

PlayNest

Build for Bharat challenge

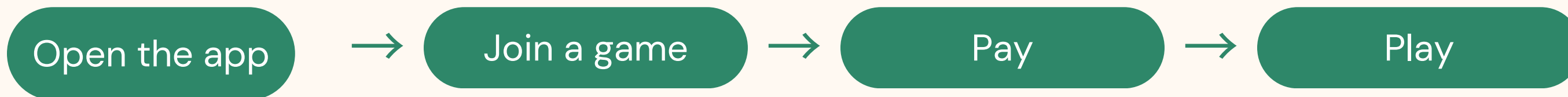
Presented by Niranjan
Pillai, March 15th batch



Product Vision

PlayNest

Recreational sports should be as easy to join as ordering food. We are building India's most reliable network for players who want to find games, split costs, and build sports communities — zero coordination overhead.



Instead of...

Today: WhatsApp groups, manual headcounts, payment chasing, no-show chaos — repeated every week, for every game.

One app. One tap. Game on.

Market Background + Existing Journey

India has massive recreational demand across football, cricket, badminton, pickleball, and basketball — but no dedicated infrastructure. Games are still organized through fragmented, manual channels.

Current Channels

WhatsApp Groups

Telegram

Instagram Stories

Word of Mouth

The Manual Journey Today

1. Ask in WhatsApp group who's playing
2. Wait for replies (hours/days)
3. Count players manually
4. Collect money individually
5. Handle dropouts & find replacements
6. Share location details
7. Remind everyone before the game
8. Manage late payments
9. Deal with no-shows
10. Repeat every single week

→ Too many steps. Too much follow-up. Too much payment chasing.

Problem Statement + Pain Points

- Individuals who wish to partake in recreational sports activities tend to take a lot of time scheduling games compared to when they actually participate in them.
- Solutions offered so far heavily rely on WhatsApp and excel sheets, hence leading to low turnouts, payment problems, and late cancelations.
- There has never been an all-inclusive solution that simplifies everything for them.

Key Pain Points

- Finding enough players is slow and unreliable
- Hosts track participants manually
- Payments are inconvenient to collect
- Last-minute cancellations break teams
- No-shows waste turf slots and money
- Players can't discover nearby games
- Skill mismatch hurts enjoyment
- No trust or reputation system exists
- Recurring communities are hard to manage
- Communication fragmented across multiple apps

Target Audience + User Personas

Primary (18–35)

Working Professionals

College Students

Sports Enthusiasts

Fitness Lovers

Secondary

Turf Owners

Sports Organizers

Community Admins

Tournament Organizers

Personas

Rahul, 25 | Software Engineer

Wants to play football twice a week without spending 30 min organizing each game.

Priya, 22 | College Student

Wants to find nearby badminton games and meet new players at her skill level.

Amit, 30 | Community Organizer

Wants smoother football game operations — payments, headcounts, and no-show management.

User Stories + Success Metrics

Key User Stories

- Game discovery nearby
- One-tap joining with fixed slots
- Secure in-app payments
- Host approvals & controls
- Waitlist auto-promotion
- Trusted regulars system
- No-show penalties
- Game-specific group chat
- Skill-level filters
- Community management
- Smart reminders
- Reliability ratings
- Wallet balance & payouts
- Game history & stats
- Tournament creation
- Admin analytics dashboard

North Star Metric

- Games Successfully Completed

Supporting Metrics

DAU (Daily Active Users)
Weekly Active Players
Games Created per Week
Join Rate (joins / views)
Payment Completion Rate
No-show Rate (target: < 5%)
User Retention (D7, D30)
Referral Rate

Competitive Analysis — Meetup

What Meetup Does

A social networking platform where individuals discover groups based on shared interests — technology, fitness, hiking, photography, entrepreneurship, and sports. Organizers can create events, manage RSVPs, communicate with members, and build interest-based communities.

Strengths

- Excellent for community discovery and connecting like-minded people
- Strong event creation and RSVP management tools
- Large existing user base across diverse interest categories

Limitations for Sports Operations

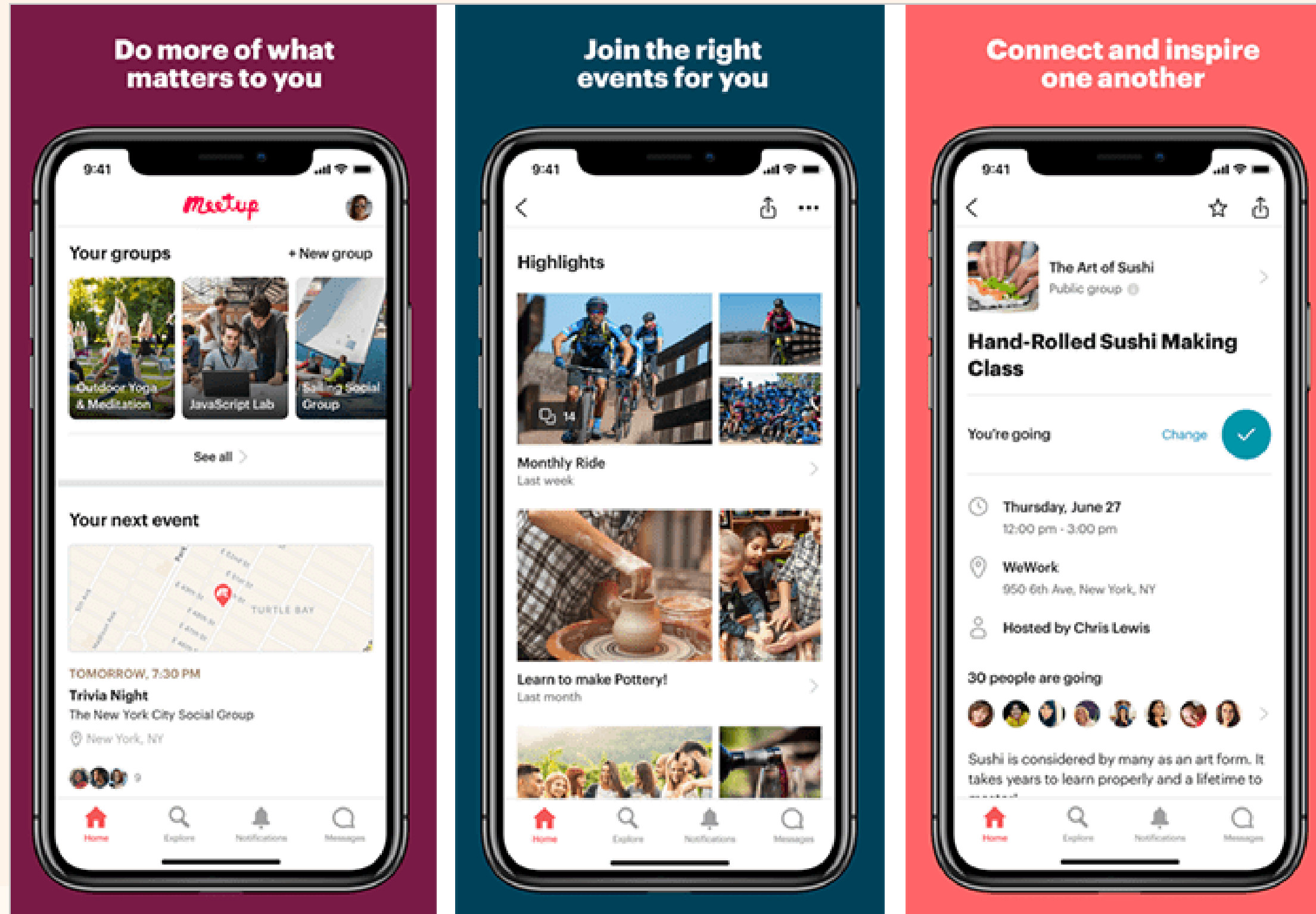
- Not designed as a sports operations platform
- No in-app payments or cost splitting for games
- No player management, attendance tracking, or match scheduling
- No venue booking or sports-specific workflows

Key Insight: Meetup solves community discovery; WePlay solves sports operations. Different problems, minimal overlap.

Competitive Analysis — Meetup



Meetup User design UI



Competitive Analysis — Meetup

Meetup	Playnest
General event platform	Sports-first community platform
Event discovery	Game discovery and creation
RSVP management	Confirmed player slots with waitlists
No payment handling	Integrated wallet and payment system
No host tools	Host dashboard with approvals, player management, and no-show handling
Limited sports workflows	End-to-end sports operations

Competitive Positioning

"PlayNest for recreational sports with built-in operations" — not just another Meetup.

Feature	Our Product	Meetup	Playo	Hudle	WhatsApp
Fixed Player Slots	✓		✓	✓	
Smart Waitlists	✓		~		
In-app Wallet & Payments	✓		✓	~	
No-show Penalties	✓				
Host Controls	✓	~	✓	✓	
Reliability Scores	✓				
Sports Analytics	✓		~		
Tournament Mgmt	✓		✓	~	
Community Building	✓	✓	✓	✓	~
Game Discovery	✓	✓	✓	✓	

Positioning: A sports operations platform that combines the community discovery of Meetup with the game management capabilities needed by recreational sports organizers.

Meetup = broad discovery | PlayNest = play sports without the hassle of organizing

User Journey Map

Visualize your user experience across every stage

STAGE	Discover	Consider	Decide	Use	Retain
 Actions What user does	- Opens the app - Browses nearby games - Filters by sport, location, time, skill level - Views game details	- Checks player list, skill levels & reviews - Reads host rules & game details - Compares other games	- Requests to join game - Adds money to wallet - Pays game fees - Waits for host approval (if needed)	- Receives confirmation - Joins game chat - Reaches venue - Plays the game - Marks attendance	- Gives feedback & rating - Becomes regular - Joins more games - Invites friends - Follows communities
 Thoughts What user thinks	"I want to play football this evening." "Where can I find a good match nearby?"	"Is this game right for my skill level?" "Will the players be reliable?"	"Let me join before it gets full." "Payment is easy and safe here."	"Great! Everyone is here and organized." "This is much better than WhatsApp."	"I had a good experience, I'll come back." "I trust this host and community."
 Emotions How user feels	 Curious Excited	 Evaluative Slightly Doubtful	 Confident Relieved	 Engaged Satisfied	 Happy Loyal
 Pain Points Friction/Problems	- Hard to find quality games - Too many irrelevant results - Unclear game details	- Not sure if players are reliable - No clarity on skill level - Hard to compare options	- Payment in multiple apps - Host takes long to approve - Fear of last-minute cancellation	- Players not showing up - Unorganized on-ground - No clear communication - Difficulty reaching venue	- No reminders for upcoming games - Hard to track history - No rewards for loyalty
 Opportunities Improvements/Ideas	- Smart filters & personalized recommendations - Show trusted hosts first - Highlight full matches	- Display host ratings & player reviews - Show skill breakdown - Clear game rules	- One-tap wallet payment - Instant confirmation - Auto-waitlist if full - Secure transactions	- In-app navigation - Real-time updates - Attendance tracking - Live match chat	- Loyalty points & badges - Personalized reminders - Game history & stats - Community & tournaments
 Touchpoints Where user interacts	 Home Feed, Search, Filters, Map	 Game Details, Player List, Reviews, Host Profile	 Join Request, Wallet, Payment Gateway, Confirmation	 Game Chat, Directions, Push Notifications	 Ratings, Rewards, Communities, Profile

EMPATHY MAP

Persona: Niranjan Pillai, 26, Product Manager, plays football every weekend.

SAYS

- "I just want to play football after work."
- "Finding players every week is frustrating."
- "I don't want to chase people for payments."
- "I wish everything was in one app."
- "I need games close to my location."

THINKS

- "Will enough players join?"
- "I hope no one cancels at the last minute."
- "Is this game suitable for my skill level?"
- "Can I trust these players and the host?"
- "Hopefully the payment is secure and hassle-free."

EMPATHY MAP

DOES

- Searches nearby football games
- Uses filters for location, sport, and time
- Reads host ratings and player reviews
- Pays through the wallet
- Joins the game and interacts in chat
- Rates the host and returns for future games

FEELS

- 😊 Excited to play
- 🤔 Unsure about player quality
- 😟 Worried about cancellations
- 😌 Relieved after confirmation
- 😄 Happy after playing
- ❤️ Loyal to trusted communities

S

W

O

T

STRENGTHS

- Management of the entire sporting game rather than just discovering games. Platform with zero users.
- Streamlining game organization by using automatic allocation of players to games. The success of the project is contingent on reaching a critical number of users per city.
- Use of wallets for making payments streamlines the process. The development of trust to handle user information takes time.
- Tools to host games like player approval system, reliability rating, and no-show penalty system.

WEAKNESSES

- It is necessary to reach the critical mass of users per city.
- Trust is needed in processing payments and user information, and it takes time.
- Operational cost for customer care, resolving payment issues, and moderation is high.
- Development cost is also higher because of multiple features.

S | W | O | T

OPPORTUNITIES

The Indian system of amateur sports is developing very fast.

Corporate wellness programs and college sports clubs are possible sources for partnership.

Other income sources include organizing tournaments, subscriptions, and partnerships with venues.

Sources of monetization: booking charges, membership fees, tournaments, sponsorships, and advertising.

THREATS

- Established competitors like Playo, Hudle, Meetup, District and Spond.
- Users may continue using free tools like WhatsApp due to familiarity.
- Strong network effects favor incumbents once they build local communities.

North Star Metric

Games Successfully Completed

The total number of sports games that are successfully played with the required minimum number of participants.

Formula

Games Successfully Completed = Total Games Played with Required Players

Example:

- Games Created = 150
- Games Successfully Played = 132
- Games Cancelled = 18

North Star Metric = 132 Games Successfully Completed

Why this metric matters

The objective of our app is to assist individuals in playing their sports effortlessly. An effective game requires that individuals interact and play the sport, and not merely install the app and/or view games.

This performance indicator reflects the essence of the product because it includes:

-  Successful player matching
-  Complete team formation
-  Secure payment completion
-  Low no-show rate
-  High user satisfaction and retention

Performance Dashboard

Weekly Active Users (WAU)

20,000+

Number of unique users active in a week
Count of unique users over the last 7 days

Daily Active Users (DAU)

5,000+

Unique users with at least one session per day

Match Fill Rate

>85%

Games Filled ÷ Games Created × 100

Payment Success Rate

>98%

Successful Payments ÷ Payment Attempts × 100

No-show Rate

<5%

No-shows ÷ Confirmed Players × 100

User Retention (30-day)

>40%

Users Active on Day 30 ÷ Users Acquired on Day 0 × 100

Avg Revenue per User

₹100/month

Total Revenue ÷ Active Users

Net Promoter Score (NPS)

>50

% Promoters – % Detractors

MoSCoW model

Mo

Must have

Absolutely necessary
for the project

- User Registration & Login
- User Profile Management
- Create a Game
- Join a Game
- Nearby Game Discovery (Location-based)
- Sport & Skill Level Filters
- Host Dashboard
- Wallet Integration
- Secure Online Payments
- Player Slot Management
- Attendance Tracking
- Game Details Page
- In-app Notifications
- No-show Penalty System
- Game Cancellation Management
- Maps & Venue Navigation

S

Should have

Important but not
essential for the project

- Community Chat
- Game-specific Chat
- Waitlist Management
- Host Ratings
- Player Ratings
- Regular Player List
- Match History
- Push Notifications
- Search History
- Favorite Venues
- Invite Friends
- Community Management
- Co-host Management
- Game Reminders

Co

Could have

Beneficial to the project
but less important

- Tournament Management
- Leaderboards
- Loyalty Rewards
- Achievement Badges
- Player Statistics Dashboard
- Referral Program
- AI-based Game Recommendations
- Personalized Home Feed
- Social Media Sharing
- Dark Mode
- Sports News Feed
- Event Photo Gallery
- Community Polls
- In-app Support Chat

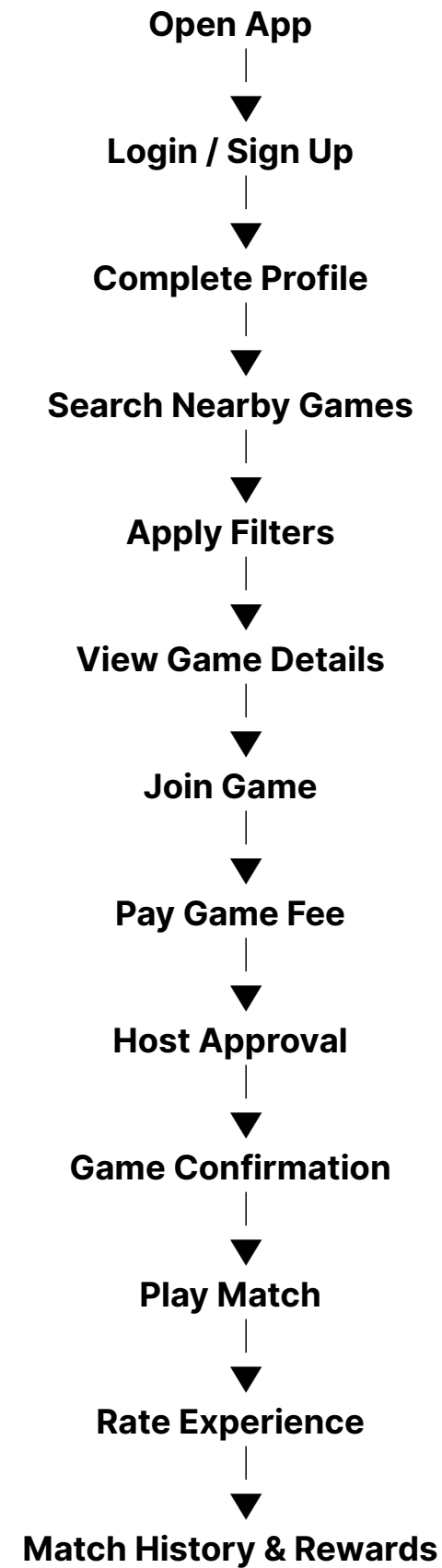
W

Won't have

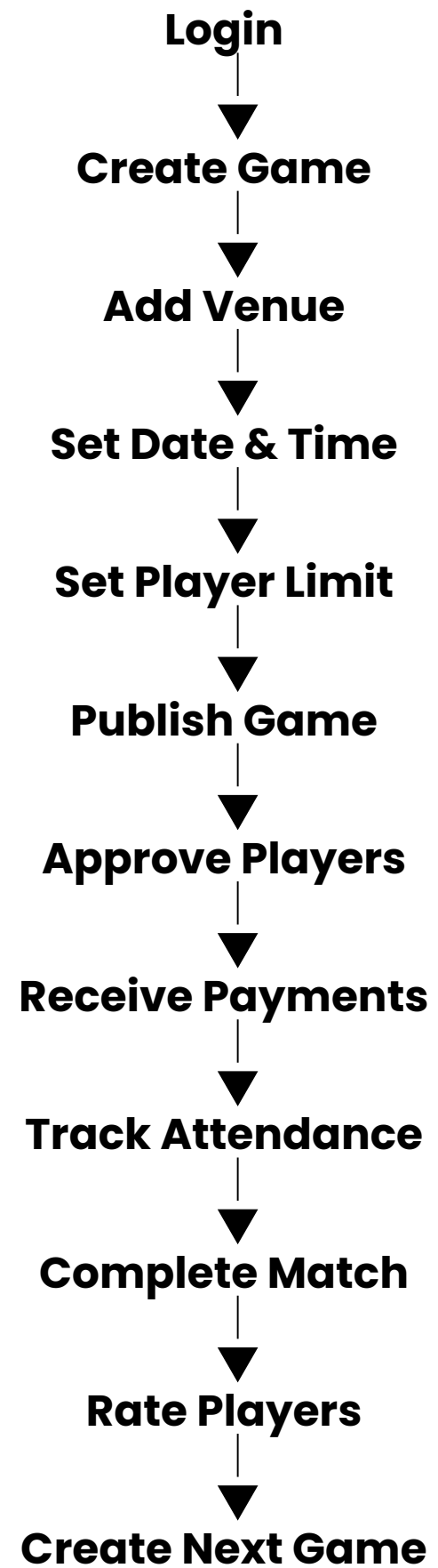
Adding little or no value
to the project

- Live Match Streaming
- Fantasy Sports Integration
- Coach Booking
- Equipment Rental Marketplace
- Merchandise Store
- Wearable Device Integration
- AR/VR Sports Experience
- Voice Assistant
- AI Referee
- Live Match Score Broadcasting
- Multi-language AI Assistant
- Sports Betting Features
- NFT/Digital Collectibles
- International League Management
-

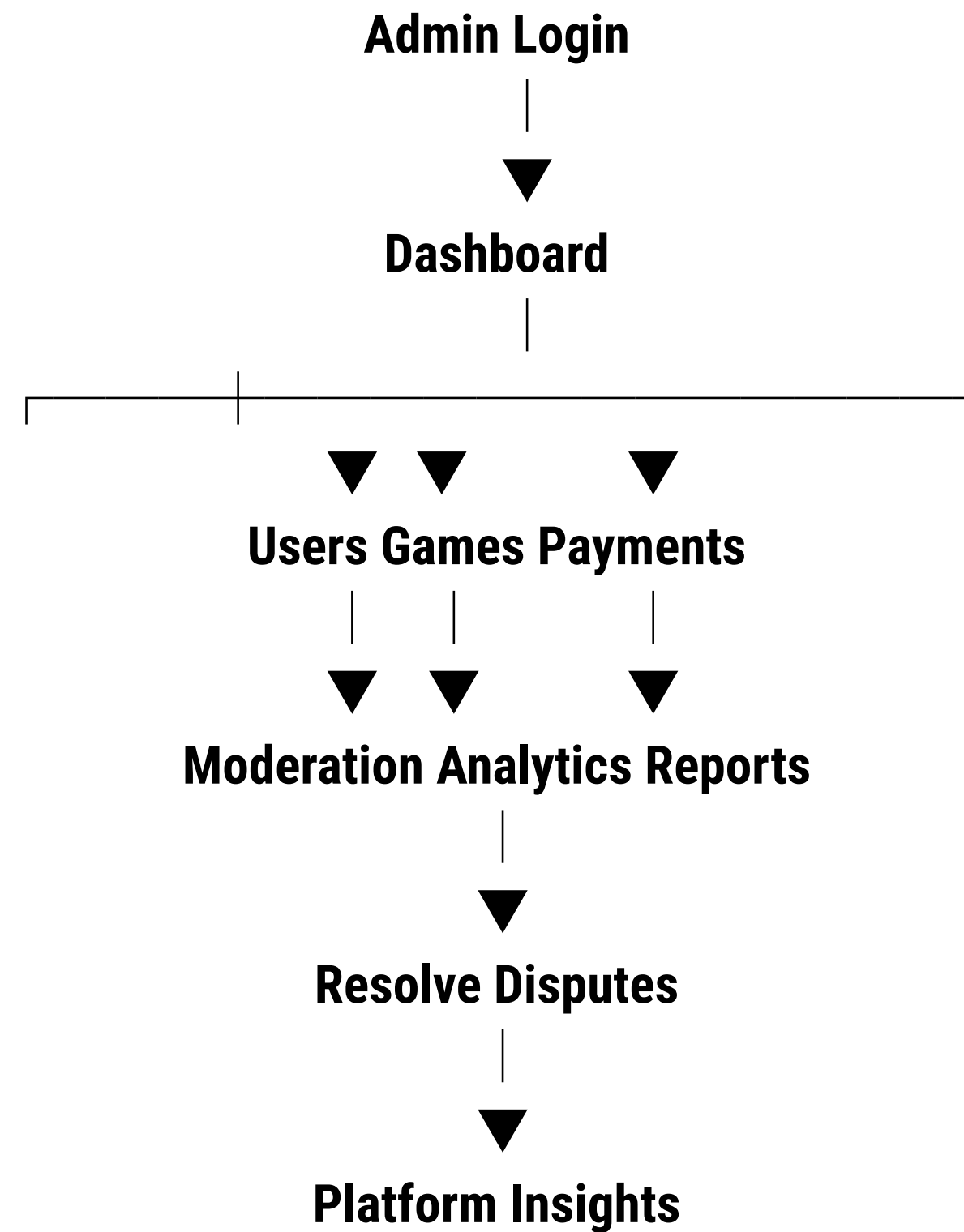
User flow For user/players



User flow For Host



User flow For Admin



Go-To-Market Strategy

Launch Vision

Create India's most reliable digital platform for managing recreational sports.

Transform present WhatsApp groups into organized digital sports groups.

Approach: Do not expect people to abandon WhatsApp straight away – enhance WhatsApp initially, then slowly emerge as the main platform for games.

Phase 1 — Community-Led Launch (MVP)

Pilot: WePlay WhatsApp Group

First community & launch pad for product validation.

Current Activities:

- Organizing football games weekly
- Collecting payments manually
- Managing attendance & headcounts
- Sharing venue details via chat
- Replacing cancelled players last-minute
- All communication through WhatsApp

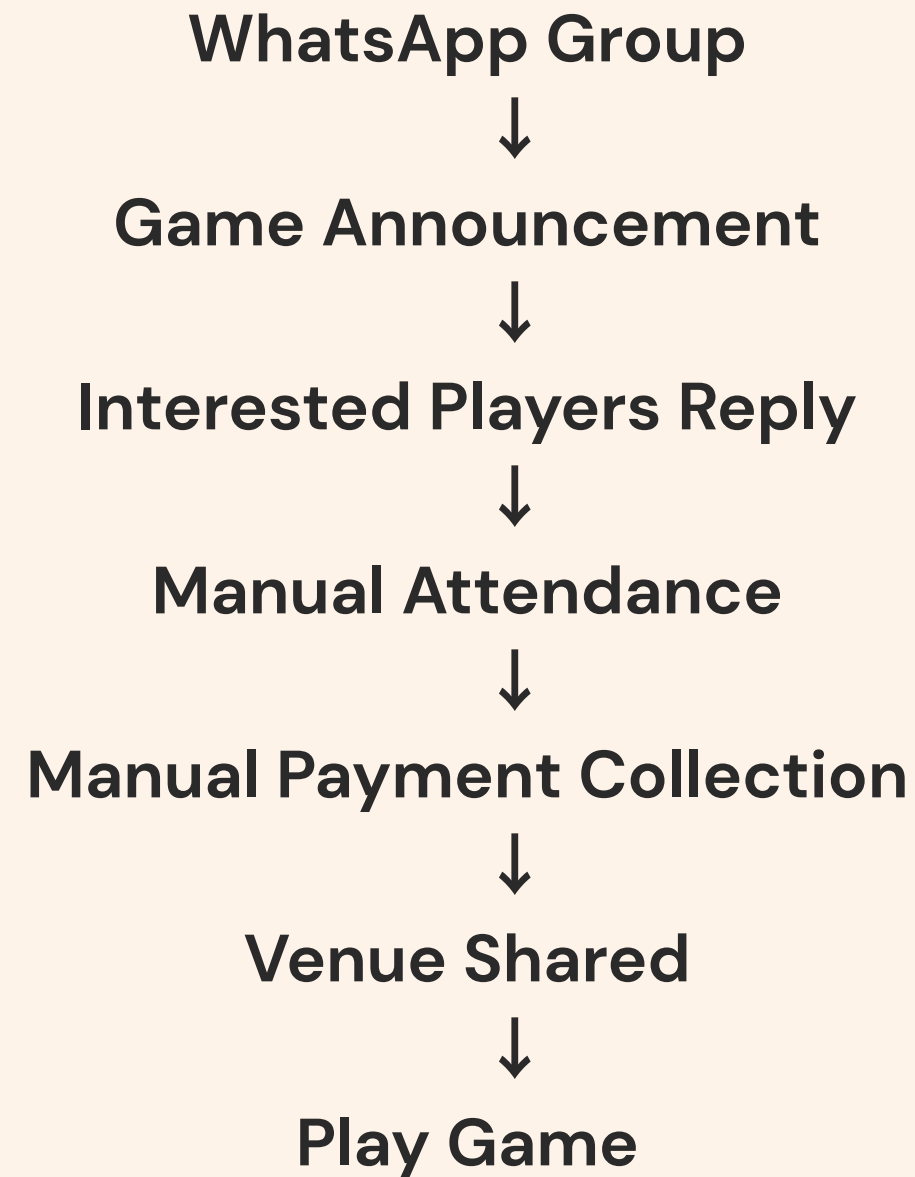
→ Real environment to validate product-market fit before scaling.

Why Start with WePlay?

- ✓ Existing trust among members
- ✓ Zero cold-start problem
- ✓ Immediate product feedback
- ✓ Faster feature validation
- ✓ Lower CAC

User Migration Strategy

Current workflow:



Future workflow:



Community-First Growth Strategy

1 Host All Football Games Through the App

The Shift

From: "Who is coming today?" in WhatsApp

To: "Join today's game on WePlay"

Every member joining a game becomes an active app user.

This is the first habit change.

Step 2 — Payments Inside the App

- No manual UPI collection
- Automatic attendance
- Reduced disputes
- Faster confirmations

The operational layer that makes the product stick.

Step 3 — Collect Feedback After Every Match

- User ratings
- Feature requests
- Bug reports
- NPS survey

Feedback drives product iteration.

2 Expand Existing Communities

Target nearby communities:

- Local football groups
- Badminton groups
- Pickleball communities
- Cricket groups
- Padel clubs

Offer organizers:

- Free onboarding
- Easy migration
- Organizer dashboard
- Cost splitting
- Player management

3 Venue Partnerships

Benefits for venues:

- Higher bookings
- Increased visibility
- Community exposure
- Digital scheduling

Benefits for players:

- Exclusive discounts
- Faster booking
- Preferred time slots

4 Campus Expansion

Campus Ambassadors:

- Create games
- Invite classmates
- Build sports communities
- Promote tournaments

Rewards:

- Premium subscription
- Merchandise
- Wallet credits

5 Corporate Sports

Partner with companies:

- Weekly football leagues
- Badminton tournaments
- Cricket competitions

Benefits:

- Employee wellness
- Team building
- Simplified event management

Community first, platform second.

Why This GTM Is Strong

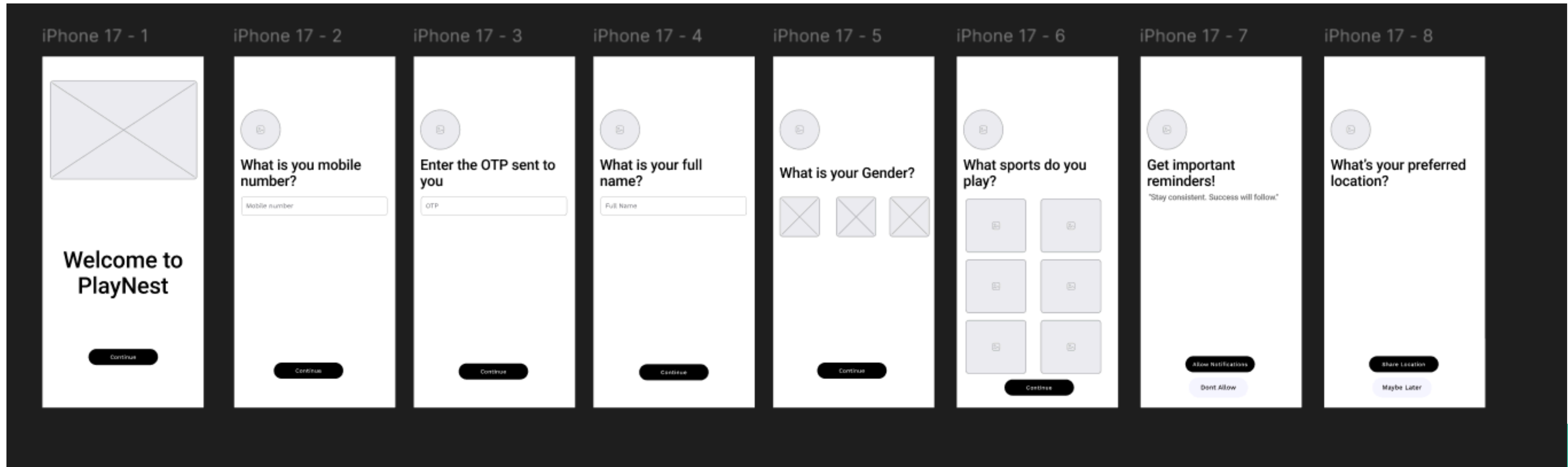
Almost all marketplace applications suffer from the "cold start" problem, as they are launched without having any users or communities.

Your approach will be different from others because it will start with having an existing WhatsApp community:

- Validate the product among existing users.
- Improve features based on the feedback of organizers and players.
- Reach out to adjacent communities after having validated the process.
- Grow from one city to another through communities and venues.

It will help you save money in customer acquisition and learning.

Mockup/Wireframes



Mockup/Wireframes

Screen 1 — Welcome

Purpose

Introduce the Playnest brand and communicate the app's core value before asking the user to register.

User Goal

Understand what the app is and begin onboarding.

Business Goal

Create a positive first impression and encourage users to continue.

Screen 2 — Mobile Number

Purpose

Authenticate the user securely using their phone number.

User Goal

Enter mobile number quickly.

Business Goal

Increase successful registrations.

Why Mobile Login?

- Faster than email
- Higher verification rate
- Suitable for sports communities

Screen 3 — OTP Verification

Purpose

Verify ownership of the mobile number.

User Goal

Enter OTP with minimal effort.

Business Goal

Prevent fake accounts.

Mockup/Wireframes

Screen 4 — Full Name

Purpose

Collect the user's display name.

Business Goal

Improve trust within sports communities.

Why This Matters

Players feel more comfortable joining games with identifiable participants.
e.

Screen 5 — Gender

Purpose

Capture demographic information to support inclusive experiences and, where relevant, sport-specific or community-specific recommendations.

Business Goal

Enable personalization without making the field mandatory.

Screen 6 — Sports Selection

Purpose

Personalize recommendations.

User Goal

Choose favourite sports.

Business Goal

Improve game recommendations.

Why It Matters

Instead of showing every game, the app immediately recommends:

- Football
- Cricket
- Pickleball
- Badminton
- Basketball

Mockup/Wireframes

Screen 7 — Notification Permission

Purpose

Enable timely notifications about games, approvals, cancellations, and reminders.

Business Goal

Improve engagement and retention.

Screen 8 — Location Permission

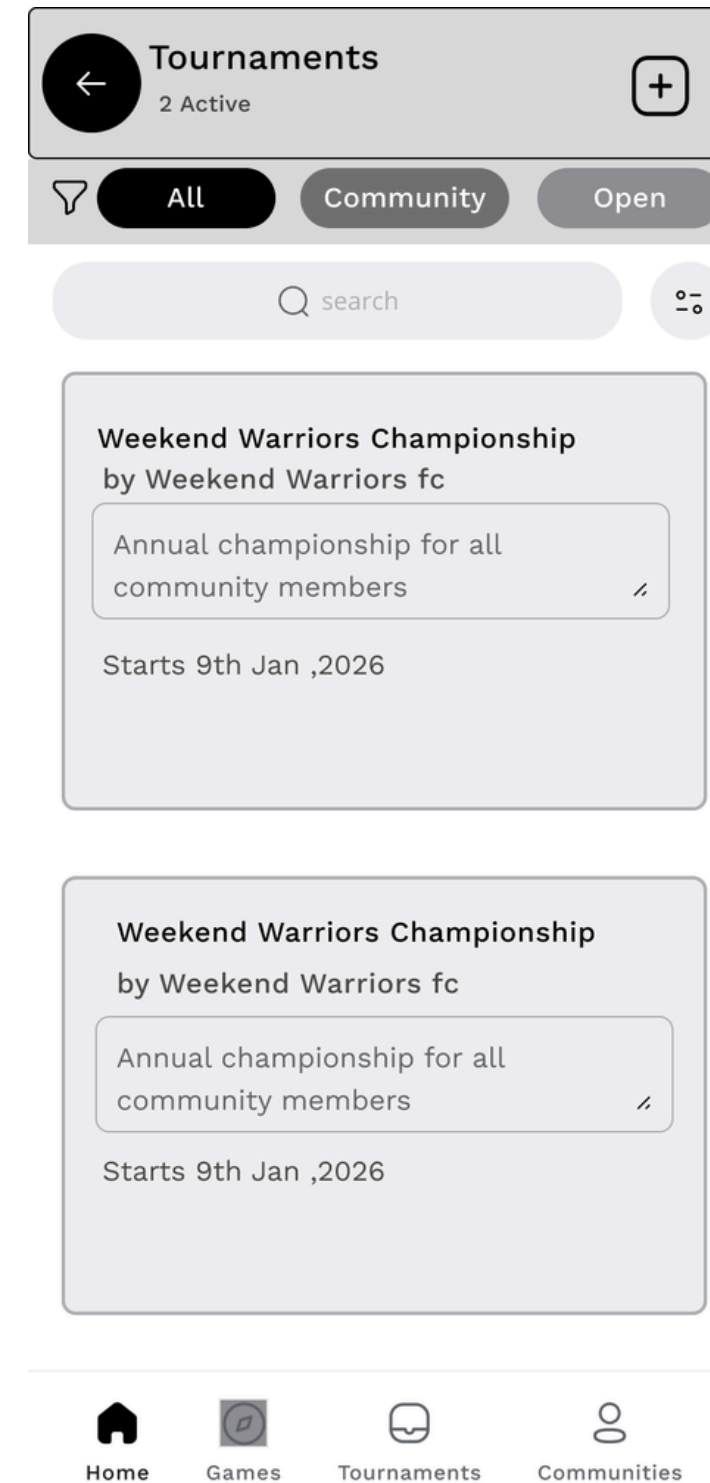
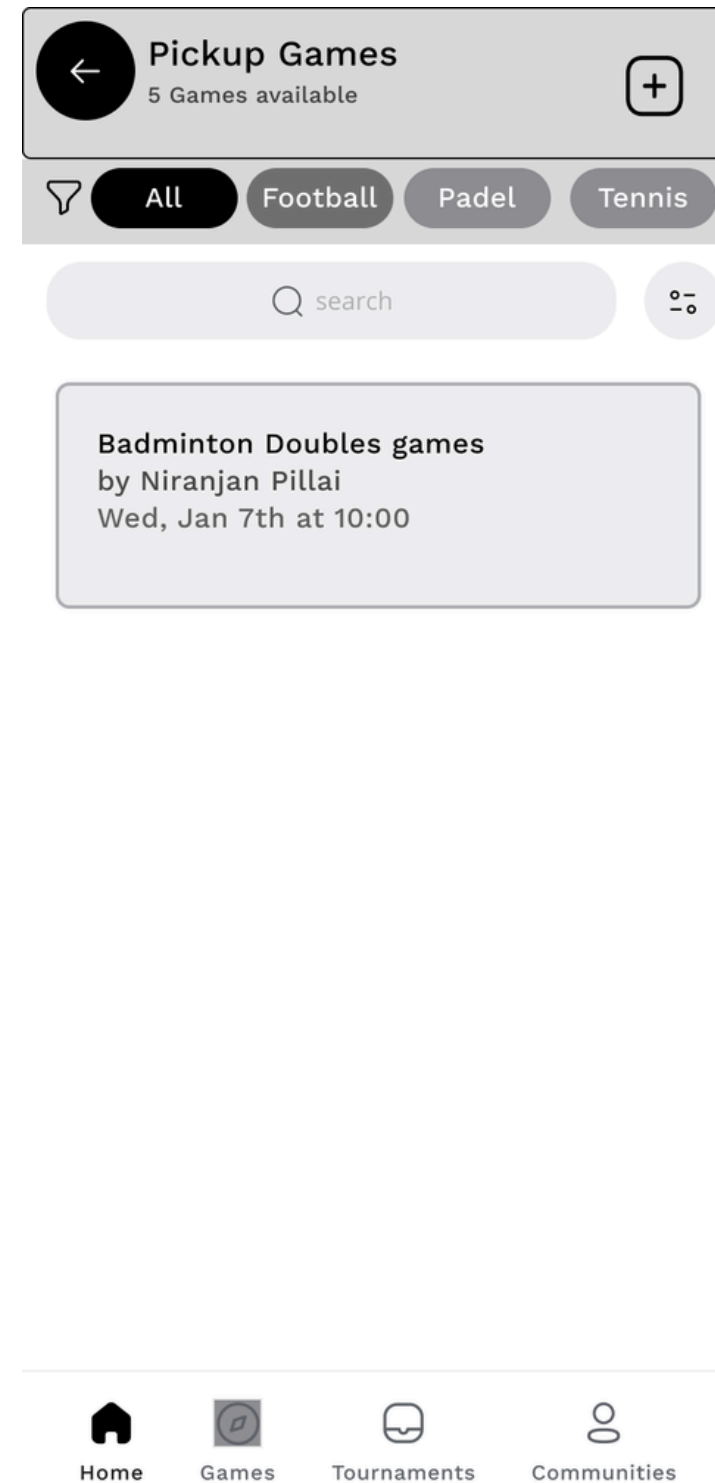
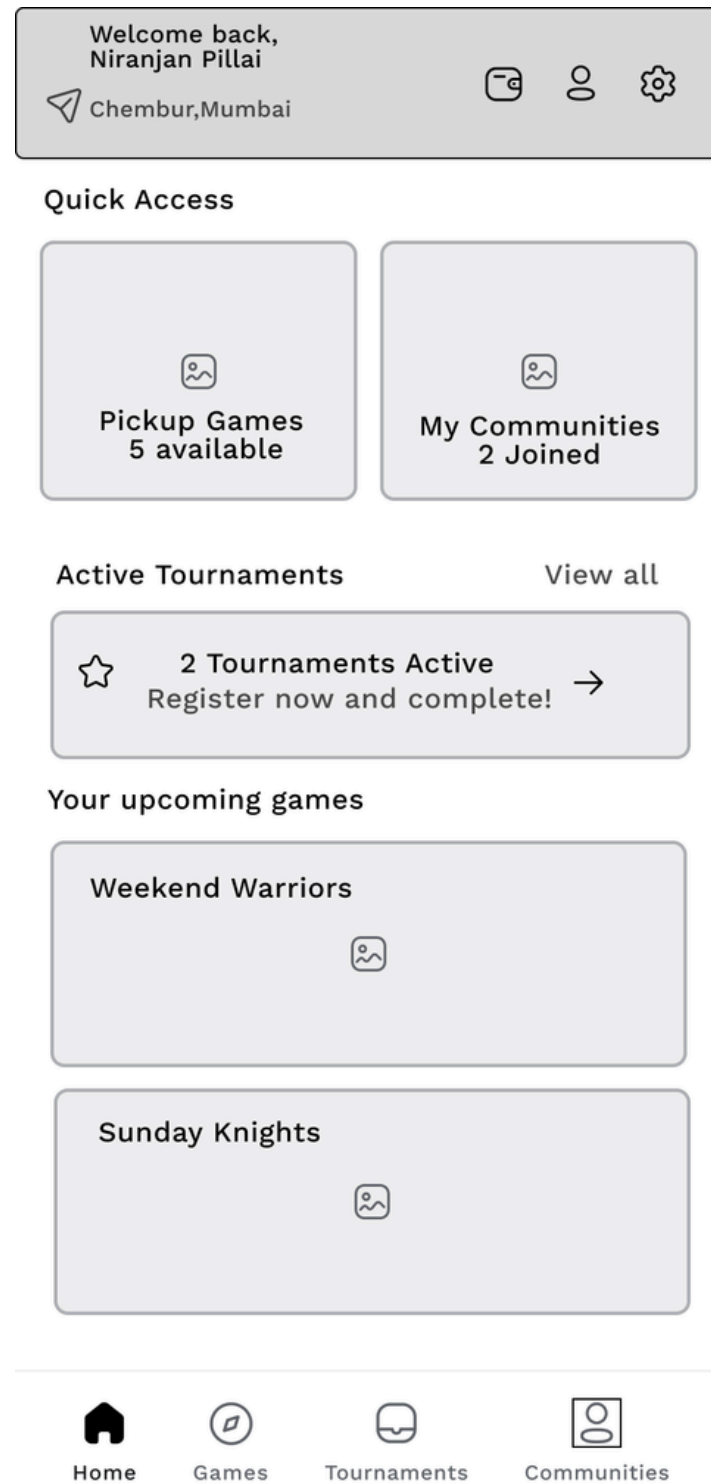
Purpose

Find nearby games and venues.

Business Goal

Improve discovery.

Mockup/Wireframes



Home Dashboard

The Home Dashboard acts as the central hub where users can quickly access ongoing activities, upcoming matches, communities, and tournaments.

User Goal

- View upcoming games
- Check active tournaments
- Access communities
- Resume previous activity

Business Goal

Increase daily engagement by surfacing the most relevant information immediately after login.

Key Features

- Personalized greeting
- Quick Access shortcuts
- Active tournaments
- Upcoming games
- Bottom navigation

Pain Point Solved

Previously, users had to search WhatsApp conversations to find upcoming matches.

Now everything is visible from one dashboard.

Success Metrics

- Daily Active Users
- Home Click-through Rate
- Upcoming Match Click Rate
- Session Duration

Pickup Games

Purpose

Allow users to discover and join nearby pickup games based on sport and preferences.

User Goal

Find a game within a few taps.

Business Goal

Increase successful game participation.

Key Features

- Sport filters
- Search
- Upcoming pickup games
- Create Game button

Pain Point Solved

Instead of asking

"Anyone playing football tonight?"

users simply browse available games.

KPIs

- Games Viewed
- Join Rate
- Search Usage
- Match Fill Rate

Tournament Screen

Provide a centralized space for discovering and participating in tournaments.

User Goal

Browse tournaments and register.

Business Goal

Increase tournament participation and community engagement.

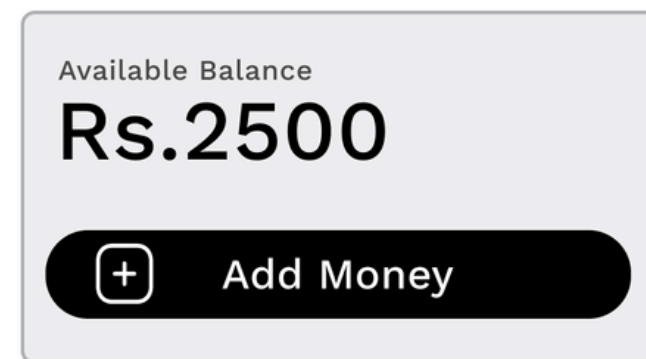
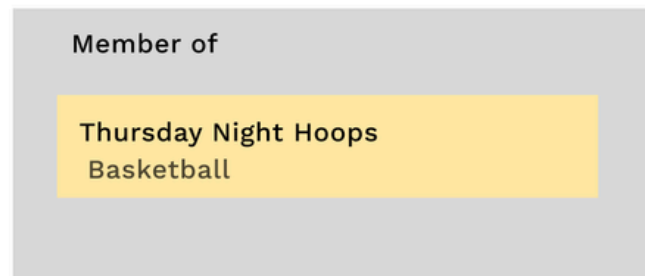
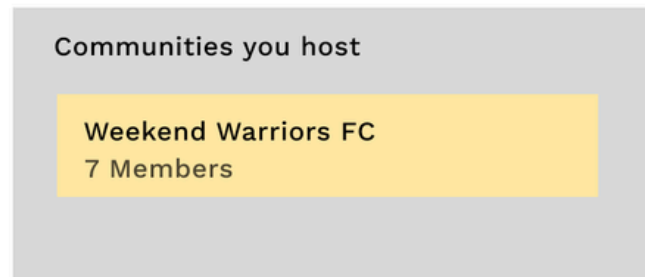
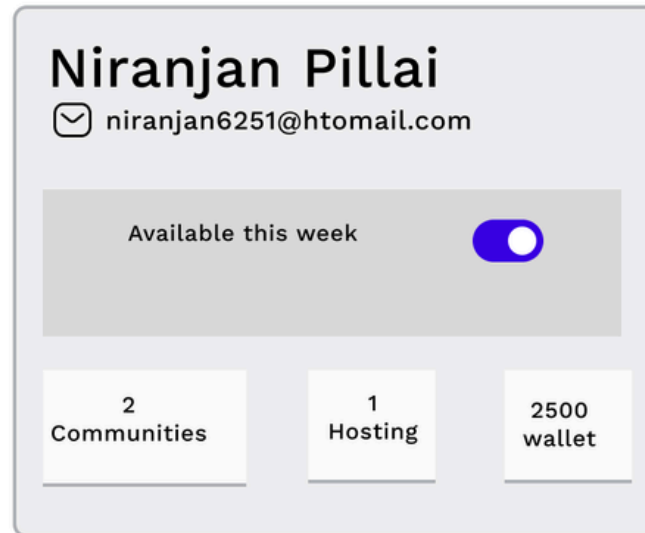
Key Features

- Tournament cards
- Filters
- Search
- Create Tournament

Success Metrics

- Tournament Registrations
- Tournament Completion Rate
- Tournament Page CTR

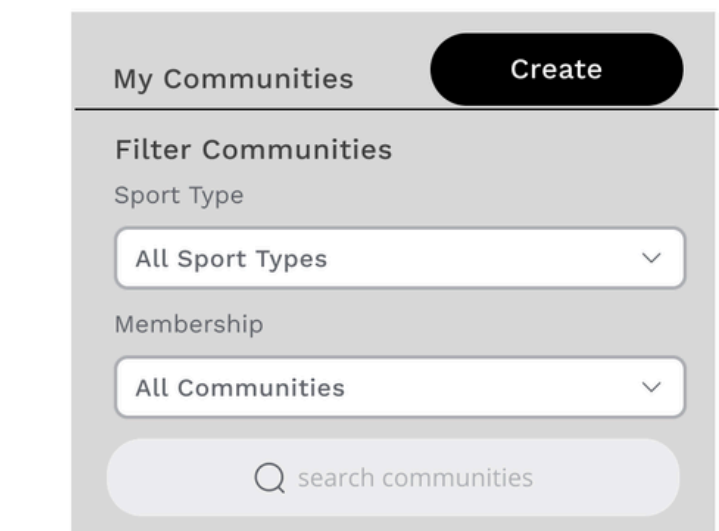
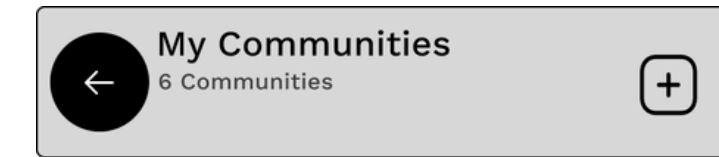
Mockup/Wireframes



Transaction History

Payment for game - Weekend warriors		
9th Jan ,2026 6:00 pm	-Rs.200	
Refund - Weekend warriors		
9th Jan ,2026 6:00 pm	+Rs.200	
Payment for game - Weekend warriors		

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi in ex eleifend, faucibus libero ac, lobortis leo.



My Communities

User Goal

Find communities matching their sport or interests.

Business Goal

Increase retention by encouraging long-term participation.

Key Features

- Explore Communities
- Search
- Sport Filters
- Membership Filters
- Create Community

Pain Point Solved

Instead of dozens of unrelated WhatsApp groups, users have structured communities inside the app.

KPIs

- Community Join Rate
- Communities Created
- Weekly Active Communities

Wallet

User Goal

Manage sports-related transactions

Business Goal

Reduce payment friction and improve trust.

Key Features

- Wallet Balance
- Add Money
- Transaction History
- Refund Tracking

Problem Solved

Hosts no longer need to manually reconcile UPI payments.

KPIs

- **Payment Success Rate**
- **Wallet Top-ups**
- **Refund Completion Time**

Profile

User Goal

View account information, hosted communities, and memberships.

Business Goal

Increase trust and encourage continued participation.

Key Features

- Availability Toggle
- Community Statistics
- Hosting History
- Wallet Summary

KPIs

- Profile Completion Rate
- Availability Updates
- Repeat Participation

Mockup/Wireframes

 Host a pick up game

Game Details

Game Title

Eg: morning ragers

Sports Type

Football

Description

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi in ex eleifend, faucibus libero ac,

When and where

Date

Date

Time

Time

Location

Cental Gorund

Create Pickup Game

 Create Tournaments

Tournament type

Community (optional)

Open Tournament

Tournament Details:

Tournament Title

Eg: Annual sports tour

Sports Type

Football

Description

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi in ex eleifend, faucibus libero ac, lobortis

Schedule

Tournament start date

Start date

Create Tournament

 Create Community

Basic Information

Community Name

Eg: WePlay

Sports Type

Football

Description

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi in ex eleifend, faucibus libero ac, lobortis

Privacy Settings:

Public Community Instant Join

Private Community Host Approval

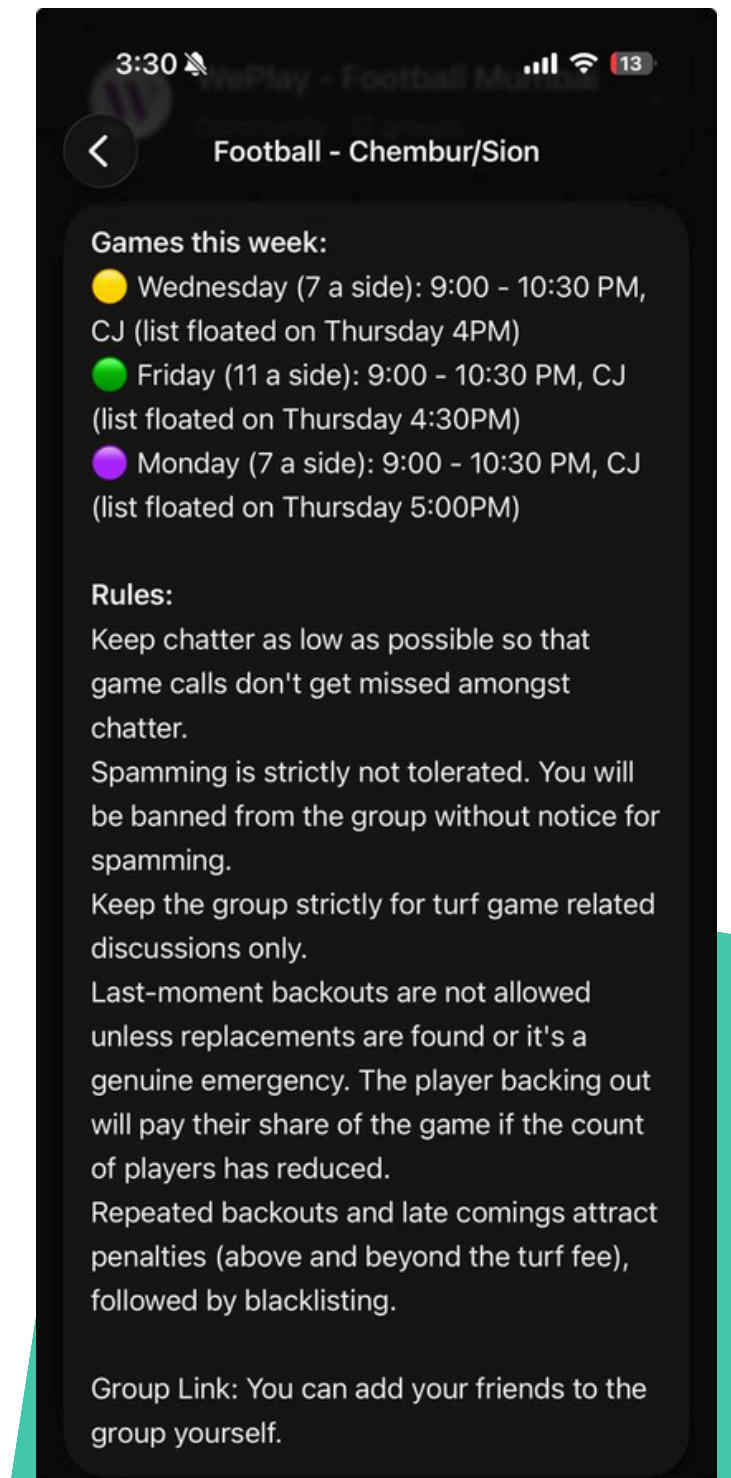
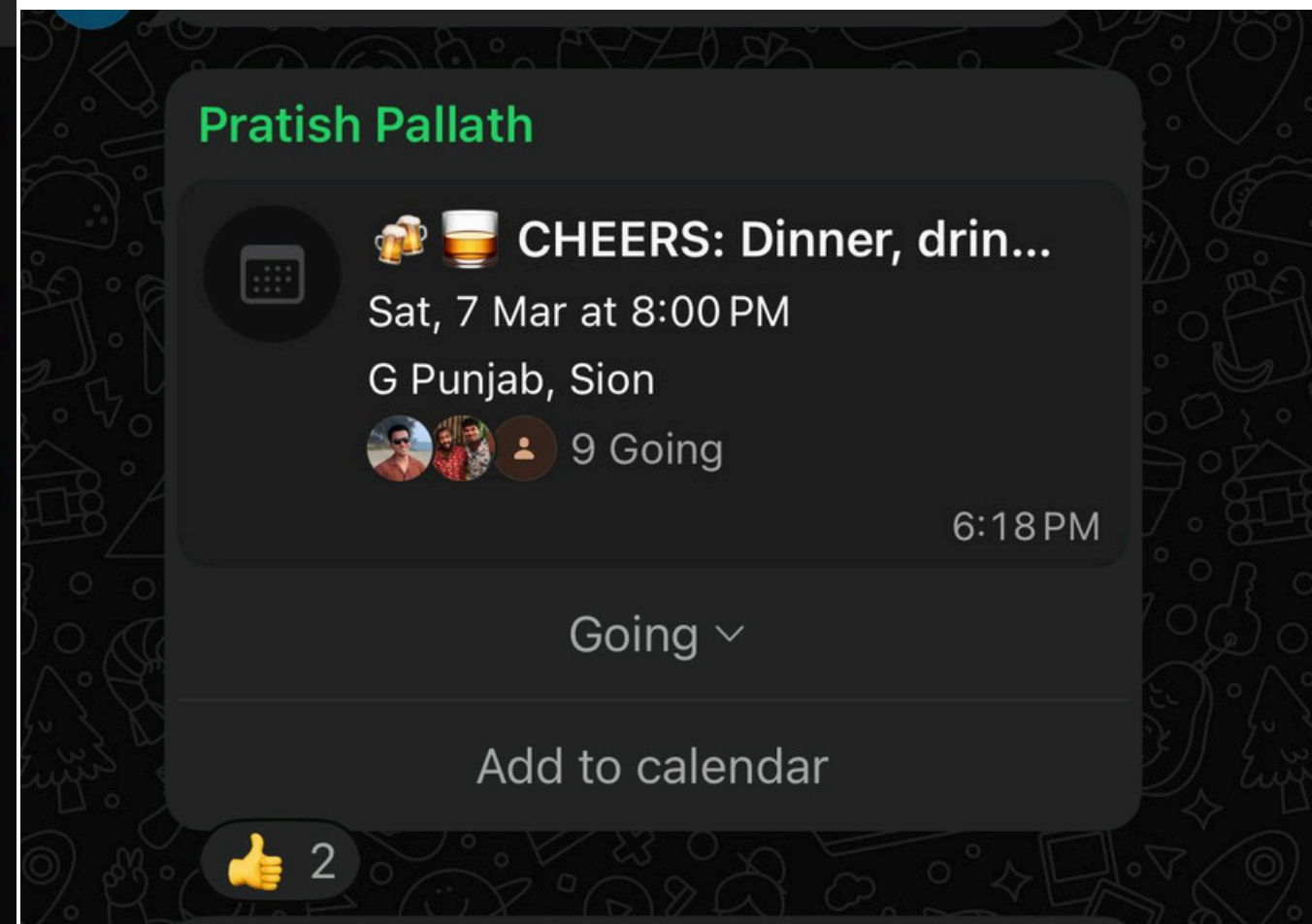
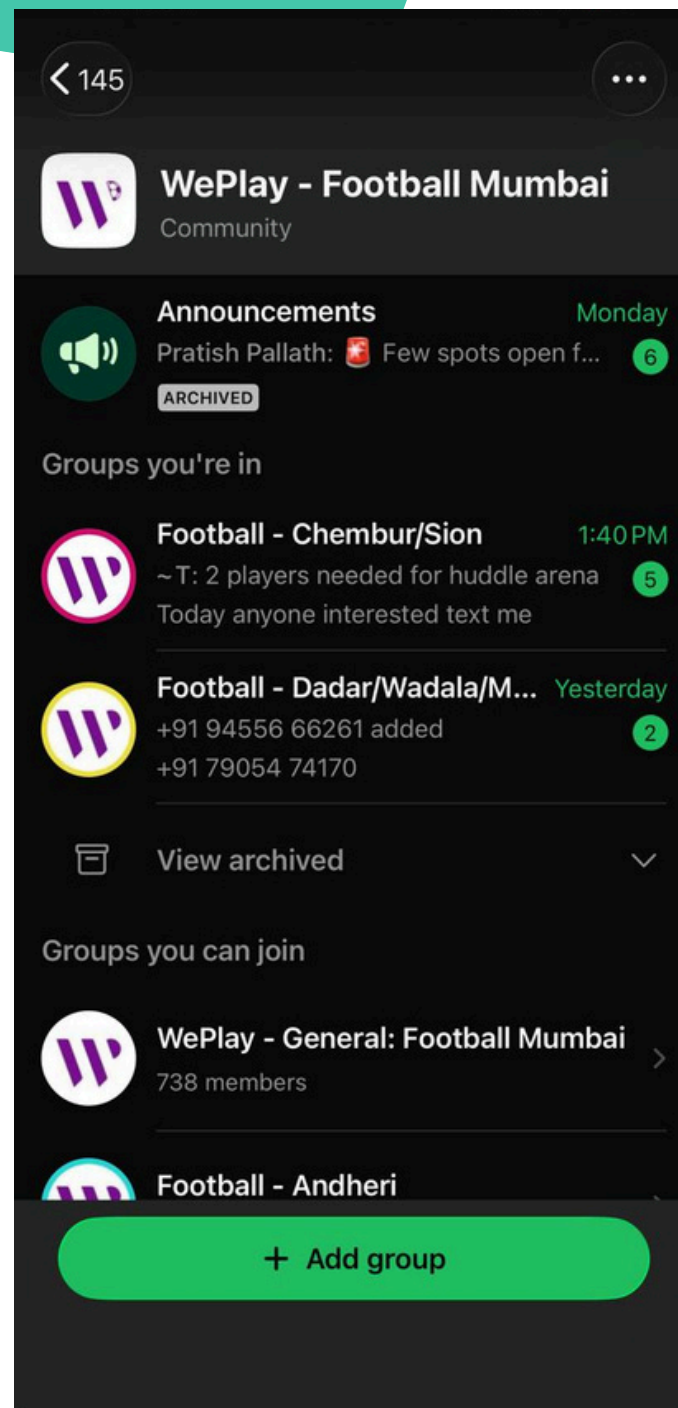
Game rules

Max 10 players

Create Community

Screenshots of Close Knit community (WePlay Community)

Niranjan Pillai



Pain points/Greivances faced through **current** whatsapp sports communities to build PlayNest

Problem 1: Too Many Groups Made Management Difficult

I found different groups for:

- announcements,
- locations where we would play football,
- regular players,
- beginner players,
- game organization,
- alternate players, and
- random chat.

Over time, it became difficult to:

- follow all important updates,
- keep track of active games,
- navigate unread messages,
- identify relevant threads, and
- follow game-related information.

Important game information would get lost amidst irrelevant chat.

Problem 2: Hosts Had to Manage Everything Manually

Most of the activities were handled manually by hosts:

- arranging games,
- managing payments,
- coordinating replacements for absentees,
- managing attendance,
- keeping the rules in mind, and
- maintaining discipline.

This put too much pressure on the hosts and made scaling communities difficult.

These images depict how much manual work was done to manage the group.

Pain points/Greivances faced through **current** whatsapp sports communities to build PlayNest

Problem 3: Trust and Reputation Were Based on Memories

A player's reliability and discipline was highly valued:

- arriving on time,
- being consistent in attending games,
- not canceling at the last minute,
- behaving respectfully,
- and being a frequent participant.

With time, players who were considered to be trustworthy were given special access and good reputation in the community. I myself had gone through this transformation of gaining special access to the Regulars group due to my reputation. However, WhatsApp had no such features to allow users to:

- check reputation,
- reward trusted members, and
- identify reliable participants.

Problem 4: Event Coordination Was a Problem

Various events such as:

- football games,
- meetings,
- dinners, and
- other group events

were organized regularly by the community.

Despite the introduction of events feature by WhatsApp, managing payments, coordinating attendance, replacements, and reminders were still fragmented.

Hosts had to do everything manually.

Conclusion/Realization

Vision for My Project

"Transform into the go-to place where any individual can discover, organize, and play the game with their own community - making the process of playing a sport as simple as calling a cab or getting food delivered."

Extended Vision

PlayNest strives to eliminate all the hurdles which stand in the way of individuals from enjoying a sport regularly. Irrespective of the fact whether an individual has just shifted to a new city or lacks adequate friends for organizing a team or finds it hard to find reliable players, PlayNest offers a reliable community in which games are easily played and managed.

It not only enables the host in organizing a perfect game but also enables the player in discovering opportunities as per his/her skills, location, and availability.

Ultimately we plan to become India's biggest sports community."

Design Links

Wireframes and prototype page

