Mizzou Gameday App
Annie Trout, Mal Ensor, Clare Murphy & Jared Jeffries

Mizzou Gameday 1
Table of Contents

Executive Summary 3

Introduction 4

Market Research and Fan Survey 5

Apple iOS 7 Guidelines and Development 7

Application Features
  Overview 8
  Wireframes 8
  Feature 1: Social Media 10
  Feature 2: CoMo Map 13
  Feature 3: Stadium Map 16

Constraints 17

Sustainability and Conclusion 17

Mizzou Gameday 2
Executive Summary

Throughout this semester, we, the Mizzou Gameday App Team, have worked to create a mobile application for the Mizzou athletic department that would encourage fan interaction, foster community around Mizzou Athletics, and would create a better and more engaging gameday experience for Mizzou fans everywhere. We found through our research that Mizzou fans were indeed interested in an app that would enhance their game days by letting them interact with both Mizzou Athletics and other fans through social media. We also found that Mizzou fans who were in Columbia for game days were very interested in mapping features that would help them navigate both Mizzou’s campus and the surrounding Columbia area.

Because our research showed that these were the main interests for Mizzou fans, we worked in coordination with Mizzou Athletics and RJI lead app developer Tyten Teegarden to design an app that fit these results. Ultimately, we designed an app that has three main features: a social media home page where fans can interact with other fans and with Mizzou Athletics, a stadium/field map feature that is designed to show points of interest in each Mizzou venue (Faurot Field, Mizzou Arena, Hearnes Center, etc.), and a Columbia, Mo. map feature that helps fans navigate Columbia and allows fans to more easily share their locations (or the location of their tailgates) with their friends and family through text messaging, email, Twitter, or Facebook.

There are some issues that could prevent the app from being fully developed or becoming popular with fans. One issue is that of app maintenance and content management. Another is the issue of numerous existing apps - either from MU Athletics or existing others - that can be confusing for users. And a very important possible impediment is the lack of sufficient cell and wifi signals at Faurot Field during the games. There is at least one foreseeable opportunity for
the Missouri convergence program in the future even though there are a number of constraints. While there may not be an immediate opportunity for further growth next semester, once the app is actually developed and on the market, it may be necessary for further development of this app. If Mizzou Athletics wants to include more sports than just football or wants to add more features to the app, then there would certainly be an opportunity for the convergence program to work in coordination with Mizzou Athletics to further design more content for the app, and possibly release a new version or update for it.

Introduction

At the beginning of the semester, we were tasked with creating an app for Mizzou Athletics that would garner fan interaction, would support a sense of community around Mizzou sports, and would differentiate itself from other existing Mizzou apps. The primary goal of the Mizzou Gameday application was to focus on the fan’s experience at the game, not necessarily the game itself. This is the first athletic department app that does not focus on offering scores, team rosters or schedules. The app also serves to connect the Tiger community by connecting people that are at the game with one another. Another design goal was to build an app that was easy to use with inherent navigation. The Gameday app pulls together existing features – Google Maps, Twitter, Facebook, etc. – into one application and makes the user feel comfortable with navigation by following iOS 7 guidelines.
Market Research and Fan Survey

The first task that we completed this semester was an evaluation of the existing gameday applications that are already in the Apple Store and in the Google Play store. We looked at apps such as (Wisconsin) Badger Gameday, USC Trojans Gameday, (Oakland) Raiders App, Auburn Gameday, and Tailgate Fan. After looking at each app and examining what each app did well and what each app did poorly, we began to gather ideas for what our app should include and what it should stay away from. Basically, we concluded that this application should focus on social media interaction and mapping features, yet stay away from having so many features that the app would be cluttered or would constantly crash.

But to gather more conclusive evidence that Mizzou fans would want to use an app that has those features, we decided to create and distribute a survey that would help us determine what Mizzou fans were most interested in on gameday. When creating the survey, our goals were to find out what types of app features Mizzou fans would be most interested in, when they would most likely use these features (pre-game, during the game, or post-game), their concerns and wants for an app like this, and the kinds of smart-phones they had. We distributed this survey to a large number of people using Mizzou Athletics’ mailing list of alumni and fans, and by distributing this survey to fans that we knew through social media. The results of this survey were essentially that besides live statistics and scoring, Mizzou fans were the most interested in social media interaction with other fans and Mizzou Athletics. It also revealed that Mizzou fans were indeed also interested in mapping features that would help them find their way around Mizzou and around Columbia. Since the official Missouri Tigers Sports app already focuses on statistics and scoring, we thought that our app would work better by complimenting this existing

Mizzou Gameday 5
app rather than trying to compete with it.

The results of our survey also showed that fans would use this app mostly before the game started, that a large majority (75.6%) of Mizzou fans used Apple devices on gameday, and that fans were actually very concerned that an app like this would go to waste if there wasn’t good enough cell signal or wifi in Faurot Field.
Apple iOS 7 Guidelines and Development

The iOS 7 guidelines encourage apps to be clean and simple and discourages branding within the app, and failure to comply with the guidelines could result in the app’s rejection from the Apple App store. With regard to the icon, words and photographs are discouraged, so the Gameday icon features the athletic department’s tiger head logo. The loading page also adheres to iOS 7 guidelines, presented as the home page with no content. Because iOS 7 guidelines discourage branding, we used a black and gold color scheme with the thought that the user already knows what app they downloaded so excessive branding would be off-putting.
Features Overview

In the initial stages of development, we made the important decisions on the basic application layout and functionality for users. We aimed to design three features, guided by our initial goals and purpose of the app. The features are as follows:

1. Social Media Feed
2. Stadium Map
3. Columbia Map

Wireframe Development
Before incorporating colors, fonts and content, we mapped out every page of the app in wireframe outlines. These wireframes served as our basic template for the navigation of the app. This was the most important part of design process in terms of matching our initial goals with how the application actually functions.

For instance, the application’s home page opens to an active social media feed. This decision we made based on our pre-development research and aiming to highlight fan interaction as the most important aspect. Each of the three main features appears in the navigation bar with a corresponding tab.

We also focused on working to keep the interface of our application consistent with iOS 7 guidelines during this stage of development. The “Share and Save Location” option, where users would have the option to drop and find pins on both mapping features, would use standard Apple menus to connect via social media, email and text message without having to leave Mizzou’s Gameday application. Decisions such as these made during the wireframing stage can be seen throughout our final abstract models of each application feature.
Feature 1: Social Media

The Social Media Feature is modeled after Twitter’s Apple application. It is an active, constantly updated stream of Facebook, Twitter and Instagram from both fans and selected Mizzou Athletics social accounts. Fans can use certain hashtags in their posts from their own social media accounts in order to appear on the feed within this app. Posts would need to be regulated to keep spam and inappropriate user content from appearing.
Non-text based media like photos and video opens in a separate “Expand” window for users to view, and return to their position on the home feed with back button navigation.
Fans can also search through all of the content for specific hashtags and content by pulling down on the top of the feed to reveal the search bar. Tapping and typing on the bar reveals “smart search” suggestions to give users quicker access to the content they want to see.
Feature 2: CoMo Map

Through our research, we discovered that having two separate maps, one for the stadium and one for the main part of town surrounding the stadium, would work best. These two maps are the remaining two icons on the bottom of each page of the app: CoMo and Stadium. In the CoMo map feature, you can search for locations such as restaurants, hotels, gas stations, and parking lots. Users are able to drop and create pins as well as click on pins that will already be on the map when this feature is opened. When you click on a pin, information about that location will pop up. From there, you can click the arrow to get even more information and have the option to share and save the location. The share feature lets you share locations through text message, email, Twitter or Facebook. The save feature lets you save the location to your bookmarks, so that you can go back to that location in the future to see the information. The share and save features are in standard iOS 7 format.
These two mock ups show the share features that are in the CoMo map. When you click the “share” button on the location information page, the screen on the left will pop up with the share options. After you choose how to share your location, the screen on the left or a similar screen will pop up. From there, you can personalize the information and send it off when you are finished.
The mock up on the left shows the bookmark page, which is where your saved locations are stored. The mock up on the right shows what happens when you click the “edit” button on the top right corner. The edit button allows you to delete saved locations if you no longer want them in your bookmarks.
Feature 3: Stadium Map

The stadium map is similar to the CoMo map because of the pin feature. While you cannot create pins, there will be pins already on the map that indicate certain locations that you can click on for more information. These locations include concessions, ATMs, Tiger Team/apparel stores, restrooms, first aid, telephones, guest services, accessible seating, drinking fountains and seat cushion rental. We decided not to include the gate and section numbers because this map feature is for those who are already inside the stadium. Tickets only allow access to the gate that leads to certain seats, so those at the game will only need location information for things besides seating. However, we could make static numbers at gate locations or over sections, but they will not be clickable, pins cannot be made on them, and you cannot save or share those seat or gate locations.
Constraints

The primary constraints encountered with this app were: content and app maintenance, existing Mizzou smartphone applications, overlapping social media accounts of the athletic department, and the limited cell service in the stadium. To overcome some of the obstacles of content maintenance, the app was designed to accept user-submitted content or to function well with content only supplied by the athletic department until a social media coordinator can be available to moderate the content submitted by users. This flexibility also addresses the issue of pulling together the existing social media accounts of the athletic department. While the number of accounts can be overwhelming, the “Social” page of the app pulls all of the accounts together in a Twitter-like newsfeed. This allows the athletic department to feature the content from all of their social media accounts, or limit the feed to a few specific ones. Also, because the Gameday app also focuses on the fan’s experience at the game, rather than the game itself, this app differentiates itself from all other existing apps by the athletic department. The number one concern listed by survey-takers, however, was being able to use the app in the stadium due to limited cell reception and wifi. This issue was brought to the athletic department, and they expect to put a booster in the stadium next year which should help to alleviate the problem.

Sustainability/Conclusion

Now that we have completed the mock ups of the Gameday app, Tyten will begin to work on creating a prototype to be completed by mid February that can be tested by focus groups. The focus groups will discover and point out any issues within the app. We are hoping that testing will be finished by mid April so that the final app can be on the market by July. In order for this
app to stay up-to-date, we would like to see the athletic department hire a social media coordinator to sort through the social media page of our app as well as maintain the entire app. Also, if the athletic department would like to add other sports or components to this app, they would need to hire someone to design those features.