

Suggestions for Playo

Playo as the de-facto sports app for urban millennials/GenZ of India (1/2)

- Mission: Connect players with the sports they love and build a sports community
- User segments: 20-40 years of age, working class people looking for a good game
- Motivation of users: Find companions, sense of community, inspiration, fitness
- Major pain points/needs for a user:
 - Finding a venue of his/her choice
 - Finding a playing partner of his/her choice
 - An avenue to discuss latest happenings in the world of sports.
- **Playo, by connecting the sports community, has an opportunity to bring out the sportsperson out of each user and make him/her a key evangelist for the product.**

Scope of Playo as the de-facto sports app for urban millennials/GenZ of India (2/2)

- Current state
 - Playo is used by players to book courts nearby.
 - It is only used when a user wishes to look for courts. Often users bypass the app by directly talking to the concerned person at the sports facility.
- Ideal state – Playo should become the go-to sports and fitness app for a user.
 - With improved engagement and more users on the app, Playo improves leverage to onboard new sports facilities onto the app -> brings more onto the user -> introduce flywheel effect
 - Objective to make Playo not just an app to book courts but to make it integrated into their lives
 - Include aspects of a person's sports lifestyle onto the app
 - Include a social component within the app

Addressing pain points and needs

Pain Point 1 : Finding a venue of user's choice

Possible solutions

1. Increased tie-ups with sports facilities – feet on street
2. Increased promotion within housing societies:
 - Societies often have tennis, squash courts but there are no scheduling methods or no coaches or are not maintained well.
 - Build scheduling software for societies sponsored by Playo for free
 - To increase its brand presence, Playo could partner with housing societies to offer some or all of the above features
 - People joining new cities living in residential societies have to compulsorily register themselves on MyGate app- Playo could also have its presence on the app through a partnership.

Pain Point 2: Finding a partner of your choice

Playo has done a good job by adding various badges and adding different levels for each sport.

- The levels can be personalized and be made more intuitive for each sport ([illustration on next slide](#))
- Users can be also given an option to add some character & personality to their profiles by allowing them to reveal more about their interests.
 - Users can be asked for their favourite sportsperson – often a common discussion points amongst sports lovers (ex. Rafa fans, Roger fans, Ronaldo vs Messi etc.)
 - Allow people to tell more about themselves
 - Objective is to build a stronger sports loving community where users can play and discuss about their interests with fellow players.

Screenshots from Spin Tennis App

Spin is a UK based app allowing users to find tennis players in their vicinity

19:32 20%

Improver

I know the basic techniques but still make quite a few mistakes

Beginner Intermediate Expert

LTA Rating (if known)

Not Known

British Tennis Number (if known)

BTM Number...

Save

III O <

19:33 20%

Intermediate

I can rally comfortably but lack consistency in a match situation

Beginner Intermediate Expert

LTA Rating (if known)

19:33 20%

Expert

I play at a very high level and have competed regionally or nationally

Beginner Intermediate Expert

LTA Rating (if known)

Each level gives a detailed description allowing users to choose their level easily.

This is crucial for UX since most players drop out of an app or get frustrated if a player's level during the game does not match with what they have mentioned on the app.

The above design allows everyone to give a more realistic assessment of their own level.

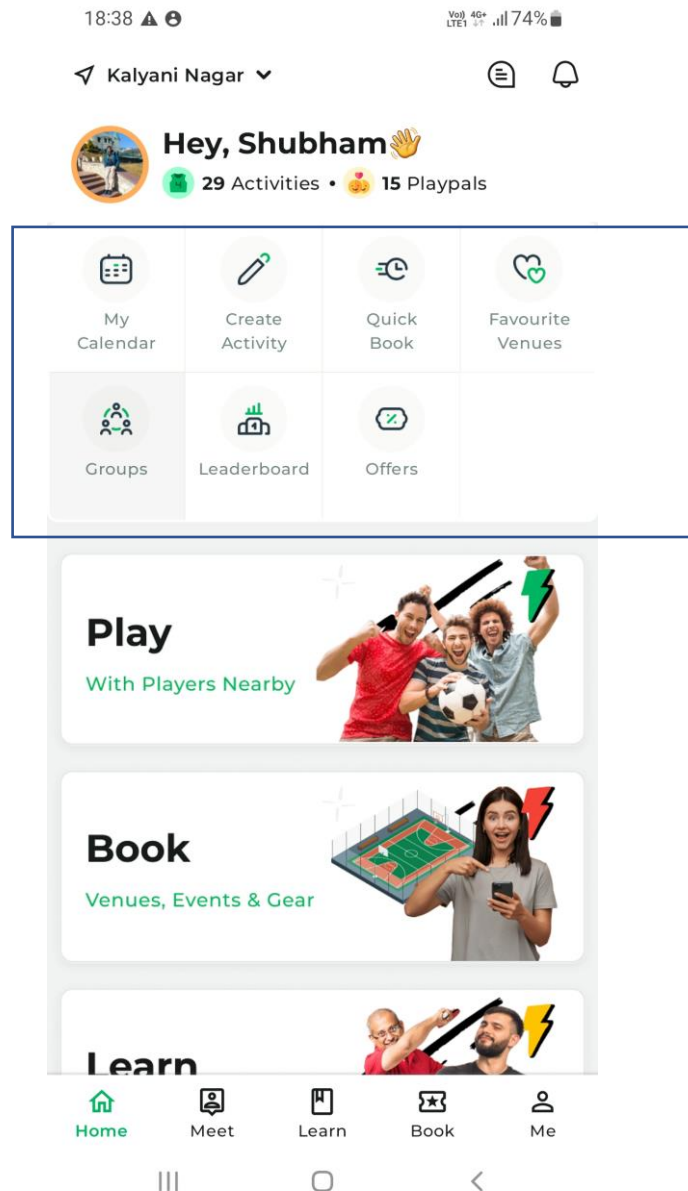
Need: An avenue to discuss about your sports life - Making it social

- Playo should introduce a feed on its homepage
- This can be a place for
 - Users to post about regular updates on their recent achievements (for ex. Any tournament that they won, regular streaks of playing etc.)
 - Users to discuss about latest happenings in the sports world
 - Tournament organizers to inform about latest tournaments
 - Sports facilities to tell about latest additions
- By allowing users to build a good sports profile as mentioned earlier, the social aspect is more likely to take off.
- Major rewards, incentives for people to spread the word about Playo

Current Playo app from a UI perspective

Homepage of the app

Objective on the page: Make it easy for the user to choose the next step with clear CTAs informing the user as to what the app enables them to do.



Now on this page, the 7 CTAs (in the blue box) seem a little odd. They don't add real value to the screen. All of them can be subsumed

- My Calendar, favorite venues, leaderboard, offers – these can come under the profile section of the player
- Create activity- This can be a part of both Play and Book
- Quick Book- this can be a part of Book itself.
- Groups – This can be part of Play. The description of the Play banner can be modified to mention that it allows one to search for groups

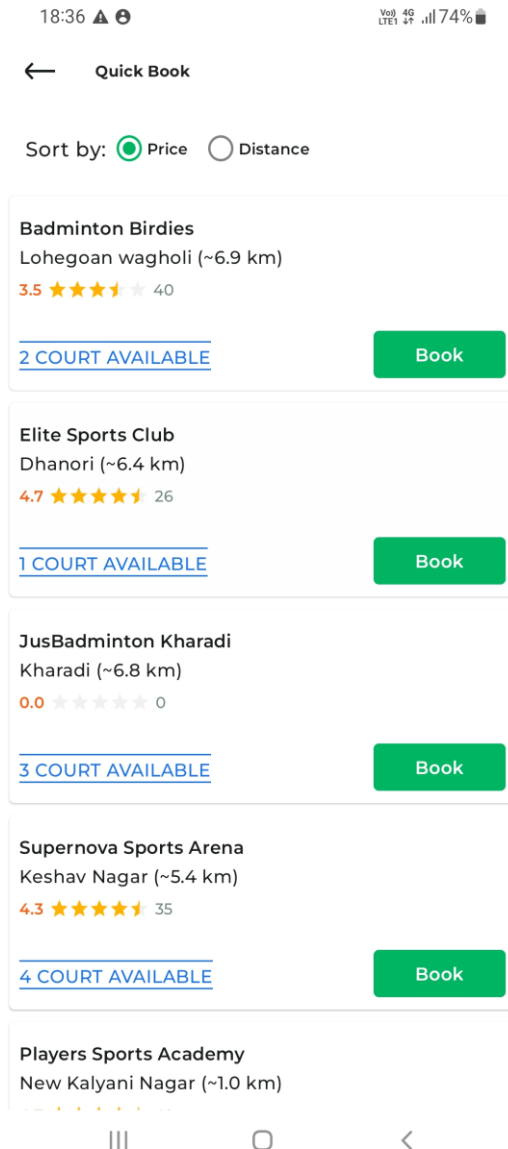
1. Play, book and learn to be moved up so that they come right into the focus of the user. The 7 CTAs in the box can be removed to reduce cognitive load.
2. The homepage could be used to show banners at the top for any new locations that might have opened relevant to the user.

Benchmarking: ActiveSG app - Homepage



ActiveSG is an app by the Govt. of Singapore to allow citizens to book courts and sports facilities around them. As part of this exercise, I went through some videos of the ActiveSG app.

1. This is the page user sees after launching the app
2. The large CTAs are clear to the user for the next course of action and there are no other distractions.
3. The search icon at the top-right ensures that a user can search for anything which might not be there on the page.



The concept of Quickbook is currently not very clear on the app as a user.

Ideally Quickbook can be replaced by something like a **One-touch book** wherein *the places where a user has booked from earlier is saved to enable a faster booking experience*. Something like Swiggy's 'Last ordered items'.

Page design critique:

1. As a user I have selected sort by price, but still I don't know the range of price for each court booking so its not really helpful as a user. As a user I assume its sorted by price in an ascending order but I am not really
 - **Fix:** Adding price range at the right above the 'Book' CTA
2. Also '2 courts available' does not help. What time are they available?
 - **Fix:** Adding slots available for that day.
3. Adding high quality images against each court can help to determine the quality of a place.
4. The inclusion of reviews is a good part but there is no option to read the reviews of the place. If a place has a bad reviews, I should be able to read some comments as to why people have rated it low.
5. **Certain facilities can be marked 'Playo-fit' to ensure a certain level of quality basis certain parameters.**

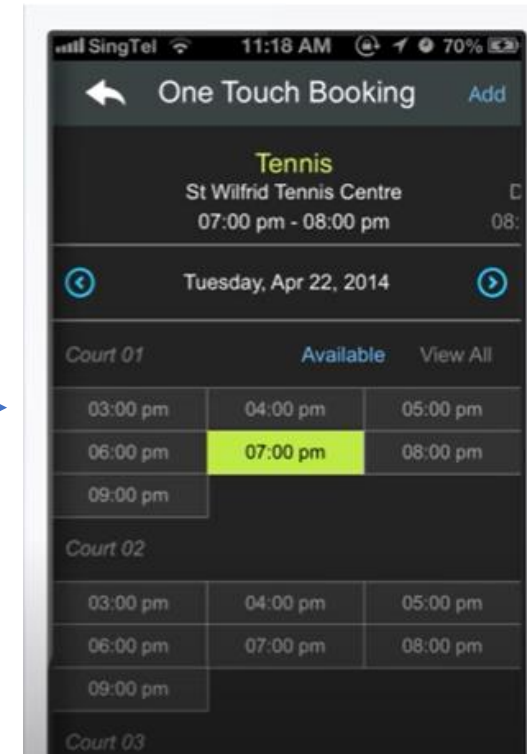
User flow for One Touch Booking on the ActiveSG app:



User selects 'Book a Facility'



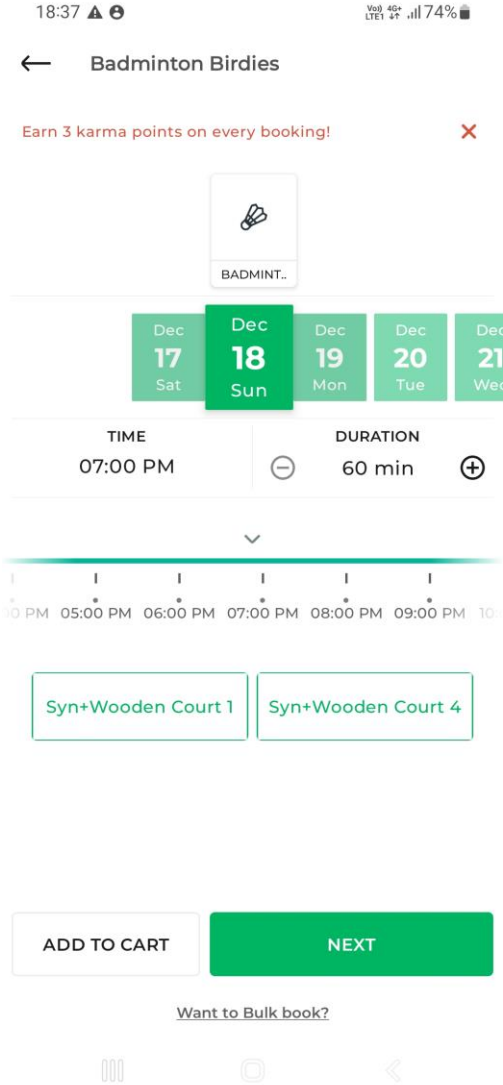
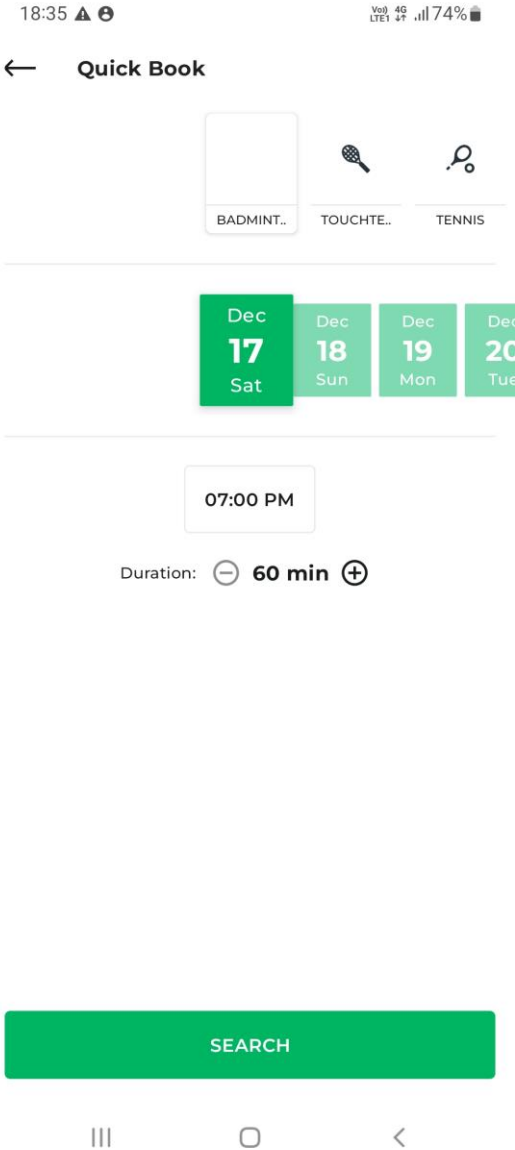
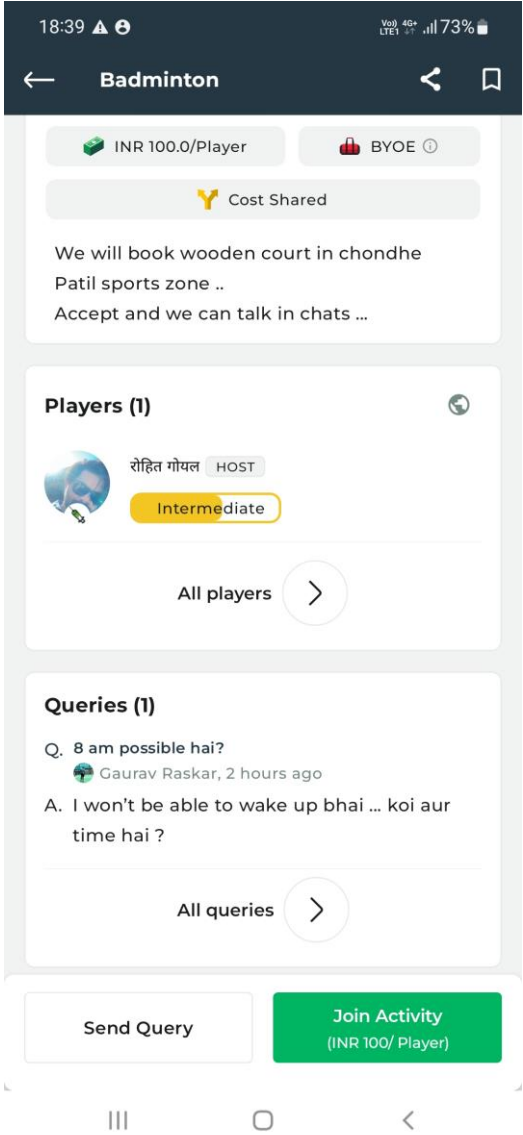
User clicks on 'One Touch Booking'



User can swipe through an options of the latest courts booked (last 1month) across all sports with the slots available.

This would help combine the favorite venues and quick book option currently on Playo.

Post-discovery Booking




The post-discovery (what to play, where to play), part of the app is smooth and clear.

Playo – Profile section

11:27 ▲ VoLTE 38%

← Save

Edit Profile


Change Profile Picture

First Name

Shubham

Last Name

Gupta

CONTACT DETAILS

Email

shubham13596@gmail.com ✓

Phone

+91 8800107763 ✓

ABOUT

Gender

Male ▼

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The current profile section is very plain.

It does not ask anything about the user's interests or activities they would like to do. The bio section does not provide any prompt as to what he/she should write about or why should they even mention it. If users know in a social setting, mentioning certain interest in their bio will help them find playmates, that can be an incentive.

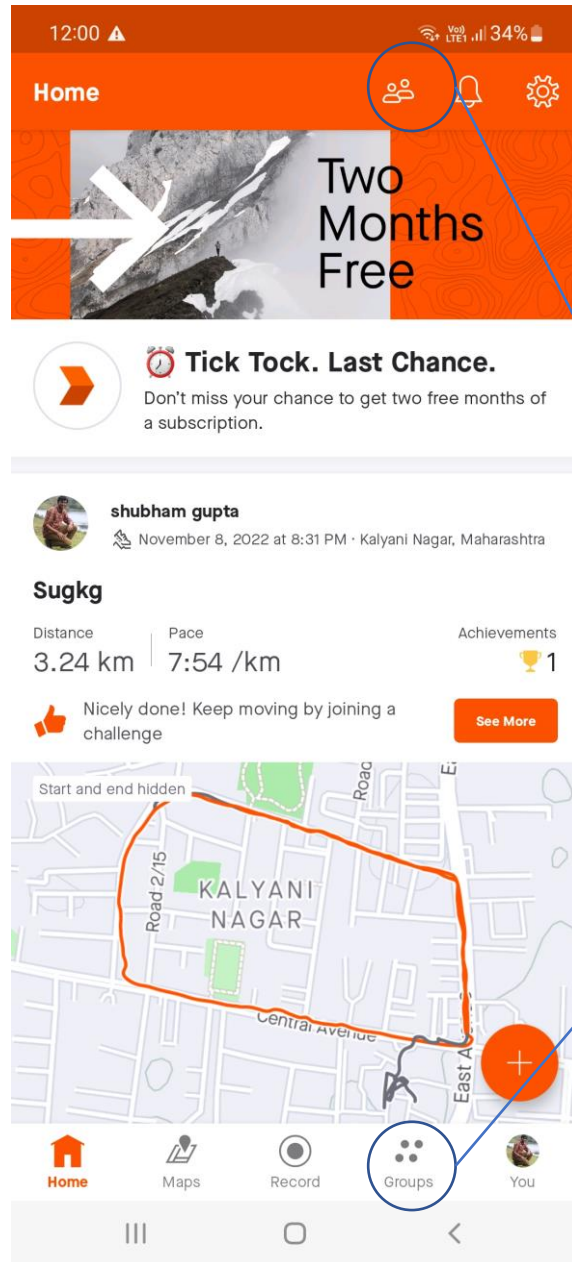
Profile section can be used to nudge users to show offers, how can they earn more karma, avenues for burning their karma points.

Vaccination status can be moved at the bottom now since Covid has receded from its peak.

Other possible improvements

- Users don't have the opportunity to modify notifications with enough granularity
 - I often miss notifications from other players informing me about an activity because I keep notifications off for Playo. If I could keep notifications on only for this purpose, it will be useful for me.
- **Introduction of Passes & subscriptions – for regular users;** e-wallets- long term strategy
- Improving the offline experience on sports facilities– though not directly influenced by Playo, Playo can take measures to help build a good perception of '**Playo-fit**' facilities in the user's mind.
 - Having a first-aid kit at each facility
 - Having mini fridge with glucose, energy bars etc.
 - Having proper changing rooms with washroom facilities
 - Locker room for players
 - Good quality rentals
- A good playing experience directly translates as a good NPS for Playo

Comparison with Strava



Strava had initially started as a runner's app but has massively grown thanks to the runners' community that it has helped developed.

There are groups and challenges which the user can take up.

All the activities which the user come in the form of a feed with a detailed analysis of the run/activity. Helps fitness enthusiasts understand how well they are performing.

Encouraging users to join groups and invite friends

Playo could adopt a similar approach of making it easier for people to invite friends via FB 3rd party API or access to the phonebook contacts and making prominent CTAs as part of the journey

Thanks

Annexure

