

# POVS & HMWS



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# MEET THE TEAM



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# PROBLEM DOMAIN

## Problem Confronting in Ultimate Frisbee

1. Unbalanced rotation time in tournaments between experienced players & rookies
2. Lack of digitized metrics based on player fitness and game data
3. Lack of performance metrics (e.g., scoring, assists, defensive success rate)
4. Lack of for veteran & rookies, giving tactical suggestions



# USE OF AI TOOLS

1. Organizing the interview results
2. Giving suggestion on analysis & summary
3. Translating Chinese transcript into English



# INITIAL POVs

## WHO

Members of college ultimate frisbee teams

## INSIGHT

- **Attitude is valued, but not clearly reflected in playtime**
- Rookies feel judged by mistakes, not mindset or effort
- Rotation imbalance hurts rookies most in competitive games
- Mentorship & structured scrimmages could improve fairness

## ASPIRATION

- Rookies want fair evaluation and meaningful playtime
- **They seek recognition for mindset, effort, and growth**
- Hope for consistent support and real opportunities to improve

# APPEND QUESTIONS

## **For players' phase evaluation:**

What do you think are the necessary skills or abilities for a “good” cutter, handler, or other positions?

How can you tell whether a teammate is a beginner or experienced player based on their abilities? (e.g., success rate, insight, decision-making)

## **For players' self-growth and motivation:**

At what moments do you feel a sense of achievement from playing ultimate frisbee? When do you feel frustrated? (And how do you deal with it?)

What do you think keeps you motivated to continue playing ultimate frisbee?

# INTERVIEWEES



**MITCHELL YAM 任昌華**

- Assist coach/D-line of DC Breeze of AUDL
- 10 years & 3 years coaching experience
- Exchange student of NTU in 2024



**WINNIE**

- Cutter of NTU UF
- Current club vice-leader
- 3 years experience



**YELLOW 吳宴樓**

- Cutter/Handler of NTU
- Club member of sly hunter
- 5 years experience

# NEEDFINDING RESULTS



# EMPATHY MAP

## SAYS

Some people practice diligently, their technical skills can already be considered veteran-level.

## DOES

Encourage beginners to play more to motivate them.

# WINNIE

## THINKS

I want to feel that I am continuously improving and keep a good performance on the court.

## FEELS

Feels motivated when achieving in catching and defending well.

## SAYS

“Some mistakes are okay if you’re new, but mental mistakes frustrate me.”

“I don’t use live stats during games—just a personal plus-minus system.”

## DOES

Roughly tracks player performance during games with mental notes.

Uses data analysis from AUDL to evaluate players and scout opponents.

# MITCHELL

## THINKS

Being on time, paying attention, and trying your best are basic expectations for being part of a team, and there’s less tolerance in making those mistakes.

## FEELS

[Motivated]

Accepts technical mistakes as part of the learning process and encourages others to learn through failure, which reflects a growth mindset.

## SAYS

A sense of accomplishment sometimes comes from others' praise: "You played really well." But what I love hearing the most is: "You've improved a lot."

## DOES

Seeking for mental supports from experience players.

Watching highlight of herself to regain confidence.

# YELLOW

## THINKS

I want to feel that I am continuously improving and keep a good performance on the court.

## FEELS

[Motivated]

Teammates & coaches' support makes me walk further in Ultimate frisbee.

**REVISED POVS**

# SELF GROWTH

## WHO

Members of college ultimate frisbee teams & professional player

## INSIGHT

- **Getting achievements makes players keep in the sport.**
- Discussing with veterans become mainly solution for rookies dealing with frustrations.
- Obligated players have stronger motivation.

## ASPIRATION

Rather than focusing on statistics analysis, having a better mentality is more suitable for all kinds of players.

Statistics analysis is important, but not for rookies due to lack of resources and high cost.

**HOW MIGHT WE**

How might we help athletes build confidence in their skills ?

How might we help athletes gain a sense of achievement ?

How might we help athletes improve self-physique ?

How might we give rookies a visualized improvement?

How might we improve players' instant reaction?

How might we help athletes overcome feelings of frustration ?

How might we give athletes the appropriate amount of responsibility to support their skills development ?

How might we give athletes emotional support ?

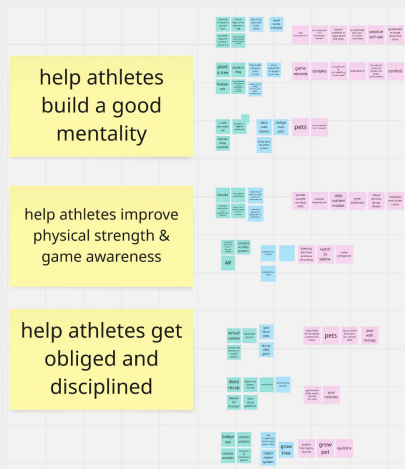
How might we improve team's chemistry with app?

How might we give players' personal goal?



# BEST THREE

- HMW help athletes build a good mentality?
- HMW help athletes improve physical strength & game awareness?
- HMW help athletes get obliged and disciplined?



# HOW CAN WE HELP ATHLETES BUILD A GOOD MENTALITY?

- Pavlov's dog (sound for achievement)
- virtual cute pets raising
- daily streaks
- daily encouragement
- rewatch highlights to forget about bad times
- leaderboard
- group therapy
- positive self talk
- anonymous blog for teammate (e.g. 靠北飛盤)
- a milk tea order system

# HOW CAN WE HELP ATHLETES IMPROVE PHYSICAL STRENGTH & GAME AWARENESS?

- virtual game combination
- quick little simulation game/ decision making
- reduce their fee depending on their training
- daily strikes & milestones for self-training
- action videogames
- virtual workout group session
- daily nutrient intakes
- workout drills
- contemplation manager
- listening test from previous recordings

# HOW HELP ATHLETES GET OBLIGED AND DISCIPLINED?

- virtual rookie
- teammate streaks
- welfare cooperation
- Goal setup guidance
- leaderboard
- progressing records
- digital medal system
- graphs from game records
- set up duties for players
- PUA with money

# SOLUTIONS

## A WEEKLY SCHEDULE ARRANGEMENT

- Group session
- encouragement
- workout menu
- contemplation coach

## EMOTIONAL CARE

- group therapy
- tree hole
- recap & highlight

## OBLIGATION MOTIVATED APPROACH

- Welfare cooperation
- Teammates streak

# SUMMARY

## KEY LEARNINGS

- Build up habits for each player to ensure everyone improve steadily.
- Teamwork functions to help the team cooperate **smoothly and thus sustainable**.
- Mentality also needs training, so **emotional support system** would be important for players.

## NEXT STEPS

- Shifting the direction of our approach from real-time allocation with statistic analysis to **players' physical and mental development**.
- Identify and prioritize which solutions are **the most essential features** to implement first
- Research the best approach for **team building**

**THANK YOU!**