

SPORTS PLANNER

VISION

BUSINESS OPPORTUNITY

For sports organizations that have multiple teams that share common playing fields the scheduling of times for practice and games is a critical administrative activity. This planning can become very complex with multiple playing fields, numerous teams, and complicated constraints that must be accounted for. For a large sports organization this scheduling can easily consume many work hours a week. The opportunity for Sports Planner Inc., lies in creating a web based support system form the planning process which will considerably cut the planning time and increase the quality of planning.

PROBLEM STATEMENT

The problem of limited access to arenas, lack of a solid planning basis combined with manual planning, impacts persons responsible for planning and involved teams in that planning becomes very time consuming and often suboptimal and late. A successful solution would provide timely access to both input to planning and the prepared schedules with accurate application of agreed policies and constraints.

POSITION STATEMENT

Sports planner is a practice and game planning system for sports clubs (football, ice-hockey and so on) that need to manage shared resources (playing fields, ice rinks) across multiple teams. Unlike Excel sheets and Email Sports Planner helps to make planning consistent, timely, correct, and transparent.

MARKET, FINANCES, PACKAGING

Since the purpose of this example is just to illustrate how to work iteratively with requirements we do not provide the commercial and financial aspects of the business case. Likely revenues would be meager since the target market is made up of non-profit organizations on very tight budgets.

BUSINESS MODEL

Sports Planner will be provided as a hosted service over the internet. New customers can use the premium version of Sports Planner for free for a period of three months. After the initial three months the customer's access will be downgraded to the basic service unless premium license fee is paid.

STAKEHOLDERS AND NEEDS

STAKEHOLDER PROFILES

Id	Name	Description
SERI	Series organizer	Organizes a series of games and provides information about home and away games.
AREN	Arena provider	The provider of the sports grounds where games are played and practices held. Provides information about available times. This could be a commercial entity or local government.
CLUB	Club administration	Plans and distributes available times so that teams can play games and practice.
TEAM	Team	A team in the club
MEMB	Team member	A person with interest in the planning for a team, could be a player or a parent in the case of youth teams
MARK	Marketing & Sales	The marketing and sales function of Sports Planner Inc.

STAKEHOLDER NEEDS

<<Could be elaborated more>>

ID	Name	Description	Source	Prio
INFO	Easy schedule access	Easy and correct information about current schedules	MEMB, TEAM, CLUB	Should
INPUT	Easy access to input	Timely and complete access to all input that effects planning.	CLUB	Must
POLICY	Policy compliance	To make sure that agreed policies regarding practice volume, and scheduling is met.	CLUB	Must
QUICK	Quick scheduling	Quick creation of new and updated schedules.		Must
PACK	Flexible product packaging	A way to differentiate basic and premium service in such a way that a good conversion rate of non-paying to paying customers can be achieved.	MARK	Must

FEATURE LIST

<<TBD>>