Yacht Scoring Website

Chad King – Kofi Prah - Paul Vasholz

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What is regatta sailing?

A series of boat races, involving sailboats

"Regatta: refers to both the individual races and the event as a whole

Regattas can be local, regional, national or even international depending on the level of competition

Races : Each race has its own start and finish, typically following a set course marked by buoys

Scoring: Points are awarded based on the finishing position of each race.

Crew & Tactics: A regatta is not only about speed but also the skill and tactics of each crew.
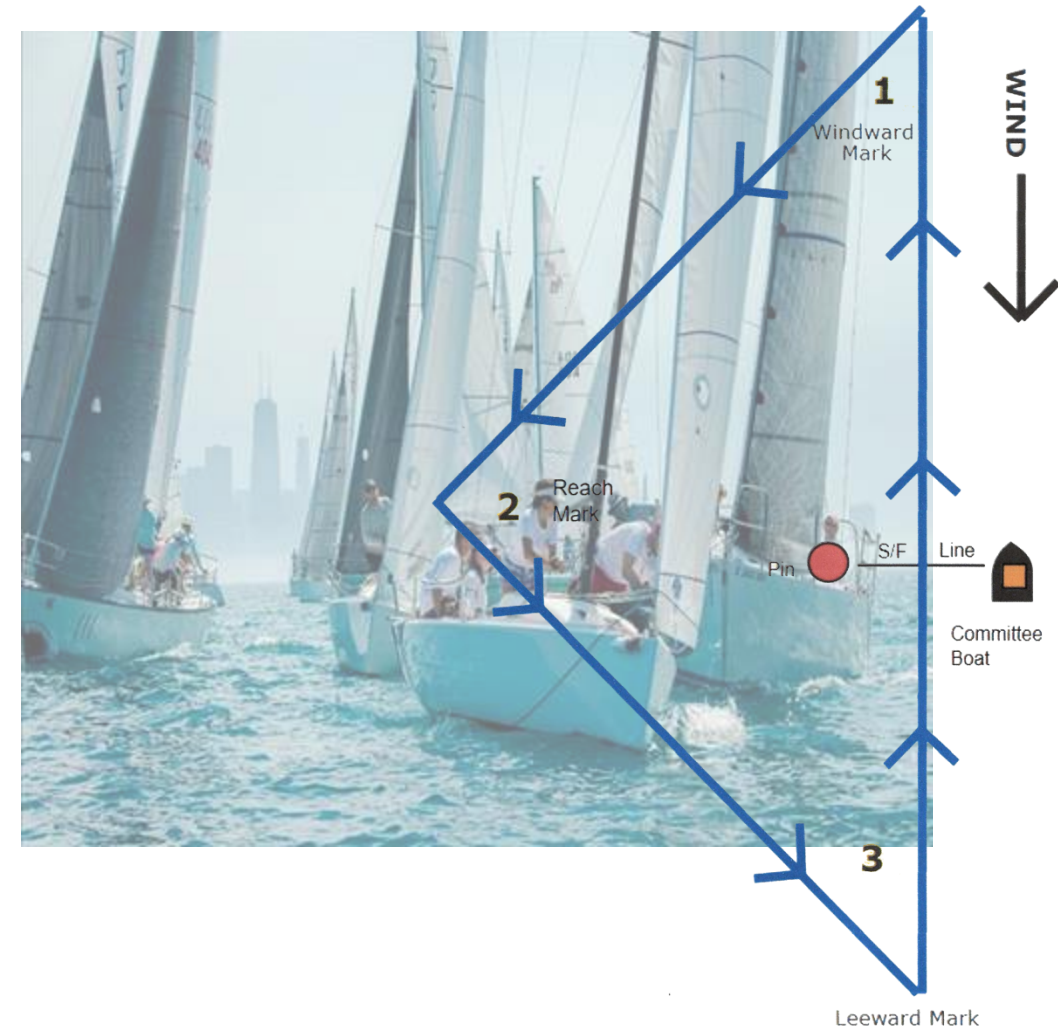
Project Overview

The Yacht Scoring website (https://yachtscoring.com) is an internationally accessed website used for tracking, scoring, and posting results for local sailing regatta events.

It allows users to enter regattas, track results, post races, and provides other pertinent information about races. Users can register as crew for upcoming events, while race organizers can manage participants, boats, and race data.

This site suffers from a variety of design and usability problems. The ones of most interest to this team are related to its poor organization. It is cluttered, overwhelming users and impairing findability. It has a mixed-content organizational structure.
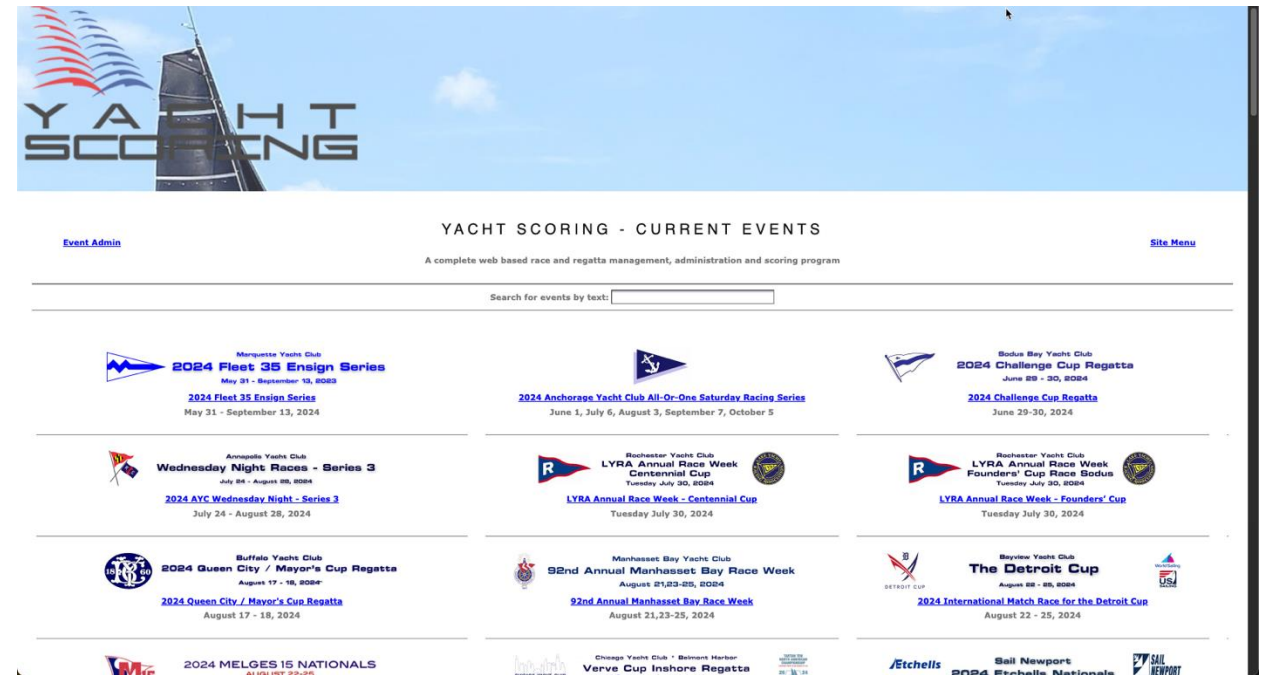
User Profiles

The Yacht Scoring site serves two types of users, Race Participants and Race Organizers.

Race Participants use Yacht Scoring to register their boats or as crew members, and access all documents relevant to the event, such as race rules and special notices. Participants are also able to view the event organizers' contact information and, importantly, access the tabulated results of races. This person might want to add their name for to the list of available crew for a sailing regatta, for example.

Race Organizers use Yacht Scoring to manage races, share links to relevant information like weather conditions, publish official race rules, and post race results. This person might want to create an event for a sailing regatta, for example.

Personas

Wanda Rice

Gender: Female

Age: 45

"As a boat owner and race organizer I need an app to streamline the registration process, facilitate communication between participants and ensure accurate tracking of race data."

Goals:

To register boat for races.

Set-up races for local yachting group

To consistently connect with able crew.

To quickly access race results.

Frustrations:

Registration forms that must be emailed.

Lack of support from Yacht Scoring.

Inability to easily find events.

Traits:

Detail orientated

Competitive

Decisive

James Patrick

Gender: Male

Age: 32

"I'm relatively new to sailing and regatta racing. I'd like to find a boat that I can establish myself as a regular crew member."

Goals:

To register as crew for races.

Gain more experience and skill as a sailor.

Meet new people and make new friends.

Frustrations:

There is no way easy way to sign on as crew

Inability to easily find events.

Inability to learn more about boats looking for crew.

Unsure about how to use Yacht Scoring.

Traits:

Enthusiasm

Curiosity

Apprehension

Content Inventory

ID	Title	Type	URL	Notes
0.0	**Home**	CFML	https://yachtscoring.com/	Home Page
0.1	Site Menu	anchor link	https://yachtscoring.com/index.cfm#menu	Link to main menu
0.2	Event Admin	CFML	https://yachtscoring.com/admin_login.cfm	Redirects to event admin login page
1.0	**Event Admin**	CFML	https://yachtscoring.com/admin_login.cfm	Login to Yacht Scoring Event Administration
1.1	Select Events	CFML	https://yachtscoring.com/select_event.cfm	Regatta Event Selection Page
1.2	Registration Info			Doesn't redirect to a page
1.3	Setup An Event	mailto link	support@yachtscoring.com	Dropdown Menu and activates an email address
1.3.1	How Does Yacht Scoring Work	CFML	https://yachtscoring.com/howitworks.cfm	Includes templates for different activities
1.3.2	Getting Started	CFML	https://yachtscoring.com/getting_started.cf	Displays instructions on how to set up events on Yacht Scoring
1.3.3	Pricing	CFML	https://yachtscoring.com/pricing.cfm	Information about pricing
1.3.4	Set Up An Event	mailto link	support@yachtscoring.com	
1.4	Event Admin	CFML	https://yachtscoring.com/admin_login.cfm	Links to the same page
1.5	Regatta Calendar	HTML	https://www.regattadates.com/	Redirects to another site: https://www.regattadates.com/
1.6	Media	NA		No link just a menu item
1.7	About YS	CFML	https://yachtscoring.com/index.cfm	Redirects to home page
1.7.1	How Does Yacht Scoring Work	CFML	https://yachtscoring.com/howitworks.cfm	Displays information about how yacht scoring works
1.7.2	Testimonials	CFML	https://yachtscoring.com/testimonials.cfm	Displays information about user testimonials
1.8	Contact Us	CFML	https://yachtscoring.com/contact_us.cfm	Contact Form
1.9	Resources	CFML	https://yachtscoring.com/resources.cfm	Displays links to various vendors providing services thay may be of interests to Regatta participantsa participants
2.0	**Select Events**	CFML	https://yachtscoring.com/select_event.cfm	Displays information about a collection of Regatta events
2.1	2024 Twilight Series	CFML	https://yachtscoring.com/emenu.cfm?eID=	Displays information about the St.Petersburg Yacht Club event series
2.1.1	Online Registration Form	CFML	https://yachtscoring.com/event_registration	Links to a form to register for an event
2.1.2	Owner's Corner (login)	CFML	https://yachtscoring.com/ownerarea/owner	Links to login page for owners
2.1.3	Crew's Corner (login)	CFML	https://yachtscoring.com/crew_login.cfm	Links to a login page for crew members
2.1.4	Current Registration List	CFML	https://yachtscoring.com/current_event_en	Displays current registration list
2.1.5	Scratch Sheet	CFML	https://yachtscoring.com/event_scratch_sh	Displays preliminary racing scratch sheet
2.1.6	Crew List	CFML	https://yachtscoring.com/crew_list_report.c	Display a crew report for each registered crew
2.1.7	Cumulative Results	CFML	https://yachtscoring.com/event_results_cur	Displays cumulative racing results
2.1.7.1	Start 1	CFML	https://yachtscoring.com/start_details.cfm?	Displays the starting time for the first race
2.1.7.2	Results Race 1	CFML	https://yachtscoring.com/event_results_det	Displays the premilimary results for the first race
2.1.8	Scrolling Display Screens	CFML	https://yachtscoring.com/monitor_scrolling	Links to options and layouts for scrolling displays
2.1.9	Media Formatted Info & Results	CFML	https://yachtscoring.com/media_format_res	Displays results for media print
2.1.10	SailFlow Eather Forecast	HTML	https://sailflow.com/spot/120587	Redirects to another site https://sailflow.com/spot/120587
2.1.11	Notice of Race	PDF	https://yachtscoring.com/event_documents	Links to a notice of race document
2.1.12	Sailing Instructions	PDF	https://yachtscoring.com/event_documents	Links to a sailing instructions document
2.1.13	Unofficial Notice Board	CFML	https://yachtscoring.com/notice_board_sur	Displays an unofficial notice board
2.1.14	RC Announcements			No link just a menu item
2.1.15	Documents & Forms			No link just a menu item
2.1.16	Race Committee & Volunteers	CFML	https://yachtscoring.com/race_committee.c	Displays a list of race committee and volunteers
2.1.17	Subscribe to Event News	CFML	https://yachtscoring.com/event_news_subs	Links to a signup form for an event news email subscription
2.1.18	Press / Media Registration	CFML	https://yachtscoring.com/press_signup.cfm	Links to a press / media registration form
2.1.19	Event Contacts	CFML	https://yachtscoring.com/event_contacts.cf	Displays event contact information
2.1.20	Crew/Boat/Charter Board	CFML	https://yachtscoring.com/event_board.cfm?	Displays a crew, boat and charter board
2.1.21	General Race Forms	CFML	https://yachtscoring.com/race_forms.cfm	Displays links to general race management forms
2.1.22	St. Petersburg Yacht Club	HTML	https://www.spyc.org/	Redirects to another site: https://www.spyc.org/
2.1.23	Select Another Event	CFML	https://yachtscoring.com/select_event.cfm	Displays information about a collection of Regatta events

To gain a clear understanding of the content and its organization, we conducted a comprehensive review of the website. This involved documenting each page's title, file type, URL, and a summary of the information presented. Our content inventory ended up with over 50 items, providing us with a detailed overview of the site's structure and content.

Content Inventory

The issues with the current site's content inventory:

Inconsistent Structure: All levels of the site mix topical and task-oriented schemes, leading to confusion and lack of clarity in navigation.

Overwhelming Choices: There are too many options on the racing event page, making it difficult for users to quickly identify what they need.

Redundant Content: Every top-level navigation item is duplicated in the Event Admin tab, which can cause frustration as users encounter the same options multiple times.

Non-Functional Elements: The Media tab has no function, adding unnecessary clutter to the site.

When these issues combine, they create a cluttered and confusing user experience, making it difficult for users to find the information they need efficiently.

As we analyzed the content, it became clear that we must accommodate a diverse audience, including racers, organizers, and media professionals, each with distinct content requirements. To address this, we've implemented an ambiguous content structure that offers flexibility and adaptability. This design allows users to navigate the site in a nonlinear way, ensuring they can easily find the content that matters most to them, tailored to their unique needs and preferences.

Site Map
Content Inventory

The content inventory that was conducted provided the starting point for understanding the Information architecture of the Yacht Scoring website.
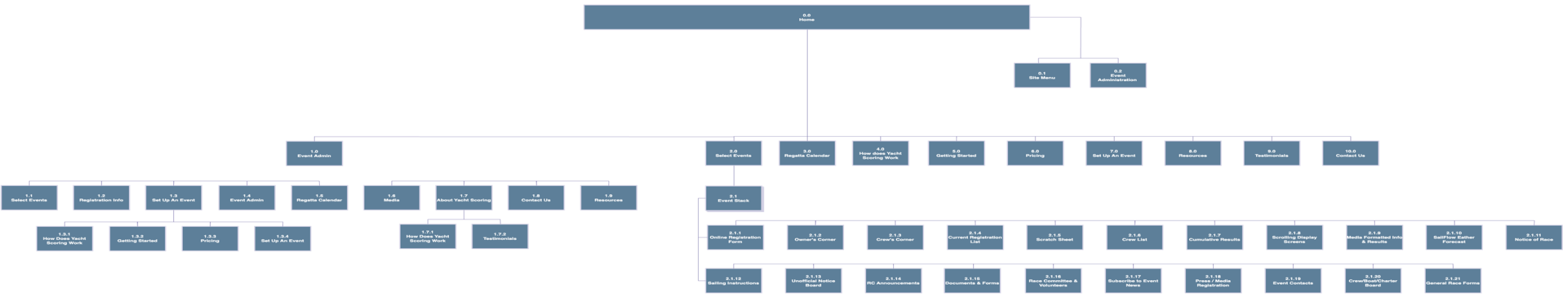
Our Approach

What We Did:

The most effective menu structure combines a **Topical Organization** for initial clarity, guiding users to the relevant content areas, and **Task-Oriented Depth** that allows users to efficiently perform specific actions or access information once they've selected a topic.

Created a Logical Flow: We restructured the Homepage and Events page to establish a clear and intuitive flow for users.

Simplified Navigation: We reduced the number of menu options, effectively addressing overcrowding and making the site easier to navigate.

Our Process

Why:

Yacht Scoring website becomes easier to expand. As the website grows, new topics can be added to the first layer and additional tasks can be incorporated into the second layer.

The content structure is all about catering to users who know what they want to do once they've found the relevant subject. When the first layer is topical, users can quickly understand the areas of the website. Once they've selected a topic, the deeper layers provide them with specific actions or tasks.

Yacht Scoring becomes adaptable to user feedback: If users find certain tasks more relevant, the task-oriented second layer can be easily adjusted.

Card Sort Pilot Testing Results

- Pilot – This was done with no modifications to the existing site groups. The results showed that of 19 cards, only nine were placed in the same group more than 50% of the time, with seven placed at 75% or better
- There were 4 participants in this test, which was taken online by available colleagues

Yacht Scoring Card Sort Pilot

Category	Percentage Placed in Same Group
Regatta Calendar	100
Getting Started	100
Testimonials	75
Select Event	75
Resources	75
Pricing	75
Event Admin	75
Contact Us	75
Twilight Series	50
Site Menu	50
Setup an Event	50
Media	50
How Does Yacht Scoring ..	50
Bayshore Series	50
About Yacht	50
Registration Info	25
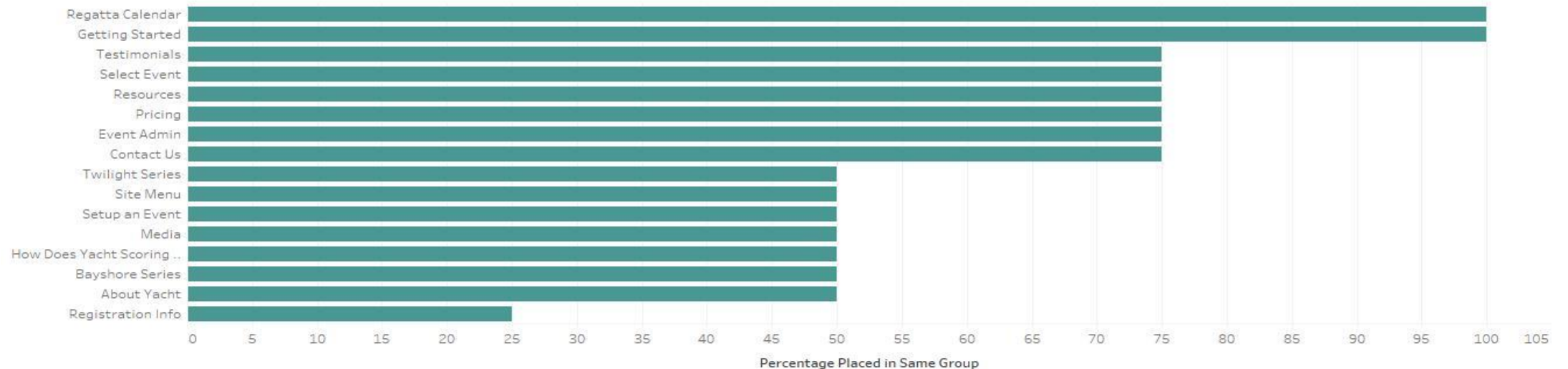
Card Sort Pilot Results Analysis

This test confirmed that there were far too many groups for cards to be sorted into. While this may be obvious, it established a baseline to judge future tests.

As a result, the number of groups were reduced from 11 to 5 for the next round. Groups that had a high numbers of cards sorted into them, such as "Regatta Calendar" and "Select Events" were kept. Groups with low placements, such as "Pricing" were changed into cards.

Card Sort 1 Testing Results

- Test 1 – The reduced number of groups in this test resulted in significantly improved placement agreement. 14 of the 19 cards were placed in the same group more than 50% of the time, with 11 placed at 75% or better. "I don't know" was the majority choice for just 2 cards, "Site Menu" and "Media."

- There were 9 participants in this test, which was done in-person at the Columbia Yacht Club in downtown Chicago. It was taken by members of the club or their guests. All had sailing experience

Yacht Scoring Card Sort 1
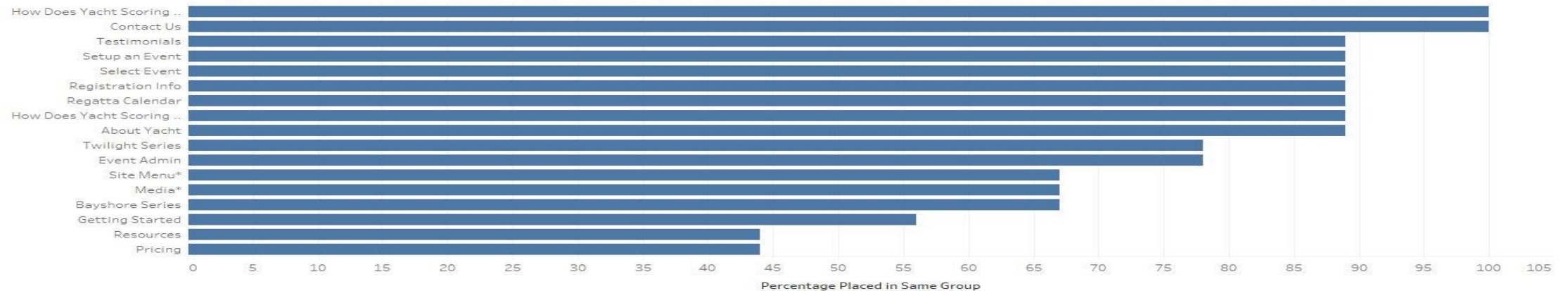
Card Sort 1 Analysis

The weakest results in this series of tests came from the **"Site Menu"** and **"Media"** cards, which were placed in the **"I Don't Know"** group by a majority of participants. This is likely because they are such broad labels

"Resources" and **"Pricing"** also failed to receive a majority consensus, possibly for the same reason as those above.

The results showed that almost no one sorted any cards into the group **"Scoring"**, with the highest results being 22 percent for the two cards about race series. This group was eliminated for the next round of testing

This was the case with the **"Contact Us"** group as well, with the only high match (100%) being a card also called **"Contact Us."** This group was eliminated for the next round.

Card Sort 2 Testing Results

- This test included 4 groups, with 2 renamed. Cards were reduced to 12, because some were too similar. In this case, 10 of the 12 cards were placed in the same group at rates above 50%, although only 2 at 75 percent or better. "I don't know where this should go" was only chosen once.

- There were 8 participants in this test, 7 of whom completed the test (1 test failed to due to a website glitch). This test was conducted at the Jackson Park Yacht Club on the South Side of Chicago. It was taken by members of the club or their guests. All had sailing experience.

Yacht Scoring Card Sort 2
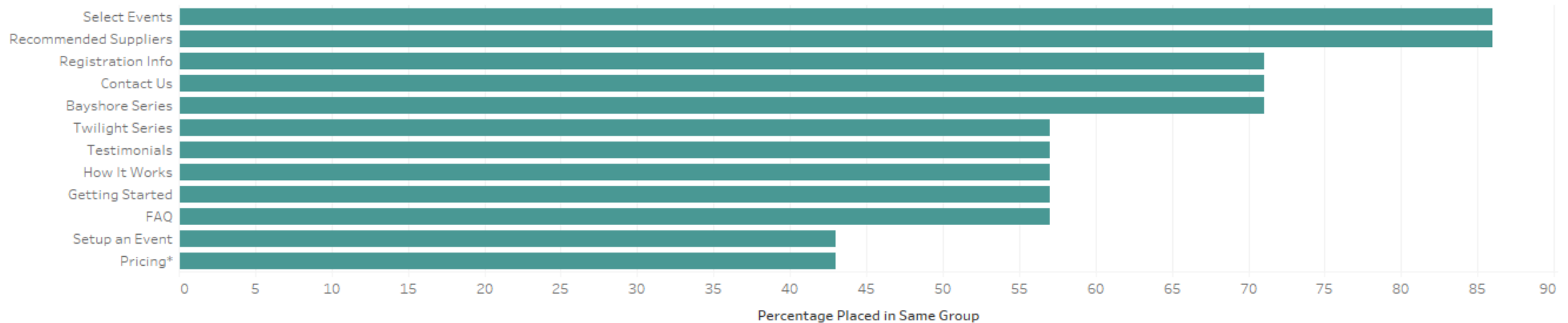
Card Sort 2 Analysis

One of the more interesting results from this test was that the participants between our two rounds disagreed when placing "Race Series" cards. In the first sort, a strong majority placed them in "Events" (72.5% average), but with this sort, the results saw 64% on average place them in the "Regatta Calendar" group. Given more time, a 3rd sort would have been helpful.

Testing showed the renamed groups **"About the Site"** and **"Resources"** also produced some disagreement, with cards such as **"Getting Started"** placed in "About the Site" at 57% versus 43% in "Resources"

We implemented changes to the main groups on our final sitemap to adjust for this confusion, but not our first tree test sitemap due to timing issues

Tree Testing Key Task Flows

Task 1: Add your name to be considered for crew in a sailing regatta.

Scenario: You've just finished the Learn to Race Sailboats class and you're eager to use the new skills you've learned. You want to sign up as an available crew member for the upcoming 2024 Bayshore Wednesday Night Series.

Where can you find the page to sign up as an available crew member for the 2024 Bayshore Wednesday Night race?

- Visit Website.
- Look for an event.
- Choose 2024 Bayshore Wednesday Night race
- Select "Crew Corner".
- Select "Crew Signup".
- Complete form.
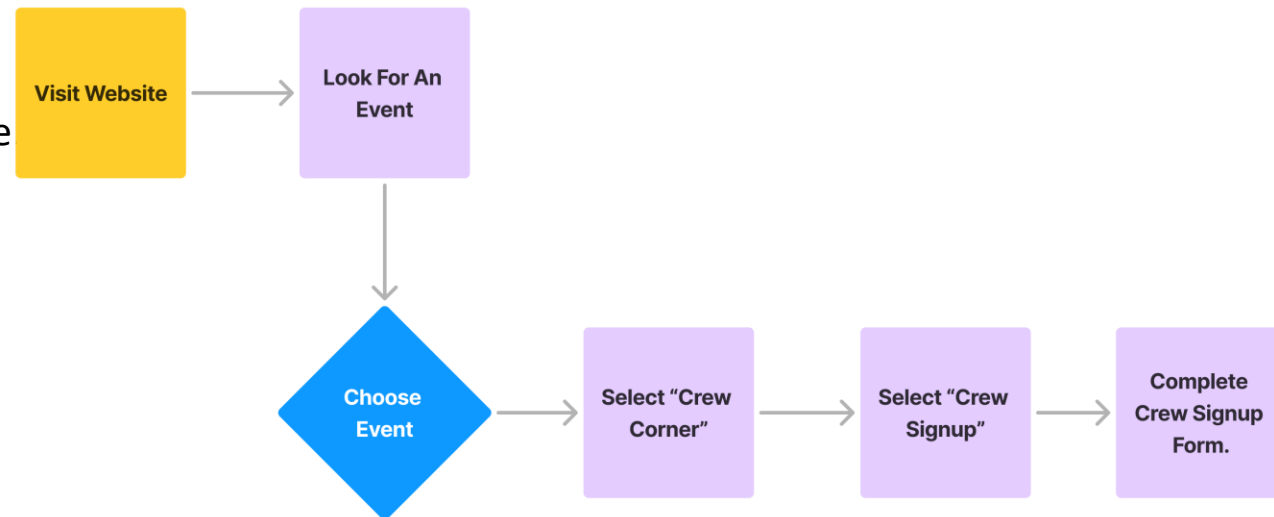
Tree Testing Key Task Flows

Task 2: Register Boat for a sailing regatta.

Scenario: As a boat owner interested in racing, you want to enter your boat into the upcoming 2024 Bayshore Wednesday Night Series.

Where can you find the page to register your boat?

- Visit Website
- Look for an event.
- Choose an event.
- Select "Owner's Corner".
- Select "Race Registration".
- Complete Registration Form.
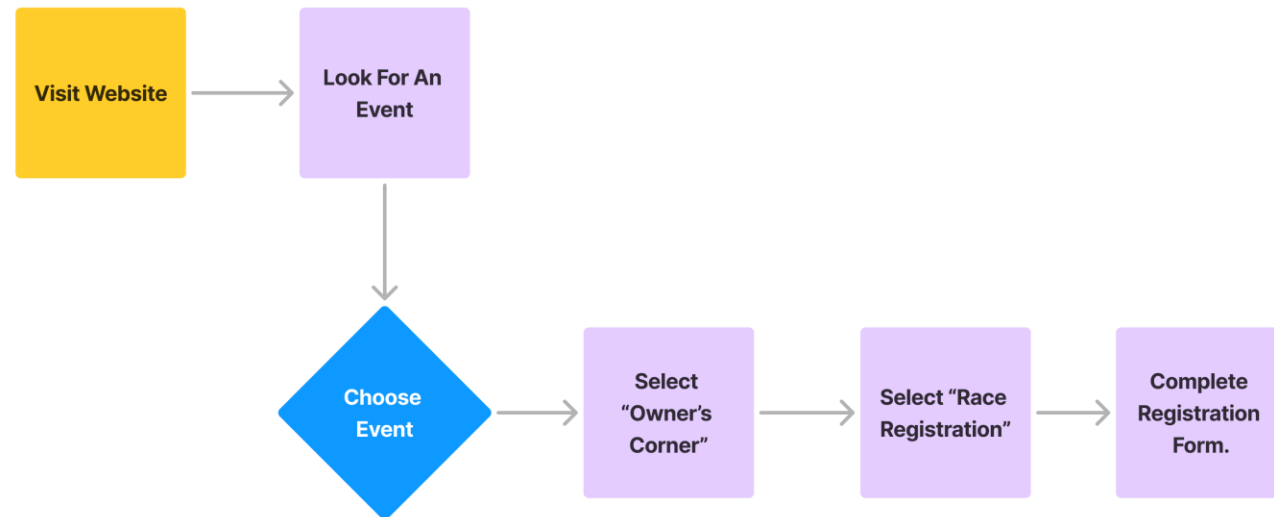
Tree Testing Pilot Test Sitemap

In the first iteration of our redesign process, a new Information Architecture was created. This sitemap reflects that new structure and was tested using two tasks created for a pilot test round. Redundant sections were removed, and new categories were created.
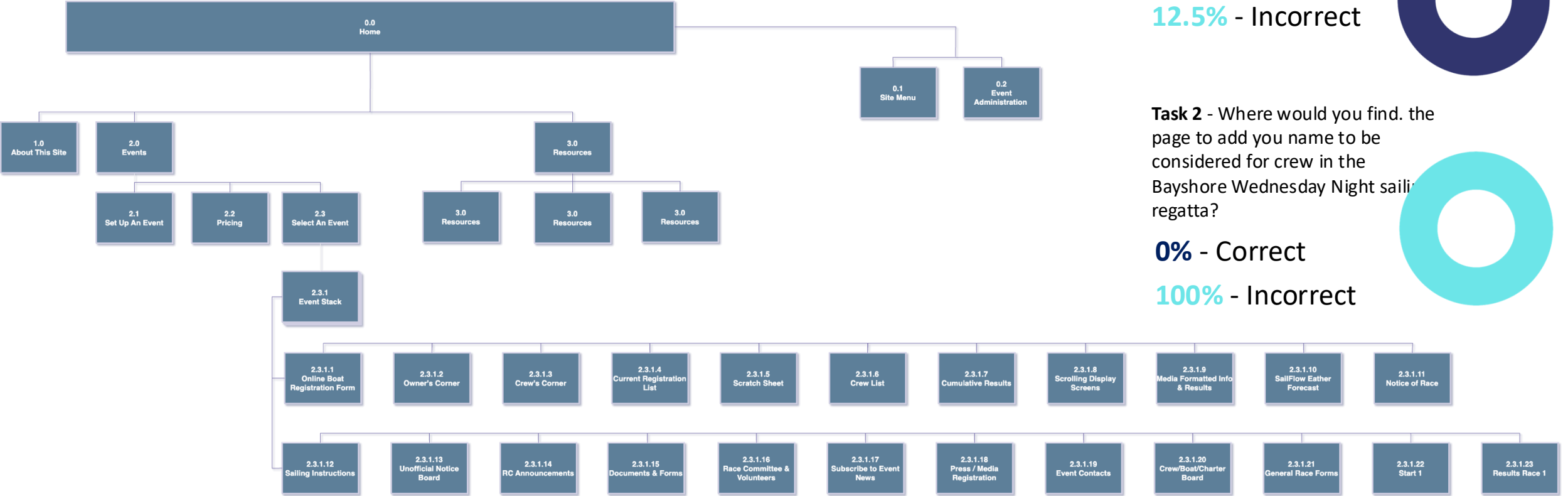
Task 1 - Where would you find the page to register a boat for the Twilight Series sailing regatta?

87.5% - Correct

12.5% - Incorrect

Task 2 - Where would you find. the page to add you name to be considered for crew in the Bayshore Wednesday Night saili regatta?

0% - Correct

100% - Incorrect

Sitemap diagram:

- 0.0 Home
  - 0.1 Site Menu
  - 0.2 Event Administration
  - 1.0 About This Site
  - 2.0 Events
    - 2.1 Set Up An Event
    - 2.2 Pricing
    - 2.3 Select An Event
      - 2.3.1 Event Stack
        - 2.3.1.1 Online Boat Registration Form
        - 2.3.1.2 Owner's Corner
        - 2.3.1.3 Crew's Corner
        - 2.3.1.4 Current Registration List
        - 2.3.1.5 Scratch Sheet
        - 2.3.1.6 Crew List
        - 2.3.1.7 Cumulative Results
        - 2.3.1.8 Scrolling Display Screens
        - 2.3.1.9 Media Formatted Info & Results
        - 2.3.1.10 SailFlow Eather Forecast
        - 2.3.1.11 Notice of Race
        - 2.3.1.12 Sailing Instructions
        - 2.3.1.13 Unofficial Notice Board
        - 2.3.1.14 RC Announcements
        - 2.3.1.15 Documents & Forms
        - 2.3.1.16 Race Committee & Volunteers
        - 2.3.1.17 Subscribe to Event News
        - 2.3.1.18 Press / Media Registration
        - 2.3.1.19 Event Contacts
        - 2.3.1.20 Crew/Boat/Charter Board
        - 2.3.1.21 General Race Forms
        - 2.3.1.22 Start 1
        - 2.3.1.23 Results Race 1
  - 3.0 Resources
    - 3.0 Resources
    - 3.0 Resources
    - 3.0 Resources

Tree Testing Pilot Analysis

There were 5 participants for this pilot test. The test was taken online by available colleagues. The results showed that 87 percent of participants could successfully register a boat for an event, but no one was able to navigate to the correct place to sign up as crew.

The results from the second task confirmed that we needed to better organize the crew sign up process.

Tree Testing Round 1 Task Completion

Task 1 - You want to participate in a racing event as a crew member on someone else's boat. Where can you sign up to be considered for the crew?

55.6% - Correct

44.4% - Incorrect

Task 2 - As a boat owner ready to race, where can you register your boat?

89.9% - Correct

11.1% - Incorrect
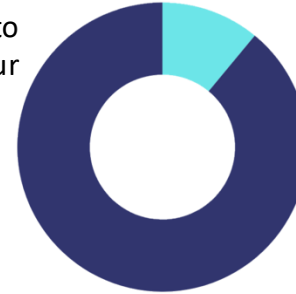
Task 3 - As an event organizer, where can you request to set up a race event?

66.7% - Correct

33.3% - Incorrect

Task 4 - You just completed a race, where can you see the results?

88.9% - Correct

11.1% - Incorrect

Task 5 - As a journalist, where can you find the formatted race results for media prints?

44.4% - Correct

55.6% - Incorrect
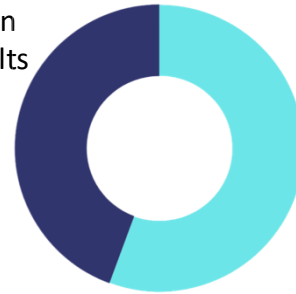
Task 6 - After registering for a racing event, where can you sign up to receive news and updates?

55.6% - Correct

44.4% - Incorrect

Tree Testing Round 1 Results

- In this expanded first round of testing, 4 of 6 tasks were completed at above a 50% success rate. Results for the tasks done in the pilot were very similar in the case of boat registration, which was at an 89% success rate, and improved, but still low, for crew sign up (44%).
- There were 9 participants in this round of testing, which was conducted at the Columbia Yacht Club. All participants members of the club or their guests. All participants were sailors

Yacht Scoring Tree Test 1
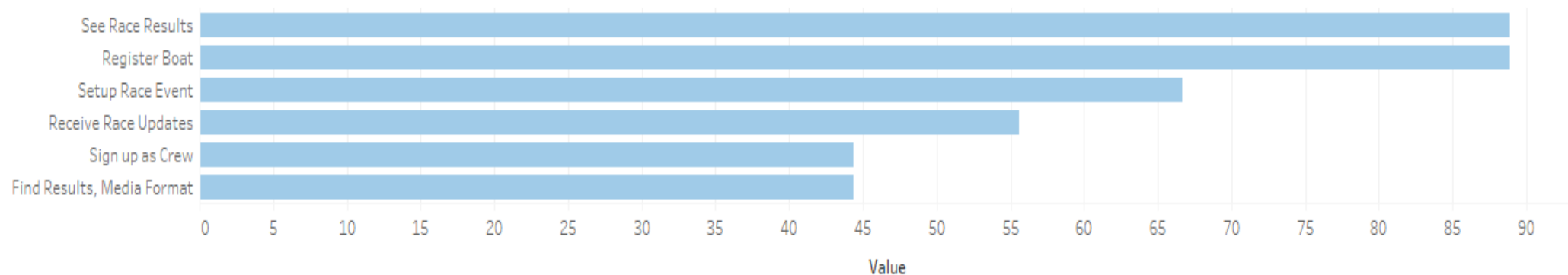
Tree Testing Round 1 Sitemap
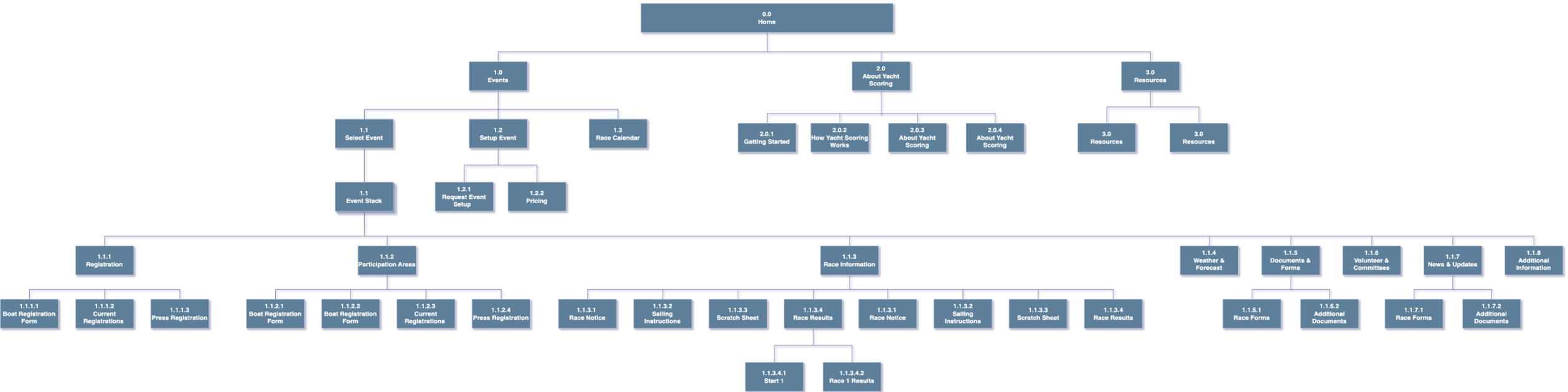
Tree Testing Round 1 Analysis
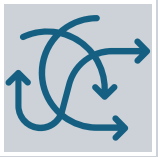
It was disappointing to see that users continued to have trouble with navigating to sign up as crew, but there was improvement here, from a zero percent success rate in the pilot test to 44 percent. We decided to simplify things further for the next round of testing

Race results for media was also quite low, and a fairly specialized task, so we decided to eliminate it for the second round.

Tree Testing Round 2 Task Completion

Task 1 - As a boat owner interested in racing, you want to enter your boat into the upcoming 2024 Bayshore Wednesday Night Series. Where can you find the page to register your boat for the 2024 Bayshore Wednesday Night Series?

77.8% - Correct

22.2% - Incorrect

Task 2 - You've finished a 2024 Bayshore Wednesday Night race, and you wish to view the cumulative results of the race. Where can you find the page to view the cumulative results for race that you just finished?

100% - Correct

0% - Incorrect

Task 3 - You're a new sailor interested in joining a race crew for the upcoming 3 Crib Fiasco. Where can you find the page to sign up as an available crew member for the 3 Crib Fiasco?

100% - Correct

0% - Incorrect

Task 4 - You have a question about the Yacht Scoring website that you can not find an answer to, you want to check the FAQ section to see if there's an answer there. Where can you find the page to view the Yacht Scoring website FAQ?

88.9% - Correct

11.1% - Incorrect

Task 5 - You're interested in setting up a regatta at a local yacht club. Where can you find the page to Set Up an event?

100% - Correct

0% - Incorrect

Tree Testing Round 2 Results

- In this round of testing, all tasks were completed at above a 75% success rate. Three tasks were completed at a 100% success rate, including signing up as Crew.

- There were 9 participants in this round of testing, which was again conducted at the Columbia Yacht Club. All participants were members of the club or their guests. All participants were sailors.

Yacht Scoring Tree Test 2

Task	Percentage Correct
Sign up as Crew for Race	100
Setup an Event	100
Find Race Results	100
Find FAQ	89
Register Boat for Race	78

Percentage Correct
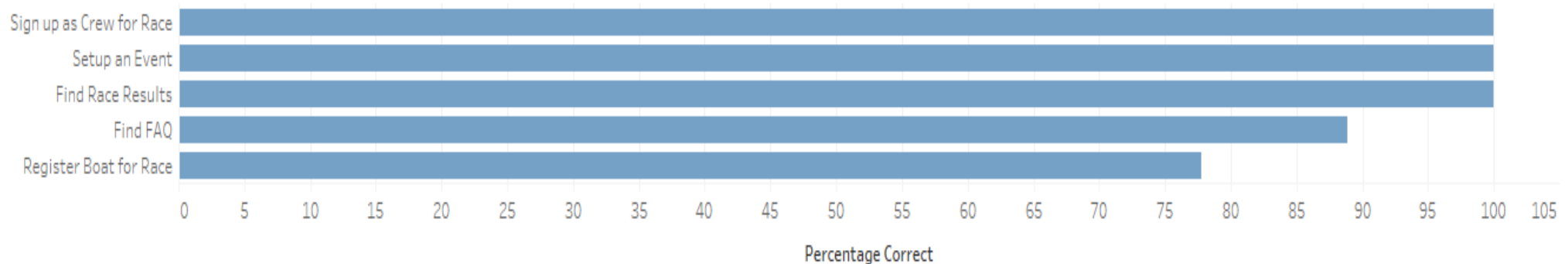
Tree Testing Round 2 Sitemap

- **0,0** Home
  - **1.0** Events
    - **1.1** Set Up An Event
    - **1.2** Select An Event
      - **1.2.1** Event Stack
        - **1.2.1.1** Race Documents
          - **1.2.1.1.1** Notice of Race
          - **1.2.1.1.2** Sailing Instructions
          - **1.2.1.1.3** Official Notice of Race
        - **1.2.1.2** Currently Registered Boats
          - **1.2.1.2.1** Current Registration List
          - **1.2.1.2.2** Scratch Sheet
        - **1.2.1.3** Owner's Corner
          - **1.2.1.3.1** Race Registration
          - **1.2.1.3.2** Your Crew
          - **1.2.1.3.3** Boat Information
          - **1.2.1.3.4** Find Crew
        - **1.2.1.4** Crew Corner
          - **1.2.1.4.1** Boat Finder
          - **1.2.1.4.2** Crew Sign-up
        - **1.2.1.5** Race Results
          - **1.2.1.5.1** Cumulative Results
          - **1.2.1.5.2** Scrolling Results Display
        - **1.2.1.6** Race Forms
          - Race PDF Documents
        - **1.2.1.7** Race Administration
          - **1.2.1.7.1** Media Resources
          - **1.2.1.7.2** Contact Race Organizers
          - **1.2.1.7.3** Administrator Login
        - **1.2.1.8** Weather
        - **1.2.1.10** Race Shop
          - **1.2.1.9.1** Race Merchandise
          - **1.2.1.9.2** Race Event Tickets
        - **1.2.1.10** Race News / Alerts
    - **1.3** View Regatta Calendar
  - **2.0** About Yacht Scoring
    - **2.1** FAQ
    - **2.2** How Yacht Scoring Works
    - **2.3** Getting Started
  - **3.0** Yacht Scoring Partners

Tree Testing Round 2 Analysis

All results were much improved over the previous tests, most likely due to our continual process of simplifying the site structure. It was very satisfying to see a 100% success rate for crew sign-up, since it started so low in initial testing.

The most surprising result was that registering a boat did not test as highly in this round compared to the last. However, it was still at a strong level of 77.8%. Looking at the results, one person mistakenly navigated to "Setup an event" and the other to "Race Forms."

Given that the number of successes was still strong, it does not seem necessary to make a change, but with more time, we could have tested another round of people and confirmed this.

Final Sitemap Design

0.0 Home

1.0 Events
2.0 About Yacht Scoring
3.0 Yacht Scoring Partners

1.1 Set Up An Event $ 🔑
1.2 Select An Event
1.3 View Regatta Calendar

2.1 FAQ
2.2 How Yacht Scoring Works
2.3 Getting Started with Yacht Scoring
2.4 Testimonials

1.2.1 Event Stack

1.2.1.1 Race Forms and Documents
1.2.1.2 Currently Registered Boats
1.2.1.3 Owner's Corner
1.2.1.4 Crew Corner
1.2.1.5 Race Results
1.2.1.6 Race Administration
1.2.1.7 Weather 🔗
1.2.1.8 Race Shop
1.2.1.9 Race News / Alerts

Race Forms and Documents

1.2.1.2.1 Registration list
1.2.1.2.2 Scratch Sheet

1.2.1.3.1 Race Registration $
1.2.1.3.1 Your Crew
1.2.1.3.3 Boat Information
1.2.1.3.4 Find Crew
1.2.1.3.5 Owner Profile

1.2.1.4.1 Boat Finder
1.2.1.4.2 Crew Sign-up
1.2.1.4.3 Crew Profile

1.2.1.5.1 Cumulative Results
1.2.1.5.2 Scrolling Results Display

1.2.1.6.1 Media Resources
1.2.1.6.2 Contact Race Organizers
1.2.1.6.3 Race organizer Login

1.2.1.8.1 Race Merchandise
1.2.1.8.2 Race Event Tickets

🔑 Registration / Login

Final Site Map Design

Our Final Site Map did not change much from the 2nd tree test, but there were a couple of additions due to a final review of participant feedback.

We consolidated the race forms and documents so that they would all be in one place through this process

A suggestion from one user, who has a background in site design, was to add permanent profiles for site users. This would save users time, as currently their information does not carry over from race to race.

These Participants conversations have also helped us to identify areas where the Yacht Scoring site may be able to increase revenue. These areas are denoted by the $ sign on the final site map

Retrospective

Key Takeaways

Ruthlessness in Redesign: That next time it would be helpful to be more ruthless in removing unnecessary groups and features for the website redesign. If we had cut more at the beginning of our card sort testing, we may have gotten higher agreement in our card placements.

Value of Experienced Users: A more positive takeaway is that it was very helpful to have experienced users of the site participate in our testing. A vast majority of the users we tested had visited Yacht Scoring many times. Using a random selection of the population for our tests may have produced different results. It would have been interesting to verify this by doing a round of testing with people who had never used the site before.

Challenges:

Scheduling Field Testing: Finding a suitable day to visit local yacht clubs and conducting our testing. Coordinating this required careful planning. However, the quality of feedback we received justified the extra effort.

Balancing Diverse Perspectives: As a team, we each brought different perspectives to the project. While this diversity was a strength, it occasionally led to differing opinions on design decisions. We navigated these differences by focusing on user data to guide our decisions.

Retrospective

What went well:

Team collaboration: Our team worked cohesively throughout the project. We maintained clear communication, ensuring that everyone was aligned on project goals and timelines. Regular check ins allowed us to address challenges and maintain momentum

Effective Research Methods: The content inventory provided an understanding of the existing structure, while tree test and card sorts offered insights into user expectations and behavior.

Proposed Sitemap: Based on our research, we proposed a sitemap that better aligns with user needs. This new structure prioritizes ease of navigation and improves content discoverability, which should lead to a more intuitive experience.

Contributions

Kofi

- Content inventory
- Tree Test
- Card Sort
- Conducted Card Sort test
- Conducted Tree Test

Chad
- Participant Recruitment
- Content inventory
- Project Proposal
- Site Map
- Tree Test
- Card Sort
- Key task flows
- Conducted Card Sort test

Paul
- Content inventory
- Tree test
- Card Sort
- Conducted Card Sort tests
- Conducted Tree tests

Appendix

Edit Launch Results

SECTION RESULTS

Participants

Card Sort

Card Sort

Showing Results for
4 of 4

Results View

Group x Card ▾

Group x Cards Help

Card	Home	Regatta Calendar	Pricing	Testimonials	Event Admin	How does Yacht Scoring Work	Sent Up An Event	Contact Us	Select Events	Getting Started	Resources	I don't know where that goes.
Site Menu	25	0	0	0	0	0	0	0	0	0	25	50
Event Admin	0	0	0	0	75	0	0	0	0	0	0	25
Select Events	0	0	0	0	0	0	25	0	75	0	0	0
Registration Info	0	0	0	0	25	0	0	0	25	0	25	25
Setup An Event	0	0	0	0	25	0	50	0	25	0	0	0
How Does Yacht Scoring Work	0	0	0	0	0	50	0	0	0	25	0	25
Getting Started	0	0	0	0	0	0	0	0	0	100	0	0
Pricing	0	0	75	0	0	0	0	0	25	0	0	0
Sent Up An Event	0	0	0	0	25	0	50	0	0	0	0	25
Event Admin	0	0	0	0	75	0	0	0	0	0	0	25
Regatta Calendar	0	100	0	0	0	0	0	0	0	0	0	0
Media	50	0	0	0	0	0	0	0	0	0	50	0
About YS	50	0	0	0	0	0	0	0	25	0	0	25
How Does Yacht Scoring Work	0	0	0	0	0	75	0	0	0	25	0	0
Testimonials	0	0	0	75	0	0	0	0	0	0	0	25
Contact Us	0	0	0	0	0	0	0	75	25	0	0	0
Resources	0	0	0	0	0	0	0	0	0	0	75	25
2024 Twilight Series	25	50	0	0	0	0	0	0	0	0	0	25
2024 Bayshore Wednesday Night Series	25	50	0	0	0	0	0	0	0	0	0	25

Yacht Scoring Round 1 Cardsort `Closed`

☑ Edit   ⏻ Launch   ▥ **Results**

SECTION RESULTS

👤 Participants

⤬ Card Sort

Card Sort

Showing Results for
9 of 9

Results View

Group x Card ▾

Group x Cards Help

Card	Events	Contact Us	Regatta Calendar	I don't know where that goes.	Scoring	About Yacht Scoring
Site Menu	0	0	0	67	0	33
Event Admin	78	11	0	11	0	0
Select Events	89	0	11	0	0	0
Registration Info	89	0	0	0	11	0
Setup An Event	89	0	11	0	0	0
How Does Yacht Scoring Work	0	0	0	11	0	89
Getting Started	11	0	11	22	0	56
Pricing	22	11	0	22	0	44
Sent Up An Event	67	0	11	11	0	11
Event Admin	56	11	0	11	11	11
Regatta Calendar	11	0	89	0	0	0
Media	11	22	0	67	0	0
About Yacht	0	0	0	0	11	89
How Does Yacht Scoring Work	0	0	0	0	0	100
Testimonials	0	11	0	0	0	89
Contact Us	0	100	0	0	0	0
Resources	0	22	0	33	0	44
2024 Twilight Series	78	0	0	0	22	0
2024 Bayshore Wednesday Night Series	67	0	11	0	22	0

Card Sort Log

Session:	Round 1	Facilitator:	Cheel
Date and Time:	7/24/24 20:39	Observer(s):	Paul C.
Participant:	Dani C.		

Checklist

Pre-Session:	
1. Participant passed the Recruitment Screener and qualified for the study.	✓
During Session:	
1. Complete Greetings/Introduction Script.	✓
2. Pre-sort Questionnaire.	✓
3. Complete card sort	✓

Pre-sort questionnaire

Are you typically Crew or Skipper?				Skipper ⭕	Crew
How would you rate your computer proficiency. (Semantic Differential)	1 Novice	2	3	4	⑤ Proficient
How would you rate your sailing ability. (Semantic Differential)	1 Novice	2	3	④	5 Expert
Have you ever used the Yacht Scoring website?				Yes ⭕	No

Notes:

Could not double click card to duplicate

Card Sort Log

Session:	Test 1	Facilitator:	Paul
Date and Time:	22:15 7/24/24	Observer(s):	Cid
Participant:	Dan F		

Checklist

Pre-Session:	
1. Participant passed the Recruitment Screener and qualified for the study.	X
During Session:	
1. Complete Greetings/Introduction Script.	X
2. Pre-sort Questionnaire	X
3. Complete card sort	X

Pre-sort questionnaire

Are you typically Crew or Skipper?					Skipper	Crew
How would you rate your computer proficiency. (Semantic Differential)	1 Novice	2	3	4		5 Proficient
How would you rate your sailing ability. (Semantic Differential)	1 Novice	2	3	4		5 Expert
Have you ever used the Yacht Scoring website?					Yes	No

Notes: Didn't map well to categories - especially events

Card Sort Log

Session: Rd 1	Facilitator: Chad
Date and Time: 07/29/27 2215	Observer(s):
Participant: TommM	

Checklist

Pre-Session:	
1. Participant passed the Recruitment Screener and qualified for the study.	✓
During Session:	
1. Complete Greetings/Introduction Script.	✓
2. Pre-sort Questionnaire.	✓
3. Complete card sort	✓

Pre-sort questionnaire

Are you typically Crew or Skipper?				Skipper		(Crew)
How would you rate your computer proficiency. (Semantic Differential)	1 Novice	2	(3)	4	5 Proficient	
How would you rate your sailing ability. (Semantic Differential)	1 Novice	2	3	4	(5) Expert	
Have you ever used the Yacht Scoring website?				(Yes)	No	

Notes: Loud Distracting environment

not a lot of scorry? deg

I Don't know items were questioning

Card Sort Log

Session: Test, 1	Facilitator: Paul V
Date and Time: 7/21 20:15	Observer(s):
Participant: Sarah R.	Check

Checklist

Pre-Session:	
1. Participant passed the Recruitment Screener and qualified for the study.	X

During Session:	
1. Complete Greetings/Introduction Script.	X
2. Pre-sort Questionnaire.	X
3. Complete card sort	X

Pre-sort questionnaire

Are you typically Crew or Skipper?					Skipper	(Crew)
How would you rate your computer proficiency. (Semantic Differential)	1 Novice	2	3	4	5 Proficient	
How would you rate your sailing ability. (Semantic Differential)	1 Novice	(2)	3	4	5 Expert	
Have you ever used the Yacht Scoring website?					(Yes)	No

Notes:

One grouping wasn't used
Usually follow a Tweet link to access the website or
Google search

Card Sort Log

Session:	Round 1	Facilitator:	Chel
Date and Time:	07/24/24	Observer(s):	Paul
Participant:	John Y		

Checklist

Pre-Session:	
1. Participant passed the Recruitment Screener and qualified for the study.	✓
During Session:	
1. Complete Greetings/Introduction Script.	✓
2. Pre-sort Questionnaire.	✓
3. Complete card sort	✓

Pre-sort questionnaire

	1	2	3	4	5
Are you typically Crew or Skipper?				Skipper	Crew
How would you rate your computer proficiency. (Semantic Differential)	1 Novice	2	3	4	5 Proficient
How would you rate your sailing ability. (Semantic Differential)	1 Novice	2	3	4	5 Expert
Have you ever used the Yacht Scoring website?				Yes	No

Notes: ~~Should it~~ double click to duplicated about yact is mos terlicld

Card Sort Log Holly K

Session:	2R·20250 Test 1	Facilitator:	Pau
Date and Time: 7/24/24 21:30		Observer(s):	Chul
Participant: Holly K			

Checklist

Pre-Session:	
1. Participant passed the Recruitment Screener and qualified for the study.	✓
During Session:	
1. Complete Greetings/Introduction Script.	✗
2. Pre-sort Questionnaire.	✗
3. Complete card sort	

Pre-sort questionnaire

Are you typically Crew or Skipper?					(Skipper)	Crew
How would you rate your computer proficiency. (Semantic Differential)		1 Novice	2	3	4	(5) Proficient
How would you rate your sailing ability. (Semantic Differential)		1 Novice	2	3	4	(5) Expert
Have you ever used the Yacht Scoring website?					(Yes)	No

Notes: Event (u) twice

Typo on our en

Card Sort Log Test 2

Session: ~~Casey Kay~~		Facilitator: Paul	
Date and Time: 7.310.24		Observer(s): Chad	
Participant: Kory D			

Checklist

Pre-Session:	
1. Participant passed the Recruitment Screener and qualified for the study.	✓
During Session:	
1. Complete Greetings/Introduction Script.	✓
2. Pre-sort Questionnaire.	✗
3. Complete card sort	✓

Pre-sort questionnaire

Are you typically Crew or Skipper?					Skipper	**Crew**
How would you rate your computer proficiency. *(Semantic Differential)*	1 Novice	2		3	**4**	5 Proficient
How would you rate your sailing ability. *(Semantic Differential)*	1 Novice	**2**		3	4	5 Expert
Have you ever used the Yacht Scoring website?					Yes	**No**

Notes:

Card Sort Log

Session:	Test 2	Facilitator:	Paul
Date and Time:	7.31-24	Observer(s):	Cul
Participant:	Malte (M) J		

Checklist

Pre-Session:	
1. Participant passed the Recruitment Screener and qualified for the study.	✓
During Session:	
1. Complete Greetings/Introduction Script.	
2. Pre-sort Questionnaire.	
3. Complete card sort	

Pre-sort questionnaire

	1	2	3	4	5
Are you typically Crew or Skipper?				(Skipper)	Crew
How would you rate your computer proficiency. (Semantic Differential)	1 Novice	2	3 (circled)	4	5 (Proficient)
How would you rate your sailing ability. (Semantic Differential)	1 Novice	2	3	(4)	5 Expert
Have you ever used the Yacht Scoring website?				(Yes)	No

Notes: Contact could go in resources or about site
Regatta Events could go in Events or Calender

Card Sort Log

Session:	2	Facilitator:	Acd.
Date and Time:	7/31 2104	Observer(s):	Paul
Participant:	Jonthan P		

Checklist

Pre-Session:	
1. Participant passed the Recruitment Screener and qualified for the study.	✓
During Session:	
1. Complete Greetings/Introduction Script.	✓
2. Pre-sort Questionnaire.	✓
3. Complete card sort	✓

Pre-sort questionnaire

Are you typically Crew or Skipper?				Skipper		Crew
How would you rate your computer proficiency. (Semantic Differential)	1 Novice	2	(3)	4	5 Proficient	
How would you rate your sailing ability. (Semantic Differential)	1 Novice	2	(3)	4	5 Expert	
Have you ever used the Yacht Scoring website?					Yes	(No)

Notes:

Card Sort Log

Session:	Rd 2.	Facilitator:	Clark.
Date and Time:	07/31 2047	Observer(s):	Paul
Participant:	Jim L.		

Checklist

Pre-Session:	
1. Participant passed the Recruitment Screener and qualified for the study.	✓
During Session:	
1. Complete Greetings/Introduction Script.	✓
2. Pre-sort Questionnaire.	✓
3. Complete card sort	✓

Pre-sort questionnaire

Are you typically Crew or Skipper?				(Skipper)		Crew
How would you rate your computer proficiency. *(Semantic Differential)*	1 Novice	(2)	3	4		5 Proficient
How would you rate your sailing ability. *(Semantic Differential)*	1 Novice	2	3	(4)		5 Expert
Have you ever used the Yacht Scoring website?				(Yes)		No

Notes:

Card Sort Log

Session:	R2 2 Round	Facilitator:	Chad
Date and Time:	7/31 1855	Observer(s):	Paul
Participant:	John		

Checklist

Pre-Session:	
1. Participant passed the Recruitment Screener and qualified for the study.	✓
During Session:	
1. Complete Greetings/Introduction Script.	✓
2. Pre-sort Questionnaire.	✓
3. Complete card sort	✓

Pre-sort questionnaire

Are you typically Crew or Skipper?				Skipper	(Crew)
How would you rate your computer proficiency. *(Semantic Differential)*	1 Novice	2	3	4	(5) Proficient
How would you rate your sailing ability. *(Semantic Differential)*	1 Novice	2	(3)	4	5 Expert
Have you ever used the Yacht Scoring website?				(Yes)	No

Notes:

Card Sort Log

Session:	RD 2	Facilitator: Chad
Date and Time:	7/31 1905	Observer(s): Paul
Participant:	Greg	

Checklist

Pre-Session:	
1. Participant passed the Recruitment Screener and qualified for the study.	✓

During Session:	
1. Complete Greetings/Introduction Script.	✓
2. Pre-sort Questionnaire.	✓
3. Complete card sort	✓

Pre-sort questionnaire

Are you typically Crew or Skipper?					Skipper	Crew
How would you rate your computer proficiency. (Semantic Differential)	1 Novice	2	3	4	5 Proficient	
How would you rate your sailing ability. (Semantic Differential)	1 Novice	2	3	4	5 Expert	
Have you ever used the Yacht Scoring website?					Yes	No

Notes:

Card Sort Log

Session:	2 Round	Facilitator:	Cheryl-
Date and Time:	07/31 0040	Observer(s):	Paul
Participant:	DaveR		

Checklist

Pre-Session:	
1. Participant passed the Recruitment Screener and qualified for the study.	✓
During Session:	
1. Complete Greetings/Introduction Script.	✓
2. Pre-sort Questionnaire.	✓
3. Complete card sort	✓

Pre-sort questionnaire

Are you typically Crew or Skipper?					Skipper	(Crew)
How would you rate your computer proficiency. (Semantic Differential)	1 Novice	2	3	(4)	5 Proficient	
How would you rate your sailing ability. (Semantic Differential)	1 Novice	2	(3)	4	5 Expert	
Have you ever used the Yacht Scoring website?				(Yes)	No	

Notes:

Yacht Scoring Round 2 Card Sort Closed

☑ Edit   ⏻ Launch   📊 Results

SECTION RESULTS

👤 Participants

⤬ Card Sort

Card Sort

Showing Results for
7 of 7

Results View
[Group x Card ▾]

Group x Cards Help

Card	Events	I don't know where that goes.	Regatta Calendar	About the Site	Resources
Select Events	86	0	14	0	0
Registration Info	71	0	29	0	0
Setup An Event	43	0	14	0	43
How it Works	0	0	0	57	43
Getting Started	0	0	0	57	43
Pricing	14	43	0	14	29
Testimonials	0	0	0	57	43
Contact Us	0	0	0	71	29
2024 Twilight Series	43	0	57	0	0
2024 Bayshore Wednesday Night Series	29	0	71	0	0
FAQ	0	0	0	43	57
Reccommended Suppliers	0	14	0	0	86

Edit | Launch | Results

SECTION RESULTS

👤 Participants

🌿 Tree Test

Tree Test

⌄ EXPAND ALL   ^ COLLAPSE ALL   ⦿ HELP   ⬇ DOWNLOAD

^ "Where would you find the page to register a boat for the Twilight Series sailing regatta? "   87.5%   12.5%

Showing Results for	Avg. Time	Correct Answer
8 of 9	74.9s	Online Boat Registration Form

	Correct		InCorrect	
	87.5%	5 Direct 2 Indirect	**12.5%**	1 Direct 0 Indirect

Paths

# Responses	Correct	Path
5	true	Events > 2024 Twilight Series > Online Boat Registration Form
1	true	Resources > Resources > Home > Home > Events > 2024 Twilight Series > Online Boat Registration Form
1	true	About the Site > About the Site > Resources > Resources > Events > Events > Home > Home > About the Site > About the Site > About the Site > About the Site > Events > 2024 Twilight Series > Online Boat Registration Form
1	false	Events > 2024 Bayshore Wednesday Night Series > Online Boat Registration Form

^ "Where would you find. the page to add you name to be considered for crew in the Bayshore Wednesday Night sailing regatta?"   0.0%   100.0%

Showing Results for	Avg. Time	Correct Answer
8 of 9	123.0s	Crew/Boat/Charter Board

	Correct		InCorrect	
	0.0%	0 Direct 0 Indirect	**100.0%**	1 Direct 7 Indirect

Paths

# Responses	Correct	Path
1	false	Events > 2024 Bayshore Wednesday Night Series > Events > Events > Events > Home > Home > Resources > Resources > Events > Crew's Corner (login)
1	false	Home > Home > Resources > Resources > Events > 2024 Bayshore Wednesday Night Series > Race Committee & Volunteers
1	false	Events > 2024 Bayshore Wednesday Night Series > Crew List
1	false	Home > Home > Events > 2024 Bayshore Wednesday Night Series > Crew List
1	false	Resources > Resources > Events > 2024 Bayshore Wednesday Night Series > Crew List
1	false	Home > Home > Resources > Resources > Events > 2024 Bayshore Wednesday Night Series > Events > Events > Events > Resources > How it works
1	false	Resources > Resources > About the Site > About the Site > Events > 2024 Bayshore Wednesday Night Series > Crew's Corner (login)
1	false	Home > Home > Home > Home > About the Site > About the Site > Events > 2024 Bayshore Wednesday Night Series > Online Boat Registration Form

Edit   Launch   Preview   DOWNLOAD   HELP   EXPAND ALL   COLLAPSE ALL

SECTION RESULTS
- Participants
- Tree Test

Tree Test

"You want to participate in a racing event as a crew member on someone else's boat. Where can you sign up to be considered for the crew?"

Showing Results for 9 of 9 | Avg Time 36.3s | Correct Answer: **Crew & Boat Finder**

Correct **44.4%** — 2 Direct, 2 Indirect
InCorrect **55.6%** — 3 Direct, 2 Indirect

44.4% / 55.6%

Paths

# Responses	Correct	Path
1	true	Resources > Events > Events 1 > Setup Event > Setup Event > Select Event > Racing Event 1 > Participant Areas > Crew & Boat Finder
2	false	Events > Select Event > Racing Event 1 > Participant Areas > Crew Login
1	false	Events > Select Event > Racing Event 1 > Participant Areas > Select Event > Events > Select Event > Boat Finder
2	true	Events > Select Event > Racing Event 1 > Participant Areas > Crew & Boat Finder
1	false	Events > Select Event > Select Event > Select Event > Racing Event 1 > Volunteer & Committee > Participant Areas > Crew Directory
1	false	Resources > Contact Us
1	true	Resources > Resources > Events > Select Event > Racing Event 1 > Registration > Volunteer & Committee > Volunteer & Committee > Participant Areas > Crew & Boat Finder

"As a boat owner ready to race, where can you register your boat?"

Showing Results for 9 of 9 | Avg Time 20.3s | Correct Answer: **Boat Registration Form**

Correct **88.9%** — 5 Direct, 3 Indirect
InCorrect **11.1%** — 0 Direct, 1 Indirect

88.9% / 11.1%

Paths

# Responses	Correct	Path
1	false	Events > Select Event > Setup Event > Events > About Yacht Scoring > Resources > Resources > About Yacht Scoring > Getting Started
5	true	Events > Select Event > Racing Event 1 > Registration > Boat Registration Form
1	true	About Yacht Scoring > About Yacht Scoring > Events > Select Event > Racing Event 1 > Registration > Boat Registration Form
2	true	Resources > Resources > Events > Select Event > Racing Event 1 > Registration > Boat Registration Form

"As an event organizer, where can you request to set up a race event?"

Showing Results for 9 of 9 | Avg Time 30.1s | Correct Answer: **Request Event Setup**

Correct **66.7%** — 5 Direct, 1 Indirect
InCorrect **33.3%** — 1 Direct, 2 Indirect

66.7% / 33.3%

Paths

# Responses	Correct	Path
1	false	Events > Events > Resources > Resources > About Yacht Scoring > Getting Started
5	true	Events > Setup Event > Request Event Setup
1	false	Events > Select Event > Racing Event 1 > Documents & Forms > Race Forms
1	true	Events > Events > Setup Event > Request Event Setup
1	false	Events > Select Event > Racing Event 1 > Setup Event > Yacht Scoring > FAQ

"You just completed a race, where can you see the results?"

Showing Results for 9 of 9 | Avg Time 34.9s | Correct Answer: **Race 1 Results**

Correct **88.9%** — 6 Direct, 2 Indirect
InCorrect **11.1%** — 1 Direct, 0 Indirect

88.9% / 11.1%

Paths

# Responses	Correct	Path
1	false	Events > Select Event > Racing Event 1 > News & Updates > Event News Subscription
6	true	Events > Select Event > Racing Event 1 > Race Results > Race 1 Results
1	true	Events > Select Event > Racing Event 1 > Race Information > Documents & Forms > Documents & Forms > Select Event > Events > Resources > Additional Information > Race Information > Race Results > Race 1 Results
1	true	Events > Select Event > Racing Event 1 > Participant Areas > Race Information > Race Results > Race 1 Results

"As a journalist, where can you find the formatted race results for media prints?"

Showing Results for 9 of 9 | Avg Time 50.7s | Correct Answer: **Formatted Race Info & Results**

Correct **44.4%** — 0 Direct, 4 Indirect
InCorrect **55.6%** — 1 Direct, 4 Indirect

44.4% / 55.6%

Paths

# Responses	Correct	Path
1	false	Events > Events > About Yacht Scoring > Resources > Resources > Recommended Suppliers
1	true	Events > Select Event > Racing Event 1 > Race Information > Formatted Race Info & Results
1	true	Events > Events > Resources > Resources > Events > Select Event > Racing Event 1 > Race Results > Formatted Race Info & Results
1	false	Resources > Events > Select Event > Racing Event 1 > News & Updates > Race Information > Race Results
1	false	Events > Select Event > Racing Event 1 > Race Information > Race Information > Race Results > Formatted Race Info & Results
1	false	Events > Select Event > Racing Event 1 > News & Updates > Event Organizer > Select Event > Additional Information > Event Organizer's Yacht Club
1	true	Resources > Events > Select Event > Racing Event 1 > News & Updates > Race Information > Race Results > Race 1 Results
1	false	Events > Select Event > Racing Event 1 > News & Updates > Race Information > Race Results > Race 1 Results
1	false	Events > Select Event > Racing Event 1 > Race Information > Race Results > Race 1 Results

"After registering for a racing event, where can you sign up to receive news and updates?"

Showing Results for 9 of 9 | Avg Time 37.6s | Correct Answer: **Event News Subscription**

Correct **55.6%** — 4 Direct, 1 Indirect
InCorrect **44.4%** — 2 Direct, 2 Indirect

55.6% / 44.4%

Paths

# Responses	Correct	Path
1	false	Resources > Resources > Events > Race Calendar
4	true	Events > Select Event > Racing Event 1 > News & Updates > Event News Subscription
1	false	Resources > Resources > Events > Select Event > Racing Event 1 > Registration > Boat Registration Form
1	true	Events > Select Event > Racing Event 1 > News & Updates > Event News Subscription
1	false	Events > Select Event > Racing Event 1 > Race Information > Unofficial Notice Board
1	false	Events > Select Event > Racing Event 1 > Participant Areas > Owner's Login

SECTION RESULTS
👤 Participants
🌲 Tree Test

ıll Results

Tree Test

✓ EXPAND ALL ∧ COLLAPSE ALL ⑦ HELP

"As a boat owner interested in racing, you want to enter your boat into the upcoming 2024 Bayshore Wednesday Night Series. Where can you find the page to register your boat for the 2024 Bayshore Wednesday Night Series?"

		77.8%	22.2%

Showing Results for 9 of 9

Avg. Time 16.8s

Correct Answer **Register for Race**

Correct 77.8% 7 Direct 0 Indirect

InCorrect 22.2% 2 Direct 0 Indirect

Paths

# Responses	Correct	Path
1	false	Events > Set-Up An Event
1	false	Events > Select An Event > 2024 Bayshore Wednesday Night Series > Race Forms
7	true	Events > Select An Event > 2024 Bayshore Wednesday Night Series > Owners Corner > Register for Race

---

"You've finished a 2024 Bayshore Wednesday Night race, and you wish to view the cumulative results of the race. Where can you find the page to view the cumulative results for the 2024 Bayshore Wednesday Night race that you just finished?"

		100.0%	0.0%

Showing Results for 9 of 9

Avg. Time 15.4s

Correct Answer **Cumulative Results**

Correct 100.0% 9 Direct 0 Indirect

InCorrect 0.0% 0 Direct 0 Indirect

Paths

# Responses	Correct	Path
9	true	Events > Select An Event > 2024 Bayshore Wednesday Night Series > Race Results > Cumulative Results

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"You're a new sailor interested in joining a race crew for the upcoming 3 Crib Fiasco. Where can you find the page to sign up as an available crew member for the 3 Crib Fiasco?"

		100.0%	0.0%

Showing Results for 9 of 9

Avg. Time 19.9s

Correct Answer **Crew Signup**

Correct 100.0% 7 Direct 2 Indirect

InCorrect 0.0% 0 Direct 0 Indirect

Paths

# Responses	Correct	Path
7	true	Events > Select An Event > 3 Crib Fiasco > Crew Corner > Crew Signup
1	true	About Yacht Scoring > About Yacht Scoring > Events > Select An Event > 3 Crib Fiasco > Crew Corner > Crew Signup
1	true	Events > Select An Event > 2024 Bayshore Wednesday Night Series > Select An Event > Events > Select An Event > 2024 Bayshore Wednesday Night Series > 3 Crib Fiasco > Crew Corner > Crew Signup

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"You have a question about the Yacht Scoring website that you can not find an answer to, you want to check the FAQ section to see if there's an answer there. Where can you find the page to view the Yacht Scoring website FAQ?"

		88.9%	11.1%

Showing Results for 9 of 9

Avg. Time 7.7s

Correct Answer **FAQ**

Correct 88.9% 7 Direct 1 Indirect

InCorrect 11.1% 1 Direct 0 Indirect

Paths

# Responses	Correct	Path
7	true	About Yacht Scoring > FAQ
1	false	Yacht Scoring Partners
1	true	About Yacht Scoring > About Yacht Scoring > Events > Events > About Yacht Scoring > FAQ

"You're interested in setting up a regatta at a local yacht club. Where can you find the page to Set Up an event?"

		100.0%	0.0%

Showing Results for 9 of 9

Avg. Time 11.5s

Correct Answer **Set-Up An Event**

Correct 100.0% 4 Direct 5 Indirect

InCorrect 0.0% 0 Direct 0 Indirect

Paths

# Responses	Correct	Path
1	true	About Yacht Scoring > About Yacht Scoring > Events > Events > Events > Set-Up An Event
1	true	About Yacht Scoring > About Yacht Scoring > Events > Events > Events > Set-Up An Event
1	true	Events > Events > Events > Set-Up An Event
1	true	Events > Select An Event > Select An Event > Select An Event > Select An Event > Set-Up An Event
1	true	Events > Select An Event > Select An Event > Set-Up An Event
4	true	Events > Set-Up An Event

Tree Test Log

Session:	RD 1	Facilitator:	Kofi
Date and Time: Aug 14, 2024		Observer(s): Paul & Chad	
Participant: TJ			

Checklist

Pre-Session:	
1. Participant passed the Recruitment Screener and qualified for the study.	Yes
During Session:	
1. Complete Greetings/Introduction Script.	Yes
2. Pre-test Questionnaire.	Yes
3. Complete tree test	Yes

Pre-sort questionnaire

Are you typically Crew or Skipper?					Skipper	(Crew)	
How would you rate your computer proficiency. (Semantic Differential)	1 Novice	2	ⓧ			(4)	5 Proficient
How would you rate your sailing ability. (Semantic Differential)	1 Novice	2	③			4	5 Expert
Have you ever used the Yacht Scoring website?				(Yes)			No

Notes:

Tree Test Log

Session:	Tree Test 1	Facilitator:	Paul
Date and Time:	8/14/24 10:33	Observer(s):	Rafi, Chu
Participant:	Dn. C		

Checklist

Pre-Session:	
1. Participant passed the Recruitment Screener and qualified for the study.	X
During Session:	
1. Complete Greetings/Introduction Script.	X
2. Pre-test Questionnaire.	X
3. Complete tree test	X

Pre-sort questionnaire

Are you typically Crew or Skipper?					_Skipper_		Crew
How would you rate your computer proficiency. (Semantic Differential)		1 Novice	2	3	(4)	5 Proficient	
How would you rate your sailing ability. (Semantic Differential)		1 Novice	2	3	(4)	5 Expert	
Have you ever used the Yacht Scoring website?					(Yes)	No	

Notes: ~~also~~ also had trouble with Media question

Tree Test Log

Session:	Tree Test 1	Facilitator:	Paul V
Date and Time:	8/14/15 10:00pm	Observer(s):	Kofi, Cho
Participant:	Brad		

Checklist

Pre-Session:	
1. Participant passed the Recruitment Screener and qualified for the study.	X
During Session:	
1. Complete Greetings/Introduction Script.	X
2. Pre-test Questionnaire.	X
3. Complete tree test	X

Pre-sort questionnaire

Are you typically Crew or Skipper?				Skipper	(Crew)
How would you rate your computer proficiency. (Semantic Differential)	1 Novice	2	3	4	(5) Proficient
How would you rate your sailing ability. (Semantic Differential)	1 Novice	2	3	4	(5) Expert
Have you ever used the Yacht Scoring website?				(Yes)	No

Notes:
- Frustrated with lack of support from Yacht scoring devs
- Has experience registering @ regatta races
- Most difficult task seemed to be finding prior results from that task

Tree Test Log

Checklist

Pre-Session:	
1. Participant passed the Recruitment Screener and qualified for the study.	✗
During Session:	
1. Complete Greetings/Introduction Script.	✗
2. Pre-test Questionnaire.	✗
3. Complete tree test	✓

Pre-sort questionnaire

Race Counter

Are you typically Crew or Skipper?				Skipper	**Crew**
How would you rate your computer proficiency. (Semantic Differential)	1 Novice	2	3	4	**5** **Proficient**
How would you rate your sailing ability. (Semantic Differential)	1 Novice	2	**3**	4	5 Expert
Have you ever used the Yacht Scoring website?				**Yes**	No

Notes:
- Media Formatted placement
- Some information was pretty deep in menu - would just start at event website under normal circumstances

Tree Test Log

Session:	*Luke* Round 1	Facilitator:	Paul V
Date and Time:	08/14/2024 - 2211hrs	Observer(s):	
Participant:	LukeW		Kofi, Chad

Checklist

Pre-Session:	
1. Participant passed the Recruitment Screener and qualified for the study.	X

During Session:	
1. Complete Greetings/Introduction Script.	X
2. Pre-test Questionnaire.	X
3. Complete tree test	X

Pre-sort questionnaire

Are you typically Crew or Skipper?					*Skipper*	Crew
How would you rate your computer proficiency. (Semantic Differential)		1 Novice	2	3	4	*5* Proficient
How would you rate your sailing ability. (Semantic Differential)		1 Novice	2	3	*4*	5 Expert
Have you ever used the Yacht Scoring website?					*Yes*	No

Notes: *Different options for different types of such Communications for Event Managers with test*

Tree Test Log

Session:	Round 1	Facilitator:	Kofi Prah
Date and Time:	August 14, 2023	Observer(s):	Paul
Participant:	Dwight C		

Checklist

Pre-Session:	
1. Participant passed the Recruitment Screener and qualified for the study.	Yes
During Session:	
1. Complete Greetings/Introduction Script.	Yes
2. Pre-test Questionnaire.	Yes
3. Complete tree test	Yes

Pre-sort questionnaire

Are you typically Crew or Skipper?				Skipper		(Crew)
How would you rate your computer proficiency. (Semantic Differential)	1 Novice	2	3	4		(5) Proficient
How would you rate your sailing ability. (Semantic Differential)	1 Novice	2	3	4		(5) Expert
Have you ever used the Yacht Scoring website?				Yes		(No)

Notes:

Tree Test Log

Session: Round 1	Facilitator: Kofi
Date and Time: Aug 14, 2024	Observer(s): Paul & Chad
Participant: Janette	

Checklist

Pre-Session:	
1. Participant passed the Recruitment Screener and qualified for the study.	Yes
During Session:	
1. Complete Greetings/Introduction Script.	Yes
2. Pre-test Questionnaire.	Yes
3. Complete tree test	Yes

Pre-sort questionnaire

Race Committee

			Skipper		Crew
Are you typically Crew or Skipper?					
How would you rate your computer proficiency. (Semantic Differential)	1 Novice	2	③	4	5 Proficient
How would you rate your sailing ability. (Semantic Differential)	1 Novice	2	③	4	5 Expert
Have you ever used the Yacht Scoring website?				(Yes)	No

Notes:

Formatted Race Results!

Race Results in general
Race Information needs to be broken up
or renamed

Tree Test Log

Session: Round 1	Facilitator: Kofi
Date and Time: Aug 14, 2024	Observer(s): Paul
Participant: Steve	

Checklist

Pre-Session:	
1. Participant passed the Recruitment Screener and qualified for the study.	Yes
During Session:	
1. Complete Greetings/Introduction Script.	Yes
2. Pre-test Questionnaire.	Yes
3. Complete tree test	Yes

Pre-sort questionnaire

	1	2	3	4	5
Are you typically Crew or Skipper?				Skipper	(Crew)
How would you rate your computer proficiency. (Semantic Differential)	1 Novice	2	3	(4)	5 Proficient
How would you rate your sailing ability. (Semantic Differential)	1 Novice	2	3	(4)	5 Expert
Have you ever used the Yacht Scoring website?				(Yes)	No

Notes:

Where would you register your boat

Race Results higher in the tree or Race Information is too vague

He wanted Race Results to be quick and easy to access