

Business case - Football Recruitment Marketplace

A mixture of Transfer room (<https://www.transferroom.com/>), Bullhorn (CRM) & their own existing Football Recruitment business, with the look & vibrancy of EISG (<https://www.eisg.com/>) It will be a marketplace - where non-athletes who want to work in the football industry can list their CV and football teams who are hiring can add vacancies and also search for candidates in the local area

Epic 1: User Account & Membership Management

1.1 Candidate Registration

As a: Candidate

I want: to create an account using my basic personal information and CV

So that: I can list my profile for football teams to discover me.

Acceptance Criteria:

- - Candidate can sign up with email and password
- - Candidate can upload CV (PDF/Doc)
- - Candidate can fill in profile fields (name, role preference, experience, qualifications, location)
- - Candidate receives a confirmation email after registration

1.2 Candidate Membership Payment

As a: Candidate

I want: to choose a membership level and pay the appropriate monthly fee during registration

So that: my profile is visible to football teams.

Acceptance Criteria:

- - Candidate must select one of two mandatory membership options during registration: Basic (\$5/month) or Pro (\$10/month)
- - Payment can be completed securely via credit card, Stripe, or PayPal as part of registration
- - Candidate's profile is activated immediately upon successful payment

- - Payment status and receipt are visible in the candidate's account settings
- - Candidate can upgrade or downgrade their plan at any time

1.3 Football Team Registration

As a: Football Team

I want: to create a team profile with club information

So that: I can post vacancies and search for candidates.

Acceptance Criteria:

- - Team can register with club name, contact details, and logo
- - Registration is free initially
- - Team can edit or update their profile after signup
- - Team account must be approved by the platform admin before posting vacancies
- - Team receives a confirmation email after successful registration

1.4 Team Billing after Deals

As a: Football Team

I want: to pay a flat \$50 fee after a successful placement

So that: I can continue to use the platform and list new vacancies.

Acceptance Criteria:

- - Team is notified when a successful placement is confirmed
- - The system generates a \$50 invoice automatically per successful placement
- - Payment can be completed securely via credit card, Stripe, or PayPal
- - Payment status and invoice are visible in the team dashboard
- - Team cannot list new vacancies if they have unpaid fees

Epic 2: Marketplace Listings

2.1 Create Vacancy

As a: Football Team

I want: to list a new vacancy with key details

So that: candidates can find and apply for the role.

Acceptance Criteria:

- - Team can add a vacancy with fields for role, requirements, salary range, location, and expiry date
- - Team can edit or delete their posted vacancies at any time
- - Published vacancies appear immediately in the public listings
- - Candidates can view full vacancy details when logged in
- - Team receives a confirmation email after publishing a new vacancy

2.2 Browse Vacancies

As a: Candidate

I want: to search and filter vacancies by role, level, and location

So that: I can easily find roles that suit my profile.

Acceptance Criteria:

- - Candidate can search vacancies by keyword
- - Candidate can filter by role, level, location, and salary range
- - Results displayed with pagination and most recently posted first
- - Clicking a vacancy shows full details (club info, requirements, expiry date)
- - Search results update dynamically as filters change

2.3 Apply for Vacancy

As a: Candidate

I want: to submit my interest for a posted vacancy

So that: the club can review my profile for the role.

Acceptance Criteria:

- - Candidate can click 'Apply' on any vacancy
- - Application is logged and visible to the football team
- - Football team can Accept or Decline the application
- - Candidate can view a list of all applied vacancies in their dashboard
- - Application status is displayed as Pending, Accepted, or Declined

2.4 Search for Candidates

As a: Football Team

I want: to search and filter candidates by skill, role, experience level, and location

So that: I can identify suitable talent for my vacancies.

Acceptance Criteria:

- - Team can search candidates by keyword and filter (role, skill, experience level, location)
- - Candidate list displays name, profile summary, location, and membership level
- - Clicking a profile shows full CV summary and contact options
- - Search results support pagination and sorting by most recently active or most experienced
- - Team can save favorite candidates or add them to a shortlist

Epic 3: Platform Design & Usability

3. UI

As a: Visitor

I want: the platform to have a vibrant and modern design style similar to EISG

So that: my first impression is professional and engaging.

Acceptance Criteria:

- - Homepage features a full-width banner image or video with bold overlay text and a clear CTA
- - Color scheme matches footballrecruitment.com logo with vibrant accent colors like electric blue or neon green
- - Fonts: clean, modern sans-serif (e.g. Inter or Roboto) for all headings and body
- - Buttons with rounded corners (~8-12px), vibrant colors, and subtle hover/scale animations
- - Cards and forms use light backgrounds with soft shadows and 2xl rounded borders
- - Icons and micro-animations on interactive elements like menus and filters

3.2 Easy Navigation

As a: User (Candidate or Football Team)

I want: a clear and intuitive navigation structure

So that: I can quickly access the most important sections of the platform.

Acceptance Criteria:

- - Sticky top nav with logo left and primary links (Find Talent, Find Jobs, Dashboard, Sign In/Sign Up) on the right
- - Mobile version collapses into a hamburger menu with smooth slide-out animation
- - Prominent search bar under the hero section on the homepage
- - Dashboard contains clearly labeled sections for profile, listings, applications, account settings

- - Breadcrumbs displayed on sub-pages (e.g. Home > Dashboard > My Applications)
- - Consistent visual styles for active links and hover states

Epic 4: Admin Panel & Business Ops

4.1 Candidate Database Import

As a: Site Administrator

I want: to bulk-upload existing candidates' data via CSV or Excel

So that: the platform is populated with candidates at launch.

Acceptance Criteria:

- - Admin can access an 'Import Candidates' page in the admin panel
- - Accepted file formats: CSV or Excel (.xlsx) with required columns
- - Data is validated before import — errors flagged and skipped
- - Summary displayed after import with successes and failures
- - Imported candidates receive a welcome email to complete their profile
- - Error report downloadable for failed imports

4.2 Revenue Tracking

As a: Site Administrator

I want: to monitor the revenue generated from memberships and placement fees

So that: I can assess the financial performance of the platform.

Acceptance Criteria:

- - Dashboard displays total revenue by category (Candidate Memberships, Placement Fees)
- - Filters for viewing revenue by date range
- - Exportable CSV report for selected period
- - Visual graphs (bar or line chart) showing revenue trends over time
- - Detailed transactions list with date, user/team, amount, and status

4.3 Messaging between Candidates and Teams

As a: Candidate or Football Team

I want: to message the other party directly within the platform

So that: we can communicate privately about a vacancy or profile.

Acceptance Criteria:

- - Authenticated candidates and teams can send and receive direct messages
- - Messages show timestamps, sender name, and read/unread status
- - Notifications appear in the header when new messages arrive
- - Inbox page lists all conversations with most recent message first
- - Clicking a conversation opens a threaded view with scrollable chat history
- - Users can archive or delete conversations

4.4 Admin User Management

As a: Site Administrator

I want: to manage user accounts (Candidates and Football Teams)

So that: I can maintain the quality and safety of the platform.

Acceptance Criteria:

- - Admin can view all user accounts with basic info (name, email, account type, status)
- - Search and filter by account type, active/inactive status, membership level
- - Admin can deactivate/suspend accounts with confirmation prompt
- - Admin can reset passwords or send password-reset emails
- - Admin can view account history (sign-up date, last login, listings posted or applied)
- - Dashboard summary of new signups and deactivated accounts

4.5 Responsive Web Experience (Desktop & Tablet)

As a: User

I want: the platform to look and function well on desktop and tablet screens

So that: I can comfortably search for jobs, candidates, and manage my account.

Acceptance Criteria:

- - Responsive design adapts properly to desktops and tablets
- - Navigation collapses into touch-friendly menus on tablet
- - Content scales without horizontal scrolling
- - Images and CV previews resize properly for all viewports
- - Core features (search, apply, post vacancy, messaging) easily accessible on desktop and tablet
- - Tested on major browsers for visual and functional consistency

Sitemap



Candidate screens and dependencies

Screen	Functionality Included	Accessible Screens
Home / Landing Page	<ul style="list-style-type: none">• Display platform overview • Highlight featured vacancies • Register/Login options • Footer links (Terms/Privacy)	Candidate Registration, Team Registration, Candidate Login, Team Login, Terms & Privacy Policy

Screen	Functionality Included	Accessible Screens
Candidate Registration	• Input personal details• Upload CV• Choose plan & pay• Agree to terms	Terms & Privacy Policy, Candidate Dashboard (post signup)
Candidate Login	• Input email/password• Password reset link	Candidate Dashboard, Password Reset
Candidate Dashboard	• View/edit profile• Browse vacancies• Check applied vacancies status• Access account settings• Messaging inbox	Edit Candidate Profile, Browse Vacancies, Applied Vacancies, Candidate Messaging, Terms & Privacy Policy
Edit Candidate Profile	• Update personal info & CV• Change plan	Candidate Dashboard
Browse Vacancies	• Search & filter by role, level, location• View vacancy details	Vacancy Detail, Candidate Dashboard
Vacancy Detail	• View full vacancy info• Apply to vacancy	Browse Vacancies, Apply for Vacancy
Apply for Vacancy	• Submit application• See confirmation	Applied Vacancies
Applied Vacancies	• View list of applied vacancies & status	Candidate Dashboard, Vacancy Detail
Candidate Messaging Inbox	• View message threads• Reply or delete conversations	Candidate Dashboard
Terms & Privacy Policy	• View terms of service & privacy policy	Home, Candidate Registration, Team Registration

Team screens and dependencies

Screen	Functionality Included	Accessible Screens
Team Registration	• Input club details• Logo upload• Agree to terms	Terms & Privacy Policy, Team Dashboard
Team Login	• Input credentials• Password reset link	Team Dashboard, Password Reset
Team Dashboard	• View/edit team profile• Create/edit vacancies• Search candidates• View applications• Access messaging inbox	Create Vacancy, Edit Vacancy, Search Candidates, Candidate Profile View, Messaging Inbox, Terms & Privacy Policy
Create Vacancy	• Input role, requirements, salary, expiry	Team Dashboard, Manage Applications

Screen	Functionality Included	Accessible Screens
Edit Vacancy	• Edit published vacancy details• Delete vacancy	Team Dashboard
Manage Applications	• View candidates who applied• Accept/Decline applications	Candidate Profile View, Team Dashboard
Search Candidates	• Search by skill, role, experience, location• Save favorite candidates	Candidate Profile View, Team Dashboard
Candidate Profile View	• View full profile & CV• Send message or shortlist candidate	Messaging Inbox, Search Candidates
Team Messaging Inbox	• View message threads• Reply or delete conversations	Team Dashboard

Admin screens and dependencies

Screen	Functionality Included	Accessible Screens
Admin Login	• Input credentials• Password reset link	Admin Dashboard, Password Reset
Admin Dashboard	• View revenue summary• User management• Candidate import• Terms/privacy management	User Management, Revenue Reports, Candidate Import, Terms & Privacy Policy
User Management	• View/search all accounts• Suspend/reactivate accounts• Reset password	Admin Dashboard
Candidate Import	• Bulk-upload candidates via CSV/Excel• Validate data	Admin Dashboard
Revenue Reports	• Filter by date range• View graphs and transaction lists• Export as CSV	Admin Dashboard
Terms & Privacy Management	• Edit terms of service and privacy policy	Admin Dashboard