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Team Triple Threat

Introduction

We were able to summarize the user groups that are involved with the UCSD Women's Club Soccer team by conducting interviews with several different participants. From these interviews we were able to collect valuable data that helped us group the user types into user personas. Similarly, we were able to confirm certain necessary features as well as discover some new features that need to be implemented in our redesign of the website for the team. From the data we have collected we have created different personas as well as scenarios and use cases for the redesign of the website.

User Types

Prospective Player   Visitors and Fans   Current Team Member

In talking to the captain and her visions for the functionality of the site we were given a basic idea of who she wants the site for and certain uses it should have. Taking her advice, we were able to interview participants to get a better understanding of their sporting commitments, interests, and usage for college sports team's sites. We were able to break up our user groups into three main categories that cover all the users we interviewed while staying on track to what the captain wants for the team.

Basic Intro Interview Questions

We asked these questions to get a general idea of the person and see where they categorize. From this we can get an idea of how the general sports enthusiast uses sites and ways overall support is given.

1. What sports do you play?
2. What teams do you follow?
3. When you can't physically go to a game how do you show your support or keep up your fandom?
4. What types of info do you like to keep updated on in terms of the team?
5. What was the last college sporting event you attended?
6. When you plan to go to a non professional sporting game how do you typically get the information?
7. What information do you look up before going to an event- sporting game?

User Specific Questions

Prospective Player
1. **Have you heard about the UCSD Women's Club soccer team? If so, how?**

    The majority of the potential prospective players interviewed had not previously heard of the club soccer team. However, they did have preexisting knowledge of the women's NCAA soccer team. The user that had heard of the club team had researched it by looking at the sports club website when she first started at UCSD. Her rationale for doing so was that she knew UCSD was a big school, and therefore should have both NCAA and club teams. However, a significant number of people may not be aware that the club team exists. Taking this into account, we should incorporate some form of social media links when redesigning the website to help spread the word about the women's club soccer team.

2. **In general, what do you like about team sports?**

   The aspects of team bonding and the challenge of playing with a team appealed to the potential players interviewed. They mentioned that one important aspect of team sports was that they got to meet new people and make friends, because it makes the overall experience fun and worthwhile. Therefore, to attract potential players, we should try to include more pictures and fun bios of the current team members to illustrate the fun and social aspect of the club team.

3. **What interests you about the team?**

   We got varying responses to this question--one person said that she just really liked the sport of soccer in general, while others looked at the team photo and remarked on the size of the team and said that the players seemed serious about their sport. Overall, this is illustrative of how there can be several different interesting aspects of the team that appeal to potential players.

4. **What's important to you when joining a team?**

   All of the prospective players interviewed said that it was important to them that the other players on the team are supportive and easy to get along with. They mentioned that a good team dynamic or team chemistry is crucial because otherwise, it would not be fun to play on the team. Additionally, they said that good leadership (by captains and coaches) is also really important, because they help hold the team together and get everyone to know each other and work well together. To accommodate this, we plan to implement a captains and coaches corner for potential players to get information from.

5. **What kind of information do you need to know when thinking about joining a soccer team?**

   The interviewees said that one major piece of information they need to know is the amount of time commitment required when joining the club team. They also mentioned that the cost of joining is another important factor, as well as a good overall personality of the team. One person mentioned that knowing if she would get priority registration for classes by joining the club team would also be important to know. Therefore, to help address this we plan to highlight the schedule/calendar feature of practice times and games on the website so prospective players get a better idea of the time commitment involved with joining the team.

6. **What would help persuade you to go to tryouts?**

   A couple of the people interviewed said that knowing other people that were also going to tryouts would help persuade them to go to tryouts. Another factor that would help motivate prospective players was if they had talked to the captain or knew what the players on the team were like.

One interesting comment a user made was that she would want to know how many people the team had lost that year to try to gauge how many spots were available on the team. Thus, something we could showcase on the redesigned site would be a more informative roster and a captain's corner.

7. **What makes the club soccer team different than the NCAA team?**

   To the prospective players, the club soccer team seemed less rigorous, less intense, and less of a time commitment than the NCAA team. The club team to them seemed more laid back than the NCAA team, but still a lot more competitive when compared to intramural sports.

8. **Why would you rather join the club team over the NCAA team?**

   To one of the interviewees, the NCAA team seemed more about winning and results, while the club team seemed more about having fun. The other potential players expressed similar sentiments, and said they would rather join the club team because it was less of a time commitment. The amount of traveling and the schedule of games and practices compared to the NCAA team also seemed to be an important factor in why they would rather join the club team. For our redesign, this makes the general information and expectations, as well as the calendar of scheduled games and practice times, even more important features.

9. **What was your first impression of the the team when looking through the site?**

   After looking at the website, the users said the team appeared to be put together and well organized. They were impressed by the captain's message. One user mentioned that because the layout and a lot of the general information of the sports club pages are the same, she usually looks at the pictures to get impressions of the team. Therefore, we should make more of an effort to include a variety and multitude of pictures of the team.

10. **What do you like about the site?**

    A majority of the users said that they liked how tryout information and other important information was all on the front page. One user said she liked the schedule (even though it seemed like same as the news and results) because it was updated pretty frequently.

11. **What do you dislike about the site?**

    For one of the users, the conflicting navigation bars at the top of the page confused her, because clicking on some of the links would navigate her away from the club soccer team page. Something that we need to change with the website is outdated information and photos, as the users disliked that as well. They also disliked the whitespace at the sides of the

page, and for one user it was the very first thing she noticed about the page. To change this, we plan to use a more interesting background image that helps create a personal brand for the team. One user had a suggestion for including a history of the team, because that was missing from the site.

<u>Visitor/Fan</u>

1. **Do you check the website for a sports team you follow, or do you rely on social media for more information?**

    The majority of the users agreed that it depends on the professional level of the team. If the sports team is in a nationally known league, then user feels comfortable getting most of their information from a social media platform, specifically Twitter. If the team is a collegiate sports team then they navigate over to the team website.

2. **When visiting a game in the past, have you been able to find all the information you were looking for on the website?**

    This question had mixed responses over the users. While I had one user that was content with a team website information architecture, another user said that some teams don't well keep their site, so information is scarce. They all agreed though, that the most frustrating point is navigating through the team's site.

3. **Are there other apps or websites that you check after visiting the club website for other forms of game of information, such as weather or driving instructions?**

    In an age of digital smartphones, my users didn't think it was a problem or frustration issue to use external apps for information they couldn't find on the site.

4. **What's the most frequent task you accomplish when visiting a sports site?**

    Two most frequent tasks were to check out the schedule of the team events, for games and tournaments. As well to check team highlights, player or game. All users also frequently checked the results of a specific game they may have missed.

5. **Have you ever donated money to a sports team? If so, did you go through their respective website to donate?**

    My users have only donated money if they felt a special bond to the sports team. They find the website a valuable and accessible place to donate money.

<u>Current Team Member</u>

1. **Have you ever used the current website?**

   Most of the current players interviewed have used the current website for basic reasons, not for continuous use. It tends to be a very infrequent occurrence. One user mentioned that as the current site is now, it seems like it is mostly for "outsiders" like visitors and prospective players who are not currently on the team.

2. **Why did you use? Recall the last time you accessed it.**

   A lot of reasons why current team members accessed the site had to do with the scheduling or the blog. Therefore, we need to feature the schedule, because it is an important and convenient across multiple user groups. Similarly, we plan to introduce a better way of featuring the blog posts of game recaps, because all of the players have to write them and it is an important resource for users who want to learn more about the team and their results.

3. **What other sources do you use for team related information?**

   The team seems to rely heavily on the team Facebook page and the information sent out by captains via text or email. Therefore, since one goal is to have the redesigned site be a centralized source of information across all user groups, we need to incorporate more of the needs of current players so the captain doesn't have to constantly send information via text or email.

4. **What source do you check the most/what information are you looking for?**

   They all expect to see updates to the Facebook page. In addition, they seem to get a lot of their information and updates from other players during practice and from word of mouth in general.

From these answers we determine that currently the site has very little value to the team and a lot of functionality can be added or incorporated into it to make it more appealing for the team. A lot of it would be information that the captains can post and keep up to date.

Personas

Jessica Smith, 20, is a Junior at UCSD and has been playing on the club soccer team for the past 3 years. She is from Santa Cruz California and is majoring in Biology. She has been playing soccer her whole life and is very passionate about it. Her family, back at home are all soccer fans as well. She loves to travel when she has the chance, part of the reason she likes playing soccer is being able to travel to other schools. Sports in general are a big part of her life and she loves to go to sporting events with friends to cheer on her other friends. She has taken up surfing lessons recently with a few of her teammates and is even planning a spring break trip to surf up in Huntington Beach.

Current Team Member

Her user scenarios are **Season is about to start** and **Information for upcoming tournament**

Goals	Needs
Find scheduling information of all events	-A calendar displaying events -An upcoming events section -Locations
Keep up to date on social media regarding the team	-Short highlights -Links to sites -Ways to post
Needs to post re-cap (blog)	-View blog -A way to post to site

Scenario: **Season is about to start**

Jessica knows soccer tryouts are coming up again and wants to get ahead of the process so she is prepared for tryouts and the upcoming season. She's been on the club team for the past 3 years, but still needs to tryout again each year. So, she needs to fill out the relevant forms and check the schedule of practice times, practice locations, and games.

Use Case	Current Team Member	Prospective Player
Needs to see the practice times and locations	X	X
Needs to see game schedule	X	X
Check dues	X	X
Check any deadlines	X	
Find forms for Tryouts	X	X
Needs to find gear information	X	
Needs to read Coaches notes	X	

Scenario: **Information for upcoming tournament**

The big Stanford tournament is in a few weeks and Jessica wants to be prepared for it by getting all the information on it and making sure she is ready to play.

Use Case	Current Team Member
Needs to check the schedule for the tournament weekend	X
Needs access to travel forms	X
Wants to know ATR information	X

Needs to find hotel and carpool information	X
Needs to read hosting tournament packets and information	X
Wants to see any social media updates	X

Prospective Player

Kiera Johnson, 18, is a 1st year UCSD student studying Psychology from Monterey, CA. She's played soccer before on her high school Varsity team, and wants to find a way to continue playing soccer at UCSD. She enjoys playing soccer and wants to play to help her stay in shape and live an active lifestyle. However, school is a big priority for Kiera, so she wants to focus on her classes and not play soccer too seriously. Therefore, she wants to have fun and not be focused on playing with a super competitive team. Thus, before joining a team she needs to know what's expected of her and the time commitment required. She also wants to meet and befriend new people, so it's important to her that she can figure out the team dynamic and the personalities of the girls on any team that she's considering joining.

Her scenarios are **Player's information**, **Team logistics**, and **Season is about to start**.

Goals	Needs
Needs to know the cost and expectations of joining the team	- A schedule of games and practice times - Background information about tournaments and travel obligations - List of fees and their due dates - Contact information for coaches

Wants to find tryout information	- Specific section dedicated to general tryout information - Schedule for tryout times and locations - PDF of tryout forms to fill out - Contact information for team captains
Wants to learn more about the personalities of the current team members and the team dynamic	- Roster of current team members - Pictures of the players, both on and off the field - A way to read the blog posts of game recaps from the players

Scenario: **Player's information**

The season is about to start and Kiera is interested in trying out for the team. Before she commits to anything though, she wants to learn more about what being on the team would actually be like. It's important to her that any team she joins has a fun and friendly team dynamic so she can enjoy her time playing soccer. Kiera is interested in learning more about the personalities of the girls on the team.

Use Case	Prospective Player
Look at the roster to see how many girls are currently playing, and in what position	X
Look at pictures of the team in action	X
Look at pictures of team members from more social events (team dinners, fundraisers, etc.)	X
Contact information for team captains	X
Find information about expectations for players	X
Read the players' blog posts for recaps of recent games	X

Scenario: **Team logistics**

Kiera is interested in trying out for the team, but needs to know basic information about the team. School is a major priority for her so she needs to know the time commitment involved with joining the club team. Similarly, she also needs to know the logistics about the cost of joining the team and the travel obligations that come with traveling to and from league tournaments.

Use Case	Prospective Player
Look at schedule for practice times	X
Look at dates of scheduled games	X
Look for information about dates and locations tournaments	X
Look up information about travel obligations and forms	X
Find contact information for coaches	X
Look up the cost of joining the team (dues)	X
Find tryout information (time, location, forms to fill out, etc).	X

Visitors and Fans

Adam is currently working full-time as an information architect in Seattle. He considers himself the number one fan of the UCSD Women's Club Soccer Team, though he might be biased since his younger sister, Jenny, plays on the team. Living in a different state, doesn't deter him about attending as many of the games as possible. Adam's parents are also big fans of Jenny's team; they love joining Adam to go support Jenny and the other players at the events. Before getting on a flight though, Adam must check the weather, schedule, and any team updates that have been posted. Typically, Adam picks up his parents on the way to the games, but this time his parents have decided to drive a few hours before him to go surprise Jenny. They need to check the site for driving instructions, field information, and weather as well.

Their scenarios are **Planning location logistics**, **Information for Upcoming Tournament**, and **Team Highlights and Updates**

Goals	Needs
To know the schedule of events	- A schedule of games and upcoming events that parents and fans can attend - The location and relative map/driving directions to these events - Time of the event

	- Weather and conditions they should expect -Specific field information
Stay up to date with the team	- List of highlights of past games - Roster of the current and past players - Photos and videos of past games - Showcase any upcoming tournament
Help and support the team	- Link to a place where they can donate money - Find any fundraising events - Traveling information, where their next game is going to be located

Scenario: **Planning location logistics**

Adam has always planned their visits to see the soccer team, but this time Adam's parents need to use the website to plan their trip since they are going before Adam. The parents want to know the weather information, so they can wear comfortable clothing as well know how the driving conditions are going to be before the leave. They also need to know the location of the game, including the field location. Of course, time is another important factor that they need to consider.

Use Case	Visitors and Fans
Look at schedule for upcoming games	X
Look at driving directions to these games	X
Look at game day weather	X
Find information about the specific field	X
Look at the time the event is being held	X
Find any tournament information	X

Scenario: **Team Highlights and Updates**

Adam wants to show his support for his sister's soccer team by staying up to date with all team information. After a game, Adam wants to check the game outcome, and any special game or player highlights. Although text conveys the same information as visual aids, Adam prefers to see the updates through video and pictures. He also wants to stay up to date with any other team events, so he wants the website to showcase any fundraisers or money raising events.

Use Case	Visitors and Fans
Look outcome of past games	X
Look at player recognition and awards	X
Look at game highlights	X
Find information about upcoming event	X
Look at current and past players information through a detailed roster	X
Find any money raising events so the fans and families can support the team	X

Final List of Scenarios

1. **Season is about to start** - with concerns for tryout information, dues, deadlines, gear information, coaches notes, etc.
2. **Information for upcoming tournament** - regarding tournament schedule, travel forms, hotel and carpooling information, etc.
3. **Players' information** - to find out more about the personalities of the players and the overall team dynamic. Involves team pictures, pictures from social events, expectations for players, etc.
4. **Team logistics** - to learn more about basic information of the team. Involves game and practice schedule, coaches information, tryout information, etc.
5. **Planning location logistics** - to find information to go to games, such as field locations, driving directions, game schedule, etc.
6. **Team highlights and updates** - to stay updated with and support the team, involving game highlights, player recognition, fundraising events, etc.

Use Case Summary Table

Use Case	Current Team Member	Prospective Player	Visitors and Fans
Needs to see the practice times and locations	X	X	
Needs to see game schedule	X	X	X
Check dues	X		
Needs to find gear information	X		
Needs to read Coaches notes	X	X	
Needs to check the schedule for the tournament weekend	X		
Needs access to travel forms	X		
Wants to know ATR information	X		
Needs to find hotel and carpool information	X		
Wants to see any social media updates	X		X
Look at pictures of the team in action		X	X
Look at pictures of team members from more social events (team dinners, fundraisers, etc.)		X	X
Contact information for team captains	X	X	
Find information about expectations for players		X	
Read the players' blog posts for recaps of recent games		X	

Needs to read information about dates and locations of tournaments	X	X	
Find contact information for coaches	X	X	
Look up the cost of joining the team (dues)	X	X	
Find tryout information (time, location, forms to fill out, etc).	X	X	
Look at driving directions to games			X
Look at game day weather			X
Find information about the specific field	X		X
Look at the time the event is being held			X
Look outcome of past games		X	X
Look at player recognition and awards		X	X
Look at game highlights		X	X
Find information about upcoming event	X		X
Look at current and past players information through a detailed roster		X	X
Find any money raising events so the fans and families can support the team			X

Redesign Functions and Features Table

Functions and Features	Client	Persona
Schedule	X	Current Team member, Prospective player, Visitor/Fan
Social Media links	X	Current Team member, Visitor/Fan
Comments		Visitor/Fan
Team blog posts	X	Current Team member, Prospective player
Team pictures	X	Current Team member, Prospective player, Visitor/Fan
Videos		Current Team member, Prospective player, Visitor/Fan
Map of field locations	X	Prospective player, Visitor/Fan
Roster	X	Current Team member, Prospective player
PDF Travel forms		Current Team member
PDF Tryout forms		Current Team member, Prospective player
Donations	X	Visitor/Fan
Link to league website	X	Current Team member
PDF of Tournament schedule	X	Current Team member, Visitor/Fan
Tournament information	X	Current Team member, Prospective player, Visitor/Fan
Mail Schedule-send out schedule from site		Current Team member
Contact the captains-email link	X	Prospective player
Contact the coaches-email link	X	Prospective player
List of dues with deadlines		Current Team member, Prospective player
Captains corner		Prospective player
Coaches corner		Prospective player