

HW12-A: MRD Report

Instructions

Key point to keep in mind: MRD is about a need and customers, not about your solution! You will describe it in PRD.

MRD Report. Please follow the MRD template (attached) closely and address all the things mentioned there. **Make sure to list all students who actively worked on the MRD Report (on Title page).**

Things to keep in mind:

- Round numbers in your market calculations. For example, your estimate of \$10,374,645.63 should be presented as \$10.4 million.
- Make sure to list all the references.
- Don't be shy to include (relevant) pictures, tables, and graphs.
- Make your report easy and exciting to read. This is your "product" and I and TA team are the "customers"!

List all students who actively worked on this Assignment:

1. Name: Suryakala Manohar
2. Name: Sampriti Dorairaj Seran
3. Name: Lokesh Adapa
4. Name: Ashwini Nagathan
5. Name: Vignesh Venkatasubramani

UniPlay

Vision

For university students and intramural organizers who must find interested people within the university community to form teams for sports and group activities, our product is a new team formation mobile app that provides an easy way to connect members of the same school. Unlike current solutions that rely on broad matching or require extensive manual effort, UniPlay offers a location-based platform tailored to each university campus, enabling users to quickly find and build teams based on their skill level, availability, and other preferences right on their campus. Our key differentiating factor is the hyper-local focus on facilitating team formation and community engagement specifically within individual university environments.

Motivation

Unmet Needs

After doing extensive research and surveys in the university setting, particularly at institutions such as Northeastern University, students and faculty want a more integrated and engaging platform for sports and activities.

1. **Centralized Activity Platform:** Students and staff frequently find it difficult to navigate different platforms or channels to engage in or organize sports and leisure events. UniPlay presents a single, user-friendly platform for accessing, organizing, and managing all university-related activities, saving time, and improving the overall user experience.
2. **Finding Teammates:** Students expressed difficulty in finding genuinely interested and committed teammates for sports and group activities. The current process, heavily reliant on social media and personal networks, is inefficient and lacks specificity.

3. **Coordinating Schedules:** A significant challenge is coordinating schedules to find a suitable time for all interested players. This issue is exacerbated for less popular games or when trying to incorporate new players into existing groups.
4. **Aligning Skill Levels and Interests:** Finding players with similar skill levels and sports interests is challenging, leading to mismatches that can detract from the enjoyment and competitive balance of games.
5. **Integrating New Players:** Integrating new players smoothly into established groups or teams poses challenges, including personality conflicts, communication gaps, and ensuring a welcoming environment.
6. **Effective Communication and Organization of Games:** Lack of effective tools for communication and organization among organizers and team members leads to logistical challenges in organizing games and activities.

Customer Segments

1. **Students:** This segment includes undergraduate and graduate students who are active in sports and looking for teammates to play intramurals or casual games. They are likely tech-savvy, value convenience, and seek social interactions through sports.
2. **University Intramural Organizers:** They are focused on efficiently managing team formations, and schedules, and ensuring wide participation. They seek streamlined, effective tools to facilitate sports event organization and enhance participant engagement.

Existing Solutions

1. **Social media platforms and messaging apps:** Used for informal coordination and communication but lack specificity and functionality for sports team formation.
2. **Campus noticeboards and email lists:** Provide information but do not facilitate

active engagement or team building.

3. **Sports-specific apps and websites:** Focus on broader communities, missing the niche university-based ecosystem UniPlay targets.

- a) **Playo:** Event scheduling for local sports enthusiasts catering to the Indian markets.
- b) **Eventbrite:** Event scheduling, ticketing, and promotion for event organizers and attendees.
- c) **Whatsapp/Facebook Groups:** Free messaging platform for groups with some event organization features.
- d) **Athleto:** Free platform for managing sports teams and leagues.
- e) **IMLeagues:** Free and paid services for managing sports leagues and teams.

While competitors like Athleto and IMLeagues also offer sports team management features, they don't necessarily target university communities or have features like skill-based team formation.

Differentiation

UniPlay stands out by offering a tailored solution for the university community, integrating features like campus-specific locations, university-affiliated events, and a focus on inclusivity and accessibility for all levels of skill and interest. The app's design prioritizes ease of use, encouraging maximum participation and fostering a sense of community.

Below is the feature matrix of the competitors compared to UniPlay.

	Playo	Eventbrite	WhatsApp Facebook Groups	Athleto	IMLeagues	UniPlay
Sports Team Formation	✓	✗	✗	✓	✓	✓
Event Scheduling	✓	✓	✗	✓	✓	✓
User Base	Local sports enthusiasts	Event organizers/attendees	Local sports enthusiasts	College Community	University Community	Northeastern University Community
Peer Skill Reviews	✗	✗	✗	✗	✗	✓
Intramural Game Management	✗	✗	✗	✗	✓	✓
Reminders/Notifications for interested games	✗	✗	✗	✓	✓	✓
Messaging team members	✓	✗	✓	✓	✓	✓
Event Ticketing	✗	✓	✗	✗	✗	✗
Venue Booking	✓	✓	✗	✗	✗	✓
Game Statistics	✗	✗	✗	✗	✓	✓
Team Formation based on skill level	✗	✗	✗	✗	✗	✓
Trophy cabinet	✗	✗	✗	✗	✓	✓
Sports centric Community Page	✗	✗	✓	✗	✗	✓

Use Cases

Use Case 1: Spontaneous Pickup Game

Scenario: Jake, a university student, and basketball enthusiast is looking to play a pickup game after his classes.

Steps:

1. Jake opens the UniPlay app on his smartphone.
2. He selects the "Find a Game" feature and specifies basketball.
3. The app uses Jake's current location to show nearby games that are looking for additional players.
4. Jake views a game scheduled to start in 30 minutes at the university's outdoor court.
5. He joins the game through the app, which notifies the game organizer.
6. Jake receives a confirmation and an option to add the event to his calendar.
7. The app provides Jake with navigation to the court and a chat feature to communicate with the organizer or other players.

Persona Differentiation:

If Jake were an intramural organizer, he might use the app to schedule future games and invite players from the university community.

Use Case 2: Intramural Team Formation

Scenario: Laura, an intramural organizer, needs to form teams for the upcoming soccer tournament.

Steps:

1. Laura logs into UniPlay with her organizer credentials.
2. She creates a new event for the soccer tournament, specifying the date, time,

and player skill level requirements.

3. The app notifies students, staff, and professors who have expressed interest in soccer within the university.
4. Interested participants sign up, and the app suggests balanced teams based on skill levels and positions.
5. Laura reviews the teams, makes any necessary adjustments, and finalizes the rosters.
6. Participants receive notifications about their teams and the tournament schedule.
7. The app allows Laura to send updates or changes to the event and communicate with all the participants.

Persona Differentiation:

For students signing up for Laura's tournament, the app would provide a player's profile to join the appropriate team and track their schedule and performance.

Use Case 3: Skill Improvement Workshop

Scenario: Alex, a university student, wants to improve his tennis skills.

Steps:

1. Alex accesses UniPlay and selects the "Skill Up" feature, choosing tennis.
2. The app displays upcoming tennis workshops and skill sessions on campus.
3. Alex selects a workshop tailored for intermediate players happening the next weekend.
4. He registers for the workshop through UniPlay, which syncs with his university ID for verification.
5. The app adds the event to Alex's calendar and provides materials to review before the workshop.
6. After the workshop, Alex can rate the session and track his skill progression in his profile.

Persona Differentiation:

If Alex were a coach, he might use UniPlay to organize the workshop, manage registrations, and gather feedback.

Market Size

1. Full-time undergrad = 17,331¹
2. Full-time Undergrads on campus = $17,331 * 4 = 69,324$
3. Part-time undergrad = 1,325¹
4. Part-time Undergrads on campus = $1,325 * 4 = 5300$

Total undergrad students = 74,642

1. Full-time Grad = 13,140¹
2. Full-time Grads on campus = $13,140 * 2 = 26,280$
3. Part-time Grads = 7,146¹
4. Part-time Grads on campus = $7,146 * 2 = 14,292$

Total grad students = 40,572

1. **Students** = $74,642 + 40,572 = 115,214$
2. **Faculty** = 3359²
3. **Staff** = 3036²

The Total Addressable Market (TAM) for UniPlay at Northeastern University, considering students, faculty, and staff as the potential user base, is 121,609 individuals.

After testing out and improving the product offering at Northeastern, we would like to expand UniPlay to University communities across the USA. Then the potential TAM for UniPlay in the US is 80 million individuals assuming university students and staff across the country³.

Caveats / Risks / Key Dependencies

- **User Adoption:** Ensuring enough users join the platform to create a vibrant community.
- **Data Privacy:** Maintaining user privacy and data security, especially concerning personal schedules and locations.
- **Integration:** Seamlessly integrating with existing university systems and calendars for ease of use.

References

1. <https://facts.northeastern.edu/>
2. <https://facts.northeastern.edu/2021/assets/pdf/NU-Factsheet-2021.pdf>
3. <https://www.statista.com/statistics/235406/undergraduate-enrollment-in-us-universities/#:~:text=Undergraduate%20enrollment%20in%20U.S.%20universities%202011%2D2023&text=In%20the%20academic%20year%20of,students%20were%20enrolled%20as%20undergraduates>

Research methodology and insights.

Top Three customer interview questions

Q1: What is your current process of finding people, places, and time to play games?

Q2: What challenges do you face in finding genuinely interested people and forming teams with them?

Q3: How is your experience playing games with random/new people?

Goal - Our goal from these interviews is to understand current customer behavior and pain points. They are.

1. What medium does the customer use to find teammates?
2. What challenges do they face during this process?

3. How willing are they to play with new people? If not, what are the issues they faced?

These insights will help us in designing better features and integrations to existing systems.

Summary of User Responses

Q1: What is your current process of finding people, places, and time to play games?

Most interviewees utilize social media platforms, such as Facebook, and WhatsApp to find teammates and organize play sessions. A significant number rely on personal networks and direct invitations from friends. A smaller group mentioned using gaming-specific apps or services like Discord and gaming clubs on campus.

Most of them value the social aspect of gaming, indicating a preference for forming teams with acquaintances or through community events.

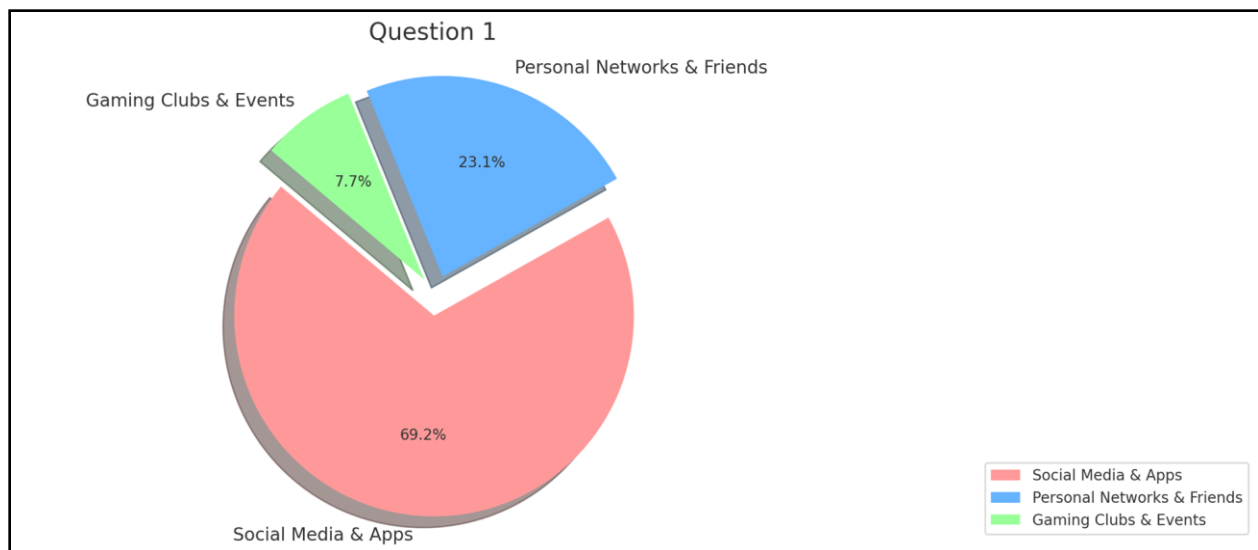


Figure-1: Shows the distribution of methods used by respondents to find people, places, and time to play games, highlighting a heavy reliance on social media platforms and apps, followed by personal networks and friends, and a smaller portion utilizing gaming clubs and events.

Q2 : What challenges do you face in finding genuinely interested people and forming teams with them?

The primary challenge highlighted is coordinating schedules and finding players of similar skill levels and interests. Issues like personality conflicts, communication gaps, and commitment levels were frequently mentioned. Some respondents find it hard to expand their usual friend groups or integrate new players smoothly. The difficulty in ensuring consistent participation and maintaining a friendly, competitive environment is a common concern.

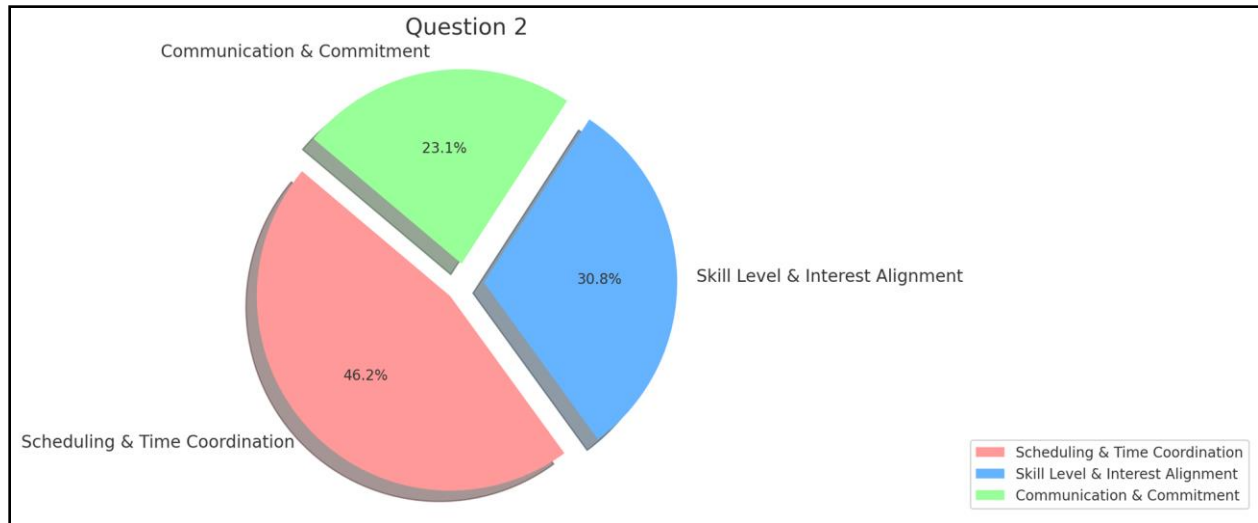


Figure -2 Illustrates the challenges faced in finding genuinely interested people and forming teams, with scheduling and time coordination being the most significant challenge, followed by aligning skill levels and interests, and issues related to communication and commitment.

Q3: How is your experience playing games with random/new people?

Most of the sample viewed it as a positive experience. Positive aspects include meeting new people, learning strategies, and enjoying social interaction. Negative experiences often relate to issues of cooperation, communication, and occasional toxicity. Some enjoy the diversity and challenge of playing with strangers, while others prefer the familiarity and consistency of playing with known friends or teammates.

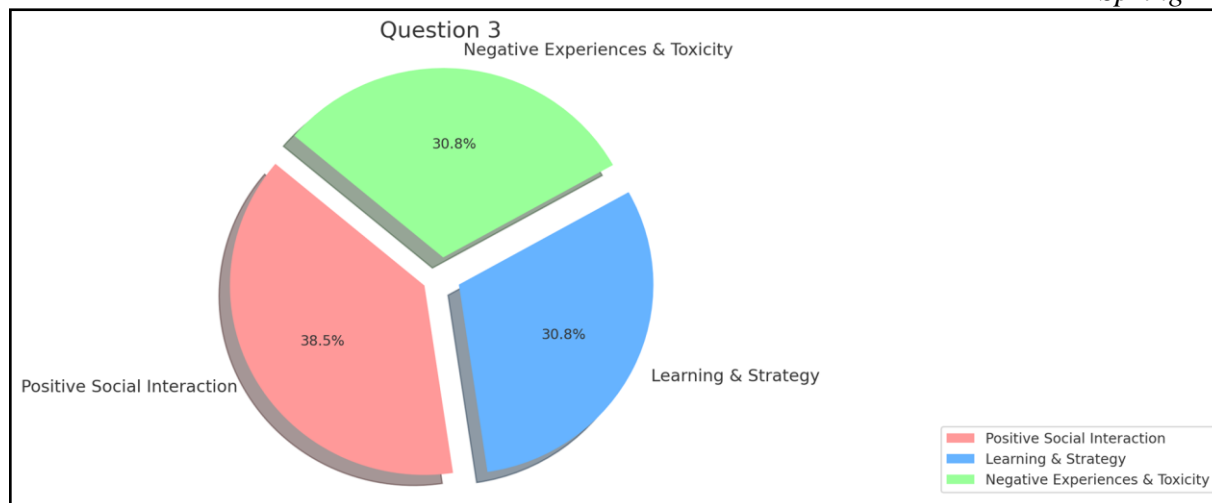


Figure 3 Depicts experiences playing games with random or new people, with an even split between positive social interactions, learning and strategy, and negative experiences or toxicity.