

Strategy Plane

What's culturally appropriate?

Users are going to be from all ages. This site was a personal idea of mine. With my experience when following my team these facilities and info I have provided on the page and map is exactly what people need when planning their day.

The main background image will excite the user to follow their team.

What content type would be relevant?

This needs to be a simple webpage and direct.

Navigation needs to be obvious and simple.

Why is this site so special?

This website will help the user to search times and venue for the upcoming match.

They can start to plan by purchasing tickets to the game and organising parking, or travel tickets for the upcoming day to avoid disappointment.

Why would a user want this?

To keep up to date with their team.

To search dates of venues for upcoming games.

What makes a good “Stadium Finder” experience?

- Ability to plan in good time
- Dates times, and venues of upcoming events.
- Avoid disappointment
- All your needs for match on one site.
- Getting up to date results with the Social icon buttons.

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What does the user expect?

- What is it? – A one page site where the user gets all information for the day ahead.
- Is it what I expect to see? – Logo, stadium photo and up to date fixtures list ought to visually portray this and help make it look credible and trustworthy.
- Does it offer what I want? – Times, venues, maps, information windows on each venue, links to bus/train timetables and button to purchase tickets.
- Does it offer enough to stay? – Users will always come back as information is exactly what they need to plan their day.

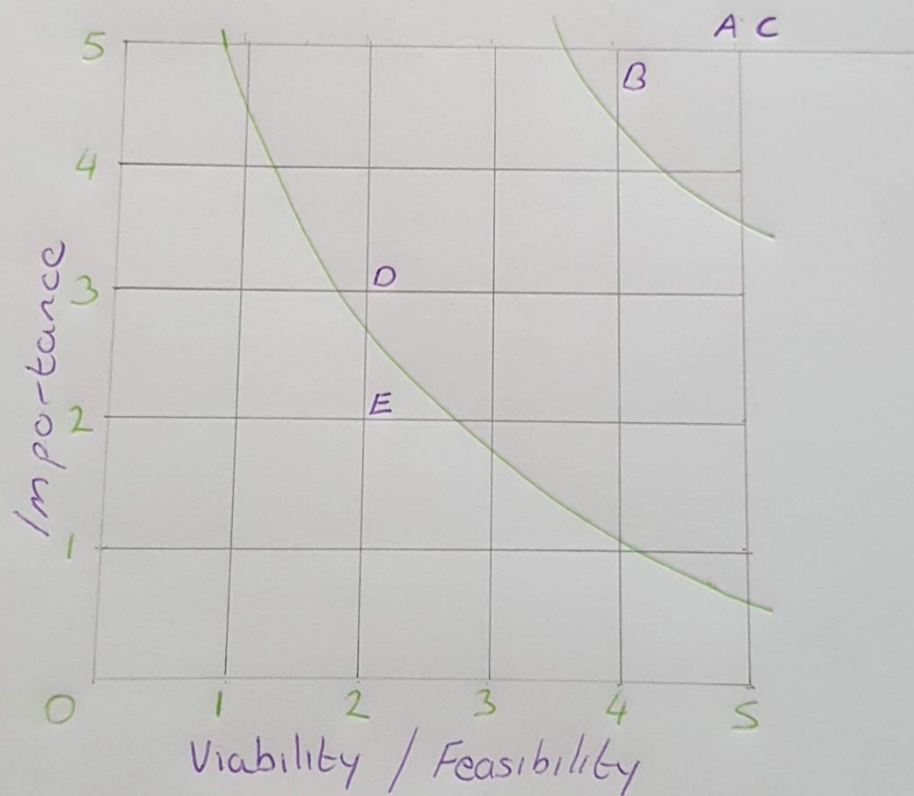
What actions can I take now?

- Download the Stadium Finder APP
- Connect with the GAA on social media.

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<u>Opportunity / Problem</u>	<u>Importance</u>	<u>Viability / Feasibility</u>
<u>Create an online presence</u>	<u>5</u>	<u>5</u>
<u>Increase views</u>	<u>5</u>	<u>4</u>
<u>MAP</u>	<u>5</u>	<u>5</u>
<u>Connect on social media</u>	<u>3</u>	<u>2</u>
<u>Connect to GAA site for tickets</u>	<u>2</u>	<u>2</u>
<u>Total</u>	<u>20</u>	<u>18</u>

- (A) Create an online presence
- (B) Increase Views
- (C) Map
- (D) Connect on Social media.
- (E) Connect to GAA Site for tickets.



From the above table I will concentrate on A, B & C.

- Create on online presence
- Increase views
- Map.