



User Experience Research Report



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Table of Contents

PRODUCT OVERVIEW & RESEARCH GOALS 3

Product Overview

Research Goals

Participant Breakdown

Target Market Representation Analysis

KEY FINDINGS & IMPLEMENTATIONS 4

Quantitative Data

Qualitative Data

Implementations

BEFORE & AFTER 5

APPENDICES 6

PRODUCT OVERVIEW & RESEARCH GOALS

OVERVIEW

RecruitHER is a digital platform designed to assist high school female athletes in gaining recruitment opportunities by showcasing their talents to college scouts and coaches.

RESEARCH GOALS

1

Evaluate platform usability for athletes and recruiters.

2

Identify issues, gather feedback, and assess areas for refinement.

3

Improve design and features based on user input.

PARTICIPANT DEMOGRAPHICS



The test group included five female athletes, one female parent, two female coaches, and two male coaches.

100%

of participants expressed interest in a platform like RecruitHER.

78%

of participants have used recruitment websites or social media.

TARGET MARKET REPRESENTATION ANALYSIS

The participant pool aligns with the intended target market of RecruitHER. Half of participants were high school female athletes actively seeking recruitment opportunities, ensuring direct relevance to the platform's core user base. The inclusion of recruiters and coaches provided valuable insights into usability from the perspective of those evaluating athlete profiles. Additionally, the participation of a parent helped us understand how families navigate the recruitment process and support their athletes.

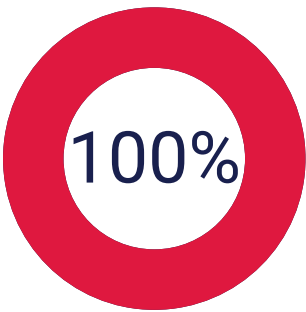
KEY FINDINGS & IMPLEMENTATIONS

QUANTITATIVE DATA

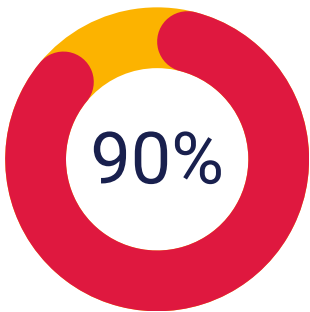
Product Reaction Cards feedback with the most commonly used words to describe RecruiHER, visually scaled by frequency.



Task Completion Rate



Navigation Success Rate



QUALITATIVE DATA

User Insights:

“ I love the features that show which events an athlete is attending and that give details like height and location, they're incredibly convenient! ”

“ I feel that it's a great resource for female athletes that have the desire to be seen/pursued in hopes to receive an athletic scholarship. ”

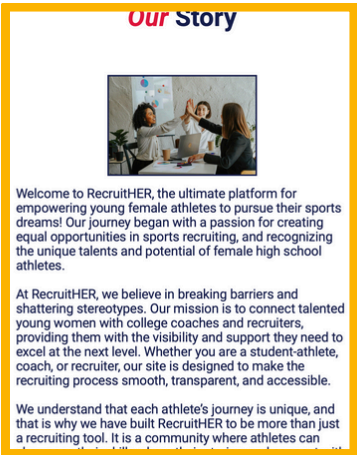
“ Direct Messaging was difficult to find. Think it should be more prominent. ”

IMPLEMENTATIONS

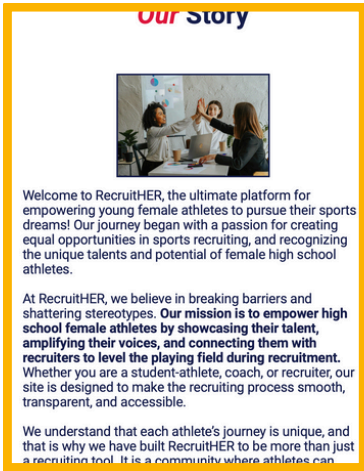
FEEDBACK	PROPOSED CHANGE	BENEFIT
Athlete Profile: It is not clear if contact information is for coaches or athletes.	Change label from “Contact Information” to “Coach Contact Information.”	Clarifies who the contact info is for, reducing confusion.
Home Page: Dates for upcoming recruiting events are too small.	Increase the font size of recruiting event dates.	Helps users quickly spot upcoming recruiting events.
Direct Messaging: Feature does not stand out enough.	Make the direct messaging link larger and add a button.	Makes messaging easier to find and use.

BEFORE & AFTER

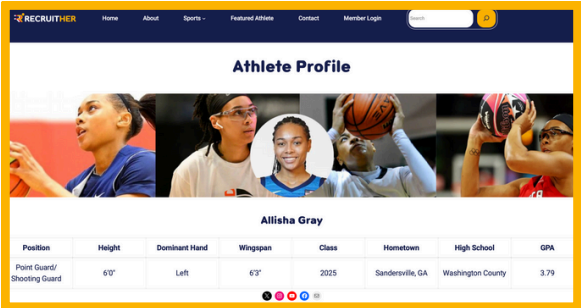
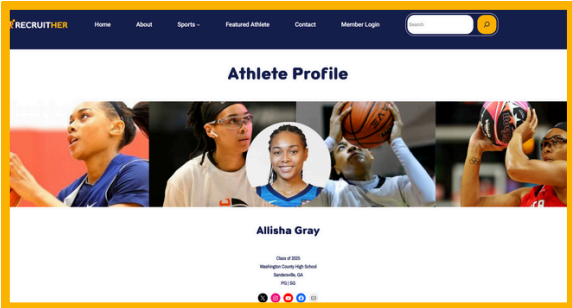
BEFORE



AFTER



The RecruitHER **Mission Statement** is now in the About page summary.



Personal information is more visible on the Athlete Profile page.



"Sign Up" option is shown on the navbar along with "Member Login."

APPENDICES

RESEARCH METHOD DETAILS

The RecruitHER user study focused on high school female athletes seeking college recruitment, as well as recruiters, coaches, and parents. Participants were recruited via Instagram, Facebook, email outreach to sports programs, and word-of-mouth referrals.

The study included five high school female athletes (two 16-year-olds, three 17-year-olds), one parent, three college coaches, and one private softball coach. Participants completed a prescreening survey before engaging in virtual usability testing with the beta RecruitHER website. They performed key tasks and completed pre-test and post-test surveys to evaluate usability, functionality, and overall satisfaction. Thematic analysis of qualitative responses and quantitative data helped identify key trends and usability challenges.

RESEARCH TOOLS

- [Session Recordings](#)
- [Product Reaction Cards](#)
- Data collection instruments:
 - [Pre-test Surveys](#)
 - [Post-test Surveys](#)
 - [Athlete/Parent Tasks & Interview Questions](#)
 - [Coach/Scout Tasks & Interview Questions](#)
 - [User Test Tools & Templates](#)
- [Test Schedule/Data/User Responses](#)
- [Signed Consent Forms](#)
- [User Experience Research Plan](#)