

Problem statement:

Gap: Football is one of the largest sports in the world and boasts likely the most lucrative market in terms of entertainment value. Many people who follow the sport are usually hardcore fans that have great knowledge of football. More casual or newer fans of the sport will find getting into the sport and talking to hardcore fans difficult due to the large disparity in knowledge. When these fans attempt to bridge the gap, the vast number of statistics and values will be intimidating and difficult to learn.

Impact: As a consequence of the gap, the newer or casual fans will shy away from the sport. This proves that it can be daunting to try to get more into football, which could potentially lead to a fall in popularity in the sport. A lower influx of newer fans could affect ticket sales, merchandise sales, and active supporters for many football clubs.

Timeframe, location, trend: This problem will occur more and more as the sport grows as there will be a higher ratio of hardcore to casual fans. Since football is the most popular sport in the United Kingdom (UK), the issue will be most prevalent in the UK.

Goals: The goal of the app is for newer and casual fans alike is to be able to have an easy gateway into learning the sport and understanding how to evaluate teams without thinking about overbearing amounts of statistics. By creating something more casual friendly, casuals and newer fans will be able to keep up with long-time fans and eventually assimilate into them.

Importance: By addressing this problem, the sport will gain much more popularity as newer fans are not intimidated by the head-strong and long-time fans of the sport. This could bring more fans into the sport and allow a higher influx of new fans than previously experienced.

Persona:

Ismael Antetokounmpo

age: 26

residence: Greater London

education: BEng Business

occupation: Businessman

marital status: Single



"I love doing new and different activities"

Watching livestreams of different sports or events online, going on hikes, and going to bars

Comfort With Technology

INTERNET



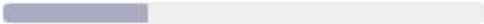
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- To have access to football information
- Learn more about football
- Understand key statistics of the game
- Have updated information on past and current football matches

Values

- Social interactions with people
- Learning new things

Criteria For Success:

I would like to engage in new hobbies and be able to meet unique and interesting people through these hobbies. I feel that learning new things and talking to people allow me to relieve my pressure at work, so having an easy way to get into something like football would be nice.

Wants

- To have access to all statistics in a football game
- Meet new people who are also into the same hobbies
- An easy access way into the world of football
- A user-friendly app that is easy to read and view

Fears

- Being isolated due to lack of knowledge
- Unable to understand football
- Clutter of too much information



Questions:

1. How many new fans does football get annually?
2. What statistics are the key statistics for determining the form of a football club?
3. How many statistics should be displayed, without cluttering?
4. How much data in the past is needed for me to determine good or bad form?
5. How can I make the app as user-friendly as possible?
6. Were there any anomalies in the data, perhaps due to events like a major rule change in the sport? How does this affect the judgement of form?
7. Is there any other information other than the data that should be shown?