Phase 1

Concept for "Azteca UDLAP" Betting App

1. Identify a Real-World Problem

Sports fans at universities, particularly those supporting UDLAP, often lack an engaging, community-driven platform to actively participate in their favorite sports. Most sports apps cater to professional leagues and do not focus on the unique environment and culture of university sports. Furthermore, traditional betting systems can be risky and inaccessible to younger audiences.

2. Define Your Target Users

- Primary Users: Students, alumni, and fans of the UDLAP Aztecas.
- Secondary Users: Fans of university sports across Mexico, including friends and families of athletes.
- Demographics: Aged 18-35, tech-savvy individuals who enjoy sports, competition, and social engagement.

3. Brainstorm App Features

1. Prediction System:
    a. Users predict game outcomes, earning points for accuracy.
2. Leaderboards:
    a. Weekly, monthly, and all-time rankings for individuals and groups.
3. Rewards:
    a. Points redeemable for non-monetary prizes like merchandise, tickets, or event perks.
4. Live Updates:
    a. Real-time scores, stats, and player highlights for UDLAP games.
5. Community Interaction:
    a. Chat rooms, forums, and group competitions for fans.

6. Educational Content:
    a. Promoting responsible gaming and providing sports analytics tools.
7. Customization:
    a. Tailor notifications and news based on favorite teams and players.

4. Document Your Idea

- Problem Statement:

University sports fans lack an interactive, community-focused platform to engage with their favorite teams, make predictions, and connect with other supporters without financial risks.

- Target Audience:

Students, alumni, and sports enthusiasts aged 18-35 who are passionate about university sports and enjoy competitive, social experiences.

- Solution Summary:

Azteca UDLAP is a gamified sports prediction app designed to bring fans closer to their favorite teams, especially the UDLAP Aztecas. It provides a safe, legal, and exciting way to engage with university sports through friendly competition, real-time updates, and meaningful rewards, fostering a vibrant community of supporters.

Problem Statement

University sports fans, especially those supporting UDLAP, lack an interactive and engaging platform tailored to the unique culture of university athletics. Existing apps focus on professional leagues and betting systems, which are often inaccessible or inappropriate for students and younger audiences. This limits opportunities for fans to connect, predict outcomes, and celebrate their passion for university sports in a safe, community-oriented way.

Target Audience

- Primary Users:
- Students and alumni of UDLAP, aged 18-35, who are passionate about university sports.
- Secondary Users:

Fans of Mexican university sports in general, including family members and friends of athletes.

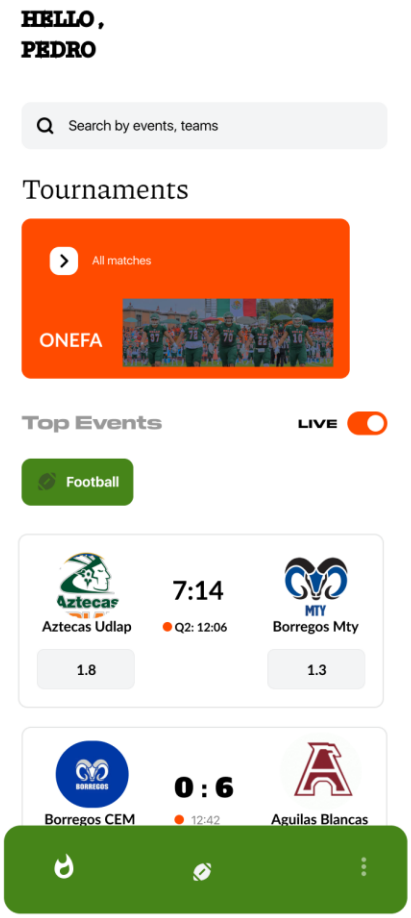
- Key Characteristics:
    - Tech-savvy and active on mobile apps.
    - Interested in sports, competition, and social interaction.
    - Motivated by rewards, recognition, and community engagement.

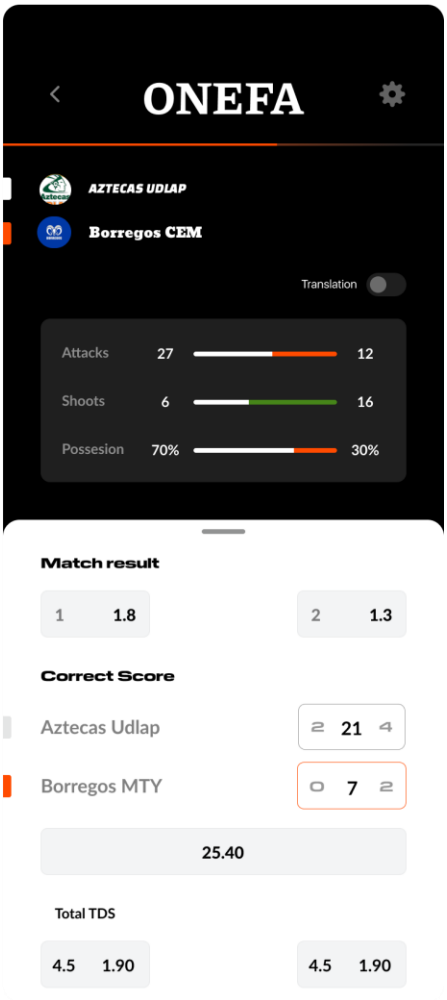
Solution Summary

Azteca UDLAP is a gamified sports prediction app designed to revolutionize the fan experience for university sports. Users can predict match outcomes, earn points, and climb leaderboards, fostering friendly competition and engagement. The app offers real-time game updates, player stats, and community features like chat forums and group challenges.

By removing financial risk and focusing on non-monetary rewards, such as merchandise, tickets, and exclusive perks, Azteca UDLAP promotes responsible gaming while creating a vibrant digital hub for university sports fans.

Phase 2 Prototyping





Phase 3 Document

Technical Document for Azteca UDLAP Betting App

Purpose of the App

The Azteca UDLAP Betting App is designed to revolutionize fan engagement in university sports by creating a gamified, community-driven platform for UDLAP Aztecas supporters. The app allows users to predict game outcomes, participate in leaderboards, and earn points for non-monetary rewards such as merchandise and tickets, while fostering a strong sense of community through interactive features like chat rooms and live updates.

Technologies Used

Frontend:

- Kotlin: For building a native Android app with a responsive and modern user interface tailored for smooth performance.
- Jetpack Compose: For creating a dynamic and intuitive UI directly in Kotlin.
- Figma Assets: Using pre-designed UI components for consistent branding and design language.

Backend:

- Node.js with Express: To manage API endpoints and server-side logic efficiently.
- Socket.IO: For implementing real-time communication in chat rooms, live updates, and group challenges.
- Firebase Functions: For handling event-driven backend processes like user authentication and data updates.

Database:

- Firestore: A scalable NoSQL database for real-time synchronization of leaderboards, predictions, and chat data.

APIs:

- Sports Data API: For fetching live scores, match details, and player statistics.
- Figma API: For seamless integration of design prototypes during development.

Other Tools:

- Gradle: For dependency management and project build automation in Kotlin.
- GitHub: For version control and team collaboration.
- Jest/React Testing Library: For ensuring reliability through testing (applicable for server-side components).

Challenges Anticipated

1. Real-Time Communication:

- Ensuring low-latency updates for live scores, leaderboards, and chat features using Socket.IO and Firebase.
- Handling potential concurrency issues during high traffic.

2. User Engagement:

- Maintaining interest with features like rewards and competitive leaderboards, especially during the off-season.

3. Performance and Scalability:

- Managing server load during peak game times.
- Optimizing app performance on mid-range Android devices.

4. Compliance:

- Ensuring non-monetary prediction systems adhere to local gaming regulations and ethical standards.

5. UI/UX Integration:

- Translating detailed Figma prototypes into an interactive and functional native interface using Jetpack Compose.
- Balancing design quality with app responsiveness.

6. Community Management:

- Moderating content in chat and forums to foster a positive and inclusive user experience.

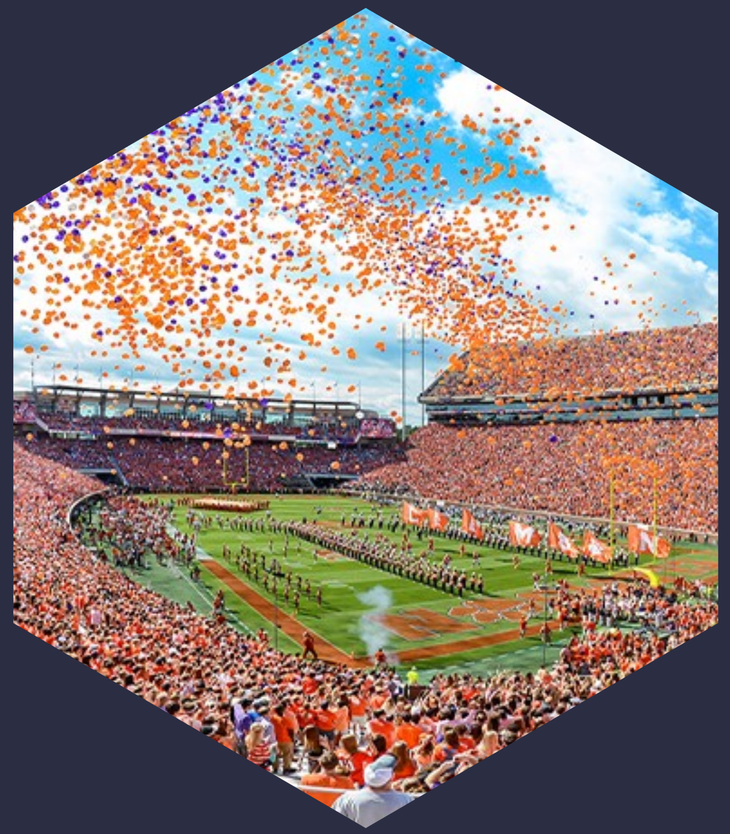
Annex:
https://www.figma.com/design/xS2Mjr3SJBwPoKRv2GxhXV/Betting-Mobile-app-(Community)?node-id=4-7741&m=dev&t=xGuDBo8muLwWx0Pn-1

https://www.canva.com/design/DAGcfVSG_lg/qqi7DMVOokpIzDc2R1TRJA/edit?utm_content=DAGcfVSG_lg&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

BETS UDLAP

LACK OF ENGAGEMENT FOR UNIVERSITY SPORTS FANS

- UDLAP sports fans lack a platform to actively participate and engage with their teams.
- Current apps focus on professional leagues or monetary betting, which aren’t ideal for university culture or students.
- There's a need for a safe, community-driven, and engaging app for university sports.



ENGAGE, PREDICT, REWARD

- User Profile Creation: Users log in, customize their profiles, and select favorite teams to personalize their experience.
- Game Predictions: Users predict game outcomes and earn points for accurate guesses.
- Points are tracked in a real-time leaderboard.

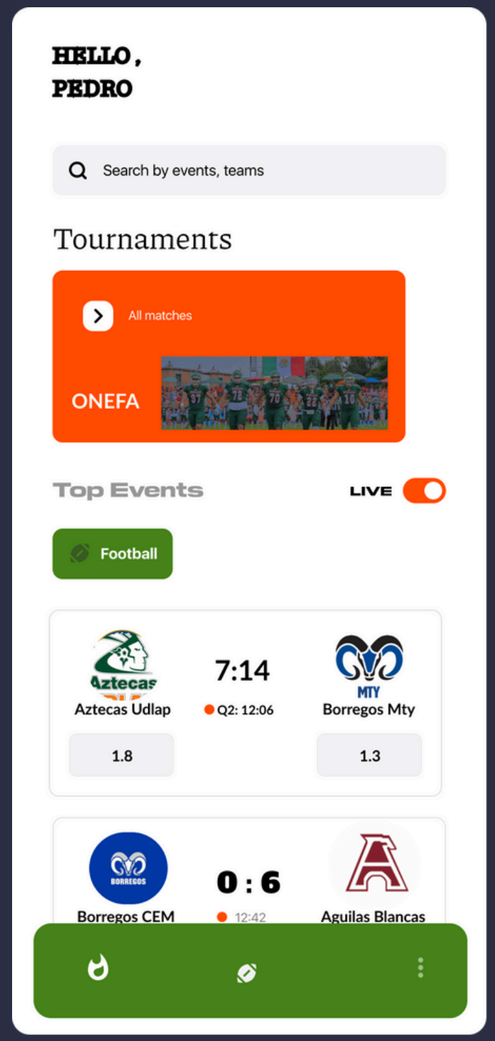
- Community Interaction: Live Chat Rooms: Users discuss games in real-time using Socket.IO for low-latency messaging.
- Forums enable longer discussions about sports and team strategies.
- Live Game Updates: Scores, stats, and highlights are fetched in real time using Sports Data API and displayed seamlessly.
- Rewards System: Earned points can be redeemed for merchandise, tickets, and event perks

HOW THE APP WORKS

- Frontend: Developed using Kotlin with Jetpack Compose for dynamic and modern UI interactions.
- Backend: Node.js with Express: Handles API endpoints, user requests, and server-side logic.
- Socket.IO: Manages real-time updates for chat, leaderboards, and game predictions.
- Database:Firestore (NoSQL): Synchronizes user data, leaderboard updates, and chat logs in real time.

- APIs: Sports Data API: Supplies live scores, player stats, and match details.
- Figma API: Supports iterative development by integrating design prototypes.
- Real-Time Features: Leaderboards are updated instantaneously using Firebase Functions to process prediction results.
- Socket.IO ensures live interactions in community chat and updates during games.
- Scalability: Firestore’s auto-scaling and efficient indexing ensure smooth performance during peak times.

PROTOTYPE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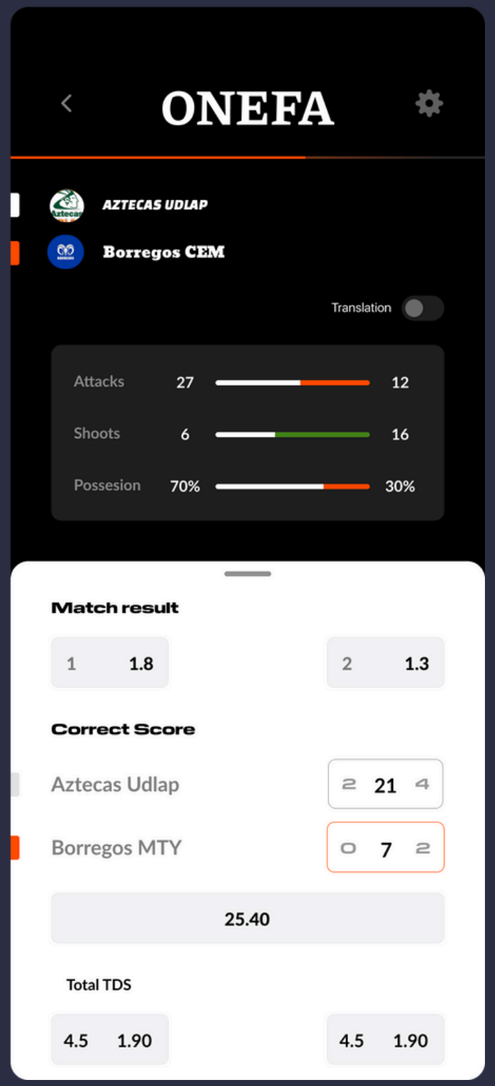
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4.5 1.90

THANK YOU

Presented by ***Aaron Loeb***