

# About

This website is of a new football team joining the top tier of the MLS. Its platform includes an online shopping and informative services.

The website's purpose is to inform viewers about the club, purchasing tickets and merchandise.

# Personas

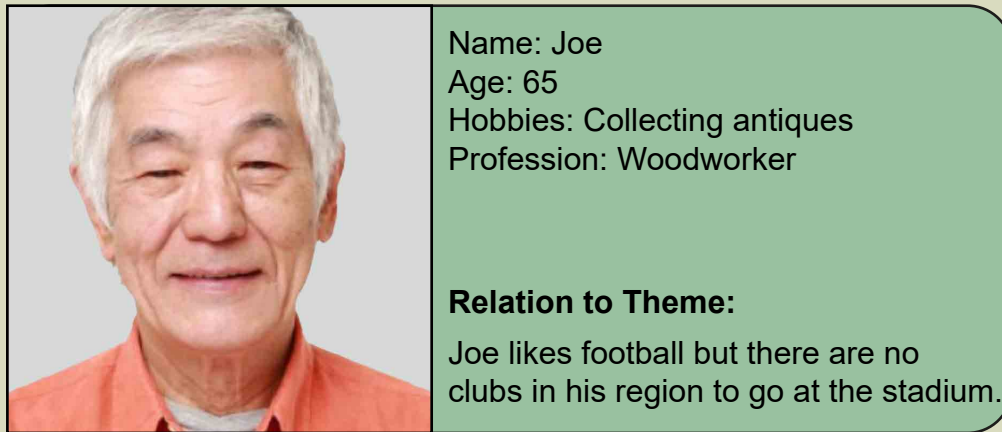


Figure 1: Persona 1  
(Hessing, 2019)

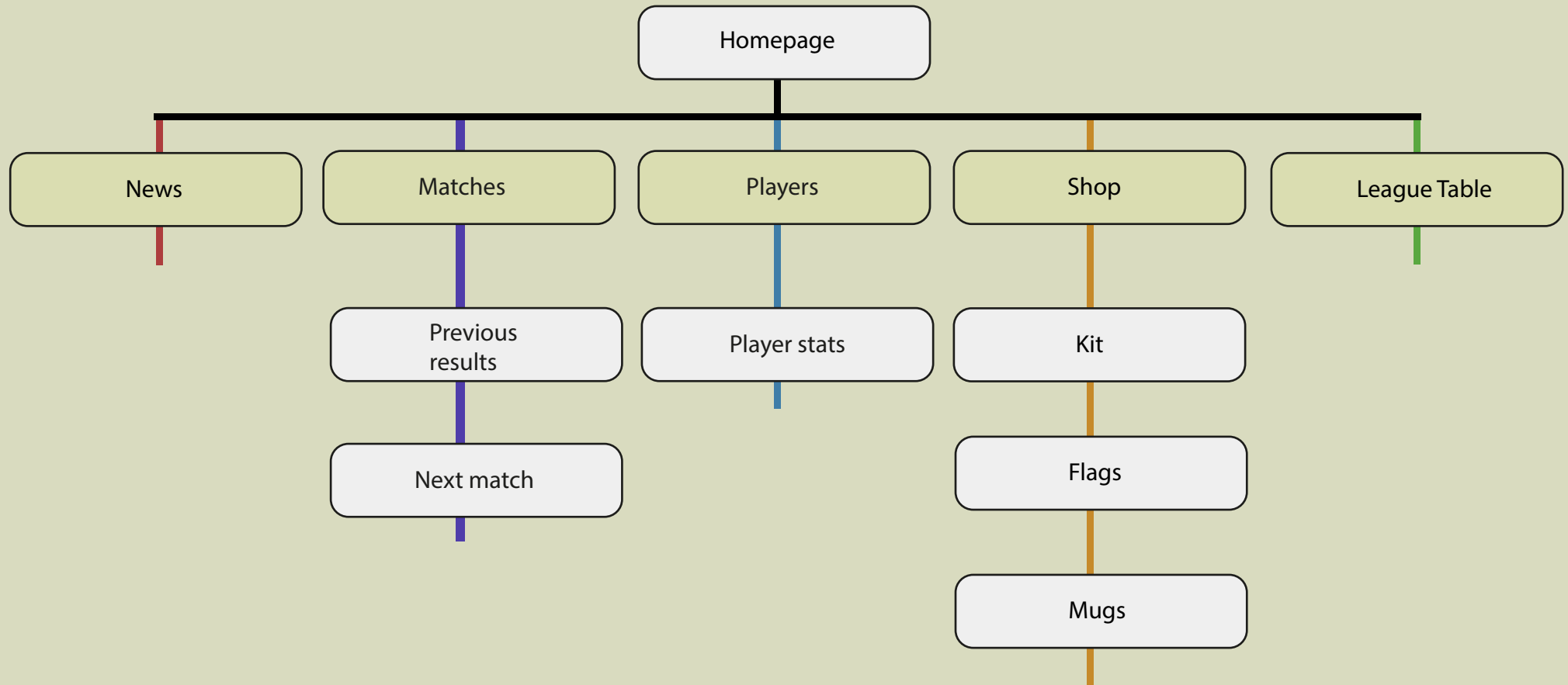


Figure 3: Persona 3  
(Ariel, n.d.)



Figure 2: Persona 2  
(Ho Tran, 2019)

# Sitemap



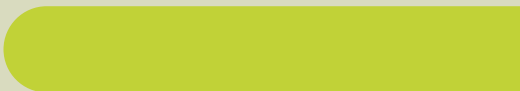
# Style Guide

Logo

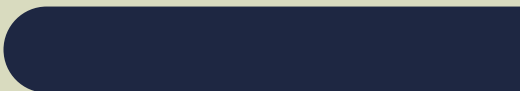


Colour Scheme:

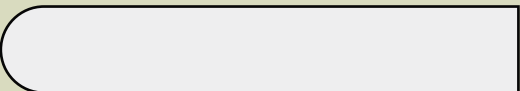
#C1D237



#1E2742



#EEEEEF

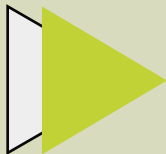


Title Font: **LOREM IPSUM**  
*LOREM IPSUM*

Text Font: lorem ipsum

Styling:

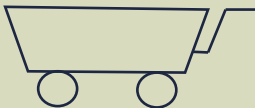
Icons:



Back button  
Page Access



Settings



Shopping Cart



Ticket icon



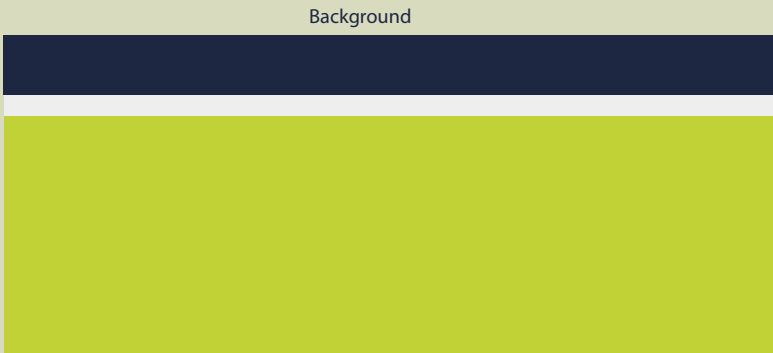
Drop down



First Team player list

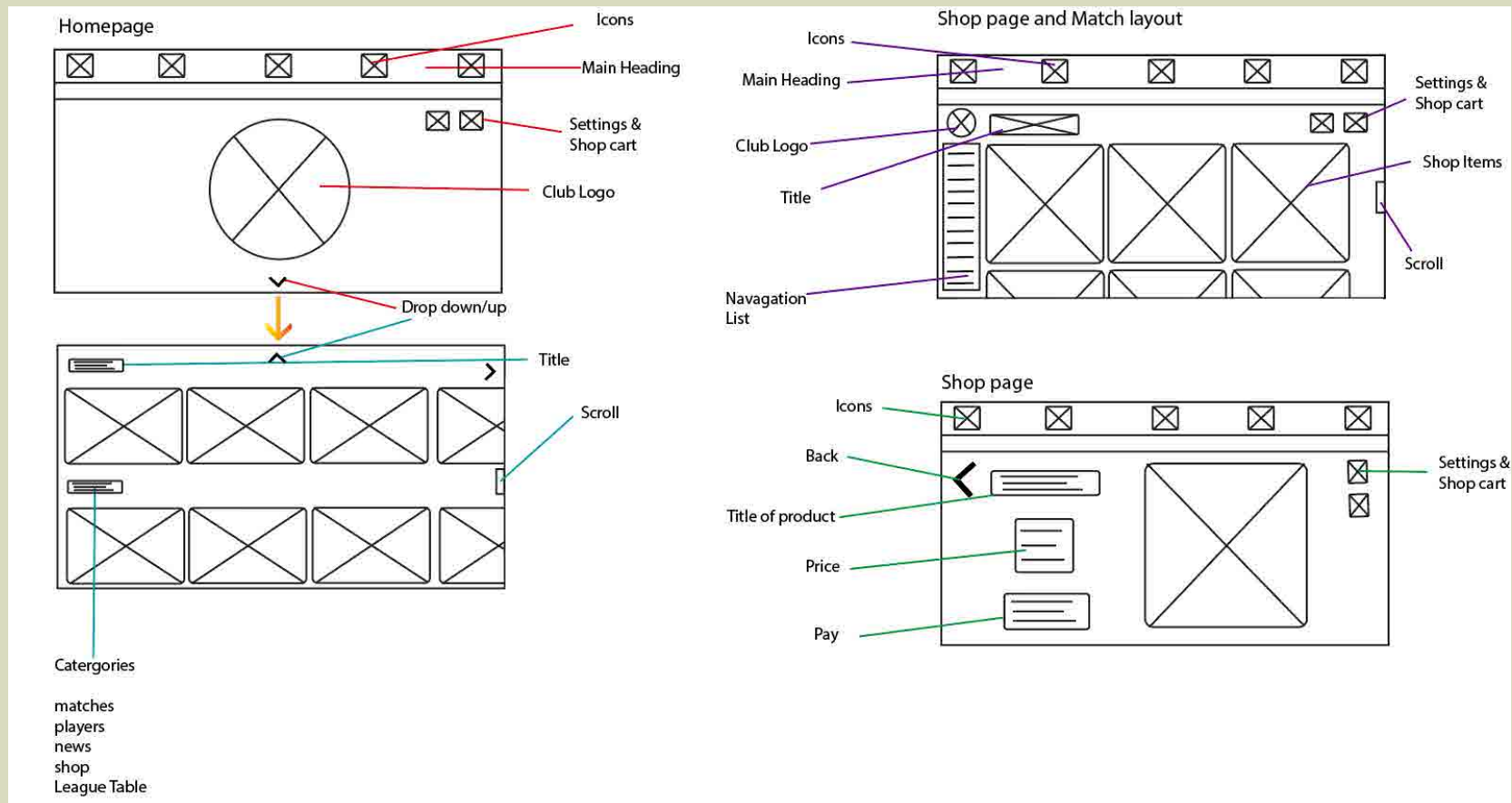


Shop icon

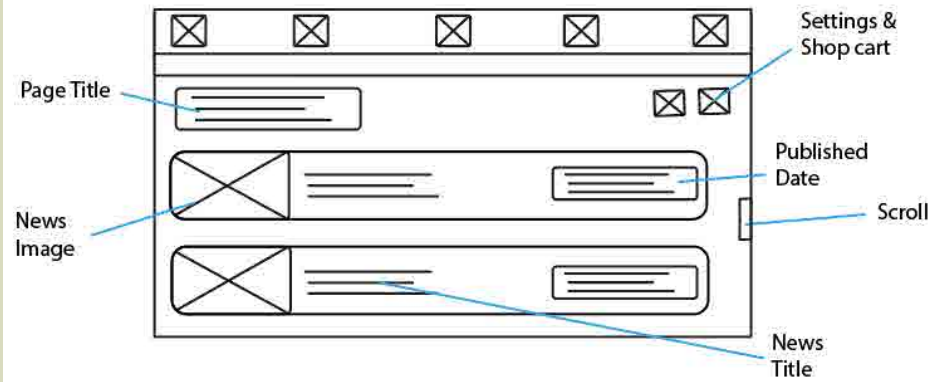


Background

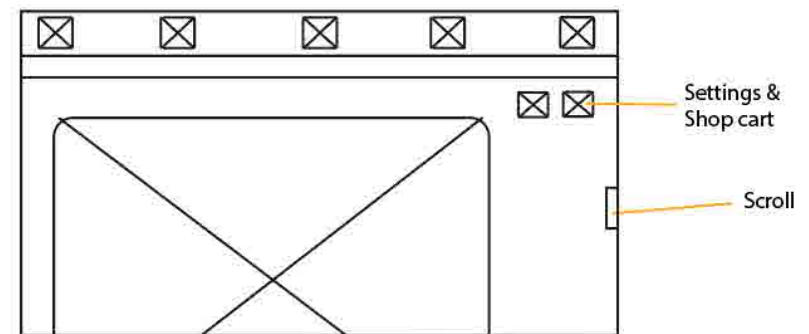
# Low-Fidelity Wireframe



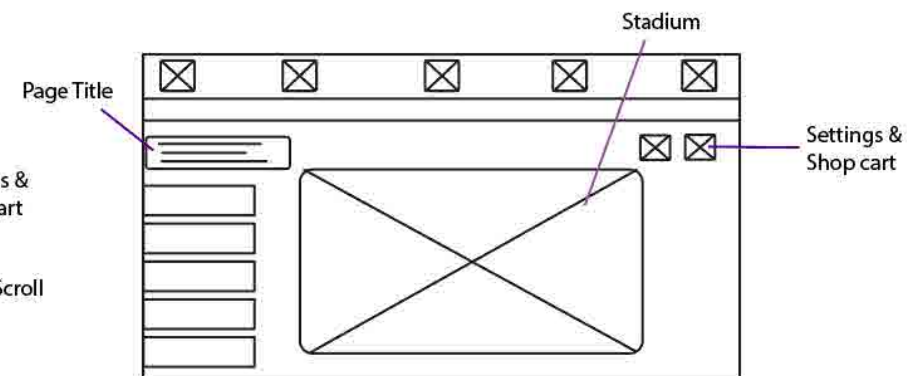
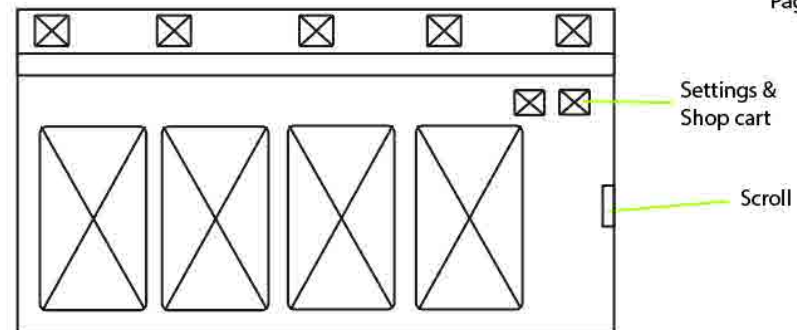
### News



### League Table

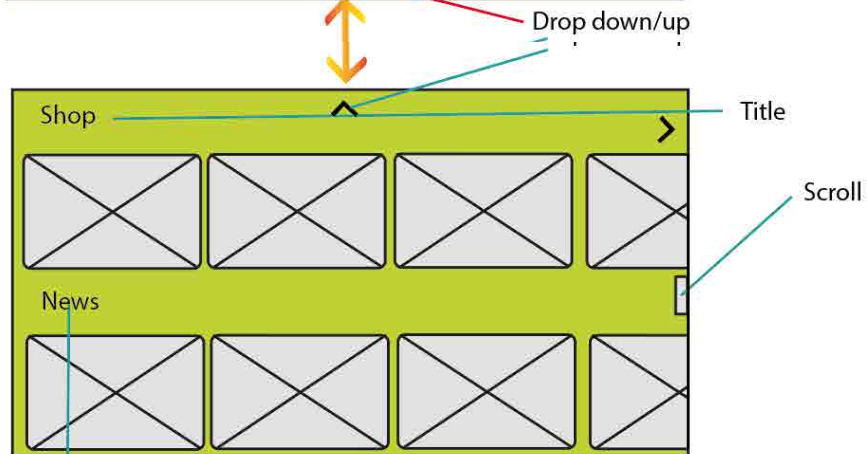
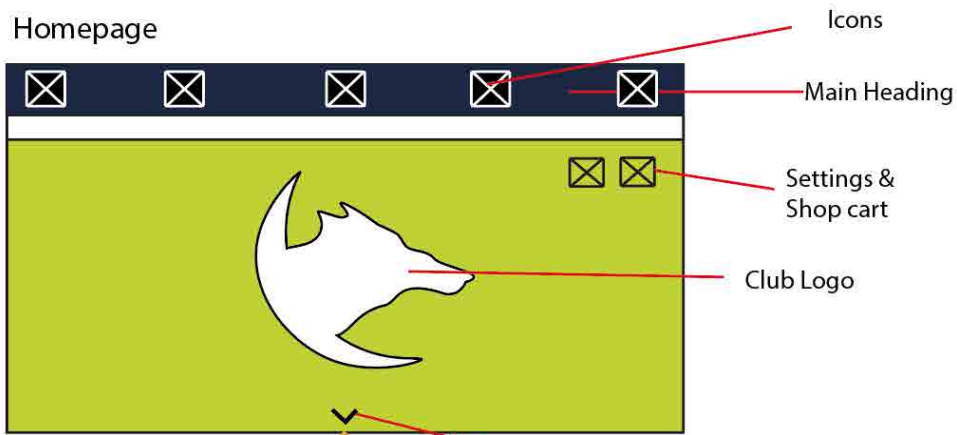


### Players



# Medium-Fidelity Wireframe

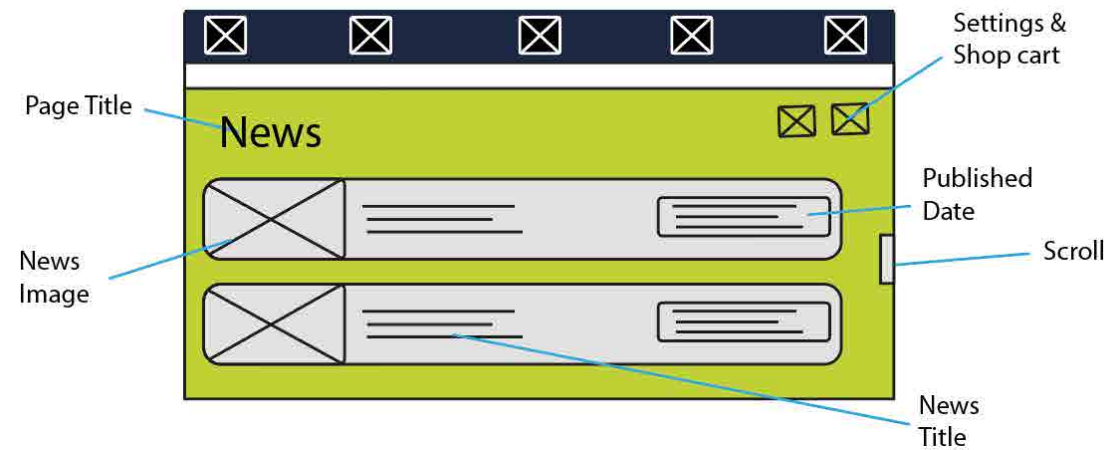
Homepage



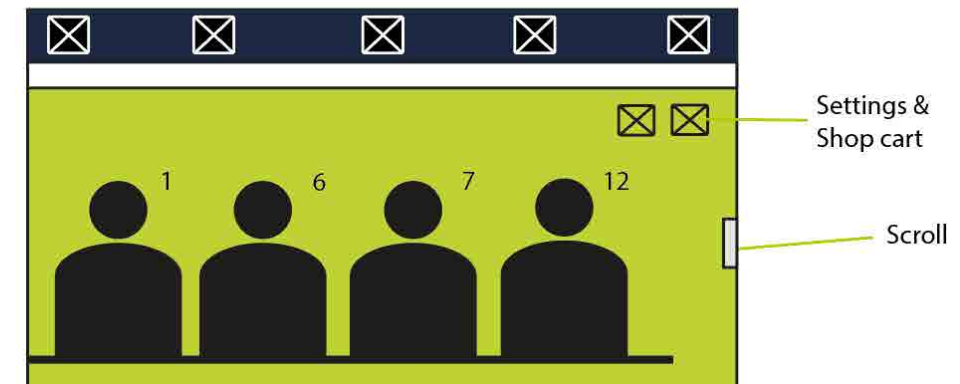
Catergories

matches  
players  
news  
shop  
League Table

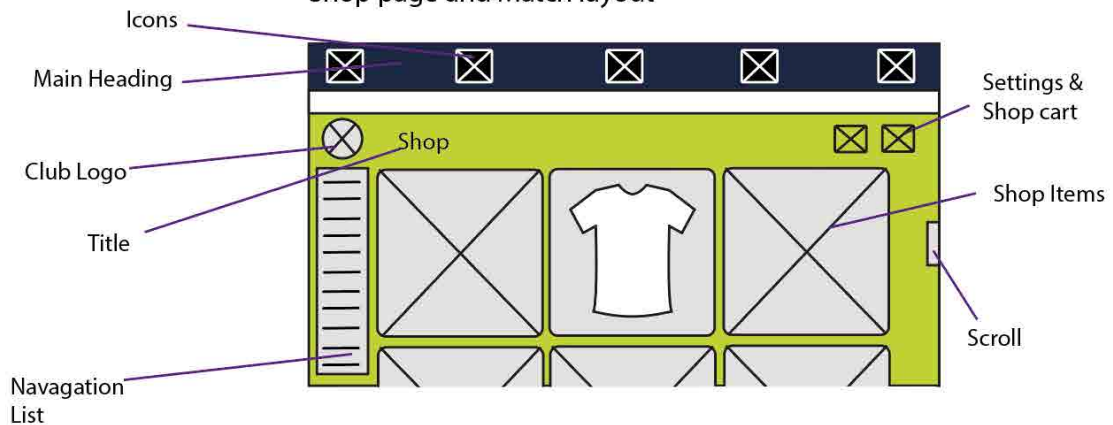
News



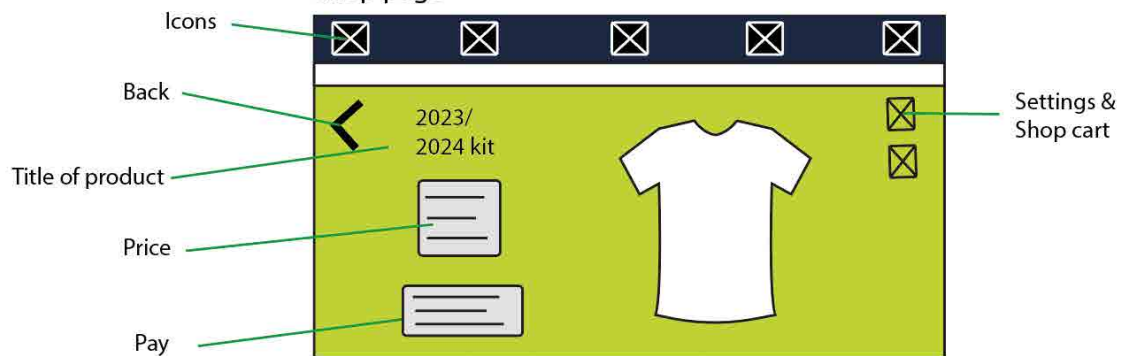
Players



Shop page and Match layout



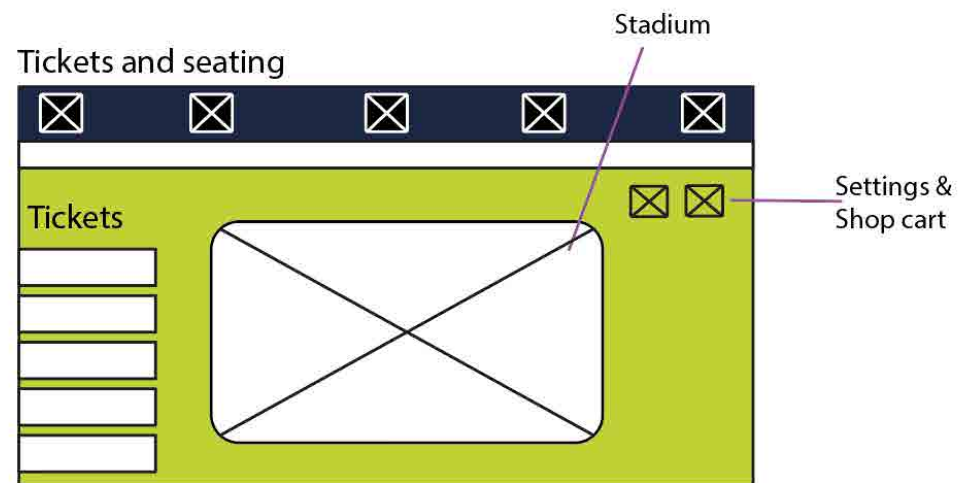
Shop page



League Table



Tickets and seating





# IPO Chart

Input	Processing	Output
Shop	Press from top ribbon or drop down arrow from the homepage and scroll through the options.	Shop page
Shop page	When clicking an image.	Product purchase page
News	Press from top ribbon or drop down arrow from the homepage and scroll through the options.	News page
News page	Clicking the article tab.	Detailed information
Tickets	Press from top ribbon or drop down arrow from the homepage and scroll through the options.	Tickets page
Tickets page	Clicking over a ticket tab under the title 'Tickets'.	Highlights ticket seating on the stadium's layout
Players	Press from top ribbon or drop down arrow from the homepage and scroll through the options.	Players page
Matchroom	Press from top ribbon or drop down arrow from the homepage and scroll through the options.	Matchroom page

# References

- Ariel, O., n.d. *User Persona - UX*. [Online] Available at: <https://dribbble.com/shots/4862676-User-Persona-UX> (Accessed 2 March 2024).
- Hessing, J., 2019. *Personas for People Older Than 65 with Functional Limitations*. [Online] Available at: <https://www.commonwealthfund.org/publications/2019/jan/personas-people-older-65-functional-limitations> (Accessed 2 March 2024).
- Ho Tran, T., 2019. *5 Essentials for Your user persona Template (with examples)*. [Online] Available at: <https://www.invisionapp.com/inside-design/user-persona-template/> (Accessed 2 March 2024).