

Findings and Recommendations for USA Rugby

TEAM CLOUD

Overview

Based on our findings, we propose the following recommendations to improve the discoverability of the 'Event/Tickets' page and increase exposure to upcoming events.

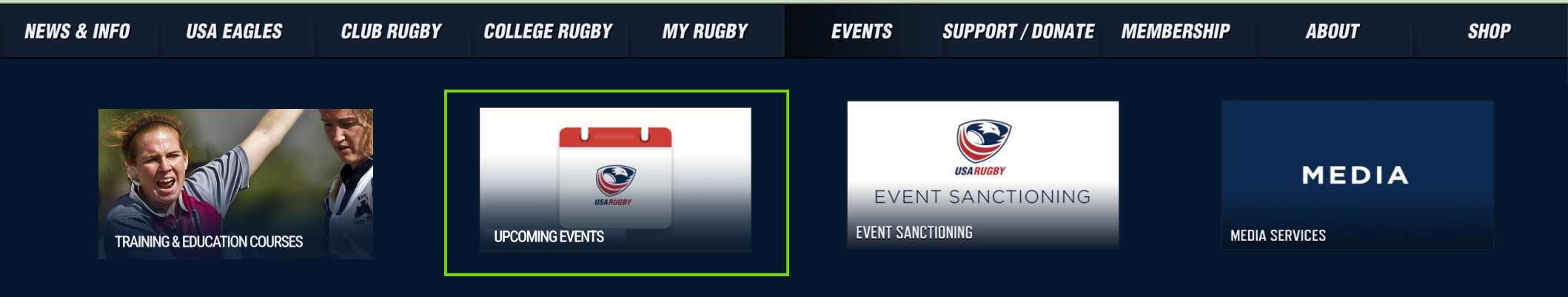
Finding 1

- 'Events/Tickets' receives just **0.36%** of all pageviews, ranking **#47** among all pages.
- Users tend to not directly click on Events in the top nav, so they are missing the opportunity to see the 'Events/Tickets' page with all upcoming events.



Recommendation 1

- To increase the pageviews of all events, we recommend combining:
 - 'Events/Tickets'
 - Domestic Events'
 - 'National Events'into a new unified **'Upcoming Events'** page.



Recommendation 1

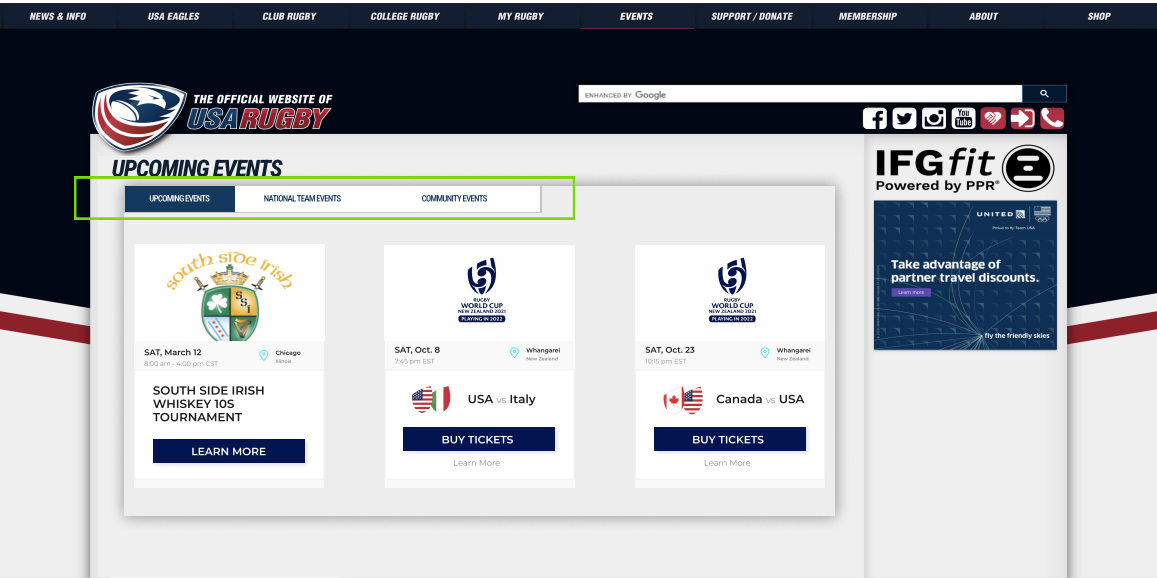
Finding 2

- Many of the existing event filters **do not have any** results.
- Users spend less than **50%** below average time exploring the 'Events/Tickets' page.

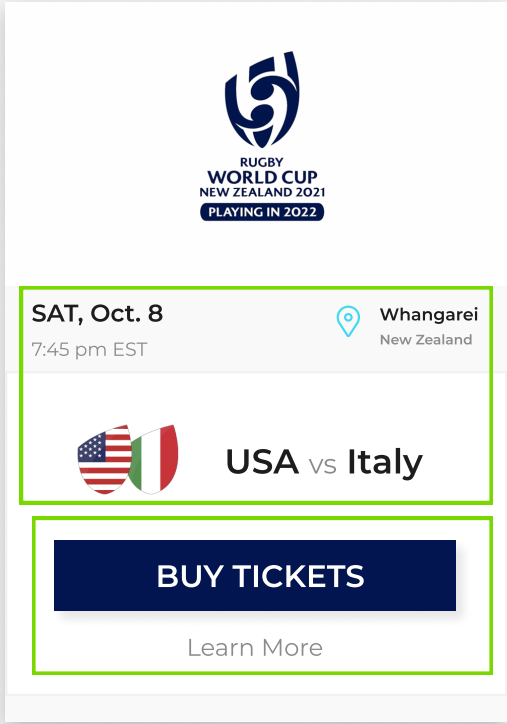


Recommendation 2

- We recommend eliminating the current metadata filters.
- Instead, an improved **filter tab functionality** allows users to sort between National and Community events.



Recommendation 2



Recommendation 3

Finding 3

- Currently, users spend unnecessary time searching for **information about events** by browsing through a large block of text on the View Details page.
- Many users miss the link that directs them to the ticket purchasing page.
- Users often access the Events Calendar from the footer of events page.



Recommendation 3

- To provide clarity for each event, we recommend **implementing more information into the event cards** to provide additional details for the events such as the event date and country flags.
- Adding a **'Buy Tickets'** button will provide a more direct link to purchase so users to not have to search through the current View Details page.