# Big Information Architecture
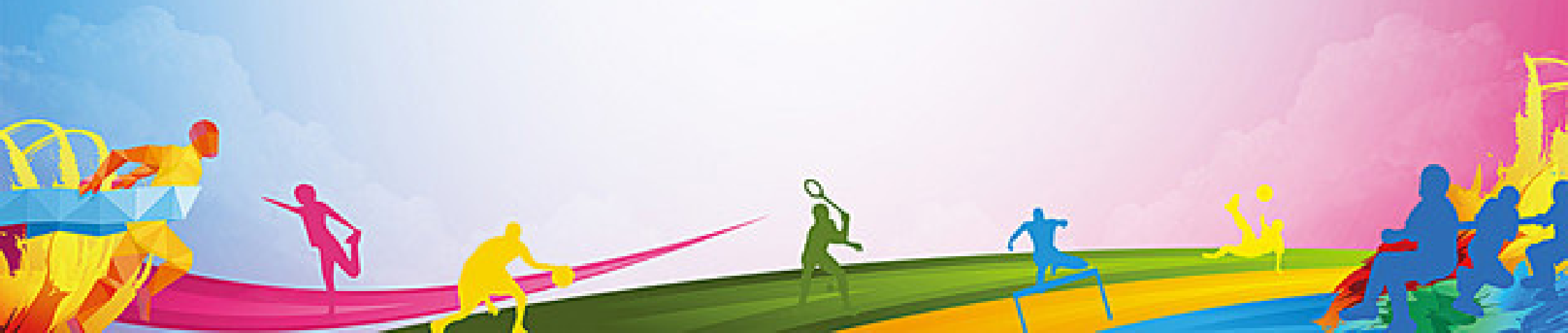
|Olaf Bon|500756394|
|Fransiska & Bart| April 3 2019|

## Preface

For the municipality of Amsterdam we were asked to find a solution for the low participation rate in sports in the South-East area of Amsterdam. This area has a lot of diversity when it comes to the people that inhabit this part of Amsterdam. They have everything from single mothers with multiple children to young professionals and elderly. There are very many clubs in the area which makes for a bunch of information. This is why I, for the course big information architecture, am going to make a digital solution for the inhabiters of the South-East area to find sport activities near them.

## Contents

## Debrief

For the course big Ia we got the assignment to make a digital solution for the low sport participation in the South-East area of Amsterdam. There is a lot of information when it comes to clubs and events in the area. There are over 180 registered clubs in South-East alone. This makes for a lot of data that I have to make sense of to get a logical and fitting solution that will help the citizens of South-East to start moving !

## Research

When looking at the available information for the people in South-East we find a lot of websites. There are over 180 clubs and unions in the area and they all of either a website, facebook page or some other way to communicate what they do. There are also a bunch of clubs that are off the radar. On the Amsterdam website we can find an interactive map that is functional but not useable. It would be a good way for the people to find more info if it would be focused on that rather than on everything in the whole city.

Because of the short amount of time available for this assignment we shared all our information regarding research with each other in class. The main insights my fellow students gave me was that the people in the South-East mainly hear about sports from each other in person. It spreads mouth to mouth rather than them having for example a facebook community. When I asked some friends of mine that grew up in the South-East area if they could tell me something about sports they did when growing up they confirmed this insight. They told me that, "just like in any other area", they heard about sports from friends and that is how they got into soccer. This is what I would like to work with.

## Target group

The target group doesn't share much about sports online except for when they are professional athletes. This proves challenging when it comes to making a digital way of providing a mouth to mouth solution. Because of the rich ethnical backgrounds of the people it is also challenging to provide information that helps everyone achieve their goal when using my product. Some of the cultures are not used to sporting in the way that we do it and want to start slow in an area where they won't be judged. Others might want to compete against one another to achieve a new high.

## The solution

I thought of a way to digitalise the mouth to mouth experience for users. I came up with a digital wizars that can help users find a sports that might be interesting to them. It is a questionnaire of a couple of questions and based on the answers giving it will generate a list of sports the user might find interesting. In this list the users can do some filtering and sorting to change the results a bit more to their liking. When fun to use, people will also tell their friends about it. So instead of trying to get people to search for sports, people tell each other to check out this fun website. This makes 2 use cases for my product:

-The user want to get into sports but don't know where to begin and tries to find something using the website

-The users want to mess with the system for fun to see what kind of answers they get, in the process exploring a lot of new sports they might not have known.

**Site map**

```
                              ┌─────────────┐
                              │     0.0     │
                              │    Home     │
                              └──────┬──────┘
        ┌──────────────┬────────────┼────────────┬──────────────┐
  ┌─────┴─────┐  ┌─────┴─────┐ ┌────┴──────┐ ┌───┴────┐  ┌──────┴──────┐
  │    1.0    │  │    2.0    │ │    3.0    │ │  4.0   │  │    5.0      │
  │ Questions │  │ User login│ │ Aanbieders│ │Settings│  │  Previous   │
  │           │  │           │ │  sign up  │ │        │  │   result    │
  └─────┬─────┘  └─────┬─────┘ └───────────┘ └────────┘  └─────────────┘
        │              │
  ┌─────┴─────┐  ┌─────┴─────┐
  │    1.1    │  │    2.1    │
  │Result list│  │Saved sports│
  └─────┬─────┘  └───────────┘
        │
  ┌─────┴─────┐
  │    1.2    │
  │sport detail│
  │   page    │
  └─────┬─────┘
        │
  ┌─────┴─────┐
  │    1.3    │
  │ Aanbieders│
  │detail page│
  └───────────┘
```

Page:

Stack:
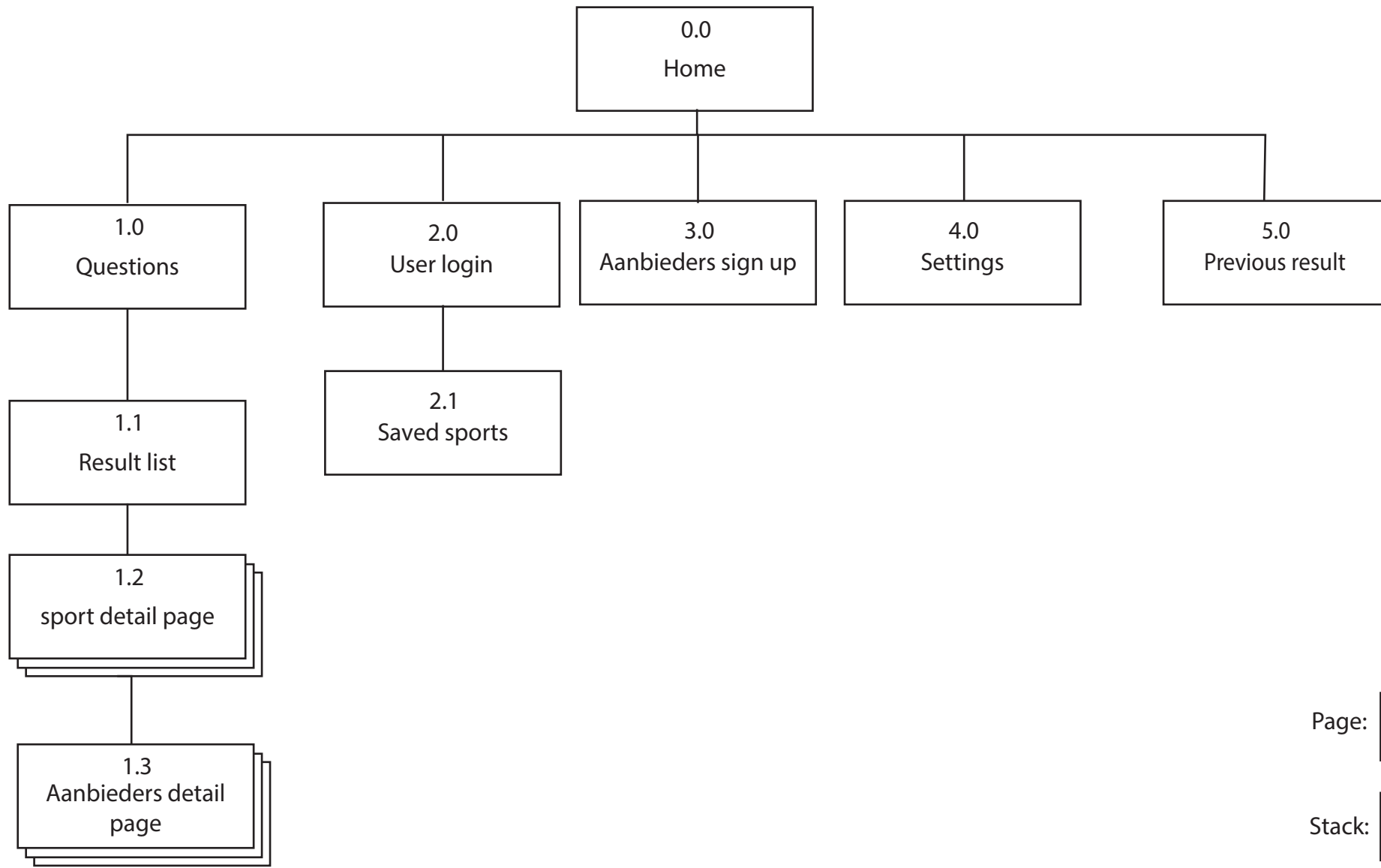
**Site map explained:**
**Casual browsing**
When users hear from their friends about this fun website online you can use to search sports with, they will start a casual search. They answer (and thereby filter) a couple of questions and find sports that might fit them. This way they just casually use the website and might find something usefull from it aswell.

**Direct searching**
**-on the website**
When users are on the website they can use the all sport tab to just use the website like any other. They get an overview of everything and can filter and sort the way they would like. It can also happen a user answerd the questions before and wants their result from a previous visit. They can find that in the menu aswel.
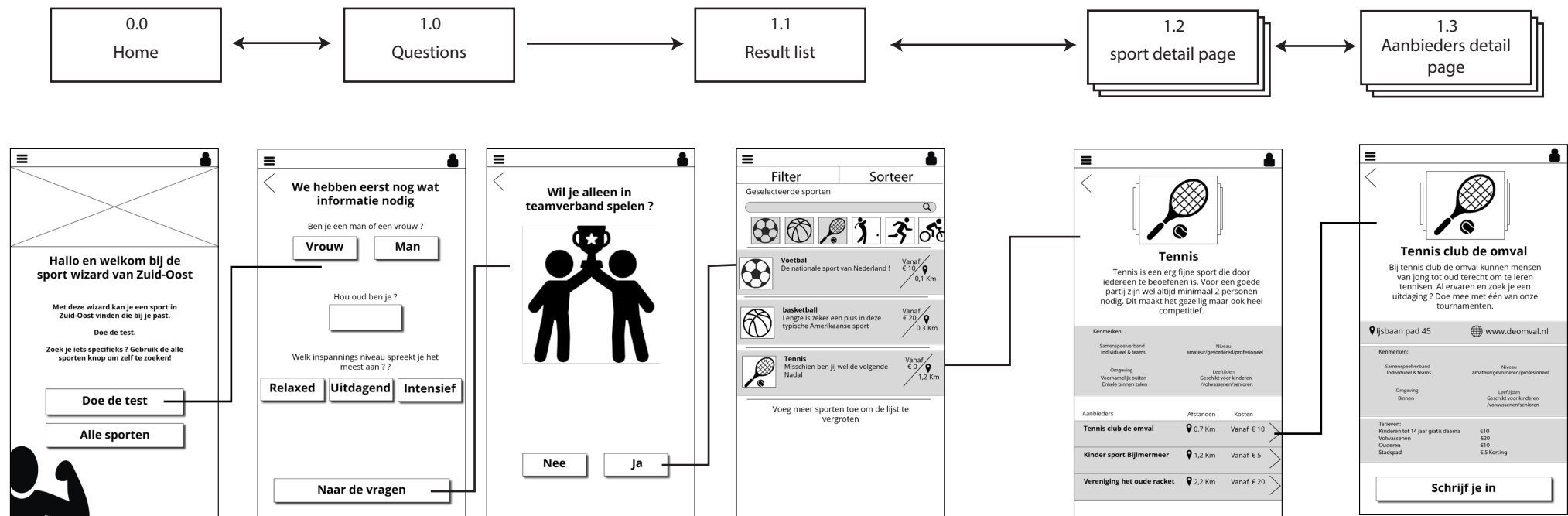
**-from a search engine**
When entering the site trough a search engine the user will find an overview page about the sport they searched for. When they goolge "Soccer south-east" they will find the soccer overview page. This contains some basic information like how many clubs are registered and how many people play soccer.
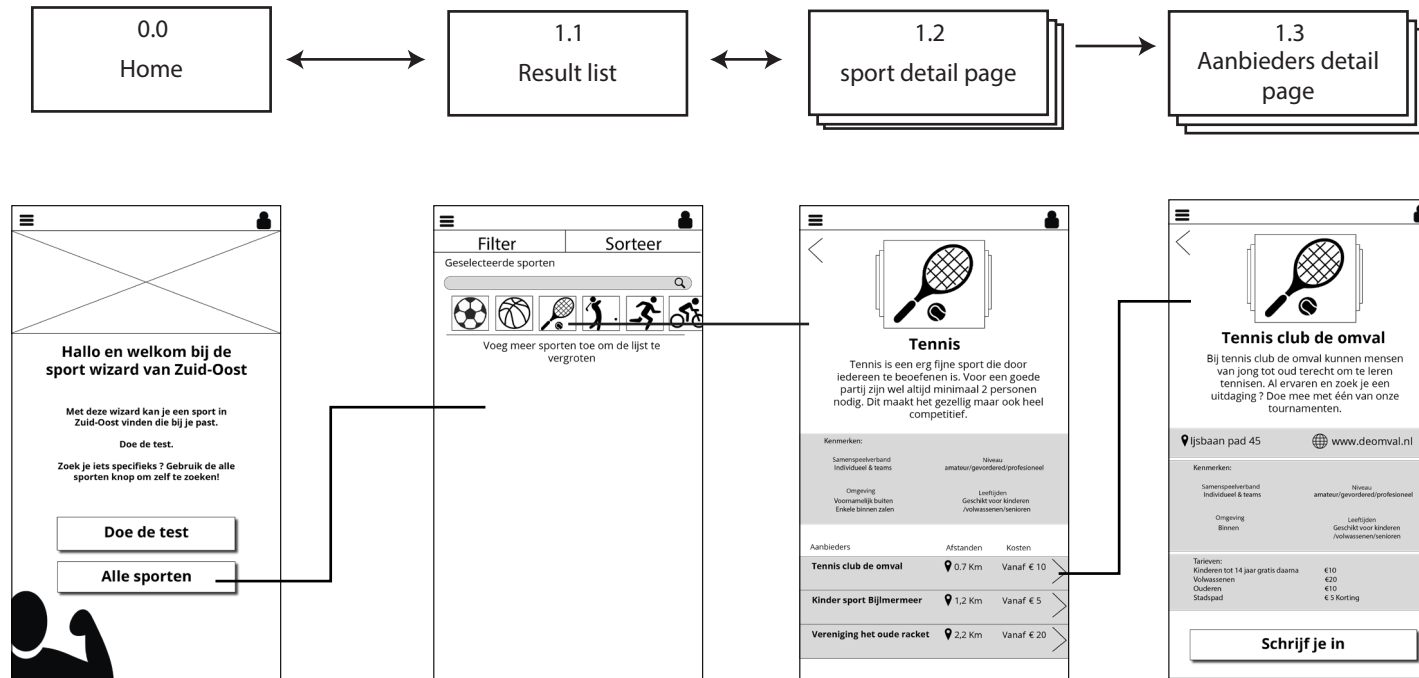
## Flowcharts

Search wizard
exploration

| 0.0 Home | 1.0 Questions | 1.1 Result list | 1.2 sport detail page | 1.3 Aanbieders detail page |

### Screen 1 — Home

☰ 👤

**Hallo en welkom bij de sport wizard van Zuid-Oost**

Met deze wizard kan je een sport in Zuid-Oost vinden die bij je past.

Doe de test.

Zoek je iets specifieks ? Gebruik de alle sporten knop om zelf te zoeken!

**Doe de test**

**Alle sporten**

### Screen 2 — Questions

☰ 👤

**We hebben eerst nog wat informatie nodig**

Ben je een man of een vrouw ?

**Vrouw**   **Man**

Hou oud ben je ?

Welk inspannings niveau spreekt je het meest aan ? ?

**Relaxed**   **Uitdagend**   **Intensief**

**Naar de vragen**

### Screen 3

☰ 👤

**Wil je alleen in teamverband spelen ?**

**Nee**   **Ja**

### Screen 4 — Result list

☰ 👤

Filter      Sorteer

Geselecteerde sporten

**Voetbal** — De nationale sport van Nederland !    Vanaf € 10 / 0,1 Km

**basketball** — Lengte is zeker een plus in deze typische Amerikaanse sport    Vanaf € 20 / 0,3 Km

**Tennis** — Misschien ben jij wel de volgende Nadal    Vanaf € 0 / 1,2 Km

Voeg meer sporten toe om de lijst te vergroten

### Screen 5 — Sport detail page

☰ 👤

**Tennis**

Tennis is een erg fijne sport die door iedereen te beoefenen is. Voor een goede partij zijn wel altijd minimaal 2 personen nodig. Dit maakt het gezellig maar ook heel competitief.

Kenmerken:

Samenspeelverband Individueel & teams          Niveau amateur/gevordered/profesioneel

Omgeving Voornamelijk buiten Enkele binnen zalen          Leeftijden Geschikt voor kinderen /volwassenen/senioren

| Aanbieders | Afstanden | Kosten |
| --- | --- | --- |
| Tennis club de omval | 0.7 Km | Vanaf € 10 |
| Kinder sport Bijlmermeer | 1,2 Km | Vanaf € 5 |
| Vereniging het oude racket | 2,2 Km | Vanaf € 20 |

### Screen 6 — Aanbieders detail page

☰ 👤

**Tennis club de omval**

Bij tennis club de omval kunnen mensen van jong tot oud terecht om te leren tennisen. Al ervaren en zoek je een uitdaging ? Doe mee met één van onze tournamenten.

📍 Ijsbaan pad 45          🌐 www.deomval.nl

Kenmerken:

Samenspeelverband Individueel & teams          Niveau amateur/gevordered/profesioneel

Omgeving Binnen          Leeftijden Geschikt voor kinderen /volwassenen/senioren

Tarieven:
Kinderen tot 14 jaar gratis daarna          €10
Volwassenen          €20
Ouderen          €10
Stadspad          € 5 Korting

**Schrijf je in**

---

This flowchart shows how the users navigates trough the site using the wizard. This is the casual way of searching for a sport and the most common use of the website.

**Flowcharts**

## All sports browsing



This flow shows how a user would go trough the site looking for as sport theirselfs. From the homescreen they can press all sports and go to an empty result list that they can fill with sports they look up theirselfs. The filters are empty at this point. This is direct searching for the users that know what they want to do.

## Filters

There are five questions I want to ask the user to provide filters for them. The things I want to know are :

Do they only want to sport in a team ? because if they want a sport they can both do in teams and individual most team sports (like soccer) are not an option.
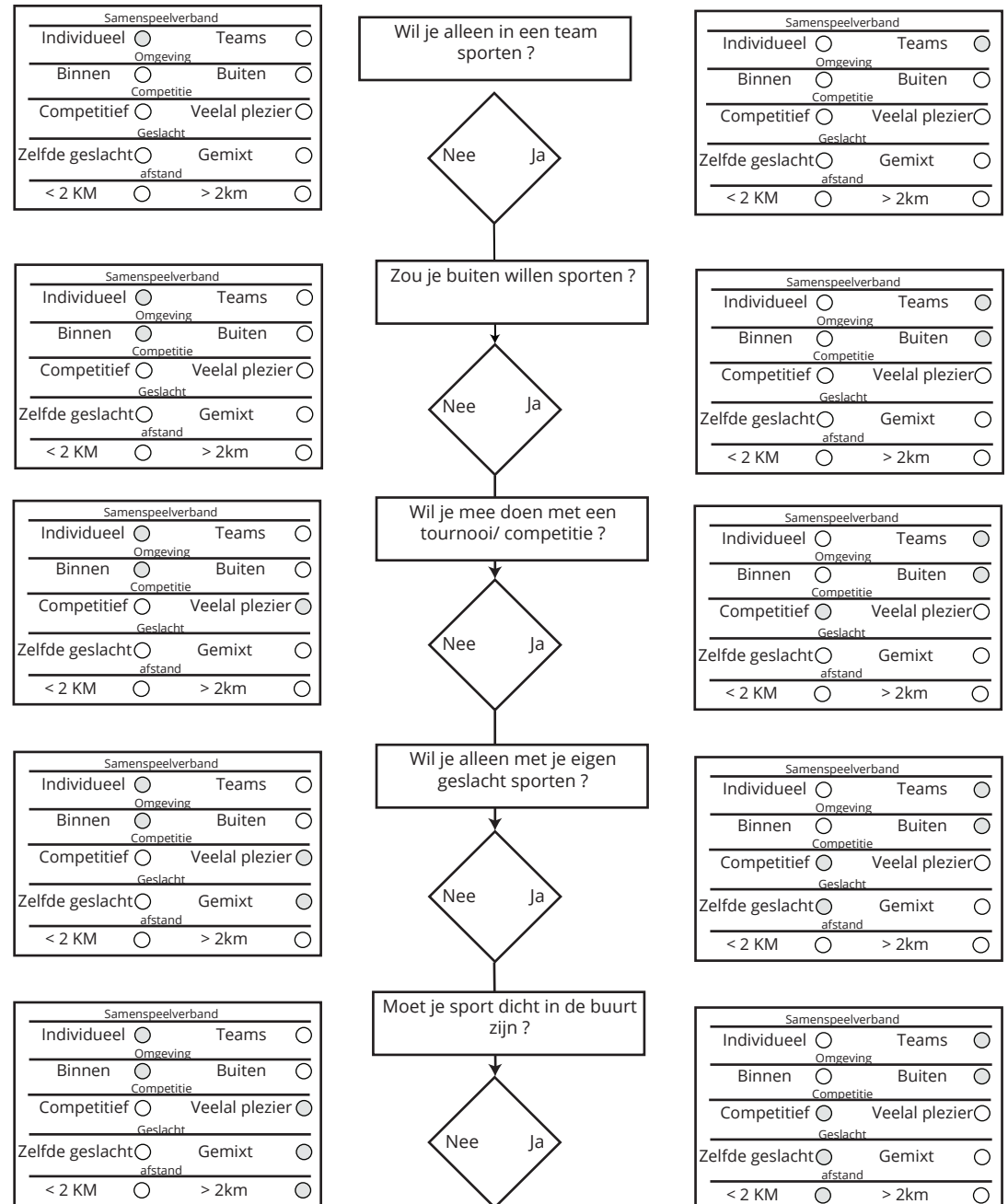
Would they play outside ? if not only sports with indoor options are selected.

Do they want to join a tourney or a competition ? if not they just want to play for fun and will have that option selected.

If they only want to sport with people of the same sex only the sports that give that option are selected.

Do you want the sport to be near ? if yes than the user only sees sports within a 2 kilometer radius.

To be able to filter on things like age and sex I ask the users to fill some information before hand (page 1.0). This way we can fill in the filter for the user in a more fun way. They can change options in the filter tab aswell.

**Left column filter boxes (repeated):**

Samenspeelverband
Individueel ○    Teams ○
Omgeving
Binnen ○    Buiten ○
Competitie
Competitief ○    Veelal plezier ○
Geslacht
Zelfde geslacht ○    Gemixt ○
afstand
< 2 KM ○    > 2km ○

**Flowchart (center):**

Wil je alleen in een team sporten ?
→ Nee / Ja

Zou je buiten willen sporten ?
→ Nee / Ja

Wil je mee doen met een tournooi/ competitie ?
→ Nee / Ja

Wil je alleen met je eigen geslacht sporten ?
→ Nee / Ja

Moet je sport dicht in de buurt zijn ?
→ Nee / Ja

**Right column filter boxes (repeated):**

Samenspeelverband
Individueel ○    Teams ○
Omgeving
Binnen ○    Buiten ○
Competitie
Competitief ○    Veelal plezier ○
Geslacht
Zelfde geslacht ○    Gemixt ○
afstand
< 2 KM ○    > 2km ○

**Wireframe page 0.0 Home**

### Hallo en welkom bij de sport wizard van Zuid-Oost

Met deze wizard kan je een sport in Zuid-Oost vinden die bij je past.

Doe de test.

Zoek je iets specifieks ? Gebruik de alle sporten knop om zelf te zoeken!

**Doe de test**

**Alle sporten**

**1** This is a menu. This has some options for people like settings for a different language and a Sign up options for people that want their club or sport registered.

**2** This is a user icon. The user can here login with facebook to enable the option to save sports they have viewed. These sport will be availble under this icon.

**3** This is the button and the call to action to start taking the question. This is happy flow I want regular users to follow.

**4** With this button they can skip the test and go right to the result list 1.1 to search for a sport.

**5** A header image for the South-east area and the welcome message to help people land on the website.

**Wireframe page 1.0 Questions**



**We hebben eerst nog wat informatie nodig**

Ben je een man of een vrouw ?

Vrouw

Man

Hou oud ben je ?

Welk inspannings niveau spreekt je het meest aan ? ?

Relaxed

Uitdagend

Intensief

Naar de vragen

**1** The titel of the page to inform the users we need some information to be able to filter for them.

**2** These are buttons. Only one can be checked to be used in the filtering.

**3** This is a fill in form for the user to enter their age.

**4** The button to continue to the main questions and go to the next page.

**Wireframe page 1.0 Questions**

**1** Wil je alleen in teamverband spelen ?

**Nee**   **Ja**
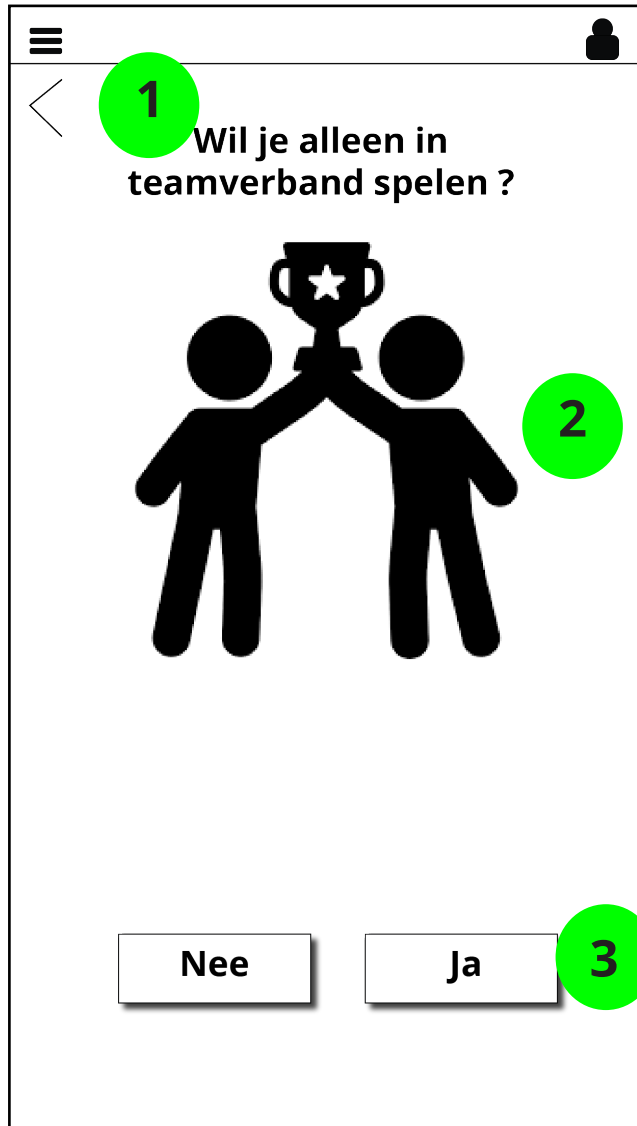
**1** The question asked on this page.

**2** An image to support the question asked.

**3** The buttons to answer the questions. Once one is clicked the user wil go to the next page with that answer selected. If they use the back button they can change their previous answer.

# Wireframe page 1.1 Result list



**1**

**2**

### Mobile screen content

≡                                      👤

| Filter | Sorteer |

Geselecteerde sporten

🔍

⚽  🏀  🎾  🏌  🏃  🚴

**Voetbal**
De nationale sport van Nederland !
Vanaf € 10
0,1 Km

**basketball**
Lengte is zeker een plus in deze
typische Amerikaanse sport
Vanaf € 20
0,3 Km

**Tennis**
Misschien ben jij wel de volgende
Nadal
Vanaf € 0
1,2 Km

Voeg meer sporten toe om de lijst te
vergroten

**1** Here the user get the option to change the filter. When they click on here a lay over wil slide down over the page with options for the user to turn on or off

|  | Samenspeelverband |  |
| --- | --- | --- |
| Individueel ○ | | Teams ○ |
| | Omgeving | |
| Binnen ○ | | Buiten ○ |
| | Competitie | |
| Competitief ○ | | Veelal plezier ○ |
| | Geslacht | |
| Zelfde geslacht ○ | | Gemixt ○ |
| | afstand | |
| < 2 KM ○ | | > 2km ○ |

**2** Same like the filter the sorting options will slide over the content in a overlay style. This is just so the user can sort on the amount of money available and on the distance to a sport or club.

**geld**

prijs laag - hoog

prijs hoog - laag

**Afstand**

afstand dichtbij- ver

afstand ver-dichtbij

**Wireframe page 1.1 Result list**

**Filter**    **Sorteer**

Geselecteerde sporten

**1**

**2**

**Voetbal**
De nationale sport van Nederland !    Vanaf
€ 10
0,1 Km

**3**

**basketball**
Lengte is zeker een plus in deze
typische Amerikaanse sport    Vanaf
€ 20
0,3 Km

**Tennis**
Misschien ben jij wel de volgende
Nadal    Vanaf
€ 0
1,2 Km

Voeg meer sporten toe om de lijst te
vergroten

**4**

**1** In this type bar they can search of sports if they want to search directly. If they look for a sport that is available but not with their current filters it has a lighter opacity.

**2** This is the bar with available sports for your filter options. it is horizontal scrollable and when you tap a sport it wil appear in the list.

**3** The list items show a little image, name of the sport, a small description, the minimum price you have to pay and how far it is from your current location.

**4** If you add sports to the list they will appear underneath. The list becomes scrollable if it becomes to long.

**Wireframe page 1.1 Result list**

Filter     Sorteer

Geselecteerde sporten

Voeg meer sporten toe om de lijst te vergroten

**1**
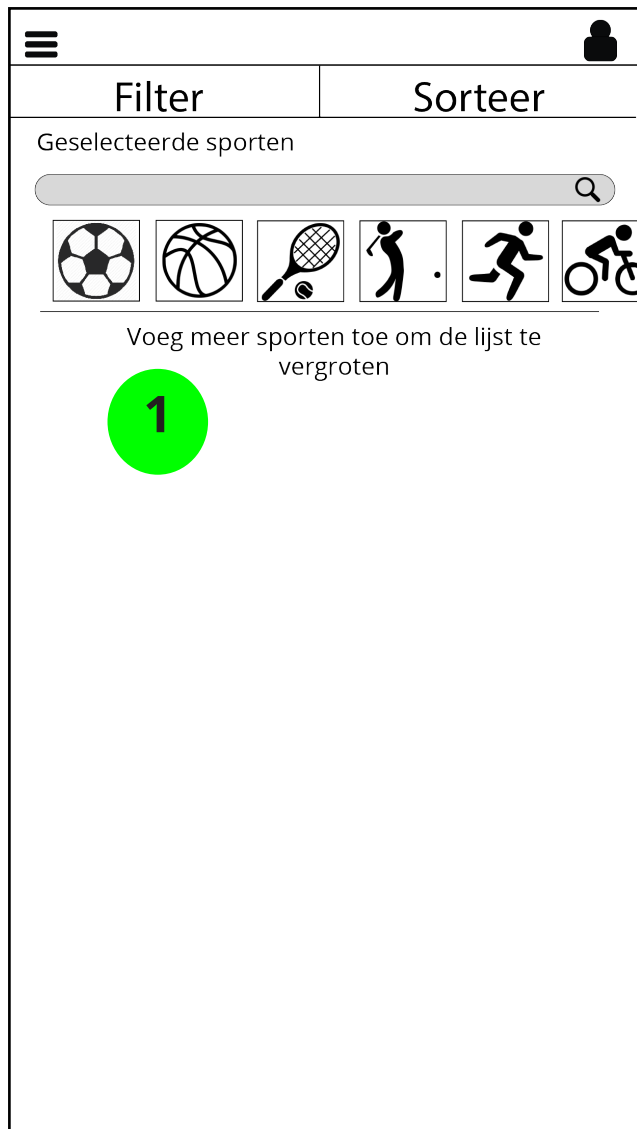
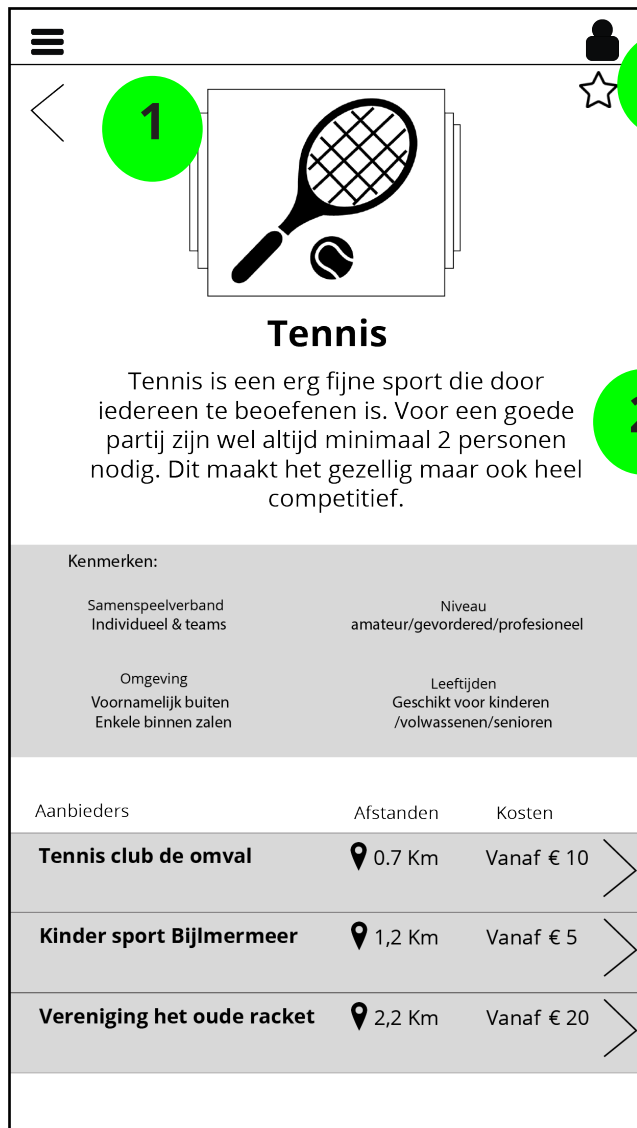**1** If someone used the all sports button they come here. No filters are applied and they can search all sports to compare what they might like.

**Wireframe page 1.2 sport detail page**

### Tennis

Tennis is een erg fijne sport die door iedereen te beoefenen is. Voor een goede partij zijn wel altijd minimaal 2 personen nodig. Dit maakt het gezellig maar ook heel competitief.

Kenmerken:

| Samenspeelverband Individueel & teams | Niveau amateur/gevordered/profesioneel |
|---|---|
| Omgeving Voornamelijk buiten Enkele binnen zalen | Leeftijden Geschikt voor kinderen /volwassenen/senioren |

| Aanbieders | Afstanden | Kosten |
|---|---|---|
| **Tennis club de omval** | 0.7 Km | Vanaf € 10 |
| **Kinder sport Bijlmermeer** | 1,2 Km | Vanaf € 5 |
| **Vereniging het oude racket** | 2,2 Km | Vanaf € 20 |

**1** A carousel that gives indication pictures of the sport.

**2** Discription of the sport to give the user an indication of what to expect.

**3** Here the user can see the key info about the sport like how many people they need to play, level of play, indoor/outdoor and what ages can play this sport.

**4** These are the providers of the sport. This list in most cases wont be too long since its only the South-east area but if there are more than 3 providers this section become scrollable.

**5** The star is the like icon. The user can, when logged in, like sports so they can go back to them later.

**Wireframe page 1.3 Aanbieder detail page**



**Tennis club de omval**

Bij tennis club de omval kunnen mensen van jong tot oud terecht om te leren tennisen. Al ervaren en zoek je een uitdaging ? Doe mee met één van onze tournamenten.

📍 Ijsbaan pad 45          🌐 www.deomval.nl

Kenmerken:

Samenspeelverband                    Niveau
Individueel & teams          amateur/gevordered/profesioneel

Omgeving                              Leeftijden
Binnen                          Geschikt voor kinderen
                                /volwassenen/senioren

Tarieven:
Kinderen tot 14 jaar gratis daarna        €10
Volwassenen                               €20
Ouderen                                   €10
Stadspad                                  € 5 Korting

**Schrijf je in**

**1** A carousel that gives indication pictures of host or club

**2** Discription of the host or club and what they stand for.

**3** Here the street and website are shown. Clicking on the street will open google maps, where clicking the website will open it in a new internet tab.

**4** Here the user can see the key info about the club like how many people they need to play, level of play, indoor/outdoor and what ages can play this sport.

**5** Here you can see the different prices for joining this club

**6** The button to notify the club you would like to join. This will bring you to the page on the website of the club where you can sign up.

## Recommendation

The next step would be to start prototyping and see if the application fits with the target audience. If they don't feel like playing with the system to explore a bit more out of their comfort zone, changes are required to the way the website works. I recommend to make 3 test question in a limited tag pool to see how the system could filter and sort by the questions given like in the question funnel. When this is done and set up correctly we can use that to user test and see if they enjoy it. If it's a succes we can implement the system set up for the test to work on a larger scale with all the sports and categories. This would be the best way to check of the system works and to prevent spending a lot of money on something the people of South-East won't use.

## References

avatar:
strong
By FADLI AINUL KIFLI, ID

Front page and page  banner images:
Background Photos from https://pngtree.com/freebackground/fancy-sports-background-color_369456.html

sport Icons:
https://thenounproject.com