Connecting people looking for a game

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Simplay

Process Document

Connecting people looking for PickUp Games – Web landing page / Mobile App
Underhill Field & Tennis Courts

Students, a key customer segment for the app frequently use the Underhill sports field and the tennis courts for their pick up games every evening. Moreover, because most pick-up games are in the evenings, both these places have floodlights. Also, both these facilities were representative of the facilities which the platform will connect people looking to play pick-up games with.

Soccer is a team sport, requires multiple people. Tennis requires fewer people. The product should be able to work for both use cases.
Users

Underhill Soccer field & tennis courts

The field / court are static, where users come to play with friends. Berkeley doesn’t allow for prior reservation of these facilities. So users might have to wait on the sidelines upon landing here. Typically slots are hour long. If multiple users waiting on the sidelines, people might rotate within the game. One of the representatives within the group often comes early to ‘capture’ the place.

Most users change into their sports gear – shoes, team jerseys etc on the side of the field line.

Users have to adjust the goalpost as per the number of people playing the pick up sport.

Most of the times, users are playing their sport, with a few waiting users sitting on the sidelines. Occasional fall on the turf makes for a soft landing.
Senses

Sight

Night
Goal post
Turf
Markings

people
balls
Colored
shoes

Open sky
Net
Floodlights
refreshments
Smell

Fresh Air

Mud

Leather

Grass

Steel
Sound

Breeze
Knock
Laughter
Oye

Pass
ManOn
Wind
Senses

Touch

Ball / Ball
Racquet

Shoes

People

Barbwire

Bench
Active
Competition
Friends
## Color Palette

<table>
<thead>
<tr>
<th></th>
<th>01 - Court</th>
<th>02 – Dusk Sky</th>
<th>03 - Turf</th>
<th>04 - Floodlight</th>
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Label

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