CE881 Mobile and Social Application Programming

Essex Athletics

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Introduction

The aim of this app is to generate more support for the many clubs at Essex by letting students and staff know when, where, and who their desired club is playing.

Many students have interests in sports but are either timid to join or are not familiar with this sport. This app will be able to help inform students on where the next game for a desired club is taking place and how to join that club. The directed audience will be University of Essex students and staff members. The app will have multiple features such as messaging other teammates, notifications of upcoming games, and match reports of that can be updated by team captains only.

Background

When I started school at University of Essex, I was excited and wanted to get involved. There were so many sport clubs and while it was easy to sign up, it was difficult to just go and watch a game. To find out one would have to log into a website that contained a variety of sports from an enormous amount of schools, thus making it hard for one to look for one Essex club game. Seeing this and knowing "The best way to come up with an app idea is to identify a specific problem and to build a solution for that particular problem. "[1], I decided to make this the aim of my assignment.

Validation is a critical process in coming up with an app. My competition is with BUCS by Playwaze Ltd. "British University and Colleges Sport (BUCS) is the National Governing Body for university sports in the UK" [2]. BUCS employs 11-50 people and has over 50 sports, close to 170-member institutions and is in charge of coordinating 120 championships events every year [2]. According to sensortower.com they earned less than five thousand downloads and less than five thousand in revenue by January 2019, however they were given a score of 'F' by the site. My goal is not to compete or replace this company, my goal is to use public data given from BUCS to allow University of Essex students to find events easier. BUCS will still see this app as competition since the app is delaying users to go through the company to find information.

The next step in validating my app is finding if there is a market for my app. I analyzed the two features and functions of my app compared to BUCS app. The BUCS app was created by Playwaze company which has a partnership with BUCS as sports technology provider. While the two apps have many similar features, the search function, group messaging and offline capability is what allows Essex Athletics to be the more desirable app.

	Feature 1	Feature 2	Feature 3	Feature 4	Feature 5	Feature 6	Feature 7
Apps	Affiliate	Search func	Group Messaging	Touch apsect	User Feedback	Offline	Notification
Essex Athletics	No	Yes	Yes	Yes	Yes	Yes	Yes
BUCS	Yes	No	No	yes	Yes	No	Yes

Features

These following features are some of the key components included in this app. These features are what will distinguish this app from any previous or upcoming competitors.

- Messaging

Each user will be able to message other members within their respective team

- App Notification

When app is first loaded users will be given a prompt to allow app notifications. These notifications will consist of upcoming game alerts and previous match scores.

- Search Bar

If users are unable to find the sport they want, they can use the search bar to locate their desired club.

- User Feedback

Throughout the app will be opportunities for users to give their feedback on the app and what could be done to improve.

- Google Sign in

Users will be allowed to sign in using their respective google.com app, thus making it easier to remember their password and ease of access.

Design & Structure

Essex Athletics will have many components to it, so it is influential to show users how the app is structured. Once the user has registered in the app they will be presented with the main menu. This screen will be a simple elegant chronological structure allowing the user easily to navigate to their desired sport. When the user selects a sport, they will be presented the sports home page where they will be able to view scores, message teammates if they are a part of that team and view recent matches. If at any time the user needs help, they will be taken to a walkthrough page. The only external service available in the app is a link to findmyessex.com when users clicks the location button in the sport menu page.

Content

The content that will be presented in this app will be pictures and data. The pictures that will be used will be from a popular social media app, Instagram. The data that will be displayed in the team sports page will be from my competitor BUCS, this is because BUCS are the sole provider of sports, thus in charge of regulating matches.

Plan

Each component of the app will be carried out with care and excellence. Ideally 2-3 hours a day will be given to focus on the design and structure of the app. 3-4 hours on debugging and 5-6 hours will be allocated to carry out the core components of the app. Google sign-in, group messaging, match details and app notification will be a part of the core components. This app in total would take approximately 2 months to be completed. However, this app has been given a completion deadline of 1 month, therefore I will be working on the core components first and completing the rest throughout the deadline.

Works Cited

[1]G. Kwakyi, "How to find and validate app ideas: the step-by-step guide", *Apptamin*, 2019. [Online]. Available: https://www.apptamin.com/blog/how-to-validate-your-app-ideas/. [Accessed: 16- Feb- 2019].

[2]"About Us - British Universities & Colleges Sport", *Bucs.org.uk*, 2019. [Online]. Available: https://www.bucs.org.uk/page.asp?section=16983. [Accessed: 16- Feb- 2019].