

Away Game Coordinator

Elevator Pitch: This app will allow sports fans traveling to other cities to make plans and meet up with like minded fans. It will allow people to coordinate travel, tailgating, and dining with their fellow fans for a smooth away experience.

Document Assumptions:

- People who go to away sporting events want to meet up and interact with their fellow fans
- People can feel lost in new cities and not know where to go to meet up with their fellow fans
- People would enjoy a one stop app that could help them coordinate with other fans, without them having to research or look all over

Problem Statement: Identify if people would be willing to use an app that made coordinating and meeting up with fellow fans at away games easier.

Survey Questions:

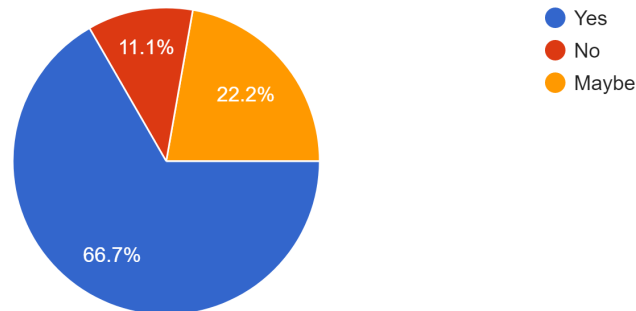
1. Do you attend sporting events in other cities? (Yes, No)
2. Would you be more likely to attend sports games in other cities if an app made coordinating these trips easier? (Yes, No)
3. How many away sports games have you attended? (multiple choice)
4. When attending sporting events in other cities, how likely are you to meet up with other fans? (Likely, not likely, always, never, it depends)
5. What are some of the things you like to do when attending sporting events in other cities outside of going to the game? (multiple choice with other option)
6. When attending sporting events in other cities, on a scale of 1-10 how likely are you to feel lost/overwhelmed? (1-10 scale)
7. How likely are you to use an app that allows you to coordinate and meet up with fellow fans at away games? (1-10 scale)

Reporting Results:

1. As shown by the following graph, 2/3rds of respondents would be more likely to use an app that made attending away sports games easier.

Would you be more likely to attend sports games in other cities if an app made coordinating these trips easier?

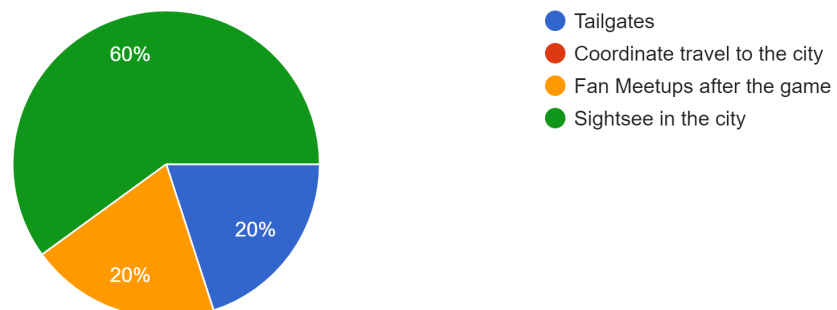
9 responses



2. As shown by the following graph, although some respondents enjoyed attending tailgates, sightseeing in the city was by far the most popular activity to do in the away city.

What are some of the things you like to do when attending sporting events in other cities outside of going to the game?

10 responses

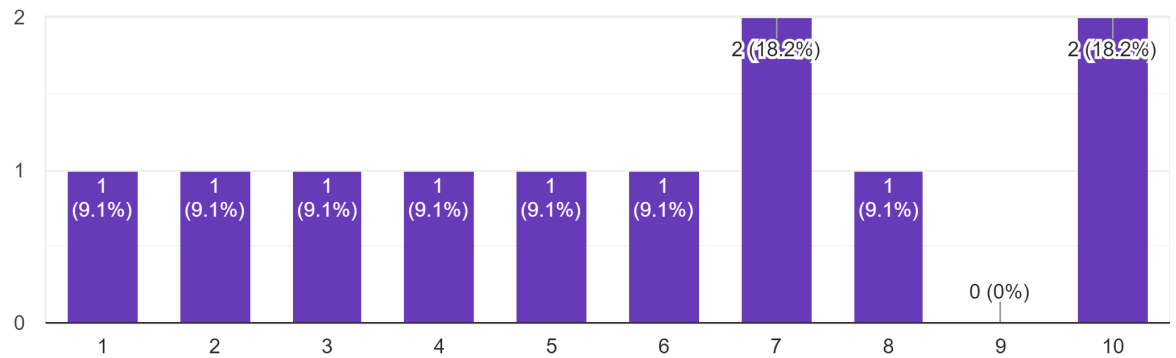


3. Although there was a large variety in results of how overwhelmed people got when attending away games, more people were very overwhelmed than not

overwhelmed at all.

When attending sporting events in other cities, on a scale of 1-10 how likely are you to feel lost/overwhelmed?

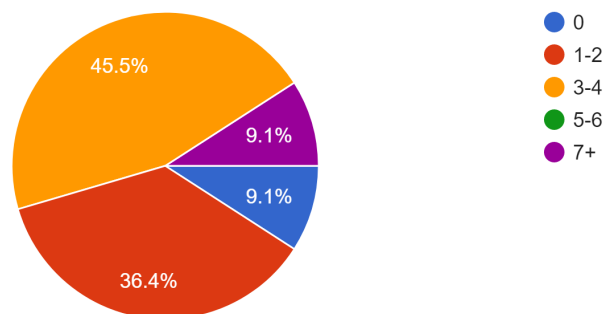
11 responses



Largest Surprise: Despite not targeting our survey to the relevant population of people that attended away sporting events, 10 out of 11 respondents had attended at least one away sporting event.

How many away sports games have you attended?

11 responses



Conclusion: Over 50% of respondents demonstrated significant interest (responded 7 or higher) in an app that made meeting up and coordinating with fans at an away game easier. This supports our assumptions and answers our problem statement.

On a scale of 1-10, how likely are you to use an app that allows you to coordinate and meet up with fellow fans at away games?

11 responses

