UI/UX Design Questionnaire

Project Overview What is the primary goal of your project? Can you provide a brief description of your business or organization?	To producc a Cuesports Competition and player management system that is robust, contains player ratings and accommodates all disciplines. Cuesports Central is a not for profit organisation that supports the growth of grass roots cuesport competition in Australia
Target Audience Who is your target audience for this project? What are the key demographics and characteristics of your audience?	Cuesports players and venues within Australia. Located Australia wide. Generally over 18 years of age. Tend to have low technical skills.
State Do you currently have a website or application that you really like? If so, what do you like and dislike about the current design? Are there any specific pain points or issues with the current design that you want to address?	In terms of base functionality and design, I think Duolingo has amazing design features. It is clear, minimalist and very easy to use. Low technical capability to use it. Of course this is not cuesports specific. In terms of Cuesports, https://8ballstats.com/ is the most easy to use. Doesn't have player management, only competition management. The design is basic and terrible. Black with white writing is difficult to read. Lacks imagination and intuitiveness.
Brand Guidelines Do you have existing brand guidelines that need to be considered in the design? Are there specific colours, fonts, or other visual elements that should be incorporated?	 Cuesports Central Logo. Colour palette should include the colours in html notation ffffff - White

	00000 - Black 1a5c35 - Dark Green 001e3e - Marine Blue/Green F0c22e - Warm Yellow/Orange
Competitor Analysis Can you provide a list of competitors in your industry whose designs you admire or want to differentiate from? What are some design elements from competitors that you find effective?	https://8ballstats.com/ - Often rated easiest to use in the industry. Only competition management not player management or venue management. I hate the colour scheme. Competition stats are robust. https://www.poolstat.net.au/ - Largest pool comp management website in Australia. Doesn't do player or venue management well. Competition creation logic is complex and difficult. Info layout for non players is good. https://cuescore.com/ - Large international cuesport management platform. Does player management poorly. Does cross discipline. Clunky and hard to use. https://digitalpool.com/ - Large international cuesport management platform. More modern than the others. Gaining some traction internationally. Focusses on American 8-ball / 9-ball and Chinese Heyball. Better colour scheme. Imports player rankings from FargoRate. Visually good, but not intuitive for standard players. https://www.fargorate.com/ Biggest American competition and player management system. Closest in functionality to what we are trying to do. Very solid player rating system. Solely focussed on American 8ball / 9ball / 10ball. Great colour scheme, with the exception of black background. Modern and relatively easy to use. Targets associations not players.