

# Final report

HCI Capstone

DICK's Sporting Goods Team

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# Dick's Sporting Goods University is a digital service designed to push DICK's forward as the leading authority in youth sports.

Throughout the semester, our team worked to design a digital service for DICK's Sporting Goods that would push the company forward in its new vision to expand from retail and become 'the sports company'.

As an innovative approach to expand DICK's' influence across the athlete's user journey, the team focused on the coach persona's ability to influence the athlete's experience at a higher level.

From research, we pinpointed on designing for pain points that youth athletes and coaches experience. All our ideas presented are based on these insights from direct primary and secondary research.

After evaluating over 40 ideas and even fully prototyping 5 ideas, we concluded that **Dick's Sporting Goods University** is a concept that is desirable, feasible and viable for all key stakeholders, including DICK's.

In the following sections in this report, we will walk you through our solution and take you through each phase of our project, identifying key milestones and insights.

# 01 Project Overview

Project goal, Project objectives



# Mastery Loop

The mastery loop is DICK's's model of the athlete's persona's user journey of their sports life cycle.

## 1. Curiosity

The athlete learns about a new sport and gets curious and wants to play.

## 2. Excitement

The excited athlete heads to the DICK's store and picks up the equipment they need.

## 3. Confidence

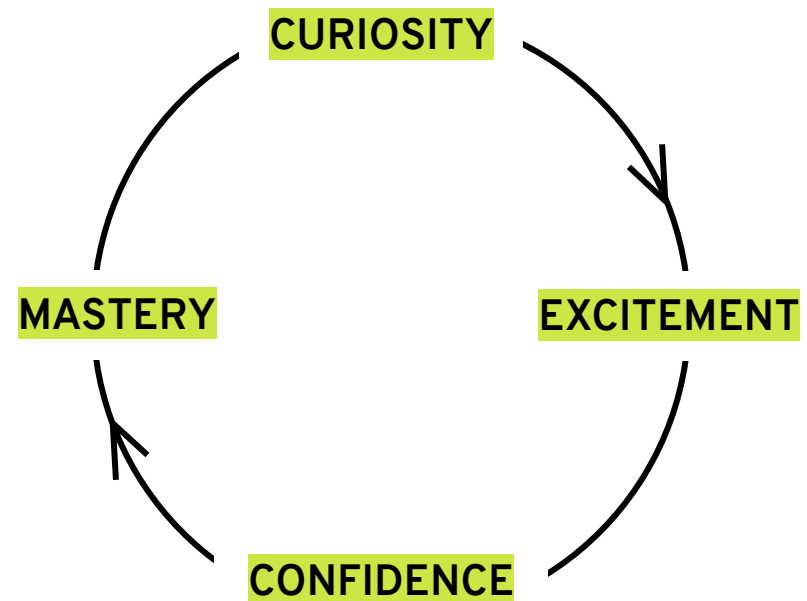
Purchasing the new equipment gives them newfound confidence.

## 4. Mastery

Coach continues to teach athlete new skills and athlete practices them over and over until masters them.

## 5. Loop continues

Athlete becomes curious about a new aspect of the sport and goes back into the mastery loop.

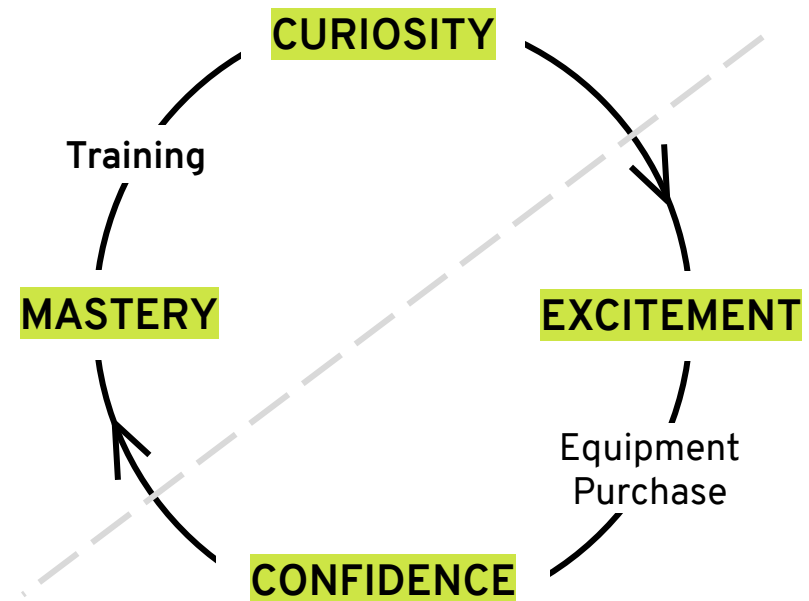


# Mastery Loop breakdowns

Currently, there is a disconnect in the mastery loop and where DICK's Sporting Goods has the most influence.

As a sports retailer, DICK's Sporting Goods has significant control over the 'Excitement' and 'Confidence' phases, as the experience is primarily based on purchasing sports equipment.

Once the customer exists the in-store or e-commerce experiences, however, DICK's loses their influence. This created a breakdown where DICK's needed to gain more influence on the 'Mastery' and 'Curiosity' phases.



# Focusing on coaches

The 'Mastery' and 'Curiosity' phases occur primarily on the training ground. The primary influencer of these phases is the **coach**. DICK's recognized the potential of targeting the coach persona given the current product landscape that largely focuses on the athlete persona.

The coach is a complicated persona that handles many responsibilities across sports strategy, team management, logistics, counseling, etc.

The complexity of pain points and lack of existing products indicated a huge opportunity for DICK's to introduce itself as a leading authority in the latter phases of the mastery loop.



## Project Goal

**To lengthen the athletic lifespan of youth athletes by empowering coaches' abilities to address pain points that drive athletes out of the mastery loop.**

# Planning engaging trainings

Through 3 phases of research, we found that a key pain point for the coach persona is keeping their athletes engaged and focused during trainings.

This was also an opportunity for the team to directly address the mastery loop-- planning engaging trainings would also ensure that the athletes would stay in the mastery loop for longer.



# What excites athletes?

Our secondary research showed that a powerful motivator for excitement for youth athletes was their idolization of star athletes. Youth athletes want to replicate *everything* about their favorite athletes-- they imitate catch phrases, gesture, jerseys, etc.

We were able to confirm these findings through our primary research, where interviewees gave their personal accounts on how much impact sport idols could have on their fans.

This identified a key opportunity for our project: **could we channel this same excitement on the training ground to keep athletes engaged?**



## Middle School Lacrosse Coach

“If I told them we’re doing UMD drills, they’d be so psyched.”



## 8 year old golf player

“I want to be just like Tiger Woods!”



## 10 year old soccer player

“Cristiano Ronaldo is so cool. I want to play like him.”

# 02 Solution

Overview, Feature walkthrough

## Solution

**Dick's Sporting Goods University digitizes the clipboard experience, empowering the coach to deliver the celebrity experience in training.**



# Solution Overview

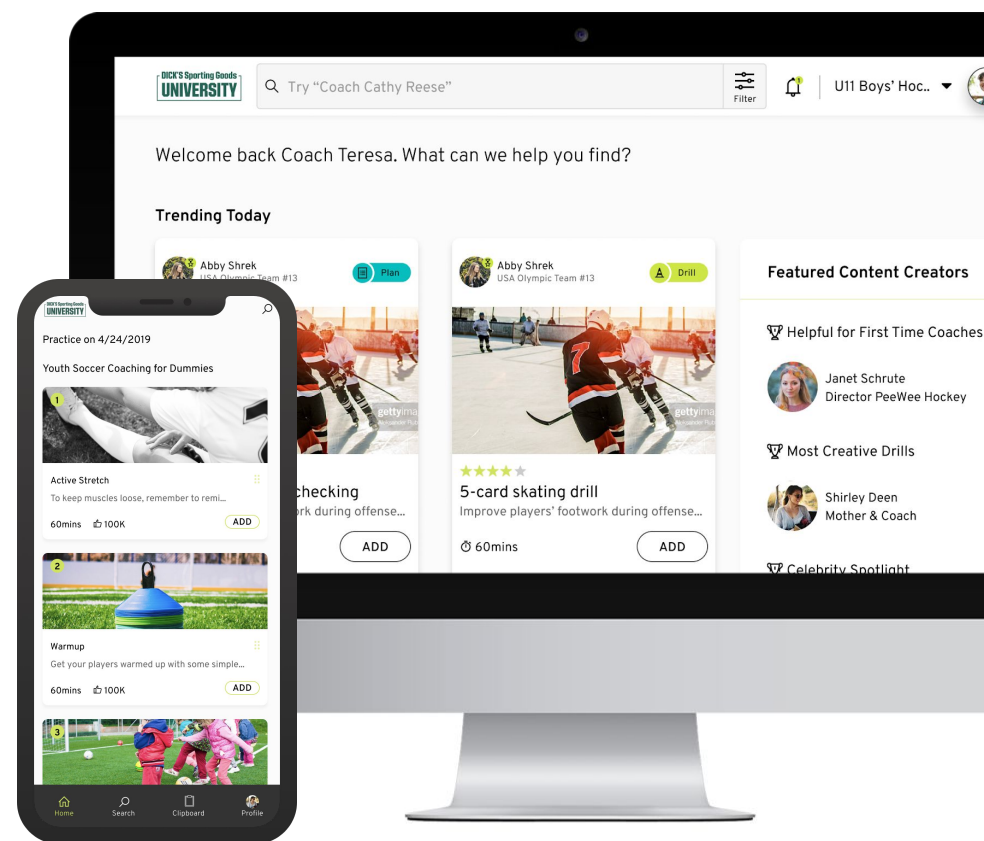
Dick's Sporting Goods University is a training management tool for youth sport coaches built on a library of drills created by top coaches and professional athletes.

Dick's Sporting Goods University is a concept that pushes DICK's to be the world's best in youth sports content.

It allows the coach to run training plans endorsed by star athletes, inciting a sense of excitement through following their idols.

The experience around utilizing these drills is a training planner with elegant data analysis, personalization and recommendation features.

This video shows a full walkthrough of the platform's key features.



# Driving excitement

A key aspect of the platform's value is that the drills are curated by professional athletes and coaches from famous teams.

This direction is based directly on our research about how training like celebrities and successful teams drives excitement among youth athletes.

The platform is designed like a social networking site to emphasize the community interaction not only between coaches, but also between users' teams and celebrity figures.

The screenshot shows the DICK'S Sporting Goods UNIVERSITY website interface. At the top, there is a search bar with the text "Try 'Passing Drills'" and a filter icon. Below the search bar, a welcome message reads "Welcome back Coach Teresa. What can we help you find?". Two main navigation buttons are visible: "Drills" (with a soccer ball icon) and "Plans" (with a list icon). The "Featured Today" section displays two featured items:

- 9 & under plan (Advanced)**: Created by Jess Angelini. Description: "Improve players' footwork during offensive plays. In this plan, you can find 5 engaging and fun drill...". Stats: 60mins, 100K, 5 drills. Button: ADD.
- Using the Flanks**: Created by Abby Shrek. Description: "Improve players' footwork during offensive plays. In this plan, you can find 5 engaging and fun drill...". Stats: 60mins, 100K. Button: ADD.

Below this, the "Voted Best" section is expanded to show "Most Helpful" items:

- Game Day Warm-Up Plan**: Created by Abby Shrek. Description: "A quick overview of all my 30 minute warmup drills on game day." Stats: 60mins, 100K, 5 drills. Button: ADD.

The "Most Engaging" section shows:

- 1v1 Attack and Defense**: Created by Abby Shrek. Description: "A quick overview of all my 30 minute warmup drills on game day."

# Centralizing content

DICK's Sporting Goods University centralizes drills and plans curated by famous figures in sports and displays them on a user-friendly, filterable and personalized interface.

From this interface, drills and plans can easily be added to the user's profile for future use and reference.

The screenshot displays the DICK'S Sporting Goods University mobile application interface. At the top, the logo and a search bar with the text "Try 'Coach Cathy Reese'" are visible. A sidebar menu on the left includes options like "About", "My Teams", "My Clipboard" (highlighted), "Blog", "Gallery", "Settings", and "Your Subscriptions". The main content area features a "My Clipboard" section with tabs for "Drills" and "Plans". Under the "Drills" tab, there are three items: "Math Dribble Pt. 2", "Active Stretch", and "Math Dribble Pt. 3", each with a description, duration, and view count. Below this, a date separator "05.03" is shown, followed by two more items: "Receive and pass" and "Cool down".

**DICK'S Sporting Goods UNIVERSITY**

Q Try "Coach Cathy Reese"

Filter

ⓧ About

👤 My Teams

📄 My Clipboard

📖 Blog

🖼️ Gallery

⚙️ Settings

Your Subscriptions

👤 Jane Doe  
NEW CONTENT

👤 Leslie Odom  
NEW CONTENT

👤 Joe Schmuck  
NEW CONTENT

👤 Lionel Messi  
NEW CONTENT

📄 My Clipboard

📖 Drills   📄 Plans

Today

**Math Dribble Pt. 2** ✓  
In a 15 yard x 20 yard grid marked out with four cones, each player...  
⌚ 60mins 👁 100K

**Active Stretch** ✓  
Use the same space and set up as in activity # 2 above. Divide the...  
⌚ 60mins 👁 100K

**Math Dribble Pt. 3** ✓  
This activity teaches problem solving, split-second decision making, cooperation, teammates and helps players with more focus during...  
⌚ 60mins 👁 100K

05.03

**Receive and pass** ○  
In a 15 yd x 20 yd grid, each player has a ball.  
⌚ 60mins 👁 100K

**Cool down**  
All players are in a 20 yd x 25 yd grid. 2 players (the Globs) start

# Planning trainings

Another aspect that sets DICK's Sporting Goods University from other drill source sites is that once these drills have been saved, the user has access to learning materials and has the ability to customize the drills and plans to their teams.

The platform directly supports these needs by providing annotation and commenting features.

**DICK'S Sporting Goods UNIVERSITY**  Filter

## Ball control plan 1 SAVED ✓

**Abby Wambach** Follow  
USA Women's Soccer Player #20

SKILL LEVEL	RECOMMENDED TIME	NUMBER OF DRILLS
Beginner	30-45mins	4

### Objective

A fun and engaging series of drills improve players' ball control skills

**1** **Math dribble** by Jess Angelini \*\*\*

In a 15yd x 20 yd grid marked out with 4 cones, each player has a ball. 5-10 mins

- When the coach says a number or yells out a simple math addition problem (like 1+1), the players must quickly form groups of 2. If the coach yells out "3", the players form a group of 3, etc.
- Players must keep the ball close to them by using the inside, outside and soles of their feet.
- After they stop the ball and/or change direction, they must explode into space keeping the ball within playing distance (1-3 steps) so they can dribble it again.

[SHOW MORE](#)

**TIPS FROM THE SOURCE**  
This type of dynamic activity forces the players to keep their heads up.

**MY NOTES**

# Replacing the clipboard

The flexibility and robustness of the platform means that the coach no longer needs a physical clipboard or notebook to plan trainings.

The platform simplifies the organization, customization and personalization of content, and allows content to be saved in a database and shared with other users.

The screenshot displays the mobile application interface for DICK'S Sporting Goods UNIVERSITY. At the top, there is a search bar with the text "Try 'Coach Cathy Reese'" and a "Filter" icon. Below the search bar is a navigation menu with the following items: "About", "My Teams", "My Clipboard" (highlighted), "Blog", "Gallery", and "Settings".

Under the "My Clipboard" section, there is a "Your Subscriptions" list with four entries, each featuring a profile picture and the name of the subscriber, all marked as "NEW CONTENT":

- Jane Doe
- Leslie Odom
- Joe Schmuck
- Lionel Messi

The main content area is divided into two sections:

- Selected drills:** This section contains three drill cards:
  - Math Dribble Pt.:** Shows a person on a field with a blue and green cone.
  - Active stretch:** Shows a person performing a stretching exercise.
  - Math Dribble Pt.:** Shows a person on a field with a soccer ball.
- Plans:** This section contains four plan cards:
  - Ball control plan 1:** "Improve players' footwork during offensive plays. In this plan, you..." (60mins, 100K, 5 drills)
  - Passing and Dribbling:** "Even in a fluent passing team, the most obvious way to take a gam..." (60mins, 100K, 5 drills)
  - Dribbling part 2:** "Improve players' footwork during offensive plays. In this plan, you..." (60mins, 100K, 5 drills)
  - Small Group Games:** "Even in a fluent passing team, the most obvious way to take a gam..."



# Business value

Dick's Sporting Goods University adds business value by fulfilling needs of major stakeholders, creating a new stream of revenue, and repurposing existing capabilities and resources.

## Needs of Stakeholders

Research shows that the number of **inexperienced youth sport coaches** is expected to increase in the near future given trends in youth and school sports. New youth sport coaches struggle with finding high quality drills. Dick's Sporting Goods University is a one-stop platform that provides new youth sport coaches drills and practices created by top youth sport coaches and celebrity athletes.

## New Stream of Revenue

Dick's Sporting Goods University has an opportunity to provide an additional revenue stream for DICK's via a subscription model.

## Leveraging Existing Capabilities and Resources

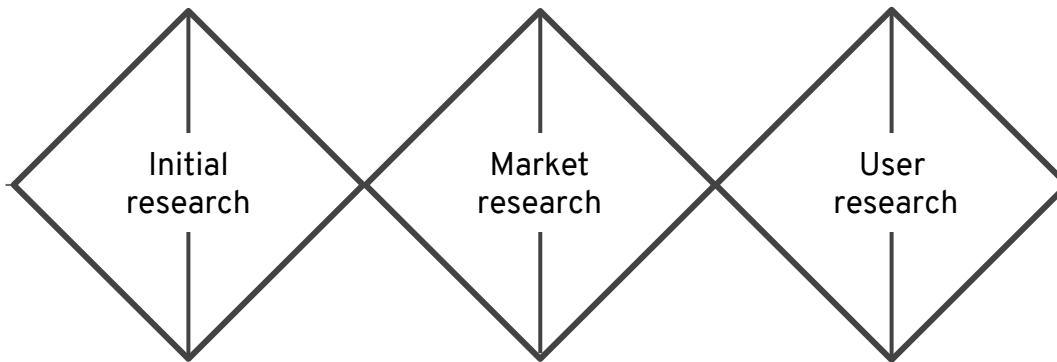
DICK's already has connections to both top youth sport coaches and top celebrity athletes through its existing partnerships with major youth sports leagues and US Olympiad teams.

DICK's has demonstrated significant capabilities in content creation and video production through its operation of DICK's ProTips.

It also has opportunities to integrate with existing software platforms that support its TeamSports HQ services.

# 03 Research

Initial Research, Market Research, User Research



To approach a better understanding to the design space, we went through three different research phases:

1. **Initial research**  
To have a holistic understanding of the coach persona.
2. **Market research**  
To learn about the trends in the sports industry and narrow down to youth sports.
3. **User research**  
To understand the interactions between youth coaches, youth athletes, and parents.

The following pages explain the process in detail.





# Phase 1: Initial Research

Secondary research methods, Primary research methods, Research insights  
Pivot, Narrowing the scope

# First phase of research

**Figure**

*DICK's Sporting Goods retail store. Visit to understand their approaches.*

**Research focus & questions**

During our first phase of research, we focus on trying to understand the problem space better. With this goal in mind, we focus on three aspects to ensure that our initial understandings of the market and coaching experiences will support our efforts forward.

1. Deepen understanding of the holistic coach experience
2. Identify all stakeholders and the value exchanged
3. Deepen understanding about sports retail industry and DICK's Sporting Goods' industry position



# Primary research method

We conducted in-person and remote interviews with the following people:

<b>6</b>	<b>10</b>	<b>3</b>	<b>2</b>	<b>8</b>
Coaches	Athletes	Parents	League Directors	DICK's Employees

We tried to gain a better understanding at coaches and athletes' relationships, their purchasing behavior, and their interactions with DICK's.

# Secondary research methods

We also conducted competitive analysis and literature reviews to deepen understanding about sports retail industry and DICK's Sporting Goods' industry position.

## Competitive Analysis

- DICK's Sporting Goods
- Team Sports HQ

## Literature Review

- Understand the sports retail environment and culture
- Understand different levels of coaches
- Understand athletes

# Selected research insights

- 1** Many coaches work to know the ins and outs of the players to build an off-the-field relationship with them and learn how to coach them more effectively
- 2** In coaches' mind, retail stores are not good for customization, competitive pricing, or batch orders
- 3** Athletes purchase from their social connections which involve other athletes and sales rep from manufacturers. Both can provide great products at a competitively low price
- 4** Athletes repeatedly purchase products that fit them well from prior experience. They shop at retail stores for fitting.
- 5** Parents often seek for sports related advice or information from people around them. Parents often rely on word of mouth from coaches, friends, and fellow parents
- 6** Being a part of the community and building connections plays a big part in shaping the sports experience for both the parents and the athletes. Sometimes, it's the primary motivation for parents wanting their children to take part in sports



# Narrowing the scope

Narrowing down the focus of our project and moving forward required us to model the different types of coach personas to focus on. Based on our insights from our first primary research phase, we concluded that the landscape of the coach persona could be defined by the combinations of the following qualities:

1. Athlete age group
2. Sport
3. Geographic Region
4. Competitiveness
5. (e.g. recreational vs. competitive)
6. Socioeconomic Status



## **Phase 2: Market Research**

Focusing on Youth Sports, Secondary research methods, Secondary research insights  
Primary research methods, Primary research insights



# Second phase of research

## Research focus & questions

A key priority in our second research phase was to define a more clearly defined scope that would deliver the maximum business value to DICK's Sporting Goods. In exploring this question, we quickly found that we lacked the business context in not only DICK's Sporting Goods' position in the market, but also the trends in the overall sports retail market / industry. To guide our research moving forward, we centered the research on the central question:

**Which category of the coach persona should DICK's's upcoming initiatives target to maximize the value-add to the company?**

The central question was broken down into more specific questions as follows:

- What are DICK's' long term business goals?
- Which type of coach persona has the most prominent pain points to address?
- What is the projected impact of addressing our identified pain points for the identified persona?

# Focusing on youth sports

The assessment of these questions was based on DICK's Sporting Goods' recent shareholder reports as well as other published data on the sports market and industry. Our key insights from our research are on the right column.

Overall, the research allowed us to conclude that youth sports has the highest potential for delivering a project that is not only innovative, but also fits DICK's Sporting Goods current positioning in the market and long-term growth vision as a product / service company.

- Since 2014, DICK's Sporting Goods has committed over \$50 million dollars to the Sports Matter initiative, which has saved thousands of youth sports teams and given hundreds of thousands of youth athletes the chance to play.
- Based on shareholder reports, youth sports became a major pillar of DICK's Sporting Goods' long-term business goals in 2016.
- There are currently 60+ million youth sports participants; this figure is expected to grow to 80+ million by 2030.

# Secondary research methods

We conducted:

**30+**  
**Literature**  
**reviews**

See the primary research questions in  
the following pages

# Secondary research insights

- 1** Youth sports markets' main revenue drivers are travel, equipment, team membership, facility construction, software, and venue rental
- 2** DICK's Sporting Goods' strength: number of stores (716), 15% of the youth sports market by exposures, publicity in youth sports through its Sports Matters Foundation
- 3** Parents frustrate their athlete children in two ways: neglect and professionalization, both of which can be mitigated when coaches communicate effectively
- 4** Sports can be reflected as the practice field for life.
- 5** Youth sports markets' main revenue drivers are travel, equipment, team membership, facility construction, software, and venue rental



# Phase 3: User Research

Overview, Screen walkthrough, Business value

# Primary research insights

We conducted in-person and remote interviews with the following people:

**7**  
Coaches

**2**  
Athletes

**2**  
Parents

See the primary research questions in the following pages

# Secondary research insights

- 1** Athletes might drop their sports because they get older, get occupied by other activities, or believe that the sport is not a fit for them.
- 2** The process to build athletes confidence is extensive while the coaches' attention is limited resources
- 3** The lack of trust between parents and coaches burden and coaches as well as ruin the youth athletes' sporting experiences.

# 04 Ideation

Visioning, Concept Evaluation



# Visioning

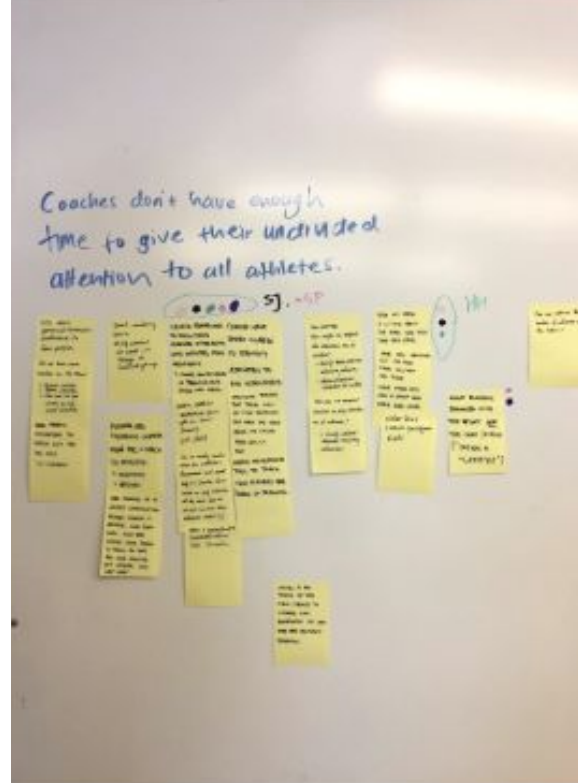
Ideation, Storyboarding, Speed Dating

# 40+ ideas

After research, our team spent some time identifying the most important and feasible pain points to move on with our solution. These pain points include: coach's lack of experience, coach's limited time and attention, toxic parent behaviors, and athlete's uncertainty about practice sessions.

We brainstormed more than 40 solutions to target these pain points.

Afterwards, we conducted a voting activity to narrow down the 40+ ideas to 8 ideas to storyboard.



# Storyboarding: pain point #1

Parents' toxic behaviors and expectations discourage youth athletes from continuing the sport.

## Idea #1

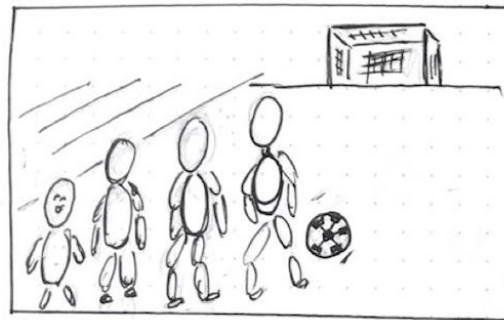
Involve parents in some of the team's drills

## Idea #2

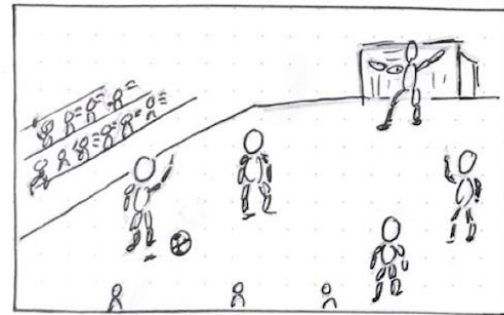
DICK's Sporting Goods provides a form of education or rewards program to encourage healthy engagement with the athletes and coaches.

## Idea #1: Involve parents in some of the team's drills

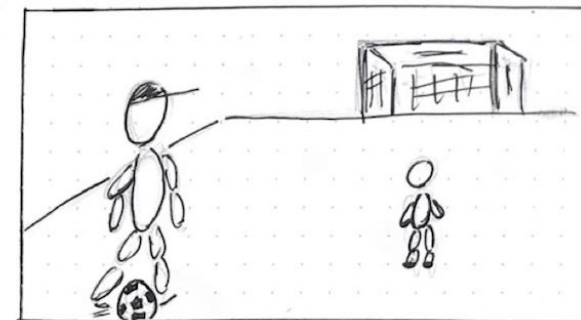
We have found that parents are often unhappy with coach's decisions regarding team operation and game strategy. To address this issue, we are considering the concept where parents get to walk a mile in the coaches' shoes. This may mean that parents are simply involved in the decision-making process, or even getting directly involved with the sport (e.g. athletes vs. parents scrimmages).



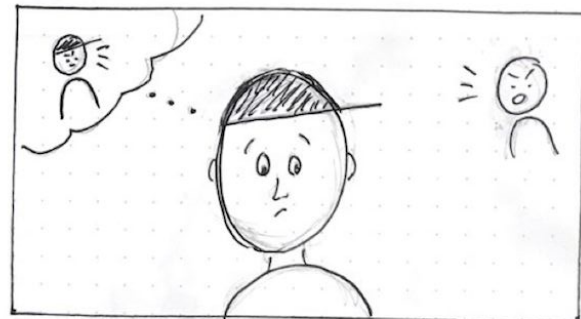
Sam is at soccer practice, going through drills with the rest of his teammates.



At the end, John and Sam play in a show tournament with the other parents' teammates. Sam is instructed to act like his dad when he is on the field.



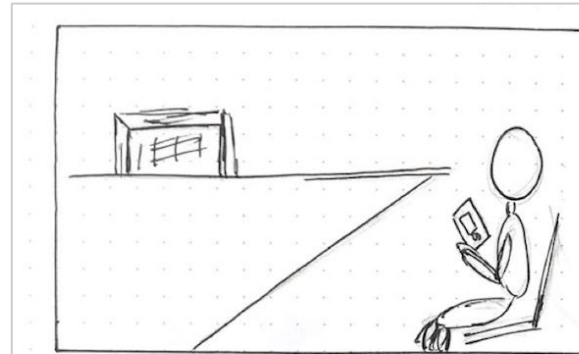
Practice is half way over and John, Sam's dad, joins in and participates in the drill with him.



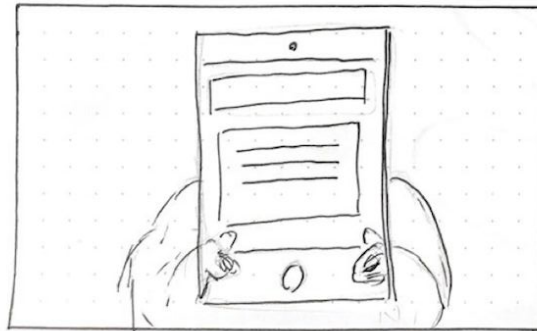
John is so shocked because he sees how his son perceives his behavior. He decides it's time he changes.

## Idea #2: Education / Rewards program

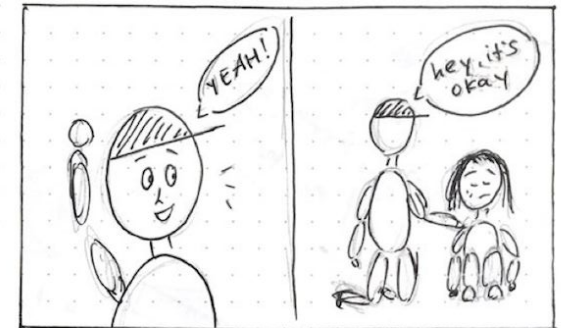
Parents' unhappiness with coaches' decisions often manifest in hostile and/or rowdy behavior during games to athletes, coaches, or even other parents. The team has discovered that this is not only uncouth, but also lowers athletes' motivation to continue playing sports. By getting involved as a third-party, DICK'S Sporting Goods can increase chances of athletes continuing their sports.



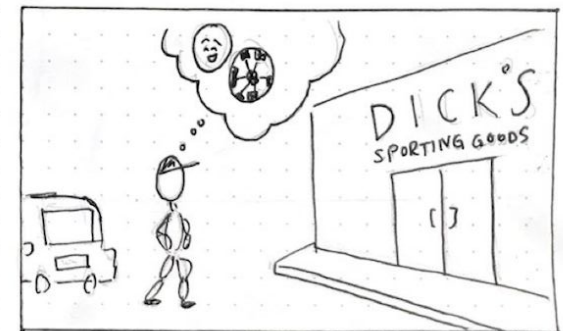
John is waiting for his son's game and gets a notification on his Dick's app. It reminds him about the coach's strategy and also tips on how to be a good parent fan.



Afterwards, he gets a notification and sees that Coach Lee rewarded him 50 points for his game behavior.



John cheers on his son and the team, only saying positive and optimistic things. He even sees Joy, a teammate, upset and goes out of his way to cheer her up and back in the game.



A month later, John saves him 500 points and goes to Dick's to cash in his points for a brand new soccer ball for his son.

# Storyboarding: pain point #2

New coaches lack experience in organizing effective practices that engage youth athletes.

## Idea #1

DICK's Sporting Goods works with pro athletes and coaches to create a standard or checklist for what an effective drill / activity looks like.

## Idea #2

DICK's Sporting Goods builds an online portal to facilitate mentor-mentee relationships between coaches.

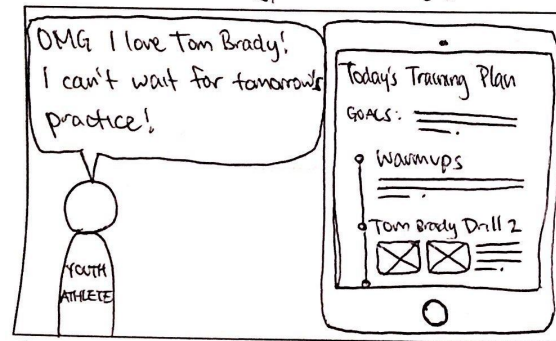


## Idea #3: Partnership with Pro Athletes

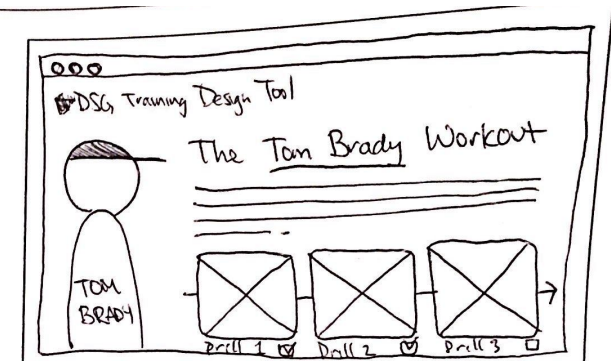
The team found that one experienced coach designs all drills to be games to ensure that practice is fun for the athletes. This led the team to wonder: are there other ways to ensure that a practice is fun for athletes? We saw an opportunity for DICK's Sporting Goods to design a set of drills / games or a checklist to help coaches run effective practices.



As a new coach, Steven isn't sure what drills to run in his first practice. He does some research, but has no idea whether these ideas are any good.



The training plan is sent to all athletes before the training. Athletes are excited by the prospects of training like their favorite athletes.



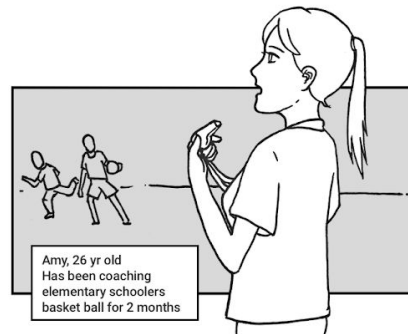
Steven learns about the new DSG Training Design Tool, which allows him to browse drills pre-designed by DSG and famous athletes, and create training plans with them.



Athletes show up to training physically & mentally prepared. They enjoy the drills, and Steven is happy his players had fun at practice.

## Idea #4: Coach Mentorship Program

In both our primary research phases, we found that there is currently no one-stop-shop for information regarding coaching. Additionally, new coaches may find valuable insights from interacting with more experienced coaches that have been in similar situations in the past. Merging these two opportunities came together as an online solution that facilitates coach-to-coach mentorship.



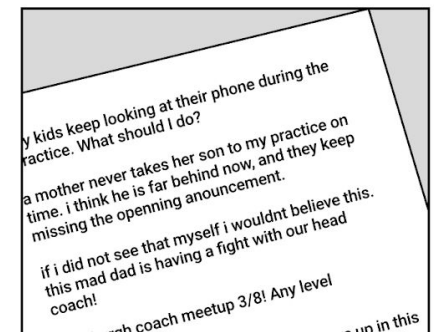
I have been an athlete for 10 years. 2 months ago I started coaching 9-year-old kids in my neighborhood. I'd say that for most of the time it went well, but sometimes I still have troubles with my boys and girls...



There is this girl, Corie, who is very engaged in the social media during the practice, and I cannot get her more motivated in the sports. I wonder how other youth coaches would handle the problem.



One day I am in DICK's, shopping for a new timer. After learning that I am a coach, the salesperson points to me this online community. He also mentions that there are some other local youth coaches contributing online actively.



Looking online, I find coaches with similar concerns! And I have my other questions answered as well. I even find local coach meet-ups and connect myself with other local basketball coaches.



# Storyboarding: pain point #3

Coaches are unable to provide undivided time and attention to their athletes.

## Idea #1

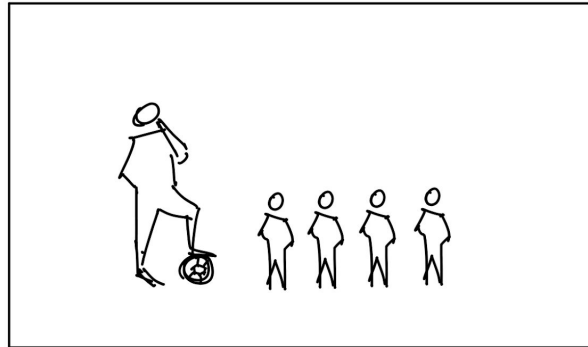
DICK's Sporting Goods creates a framework for how coaches can interact effectively with their athletes outside of practice.

## Idea #2

Create a mentorship system between experienced and inexperienced athletes.

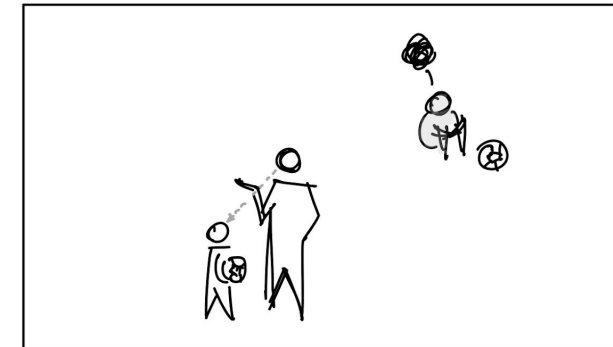
## Idea #5: DICK's Training Framework

Athletes need extra attention when they are going through slumps, and the coach's limited time and attention presents a breakdown in coaches effectively identifying when athletes need extra attention. There is an opportunity for DICK's Sporting Goods to step in and design the framework for these interactions.



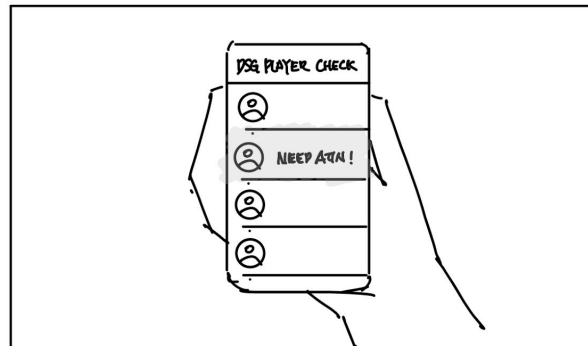
Context:

Bryan is a 3<sup>rd</sup> yr coach of the Allegheny Soccer Club, for every season. he needs to coach over 20 kids in a time span for 4 hrs/week. He hopes he can grow every single kid, but with the time he has, he can't care for everyone.



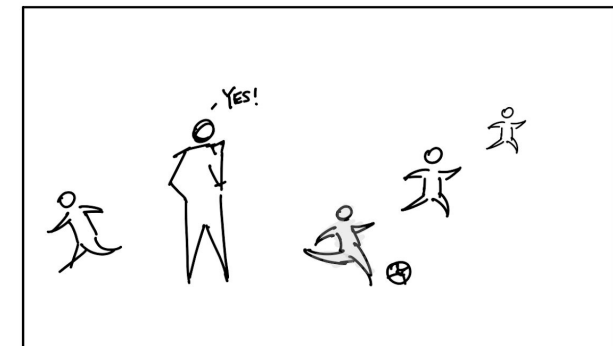
Problem:

Often, he knows which kids are unengaged w/ sports, but w/ the time he gets, he just couldn't do it. Seeing the kids he couldn't get to make him feel like he's a bad coach...



Solution:

With the DSG Player Check, coaches can know exactly who he's cared for and also he hasn't. With DSG Player check, coach worried about for a while, so he approaches Lyle Billy... he hasn't talked to Lyle Billy

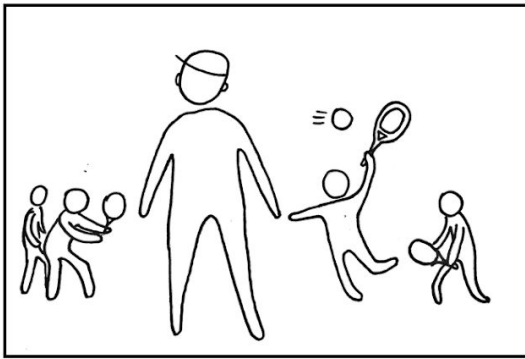


Resolution:

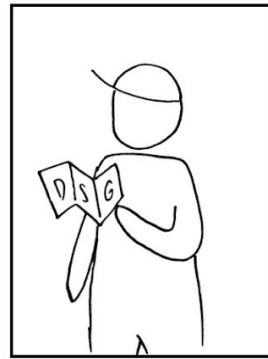
With DSG player check, Bryan hears kids tell him now and now that how Bryan's efforts have helped them stay in the sport.

## Idea #6: Athlete Mentorship Program

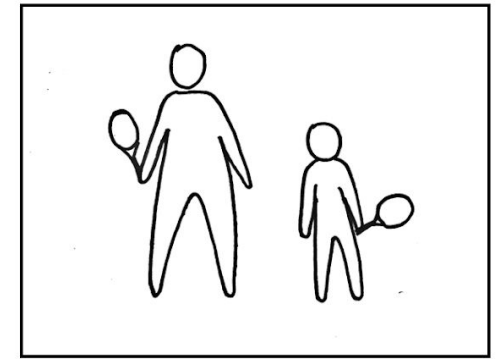
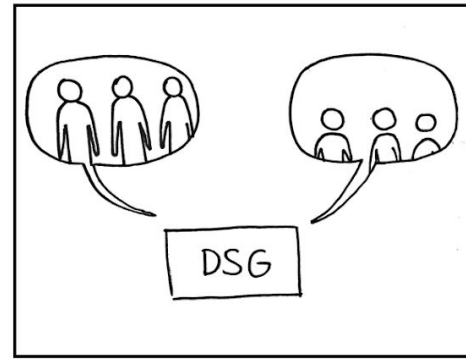
There are some aspects of a youth athlete's life that the coach cannot gain access to. Designing a system where athletes serve as channels for both issue identification and solution provision may resolve issues before they reach the coach.



I am a tennis coach of 40 ten-year-old kids. Although I have a assistant coach, the kids are still overwhelming us.



One day I saw this little pamphlet from DICK'S. It offers this program to connect local middle school kids with elementary school kids, so that both can gain sports skills without turning this into a competition.



I contacted DSG, and they bridges me with this local middle school kids together. Every other week we will bring them together, and let the older kids teach the younger ones. This saves me a lot of energy, and my athletes are very inspired by the middle school athletes' skillfulness, too!

# Storyboarding: pain point #4

Athletes' uncertainty of their coach's 'big picture' during practices drains athletes' commitment to their sports.

## Idea #1

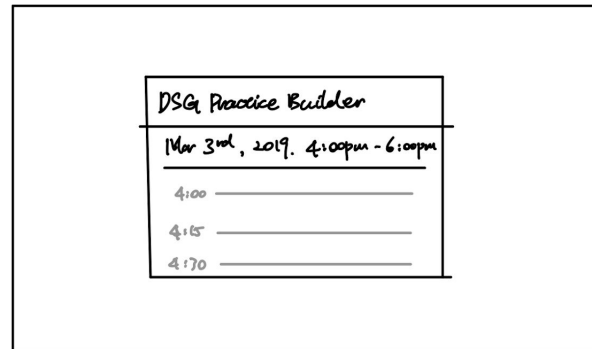
Athletes get involved in the decision-making process regarding practices.

## Idea #2

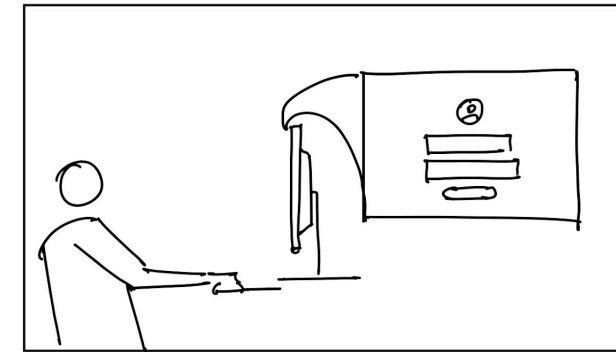
Athletes are reminded at every practice why they play the sport in the first place.

## Idea #7: Athletes involved in the decision-making

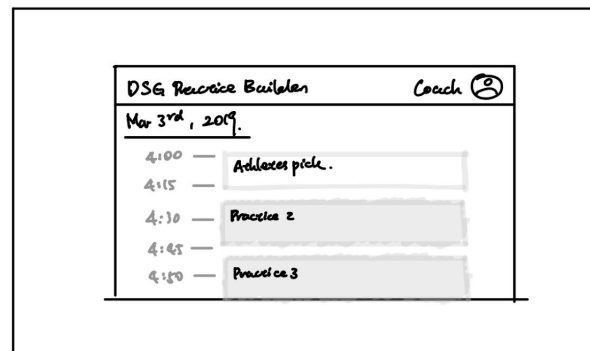
The pain point highlights a need for increased transparency in the coach's decision-making process. Getting athletes involved directly could be the most effective way to decrease athletes' discontent for the coach's decisions.



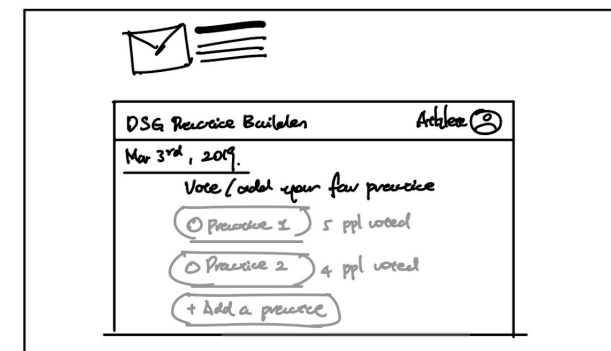
Context: With the DSG Dashboard, players and coaches can design the drills together.



Coaches log into the program.



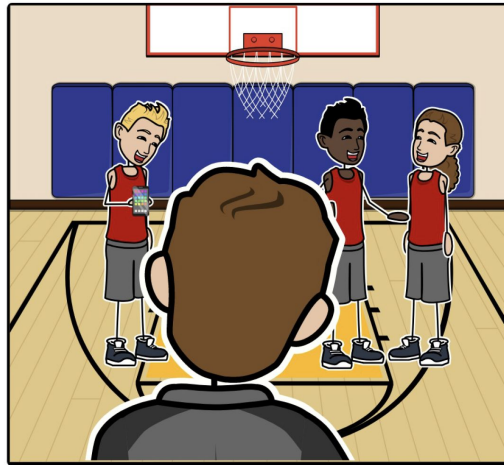
and add practices to the practice builder., the coach intentionally leaves the 1st 30 mins of the practice window for the athletes to pick their favorite practice pieces.



Athletes get notified when the drill is published. They suggested and voted on their favorite practice pieces.

## Idea #8: Athletes are reminded why they play

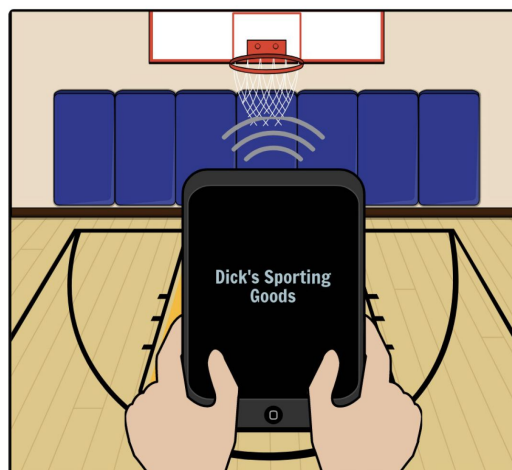
One of the coaches the team interviewed revealed that he gets his team to silently reflect on why they are playing the sport. This increases the athletes' motivation and focus before games. This reminder could easily be integrated into our project idea, whether it be a framework for athlete-coach interactions, or an app to facilitate athlete management.



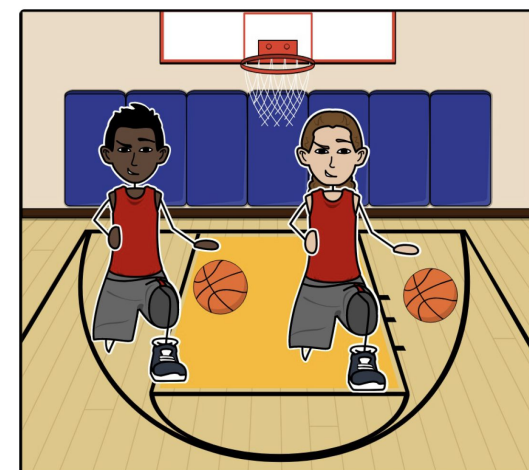
Jason coaches a 12-year-old basketball team. The team has been very distracted lately. They can't wait to check their phones and have been lying to him so that they can leave early practices to do something else.



Coach Jason gets very frustrated because everything he wants to see his team growing. He figures that he needs to remind his athletes why they started in the first place and have the athletes to give practices undivided attention.



Jason remembers that Dick's Sporting Goods Coaching App has a set of fun activities tailored to the athletes' demographic for team bonding and remind his athletes why they are playing in the first place. Jason picks an activity from the list to do with the athletes and he keeps track of the progress on his phone.



Team successfully completed the activity. Jason records that in Dick's coaching app. Results of these activities will be posted to parents and the athletes themselves. As a result, the athletes can keep track of their progress as a team and being reminded of how proud he is to be on the team so that each individual starts to focus more.

# Speed-dating

We speed-dated our storyboards with coaches, whom we contacted based on what we learned from earlier interviews, and athletes and parents, whom we recruited from children's program held on campus.



**Figure**  
Youth athletes  
speed-dating our  
storyboards.

# Speed-dating Insights

- 1 Coaches of all levels constantly research new drills to add to their practice plans.
- 2 Video explaining the drill helps coaches learn about the drill the best.
- 3 Coaches care the most about the quality of the drill as well as the breadth and depth of the drill
- 4 Parents step in to take care of the youth teams when coaches aren't available.
- 5 Coaches often make on-the-spot decisions about the training agenda.
- 6 Kids often question about the meaning of the drills.
- 7 Youth athletes would be hugely motivated by sports stars if they are drawn by the celebrities.



# Narrowing down

After speed dating and analyzing our speed dating insights, we narrowed down our 8 storyboards to five ideas.

**Dick's Sporting Goods University** (chosen)  
Training management tool & library of drills created by sports celebrities and users.

**DICK's Drill HQ**

Library of drills created by the top youth coaches for new youth coaches

**DICK's Mentorship Program**

On & off the field relationship between experienced athletes and beginner athletes.

**ExpShare**

Peer-to-peer, anonymous experience sharing platform for teams.

**Drill Share**

Crowd-sourced platform for coaches and athletes to share drills.

# Concept Evaluation

Parallel Prototyping, Evaluation Criteria, Product Pitches  
Why Dick's Sporting Goods University

# Parallel Prototyping

In order to make a good decision on which of our five ideas to move forward with, we really needed to prototype and think through each of our ideas.

We each took ownership of one idea and thought through what problem is being solved, competitors, obstacles, what the experience might entail, amongst other considerations.

# Idea 1: Dick's Sporting Goods University

## The Problem

Coaches have trouble keeping athletes engaged throughout a practice, and sometimes don't have enough time to spend time preparing for a practice. There is currently no planning platform that provides fun drills through a quick, flexible user experience.

Athletes are often not engaged during practices for various reasons that change day-by-day. One reason is that the drills run during practice are ones they don't really enjoy.

## The Solution

Dick's Sporting Goods University is a training management tool for youth sport coaches built on a library of drills

created by top coaches and professional athletes.

Professional coaches and athletes would create programs of drills, which amateur youth coaches could browse, learn, add to training plans, share with his team, etc.

**Figure**  
*Browsing page with  
a list of celebrities  
and their sports  
program.*

**Figure**  
*A drill page, with  
short videos  
embedded in the  
drill steps.*

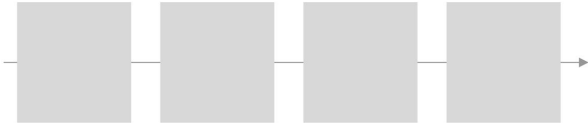
## Agility Programs

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### Michael Jordan

All-time second-highest-scoring NBA player

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### Stephen Curry

All-time second-highest-scoring NBA player

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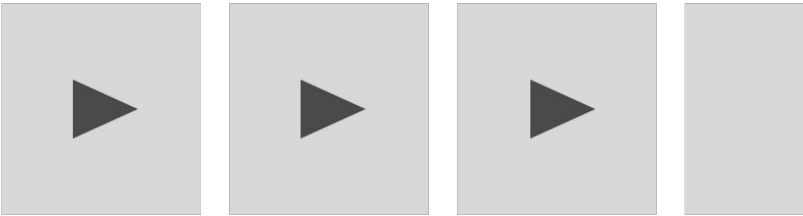
## Plyometric Jumps

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### Starting Stance

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### First Motion

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## Idea 2: DICK's Drill HQ

### **The Problem**

This problem comes from one of the key insights we synthesized during the synthesis phase (see page 5 pain point number 3 in this report).

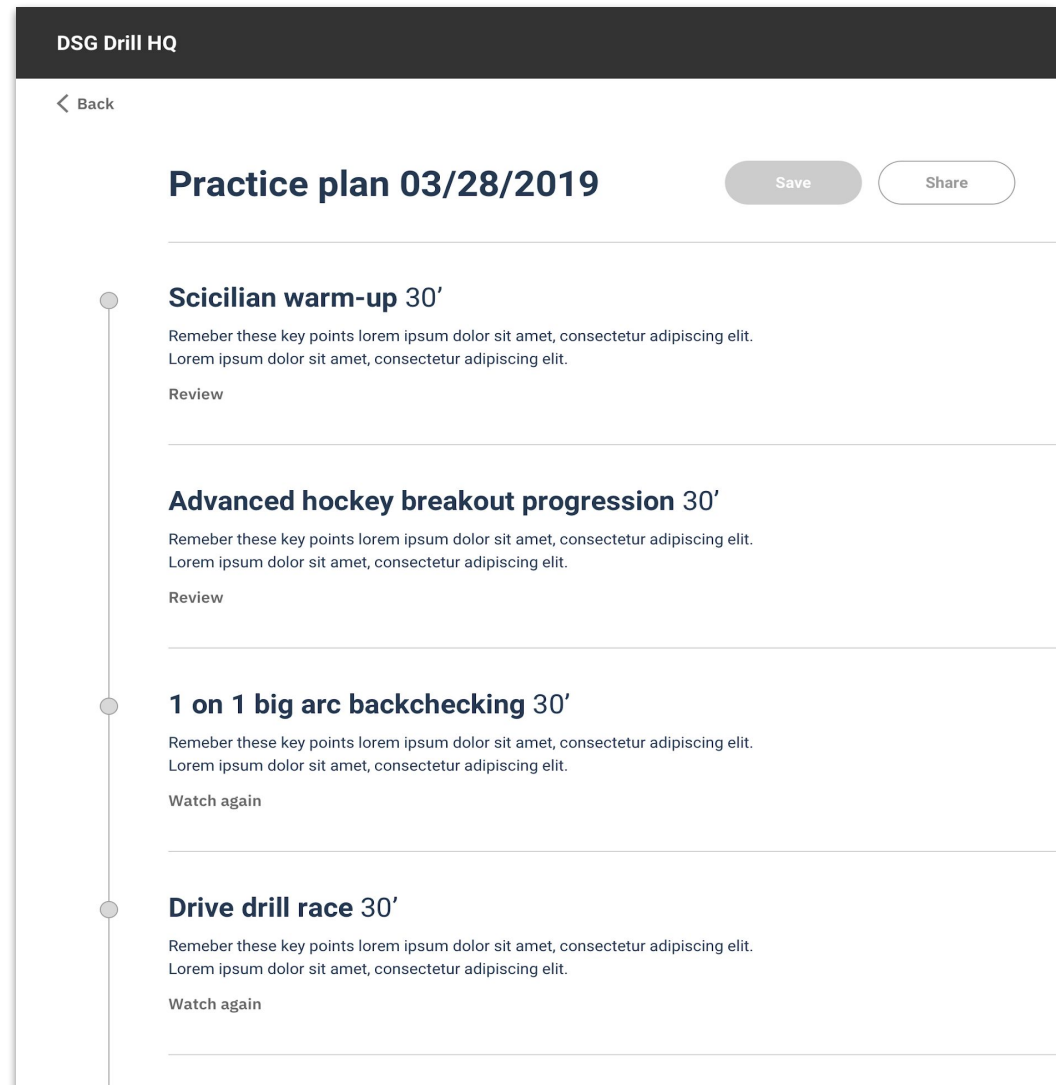
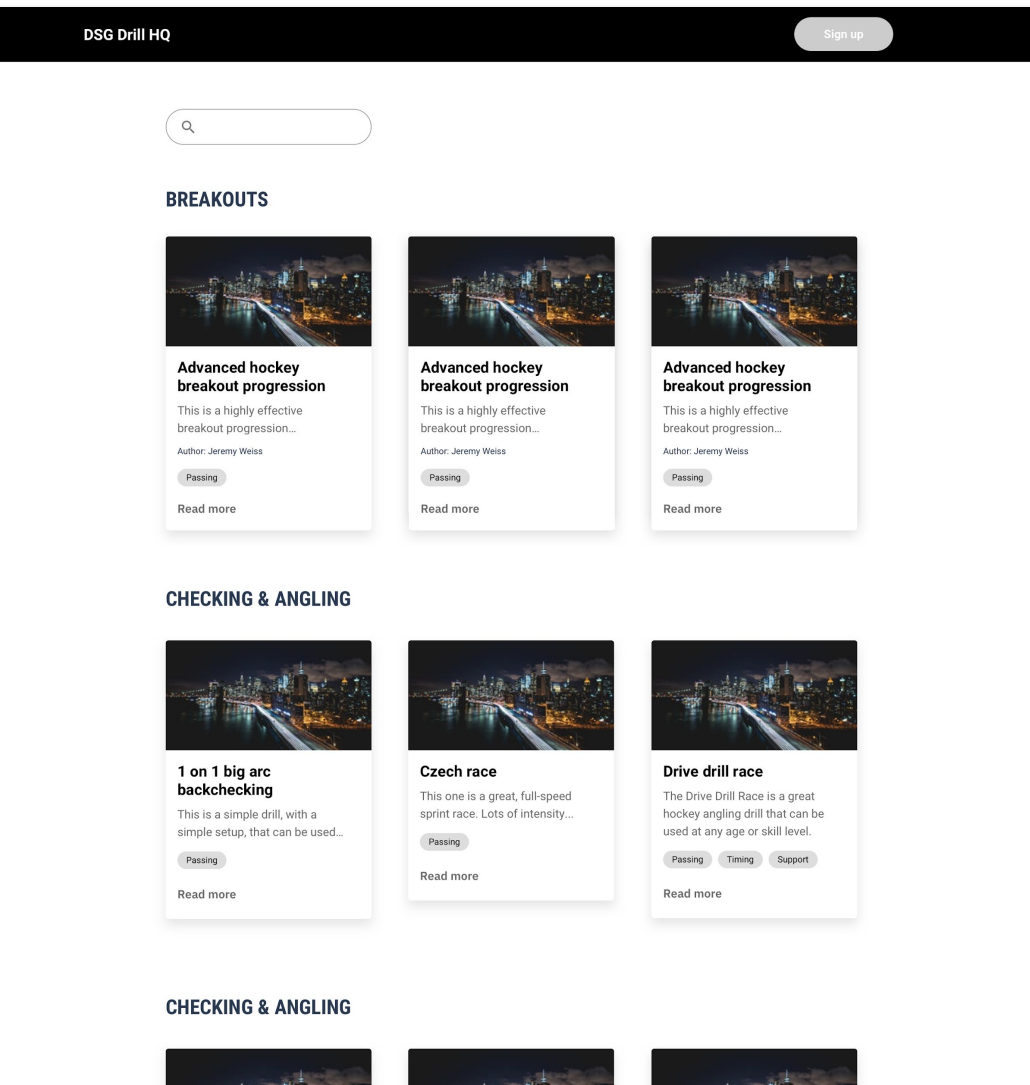
Many new coaches don't know where they can find practice resources authored by reputable coaches and they find it hard to discover drills that are most appropriate for their youth sport teams.

### **The Solution**

DICK's Drill HQ is a library of drills created by the top youth sport coaches for new youth sport coaches.

Figure  
Search and browse  
for drills

Figure  
Practice plan  
building page



# Idea 3: DICK's Mentorship Program

## The Problem

Breakdowns in the mastery cycle occur when there isn't someone to sweep in immediately when athlete needs help, confidence, and excitement. However, coaches don't have enough time to give their undivided attention to all of their athletes.

Additionally, the best coaches who have the biggest impact on their athletes create a relationship more than just the sport itself. The best coaches really care and are invested in seeing a child grow. However, again, coaches don't have enough time.

## The Solution

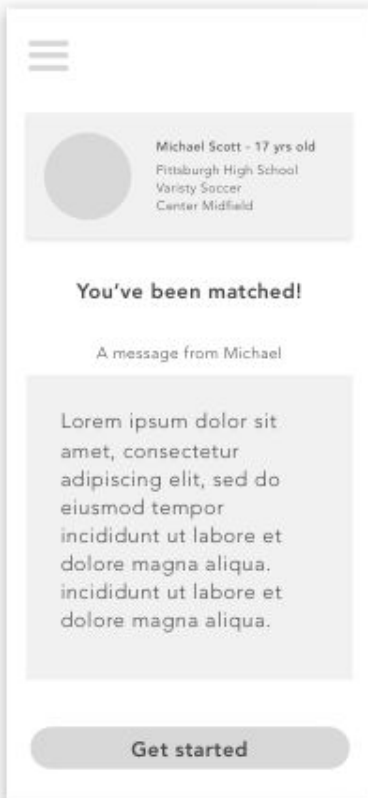
This mentorship program connects local more skilled athletes to beginner youth athletes. The mentor is responsible for training the mentee in the fundamental skills of the sport. But, more importantly, the mentor serves as an additional role model in and out of the sport.

The mentorship program will also be an expansion of DICK's Sports Matter campaign, one that is not the most sustainable for sports teams.

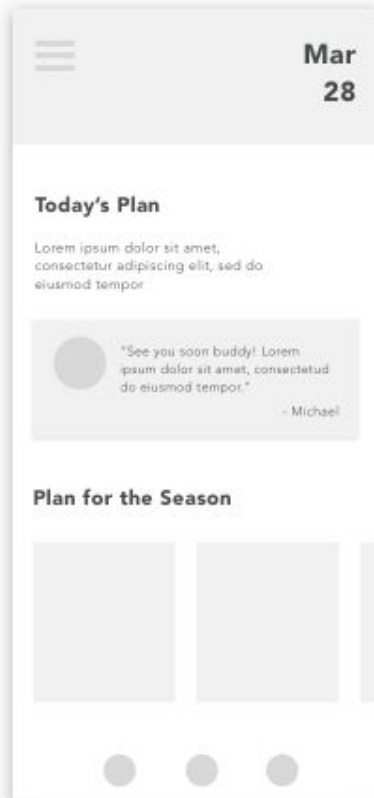


**Figure**  
Mobile screens  
showing mentor  
communities and  
calendars.

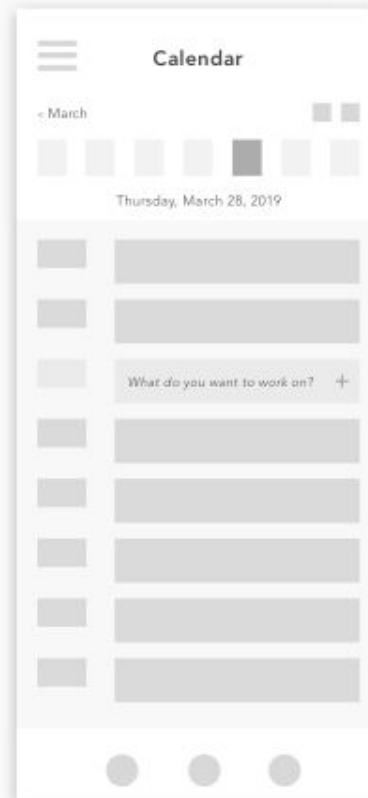
## Matched



## Home



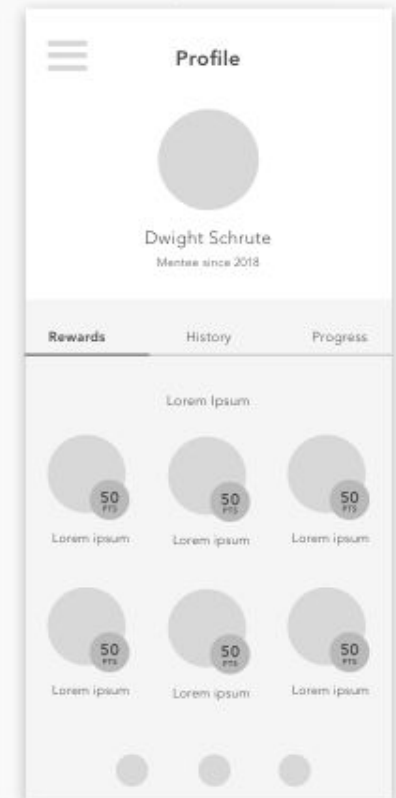
## Calendar



## Reinforcement



## Profile / Rewards



## Idea 4: DICK's ExpShare

### **The Problem**

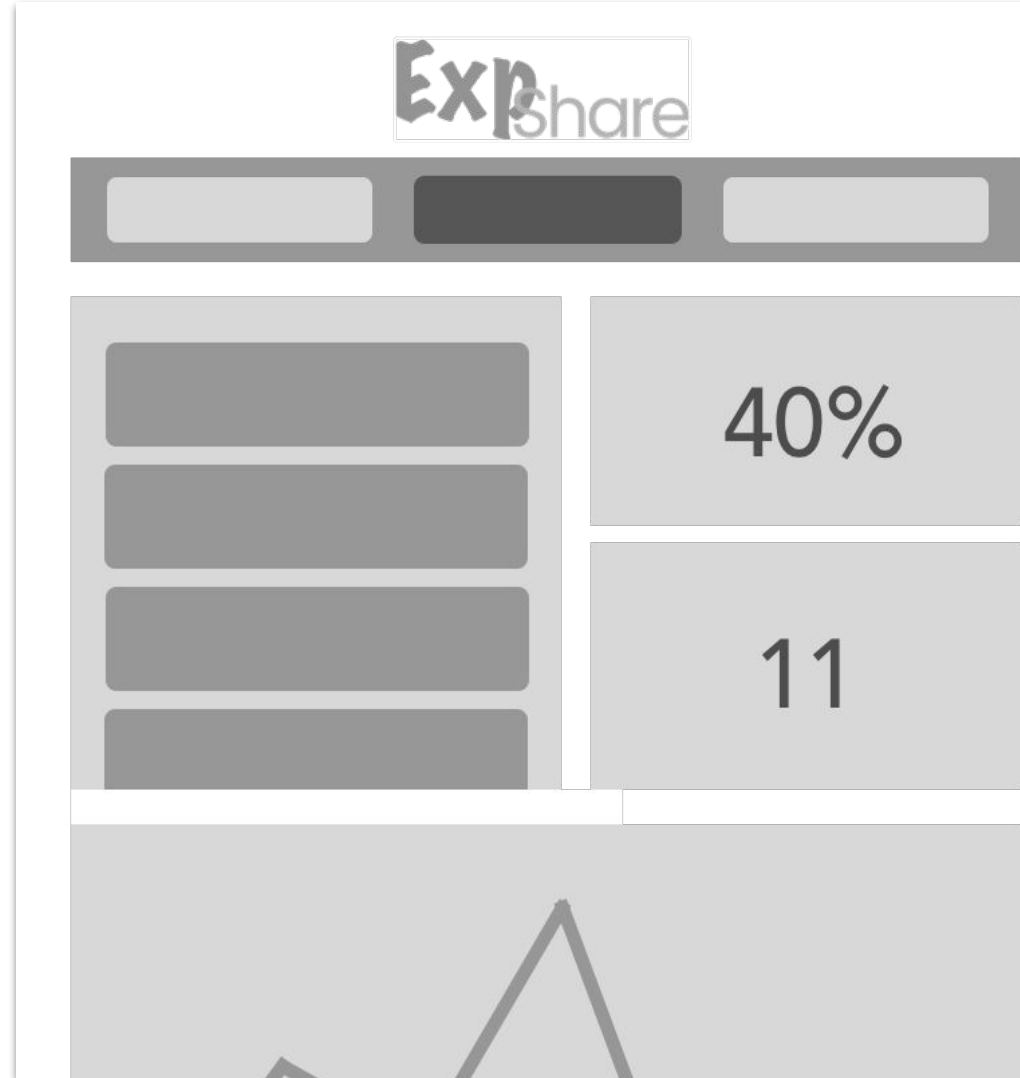
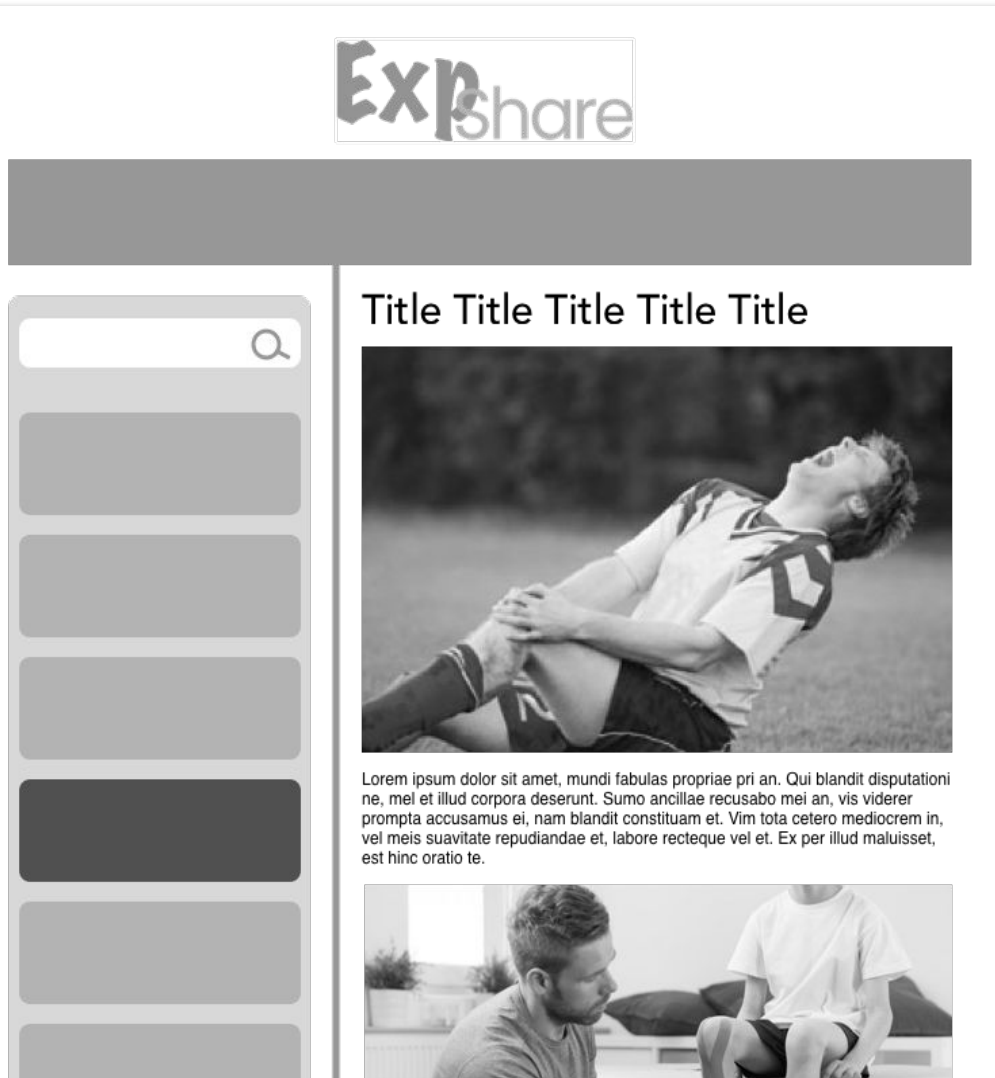
Youth athletes tend to have many bullying issues and small antagonistic cliques. As a result, coaches have a hard time to engage all young athletes with their undivided attention, and many times athletes quit because of this one reason.

### **The Solution**

ExpShare is an online platform that supports intra-team peer-to-peer communications with anonymity. Coach plays the facilitator role.

**Figure**  
*Athlete view. Youth athletes can post their experience anonymously online.*

**Figure**  
*Coach view. Coaches dashboard let coaches get to know what is happening within the team.*



# Idea 5: Drill Share

## The Problem

Coaches have their drills recommendation coming from many different places, making it hard to find the drill that matches their need or get a generic sense of what other coaches are doing. It is also difficult to explain the drills in great details to athletes and parents.

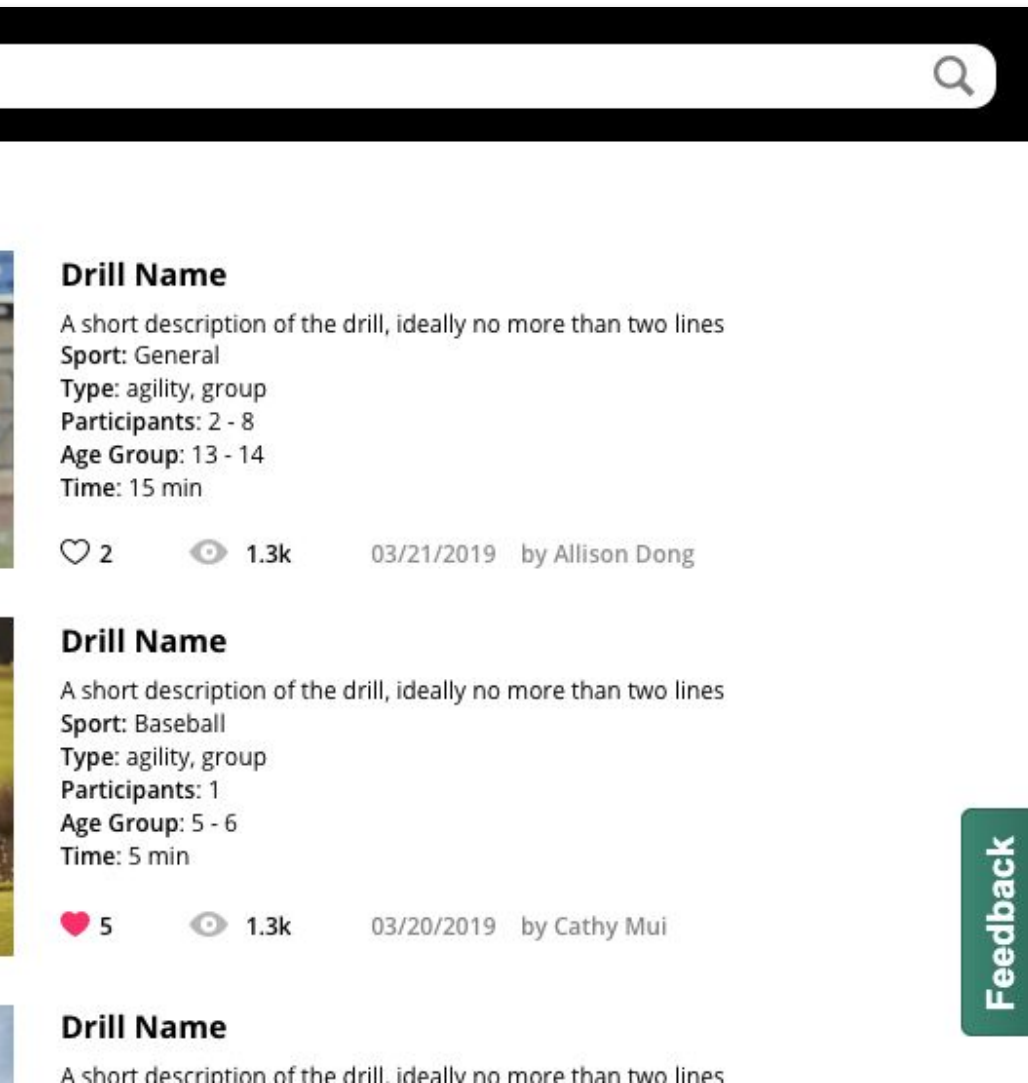
Athletes and Parents, on the other hand, are often times confused over the coaches' plan, such as the purpose of the drill, or how their practices are contributing to their athletic journey.

## The Solution

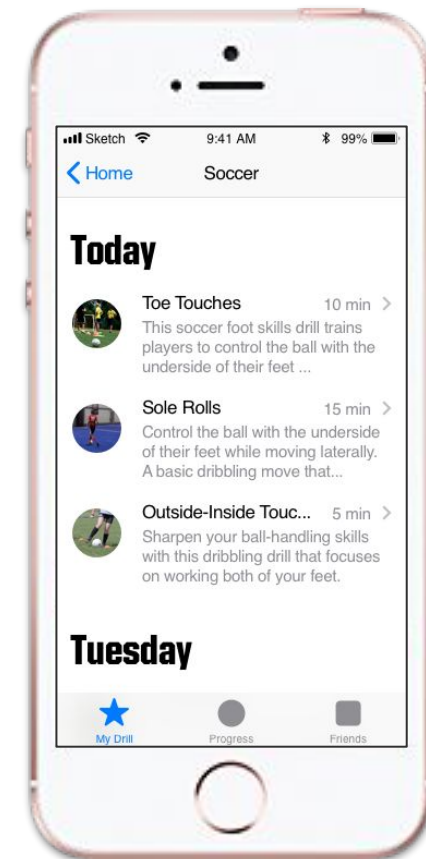
Drill Share aims at designing a framework that:

- Organize the drills
- Share them publicly
- See what other people are doing
- Keep track of the practice history

*Figure the result page when coaches search drills with keywords.*



*Figure Parents and athletes can track and preview their drills via their mobile phone.*



# Evaluation Criteria

With each five ideas, we were tasked to think through each idea with following considerations:

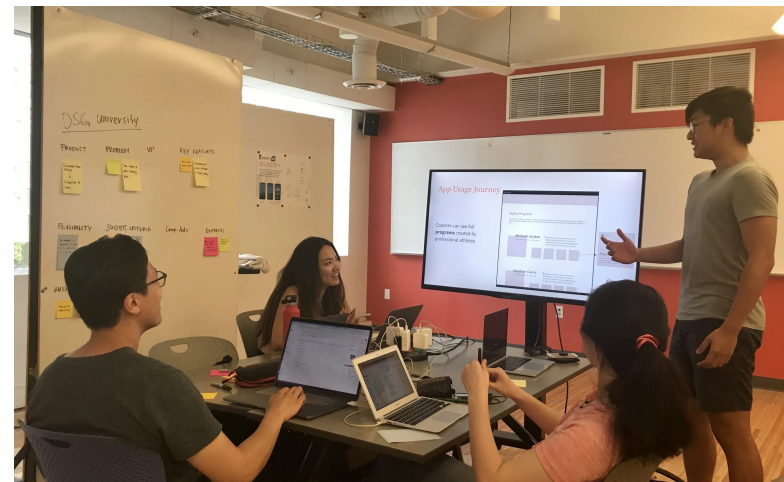
1. Problem/Opportunity
2. Value proposition
3. Value for main stakeholders
4. Key Features
5. Feasibility
6. Success Criteria
7. Timeline
8. Challenges
9. Questions

These 9 considerations served as our evaluation criteria during our pitch battle.

# Product Pitches

At the end of the week, we all came back together and presented our ideas to one another.

Each person presented their ideas and their thoughts to the 9 topics in the evaluation criteria. While a person presented, the rest of the team members were responsible for coming up with questions.



# Why Dick's Sporting Goods University?

We all agreed that Dick's Sporting Goods University (1) fits with our stakeholders' need; (2) adds business value to DICK's; (3) makes use of existing resources.

**Dick's Sporting Goods University fulfills new youth sport coaches' needs.** New youth sport coaches cannot find high quality drills because they don't know where to look for them. Dick's Sporting Goods University is a one-stop platform that provides new youth sport coaches drills and practices created by top youth sport coaches and celebrity athletes.

**Dick's Sporting Goods University adds business value to DICK's.** Dick's Sporting Goods University creates an additional revenue stream for DICK's via the subscription fees that customers pay for.

**Dick's Sporting Goods University leveraged DICK's's existing capabilities and resources.** DICK's is connected to both top youth sport coaches and top celebrity athletes through its existing partnerships. In addition, DICK's has developed content creation and curation capabilities from its experiences running DICK's Protips. These existing DICK's resources and capabilities can ensure Dick's Sporting Goods University's feasibility and growth



# 05 Concept Development

Feature Ideation, Prototyping, Next steps

# Feature ideation

Idea explorations, Co-design session



# Co-design session process

## Background

The co-design session will be used to generate additional features we can incorporate into the chosen idea: DSG University. Currently, the core features for the DSG University involves browsing and searching for different drills, watching the video explanations of the drills, adding drills to the practice plans and sharing the practice plans with children and parents. In addition to building these features, what are some additional features we can incorporate into the idea?

## Goals

1. Generate additional features / similar features thought of from a different perspective for DSG University
2. Receive different perspectives and feedback on our existing ideas
3. Learn from the clients about DSG Protips (potentially)

You can view our co-design planning and drafts in-depth in the appendix section

# Insights and advice

- 1** The entire experience can be divided into 3 phases: before the practice, during the practice, and after the practice.
- 2** It is important to consider the technology accesses and prowess of the coaches
- 3** It is important to differentiate coaches as individual users and as group users. Can a team of coaches collaborate on creating plans?
- 4** Coaches often pivot their practice plan during the coaching session in response to time and athletes' feeling towards drills

# User Journey Mapping

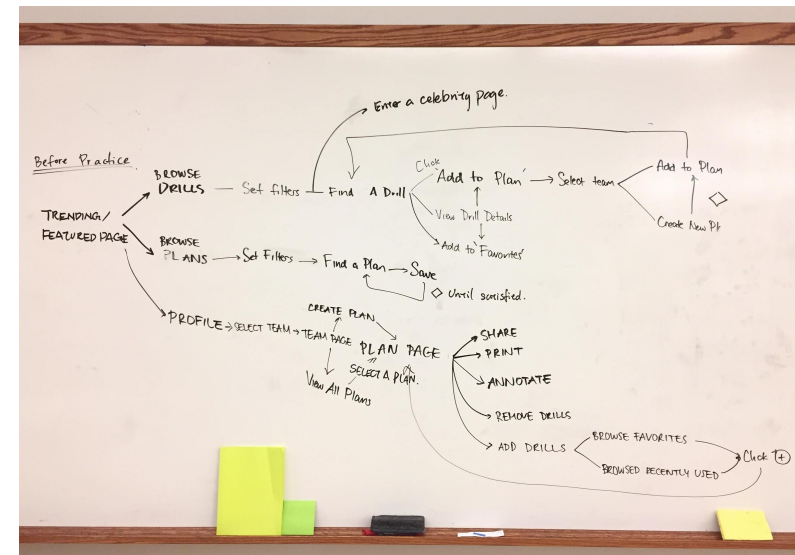
To get organize our idea better and get our team all on the same page, our team mapped out the typical user journey.

Our user journey starts out at the trending/featured page. This page serves to encourage the user to explore all of the content available on the site.

From there, the user can choose to diverge in three different paths: browse drills, browse plans, and coach profile.

In the browse drills and plans pages, the user has the opportunity to find a drill/plan fit for them and is also able to save and share that drill/plan.

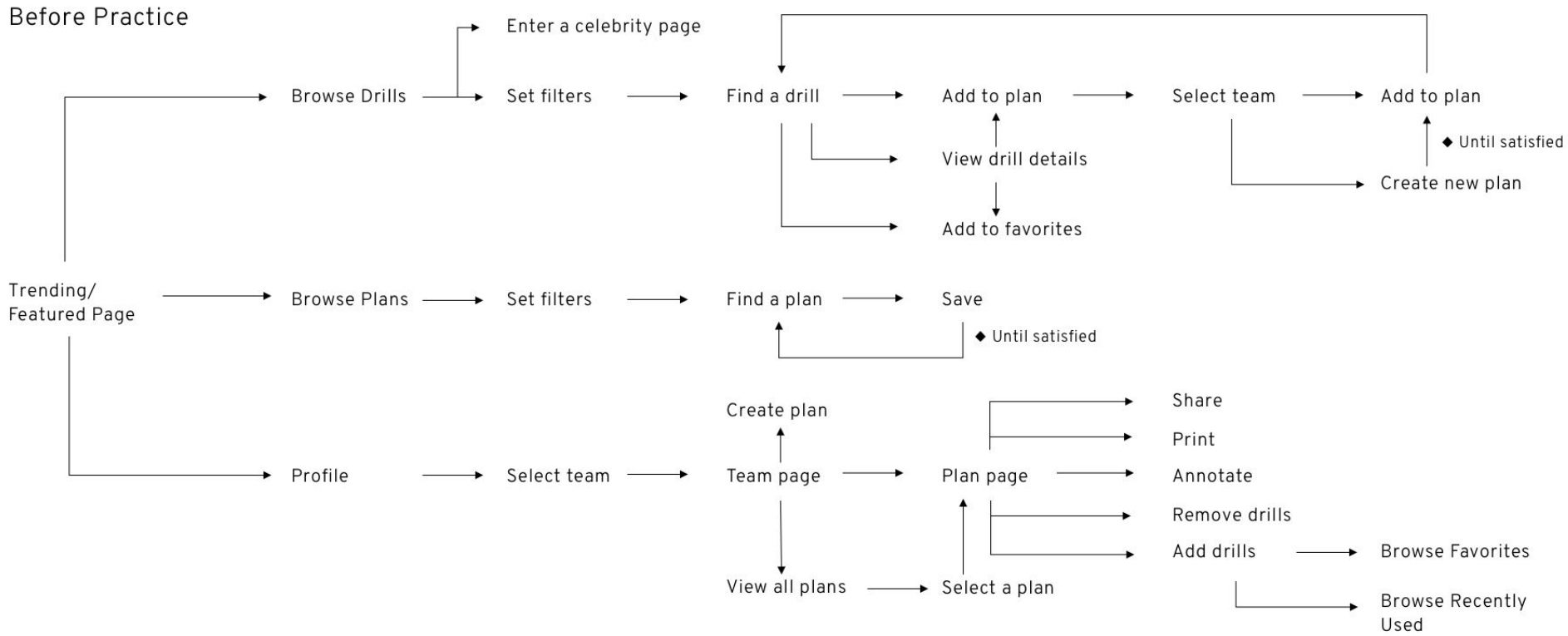
On the coach profile page, the user has the ability to organize and view all of the content he/she has saved.



Sketch of user journey

Digitized User Journey

User Journey



# Use cases & user actions

In order to appropriately scope our project given the time constraint we have and better collaborate on the screen designs, we created 4 use cases and diagrammed corresponding user actions to demonstrate the core capabilities of DICK's university. We leveraged the diagram as a visual roadmap to facilitate us divide the final design tasks among the team members.

The complete user-stories document with user-flows are attached in the appendix.



## Use case persona



**Teresa Woods** is a new **middle school soccer coach** who coaches **under 9-year-old girls soccer**. She has had little experience to coach soccer, so she has always struggled with making her practice engaging and exciting.

# Use case 1: onboarding

When Coach Teresa created an account on Dick's Sporting Goods University, she was asked to enter information about her teams such as the sport it plays, the age group of the youth athletes and the team size.

## **Supporting insights**

Every youth sports team is different from each other, coaching teams of different sports, age groups and sizes require different coaching materials. To surface the most relevant content for coaches, it is critical to collect information about teams during onboarding.

## Use case 2: Create a practice plan

Since Teresa's team lacks training in ball control, she filters ball control drills and plans on DICK's university. After she sets the filter, she selects a plan to use as the base plan and adds a couple of more drills to the plan to customize the plan further.

She then dives into individual drill of the plan to learn more. As she reads about each drill, she annotates each step to add reminders and personal thoughts on how to run the drill most effectively.

### **Supporting insights**

Since Teresa's youth soccer team needs to improve their ball control skill, she searches for ball control drills and plans on DICK's university. She selects a plan designed by Abby Wambach, the top woman soccer player in the U.S, and customizes it by adding a few more drills to it.

After creating her plan, she reads every drill in the plan detailedly to learn more. As she learns each drill, she annotates steps of the drill to remind herself how to run them most effectively.

## Use case 3: During the practice

Right before the practice, coach Teresa Woods reviews her practice plan on her Dick's Sporting Goods University mobile app. Immediately, she spots that the active stretching drill should be run first instead of second. She promptly switched the two drills. After making a couple of more changes, she starts to review the notes she wrote herself on the plan page and drill page.

### **Supporting insights**

During the practice, coaches never follow their plans because there are always last minute changes. In addition, since new youth sport coaches are running many drills for the 1st time, they constantly review their notes to remember how best to run them.

## Use case 4: Search for additional drills

During the practice, coach Teresa searches for an additional drill to practice with the team since she has finished her plan 15 mins ahead of schedule. She opens Dick's Sporting Goods University mobile app and filters drills that only takes “15 mins” and are “fun”. After browsing through the drills, she selects to practice with the team.

### **Supporting insights**

Coaches would like to search for additional drills to practice with their team when their prepared drills don't work well and when they finish their planned drills ahead of time.

## Use case 5: Ask for help

During the practice, coach Teresa is confused about one of the drills, so she posts a comment on the drill's page to ask other coaches across the DICK's Sporting Goods's University for help. After some time, she receives a notification on her phone when other coaches answered her questions. She opens the site on her phone and reads their tips and advice

### **Supporting insights**

New youth sport coaches don't always run their practices successfully the 1st time. Therefore, it is valuable to have more experienced coaches to provide them feedback on how to improve their coaching skills. However, it is also quite challenging for new coaches to find experienced coaches for help.

## Use case 6: Follow top coaches and athletes

After the practice, coach Teresa Woods browses and discovers some top athletes and top youth sport coaches who contribute content on 9-year-old girl soccer. She decides to follow them to receive live updates when they publish their plans, drills and coaching tips to DICK's university.

### **Supporting insights**

New coaches are more than happy to receive advice and help from more experienced coaches and athletes.

# Prototyping

Low-Fidelity Explorations, Medium-Fidelity Explorations, Latest Iteration

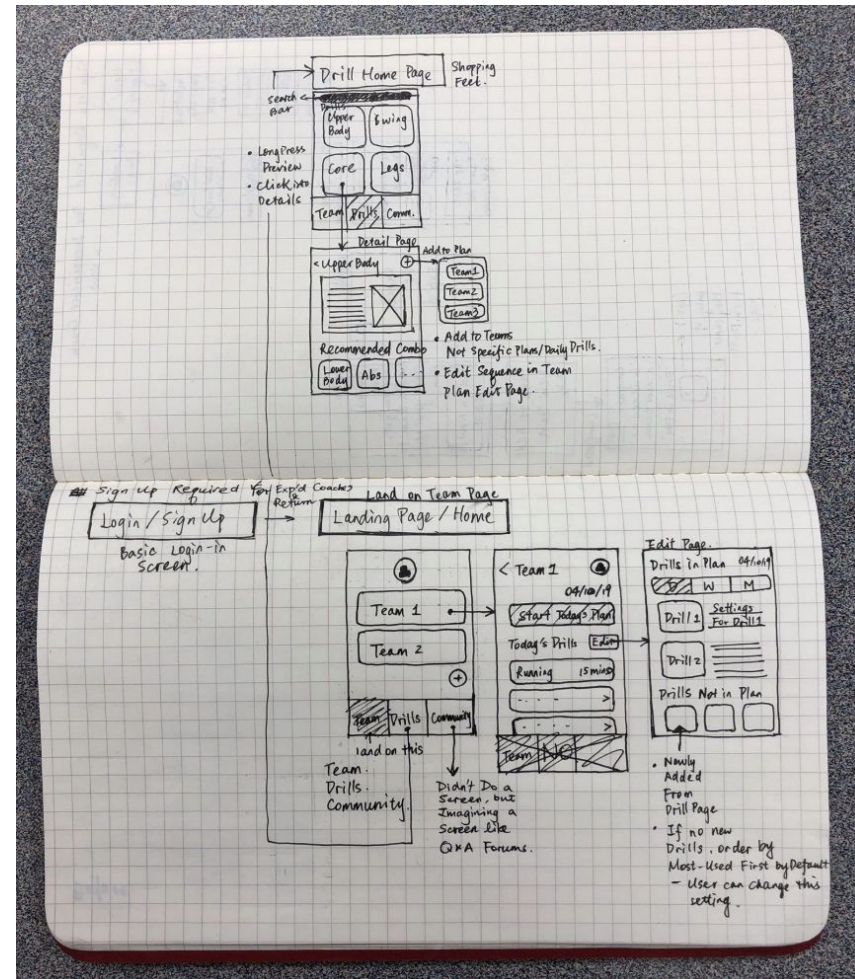


# Low-Fidelity Explorations

## Structure of app

We did low-fidelity explorations of what the structure of the app should look like. Throughout these explorations, we thought through questions such as:

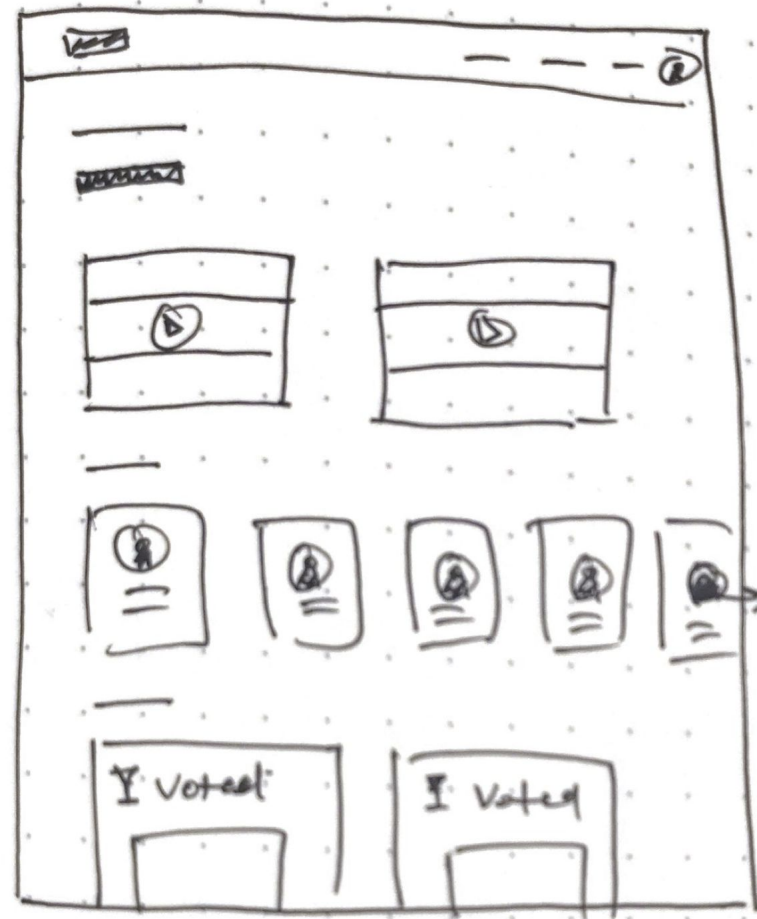
- Should people arrive on the profile page first?
- What's the interaction like for when a user adds drills to the profile?



## Featured Page

We also explored different things we could display on the featured page. For example, during these explorations, we experimented with designing different sections such as:

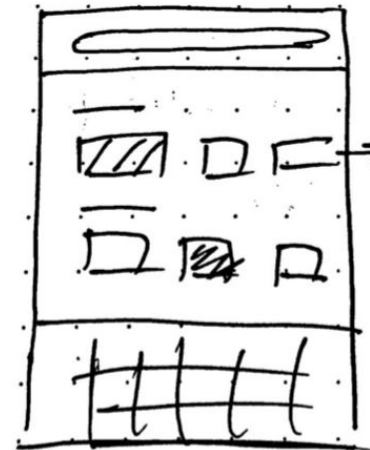
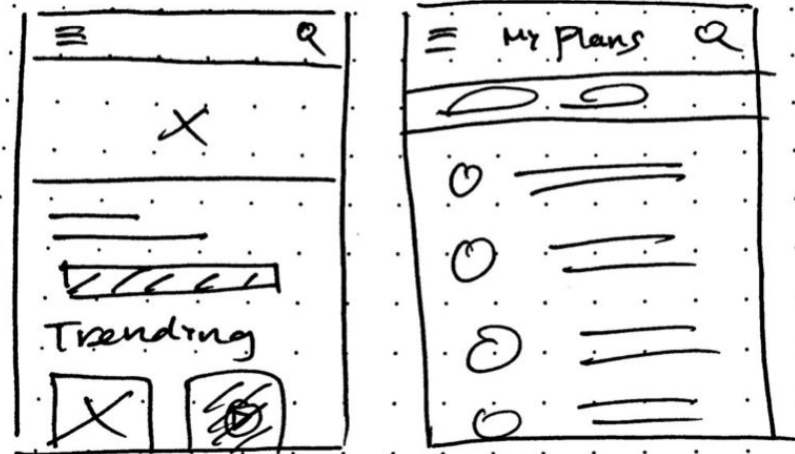
- Featured coaches and sport celebrities
- Voted best for



## Mobile Design

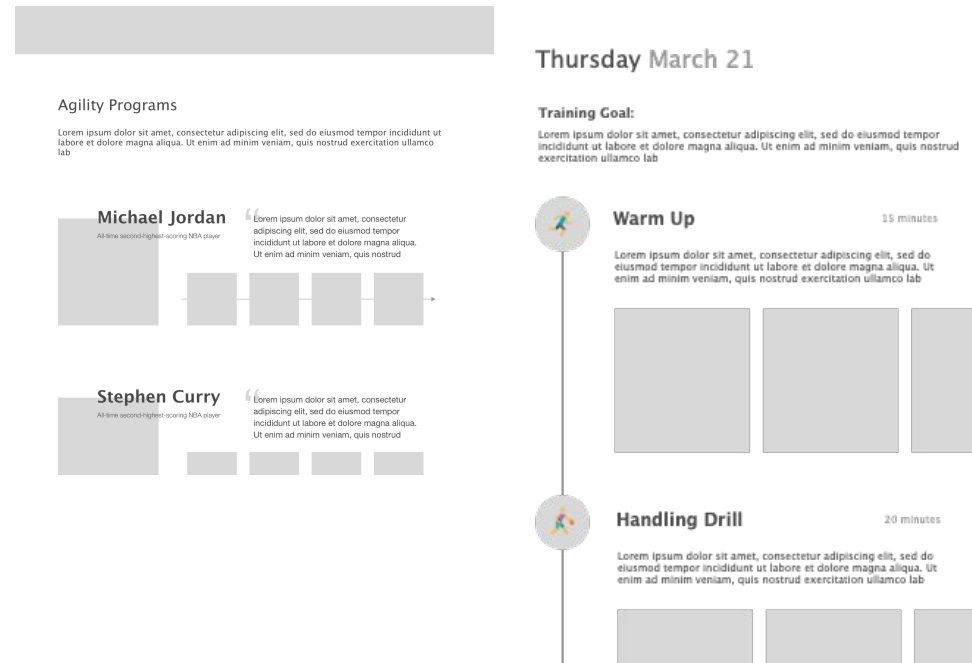
During user testing, we received feedback that there is actually a lot of needs during the practice. However, we only explored use cases before the practice.

We explored how to design for during practice scenarios with mobile design what additional features were needed.



## Browsing

Most importantly, we knew that our design encompassed a large browsing feature. We knew we wanted to encourage the coach to explore the application and browse the content available. This led us to explore how to design for the browsing experience and what that might look like.

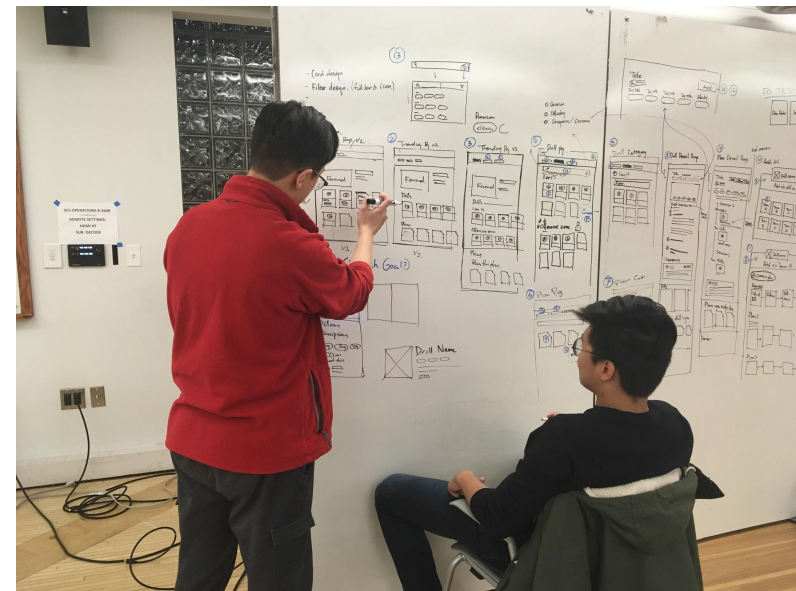


# Design Convergence

After exploring all the different components of Dick's Sporting Goods University, we had many different ideations of layouts and design elements.

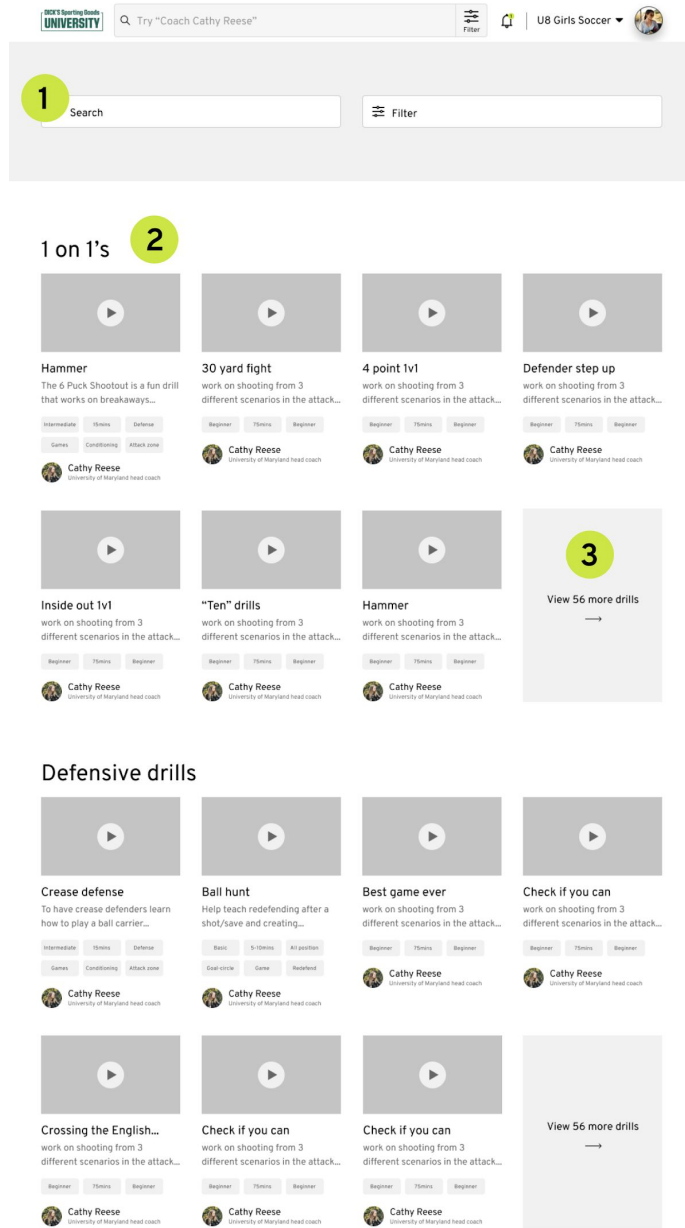
Of course, we needed to settle on one design pattern, one design style, and one overall feel of our solution.

In order to do so, our team grouped and designed the screens together. Taking ideas from all of our team members, this was an essential step that drove the look and feel of our solution to what it is now.



# Medium-Fidelity Iterations

## Trending / Featured Page



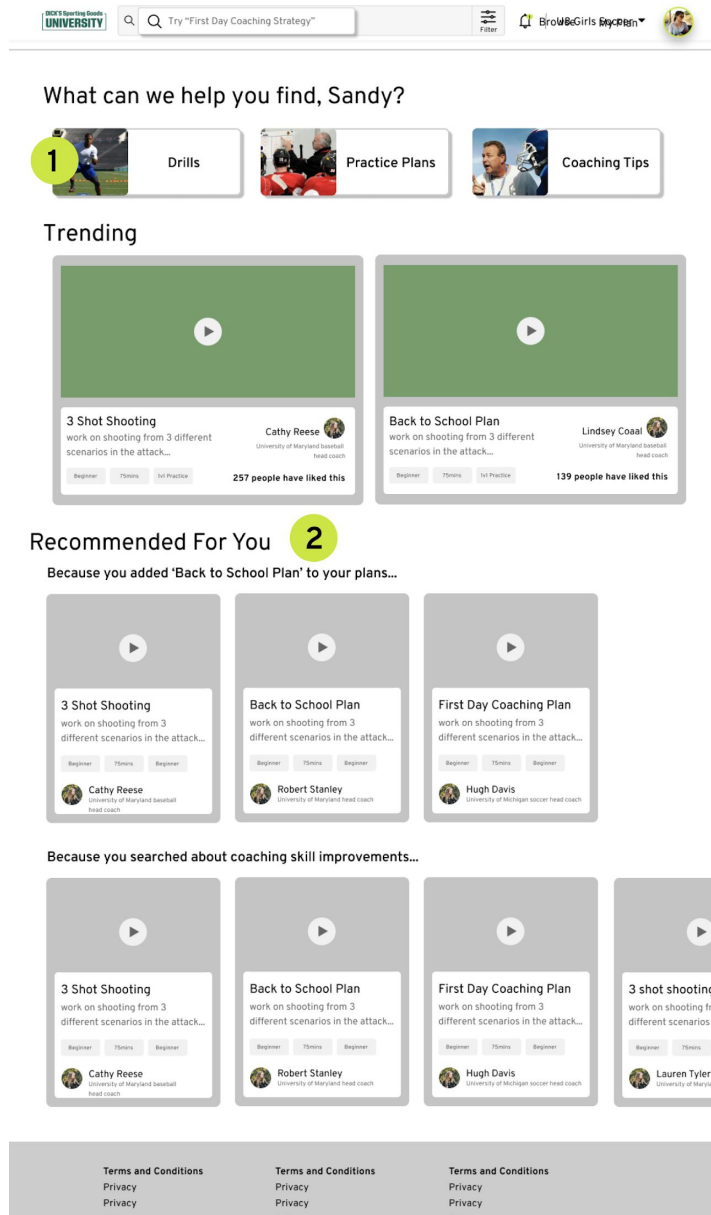
1 Large buttons to encourage searching and filtering for content

2 Separated based on type of drill/plan

3 Showcases most featured content and allows for expansion for rest



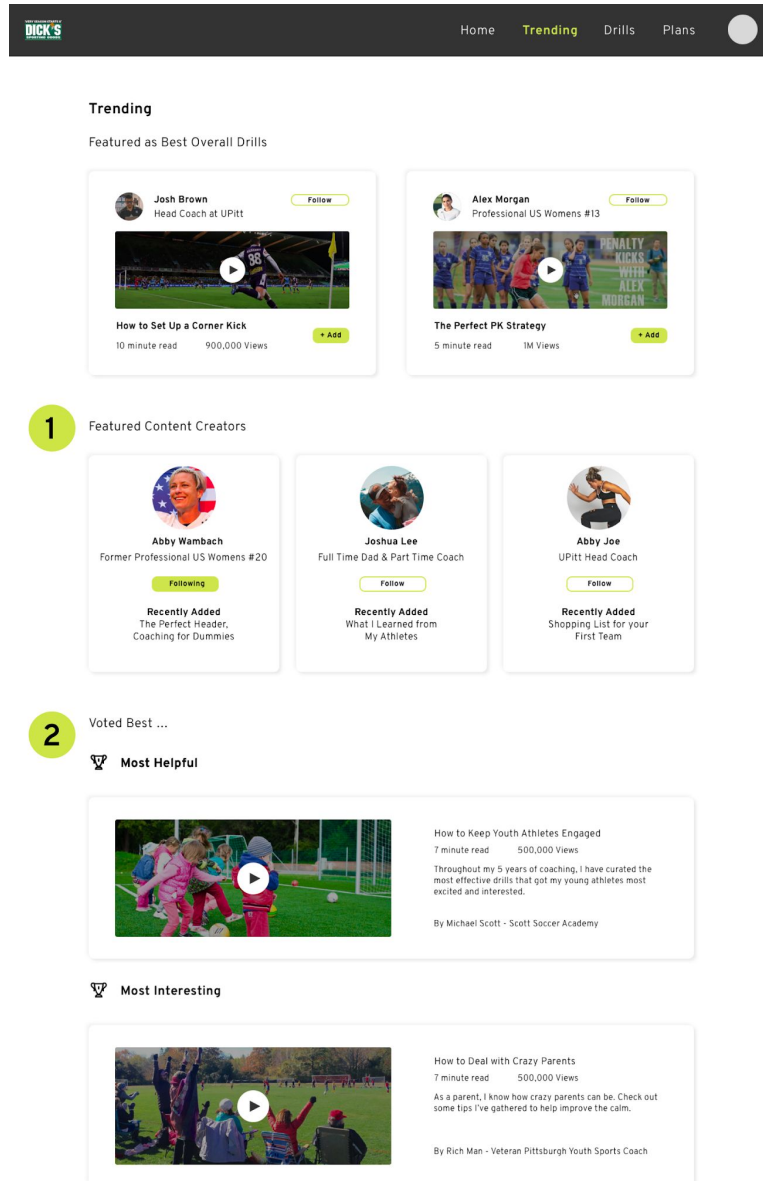
## Trending / Featured Page



1 Fast access to key features

2 Recommended for you allows for personal and customizable content

## Trending / Featured Page



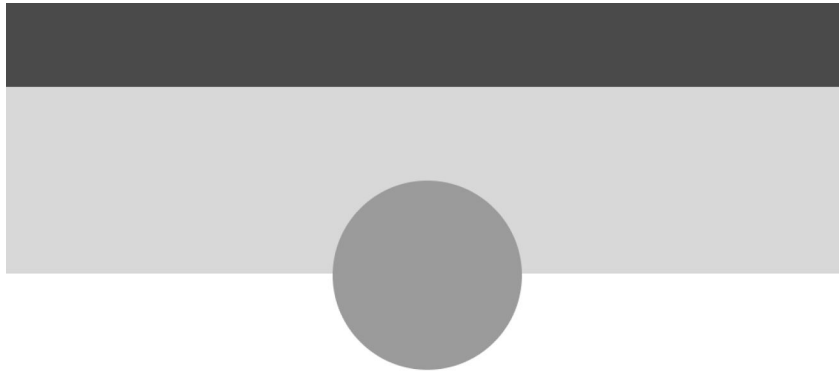
- 1 Encourages users to learn about other content creators and foster a community
- 2 Provides reason as to why content is trending or featured

# Trending/Featured Page Critique

The following are comments and suggestions from the team that helped move our design to the next iteration.

1. Provide a reason why the content on the home page is featured.
2. Is the filter or search button more important? Which one is the preferred or most common action?
3. On the home page, there should be a clear action for the user to take. I.e: search, filter, explore.

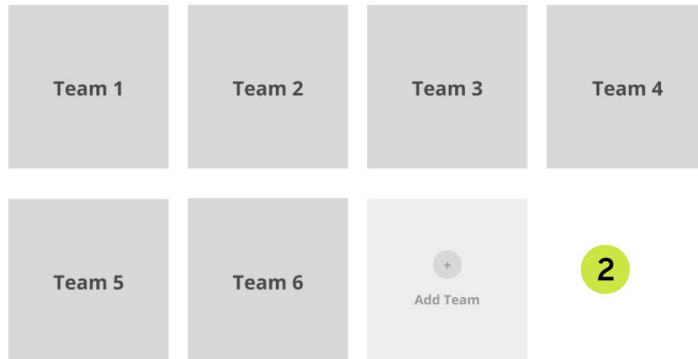
## Coach Profile



1

**Steven Ligma**

Hockey coach at Ligma Middle School



1


Short description of coach

2

Team management / team profiles



## Coach Profile


**1**  **Coach K** [Follow](#)  
Professional Coach for California Panthers with 25+ experience  
100K Followers 30 Following

**2** **Published Drills & Plans** Coaching Blog

**1v1 Attack**  
10 minute read 900,000 Views

**1v1 Defense**  
10 minute read 900,000 Views

**Striker Strategies**  
10 minute read 900,000 Views

**3**  **Coaching for Newbies**  
Season Plan 900,000 Views

**When an athlete is ...**  
10 minute read 900,000 Views

**1** Short bio of coach for experience and credibility

**2** Different tabs for coach's information

- Drills & Plans
- Blog: any coaching tips he/she wants to post

**3** Icon to differentiate plan from drill

# Coach Profile Page Critique

The following are comments and suggestions from the team that helped move our design to the next iteration.

1. This page gives the user a great opportunity to learn more about their coach inspirations or role models. We should provide more than a short bio on this page.
2. How do we make switching from Team 1 to Team 2 seamless?
3. Need a better way to differentiate plan and drill. Is an icon enough? Maybe color? Maybe text?

## Drill/Plan Detail Page

The screenshot shows a web interface for a drill titled "Crease defense". At the top, there is a search bar with the text "Try 'Coach Cathy Reese'", a filter icon, and a notification bell. Below the search bar, the title "Crease defense" is displayed with a green circle containing the number "1" next to it. To the right of the title are three buttons: "SAVE" (highlighted in green), "PRINT", and "SHARE". Below the title, there are several tabs: "SKILL LEVEL" (Intermediate), "TIME NEEDED" (15mins), "FIELD POSITION" (Defense, midfield), "FIELD LOCATION" (Attack zone), "DRILL STYLE" (Games, conditioning), and "DRILL THEME" (Defensive drills), with a green circle containing the number "2" next to the last tab. Below the tabs, the user profile for "Cathy Reese" (University of Maryland head coach) is shown. The main content area features a soccer field diagram with a play diagram. A play button is centered on the field. A green circle with the number "3" is positioned at the bottom left of the field diagram. At the bottom of the field diagram, there is a progress bar with five numbered steps (1-5).

### Objective

To have crease defenders learn how to play a ball carrier challenging behind the goal.

### 4 Description of drill execution

- 1 Start with two lines, one defense and one attack off to the side of the cage. Every player in the attack line will need a ball.
- 2 Have a basic 1v1 drive from an attacker behind the cage with a defender starting on them.
- 3 Once the attacker is able to get a shot off or loses possession of the ball that repetition is over and another attacker starts her drive to goal immediately.
- 4 The defender guarding the first attacker stays to play on the new attacker. The defender will end up staying for three repetitions and then a new defender enters for 3 more reps.
- 5 There will be a new attacker every time. This is a fast paced drill and will tire out your defenders. Make sure to keep the attack line filled so the defenders can have a high number of reps.

### Comment

**Sara Alexander**  
Cranberry middle school Lax coach  
Share your thoughts about this drill with others

**Teresa Woods**  
Club Lax coach  
Good info. thanks for making the video

**Janet Guerrero**  
Club Lax coach  
why are the players calling out "right 3" or "left 3", if in fact they are standing on the opposite side in relation to the ball carrier?

### 5 Similar drills you might be interested in

The screenshot shows four recommended drill cards, each titled "3 shot shooting" and featuring a play button icon. Below each title is a brief description: "work on shooting from 3 different scenarios in the attack...". At the bottom of each card, there are three difficulty level buttons: "Beginner", "75mins", and "Beginner". The user profile for "Cathy Reese" (University of Maryland head coach) is displayed at the bottom of each card.

1 Primary buttons

2 Highlight of key facts of the drill/plan

3 Step by step video that corresponds with text

4 Step by step breakdown

5 Content recommendations based on browsing history

# Drill/Plan Details Page Critique

The following are comments and suggestions from the team that helped move our design to the next iteration.

1. The steps and the video steps could be aligned visually to provide an easier connect from the user's end.
2. How do we distribute the page amongst content in order to provide the most needed information above the fold?



Mobile Styling



**4 corner over the shoulder GB's and passes**

Mark 4 corners with cones and put at least 3 players in each corner. Start with one ball and rotate counterclockwise catching over left shoulder and passing with right hand. Change directions halfway through...

30 min, Game, Midfield, Advanced  
Used in 542 plans by Meggan L. Painter

**Trending**



**4 Point 1v1 Drill**

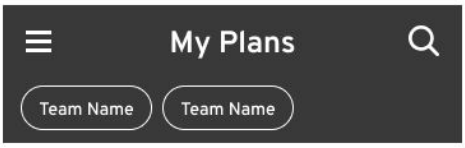
The objective is to either beat your player to the hole for a shot, or to defend in proper form and cause a turnover or a low angle shot.


20 min, Skills, Attach Zone, Basic  
by Meggan L. Painter


**4 Point 1v1 Drill**


The objective is to either beat your player to the hole for a shot.


20 min, Skills, Attach Zone, Basic  
by Meggan L. Painter



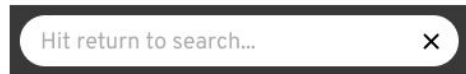
- 

**0420 Plan Agility Long Name whatever** (3 Drills)  
80 min, Mid Field, Games, Skills
- 

**0420 Plan Agility Long Name whatever** (3 Drills)  
80 min, Mid Field, Games, Skills
- 

**0420 Plan Agility Long Name whatever** (3 Drills)  
80 min, Mid Field, Games, Skills
- 

**0420 Plan Agility Long Name whatever** (3 Drills)  
80 min, Mid Field, Games, Skills



**Duration**

- < 10 min
- 10 - 30 min
- > 30 min

**Drill Style**

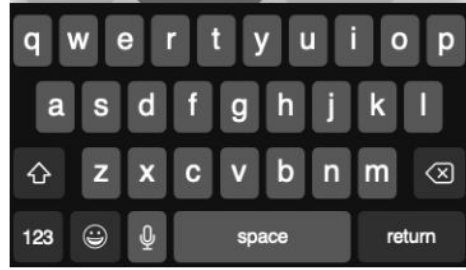
- Warm Up
- Game
- Skills

**Field Location**

- Attack Zone
- Mid Field
- Full Field

**Skill Level**

- Basic
- Intermediate
- Advanced



# Mobile Styling Critique

The following are comments and suggestions from the team that helped move our design to the next iteration.

1. Is this the best allocation of space?
2. Should we design a native mobile app or a mobile version of the website?
3. How much information should we display on the mobile app about the content of the drill/plan? Should this serve as a preview?

# User testing

At the end of the mid-fi phase, we user-tested with 2 coaches to validate some of our assumptions and gather their feedback.

We asked the users to first explore the Invision prototypes and then think aloud while completing the task we assign them: create a practice plan for their next practice.

For each coach, we re-populate the content with the drills and plans info from their respective sports.

The complete user-testing script is attached in the appendix.

## **2** **Coaches** **user-tested**

https://docs.google.com/call/aJnVJsgP45v3mb17Zak9AEEE

User Testing Script

File Edit View Insert Format Tools

100% Normal text Source San...

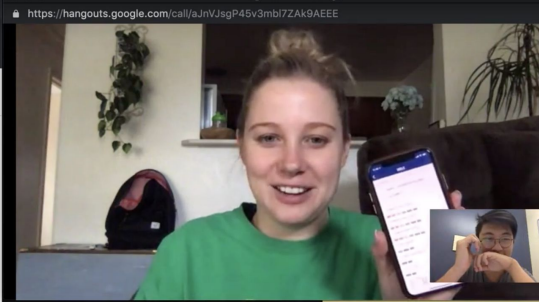
What resources do you currently use to plan your trainings?

- Why do you like these resources?
- How did you find them?

For each resource:

- Background
  - Could you briefly describe how you use the resource, and walk us through the process? It would be helpful for us if you could think out loud as you navigate the process, so we can learn more about what you're thinking about at each step.
- What are your favorite things about this resource?

- Task
  - Could you pick a drill you're not familiar with, and walk us through how you learn how to run this drill?
  - If you like this drill and would like to use this drill in your next training, what would your next steps be?



mostly youtube and u... 19 April 2019 at 11:46 AM

mostly youtube and us lacrosse

- google and youtube search for: "good drills for lacrosse girls 10 and under"
- us lacrosse app
  - click into age group
  - was just told that this is a good source
  - journey:
    - tap 'coaches' at bottom

Things to edit on the c... 2:54 AM Add recommen...

5 year plan? 3 year pl... Yesterday recruitment cri...

PHASE 1 10/03/2019 Personal web...

who are your major pa...

https://docs.google.com/call/aJnVJsgP45v3mb17Zak9AEEE

User Testing Script

File Edit View Insert Format Tools

100% Normal text Source San...

Now, we'll share our prototype link with you, and we will present you with a series of tasks. This is just a clickable prototype, so while it looks / feels like a real website, many of the features are not fully implemented. Please remember to think out loud as you're working through the tasks.

You're using the system as Sara Alexander, a lacrosse coach at Cranberry Middle School.

Task 0: Initial Exploration

First, could you just tell us what you're seeing as you do a quick exploration of the system?

Task 1: Planning a training

Now, we'd like to ask you to plan a training for Team 1 using this tool. We've created a training plan for you called 'Next Practice' for Team 1. Could you add a defense drill to the 'Next Practice' plan?

Hints (share as appropriate):

- If the interviewee looks for a plan to add to: Start by finding drills that you'd like to add to your plan.
- If the interviewee is confused by the team modal: Each team has many plans.

- As you're looking at the drill page, could you describe what elements / features you see?
- What do you think the timeline on the video shows?

https://docs.google.com/call/aJnVJsgP45v3mb17Zak9AEEE

1 on 1's

Send a message to everyone in the call

mostly youtube and u... 12:12 PM google and you...

TODD LIST 3:41 AM 1127A

Things to edit on the c... 2:54 AM Add recommen...

5 year plan? 3 year pl... Yesterday recruitment cri...

PHASE 1 10/03/2019 Personal web...

who are your major pa...

- would be nice to filter by time
- clicking into drill gives you pdf
- a little confusing
- might need a little QUICK overview for when you're making quick decisions
- prefer 'drills' over 'practice plans' because she prefers to choose
- might even make up drills on the spot
- used app a lot on the field
- already using it as a stopwatch
- getting quick overviews
- featured / new drill on home page
- like seeing the source of the drills
- triangle locks clickable
- no back / close button on filters windows

https://hangouts.google.com/call/aJnVJsgP45v3mb17Zak9AEEE

User Testing Script

File Edit View Insert Format Tools

100% Normal text Source San...

What resources do you currently use to plan your trainings?

What are you're looking at?

During the training?

https://hangouts.google.com/call/aJnVJsgP45v3mb17Zak9AEEE

Objective



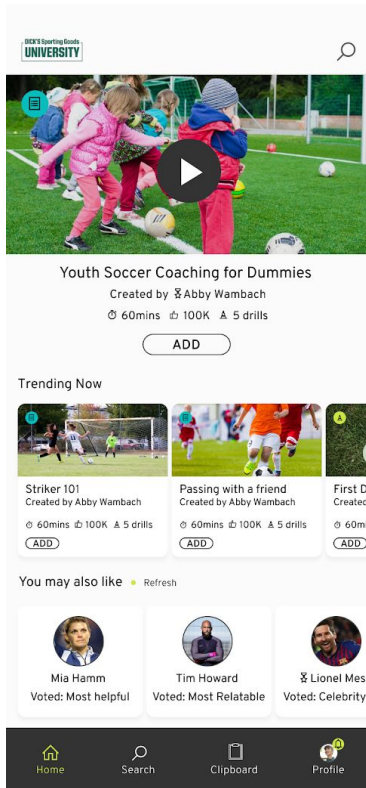
User-testing session with Lauren, a middle school Lacrosse coach. The bottom screen showcases the top-down diagrammatic style video

# User testing insights

- 1** **New youth coaches choose to use filter more than search.** Filter surfaces the content they need more quickly, and filter options give them ideas on what type of content they should search for.
- 2** **Different types of drills are best explained through different video styles.** A top-down diagrammatic videos are best for explaining drills on team formations and real-life videos are best at explaining drills that improve athletes' physical movements.
- 3** **DICK's Sporting Goods' University should reflect DICK's Sporting Goods' brand elements**
- 4** **Prioritize information most important to new youth coaches on the drill detail page.**  
**The current designs can be improved by following existing interaction patterns.** Interactions such as filter and adding plans to the profile page currently deviate from existing interaction schemas.
- 5**

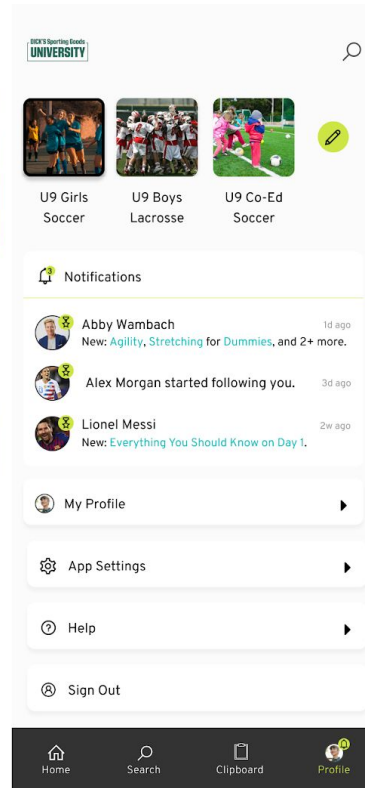
# Latest Iteration

## Mobile Styling



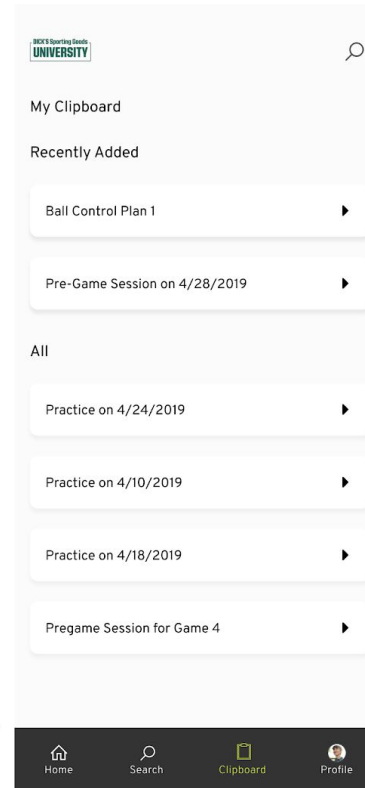
### Featured Page

- Follows same card style
- Features one main drill/plan



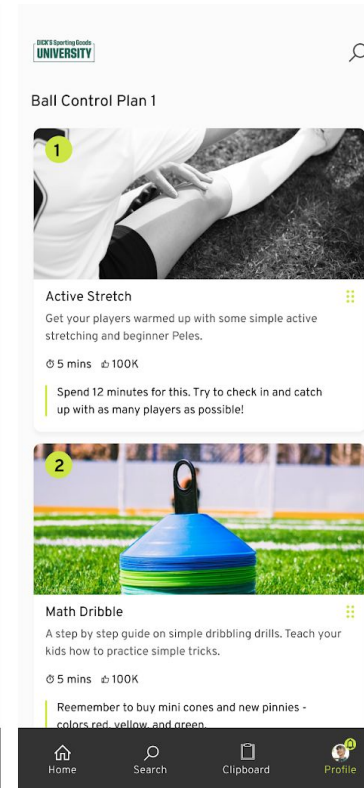
### Profile

- Ability to switch into another team profile
- Notifications of content creators user follows



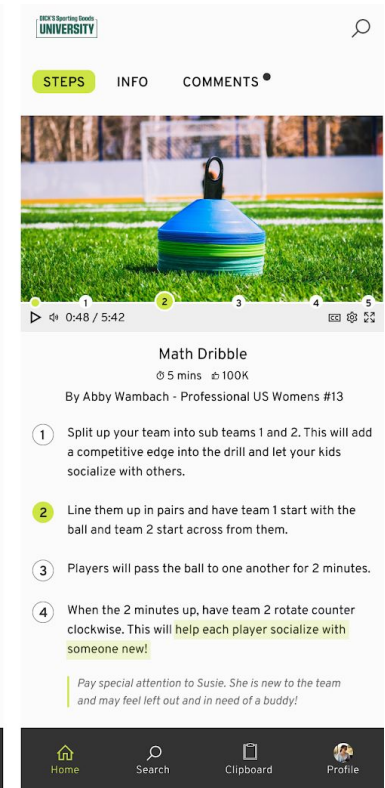
### Clipboard

- Displays drills/plans user created or saved



### Plan Detail

- Draggable action
- Annotates from web version drag over to mobile

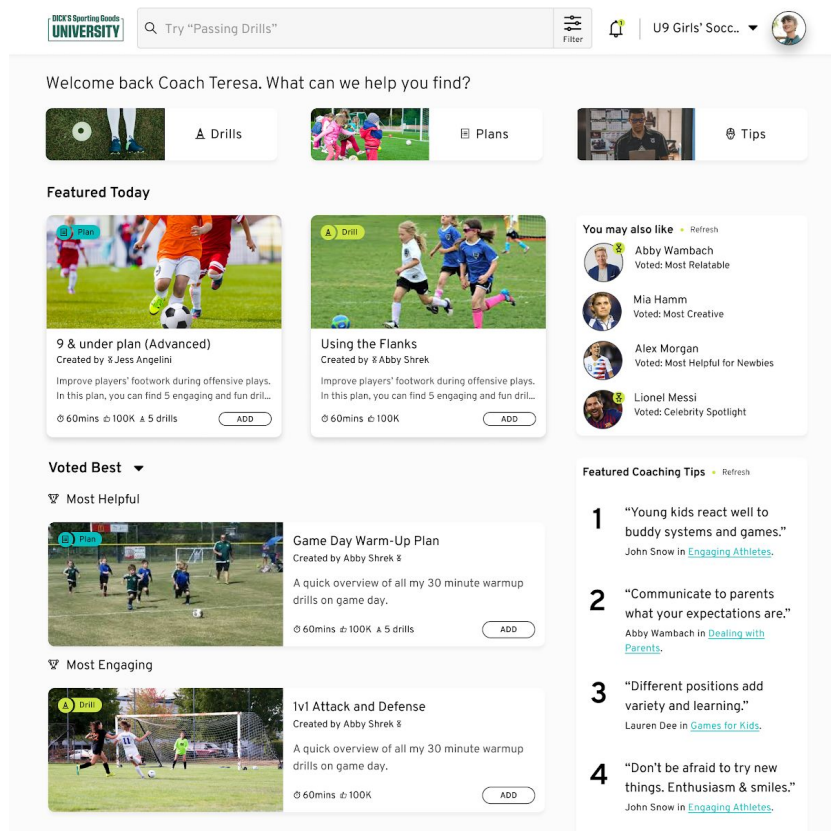


### Drill Detail

- Step by step video and instruction
- Annotating feature from web also consistent for mobile

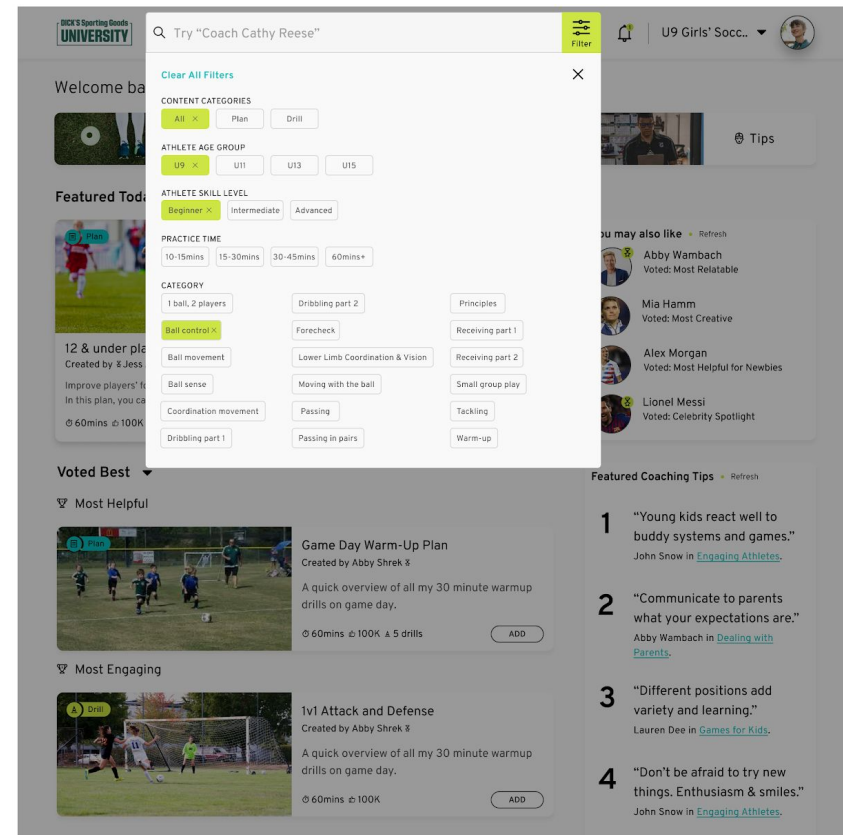


## Trending/Featured Page



### Trending/Featured

- Adjusted layout of content in order to show user more information above the fold
- Experimenting with color scheme and content differentiation



### Search Function

- Search prioritized instead of filter



## Drill Detail Page

U9 Girls' Socc..

### Math dribble SAVE PRINT SHARE

**Abby Wambach** Follow

USA Women's Soccer Player #20

---

SKILL LEVEL	TIME NEEDED	FIELD POSITION	FIELD LOCATION	DRILL STYLE	DRILL THEME
Beginner	15mins	Defense, midfield	Attack zone	Games, conditioning	Ball control

**2 Step 2**

Players must keep the ball close to them by using the inside, outside and soles of their feet.

Type your annotation...

Done

#### Preparation

In a 15 yard x 20 yard grid marked out with four cones, each player has a ball. Play for 5-10 minutes

#### Tips from the Source

- 1 This one is all on you, Coach. It's your job to bring life and energy to practice. If you bring a bad attitude or negative energy to the field, the kids will notice, and it will affect the enjoyment they get out of practice. When the kids aren't having fun, they won't give full effort. This is the recipe for bad, unproductive practices.

#### Drill Walkthrough

- 1 When the coach says a number or yells out a simple math addition problem (like 1+1), the players must quickly form groups of 2. If the coach yells out "3", the players form a group of 3, etc. ✎
- 2 Players must keep the ball close to them by using the inside, outside and soles of their feet.
- 3 After they stop the ball and/or change direction, they must explode into space keeping the ball within playing distance (1-3 steps) so they can dribble it again.

#### Annotate

Players must keep the ball close to them by using the inside, outside and soles of their feet.

THIS IS A PRIVATE NOTE

### Drill Detail Page


- Preview of steps integrated as tooltip for each video step
- Overview of key facts of drill (objective and skills practiced)
- Annotating feature
- Opportunity to see other coach's comments
- Personal recommendations


109


## Drill Detail Page


Plan U11 Beginner 30-45mins Ball control


Like Save Print Share

 Leave a comment...



 **Angela Marcus**  
Peewee Coach for 5 years  
Good info. thanks for making the video. I really like the fact that Lane Control, Body Positioning, and One Timer Shots on both Proper and Off Wings are all included in one drill and I can train my players without going back and forth on my clipboard.



 **Rebecca Hughes**  
Pine Richland Middle School Coach  
Great point. That was confusing for me too. Start with a defender on the ball behind the cage. This will allow for 1v1 practice!



 **Sara Alexander**  
Pittsburgh Club Soccer Coach U13  
Good information! Thanks for making this video!

 **Joe Schmuck**  
Full Time Father & Aspiring Coach  
*Players must keep the ball close to them by using the inside, outside and soles of their feet.*  
My kids absolutely loved this!!!! I love following you. Thanks much for always putting out great content!

Similar plans you might be interested in

  
**Team Full Field Strategy**  
Created by  Anthony Coliano  
This very match-relevant training session will help your players score more by teaching them...  
⌚ 60mins ⚡ 100K 📄 5 drills [ADD](#)

  
**Taking on the Player**  
Created by  Mia Hamm  
This very match-relevant training session will help your players score more by teaching them...  
⌚ 60mins ⚡ 100K [ADD](#)

  
**Train like Alex Morgan: Day 1**  
Created by  Alex Morgan  
This very match-relevant training session will help your players score more by teaching them...  
⌚ 60mins ⚡ 100K 📄 5 drills [ADD](#)

@2019 Dick's Sporting Goods' University [About us](#)

### Drill Detail Page

- Preview of steps integrated as tooltip for each video step
- Overview of key facts of drill (objective and skills practiced)
- Annotating feature
- Opportunity to see other coach's comments
- Personal recommendations

## Plan Detail Page

**DICK'S Sporting Goods UNIVERSITY**  Filter U9 Girls' Socc...

### Ball control plan 1

[SAVE](#) [PRINT](#) [SHARE](#)

**Abby Wambach** [Follow](#)  
USA Women's Soccer Player #20

SKILL LEVEL	RECOMMENDED TIME	NUMBER OF DRILLS
Beginner	30-45mins	4

#### Objective

A fun and engaging series of drills improve players' ball control skills

**1** **Math dribble** by [Abby Wambach](#)

In a 15yd x 20 yd grid marked out with 4 cones, each player has a ball. 5-10 mins

- When the coach says a number or yells out a simple math addition problem (like 1+1), the players must quickly form groups of 2. If the coach yells out "3", the players form a group of 3, etc.
- Players must keep the ball close to them by using the inside, outside and soles of their feet.
- After they stop the ball and/or change direction, they must explode into space keeping the ball within playing distance (1-3 steps) so they can dribble it again.

[SHOW MORE](#)

TIPS FROM THE SOURCE  
This type of dynamic activity forces the players to keep their heads up.

MY NOTES

**2** **Multi-gate dribbling** by [Abby Wambach](#)

In an area approximately 25 yards x 30 yards marked with corner flags, set up small goals (gates) using cones (1-2 steps wide) all around the area at different angles. Each player has a ball. Play for 10 minutes.

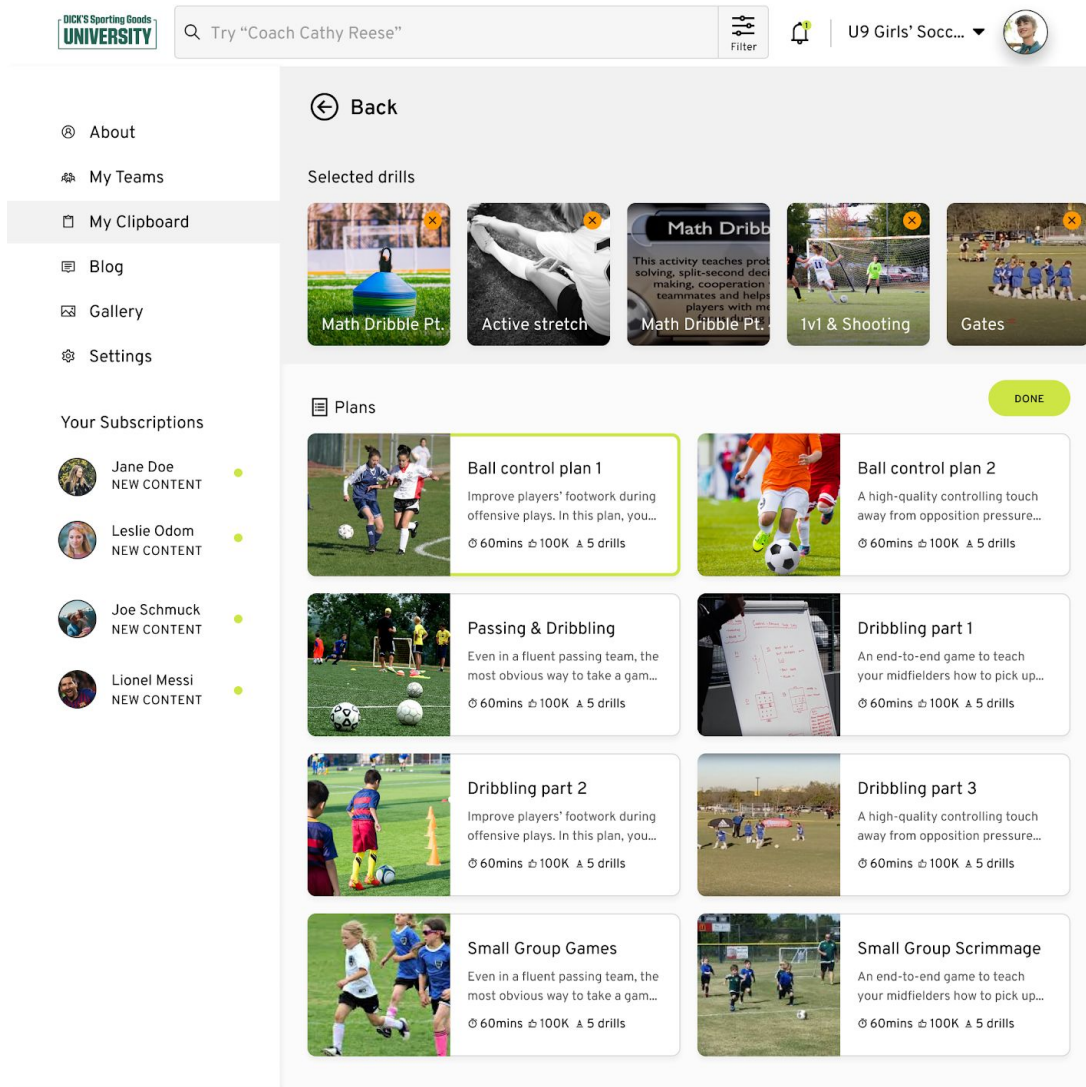
- players must count the number of gates that they dribble through in 30 seconds.
- Players attempt to increase that number on future attempts.

[SHOW MORE](#)

### Plan Detail Page

- Preview cards of each drill
- Annotating tool
- Provides tip from source

## Clipboard Page



## Profile Page

The screenshot shows a user profile page for Teresa Woods. At the top, there is a navigation bar with the Dick's Sporting Goods University logo, a search bar containing "Try 'Coach Cathy Reese'", a filter icon, a notification bell, and a dropdown menu for "U9 Girls' Socc...". Below the navigation bar is a sidebar with menu items: About, My Teams, My Clipboard, Blog, Gallery, Settings, and Your Subscriptions. The main content area features a profile header with a background image of a soccer field, a profile picture of Teresa Woods, her name, and follower counts (2 Followers, 50 Following). Below the header is an "About" section with four sub-sections: Background (Retired Professional Soccer Player @ NYFC, Volunteer coach at Pittsburgh Academy), Sport Philosophy ("Hard work beats talent when talent doesn't work hard."), Notable Achievements (2015 World Cup Finalist, 2018 Local Community Hero), and Social Media (Coaching drills found at <https://www.youtube.com/Teresa>). Below the "About" section is a "Personal Routine" section with three sub-sections: My Hype Playlist (Current [Game Pump Up](#) playlist), Game Day Foods (My kids love orange slices and fruit snacks!), and Favorite Brand (Dick's Sporting Goods for life!! :)).

### Coach Profile Page

- Personal biography about content creator
- Profile acts like a whole new part of the website
- Quick access to creators user follows

# User testing

As we developed our hi-fi prototype, we user-tested with 2 coaches to further gain feedback on our designs and validate our assumptions.

We asked the users to first explore the Invision prototypes and then think aloud while completing one of the use case scenarios: create a practice plan for your next practice.

It is exciting to see that most of the feedback pertain to visual changes and it is clear that both coaches see values in our prototype.

The complete user-testing script is attached in the appendix.

**2**  
**Coaches**  
**user-tested**



Try "Coach Cathy Reese"

Clear All Filters

CONTENT CATEGORIES  
All Plan x Drill

ATHLETE AGE GROUP  
U9 x U11 U13 U15

ATHLETE SKILL LEVEL  
Beginner x Intermediate Advanced

PRACTICE TIME  
10-15mins 15-30mins 30-45mins x 60mins+

DRILL CATEGORY  
Warm-up Ball movement Ball sense Coordination movement Dribbling part 1  
Dribbling part 1 Moving with the ball Week one Forecheck 1 ball, 2 players Ball control x  
Lower Limb Coordination & Vision Passing Principles Receiving part 1 Receiving part 2  
Small group play Passing in pairs Passing Tackling

Featured Content Creators  
Helpful for First Time Coaches  
Janet Portman Director PeeWee Soccer  
Most Creative Drills  
Ashley Ji Mother & Coach

Try "Coach Cathy Reese"

Welcome back Coach Teresa. What can we help you find?

Trending Today

Abby Shrek NHL player Plan

Abby Shrek NHL player Drill

Featured Content Creators  
Helpful for First Time Coaches  
Janet Schrute Youth hockey league coach  
Most Creative Drills  
Shirley Deen Mother & Coach

1 on 1 big arc backchecking  
Improve players' footwork during offense...  
60mins ADD

5-card skating drill  
Improve players' footwork during offense...  
60mins ADD

1

## Math dribble

In a 15yd x 20 yd grid marked out with 4 cones, each player has a ball. 5-10 mins

- 1 When the coach says a number or yells out a simple math addition problem (like 1+1), the players must quickly form groups of 2. If the coach yells out "3", the players form a group of 3, etc.
- 2 Players must keep the ball close to them by using the inside, outside and soles of their feet.
- 3 After they stop the ball and/or change direction, they must explode into space keeping the ball within playing distance (1-3 steps) so they can dribble it again.

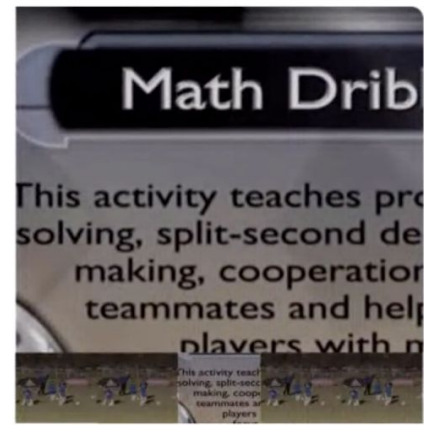
SHOW MORE

### TIPS FROM THE SOURCE

This type of dynamic activity forces the players to keep their heads up.

### MY NOTES

Since the rest of the training plan involves a lot of leg work, make sure to emphasize stretches for .... exp



User-testing session with Matt, a soccer coach who works with an under 8-year-old co-ed soccer team.

# User testing insights

- 1** The current plan page design helps set up the practice sessions very easily since it lays out the drills clearly in sequences
- 2** Account for edge cases when a coach trains 2 teams for the same sports, the same age groups. Following our current naming convention for the team, which only uses sports and age group, it will be difficult to these coaches to identify the teams they are planning the practice for.
- 3** Would love to use the practice plan as a base to build a new practice plan right away.
- 4** The information in the filter section is too cluttered  
Coaches



# inVision Prototype

Our latest iteration of Dick's Sporting Goods University can be found [here](#).

The prototype was designed to facilitate actions in the following tasks:

1. Switching teams
2. Searching for specific types of plans
3. Adding plans to the profile
4. Saving / annotating plans
5. Adding drills to saved plans

# Next Steps

# Next steps

Through our numerous iterations of the concept and the user experience, we have evaluated the desirability and refined the general experience of coaches browsing, learning and planning training drills. However, given the limited timeline of this capstone project, there is still a need to further test our solution with more coaches, and further explore the viability and feasibility of the idea for implementation.

On the next page, we outline several aspects that may be worth exploring to ensure the success of the idea.

# Roadmap

1. Conduct further usability testings to complement the current findings we have and further improve the product's alignment with coaches' mental and experience model.
2. Explore the parent persona. This group of users will be the secondary users for the application
3. Identify the best video structure. Should they include a series of images or an athlete doing the drills?
4. Design interface for content creators to make their experiences with the platform enjoyable and indirectly prompt them to contribute to the platform more often.
5. Establish long-term partnership with sports celebrities and community partners.
6. Leverage the software development capabilities and back-end foundations used by TSHQ to accelerate the development process and platform launch.