Intern Hackathon: Search

Presented and Prepared by Ayanna Shah, Alexandra Marum, Carúmey Stevens, Claire Robert, and Katy Tseng

August 8, 2025

The Team

Ayanna Shah
Office of the President

Alexandra Marum
Eng, Basketball

Claire Robert
Eng, Video

Carúmey Stevens
UX Research, Acquire

Katy Tseng
CX

A Case for a Better Search: User-Centered Justification

Using insights from users across functions at GC, it is clear that improving search is a need for many of our users, particularly newer users.
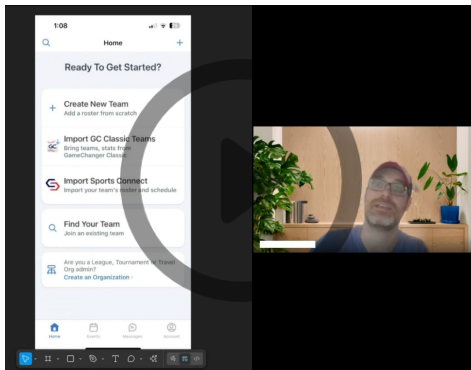
CX Data

"Team Search" consistently ranks #1 among non-subscription issues, by ticket volume.

*"GC is great, but the 'searching' could be better. I**t's hard to find teams** and sometimes **unless the team name is spelled 100% correct,** it won't come up."*

CX Ticket 5/25/25

Design & User Research

Data & Analytics

60% of Users With a Failed Search are Still Unassociated the Next Day, indicating **difficulty finding teams**.

Two Core Themes We Addressed

Personalization Through Location Integration

- **Working towards:** Greater user personalization

- **The Feature:** Auto-filter selecting user's current location

- **Impact:** Tailored search results based on geographic proximity
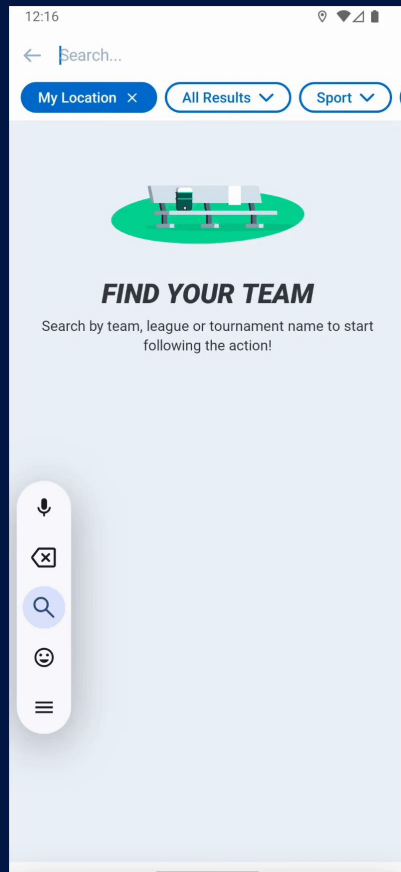
Clean Up Search Infrastructure

- **Working towards:** Better data foundation & integration

- **The Feature:** Organized sections (current year vs. past years)

- **Impact:** Reduced clutter and improved result relevance
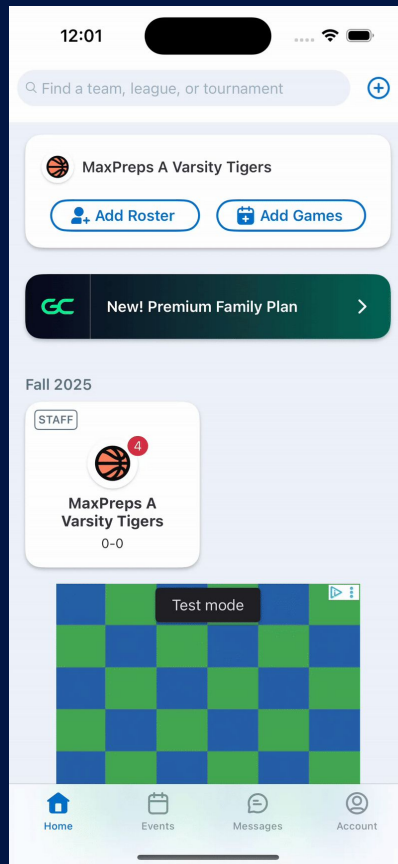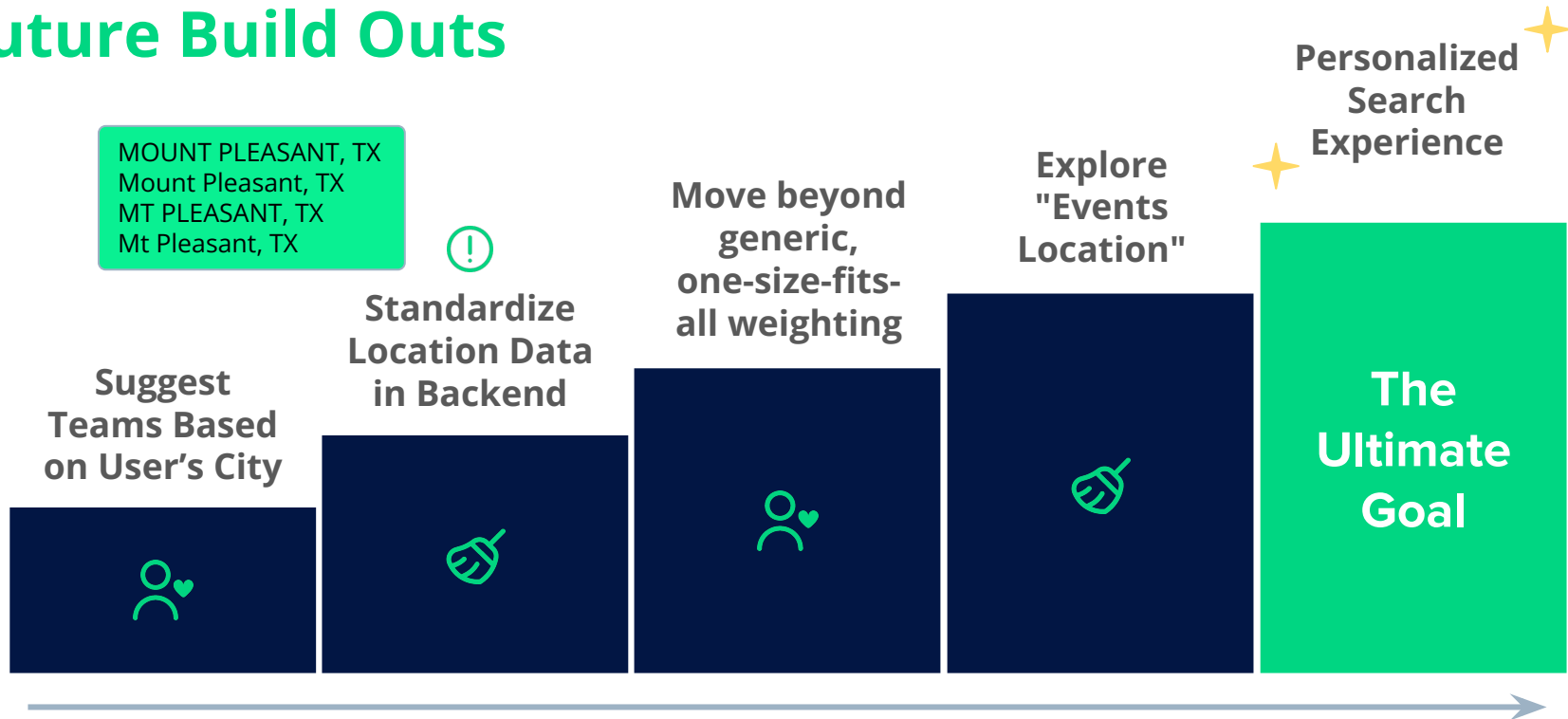
Demo

iOS by Alexandra

Android by Claire

12:16

Search...

My Location ✕   All Results ⌄   Sport ⌄

FIND YOUR TEAM

Search by team, league or tournament name to start
following the action!

12:01

Find a team, league, or tournament   ⊕

🏀 MaxPreps A Varsity Tigers

👤 Add Roster   📅 Add Games

GC   New! Premium Family Plan   ›

Fall 2025

STAFF   🏀 4

MaxPreps A
Varsity Tigers
0-0

Test mode

🏠 Home   📅 Events   💬 Messages   👤 Account

12:44

Search...

My Location ✕   All Results ⌄   Sport ⌄

FIND YOUR TEAM

Search by team, league or tournament name to start
following the action!

Future Build Outs

MOUNT PLEASANT, TX
Mount Pleasant, TX
MT PLEASANT, TX
Mt Pleasant, TX

Suggest Teams Based on User's City

Standardize Location Data in Backend

Move beyond generic, one-size-fits-all weighting

Explore "Events Location"

Personalized Search Experience

The Ultimate Goal

Thanks!

Dig Deeper Into The Data

CX Insights   🔗 Search Improvement Analysis

User Research   🔗 Users Who Don't Join a Team