Research

Behavior Analysis

My users will select which soccer players should be in the starting lineup of a team for a particular match. The user will also select the formation (alignment/positions) in which these players should be on the field.
Challenges

Challenge 1: Soccer is the most popular sport on the planet therefore it has millions of fans and thousands of teams in hundreds of leagues. Getting all the information from the teams and players is the biggest challenge.

Challenge 2: Making sure that users find that the interaction resembles the way trainers and coaches select lineups in real life and how players positions themselves on the field.

Challenge 3: Making sure that the user knows that the goal is not to make points, like in fantasy sports, the goal is to share your “expert” opinion to the rest of the world.

Solution 1: Start simple. Start with a single country league or at national team level.

Solution 2: Make the interface resemble the actual way the players might look on the field. Have their real photographs could be an option, but mostly have the interface revolve around the actual way player formations look in real life.

Solution 3: Be clear to the users that contrary to most applications, this isn’t about gamifying, this is about sharing and discussing different perspectives. The interface should reflect that.
Objective 1: Users will be able to create lineups by selecting the formations they believe is the best matchup, the right players and the positions they should play.

Objective 2: Users should know and be encouraged to share their lineups with the rest of the world, and also understand that they can create multiple lineups. The interface should be so intuitive that it isn’t cumbersome for the user to experiment with lineups and players.

Objective 3: Make the user want to constantly create multiple lineups for the games as the year goes by.

Objective 4: There isn’t really an app or website that does this so one objective is to become the reference to do this in the soccer fan world.
The main user of my platform will be the hard core soccer fan that follows regularly the games and results of their favorite teams in the world. Gets together with their friends or family to watch the games and could spend hours discussing their favorite teams and players.

This sort of fans most likely will have an attachment to the team and the players to the level that will be very comfortable to share their knowledge and offer suggested lineups to other fans.
The platform is meant to be mainly in the web but will also have a version for mobile. For the scope of this project, I will focus on the web version of the platform which is the main one.
What are the screen size(s) for this? Indicate the pixel size(s).
Create a set of three personas* for different users.

Raul

<table>
<thead>
<tr>
<th>AGE</th>
<th>Occupation</th>
<th>Hobby</th>
<th>Favorite Player</th>
<th>Familiarity with Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>31</td>
<td>Software Eng.</td>
<td>Soccer, video games</td>
<td>Cristiano Ronaldo</td>
<td>High</td>
</tr>
</tbody>
</table>

Raul is a single man who was raised to love soccer. He used to play when he was a kid all the way until high school. As soon as Raul graduated from college and starting working as a software engineer, he realized that he had a lot more free time and loved to spend it playing FIFA on his PS4. For Raul playing FIFA is not only about winning is about having the right lineup and thoroughly outplay his opponent not by cheap tricks but by a sound game strategy. He doesn’t play soccer anymore but he enjoys going to the bar and watching games with his friends who also are soccer fanatics. He can spend multiple hours discussing who is the better player, Cristiano Ronaldo or Lionel Messi. Every 4 years, the World Cup is like Disneyland for him. He can actually watch soccer games everyday and actually walk to almost everybody and discuss the results of the matches. He quickly gained a reputation among his friends and colleagues as the one who knows all the details and latest news of the best teams and players in the world. He doesn’t actively look for recognition when some of his predictions pan out, but he would like people to have some sort of way to remember that he said them before it happened.
Create a set of three personas for different users.

George

AGE 23
Occupation Student
Favorite Player Thierry Henry
TV, Film and Soccer
Hobby
Familiarity with Technology Medium
Favorite Team Arsenal FC

George is a senior in college. He is studying communications and would like to focus on theater and script writing. He is an outgoing person with multiple friends. He is not a club kind of guy, but every now and then he would join his friends to a night out bar hoping. He enjoys soccer, but his favorite team hasn’t been that good in the last few years. That doesn’t mean he won’t follow their games but it does mean that he would spend the entire game thinking why the manager didn’t do X or Y. He likes watching the games but after they finish he moves on to other things. He isn’t one to bring out soccer in a conversation but will joyfully continue one if someone else brings it up. He knows a lot but mostly because he used to play when he was a kid and was really talented. In the end he decided soccer wasn’t for him. He still plays in intramurals in college though.
Create a set of three personas for different users.

Julia

**AGE**
27

**Occupation**
Designer

**Hobby**
DIY projects, Green Bay Packers

**Favorite Player**
Aaron Rodgers

**Familiarity with Technology**
med

**Favorite Team**
Green Bay Packers

Meet Maria. She is a designer, mostly UX. She enjoys sports but would necessarily consider her a fanatic. She knows soccer because she used to go to the games with her dad when she was a kid. As she grew her love for soccer decrease mostly because she became disillusioned by the bad decisions of the referees, particularly in big games. So now, she pretty much just watches soccer during the World Cup every 4 years. She is originally from Mexico but lives here in the Bay Area. She really understands the basics of the game and some factors that can decide it but she is far from being and intense and knowledgeable fanatic. She does get carried away during games because she enjoys the thrill of it. After that she pretty much forgets about it completely. The only thing she is really passionate about is the Green Bay Packers, not the NFL, just the Packers.
It is the first game of the World Cup, after 4 years of speculation, the time has come. Raul decided to he was to nervous to watch the game with others, since his national team is playing, so he is staying at home by himself. He has had multiple discussions about which players should start, who should be the Goalkeeper, and the main striker. All of these because the manager hasn’t been clear about it in the last preparation games.

Raul, decides that even though he wants to be alone, that doesn’t mean he doesn’t want to discuss with others his opinion throughout the game. He gets his iPad, and:
1. Opens MisConvocados.com
2. Creates a new lineup and selects his country
3. Chooses the formation and the players he thinks should start.
4. Shares that new formed formation in his board, facebook, twitter and instagram.
5. He enjoys the back and ford in the comments of his friends and strangers regarding his lineup.
6. The rest of the match he will create around 5 – 8 more lineups depending on the tactics and substitutions he thinks the manager should apply.
Create a user flow for one of your personas.

1. **Login**
   - MisConVocabados.com

2. **Create New Lineup**

3. **Change Team?**
   - Yes
   - Choose a National Team
   - No
   - Change Formation?
     - Yes
     - Select Formation
     - No
     - Add Player?
       - Yes
       - Drag Player to Position in Field
       - No
       - Done?
         - Yes
         - Save Lineups
         - No
         - Share?
           - Yes
           - Share to Social Media
           - No
           - Done
   - No
   - Add Player?
     - Yes
     - Drag Player to Position in Field
     - No
     - Done?
       - Yes
       - Save Lineups
       - No
       - Share?
         - Yes
         - Share to Social Media
         - No
         - Done
What type of experience do you want to provide for your user?

The most important feeling of this app is that of community, being able to share your opinion in a topic that most people would feel it’s trivial but for you, soccer fan, it is as important as eating. MisConvocados.com wants to bring those soccer fanatics out of the closet and let them know that no matter how much or little they know about the sport, every opinion and alternative is welcomed. It is all about sharing.

The platform should also instill a sense of identification with a team or players.
Formal Collage