



Swim Central update

Ben Ramsden
August 2020

Contents



1. What's changed



2. Preparation for next season

What you told us (April 2020)

3 

I do know
what to do

Good support

User
friendly

2 

Courses are
good, website is
a bit confusing

Not totally user
friendly just yet but
contains a lot of
information.

27 

**Swim central is incredibly
un-user-friendly. Information
is hidden in obscure tabs and
it is impossible to intuitively
know where to find
information unless you ask
your state governing body.....**

**There is no choice; this
is the only system we
can use!**

too many clicks to get
to each section.
Limited functionality.

Has been hard to learn and
lots of difficulty for club
committees to learn. Clunky
and confusing at times.

It sucks

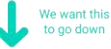
It's too complicated

Outdated and
hard to use

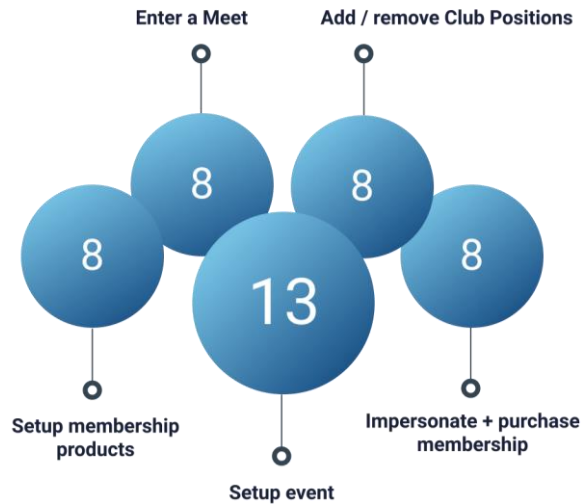


Considerable room for improvement (March 2020)

Average Time User spent on a Journey
(Based on initial usability tests)



Average number of restricted club accounts (Feb - March 2020)



Entering a meet and making payment



27 secs
DID NOT COMPLETE

Check Purchase History



54 secs
DID NOT COMPLETE

Navigate between a child and parent profile



71 secs
DID NOT COMPLETE

Impersonate child and purchase membership



82 secs
DID NOT COMPLETE

Update Profile



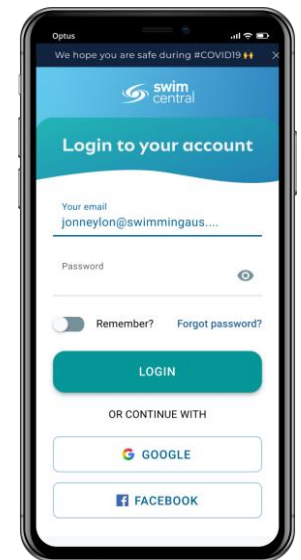
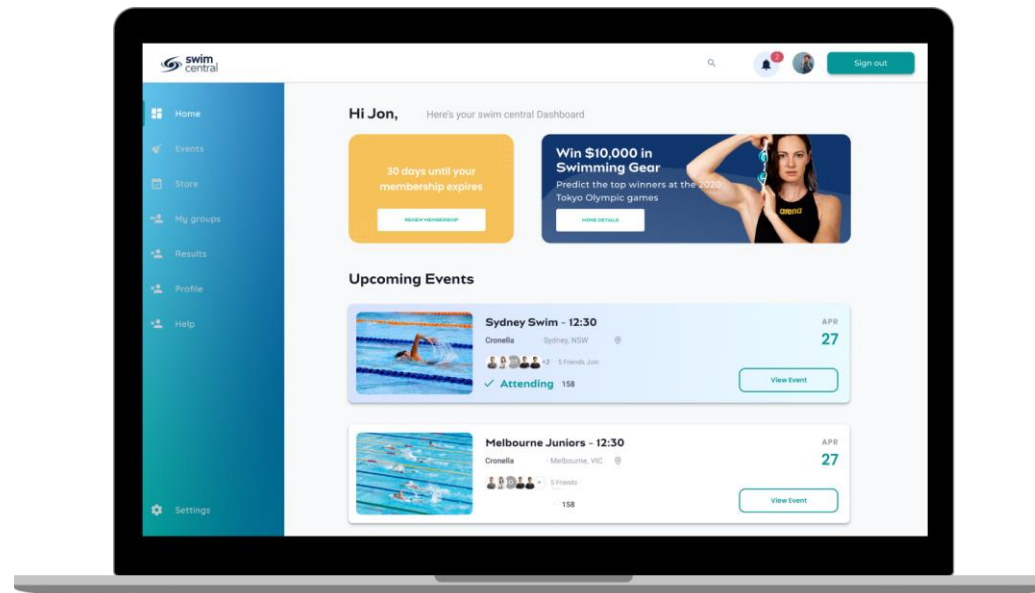
48 secs
DID NOT COMPLETE

Create family group



35 secs

Aim: simple yet capable



New for Parents & Swimmers

- Simpler dashboard
- Simpler purchase experience
- Simpler profile & family set up (due 10-Sep)
- Pay with ActiveKids vouchers



New for Club Administrators

- Active Kids vouchers automated processing
- Simpler product creation workflow
- Support expired members & renewal reports
- Enter relays



Continuous improvement

- Changes implemented every 2 weeks.
- Refresh browser to ensure using latest version.

Thank you for your patience and understanding as we make improvements.

