



Project Description

This project is a redesign of the Special Olympics Texas website focusing on improving navigation and accessibility.

A UX Case Study



What “Project” is about

The Special Olympics Texas website serves athletes, families, coaches, volunteers, and supporters seeking information about sports programs, events, and opportunities to get involved. However, the current website presents challenges for users due to navigation overload, unclear program categorization, and a lack of intuitive pathways for discovering sports based on season and type. The redesign aims to reduce cognitive load, improve accessibility, and make participation opportunities easier to discover.

Responsibilities

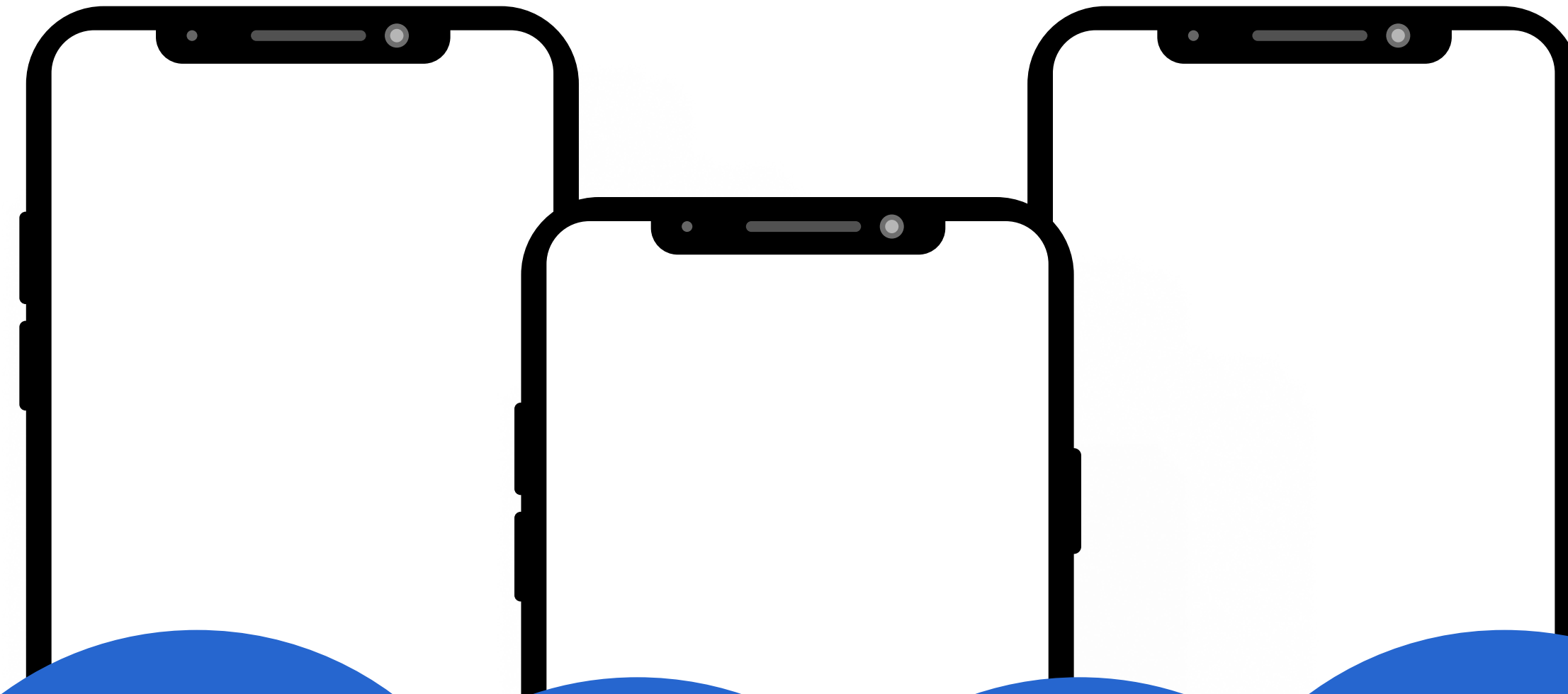
- UX Research
- Wireframing
- Prototyping
- Competitive Analysis
- Usability Testing

The Team

- Ruby DeLeon
- Olivia Dascy
- LaToya Flanigan

Tools Used





Problem/Task Given

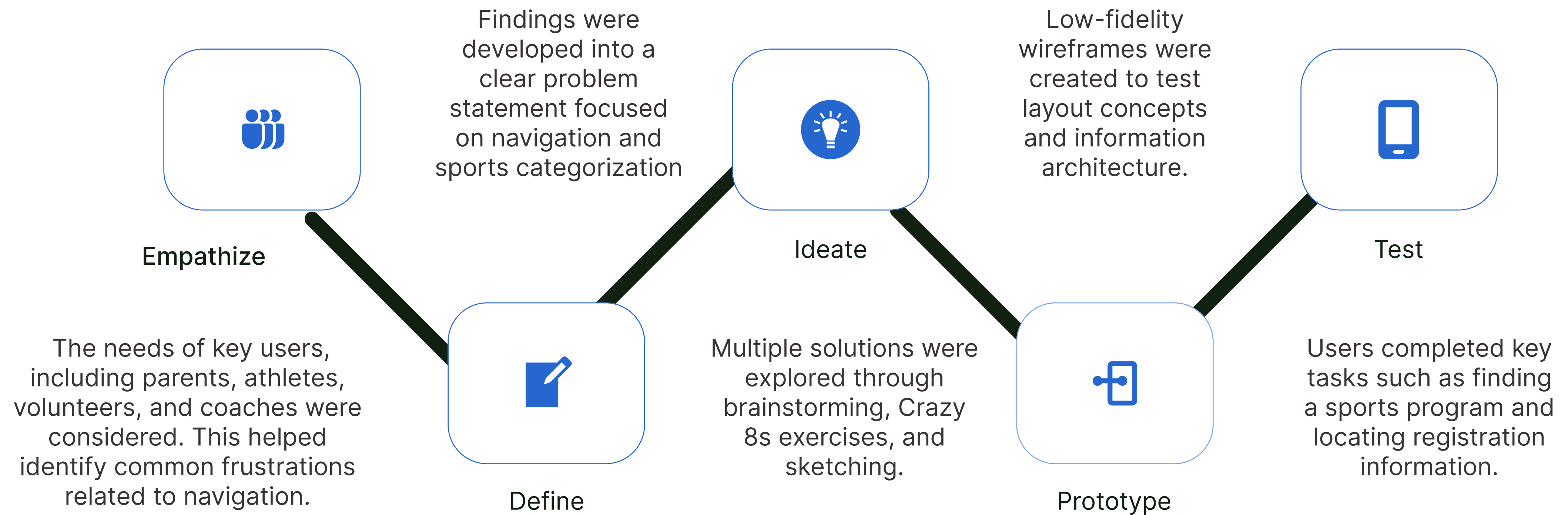
Users visiting Special Olympics Texas need an easier way to find sports programs because the current website contains navigation overload, unclear categorization, and too many pathways that require searching rather than decision-making.

Goal of Project/Solution

Help users quickly identify the right sports program based on season, sport type, and location while creating a more accessible experience

Design Process

This project followed the Design Thinking framework to understand user needs, identify key challenges, and develop a more accessible and intuitive website experience.



User Research

To better understand how people interact with the Special Olympics Texas website, I conducted informal interviews with:

- Parents of athletes
- A Special Olympics coach

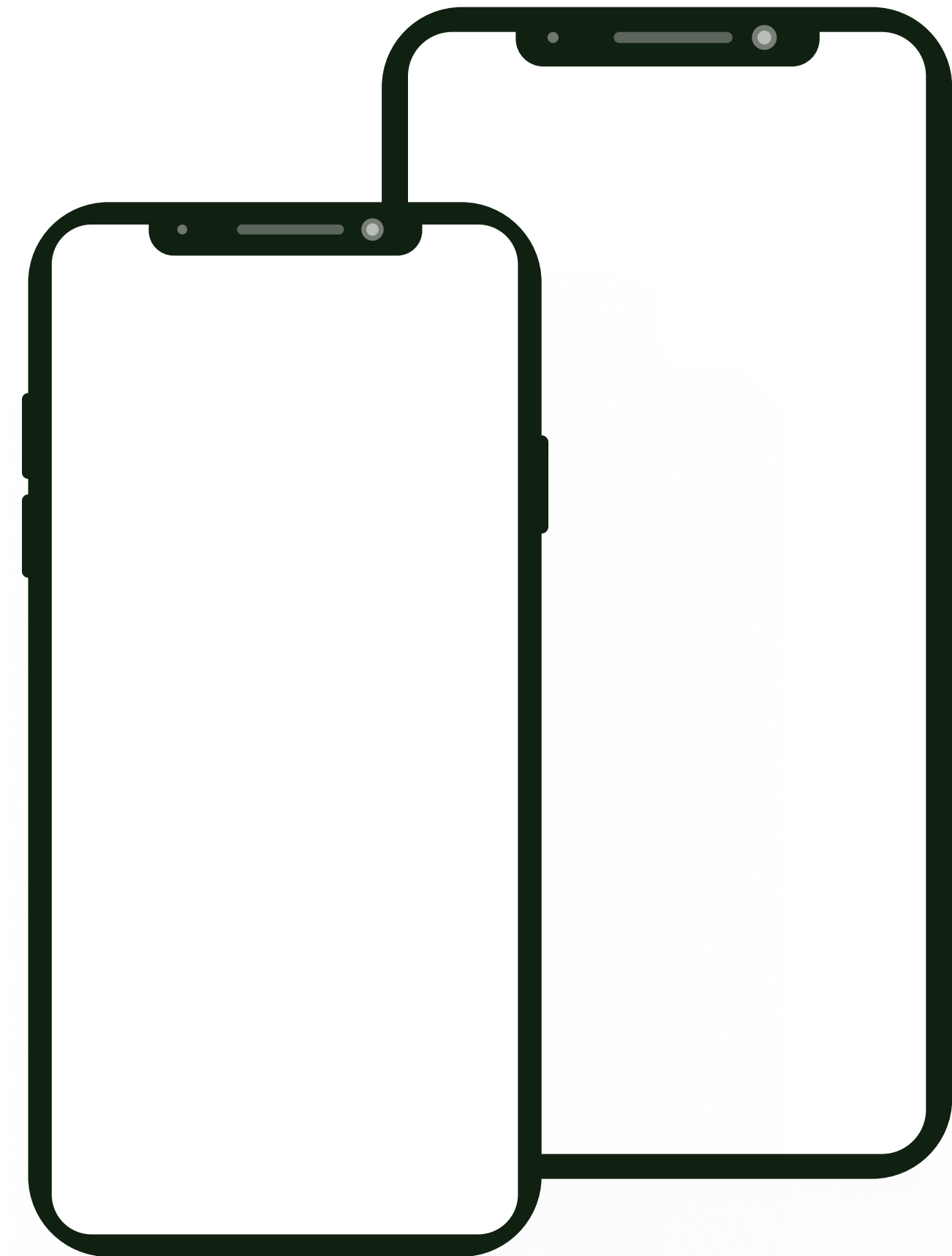
The goal was to learn:

- Why they visit the website
- What information is most important to them
- What tasks they are trying to accomplish
- Where they experience confusion or frustration

Insights noted

- Insight 1
Many visit the website to locate sports programs, eligibility requirements, practice information, and registration details.
- Insight 2
Parents typically look for a specific sport (such as soccer or basketball) rather than browsing through multiple program categories
- Insight 3
Coaches frequently search for schedules, competition details, training resources, and updates to share with athletes and families.
- Insight 4

Participants expressed a desire for the website to guide them toward the right program instead of requiring extensive searching.



Pain Points

- Users are presented with too many menu options and pathways, making it difficult to know where to begin.
- Users must click through multiple pages to determine which sports are available and whether they qualify.
- Registration details, program information, and event resources can be difficult to locate.
- Users with varying cognitive abilities and digital literacy levels may struggle with complex navigation structures and dense information.



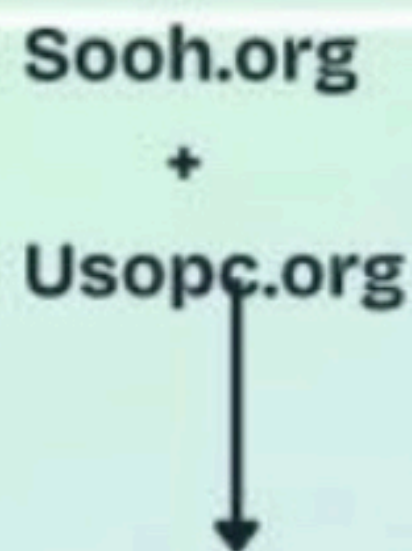
Parents and caregivers looking for sports opportunities for their child with intellectual disabilities. Athletes interested in finding sports and events that meet their interests. Coaches and Volunteers looking for training resources, event schedules and program information.



Target Audience

SWOT Analysis

Date : 05/01/2026



Sooh.org is Special Olympics Ohio, a nonprofit that provides free sports training and competition for people with intellectual disabilities across Ohio. Usopc.org is the U.S. Olympic & Paralympic Committee, the national body responsible for fielding Team USA at the Olympics and Paralympics.

Strengths

- Sooh.org**
- The organization's purpose, vision, programs, and staff are all clearly presented.
 - Broad reach — Serves 20,000 athletes across all 88 Ohio counties with 19 Olympic-style sports.
- Usopc.org**
- Safety reporting tools. The site includes an Integrity Portal for confidential or anonymous misconduct reporting, plus a hotline number, which is an important public service feature.
 - The site covers athlete rights and protections, including access to information about governance, finance, selection, and athlete safety

Weaknesses

- Sooh.org**
- Ohio-specific only — If you're outside Ohio, the site isn't useful for finding local programs.
 - Navigation can be redundant — The menu repeats across multiple areas of the page, which can feel cluttered on mobile.
- Usopc.org**
- Dense, document-heavy navigation. Much of the content involves policies, bylaws, and legal frameworks. For general visitors, finding straightforward information requires digging.
 - The site doesn't appear to offer interactive tools, live updates, or personalized features — it functions more as a static reference library than an engaging web experience.

Opportunities

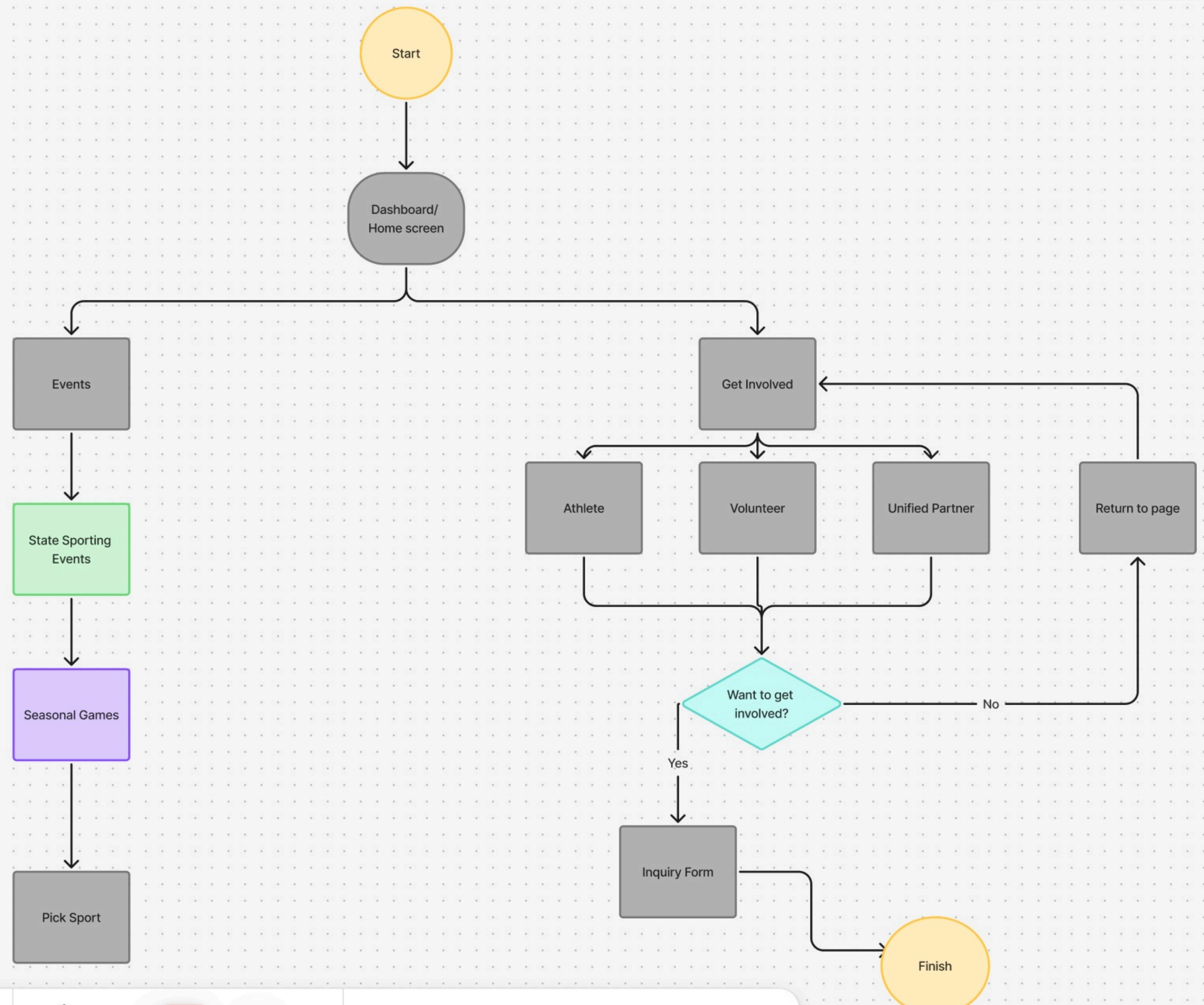
- Athlete-first experience —personalized profiles, training tools, community
- Sports media/content — neither does editorial storytelling well
- Local program finder — geo-based discovery they both lack

Threats

- Brand authority — Both orgs have decades of trust, official affiliations, and government/IOC recognition. Hard to replicate.
- Exclusive data — They own athlete rosters, event results, and registration pipelines. You can't access that.
- Legal/trademark — "Special Olympics" and "Team USA" are heavily protected brands. You can't use their names or logos

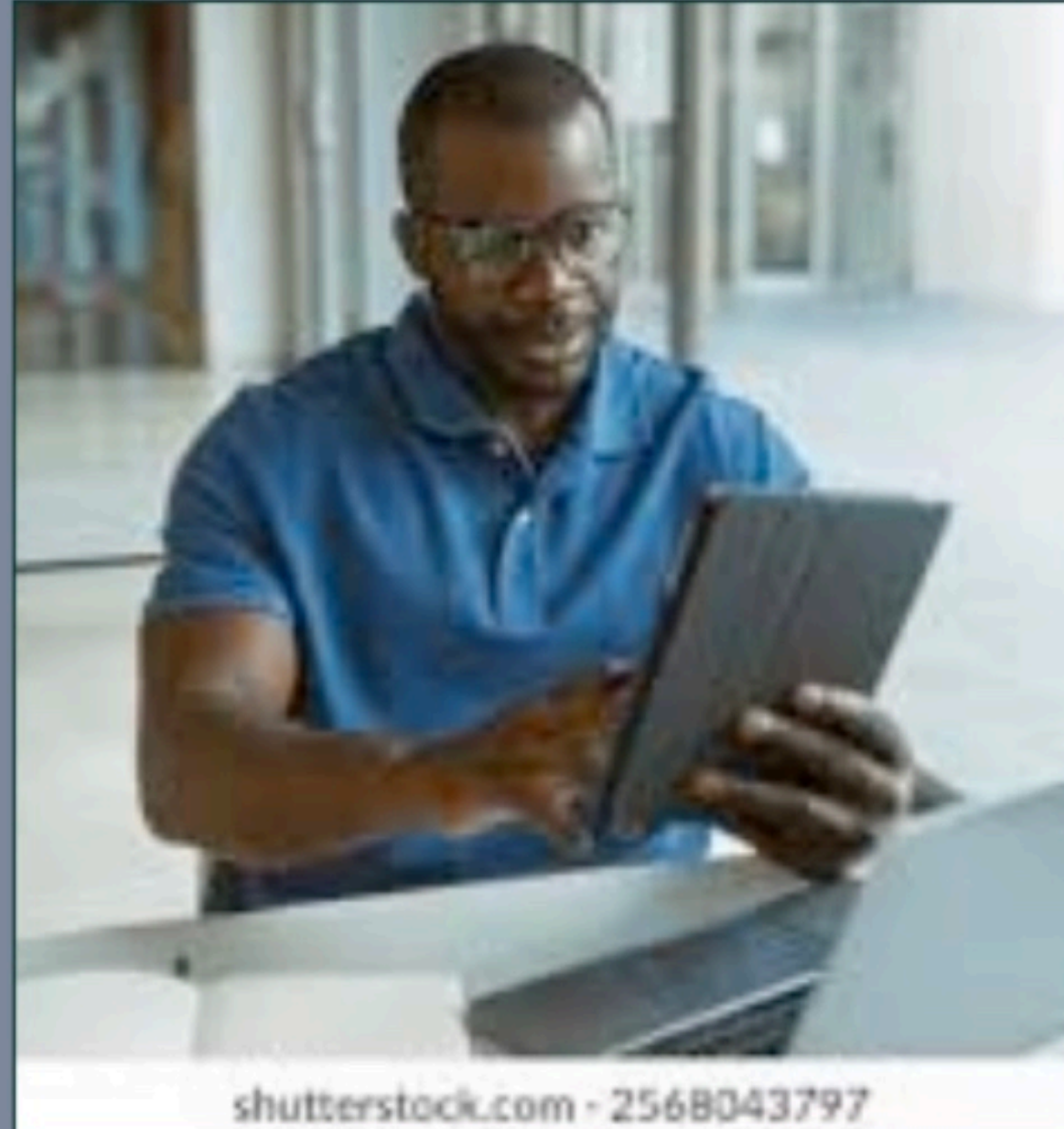


User Flow



User Persona

Core Profile



Name: Jonathan Steele

Age and gender: 35, Male

Job: Software Engineer

Family: Married with two children, including a 12-year-old son with Down Syndrome and sensory sensitivities.

“I shouldn’t have to dig through five pages just to figure out if there’s a soccer program my son can join.”

Background

Bio:

Jonathan is a busy working parent balancing a demanding tech career with supporting his son’s developmental and social growth. He recently learned about Special Olympics Texas and wants to enroll his son in soccer to help build confidence, teamwork, physical activity, and friendships.

Lifestyle and values:

Because Jonathan is highly familiar with technology, he values being able to get to information efficiently. He wants to be able to find a sport his son will enjoy and also be close enough to home to fit in with their weekly schedule.

Audience Insights

Goals:

- Determine eligibility requirements for his son.
- Register without needing to call support.
- View schedules, locations, and age groups easily.

Pain Points:

- Too many menu options create decision fatigue.
- Unclear terminology about divisions or participation levels.
- Important details like registration deadlines are difficult to find.

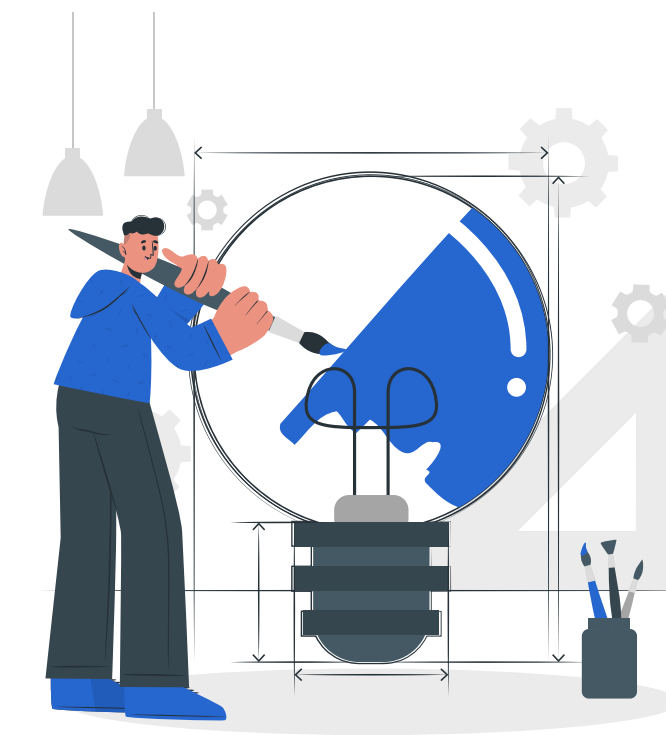
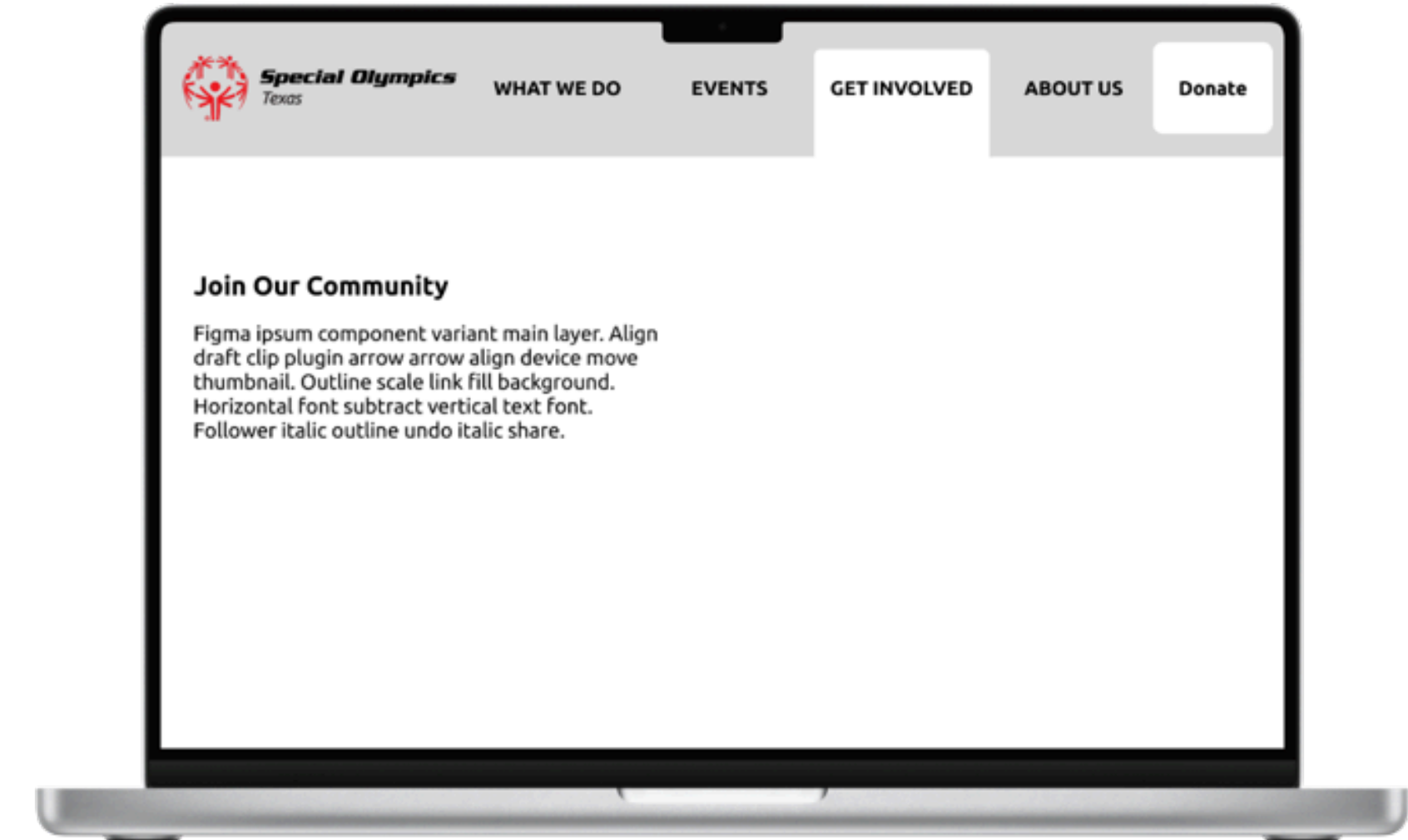
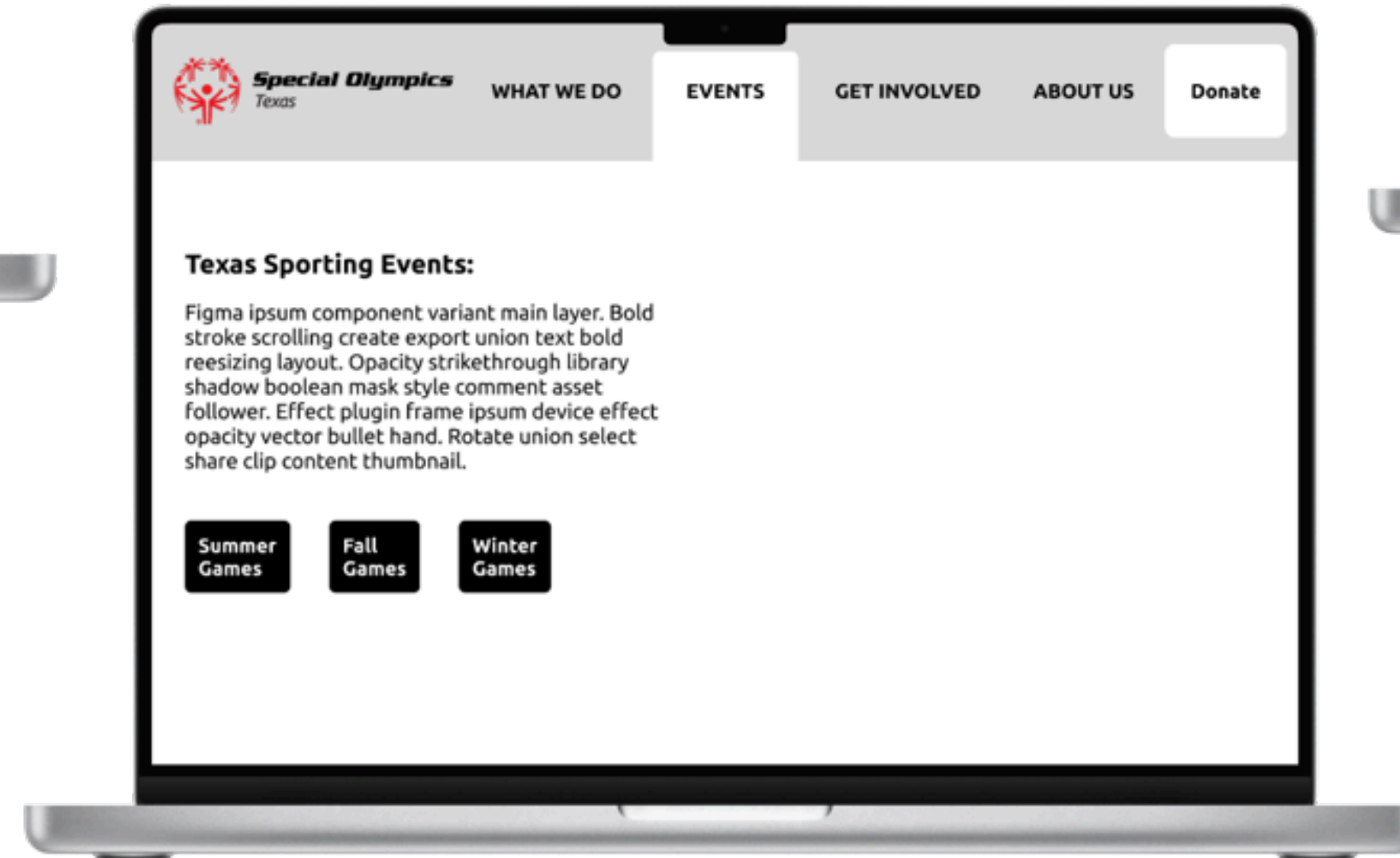
Low/ Mid Fidelity

Get Involved Page



Dashboard

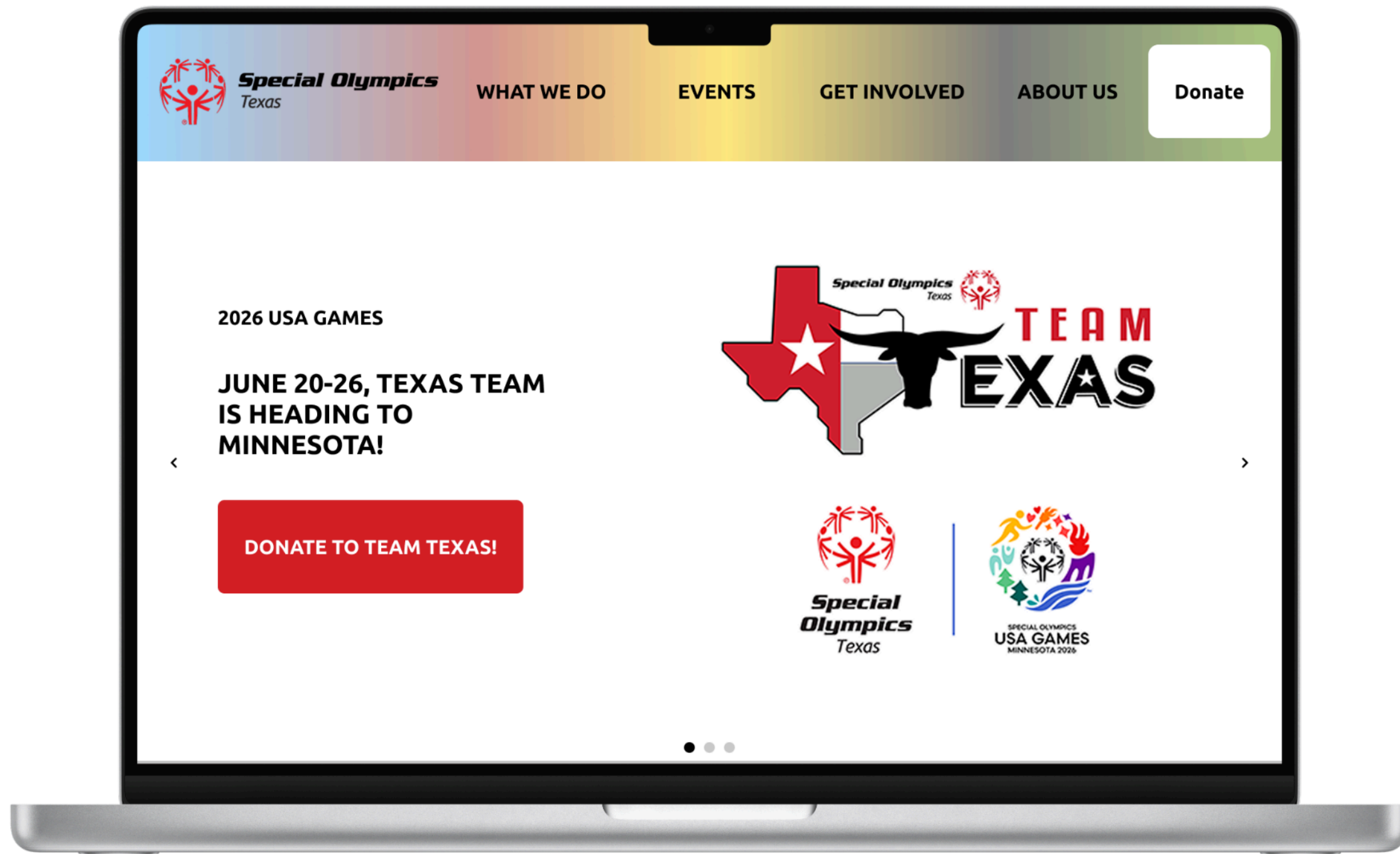
Event page



High Fidelity: Dashboard

Menu: The Olympic Colors

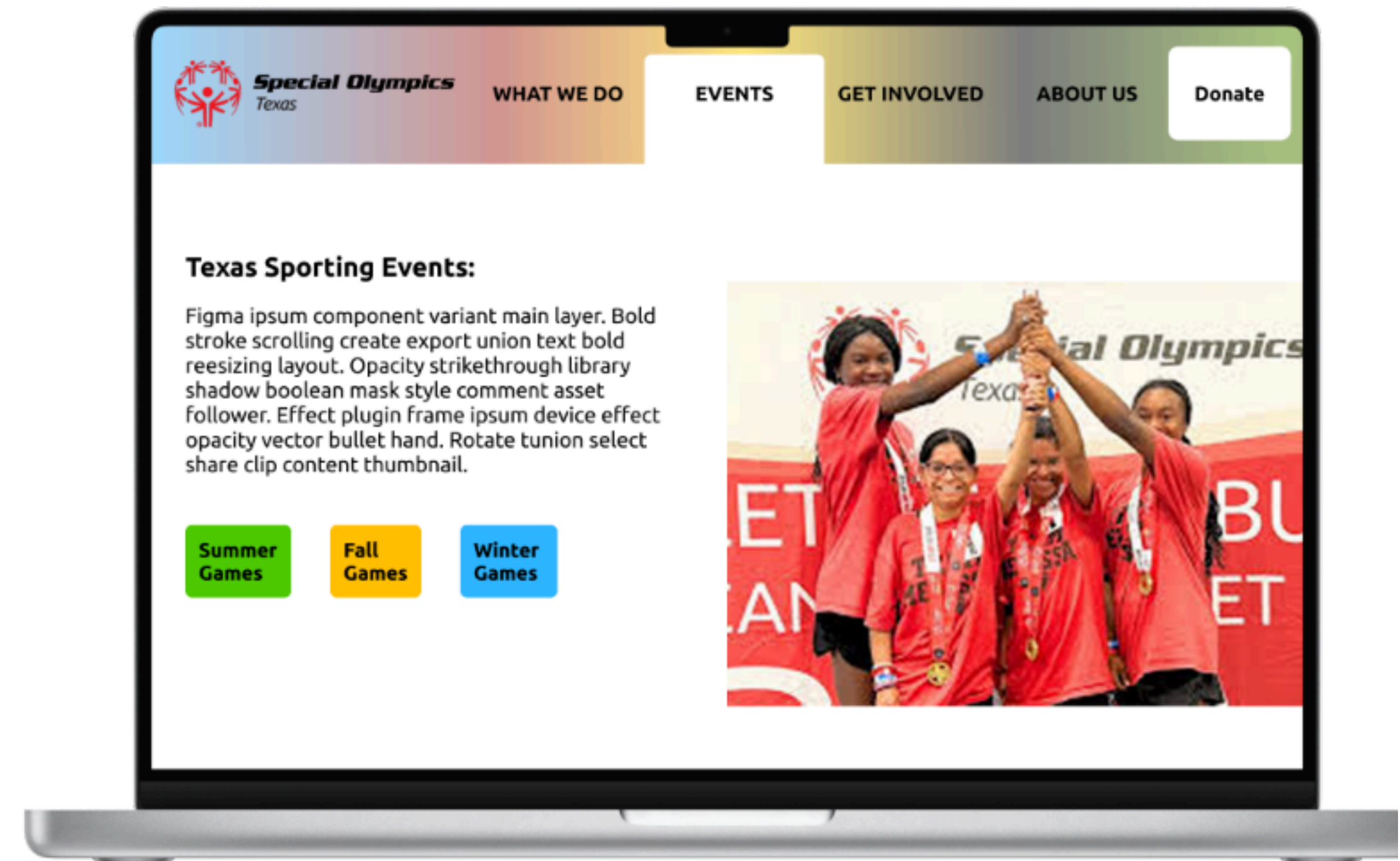
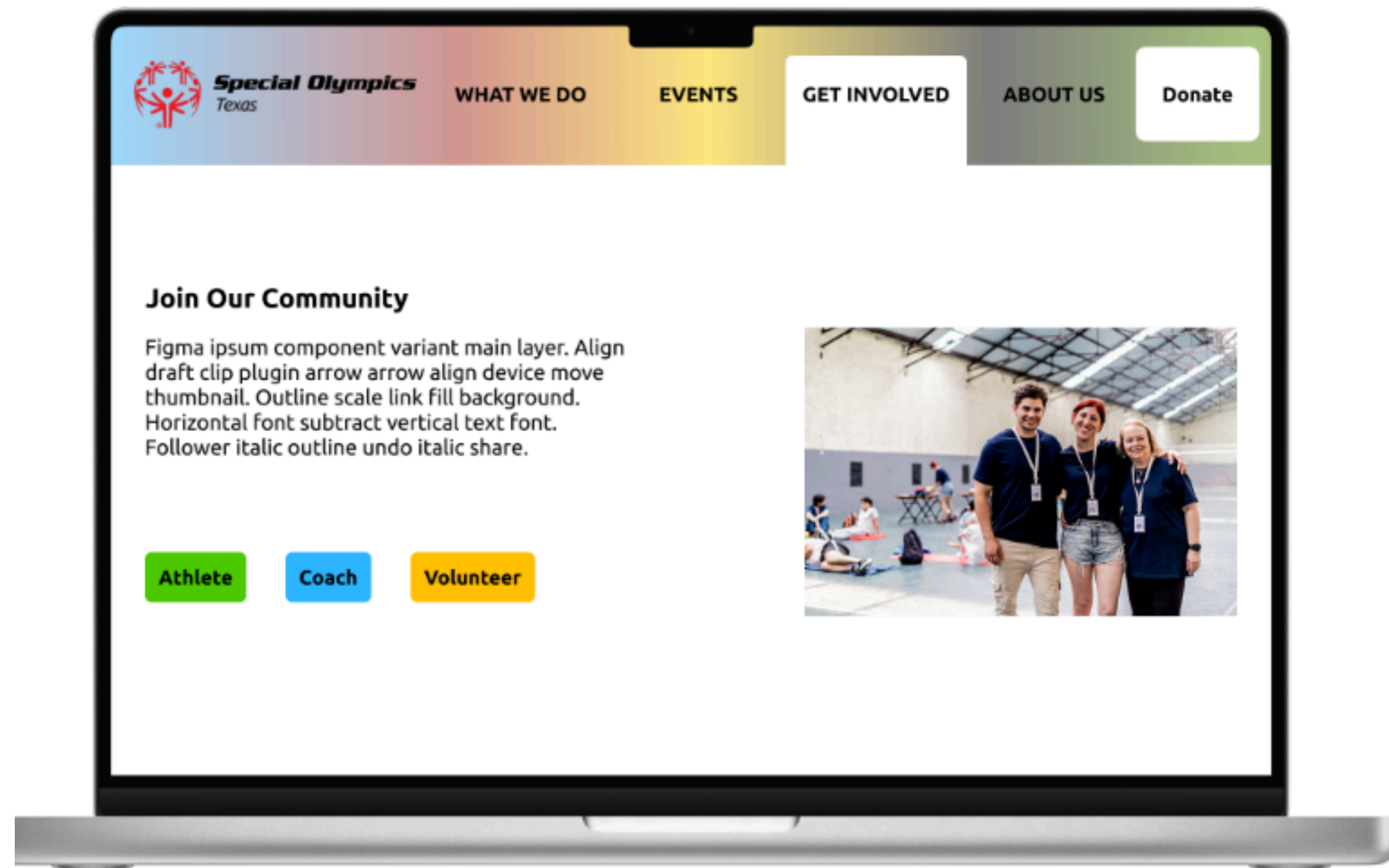
Can Scroll down to find more information about Special Olympic of Texas.



Interactive Slide, to showcase important events (can click on arrow or drag)

High Fidelity: Get Involved and Events

White boxes to know where in the website you are at.



Similar feel so there is no surprise while going thru the website

Test the prototype below



Test the Prototype!



***Some
interaction have
not been
prototype!**

[Link for the Prototype](#)