



CONNECT, PLAY, SKILLUP

# Digital Product Design and Management Spring 2024

Team 07

# UniPlay

**Lokesh Adapa**

**Sampriti Seran**

**Vignesh Venkatasubramani**

**Ashwini Nagathan**

**Suryakala Manahor**

# Vision



UniPlay aims to transform how university students and intramural organizers connect for sports and group activities. Our app provides a location-based platform tailored to each university campus, enabling users to effortlessly find and form teams based on their skill level, availability, and interests.

## Need



- Centralized Activity Platform
- Finding Teammates
- Effective Communication and Game Organization

## Customer

### Segments

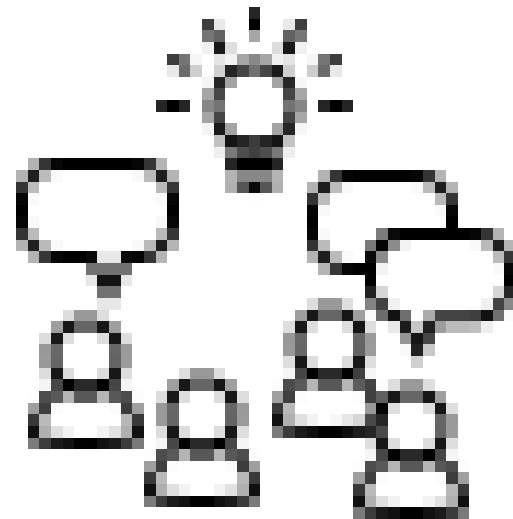
- Students
- Intramural Game Organizers





# Proposed Solution

**Unlike WhatsApp groups and social media channels, which offer fragmented and unorganized communication, UniPlay provides a tailored platform that facilitates game organization based on time, location, and skill level, ensuring a seamless connection and scheduling experience**

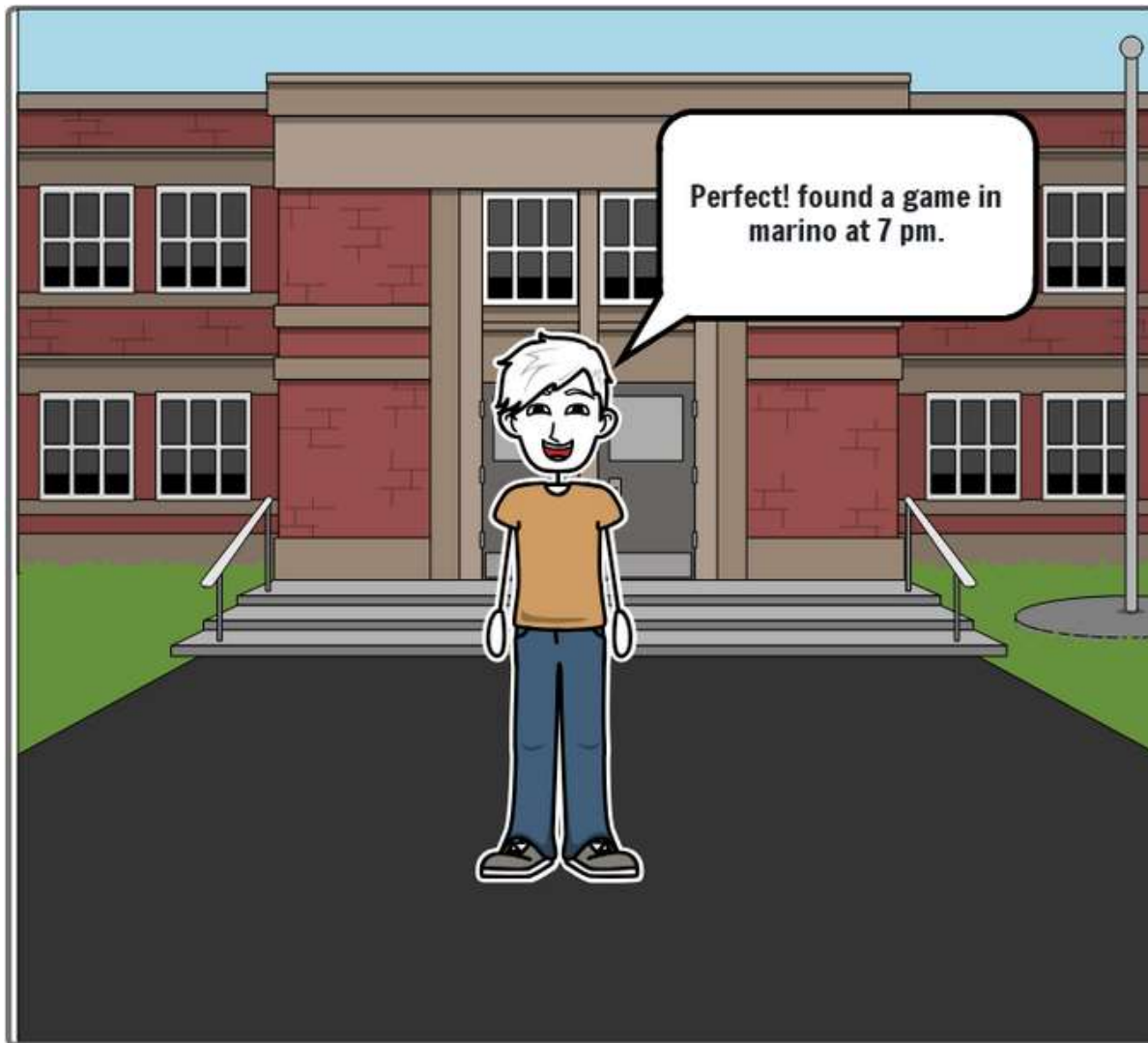




	Playo	Eventbrite	WhatsApp Facebook Groups	Athleto	IMLeagues	UniPlay
Sports Team Formation	✓	✗	✗	✓	✓	✓
Event Scheduling	✓	✓	✗	✓	✓	✓
User Base	Local sports enthusiasts	Event organizers/attendees	Local sports enthusiasts	College Community	University Community	Northeastern University Community
Peer Skill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

# Storyboardin

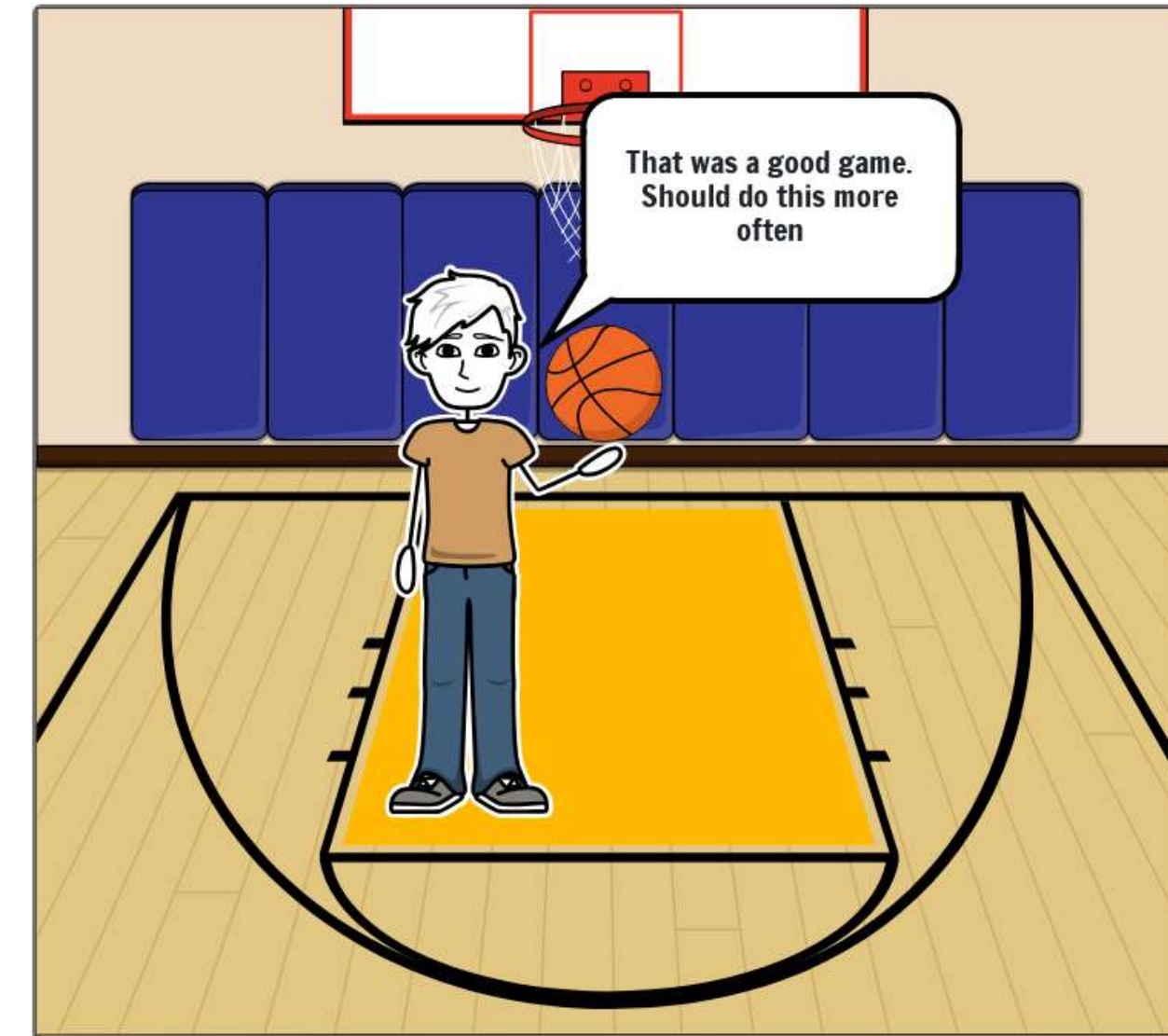
Scenario: Jake, a university student, and basketball enthusiast is looking to play a pickup game after his classes.



**STEP**  
**01**



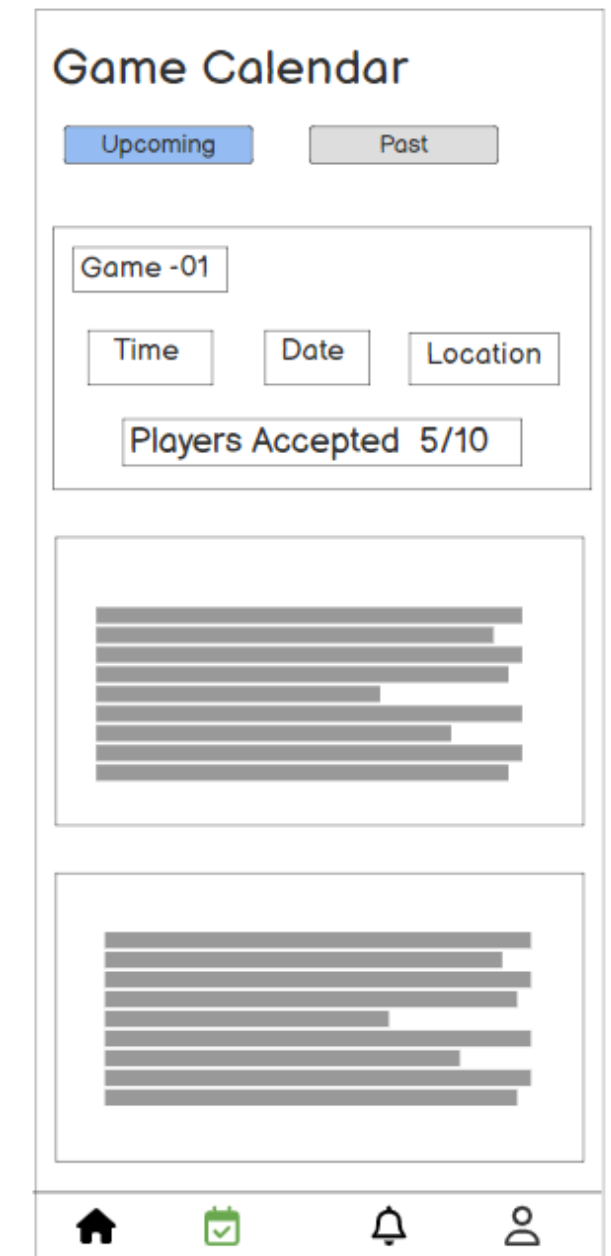
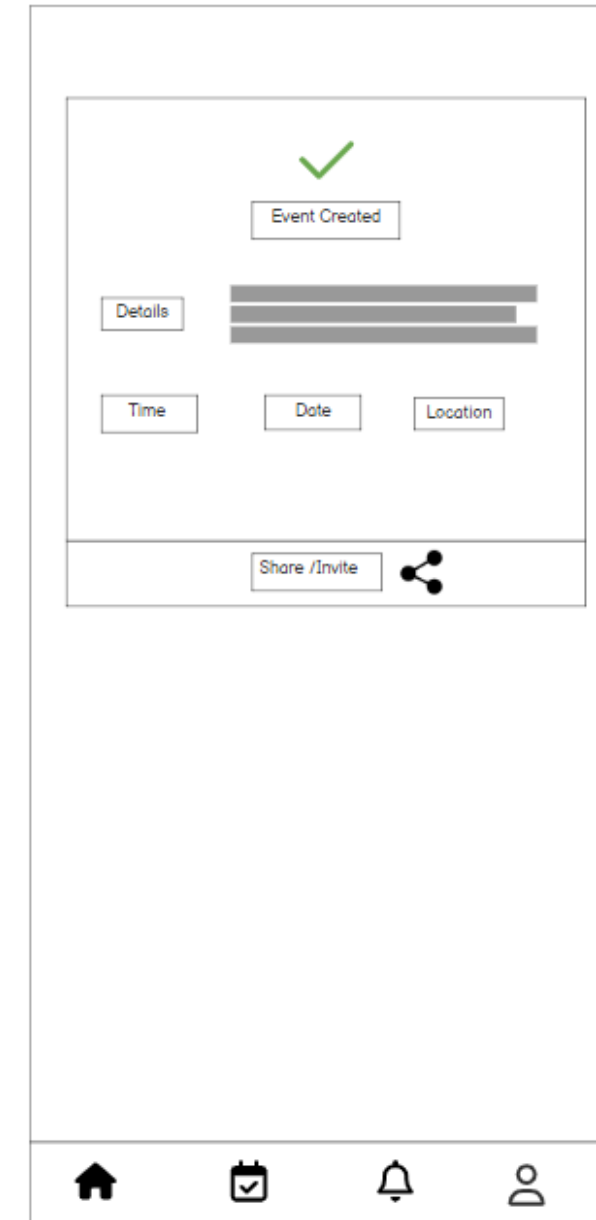
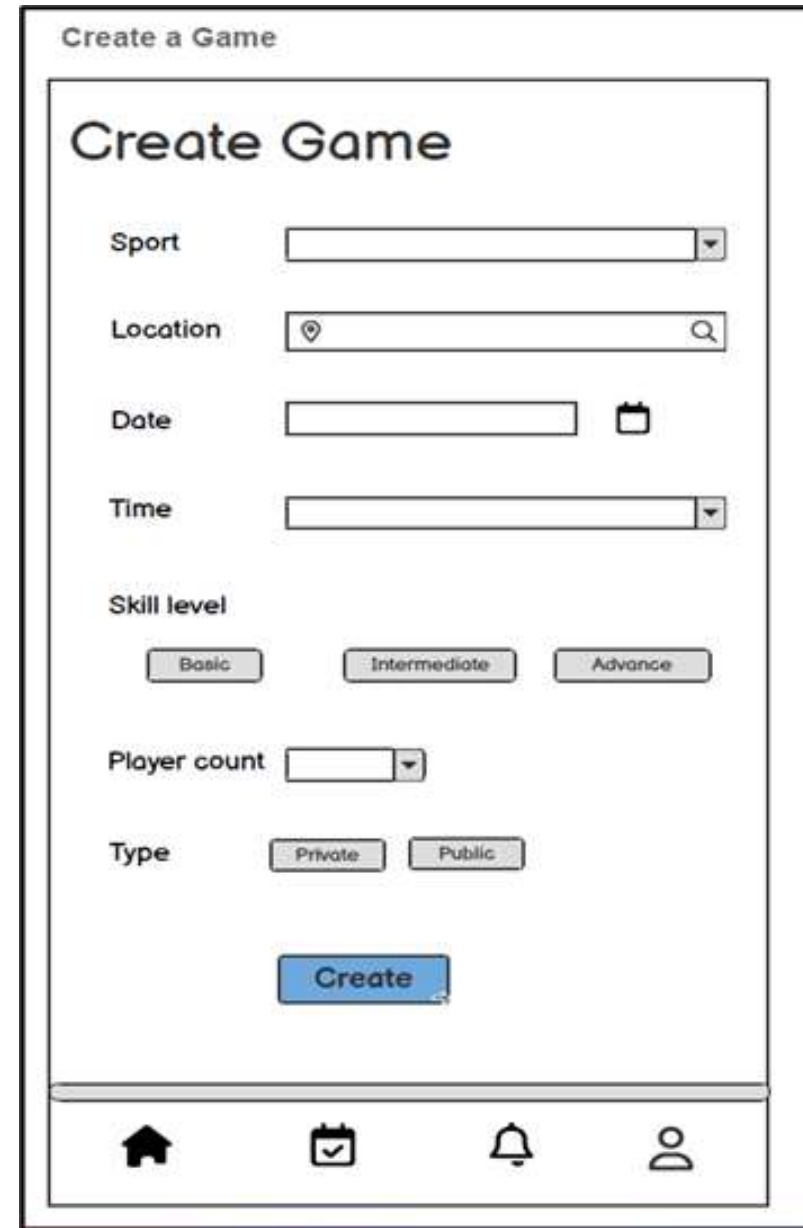
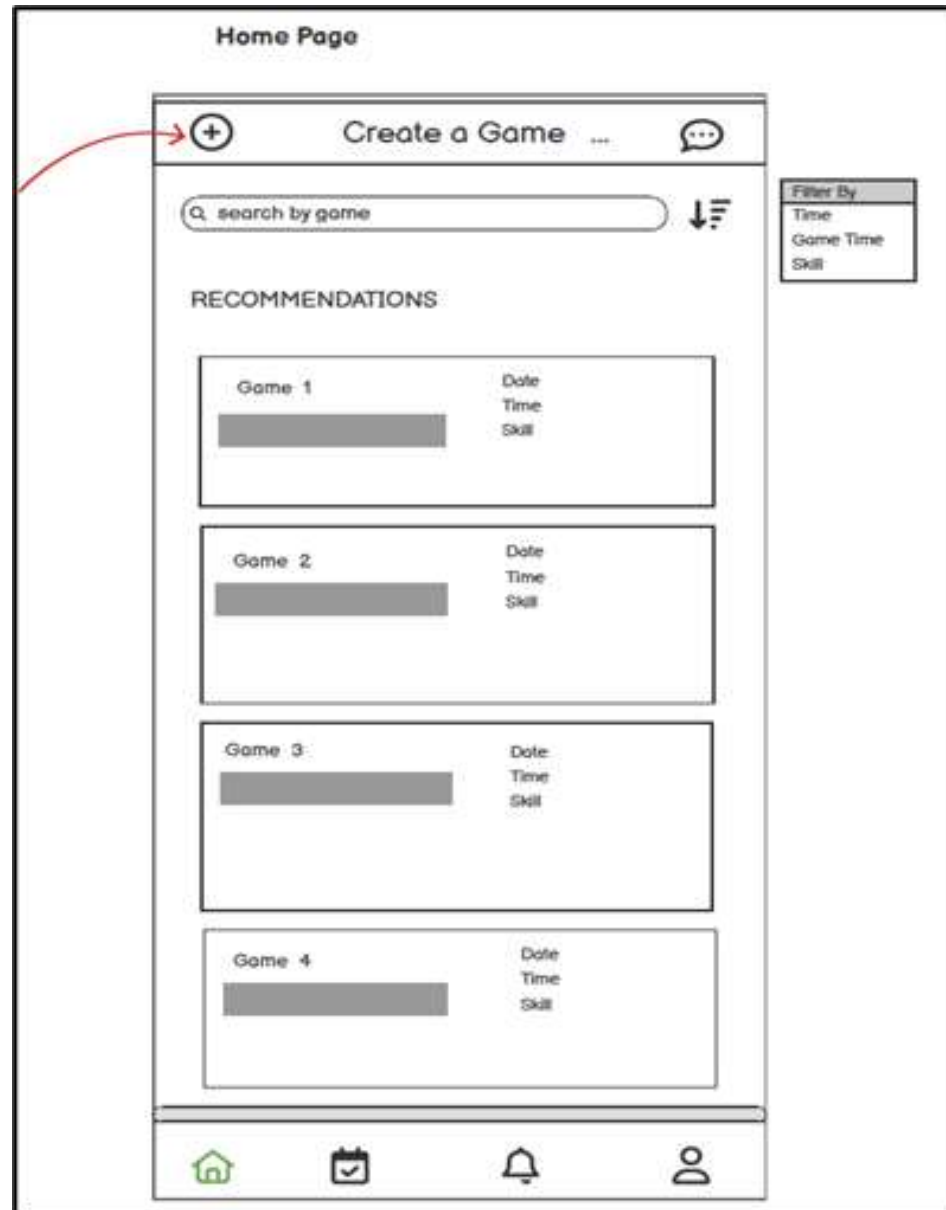
**STEP**  
**02**



**STEP**  
**03**



# UI Mockups





Game Details Page

Game Details

Basketball Game ...

Update

List of Players

+

Game Chat

Share

Cancel Game

Rate Players from Past Events

Game 11

Back

Rate Players

Player	Rate	Absent
<div></div>	☆☆☆☆☆	<div></div>
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Time

Date

Location

No of Players



# Product Roadmap





# Product Features



User Registration/ Login



Team Formation



Chat and Communication



Game Scheduling



Skill Level Assessment



Feedback and Ratings



Analytics Dashboard



Find a Game

# MVP Features for Launch



Create Game



Discover Game



Messaging



Peer Rating Setup



Intramural Sports



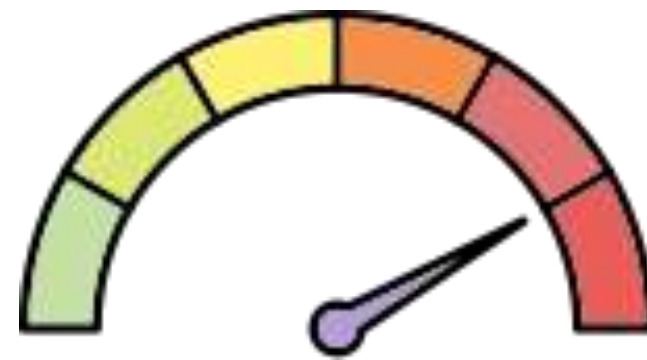
# Key Metrics



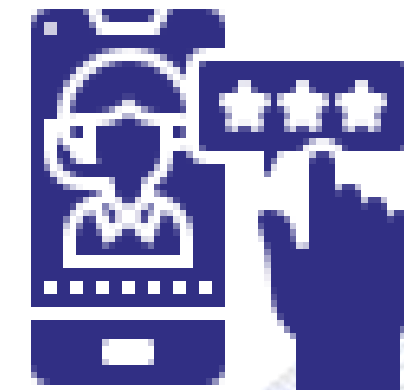
Daily Active Users



Retention Rate



Net Promoter Score



Customer Satisfaction Score



# Operational Needs



## Maintenance & Development

Regular app updates, bug fixes, and feature enhancements based on user feedback.



## Data Management & Security

Manage data securely, ensure privacy compliance, and handle data backups.



## Marketing & Community Engagement

Promote the app within the university, manage social media, and run promotional events.



## Quality Assurance

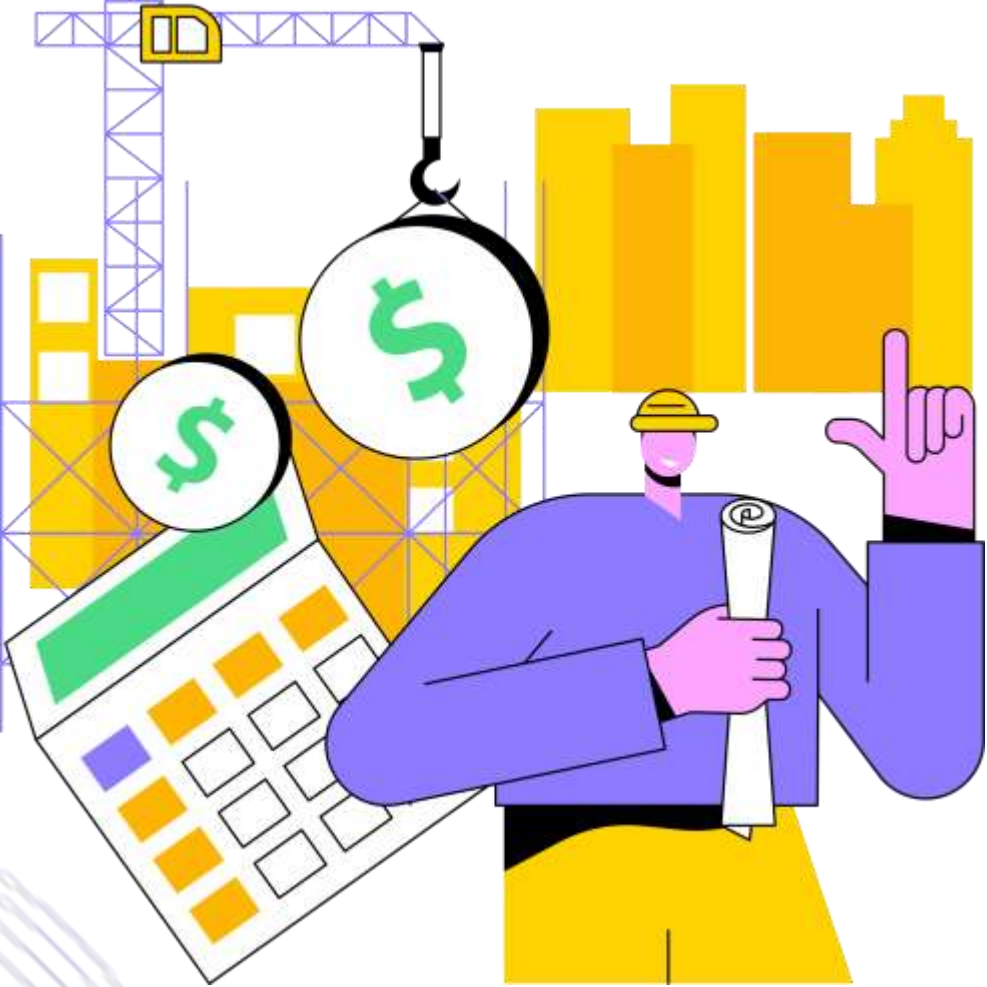
Ensure new releases are free from bugs and maintain overall app quality.



## User Support

Handle technical and non-technical queries, especially issues specific to university students' needs.





# Projected Costs      Engineering Efforts

2 UI/UX Engineers (6 Months)

3 Backend Engineers (6 Months)

2 Database/ Infrastructure Engineers (6 Months)

**Total : 42 Person - Months**

## Cloud Services

Amazon EC2: \$0.07 per Hour (1 Machine, 6 Months)

Amazon S3: \$0.03 per GB (5 TB Storage)

$$\text{Estimated Total Cost} = 201,600 + (5120 * 6 * .03) + (6 * 5040 * .07) = 201,600 + 3038 = \\ \$204,638$$



# Addressing Risks

## DEPENDENCY ON UNIVERSITY PARTNERSHIPS

Relying on partnerships with universities for user acquisition and expansion,

## USER ADOPTION CHALLENGES

During the initial stages, difficult to convince users to register and actively use the platform.

## COMPETITION FROM EXISTING PLATFORMS

Facing competition from established event management platforms or social networking sites that already offer similar functionalities

## DATA PRIVACY AND SECURITY CONCERNS

Ensuring data protection measures to safeguard user information and comply with privacy regulations like GDPR or CCPA

## QUALITY OF USER-GENERATED CONTENT

Risks associated with the quality and accuracy of user-generated event listings, ratings, and feedback, which may impact the credibility of the platform



# THANK YOU