

## GOALS

The focus of my study is to better understand fans and their experience while attending a Husky football game on a rainy day. By diving deep into the thoughts and feeling of Husky fans, it could result in helping improve the rainy game day experience for fans. My research began with 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, actions and reactions. However, these field studies lack detailed information of the feelings, reasons and motives behind fan's actions and behavior. By interviewing fans, I was able to gain informative and valuable information in these areas.

Three semi-structured interviews were conducted with three participants that have recently attended a Husky football game. Participants that were excluded consisted of, Husky Stadium employees, the UW football team including staff, cheerleaders and band. The focus was on recruiting UW student or non-student ticket holder, a first-time or experienced game attendee. The semi-structured interviews took place at a location that was quiet and as distraction-free as possible. Despite the small sample size, the main goal of these interviews is to understand fan's perspectives and feelings while attending a Husky game on a rainy day. With the triangulation of data from my field studies and interviews, I can cross-check data from to verify and validate my results. In doing so, a better design solution can be implemented to make the Husky game more delightful to all.

Design Question: *How can we help Husky football fans protect themselves from the rain while at Husky Stadium?*

## RESULTS AND RECOMMENDATIONS

Based upon my research results, the proposed solution recommendations are as follows (in prioritized order):

### I. Rainy Game Day Unreadiness

After conducting fields studies and analyzing the results, I found that fan's came to the Husky game in inappropriate attire. It appeared to be that fans were unprepared for the rainy weather. However, after conducting my interview, I found that fan's have chosen their attire intentionally, were uncertain what to bring, or forgot to bring items. The participants who have attended many UW football games were more knowledgeable of how to prepare for long, wet and cold game. For those who have attended a game for the first-time are less experienced on how to prepare themselves for the rainy weather during a game. In course of multiple interview sessions, the participants reported unreadiness as a source of unpleasant experience during the game. One of the interviewees that was a first-time attendee expressed that they found it important to show

their school spirit, however was it cold during the entire game making the game experience a bit unenjoyable. Another interviewee reported an unpleasant game after forgetting to bring gloves, “I can remember there was one game that I forgot them in my car at my friend’s house. It was the worse. I couldn’t go back and get them because we were already on the bus heading to the game. But yea I remember my hands were so cold that game. It was bad really bad.” It is evident based from my interviewees’ responses the need for recommendations and reminders are needed to assist fans to be prepared for rainy Husky games. I recommend a rainy-day checklist be distributed via email

## **II. Lack of and Pricey Rainy Game Resources**

After conducting field studies and analyzing the results, data indicates insufficient resources for fans on rainy game days. After conducting my interviews, surprisingly, I found that not only were there lack of several resources for fans on rainy game days, but the items for sell (i.e. hats, gloves) at the stadium were high priced.

In the duration multiple interview sessions, the interviewees reported lack of resources and pricey winter accessories such as gloves and hats. One of the interviewees articulated that, “I didn’t find hand warmer, but gloves I saw, and they were just too pricey for me to buy”

Another interviewee, reported, “I don’t recall looking to purchase any clothing from the stadium. I assume that things are pretty pricey. But if I really needed to buy something, I may consider it”. These are some responses that I received from interviewees when asked about purchasing items for the game.

These were some opinions and responses of husky fans that were asked if they have purchases item from the stadium because the rain. It is apparent that there may be a lack of items to help people when it’s raining and the items that could be used are too expensive. In responses to this need, I recommend, a pre-game discount coupon sent via email prior to the game, can be used towards Husky clothes and accessories that may protect fans from rainy and cold games. This could include Husky spirit merchandises such as tent canopy, towels, seat cushion, ponchos, umbrellas, hand warmers, ear warmers, gloves, hats etc. Offer these items inside the main entrance of the stadium for purchase at a discounted price for both adults and youth.

## **III. Low Pre-game Activities Turn-Out**

After conducting field studies and analyzing the results, I reported findings of low engaged in pre-game activities at the Rainer Vista lawn. However, after conducting my interviews, I found that people will opt out of partaking in pregame activities depending on the weather. Throughout the interviews, interviewees reported that weather was factor when deciding to participate in pre-game festivities. One of the interviewees expressed that “I have no desire to do any tailgating or outdoor activities if it could and rainy. It just does not sound like fun to me”. Another interviewee expressed, talked about on a rainy-day, activities maybe be indoors

rather than outdoors. These were some responses I received from interviewees when asked about the impact of the weather had on their engagement in pre-game activities. It is notable that there is a need for people to not be discouraged to participate in pre-game festivities. I recommend that there are indoor pre-game activities for fans.

## NEXT STEPS

Based on the results from this study, the next steps would be to send out surveys to gather data from a larger sample size. I want to gather quantitative data surrounding my interview results to verify that my recommendations are in areas that will fill a need for fans.

## REFLECTION

In the next field research study, I would like to have a larger sample size of participants. Have a variety of people from my inclusion criteria in order to gain various perspectives. What was surprising about the interview process is that people's responses to the interview questions are very different depending on their perspectives.

## APPENDIX I: PLANNING MATERIALS

### Interview Questions & Rationale

**1. What is your experience like at a Husky football game on a rainy day?**

- a. Approximately how many Husky football games have you been to this season?
- b. Where did you sit in the stadium?

*Rationale: These questions will give an idea if the participant is a first time or experienced attendee, where they have sat and weather their overall experience at a Husky game on a rainy day has been a positive or unpleasant one.*

**2. Typically, do you take part in pre-game activities?**

If yes;

- a. Do you take part in pre-game activities when it's raining?
- b. What is your experience with pregame activities on rainy days?
- c. Does the rain discourage you from partaking in pre-game activities?

*Rationale: I want more insight as to the view on attending pre-game activities or tailgating activities on a rain day. To determine if the weather discourages participation in such activities. This is important because pre-game activities should be a positive experience for fans no matter the weather conditions.*

**3. How do you commute to Husky Stadium on game day?**

- a. Tell me about your commuting experience to the Husky Stadium?
- b. How did you know how to commute to the game?
- c. Do you commute to the game differently when it raining vs when it's not?
- d. Do you commute differently going home?

*Rationale: I want a better understanding of how people commute to and from Husky Stadium. If the weather influence, there method of transportation and how the overall experience was traveling to Husky Stadium. These insights could potential help first-time attendees decide the best way of transportation to the game.*

**4. How do you prepare for a game that is rainy and cold?**

- a. What items do you bring?
- b. What do you wear?
- c. Are there items that you purchase at the stadium?
- d. Why do you think people wear clothes that show Husky spirit rather than weather appropriate clothes?
- e. How do you know what items are allowed inside Husky Stadium?

*Rationale: These questions are intended to provide insight into the logic behind people's choices and decisions. From these questions I hope to develop an understanding for how people decide what to bring and what to wear to game that will be wet and cold.*

**5. How do you stay warm and dry during the game?**

- a. Do you purchase items during the game to help keep you warm?
- b. Do you stay the entire game at your seats?
- c. Is there a way you can watch the game away from your seat?

*Rationale: This will help me understand how people attempt to stay warm during the game. Are there any resources inside the stadium that can be purchased to help with fans stay dry and warm? This is important to gain awareness of if there are resources for people or not.*

**6. Has the rainy weather kept you from enjoying the game?**

- a. Have you left early from the game due to the rainy and cold weather?
- b. Has the rainy weather been a safety concern to you?

*Rationale: These questions address people feelings about their enjoyment level of the game on a rainy day. This may require the participant to take a distinct attitude.*

**7. Do you have any recommendations of ways to improve the experience at Husky Stadium on a rainy game day?**

*Rationale: This question will give feedback on how the interviewee would like to see Husky Stadium help accommodate fans on rainy game days. This will provide inside to the desire, needs and wants of fans on game day.*

## APPENDIX II: INTERVIEW NOTES

### Transcribed Interview

Date: 11.2.19

Time: 12.35pm

Location: Cafe in Seattle

Duration: 27 minutes

**Q. What is your experience like at a Husky football game on a rainy day?**

**R.** Um let see ... um. My experience at Husky football game have been good. Usually I go with my friends. We have a good time. We do some partying before the game [laughing]. It really starts the game day off right.

-FUQ **Where do you party before the game?**

We usually party at one of my friend's house. They live close to the stadium and we take the bus to the stadium.

**Q. Approximately how many Husky football games have you been to this season?**

R. I have been to 3 games this season. I went to the USC game Hawaii game and the Oregon Duck game. That game was good game to be at. Out of the game I went to the Oregon duck game was the most exciting.

- **FUQ Where did you sit in the stadium?**

Huh ...[pause thinking] I sat in the dawg pack and upper level seats.

**Q. You mentioned that you do some pregame parting, do you take part in pre-game activities at the stadium ?**

R. I haven't this season but last season I did. I can remember it was fun and I met some people but ... after a few times I was ready to do something different. That's probably why I haven't gone back this season and me my friend some our own pregame activities

- **FUQ What do you do for pre-game activities when it's raining?**

So, usually we do some drinking and BBQ-ing. If it's raining that day [paused thinking] it doesn't really change anything. The only thing is maybe we don't BBQ. We may just cook something inside rather than outside. But it depends how bad its raining outside. Also, if we have already bought the food to BBQ I think we will just through on a jacket and use an umbrella and BBQ no mater the weather.

- **FUQ Does the rain discourage you from partaking in pre-game activities?**

No, not exactly. We just spend time inside the house. I would say though that if its nice on that day we may do some stuff outside. Like throw around a football.

**Q. How do you commute to Husky Stadium on game day?**

R. We commute by bus as a group to the stadium. So yeah.

- **FUQ Have you commute another way other than by bus?**

Yea. Yea I have. Just not this season but last season I did do the shuttle. I also did the Husky Sail-gating by Ivars . That was a lot of fun, I went with a family member and we got to have a breakfast or maybe it was more like brunch before the game. It dropped us off and right at the stadium. I remember it was really cold that day see me and my dad had to dress really warm. But yeah it dropped us off at right at the stadium. I have not really seen the stadium from that angke before so that was pretty cool. We saw the game and when the game was over we hoped back on the boat. Oh yeah and it offered dinner as well. I thought it was a pretty good deal for the price and it was pretty convenient.

- **FUQ Can you tell me about your experience commuting by bus Husky Stadium?**

Yea so for that we all... Its usually about 6 of us. Take the bus to the stadium. It works out pretty good. It not too crowded on the bus going there. We can all get a seat sitting down. We get out close to the stadium and walk not that

far to the stadium. There are not really any issues. We had to figure it out the first time but after that no problem. Yea no issues really.

- **FUQ How did you know how to commute to the game by bus or how did you know your options to get the game?**

I found out about how to take the bus, I really just looked online I have this app called One Bus Away. Have you heard of it? *[Me: Yes, I have, I use it too]* I just used the app to check the bus time and the bus number I need to take and that was it. Now I would like to mention that I have used this app many times before and I am familiar with some bus lines that go to UW.

- **FUQ Do you commute to the game differently when it's raining vs when it's not?**

No not really, we just take the bus no matter rain or shine really. We kind of suck it up and just try to dress right to make sure we don't get all wet. I don't think that we would drive and park at the stadium. It's just way too expensive and crowded. I think that we have a way that works for us and I don't think that we would change it because it's raining or cold or yea whatever the weather is

- **FUQ Do you commute differently going home from the game?**

After the game we go to the bus that will take us back to my buddy's house and then from there – I mean I park my car at his house and then I just drive back home from my friend's house.

**Q. How do you prepare for a game that is rainy and cold?**

R. I would say that I dress warm. I try to dress with lots and lots of layers. I also will wear a hat – a baseball hat or I do have a beanie, but I haven't worn that yet to the game. I usually wear double the socks or really thick socks the game if it's cold. I have gloves that's really important to have otherwise my hands would definitely freeze. I can remember *[laughing]* ...there was one game that I forgot them in my car at my friend's house. It was the worse. I couldn't go back and get them because we were already on the bus heading to the game. But yea I remember my hands were so cold that game. It was bad really bad. I tried to just keep my hands in my pocket but that only works so much. I remember *[laughing]* I got so desperate I was looking to buy new gloves at the stadium or looking for hand warmers to buy. I didn't find hand warmers, but gloves I saw, and they were just too pricey for me to buy. They were nice though; they were Husky gloves. So, I ended up just toughing through it for that game. I definitely remember that experience. I never forgot my gloves again. *[laughing]*

- **FUQ Have you ever forgot to bring something else to the game?**

No ....huh not that I can recall. I pretty sure I would remember if I did. I don't think so but I will think about it?

- **FUQ So I heard you mention gloves and hats and heavy clothing, besides that are there any other items that you bring to the game?**

I bring my wallet and some time I may bring a bottle of water or some snacks .. huh like chips or crackers to have. I have in the past brought a thermos of hot tea to have. But that was only one time. Hmm yes that all I can really think of off the

top of my head. Umm yea.... Does that answer your question? *[Yes, thank you it does]*

- **FUQ Are there items that you purchase at the stadium?**

I do some time purchase food at the stadium. I do try to avoid it. I don't really like the food at the stadium. It not terrible but it not that good either. I'm usually not hungry at the game because I usually eat at my friend's house. I try to bring some snacks to have during the game. Just in case[smiling]. Also, the food is a little expensive just for something so mediocre. Maybe one day they will bring better food inside the stadium. [laughing]

- **FUQ How do you know what items are allowed inside Husky Stadium?**

I can remember I looked on line one day a while back and I found a link that showed a list of all the items that are allowed the thing that are not allowed. This was helpful because my first few games I didn't know what I could bring inside the stadiums. So it was good to have that site that tells me clearly.

**Q. Why do you think people wear clothes that show Husky spirit rather than weather appropriate clothes?**

R. Yea I notice that sometimes. I not really sure. I suppose people really want to wear their Husky gear at the game. You know show their school spirit. And maybe they only have stuff like t-shirts and sweatshirts, or light jacket and it happens that this is not good for the weather if its raining outside. I think probably they would rather show their school spirt then be warm. It really doesn't seem right does it? *[ME: Yea, it doesn't make sense that people have to choose between being warm and dry and showing their school spirit.]* It must be very important to the fans. I personally try to dress for the weather if anything I may over dress sometimes when I wear a bunch of layers. But I would rather be warm and dry then wet and cold. I would not enjoy the game if I cold and wet. How would right? *[Me: Yea right[laughing]]* I mean if anything I usually wear a Husky hat for the game.

**Q. How do you stay warm and dry during the game if it's raining?**

R. Like I was saying before I wear layers. I have a heavy jacket. Gloves and hats and sometimes I will bring a thermos of hot tea.

- **FUQ Do you stay the entire game at your seats?**

Yea typically stay in my seat for the while game. Unless I need to use the restroom or if I need to answer my phone or something like that. But I wait to half time to leave my seat. I don't want to miss part of the game , especially if it's a close game. I don't want to miss any of it.

- **FUQ Have you, or would you leave your seat if it rainy heavily?**

Um.. it's hard to say.. [paused] I haven't yet. But if the game was not close or less exciting, I would probably leave my seat if it was rainy really hard and then come back to my seat after the rain has let up a bit. I guess if I was sitting in the high level I probably wouldn't have to worry about it so much because i think that part if cover pretty well.

- **FUQ Is there a way you can watch the game away from your seat?**



HUH ...I don't think so. Maybe if people watch from the phones. I would be convenient if there was a way to watch it away from your seats for a short time. Like if you are waiting in line for the concession food. Or if you wanted to warm up and didn't want to miss out on the game. I'm not sure what that might look like but I think people would definitely use it. I've gone with people that were very cold through the game and they just kind of had to tough it out till the end. I don't think that they really enjoyed themselves the whole time because they count wait to get warm. At the same time they probably should have been more prepared but it was there first game and I don't think they realized that they will be outside in the cold and rain for 3 to 4 hours. But I remember they were hiving for a good part of the game. I kind of felt bad.

**Q. Has the rainy weather kept you from enjoying the game?**

**R.** I mean not really. But if it rainy it does put a damper on everything.[laughing] I definitely wouldn't say that it kept me from enjoying the game, but I would rather it be nice. I would rather deal a little bit of rain then freezing cold weather. Usually if it cloudy and rainy it warmer then if its clear outside in the fall and winter months. But really either one id really unpleasant. But I think fans that have been to many games know the drill and know how to huh. survive[laughing] a game when where is not ideal.

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No not for me personally but I could see how I could be. I'm just thinking the walking areas the ramps could be wet or slick. The stairs going up to your seat

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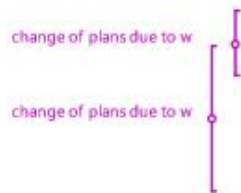
## APPENDIX III: IMAGES OF DATA ANALYSIS

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## APPENDIX III: THEAMATIC MAP

### High Level Questions

- What is the overall experience for fans at a Husky football game on a rainy day?
- Does the weather discourage fans from having a positive experience while at the game?
- How do people prepare for Husky games that are rainy?

