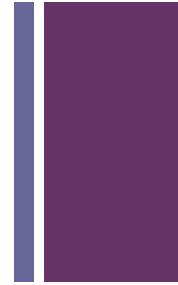




# Sports Buddy Finder Project: Target Markets

Team Members: Jialin Ding, Linda Namisi, Noor Monam,  
Pattiya Mahapasuthanon, Sergey Kompaniyets, Wesley Hancock

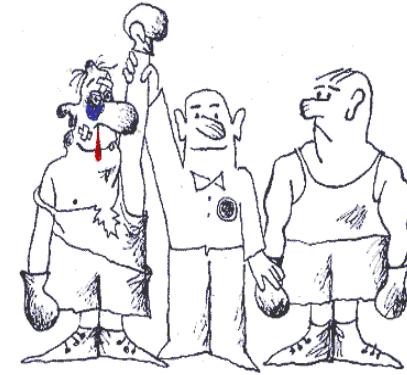
# + Sports Buddy Finder



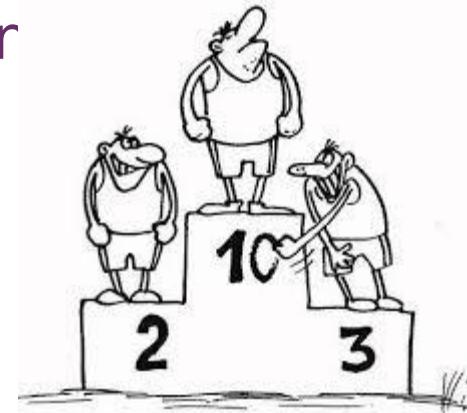
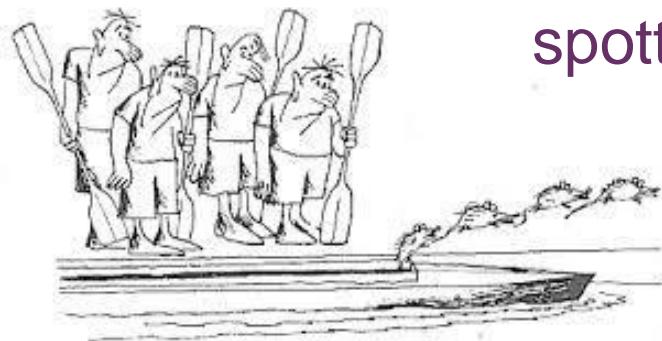
Want to play sports but can't find a partner to play with??

If you have an Android, you can use

## **SPORTS BUDDY FINDER!!!**



We will help you find a sporting partner, spotter, or even a whole team!!

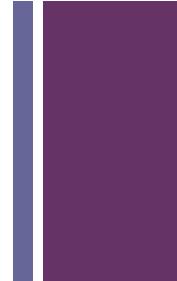


# + Target Customer Base

- ❖ College students (undergraduate and graduate)
- ❖ Students interested in exercise
- ❖ People who recently relocated
- ❖ People within the age group of 18-35 years old
- ❖ People who want to find partners or team members



# + Specific Targeted Demographics



Age	18-35
Location	College markets
Gender	Any
Income level	Any
Education level	Higher education
Marital or family status	Any
Ethnic background	Any

# + Psychographics

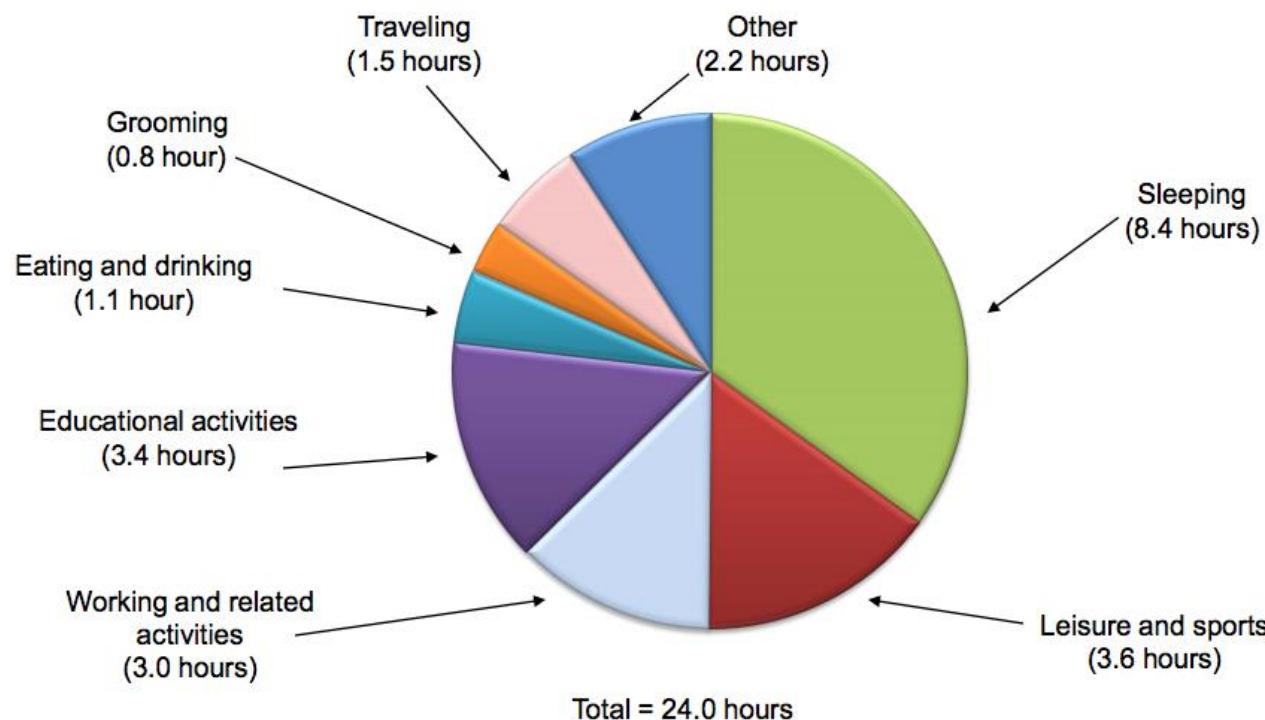
Psychographic	Characteristics	Appeal
Personality	Outgoing, competitive	Product will help create the conditions to meet their sporting passion
Attitudes	Enjoys meeting new people	Product will help in finding new people and making new friends
Values	Any	Product will help in meeting like-minded individuals
Interests/hobbies	Sports	Product caters to a large variety of sports
Lifestyles	Athletes, college students	Product will help in staying active and relieving stress
Behavior - Tech	Tech savvy	Product will rely on using Internet and Mobile apps

# + Market Analysis

Competitor	Their Current Customers
Meetup.com	18 million users Varied user base
My Sports Buddy application	50+ downloads Limited information
Tennis Buddy application	5,000+ downloads Anyone who is looking for a tennis partners in local area
Buddyup.com	50+ downloads Anyone who is looking for sport partner

# + Target Customer Base

Time use on an average weekday for full-time university and college students



# + Decision Evaluation

## ➤ Are there enough people that fit my criteria?

Approximately 55.5% of all high school students play a sport in the US. If at least half of them do not lose their desire to play sports in college, then we have enough people to fit our criteria.

## ➤ Will my target really benefit from my product/service? Will they see a need for it?

The targeted demographics and psychographics will greatly benefit from the service our product will provide. This product will fulfill a niche area that is general enough (any sport) to be useful, but specific enough (college students, sports partners) to be useful for the intended audience.

## ➤ Do I understand what drives my target to make decisions?

The targeted customers tend to make decisions based on simplicity, quality and reliability.

## ➤ Can they afford my product/service?

Yes. Our product is oriented on middle class customers.

## ➤ Can I reach them with my message? Are they easily accessible?

Research shows that active, athletic individuals are usually more accessible than non-active individuals. The message can be disseminated easily across a college campus.

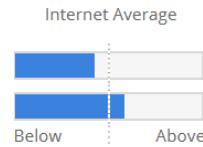
# + Decision Evaluation

Who visits nike.com?

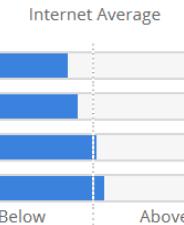
## Audience Demographics

How similar is this site's audience to the general internet population?

### Gender



### Education



Male

Female

No College

Some College

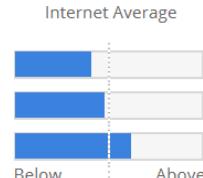
Graduate School

College

Below

Above

### Browsing Location

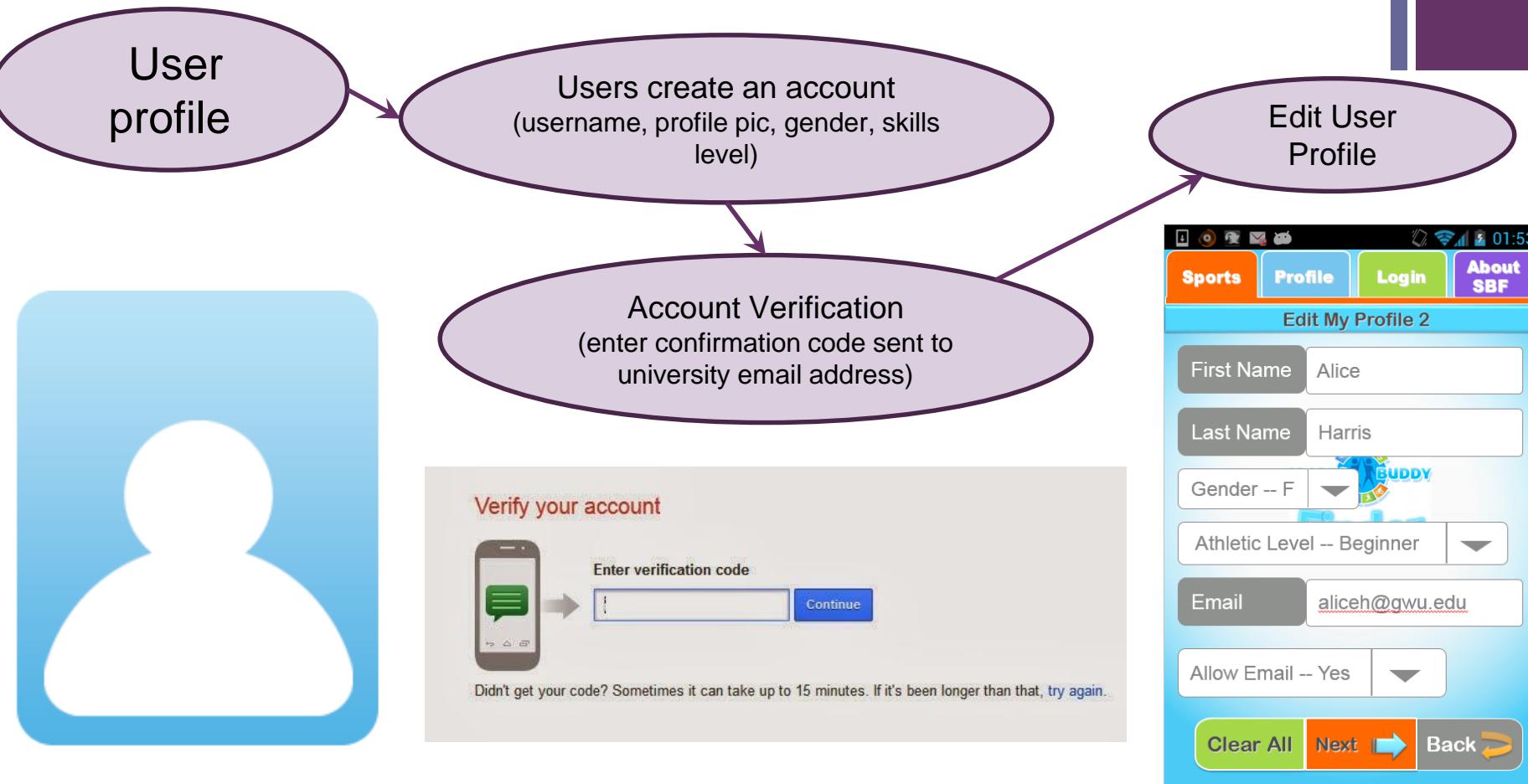


Home

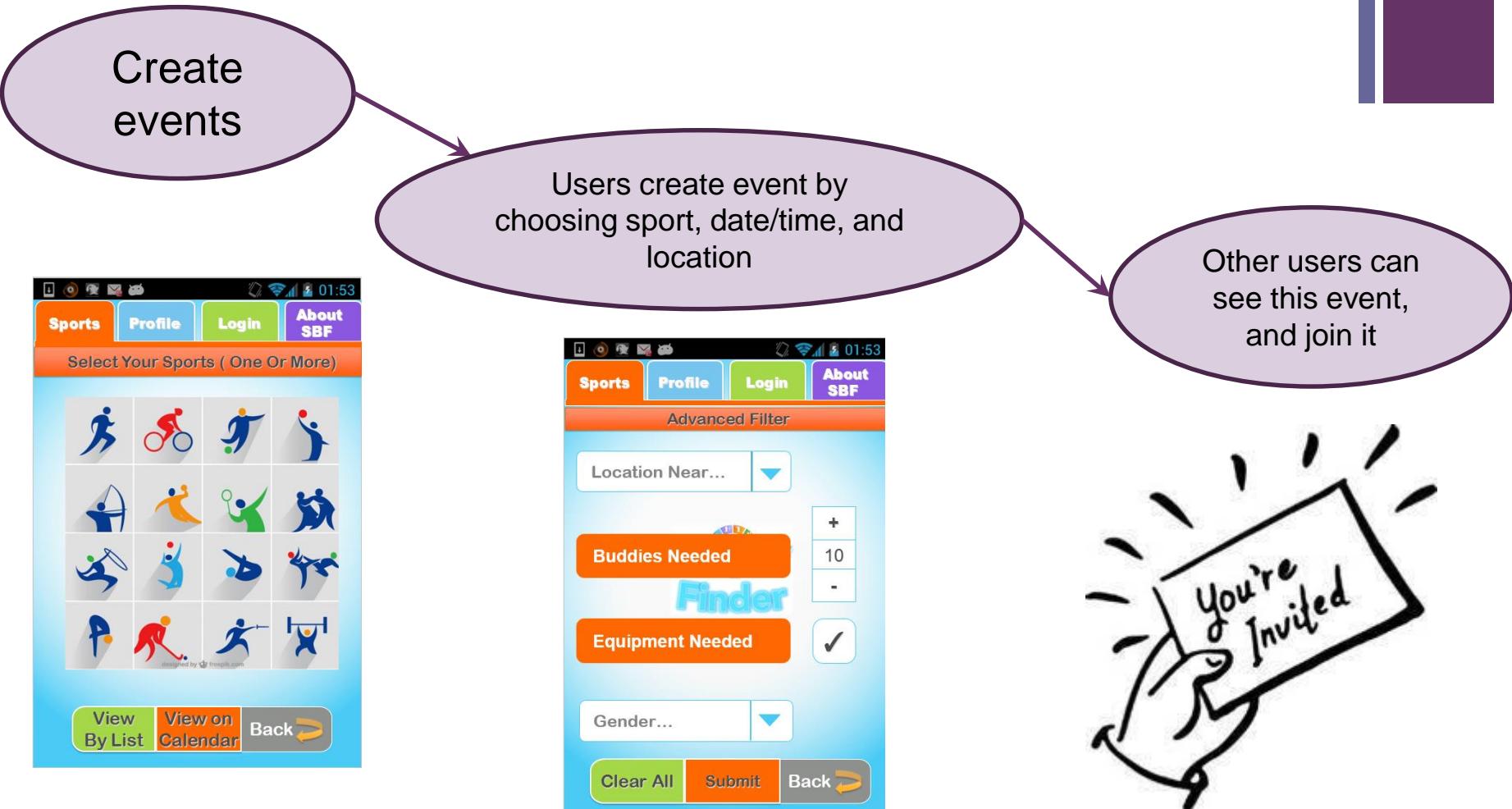
School

Work

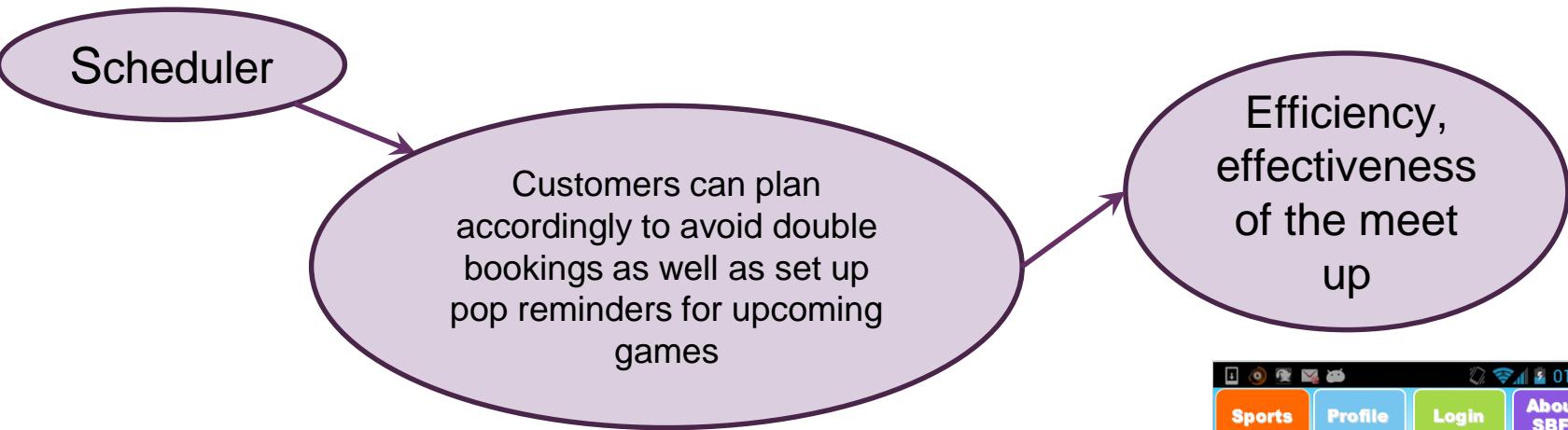
# + Product / Service Analysis



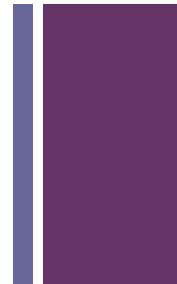
# + Product / Service Analysis



# + Product / Service Analysis



# + References



- 1).<http://www.statisticbrain.com/youth-sports-statistics>
- 2).<https://bigfuture.collegeboard.org/college-search>
- 3).<https://www.certain.com/mobile-app-for-events/>
- 4).<http://www.bls.gov/TUS/CHARTS/STUDENTS.HTM>
- 5a).<http://www.alexa.com/siteinfo/nike.com>
- 5b).<http://www.alexa.com/siteinfo/adidas.com>
- 5c).<http://www.alexa.com/siteinfo/puma.com>
- 6).<http://www.quickanded.com/2009/08/college-students-time-use.html>
- 7).<http://www.campusexplorer.com/college-advice-tips/BD757E5F/Club-Sports-in-College/>
- 8).<http://www.marketingcharts.com/television/college-students-spend-12-hoursday-with-media-gadgets-11195/>
- 9).<http://www.usnews.com/education/blogs/high-school-notes/2011/09/02/high-school-sports-participation-increases-for-22nd-straight-year>
- 10).[http://archive.sportengland.org/research/active\\_people\\_survey/active\\_people\\_survey\\_7.aspx](http://archive.sportengland.org/research/active_people_survey/active_people_survey_7.aspx)
- 11).<http://www.psprint.com/resources/marketing-to-20-older/?webSyncID=68733434-66ca-5931-acd0-a70d7cb25cc5&sessionGUID=75c542d0-e12a-e6e6-a28e-4b3080920960>
- 12).[http://webcache.googleusercontent.com/search?q=cache:yl\\_mQxONXRQJ:adage.com/article/guest-columnists/sports-market-play-long-game/294606/+&cd=5&hl=en&ct=clnk&gl=us](http://webcache.googleusercontent.com/search?q=cache:yl_mQxONXRQJ:adage.com/article/guest-columnists/sports-market-play-long-game/294606/+&cd=5&hl=en&ct=clnk&gl=us)
- 13).<http://www.uschamberfoundation.org/millennial-generation-research-review>

# + Screenshot

The screenshot shows a Microsoft Edge browser window displaying the Visual Studio Online interface. The URL in the address bar is [https://jialinding.visualstudio.com/DefaultCollection/Sports%20Buddy%20Finder/\\_backlogs#\\_a=backlog&hub=Backlog%20items](https://jialinding.visualstudio.com/DefaultCollection/Sports%20Buddy%20Finder/_backlogs#_a=backlog&hub=Backlog%20items). The page title is "Visual Studio Online / Sports Buddy Finder". The left sidebar shows "Backlogs" is selected under "Features". The main content area displays a "Product Backlog Item 3\*: Storyboard V2". The item details include:

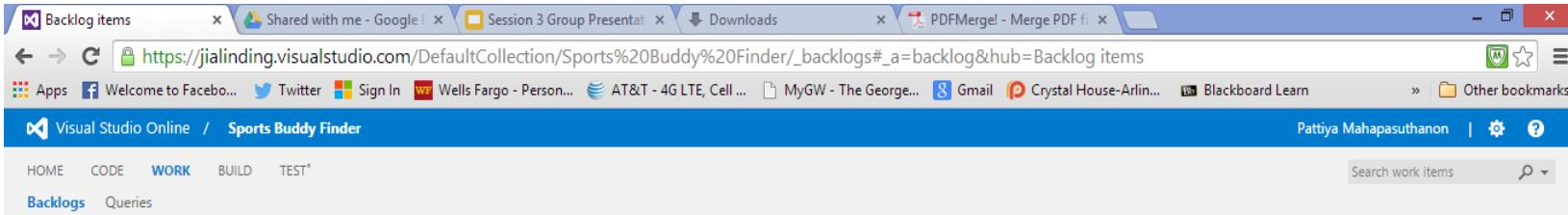
- Tags:** Storyboard V2
- Iteration:** Sports Buddy Finder
- STATUS:**
  - Assigned To: [empty]
  - State: Committed
  - Reason: Commitment made by the team
- DETAILS:**
  - Effort: 10
  - Business Value: 10
  - Area: Sports Buddy Finder
- DESCRIPTION:** STORYBOARDS (1) TEST CASES TASKS  
Sports Buddy Finder V2 -- Minor changes
- ACCEPTANCE CRITERIA:** [empty]
- LINKS (1):** [empty]
- ATTACHMENTS (1):** Sports Buddy Finder Storyboard.pptx (2520K, Friday, September ...)

At the bottom of the dialog, there are "Save", "Save and close", and "Cancel" buttons.

[https://jialinding.visualstudio.com/DefaultCollection/Sports%20Buddy%20Finder/\\_backlogs#\\_a=backlog&hub=Backlog%20items](https://jialinding.visualstudio.com/DefaultCollection/Sports%20Buddy%20Finder/_backlogs#_a=backlog&hub=Backlog%20items)



# + Screenshot of backlog



The screenshot shows the Visual Studio Online interface for the 'Sports Buddy Finder' project. The top navigation bar includes links for Backlog items, Shared with me - Google Drive, Session 3 Group Presentat..., Downloads, and PDFMerge! - Merge PDF file. The main menu bar has options for Apps, Welcome to Facebook!, Twitter, Sign In, Wells Fargo - Person..., AT&T - 4G LTE, Cell ..., MyGW - The George..., Gmail, Crystal House-Arlin..., Blackboard Learn, and Other bookmarks. The user is signed in as Pattiya Mahapatsuthanon.

The page title is 'Backlog items' under 'Sports Buddy Finder'. The navigation bar below the menu shows HOME, CODE, WORK, BUILD, TEST\*, and the current selection BACKLOG. A search bar 'Search work items' is also present.

The left sidebar lists 'Features' and 'Backlog items' under 'Backlogs'. Below this, sections for 'Current' (Sprint 1) and 'Future' (Sprint 2, Sprint 3, Sprint 4, Sprint 5, Sprint 6) are shown.

The main content area is titled 'Backlog Items' and displays a table of backlog items:

Order	Work Item Type	Title	State	Effort	Iteration Path	Tags
1	Product Backlog...	Storyboard V1	Committed	10	Sports Buddy Finder	
2	Product Backlog...	Storyboard V2	Committed	10	Sports Buddy Finder	
3	Product Backlog...	Target Market Power Point Slides	Committed	10	Sports Buddy Finder	





# Finder

## Storyboard

**SBF Team:**

**Jialin Ding**

**Linda Namisi**

**Noor Monam**

**Pattiya Mahapasuthanon**

**Sergey Kompaniyets**

**Wesley Hancock**



01:53

**Sports****Profile****Login****About  
SBF****Join Current Sports Team****Find my Sports Buddies**



01:53

**Sports****Profile****Login****About  
SBF**

## Select Your Sports ( One Or More)

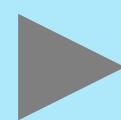
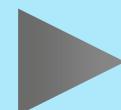
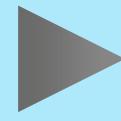
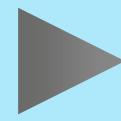
**View  
By List****View on  
Calendar****Back**



01:53

[Sports](#)[Profile](#)[Login](#)[About SBF](#)

## Sports List View

**Sports Name****Buddies  
Needed****Details****Sunday Night Football****5****Girls Tennis****1****Soccer King****8****Tennis Pro****2****3 on 3****4****Night Skiing****5**[View On  
Calendar](#)[Advanced  
Filter](#)[Back](#)



01:53

[Sports](#)[Profile](#)[Login](#)[About SBF](#)

## Sports Calendar

[List](#)[Day](#)[Week](#)[Month](#)[More](#)

November 15 - 21  
2015 (week 47)



Sun  
**15**

Sunday  
Night Football  
9:00 PM  
2h

Mon  
**16**

Tue  
**17**

Girls Tennis  
1:00 PM  
4h      Soccer King  
6:45 PM  
4h

Wed  
**18**

Thu  
**19**

Tennis Pro  
12:00 PM  
2h 30m

Fri  
**20**

3 on 3  
8:15 AM  
2h      Night Skiing  
7:00 PM  
3h

Sat  
**21**

[View  
By List](#)

[Advanced  
Filter](#)

[Back](#)



01:53

**Sports****Profile****Login****About SBF**

## Advanced Filter

**Location Near...****Buddies Needed**

+

10

-

**Equipment Needed****Gender...****Clear All****Submit****Back**



01:53

**Sports****Profile****Login****About  
SBF**

## Tennis Pro Details

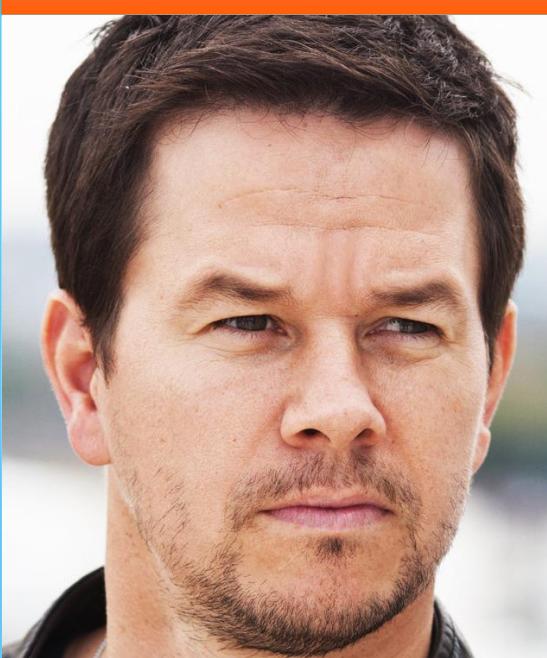
**Title: Tennis Pro   Buddies Needed: 2****Start Time: 2015/11/17 12:00 PM****End Time: 2015/11/17 02:30 PM****Location: Wellness Center, G St,  
Washington DC 20052****Gender: Mix****Equipment: Yes****Description: Looking for intermediate or  
professional level tennis player****Repeat: every other week****Sports Level: Intermediate, Professional****View  
Profile****Join****Waitlist**



01:53

[Sports](#)[Profile](#)[Login](#)[About SBF](#)

## Tennis Pro Buddies



**Name: Mark Wahlberg**

**Sports: Tennis**

**Gender: M**

**Athletic Level: Intermediate**



**Name: Alice**

**Sports: Tennis, Ski**

**Gender: F**

**Athletic Level: Professional**



[Sports List View](#)

[Back](#)





01:53

[Sports](#)[Profile](#)[Login](#)[About SBF](#)

## Confirmation

Title: Tennis Pro   Buddies Needed: 1

Start Time: 2015/11/17 12:00 PM

End Time: 2015/11/17 02:30 PM

Location: Wellness Center, G St,  
Washington DC 20052

You are now a sports  
buddy of Tennis Pro!  
Enjoy your time.

[View Profile](#)[Cancel](#)[Sports List View](#)



01:53

[Sports](#)[Profile](#)[Login](#)[About SBF](#)

## Cancellation

Title: Tennis Pro   Buddies Needed: 1

Start Time: 2015/11/17 12:00 PM

End Time: 2015/11/17 02:30 PM

Location: Wellness Center, G St,  
Washington DC 20052

You just canceled your  
plan.

[View Profile](#)[Sports List View](#)[Sports Home](#)



01:53

**Sports****Profile****Login****About  
SBF****Join Current Sports Team****Find my Sports Buddies**



01:53

**Sports****Profile****Login****About  
SBF**

## Create My Sports 1

Select Your Sports...

**Title****Input text**

### Buddies Needed

+

10

-

**Clear All****Next****Back**



01:53

**Sports****Profile****Login****About  
SBF**

## Create My Sports 2

**Location Near...****Location**

Input text

**Equipment**

X

✓

**Gender Needed...****Clear All****Next****Back**



01:53

**Sports****Profile****Login****About SBF**

## Create My Sports 3

### Start Time

Year

Month

Date

12:00

:45

PM

### End Time

Year

Month

Date

12:00

:45

PM

**Clear All****Next****Back**



01:53

**Sports****Profile****Login****About  
SBF**

## Create My Sports 4

**Sports Level...****Description**

Input text

**Repeat every...****Cancel****Submit****Back**



01:53

[Sports](#)[Profile](#)[Login](#)[About SBF](#)

## Sports Created

Title: Sample Sports   Buddies Needed: 5

Start Time: 2015/11/17 12:00 PM

End Time: 2015/11/17 02:30 PM

Location: Wellness Center, G St,  
Washington DC 20052

You have successfully  
created a sports!

[View Details](#)[Create New Sports](#)[Delete](#)



01:53

[Sports](#)[Profile](#)[Login](#)[About SBF](#)

## My Profile

Alice Harris



Gender: F

Sports: Tennis, Football

Athletic Level: Intermediate

Allow Email: Yes

Email: alice@gwu.edu

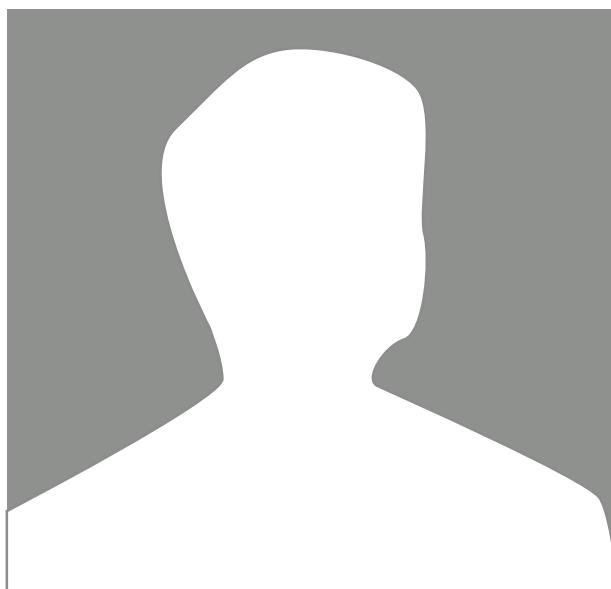
[Edit Profile](#)[My Sports](#)[Starred Buddies](#)



01:53

**Sports****Profile****Login****About  
SBF**

## Edit My Profile 1

**Use Current Photo****Yes****Load New Photo****Browse****Cancel****Next****Back**



01:53

**Sports****Profile****Login****About SBF**

## Edit My Profile 2

First Name

Alice

Last Name

Harris

Gender -- F



Athletic Level -- Beginner



Email

aliceh@gwu.edu

Allow Email -- Yes

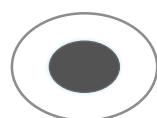
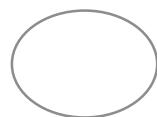
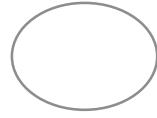
**Clear All****Next****Back**



01:53

**Sports****Profile****Login****About SBF**

## Edit My Profile 3

**Sports****Football****Soccer****Tennis****Ski****Basketball****Badminton****Volleyball****Clear All****Submit****Back**



01:53

**Sports****Profile****Login****About  
SBF**

## My Profile

Alice Harris



**Gender: F**

**Sports: Tennis, Football**

**Athletic Level: Intermediate**

**Allow Email: Yes**

**Email: alice@gwu.edu**

**Edit  
Profile**

**My  
Sports**

**Starred  
Buddies**



01:53

[Sports](#)[Profile](#)[Login](#)[About SBF](#)

## My Sports

Sports Name

---

Sunday Night Football

---



Girls Tennis

---



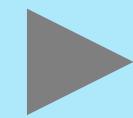
Soccer King

---



Tennis Pro

---

[Upcoming Sports](#)[Completed Sports](#)[Profile](#)



01:53

**Sports****Profile****Login****About  
SBF**

## My Sports -- Upcoming

**Sports Name****Sunday Night Football****Tennis Pro****Upcoming  
Sports****Completed  
Sports****Profile**



01:53

**Sports****Profile****Login****About  
SBF**

## Tennis Pro Details

**Title: Tennis Pro   Buddies Needed: 2****Start Time: 2015/11/17 12:00 PM****End Time: 2015/11/17 02:30 PM****Location: Wellness Center, G St,  
Washington DC 20052****Gender: Mix****Equipment: Yes****Description: Looking for intermediate or  
professional level tennis player****Repeat: every other week****Sports Level: Intermediate, Professional****View  
Profile****Joined****Waitlist**



01:53

**Sports****Profile****Login****About  
SBF**

## My Profile

Alice Harris



**Gender: F**

**Sports: Tennis, Football**

**Athletic Level: Intermediate**

**Allow Email: Yes**

**Email: alice@gwu.edu**

**Edit  
Profile**

**My  
Sports**

**Starred  
Buddies**



01:53

**Sports****Profile****Login****About  
SBF**

## My Starred Buddies

**Name: Mark Wahlberg****Sports: Tennis****Gender: M****Athletic Level: Intermediate****Update****Back**



01:53

**Sports****Profile****Login****About  
SBF**

# Login

**User Email**

aliceh@gwu.edu

**Password**

\*\*\*\*\*

**Finder****Forgot  
Password****Login****Sign Up**



01:53

**Sports****Profile****Login****About  
SBF**

## Forgot Password

In order to recover your password, we need to confirm your identity. We will email new login credential to this address.

**User Email****Send****Finder****Clear****Back**



01:53

**Sports****Profile****Login****About SBF**

## Sign Up

First Name

Alice

Last Name

Harris

Gender -- F



User Email

aliceh@gwu.edu

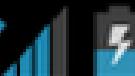
Password

\*\*\*\*\*

Confirm  
Password

\*\*\*\*\*

**Submit****Back**



01:53

**Sports****Profile****Login****About SBF**

## About SBF

TBS is a great place to meet like minded people and make new sports buddies. Find your sports buddies or create a new team to play and practice sports in your local area. Joining is simple and login is free!

---

Version: 1.1.0 Size: 1.0M Updated: 09/16/2014

### ○ Developers

Jialin Ding

Linda Namisi

Noor Monam

Pattiya Mahapasuthanon

Sergey Kompaniyets

Wesley Hancock

Contact Us