

Feature Ideation

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Scope

A list of ideas (product features) for the project team to consider.

Feature List

1. FIT File and Data Pipeline

Process of taking raw data from the wahoo kickr trainer and processing, storing the data for data visualisation and analysis perspectives

Back-of-house feature

2. User Rankings (and Rewards)

The process of establishing a user-based ranking system using activity data.

Potential lead - Saeed

Front-of-house feature - User-centric builds community and engagement

3. Workout Categorisation

A project focusing on being able to cluster and label workouts (or sessions) based on key data outputs.

Front-of and back-of-house features - Provide outputs to the user and also provide potential for [workout development](#)

4. User/Community Comparison Analysis

Based on training peaks [StackUp](#) - Implement a process / feature that allows users to see how they rank against the Sun Cycle community.

Potential lead - Miriam

Front-of-house - User Centric, builds community and engagement

5. Sentiment analysis (language processing) and Community standards - User/Community comments

Strava has the ability for users to comment on another User activity - Sentiment analysis is an important inclusion to ensure guidelines are maintained i.e. no offensive comments, negative comments are flag etc etc. Note: there is currently no functionality for comments but there is scope to develop the logic required to manage comments.

Back-of-house - Manage community guidelines

6. Cyclist/Users Categorisation

Provide a working model that categorises Users based on their session activity i.e casual riders, athletes, pros, semi-pros, climbers, sprinters etc.

Front-of and back-of-house features - The ability to identify types of riders is important in game development (audience analytics). Moreover, being able to profile a cyclist i.e. becoming a 'pro' might drive engagement. This may line up with StackUp and Rankings.

7. Post Session Analysis

Similar to [Strava](#), build out a meaningful dashboard/report for users to analyse their session.

Front-of-house - Drives user engagement

8. Corporate Reporting

Build out meaningful reports (static using SQL or dynamic using dashboards) to service departments i.e. Weekly user summary reports, ranking analysis reports, workout summary reports and so on.

Back-of-house - Business Intelligence is king.

9. Data warehouse - Setup a meaningful and scalable data warehouse

Bigquery has been used as a temp measure for the Data and AI to store data, but what is the company doing to use long term? Scope out and develop a meaningful data warehouse to sustain and support business operations

Back-of-house - Critical Services.

10. Google Analytics / Hotjar Analytics / MixPanel / App Analytics etc (marketing and UX)

Set up a user-based analytics funnel that looks at out-of-game engagement - How users are using the software application, how and who are they interacting with the website, social media interactions etc etc.

Back-of-house - User behaviour data intelligence