TDE
DIGITAL CREATIVES IN SPORTS

Portfolio Reading Guide

Improving the Grand Prix experience for F1 viewers at home

S8 Graduation FHICT

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Introduction

The portfolio reading guide summarizes my portfolio in one single document. In this document, I'll discuss my internship assignment, the process and results of the project, my personal development and peripheral matters and most importantly, the proof of the learning outcomes.

All information about my internship can be found in my digital portfolio. This portfolio can be found at https://s8-graduation.jordifranssen.com/.

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The Assignment

I received my graduation assignment from TDE. Below you'll find the assignment's context, motivation and the defined problem statement. In short, the assignment is to make a digital solution for RacingNews365 that utilizes Formula 1 data to provide a more engaging Formula 1 experience.

Context

TDE is a creative agency focussed on sports. A client from TDE is RacingNews365, a news website all about racing and Formula 1. We know that a Formula 1 race generates huge amounts of data, ranging from laptimes to weather data. However, this data is only displayed on the broadcast or published as text on websites.

This assignment was created because TDE assumes it's possible to utilize this data in a digital solution and visualize it using 3D visuals to make the Formula 1 experience more engaging.

Motivation

The motivation for this project is defined around RacingNews365. RacingNews365 recently launched a premium membership that gives users 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.

Problem statement

The new premium membership already gained quite a few 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.

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Process and Results

How did the project go?

The assignment is to make a digital solution for RacingNews365 that utilizes Formula 1 data to provide a more engaging Formula 1 experience. This is a super wide and open assignment, and there was no idea of what kind of digital solution would fit to solve this assignment.

Therefore, the project required a lot of orientation and concepting. I deployed multiple research strategies to find out that the target audience for RacingNews365 is ready for more information and context during a race, and that the digital solution would be a secondary source of information. During a focusgroup discussion with the stakeholder, an idea formed to create a new liveblog experience based on live data.

Live data would be processed to detect all kinds of events happening during a racing event like overtakes, track status, potential crashes and more. These events are used as an input for items in the liveblog. Because the live data source also contains position data, it's possible to provide more context to the user by visualizing where these events are happening.

The initial goal of the project was to visualize this data with 3D elements to make it more interesting for users. First we wanted to visualize an entire race in 3D so users could see where cars are driving. However, because the use of the data source has its risks, it was decided to only visualize where events are happening. This brings up the question whether a 3D visual adds value compared to a simple image with a dot to clarify a position on the track. Taking in mind the complexity of 3D visuals and the lack of added value, it was decided to ditch the 3D approach and simply use images to visualize positions on the track.

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Explanation of the results

The project resulted in an MVP that improves the liveblog experience for both the liveblog editor and the liveblog user itself. Data from the live data source is processed into events like overtakes, track status and potential crashes. These events are displayed as liveblog items in the CMS of RacingNews365. The editor can publish these items right away, or edit them to their liking. Because the data source is roughly 25 seconds ahead of the broadcast, the editor has plenty of time to publish a liveblog item, resulting in a true live experience for the liveblog user.

The experience for the liveblog user itself has also changed. Positions of overtakes and potential crashes are displayed with the corresponding liveblog item. RacingNews365 can still make custom liveblog items, and if relevant, it's also possible to include a position on the track. In addition, the track status is displayed using a colored line next to the liveblog items.

The true value of the project is the fact that RacingNews365 can provide a more engaging experience with their new liveblog. Because the liveblog items are automatically generated 25 seconds ahead of the broadcast, the editor can publish more items and provide a truly live experience containing more context to the user.

Reflection on the assignment

I'm very pleased with the general outcome of the project. This is primarily because the new liveblog provides a lot of value to RacingNews365. Initially, I intended to do a more creative internship project, but the project shifted towards a more technical aspect with even some backend programming. I am glad that my interests in the creative side of web development didn't affect the outcome as this project now provides a lot of value to the stakeholder and it's certain that the new liveblog will go into production in the future. I even discovered that I find backend development quite fun. The project looked challenging at first, but I simply gained a lot of knowledge with this project and that's what allowed me to come with this successful outcome.

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Personal Development and Peripheral Matters

My internship also contained some activities and deliverables that aren't related to my internship project itself. I consider these activities important to my internship. That's why I decided to cover them separately in the reading guide.

WeyWeyWeb Malaga

Due to personal reasons, I was in Malaga during the WeyWeyWeb conference. I attended this conference last year as well, so I knew it would be an interesting event for me as a designer and developer, but maybe also for TDE. I discussed the possibilities of attending the conference again this year on behalf of TDE. Therefore, I agreed with colleagues which talks I had to attend, and brought the things I learned back home to present during one of the Devtalks we organize once in a while.

Team Jumbo-Visma client project

TDE asked kindly if I could assist in a client project for Team Jumbo-Visma. This was only for a few days, and I was keen to do something extra during my internship, so I agreed to help for a few days. Because this project is set up exactly similar to RacingNews365, it was a good introduction to the technologies used by TDE.

Personal development goals

This semester I dived into two topics that I found interesting to dive into this semester. One is advanced persuasive communication techniques which are interesting for presenting my internship. Next, I was also keen to learn how to use AI to speedup my workflow during projects and development. More information about these personal development goals can be found in my portfolio.

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Proof of the Learning Outcomes

Below you'll find an overview of all deliverables as proof for each learning outcome. The links will direct you to the corresponding page in my portfolio where more information about the deliverable can be found, including an explanation for why the deliverable is proof for the corresponding learning outcomes.

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Learning Outcome 1: Professional Duties

You carry out the professional duties on a bachelor level resulting in professional products in line with the IT-area you are working in.

- Project Plan
- Project Management
- Git Code Management
- Advice for Further Development
- Available Product Analysis
- Available Data Analysis
- Fan Engagement Strategies
- Available Technologies Analysis
- Online Survey
- Target Audience Analysis
- Focusgroup Discussion
- Feasibility Study
- Concept Validation
- RacingNews365 Visual Audit
- Design Validation
- Development API
- Data Analytics
- Realtime Communication Methods
- Front-end Framework Comparison
- Software and Server Architecture
- Backend Development
- Developing the Improved Liveblog
- Developing the Position Visualization

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Learning Outcome 2: Situation-Orientation

You apply your previously acquired knowledge and skills in a new and authentic context to deliver relevant and valuable results for the project and company.

- [Project Plan](#)
- [Project Management](#)
- [Git Code Management](#)
- [Available Product Analysis](#)
- [Available Data Analysis](#)
- [Fan Engagement Strategies](#)
- [Available Technologies Analysis](#)
- [Online Survey](#)
- [Target Audience Analysis](#)
- [Focusgroup Discussion](#)
- [Feasibility Study](#)
- [Concept Validation](#)
- [RacingNews365 Visual Audit](#)
- [Design Validation](#)
- [Development API](#)
- [Realtime Communication Methods](#)
- [Front-end Framework Comparison](#)
- [Software and Server Architecture](#)
- [Team Jumbo-Visma Rebrand](#)
- [Developing the Improved Liveblog](#)
- [Approach for the Final Presentation](#)

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Learning Outcome 3: Future-Oriented Organisation

You explore the organisational context of your project, make business, sustainable and ethical considerations and manage all aspects of the execution of the project.

- [Project Plan](#)
- [Advice for Further Development](#)
- [Available Data Analysis](#)
- [Focusgroup Discussion](#)
- [Feasibility Study](#)
- [Project Ethics and Sustainability](#)
- [Software and Server Architecture](#)
- [Working with AI in a Project](#)

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Learning Outcome 4: Investigative Problem Solving

You take a critical look at your project from different perspectives, identify problems, find an effective approach and arrive at appropriate solutions.

- [Project Plan](#)
- [Available Product Analysis](#)
- [Available Data Analysis](#)
- [Fan Engagement Strategies](#)
- [Available Technologies Analysis](#)
- [Online Survey](#)
- [Target Audience Analysis](#)
- [Focusgroup Discussion](#)
- [Feasibility Study](#)
- [Concept Validation](#)
- [RacingNews365 Visual Audit](#)
- [Design Validation](#)
- [Development API](#)
- [Data Analytics](#)
- [Realtime Communication Methods](#)
- [Front-end Framework Comparison](#)
- [Software and Server Architecture](#)
- [Backend Development](#)

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Learning Outcome 5: Personal Leadership

You are entrepreneurial around your projects and personal development, you pay attention to your own learning ability and keep in mind what kind of IT professional and/or what type of positions you aspire to.

- [Project Plan](#)
- [Project Management](#)
- [Focusgroup Discussion](#)
- [Concept Validation](#)
- [DevTalk WeyWeyWeb](#)
- [Reflection Conceptphase](#)
- [Advanced Persuasive Communication Techniques](#)
- [Working with AI in a Project](#)
- [Code Improvements and Feedback](#)
- [Design and Development Reflection](#)
- [Meeting Summaries and Feedback](#)
- [Returnday](#)

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Learning Outcome 6: Targeted Interaction

You determine which partners play a role in your project, collaborate constructively with them and communicate appropriately to achieve the desired impact.

- Project Plan
- Git Code Management
- Advice for Further Development
- Online Survey
- Focusgroup Discussion
- Concept Validation
- RacingNews365 Visual Audit
- Design Validation
- Realtime Communication Methods
- Front-end Framework Comparison
- Software and Server Architecture
- Developing the Improved Liveblog
- DevTalk WeyWeyWeb
- Advanced Persuasive Communication Techniques
- Meeting Summaries and Feedback
- Progress Updates
- Approach for the Final Presentation

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