

# PRE-PRODUCTION WRITE-UP

Matthew Modras  
Final Project  
MI 349

# Pitchboard

chelseahub.com

Chelsea Hub is an online resource hub for Premier League club Chelsea F.C. Fans of this club will find latest news stories, score updates, and merchandise through this website. Anything and everything related to Chelsea can be found here.



Chelsea Hub provides live score updates, squad changes, and news articles regarding Chelsea F.C. Dedicated fans to the club will find all the information they need in one convenient site, whether it be who Chelsea is playing in their next game, who scored in the last game, or which player has been nominated for player of the month. Fans can also shop for their favorite Chelsea inspired merchandise throughout the sites expansive online shop. With clothing articles of all different kinds available, the online shop offers the perfect gift for a Chelsea fan. Whether you are a casual or dedicated fan of soccer, Chelsea Hub has something for everyone.

## PERSONAS



Chelsea F.C. fan looking to receive current updates regarding the club



General soccer fan looking to purchase merchandise from one of the largest clubs in Europe



Prospective new hire/recruit responsible for the frequent updating of the website

## COMPS

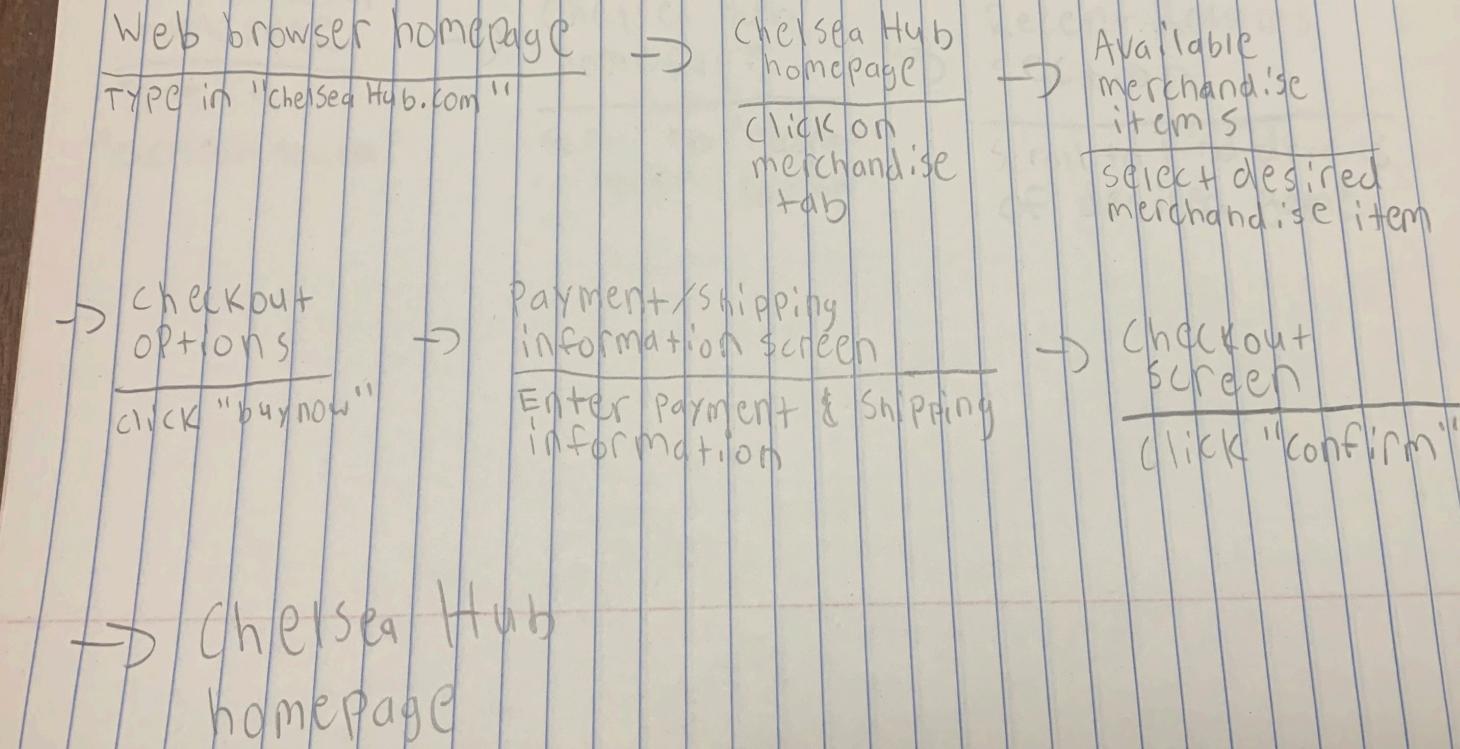
FlashScore.com

WORLD SOCCER SHOP.com

GOAL

# Flow #1

SCENARIO #1:  
Purchasing something from the  
online shop.



# Flow #2

Scenario #2:  
Checking the score of yesterday's game

Web browser  
homepage

Type in  
"chelseahub.com"

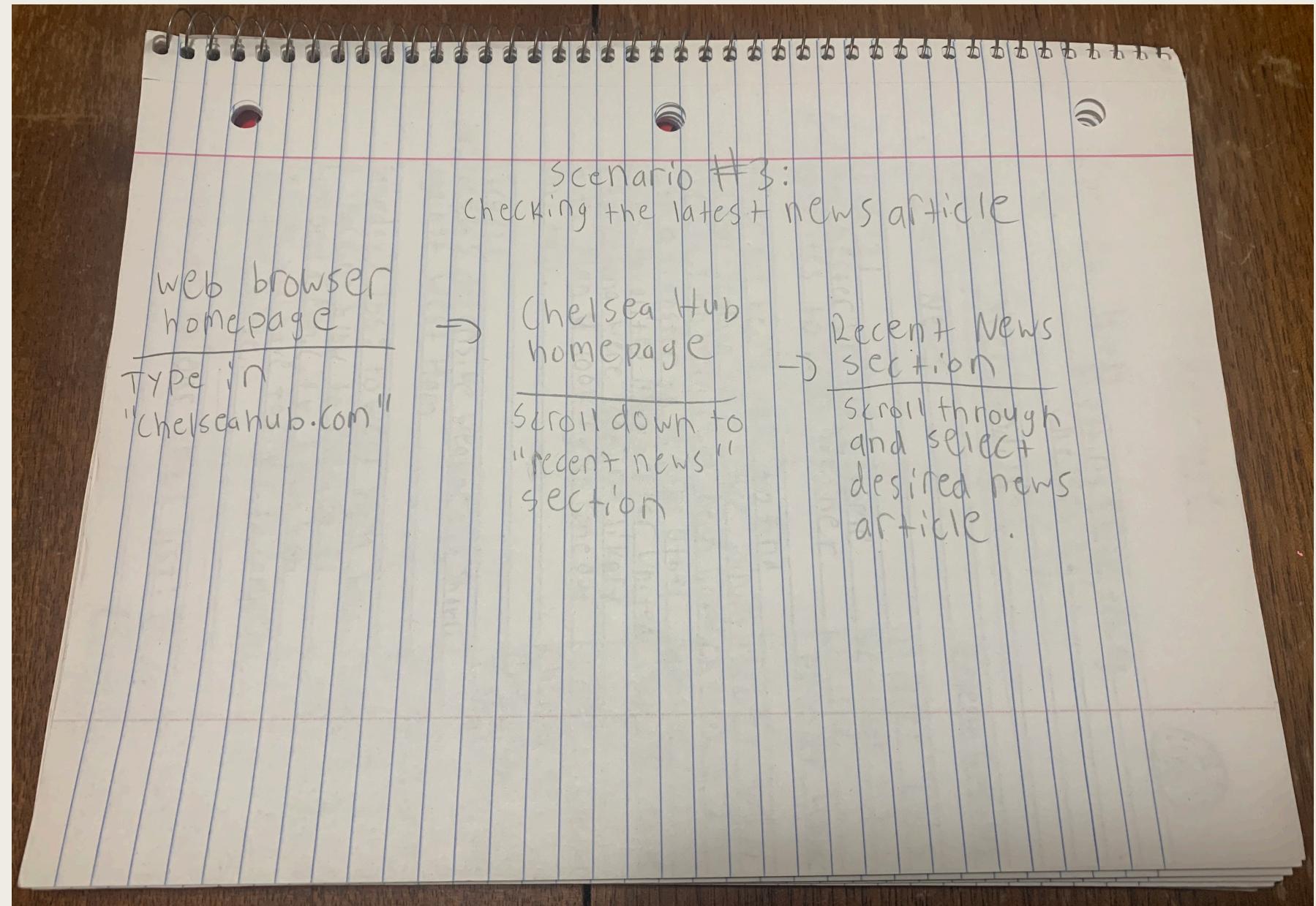
Chelsea Hub  
homepage

Scroll to "recent  
results" section

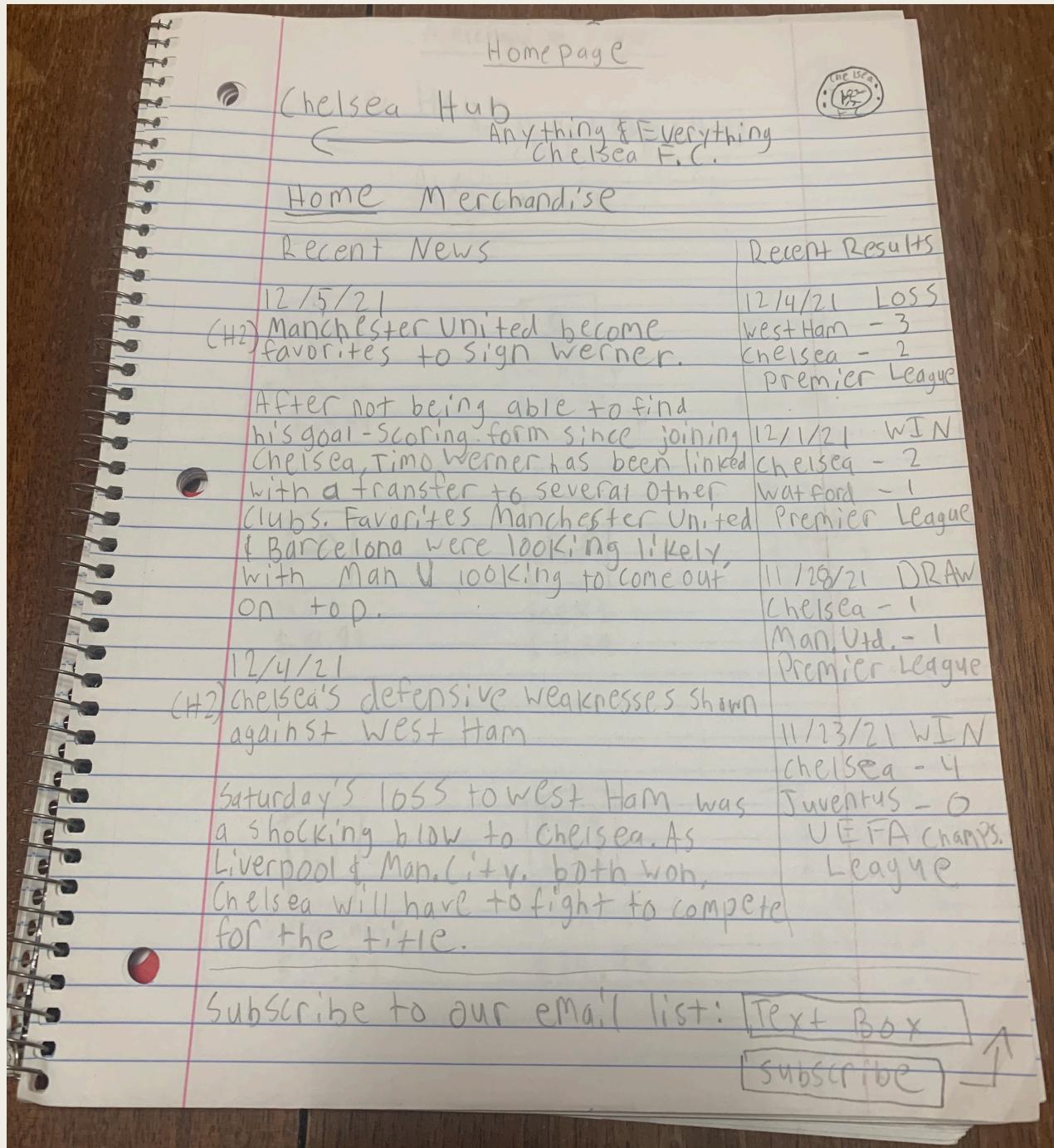
Recent Results  
section

Scroll to find details  
of desired game

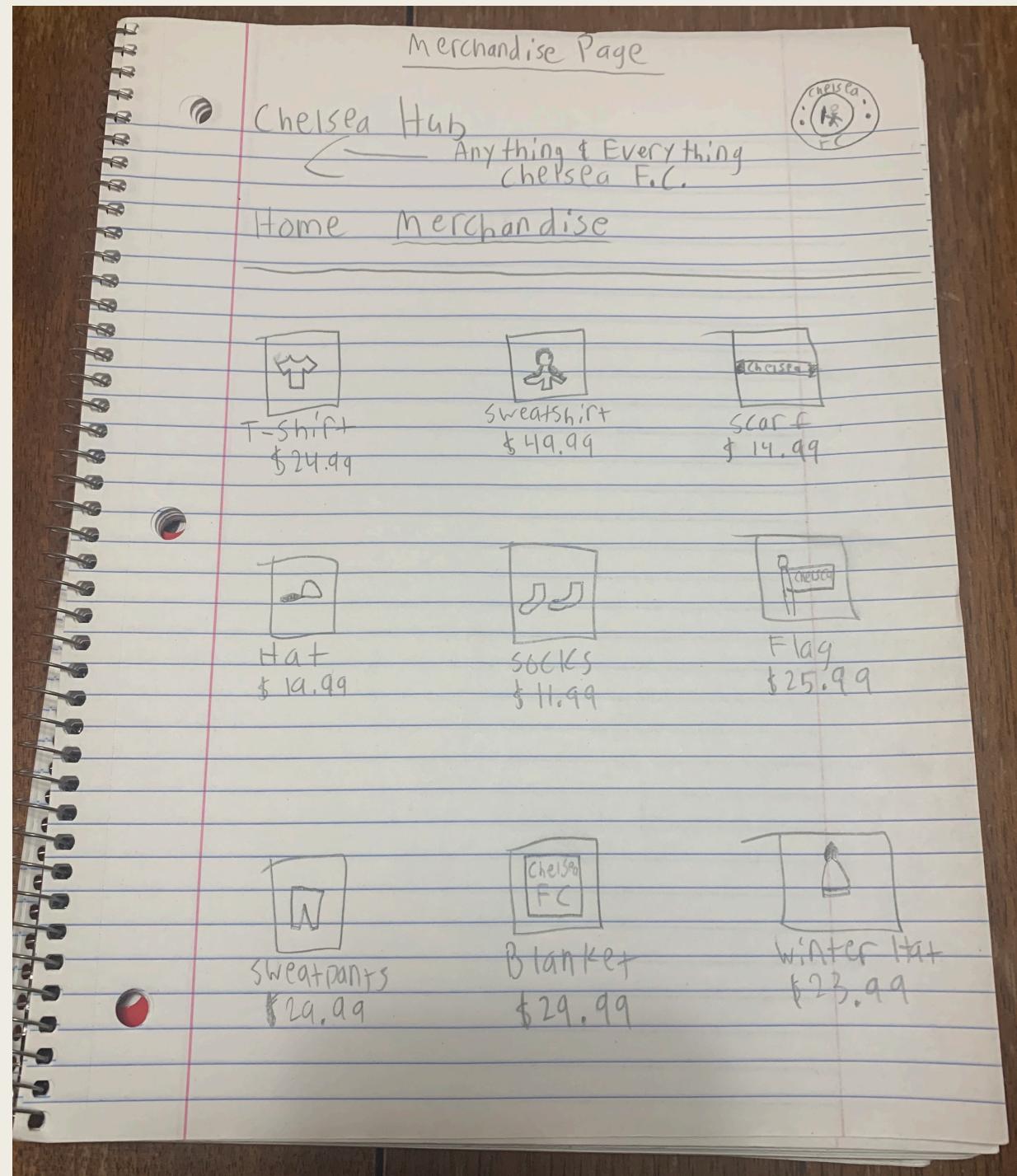
# Flow #3



# Wireframe #1 – Homepage



# Wireframe #2 – Merchandise



# Comp #1 – Homepage

## Chelsea Hub

Anything & Everything Chelsea F.C.



[Home](#) [Merchandise](#)

### Recent News

12/5/21

**Manchester United become favorites to sign Werner**

After not being able to find his goal-scoring form since joining Chelsea, Timo Werner has been linked with a transfer to several other clubs. Favorites Manchester United and Barcelona were looking likely, with Manchester United looking to come out on top.

12/4/21

**Chelsea's defensive weaknesses shown against West Ham**

Saturday's loss to West Ham was a shocking blow to Chelsea. As Liverpool and Manchester City both won, Chelsea will not have to fight to compete for the title.

### Recent Results

12/4/21 LOSS

West Ham - 3

Chelsea - 2

Premier League

12/1/21 WIN

Chelsea - 2

Watford - 1

Premier League

11/28/21 DRAW

Chelsea - 1

Man. Utd. - 1

Premier League

11/23/21 WIN

Chelsea - 4

Juventus - 0

UEFA Champions League

Subscribe to our email list:

Enter

# Comp #2 – Merchandise

## Chelsea Hub

Anything & Everything Chelsea F.C.



[Home](#) [Merchandise](#)



Chelsea T-Shirt

\$24.99



Champions Sweatshirt

\$49.99



Chelsea Scarf

\$14.99



Chelsea Hat

\$19.99



Chelsea Socks

\$11.99



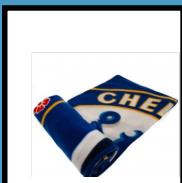
Chelsea Flag

\$25.99



Chelsea Sweatpants

\$29.99



Chelsea Blanket

\$29.99



Chelsea Winter Hat

\$23.99