UCSD Women's Club Soccer

Creative Brief

Estimated Site Completion Date: March 2015

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Contents

1. Definition of Potential Product

The UCSD Women's Club Soccer Team needs to keep current players, fans, visitors, and potential players up to date with vast amounts of information. Our goal is to take the current site and increase not only its visual appeal, but make it more of a tool and hold more functionality than it currently does. Based on data we have collected and research we have performed we have found the most user friendly, up to date, and efficient ways to display and interact with the users of this site.

2. Scope

Summary of Content

Roster
This page will have all the girls' headshot pictures that you can roll over and see their quick info. Then, if you click on the image it will take you to their in-depth bio page. Our site users really wanted to see the team's personality and characteristics integrated into the site. Thus, on these bios the players' personalities can really shine through and show some fun and unique qualities of the team.

Name: Hope Solo
Position: Goalkeeper
Year: Senior

*Example of initial roster when mouse is hovering over image*

Schedule
The schedule of games and try-out deadlines is one crucial element of the site. This will be displayed on the homepage as a small timeline showing upcoming events, which when clicked on will take the user to the calendar page. Here a large calendar will be displayed that all events will be posted on. There will be information included about practices and tournaments.

Example of timeline schedule for homepage. When clicked will lead to a large calendar.

Stats
This will feature a streamlined display of recent game outcomes as well as game highlights. This will be quick and easy way to see game stats as well as big player stats, like goals scored, saves, and assists.
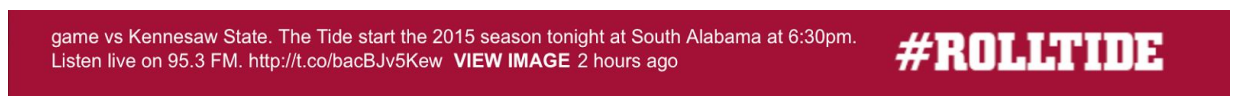
Example of a streamlined live feed of stats and updates

Contact
This is another crucial feature of our redesign. So along with having contact info readily available on the home page, we will also have a page dedicated to the contact information for the captains. We will have a in-page form where the user can send an email directly to the captains from the page.
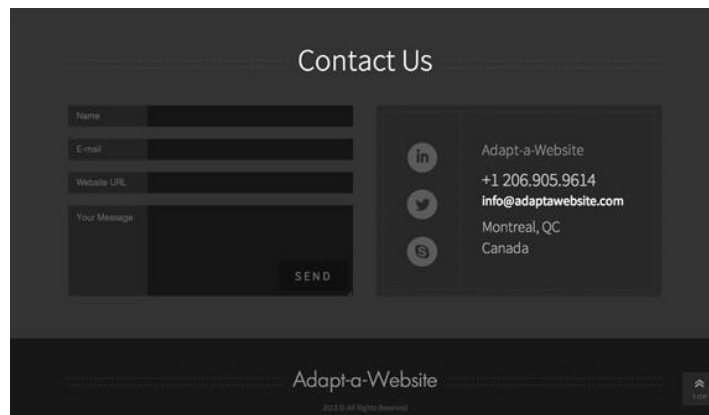
*Example of a simple in-page contact form with general contact information.
For our site, it will have captain's contact information to the side.*

Directions

On this page we will have maps and directions to the fields and UCSD as a whole.

Example of directions page using Google Maps
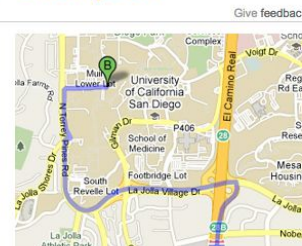
Media-Photos and Videos

This will be a grid layout of all the photos from the team, from social events to action shots. There will also be game highlight videos.
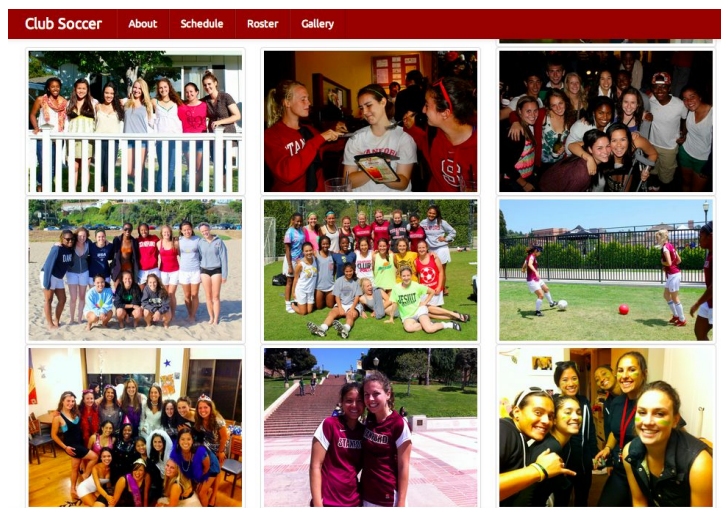
Example of a picture gallery including action shots and social events to help showcase the team's personality

Results(post game recaps)
This will be a blog type page, that will display all of the images with the game as the title and when clicked on will link to the recap of the game that the player had to submit.

Example of a post game recap that will be written by a player

Estimate of Total Program Size

The roster will be a portal in the primary navigation bar where users can learn more personal information about a player. Once clicked, the roster tab will lead the user to an html page that showcases all members of the team (current players and coaches) as a gallery headshot. Clicking on an individual picture will lead to another page with an in depth biography. Biography will include headshot, background facts such as hometown and player position, and answers to predetermined fun questions.
Total page templates for roster: 2

On the homepage, a small grid template of the schedule will show date and time information for events in a short timeline formation. When clicked on, the user will be sent to a larger calendar that not only includes details of the events, but also archived information from past events.
Total page templates for schedule: 2

The statistics will be streamlined through a footer carousel. If a user wants more information from a particular game, they can navigate to the results page. The results page will be in a blog format, written by the players and coaches themselves. This page will be organized chronically with an image, game title, and a short preview to the article. When a user clicks on an individual post, they will be sent to another page where they can view all the game images and finish reading the article.
Total page template for stats: 1
Total page templates for results: 2

The contact information will be readily available on the homepage. The user will also have the opportunity to write a message to the team captains through our in-page contact form which will be accessible through our main navigation bar.
Total page templates for contact information: 2

Our directions page will have information displayed in two formats: text and visuals. No more than 3 static, color-coded maps will be shown. Underneath them, will be text directions that won't exceed 10 steps.
Total page template for directions: 1

All media, including photos and videos, will be shown in a grid layout. This page will also be accessible from the navigation bar.
Total page template: 1

Estimated total of page templates: 11

3. Audience

Current Team Members

Current team members include the players themselves as well as the coaching staff. Amongst the current players, class year varies from Freshmen to Seniors. Similarly, experience on the team and previous soccer experience varies as well. Overall, sports play an important role in their lives and they are passionate about playing on the club team.

Prospective Players

Prospective players can also range in age anywhere from first years to fourth years and in experience from rookie to experienced players. Although prospective players are interested in playing soccer at UCSD, academics are still their main priority, so they may not want to join a team that is as competitive as UCSD's Women's NCAA team. Thus, they need to know what is expected of them when joining a team, as well as the personality of the team as a whole. Their interests often intersect with those of the current team members, as both audience groups are interested in information for tryouts, general scheduling, fees, etc.

Visitors and Fans

While visitors typically consist of visiting teams that play against the UCSD team, fans can include parents, families, and friends of the current team members. Visiting teams generally come from all throughout California.

4. Objectives

Client's Objectives

The site needs to be made more functional and usable to a larger audience. It is important to attract more traffic to the site and make it more of a central place for information. Not only is this one way to advertise the team to new potential players, but it also serves as a source for fans to keep in touch with the team. Overall the site needs to be more inviting and suitable for more online traffic from current players, prospective players, and visitors and fans. Thus, an overall update of the site is needed to make it feel more modern while keeping it very simple and straightforward.

Audience's Objectives

Prospective players weren't able to judge the ambience and team personality from the current site. We hope the new site will embody a friendly, casual, and fun brand so prospective players will feel more comfortable coming to practices. This will be provided by the roster and bios incorporating more of the individual players' personalities. Also, by having more photos on the site that include the team doing fun activities, the audience will get a better feel for the bond and fun the girls have. For current team members, their main goals include finding scheduling and general information for all events, keeping up to date with social media regarding the team, and the ability to post their game day recaps. Similarly, for visitors and fans they need to know the schedule of events, be able to stay up to date with the team, and have ways to help and support the team. The main objective of the site will primarily be to provide information in a clean and easy-to-access manner while having the personality of the team shine through.

5. Personality and Tone

There is a balance between fun and serious branding we have to achieve with this site. There is a lot of information that will have to be provided, and this will be available to a wide range of users so it needs to convey a sense of reliability. Along with the informative aspect of the site, we really need to show the fun of being on the team. The team personality will be highlighted through photos and the way we incorporate the players unique touch- some fun facts and info about the players and team. Also, having the site more linked to the social media sites of the team will help generate a fan base. It's a sports team, so it needs to express fun and excitement. Overall, the site needs to be warm and welcoming to potential players and visitors, yet needs to convey a sense of seriousness and athleticism in order to match the dynamics of the team.

6. Key Target Audience Insight

After our users have experienced the website, we want them to feel as if they just met a friendly community of people who love soccer at UCSD. We hope the site convinces them to either join the family by becoming a team player, or becoming a fan by financially and morally supporting the team.

We want our users to experience being "in the loop" with the team. The current site doesn't foster community for any audience group. The future site, however, will have all members informed and up to date on all team activities. Whether it's the results to a tournament, or an upcoming fundraiser event, we want our users to feel secure knowing they are receiving the latest news on the UCSD soccer club team.

7. Special Issues/Problems Anticipated

While the current website has a few images from previous years, we want high quality headshots of the team players and action shots from 2014-2015 games. The difficulty comes in with obtaining the photos and videos. We will be pooling in resources from families and friends of the team who have taken photos at games and/or recorded segments, in addition to going to games ourselves to capture these moments.

On the technical side of things, we anticipate having trouble integrating the Google Calendar API for the team schedule, and the Google Maps API for our directions tab. The contact page, where a user can send an email to the team captains, may also pose problems if we don't correctly link the databases and servers correctly. An alternative work-around to this problem could be to disguise the contact form as a Google survey, that way the captains can easily receive all inquiries in one excel sheet without heavy back-end programming.