
SportBuddy, Team 26

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SportBuddy

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Mobile version App

with Figma [here](#)

OVERVIEW OF THE PROJECT IDEA

Have you ever experienced the desire to participate in team sports like football, basketball, or tennis, only to be thwarted by the unavailability of your friends for these athletic activities? Alternatively, you might be in search of formidable competitors who can put your teamwork skills to the test. If you find yourself in these scenarios, Sportbuddy comes to the rescue, offering you a unique platform to locate exceptional teammates to bolster your squad and engage in friendly matches or competitive tournaments. This innovative application is your gateway to forging connections with individuals who share your fervor for sports.

Sportbuddy empowers you to curate your experience by selecting your preferred sports, ensuring that your feed is fully tailored to your interests. If your aim is to assemble a new team of sporting companions, you have the option to peruse posts from fellow enthusiasts seeking like-minded teammates. Alternatively, you can create your own post, broadcasting your quest for sports companions, thereby increasing your visibility among potential partners. This feature serves as the primary conduit for connecting with individuals who share your passion, enabling you to initiate contact and engage in meaningful conversations with one another.

RELATED PROJECTS

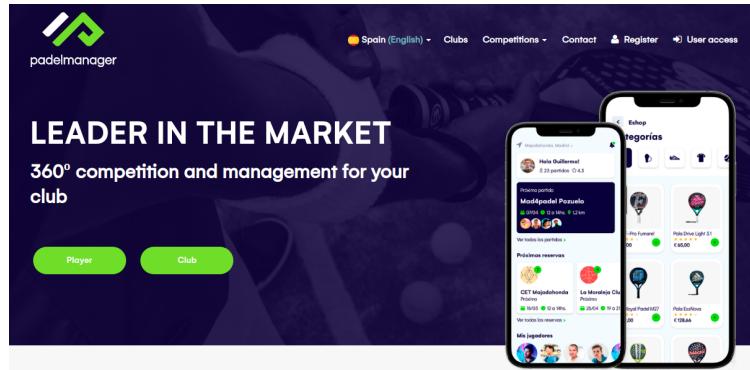
The first thing that comes to mind is Facebook groups. This is a method that has become somewhat outdated, where people join groups and, through messages in conversations, agree on a place and date to play. Although it may have been popular a few years ago, with the tools

we have today, we can offer an app tailored to this niche with improvements and features that will make it easier for users to arrange these types of gatherings.



Another way to organize these meetings is with Whatsapp groups, this way is similar to facebook but possibly harder to find them as usually people join by knowing someone who is already in the group.

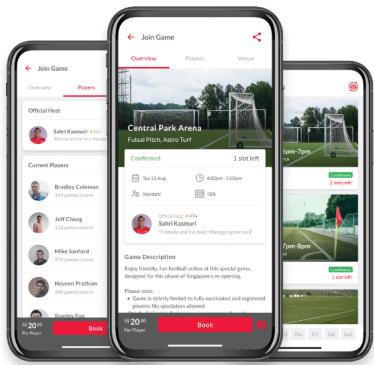
Padel Manager is an App exclusively focused on the world of padel games. Some of the main features are matchmaking, where you can join tournaments, leagues, and games, overall ranking based on your games. They also give a space for coaches to promote themselves and give opportunity to people to hire them, and finally also offer an eshop where you can buy padel equipment and gear from inside the application.



The international padel revolution

Another potential competitor might be Stranger Soccer, much as the previously mentioned Padel Manager, it offers a variety of football games to join near you, or in cases where there aren't you can also reserve a slot to play in. The drawback of this app is that it requires you to pay to join any game, book football pitches or even a referee.

How it works



1 Browse.

Hundreds of games are available at multiple timings and locations.

2 Book a slot.

Pay for it in seconds.

3 Show up and play.

A Stranger Soccer Official Host will welcome you and ensure a safe, fun game.

Playing football has never been easier.

[Learn more here.](#)

Meetup is also a social networking platform that facilitates the creation and organization of events and gatherings for people that have the same interests. Has the option for individuals and groups to plan physical or virtual meetings, events and activities based on the people's interest. An interesting feature is that there are some groups or events that may require some fees to be able to access the information for this kind of arrangement.

Meetup is commonly used for various purposes such as making new friends, practicing hobbies, networking or even activism. It's a practical tool for bringing people together but as the other ones, we can offer some more functionalities, such as tournaments or records that will make that the people who we are addressing to chose our application before Meetup.



UNIQUE IN OUR PROJECT

We offer a unique feature, teams and tournaments. You can either create your own team or find a spot in someone else's. As a team you have the chance to challenge other teams in casual games or compete in challenging tournaments where you'll need to give your all for victory.

If you belong to a team, all team members will be notified when games are close and will appear on the tournament window.

USEFULNESS OF OUR PROJECT

Our target group is mostly unprofessional sportsmen and sportswomen. This is the reason why we do not support leagues, cups or awards. Our main goal is to connect people interested in sports who live close to each other. These users often want to find people to sport with. Therefore the Map of Events feature is critical for them. They can find all available sport opportunities in a few seconds and display them visually.

All events in this app are public, which is very profitable for a person without any contacts. It is easy even for a newcomer to find suitable events and community.

DETAILED IDEA DESCRIPTION

COMMUNITY HEURISTICS:

1. PURPOSE

The main purpose of our application is to create a community-centric platform where people who want to play sports with others can connect, interact, and engage in various sports activities together. Moreover, indirectly, our application aims to promote physical activity, team spirit, and a sense of belonging among users. SportBuddy provides a space where users can find like-minded individuals, join sports events, form teams, compete in tournaments, and track their performance over time.

2. MEMBERS

The members of the SportBuddy social application are all the people who are interested in practicing any kind of sports. When it comes to sport there is no place for discrimination, this

means that we will encourage people of all ages, genders, skill levels, and diverse backgrounds to be in our app.

3. COMMON GROUND

The common ground for all SportBuddy users is their shared interest in sports and physical activity. Our application provides a wide range of sports interests that ensures all individuals, regardless of their preferred sport, can find a community within SportBuddy.

4. CONTRIBUTION

Members contribute to the SportBuddy community by creating and participating in events and tournaments, creating and joining teams, posting sports related contents, and sending messages to other users.

5. PLATFORM

SportBuddy is accessible only through a mobile application to ensure that members can connect and interact with the community everywhere and any time they want to.

6. MODERATION

Managing the moderation of our app involves maintaining a safe and enjoyable environment for everybody using the app. We will establish some comprehensive community guidelines what people will have to follow. For moderation, our application will use simple AIs to remove posts and messages that contain bad or offensive words.

There is also a feature to report a post, and if the number of reports reaches a certain number, the post will be deleted. In the future, if we get enough employees, we may add the option to check each report manually. If any user is a repeat offender of these unwanted behaviors, we could ban the account temporarily or even permanently.

We will also maintain open lines of communication for people being able to contact us in case they have any questions or concerns.

STARBURSTING:

1. WHY

Why was SportBuddy created?

Because there isn't any app currently that is explicitly designed to gather people together to play sports. Sport events are often published on social networks like facebook or twitter, which are not

designed for this purpose and it sometimes can be really hard to find these kind of events in those applications. So it may happen that people with similar sport interests live near, but do not know about each other. Our app will solve this problem.

SportBuddy is designed to make it easier for people to get involved in sports. It provides users with all the information and resources they need to find people to play sports with, organize events, and compete in tournaments.

Why is this important to solve?

Lack of activity is one the most important problems of modern societies. Finding people with same sports interest may encourage people to play sports more and as a result, have more physical activity. Playing sports is also a good and healthy hobby that many people enjoy. Of course, there should be a suitable infrastructure for this common need.

Why is this solution better than others?

This application is better than similar solutions because of its unique combination of features, such as the map of events, personalized recommendations, and multi functional search module. Most importantly, the teams and tournament features of our application is the most unique part of it that is not implemented by similar applications.

2. WHO

Who can use SportBuddy?

SportBuddy can be used by all the people who are interested in playing sports and dispose of internet connexion. This includes people of all ages, genders, skill levels, and diverse backgrounds.

Who causes the problem?

The lack of centralized platforms that are explicitly designed for connecting people with the same sports interests causes the problem of difficulty in finding suitable sport partners or events.

Who can help?

Mostly users of our application, by promoting the app and creating engaging content. Moreover, Sports coaches, community centers, and even local sports clubs can help by using our application to organize their sport events and matches and maybe find new members for their teams.

Who could you collaborate with?

Potential collaborations could be with sports equipment brands, local sport gyms and facilities, and local sports organizations to enhance the app's reach and functionality or for advertisement. Maybe (in the future developments) we could collaborate with some professional teams and coaches that are looking for new players.

3. HOW

How does SportBuddy work?

To use SportBuddy, users first need to sign in and create a profile. Once they have created the profile, they can start browsing the app for people, events, locations, and teams. They can use all the features provided in the application such as posting and joining events, creating and joining teams, finding and messaging other users, etc. The only exception is creating tournaments that only some authorized users can do.

How will you make your solution a reality?

By developing a simple version of the application and releasing it, and by having a marketing team, and gathering continuous user feedback, SportBuddy will be refined and expanded. Other strategies like advertisements, partnerships, and premium features might be explored in the future to sustain the app.

4. WHAT

What is SportBuddy?

SportBuddy is a social application that connects people with the same sport interests together to play sports.

What supporting materials are you going to need?

Development tools like different coding and communicating frameworks, software licenses, cloud storage platforms for handling and securing large amount of data, reliable servers for hosting, and marketing materials (ads, promotional content, etc.) will be necessary.

What are your next steps?

Our immediate next steps would be finalizing the app's design and feature list, the development and testing process, deciding on an effective marketing strategy, and in the end, publishing the product.

5. WHERE

Where is SportBuddy available?

The application is available everywhere that there is access to the internet.

Where will the solution work best?

Our application will work the best on mobile phones. Because it allows the users to instantly find events nearby, connect with other users, and receive real-time notifications. Almost all the features for the application are designed for mobile phones and using it in websites and browsers will certainly not have many advantages.

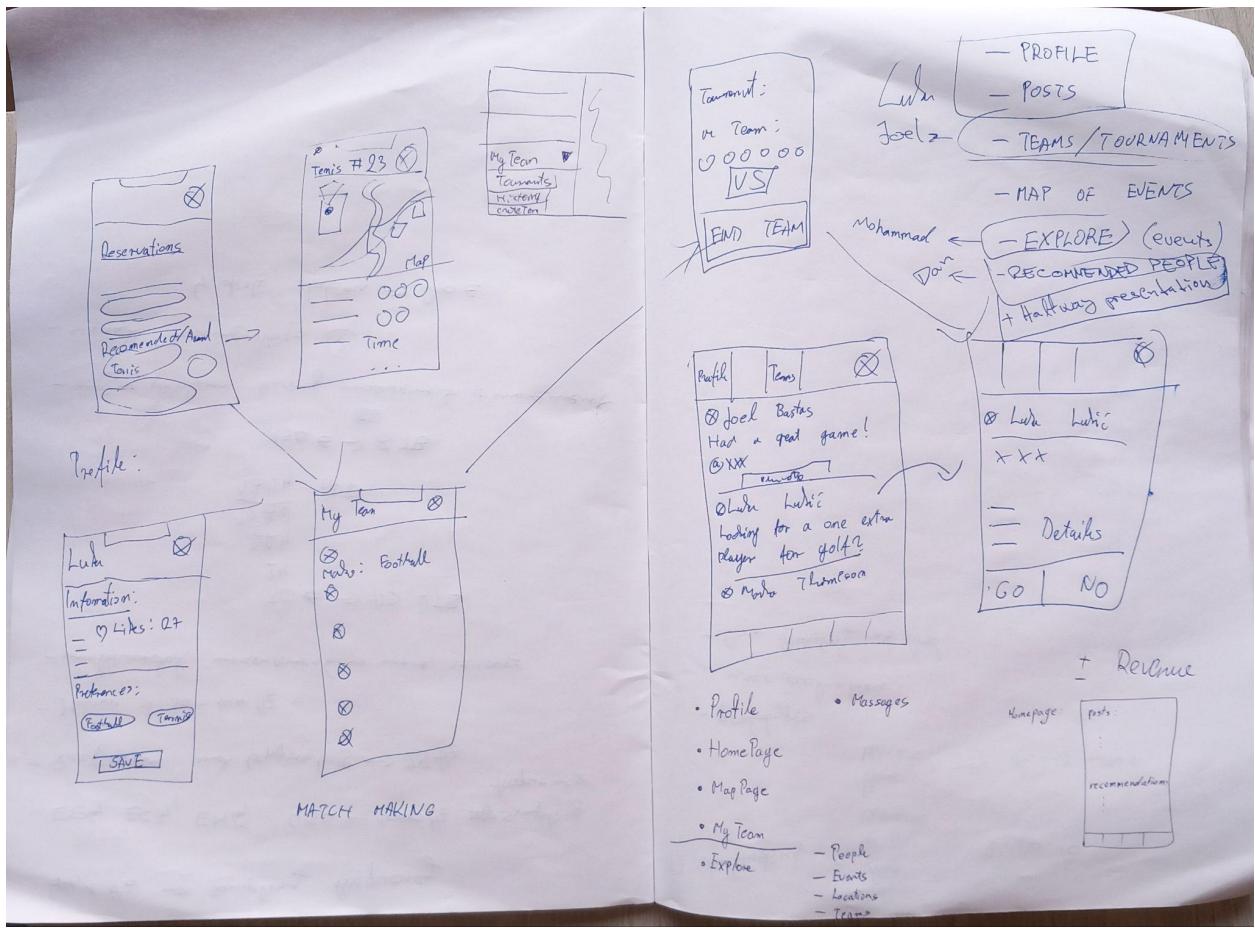
PROTOTYPES AND SKETCHES

We were making our prototypes in 3 phases:

1. Sketches on paper
2. Low fidelity prototypes (in Draw.io or Figma)
3. High fidelity prototypes (in Figma)

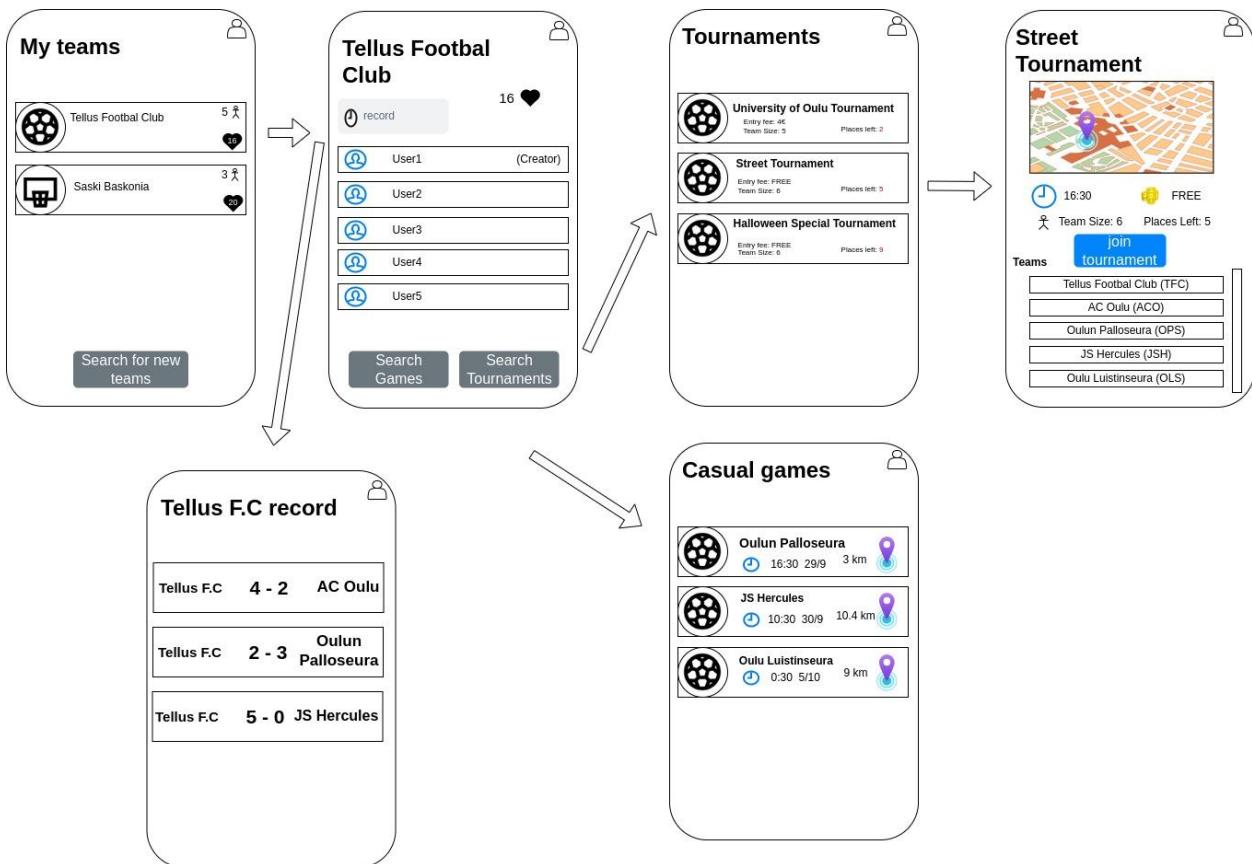
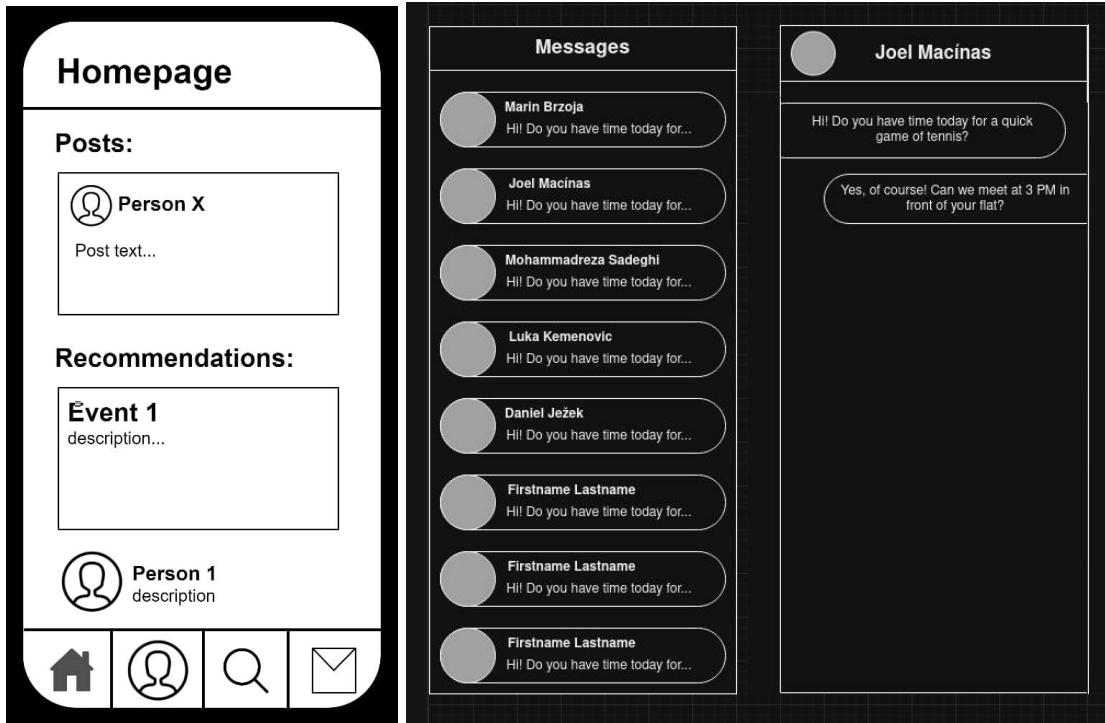
SKETCHES ON PAPER

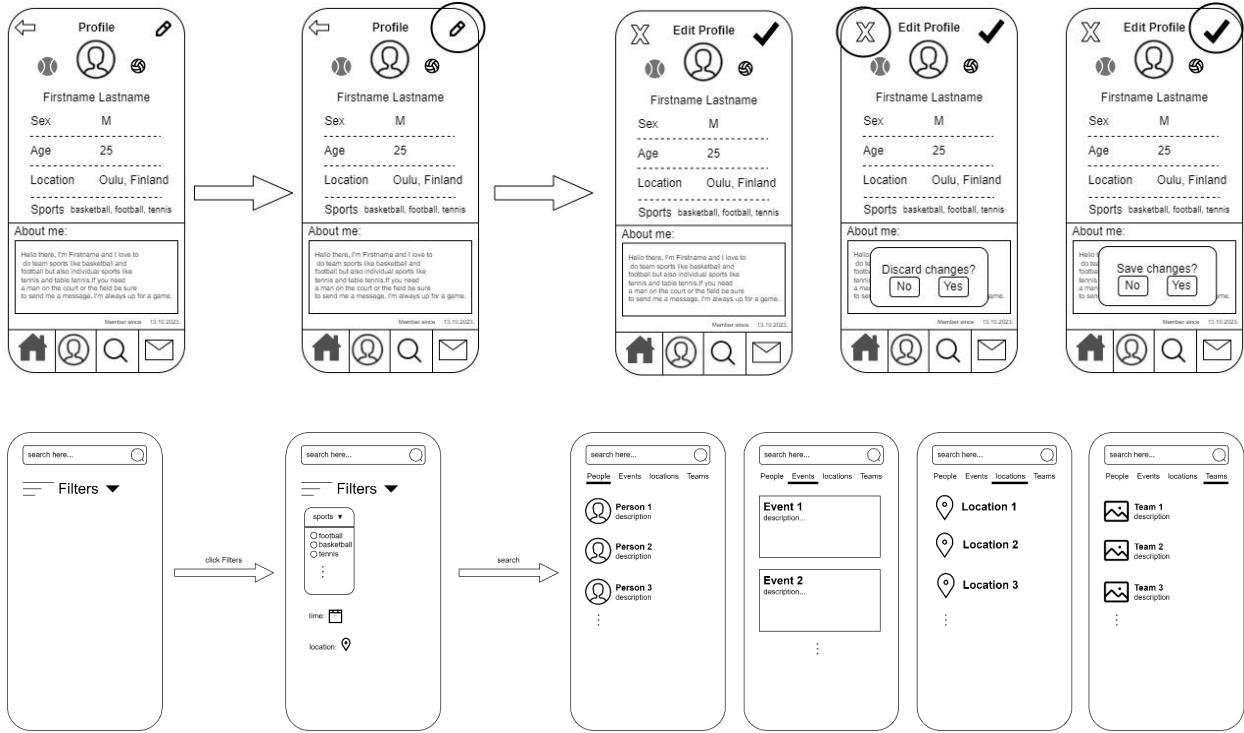
At first, we were discussing general purpose, design and functionality of the application and together in our meeting, we drew a very low fidelity prototype on paper. We ensured that all of us understood all the functionality our app would have and we united our different views and opinions on how the app should work and look like. We also distributed tasks and each of us specialized for a few particular features and pages of the application.



LOW FIDELITY PROTOTYPES

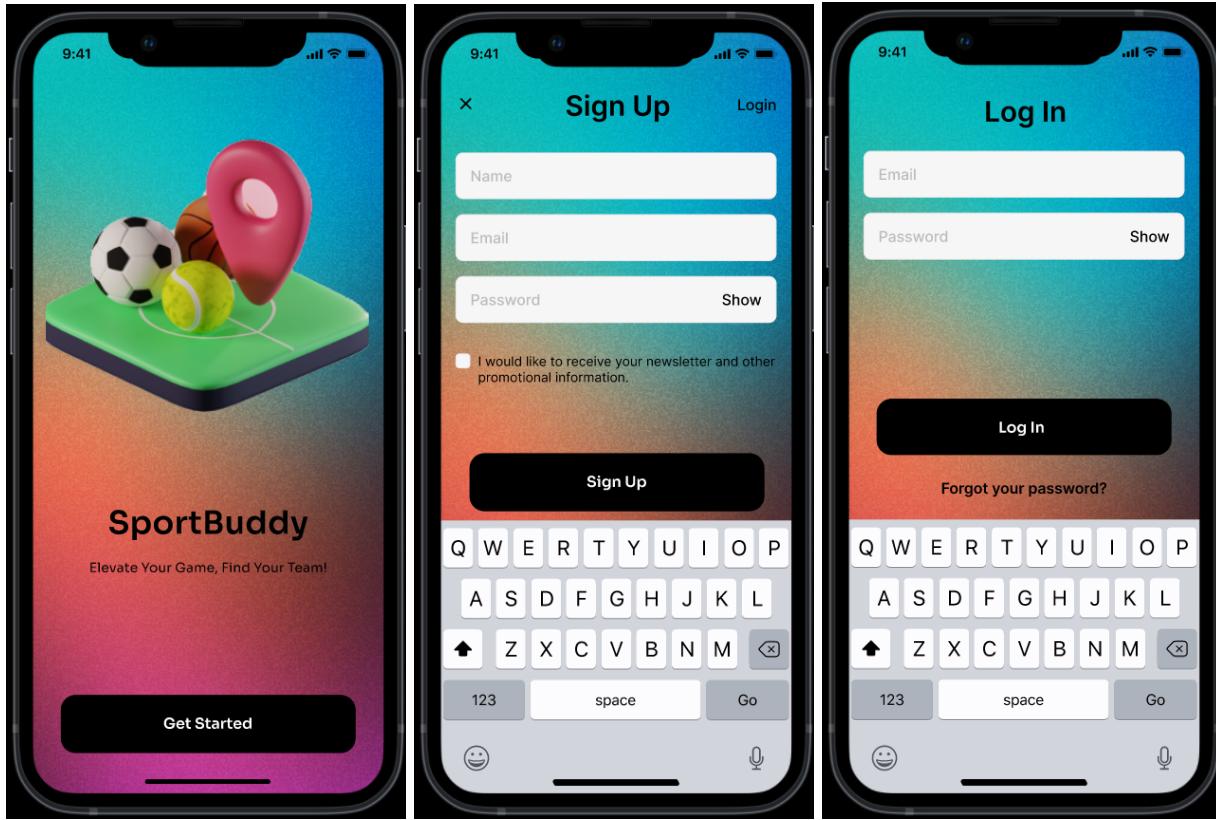
Between our first and second meeting, each of us made several low fidelity prototypes in Figma or Draw.io. We aimed at explaining functionality of the app by these prototypes rather than showing design.





HIGH FIDELITY PROTOTYPES

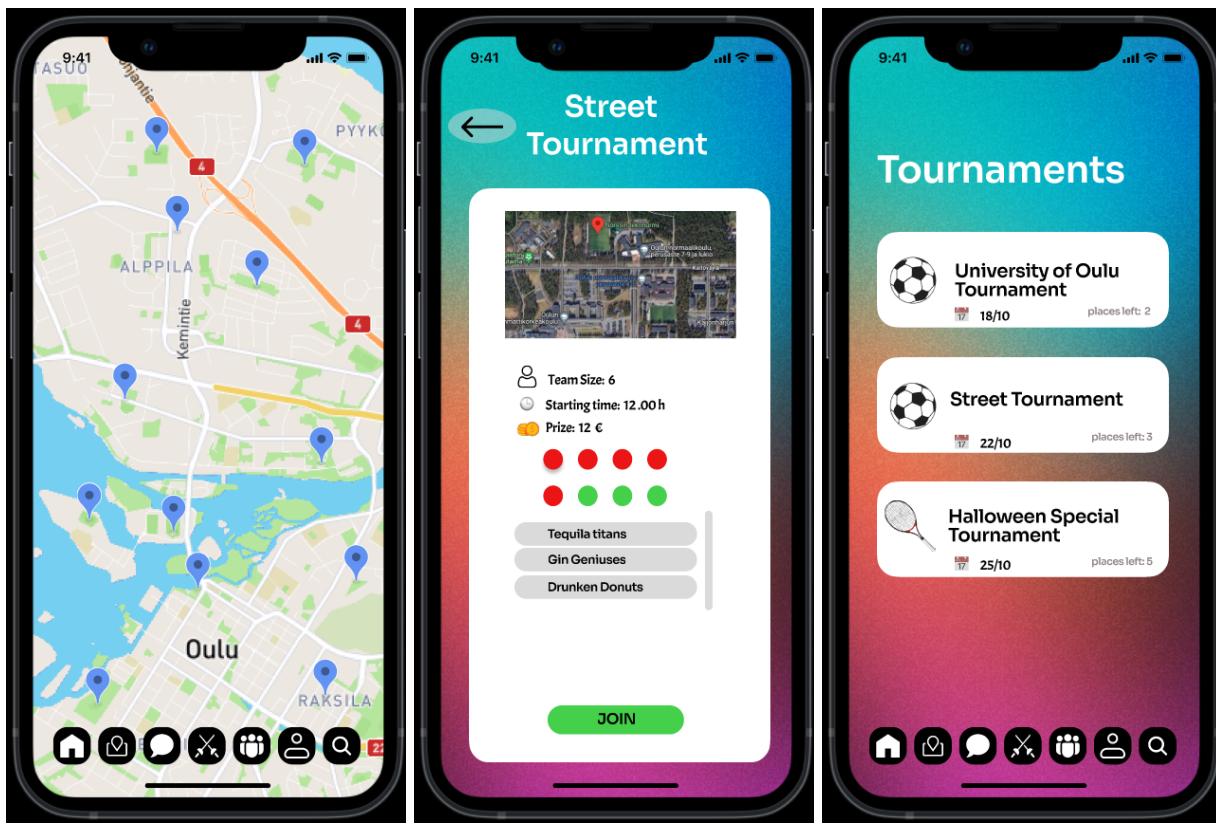
We created our high fidelity prototypes on a common template, which consists of a gradient color background, black buttons with white font and menu at the bottom. On the following three pictures, you can see the classical Introductory page, Sign up page and Login page.



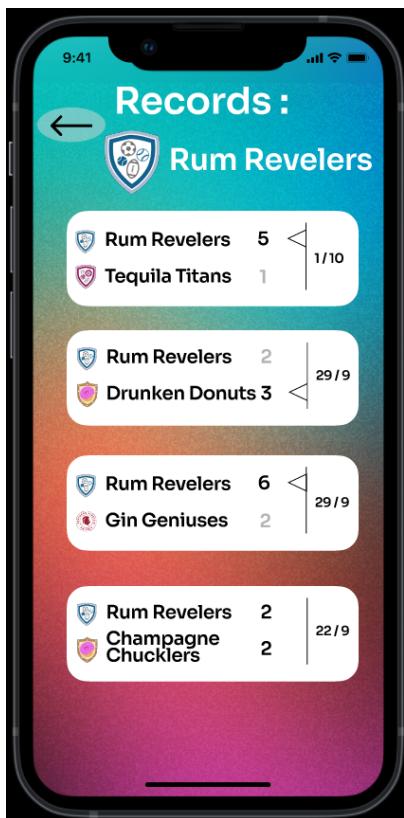
When the user is logged in, the Home page shows up. Posts made by other users are visible there and also recommended events, people or sports fields. Recommending algorithm considers the current position of the user, his/her interests identified through interactions and also the interests of the people with whom the user is in contact. When the user wants to chat with somebody, he can go to the chat page through the bottom menu. One chat is displayed as a profile picture together with the name and the interests of the user. Interests are displayed as small logos of sports.



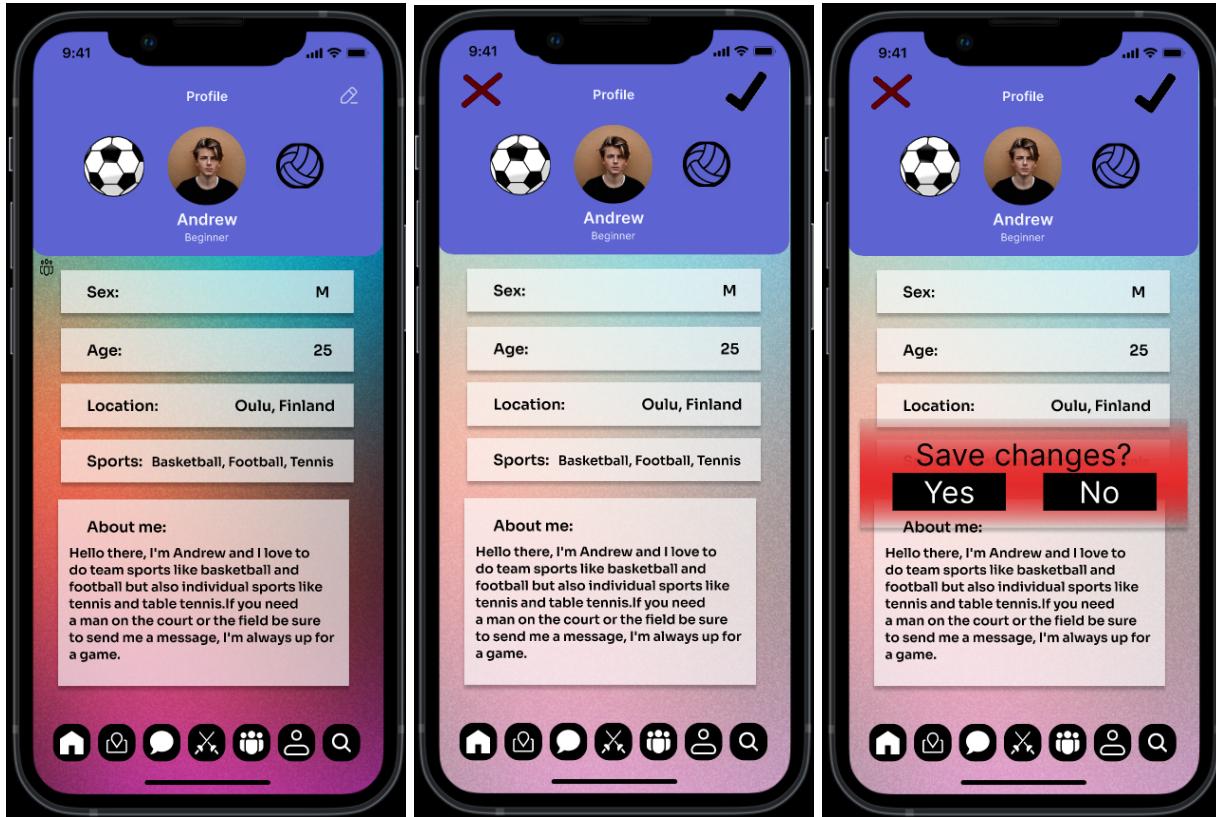
Next item in the bottom menu is the Map of Events page. We emphasize locality and we try to connect people living near each other, therefore this feature is very important. The user can see all the upcoming events in his locality. By clicking on it, he can display all the details of the event and join it if interested. This is one way to get to tournaments (which are one type of events). The second way is via the bottom menu. On the Tournament page, the user can see listed all the tournaments in the order determined by the recommendation algorithm.



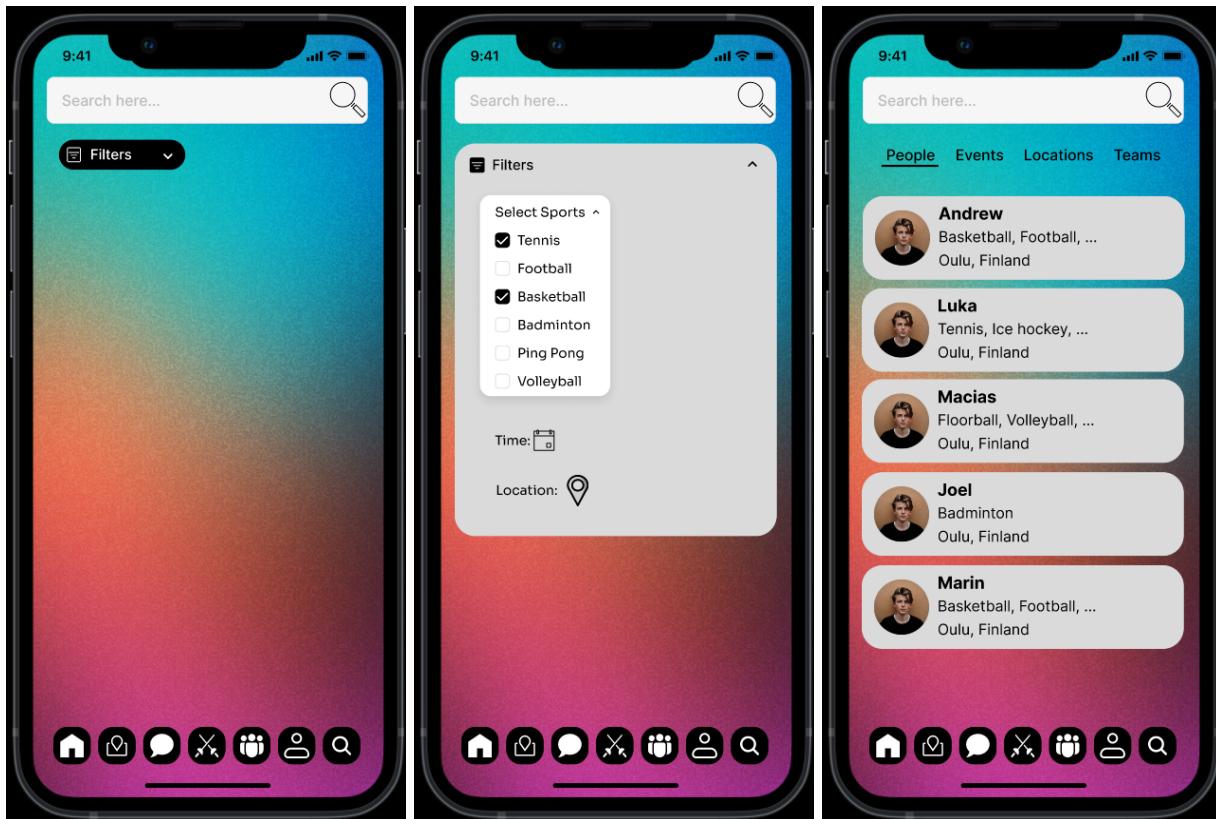
In the bottom menu can also be found the Teams page, in which the user can list all the Teams (similarly as the tournaments), create a new team and add participants into it. From the page of a specific team, the user can get to the records of that team, where results of previous matches and tournaments can be found.



The last but one item in the bottom menu is the Profile page. The user can view his profile information and change them if necessary. This information is visible for all the users. You will be able to see the sex, age, location and a short description as shown.



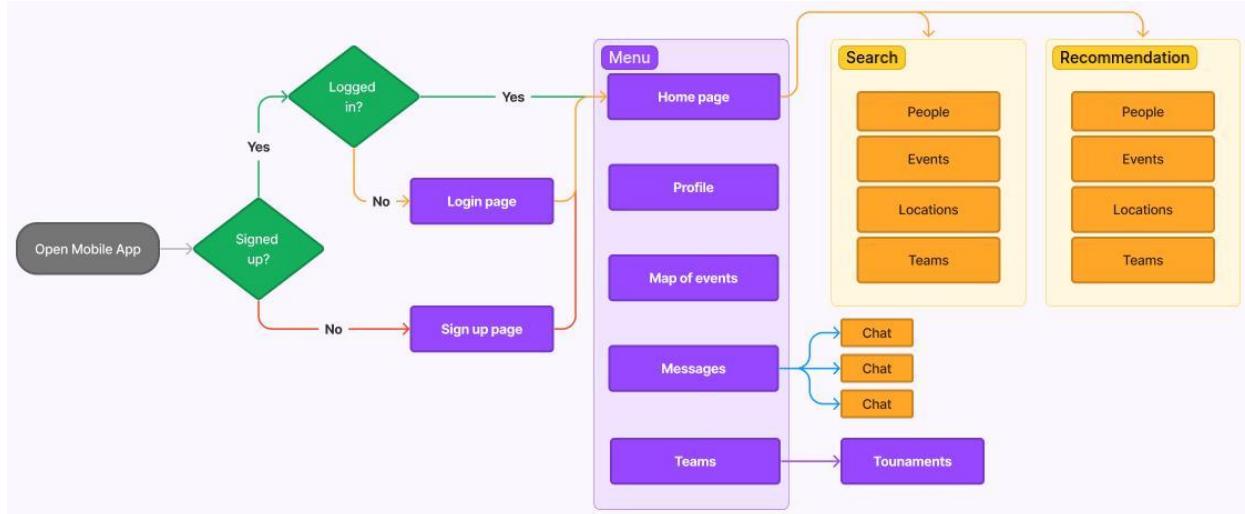
The very last item in the bottom menu is the Search page. The user can search for people, events, locations or teams using filters. Results can be filtered by time, location or sports.



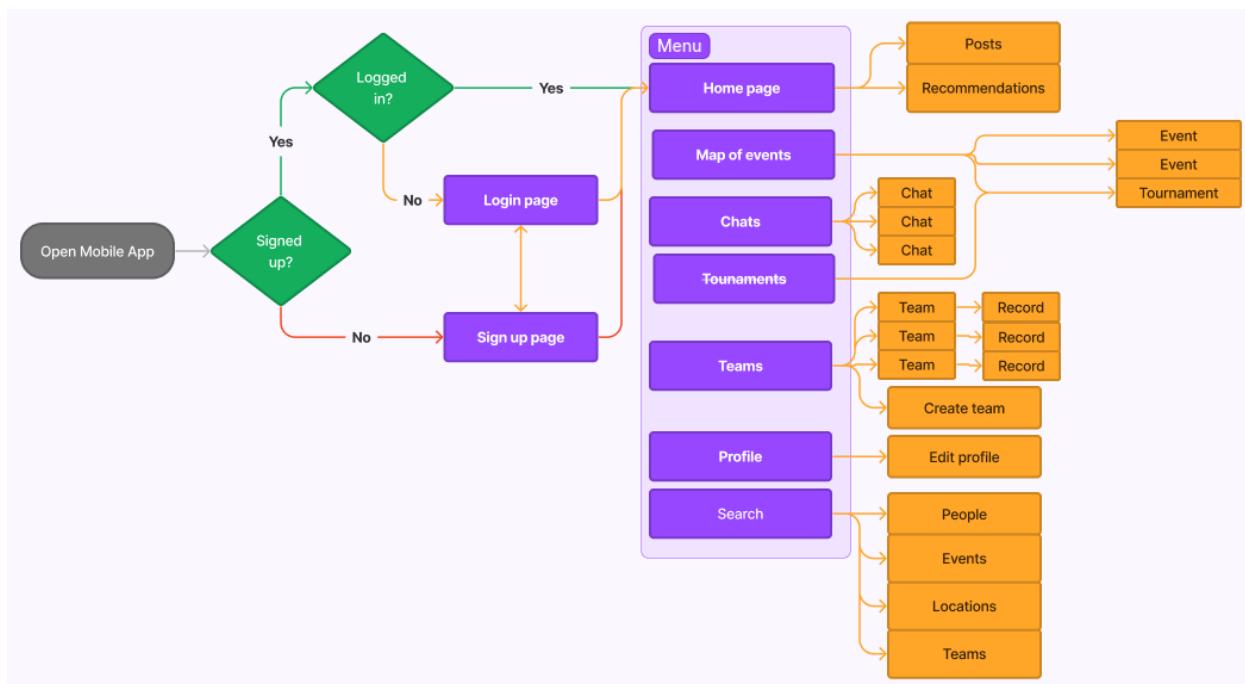
Links for Figma prototypes: [Static prototype](#), [Interactive prototype](#).

USER INTERFACE DIAGRAM

In our second meeting, we created a user interface diagram describing relationships and transitions between the pages. Here you can see our idea of a user interface after our second meeting.



While working on the project, we changed it many times. In the following image you can see the final version.



Here is a [link for the user interface diagram in Figma](#).

EVALUATION

QUESTIONS FROM HALF-WAY PRESENTATION

We got our first comprehensive project feedback after the Half-way presentation in the form of tailored questions from our teacher Aku Visuri. Together, we answered all of these questions and we adapted our prototypes accordingly.

Is there an ELO system?

No, there is no ELO system. We want to support a friendly environment. Even though match and tournament results will be displayed.

Are team matches publicly shown?

All events are public. Anybody can see all the events and tournaments in the app. We think that the purpose of the app is to connect people who don't know each other and if we let people create private games, it may occur that people will not be able to find the games.

Are there leagues, cups, awards?

No, leagues, cups and awards are not supported. Organizers can choose when creating an event if people can sign up for the event as teams, individuals or both (mixed).

Do all team members need to have profiles?

Yes, for applying to the tournament everybody needs a profile. When one person from the team registers the team for a tournament, everybody from this team receives notification and an option to confirm participation.

Narrow down on who the application is for.

Mainly for unprofessional sports enthusiasts. The app does not support advanced functionality such as leagues. We think that most professional leagues and tournaments already have their own system for regulating and following the trail of competitions.

Specific features for specific types of sports?

No specific features, as they are not necessary, we focus more on giving tools for people to connect each other rather than being a sports app.

How many different sports does the system support?

The system supports all the sports.

Are there different skill levels for players?

There is an option to self-assign skill level.

QUESTIONNAIRE

For evaluation by other people, we created [this questionnaire](#). Here are questions with answers:

1. Which feature of the application do you find most useful?

- The filter for sports
- The Location feature seems like a good addition in this application.
- go out for a sport
- To find people with similar sport interests as well as sport events.
- The ability to search for sports teams and to chat with individual people in the "Chats" page.
- I find creating your own Team the best and most useful feature.

2. Is there anything confusing? Any feature or button which you don't know what it is for?

- No, everything is very understandable
- Save changes Buttons seems like an alarming effect (gradient color :(), rest is good.
- I don't understand the tournament - what was the purpose of this.
- Is there an option to add people as friends and then chat only with them or can you send a message for every individual with similar interests?
- I'm not able to proceed with the interactive prototype yet.
- No, I understand our app completely.

3. Which features do you think do not fit in this application and should be excluded?

- The application seems clear in idea, surely it focuses on some specific features.
- tournament
- I think there are not any unnecessary features but maybe the records page was something that is not mandatory and more like extra. But it was a nice touch
- -
- I think that every feature is useful, altogether it gives a complete solution to our problem.

4. Are there any other features you would like to add to this application? What are they?

- Your Live location? New events, nearby, would be a good addition to this. If they're not present already. Commenting and liking some events can be considered.
- There must be a feature which will show the free playing areas for the students.
- I cannot come up with any extra features. Maybe the option to add friends if it's not already there.
- The feature to see your connected friends in one page. Also, it would be nice to see which events your friends are participating in.

-
- I would like to add statistics to each player in the Team, but that feature is a little bit problematic to do and it does not bring a lot to the app.

5. Do you think this app will be able to get enough users in the long term?

- Yeah, It has a login feature which will track the user count and save their data. Additionally, competition, user feedback, and the ability to monetize the app sustainably will all play a crucial role in determining whether the app can attract and retain enough users in the long term.
- Yes, I believe it is helpful for arranging indoor or outdoor games.
- I believe so.
- Yes, absolutely. The ability to connect with people may make them more motivated to participate in sports events and make new friends.
- Yes, with right advertising.

6. What will encourage you to use this app instead of finding people and sport events on other social media?

- Other social media platforms, like Instagram and Facebook, are broad and do not specifically hit the features which this app gives to the users. In Addition, if the app provides advanced filters to help me discover events and connect with like-minded sports enthusiasts, it would be a significant incentive.
- Because there is so much noise in social media, it is good to have a specific app for that.
- At least I haven't used or seen this kind of app earlier and it seems like something I could try.
- This app keeps the people and sports events in one place. Maybe you can save your favorite events for later use.
- This platform will give me events and tournaments and I can apply with my team in just seconds. Everything in one place.

7. Which one do you think should be the main focus of our application, finding people with the same sport interests or finding sport matches you can join? Explain your reason.

- The main focus of your application depends on your target audience and your unique value proposition. Both finding people with the same sport interests and finding sport matches to join are valuable features, but their priority can vary based on your app's goals and the needs of your users. (User's priority)
- finding the same sport interests.
- Maybe finding people with the same sports interests as I personally play badminton and tennis so it could be useful to find partners to play them. And then only one other person is enough to arrange a game.

-
- Maybe finding sport matches first-hand and then connecting with the people there.
 - When we implemented the Team feature the best focus on that was joining different sports matches with other people. In this way this platform really gives social benefits where you can connect your team with other teams and together have the same goal, playing and enjoying sports together.

8. Are there any features you think should be corrected? Which ones are they and how should they be?

- The pop-up confirmation buttons for event interaction, such as "Like," "Dislike," and commenting, provide a streamlined and intuitive way for users to engage with events . Rest, the app seems like a great addition to the sports community. Good Work :) from GamingGlobal :)
- about the tournament I don't understand what it means.
- There are still problems with Figma navigations between screens but other than that I cannot come up with any corrections.
- The interactive prototype is not very interactable yet. The navigation bar icons are missing in some screens. However, the prototype is very well designed and contains lots of useful features.
- I think that all of our features are correct and all have a logical way of working.

In summary, the most confusing function seems to be Tournaments. Half of the respondents wrote that they do not understand this feature or that this feature should be improved.

We should change some parts of our design, for example the Save Changes Button and try to make our interactive prototype more attractive.

Two of our respondents mentioned that they would like to add functionality for finding people with the same sport interests. However, the app already has this feature, so we should make it more easily accessible and more intuitive for users to notice.

IMPACT

This project would help people find other people who wish to do sports activities that they are familiar with or want to try them. They would definitely feel an impact as the social aspect is involved, they would surely continue doing sports as well as find and meet more people. Also users that already meet for practicing any kind of sport would recommend the app to their friends. They might even start a tournament and gather teams for a sports event in an area. In such cases there are options if the tournament would include teams selection, individual selection or a mix of both in which case the people who do not have a team could potentially be recruited by a team that does not meet the minimal required amount of players or an individual can join a team that needs players.

It would affect various groups of people differently. Sports enthusiasts would find a valuable platform for connecting with like-minded individuals to engage in team sports and competitive activities, creating a sense of community and allowing them to play their favorite sports more frequently. Those looking for reliable teammates for team-oriented sports would benefit significantly from the app, as it would offer them a pool of potential teammates for matches and tournaments. Competitive athletes could use the app to locate challenging opponents, leading to skill development and the growth of more competitive sports communities.

The positive impacts of the app would include fostering a sense of community among sports enthusiasts, encouraging physical activity, and promoting skill development through exposure to a diverse range of opponents. However, some potential negative impacts might include privacy concerns due to personal interaction, issues with the reliability and skill level of teammates found through the app, and the possibility of an overly competitive environment that could discourage casual or recreational players and that is not what we want from this application.

We want this to be a casual app that connects people with the same passion for sport, if someone wants to get serious they can go for people who are of higher skill level or just go pro in the sport. Ultimately, the app's value would depend on its ability to effectively address the needs of its target audience while mitigating potential negative impacts. If the application successfully creates a thriving sports community, promotes healthy competition, and prioritizes user safety and satisfaction, it could prove to be a valuable and impactful platform for sports enthusiasts.

FUTURE WORK

A substantial portion of the available funds would be allocated to develop a comprehensive marketing plan, combining both digital and traditional marketing strategies. The digital marketing approach would involve targeted online advertising campaigns across multiple platforms, including social media, search engines, and sports-related websites. Emphasis would be placed on search engine optimization (SEO) techniques to ensure high visibility in relevant search results.

Pay-per-click advertising would also be employed to widen the app's audience and encourage app downloads. Moreover, the strategy would include engaging experienced social media managers to curate and disseminate compelling content across various social media platforms such as Instagram, Facebook, Twitter, and LinkedIn. The aim would be to build an active online community, share user stories, offer tips on certain sports and provide regular updates about the app's latest features and upcoming events. Collaboration with sports influencers and athletes would be sought to expand the app's reach and credibility among the target audience.

Also a strong focus on content marketing would be established, with the creation of informative blog posts, videos, and podcasts related to sports, fitness, and team-building activities. The content would be optimized for search engines and disseminated across different digital platforms, positioning the app as a reliable source of sports-related information and resources. The marketing strategy would also include the sponsorship of local and regional sports events, tournaments, and leagues to enhance brand visibility and establish the app as an integral part of the sports community. Branded merchandise and promotional materials would be developed and distributed at these events to increase brand recognition and encourage user engagement. To further stimulate user growth, referral programs and incentives would be implemented, encouraging existing users to invite friends and family to join the platform.

Rewards, discounts, or exclusive features would be offered to both referrers and new users, fostering a sense of community and promoting organic growth through word-of-mouth marketing. Data analytics tools would be utilized to track the effectiveness of marketing campaigns, user engagement, and app performance. Insights from the analytics would be used to optimize the marketing strategy continually, refine target audience segmentation, and customize campaigns to maximize user acquisition and retention. By implementing this marketing and user acquisition strategy, SportBuddy application would be well positioned to reach a broader audience, establish a strong brand presence, and encourage active user participation, thereby ensuring sustainable growth and long-term success of our app. The inclusion of Live Location would enable users to easily locate and connect with nearby teammates, opponents, or sporting events in real time. This feature would be highlighted in marketing campaigns and social media promotions to showcase

the app's capability in facilitating spontaneous sports activities and encouraging community engagement. Furthermore, Event Filters would be promoted to allow users to personalize their feed based on specific sports events, locations, or preferred activities. This feature would enable users to discover and join relevant sporting events, tournaments, or friendly matches tailored to their interests and location, enhancing the overall user experience and fostering active participation within the sports community. Encouraging our user engagement, features such as commenting, liking events, and connecting with friends would be emphasized in the marketing strategy. By enabling users to interact and express their interests, opinions, and support for various sporting events, the app would cultivate a vibrant and interactive focused social network with sports in its focus. Marketing efforts would highlight how these features facilitate meaningful connections, foster camaraderie, and promote a sense of belonging somewhere within the broader sports community.

REFLECTION

Engaging in the development of our social computing project has truly been an eye-opening experience. Initially, we ventured into this project with the notion that it primarily revolved around creating a functional design for a social application, we were focused on the technical aspects of it. However, as we went deeper into the project, we discovered that social computing is far more intricate and complex than just designing an app. It is about understanding the dynamic interplay of individuals within a digital ecosystem and acknowledging human interaction and behavior between users of our application.

Our main goal was connecting people through sport. We needed to find out details about people and the sports that they are engaging with. We mastered one critical point of our idea, we connected users with their profiles, and engaged them with our idea of creating teams of users to compete or interact with other teams and completing the circle with the feature of tournaments. Tournaments engage the competing side of sports, while promoting social life among players. We are very proud of our end results where we did not create just an app, we created a community that brings together sports enthusiasts, creating connections that bring people together with sport. Whether our users are looking for teammates, opponents, or simply like-minded sports friends, SportBuddy is the place to be.

In conclusion, our journey into the project of social computing course taught us that it's not just about creating an application, but rather, it's about understanding the core of human interactions and adapting our technology to facilitate and enhance these connections. It's a complex field where technology and social behavior intertwine, and it requires us to think deeply about what users will do with our app, how they will interact with one another, and how we can create an environment that fosters positive, meaningful, and secure social experiences.