Research
The users currently post on FB group or a Meetup group to coordinate a game amongst friends. The experience is extremely broken with the user having to switch multiple platforms while communicating with people. Moreover, as an attendee, I may be busy with my daily life and am not able to check the FB group as regularly about the upcoming games.
Research

Challenges

Coordinating a pick-up game is a pain

Sometimes we fall short of people, other times too many show up

No information about availability of infrastructure

No information on skills / etiquette of players outside the group

A simple pick-up game coordination app

That helps coordinate based on availability of infrastructure

In case of not sufficient players, the app opens the game to public

A rating system for players based on competency and etiquette (such as showing up on time; not showing up, etc)
The Coordinator should be able to organize a game within 2 minutes.

The attendees should be able to confirm participation within 10 seconds, even if they are not in front of their computers.
User Research

The app is intended towards –

1) Coordinator – currently he has to start a FB event within the existing group. However, not everyone sees the post. Following up / sending reminders is a pain.

2) Attendees – currently they have to log on to facebook and confirm if they will be attending or not. If they later change their mind, then going back to FB to update the coordinator is often not done because of inertia. They just don’t show up.

3) An individual player looking to join a game. Currently he has to just go the pitch and hope there is a game going on, someone notices him or that there is vacancy so that he can join the game
This is intended to be a webapp and a mobile app. I expect the coordinator to be the primary user of the webapp while the attendees to primarily use the mobile app.
Screen size — 4 inches
1136-by-640-pixel resolution at 326 ppi
### Akshay Modi

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<th>Status</th>
<th>Profession</th>
<th>Familiarity with Technology</th>
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Akshay is a busy entrepreneur and a doting husband. Despite his busy life, he likes a game of Hockey every Sunday morning. He is willing to travel up to 10-15 kms to be able to play a game. He is particularly disappointed when on days certain people don’t show up or when there aren’t enough people to hold a game.
Kunal is an environmental consultant. He is the person who coordinate the games between his friends. He is often travelling but when he is in the city, he likes to get a game with his friends. He hates the coordinating aspect, but he knows that if he doesn’t take the initiative, nobody else will. He often ends up paying for the game, and then has to rely on his friends sharing the cost of the game. He is usually shy to ask / push them for their share of the costs.
### Persona 3

**Chandrasagar Pandya**

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*Sagar is often complaining about how he wants to play a game of ping pong but doesn’t have anyone to play with. He wants convenience – to be able to play close to where he is. Given his unpredictable schedule, he can’t commit to games too much in advance. He can at best look for currently ongoing games, and join in case he wants to play.*
Sagar wants to play a game of ping pong
• He opens the App
• He enters “Ping Pong”
• The app shows games around his area
• If there is a person looking to play ping pong, Sagar joins that game
• If there isn’t a person, Sagar can start his own game and hope someone else joins
• If he has to start a game – he enters time and chooses the facility
• When he receives the request from someone to join the game, Sagar checks out the profile of the user
• If satisfied, he accepts
• They meet at the stipulated time for the game (offline)
Sagar's Use case

Opens App

Searches for a game

Finds a game

Views profile of user

Joins the game

Does not find a game

Starts a game

Enters location and time

Receives request

Views profile of user

Accepts the game

Does not start a game

Exits
Experience

What type of experience do you want to provide for your user?

I want to take out the frustration of coordinating / organizing a game. As the name suggests – Simplay – the app should allow the user to simplay play, more often, without having to dread about finding a person to play with or about coordinating a game.
Formal Collage

Calm

Frustration