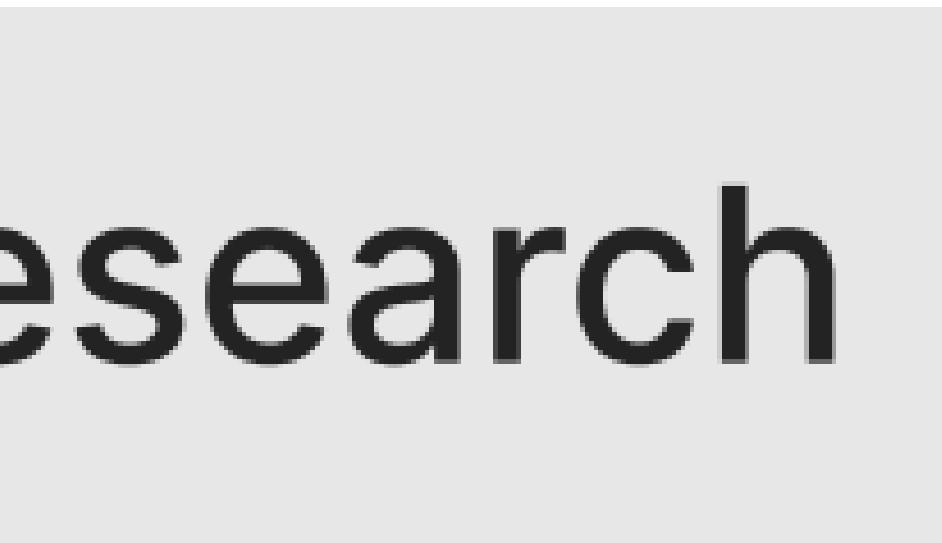




**User Research**



**User Research**

# CHADA.

## Kickstart Effortless Youth League Coordination

The image features a composite scene. On the left, a group of young children are playing soccer on a grassy field, with one child in a green shirt and black shorts taking a shot at the goal. On the right, a laptop screen displays the CHADA app's dashboard for the "Clayton Kids Soccer" team. The dashboard includes a calendar showing matches on April 2nd, a messages section with recent notifications from team admins, and an announcements section with a reminder about game day items. The app's sidebar offers links to the dashboard, calendar, games, messages, announcements, teams, and settings.

Chris Mathews  
Clayton Youth League

Clayton Kids Soccer / Dashboard

Calendar

Apr, 2024

Fri 31 Sat 01 Sun 02 Mon 03 Tue 04

First Match  
11:00AM - 01:00PM

Break Time

Second Match  
01:30PM - 03:00PM

vs. [Team Logo]

Announcements

Things to bring for game on Sunday

Please remind your kids to bring the following items to our game vs. SLYSA this weekend: 1. Soccer Shoes...

Sent by: You  
Sent to: Parents

J K V U J ... 12 responded

J K V 3 awaiting

Don't forget your things for game on Sun...

Hey Team! Please remember to bring the following items to our game vs. SLYSA this weekend: 1. Soccer Shoes...

Sent by: You  
Sent to: Players

Teams

Clayton Kids Soccer chada.teams.claytonkids

St.Louis High School chada.teams.stlhighschool

St.Louis Soccer Club chada.teams.stlsoccerclub

*Imagine being a soccer player and you're about to play the last game of the season that'll determine whether your team makes it to States or not just for everything to come crumbling because someone screwed up.*

***The game time was wrong. The location was wrong. The volunteer work distribution was wrong.***



# *Why would something like this happen?*

- Trouble grabbing people's attention
- Repetitive and unnecessary communication
- Large number of different tools that are currently used for different parts of management

	Need	Search / Find & Download	Arrive	Explore	Stay	Review / Return
Happy						
Neutral						
Unhappy						
Experience	<ul style="list-style-type: none"><li>Needs an app to organize</li></ul>	<ul style="list-style-type: none"><li>Finds out about 21c Museum Hotels in St. Louis</li><li>Compare the experience and price with other hotels</li><li>Books 21c Museum Hotel</li></ul>	<ul style="list-style-type: none"><li>The orb catches their minds</li><li>Check-in at the front desk</li><li>Other installations like penguins are seen</li></ul>	<ul style="list-style-type: none"><li>Goes up the staircase with decorative wall to go to the museum</li><li>Interacts with immersive staircase<ul style="list-style-type: none"><li>Gets informed about the museum</li><li>Views the map of the hotel</li></ul></li><li>Goes down to see the amenities</li></ul>	<ul style="list-style-type: none"><li>The informations provided from the staircase screen was especially useful to know about important notices about the amenities while going downstairs</li><li>Appreciates the building history and the values held by 21C</li><li>Appreciates that they've got to know about 21st CE modern artists</li></ul>	<ul style="list-style-type: none"><li>Overall very pleasant and satisfying stay</li><li>Excited to search more about the artists of the artworks displayed at the museum</li></ul>
Expectations / Wants	<ul style="list-style-type: none"><li>Wants a place to stay that will give a new experience</li></ul>	<ul style="list-style-type: none"><li>Books 21c Museum Hotel</li></ul>	<ul style="list-style-type: none"><li>Excited to see the museum at the hotel</li><li>Excited to stay at the hotel</li></ul>	<ul style="list-style-type: none"><li>Excited to find out how their staying experience would be like</li></ul>	<ul style="list-style-type: none"><li>Wants to know more in depth about what is offered at the hotel</li><li>Want to know the meaning behind certain interior decisions</li></ul>	<ul style="list-style-type: none"><li>Want to see what the next season of the gallery would be like</li><li>Want to see the new updates and offers for next visit</li></ul>
Pain Points	<ul style="list-style-type: none"><li>Something suitable for the downtown area, families with kids, a location to meet friends</li></ul>	<ul style="list-style-type: none"><li>A bit higher budget to book than other hotels</li></ul>	<ul style="list-style-type: none"><li>Doesn't know why the orb is there or why there are penguins, confusing but intrigued</li></ul>	<ul style="list-style-type: none"><li>N/A</li></ul>	<ul style="list-style-type: none"><li>N/A</li></ul>	<ul style="list-style-type: none"><li>N/A</li></ul>

# User Research - Admin

	Pre-season Planning	Season Kick-off	Ongoing Season	Game Days	Volunteer Coordination	Off-Season Interaction
very happy						
happy						
neutral		😐		😐		
unhappy	🙁		🙁		🙁	😊
very unhappy						
Experience	Extensive time spent planning schedules, coordinating with multiple schools, and ensuring resources are allocated.	Initial excitement but stressed with ensuring all teams and officials are informed and prepared.	Constantly updating schedules and participant information, dealing with frequent changes.	Actively involved in on-site management, ensuring games run smoothly.	Relies heavily on volunteers for various tasks, which requires careful management.	Engagement drops but remains necessary for planning and maintaining relationships for next season.
Pain Point	Complexity in handling diverse needs for scheduling and resource allocation, with late nights spent manually planning.	Difficulty ensuring everyone has the correct and updated information about schedules and locations.	High frequency of changes in attendance and team compositions that need to be tracked meticulously.	Challenges in managing real-time information flow during games, like schedule changes or venue updates.	Difficulties in coordinating schedules, availability, and roles of volunteers, leading to potential miscommunications.	Keeping engagement and communication active in the off-season to ensure readiness for upcoming seasons.
Expectations / Wants	A streamlined scheduling tool with the ability to visualize and manage complex requests and availability.	Efficient real-time communication tools that ensure all stakeholders are on the same page from the start.	Dynamic management tools that allow for easy updates and alerts about changes to all relevant parties.	Mobile-accessible, real-time updates and communication channels to handle on-the-spot changes efficiently.	A dedicated platform for volunteer management, including scheduling, notifications, and role assignments.	Tools for maintaining year-round communication with schools, coaches, and families to foster community and readiness.

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Data + Entities

Admin

Coach

Player

Challenge

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What We Learned

# User Research - Coach

	Pre-season Planning	Season Kick-off	Ongoing Season	Game Days	Volunteer...	Off-Season Interaction
very happy						
happy						
neutral						
unhappy						
very unhappy						
Experience	Coaches work on scheduling, planning drills, and creating initial communications.	Initial team meetings and setting expectations; however, often challenged by lack of engagement from parents.	Continuous update of schedules, responding to changes, and handling day-to-day team management.	Busy with game management, ensuring all players get equal playtime, and dealing with last-minute changes.		Reduced interaction but focused on gathering feedback, planning for the next season, and maintaining engagement.
Pain Point	Struggling with organizing multiple teams and planning schedules that cater to diverse player availabilities.	Difficulty in ensuring that all parents respond to communications, such as RSVPs for games and practices.	Managing communication across different platforms and maintaining contact with both parents and players.	Remembering player rotations and dealing with injuries on the field without a structured system.		Keeping the team spirit alive and engaging with players and parents during the off-season.
Expectations / Wants	A scheduling feature that can easily manage multiple teams and account for complex availability scenarios.	More effective communication tools that ensure higher engagement and response rates from parents.	Integrated communication tools that consolidate different forms of messages and updates in one platform.	Tools for real-time updates during games, and better management of player rotation and injury reports.		Features that facilitate year-round engagement, like sharing training tips, season highlights, and pre-season planning updates.

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What We Learned

# User Research - Player & Parents

	Pre-season Planning	Season Kick-off	Ongoing Season	Game Days	Volunteer Coordination	Off-Season Interaction
very happy						
happy		😊	😊			😊
neutral	😐		😐		😐	
unhappy				🙁		
very unhappy						
Experience	Parents and players are involved in registration and initial team meetings, often helping with preparations.	Excitement for the start of the season mixed with adjusting to team schedules and volunteer commitments.	Regular updates on practices and games, parent-organized volunteer activities, and ongoing communications.	Busy game days with responsibilities like field monitoring and ensuring player participation.	Parents coordinate and fulfill various volunteer roles, including concessions and field setup.	Reduced activity but continued engagement through planning for next season and maintaining skills.
Pain Point	Confusing multiple app interfaces and initial coordination of schedules.	Difficulty in managing volunteer hours and confirming participation through an effective tracking system.	Frequent last-minute changes in schedules and poor app integration leading to missed communications.	Managing real-time communication on game days, especially for volunteers and coordination of player rotations.	Lack of streamlined process for signing up and tracking volunteer hours and contributions.	Keeping the community engaged and informed during the off-season can be challenging.
Expectations / Wants	A unified platform that integrates registration, scheduling, and initial communication seamlessly.	An integrated system for volunteer tracking and confirmation directly linked with the player's registration and team activities.	Real-time notifications and a dynamic calendar that automatically updates to reflect changes.	Features like walkie-talkie integration within the app for private and efficient on-field communication.	Enhanced volunteer management features that allow easy sign-up, reminders, and tracking within the app.	Off-season features such as educational resources, training tips, and community-building activities.

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# User Research - Summary

	Pre-season Planning	Season Kick-off	Ongoing Season	Game Days	Volunteer Coordination	Off-Season Interaction
very happy						
happy						
neutral		😐		😐	😐	
unhappy	🙁		🙁			
very unhappy						
Experience	All roles are involved in scheduling, registration, and initial coordination.	Excitement mixed with the need to confirm roles, schedules, and responsibilities.	Regular updates, changes to schedules, and active coordination of team and league activities.	High activity with logistical coordination for games, including volunteer management and player participation.	Coordination of volunteer activities, from field setup to concessions.	Reduced interaction but planning for the next season and maintaining community engagement.
Pain Point	Complexities in managing diverse schedules and ensuring all necessary information is communicated and understood.	Challenges in ensuring engagement and response from all stakeholders (e.g., parents not responding to RSVPs).	Frequent last-minute changes and difficulties in coordinating updated communication across different groups.	Real-time communication challenges, particularly with coordinating game-day changes and volunteer roles.	Inefficiencies and lack of integration in volunteer tracking and communication.	Keeping everyone informed and engaged during the off-season.
Expectations / Wants	A unified platform that offers easy scheduling, registration, and communication tools.	Enhanced notification systems and communication tools that ensure high engagement and clear responsibilities.	Real-time updates, integrated communication channels, and dynamic management tools that automatically reflect changes.	Mobile access to real-time updates, in-app walkie-talkie features, and efficient game-day management tools.	A comprehensive volunteer management system within the app that includes sign-up, scheduling, and reminders.	Features for off-season engagement like training tips, community forums, and educational resources.

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What We Learned

# User Research - Summary

	Pre-season Planning	Season Kick-off	Ongoing Season	Game Days	Volunteer Coordination	Off-Season Interaction
very happy						
happy						
neutral		😐		😐	😐	
unhappy	😢		😢			
very unhappy						
Experience	All roles are involved in scheduling, registration, and initial coordination.	Excitement mixed with the need to confirm roles, schedules, and responsibilities.	Regular updates, changes to schedules, and active coordination of team and league activities.	High activity with logistical coordination for games, including volunteer management and player participation.	Coordination of volunteer activities, from field setup to concessions.	Reduced interaction but planning for the next season and maintaining community engagement.
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What We Learned

# Problem Identification

	Pre-season Planning	Ongoing Season
	very happy	
	happy	
	neutral	
	unhappy	
	very unhappy	
Experience	All roles are involved in <b>scheduling</b> , registration, and initial <b>coordination</b> .	Regular updates, changes to <b>schedules</b> , and active <b>coordination</b> of team and league activities.
Pain Point	Complexities in managing diverse <b>schedules</b> and ensuring all necessary information is communicated and understood.	Frequent last-minute changes and difficulties in <b>coordinating</b> updated <b>communication</b> across different groups.
Expectations / Wants	A unified platform that offers easy scheduling, registration, and <b>communication</b> tools.	Real-time updates, integrated <b>communication</b> channels, and dynamic management tools that automatically reflect changes.

- \* Scheduling
- \* Communication
- \* Coordination

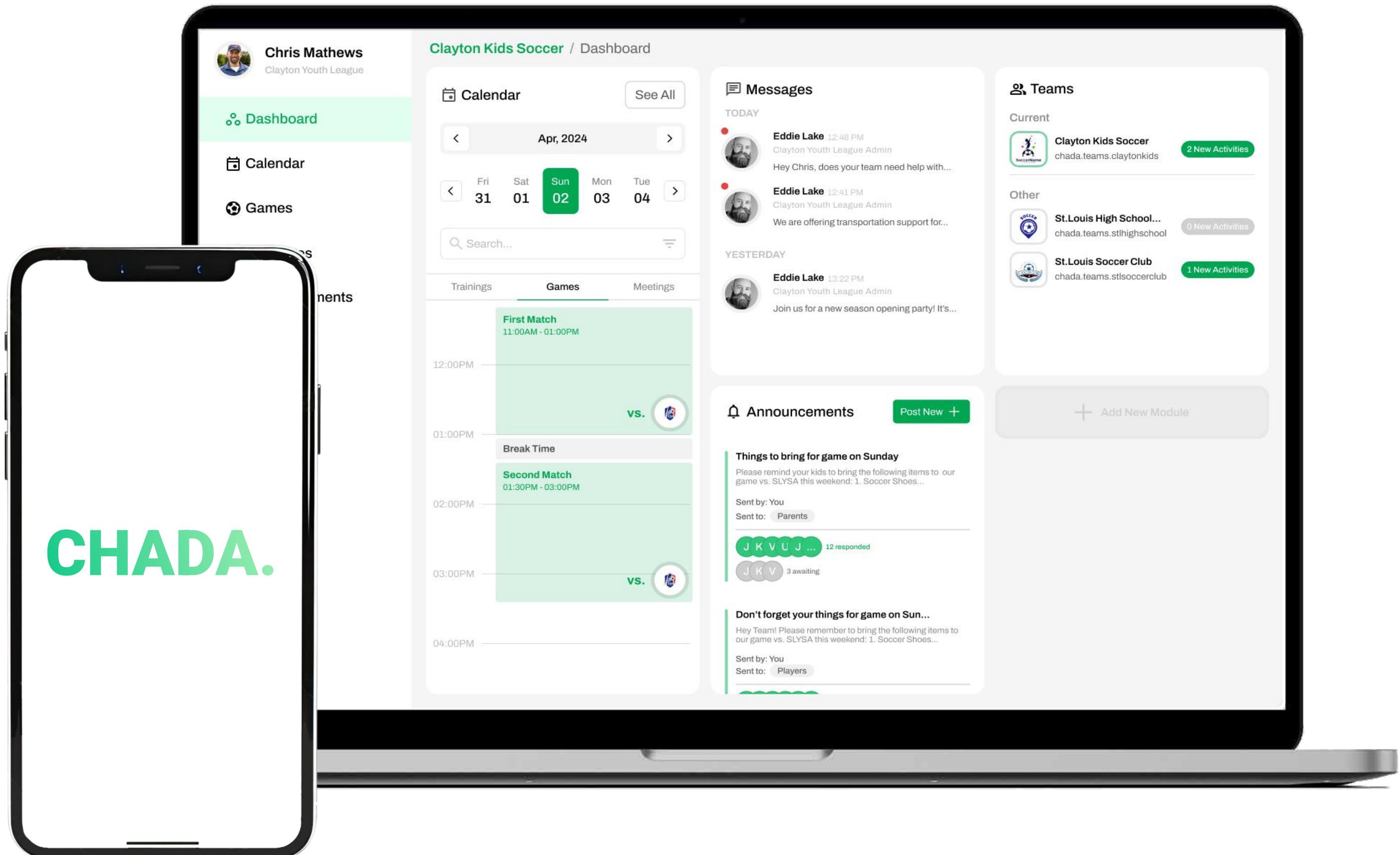


Efficient scheduling, communication, and coordination are **challenged by complexed communications and frequent updates.**

	Need	Search / Find & Download	Arrive	Explore	Stay	Review / Return
Experience	Needs a place to stay in St. Louis	Finds out about 21c Museum Hotels in St. Louis Compare the experience and price with other hotels Books 21c Museum Hotel	The orb catches their minds Check-in at the front desk Other installations like penguins are seen	Goes up the staircase with decorative wall to go to the museum Interacts with immersive staircase Gets informed about the museum Views the map of the hotel Goes down to see the amenities	The informations provided from the staircase screen was especially useful to know about important notices about the amenities while going downstairs Appreciates the building history and the values held by 21C Appreciates that they've got to know about 21st CE modern artists	Overall very pleasant and satisfying stay Excited to search more about the artists of the artworks displayed at the museum
	Wants a place to stay that will give a new experience	Books 21c Museum Hotel	Excited to see the museum at the hotel Excited to stay at the hotel	Excited to find out how their staying experience would be like	Wants to know more in depth about what is offered at the hotel Want to know the meaning behind certain interior decisions	Want to see what the next season of the gallery would be like Want to see the new updates and offers for next visit
	Something suitable for the downtown area, families with kids, a location to meet friends	A bit higher budget to book than other hotels	Doesn't know why the orb is there or why there are penguins, confusing but intrigued	N/A	N/A	N/A

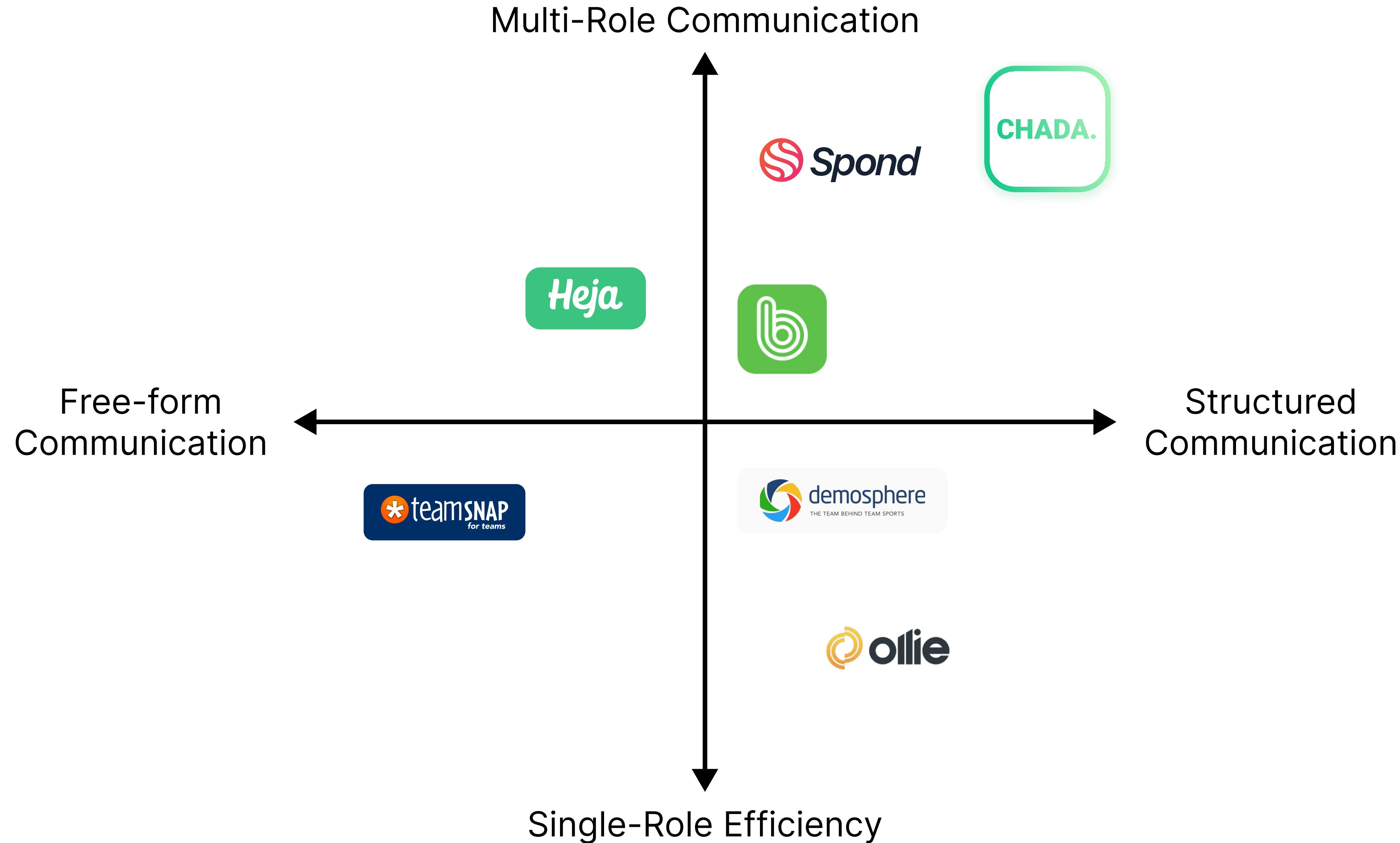
# Solution Concept

Make Coordination Effortless For Everyone Involved



With an emphasis on flexibility, real-time info-sharing, and structured communication, we designed **a one-stop shop to streamline scheduling and enhance communication**

# Competitive Analysis



# Target Audience Personas

League Admin: Eddie Lake



Coach: Chris Mathews



Player & Parent: Sara Kim



## TECHNOLOGY EXPERIENCE

### Behaviors

- Receives messages from external sources
- Sends out announcements to coaches regarding games
- Organizes games

### Challenges

- Needs to stop spending time with reviewing the game info
- Tends to forget the agenda
- Easily misses urgent messages
- Obsessed with making sure that he sends out correct info to teams

### Goals & Needs

- Wants organized modules for his job tasks that he can customized himself
- an easier and effective way to communicate with the people they need

## TECHNOLOGY EXPERIENCE

### Behaviors

- Receive game schedule from league admin
- Notify players about games, practices, and meetings
- Coordinate things before game (e.g transportation)

### Challenges

- Get attention from players & parents about notifications
- Keep up with actively changing info before and during games
- Enhance efficiency and effectiveness of communication with both sides

### Goals & Needs

## TECHNOLOGY EXPERIENCE

### Behaviors

- Receive information on sport schedule and what they need to do
- Complete assigned tasks

### Challenges

- Struggled to manage schedule especially with the last-minute changes
- Rough transferring information from the app to their calendar
- There was no notification system for events

### Goals & Needs

- Easy and quick way to receive important information
- Daily + weekly reminders

# Persona Roles

League Admin: Eddie Lake



**Responsibility**

- Making sure that all the info is reliable to be shared with everybody for the season

- Sending out announcements
- Registration
- Organizing game brackets

- All-in-one platform
- Streamlined process
- Centralized communication/management

**Benefits**

- All-in-one platform
- Streamlined process
- Centralized communication/management

**Permissions**

- Making and managing game schedules
- Sending out announcements
- Viewing the availability of each team

Coach: Chris Mathews



**Responsibility**

- Update team calendar
- Send out notifications to players

- Plan player attendance
- Plan pre-game preparations (e.g. transportation, gathering, etc.)

**Benefits**

- Receive and review communication from admin
- Check league calendar
- Access contact info of admin
- Manage notifications

**Permissions**

- Update team calendar
- Send out notification to players
- Receive and review communication from admin
- Check league calendar
- Access contact info of admin
- Manage notifications

Player & Parent: Sara Kim



**Responsibility**

- Keep track of their task
- Knowing their schedule
- Signing up for volunteer

**Benefits**

- Getting announcements, direct communication from coach
- Calendar management
- Knowing game stats, individual stats, team stats

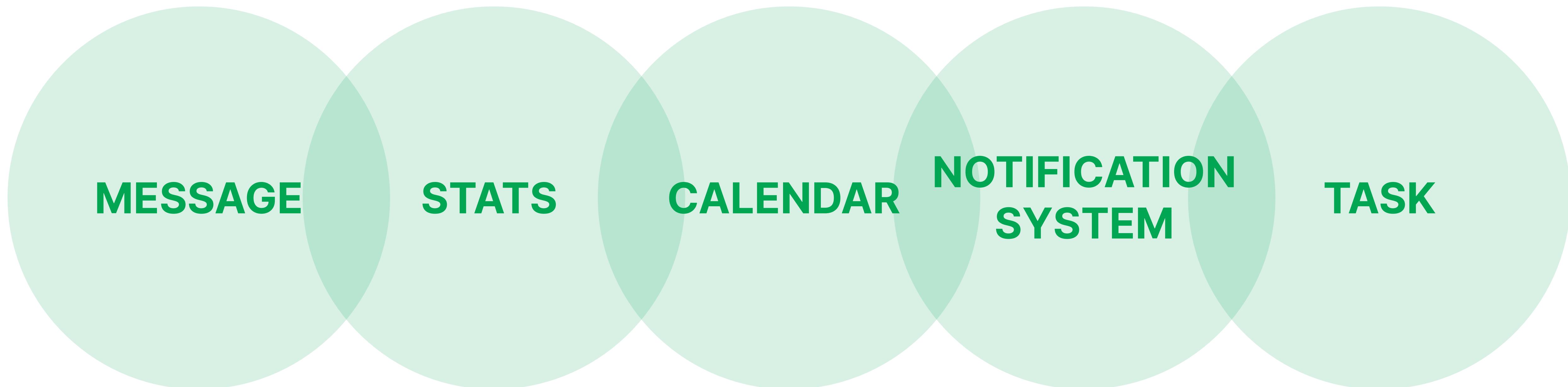
**Permissions**

- Communicating with coach and team
- Marking which task has been completed
- Register for volunteer work

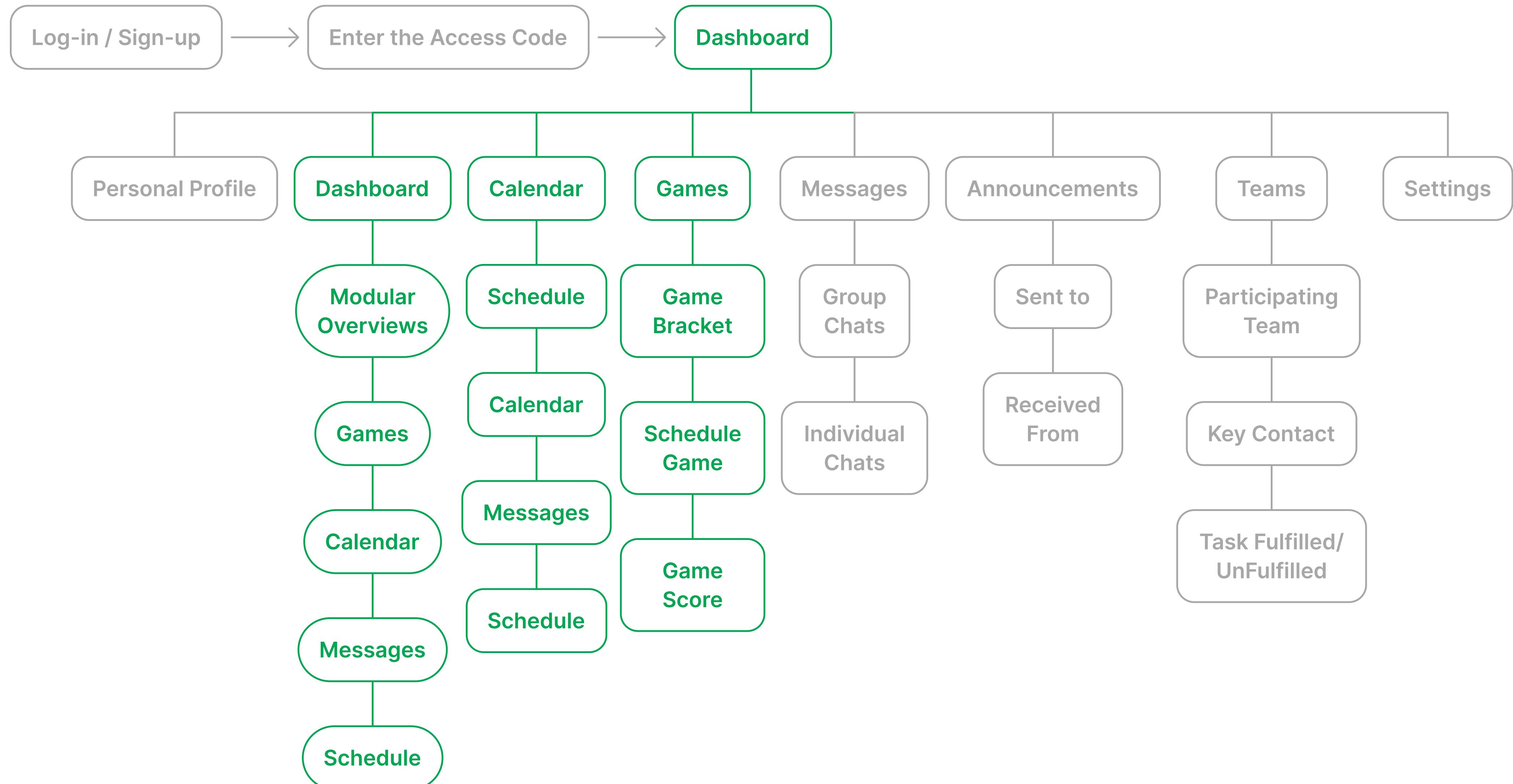
# Data + Entities

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	PLAYER	GAME_RECORD_PER_PLAYER	COACH	TEAM	GAME_RECORD_PER_TEAM	TEAM_CALENDAR	LEAGUE_ADMIN	LEAGUE_FACULTIE	LEAGUE	SCHOOL	LEAGUE_GAME_RECORD	LEAGUE_CALENDAR	GAME
2	id	game_id	id	id	game_id	team_id	id	id	faculties []	id	id	game_dates []	id
3	name	player_id		name	school_id	team_id	training_dates []	name	name	offices []	teams []	title	deadlines []
4	age	title		team_id	players []	title	event_dates []	contact	position	schools []	players []	schools []	event_dates []
5	grade	opponent		seasons_serve d []	coach_id	opponent	game_dates []		contact	teams []	games_hosted []	teams []	game_prep_time
6	position	referees []		school_id	ranking	players []	deadlines []		games_served []	games []	players []	meetings []	players []
7	resident_region	location		district	games_played []	referees []	training_routine		office	budget		referees []	
8	ranking	played_time		games_played []	seasons_played [ ]	location	game_prep_time			budget_detail		location	
9	height	date/time		seasons_playe d []	established_year	date/time	meetings []			sponsors []		date/time	date/time
10	weight	result		contact	penalty_records[]	result						result	result
11	team_id	penalty_records			budget	penalty_records						penalty_records	penalty_records
12	team_player_num	goal_count			budget_detail	# of actual players						# of actual players	# of actual players
13	school_id	in_game_time			sponsors []	goal_count						goals []	goals []
14	district				assets []	game_time						game_time	game_time
15	games_played []				team_name	pauses []						pauses []	pauses []
16	seasons_played [ ]					strategy						budget_cost	sponsors []
17	captain (Y/N)					transportation						budget_cost_report	host
18	injuries []					budget_cost						sponsors []	interleague (Y/N)
19	penalty_records[]					budget_cost_report						host	
20	game_times []					interleague (Y/N)						interleague (Y/N)	
21	contact												
22													

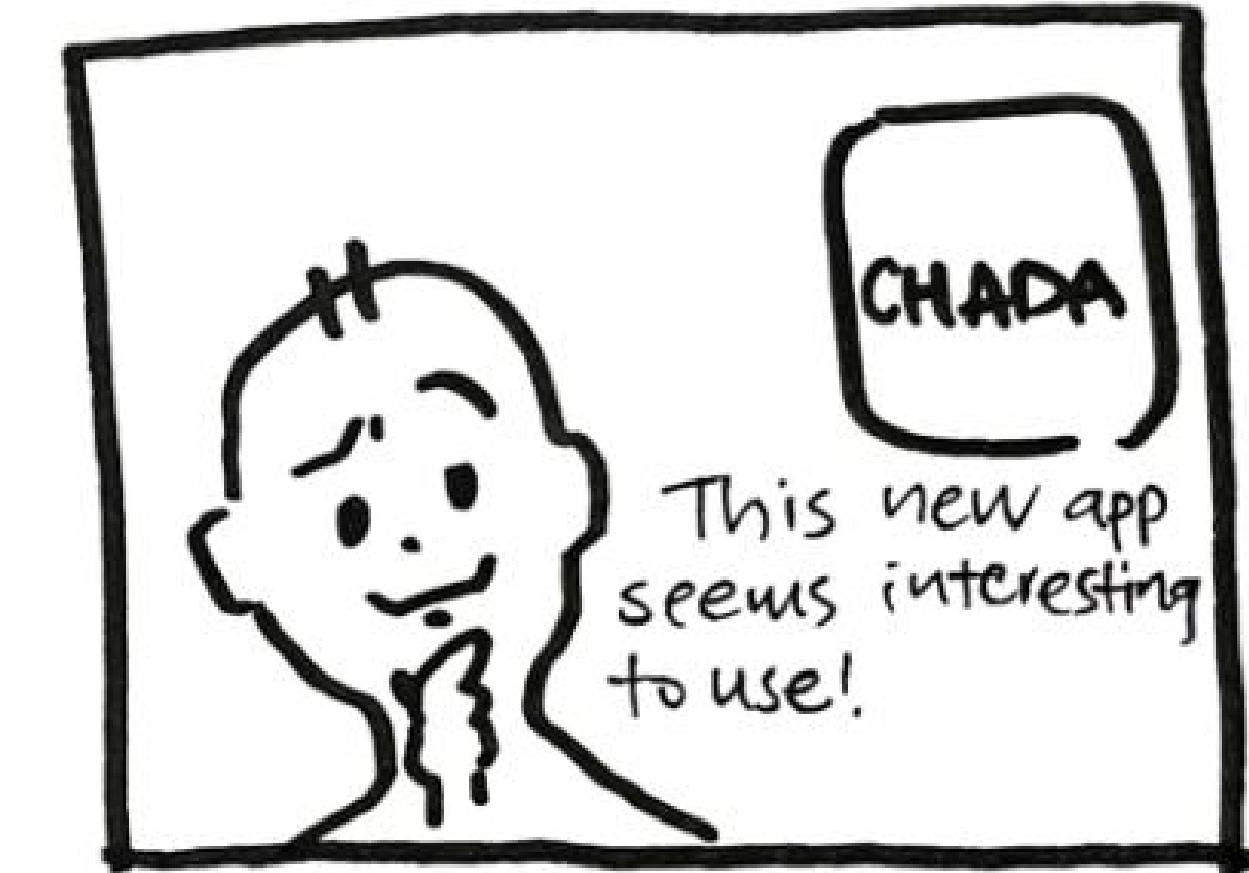
# Data + Entities



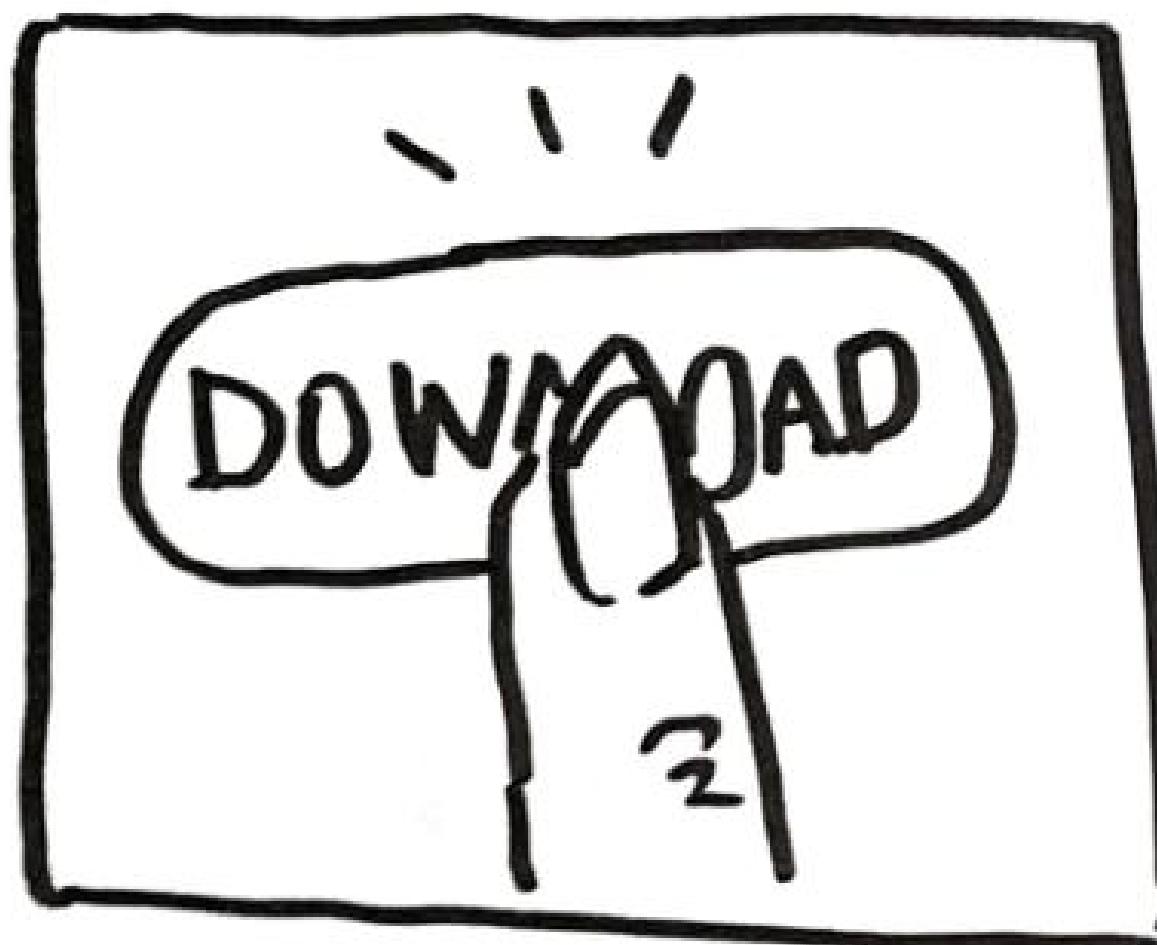
# Content Architecture - Admin



# Storyboard - Administrator



& it's multiple teams & games!



# Administrator Key Feature: Dashboard

## Goal:

Quick easy scan of important information while also allowing for main task to be done fast.

The screenshot displays the Administrator Dashboard interface. At the top left is the user profile of Eddie Lake from Clayton Youth League. The dashboard is divided into several sections:

- GAMES**: Three cards for "SPRING FINAL MATCH" on April 19th at 8 AM, showing Hart vs Canyon Country.
- QUICK ACTIONS**: Buttons for "Make Announcements", "Schedule Game", and "Schedule Volunteers".
- RECENT MESSAGES**: A list of messages from Chris Mathews, Clayton Youth League Coach, dated TODAY and YESTERDAY.
- CALENDAR OVERVIEW**: A monthly calendar for APRIL 2024 with days labeled S through S.
- CALENDAR & SCHEDULE**: A detailed view for Sunday, April 02, 2024, showing events like "Meeting with Chris" (11:00AM - 01:00PM), "Break Time", and "Conference" (01:30PM - 03:00PM) along with "Volunteers" and "Games".

Quick Access To Main Task

# Administrator Key Feature: Game

## Goal:

Overview of game bracket to keep track of which team is moving up or down.

The screenshot shows the 'Games' section of a sports management application. On the left is a sidebar with user information (Eddie Lake, Clayton Youth League) and navigation links: Dashboard, Calendar, Games (selected), Messages, Announcements, Team, and Settings. The main area displays a tournament bracket for a competition. The bracket consists of four games: GAME 1 (Tues, Apr 1 @ 6:00PM), GAME 2 (Wed, Apr 2 @ 5:30PM), GAME 3 (Wed, Apr 2 @ 6:30PM), and GAME 4 (Fri, Apr 5 @ 5:30PM). The bracket starts with eight teams: LaCrosse, Argos, Trinity Greenlawn, Triton, Oregon-Davis, Culver Community, West Central, and an unnamed team. The bracket has two main paths: one leading to the CHAMPIONSHIP title and another leading to ADVANCES TO REGIONAL. Blue circles with arrows point to specific features: one points to the 'View Teams' button at the top right; another points to the date and time for GAME 1; a third points to the icons in the team boxes; and a fourth points to the 'ADVANCES TO REGIONAL' button.

Annotations from the original image:

- Quick Actions To Go To "Team" Page
- Date And Time Indicated For Each Game To Have Easier Access To Important Infos
- Icons For Quick Actions To View The Team And Edit The Box

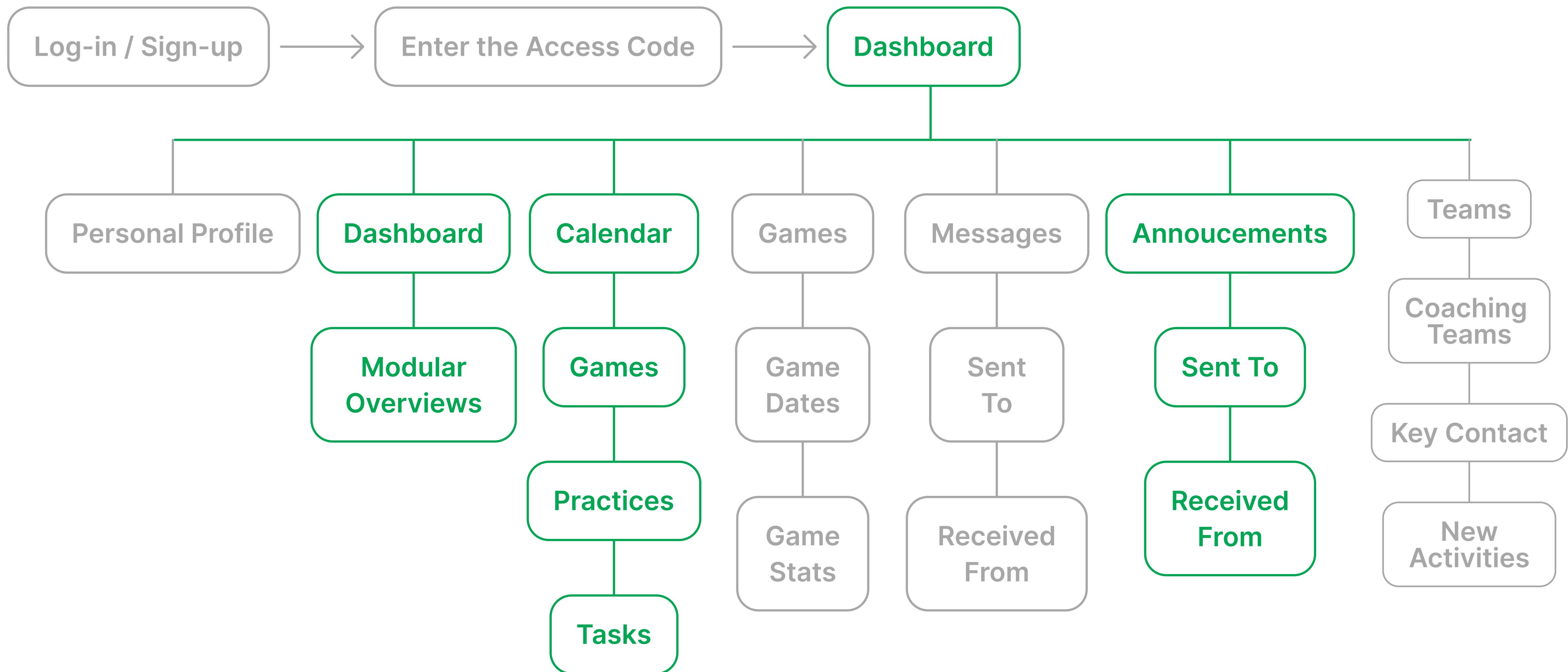
# Administrator Key Feature: Scheduling Game

## Goal:

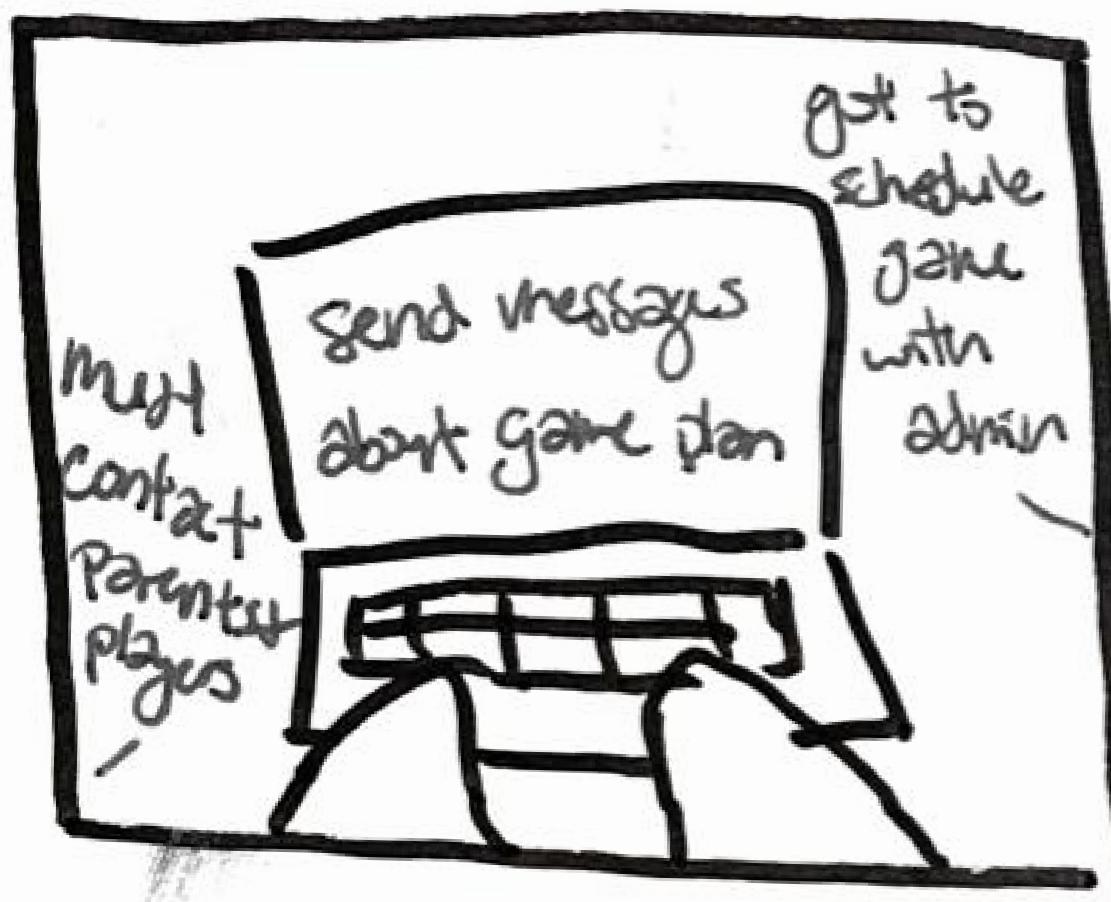
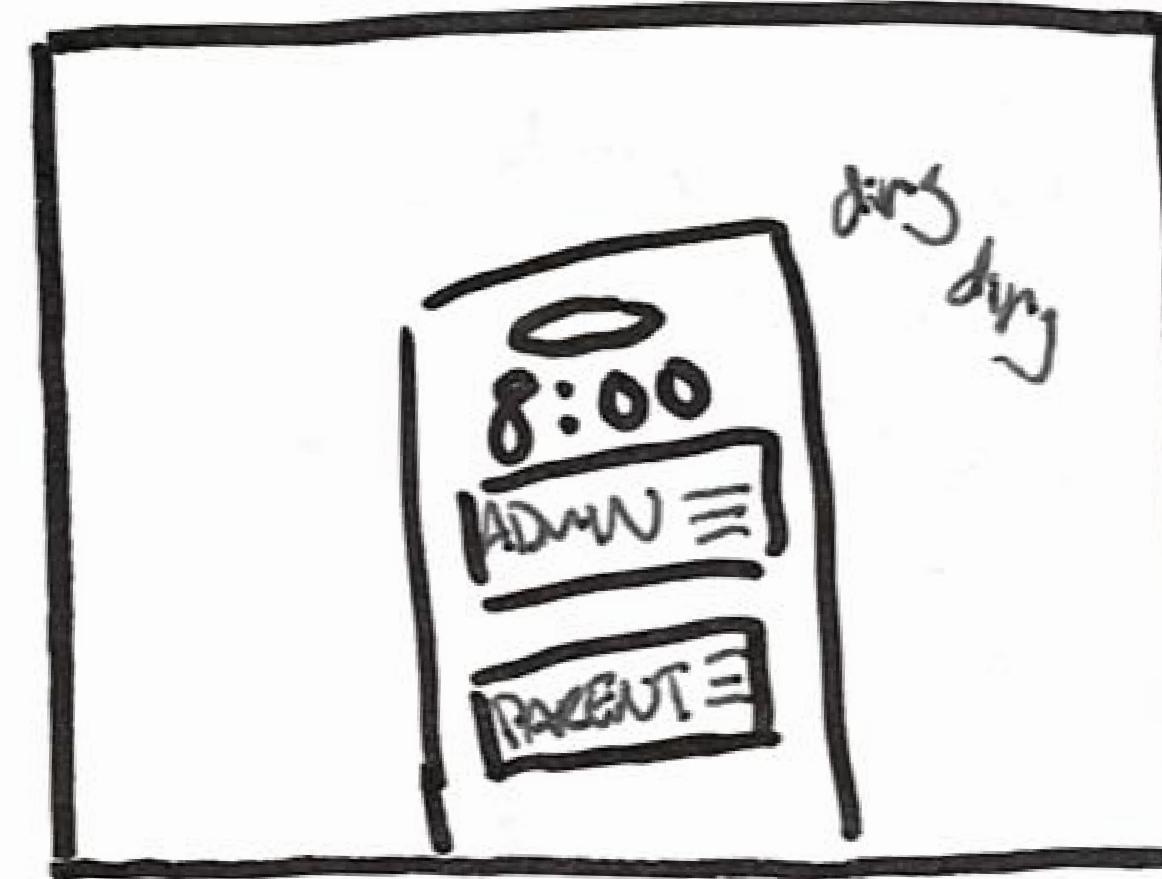
Scheduling the logistics of the game for teams.

The screenshot shows the 'Games / Scheduling Game' page. On the left sidebar, under the 'Games' tab, there is a list of teams: LaCrosse Coach Chris Mathews (selected), LaCrosse Coach Chris Mathews (selected), LaCrosse Coach Chris Mathews (unchecked), LaCrosse Coach Chris Mathews (unchecked), and LaCrosse Coach Chris Mathews (unchecked). A blue circle highlights the third team. The main area contains fields for 'TITLE' (empty), 'LOCATION' (empty), 'TEAMS' (with the third team selected), 'TIME' (set to 'TUES APR 02, 2024' at '3:00PM'), 'ADDITIONAL NOTES' (empty), and 'PRIVATE NOTES FOR COACHES' (empty). At the bottom is a green 'SCHEDULE GAME' button. To the right is a 'Calendar' view for April 2024, showing a pink shaded block from 12:00PM to 05:00PM on Tuesday, April 02, with a green box highlighting the time range '03:00PM - 05:00PM'. A blue arrow points from the circled team to this calendar block, labeled 'Quick Selection Of What Teams Still Need To Play'. Another blue arrow points from the same calendar block to the green 'SCHEDULE GAME' button, labeled 'Automatic Sync With Calendars Of Selected Team'.

# Content Architecture - Coach



# Storyboard - Coach



# Coach Key Feature: Dashboard

## Goal:

Provide the coach an overview of what has been updated and what is happening today for the team.

The dashboard is designed to provide coaches with a quick overview of their team's schedule and communication. It includes a sidebar with links to Dashboard, Calendar, Games, Messages, Announcements, Teams, and Settings. The main area features a Calendar showing events for April 2024, a Messages section with notifications from league admins, an Announcements section with reminders for players, and a Teams section listing current and other teams.

**Chris Mathews**  
Clayton Youth League

**Clayton Kids Soccer / Dashboard**

**Calendar**

Apr, 2024

Sun 31 Mon 01 Tue 02 Wed 03 Thu 04

Search...

Trainings Games Meetings

First Match 11:00AM - 01:00PM

Break Time

Second Match 01:30PM - 03:00PM

vs. [Team Logo]

**Messages**

**TODAY**

- Eddie Lake 12:48 PM Clayton Youth League Admin Hey Chris, does your team need help with...
- Eddie Lake 12:41 PM Clayton Youth League Admin We are offering transportation support for...

**YESTERDAY**

- Eddie Lake 13:22 PM Clayton Youth League Admin Join us for a new season opening party! It's...

**Announcements**

Post New +

Things to bring for game on Sunday

Please remind your kids to bring the following items to our game vs. SLYSA this weekend: 1. Soccer Shoes...

Sent by: You Sent to: Parents

J K V U J ... 12 responded

J K V 3 awaiting

Don't forget your things for game on Sun...

Hey Team! Please remember to bring the following items to our game vs. SLYSA this weekend: 1. Soccer Shoes...

Sent by: You Sent to: Players

**Teams**

**Current**

- Clayton Kids Soccer chada.teams.claytonkids 2 New Activities

**Other**

- St.Louis High School... chada.teams.stlhighschool 0 New Activities
- St.Louis Soccer Club chada.teams.stlsoccerclub 1 New Activity

Scannable Cards To Understand Main Information

Customizable Dashboard To Fit Individual Needs

Simple Global Nav To Quickly Finding Information Or Sending Out Information

# Coach Key Feature: Calendar

## Goal:

Quick easy way to share and sync schedule with players, admin, and parents.

The screenshot shows the Clayton Kids Soccer calendar for April 2024. The main view displays a weekly grid from Sunday to Saturday. A pink event titled "SIGN UP FOR VOLUNTEER" is listed for Friday, April 5th, from 10:00AM to 11:00AM. Below the grid, there are sections for "Shared With" and "Shared From". Under "Shared With", checkboxes are shown for "Players" (checked), "Parents" (checked), and "League Admin" (unchecked). Under "Shared From", checkboxes are shown for "Players" (unchecked), "Parents" (unchecked), and "League Admin" (checked). A blue circle highlights the "Parents" checkbox under "Shared With". Another blue circle highlights the "League Admin" checkbox under "Shared From". A third blue circle highlights the "Game" entry at 4:00PM on Saturday, April 6th, which includes a "vs." icon and a small player silhouette.

Quick Toggle To View Event Made With Which Group

Automatic Sync With Other Calendar Shared

# Coach Key Feature: Announcement

## Goal:

Create structured communication with a form builder to quickly send out important or urgent notices/ announcement to a group of individuals.

The screenshot shows the 'Announcements' section of the Clayton Kids Soccer application. On the left, a sidebar menu includes 'Dashboard', 'Calendar', 'Games', 'Messages', 'Announcements' (highlighted in green), 'Teams', and 'Settings'. The main area displays a list of announcements received from 'Chris Mathews' (Clayton Youth League Admin) and sent to 'Parents'. The announcements include topics like 'Add your availability by 4/25', 'Rides', and 'Title'. A message input field and a 'Send' button are present. To the right, there are two sections for 'PLAYERS' and 'PARENTS', each with their own 'Make Announcement' button and a list of posted announcements. A 'Response Modules' panel on the far right offers options like 'Text', 'Yes/No', 'Numeric', 'File Upload', and 'Calendar Share'. Two blue circles highlight the 'Text' response module and the 'Parents' contact group categorization.

Customizable Response Module For Structured Communication

Contact Group Categorization For Sending Announcement

Introduction

User Research

Problem

Solution

Data + Entities

Admin

Coach

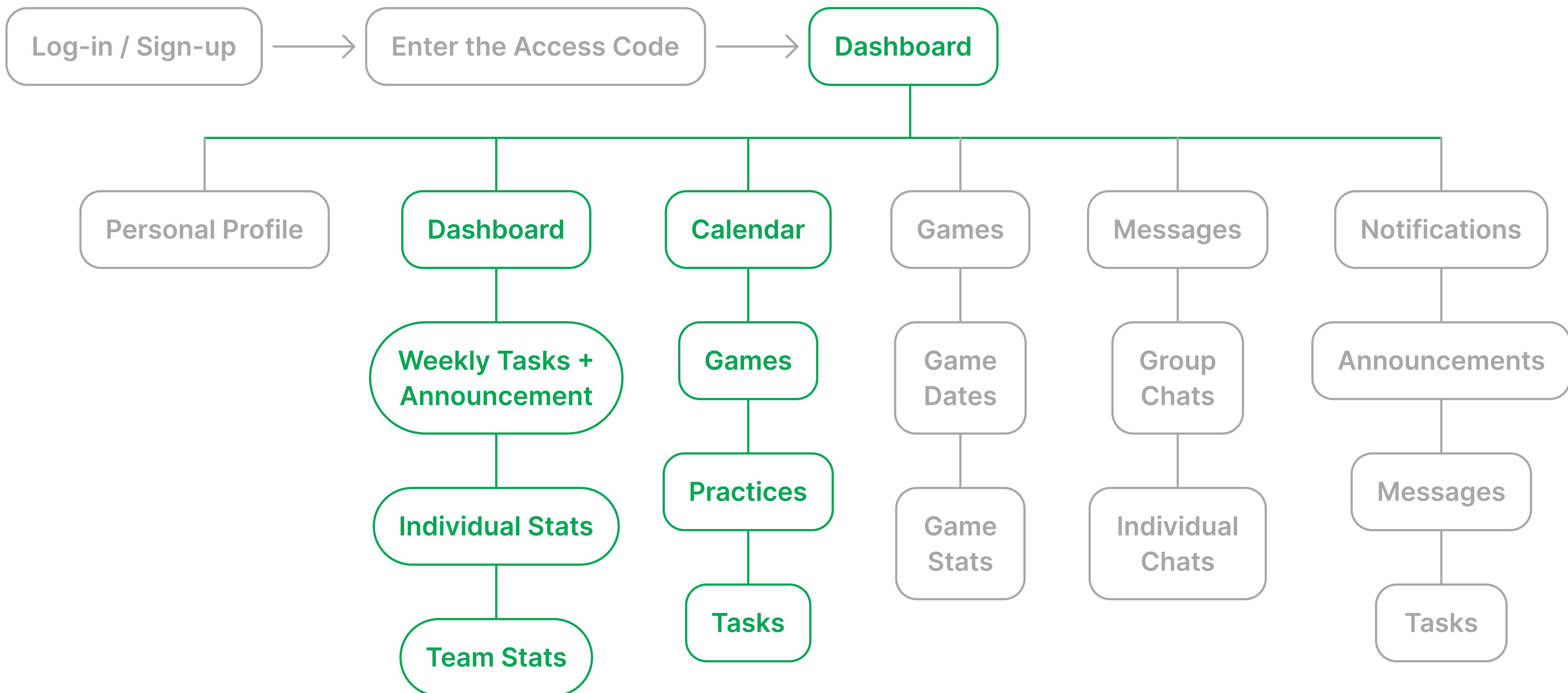
Player

Challenge

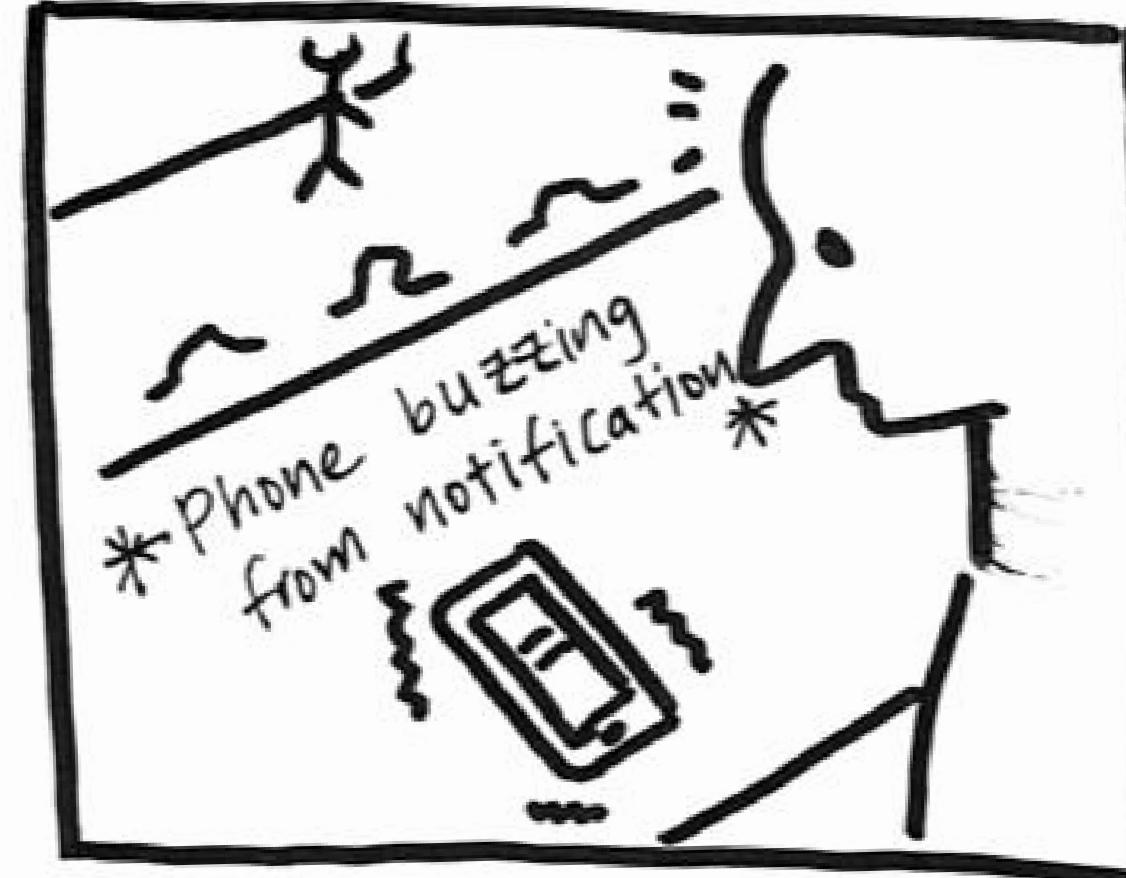
Next Step

What We Learned

# Content Architecture - Player



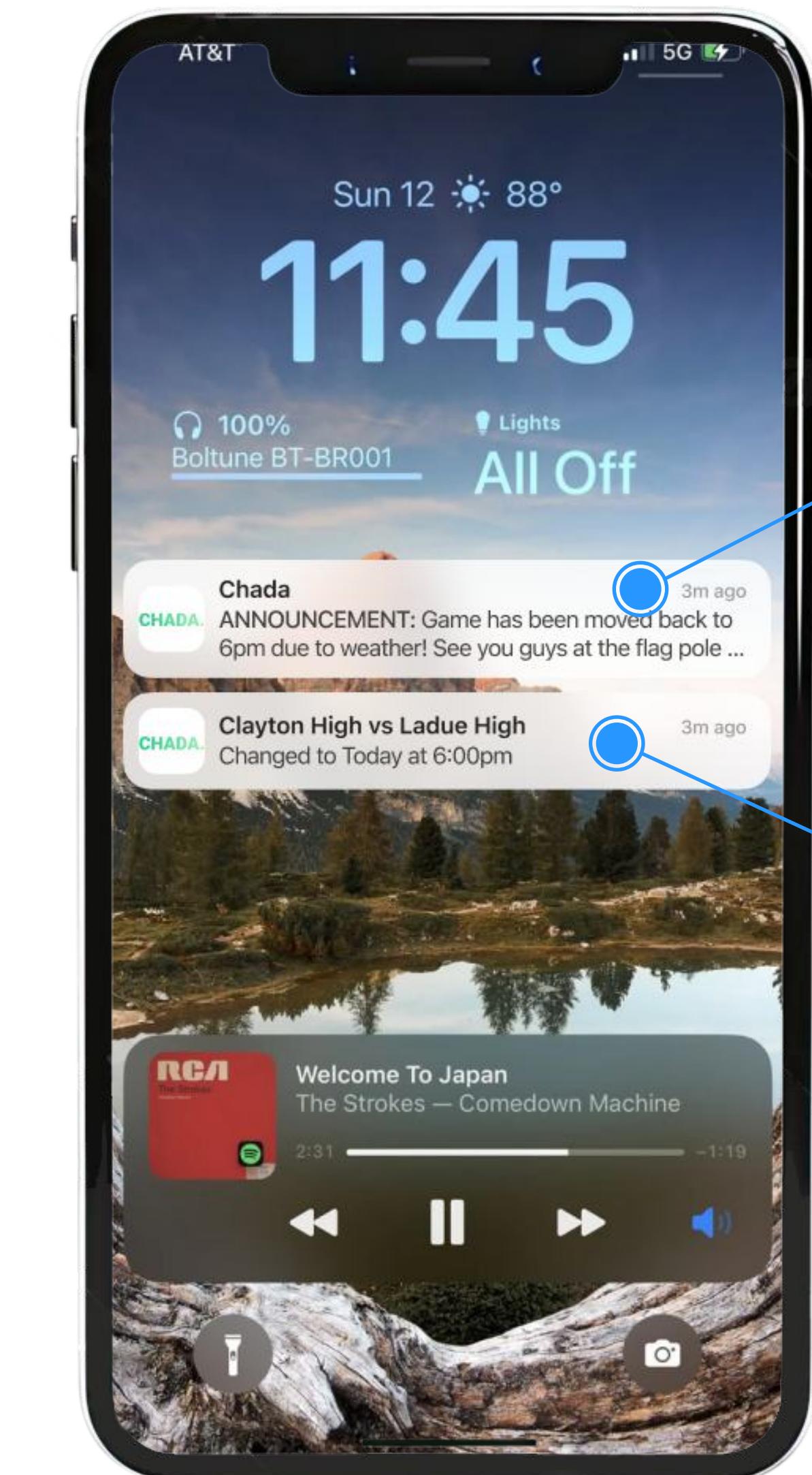
# Storyboard - Player



# Player Key Feature: Notification System

## Goal:

Automatic update of any notifications



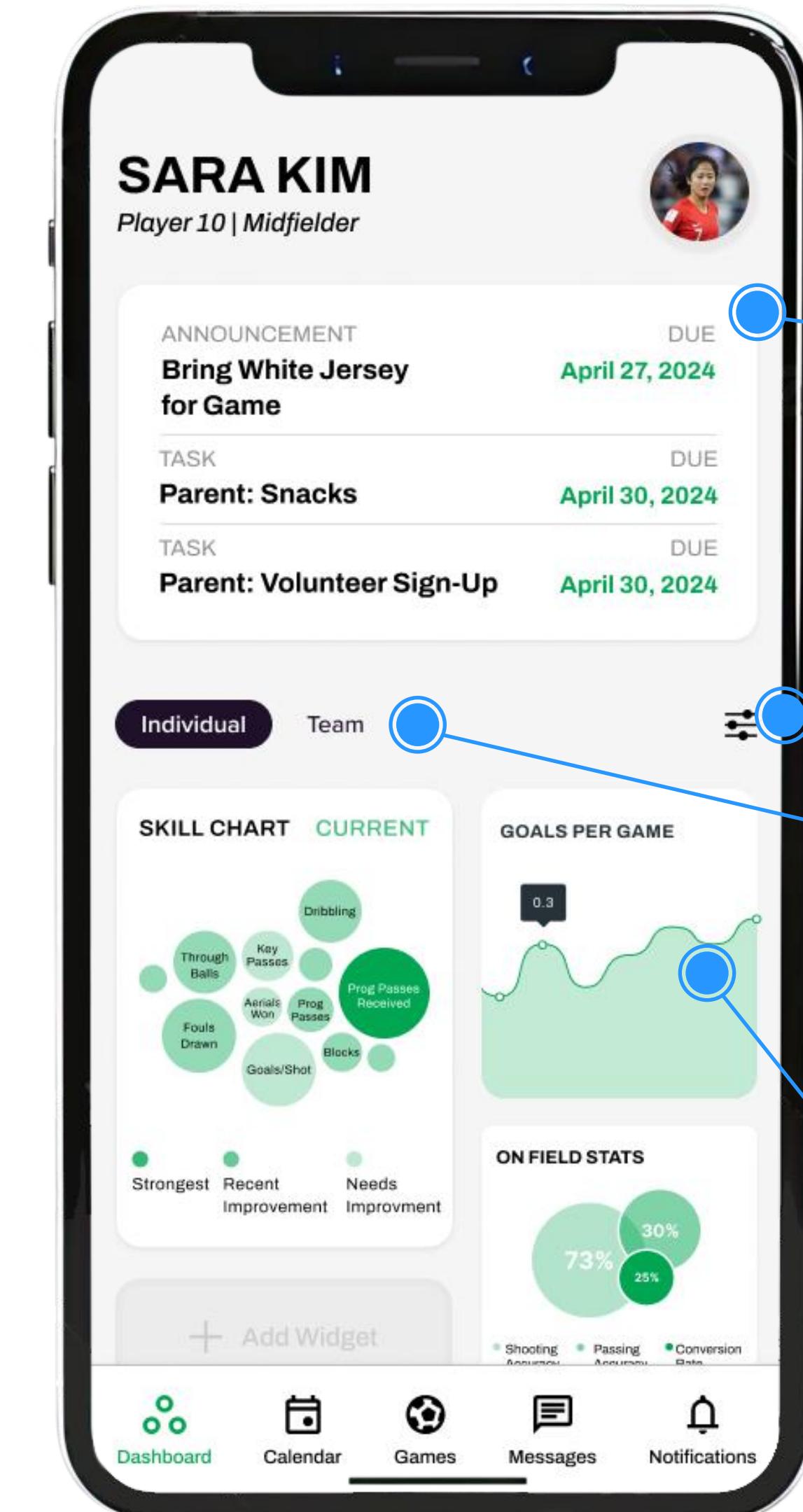
Fast And Easy  
Notification For On  
The Go

Immediate  
Notifications For Last  
Minute Changes

# Player Key Feature: Dashboard

## Goal:

Quick easy scan of main informations



Weekly Notifications For A Quick Reminder

Filter To Customize Toggles

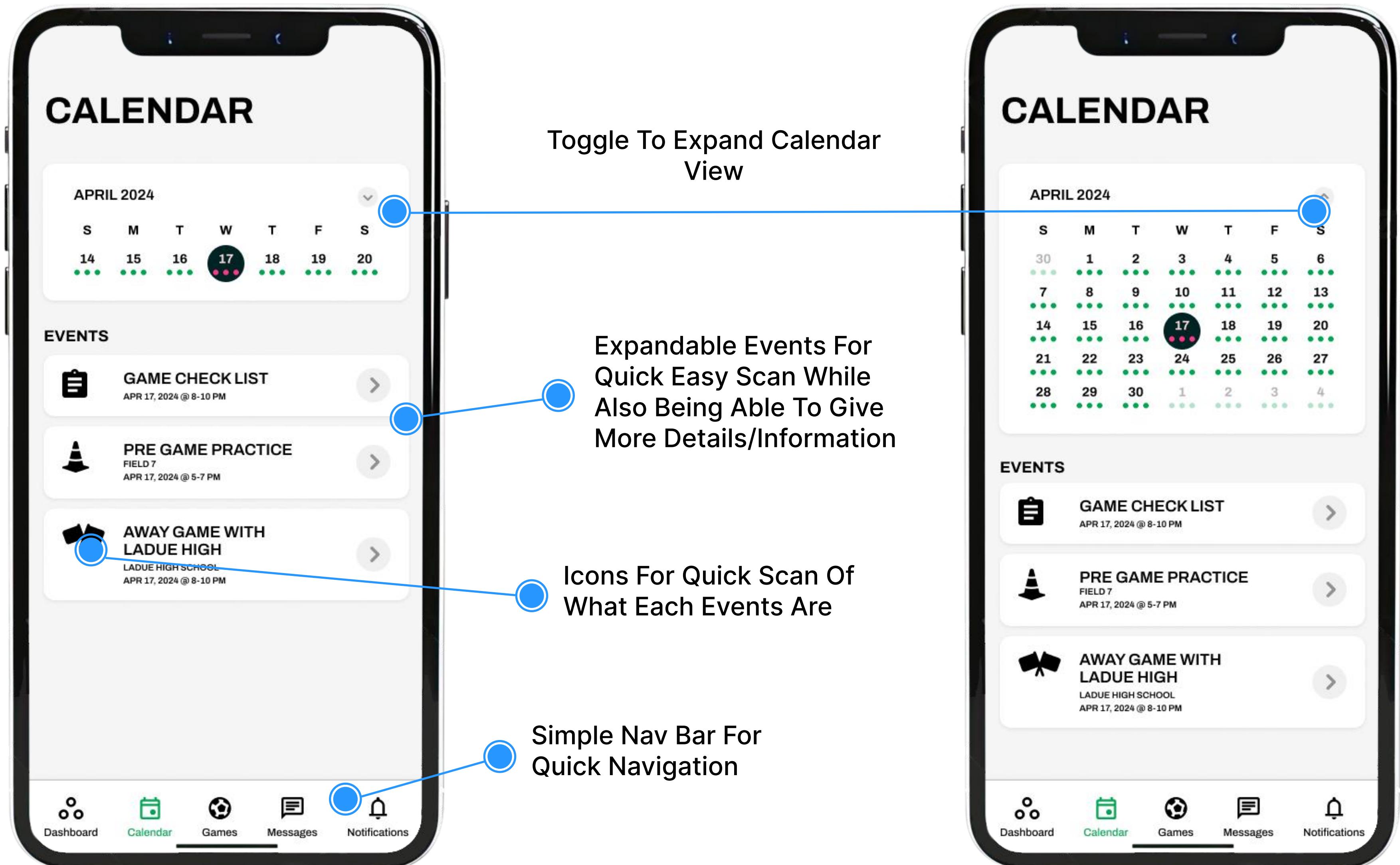
Toggle To View Individual And Team Stats

Customizable Cards To Keep Track Of Important Stats

# Player Key Feature: Calendar

## Goal:

Scannable View what is happening on per day or what days have events



# Potential Challenges

How Will Each Dashboard Work With One Another

Cohesiveness Among The Three Roles

Quantifying & Standardizing Customizable Data & Operations

How The Calendars Of Each Role Work With One Another (Syncing)

Functional Issues Amongst Connecting Each Of The Roles

# Next Step

Showing the BTS setting of how the customizable widgets and modules will work

The elements that we mentioned in the content architecture but haven't built

When the prototype is fully done, asking for the potential users to do usability test and ask for feedback

Constantly seeking for the user's feedback and applying their needs

# What We Learnt

1

Significance of building a detailed content architecture

2

Doing a research on a topic that you have zero knowledge on is exciting but also painful especially when you cannot find out what you do not know

3

Primary source is always important -- interview

# CHADA.

## Kickstart Effortless Youth League Coordination

The image features a composite scene. On the left, a group of young children are playing soccer on a grassy field, with one child in a green shirt and black shorts taking a shot at the goal. On the right, a laptop screen displays the CHADA app's dashboard for the "Clayton Kids Soccer" team. The dashboard includes a calendar showing matches on April 2nd, a messages section with recent notifications from team admins, and an announcements section with a reminder about game day items. The app's sidebar offers links to the dashboard, calendar, games, messages, announcements, teams, and settings.

Chris Mathews  
Clayton Youth League

Clayton Kids Soccer / Dashboard

Calendar

Apr, 2024

Fri 31 Sat 01 Sun 02 Mon 03 Tue 04

First Match  
11:00AM - 01:00PM

Break Time

Second Match  
01:30PM - 03:00PM

vs. [Team Logo]

Announcements

Things to bring for game on Sunday

Please remind your kids to bring the following items to our game vs. SLYSA this weekend: 1. Soccer Shoes...

Sent by: You  
Sent to: Parents

J K V U J ... 12 responded

J K V 3 awaiting

Don't forget your things for game on Sun...

Hey Team! Please remember to bring the following items to our game vs. SLYSA this weekend: 1. Soccer Shoes...

Sent by: You  
Sent to: Players

Teams

Clayton Kids Soccer chada.teams.claytonkids

St.Louis High School chada.teams.stlhighschool

St.Louis Soccer Club chada.teams.stlsoccerclub