

Project Name: Sports Up

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## Project Vision Document

**Version 1.0**

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**Revision History**

Revision	Date	Author	Reviewed By	Summary of Changes

**Document Approval List**

Version	Approved By	Signature	Date
V1.0	Group T07 Sports Up	William Cham	09/22/2024

**Document Distribution List**

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# 1 Introduction

The **Project Vision Document** outlines the goals, objectives, and functional details of the **Sports Up** platform. This document provides a comprehensive overview of the project, including its purpose, scope, and the features intended for development. It serves as a guiding framework for the project team and stakeholders, ensuring clarity on the project's vision and expected outcomes.

## 1.1 Purpose

The purpose of the **Project Vision Document** is to provide a clear and concise description of the vision behind the **Sports Up** platform. This document aims to guide the project's development by defining its goals, outlining key functionalities, and identifying both in-scope and out-of-scope areas. By establishing a shared understanding of the project, the team can ensure that efforts are focused on delivering a successful platform that meets the needs of sports players and watchers alike.

## 1.2 Scope

The scope of the **Sports Up** project encompasses the design, development, and deployment of a mobile platform catering to two main user groups: sports players and sports watchers. The platform will include both free and premium user modules, providing enhanced features for paid users. Additional revenue streams such as in-app advertisements and partnerships with local businesses are also part of the platform's scope.

### In Scope

- Development of a **Player System** allowing users to find local matches and pitches.
- Development of a **Watcher System** for finding venues that stream sports events.
- Integration of features for both free and premium users (e.g., advanced filters, chat, seat reservations).
- In-app advertising and affiliate partnerships with local businesses (pubs, restaurants).

### Out of Scope

- **Live streaming** of sports events.
- **Venue management system** for businesses (e.g., pubs) that are not partnering directly through the platform.
- **Ticketing services** for major sports events or leagues.
- **Direct sports event broadcasting rights** (i.e., obtaining licenses for airing sports matches).

### 1.3 Definitions, Acronyms, and Abbreviations

Term	Explanation
Player System	A system within the app that allows users to find and join local sports matches.
Watcher System	A system that helps users discover venues streaming sports events.
Premium User	A paid user who has access to additional features like advanced filters and chat.
Free User	A user who can use the app but with limited access to features.
In-App Advertising	Advertisements that are displayed within the app interface.
Affiliate Partnerships	Business agreements with local venues to promote each other's services.
Match Notification	Alerts for upcoming sports matches that users have shown interest in.
Event Organization	Tools provided to help organize sports tournaments or matches.

### 1.4 References

Reference File Name	Version	Description
COMP3059_F24_T07_High Level Requirements.docx	1.0	Initial requirements document for the Sports Up app.
COMP3059_F24_T07_Project Summary	1.0	Summary of project's scope, deliverables, and outcomes.

Name	Link
Where To Play?	<a href="https://opensports.ca/blog/where-to-play-pick-up-soccer-in-toronto">https://opensports.ca/blog/where-to-play-pick-up-soccer-in-toronto</a>
Toronto Soccer Meetup	<a href="https://www.meetup.com/toronto-soccer-meetup/">https://www.meetup.com/toronto-soccer-meetup/</a>

## 2 Positioning

### 2.1 Business Opportunity

Sports Up addresses the need for a platform that connects users with local sports events, either as players or spectators. It offers real-time information on nearby matches and streaming venues, helping sports enthusiasts easily engage with their community. The app also creates new promotional opportunities for local businesses to attract sports fans.

### 2.2 Problem Statement

The Problem of	limited access to an integrated platform for discovering local sports events
affects	sports enthusiasts, local communities, and businesses such as venues, pubs, and restaurants.
the impact of which is	reduced engagement in local sports activities, the stress for sports enthusiasts of searching multiple platforms to find games or streaming locations, customers missing out on events, and missed promotional opportunities for businesses.
a successful solution would be	a real-time app that connects users to nearby matches and streaming venues, enhancing community involvement and driving business for local establishments.

### 2.3 Product Position Statement

For	Sports enthusiasts and local businesses (e.g., pubs, restaurants) looking for a platform to either participate in sports activities or attract sports fans.
Who	need a centralized and easy way to find local matches, connect with other players, or discover venues streaming their favourite sports, while businesses need a tool to promote events and attract customers.
Sports Up	is a <b>sports event discovery and community engagement platform</b>
that	provides players with a simple way to find matches, build teams, chat, and track performance, while offering fans a way to discover local venues, reserve seats, and enjoy promotions. It also helps businesses engage with their audience by posting streaming schedules and promotions.
Unlike	other apps that focus solely on booking venues or organizing games but not both, or platforms that only promote live-streamed sports events without supporting community engagement.

Our product	Offers a dual-system approach that caters to both sports players and spectators in one app, seamlessly integrating features like match discovery, venue promotion, and real-time community interaction.
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## 2.4 SWOT Analysis

Strengths	Weaknesses
The app caters to both players and spectators, offering something for both groups in one place.	Our platform needs a substantial user base to function effectively, both on the player and business sides.
The chat and team-making features promote interaction and help create local communities around sports.	There are other apps for organizing sports activities and streaming events, so differentiation will be key.
Users get real-time updates on match schedules, venue promotions, and nearby events, making it very convenient.	Getting enough local venues or businesses onboard at the start could be challenging to make the Watcher system useful.
Provides local businesses a direct way to attract sports enthusiasts, increasing the app's potential user base.	The app focuses on a specific audience, which could limit its broader appeal.
The model is easily adaptable to new cities or countries, allowing for future growth.	There is a risk that some users might use the app for unintended purposes, such as arranging meetups for non-sporting activities, including hookups.
Opportunities	Threats
Initially focus on popular sports and then expand to niche or emerging sports to attract more users.	Users may lose interest if there aren't enough regular matches or engaging content, leading to reduced retention.
We could form partnerships with local sports equipment stores, clothing brands, or gyms for promotions or sponsorships.	Issues with real-time features like live scheduling, seat reservations, or chat could deter users from using the platform.
The app can generate revenue through venue advertising, premium memberships, and exclusive offers for users.	Since the app involves user communication and venue details, security risks could harm the app's reputation if not managed properly.
Successfully scaling the model to new cities or countries would significantly expand the user base and revenue potential.	New or existing apps could quickly introduce similar or better features, overshadowing Sports Up.
Allow users to share events or achievements on social media platforms, increasing exposure and attracting more users.	As mentioned in weaknesses, the platform could be misused for non-sporting meetups, such as hookups, which might damage the platform's reputation.

### 3 Stakeholder and User Descriptions

The core developers of the project are responsible for designing, building, and testing the platform. They aim to create a user-friendly app that meets the needs of sports enthusiasts and venues.

#### 3.1 Stakeholder Summary

Stakeholder Name	Represents	Role
William Cham (W.C)	Team Leader	Oversees overall project development and coordination among team members. Acts as the main point of contact for external stakeholders.
Kadir Cinar (K.C)	Developer	Focuses on app development, specifically coding, and implementation. Assists in technical decisions throughout the project lifecycle.
Merve Coskun (M.C)	UI/UX Designer	Responsible for designing the user interface and ensuring a positive user experience for both player and watcher systems.
Marcus Quitiquit (M.Q)	Developer	Works on developing the Player and Watcher systems, ensuring smooth integration and functionality of all app features.
David Lubwana (D.L)	Marketing/Business	Manages business partnerships, affiliate sales, and advertising integration within the app. Acts as a bridge between the development team and local businesses.

Table 3 Stakeholder Summary



### 3.2 User Summary

User Name	Description	Responsibilities	Stakeholders
Players	Users who want to find local matches and pitches.	Search for nearby matches and pitches. Access advanced filters and chat features (premium users).	(W.C), (K.C), (M.C), (M.Q), (D.L)
Watchers	Users looking for venues to watch sports events.	Discover local streaming venues. Reserve seating and receive match notifications (premium users).	(W.C), (K.C), (M.C), (M.Q), (D.L)
Local Businesses	Venues such as pubs and restaurants that want to attract customers for sports events.	Promote sports events, provide real-time seating availability, and attract foot traffic.	(W.C), (D.L)

Table 4 User Summary

## 4 Stakeholder Requirements

ID	Requirement	Representatives
SR-1	Implement user roles for players and spectators	Team Leader, Developers
SR-2	Create functionality for players to organize or join sports meetups	Team Leader, Developers
SR-3	Enable spectators to join and watch sports meetups	Team Leader, Developers
SR-4	Implement ad display in the free version of the app	Team Leader, Developers, Marketing/Business
SR-5	Develop a premium subscription model (no ads, higher resolution)	Team Leader, Developers, Marketing/Business
SR-6	Integrate payment processing for premium subscription	Developers, Marketing/Business
SR-7	Design user-friendly interfaces for organizing or joining sports meetups	UI/UX Designer, Team Leader
SR-8	Design ad-display area without disrupting the user experience	UI/UX Designer, Developers, Marketing/Business
SR-9	Create a premium viewing experience (high-resolution video streaming for spectators)	Developers, UI/UX Designer, Marketing/Business
SR-10	Ensure scalability for handling large numbers of players and spectators	Team Leader, Developers
SR-11	Implement performance optimization to handle high-resolution streaming and low latency for real-time games	Team Leader, Developers
SR-12	Develop analytics to track user engagement, ad performance, and premium subscriptions	Developers, Marketing/Business
SR-13	Create a marketing strategy for the premium version and ad-supported model	Marketing/Business, Team Leader
SR-14	Ensure GDPR compliance and user data security	Developers, Marketing/Business, Team Leader
SR-15	Provide ongoing customer support and premium service management	Team Leader, Marketing/Business

Table 5 Stakeholder Requirements

## 5 System Features

ID	Feature	Stakeholder Requirement ID
UP-1	<b>User Player System:</b> Allows users to find nearby pitches/parks to play sports with others, with features like team creation, skill levels, leaderboards, and chatting.	SR- 1, SR- 2
AP-1	<b>Admin Player System:</b> Users can act as admins to post upcoming matches, local events, and create other game opportunities for players.	SR- 1, SR- 2
UW-1	<b>User Watcher System:</b> Users can find local venues/pubs/restaurants streaming matches of their chosen sport, contact venue owners, reserve seats, see promotions, and match schedules.	SR 2, SR- 3
AW-1	<b>Admin Watcher System:</b> Enables venue owners to manage their streaming schedules, post promotions, and update event listings for users.	SR- 2, SR- 3
AV-1	<b>Ad-Supported Version:</b> Ads are shown to free users within the app to generate revenue.	SR- 4
PV-1	<b>Premium Subscription Model:</b> Offers a paid premium version with no ads and enhanced features like higher-quality video streaming.	SR- 5
PP-1	<b>Payment Processing:</b> Secure transactions are enabled for premium subscription purchases.	SR- 6
HS-1	<b>High-Resolution Streaming:</b> Premium users can access higher-resolution streams for sports matches.	SR- 9

ID	Feature	Stakeholder Requirement ID
UE-1	<b>User Engagement &amp; Analytics:</b> Tracks user activity, ad performance, and premium subscription metrics for analysis and improvements.	SR- 12
SI-1	<b>Scalable Infrastructure:</b> The system can efficiently manage increasing numbers of users (players and spectators) and admins (venues and match organizers).	SR- 10
PO-1	<b>Real-Time Performance Optimization:</b> Ensures smooth experiences, including team play, live event posting, and high-resolution video streaming for spectators.	SR- 11
SC-1	<b>Security &amp; Compliance:</b> Protects user data and ensures the system complies with privacy laws like GDPR.	SR- 14
CS-1	<b>Customer Support &amp; Service Management:</b> Provides customer support and premium service management to enhance user satisfaction.	SR- 15

Table 6 System Features

## 6 Assumptions

### *-User Preferences:*

- *Users are interested in playing and watching sports which is why the app caters to both preferences.*
- *Players of certain sports would want to connect with others of similar skill levels and form teams.*
- *Users prefer a platform that helps them find local matches or sports-related venues.*

### *-Scope:*

- *The app covers both players looking to participate in sports and spectators looking to watch matches.*
- *The app focuses on providing real-time information (available pitches/parks for players and venue information for watchers).*

### *-Desired Solution:*

- *The desired solution is a mobile app and website designed to connect sports players and watchers. It offers two main systems:*

*Player System: Users can find local matches and sports pitches, create teams, and use features like skill-based matchmaking, leaderboards, and chat. Admins can post matches and manage events.*

*Watcher System: Users can locate nearby venues streaming sports matches, reserve seats, view promotions, and check match schedules. Venue owners can post streaming schedules and manage promotions.*

### *-Requirements:*

- *The platform assumes that sports enthusiasts will frequently use the app to find matches or venues.*
- *Users prefer convenience, such as the ability to book or reserve in the app.*
- *Venue owners are expected to want to post promotions and engage with users via the platform.*

*-Business Process:*

- *Admins such as venue owners and match organizers will actively maintain event postings, match schedules, and promotions to engage users.*
- *The app assumes collaboration between venue owners and players facilitated through communication features.*

*-Stakeholders:*

- *Users are sports players and watchers.*
- *Venue owners that own restaurants, and pubs are key clients.*
- *The development team of William, Merve, Kadir, Marcus and David are responsible for creating a user-friendly platform.*

## 7 Constraints

### ***Technical Constraints:***

- *Implementing real-time geolocation services for finding pitches or venues might require complex APIs, such as Google Maps API.*
- *Managing user authentication securely for both players and watchers and offering chat functionality, could increase development complexity.*
- *Cross-platform compatibility is necessary for a seamless experience across both mobile and desktop.*

### ***Process Constraints:***

- *Venues must be actively involved in maintaining their streaming schedules and promotions, or the watcher system may lack relevant content.*
- *The app requires real-time updates to ensure accuracy, especially for venue reservations and available pitches.*

### ***External Constraints:***

- *Ensuring compliance with privacy regulations regarding user data and location information is essential.*
- *The success of the platform might depend on the number of local businesses willing to participate and post their information.*
- *Liability concerns for injuries during player-organized matches may need to be addressed with clear disclaimers.*

### ***Dependencies:***

- *The app's effectiveness depends on the availability of local pitches/venues, participation, and user adoption.*
- *Third-party services e.g. map APIs, and booking systems may be necessary for some features, adding potential dependencies on those systems' reliability.*