



Digital Media Techniques: UBC Recreation Bootcamp Website Audit



Purpose

To conduct an audit of the UBC Recreation Bootcamp webpage through the lens of inclusion and health promotion, to increase student participation in Bootcamp classes.

Process

User Group

Undergraduate students at the University of British Columbia.

Sample Recruitment

Following ethical approval participants were recruited through convenience sampling, via social media, email, and direct messaging.

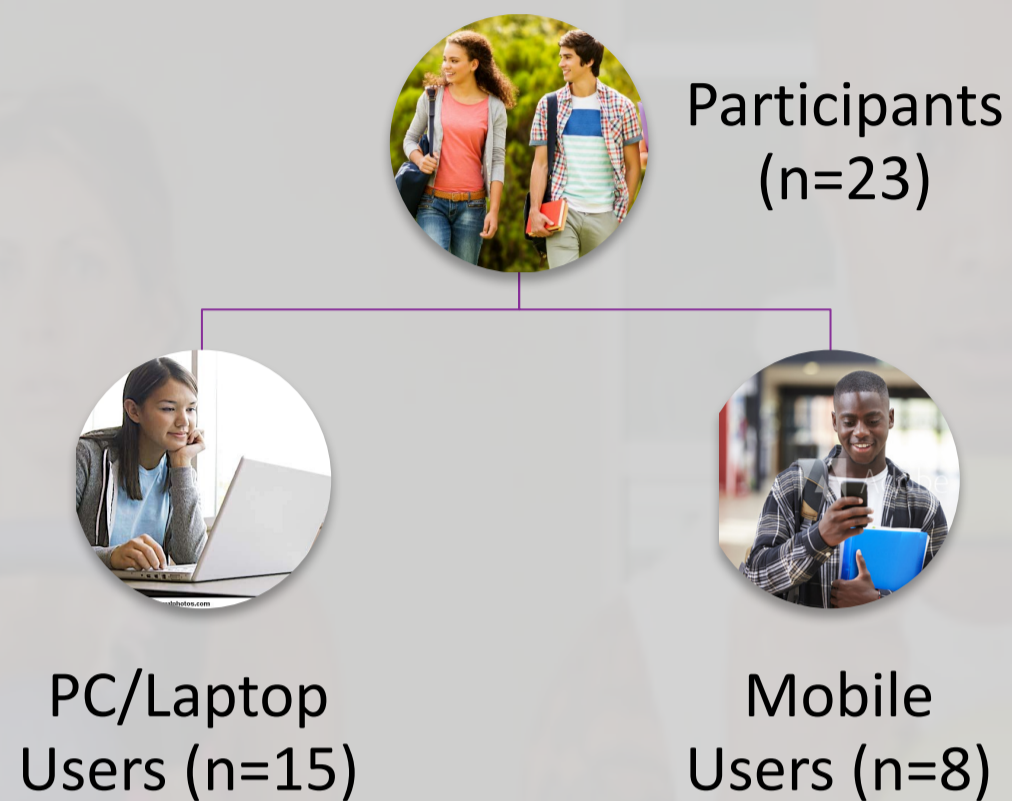
Data Collection & Analysis

A total of 23 participants completed the survey, 15 participants used a PC or laptop, while 8 used a mobile device. Participants were asked to find a desired boot camp class at a desired time and date and on the UBC Recreation Bootcamp webpage and complete a survey evaluating the Bootcamp webpage across several categories. Data was collected using a Qualtrics online survey platform. A disclaimer was used in place of signed consent and a 5 point Likert-type scale was used for responses.

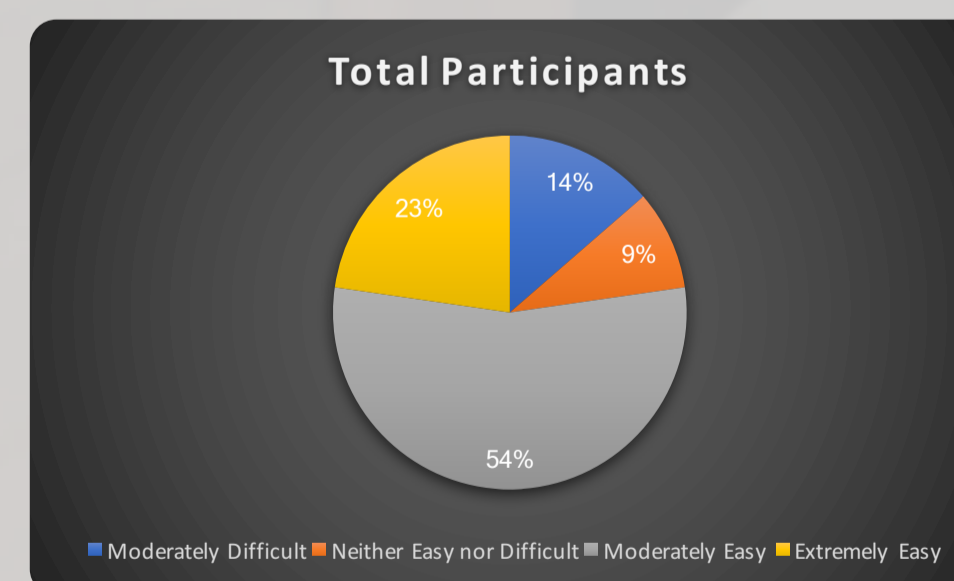
Responses were given a numerical value from 1-5, 1 being poor and 5 being excellent. A thematic analysis was conducted to categorize responses based on the investigated literature themes; individual responses were combined to create an aggregated average score for each question, followed by combining questions pertaining to a similar theme, to create an average score for each theme.

4 themes were extracted: navigability and accessibility, website design and content, credibility and informativity, and provided services.

Participants



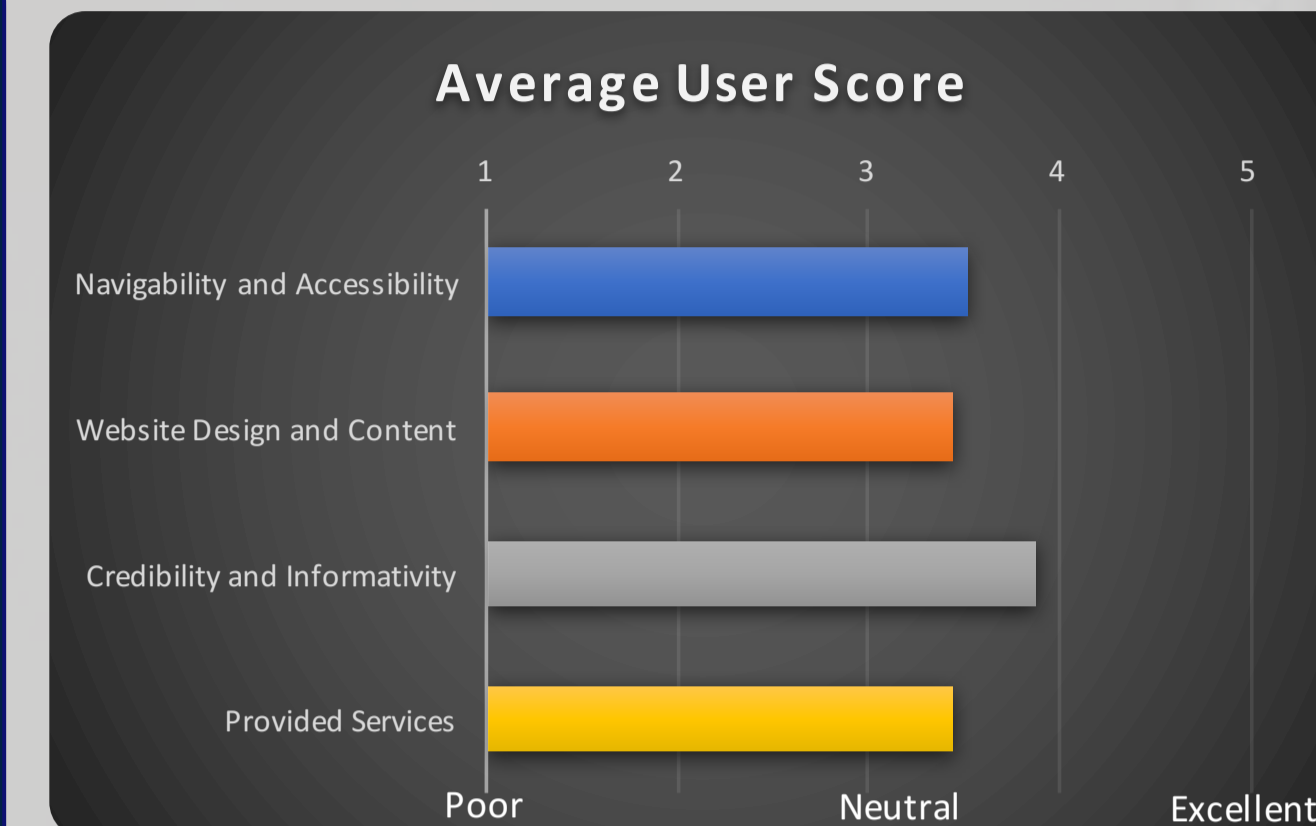
Ease of Navigability



Outcomes

- Of the four thematic categories, Website Design and Content, and Provided Services scored the lowest with a slightly above neutral score of 3.43. Navigability and Accessibility scored slightly higher at 3.52, while the highest scoring theme was Credibility and Informativity, scoring 3.88.
- Areas of weakness were identified as ease of navigability, colour scheme and visual layout, social connectivity and warmth, and impressions of the ability to cater to advanced practitioners.
- Areas of strength were identified as appropriate and accessible language, friendliness of instructors, and credibility of the website.

Thematic Analysis Results



Recommendations

- Webpage Navigability** → Facilitate an improved user experience by addressing graphical design, page layout, and content, by way of improving colour scheme, use of white space, and general aesthetic appeal.
- Webpage Design** → Improve and add more images of people, human audio and video content, and socially rich text, to increase feelings of sociability and warmth.
- Provided Services** → Include images and videos showing varied body types and skill levels, explicit language addressing varying physical abilities in class description, and add advanced classes to cater to experienced practitioners.

