



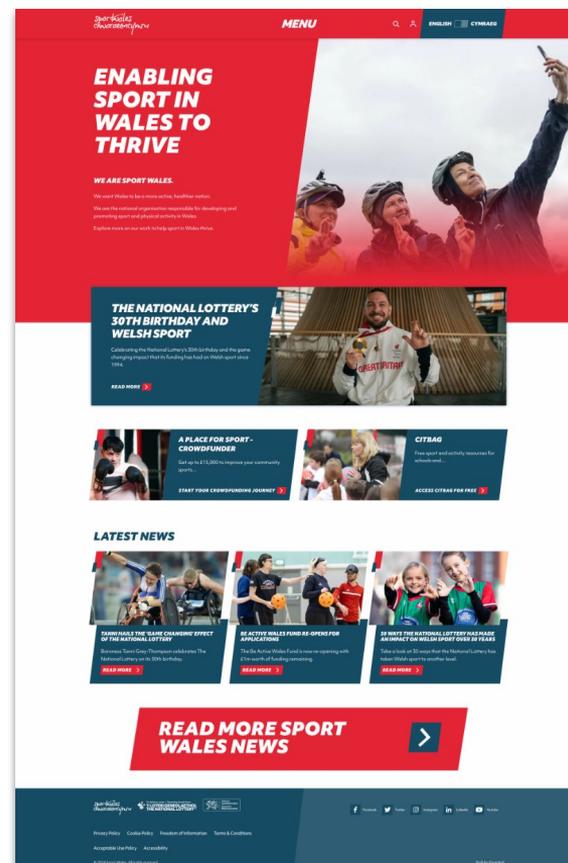
Sport Wales User research Presentation

5 Dec 2024 | Private & Confidential



Project goals - website experience

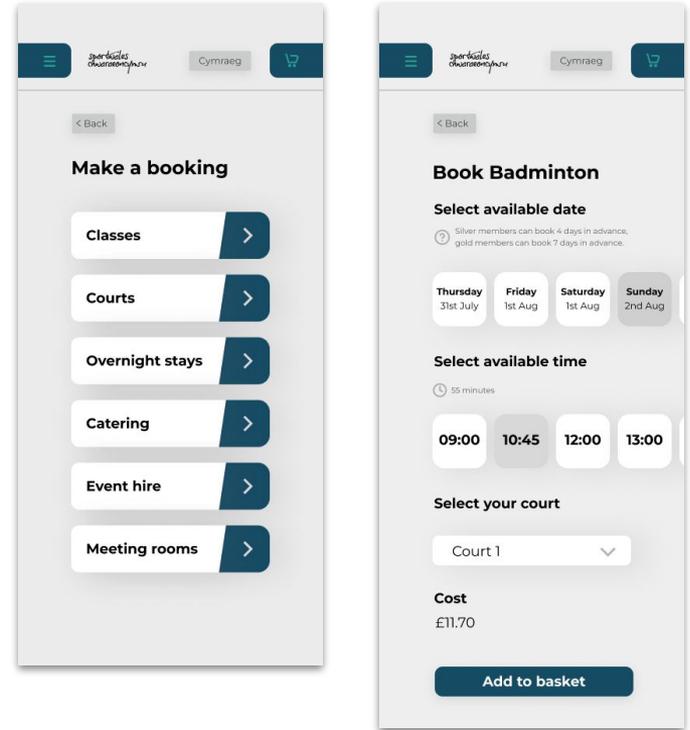
- Understand key user group's current experiences, motivations and needs when interacting with the site.
- Evaluate the usability of the site and identify pain points.
- Evaluate how easy users can navigate the website and complete key tasks.
- Identify opportunities for improvement.
- Gather subjective feedback on the overall experience of using the Sport Wales website.



Project goals - online booking

Help to understand...

- How far planned journey flows make sense in the hands of users
- Whether the implied interactivity of components is understood by users
- How well the wording of the content fits with user expectations and understanding



Approach

From 30-Sept **ORIENTATION**

- Kick off
- Secondary research
- Stakeholder interviews
- Participant recruitment
- Stakeholder workshop
- Launch survey

From 1 Nov **USABILITY TESTING OF THE WEBSITE**

- Discussion guide
- Testing prep
- Testing
- Analysis
- User journey workshop
- Proto-personas

From 19-Nov **EXPLORING ONLINE BOOKING**

- Observation research at the NC
- Prototype testing prep
- Testing
- Service blueprinting workshop

From 29-Nov **REPORT AND HANDOVER**

- Full research report
- Shorter presentation version
- Presentation at NC
- Retrospective

Research round 1

Website usability testing



Discussion guide

The sessions were conducted on a 1-2-1 basis, and followed the following format:

- Introduction
- Background questions (inc. understanding of recent experience using the Sport Wales website)
- Card-sorting activity
- Usability test and exploration of Sport Wales website
- Final reflective questions

Most sessions were conducted on desktop (7 participants), while the remaining 3 used mobile. Only those on a desktop completed the card-sorting activity

[Link to Sprint 1 Discussion Guide](#)



Who we spoke to

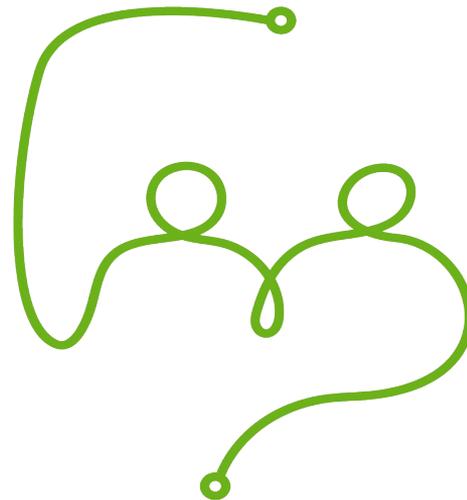
In summary, we spoke to 10 participants:

- 4 x members of the public
- 6 x Sport Wales partners (Mix of National Partners, National Governing Bodies (NGBs) and Local Authorities)

Across this sample:

- All participants currently lived in Wales
- 3 x participants had access needs
- 2 x participants completed their session in Welsh with a Welsh-speaking researcher
- Mix of ages and gender
- Mix of experience using the Sport Wales website
- Mix of digital confidence and competence

A detailed overview of each participant can be found in the [appendix](#)



Recent website tasks shared by participants

We asked each participant to show us how they used the website for tasks they had recently completed. If time allowed, they also demonstrated other tasks. Below is a list of recent tasks recorded across the participants.

- Browsing / reading news articles
- Considering the idea of becoming a coach
- Researching funding options
- Learning about Sport Wales funding
- Exploring jobs
- Finding the contact number
- Finding / re-finding guidance information to pass on to sports clubs
- Checking opening times of gym
- Considering gym membership
- Joining the gym
- Booking a session
- Looking at classes

Positive feedback

Observations

Some participants praised the actual content of the website, saying that some of the articles were 'really useful' and 'powerful'.

- P2 commented that information contained in articles were generally short and 'well described', which was helpful for his dyslexia.
- There were also positive comments around the imagery used across the website, with P1 stating it helped with their attention and understanding.

There was also recognition of the broad scope of responsibilities handled by Sport Wales.

Quotes

"There are lots of short articles and sentences which are very welcomed from someone who has dyslexia"

P2 (National Partner)

"Overall the website is really good for information...just not very good for the practical things"

P5 (Public)

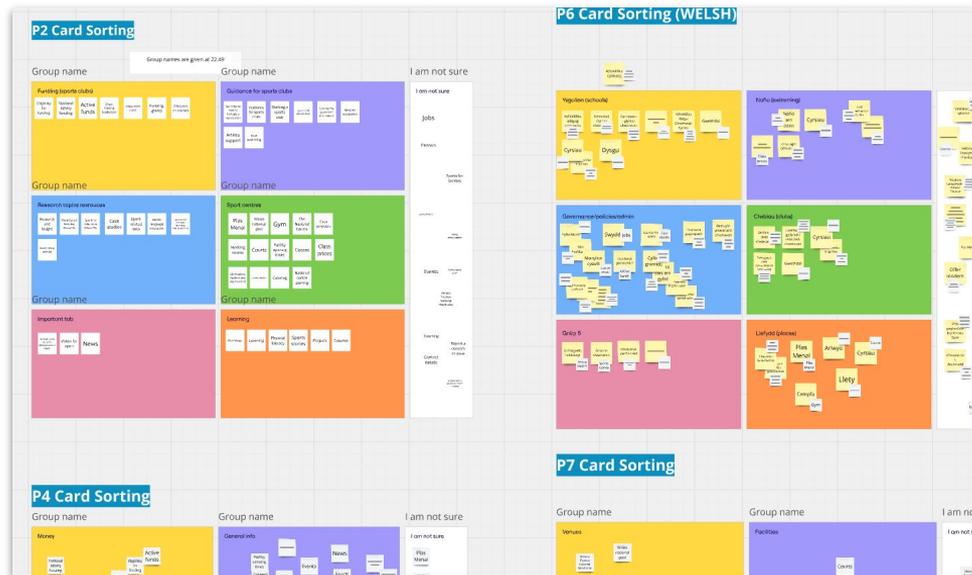
Card sorting activity

What we did

We asked participants to sort a list of 'top-tasks' into groups, and to give each group a label.

Please note:

- The card sorting activity was only completed by participants who joined us on desktop / laptop devices.
- The tasks presented were the same tasks used in the [Top-Task survey](#).



Screenshot of a selection of the card sorting outputs from participants

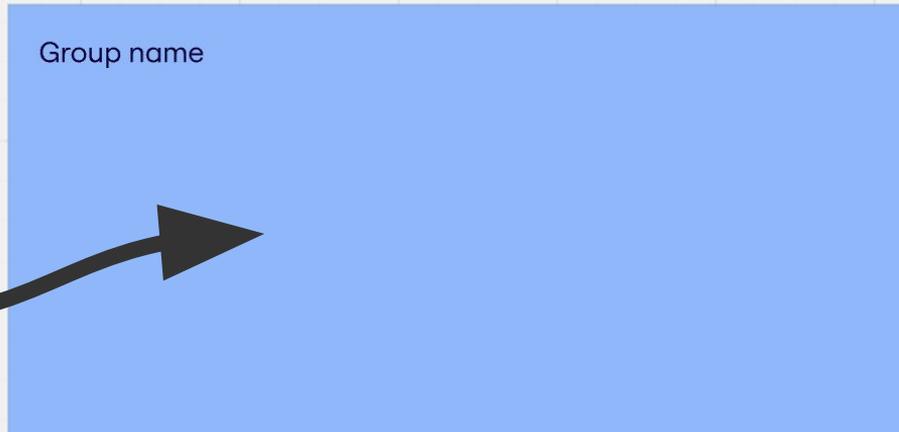
Sort the cards below

Check funding application	Events	National centre parking	Courses	Jobs	Sport-related data	Get help on how to manage a sports club	Classes
Sports for families	Plas Menai	National lottery funding	Class timetable	Membership (options and applications)	Coaching	Modern equipment	Facility opening times
Welsh language resources	Welsh Sport learning resources	Sports club accreditation	Strategic plan for sport development in Wales	Starting a sports club	The National Centre	Sport Wales research (statistics, reports, surveys)	Wales national pool
Workshops	Eligibility for funding	Sports stories	Free swimming	Catering	Meeting rooms	Courts	Performance sport
Geraint Thomas National Velodrome	Physical literacy	Learning	Active funds	News	Accommodation	Contact details	Funding, grants
Athlete support	Investment team	Community, grassroots club support	Case studies	Competitions	Sports education resources	Research and insight	Governance, policies
Gym	Young ambassadors	Vision for sport	Annual review, accounts, board minutes	Report a concern or issue	Class prices	Projects	Partners
Guidance for sports clubs	Discounts on courses						

Group name



Group name



Group name

Card sorting analysis

Analysis

We then analysed the groupings which revealed common themes, giving insight into the participant's mental models for organising website content.

The common groupings of top tasks that were identified have been illustrated on the following page- [Drafting a new navigation structure.](#)

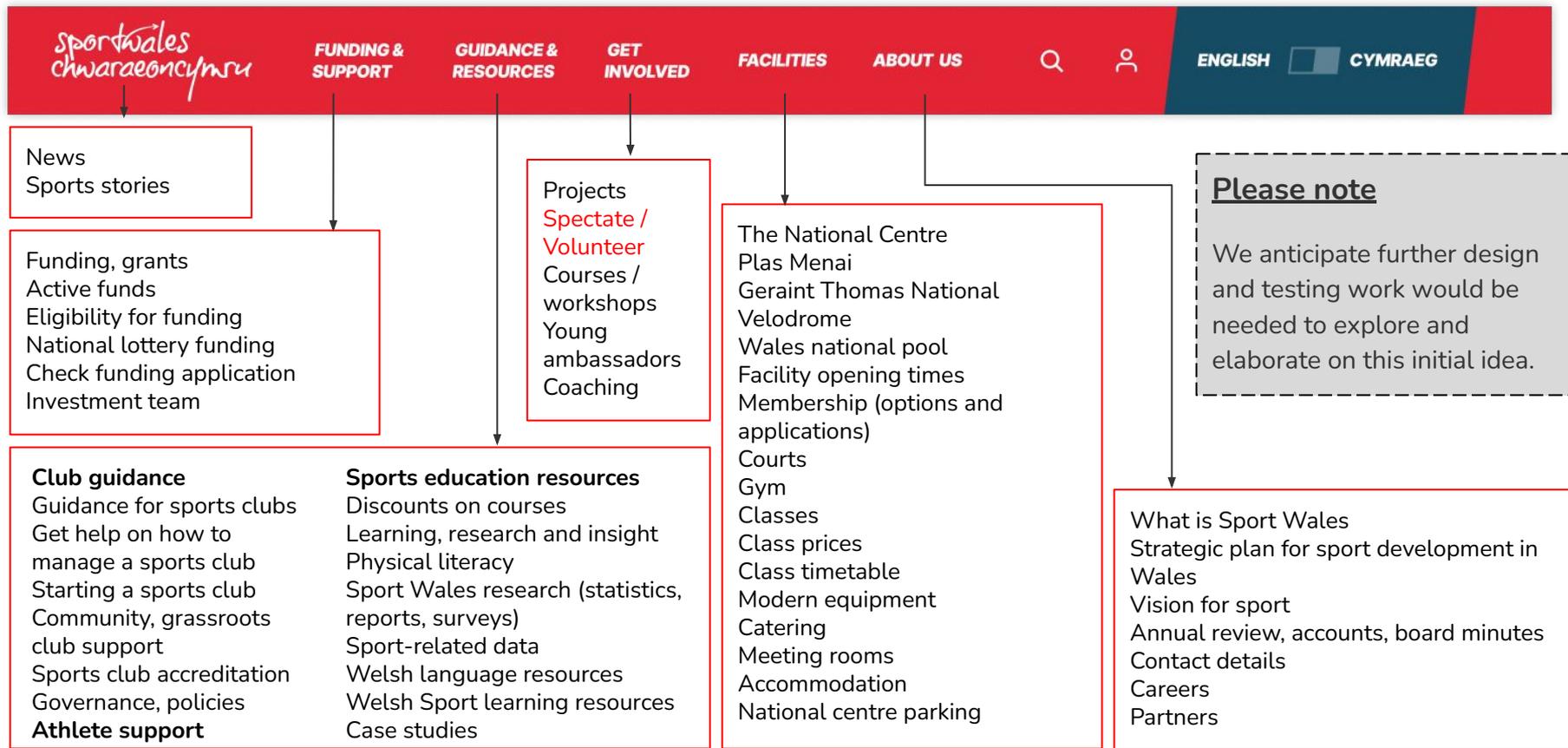
Please note:

→ This draft navigation structure is for illustrative purposes, and will be refined with input from Sports Wales and further user research in this project.

	A	B	C	D	E	F	G	H	I	J
1	Tasks	P1	P4	P7	P8	P9	P5	P6	Didn't	Consensus?
2	Guidance for sports clubs	Guidance for sports clubs	Club or athlete staff	Information	Club Solutions	Club development	Polisau/Gweledigaeth (Policies/Visions)	Ysgolion (schools)		0 Club guidance
3	The National Centre	Sports centres	General info	Venues	Facilities	Facilities	Adnoddau/Cyfeusterau (Resources/Facilities)	Llefydd (places)		0 Facilities / venu
4	Eligibility for funding	Funding	Money	Financial (cost and funding)	Funding	Club development	Gweinyddu/Cyild (Administration/Finance)	Governance/policies/admin		0 Funding / Club c
5	Funding, grants	Funding	Money	Financial (cost and funding)	Funding	Club development	Gweinyddu/Cyild (Administration/Finance)	Governance/policies/admin		0 Funding / Club c
6	National lottery funding	Funding	Money	Financial (cost and funding)	Funding	Club development	Gweinyddu/Cyild (Administration/Finance)	Governance/policies/admin		0 Funding / Club c
7	Get help on how to manage a sports club	Guidance for sports clubs	Club or athlete staff	Not sure / ran out of time	Club Solutions	Club development	Dysgu/Sgiliau/Hyfforddiant (Learning/Skills/Training)	Cwbiau (clubs)		1 Club guidance
8	Starting a sports club	Guidance for sports clubs	Club or athlete staff	Not sure / ran out of time	Club Solutions	Club development	Gwasanaethau (Services)	Cwbiau (clubs)		1 Club guidance
9	Sports education resources	Research resources	Sport Development? Or just development? Or educational resources?	Information	Not sure / ran out of time	Sport education?	Adnoddau/Cyfeusterau (Resources/Facilities)	Ysgolion (schools)		1 Education / reso
10	Workshops	Learning	Sport Development? Or just development? Or educational resources?	Not sure / ran out of time	CPD	Sport education?	Gwasanaethau (Services)	Ysgolion (schools) & Cwbiau (clubs)		1 Education / reso
11	Wales national pool	Sports centres	Facilities on site / on site offerings	Venues	Not sure / ran out of time	Facilities	Adnoddau/Cyfeusterau (Resources/Facilities)	Nofio (swimming)		1 Facilities
12	Class prices	Sports centres	Sport Development? Or just development? Or educational resources?	Financial (cost and funding)	Not sure / ran out of time	Facilities	Gweinyddu/Cyild (Administration/Finance)	Nofio (swimming)		1 Facilities / financ
13	Gym	Sports centres	Facilities on site / on site offerings	Facilities	Not sure / ran out of time	Facilities	Adnoddau/Cyfeusterau (Resources/Facilities)	Llefydd (places)		1 Facilities / venu
14	Pias Menai	Sports centres	Not sure / ran out of time	Venues	Facilities	Facilities	Adnoddau/Cyfeusterau (Resources/Facilities)	Llefydd (places)		1 Facilities / venu
15	Active funds	Funding	Money	Not sure / ran out of time	Funding	Club development	Gweinyddu/Cyild (Administration/Finance)	Governance/policies/admin		1 Funding / Club c
16	Check funding application	Funding	Money	Not sure / ran out of time	Funding	Club development	Gweinyddu/Cyild (Administration/Finance)	Governance/policies/admin		1 Funding / Club c
17	Governance, policies	Research resources	General info	Not sure / ran out of time	Governance and policy	Club development	Polisau/Gweledigaeth (Policies/Visions)	Governance/policies/admin		1 Governance, Cl
18	Sports stories	Learning	General info	Not sure / ran out of time	"Interesting stuff I'd like to read in one area"	Usage	Hynnyddo/Marchnata (Promotions/Marketing)	Grŵp 5		1 Inspiration?
19	Case studies	Research resources	Data or strategy	Not sure / ran out of time	"Interesting stuff I'd like to read in one area"	Club development	Hynnyddo/Marchnata (Promotions/Marketing)	Governance/policies/admin		1 No agreement
20	Research and insight	Research resources	Data or strategy	Information	Not sure / ran out of time	Usage	Polisau/Gweledigaeth (Policies/Visions)	Governance/policies/admin		1 Research / data
21	Free swimming	Guidance for sports clubs	Facilities on site / on site offerings	Financial (cost and funding)	Not sure / ran out of time	Not sure / ran out of time	Adnoddau/Cyfeusterau (Resources/Facilities)	Nofio (swimming)		2 ??
22	Athlete support	Guidance for sports clubs	Club or athlete staff	Not sure / ran out of time	Not sure / ran out of time	Athlete support	Gwasanaethau (Services)	Grŵp 5		2 Athlete support
23	Community grassroots club support	Guidance for sports clubs	Club or athlete staff	Not sure / ran out of time	Club Solutions	Not sure / ran out of time	Gweinyddu/Cyild (Administration/Finance)	Cwbiau (clubs)		2 Club guidance
24	Sports club accreditation	Guidance for sports clubs	Club or athlete staff	Not sure / ran out of time	Club Solutions	Not sure / ran out of time	Gweinyddu/Cyild (Administration/Finance)	Ysgolion (schools)		2 Club guidance

Screenshot of a selection of the card sorting analysis

Drafting a new navigation structure



How we drafted a set of top tasks

Why do a top task survey?

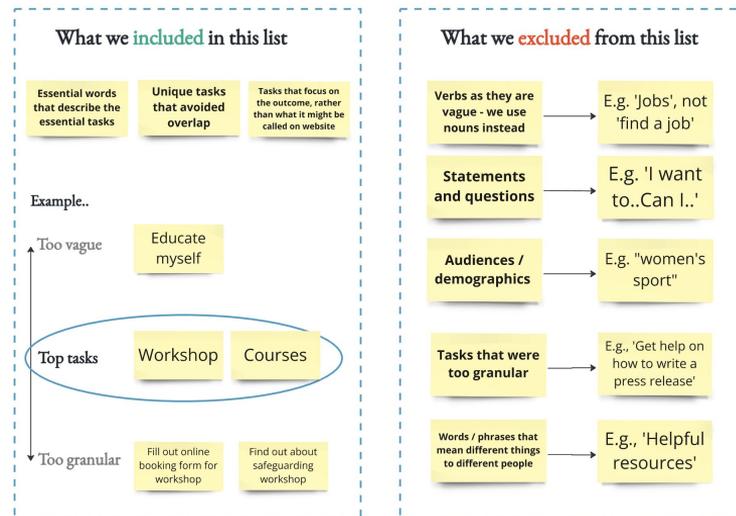
We conducted a top task survey to help identify what matters most to customers, by asking customers to select their top 5 priorities from a list of top tasks related to the Sport Wales website.

This method provides quantitative data that can be combined with other research findings to inform design recommendations.

How we drafted the top tasks

A draft list of top tasks was created following desk research and reviewing the website, then the list was reviewed and refined following stakeholder input from Sport Wales. Tasks were created using the following standard inclusion and exclusion guidelines (See [Appendix - Top Task guidance](#))

The final list of Top Tasks can be found in the [Appendix - Top Task list](#).



Screenshot of Top Task inclusion and exclusion guidance shared in the Stakeholder workshop

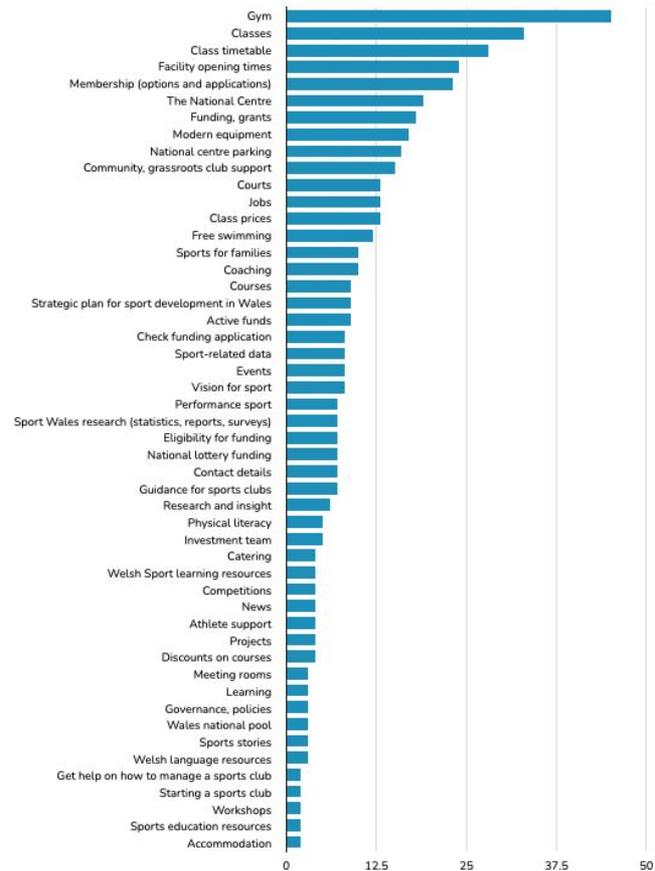
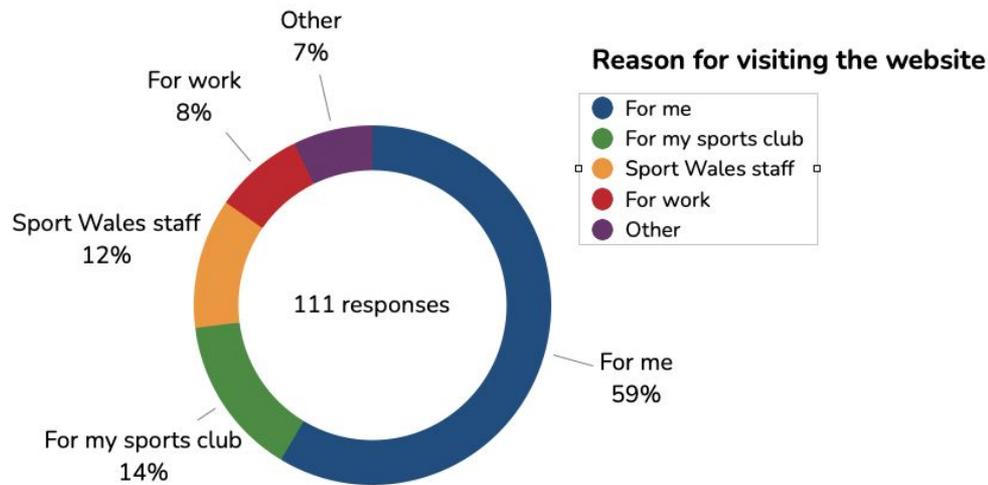
Survey questions

The following questions were included in the Top Task survey:

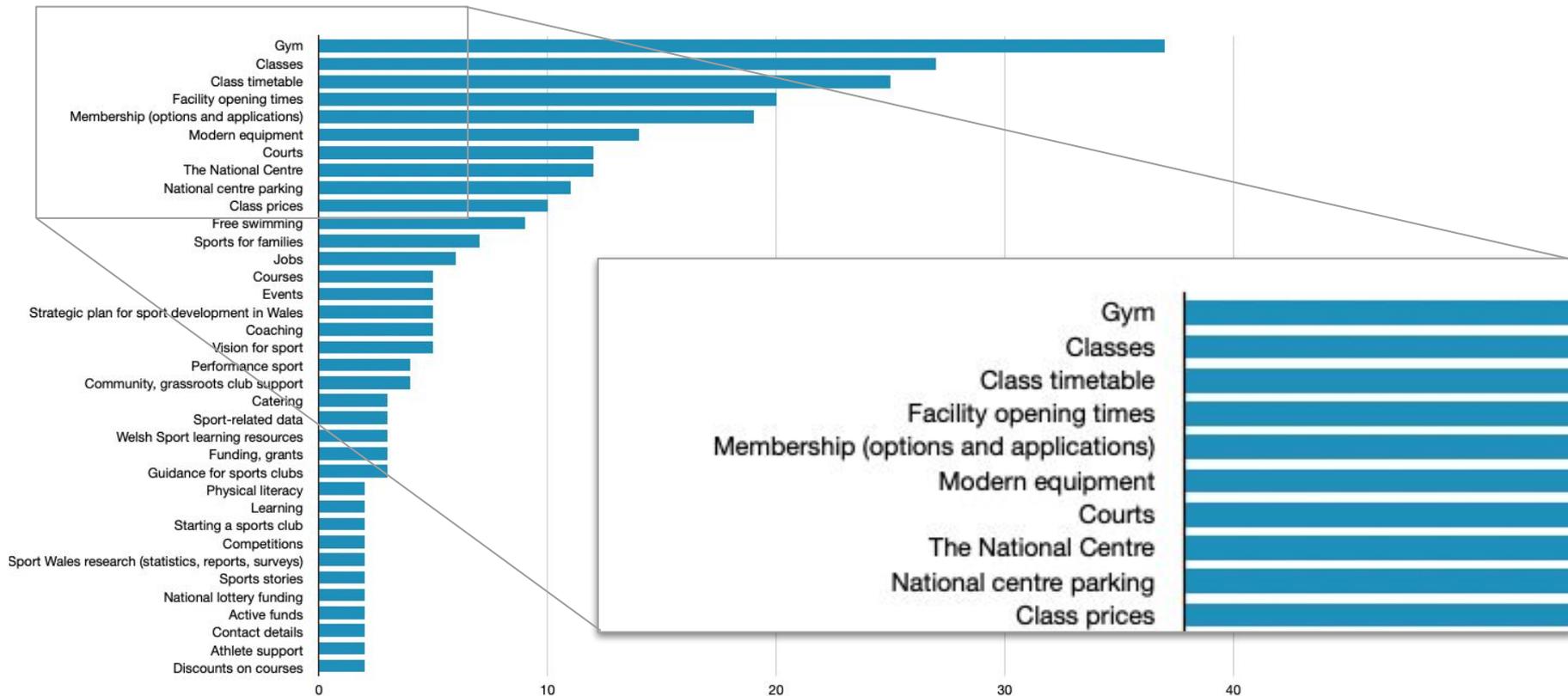
1. **In relation to Sport Wales, select up to 5 things that are MOST IMPORTANT to you.** *(Participants could select up to, and no more than 5 Top Tasks)*
2. **Why did you come to the website today? Please pick the option that best describes your reason for visiting the Sport Wales website.** *(Respondents could select from the following list - For work, For my sports club, For my school, For me (or family / friends) or Other)*
3. **Where do you work? Please pick the option that best describes your place of work.** *(Respondents could select from the following list - For a National Governing Body, For a Sport Wales partner, For a Local Authority, For Sport Wales, For a private company or Other)*
4. **What information would you like to see on the Sport Wales website? And why?**



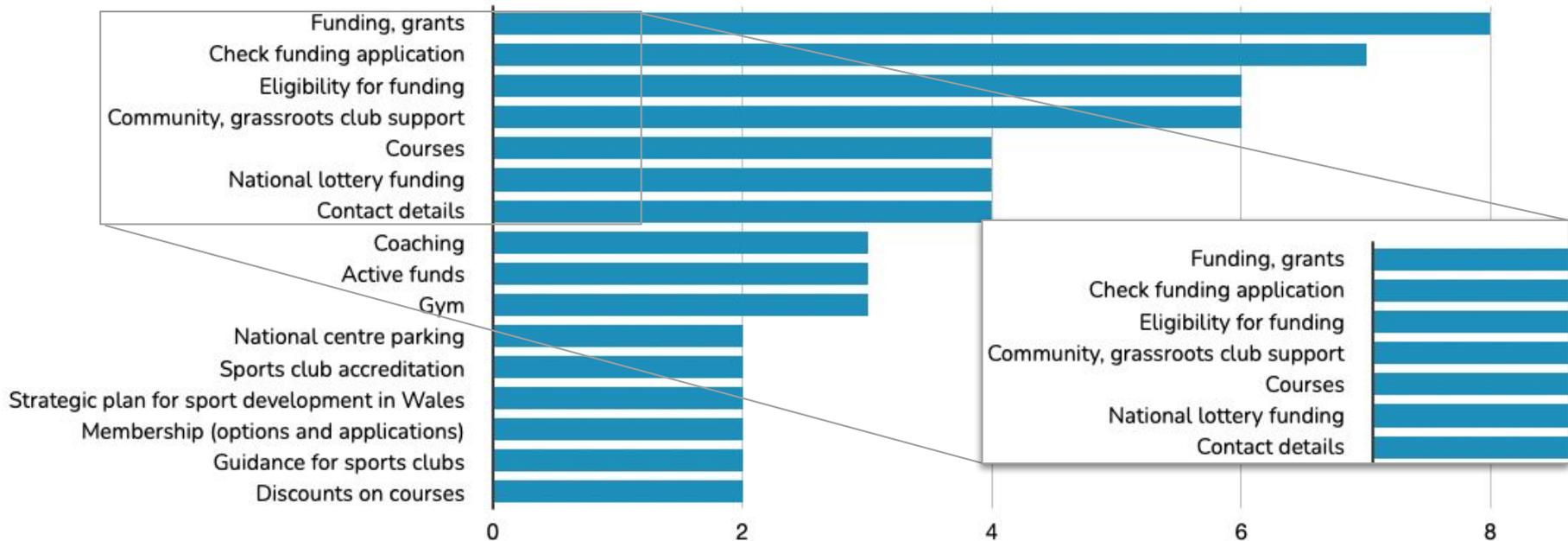
Results



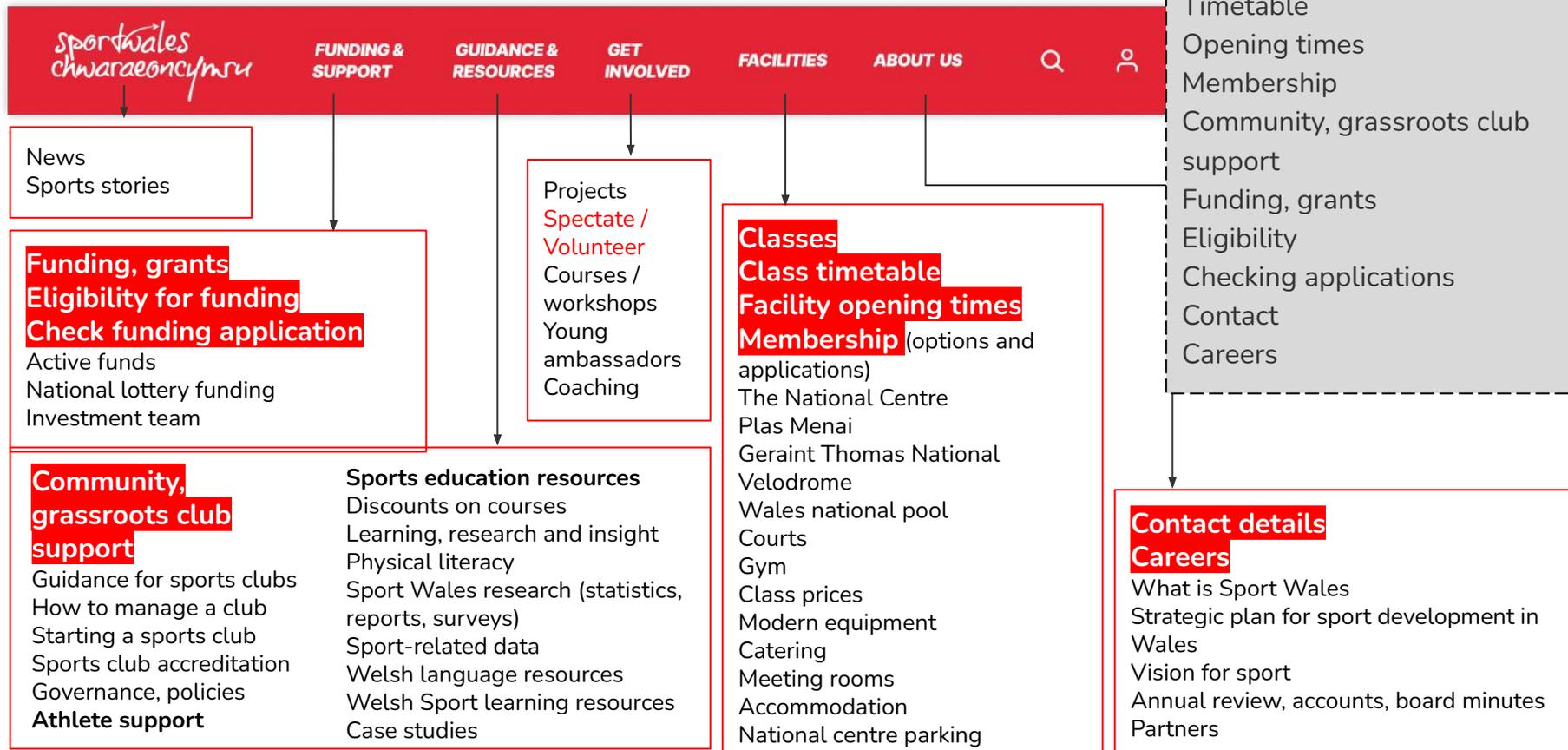
Visiting the website for me (or family or friends)



Visiting the website for my sports club



Draft 2



Findings from our user interviews

- Unclear starting point for users
- Search results are 'hit and miss'
- Difficulty in finding (or re-finding) resources / guidance
- Seemingly 'basic' information is hard to find
- Discovering and exploring new content could be better
- Content is perceived as overwhelming and disorganised
- Lack of focused guidance around funding
- Uncertainty around who the site was for
- 'Useful' content often feels hidden
- Desire for more information on, and for NGBs
- Functional basics are not met
- Website not optimised for mobile view
- Strong desire for online self-service for NC
- Lack of practical guidance on public involvement

Quotes

"What is sport wales... I'd expect a link at the top of page to 'about sport wales'."

P10 (Public)

"...even though it's [main menu] huge...I don't see this as the place to go."

P8 (Local Authority)

Unclear starting point for users

Observations

- The menu was often unhelpful, with too many, unclear paths, making it hard for participants to choose the right option for their needs.
 - ◆ E.g., When trying to booking a fitness class, (P3) first clicked 'Sport Wales for individuals / families'
- There was a desire for an improved dashboard with high-level grouped information at the top of the page.
- Many participants used their browser to search for information instead of using the search bar or menu.
- Some participants took time to understand what and 'who' Sport Wales is.
- The first image on the homepage is large, requiring users to scroll down to access important information. (P6)

Quotes

"What is sport wales... I'd expect a link at the top of page to 'about sport wales'."

P10 (Public)

"...even though it's [main menu] huge...I don't see this as the place to go."

P8 (Local Authority)

Search results are 'hit and miss'

Observations

- Top search results were not always prioritised based on relevance, and often irrelevant and/or outdated (P2, P3, P6, P7, P8, P9, P10).
- Hundreds of results made searching overwhelming (P3, P7).
- Mixed content types led to confusion (E.g. recent news articles vs guidance, or specific vs. general info) (P1, P7, P10).
- Poor Welsh language search results (e.g., P5 had to try several variations of "membership" in Welsh to find relevant information).
- Some participants also commented that they were unable to narrow or refine search results.

Quotes

"The search was 'awful'. So many results, with the most important one half way down"

P7 (National Partner)

"Aw I got excited there was a table tennis club, this was a disappointment. How old is all this content!"

P3 (Public)

Difficulty in finding (or re-finding) information

Observations

- Some participants struggled to find the information they needed, often requiring multiple attempts.
- Some Sport Wales partners said that when supporting their customers/ team, they either share direct page links (P4, P9) or guide them through the site in-person (P9).
- When navigating the site, many participants adopted a 'trial and error' approach to locate relevant information (P3, P4, P7, P8, P9, P10).
- P4 opened new pages on different browser tabs to help wayfind / keep track of where they were on the website.
- Better grouping and filtering of content was desired (P1, P4, P7, P9).

Quotes

"If you don't know what you're looking for - you're never going to find it. There's no structured guidance through...it's grouped strangely."

P9 (Local Authority)

"I keep a word doc with all the links in."

P4 (NGB)

Participant spotlight - P9 (Local Authority)

“I have to arrange in person meetings to walk community members through the website...”

High-level summary of participant experience:

- P9 works for a Local Authority in Wales and supports local community members with accessing funding. (E.g. elderly bowls lead).
- P9 assists other users by waking them through the Sport Wales website, and complex tasks with them such as logging in, filling out and checking application submissions together to ensure it's correct.



Participant spotlight - P3 (Public)

“If I want to offer coaching, do I need to go Citbag? Is it an online learning hub, will it make me do online tests?”

High-level summary of participant experience:

- P3 moved from London to Wales, and was interested in becoming a Table Tennis coach. They love the sport and thought it would help them get into the new community.
- When trying to find help how to get their coaching qualification, P3 first went to "Education and teachers" as they felt coaching was related to teaching.
- P3 then navigated to Citbag but was still unsure. After looking at the photos of children in Citbag they said “But i'm not young, that's not me? I'm not a teacher yet I'm learning?”
- After multiple attempts, including using the search bar tool, P3 was unable to find the information they needed on the website.



Participant spotlight - P5 (Public)

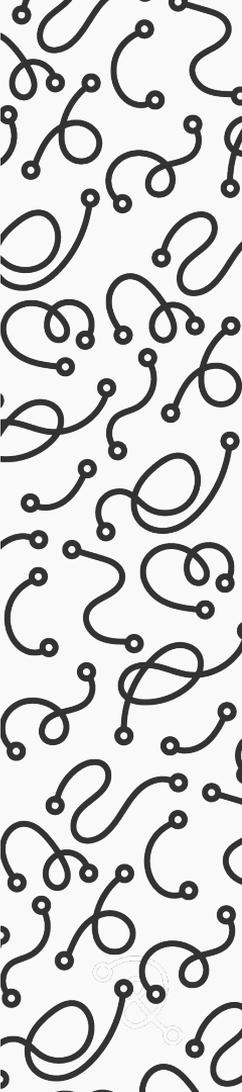
“If you're going to give the option to provide a service in Welsh you have to deliver it. Do they not have a responsibility to deliver it in both languages?”

High-level summary of participant experience:

- P5 is a welsh-speaking, regular visitor to the National Centre. They attend the gym and a range of classes such as pilates and circuits 3-4 times a week.
- P5 used to call up the National Centre to book classes and opt for the Welsh language choice, but now opts for English due to poor experiences of the telephone service.
- They stated they have never being connected to a Welsh speaker and constantly informed no-one is available to speak Welsh.
- P5 described the experience as frustrating and a time-waste, and welcomed the opportunity to book services online to avoid this issue.



Proto-personas





Description

A new user looking for guidance and information, but unsure where to begin

"It's easier to go over and ask them - I don't want to be searching through stuff just trying to find the answer to my question"

Motivation for visiting website

Passive Browsing  Active Search

How much of the website do they engage with?

Minimum use  Extensive use

Goals

I want to know if Sport Wales can help me or not. Do they help people in my situation?

If they do, I'd need focused guidance on accessing that help.

Behaviour / Actions

- Need help from someone to walk through the steps
- Call up if I'm unsure

Example scenarios

- How to run a club?
- How to apply for funding?
- How to become a coach?

Current challenges

- Hard to know where to start
- Search results are often unhelpful
- Useful content is hard to find
- Limited guidance on funding
- Content feels messy and overwhelming
- Information is difficult to locate

Thinks

What can and can't Sport Wales support me with?

What does 'grassroots means'?

Feels

Happy - when I find guidance I didn't know existed

Confused - not knowing where to look on the website

Interested in

- Funding guidance
- Club support

Opportunities

How might we guide new users through the website?



Description

A professional (E.g. Local Authority or NGB) who supports individuals and groups by connecting them to development opportunities

"[At the moment] you need to know what you're looking for to be able to find it, there's no structured guidance through"

Goals

I want to help others succeed by ensuring they know what's available to them, with a focus on providing guidance to others.

Behaviour / Actions

- Saves links and shares direct links
- Uses lots of sources (e.g., WSA) to find information
- Signs up for newsletters
- Walks through the website in-person rather than send links

Example scenarios

- Help clubs apply for funding, and support with governance
- Promote sport in schools

Motivation for visiting website

Passive Browsing  Active Search

How much of the website do they engage with?

Minimum use  Extensive use

Current challenges

- Struggles to find or revisit info
- Info and guidance on funding not focused
- Sometimes content info is missing or unclear
- Content type varies during search (E.g., news article vs. set guidance)

Thinks

Information is scattered across pages

Why do I have to log in to access resources?

Feels

Annoyed - Extra effort needed to help others

Frustrated - Can't find information easily

Interested in

- Funding guidance
- Club support
- Citbag
- Downloadable sources

Opportunities

How might we make evergreen content easy to access?



Description

Uses the website for inspiration and to learn about Sports Wales and sport in Wales

"It's easy to get into a rabbit hole on the website"

Motivation for visiting website

Passive Browsing  Active Search

How much of the website do they engage with?

Minimum use  Extensive use

Goals

I want to grow my knowledge and /or be inspired by new opportunities and case studies.

Behaviour / Actions

- Follows suggested links on the pages
- Reads news on the website
- Sign up to newsletter / social media
- Keeps many tabs open to track and revisit later to read

Example scenarios

- Find case studies
- Explore sport in Wales
- Learning what's happening in the community

Current challenges

- Useful content feels hidden
- Hard to tell if content is up-to-date
- Overwhelming and disorganised content
- Inconsistent search results
- Hard to know where to start

Thinks

It's helpful to see related content

There's a lot more going on here that I realised..

Feels

Lost - Where do I start...

Confused - Why am I being shown out of date information?

Interested in

- News articles / case studies
- About Sport Wales

Opportunities

How might we make guidance content easy to access?



Description

Uses the websites to do practical tasks like find information quickly and/or apply, sign-up or download something

"I want the information as soon as possible and scrolling too much isn't great. I'm not expecting a trendy site – it should be functional!"

Motivation for visiting website

Passive Browsing  Active Search

How much of the website do they engage with?

Minimum use  Extensive use

Goals

I want to quickly find the information I need and complete a specific task on the Sport Wales website, without spending much time browsing.

Behaviour / Actions

- Uses internet browser directly to search for website pages
- Use their phone to access quick information (E.g. contact info)
- May frequently use the website to get the same info and/or updates
- Calls Sport Wales or professional body (E.g. NGB) when unsure

Example scenarios

- Contact information
- Available vacancies
- List of active funds
- Latest survey stats
- Apply for funding
- Sign up for membership
- Download resources

Current challenges

- Practical information is hard to find
- Website feels overwhelming and disorganised
- Inconsistent search results
- Some content lacks key details
- Difficult to find or revisit information
- Links are hard to spot / poorly placed
- Forgetting log-in details

Thinks

Why isn't this simple?

I don't want news content

Feels

Frustrated - practical info on the site is hard to find

Annoyed - takes time to look through the website

Interested in

- Survey data
- List of available funds
- Contact details
- Downloading resources
- Complete online forms
- Make a booking / contact NC

Opportunities

How might we make 'practical' content and call-to-action features intuitive to find and access?

Proto Personas - How to use them?

Benefits of using personas

User personas can help Sport Wales with understanding and empathising with their audiences, and make decisions that prioritise the user experience. Personas can also help with...

- Identifying potential pain points
- Guiding design and development choices
- Ensuring the project team stays aligned with users' needs throughout development.

Important: personas should continuously evolve and be updated as more data is gathered.

Practical examples of how user personas can be used by Sport Wales

- **Ideation** - Print the user personas and display them on a wall during ideation workshops to prompt the team to consider different ways users may interact with the website. (Alternatively, you can copy the PDF versions of the user personas into online whiteboards that are used for workshops, like Miro).
- **Recruitment** - Refer to user personas when recruiting participants for future research studies.
- **Evaluation** - Evaluate design changes and decisions against each user persona—how do the changes address or impact each type of user persona?

Prioritised 'How Might We' questions

Prioritisation activity

During the User Journey workshop, the Sport Wales project team then...

1. Reviewed the user journey map.
2. Brainstormed 'How might we' statements in response to the findings. 'How Might We' statements uncover opportunities and help form a bridge between research insights and brainstorming.
3. Took part in an interactive voting activity to prioritise opportunities most important to the team.

The top 5 'How Might We...' statements following the prioritisation workshop were:

How might we...
we reduce
'overwhelm'?

How might we...
improve the
search bar
function on our
website?

How might we...
make it clear what
areas of the
website are for
which users?

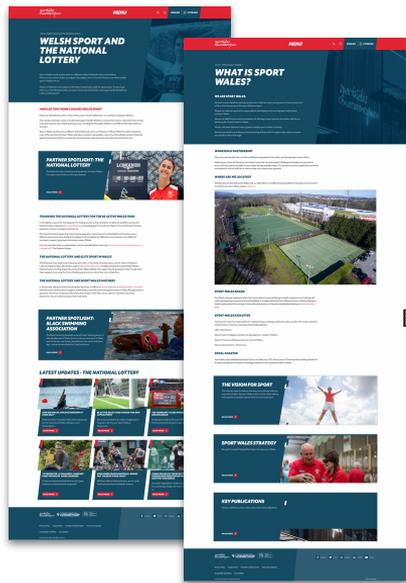
How might we...
make the user
journey easy?

How might we...
make our content
more readable /
understandable?

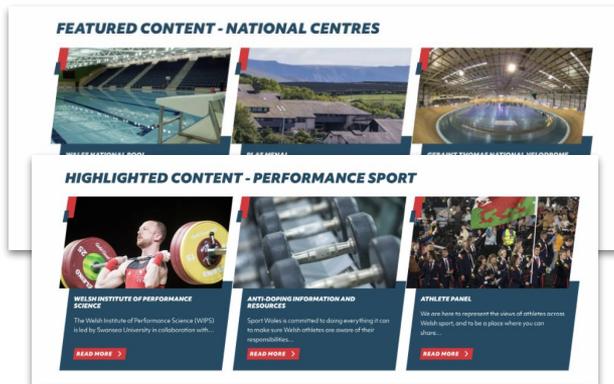
Recommendations for the website



How might we... reduce overwhelm? (quick-wins)



Shorten some pages

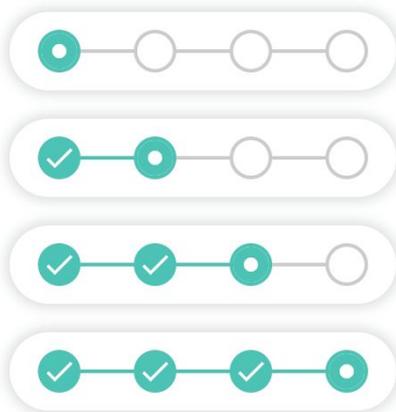


Reduce the elements that offer highlights / featured content (or anything that might feel like a scattergun approach to offering content options)

Other opportunities

- Archive older news articles
- Reduce latest news promos (keep this more to the home page)
- Make more of a distinction between evergreen content and news content
- Reduce the size of some imagery / CTAs

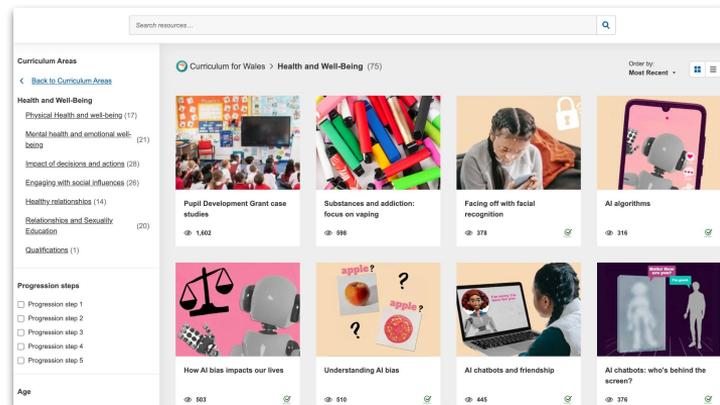
How might we... reduce overwhelm? (longer term)



Add guided / stepped content



Use 'editorial design' / 'magazine layouts' more sparingly



Create distinct spaces within the site e.g. guidance resources

How might we... improve search?



Boost recent content

Boost pages over articles

Quick wins?

- Adjust the algorithm to boost some results over others
- Archive older content
- Remove images from search results

Longer term?

- Add filters for drilling down to a smaller more focused set of content (e.g. filter by sport type, content type)
- Add hit-highlighting
- AND terms - don't OR them (so users can narrow the results by adding terms)

How might we... direct users to relevant sections of the site?



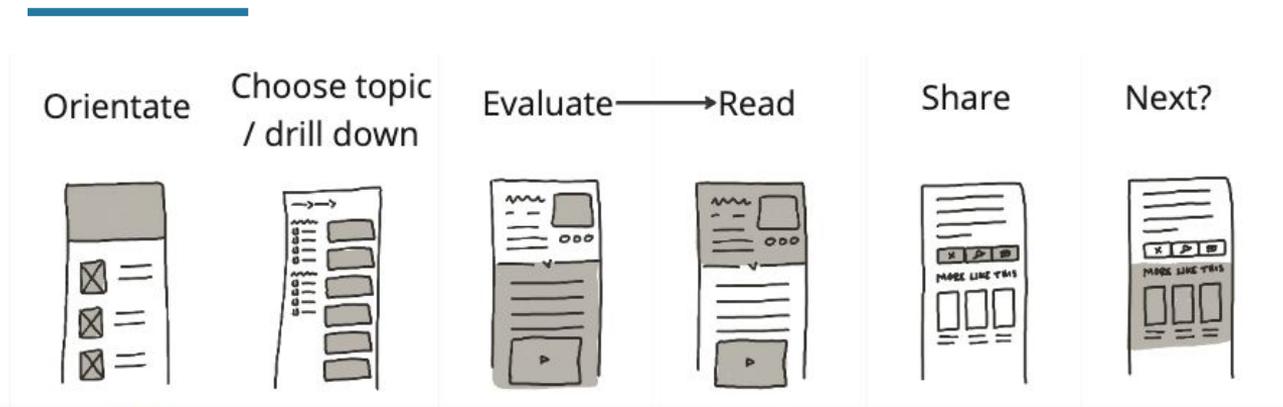
Quick wins?

- Expose nav on desktop
- Experiment with navigation options (treejack testing with users?)

Longer term?

- Move NC timetable / class info onto a separate site?
- Comprehension testing for all labels with professionals and non professionals

How might we ... make the whole journey easy?



Quick wins?

- Conduct and audit of components - and use more purposefully
- Organise by interaction mode
- Add sharing / saving
- Add 'more like this' instead of 'read all'

Longer term?

- Redesign and develop new components and patterns

How might we ... make our content more readable?

Readability

Metrics compared to other Grammarly users



Your text is likely to be understood by a reader who has at least a 9th-grade education (age 15). Aim for the score of at least 60-70 to ensure your text is easily readable by 80% of English speakers.

Vocabulary

Metrics compared to other Grammarly users



Readability

Metrics compared to other Grammarly users



Your text compares in readability to The New York Times. It is likely to be understood by a reader who has at least a 10th-grade education (age 16).

Vocabulary

Metrics compared to other Grammarly users



Readability

Metrics compared to other Grammarly users



Your text is likely to be understood by a reader who has at least a 9th-grade education (age 15). Aim for the score of at least 60-70 to ensure your text is easily readable by 80% of English speakers.

Vocabulary

Metrics compared to other Grammarly users



Website page assessed:

[The National Lottery's 30th Birthday and Welsh Sport](#)

Website page assessed:

[The 37 sporty projects to share £3.5m of Welsh Government funding](#)

Website page assessed:

[What is Sport Wales?](#)

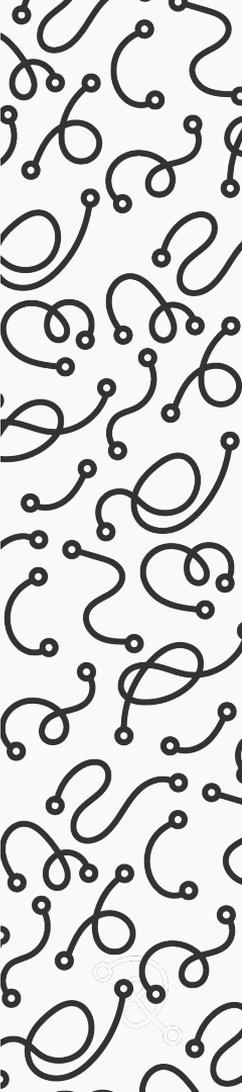
Quick wins?

- Target a reading age of 9 (on navigation pages) - 11 for guidance material / articles

Longer term?

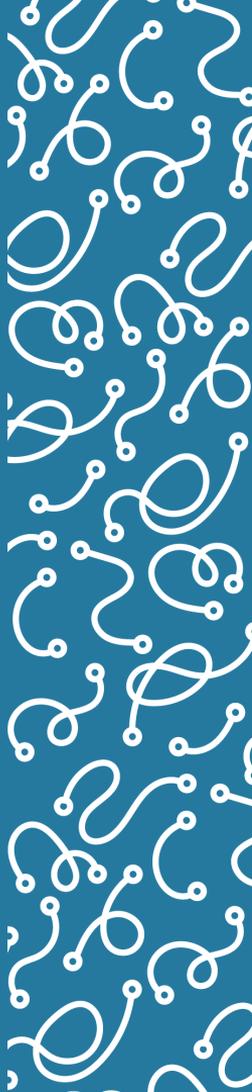
- Content patterns for scanning and skimming
- Create a reading mode

Reflections?



Research round 2

Online booking usability testing

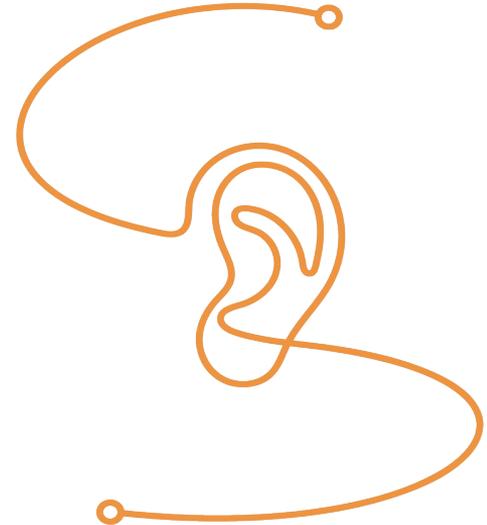


Discussion guide

Each interview lasted 60-minutes, and were conducted on a 1-2-1 basis.
The sessions outlined in the discussion guide followed the following format:

- Introduction
- Background questions
 - ◆ Including questions to better understand the participant's recent booking experience(s) at the National Centre
- Usability testing of Sport Wales [booking prototype](#)
 - ◆ Note, a minimum of one task scenario was tested with each participant
- Final reflective questions
- End of Session

[Link to Sprint 2 Discussion Guide](#)



Who we spoke to

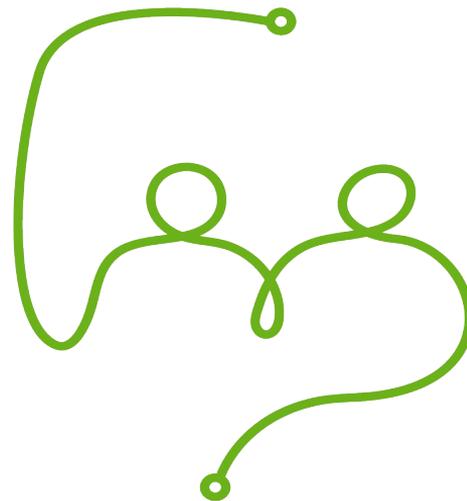
In summary, we spoke to 9 participants:

- 4 x currently employed by an NGB
- 2 x currently involved in a club that books services at the NC
- 4 x current members of the Sport Wales National Centre
- 2 x member of the public who were not currently members

Across this sample:

- 7 out of 9 participants had booked services at the National Centre facilities within 12 months (all except P12 and P16, both belonging to clubs)
- All participants currently lived in Wales
- 3 x participants had access needs
- 2 x participants completed their session in Welsh with a Welsh-speaking researcher
- Mix of ages and gender
- Mix of experience using the Sport Wales website
- Mix of digital confidence and competence

A detailed overview of each participant can be found in the [appendix](#).



Task scenarios tested

The following five task scenarios were tested in Sprint 2.

1. Booking accommodation
2. Booking meeting rooms
3. Booking a court
4. Booking a class
5. Considering membership options

We asked participants what their booking experience was with Sport Wales, and tested the task scenarios that reflected their experience. If time allowed, they also demonstrated other task scenarios.



Positive feedback

- Participants found the interaction design clean and easy to follow (one thing per page).
- Participants welcomed the ability to make simple bookings online, compared to calling up or emailing.
- The 'My bookings' page was very welcome - one participant expressed wanting this feature before seeing it, while another preferred it over the favourites option and wanted a way to create repeat bookings from past or upcoming bookings.
- Participants were excited by the concept and suggested extra touches to the logged in experience such as:
 - ◆ Digital gym codes and membership cards
 - ◆ Ability to add bookings to personal calendars
 - ◆ App suggestions to re-book activities or book alternative activities
 - ◆ See class capacity and ability to join waiting lists

Quotes

"It's all very clear, I'd use this every day."

P14

"The steps are easy to follow."

P15

"Flows as expected - happy there's no fluff (unnecessary writing)."

P17

Priority issues

- Design doesn't currently cater well for block booking accommodation and meeting rooms.
- NGBs were keen to be able to track 'burn down' of GIA budget - and so log in with correct account.
- Participants hoped to see availability upfront, especially before entering details required to make a booking.
- Location and capacity of facilities and classes was felt to be missing.
- Some wayfinding issues (e.g. 'Courts' didn't feel relevant for Table Tennis and team sports like football).
- Log in options - possibly not clear (in our prototype) that prices and availability would change on logging in.
- More info was needed on classes and who the instructor was.
- Some issues with smaller fonts and understanding where the bottom of the page was.

Accommodation booking

In general, the ability to book one-off accommodation via the app was welcomed by participants, and steps were clear to follow.

However, NGBs highlighted concerns related to block booking and event booking, which may indicate the current format may not be suitable for these particular use cases.

Overview of participants

The following 4 participants tested this task scenario:

- 2 x NGBs (P11 and P15)
- 1 x Club (P17)
- 1 x General Public - SWNC member (P13)

Booking accommodation from an NGB perspective

The following observations are specific to NGBs and their needs:

- There were concerns about how NGBs booking on behalf of their organisation would log in, whether this would be through a personal account or a shared/company account.
- There was a desire to track all bookings made by the NGB (Even if done by separate team members) and also the ability to track GIA funding.
- There was a desire to pay via invoice, which is in line with current processes.
- P11 felt that block-booking accommodation would be laborious in the current prototype format, as it would require them to restart the process and re-enter the same details for each booking.
- NGBs often book multiple accommodations under one name initially, as guest details and final numbers may not be finalised. They questioned how easy it would be to update bookings later.

Quotes

“Can I only book one room at a time? We book A LOT of accommodation every week. To do this 30 times would be laborious, and if I have to do this 40 weeks of every year...”

P11

“I would select a card payment for myself (personal booking), but if booking for my NGB I would like a fourth option to pay by invoice.”

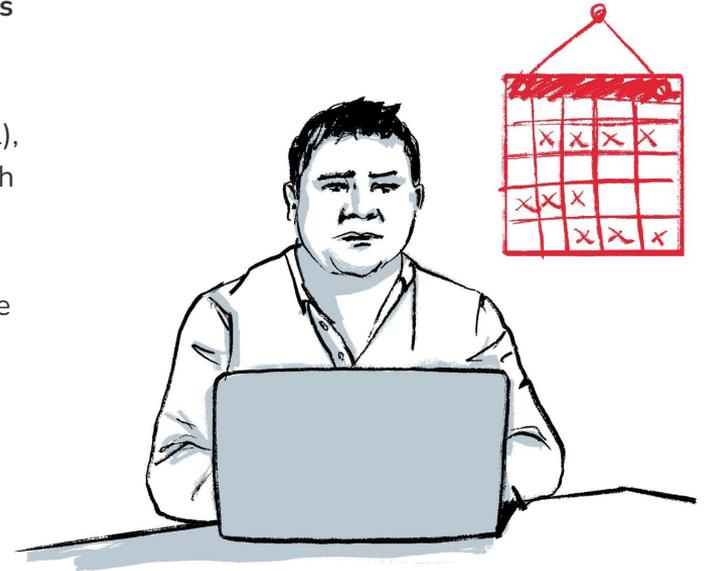
P15

Participant spotlight - P11 (NGB)

P11 provided their perspective of working for an NGB, and their current process of booking accommodation for an event. They shared...

- Their current process prioritises booking the main facility first (E.g., the hall), then working 'backwards' to book the remaining elements of the event such as accommodation.
- They prefer booking all rooms upfront, as it's easier to adjust later and 'give rooms back' once event numbers are finalised.
- They find the current pdf form to book accommodation 'convoluted', but highlighted that making bookings is helped by how knowledgeable the operations team is. They stated "they know how our events work".

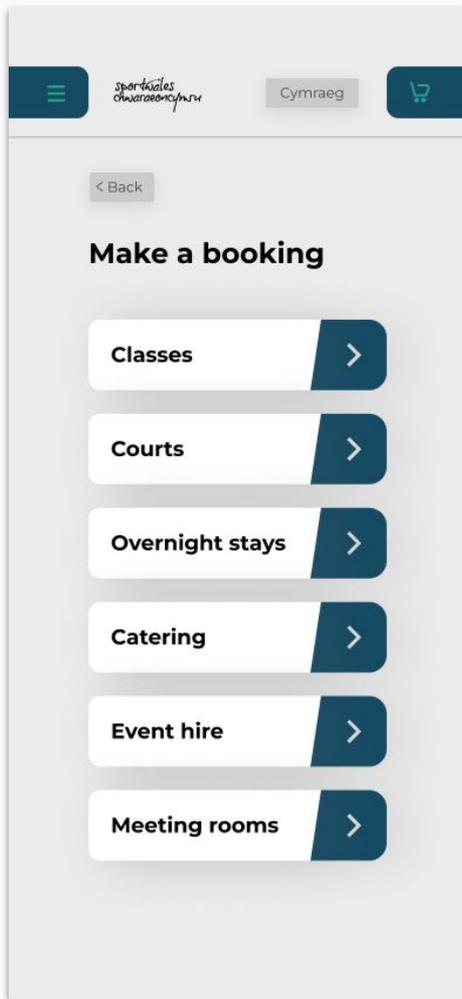
After reviewing the prototype, P11 suggested that the app didn't meet their needs of being able to handle both event bookings (different types of bookings for one event), and block bookings (multiple bookings of the same type).



Make a booking

Observations

- All participants understood they needed to press 'Overnight stays'.
- P11 commented they were initially confused by the label, and suggested 'Accommodation' would be a better label to 'Overnight stays'. They thought this label was 'too narrow' and felt that it didn't suggest that more than one night could be booked.



Quotes

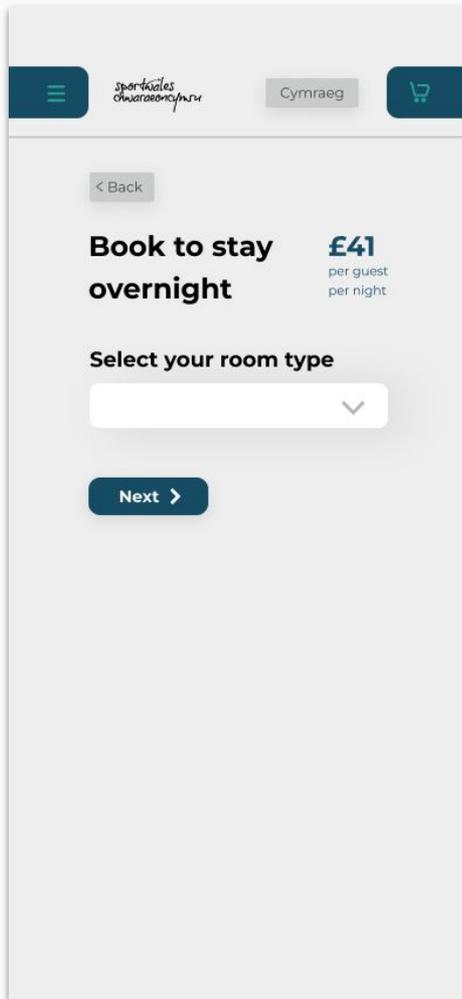
“Not keen on ‘overnight stays’... it’s always called accommodation, that’s what it’s labelled around the building”

P11

Select room type

Observations

- Many participants hoped to see a calendar and/or availability first, before selecting room type.
- Desire for detailed information on differences between room types, E.g. size, occupancy and location in building.
- Desire to select rooms like theatre tickets to visually see their location in the building and choose based on preferences or proximity to facilities.
- NGBs noted the price shown, and commented they wouldn't pay if using GIA funding.



Quotes

“Rooms vary in size and location, so one twin isn't the same as another twin. Our head coach always likes the corner twin as it's bigger.”

P11

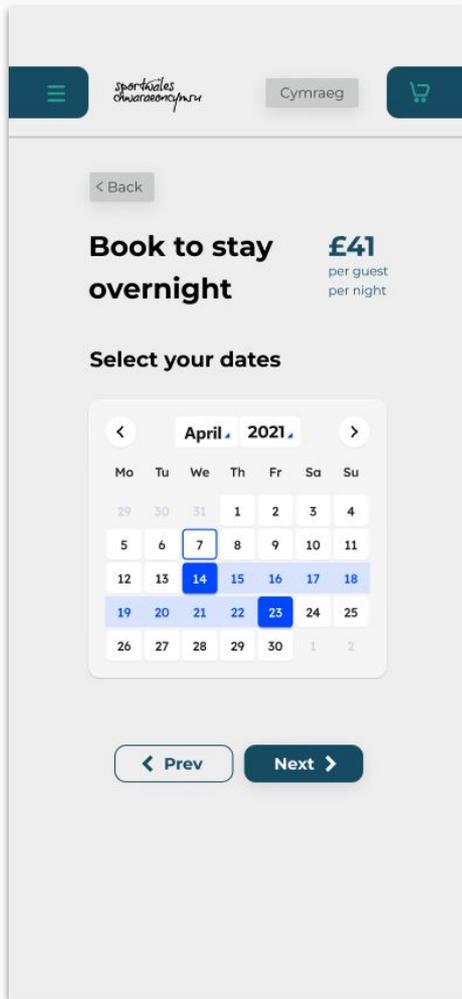
“I want more clarity on the options.”

P15

Select dates

Observations

- Majority of participants gave positive comments on the interactive calendar, stating that it was clear and familiar.
- P17 commented that they would like to visually see what dates were available and not available, e.g., green and red colour coding.
- P15 commented that it wasn't clear whether the selected dates were available, and would want to know this before going any further in the booking.



Quotes

"I like the calendar layout, it's very user friendly."

P11

"It's a common way to select dates."

P13

"I assume the booking is available, because it hasn't told me otherwise?"

P15 (after clicking next)

Meeting room booking

Both participants generally welcomed the ability to book a meeting room through the app and understood the process.

However, they highlighted challenges with the step-by-step flow and presentation of information, and wanted a simpler way to duplicate bookings for block bookings.

Overview of participants

The following 2 participants tested this task scenario:

→ 2 x NGBs (P11 and P15)

Meeting room booking

Key observations related to booking meeting rooms included:

- Participants preferred to see which meeting rooms were available on their chosen dates first before entering booking details, as they felt entering details for unavailable rooms would be a waste of time.
- It was highlighted that meeting room names may lack context for new users. Participants wanted more upfront information about the rooms to compare options and select a room based on their needs.
- Participants wanted a simpler way to duplicate bookings for block bookings across multiple dates. They felt it would be laborious in the current prototype format, as it would require them to restart the process and re-enter the same details for each booking.

Overview of participants

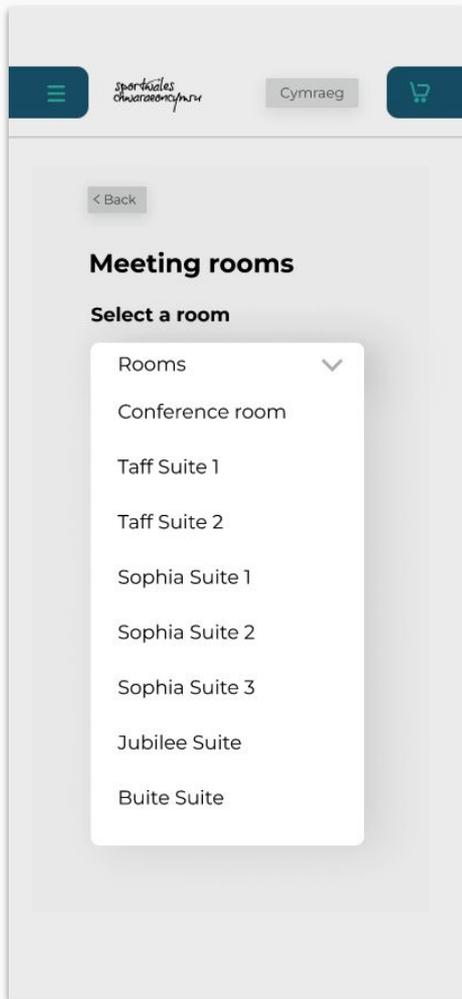
The following 2 participants tested this task scenario:

- 2 x NGBs (P11 and P15)

Select a room

Observations

- Meeting room names lack context for new users.
- There's no feature to help book adjacent meeting rooms (E.g. Sophia Suite 1 & 2).
- Participants expected to see more details on each room before selecting, such as capacity and location.



Quotes

“What room would I pick if I have 50 or 70 people, and where is it in the building and what other facilities is it close to? I also know in some of the meeting rooms there’s a connecting door...”

P11

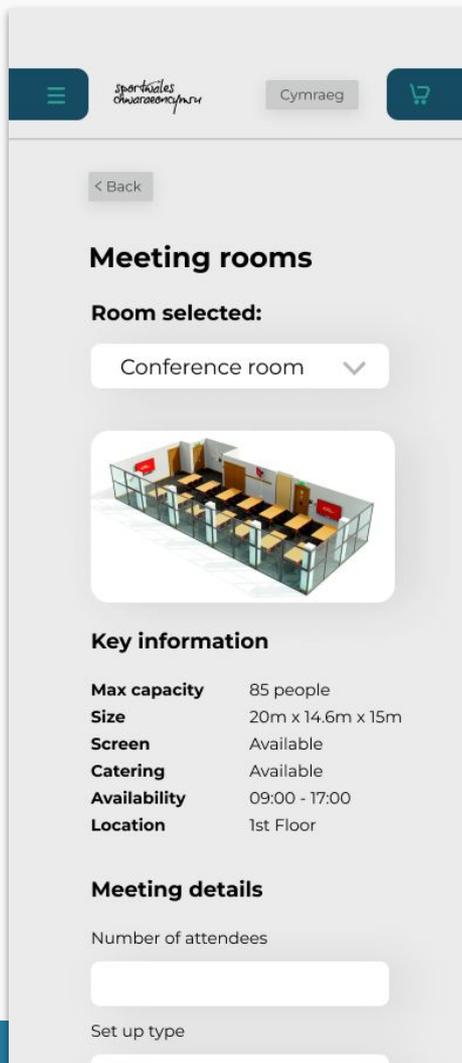
“This drop down assumes I know the rooms.”

P15

Room details

Observations

- Images of meeting rooms were helpful and well-received.
- Participants wanted to see room availability before entering booking details.
- Some participants desired the ability to book multiple dates using the same details.
- P11 preferred discussing catering directly with staff due to their close relationship, rather than including specifics when booking.



Quotes

“I want to see calendar first and what rooms are available - then see which one is suitable for me?”

P11

“This key information is helpful to make a decision of what to book”

P15

Court booking

Participants welcomed the ability to book court bookings online, and many liked being able to use quick payment options like Apple and Google Pay.

They found the process for booking a court generally clear, but suggested improvements that would enhance their overall experience.

Overview of participants

The following 5 participants tested this task scenario:

- 4 x Public - Members of Sport Wales National Centre (P13, P14, P16, P18)
- 1 x Club (P12)

Court booking

Key observations / suggestions related to booking a court included:

- Being able to easily see court availability up-front was important to participants.
- Clarity on if, and how the app would present class prices and availability depending on if users were logged in or not.
- Some wayfinding issues were highlighted related to how courts and sports were categorised.
- Some participants wanted to add bookings to their personal calendar.
- Some participants wanted the ability to easily book multiple court sessions at once, duplicate similar bookings and book longer sessions.
- Some participants wanted the ability to cancel and amend bookings made easier, as they felt the current confirmation page design was confusing.

Overview of participants

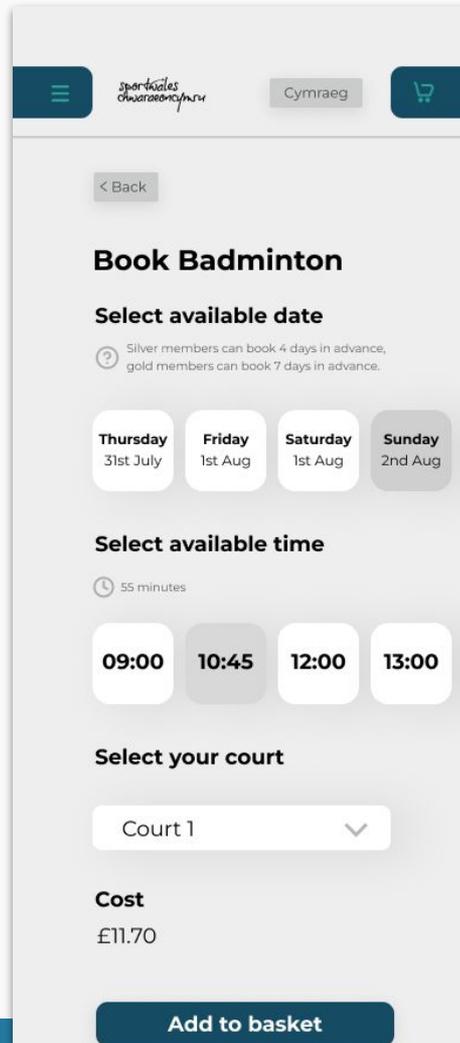
The following 5 participants tested this task scenario:

- 4 x Public - Members of Sport Wales National Centre (P13, P14, P16, P18)
- 1 x Club (P12)

Book badminton 1

Observations

- There was some confusion when using 'add to basket'; and expected app to guide them on next steps, such as 'Go to basket' or 'Book another court'.
- Participants found the court selection dropdown unhelpful, as they either didn't mind which court they were assigned or lacked enough information (e.g., location) to choose.
- Participants understood they could drag and scroll to view times and dates, but P12 noted the lack of a visual cue, like an arrow, and P19 preferred a calendar view.



Quotes

"I don't know the difference between the courts, are they all in the same room?"

P18

Book badminton 2

Observations

- Information on membership and court hire time length were missed by participants, due to small font.
- Participants wanted an option to add equipment hire, or book sessions longer than 1 hour.
- P12 and P19 assumed grey meant unavailable time slots but felt this could be clearer.
- P16 expected available times to appear only after selecting a day and courts to show only after choosing a date and time.

< Back

Book Badminton

Select available date

🕒 Silver members can book 4 days in advance, gold members can book 7 days in advance.

Thursday 31st July Friday 1st Aug Saturday 1st Aug **Sunday 2nd Aug**

Select available time

🕒 55 minutes

09:00 **10:45** 12:00 13:00

Select your court

Court 1 ▾

Cost
£11.70

Add to basket

Quotes

“It would be better to have a matrix so you can avoid scrolling - but you might not have the space”

P19

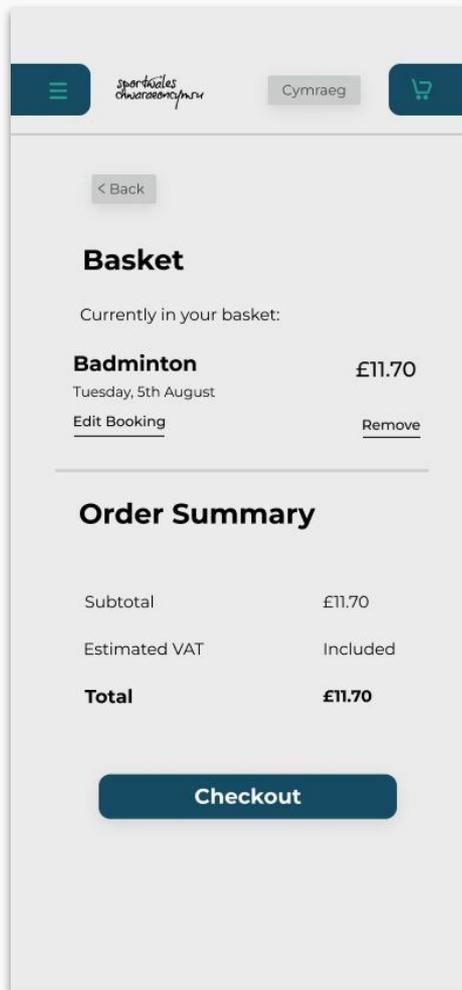
“Only thing is - what if you want to play for more than 1 hour? Would you need to book 2 sessions?”

P14

Basket

Observations

- Two participants were unsure what would happen if they clicked 'back', e.g. make another booking or restart current booking.
- Participants wanted it to be made clearer how to add another booking before checking out.
- Some participants said the small font was difficult to read E.g. the date.



Quotes

“I would be concerned about clicking back as it might undo what i've just done.”

P19

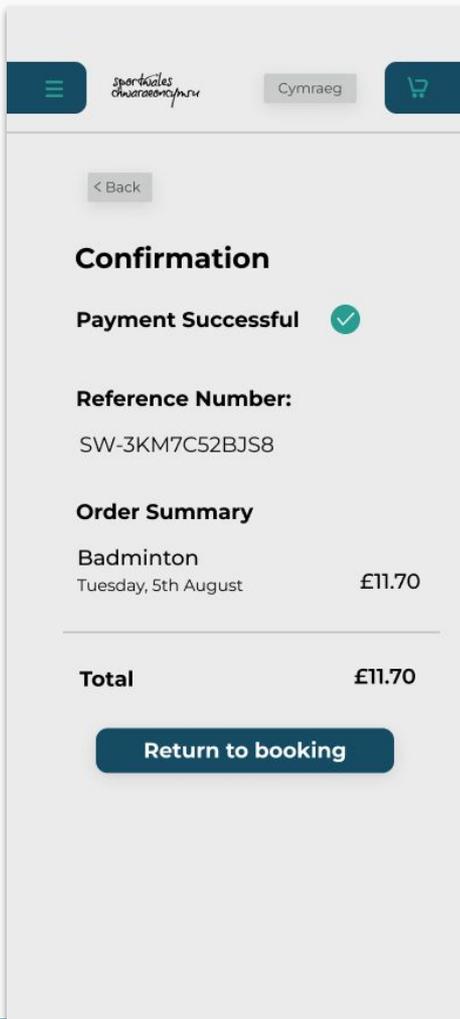
“I might struggle with the small grey font here..”

P18

Confirmation

Observations

- Participants appreciated receiving a reference number, but wanted the option to receive a confirmation email too.
- P12 wanted the option to create an account at this stage to make it easier in the future for complaints or amendments.
- Some participants desired an option to add the booking to a digital calendar.



Quotes

“It would be good to have link to add to calendar”
P19

Class booking

All participants welcomed the ability to book classes online, and particularly liked the ability to see all their bookings in one place via the homepage.

They found the process for booking an class online generally clear, but suggested improvements that would enhance their overall experience.

Overview of participants

The following 5 participants tested this task scenario:

- 4 x Public - Members of Sport Wales National Centre (P13, P14, P16, P18)
- 1 x Club (P12)

Class booking

Key observations / suggestions related to booking a court included:

- The ability to easily book multiple classes at once, and/or duplicate similar bookings. Some participants reported that they typically book multiple classes at once over the phone and/or in person.
- More information on the different classes available, including who is running them and the class type (e.g., intensity).
- Visibility of capacity levels per class, and option to join waiting lists.

Overview of participants

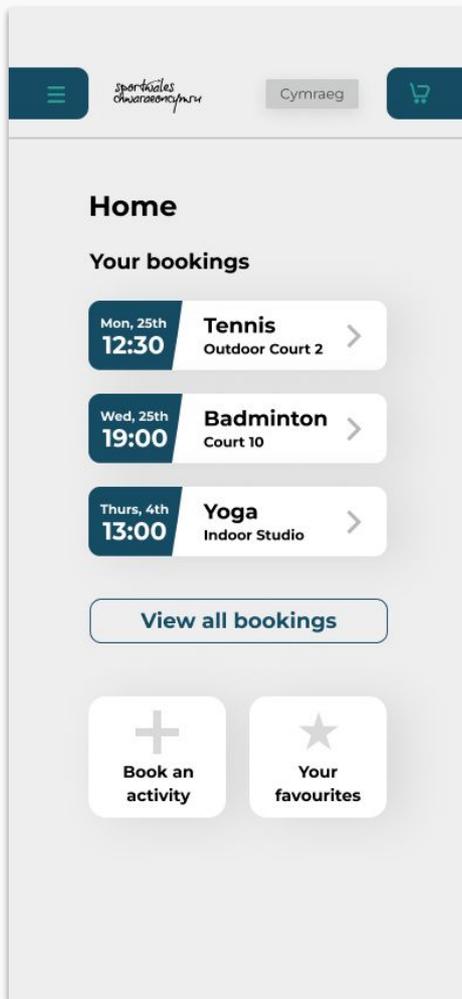
The following 5 participants tested this task scenario:

- 4 x Public - Members of Sport Wales National Centre (P13, P14, P16, P18)
- 1 x Club (P12)

Home

Observations

- Participants generally found the home page clear and understood to navigate to 'book an activity' at to start a circuit booking.
- P12 wanted an option to edit their profile and sign out to be visibly displayed on the home page



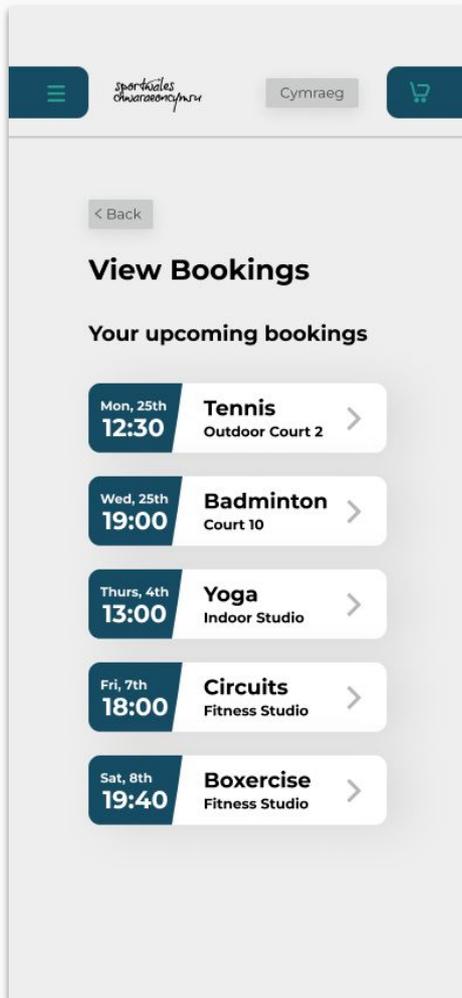
Quotes

“Very clear, like the set up”
P12

View bookings

Observations

- Participants generally found the 'view all bookings' page clear.
- They appreciated the clear presentation of information, with bookings ordered by time and date.
- P14 emphasised the importance of seeing who is running the class, as this can vary.
- Some participants expected to make a new booking by clicking into an upcoming booking. P12 suggested the option to duplicate an existing booking.



Quotes

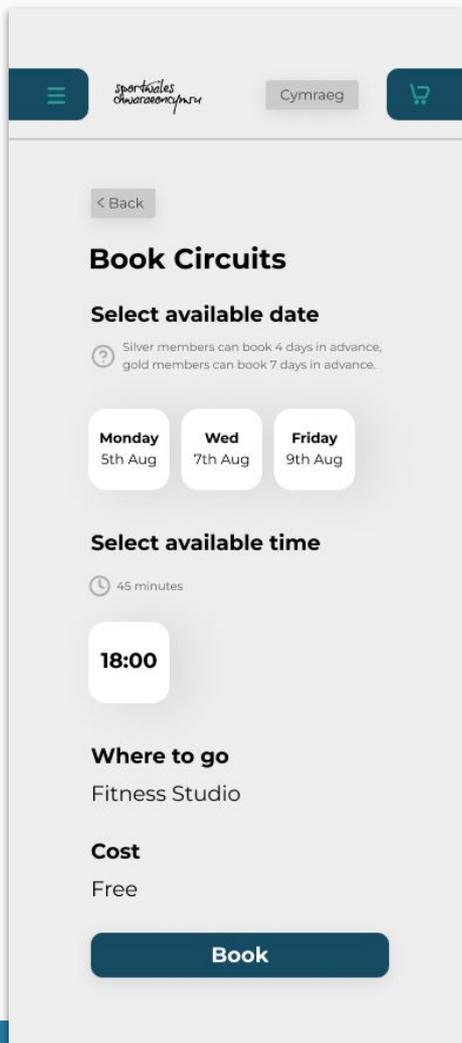
"It's handy that it shows all your bookings in one place"
P13

"I assume if click the arrow, I can go in and duplicate the booking to do it again?"
P12

Book circuits

Observations

- P12 and P18 found the membership and court hire time info difficult to read
- P12 was unsure whether the displayed time was the 'only available' slot or the 'only class' on that day.
- Participants wanted more information on the different classes available, including who is running them and the class type (e.g., intensity).
- Participants wanted to see capacity levels per class, and option to join waiting lists.



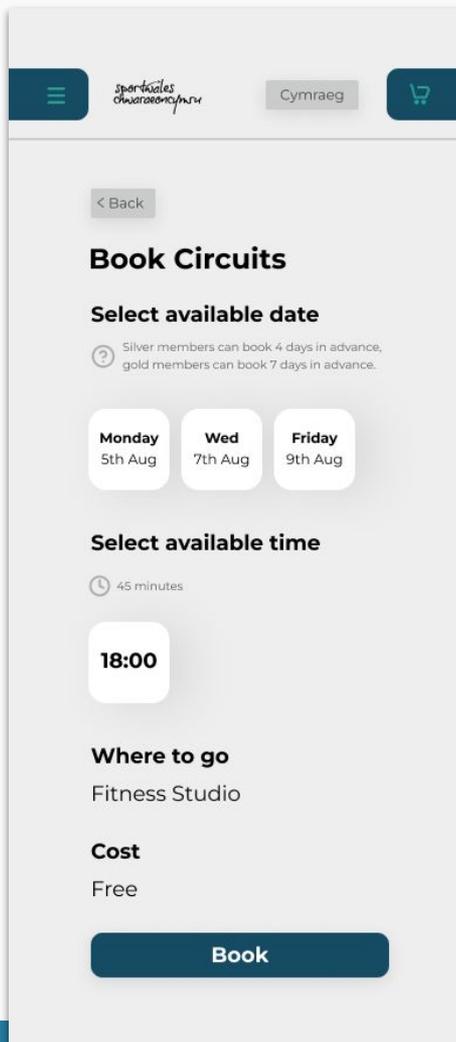
Quotes

"I'd like more info on what each class is doing, is it weights based or cardio based? Circuit trainers usually have a certain expertise too"
P12

Book circuits

Observations

- There was a desire for suggestions of other available classes if the requested time wasn't free.
- Some participants liked the idea of being able to book multiple classes at once.
- P12 expected a link to read more about the silver and gold membership benefits.



Quotes

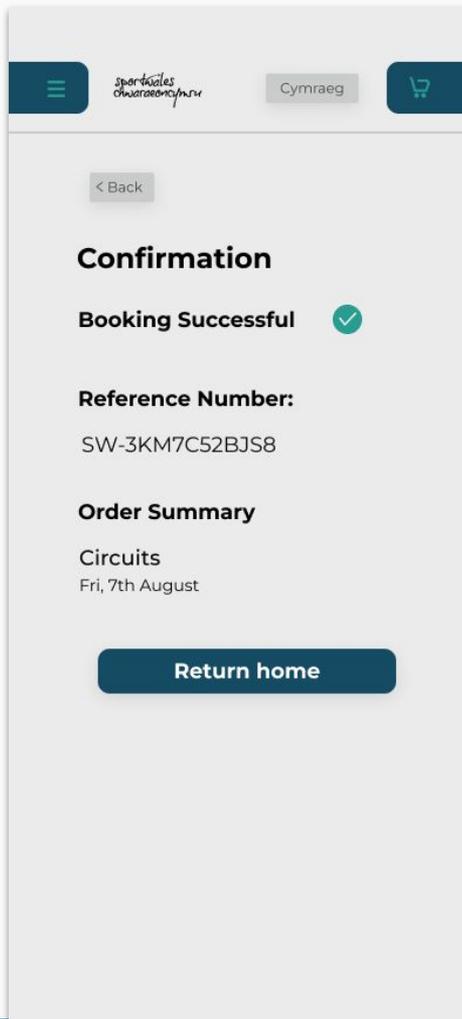
"If this class isn't available, what other cardio / gym based alternatives are available?"

P12

Confirmation

Observations

- P18 wanted the app to store her membership card digitally and to receive daily gym codes through the app too (if booked).
- They commented that having to scan in at reception to get a daily gym code can be frustrating, especially if there's a queue.
- P18 also mentioned that they have lost their physical membership card before, so having it on the app would be helpful.



Quotes

"... there can be a big queue which is annoying if all you need is the gym code"
P18

Membership management

Participants were open to managing memberships through an online app, with two welcoming the potential to reduce reliance on reception staff for tasks like changing memberships or accessing the gym (e.g. using a digital membership card or accessing daily gym codes via the app).

Participants demonstrated wanting to easily check their membership details and compare tiers, but found some challenges with the current app design.

Overview of participants

The following 4 participants tested this task scenario:

- 2 x Public - Members of Sport Wales National Centre (P13, P18)
- 2 x Clubs (P12, P16)

Membership management

Key observations related to reviewing membership included:

- It was not immediately clear to participants where they needed to go in the app to check their membership tier.
- Information on costs and benefits (included in 'view prices') was generally clear, however participants were observed to continuously have to scroll up and down to be able to compare tiers due to the way tier information is split in separate tables.

Overview of participants

The following 4 participants tested this task scenario:

- 2 x Public - Members of Sport Wales National Centre (P13, P18)
- 2 x Clubs (P12, P16)

Memberships

Observations

- Some participants expected their membership to be highlighted on this page (instead of 'Profile', and initially expected to see information on costs and benefits (included in 'view prices').
- P12 stated that the descriptions lacked detail, and would want more info on discounts.



Quotes

“It's arbitrary, everyone likes a discount, but what is it?”
P12

Edit membership

Observations

- Some participants were confused by the change in layout on this page, making it difficult to understand the information.
 - ◆ P18 noted the info related to bronze membership at the top was displayed differently to the boxes below, and didn't know what section it belonged to.
- P12 said the info would be better as a chart or table so they didn't have to scroll up and down to compare memberships.

Healthia

Memberships & Pay to Play

Bronze

The Bronze membership is a 'Pay and Play' membership. An initial fee is payable which is renewable on an annual basis. Members are then required to pay for their usage each time.

	Joining	Renewal Fee
Adults	£25.40	£19.80
Concessions	£19.80	£14.85
U18's	£19.80	£14.85
Seniors	£19.80	£14.85
Students	£19.80	£14.85

Non-Member

Pay and Play

The non-membership is a 'Pay and Play'. This does not include access or Use of the Cardio or Weight room/ Gym.

Quotes

"I'm not really sure what that top unboxed section is...the block sections below make sense though"

P18

Service blueprinting workshop

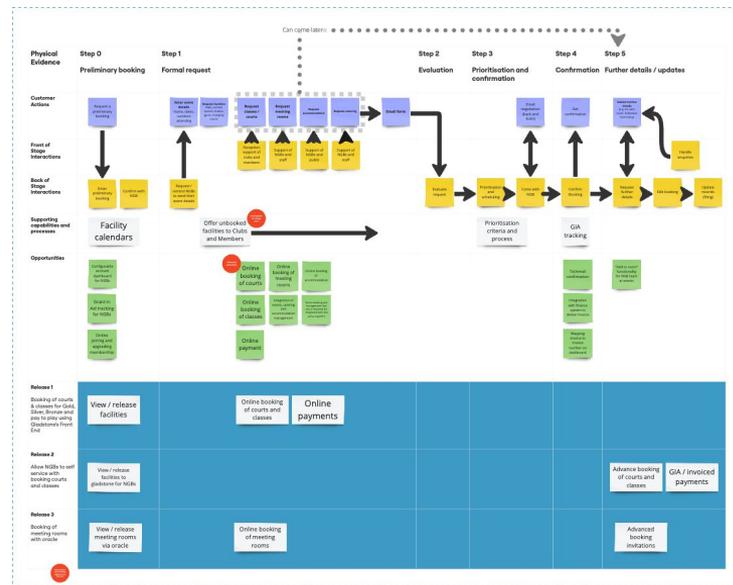
From the findings of the Sprint 2 usability testing, ethnographic research and desk research, we created a high-level, 'as-is' service blueprint.

This high-level blueprint was created for a workshop that was held on 28th November 2024, with members of the Sport Wales team.

The map outlined:

- ➔ The main steps for an NGB booking an event as an NGB, including customer actions.
- ➔ 'Front stage' interactions with staff and 'Back stage' (hidden) actions.
- ➔ High-level overview of supporting capabilities and processes
- ➔ Opportunities (also included findings from previous user research*)
- ➔ Draft ideas for staged 'releases' of online booking features.

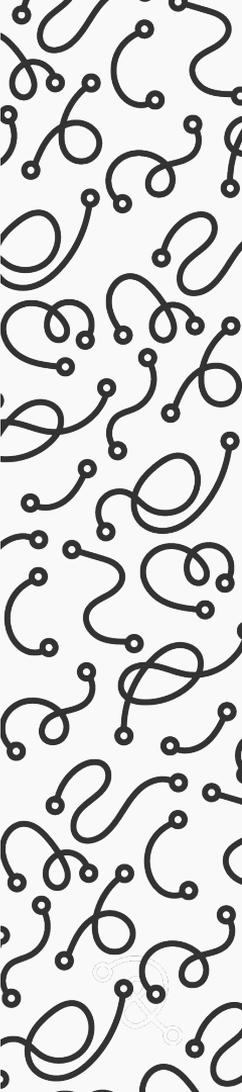
[Link to the service blueprint workshop outputs.](#)



Screenshot of service blueprint workshop activity

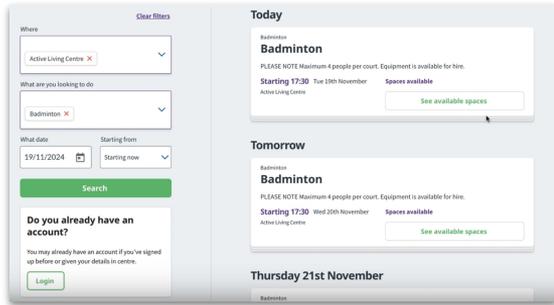
*Ref. 4 - SWNC Bookings Service Discovery Report & Recommendations from [Desk research reference list](#)

Recommendations for online booking

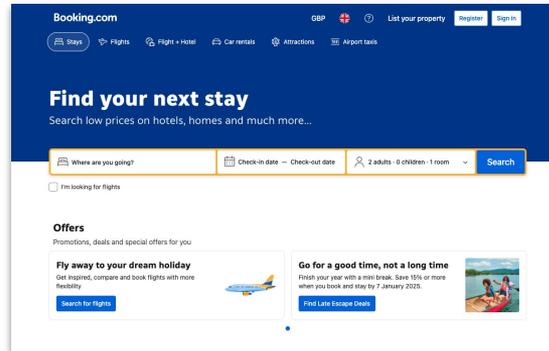


1. An iterative, phased approach

to speed up the feedback loop with users



Gladstone booking site for members



Booking.com to address your 50% occupancy

Short term?

- Start by utilising supplier platforms / integrations (E.g., Gladstone front-end platform & Oracle's ability to process bookings on Booking.com / Hotels.com)
- Continue design work on Meeting room booking functionality for staff

Long term?

- A unified design system across platforms
- Single sign on

2. Co-design with the customer services team

to ensure internal user needs are met



Target badminton

Every morning from 8am-8:30am, the team receive multiple phone calls from customers across multiple phones in reception

Members using online booking will free staff time from 'busy work'



Controls to release facilities to online booking

Support the ability to mark resources as available for online booking - once NGBs have indicated they don't need them

Staff releasing unused resources will enable online booking by Public, Members and Clubs

Short term?

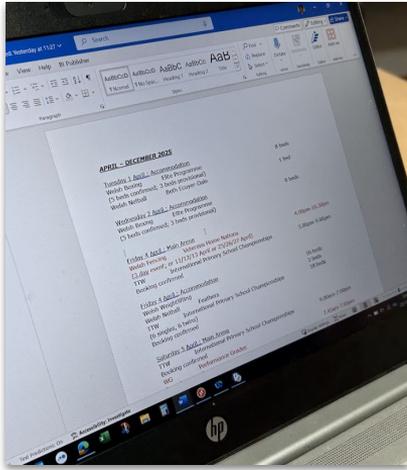
- Codesign workshops to re-align on vision
- Address concerns about digital
- Approach systemically

Long term?

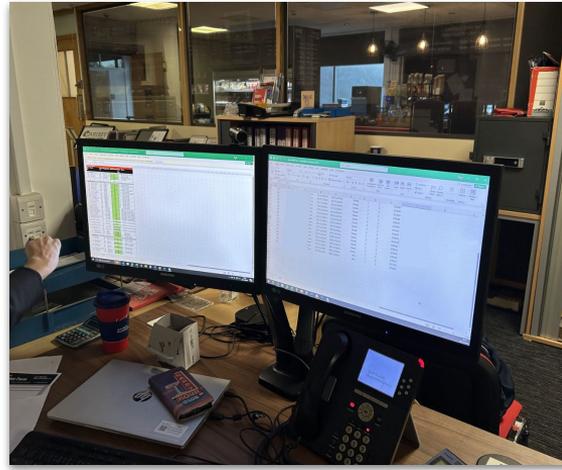
- Regular collaboration sessions
- Shared KPIs and monitoring

3. Invest in digital tooling for back office staff

For better management of facilities (around the demand from NGBs)



Master word document used to schedule NGB bookings



Translating guest info from the NGB provided format (Left) to the format used internally (right)

Short term?

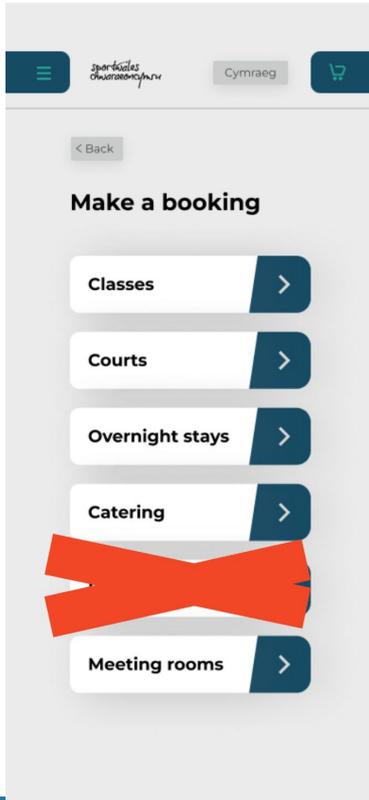
- Baseline the requirements for back office interfaces
- Eco-system diagram of the existing tech that back-office use

Long term?

- Unified facility calendar (single source of truth)
- API integration with Oracle and Gladstone

4. Don't replicate the existing event booking process

It's too complex!



“Group bookings make up 90% of all bookings... this is what makes it difficult to have an online system”

National Centre staff member 1

“The current booking form is 'clunky' ... there's lots of options still shown even if someone wants to make a simple booking”

National Centre staff member 2

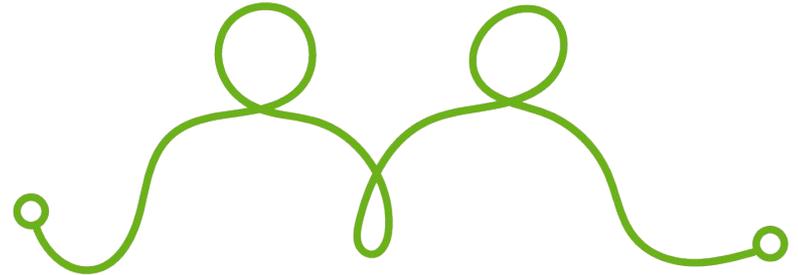
Suggested approach

- Tackle short modular interactions that can be combined in any sequence
- **Aim to capture simple event booking details**
Name, dates, numbers attending, main facilities required: Halls, outside spaces, studios, gyms, changing rooms
- Maintain a large booking window for NGBs to use online booking of accommodation, meeting rooms, courts and classes to go with their event

5. Investing in your team / enlisting support

We recommend building on your capacity to design, build and deliver ongoing updates to your website and booking processes. In particular, we recommend...

- Ongoing **user research expertise** will help you test and refine your solutions to the UX issues raised in this report.
- **UI design** (and interaction design) skills will speed up your process of getting to production ready design work (e.g., ensuring best practice usability and accessibility standards are adhered to).
- Some additional capabilities around **service design** are also likely to be needed to support the running of co-design workshops with your customer services team (and other teams within the NC).

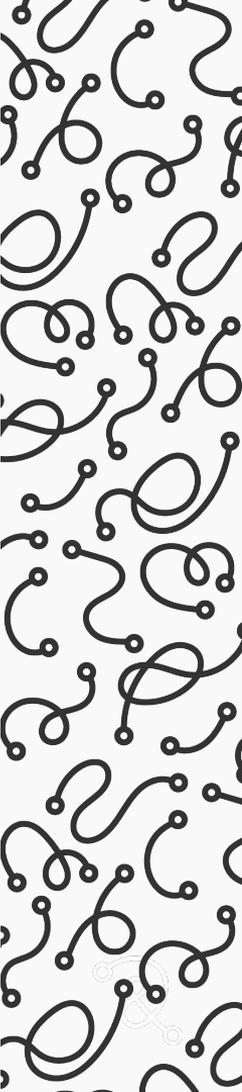


Please note

The Sport Wales team have demonstrated exceptional collaboration, creativity, and adaptability during this project. Any impediments or challenges were met with quick solutions and a commitment to excellence.

We think it's been a great, united effort!

Reflections?



Evidence not guesswork



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