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Intern Hackathon: Search

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Final Presentation Slides: Here

UX Research: 🧢 Search by coach's name to get to team

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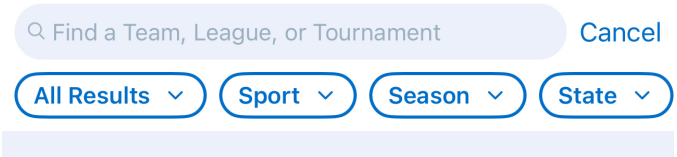
#1 Defining the Problem & Validating with Data

Problem Statement: Search Engine Needs Improvement

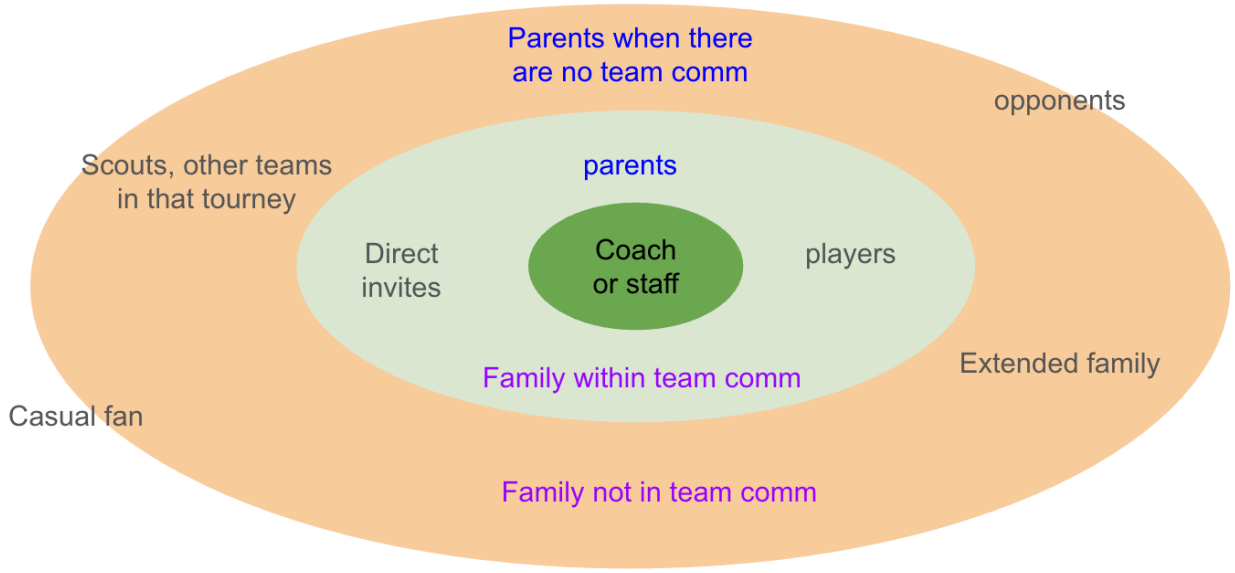


Core Issue

- Search functionality is optimized for users with complete information.

- Not taking into account real-world scenarios where users only *know partial team name/location & don't know coach/staff information*

- The current search function caters to those lying in the green circle. These are the people that are in the loop & up to date with information about the team. Orange zone users risk the chance of having to try multiple times or even never finding their desired team



- We are missing the opportunity to personalize the search experience!
  - The search "ranking" is the same for all of our 9M+ active users
  - In today's hyper-personalized digital world, leveraging users' activity data *we already have* to help locate relevant teams *should be the baseline, not a nice-to-have*

User Groups Impacted

- Every user who doesn't get invited to a team directly
- The 2025 (search by coach) improvement are *upgrades for user groups in the green bubble.* It *still* requires user to know the coach's name, *still* assumes that users *have access* to team information

Hear From Our Users

CX Tickets

Search Bar struggles to return the right result without knowing complete names

> GC is great, but the 'searching' could be better. It's hard to find teams and sometimes unless the team name is spelled 100% correct, it may not come up. {CX Ticket 5/25/25}

The existing Filter is not robust, not even working properly?

- 🤦‍♂️ "Season" Filter: returns outdated, irrelevant results, *with or without it*

> Is it possible to fix your filters so that when you select a specific season (say Fall 2016), ONLY the teams meeting that criteria will be listed? Just now, I added a filter for the sport (baseball), season (Fall 2016), state (AZ), and city (Mesa), but am getting a hundred teams that don't belong (like a Spring 2023 baseball team in Gilbert, AZ). {CX Ticket 5/6/25}

  - Even if user knows the full team name for a team that plays across multiple seasons, current Summer results get mixed with outdated seasons or future season results

- 🤦‍♂️ "Organization" Filter: Cluttered results
  - Large high competition level organizations have multiple age levels, 2+ teams within each age level, showcase teams, etc.
  - Produce cluttered results mixing current and outdated seasons

Irrelevant Results - Even for searches that spells the team name 100%

- Full team name searches without location context return unfocused, irrelevant results
- If a Louisiana-based user only knows a local team's team name (Rec All Star War 14u), it's highly possible that the top results are from random, irrelevant states... Arizona, Colorado, etc... {CX Ticket 8/1/25}

- *The user can use filter to narrow down their team... but why would we want users to filter when we can just optimize? It's just better to make it as seamless as possible...*

User Research

Interview (Link)

This user interview is a direct glimpse into users experience and mental models thinking about searching teams. Users find it “impossible,” “there are probably a million baseball teams using this,” “I do not know that I would use any of that” “clicking on find your team seems like a lot of time and frustration”

User research shows there is a clear opportunity to reduce friction in the team search experience, and in turn, increase users likelihood of associating with a team.

Data & Analytics

Another reason improving search is a present and important problem to solve is that it is a barrier to enabling new users to associate with teams, which is a key success metric in the User Acquisition and Acquire space, specifically:

> "**About 50%** of those users are still not associated with a team the next day, indicating difficulty finding their teams. The % of users that remain unassociated increases to 60% when looking at unassociated users with failed searches. Users that struggle to find their team are likely one of the leading causes of high unassociation rates”

More Frontend behavior data from the CX lens (users accessing Help center vs. not)

#2 Our Solution

Demo Slides

Two Core Theme to Improve Search

Hackathon Scope

What we added:

- Location: Location logic figma
- Put old seasons into a "archive team" section, away from top results.
- Priority Sports & Sort season in descending

Resources

- Previous Improvements on Search
  - 2024, Adding the Filters
    - 🔎 Improved search + add search to web
    - 🧲 Improved Search: Phase 1 Tech Spec
  - 2025, Search by coach's name
    - 🧢 Search by coach's name to get to team
    - Slack message (from Feb 2025)
- Team Search Feature Requests (2025 Year to Date)
- Current Search Ownerships (WOW)

    - User Acquisition team: Team search
    - Activators team: Opponent search
- ElasticSearch weights

> From 2025's improvement doc 🧢 Search by coach's name to get to team