

# Mourne Archery Centre - User Analysis

Kevin Cunningham - 19th September 2017

## Types of users

- Parents looking for activities for kids
  - Need to see kids having fun
  - Need to have a clear idea of prices
  - Need to be assured of DBS/child protection
- HR or business owners looking for corporate event ideas
  - Evidence that this has been done before
  - Testimonials
  - Costs, typical day long events
- Stag/Hen party organisers
  - As above - why this and not something else?
- Adults interested in archery
  - Interested in staff qualifications
  - Interested in progression, competitions
- Adults looking for activity
  - Interested in the social side
  - Interested in progressions
- Current members looking for updates
  - Pictures of previous events
  - A league table?
  - Competitions planned (with other local clubs?)
  - Competing across NI?

## Common needs for website

- Homely but professional - welcoming, safe, fun
- Testimonials - people 'like me' have done this and enjoyed it
- This is a growing prospect
- Clarity about costs