

# LEARNING ABOUT USERS OF FRISCO SOCCER ASSOCIATION WEBSITE

## USABILITY + UX REPORT



*This formal report presents  
information about users of  
Frisco Soccer Association.*

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**March 17, 2023**

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# EXECUTIVE SUMMARY





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# EXECUTIVE SUMMARY

## INTRODUCTION

Our group chose to learn more about users of the Frisco Soccer Association (FSA) [website](#). It is one of the premier recreational soccer leagues in the DFW area, but the website does not reflect that.

## PROBLEM

The FSA website appears to be attempting to serve a dual purpose, attracting would-be players while also presenting pertinent information for existing players. The problem is, it does not accomplish either scenario particularly well. It has outdated and extemporaneous information, while omitting key features.

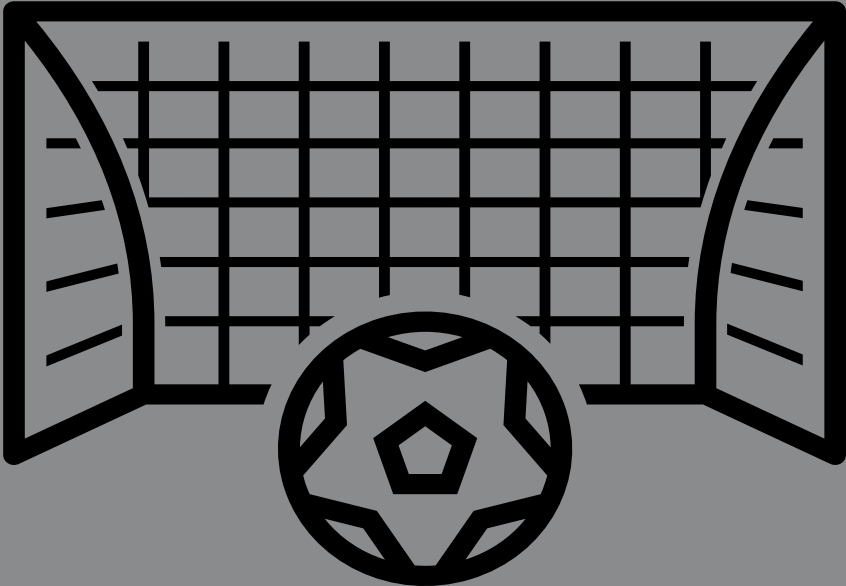
## RESEARCH METHODS

We conducted a Qualtrics [survey](#) to get a better understanding of users' needs and expectations of the FSA site. We also interviewed two coaches of U12 and U15 teams to hear their perspectives.

## RECOMMENDATIONS

We would recommend streamlining the navigation to focus more on what users say they care about the most: registration, schedules, field conditions, game results, league standings, and contact information.

# INTRODUCTION

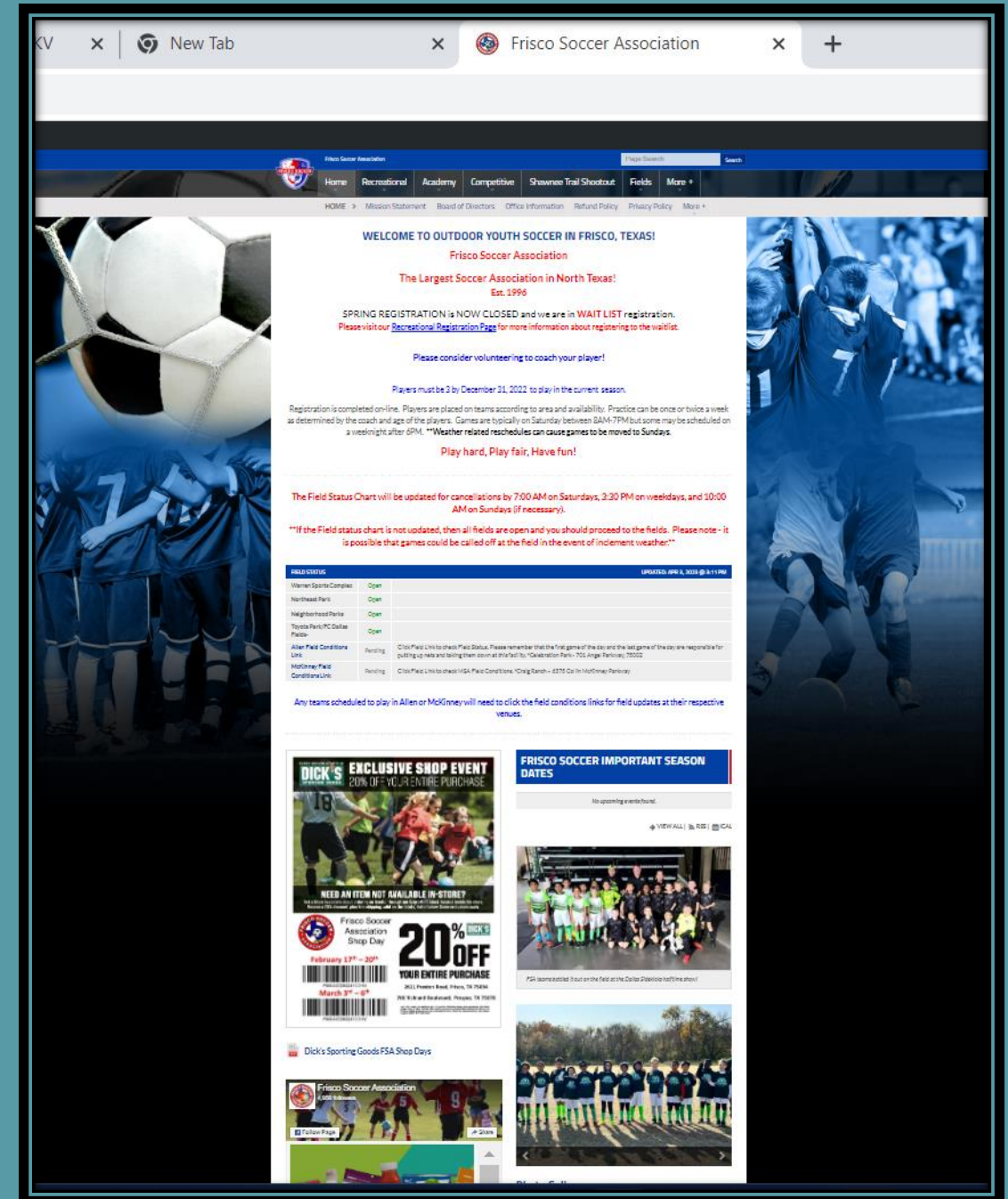


# INTRODUCTION

We conducted this research study to learn about the demographics of current and potential users of youth sports sites, and specifically of the Frisco Soccer Association site. In addition, we also researched the accessibility of the site in different modalities, like phones, tablets, etc.

We used Qualtrics survey tool to gather quantitative information about users' demographics and habits—frequency of site usage, purpose, etc. We also conducted two interviews with FSA coaches to gather qualitative data.

We have included the recommendations about FSA features that work, and the features that need improvement, as suggested by study participants.



# METHODOLOGY



# QUALTRICS SURVEY

Users of FSA site—coaches, referees, and parents of the Stormtroopers (under 12) and Raptors (under 15) soccer teams—took our Qualtrics survey that gave us insight into their demographics, website usage, impressions, etc. We also shared the Qualtrics survey on social media platforms like LinkedIn and Facebook to gather responses from participants affiliated with youth activities. [QUALTRICS SURVEY LINK](#)

What is the best feature of FSA site?

How many times do you visit FSA site?

In what capacity do you use FSA site?

What is the worst feature of FSA site?

In what capacity do you use FSA site?

What device do you use to visit FSA site?

How does FSA compare to other youth sites you use?





# INTERVIEWS

In order to collect qualitative data, we interviewed two of the FSA coaches over MS Teams to gauge their impressions of the site, their expectations, and their recommendations. We asked them the following questions:

How long have you been coaching youth soccer?

What was the initial draw to coach with the Frisco Soccer Association?

Do you find the FSA site intuitive and easy to use? Why or why not?



What would you like to see on the FSA site that will improve its usability?

What sites or apps do you use to facilitate communication with parents of players?

What is something that would make your (volunteer) "job" as a coach better?

# FINDINGS



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User Demographics -- 11

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# **USER DEMOGRAPHICS**





# ROLE

In what role do you access the FSA website?



PARENT/ GUARDIAN



FAMILY or FRIEND  
OF A PLAYER



COACH



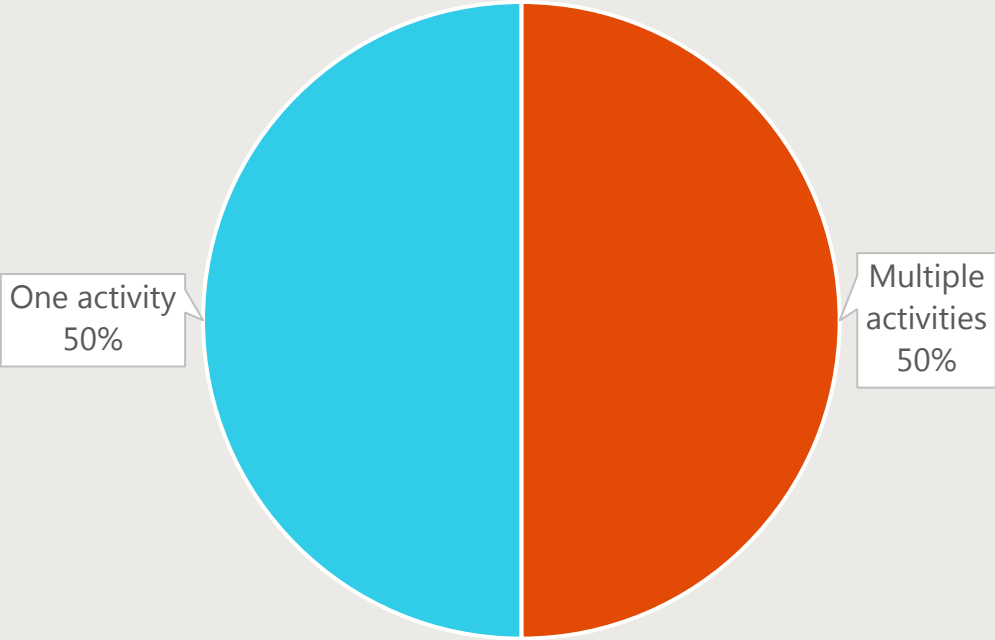
OTHER

Do you have children in other activities?

We asked respondents if they have children in only one activity, or multiple activities.

The results turned out to be evenly split, with half of the respondents saying they have children in one activity and the other half saying they participate in multiple activities.

# JUGGLING OTHER ACTIVITES



# USER DATA



# USER IMPRESSIONS

In a few words, what is your initial impression of FSA website?

**Terrible.**

**It's too busy. Lots of text in red.**

**A ton of information.**

**Too much red color used.**

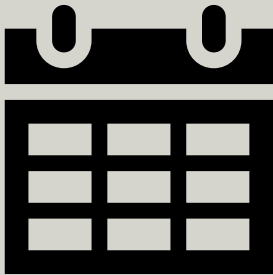
**It is simple, easy to read, and seemed to be informative.**

**Not well organized.**



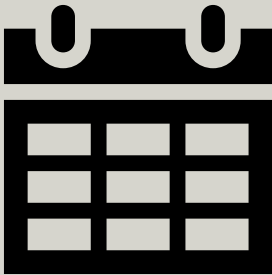
# USAGE FREQUENCY

How often do you access the FSA website?



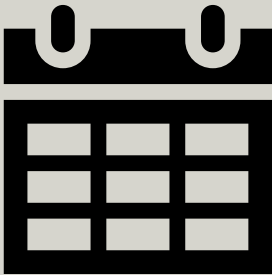
DAILY

5%



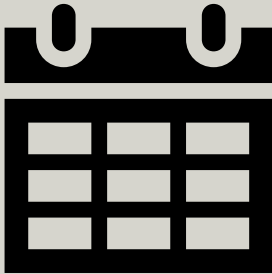
ONCE A WEEK

80%



TWICE A WEEK

10%



MULTIPLE TIMES A WEEK

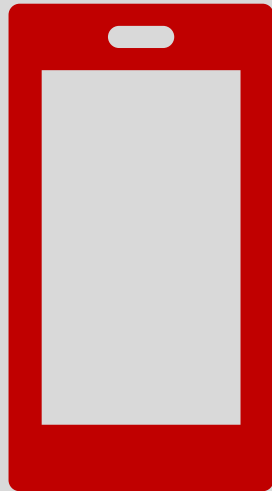
5%



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# DEVICES USED

What device do you use to visit youth activities website?



**MOBILE PHONE**  
**54.17%**



**DESKTOP/ LAPTOP**  
**45.83%**

# REASONS FOR VISITING THE WEBSITE



View Events  
Schedule

55%



Game  
Outcomes

15%



Check  
Updates

10%



Pay Dues

0%



Other

20%

# BEST FEATURES

What is the best feature of FSA website?

The field status chart,  
once you actually find it.

Scheduling and Results.

You can click on a link  
and it takes you to  
a new page.



# WORST FEATURES

What is the worst feature of the FSA website?

Not well organized.

Not easy to find “contact me” field.

Outdated ad—Lights on the Lake (Nov 25 – Dec 27)

There is so much information on the website that it is challenging to figure out where you need to go to get info you are seeking.

# WEBSITE RATING

We asked users to rate the FSA website on ease of use, visual appeal, and how well it works on computer or mobile device.

Overall, respondents found the FSA website to be:

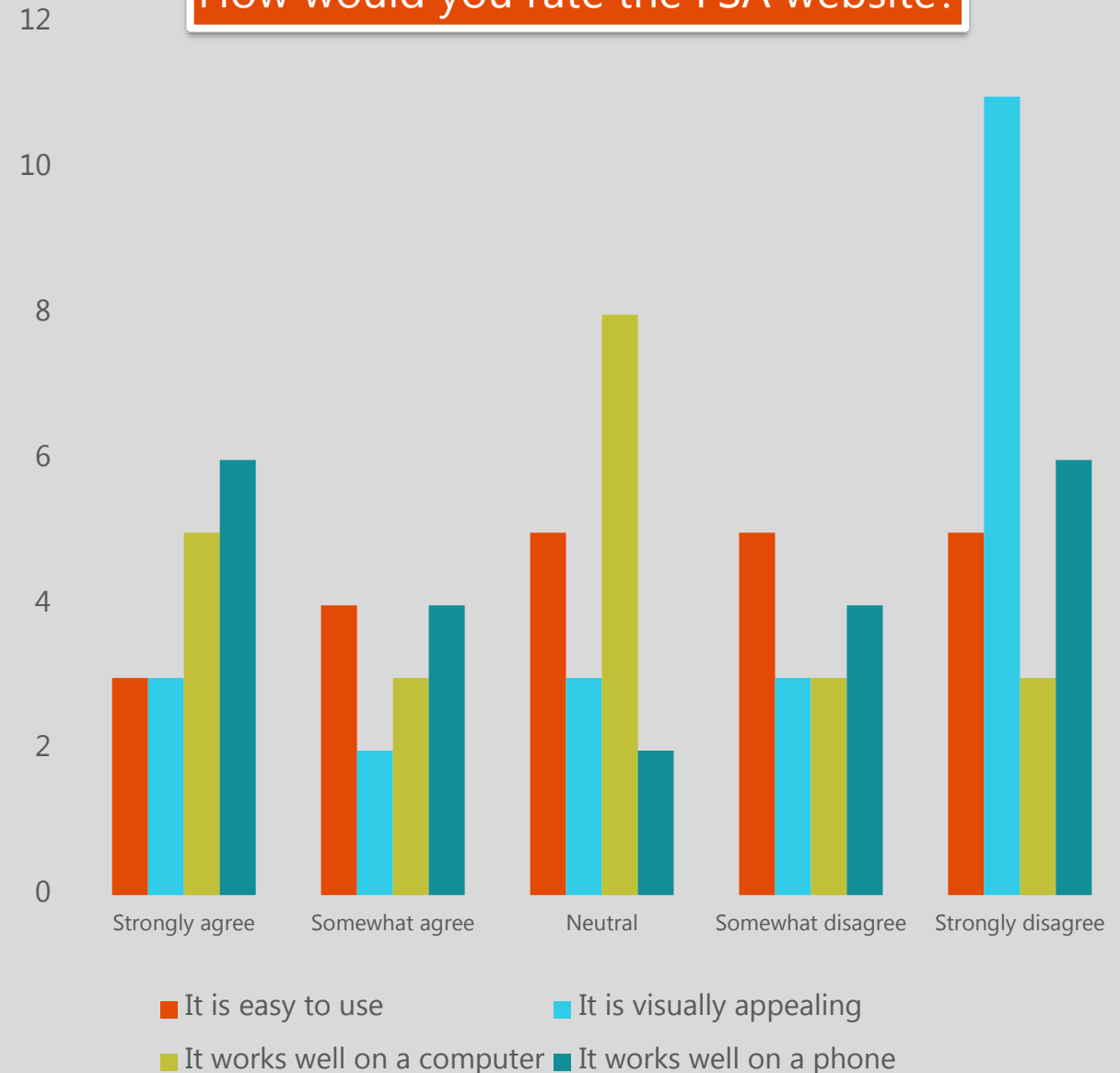
- Slightly difficult to use
- Passably workable on a computer
- Visually unappealing

Strangely, our data showed that some users thought the site worked well on a phone, whereas others decidedly did not.

It may depend on what information they were looking for, and whether that was present on the home page. Further investigation would be needed to explain the disparity.

One thing the majority of respondents seemed to agree on is that the FSA site is not visually appealing.

How would you rate the FSA website?



# INTERVIEW HIGHLIGHTS



# INTERVIEW HIGHLIGHTS

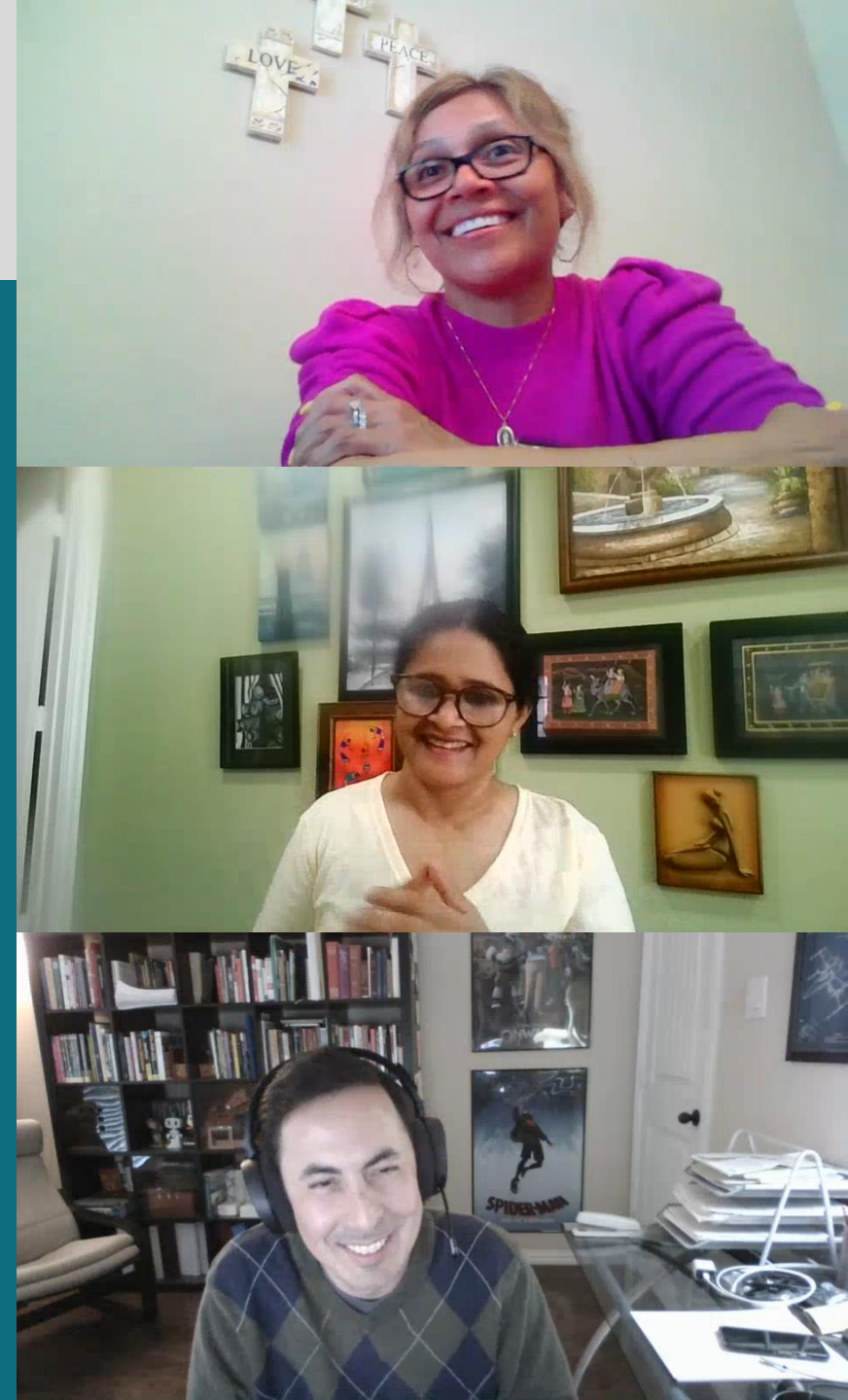
## Coach “Ted Lasso of Kindness” Janis

Just remember that they're kiddos. That will last forever. Anything [tough] that you have to say to them, just make sure it's not negative because they will carry that with them for years to come.

Or, you might be the one where they think "Well, she really gave me a chance." Kids are like sponges these days. They try to listen, even if it doesn't seem like they are listening, and they carry that with them.

Be kind, be kind.

— Janis Hermosillo ([source](#))



# INTERVIEW HIGHLIGHTS

## Coach “Feed the Tiger” Patrick

When they're little bitty, they play 4v4 and there's no goalie. The tricky part is when they're that little, they get out there with 1 or 2 weeks of soccer practice total in their life. They have no idea what “out of bounds” is, they have no idea what a goal is, they don't even really get what they're doing.

So, very early we taught them: “I have a tiger [stuffed animal], he likes to eat soccer balls.” They're 3 years old and they think that's funny. Then at halftime when they switch, we'd move the tiger to the other goal and say “Hey, now we're going this way.” Then when kids who don't have that stuff, they want to feed the tiger too. So, they score goals for us.

— Patrick Murphy ([source](#))





# RECOMMENDATIONS

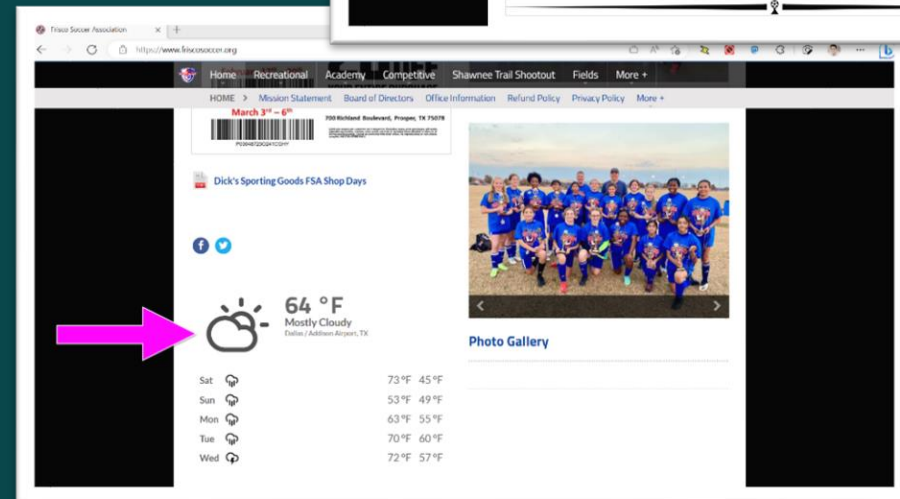
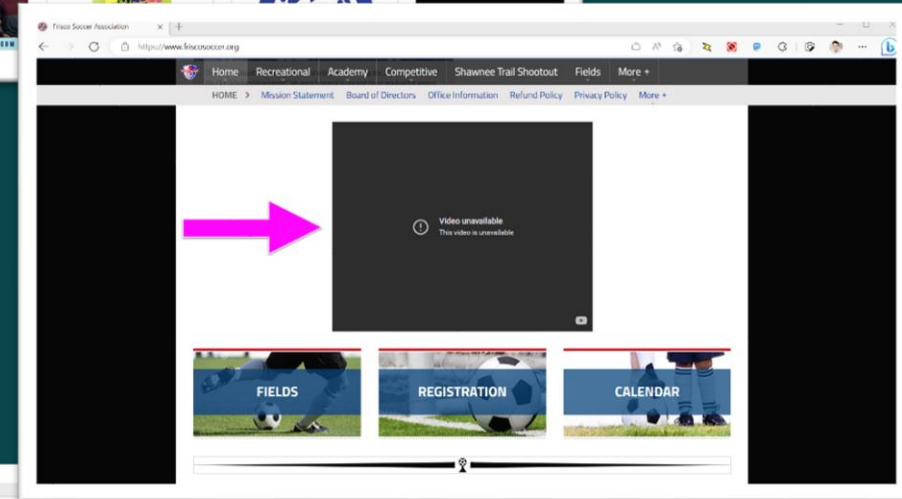
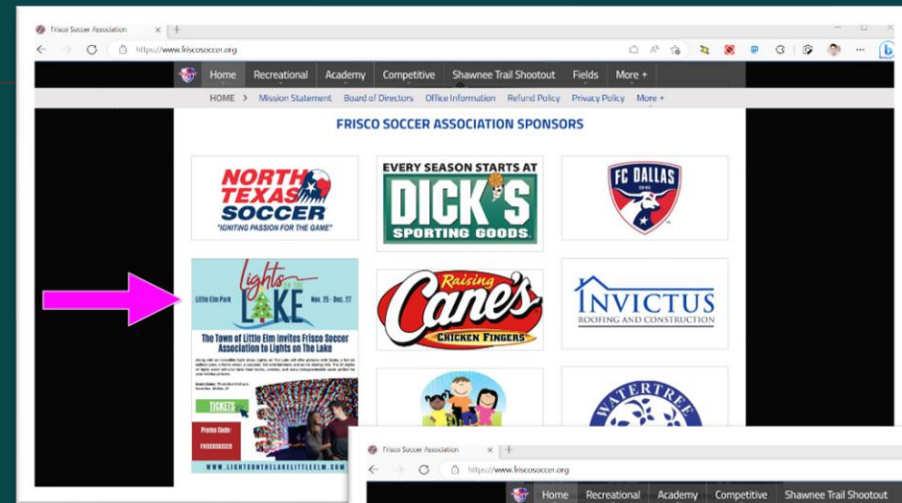


# MAKE INFORMATION RELEVANT

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.

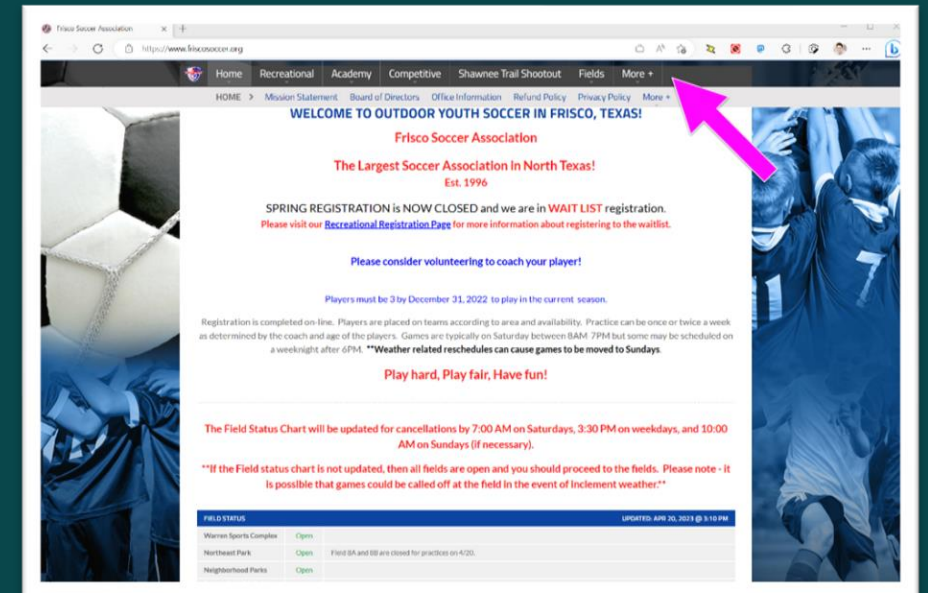
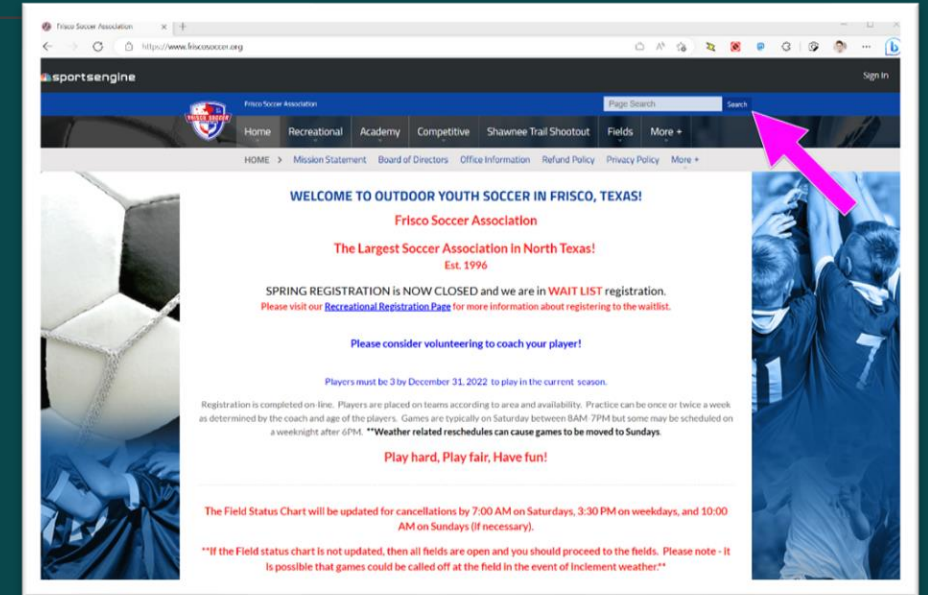
It may even cast doubt on the validity of current information, leading to bounce rates where potential new customers lose trust in the website’s content.



# 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.



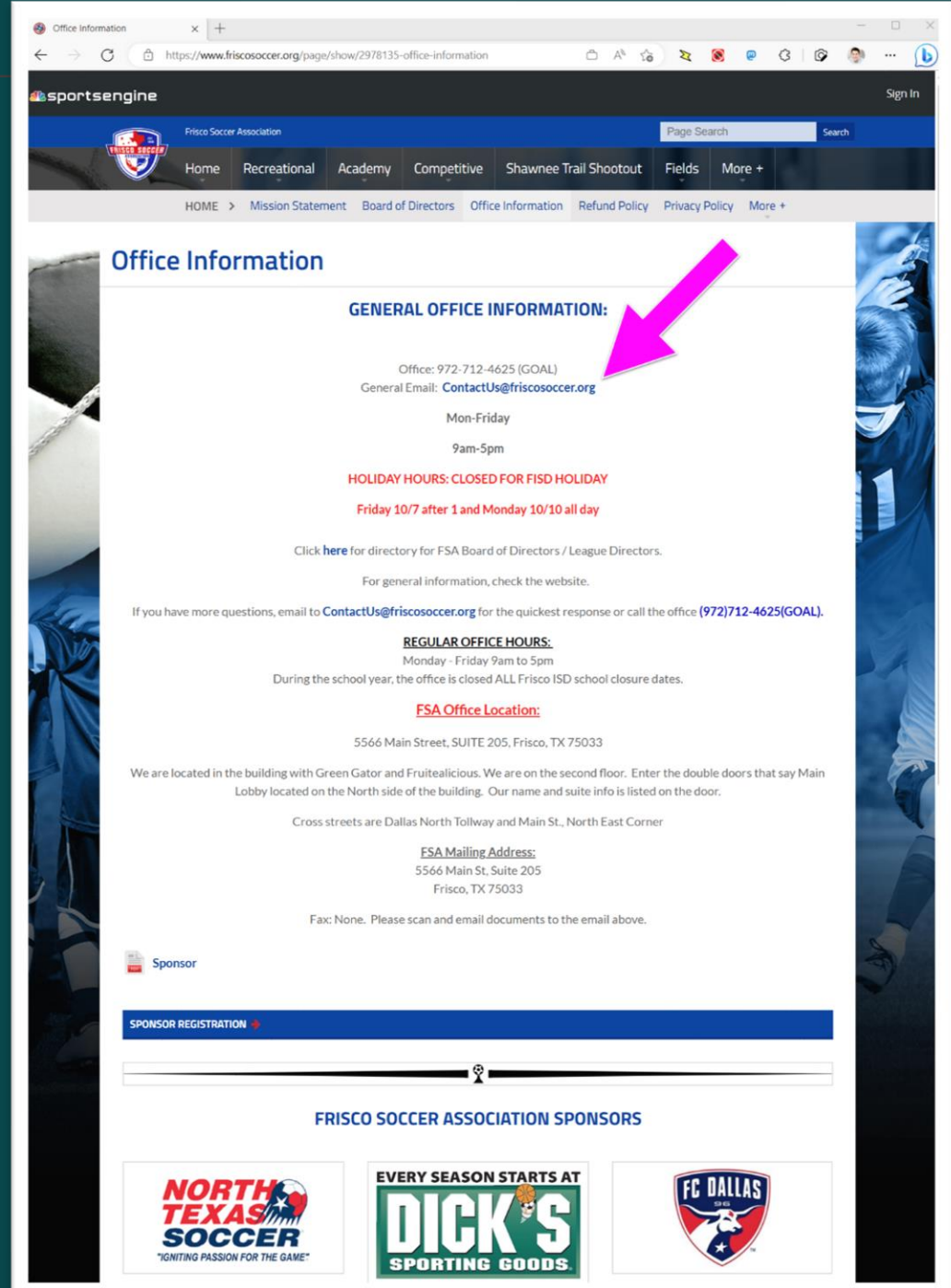
# MAKE THE CONTACT METHOD INTUITIVE

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.



The screenshot shows the 'Office Information' page of the Frisco Soccer Association website. The page is titled 'Office Information' and features a navigation bar with links for Home, Recreational, Academy, Competitive, Shawnee Trail Shootout, Fields, and More+. Below the navigation bar, the 'Office Information' section is displayed. A pink arrow points to the email address 'ContactUs@friscosoccer.org' in the 'GENERAL OFFICE INFORMATION:' section. The page also includes contact details such as the phone number '972-712-4625 (GOAL)', office hours (Mon-Friday, 9am-5pm), and holiday hours (closed for Fisd Holiday, Friday 10/7 after 1 and Monday 10/10 all day). The page also mentions the FSA Office Location at 5566 Main Street, Suite 205, Frisco, TX 75033, and provides a mailing address and fax information.

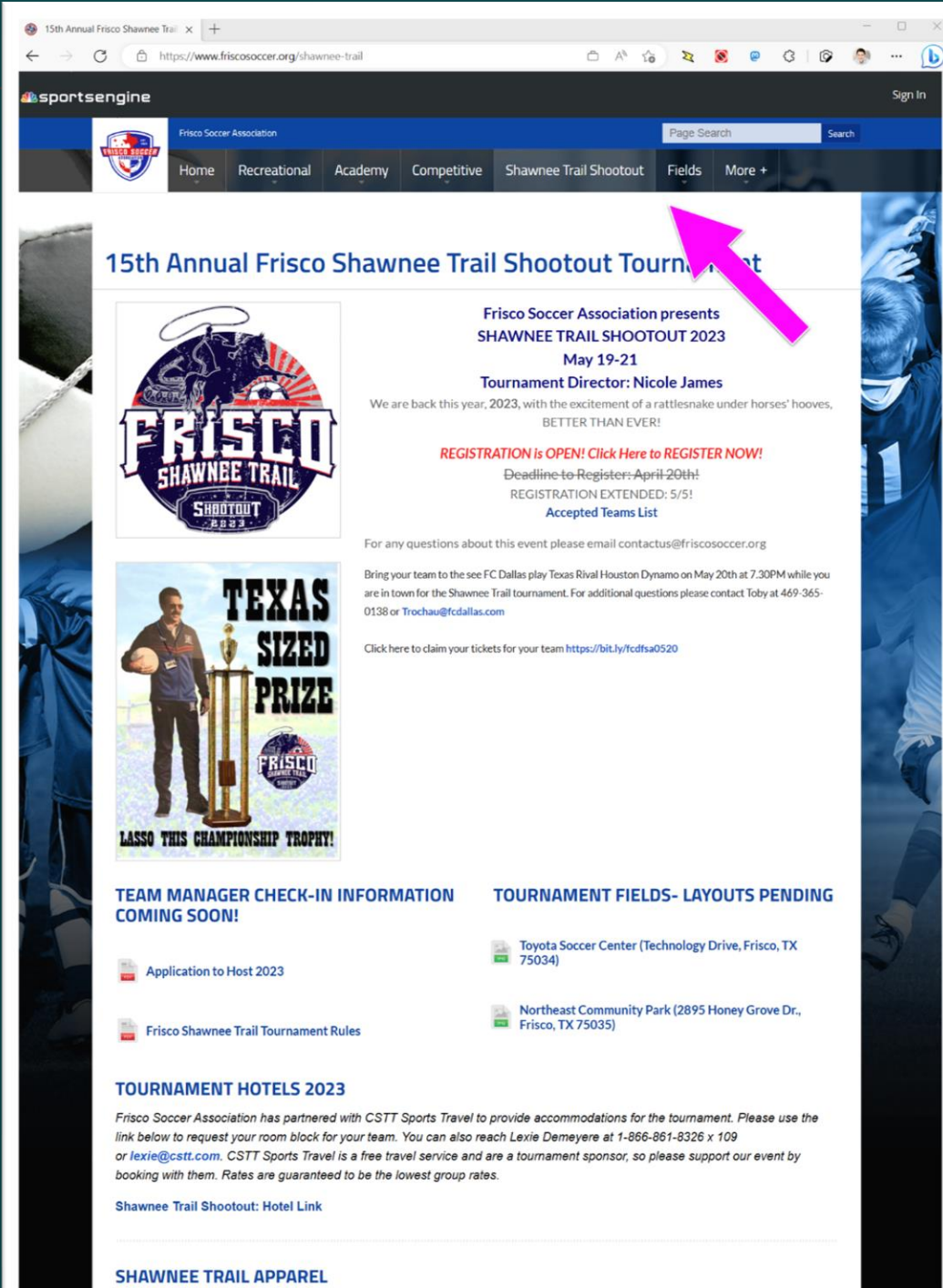
# ARRANGE INFORMATION ARCHITECTURE INTUITIVELY

We recommend aligning the information architecture with how people think about the categories they need. Currently, the main menu has options that cater more to prospective players rather than existing players.

We would suggest navigation links such as these:

Registration | Season schedule | Team calendar |  
Game & practice fields | Contact FSA

**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 temporary, time-sensitive link.



15th Annual Frisco Shawnee Trail Shootout

Frisco Soccer Association presents  
**SHAWNEE TRAIL SHOOTOUT 2023**  
May 19-21  
Tournament Director: Nicole James

We are back this year, 2023, with the excitement of a rattlesnake under horses' hooves,  
BETTER THAN EVER!

**REGISTRATION is OPEN! Click Here to REGISTER NOW!**  
Deadline to Register: April 20th!  
REGISTRATION EXTENDED: 5/5!  
[Accepted Teams List](#)

For any questions about this event please email [contactus@friscosoccer.org](mailto:contactus@friscosoccer.org)

Bring your team to the see FC Dallas play Texas Rival Houston Dynamo on May 20th at 7:30PM while you are in town for the Shawnee Trail tournament. For additional questions please contact Toby at 469-365-0138 or [Trochau@fcdallas.com](mailto:Trochau@fcdallas.com)

Click here to claim your tickets for your team <https://bit.ly/fcdtsa0520>

**TEAM MANAGER CHECK-IN INFORMATION COMING SOON!**

**TOURNAMENT FIELDS- LAYOUTS PENDING**

- Application to Host 2023
- Toyota Soccer Center (Technology Drive, Frisco, TX 75034)
- Frisco Shawnee Trail Tournament Rules
- Northeast Community Park (2895 Honey Grove Dr., Frisco, TX 75035)

**TOURNAMENT HOTELS 2023**

Frisco Soccer Association has partnered with CSTT Sports Travel to provide accommodations for the tournament. Please use the link below to request your room block for your team. You can also reach Lexie Demeyere at 1-866-861-8326 x 109 or [lexie@cstt.com](mailto:lexie@cstt.com). CSTT Sports Travel is a free travel service and are a tournament sponsor, so please support our event by booking with them. Rates are guaranteed to be the lowest group rates.

[Shawnee Trail Shootout: Hotel Link](#)

**SHAWNEE TRAIL APPAREL**

# FIX ACESIBILITY 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.

Practice Areas

https://www.friscosoccer.org/practiceareas

Sign In

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

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                | Blindspoe Elementary              |
| Curtis Elementary              | Corbell Elementary          | Crescent Park                    | Duncan Park                       |
| Fisher Elementary              | Foncine Settlement Park     | Independence Site (M,T,W,F only) | Limestone Quarry Park             |
| McSpadden Elementary           | Mourning Dove Park          | Nichols Elementary               | Oakbrook Park                     |
| Old Orchard Park               | Pink Elementary             | Riddle Elementary                | Robertson Elementary (Little Elm) |
| Shepherd's Glen Park           | Stephen's Green Park        | Tuscany Meadows Park             | Vivian Stark McCallum Park        |
| Coyote Crossing Park           | Carroll Elementary          | Christie Elementary              | Falcons Field Park/Boys Elem.     |
| E Grant Park/Spears Elementary | Early Childhood Center      | Taylor Elementary                | Hummingbird Park/Girls Elem.      |
| Phillips Elementary            | Frisco 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 |  |  |  |
|------------------------------------|--|--|--|

#### Frigo Community Cricket

|                          |  |  |  |
|--------------------------|--|--|--|
| Independence (Thursdays) |  |  |  |
|--------------------------|--|--|--|

#### 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 | Canaday Recreation Area |
|------------------|--------------------|--------------------|---------------------|-------------------------|

#### Closed Areas

|                     |                      |                          |                    |
|---------------------|----------------------|--------------------------|--------------------|
| Allen Elementary    | Elliott Elementary   | Ogle Elementary          | Smith Elementary   |
| Beavers Bend Park   | Gunstream Elementary | Purefoy Elementary       | Tadlock Elementary |
| Bright Elementary   | Hoop Elementary      | Shawnee Trail Elementary | Youth Center Park  |
| Comstock Elementary | Mooneyham Elementary | Sorrento Elementary      |                    |

#### Community Parks / Game Fields

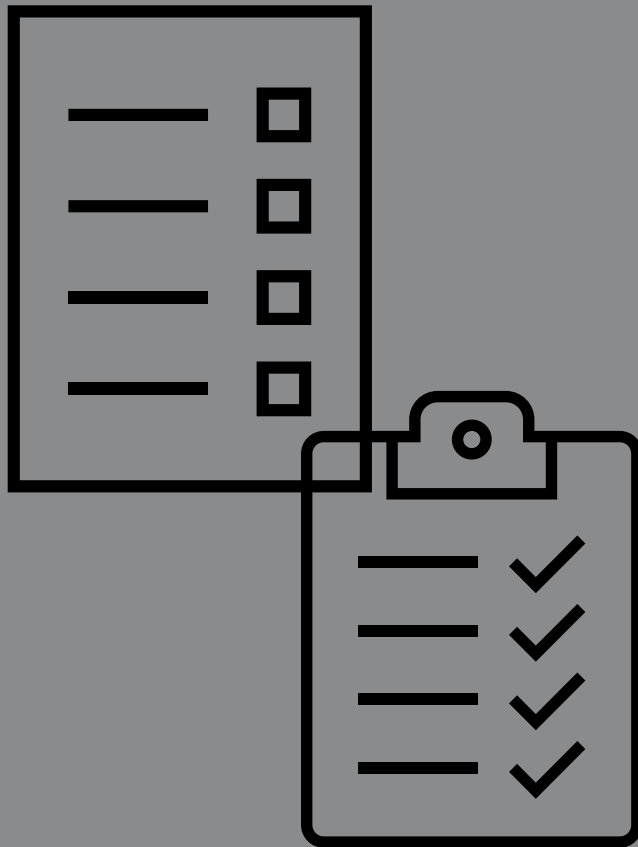
For the Spring 2022 season, the Department has approved the following organizations for practices at these locations. However, the individual organizations are responsible for managing the allocation process for practices at these locations for their organization. Game Fields will receive two days of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

|                               |   |
|-------------------------------|---|
| B.F. Phillips Community Park  | FBFA, FLA, GLCOF, FBFA                      |
| 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), FBFA Thursday |

Updated: January 30, 2023

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

# APPENDIX



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Interview Link and Questions

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Survey Link and Questions

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Two Personas

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Empathy Map

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Journey Map

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# INTERVIEW LINK & QUESTIONS

**INTERVIEW LINK:** <https://drive.google.com/drive/folders/1AAtxnfPIGp1iaP3oOh6g8ofaQdvUygEw>

## INTERVIEW QUESTIONS:

1. How long have you been coaching youth soccer?
2. What was the initial draw to coaching with the Frisco Soccer Association?
3. Do you find the FSA site intuitive and easy to use? Why or why not?
4. What other sites or apps do you use to facilitate communication with parents of players?
5. What is something that would make your (volunteer) "job" as a coach better?
6. What tips would you give to other coaches or parents of players?
7. Is there anything else you would like to tell us; maybe an anecdote or funny soccer story?



# User Research for FSA

**Survey Link:** [https://unt.az1.qualtrics.com/jfe/form/SV\\_eX005NYO5dPsvEG](https://unt.az1.qualtrics.com/jfe/form/SV_eX005NYO5dPsvEG)

## Survey Flow

**Block: INTRO (1 Question)**  
**Standard: QUESTIONS (14 Questions)**  
**Standard: END (1 Question)**

Page Break

---

Start of Block: INTRO

Q1 This is a survey to learn about users of youth activity websites.

We just have a few brief questions that we would like to ask you. It should take less than 10 minutes.

End of Block: INTRO

---

Start of Block: QUESTIONS

Q2 Please take a few minutes to visit the Frisco Soccer Association (FSA) website.

<https://www.friscosoccer.org>

In a few words, what is your initial impression?

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---

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---

---

Q3 How would you rate the FSA website?

|                                 | Strongly disagree (1) | Somewhat disagree (2) | Neutral (3)           | Somewhat agree (4)    | Strongly agree (5)    |
|---------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| It is easy to use (1)           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| It is visually appealing (4)    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| It works well on a computer (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| It works well on a phone (6)    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

---

Q4 What is the best feature of the FSA website?

---

---

Q5 What is the worst feature of the FSA website?

---

Q6 In what capacity do you use youth sports websites?

- Parent / Guardian (1)
- Coach (2)
- Referee (3)
- Player (4)
- Family or friend of player (5)
- Other (6) \_\_\_\_\_

---

*Display This Question:*

*If In what capacity do you use youth sports websites? = Parent / Guardian*



Q7 How many children in your family play youth sports?

\_\_\_\_\_

---

*Display This Question:*

*If In what capacity do you use youth sports websites? = Parent / Guardian*

Q8 Do you have children in other activities?

- Yes (1)
- No (2)

---

*Display This Question:*

*If Do you have children in other activities? = Yes*

Q9 Does that youth activity organization have a website?

Yes (www.example.com) (1)

---

No (2)

---

Page Break

---

Display This Question:

*If If Does that youth activity organization have a website? Text Response Is Not Empty*

Q10 How does  $\${Q9/ChoiceTextEntryValue/1}$  compare to the FSA website?

Much better (4)

Somewhat better (2)

Neither better nor worse (1)

Somewhat worse (5)

Much worse (3)

---

Q11 How many times per week do you visit youth activity websites?

Daily (3)

Once a week (1)

Twice a week (2)

Multiple times a week (14)

---

Q12 Why do you usually visit youth activity websites?

- To pay dues (1)
  - To view events schedule (2)
  - To check for updates (3)
  - To view game outcomes (5)
  - Other (4) \_\_\_\_\_
- 

Q13 What device do you use to visit youth activity websites?

- Desktop / Laptop (1)
  - Mobile phone (3)
  - Tablet (4)
  - Other (5) \_\_\_\_\_
- 

Q14 Optional: Is there anything else you would like us to know?

---

---

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---

---



Q15 Optional: Email address, to receive our final report.


---

End of Block: QUESTIONS

---

Start of Block: END

Q16 Thanks! That concludes the survey. On the next page, you can view a summary of your responses.

 NOTE: If you would like, you can copy and paste the link to family and friends. That will help us gather more anonymous data to complete our study.

End of Block: END

---



photo source

# Goliath Rogersonian

PROJECT MANAGER | PARENT OF SOCCER PLAYERS

Goliath Rogersonian (“Goli” for short) recently moved to Frisco, TX. He began a project management position with Toyota in Plano.

He has been splitting his time between work on the weekdays and occasionally traveling back to Colorado on the weekends, to help his family pack up their belongings at their home in Denver. His wife and kids stayed behind to finish out the school year rather than transfer mid-semester. This summer, they will all make “the big move” to Frisco as a family.

One of his priorities is making sure he finds a good competitive soccer team for his oldest daughter Samantha (age 16). She currently plays for an academy team in Denver and wants to continue with soccer in Frisco because she has hopes of eventually playing in college. Additionally, she is also in youth choir at her current high school and wants to pursue both activities in Frisco.

Goli also has a younger son Benji (age 8) who wants to follow in his sister’s footsteps. He enjoys participating in karate classes in Colorado and wants to do both in Texas too. Because he is still developing his soccer skills, Goli wants him to keep playing at a recreational level. If he decides to go all-in on soccer as he gets older, then he can join a competitive league like his sister.

If possible, Goli would like to juggle each of his kids being enrolled in dual activities. He decided to start doing research ahead of time, because he has heard from coworkers at Toyota that there tends to be a waiting list to be placed with an FSA team.

“I want to help my kids get adjusted to their new environment and create continuity for the activities I know they enjoy the most.”

— Goliath Rogersonian

### Goli is looking for:

- A game/practice schedule that works for both kids, and their other activities.
- Practice fields that are nearby. Sam recently got her license and could potentially drive herself.
- Reliable coaches, refs, and adult volunteers. Having a league with a good background check policy will be an important factor. He wants a trustworthy organization.
- Soccer league fees that are not too expensive. He has heard that some sports tend to be cost prohibitive, especially at the "select" competitive level.



photo source

# Delaney Argyle

RETIRED MATH TEACHER | SOCCER REFEREE

Delaney Argyle was born in Manchester, England (go United!) and grew up loving all things nerdy. She attended King’s College London where she majored in mathematics (aka “maths” as she would call it). She played intramural soccer in college.

After graduation, she taught at several secondary schools in England and Wales. She never really gave much consideration to settling down, but happened to meet an American gentleman (in the US military) when her friend set her up on a blind date. They eventually married and she became a naturalized US citizen.

Moving around the states in support of his job, she taught middle school and high school math. She and her husband are now empty nesters, and she recently retired from teaching.

Her twin boys, who are nearly finished with college, played soccer in FSA when they were younger. She misses the bustle of youth sports, so she recently decided to become a part-time referee.

She likes doing referee work because it:

- Pays decently, given the relative effort
- Lets her interact with people in the community
- Helps her give back, in a way that feels tangible

She had considered coaching, but prefers the schedule afforded as a referee. That allows for flexible travel to visit her sons, instead of feeling obligated to be at every soccer game.

“Even though I am done in the classroom, I still have a lifelong love for teaching and impacting youngsters. I am enjoying my second chapter as a volunteer.”

— Delaney Argyle

### More about Delaney:

- She is of mixed European and South Asian heritage. Her childhood household was an eclectic mashup of varied cultural and religious traditions.
- She has a soft spot for children, but can be a hardliner when it comes to unruly adults. She does not back down when coaches or parents question her authority.
- She uses the FSA site to keep tabs on schedule changes and field conditions. She also double checks game scores, to ensure that coaches are reporting the number accurately.

## WHAT DOES HE THINK & FEEL?

**"I don't want to uproot my family."**

**"Too good of an opportunity to pass up."**

**"I want the kids to get adjusted to a new environment."**



## WHAT DOES HE SEE?

**The FSA website seems outdated.**

**Recreational and academy info on the FSA website.**

**Karate classes in his area.**

## WHAT DOES HE HEAR?

**Frisco is a good city for raising soccer athletes.**

**Some sports tend to be cost-prohibitive.**

**There may be a waiting list for the FSA.**

## WHAT DOES HE SAY & DO?

**"I will research competitive soccer in Frisco, Texas."**

**"I will look for nearby karate classes."**

**Reads reviews about FSA and other area soccer leagues.**

### PAIN

Traveling to Colorado on the weekends.

Moving his family from Denver to Frisco.

Juggling dual activities for both kids.

### GAIN

Wife can now help with the driving.

Kids get to finish out the Denver school year.

Kids get to continue activities they enjoy.





# Goliath Rogersonian

PROJECT MANAGER | PARENT OF SOCCER PLAYERS

## Scenario:

Goliath Rogersonian (Goli for short) is in his early 40s and has two kids: Samantha and Benji, ages 16 and 8 respectively. He recently moved to Frisco, TX and is looking to enroll his kids in soccer. Samantha wants to be on a competitive team, and Benji will be looking to join a recreational team initially.

# Expectations

## Standards and safety:

- Goliath wants to make sure his children's activities have a background check for volunteers.
- He wants fair refs who will prevent injurious play during games.

## Overall value:

- He also wants to make sure that soccer is affordable. His kids are involved in several activities.
- He doesn't mind paying, but wants the program to be quality.

# Info

This journey map is based on a mix of real data gleaned from survey results, as well as some fictitious details added for backstory.

Goliath Rogersonian is not a real person. His photo is from a stock photo site called [Unsplash](#).

## 1. Awareness

- Goli recently moved to Frisco, TX as part of a job relocation.
- He has two kids. Samantha is age 16 and Benjamin is age 8. Both of them play soccer, at different levels of competition.
- Goli has begun researching local area soccer programs, in hopes of having continuity for his kids in activities they enjoy.
- He has heard that it is tough to be placed on a team right away, due to the growing interest and an influx of new arrivals.
- He is also aware that Frisco and McKinney are some of the fastest growing areas in the United States. So, he wants to start the ball rolling before his family moves to Texas from Colorado.

## 2. Weighing options

- Goli researches different local soccer programs, including those in Allen, McKinney, and Plano.
- From what he can tell, McKinney offers comparable recreational tiers, but his daughter Sam specifically wants a more competitive league.
- Whereas the Allen sports site lists soccer as being offered only in the fall, with no spring season.
- Plano has recreational and competitive teams, but he feels like this would be a bit of a drive because their family bought a house in Frisco.
- Ultimately, he decides on Frisco Soccer Association. Their site isn't perfect, but it does the job. Frisco is also where [FC Dallas](#) is located, and they have a training program for local youth.

## 3. Requesting info

- After searching around the [Frisco Soccer Association](#) site, Goli finds the "contact us" email and sends a message requesting more information.
- He mentions that his family will be moving to the area over the summer, and is looking to get them enrolled in soccer soon.
- He gets a reply, informing him that while FSA does not have official soccer seasons over the summer, there are soccer clinics and unaffiliated indoor leagues.
- Even though the FSA does not offer summer programs, he is impressed with the timeliness and friendliness of the employee's reply.

## 4. Signing up

- Goli signs up Samantha and Benji for soccer training clinics in the summer, at the [Performance Indoor Training \(PIT\)](#) center.
- It helps them make friends after moving to a new area, and they quickly hit their stride amongst their respective peer groups.
- They also join an indoor league that hosts their games at the [PSA McKinney](#) sports complex.
- Benji is enjoying socializing with buddies his age, and Samantha's talent is recognized by her coaches and fellow players.
- At the end of the summer, Goli registers Sam and Benji for the fall outdoor season with FSA.

## 5. Waitlisted

- A few days later, a staff member tells Goli that he can have Benji added to the waitlist for fall registration, but that all rec teams currently have a full roster.
- Meanwhile, Samantha has attended a few tryouts (aka "open practices") with various club teams and has been offered a spot on a competitive squad.
- Benji is crushed, because he was looking forward to using his improved skills on the field. However, he does not yet feel ready for a competitive team.
- Goli emails the FSA staff and asks if there are some alternative approaches he could take.
- They mention the FSA league has a dire need for coaches, in order to create more teams for other waitlisted players.

## 6. Coaching

- After some deliberation and discussion with his wife Emily — which Benji inadvertently overhears and is ecstatic about — Goli decides to coach Benji's recreational soccer team.
- He knows it will be a significant time commitment, but two days per week doesn't feel too bad. Plus, he will have Sam's expertise to point out everything he is doing wrong as new coach.
- He sends an email to the list of parents whose kids are on the roster, asking for a few brave volunteers to help him wrangle all the kids on their newly formed team. He also asks:  
  
"Does anyone have suggestions for an interesting team name?"