

CAHIER DES CHARGES



1. PROJECT OVERVIEW

OBJECTIVE:

Develop a comprehensive website to focus on the development of young football talent in Morocco, featuring information on youth academies, training programs, talent showcases, and interviews with coaches.

ARGET AUDIENCE:

- Young football players
- Parents
- Football coaches
- Scouts
- Football enthusiasts



2. FEATURES AND FUNCTIONALITIES

2.1. YOUTH ACADEMIES

- Academy Directory: List of football academies with search and filter options.
- Academy Details: Information about each academy, including location, programs, and success stories.
- Application Forms: Downloadable or online forms for academy applications.

2.2. TRAINING PROGRAMS

- Program Details: Descriptions of various training programs, including curriculum and schedules.
- Registration: Online registration forms for training programs.
- Fees: Information on fees and payment methods.



2. FEATURES AND FUNCTIONALITIES

2.3. TALENT SHOWCASES

- Event Calendar: List of upcoming talent showcases and trials.
- Event Highlights: Galleries and videos from past events.
- Scouting Information: Contact details for scouts and agents.

2.4. COACH INTERVIEWS

- Interview Profiles: Detailed interviews with youth coaches, including their insights and tips.
- Coach Backgrounds: Information on the professional backgrounds of featured coaches.
- Advice: Articles and tips for young players and their families.



3. TECHNICAL SPECIFICATIONS

3.1. PLATFORM REQUIREMENTS

- Website Type: Responsive website accessible on both desktop and mobile devices.
- Technology Stack:
- Frontend: Vue js , Tailwind css
- Backend: Laravel (PHP)
- Database: MySQL

3.2. PERFORMANCE AND SECURITY

- Performance: Optimize website for fast loading times and smooth user experience.
- Security: Implement SSL, secure user data, and protect against common vulnerabilities (e.g., SQL injection, XSS).



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3.3. HOSTING AND DOMAIN

- Hosting: Reliable hosting service with scalable resources.
- Domain Name: Relevant and easy-to-remember domain name.

4. DESIGN AND USER EXPERIENCE

4.1. USER INTERFACE

- Design: Clean, modern design with a focus on usability and accessibility.
- Navigation: Intuitive and user-friendly navigation with clear sections and links.
- Branding: Consistent branding elements, including logos, colors, and fonts.

4.2. USER EXPERIENCE

- Responsive Design: Ensure compatibility with various screen sizes and devices.
- Accessibility: Adhere to accessibility standards (e.g., WCAG) to make the website usable for people with disabilities.
- Feedback: Implement mechanisms for users to provide feedback and suggestions.



5. CONTENT STRATEGY

5.1. CONTENT CREATION

- Articles: Write and publish articles on youth academies, training programs, talent showcases, and coach interviews.
- Multimedia: Include high-quality images, videos, and galleries.
- Updates: Regularly update content to keep the website current and relevant.

5.2. SEO AND ANALYTICS

- SEO: Optimize content for search engines to improve visibility.
- Analytics: Implement web analytics to track user behavior and website performance



6. PROJECT MANAGEMENT

6.1. TIMELINE

- Project Phases: Define phases such as planning, design, development, testing, and launch.
- Deadlines: Set deadlines for each phase and overall project completion.

6.2. BUDGET

- Cost Estimates: Provide estimates for development, design, hosting, and ongoing maintenance.
- Funding: Outline funding sources and budget allocation.

6.3. TEAM

- Roles: Define roles and responsibilities for project team members (e.g., project manager, developer, designer, content creator).
- Communication: Establish communication channels and regular meetings for project updates.

7. EVALUATION AND MAINTENANCE

7.1. TESTING

- Quality Assurance: Conduct thorough testing to ensure all features work as expected.
- User Testing: Gather feedback from potential users to refine the user experience.

7.2. MAINTENANCE

- Updates: Regularly update the website with new content and features.
- Support: Provide ongoing support and address any issues that arise.

