Design Brief

A clear roadmap guiding design process, clarifying goals, scope, audience, and expectations for effective, focused outcomes.

Project Overview

Project Name
Add Information

Client
Add Information

Contact Information
Add Information

The project aims to address the challenges of organizing and participating in pickup soccer games, ensuring that users can easily access game information, connect with others, and create a seamless and enjoyable soccer experience.

Target Audience

Users are soccer enthusiasts who are looking to organize and participate in pickup soccer games. They have varying preferences for game styles, including league play and casual pickup games, and require detailed information about locations, field conditions, and player availability.

Project Goals

1. Create a user-friendly platform for organizing pickup soccer games.
2. Provide real-time information about available games and game schedules.
3. Facilitate connections between players of similar skill levels.
4. Incorporate user feedback to continuously improve the platform.
5. Increase user engagement and retention through gamification features.

Project Constraints

1. Limited budget for development and marketing.
2. Time constraints for launching before the soccer season starts.
3. Need for compatibility with various devices and operating systems.
4. Compliance with local regulations regarding field usage.
5. Dependence on third-party APIs for location and weather data.

Project Assumptions

1. Users have access to smartphones and the internet.
2. There is a sufficient demand for a pickup soccer game organizing platform.
3. Players are willing to share their skill levels and preferences.
4. Users will engage with the platform regularly if it meets their needs.
5. The soccer community is open to using a digital solution for organizing games.

Competitors

1. Meetup
2. TeamSnap
3. Socceroscope
4. Playpen
5. Kickaround

Success Criteria

1. Achieve a minimum of 1,000 active users within the first three months.
2. Receive a user satisfaction rating of 4.0 stars or higher.
3. Facilitate at least 100 games organized through the platform in the first month.
4. Increase user engagement metrics by 20% within six months.
5. Gather and implement user feedback to release three major updates in the first year.

Deliverables

1. A fully functional web and mobile application for organizing pickup soccer games.
2. User interface designs and prototypes.
3. User research report and personas.
4. Marketing strategy and promotional materials.
5. Documentation for users and administrators.

Project phases

1. Research and Discovery
2. Design and Prototyping
3. Development
4. Testing and Quality Assurance
5. Launch and Marketing

Estimated budget

$50,000

Estimated timeline

6 months