Usability Analysis of Sunflower State FC Website

Audience Analysis

The primary audience for the Sunflower State FC website includes local soccer fans, families, businesses, and soccer players interested in engaging with the club. These users value features such as ticket purchasing, player information, club news,Donations/sponsorship and merchandise. While the site provides basic functionality to meet these needs, usability issues hinder a seamless experience.

Page Titles and Headings: Page titles and headings are present but lack a hierarchical structure and visual emphasis, reducing overall readability and usability.

Page Length: The pages are appropriately segmented, but some pages, such as the "Teams" and "Schedule & Tickets," could benefit from better organization and more useful information such as player availability statuses. Other pages do not have information or are sparse of information and they can be consolidated to one web page for example, Merch, fan gear and challenger store could all be one page.

Search Capabilities: The website does not feature a search bar, making it difficult for users to find specific content quickly.

Navigation Principles: The navigation menu is functional but overly cluttered, with too many options. Consolidating pages and improving the menu layout would enhance usability.

Graphics Usage: Graphics, such as team images and banners, are effective but outdated. Modernized visuals and higher-resolution images would improve the site's appeal.

Font Usage: Fonts are inconsistent across the site, detracting from the user experience. A unified use of Bebas Neue for headings and Roboto for body text would enhance readability and professionalism.

Accessibility: The website lacks features like alt text for images, keyboard navigation, and sufficient contrast for visually impaired users, limiting its accessibility.

Design Principles: The website lacks responsive design, with inconsistent layouts and foreign UI elements on mobile devices. Adherence to modern design principles would improve the user experience significantly.