

Customer Statement	Interpreted Need	Importance	Group Summary
<b>Quick modification and combination</b> of data with graphics.	Display can be changed quickly.	5	Easy and fast to use.
<b>Find specific functions in a fraction of a second.</b>	The control panel has simple controls.	5	
<b>Configurable:</b> information varies between games.	Display is versatile.	5	Versatile.
Change names last second, reveal one at a time, trigger when each name appears.	Text can be input whenever needed, including immediately.	3	Shows a combination of graphics and text.
Display <b>team setup:</b> Set logos and graphic color, for the Home and Away teams	Team graphics can be set for each game.	5	
<b>Goalie matchup:</b> incorporate live video of goalies with names and stats.	Product can combine live video feeds with text information.	4	
<b>Standing/stats</b>	Screen can be configured to show various stats and information.	3	
Full page <b>sponsor elements</b> Store 6-8 sponsors per game	Screen can display sponsor related graphics.	5	Shows sponsor information
<b>Sponsor 'bugs'</b>	Displays chosen graphics on command.	4	
<b>Fan birthday</b>	Screen displays text with set pace and duration	2	Crowd engagement
<b>Make noise/Crowd prompts</b>	Product has a range of animations and graphics.	3	

### ***Problem Statement:***

Ross video needs a user interface which is capable of controlling the output of accurate information and live video feeds, that can be quickly and easily modified during games.

## Benchmarking:

	<b>Scorevision LED Video Scoreboards</b>	<b>Unreal Engine</b>	<b>Show Control Studio</b>
<b>Company</b>	Scorevision	Unrealengine	Daktronics
<b>Cost (if stated)</b>	Contact sales. (15k-100k USD, depending on features)	Free to use, 5% royalty when your product succeeds	Contact sales.
<b>Data Displayed</b>	Leaderboard automatically updates and features names and player photos alongside stats.  Player accolades button generates an animation.	Display VFX in real time.	Combines graphics and Data (images, animations, text and real-time data)
<b>Versatility and Ease of Use</b>	Capable of outputting specific content at specific times.  Display can be edited using tablet applications Game information from apps automatically updates on video scoreboards, fan apps, and cloud with no double-entry or extra efforts.	Broad format and hardware compatibility.  Ensures synchronization between multiple different video feeds and signal processing devices.	Customizable button size and layout.  Drag-and-drop data onto graphic layout using a collection of programmable sports and information data profiles.  Integration: Easy to view and track data sources. System can be integrated with other products.
<b>Viewer Engagement Features</b>	ScoreVision Fan App: game information, schedules, announcements, interactive features, etc.	Accurate particle physics and collision that can be projected into the audience and interacted with.	N/A
<b>Other</b>	Incorporates sponsor messaging alongside media content. Automatically generates reports for sponsors.	System can be incorporated into other products Can create lots of different graphics with high levels of specs.	Content is scaled to the exact size of the display when signal is transmitted.  Supports files from Adobe Photoshop/Illustrator/After Effects, and Quicktime.
<b>Source Link</b>	<a href="https://scorevision.com/our-software/scoreboard/">https://scorevision.com/our-software/scoreboard/</a>	<a href="https://www.unrealengine.com/en-US/solutions/broadcast-live-events">https://www.unrealengine.com/en-US/solutions/broadcast-live-events</a>	<a href="https://www.daktronics.com/en-us/products/software-and-controllers/show-control/show-control-studio">https://www.daktronics.com/en-us/products/software-and-controllers/show-control/show-control-studio</a>