

## Strategy Plane

A full-stack site that allows the user to manage the data of football teams and players. It provides a service that allows users to create teams and add, remove and edit players in those teams.

Primary aims:

- The purpose of the site should be clear to the user on the landing page.
- The user should be able to create, read, update and delete Teams and Player data. The site provides value to the user by providing a location to store this data and make it available to other users on the site to view and manage.
- The database structure should be logical and easy to understand and navigate.
- The data should be useful and relevant to someone with an interest in football.
- What can be done with the data and how to do it should be clear to the user.

### Is the content relevant and culturally appropriate?

The audience will be people who have an interest in football. Therefore there will be certain expectations about the content of the site and its data.

- Images should be football-related, e.g. a ball, a pitch, goalposts, a stadium, a corner flag, football boots.
- The site is neutral and aimed at all football fans worldwide, so images should reflect that and not present any specific teams or locations.
- The audience may not be tech-savvy, so the interface needs to be simplistic.
- Thought must be put into the player data, as it needs to be useful to the user and in line with what they would expect from a player database.

One expectation of football fans would be some method of creating a squad line-up in an appropriate football formation.

### What makes for a good data management experience?

- Intuitive data structure – data is easy to find and in logical places.
- As few clicks as possible to complete tasks.
- CRUD functionality is easy to find and execute – use of icons, colours etc.
- Tables can be sorted and/or filtered and columns display most relevant information.
- Data cannot become inaccessible, if for example it became orphaned.

### What does the user expect?

- The ability to manage data: view, edit, delete and create players and teams.
- Data fields that make sense for a football team/football player.

- Teams should be customisable to some degree to set them apart from others and reflect actual football teams, e.g. emblem, colours etc
- Their data should still be present if they close the browser and return later, as long as someone else hasn't removed it.
- There should be different pages for Team and Player data management.
- A clear user interface and easy to use navigation. On-screen text that provides some degree of instruction.
- Football imagery.
- A line-up creator, using real football formations.
- Actions that make sense from a football perspective, such as the ability to transfer a player to a different team or mark them as injured.
- A way of sorting the data. Perhaps some colour-coding of data.