IMAGINE IOT
PROTOTYPE CHALLENGE

- Analyze My Team -

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Today's football is subject to constant changes. On the one hand through the changes of the rules on the other hand through the integration of state-of-the-art technologies (Industry 4.0). Experts are also speaking about "modern football", due to the fact that football businesses become more economically. Many football clubs already use modern technologies to conduct game analyzes and to study the next opponent.

The application "Analyze My Team" has been designed and developed especially for trainers in the sports area. The primary focus of the application is the recording of a player's covered distance in a match by sensor data in the shoes. With the application, the trainers are able to analyze the running performance of their players in various competitions, and to derive any possible measures for subsequent training units.
Carlo Ancelotti
Coach of FC Bayern Munich

“I need a software solution to analyze the performance of my players after a match.”

About

- 57 years old, married, one daughter
- Years of experience as a coach (AC Milan, Real Madrid, FC Bayern Munich, …)
- Being the person who is responsible for the performance and success of the team
- Good communication skills

Works With

- Scouts, Teams, Coaching staff, Sportspeople’s agents, Outfitter

Responsibilities

- I am responsible for the performance and success of the team.
- I spend more than half of my time on the training ground, but I also work in my office, on the computer.
- I am responsible for the fact that my team is optimally adjusted to the next opponent through video analysis.

Main Goals

- Optimal training for the individual players of the team.
- Identification of performance weaknesses.
- Fitness condition of the player based on the covered kilometers.

Needs

- I need the performance data of my players from the last matches for better analysis.
- With the performance data it would be possible to optimize the training of my team.
- A cooperation with the corresponding outfitters would improve the durability of the shoes.

Pain Points

- Can’t analyze matches on the fly.
- No tracking system for running performance data yet.
- Ignorance of the health status of a player.
- No mobile support process.
Point of View

As a coach I need a way to analyze the running performance of each player in my team so that I can concept an adequate and effective training.
# UX Journey

<table>
<thead>
<tr>
<th>ACTIONS</th>
<th>MINDSET</th>
<th>FEELING</th>
<th>TOUCH POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>➢ Select the respective match. ➢ Go to “TOP 3 Players of the match” ➢ See the covered distance of the individual players. ➢ Send data to outfitters. ➢ Select one of the players.</td>
<td>➢ “Let’s analyze the last match of my team.” ➢ “WHAT? We lost the last match. What are the reasons?”</td>
<td>😞</td>
<td>➢ Performance ➢ Shoe ➢ Sensor Data ➢ E-Mail ➢ Mobile Device ➢ Detailed Sensor Data ➢ Shoe ➢ Outfitter ➢ Mobile Device</td>
</tr>
<tr>
<td>➢ Go to “Details of the player” ➢ See the total covered distance splitted up into three sections.</td>
<td>➢ “Let me see the covered distance of the TOP 3 Players.” ➢ “I see, the top value is too low.” ➢ “Let’s send the information to the respective outfitters” ➢ “Maybe the used shoe model caused some problems”</td>
<td>😞</td>
<td>➢ Performance ➢ Shoe ➢ Sensor Data ➢ E-Mail ➢ Mobile Device</td>
</tr>
<tr>
<td>➢ Navigate back to “TOP 3 Players of the match” ➢ Select another player.</td>
<td>➢ “Let’s see the values in detail.” ➢ “The covered kilometers in the middle third are too low.” ➢ “Let’s see the values of the other players of the match.”</td>
<td>😞</td>
<td>➢ Performance ➢ Shoe ➢ Sensor Data ➢ E-Mail ➢ Mobile Device</td>
</tr>
<tr>
<td>➢ “OK, the majority of players have a value in the middle third which is too low.” ➢ “I need to plan some sprints and condition training.”</td>
<td></td>
<td>😞</td>
<td></td>
</tr>
</tbody>
</table>
Prototype – “Analyze My Team”

Matches of FC Bayern Munich

Carlo Ancelotti
Coach

28.09.2016 - Champions League
Atlético Madrid vs. Bayern
Stadion: Estadio Vicente Calderón
Referee: Mr. Szymon Marciniak

21.09.2016 - Bundesliga
Bayern vs. Hertha
Stadion: Allianz Arena
Referee: Mr. Marco Fritz

19.08.2016 - DFB-Pokal
Jena vs. Bayern
Stadion: Ernst-Abbe-Sportfeld
Referee: Mr. Harm Osmers

TOP 3 Players of the match

Manuel Neuer
#01 Goalkeeper
Covered Distance: 5.6 km
Shoe Model: ACE SYN

Mats Hummels
#05 Centre Back
Covered Distance: 7.4 km
Shoe Model: ACE PRIME

Joshua Kimmich
#32 Defensive Midfield
Covered Distance: 7.9 km
Shoe Model: Nike Magista Opus II FG

Details of the player

Manuel Neuer
#01 Goalkeeper
Date of Birth: 27.03.1986
Contract Until: 30.06.2021
Nationality: Germany
Market Value: 45,000,000 €

Covered Distance split

DEF: 5.0 km
MID: 0.6 km
ATT: 0.9 km

ACE SYN
299.99 €
Covered Distance: 5.6 km
Foot: right
Outfitter: Adidas

Sensor data were successfully sent to the outfitter.
Matches of FC Bayern Munich:
This is the initial screen of the application. The coach is able to see all past matches of his team.

_Not available on prototype but shown as further developments:_

- The coach should be able to group the games by competition.
- Furthermore, the entries should be displayed in a sorted order.
- Older games should be archived via history function.
- A search function is also provided.

TOP 3 Players of the match:
If the trainer has selected a match in the first screen, the top three players are shown to him. Key information is the covered distance and the used shoe model. If the coach selects a player he will get to the details screen of the player with further information provided. The trainer can forward the recorded data to the respective outfitters. This allows the outfitters to produce more efficient shoes.

Details of the player:
Detailed information of the selected player are shown on the top. The covered kilometers are splitted up into three areas. Thus, the trainer can analyze in which area of the field the player was most and whether this was necessary or not. Detailed information about the used shoe model are shown in the underpart of the screen.

Study URL:
https://standard.build.me/home/projects/1a11a00f7b7780310cccc0c0/research/participant/b47517da8280309f0cd231d4

Published URL:
- Open the following URL in Google Chrome with Developer Tools (f12)
- Select Toggle Device Toolbar and choose a mobile gadget (e.g. iPhone 6)

https://standard.build.me/api/projects/1a11a00f7b7780310cccc0c0/prototype/snapshot/latest/index.html#/14770456922576038_S2