

Swimming App Product Plan

Product Spec Outline

- 1) Product's Purpose
- 2) User Profiles, Goals, Tasks
- 3) Product Principles
- 4) Prototype and Testing
- 5) Assumptions/ Questions
- 6) Scheduling/ Prioritization

1) Product's Purpose

To make the jobs of swim coaches easier by introducing an app which will give coaches enhanced data and keep track of progress.

To provide data and stats to swimmers and people who keep up with the swimming world.

2) User Profiles, Goals, Tasks

At swim meets, the following websites and apps are used.

Name	Type	Cost	Features
http://results.teamunify.com	website	free	Heat/ lane updates prior to posting at meets. Live results prior to posting at meets.
http://www.fastlanetek.com/	website	free	Psych sheets for some meets. Live results prior to posting at meets.
Meet Mobile	app	\$1.99/month \$5.99/year	Psych sheets for some meets. Heat/ lane updates prior to posting at meets. Live results prior to posting at meets.

MySwimPro- Personal Swim Coach	app	7 day free trial \$9.99/month	300 workouts split by skill level, workout type, and pool course. Technique videos. Creates and logs custom workouts. Tracks progress and views stats.
Speedo Fit – Swim Fitness	app	free	Quick summaries of key swim stats. Tracks total distance and swim activity. Weekly stats. Discovers pools. Connects with friends for social challenges.
Swim by American Red Cross	app	free	Rewards and shares swimming achievements by earning badges for mastering skills. Keeps tracks of skills and water safety topics with videos. Overall, tracks water safety.
Deck Pass Plus	app	\$1.99	National meet coverage. Live streaming video. Results. Previews. Patch scanner. IMX score tracker. Log to keep track of times.

MeetBop	app	free	Keeps time standards. Heat/ lane updates prior to posting at meets.
Live Results	app	\$0.99	Live results prior to posting at meets.

Features for Swimmers

The goal of the product is to combine the most important features of the apps and websites mentioned above, and enhance and put them together. The top four things this app will need to be able to do are:

- 1) Post psych sheets for all meets prior to meets.
- 2) Post heat/ lane updates prior to posting at meets.
- 3) Post live results prior to posting at meets.
- 4) Allow swimmers to sign up for events on the way to the meet in case they're running late.

Features for Coaches

These are the three most important features users want based on experiences at swim meets. Coaches would prefer these as well as the following:

- 1) Built in timers to get splits for swimmer's races.
- 2) Logs to keep track of practices and times in practice of swimmers.
- 3) Progress trackers of each swimmer based on times in practice and races at meets.

Schedule of a Swimmer at a Meet

This is what the schedule of an average swimmer looks like the day of a meet:

- 1) Get to the meet.
- 2) Go to the sign up table to circle or scratch the events the swimmer would like to swim or not like to swim. Swimmers, at times have to buy psych sheets to look at their ranks in the race.
- 3) Warm up.
- 4) Wait for the heat and lanes to be posted on the wall if they don't have a phone with Wi-Fi. If they do have phones with Wi-Fi, they will get their heat and lanes online about five to ten minutes earlier.
- 5) Talk to the coach about their event and tell the coach their heat and lane.
- 6) Warm up for the event.
- 7) Swim event while the coach records splits and analyzes race.
- 8) Warm down for the event.
- 9) Repeat steps four through eight for all the events they have.

10) Swimmers are able to see their results posted on the wall about fifteen minutes after their event ends.

Analysis

Therefore, the goal of the app in the above scenario will be to make steps two, four, seven and ten. Steps two, four and ten correspond to the four most important features swimmers would like as mentioned above. Step seven corresponds to one of the most important feature the coach would like.

3) Product Principles

- a) Easy to use.
- b) Important features in one app.
- c) Multiple audiences.

4) Prototype and Testing

Feasibility Testing

This product requires the use of coding. As more features are added, code becomes more complex. Also, it requires access to swimming databases for times and time standards. It also requires access to meet technology used to get results such as Colorado Timing Systems. However, once again, these are only required much later on in the process. The app builds on itself as the primary features are simple to build.

Usability Testing

The primary target audience can be swim coaches and fellow swimmers. Swim coaches can try out basic features and swimmers can test the app at swim meets. As I have numerous people I know in the swimming world, getting users to test the app for feedback shouldn't be a problem.

Product Concept Testing

Most of the apps mentioned above cost money ranging from one to ten dollars. If the app I'm creating combines many of the most important features of the above apps, users should be quite elastic in terms of what they pay for it. This product, therefore, should be charged around one dollar once the features are enhanced. However, at the beginning, with only features for coaches, it should be free.

5) Assumptions/ Questions

- How will I get access to information on databases for free?
- How will this product be compatible with other swim apps?
- Who else will I need to code this product?
- What types of code will I need to learn?
- How many people will I need to work on this product?
- How long will this product take to create?

Should I create a schedule know on the creation of this product or should there be smaller, perhaps month to month schedules on establishing different features on the product?

What will be the total costs to making this product?

Costs might include paying for memberships to getting the product into app stores as well as paying to access databases which contain information about swimming.

Are swimming databases even accessible without license?

Do you need a license or permit to use information from these swimming databases?

Would this app focus on targeting coaches or swimmers primarily?

How long will it take to complete the first features of the app which are below?

How much will creating this app interfere with school activities and etc...?

Is the code I know so far sufficient to code the app?

6) Scheduling/ Prioritization

a) Create a feature that allows the coach to get splits in practice and meets for one swimmer.

b) Create the same feature but for two or more swimmers.

c) Create logs which allow the coach to track the times of swimmers for one swim group.

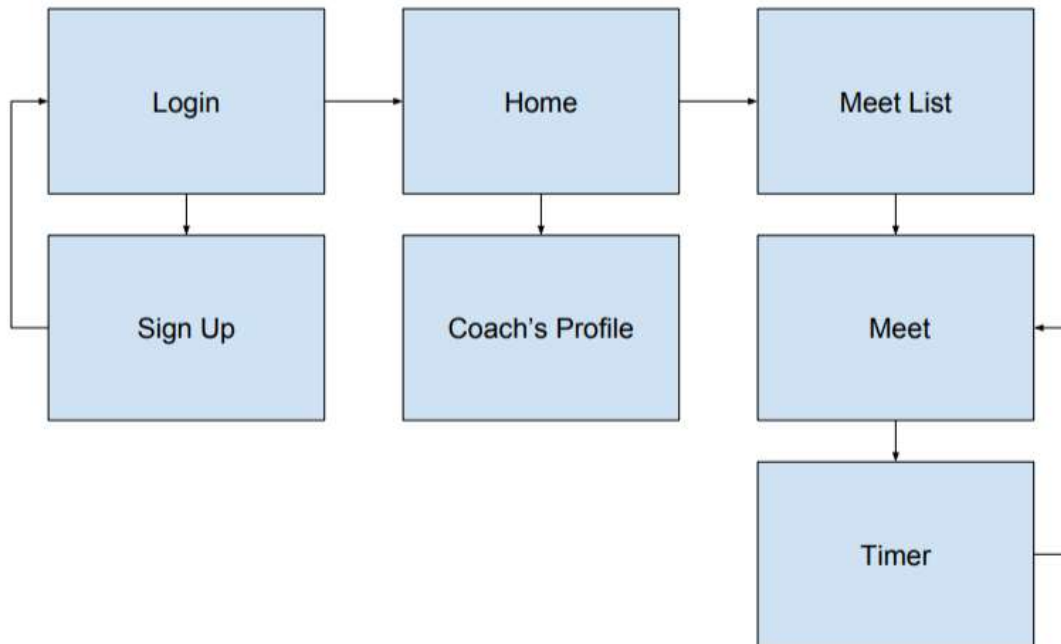
d) Create logs which helps compare swimmers in the entire group based on their times and therefore, make lanes when a set is being done.

Enhanced Project Plan

As not clearly explained above, the app will be created in functions:

Function 1

The purpose will be essentially to replace the swim coach's notebook. Currently, the swim coach has to go through the psych sheet highlighting each of his/her swimmers and record splits in his notebook. The app will have the psych sheet uploaded as well as the list of swimmers in the order of events each of them is swimming. Upon click of the swimmer and event, a timer will show up which will allow the coach to record the splits of the swimmers and save them onto a database which will ultimately give an unofficial set of results with splits. See screen activity below.



The meet activity will show the list of the coach's swimmers for the specific meet from which the swimmers will come up in the order that they are swimming. Once the swimmers is clicked, a timer will pop up (a stopwatch) which will allow the coach to record the exact number of splits based on the event (200-4 splits, 100-2 splits). Then, those will be saved onto the database. At the end of the swim meet, the coach will receive an email or some for of all his unofficial results and the times of his swimmers.

Function 2

This will allow the coach to record the splits of 2+ swimmers in case there are 2+ swimmers in a single heat.

Function 3

Using heroku or some form of app engine (google app engine) to allow multiple users uploading to a live database so that the splits of all swimmers can be seen immediately after races.

Function 4

Uploading heat and lanes onto the app.

Function 5

Having the app be in sync with the swim meet in terms of what heat of which event is currently in the water or if there is a break, etc...

Function 6

This function pertains to swim practice rather than the swim meets. The app will allow the coach to record practices in terms of what the swimmer's splits and times are on test sets with the coach having to write them down in his notebook. More on this function and the rest of them later.

Function 200

Sync app with tempo trainer.