

Pre-production  
Keeton Lanzinger

Pitchboard:


# TOLEDOCELTICS.COM

Toledo Celtics Soccer Club is a competitive travel soccer organization in Toledo, OH. We strive to fully commit to the development and success of each and every one of our players, regardless of skill level.




The Toledo Celtics Soccer Club provides the soccer experience that players have been seeking for years. Our coaches, many of whom have played soccer professionally, are highly qualified individuals who truly care about the success of their players. Our strategies are unlike those of any other clubs in the area, as we teach our own brand of soccer. These strategies can seem harsh at first, but in the long run they always prove to be the most efficient. We value loyalty, commitment, effort, and most of all, respect. Rather than running through generic drills and scrimmages, we target what we know you need to improve on and work with you to make you the best player you can be.

## PERSONAS

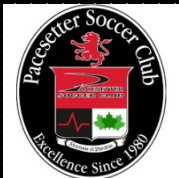



**Soccer Player**  
Potential new player age 7-18




**Parent**  
Searching for a club for their child

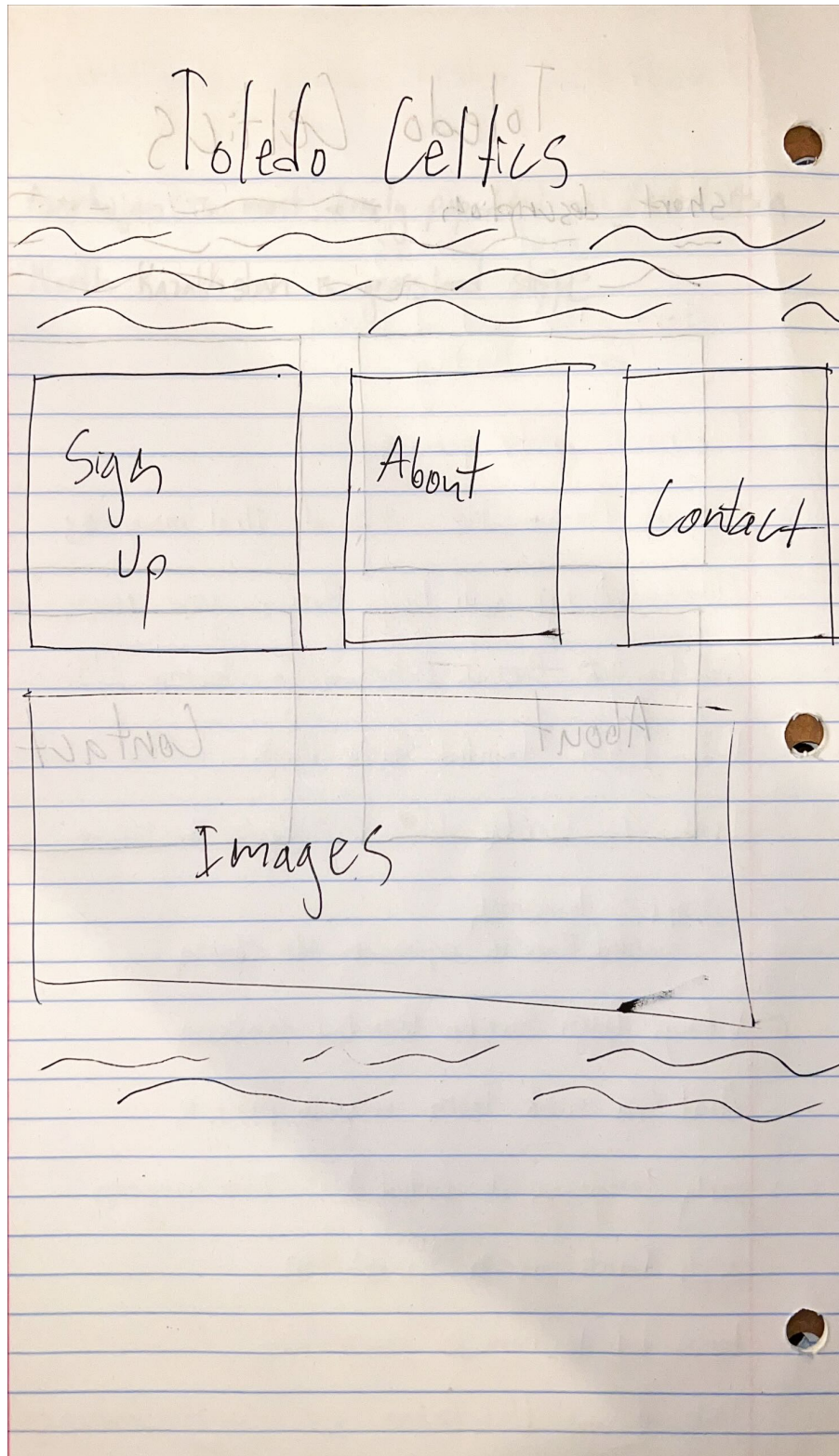
## COMPS



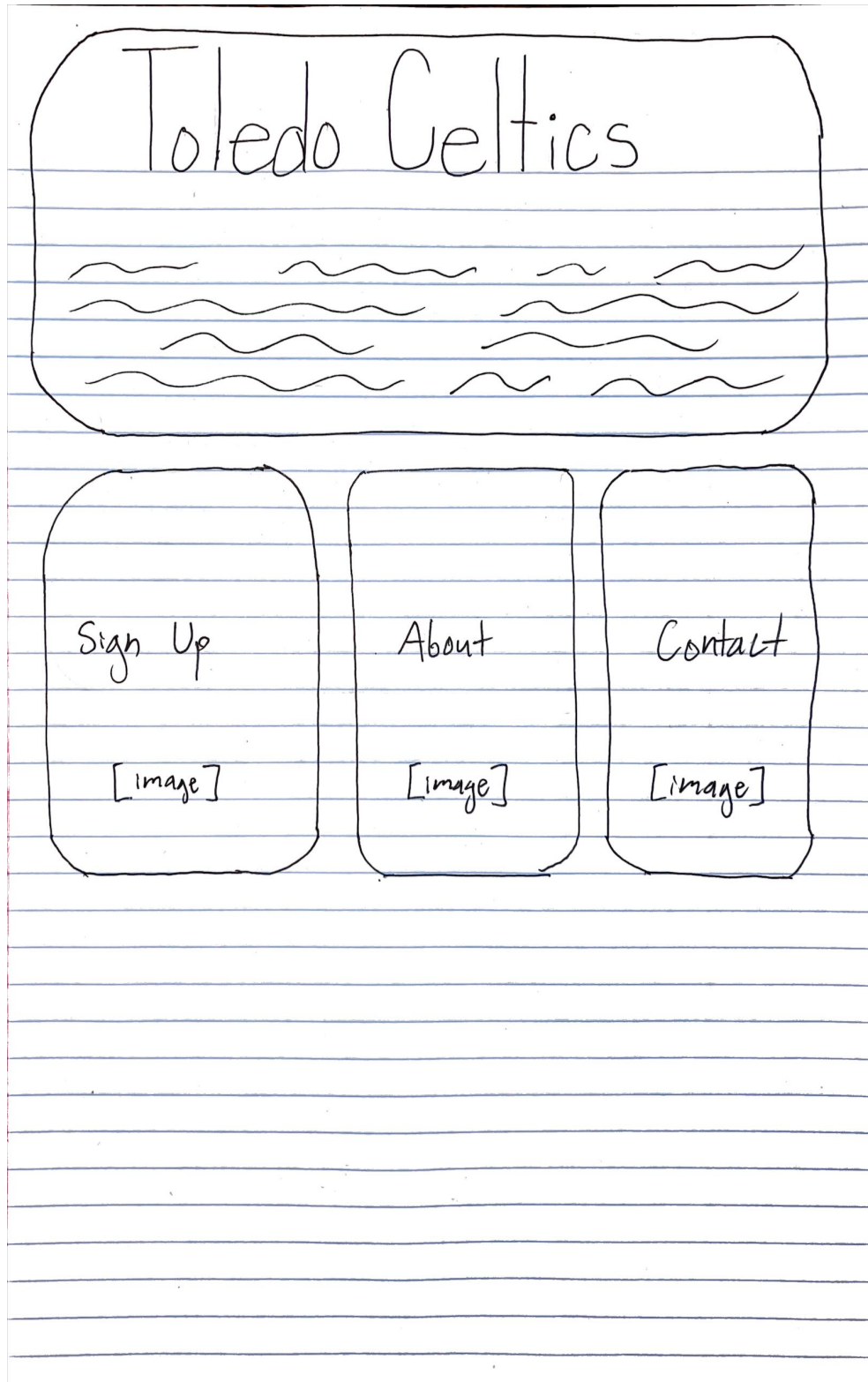




This was my first concept, which is not too far off from the final design. However, I realized that it could have some more structure and that it would look neater if I incorporated the images into the buttons rather than putting them beneath them.



This is what I drew up next. I placed all the content into some kind of container with rounded edges, allowing me to create a theme that could be used across the other three pages. It also prevented the site from having useless space that was filled with only images.



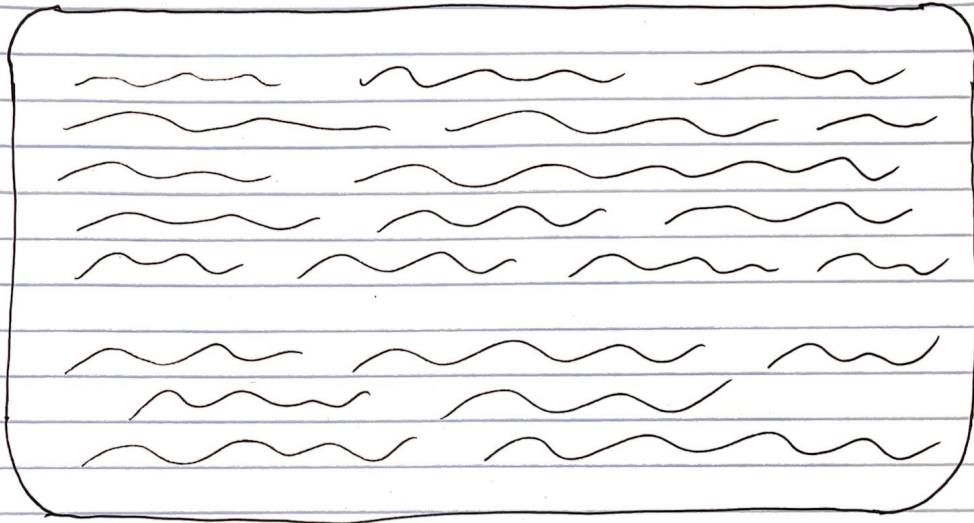
I then used these same methods to create the following three pages, which align nicely with the main page's theme.

A hand-drawn sketch of a sign-up form on lined paper. The form is enclosed in a rounded rectangular border. At the top, the text "Toledo Celtics" is written in a large, cursive font. Below it, the text "Sign Up" is written in a smaller, cursive font. Underneath the text, there are five horizontal rectangular input fields stacked vertically. At the bottom of the form, there is a rectangular button labeled "Submit".



# Toledo Celts

## About

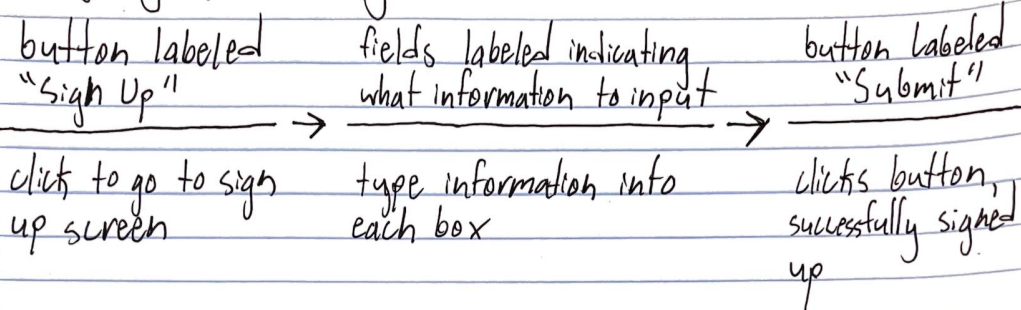


# Toledo Celtics

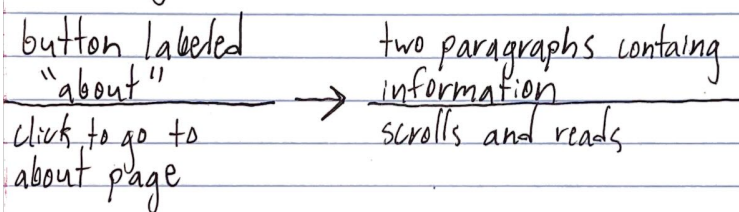
## Contact Us

This site makes it very easy for the user to achieve their goal in as few clicks as possible. The following flows demonstrate the site's usability.

### 1) signing up to play soccer



### 2) seeking information about the Toledo Celtics



### 3) seeking to contact the Toledo Celtics

