Collegiate Esports Platform

https://github.com/deltarod/CS386-Group-20

Members:	**Course:**
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D.1 Inception

1. Introduction

The project that we are creating is a Collegiate e-sports (Electronic Sports) finder that allows incoming and current students to create a profile that links their accounts from their favorite e-sports games onto the website. The website provides a search that enables players to look up their schools and connect to the game of their choice and communicate with other players that play the selected game from the same school. The websites purpose is to solve the problem that esports players as well as casual players can connect with their classmates that they had no idea played their game. It solves the disconnect that many players have when going to a new school. Also, it establishes a way for players to create a player profile to represent their skill sets to allow colleges to scout and offer places on teams.

2. Initial value proposition and consumer segments

Initial Value:

a. Allows college and high school students to share a common interest in a game
b. Allows the same students to form teams and play games together with the school as the common factor
c. Allows colleges to search through players and gather the best, offering them scholarships or other resources.
d. A unique resource for colleges to gather talented students and offer them rewards for their in game accomplishments

Consumer segment:

    a. Consumers are most likely going to be college students or incoming college students

    b. Interested in esports or gaming in general.

3. Interviews Summary

Interviewer: Blake Lawton

- **Who**
  Shay Schuyler
- **When**
  2/9/2018
- **Consumer segment**
  Sex: Male
  Age: 20
  Interests: Video games, Guitar, Music
  Knows about the esports scene but not too much about the collegiate scene.
  Attends Mira Costa community college in California.
- **Key insights**
  The consumer seemed very interested in the idea. Likes the idea of the profile building and group finding for a competitive team. Although the consumer would need the website to be populated in order for him to be an avid user.
- **We thought**
  I didn't think the consumer would be interested in the competitive aspect of the website rather than the casual level.
- **We learnt**
  Consumer showed more interest in the group finding for the competitive. Need to make sure that the site is going to be populated so advertisement may be a main concentration
  in the future.
- **Representative quotes**
  "It needs to be the main platform of communication for the esports collegiate scene or I don't see it working"

- **Hypothesis validated**
  My original hypothesis was that the consumer would be more interested in the casual side of the site but seemed a lot more excited about the competitive side.
- **Assessment**
  The consumer reported that the software would be nice to have. It was good to hear that he would definitely use it if he were looking to join a collegiate team.

Interviewer: Blake Lawton

- **Who**
  James Goss
- **When**
  2/9/2018
- **Consumer segment**
  Sex: Male
  Age: 19
  Interests: Video games, Cars, Snowboarding
  Knows a decent amount about esports but has a minor understanding of the Collegiate scene
  Soon to be attending mira costa college in the fall of 2018.
- **Key insights**
  The consumer likes the idea but did does not see himself using it. Doesn't seem too interested in finding a group or the competitive aspect of the game.
- **We thought**
  The website would bring more interest to all gamers in college as the tool is easily accessible and free.
- **We learnt**
  Not all college student gamers would be interested in the product. Might need to find some other type of consumer that would be interested in this idea. Could build a more manager side to the website to allow managers and coaches to build profiles too.
- **Representative quotes**
  "Bringing in as many of the esports games as you can into the profile system would be the best for creating the biggest volume of people."
- **Hypothesis validated**
  My hypothesis was not validated as i thought the consumer would be more interested in

using the product.
- **Assessment**
The consumer liked the idea but was not interested in ever actually using the product.

Interviewer: Tristan Miller

- **Interviewee:**
Ryan Fenske
- **When**
2/9/2018
- **Consumer segment**
Sex: Male
Age: 20
Interests: History, Video games, Weather
Esports player, Esports Club Member at NAU
- **Key insights**
Would bring a school together via the games that they play, while still providing the anonymity of a username
- **We thought**
Enjoyed the idea of allowing for a centralized location
- **We learnt**
Not all games are competitive in nature, and that some games could require a different layout to cater to a more casual audience. Add events to allow clubs to organize events or meetings, have a club layout
- **Representative quotes**
"Meet fellow classmates without divulging information about yourself"
- **Hypotheses validated**
Ideas were inline with the hypothesis, however it could use some expansion to deal with different types of games, or for clubs
- **Assessment**
Useful and helpful for getting people together

Interviewer: Tristan Miller

- **Interviewee:**
  Darian
- **When**
  2/9/2018
- **Consumer segment**
  Sex: Male
  Age: 21
  Interests: writing music, Video Games, Cliff Jumping
  On an esports team, wants to expand to other games but can't find the players for those games
  Member of NAU esports club
  Spends around 4 hours a day playing video games
- **Key insights**
  There are already services for linking together players and games, although there is not such a platform towards collegiate teams
- **We thought**
  The idea of linking players together is been done already, a twist on it could be good or bad, depending on the use
- **We learned**
  Different people prefer different games, some enjoy competition, while others to play in a casual environment
- **Representative quotes**
  "A central place to find people would be extremely helpful, and link together people that are possibly playing obscure games"
- **Hypotheses validated**
  Views were inline with the product, however it would be a bit of a niche market only pointed at college students
- **Assessment**
  In the middle of nice and a must have, since it is possible to play with people that are not from the same school as you.

Interviewer: Ruben Rincon

- **Who:**
  Marin M.
- **When:**
  2/9/2018
- **Consumer segment**
  Sex: Female
  Age: 17
  Interests: Video games, drawing, social media
  Member of high school's local League of Legends team
- **Key insights**
  Consumer sees e-sports as more of a hobby than a serious investment; does not consider herself at a level to compete in pro-level esports.
- **We thought**
  Assumed the consumer would have a larger interest in e-sports due to already participating in a local team.
- **We learnt**
  The consumer would rather focus on a career path that is more tried-and-true than competitive e-sports. She would consider joining a collegiate team but only if her preferred college happens to have a casual team.
- **Representative quotes**
  "It sounds cool but I don't think I'm good enough to play at a serious level, and I'm not really going to focus a lot on it during college."
- **Hypothesis validated**
  Hypothesis was validated: Unfortunately, e-sports is still an emerging area that the consumer didn't consider stable or real enough to pursue as a main interest in college.
- **Assessment**
  Nice to have. Either through change in public perception or support from bigger organizations, we will need to find a way to make people think that pursuing e-sports is a valid career to the point where our product will gladly be used to help achieve that goal.

Interviewer: Ruben Rincon

- **Who:**
  Zach W.
- **When:**
  2/9/2018
- **Consumer segment**
  Sex: Male
  Age: 24
  Interests: Video games, mathematics, programming
  Plays Counter-strike and League of Legends somewhat competitively.
- **Key insights**
  Consumer would have participated in e-sports and actively searched them out had they been aware there was a serious interest in it.
- **We thought**
  Thought the consumer would consider looking into esports (and subsequently our product) due to already playing two games competitively that already have established e-sports scenes.
- **We learned**
  The consumer feels like they would no longer fit into an e-sports team as they already graduated college and don't think e-sports have a role past college environments.
- **Representative quotes**
  "Honestly I would have joined an e-sports team in college, but they looked more like a hobby club instead of something serious. Now I have to work and can't really dedicate a lot of time to e-sports."
- **Hypothesis validated**
  Hypothesis was validated: There is a larger interest in e-sports for college freshman or younger because getting into e-sports at that time is worth considering. Unfortunately our consumer had little interest in participating in e-sports after graduating college
- **Assessment**
  Nice to have. We should strongly consider advertising our product to high school seniors or college freshman since they'll be more inclined to be involved in it and possibly our product.

Interviewer: Jennie Ryckman

- **Who:**
  Ian T.
- **When:**
  2/9/2018
- **Consumer segment**
  Sex: Male
  Age: 20
  Interests: Video games, music, marketing
  Plays Overwatch and web browser games
- **Key insights**
  The consumer would consider using an e-sports app if there was a bigger scene for it nationwide.
- **We thought**
  Thought the consumer might have had an interest in an e-sports app/product if it involved a game that they played.
- **We learnt**
  The consumer mostly considers e-sports to be a big video game club instead of a professional sport.
- **Representative quotes**
  "I would join a pro Overwatch team for fun, but I wouldn't spend a lot of time looking for apps that would help me look for competitive e-sports teams or scholarships."
- **Hypothesis validated**
  Not Validated: There is interest in banding with other players to play similar games together, but "for fun" instead of at an e-sports level. There are already programs/apps that can help with this.
- **Assessment**
  Our product could include features to help people in areas get together and play games, but we shouldn't make it our focus since our main goal is to make a product that helps people who are interested in e-sports.

Interviewer: Jennie Ryckman

- **Who:**
  Mihye M.
- **When:**
  2/9/2018
- **Consumer segment**
  Sex: Female
  Age: 22
  Interests: Video games, painting, restaurant management
  Plays Pokemon and Hearthstone
  Played in some Pokemon tournaments
- **Key insights**
  Consumer enjoys competing in Pokemon tournaments, but never considered the thought of an e-sports team for that. Did not like the idea as she considered it more of a hobby.
- **We thought**
  Thought the consumer would appreciate a product that helps with an e-sports-like activity that they are already doing on their own.
- **We learnt**
  Since the consumer was already experienced in the competitive scene on their own, she did not find a need for a product that would find local competitive teams or tournaments.
- **Representative quotes**
  "Sounds nice, but you don't need teams for competitive Pokemon and I'm not interested in other e-sports. I already know how to find my own tournaments to play in."
- **Hypothesis validated**
  Validated: Even though there are a lot of games involved in e-sports, there are some games that just won't need a product to help find resources related to it.
- **Assessment**
  In our product we will have to make sure to not include every e-sports game possible unless we're sure it's large scale enough that a product to help scout talent or competitive teams would be useful to anyone interested.

4. Final value proposition and consumer segments

Final Value Proposition:
   a. Add a way for clubs and groups to create events at schools, and to host these events in a way that people know when they are.
   b. Allow for clubs/teams to set up a page, to recruit members, or to give back to the community by forming a bond between players and games
   c. Include resources that make users believe e-sports has a popular, competitive, and maybe even profitable future.
   d. For niche e-sports, listen to feedback for features that would make our product useful for those players.

Consumer segment:

   a. Not all gamers in college are going to be interested in the product so we may need to change how we view the consumer and extend out to managers and coaches that would be able to create profiles and join teams as the players would too.
   b. With there being different competitive skill levels, there should be a way to differentiate and maybe display a users skill level, allowing those to pick people around their same rank
   c. There should be a way for users to seek out and apply to highly competitive teams in their area.
   d. We should add features that might appeal to e-sports with smaller teams so they'll have a reason to use our product, but we shouldn't invest a lot of time into them.

5. Group Participation

    e. Tristan Miller - wrote initial value propositions, 2 interviews, and part of final value (25%)
    f. Blake Lawton - 2 Interviews, intro summary, & part of the Final Value ProP(25%)
    g. Ruben Rincon - 2 interviews, part of final value proposition (25%)
    h. Jennie Ryckman - 2 interviews and part of the final value proposition (25%)