# H2R

# HARRIS HILL RACEWAY

## A User Experience Case Study
by Dina Soufi

# Case Study Overview

As a club member, I wanted to improve the experience of fellow members by making information easily accessible and quickly available.

## Client

Harris Hill Raceway (H2R)

## Brief

Harris Hill Raceway is a technical race track and a social club designed to be fun, safe and educational.

## My Role

*Sole Designer*

UX/UI design
Research
Persona Creation
User Interviews
Wireframing

# Objectives

To understand how a car and motorcycle community club would benefit from a Club App and the current needs/desires of club members.

H2R

# Problem Statement

Members are unable to get timely updates and alerts. They do not have easy access to race calendar and race results, and unaware when other members have auto parts for sale/trade.

# Hypothesis

A car and motorcycle community would benefit from a Club App that offers information regarding what is happening at the track, easy access to race results, ability to trade/sell/buy auto parts, and find/offer business expert services.

H2R

# Persona

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**DANNY S.**

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FREQUENCY AT TRACK — 80%

EASY ACCESS TO RACE RESULTS — 20%

CALL FOR TRACK CONDITION — 90%

RACER ■   FAN □   STAFF □



**BO R.**

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FREQUENCY AT TRACK — 90%

EASY ACCESS TO RACE RESULTS — 30%

CALL FOR TRACK CONDITION — 25%

RACER □   FAN □   STAFF ■



**PHILIPP H.**

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FREQUENCY AT TRACK — 90%

EASY ACCESS TO RACE RESULTS — 80%

CALL FOR TRACK CONDITION — 20%

RACER □   FAN □   STAFF ■



**TYLER H.**

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FREQUENCY AT TRACK — 40%

EASY ACCESS TO RACE RESULTS — 20%
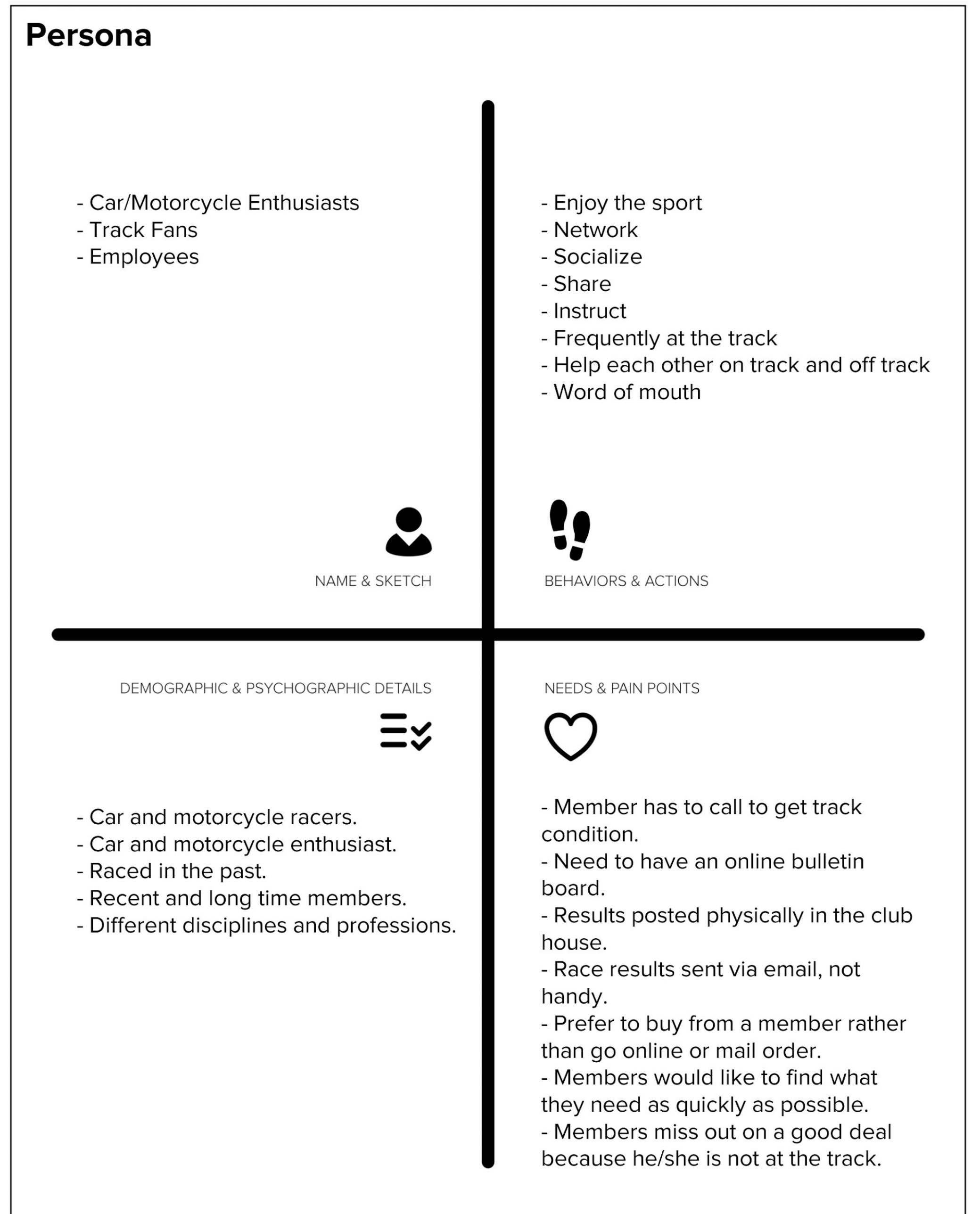
CALL FOR TRACK CONDITION — 95%

RACER □   FAN ■   STAFF □

# Understanding the Users

A day was spent at the track shadowing and interviewing few members to understand their needs, pain points, motivations, goals, and how they use the track.

# USERS

The hypothesis focuses on members who can benefit from a club app.

## Persona

### NAME & SKETCH

- Car/Motorcycle Enthusiasts
- Track Fans
- Employees

### BEHAVIORS & ACTIONS

- Enjoy the sport
- Network
- Socialize
- Share
- Instruct
- Frequently at the track
- Help each other on track and off track
- Word of mouth

### DEMOGRAPHIC & PSYCHOGRAPHIC DETAILS

- Car and motorcycle racers.
- Car and motorcycle enthusiast.
- Raced in the past.
- Recent and long time members.
- Different disciplines and professions.

### NEEDS & PAIN POINTS

- Member has to call to get track condition.
- Need to have an online bulletin board.
- Results posted physically in the club house.
- Race results sent via email, not handy.
- Prefer to buy from a member rather than go online or mail order.
- Members would like to find what they need as quickly as possible.
- Members miss out on a good deal because he/she is not at the track.

# Onsite Observational Study

# ABOUT H2R

The H2R community is a tightly knitted community of a car, motorcycle, speed, and racing enthusiasts.

Harris Hill Raceway (H2R) is located in the hills of northeastern San Marcos, Texas. The track is a 1.82-mile, 11-turn asphalt road course. Other H2R activities are housed in a 6,000 square foot clubhouse overlooking 150 acres of rolling hills with a panoramic view of the track. The clubhouse is well-appointed, offering a comfortable environment where members can relax between sessions. It is a laid-back, friendly atmosphere whether you're a pro racer or a weekend warrior, and a place where you can make new friends or run into old ones

# User Interviews

I conducted several interviews to empathize with users and gain an in-depth understanding of their values, perceptions, and experiences. This allowed me to ask specific questions, while remaining open to exploring the participants' points of view.

## Interview Questions

Hello, My name is Dina and I am conducting a research about the car and motorcycle community at H2R. May I ask you a few questions?

1. What brought you to H2R?
2. Why do you come to H2R?
3. What is your favorite part about coming to H2R?
4. What is your least favorite part about coming to H2R?
5. Does your family come to the track? And why?
6. Do they enjoy coming to the track?
7. How long have you been coming to the track?
8. How often do you come to the track?
9. What are the barriers from coming to the track?
10. Do you participate in any event(s)?
11. How do you network with other members?
12. Why would you want to network with the other members?
13. How do you find out if there are events at the track?
14. How do you find race results?
15. How do you keep track of race results?
16. Do you sell/buy/trade auto parts with other members?
17. How do you sell/buy/trade auto parts with other members?
18. What benefits do you look forward to with a classified board/forum/app?
19. Before you plan a trip to the track, how do you find out information about track conditions?
20. What information do you look for?
21. How this information would influence you?
22. If there is an app, would you use it?
23. What device do you use, IOS, Android, tablet?
24. What you use push notifications to find out about last minute changes to the schedule?
25. Would you use the App for race results, sell/buy items?
26. Would you use the app to connect with other members?
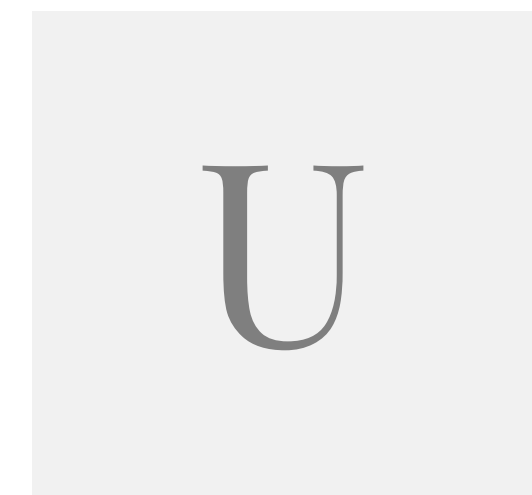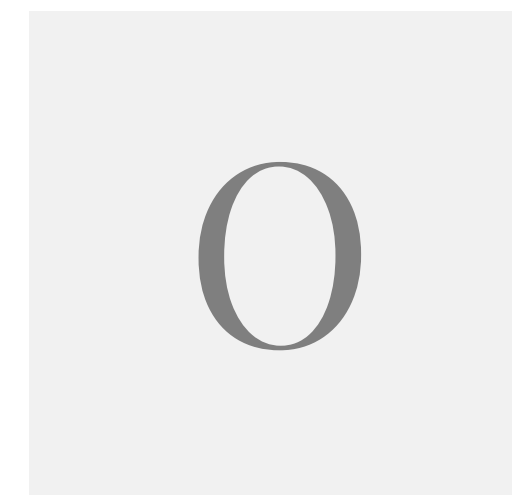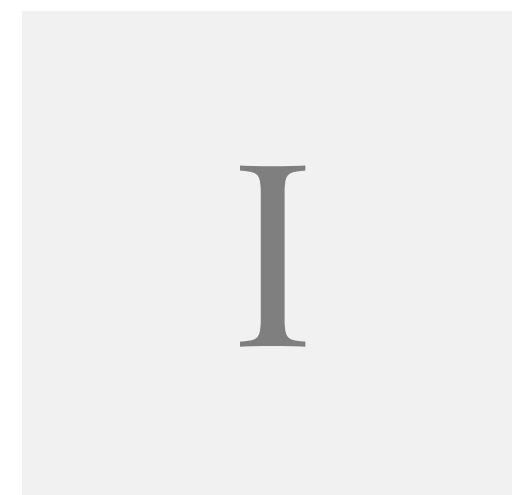27. Would you share your contact and professional information

# Affinity Mapping

# Affinity Mapping

The data was affinitized to draw conclusions from information gathered during the interviews and observations.

# FRAMEWORK

The AEIOU Framework was utilized to interpret the observations gathered during the interviews and to develop the building blocks that will help understand the club members' needs and desires for a Club App and how they can benefit from it.

| A | E | I | O | U |
|---|---|---|---|---|
| **ACTIVITIES** | **ENVIRONMENT** | **INTERACTION** | **OBJECTS** | **USERS** |
| Drive | Safe | Face-to-Face | Cars | Motorsports |
| Race | Controlled | Share Passion | Motorcycles | Enthusiasts |
| Network | Fun | Communication | Track | Racers |
| Learn | Friendly | | Clubhouse | Fans |
| Teach | Engaging | | Garages | Adrenaline Junkies |
| Socialize | Sharing | | | |

# Around h2r

## Activities



> We all **help** each other out on the track and we expect to help each other off the track.
> We talk about our **passion** and share our racing experiences.

## Environment



> Sometime I don't even go there to drive, I just **hang out** with people at the club house and just talk.

## Interactions



> Face-to-face **network**.
> We usually end up talking about the cars and motorcycles and different types of racing. It is just a **commonality** with everybody.

# Around h2r

## Objects



Typical phone calls questioning track
conditions on a rainy day:

*"Are you open?"*
*"It is raining over there?..."*
*"Is the track drivable?"*
*"Who is there?"*

## Users



"

*A **word** comes around that somebody **needs** a
part and somebody always comes around.*

"

# Some of the Pain Points

✓ **Track Condition Awareness:** Members now call the track to get its driving condition. It would be very helpful if the H2R app gets timely weather conditions. A timely push notification alert notifying members when track is closed, saving them a trip.

✓ **Track Attendance:** Members would like to know who is at the track. A Check-In feature would help members time their visit to the track while their friends are there.

✓ **Auto Parts Exchange:** A classified board would help members find and trade needed parts.

✓ **Getting to Know Each Others:** Members would like to network with other members. A members directory that includes member profile showing their profession and offering their expertise in certain areas, and/or have a business and willing to offer services.

# RECOMMENDATIONS

User interviews revealed that the common theme is **community**.
On the outside, it appears that members are there to drive fast, however, after conversations with them, it is clear that the main reason they are there is to be a part of a close-knit community with like personalities.
After spending time with track members, it is clear that an H2R App increases members' satisfaction by addressing few of their needs, such as:
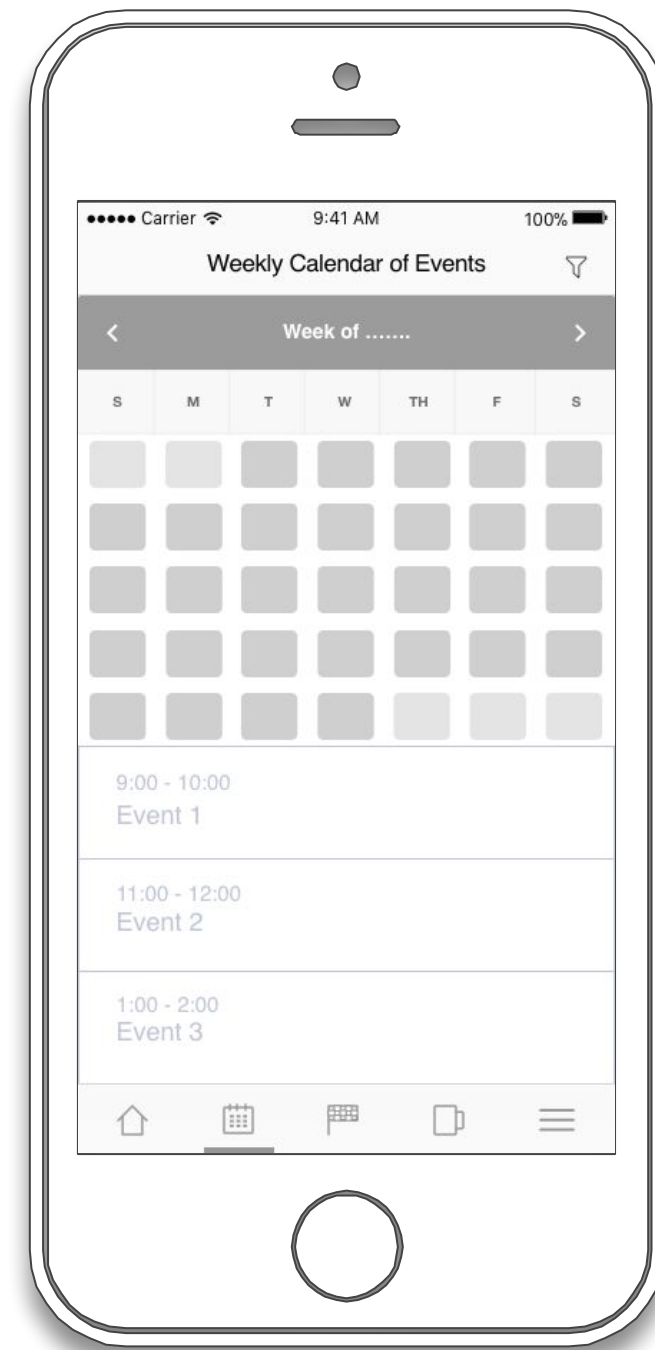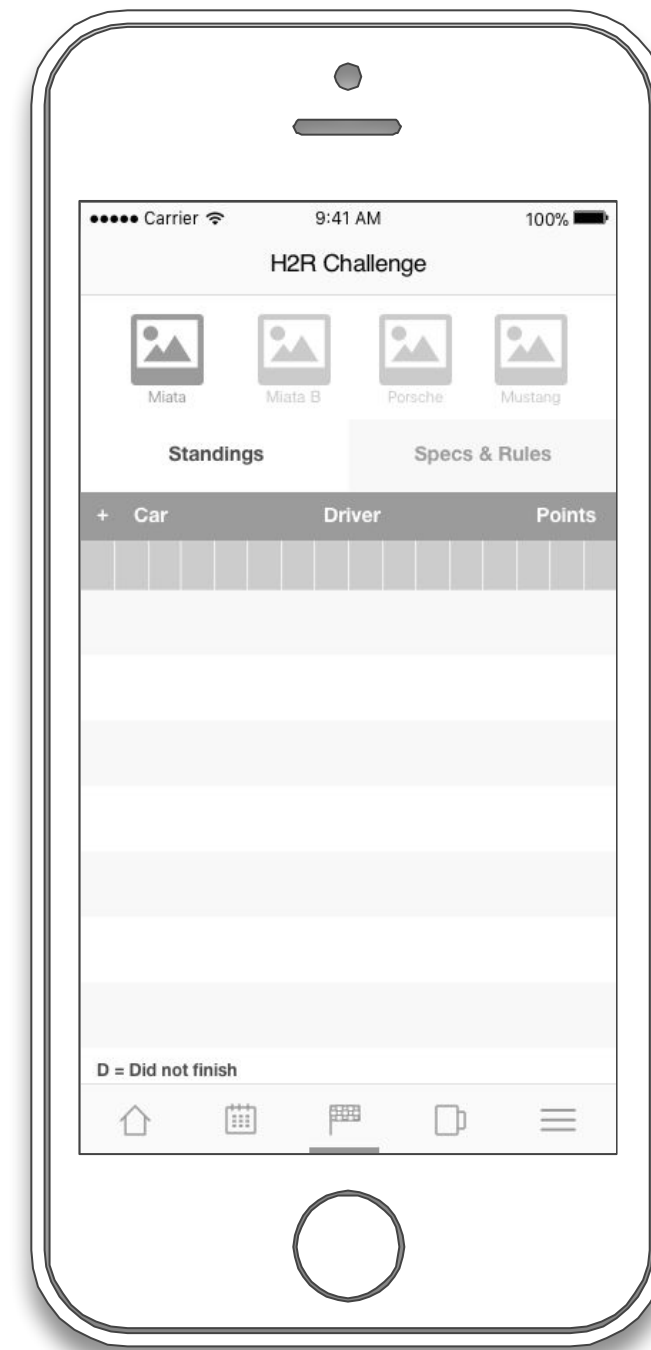
**Being Informed**  **Connected**  **Working Together**  **Passion**  **Enjoying Hobby**

# H2R

# SCREENS TO CONSIDER



**HOME**

Alert/Notification
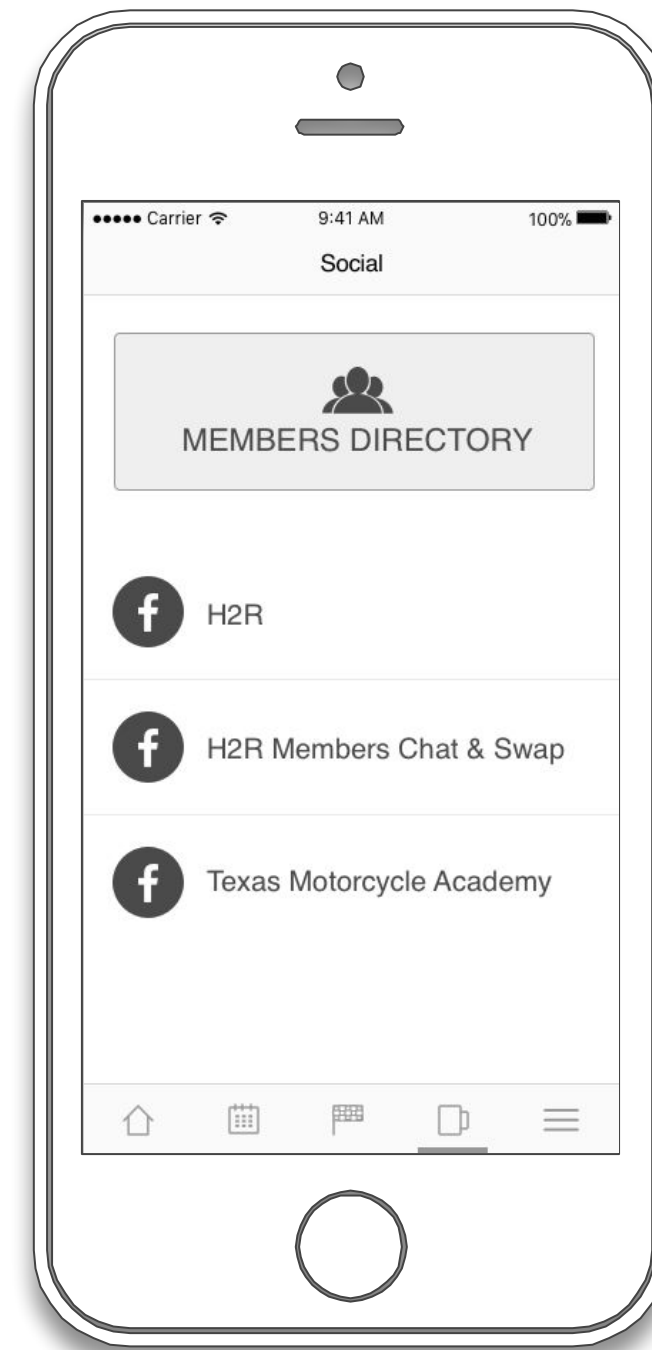
Weather

Today at H2R

Check In

**CALENDAR**

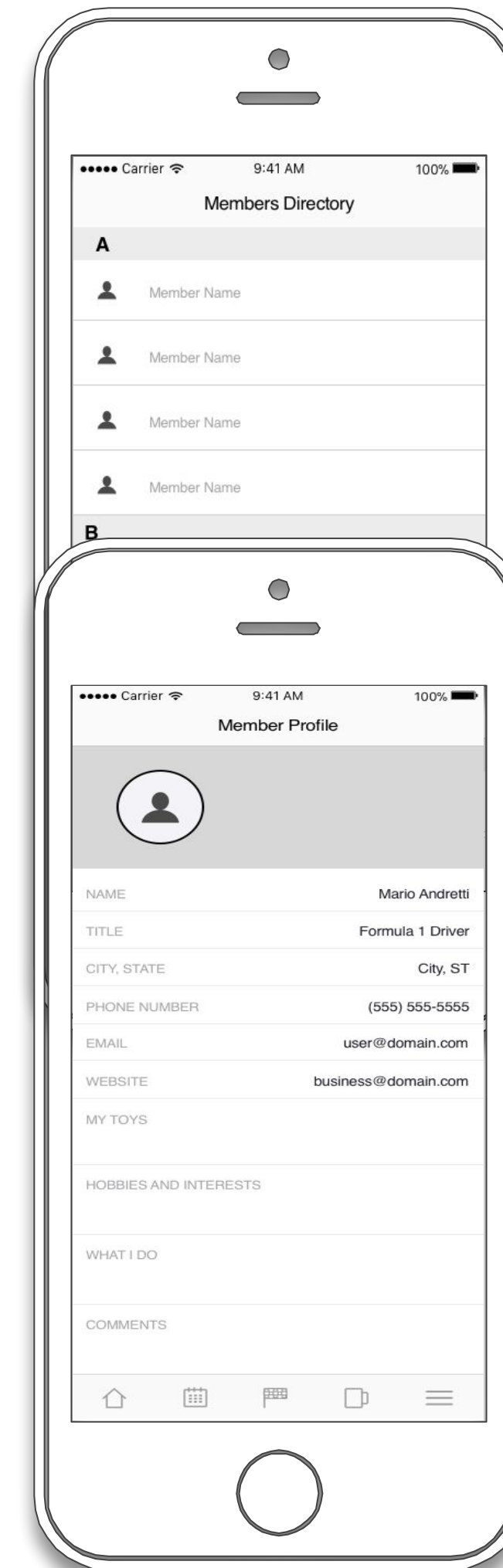Calendar of Events

with event description

**RACE**

Race Results

Race Specs & Rules

**SOCIAL**

Members Directory

Link to other FB

pages

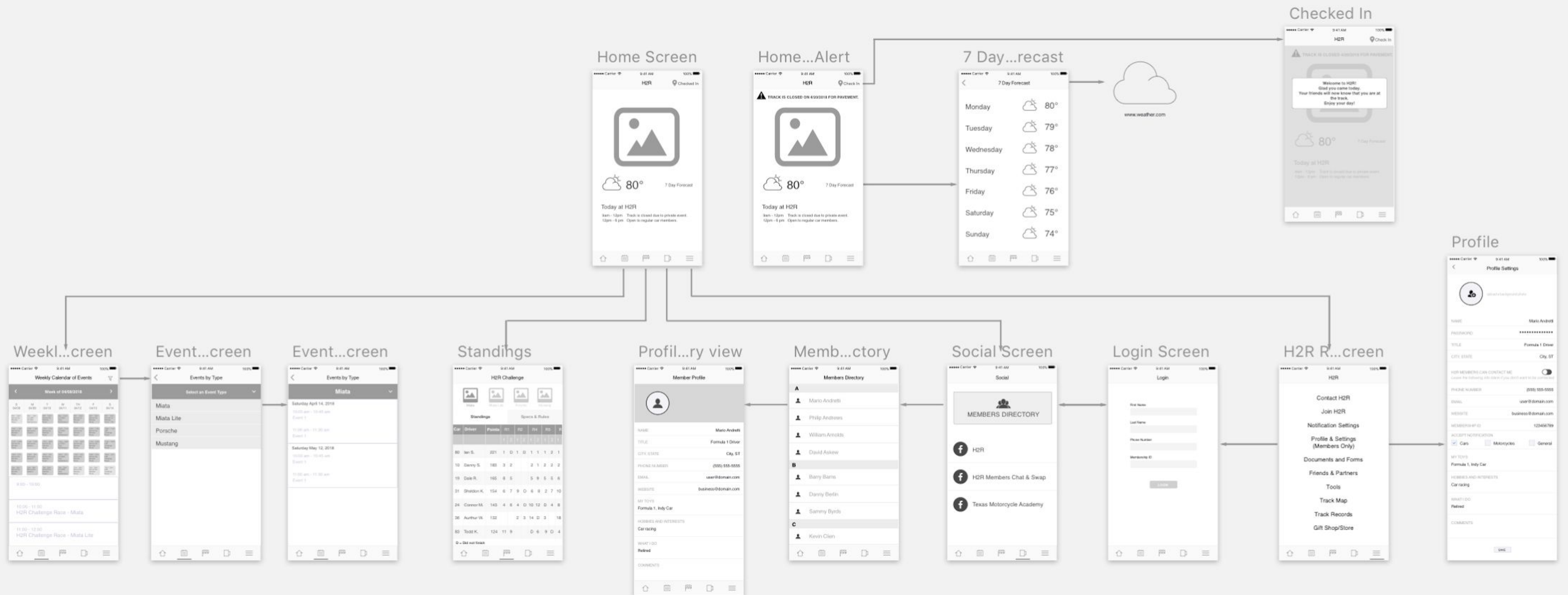**RESOURCES**

Contact

Become a Member

Documents/Forms

Track Map/Records

# H2R

# CONCEPT

# Appendix / Raw Data

■ Interviews
Link

■ Insights
Link

■ Affinity Mapping - Answers
Link

■ Affinity Mapping - Grouping
Link

# THANK YOU