



USABILITY REPORT:
FRISCO SOCCER
ASSOCIATION

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EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

Methods

Previously in the semester, we interviewed two parents who coach youth soccer teams in FSA. They said that while they use the site, it needs a lot of improvement. We investigated further using the following methods.

- We conducted think-aloud protocol interviews with six participants — ranging in ages between 25 and 70 years old — to hear their thoughts on the FSA site.
- Additionally, we asked each of our interviewees to perform a card sorting exercise, to determine a better information architecture for the FSA site's top-level navigation bar.
- After each call, participants filled out a post-interview survey where they shared their thoughts on the site's usability.
- We also conducted a heuristic evaluation through the lens of our "Goliath Rogersonian" persona.

Findings

Based on the conversations we had this semester — with coaches, parents of players, and interview participants — we learned that new and existing users of the FSA site find it cumbersome to use. The content is cluttered, and the navigation does not map to people's intuition.

Recommendations

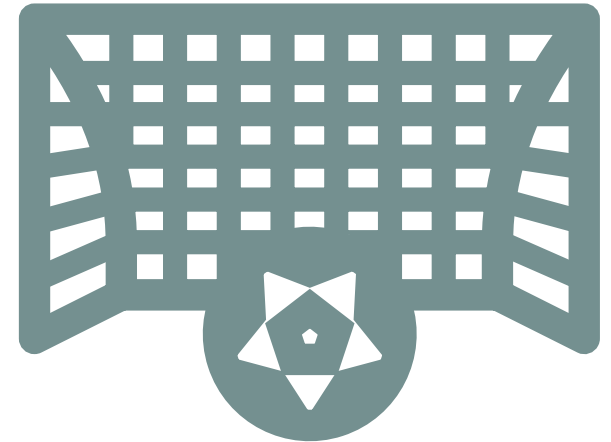
- A revamp of the navigation bar is needed.
- Editors need to keep the formatting of content consistent throughout the site.
- FSA needs to simplify the use of centering, colors, and underlined text. It is currently random and does not follow best practices.

INTRODUCTION

Frisco Soccer Association is one of the premier recreational youth sports programs in the North Texas area, for ages 3 to 18.

However, you would not necessarily realize that by looking at their current website.

We endeavored to uncover some of the pain points via user interviews, with an eye towards possible UX improvements.



INTRODUCTION

PURPOSE STATEMENT

We have completed this study to identify the usability of the FSA site through think-aloud protocol interviews, card sorting exercise, and expert evaluation from the lens of a persona. The recommendations, based on our findings, aim to improve the user experience of the site.

METHODS

For this study, we conducted a think-aloud protocol (TAP) with six participants between the ages of 25 and 70. During the TAP, we asked participants their impressions of the home page, then asked them to perform four specific tasks, followed by a simple post TAP Qualtrics survey to assess the site on a Likert scale. The participants were also asked to perform a card sorting exercise to determine a better information architecture for the FSA site's top-level navigation bar. We also conducted an expert evaluation through the lens of the "Goliath Rogersonian" persona.

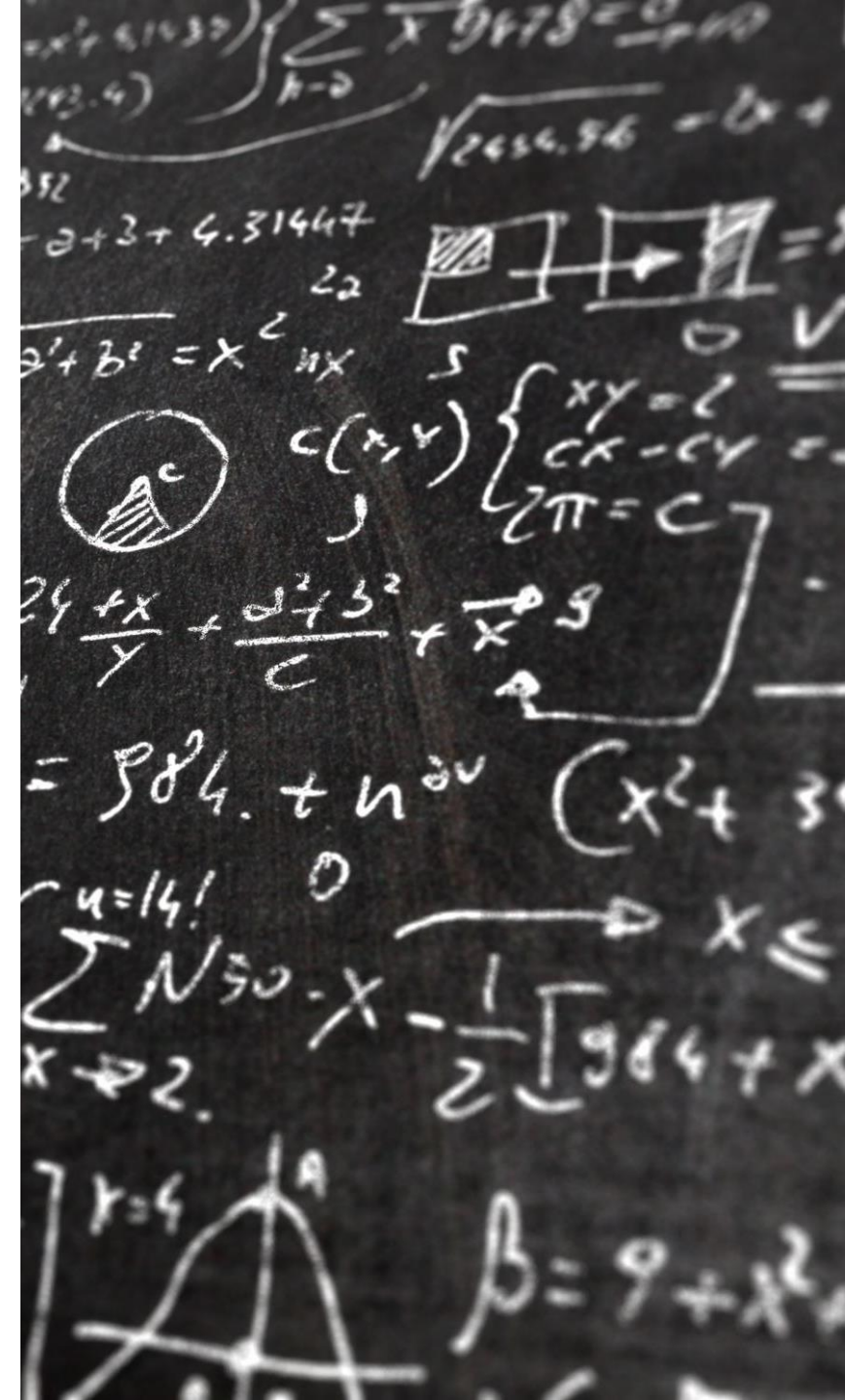
FINDINGS

Based on the interviews, we found that both new and existing users of the FSA site find it cumbersome to use. The content is cluttered, and the navigation does not map to people's intuition. The card sorting exercise identified the need for a revamp of the navigation bar. The think-aloud protocol interview revealed that the formatting of content was inconsistent throughout the site, and FSA needs to simplify the use of centering, colors, and underlined text. The expert evaluation showed that the site did not follow the best practices of website design.

RECOMMENDATIONS

Based on the findings, we recommend a revamp of the navigation bar to make it more user-friendly. Editors should keep the formatting of content consistent throughout the site. FSA should simplify the use of centering, colors, and underlined text to improve the user experience. Additionally, FSA should consider following best practices in website design to make the site more accessible and user-friendly.

METHODS



METHODS



Think-aloud protocol



Post TAP Survey



Card sorting



Heuristic evaluation

THINK-ALLOUD PROTOCOL

Task 1: Home page tour — We asked participants to tour the home page of friscosoccer.org and describe their general impression of the site.

Task 2: Enroll your child — Participants were asked to find information on enrolling a player to play on an FSA team.

Task 3: Be a coach — Presupposing the desire to be a coach, we asked our interview participants to find information on how to volunteer.

Task 4: U10 schedule — We instructed participants to find schedules for under-10 soccer teams, with the hypothetical scenario of being curious about time commitment.



After completing the think-aloud protocol, we asked each participant to take a brief survey.

It consisted of ten follow-up questions from the System Usability Scale, originally by John Brooke.

Answers were provided using Likert increments from “strongly disagree” to “strongly agree.”

POST THINK-ALLOUD SURVEY

1. I think that I would like to use this system frequently.
2. I found the system unnecessarily complex.
3. I thought the system was easy to use.
4. I think that I would need the support of a technical person to be able to use this system.
5. I found the various functions in this system were well integrated.
6. I thought there was too much inconsistency in this system.
7. I would imagine that most people would learn to use this system very quickly.
8. I found the system very cumbersome to use.
9. I felt very confident using the system.
10. I needed to learn a lot of things before I could get going with this system.

CARD SORTING

We created 44 cards based on the FSA website pages. We asked our participants to sort them into the following categories:

ABOUT FSA	COACHES	COMPETITIVE TEAMS
CONTACT FSA	REGISTRATION	RECREATION
REFEREES	EVENTS	MISCELLANEOUS

EXPERT EVALUATION

We conducted an expert evaluation of the FSA site using a persona and several [NNG heuristics](#).



PERSONA

Goliath Rogersonian | Project manager at Toyota
Parent of 2 soccer players

Recently moved to the Frisco, Texas from Denver, Colorado. Initially, he was interested in enrolling his oldest daughter Samantha (age 16) in a competitive league and wanted to find a recreational team for his son Benjamin (age 8). After realizing there is a wait list to be placed on a recreational team, he decided to volunteer to be a coach for Benji's U9 team.



HEURISTICS

- Match between system and the real world
- Consistency and standards
- Recognition rather than recall
- Aesthetic and minimalist design

KEY FINDINGS

Demographics

Think-aloud protocol

Card sort

Post TAP survey

Expert evaluation



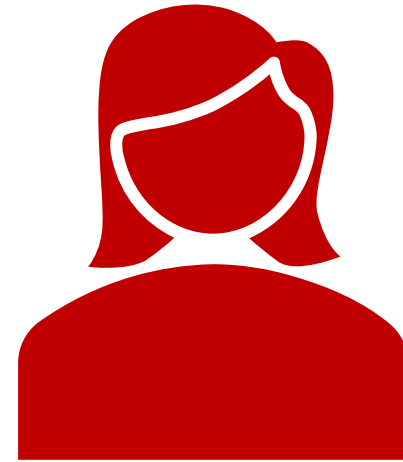


DEMOGRAPHICS

GENDER



25%
MALE



75%
FEMALE

AGE RANGE



25 to 70
years old

OCCUPATION



Office
Manager



Merchant
Banker



Sr. Software
Engineer



Retired Quality
Control Inspector



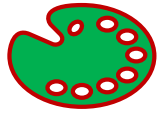
Digital Media
Coordinator

THINK- ALoud PROTOCOL

*We interviewed six
people for this exercise.*



HOME PAGE TOUR KEY FINDINGS



Color scheme is chaotic and unpredictable. For example, blue text does not always mean it is a clickable link.



The site needs well defined hyperlinks for specific tasks like 'Volunteer to be a coach' or 'Register for Fall 2023 season,' so users don't have to search for these functions in the navigation bar.



The information on the home page is not current and relevant. For example, weather information for Addison, TX is not relevant to the Frisco area. The Dick's Sporting Goods coupon has expired.



Some of the main sections, for example, coaches and referees, are hard to find.

KEY TAKEAWAYS TASK 2: ENROLL YOUR CHILD



Some of the action buttons on the site have conflicting messages. For example, registration link tells the user there is a waitlist but does not provide a link for the waitlist.



Search function is hard to find, which leads users to spend too much time looking for information.



Nothing to differentiate links and buttons from regular text.

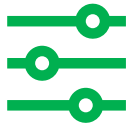
KEY TAKEAWAYS TASK 3: VOLUNTEER TO COACH



No top-level navigation for “coaches,” which makes it hard to find.

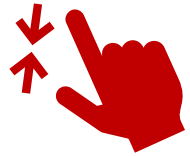


Coach’s resources don’t give enough information to convince a parent to be a volunteer coach.



The coaching sub-page has an overwhelming amount of information but does not convince the user why they should volunteer to be a coach.

KEY TAKEAWAYS TASK 4: FIND “U10” SCHEDULE



Only one out of five participants was able to find the information easily. Otherwise, most participants felt the information was hard to find.



Once found, the participants thought the information was well organized.



Information was not where participants expected it to be, mainly in the calendar section.

CARD SORTING EXERCISE

*We asked interviewees to
sort FSA page titles into
navigation categories.*



CARD SORT RESULTS MATRIX

	COACHES	REFEREES	FIELDS	EVENTS	COMPETITIVE TEAMS	REGISTRATION	CONTACT FSA	ABOUT FSA	RECREATION	MISCELLANEOUS
COACH CODE OF ETHICS	100%	-	-	-	-	-	-	-	-	-
COACHES	100%	-	-	-	-	-	-	-	-	-
COACHING RESOURCES	100%	-	-	-	-	-	-	-	-	-
CONTACT - COACH DISPUTES	50%	-	-	-	-	-	50%	-	-	-
REFEREES	-	100%	-	-	-	-	-	-	-	-
REFEREE CLINICS	-	83%	-	-	-	17%	-	-	-	-
CONTACT - REFEREE ISSUES	-	50%	-	-	-	-	50%	-	-	-
SCORE REPORTING	17%	50%	-	-	-	-	-	-	17%	17%
FIELD CONDITIONS	-	-	100%	-	-	-	-	-	-	-
GAME FIELDS	-	-	100%	-	-	-	-	-	-	-
NORTHEAST PARK	-	-	83%	-	-	-	-	-	-	17%
TOYOTA SOCCER CENTER	-	-	83%	-	-	-	-	-	-	17%
WARREN SPORTS COMPLEX	17%	-	83%	-	-	-	-	-	-	-
CONTACT - FIELD CONDITIONS	-	-	67%	-	-	-	33%	-	-	-
PRACTICE AREAS	-	-	67%	-	-	-	17%	-	17%	-
CALENDAR	-	-	-	67%	-	-	-	17%	-	17%
25TH ANNIVERSARY	-	-	-	50%	-	-	-	17%	-	33%
CHALLENGER SPORTS SDP	-	-	-	50%	33%	-	-	-	-	17%
GAMES & STANDINGS	-	-	-	50%	33%	-	-	17%	-	-
SKILL CAMPS & CLINICS	-	17%	-	33%	-	33%	-	-	17%	-
COMPETITIVE TEAMS	-	-	-	-	100%	-	-	-	-	-
COMPETITIVE GUEST PLAYERS	-	-	-	-	83%	-	-	-	-	17%
ACADEMY PLAYERS	-	-	-	-	67%	17%	-	-	-	17%
ACADEMY ROSTER	-	-	-	-	67%	17%	-	-	-	17%
NON-ROSTERED PLAYERS	-	-	-	-	67%	-	-	-	-	33%
SHAWNEE TRAIL SHOOTOUT	-	-	-	17%	33%	17%	-	-	17%	17%
REGISTRATION	-	-	-	-	-	100%	-	-	-	-
DOCUMENTS	-	-	-	-	-	100%	-	-	-	-
HIGH SCHOOL CLINICS	-	17%	-	17%	-	33%	-	-	17%	17%
CONTACT - GENERAL QUESTIONS	-	-	-	-	-	-	83%	-	-	17%
CONTACT - RESCHEDULE	-	-	17%	-	-	-	83%	-	-	-
OFFICE INFO	-	-	-	-	-	-	83%	17%	-	-
REFUND POLICY	-	-	-	-	-	-	50%	50%	-	-
MISSION STATEMENT	-	-	-	-	-	-	50%	50%	-	-
BOARD OF DIRECTORS	-	-	-	-	-	17%	-	83%	-	-
FALL 2022 FEEDBACK	-	-	-	17%	-	-	17%	50%	-	17%
LOST & FOUND POLICY	-	-	-	-	-	-	33%	50%	-	17%
PRIVACY POLICY	-	-	-	-	-	17%	-	50%	-	33%
PLAYING FORMAT	-	-	17%	-	17%	17%	-	33%	17%	-
SUMMER CAMPS	-	-	-	33%	-	17%	-	-	50%	-
DIBS	-	-	-	17%	-	-	-	-	-	83%
PARENTS	-	-	-	-	-	33%	17%	-	-	50%
PICTURES	-	-	-	17%	-	-	-	33%	-	50%
SIDEKICKS	-	-	-	33%	17%	-	-	-	-	50%

After the card sort was complete, we improved upon the data visualization for better scanning.

- The adjacent data table shows the intersection of sorted page titles, and the corresponding categories.
- For intersections that scored 50% and above, this is a strong indicator for potential site information architecture.
- The original results can be viewed on [Optimal Workshop](#).

NOTE:

We had a slight misspelling when distributing our card sort. “Shawnee *Trail* Shootout” was mislabeled “Shawnee *Trial* Shootout.” This could have given it a competitive connotation (rather than an event) and may have affected sorting.

Ultimately, we decide to leave it as-is because we did not want to throw off the collected data, nor ask participants to complete the sorting exercise again.

POST TAP SURVEY

*After the think-aloud call
we asked participants
to take a brief survey.*



POST TAP SURVEY KEY TAKEAWAY

11% will visit the site frequently.

33% strongly agreed the website is unnecessarily complex.

Only 11% strongly agreed that the site was easy to use.

33% found the site cumbersome to use.

33% strongly disagreed that they'd learn to use the website quickly.



Only 11% felt confident using the site.

44% disagreed that the functions on the site were well integrated.

EXPERT EVALUATION

We used Nielsen Norman Group's heuristics for user interface design to conduct an expert evaluation through the lens of our "Goliath Rogersonian" persona.



EXPERT EVALUATION KEY TAKEAWAYS



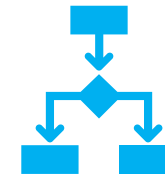
BETTER INFORMATION ARCHITECTURE

To enhance the site navigation, it is recommended to include a top-level link labeled "Coaches." Ideally, each category should have a single link, with sub-pages accessible from their respective landing pages. This approach would eliminate the necessity for a dropdown menu.



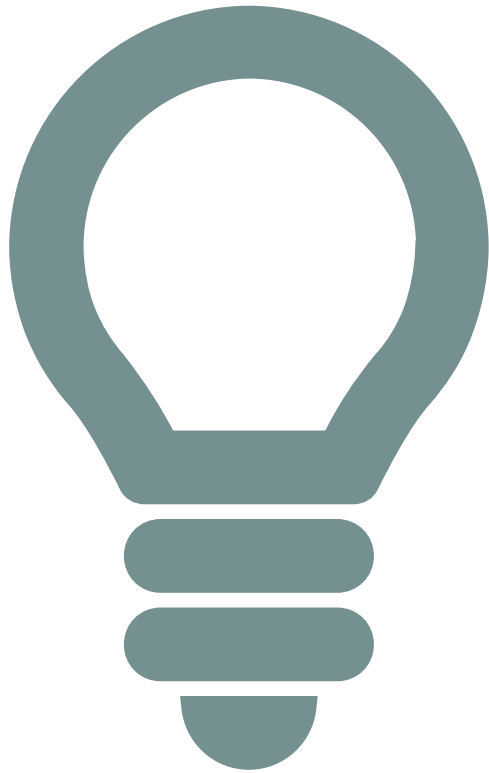
ACCESSIBILITY ISSUES

Too much content is arbitrarily underlined and/or set in **BLUE** and **RED** text. Unless something is a link, it should not be given any different visual treatment.



OVERALL IMPROVED TASTE

The site needs someone to "own" its creative direction and prevent uninformed volunteers from making poor design choices when they edit the content.



CONCLUSION AND RECOMMENDATIONS

Based on user interactions and the results of TAP, Card Sort, and Expert Evaluation, we have several recommendations in the following slides to help improve the usability of the FSA website.

ADD LINKS FOR SERVICE PROVIDERS

Sponsors and service providers should be linked to their respective websites, especially via the advertisers' logos.

For example, with a direct link to Dick's Sporting Goods, users could click and shop immediately. It could even digitally apply the coupon automatically.

This would provide greater value to existing sponsors. It may encourage other companies to sponsor FSA as well.

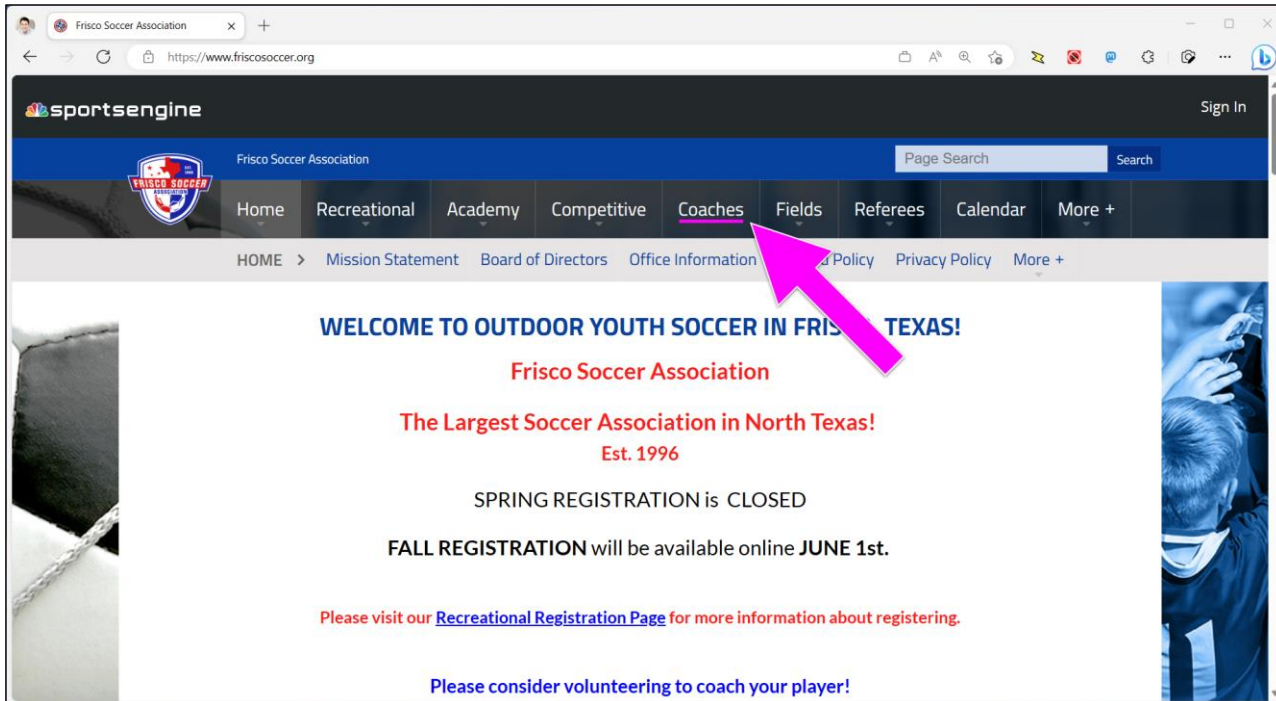
The screenshot shows a website interface with a navigation menu at the top containing links for Home, Recreational, Academy, Competitive, Shawnee Trail Shootout, Fields, and More+. Below the menu is a secondary navigation bar with links for HOME, Mission Statement, Board of Directors, Office Information, Refund Policy, Privacy Policy, and More+. A blue message box states: "Any teams scheduled to play in Allen or McKinney will need to click the field conditions links for field updates at their respective venues." Below this is a large promotional banner for Dick's Sporting Goods, titled "EXCLUSIVE SHOP EVENT" with "20% OFF YOUR ENTIRE PURCHASE". The banner includes a photo of soccer players and text: "NEED AN ITEM NOT AVAILABLE IN-STORE? Ask a Store Associate about ordering an item(s) through our Scan&Go book, located inside the store. Receive a 20% discount, plus free shipping, valid on the category listed below. Some restrictions apply." It also features the Frisco Soccer Association logo, the text "Frisco Soccer Association Shop Day", and two dates: "February 17th - 20th" and "March 3rd - 6th". Two barcodes are shown with their respective IDs: P00048720241CGHX and P00048720241CGHY. To the right of the banner is a section titled "FRISCO SOCCER IMPORTANT SEASON DATES" with a sub-header "No upcoming events found." and links for "VIEW ALL", "RSS", and "ICAL". Below this is a photo of a soccer team with the caption "FSA teams battled it out on the field at the Dallas Sidekicks halftime show!". At the bottom of the page is a small logo for "Dick's Sporting Goods FSA Shop Days".

ADD “COACHES” LINK TO TOP NAV

We suggest making “Coaches” a first-class link amongst the other top-level nav links.

One of the things we heard consistently was that people did not think of “Coaches” as a sub-category of recreation.

Currently, a link for “Shawnee Trail Shootout” is taking up this spot. That could be in the dedicated “Events” area instead.



REMOVE UNNECESSARY UNDERLINES

We recommend FSA follow user expectation that if the text *is* underlined, it is a clickable link.

Currently, not all underlined text leads to a hyperlink, causing user confusion.

This can also lead to increased user bounce rate causing FSA potential new members.

Recreational Registration

Home Recreational Academy Competitive Shawnee Trail Shootout Fields Referees More +

RECREATIONAL > Registration Games & Standings Parents Coaches Playing Format More +

FALL REGISTRATION opens on JUNE 1ST!
A registration link will be added to this page when it's available.

We have seen record registration numbers during our Fall 2022 and Spring 2023 seasons but have had limited Coach volunteers, especially in our U4-U10(3 year old through third grade) age groups.
Please consider volunteering to coach your player's team!

***For questions about our Recreational Program, please email us at contactus@friscosoccer.org.

We prefer that registration be submitted via your smartphone because it's efficient and quick!

FALL 2023 REGISTRATION INFORMATION

REGULAR Registration: JUNE 1st to June 30th, 2023
Please consider volunteering as a head coach. We are always needing head coaches to accommodate the number of new players joining FSA, especially in 3rd grade and younger age groups.

USE CONSISTENT TYPOGRAPHY & COLOR

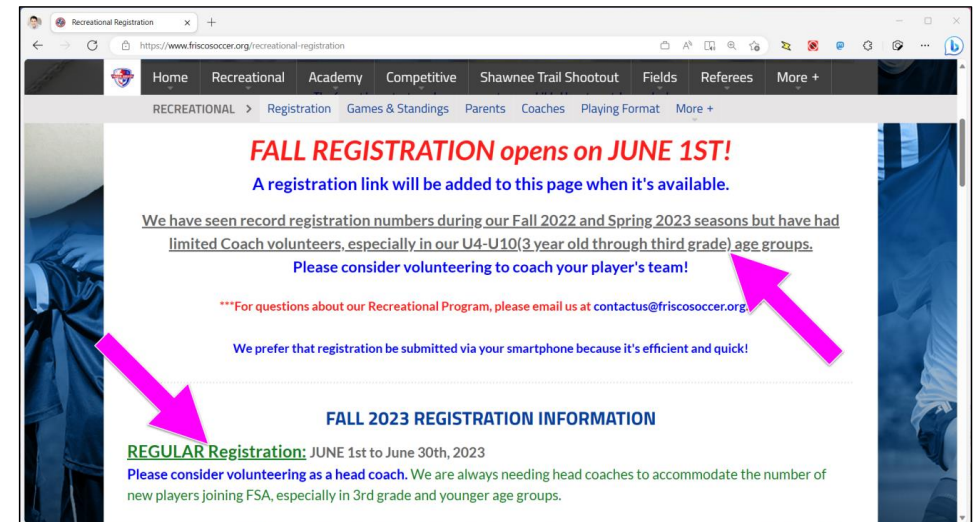
We recommend FSA use consistent typography and color for their website. Currently, the site has inconsistent typography and color.

Their content has differing levels of visual emphasis that it has the opposite effect.

Instead of calling attention to key bits of information, entire pages essentially shout at full volume. This makes it difficult for the user to find key information.

This is a classic case of:

“If everything is important, nothing is important.”



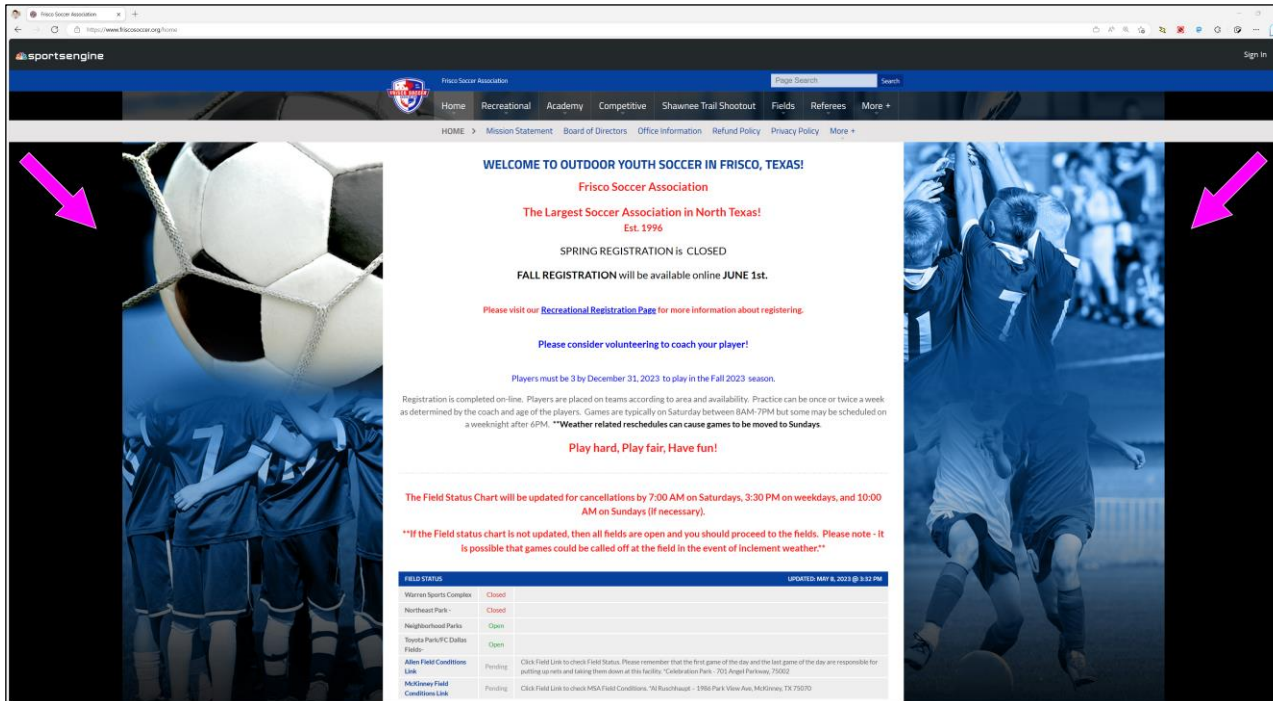
MAKE BETTER USE OF SCREEN REAL ESTATE

We recommend designing a page template that makes better use of screen real estate.

On larger screens, the site seems somewhat narrow. Background images do not span the entire width of the browser.

If possible, we would like to see more of the available space used to highlight the content.

This could be beyond FSA's control, because the site appears to be running on a third-party [SportsEngine](#) platform.



Coaches

THANK YOU FOR VOLUNTEERING TO COACH!

Keep in mind that the experience players have with you as a coach will stay with them for life! Be positive, be organized, and set a good example.

Background check approvals & SafeSport Certification are valid Fall through the Spring season and **EXPIRE on May 31st.**

All returning coaches and new coaches MUST register using the link below, submit a background check AND become SafeSport certified.
If you completed a SafeSport Certification in Fall 2022/Spring 2023, then you must take the most current Refresher Based on the year your SafeSport account.

FALL 2022/FALL 2023 SAFE SPORT CERTIFICATION REGISTRATION

COACHING REQUIREMENTS - STEP BY STEP INSTRUCTIONS

Coaches - please see below for a page for each section explaining your coaching requirements, including training or a coach's background checks and SafeSport certifications.

Step by Step - Coach Requirements

If you or another parent have already registered your player, then you will NOT create a new account. You will enter the email used to create the newly account into the area it would block in to start your coaching session or account the registered email from the same device that was used to register your player.
Don't leave the password for this account. It's not listed. For get Password.

Background Checks, **SAFE SPORT CERTIFICATION** & ID Badges are **REQUIRED** for ALL Volunteers

SAFESPORT CERTIFICATION COURSE MANDATORY FOR ALL VOLUNTEERS

All registered volunteers are required to complete the SafeSport Certification Course and are highly recommended that they also complete CCLC Leads Us Coaches on Course. If you have the SafeSport Certification within that time frame, then you can only be required to complete a 20-25 min in length refresher course.

Use the instructions in the document below for how to complete these courses on Get Sport.

US SOCCER - CONCUSSION PROTOCOL - PLAYER REMOVAL FROM GAME

You can view and download this document by clicking on the link below. Please read the document from US Soccer for important notes.

US Soccer - Concussion Protocols

- What are some?
- Head Coaches
 - Assistant Coaches
 - Team Managers/Managers
 - Managers for high school community service hours
 - League Directors
 - Complex Directors

Badges are required at all practices and games for all team activities and officials. Each season year Fall/Spring, a new sticker order is issued. You may have the current year's badge on your badge. Fall 2022/Spring 2023 order is **NWAV**.

REMOVE EXTRANEOUS INFORMATION

We recommend up to a 50% reduction in content per page. That will help to convey info without it getting lost in the clutter.

- These two screenshots depict the top/bottom of the "coaches" page.
- It features a large table about different playing formats, but there is already a separate page for that topic.
- If someone is considering being a coach, they do not need to see nuanced rule differences for all age groups.

There seems to be a concern among those who curate the FSA site that all tangential content needs to be presented in as many ways as possible.

However, this leads to information overload.

FORMATION	U6	U7	U8	U9	U10	U11	U12	U13	U14	U15	U16	U17	U18
1-1-1	1-1-1	1-1-1	1-1-1	1-1-1	1-1-1	1-1-1	1-1-1	1-1-1	1-1-1	1-1-1	1-1-1	1-1-1	1-1-1
2-1-1	2-1-1	2-1-1	2-1-1	2-1-1	2-1-1	2-1-1	2-1-1	2-1-1	2-1-1	2-1-1	2-1-1	2-1-1	2-1-1
3-1-1	3-1-1	3-1-1	3-1-1	3-1-1	3-1-1	3-1-1	3-1-1	3-1-1	3-1-1	3-1-1	3-1-1	3-1-1	3-1-1
4-1-1	4-1-1	4-1-1	4-1-1	4-1-1	4-1-1	4-1-1	4-1-1	4-1-1	4-1-1	4-1-1	4-1-1	4-1-1	4-1-1
5-1-1	5-1-1	5-1-1	5-1-1	5-1-1	5-1-1	5-1-1	5-1-1	5-1-1	5-1-1	5-1-1	5-1-1	5-1-1	5-1-1
6-1-1	6-1-1	6-1-1	6-1-1	6-1-1	6-1-1	6-1-1	6-1-1	6-1-1	6-1-1	6-1-1	6-1-1	6-1-1	6-1-1
7-1-1	7-1-1	7-1-1	7-1-1	7-1-1	7-1-1	7-1-1	7-1-1	7-1-1	7-1-1	7-1-1	7-1-1	7-1-1	7-1-1
8-1-1	8-1-1	8-1-1	8-1-1	8-1-1	8-1-1	8-1-1	8-1-1	8-1-1	8-1-1	8-1-1	8-1-1	8-1-1	8-1-1
9-1-1	9-1-1	9-1-1	9-1-1	9-1-1	9-1-1	9-1-1	9-1-1	9-1-1	9-1-1	9-1-1	9-1-1	9-1-1	9-1-1
10-1-1	10-1-1	10-1-1	10-1-1	10-1-1	10-1-1	10-1-1	10-1-1	10-1-1	10-1-1	10-1-1	10-1-1	10-1-1	10-1-1
11-1-1	11-1-1	11-1-1	11-1-1	11-1-1	11-1-1	11-1-1	11-1-1	11-1-1	11-1-1	11-1-1	11-1-1	11-1-1	11-1-1
12-1-1	12-1-1	12-1-1	12-1-1	12-1-1	12-1-1	12-1-1	12-1-1	12-1-1	12-1-1	12-1-1	12-1-1	12-1-1	12-1-1
13-1-1	13-1-1	13-1-1	13-1-1	13-1-1	13-1-1	13-1-1	13-1-1	13-1-1	13-1-1	13-1-1	13-1-1	13-1-1	13-1-1
14-1-1	14-1-1	14-1-1	14-1-1	14-1-1	14-1-1	14-1-1	14-1-1	14-1-1	14-1-1	14-1-1	14-1-1	14-1-1	14-1-1
15-1-1	15-1-1	15-1-1	15-1-1	15-1-1	15-1-1	15-1-1	15-1-1	15-1-1	15-1-1	15-1-1	15-1-1	15-1-1	15-1-1
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20-1-1	20-1-1	20-1-1	20-1-1	20-1-1	20-1-1	20-1-1	20-1-1	20-1-1	20-1-1	20-1-1	20-1-1	20-1-1	20-1-1

Steps to get SafeSport to Sync – when the system doesn't automatically sync.

If you have completed your SafeSport training or Refresher training and your status for 22/23 doesn't show a green Approved then you may need to manually sync it.

First you will try to sync it by selecting the "Check Records". This will check the system for matches.

If that doesn't work then you will need to upload your SafeSport completion certificate manually so that North Texas Soccer can review it and manually sync it up in the software. Many times a sync issue is caused by name or email inconsistencies.

First Try "Check Records" by clicking the yellow "check records" box

If that doesn't work, then select "Show Safe Sport Upload Form". Here you will need to enter your CURRENT SafeSport Completion certificate. Example below:

FRISCO SOCCER ASSOCIATION SPONSORS

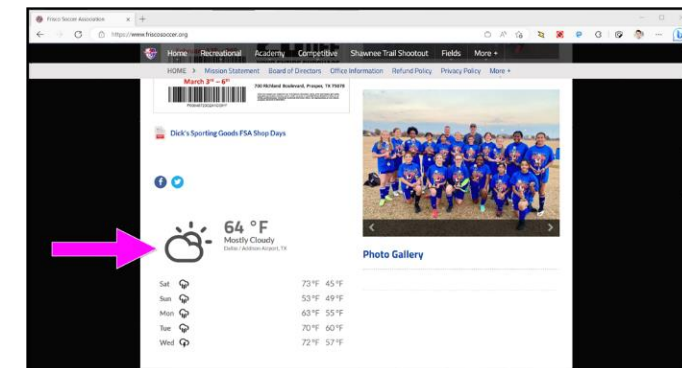
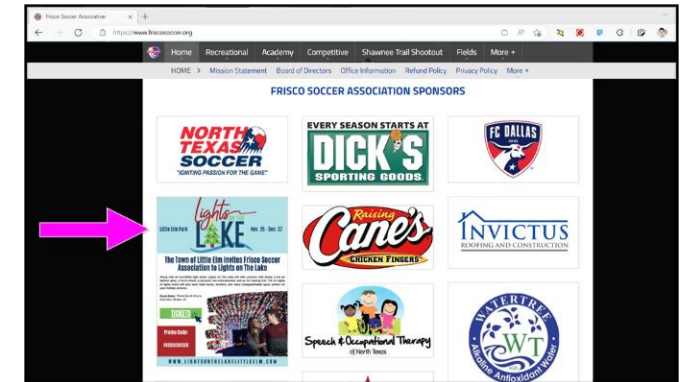
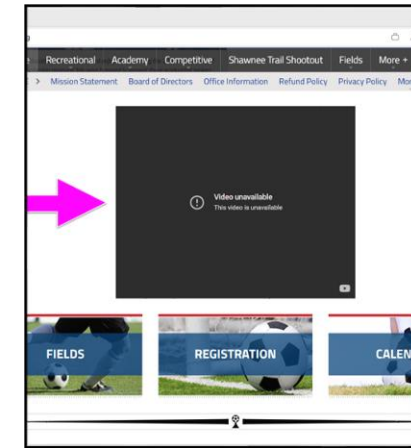
- NORTH TEXAS SOCCER
- DICK'S SPORTING GOODS
- FC DALLAS

MAKE INFORMATION RELEVANT

Based on user feedback, we recommend that FSA regularly prunes outdated information on their website and adds relevant information. For example, there is an ad from last year for Lights on the Lake. There is also a blank video that displays the message “video unavailable.” The weather widget on the site displays cities that are not Frisco adjacent.

One of the best practices of website design is to get rid of information that is not helpful to users. Outdated information can be confusing and frustrating.

It may even cast doubt on the validity of current information, leading to bounce rates where potential new customers lose trust in the website’s content.

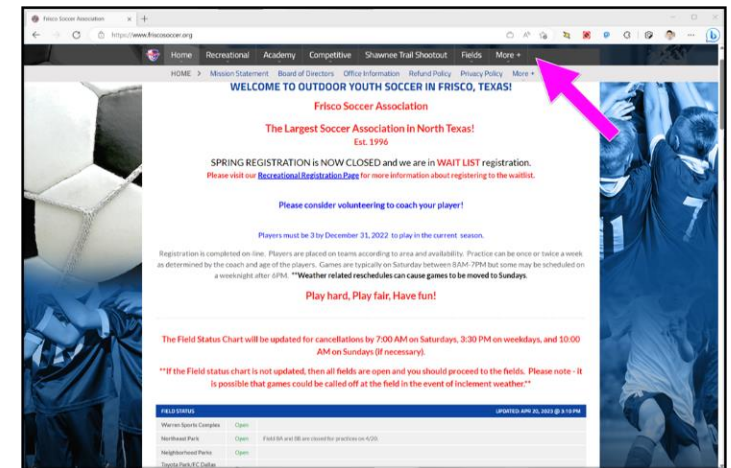
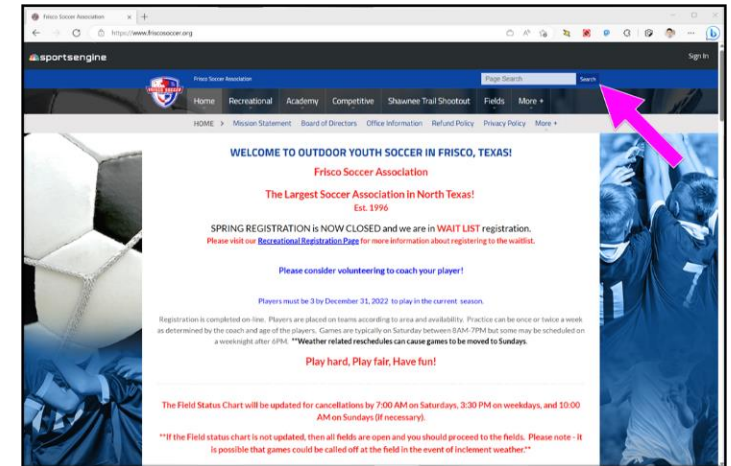


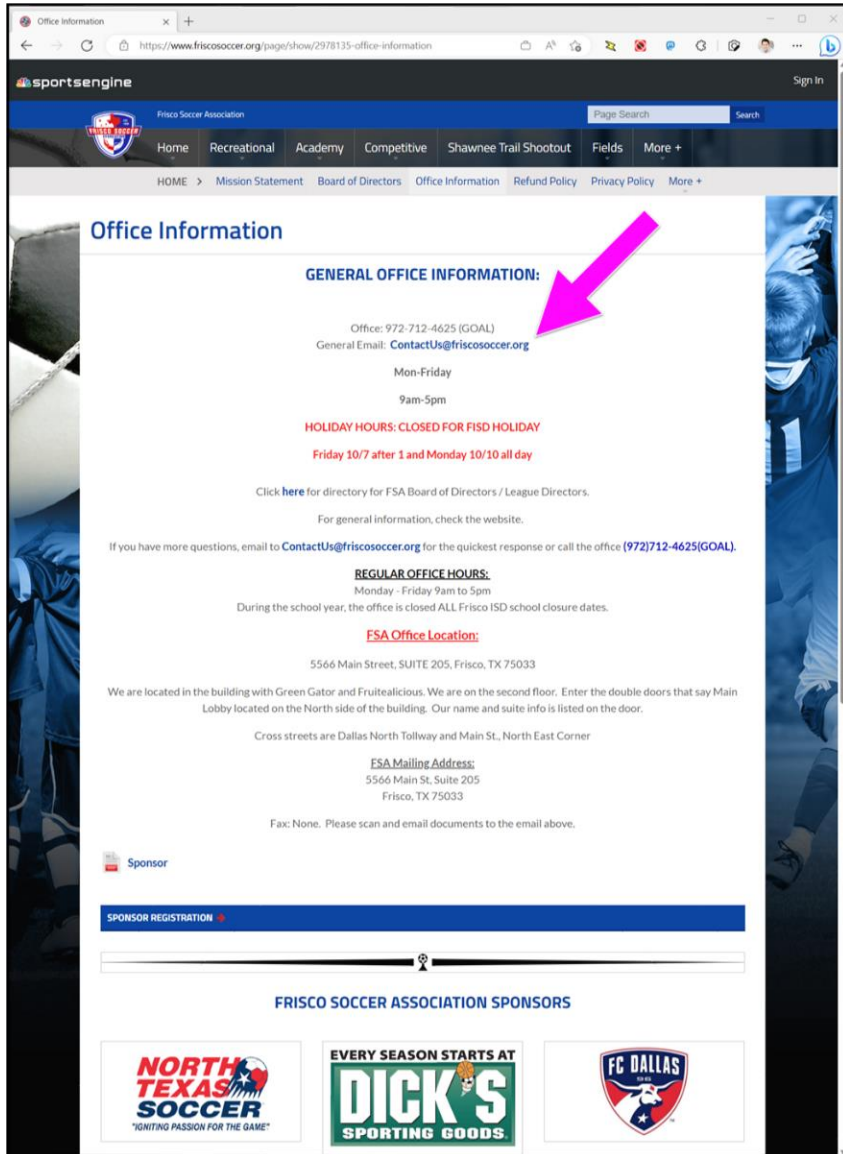
DON'T HIDE THE SEARCH INPUT

Based on user feedback, we recommend that if a website uses fixed navigation that scrolls with the viewport, the search field stays visible.

Currently on the FSA website, it scrolls out of view. This leads to a logical disconnect.

In a user-friendly website, it is recommended that the navigation remains consistent. This means search is typically displayed prominently on the top right-hand corner of the page.





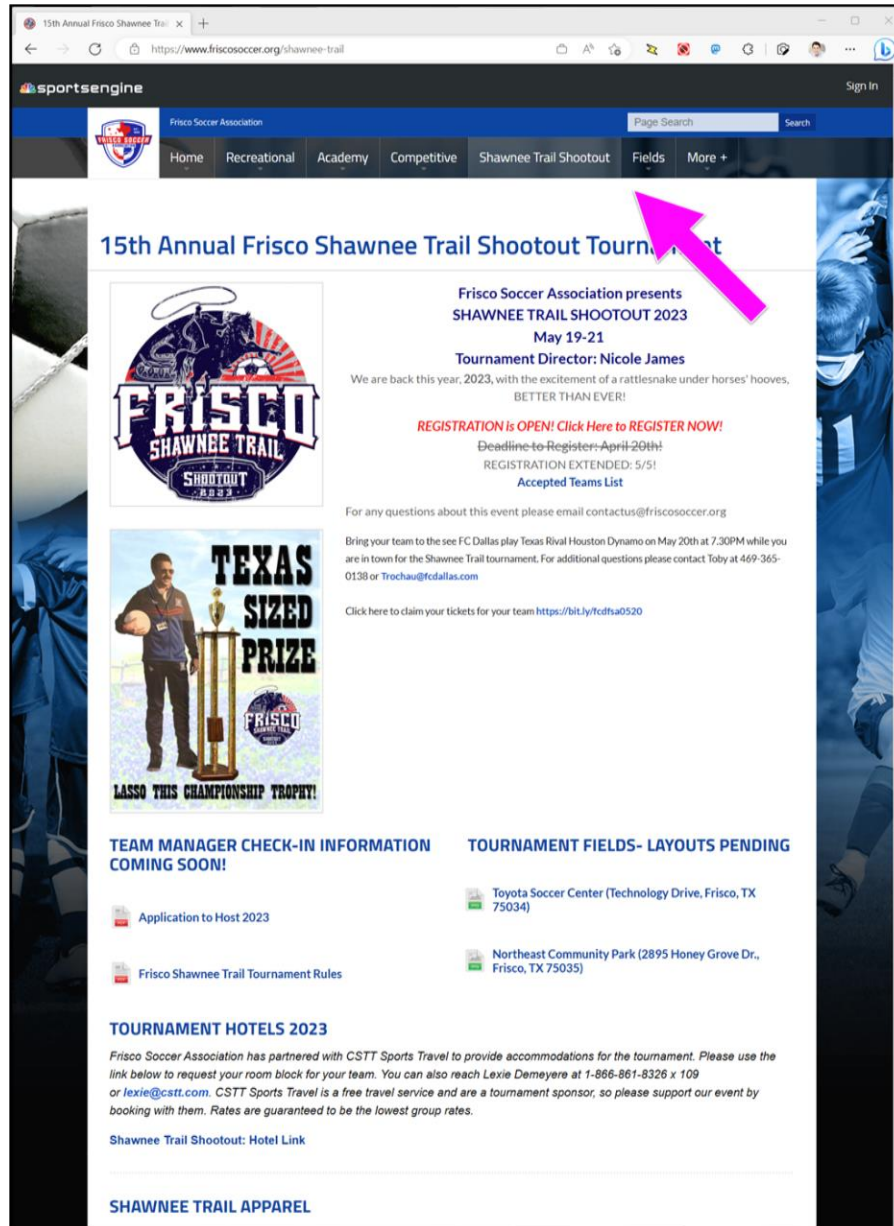
MAKE THE CONTACT METHOD INTUITIVE

Based on user feedback, we recommend adding a “Contact FSA” button on the main navigation bar where it will be easy to find.

We also recommend creating a page listing separate email addresses for different topics: general, confidential and sensitive (player/coach safety), scheduling, questions for referees, etc.

Currently, there is only one “contact us” email address. It is buried on a sub-page of the site.

In an ideal website, users should be able to find the information they are looking for easily. A method of contact on the home page menu is standard industry practice.



MAKE INFORMATION ARCHITECTURE INTUITIVE

We recommend aligning the information architecture with how people think about the various categories.

We suggest navigation links such as these:

- About
- Coaches
- Competitive
- Contact
- Events
- Fields
- Recreation
- Referees

NOTE:

The current site takes up precious space with “Shawnee Trail Shootout,” making it seem like a permanent part of the navigation. But it is a time-sensitive event link.

Practice Areas

https://www.friscosoccer.org/practiceareas

sportsengine Sign In

Frisco Soccer Association registration Search

Home Recreational Academy Competitive Shawnee Trail Shootout Fields More +

FIELDS > Field Conditions Practice Areas Game Fields Northeast Park Toyota Soccer Center More +

Practice Areas

APPROVED PRACTICE LOCATIONS

FRISCO Youth Athletics Practice Areas Spring – 2023

The City of Frisco is striving to meet the practice demands for all sports organizations. In addition to Frisco neighborhood park sites, the Parks & Recreation Department has a partnership with the Frisco ISD to utilize non-irrigated elementary school sites for practice. In order to create synergy and consistency, the following properties can be utilized by Frisco-based teams for practice needs. The Frisco Parks & Recreation Department does not reserve specific practice spots for these locations. Instead, these locations have been assigned to the youth athletic league partners to manage and assign specific teams. The City of Frisco cannot authorize practice on private property such as churches, HOA properties, etc.

Frigo Soccer Association

Acker Special Programs Center	Anderson Elementary (Plano)	Ashley Elementary	Bledsoe Elementary
Carlunger Elementary	Carroll Elementary	Crescent Park	Duncan Park
Fisher Elementary	Finch Settlement Park	Independence Site (M, T, W, F only)	Limestone Quarry Park
McSpedden Elementary	Mourning Dove Park	Nichols Elementary	Oakbrook Park
Old Orchard Park	Pink Elementary	Riddle Elementary	Robertson Elementary (Little Elm)
Shelburne's Lott Park	Stegman's Green Park	Turkey Meadows Park	Ulian Stark McCullum Park
Coyle Crossing Park	Carroll Elementary	Christie Elementary	Falcons Field Park/Boak Elem
JC Grant Park/Spears Elementary	Early Childhood Center	Taylor Elementary	Hunneford Park/Jarns Elem.
Phillips Elementary	Frigo Commons Park	Rogers Elementary	
Yucca Ridge Park	Plum Creek Park		

Frigo Lacrosse Association (TR) / Girls Lacrosse Club of Frigo (MW)

Phillips Water Tower Practice Area		
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Frigo Community Cricket

Independence (Thursday)	
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Open Areas

These properties are available on a first-come basis for Frigo-based teams for practice only which are not affiliated with the above associations. Teams that are affiliated with FBFA, FLA, GLCOF & FSA are not permitted to practice at these locations. Any organized activity must contact Parks and Recreation for authorization of any usage of City facilities.

J.R. Newman Park	Preston Manor Park	Preston Ridge Park	Fairways Green Park	Cannaday Recreation Area
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Closed Areas

Allen Elementary	Elliot Elementary	Digby Elementary	Smith Elementary
Beavers Bend Park	Sunstream Elementary	Purefoy Elementary	Tadlock Elementary
Bright Elementary	Hoop Elementary	Shawnee Trail Elementary	
Comstock Elementary	Mooneyham Elementary	Springs Elementary	Youth Center Park

Community Parks / Game Fields

For the Spring 2022 season, the Department has approved the following organizations for practices at these locations. However, the individual organizations are responsible for managing the allocation process for practices at these locations for their organization. Game Fields will receive two days of rest per week from all activities. (max 32hrs per week)

B.F. Phillips Community Park	FBFA, FLA, GLCOF, FCCA
Harold Bacchus Community Park	FBFA, GLCOF
Northeast Community Park	FSA
Shawnee Trail Sports Complex	FBFA
Warren Sports Complex	FBFA, FSA
Youth Center Park	FBFA
Independence	Adult Cricket (weekend only), FCCA Thursday

Updated: January 30, 2023

****U9+ COACHES ONLY****

U9+ Spring 2023 Reserved Practice Schedule

FIX ACCESIBILITY OF THE “PRACTICE AREAS” PAGE

We recommend using real HTML text for important information. This will ensure that anyone accessing the site can read it, in addition to making it crawlable by search engines.

Currently, the main content of the “approved practice locations” is an image. It appears to be a screenshot of a document created in Microsoft Word, rather than actual text.

As such, no text from within it can be copied and pasted. Blind users would also be unable to hear the text read aloud to them by screen reader assistive technology, because the element on the page is one giant image.

APPENDIX

Additional findings

Card sorting data

Persona details

Additional files & recordings



TASK 1: HOME PAGE TOUR



Looks **analog** but **well thought out**.



Not a lot of **visual interest**.



I like the color scheme and the background photos.



It looks **easier to navigate** than some of the sites I've been on.



Information like the **field, calendar, and registration links** seem **straight forward and pertinent**.



Agendas and service providers should be **hyperlinked**, especially on the **advertisers' logos**.

TASK 1: IMPRESSIONS

“Images of soccer ball on the left, kids on the right.”

“Consider volunteering to coach... But how?”

“The coupon on the home page is already expired.”

“This site doesn’t do a good job selling me on the idea of signing up for Frisco soccer.”

“Field conditions, ads, coupons, photos, sponsors, logo.”

“It was difficult to find the coaching section.”

“Underlined text is not a link. Why are there so many colors?”

“It does not feel friendly to new users. It supposes insider knowledge of all their categories.”



“I am not sure what ‘competitive’ and ‘academy’ are, or how they are different.”

TASK 2: ENROLL YOUR CHILD

Confusing messages: registration versus waitlist.

No way to register for wait list for the next season.

Conflicting call to action: registration versus waitlist.

Searched the page for **over 5 minutes** before I found the link.

No hyperlink to take the user straight to the registration page.

Scrolled through recreational > registration > regular registration.

Not clear that “spring waitlist” on the page was a link. **Nothing to differentiate** links and buttons from regular text.

No way to enter users’ information to **get a reminder** to register for next season.

TASK 3: VOLUNTEER COACH

This task **tests my patience.**

If the information is in here, **I can't find it.**

Coach's resources **don't give enough information.**

It **does not convince me** about why I should become a coach.

No top-level navigation for "coaches," which **makes it hard to find.**

The coaching sub-page has an **overwhelming amount of information.**

TASK 3: VOLUNTEER COACH

Make another subpage for 'Coach Registration.'

Add Coach Requirements document on the 'Coach Resources' page.

I'd rather email the general mailbox and ask them to give me the information.

It would have been easier if the first page could've **navigated straight to the information through the hyperlink.**

There is a big bold line on the home page to 'Become a volunteer coach,' but **no hyperlink to take me directly to the information.** Why?

TASK 4: FIND “U10” SCHEDULE

Couldn't find the information easily.

Games and standing page has a **lot of information**.

Difficult to find the information if **technologically challenged**.

Once found, **appears well organized and categorized** in neat boxes.

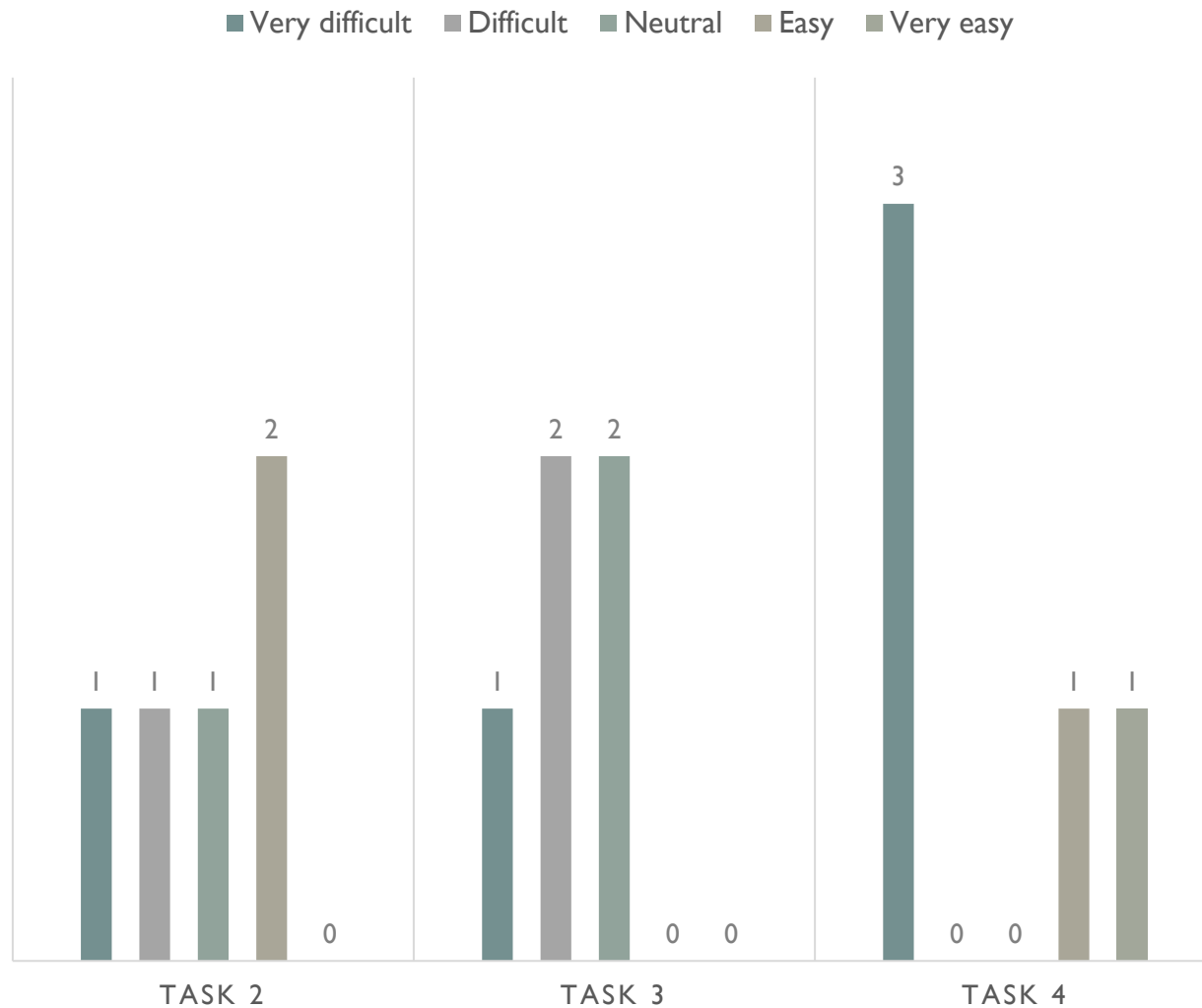
Found U10 information column but **couldn't find any game schedules**.

The calendar was **disappointingly empty**. It **did not contain** game schedules.

Spring 2023 Game Schedule hyperlink takes you straight to the information.

I thought that **“competitive” might equate to games per season**. But that's not where the information is.

TASK COMPLETION

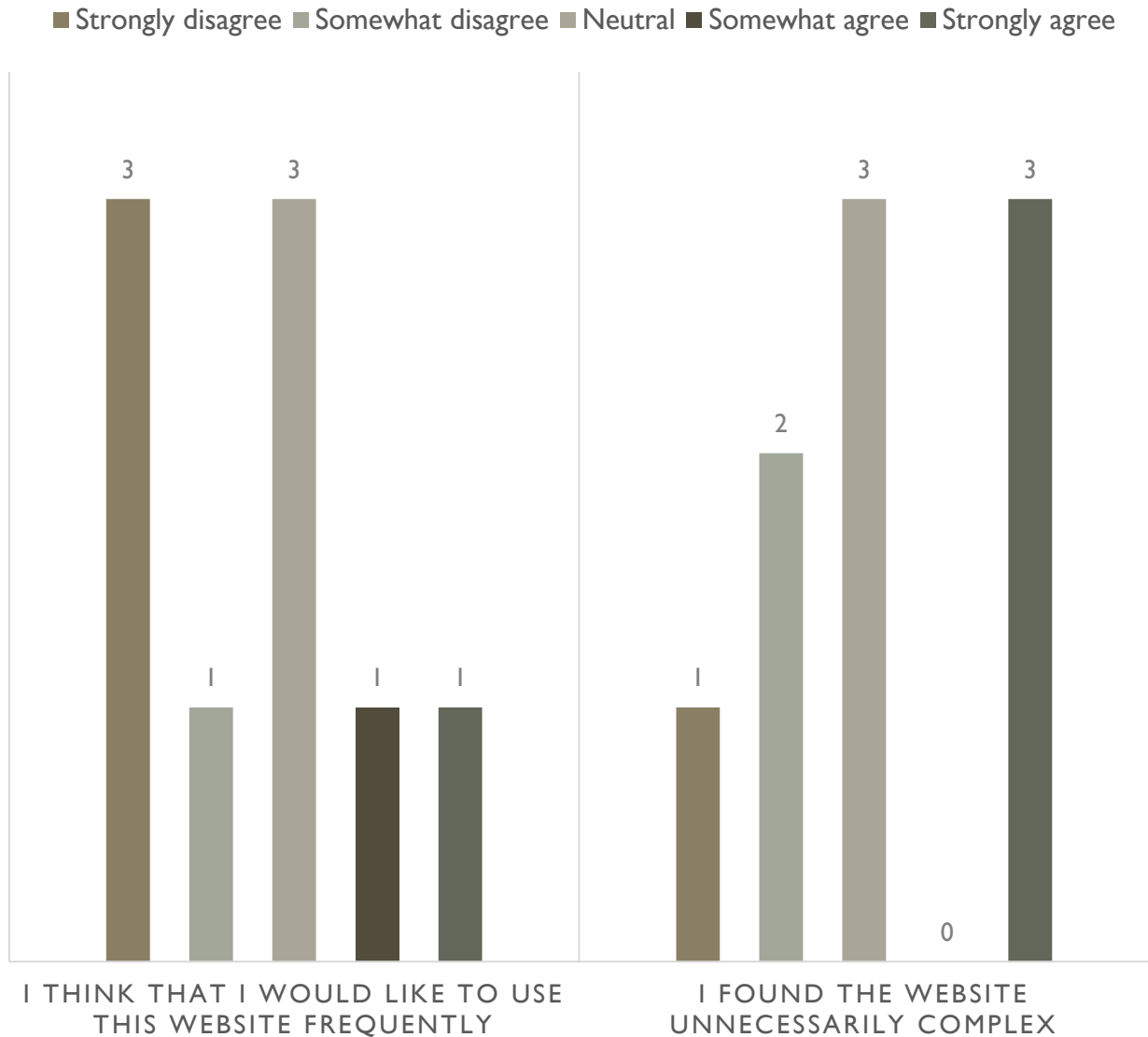


How difficult were the think-aloud tasks to perform?

After each participant completed a task, we asked them how difficult they considered it to be. On a scale of very difficult to very easy...

- **Task two:**
2 people said it was difficult.
2 people said it was easy.
- **Task three:**
3 people said it was difficult.
- **Task four:**
3 people said it was difficult.
2 people said it was easy.

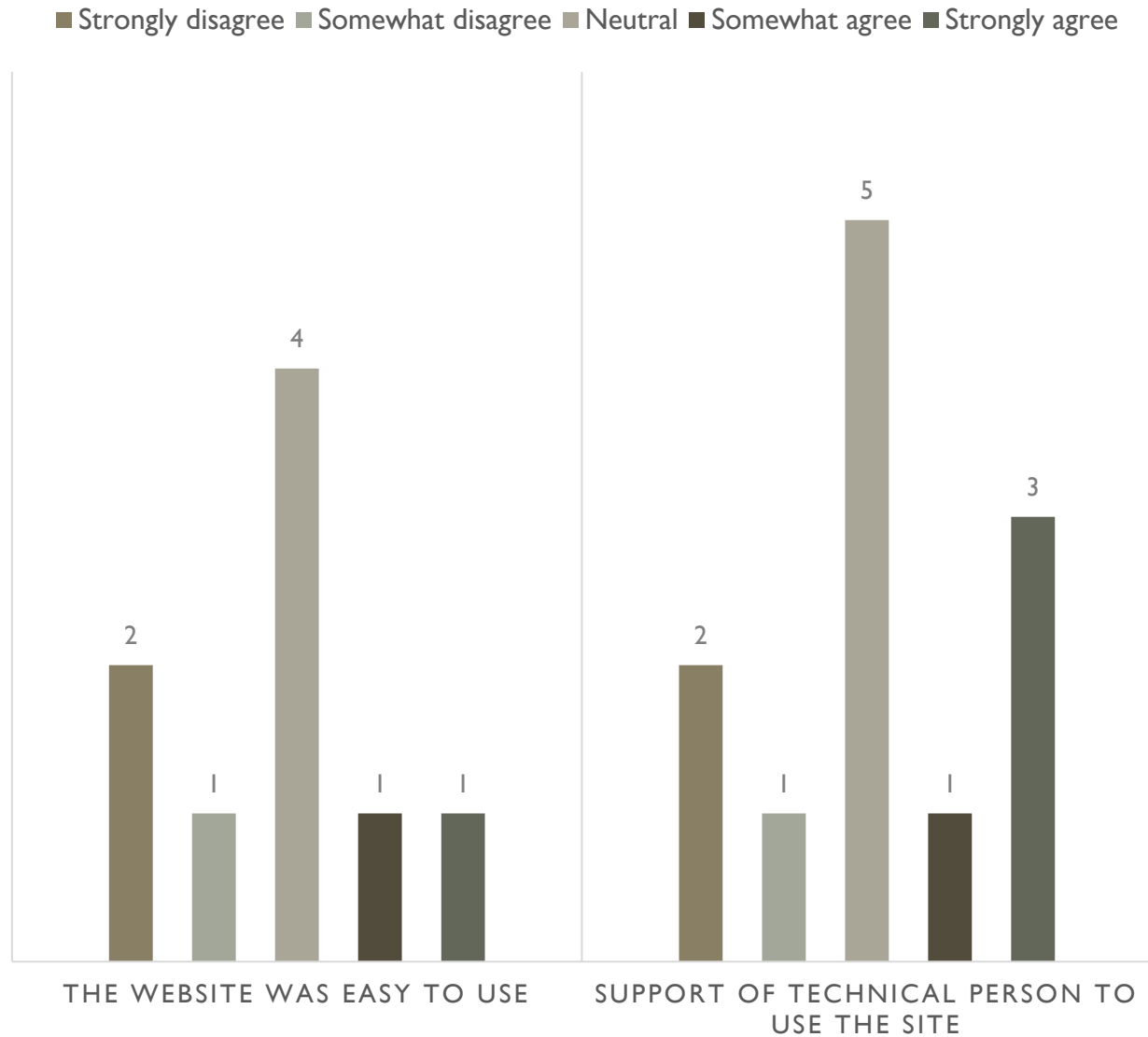
POST SURVEY QUESTIONS 1 & 2



When asked if they'd visit the website frequently, 33% of participants strongly disagreed. Only 11% of participant said they would visit the site frequently.

In contrast, when asked if the website was unnecessarily complex, 33% of participants strongly agreed. Only 11% of participant strongly disagreed.

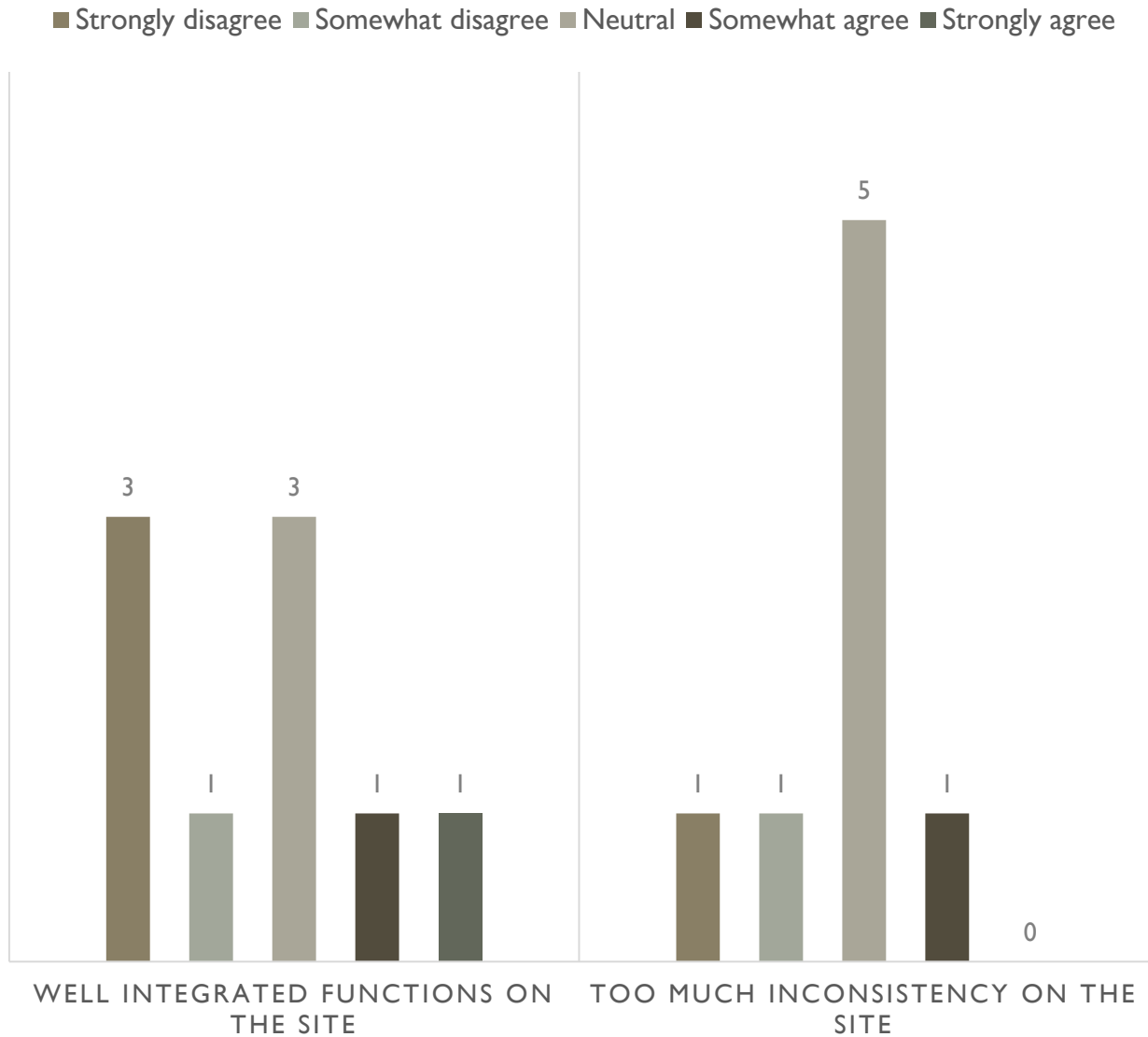
POST SURVEY QUESTIONS 3 & 4



When asked if the FSA website was easy to use, 44% of participants were indifferent about the site's ease of use while 22% said they thought the site was easy to use.

When asked if they would need a technical user to help with the site, 55% of participants were neutral and only 11% strongly agreed with the statement.

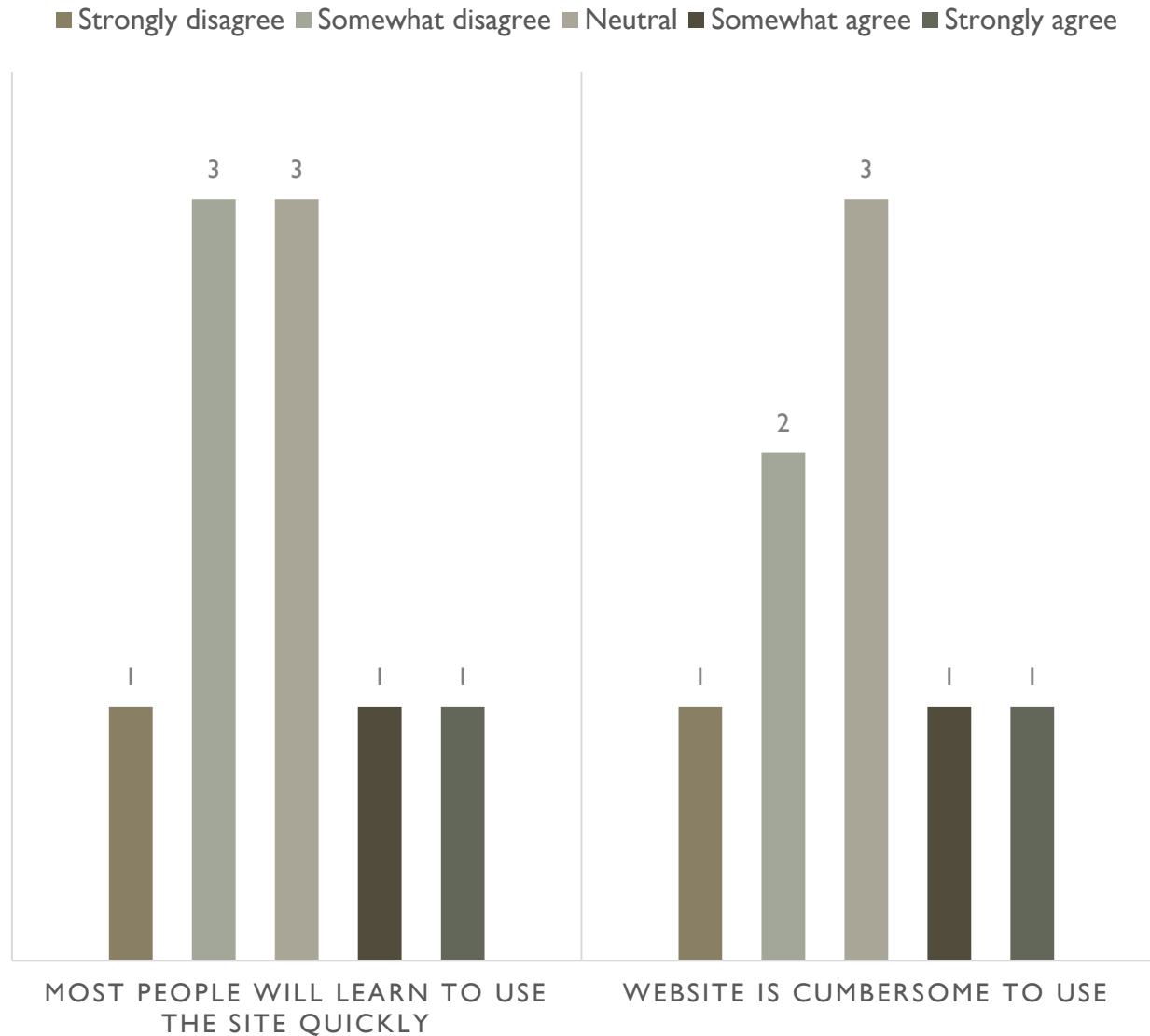
POST SURVEY QUESTIONS 5 & 6



Only 11% of participants agreed when asked if they found functions on the website well integrated. In contrast, 44% of participants disagreed with the statement.

When asked if there was too much inconsistency on the website, 50% of the participants were evenly divided between agreed and disagreed. However, the rest of the 50% were neutral on the inconsistency.

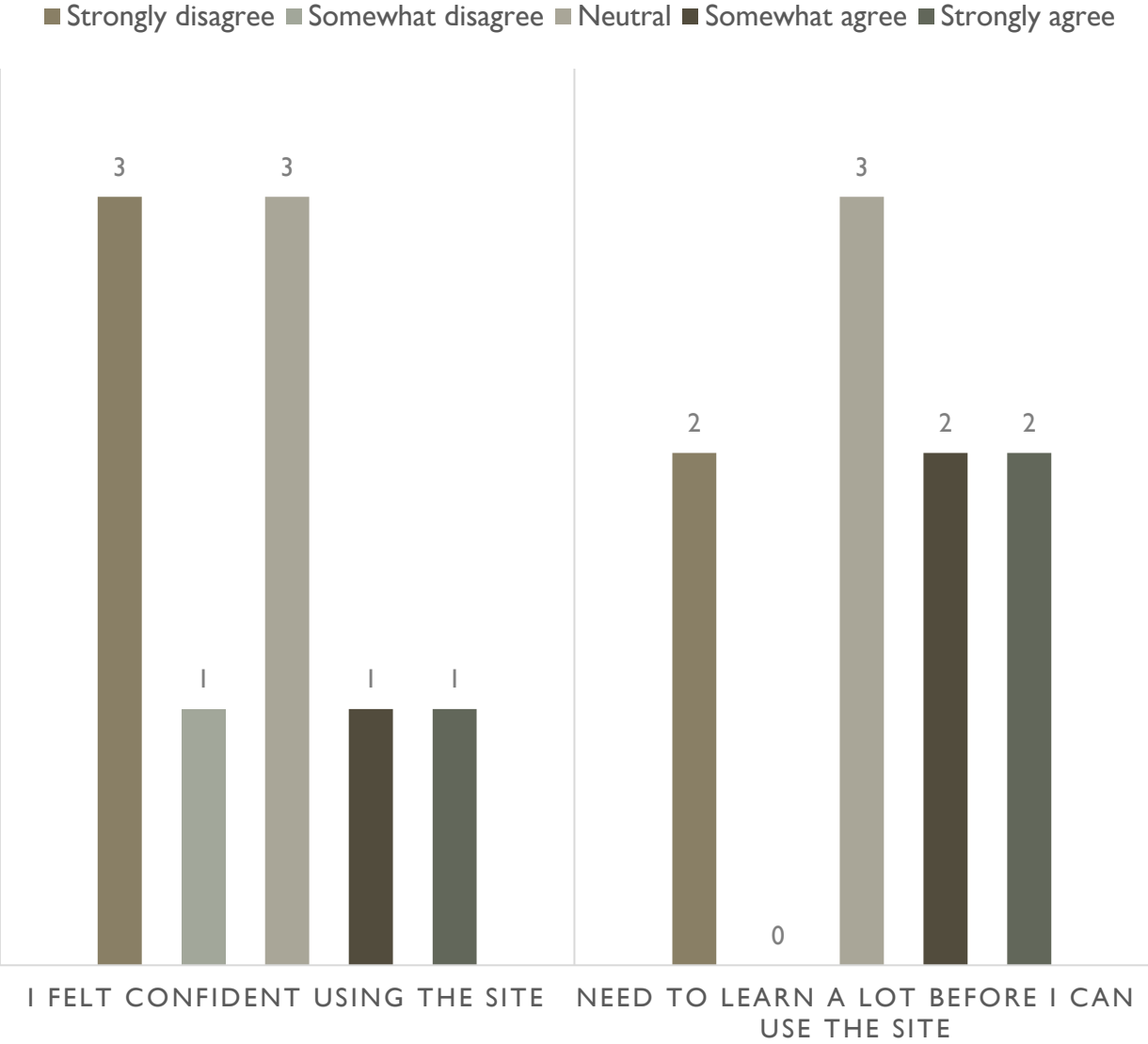
POST SURVEY QUESTIONS 7 & 8



Most participants (11%) were neutral or said they disagreed (33%) when asked if the site would be quick to learn.

Paradoxically, most people were neutral (33%) or disagreed (33%) with the site being cumbersome to use.

POST SURVEY QUESTIONS 9 & 10



Most respondents disagreed (33%) or were neutral (33%) when asked if they felt confident while using the site.

When asked if they need to learn a lot before using the site, participants were split. 22% percent said they strongly disagreed. Everyone else was neutral or agreed.

CARD SORTING: CATEGORIES & CARDS

- About FSA
- Coaches
- Competitive teams
- Contact FSA
- Events

- Fields
- Miscellaneous
- Recreation
- Referees
- Registration

- 25th anniversary
- Academy players
- Academy roster
- Board of directors
- Calendar
- Challenger sports
- Coach code of ethics
- Coaches
- Coaching resources
- Competitive guest players
- Competitive teams

- Contact - Coach disputes
- Contact - Field conditions
- Contact - General questions
- Contact - Referee issues
- Contact - Reschedule
- Dibs
- Documents
- Fall 2022 feedback
- Field conditions
- Games and standings
- Games fields

- High school clinics
- Lost and found policy
- Mission statement
- Non-rostered players
- Northeast Park
- Office information
- Parents
- Pictures
- Playing format
- Practice areas
- Privacy policy

- Referee clinics
- Referees
- Refund policy
- Registration
- Score reporting
- Shawnee Trail Shootout
- Sidekicks
- Skill camps and clinics
- Summer camps
- Toyota Soccer Center
- Warren Sports Complex

PERSONA: PARENT/COACH

For the purposes of this evaluation, we used our Goliath Rogersonian persona (“Goli” for short) from the previous *Learning About Users Report* group project.

- Goli is a father of two who recently moved to the Frisco, Texas area from Denver, Colorado.
- He is a project manager at Toyota. Initially, he was interested in enrolling his oldest daughter Samantha (age 16) in a competitive league and wanted to find a recreational team for his son Benjamin (age 8).
- After realizing there is a waitlist to be placed on a recreational team, he decided to volunteer to be a coach for Benji’s U9 team.



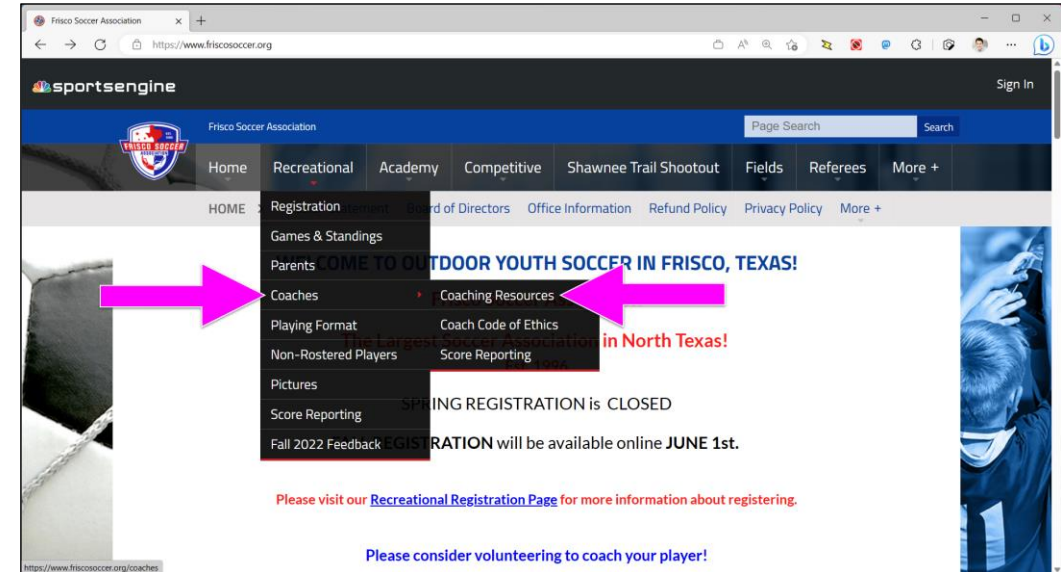
NNG HEURISTIC #2: MATCH SYSTEM & REAL WORLD

Put plainly, the navigation on the FSA site does not really match how I think about using the site

As a coach, I want to navigate to information quickly. When I arrive at the FSA site, I get confused because the information I need is listed under “recreation.”

When I hover over the correct part of the navigation bar, I pause because there are two links that are identical — “coaches” and “coaching resources” — but have two distinct pages. Additionally, hovering over the “coaches” link also triggers an expandable menu. It is not immediately apparent that the text itself is clickable, which sometimes makes me forget about it.

I think this site would make much more sense if there were just one link in the navigation that said “coaches,” and from there I could click to more sub-categories if I so desired.



NNG HEURISTIC #4: CONSISTENCY & STANDARDS

As a project manager on a software team, we know that there are certain inviolable laws of usability. I thought that these were widely and universally understood, but the FSA site has obviously thrown out “common sense” out the window. For example:

In the case of the FSA site, I am not sure they are trying to denote anything by their color choices. There is no reasoning behind it.

Also, their use of underlined text is arbitrary and haphazard. As someone with a background in software design, using their site is borderline infuriating.

This violates the NNG heuristic of consistency and standards. One might even call the typography and content on the FSA site a textbook example of what not to do.



NNG HEURISTIC #6: RECOGNITION OVER RECALL

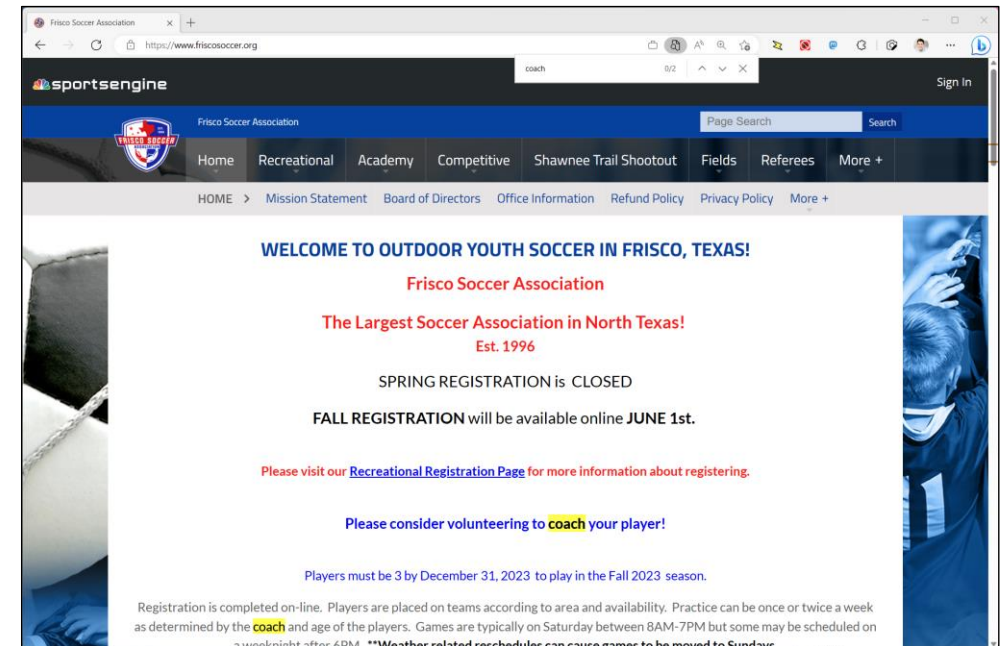
I think of myself as “Benji’s soccer coach” or a “U9 soccer coach.” The word recreation barely registers in my mind from week to week, as we have practices and games.

When I visit the FSA site, it is always with the framing of coaching in my mind. There needs to be better information architecture, so that the site caters better to people who already have their kids enrolled in the soccer program.

The FSA home page is not conducive to coaches that have already volunteered.

Currently, if I hit [Ctrl+F] to find the word “coach” on the home page, I see two blurbs. One is encouraging the user to become a coach (check, done) and the other is talking about how many practices there are per week. Neither of which is relevant to me, as someone who is a coach.

- “Please consider volunteering to **coach** your player!”
- “Practice can be once or twice a week as determined by the **coach** and age of the players.”



NNG HEURISTIC #8: AESTHETIC & MINIMALIST DESIGN

The FSA site has the *potential* to be aesthetically pleasing. The header is overall minimalist, and there is nothing inherently bad about the navigation's functionality.

The entirety of the site is a classic (tragic?) case of an otherwise good tool being wielded poorly. Managed by different hands, perhaps it could be used to great effect.

As things stand currently though, what could have otherwise been a beautiful site template has been torn asunder by someone — or perhaps, several people — going overboard with the WYSIWYG content editor.

I know the organization is probably run by volunteers primarily, but they need some sort of “creative director” role to keep everything in line. There needs to be a steady hand at the helm, to prevent people from mucking about and applying ill-conceived and/or amateurish formatting to the site's content.

Until then, the FSA site will continue to violate NNG heuristic 8, aesthetic and minimalist design.

ADDITIONAL FILES & INTERVIEW RECORDINGS



Inasmuch as possible, we have consolidated our source files here:

<https://drive.google.com/drive/folders/1v-1QwYBjg8ynJ4MtVq3I-l9cx08gu3yg>