

CASE STUDY



# PlayConnect

Simplifying Sports and Arts  
Management with an Integrated  
Platform

[www.zoondia.com](http://www.zoondia.com)





# PlayConnect

Category : **Activity Management System**

Location : **Qatar**

## Business Background

A client in Qatar sought a unified platform to manage sports and arts activities, connecting parents with sports academies. The solution included a mobile app for parents, a web app for academies, and an admin portal for centralized oversight. Parents could manage memberships, bookings, and schedules, while academies controlled schedules, finances, and memberships. The admin portal handled user, data, and payment management.





## Challenges

- **Fragmented Communication**

Parents faced difficulties in connecting with sports academies and staying updated on schedules and memberships.

- **Manual Processes**

Sports academies relied on inefficient manual methods to manage memberships, track payments, and schedule activities.

- **Lack of Centralized Oversight**

The absence of a centralized system made it challenging for administrators to monitor operations and manage vendor payments.

- **User Accessibility Issues**

Existing systems lacked user-friendly interfaces tailored to the needs of parents and academies.





## Approach

### ● Research & Analysis

We collaborated with parents, sports academies, and administrators to understand their pain points and requirements. This comprehensive research guided the design and functionality of the platform.

### ● Designing the Solution

Our team developed a three-part platform:

#### ▶ Mobile App for Parents:

- Manage kids' sports memberships.
- Book activities, monitor schedules, and receive subscription alerts.

#### ▶ Web App for Sports Academies:

- Control schedules and manage memberships.

- Track financial transactions and optimize operations.

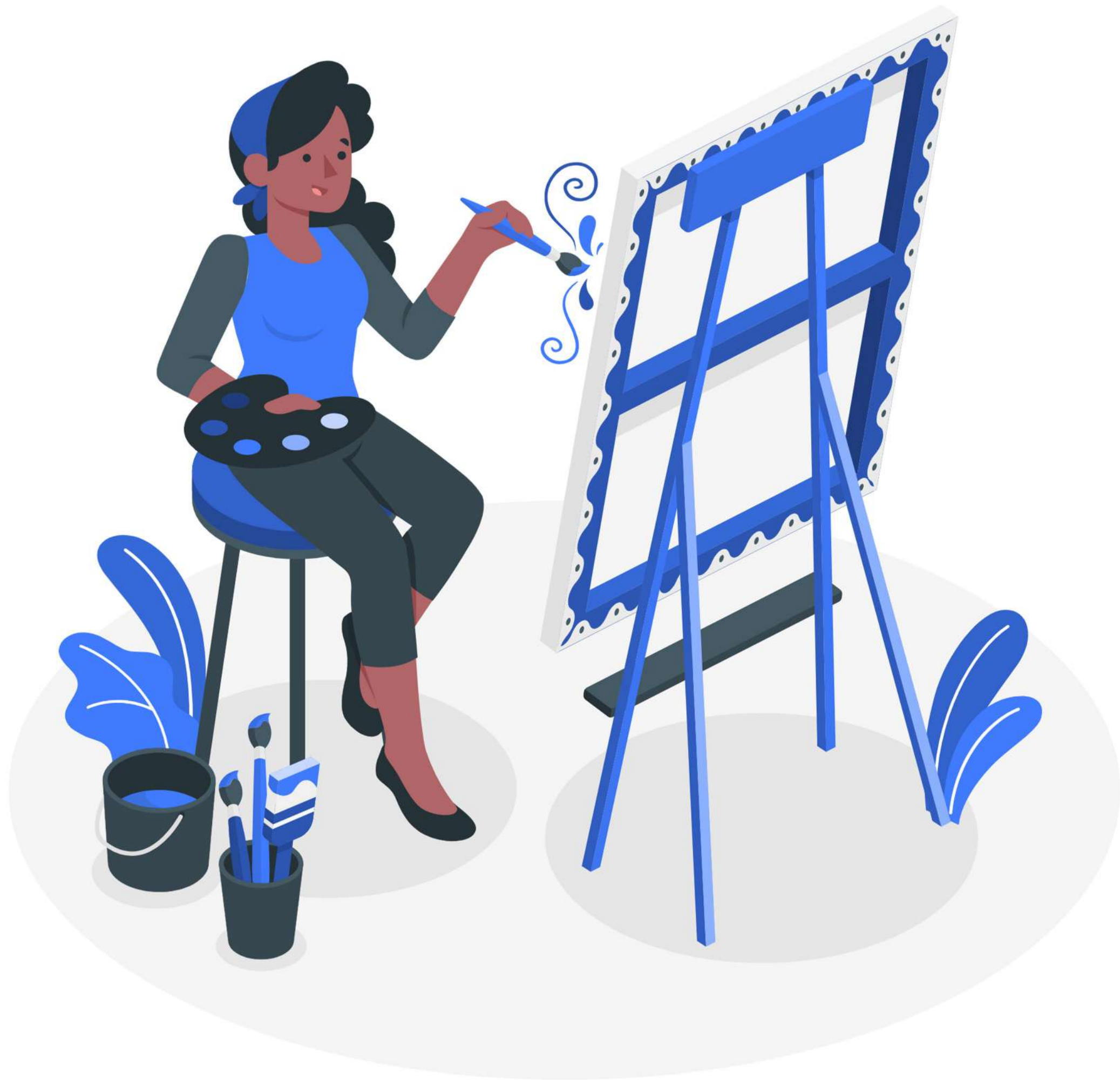
#### ▶ Admin Portal:

- Oversee the entire system, including user management.
- Analyze data and process payments to vendors.

### ● Implementation

We implemented the solution in stages to ensure smooth adoption. The mobile app, web app, and admin portal were developed with user-friendly interfaces and robust back-end functionalities. Training sessions were provided to ensure stakeholders could effectively use the system.





## Results

- **Enhanced Connectivity**  
Parents could easily connect with academies, book activities, and monitor schedules through the mobile app.
- **Streamlined Operations**  
Sports academies optimized their processes, reducing manual effort and increasing efficiency.
- **Centralized Management**  
The admin portal provided real-time data insights and simplified vendor payment processing.
- **Improved User Experience**  
Intuitive interfaces for both parents and academies resulted in higher user satisfaction.
- **Scalable System**  
The platform's architecture allowed for the addition of new features and scaling to accommodate more users.



## Preferred Industries

The Sports and Arts Management Platform is ideal for:

- **Sports Academies**

Streamlining operations and improving parent engagement.

- **Arts Institutions**

Managing memberships and class schedules for music, dance, and art programs.

- **Community Centers**

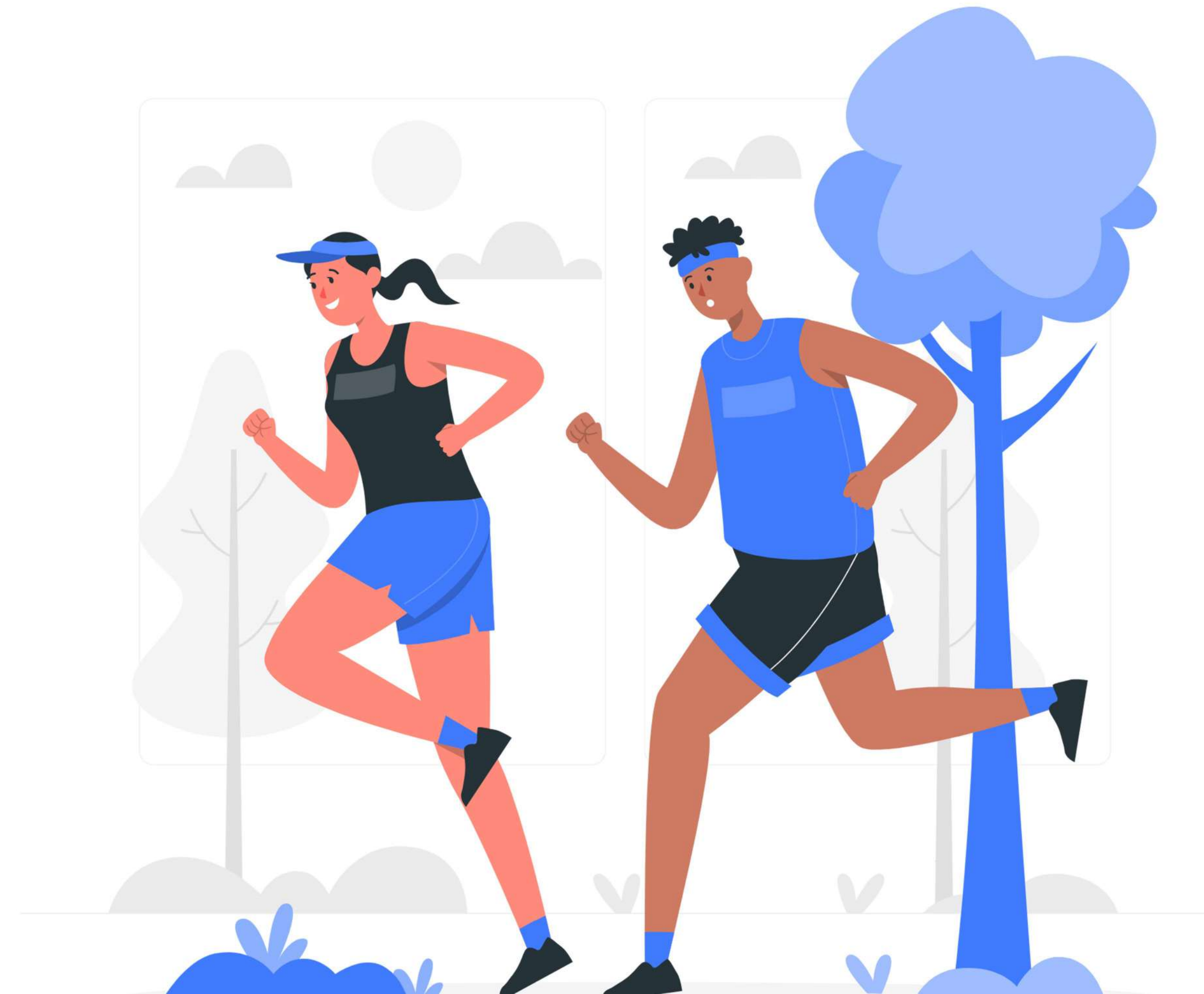
Organizing activities and tracking member participation.

- **Educational Institutions**

Facilitating extracurricular activities and parent communication.

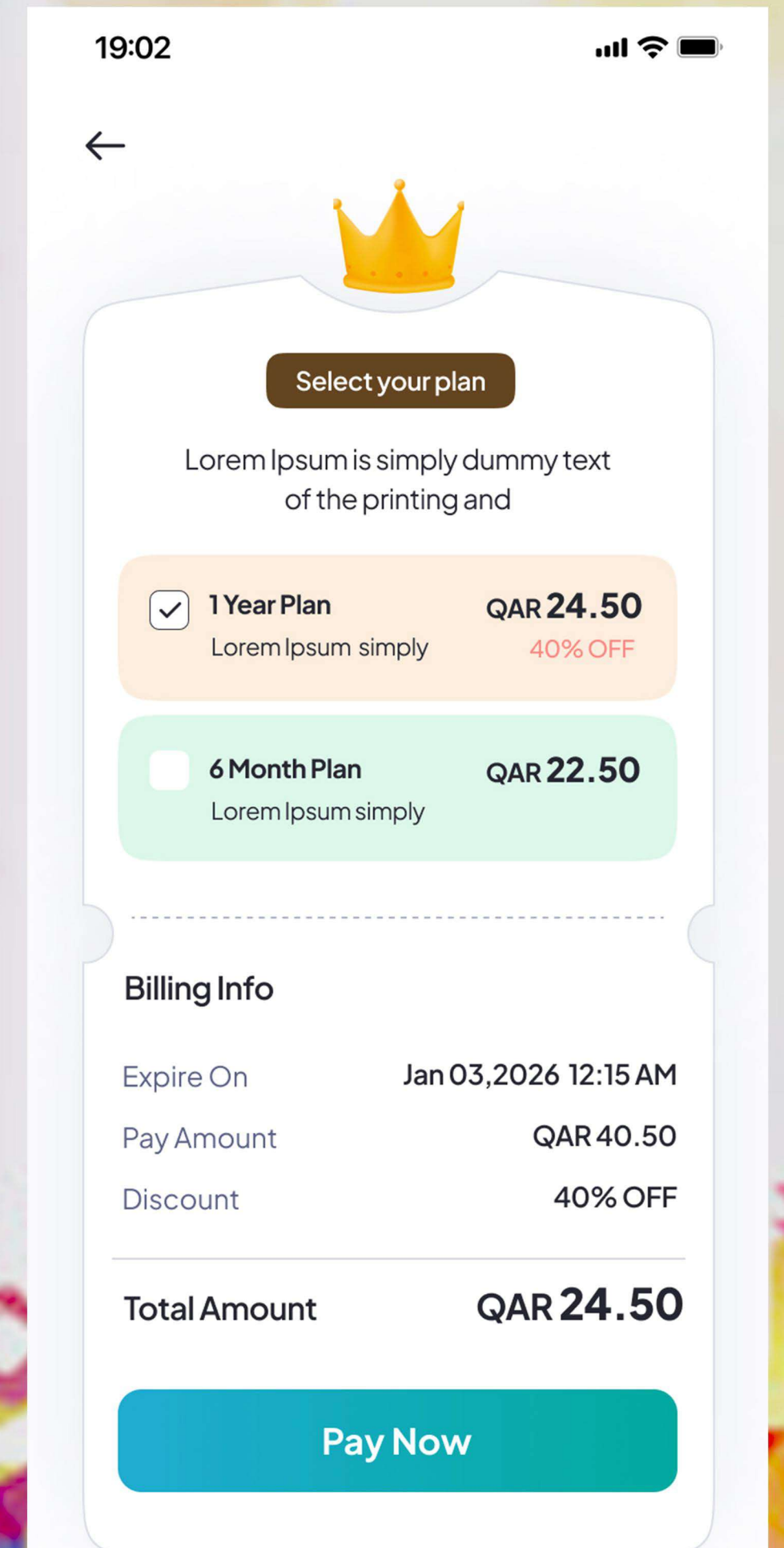
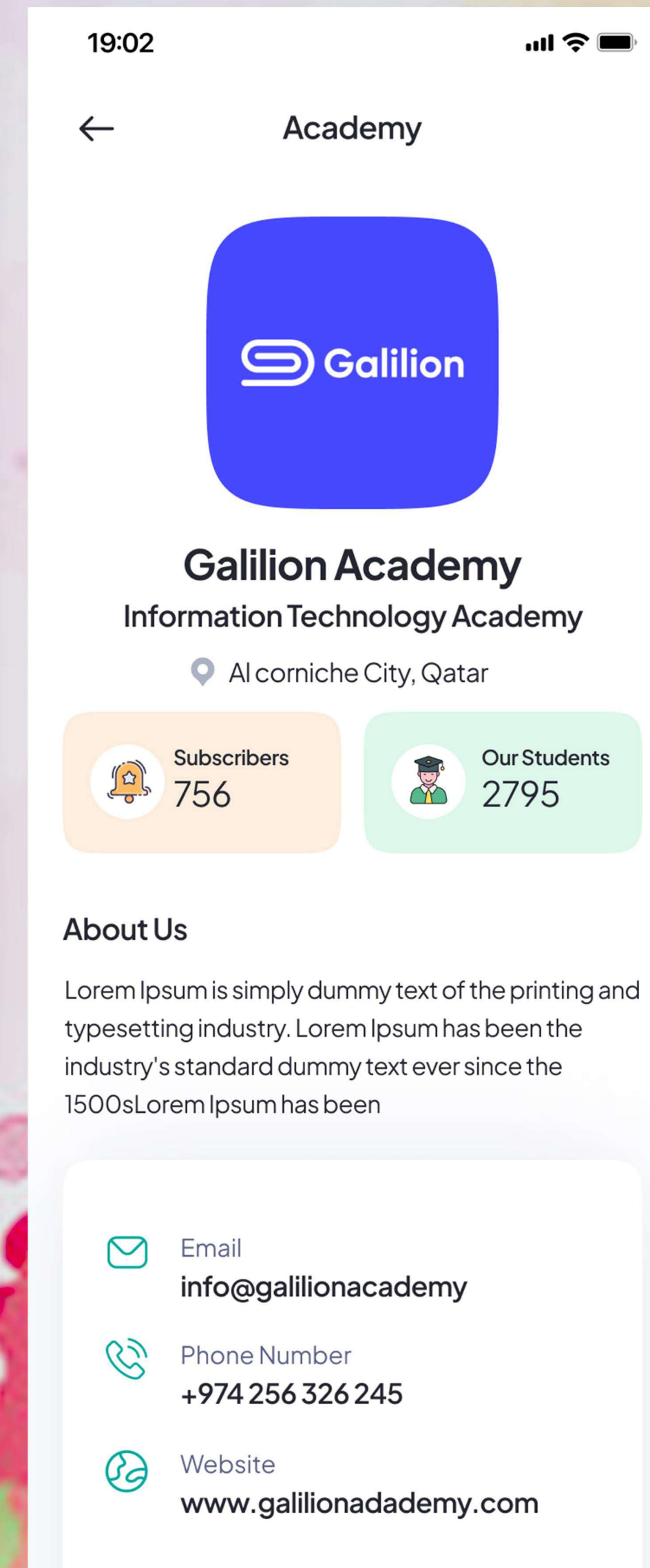
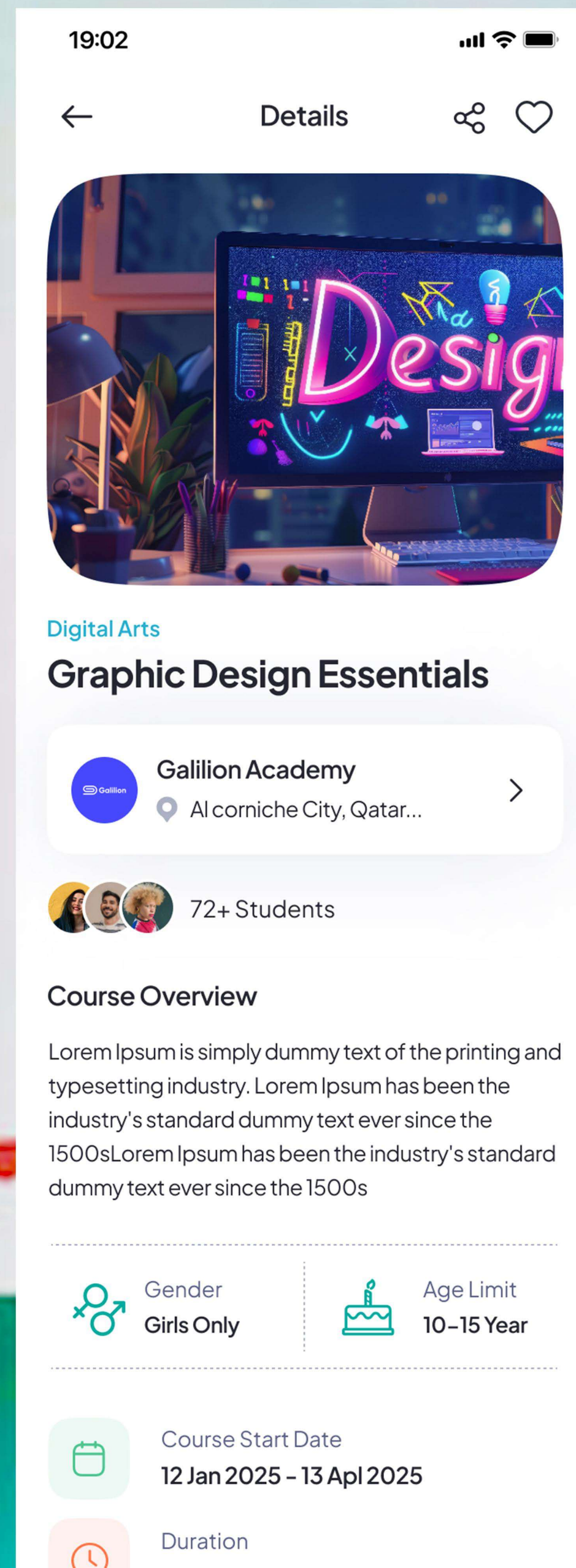
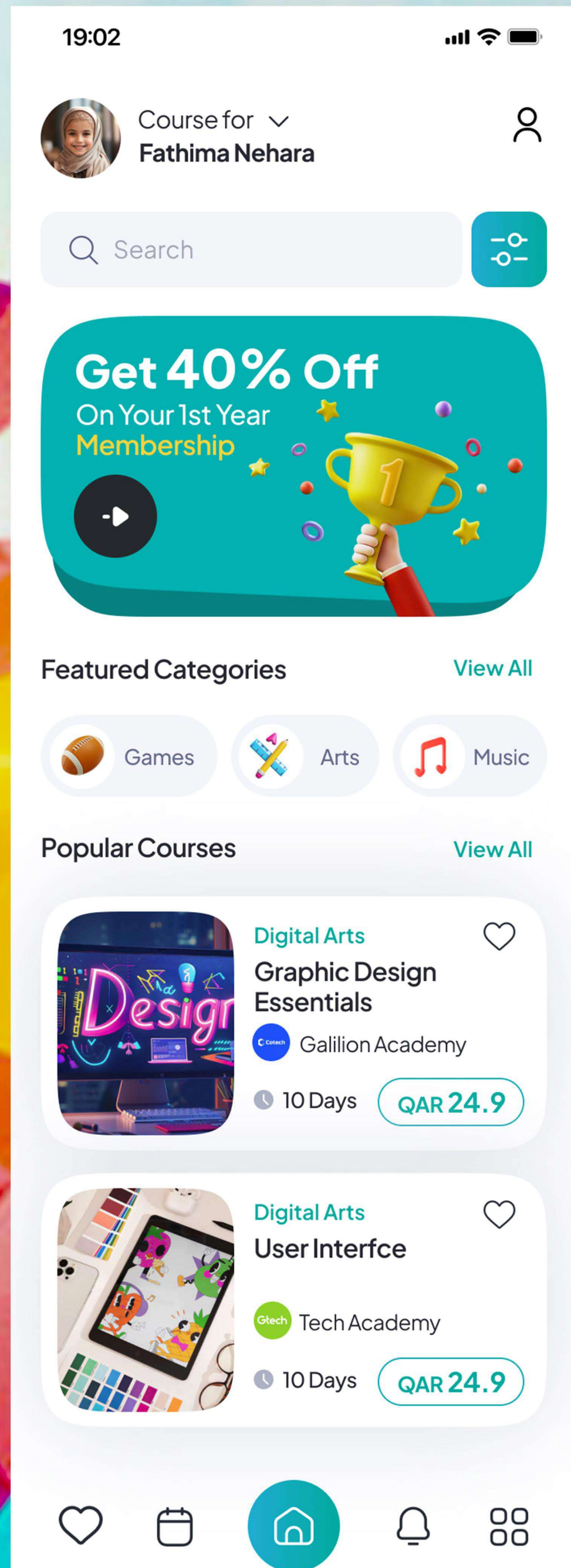
- **Event Management Firms**

Overseeing large-scale sports or arts events.





# Screenshots







## KEY TAKEAWAYS

This case study highlights the potential of a centralized platform in transforming the management of sports and arts activities. By connecting parents, academies, and administrators, the solution enhanced efficiency, improved communication, and ensured seamless operations in Qatar.





**UAE**

Zoondia, 33 Level, Al Saqr Business  
Tower, Sheikh Zayed Road, Dubai  
Ph: +971 50 272 8681



**QATAR**

CR - 152802 Office 703, 7th Floor,  
Building 5, Street 905, Mushaireb, Doha,  
P.O.Box: 16742  
Ph: +974 5511 0799



**UK**

71-75 Shelton Street, Covent Garden  
London WC2H 9JQ  
Ph: +447376579575



**USA**

### **Florida**

Zoondia LLC  
4099 LA PLAYA BL VD, Coconut Grove,  
Florida, USA 33133

### **Texas**

276 State Highway  
16 S #284, Bandera TX 78003  
Ph: +1 786 802 5370



**INDIA**

### **Trivandrum**

T-2, 7th Floor, Thejaswini, Technopark,  
Trivandrum - 695 581  
Ph: +91 4714017676

### **Calicut**

Sahya Building, Cyberpark,  
GA College PO, Calicut - 673014, Kerala, India  
Ph: +91 495 243 5011