PROJECT REPORT

December 12, 2019

User Research
for Youth Sports Division Website

Prince George's County
Department of Parks and Recreation

Project Description

This survey for Prince George's County Department of Parks and Recreation was undertaken to learn about potential users and their expectations for a new Youth Sports Division website.

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Introduction

In the last legislative session, a new Maryland law was passed addressing youth sports delivery that presents an exciting new challenge for the Prince George's County Department of Parks and Recreation.

The Department is in the process of establishing a new division to meet this challenge while continuing to deliver a wide variety of sports through in-house programs and with partnership organizations. The new Division will feature "one stop shopping" enabling community members to to view schedules, register their children, and learn about opportunities for engagement.

This project's survey was developed to gather community input to that can inform what content would best serve users.

Objective

This survey is part of a capstone project and was undertaken with the Prince George's County Department of Parks and Recreation. The survey is designed to gather community input on the development of a new youth sports website. We hope the information gathered through this project can be useful to the Department and make the next steps easier by having a better idea of community expectations.

Methodology

The survey was designed using the Qualtrics platform. In total, 31 questions were developed, targeted to parents and to coaches. The Prince George's Department of Parks and Recreation distributed the survey to the 5,000 addresses on their email list. In addition, the survey's link was posted on the Department's social media accounts—Facebook, Twitter, and Instagram. Respondents could complete the survey over ten days, from November 12 to November 22, and were allowed to complete it only once. Lastly, as an incentive to increase the response rate, ten $50.00 gift cards were provided toward any ParksDirect program; users could opt-in by providing their email address at the end of the survey.

Results

The survey was accessed by 278 participants, however only 193 completed it, a 69 percent completion rate. Of all the respondents, 67 percent used the link provided in the email while the other 33 percent accessed it through social media. It is important to note that Facebook received the majority of reactions, nearly 290, leading us to believe that future efforts to communicate a similar project to the community should be focused through this medium to reach more active participants.

Survey highlights include:

- 51.8 percent of respondents were parents, 31.1 percent coaches, and 17.1 percent were classified as other
- Swimming was the most popular sport among parents while basketball was preferred by coaches
- **Parents**
    - 72 percent spend over $150.00 per child each season on recreational activities
    - 52 percent have at least two children involved in sports
    - 80 percent are open to volunteering opportunities
- **Coaches**
    - 73 percent have experience at a competitive level
    - 58 percent have more than six years of experience
    - 61 percent would be interested in providing private lessons

Participants also had the opportunity to provide comments. Some of those include:

"County youth sports (are) incredibly poorly organized. It's terrible. Please fix it."
- Parent

"The website should have a comprehensive search and allow people to filter out programs that no longer have space."
- Parent

"League websites should be easy to navigate for all ages"
- Other

"A variety of sports will be welcomed. Let's step outside the box of basketball and football and offer our kids options. Open up their eyes and provide opportunity to do other things e.g., STEM, Robotics, IT programs etc."
- Parent

Other findings, along with visualizations, can be found in the documents linked in this document's [Appendix](#).

Conclusions

Seeing how the survey was distributed to thousands of people, it was surprising that we didn't receive as many responses as we'd hoped. This makes us doubt the validity of the results; we're not confident that the respondents are a representative sample of Prince George's County's population. Additionally, the survey was only distributed to people already familiar with the Department. It would be valuable to include those who may not have experience with this subject to gather different perspectives.

On a more positive note, we believe this is a good starting point as it gives some indications about what people who know these programs want from a new website. Once the Department moves to the next project phase, it can spend time developing strategies to attract new visitors and increase program enrollment.

Also, we suggest that the project's next phase include usability testing to provide better feedback about the site's features and user experience, and to help develop features that may have been overlooked.

Appendix

We recommend viewing the reports online as they contain interactive features.

Data

- [Raw Data](#)
- [Coaches Data](#)
- [Parents Data](#)
- [Others Data](#)

Reports (online)
- [General](#)
- [Coaches](#)
- [Parents](#)
- [Others](#)

Other Files
- [Poster](#)
- [Slides (PDF)](#)
- [Slides (Presentation)](#)

Reports (files)
- [General](#)
- [Coaches](#)
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