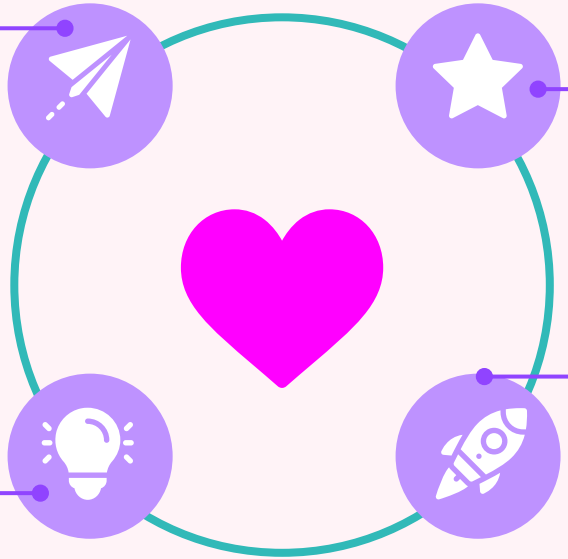
SPORTY GIRLS, INC.

Non-Profit Desktop and Mobile Design

Our Team



Asherah Allen
UX/UI Designer,
Professional Swimmer

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UX/UI Designer,
Cat Extraordinaire

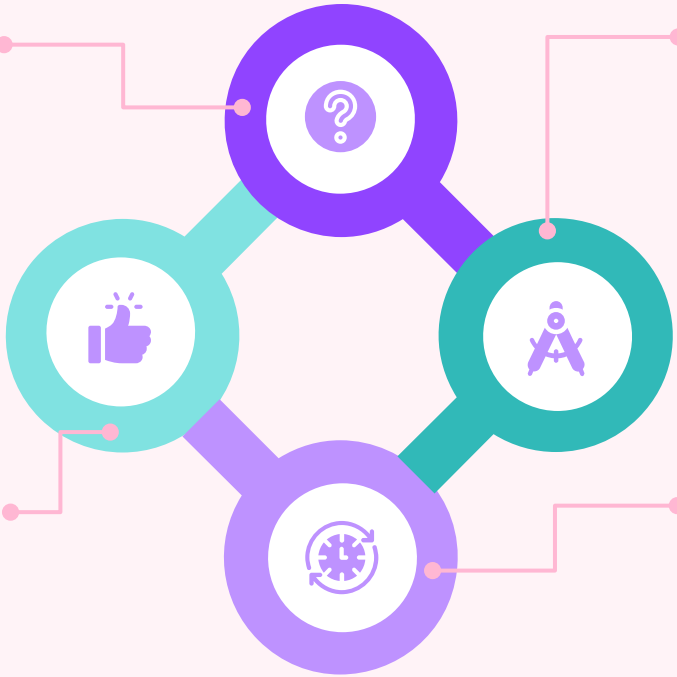
Tyler Runyon
UX/UI Designer,
Head Culinarian

Udee Onyioha
UX/UI Designer,
True Historian

Project Overview

The Problem

Both parents and volunteers need clear scheduling information and easy sign-up, but we have observed that Sporty Girls does not provide either an updated schedule in an easy-to-use format or clear calls to action.



Tools

Figma, Adobe XD, Miro, StoryboardThat, Invision

The Solution

The new Sporty Girls website includes parent and volunteer portals with tailored scheduling information, as well clear application processes without needing to email someone.

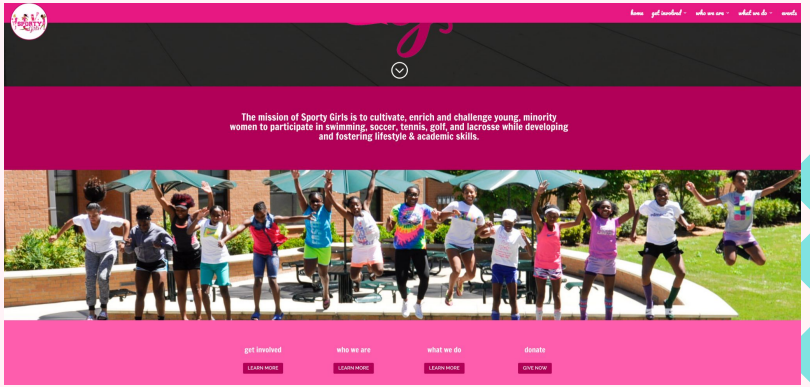
Timeline

3 weeks

Organization

Sporty Girls, Inc.

The mission of Sporty Girls is to cultivate, enrich, and challenge young, minority women to participate in swimming, soccer, tennis, golf, and lacrosse, while developing and fostering lifestyle & academic skills.

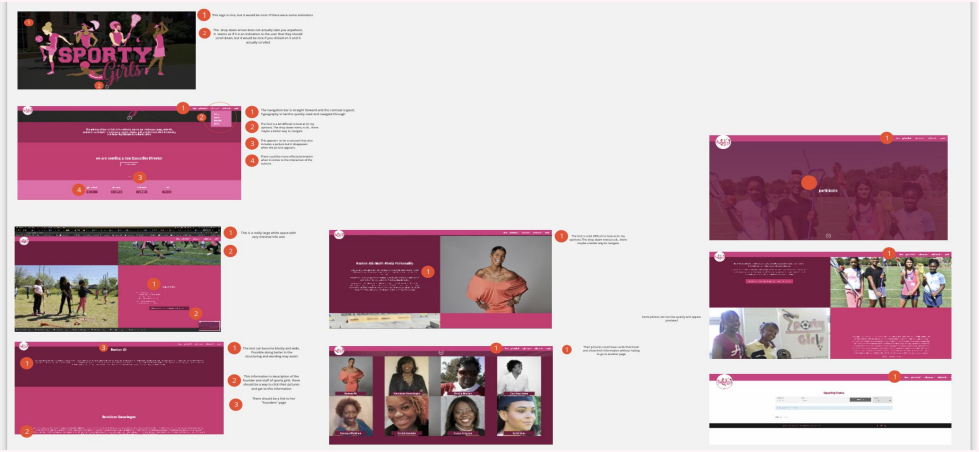


Heuristic Analysis

Full heuristic analysis can be found **here**

Key Findings:

- No information on programs or volunteer opportunities, need to email is barrier to entry
- Broken navigation: dead ends and disappearing menu
- Confusing down arrow scrolls to top of page



User Insight

Parent User Insight

Parents with girls in sports programs who pick up and drop off their children need scheduling information to help manage their time.

Volunteer User Insight

Graduate students who volunteer to boost their resumes need clear and easy ways to sign up, schedule, and manage their volunteer roles and time.

Problem Statement

Parent Problem Statement

Parents need clear and accessible scheduling information, but we have observed that Sporty Girls does not provide an updated schedule in an easy-to-use format.

Volunteer Problem Statement

Volunteers need easily visible and accessible ways to sign up for and manage their volunteer roles and time, but we have observed that Sporty Girls does not have member portal for volunteers.

User Research

Parent- UX Hypothesis

We believe adding a clear way to view event/practice schedules will help parents manage their children's and their own schedules more easily.

Volunteer- UX Hypothesis

We believe adding a volunteer portal will help volunteers manage their roles and time more easily.

Value Propositions

Parent

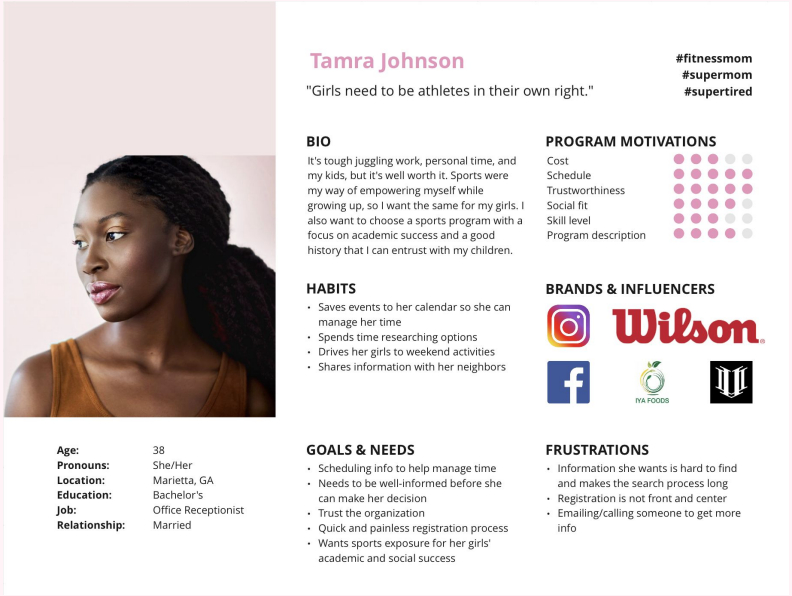
Sporty Girls Inc. delivers athletic accessibility for young, minority women while streamlining the registration and scheduling process.

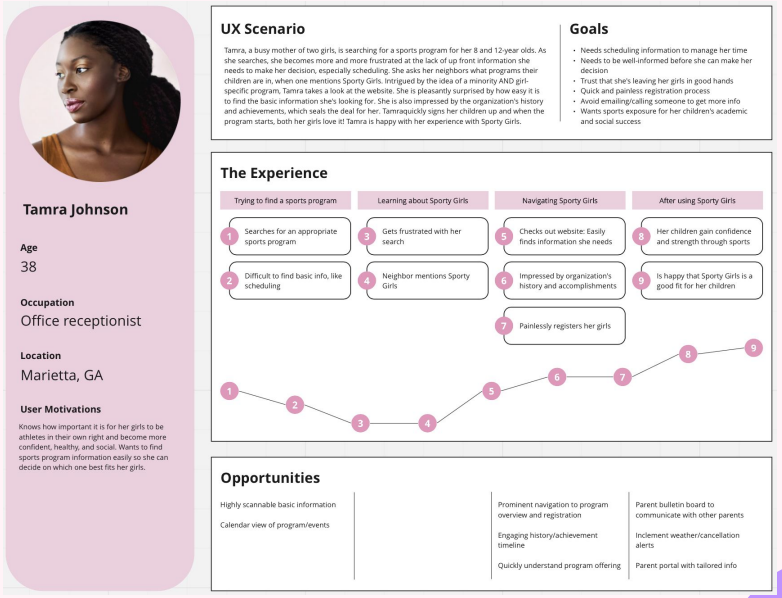
Volunteer

Sporty Girls Inc. simplifies your volunteer application and experience, so you can spend more time impacting and developing young, minority women’s lives.

User Persona + Journey: Parent

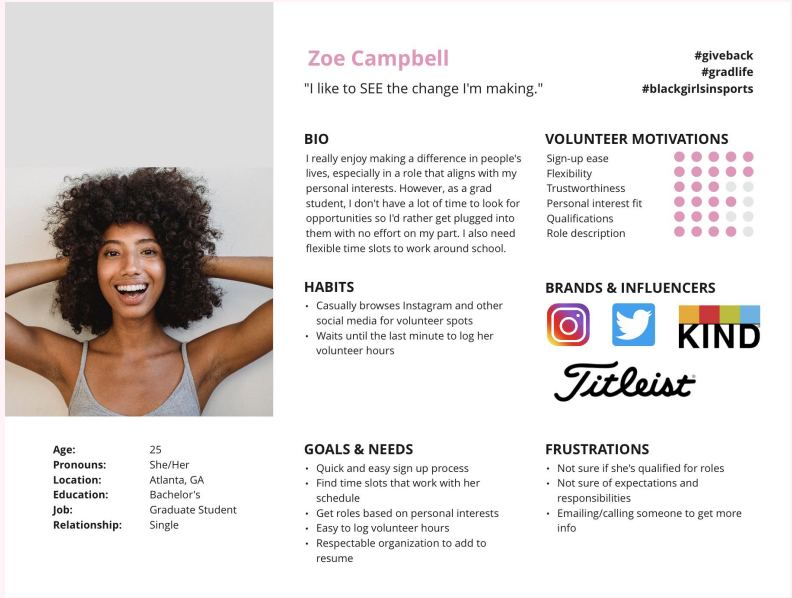
Full user persona and journey map can be found [here]

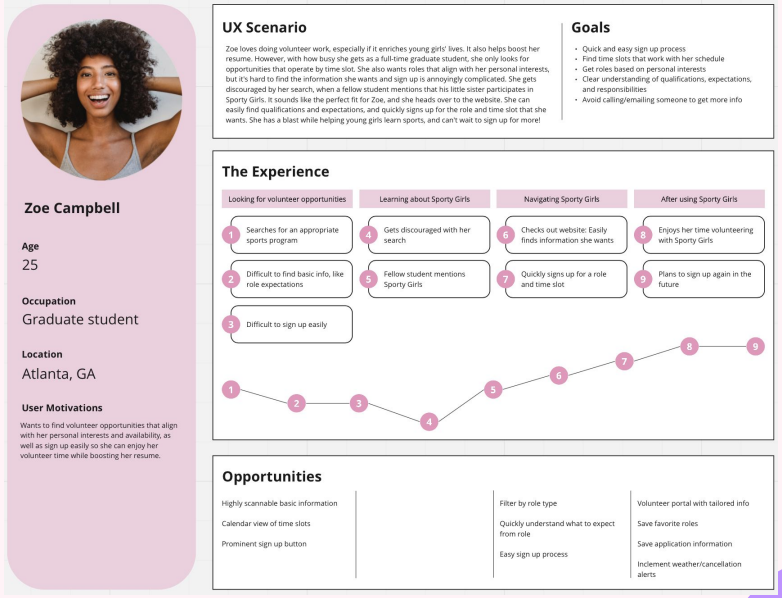




User Persona + Journey: Volunteer

Full user persona and journey map can be found [here]





Storyboards

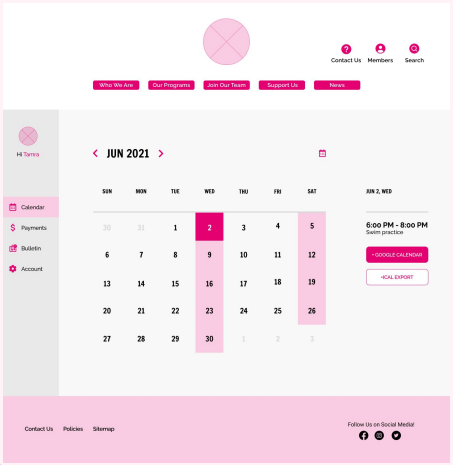
Full storyboards can be found [here]

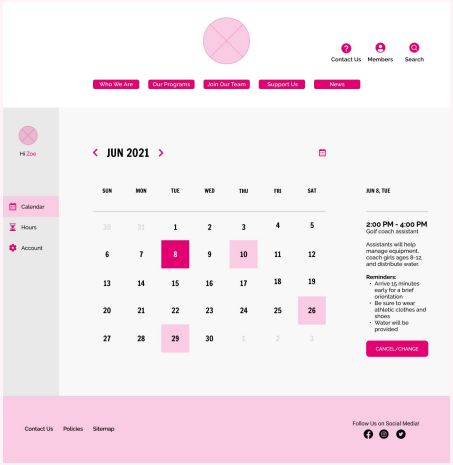
Parent Storyboard

Volunteer Storyboard

Lo-fi Prototype

Clickable desktop prototype can be found here, mobile prototype can be found here



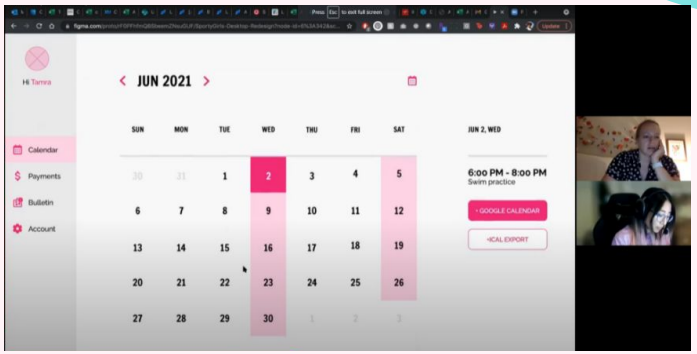


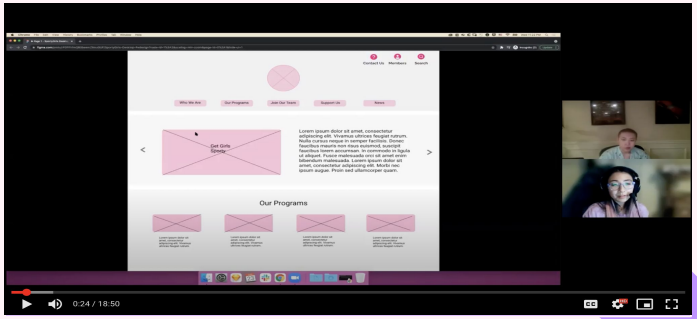
Lo-fi Usability Testing

Test recordings/notes can be found **here**

Key Findings:

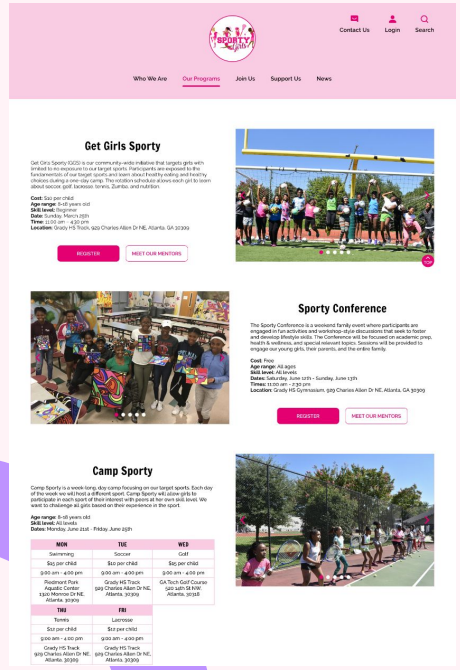
- Info that was most important to users assuming the role of parent were: cost, time commitment, program offerings, testimonials, staff credentials, and photos
- Info that was most important to users assuming the role of volunteer were: time commitment, eligibility, role expectations, and the application process
- "Join Our Team" was a confusing title, could be for either participants or volunteers
- Users needed better event info at a glance from the portal calendar

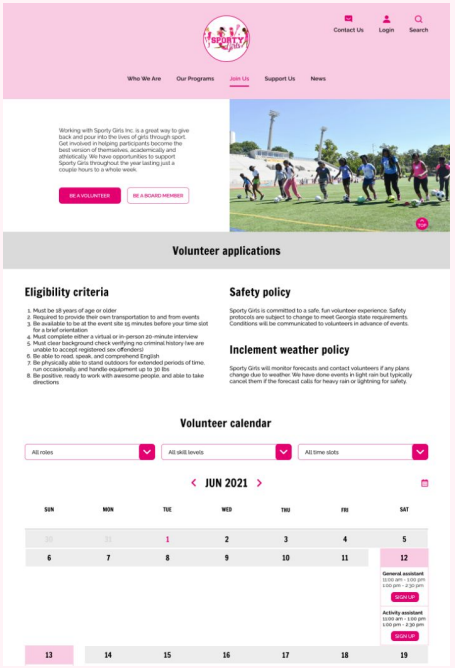


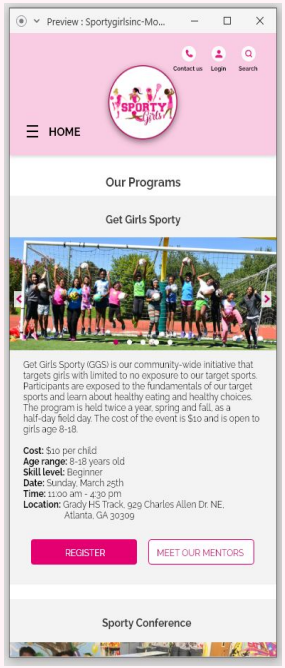


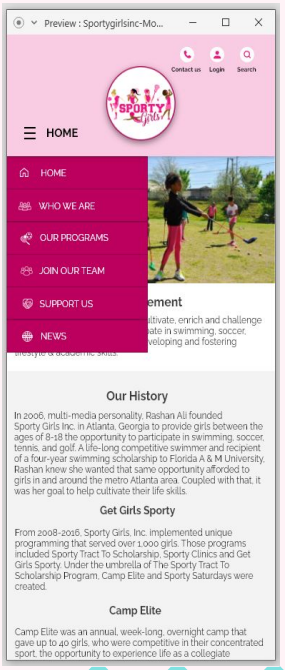
Mid-Fi Prototype

Clickable desktop prototype can be found here, mobile prototype can be found here







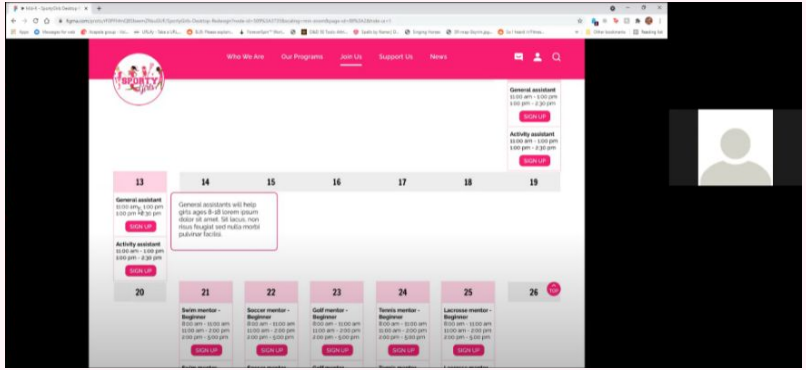


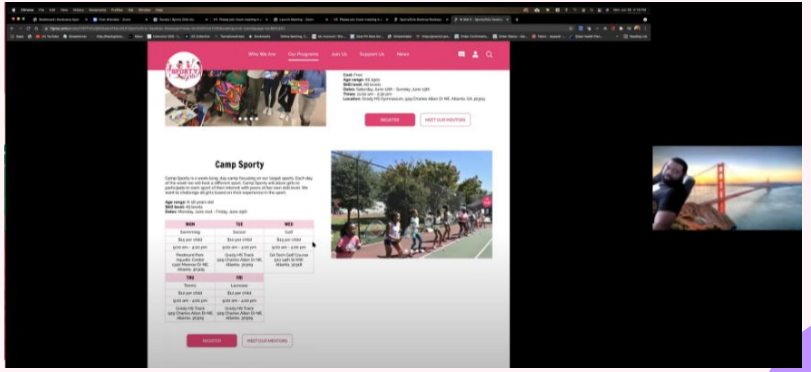
Mid-fi Usability Testing

Test recordings/notes can be found **here**

Key Findings:

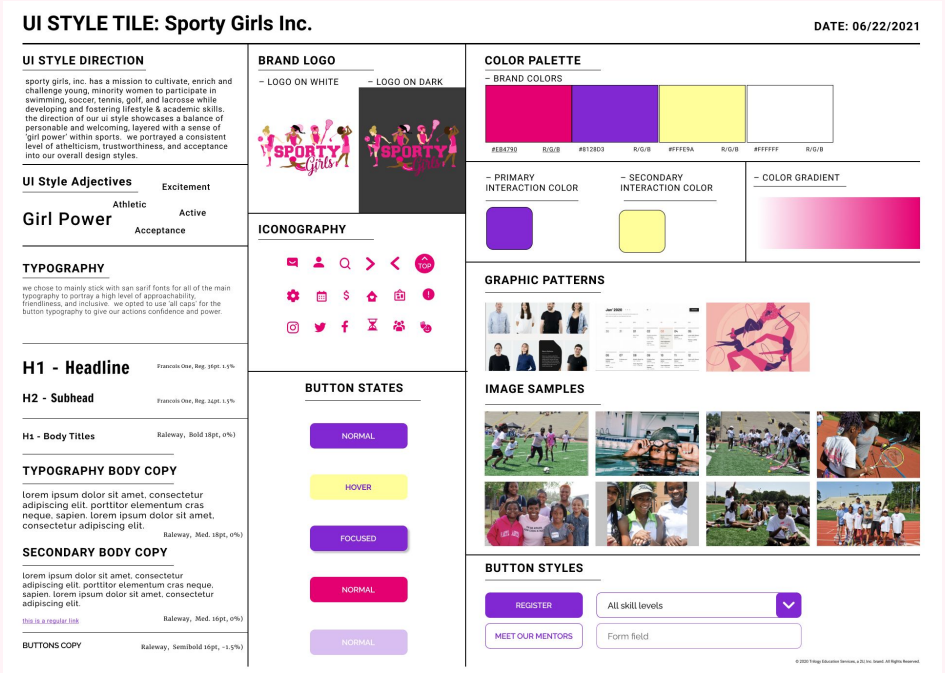
- The jump from full to collapsed header was distracting/confusing
- It wasn't always clear that "Our Programs" was meant for participants and "Join Us" was meant for volunteers





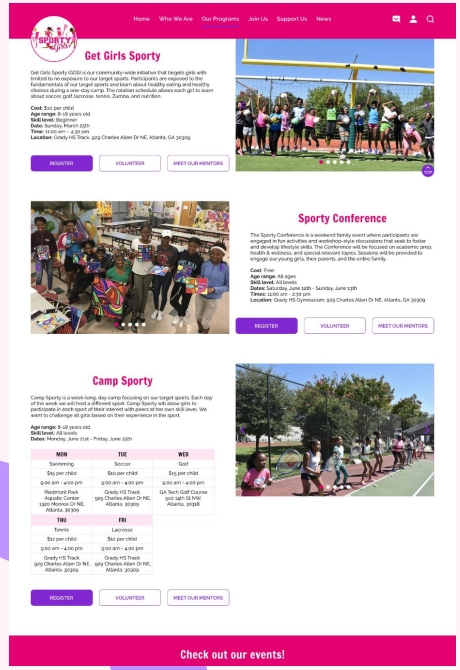
UI Style Tile

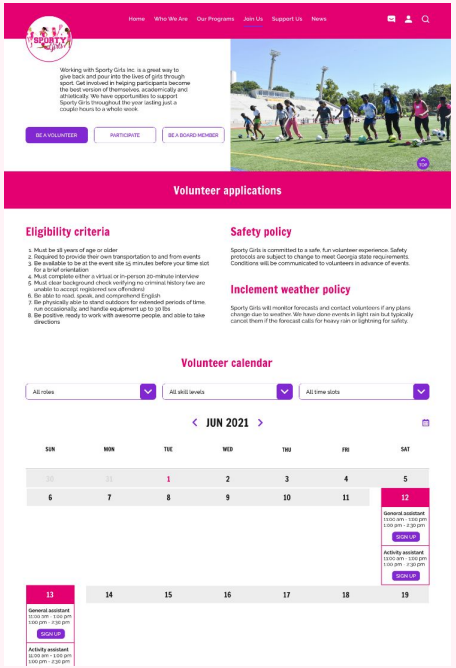
Full Style Tile can be found [here]

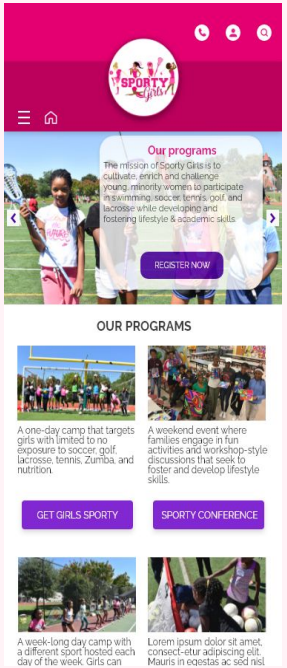


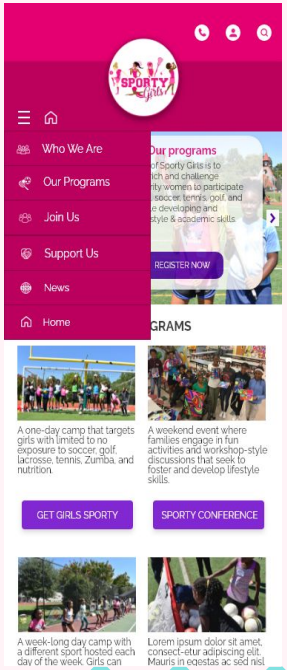
Hi-Fi Prototype

Clickable desktop prototype can be found here, mobile prototype can be found here









Looking Ahead

Here are a few “next” steps, as we look forward to the success of Sporty Girls, Inc.

- We would like to do further testing on the high-fidelity prototypes targeting the registration process and interactions within the portals.
- Work with the founder to best maximize the interaction between the website/mobile and their social media platforms.
- Investigate and research into more user personas that may not naturally fit a parent or volunteer.

“Every woman’s success should be an inspiration to another. We are stronger when we cheer each other on”

—Serena Williams

Thanks!

We look forward to impacting Sporty Girls, Inc., so that they can impact young, minority women.

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