

Strategy Plane

What's culturally appropriate?

Users are going to be from all ages. This site was a personal idea of mine. The site can be adapted to all team sports and eventually have a chart with the most added and reviewed player.

The main background image will excite the user to explore the website.

What content type would be relevant?

This needs to be a simple webpage and direct.

Navigation needs to be obvious and simple.

A clear & simple form is needed to allow the user to review their player.

Why is this site so special?

This website is letting the sports fan have their say on Man of the match selections.

It also allows the user to read articles from the games they were at and eventually buy their sports clothing online.

Why would a user want this?

To keep up to date with their team.

To have their say on player selections.

What makes a good “Player Review” experience?

- Ability to Add & Review a player
- Ability to review other submissions
- Ability to keep up to date with team news
- Getting up to date results with the Social icon buttons.

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What does the user expect?

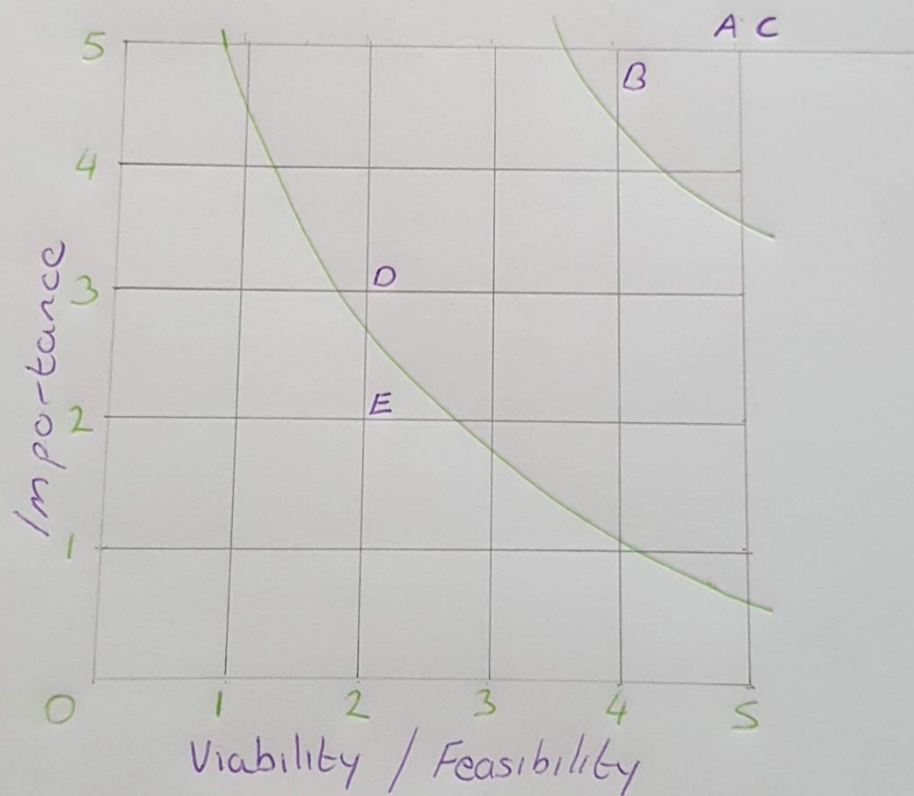
- What is it? – A 5 page site where the user add, reviews a player, keeps up to date with the team news, and checks out the latest merchandise.
- Is it what I expect to see? – Familiar sports pictures, stadium photo and up to date articles ought to visually portray this and help make it look credible and trustworthy.
- Does it offer what I want? – Articles, forms, pictures of merchandise and a map
- Does it offer enough to stay? – Users will always come back as all the submissions will be there to review after every match.

What actions can I take now?

- Bookmark the “Player Review” website
- Connect with the GAA on social media.

<u>Opportunity/Problem</u>	<u>Importance</u>	<u>Viability/Feasibility</u>
<u>Create an online presence</u>	<u>5</u>	<u>5</u>
<u>Increase views</u>	<u>5</u>	<u>4</u>
<u>Merchandise</u>	<u>5</u>	<u>5</u>
<u>Connect on social media</u>	<u>3</u>	<u>2</u>
<u>Connect to GAA site for tickets</u>	<u>2</u>	<u>2</u>
<u>Total</u>	<u>20</u>	<u>18</u>

- (A) Create an online presence
- (B) Increase Views
- (C) Map
- (D) Connect on Social media.
- (E) Connect to GAA Site for tickets.



From the above table I will concentrate on A, B & C.

- Create on online presence
- Increase views
- Merchandise