SailFast

Mary Cummins
Fall 2018

Description

SailFast organizes and manages your sailing team. It provides a seamless way to schedule races and communicate with your crew. All crew members can view a team calendar of events. Crew members indicate their availability for each event, and then the team admin picks the final line-up. Additionally, this app allows you to search for sailors and teams. Sailors can indicate their skills and experience on their profile as a way to advertise themselves.

Research Plan

BACKGROUND
To go sailing, a skipper needs to be able to find crew, but finding crew members and communicating with them can be incredibly difficult. This app will streamline crew organization so that sailors can spend less time on logistics and more time out on the water. The app could be used by an individual, but it could also be used in an event managing capacity by an organization like a sailing club or yacht club.

GOALS
- Identify the crew-finding issues that sailors encounter.
- Determine the logistical needs of sailors who organize crew.

METHODS
An online screener survey will be sent out to gauge interest and find quality users for further research. Quality users will be identified based on their responses to the survey questions. Once identified, users will be interviewed 1-on-1 with questions that seek to understand their specific crew-finding needs.

PARTICIPANTS
The screener survey will be posted to online sailing groups. A quality user will have had issues finding or organizing people to sail with.

SURVEY QUESTIONS
1. Name

2. Email Address

3. How often do you sail?

4. What type of sailing do you typically do?

5. Are you typically a skipper or a non-skipper crew member?

6. Which issues have prevented you from going sailing? (Select all that apply.)

7. When you sail, how many crew members (besides you) are typically on board?

8. How do you typically communicate with the people you are going sailing with? (Select all that apply.)

9. On a scale of 1-4, how easy is it for you to find crew / people to sail with?

10. One a scale of 1-4, how easy is it for you to organize crew / people to sail with?

Screener Survey

Let's Go Sailing
Created: 09/17/2018 | Modified: 09/22/2018

25
Responses

100%
Completion rate

2 mins
Typical time spent

Q4

Which issues have you had with finding crew / people to sail with? (Select all that apply.)

Answered: 25   Skipped: 0

- Don't know many other...
- Can't find crew with th...
- Can't find crew with th...
- Can't find a crew at the...
- Poor communication
- None of these
- Other (please specify)

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
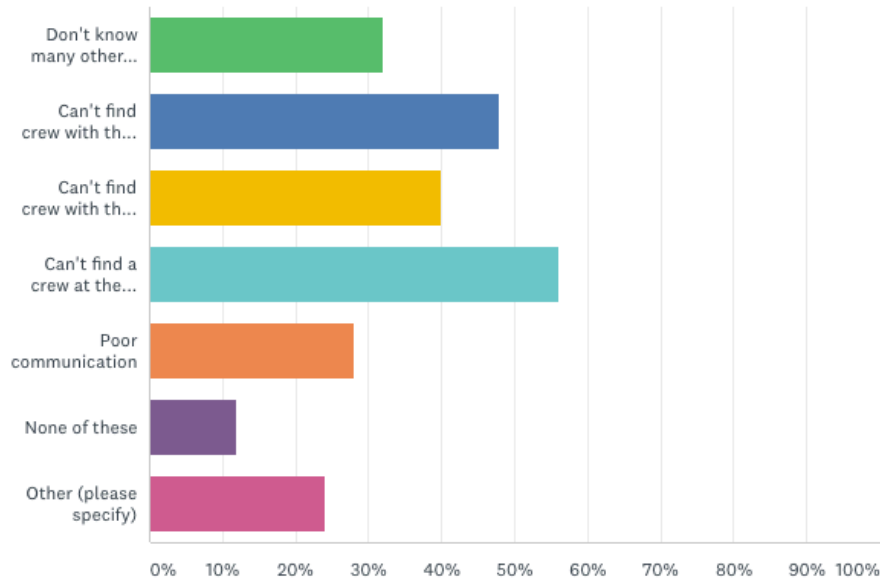
Q5

Which logistical issues have you experienced? Select all that apply.

Answered: 25   Skipped: 0

- Not knowing my crew's...
- Losing track of the...
- Losing track of details (...
- Not knowing or difficulty...
- Lack of communicatio...
- Other (please specify)

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
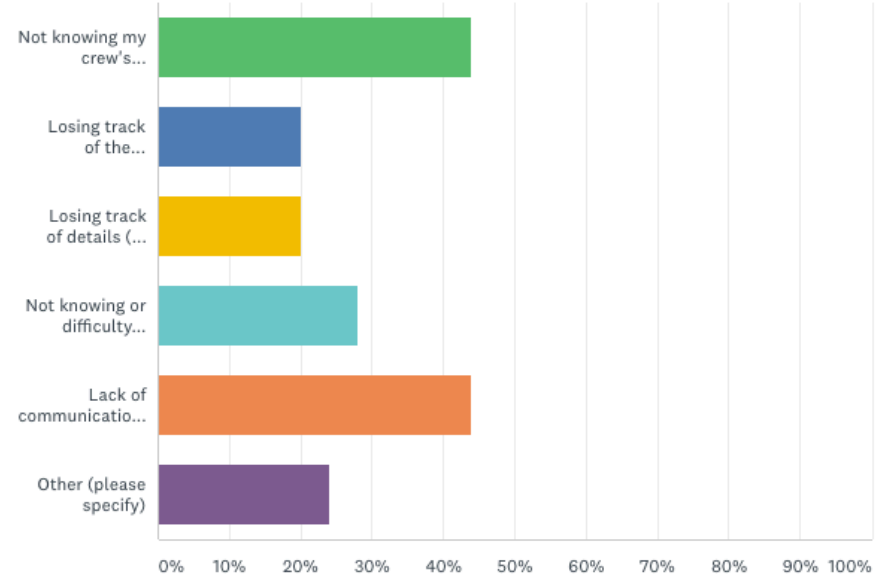
User Interviews

Jim

- skipper
- has trouble organizing and communicating with crew members
- showed me what he was currently using: a very outdated web page with a complicated availability matrix
- wants a calendar view and a view for an individual event

Dan

- crew
- has relied on word-of-mouth to get hooked up with skippers and sailing teams
- wants to see stats about a sailor: weight, experience, etc.
- his team has tried using an app to communicate before, but the calendar feature wasn't great

Christine

- skipper
- a very competitve sailor
- wants to to see stats about a sailor: weight, experience, etc.
- wants a list of extra crew that she can easily contact last minute if it's windy

User Persona

"I work in an office all day, and I just want to go sailing."

AGE	30
JOB	Environmental Engineer
STATUS	Married
LOCATION	Milwaukee, WI

passionate driven

hard-working traditional

FAVORITE BRANDS

patagonia HellyHansen f

user persona

KRISTIN

Kristin grew up sailing on a small lake in southern Wisconsin. She started taking sailing lessons as a small child and soon begin her racing career. Sailing is definitely a family affair; her parents and siblings are also sailors and are very active members of the local yacht club. Kristin sailed for her college team and qualified for the National Championships all four years. She is a very experienced racer and sailor.

Since college, Kristin got married, started a family, and landed a full-time engineering job. She returned to her scow-sailing roots and now skippers her own C-Scow back on her home lake. She participates in the bi-weekly club races, as well as travels to and competes at many regional regattas.

GOALS

• Finsh top 10 at C Scow Inland Champtionships

• Never miss a club race

• Sail with hubby, Mike, a few times per summer

NEEDS

• A go-to list of standby 3rd crew members, especially for regattas

• Available crew to call her, rather than the other way around

• A way to stay connected with sailor friends who live in different parts of the state and through out the country

PAIN POINTS

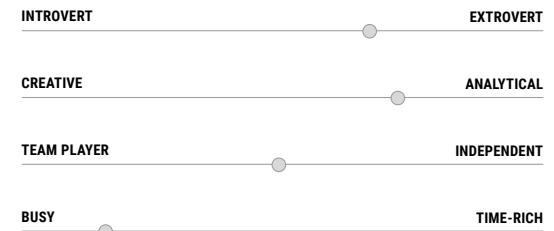• Not being able to find last minute 3rd crew member, especially at regattas

• Wasting time calling people only to find out that they aren't available to sail

• Managing family, work, and being a competitive scow sailor

PERSONALITY

INTROVERT ———————————————●—— EXTROVERT

CREATIVE ——————————————————●— ANALYTICAL

TEAM PLAYER ———————————●——————— INDEPENDENT

BUSY —●——————————————————— TIME-RICH

User Persona

JOE

Joe was first introduced to sailing at summer camp as a kid. Later on as an adult living in Chicago, he got back into the sport crewing on T-10s. He loved crewing, but hated the commute from the western suburbs to the yacht club in downtown Chicago. Luckily for him, a new job moved him to Madison, WI. There he discovered the Hoofer Sailing Club and all it had to offer. He quickly became involved, taking many lessons and getting out on the water frequently.

Wanting to advance his sailing ability, Joe decided to start racing Scows. He found it difficult to organize a consistent crew, but had some exhilarating races.. Last summer, he was heavily involved in the sailing club's social committee, and he purchased his own sailboat with his girlfriend, so unfortunately he didn't do as much competitive sailing as he would have liked.

"I keep things simple and fun. I secretly want to sail away and live on a boat."

AGE	38
JOB	Senior Data Analyst
STATUS	In a Relationship
LOCATION	Madison, WI

adventurous   social

creative   energetic

FAVORITE BRANDS

lyft   (tripadvisor)   in

GOALS

- Finish 1st or 2nd regularly at club races
- Become a relatively well-known local scow sailor
- Become a confident enough sailor to do a mutli-day sailing trip with his girlfriend aboard their new keelboat

NEEDS

- A consistent group of crew members so that he can get in effective racing practice
- A way to communicate racing logistics
- More time out on the water

PAIN POINTS

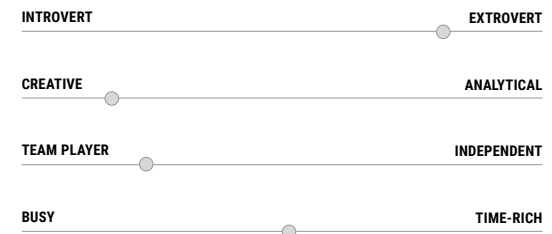- Having to text, call, email, and facebook message people just to make sure they know who's sailing when
- Lack of confidence/racing experience
- Balancing having fun messing around on sailboats with becoming a talented sailor and racer

PERSONALITY

INTROVERT	EXTROVERT

CREATIVE	ANALYTICAL

TEAM PLAYER	INDEPENDENT

BUSY	TIME-RICH

User Persona

DAVE

Dave started sailing in college when his roommate convinced him to join the sailing team because he was the right build for a male crew. After a trial-by-fire introduction, Dave quickly fell in love with sport and the social events that inevitably go along with it. Even if Dave didn't win the regatta, he definitely won the party.

Dave recently quit his post-college office job and isn't sure what he's going to do next. Probably another office job. But he's certainly eager to do some sailing (and some partying). After college, he found himself begging for crew positions. Since then, he's found some decent skippers and is a more well-known as a competent crew, but he'd like to connect up with some new, more competitive programs. He's down to sail anywhere from Minneapolis to Milwaukee to Chicago.

"I'm up for anything."

AGE	27
JOB	Fun-employed
STATUS	Single
LOCATION	Milwaukee, WI

easy-going · funny · optimistic · social

FAVORITE BRANDS

GOALS

- Be a permanent crew member on at least two super competitive programs
- Sail at least two long-distance races like the Mac and finish near the top of the fleet
- Make a lot of friends and have a good time

NEEDS

- A way to advertise himself as a top-notch crew to skippers throughout the Midwest
- To make more sailing connections
- More regattas and more regatta parties

PAIN POINTS

- Not winning enough
- Not having the connections that many people in the sailing world have, making it harder to find sweet opportunities
- Too much partying

PERSONALITY

INTROVERT	EXTROVERT
CREATIVE	ANALYTICAL
TEAM PLAYER	INDEPENDENT
BUSY	TIME-RICH

Empathy Maps

Empathy Map 1 — Kristin

1 WHO are we empathizing with?
Kristin is a competitive sailor who has been sailing her whole life. She was a national qualifier in college and has since returned to her home lake to sail Scows. She wants to transfer her collegiate success to Scow sailing. She's the skipper of her own C-Scow.

GOAL

2 What do they need to DO?
Kristin wants to find 3rd crew members quickly and easily when the weather requires it. She can't sail without the extra person when it's windy. In order to be competitive, she wants an experienced crew who can quickly hop on and contribute to the success of the boat. She'll have a successful season if she doesn't miss any club races and has a top-10 regatta finish.

7 What do they THINK and FEEL?

PAINS
Kristin fear s being overpowered on windy days and not being able to keep up with the rest of the fleet. She fears capsizing or breaking something on a windy day.

GAINS
Kristin wants to be one of the C-Scow sailors to beat. She wants to have top-10 regatta finishes and get invited to the Blue Chip every year.

3 What do they SEE?
Kristin sees the best C-Scow sailors never missing a race or regatta. They always have a 3rd crew lined up and ready to go. Many C-Scow sailors are adult males who just use their kids as 3rds because they are already at the event with Mom anyway.

6 What do they HEAR?
Kristin hears other say that they love windy races. She hears a lot of suggestions about potential 3rds, but little follow-through.

Kristin wants to beat her siblings and friends. She wants to take home some hardware (trophies).

4 What do they SAY?
Kristin has voiced frustration at not being able to find crew. She says she wants to find a reliable 3rd. She would like to be able to say she never misses a race because it's too windy.

5 What do they DO?
Kristin frantically calls everyone on her contact list on a windy day and hopes she can find someone to crew for her. She would prefer using a curated list of crew who have indicated their availibility and experience so that she doesn't waste her time guessing who might say yes when she calls.

Empathy Map 2 — Joe

1 WHO are we empathizing with?
Joe is a seasoned Midwest sailor who wants to start racing Scows. He is the organizer, and he wants to organize his crew as efficiently as possible.

GOAL

2 What do they need to DO?
Joe wants to get a crew together to sail and race Habanero, an E-Scow. He wants an efficient way to create and administer a calendar of races and a crew list. His crew should be able to easily indicate their availibility. Crew communication should be quick and seamless. His season will be successful if the boat sails at least 2x per week.

7 What do they THINK and FEEL?

PAINS
Joe fears not getting out on the water consistently. The weather can definitely be frustrating. Injuries and equipment failure are also fears.

GAINS
Joe wants to be an experienced scow racer who is competitive in local club races and regattas. Regularly finishing 1st or second in club races would be awesome.

3 What do they SEE?
Joe sees really talented Scow sailors. He sees them rigging their boats and hitting the starting line every week without fail. He watches their years of experience pay off on the race course.

6 What do they HEAR?
Joe hears other sailors talk about the importance of consistency and practice. He hears a lot of friends and sailing club members express interest in being E-Scow crew. He stays up to date on events and issues at local sailing and yacht clubs.

There is definitely a sort of prestige that comes with being a confident, competent Scow sailor.

4 What do they SAY?
Joe says he wants to be a better racer. He wants to quickly and easily say to his crew who is sailing which day and what position. He wants to say that he is one of the top E-scow racer at the local club.

5 What do they DO?
Joe used a website called Draper's Sign up for sailing T-10s in Chicago. It was effective at getting people out on the water, but he and the rest of the crew still had to rely on phone calls, emails, and texts because he never really knew if people would get the message on who was sailing.

Empathy Map 3 — Dave

1 WHO are we empathizing with?
Dave is a crew who has been sailing for less than 10 years. He's happy to be a crew on any type of boat, but preferably a competitive boat, and he just wants more experience and more time out on the water.

GOAL

2 What do they need to DO?
Dave wants to be able to advertise himself as a top-notch crew. He wants to match up with experienced skippers and crews to compete at club races and at regattas. Ideally, he'd like to become a permanent member of a competitive program.

7 What do they THINK and FEEL?

PAINS
Dave is an easy-going guy who is up for anything, so he doesn't have a lot of fears, frustrations, or anxieties; however he sometimes feels like he can't make it to the level of his friends and that he's not progressing fast enough. He sometimes questions if people are taking him seriously.

GAINS
Dave dreams of being a key member of a super competitive program that regularly finishes top-10 at regattas. He also wants to find a keelboat program that is very competitive in long-distance races like the Mac. He wants to find permanent positions.

3 What do they SEE?
Dave frequently looks at various yacht club websites and facebook pages to follow what events are happening and who is sailing them. He sees the same sailing programs consistently at the top of the results. He sees his friends with old sailing connections easily get matched up with skippers.

6 What do they HEAR?
Dave hears his sailing friends and acquaintances talk about their sucesses at regattas. He hears them talk about all of the cool sailing oppotunities they've had throughout the Midwest and the world. He often hears about people looking for crew, but doesn't hear how to connect with them.

Dave has a lot of friends from sailing families who have been sailing their whole lives and are well-known in the Midwest sailing scene.

4 What do they SAY?
Dave says how much he likes sailing. He talks about sailing in more races and regattas, from long distance races like the Mac to super technical regattas like the Inlands. He wants to be able to say that he is a sought-after crew.

5 What do they DO?
Dave usually finds a boat to sail the Mac with. He also is a regular crew for weekly races at the Milwaukee Yacht Club. He occasionally gets a spot on a Scow. He would like to work his way up to more compeitive programs.

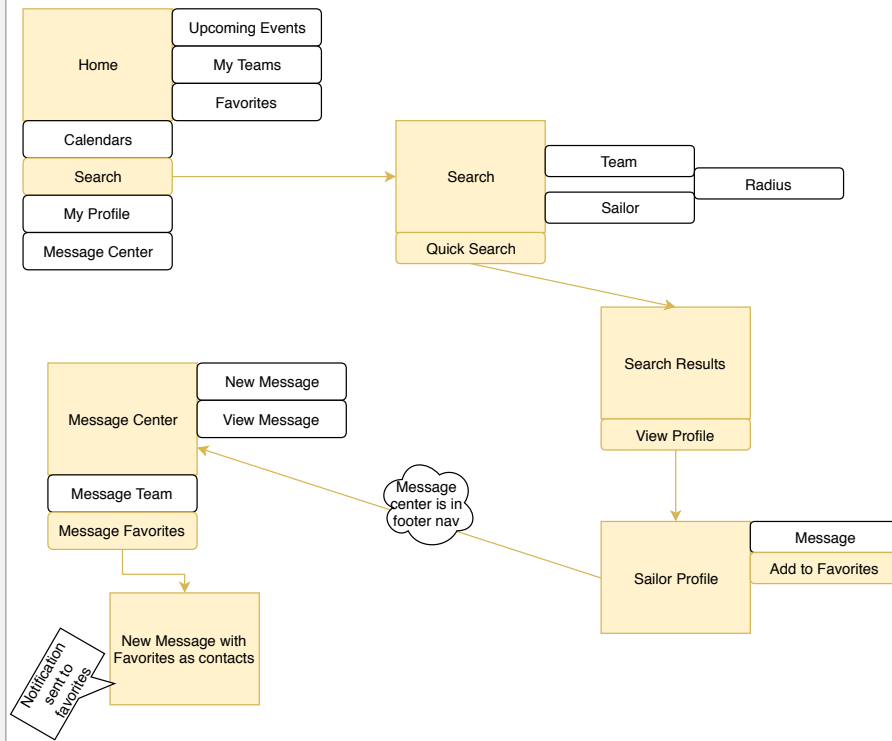# Minimum Viable Product

MVP FEATURE	USER STORY	UI REQUIREMENTS
Event	• I am a skipper who schedules my races/ events so that I can organize details and logistics. • I am a skipper who creates a race line-up so that everyone knows who is sailing. • I am a skipper or crew who views a race so that I can check race details. • I am a crew who indicates my availability for scheduled events so that my team knows if I can sail.	• A form to input or edit event details. • A list of event details. • A list of crew. • Checkboxes for crew to indicate availability. • A color or button to indicate crew availability. • Checkboxes for skipper to choose final lline-up. • A list of final line-up.
Calendar	• I am a sailor who views my team's calendar so that I know the schedule. • I am a sailor who views my calendar so that I know what events I'm sailing.	• Views: monthly and weekly. • Color-coding for event types. • Notifications/reminders.
Profile	• Sailor profile: I am a sailor who displays information about myself so that my sailing experience is advertised. • Team profile: I am a skipper who displays information about my team so that team members and other sailors can find it.	• A form to input or edit information. • A profile view with picture and information. • Links to the sailor's teams (on a sailor profile) and links to the crew's profiles (on a team profile). • A "message sailor/team" button.
Message Center	• I am a sailor who sends messages to my teammates so that we commuicate. • I am a sailor who direct messages another sailor so that we can talk about sailing opportunities.	• A textbox and keyboard. • Push notifications. • A view that shows a running conversation.
Search	• I am a sailor who searches for other sailors so that we have enough crew members.	• A search bar. • Filter options. • A list of results.
Dashboard	• I am a sailor who navigates around the app so that I quickly find information about my team and events.	• A list of teams. • A list of upcoming events. • A search bar. • A calendar.

User Flows
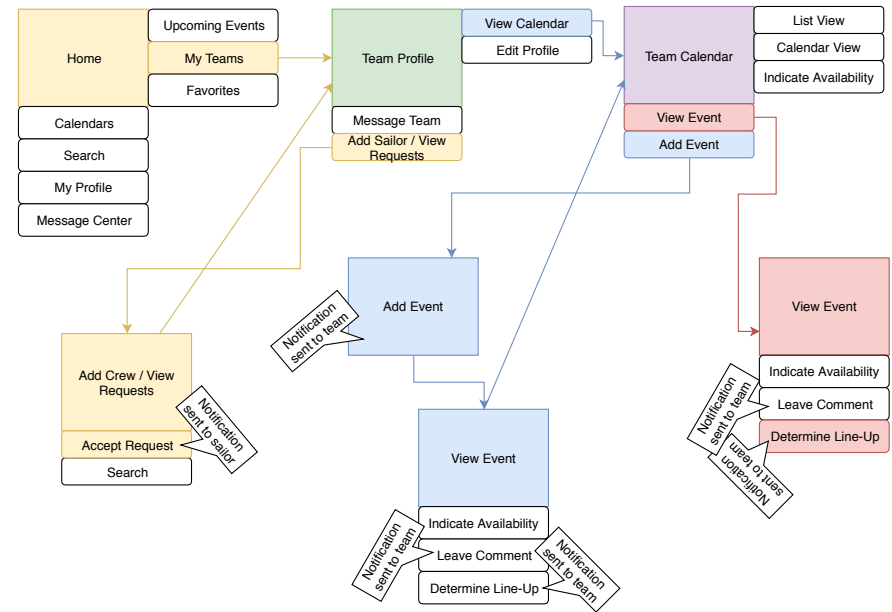
Christine
C-Scow Skipper
Just wants to find 3rds for windy days. Doesn't want to make a team (yet). Searches for a sailor she's heard is interested in 3rding and adds them to her Favorites. Then she sends a message out to all her Favorites telling them she's looking for a 3rd for the Beulah Challenge Regatta.
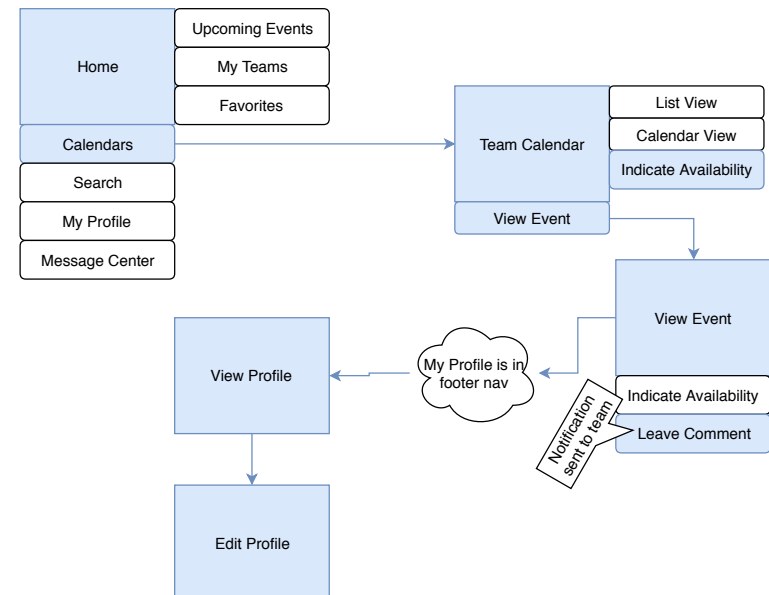
- Home
  - Upcoming Events
  - My Teams
  - Favorites
- Calendars
- Search
- My Profile
- Message Center

- Search
  - Team
  - Sailor — Radius
  - Quick Search

- Search Results
  - View Profile

- Sailor Profile
  - Message
  - Add to Favorites

- Message Center
  - New Message
  - View Message
  - Message Team
  - Message Favorites

Message center is in footer nav

- New Message with Favorites as contacts

Notification sent to favorites

Joe
Team Admin
Sees he has a new request from someone he wants on his team, so he accepts it. Adds a new practice event for this week and determines the line-up for the July 4th race.
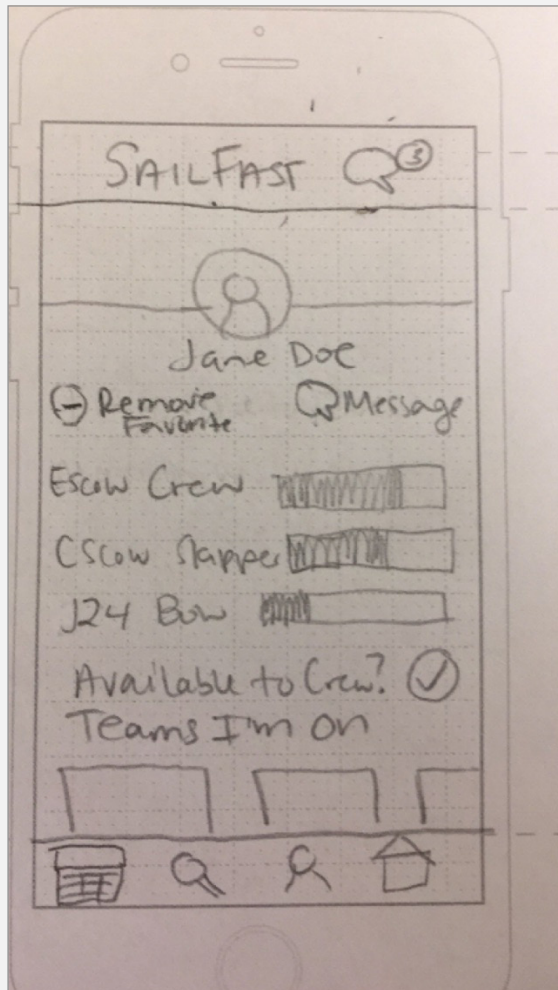
- Home
  - Upcoming Events
  - My Teams
  - Favorites
- Calendars
- Search
- My Profile
- Message Center

- Team Profile
  - View Calendar
  - Edit Profile
  - Message Team
  - Add Sailor / View Requests

- Team Calendar
  - List View
  - Calendar View
  - Indicate Availability
  - View Event
  - Add Event

- Add Crew / View Requests
  - Accept Request
  - Search

Notification sent to sailor

- Add Event

Notification sent to team

- View Event
  - Indicate Availability
  - Leave Comment
  - Determine Line-Up

Notification sent to team
Notification sent to team

- View Event
  - Indicate Availability
  - Leave Comment
  - Determine Line-Up

Notification sent to team
Notification sent to team

Dan
J24 Crew
Wants to indicate availability for the next month, leave a comment that he's gong to be late to Sunday's race, and update his experience level on his profile

- Home
  - Upcoming Events
  - My Teams
  - Favorites
- Calendars
- Search
- My Profile
- Message Center

- Team Calendar
  - List View
  - Calendar View
  - Indicate Availability
  - View Event

- View Event
  - Indicate Availability
  - Leave Comment

Notification sent to team

My Profile is in footer nav

- View Profile

- Edit Profile

Lo-Fi Wireframes
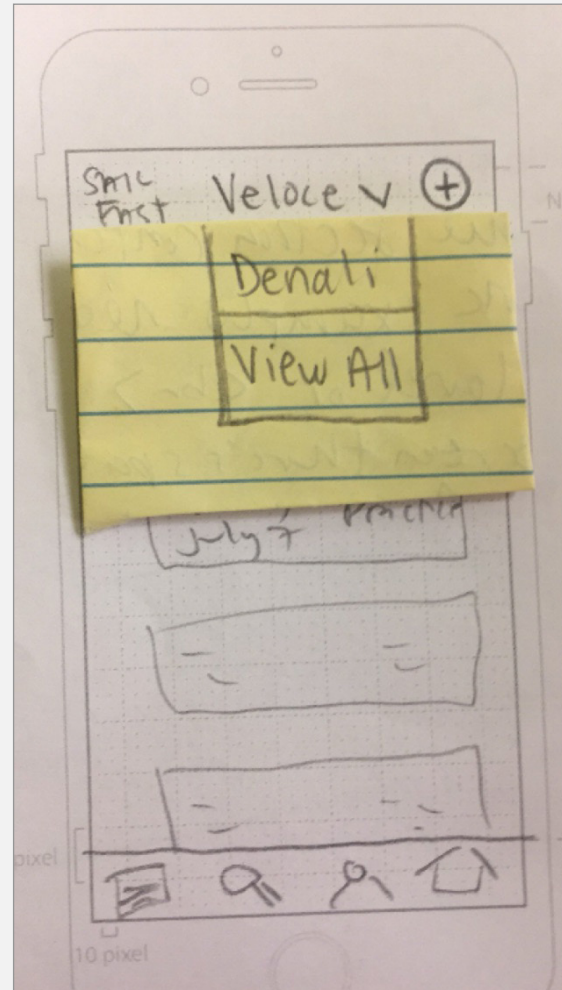
Before any design work, I sketched paper wireframes to show the main screens and their components. These were placed into an app called POP that let me set up basic hotspots for users to click and navigate. I used this setup for my first round of user testing to get feedback right away on my initial features before commiting to a particular layout or design.

Wireframe
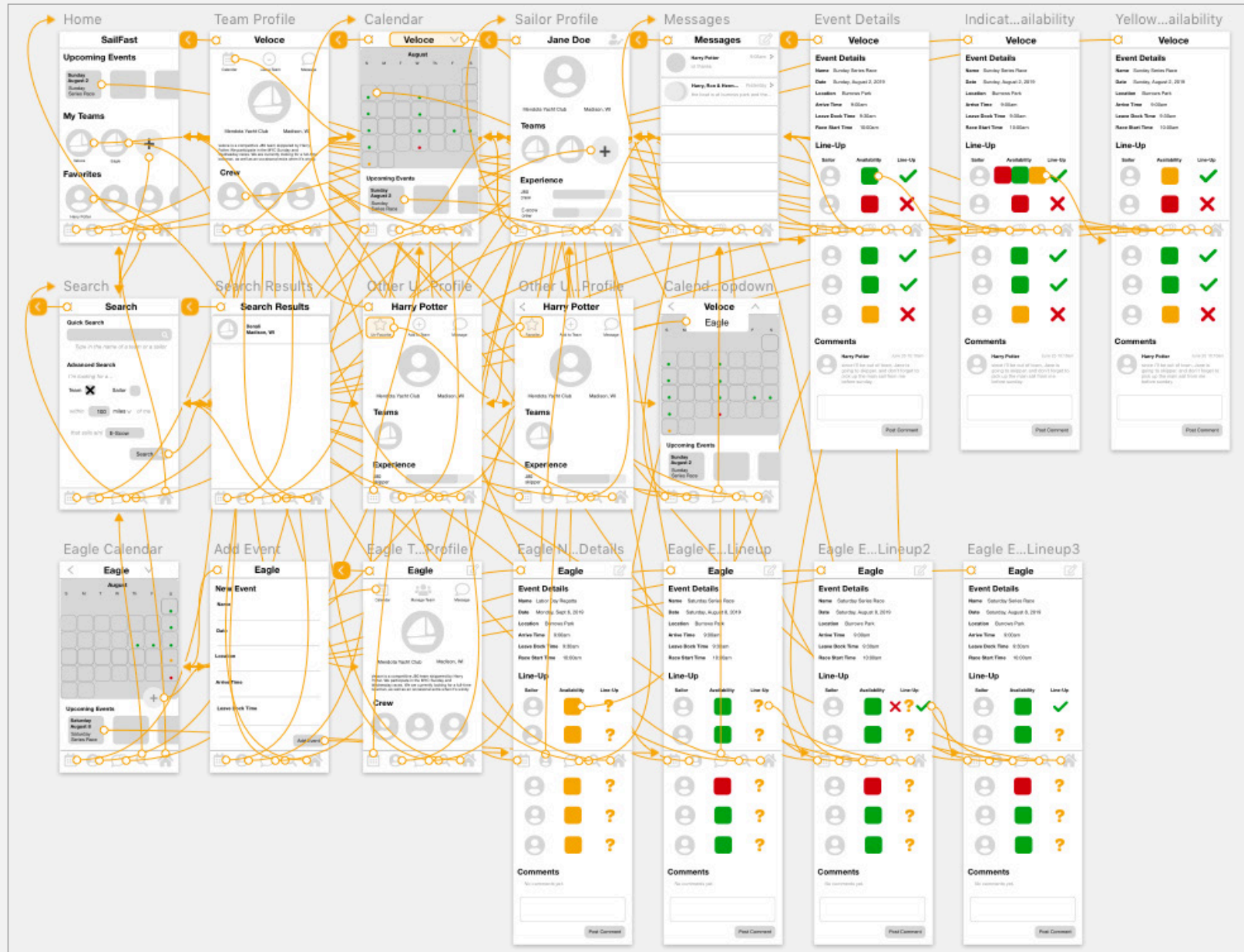
Style Tile

SailFast

Colors

Font Family = Omnes

Heading

Sub Heading

SMALL HEADING

Veloce is a competitive J80 team skippered by Harry Potter. We participate in the MYC Sunday and Wednesday races. We are currently looking for a full-time bowman, as well as an occaisonal extra when it's windy.

Calendar

AUGUST

S	M	T	W	Th	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Availability Icons

✗ ✓ ?

Event Cards

SUN AUG 2
Veloce
Sunday Series Race

Navigation Bar

App Icon

Prototype
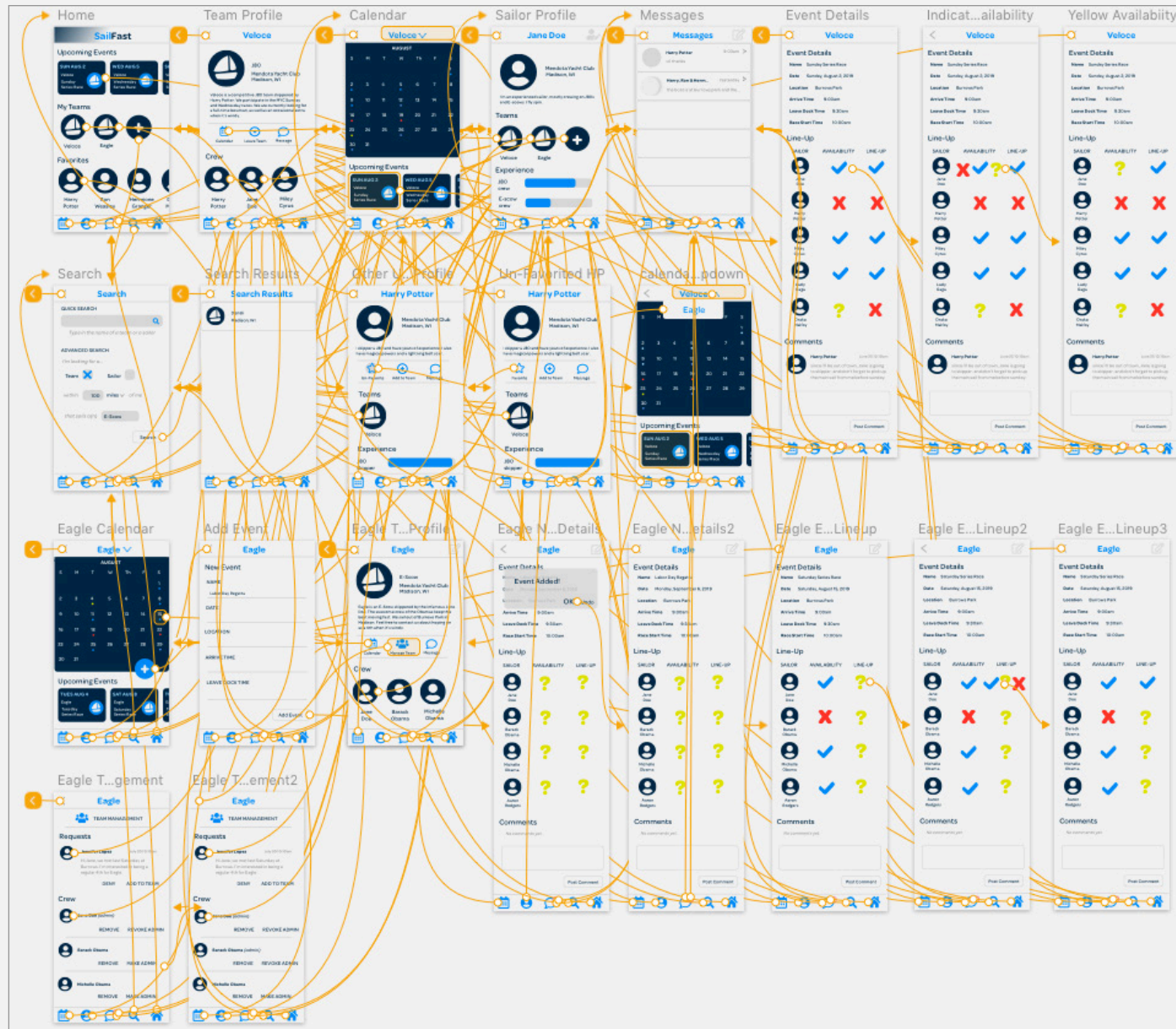
User Testing

TASKS

1. View Veloce team calendar
2. View Aug 2 Veloce event
3. Change your availability from available to questionable
4. Switch to the Eagle team calendar
5. View Sept 8 event
6. Add Jane Doe to the line-up
7. Go back to the Eagle team calendar
8. Add an event to the Eagle Calendar
9. Go to the Eagle team profile
10. Make Barack Obama an admin for Eagle
11. Go to Harry Potter's profile
12. Un-favorite him, then favorite him again
13. Go to the message center
14. Go to the search and search for a team
15. View your profile

INITIAL APPROACH

- Gave users list of tasks
- They rushed through the tasks
- Seemed like they were "performing" and just wanted to prove that they could complete the tasks

FEEDBACK

- All users could quickly complete all tasks without help
- Realized I needed to change my approach...

User Testing Continued

A BETTER APPROACH

- Did not give out the list of tasks
- Emphasized the conversation aspect and how they should explain what they're seeing and thinking
- Walked the user through the list of tasks, frequently prompting them to explain what they were thinking
- Each test took ~30 minutes

FEEDBACK

Ben

- Understood colors of event dots. Said blue made sense because of the color scheme of the app, plus it was in the context of red and yellow.
- To add an event, he would look for a + sign or hit a day.
- No add on Veloce but add on Eagle: He figured that it probably had something to do with his permissions.
- Suggested that if he puts his availability as X, the line-up should automatically change to X because he obviously won't be on the line-up.
- When asked where he would go to manage his team, he navigated to the team page but wasn't totally clear on the Edit vs Manage actions.
- Thought the Requests and Crew lists on Manage looked like one list instead of two.
- Suggested changing "un-favorite" to "favorited".

Monica

- To view Veloce calendar, she hit Veloce and then Calendar on profile, instead of just hitting Calendar button in nav.
- She assumed the dots were events, but she wondered why they weren't icons. She did not get the color of the event dots. Thought maybe different colors meant different teams, which means she didn't understand that she was viewing just the Veloce calendar.
- Revealed a potential issue: does clicking the day mean view event or add event?
- Under availability, she recognized what the symbols meant, but did not connect back to the colors of the calendar dots.
- No problem using the dropdown to switch to Eagle calendar.
- Said the big + sign was obvioulsy how she'd add an event
- Didn't get what the purpose of Favorites was.