AMH
Athletic Mental Health

User Experience Research Plan

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Executive Summary

Mental Health overall is essential in society, especially today after dealing with the pandemic, several controversies, and situations going on within the community, schools, and around the world. Now imagine living in a world like today multiple classes and. These individuals often have to balance multiple classes and their designated sport. As a student-athlete, it is easier just to play the sport you love to avoid expressing yourself and facing whatever is stressing you out. Sometimes you even allow your body to get tired from running around campus, doing extracurricular activities, and heading to class. As a student-athlete, your main goal is to make sure you graduate and perform great in your sport, which often pushes your mental health to the side because it is not essential to your goal of success.

Athletic Mental Health is a website that gives college student-athletes a haven to express themselves and gives them a full understanding of the importance of mental health. The mission of Athletic Mental Health is 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. Athletic Mental Health also encourages college student-athletes to speak up about their well-being.

Research Goal

Athletic Mental Health aims to figure out how to improve and understand the cause and risk factors of mental health, support promotion, and invention initiatives, and provide stress relief and other interventions. I am hoping to gain a clear understanding of what college student-athletes need and want out of a mental health website once I finish user experience testing.

Hypothesis:

1. I predict that the college student-athlete establishes a strong connection and trust with the ambassadors to the point that they can speak up about their well-being
2. I predict that the college student-athlete will find the website helpful and easy to navigate through each page along with the subpages.
3. I predict that college student-athletes feel comfortable sharing their thoughts and opinions on different subjects within the discussion section.
4. I predict that I will be able to figure out ways to enhance the user experience to ensure that the student-athlete feels welcomed within the website.
5. I predict that the college student-athlete would find use in the Daily Challenges section by being dedicated to the 30-day challenge and affirmations.

The testing results will determine what factors can Athletic Mental Health take into consideration to make the athlete feel comfortable, supported, and encouraged to speak up about their well-being. These tests are important and relevant because my audience consists of college student-athletes who have a lot of pressure on their plate and mental health is the last thing on their mind especially since only 10% of them speak up. With the guidance of my results I will be able to develop a website that spreads the importance of one's well-being, how mental health can affect you, and how you can prevent it. The test will also allow me to collect the behavior of my users to create the right aesthetics and content that will draw the user to the site.

Methodology:

Roles:

This is an independent project therefore, I had to balance being the interviewer, notetaker, and data collector. My strong passion for this project has led me to step up to the plate and get the job done professionally.

Interviewer: I will be conducting my interviews via Zoom. During this task, I will read the script and walk my participant through the user testing session. After asking for permission to screen record the process, I will ask them to screen-share their side of the screen so I can observe them completing each task I provide.

Notetaker- After conducting the interview, I will go back and write down significant notes that will reveal some strengths and weaknesses of my product and the reaction of my participant

Data Collector - I will collect the data of my participants completing each task to understand how long it took each participant and the steps they took to complete the task.

Sampling:

Population:

The target audience for The Athletic Mental Health website is specifically college freshmen in their senior year of being student-athletes. (Approx. Ages 18-24… **Note:** age may vary due to individuals not starting college straight out of high school.)

Frame & Method:

I plan on identifying college student-athletes who are enrolled as undergrads and graduates. During recruitment, I am searching for 8 - 12 participants, which will vary from freshman year to senior year, including graduate school via social media and those that I know personally. I will conduct testing via Zoom in which I will be able to utilize the screen recordings to document feedback, reactions, and how the user interacted with the website. However, a hurdle will be scheduling participants due to their scheduling with school and careers.
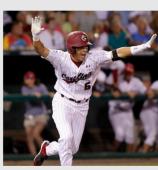
Persona 1:

Alexis Holiday

Age: 20   **Gender: Female**

Classification: Junior

Major: Nursing   **Sport: Basketball**

- She is taking 4 classes
- Campus Involvement: SGA President, Sorority, Debate Team
- Goals: Learning how to manage stress when dealing with upcoming exams and big basketball events.

Persona 2:

Jaylen Hayes

Age: 21   **Gender: Male**

Classification: Senior

Major: Biology   **Sport: Baseball**

- He is taking 5 classes
- Campus Involvement: Work Study, Photography Club, Debate Team
- Goals: To receive advice on how to adjust to life after college along with comforting healthy mental health routines and controlling his anxiety.

Set up Zoom and share the link with the participant and ensure that they have received an email from you that provides: the Content Form, Surveys, and Website link.

Testing Instruments:

Hi _____. My name is Jaelynn Snyder, and I'm going to be walking you through this session today.

Before we begin, I have some information for you, and I'm going to read it to make sure that I cover everything. You probably already have a good idea of why I have asked you here, but let me go over it again briefly. I am asking people to try using Athletic Mental Health, which is a website that I am working on so I can see whether it works as intended. The session should take about 30 minutes.

The first thing I want to make clear right away is that you are not being tested only the website.

As you use the site, I'm going to ask you as much as possible so try to think out loud for instance, as you're viewing the content and trying to navigate to a different area.. This will be a big help to me. Also, I will need your honest reactions, therefore, do not be afraid to speak your mind.

If you have any questions as we go along, just ask them. I may not be able to answer them right away, since I am interested in how people do when they don't have someone sitting next to them to help. But if you still have any questions when we're done I'll try to answer them then. And if you need to take a break at any point, just let me know.

With your consent, I am going to record what happens on the screen and our conversation. The recording will only be used to help me figure out how to improve the site, and it won't be seen by anyone except for me and my instructors.

If you would, I'm going to ask you to sign a consent form for me that I sent to your email… It just says that I have your permission to record you and that the recording will only be seen by me and my instructors.

> **Allow participants to fill out the consent form and begin screen recording after receiving permission & announce that you are now recording**

Do you have any questions so far? (**Answer questions if needed**)

Before we look at the site, I'd like to ask you a few quick questions:

1. What is your name?

2. What do you do for a living?

3. How much time do you spend using the internet weekly? Just a ballpark

OK thank you. Now I'd like for you to fill out a pre-test survey, which is also located in your email.

> **Allow participants to fill out a pre-test survey**

OK, great. Thank you! We're done with the questions, and we can start looking at things.

> **Ask them to share their screen and open the link of the website that is provided**

Now I'm going to ask you to navigate to the Athletic Mental Health Website: https://jaelynnsnyder.com/Athleticmentalhealth/ and share your screen with me, but do not click on anything.

First, I'm going to ask you to look at this page and tell me what you make of it: what strikes you about it and what you can do here. Just look around and do a little narrative. If you would like to scroll you can just do not click on anything just yet

Make notes and observe the participant's initial action and reaction

Now I'm going to ask you to try doing some specific tasks. I'm going to read each one out loud. While you are completing the task, I encourage you once again to think out loud as I stated earlier. Also please refrain from using the search engine. This will allow me to successfully analyze the typical user experience and I will learn a lot more about how user-friendly the site is this way.

are you ready?

Task Scenario	Success or Failure	Observations
1. You want to share your knowledge of the importance of mental health to a community of people. Navigate to that section and create a form. **Post Question:** Were you able to easily create a discussion form?		

2. Now, You want to give individuals advice when facing mental health. Please submit a discussion message **Post Question:** Was it easy for you to reply to a previous message?		
3. It is a new week and you want to start doing affirmations. Find and pick a weekly affirmation		
4. You are interested in learning about Simone Biles and other celebrities who support mental health. Locate the section that provides you with this information **Post Question:** Would you rather the testimonial articles or videos?		
5. After viewing the website, you now want to become a part of the Athletic Mental Health team and help others Locate and fill out the registration form		

6. You have been depressed and want to understand how to overcome the feeling of depression where on the site would you go to find this information? **Post Question:** Is this section overstimulating?		
7. You're interested in learning more about mental health in general and come across this website Navigate to the section where you can find out more about mental health information		
8. You are struggling to manage your well-being and the intensity of your sport, therefore you want to hear about celebrities' insights on their mental health. Locate the video section that hosts this content		
9. You are interested in learning more about mental health effects on athletes. Locate the section that provides that tells you the risk factors of mental health on athletes **Post Questions:** Do you find the information on this page resourceful?		

10. You are now a college graduate but need assistance with adjusting to the real world. Find the section that lists tips about adulthood		

Thanks, that wraps up the task that I have for you and that was very helpful.

Do you have any questions or comments for me, now that we're done?

> **Give them a minute to think of any further questions, pull up the System Usability Scale and ask them each question when ready**

Great! Now I would like to take some time and ask you a few review questions about your experience while on Athletic Mental Health.

Thank you for your review! Now one last thing, to finish everything off I would like for you to answer the post-task survey that is located in the email!

> **Allow them to fill out the post-test survey and thank them for participating.**

And that's it! Thank you for your time.

UX Research Consent Form

Purpose

The researcher Jaelynn Snyder is conducting a usability study to evaluate the design of Athletic Mental Health. The results will be used to help improve the site design. This test is being performed as part of a sequence of capstone classes in the Emerging Media Masters Program. The study will take approximately 45 minutes.

Procedures

As a subject you will be asked to:

1.) Fill out a pre-test survey.
2.) Complete a series of tasks on the website while being observed and recorded.
3.) Complete post-test survey.

Confidentiality and voluntary participation

Participation in this usability study is voluntary. The descriptions and findings will be used to compile a report about the site's effectiveness. However, at no time will your full name be used. With your permission, I would like to take photos, videos, and notes to share with faculty members at the University of Georgia's New Media Institute;

You are at liberty to withdraw your consent to the experiment and discontinue participation at any time. If you have any questions please contact: Jaelynn Snyder at Jsnyder65099@uga.edu. You can also reach out to my instructor, Leah Moss, at leahmoss@uga.edu.

By signing below, you are indicating you understand the information on this form:

_____

Participant Signature: **Date**

Pre-Survey

1. What is your age range?

18 - 24

25 +

2. What university/college did you or are currently attending? What extracurricular activity did you or are currently partaking in (including non-athletics)?

3. Are you employed? if so, how do you balance work, school, and activities?

4. Roughly how many hours a week altogether—just a ballpark estimate— would you say you were able to have free time to regroup yourself?

5. How likely are you to use the internet to seek Mental Health assistance as a college student, such as finding resource centers?

   Unlikely   1   2   3   4   5   Likely

6. What kind of sites are you looking at when you are feeling anxious, overwhelmed, or want to seek help mentally?

7. Do you have any favorite Web sites that include mental health resources? If yes, can you name a few?

8. I am looking for a website that is geared toward my specific needs without having to take a deep search

9. I rather have an interactive resource website (videos included) than a non-interactive resource website (articles)

10. I am searching for a site that allows me to fight against my mental health. (includes daily challenges, Journaling, etc.)

11. I am open to speaking to others about my Mental Health experiences along with sharing and receiving advice

Never 1   2   3   4   5   Always

12. How likely are you to network with others to share the importance of mental health?

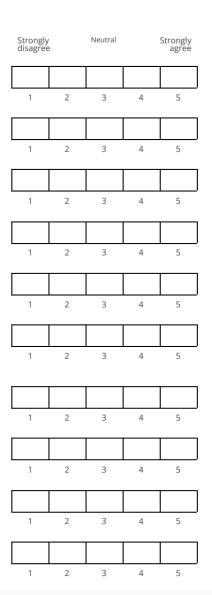**1 TO 5 (Likert Scale on Google Forms)**

Post Survey

1. What did you think of the Athletic Mental Health Website?

2. How do you feel about having the opportunity to become an Ambassador?

3. How likely are you to use the Daily Challenges and Discussion features after this review?

Unlikely   1   2   3   4   5   Likely

4. What other attributes can we add to enhance the user experience?

5. I enjoyed the video testimonial aspect of the testimonial section

  Strongly disagree

  Disagree

  Neutral

  Agree

  Strongly agree

6. The website was aesthetically pleasing and organized

  Strongly Disagree

  Disagree

  Neutral

  Agree

  Strongly Agree

7. Were there any features that were unnecessary to add?

8. Overall, I found this website user-friendly and resourceful.

    Strongly Disagree

    Disagree

    Neutral

    Agree

    Strongly Agree

9. The quotes below each page are

Ineffective   1   2   3   4   5   Effective

10. The content hosted on the website is

Demotivating 1   2   3   4   5   Motivating

SYSTEM USABILITY SCALE

| | Strongly disagree | | Neutral | | Strongly agree |

1. I think that I would like to use this website frequently.

| 1 | 2 | 3 | 4 | 5 |

2. I found the website unnecessarily complex.

| 1 | 2 | 3 | 4 | 5 |

3. I thought the website was easy to use.

| 1 | 2 | 3 | 4 | 5 |

4. I think that I would need the support of a technical person to be able to use this website.

| 1 | 2 | 3 | 4 | 5 |

5. I found the various features in this website were well integrated.

| 1 | 2 | 3 | 4 | 5 |

6. I thought there was too much inconsistency in this website.

| 1 | 2 | 3 | 4 | 5 |

7. I would imagine that most people would learn to use this website very quickly.

| 1 | 2 | 3 | 4 | 5 |

8. I found the website very awkward to use.

| 1 | 2 | 3 | 4 | 5 |

9. I felt very confident using the website.

| 1 | 2 | 3 | 4 | 5 |

10. I needed to learn a lot of things before I could get going with this website.

| 1 | 2 | 3 | 4 | 5 |

Analysis:

Survey - The Pre and Post survey questions are generated by Google Forms. Within the surveys, there are Likert scales and semantic differential scales along with open-ended questions

Task/Time-On-Task - The task will be on a think-out-loud protocol which will be measured based on a Success/Failure structure. The task that appears incomplete will be taken into reconsideration. However, the Time-on-task that I plan on implementing will be measured through Excel using the mean, median, mode, and range method through Excel, with a 95% confidence interval as the website progresses.

System Usability Scale - This method will allow me to see how high Athletic Mental Health scores out of 100 based on my user's experience. As I receive feedback, I will then be able to make proper adjustments based on the strengths and weaknesses of my website.

Categorize major and minor issues - I will be categorizing them on a three-level system: Low - High severity rating scale. When the rating is low, this means that the user begins to become slightly frustrated but is willing to keep going until the task is done. Moving on to Medium, this is when the user is faced with a task more difficult but they do not give up, instead, they may find ways to work around the task to finish. Lastly, when it comes to High, this is when the issue of the task immediately leads to task failure. The participate will not attempt to complete the task due to difficulty.

Conclusion:

Overall, this UXRP will be a great foundation for me as I dive deeper into the development of the Athletic Mental Health website. Understanding my key goal for this website is imperative when it comes to the results that I am looking for. The surveys, including the system usability scale, will allow me to examine the behavior of my participants. The task that I provide during testing will allow me to analyze how user-friendly and non-stimulating my website is. During testing, I am also able to visually see how my participant reacts to different features of Athletic Mental Health. These results will determine the next important steps in developing my website to make it unforgettable.