

Fastpitch Power+ App User Research

Interview Notes & Findings

OVERVIEW

Fastpitch Power+ is the paid membership branch of Fastpitch Power (fastpitchpower.com), a blog that has been providing free resources to women's softball pitchers, including instructional videos, strength training guides, college recruiting advice, and more since 2012. Through the reputation they gained through the Fastpitch Power website and YouTube channel, the Fastpitch Power instructors amassed an untenably long waitlist of students nationwide seeking private and small group pitching instruction.

To help alleviate this and serve more clients, they launched Fastpitch Power+ in summer 2020. The Fastpitch Power+ membership provides paid access to much more detailed and curated instructional videos, practice plans and other documents, and the ability to chat with the Fastpitch Power coaches and other members/submit videos for quick feedback.

Fastpitch Power+ is currently entirely web-based, and although the website is responsive, the mobile experience leaves a lot to be desired. The Fastpitch Power team is hoping to customize the mobile experience to their users' unique needs by launching an app.

RESEARCH GOALS

To ensure the best user experience for the new Fastpitch Power+ app, we are seeking to answer the following questions:

1. **Who is the primary Fastpitch Power+ user?** Fastpitch Power has a uniquely complex audience, where the beneficiary of the product is the student—typically a girl between 8 and 18—but the purchaser is her parent or coach. We suspect the primary user is also the parent or coach, who then relays the information to the child, and we are seeking to confirm or refute this hypothesis.
2. **When and where** is the typical user accessing the Fastpitch Power+ content, and **how are they utilizing the content?**
3. **What are the pain points** of the current Fastpitch Power+ mobile experience?

USER INTERVIEW PARTICIPANTS

Upon consulting with the other Fastpitch Power coaches we selected five Fastpitch Power+ members—actual current users—to discuss their experience with us:

1. Matthew: physical therapist, father of a 15 year old advanced pitcher
2. Joshua: Recreational softball league organizer/coach and father of a 10 year old beginner pitcher
3. Aubrey: high school coach, mother of 5 kids and 2 daughters who pitch
4. Larry: veteran pitching coach
5. Justin: developer, father of a 12 year old intermediate pitcher

INTERVIEW QUESTIONS

1. How old is your daughter? How long has she been pitching?
2. Do you coach as well or are you just a supportive parent?
3. Can you tell me a little bit about why you signed up for Fastpitch Power+?
4. Can you tell me about where you are and what you're doing when you access Fastpitch Power+?
5. What types of devices do you own? (and which do you use for Fastpitch Power+?)
6. Is there anything about the process of accessing the Fastpitch Power+ videos that you find confusing or frustrating?
7. Is there any part of the additional benefits (video analysis, FB group, etc) that you find confusing or frustrating?
8. Is there anything about the CONTENT of Fastpitch Power+ that you don't like or wish was different?
9. What is your favorite thing about Fastpitch Power+?

SUMMARY OF INTERVIEW FINDINGS

Goals:

All participants want access to information (videos, documents, ability to contact coaches) to help them with their daughters' and/or their own students' pitching instruction.

Needs:

- Access on multiple devices with emphasis on phone
- Speed of access to desired content during practice/lessons
- Native ability to contact coaches
- Video saving/favoriting feature

Pains:

- Content difficult to find on phone
- Video overlay difficult to use on phone
- Content takes a long time to find

- Feeling awkward communicating with coaches via text message
- Technical language in videos can be hard to understand

Motivations:

- Improve daughters' and/or students' pitching performance
- Receive validation for their own thought process re: pitching
- Save money on private lessons
- Make practice planning easier

Behaviors:

- Access content in between practice on computer
- Access content in bed on phone
- Access content during practice
- Have their daughters watch content also
- Circumvent using phone interface by saving screenshots/photos from computer
- Use small portions of video for demonstration purposes

DETAILED INTERVIEW NOTES

Matthew:

- This participant is a physical therapist looking to incorporate a technical/scientific approach into his daughter's pitching instruction
- He tries to amass as many online resources as possible, and he's currently acting as his daughter's primary pitching instructor. He likes having expert advice to reference against his own ideas to make sure his thought process is correct
- He feels the Fastpitch Power+ membership is a great value compared to the cost of a private pitching lesson
- He is the sole user of Fastpitch Power+ between himself and his daughter; occasionally he has her watch a particular video, but for the most part he's the one learning and then teaching
- He almost exclusively views the content on his phone, never during practice but in between practice sessions
- He has Fastpitch Power favorited on Youtube and Instagram
- Feels uncomfortable communicating with the Fastpitch Power coaches via text message
- His friend who works with another online program (competitor) struggles to sort through videos in that program, but Matthew finds our video sorting easy
- Encourages his daughter to become a pitching coach herself
- Wants to see movements compared to other sports and movements that he can relate to

Joshua:

- This participant is a coach and commissioner of his local recreational softball league, also coordinates high school teams
- Currently helps his 10 year old daughter with pitching, occasionally works with team pitchers during practices as well
- Daughter has 2 other pitching coaches, FPP+ was recommended by one of them, and now he uses FPP+ content to cross reference what his daughter is working on with her coaches
- Thinks the cost is very affordable compared to cost of lessons
- Favorite videos are the diagnosis videos
- Loves the video analysis feature
- Feels secure when all tools—both pitching coaches and FPP+ content—agree
- Typically views content either alone or with his daughter on his home computer
- Tries to use his phone to reference things during practices and lessons, but struggles to find content
- Video overlay is difficult to use on his phone
- Would like more community features to connect with other members whose daughters are at a similar level
- Would like quick-reference plans for running a practice

Aubrey:

- This participant is a high school head coach who also is the sole person teaching her 10 and 8 year old daughters
- She was a long time follower of Fastpitch Power YouTube videos prior to joining FPP+
- Uses FPP+ to help her daughters feel some independence and ownership in their pitching practice—so they don't feel like their mom is overbearing
- Usually watches videos at night in bed on phone, also references during practices
- Navigation between videos on her phone is confusing; native back button triggers video deep links
- Has not taken advantage of video analysis feature because the phone interface does not encourage her to explore/learn
- Finds some of the technical terminology in the videos inaccessible for her young daughters

Larry:

- This participant has been a pitching coach for 40 years, currently teaches numerous students in Minnesota and Texas. Has also run many clinics over the years.
- Started following Fastpitch Power to learn the advancements in pitching mechanics which have changed a lot over 40 years
- Uses FPP+ to convert his pitchers to FPP's optimized pitching technique
- Finds Jill's videos more accessible than Phil's
- Loves having access to communicate with coaches through FPP+
- Watches content on his computer

- Currently circumvents accessing the site on his phone by taking photos/screenshots from his computer and putting them on his phone
- Finds phone interface not quick enough access
- At 77 years old, he can't demonstrate pitching to his students, so he uses the FPP+ videos as live demonstrations. As a result he would prefer not to scrub through the whole video explanation; he wants quick access to JUST demonstrations.
- Lessons are an hour long and he is very sensitive to wasting time looking for what he needs
- Submits video analysis via text message

Justin:

- This participant has been the sole pitching instructor for his 12 year old daughter (who is now also receiving private lessons from Fastpitch Power coaches)
- Comes from an app development background so has a different perspective on usability than Fastpitch Power's typical user, but thus also had more specific suggestions
- Very frequently tries to access FPP+ content on his phone during practice sessions
- Struggles to find content on mobile
- Wants a "homework" feature—a way to save the videos that are recommended for his daughter so he does not have to search through all videos to find them every time they practice
- Expressed concerns about interacting with members via text message, thinks there should be a native way to communicate and submit video analysis