Mizzou Gameday App

Mal Ensor, Jared Jeffries, Clare Murphy, Annie Trout
“...consult with Mizzou Athletics to determine what they desire in the Gameday application, and what features would appeal most to potential users...then design the first version of the app, creating mock ups to visualize navigation and user interaction...”
Goals

- Focus on Mizzou fans’ Gameday experience
- Use different features from existing MU athletic apps
- Build Community
- Simplicity
Social Media

Home Page

- Facebook, Twitter, Instagram
- Pulls from Mizzou Athletics’ existing social media accounts
- Hashtags
- Modeled to resemble and act like a Twitter feed
MU Convergence
Let's go #Tigers! Let's go! Let's go Tigers! Let's go!

Mizzou Gameday
These Tigers are ready for game time! #MIZ

Fred Freshman
I have a good feeling about the game today! Rip Em Up TIGERS!

Beetle Bailey
Is it possible to ever have too much football? I think not! Wish I didn't have this runny nose though...

Elmer Ellis
Hitting the books before I go to the game today, can't wait for another Tiger win!

Robert Trulaske
Making progress on the new stadium renovations!

These Tigers are ready for game time! #MIZ
Mizzou Gameday
Making progress on the new stadium renovations!
Expand

Robert Trulaske
Let's get down to business, Tigers! #MIZ

Brady Deaton
Welcome home, Tigers! The Mizzou family is glad you're here to celebrate @MU_Homecoming with us. See you at tomorrow's parade! #MIZ15GC

Truman Tiger
Can't wait to ride the Mizzou firetruck!

John Smith
Where did my tiger tail go? #LostMizzou

Truman Tiger
23h
Fans in Columbia

CoMo Map

- Searchable locations:
  - Restaurants
  - Hotels
  - Gas stations
  - Parking

- Share and Save Location Feature
Fan Experience: Attending the Game

Stadium Map

- Locations within the stadium:
  - Concessions
  - ATMs
  - Tiger Team Store/Apparel
  - Restrooms
  - First Aid
  - Telephones
Researched Gameday Apps currently available to smartphone users

- USC Trojans Gameday
- Badger Gameday
- (Oakland) Raiders App
- Tailgate Fan
  - Auburn Gameday
Fan Survey

- Results matched what the Athletic Department was looking for in the app

- When choosing what type of content individuals would want in a Mizzou Gameday app, 44.2% of respondents said they would be interested in social media interaction.
Why we chose to use iOS 7 for this app:

- Our survey results showed that most Mizzou fans use Apple devices:
  - 75.6% of our survey respondents own an Apple smartphone

- Tyten is an iOS developer

- iOS Guidelines
  - Discourages branding
  - Simplicity and usability
Constraints

- Content and App Maintenance
- Existing Mizzou smartphone applications
- Overlapping Mizzou Athletics social media accounts
- Stadium wifi and cell service
Future of the app

- **Timeline**
  - Prototype ready by mid February
  - Complete focus group testing by mid April
  - On the market by early July

- **Recommendations**
  - Athletic Department supply testers
  - Hire someone to create components for other sports