New Media Capstone

GymDogs AR

UX Map

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Personas

Julia Flynn

Julia Flynn is a 17 year old potential recruit. A few colleges have contacted her about recruiting, but she does not know much about their teams or gymnastics history. She has received some informative papers in the mail about each school, including UGA, but they can become overwhelming to read through. She wants an easy, quick way for her to understand the legacy and culture of the GymDogs.

Targeted Filters: Trophies, GymDog interviews, Confetti Bucket, Magazine Cover, Stegeman Model

Madison Green

Madison Green is a 16 year old potential recruit. She views UGA as a viable option, but is not sure about how she would fit into Athens. The University of Georgia website provides a lot of information about Athens and college life on their campus, but Madison wants to know how she would fit into Athens as a GymDog. She consults the UGA gymnastics Instagram in order to feel out their vibe.

Targeted Filters: GymDog interviews, Athens Tour, Facilities Tour, Stegeman Model

Camilla Lee

Camilla Lee is a self-proclaimed UGA GymDogs superfan who goes to all of their meets with her family. She wants to show off her support for the team on social media way more past just making a single post about it.

Targeted Filters: Face Stickers, Confetti Bucket, "Which Gym-Dog are you?", Spike Squad Shoulder Pads

User Story

Our main target audience consists of prospective recruits, particularly women aged 16 to 19. However, fans (students and family) who would enjoy the filters are also considered.

All AR filters live on the UGA Gymnastics Instagram, accessible through the filter tab or the highlight reel. While prospective recruits and fans can locate the Instagram account directly, potential recruits may also receive recruitment papers and pamphlets in the mail containing QR codes that redirect the user to the Instagram filters. The GymDogs Experience website houses links to the filters as well.