SPORTSLINK

Mercer University
INFM480: Capstone Presentation
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WHAT IS SPORTSLINK?

Sports Link is a prototype for a website that centralizes all youth sports information by county. The purpose of the site is to make it easier for coaches, parents, and other members of the community to locate information involving youth sports in their area. There are several different organizations and several different sports opportunities for youth to participate in.

BACKGROUND OF SPORTSLINK

- The creation of Sportslink stems from my very own personal struggles of finding a youth sports team for my son. My son began playing sports when he was 4 years old. While searching for programs to register my son in, not only time I have a hard time finding programs for his age, but I could not find the registration dates, or the cost of the program. After finally finding a program

- Learned that other parents were having the same issues

- I came to the conclusion that a website needs to be created to centralize this information by county of residence to make this experience much easier.

- According to Google, Douglas County, GA alone have 16 different youth sports organizations. Each program is housed individually online. This means that you must visit each site separately which is very time consuming and inconvenient.

Stakeholder Map

People in the community – Indirect users

Coaches – Direct users

Stakeholders

Director of Organizations

Alumni – Indirect users

Parents of Youth Athletes – Direct users

The Purpose of My Stakeholder Map

- Stakeholder mapping is the model of participants and users who will be used in the decision-making process of a project.

- The Directors and Presidents of the organizations are the main stakeholders SportsLink. They are responsible for the overall management of the youth athletic programs. They manage registrations, schedules, and all other operational activities.

- The direct users are the parents of the youth, the coaches, and sometimes the players. SportsLinkwill benefit them by making it much easier to locate a program to register with in their area.

- The indirect users are the alumni and people in the community. They will benefit by finding scheduling and location information much easier.

TOOLS USED TO COLLECT DATA

Survey Questions

1. How much do you know about youth sports in your area?
2. Where do you go to find youth sports information in your area?
3. How do you decide which youth sports organization is a good fit?
4. Do you know what youth sports are available in your area?
5. Do you know the cost of youth sports in your area?
6. Does your county offer youth sports for your child's age group?

TOOLS USED TO COLLECT DATA

User Interview Questions

- Do you think it is easy to get information about youth sports in Douglas County?
- Where do you go to find youth sports information in your area?
- Would you like to be able to access reviews of parks and youth sports programs in your area?
- What youth sports are available in your area?
- What youth sports are you most interested in?
- What sports are available to males and female youth?
- What is the cost of youth basketball in your area?
- How would a review about the park or organization influence your decision in choosing your youth sports organization?
- Do you think you can benefit from a site or app that houses all of the youth sports in your area?
- Do you know what equipment is necessary for the sport that your child is interested in playing?

TOOLS USED TO COLLECT DATA

SportsLink Storyboard scenario 1

Action 1
Cameron tells his mom that he would like to play basketball.

Action 2
Cameron's mom goes online to find a youth basketball program in their county.

Action 3
Cameron's mom Googles "youth basketball in my area" and the SportsLink site comes up.

Action 4
Cameron's mom clicks on SportsLink and several programs appear.

BASKETBALL

SportsLink Storyboard scenario 1

Action 5
Cameron's mom finds the 3 programs that are located near them.

Action 6
Cameron's mom determines which program is best for them by looking at the registration fees and game locations.

Action 7
Cameron's mom chooses a basketball program and gets Cameron registered.

Action 8
Cameron begins his first basketball season.

TOOLS USED TO COLLECT DATA

SportsLink Storyboard scenario 2

Action 1
A child and his daughter rides by a recreation center and the child sees other children walking inside.

Action 2
The child asked her father if she can go to the rec center with the other kids.

Action 3
The girl's dad is happy that his daughter is interested in going to the the rec center, so he takes her inside. Inside the rec center the kids are running around playing basketball.

Action 4
The dad asks one of other parents how often they come. The parent tells the dad that most of them come to practice for the upcoming basketball season.

SportsLink Storyboard scenario 2

Action 5
The dad asks the other parent how can he find more information about registration for his daughter.

Action 6
The other parent tells him about the SportsLink site.

Action 7
The child's father visits the site to find out registration information.

Action 8
The dad finds an organization that he likes and registers his daughter for the upcoming season.

TOOLS USED TO COLLECT DATA

SportsLink Storyboard scenario 3

Action 1
Tom and Jeffrey receive a flyer from their school about the upcoming basketball season.

Action 2
They are super excited because they have been practicing all summer long.

Action 3
After getting off the bus, Tom and Jeffrey ran to their parents waving the flyers around, excited to show them the info.

SCHOOL BUS

Action 4
Tom's dad immediately gets online to find out more information.

SportsLink Storyboard scenario 3

Action 5
Jeffrey's dad began looking up the information from his phone.

Action 6
After looking up the information from the flyer, Tom and Jeffrey's dads called to find out more about the organizations.

Action 7
After speaking with the organizations, both dads accessed the SportsLink site to get their son's registered.

Action 8
The boys were able to play in the upcoming season.

USER TASK LIST

1) Parent wants to find a youth sports organization in her county.

2) Parent selects type sport that her child is interested in participating in.

3) Parent receives list of organizations for the sport and county that she is interested in.

4) Parent looks at registration criteria and price to determine the best organization for her.

5) Parent wants to leave a review of her experience.
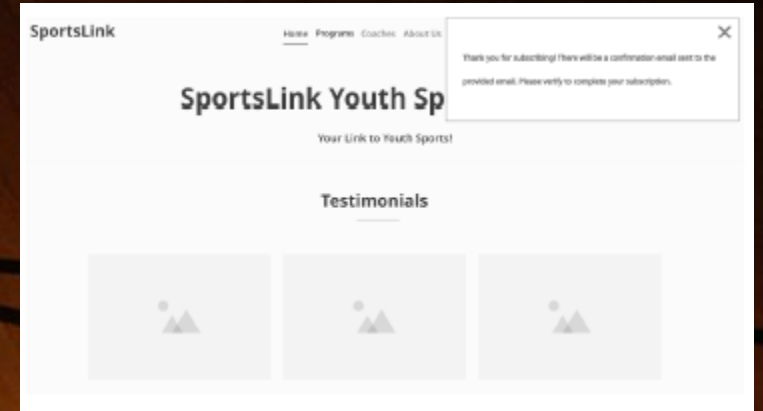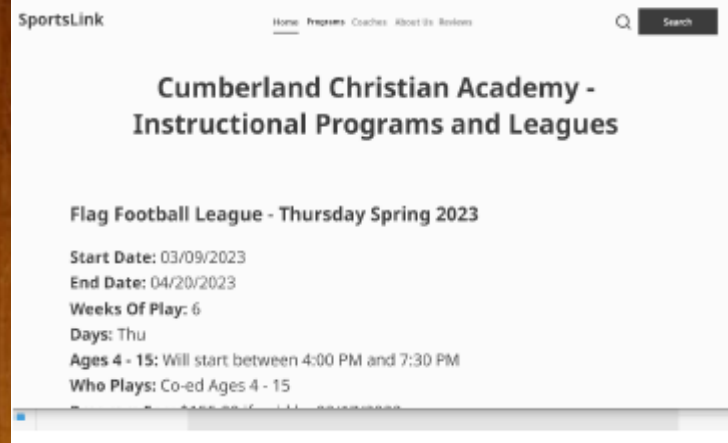
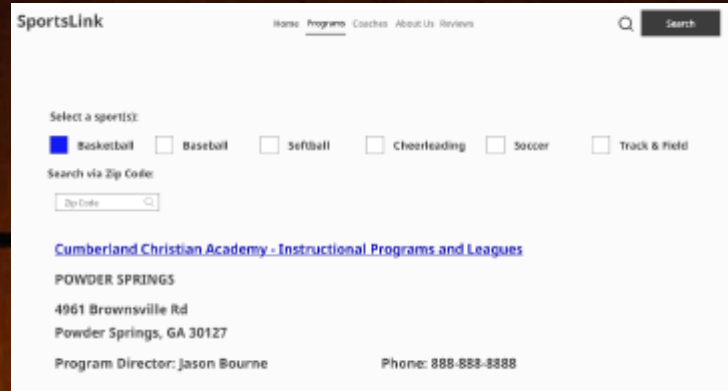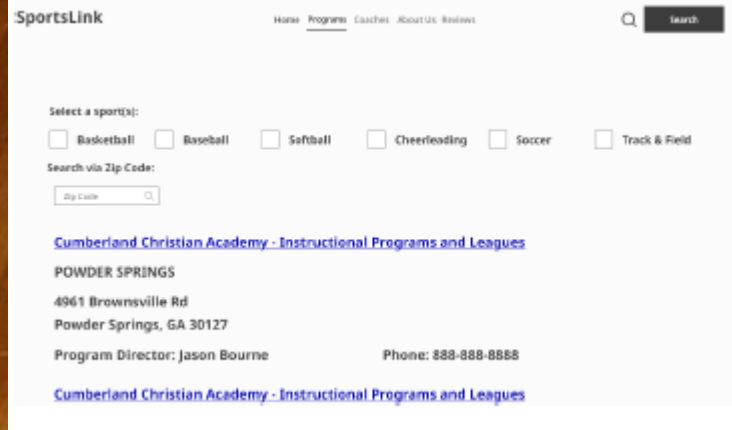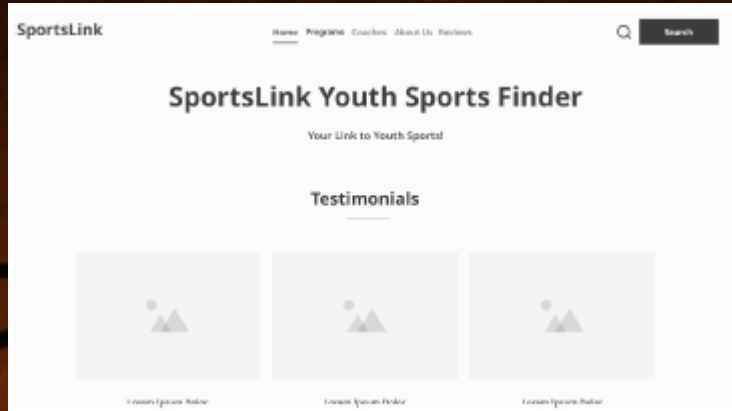6) Parent wants to subscribe to receive their latest new.

SITE STRUCTURE
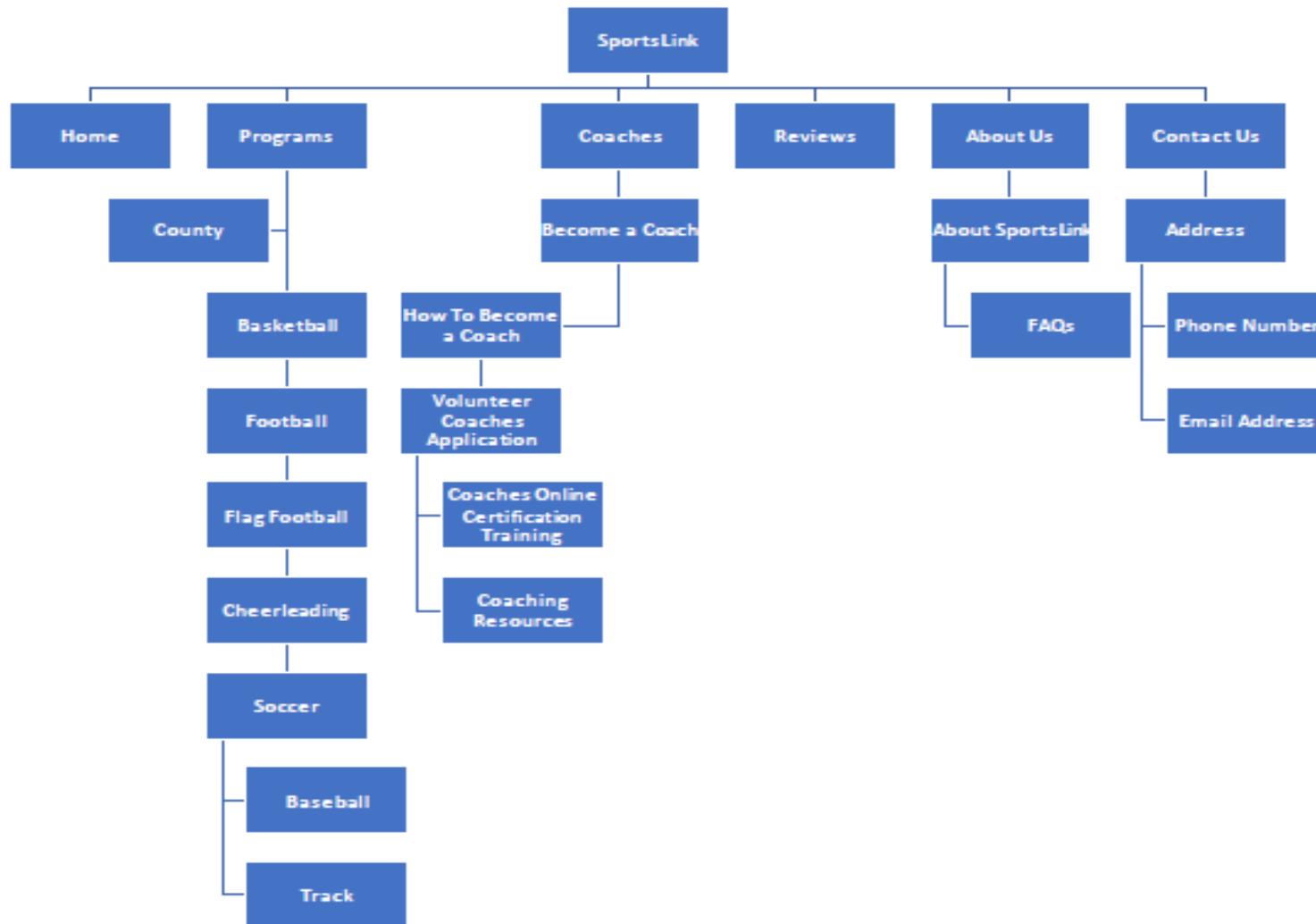
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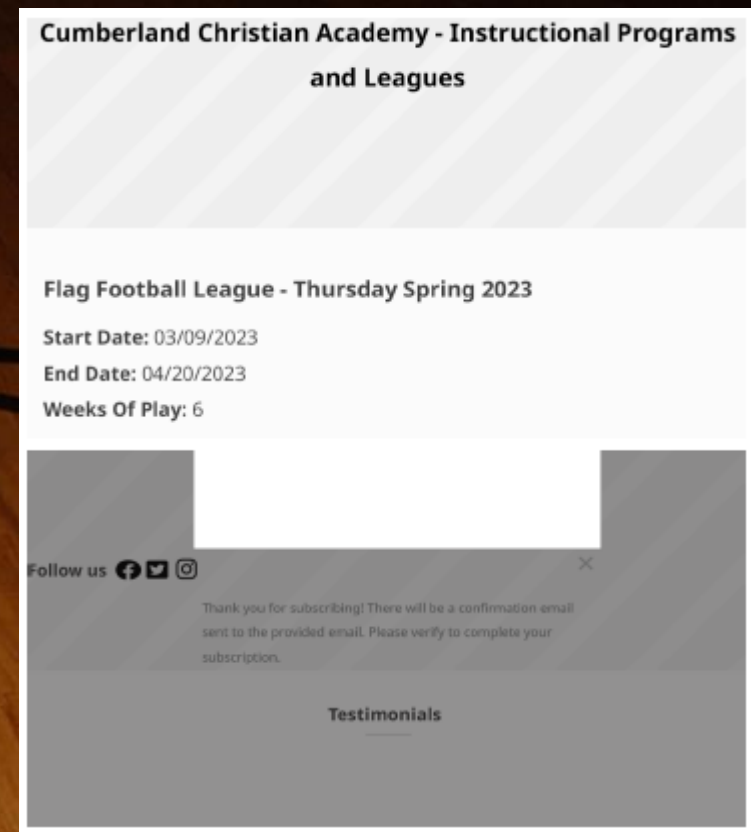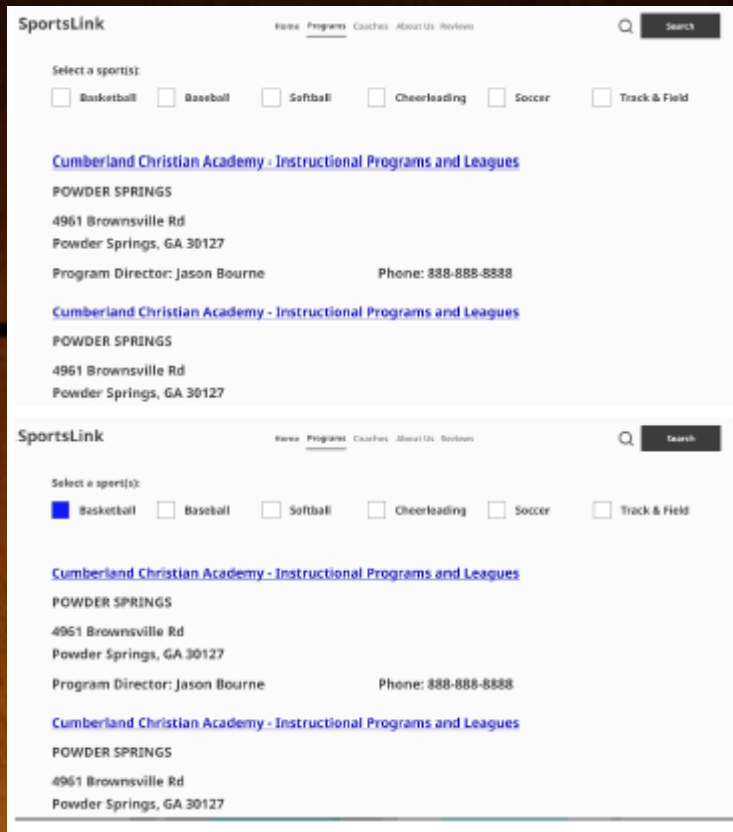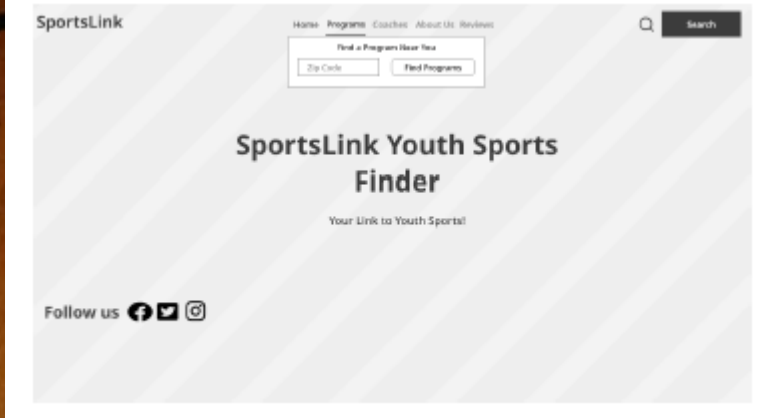
PROTOTYPE VERSION 2.0

CONCLUSION

This project has challenged me in ways that I have never been challenged. Although I am grateful for everything that I have learned and the experience of college, I AM GLAD THAT IT IS OVER!!!