



TÝMUJ
ZORGANIZUJ SVŮJ TÝM



Case study: Týmuj.cz

Organizing practices and matches is time consuming, especially for team sports. Týmuj.cz simplifies this kind of organization with just a couple of clicks. Team members get the benefit of simple communication, planning and sharing multimedia.

What was the goal?

In 2007 the company Event Service s.r.o. decided to create an internet portal for all amateur and semi-professional Czech athletes.

The goal was to create a community portal meant for the general public. The portal should give the managers and organizers of sports teams a tool in their hands for increasing the efficiency of communication in their teams, for managing paperwork for players and activities and simplifying the process of organizing sporting events. The model of the portal was a WEB 2.0 application with the core based on social networking and communities.

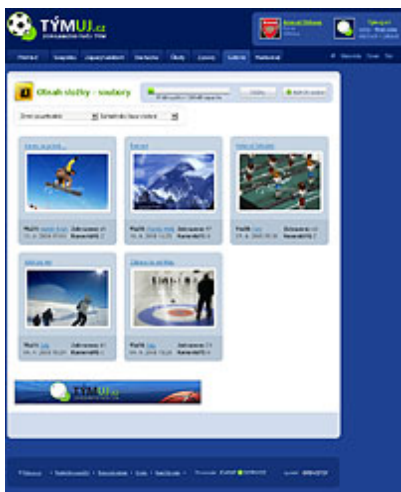
Event Service turned to us with a request to provide them with a comprehensive project involving concept, analysis, project management, graphical design, actual implementation and launching. The project has the nature of a startup and, what's more, something similar does not exist on the Czech market.

We found the solution

We divided the project into several phases. **In the first “concept” phase**, we tried to identify target groups of future users, their needs and the expectations of users from this application compared to the needs and requirements of the client. A business model was also considered within the framework of this phase and its principals were incorporated into the concept.

In the second “analysis” phase, we prepared a complete description of the application based on the concept with a user interface — the prototype of the application, technical process — a description of its functionality and the formal provision of the project as, for example, a launch plan. Event Service s.r.o actively took part in the analysis and concept.

The third phase consisted of “preparing the graphical design and logotype”. The graphical designs were prepared on the basis of



The people from Elevator performed superbly in carrying out the Týmuj.cz project. Everything was done on a very high level – from the first consultation and subsequent development up to the implementation of the application. And the cooperation continues most effectively afterwards. Proof of their professional abilities are the thousands of satisfied users.



Petr Salomo
Event Service s.r.o.
Executive

the prototype — mockup application. Significant emphasis was placed during the preparation of the graphical designs on usability, simple handling of the application and the future marketing goals of the client. This phase also consisted of preparing the logotype of the portal for internet and printing version. We offered several variations of the logotype and graphical process and let the client choose.

The fourth “implementation” phase meant the actual implementation of services. A team of developers from our company actively worked on this project. In view of the requirements for simple handling and advanced information architecture, major demands were placed on a resulting copywriting solution. The client took care of the copywriting independently, we therefore prepared a simple interface for overseeing copywriting of the entire portal. From a technical viewpoint, the portal is structured only on open-source components, thanks to which it was possible to lower costs of the entire implementation and ensure scalability.

After five months we were on the starting line. We launched the portal in limited form as a beta version so we could verify its operation within a narrow group of users. All the functions, however, were available. Naturally there was client support for further development of the portal.

What can it do?

The portal creates applications for organizing team sporting activities, including user profiles, rosters, match and events planner, attendance, tasks, discussions, and a gallery of files with video support. For the marketing activities of the client and promotion of services, the portal includes CMS, which was augmented with modules for supporting video competitions. The back end of the portal has statistical tools, tools for moderating content and users, and a banner system for use by administrators and marketers.

Results

The implementation of Týmuj.cz proved to be a very good experience and an attractive tool for organizing team sports. During the first few months, more than 5000 users registered using the application. The platform is stable even during high visitation rates and it likewise allows for expansion and integration with partner portals.

Support and technological development of the portal

At present we are actively working with the client on an on-line marketing portal and technological development. We are pleased to also be tracking the growth in the number of users, also the praise registered by the users of this service.

www.tymuj.cz

