



Sport Wales

User research and user interface support

Weeknotes

Feb-March 2025 | Private & Confidential



Building on our work together

Thank you for the opportunity to partner with you on this extension to our initial project.

We will explore and support:

- A new navigation system for the website, to enhance wayfinding and discoverability
- A audit of your content and components
- Foundations of a new UI system

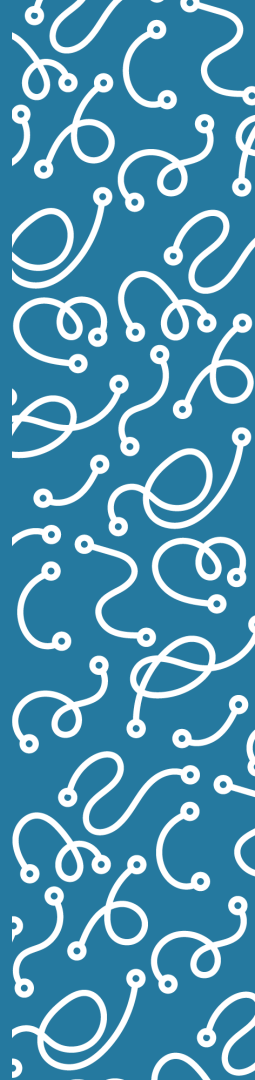


Approach

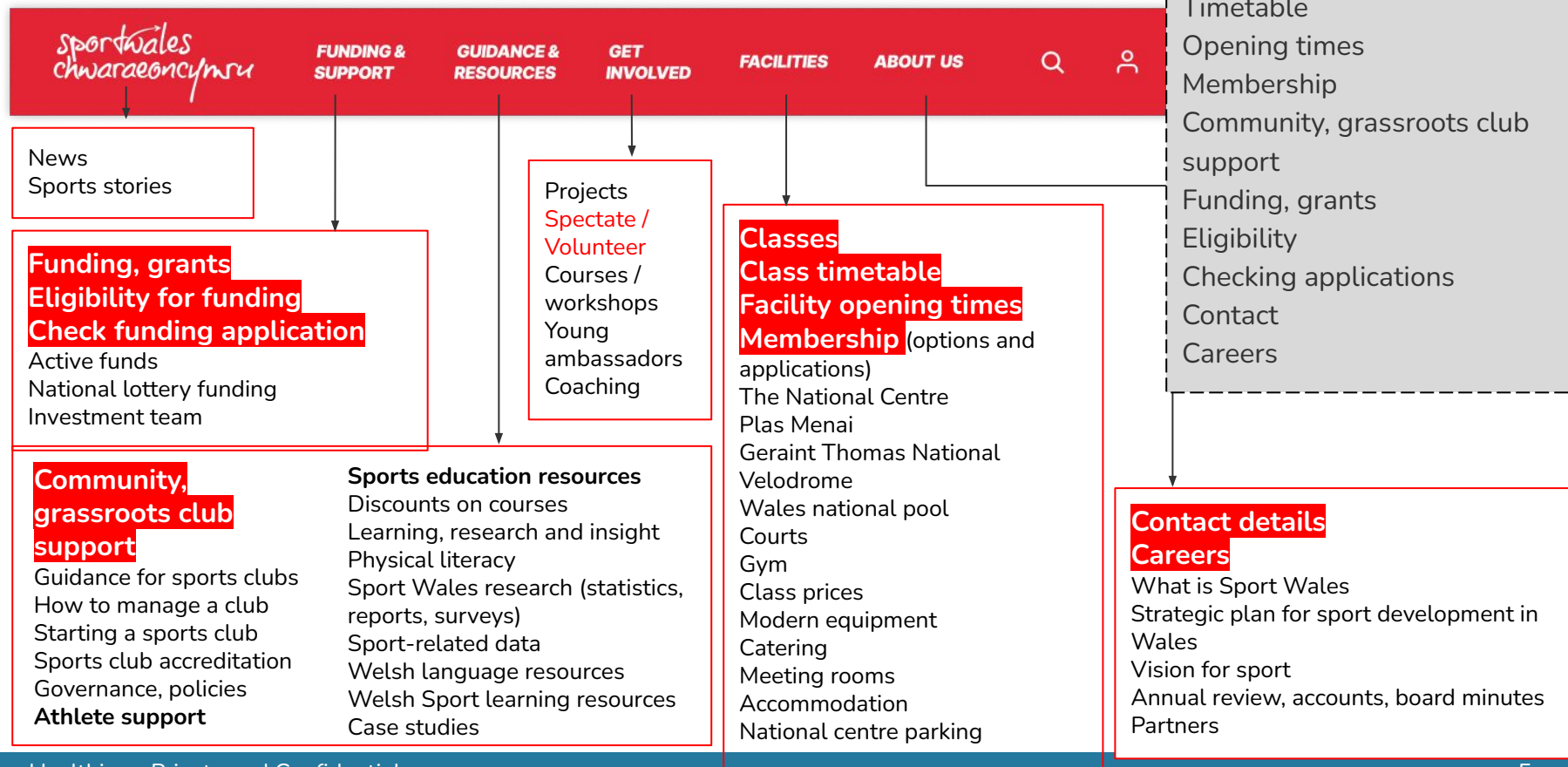
Week 0 PLANNING Kick off Recruitment planning	w/c 17th Feb NAVIGATION DESIGN Draft 2 x navigation structures Write tasks for tree test (max 10 per tree) Test them using treejack	w/c 24th Feb CONTENT AND COMPONENT AUDIT Gather representative samples Evaluate components Sketch recommendations Organise by interaction mode	w/c 3rd Mar PROTOTYPING / CONTENT EXEMPLARS Design 6 x content exemplars Prototype the journey to each (desktop only) Create a welsh version (with SW translator)	w/c 10th Mar TESTING Test with 6 x participants (mix tbc) Initial analysis	w/c 17th Mar REPORT & HANDOVER Analysis, reporting and presentation
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UI design: prototyping and iteration, design of components ready for handover to front-end dev

Navigation and content design



From our previous project...



Map, re-org, reduce

- Mapping content to expose existing routes and issues
- Identifying duplication and redundancy
- Noting different content objects / points of interaction and how they work together
- Considering ways to make existing content feel more coherent and cohesive
- Considering ways to speed time it takes to complete tasks
- Organising content blocks under new navigational tree; considering grouping, naming, interactions
- Setting up first Treejack test tree and tasks to explore how users think about key tasks and where they would look for answers to their questions.

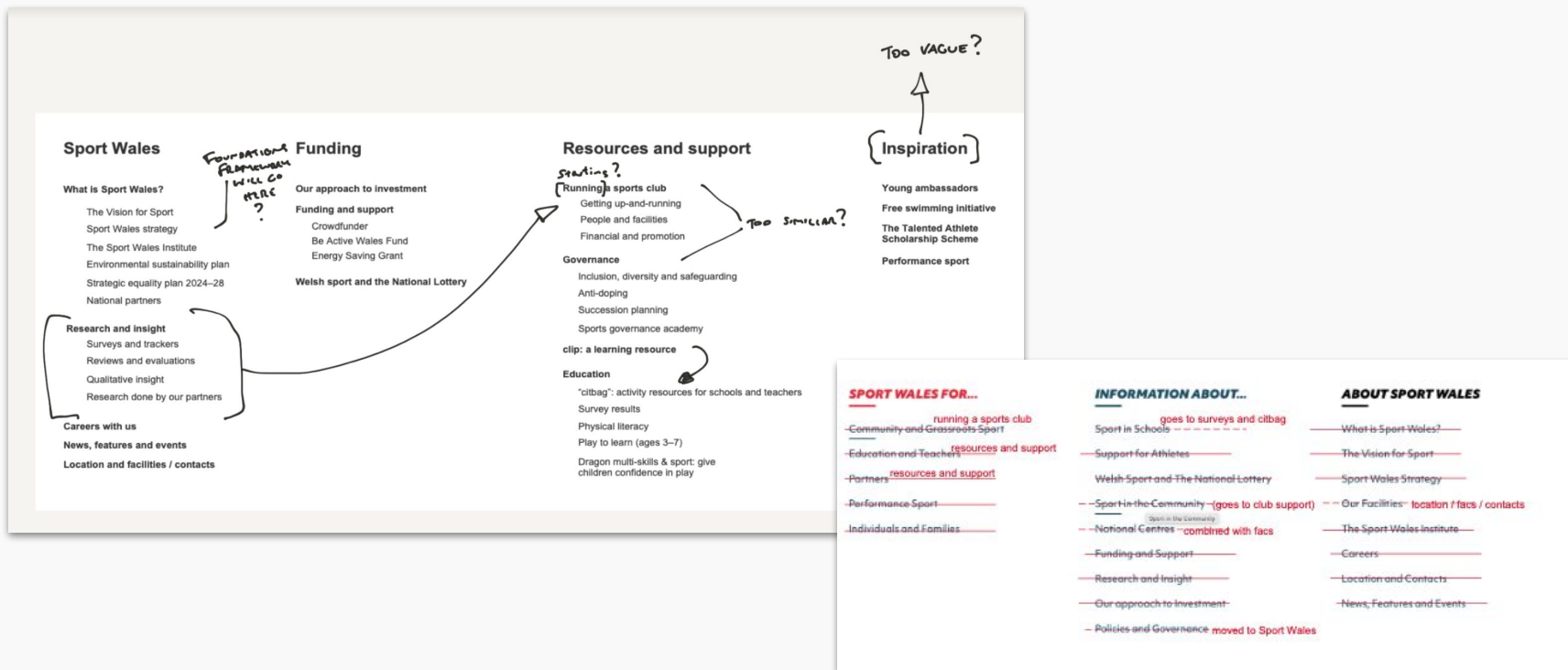
Create a version of Sport Wales that promotes:

- Discovery
- Exploration
- Sharing
- Learning
- Participation

And which feels:

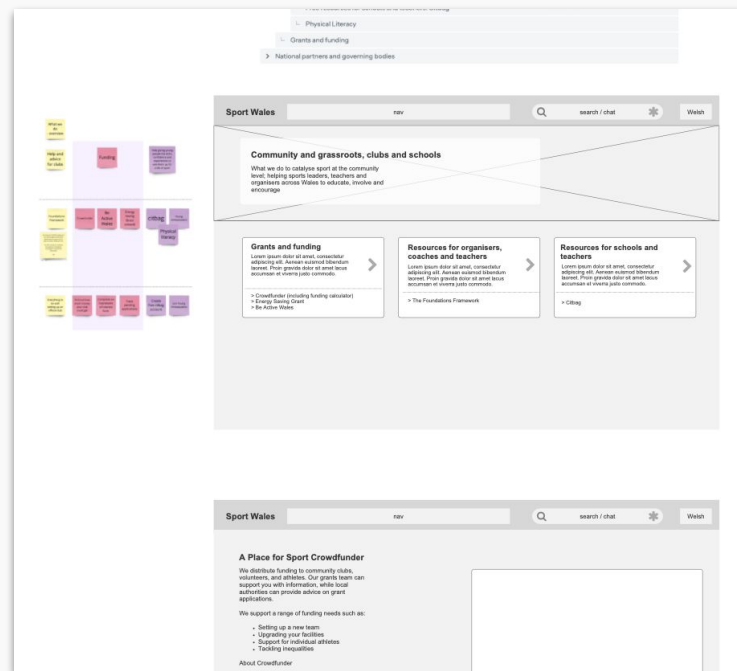
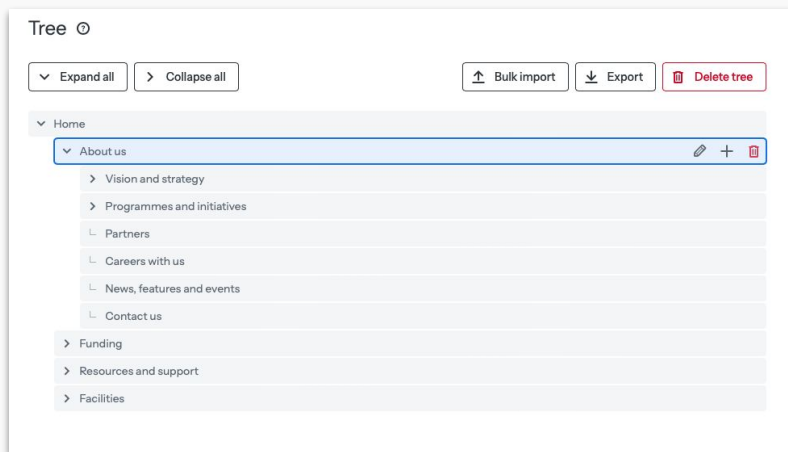
- Clear
- Simple

Workings...



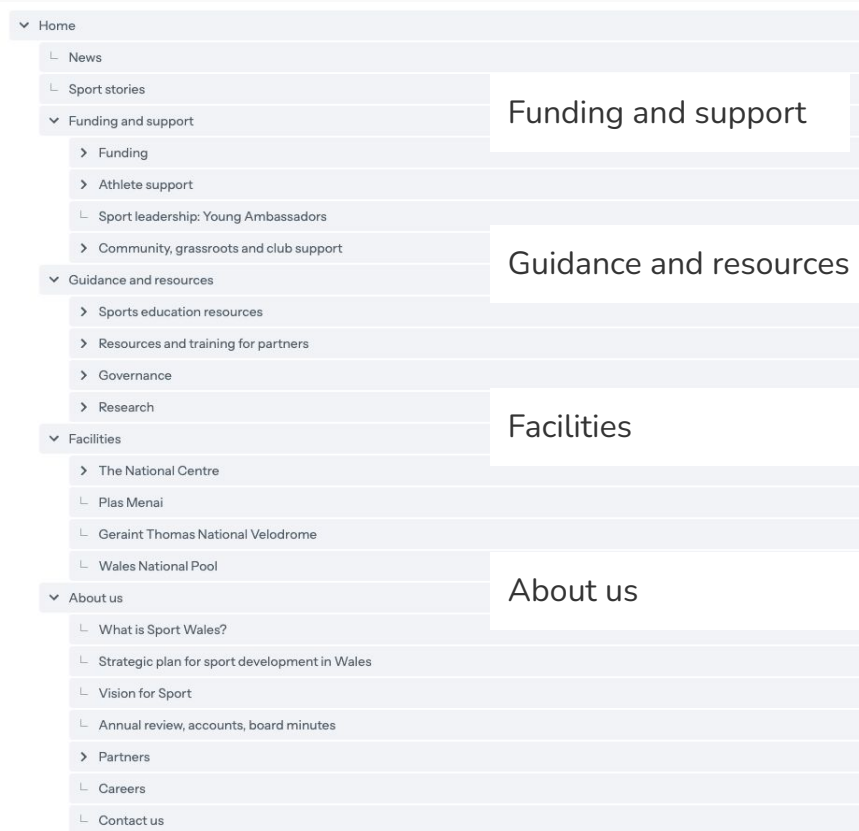
Treejack tests, wireframing

- Two potential navigational schema worked up and reviewed
- Top tasks written, reviewed, iterated and re-reviewed
- Treejack tests set up in English and in Welsh
- Key page types identified for wireframing



Tree 1

Grouping by task type
(funding, guidance, facilities)



Tree 2

Grouping by user type
(individual, local/community, national)



Treejack overviews - a close call?

Tree 1

Participants completed study

31

Participants abandoned study

29

Overall success %

51%



Overall directness %

80%



Average time taken

5m 0s

Tree 2

Participants completed study

21

Participants abandoned study

18

Overall success %

49%



Overall directness %

78%



Average time taken

8m 42s

Overall success

A measure of how many participants got to the item in the tree that we determined was correct (direct or indirect)?

Overall directness

The average directness (correct or incorrect). A measure of how sure they were about the path they chose.

Average time take was actually very similar when you remove outliers from the mix.

1 | You need to buy equipment for your sports club: where can you find out about financial support?

Tree 1

Task 1

You need to buy equipment for your sports club: where can you find out about financial support?

- ✓ Funding and support > Funding > What grants and funds are available?
- ✓ Funding and support > Funding > Eligibility for funding

31

Tree 2

Task 1

You need to buy equipment for your sports club: where can you find out about financial support?

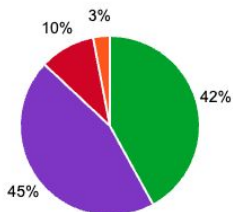
- ✓ Clubs and schools > Grants and funding

21

Task results

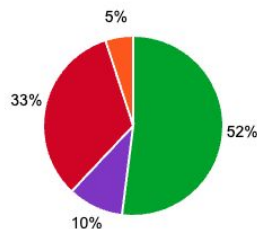
Success and failure metrics from this task.

Task analysis help



Success	Direct 13 Indirect 14	27	42% 45%	87%
Fail	Direct 3 Indirect 1	4	10% 3%	13%
Skip	Direct 0 Indirect 0	0	0% 0%	0%

*percentages may not total 100 due to rounding



Success	Direct 11 Indirect 2	13	52% 10%	62%
Fail	Direct 7 Indirect 1	8	33% 5%	38%
Skip	Direct 0 Indirect 0	0	0% 0%	0%

*percentages may not total 100 due to rounding

Notes

Tree 2 had moderately better success (first time) - possibly because the task had the word 'club' in it

1 | You need to buy equipment for your sports club: where can you find out about financial support?

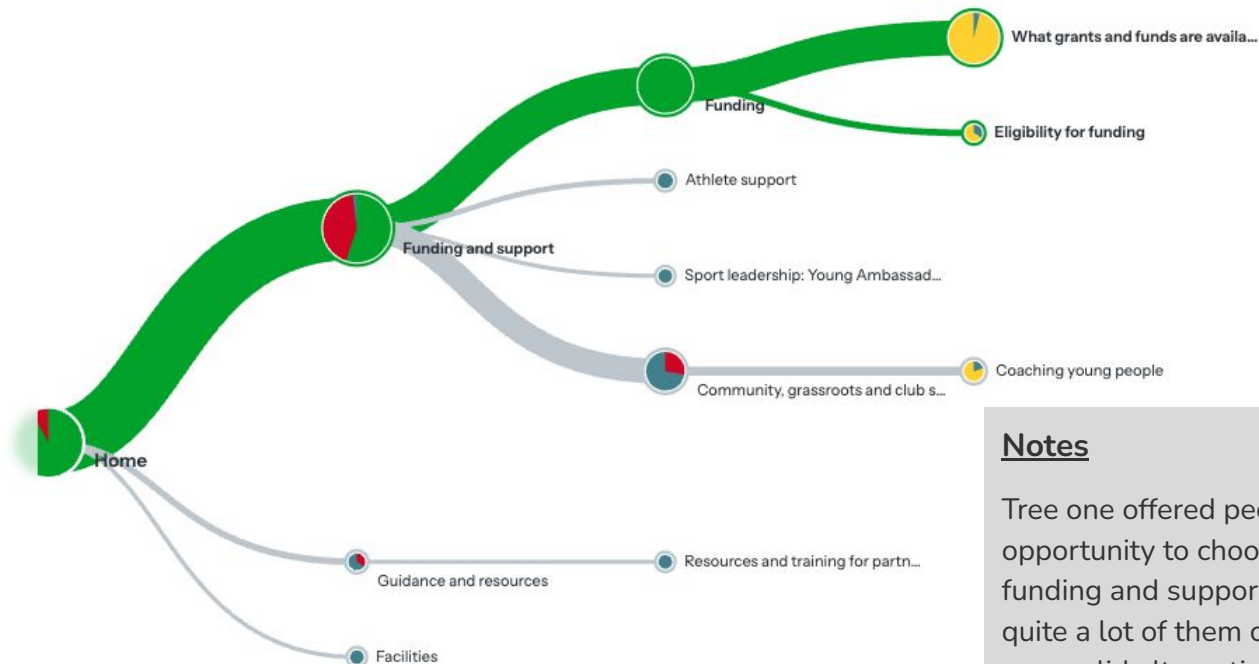
Tree 1

Pies

- Went down the correct path
- Went down the incorrect path
- Went back
- Nominated as the correct destination
- Skipped task

Lines

- Correct path
- Incorrect path



Notes

Tree one offered people the opportunity to choose funding and support - and quite a lot of them choose a very valid alternative path from there

2 | You want to know how Sport Wales encourages sport and exercise across the country. Where does the site give you the information you're looking for?

Tree 1

Task 2

You want to know how Sport Wales encourages sport and exercise across the country. Where does the site give you the information you're looking for?

✓ About us > Vision for Sport

31

Tree 2

Task 2

You want to know how Sport Wales encourages sport and exercise across the country. Where does the site give you the information you're looking for?

✓ Sport Wales > Inspiring participation in sport > The Vision for Sport in Wales

21

Task results

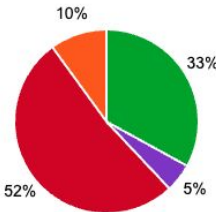
Success and failure metrics from this task.

Task analysis he



	Success	Direct	1	2	3%	6%
		Indirect	1		3%	
	Fail	Direct	25	29	81%	94%
		Indirect	4		13%	
	Skip	Direct	0	0	0%	0%
		Indirect	0		0%	

* percentages may not total 100 due to rounding



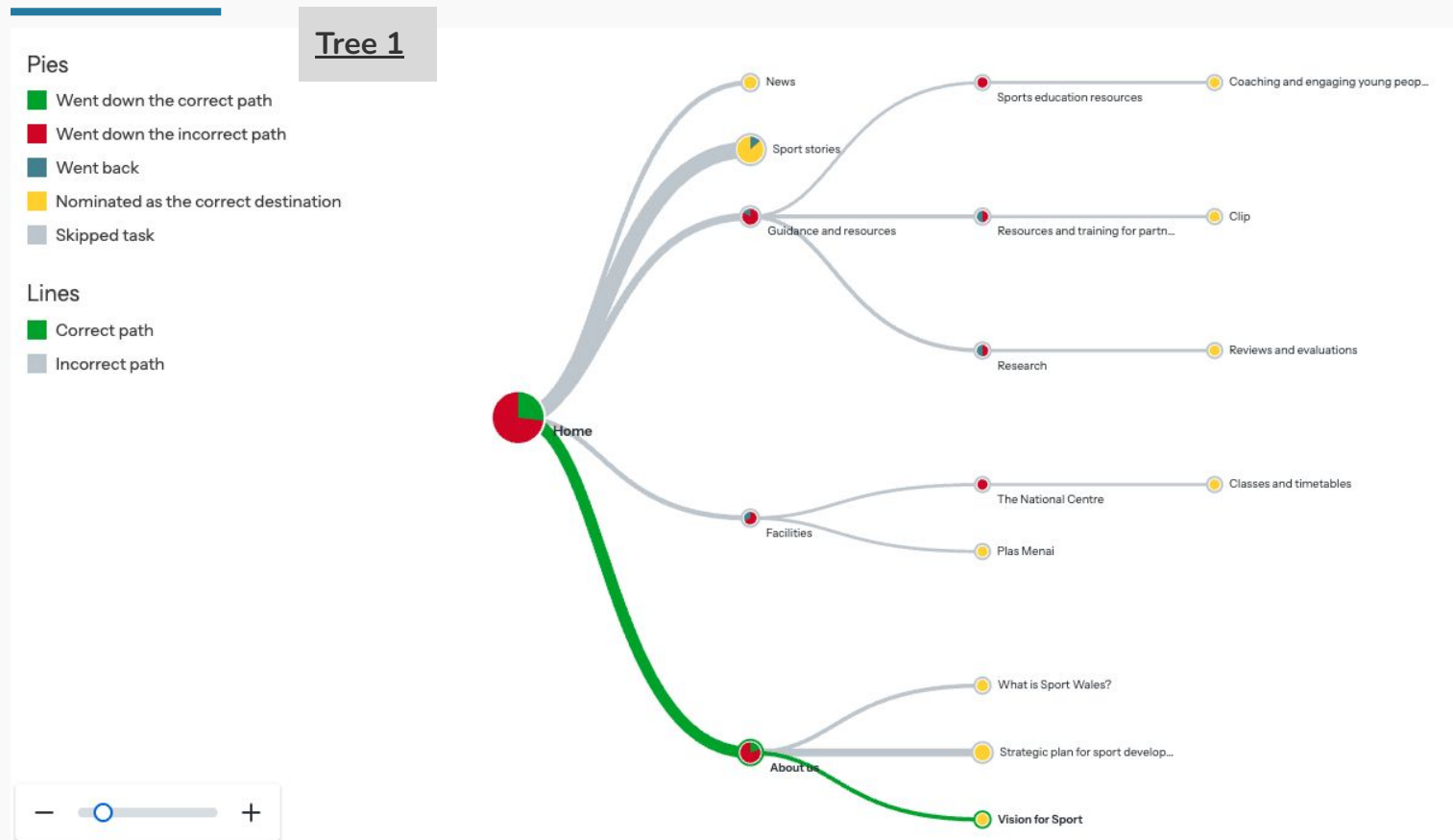
	Success	Direct	7	8	33%	38%
		Indirect	1		5%	
	Fail	Direct	11	13	52%	62%
		Indirect	2		10%	
	Skip	Direct	0	0	0%	0%
		Indirect	0		0%	

* percentages may not total 100 due to rounding

Notes

We decided that the best content for this task was 'vision for sport' - however this isn't really the only place you could get good answers to this question

2 | You want to know how Sport Wales encourages sport and exercise across the country. Where does the site give you the information you're looking for?



Notes

Sport stories, news and guidance also provide good ways to complete this task

3 | You want to give young people leadership experience. Where can Sport Wales help you with this?

Task 3

Tree 1

You want to give young people leadership experience. Where can Sport Wales help you with this?

✓ Funding and support > Sport leadership: Young Ambassadors

31

Task 3

Tree 2

You want to give young people leadership experience. Where can Sport Wales help you with this?

✓ Individuals > Promote your sport > Leadership in sport: Young Ambassadors

21

Task results

Success and failure metrics from this task.

Task analysis help

10%

26%

45%

19%

Success	Direct	8	14	26%	45%
	Indirect	6		19%	
Fail	Direct	14	17	45%	55%
	Indirect	3		10%	
Skip	Direct	0	0	0%	0%
	Indirect	0		0%	

*percentages may not total 100 due to rounding

5%

43%

52%

Success	Direct	0	1	0%	5%
	Indirect	1		5%	
Fail	Direct	9	20	43%	95%
	Indirect	11		52%	
Skip	Direct	0	0	0%	0%
	Indirect	0		0%	

*percentages may not total 100 due to rounding

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15

3 | You want to give young people leadership experience. Where can Sport Wales help you with this?

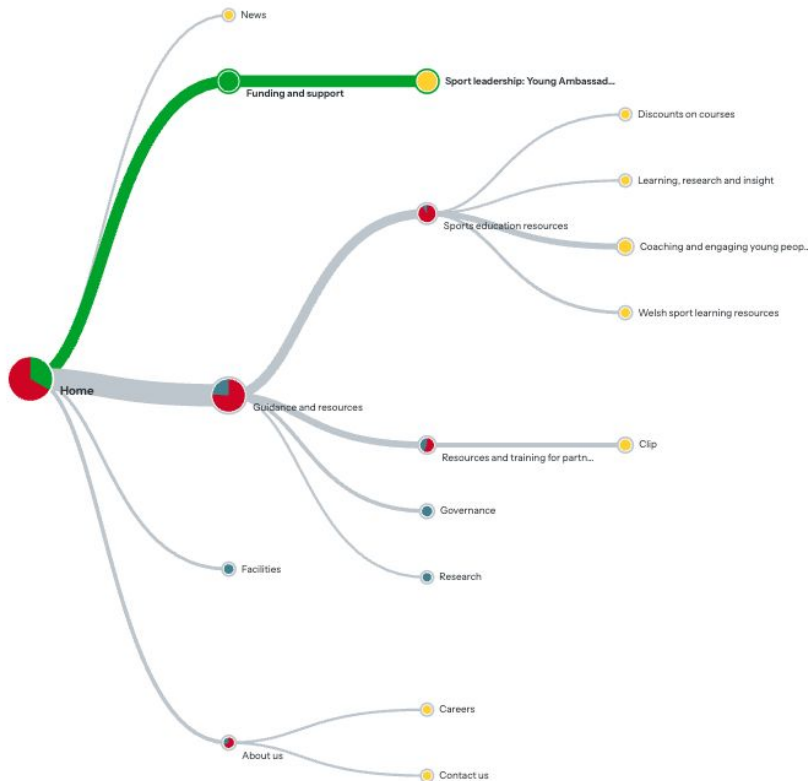
Tree 1

Pies

- Went down the correct path
- Went down the incorrect path
- Went back
- Nominated as the correct destination
- Skipped task

Lines

- Correct path
- Incorrect path



Notes

Many were happy to solve this task by looking for 'Guidance and resources'

We decided to change 'Funding and support' to 'Grants and funding' to address this problem in tree 1

4 | You want to make sure your organisation is up to date on its inclusion policies. Where would you look to see how Sport Wales can help you?

Task 4

Tree 1

You want to make sure your organisation is up to date on its inclusion policies. Where would you look to see how Sport Wales can help you?

Guidance and resources > Governance > Inclusion, diversity and safeguarding

31

Task 4

Tree 2

You want to make sure your organisation is up to date on its inclusion policies. Where would you look to see how Sport Wales can help you?

National partners and governing bodies > Governance > Inclusion, diversity and safeguarding

21

Task results

Success and failure metrics from this task.

Task analysis help

A pie chart for Tree 1 showing the distribution of responses. The green slice represents Success at 71%, the red slice represents Fail at 19%, and the purple slice represents Skip at 10%.

Success	Direct	22	25	71%	81%
	Indirect	3		10%	
Fail	Direct	6	6	19%	19%
	Indirect	0		0%	
Skip	Direct	0	0	0%	0%
	Indirect	0		0%	

* percentages may not total 100 due to rounding

A pie chart for Tree 2 showing the distribution of responses. The red slice represents Fail at 48%, the green slice represents Success at 29%, and the purple slice represents Skip at 24%.

Success	Direct	6	11	29%	52%
	Indirect	5		24%	
Fail	Direct	10	10	48%	48%
	Indirect	0		0%	
Skip	Direct	0	0	0%	0%
	Indirect	0		0%	

* percentages may not total 100 due to rounding

5 | You're a teacher planning sporting activities. You want to align with the latest curriculum thinking. Where can Sport Wales help you?

Task 5

Tree 1

You're a teacher planning sporting activities. You want to align with the latest curriculum thinking. Where can Sport Wales help you?

✓

Guidance and resources > Sports education resources > Coaching and engaging young people

31

Task 5

Tree 2

You're a teacher planning sporting activities. You want to align with the latest curriculum thinking. Where can Sport Wales help you?

✓

Clubs and schools > Resources for organisers, coaches and teachers > Free resources for schools and teachers: Citbag

21

Task results

Success and failure metrics from this task.

16%

16%

68%

Success	Direct	5	5	16%	16%
	Indirect	0		0%	
Fail	Direct	21	26	68%	84%
	Indirect	5		16%	
Skip	Direct	0	0	0%	0%
	Indirect	0		0%	

*percentages may not total 100 due to rounding

Task analysis

10%

38%

48%

5%

Success	Direct	8	9	38%	43%
	Indirect	1		5%	
Fail	Direct	10	12	48%	57%
	Indirect	2		10%	
Skip	Direct	0	0	0%	0%
	Indirect	0		0%	

*percentages may not total 100 due to rounding

Notes

The task has 'Teacher' in the wording - making it easier to choose 'clubs and schools' as your first choice

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5 | You're a teacher planning sporting activities. You want to align with the latest curriculum thinking. Where can Sport Wales help you?

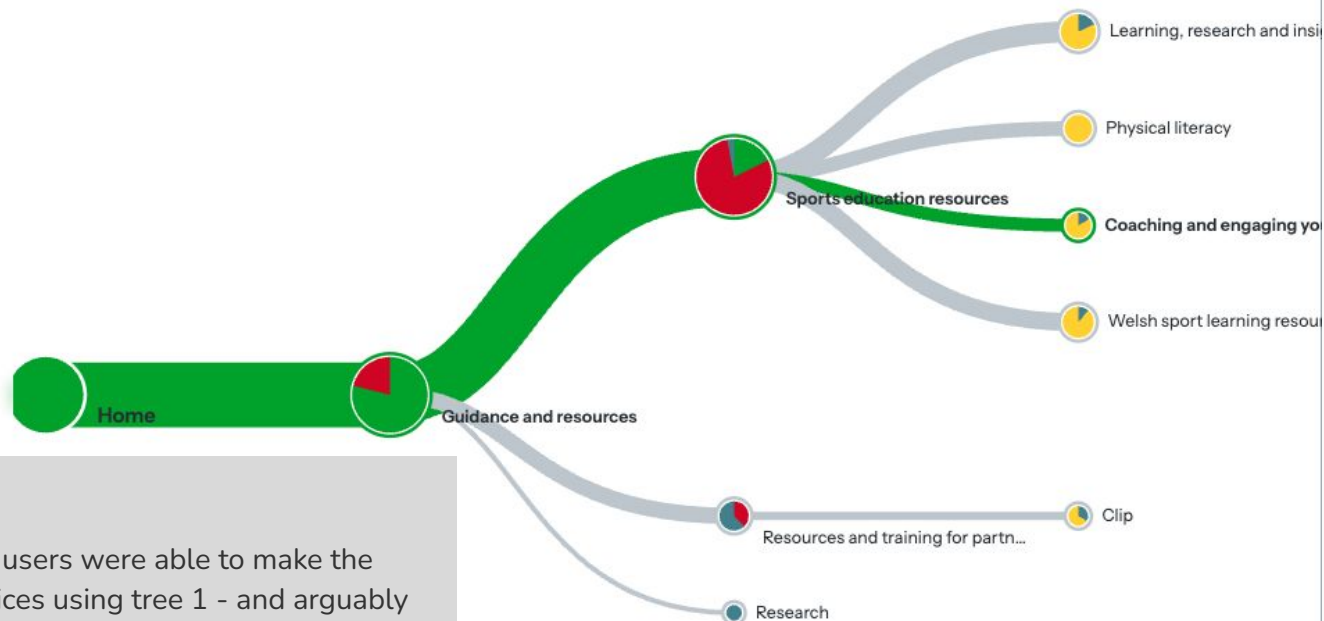
Tree 1

Pies

- Went down the correct path
- Went down the incorrect path
- Went back
- Nominated as the correct destination
- Skipped task

Lines

- Correct path
- Incorrect path



Notes

The vast majority of users were able to make the correct first two choices using tree 1 - and arguably any of the third choices are correct really

6 | You want to know what kind of jobs are available through Sport Wales: where do you look?

Task 6

Tree 1

You want to know what kind of jobs are available through Sport Wales: where do you look?

✓ About us > Careers

31

Task 6

Tree 2

You want to know what kind of jobs are available through Sport Wales: where do you look?

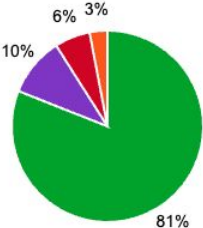
✓ Sport Wales > Careers

21

Task results

Success and failure metrics from this task.

Task analysis help



Success	Direct	25	28	81%	90%
	Indirect	3		10%	
Fail	Direct	2	3	6%	10%
	Indirect	1		3%	
Skip	Direct	0	0	0%	0%
	Indirect	0		0%	



Success	Direct	20	20	95%	95%
	Indirect	0		0%	
Fail	Direct	1	1	5%	5%
	Indirect	0		0%	
Skip	Direct	0	0	0%	0%
	Indirect	0		0%	

*percentages may not total 100 due to rounding

*percentages may not total 100 due to rounding

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20

7 | You want to know what is happening across Sport Wales this week. Where would you find that?

Tree 1

Task 7

You want to know what is happening across Sport Wales this week. Where would you find that?



News

31

Tree 2

Task 7

You want to know what is happening across Sport Wales this week. Where would you find that?

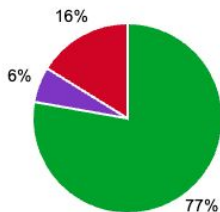


Sport Wales > News, articles and documents

Task results

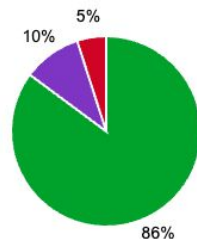
Success and failure metrics from this task.

Task analysis



	Success	Direct	24	26	77%	84%
		Indirect	2		6%	
	Fail	Direct	5	5	16%	16%
		Indirect	0		0%	
	Skip	Direct	0	0	0%	0%
		Indirect	0		0%	

* percentages may not total 100 due to rounding



	Success	Direct	18	20	86%	95%
		Indirect	2		10%	
	Fail	Direct	1	1	5%	5%
		Indirect	0		0%	
	Skip	Direct	0	0	0%	0%
		Indirect	0		0%	

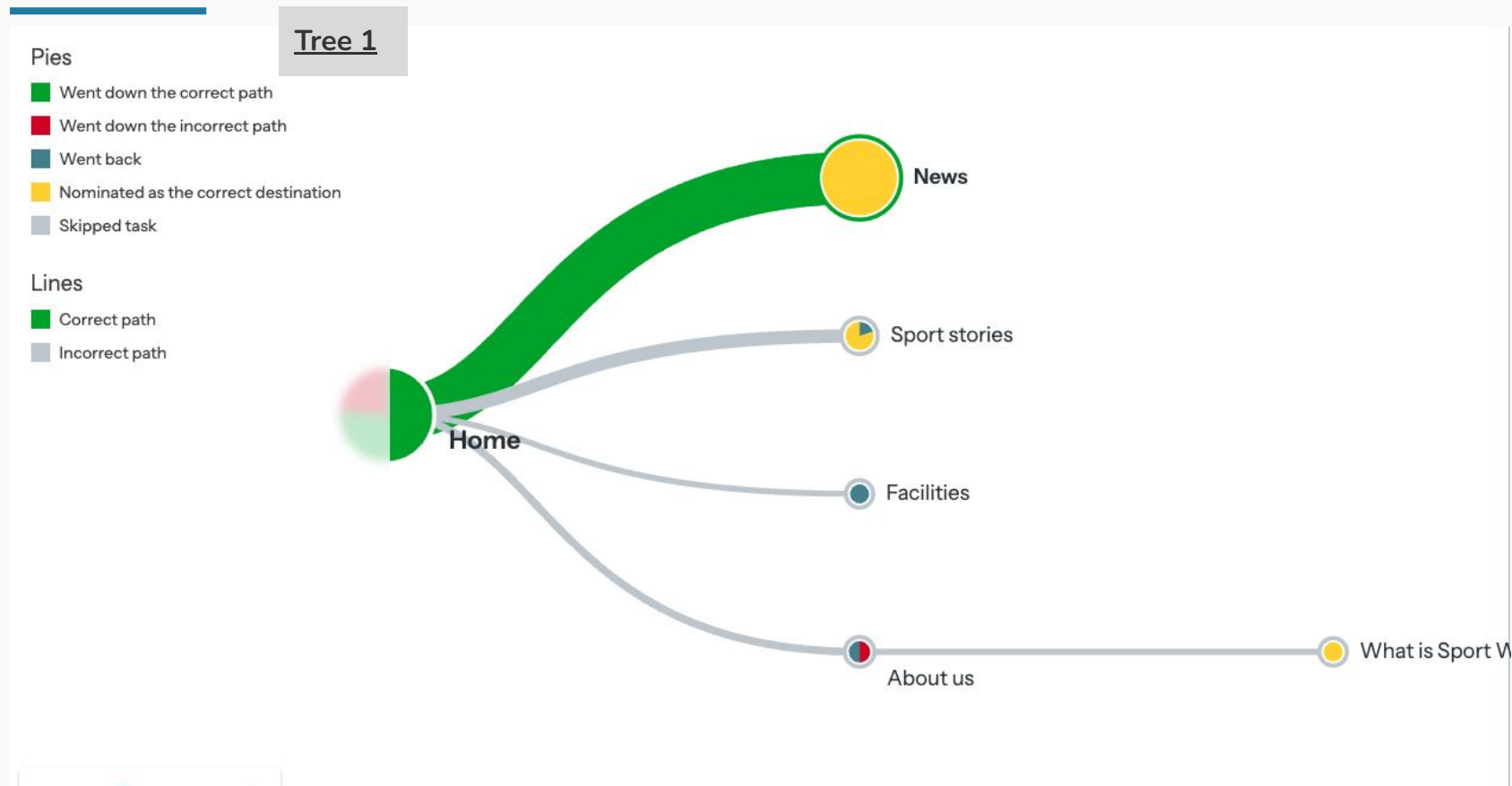
* percentages may not total 100 due to rounding

Notes

We decided that 'news' would be the place to answer this questions..

Tree 2 mentioned the words 'sport wales' in the task... which may have made it easier to find

7 | You want to know what is happening across Sport Wales this week. Where would you find that?



8 | You want to know more about what Sport Wales does and how it operates. Which section is best for that?

Tree 1

Task 8

You want to know more about what Sport Wales does and how it operates. Which section's best for that?

✓ About us > What is Sport Wales?

31

Tree 2

Task 8

You want to know more about what Sport Wales does and how it operates. Which section's best for that?

✓ Sport Wales > About us

21

Task results

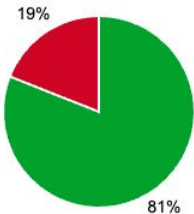
Success and failure metrics from this task.

Task analysis help



Success	Direct	29	29	94%	94%
	Indirect	0		0%	
Fail	Direct	2	2	6%	6%
	Indirect	0		0%	
Skip	Direct	0	0	0%	0%
	Indirect	0		0%	

* percentages may not total 100 due to rounding



Success	Direct	17	17	81%	81%
	Indirect	0		0%	
Fail	Direct	4	4	19%	19%
	Indirect	0		0%	
Skip	Direct	0	0	0%	0%
	Indirect	0		0%	

* percentages may not total 100 due to rounding

9 | You're interested in understanding attitudes to sport among 3–11 year-olds. What makes them take part and what might stop them taking part. Where would you look to find insights into that?

Tree 1

Task 9

You're interested in understanding attitudes to sport among 3–11 year-olds. In particular, what makes them take part and what might stop them taking part. Where would you look to find insights into that?

✓ Guidance and resources > Research > Qualitative insight

31

Tree 2

Task 9

You're interested in understanding attitudes to sport among 3–11 year-olds. In particular, what makes them take part and what might stop them taking part. Where would you look to find insights into that?

✓ Sport Wales > Research > Qualitative insight

8

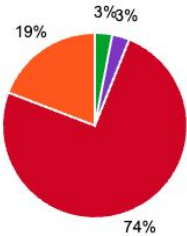
Notes

We wanted them to find 'qualitative insight' here - it's a complex task with many possible right answers

Task results

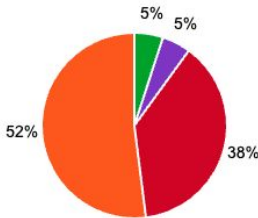
Success and failure metrics from this task.

Task analysis h



Success	Direct	1	2	3%	6%
	Indirect	1		3%	
Fail	Direct	23	29	74%	94%
	Indirect	6		19%	
Skip	Direct	0	0	0%	0%
	Indirect	0		0%	

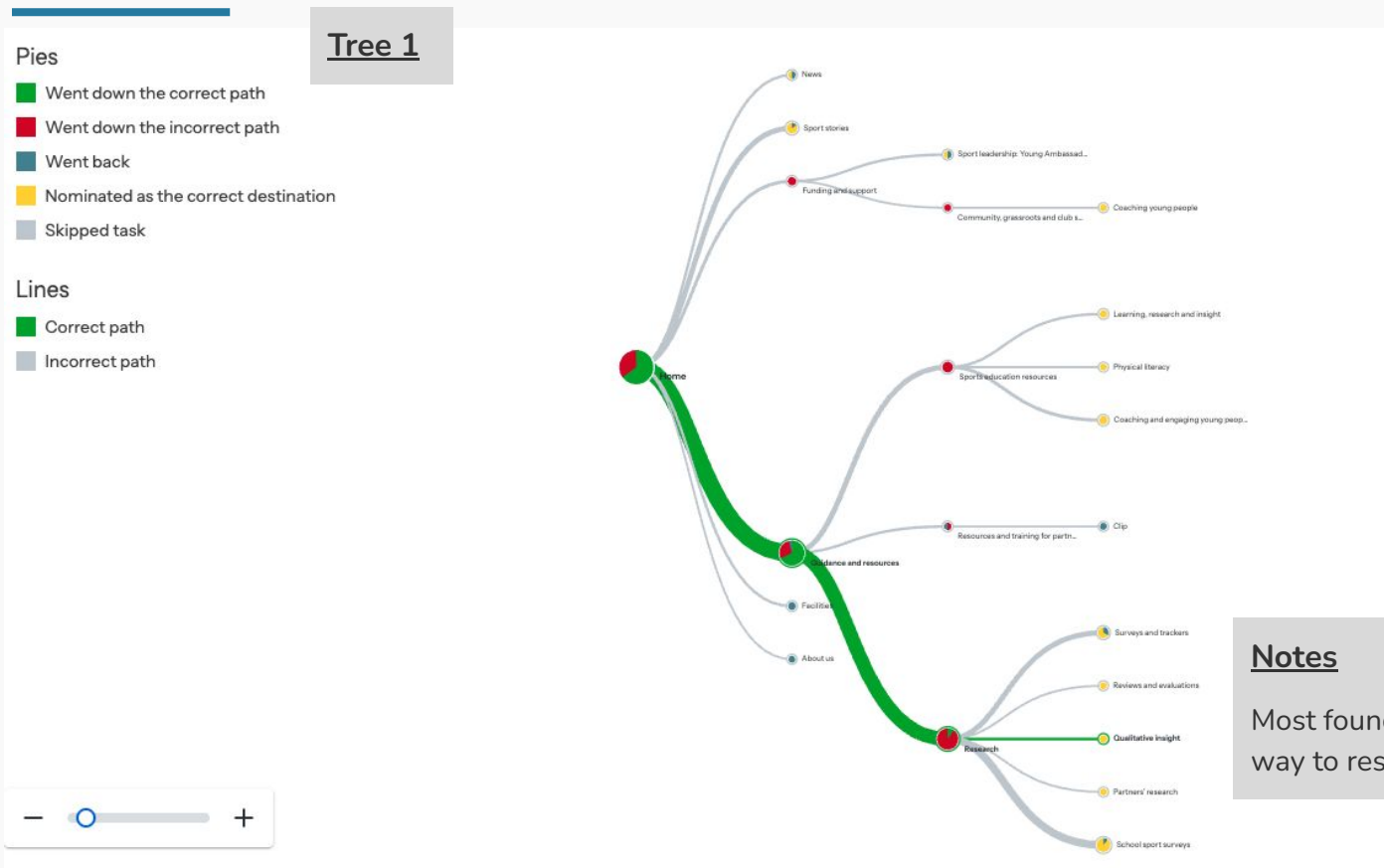
* percentages may not total 100 due to rounding



Success	Direct	1	2	5%	10%
	Indirect	1		5%	
Fail	Direct	8	19	38%	90%
	Indirect	11		52%	
Skip	Direct	0	0	0%	0%
	Indirect	0		0%	

* percentages may not total 100 due to rounding

9 | You're interested in understanding attitudes to sport among 3–11 year-olds. What makes them take part and what might stop them taking part. Where would you look to find insights into that?



Notes

Most found their way to research

10 | You run a club and want to know how Sport Wales can help you. Where can you find out?

Tree 1

Task 10

You run a club and want to know how Sport Wales can help you. Where can you find out?

✓ Guidance and resources > Sports education resources > Coaching and engaging young people 31

Tree 2

Task 10

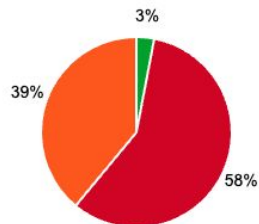
You run a club and want to know how Sport Wales can help you. Where can you find out?

✓ Clubs and schools > Resources for organisers, coaches and teachers > Coaching and engaging young people: the Foundations Framework

Task results

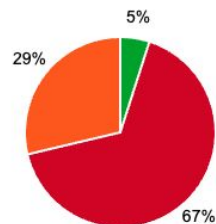
Success and failure metrics from this task.

Task analysis



Success	Direct	1	1	3%	3%
	Indirect	0		0%	
Fail	Direct	18	30	58%	97%
	Indirect	12		39%	
Skip	Direct	0	0	0%	0%
	Indirect	0		0%	

* percentages may not total 100 due to rounding



Success	Direct	1	1	5%	5%
	Indirect	0		0%	
Fail	Direct	14	20	67%	95%
	Indirect	6		29%	
Skip	Direct	0	0	0%	0%
	Indirect	0		0%	

* percentages may not total 100 due to rounding

Notes

We wanted people to find their way to coaching and engaging young people / the foundations framework..

There are other places you could go though

10 | You run a club and want to know how Sport Wales can help you. Where can you find out?

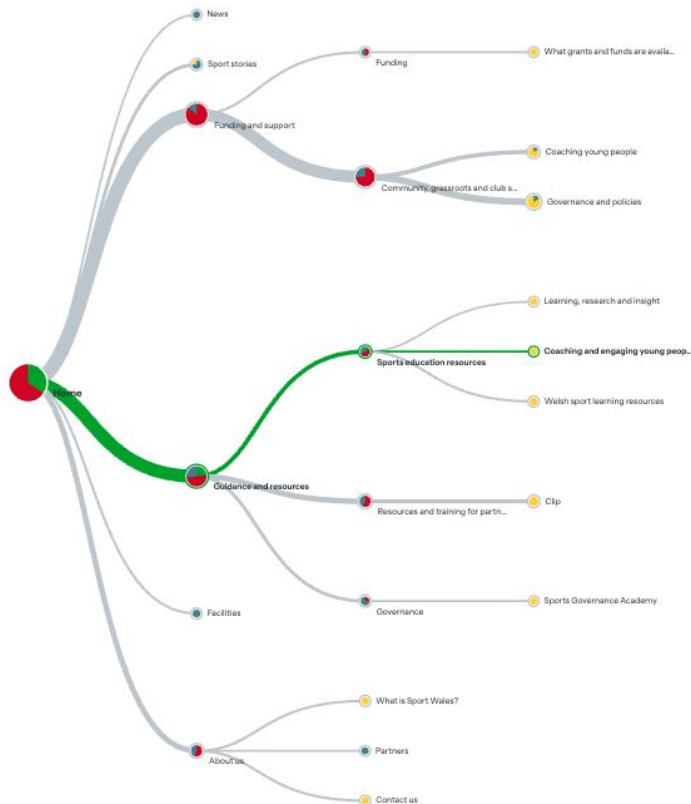
Tree 1

Pies

- Went down the correct path
- Went down the incorrect path
- Went back
- Nominated as the correct destination
- Skipped task

Lines

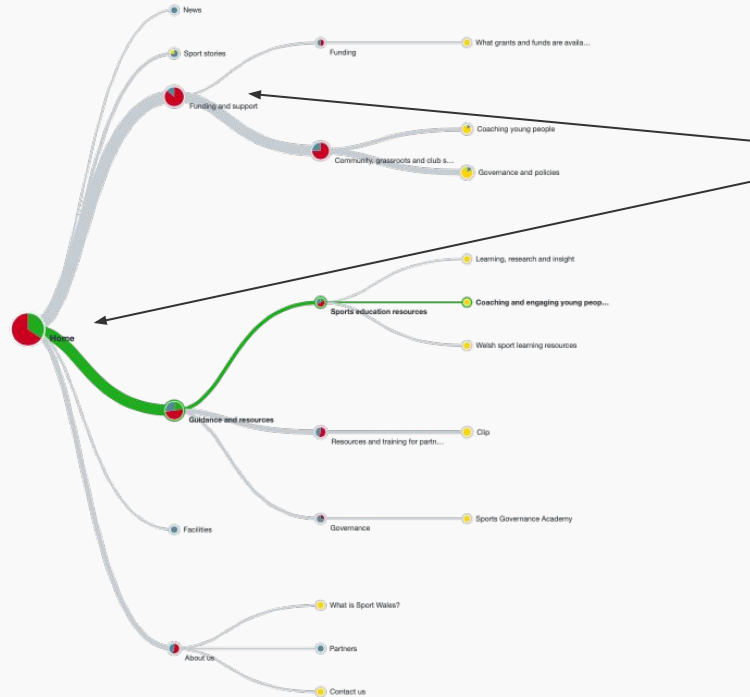
- Correct path
- Incorrect path



Notes

For example - lots of people might logically look in funding and support - or other areas within guidance and resources

Tree 1 wins! But it needs a fix



- “Funding and **Support**” overlaps with
- “Guidance and **Resources**”

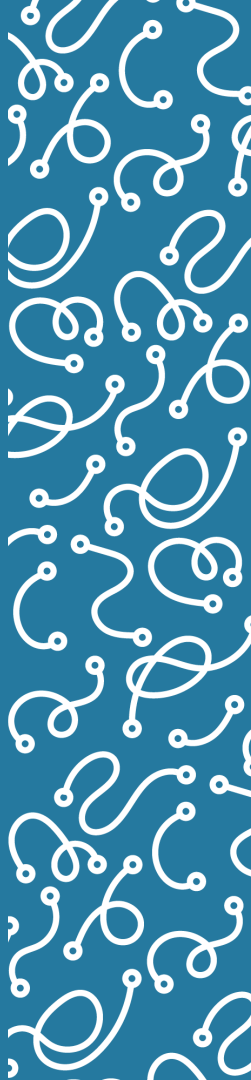
These overlap..

Let's change to

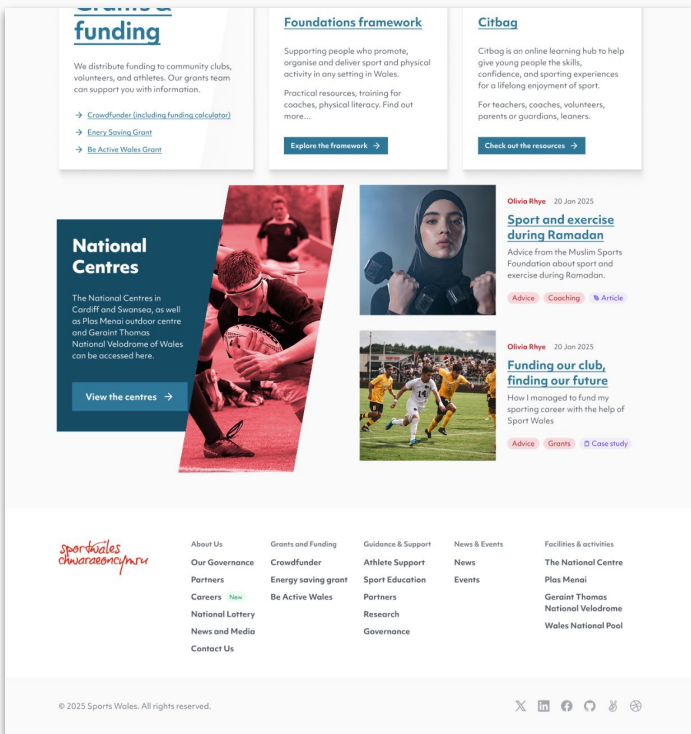
- “Grants and Funding”
- and
- “Guidance and support”

Tree 1, with modifications, therefore chosen for prototyping and user testing.

Prototyping & testing



You are not a leisure centre!



Focusing on your core audience

To effectively engage your core audience across Wales—comprising coaches and volunteers in grassroots sports, local authorities, national partners, and national governing bodies—we recommend focusing your main site on these groups.

Given that a significant portion of your traffic comes from users of the National Centre in Cardiff, you'll need to redirect these users to a dedicated microsite. This microsite, hosted by Gladstone, can provide immediate access to timetables and booking functionalities, enhancing user experience.

In the short term, to guide these users to the new microsite, consider implementing clear signposts. This can be achieved through a promotional block displayed (as shown) or by placing a thin alert banner above the navigation menu.

Who we spoke to

In summary, we spoke to 6 participants:

- 2 x representing sport clubs
- 2 x National Partner employees (The Black Swimming Association & The Outdoor Partnership)
- 1 National Governing Body employee (Welsh Boxing)
- 1 Local Authority employee (Ceredigion County Council)
- Mix of ages 18-24 (1), 25-34 (1), 35-44 (1), 45-54(2), 55-64(1)
- 3 male, 3 female



Research objectives

- To make the site feel simpler and more focused on achieving an outcome, with less effort needed to build a picture of what Sport Wales is, what it does, what the site offers, and where to find things.
- To explore a representative set of pages with different treatments for different types of content.
- To gauge how well these pages perform in helping people orientate themselves to content, find the content they need, and then act upon it where appropriate.

We asked users...

Navigation: does it make sense; can you find what you're looking for?

Content: are we giving the right level of content at the right time?

Tasks and actions: is it easy to find 'actionable' content - timetables, applications, contacts etc

How hard/easy is it to build a picture of what Sport Wales does and when it can help?

Tone - does it feel like a Sport Wales web site?

Example discussion prompts

Before showing the prototype

- What's your role?
- How familiar are you with the Sport Wales site?
- What was the last thing you did on it?
- What usually brings you to the site?
- Before I show you the prototype: what do you expect or hope to see?

Home page

- What are you looking at?
- What can you do?
- What's missing?
- Where would you go to complete a typical task? How easy/hard does it feel?

Navigating the site

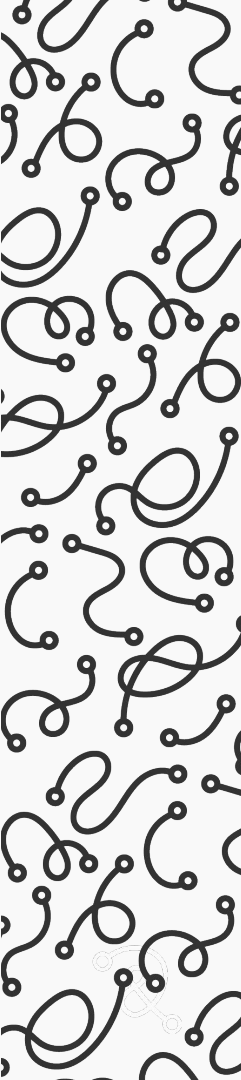
- Do the categories make sense?
- Can you find what you need?
- What do the landing pages offer? What's strong/weak?
- Do you engage with explanatory content or just click through?

Specific pages

- Grants and funding – Do you read the content or skip to links?
- Crowdfunder & article pages – How easy to use?
- Foundations Framework – Can you describe it? Who's it for? How easy is it to explore?

Overall, what works well and what's confusing?

Findings



Navigation

Sport Wales

About
us

Grants &
Funding

Guidance, Resources
& Support

Facilities &
Activities

Rationale

Simpler, more distinct and task-oriented content groups make navigation quicker, and encourage exploration and discovery of content

Reactions

“Those are the things I would be looking for”

“Not clear - feels like a catch-all”
(‘Guidance, Resources & Support’)

One participant felt Research didn’t belong in this category

One participant wanted a 'Way to get involved' area: join a club, volunteer, find a job, join the board

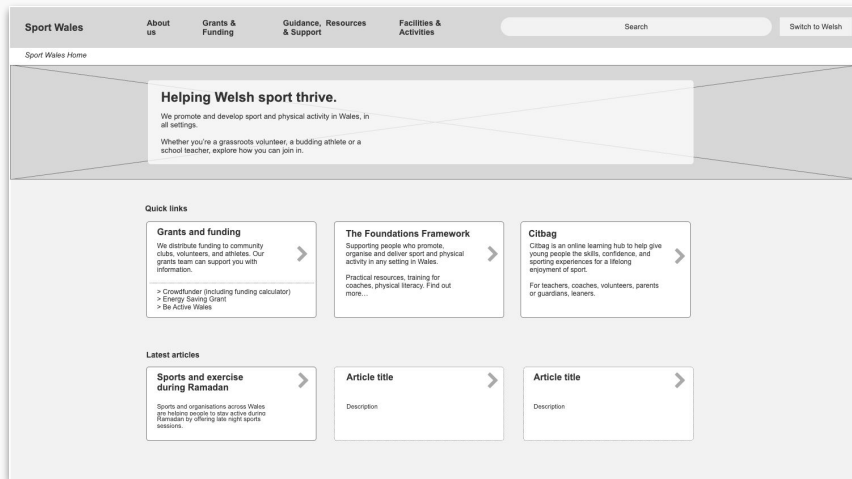
Considerations

The Guidance, Resources and Support section performed well in that people found their way to what it held

But some felt uncomfortable when asked to explain the difference between ‘resource’ and ‘support for example. Recommend just using ‘Guidance & Support”

Could remove ‘activities’ - as some participant were unsure what we’ve find here

Home page



Rationale

A *pathway page* helps readers scan, select, orientate, and move on (to the correct *destination page*)

The homepage also has to get across what Sport Wales does..

Reactions

A positive reaction to the strapline 'We help Welsh sport thrive' and "sentiment of the headline"

Participant's wanted to see something about the history of the organisation

Participants liked that there wasn't too much information - that the "main things" were present (e.g. Grants and Funding)

They welcomed the idea of broader representation of Welsh culture on the home page

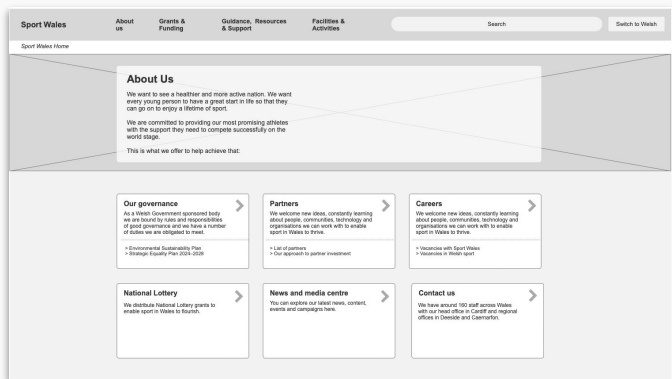
One wanted to know about the national organisations that fund sports wales

Considerations

Use plain english /welsh - e.g. 'Helping' instead of 'Enabling'

Add links to history of org alongside a celebration of Welsh sport

Pathway pages A



Rationale

A pathway page helps readers scan, select, orientate, and move on (to the correct *destination page*)

This version was pure navigation, with 3-line topic descriptions to flesh out nav decisions and deep links to destination pages.

Reactions

“Liked that there wasn’t too much information but that it was clear”

“Would like more content to read, rather than just links to other pages”

"Absolutely what I would think would be on an about us page"

News:” Not something I'm interested in.” (Boxing is not represented)

“News articles doesn't sit right here.”

“Partners, assuming this is the national bodies? It's not clear”

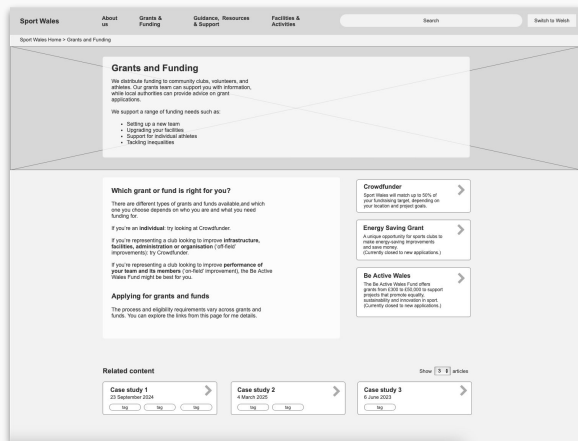
“Media centre did not translate well and was confusing”

Considerations

Moving News to a dedicated area

Alternative approaches re: balance of content and signposting was explored further in the pathway pages that follow

Pathway pages B



Rationale

This version had narrative text to outline or describe the topic in more detail; with the navigational elements arranged to the right.

Reactions

“Pretty much summarises what I’d expect to see on this type of page”

One participant noted that the information seemed duplicated (text on left, links on right)

More info on eligibility and a way to get human support would’ve been welcome

“It all makes it sound like it's all sports wales and not the lottery which put a lot of funding in”

“There's not much about the lottery on this page “

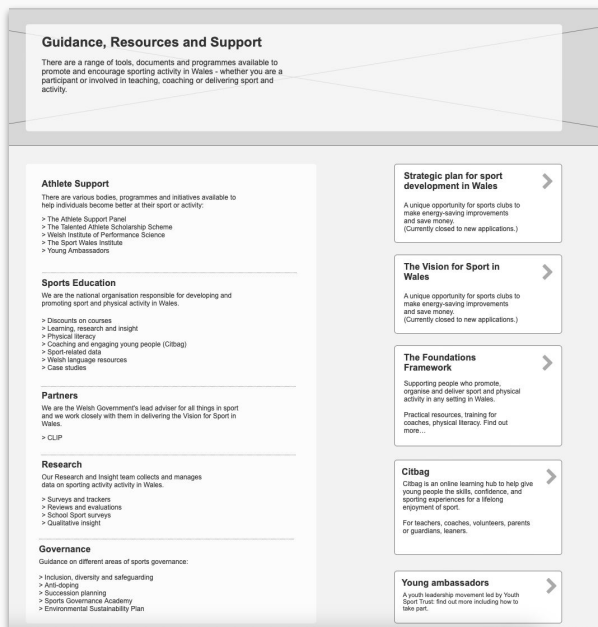
Considerations

On some other pages, content on the right of the page was ignored by the reader’s scanning eye: but on this page, engagement with the right-hand column seemed stronger.

There was more obvious correlation between the narrative content on the left and the more action-oriented content on the right, perhaps creating a natural flow of attention from left to right.

Place more emphasis on Lottery funding on this page?

Pathway pages C



Rationale

This version also had narrative text to outline or describe the topic in more detail; with the navigational elements arranged to the right.

Reactions

When asked to complete a real-life journey to find a template:

“Definitely a lot easier”

“I did that a lot quicker”

“Where do I click to see more about Athlete Support?”

“I'd like to see support for community clubs”

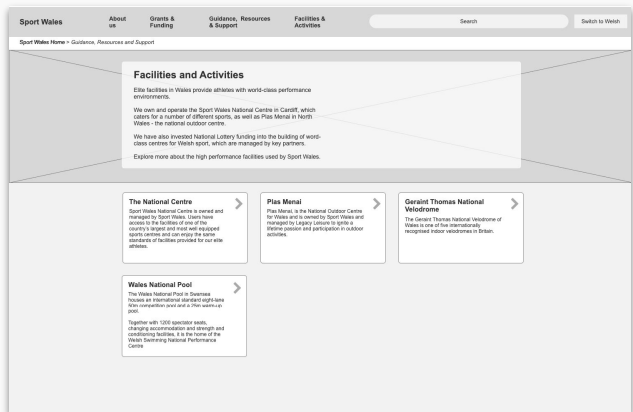
Considerations

Visually, people seemed to prefer the other options with this page presenting as ‘a lot of text’.

However, it was recognised that this page also held the largest amount of information and links.

People understood the deep linking but wondered how to explore a topic in more detail - showing a demand for that function that the cards address but this pattern did not provide.

Pathway pages D - Facilities and activities



Rationale

A *pathway page* helps readers scan, select, orientate, and move on (to the correct *destination page*)

Reactions

“Where's the activities?”

“Wouldn't be surprised if this wasn't included because it's managed by someone else but liked that it was there”

“Why have only these been singled out? There could be loads more”

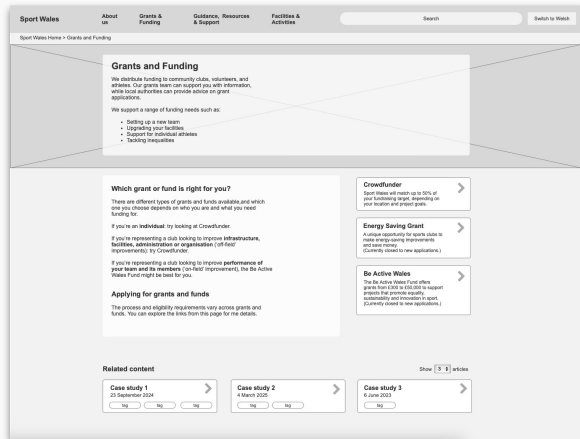
“There were a few others that he mentioned that weren't included in here and thought they should be, but where is the cut off point?”

Considerations

Make this ‘facilities’ only - activities more logically belong on the linked to sites.

Moving the National Center to a microsite may allow for fuller functionality around timetables and booking.

Pathway pages, conclusions

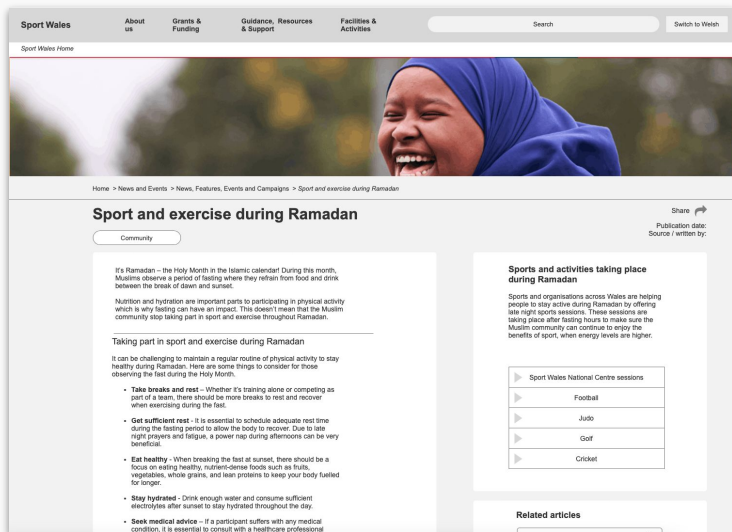


The pages work well when:

- Content is tightly focused on topic and moves from introductory and overview content, towards specific links, objects or actions
- They're not too wordy
- Keep sight of the purpose of the page as wayshowing - helping the user to make their next correct click towards goal completion

Adding images and colour hold and direct attention (as we saw during our testing of the visual design concepts

Destination page A (article)



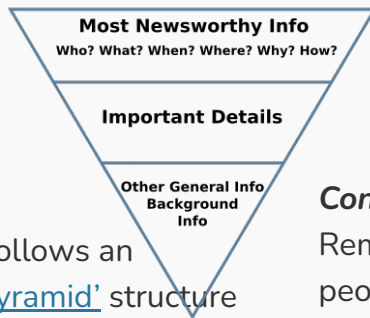
Rationale

Structure follows an '[inverted pyramid](#)' structure

Consider creating two articles if content is related indirectly.

Use the [active voice](#) for greater clarity and directness

Main (left-hand) column contains the body of the article. Right-hand section contains related tools, links, further information.



Considerations

Remember how most people arrive at an article page - through a share, either direct via text/mail or social media.

Consider each article page as a mini-entry point to the site - representing either a sport, community, or some other aspect of Sport Wales depending on the topic - and how else might Sport Wales be of interest to that audience? Potentially a way to generate interest in the site and organisation.

Destination page B (grant information)

A Place for Sport | Crowdfunder

A Place for Sport is a partnership between Sport Wales and Crowdfunder to support community clubs and activities to raise money for facility improvements.

A Place for Sport offers clubs a great opportunity to engage with their community and raise money. It offers an online fundraising platform where you can set up a campaign, share your story, and raise money towards your goal.

What will we support?

Sport Wales major funding scheme is for non-profit clubs and community groups seeking to raise money for facility improvements for their club.

- Changing rooms
- Clubhouse improvements
- Improved kitchen facilities
- New roofs and drainage
- New lighting

The above examples are not 'off-limits' improvements.

If you're looking for funding for other to improve the best participation of your club, check out our [Site Action Wales Fund](#).

Who is eligible?

To be eligible for A Place for Sport Crowdfunder, your organisation must:

- Be a not-for-profit sports club or community organisation.
- Have a place of those and be primarily for their members.
- Be open to the public or have a membership list.
- Be a club or group that has not yet started.
- Demonstrate how the project will increase access to physical activity in your community.

What is Crowdfunder?

It's a platform that helps you raise money from your community. Sport Wales will match up to 25% of your fundraising target, depending on your location and project goals.

On the Crowdfunder website, people pledge money to support the cause or club. In return, they can receive a reward, voucher and a thank you, which can be a product, service, or service.

Funding calculator

1. Where do your activities take place?

2. Which of these groups is your project aimed at?

3. Either:

Total project cost: £

or

Total project cost: £

This tool is for illustrative purposes only and is to be used as a guide only. It does not guarantee that your project will be successful. Sport Wales will confirm any contribution to you in writing once your project has been approved.

Other terms and conditions may apply please see our terms for details.

Case studies

Reactions

“Nice bullet points to break the text down a bit”

Calculator: “I can see what it is, but I can’t see how it works”

Considerations

Even in more functional pages like this one, readers respond to emotional cues like colour and image - but only if the functional requirements of the page are met.

The calculator here does not telegraph what it’s going to tell you (what SW could pledge and how many supporters you’d need attract) - so feels incomplete. That sets up a tension that puts people off interacting with the tool and the impression tends to reflect on the rest of the page content too.

Rationale

Continues the pattern of main body content on the left in a narrow (more readable) column with tools, supporting information or content on the right.

Based on your information:

Sport Wales could pledge up to: **£4,000**

This represents 40% of your project cost

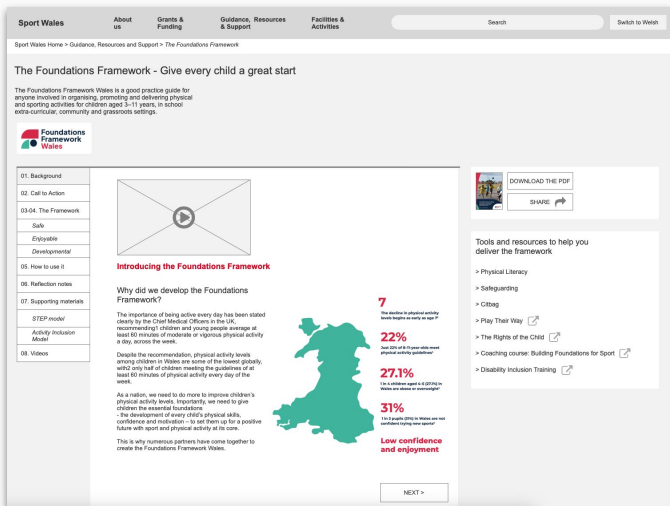
You need to raise: £6,000

Required Unique Supporters: **50**

This is the minimum number of different people who need to support your project

Total project value: **£10,000**

Destination page C



Rationale

Create an online version of a document which has all the same content as the published version, but which feels easy and light to read and use.

Reactions

"I like it - this feels like the bite-size version"
(This participant was 'heavily involved' in creating the Foundations Framework)

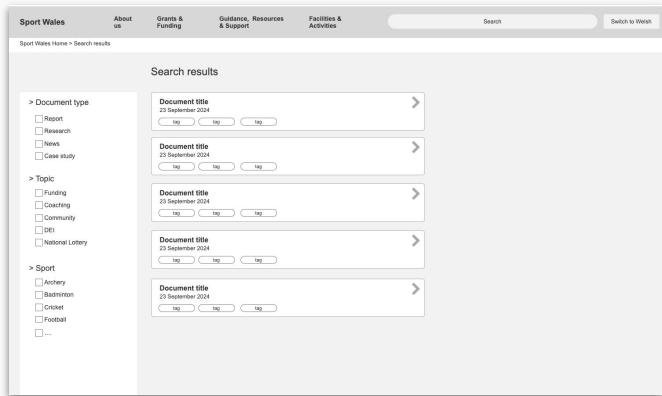
"Don't like seeing English in an image - on a Welsh page"

Considerations

Don't confuse format-choice with depth-choice. Users will want to choose their depth of engagement in any format.

Although seeking to maintain content parity, certain edits were made to reduce clutter, noise and distraction from the important text.

Search results



Rationale

Include filters to support drill down of large search results

Reactions

Would expect it to say "filters" at the top

"[this] might change the way I use the website - I might be more inclined to go to the home page and then just go search"

"Filtering by category would be really useful"

"I wasn't expecting for documents to come up"

"Where do the articles live? Just on the homepage?"

If I was searching for board members, what would the filters look like then?

Considerations

Creating a home for News content

Tagging content will be complex and costly - though there are ways to automate this process

Navigation blocks

Where, how and why to use a navigation block

Mega-menu (dropdown) menus are fiddly to use, and even more so on mobile or assistive devices.

We use pathway pages to hold navigation blocks, instead. When you click a top-level nav category, the signposts are there to help you make the correct next step.

Our navigation blocks give us space to describe or explain links where there might be ambiguity or lack of knowledge, making it easier to see where to go and what's available.

Navigation blocks are not adverts, promotions or space-fillers. Use them to point to pages or content only and do not overpopulate with redundant text or images.

Grants and funding

We distribute funding to community clubs, volunteers, and athletes. Our grants team can support you with information.



-
- > Crowdfunder (including funding calculator)
 - > Energy Saving Grant
 - > Be Active Wales

Navigation blocks: examples

Grants and funding

We distribute funding to community clubs, volunteers, and athletes. Our grants team can support you with information.



- > Crowdfunder (including funding calculator)
- > Energy Saving Grant
- > Be Active Wales

Title: name of destination page, object or level-2 navigational section, for example
3–4 lines of description to disambiguate, contextualise or explain terms

Click the top section to go to more information about this topic.

Deep links: where appropriate, provide deep links to destination content. This helps to surface content that could otherwise remain hidden in deeper levels of the site.

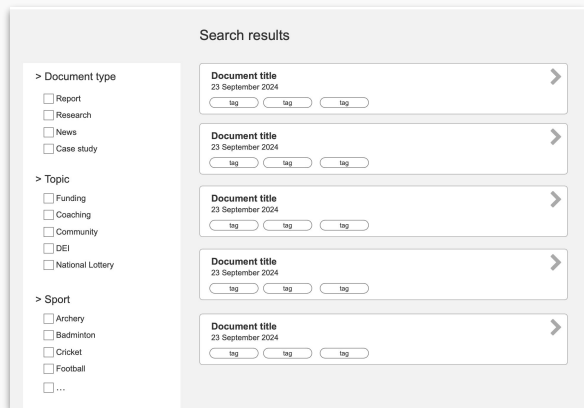
Crowdfunder

Sport Wales will match up to 50% of your fundraising target, depending on your location and project goals.



Title: name of destination page, object or level-2 navigational section, for example
3–4 lines of description to disambiguate, contextualise or explain terms

How people find and use articles



Reactions

“It’s not really what I need, not a massive priority”

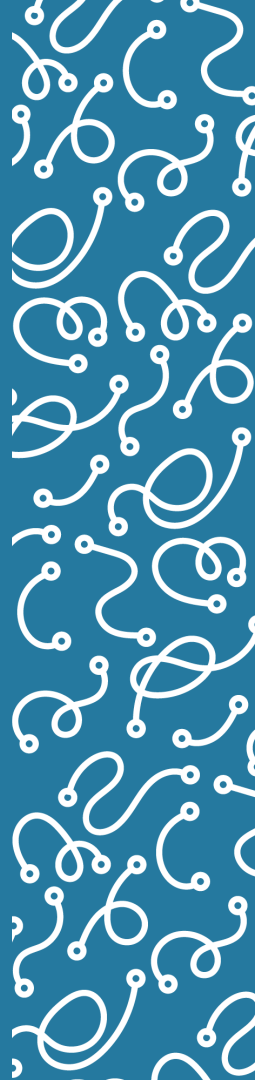
“If there was something that caught my eye on Facebook, then I would click on that , rather than coming to Sport Wales just to see if there's anything going on here”

Considerations

Maximise article suitability for sharing to social platforms - chunk content, provide share links.

Consider each article page as a site landing page - this is where people have come directly from other platforms: what is there on the page to invite or promote further site engagement, linking article content back to ‘harder’ content like guidance, frameworks etc?

UI component design & testing



User Interface Design

The priority for the UI stage of the project has been to assist and build on the UX discovery. This is where we ask “How can we...”

Express the brand in an exciting way which encourages

- **Discovery**
- **Exploration**
- **Sharing**
- **Learning**
- **Participation**

And which feels:

- **Clear & Simple**

Which means:

- **Accessible AA WCAG compliant**
- **Follows best practice**

And also presents the Sport Wales visual brand

- **Consistently**
- **Expresses the culture of Sport Wales: Person centred, Inclusive, exciting**

Buttons & an interactive colour

“Red is a special colour on buttons because it’s used to signify a warning state. Buttons that have ‘destructive’ actions for deleting data are red to warn users of potential danger.”

Current button style



Proposed button style



“Brand-colored buttons can lead to inaccessible text labels, button state conflicts, and a lower click-through rate.”

Typography

The ratio between the type sizes have been carefully considered to provide flexibility across the interface and across a variety of display sizes. Accessibility has been a key consideration and type size and contrast levels have informed its application.

Objectiv

Ag

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()

Display 2xl

Font size: 72px / 4.5rem | Line height: 90px / 5.625rem | Letter spacing: -2%

Display 2xl

Display 2xl

Display 2xl

Display 2xl

Regular

Interactive

Semibold

Bold

Display xl

Font size: 60px / 3.75rem | Line height: 72px / 4.5rem | Letter spacing: -2%

Display xl

Display xl

Display xl

Display xl

Regular

Interactive

Semibold

Bold

Colour

When it comes to colour, contrast is critical for ensuring text is legible. We've added WCAG 2.2 contrast ratios to our colour system so you can make sure you're designing with accessibility in mind.

<u>AA 6.64</u> 25 #FBF1F2	<u>AA 5.83</u> 50 #FBDEE1	<u>AA 4.56</u> 100 #F7BDC2	<u>AA 3.24</u> 200 #F19199	3.15 300 #EB6671	<u>AA 3.59</u> 400 #E85460	<u>AAA 4.6</u> 500 #E32434	<u>AAA 5.61</u> 600 #C9202E	<u>AA 7.36</u> 700 #A81B27	<u>AAA 9.55</u> 800 #8E0A0A	<u>AAA 11.67</u> 900 #750808
<u>AA 6.07</u> 25 #F0FAFF	<u>AA 5.91</u> 50 #E5F7FF	<u>AA 5.29</u> 100 #D1F0FF	4.43 200 #9EE0FF	2.01 300 #6CD0FF	4.01 400 #49A2CC	<u>AA 6.24</u> 500 #2E7799	<u>AAA</u> 600 #3E4784	<u>AAA</u> 700 #164B64	<u>AAA</u> 800 #07344A	<u>AAA</u> 900 #001830
<u>AAA 7.02</u> 25 #FDFDFD	<u>AA 6.84</u> 50 #FAFAFA	<u>AA 6.55</u> 100 #F5F5F5	<u>AA 5.92</u> 200 #E9EAE8	1.44 300 #D5D7DA	2.40 400 #A4A7AE	<u>AA 4.56</u> 500 #717680	<u>AAA 7.14</u> 600 #535862	<u>AAA 9.46</u> 700 #414651	<u>AAA 14.19</u> 800 #252B37	<u>AAA 16.88</u> 900 #101828
<u>AA 5.28</u> 25 #FFFCF5	<u>AA 5.17</u> 50 #FFFAEB	<u>AA 4.75</u> 100 #FEF0C7	4.15 200 #FEDF89	1.54 300 #FEC84B	1.84 400 #FDB022	2.34 500 #F79009	3.49 600 #DC6803	<u>AA 5.4</u> 700 #B54708	<u>AAA</u> 800 #93370D	<u>AAA</u> 900 #7A2E0E
<u>AA 5.31</u> 25 #F6FEF9	<u>AA 5.17</u> 50 #ECFDF3	<u>AA 4.79</u> 100 #D1FADF	4.24 200 #A6F4C5	1.52 300 #6CE9A6	1.91 400 #32D583	2.63 500 #12B76A	3.74 600 #039855	<u>AA 5.44</u> 700 #027A48	<u>AAA</u> 800 #05603A	<u>AAA</u> 900 #054F31

Patterns with purpose

Navigational block



Grants & funding

We distribute funding to community clubs, volunteers, and athletes. Our grants team can support you with information.

- [Crowdfunder \(including funding calculator\)](#)
- [Energy Saving Grant](#)
- [Be Active Wales Grant](#)

Content teasers



Olivia Rhye 20 Jan 2025

Athletics and funding, my journey

How I managed to fund my sporting career with the help of Sport Wales

Advice

Grants

Article

Promotional block

Event / promotion

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec dictum ex urna, nec dapibus elit efficitur vel. Nam posuere quam ante, quis condimentum urna varius a.

Button CTA →



Navigation blocks

Large

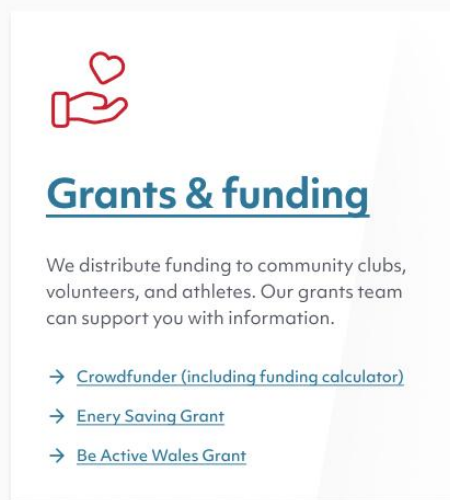
For use on the homepage only, designed to meet the primary user need.
Providing contextual layered navigation



- Icon provides visual signifiers to reinforce the nature of the section.
- Title provides link to the section.
- Descriptive copy provides context
- Deeper contextual links according to the Information Architecture

Medium

Contextual layered navigation blocks to be used as principle items on section pages



Navigation blocks

Small

For use to enable navigation to less promoted secondary and tertiary pages.

These nav blocks live on section pages, or as relevant links within the right hand column of content pages. The title can function as a link, or provide the context for the links beneath.

Grants & funding

We distribute funding to community clubs, volunteers, and athletes. Our grants team can support you with information.

- [Crowdfunder \(including funding calculator\)](#)
- [Energy Saving Grant](#)
- [Be Active Wales Grant](#)

Grants & funding

We distribute funding to community clubs, volunteers, and athletes. Our grants team can support you with information.

- [Crowdfunder \(including funding calculator\)](#)
- [Energy Saving Grant](#)
- [Be Active Wales Grant](#)

Extra Small

For use to enable navigation to single tertiary pages

These nav blocks live on section pages, or as relevant links within the right hand column of content pages.

Grants & funding

We distribute funding to community clubs, volunteers, and athletes. Our grants team can support you with information.

Content teasers

Stacked

For use on mobile, and as relevant links within the right hand column of a content page



Olivia Rhye 20 Jan 2025

[Athletics and funding, my journey](#)

How I managed to fund my sporting career with the help of Sport Wales

Advice Grants Article

Image area to allow for relevant photography

Meta data: Author. Date

Title provides link to the content page.

Descriptive copy provides context

Taxonomical tags & Content type

Horizontal

For use throughout the desktop site as teaser links to content pages.
Horizontal format also conducive to display list items within the search page



Olivia Rhye 20 Jan 2025

[Sport and exercise during Ramadan](#)

Advice from the Muslim Sports Foundation about sport and exercise during Ramadan.

Advice Coaching Article

Promotional blocks



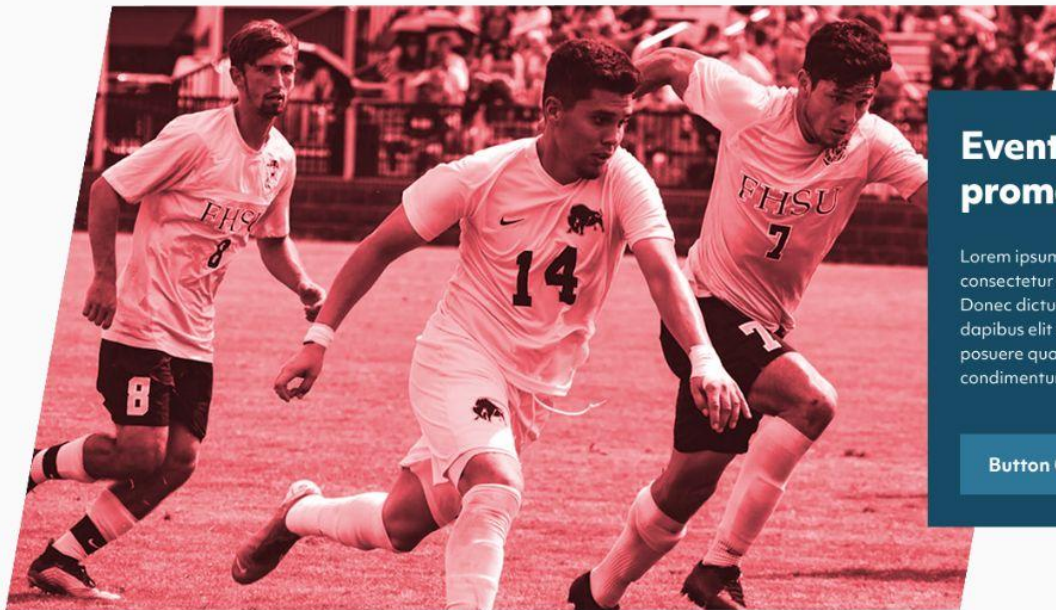
The Image is set within an image container which conforms to the 80° rule as stipulated in the brand guidelines.

Image has 2 simple effects to create the duotone appearance:

- Reduced saturation on the original image
- Brand colour (#E85460) overlay set to Overlay

Promotional blocks

For flexibility there is also a full width block when required. But there should only be one and only used on the homepage.



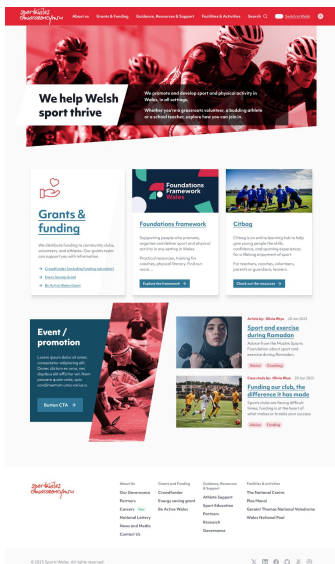
Event / promotion

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec dictum ex urna, nec dapibus elit efficitur vel. Nam posuere quam ante, quis condimentum urna varius a.

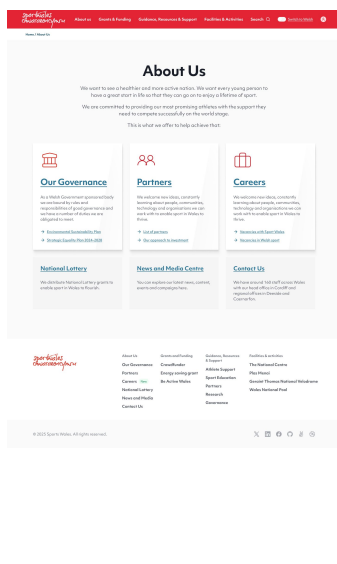
Button CTA →

Applying the design system across key templates

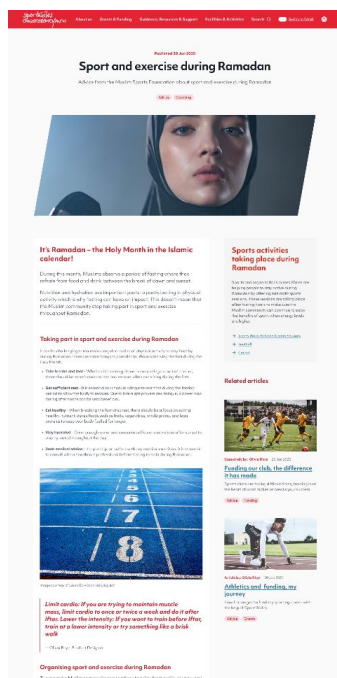
Homepage



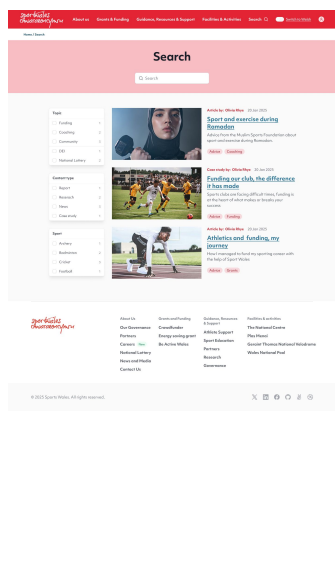
Pathway page



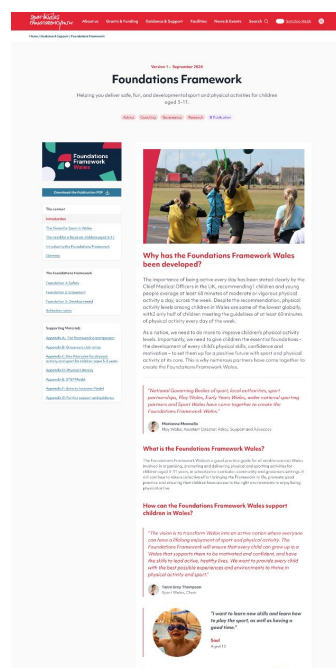
Destination page



Listing page



Document page



Testing and refinement

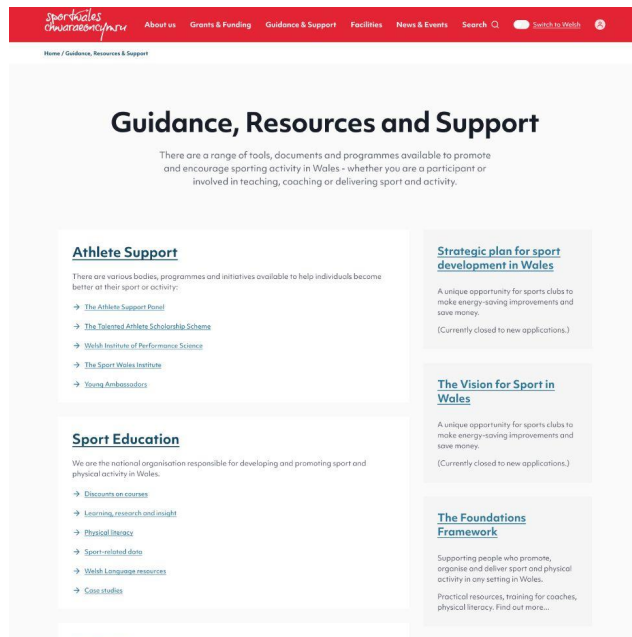
When we tested the UI during interviews.

Key insights came to light when presenting the 'pathway' page.

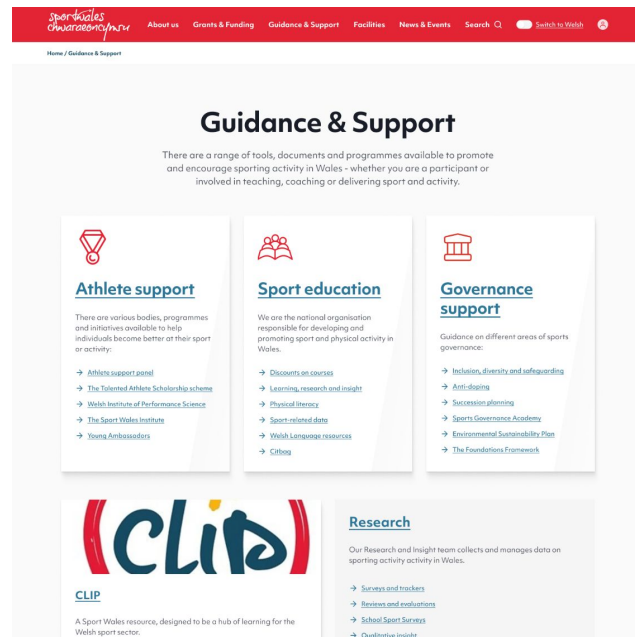
There was a case of cognitive overload with the original design: Too much text, not enough visual clues, or sense of hierarchy.

The title also caused confusion which we refined.

Original



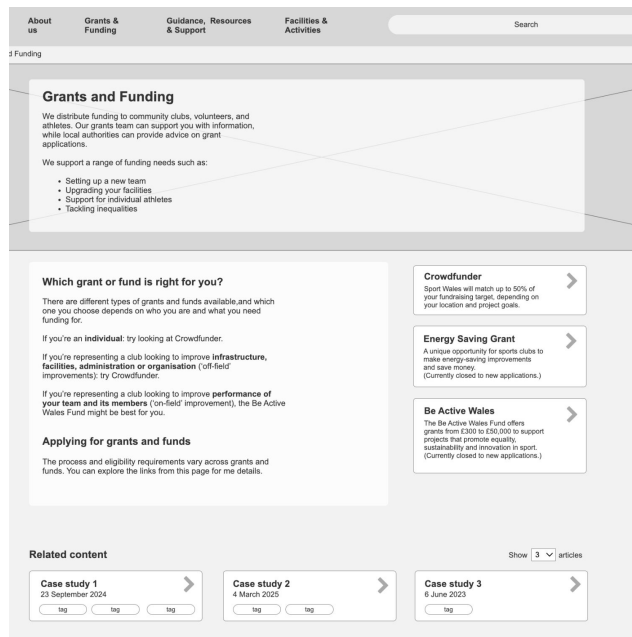
Refinement



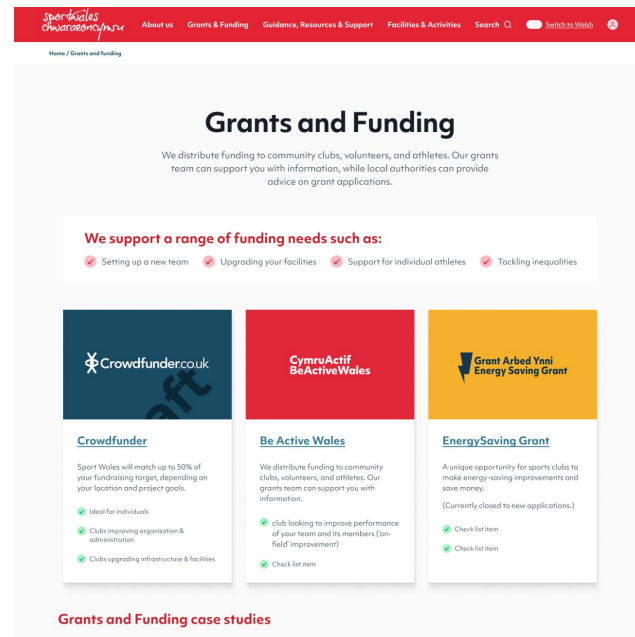
Testing and refinement

Were Wireframe and UI testing was really valuable

Original



Refinement



High fidelity prototype

The interface has been designed in Figma, using atomic design principles: Atoms, molecules, organisms and templates.

The file has been built around these principles in order to provide design patterns with purpose.

The file can be used as a foundation for the design going forward, for iteration and development.

The Figma design file is set to view and comment only. For full editing access please get in touch with us.



[Go to the prototype](#)

[Go to the Figma file](#)

Evidence not guesswork



andrew.grimes@healthia.services /
healthia.services