

XXX.COM

Rate sports. Share your passion

V1

28.11.2014

CONFIDENTIAL



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INTRODUCTION

Our project

Release 2

Imagine a world community of fans committed to sports. Our motto? **Rate sport. Share your passion.**

XXX started with the basic idea that all sports fans have their own opinion about players, managers and teams. But not only. Referees, stadiums, scouts, etc : topics are numerous. The fans know sport the best and if a large amount of fans were rating on a regular basis, we all could get a much more accurate idea of how players or managers were performing.

Today, sports fans are changing how they express their support and spend their time and money. Many sports and media organizations are wisely steering fans to Facebook or Twitter instead of their websites. We want more. We want people having the sense of belonging to a community. We want ratings. And we want users to share their passion, opinions and experiences.



INTRODUCTION

Our project

V1

- ❖ We are a rating website on sports
- ❖ We rate players, teams, referees, stadiums and managers
- ❖ We are a community of fans
- ❖ We keep it simple
- ❖ The website applies to all sports
- ❖ It's a game
- ❖ Top UI (User Interface) and UX (User Experience)
- ❖ Users can create players, teams, referees, stadiums and managers

❖ Smartphones V1

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INTRODUCTION

Our project

V1

We keep XXX.com simple and user-friendly:

- ✓ Rate sport : discuss players, clubs, managers, national teams, referees and stadiums
- ✓ Share your opinion: comment on matches. Write polls. Start discussions
- ✓ Generate rankings: view rankings for specific criteria, like shooting, fair-play or speed
- ✓ Made by fans, for fans: our website will always be free, and we will always be waiting for feedback to make it as great as it can be.

We want to reinvent statistics and polls around sport by creating a free social networking website where fans are engaged and share their passion.

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Example of community ratings website and statistics :

- www.imdb.com : movies
- www.tripadvisor : restaurants, trips and hotels
- www.glassdoor.com : companies



INTRODUCTION

Football

V1

Let's take the example of **football**. Football is so popular. Millions of football fans sharing their opinion around the world of football? Imagine this wonderful and great community!

Imagine all kind of statistics we could manage in the future :

- ✓ Average player ratings
- ✓ Most consistent (and inconsistent) players game to game
- ✓ Who is the worst referee in the league?
- ✓ Who is the most hated coach (by his own supporters) in a league ?
- ✓ How are teams ratings trending over time?
- ✓ Which stadium has the best atmosphere?
- ✓ Is this player good at dribbling, passing or shooting?
- ✓ Which manager has the best tactical skills?
- ✓ How many fans rated this team?
- ✓ Man of the Match **Release 1**
- ✓ What are the ratings of one team against another one
=> prediction of the result

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For V1 we plan to create football leagues and another sport (basketball or hockey).

INTRODUCTION

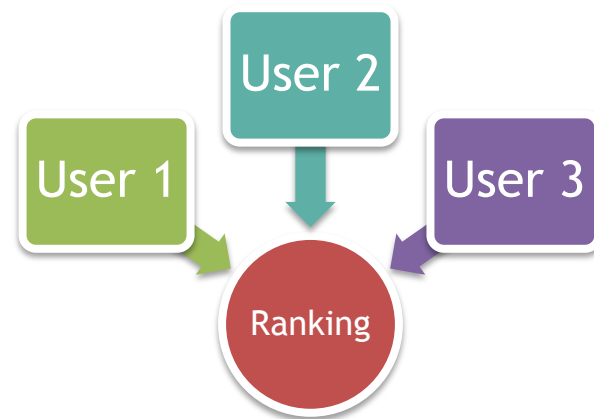
The ratings

V1

How fair, how true, are the ratings?



When journalists or reporters give a ranking,
People go into discussions.



When users give a ranking on a
community website, the algorithm can
Give the fair value of the player.

Problem : What exactly is an 8.0 performance ? We will have to explain ratings

INTRODUCTION

The community

V1

What else than sport and football in particular to illustrate what is a community?

There are about 3 billion football fans on earth (played by millions, and watched by billions). All have feelings about teams or players. They talk about them, communicate with other fans, read articles. Football fans move in stadiums, from provincial to national divisions. They are active on social media.

XXX.com is a community in which people communicate and exchange their views on football. The concept of sharing is very present in this community. XXX.com allows users to share comments, to rate the ratings given by other users, and get points, using game mechanics (see "gamification").

XXX must be connected with social media.



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The brand XXX.com

Our brand is XXX.com. It must become the name of the business, a strong brand.

OUR WEBSITE

Ratings

V1

XXX.com is a community where participants or gamers rate players, managers, teams, stadiums and referees. Ratings are all linked because from a team page, one can easily find players compounding the team as well as the manager, the stadium in which the team plays or the referees who officiated during the latest games.



OUR WEBSITE

Ratings

V1

+ Pour les keepers :

- Positioning
- Aerial ability
- Anticipation
- Decisions

Agility
handling
reflexes
Concentration



Shooting
Passing
Header
Tackling
Dribbling
Speed
Motivation
Vision
Creativity
Fairplay



Tactical skills
Motivational
Charisma
Commitment



Attitude
Teamwork
Cohesion
Motivation
Style
Fairplay



Authority
Judging
Attitude
Speed
Know How



Aesthetic
Atmosphere
Animation
Security
Parking
Accessibility
Comfort
Cleanliness

Attention : nous devons définir chaque SKILL ! Vous pouvez en ajouter ou retirer.

Voir aussi sur <http://www.guidetofootballmanager.com/players/player-attributes/attribute-combinations>

OUR WEBSITE

First page

V1

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A strong search engine page



Next World Cup winner (continent)?

- ☐ Europe
- ☐ South America
- ☐ Other

Submit!

See Results

[Join discussion](#)

Polls



The search engine is strong and important on the first page.

“Rate players, teams, managers, referees and stadiums” is the phrase put next to the logo

On this first page there will be some news, rankings and players or teams highlighted randomly.

OUR WEBSITE

Up and down text

V1

Our aim is to translate at least in English, French, Dutch, Spanish and Chinese



5 categories : players, teams, managers, referees, stadiums

Search engine stays all the time

Once a user signs in, he has his name and account there

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Use of all type of social media

How it all works

Terms of Use
and privacy
rules

Who are we?

OUR WEBSITE

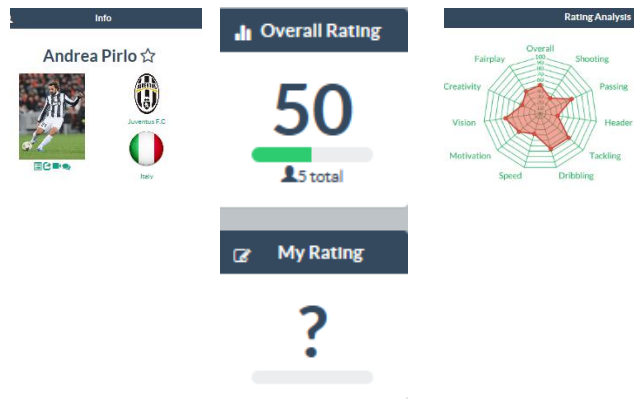
V1

Webpage of a player

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We want XXX.com to be simple, that's why we allow users to rate only "overall" which impact directly "my rating" as well as "overall rating". We don't want users to compulsorily rate the player's characteristics. But the user is free to rate other detailed skills like shooting, passing, vision, etc. These ratings will be taken into account in the ranking webpage.

We choose this option even if overall won't be the average of all the other skills because we keep it simple, user friendly and we want users to rate quickly and easily.



OUR WEBSITE



Webpage of a player

- ❖ Information of the player : picture (below the picture, pictograms “go to the last matches, share this page, go to videos, go to comments), name and logo of club, name and flag of the country, favorite star/button to add to “my account”.
- ❖ Overall rating : is the global average rating of the player. Calculation is a simple average. There is no discount of that average but you can see the number of people who rated the player and as you click on the number of players who rated the player you go to another page with all the ratings of that player.
- ❖ My rating : this rating comes directly from the detailed rating below. Live change of this amount ! Users can change their rating but once they leave the page, the rating is booked and users can't modify a rating the same day. One rating a day is the rule.
- ❖ Rating Analysis : this picture, in live again, give the user rating vs the average rating of the players, by skill.
- ❖ Other information on that page : personal details (from Wikipedia), Rating history (graphic), Share buttons, Videos (automatic from Youtube), Team Composition, Last Matches, Comments (with Disqus widget)

OUR WEBSITE



Other features

❖ Widgets : would allow the newspapers or blogs to display a social plugin on sport/football. This is a way to reach many people, allowing them to give ratings after reading an article. In addition by logging in the widget, user could see their previous ratings. A web widget is a small helpful software program embedded directly into a web page. For that we should have partnership with national press or specialized press. Widget : videos, pictures, text, Disqus, etc. **V1**

❖ Live Matches : There's nothing like watching a match with spectators, or at least a group of people who are passionate about the game. Lots of mobile apps. Will be in a later release. **Release 1**

❖ Creation of teams and players : As XXX.com is a community and fans are all over the world, we want users to be able to create their own real competition, teams and players.

V1

GAMIFICATION

Release 1

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Definition

*Gamification is the act of enabling game mechanics and gaming mentality to enhance user engagement and problem solving. Gamification is also a form of incentivization that helps motivate users to achieve goals through competition (rankings and leaderboards) and rewards. There is also a “status” element to gamification where users can earn badges synonymous with their rankings. A few uses of gamification include education, employee engagement, and **fan/customer engagement**.*

Source : www.crowdster.com, October 8th, 2014 In Engagement Platforms, Event Tech, Gamification, Marketing, Social Media

Market forecast

*Gartner, a world-leading information technology research and advisory company, previously claimed that by 2014, 80% of organizations will have gamified at least one area of their business. Through 2016, gamification will be the vital way that brands and retailers can leverage customer marketing and loyalty. In their Gamification 2020 report, Gartner predicts that gamification, combined with other emerging trends and technologies, will have a significant impact on: Innovation, the design of employee performance, **emergence of customer engagement platforms**, gamification of personal development.*

Source : <http://www.growthengineering.co.uk>

GAMIFICATION

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Release 1

Our objectives

- ✓ We are gamifying because we think it is appropriate for football. Football is a game, and football fans like to play games.
- ✓ Our objective is to create a community where gamers are involved, play on a regular way, and share this gaming mentality with friends.
- ✓ We will measure our success by the number of registered users first, but also by the number of points each user will earn, that would mean players participate in XXX.com
- ✓ We want to create meaningful experiences for the users and engage them in using social elements in the website, creating motivation and participation.

Our players

- ✓ Our players are the football fans. We are aware that many football fans will only consult our website as they would do with an information website and indeed, XXX.com will be full of information regarding players, teams or managers. But we know that as football fans are players and love chatting with each other about football, most of them will be encouraged in being rewarded, not only by a gift, but mostly by the adulation of other members.
- ✓ They will be motivated by the variety of ways they could earn points and be “visible” on the website.

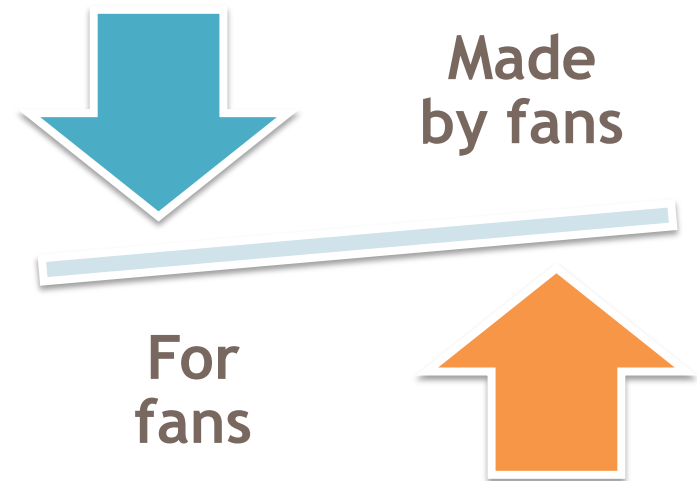
GAMIFICATION

Release 1

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Our games

- ✓ Rate players, teams, managers, stadiums and referees
- ✓ Get point from other players liking your ratings
- ✓ Get the more likes from XXX.com or from Facebook
- ✓ Answer to polls
- ✓ Get geocalized around your favorite stadiums!
- ✓ Participate in competitions with other players
- ✓ Take part to football quiz
- ✓ Invite friends to XXX.com (sponsor/*parrainage*)
- ✓ Create your own funny profile
- ✓ Create and share your best team



GAMIFICATION

Release



Our framework

- ✓ We will take new players onboard by the system 'invite friends' and thanks to the reputation of our website.
- ✓ People will progress in the system by earning points but they could lose points as well if they stay inactive.
- ✓ As a feedback, we will share the best players on our website, will publish comments on our Facebook or LinkedIn page, and our website will contain the player's ranking (by week, month, year, etc).
- ✓ People will stay motivated as we will challenge them and they will earn points and badges.
- ✓ As mentioned, we think that people will participate in XXX.com even if they are not interested in rewards. XXX.com will contain lots of information so our website will be full of information for all football fans, not only for gamers.
- ✓ The gamification will evolve continuously.

GAMIFICATION

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Our tools

- ✓ Each member of XXX.com will have its own page where he can see his points, rewards, evolution as well as his comments and other historic data.
- ✓ Website (responsive)
- ✓ Mobile Application
- ✓ Social network : Facebook, Linkedin, Twitter



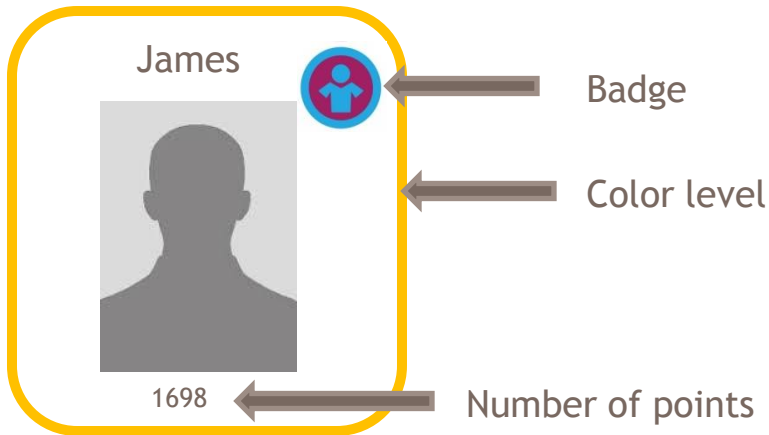
GAMIFICATION

Release 1

Calculate, compare, compete !

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Get rewards and build up your football reputation!



GAMIFICATION

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Release 1

The players = The users

- ✓ We know that praise and adulation of community in football are highly motivating. Our aim is that XXX.com would build up a community of football fans staying animate and sharing their passion.
- ✓ Football fans on XXX.com are called
- ✓ The whole website is set up so that users can earn points and get the adulation from other users. XXX.com will set up a ranking of the most valuable users (by week, month, year, etc)
- ✓ The number of points is represented under the name of the users and each user can earn badges depending on their level performance.
- ✓ How can users earn points? Of course, by rating players, teams, referees, managers and stadiums. But not only. All the users have voting power so that they can rate the ratings made by other users. This is done by using the status of each user.

GAMIFICATION

How to win points?

Release 1

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✓ Rate players, teams, stadiums, referees and managers

❖ *You can only rate one element once a day (under exception of a live match)*

✓ Live matches

❖ *You can only rate the elements twice, each 45 minutes*

✓ Getting Likes



❖ *Within XXX.com : The user let's say, adding a picture on XXX.com with a football player, may get some likes from other users*

❖ *Facebook : A comment, team or ranking, whatever shared on facebook and getting likes on facebook, would be rewarded by points on XXX.com.*

✓ Polls

❖ *User participating in Polls get more points.*

✓ Invite friends

❖ *Invite friends and get points (parrainage)*

GAMIFICATION

How to win points?

Release 1

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✓ Get geolocalized

- ❖ *Based on foursquare, the user will geolocalize in stadiums and get points or awards*

✓ Competitions

- ❖ *We could ask XXX.com fans to compete around a specific thematic, let's imagine around the Euro 2016 competition*

"Hello user, next week is the first round of the Euro 2016, form now your best 11-team of this Euro 2016. At the end of the tournament, we will collect all the information related to all the Euro 2016 games and combine them to make the XXX.com best 11-team of the Euro 2016. The user with the correct team will earn points as well as a special reward."

- ❖ *Based on the Lays Experience where Lays Fans create their own taste and get rewards*

✓ Quizz

- ❖ *Online quizz, around football of course.*

✓ Create your profile

- ❖ *With an Avatar System, you will create your profile, choosing your appearance, shirt color, etc*



GAMIFICATION

Release 1

Rewards

- ✓ User interview published on XXX.com
- ✓ Tickets for football games and trips
- ✓ Shirts, balls, and all kind of articles
- ✓ Autograph from a football player
- ✓ Discounts on matches
- ✓ Access to detail statistics on their favorite player or team
- ✓ Participating in events sponsored by XXX.com

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Market

- ✓ Facebook and Twitter are the most used way of expressions for supporters
- ✓ Streaming Live matches and live comments are numerous
- ✓ Newspapers use ratings made by fans
- ✓ Most used football mobile apps : EPL Live, Futwiz, Forza 90, Goal.com, Transfermarkt, Cup Scout, One Football. But no one with community ratings.
- ✓ Ratings or sport gamification exist, but only on special occasions (ex : FIFA World Cup) or events (ex : Wimbledon), and limited to one sport.
- ✓ Curiously, the concept of rating (ex : IMBD, Tripadvisor, Glassdoor) is used by websites but it has never really worked (ex : www.ratetheplayers.com)
 - No game
 - Not “keep it simple”, no user interface
 - No community, no user experience
 - No rating by the gamers

COMPETITORS

www.goal.com

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- ✓ Our biggest competitor
- ✓ Lots of users
- ✓ About them : *We live and breathe football - everywhere, 24/7. We have over 530 reporters on the ground in 50+ countries, getting closer to the action. We create original content at source to deliver the news from the leagues, teams and players that matter.*
- ✓ Lots of countries editions

EDITIONS		
 International	 Ghana	 South Africa
 America	 Hrvatska	 Tanzania
 Argentina	 India	 Türkçe
 Australia	 Indonesia	 UK
 Bosna i Hercegovina	 Ireland	 繁體中文
 Brasil	 Italia	 한국어
 Canada	 Kenya	 日本語
 Chile	 Malaysia	 ไทย
 Colombia	 México	 العربية
 Deutsch	 Nederlands	 المصرية
 España	 Nigeria	 السعودية
 Français	 Singapore	

COMPETITORS

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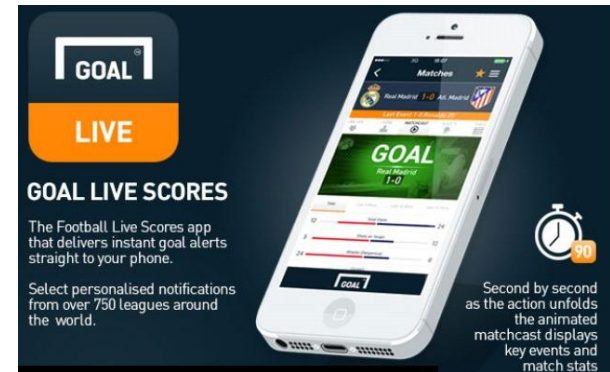
www.goal.com

✓ App

- Beautiful design
- Favorite teams
- Notifications, Videos, News
- Live comments, replies, Like and Dislike buttons
- Live matches, with comments from their reporters
- Statistics of the matches - Ratings made by the reporters
- All international leagues and clubs (D1)

✓ What they don't have

- Ratings made by the community
- All sports
- Gamification
- All divisions (ex : Alost or Eupen for belgian D2 football division)



COMPETITORS

www.whoscored.com

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- ✓ Detailed statistics on teams and players
- ✓ Strengths and weaknesses of players
- ✓ Ratings per match and “man of the match”
- ✓ WhoScored.com consists of a dedicated team of football analysts and software developers with backgrounds in the sector, based in Central London
- ✓ Live match center, live scores
- ✓ Player ratings are based on each event recorded in the game calculated live automatically using our own algorithms, which comprise of over 200 raw statistics
- ✓ What they don't have
 - Ratings made by the community
 - All sports and all divisions (ex : Alost or Eupen for belgian D2 football division)
 - Gamification
 - App and design
 - Keep it simple

COMPETITORS

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www.rateyourplayer.com

✓ Rate Your Player (RYP) is a football forum endorsed by professional footballers. They provide football fans with a way to have their say on all things football. Their aim is to take the game of football further, bringing football fans around the globe together.



- Design



- Mostly UK driven
- Now only take registrations from Facebook
- Out of date, no update, bad comments, seems dead



<http://www.ratetheref.net>

✓ Their motto : *“it's a chance for you to have your say (or vent your anger) on how a ref has performed in a game, and ultimately determine who the best referee's are by virtue of the best average score”*



- Not used, small community

COMPETITORS



www.footballtop.com

- ✓ Users receive points to vote for their favorite players
- ✓ Only a “vote” button next to the players, no real rating
- ✓ Not complete, no design, no community

www.uefa.com

- ✓ Users and football fans can cast a live vote on the performance of each player while any UEFA Champions League match is in play.
- ✓ When viewing a specific match, each player can be rated from one through to five based on how well you think they have played.

IT DEVELOPMENT

Choosing the right platform

- ✓ Responsive : the page - URL, HTML, images, everything - remains the same, but the CSS gives different rules based on browser width
- ✓ Separate mobile site : different URLs for the mobile site (m.XXX.com/...)
- ✓ Being a sports website, you can generally see a lot of information displayed on the page, making it somewhat difficult to concentrate on one thing. Not of our business! Keep it simple.

Choosing the right colors

- ✓ Orange is a color associated with energy, fun, enthusiasm - all in a great relationship with sports.
- ✓ Orange but not too much quantity
- ✓ Example : Avast Website



IT DEVELOPMENT



Design the mobile version of the website

- ✓ Clean and simple
- ✓ Decide which content elements are the most important to feature, and what elements can be hidden

Mobile App - Bring Your Own Device

- ✓ Attractive user experience tailored to the devices
- ✓ Smart companies build apps

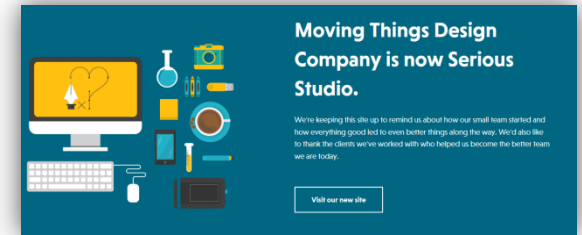
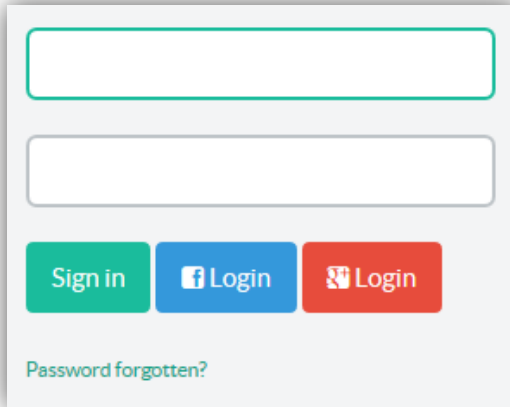
IT competencies

- ✓ Front-end objective : to make the website more user friendly (visual aesthetics) and more accessible. Take into account different platforms and browsers and enforce compliance with integration of the web pages with new techniques (HTML 5). => Bootstrap avec plugins jquery
- ✓ Back-end objective : Design software architectures based on technologies PHP, MySQL

IT DEVELOPMENT

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Design - Examples of friendly images or websites



www.wearemovingthings.com

avast



starbucks

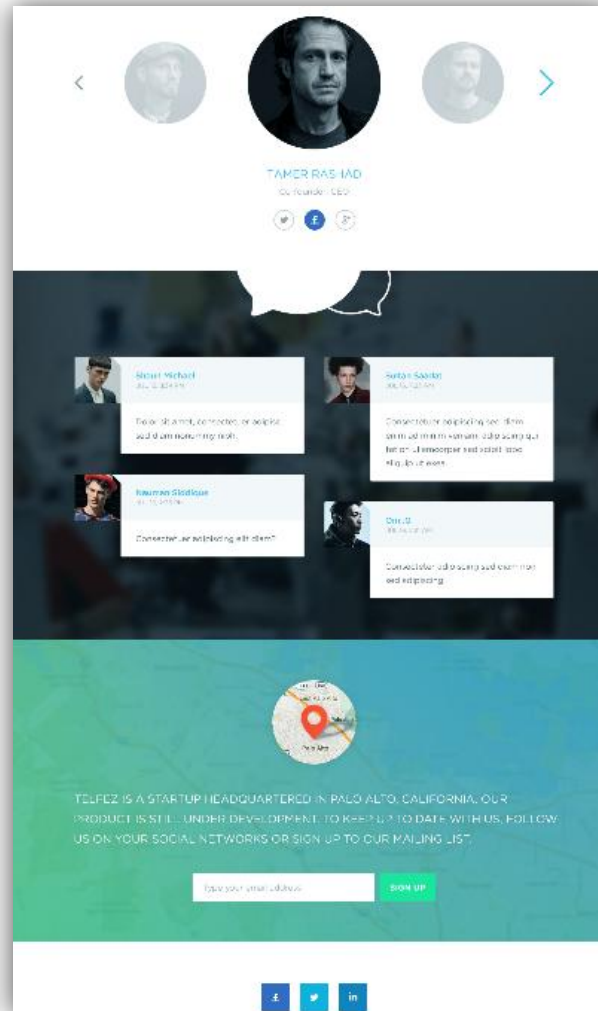
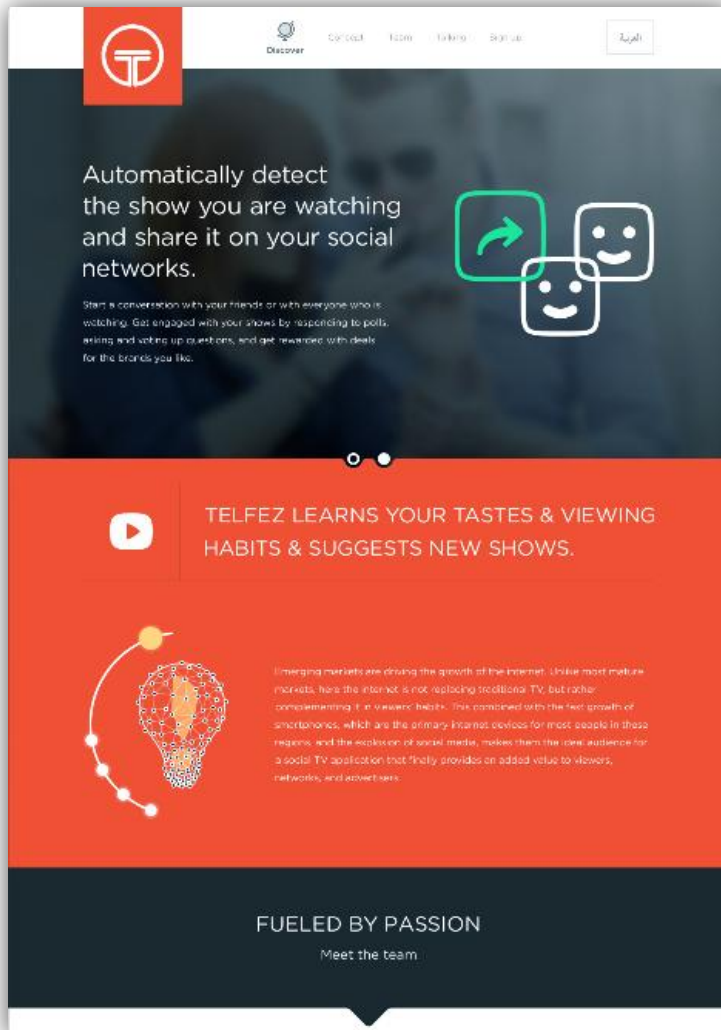


www.thesearethings.com

IT DEVELOPMENT

Design - Examples of friendly images or websites

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<https://dribbble.com/shots/1374342-Telfez/attachments/197437>

IT DEVELOPMENT

Project management - Backlog



- ✓ To establish good collaboration, communication among team members is indispensable.
- ✓ Each issue can be one of the following statuses. Usually the status shifts from Open to In Progress, Resolved, and then Closed. Closed means the issue has been completed.
- ✓ The issues will be divided into different parts :
 - Open → In Progress → Resolved → Closed
 - Technical development : new page, backend and frontend, gamification, bugs, etc
 - Business development : marketing plan, business plan, monetization, crowdfunding, ideas
 - Design : colors, animations, pictograms, etc
 - Others

Deadlines





Eden HAZARD

Eden HAZARD ★



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My rating

?

Total rating

88

82.569

Skill

General

More ▼

My rating

87

XXX score

88



Personal details



Rating history



Videos



Detailed skills



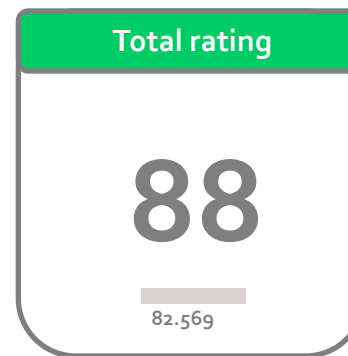
Comments













Last matches



Eden HAZARD

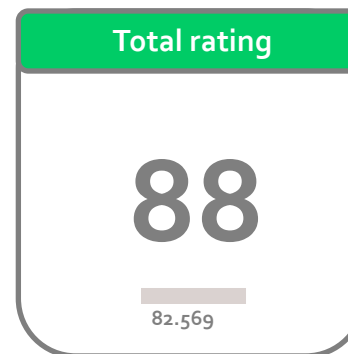


Skill		My rating	XXX score
General		87	88
Physical		69	68
Tactical		73	75
Shooting		90	91
Passing		85	65
Dribbling		94	99
Mentality		89	85
Header		83	70
Speed		90	92
Vision		86	93

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Eden HAZARD



Personal details

Situation actuelle

Équipe Chelsea FC

Numéro 10

Biographie

Nom Eden Michael Hazard

Nationalité Belge

Naissance 7 janvier 1991 (23 ans)

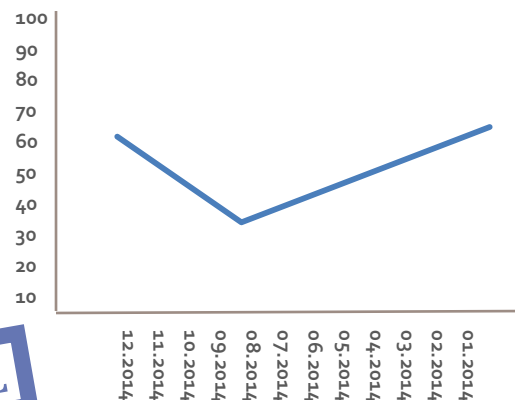
Lieu La Louvière (Belgique)

Taille 1,85 m (6' 1")¹

More ▼



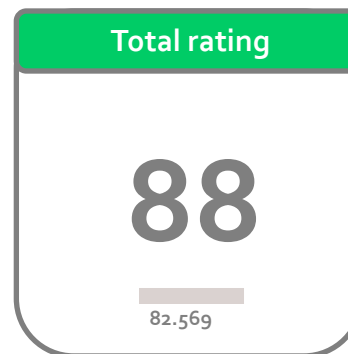
Rating history



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Eden HAZARD



Personal details



Rating history



Videos



Last matches



Chelsea – Arsenal
Newcastle – Chelsea
Chelsea – Southampton
Chelsea – Manchester City

More ▼

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Add a player

First name

Last name

Wikipedia Preview

Team

Country

Picture

Add a picture

Link wikipedia

Type the link

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CREATE THE PLAYER

Ranking

Filter by:

➤ League

☐ Spain

☐ England

☐ Belgium

☐ Italy

☐ France

➤ Nationality

➤ Position

Player	Overall ▼	Attitude ▼	Shooting ▼	Passing ▼	Header ▼	Dribbling ▼	Speed ▼
Eden Hazard	7,5	9,5	8,0	7,5	7,5	8,0	8,5
Mamadou Sako	7,5	9,9	8,0	9,9	8	8,0	7,0
Steven Gerard	6,9	8,0	5,6	7,1	7,1	7,0	7,6
Luis Suarez	6,7	6,5	7,3	7,1	6,4	7,1	8,5
Arjen Robben	6,5	7,3	5,6	6,0	7,5	5,2	4,8
Lionel Messi	6,5	7,3	5,6	6,0	7,5	5,2	4,8
Eden Hazard	6,0	7,0	4,0	8,0	8,0	8,0	5,0
Mamadou Sako	6,0	8,0	4,0	8,0	8,0	8,0	5,0
Steven Gerard	6,0	8,0	4,0	8,0	8,0	8,0	5,0
Luis Suarez	6,0	8,0	4,0	8,0	8,0	8,0	5,0
Arjen Robben	6,0	8,0	4,0	8,0	8,0	8,0	5,0
Lionel Messi	6,0	8,0	4,0	8,0	8,0	8,0	5,0