep in contact with alumni.
    ii. Sports clubs keeps a record of all of the past players

5. Do you have access to game images, audio files, or video? Are entire games or segments recorded?
    i. All the images on the current site are the ones that sports clubs have taken of the team
    ii. The pictures that the girls on the team take are on Facebook
    iii. Some of the parents also take really nice pictures and videos we could incorporate into the site

6. Who is in charge of obtaining these media files? Would we need to take new pictures and video?
    i. Parents come to games, take good pictures → include a way for parents to submit pictures?

7. Would you be interested having your social media channels integrated into the site? (Live tweets or instagram photos be posted onto the site in real time)?
    i. Would be cool to link it to the Sports Club page
    ii. Would be interesting to include a twitter feed on the side

8. Where, when, and which schools do you travel to for games/tournaments?
    i. Travelled up to SLO for regionals
    ii. Next, have to go to Reno, NV
    iii. Usually the farthest they go is up to Stanford, Santa Barbara, and LA

9. When hosting a tournament, which schools attend? Does the UCSD team have any responsibility such as providing housing for the visiting players?
    i. A lot of people (parents, visiting teams, prospective players, etc.) do use the website, and the Captain refers them to the website (for directions, etc.)
    ii. Or, usually there's a coach/player on a visiting team that has been there for a while so they know about the website or they know where to go
    iii. Suggestion: Include pins (for the Sports Deck, the different fields) on a Google map
    iv. Usually around 10-12 teams attend our tournament, but the women's tournament is held concurrently with the men's tournament so it can get pretty busy

10. Are there player, or tournament awards you want recognized on the site?
    i. Suggestion: Highlight our tournament!
    ii. Post more updates there
    iii. Teams that have played us before email us asking when our tournament is, because our website doesn't show that information
    iv. So, the Captain has to send mass email to different teams/coaches to tell them about the tournament
    v. There is an official invitation with information, a request for money , invoice, message for sponsors, etc. → would be cool to post something like this online
    vi. Suggestion: Post a PDF of the tournament schedule online

11. Is there a coaching staff you want highlighted as a part of the team?
    i. Would be cool to include coaches corner → make updates, bio, etc.
12. What information would you like to be highlighted? Events, the team, schedule, contact information, etc.
    i. Highlight the UCSD tournament
        1. Provide general info of what to expect from the tournament, etc.
        2. One idea would be to implement something for preordering tournament shirts
    ii. Display the schedule of games/practices/deadlines
    iii. Show more pictures from on and off the field
    iv. The captain also mentioned that she would like to see more highlights from previous games
    v. Showcase the personality of the team more effectively

Summary and Analysis

The Captain would like the site to attract more traffic and be more functional. It is primarily an informative site so it needs to be professional but also express the fun and energetic aspect of the team. One main objective is to make the site more personal and show off the greater aspects of team. The captain would like a site that can be used to sell the team as a successful and fun program. To do so, we could incorporate more pictures on the site, such as action shots from the field and pictures from social events the team holds. Similarly, we could feature a "Player of the Month" (or "Player of the Week") and implement a Captains and a Coaches corner to keep site visitors up to date about the leadership of the team. We can also include a link to the league website (West Coast Soccer Association) in order to provide more information about the team and the other teams in the league. Furthermore, the Captain would like it to be a very useful site for those interested in joining the team or attending events. There are certain forms and input boxes that can be used to help make the Captain's job easier when compiling information from outside sources. There are updates to the current format that the captain would like that would get the team more involved in using the site. It needs to be the go to site for people to stay up to date on upcoming games, past standings, visiting team information, contact information for the captains, and overall information on the team itself.

3. Aesthetics

Questions

1. Do you want to keep the color scheme the same as UCSD's school colors (blue and gold)?
    i. Yes, the blue and gold is nice
2. Is there a current color scheme the team uses?
    i. For home games the uniform kit is blue, while away games the uniforms are white
3. Do you want more visual images to overpower the page or should it be text?
    i. Yes, the site should definitely include more pictures and focus on key points in the text (straight to the point text).
4. How interactive do you want the site?
    a. Interactive: multi-functional, sound in the background, forum, etc
    b. Semi-interactive: scrolling image feed, enlargement of photo when you hover over, etc
    c. Not interactive: static, flat design, etc
        i. It's important to keep it simple! Don't need a lot of interactivity, except for when displaying pictures and things like that.
5. What brand are you trying to embody? Modern? Minimalistic? Edgy?
    i. Modern, Clean, and Athletic
    ii. The sports clubs logo HAS to be there!
    iii. Make it professional, but also fun and friendly- let the team's personality show.

6. How would you characterize your team? A friendly environment with an open door policy where people can come and go to play? Or a committed team that makes soccer their number one priority?
    i. "We have a weird dysfunctional family-esque group"
    ii. Show both aspects of game/action shots, then fun stuff they do together, community service, etc.

Summary and Analysis

The Captain would like to keep the overall color scheme of UCSD's blue and gold, since the team is an official Sports Clubs team. Currently, the site is very useful and has updated information, but it is not particularly aesthetically interesting or pleasing, and it not the easiest site for a user to navigate around. One main objective is to add more prominent pictures, from both on and off the field, to showcase the personalities of the team and make it more inviting. Since parents and the team members themselves take a lot of good pictures and videos, it would be important to include these on the site. Overall, the captain wants to present a modern, clean, and athletic website brand, where the site is professional, yet showcases the fun and friendly side of the team.

4. Users

Questions

1. What type of people are you interested in targeting?
    i. Visiting teams, Visiting fans, current team members, prospective team members, the captains.
    ii. Suggestion: For prospective team members, have a tab of info for tryouts, and include online forms for tryouts general info (because waivers have to be signed in person) → have to match numbers of the application with the person in tryouts
        1. name, number, position, phone number
        2. spotlight this when tryouts are happening!
2. Which group of people would be the regular site visitors?- Who do you feel uses the site?
    i. At different points in the year the traffic for different people changes. In the fall a lot of potential players will be accessing the account as well as the captains. Then later in the year especially when it gets towards tournament time visiting schools and fans will be accessing the site more.
3. What is the most popular event/game for the team?
    i. The tournament they host in April, as well as the friendly they play up in Stanford.
4. Do fans come to the site for highlights/check-ins or do they check your facebook/twitter/instagram pages?
    i. Would be great to have a more media presence, currently there isn't much to link to though. Especially for stats and field locations- mobile access during tournament time, but currently isn't really being used.
5. Are there special events for parents and alumni to interact with the team?
    i. If we were to have any fundraisers this would be a great place to post and supply the information for that.
    ii. Right now alumni are just kept on record through the Recreation center, and there is nothing set up for alumni.

Summary and Analysis

In conducting the interview we found out that the Captain would really like to branch out to more user groups so the site can have some value and function to a larger population. Since one of her goals with the site is to direct more traffic to it and use it as a tool. The Captain would like to have the site as a tool for the team to interact and use. Currently the main users are the captain herself and visiting teams, with a small possibility that interested players also use the site (if they find it). Having the site be more appealing and

functional will help incorporate other users like fans and visiting teams to actually get value from the site. It is also important that we incorporate useful information for the current players themselves, such as an updated schedule with practice times and important deadlines, and information regarding coaches and athletic trainers. One of our main focuses can be to really make the site fun and useful for the team though, allowing them to add their personality and express what it is like to be apart of the team. Similarly, having functions like scheduling and forms posted on the site will make it a great central location for fans, the team, and the captain to know where to look for up to date information.

5. Current Website Evaluation

Questions

1. How is the current site being used? What value does it hold?
    i. Right now the Captain is the member on the team who is the most frequent user. She refers other people (such as visiting teams and parents) to the website for information about field locations, the schedule, etc.
        1. Field locations and the schedule are two essential elements to the site!
    ii. Prospective players can also use the site to find information about upcoming tryouts
2. Right now Team Overview, News & Results, Schedule, Roster, and Photos are the 5 options a user can navigate through. Is there additional information you want on the site?
    i. Roster, schedule, news & results are important to keep
    ii. Have the girls enter their game posts into a blog → right now it's disorganized, the girls send in their game posts via a lot of different mediums (handwritten, email, text, etc.)
3. What are your frustrations with the current site?
    i. It's not a necessarily easy site to navigate through
    ii. It also doesn't really showcase what the team dynamic is like, doesn't show their personalities
4. What do you think is successful with the site currently? What does it do well as of right now?
    i. It has the captain's contact info easily available and the directions to the fields (but needs some updating to the newer field)
    ii. The information for the roster, results, and upcoming events are up-to-date
5. Your current roster includes name, year, player number and position, and their hometown. Would you want a more detailed roster that would include a bio and photo?
    i. Yeah! If you could include photos, fun blurbs/bios that would be great, instead of just a list of names like it is right now.
6. How effective is the 'Donate Today' button? Is it a main avenue for incoming money?
    i. It's used, but not much.
    ii. The money in there right now is mostly rom a letter-writing campaign the team did a couple years ago
7. Does the 'Upcoming Events' panel get updated frequently?
    i. Yes, the information there is up-to-date.

Summary and Analysis

Currently the site is very underwhelming in terms of style. The captain states that it does do the basic job of at least having the main aspects of what is needed- contact information and field directions, but it could be updated to be more user friendly. Also there is lots of room for additions that would not only make the site more functional but help make the Captain's job easier in terms of collecting certain data and keeping things organized. There are certain aspects that can be highlighted and brought to the user's attention. There are definitely some features we can add to the site that will make it more functional and ways we can just update certain aspects so the user experience is more pleasant and modern feeling.

6. Website Comparisons

Website	Client's Opinion
UC Santa Barbara NCAA Team http://ucsbgauchos.com/sports/w-soccer/index	-Really liked the overall look(use of images) -Mentioned the clean look of the site -Has the professional feel as well. -Looks modern and inviting to use.
UC Santa Barbara Women's Club Soccer http://gauchosplay.com/sport-clubs/womens/soccer	-Like the visual aspect of the prominent pictures -They use cool videos on their page, we could include those on our page as well - Mentioned that we should showcase the personalities of the team!
Cal State Long Beach Women's Club Soccer http://www.csulb.edu/org/sports/wsoccer/	-The info to the fields is very outdated -The information is not kept up to date
Lehigh Sports website http://www.lehighsports.com/index.aspx?path=msoc&	-Liked the use of imagery in design (background) -How articles are linked with images in a slide box.

Summary and Analysis

The captain really has no set vision on what the site should look like, but did really enjoy the overall appeal of the UC Santa Barbara NCAA team's website. A key feature is that we display the information in a simple and easy to find manner. Our goal will be to incorporate more imagery and modern web structures to give the site a professional, reliable, and up to date feel while making sure we keep it clean and simple. What we realized is that the captain was picking up on and appreciating the website brands and personalities that were really being displayed in these examples, and showed that was very appealing to her. Overall, the captain wants the new website to be a website that people want to actually go to and use.