



SPORTY GIRLS, INC.

Non-Profit Desktop and Mobile Design

Our Team

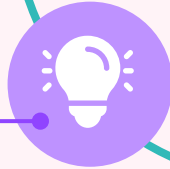
Asherah Allen
UX/UI Designer,
Professional Swimmer



Christa Lee
UX/UI Designer,
Cat Extraordinaire



Tyler Runyon
UX/UI Designer,
Head Culinarian



Udee Onyioha
UX/UI Designer,
True Historian



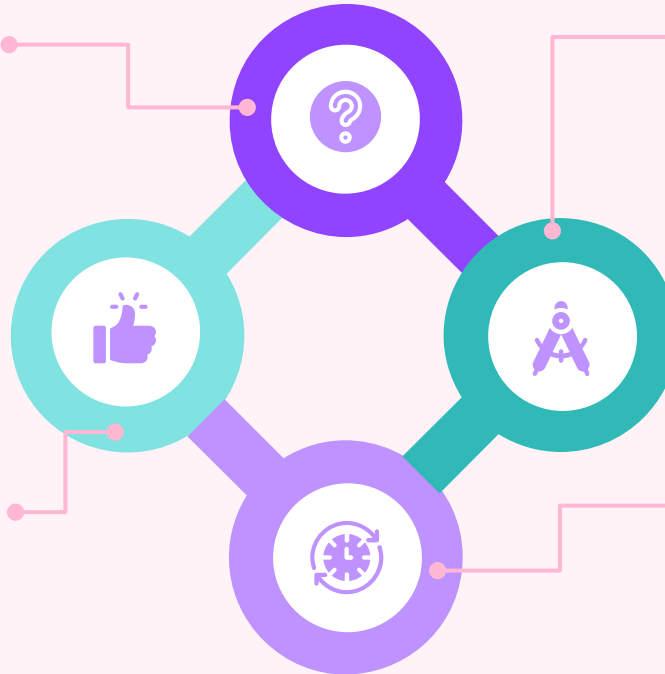
Project Overview

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.

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.



Tools

Figma, Adobe XD, Miro, StoryboardThat, Invision

Timeline

3 weeks

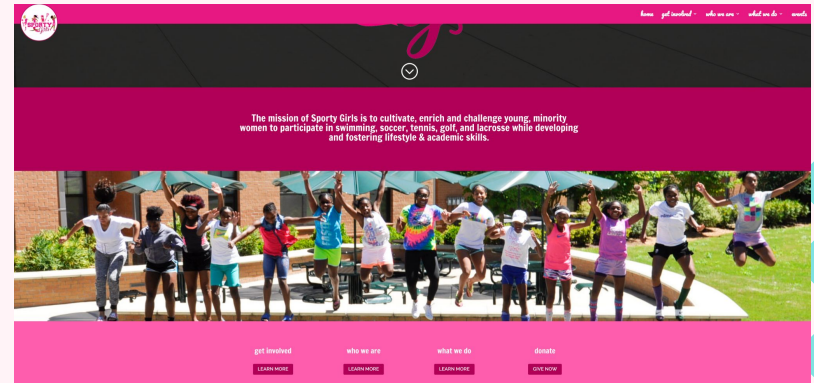


Organization



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.

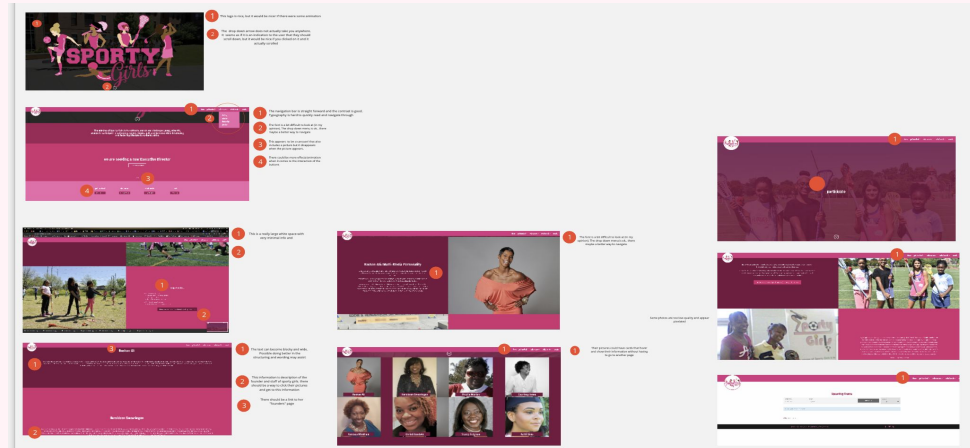


Heuristic Analysis

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](#)



Tamra Johnson

"Girls need to be athletes in their own right."

#fitnessmom
#supermom
#spupertired

BIO
It's tough juggling work, personal time, and my kids, but it's well worth it. Sports were my way of empowering myself while growing up, so I want the same for my girls. I also want to choose a sports program with a focus on academic success and a good history that I can entrust with my children.


HABITS

- Saves events to her calendar so she can manage her time
- Spends time researching options
- Drives her girls to weekend activities
- Shares information with her neighbors

PROGRAM MOTIVATIONS

- Cost
- Schedule
- Trustworthiness
- Social fit
- Skill level
- Program description

BRANDS & INFLUENCERS




GOALS & NEEDS

- Scheduling info to help manage time
- Needs to be well-informed before she can make her decision
- Trust the organization
- Quick and painless registration process
- Wants sports exposure for her girls' academic and social success

FRUSTRATIONS

- Information she wants is hard to find and makes the search process long
- Registration is not front and center
- Emailing/calling someone to get more info

Age: 38
Pronouns: She/Her
Location: Marietta, GA
Education: Bachelor's
Job: Office Receptionist
Relationship: Married



Tamra Johnson

Age
38

Occupation
Office receptionist

Location
Marietta, GA

User Motivations
Knows how important it is for her girls to be athletes in their own right and become more confident, healthy, and social. Wants to find sports program information easily so she can decide on which one best fits her girls.

UX Scenario

Tamra, a busy mother of two girls, is searching for a sports program for her 8 and 12-year olds. As she searches, she becomes more and more frustrated at the lack of up front information she needs to make her decision, especially scheduling. She asks her neighbors what programs their children are in when one mentions Sporty Girls. Intrigued by the idea of a non-AND girls-specific program, Tamra takes a look at the website. She is pleasantly surprised by how easy it is to find the basic information she's looking for. She is also impressed by the organization's history and achievements, which seals the deal for her. Tamra quickly signs her children up and when the program starts, both her girls love it! Tamra is happy with her experience with Sporty Girls.

Goals

- Needs scheduling information to manage her time
- Needs to be well-informed before she can make her decision
- Trust that she's leaving her girls in good hands
- Quick and painless registration process
- Avoid emailing/calling someone to get more info
- Wants sports exposure for her children's academic and social success

The Experience


Trying to find a sports program	Learning about Sporty Girls	Navigating Sporty Girls	After using Sporty Girls
1 Searches for an appropriate sports program	3 Gets frustrated with her search	5 Checks out website. Easily finds information she needs	8 Her children gain confidence and strength through sports
2 Difficult to find basic info, like scheduling	4 Neighbor mentions Sporty Girls	6 Impressed by organization's history and accomplishments	9 Is happy that Sporty Girls is a good fit for her children
		7 Painlessly registers her girls	

Opportunities

Highly scannable basic information	Prominent navigation to program overview and registration	Parent bulletin board to communicate with other parents
Calendar view of program/events	Engaging history/achievement timeline	Implement weather/cancellation alerts
	Quickly understand program offering	Parent portal with tailored info

User Persona + Journey: Volunteer

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



Zoe Campbell
"I like to SEE the change I'm making."

BIO
I really enjoy making a difference in people's lives, especially in a role that aligns with my personal interests. However, as a grad student, I don't have a lot of time to look for opportunities so I'd rather get plugged into them with no effort on my part. I also need flexible time slots to work around school.

HABITS

- Casually browses Instagram and other social media for volunteer spots
- Waits until the last minute to log her volunteer hours


GOALS & NEEDS

- Quick and easy sign up process
- Find time slots that work with her schedule
- Get roles based on personal interests
- Easy to log volunteer hours
- Respectable organization to add to resume

VOLUNTEER MOTIVATIONS

- Sign-up ease
- Flexibility
- Trustworthiness
- Personal interest fit
- Qualifications
- Role description


BRANDS & INFLUENCERS



FRUSTRATIONS

- Not sure if she's qualified for roles
- Not sure of expectations and responsibilities
- Emailing/calling someone to get more info

#giveback
#gradlife
#blackgirlsinsports



Zoe Campbell
Age 25
Occupation Graduate student
Location Atlanta, GA
User Motivations Wants to find volunteer opportunities that align with her personal interests and availability, as well as sign up easily so she can enjoy her volunteer time while boosting her resume.

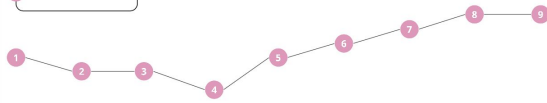
UX Scenario
Zoe loves doing volunteer work, especially if it enriches young girls' lives. It also helps boost her resume. However, with how busy she gets as a full-time graduate student, she only looks for opportunities that operate by time slot. She also wants roles that align with her personal interests, but it's hard to find the information she wants and sign up is annoyingly complicated. She gets discouraged by her search, when a fellow student mentions that his little sister participates in Sparty Girls. It sounds like the perfect fit for Zoe, and she heads over to the website. She can easily find qualifications and expectations, and quickly signs up for the role and time slot that she wants. She has a blast while helping young girls learn sports, and can't wait to sign up for more!

Goals

- Quick and easy sign up process
- Find time slots that work with her schedule
- Get roles based on personal interests
- Clear understanding of qualifications, expectations, and responsibilities
- Avoid calling/emailing someone to get more info

The Experience

Looking for volunteer opportunities	Learning about Sparty Girls	Navigating Sparty Girls	After using Sparty Girls
1 Searches for an appropriate sports program	4 Gets discouraged with her search	6 Checks out website: Easily finds information she wants	8 Enjoys her time volunteering with Sparty Girls
2 Difficult to find basic info, like role expectations	5 Fellow student mentions Sparty Girls	7 Quickly signs up for a role and time slot	9 Plans to sign up again in the future
3 Difficult to sign up easily			



Opportunities

Highly scannable basic information	Filter by role type	Volunteer portal with tailored info
Calendar view of time slots	Quickly understand what to expect from role	Save favorite roles
Prominent sign up button	Easy sign up process	Save application information
		Implement weather/cancellation alerts

Storyboards

Full storyboards can be found [here](#)

Parent Storyboard

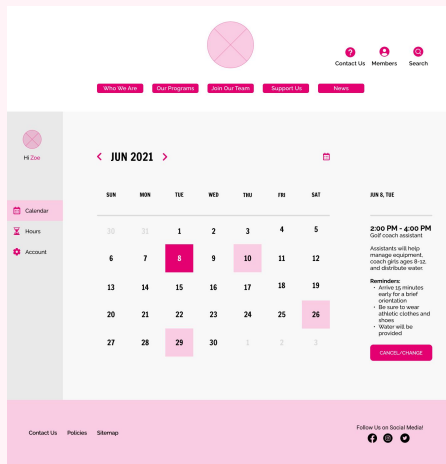
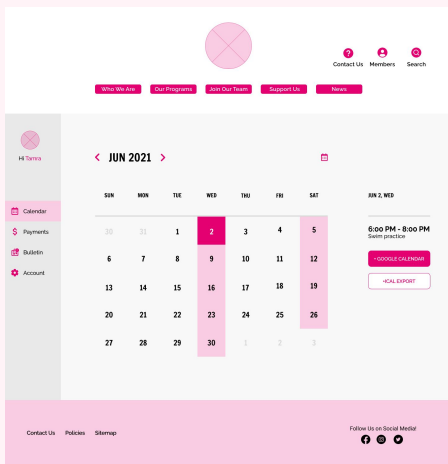
<p>Simply Difficult</p>	<p>Neighborhood Vibes</p>	<p>Research, Research, Research...</p>
<p>Tamra is taking time out of her busy schedule to collect information and find an appropriate sports program for her girls. Finding adequate information is becoming so difficult and tedious.</p>	<p>That evening and after hearing about all the frustration, Tamra's friend mentioned to check out Sparty Girls Inc. Tamra became motivated to check it out herself.</p>	<p>Tamra took her friend's recommendation and decided to research Sparty Girls, Inc. She warmed up quickly to them, as they really seemed to be trustworthy, upfront, and impactful.</p>
<p>Easy Peasy</p>	<p>To the Point</p>	<p>On Repeat</p>
<p>After little effort and time, Tamra was able to easily fill out a self-registration form. This saved her stress, and bought her extra time to ensure her daughters were well prepared for their opening events.</p>	<p>Tamra was able to sit back and enjoy her girls prosper.</p>	<p>Tamra's first day experiencing Sparty Girls Inc. is not even over yet, and she already knows there will be many more days like today. She is checking the schedule now.</p>

Volunteer Storyboard

<p>I'm trying to help you though!</p>	<p>Gossip</p>	<p>Research Made Easy</p>
<p>Zoe is trying to find an opportunity to volunteer with, but she is having a tough time finding easy information on expectations and volunteer opportunities within various organizations.</p>	<p>After expressing her frustrations from the day before, Zoe's friend mentioned Sparty Girls as a place to look into.</p>	<p>Once Zoe got home from school, she decided to look into Sparty Girls. She was pleased with her experience on their website.</p>
<p>Sweet Dreams</p>	<p>Love All</p>	<p>Let's Do That Again</p>
<p>Zoe felt relieved as she called it a night. She was signed up and ready to make an impact helping young, minority girls.</p>	<p>The next day, Zoe knew exactly what to do and where to be. This allowed for real, quality time with the girls. Just like it should be.</p>	<p>Zoe got home from her amazing day on the tennis courts. She cannot wait to find more opportunities within Sparty Girls.</p>

Lo-fi Prototype

Clickable desktop prototype can be found [here](#), mobile prototype can be found [here](#)

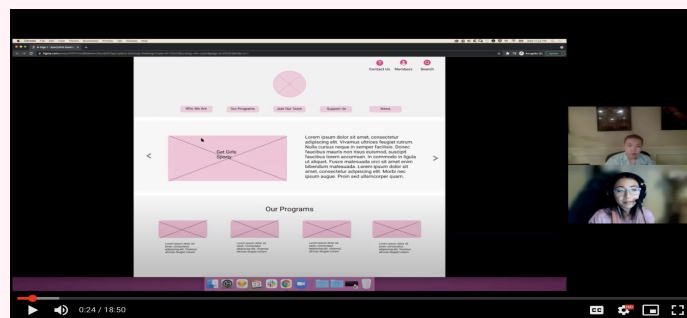
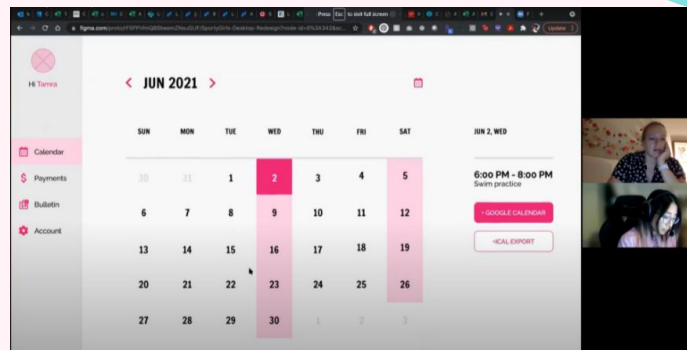


Lo-fi Usability Testing

Test recordings/notes can be found [here](#)

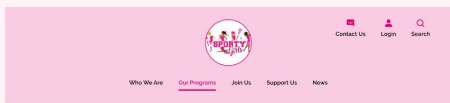
Key Findings:

- 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](#)



Get Girls Sporty

Get Girls Sporty (GGS) is our community-wide initiative that targets girls with limited access to sports and teaches them the fundamentals of our target sports and how they fit into a healthy and active lifestyle. The program is designed to provide girls with the opportunity to learn the fundamentals of our target sports and how they fit into a healthy and active lifestyle. The program is designed to provide girls with the opportunity to learn the fundamentals of our target sports and how they fit into a healthy and active lifestyle.

Cost: \$50 per child
 Age range: 8-18 years old
 Skill level: Beginner
 Date: Sunday, March 25th
 Time: 11:00 am - 4:30 pm
 Location: Grady HS Track, 839 Charles Allen Dr NE, Atlanta, GA 30309

REGISTER MEET OUR MENTORS



Sports Conference

The Sports Conference is a weekend event where participants are encouraged to participate in various sports activities, including swimming, soccer, tennis, and golf. The conference will be held at the Atlanta-Fulton County Stadium. The conference will be held at the Atlanta-Fulton County Stadium. The conference will be held at the Atlanta-Fulton County Stadium.

Cost: \$50 per child
 Age range: 8-18 years old
 Skill level: Beginner
 Date: Saturday, June 12th - Sunday, June 13th
 Time: 10:00 am - 5:00 pm
 Location: Grady HS Gymnasium, 839 Charles Allen Dr NE, Atlanta, GA 30309

REGISTER MEET OUR MENTORS

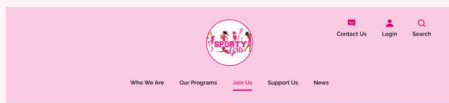


Camp Sporty

Camp Sporty is a week-long, intensive program for our target sports. Each day of the week we will have a different sport. Camp Sporty will allow girls to participate in a variety of sports activities and learn the fundamentals of our target sports. The program is designed to provide girls with the opportunity to learn the fundamentals of our target sports and how they fit into a healthy and active lifestyle.

Age range: 8-18 years old
 Date: Monday, June 22nd - Friday, June 26th

MON	TUE	WED
Swimming	Soccer	Golf
\$50 per child	\$50 per child	\$50 per child
8:00 am - 4:00 pm	8:00 am - 4:00 pm	8:00 am - 4:00 pm
Support Us	Support Us	Support Us
839 Charles Allen Dr NE, Atlanta 30309	839 Charles Allen Dr NE, Atlanta 30309	839 Charles Allen Dr NE, Atlanta 30309
THU	FRI	
Tennis	Lacrosse	
\$50 per child	\$50 per child	
8:00 am - 4:00 pm	8:00 am - 4:00 pm	
Support Us	Support Us	
839 Charles Allen Dr NE, Atlanta 30309	839 Charles Allen Dr NE, Atlanta 30309	



Working with Sparty Girls Inc. is a great way to give back and spend time with the girls of your neighborhood. Our mission is to provide girls with the opportunity to learn the fundamentals of our target sports and how they fit into a healthy and active lifestyle. The program is designed to provide girls with the opportunity to learn the fundamentals of our target sports and how they fit into a healthy and active lifestyle.

REGISTER MEET OUR MENTORS



Volunteer applications

Eligibility criteria

- Must be 18 years of age or older
- Required to provide their own transportation to and from events
- Be available for the full duration of the event (no substitutes allowed)
- Must complete either a virtual or in-person 20-minute interview
- Must clear background check (working on current history are not eligible to accept registered sex offenders)
- Be able to read, write, and communicate in English
- Be physically able to stand outdoors for extended periods of time, run occasionally and handle equipment up to 20 lbs
- Be available, ready to work with diverse people, and able to take directions

Safety policy

Sparty Girls is committed to a safe, fun volunteer experience. Safety protocols are subject to change to meet Georgia state requirements. Conditions will be communicated to volunteers in advance of events.

Inclement weather policy

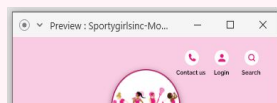
Sparty Girls will monitor forecasts and contact volunteers if any plans change due to weather. We have events in light rain but generally cancel them if the forecast calls for heavy rain or lightning for safety.

Volunteer calendar

ALL cities ALL skill levels ALL time slots

< JUN 2021 >

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19



Our Programs

Get Girls Sporty

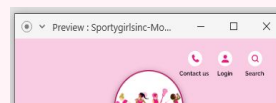


Get Girls Sporty (GGS) is our community-wide initiative that targets girls with limited to no exposure to our target sports. Participants are exposed to the fundamentals of our target sports and learn about healthy eating and healthy choices. The program is held twice a year, spring and fall, as a half-day field day. The cost of the event is \$50 and is open to girls ages 8-18.

Cost: \$50 per child
 Age range: 8-18 years old
 Skill level: Beginner
 Date: Sunday, March 25th
 Time: 11:00 am - 4:30 pm
 Location: Grady HS Track, 839 Charles Allen Dr NE, Atlanta, GA 30309

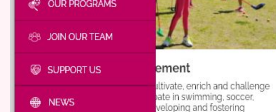
REGISTER MEET OUR MENTORS

Sparty Conference



Our Programs

Get Girls Sporty



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Cost: \$50 per child
 Age range: 8-18 years old
 Skill level: Beginner
 Date: Sunday, March 25th
 Time: 11:00 am - 4:30 pm
 Location: Grady HS Track, 839 Charles Allen Dr NE, Atlanta, GA 30309

REGISTER MEET OUR MENTORS

Camp Elite

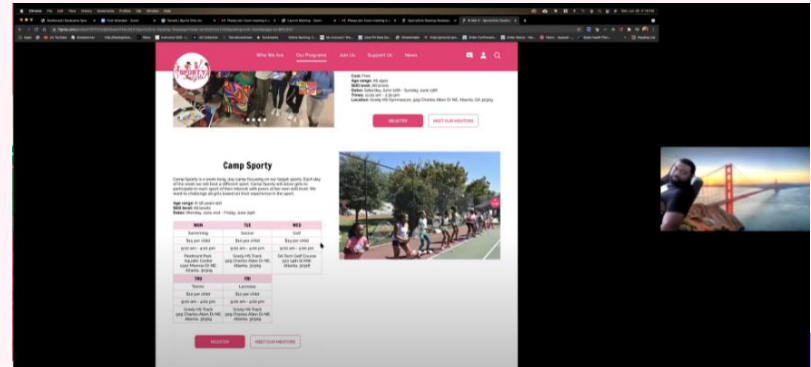
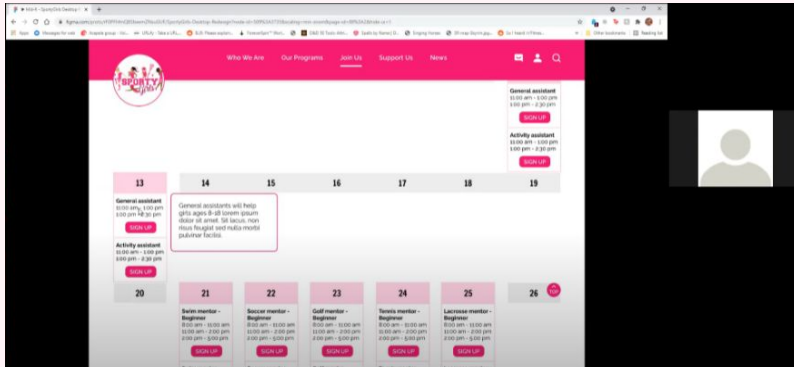
Camp Elite was an annual, week-long, overnight camp that gave up to 40 girls, who were competitive in their concentrated sport, the opportunity to experience life as a collegiate.

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](#)



UI STYLE TILE: Sporty Girls Inc.
DATE: 06/22/2021

UI STYLE DIRECTION

sporty girls, inc. has a mission to cultivate, enrich and challenge young, minority women to participate in swimming, soccer, tennis, golf, and lacrosse while developing and fostering lifestyle & academic skills. the direction of our ui style showcases a balance of personable and welcoming, layered with a sense of 'girl power' within sports. we portrayed a consistent level of athleticism, trustworthiness, and acceptance into our overall design styles.

UI Style Adjectives

Excitement
Athletic Active
Girl Power
Acceptance

TYPOGRAPHY

we chose to mainly stick with sans-serif fonts for all of the main typography to portray a high level of approachability, friendliness, and inclusive. we opted to use all caps for the button typography to give our actions confidence and power.

H1 - Headline Francisco One, Reg. 36pt, 4.5%

H2 - Subhead Francisco One, Reg. 24pt, 3.5%

H3 - Body Titles Raleway, Bold 18pt, 0%

TYPOGRAPHY BODY COPY

lorem ipsum dolor sit amet, consectetur adipiscing elit. porttitor elementum cras neque, sapien. lorem ipsum dolor sit amet, consectetur adipiscing elit. Raleway, Med. 18pt, 0%

SECONDARY BODY COPY

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This is a regular size Raleway, Med. 16pt, 0%

BUTTONS COPY Raleway, Semibold 16pt, -1.5%

BRAND LOGO

— LOGO ON WHITE — LOGO ON DARK

ICONOGRAPHY

BUTTON STATES

NORMAL

HOVER

FOCUSED

NORMAL

NORMAL

COLOR PALETTE

— BRAND COLORS

#E8473D	R/G/B	#E12803	R/G/B	#FFFE5A	R/G/B	#FFFFFF	R/G/B
---------	-------	---------	-------	---------	-------	---------	-------

— PRIMARY INTERACTION COLOR — SECONDARY INTERACTION COLOR — COLOR GRADIENT

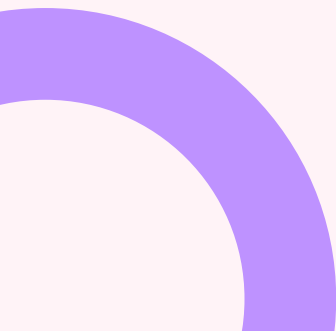
GRAPHIC PATTERNS

IMAGE SAMPLES

BUTTON STYLES

REGISTER All skill levels

MEET OUR MENTORS Form field



Hi-Fi Prototype

Clickable desktop prototype can be found [here](#), mobile prototype can be found [here](#)

Home | Who We Are | Our Programs | Join Us | Support Us | News

Get Girls Sporty

Get Girls Sporty (GGS) is a community-wide initiative that targets girls with...
 Get Girls Sporty is a weekly, day-camp focusing on our target sports. Each day of the week we will host a different sport. Camps will feature girls participating in each sport in their respective groups in our own 500-acre site. We want to challenge all girls based on their experience in the sport.

Age Range: 8-12 years old
 Day: Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday
 Time: 10:00 am - 1:00 pm
 Location: Gray HS Gymnasium, 849 Chelsea Allen Dr NE, Atlanta, GA 30309

REGISTER VOLUNTEER MEET OUR MENTORS

Sporty Conference

The Sporty Conference is a weekend-long event where participants get engaged in fun activities and workshops/discussions that seek to foster and develop their skills. The Conference will be conducted on weekends, usually in March and April. The Conference will be provided to register for more girls. Free parking, and free water. Family.

Age Range: 8-12 years old
 Day: Saturday, Sunday
 Time: 9:00 am - 1:00 pm
 Location: Gray HS Gymnasium, 849 Chelsea Allen Dr NE, Atlanta, GA 30309

REGISTER VOLUNTEER MEET OUR MENTORS

Camp Sporty

Camp Sporty is a weekly, day-camp focusing on our target sports. Each day of the week we will host a different sport. Camps will feature girls participating in each sport in their respective groups in our own 500-acre site. We want to challenge all girls based on their experience in the sport.

Age Range: 8-12 years old
 Day: Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday
 Time: 10:00 am - 1:00 pm
 Location: Gray HS Gymnasium, 849 Chelsea Allen Dr NE, Atlanta, GA 30309

MON	TUE	WED
Swimming	Soccer	Golf
8:00 am - 1:00 pm	8:00 am - 1:00 pm	8:00 am - 1:00 pm
8:00 am - 1:00 pm	8:00 am - 1:00 pm	8:00 am - 1:00 pm
8:00 am - 1:00 pm	8:00 am - 1:00 pm	8:00 am - 1:00 pm

REGISTER VOLUNTEER MEET OUR MENTORS

Check out our events!

Home | Who We Are | Our Programs | Join Us | Support Us | News

Volunteer applications

Working with Sports Girls Inc. is a great way to give back and meet other girls from your neighborhood. We are looking for helpful participants to support the best interests of the girls who are participating in our programs. We have opportunities to support Sports Girls throughout the year, including part-time and full-time roles.

WE INVOLUNTEERS PARTICIPATE BE A BOARD MEMBER

Volunteer applications

Eligibility criteria

- Must be 18 years of age or older
- Required to provide their own transportation to and from events
- Be available to attend the event the day before your time slot for a 30-minute interview
- Must complete either a verbal or in-person 30-minute interview
- Must have a clean criminal record with no criminal history two or more years for a felony or one year for a misdemeanor
- Be able to meet people and communicate properly
- Be physically able to stand outdoors for selected periods of time
- Not intoxicated and handle equipment well to 20 lbs
- Be punctual, ready to work with awesome people, and able to take directions

Safety policy

Sports Girls is committed to a safe, fun volunteer experience. Safety periods are subject to change to meet Georgia state requirements. Conditions will be communicated to volunteers in advance of events.

Inclement weather policy

Sports Girls will monitor forecasts and contact volunteers if any plans change due to weather. We have reserve teams in light rain. If lightning cancel them if the forecast calls for heavy rain or lightning for safety.

Volunteer calendar

All roles All skill levels All time slots

< JUN 2021 >

SUN	MON	TUE	WED	THU	FRI	SAT
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19

General assistance: 10:00 am - 1:00 pm, 1:00 pm - 3:00 pm, 3:00 pm - 5:00 pm

Activity assistance: 10:00 am - 1:00 pm, 1:00 pm - 3:00 pm, 3:00 pm - 5:00 pm

REGISTER

Home | Who We Are | Our Programs | Join Us | Support Us | News

Our programs

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

REGISTER NOW

OUR PROGRAMS

A one-day camp that targets girls with limited to no exposure to soccer, golf, lacrosse, tennis, Zumba, and nutrition.

A weekend event where families engage in fun activities and workshop-style discussions that seek to foster and develop lifestyle skills.

A one-day camp that targets girls with limited to no exposure to soccer, golf, lacrosse, tennis, Zumba, and nutrition.

A weekend event where families engage in fun activities and workshop-style discussions that seek to foster and develop lifestyle skills.

A week-long day camp with a different sport hosted each day of the week. Girls can

REGISTER NOW

REGISTER NOW

REGISTER NOW

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Our programs

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

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OUR PROGRAMS

A one-day camp that targets girls with limited to no exposure to soccer, golf, lacrosse, tennis, Zumba, and nutrition.

A weekend event where families engage in fun activities and workshop-style discussions that seek to foster and develop lifestyle skills.

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A weekend event where families engage in fun activities and workshop-style discussions that seek to foster and develop lifestyle skills.

A week-long day camp with a different sport hosted each day of the week. Girls can

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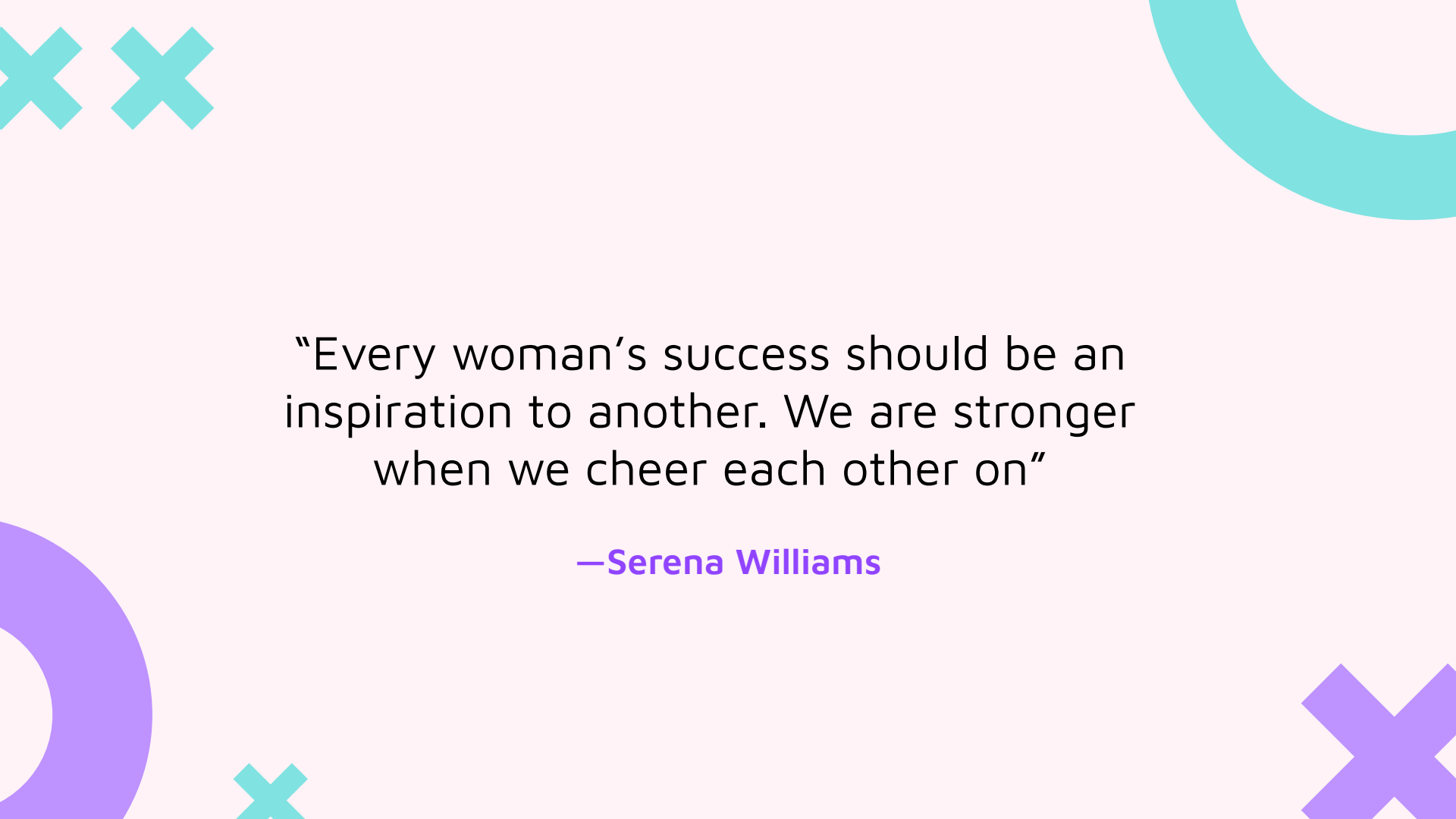
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Looking Ahead

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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