



FOOTBALL PARADISE



ROBERT H. SMITH
SCHOOL OF BUSINESS

Football Paradise Stream Management System

Welcome to the Football Paradise Stream Management System project. This innovative platform will revolutionize how football paradise engage with live football content, offering seamless streaming experiences to its customers powered by cutting-edge technology.

BUDT 748 – Industry Practicum – Dr. Paul Shapiro

By Team 02: Football Paradise – Stream Management Platform

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- 8 Technology Stack :** What technology we will implement to develop the UI
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Next Steps Development Phase

1. About Football Paradise

Leading Website

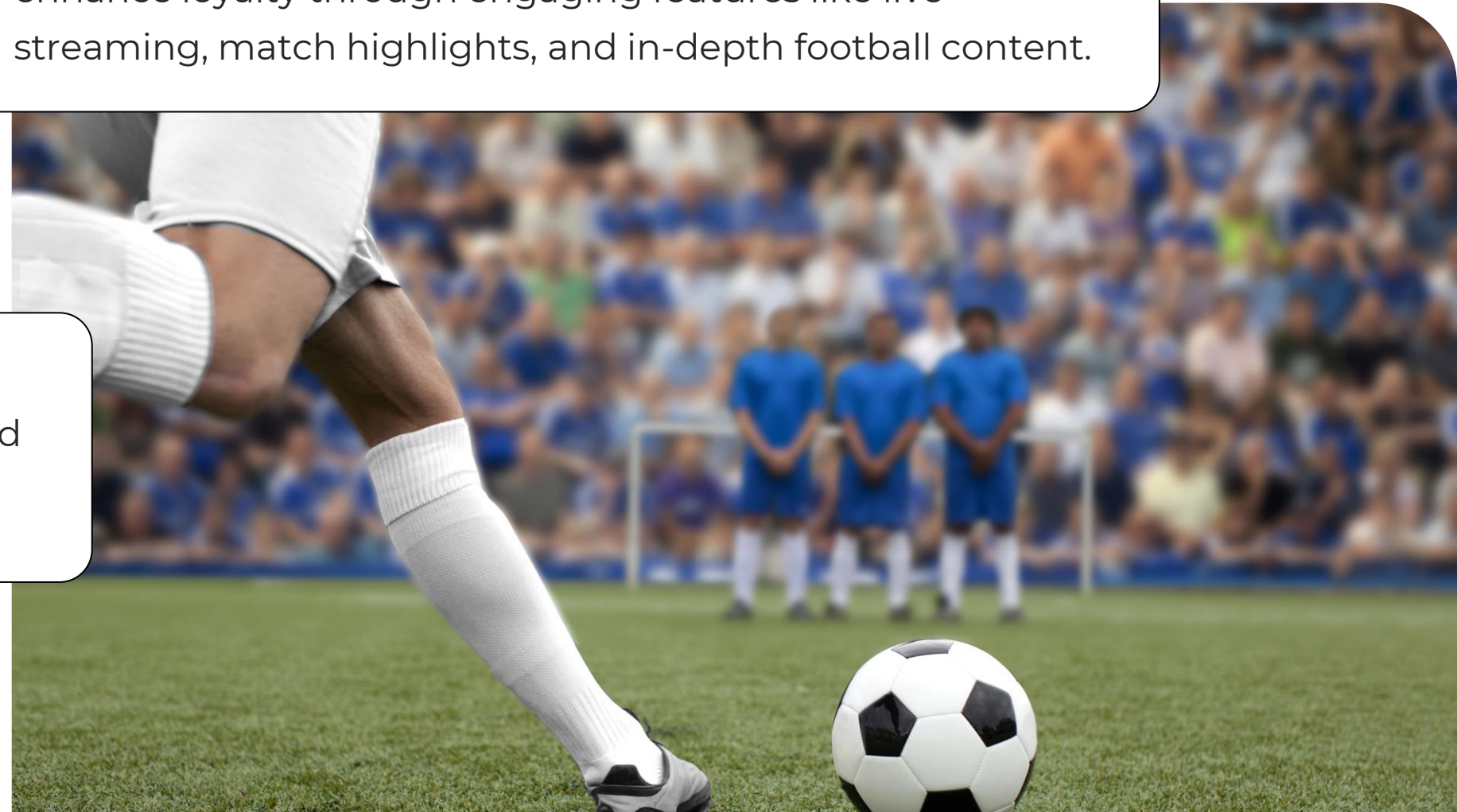
Leading literature website dedicated to football narratives

Need for Stream Management System

To expand reach, optimize streaming across devices, and enhance loyalty through engaging features like live streaming, match highlights, and in-depth football content.

Goals

Centralized content management and enhanced user experience to elevate engagement.



2. Project Overview

1 Comprehensive System Blueprint:

The design phase produced a detailed and structured plan, including data flow diagrams (DFDs) and an entity-relationship diagram (ERD), which serve as a solid foundation for the system's functionality and technological implementation.

2 Proposed Stream Management System:

The design phase produced a detailed and structured plan, including data flow diagrams (DFDs) and an entity-relationship diagram (ERD), which serve as a solid foundation for the system's functionality and technological implementation.

3 Implementation Strategy:

Phased approach to implementation was recommended, including setting up the system environment, customizing the platform, integrating with existing Football Paradise systems, and conducting thorough testing to ensure reliability.



2. Team Management & Processes



Team Roles

Our team comprises Product Manager, UX-UI Designer, Frontend Developer, Backend Developer, and QA Analyst, each playing a crucial role in the project's success.



Tools & Platforms

We leverage Microsoft Team's for project management, WhatsApp for seamless team communication, and Zoom for efficient virtual meetings. Figma for design & GitHub for management of tech stack related work.



Collaboration

Our collaboration strategy includes weekly team meetings, daily standups, regular design reviews, and clear task assignments, fostering a cohesive workflow.

4. Design Phase

Discovery

Gather requirements, define user personas, and analyze existing solutions.

UX Wireframing

Create low-fidelity wireframes to map out user flows and interactions.

UI Design

Design high-fidelity mockups for the user interface, incorporating branding and visual elements.

Technical Architecture

Develop the technical blueprint, including infrastructure, APIs, and integrations.

Feedback

Gather stakeholder feedback.



5. User Stories

Comprehensive Analysis Of Football Related Personas

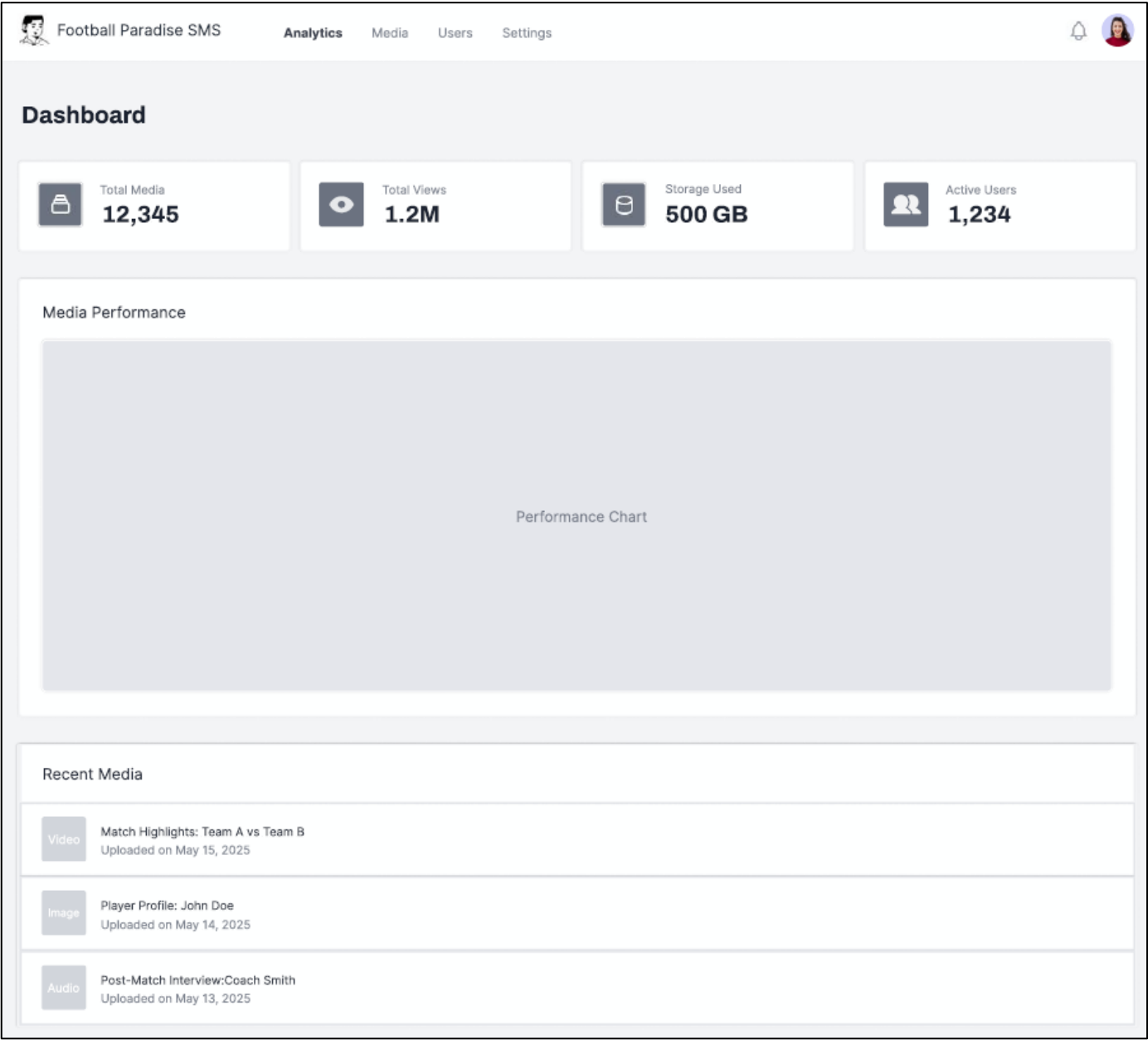
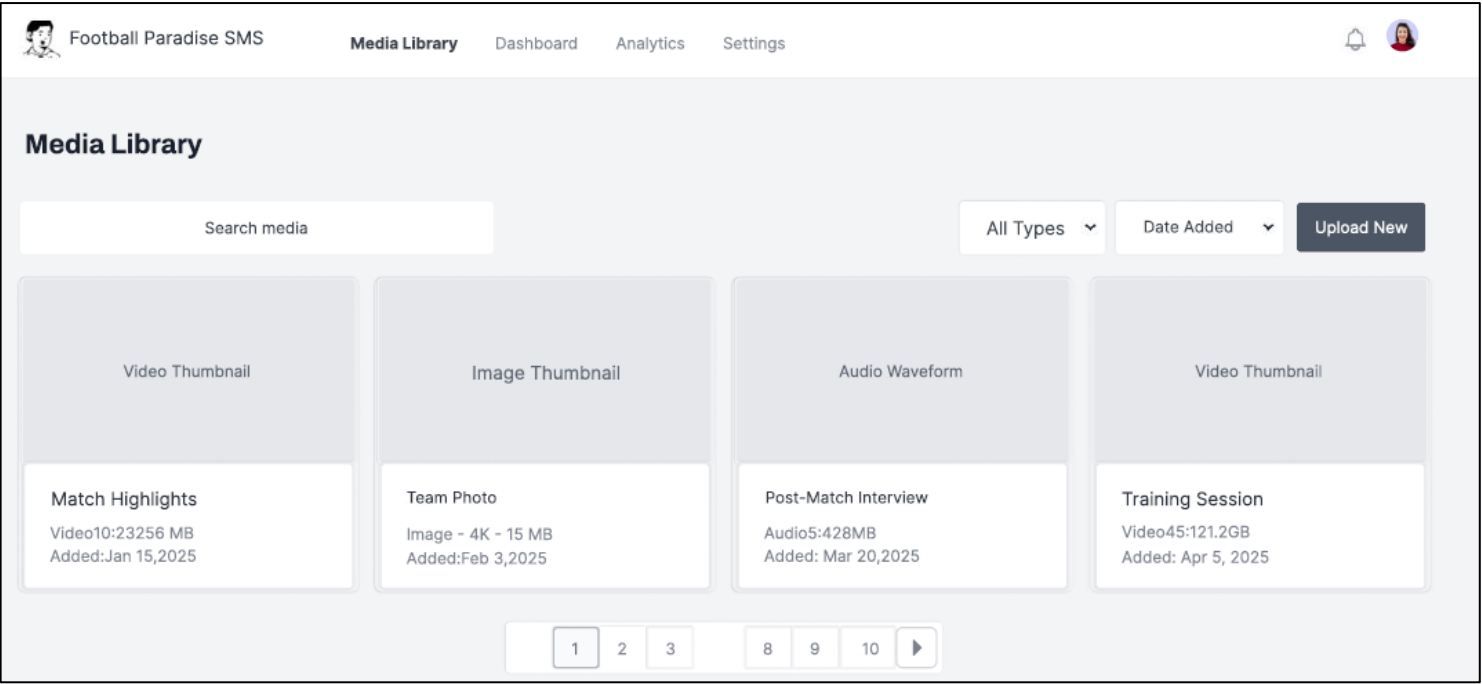
An analysis highlighting the objectives, challenges, touchpoints, and solutions for various personas in the football domain.

Club Administrator 	Football Coach 	Professional Player 	Event Organizer 	Journalist 	Content Creator 	Social Media Manager 
Administrators overseeing club operations.	Coaches aiming to improve player performance.	Players keeping track of their performance metrics.	Organizers planning football events and promotions.	Journalists providing news coverage of football events.	Creators generating engaging football content.	Managers boosting online presence and fan engagement.
Oversee operations and ensure the smooth running of the club.	Improve player performance through match analysis and strategies.	Stay informed about match data and personal performance metrics.	Plan and coordinate successful football events and promotions.	Provide accurate and timely news coverage of football events.	Create engaging content for fans and followers of the sport.	Boost club's online presence and engage with fans.
Ensuring smooth operation and timely communication across departments.	Accessing advanced tools to analyze player performance in real-time.	Balancing training with keeping up-to-date on team statistics.	Coordinating with various teams to ensure event success.	Gathering reliable, up-to-date news and interviews.	Creating timely and engaging content to keep audiences interested.	Engaging fans in real-time while managing multiple platforms.
Club Management Systems, Internal Communication Tools.	Football Paradise SMS, Analytics Platforms, Coaching Tools.	Fitness Apps, Performance Tracking Tools, Football Paradise SMS.	Event Management Platforms, Social Media, Football Paradise SMS.	News Websites, Football Paradise SMS Dashboard, Interview Tools.	Social Media, Blogging Platforms, Football Paradise SMS Dashboard.	Social Media Platforms, Football Paradise SMS Dashboard.
Provide an integrated platform for managing club operations and communication.	Offer real-time analytics, performance reports, and strategy tools.	Provide performance tracking tools and team analytics.	Offer event planning, marketing, and communication tools.	Provide a real-time news feed and interview scheduling features.	Offer real-time stats, content ideas, and audience engagement tools.	Provide social media scheduling, analytics, and engagement tools.

Persona	Goals	Challenges	Touchpoints	Solutions
Casual Fan	Stay updated with match highlights and favorite team updates.	Struggling to find quick, relevant updates on their favorite teams.	Website, Social Media, Mobile App.	Provide easy access to match highlights and personalized
Football Analyst	Analyze match data and player performance.	Difficulty accessing detailed statistics and analytics in real-time.	Football Paradise SMS Dashboard, Analytics Platforms.	Offer advanced analytics and match tracking tools.
Media Manager	Efficiently manage and distribute media content for football events.	Handling large volumes of media files and ensuring quick uploads.	Football Paradise SMS Dashboard, Content Delivery Platforms.	Offer media management features, content delivery, and storage
Football Blogger	Create engaging content based on match statistics and team	Finding relevant, up-to-date statistics and managing sources.	Blogging Platforms, Football Paradise SMS Dashboard, Social Media.	Provide real-time statistics, match insights, and content delivery options.
Club Administrator	Oversee operations and ensure the smooth running of the club.	Ensuring smooth operation and timely communication across departments.	Club Management Systems, Internal Communication Tools.	Provide an integrated platform for managing club operations and communication.
Football Coach	Improve player performance through match analysis and strategies.	Accessing advanced tools to analyze player performance in real-time.	Football Paradise SMS, Analytics Platforms, Coaching Tools.	Offer real-time analytics, performance reports, and strategy tools.
Professional Player	Stay informed about match data and personal performance metrics.	Balancing training with keeping up-to-date on team statistics.	Fitness Apps, Performance Tracking Tools, Football Paradise SMS.	Provide performance tracking tools and team analytics.
Event Organizer	Plan and coordinate successful football events and promotions.	Coordinating with various teams to ensure event success.	Event Management Platforms, Social Media, Football Paradise SMS.	Offer event planning, marketing, and communication tools.
Journalist	Provide accurate and timely news coverage of football events.	Gathering reliable, up-to-date news and interviews.	News Websites, Football Paradise SMS Dashboard, Interview Tools.	Provide a real-time news feed and interview scheduling features.
Content Creator	Create engaging content for fans and followers of the sport.	Creating timely and engaging content to keep audiences interested.	Social Media, Blogging Platforms, Football Paradise SMS Dashboard.	Offer real-time stats, content ideas, and audience engagement tools.
Social Media Manager	Boost club's online presence and engage with fans.	Engaging fans in real-time while managing multiple platforms.	Social Media Platforms, Football Paradise SMS Dashboard.	Provide social media scheduling, analytics, and engagement tools.
Football Statistician	Track and analyze football statistics for accurate reporting.	Analyzing large volumes of match data for insights.	Analytics Platforms, Football Paradise SMS Dashboard.	Provide data analysis tools and reporting dashboards.
Broadcaster	Deliver live commentary and coverage for football matches.	Delivering accurate and engaging live coverage to broad audiences.	Broadcast Tools, Live Streaming Platforms, Football Paradise SMS.	Offer live streaming, real-time analytics, and commentary tools.
Sponsor/Advertiser	Promote brands and sponsors during football events.	Maximizing brand exposure and tracking return on investment.	Advertising Platforms, Sponsorship Analytics, Football Paradise SMS.	Provide advertising management, analytics, and brand visibility
Merchandise Manager	Manage the sale and promotion of football merchandise.	Ensuring timely stock updates and sales promotions.	E-commerce Platforms, Football Paradise SMS, Social Media.	Offer inventory management, sales analytics, and promotional tools.

6. UX Wireframing

The wireframes create a user-friendly interface for accessing live and pre-recorded content, managing subscriptions, and viewing analytics. The design incorporates insights from user personas to ensure seamless interaction with real-time stats, match highlights, and chat features.



The clean, intuitive layout prioritizes content discovery and engagement, empowering users to customize their viewing experience.

Football Paradise SMS

AnalyticsMediaUsersSettings

Analytics Overview

Total Views

1.2M

View all

Unique Visitors

358K

View all

Avg. Watch Time

4m 32s

View all

Engagement Rate

8.5%

View all

Performance Over Time

Views and engagement trends for the past 30 days.

Top Performing Content

TITLE	VIEWS	ENGAGEMENT	PUBLISHED
Top 10 Goals of the Season	245K	12.3%	Mar 15, 2025
Interview with Star Player	198K	9.7%	Apr 2, 2025
Match Highlights: Semi-Finals	176K		

Football Paradise CMS

Access Control Management

Manage user permissions and roles

Dashboard

Media Library

Content Delivery

Access Control

Analytics

Settings

Search roles

Add New Role

Role Name	Description	Users	Actions
Administrator	Full system access	5	Edit Delete
Editor	Can edit and publish content	12	Edit Delete
Viewer	Can only view content	28	Edit Delete

Permissions

Content Management

☐ Create Content

☐ Edit Content

☐ Delete Content

☐ Publish Content

User Management

☐ Create User

☐ Edit User

☐ Assign Roles

☐ Delete User

System Settings

☐ View Analytics

☐ Manage Settings

☐ Access API

☐ Manage Integrations

John Doe

Administrator

Recent Activity

Modified Editor role

Added new user: Jane Smith

Updated content permissions

Quick Actions

New User

Audit Log

Upload Media

Drag and drop your files here

or

Browse Files

Content Delivery Settings

Configure distribution settings for your media content

Distribution Configuration

CDN Provider

Cloudflare

Origin Server

https://origin.footballparadise.com

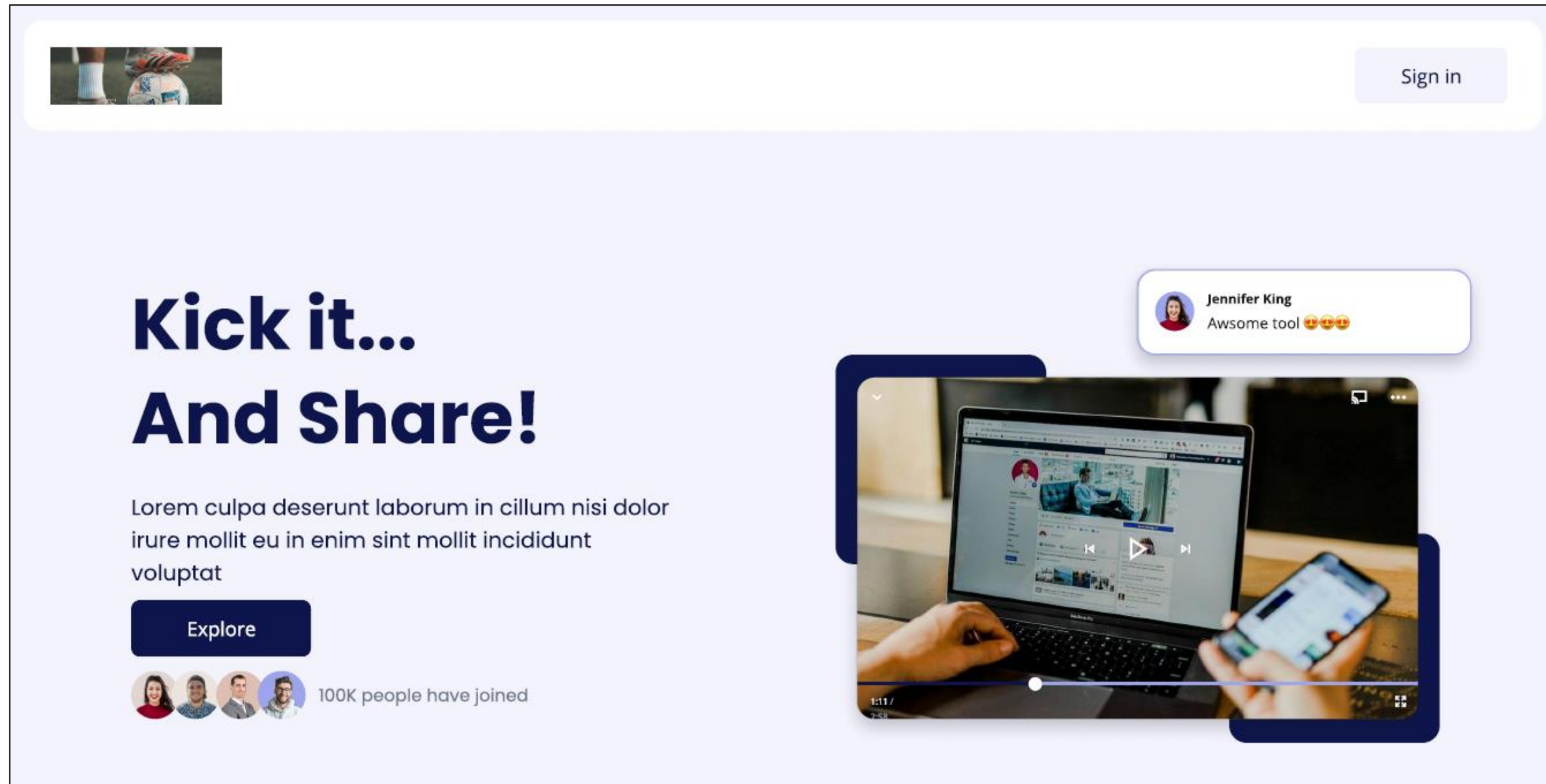
Caching Policy

Aggressive (1 week)

Save Changes

7. User Interface

Finalized UI design optimized for desktop, featuring a streaming dashboard, health monitoring tools, and user engagement analytics tailored to Football Paradise's branding and user needs.





Emily's workspace

10 projects



Home



Library



Published



Notifications

9



Settings

Member (20)



+ Invite

Library

Search



Record new

Videos

Folder

Draft

Uploaded by me

Total 20 videos



Sort by: Date



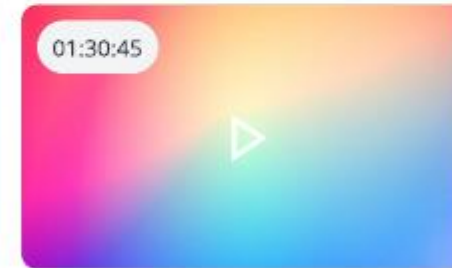
How to set up a livestream with camera and light

100 views 100 likes 20 comments



Elizabeth Lee

Posted 1h ago



How to record your screen and camera

100 views 100 likes 20 comments



Brian Martinez

Posted 3h ago



How to record your screen and camera

100 views 100 likes 20 comments



David Lee

Posted 7h ago



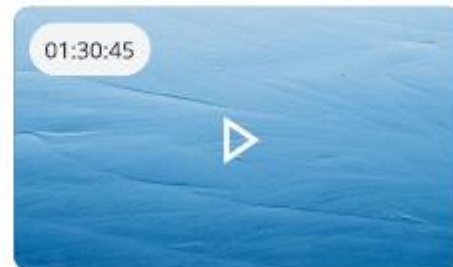
How to set up a livestream with camera and light

100 views 100 likes 20 comments



Sarah Johnson

Posted 4h ago



How to set up a livestream with camera and light

100 views 100 likes 20 comments



Paula Martinez

Posted a day ago



How to record your screen and camera

100 views 100 likes 20 comments



Christopher Lee

Posted 2 days ago



Emily's workspace

10 projects



Home



Library



Published



Notifications

9



Settings

Member (20)



+ Invite



Deserunt anim cupidatat nisi officia ex elit ea exercitation nostrud ea non.

Learn more



Library

Videos

Folders

Drafts

Recorded by me



Search



Record new



Sort by: Date



Upload option



Google Drive Link



Upload settings



Quality - 720p



Voice- Basic



Advanced settings

Start Uploading

Create your first video

Fortunately, it's easy to create new one.



00:00

Let's start





Emily's workspace
10 projects



Home



Library



Published



Notifications

9



Settings

Record - May 19, 2023 - 1h30m45s

Cancel

Save

Share



Edit clip



Change thumbnail



Video settings



Emily's workspace
10 projects



Home



Library



Published



Notifications

9



Settings

Library

Videos

Folders

Drafts

Recorded by me



Total 0 videos



Sort by: Date



Create your first video

Fortunately, it's easy to create new one.

Member (20)



+ Invite



Let's star



0

00:20:20

01:00:20

01:30:00

Member (20)



+ Invite

Slip at 00:20:20

Trim clip

Revert to original

Undo

Redo

Cancel

Save changes



Record - May 19, 2023 - 1h30m45s

Cancel

Save

Share



Emily's workspace

10 projects



Home



Library



Published



Notifications

9



Settings



Edit clip



Change thumbnail



Video settings



Invite

Social

Embed

Add collaborators

Enter name or email

Send invite



User name

email.example@gmail.com

Can edit



Anyone with the link

Can view

Share workspace

Commodo adipisicing ut quis esse quis excepte



? Learn more about sharing

Copy link

Member (20)



+ Invite

Reset to defaults

Advanced settings


Say something

Logo

Invite

Social


Embed



Facebook

Commodo adipisicing ut quis esse quis excepte


Share



Youtube

Commodo adipisicing ut quis esse quis excepte


Share



Instagram

Commodo adipisicing ut quis esse quis excepte

Share



Gmail

Commodo adipisicing ut quis esse quis excepte


Share

Logo

Invite

Social

Embed



How to record your very first video

01:30:45

☐ Responsive size

☒ Fixed size

640

×

400

Embed Code

```
<object width="425" height="355"><param name= value="l=en"></param><param name="wmode" value="transparent"></para/ width="425" height="355"></embed></object>
```

Copy code

8. Technology Stack



Backend

SQL, MongoDB



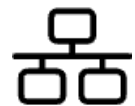
Frontend

HTML, CSS, React,
Tailwind



Media Management

Amazon S3



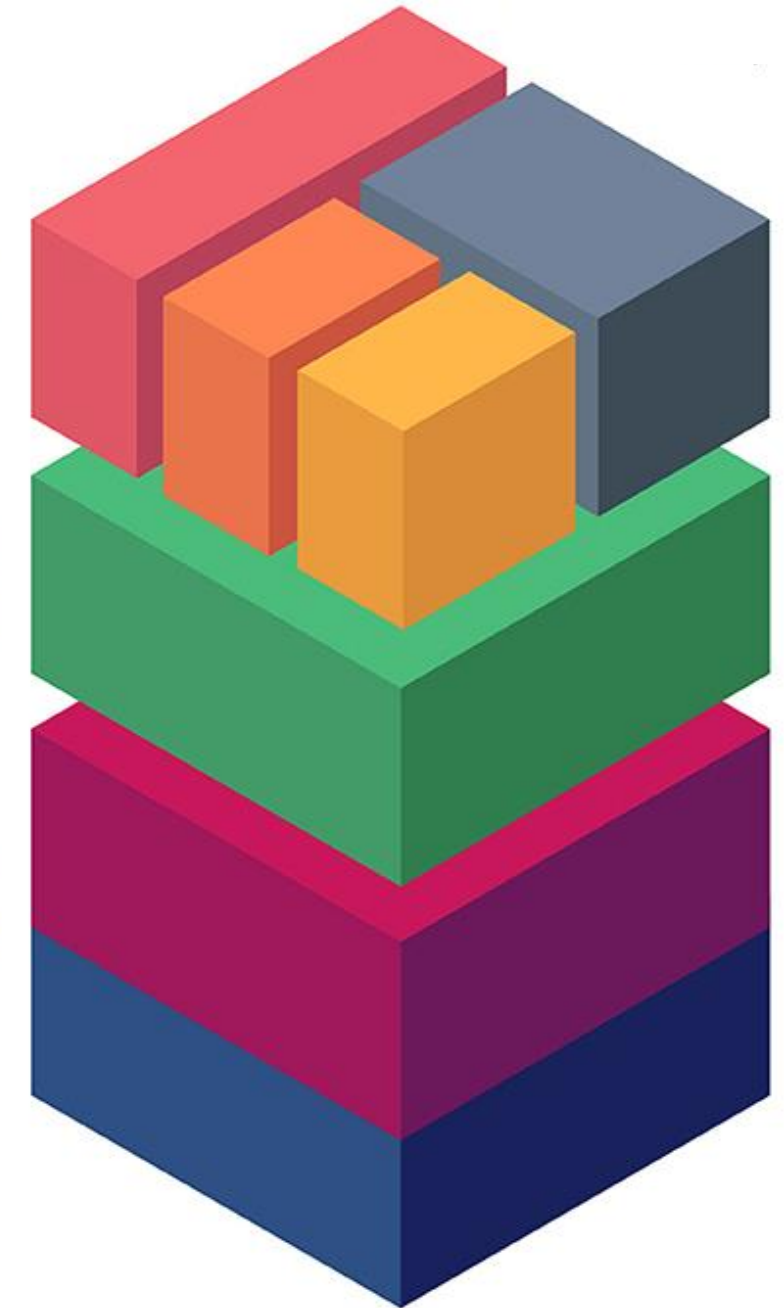
Infrastructure

AWS, Docker, Kubernetes

APPLICATION
LAYER

NETWORKING
LAYER

PROTOCOL
LAYER

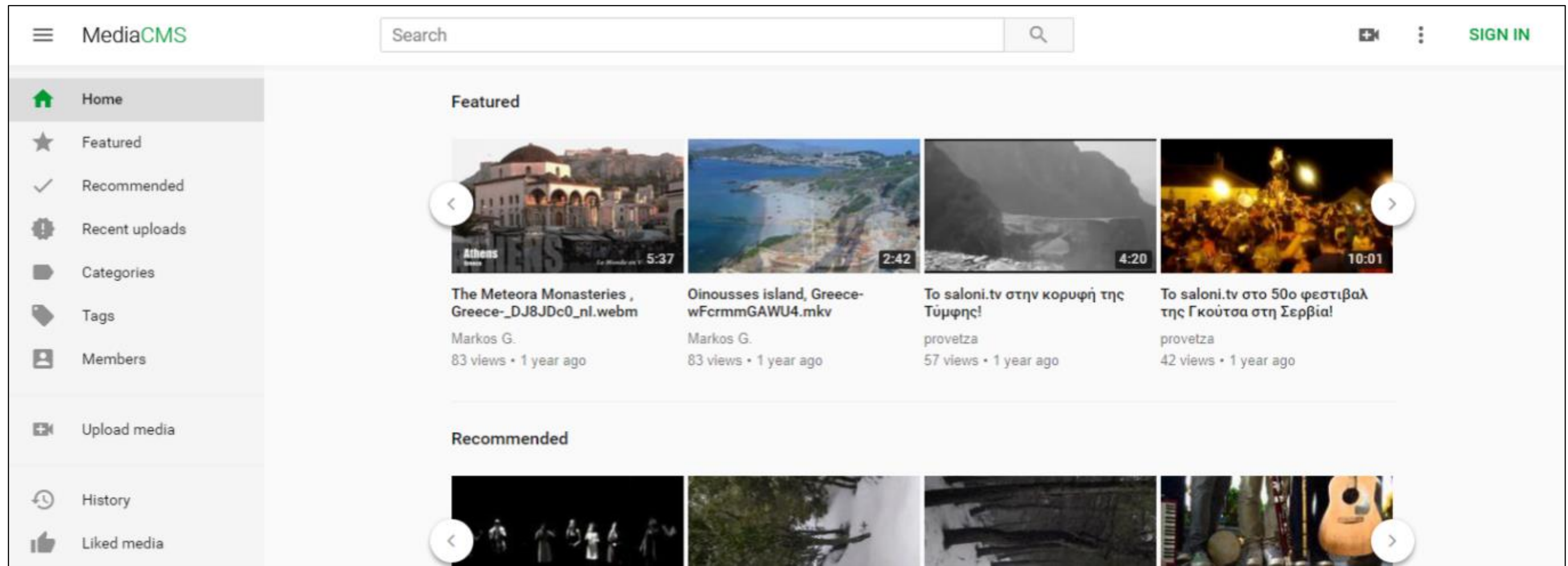


9. Risk Mitigation

Time & Resource Constraints

Risk: Limited development time due to academic schedule and access to specialized tools may impact project completion.

Mitigation: Use Agile methodologies with clear milestones to prioritize critical features. **Leverage open-source platforms like MediaCMS** and cloud-based solutions (AWS) to optimize resources and speed up development.



10. Conclusion of Design Phase

Title ▾		Assignment ▾	↑ Start date ▾	Due date ▾	Bucket ▾	Progress ▾
✓	Project kickoff meeting (PM) ⓘ ⋮		9/30/2024	9/30/2024	Completed	✓ Completed
✓	Set up project repository and basic documentation (P...	RN Rajat Nirwan	9/30/2024	10/1/2024	Completed	✓ Completed
✓	Define user personas and journey maps (UI/UX)	RN Rajat Nirwan	9/30/2024	10/6/2024	Completed	✓ Completed
✓	Create wireframes for the platform (UI/UX)	RN Rajat Nirwan	9/30/2024	10/2/2024	Completed	✓ Completed
✓	Prepare AWS environment for development (Back-end)	IN RC	10/1/2024	10/2/2024	Completed	✓ Completed
✓	Develop high-fidelity mockups (UI/UX)	RN Rajat Nirwan	10/3/2024	10/5/2024	Completed	✓ Completed
✓	Review and finalize UI/UX designs (PM, UI/UX)	RN Rajat Nirwan	10/6/2024	10/7/2024	Completed	✓ Completed
✓	Sprint 1		10/8/2024	10/9/2024	Completed	✓ Completed

Design Complete

Our system blueprint is now finalized, ready for the next development phase.

User-Centric Design

Through thorough user research and wireframing, we've created a platform that is tailored to the needs of our fans.

Technology Ready

Our technology stack is fully defined, and our initial AWS infrastructure is in place, ensuring strong performance.

Stakeholder Feedback



WHAT'S NEXT – Development Phase

1

AWS Infrastructure

The team has set up the necessary AWS resources, including S3 for video storage and EC2 instances for server management.

2

MediaCMS Customizations

Customizations to the MediaCMS platform are underway, focusing on features for managing stream metadata, content organization, and real-time analytics.

3

Challenges

Minor delays due to UI/UX feedback integration, but adjustments have been made to keep the development on schedule.

4

Current Focus

The team is now focused on implementation required changes in the MediaCMS Platform & get few clients for the streaming.



THANK YOU

BUDT 748 – INDUSTRY PRACTICUM
GROUP 02

Football Paradise Stream Management System