One-Stop Action Sports System

Current Situation

As action sports grow, the individuals in these groups are faced with a lack of consistent communication for every part of this world. Now that skateboarding is officially an Olympic sport, its influence is slowly increasing across many multileveled areas from marketing to social aspects to even the sport itself. In this digital world we live in there is a need for ease of access for people, and while some systems exist for this, many don't prove efficient in maintaining an all-in-one system that can prove useful. For example, Thrasher Magazine, and therefore its website, attempts to promote this all-in-one system but falls short on some areas, thus leaving that need for an efficient system.

Target

The target is to create an accessible and easy to use all-in-one system for action sports (e.g., Skateboarding) and design an inviting environment for newcomers. With this system, the aim is to create digital communities to promote said sports while providing an environment that allows already existing communities to prosper. Furthermore, allow these communities access to required equipment for their activities with accessible pricing and variety.

Causes

While many issues exist for the lack of this desired system, they can be narrowed to a few key ones. For example, Skateboarding (a primary action sport) is usually seen as revolutionary or with feelings of "fight the system" sport, causing it to seem unapproachable by average people or companies. Thus, while many have managed to create their desired systems for it, these sorts of action sports have a hard time finding their footing and place in a competitive area. Furthermore, as this has mostly been an underground system, exposing itself to the world with fresh new ideas is usually seen as chaotic within the world of action sports, creating a void of ideas in an area of necessity.

Countermeasures

While a root cause for the current situation is clearly based off prejudice, it can be mitigated or altogether removed by allowing communities to create their own chances at growing a space they

feel comfortable with. Through a website and/or mobile application that allows them to create forums and rooms with people near and far, they can create the feeling of community all around the world. Additionally, by creating different sections that promote exploration of new "hot spots" where everyone is going, people will always be maintained at a new level of excitement. Moreover, if they lack some equipment to try what they desire in these "hot spots" they can find it directly in areas for companies that sell their merchandise.

Check/Evaluate

To verify the countermeasures are successful, data analysis will be implemented through various manners. Primarily, through user input in terms of how they are enjoying using the application and how their communities have grown. If these are determined , then the evaluation has proven worthy overall as it can give the correct answers to improve the countermeasures beyond their initial scope.

Act Standardize

The process will continue to expand in many ways that allow individuals to promote usage of the system. While the system might grow through promotion, the main reaping of its benefits comes from "mouth to mouth" promotion. Through the growth of this audience, popularity can be gained at the base level of the system, which is designed as a skeleton and adapted to the domain of action sports. This allows creation of multiple insights and services that can go beyond the expected scope of both the project and the domain.