3. Scope Of Work / Deliverables and Location| Football Club Website and App

3.1 Website Scope of Work
This section defines all the website deliverables that must be completed in order to <u>achieve a Minimum Viable Product (MVP).</u>
Templates and Components
Each template will be created using a set of components, each of which performs a specific function, i.e. the component that allows live scores to be displayed on the site, the component that allows images to be displayed on the site, etc.
The developer will allow the club to <u>manage their content through the CMS</u>, with a collection of landing pages, article pages and content pages. The site will support the navigation and nesting of content to as many levels as required. The mega navigation houses the main landing pages on the site that always remain apparent on the webpage and can nest content to three levels.
The precise site structure will be agreed between both parties (acting reasonably) in an Information Architecture and whilst the developer realises that there are likely to be modifications during the development process, the following list indicates the templates the developer will use to accommodate and display all of the club's content.

Templates
- Homepage
- Match Fixtures
- Match Results
- Match Tickets
- Match Centre
- League Tables
- News Listing
- News Article (includes ability to embed a polls)
- Quizzes
- Search Return
- Content Landing
- Content
- Player Listing
- Player Profile
- Video Hub
- Video Listing
- Video Article
- Staff Listing
- Partners
- Maintenance
- Club Store
- Marketing
- HR, Hiring, Recruitment and Job Opportunities

Components

- Global Navigation and In-page Navigation
- Header
- Footer
- Search
- Fixtures and Results Teaser
- News Teaser
- Video Teaser
- Content Carousel (Article & Video)
- Form
- Shop Promotion
- Call to Action Button and Component
- Filters Dropdown
- Date Choice Navigation
- Live Match Centre Mode Hero
- Article/ Video Listing - to handle VOD as per integration with OTT provider only (i.e. not uploadable content)
- Hero Image Article Page
- Tags (article page)
- Category (article page and listing page)
- Image Gallery in Page
- Related Articles
- Social Sharing
- Accordions
- Player Carousel
- Player Profile Hero Image
- Player Profile Professional Bio
- Player Profile Gallery
- Pull Quote
- Hero Image Video
- Hero Image
- Content Block
- Image
- Social Media Link Promotion
- Ad Component
- Polls
- Predictors

Content types supported by these templates and components are limited to:
1. Written copy in the club's style and typeface (to be agreed between the parties (acting reasonably) before build)
2. Imagery (both animation and photography)
3. Tables
4. Video

Dual language functionality
The website shall be available for users in both English and Arabic, <u>including any Amazon Alexa voice-skill functionalities (as relevant)</u>.

Navigation Header
<u>Should this also be possible on the ticketing, shop and hotel website, there will be a shared header that will remain at the top of the page for easy navigation across the club's different sites. The feasibility of this shared navigation header will be discussed with the club.</u>

News
News articles displayed on the website will support imagery, written content, video content, and polls. News will be filtered in 'tags' for the separate teams (First Team, Women's Team, Reserves, U18s) with these tags then filtered into categories (Club, Commercial, Community etc.)

Video services
The club's TV channel will act as a video hub allowing fans access to key curated collections of video feeds. The club doesn't have an OTT provider, and videos will be provided via the Clubs' YouTube channel, which can be accommodated via embeds on the website and in the apps. This hub will allow deeper access to video listings of these feeds to browse further archived content.

Teams Listing
These pages act as destinations to see the full squads for each team within the club structure as a listing of players. These pages are ordered by position which is the default behaviour (Goalkeeper - Forward & then by ascending numerical order within the playing position groupings) or sorted by ascending numerical order. These pages then provide deeper links to the player profiles for the respective players.

Polls and Quizzes
The developer will use a native quiz engine to provide a choice of polls and quizzes. Native polls created by admins will display as an embed in a news article allowing users to cast a vote and then see the current results of the poll. Native quizzes will be displayed within "Latest News" and within any chosen categories and will allow users to play a multiple-choice quiz.
Quiz details:
- Multiple choice quiz (unlimited amount of questions and answers).
- An image can be attached to each question.
- No functionality to upload videos to quizzes.

Poll details:
- Can be standalone, in the news listing, in the match centre, part of an article or attached to a match.
- Polls can have an unlimited number of answers.
- No functionality to upload videos to polls.

- "Player of the Match" poll - this specific poll will allow the users to vote and predict who the "Player of the Match" will be. After the game has finished the poll will be updated to reflect the actual "Player of the Match" winner and the individual scores received for each of the players included in the poll.

Fixtures
A list of upcoming or currently in play fixtures ordered oldest - newest. Fixtures will be divided by month for ease of reading the list.

Results
A list of completed matches ordered newest - oldest. The list will default to the current season, but will allow for fans to retroactively view past seasons where data allows. Fixtures will be divided by month for ease of reading the list.

Match Centre and Live Match Stats
The Match Centre will use real-time data (if available) to display up-to-date scores, goal scorers and cards issued for that match in the top hero component powered by data feeds, as well as some content areas to allow the club's editorial team to populate timely content for fans pre, during and post match. If there is no data provider available then the club editors will be able to input match data and events manually for them to appear in the match centre on the website and apps.
This page will contain:
- Overview
- Preview - manually curated content in the CMS (text and image)
- Team Line Up - populated by data provider widget or manually
- Highlights and report - manually curated content in the CMS (text, video and image).
- Commentary
- Populated by manually in the CMS by the club's editorial team
- Stats from the data provider, or input manually
- Populated by data provider widget (Match Stats - Graph), to show fixture scores and result, cannot be done manually

Any tab that has no content will be greyed out or not shown.

Data provider integration
The developer will integrate with the Clubs' data provider to show fixture feeds for the First Team and to automatically make these fixtures available on the websites Fixtures and Results pages, and the Matches tab of the app.
Where there is no data provider either for the first team or for additional teams, such as U23s, U18s and Womens, fixtures will have to be manually created in the CMS.
The developer will integrate data provider data of Player feeds to automatically generate the list of players available on the First Team page. Players profiles will be able to be manually created where the data feed doesn't have the data. Any player or team information that is pulled in from the data provider can be overridden in the CMS to allow for personalisation e.g. a player is better known by another name than what is set in the data provider's database.
The feed data will be used to update the Live Match Stats, as detailed above.

The developer will work with the club to design a new look and feel for any widgets that might be used, in line with the brand. There may be limitations imposed by the data provider on the level of customization that can be made, and the developer will set aside a maximum of 1 day per widget for frontend customization of data provider widgets.

Feeds (TBC)
Feeds are used directly in the apps to present match, fixture, and squad data. On the website, widgets will be built by the developer, below is the full list:

- League Table
- Match Stats
- Player Match Stats
- Player Lineups
- Match Summary

Video Streaming Integration
The developer will work with the club to facilitate the following:
- YouTube highlights of First Team matches through the website and apps
- Video listing pages showing video on demand via YouTube on the website and apps
- The ability for admins to display an on-demand YouTube video on an article page on the website

Other Global Functionality and Components
Search functionality and results, including ensuring that search results are displayed with the latest results first and then in chronological order.
News articles can be pinned to the top of the news listing for a specified amount of time should you wish to ignore the chronology and keep more important pieces above the fold.
Registration, Login and Single Sign -On Services
This is not required and has therefore not been selected for this phase of the apps and the website.
CMS
The developer will provide a licence to use the CMS which will:
- <u>Provide all the functionality required to manage the content areas listed in this Specification</u>
- Be intuitive and simple to use for content editors
- Enable users to schedule content to be posted at a later time

Development Site
As well as a Production (Live) website, the developer will build a <u>Development environment to be used during development for testing, QA and client demonstrations</u>. The developer will share the log in details for these environments with the club once they are ready.

Content Migration
Based on an up-to-date copy of the club 's database from the current website provider, the developer will map between the current site and the new architecture. Wherever possible, the developer will programmatically migrate the content e.g. News and Videos archives, <u>however, where the site structure or data structure changes, this content will have to be manually entered by the club.</u>

Marketing

The developer to add additional icons as notified by the Client in writing in respect of marketing content.
HR, Hiring, Recruitment and Job Opportunities
The developer to add additional icons as notified by the Client in writing in respect of HR-related content and posts relating to hiring, recruitment and job opportunities.

iOS and Android Apps Scope of Work

This section sets out the key features provided by the developer with respect to the iOS and Android apps.
This scope defines all the deliverables to be completed by the end of the project which we consider to be essential to produce a minimum viable product.
Each of the following tabs will be populated by content that currently populates an area of the website, so for example, the content of a news article will be identical on the app and website.
The developer will ensure that the iOS and Android apps provide light and dark mode and are built to respond to these modes.

Dual language functionality

The apps shall be available for users in both English and Arabic, including any Amazon Alexa voice- skill functionalities as (relevant).

Latest Tab

This tab will provide an aggregated collection of the latest news content from the club, presented as a chronological stream of content, Facebook-feed style. The club can also post polls and quizzes here.
The developer will integrate with an Ad Server, as well as embedding ads into the content feed, with the number of adverts and their frequency defined in discussions between the two parties.
Linking from this tab, fans can access a category listing which allows them to explore the full news listing for particular categories.

News

News articles displayed on the app will support imagery, written content and video content.
The news article layout will reflect that of the website and will support the same content and styling.
References and links to related content available in the app (e.g. other news articles, players, fixtures) will be deep-linked to the corresponding areas of the app.

Polls and Quizzes

Polls and quizzes created by admins will display on the Latest tab, allowing users to cast a vote and then see the current results of the poll, or tap through to play a quiz.

Ads/Marketing

The Club will be able to serve ads or club info/marketing after an agreed number of posts (Facebook style) on this tab as detailed above.
App Ad specifications are as follows:

- Placement:
- Latest Tab: Presented every nth number of news items, after a given offset

- TV Tab: Presented every nth number of video items, after a given offset.
- Category Listing (News & Video): Presented every nth number of items, after a given offset.
- Articles: X2 - 1 Advert positioned above content below article header & second positioned below content before related content.
- Fixtures & Results: Presented every nth number of fixtures, after a given offset.
- Match Centre Overview: X1 - Positioned in the overview in a given position to be decided between club & the developer.
- Match Centre Commentary: Presented every nth number of commentary entries, after a given offset.
- Full Screen: Interstitials are presented X times a day after a set interval has passed when you return to the app or switch tabs.

Additional Notes:
- These should be optional spaces, if no ad is required in an area, the ad space is not presented. The developer advocates for the use of high quality ads, preferably in-house marketing, or select partners.
- All in app Ad placements in the app are a standard 320 px X 50 px asset or 320 px X 100px (Double Height), served via google ad manager.
- Full Screen Interstitials

The following sections are dependent on the apps receiving feeds from the CMS, which are typically powered by a data provider such as Opta, (the Club may have a different provider). If the content is not available in the CMS then it will not appear in the apps.

Matches Tab
The Fixtures tab will provide a list of all past results and upcoming fixtures for the current season.
Each fixture in the list will provide high level match details including:
- Teams
- Competition
- Date and kick-off time
- Venue
- Scores

Future fixtures will also include the option of calls-to-action to buy match tickets or hospitality which link out to the club's e-ticketing partner. Streaming passes can also be incorporated within this area in the future if the league streaming rights allow.
Fixtures will be loaded from CMS aggregating friendly fixtures configured by the club with live league data if available. All fixtures and results to link through to a Match Centre for more detail. Data for the Reserve, Women or Academy teams will be included should the relevant data feeds be available or manually entered.

League Tables Full List
The League Tables section will present the current league table for the league in which the club's first team is playing.
The league table will show all teams playing in the league including:
- Position
- Team name
- Number of matches played
- Number of matches won
- Number of matches drawn
- Number of matches lost
- Goals scored for
- Goals scored against
- Goal difference
- Points

A live version of the league table will be displayed when viewed via the Match Centre whilst a game is in play. The live league table shows current league rankings based on the scores on other matches going on across the league. After results have been confirmed, the official league table is displayed. Depending on the competitions covered by the data provider feeds available to the club, other league tables may also be visible from this section, as outlined in Matches tab information above.

Live Scores Full List
This is a list of all the live scores for the relevant match day. This can include all matches being played by other teams in the League, depending on whether this is delivered in the chosen data package.

Squad Full List (including Player Profiles)
The squads section provides a list of players that make up the squad for the club's first team.
Each tile in the list will provide high level player details including:
- Name
- Photo
- Shirt number — if known
- Typical position (i.e. goalkeeper, defender, midfielder, striker) — if known

Each player shown will link through to their Player Profile for more detail.

Player Profile
The Player Profile provides further details for each player. In addition to the details provided in the squad list, each profile will include:
- Date of birth
- Height
- Date signed for the club
- Country
- Biography

- Shirt upsell
- Sponsor - if applicable

First team players will also include more in-depth stats provided by the Clubs' data provider if available.

Match Centre
The Match Centre contains any specific match-related content including, but not limited to, Commentary and Statistics.

Match Centre Header
Timings, scores, teams, venue and sponsorship option.

Overview (Match Info)
Key stats relating to the match, e.g. goals, penalties, subs, as well as attendance, stadium etc. Links to tickets before a match, and the match report when the match is over, will be available from this segment.

Line-up
The line-up section includes the complete player line-up including substitutes for the two teams in a match. This includes player names, shirt numbers, and positions along with the match times at which any goals are scored, and if any players have been substituted.

Polls
Polls for this match will appear in the Match Info. Polls should have a title, as many options as the editorial team would like, an optional time limit and an optional link to the relevant match. This link will ensure that the polls are available in the respective match centre. The editorial team can set up as many polls as they like, but should be aware of not adding too many as this may clutter the interface.

Predictors
Predictors are another fan engagement component to be provided by the developer's CMS - the two types of predictors on offer:
- Score Predictor
- Line-up Predictor (app only)

Score Predictor - Prior to each game the fan will have a choice to predict the final score of the match and save their prediction. Each prediction will be saved in the user's account (if they have created one) so they can look back at their previous predictions.

Line-up Predictor - Prior to each game the fan will have the ability to choose the team line up that they think will start the game. This will be checked against the data provider data feed when the official team line up is announced. Each prediction will be saved in the user's account (if they have created one) so they can look back at their previous predictions. Predictors are part of the app build (iOS & Android).

Countdown
There will be a countdown cell with a time ticking down to when the next match will start – assuming that the match data has been provided.

Commentary

This is a textual version of the live audio commentary where fans can either keep up-to-date or go through the history and catch up with the latest match updates. Text commentary will be curated by the editorial team in the CMS and fed through to the app.

Stats Visualisation

The stats section provides a number of match stats that compare the performance of the two teams. Stats will be presented in different graphical styles, to be determined in design. Match stats will include but may not be limited to (please note that data provider feeds will need to be purchased for this, otherwise this section will not show):

- Possession
- Goals
- Shots
- Shots on target
- Corners
- Fouls
- Yellow Cards
- Red Cards

Club TV tab

The club's TV tab will showcase video content presented via a latest feed of all latest videos. There will also be a category listing that allows for curated feeds of videos to be explored. Video content can either be free for all users or offered as part of a subscription package, although we understand that all club videos are free to air at this point.

More tab

This tab will house quick links to Live Scores, League Tables, Fixtures, Quizzes, User Account, Squad, Tickets, Stadium Info, Supporters Guides, HR, Hiring, Recruitment and Job Opportunities and Settings and will sit on the main tab bar navigation.

Account

This tab will house information for in-app ticketing and previous predictions. Functionality to login and register for a club account will also be accessible from this. Links for users to change any basic account details from the app are also available here.

Settings

The Setting screen will collect a number of administration and configuration features including:

- App version number
- Push notifications configuration
- Club's account log in/out
- Link to App feedback and App Store/Play Store review
- Acknowledgements and Credits

- Copyright notices
- Terms of use and privacy policy
- Option to clear the app image cache

Platform Parity and Deep Linking
The developer's CMS will aim to provide feature and content parity for most content across the website and apps.
This means that much of the content that is available on the website will also be presented natively in the apps.
Deep linking will be implemented to automatically redirect mobile users who have the app installed to the relevant content in the app when they tap on a link from the website on a mobile device.

Push Notifications
The developer's CMS will allow the clubs editors to send notifications to subscribed app users for news articles, matches and any other announcements. A configuration screen will be available for users to customise which content they want to be notified about.
Additional match related notifications such as kick-off, match events and results may be fully automated by the developer's CMS. Match push notifications will include a dynamic graphic showing the match score and will open the app directly to the Match Centre. All push notifications are handled via the CMS.

iOS Widgets
For the fans' convenience, the developer will incorporate a suite of Home Screen widgets in the iOS app, allowing fans to stay on top of all things related to the club from their Home Screens. These widgets offer quick and easy access to:
- Latest News: Stay informed about the latest club news, updates, and announcements.
- Current Match: Keep track of the latest fixture including kick-off time, score, and match status.
- League Table: See where the club sits in the league rankings and compare their position to other teams.
- League Ranking: View the club's current league ranking, performance and recent form.

iOS Live Activities
To enhance the fan experience, the developer will integrate Apple's Live Activities feature in the iOS app. Live Activities are dynamic updates that appear directly on the user's Lock Screen and Dynamic Island, providing real-time information at a glance without needing to unlock the app. During live matches, the developer's Live Activity will display the current score, minute-by-minute updates, and key match events, keeping fans informed and engaged even when they're on the go.

Football Club Club
The developer recognises that the club has several other sports offered under the Football Club Club brand, although several of the listed sports aren't populated. Where there is content available the developer will work with the club to showcase these within a content landing page, which can then have child pages where fans can go for further detail about each sport.
Within these pages the standard landing and article page components will be available for the editors to populate the pages as required, i.e. with news, image galleries, and embedded media etc.