Documentation

MisConvocados.com is a project that has been brewing in my head for years now. As an avid Soccer fanatic, I have live the ups and downs of my favorite team winning championships and also being close to relegation. Soccer is very particular among other sports because a lot of things change from one game to the next and it is very unusual for managers to have a fixed/default set of starters in the team. Unlike any other sports, lineups change A LOT from game to game, depending on the rivals, time, and overall strategy. It is like chess in a way.

Because of that I want to build a platform that will allow those opinionated sports fans like myself to choose the lineups they think is the best for a given game/match and let them share it with their friends.
My product is a website that will allow futbol (soccer) fans to select the best team lineup for their favorite team/national team in a particular match. I thought about Edwards Stadium because this is where the Cal Soccer team plays. There is something particular about a soccer stadium that makes them just captivating. You can feel the energy more than in another sport. It is a sport in which you have to see the whole field not just where the ball is, so stadiums give that whole vision. Surprisingly, the best seats are not the ones closest to the field but in the middle.

Considering that my product is more of a social tool in the sense that the main objective is for people to share their opinion (lineups) with their friends or social media, I chose to go to a sports bar. Considering that it is more of a social environment where people get together to watch sports (and drink). Part of that experience is to discuss your opinion and debate with other fanatics.
Edwards Stadium, UC Berkeley

The stadium is also used by the Cal Track team so the train there too. The first time I went I got kicked out because the team was training and it was closed to the public. After that people usually use it to run around the track or train in the stairs. It was very peaceful even with the people training there. I felt like running the stairs of the stadium is a very individual, therapeutic thing to do.

Pappy’s

The main users at Pappi’s are sports fanatics who rather enjoy a game with their friends. There is always some sort of discussions regarding what is a good decision or bad decision from a coach, mostly because we all think that we know better than the coach. In the end most of the users are, in essence, frustrated professional athletes.
Running Application for iPhone

Sight
light
crowded
busy
bright

Active
friends
High
Definition
Smell
beer
food
Fries
Hamburguers
Wood
Senses

Sound

noisy

discuss

Music

shouts

ions

upbeat

fun
Taste

filthy

salty

beer

Fries

Avocado

Senses
Touch
strong
wet
wood
dirty
cold
Solid

Senses
Excited
Serene
Grandiose
Documentation or Metaphoric

[Image: A checkmark beside "RIGHT" and a box beside "WRONG".]

[Image: Arrows pointing upwards with a soccer ball and the words "KEEP CALM AND PLAY SOCCER".]