

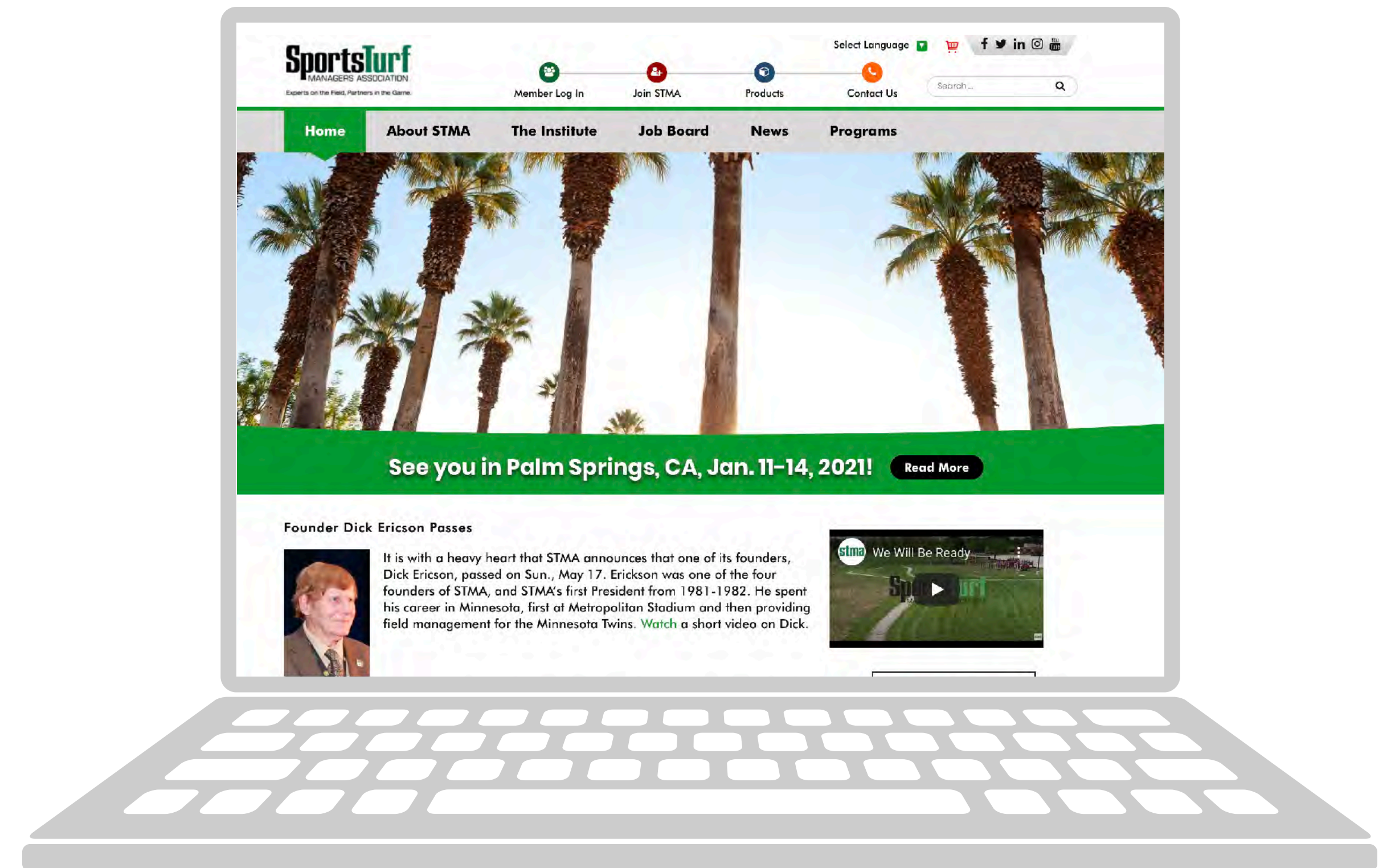
Sports Turf Managers Association Website Recommendations



YOUR REQUEST

Sports Turf is looking to improve its website, specifically:

- Reduce user challenges/frustrations
- Improve navigation and overall wayfinding to be able to locate and access key content
- Make language (taxonomy) more clear
- Improve new member/free trial offer signup process



RECOMMENDATIONS SUMMARY

IN ORDER OF IMPORTANCE

1. Simplify navigation
 - Clean up design and usability of navigation tabs/links/buttons
 - Make moving between “not logged in” and “logged in” seamless and less confusing
 - Add persistent link to “User Profile” when logged in and improve navigation and content on the user’s profile pages
 - Make navigation consistent between desktop and mobile
 - Move “Chapters” to top level (for discussion)
 - Rename “Products” to “Store”
2. Mobile optimize netforumpro.com (products/“store”/user account sections)
3. Home page: eliminate unneeded content and reduce visual clutter
 - Prioritize key content areas
 - Fix carousel UX and banner design to work on both desktop and mobile (review “wireframes” in mobile and desktop)
4. Improve account signup process

SOME CONTEXT

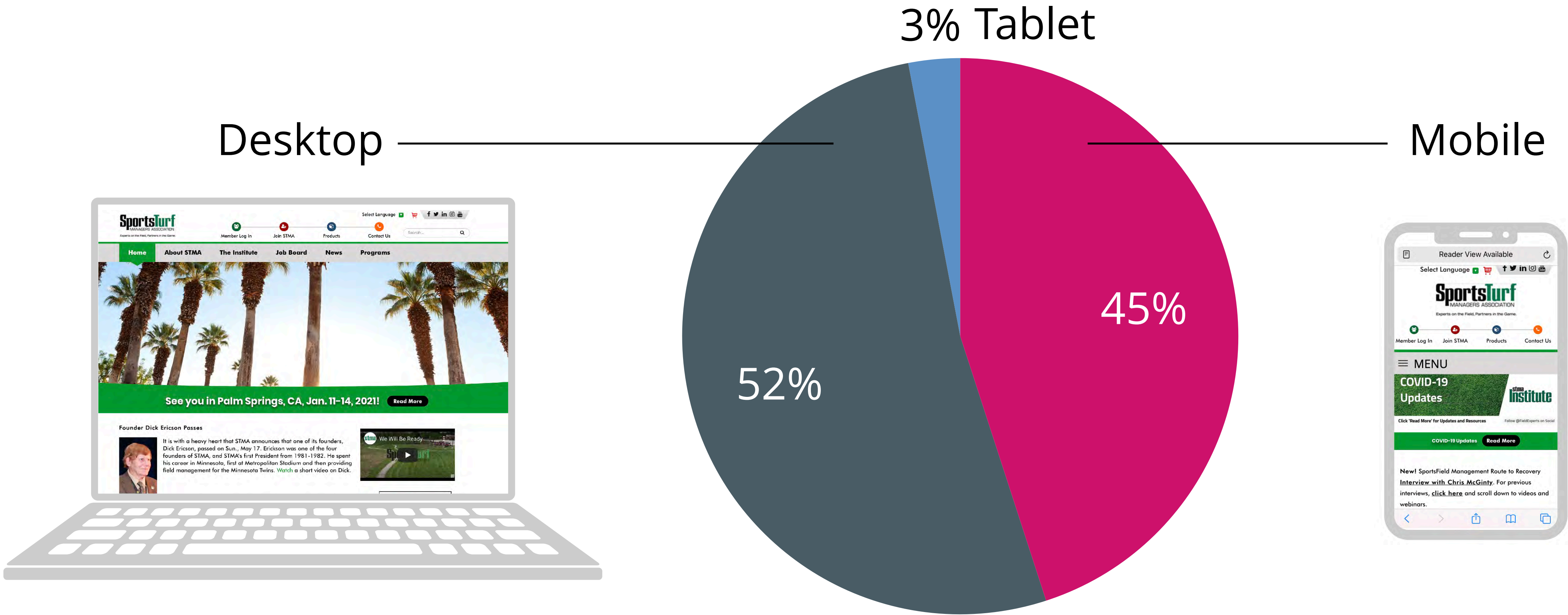
Google Analytics, 12 months: 5.18.19 - 5.18.20



Google Analytics

DESKTOP VS. MOBILE

- Almost half of traffic is from mobile devices.



UNIQUE PAGEVIEWS

Top 20 Pages

/conference/	27697
/profile/	5820
/institute/	5256
/csfm-program/	4803
/products/	4541
/overview/	3360
/chapters/	2347
/stma-staff-contacts/	2322
/membership-categories/	1992
/board-of-directors/	1929
/certification/	1801
/field-crowns-and-slopes/	1724
/why-join-stma/	1609
/latest-news/	1606
/knowledge_center/sports-field-dimensions/	1487
/interactive-chapter-map/	1475
/programs/	1452
/upcoming-events/	1408
/news-category/industry-news/	1316
/products/?cpage=2	1114

There is an even fall-off of traffic from top to bottom

Bottom 20 Pages (of top 500 non-job pages)

/ericson-winners/	87
/news/when-was-your-last-soil-test/	87
/news/2019-meeting-calendar-for-american-sports-builders-	86
/news/conference-marriott-hotel-open/	86
/news/how-preemergence-herbicides-work-and-why-they-fail/	86
/toma-winners/	86
/latest-news/page/3/	83
/ohio-chapter/	83
/tennessee-valley-chapter/	83
/gill-winners/	82
/knowledge_center/cultural-practices-athletic-fields-organic-ipm-	81
/establishing-a-new-chapter/	80
/new-jersey-chapter/	80
/news/2-free-october-webinars/	79
/news/new-tech-in-new-rangers-stadium/	77
/?s=directory	76
/news/membership-drops-take-place-this-month/	76
/2020/01/?post_type=news	74
/news/download-the-2019-conference-app-2019-stma-show/	72
/news/2019-intermountain-stma-chapter-conference-feb-21/	68

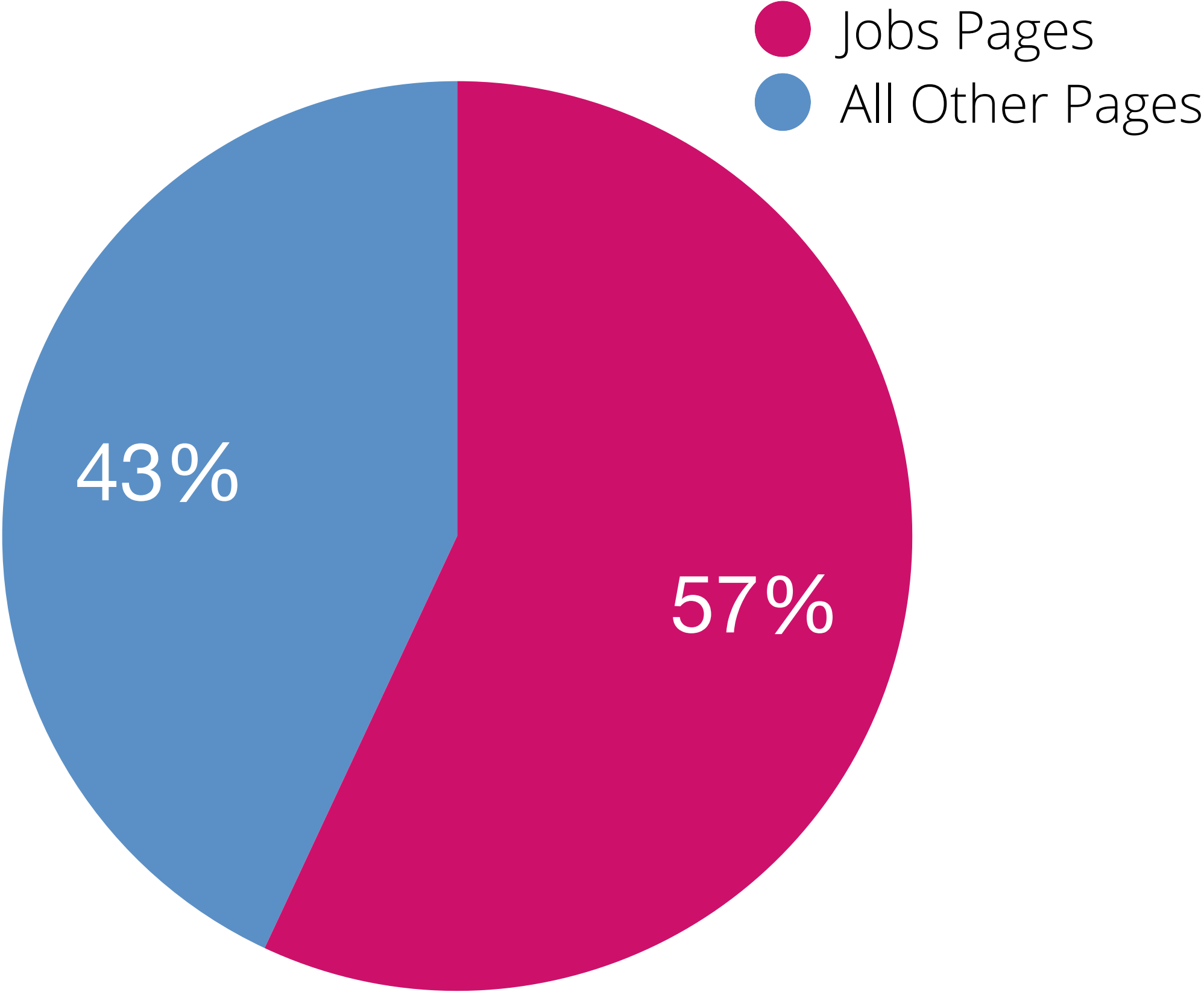
UNIQUE PAGEVIEWS

- Th content cited as most important by STMA staff included:
 - Institute
 - Conference
 - Products/“Store”
 - Find membership to renew
- That list aligns with most visited pages.
- Based on Pageviews I recommend elevating Chapters to the top level navigation and moving “News” under the “About STMA” nav header (open for discussion)

Top 25 non-job pages excluding home page	Unique Pageviews
/conference/	27697
/profile/	5820
/institute/	5256
/csfm-program/	4803
/products/	4541
/overview/	3360
/chapters/	2347
/stma-staff-contacts/	2322
/membership-categories/	1992
/board-of-directors/	1929
/certification/	1801
/field-crowns-and-slopes/	1724
/why-join-stma/	1609
/latest-news/	1606
/knowledge_center/sports-field-dimensions/	1487
/interactive-chapter-map/	1475
/programs/	1452
/upcoming-events/	1408
/news-category/industry-news/	1316
/products/?cpage=2	1114
/foy-awards/	1109
/conferences/future-stma-conference-locations/	1071
/eight-benefits-of-natural-grass/	1065
/member-directory/	969
/press-releases/	908

JOB PAGES: MORE TRAFFIC THAN ALL OTHERS COMBINED

	Unique pageviews	
All non-jobs pages excluding home page	122,839	43%
All jobs pages	162,695	57%
Total	285,534	

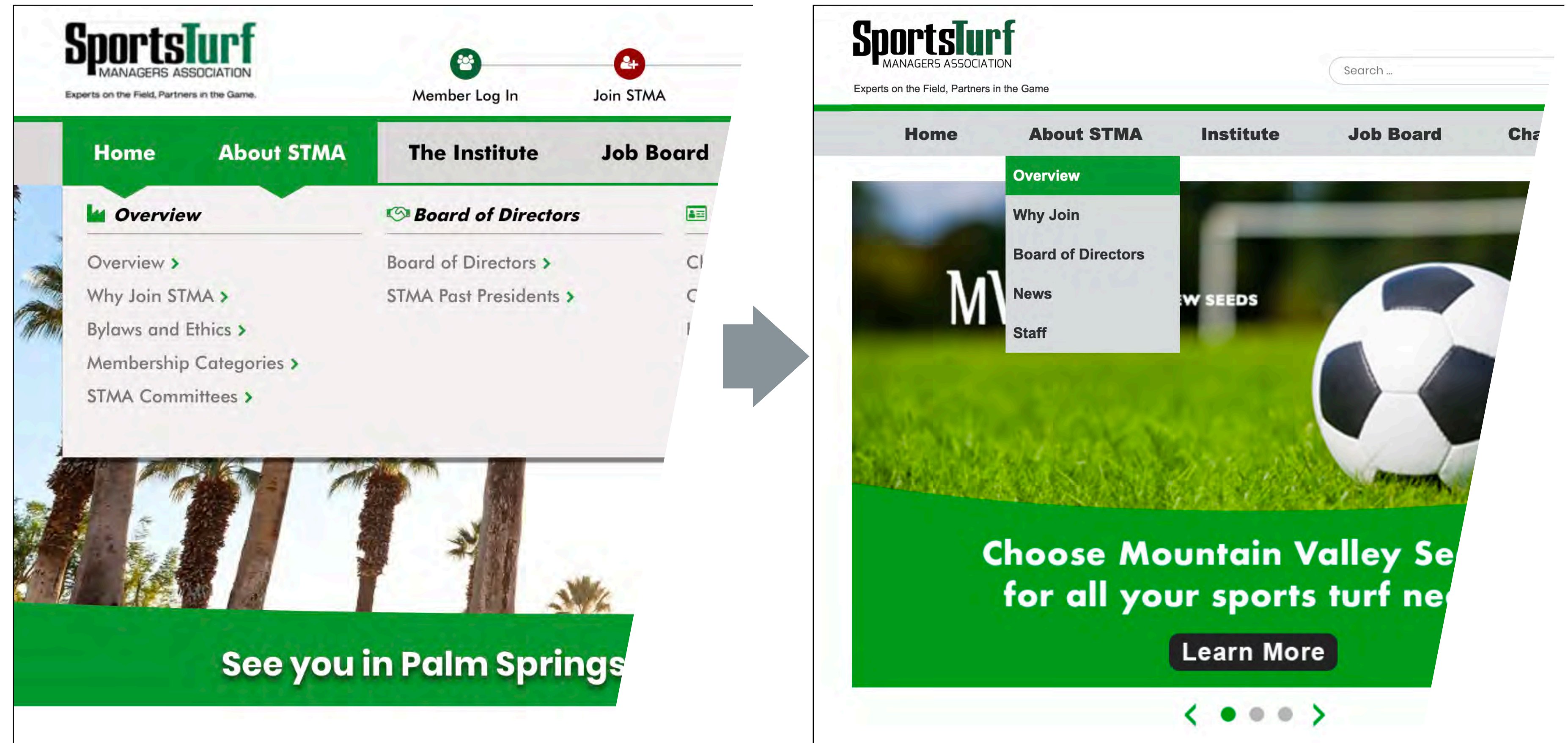


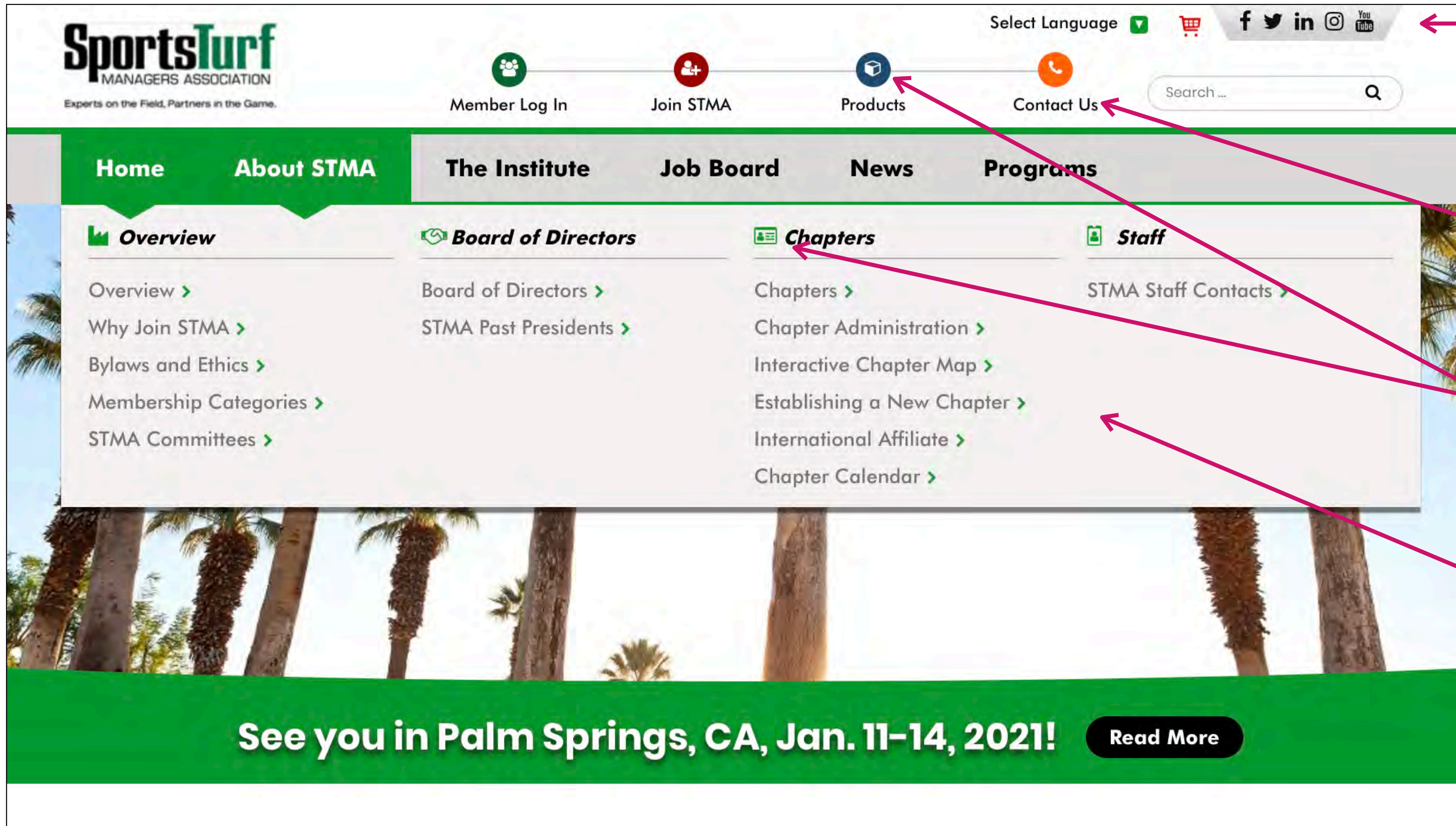


NAVIGATION

NAVIGATION

- Simplify navigation



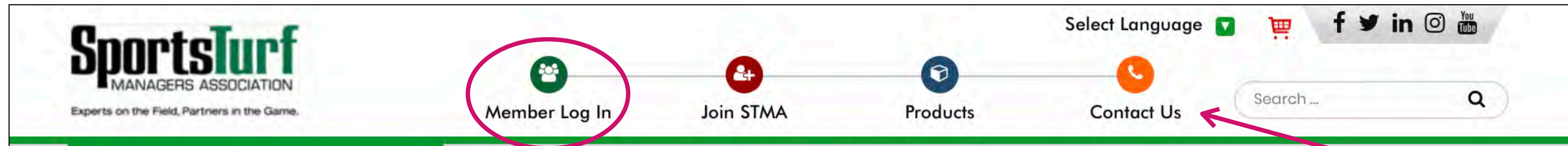


REDUCE CLUTTER
Remove (social icons in footer is adequate)

REDUCE CLUTTER
Eliminate "secondary" nav

REDUCE CLUTTER
Eliminate unnecessary icons

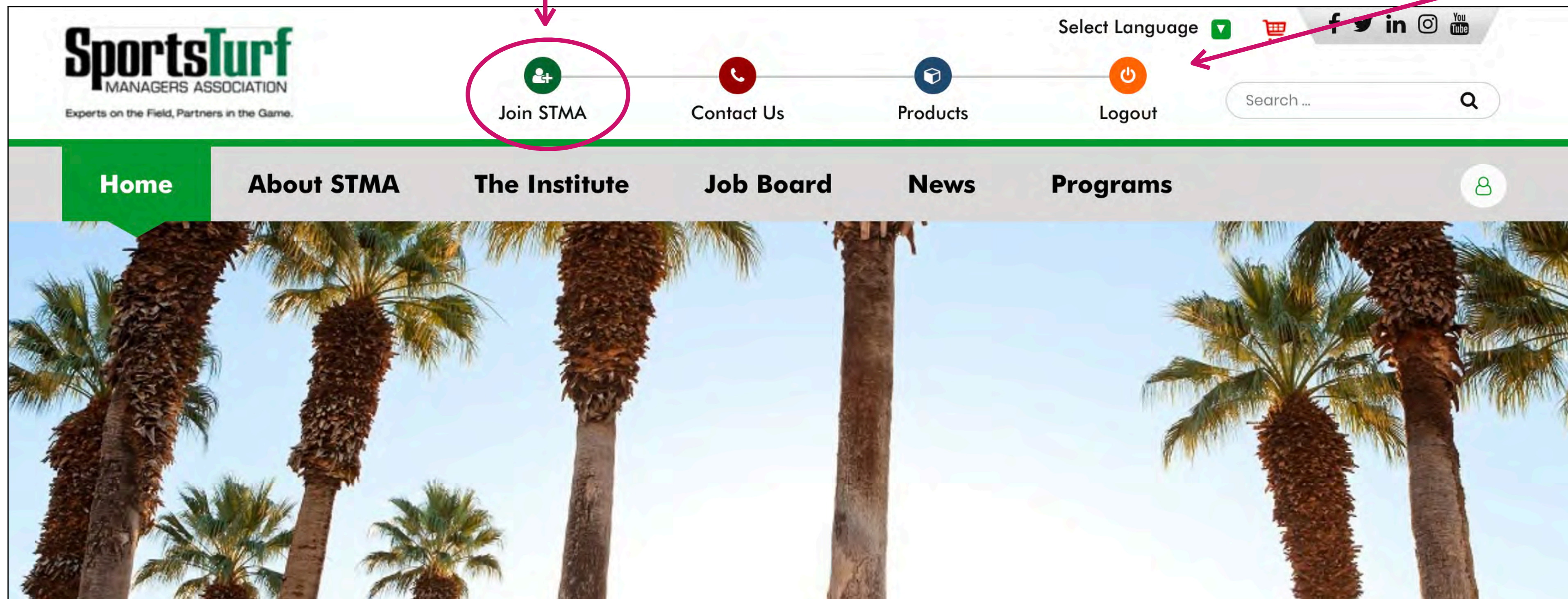
REDUCE CLUTTER
Eliminate "fat" nav on desktop



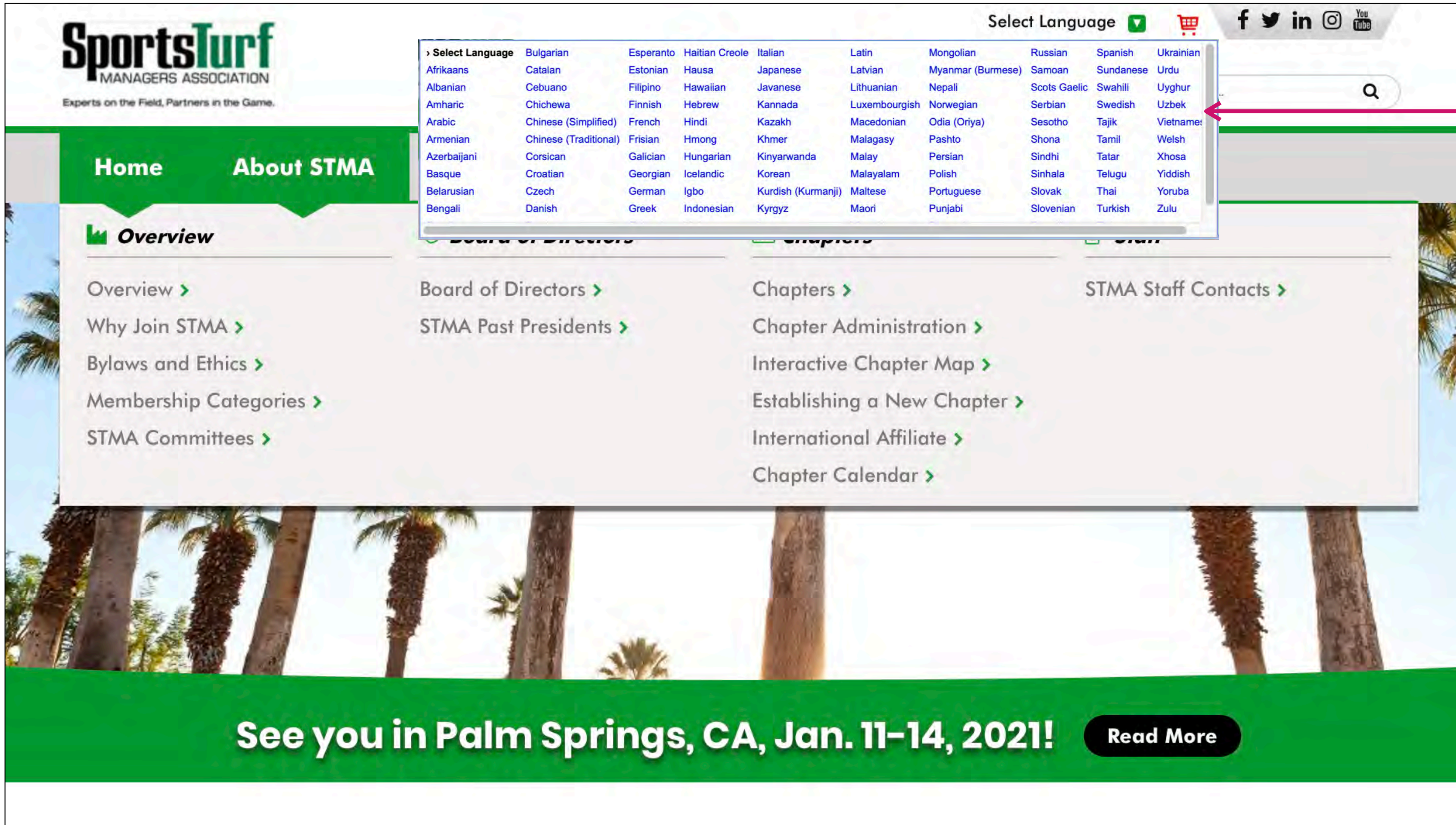
< NOT LOGGED IN

Why change to "Join STMA" when logged in?

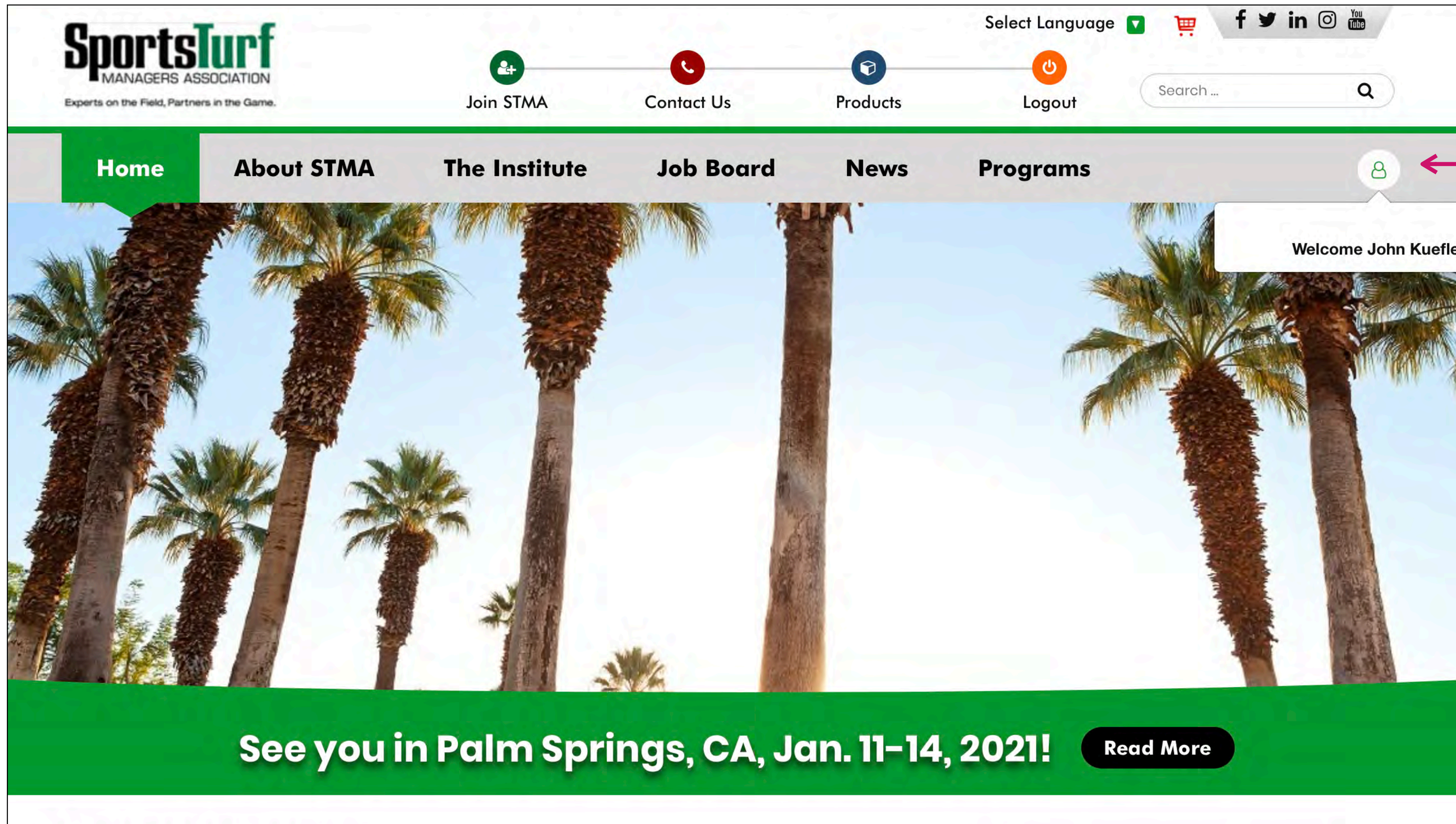
Currently these links change when logged in, which is not good UX



< LOGGED IN

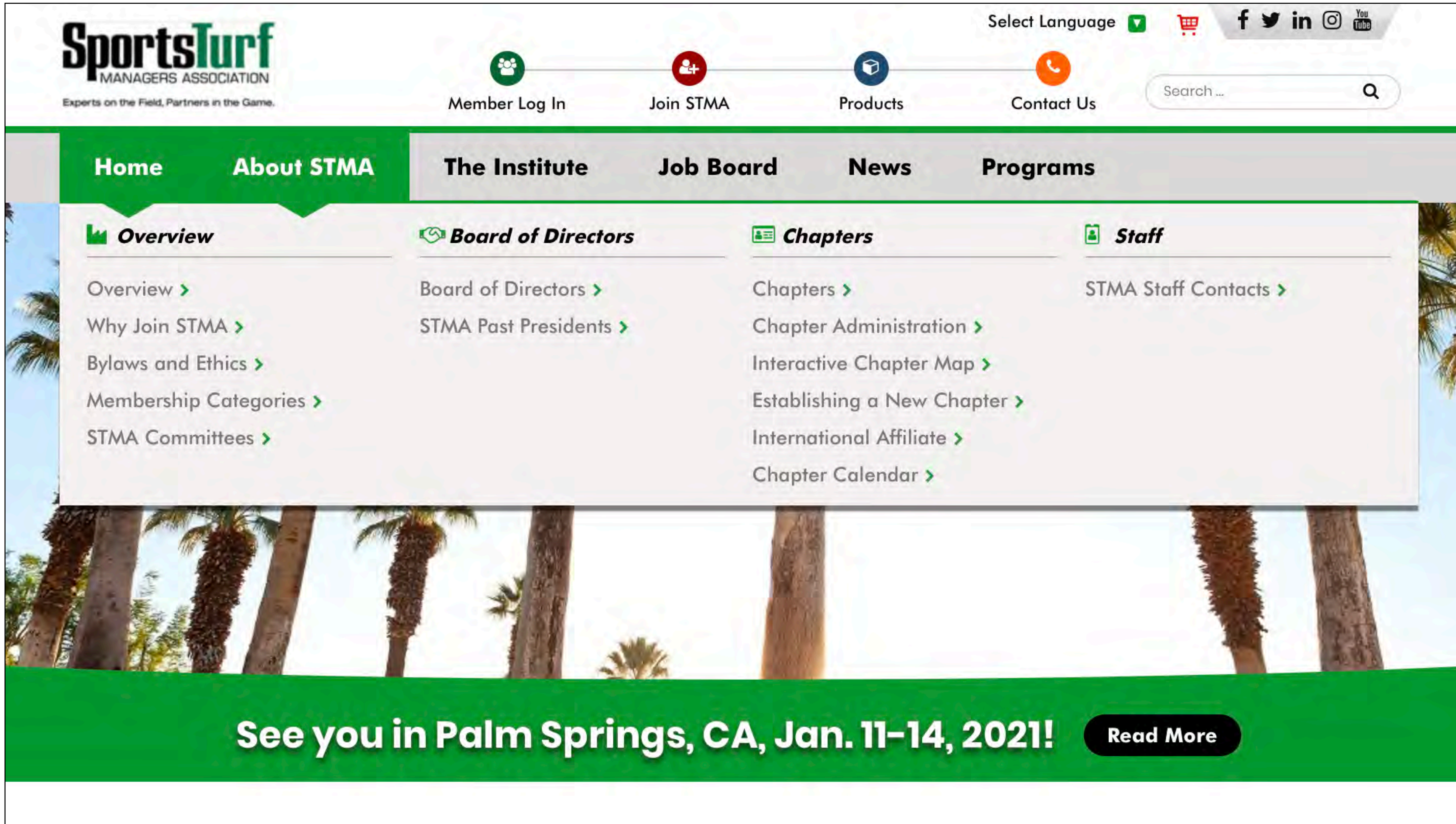


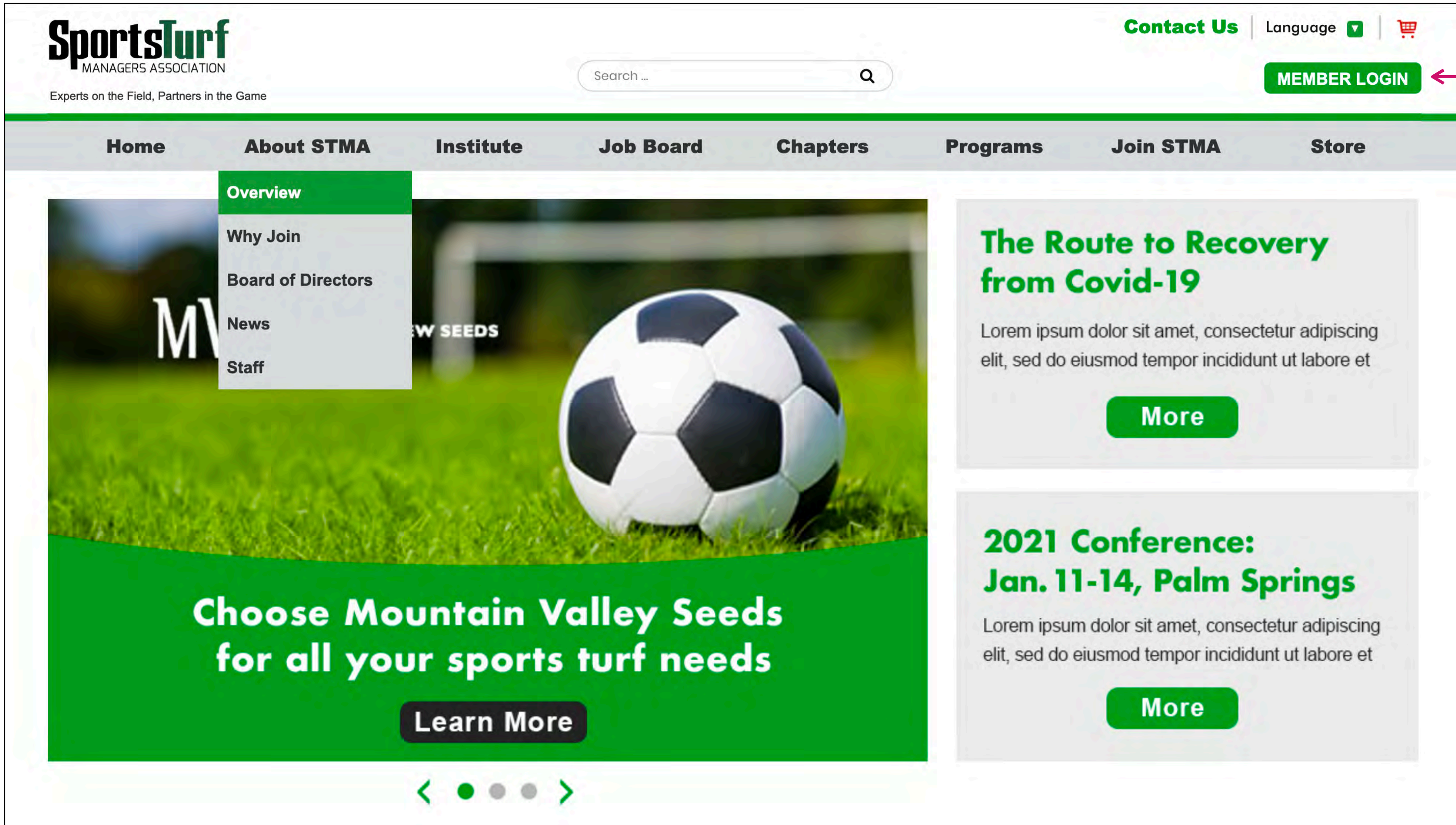
SIMPLIFY
Remove unused
languages



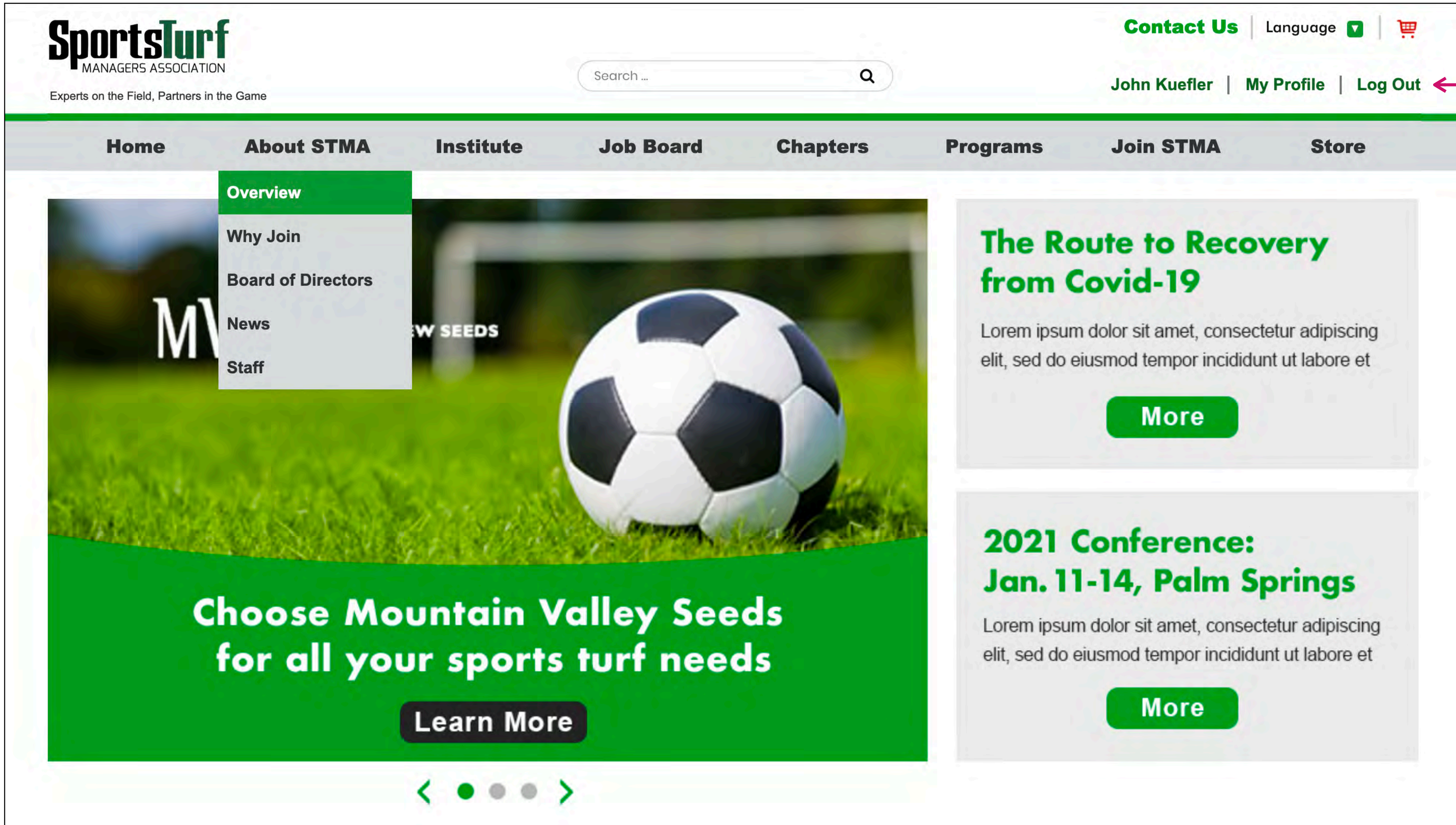
Users expect to click their name or an icon like this to get to their account info, but this is not clickable.

Currently, when logged in there is no easy way to get to my profile or subscription renewal pages.





Locate login button where users expect to find it



When logged in, replace login button with user's name, a link to user's profile page and a log out link.

MOBILE NAVIGATION

- Make navigation more consistent between desktop and mobile

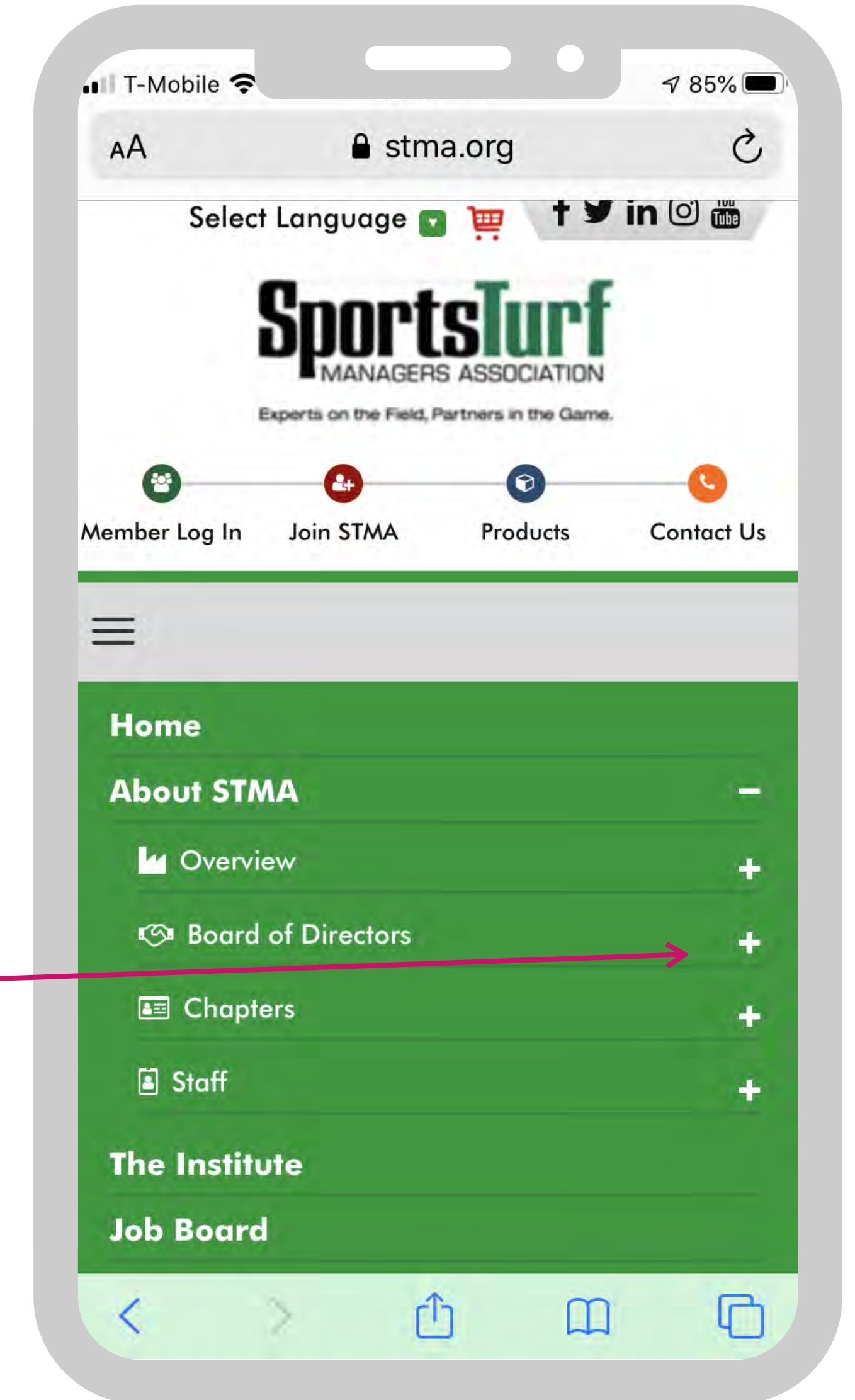
Mobile menus are problematic in several ways:

- The hamburger icon is not universally understood
- The hamburger icon is lost under the 4 navigation links above it
- The +/- functionality for expanding the menus can be confusing to many users

Recommendations:

- Remove +/- symbols
- Section headers *without* sub-menus should go to the section
- Section headers *with* sub-menus should open and close the sub-menu
- Both mobile and desktop navigation should match/function the same way

(See <https://uxwest.com>)



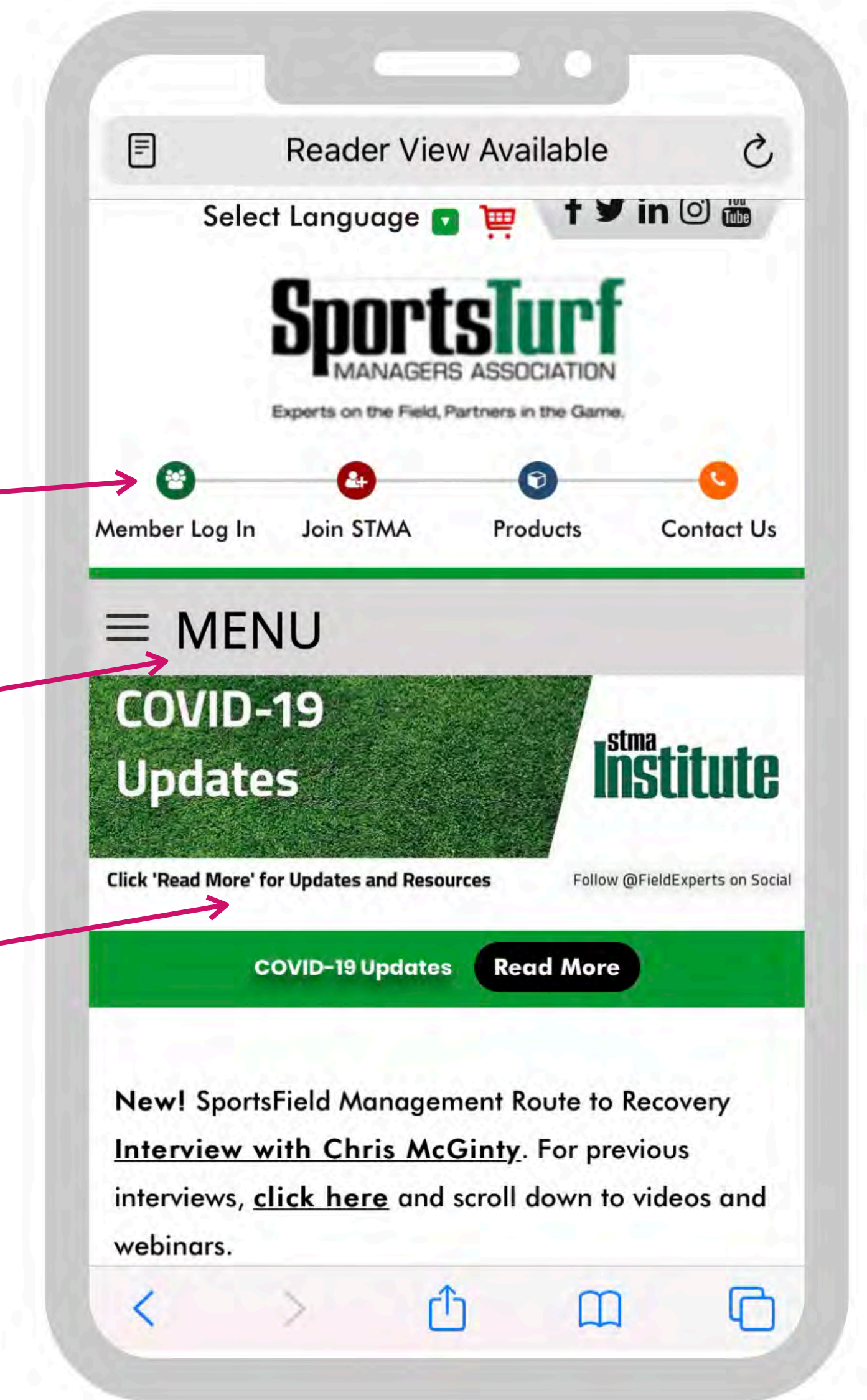
MOBILE NAVIGATION

- Make navigation more consistent between desktop and mobile

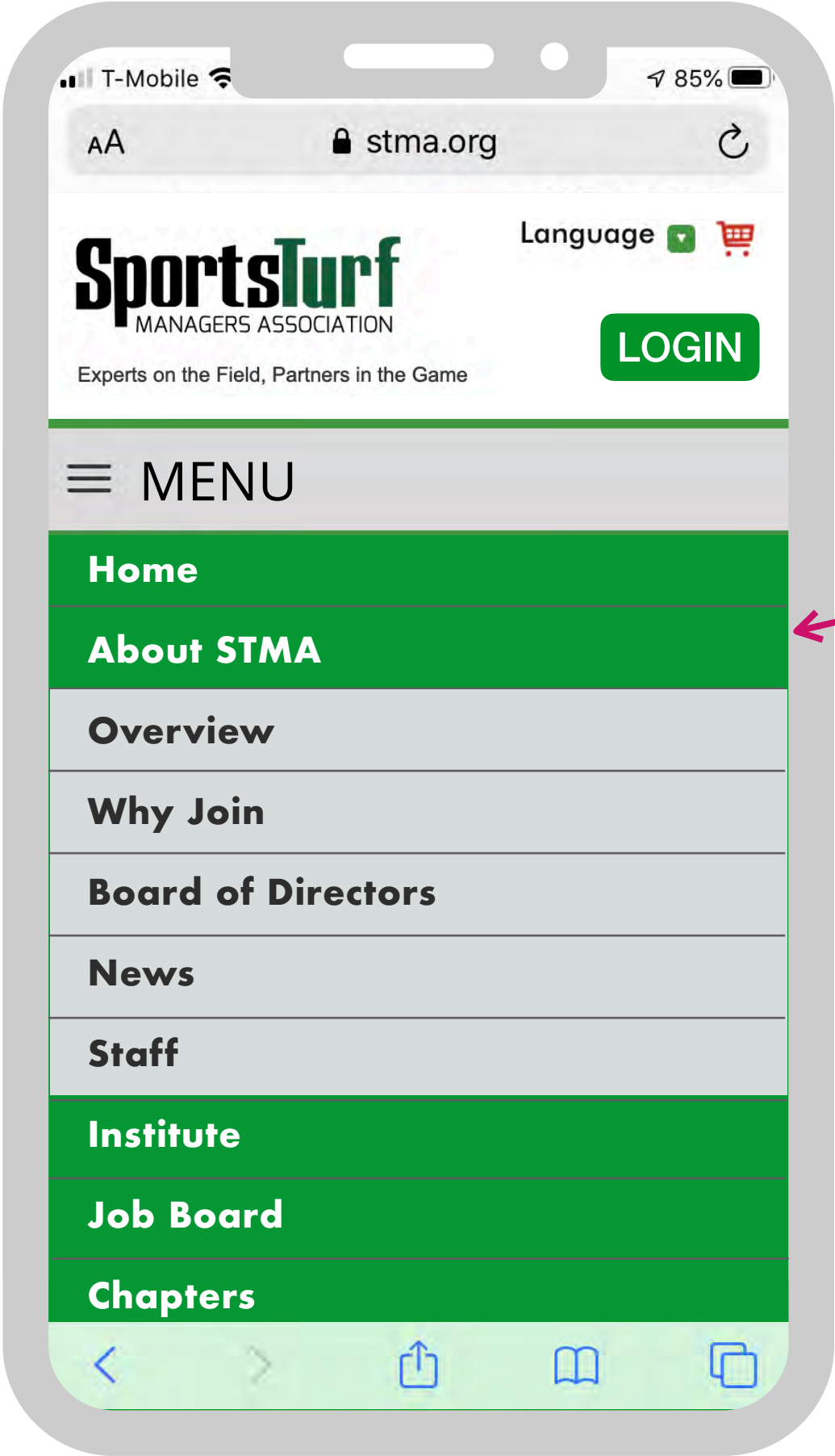
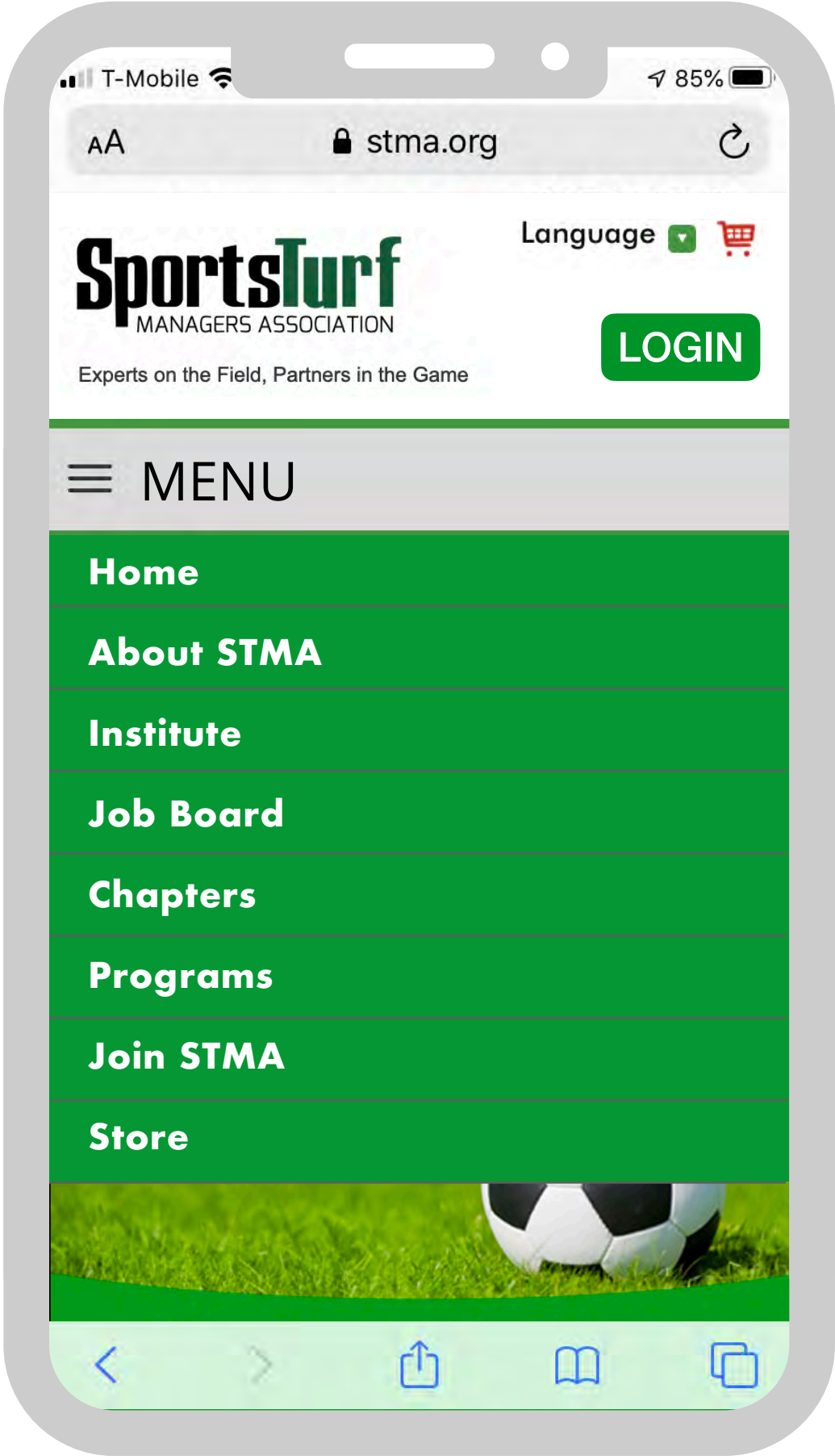
Eliminate “secondary” nav and icons, combine into main nav menu

Add the word “MENU” here

Design banners for optimal size text on mobile.
The arrows to navigate the banners are not visible.
(Follow the guidelines from NNG.)

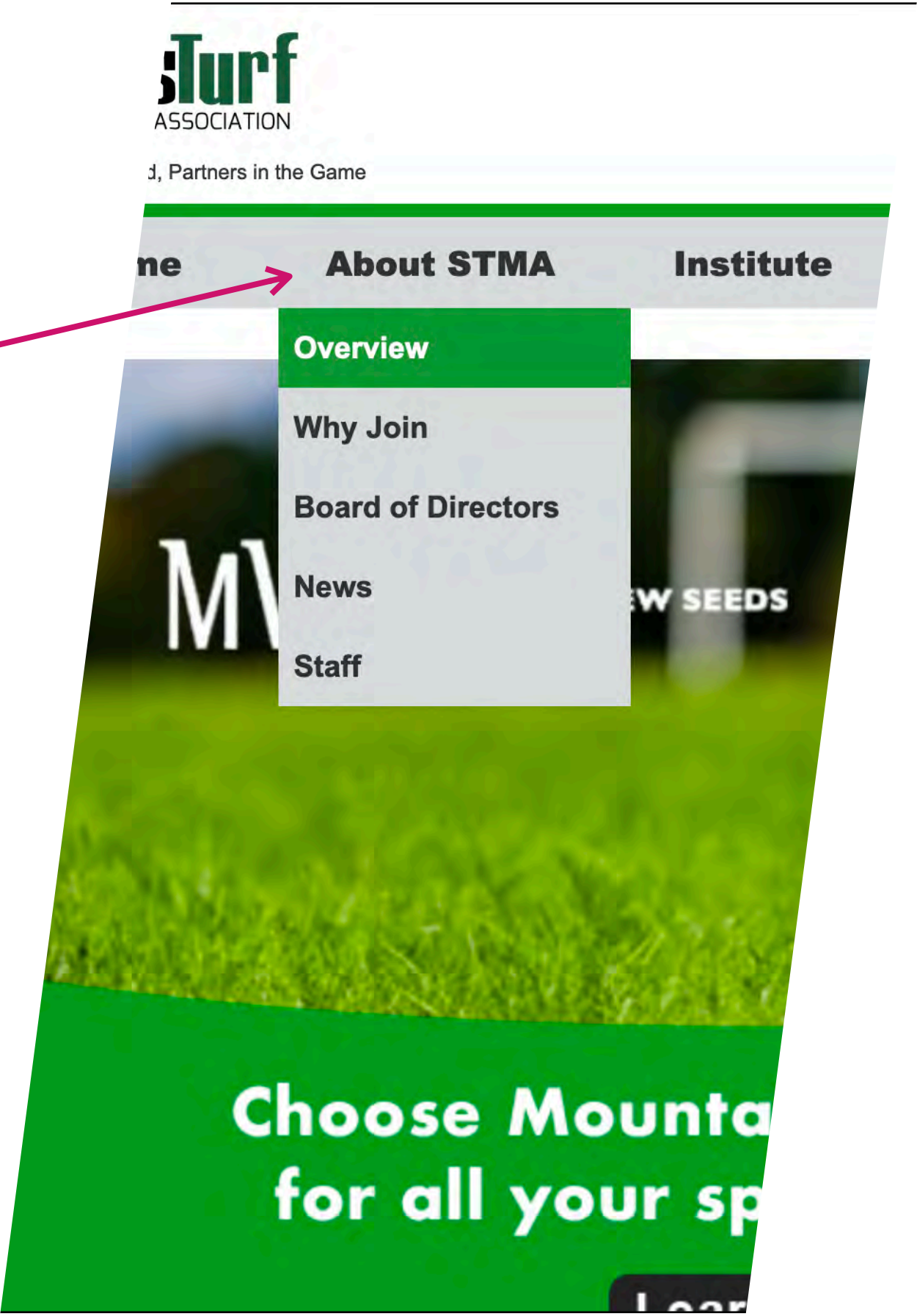


CONSISTENT NAVIGATION DESKTOP TO MOBILE



Eliminating the desktop fat nav allows the desktop and mobile nav to match and function the same way.

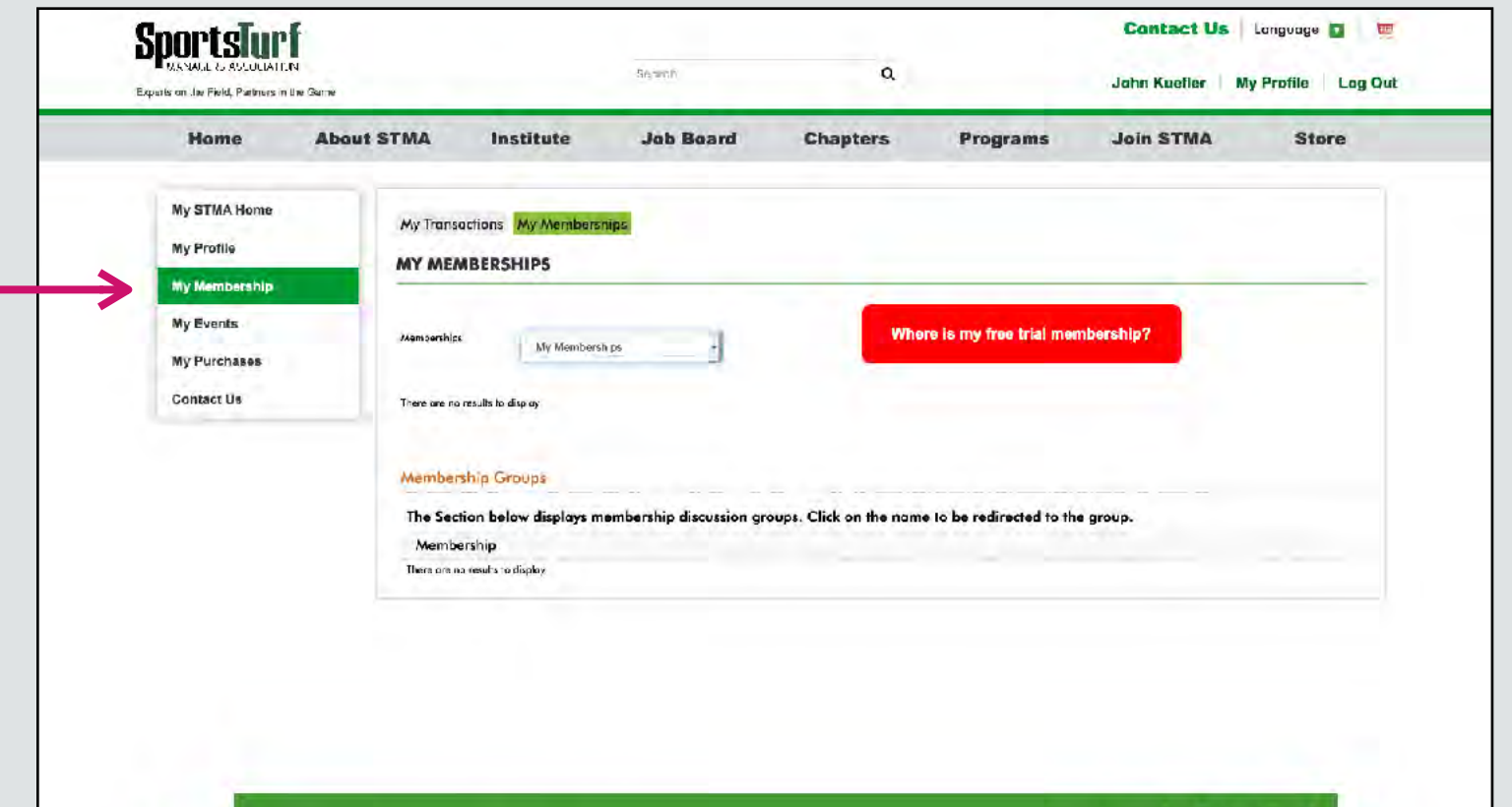
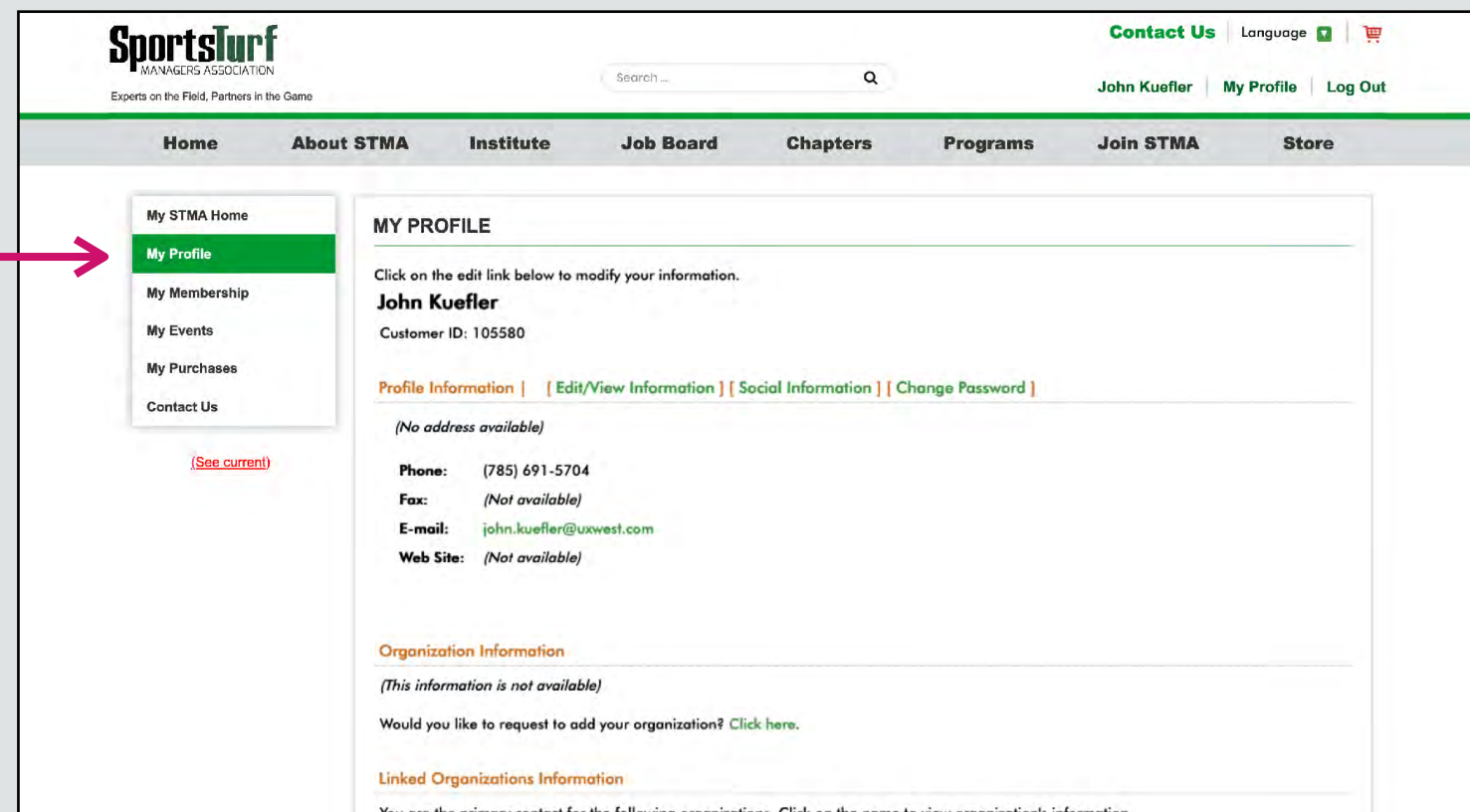
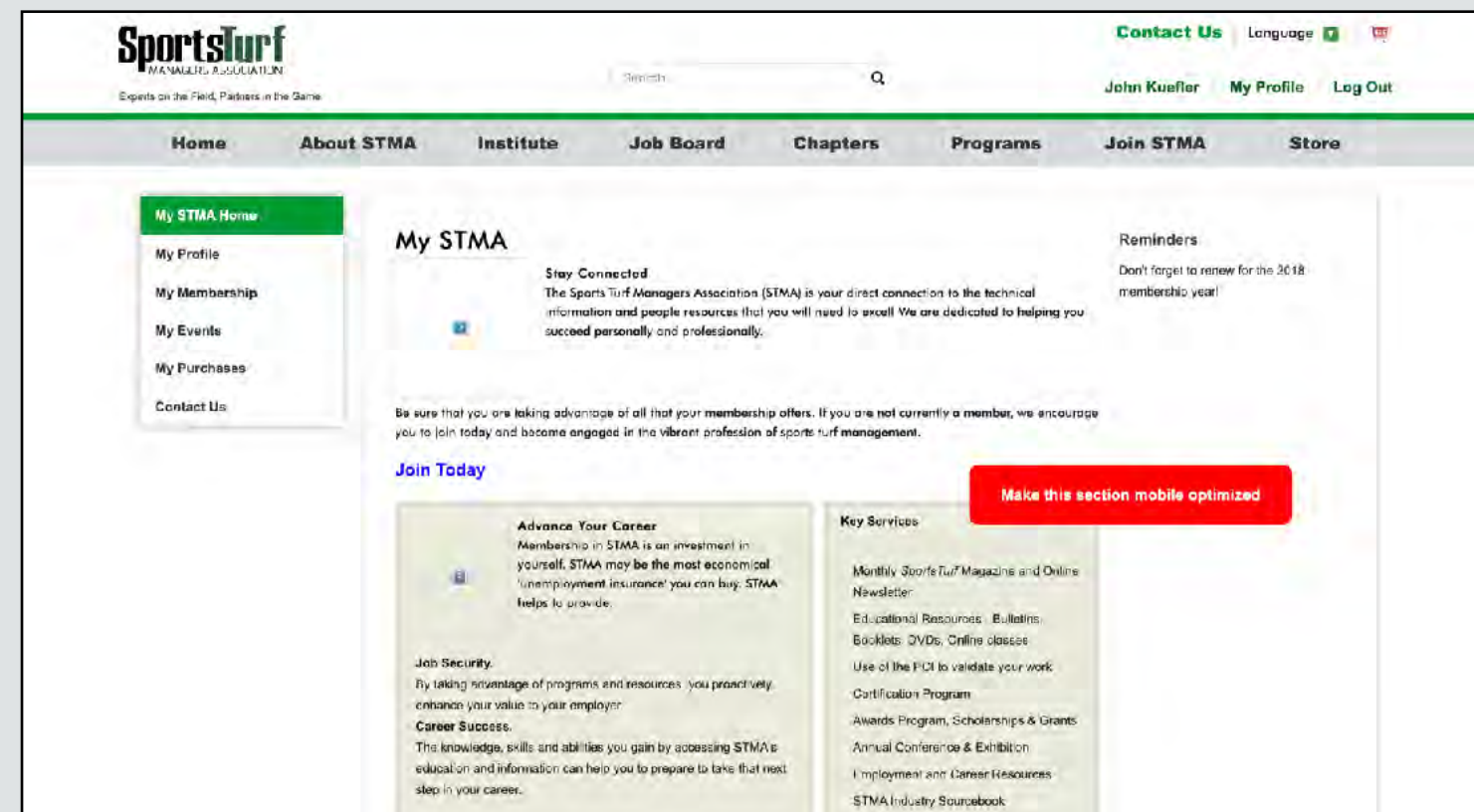
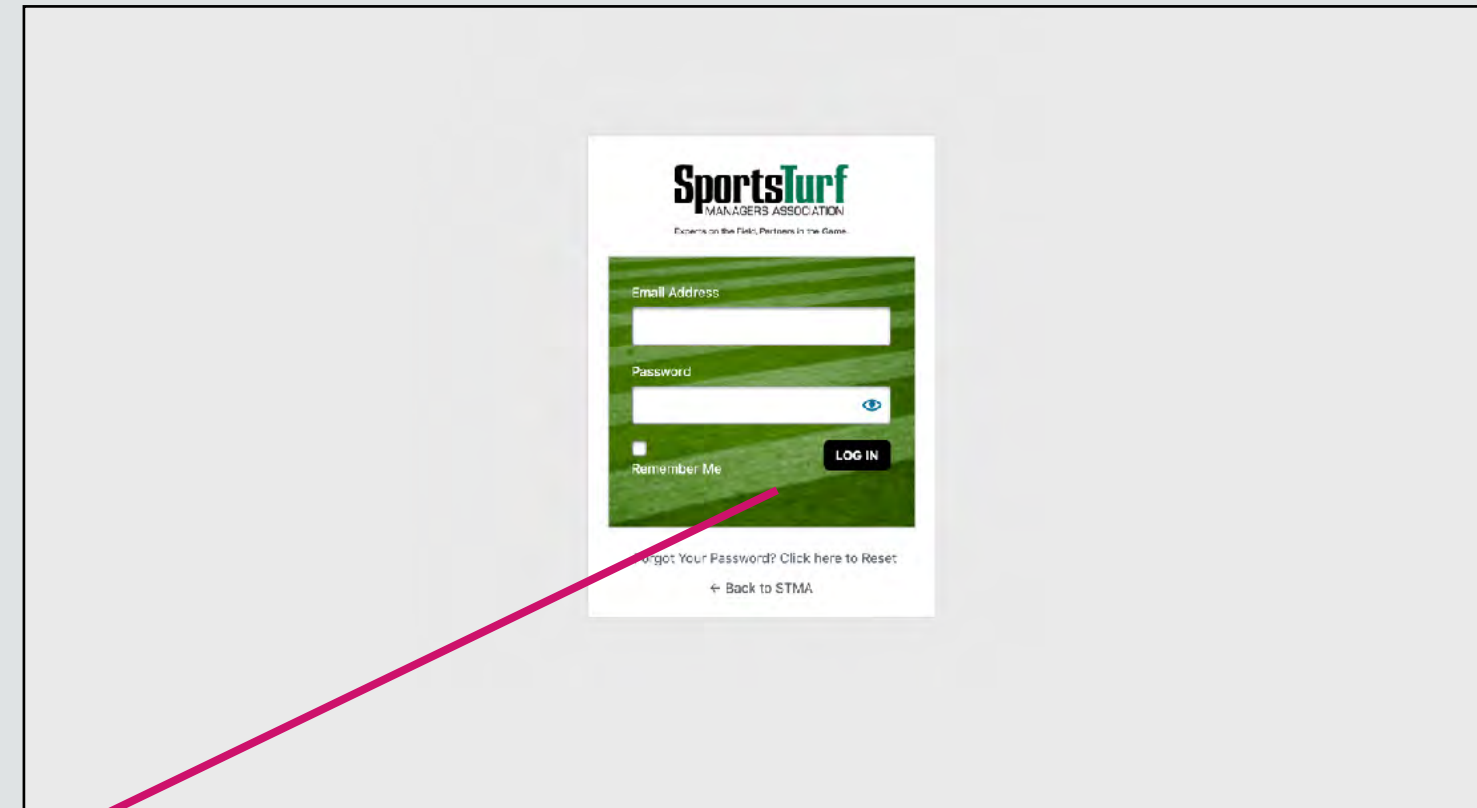
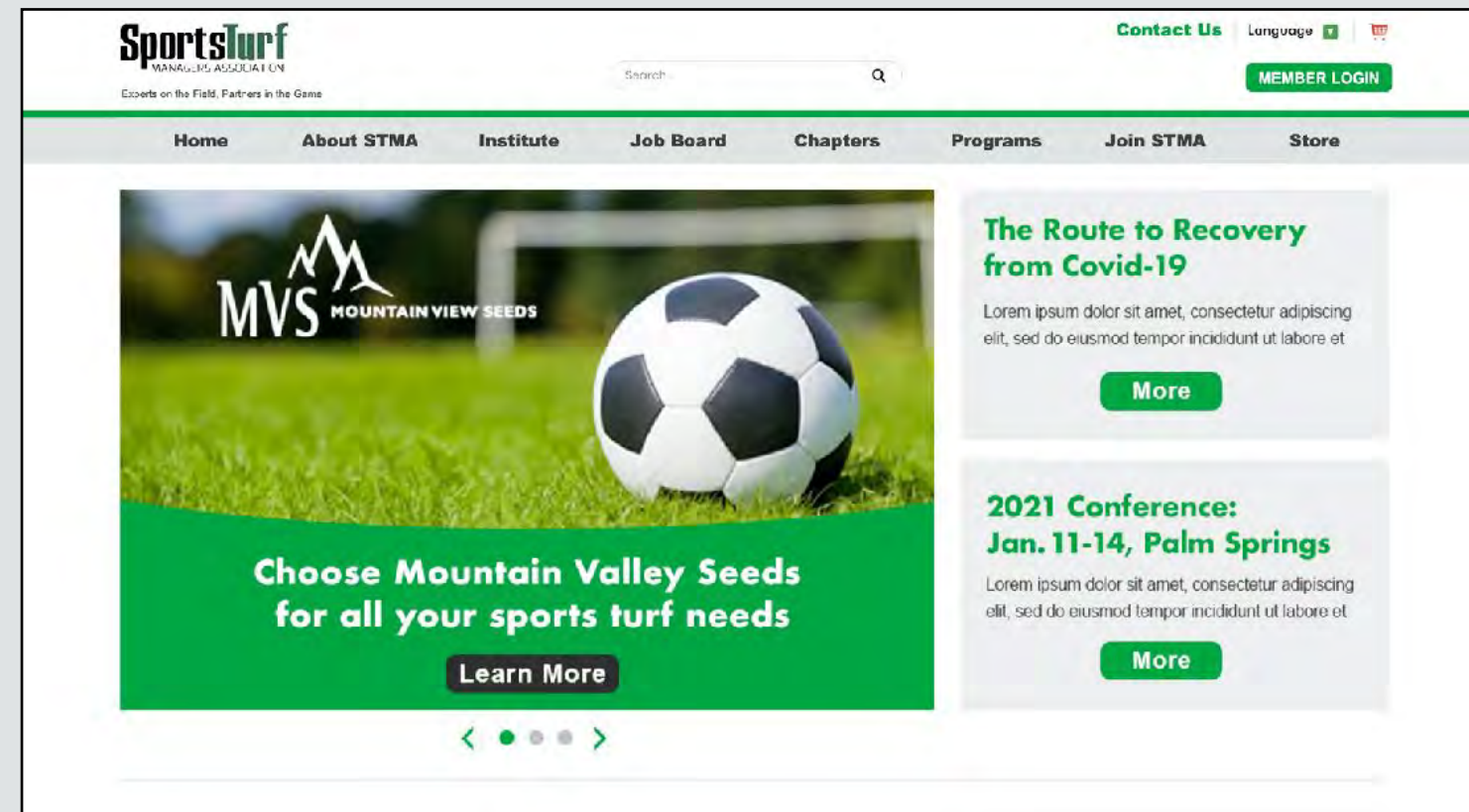
This requires a main landing page for each section, which can be called "Overview" if another name is not appropriate.



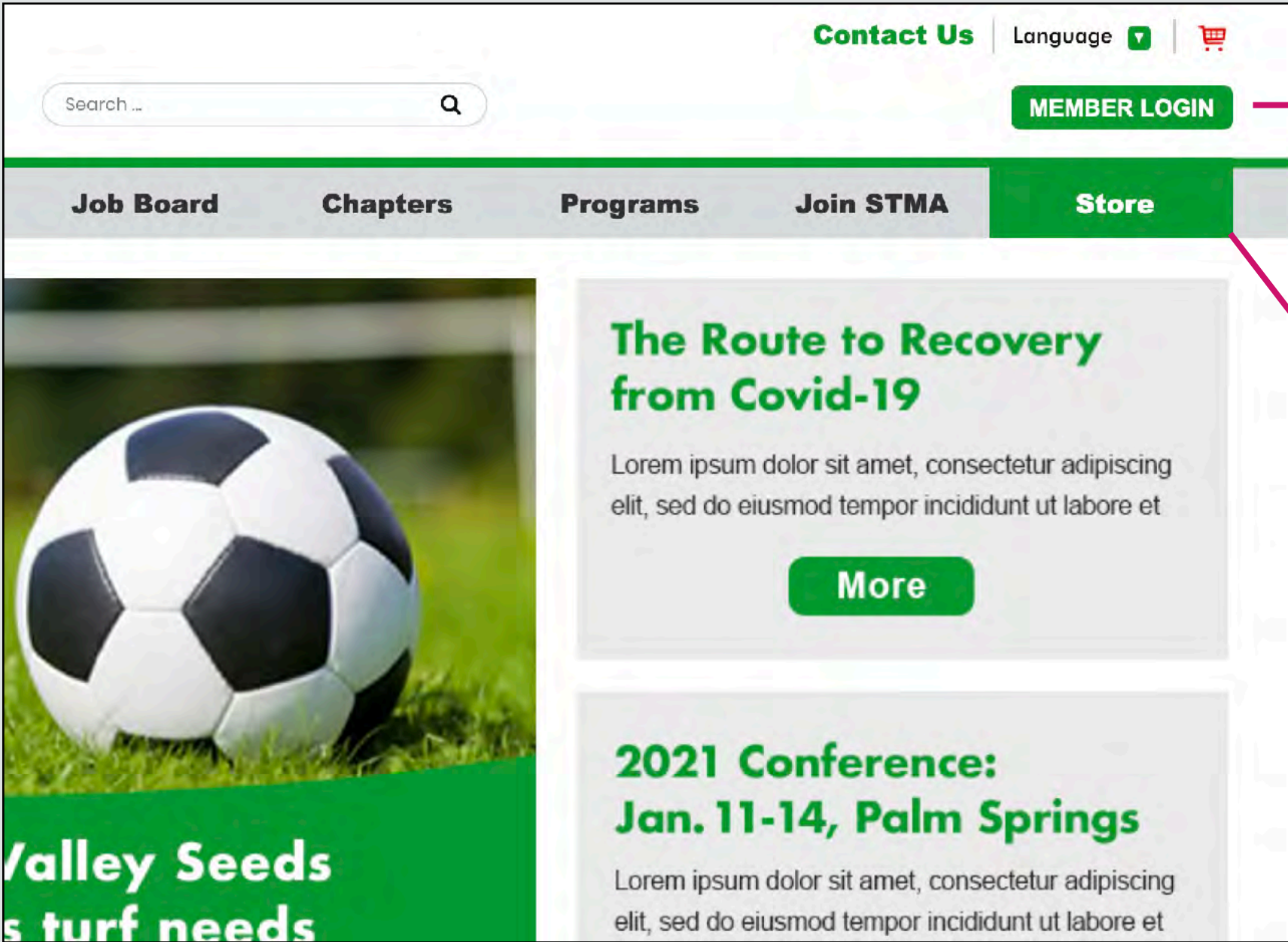
PROTOTYPE



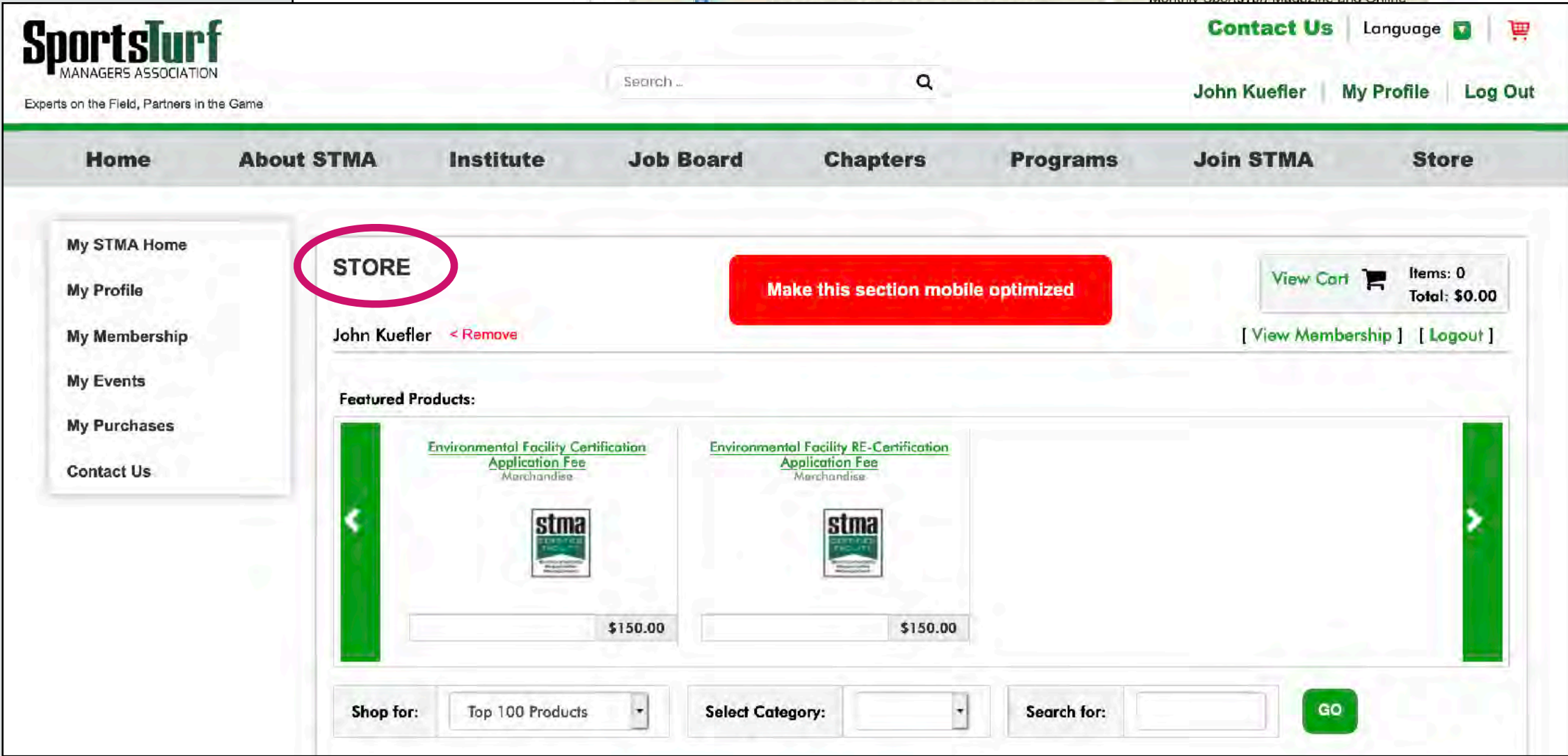
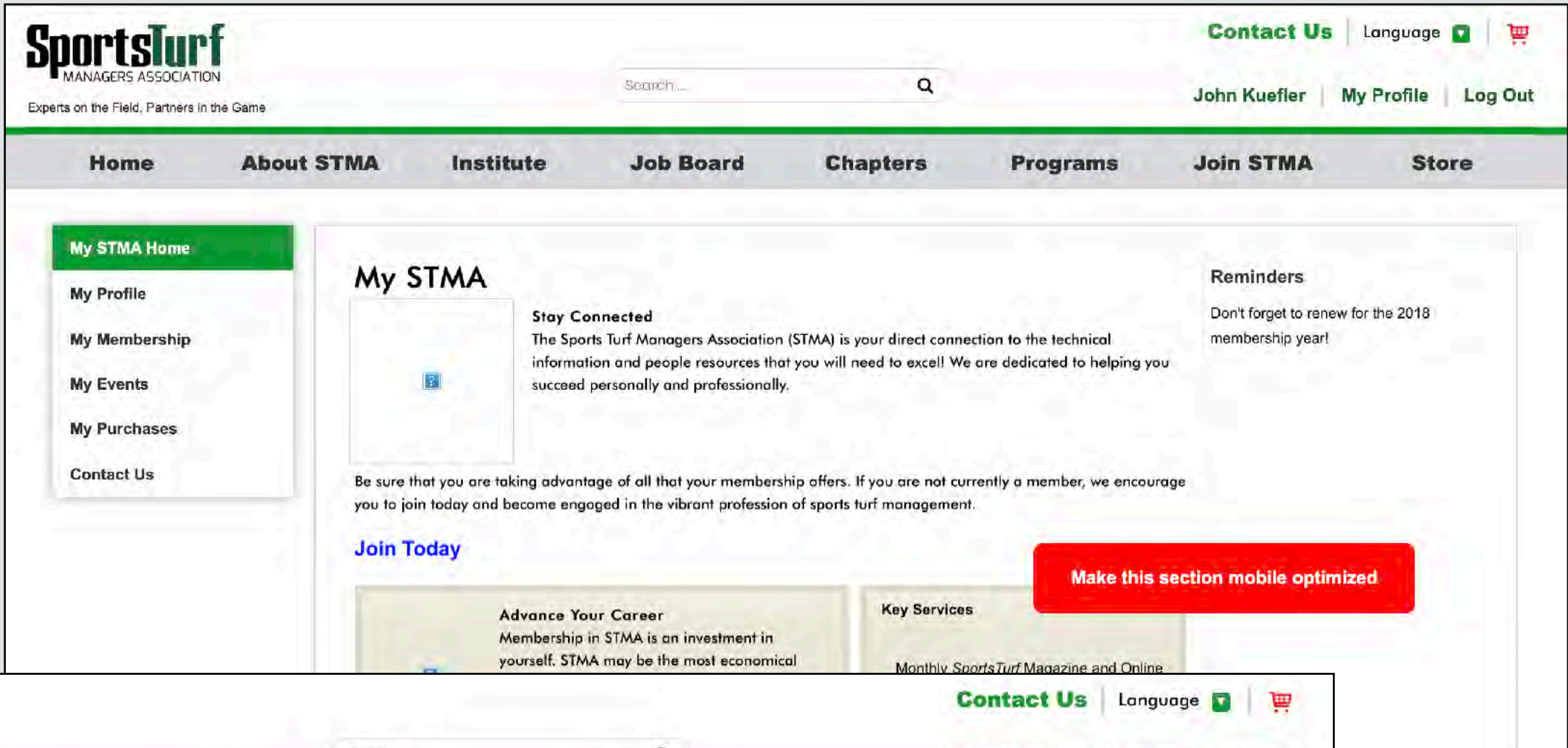
<https://uxwest.com/prototypes/stma/nav-update>



RECOMMENDED LANDING PAGES



(Currently reloads home page)



MAIN NAVIGATION

CURRENT

Home	About STMA	The Institute	Job Board	News	Programs	(TOP)	
	Overview			Latest News	Awards	Member Login	
	Why Join STMA			News Online	General Awards	Join STMA	
	Bylaws and Ethics			Industry News	STMA Founders Awards	Products	
	Membership Categories			Communication Strategy	FOY Awards	Contact Us	
	STMA Committees			Upcoming Events	Innovative Awards		
	Board of Directors			Media and Press Releases	MiLB		
	STMA Past Presidents			Other STMA Publications	President’s Leadership Award		
	Chapters			Sports Field Management Magazine	Certifications		
	Chapter Administration			STMA Publications	Certification Programs		
	Interactive Chapter Map				CSFM Program		
	Establishing a New Chapter				Environmental Facility Certification Program		
	International Affiliate				Conference		
	Chapter Calendar				Conference		
	Staff				Grants		
	STMA Staff Contacts				SAFE Grants		
					Scholarships		
					Scholarship Program		
					Safe Scholarship Recipients		

SUGGESTED

Home	About STMA	Institute	Job Board	Chapters	Programs	Join STMA	Store	(TOP)
	Overview	Overview		Overview	Overview			Contact
	Why Join	Route to Covid-19 Recovery		Interactive Chapter Map	Conference			Member Login
	Board of Directors	Athlete and Sports Field Safety		International Affiliates	Awards			
	News	Benefits of Natural Grass			Certifications			
	Staff	Field Dimensions			Grants			
					Scholarships			

USER ACCOUNT/PROFILE PAGES AND SUB-NAV

Remove

Home

My Information

My Transactions

My Events

Membership, Merchandise & Online Registration

Contact Us

Go Back to STMA.org

MY INFORMATION

Click on the edit link below to modify your information.

John Kuefler

Customer ID: 105580

Profile Information | Edit/View Information | Social Info

(No address available)

Phone: (785) 691-5704

Fax: (Not available)

E-mail: john.kuefler@uxwest.com

Web Site: (Not available)

Organization Information

(This information is not available)

Would you like to request to add your organization? Click here.

My STMA Home

My Profile

My Membership

My Events

My Purchases

Contact Us

MY PROFILE

Click on the edit link below to modify your information.

John Kuefler

Customer ID: 105580

Profile Information | Edit/View Information | Social Information | Change Password

(No address available)

Phone: (785) 691-5704

Fax: (Not available)

E-mail: john.kuefler@uxwest.com

Web Site: (Not available)

Organization Information

(This information is not available)

Would you like to request to add your organization? Click here.

Linked Organizations Information

You are the primary contact for the following organizations. Click on the name to view organization's information.

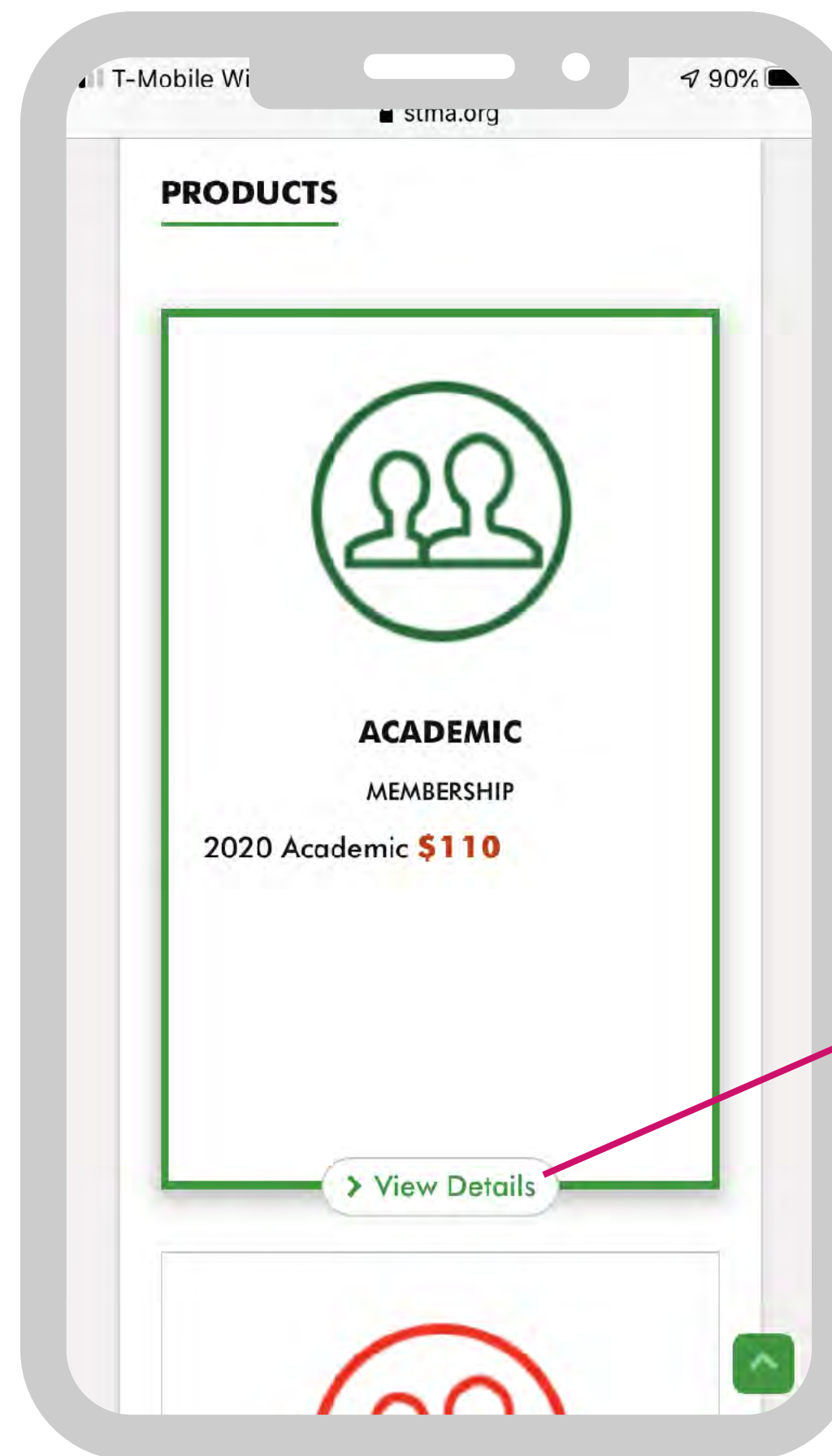
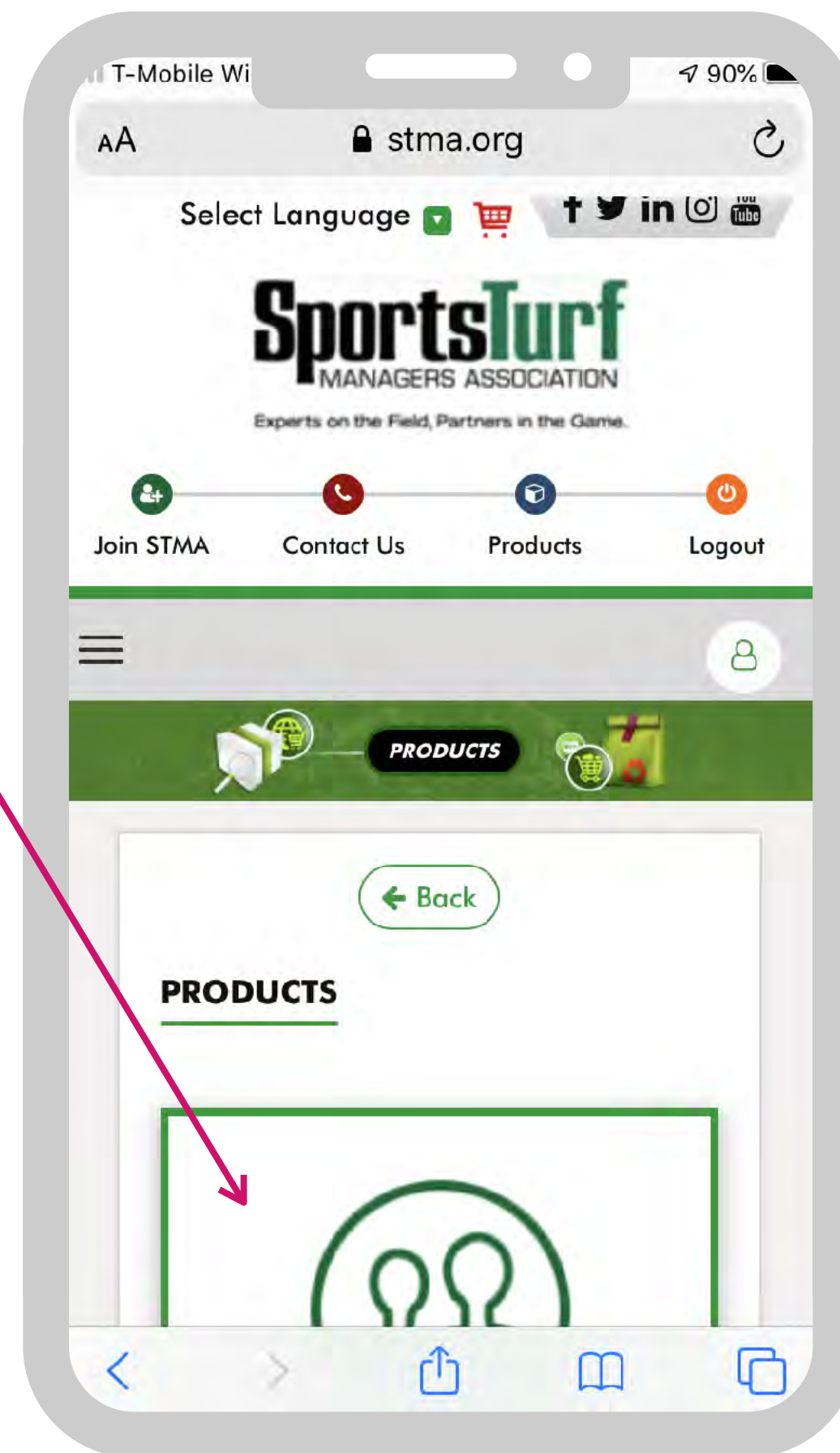
Suggested

2

MOBILE OPTIMIZE NETFORUMPRO.COM

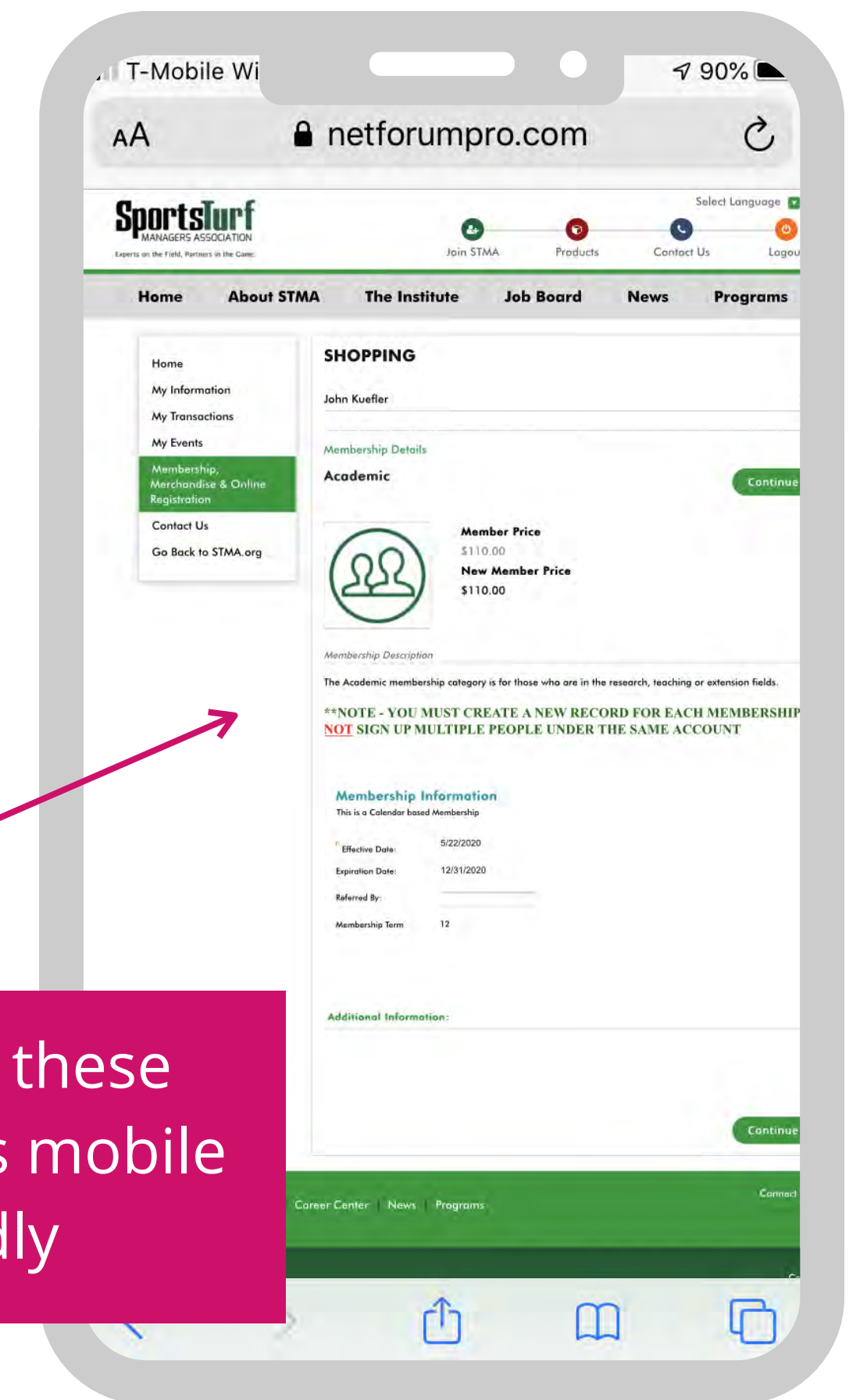
MOBILE OPTIMIZE THE STORE EXPERIENCE

- It will help both the desktop and mobile views if these card where smaller
- At minimum use the square cards like the existing "Shopping" page
- Better yet, redesign the store pages



Don't open a new tab/window (desktop and mobile)

Make these pages mobile friendly

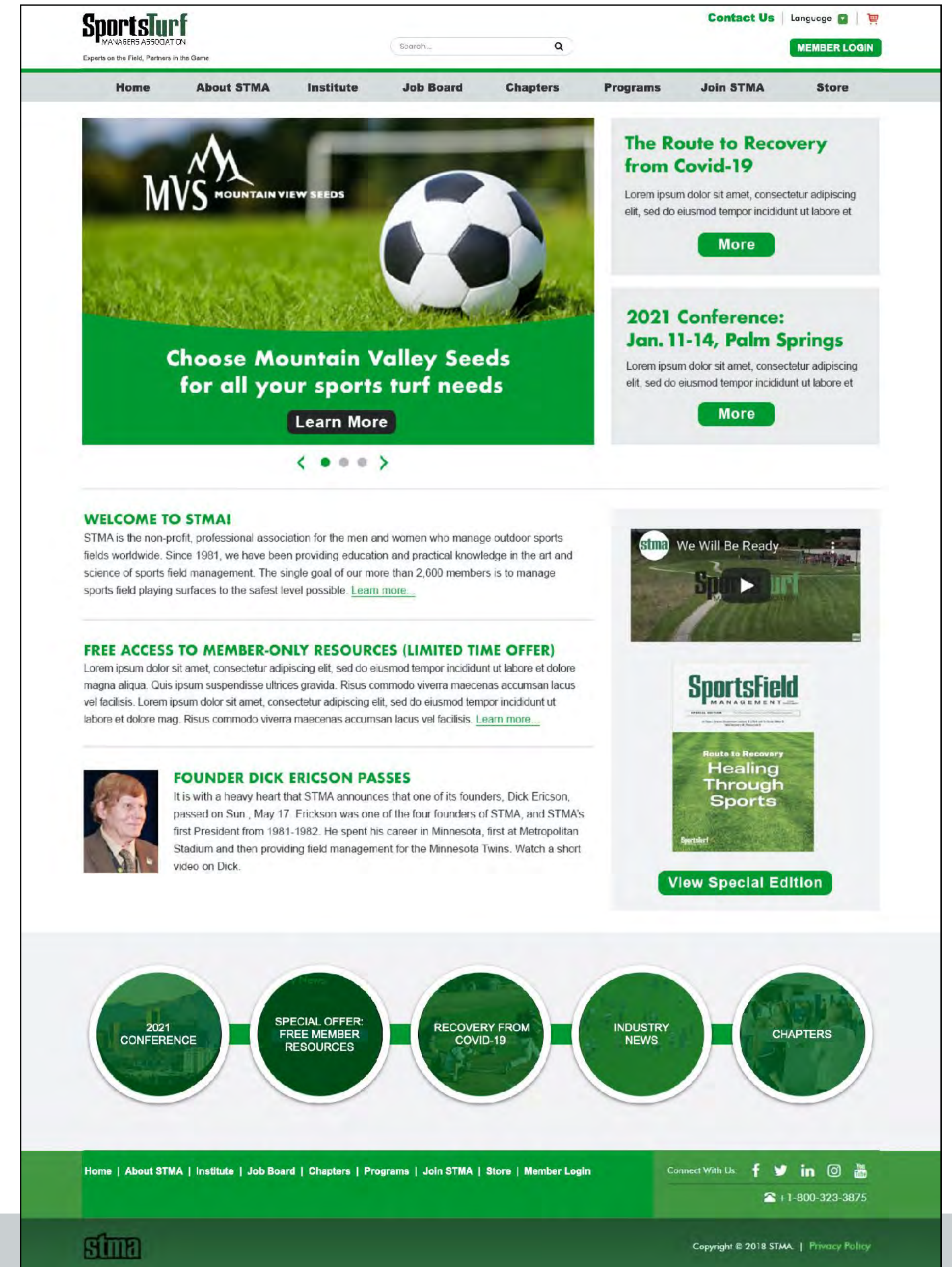
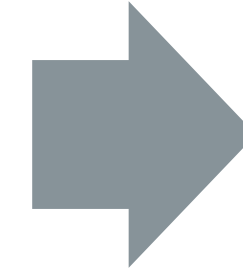
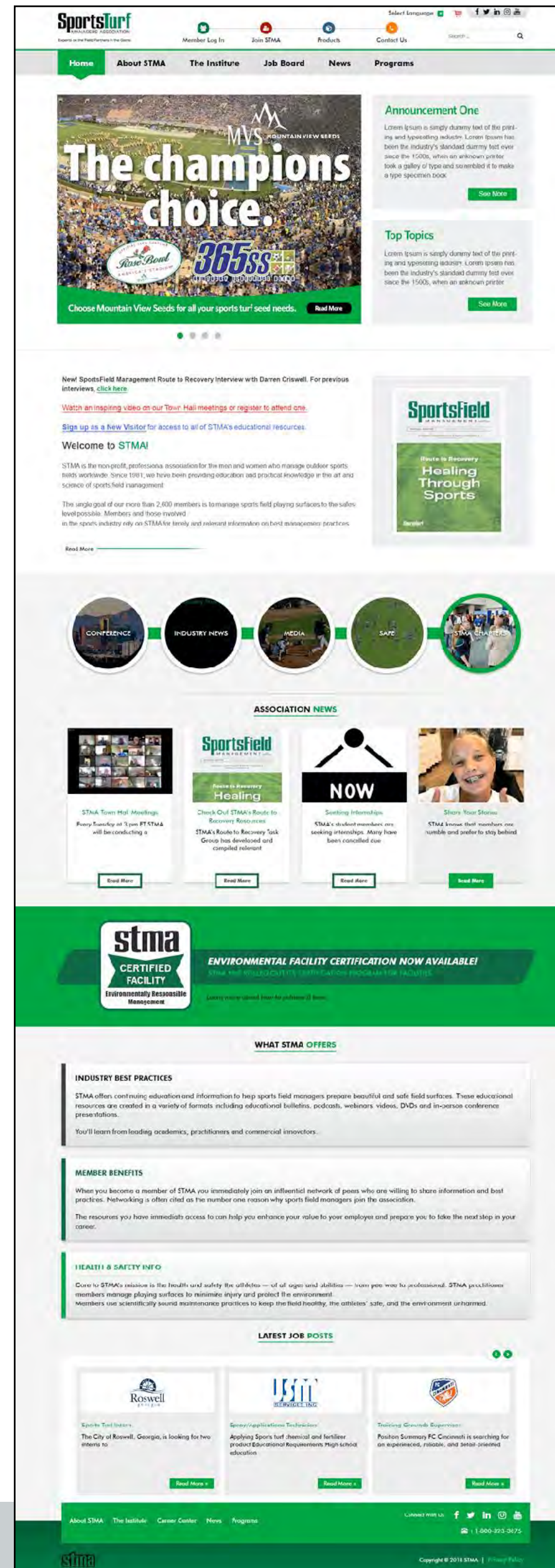




HOME PAGE

HOME PAGE

- Eliminate unneeded content and reduce visual clutter
 - Prioritize key content areas



HOME PAGE CONTENT

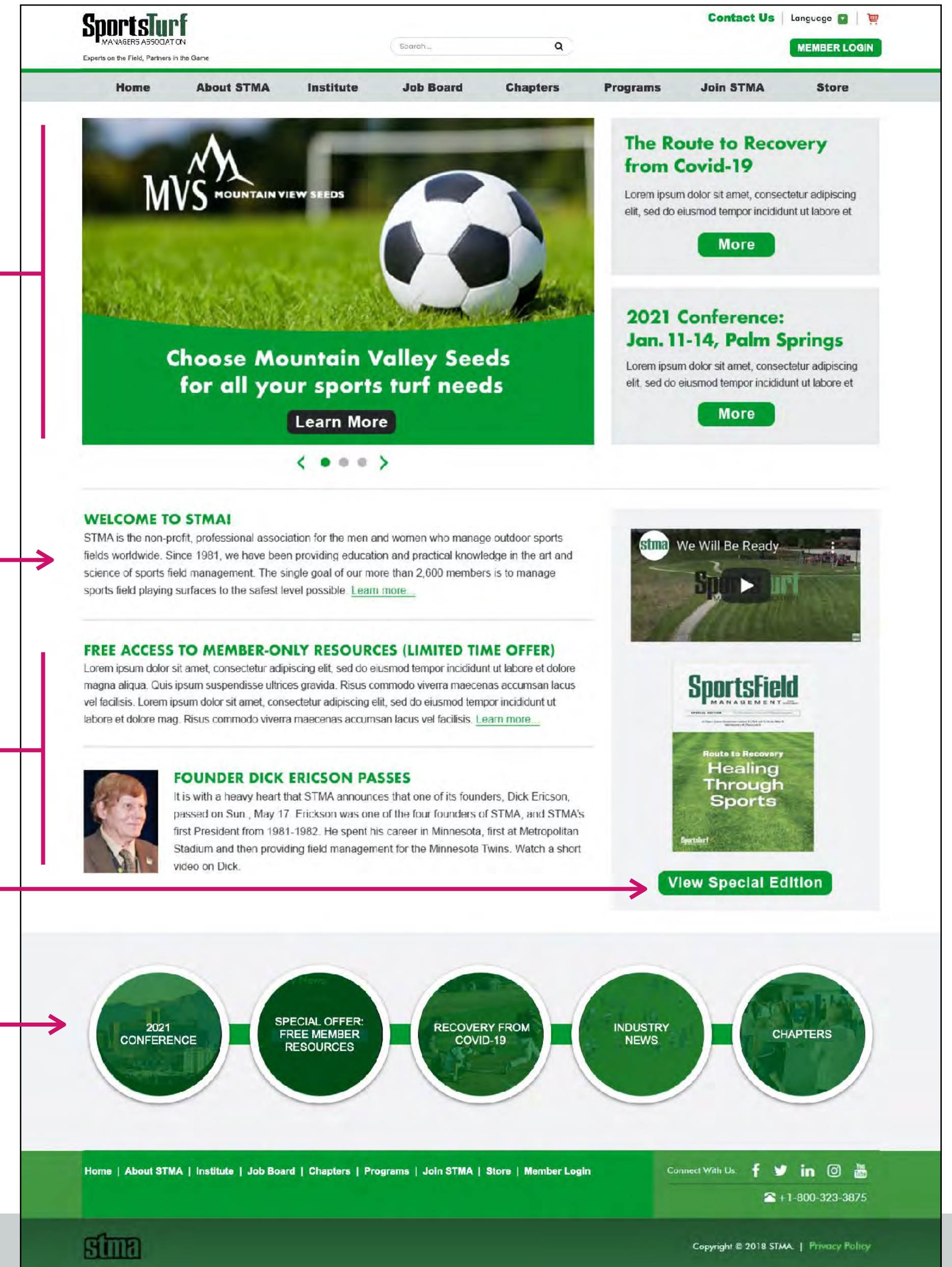
Make slightly less deep than new “wireframe”

Put short “Welcome” first for new visitors and SEO

Follow that by 1-2 article teasers

Add CTA

Feature the 5 most important areas

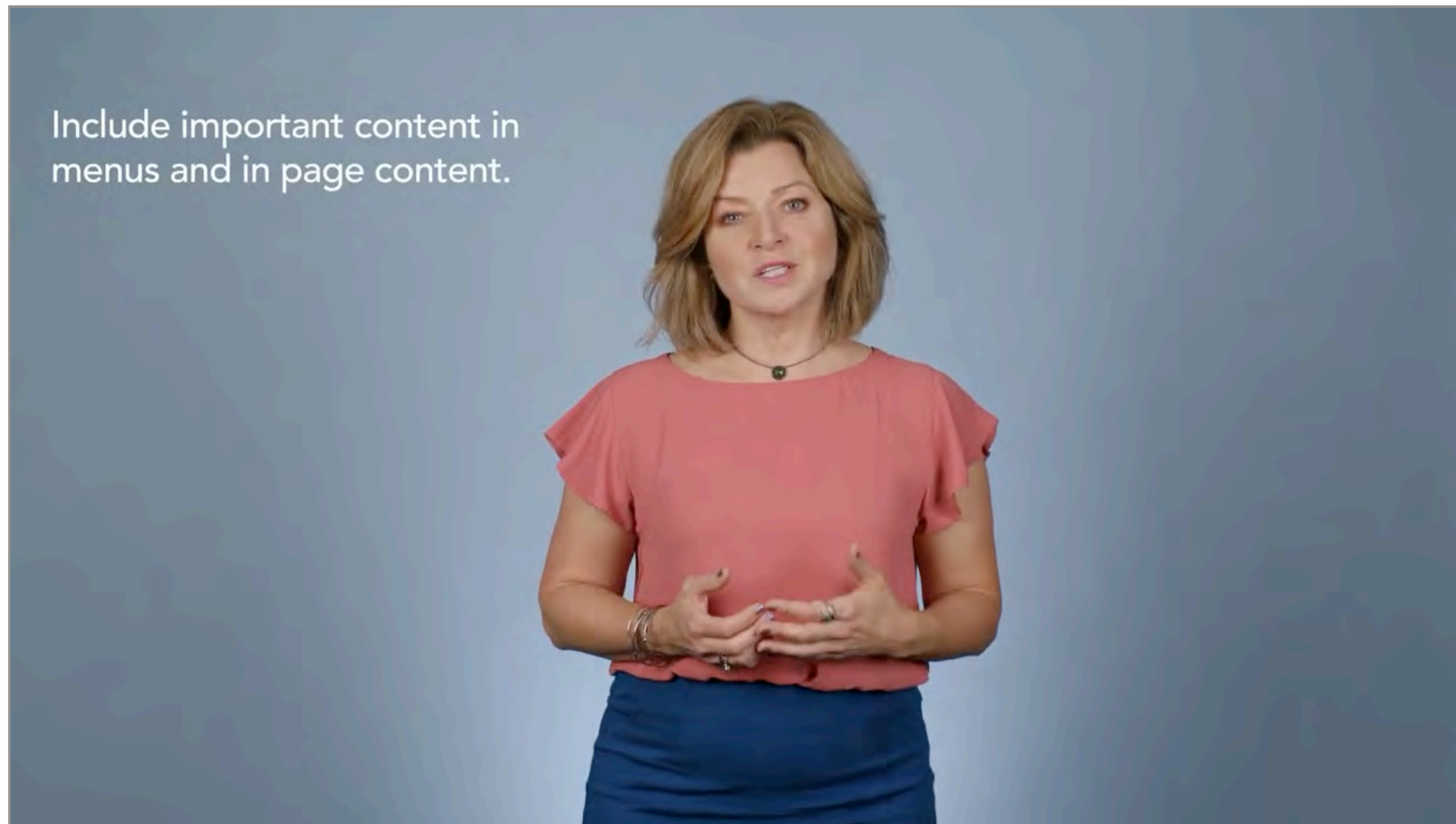


HOME PAGE

- Eliminate unneeded content and reduce visual clutter
 - Fix carousel UX and banners to be effective on both desktop and mobile (review “wireframes” in mobile and desktop)



HOME PAGE: CAROUSEL GUIDELINES



- Be sure important content is also available elsewhere
- Don't auto-advance on mobile
- Don't hide the forward/back arrows (currently visible only on hover)
- Limit to 3 or 4 slides at most

<https://www.youtube.com/watch?v=TLoWZxpiNNI>

NN/g Nielsen Norman Group

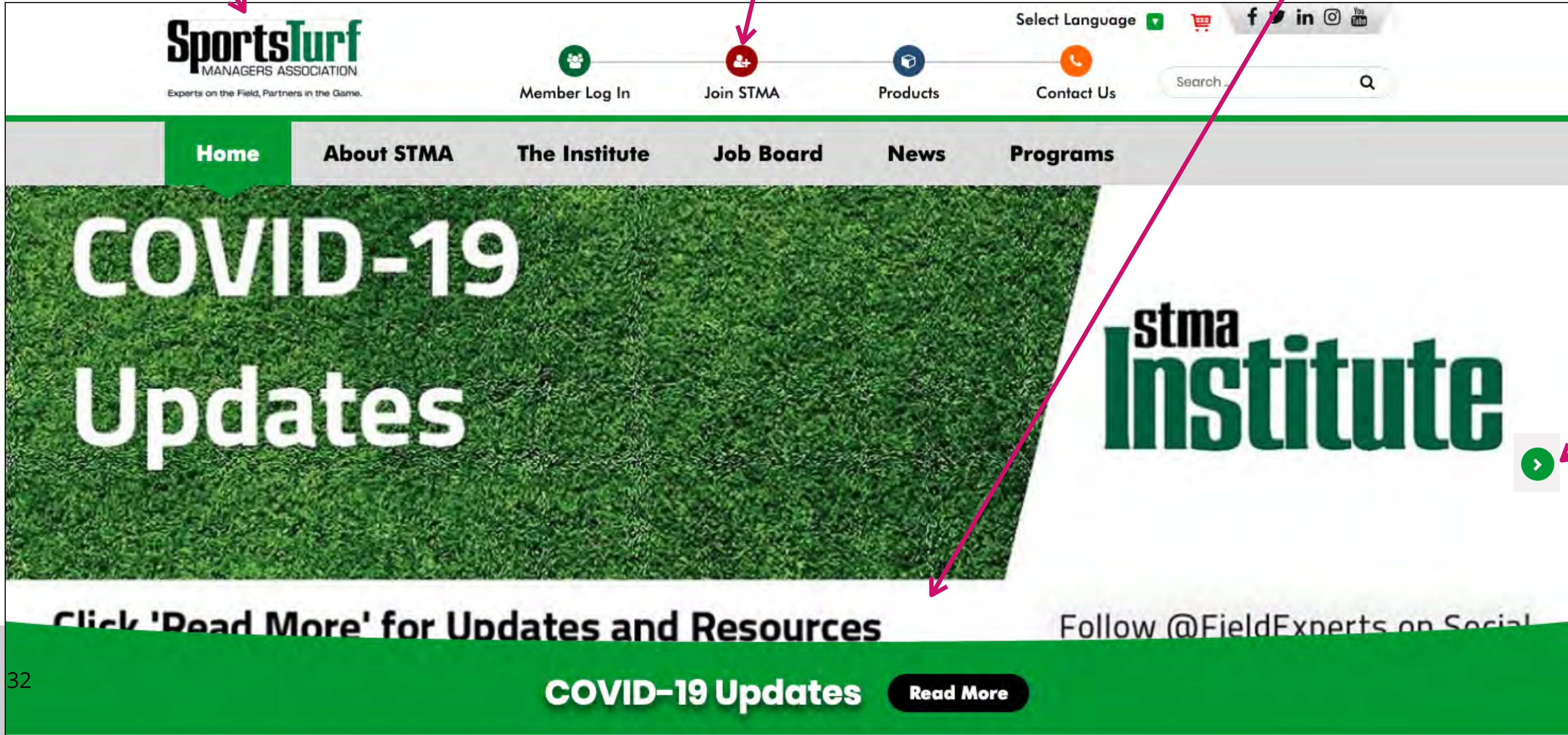
World Leaders in Research-Based User Experience

SOME IMMEDIATE/SHORT-TERM HOME PAGE FIXES

Remove border, replace with a retina quality image or SVG. Enlarge tagline and make it real text (not an image)

This link should not open a new window/tab

Banner text is cut off by green background element — check banners on difference screen sizes



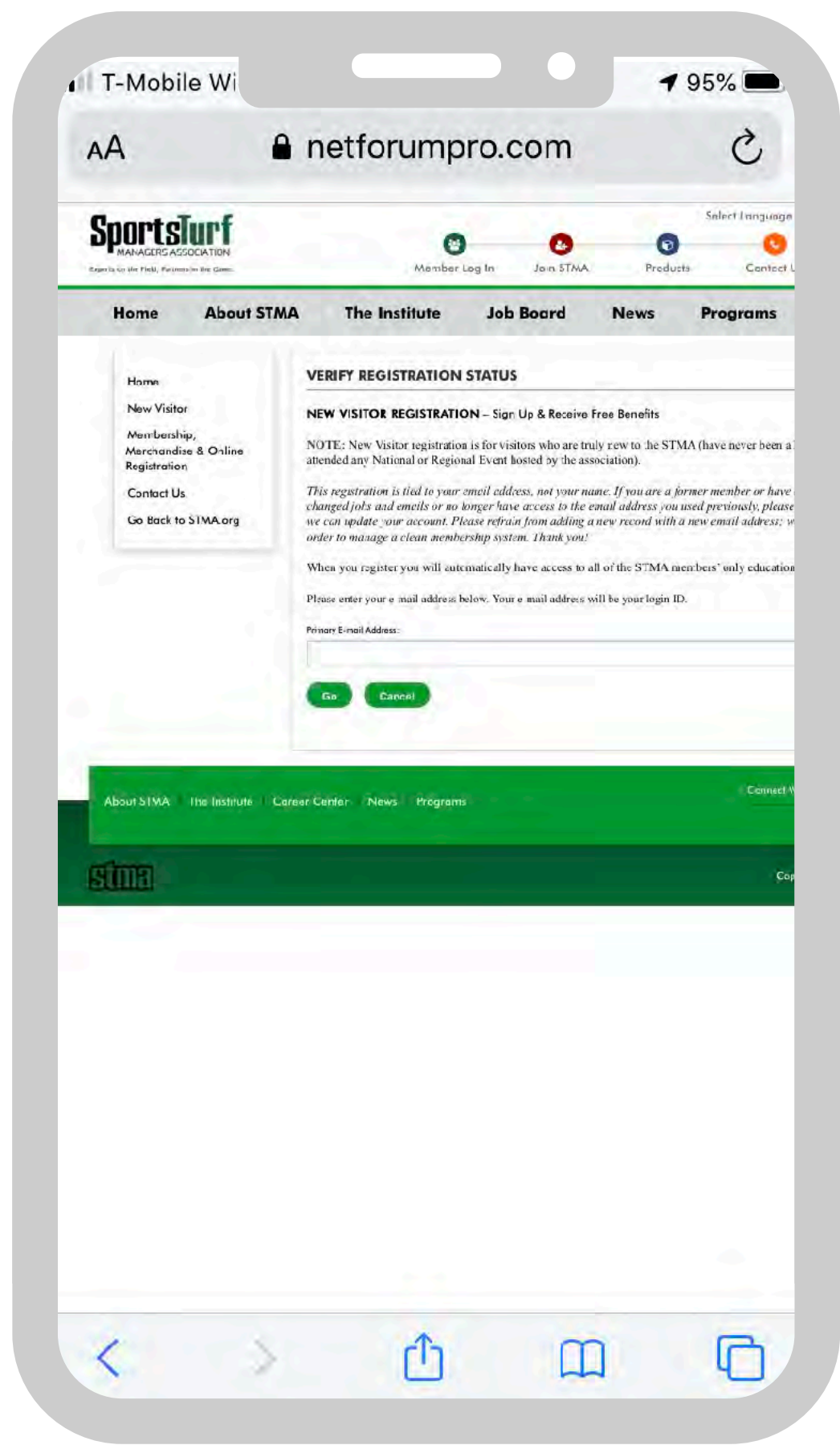
Arrow should be visible all the time, not just on hover

4

IMPROVE ACCOUNT SIGNUP PROCESS

ACCOUNT SIGNUP

Not mobile optimized



ACCOUNT SIGNUP

The screenshot shows the SportsTurf Managers Association website. The header includes the logo, navigation links (Member Log In, Join STMA, Products, Contact Us), and social media icons. A secondary navigation bar lists Home, About STMA, The Institute, Job Board, News, and Programs. The main content area is titled "VERIFY REGISTRATION STATUS" and contains a "NEW VISITOR REGISTRATION" section. This section includes a note about registration requirements, a paragraph explaining that registration is tied to email address, and a form to enter the primary email address. The form has "Go" and "Cancel" buttons. A footer bar contains links to About STMA, The Institute, Career Center, News, and Programs, along with social media icons and a phone number (+1-800-323-3875).

SportsTurf
MANAGERS ASSOCIATION
Experts on the Field, Partners in the Game.

Member Log In Join STMA Products Contact Us Search

Home About STMA The Institute Job Board News Programs

Home
New Visitor
Membership, Merchandise & Online Registration
Contact Us
Go Back to STMA.org

VERIFY REGISTRATION STATUS

NEW VISITOR REGISTRATION – Sign Up & Receive Free Benefits

NOTE: New Visitor registration is for visitors who are truly new to the STMA (have never been a National or Chapter Member or attended any National or Regional Event hosted by the association).

This registration is tied to your email address, not your name. If you are a former member or have attended STMA events but have changed jobs and emails or no longer have access to the email address you used previously, please notify STMAinfo@stma.org and we can update your account. Please refrain from adding a new record with a new email address; we must avoid duplicate records in order to manage a clean membership system. Thank you!

When you register you will automatically have access to all of the STMA members' only educational materials for 6 months.

Please enter your e-mail address below. Your e-mail address will be your login ID.

Primary E-mail Address:

Go Cancel

About STMA The Institute Career Center News Programs

Connect With Us: f t in ig youtu

+1-800-323-3875

- Too much instructional text (many people won't read it).
- The rule of thumb: "cut it in half, then cut it in half again."
- Suggestion on next page.

ACCOUNT SIGNUP

VERIFY REGISTRATION STATUS

NEW VISITOR REGISTRATION – Sign Up & Receive Free Benefits

NOTE: New Visitor registration is for visitors who are truly new to the STMA (have never been a National or Chapter Member or attended any National or Regional Event hosted by the association).

This registration is tied to your email address, not your name. If you are a former member or have attended STMA events but have changed jobs and emails or no longer have access to the email address you used previously, please notify STMAinfo@stma.org and we can update your account. Please refrain from adding a new record with a new email address; we must avoid duplicate records in order to manage a clean membership system. Thank you!

When you register you will automatically have access to all of the STMA members' only educational materials for 6 months.

Please enter your e-mail address below. Your e-mail address will be your login ID.



Sign Up & Receive Free Benefits

You will get immediate access to all STMA members-only materials free for 6 months.

- Sign up here only if you are new to STMA (have never been a National or Chapter Member or attended a National or Regional STMA Event)
- If you are a former member or have attended an STMA event but have a new job or email, please **don't** apply for a new account here. Notify STMAinfo@stma.org and we'll update your existing account with your new email to avoid a duplicate record.

Your email will be your login I.D.

ACCOUNT SIGNUP

Shorten instructional text

“Designation” is confusing (remove or clarify)

“Parental Consent” is confusing (see next page)

Remove

Validate immediately (see page 33)

Fix alignment of checkboxes

Remove (redundant)

Home

New Visitor

Membership, Merchandise & Online Registration

Contact Us

Go Back to STMA.org

Home

About STMA

The Institute

Job Board

News

Programs

NEW VISITOR REGISTRATION

NEW VISITOR REGISTRATION – Sign Up & Receive Free Benefits

NOTE: New Visitor registration is for visitors who are truly new to the STMA (have never been a National or Chapter Member or attended any National or Regional Event hosted by the association).

This registration is tied to your email address, not your name. If you are a former member or have attended STMA events but have changed jobs and emails or no longer have access to the email address you used previously, please notify STMAinfo@stma.org and we can update your account. Please refrain from adding a new record with a new email address; we must avoid duplicate records in order to manage a clean membership system. Thank you!

When you register you will automatically have access to all of the STMA members' only educational materials for 6 months.

Please enter your e-mail address below. Your e-mail address will be your login ID.

Personal Information

Prefix:

First Name:

Middle Name:

Last Name:

Suffix:

Designation:

Organization Name:

Parental Consent

As per GDPR compliance requirements, association staff may reach out to the guardian listed in the Name and Contact Information fields above. Please provide a contact number and/or email address where your guardian may be reached.

☐ I am a minor

E-Mail Address Information

A primary e-mail address is required for using this web site. It will be used as the login ID to be able to log in to the site.

Work E-Mail:

☐ Primary

Passwords must be 8-32 characters, one upper case letter, one lower case letter, one number AND one special character (\$,!,#,@,&!).

Password:

Confirm Password:

Contact and Publishing Preferences

Please let us know how you would like to be contacted and if you would like your information to be published online.

☐ Publish Info Online:

☐ Contact By Phone:

☐ Contact By Fax:

☐ Contact by E-mail:

☐

Please identify how you would like to be contacted by checking the box next to your preferred contact method(s).

☐ I am aware that if I do not select a Contact Preference I will only receive confirmation emails related to purchases I made. Mailings, such additional event registration information, will not be sent to me.

☐ I consent to the collection, use, and storage of my personal data in the manner described in this [Privacy Policy](#).

☐ I'm not a robot

reCAPTCHA

Privacy - Terms

Create Account

Cancel

37

ACCOUNT SIGNUP: MINORS

This is confusing:

Parental Consent

As per GDPR compliance requirements, association staff may reach out to the guardian listed in the Name and Contact Information fields above. Please provide a contact number and/or email address where your guardian may be reached.

I am a minor

☒

Parent/Guardian Name:

Parent/Guardian Phone:

Parent/Guardian E-Mail:

Appears
after box is
checked

Recommended:

☒

I am under age 18

Parental Consent

To comply with legal requirements for members under age 18, association staff may contact the guardian listed in the Name and Contact Information fields above. Please provide a contact number and/or email address where your guardian may be reached.

Parent/Guardian Name:

Parent/Guardian Phone:

Parent/Guardian E-Mail:

ACCOUNT SIGNUP: PASSWORD

Passwords must be 8-32 characters, one upper case letter, one lower case letter, one number AND one special character (\$,!,#,@,&).



A screenshot of a form with two input fields. The first field is labeled "Password:" and the second is labeled "Confirm Password:". Both fields contain masked text represented by dots.

Should provide immediate validation/feedback if fields don't match (not wait until form is submitted)



A screenshot of a form with two buttons: "Create Account" (orange) and "Cancel" (green). A red error message "Organization Name is Required." is displayed on the left side of the form.

All form validation should be done at once, not multiple times



A screenshot of a form with two buttons: "Create Account" (green) and "Cancel" (green). A red error message "'Password' and 'Confirm Password' values do not match. Please try again." is displayed on the left side of the form.

ACCOUNT: CHANGE PASSWORD

The screenshot shows the SportsTurf Managers Association website. The header includes the logo, navigation links (Join STMA, Products, Contact Us, Logout), and social media icons. A secondary navigation bar lists Home, About STMA, The Institute, Job Board, News, and Programs. A left sidebar contains links to Home, My Information, My Transactions, My Events, Membership, Merchandise & Online Registration, Contact Us, and Go Back to STMA.org. The main content area is titled 'CHANGE PASSWORD' and contains the following text and form fields:

Please change your password below:

Old Password:

Passwords must be 8-32 characters, one upper case letter, one lower case letter, one number AND one special character (\$,!,#,@,&).

New Password:

Confirm New Password:

What if I can't remember my old password? There should be a link here to recover current password.

There should be a cancel or back button on this panel.

ACCOUNT: EDIT MY INFO

SportsTurf
MANAGERS ASSOCIATION
Experts on the Field, Partners in the Game

Join STMA Products Contact Us Logout

Select Language

Home About STMA The Institute Job Board News Programs

Home
My Information
My Transactions
My Events
Membership, Merchandise & Online Registration
Contact Us
Go Back to STMA.org

EDIT MY INFORMATION

Edit your information in the form below:

Personal Information

First Name:
John

Middle Name:

Last Name:
Kueller

Suffix:

Nickname:

Title:

Web Site:

Publish Info Online:
☐

Contact By Phone:
☒

Contact By Fax:
☐

Contact By E-mail:
☒

Contact By Mail:
☐

☐ I'm not a robot

Save Cancel

Is "Contact By Fax" needed? If not, remove.

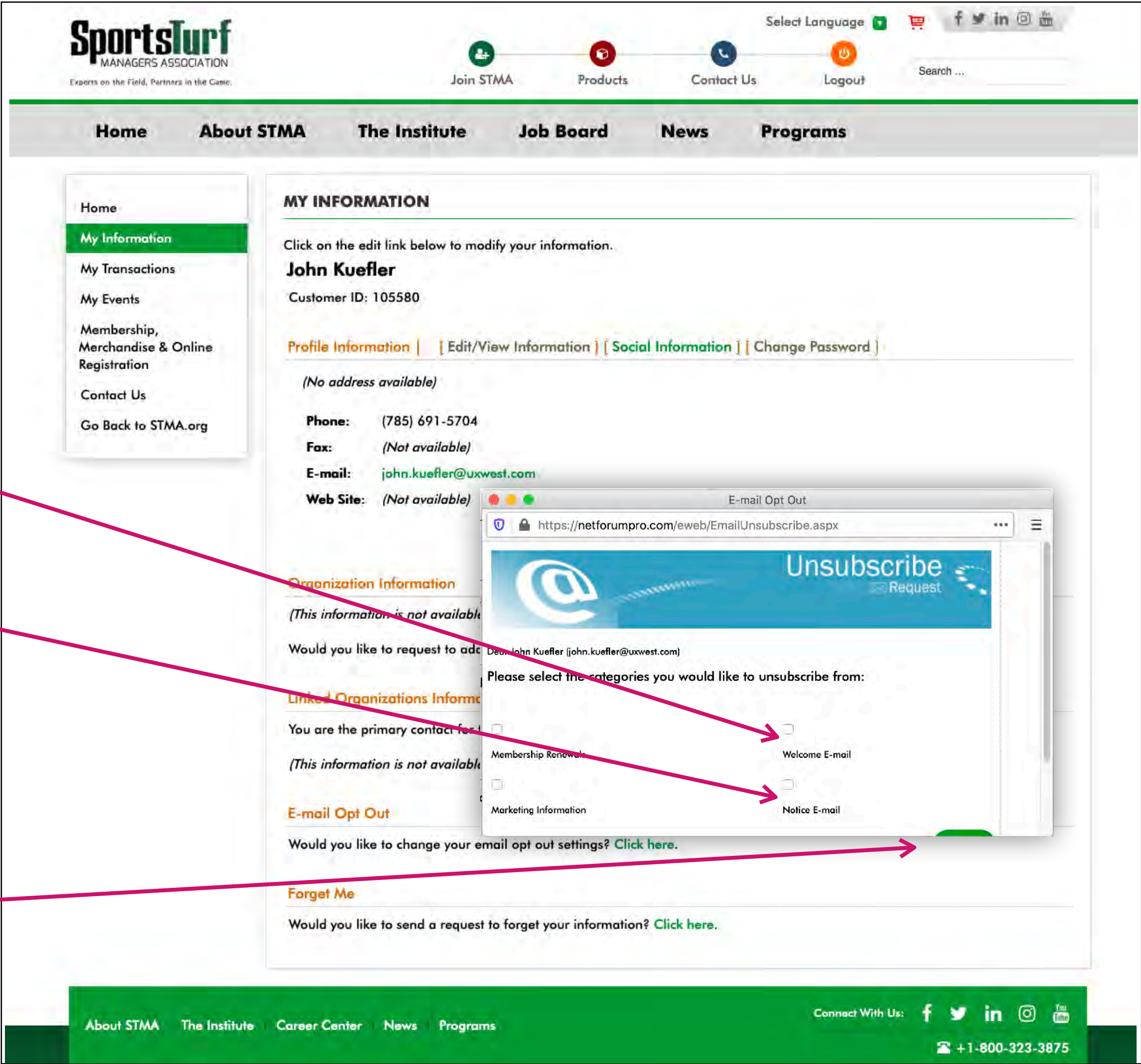
This CAPTCHA on the "Edit My Information" page is not be needed since the user is logged in.

ACCOUNT: UNSUBSCRIBE

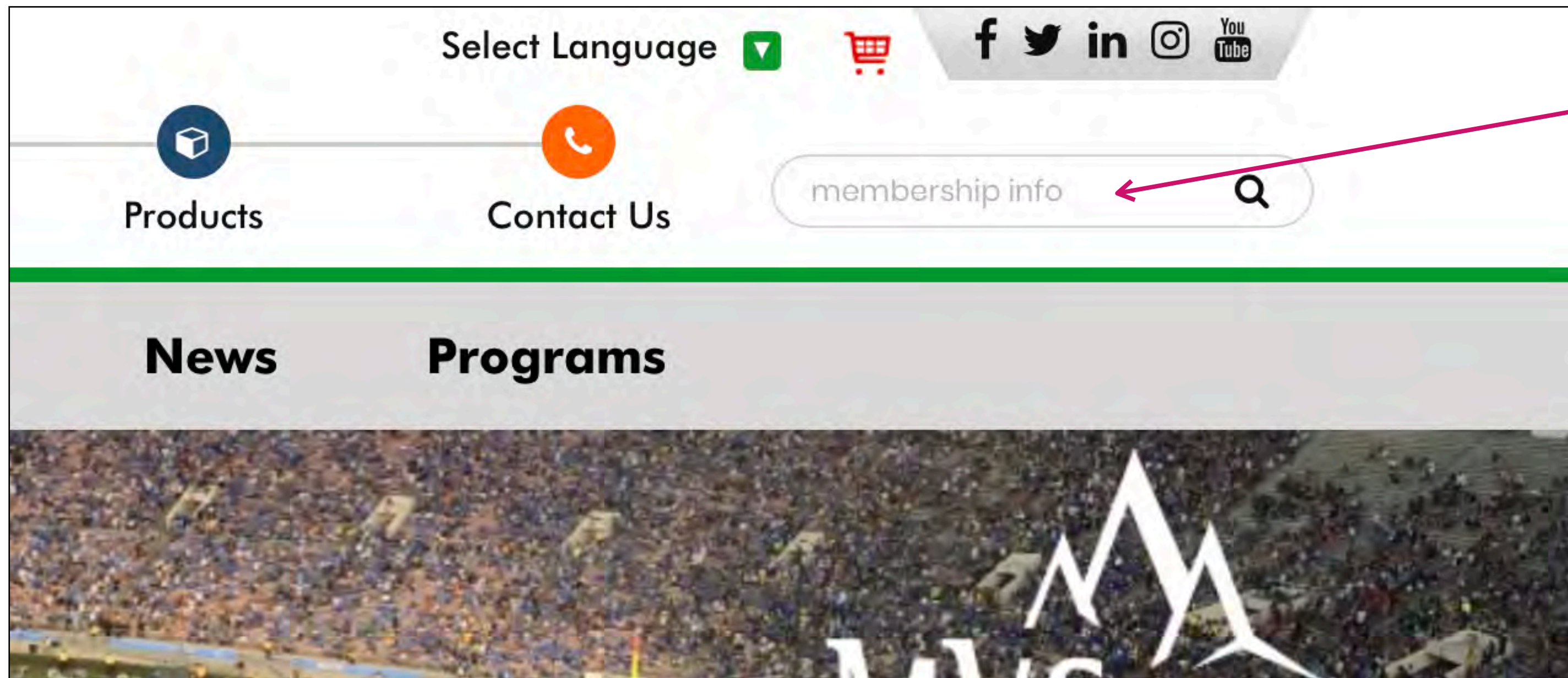
Can they unsubscribe from the “Welcome E-mail”?

Unclear: what’s “Notice E-mail”?

“Save” button cut off



SEARCH FIELD TEXT COLOR



Text needs more contrast



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thank
you