Analysis – Project 2

Movey – Sports Community app

By Rareș Nagy

Table of Contents

[Introduction 3](#_Toc210034953)

# Introduction

In the years following the COVID-19 pandemic, global studies have shown a noticeable decline in physical activity across all age groups. University students, in particular, experienced prolonged periods of isolation, remote learning, and disrupted routines that made regular sports participation difficult. Although restrictions have lifted and facilities have reopened, sports engagement has not fully recovered.

One of the most significant barriers to getting active again is not a lack of motivation or access—but a lack of social connection. Many students report wanting to exercise or play sports but struggle to find peers who share their interests or are available at the same time. Traditional sports clubs and university teams often require long-term commitment or cater only to advanced players, leaving casual athletes without an easy way to connect.

This analysis explores the development of a sports-focused social application designed to bridge that gap. By making it simple for users to discover nearby activities, form teams spontaneously, or invite others to join informal sessions, the app aims to remove the social friction that prevents people from staying active. In doing so, it supports both physical well-being and community building in the post-pandemic university environment.

# Objective of the project

The goal is to create a functional web application within 4 weeks that:

* Allows users to connect through a social app
* Incentivizes users to create and join different sport events
* Gets users over the fear of attending a sports activity alone

These functions are based on specific requirements that the web application must meet (see  
next chapter).