



## User Experience Research Report



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## Overview

Athletic Mental Health is a website that aims to empower college student-athletes to prioritize their mental well-being while balancing academics and their sport by offering numerous mental health resources, tips, and support systems. I conducted usability testing through the Athletic Mental Health website via WordPress to collect data to clearly understand how user-friendly, engaging, and effective Athletic Mental Health is for the college community through pre and post-surveys and testing tools.

## Participation Market

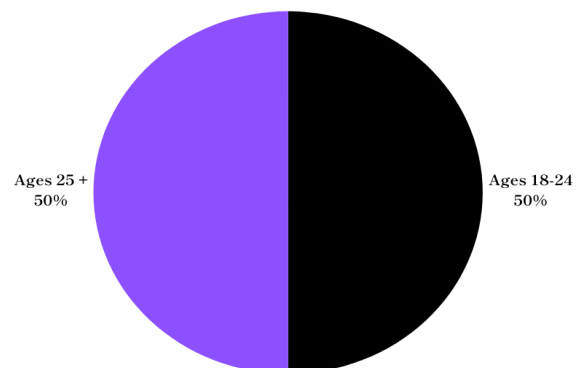
The Athletic Mental Health target market is all college student-athletes past, present, and current, including Graduate school. During recruitment I have reached out to college student-athletes I knew personally along with pulling individuals from social media that fit the college student requirements. I expanded the participant requirement to receive feedback from beyond athletes. After interviewing eight participants, **four out of eight** were not athletes. However, they all participated in extracurricular activities. Therefore, Athletic Mental Health will affect them all differently. After completing the pre-survey, data reveals that **50% of the participants** strongly agree to seek a website that allows them to combat mental health issues. At the same time, the other **50% felt neutral**. The demographics behind this data include the typical age range for undergraduates and graduates. As a result, the data is split in half as 4 participants are between 18 and 24 years old and the other 4 are 25 and up.



**Participants included**

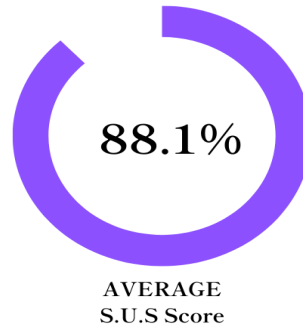
**4 Males and 3 Women**

## Participants Ages

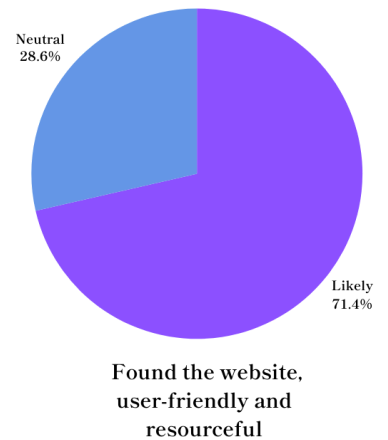
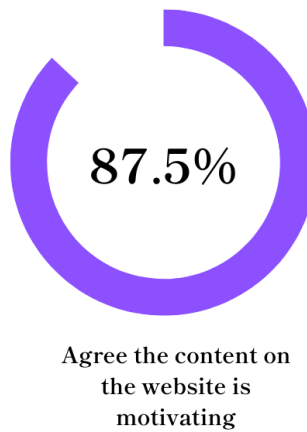
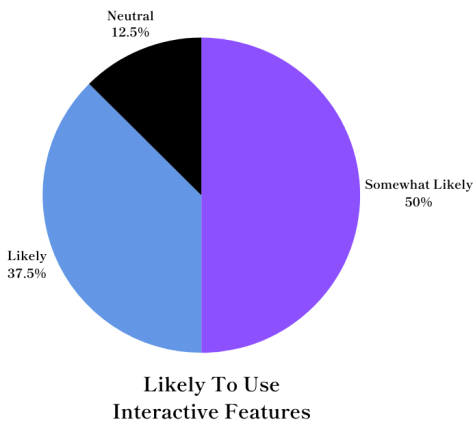


# Quantitative Findings

System Usability System Results:



Below are a few post and pre-survey findings on Athletic Mental Health that reflect the user experience:



# Qualitative Findings

# Quotes

“Easy To Navigate and Straight Forward”

“Love the statistics because we never know the data behind college kids and mental health”

“Appealing to the eye!”

Continued...

## Problems

**Name Arrangements:** Six users had trouble locating the weekly affirmations. Also, most users had trouble completing different task due to the naming of the sections.

More Visuals to fill in empty spaces

**Menu Arrangements:** Most users spent time searching in multiple different areas to complete the task. There were also menu rearrangement suggestions.

More Mental Health Information



## Solutions

Use specific detailed names to avoid confusion and to satisfy the user's need promptly.

Implement more images and/or videos that represent Mental Health on the Homepage to grasp the user's attention quicker once they enter the website.

Thoroughly review each section and ensure that it fits within each tab. Upon review, begin to move different sections around that will enhance the user's visual experience.

Provide more insight on Mental Health information throughout the website that gears toward the general public, such as, articles and statistics.

# Appendices

## A: Limitations

### Sample:

The sampling matched the target audience, however, two out of the eight participants knew the tester therefore, the results may be biased to a certain extent.

### Task Wording: Task Table Data

Collecting valuable data for Athletic Mental Health was a success. However, during the Task Table, the users often stumbled on multiple tasks and took longer to complete them due to the word choice. There were also often when the user would eventually find the answer to the previous task based on the clear task presented to them. There has also been feedback about changing the words located in the menu section so that it can reflect on the given task. Luckily, the Success/Failure task table did not affect the System Usability Scale.

### System Usability Scale:

After conducting the user test, a system usability scale was presented to analyze the user's experience. Since two of the users knew the tester the results may be biased.

## B: Pre-Survey Results

## C: Post-Survey Results

## D: Consent Forms

## E: Project Brief