

# SURVEY PLAN

University of Washington HCDE 313 | 11.24.19

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## GOAL

The focus of this user research study is to better understand fans and their experience while attending a Husky football game on a rainy day. Through various research methods, it is the overarching goal that solutions are found to improve the experience for Husky fans while attending a game at Husky Stadium on a rainy day. The design question will include design solutions for both pre-game and during game.

My research began with 3 sessions of field observations of the surrounding areas of the Husky Stadium on a game day that was rainy. Through these observations, I obtained a general understanding regarding the Husky fan's behavior and actions. However, these field studies lack detailed data of the feelings and motives behind fan's behaviors. By conducting 1-1 semi structured interview with 3 Husky fans, I was able to gain that perspective and a deeper understanding regarding fan's experience at a UW football game.

A short survey will be deployed to at least 15 participants that have attend a Husky football game on a rainy day. The purpose of this survey is to gather quantitative data to explore and verify my finding from my observations and interviews across a broader population of participants. As a result, better design recommendations can be reached to improve the overall experience for fans attending a Husky game on a rainy day.

The survey is intended to answer the following research questions:

## REASERCH QUESTIONS

1. What steps do/would people take to prepare for a UW game that is rainy or cold? (Elaborate)
2. What factors impact people the most from participating in pre-game activities? (Explore)
3. Does the rainy weather impact whether fans participate in pregame activities? (Confirm/Elaborate)
4. Are people willing to purchase merchandise at Husky Stadium? (Confirm)
5. How do first-time vs. experiences game attendees ensure that they are prepared for a game on a rainy day? (Explore)
6. What is the experience like for UW fans vs. Visitor Team Fans? (Extend)
7. Would fans prefer having pre-game activities held indoors on rainy and cold game days? (Extend)

## PARTICIPANTS

I selected participants to survey based on the requirement that they have attended *at least* one Husky football game. To narrow the scope, I plan to target the ideal participant of UW football fans, including UW students and UW Alumni. I will reach my survey participants via social media (i.e. Facebook) by posting a link to the survey on various UW Facebook pages(i.e. The Dawg Pack, UW Alumni Association)

**Table 1.** Participants Inclusion and Exclusion

Inclusion	Non -student Husky game ticket holder, UW Students Husky game ticket holder, UW alumni, experienced game attendee, first- time game attendee
Exclusions	Staff, Volunteers, football players , UW Cheerleaders, UW Band

## METHOD

The following questions makes up the UW Husky Football Survey implemented in Google Forms. [Survey Link](#)

### SURVEY QUESTIONS

**Q1. \*Are you a\_\_\_\_\_**

(UW Student Fan | Non-Student Fan | Visitor Team Fan | UW Alumni Fan | Other ...)

**Q2. \*How many Husky football game have you attended?**

(0 | 1 | 2-4 | 5-9 | 10+)

**Q3 Where have you sat inside the stadium? (Check all that apply)**

(100 level | 200 level | 300 level | Student Section/Dawg Pack | Other ...)

**Q4. Have you attended a UW Football game on a rainy day?**

(Yes | No | Unsure)

**Q5. 5. Have you participated in pre-game activities hosted by Husky Stadium?**

(Yes | No | Unsure)

**Q6. Please rank the following factors that would impact your participation in UW's pre-game festivities near Husky Stadium? (1 is Least Impact and 6 is Most Impact)**

I do not wish to participate in any pre-game activities | Because of the bad weather | I do pre-game activities somewhere else | I did not know there was pre-game activities at Husky Stadium | I am running late to game | I have in the past I do not want to participate every time I go to a UW football game

**Q7. How much impact does the weather have on your attendance to a UW hosted pre-game activities near Husky Stadium?**

(No Impact - 1 → High impact -7)

**Q8. Rate the following statement. I would be more likely to attend pre-game festivities on a rainy day if they were held indoors?**

(Strongly Disagree -1 → Strongly Agree -7)

**Q9. Have you been unprepared for the rain and cold weather while at a Husky football game?**

(Yes | No | Maybe)

**Q9. a) If no,**

What steps would you take in the future to prepare for a cold and rainy Husky football game?

Q9. b) If yes,

What steps do you take to prepare for a cold and rainy Husky football game?

Q10. How important is it for you to wear Husky spirit apparel even though it may not protect you from the rain and cold?

Low importance → High importance

Q11. Are you willing to purchase UW merchandise at Husky Stadium?

(Yes | No | Maybe)

Q12. Rate the following statement: The rainy and cold weather made my experience at the Husky game (less enjoyable.)

(Strongly agree | Agree | Neither agree nor disagree | Disagree | Strongly disagree)

## RATIONALE & ANALYSIS

Q1. Are you a \_\_\_\_\_

**Rationale:** This is a required screening questions that will log who is taking the survey. This will be a multiple-choice question, listing options from my inclusions table UW Students, Non-UW Students and Visitor Team Fans. There will be an “other” option for the participant to fill in the blank.

**Plan for Analysis:** Will show the diversity in participants taking the survey. Divide survey responses in to 5 main groups plus “other”.

Q2. How many Husky football game have you attended?

**Rationale:** This is a required screening questions intended to distinguish if the participants has attended a Husky football game. If the answer is 0, the survey will end, otherwise, the survey will continue.

**Plan for Analysis:** This will ensure that going forward that the questions going forward that the survey participants have attended at least on or Husky games

Q3. Where have you sat inside the stadium?

**Rationale:** This will give me data on where people have seated inside the stadium. The stadium is partial covered; therefore, the experience can be different on a rainy day depending on where they are seated. There is an image along with multiple choices options for this question to help with accurate responses.

**Plan for Analysis:** Sort responses based on where fans have sat within the stadium. Determine if there are similarities in the responses based on where they have sat.

**Q4. Have you attended a UW Football game on a rainy day?**

**Rationale:** This is a demographics question to figure out how many survey participants have been to a UW football game on a rainy day. This question is important to ask because of the goal of my study, to improve the experience for fans at the game on a rainy day.

**Plan for Analysis:** Sort responses based on participants that have experiences at a rainy game vs. those who have not. In order to compare the differences in the type responses. For analysis it is important to separate the responses bases of their response to this question

**Q5. Have you participated in pre-game activities hosted by UW near Husky Stadium?**

**Rationale:** This question will confirm whether the participant has attended and participated in pre-game activities.

**Plan for Analysis:** Sort responses based on if the participant has attended pre-game activities or not.

**Q6. Please rank the following factors that would impact your participation in UW's pre-game festivities near Husky Stadium? (1 is Least Impact and 6 is Most Impact)**

**Rationale:** I want to understand what is impacting people from participating or attending pre-game activities. By allowing them to rank these different factors, I can better understand which are the most and least impactful.

**Plan for Analysis:** Determine the most and least factors by adding up all the ranking responses and calculating the highest and lowest.

**Q7. How much impact does the weather have on your attendance to the UW hosted pre-game activities near Husky Stadium?**

**Rationale:** I want to confirm whether or not the weather has a low or high impact on people decisions to participate or attend pre-game activities

**Plan for Analysis:** Rating on a scale form 1 – 7 will allow people to choose one side or the other with an option for a middle. When analyzing data, it will apparent what is the most popular response. My findings will be validated if it leans mostly toward the high impact side

**Q8. Rate the following statement. I would be more likely to attend pre-game festivities on a rainy day if they were held indoors?**

**Rationale:** This is a explore question of the idea of having UW pre-game activities indoors rather than outdoor. I want to get feedback from participants to determine if this is a possible solution to increase attendance on rainy game days.

**Plan for Analysis:** When analyzing data, it will be apparent what is the most popular response based on what side of the linear scale has the highest response rate.

**Q9. Have you been unprepared for the rain and cold weather while at a Husky football game?**

**Rationale:** An initial question to get the opinion of people whether or not they felt that they were prepared for a game.

**Plan for Analysis:** Based off their response of Yes, No or Maybe will determine what line of questioning will come next.

- a. If Yes,  
**What steps would you take in the future to prepare for a cold and rainy Husky football game?**

**Rationale:** If the participant HAS been unprepared, to have them elaborate on decisions that they would change when going to a game in the future on a rainy day.

- b. If No,  
**What steps do you take to prepare for a cold and rainy Husky football game?**

**Rationale:** If the participant HAS NOT been unprepared for a game, to have them elaborate on how they got prepared for a game. With a short response explain in detail their steps.

**Q10. How important is it for you to wear Husky spirit apparel even though it may not be weather appropriate apparel?**

**Rationale:** I want to understand from fans how important it is to wear Husky apparel even though it may not be weather appropriate and keep them warm and dry during the game.

**Plan for Analysis:** Rating on a scale from 1 – 7 will allow people to choose one side or the other with an option for a middle. When analyzing data, it will be apparent what is the most popular response. My findings will be validated if it leans mostly toward the high importance side.

**Q11. Are you willing to purchase UW merchandise at Husky Stadium?**

**Rationale:** I want to know if fans are willing to purchase merchandise at Husky stadium to validate the solution recommendation to sell more merchandise within the stadium will be useful.

**Plan for Analysis:** Sort based on if people are willing or not willing.

**Q12. Rate the following statement. The rainy and cold weather made my experience at the Husky game less enjoyable.**

**Rationale:** This question is to rate how people relate to this question. Depending on if the weather was a high or low impact to the enjoyment of their overall experience at the game. I want to understand how make the weather is an impact on how enjoyable or not the game was.

**Plan for Analysis:** I will see what the most popular responses to find out what people's average enjoyment levels is at the game if it is rainy.

## WORK BACK SCHEDULE

Table1.1 Work Back schedule

Order	Task Description	Status
1	<a href="#">Survey Plan</a>	✓ Completed
2	Survey Run Through /w Mock Participants	Complete by 11.26.19
3	Deploy Finalized Survey	Complete by 11.27.19
4	Check Survey Response Numbers	Daily 11.27.19 - 12.01.19
5	Analyze Data	Complete by 12.01.19-12.02.19
6	Survey Report of Findings	Complete by 12.8.2019