

Needfinding

SPORTS + AI

Meet the team



Jacob
(CS)



Pascal
(Digital PD)



Andres
(PD)



Jordan
(CS)

Methodology

Target Populations



Front Office

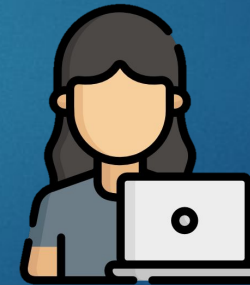


Coaches

Technology
+
Artificial Intelligence

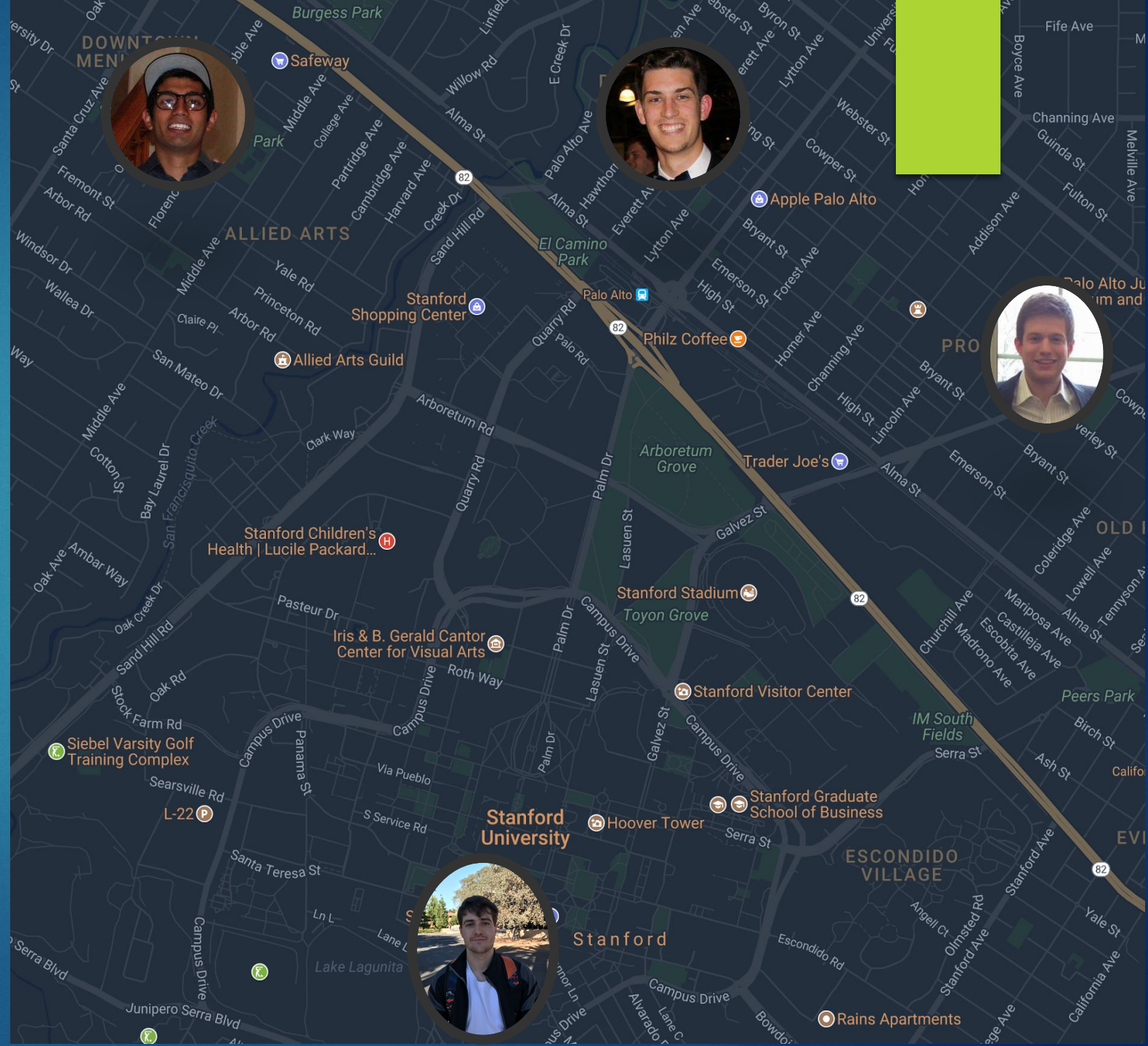


Athletes



Data Scientists

Interview Locations



Interviews

David P.

Interviewed by Andres

- ▶ “You could have **40 coaches** on one team and there still **wouldn't be enough individual attention** for each player”



Stanford Club Rugby Player

David's Empathy Map



Say

"You could have 40 coaches on one team and there still wouldn't be enough individual attention for each player"

"Isn't there a better way to measure our conditioning than running back and forth?"

Think

There's no getting around lack of resources/support/money at certain levels except AI

Do

Initial reaction to question about technology was a firm "no"

Became more animated when talking about pro soccer team that utilized health data

Feel

Resigned about lack of resources (coaches, technology) available to smaller, less-funded teams

Excited about the potential of advanced data in sports practices

Hussain K.

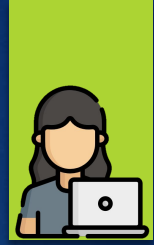
Interviewed by Jacob

- ▶ “When building machine learning models for sports ... in some cases it’s okay to get **worse results** if they are **more explainable.**”



Soccer Data Scientist

Hussain's Empathy Map



Say

"I doubt the predictive power of traditional stats"

"[General Managers] couldn't compare players easily with spreadsheets"

Think

AI and ML are only as valuable as they are **understandable**

Data **visualization** of model inputs and outputs is a tough problem

Do

Built Web-app to display model outputs

Found drawing **diagrams** helpful during interview

Feel

Excited about the power of AI for player evaluation

Cautious about managing end-user expectations

Brandon H.

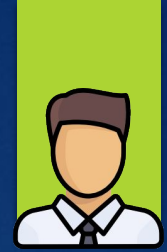
Interviewed by Jordan

- ▶ “[Technology is] used behind the scenes **everywhere** and consistently, and the **fans don’t know it.**”



Seattle Sounders Front Office
(Fan Experience)

Brandon's Empathy Map



Say

“The product on the field is not what people come to see”

“It feels great to be a part of something bigger than yourself”

Think

Advanced analytics are necessary to compete at a high level, but not necessary to create an enjoyable product

Do

Interfaces with clients through emails and phone calls

Overestimates the power of automation

Feel

He feels a connection to sports

He wishes he could better understand these advanced analytic projects.

Eric F.

Interviewed by Pascal

- ▶ “Coaches are often left **guessing** if their game time strategy and weekly preparation plans are **optimizing results.**”



Former Club Soccer Player
and
Current Soccer Coach

Eric's Empathy Map



Say

"It would be nice to have data to back up our assumptions"

"If I knew my prep strategy was right, I would definitely feel better about working so hard."

Think

As a player and a coach, having the support of advanced analytics would be awesome at every level.

Do

Build a data visualization and analysis tool to not only provide visual feedback about play but also craft winning strategies.

Feel

Excited about the potential of high-impact, data-driven game time and practice decisions.

Analysis

Needs Summary



Front Office

Better **personalization** for office tools (sending emails)



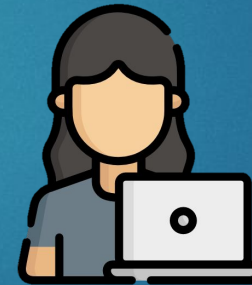
Athletes

A way to receive **individual attention and feedback** from coaches more regularly.



Coaches

Often left guessing whether their **game analysis** and preparation plans are **accurate**



Data Scientists

Improve methods of **displaying data** from machine learning model **to players and managers**.

Insights Summary



Front Office

Advanced analytics are being used behind the scenes, but office tools are outdated



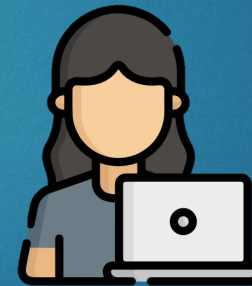
Athletes

- Information feels inaccessible
- Individual attention rare
- Tech is either very good and expensive or archaic and ineffective



Coaches

Data analysis can reinforce or correct a coach's plan both in preparation and in game



Data Scientists

In some cases will trade gains in model accuracy for improved explainability.

Thank you!