UBC Department of Kinesiology
Athletics & Recreation: Increasing Participation through Digital Techniques
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Background

Key elements identified to increase user participation:

Accessibility

Three criteria outlined by the World Wide Web (www)
1. Icons to aid those with colour-blindness
2. Inclusion of audio to help understand moving images
3. Adding shortcuts for easy information access

Website usability and practical application are important factors for accessibility and subsequent physical activity engagement

Engagement

- Target audience needs to be surveyed for their habits in order to build a website that suits their preferences
- Adding useful and relevant terms attract more website users

Keeping the website up-to-date and relevant will aid to increase web-page awareness and promote UBC Athletics & Recreation Dance programs

Language & Visuals

- Images must be used strategically to produce aesthetically pleasing pages to attract audience and facilitate engagement
- Language and text should be concise and authoritative

Images and clear language provide a good first impression and increase use of the website.

Voice & Sound

- 80% of millennials use some form of video content when shopping for a product or service
- Videos generate 12 times more shares than text and images
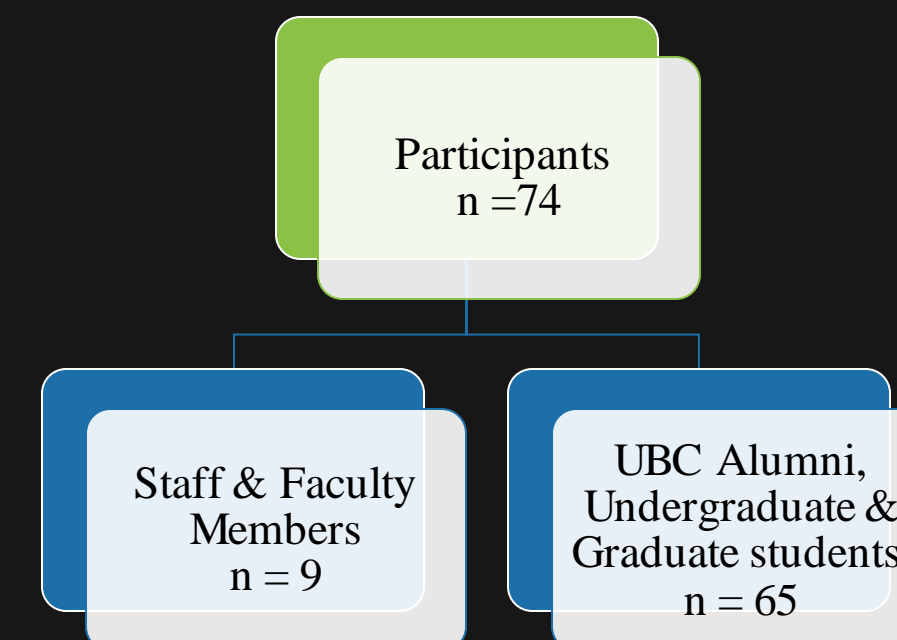- Uploading video content increases user engagement and participation

Purpose

The purpose of this study was to evaluate user feedback from the UBC community on the UBC Athletics and Recreation dance program website design and to provide recommendations to improve user engagement and promote physical activity.

Methods

- A survey designed through Qualtrics collected qualitative and quantitative data over a one-week period.
- The survey was distributed online through UBC affiliated social media pages and mailing lists to the target audience (UBC students, alumni, staff, and faculty members).
- The survey collected data on the knowledge of the UBC Athletics and Recreation dance program, their assessment of the webpage user accessibility, and recommendations for the website.
- $10 Starbucks gift card was offered as an incentive for participation.

Results

Participants
n = 74

Staff & Faculty Members
n = 9

UBC Alumni, Undergraduate & Graduate students
n = 65

Font/Text
"Different font, less text, and shorter descriptions"

Photographs
"More relevant photos with upcoming classes and better quality photos"

Layout/organization
"Organize by type of dance instead of instructor, simplify information presentation, menu should not be clumped together and include a nicer layout."

Of the participants...
Awareness
- **69%** were unaware of the Dance classes offered by the UBC Athletics & Recreation
Participation
- **46%** identified cost as a barrier to participation
- **89%** would be more likely to sign-up for dance classes if there was an option to book online
  - Accessibility, convenience & option to cancel were reasons for an online option
Accessibility & Language
- **50%** found the website to be easy to navigate
- **73%** felt the language encouraged participation in dance classes
- **70%** felt there was sufficient written information

Data Analysis

Qualitative and quantitative data were analyzed for this study. The quantitative questions identified the demographics for the data. The number of people who were able to navigate the website and gauge it's accessibility was quantified.

The qualitative data gave further insight on the reasons as to why the participant offered certain responses to questions pertaining to prior knowledge of the UBC Athletics and Recreation dance program and website usability. After data was collected, a free and open-source graphical program called JASP was used for qualitative and quantitative statistical analysis.

Discussion

Most participants indicated the website's language could be improved by removing bulky text and highlighting simple key messages. Responses suggest that the information posted on the webpage does not target staff and faculty, and does seem beginner friendly. A significant number of participants indicated the webpages' visuals should be more consistent in terms of spacing, size, and quality. Challenges included motivating members to voluntarily participate in the study; collecting data from staff and faculty; and avoiding convenience sampling.

Recommendations

Reduce text and increase photos, videos & colour

Add an option to sign-up online.

Dance schedule that includes the instructor's name and a hyperlink to their biography.

Format images consistently for professional and aesthetic purposes

Design a more mobile friendly site.

Partners:

UBC SUSTAINABILITY   UBC RECREATION   UBC KIN