

The Playground: mobile platform to connect amateur basketball players

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Co-supervisors:

Summary: Design and develop a cross-platform mobile application and its supporting backend services to facilitate the practical organization of amateur basketball games.

Methodology

User-Center Design Process



ABOUT THE USER

Miguel is a passionate basketball player, he started playing basketball before age 16. Now he works full time and does not play in a competitive team, so he goes to public courts play casual games, usually in Alcântara or Monte do Penedo in Lisbon.

BEHAVIOR

- Goes once a week, when the weather allows;
- Typically goes to the court with friends to team up and play against others;

PAIN POINTS

- Does not know enough people to play with
- Can never know if there will be a good amount of players to play with the court
- The skill and the competitiveness of some players does not match
- Some players do not rotate the team
- Court location and conditions

GOALS AND NEEDS

- Organize reliable, regular games with predictable teammates
- Play with skill-matched opponents in structured formats (3v3, 5v5, full court)
- Play with pleasant players and with the same competitiveness mindset

"I need organized games with reliable teammates"

"Some kind of online agenda to schedule games"

"I want to know where to play"

"I don't know if the court is going to be crowded."

"Some people are unpleasant to be around."

"I want to know where can I go play."

ABOUT THE USER

Carlos is a 33 year old man from Lisbon, and works full time. He plays basketball since he is 16 years old, but now he goes once a week to keep his shooting sharp in Monte do Penedo or Doca de Santo Amaro.

BEHAVIOR

- Goes once a week, when the weather allows
- Typically goes to the court alone
- Sometimes just wants to shoot around, others is open to play a relaxed game

PAIN POINTS

- The court is full
- Location of the court
- Some players are too aggressive
- Court conditions

GOALS AND NEEDS

- Have space to just shoot some balls
- Know where to go
- Play relaxed games with players with the same mindset



MIGUEL

25 YEARS OLD

LISBON, PT

WORKING FULL TIME



CARLOS

33 YEARS OLD

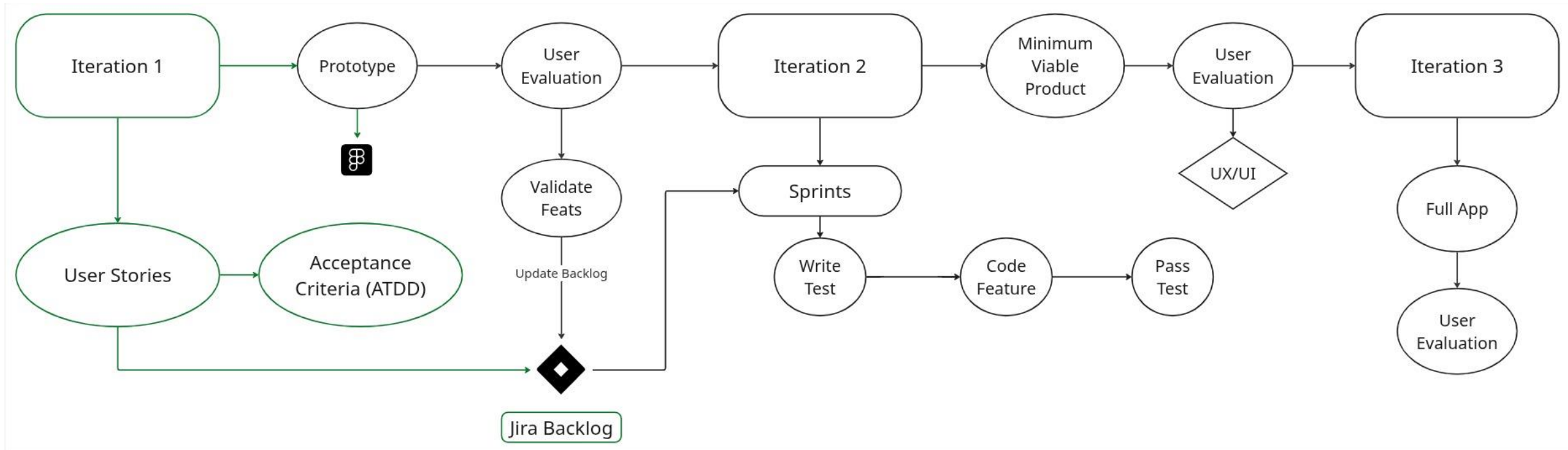
LISBON, PT

WORKING FULL TIME

Persona 1 - Miguel

Persona 2 - Carlos

Next Steps



Development process, based on 3 iterations with different outputs:

- Iteration 1 outputs an interactive prototype, users will validate the features needed;
- Iteration 2 outputs a Minimum Viable Product, users will validate usability, UI and UX;
- Iteration 3 outputs the final product, users will make an overall evaluation.

User-Center Design
Acceptance Test Driven
Development
Agile
Jira