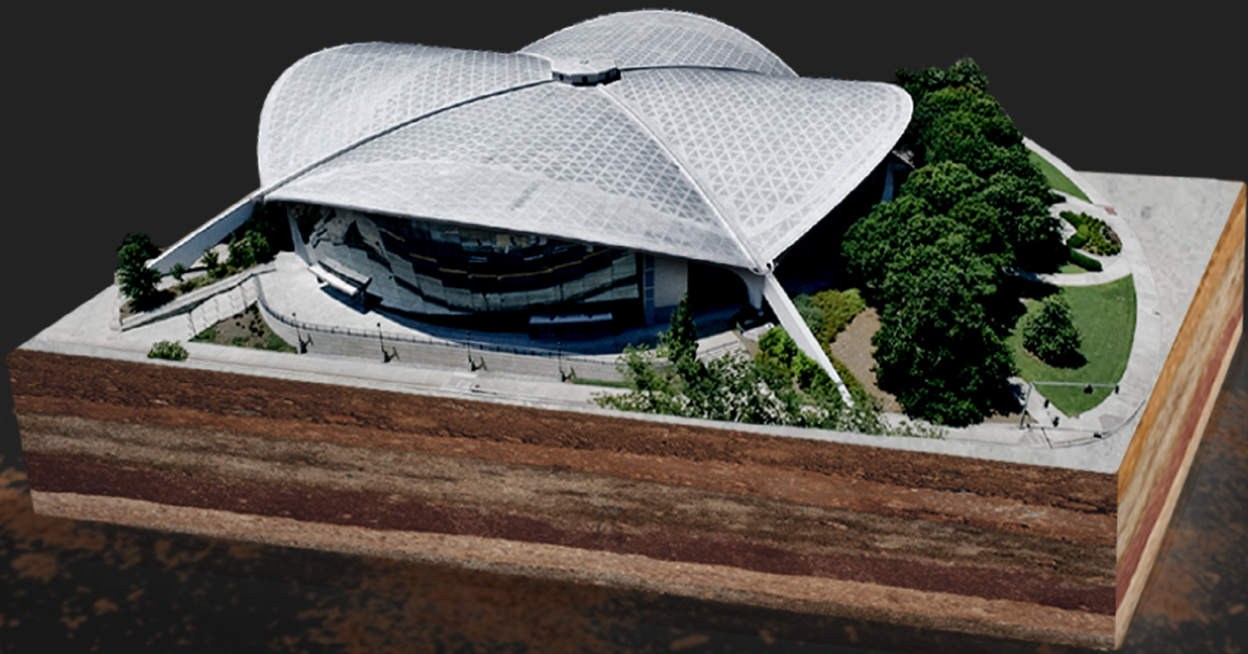


# GEORGIA GYMNASTICS RECRUITING WEBSITE

USER EXPERIENCE RESEARCH REPORT



JACK OZMER

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# OVERVIEW

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The Georgia Gymnastics Recruiting Website (GloryGloryGoDawgs.com) is designed to streamline the overwhelming and hectic recruiting process for both student athletes and coaches. The website does this in a number of ways. First, the website aims to put all the pertinent information a recruit could want to know in one place. Next, it offers recruits the opportunity to reach out to coaches creating two way communication between the staff and the student athletes. With the hope that by doing this, Georgia Gymnastics can stand out amongst their competitors.

# RESEARCH GOALS

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We will test the features of the website to ensure that the design is easily navigable and user friendly. We want to make sure the design accomplishes its goal of making the recruiting process easier for both coaches and recruits by easing the flow of communication for both parties. In addition to making sure the website works, we want to capitalize on opportunities to add new info and features to the website that we may not have thought of.

# PARTICIPANT INFO

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**Student Athletes  
Surveyed Had Transferred**

Meaning they have gone through the recruiting  
process twice.



**3 Different D1 Schools  
Represented**



**Different Sports  
Represented**

# PARTICIPANT FIT

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- **All 8 of the participants fit into the 13–24 age range of our target audience. Since it would be a recruiting violation to reach out to recruits directly, all the participants were 18 or older. This also made it easier to not worry about parental consent forms.**
- **7/8 of the participants identified as white. The sample would have been more effective at representing the target market had the population of participants been more diverse.**
- **All 8 participants were female which matches the target market.**
- **Participants from 4 different states were tested. This represents our target market well since Georgia Gymnastics recruits student athletes from across the country.**

# FINDINGS

## Pretest Survey:

Graphics and Videos Are More Captivating Than Reading Information

100%

Of Participants Surveyed Responded Agreed (63%) or Strongly Agreed (37%)

Describe Your Learning Style

50% 50%

Visual

Kinesthetic

Too Much Information On A Web page Can be Overwhelming

100%

Of Participants Surveyed Responded Agreed (25%) or Strongly Agreed (75%)

“Yes the academic info was harder to find (then the Athletic info), you just had to dig deeper. You never really found it in one place.”

“At the beginning it (the recruiting process) was a little unorganized. Trying to reach out to coaches and waiting to see who would get back to you. Overall it was just a little unorganized.”

## Product Testing:

88%

Of Participants Tested Were Able to Find the Recruiting Questionnaire in less than 30 seconds



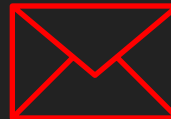
For Participants Tested To Find How Many National Championships the Gymdogs Have Won with 88% Saying past success was important

100%

Of Participants Tested Were Interested In Hearing from Current Student Athletes (This matches previous user research findings)



Every Participant Tested Was Able to Quickly Navigate Back To the Home Page by Clicking The Logo

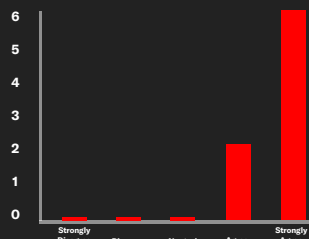


Every Participant Tested Was Able to Quickly Find Ryan Roberts Email and Automatically Draft an Email to Him

## Post Test Survey:

8/8

Participants Voted “Why Georgia?” As their Favorite Page.



6 Participants Strongly Agreed that The Information Was Easy to Digest.

An Improvement to The Traditional Recruiting Process

100% of Participants Agreed that this product was an improvement to the Traditional Recruiting Process

# IMPLEMENTATIONS

## FEEDBACK

“I’d love to see more information on the staff such as home gyms and accolades. Some of our coaches have had incredible careers. That makes a big difference in recruiting ”

I thought this made a ton of sense. Putting more information on these pages was a no brainer.



Participants Could Not Find How Many Majors Georgia Offered

“Maybe the academics page (needs more information). A little more focused on what campus looks like. The arch, north campus etc. Our campus is something that helps us stand out so we need to share that.”

# APPENDIX

USER TESTING PLAN

SIGNED CONSENT FORMS

SURVEY DATA AND TRANSCRIPTS

## SOLUTIONS



Courtney Kupets-Carter

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EMAIL: CLKUPETS@GATESORTRIMMALLGA.EDU

“I OWE SO MUCH OF MY SUCCESS TO MY EXPERIENCE AS A GEORGIA GYMNAST. IT IS AN HONOR TO POUR INTO THE LIVES OF THE YOUNG WOMEN I COACH.”

### GYMNASTICS ACCOLADES

COURTNEY KUPETS IS ONE OF THE MOST DECORATED GYMNASTS OF ALL TIME. SHE WAS NAMED THE EIGHTH HEAD COACH OF THE GEORGIA GYMNASTS IN MAY OF 2017, NINE YEARS AFTER COMPLETING THE MOST ALLSTAROUS CAREER IN NCAA GYMNASTICS HISTORY.

WHILE KUPETS TEACHES AS A GYM DAD FROM 2004 TO 2009, KUPETS CARTER WON FOUR TEAM NATIONAL CHAMPIONSHIPS, SEVEN SEC EVENT CHAMPIONSHIPS, AND TWO OLYMPIC GOLD MEDALS. SHE IS CURRENTLY OF RANK THE FIFTH HIGHEST FIT TO THE INDIVIDUAL USA AND OLYMPIC FOR PAUL YOUR VICTORY AND THE FULL OLYMPIC TITLE.

OVERSE OF HER COLLEGIATE CAREER, KUPETS CARTER WON A TEAM SILVER MEDAL AT THE 2004 OLYMPICS IN ATHENS, GREECE IN ADDITION TO AN INDIVIDUAL BRONZE ON UNEVEN BARS.

Added Gymnastics Accolades to the page.

98

MAJORS

26

FIELDS OF STUDY

The Above Graphic was added to the Academics Page

### ACADEMICS

ACADEMICS

CAMPUS

Added an Entire Page Devoted to Campus With a Link to Tours