**A3 Plans and Progress**

*Project Plan*

As we have stated before, in theory our plan is to create an application through iOS and Android that helps create a stress free environment in organising sports teams and officials for weekend sport. From personal experience, there has been many times where players and officials do not turn up. At the level I play, it is normal for there to be minimal dialogue between officials and captains unless both are at the ground. Otherwise, you just hope and expect them to turn up (in my case, during finals). With football officials are integral to creating a fair and fun sporting engagement. There is an understanding amongst myself and my team mates at the time that our level grade is clearly down the priority scale, but when you are charged a sizeable fee for the season and a big chunk of it is due to fees for officials, you become less patient when you get a proper official every 6 games or so.

Australian Sports Manager aims to streamline communication between players and officials. In the examples I mentioned above, if ASM was around we would be able to make contact with the scheduled official. If no contact was made, we could contact other officials who had communicated they were available that lived closest to the respective grounds that we were at. Communications with officials has always been the biggest struggle compared to players, especially with teams who are lower down the divisions in their respective sports. Player contact is always frustrating, no matter how hard you try to organise it. At the moment it seems that Watsapp is the smoothest way to communicate, but even with creating team chats, it does not mean that team members must automatically read and respond to group chat activity. With ASM, Captain’s send out an alert to the squad to notify their availability. Obviously, unforeseen circumstances may happen between the time the squad is confirmed and match day but this process is first followed. A deadline is set to notify your availability by, and if a player does not respond by that deadline they are automatically recognised as not available. This process helps ween out the dedicated from the less dedicated.

A similar process is given to officials except that they notify the respective sporting associations of their availabilities in up to five week blocks. Officials are the heart of ensuring a fair and even sporting contest. Without them, with teams having to officiate their own teams bias and blatant cheating comes into play a lot (first hand experience) and a win at all cost mentality comes through. It might seem a petty grievance, but this type of officiating, especially in cricket regarding Caught Behind and LBW dismissals is a massive issue lower down the grades without impartial officiating. Contact between captains and officials is what we’re trying to create as a norm, as that is usually how teams interact with officials during sport. Grievances and issues are always dealt with through captain and official dialogue, and we are trying to promote that when it comes to both parties inquiring about availability. Both officials and players can be contacted by captains through the Message tab on the application, and players and officials who are available but not selected for the weekend may be contacted when one or more from both parties are suddenly unavailable or have not turned up.

*Progress*

By the submission date on the 21st of November as a collective we have decided that we want to have a functioning website, a prototype user interface that will show how the app will theoretically run and it’s design. We also want a marketing strategy to get our brands name into the public sphere as well as official logos that are instantly recognisable to how we want our brand to be seen in the public sphere. We have also set ourselves a target of a beta program that can take user’s input and sort the information into lists and categories that can be searched.

The construction of the website and the logos for our project have gone the smoothest and produced the best quality work. The design and layout of both are exceptional and give off a completely professional vibe. The evolution of our team’s various html skills from the beginning of the course to now has improved immensely and we are all very proud of the work put into both the website and the various logos that have been made up to when we made a final decision. The website offers a sleek look, with a football pitch as the background with our company logo in the foreground. The images combined are absolutely perfect in eliciting what we want our consumers to imagine when they think about and use our product. Our initial website had a matrix design, and while that was fun it didn’t convey what our product was at all. It was a nice exercise it website design which allowed us to produce our far superior website this time around.

Our logos went through an extensive design process. At first we went for design that didn’t necessarily reference any sport. It was a black cutout of an athlete sprinting in front of various coloured backgrounds. It was a well designed image but after trialing it out with our website design, we agreed that it didn’t necessarily fit style wise. Our next batch of designs were very sports focused, mostly on sports that used a circular ball because that created a better design element. We settled on a basketball design, but eventually chose a basketball/cricket ball design as we want to encourage the idea that this app is not for anyone one sport, but for anyone who wants to play sport.

Our program is a prototype Python code that reads and writes to a CSV file. Obviously, when the application is finished and properly launched we will have a far more complex coding algorithm to input and output user data on the app, but at the moment we just want to show the basic functionality of what we hope to eventually make more complex which is input user data and categorise it. Similarly, our UI that was created through Appypie Appmakr is essentially just a shell for what our intended UI needs to be when fully integrated with our code and database. The list application layout is simple and easy to navigate, while also easily communicating what each tab does. The tab graphics also give the UI a sense of charm and personality. The intention here is to create a friendly and welcome UI that doesn't overwhelm the user and is simple to navigate.

Our marketing campaign is simple, first we must collect industry data, find our target audience, identify competition and identify the target needs of the target audience. To help us achieve this we have been using the SportAus Industry Data report from 2017-18. Due to the integrity of the sporting landscape changing during 2018, the need for our app has increased dramatically. Integrity through umpires is crucial in all levels of sport, and to allow users as much of an opportunity to keep that integrity is our goal. The Australian Government make significant financial contributions to Australian sport every year and we want to see that investment reflect Australian value on sport in society. A thriving sporting landscape within our country doesn't just benefit people involved in sport, it also significantly helps economic, health, educational and community benefits related around sport. Australia’s passion for sport is what we want to latch on to to make this a successful venture, and to do that we wonn’t just enhance the reputation of community sport within Australia but also enhancing our international reputation.

In relation to this, our presentation to persuade potential investors of the benefits of having our application live and functional is a simple one. We have two scenarios; one which shows the frustration of not being able to simply and efficiently call on officials and players, and the other shows the simplicity and effectiveness of the application. Before each scenario we have a pitch explaining the pros and cons of each situation in a Shark Tank manner of style which helps create a feeling of professionalism. The presentation is a simple and efficient and shows the simplicity and effectiveness of a fully functioning application as we have designed it to be intended for.