

## Product 1 - IS 332

<p><b>PROBLEM</b></p> <p>Quick Access to each player in their own individual team and modifying their stats can be a challenge due to a small screen and limited space on the view port.</p> <p>App has to be fast and very fluid. It could be a challenge to develop an simple app that is complex with so many different stats to keep</p> <p><b>EXISTING ALTERNATIVES</b></p> <p>There are other apps out there that offer this, but they are not widespread or are a little complicated to use.</p>	<p><b>SOLUTION</b></p> <p>Clean code. Simple structure/backbone. Each individual button reacts. Less Logic/if statements. Each function has a specific task that it accomplishes no more no less.</p> <p>Design has to graphical so they can just click and update. The updates have to be fast, therefore the functions have to be clean.</p> <p>the App should also "know" how to calculate some statistics based on given basic input. This takes away so much work from the user.</p>	<p><b>UNIQUE VALUE PROPOSITION</b></p> <p>Hey Scorekeepers, ditch the complicated stat sheet and use our app to quickly and efficiently update scores with easy modifications and updates. Erase less! this app will also automatically update the stat page so you do not have to sit there and manually punch in values.</p> <p><b>HIGH-LEVEL CONCEPT</b></p> <p>this app equals a paper stat sheet that is used to keep track of (basketball) scores/stats.</p>	<p><b>UNFAIR ADVANTAGE</b></p> <p>Ease of use. Design will be very very easy to use and quick.</p>	<p><b>CUSTOMER SEGMENTS</b></p> <p>Basketball stat keepers</p> <p>Assistant Coaches</p> <p>Personal Stat keeping done by a friend or family.</p> <p><b>EARLY ADOPTERS</b></p> <p>The characteristics are:</p> <p>sports player</p> <p>stat keeper</p> <p>assistant coach</p>
<p><b>COST STRUCTURE</b></p> <p>Variable Cost: Website designer to make a website that shows stats and updates them automatically retrieving data from the app after the app has finished recording stats. Everytime this person will or has to be different because each league or place can have their own webmaster that can work with this app. Another variable cost is a person to design the color scheme for this app so it looks soothing to the eyes.</p> <p>Fixed Cost in this project would be the cost to design a basic "offline" application.</p>			<p><b>REVENUE STREAMS</b></p> <p>Contact leagues and their stat keepers and give them a solution that is easier, hassle free and faster for a fixed price or a priced package. this will definitely make the players happier because each player wants to know how they are doing.</p>	