

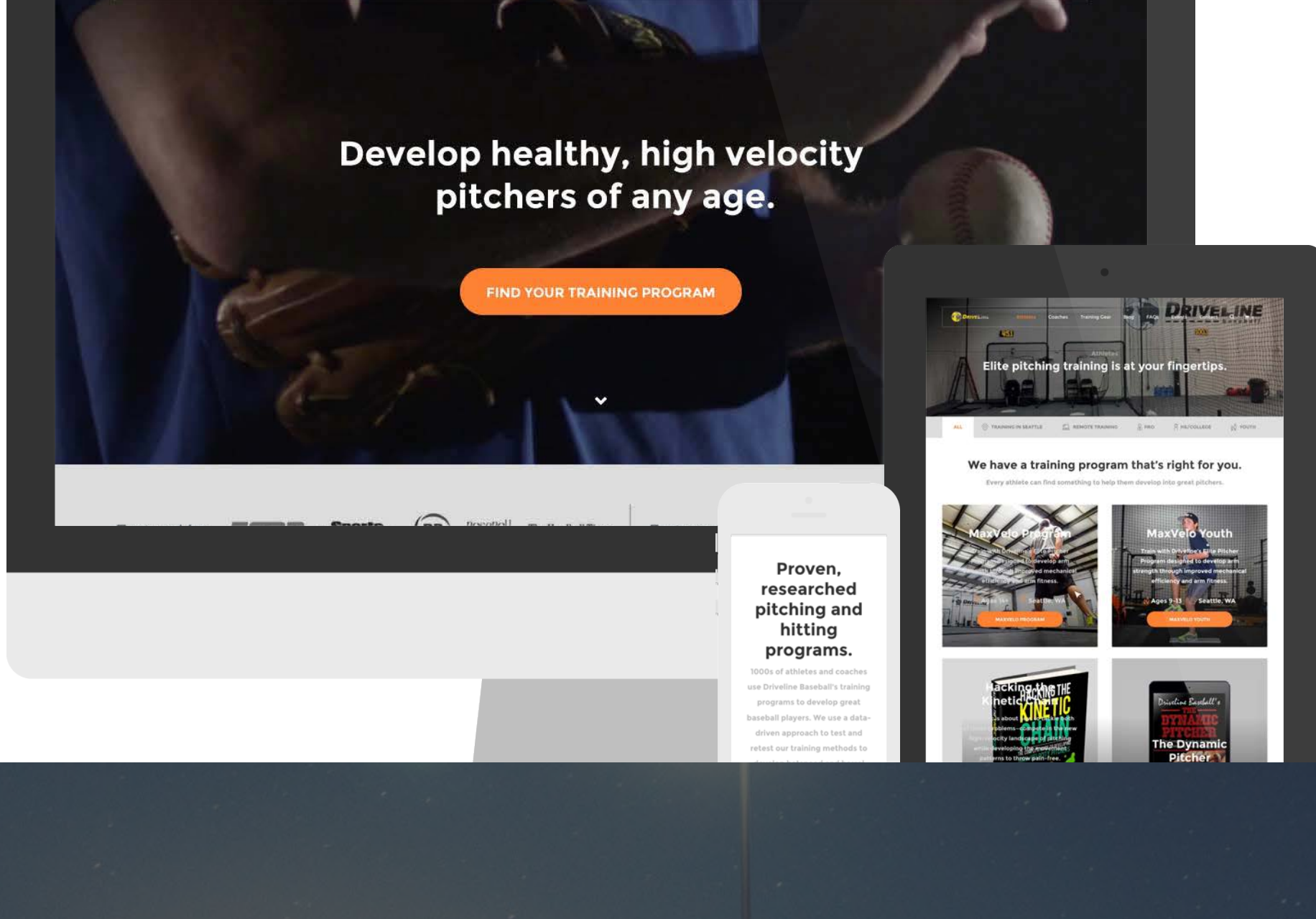
Driveline Baseball

OCT - DEC 2015 | TEAM: PM, DEV, & ME | MY ROLE: PITCH TO DELIVERY & DESIGN

The client

Discover Driveline

Dedicated to helping pitchers develop healthy, high velocity skills through their unique, metrics driven training programs, Driveline offers articles, equipment, and training curriculums for athletes and coaches of many different ages, skill sets, and locations.



Challenges



A blog update...

Initially, Mike, at Driveline Baseball posted that they were just looking for help updating their blog. Digging in, it turned out to be five different websites linked together.



Which program?

With training online or in person, for high school or college athletes, youth baseball, and coaches, customers were confused about what options were available and best for them.



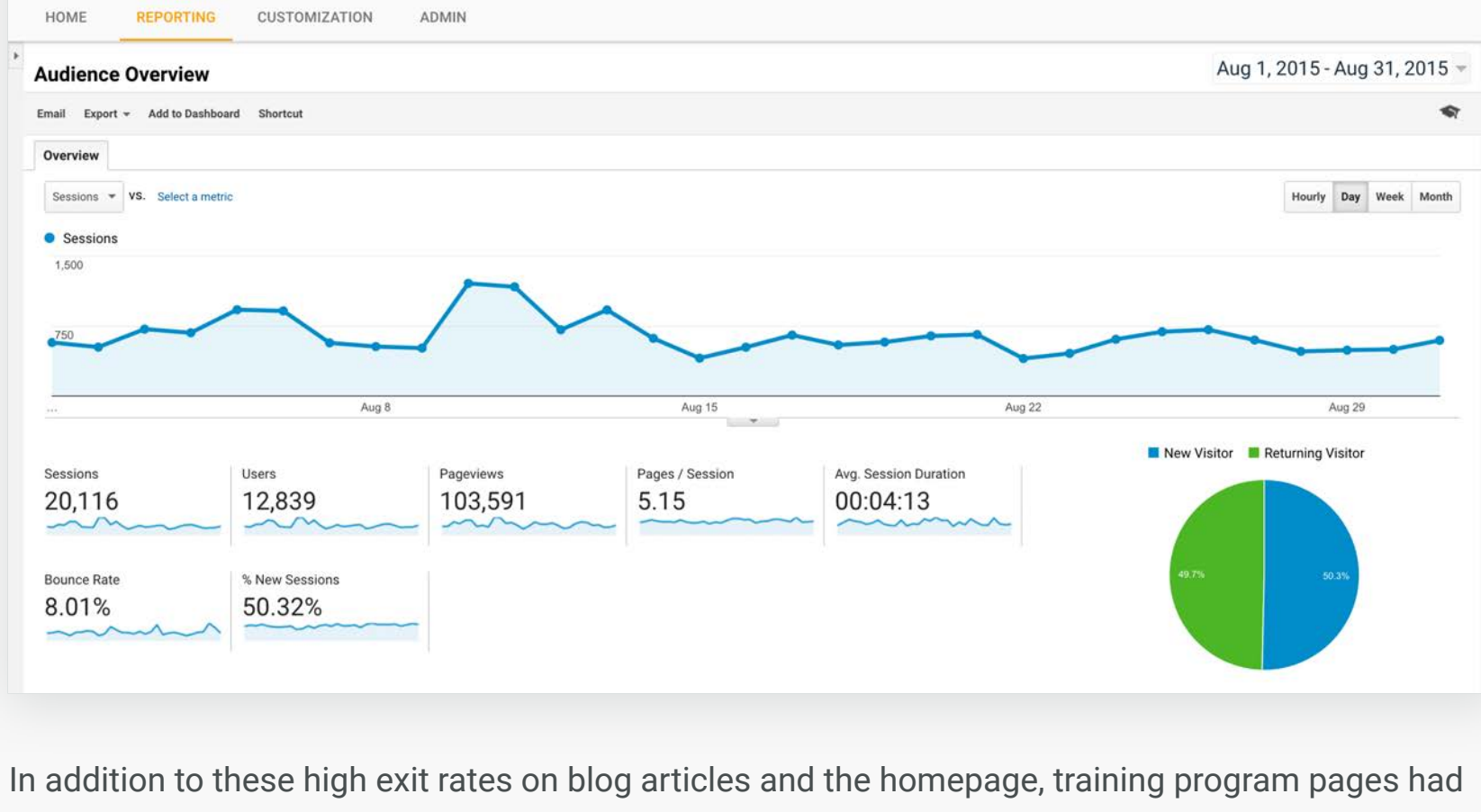
High exit rates

Mike and Kyle at Driveline, felt pretty confident that customer engagement was highest on their blog articles, but most site visitors weren't signing up for classes or shopping in the store.

Research & planning

Gathering data about site visitors

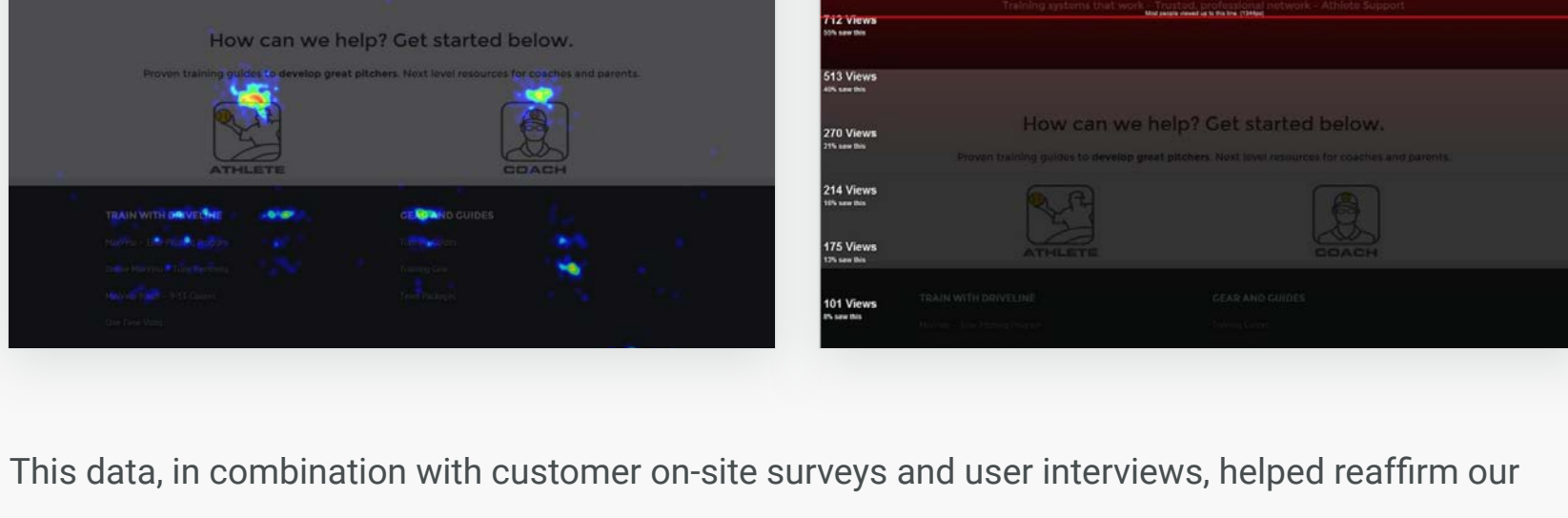
Per Google Analytics, most traffic coming to Driveline was through the blog section for free how-to articles, followed by high exit rates. Bounce rates for some of their linked sites were 70% compared to 10% on the main site. Using Lucky Orange over the course of a few weeks, I passively monitored hundreds of users during their website sessions.



In addition to these high exit rates on blog articles and the homepage, training program pages had high traffic with significant exit rates as well. These training program pages were actually different websites with a different design and URL, despite being linked from Driveline Baseball.

Page	Exits	% of Total Exits
1. www.drivelinebaseball.com/	225,367	4.31%
2. www.drivelinebaseball.com/	14,219	2.38%
3. www.drivelinebaseball.com/our-books-free-weighted-baseball-program-ebok/	5,847	2.23%
4. www.drivelinebaseball.com/blog/	4,761	2.11%
5. www.drivelinebaseball.com/services/new-pitcher-program/	4,428	2.04%
6. www.drivelinebaseball.com/2015/08/07/the-three-problems-with-teaching-youth-pitchers-a-changeup/	3,784	1.61%
7. www.drivelinebaseball.com/2015/11/16/top-velocity-holds-true-origins-and-mechanical-problems-that-come-with-them/	3,551	1.57%
8. www.onlinemaxvelo.com/	3,231	1.4%
9. www.drivelinebaseball.com/thank-you/	3,194	1.42%
10. www.hackingphobias.com/	3,115	1.38%
11. www.drivelinebaseball.com/2015/02/20/going-from-77-mph-to-80-mph-in-6-weeks-the-pitch-chain-story/	3,049	1.37%

I installed heat and click mapping tools to confirm that visitors were self identifying as an athlete or a coach. Too bad, less than 20% of them were reaching this section on the homepage.



This data, in combination with customer on-site surveys and user interviews, helped reaffirm our hypothesis that the majority of site visitors were: not finding sufficient resources on the homepage, self identifying as athletes or coaches, leaving the site immediately after being redirected to an unfamiliar website, and not provided relevant next steps from blog articles.

Customer personas

My qualitative contextual inquiries in conjunction with keyword data and other analytics metrics helped guide the creation of user personas, and a design approach to reduce drop off rates with the goal of increasing conversions. This was key in organizing learning materials, courses, and products relevant audiences with unique priorities, mindsets, and needs.

High school baseball athlete

I'll do anything to get to the next level and play in college.

College baseball athlete

I'll do anything to get to the next level and play professionally.

Pro baseball athlete

I'm already good, but I want to stay healthy. How can I sustain my abilities?

Baseball parent

I want my son to be able to get to the next level without getting hurt.

Baseball coach

I want students to win without getting hurt. How do I implement this system with limited time?

Facility owner

Should I offer Driveline training at my facility? How do I implement this system with limited time?

The considerations

Research highlights

Customers were confused about what Driveline offers and what options are the best for them. Since the primary customer segments self identified as high school athletes, college athletes, youth baseball parents, and high school/college coaches, training program names like "Hacking the Kinetic Chain" or "MaxVelo" might not be that helpful to them.

4-10 mins

average customer times on site

5

Separate websites stitched together

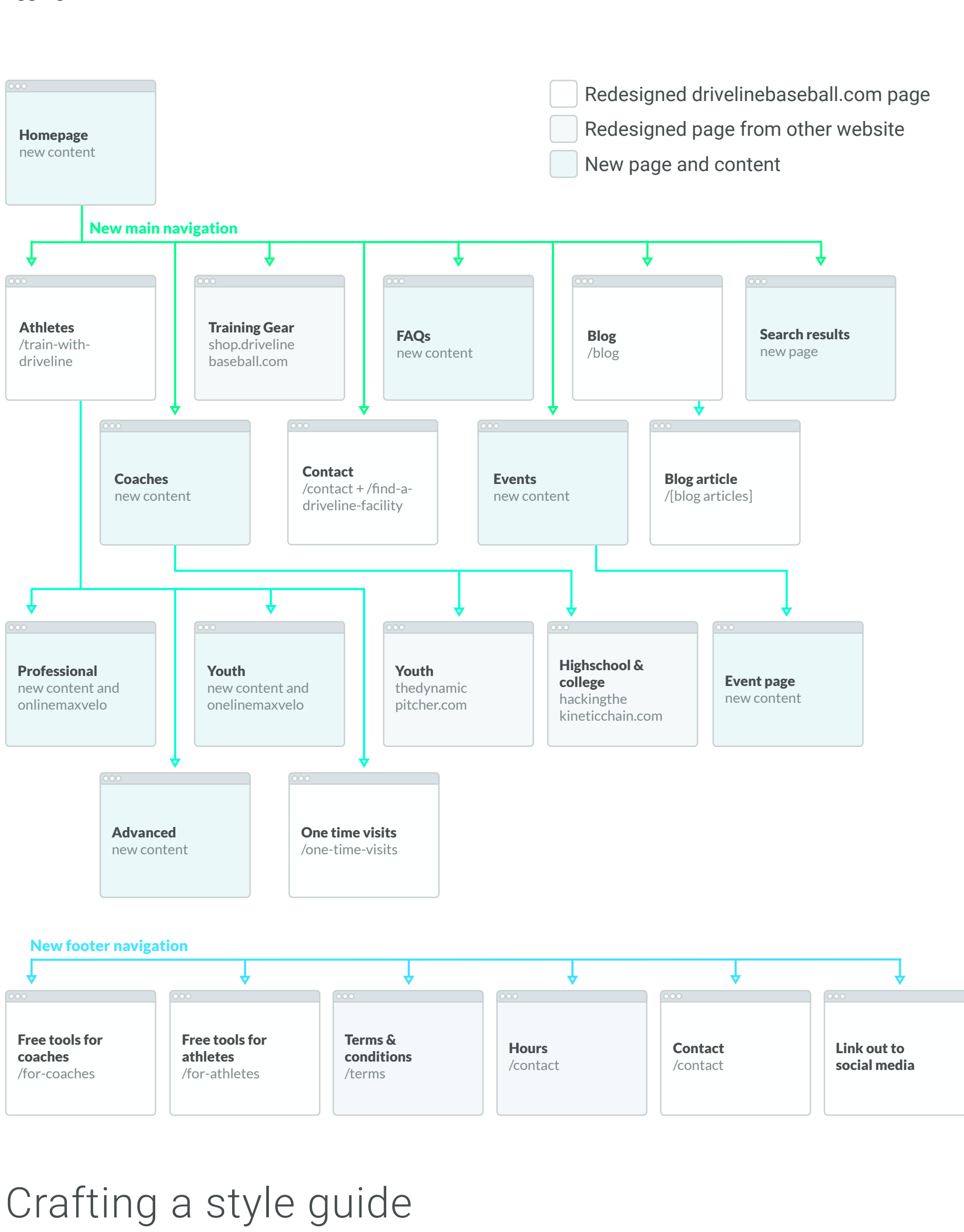
70%

exit rates on some training program pages

Designing the solution

Organizing five sites into one

From the data, it was clear that I needed to refactor the information architecture to help athletes and coaches with training and products relevant to them based on age and location. I also designed major improvements for the blog and store, and worked with Mike and Kyle at Driveline to aggregate new content for FAQs and events sections.



Crafting a style guide

Driveline already had a yellow and gray logo. We opted to swap out their use of a hard-to-read-yellow for orange to represent calls to action for athletes and green for coaches.

FONT FAMILIES

Montserrat Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789\$%&{,;:~!/?

[WWW.GOOGLE.COM/FONTS/SPECIMEN/MONTSERRAT](http://www.google.com/fonts/specimen/montserrat)

Noto Serif
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789\$%&{,;:~!/?

[WWW.GOOGLE.COM/FONTS/SPECIMEN/NOTO-SERIF](http://www.google.com/fonts/specimen/noto-serif)

Lato Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789\$%&{,;:~!/?

[WWW.GOOGLE.COM/FONTS/SPECIMEN/LATO](http://www.google.com/fonts/specimen/lato)

BUTTON STYLES

NORMAL ALL BLOG ARTICLES

HOVER ALL BLOG ARTICLES

CLIENT LOGO

WEBSITE COLOR PALETTE

HEX A1A1A1	HEX B3B3B3	HEX DCDCCC	HEX EEEEEE
HEX 696969	HEX 5A5A4B	HEX FF9900	HEX FF6632
HEX 333333	HEX 4F8442	HEX 8ACC46	HEX 4F8442

BUTTON STYLES

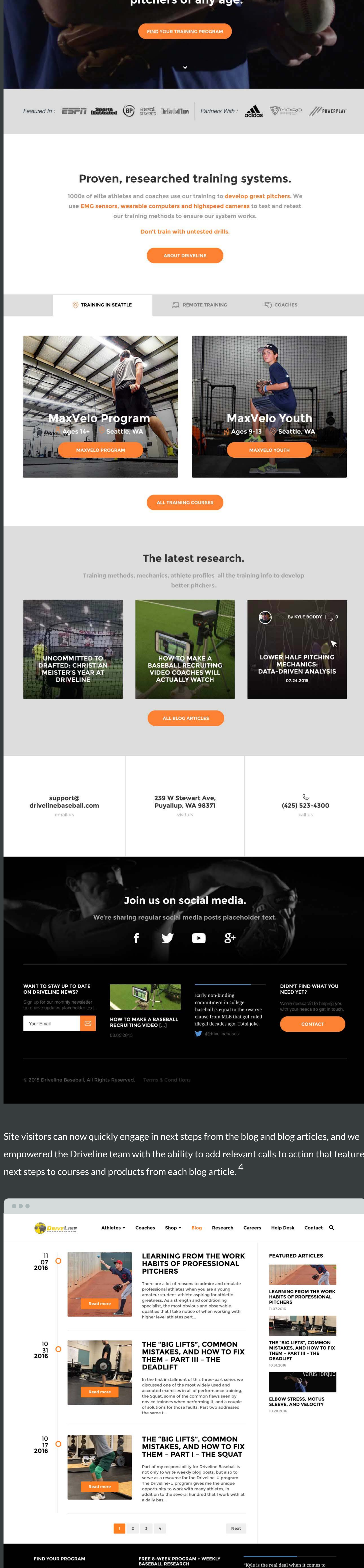
NORMAL ALL BLOG ARTICLES

HOVER ALL BLOG ARTICLES

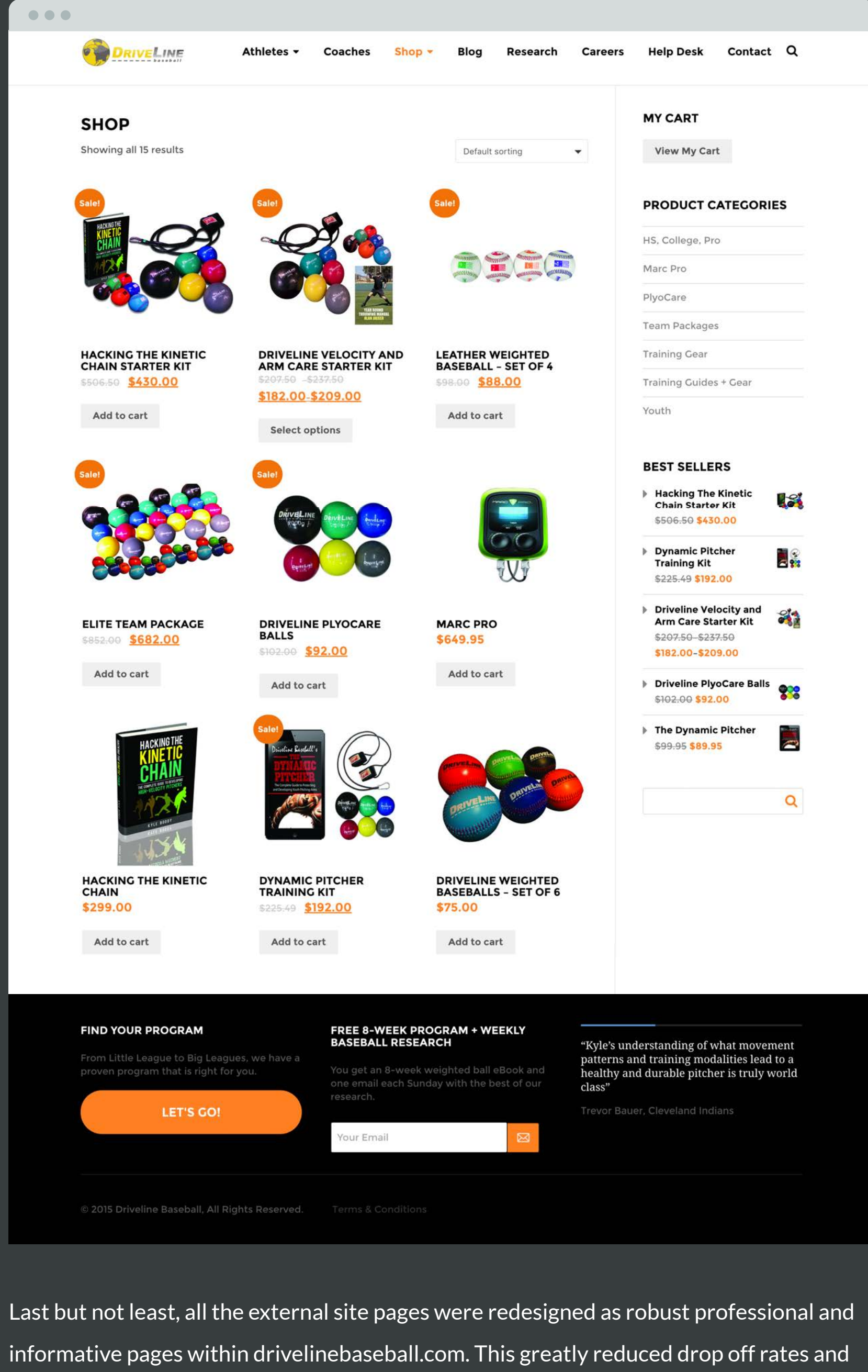
The website

One seamless experience

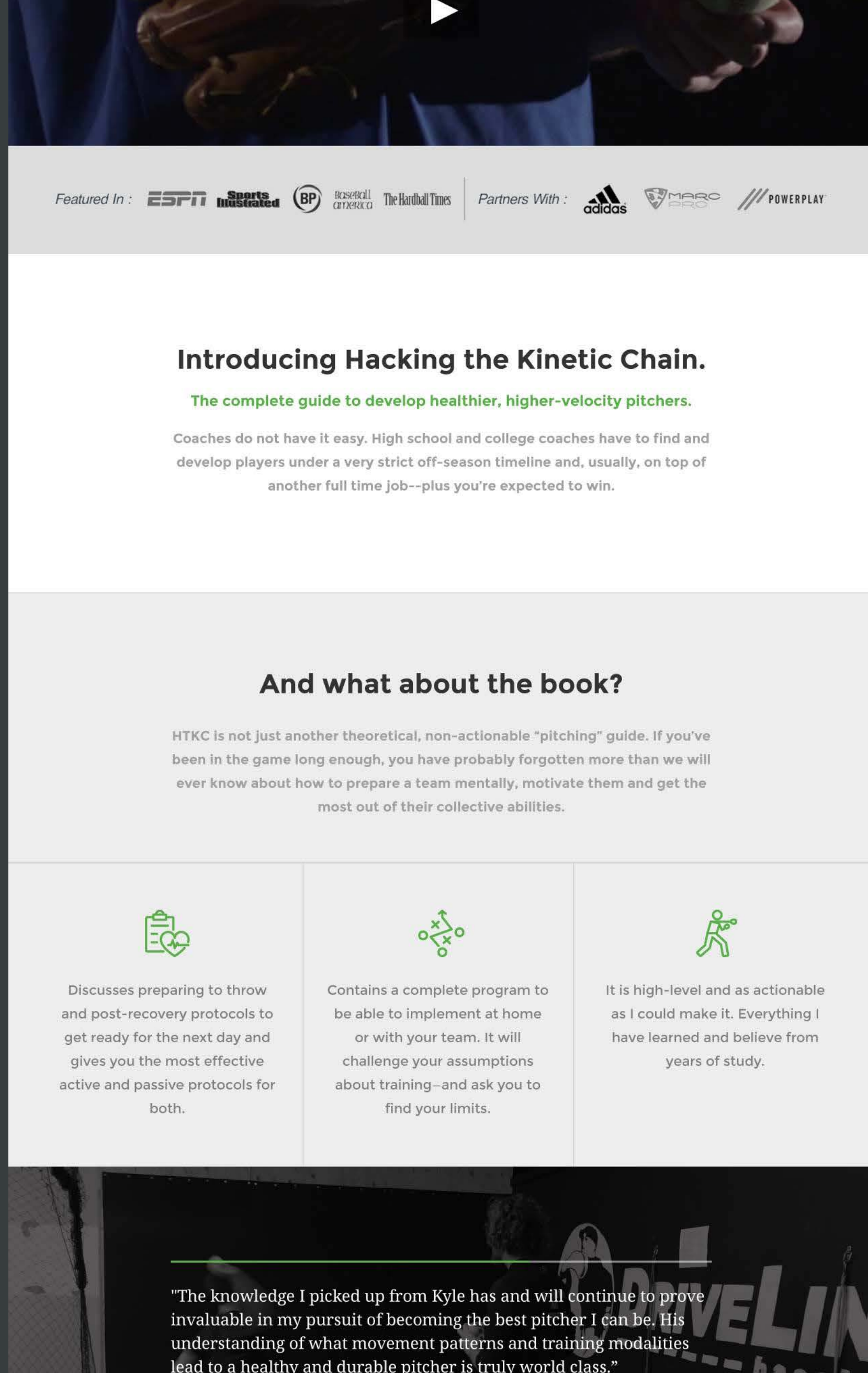
I completed a redesign that brought five sites into one seamless experience and helped implement Wordpress to empower Driveline's team moving forward. Self identification filters in the navigation and on the homepage help distill down Driveline's offerings so site visitors can quickly and easily find the programs and products that match their needs.¹ By adding this and pulling the most recent blog articles into the homepage, we helped reduce the homepage exit rate by half.² By adding prominent social media icons to the footer, we also measured a significant increase in their social media following and engagement.³



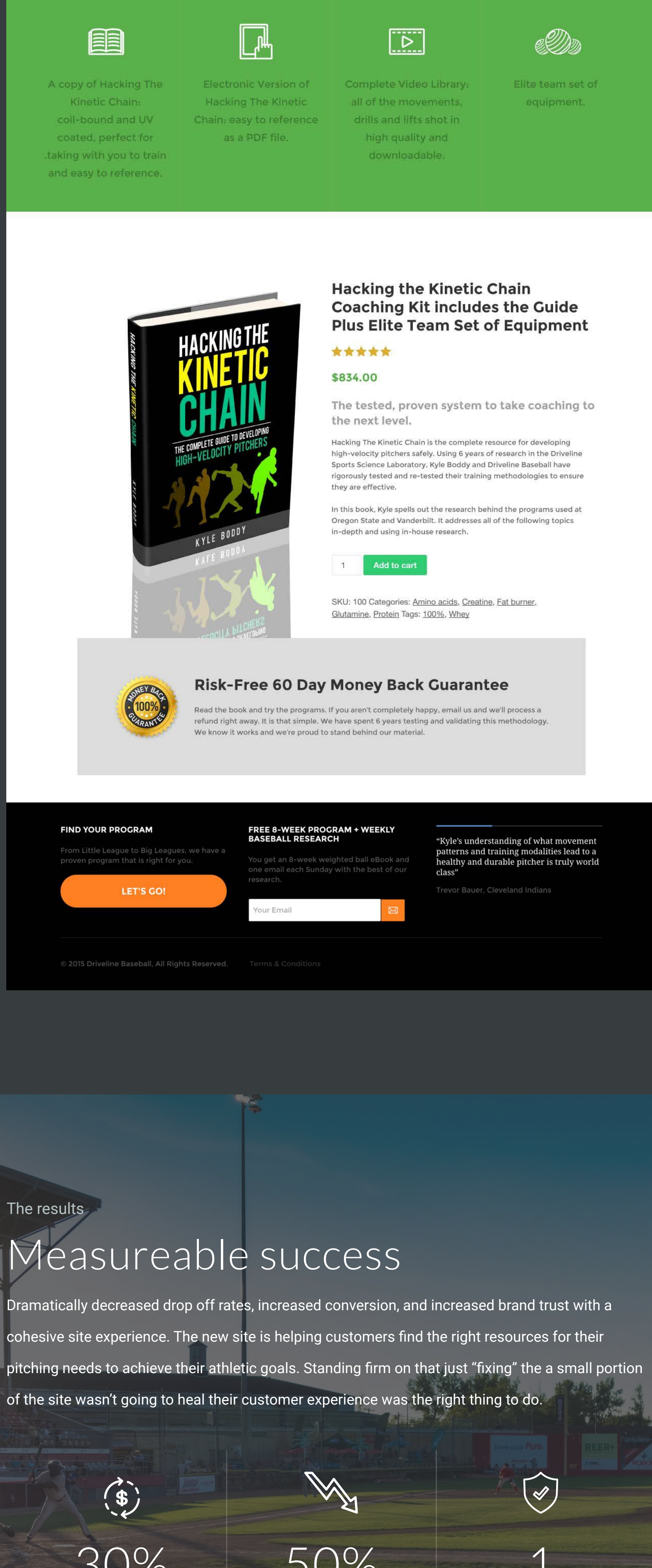
Site visitors can now quickly engage in next steps from the blog and blog articles, and we empowered the Driveline team with the ability to add relevant calls to action that feature next steps to courses and products from each blog article.⁴



We also helped Driveline with a new store experience. Not only do they now have relevant filters and product categories,⁵ but in page integration with the rest of the site so they can feature a product with an add to cart button on any page.⁷



Last but not least, all the external site pages were redesigned as robust professional and informative pages within drivelinebaseball.com. This greatly reduced drop off rates and created a cohesive customer experience.⁶



The results

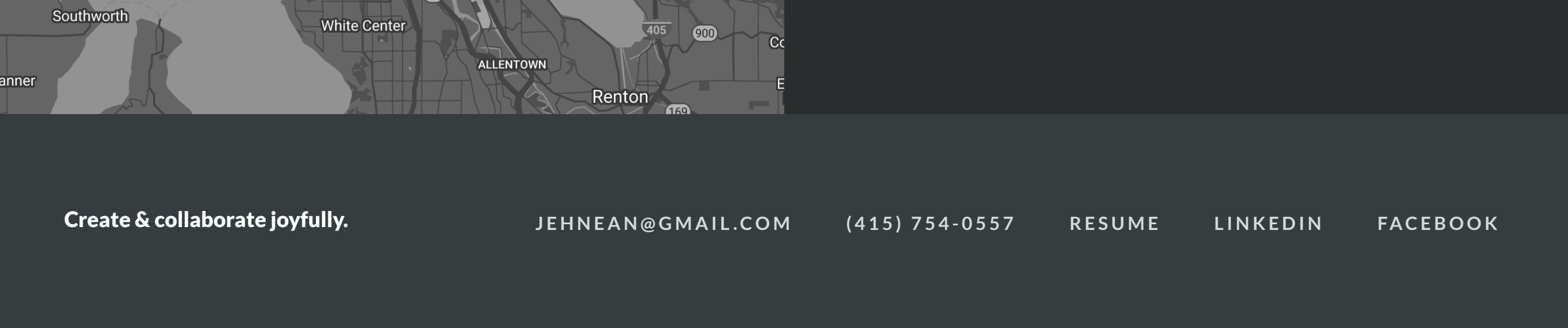
Measurable success

Dramatically decreased drop off rates, increased conversion, and increased brand trust with a cohesive site experience. The new site is helping customers find the right resources for their pitching needs to achieve their athletic goals. Standing firm on that just "fixing" the a small portion of the site wasn't going to heal their customer experience was the right thing to do.



Want to see Driveline in the wild?

VISIT DRIVELINEBASEBALL.COM



HOW CAN I HELP? Thanks for helping with my work. I'd love to learn about what you're doing!

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