
→PHANTOM Central Hub←

Approved by: Senior Ranks from TR | Phantom

Written by former Phantom MR, Adrián Martín Vázquez (A.K.A PacoAlmodovar).



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[#1] - Project description

This project centralizes the interest and activity of the members from a Roleplay group on a single website, where they can find information about events, Unit of the Week, clips, combat strategies from training events, tutorials, and guides to become the stealthiest unit... In short, it's a website that gathers all the information about this group, which is currently scattered across Discord chats, Roblox groups, and other social medias.

It will serve as an index for all types of information related to the roleplay and will be helpful for the PHANTOM units (members). Additionally, it will include uniforms, private training facility servers, gamepass offers for the main game, and commissions to keep the site active.



[#2] - Project goals

Apart from the description, this page has a purpose to recruit more people too, because the roleplay group wants more and more activity as it said on the description. So, the objective is to attract more people to the main roleplay game (assuming this page gains a good number of searches on browsers). The main goal is to increase the division's popularity, activity, and professionalism, as well as that of the game itself.

▲ Measures to be taken to achieve this:

In addition to the things said on the description...

To make this possible, the page will have a tactical or military design, in line with the theme of the division, aimed at attracting people between 17 and 30 years old who can join and enjoy the content. Additionally, descriptions will be taken seriously, and there will be a strong promotional effort encouraging visitors to become new members of the group. The units will also be encouraged to spread this promotion on forums connected to the page.

The focus will be on newcomers visiting the site. For this reason, the Main Page will include explanations, the lore/history of the roleplay, promotional content, and reviews from other players about the game and the roleplay group.

[#3] – Client Group description

- >> **Roleplay description:** PHANTOM is, at its best, a covert task force that undertakes important missions to maintain the safety of City-17. They specialize in reconnaissance, infiltration, and assassination. Whatever they do, they do it quickly and without being seen.

PHANTOM doesn't charge into battle or stay in the backlines, waiting for the perfect shot. They slip through their enemies undetected. They hunt down contraband, infiltrate heavily fortified anti-civil hideouts, relay confidential information, and assassinate dangerous targets—all with professionalism and discipline.

- >> **Group description:** PHANTOM is a divisional group within the main community "The Robine." As described above, this group operates behind the scenes to ensure the safety of the community, sending data and information to other divisions or to the main community's senior or developer ranks.

We are also a clan-based group that competes in tournaments with other clans from the RCL (Roblox Combat League). We do all of this to gain recognition for our community and to become one of the greatest among other Roblox communities.

[#4] – Client Requirements

Our SRs (Senior Ranks) from "The Robine" specify the content they want to add to the page. They have also provided me with some posts to start with. The following sections contain a variety of items that are listed:

>> **HOME PAGE:** This main page of the entire site will contain promotional material to encourage people to join the division, as well as explanations of what we do and other elements to attract you to our roleplay group. At the bottom of the page, there will be links to some of the sections you can explore within the site.

>> **Announcements:** This is an aside section that reports announcements posted by Senior Ranks through various channels regarding new regulations or updates for the community and the benefit of the Phantom group. This section is controlled exclusively by SRs and is divided into "versions." Additionally, announcements from the game developers will also be posted here.

>> **Information:** This is a footer section for visitors who may need more details before deciding to join. It serves as a reference for other documents where people can download or view additional information on external pages not directly related to the website. These documents explain important aspects of the group, such as rules, links to our game, and more.

>> **Events:** In this section, there will be events scheduled by Higher Ranks for both current and former PHANTOM units to help boost activity.

>> **PEP (Phantom Entrance Program):** This is a sub-page of the main events page. Here, visitors can apply to join the division. If selected, they will be redirected to another page where they must attend their first Tryout, which is a training event for newcomers. This event helps determine whether the applicant will be accepted or not.


>> **PTEP (Phantom Tactician Entrance Program):** This is a sub-page of the main events page, where units ranked as Tacticians will be selected to undergo a variety of tests to prove their worthiness for the new rank of GHOST, which is part of the MR (Medium Ranks).

>> **Activity Sweeps:** This page will showcase the best performer of the week, along with a section to congratulate the new units, which will be a subsection of this main section. It will also include a compilation of points earned by each unit each week, as well as those that have not met their quotas.

>> **Promotions:** This is a subsection of the main Activity Sweeps page. It will contain the names of the new units that have joined the division, as well as schedules for entry into the PEP.

- >> **WoF (Wall of Fame):** This is a subsection of the main Activity Sweeps page. It will feature the unit, HR, or MR of the week, along with some promotional content to increase popularity.
- >> **Community:** This page serves as a forum for any unit or visitor, allowing them to engage in discussions and create various types of group chats.
 - >> **Polls:** This is a subsection of the main Community page, where HRs, SRs, and Devs can create polls for all visitors or units to vote on as either YES or NO.
 - >> **Request:** This is a subsection of the main Community page, where units or visitors can submit requests for the improvement of the website or the entire group.
 - >> **Tutorials:** This is a subsection of the main Community page. As the name suggests, these are guides created by MR+ ranks to teach units and visitors how to be a good PHANTOM. This section is also helpful for newcomers to understand how the roleplay division works in-game.
- >> **Shop:** This section includes a list of gamepasses for the game, uniforms, items, and much more that you can purchase, like microtransactions.

In summary, the PHANTOM website covers a wide range of content to disseminate information about the roleplay group, including promotions, announcements, and community posts organized into sections and pages. Starting with the main one, the home page will feature promotional content, an explanation of what the PHANTOM group is, and links to other sections such as announcements, which will include updates from Senior Ranks (SRs), and an information section with important documents regarding group rules. Scheduled events will encourage activity among current and former units, while programs like the PEP and PTEP will assist current units and new members in integrating and ranking up. The site will also include a community forum for discussions, a request section for feedback, tutorials for newcomers, and a shop featuring microtransactions for in-game items.

 **IDEA: Personalized Recognition and Achievement System (PRAS):** Personalized Recognition and Achievement System (PRAS): Implement a system that allows members to earn and display medals/badges based on their participation and contributions to the community, such as a Medal of Service or a Badge of Beta Tester for the Phantom | Holo game. These achievements

could be showcased on an external page where users can see a list of their earned badges, with colored badges (excluding negative colors) indicating what they have achieved. Additionally, there would be an option to share these badges on Twitter or other social media platforms to make the system more competitive.

[#5] – Personas

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PERSONA nº1



Anthony Waters

Género:

Masculino

Edad:

24

Estado Civil:

Soltero

Nivel de estudios:

Educación superior

¿Dónde trabaja o estudia?

Freelancer

Ocupación profesional

Programming videogames based on LUA language

¿Cuáles son los medios de comunicación que usa regularmente?

Discord, Telegram, Twitter, Whatsapp and Guilded

¿Cuáles son los principales problemas o desafíos de la persona?

Manejar varios proyectos a la vez puede ser abrumador, lo que podría afectar su productividad

Enfrentarse a una comunidad grande de desarrolladores que compiten por visibilidad y oportunidades

Dificultad para destacar en una comunidad saturada, dentro de otra mas saturada, que es Roblox, y ganar reconocimiento por sus habilidades

Equilibrar su trabajo freelance con sus hobbies y vida personal

Mantenerse al día con las nuevas tecnologías y cambios en Roblox y LUA

¿Cuáles son los principales objetivos de la persona?

Opportunities to contribute LUA scripts for enhancing the roleplay experience or offering technical solutions.

Using the PHANTOM platform to connect with other developers or members.

Showcasing skills through achievements like PRAS to gain recognition within the community

Participating in forums, sharing knowledge, and receiving feedback on his work

Utilizing the site's resources (tutorials, guides) to improve both in-game and technical skills, while also enjoying the community aspect

¿Cómo mi empresa o producto puede ayudar a la persona?

A través del sistema de logros (PRAS), Anthony puede destacar sus habilidades y contribuciones

Conexiones dentro de la comunidad para proyectos futuros y trabajo freelance

Acceso a tutoriales y guías que mejoren su rendimiento en el rol y desarrollo técnico

Un foro para interactuar con otros desarrolladores y miembros, ampliando su red profesional

Mensaje de marketing o pitch para hablarle a la persona (140 caracteres):

Boost your skills and visibility with PHANTOM Central Hub. Join our forces, showcase achievements, and strike when they least expect it!

PERSONA n°2



Rhys Isidore

Género:

Masculino

Estado Civil:

Soltero

Edad:

19

Nivel de estudios:

Educación media

¿Dónde trabaja o estudia?

Yellowstone Club and Worten

Ocupación profesional

Electronic products seller and skii instructor

¿Cuáles son los medios de comunicación que usa regularmente?

Discord, Whatsapp, Instagram, Twitter and Facebook

¿Cuáles son los principales problemas o desafíos de la persona?

Staying competitive in Roblox Clan Leagues requires learning new tactics and strategies
Finding committed teammates with similar skills can be difficult and teammates are sometimes really annoying
Despite his efforts, gaining proper recognition for his contributions might be challenging
Keeping up with important events and updates in the PHANTOM community can be hard

¿Cómo mi empresa o producto puede ayudar a la persona?

Offering tutorials and guides that enhance his gameplay skills in Roblox Clan Leagues
Creating a community space where he can connect with other competitive players and form effective teams
Featuring a Wall of Fame and a Personalized Recognition and Achievement System (PRAS) to highlight his achievements and contributions to the community
Providing up-to-date announcements, events, and resources related to the PHANTOM community, ensuring he stays informed and engaged

Display his accomplishments within the PRAS system, gaining recognition for his contributions in the competitive Roblox scene representing our Phantom clan
Follow updates and announcements on upcoming tournaments and community events, staying actively involved

¿Cuáles son los principales objetivos de la persona?

Utilize community resources, guides, and tutorials to improve his skills and competitive edge in Roblox Clan Leagues
Engage with fellow clan members and players in the community, creating opportunities for teamwork and collaboration

Mensaje de marketing o pitch para hablarle a la persona (140 caracteres):

Join PHANTOM Central Hub today! Unleash your skills, connect with allies, and remember: \"Strike when they least

sona | markethax

<https://markethax.com/resultado-buyer-persona/?nombre=Rhys+Isidore&>

expect it!\" Always!!

PERSONA nº3



Luna Carson

Género:

Femenino

Edad:

27

Estado Civil:

Casada

Nivel de estudios:

Educación superior

¿Dónde trabaja o estudia?

Twitch and Youtube

Ocupación profesional

Influencer, Streamer

¿Cuáles son los medios de comunicación que usa regularmente?

Discord, WhatsApp, Instagram, Twitch and Youtube

¿Cuáles son los principales problemas o desafíos de la persona?

Standing out in a highly competitive streaming and content creation space

Maintaining consistent viewer engagement

Keeping her content fresh and relevant

She also faces the difficulty of managing multiple platforms and keeping up with growing demands from her community, all while juggling collaborations and personal time

¿Cuáles son los principales objetivos de la persona?

Grow her audience

Improve community engagement

Increase her presence in the gaming and streaming world

She aims to consistently produce high-quality content on Twitch and YouTube, connect with her followers, and

participate in gaming communities. She also strives to build partnerships and increase her influence through collaborations and events

PHANTOM Central Hub can help by offering a platform where Luna can engage directly with roleplay gamers, stream exclusive events, and promote her content to a focused community

¿Cómo mi empresa o producto puede ayudar a la persona?

PHANTOM Central Hub simplifies Luna's engagement with her audience, boosts community interaction, and helps her deliver unique content more effectively

Also provides a central hub where she can join a roleplay community, where she can easily engage her audience, share exclusive content, and organize events

It will streamline communication and enhance her interactions with fans, allowing her to focus on creating immersive and engaging experiences for her followers

Mensaje de marketing o pitch para hablarle a la persona (140 caracteres):

"Boost your streams and roleplay with a hub that keeps your content engaged. Strike when they least expect it—role like a stealth unit!"

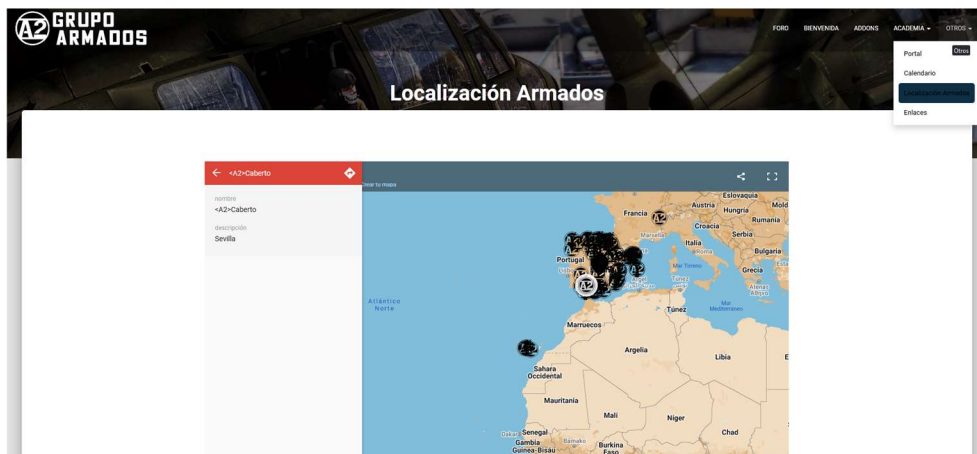
[#6] – Research on Competitors

An addition of the Discord channels from the community group on the website should be good because they can see what it's about each channel and know the community



Also, the website can have a map where our base and spawn point is located in the game of The Robine C17 of Roblox with an addition of picture angles from the Holo and its parts.

Here's a picture from the website competitor:



On the picture it shows the bases of the military group of the roleplay game Arma 3 (the map is not real, it is extracted from the game), with information if you click on it.

Phantom also has a map from the main Roleplay game The Robine City 17 that is shown below:



Phantom group needs pictures from their Holo because there's not lots of information about it.

The Discord channels integration can be done by copy paste or with a puglin which is the correct option.