



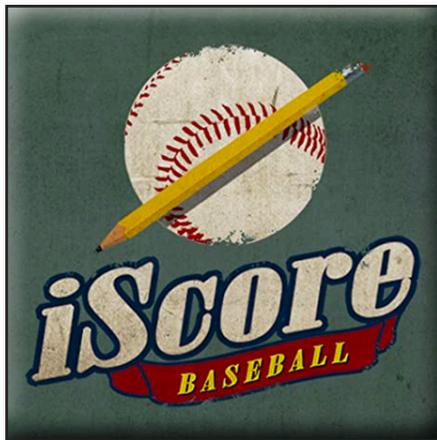
User Research - Product Reviews



GameChanger

Rating: 4.8/5 (509K reviews)

- Many reviews say this app is a great way to keep track of a game even if they're not there
- Main appeal is for little league/softball games, lets coaches have easy to view stats for in game managing
- Many reviews say the app frequently slows down and the syncing struggles on occasion
- Can be difficult to navigate through and make changes to certain scoring mistakes



iScoreBaseball

Rating: 4.4/5 (580 reviews)

- Gives the scorer the opportunity to enter nearly any scenario possible
- Provides a fully filled in score book at the end, as well import past games and score them
- Some critique the app for not being user friendly, especially if you're not already familiar with baseball/softball stats and positions
- User interface can be a struggle to navigate through and can be difficult to properly update games as they're happening

User Research - Competitive Analysis

Through my research, there's very few digital alternatives to score keeping. It's very difficult to find an app that simulates the traditional way to score keep at a baseball game. Beyond professional games though, many like tracking and documenting their kids or grandkids games. Due to that fact, there have been a couple apps created to help those parents out. Both these apps succeed in the sense of trying to keep parents and grandparents updated and involved in their children's games. Many complimented how they let either far away relatives or those who struggle making it to games the chance to keep track of how their kids are doing. This shows the sense of community score keeping can potentially bring and how important the idea of sharing this score keeping is. On the other hand, for an app made for older people who simply want to be able to track their children's games, the apps struggle with usability. The interfaces are often very in depth, needing many button presses simply to track one play. While that's not an issue for some, it causes it's main user base to struggle navigating the app as well as having to deal with consistent freezing and other issues that they struggle handling. Also, despite the ability to track each play in depth and be provided a digital scorecard, it's still a far cry from traditional scorecards and doesn't make itself a worthy substitute to traditional score keeping.

User Research - User Interviews

With a better understanding of the current marketplace for score keeping apps, I began conducting user interviews. My main focus in these interviews was to try to get a diverse set of participants, as to better understand what different subsets of individuals would want out of an app like this. This meant interviewing older adults such as my father as well as younger participants such as my roommates to see what changes and what stays consistent between age groups when in regards to score keeping and how an app can alleviate the potential concerns they have.

User Interview

Kevin (66, Teacher Aid)

Kevin is a avid baseball fan from New Jersey. He's rooted for the Yankees nearly his whole life and has fond memories of going to games with his father and keeping score.

Question 1: What do you like about score keeping during a game?

Kevin's main appeal to keeping score is how it helps his knowledge of the game. He can have trouble remembering some of the players and what teams they're on nowadays with the large amount of movement in the league, so keeping score keeps him up to date on that.

Question 2: What difficulties do you face when keeping score and what could make it more practical?

The only issue Kevin faces when trying to score keep is the difficulty of getting a card sometimes. They're not always readily available at games and can be difficult to find in normal stores unless you shop online in his experiences. He wasn't sure on something that could make score keeping more practical, but he wishes teams provided more options for score keeping when attending games, as that's a major point of going to games for him.

Question 3: Do you feel there's a sense of community that comes with score keeping?

Kevin didn't feel like he had a large community of people he could talk score keeping with, but he did recall score keeping being a great bonding experience for him and his father. It made him a bigger fan of the game and also gave them something to do if they ever listened to or watched a game together at home.

Question 4: Are there any Quality of Life changes you feel a digital score keeping app could bring?

The biggest quality of life change digital score keeping would bring for him is a way to reduce clutter. He loves having all his old score books, but they can take up a lot space and often get ripped up somehow. A digital score book wouldn't feel exactly the same, but it would reduce that clutter. He also would hope the app was relatively simple, as he can struggle with technology.

Says

"I loved keeping score with my dad when we went to games"

"I wish teams promoted the use of scorecards or modernized them somehow"

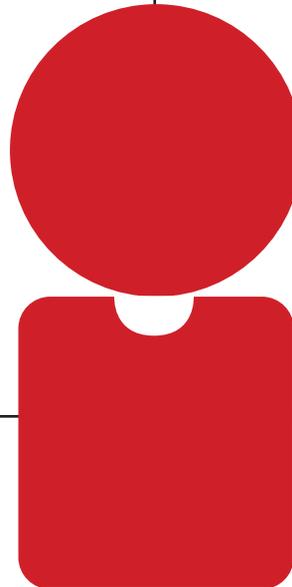
"A digital scorecard wouldn't be exactly the same, but reducing some of the clutter would be nice"

Does

Voice sounded normal, didn't feel shaky or overtly upset

Was clear as to why they liked keeping score, though wasn't entirely sure on potential roadblocks and how to solve them

Sounded curious as to how a digital score book would work, though unsure if it could capture the same feeling



Kevin

Thinks

User thinks score keeping is a great part of the game and should be more invested in by teams/the league

Feels the experience of score keeping makes one more connected to the game and others they share the experience with

Curious as to how a digital score book would work, though concerned less technological adapt people like himself could use it

Feels

Wistful: Has fond memories of keeping score with his dad

Disheartened: Seemed sad that score keeping isn't nearly as popular as it used to be

User Interview

Matt (21, College Student)

Matt is a big sports fan from New Hampshire who's currently in Grad School. He's got a general understanding of score keeping and has tried it a couple times before, but struggles to find the motivation to do it sometimes.

Question 1: What do you like about score keeping during a game?

Matt's favorite aspect of score keeping is what it brings to the game over the other major sports. He loves watching sports in general, but something about baseball score keeping gives him a different kind of involvement and enjoyment that he can't find in other sports.

Question 2: What difficulties do you face when keeping score and what could make it more practical?

One of the larger issues Matt feels he faces when keeping score is the level of commitment it involves sometimes. When keeping score, he'll need his full score book, as well as an eraser, pencil and other materials. This level of clutter bothers him and makes it more arduous to do anything else during the downtimes of the game. The easiest way to make this practical in his few is just find a way to cut down on materials so that he can keep score, but also not feel locked down to it

Question 3: Do you feel there's a sense of community that comes with score keeping?

Matt doesn't feel a direct sense of community with score keeping in his personal experience. He picked up the hobby on his own mostly from hearing about it from broadcasters and none of his friends or family ever really do it with him or seem interested. He would be somewhat curious to share with others who like it, but is also content with it being a personal hobby.

Question 4: Are there any Quality of Life changes you feel a digital score keeping app could bring?

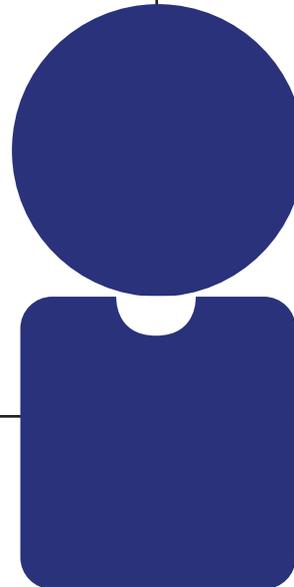
For him, the biggest quality of life an app would bring is simply having everything on the app. Simply by having all the materials be on the iPad makes it a lot more practical in his mind. An example he gave is that during a replay review, it's much easier on an iPad to exit out and check something like social media and jump right back into the scorecard app when the replay is done.

Says

“Score keeping gives baseball a type of involvement other sports don’t have”

“It can be overbearing at times to keep all the materials in place, especially during 3+ hour games”

“While it would be nice to share with others, I don’t mind it being a personal hobby”



Matt

Thinks

Thinks the concept of score keeping is great but wishes the execution could be more modernized

Excited at the prospect of a digital score keeping app and the benefits it could bring to him personally

Does

Acted normal throughout most of the interview, no shaking or abrupt tone changes

Was very clear in the struggles he personally faces, appears to have dealt with it for a while

Nothing overt, but seemed very interested in trying a digital score book of some kind

Feels

Annoyed: Likes score keeping but really doesn’t like using traditional pen and paper

Excited: Definitely seemed excited about a concept of a digital score book, as he feels it address his main concerns around score keeping

User Interview

Eamonn (26, Graphic Designer)

Eamonn is an giant sports fan who recently relocated to Pennsylvania. He'll watch anything related to sports and is always looking for ways to get more involved with them. He's never really tried score keeping before, but would be interested to learn.

Question 1: What intrigues you about score keeping?

Despite never keeping score before, he does find it interesting. He has some friends who've score kept before and it seemed interesting to him but never wanted to go through the process of trying to learn it.

Question 2: What would make you want to invest the time into learning it?

He said the pen and paper concept of it turned him off initially, as he's always been more digitally inclined, but he could get past that. The major roadblock now in his view is finding an easy way to learn and keep track of the terms. At a glance a scorecard looked really confusing to him, though his friends helped him understand it better. He feels a guide or legend of some kind would be helpful when trying to learn

Question 3: Are there any Quality of Life changes you feel a digital score keeping app could bring?

This part interested him the most as he had a bunch of different ideas in his head. As he said before, a key or legend of some kind would make getting into a lot easier. He also feels a way to either import lineups from a game that would be going on that day would be helpful too. He understands some like writing in the lineup, but with so many games he feels it would be easier to have the lineup auto put in someway and then score from there. He also think it would be nice to have the stats what not add up over time and be able to view them at all times, though he acknowledged that may stray to far from the apps intended purpose.

Says

"Some of my friends really like keeping score so I've wanted to try it a few times"

"It does seem a little complicated from a newcomers perspective, but I feel a legend of some kind would make it easier"

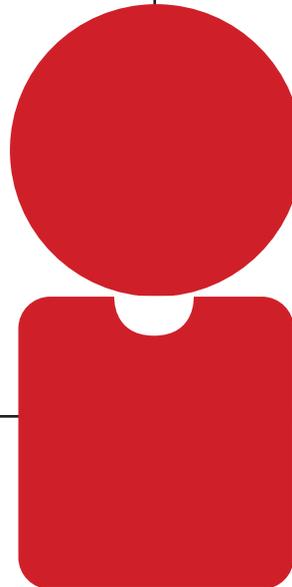
"They've mainly remained the same throughout baseball history, so I feel there's a lot of untapped potential with digital score keeping"

Thinks

Thinks score keeping is a very interesting concept from an outsider perspective

Feels there's not enough people promoting and trying to teach others score keeping

Has a bunch of ideas in his head for how digital score keeping could enhance general score keeping



Eamonn

Does

Appeared relaxed during interview, was curious about the subject in general

When presented with the idea of a digital score book, started rapid firing different ideas he thought could enhance it

Feels

Curious: He knows people very passionate about it, so he wants to see what it's about

Confused: Made clear score keeping seems overly confusing to newcomers at a glance in his view

Intrigued: The concept of a digital scorecard gave him a bunch of different ideas for it