CASE STUDY · CREATIVETECH STUDIO

BUILDING UNBEATEN & UNRIVALED

How I turned Indiana's 16–0 national title into an interactive dashboard that lets any fan settle the “was it a fluke?” argument with evidence, on their phone, in a few taps.

EXPLORE THE LIVE APP →

READ THE USER GUIDE

2025-26 · FINAL

16–0

Preseason #20 · 8–0 vs AP Top 25

ROLE

Concept, data modeling, design, front-end build, documentation

STACK

React 19, TypeScript, Tailwind CSS v4, Chart.js, Vite

SCOPE

16 games, 10 rivals, 7 views, a simulator and a PDF brief

FOR

IU fans and sports-debate regulars. Free, no sign-up

THE PROBLEM

THE STORY ON TV DIDN'T MATCH THE NUMBERS

Indiana opened 2025 ranked #20 in the AP preseason poll and finished 16–0. Commentators called the run miraculous or lucky, but nobody showed what separated IU from the preseason favorites.

The evidence existed: a +29.9 scoring margin that led FBS, a +22 turnover margin, 8–0 against ranked teams, and a 166-point second-half edge. It was scattered across box scores where fans couldn't use it in an argument.

THREE ANGLES

WHY THIS PROJECT WORKS

DIGITAL MARKETING

START WITH THE TWO QUESTIONS FANS ASK

- The home screen asks two plain questions instead of opening on a wall of stats.
- Q1 “Was Indiana's title a fluke?” leads to the Tale of the Tape; Q2 “How did they pull off 16–0?” leads to the Digital Film Room.
- One-tap “Copy Debate Card” and “Copy to Chat” sharing, plus social preview cards.
- Launched with a marketing page, a ten-part user guide and a printable Matchup Brief.

TECHNICAL

TYPED DATA FEEDS TWO ENGINES

- A single-page app in React 19 and TypeScript, styled with Tailwind v4 and charted with Chart.js.
- A normalization engine puts every stat on a 0–100 scale so a radar chart reads honestly.
- A simulation engine pairs power ratings with Poisson seeds for realistic what-if scores.
- Static files on creativetech.studio: no server or database to run.

WHY IT MATTERS

SIMPLIFIED AFTER IT SHIPPED

- The biggest wins came from removing duplicate buttons and off-brand colors.
- Crimson is always IU and black is always the opponent, so charts need no legend.
- Every view links to every other, so no screen is a dead end.
- One person delivered the app, docs, PDF brief and marketing.

BUILD STEPS

HOW I BUILT IT

1 **DATA MODEL FIRST.** Typed JSON for Indiana and the preseason Top 10, cross-checked against box scores and season totals.

`types/football.ts · championshipData.ts`

2 **COMPARISON ENGINE.** Formulas that put points, percentages and turnover margins on one scale for the radar chart.

`HeadToHead.tsx`

3 **MATCHUP SIMULATOR.** What if IU loses the turnover battle, settles for field goals or plays on the road?

`MatchupSimulator.tsx`

4 **THE 16-0 GAME LOG.** Every win with quarter breakdowns, a turning-point timeline and a drive chart.

`gameMomentsData.ts · GameLogExplorer.tsx`

5 **POLISH AND BRAND PASS.** Simpler navigation, clearer instructions and the IU palette on every screen.

6 **SHIP LIKE A PRODUCT.** User guides, a print-to-PDF brief, share cards and a fan-facing marketing page.

WHAT I BUILT

TWO TOOLS, A SIMULATOR AND FOUR DEEP DIVES

Q1

TALE OF THE TAPE

A debate cheat sheet, a 10-stat table and a 6-point radar chart.

Q2

DIGITAL FILM ROOM

All 16 wins, filterable, each with key plays and a drive chart.

WHAT-IF

MATCHUP SIMULATOR

Adjust turnovers, red-zone rate, venue and halftime adjustments.

MORE

CHAMPIONSHIP STORY

The season in four parts, from #20 in August to the trophy.

MORE

THESIS TOOL

Four arguments for why Indiana won, each with a chart.

SHARE

MATCHUP BRIEF

A one-page, print-to-PDF report for any IU vs Top 10 matchup.

GO SETTLE THE DEBATE

Free, no sign-up, works on any device.

EXPLORE THE LIVE APP →

An independent fan project, not affiliated with Indiana University or IU Athletics