

# Project Plan

## Improving the Grand Prix experience for F1 viewers at home

S8 Graduation FHICT

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# Project assignment

## Context

TDE is a Handpicked Agency that specializes in sports marketing. The company operates over a wide range of services. They developed RacingNews365, a news platform focused on news within car racing and Formula 1, but TDE was also in charge of the Swapfiets campaign, which is now famous for its bikes with blue tires. Other clients they work for are Team JumboVisma, Ziggo Sport, Gorillaz, Nationale Nederlanden, CM.com Circuit Zandvoort, UEFA, KNVB and more.

The project I will be working on is based around RacingNews365, which is maintained by TDE itself. Formula 1 is gaining popularity worldwide and more and more people are watching the races from home. In 2021 F1 reported a TV audience of 1.55 billion! However, watching a Formula 1 race still is just a practice of staring at a screen in the living room and looking at a bunch of cars racing each other. These races go on for sometimes more than 70 laps and the viewers at home are only staring at the tv for a couple of hours.

A Formula 1 race generates a huge amount of data, everything from lap times to even the temperatures on the cars itself. The reason for this assignment is that TDE assumes it's possible to make the TV audience of Formula 1 more engaged with a race by utilizing the data from a Grand Prix in a digital solution. As for now, viewers at home are often subscribed to TV channels like ViaPlay and SkySports. These channels only display the general broadcast of a race. While there's much more information to be found in the F1TV app itself. However, this information is just sitting there and only the real racing enthusiasts care about this information because it's not accessible/readable/interesting for the "normal" Grand Prix viewer at home.

## Motivation for the project

TDE defined this assignment around newsplatform RacingNews365. RacingNews recently launched a premium membership that gives subscribers access to premium content. TDE envisions commercial opportunities to enrich this membership by giving users access to a digital product that aims to enrich the F1 experience for viewers at home.

## Problem statement and desired outcome

The premium membership already gained around 500 subscribers. However, the number of new subscribers is stalling significantly. Therefore, this project aims to enrich the premium membership with the desired outcome to attract more premium subscribers.

Success can be measured by investigating if more users would consider subscribing to the premium subscription. This could be done with a survey asking RacineNews' target audience if they consider the premium subscription more valuable with the new added feature.



## Scope and preconditions

The project has a runtime of around 16 weeks. The goal is to deliver an MVP in the form of a digital solution that improves the Grand Prix experience for F1 viewers at home. What the MVP will look like isn't yet specified. This can be a game, a dashboard, maybe an AR/VR experience or anything else. Therefore, concepting research has to be conducted to get a good understanding of what type of digital solution works best to achieve the goal of the project.

Users need to be able to interact with the product, so a validated user interface has to be designed that works for the target audience. To make the user interaction more interesting, the product will include 3D visuals and graphics.

Eventually, the product will be built in the Javascript framework Svelte and the 3D visuals and graphics will be realized using Three.js and WebGL. The code will run in Docker containers to preserve a standardized environment for the code to run and Gitlab will be used as code management tool.

The project will not include marketing research. However, it's possible to include some marketing advice in the final advisory document after the product is built.

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## Research Questions

Since it's still unclear what type of product will be built in the end, some interesting research questions can be defined that will be answered using appropriate research.

The main research question will answer how we will get to the desired outcome in the end. So:

- How can a Grand Prix experience be improved for F1 viewers at home using a digital web solution with 3D elements so that engagement will increase?

Other sub-questions and possible research methods to answer them:

- Are there similar existing solutions for other applications than Formula 1 that can be used for inspiration?
- What data is available from a Grand Prix and how are we going to make it available for the project?
  - Desk research on data that's available.
  - Interview with backend developers to discuss an approach for an API or other way to integrate data in the project.
- What elements of a Grand Prix are interesting to visualize in 3D?
  - Focus group discussion with target audience and experts.
  - Desk research in Google Analytics of RacingNews365
  - Interview with RacingNews.
- What information is the target audience missing during a Grand Prix?
  - Focus group discussion with target audience and experts.
- Are there elements in a Grand Prix that are already visualized in the TV broadcast, but can be visually improved using 3D elements?

- Interview with RacingNews.
- Is it possible and interesting to try and attract a bigger TV audience with the end product?
  - Survey focussed on non-F1 viewers
  - Interview with RacingNews
- What are the possibilities of Three.js and what is the best way to utilize its capabilities in the end product?
  - Desk Research
  - Interview with Three.js expert.

## End products

Each phase of the project will have its corresponding end products. Therefore, the concepting phase will be documented in a concept document containing the research that has been done and conclusions and decisions that have been made. The design phase will result in a validated UI design made in Figma or similar and the development phase will deliver a Git repository containing the code for the digital solution.

# Project Organization

## Stakeholders, team members

The stakeholder for this project will be RacingNews365, a news platform focussed on racing and Formula 1. The team will consist of me (Jordi). My company coach John will assist with development by providing feedback on my work. Also, other colleagues at TDE can provide technical feedback in other parts of the project.

In addition, colleagues at BoldlyXR are experts in 3D webdevelopment and might be able to provide additional support with technical issues concerning the 3D aspect of this project.

At last, RacingNews has social media creatives employed that can assist with integrating RacingNews' corporate identity and design style in the UI design.

Name	Contact information	Function
John	jvhulsen@tde.nl	Company coach TDE
Joep	jwinters@tde.nl	Client lead TDE
Ruud	ruud@racingnews365.nl	Contact RacingNews
Yannick	yannick@boldly-xr.com	Managing director BoldlyXR
Rayco	raycohaex@bluebirdday.nl	Three.js expert



## Communication

Communication within TDE is handled using Slack and Discord. Slack is primarily used for messaging when everyone works from home. This applies for Tuesdays, Thursdays and Fridays. We're using Discord for the daily standup on these days as well. On Mondays and Wednesdays everyone is in office and communications will be handled in person.

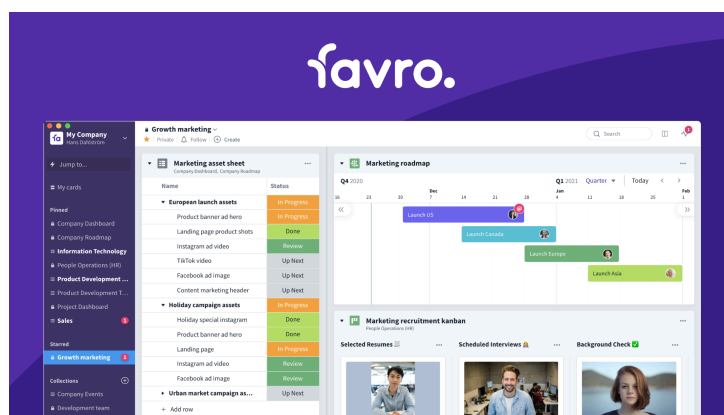
The office of RacingNews365 is located 20 meters from my desk in the same space as the office of TDE. Therefore, communications with the stakeholder can also be handled in person, or else using email. Every couple of weeks there's a sprint meeting to present progress on the project and gather feedback from RacingNews365.

The project will not have a dedicated daily standup. However, progress will be shared in the general daily standup and the start-of-the-week meeting on monday. In addition, a personal progress meeting attending me and John will be scheduled weekly. Contact with the stakeholder and agreements on sprint updates have yet to be discussed with RacingNews365.

# Project approach

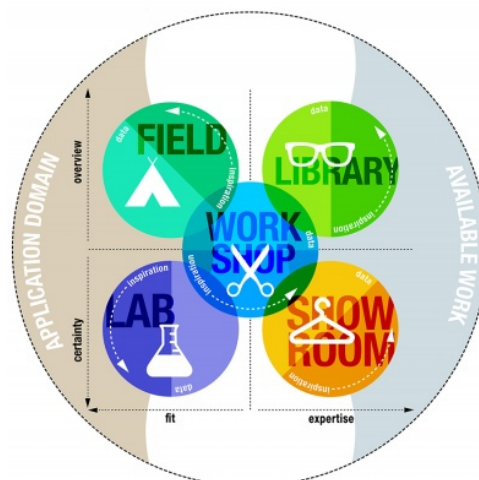
## Management

This project will be managed using the Scrum methodology. The Scrum backlog will be filled with userstories that are defined in the concepting phase. To manage the Scrum board, TDE uses Favro.



## Research

Research is a prominent part of this project. Therefore, multiple research methods will be used from the DOT-framework. An overview of this framework can be found at [ictresearchmethods.nl](https://ictresearchmethods.nl).





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# Deliverables and time plan

## Phases and corresponding deliverables

The project will need a validated concept, a UI design and a realized digital product in the end. This will determine the phases of the project.

### Concepting phase

First, the project will start with the concepting phase. In this phase will be determined what type of solution will be built by conducting research. To methodologically approach this phase, the double diamond method is utilized.

Deliverables for the concepting phase:

Discover

- An available product analysis to explore for existing similar solutions that can be interesting for inspiration.
- An interview with the stakeholder to get a clear understanding of their motivation for the project and the problem they're seeing.
- A target audience analysis to determine which audience benefits most from a solution to the problem.
- A focus group discussion to get qualitative insights from the target audience and the problems they're facing.
- A survey focussed on non-F1 viewers to find out if it's possible to attract a bigger audience for F1 at home.
- Desk research to discover what data is available from a Grand Prix.
- Desk research to discover the possibilities of Three.js.

## Define

- An affinity map to organize the data collected in the discovery phase and make a selection of the data that's important to the project.
- An empathy map to translate the data into wants, needs and frustrations of the target audience.
- Userstories and requirements prioritized in MoSCoW to know the importance of each userstory.

## Develop / Ideate

- A brainstorm session to come up with ideas and possible solutions for the problem. This will be documented in a mindmap and How-Might-We questions.
- Wireframes and LoFi prototypes for possible solutions discovered during the brainstorm session.



## Delivery

- Tests and research on the wireframes and LoFi prototypes to validate the concept and conclude a working solution.
- Proof of Concepts to visualize the possibilities of Three.js.

## Design phase

The design phase depends on the conclusion made in the concepting phase. When it's clear what type of digital solution is going to be made, it's easier to determine a plan for the design phase. At least it's certain that the end product will be a digital web solution, so a user interface has to be designed and tested. In addition, it might be interesting to do additional research for the design phase concerning the 3D aspect of the project and what kind of influence this has on the design in general.

Deliverables for the design phase:

- UI designs validated through user testing.
- Research on the influence of the 3D aspect on the design in general.



## Development phase

The development phase will be the most time consuming as the success of this phase determines the quality of the end product. Before development can actually start, additional preparations have to be made in order to properly organize the development phase of this project. This includes setting up software requirements and diagrams. When this is done, it's essentially just a practice of realizing what has been designed and prepared in the SRS document and ERD/C4 Model and applying the UI design made in the design phase.

Deliverables for the development phase:

- SRS document
- ER diagram / C4 model
- Research whether to use Svelte, SvelteKit or React-tree-fiber.
- Research NodeJS vs Bun
- MVP

## Timeplan and milestones

As explained above, the development phase will be the most time consuming. It's estimated that this phase will occupy about half of the project's runtime. Therefore, the concepting phase and design phase will both have to be squeezed in the other half. A rough schedule is visualized below.



Phase	Dates	Effort	Potential spare time
Project setup	4 Sept 2023 - 15 Sept 2023	Low	2 weeks
Concepting	18 Sept 2023 - 6 Oct 2023	High	1 week
UI Design	9 Oct 2023 - 20 Oct 2023	Medium	1 week
Development	23 Oct 2023 - 6 Jan 2024	High	1 week
Deadline	16 Jan 2024	-	-

Week 3, 5, 7, and 16 are major milestones in this project. At the latest, the project will start in week 4 / September 25 2023. This gives four weeks to get approval on the project plan before the project kicks off. However, it's expected that the project plan will be finished earlier and that the access time can be used for the project to start earlier.



In week 5 / October 2 2023, the project is at a quarter of its runtime, this means that the concepting phase should be roughly finished and that the design phase can start. This isn't a fixed deadline however, if it turns out that the concepting phase needs more time, and the design phase can be shortened, then this milestone could be moved slightly backward.

Week 7 / October 16 represents the halfway point of this project. The UI design should be finished and tested and development can start.

Week 16 / Januari 16 is the ultimate deadline for the project. All documentation should be finished by then as well.

## Testing and success measurement

In the end it's desirable to measure the success of the solution. Success can be measured by conducting interviews with the end users. If the project turns out to be so successful and the product is actually launched, then it's also interesting to enable website analytics and get data on usage of the product.



# Summary

The project plan outlines the general setup of this project and can be seen as a roadmap that includes all necessary information like project assignment, organization, scope, planning, practices, approach to research and deliverables. The project plan is eventually used to get approval to start the internship.

The information in this project plan is based on the assignment description I received from TDE. However, the essential goal and problem statement weren't yet specified. Therefore, I conducted an additional interview with stakeholder Ruud, my company coach John and client lead Joep from TDE.

# Learning Outcome Clarification

- Learning Outcome 1: Professional Duties
- Learning Outcome 2: Situation-Orientation
- Learning Outcome 3: Future-Oriented Organization
- Learning Outcome 4: Investigative Problem Solving
- Learning Outcome 5: Personal Leadership
- Learning Outcome 6: Targeted Interaction

For this deliverable I conducted professional duties on a bachelor level in the activity of analysis as I analyzed the project's goal and problem statement that resulted in this project plan, which is a professional product in line with IT-area user interaction. Therefore, Learning Outcome 1: Professional Duties applies.

This project plan is relevant and valuable as it's relevant to myself as it's valuable to my internship assignment. I also worked in a methodological and structured way in a context where approach and solution areas are open. I also worked with multiple

stakeholders to create this project plan. Therefore, Learning Outcome 2: Situation-Orientation applies.

For the project plan, I explored the organizational context of my project as I identified the business domain and stakeholders for the project. In this project plan, I included research activities, time, money, risks and the quality of the solution which is valuable for the organization. Therefore, Learning Outcome 3: Future-Oriented Organization applies.

In the project plan, I identified problems and opportunities for the client and defined the main scope for the project and formulated related research questions. I also used the interview method to identify the project's goal and problem statement. Therefore, Learning Outcome 4: Investigative Problem Solving applies.

In the project plan, I took the lead in my own project planning wise as well as content wise as I made a rough planning for the project and described the content / deliverables of the project. Therefore, Learning Outcome 5: Personal Leadership applies.

In the project plan, I determined which partners play a role in the project and collaborated with them by doing an interview with the stakeholder to get to know the project's goal and problem statement, so I communicated appropriately to achieve the desired impact. Therefore, Learning Outcome 6: Targeted Interaction applies.