# Team Cyan: Little League mobile app
*(Michelle Miner, Richard Fugiel and David Prahl)*

**Project Overview:**
The general concept of our project was to create a mobile application for parents and coaches of kid's sport teams. Given the wide variety of methods available for parents and coaches to communicate (email, phone, texting, maps, etc), we thought there was an excellent opportunity to develop an app that would merge these needs into one convenient place. What also attracted us to this idea is that sports teams are a niche community that has very similar needs in terms of schedules, contacts and emergency notifications. So, while we started out as identifying the needs of baseball teams, we quickly discovered that this app could satisfy the needs of a much larger sport team user base.

As far as our research approach, we had a general idea of the features that we wanted to include in the application, however we needed to collect data to verify our direction. We interviewed parents, coaches and family members and had them rank features such as: park maps, contacts (coaches, players, parents, league), practice and game schedules, registration, team standings, rosters, weather alerts, etc) and also allowed them to share other frustrations and insights with us.

**Important or surprising finding:**
There were a couple of interesting twists on our project. We originally thought that the coaches and parents would have very different needs. We thought that the coaches would want access to more information such as rosters and statistics, however we discovered that wasn't true. To our surprise our interviews revealed that there was virtually no difference in the top rated features between the two groups. Both groups had the necessity to be well informed about game schedules, weather, and access to contacts. Rosters, stats and registration were rated least important. Other important or surprising items took the form of comments we received regarding the importance of coordinating car pools with other parents and concerns about personal information privacy, which we did not expect.

**Lessons Learned:**
Overall, we think that the biggest difficulty was trying to collect survey results. Between the three teammates and all our friends and family on Facebook, Twitter and email we imagined that there would be no issue collecting the 50-100 responses that was expected for the project. We built the survey and put it out a week before the project was due and felt we had plenty of time to collect responses.

We believe that in the case of Facebook, part of the problem may be that users are skeptical of external links that might contain viruses. Our team also discussed that users are also growing very wary of how people are harvesting their data for marketing purposes and as such, seem less likely to participate in general.

I know many times surveys have some sort of incentive to attract more participants. We think that if this were a corporate world project, including some sort of drawing for a gift certificate would have helped increase participation.