A web app for discovering and organizing team sports
THE TEAM

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Special Thanks: Prabhavathi Matta, Kyung Mi Park, and Shaohan Chen
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3. Competitive Analysis
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5. Developments
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OVERVIEW
DIFFICULT TO DISCOVER GAMES, VENUES, AND PLAYERS
DIFFICULT TO ORGANIZE AND COORDINATE GAMES
CURRENT TOOLS

× Square Peg
Round Hole

× Bloated and
Unengaging
THE SOLUTION
THE SOLUTION

✓ LESS WORK FOR ORGANIZERS
THE SOLUTION

✓ LESS WORK FOR ORGANIZERS
✓ EASIER GAME DISCOVERY
INITIAL RESEARCH
1. Talk to users
2. Build a prototype
3. Get feedback from users
4. Refine the prototype
5. Repeat Steps 3–4
PARTICIPANTS

4 Hosts

4 Players
"There are excessive amounts of emails that aren’t related to the game."
“A lot of time people don’t respond, they just show up”
“I’d like to pass this on to someone who could take care of it.”
"Biggest problem is sending out a message and then waiting by computer to see if game is on or not."
“The sad part is that we often cancel our games for lack of players”
"It's extremely important" to play quality games, socializing will be there regardless..."
COMPETITIVE ANALYSIS
### Social Networking Sites

**Vertical Übertools**

**Other Startups**

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<table>
<thead>
<tr>
<th>Social Networking Sites</th>
<th>Vertical Übertools</th>
<th>Other Startups</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Centered around and individual player and their personal player network</strong></td>
<td><strong>Centered around manager and league management</strong></td>
<td><strong>Players, Venues</strong></td>
</tr>
<tr>
<td>Self, Facebook</td>
<td>Search based on name. Find players by navigating through other players social networks (e.g., Google+ Circles)</td>
<td>Players, Venues</td>
</tr>
<tr>
<td>Games will be recommended to players based on their skill level, location and player network. Users will be able to apply additional filters to these games.</td>
<td>Search for squads based on - Sport - City</td>
<td>- Facebook</td>
</tr>
<tr>
<td>We want to push ALL public games out to search engines as aggressively as possible.</td>
<td>This is pretty good. The search incorporates many of the things that GameBuilder would like to do. Filter on skill level, etc...</td>
<td>Basic Search</td>
</tr>
<tr>
<td>Allows for 1-off and recurring games.</td>
<td>Not available</td>
<td>N/A</td>
</tr>
<tr>
<td>This is primarily an organizing tool and is intentionally not meant to be super social. We’ll leave that to Facebook.</td>
<td>Not available</td>
<td>N/A</td>
</tr>
<tr>
<td>We are starting out with Volleyball.</td>
<td>Not available</td>
<td>Not available</td>
</tr>
<tr>
<td><strong>Squad setup to meet the game on:</strong></td>
<td>- Basic date and time setup - Drag &amp; drop team setup - Scoring - Squad feed - Squad chat</td>
<td>- Manual form entry - Messaging within team</td>
</tr>
<tr>
<td>- Beautiful and polished - Simple onboarding - Easy to use</td>
<td>- We have a pretty good search feature. It is a bit slow to load but it is disabled.</td>
<td>- One to One</td>
</tr>
<tr>
<td>- No community - No feeling of a community - Cannot add players from community</td>
<td>UI is not great, despite the fact that they obviously have some money behind it.</td>
<td>User-friendly and community oriented</td>
</tr>
<tr>
<td>This seems to be our target audience. We should aim for a design language as powerful as that.</td>
<td>The interface feels overwhelming and like work.</td>
<td>Reputation and venues</td>
</tr>
<tr>
<td><strong>COMPETITIVE ANALYSIS</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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**COMPETITIVE ANALYSIS**

- Simplicity of use
- Offers quality/appropriate level games
- Tiered invitations
- Social network of sports players

- Extremely comprehensive management tool for parents and coaches
- Large community, "2,000,000 managers, coaches, parents and players"
- The interface feels overwhelming and like work

- Player profiling
- Use Facebook
- Easy, prepopulated with something like that
- Reputation and venues

---

**Other Startups**

- "Tennis Rating"
- Review of different teams and coaches as well as a national ranking of players and teams
- "Very clear view of players like a catalog of players"
√ Huge base of users and infinite topics

x One-size-fits all approach cannot offer an optimal experience
SPORTSVITE

- Powerful features for many sports
- Design is dated, dull, and difficult
- League focus at detriment to casual pickup games
Engaging and beautiful design

Fantastic narrative and onboarding

No players due to network problem
I am willing to organize, because I want to play good games.

Tom Rogers

But I am tired of keeping track of everyone with emails and posts.

I will be there if the weather is warm.

I will let you know by this evening.

I am in at 1:30 pm.

I am in.

Who’s gonna bring balls and nets?

I want to play with only advanced players.

I want to play with only advanced players.

Then, the game is on this coming Saturday.

I’d like to make this game private so that I can play with the people I usually play at Marina Park.

Send everyone an invitation to my game. All I need to do is just sitting and waiting RSVPs.
STORY BOARD:
JOIN A GAME

Hum... I should find some more games to play!

Game Builder

Cool! Someone invited me to join a game at Santa Cruz Beach on Sunday! Let me see...

It seems Tom needs someone to bring a net and 2 balls to the game on Sunday... I can bring mine from home!

Humm, not so perfect weather on Sunday, but Tom is my buddy and I really want to practice my skills with advanced players. OK, I will join!

Go!!
PAPER PROTOTYPE:
HOST A GAME

HOST A GAME
GAME DETAILS | INVITE | CONFIRM

SPORT: Volleyball
SKILL: Intermediate
VENUE: Marina Park
DATE: 10/9/2012 9am to 12pm
Minimum Players: 8
Maximum Players: 12
RSVP BY: 1 day
GAME NEEDED
Net 1
Balls 2

Import Contacts
GMAIL ADDRESS BOOK FACEBOOK

Add Contacts
- Summer Table
- Vimala Kiwi
- Kelly Park

COMMENTS:
BBQ Alameda beach doubles
Contacts Invited: 12

CANCEL BACK CONTINUE
PAPER PROTOTYPE: LANDING PAGE

[Game Builder]

ALL INVITED RSVP OPEN

Volleyball Game at Alameda Beach Sun 7th Oct 10am
Tennis at UC Berkey RSF Sun 7th Oct 7pm
Volleyball at Santa Cruz Beach Sun 7th Oct 11am
Awesome Tennis at YMCA, Albany Mon 8th Oct 8pm
All women’s Volleyball at Fake location, 6th Oct 2pm
Venture Volleyball at Marina Park, San Leandro, 7th Oct 3pm
Some Tennis at Some Location, city 8th Oct 1pm
Last Volleyball at Lost City Park, 9th Oct, 6pm
BALSAMIQ PROTOTYPE: LANDING PAGE
BALSAMIQ: CREATE A GAME
### Join a game...

<table>
<thead>
<tr>
<th>Date</th>
<th>Category</th>
<th>Skill Level</th>
<th>Event Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>This Week</td>
<td>Volleyball</td>
<td>Beginner</td>
<td>Beach Volleyball &amp; Sam's Birthday Party</td>
</tr>
<tr>
<td>This Weekend</td>
<td>Baseball</td>
<td>Intermediate</td>
<td>7th Annual Mom's Badminton Game</td>
</tr>
<tr>
<td>Next Week</td>
<td>Tennis</td>
<td>Advanced</td>
<td>Awesome Volleyball Game</td>
</tr>
<tr>
<td></td>
<td>More categories...</td>
<td></td>
<td>BBQ and Volleyball</td>
</tr>
</tbody>
</table>

**All**

- Beach Volleyball & Sam's Birthday Party
  - When: November 11, 2012 12:00 PM
  - Where: Alameda Beach
  - Hosted by: Tom

- 7th Annual Mom's Badminton Game
  - When: November 12, 2012 03:00 PM
  - Where: People's Park
  - Hosted by: Bob

- Awesome Volleyball Game
  - When: November 23, 2012 01:00 PM
  - Where: UC Berkeley RSF Center
  - Hosted by: Tom

- BBQ and Volleyball!
  - When: December 2, 2012 12:00 PM
  - Where: Santa Cruz Beach
  - Hosted by: Sam
DEVELOPMENT
1. Design and build a functional prototype using scalable technologies and
2. Test it with real users
PROJECT PLAN

Prototype 1 Milestones
- Sprint 1: Signup
- Sprint 2: Landing
- Sprint 3: Profile
- Prototype 1: [Marker]

Prototype 2 Milestones
- Sprint 4: Create
- Sprint 5: Game
- Sprint 6
- Sprint 7
- Final Project Showcase: [Marker]

FEB 10 17 24  MAR 10 17 24 31  APR 14 21 28  MAY 12 19
**Sprint 5**

1. Game Logic Code Merge
2. Player Search for Game Code
3. Visual Design for Game Detail page
4. Visual Design for Player Profile Page
5. Create Game and Edit Django & CSS
   - Bug Fixes on My Games
6. Game Detail Django & HTML
7. Poster Draft
8. Paper Draft
Frameworks:
Python / Django

Servers:
Heroku / S3

Database:
Postgres

Client-Side:
HTML5/CSS3
Javascript/jQuery

Collaboration:
Github
USABILITY TESTING
USABILITY TESTING

PARTICIPANTS

2 Hosts

4 Players
USABILITY TESTING
TALK-ALOUD METHOD
Hello, I'll be your sign up form for the next 60 seconds. Let's start!

Registration

So, what is your name?  
First  
Last

What is your gender?  
Select a gender

What do you play?  
Volleyball  
Intermediate

Where do you live?  
Berkeley

Let's add a photo!  
Upload Photo

What's your email?  
This will be your login

Finally, your password?
Hello, I'll be your sign up form for the next 60 seconds. Let's start!

Registration

So, what is your name?
First
Last

What is your gender?
Select a gender

What do you play?
Volleyball
Intermediate
Add Sport

Where do you live?
Berkeley
Select a SF Bay Area City

Let's add a photo!

What's your email?
This will be your login

Finally, your password?
SIGN UP

Quick and Friendly

No Facebook Connect
FINDING GAMES
FINDING GAMES

Appealing and Clear Presentation
FINDING GAMES

No Filters for Friends and Time

Appealing and Clear Presentation
FINDING GAMES

- No Filters for Friends and Time
- Appealing and Clear Presentation
- Confusing Game Status Labels
JOINING GAMES

GAME 3

Tue, April 22
09 AM - 10 AM

Volleyball Court
Location

Beg. Volleyball
for Men

Leave Game

ORGANIZER
Sam

PLAYERS
Philip
Advanced

Philip
Advanced

Philip
Advanced

Philip
Advanced

Sam
Advanced

Philip
Advanced

Philip
Advanced
JOINING GAMES

Navigation was quick and easy.
JOINING GAMES

Navigation was quick and easy

Banner Color was distracting
JOINING GAMES

Navigation was quick and easy

Banner Color was distracting

Hit States could be bigger
CREATING GAMES

Edit the details, choose players to invite and create your game.

Game Description

Game Title
Whoa! This Game Has Like a Lor

Sport

Skill level
Beginner
Intermediate
Advanced

Gender
Any Gender

Start time
End time (Optional)
Rsvp by
04/22/2014 9:00am
04/22/2014 10:00am
04/21/2014 8:00am

Repeats...

Venue
Whoa! We're Like Playing Her

Description
Locavore meggings typewriter truffaut irony cred. Officia banjo

CREATING GAMES

Clear structure and options

Gamebuilder

Edit the details, choose players to invite and create your game.
CREATING GAMES

Clear structure and options

Some elements were too “beta”
## Creating Games

### Game Description

**Game Title:** Whoa! This Game Has Like a Lor

<table>
<thead>
<tr>
<th>Sport</th>
<th>Skill Level</th>
<th>Gender</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Beginner</td>
<td>Any Gender</td>
</tr>
<tr>
<td></td>
<td>Intermediate</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Advanced</td>
<td></td>
</tr>
</tbody>
</table>

**Start Time:** 04/22/2014 9:00am  
**End Time (Optional):** 04/22/2014 10:00am  
**Rsvp by:** 04/21/2014 8:00am

**Venue:** Whoa! We're Like Playing Here!

**Description:**
Locavore meggings typewrttr trifus t irony cred. Officia banjo occcaecat authentic, selfies next level cupidatat commodo salvia intelligentiae yr fomo barh mi. Keytar thundercats et semiotics PBR. Squid cupidatat fomo, wayfarers letterpress 90's barh mi sarioral gastropub readymade ad selvage PBR sunt est. Ood future placet.

### Observations

- **Clear structure and options:** ✔️
- **Some elements were too “beta”:** ❌
- **Confusion around Public Setting:** ❌
Mobile was desired by many for finding games or checking game status.

Skill and social were considered by many to be of equal importance.

Would use once GameBuilder has a sufficient user base.
NEXT STEPS
NEXT STEPS

Refine design, code, test...
Hello, I’ll be your sign-up form for the next 60 seconds. Let’s start!

What’s your Name?  

Phil |

What do you play?  

Basketball  Softball  Tennis  

Bowling  Volleyball  

as a Beginner  as a Beginner  

Intermediate  Intermediate  

Advanced  Advanced  

Find games and players in your area  

Small batch sartorial forage, mustache meh plaid post-ironic terry richardson actually farm-to-table carles retro organic blue bottle. Selvage godard american apparel fingerstache, intelligentsia Austin meggings.  

Choose games at the level right for you  

Gentrify church-key cray raw denim. Wolf twee, fashion axe aesthetic stump-town four loko. Cardigan occupy thundercats flannel flexitarian, tofu lo-fi wes anderson deep v blog brooklyn whatever craft beer.  

Save your favorite games and players  

Where do you play?  

Start typing...
### Thursday, Feb 23

#### Morning Mayhem
- **Location:** The Field Berkeley, CA 10 AM
- **Activity:** Volleyball Advanced
- **Organizer:** Sam Tokheim

#### Brunch Battle
- **Location:** The Field Berkeley, CA 10 AM
- **Activity:** Volleyball Advanced
- **Organizer:** Sam Tokheim

#### Lunch Lunacy
- **Location:** The Field Berkeley, CA 10 AM
- **Activity:** Volleyball Advanced
- **Organizer:** Sam Tokheim

### Friday, Feb 24

#### Friday Fantasy
- **Location:** Volleyball Advanced 10 AM
- **Activity:** Volleyball Advanced
- **Organizer:** Sam Tokheim
MORNING DOUBLE

Organizer
Philip

Friday, May 25
10 AM - 12 PM

Berkeley Courts
100 Shattuck Avenue
Berkeley, CA

Volleyball
Advanced

LEAVE GAME

NOTES
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

PLAYERS
You are confirmed

Heidi Schmit
Advanced

Rowan McRyan
Advanced

Peter O'Toole
Advanced

Anton Hutchins
Advanced

Available Spot
PHILIP
86yo, Male
Berkeley (CA)

SPORTS

Volleyball
Advanced

5 SHARED PLAYERS WITH YOU
Detlef Schrempf
Advanced
Annie Peters
Advanced
Otto Kohl
Advanced
Vimal Kini
Advanced
Karthik Vedde
Advanced

6 PLAYERS IN HIS SQUADS
Rowan McRyan
Esther Spencer
Heidi Schmit
Edit Morning Madness

PS: You need 2 more players by 10am on May 15
Invite players or loosen the requirements

Describe the Game!

Game Title
Morning Madness

Sport
Basketball  Softball  Tennis  Bowling  Volleyball

Date
05/07/2013

Time
Start at 10:00am  End at 12:00pm

Location
Berkeley Courts
100 Shattuck Avenue, Berkeley, CA
THANK YOU!

http://peaceful-brook-2393.herokuapp.com