

A close-up photograph of a person's right arm holding a padel racket. The person is wearing a white wristband and a black wristband. The racket has a black frame with yellow accents and a black grip with yellow and red patterns. The background is a green and white checkered padel court.

H4PRO

PADEL4PRO: A COMPREHENSIVE ANALYSIS TO MASTER THE GAME

JUNE 2023
MANAGEMENT REPORT

1. THEORETICAL ANALYSIS

1.1 - SWOT



- A pioneer in video and streaming technologies
- Experience in production technologies, broadcast, and OTT platforms.
- Expertise in AI-powered video analysis technologies.
- Focus on expanding into the sports market.
- Strong partnership with FEUP in LGP (new visions and ideas)

STRENGTHS

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- Possible difficulty in adapting current technologies for use in sports events.
- Possible difficulty in integration into the sports market

WEAKNESSES

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- Increasing demand for high-quality sports highlights and replays.
- The growing market for amateur sports such as Padel and indoor climbing.
- Possibility of partnering with sports leagues and organizations to provide production and broadcasting services.
- Expansion into other sports markets.

OPPORTUNITIES

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- Competition from established sports production and broadcasting companies
- Rapidly evolving technology landscape.
- Economic uncertainty and budget cuts in the sports industry.
- Changing consumer preferences for consuming sports content.

THREATS

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2. RESEARCH

2.1 QUESTIONNAIRE RESULTS ANALYSIS

To understand if the project proposed by MOG Technologies would meet customer needs, the group developed a questionnaire where an initial set of questions was forwarded. Important to note that these questions are very general and constitute only an initial understanding of the goals of the project proposed.

The questionnaire sample is constituted of 45 respondents, where 38 are males and 7 are female. The most prevalent age groups are 26-35, with a representation of 31,1%; 36-45 with a representation of 26,7% and 46-55 with a representation of 24,4%.

First, considering that the app is intended to be used in a smartwatch, it was assessed if the users own a smartwatch and if they are willing to use it during a padel game. It's possible to conclude that not every user owns a smartwatch (48,9%). When asked if they would willing to use a smartwatch, the vast majority answered yes (93,3%) with 3 answering no. However, it's essential to understand that the sample size is not significant, being necessary to test these questions with a larger number of respondents.

Moving on, it's important to understand how the features proposed by MOG Technologies would be received. When asked about the relevance of highlights during the game, the majority agreed it would be very relevant (55,6%), being this also a reason that they would consider when deciding on a Padel court (93,3% would prefer a court with this option). However, there's consensus that paying more to have access to these highlights would be a deal breaker. Regarding other features, access to statistics such as heartbeat, wouldn't be as valued, although there's a preference for having them available. Edit and keeping up with the score is important and video-referee are also important features, as the majority answered. Regarding the gestures or pressing the smartwatch, the majority also considered these would be easy enough to do during the game to trigger the recording of highlights.

2. RESEARCH

2.2 INTERVIEWS

Furthermore, it was considered that in-person interviews would be of value for the characterization of the target group. The group had some contacts of padel courts that were available to receive us in their installations and to have us interview the players. These interviews were intended to be less biased than the previous questionnaire, so the questions weren't so specific and more open in a way that people could give their input without concerning what our ultimate goal would be.

The following script was used to guide the interviews:

2.2.1. Introduction

"Hi, my name is [Your Name], and I'm working on a project to develop a smartwatch app for Padel. Thank you for taking the time to talk with me today. Can you start by telling me a bit about yourself, such as your name and how long you have been playing Padel?"

2.2.2. Understanding current Padel court experience

"Can you tell me about your current padel court experience? How often do you play? What do you like about playing Padel? Are there any challenges you face while playing?"

2.2.3. Understanding technology usage

"Can you tell me a bit about your technology usage? Do you use a smartphone or smartwatch regularly? What are some of the apps that you use most frequently? And what for?"

2.2.4. Understanding interest in a smartwatch app

"If a smartwatch app were available that provides highlights of your padel matches, would you be interested in using it? Why or why not?"

2.2.5. Features of the Smartwatch app

"What features would be most useful to you in a smartwatch app for padel court players? For example, would you want to see statistics, match highlights, or perform analysis? How often would you want to receive updates?"

2. RESEARCH

2.2 INTERVIEWS

2.2.6. Closing

"Thank you for sharing your thoughts with me. Is there anything else you would like to add that we still need to discuss? Again, I appreciate your time and input."

In conclusion:

These questions are only a starting point, so there's openness to ask other questions based on the person we're interviewing.

Regarding the results obtained, it's possible to conclude they were very insightful and confirmed the goals of developing the app and enabled the team to better understand the target user and their preferences.

Overall, "competition" was the main reason players gave when asked why they liked to play Padel and in consequence, the vast majority considered that having an app that would provide features like video referee and scorekeeping would be a great benefit to keep the game going smoothly and with fairness.

Concerning the recording of highlights, this was something very well received and that created some excitement among the players, being the only concern with the time that would be needed to do the gesture to the camera and if it would interfere with the running of the game.

The majority of the players use technology while they're playing and were actually wearing smartwatches the day of the interviews to monitor their statistics, a feature also valuable for the app. A few even mentioned they would record the game to then be able to assess their performance, confirming therefore the relevance of having an highlight recording feature.

With this, we can expect high interest in the app and that it has the potential to be very successful since the Padel market is in need of a revamping that will establish it as a great sport alongside the most commonly played sports.

SEGMENTATION

Considering the project Padel4Pro, our segmentation would be based on the following criteria:

- **Demographics:** Our target audience could be segmented based on demographics such as age, gender, and location. For example, we might target adults aged 20–55, both male and female, residing in urban areas where padel is popular.
- **Skill level:** Another segmentation factor could be based on the skill level of the players. We could target both beginners and intermediate-level players who are looking to improve their skills and take their game to the next level. This would allow us to tailor our offerings and services accordingly.
- **Competitive players:** We can also segment our audience based on their interest in competitive play. This could include amateur players who participate in local tournaments or leagues, as well as more serious players aspiring to compete at a higher level. These individuals may require advanced training programs and access to specialized equipment.
- **Social players:** Some people play padel purely for recreational purposes and as a social activity. This segment might be interested in casual play, social events, and fun-oriented programs. Providing a vibrant community and opportunities for social interaction would be crucial for this segment.
- **Fitness enthusiasts:** Padel is known for its physical demands, so targeting fitness enthusiasts who are interested in a sport that combines cardio, agility, and coordination training could be an effective strategy. This segment may be interested in fitness-focused training programs or integrating padel into their existing fitness routines.

The reason for these segmentation criteria is to tailor our marketing strategies, product offerings, and services to the specific needs and preferences of each segment. Understanding our target audience and their motivations, we can create a more personalized and compelling experience for them, ultimately driving engagement and growth for Padel4Pro.

PERSONAS

The personas provide a glimpse into the diverse audience that Padel4Pro aims to serve, highlighting their motivations, preferences, and aspirations. If we understand and empathize with these personas, Padel4Pro can tailor its offerings and services to cater to the unique needs and desires of both competitive and social players within the Padel community.

Maria, 32, female:

Maria is a competitive adult player who has been playing Padel for several years. She participates in local tournaments and practices at least three times per week. She is passionate about the sport and is always looking for ways to improve her game.

**Carlos, 45, male:**

Carlos is a recreational adult player who plays padel once a week with his friends. He enjoys the social aspect of the game and uses it as a way to stay active and have fun. He has been playing for a few years and is always looking to improve his skills.

**Lúcia, 50, female:**

Lúcia is a social player who plays padel with her friends once a week. She enjoys the social aspect of the game and uses it as a way to stay active and have fun. She has been playing for a few years and enjoys learning new skills and techniques.



BRAND POSITIONING



To better understand the market in which Padel4Pro will fit, it's important to assess its positioning. For that, a comparison with a competitor is shown. Regarding the value propositions, PlaySight provides video and analytics solutions that enable the enhancement of the player's performance and skill development. Overall, it provides real-time feedback and consequent coaching possibilities. For Padel4Pro, it is an app that includes highlight recording, video-referee, scorekeeping and player statistics all in a smartwatch and with simple gestures. It aims to provide a solution that enables Padel games to rise to the next level by simplifying game logistics and giving players a tool to improve their game. In terms of objectives, it's possible to say that both are directed to sports, although Padel4Pro is exclusive to Padel while PlaySight aims at several sports, padel included. The main difference is the smartwatch, therefore the comparison between wearable compatibility. Although they're direct competitors, this difference is crucial, as it can dictate the future establishment of the brand.

POINTS OF PARITY (POP) AND POINTS OF DIFFERENCE (POD)

Points of Parity:

- Scorekeeping: both offer a scorekeeping functionality, that allows players to easily track and update scores.
- Play Review: Both give the player the opportunity to review their plays, providing the ability to revisit specific moments and analyze their performance.
- Filming Capabilities: Both record video footage of Padel matches for later review and analysis.

Points of Difference:

- Device Integration: Padel4Pro uses smartwatches, offering a unique point, seamlessly integrating with wearable devices to enhance the Padel experience.
- Convenience: The app emphasizes the ease and convenience of updating scores, reviewing plays, and filming by simply using a touch screen or a slight gesture to a nearby camera.

BUSINESS MODEL CANVA

BUSINESS MODEL CANVAS

KEY PARTNERS

- MOG Technologies
- FEUP
- Padel Clubs

KEY ACTIVITIES

- Collaboration with Padel Clubs to assess needs
- Collaboration with MOG Technologies to meet their demands
- Software development
- Continuous management of the project

KEY RESOURCES

- Human resources for the development of the solution
- 9 Informatic Engineers
 - 2 Service Engineers

VALUE PROPOSITIONS

- **For Padel Clubs** - provision of a smartwatch app that will memorize scores, record AI enhanced highlights, access to a video-referee with simple gestures and touch of a screen.
- **For players** - access to the highlight videos recorded

CUSTOMER RELATIONSHIPS

- Regular meetings with the client during all the project for both validation of features and ensure that both parties share the same vision of the product

CHANNELS

- Direct contact with Padel Clubs
- MOG Technologies website

CUSTOMER SEGMENTS

- B2B - Padel Clubs
- B2C - Padel players

COST STRUCTURE

- Purchase of smartwatches and mobile devices to run the application
- Internal field testing

REVENUE STREAMS

- Sales of the complete system/infrastructure to be able to run the app in the Padel Clubs
- Subscription fee to use the app, including maintenance and storage costs.

IN CONCLUSION...

...Padel4Pro is a comprehensive project and it aims to meet the diverse needs and aspirations of the Padel community. We can effectively target our desired audience by focusing on key segmentation criteria such as demographics, skill levels, competitive and social players, and fitness enthusiasts.

Padel4Pro aims to provide a holistic experience for both competitive and recreational players through targeted marketing campaigns, access to quality equipment and a vibrant community. At the same time, we recognise the importance of catering for the social and recreational aspects of padel.

Understanding and empathising with our target audience's unique needs and aspirations is key to our project's success. Padel4Pro strives to provide a cutting-edge platform that enhances the padel experience for all by continually adapting and refining our offering based on customer feedback and industry trends.

Through the fusion of competitive spirit, social engagement, skill development and fitness benefits, Padel4Pro aims to establish itself as the destination of choice for padel enthusiasts.