

Project Brief

Web Design Exam

Introduction

Your assignment is to design the 4-page website, along with versions for smaller screens.

This exam is designed to test your knowledge and skills as a designer. It will cover a range of topics related to design, including design principles, design software, typography, color theory, and more.

You'll get an awful amount of experience from experimentation, even if the end result is not necessarily the best. That's how we learn — through practice.

Before you begin the exam, we recommend that you review the study materials and resources provided to ensure you are prepared.

With that said, good luck, enjoy the exam and I'll see you on the other side

-NMS Creative Design Team

About SportsTXT

Designed for sports clubs, associations and athletes to connect directly with their fans and open up new revenue streams off the pitch, SportsTXT offers a branded community platform with all the necessary tools and features to ensure that their biggest fans feel special and included.

Key features include the Fanzone, an exclusive space where fans can share their own content and connect directly with other fans and even create separate rooms to discuss specific topics of interest with their own group of fans.. Clubs are assured that their reputation will be protected as the Fanzone is a fully moderated environment.

Clubs and athletes can use the platform for everything from Q&As, player profiles, providing training advice, coaching tips, games, behind the scenes footage, upcoming match information and any event updates.

Logo

Official logo design.



Website Structure

SportsTXT would have a 4-page website that would showcase his work, provide information about his services and allow potential customers to contact him. The 4 pages are

- Home Page
- Features
- About Us
- Contact Us

Home Page

Masthead: Creating Value Off the Pitch with a Fan First Engagement Platform

CTA Block: Become a member

Find fellow fans of your favorite teams! Create an account now and join the millions of sports enthusiasts around the world!

Section 1: What Is SportsTXT?

Being a sports fan is not just about watching games. SportsTXT is an online platform designed to deliver the ultimate sports fan experience. Engage with other fans, get insider facts about your favorite teams, and so much more.

Section 2: Our Mission

Our mission is to provide our users with a seamless and enjoyable online experience, offering a diverse range of high-quality content and services that inform, inspire, and engage. Through innovative design and intuitive functionality, we aim to create a platform that connects people and facilitates meaningful interactions.

Section 3: How It Works

SportsTXT is a fully customizable community platform that connects directly with members and fans in real-time giving them a true sense of belonging.

It provides sports clubs and teams with a unique opportunity to create more personalized experiences and open up new revenue streams. You'll be able to capture valuable data and tailor content to specific member segments.

Section 4: The Platform of Firsts

Title: Members First

It's time to elevate your fan engagement beyond just using social media and SportsTXT brings your members straight into the heart of your club through exclusive stories, new experiences, games and unique offers.

Title: Safety First

SportsTXT offers 24/7 protection for sports clubs with real-time monitoring and content analysis powered by a combination of human expertise and AI technology. With SportsTXT, clubs can be confident in the quality and safety of their reputation and all user-generated content.

Title: Data First

Contrary to social media, you have full ownership of your data. Your personal dashboard collects and analyzes important insights about members' usage of the platform, demographics and other data to help you make better business decisions.

Title: Value First

By making a few small tweaks in the way you present your content, you will be amazed at how it can significantly boost your profits. You have the opportunity to set your content prices based on your own judgment and enhance its worth with the support of sponsors.

Section 5: CTA Block

Title: Get in touch

Build A Unified Community with SportsTXT

Footer: Logo

Privacy, Terms and Contact Us

Features

Section 1:

Title: Features

On SportsTXT, you'll find a great mix of features enabling sports clubs and athletes to connect directly with their fans.

Title: Fanzone

Empower your supporters in the Fanzone, a moderated platform for interaction and involvement. Fans can create public and private subgroups for sharing content and building a supportive community. Enhance your organization's community engagement with the Fanzone.

Title: Video

Make your members feel special by offering them workouts, interviews, live matches, and even behind-the-scenes content. We support a range of video platforms, so you can easily upload videos from your phone.

Title: Podcasts

Weekly updates, interviews, or tip of the week? Record a podcast on your phone and share it with your community.

Title: SMS

Want to get your fans instantly involved with the latest updates? Send personalized SMS messages straight to your members' phones and show them that you value their membership.

Title: Photo

Publish photos from, games, training sessions or events. There's no limit to how much you choose to share. Make it more personal by adding emojis, customizing colors and including text. It's a great way to document and share all the big moments.

Title: Polls

Get real-time feedback from your fans. Ask questions and test their knowledge with our online quizzes and voting features.

Section 2: CTA Block

Title: Get in touch

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About Us

Section 1:

SportsTXT is an initiative from NMS Productions BV, a division of New Media Services, a global company specializing in delivering intelligent outsourcing services through a combination of machine learning and human-powered activities.

From fans to brands to individual content creators, NMSP designs and builds collaborative online platforms for our users to communicate, connect, learn, and share.

Section 2: Key People

Section 3: CTA Block

Title: Get in touch

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Footer: Logo

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Contact Us

Section 1: Amsterdam Office

NMS PRODUCTIONS EUROPE B.V. Herengracht 257, 1016 BJ,
Amsterdam, The Netherlands



NMS PRODUCTIONS EUROPE B.V.

Section 2: Contact Form

Name, Email, Phone, Industry, Message.

Footer: Logo

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Design Guidelines

We want a modern looking website that would be easy to use by anyone. We like to keep things clean and simple and loves designs with lots of whitespace.

In terms of color, we really like the color scheme of the logo so the website should probably mirror that in some shape or form.

You will be developing the website and make it responsive so you need to make sure your design works well on other screen sizes.