Benchmark Report
**Falcon RecZone**

Introduction
- Purpose: Our purpose for benchmarking this project is to critically evaluate IMLeagues, our primary competitor at Messiah. Our goal is to ensure that our application's features and functionality not only meet but exceed industry standards, positioning our platform as a superior alternative.
- Process: Our team conducted a comprehensive analysis of IMLeagues, our primary competitor, by navigating the platform and executing various use cases. We examined key functionalities, including user registration for leagues, team creation processes, and league search capabilities. By simulating these typical user interactions, we were able to gain valuable insights into the platform's user experience, feature set, and overall performance. This thorough evaluation allowed us to identify areas of strength and potential improvement, which will guide us in developing a more refined and competitive application.
- Key Areas: The key areas we looked at were the signup process for leagues and additional side features that currently seem non-functional. In our analysis, we concentrated on several critical aspects, including feature functionality, user experience, and technical performance.tion Identification

1. Application Identification
   - The criteria for selecting similar applications were based on a search for platforms specifically designed for managing intramural leagues. Our research concluded that IMLeagues is the leading choice among colleges and universities, with no significant competitors. Consequently, we focused our benchmarking efforts on IMLeagues, allowing us to comprehensively evaluate and compare its features against our application to ensure a focused approach.
   - Our choice to use imleagues.com as a similar application is justified because it has the same use cases and functionality as our application. The only difference is that our application will be adding features, and will make the existing features easier to use.

2. Data Collection
   - We selected people at random that weren't familiar with imleagues and timed them to navigate from a blank tab to open up the volleyball sport event, and they averaged a time of 60 seconds. From a software perspective this is unacceptable, especially since they are only calling get methods and not setting anything.
   - We then asked them to count how many ads they saw throughout their experience and how many ads they expected to see, and they averaged reporting that they saw 5.34 ads more than they expected.
   - We then asked them to find the rules for the event and more than half of them gave up because they couldn't find it, due to the unintuitive and vague

navigation.

3. Data Analysis
   ● We found that imleagues wastes a lot of time. The login page goes through 4-5 pages just to get into the site. You then must wait for all the ads to load and then for the content to load so that you can navigate through the site while ignoring ads taking up half the screen. We also surveyed our guests to grade how nice the site looks on a scale of 1 to 10 and they reported an average score of 2.8.
   ● Our project can easily jump ahead as soon as it hits the market. With our quick navigation design for intuitive functionality, clients will quickly flock to Falcon RecZone. Our site will be free of ads and be visually updated, displaying a much more modern look, and schools will notice this quickly. Furthermore, our project has a completely additional pickup game feature which will set us apart from all competitors, especially imleagues.

4. Recommendations
   ● Based on the analysis of the current site we are benchmarking, we have a few specific ideas to help our idea stand out. Our first idea is to decrease the level of ads. Users don't want ads on every page and our idea is to be ad free on the whole website, other than educational ads from Messiah University itself.
   ● The team is also planning to implement a site with much better functionality. IMLeagues itself has extremely poor functionality, with there being very long processes for creating accounts, signing up for leagues, and creating/joining teams. We plan to increase response time by making the code more efficient, decreasing the steps in the login process, and implementing an easier way to find the rules of the league.
   ● The team plans to implement a chatbot to assist users in everyday tasks within the site. The chatbot will be able to guide users through processes such as logging in, creating an account, signing up for leagues, creating and joining teams, and finding different sections within the site. This will take the next step to modernize the application with the vastly-changing technology sector.

   Conclusion
   ● One key finding that we found benchmarking our project is that we are capable of creating a better application for intramural sports within Messiah. This is important because we are competing with ImLeagues and the point of this project is to make it easier and more appealing to users.
   ● Second key finding is that ImLeagues is currently dominating the industry for intramural sports within universities. This is important to know because this means a lot of people are witnessing the same problems, and if we can create a better application than imleagues we can dominate the industry.
   ● Third key finding is that we learned some universities also created their own intramural applications which we found out on the app store on our mobile phones. Some of the apps said that they were created by the university. So this

shows other universities have successfully completed the project that we are attempting.

- Lastly, no other intramural leagues applications have chatbots meaning we would be the first known university to use it. This is important because we are integrating artificial intelligence to assist users on our application with common questions and problems.