

JACOB, DOMONIC & KEVIN

SPORTSMATCHER

BACKGROUND RESEARCH

- ▶ Sports in the UK: During the year up to April 2016, 15.8 million people aged 16 years and over in England played sport at least once a week - that's an increase of 1.75 million since 2005/06. Credit to <https://www.sportengland.org/research/who-plays-sport/by-sport/>.



BACKGROUND RESEARCH

- ▶ **Swimming is England's most popular sport**, followed by athletics, cycling and football. Swimming, athletics, cycling, and football are amongst the most popular sports in the period between April 2015 and March 2016: **Over 2.5 million people were swimming once a week in 2015/16**, making it the top sport by a significant margin.
credit to <https://www.sportengland.org/research/who-plays-sport/by-sport/>.

BACKGROUND RESEARCH

- ▶ The number of people taking part in **athletics** weekly has risen from 1.3 million in 2005-06 to almost **2.4 million** today. The number of weekly **cyclists** is **2 million**, while **football** is part of the weekly routine for over **1.9 million** people. Other sports becoming more popular since 2005/6- though from a lower base - include netball and table tennis. credit to <https://www.sportengland.org/research/who-plays-sport/by-sport/>.

BACKGROUND RESEARCH

Top five sports

Number of adults taking part at least once a week by sport



Source: Active People Survey 10Q2 (Sport England, April 2015–March 2016)

BACKGROUND RESEARCH

- ▶ Target audience: After looking at research into the market we decided to make our target audience 16-25, aiming ideally at your average university student this is because this age group is most likely to use applications relating to the topic . seeing as 15.8million people do sports once a week this is quite a considerably large market.
- ▶ To image a person in our target audience would be an average girl or boy or any young people, who needs to find a either a location to play sports within a radius of their current location or to find a game to play or a partner to train with or a session to join within categories, for example with football there would been an option to show pitches to play on within the local area (an idea could be that users could document pitches to the database.) As we as this there would be an option to play either 3 aside m/f 5 aside m/f 11 aside or just a kick about.

BACKGROUND RESEARCH

The screenshot shows the homepage of Sportpartner. At the top, there's a dark header with the 'Sportpartner' logo on the left and a 'Login' button on the right. Below the header, a large white text area says 'Find a new sport partner near you!' with a white arrow pointing to the right. The main visual is a map of the UK where various sports icons (soccer, tennis, basketball, etc.) are marked with location pins. To the right of the map is a white call-to-action box with the text 'Sign up for free and meet your SportPartner matches'. Below this are three green checkmark bullet points: 'Already more than 100,000 members', 'New sport partners join every day', and 'Best UK sports dating site since 2002'. At the bottom of this box is a large green button with the text 'FIND YOUR MATCH'. Below the main content is a smaller section with the text 'Already a member? Log in here'.

Play

VENUES ACTIVITIES PLAYER FINDER BLOG

Search by venue name, sport etc. With online booking select location

Douglas Eyre Sports Centre
Copperton Lane Walthamstow North London E17 7HE
Douglas Eyre Sports Centre is the London Playing Fields Foundation's largest ground. It provides Football (11 a side), Football (5 a side) and Cricket.

Fairlop Oak Playing Field
Forest Road Hainault Ilford Essex IG8 3HU
Fairlop Oak Playing Field is one of the London Playing Fields Foundation's oldest grounds. It provides Football (11 a side), Football (5 a side) and Cricket.

London Marathon Playing Field Redbridge
Forest Road Hainault Ilford Essex IG8 3HU
As a result of a grant from the London Marathon Charitable Trust LMPF Redbridge (which is adjacent to the London Marathon Playing Field) has been developed into a modern multi-purpose sports facility.

London Marathon Playing Field Greenford
Birkbeck Avenue Greenford Middlesex UB6 8LS
The London Marathon Playing Field Greenford is a modern multi-purpose sports facility. A long lease was acquired in 2007 from the City Parochial Foundation, that provides Football (11 a side), Football (5 a side), Rugby and Cricket.

London Marathon Playing Field Greenwich
London, United Kingdom GO

WHAT GETS YOU MOVING?
Explore sessions from London's sports clubs and activity organisers

BACKGROUND RESEARCH

- ▶ After researching the market to find competitors i found that there is similar ideas out there, it seems the majority are based around dating and the ones that are just about sports are scarce. it seems there is a need for a new website and app aimed at 16-25 year olds. in my opinion everything seems outdated and could be marketed a lot better and the website could be made more easily accessible. although i feel the dating sports websites do seem current and are clearly getting popular, with sports partner having over 100,000 members. This shows there is a interest from the public for this type of idea.

BACKGROUND RESEARCH

- ▶ There are a few other services similar to this one such as “Find a Player” and “Sporty” (we could implement league tables and have tournaments weekly and monthly consisting of teams the users assemble to set us apart).
- ▶ The service itself is similar however to other sports apps in the way people find each other.
- ▶ Target audience are millennials who have busy lives but want to be able to compete with people in a chosen sport (the kinds of people that seem to be using these apps).

BACKGROUND RESEARCH

- ▶ Other apps of this kind present themselves as a casual way of getting people to play together (Sporty), we can present ourselves as a more intense and serious alternative to this.
- ▶ According to the Active People Survey, swimming is the sport with the most participation (although you don't need anyone to do it with), but after that comes football which is later followed by badminton and tennis (which do need people).
- ▶ Football is a weekly routine for 1.8 million people,

BACKGROUND RESEARCH

- ▶ 15.8 million adults play sport once a week which is up 1.75 million since 2005/2006, however 57% of adults still don't play sports in England.
- ▶ The age of participation for sports played at least once a week is 55.8% for 16-25 year olds, and 32.4% for 26+.
- ▶ There are 5.5 million people who volunteer in sports regularly.

OUR SERVICE IN ONE SENTENCE

- ▶ “Find people who love the sports you do”.



AN EXAMPLE PERSON OF OUR TARGET AUDIENCE

SPORTSMATCHER



October 13, 2016
FOOTBALL



October 13, 2016
RUGBY



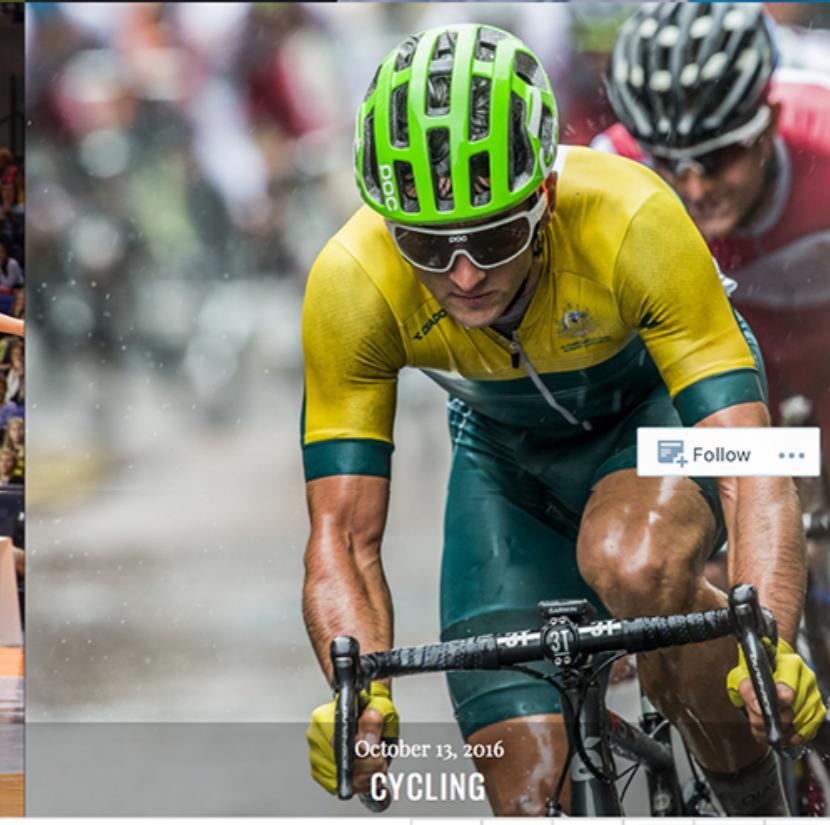
October 13, 2016
TENNIS



October 13, 2016
CRICKET



October 13, 2016
NETBALL / BASKETBALL



October 13, 2016
CYCLING

AN EXAMPLE PERSON OF OUR TARGET AUDIENCE

- ▶ Callum.
- ▶ 18 years old.
- ▶ Half Spanish half Australian.
- ▶ Goes to uni.
- ▶ He's tired of making reviews of Toy Story toys for YouTube so he decides to do sports.
- ▶ He goes to Sportsmatcher and his life changes.

AN EXAMPLE PERSON OF OUR TARGET AUDIENCE

SPORTSMATCHER



[SIGN UP!](#) [SIGN IN!](#)

Menu



FOOTBALL



RUGBY



TENNIS



CRICKET



NETBALL/BASKETBALL



CYCLING



BADMINTON



ICE HOCKEY

AN EXAMPLE PERSON OF OUR TARGET AUDIENCE

SPORTSMATCHER



[SIGN UP!](#) [SIGN IN!](#)

Menu

YOU HAVE TO SIGN UP TO SEE THE GAMES NEARBY YOU!

You can sign up using:



Or manually:

E-mail:

Password:

Repeat password:

You can sign in using:



Or manually:

E-mail:

Password:

AN EXAMPLE PERSON OF OUR TARGET AUDIENCE

SPORTSMATCHER



[SIGN UP!](#) [SIGN IN!](#)

Menu

YOU HAVE TO SIGN UP TO SEE THE GAMES NEARBY YOU!

You can sign up using:



Or manually:

E-mail:

Password:

Repeat password:

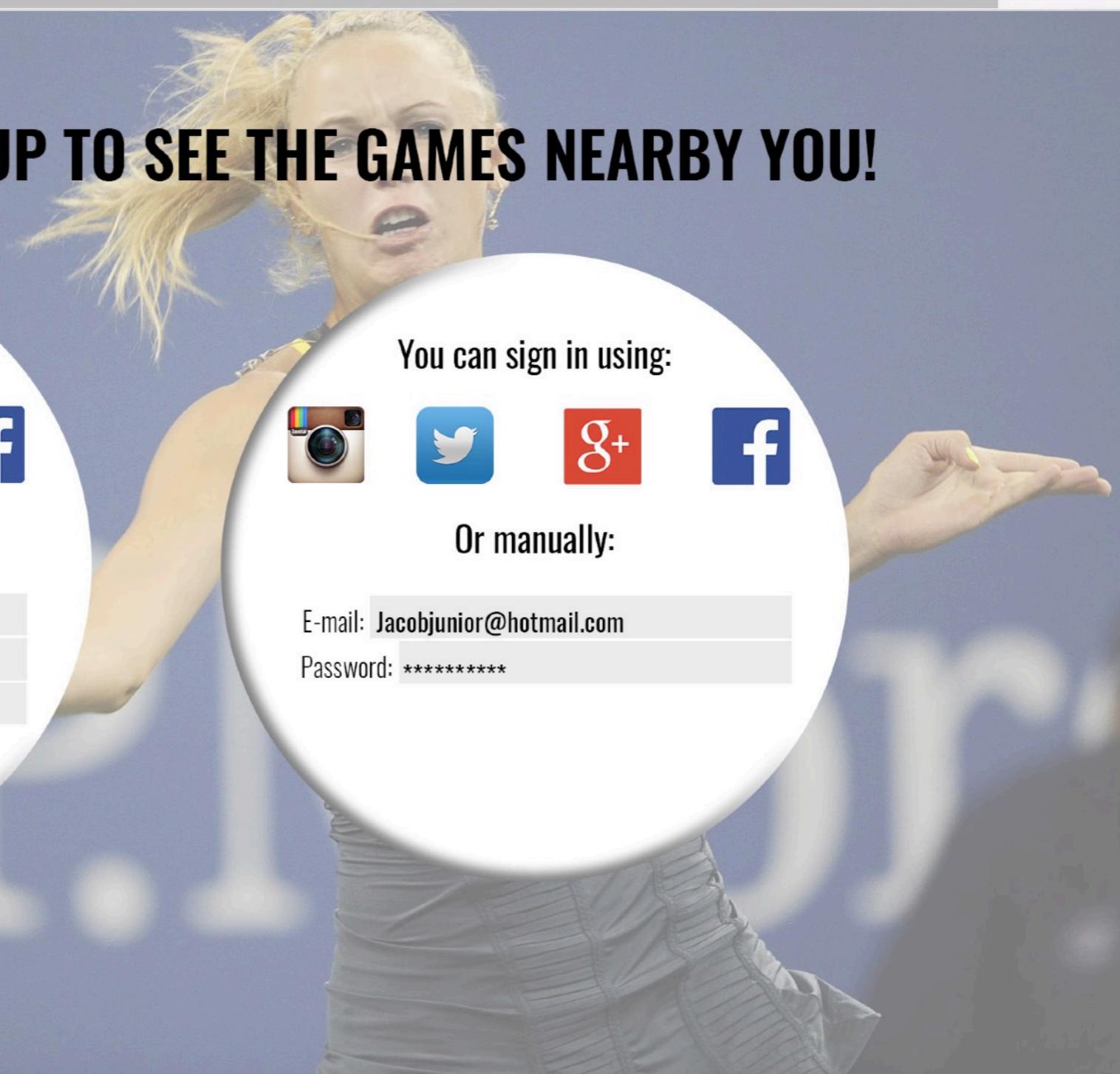
You can sign in using:



Or manually:

E-mail:

Password:



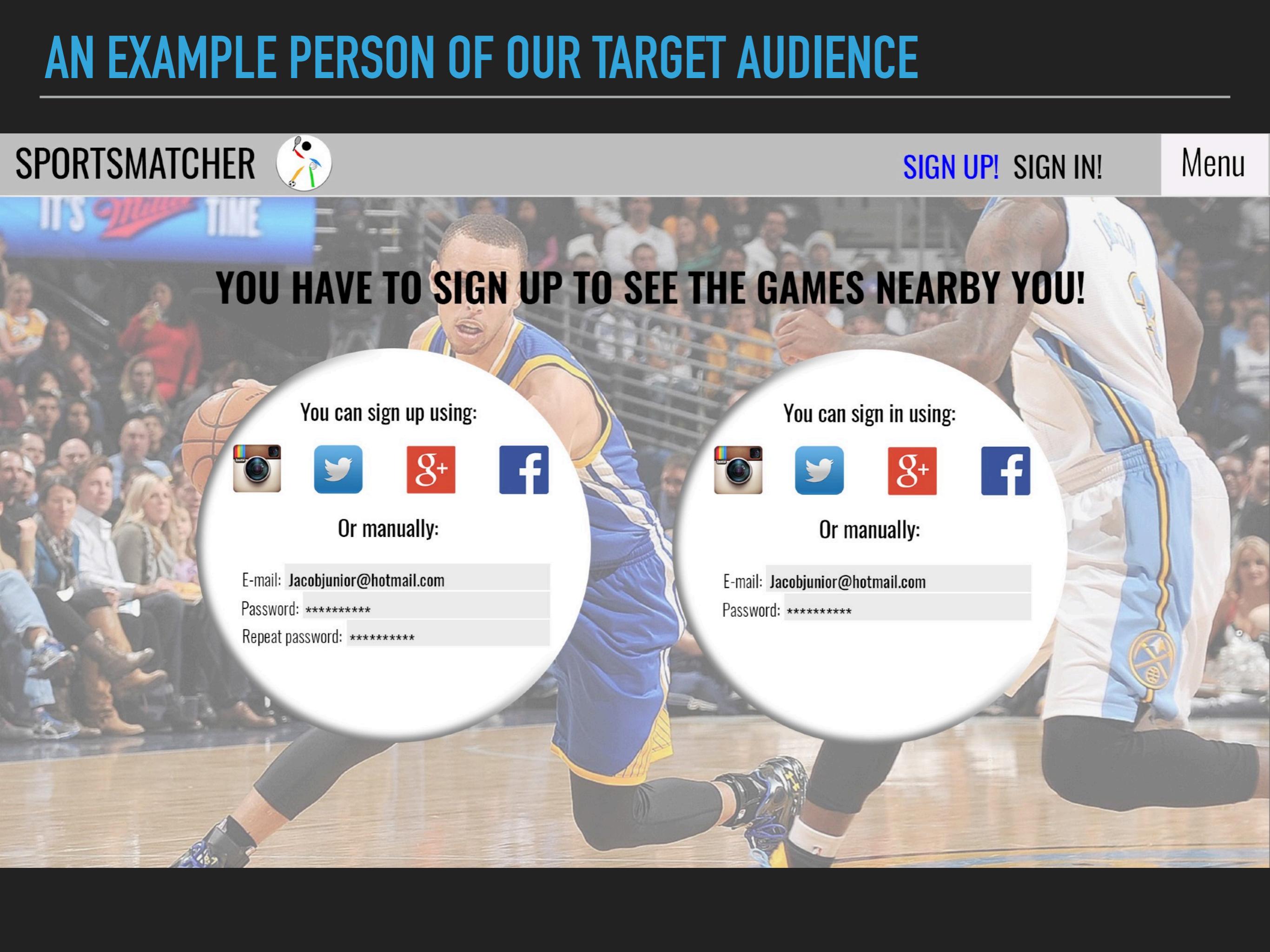
AN EXAMPLE PERSON OF OUR TARGET AUDIENCE

SPORTSMATCHER



[SIGN UP!](#) [SIGN IN!](#)

Menu



IT'S **GAME TIME**

YOU HAVE TO SIGN UP TO SEE THE GAMES NEARBY YOU!

You can sign up using:



Or manually:

E-mail:

Password:

Repeat password:

You can sign in using:



Or manually:

E-mail:

Password:

AN EXAMPLE PERSON OF OUR TARGET AUDIENCE

SPORTSMATCHER



Hi, Callum



Menu

- FOOTBALL MATCH 11VS11 AT GREENWICH PARK! 12:00PM Posted yesterday.
- FUTSAL MATCH 6VS6 AT CANNING TOWN! 1:00PM Posted two days ago.
- FOOTBALL MATCH 11VS11 AT GREENWICH PARK! 2:00PM Posted three days ago.
- FUTSAL MATCH 6VS6 AT CANNING TOWN! 1:00PM Posted four days ago.
- FOOTBALL MATCH 11VS11 AT GREENWICH PARK! 3:00PM Posted five days ago.
- FUTSAL MATCH 6VS6 AT CANNING TOWN! 4:00PM Posted six days ago.

AN EXAMPLE PERSON OF OUR TARGET AUDIENCE

SPORTSMATCHER



Hi, Callum



Menu

- FOOTBALL MATCH 11VS11 AT GREENWICH PARK! 12:00PM

Hey! I'd like to play a proper football game and meet new people who love this beautiful sport, who's up? It'll be on this Saturday.

8 people are coming.

Event's date: 11/10/2016.

Preference of age: 17-22 years old.



Ronaldinho



JOIN!

EXAMPLES OF SCREENS

SPORTSMATCHER



[SIGN UP!](#) [SIGN IN!](#)

Menu



FOOTBALL



RUGBY



TENNIS



CRICKET



NETBALL/BASKETBALL



CYCLING



BADMINTON



ICE HOCKEY

EXAMPLES OF SCREENS

SPORTSMATCHER



Hi, Callum



Menu



FOOTBALL



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ICE HOCKEY

EXAMPLES OF SCREENS

SPORTSMATCHER



Hi, Callum



X

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[Contact us](#)

Looking for...? 

EXAMPLES OF SCREENS

SPORTSMATCHER



Hi, Callum



X



IMAGES



VIDEOS

EXAMPLES OF SCREENS

SPORTSMATCHER



Hi, Callum



X



EXAMPLES OF SCREENS

SPORTSMATCHER



Hi, Callum



X



DirtyArtist1



Sick picture that one of the static cameras took! I hope you guys like it. Peace.



57 likes
10 comments

Comments

Comment something!

JacobJunior: Maaaaadness

Kevindiaz: muy bien amigo

EXAMPLES OF SCREENS

SPORTSMATCHER



Hi, Callum



X

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Looking for...? 

EXAMPLES OF SCREENS

SPORTSMATCHER



Menu

About us

We're here to help you find people who love the sports you do.
If you've got any enquire, please let us now in the "contact us" section!



EXAMPLES OF SCREENS

SPORTSMATCHER



Menu

Contact us

Name: **Callum**

E-mail: **callumtoystory@hotmail.com**

Mesaage:

Can I upload my toy story toys reviews to the videos section here?

EXAMPLES OF SCREENS

SPORTSMATCHER



Hi, Callum



Menu

Contact us

Mesaage:

Can I upload my toy story toys reviews to the videos section here?

EXAMPLES OF SCREENS

SPORTSMATCHER



My profile

Menu



Callum



AGE: 18

FAVOURITE SPORTS: FOOTBALL

GAMES ASSISTED: 5

GAMES POSTED: 1

FIRST LOGGED IN: 10/11/2016.

POST CODE: SE18 6JF (only you can see this)

POST A GAME!

EXAMPLES OF SCREENS

SPORTSMATCHER



Callum



[+Add friend](#)

Callum's pictures: **10**

Callum's videos: **1**

Hi, Ricardo



Menu

EXAMPLES OF SCREENS

SPORTSMATCHER



My profile

Menu



Callum



My pictures: 10

My videos: 1

AGE: 18

FAVOURITE SPORTS: FOOTBALL

GAMES ASSISTED: 5

GAMES POSTED: 1

FIRST LOGGED IN: 10/11/2016.

POST CODE: SE18 6JF (only you can see this)



Kevin

Destiny

Jacob

Ricardo

Mayur

POST A GAME!

EXAMPLES OF SCREENS

SPORTSMATCHER



Hi, Callum



Menu

Title...

Message...



Callum



People needed:

Post code:

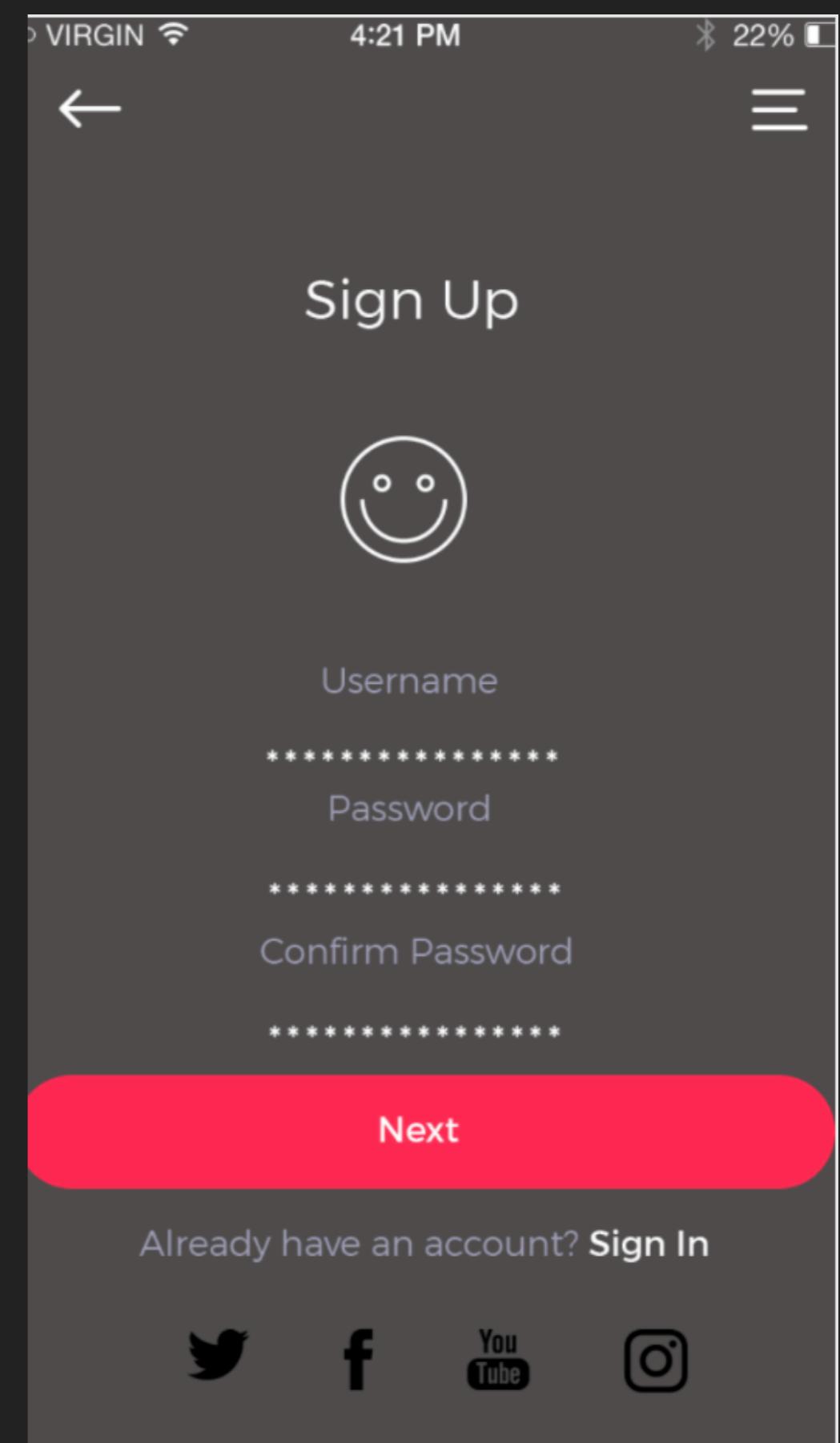
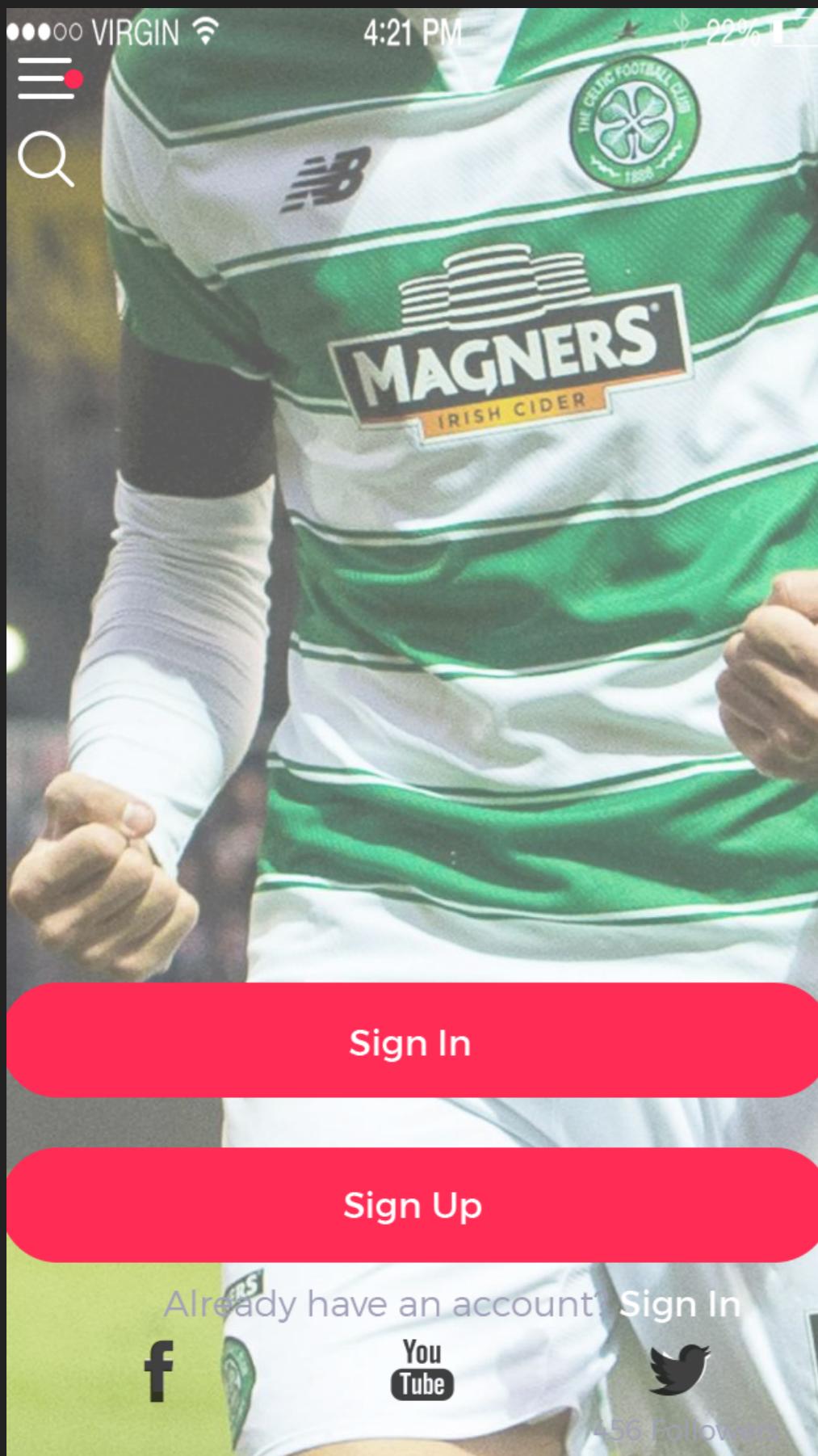
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Category:

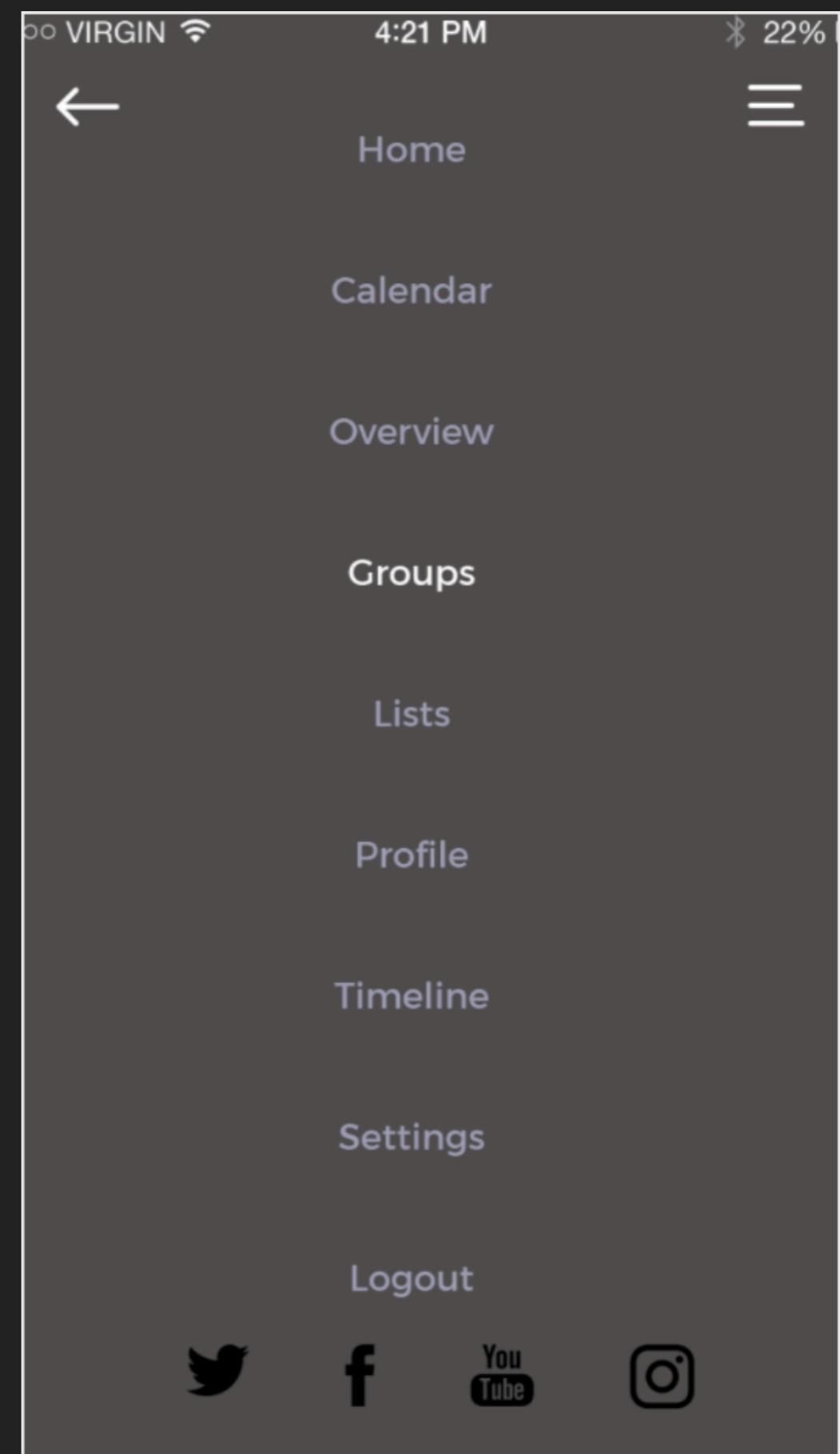
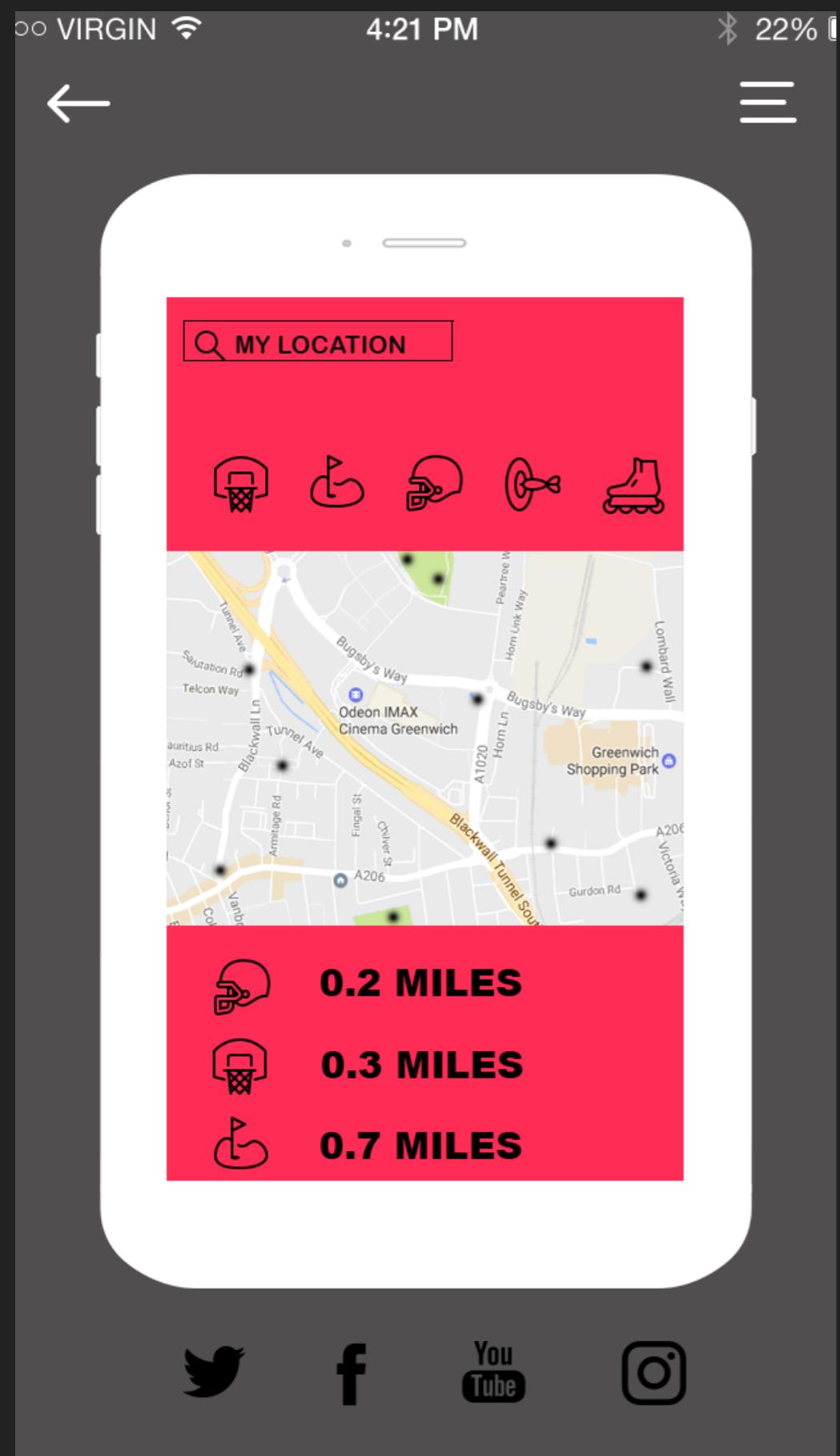
Football

Preference of age:

EXAMPLES OF SCREENS IN A MOBILE PHONE



EXAMPLES OF SCREENS IN A MOBILE PHONE



THANK YOU!