Internship Final Report: Pitchbooking

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I.   Pitchbooking Overview

Pitchbooking is a Software Development Company that aims to solve the pain of managing events and sport facilities and has created a software that allows for the ease of online bookings, payment, marketing, operations and analytics. This booking software allows booking sports facilities and events to be easily accessible for users and companies to manage. Pitchbooking has been a great asset to over 500 sports venues and clubs in the United Kingdom and Ireland which utilise the software to benefit their communities.

II.   Pitchbooking Goals and Philosophy

Pitchbooking's strategic goals and philosophy is to increase the use of facilities through their booking software and thus create stronger and healthier communities. By utilising the software, companies can unlock the potential of "More Bookings. Less Admin" (Pitchbooking Website), effortlessly alleviating the burdensome tasks associated with facility management. This streamlined approach liberates valuable time, enabling organisations to focus on other essential aspects and maximise the utilisation of their facilities. The seamless integration of booking software not only enhances the overall user experience for communities but also serves as a powerful motivation for them to actively engage and make the most of these invaluable assets. Consequently, this proactive involvement safeguards the longevity and communal usage of these facilities.

III.   Intern Projects

During the onboarding of the internship, I was given a demo of the website and the product that Pitchbooking offered to customers. My internship mentors introduced Justin, another intern on the team, and I to the development feature that the previous intern had worked on in the past semester. The previous intern had developed an Analytics tab, which featured data using charts and graphs that illustrate data gathered from the facilities that were booked (Figure 1). Data that was included was Total Revenue, Total Bookings, Bookings by date, Revenue by date, Revenue by Facility, and Utilisation by Facility by day. All this information could be sorted into a certain time frame as well as a selection of certain facilities that were desired to be selected.

With this information, they then introduced the project that we would both be working on for the rest of the semester. We would be working together to develop a similar page but for Events instead of Facilities. Our instruction was that we could have the creative freedom to design the page however we wanted, whether it be different then the current facilities or the same was up to our discretion - but it would need to have the same purpose. Of course, we would have

guidance, but all in all, we had the ability to create something of our own which we would then be able to contribute to the company.

IV.   Project Goals and Requirements

In order to achieve the project that I was given, I would have to work together with Justin to develop this new feature for the website. The requirements that were given was that we would need to make a new sub tab on the analytics page which would feature our events page. From there, we would have to put all of the information onto that Events Analytics Tab and include all of the data for all of the events using the data provided. Thus, since Justin and I would have to be on the same page, we imitated a regular workplace routine in which we would meet in person or on remote video if needed when we were working. This way, we were able to easily communicate and assist each other to discuss features of our web page or if any problems arose. Once we developed a routine, we were able to also share our code using the Github platform which allows coders to share edited code online and access each other's code. This way, we were able to always be on the same updated code so we both had an understanding of what the past, current and the next steps were.

What I did personally to achieve the goals and requirements of the project was that I had to actively communicate and participate with Justin and the Pitchbooking team about what was going on. Since I had to stop working 2 hours before Justin, I needed to still be in the loop about what was going on and personally make sure that I did not fall into a position where I was not sure about what was going on, or that I was confused. In order to make sure that I did not do that I communicated frequently on slack and made sure that goals and deadlines were being met.

V.   Project Resources and Methods

One of the main resources that I required to complete this project was through participation in a meeting with the Irish Football Association (IFA), one of Pitchbooking customers, to talk about the events page that I was helping to develop. The IFA has been wanting an events analytics page for a long time, and they were eager to see that it was finally coming to fruition. The meeting allowed me to write notes and determine the customer that the product that I was developing and how I could make it the best for them based on what they were looking for. This resource was extremely helpful because as I am not the target audience, it's hard to know what a company expects, and during this meeting we were given a very clear indication of things that I needed to think about adding to our webpage.

Another resource that I used was the Google Tech Call in the Pitchbooking slack channel. This call served as a 24/7 office hour whenever I needed help. If I was struggling with something and neither Justin or I could figure it out, I would be able to just send a message into the slack

channel and ask my question and someone from the team would respond to offer their assistance. This resource allowed me to feel comfortable asking for help and get over any roadblocks that I had in a timely manner.

A method that I used to complete this project was looking at previous existing analytics to help me in figuring out what kind of data is used in other analytics pages and how they present the data. In order to do this, I would go online and look at other companies such as Squarespace and Google Analytics. When looking at Squarespace Analytics (Figure 2), I saw visually the information that was conveyed which was more in terms of the demographics of people who viewed the website, but in this case, they had a line graph that illustrated the number of visits and had plot points to show the data points per day, which I thought would be something very useful so that the user can visually see and hover over the certain date and know the exact data on that day. Additionally, looking at Google Analytics (Figure 3) led to the idea to add a pie chart for utilisation as opposed to the bar chart that was used in the facilities page. This is because I wanted there to be a better visual of the utilisation of events and a pie chart is useful when having only 2 inputs, which would be whether a space is a booking and not booking. This method of looking at how existing analytic data is conveyed is helpful because I'm able to see what already works successfully and channel that success into the event analytic design.

Another method that I used was storyboarding my designs on Figma and on my iPad. This method of creating different user interfaces and adding various adjustments to the same design is helpful because I am able to see distinct designs and determine which is the best. I was also able to share Figma files and take photos of the digital designs and ask for feedback to other members of the team. This way, they were able to see what I was working on and also provide changes that could easily be fixed to reflect their notes. The best thing about the method is that instead of just thinking about how it could look or coding the whole thing to look like what I was imagining - which takes time - I was able to just do a simple change with an eraser.

VI.   Project Challenges and Limitations

The challenges of the project included an unfamiliar environment that I had to set up on my computer. I had needed to download a lot of applications and make sure that I was installing the right software and the right versions of them, and this was difficult for me at first because my computer was too old. I also needed to learn how to understand the applications and how they assisted the starting of the web page so that I was able to view the live webpage. I was also not too familiar with the coding language of React when put in a backend setting. I have learned the basics of the language, but it was difficult to build and understand the code when other people had written it and there was an overwhelming amount of files to look through and understand. The project topic is also something that I am unfamiliar with as it took me a little while to get into the mindset of a company that has events and what they are looking for in an analytics page.

As I have no experience in analysing data of events, this was a challenge to know exactly what the customer and Pitchbooking were looking for in their page.

Some limitations of the project included that I was only allowed to work on the singular page, and that it should follow a similar look to the previous facility analytics page, and the project was on a demo website with dummy data instead of the real data. While the scope of the project could only be on a single page, it limited my creativity and the possibilities that the page could hold. Similarly, as the facility analytics page was made by the previous intern, there was a specific format and style that had to be followed to achieve uniformity. Furthermore, as the project is not being released to customers yet, it needed to be worked on in the demo website and not posted live yet which made it so that I could not get real live data but ones that were inserted into the demo website or past data.

VII.   Deliverables

At the end of my internship, Justin and I have successfully completed our events analytics page and are proud to be able to contribute a whole new feature to the Pitchbooking website. Our feature includes valuable data which sum up the events that the customer has and the data that follows.

On our page shown in Figure 4, includes features which mimicked the previous facilities analytics with a couple of updates. The first feature of the total bookings and revenue with the settings bar was kept the same as that is important information for the company to know. Secondly, with the graphs that illustrated bookings and revenue, one thing that was changed was data points and a hover feature for when you hover on the data points, it will show the exact number of revenue or bookings on that day. Third, the Revenue by Events chart was modified in order to fit more than 20 events. In which the user can click the next page to see the next 20 events. Finally, a utilisation section which features a pie chart and drop down menu so the user can click a specific event and view the statistics for utilisation for a single event or all events.

VIII.   Team Contribution

The events analytics page will greatly contribute to the Pitchbooking webpage as it provides a new feature for companies who also deal with events as well as facilities or those who just deal with events. The meeting with the Irish Football Association was a great opportunity to see how my work will be used because during the meeting they were providing feedback to all of the additions and features that they were looking for on the page and that I was able to develop into the product so that it was useful and what the customer wanted. The IFA is one of Pitchbooking's biggest customers, and does utilise any of the facility features on the website, which means the analytics page on their side of the website is completely useless because they

have no data to put in it. Now that Justin and I have developed a new analytics page for the companies that have events, Pitchbooking is able to provide customers with that data and the information can show up in the customer portal.

IX.   Skills Overview

The top skills that I have learned during my time at Pitchbooking is Teamwork, Communication, Taking Instruction, and Technical Skills in particular, Front End CSS HTML skills and React.js Backend Skills.

Teamwork and Communication are skills that were developed through working in the Pitchbooking Development Team. Being part of a team helped me grow as a coder as well as a teammate. Working with Justin allowed us to identify our strengths and help each other in our weaknesses. We were able to develop a strong system in which we were able to work together by developing a plan and then splitting up the parts in order to get the task done. Working with the Pitchbooking development team mentors was extremely rewarding as I was able to learn from them and how they organise and develop their code and use some tips that they provided that I can carry with me for the rest of my career. Enhancing my teamwork abilities was closely intertwined with my continual refinement of communication skills.

The technical side of the internship allowed me to improve my coding skills through problem solving through issues as well as improving my knowledge of coding languages such as React.js, HTML and CSS. While learning how to take instructions through understanding the tasks given to me and being able to implement what I had developed digitally and turn it into a working software. The experience of going through the full development process of a project allowed me to improve my project management skills through learning how to design a product and improve it based on feedback.

X.   Personal Gain

During my internship at Pitchbooking, my university experience in adapting to new coding languages proved invaluable. I applied the same process of online research and implementation through exercises from my classes to unfamiliar languages at Pitchbooking and provided me with an important toolkit when faced with obstacles in the workplace. Additionally, my strong time management and problem-solving skills, developed through the fast-paced quarter system at UC Davis, helped me effectively balance academics, work, and other activities which I utilised in the Internship and will need to implement to my daily life once I graduate. I learned how to work with a team and how to design a product from the start to the end. The internship allowed me to explore my passion for design and coding while identifying areas for improvement, such as backend server tools and accessible designs. Overall, the experience

provided valuable insights into the software development industry and affirmed my career goals for once I graduate from University.

XI.   Conclusion

In conclusion, I am beyond grateful for the opportunity to intern with Pitchbooking and my time in Edinburgh is something that I cannot replace. The exposure to a professional software development company has allowed me to put my skills to use in a real-world scenario. Moreover, collaborating with experienced mentors and being part of the Pitchbooking team has allowed me to enhance my passion for creation and technology. Through this cultivating experience, I have acquired a rich knowledge in technical, professional and life skills which will serve as a strong foundation for my future endeavours.
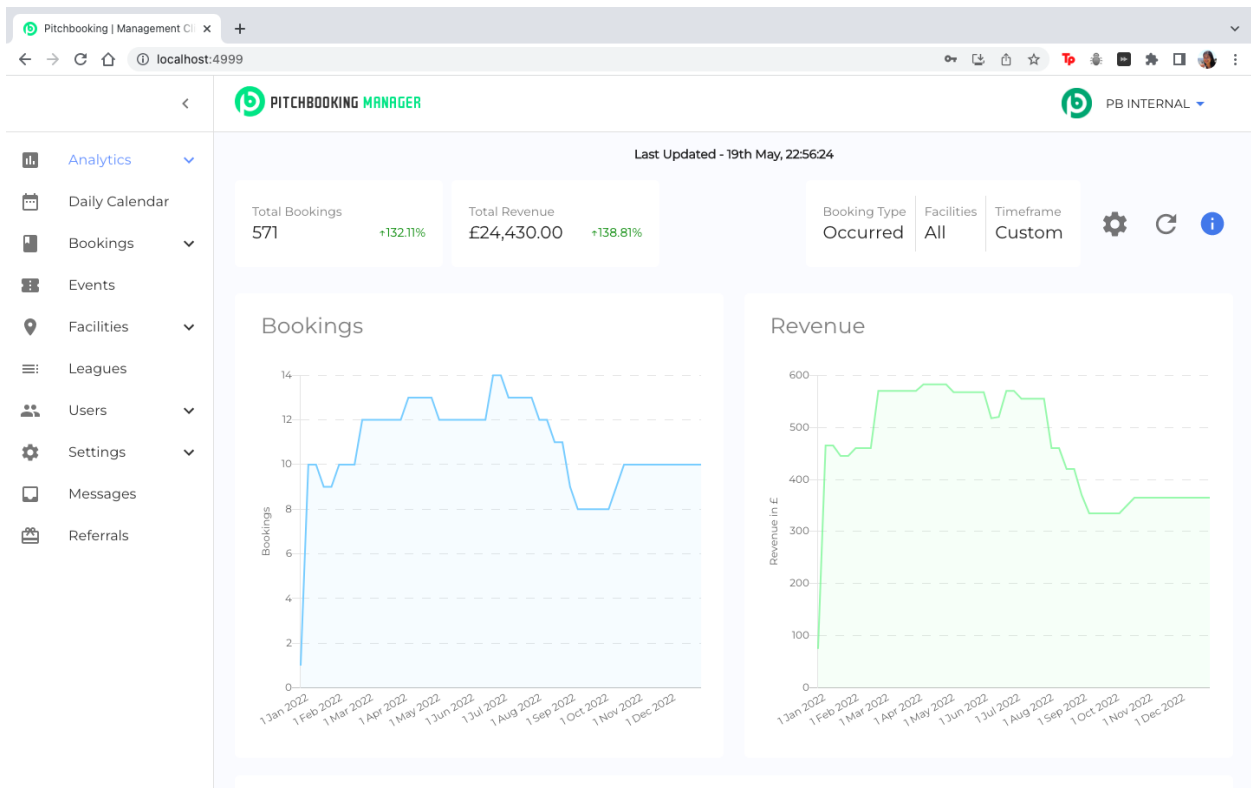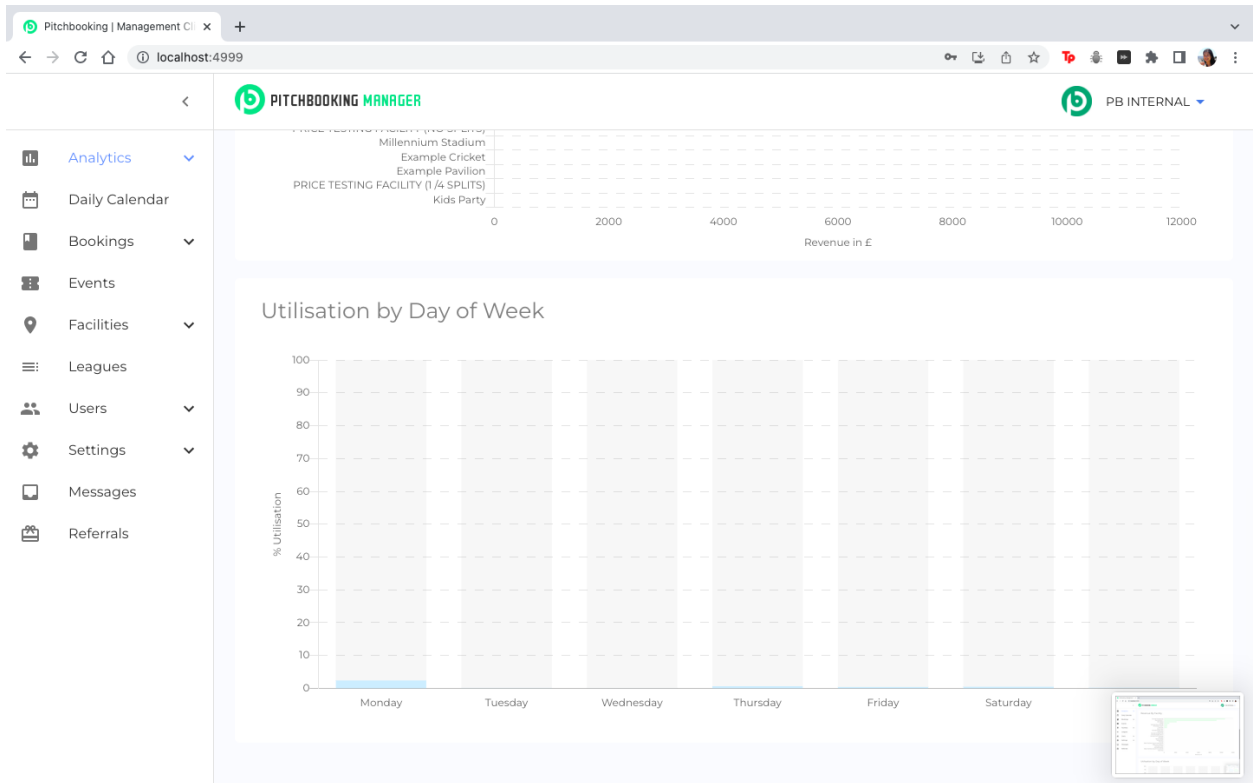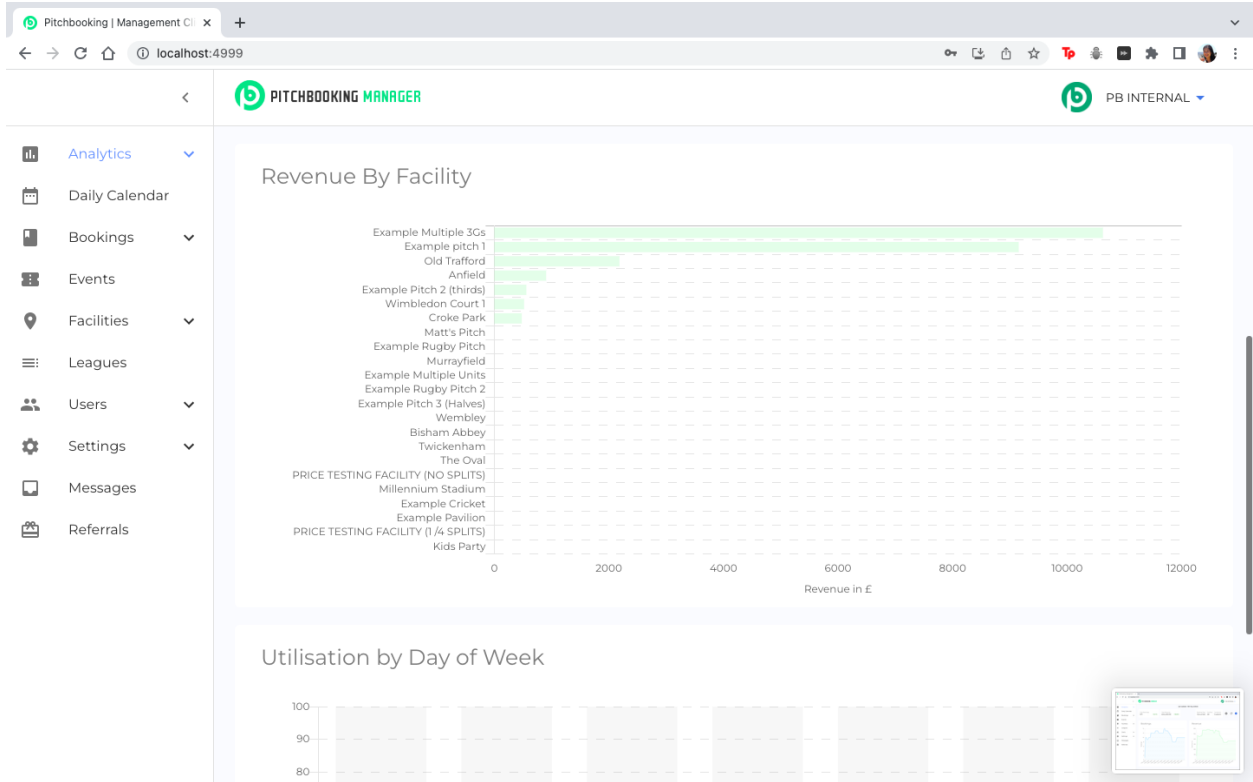
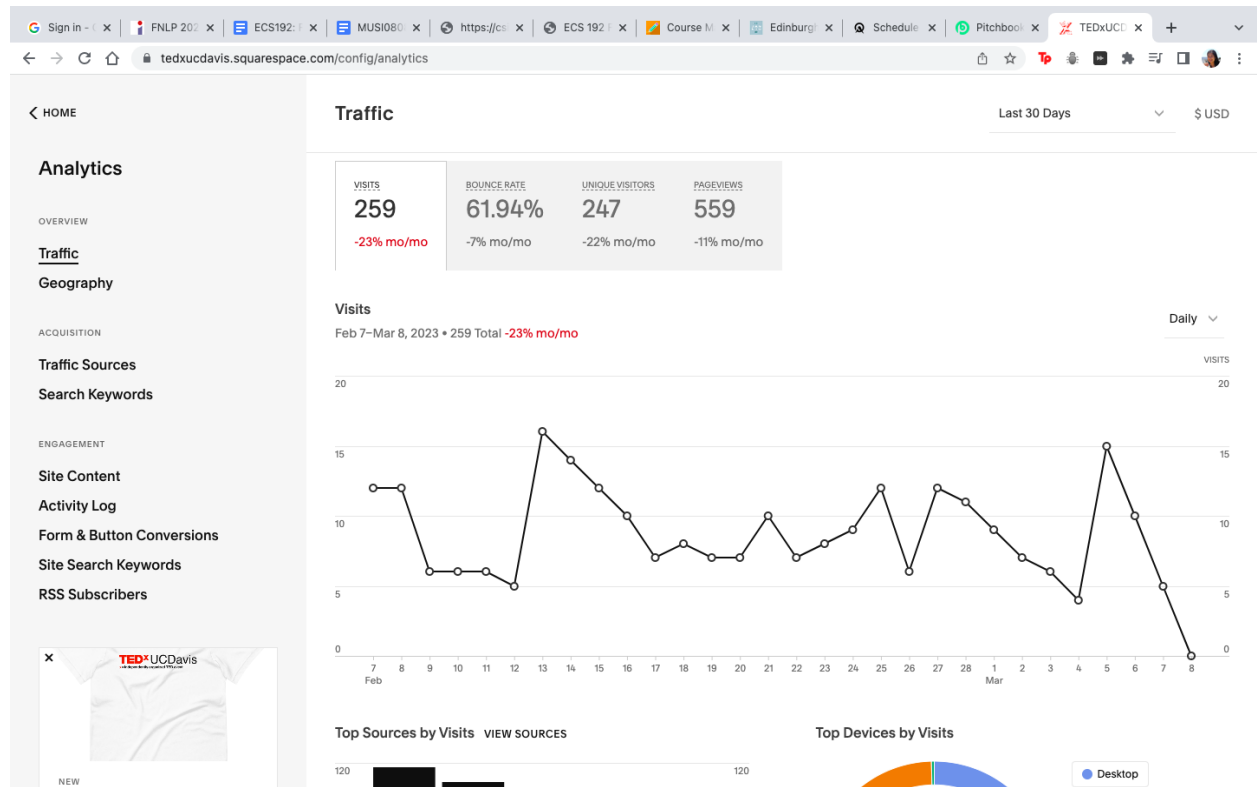## XII.   Bibliography

Pitchbooking Website. Pitchbooking, www.pitchbooking.com.

XIII.   Appendix

Figure 1: The Facility Analytics which was created last semester by another Pitchbooking Intern.

Revenue By Facility

Example Multiple 3Gs
Example pitch 1
Old Trafford
Anfield
Example Pitch 2 (thirds)
Wimbledon Court 1
Croke Park
Matt's Pitch
Example Rugby Pitch
Murrayfield
Example Multiple Units
Example Rugby Pitch 2
Example Pitch 3 (Halves)
Wembley
Bisham Abbey
Twickenham
The Oval
PRICE TESTING FACILITY (NO SPLITS)
Millennium Stadium
Example Cricket
Example Pavilion
PRICE TESTING FACILITY (1/4 SPLITS)
Kids Party

0   2000   4000   6000   8000   10000   12000

Revenue in £

Utilisation by Day of Week

Utilisation by Day of Week

Monday   Tuesday   Wednesday   Thursday   Friday   Saturday

Figure 2: The square space analytics to give the idea to plot data points on the graph.

Figure 3: The Google Analytics graph in which inspired me to do a pie chart.

Figure 4: The final deliverable of the events analytics page.

Summary Camp

Wednesday Class

0   50   100   150   200   250   300   350   400

Revenue in £

Utilisation of Events

Choose an event to view

All Events

☐ Booked
☐ Not Booked

All Events

Utilisation
4.43%

Bookings
16

Available Space
345