Pick-Up Sportz Sprint #0 Presentation

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Business Requirement Document

Pick-Up Sportz

Product Detail:

- The app allows a user/player to pick a sport to play (baseball, soccer, tennis, basketball, etc), select a place to go on a map, create the event and list the items that are needed to play the game.
- Each player who has the app within a certain range will be notified based on the users settings.
- Users will be rated to ensure quality assurance.
- Each profile will allow the user to select details about them self, for example, their favorite sports they play, their skill level for that sport, and the equipment they own for that sport.

Strategy

Problem (User Needs):

- Have more pick up games
- Have pick-up games near them
- Have easier accessibility to pick up games
- Have a broader variety of games

Technological Innovations

Database-Driven Machine Learning:

- Categorizes personalities, likes, and dislikes of users

Geographical Image System

- Displays geographical image of surrounding areas near users

Total Solution

- Create a mobile application that allows users to set up and join in sport events they wish to participate in
- Includes a virtual map of locations that are hosting games
- Allow users to choose place where a game is occuring
- Display events around users that coincide with their personality, likes, and dislikes.

Strategy

Unfair Advantage:

- Broader niche of a specific category. (Between a single aspect of a category and an overwhelming category)

Most Significant:

- Machine Learning Incorporated Database that is capable of learning users’ personality, likes, and dislikes

Secondary Market Research

Topics Researched:

- Social networking events
  https://showupandplaysports.com/pros-and-cons-of-pick-up-or-drop-in-games
  https://blog.hubspot.com/sales/face-to-face-networking-stats
- Community and other types of events
  https://make.wordpress.org/community/2019/04/18/2018-meetup-survey/
  https://blog.bizzabo.com/event-marketing-statistics#attendee
- Pick up games
  https://www.sfia.org/press/433_Over-26-Million-Americans-Play-Basketball
  https://www.hsph.harvard.edu/news/press-releases/poll-many-adults-played-sports-when-young-but-few-still-play/
- Community field usage
  https://www.nrpa.org/blog/29-number-of-times-americans-visit-their-local-parks-annually/
- Benefits of parks and recreation facilities
  https://www.nrpa.org/uploadedFiles/nrpa.org/Advocacy/Resources/Parks-Recreation-Essential-Public-Services-January-2010.pdf

Secondary Market Research

Things we researched for each topics:

- Demographics
- Frequency in attendance
- Reasons for attendance
- Location
- Networking Potential

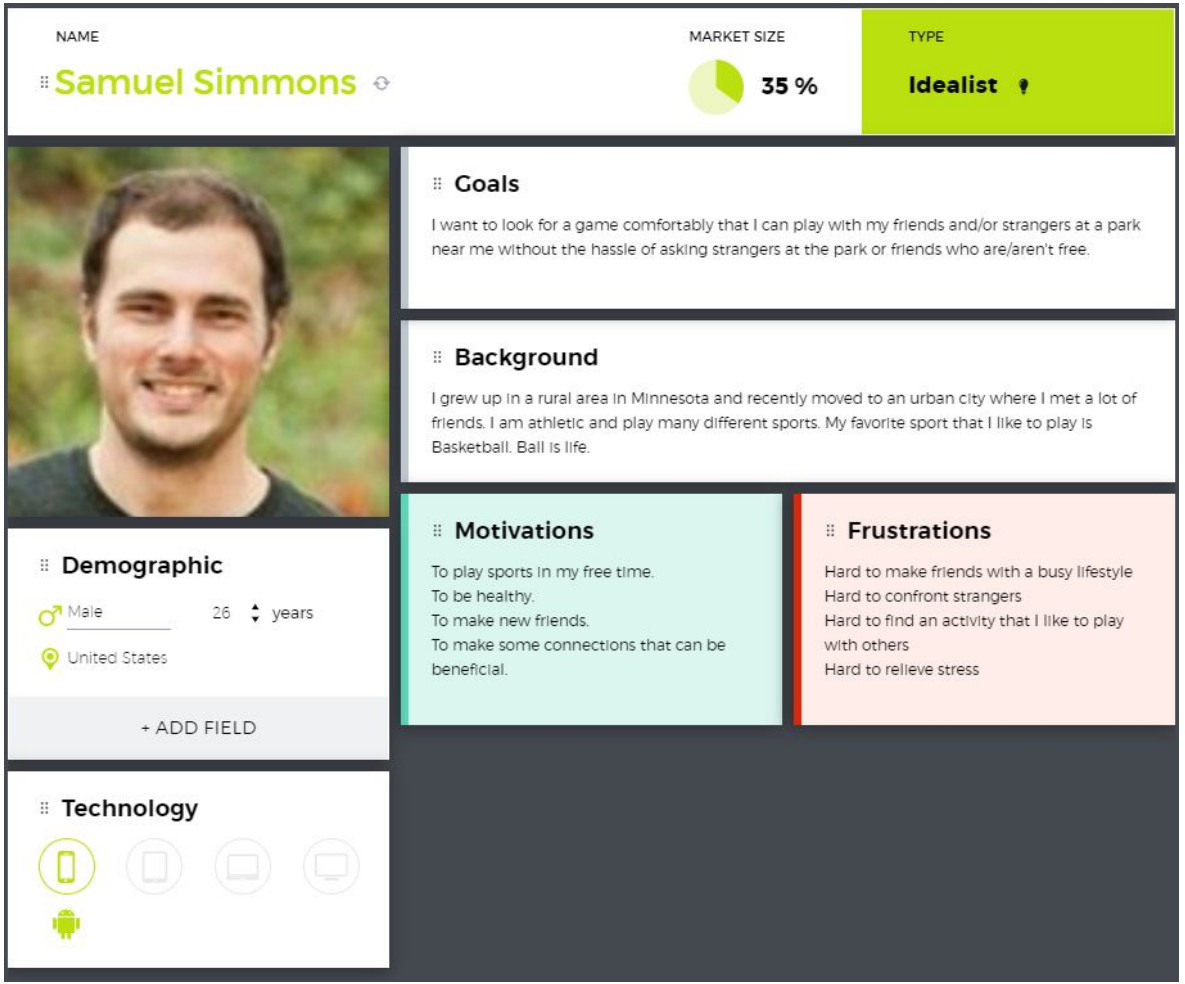
Secondary Market Research

What we found:

- Competitors cover either one sport or a variety of other topics, not just sports
- Most don’t go to events that are far away
- Majority hear about event like pick up games through friends.

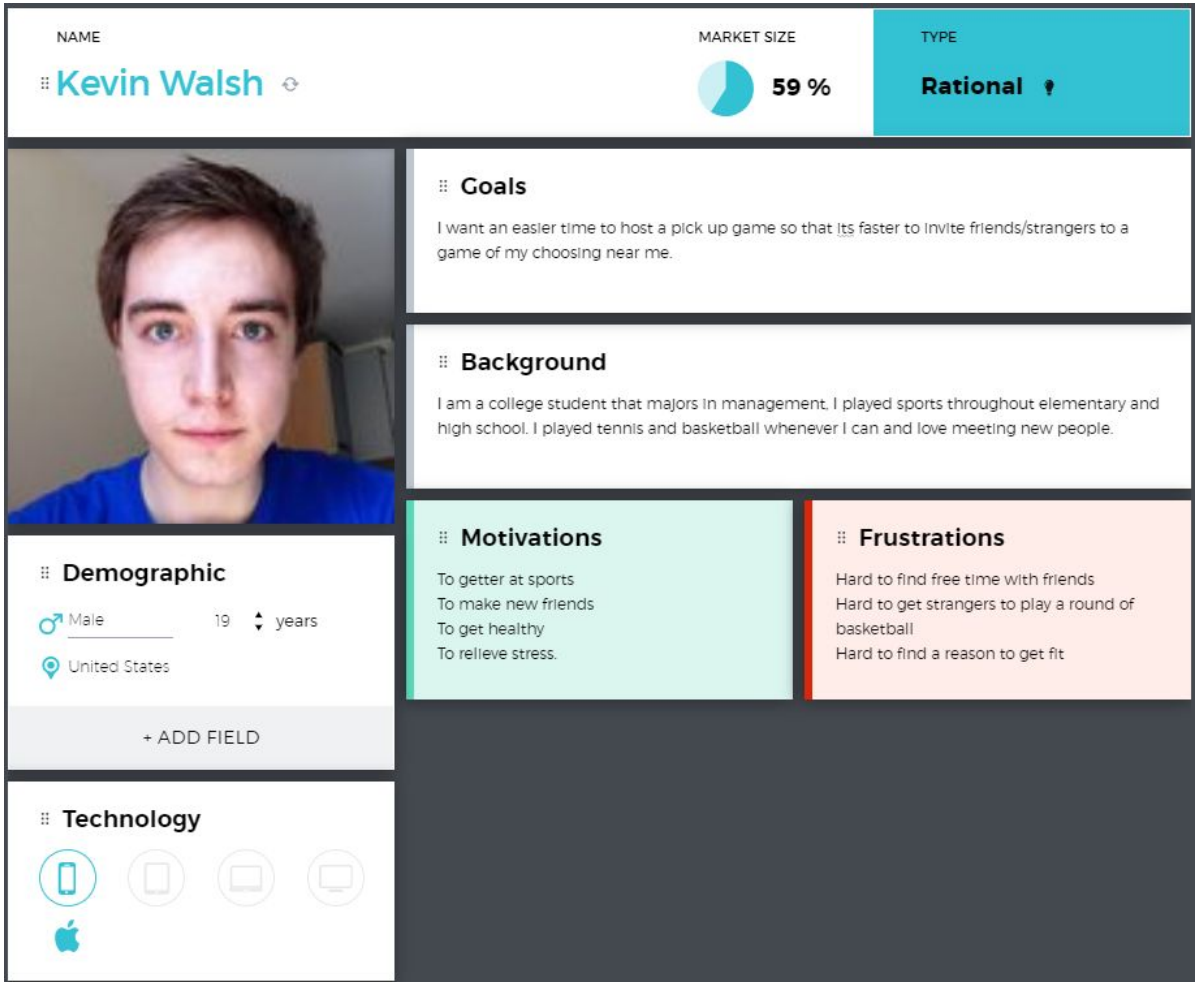
Personas

Persona: User that is looking for a particular sports to play with friends and/or strangers at a nearby park.



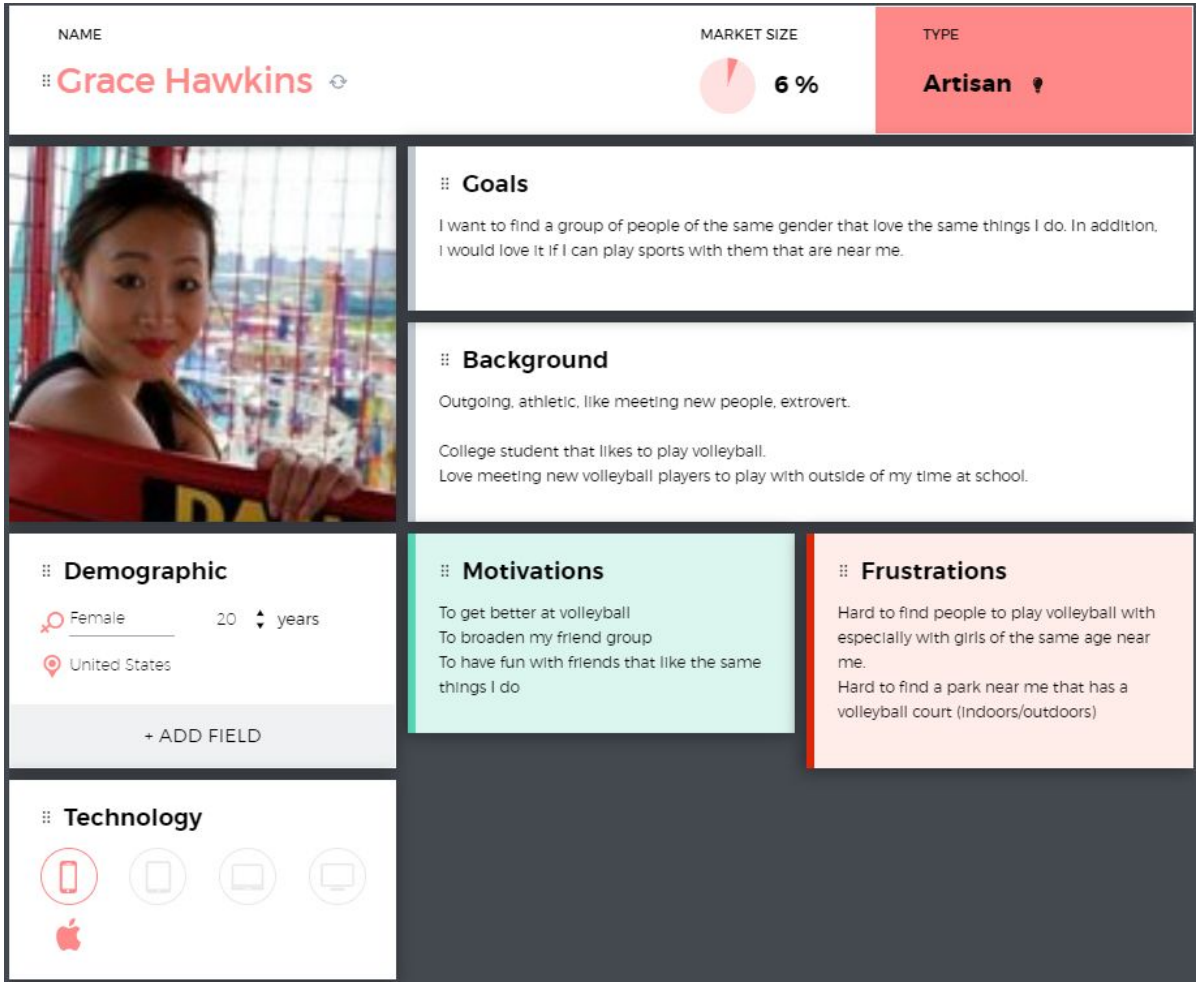
Personas

Persona: Users that want to invite friends/strangers to a pick up game of their own choosing



Personas

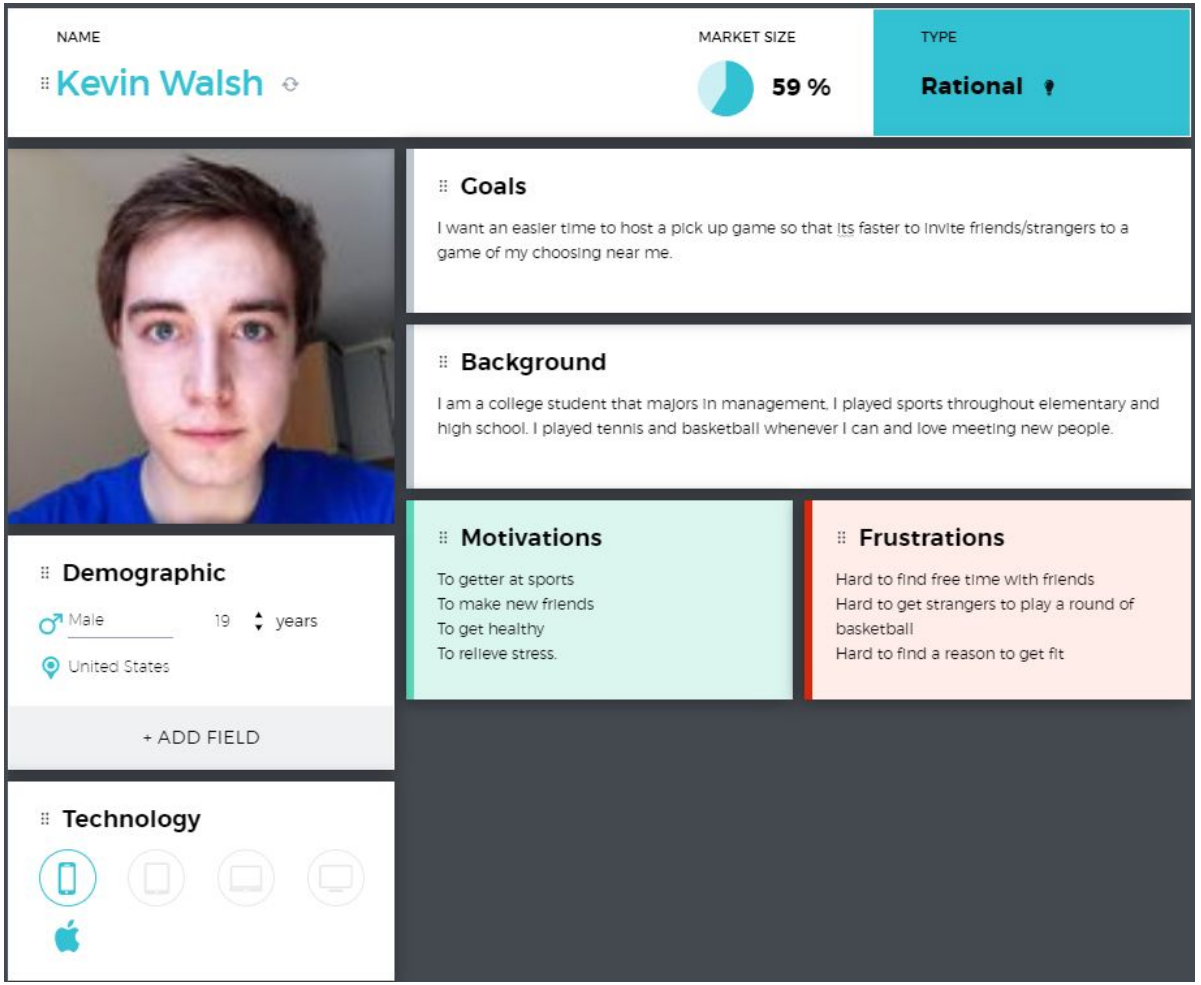
Persona: Users that want to network with a group with similar interests face to face from a pick up game/event.



Personas

Most important persona: Kevin Walsh

- Love meeting people
- Difficult time finding time to play sports
- Outgoing

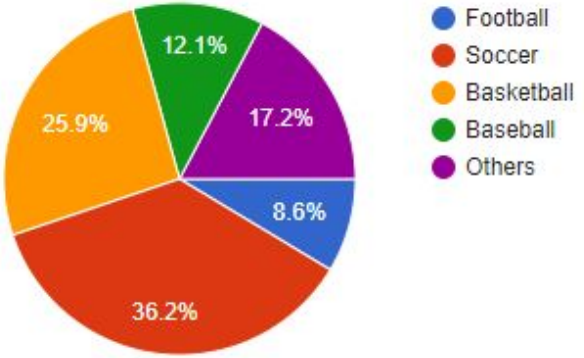


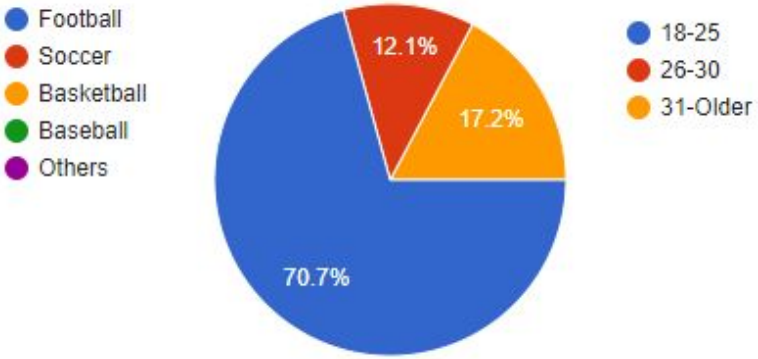
Primary Market Research

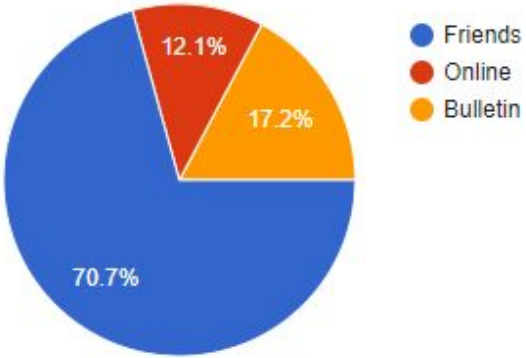
Questions asked based off of the Secondary Market Research:

- How often do you play pick up games?
- Do you enjoy playing in pick up games?
- Is networking important to you?
- Would you network with other people in a sports environment?
- How important is engaging with the community to you?
- Do you ever play sports at these community events?
- Is the place of the event important to you?
- What sports do you like to play?
- Did you make new friendships or business partnerships while networking?
- Do you attend events near you?
- What is your gender?
- Where did you hear about an event?
- What is your age?

Primary Market Research







Primary Market Research

Validation of user needs:

- 70.2% of survey takers participated in a pick up game or community event that they heard from their friends.
- Only 12.3% of survey takers heard from online and 17.5% have heard from offline bulletin board.
- This shows that not a lot of people are finding events online.
- With this small sample, we can clearly see that most who hear about these kinds of events; attend, enjoy, and network.
- Therefore, out innovative technology fits the user’s needs in allowing a broader and efficient accessibility.

Competitors

- OpenSports: (most significant)
  - A pick up game application that can host and join events, organize your schedule, and message other players.
- Eventbrite:
  - Event management and ticketing website.
  - Allows users to browse, create, and promote local events.
- Meetup.com:
  - Service that allows users to organize online groups that host in-person events for people with similar interests.

Competitors

Product features that competitors lack:

Even though these competitors have some similar features from each other, they do not have features that other competitors have.

Our product have those features:

- Graphical Image of Location and Direction
- Machine Learning to learn personality, likes, and dislikes
- Specific Niche

Commercialization Strategy

After we have our product, our goal will be to partner with workout facilities such as gyms and public parks to advertise our app as a more sophisticated way of finding a means of finding a pickup game. This will get word out of our app to athletes who desire this functionality in their means to find teams and players to interact with them. I means we can use to contact our potential customers is through the database of these workout facilities who already have data on their customers.

Monetization Strategy

Our plan is to have the application be free to the users of the app. The means in which we can profit from our product is allowing companies to advertise on our platform. This will generate revenue from the traffic of our application. We will also partner with athletic companies who can sponsor their sports equipment that will be featured in our pickup games. In addition, there is a possibility where users or companies can start a tournament. This could increase our profit from sponsors, fees, donations, etc

Sprint #0

Sprint Goals

- Creating a Business Requirements Document
- Creating a Management Plan
- Creating a Database
- Populating a Sprint Board

Prioritization Process

We prioritized our tasks based on the deadlines for the tasks.

- Tasks due in the beginning of the sprint are prioritized as high priority.
- Tasks that are due in the middle of sprint are prioritized as medium.
- Tasks with a deadline near the end of the sprint are prioritized as low.

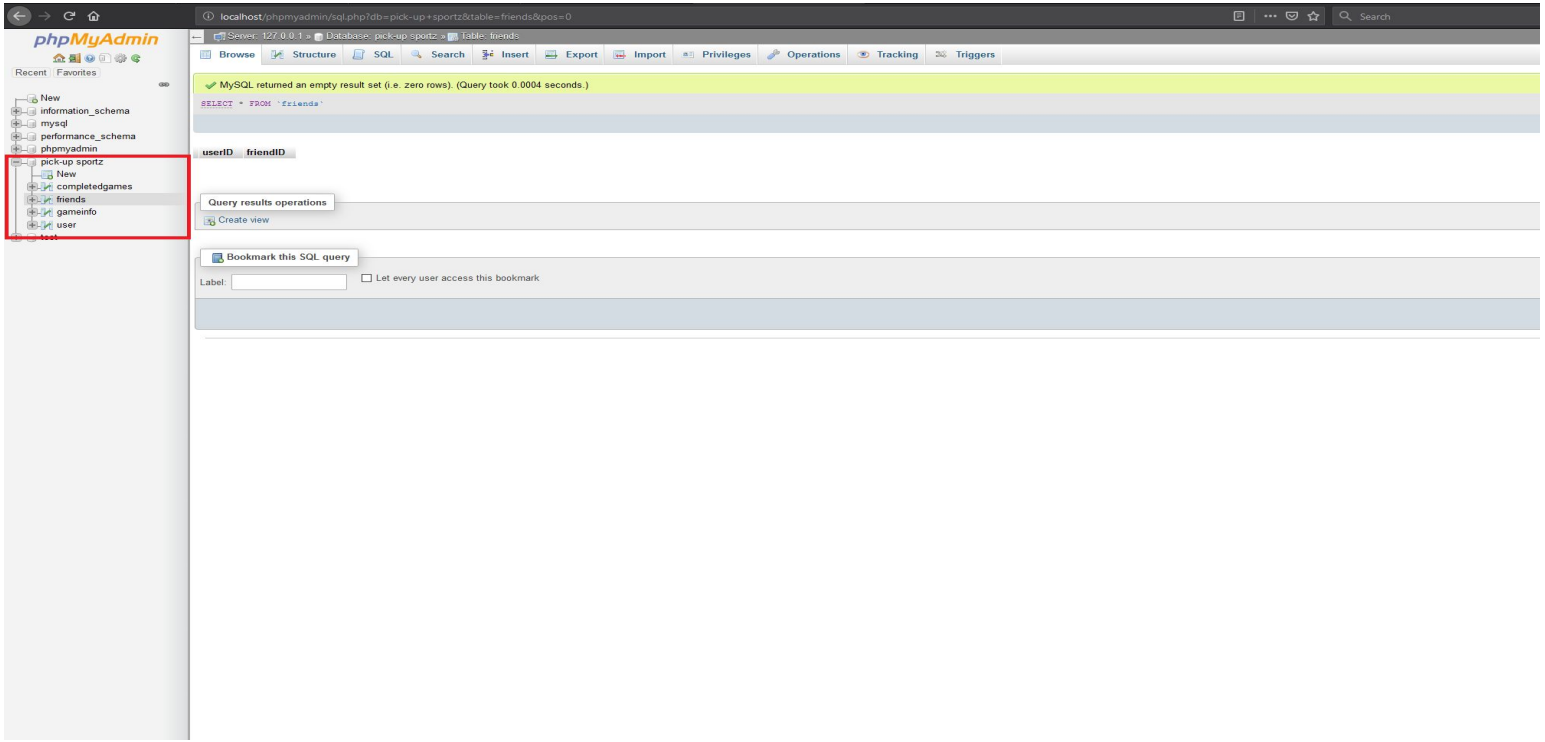
User Stories

- As an app admin, I want to be able to communicate with a database, so that I can keep records of all information within the app.
- As a member of the management team, I want to be able to have a Business Requirements Document, so that I can describe the characteristics of our proposed system.
- As a member of the management team, I want to be able to have a Management Plan, so that I can understand how the project is executed, monitored, and controlled.
- As a member of the management team, I want to be able to have an interactive Sprint Board, so that we can determine tasks that need to be completed for the current sprint.

Tasks Completed

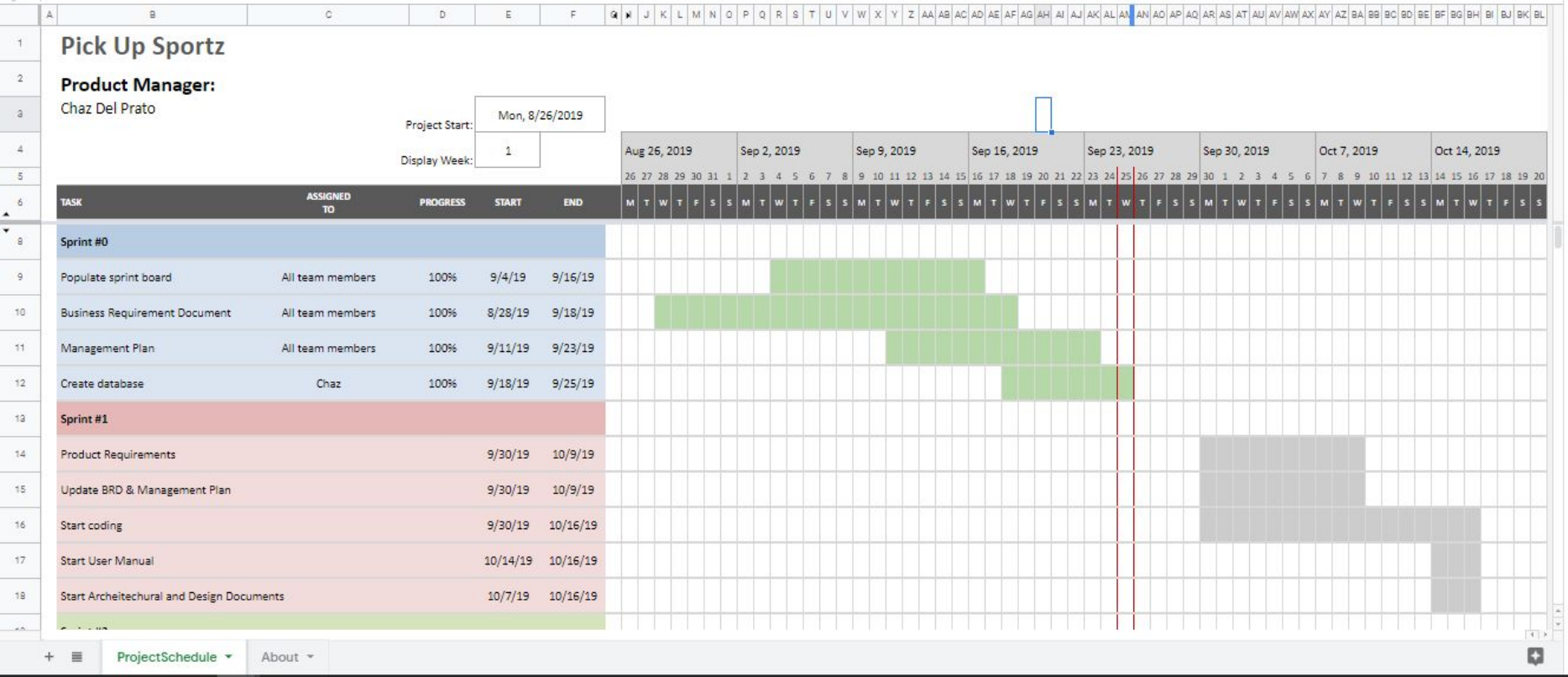
- Created Business Requirements Document
  - Project Detail
  - SWOT Analysis
  - Market Segments
  - Primary/Secondary Market Research
- Created Management Plan
  - Gantt Chart
  - Burndown Chart
  - Project Planning Matrix
- Created and initialized a database for data storage and collection

Database


localhost/phpmyadmin/sql.php?db=pick-up+sportz&table=friends&pos=0
phpMyAdmin
Recent
Favorites
New
information_schema
mysql
performance_schema
phpmyadmin
pick-up sportz
New
completedgames
friends
gameinfo
user
Server: 127.0.0.1 » Database: pick-up sportz » Table: friends
Browse
Structure
SQL
Search
Insert
Export
Import
Privileges
Operations
Tracking
Triggers
MySQL returned an empty result set (i.e. zero rows). (Query took 0.0004 seconds.)
SELECT * FROM `friends`
userID
friendID
Query results operations
Create view
Bookmark this SQL query
Label:
Let every user access this bookmark

Management Plan

Gantt Chart


Pick Up Sportz
Product Manager:
Chaz Del Prato
Project Start: Mon, 8/26/2019
Display Week: 1
Aug 26, 2019
Sep 2, 2019
Sep 9, 2019
Sep 16, 2019
Sep 23, 2019
Sep 30, 2019
Oct 7, 2019
Oct 14, 2019
TASK
ASSIGNED TO
PROGRESS
START
END
Sprint #0
Populate sprint board
All team members
100%
9/4/19
9/16/19
Business Requirement Document
All team members
100%
8/28/19
9/18/19
Management Plan
All team members
100%
9/11/19
9/23/19
Create database
Chaz
100%
9/18/19
9/25/19
Sprint #1
Product Requirements
9/30/19
10/9/19
Update BRD & Management Plan
9/30/19
10/9/19
Start coding
9/30/19
10/16/19
Start User Manual
10/14/19
10/16/19
Start Archeitechural and Design Documents
10/7/19
10/16/19
ProjectSchedule
About

Project Tracking Matrix

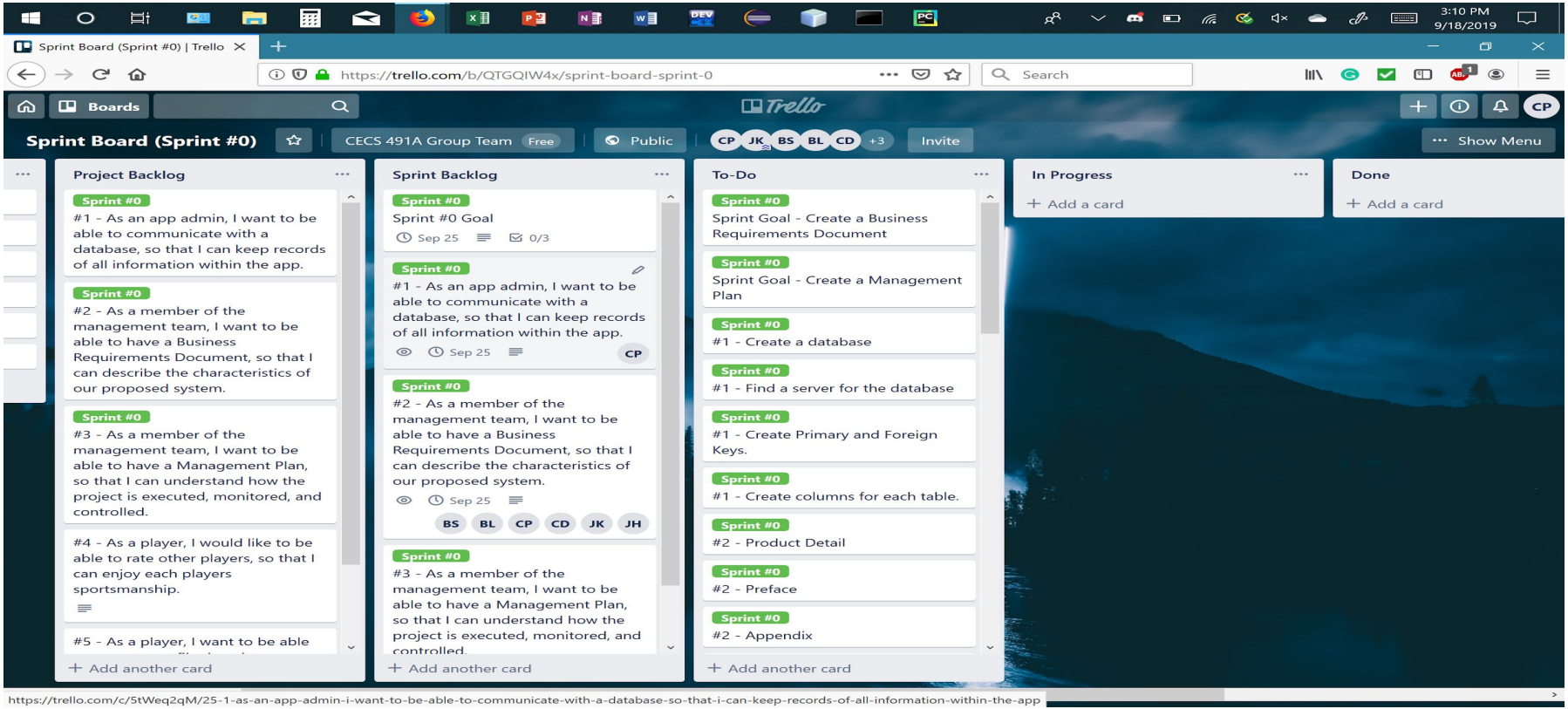
Task	Task Type	Task Status	Est SLOC	Actual SLOC	Priority	Assigned To	Assigned Date	Deadline	Estimated Hrs	Start Date	End Date	% Done	Actual Hr.
Populate Sprint Board	Sprint #0	Completed			High	Chaz Del Prato, Benjamin Seo, Brandon Le, John Him, Jamil Khan, Christine Duong	28-Aug-19	18-Sep-19	2	26-Aug-19	18-Sep-19	100%	3
Product Details	BRD	Completed			Medum	Chaz Del Prato	28-Aug-19	18-Sep-19	1	26-Aug-19	18-Sep-19	100%	1
Preface	BRD	Completed			Low	Benjamin Seo	28-Aug-19	18-Sep-19	1	16-Sep-19	18-Sep-19	100%	1
Appendix	BRD	Completed			Low	Benjamin Seo	28-Aug-19	18-Sep-19	1	16-Sep-19	18-Sep-19	100%	1
Mini Business Plan - Strategy	BRD	Completed			Medum	Brandon Le	28-Aug-19	18-Sep-19	2	26-Aug-19	18-Sep-19	100%	1
Mini Business Plan - SWOT Analysis	BRD	Completed			Medum	John Him	28-Aug-19	18-Sep-19	1	26-Aug-19	18-Sep-19	100%	1
Mini Business Plan - Market Segment	BRD	Completed			Medum	Brandon Le	28-Aug-19	18-Sep-19	2	26-Aug-19	18-Sep-19	100%	2
Mini Business Plan - Primary Market Research	BRD	Completed			High	Benjamin Seo	28-Aug-19	18-Sep-19	5	26-Aug-19	18-Sep-19	100%	4
Mini Business Plan - Secondary Market Research	BRD	Completed			High	Chaz Del Prato, Benjamin Seo, Christine Duong, Jamil Khan	28-Aug-19	18-Sep-19	8	26-Aug-19	18-Sep-19	100%	6
Mini Business Plan - Comercialization Strategy	BRD	Completed			Medum	John Him	28-Aug-19	18-Sep-19	2	26-Aug-19	18-Sep-19	100%	2
Mini Business Plan - Monetization Strategy	BRD	Completed			Medum	John Him	28-Aug-19	18-Sep-19	2	26-Aug-19	18-Sep-19	100%	2
Total Solution	BRD	Completed			Medum	Benjamin Seo	28-Aug-19	18-Sep-19	2	17-Sep-19	18-Sep-19	100%	1
Gantt Chart	MP	Completed			High	Brandon Le, Christine Duong	11-Sep-19	23-Sep-19	4	18-Sep-19	23-Sep-19	100%	1
Project Tracking Matrix	MP	Completed			High	Benjamin Seo	11-Sep-19	23-Sep-19	2	21-Sep-19	23-Sep-19	100%	2
Code Development Velocity Calculation	MP	Completed			High	Chaz Del Prato	11-Sep-19	23-Sep-19	0.5	18-Sep-19	23-Sep-19	100%	0.5
Sprint Board	MP	Completed			High	Jamil Khan	11-Sep-19	23-Sep-19	2	18-Sep-19	23-Sep-19	100%	2
Burndown Chart	MP	Completed			High	Jamil Khan	11-Sep-19	23-Sep-19	3	18-Sep-19	23-Sep-19	100%	2
Sprint Retrospective	MP	Completed			High	Benjamin Seo	11-Sep-19	23-Sep-19	1	21-Sep-19	23-Sep-19	100%	1
Sprint Review Records in an Appendix	MP	Completed			High	John Him	11-Sep-19	23-Sep-19	3	21-Sep-19	23-Sep-19	100%	3
Lessons Learned From Agile Devlopment	MP	Completed			High	John Him	11-Sep-19	23-Sep-19	1	21-Sep-19	23-Sep-19	100%	1
Fix Preface - Technology Innovation or Depth	BRD	Completed			Medum	Benjamin Seo	22-Sep-19	29-Sep-19	0.5	22-Sep-19	29-Sep-19	100%	0.5
Fix Strategy - Unfair Advantage, Customer Segment, Channels	BRD	In-Progress			Medum	Brandon Le	22-Sep-19	29-Sep-19	1	22-Sep-19	29-Sep-19	90%	0
Fix Competitors	BRD	Completed			Medum	Benjamin Seo	22-Sep-19	29-Sep-19	0.5	22-Sep-19	29-Sep-19	100%	0.5
Fix Personas	BRD	In-Progress			Medum	Brandon Le	22-Sep-19	29-Sep-19	1	22-Sep-19	29-Sep-19	0%	0
Create Database	Sprint #0	In-Progress			High	Chaz Del Prato	18-Sep-19	29-Sep-19	8	18-Sep-19	29-Sep-19	50%	0
Fix Gant Chart	MP	Completed			Medum	Brendon Le, Christine Duong	22-Sep-19	29-Sep-19	1	22-Sep-19	27-Sep-19	100%	1

Total Hours Spent 39.5 **Project Progress** 93.85 %

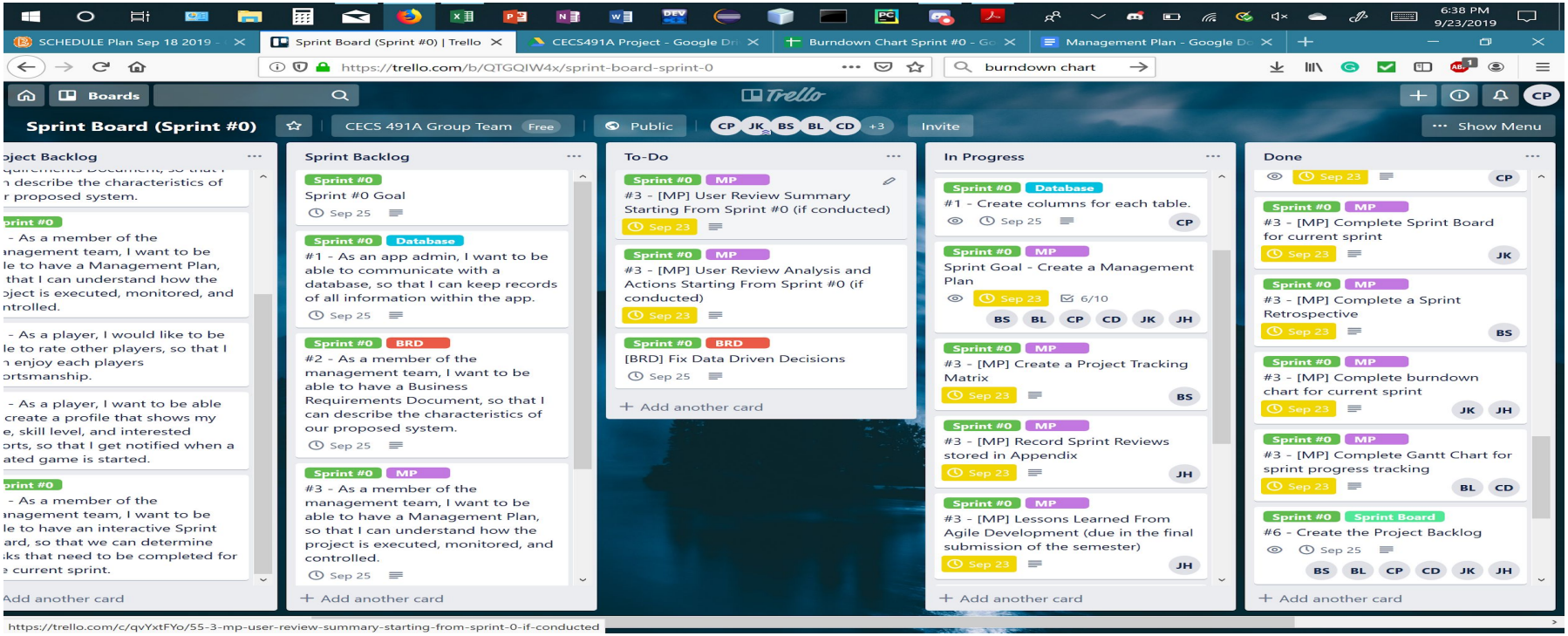
Code Development Velocity

- Our Team Sprint Capacity is 3 (lab hours) x 3 (weeks) x 6 (group members) for a total of **54 hours.**
- The only code development that has been done is for the Database. Entering in the SQL queries is the only code that has been created. The total amount of time spent on developing the database is **2 hours.**

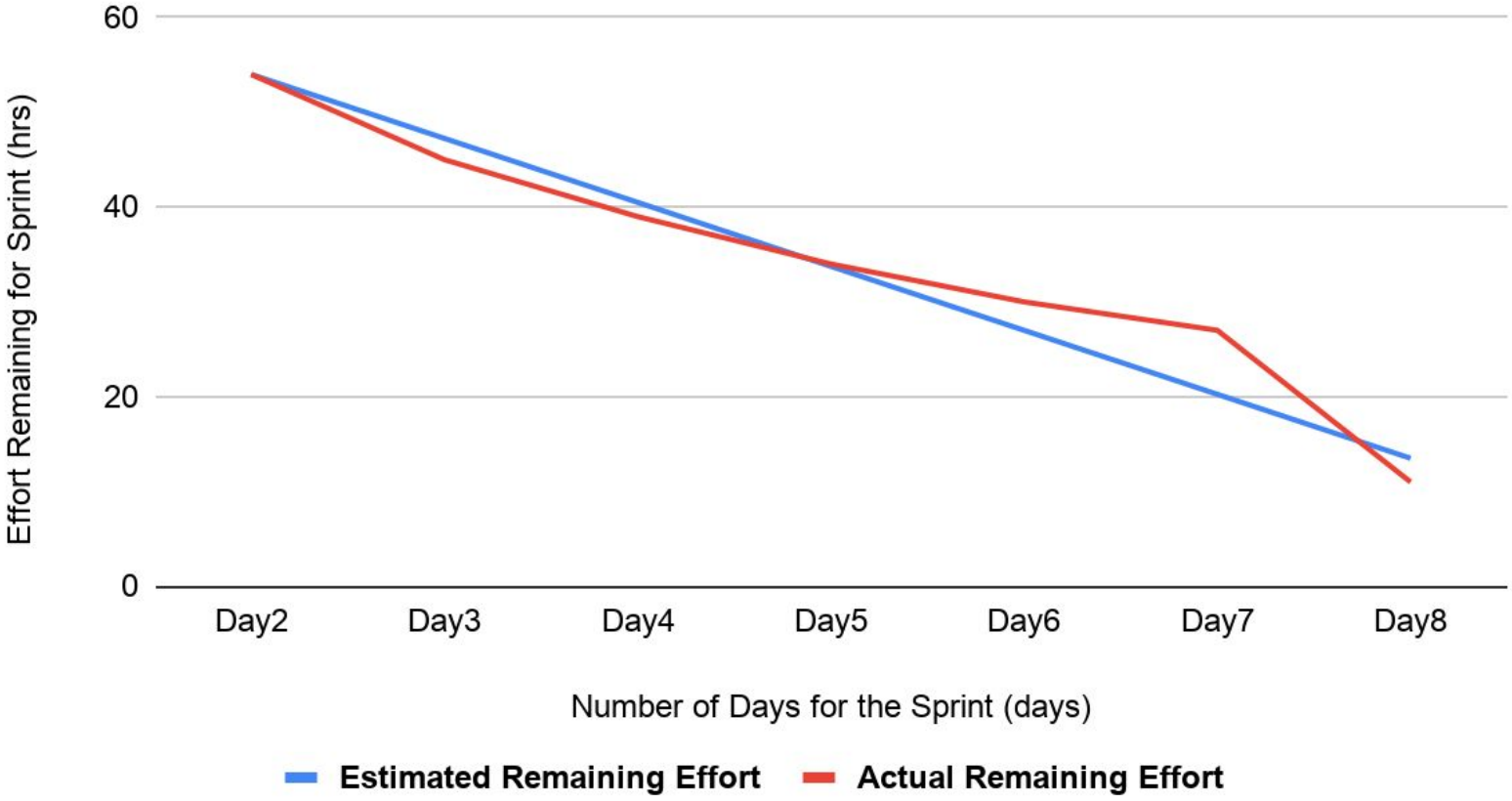
Sprint Board



Sprint Board



Burndown Chart for Sprint #0



Sprint Retrospective

Our sprint goals consist of :

- Creating a Business Requirement Document
- Creating a Management Plan
- Creating a database
- Creating a sprint board

Our sprint goals have been met. Even though there were a bit a of hiccups along the way, we have completed the sprint goals on time.

Our team's total velocity is 54 hours since:
3 hours per week * 3 weeks * 6 members

Current hours worked: **~ 40 hours**

Our burndown chart for sprint #0 is looking good. With all the tasks that have been completed, we can clearly see the graph slowly heading down, signifying that we are almost done with a task.

Team velocity for next sprint:
Pay attention to assignment date and due date so burndown chart looks smoother.
Increase the hours per week

Sprint Review Records

- Our group reviewed what we accomplished in the Sprints by going over the individual task accomplished.
- We talked about the challenges we came across in the Business Requirement Documents such as how we want to approach the business strategy for our mobile application.
- We met the criteria for the document by fulfilling all of it’s requirements such as analysis, research, and strategies for our application.
- Similar to how we did the Management Plan, after completing a section requirement for the document, we discussed how we can incorporate the information to other parts of the document.

Team Metrics

“Smooth Time Smooth Flow”

- Assign tasks to personal desire
- Assign remainder tasks with teammates that have less tasks
- Start early with minimal effort
- Go hard throughout the first week
    - So that the remaining week is easier

Results in smoother work pace with less stress.

Lessons Learned from Agile

- From sprint #0, we were able to learn the time required to complete a Business Requirement Document, which was approximately a few weeks as we had to complete parts such as coming up with our primary research, strategy for our business plan, SWOT analysis, secondary research, determining the size of the market, and commercialization and monetization strategies.
- We had sufficient time to get early versions of this document and fix any dilemmas that we had, such as fixing/adjusting what primary research questions to ask and changing our business strategy.
- For our Management Plan we learned about how to organize work among a team to accomplish a project using tools such as a Sprint Board and track progress you have made through a Gantt Chart.

Plans for the Next Sprint

- Initialized application framework and system architecture
- Tested the initial stages of code developed.
- Started implementation of front-end functionality.
- Organized the data required for database system development.
- Identified columns for table information.
- Created tables required for data storage.