SportsLink Youth Sports Finder Capstone

INFM480: IT & Informatics

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MERCER UNIVERSITY

October 22, 2022

Porcha Cook
SportsLink Prototype

Table of Contents

Executive Summary

The name SportsLink was chosen purposely as a play on words, to help customers remember their link to youth sports information. The site understands the importance of providing youth sports information to parents, players, and all other stakeholders to help make finding a youth sports organization more streamlined and easier to find. SportsLink fills the gap of having to visit multiple websites or call multiple organizations by centralizing all youth sports organizations by county into one website that will provide all of the registration, pricing and location information for each organization.

SportsLink is headquartered in Douglasville, Georgia. It was founded in October 2022, by Porcha Cook. My goal is to make it easier for parents to get their children more involved and active and youth sports is the perfect way to embark on that. SportsLink will be rolled out in phases, beginning with the county of its headquarters.

According to the U. S. Census Bureau, in 2021, Douglas County, Georgia reported a population of approximately 146,000. The target population lies between the ages of 3 to 18, covering all school-aged students. The parents, families and friends of these students are the targeted consumers. Douglas County is the county that we will use as our pilot county. I chose Douglas County because I have been able to connect with several people in the county and this is where it was discovered that a new system was needed because of the how frustrating the process had been for so many parents.

Acknowledgements

I would like to thank everyone listed below for providing their experiences and giving their suggestions and support throughout the creation of SportsLink. Without this information, I would not have been able to complete my project.

Dr. Feng Liu – Professor

Coach Vernon Watson – Basketball Coach

Brandon Davis – Director of Youth Sports, Deer Lick Park

Cameron Copeland – Basketball Player

Dominique Michie – Mentor

Background

Based on my own experience, finding a youth basketball and football team for my son was a lot harder than I expected it to be. While going through the process, I found that other parents were having some of these same issues. I concluded that an app or website needs to be created to centralize this information by county of residence to make this experience much easier. In Douglas County alone, there are more than 15 websites that are listed when you Google, "youth sports in Douglas County." Each site requires you to visit them individually which is extremely time consuming and inconvenient.

Another major problem I was faced with, was not knowing the registration dates for each sport season. I only knew what sports season it was by watching the news and seeing the scores of the sporting event listed. Another issue I encountered was knowing which park or organization even had a team for my son's age group. Some organizations start younger than others and some extend their registration to older ages.

Youth sports have grown tremendously in since the early 2000s. With this growth comes revenue. Youth sports is a multibillion-dollar business. The expansion of club or private and elite organizations have contributed to this increase. It is reported that youth sports have generated more than $15 billion dollars a year with 20% of American families spending more than $12,000 a year, per child. That number may seem astonishing, but the cost in equipment, registration fees, traveling fees and other costs adds up, especially when the player is active in multiple sports. Families tend to spend these amounts as an investment in their child's future in hopes of the possibility of an athletic scholarship at a college or university, in the Olympics, or even as a professional athlete. Another contribution to the growth of youth sports is the recruitment by representatives from private organizations at middle and high school games. These coaches try to

persuade these parents that their child have a better opportunity to achieve the possibility of athletic scholarships, and professional level. The promise of their child(ren) being successful in sports makes parents vulnerable and most times they take that chance with the private organizations.

Each county has youth sports programs, but they also have several private organizations that sometimes use the parks or use the school gyms in their area. As a new parent or player coming into this process of finding a youth sports team, this can be very confusing because there is no handbook or specific instructions that walks you through this process. In my opinion, I found the process to be very frustrating and unorganized because I could not understand why each organization have a different registration process and why each sport was not located in a central location based on the county. An example of this is, I live in Douglas County and if I am looking for a soccer team in Douglas County, I feel that I should be able to go to a website and do a search by county or by typing in "soccer" into a search bar to locate all the soccer teams in Douglas County, the fees, registration dates, the age limit for registration and the location and any other information pertaining to soccer.

After recently helping my niece through this process, I learned that not too much have changed since my experience with my son. My niece reached out to me for guidance because she was having issues finding information for her four-year-old daughter. She was experiencing some of the same issues that I experienced more than 15 years ago with my son, the only difference is that the number of organizations have increased, and the fees have doubled. Going through this with her gave me the idea of Sports Link to help alleviate some of the stress of this process.

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Project Timeline

The project planning was completed over a period of time. Below is an image of the

timeline showing the steps taken to complete this project.

	Project Name	Project Duration	Project Start Date	Project End Date									
	SportsLink Capstone Final Project	57	19-Oct-22	15-Dec-22									

Task ID	Task Description	Task Duration	Start Date	End Date	19-Oct-22	20-Oct-22	21-Oct-22	22-Oct-22	23-Oct-22	24-Oct-22	25-Oct-22	26-Oct-22	27-Oct-22
	Project Proposal	1	19-Oct-22	20-Oct-22	▓	▓							
	Stakeholders Map	1	19-Oct-22	20-Oct-22	▓	▓							
	Project Scope	1	20-Oct-22	21-Oct-22		▓	▓						
	Landing Page	15	25-Oct-22	9-Nov-22							▓	▓	▓
	Project Timeline	1	20-Oct-22	21-Oct-22		▓	▓						
	Success Measurements	1	31-Oct-22	1-Nov-22									
	Weekly Update	1	31-Oct-22	1-Nov-22									
	Personas	1	2-Nov-22	3-Nov-22									
	Storyboards	3	4-Nov-22	7-Nov-22									
	User Task List	1	3-Nov-22	4-Nov-22									
	Site Structure	1	5-Nov-22	6-Nov-22									
	Normalization Process	1	9-Nov-22	10-Nov-22									
	Survey	1	11-Nov-22	12-Nov-22									
	Survey Analysis	1	11-Nov-22	12-Nov-22									
	Interview	2	14-Nov-22	16-Nov-22									
	System Specification	1	17-Nov-22	18-Nov-22									
	Develop Prototype	2	19-Nov-22	21-Nov-22									
	Prototype Testing	2	22-Nov-22	24-Nov-22									
	Weekly Update	1	25-Nov-22	26-Nov-22									
	Usability Testing	2	27-Nov-22	29-Nov-22									
	Usability Testing Report/Reflection of Changes Made	2	30-Nov-22	2-Dec-22									
	Weekly Update	1	3-Dec-22	4-Dec-22									
	Prototype Final Version	6	5-Dec-22	11-Dec-22									
	Capstone Report	3	12-Dec-22	15-Dec-22									

<u>Project Scope</u>

My project scope is to create a prototype of a future website. The prototype that I will create is called SportsLink. SportsLink will make searching for youth sports a lot easier for parents and players to find an organization to play for. Instead of having to search multiple organizations, separately via the Internet, each organization will appear based on sport and by county.

<u>Project Deliverables Definition</u>

My objective is to create a prototype of a website that will consolidate all youth sports organizations in one location. I will use Douglas County as the tester county, and I will focus on basketball for my final project. The site is intended to make it easier for coaches, players, parents, and other members of the community to locate information involving youth sports in their area. There are so many different organizations and so many different sports opportunities for the youth to participate in, and this site will allow the user to find out what is offered in their area by looking at one website instead of having to search multiple sites.

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SportsLink Prototype

Projected Success Measurements

- 95% of users should be able to log in and access the sport and location within 30 seconds.
- 95% of users should access a list of organizations based on the sport and location within 45 seconds.

My goal is to receive a 100% satisfactory rating, but I will settle for 99% for the entire site.

<u>Project Management</u>

The purpose of the Sports Link is a website that will centralize all youth sports information based on the sport and the county. It will house registration information, costs and other fees associated with the sport, the location of registration and other information that parents will need to help them in their search for an organization.

I will use be using the survey and interview research methodology to gain feedback that will help create a useful prototype that allows users a seamless experience to find youth sports information based on their county. I will ensure that I provide the most essential context on the site to eliminate any confusion. The site will be a valuable source to all users, and it will create a more convenient way for users to find youth sports in their area.

I will conduct user interviews with potential stakeholders, and direct and indirect users to obtain information to ensure all expectations of the client is captured. The purpose of user interviews is to get to know the user and to understand their needs in relation to the product that is being produced. A user interview is defined as a one-on-one session where you ask the user questions and record their answers regarding the questions to help achieve your objective. There are various research methods that you can use to ensure that you conduct an effective user interview. It is essential that the interview questions are very focused and specific, non-leading and open-ended. Doing this will give a better understanding of the user's expectations. An open-ended interview will also help to find out what features the user desire and what apps or sites they currently use to find information about youth sports.

Stakeholders Map

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. SportsLink will 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.

<u>Needs Finding</u>

I will conduct a series of steps to make sure all expectations are covered. These steps will begin with me creating questions that are focused on the objective. I will compile a list of ten potential users that I will recruit in my community to get information about their experiences. This will help to get feedback needed to assist in making the website useful. I will complete a survey using SurveyMonkey.com and email it to the ten participants. SurveyMonkey is an online site that allows you to create electronic surveys and text or email to participants to complete. It allows you to analyze the feedback that you receive so that you can have understand the needs finding for the site. Completing a survey will also help me to discover problems in the user experience.

The purpose of doing the interview is to get more detail of the user experience. Each interview will be conducted via Zoom and Facetime. The questions of the interview will be based off the results of the survey. Before I begin the interview, I will greet the interviewee. I will explain the purpose of the interview. I will also inform them that I will be recording their answers and expressions, but they will be anonymous. Once I explain the process to them, I will answer any questions they may have.

Below is a copy of the survey questionnaire and analysis, as well as the questions used to conduct the interview.

<u>User Interview</u>

- 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?

Survey Analysis

Q1

How much do you know about youth sports in your area?

Answered: 10   Skipped: 6
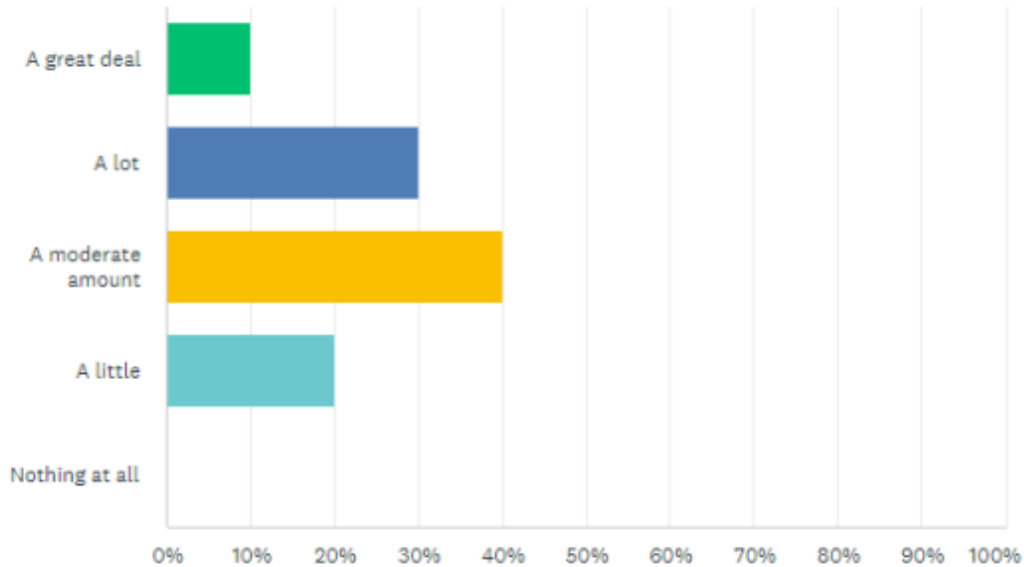
ANSWER CHOICES	RESPONSES	
A great deal	10.00%	1
A lot	30.00%	3
A moderate amount	40.00%	4
A little	20.00%	2
Nothing at all	0.00%	0
TOTAL		10

Where do you go to find youth sports information in your area?

Answered: 16   Skipped: 0
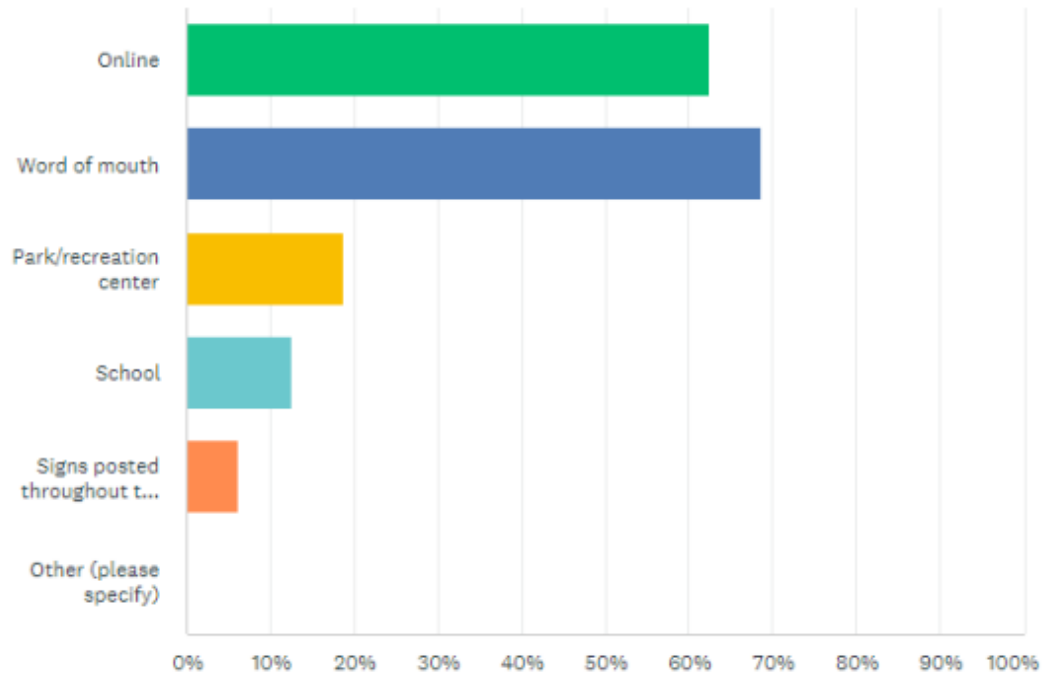
ANSWER CHOICES	RESPONSES	
Online	62.50%	10
Word of mouth	68.75%	11
Park/recreation center	18.75%	3
School	12.50%	2
Signs posted throughout the county	6.25%	1
Other (please specify)	0.00%	0
Total Respondents: 16		

How do you decide which youth sports organization is a good fit?

Answered: 16   Skipped: 0
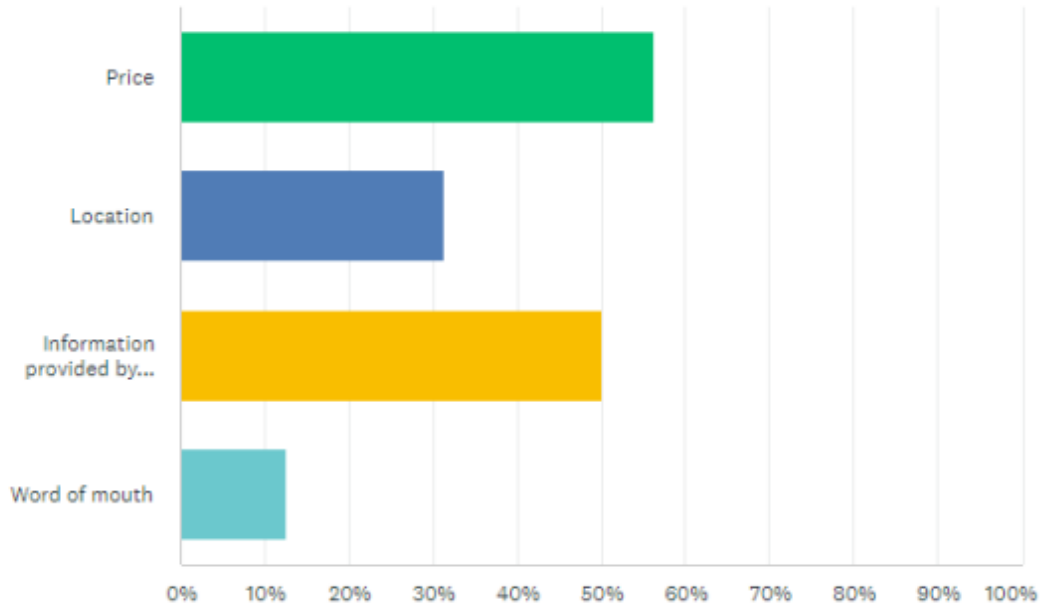
ANSWER CHOICES	RESPONSES	
Price	56.25%	9
Location	31.25%	5
Information provided by organization	50.00%	8
Word of mouth	12.50%	2
Total Respondents: 16		

Do you know what youth sports are available in your area?

Answered: 16   Skipped: 0
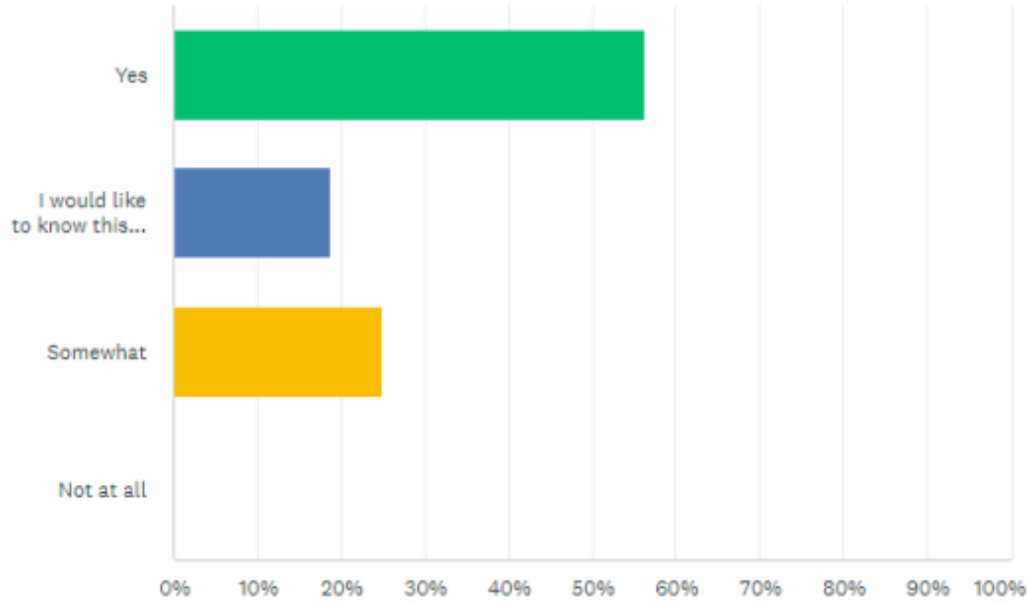
ANSWER CHOICES	RESPONSES	
Yes	56.25%	9
I would like to know this information	18.75%	3
Somewhat	25.00%	4
Not at all	0.00%	0
Total Respondents: 16		

Do you know the cost of youth sports in your area?

Answered: 16   Skipped: 0
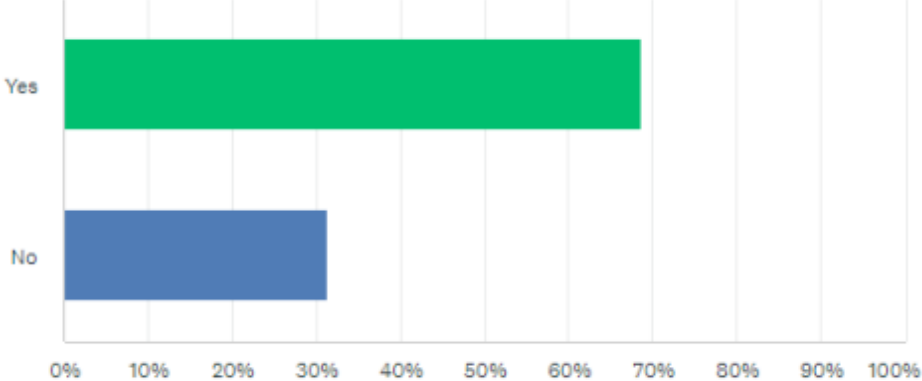
ANSWER CHOICES	RESPONSES	
Yes	68.75%	11
No	31.25%	5
Total Respondents: 16		

Does your county offer youth sports for your child's age group?

Answered: 16   Skipped: 0
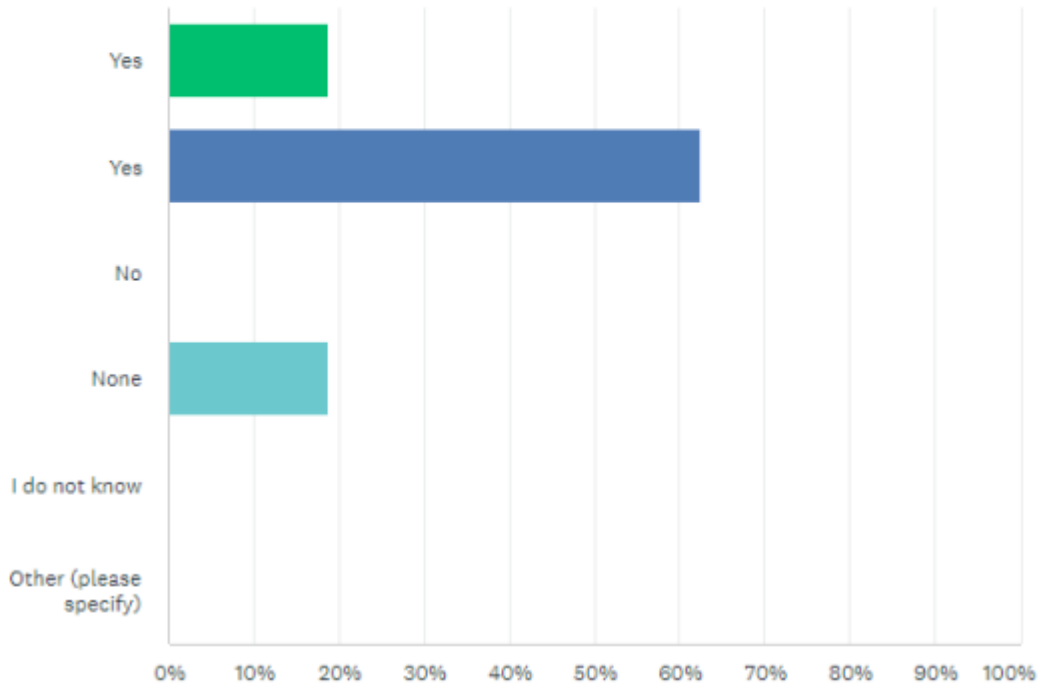
ANSWER CHOICES	RESPONSES	
Yes	18.75%	3
Yes	62.50%	10
No	0.00%	0
None	18.75%	3
I do not know	0.00%	0
Other (please specify)	0.00%	0
Total Respondents: 16		

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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.

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SportsLink Prototype

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.
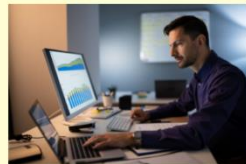
Action 6

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.

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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.

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.

<u>User Task List</u>

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.

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SportsLink Prototype
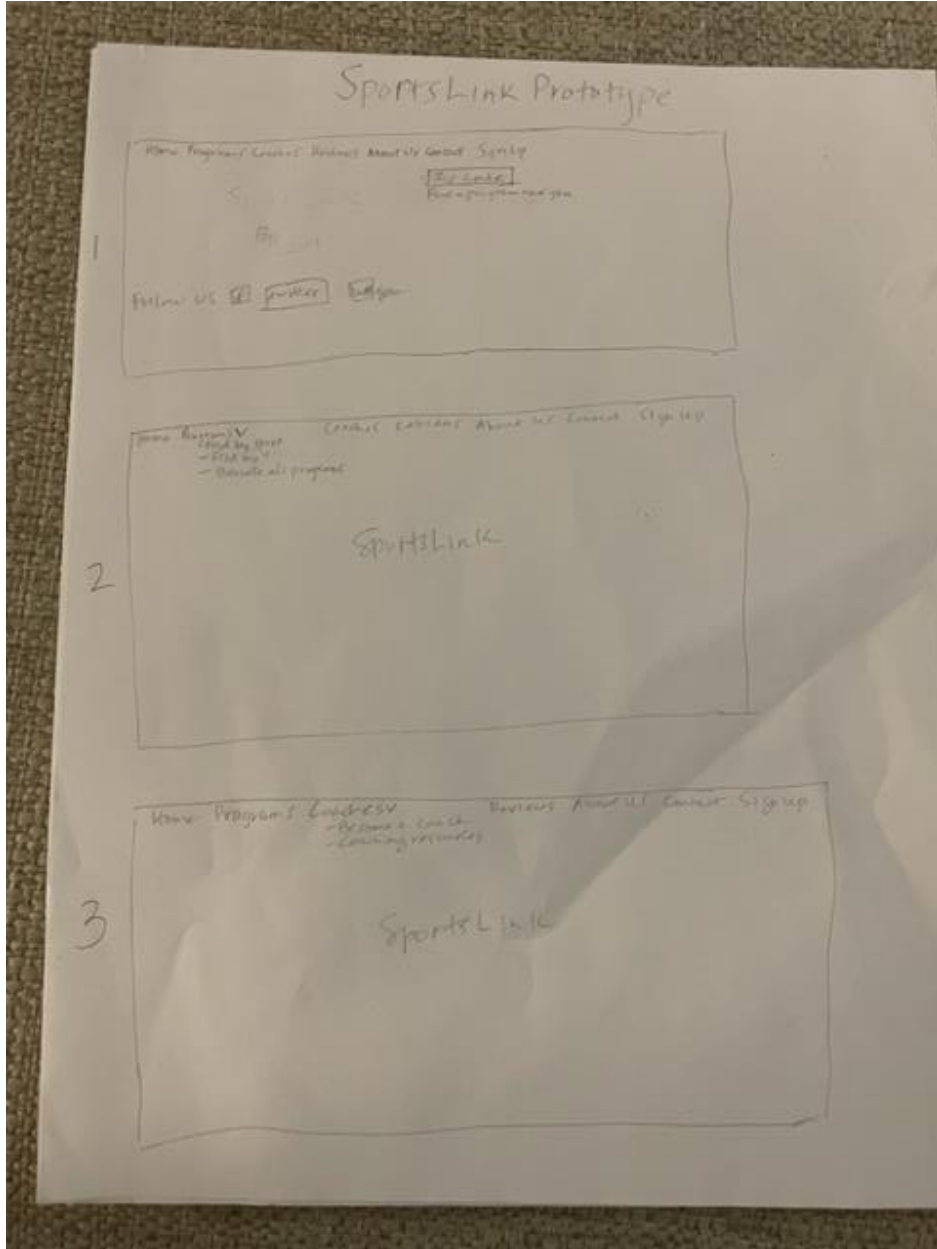
SportsLink Site Structure
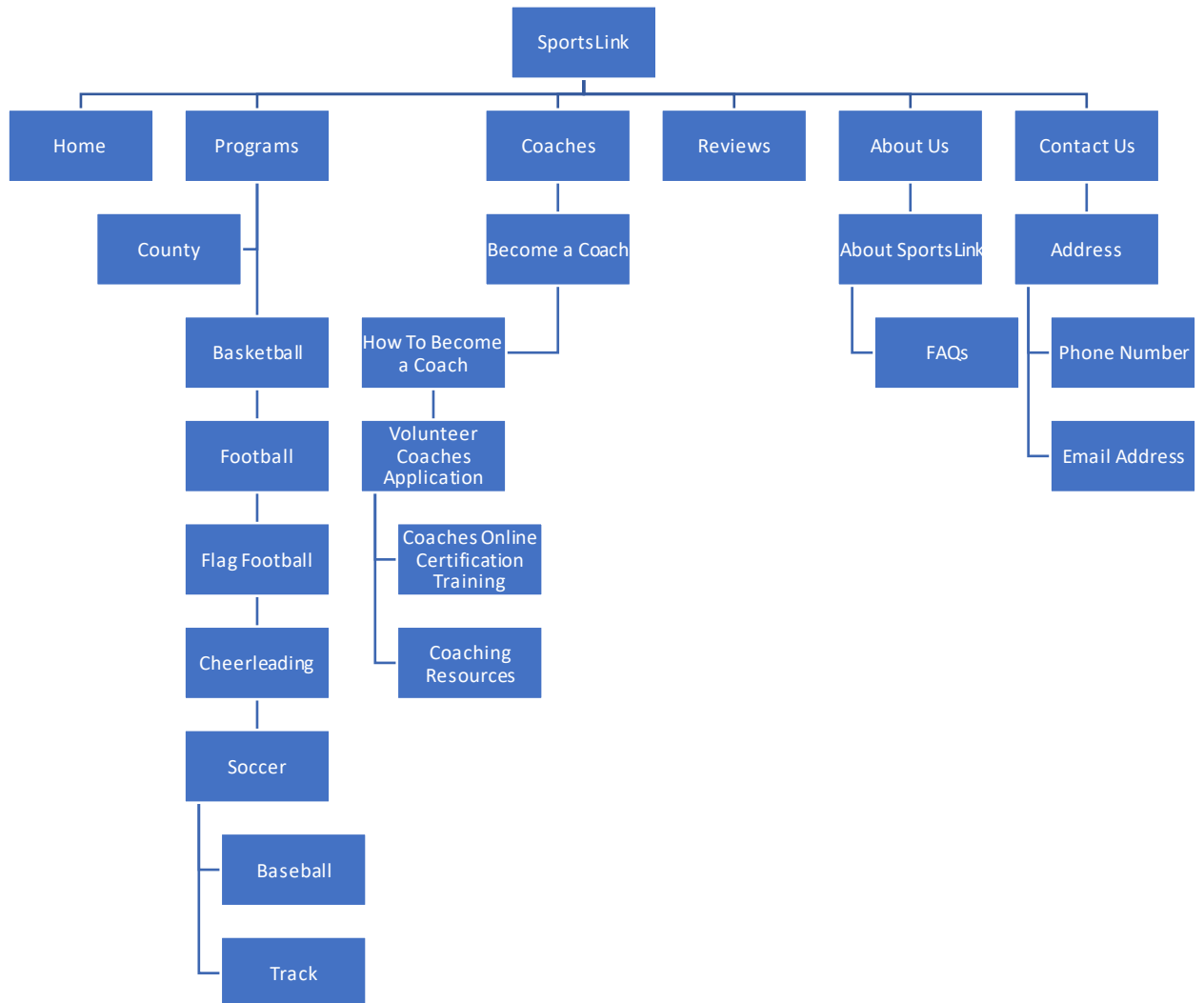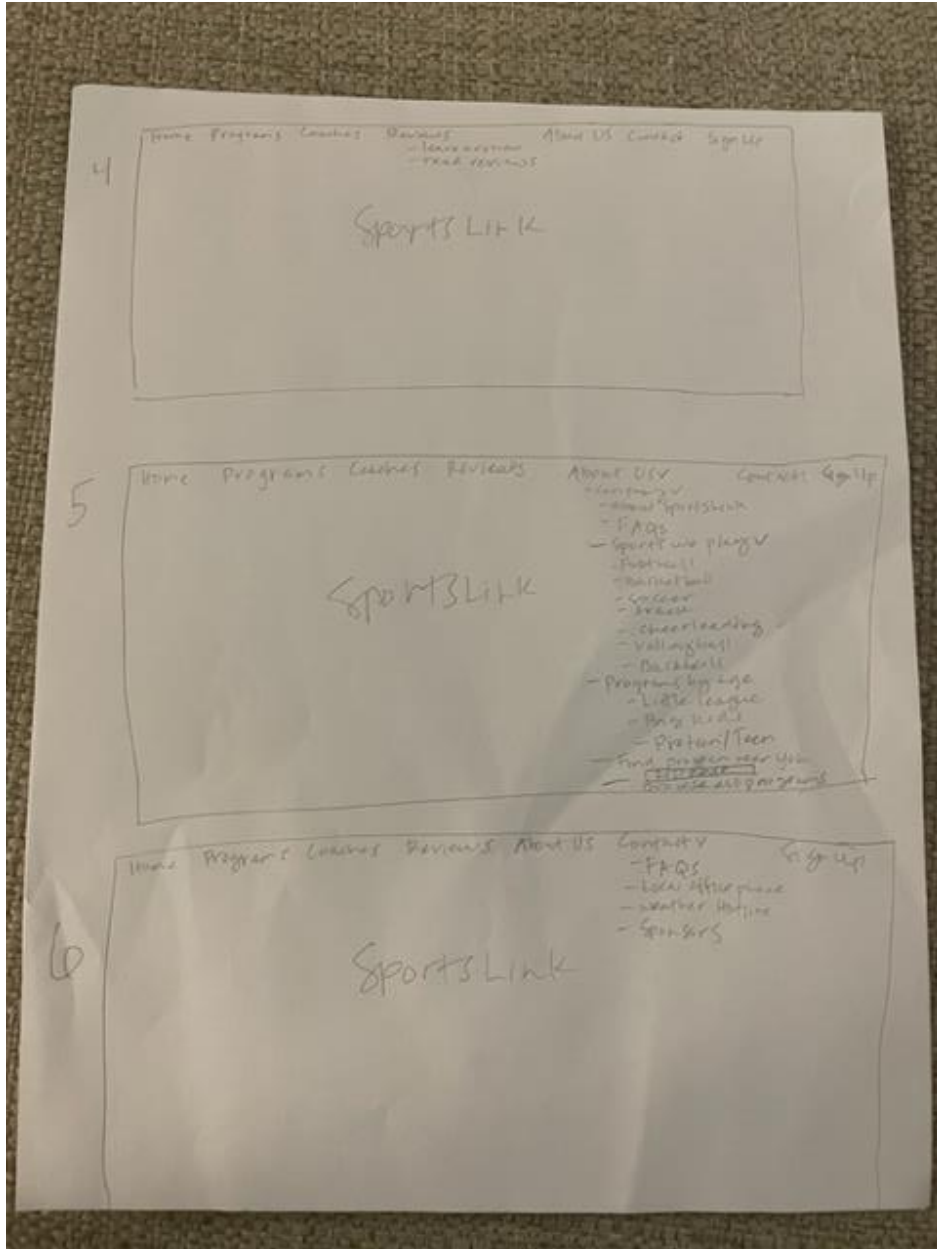
<u>Usability Study Methodology</u>

I will use be using the survey and interview research methodology to gain feedback that will help create a useful prototype that allows users a seamless experience to find youth sports information based on their county. I will ensure that I provide the most essential context on the site to eliminate any confusion. The site will be a valuable source to all users, and it will create a more convenient way for users to find youth sports in their area.
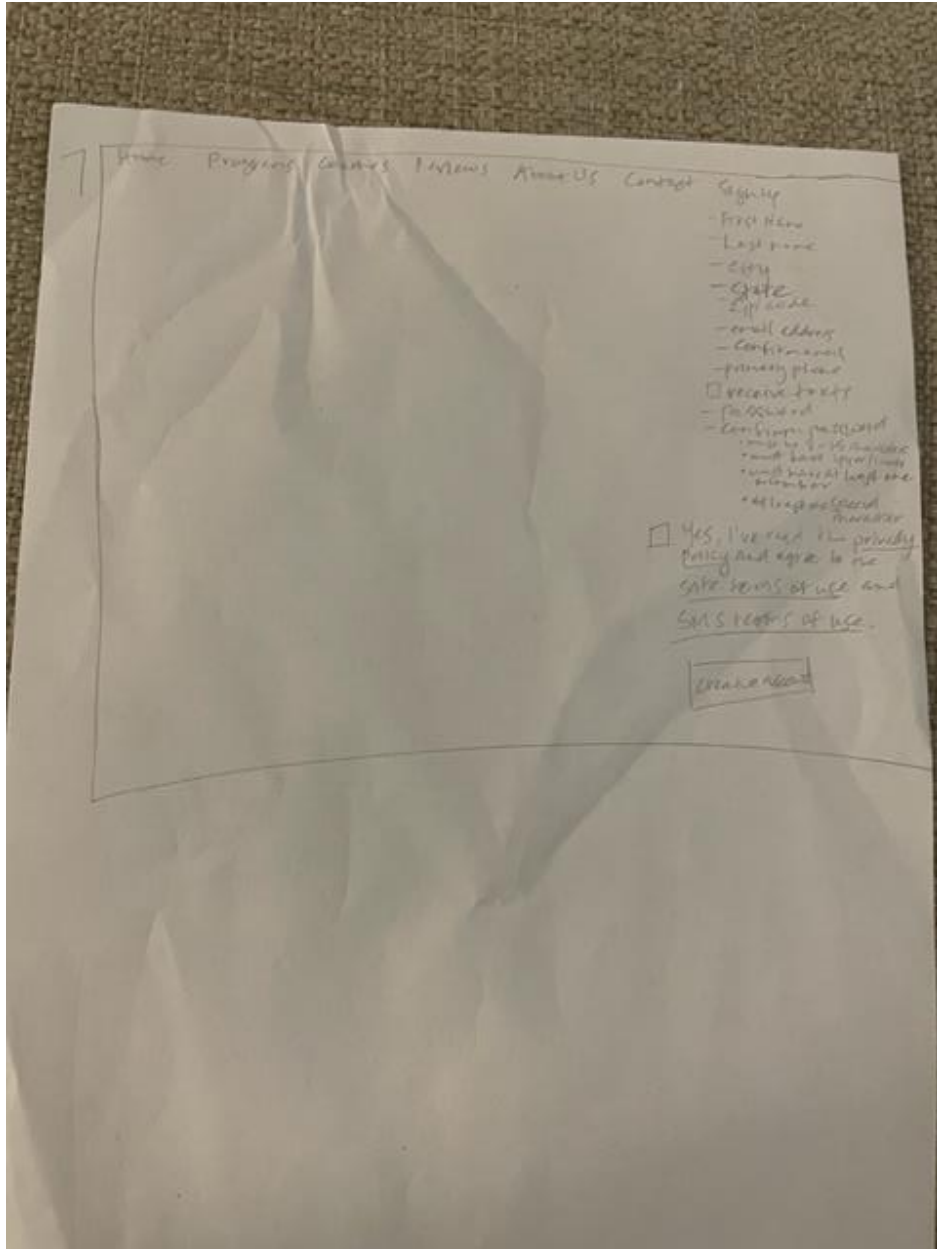
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For my final project, I will be conducting a survey and an interview to find out the needs and expectations of the stakeholders and users and any possible goals and outcomes they would like to see happen. The surveys will measure the expectations of each participant through a list of close-ended questions. The interview will allow me to meet with the participants one-on-one to have an in-depth discussion of what he/she thinks about the project. It will also allow me to gain information from users that is helpful in making the site very user friendly and resourceful.

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SportsLink Prototype

<div align="center">System Version 1.0</div>

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SportsLink Prototype

Page 4 sketch:
Home Programs Coaches Reviews   About US Contact   Sign Up
- leave a review
- read reviews

SportsLink

Page 5 sketch:
Home Programs Coaches Reviews   About US   Contact Sign Up
- Company
  - About SportsLink
  - FAQs
- Sports we play
  - Football
  - Basketball
  - Soccer
  - Track
  - cheerleading
  - Volleyball
  - Baseball
- Programs by age
  - Little League
  - Pre K thru 8
  - Preteen/Teen
- Find program near You

SportsLink

Page 6 sketch:
Home Programs Coaches Reviews About US Contact   Sign Up
- FAQs
- Local After phone
- weather Hotline
- Sponsors

SportsLink

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SportsLink Prototype

Home   Programs   Coaches   Reviews   About US   Contact   SignUp
- First Name
- Last name
- city
- state
  - zip code
- email address
- Confirm email
- primary phone
☐ receive texts
- password
- Confirm password
  - must be 9-15 characters
  - must have upper/lower
  - must have at least one number
  - at least one special character

☐ Yes, I've read the privacy policy and agree to the site terms of use and SMS terms of use.

[create account]

System Version 2.0

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🔍 Search

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Your Link to Youth Sports!

Follow us 📘 🐦 📷

SportsLink

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Find a Program Near You

Zip Code   Find Programs

🔍 Search

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🔍 [Search]

Select a sport(s):

☐ Basketball ☐ Baseball ☐ Softball ☐ Cheerleading ☐ Soccer ☐ Track & Field

Cumberland Christian Academy - Instructional Programs and Leagues

POWDER SPRINGS

4961 Brownsville Rd
Powder Springs, GA 30127

Program Director: Jason Bourne   Phone: 888-888-8888

Cumberland Christian Academy - Instructional Programs and Leagues

POWDER SPRINGS

4961 Brownsville Rd
Powder Springs, GA 30127

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🔍 [Search]

Select a sport(s):

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Cumberland Christian Academy - Instructional Programs and Leagues

Flag Football League - Thursday Spring 2023

Start Date: 03/09/2023

End Date: 04/20/2023

Weeks Of Play: 6

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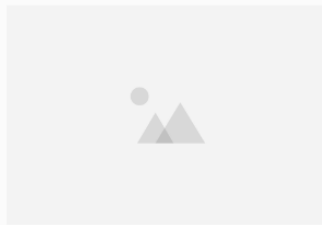
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Testimonials

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<u>Version 3.0</u>

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SportsLink Youth Sports Finder

Your Link to Youth Sports!

Testimonials

Lorem Ipsum Dolor

Lorem Ipsum Dolor

Lorem Ipsum Dolor

SportsLink   Home Programs Coaches About Us Reviews   🔍 Search

Select a sport(s):

☐ Basketball   ☐ Baseball   ☐ Softball   ☐ Cheerleading   ☐ Soccer   ☐ Track & Field

Search via Zip Code:

[Zip Code 🔍]

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Select a sport(s):

☑ Basketball ☐ Baseball ☐ Softball ☐ Cheerleading ☐ Soccer ☐ Track & Field

Search via Zip Code:

Zip Code 🔍

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Cumberland Christian Academy - Instructional Programs and Leagues

Flag Football League - Thursday Spring 2023

Start Date: 03/09/2023
End Date: 04/20/2023
Weeks Of Play: 6
Days: Thu
Ages 4 - 15: Will start between 4:00 PM and 7:30 PM
Who Plays: Co-ed Ages 4 - 15

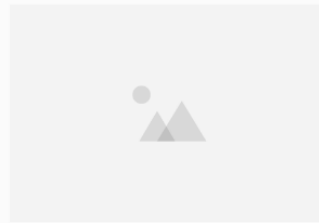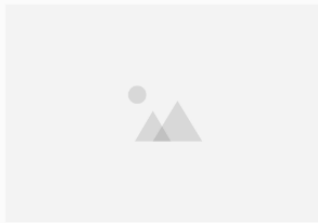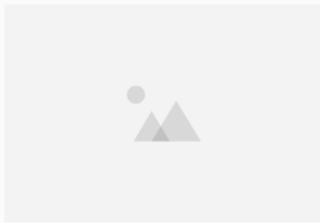**SportsLink**

Home Programs Coaches About Us

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Testimonials

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