



User Experience Research Plan



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PART 1: EXECUTIVE SUMMARY

RecruitHER is a platform designed to empower high school female athletes by providing a single location to seek recruitment opportunities and connect with coaches, recruiters, and scouts. By addressing the challenges of visibility and accessibility in athletic recruitment, RecruitHER allows athletes to create detailed athlete profile pages where they can add content such as video highlight reels, photos, and performance stats. The platform is designed to level the playing field by offering an intuitive, user-friendly solution that supports multiple sports on a national scale, equipping female athletes with the tools they need to succeed.

The primary goal of this user experience (UX) research is to evaluate the usability and functionality of critical features such as profile creation, athlete profile pages, and communication with coaches and recruiters about recruitment opportunities. Our hypothesis is that athletes will find the platform intuitive for creating and managing profile pages, as well as for facilitating communication with recruiters and tracking when their profiles are viewed. If these features work seamlessly, we anticipate greater athlete engagement, increased recruiter interaction, and improved visibility for athletes. Insights from this research will guide design refinements to ensure RecruitHER effectively supports female athletes during the recruitment process.

PART 2: METHODOLOGY

Roles



Stephanie Davis

Interviewer

The interviewer conducts all of the testing and guides the participants through the sessions. She asks follow-up questions and ensures the script is followed.



Shemyah Wilson

Notetaker

The notetaker records observations, participant comments, usability issues, and additional insights during interviews and discussions. She documents responses, behaviors, and observations to capture all relevant feedback accurately in prep for analysis.



Emily Diaz

Data Collector/Observer/Photographer

The data collector/observer/photographer observes participants' interactions with the platform, collects metrics such as time on task and success rates, and captures Zoom videos, screen recordings, or photos to support the analysis.

PART 2: METHODOLOGY

Persona 1 - Athlete



EMILY CARTER

AGE: 17
GENDER: Female
SPORT: Softball

ABOUT

- Emily is a dedicated high school senior and a standout softball player. She has been playing softball since she was 8 years old and is captain of the varsity team. Emily is a major part of her team's success. She is passionate about continuing her softball career in college while pursuing a degree in Sports Medicine.

GOALS

- Secure an athletic scholarship
- Develop as a player
- Earn a degree

QUOTE

- "Softball has taught me the value of hard work, and I want to keep playing as long as I can."

SKILLS

Leadership



Game Awareness



Work Ethic



PERSONALITY

Disciplined



Team-Oriented



Ambitious



Optimistic



PAIN POINTS

- Navigating the hardships of the college softball recruiting process can be stressful and time consuming.
- Limited access to coaches and resources to gain visibility among college scouts.

CHANNELS



PART 2: METHODOLOGY

Persona 2 - Scout



JAKE BLOOMER

AGE: 38
GENDER: Male
PROFESSION: Softball Scout

ABOUT

- Jake Bloomer is a seasoned softball scout with over a decade of experience identifying and recruiting talent at the high school and collegiate level. Jake travels extensively across the US to attend tournaments, showcases, and high school games. He is passionate about softball's growth and ensuring deserving athletes get opportunities.

PERSONALITY

Observant	
Approachable	
Determined	
Fair-Minded	

GOALS

- Find and develop hidden talent
- Bridge the gap between athletes and recruiters
- Promote women's sports
- Stay updated on trends

PAIN POINTS

- Influx of platforms with limited visibility due to incomplete player profiles, scarce analytics, and underpromotion.
- Local and regional media outlets often prioritize boys' sports over girls' sports, resulting in fewer articles, game recaps, and player spotlights.

QUOTE

- "Every athlete deserves an opportunity for greatness, and it is my job to find the ones who will take it."

SKILLS

Talent Identification



Networking



Communication



CHANNELS



PART 2: METHODOLOGY

Sampling

Opportunities and Challenges

Potential challenges in the recruitment process include reaching athletes who may not be actively seeking recruitment opportunities or those who are not familiar with using online platforms for recruitment. Additionally, ensuring a balanced mix of sports and recruitment experience may require extra effort. A major opportunity is the ability to collect feedback from athletes across the country, which can provide valuable insights into how the platform works for different sports, challenges based on geographic location, and how athletes from different backgrounds engage in the recruitment process.



PART 2: METHODOLOGY

Testing Instruments

Script Overview

For our UX testing of RecruitHER, participants will access the prototype via a secure link, and sessions will be conducted over Zoom to allow for real-time observation and interaction. The sessions will be recorded to capture navigation, clicks, and pauses, while participants use a think-aloud protocol to share their thoughts. Shemyah Wilson will observe and take notes on user behavior and non-verbal cues for additional insights. During each session, Emily Diaz will record and collect data in prep for analysis. After each session, the team will debrief to discuss key takeaways and potential improvements, ensuring a thorough and user-centered testing process.

Script Introduction

Hi [Participant's Name], my name is Stephanie Davis, and I'm going to be guiding you through this session today. Before we begin, I have some information I need to share with you, and I'll read it aloud to make sure I cover everything.

You likely already have an idea of why we asked you here, but let me briefly go over it again: we're asking people to try using a website we're developing, RecruitHER, which is designed to help female athletes showcase their skills and connect with recruiters, coaches, and scouts. The goal of this session is to see if the website works as intended and if it provides a smooth user experience. The session should take about 30-minutes.

PART 2: METHODOLOGY

Testing Instruments

Script Introduction (continued)

First and foremost, I want to make it clear that we're testing the website, not you. You can't do anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes! As you explore the site, I'll ask you to think out loud. Please say what you're looking at, what you're trying to do, and what you're thinking. This helps us understand your thought process and can reveal where the site might need improvements.

Also, please don't hesitate to share any reactions, whether they're positive or negative. We're using your honest feedback to make RecruitHER better. If you have any questions as we go along, feel free to ask. I may not be able to answer them right away, since we're interested in how you navigate the site on your own, but I'll do my best to address any questions after the session. If you need to take a break at any time, just let me know.

PART 2: METHODOLOGY

Testing Instruments

Script Introduction (continued)

You might notice that I have a microphone recording. We're going to capture what's happening on the screen and our conversation for analysis purposes. The recordings will only be seen by our project team and instructors, and it will help me focus less on taking notes.

Before we begin, I'll ask you to sign a consent form that grants us permission to record you, and confirms that the recordings will only be seen by the people working on this project and our instructors. Do you have any questions so far?

Action: Start Zoom Recording

Pre-Test Questions:

Before we dive into the site, I have just a few quick questions:

- Can you tell me how you or your teammates participate in the college recruitment process?
- What are the issues you have encountered when you use these platforms? What kinds of websites do you typically visit? Are there any sites you find yourself going to frequently?
- Have you tried any recruitment websites, and can you tell me about the experience?

Great! Thanks for answering those. Now we will move on to testing the site.

PART 2: METHODOLOGY

Testing Instruments

Script (continued)

Action: Participant Opens Weblink

Now, I'll ask you to navigate the RecruitHER website.

Start on the Home page:

Please take a moment to look at the page. Tell me what stands out to you, what you think this site is about, and what you can do here. Just explore and share your thoughts out loud. You can scroll and look around, but don't click on anything yet.

[Allow this to continue for 3-4 minutes.]

Now, I'm going to ask you to try performing some specific tasks on the website. I'll read each task aloud, and I'd like you to try completing it without using the search function. This helps us understand how easily the site works without external tools.

As always, please think out loud as you go through each task.

PART 2: METHODOLOGY

UX Research Consent Form

Purpose

The researcher Emily Diaz is conducting a usability study to evaluate the design of RecruitHER. 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 program. The study will take approximately 30 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 site 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; as well as other Emerging Media Masters students in my group.

You are at liberty to withdraw your consent to the experiment and discontinue participation at any time. If you have any questions please contact: name, number and email here. You can also reach out to my instructor, Kyla Sterling, at kylasterling@uga.edu.

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

Participant Signature: _____

Date: _____

PART 2: METHODOLOGY

Task Table

Task Description	Post Task Question	Pass/Fail	Notes
Task 1 - Find where to create an athlete account.	How would you improve the process of finding where to create an account?		
Task 2 - Locate basketball player Allisha Gray on the site to learn more about her accomplishments, stats, and highlights.	Was there any information you expected to find about Allisha Gray that was difficult to locate or missing?		
Task 3 - You want to communicate with a recruiter. Locate the Direct Messaging Feature.	Did the layout make it clear that Direct Messaging is a key feature of the platform?		
Task 4 - Locate the profile of the featured athlete and identify which college she will be attending in the fall.	Was the information about the athlete's college easily accessible or buried within the content?		

PART 2: METHODOLOGY

Task Table

Task Description	Post Task Question	Pass/Fail	Notes
Task 5 - You are a recruiter visiting the website, navigate the site to find where you can create an account.	If you could suggest improvements to the recruiter sign up process, what would they be?		
Task 6 - You want to check out RecruitHER on social media. Locate where you would find our Instagram page.	How easy or difficult was it to locate RecruitHER's social media links?		
Task 7 - Navigate to the Events section to find the date and time of the Carolina Stars 16U showcase.	Was there anything you expected to see in the Events section that was missing or unclear?		

PART 2: METHODOLOGY

Task Table

Task Description	Post Task Question	Pass/Fail	Notes
Task 8 - Find the next upcoming recruiting event date.	How would you rate the visibility and accessibility of upcoming recruiting events on the site?		
Task 9 - What is RecruitHER's mission statement?	How quickly were you able to locate RecruitHER's mission statement?		
Task 10 - Which sports does RecruitHER specialize in for athlete recruitment?	How clear was the categorization of sports on the website?		

PART 2: METHODOLOGY

Testing Instruments

Pre-Test Survey

11/30/24, 5:53 PM

RecruitHER Pre-Test Survey

RecruitHER Pre-Test Survey

1. What is your current role? (e.g., student-athlete, recruiter, coach, parent, etc.)

2. How familiar are you with platforms or websites designed for athletic recruitment?

Mark only one oval.

☐ 1 - Not Familiar

☐ 2

☐ 3

☐ 4

☐ 5 - Very Familiar

3. Have you ever used a website or app for athletic recruitment before? If yes, which one(s)?

4. What do you typically look for in an athletic recruitment platform? (e.g., athlete profiles, recruiting events, messaging, etc.)

PART 2: METHODOLOGY

Testing Instruments

Pre-Test Survey

11/30/24, 5:53 PM

RecruitHER Pre-Test Survey

5. How important is it for recruiters to contact athletes directly on a platform?

Mark only one oval.

☐ 1 - Not Important

☐ 2

☐ 3

☐ 4

☐ 5 - Extremely Important

6. How much do you rely on social media for athletic recruitment or scouting?

Mark only one oval.

☐ 1 - Not at All

☐ 2

☐ 3

☐ 4

☐ 5 - Very Much

7. Do you prefer using recruitment platforms on a desktop, tablet, or mobile device?

8. What is one feature you would find essential in a platform like RecruitHER?

PART 2: METHODOLOGY

Testing Instruments

Pre-Test Survey

11/30/24, 5:53 PM RecruitHER Pre-Test Survey

9. How useful is it for recruitment platforms to have a calendar of upcoming events?

Mark only one oval.

☐ 1 - Not Useful

☐ 2

☐ 3

☐ 4

☐ 5 - Very Useful

10. How visually appealing does a platform need to be for you to use it?

Mark only one oval.

☐ 1 - Not Important

☐ 2

☐ 3

☐ 4

☐ 5 - Extremely Important

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Google Forms

PART 2: METHODOLOGY

Testing Instruments

Post-Test Survey

11/30/24, 6:05 PM

RecruitHER Post-Test Survey

RecruitHER Post-Test Survey

1. How easy was it to navigate the website?

Mark only one oval.

☐ 1 - Very Difficult

☐ 2

☐ 3

☐ 4

☐ 5 - Very Easy

2. How intuitive did you find the layout and design of RecruitHER?

Mark only one oval.

☐ 1 - Not Intuitive

☐ 2

☐ 3

☐ 4

☐ 5 - Very Intuitive

3. How confident are you that you could complete tasks on the site without assistance?

Mark only one oval.

☐ 1 - Not Confident

☐ 2

☐ 3

☐ 4

☐ 5 - Very Confident

PART 2: METHODOLOGY

Testing Instruments

Post-Test Survey

11/30/24, 6:05 PM

RecruitHER Post-Test Survey

4. How helpful were the features available for finding athletes or recruiters?

• *Mark only one oval.*

☐ 1 - Not Helpful

☐ 2

☐ 3

☐ 4

☐ 5 - Helpful

5. How likely are you to recommend RecruitHER to a friend or colleague?

Mark only one oval.

☐ 1 - Not Likely

☐ 2

☐ 3

☐ 4

☐ 5 - Very Likely

6. What did you find most useful about RecruitHER?

7. What would you change to improve your experience with RecruitHER?

8. Do you feel RecruitHER meets the needs of athletes and recruiters? Why or why not?

PART 2: METHODOLOGY

Testing Instruments

Post-Test Survey

11/30/24, 6:05 PM RecruitHER Post-Test Survey

9. Did you feel the site had enough resources to support your goals?

10. Would you consider using RecruitHER again in the future?

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Google Forms

PART 2: METHODOLOGY

Testing Instruments

SYSTEM USABILITY SCALE

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

Strongly disagree			Neutral			Strongly agree
☐	☐	☐	☐	☐	☐	☐
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.

☐	☐	☐	☐	☐
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PART 2: METHODOLOGY

Testing Instruments

System Usability Scale

ANALYSIS

CALCULATING A SYSTEM USABILITY SCORE

- For each of the odd numbered questions, subtract 1 from the score.
- For each of the even numbered questions, subtract their value from 5.
- Take these new values and add up the total score.
- Multiply by 2.5.
- Results in a score out of 100.

UNDERSTANDING THE RESULTS

SCORE	
Score < 50	F. Product has major usability issues.
Between 50 - 70	OK, but still has room for improvement.
Score > 70	A+! People really like the product.

PART 2: METHODOLOGY

Testing Instruments

Product Reaction Card

Entertaining	Patronizing	Irrelevant	Predictable	Organized
Innovative	Impersonal	Poor quality	Effective	Inviting
Convenient	Trustworthy	Professional	Stressful	Confusing
Cutting edge	Annoying	Familiar	Straight Forward	Efficient
Essential	Flexible	Powerful	Dated	Exciting
Attractive	Approachable	Simplistic	Difficult	Clean
High quality	Complex	Engaging	Dull	Desirable
Unrefined	Comfortable	Time-consuming	Unpredictable	Intimidating
Inconsistent	Satisfying	Fast	Exceptional	Useful
Easy to use	Comprehensive	Inspiring	Overwhelming	Unattractive
Consistent	Advanced	Busy	Undesirable	Friendly
Relevant	Personal	Rigid	Helpful	Reliable
Unconventional	Creative	Collaborative	Ineffective	

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PART 3: ANALYSIS

The results of our usability testing, surveys, and post-task feedback are analyzed using a combination of quantitative data (i.e. task success and completion rates) and qualitative methods (i.e. participant observation and feedback) to gain meaningful insights and actionable steps. Our process focuses on measuring task performance, understanding user attitudes through surveys, and identifying usability strengths and weaknesses.

Task Analysis

Task performance is evaluated using three metrics:

- **Task Success Rate:** We determine the percentage of participants who successfully complete each task without assistance. Success rates above 85% mean effective usability, while rates below 60% indicate usability challenges.
- **Time on Task:** Average completion times are measured to assess workflow efficiency. Tasks taking longer than expected signal areas that may cause user frustration.
- **Error Rate:** Tracking the number of errors made during each task helps identify specific areas and steps that confuse or mislead users.

Post-task feedback for selected tasks offers additional qualitative results. Our objective is to reveal patterns in user challenges and identify preferences.

PART 3: ANALYSIS

Survey Analysis

Survey responses provide critical insights into user perceptions and preferences. Key methods for analyzing this data include:

- **Likert Scale Data:** Scores are averaged to measure user satisfaction with usability, ease of navigation, and overall experience.
- **Semantic Differential Scale Data:** Mean scores evaluate how participants perceive key usability attributes, such as "intuitive vs. confusing" or "engaging vs. boring."

System Usability Scale (SUS) and Product Reaction Cards

The System Usability Scale calculates an overall usability score on a 0-100 scale. Scores of 68 or higher indicate satisfactory usability, while scores below this threshold highlight areas in need of significant changes that we must consider.

Product Reaction Cards identify which platform features resonate with users most and which require adjustment. We determine this by categorizing responses based on if they are positive and negative.

PART 3: ANALYSIS

Categorizing Major and Minor Issues

Issues identified during testing are categorized by severity levels 1 - 4 to prioritize improvements. This is determined based on feedback and any impact to the user experience during testing. Participant feedback, task success rates, and usability impacts are key to quickly identifying and addressing any issues.

- **Major Issues (Sev1-2):** Tasks with success rates below 60%, frequent errors, or recurring negative feedback are flagged as critical usability issues with the highest priority and require immediate attention.
- **Minor Issues (Sev3-4):** Tasks with moderate success rates (60-84%) or occasional user challenges are concerns we must address once major issues are resolved.

Tools Used for Sharing Results

Insights are shared through a combination of visual tools and written analysis:

- **Bar Charts:** Display task success rates, error rates, and SUS scores.
- **Heatmaps:** Illustrate frequency of selected items from the product reaction card.
- **Tables:** Organize feedback from surveys and post-task questions for visual clarity.
- **Graphs:** Scatter plots and line graphs explore relationships between metrics, such as task completion times and satisfaction scores.

PART 3: ANALYSIS

Characterizing Results to the Population

Results will be characterized by summarizing key findings from the study, including task success rates, usability metrics, survey responses, and qualitative feedback from participants. The plan is to recruit a diverse sample of 8-12 participants reflective of our target audience. Demographic data will be analyzed to provide context and identify variations in user experiences across different groups. Our findings should provide meaningful insights that help to improve future iterations of the RecruitHER platform.

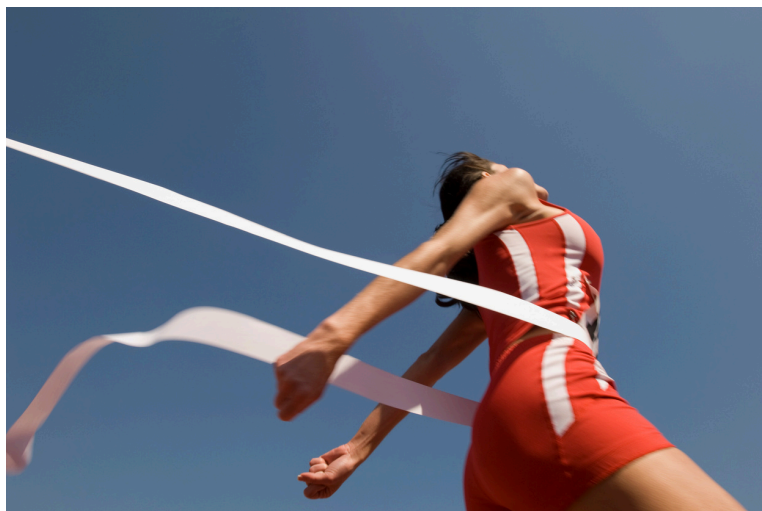
Comprehensive Summary Report

Findings are compiled into a comprehensive report with the top recommendations, visuals of key findings, action items, and a summary slide deck for stakeholders. This approach ensures that results are effectively communicated and clearly defines actionable next steps for improving the RecruitHER platform and the user experience. Communication may be tailored to different audiences to ensure stakeholders receive metrics and data important to their roles.

CONCLUSION

The RecruitHER user experience research plan is designed to evaluate the platform's usability, functionality, and alignment with the needs of high school female athletes and recruiters. By focusing on key features such as athlete profile creation, content management, and recruiter interactions, the research aims to identify usability strengths and areas for improvement. Using a combination of usability testing, surveys, and the System Usability Scale (SUS), the plan collects both quantitative and qualitative data to ensure the platform meets user expectations and supports their goals effectively.

The insights gained from this research will lead to actionable recommendations to optimize the user experience, enhance engagement, and improve functionality. By addressing major and minor usability issues and incorporating user feedback, RecruitHER can better serve its target audience and establish itself as a leading platform for female athletic recruitment. The research findings will directly guide platform refinements, guaranteeing RecruitHER delivers an impactful experience for all users.





<https://gorecruither.com>