

OpenTrainer

THE UX DESIGN PROCESS

Objective

The goal is to advance individual player and soccer club development. By designing an efficient model to connect coaches to their players, the promotion of private training elevates the private soccer club's development and competitive skills.

Interviews



Interviews

PLAYERS

Youth players are the target audience of Open Trainer. The average age is youth 13-18 both female and male soccer clubs across the Greater Front range (Colorado).

COACHES

Coaches range in age 25-40 and for the majority of coaches, and coaching private clubs is their full-time job. Many coaches have been playing soccer through college or a professional status. The competitive mindset to utilize every opportunity to excel motivates coaches to promote private training for players as often as possible.

PARENTS

Parents of soccer players are considered a target audience for billing, communication, and travel. Many parents are supportive of private training and furthering their children's' playing skills.

3 Players. 3 Coaches.

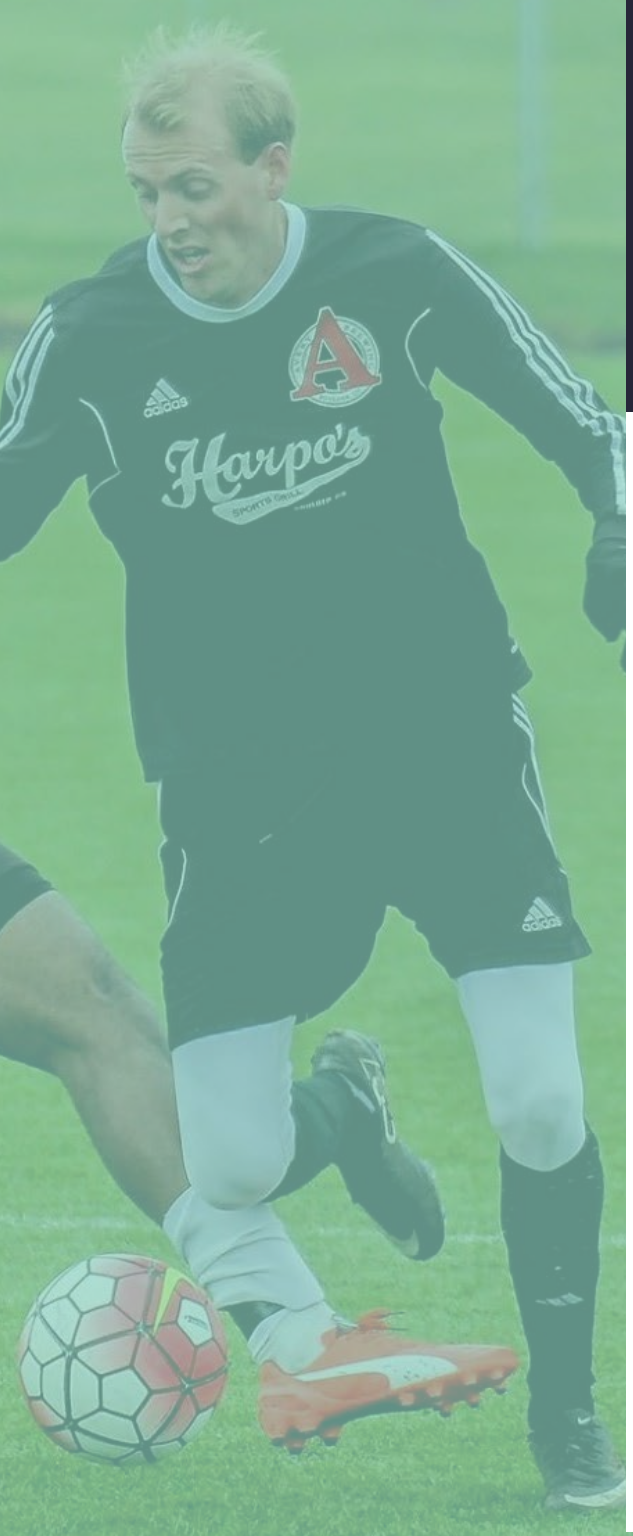
Player Interview feedback revealed a common trend. Soccer players ranging in age groups 15-17 preferred to text coaches to set up private training sessions. Players preferred private training session availability times during the weekdays, and their coach's schedule to be as flexible as possible.

3 Players. 3 Coaches.

Coach Interview feedback revealed a common trend. Soccer coaches preferred to text players to set up private training sessions. Coaches preferred to have a consistent private training schedule, where booked fields and training times are reserved periodically every week at the same time.

Similarities

Players and Coaches both expressed feedback on previous private training communication difficulties. This communication disconnect is based on either email scheduling, texting, or location of field scheduling.



Open Trainer is a game changer.

The Open Trainer model develops players and soccer clubs potential by emphasizing the importance of private training. The comprehensive platform connects parents, coaches, and players in an efficient, secure, intelligent design.

- Maximize club competing and communication potential
- Custom optimized scheduling platform catering to coaches and players
- Coaches schedule availability, pricing, and billing information on the secure platform
- No cost for club utilization of Open Trainer scheduling platform

Goals & Objectives

USER VALUES

- Convenient and objective platform
- Responsive connection to coaches
- Player development
- Utilize coach communication and time to benefit player's competitive abilities and skills

GOALS & OBJECTIVES

- Player and club development
- Efficient scheduling system catering to players, coaches, and parents
- Navigable billing system and coach profile pairing system
- Fluent experience for users

ATTITUDINAL VS. BEHAVIORAL

Players responded to interview questions answering they use both email schedule and text messaging to schedule private training practice times with coaches, however, when asked how players schedule impromptu soccer games with friends, they schedule by text. This reaction to practice scheduling dictates players' utilization of texting over email in casual settings.



Competitive Analysis

The Coachup design is compared and contrasted in the competitive analysis to Open Trainer's features.

Coachup

Scheduling private training sessions
Private training coach to player communication system
Club/organization not involved in training or revenue
Variety of sports offer private training sessions (basketball, soccer, track, etc.)
Customer Service hotline and email
Newsletter not featured

Open Trainer

Scheduling private training sessions
Club to coach to player (Exclusive coach to player training)
Club-licensed coaches
Featured newsletter
Customer service email

Heuristics

The Open Trainer platform is designed around fluidity, exclusivity, and availability. By designing an exclusive platform custom to club coaches and their parents and players, the opportunity for player development and success on the field increases. Designing a platform with a communication network custom to the target audience creates an opportunity unique to the soccer club market, creating a potential for advancement in the training network throughout Colorado.

Competitor

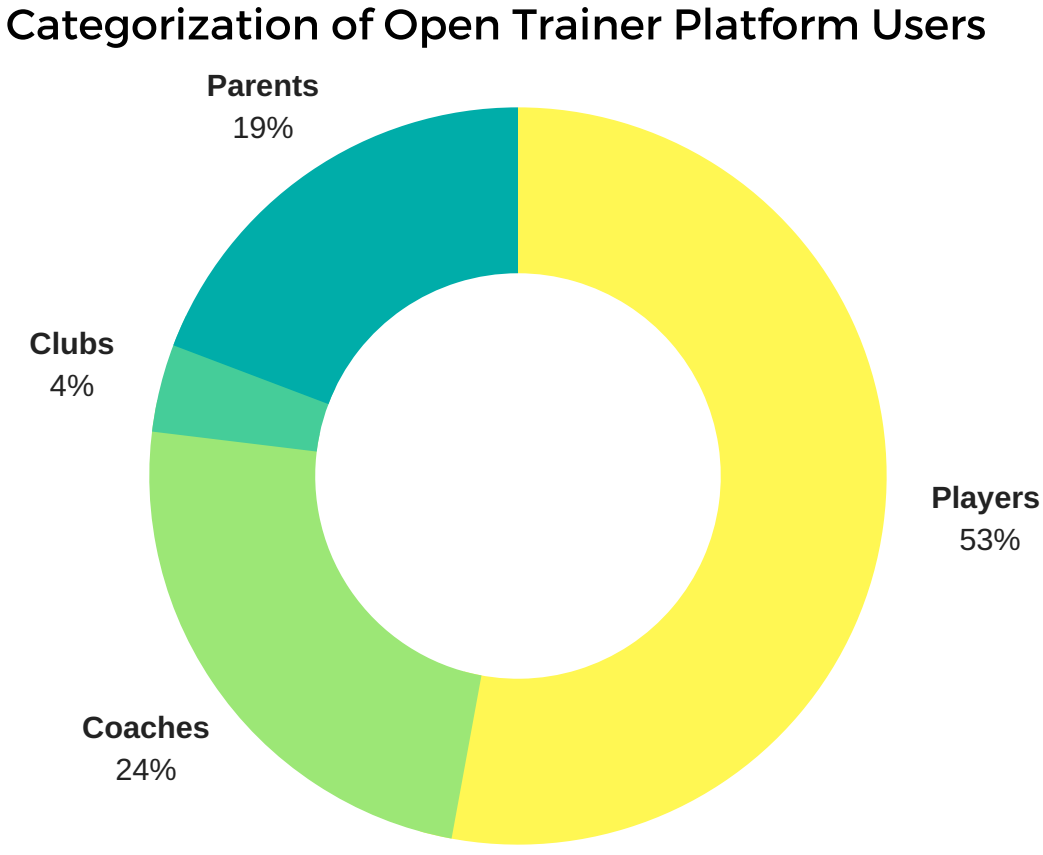
Open Trainer is founded on a unique idea, with few competitors. Coachup is one of the few competitors of Open Trainer.





User Research

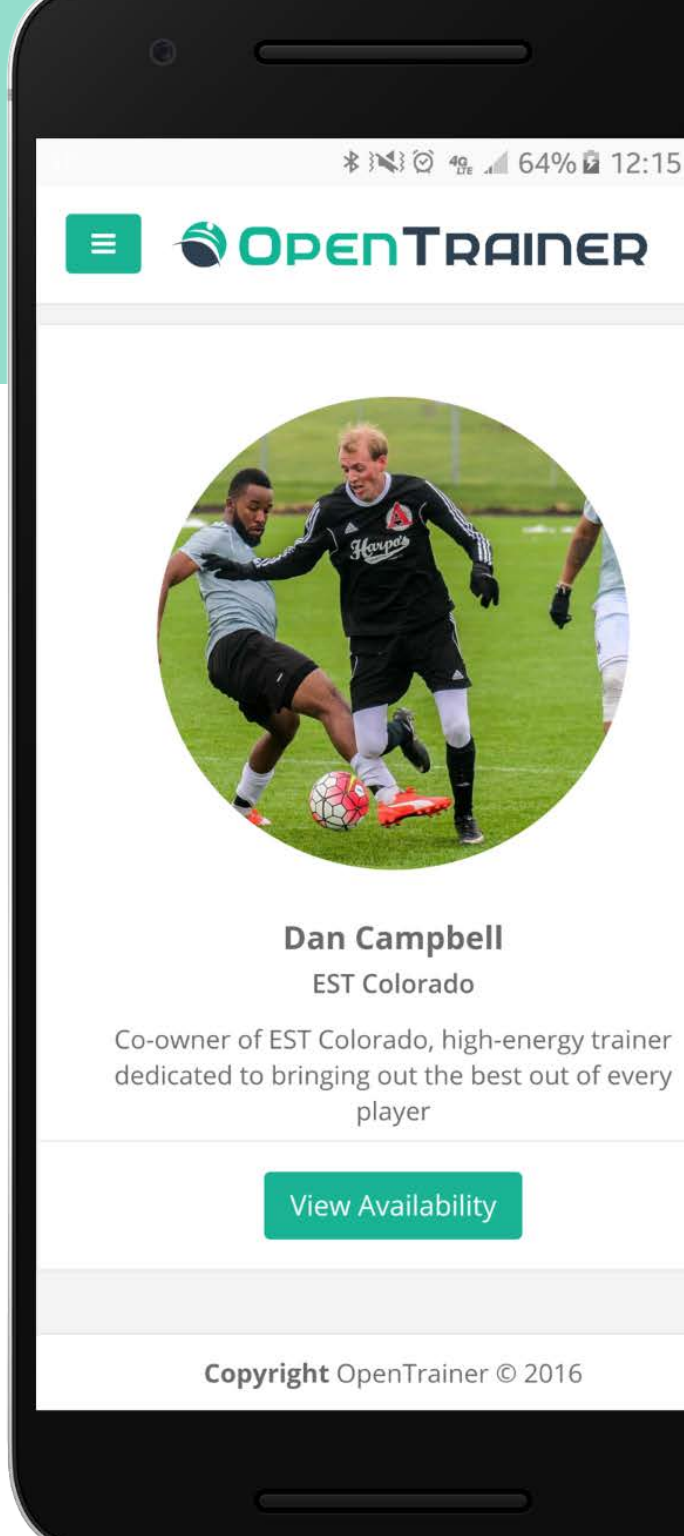
- Based on user interviews and research from existing soccer club members, we predict the players will be the primary users of Open Trainer. The secondary users will be the coaches, who communicate with players to designate fields, time, and scheduling. Parents of club players use the schedule for billing purposes, and possibly to verify field location.

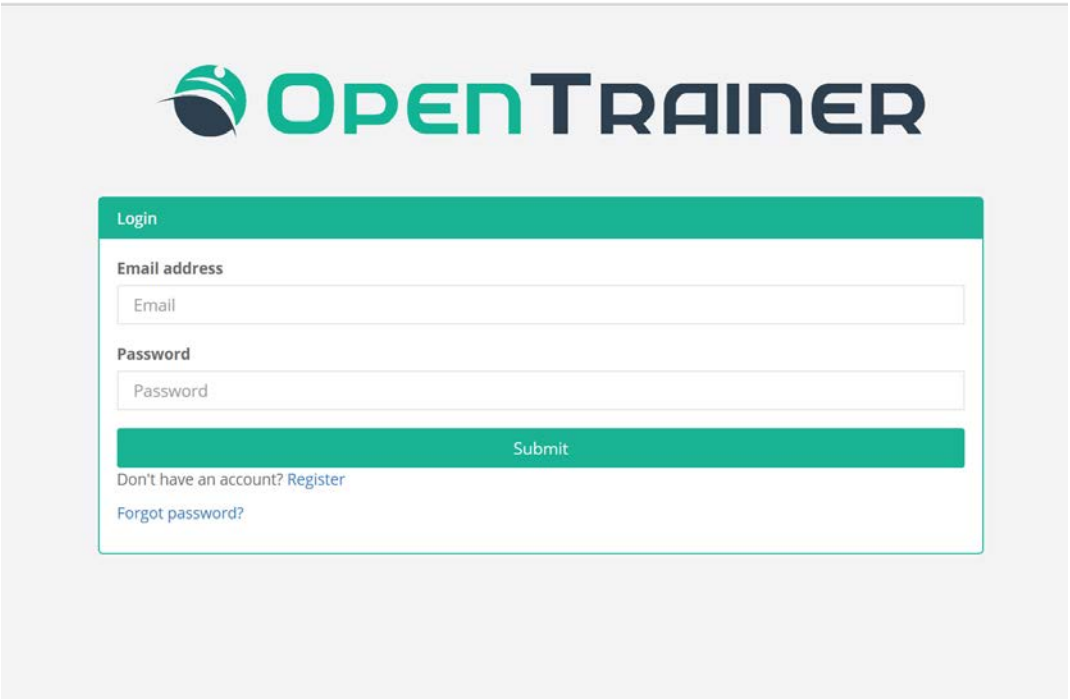


Building the Prototype

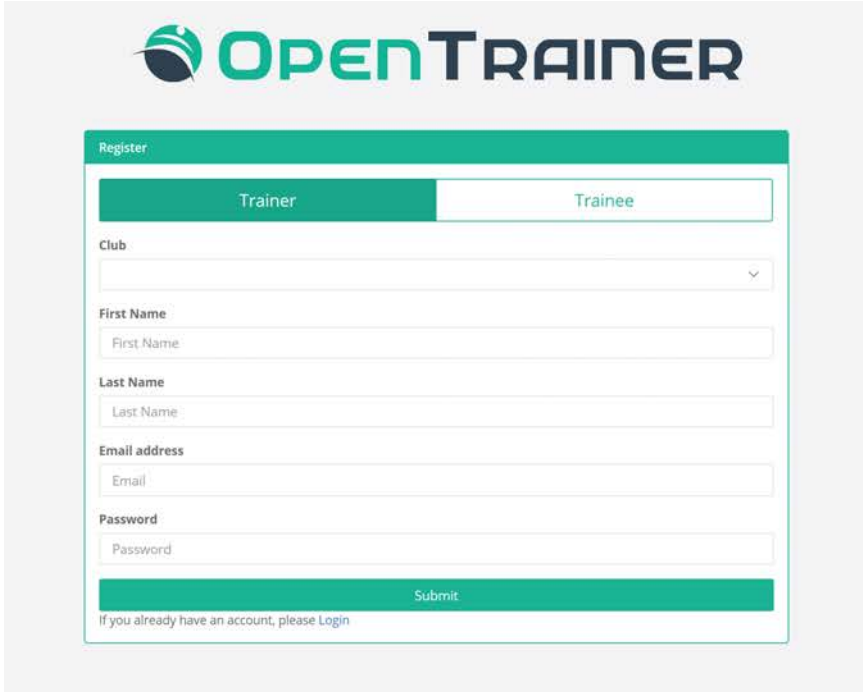
The Landing Page vs. Open Trainer Log-in page
Users were initially introduced to the log-in page, which directly linked users (clubs, players, coaches, parents) to the content of Open Trainer. This content included coach profile, scheduling, billing, communication links, and customer service.
The Landing Page serves as an introduction and explanation of Open Trainer's services, including Newsletter access, a link to the login page, and a marketing summary, highlighting Open Trainer's features using icons and graphic design.

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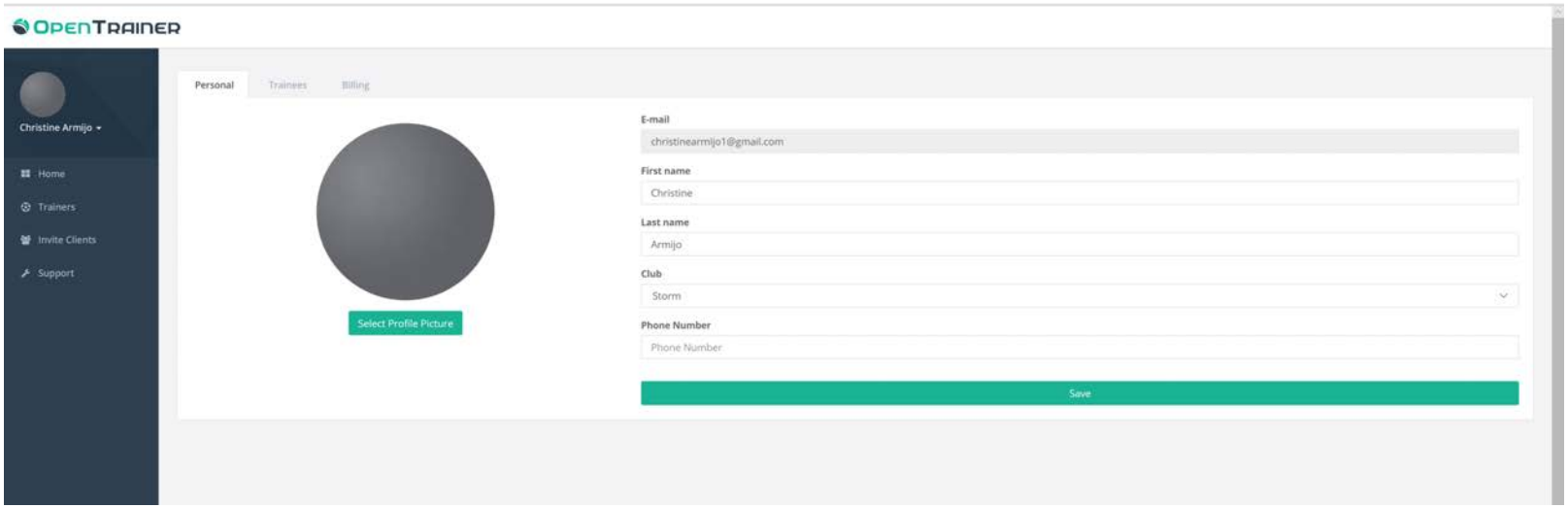
Log-In
The login page is linked from the Landing page. This Includes email and password for existing users (coaches and players). If a user is not a previous member or does not have an account, there is a Register option that directs the user to the Log-in form.



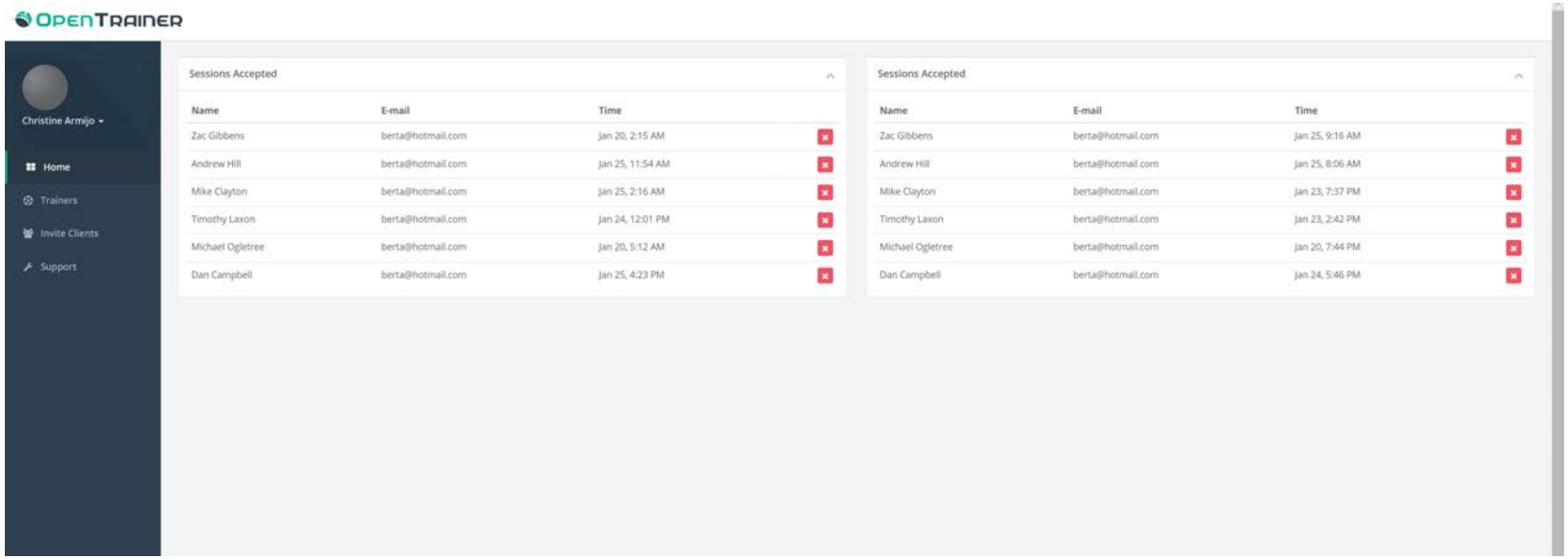
Log-In: Player Form vs. Coach Form
The login form allows users to create an account. Information provided includes which soccer club they belong to, as well as their status of a player or coach.

Development-Lean UX

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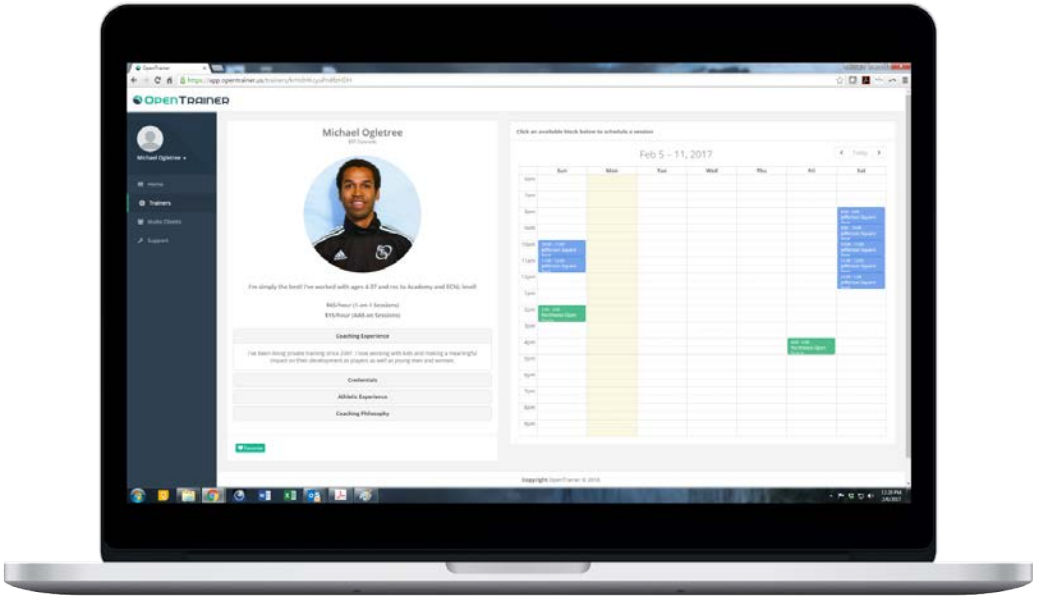
Coach Profile
The profile page includes contact information, and includes tabs linking to billing and times available.



Coach Availability
The initial coach interface availability home page notifies the user which sessions are scheduled at what time.

Development-Prototype

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Insights

- Players preferred communication method of texting over online schedule
- Billing and coach profile display was informative
- Coaches found the ioS to desktop platform conversion could use improvement
- Parent user insight included log-in self-explanatory page, as the page is exclusive, and parents do not initially gain access.

Usability Testing: Insights

After speaking with both coaches and players, our conclusions paralleled user interview feedback and research data discoveries. Specifically, player communication preference, and coach availabilities when booking specific field and location times. This has potential to be translated to the platform by implementing a more fluent communication method for both players and coaches. The primary objective for users is player development and success, therefore availability, time, and ease of access is a priority. Addressing the player-coach relationship through platform communication is the first priority. Through insights from user testing, the first approach will be booking fields and communication method in a more fluent platform design.

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