

Hoops for Camp NCAA Bracket Software Needs



PRIORITIES

1. Compatible with PC, laptops, phones and tablets
(Tourneytopia is compatible with all of the above)
2. Collect donations using credit cards
(This will easily work through a site known as wepay. We can require donations before participants are allowed to pick their brackets)
3. Host bracketology competition with Group League (Camp Blue Skies) and Subgroup Leagues (Corporate or Individual team) component
(This one is the most complicated. Please see the additional useful findings section)
4. Display bracket standings for Group League AND each Subgroup League
(This one is similar to 3. Please see additional useful findings section)
5. Ability to send emails to participants
Emails are sent throughout the contest, and we can control the content of these emails. Emails are also sent each round. They allow us to export a big file of all participants' email addresses, which we can use in another program if we need to broadcast additional emails.
6. Ability to run reports (standings, subgroups, etc.)
(They have a standings page for users to see how they are doing, and reports we can see that can get information about users and their entries.)
7. Ability to get back in on the action (with a donation) for the Sweet 16

(This one could be done via a separate competition on tourneytopia called a "Sweet 16 Contest." Sending invitations to only the people who no longer have valid brackets would be difficult, but not impossible)

Additional Useful Findings

Tourneytopia does not have a concept of "sub groups." Instead they have an option to allow individuals to create separate "linked" contests. While this could work in theory, it is very difficult to use in practice. Based on personal evaluation of site and my experience with human computer interfaces research, I predict that many participants will have a very difficult time determining which group they are looking at (corporate team or camp blue skies) and will be unable to view their rankings in both the subgroup and the main group. They may also accidentally create duplicate entries in each contest.

Recommended Action

I advise against using linked groups for subgroup competition, based on the above. If subgroups are necessary, I recommend the following action:

Tourneytopia allows us to ask additional questions during the account creation process. I recommend that we add two additional questions, titled "What is your team number?" and "what is your team name?" We can then edit a section of the site to contain a link that says "Please click here to see how your team is doing." When participants click the link, they would be taken to an external website our of creation that asks them for their team number, and then shows their ranking compared to only people within their team (or company, or organization, family, etc).

How the process would work

We would create the competition. We should be able to remove most of the tourneytopia branding. We could also purchase a domain name, (like campblueskybrackets.org) or something like that for about \$12 per year and use that name instead of the tourneytopia. Team captains would make up a number for their group, and invite people by emailing a link and the number. Others could also invite their friends by sending the link and the number. When someone receives the email, they would click on it, give a donation, and then create their account, providing the company number and name. They would easily be able to see how they are doing in camp blue skies through the main site. They would also see a section that says "click here to see how you are doing in your team" and they could optionally click this link, be taken to our site. There they would simply enter their company number and could view their ranking compared to everyone in their team. Our site would pull rankings from tourneytopia, so it would update automatically every day. If time allows, the site could also generate a list of people with busted brackets and their email addresses for us to use for a "get back on the action" sweet 16 competition.

How the technology would work

We would create a separate dynamic website in Java and host it on a server somewhere. The site itself (like a bot) would act like a human and login to tourneytopia to view the rankings every day. It would then take the information and generate a separate static standings page for each team number. When a participant logs onto the site, it would show them the static page based on the number they provide. It would replace all of the static pages on a daily basis, so that they remain up to date.