



INFINITY

The Infinity Platform

**The mobile application that gives runners a clear
path to the finishing line.**

Developed by



DIGITAL SPORTS EXPERIENCE



@sidelineapps

Introduction

Sideline Digital Sports Experience Limited...

We at Sideline provide mobile applications to enhance second-screen engagement at major sporting events and the advancement of logistics for athletes.

Within these pages, we outline and describe the user journey of the platform we offer to support digital transformation projects in sports. With running events happening each year, we describe the journey a runner takes when engaging with a running event and how infinity app can support their involvement.

Please consider this service document as a reference for the future, should it not be appropriate for the present.

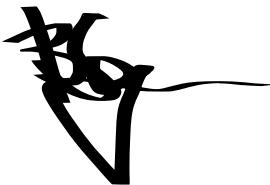
Should you wish to get in touch to discuss the deeper user paths outlined within this document, then please don't hesitate to contact us.

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Kindest regards,



Ben Segni, Director at Sideline Digital Sports Experience

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Meet Carrie-Anne

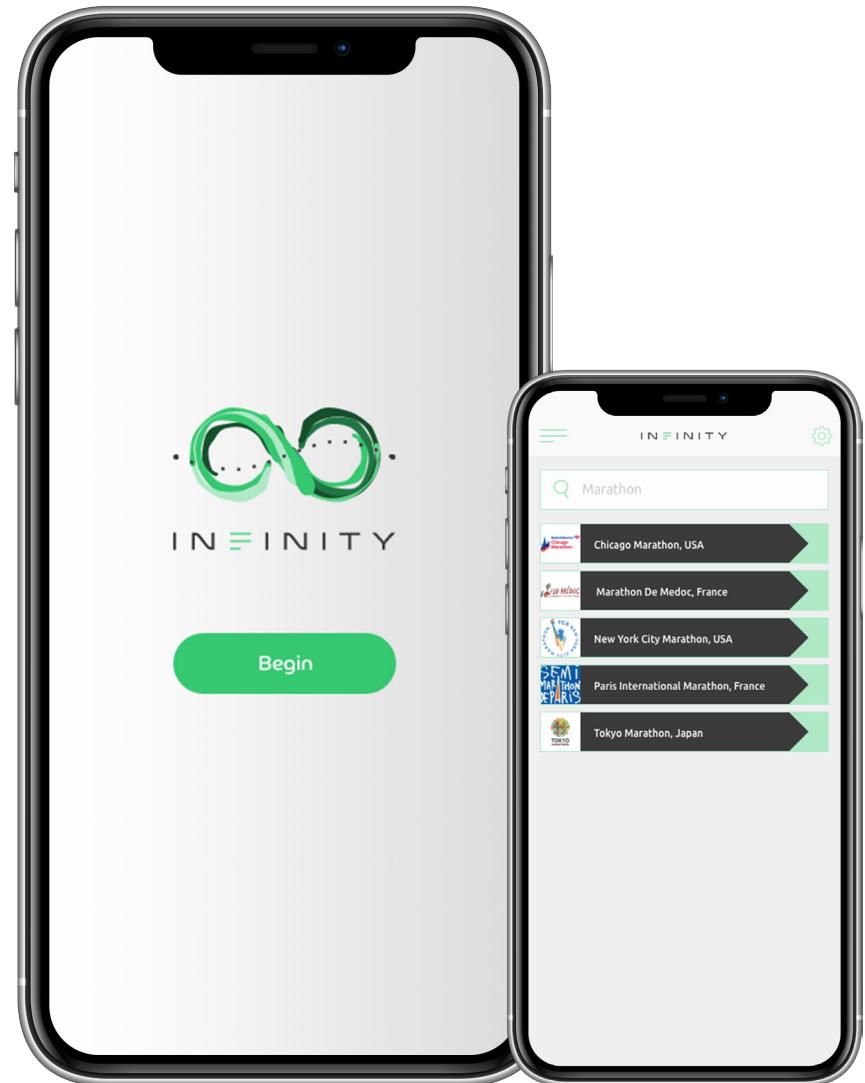
A typical end user profile...

Carrie-Anne is an avid runner. Travelling all over the world, Carrie-Anne takes part in Cross-Country, Half and Full Marathons. Always looking to immerse herself in her passion for self-progression and competition.

Working in London, her time is shared between her busy career pursuits and running.

Carrie-Anne is a fluent user of smart phones and enjoys using this technology to support her running by monitoring performance and tracking her runs everytime one has been completed.

Carrie-Anne has recently downloaded the infinity app, as a range of runs she regularly takes part in, are now configured to the platform.



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Starting her Journey

Getting started with infinity app...

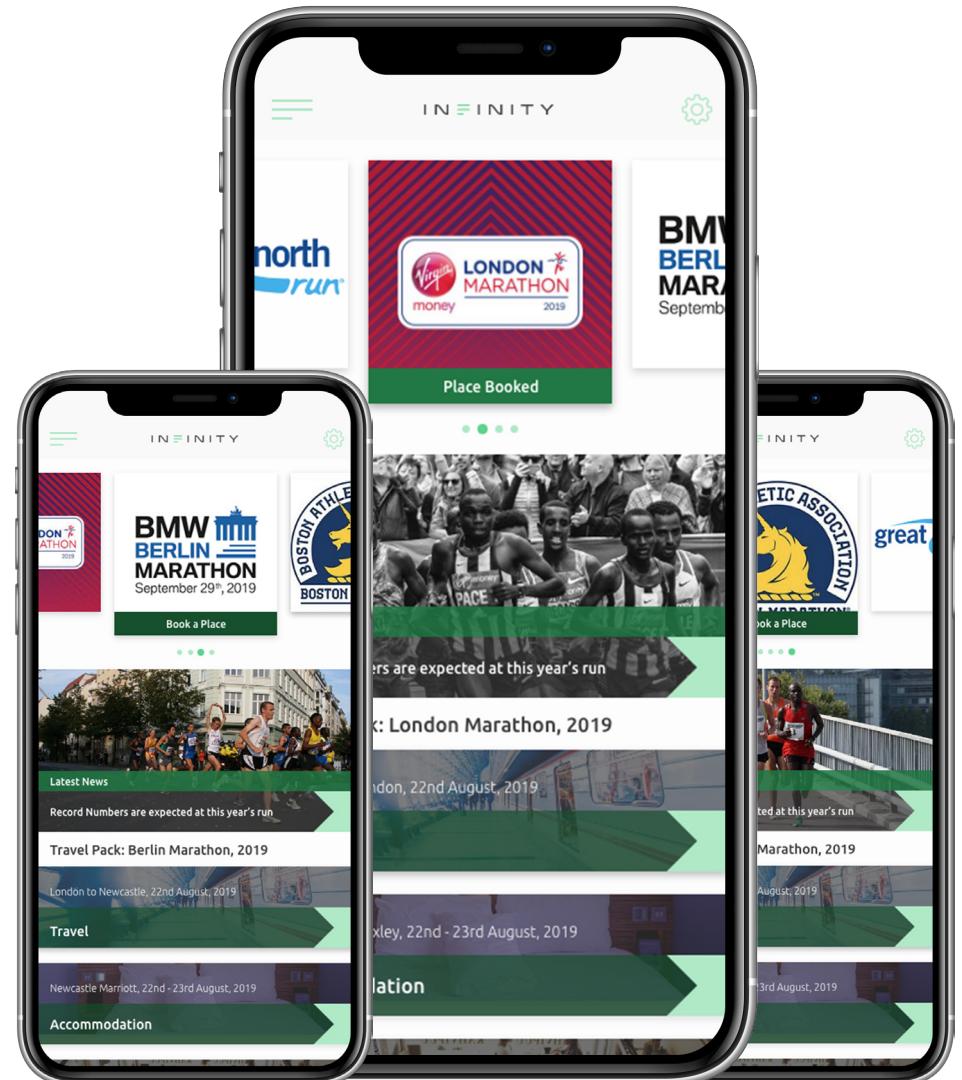
Once inside the app, Carrie-Anne can access the app landing page.

With easy drag navigation, the list of events is quickly revealed with key sections for organising her requirements for each.

A runner can access the registration form, once prompted to register with the app. This is done by tapping the event logo icon. This is then logged with the runner's account once their place has been booked.

Sections below the logo icon link to top travel offers, accommodation, hospitality, and equipment. These areas are key to the athlete being able to involve themselves with the event and with quick navigation, these features of a trip can be arranged quickly and easily.

With a tap of the finger, once registered to the running event, Carrie-Anne can organise everything all in one place.





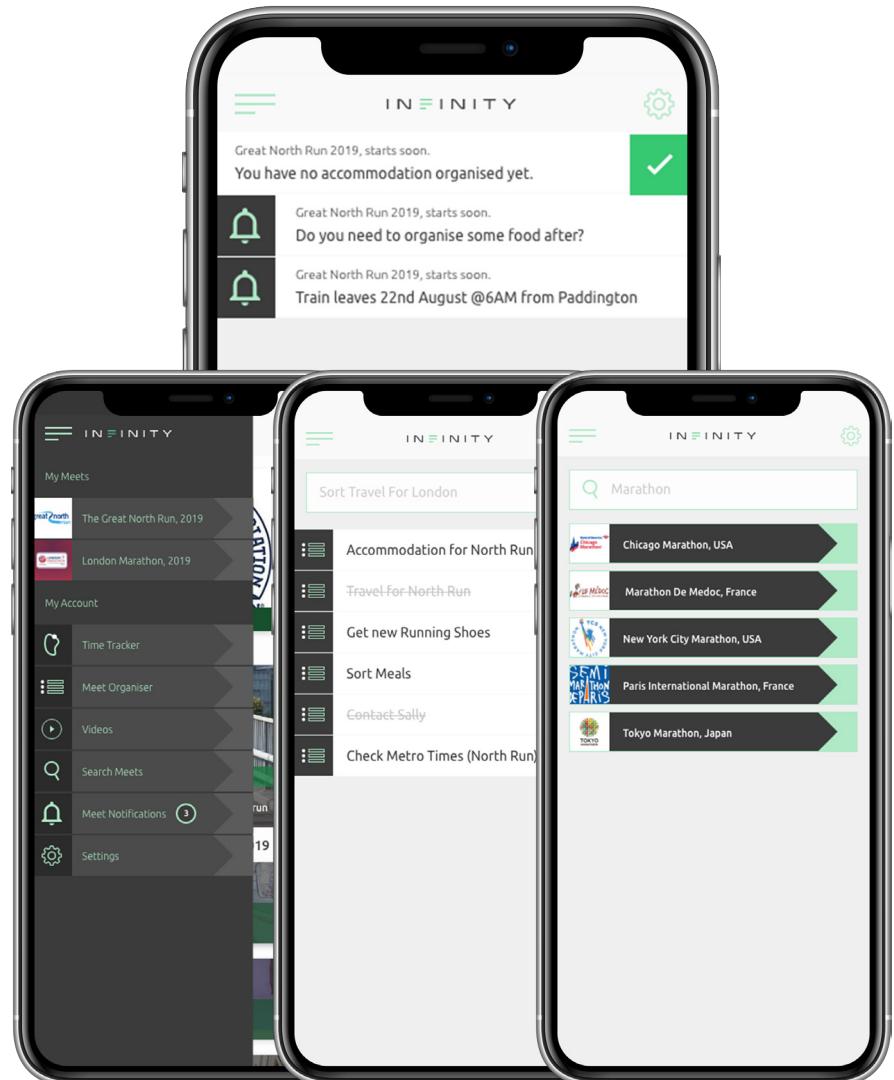
Keeping on top of things

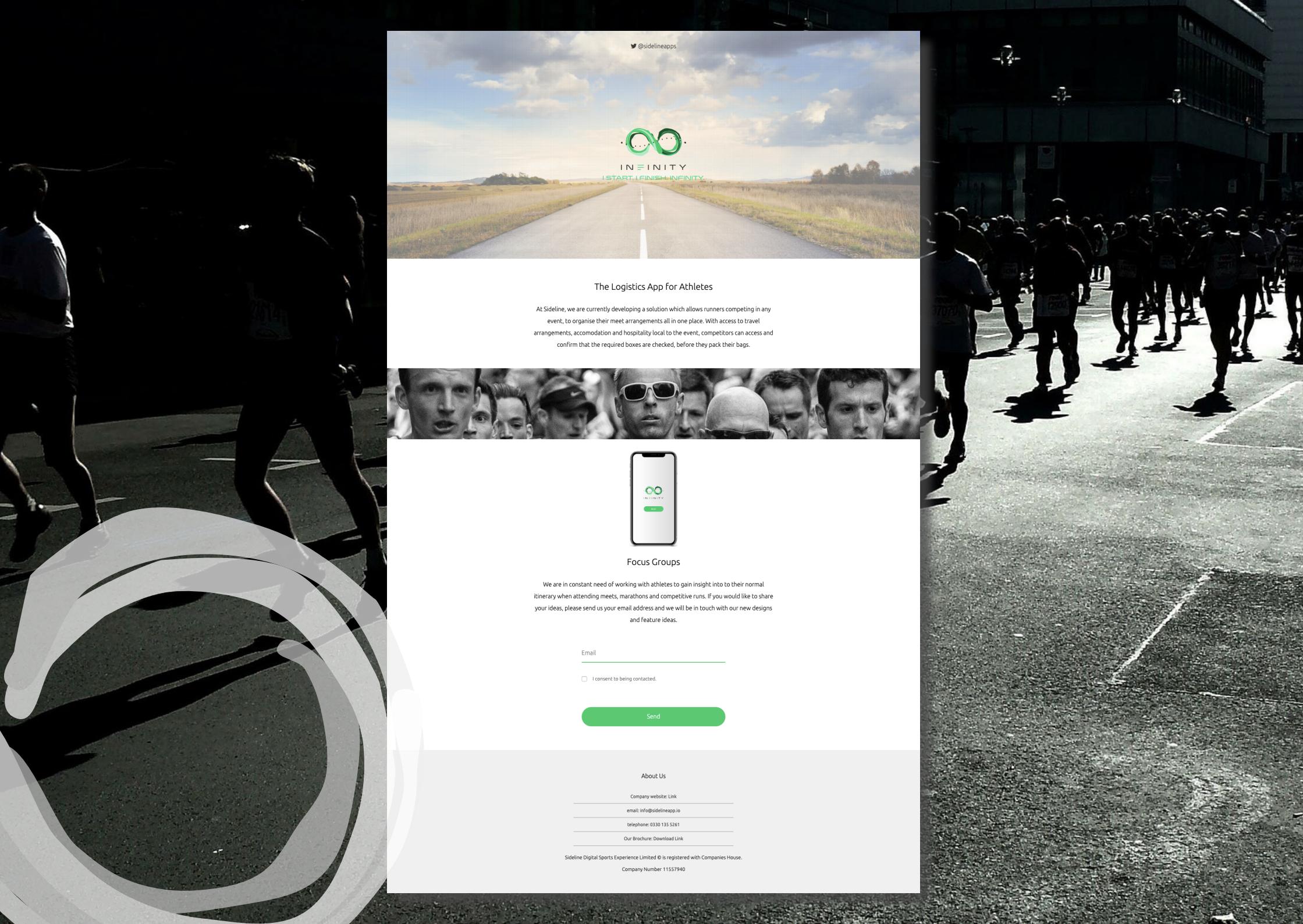
Always keep the athlete aware of what needs to be done.

Carrie-Anne once registered to an event will need to keep on top of the many things that need organising before the event starts.

An extension of the travel, accommodation, and hospitality feeds, Carrie-Anne can ensure that her itinerary can be created via to-do lists, the application will notify her when important dates are approaching, or aspects of the trip have not been confirmed . When at the event, Carrie-Anne can time her run with the app to monitor progress.

Should Carrie-Anne wish to find out what other events are taking place, the search feature will display all relevant runs that are to her liking.





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INFINITY
I START. I FINISH. INFINITY.

The Logistics App for Athletes

At Sideline, we are currently developing a solution which allows runners competing in any event, to organise their meet arrangements all in one place. With access to travel arrangements, accommodation and hospitality local to the event, competitors can access and confirm that the required boxes are checked, before they pack their bags.



Focus Groups

We are in constant need of working with athletes to gain insight into to their normal itinerary when attending meets, marathons and competitive runs. If you would like to share your ideas, please send us your email address and we will be in touch with our new designs and feature ideas.

Email

I consent to being contacted.

Send

About Us

Company website: [Link](#)

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Our Brochure: [Download Link](#)

Sideline Digital Sports Experience Limited © is registered with Companies House.

Company Number 11557940

Focus Groups and Contact

A user-centric approach...

Our team is always aiming to deliver a product that has the user centre to its development.

We are always welcoming new members to the focus groups we create, allowing their feedback to inform our design decisions.

Should you wish to take part, please visit **infinity.sidelineapp.io** and subscribe via the website.

Should you wish to get in touch to discuss how your event could be managed by infinity, please don't hesitate to contact via the following:

Telephone: 0330 135 5261

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