

AFL HUB

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Abstract

This project will aim to enhance the engagement of audiences of the AFL by creating an App with Augmented Reality features, which will allow users and their families to learn about players and engage with other fans.

The MCG is wanting to expand in new and exciting ways of engaging AFL fans. They wish to broaden their target demographic towards families and millennials, hoping to incorporate interactive components which fans can experience throughout the game to elevate their overall match experience.

In order to grow the engagement of AFL fans and their family at the MCG, we propose an app which allows fans to interact with AFL games not only at the MCG, but also from the couch at home.

This phone app will let users interact with each individual player during games, seeing their player statistics. This will be done by scanning the number on the player's jersey which will bring up this information via Augmented Reality (AR) and will be displayed next to the player. Additional XP, collectible badges and live interactive elements will also be included to further enhance the experience.



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Aims

Client: MCG

The intention of the MCG is to introduce new interaction to elevate the engagement of AFL games.

Their main demographics include both millennials and families hoping to attract their attention, growing new customer loyalty. Their aim is to build an element which appeals to both family values and interest whilst also engaging the younger generation's need for fast, responsive entertainment.

Their intention is to do so with an integrated AR element on a smart-device app, allowing the experience to be shared easily between users with a 'take-home' component, which can be accessed at the arrival of the stadium or throughout the game.



Target Audiences (User Personas)

John Johnathon

Father | Age - 42 | Family - Wife, Son and Daughter | Location - Footscray, Melbourne | AFL experience - Watching Matches

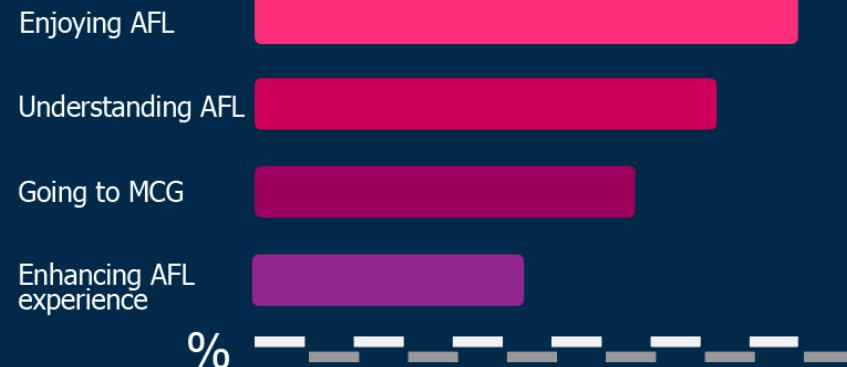
Goals

- Wants to be able to watch and enjoy AFL games from both home and at the MCG
- Wants his children to enjoy and understand AFL matches

Bio

John is a father of two (son and daughter) who lives with his family in Footscray, Melbourne. He enjoys watching AFL matches on TV but especially enjoys going to matches when he can. He likes watching matches with his children who are beginning to get into AFL. He wishes to take his family to go watch matches at the MCG, but when he can't he enjoys watching them at home on TV.

Motivations



Pain Points

- Is not always able to go to the MCG to watch matches.
- Finds it difficult to explain details of AFL matches to his children.



Empathy Map - John Johnathon

Says	Feels	Does	Sees	Pain	Gain
I don't know how to teach the kids about the game and enjoy it at the same time	Stressed out	Makes time to go to games with kids	The crowd of MCG on the T.V. go crazy	Kids won't understand like he does	Kids will understand the beauty of the MCG and AFL
How do I go to games more often?	The need to go to more games at the MCG	Buy him and kids merchandise of their favourite team	The kids nagging to go to games	Attention span of kids	Going will make them more interested in AFL
I want the kids to experience what the MCG has to offer		Goes to more games at MCG with family		Balancing of time	John will enjoy the footy more due to the MCG's atmosphere
I hope I have time this weekend to go				Need to not spend all money on going to games	Able to go to work with a positive attitude

Target Audiences (User Personas)

Lily Lilith

Teenager | Age - 16 | Family - Middle Child | Location - Melbourne CBD | AFL Experience - Friends' Interests

Goals

- Wishes to feel included in her friends AFL interests
- To be able to share her likes and life online

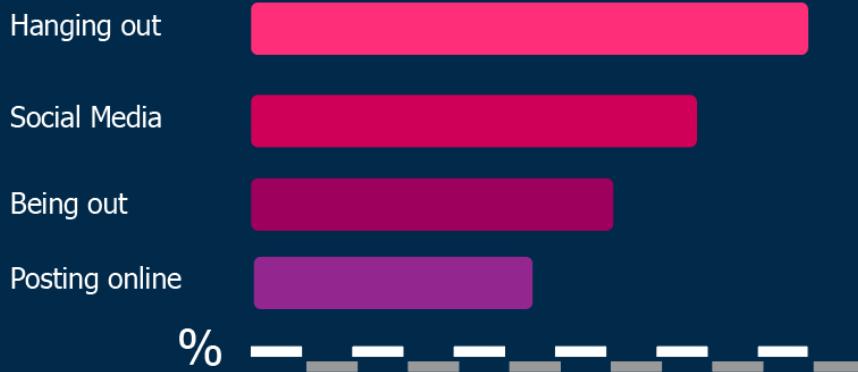
Pain points

- Does not fully understand the game and its players
- Needs fast media such as Instagram to feel entertained

Bio

Lily is the middle child of a family who is not into the AFL. However, at school her Friends all talk about the game and their favourite teams/players. Lily feels left out and in her own time looks into players and how the game works but ultimately still feels left out as she struggles to engage with the game. She prefers to spend her time scrolling through TikTok and Instagram, posting places she visited in the city.

Motivations



Empathy Map - Lilly Lilith

Says	Feels	Does	Sees	Pain	Gain
I wish I understood more about AFL	Left out	Looks at highlights on social media	Friends talking without her	May be challenging to learn all teams, players and rules	More conversations with friends
I can't understand what my friends are talking about most of the time	Confused	Follows AFL players on social media	Some gameplay highlights on social media	Isn't necessarily interested in the sport	Better connection with other people that are interested in the sport
How do I even learn about the sport?	Embarrassed	Goes to games with friends	Friends on social media at games without her		Able to follow AFL players on social media
I wonder if any of the players have social media	Sadness	Tries to get more interested in the game			

Target Audiences (User Personas)

Danny Davidson

Footy Fan | Age - 33 | Family - Out of home | Location - Richmond, Melbourne | AFL experience - Watching Matches

Goals

- Wants to be follow his favourite player
- Wants to have a record of all attended matches

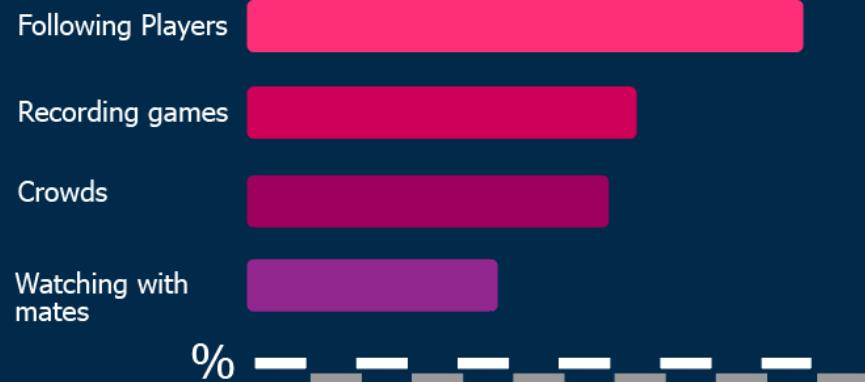
Pain Points

- Favourite player not always showcased.
- Often loses tickets as a record of going to certain games.

Bio

Dennis lives in his apartment complex in Richmond alone. Living in Richmond has gotten him quite invested into watching AFL matches live at the MCG and relishes whenever his team gets a win. However, he likes to follow one particular person on his favourite team but the screens around the stadium often feature other players who shoot goals more frequently.

Motivations



Empathy Map - Danny Davidson

Says	Feels	Does	Sees	Pain	Gain
I want him to notice me	Idolising	Goes to every game that his favourite player plays in	His favourite player kicking goals	His favourite player may become injured	Record for attended matches
I hope he kicks a bag of goals today	Determined to obtain record	Watches highlights of the player after every game	The game at the MCG every time his favourite player play	If he doesn't play then he might not go to the game which makes him lose the record for attended matches	Enjoyment out of watching his favourite player
I need the record for most attended matches	Happy that his favourite player is playing	Watches games with mates	The stats of the player		Being involved in the crowd
He's a superstar					Able to experience the MCG's atmosphere

User Story

Phase of Journey	Stage 1 Entering MCG	Stage 2 Finding Seat	Stage 3 Watching Game	Stage 4 After Game
Actions (What does the customer do?)	<ul style="list-style-type: none"> • Download App • View instructions of App • Have a look at reviews on App Store or Google Play Store 	<ul style="list-style-type: none"> • Learn system and how it can help them understand the game and its players • Create a profile 	<ul style="list-style-type: none"> • Use camera to scan player's numbers • Complete set challenges 	<ul style="list-style-type: none"> • Recommends to other people • Writes review on App Store or Google Play Store page • Buys future MCG tickets
Touch Point (What part of the service do they interact with?)	<ul style="list-style-type: none"> • App Store or Google Play Store • QR Code provided by MCG 	<ul style="list-style-type: none"> • Home • Profile Page 	<ul style="list-style-type: none"> • Camera • Stat Page • Comparison Page 	<ul style="list-style-type: none"> • Profile Page • Rewards page • Reviews on App Store or Play Store
Customer Thought (what is the customer thinking?)	<ul style="list-style-type: none"> • Will this help me? • How do I use it? 	<ul style="list-style-type: none"> • Does this help me understand the game? • I wonder when the game will start for me to use it for its intended purpose 	<ul style="list-style-type: none"> • I'm beginning to understand each player and what they do on the field • Now that I'm understanding, I'm able to enjoy it more than before 	<ul style="list-style-type: none"> • That was a great match • I should go again • When is the next game at the MCG?
Customer Feeling (what is the customer feeling?)	<ul style="list-style-type: none"> • Confused • Troubled • Nervous • Curious 	<ul style="list-style-type: none"> • Interested • Relief • Amusement 	<ul style="list-style-type: none"> • Focused • Satisfied with App 	<ul style="list-style-type: none"> • Happy • Content • Satisfaction

Proposed Approach

With the increased interest in AFL by at home and online users, our proposed pitch is a phone application which allows AFL fans to interact with the sport from not only at home but also at the matches at the MCG.

The phone app will allow users to interact with other fans of AFL, AFL players and also TV boards around the ground.

Interactions users can perform:

- Using AR to scan players' jerseys earning medals and XP
- Interact with online polls
- Post reactions to live games
- Follow their favourite teams and players.

Performing interactions will reward users with XP and additionally certain actions will award the user with medals. These medals are for scanning a certain number of players and medals can also be claimed for going to matches in person.

These rewards incentivise in app activity for users both at home or at the game.

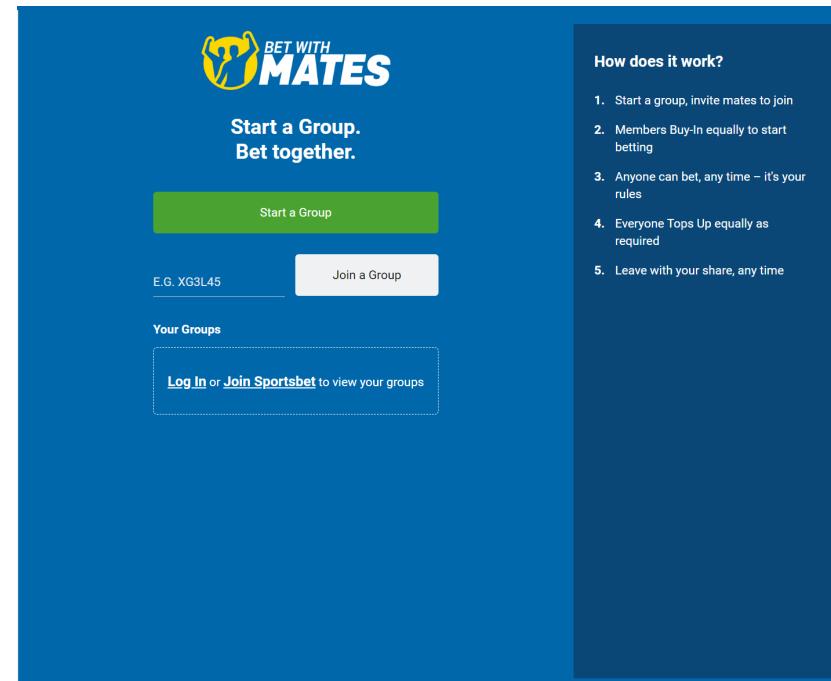


Competitor and Comparative Review Research

Sportsbet - Gacha Mechanics and Loot Boxes

Sportsbet is a major competitor, which allows users to place bets on who they think will win through an AFL game and other sports. The service includes features such as betting with mates and live game stats. However, our app is aimed towards families and betting does not fit into our demographic. With this in mind, game mechanics such as loot boxes and XP would be harmless ways to engage with the same appeal of gambling without the harmful consequences.

- Loot boxes are randomised prizes in which one can gain virtual tokens. Although children are at high risk of being affected by gambling, measures will need to be put in place to eliminate gambling habits being implemented via our app (BBC, 2021).
- XP is a harmless and fun way to visualise the growth of a player in game, where interacting with game features and challenges collect experience points to level up, which can engage younger audiences to learn and engage with the AFL game.

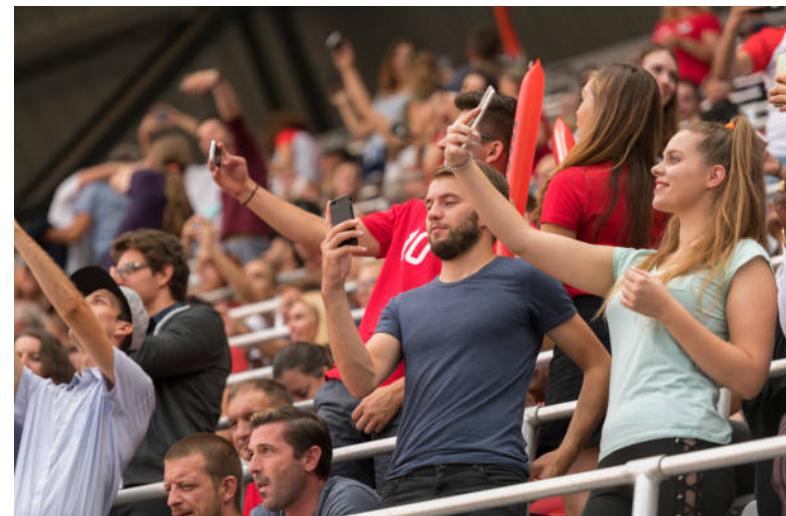


AFL and Online Interactivity

Most, if not all, events are interactive online via Twitter, Instagram, Facebook and TikTok. With the use of hashtags, these platforms allow users to discuss, share and listen to others' opinions, regarding events. Sports and specifically AFL are no stranger to this with games always being a trending hashtag during games.

In recent years, and emphasised by the COVID19 pandemic, there has been a larger effort by the AFL to include and engage with fans online. The AFL has put more effort in online engagement, from clubs posting on social media along with attempting to understand which content their fans interact with online. Additionally, the AFL has attempted to expand their user engagement past simple game days and further into the week, both before and after games. "What we want to do is help fans enjoy the game of Aussie Rules football beyond that traditional game day." (Howarth (CMO))

- Hashtags such as; #afl #footy #football #aussierules allow for users to post AFL themed content and reach other users with similar interests. These hashtags already have hundreds of thousands, and in some case millions of posts which already exist ("Hashtags for #afl to Grow Your Instagram, TikTok | Best-Hashtags.com").
- Hashtags allow for more in-depth user interactivity and furthermore allow interactivity in the form of polls leading to more engagement online.
- Hashtags and polls allow for more uniquely catered user experiences in app which in turn will allow for more user specified engagement.
- This form of interactivity also allows for interactivity at the MCG through polls and hashtags being displayed as 'audience reactions' via the large TV boards.



Pokemon Go - AR Integration

Pokemon Go is a prime example of augmented reality being used by the masses and gaining popularity. Developed by Niantic, Pokemon Go allows users to catch, view and battle Pokemon in the 'real' world by implementing AR to display these features. In 2016, the game peaked with 232 million active users, but still remains active with 71 million active users in 2021 (Business of Apps, 2022). The fact that this game remains so popular displays that the AR technologies do have a retention rate and are not just a gimmick feature.

- AR technologies can be used to gamify real life by allowing users to use their own devices to interact with the virtual world
- As the majority of people have access to a smart device with a camera (and these cameras are becoming better quality with each year), it allows for more precise and accurate tracking of information from a greater distance - as this wasn't possible in earlier years
- By allowing the feature to be augmented instead of some plain text fields, it keeps the users still focused on the game as their cameras will be still seeing the gameplay , and won't be just looking down at their phones
- However, AR scanning can be difficult thus alterations to AFL jerseys may need to be made to make it easier for users to scan.



Real Madrid App

The world renowned Football team known as Real Madrid located in Spain, has millions of fans around the world that religiously follow the team as they try to conquer their own Spanish league and European championships as well (Champions League). The Real Madrid App allows the fans of the team to constantly monitor their team's fixture, roster and player stats along with being able to spectate the match stats whilst the game is being concurrently played. Furthermore, the app also includes post match highlights for those who weren't able to watch the game at the time of it being played.

- An app that allows fans to keep in touch with their team even if they cannot go to the games physically can increase and maintain the support of the team
- It's also basically an archive of highlights of the club where fans can easily access them to watch how their team played and if there needs to be any improvements
- Each players statistics are also shown, which allows fans to make decisions on whether or not a player is playing good or not. This can allow discussion on if a player should be playing for the club if their performance isn't satisfactory.



<https://realmadrid-app.en.softonic.com/>



AFL HUB Features

Augmented Reality

The AR component of the app will allow users to use their camera to scan the numbers of AFL players jerseys. This will reveal information about the player as well as live in game stats. Additionally, scanning players' jerseys will reward users with XP towards their account level.

Key features;

- This will work by the AR scanning for the jersey colour to determine which team you are scanning
- The AR will then scan the number which corresponds with the player's information, supplied by the AFL
- There will be a help icon available which will explain how to use these features
- The help feature will also include an option to search up players on the field if the AR feature is not working properly due to weather or other conditions.

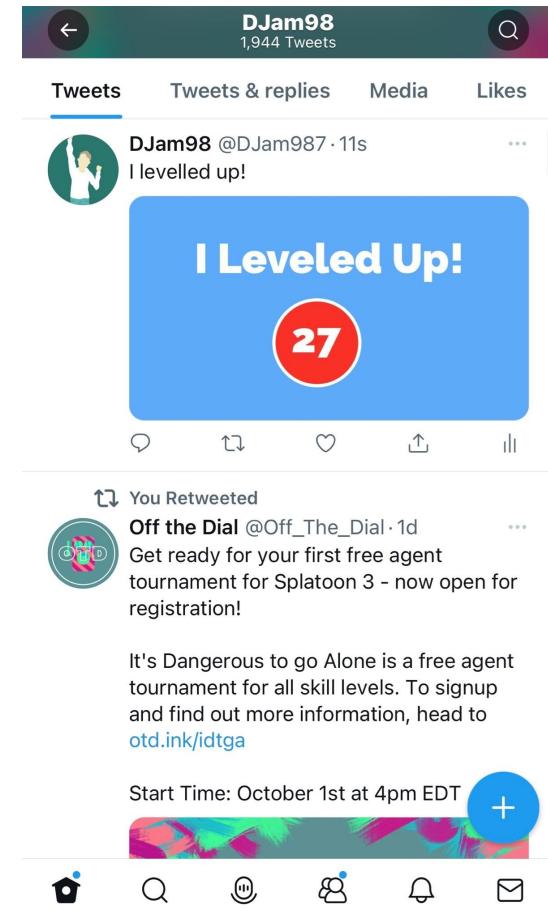


Experience Points and Badges

This section of the application will be the gamification feature or the site where we give the application 'replayability', so that the users feel an incentive to continue using the application. Users will gain experience points (XP) and badges when using the camera to scan players' jerseys, as well as if they attended the event. These experience points will go into the user's 'level' on the app where they can share about level on social media to show off their dedication to the events that are hosted at the MCG.

Key Features:

- Incentivises users to use the application
- Gives the application 'replayability'
- Provides an option to share to social media
- Creates a collection mechanic to the app and to the MCG.

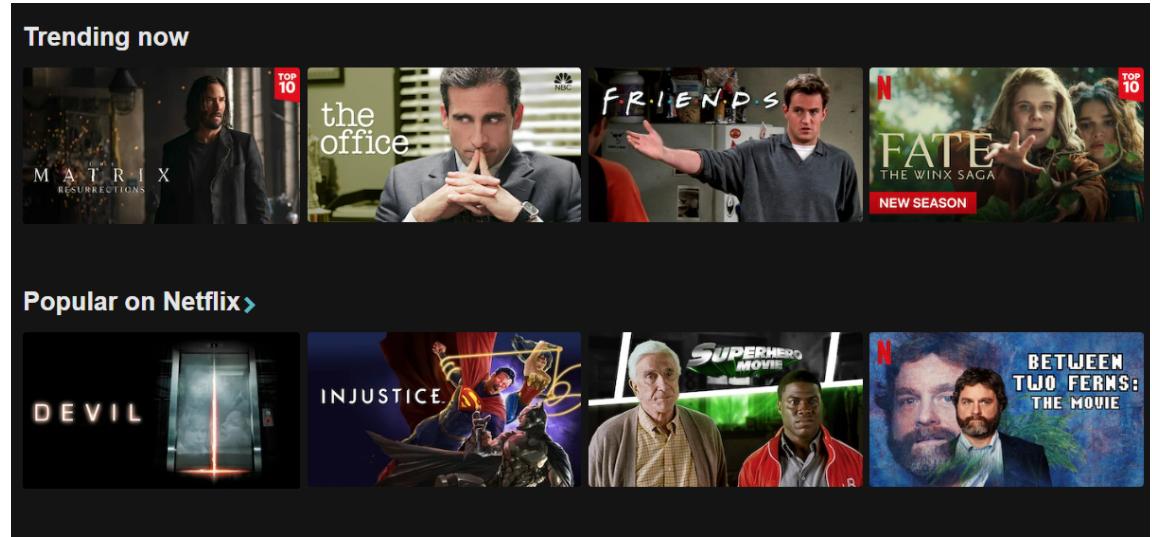


Shop

The implementation of a shop within the app can allow fans to purchase their favourite team's clothing whether that be beanies, scarfs or guernseys. This will help the MCG and the AFL teams financially and give the fans an easy access to their favourite team's merchandise. The layout was inspired by Netflix and how they categorise their films and television as each row has a category and the user is able to scroll left to right to view the various options.

There will be two options as to how the fans will be able to acquire the clothing,

- The first being it gets delivered to wherever they desire
- Or being put aside for them to pick up during a game at the MCG.



User Interactivity with Stadium

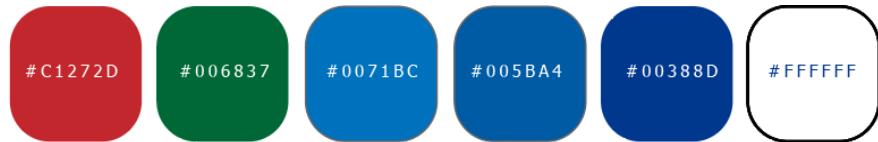
User interactivity is a key aspect of this app and a primary way which people can interact with the game itself. Through the use of in-app polls and reactions, users can have their voice be heard via the large screens around the MCG. When a goal is scored, people can react on the app which will cause mass reactions to be shown on the boards. These forms of user interactivity will also lead into the XP and badges portion of the app, incentivizing users to interact fully with both the game and the app too. Users can also vote on polls which will be shown on the boards at half and full time. These polls would include;

- Which team will win
- What the final score will be
- Which player will get the most goals.



Style Guide

Colour Palate

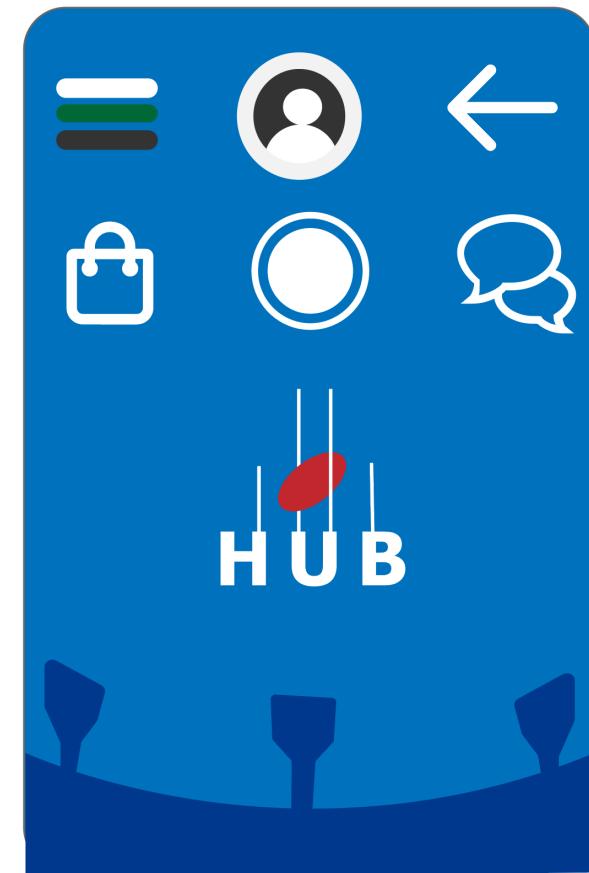


Typeface

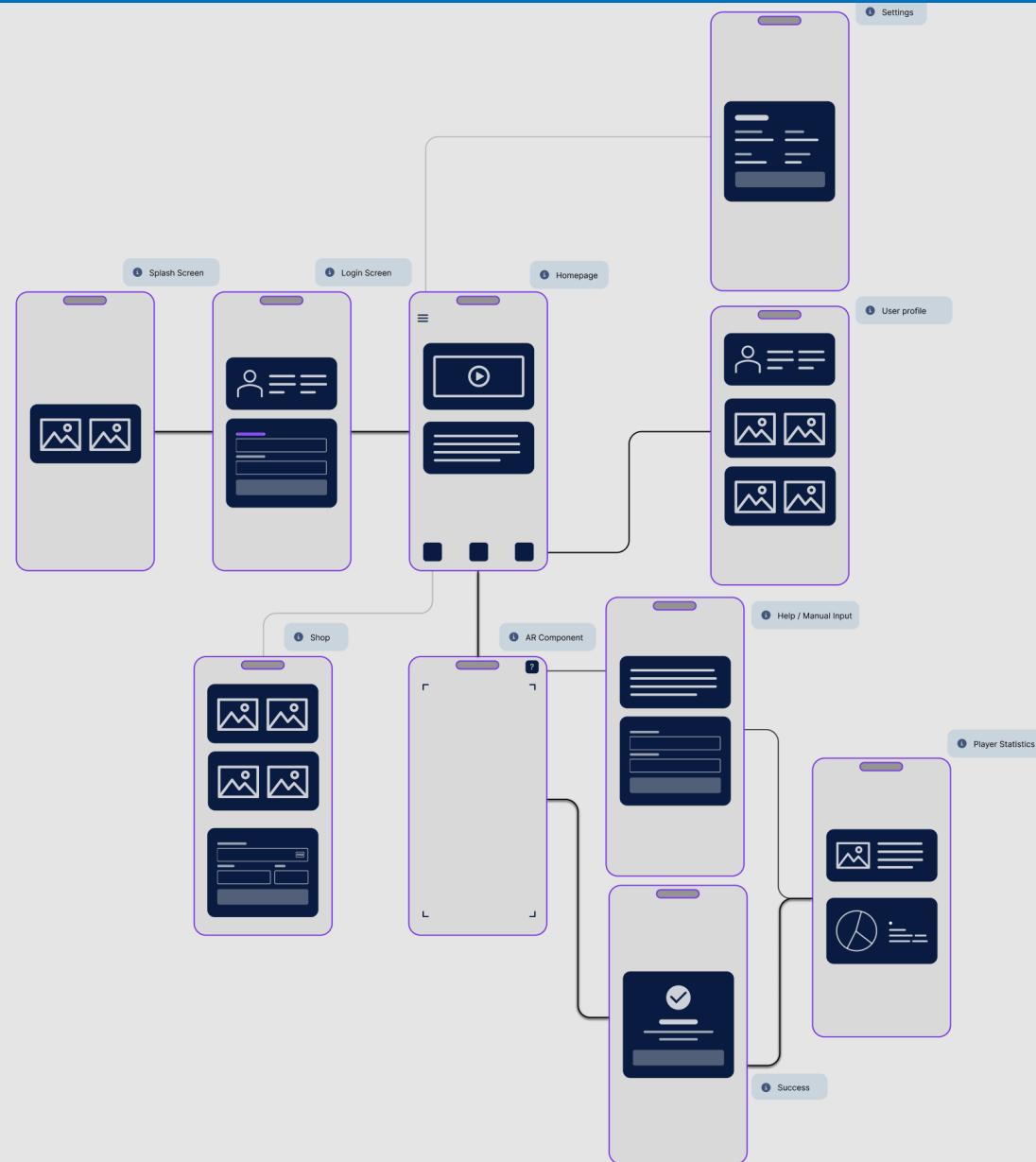
Tahoma

Aa Aa

App Icon



Expected User Journey / Wireframes

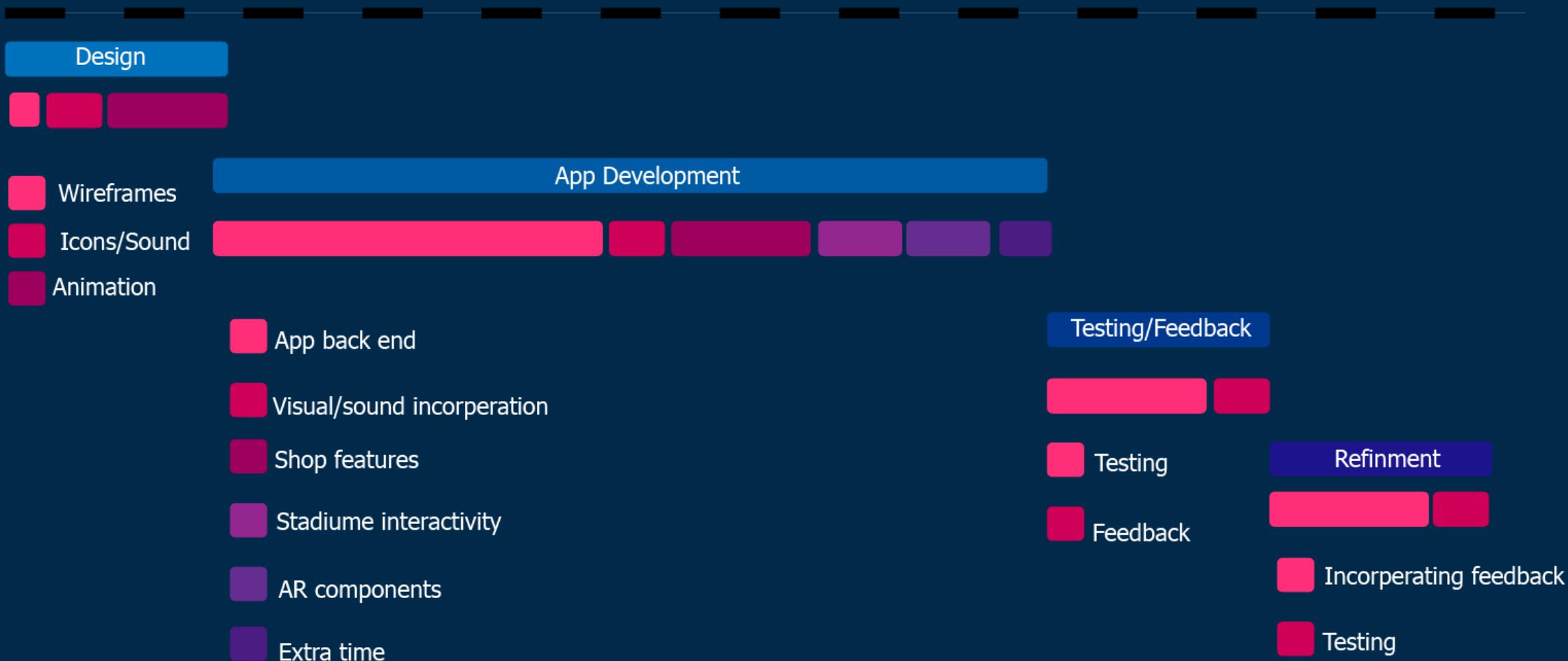


Mockups



Project Timeline

25 Week Timeline



Budget

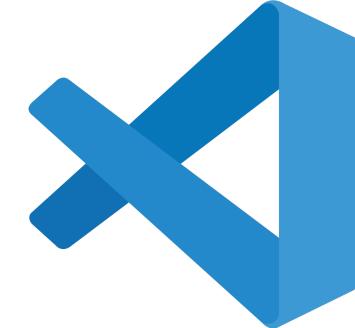
AFL HUB BUDGET			
Expense Description		Cost/Time	
Wages			
Noelia Martinez - 3D/AR/Project Manager		\$1,225/Week	\$12,250
Jackson Baker - Sound Design/Graphic Design		\$1,062/Week	\$10,620
James Dawson - UX/UI/Web Development		\$1,275/Week	\$25,500
Liam Duggan - Video/3D		\$1,062/Week	\$10,620
		TOTAL	\$58,990
Software			
Adobe Suite		\$283.67/Year	\$285
Garage Band/Logic			\$200
Unity Pro		\$150/Month	\$900
		TOTAL	\$1,385
Other Expenses			
Emergency Funds			\$9,625
		TOTAL	\$9,625
		GRAND TOTAL	\$70,000

Software Used

- Unity
- Adobe Premiere Pro
- Adobe After Effects
- Adobe Illustrator
- Adobe Photoshop
- Adobe XD
- Visual Studio Code
- Audacity
- Garageband/Logic
- Reaper
- Github



Unity



Group Roles

Jackson Baker - Sound, Graphic

Liam Duggan - Video, 3D

Noelia Martinez - 3D, AR, Project Manager

James Dawson - UI, UX, Web Dev

GitHub

Assignment 3

View 1

Filter by keyword or by field

Key Info/Links	To Do	In Progress	Done
<ul style="list-style-type: none">Proposal-Doc #3 The BriefProposal-Doc #2 Easy LinksProposal-Doc #1 DUE: 25th September 11:59pm	<ul style="list-style-type: none">Proposal-Doc #12 References	<ul style="list-style-type: none">Proposal-Doc #6 Preliminary MockupProposal-Doc #9 Project Management Overview	<ul style="list-style-type: none">Proposal-Doc #13 Aims (Noa)Proposal-Doc #4 Proposed ApproachProposal-Doc #8 Project RolesProposal-Doc #11 BudgetProposal-Doc #10 TimelineProposal-Doc #16 Children/Teen Persona (Noa)Proposal-Doc #7 Style GuideProposal-Doc #5 WireframesProposal-Doc #15 Parents Persona (Jackson)Proposal-Doc #14 Footy Fan Persona (James)Proposal-Doc #18 User Story (Liam)Proposal-Doc #17 Empathy Maps (Liam)Proposal-Doc #21 Pokemon go (AR) JamesProposal-Doc #20 twitter/#s (how to engage millennials) jackson

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