**The Strategy Plane**

**What is culturally appropriate?**

The core audience for this website will be fans of the Australian rules football league (AFL). These can be both male and female fans and can be of all ages, however of those that are likely to source their information online it can be stipulated that the target age range of the site will be those older than 10 and younger than 40-50. As far as themes that are relevant to the site, fans will want to see their team colours and so I plan to have each teams’ colours, selected by the user, be the theme for the website after an initial choice.

**What content type would be relevant?**

Website design and font should stand out, but users will come to the site for information and wish to read from the page, therefore it should not be overpowering or distracting. Subtle but effective styling should be relevant, with simple navigation.

**Why is this so special?**

This site uses 3 APIs to bring together all the information you could want to know about a given Aussie Rules match, it allows you to follow your team through the 2020 season and is built to last, it could be altered for future seasons with minimal changes. It can also provide information on live matches.

**Why would a user want this?**

Fans of the sport can use this to stay up to date with their teams and the season, many fans live overseas and may not have access to watching the sport live, making a site such as this more important to them to get their fix.

**What makes a good Aussie Rules experience?**

* Seeing their supported team colours and team logos
* Seeing the latest information available:
  + match results and score changes
* Being able to see where matches are played
* Knowing the probability of whether you team will win their next match.

**What does the user expect?**

What is this?

AFL logo to be present when site loaded.

Is this what I expect to see?

Team logos and colours to be on screen when viewing their dedicated information and stats.

Does it offer what I want?

Match stats and timeline, fixtures list and ladder of season standings.

Is it valuable enough to stay?

Past, live and future matches information available for every team in the league will makes users want to stay.

What actions can I take now?

Revisit as real-life games are played to see how they got on.

1. Provide news and videos of matches
2. Provide information on past, live and future matches
3. Team standings ladder
4. Show location of venues at which matches are played
5. Match Timeline
6. Player profiles for each team

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| --- | --- | --- |
|  | Importance | Viability / Feasibility |
| 1 | 3 | 2 |
| 2 | 5 | 5 |
| 3 | 4 | 5 |
| 4 | 3 | 5 |
| 5 | 4 | 4 |
| 6 | 3 | 3 |