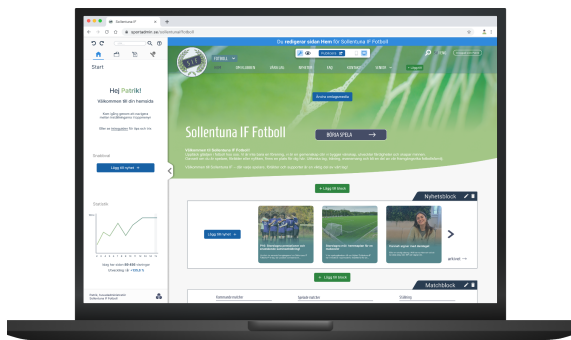


Promoting a healthy lifestyle through a user friendly website builder

Sweden's prominent sports club culture engages millions of people in an active lifestyle every year, benefitting both the individual and the society. Therefore, it is crucial to provide user friendly digital tools to help with administration of these associations.

This master's thesis has resulted in a digital tool that will help sports clubs promote their operation on a personalized website. Through extensive user studies and applied UX (User eXperience) design principles, an interactive prototype of a website builder was developed and evaluated by employees at the collaborating company. The prototype was deemed to be a tremendous improvement to their existing solution, and may serve as a starting point for development of the company's services in the future.



Our user studies were kicked off with eleven interviews with administrators representing several sports from all over Sweden. These led to twelve identified overarching goals of a sports administrator, relating to their association's website and website builder. We found these goals to be, in order from most to least important: efficient time management, presenting an attractive image, working independently within the tool, offering visitors a positive experience, exposing information, feeling safe in their work, keeping track of their

association, being able to personalize the platform, managing economics, communicating with members, being able to delegate their workload, and planning the operation.

The reason for choosing this topic was that we found evident shortcomings in existing market solutions for sports associations' website builders, especially regarding their outdatedness and not being user friendly. This is a current problem because it causes frustration for volunteer administrators and hinders their important work with promoting physical activity in Sweden. These everyday heroes deserve a smoother experience when using digital tools in their daily work.

A surprisingly appreciated part of our design process was a co-design workshop. It was a fun, collaborative and interactive session, with employees from various departments of the company. Paper prototypes and components of a future website were presented to the participants who were encouraged to play around with the material. No rating was attached to the expressed thoughts and voices that are not usually heard were listened to. The ideas that sprung from this workshop were important building blocks in the final prototype.

The results of this thesis, specifically the twelve administrative goals, can be used to understand the needs of the associations' volunteers and thereby guide the future development of digital tools that would make their everyday work easier. Such as website builders, communication platforms and administration systems. Updated user friendly tools will encourage the administrators' contribution to society and also promote the position of the providing company on the market.