ASA APP (User Experience Research)

The problem:

I play soccer for a non-profit club called Alexandria Soccer Association (ASA). We are a huge club with over 7000 members spanning youth teams to adult teams (not including parents). Over the summer league I noticed that there was a strong fan base for the club as a whole but the problem was there was no way for these fans to know exactly who was playing as well as the when and where. Questions: Why isn't there much of the fanbase at most games? What can be done to change this?

Answer: I asked some members of the community, mostly parents, that they are obviously very committed to the organization so why they do not show up for other events that their kids are not directly participating in and majority said they just do not know about these other events. 'We would show up if we knew about them, our Saturdays are mostly free'. One parent said.

The Hypothesis:

Why not create an application for the club that has all the features the existing website has but also includes the fixtures and news on the different teams in the organization. That solves the problem of fans not knowing game-day information but not only that, it provides easy access to club features such as the option to donate, and additional features such as the option to volunteer to bring various items to the game and have interactions with other attendees as well as players. This will make people feel closer to the organization as a whole and will increase the fanbase at various games since all the information they need is just an app away.

The Research and "Behind the Scenes"

I created a survey that was sent out to the ASA Community. The goal of this survey was to find out what members of the community (players, coaches, volunteers, and parents) thought about a mobile application that could serve as a central hub for all information regarding to the organization. Other parts of the survey asked their current source of information, their role in the community and whether they would be open to such an application and if so why and if not why. The results of this survey are only step one in the process of ensuring that the basic needs and wants of the user are met.

Testing

The testing phase was done with some assistance from members of the organization. I showed up with the wireframe and asked them to complete any task they wanted to. With this testing I gained more information about what users want to see and why they want a specific function to be present. With this feedback I ultimately changed some aspects of the design to accommodate the needs of the majority of users. Simplicity and imagery being two key factors I had to integrate.

Final Product.

With all the information gathered, updates and re-testing. I finally achieved the right approval ratio and concluded the design of this application. (Will be presented to the organization).

Thank you for coming along this ride. Now the interface!